

Land Bay G

Route 1 & East Glebe Road - Alexandria, VA

October 10, 2007

Potomac Yard Design Advisory Committee (PYDAC) Presentation

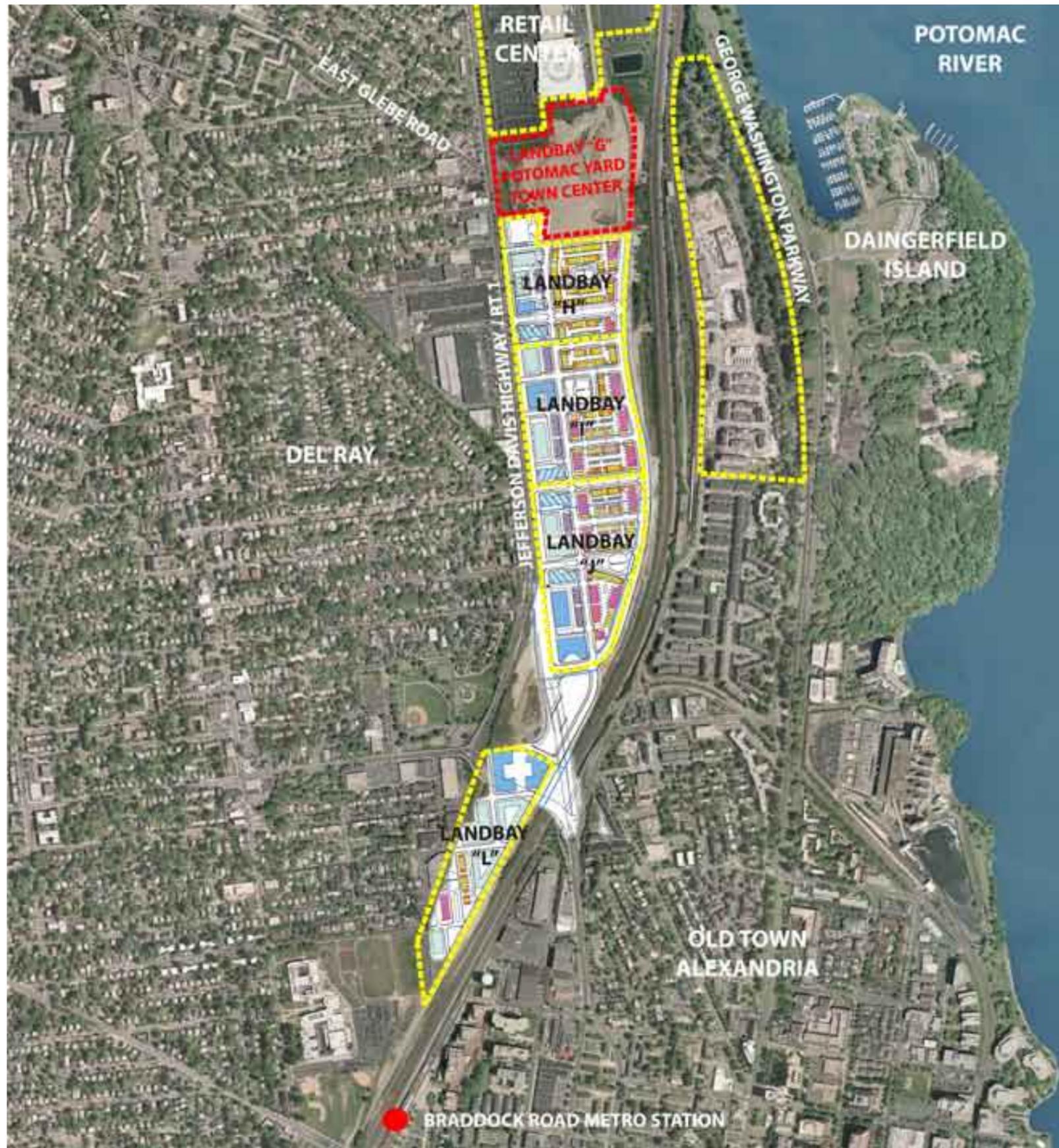
MRP | REALTY

Gensler Architecture, Design & Planning Worldwide

SK&I | Architectural Design Group

EDAW | AECOM

POTOMAC YARD TOWN CENTER



LAND BAY G - Parcel Development Guideline

GENERAL LAND USE

MIXED USE: OFFICE, RETAIL, RESIDENTIAL AND HOTEL

MAXIMUM USE PERMITTED

OFFICE : 800,000 sf
RETAIL : 80,000 sf
RESIDENTIAL : 414 units
HOTEL : 625 Rooms/keys

BUILDING HEIGHT

Max 82' - 110'
Along Route 1 & Potomac Avenue

PARKING

GENERALLY UNDERGROUND OR EMBEDDED

SIZE OF LANDBAY

Approx. 19 acres

OPEN SPACE

7% OF TOTAL AREA INCLUDING TOWN SQUARE
TOTAL OPEN SPACE AREA : Approx. 1.5 acres
(1.25 acres Town Center)

DESIGN PRINCIPLES

WALKABLE NEIGHBORHOODS

- Create compact, pedestrian-friendly, mixed-use neighborhoods.
- Configure residential streets to be safe, comfortable, and encourage walking.
- Where appropriate, use through-block pedestrian pathways for connections to adjacent communities.

VEHICULAR AND TRANSIT CONNECTIONS

- Use major streets to connect to the neighborhoods, provide the venue for transit opportunities, and adequately accommodate project-serving automobiles.
- Organize the site by a modified orthogonal grid of interconnected streets.
- Scale the blocks appropriately to be an extension of the existing adjacent neighborhoods.
- Provide service to residential garages or parking facilities by a network of alley systems.

OPEN SPACE NETWORK

- Place neighborhood open spaces evenly throughout the development within walking distance of all residents.
- Distribute a variety of parks, from regional open space and village green to neighborhood pocket parks, throughout the plan.
- Provide regional parks to serve the larger community and connect to the citywide system of open spaces and natural corridors.

VIBRANT MIXED-USE COMMUNITY

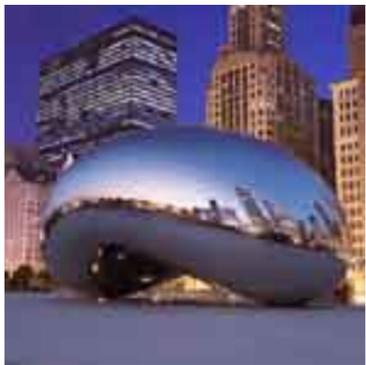
- Provide a mixed-use Town Center as the discernible focal point of the community.
- Activate the Town Center with a concentration of commercial and civic activity in addition to higher density residential use within walking distance.
- Mix a variety of uses and building types within the neighborhoods.
- Locate higher density commercial and residential uses near existing and potential transit stations, and taller buildings along the street corridors.



Activity



Landscaping



Landscaping - Art



Amenities - Water



Amenities - Shading



Amenities - Seating



Texture

UPSCALE CUISINE



CASUAL SIT DOWN



QUICK CASUAL



GOODS & SERVICES



GROCERY



FITNESS/SPA



Reston Town Center



Shirlington Village



Pentagon Row



Clarendon Commons



Bethesda Row



Top Ten Features of Great Places

POTOMAC YARD TOWN CENTER / AUGUST 2007 / 1

A Safe Place



An Inspiring Place



Top Ten Features of Great Places

A Family Place



POTOMAC YARD TOWN CENTER / AUGUST 2007 / 2

A Romantic Place



A Comfortable Place



A Fun Place



A Gathering Place



A Sustainable Place



A Happening Place



A Stylish Place



Top Ten Features of Great Places

POTOMAC YARD TOWN CENTER / AUGUST 2007 / 3

Top Ten Features of Great Places

POTOMAC YARD TOWN CENTER / AUGUST 2007 / 4

Target Audience

Our audience is extremely diverse—they are composed of a wide range of locals and travelers and include professionals, empty-nesters, families and friends. However, they share the following traits:

They have busy lives and appreciate convenience.

They have many options for shopping, dining, and other activities within the Washington, DC metro area.

They have limited leisure time, and they wish to make the most of it, through efficiency and quality experiences.



Competitive Landscape



Potomac Yard Town Center will be challenged by the competition in the following areas:

Convenience: accessibility to public transportation, parking

Entertainment: programming and events, such as playgrounds, ice skating, outdoor concert venues

Integration: blends with the existing communities

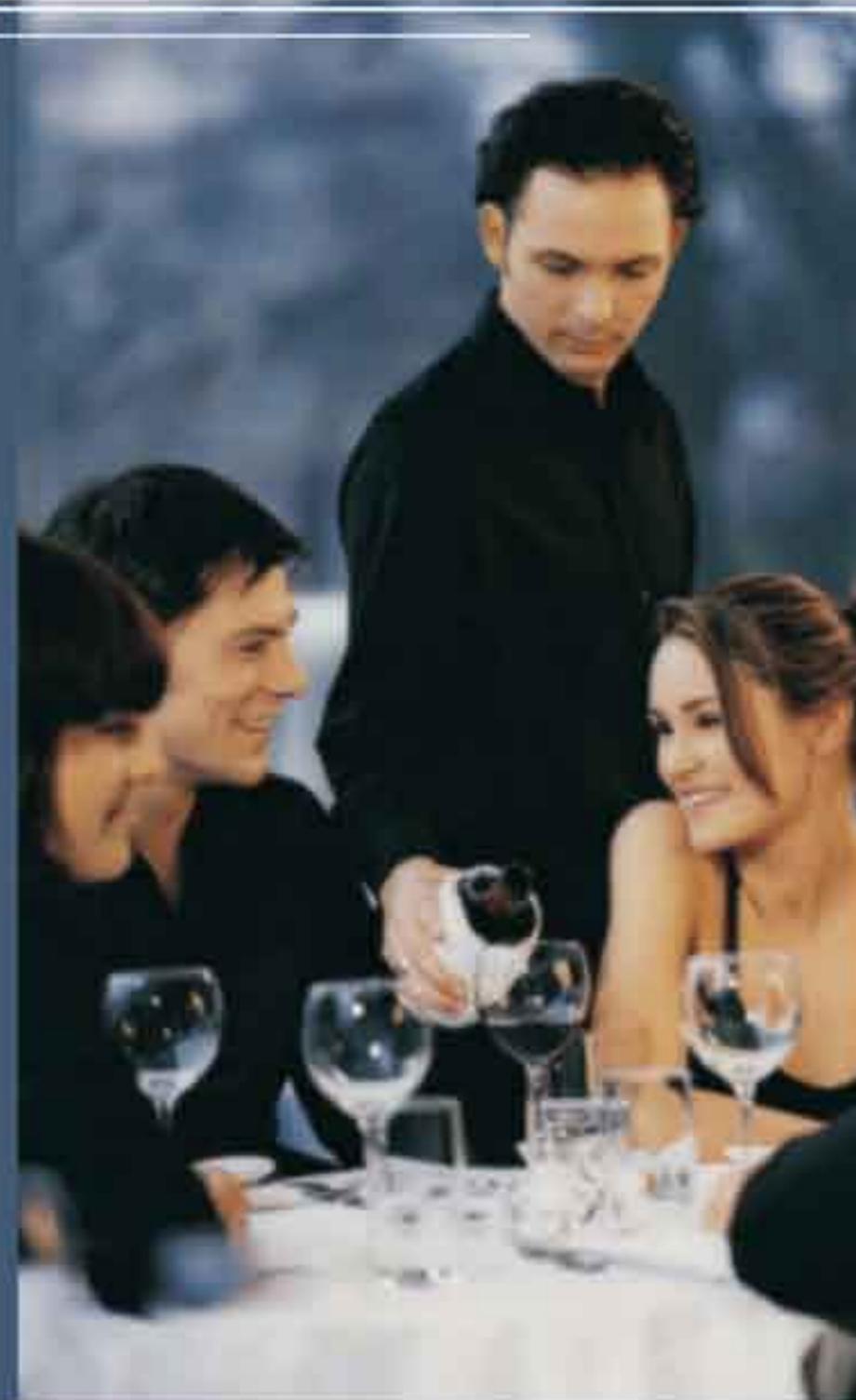
Unique amenities: retail, hotels, restaurants that you can't find anywhere else

Destination: why would I go here instead of somewhere else?

Key Differentiators

Mixed-use developments are not inherently unique in the Washington, DC metro area, so key differentiators are inherent to PYTC's success.

Our greatest opportunities for differentiation are in the areas of entertainment and destination. When we examine successful peer models (such as The Grove and Reston Town Center), we see that these places thrive because of their unique overall experience. If we create a unique experience, then people will come to PYTC because it is like no other place they know.



Brand Attributes



Progressive PYTC reflects the possibilities, not the past. It is modern in a way that has meaning and is relevant to everyday life.

People as Theater PYTC celebrates the human experience and the joy and entertainment that we bring to each other's daily lives, knowingly and unknowingly.

Genuine Honest, unscripted experiences are part of everyday life, and PYTC creates a space where real life happens.

Connectivity In a compartmentalized world, PYTC restores a sense of community.

Engaging Whether it's being part of a community group or simply saying "hello" to someone at the grocery store, PYTC encourages involvement and engagement at every level.

Brand Promise

A destination connected by community.

Potomac Yard Town Center connects people and the surrounding communities through unique and evolving shared experiences. These experiences are created and shaped by those who work, live and visit there—the people compose the identity of the town center.

Through these shared interactions, those who come to Potomac Yard Town Center create a connected community of neighbors, travelers and residents—an engaging and interactive experience that draws people together.

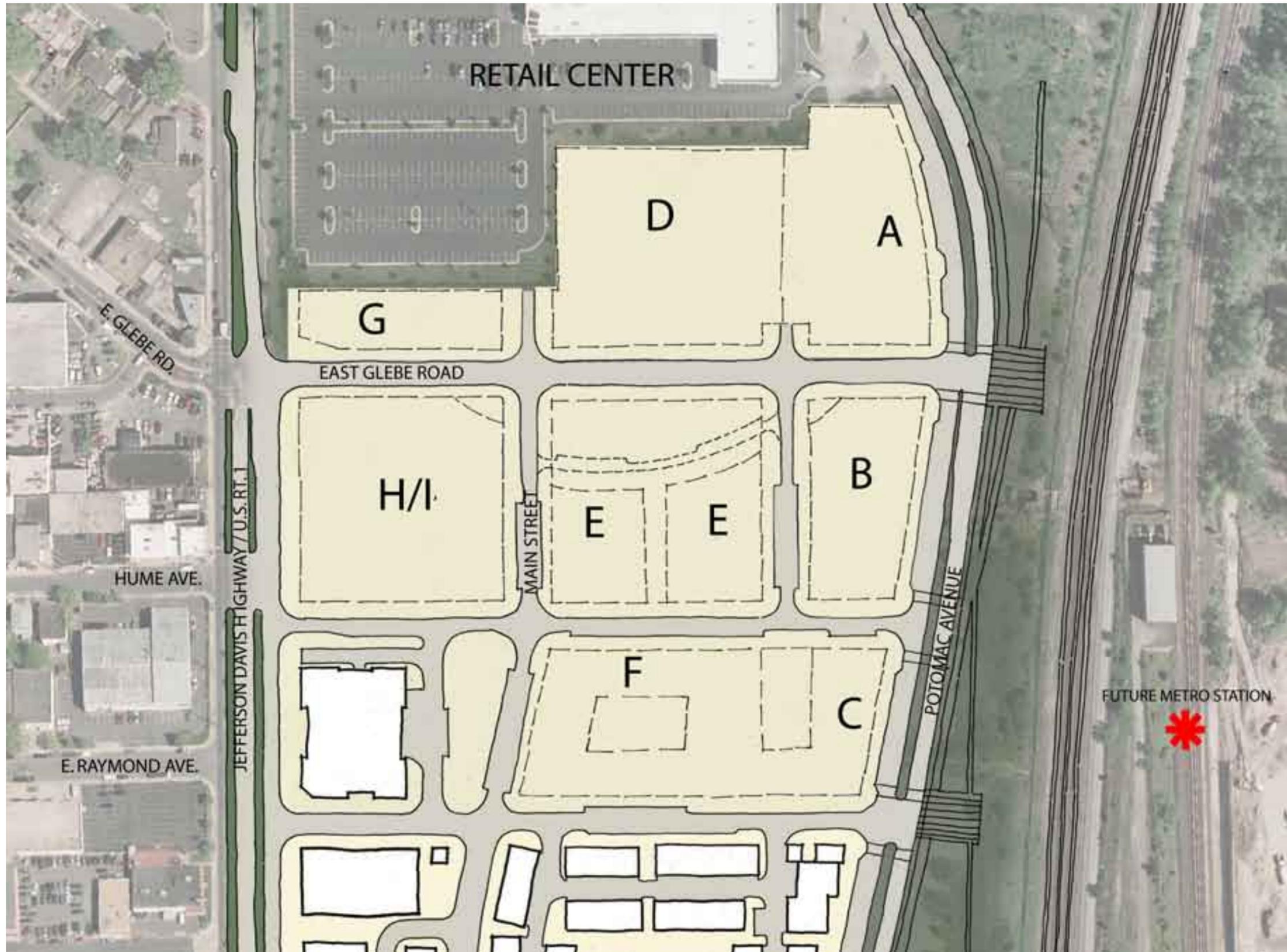


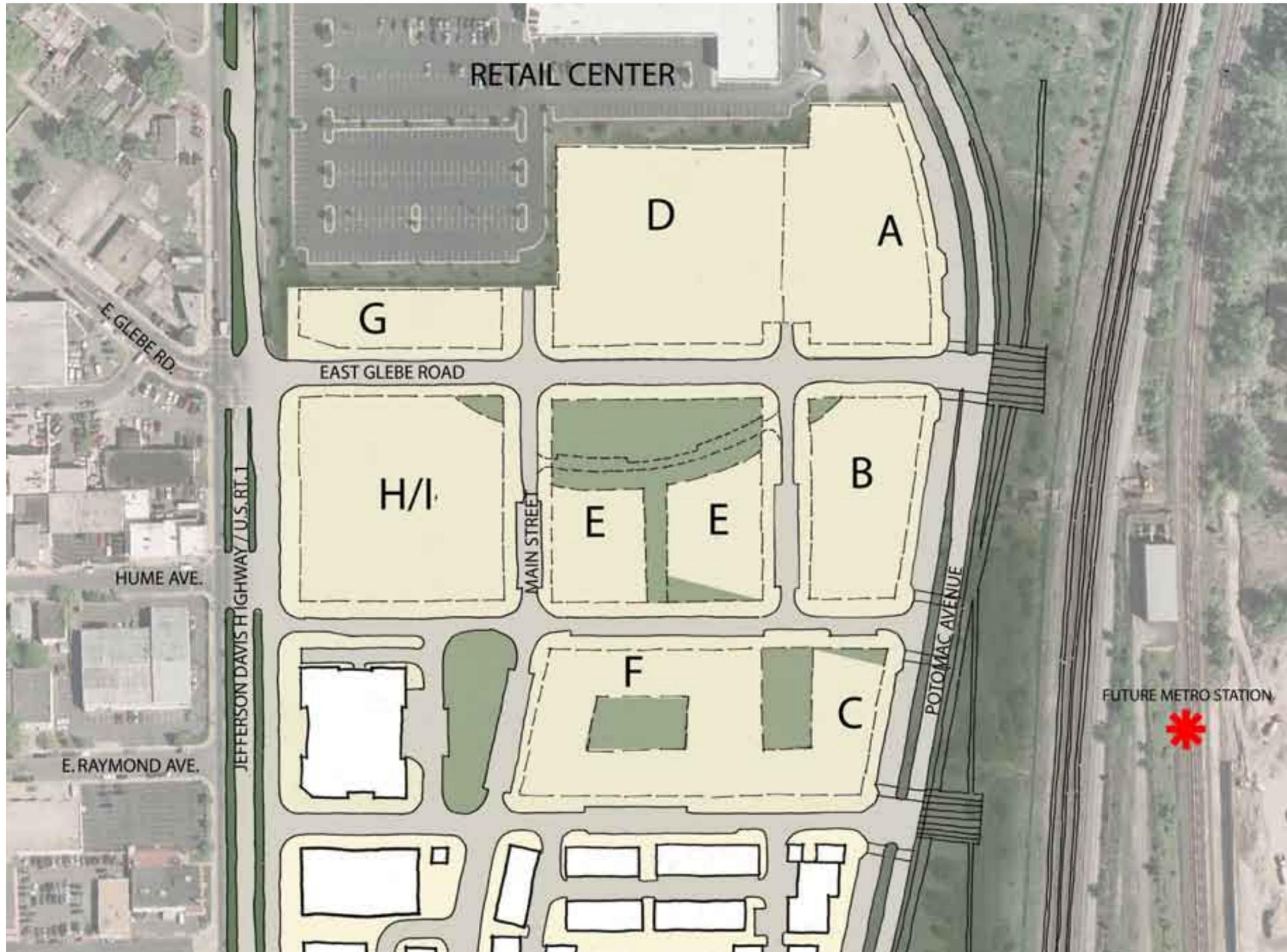
What are the competitive factors? What do people want?

	<p>Convenience (accessibility to public transportation, parking)</p>
<p>Entertainment (programming and events, such as playgrounds, ice skating, outdoor concert venues)</p>	
	<p>Integration (blends with the existing communities around it, does not function as an island)</p>
<p>Unique amenities (retail, hotels, restaurants— how specialized and unique they are)</p>	
<p>Destination (why would I go here instead of somewhere else?)</p>	

Brand Attributes





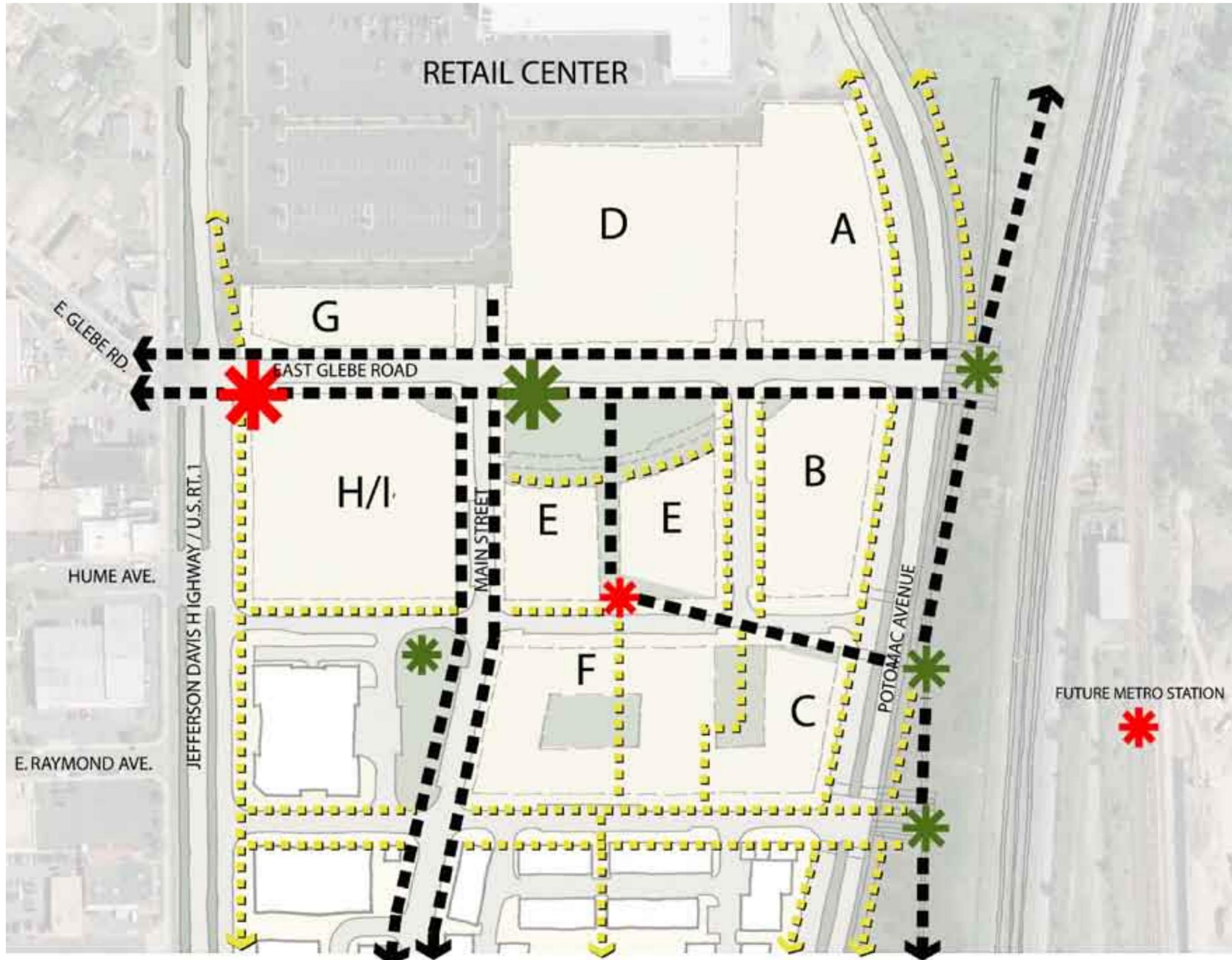


LEGEND:

- Open Space
- Retail

0 40 80 200

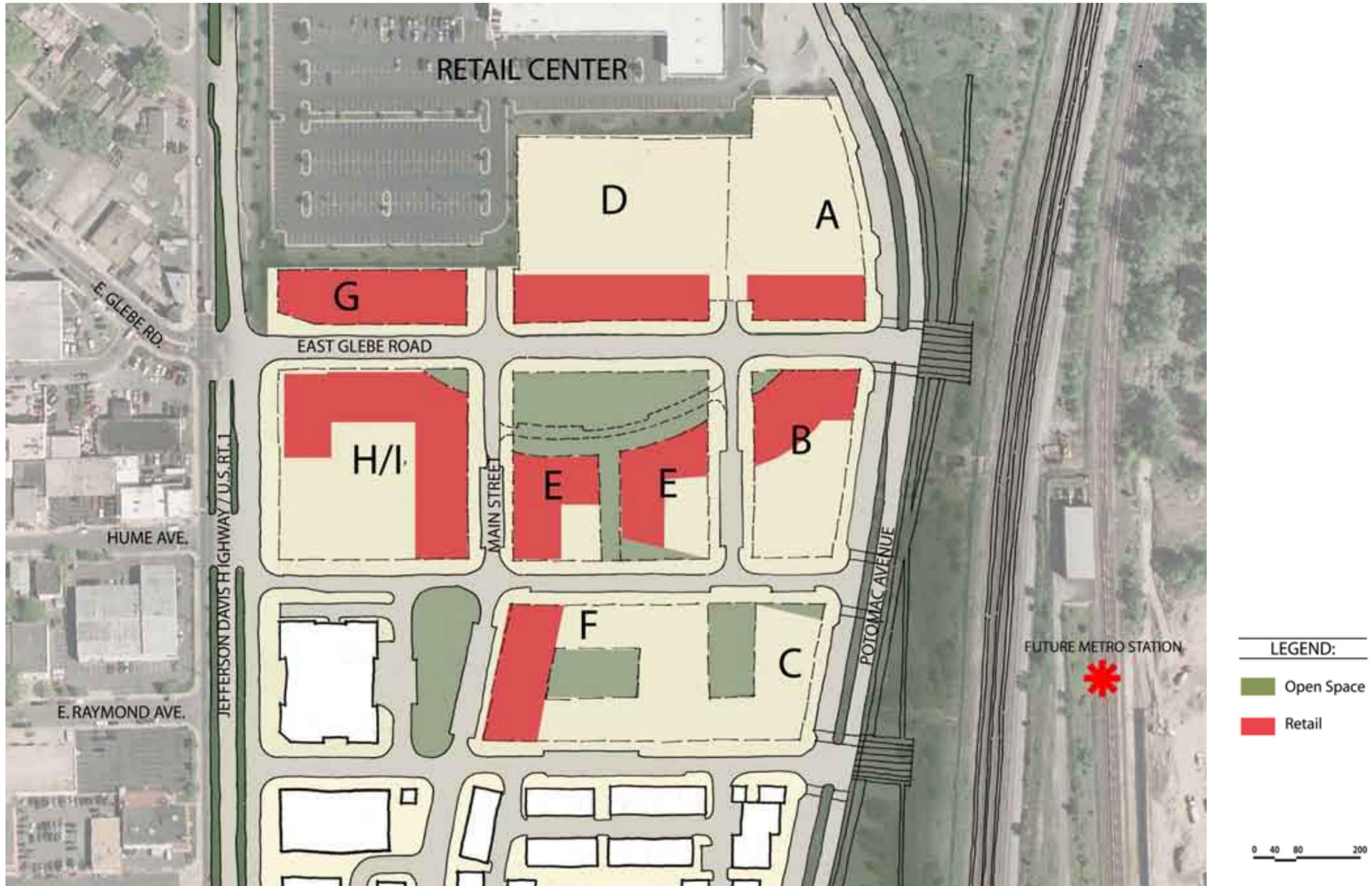


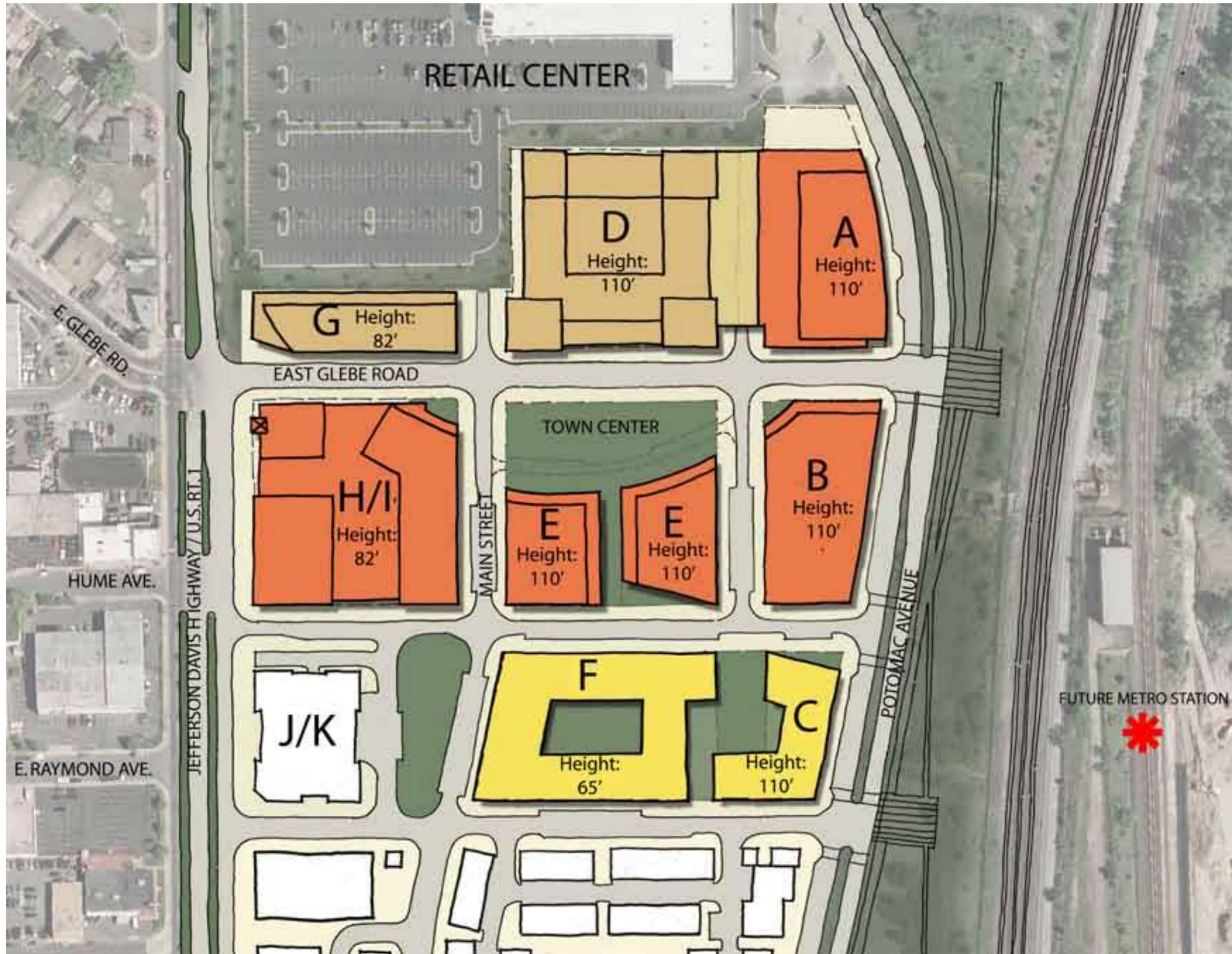


LEGEND:

- * * NODE
- — — — — PRIMARY CIRCULATION
- - - - - SECONDARY CIRCULATION

0 40 80 200





LAND BAY G
GENERAL PROJECT AREAS
 Residential = 414 Dwelling Units
 Office = 800,000 sf
 Hotel = 625 Keys
 Retail = 80,000 sf

BLOCK USE GROUPS
 Block A: Office / Retail
 Block B: Office / Retail
 Block C: Residential
 Block D: Hotel / Retail / Parking Garage
 Block E: Office / Retail
 Block F: Residential/Retail
 Block G: Hotel / Retail
 Block H: Office / Retail
 Block I: Office / Retail
 Block J: Residential
 Block K: Fire Station

LEGEND:

- Open Space
- Hotel/Retail
- Office/Retail
- Residential/Retail

0 40 80 200

