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PURPOSE OF THE PLAN

The purpose of this document is to update the Adopted 1982 Potomac West Area Plan and to incorporate a new 1988 Potomac West Plan into the City's new Master Plan. This plan will serve as the basis for future City Council policy initiatives and actions affecting land use, zoning, capital improvements and other programs in the Potomac West area.

ORGANIZATION AND CONTENTS

The Potomac West Plan is organized into two sections: Background and Issues and Plan Recommendations. The first section reviews and analyzes existing conditions and trends in the study area including physical description, demographics, land use, zoning, economic development activities and trends, transportation and urban design. This section also retraces past City policies including adopted plans, rezonings, resolutions and capital improvement programs. Based on this analysis this section identifies issues which need to be addressed in the plan for the area.

The second section lists the goals, objectives and specific recommendations on land use, zoning, transportation and urban design.

PLANNING PROCESS

This plan has been developed in consultation with citizens, property owners, and community and business groups, through a series of meetings which included review of existing conditions and trends in the Potomac West area, identification of issues, review of the 1982 and 1974 plans of the area and review of plan recommendations.

DESCRIPTION OF THE AREA

The Potomac West area is located in Planning District II, in the northeastern part of the City. The area is delineated by Four Mile Run on the north, the Potomac Railroad Yard to the east, Union Station to the south and Russell and Glebe Road to the west. The boundaries used in this Plan are based on the Adopted 1982 Potomac West Plan.

Potomac West (Map 1) consists of an 1,116 acre area which extends north-south, from the City line at Four Mile Run to the Amtrak Station on Callahan Drive. The area is formed by four major north-south streets. Russell Road, defining the western boundary of the area from King Street to Glebe Road, is a four lane roadway fronted by single family detached homes. Commonwealth Avenue, which parallels Russell Road to the east, is a broad four lane street with a wide, central median and fronted by single family detached homes and townhouses.

Mt. Vernon Avenue bisects the area and serves as the commercial spine of Potomac West. Forming the eastern boundary of the area, Route 1, or Jefferson Davis Highway, is a major commuter thoroughfare fronted by light industrial uses and by the Potomac Railroad Freight Classification Yard.

Topographically, the Potomac West area is relatively flat. The area slopes upward toward Russell Road which forms a ridge defining Beverly Hills to the west. One of the most important natural features in Potomac West is Four Mile Run and its flood plain which forms the northern boundary of the planning area.

The Potomac West study area is primarily residential and distinguished by a narrow grid of streets, closely spaced bungalow houses and small, single-family lots subdivided around the turn of the century -- in the pre-automobile era. Its residential character and development history reflect the important influence of the nearby Potomac Yards as a source of jobs. Potomac West was a convenient residential location for many railroad workers in the early part of this century. Transportation facilities such as the railroad, and, later, nearby National Airport also influenced the location of industries along Jefferson Davis Highway.

As a large, diverse residential community, Potomac West can be divided into five defined neighborhoods (Map 2). Starting in the northern part of the area is Arlandria, a neighborhood located between Four Mile Run, Glebe Road and Commonwealth Avenue. This neighborhood contains a very dense concentration of garden apartments which predominate the area. There are also smaller concentrations of duplexes, rowhouses and single family detached residential units located east and west of Mt. Vernon Avenue and along Reed Avenue.

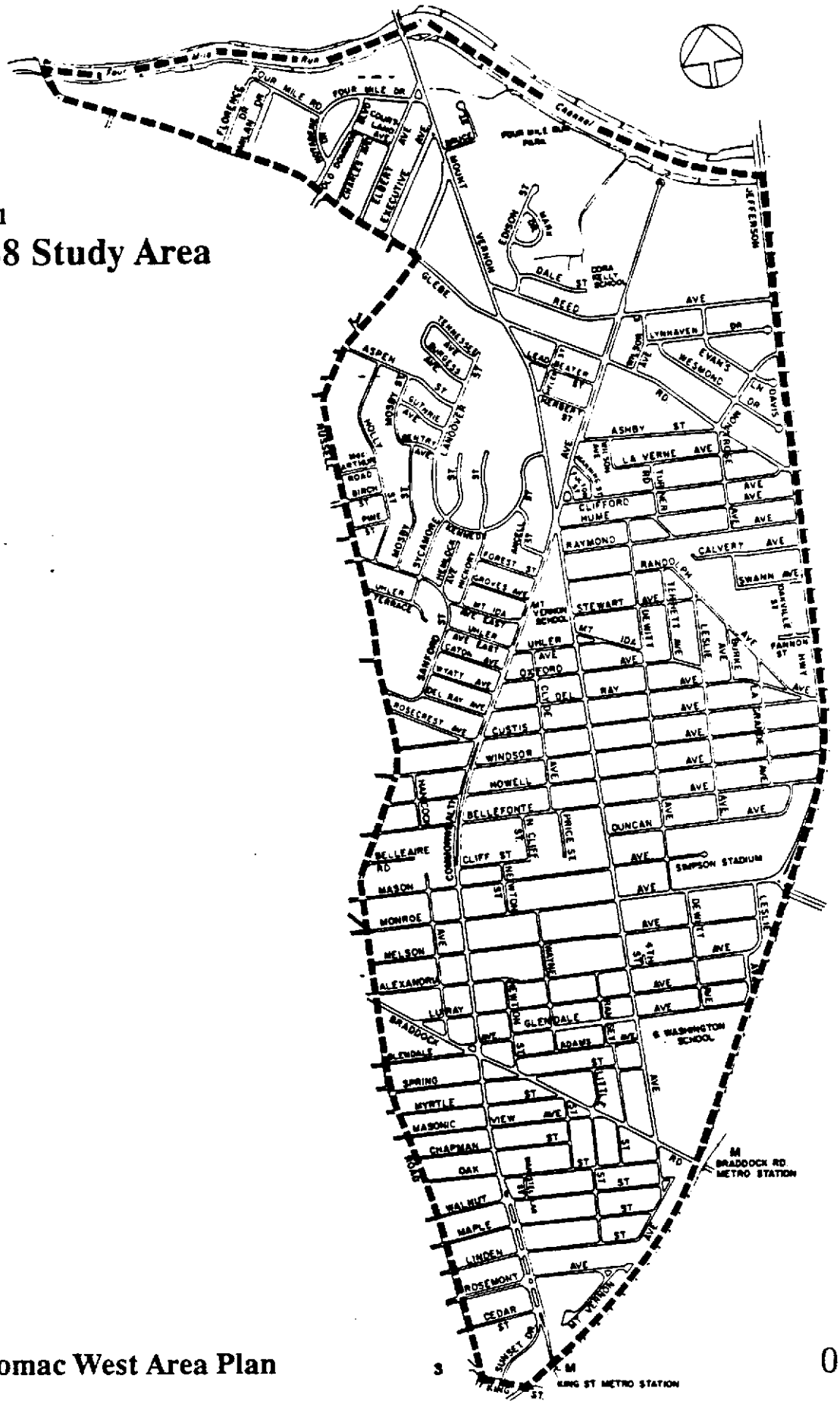
Del Ray/Warwick Village is located in the central portion of Potomac West and is defined by Randolph Street and the former W&OD right of way on the north and by Braddock Road to the south. Del Ray contains older, single family homes dating from the turn of the century and the Warwick Village rowhouse condominiums. Warwick Village, built as a planned unit development rental project in the 1950's, converted to home ownership in the 1970's.

Lynhaven encompasses the blocks of rowhouses bounded by Glebe Road, Commonwealth Avenue, East Reed Avenue and Route 1. It also includes two older apartment complexes, Lynhaven Gardens and Auburn Gardens, the latter of which has recently undergone renovation and conversion to condominiums.

BACKGROUND AND ISSUES

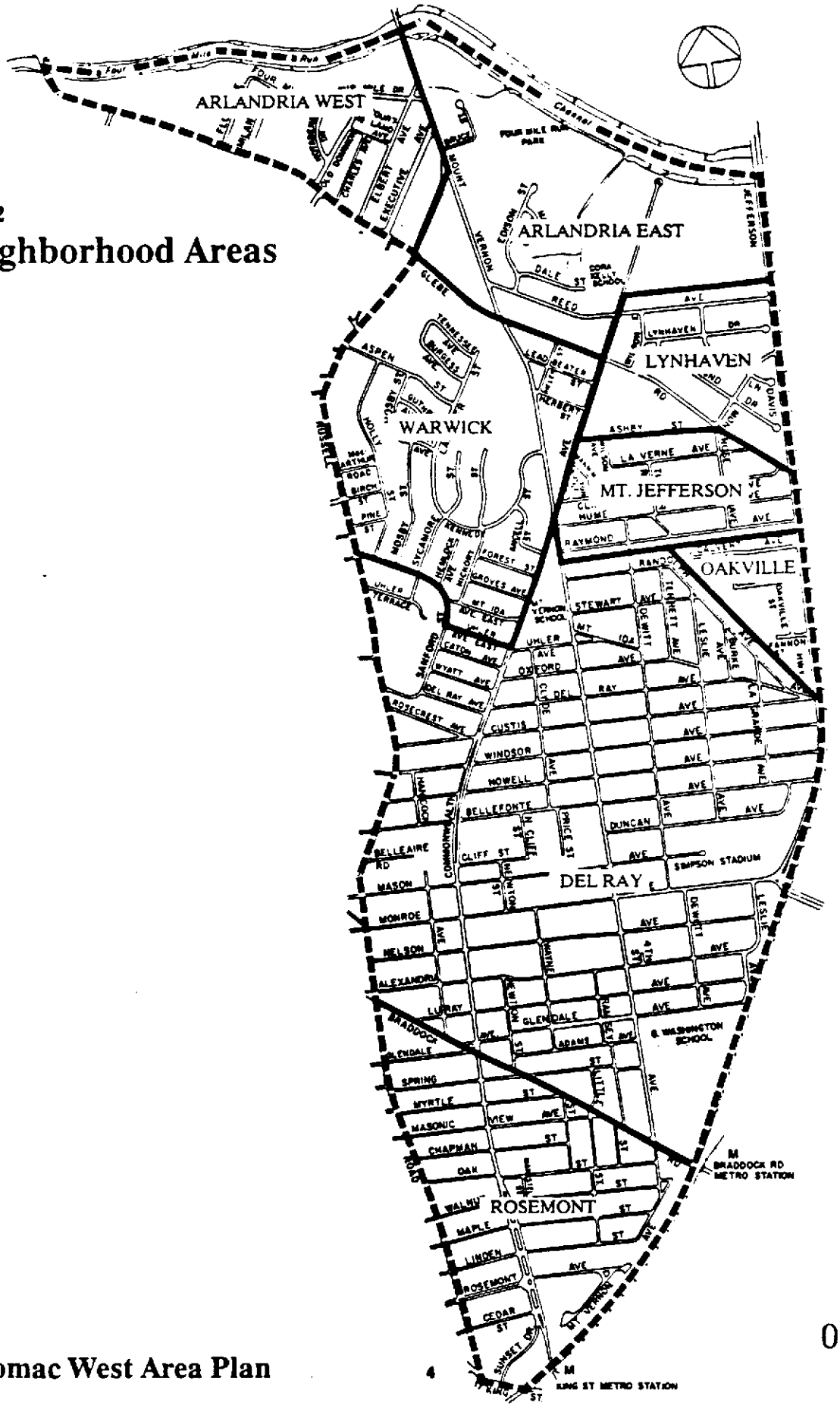
Map 1

1988 Study Area



Map 2

Neighborhood Areas



St Elmo/Mt. Jefferson is a relatively small area bounded by Route 1, Mt. Vernon Avenue, Ashby Street and Glebe Road. The neighborhood contains mainly single-family houses dating from the 1930's, some as early as 1900. This residential area abuts the Oakville Industrial triangle located to the south.

Lower Rosemont, generally east of Russell Road and south of Braddock Road, is a section of the Rosemont neighborhood that lies within Potomac West. It consists mainly of single-family detached houses and a few older garden apartments in small buildings, primarily along Commonwealth Avenue.

DEMOGRAPHICS

Population

Potomac West, with a 1985 population of 19,624, contains 18% of the City's residents. The population of the Potomac West study area decreased 5% from a 1980 population of 20,594. This decline is primarily due to an ongoing national trend toward a decrease in average household size, which is quite noticeable in Alexandria. From 1980 to 1985, average household size in the Potomac West area went from 2.37 persons per household to 2.19. At the same time, the number of households actually increased, going from 8,693 in 1980 to 8,944 in 1985, an increase of 3%.

Employment

An estimated 5,442 people worked at locations within the Potomac West area in 1985, not including self-employed persons. As shown in Table 1 jobs increased by 34% over the past 9 years, primarily in the industrial and service sectors.

TABLE 1

Employment
Potomac West Area

	1976	1980	1985	% Change
Industrial	1,189	1,630	1,742	+ 46.5%
Wholesale]		289	253]	
]	1,252		]	- 4.6%
Retail]		939	942]	
F.I.R.E.	178	180	233	+ 30.9%
Services	892	1,000	1,617	+ 81.3%
Federal]		19	18]	
]	337		]	+ 76.3%
State/Local]		344	576]	
Self Employed	304	580	383	+ 26.0%
Total	4,152	4,6981	5,575	+ 34.3%

SOURCE: COG Regional Employment Census 1976, 1980, 1985.

The increase in industrial sector employment stands in marked contrast to other parts of the city which have experienced a steady loss of industrial employment. The prime industrial site in Potomac West is the Oakville Triangle located along Route 1 between the W& OD right-of-way and Raymond Avenue. The 31 firms in this area provide some 836 jobs.

The economic diversity in Potomac West is also reflected in the different income levels of households living in the study area. Potomac West is one of the few remaining areas in the City which has affordable housing for low and moderate income families.

Table 2 compares the median household income for the different neighborhoods within Potomac West to the Citywide median income.

TABLE 2

1980 Median Income - Resident Households
Potomac West Area

Neighborhood	Warwick Village	Arlandria	St. Elmo	Del Ray East	Del Ray West	Rosemont
1980 Median	$23,420	$12,254	$14,851	$16,941	$19,024	$25,655
% of City	111.4%	58.3%	70.7%	80.6%	90.5%	122.1%

SOURCE: 1980 U.S. Census.

SUMMARY --DEMOGRAPHICS

- Potomac West is primarily a turn of the century residential area containing a wide diversity of neighborhoods, housing types and households.
- As an area whose origins were linked to a nearby railroad classification yard Potomac West has retained its industrial employment base which is still growing.

EXISTING LAND USE

The Potomac West study area (excluding street and alley right-of-ways) includes approximately 1,116 acres of land, with a mix of residential, commercial, industrial, institutional, open space and recreational land uses. The predominant land use in the area is residential (table 3).

Residential Land Use

About 77% of the total land area (859 acres) in Potomac West is devoted to residential use. Single-family detached homes and rowhouses are the predominant form of housing. With the exception of four mid to high-rise apartment buildings (The Portals, The Calvert, and The Landover House) developments in the area are three stories or less in height.

Map 3

Generalized Existing Land Use

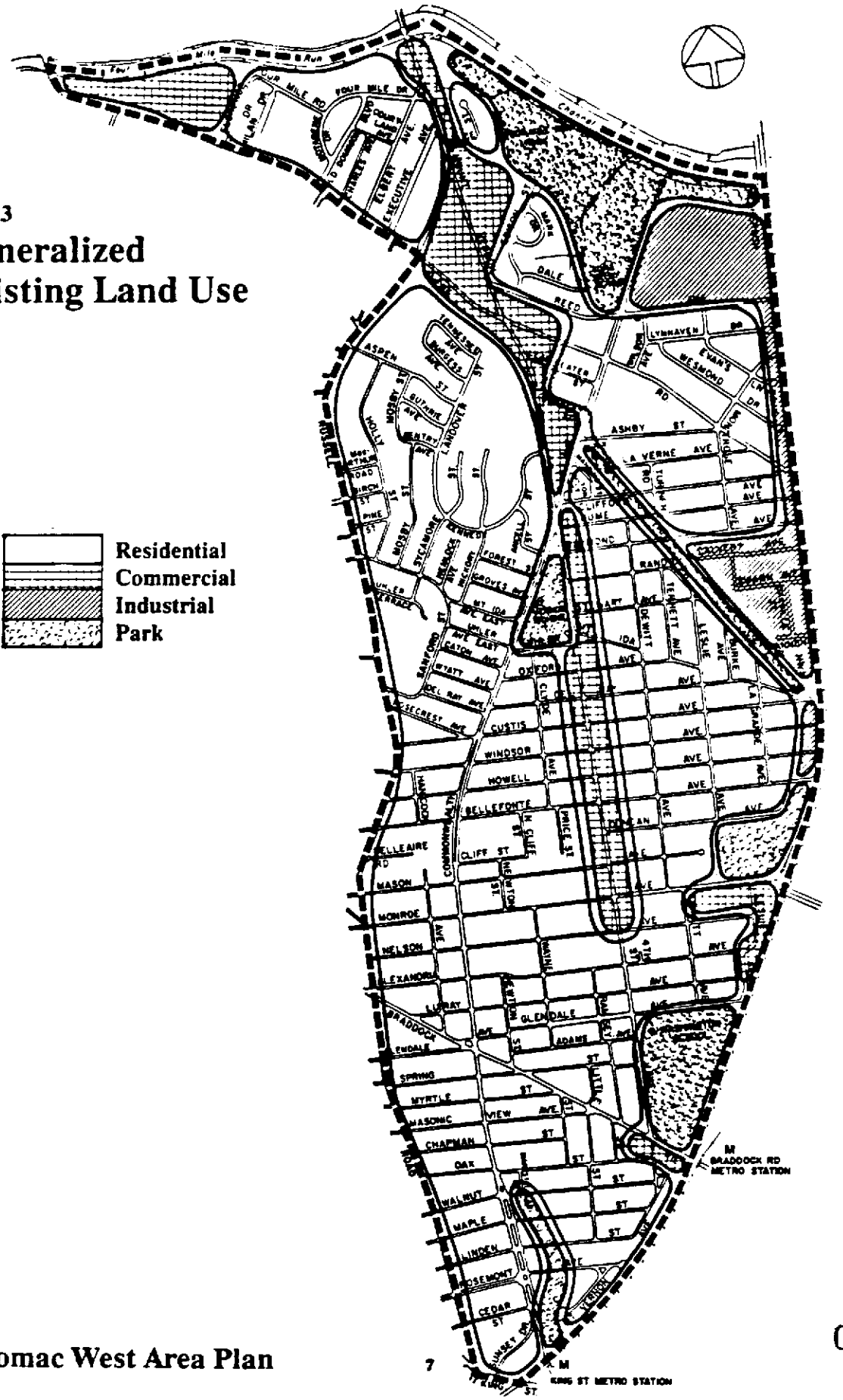


TABLE 3

Existing Land Use
Potomac West Area

Land Use	Acres	% of Total
Residential	858.87	76.97
Commercial	82.57	7.43
Industrial	71.67	6.45
Recreational[1]	100.44	8.96
Institutional[2]	1.15	.09
Utilities	1.30	.09
Total	1,116	100.00

[1] includes school buildings.
[2] includes Y, Fire Department, and Salvation Army; excludes Library, Human Services.

Potomac West primarily has an older housing stock consisting of single family detached homes constructed prior to 1940; rowhouses, built during the 1940's; garden apartments, erected from the 1930's to the 1950's; and some high-rise apartment buildings constructed in the 1960's.

Rowhouses are concentrated in Arlandria East (along Mark, Edison, Reed and Dale Streets), Lynhaven, Warwick Village and those sections of Del Ray north and south of George Washington School. Garden apartments are located throughout the study area, with the major complexes concentrated in central Del Ray (between Route 1, Bellefonte and Monroe Avenue near Commonwealth Avenue) and in the northern portions of the study area, most notably in Arlandria West.

According to the 1980 U.S. Census, there were 9,151 housing units in the Potomac West study area. Of these, some 2,819 were apartments, with the majority of housing units being single family homes.

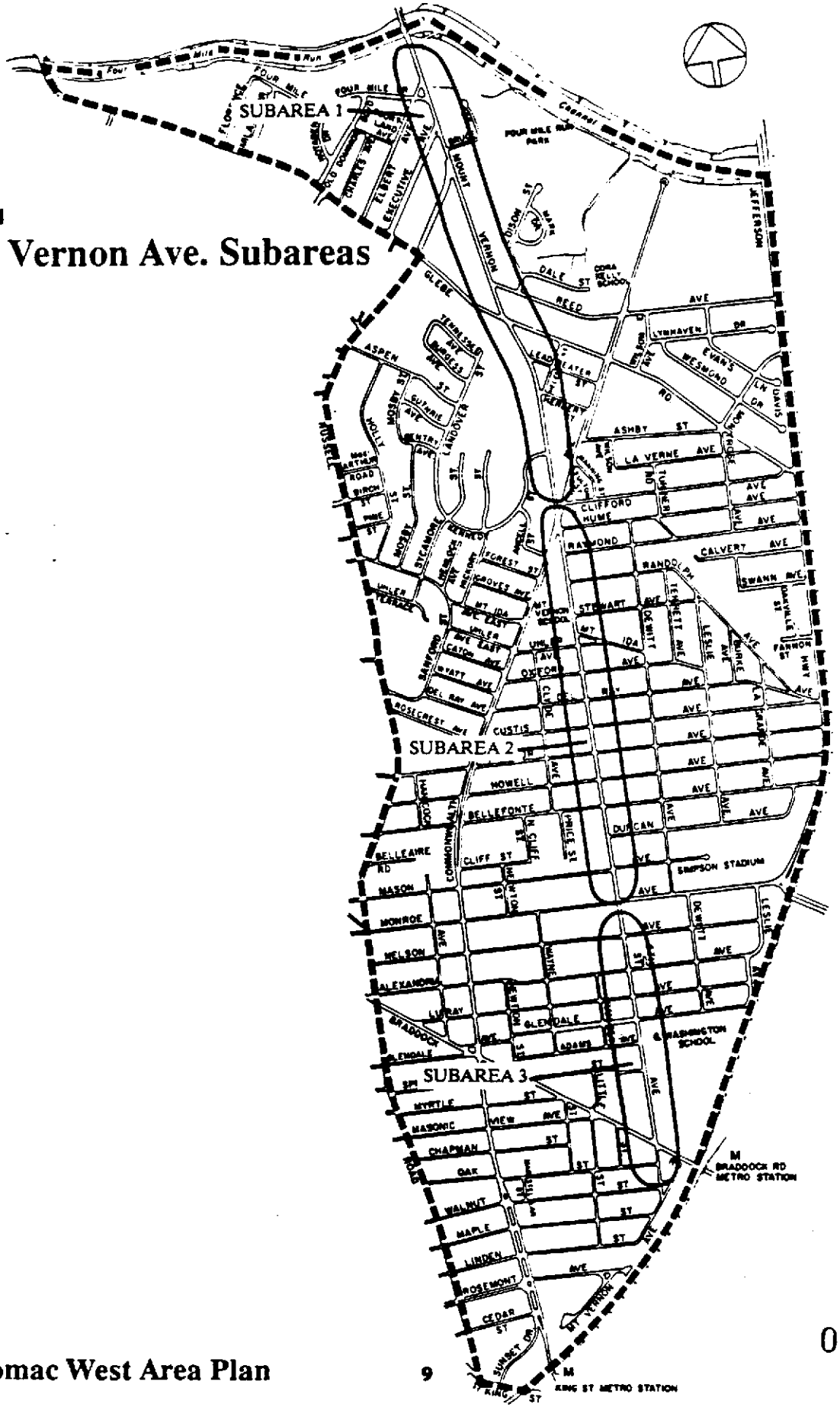
Commercial Land Use

Commercial land uses account for 7.4% (83 acres) of the total land use in the study area. Mt. Vernon Avenue, running two and a half miles from Braddock Road north to Four Mile Run, is the focus for much of the commercial activity in Potomac West. Mt. Vernon Avenue is not a typical commercial strip. The Avenue actually is composed of a mix of commercial, residential, recreational and institutional uses. Commercial uses are quite varied and are best described as distinct subareas - each with its own character (Map 4).

Starting from the north, the Arlandria\Glebe Road Subarea includes 72 commercial properties on Mt. Vernon Avenue between Four Mile Run and Commonwealth Avenue and the properties along Glebe Road between Russell Road and Helen Street. This area includes approximately 93 businesses which occupy 418,327 square feet of floor space on 35 acres of land.

Map 4

Mt. Vernon Ave. Subareas



The Arlandria\Glebe Road commercial area is distinguished by its large scale commercial facilities including a neighborhood shopping center (Arlandria) built during the 1940's, a mid-rise office building, a major chain drug store, two grocery stores, a C&P Telephone Training Center, a film processing plant, a foreign car dealership, three gas stations and an auto parts store. In addition, there are smaller scaled establishments which provide personal services such as beauty salons, barber shops, fast food restaurants, appliance, radio and T.V. repair shops, dry cleaners and other convenience stores.

Historically, this section of Mt. Vernon Avenue was subjected to repeated flooding of nearby Four Mile Run during the 1960's and 1970's which discouraged investment and development of the area. However, the completion of the flood control project during the mid-1970's has effectively eliminated the flooding problem.

The Mt. Vernon School\Del Ray Subarea includes commercial uses from Commonwealth Avenue to Monroe Avenue. There are approximately 140 businesses located on this segment of the Avenue with a total of 294,000 square feet of floor area. Many of the businesses are located in two to four story commercial structures or converted residences. In some cases, a commercial activity occupies the first floor of a building and residential quarters are located on the upper two floors. This subarea consists of 16 acres.

The businesses in this section of Mt. Vernon Avenue include convenience stores, cafes, restaurants, shoe repair shops, hair salons and barber shops and several second-hand furniture shops and antique shops. In contrast to the Arlandria\Glebe Road commercial area this section of Mt. Vernon Avenue is characterized by small scale buildings and shops and is often referred to as "Main Street" because of its small town character. A dominant feature of this section of the Avenue is the Mt. Vernon Elementary School and its adjacent library, playfield and swimming pool.

It is noted that there are some larger scaled commercial uses along this segment of the Avenue including the Crestar Bank with its surface parking lot and an auto dealership located towards Monroe Avenue. The only large office structure in the sub-area is the City Department of Human Resources Building which contains approximately 27,000 square feet of space in a two story structure.

The Monroe Avenue\Braddock Road Subarea is a tree lined section of Mt. Vernon Avenue that covers an area between Monroe Avenue and Walnut Street. The low density of development provides a pleasant transition or buffer between the more commercially active areas and the residential properties. Complementing the transitional setting is the George Washington School facility and the adjacent Braddock Playfield. The school and recreational facilities cover 21.9 acres and are the most prominent uses along this segment of the Avenue.

Commercial activity in this section consists of 24 businesses totaling 81,707 square feet located in commercial clusters. These clusters are mixed with single family houses, rowhouses and garden apartments.

The largest commercial use is the C&P Telephone Switching Center. While this center, located between Alexandria and Luray Avenue, is a major structure, few persons are employed there.

Near the intersection of Monroe and Mt. Vernon Avenues, there are several well established businesses including a music store, an oriental rug shop and cleaners, a restaurant, a hardware store, an auto accessory store and a medical supply store.

Another cluster of businesses is focused at the intersection of Mt. Vernon Avenue and Braddock Road. This commercial area includes a convenience store, sub shop, two service stations, a roofing company, an office supply firm and a hair salon. A former fast food and garage site is located at the northwest corner of the intersection.

Although Mt. Vernon Avenue is the primary locus of commercial activity there is a supermarket and a drug store on Monroe Avenue near the Monroe Avenue Bridge which serves the Del Ray neighborhood.

Table 4 displays the commercial square footage by type of use for each subarea and for the entire Avenue. Although the database is seven years old there has not been a significant amount of new commercial space added along the Avenue since the detailed survey was conducted. As shown, commercial uses along Mt. Vernon Avenue are predominantly retail and services. Office uses are a relatively minor feature of the Avenue. Most of the office space is concentrated in the former Datatel Building just north of Glebe Road and in the Human Services Building located across from the Mt. Vernon Elementary School.

TABLE 4

Mount Vernon Avenue
Inventory of Commercial Uses-1981

Mount Vernon Commercial Section

Commercial Use	I Arlandria Glebe Rd.	II Mt. Vernon School Del Ray	III Monroe Ave. Braddock Rd.	Total
Office	92,120	54,770	0	146,890
Retail	161,558	70,621	27,475	259,654
Services	40,158	46,274	11,724	98,156
Eating	27,931	4,308	2,838	35,077
Other	64,647	46,342	37,417	148,406
Vacant	31,913	72,595	2,253	106,761
TOTAL	418,327	294,910	81,707	794,944

Industrial Land Use

Industrial uses cover 6% (72 acres) of the total land area and are concentrated at Oakville Triangle and at other locations along Route 1.

The 24.3 acre Oakville Industrial Triangle (bounded by Route 1, the abandoned W&OD right-of-way and Raymond Avenue) is the principal location of industrial activity in Potomac West. The Triangle consists of one and two story brick and metal warehouse structures occupied by a variety of firms including printing, metal fabrication, equipment and construction materials supply companies, a dairy and auto related businesses.

Because this industrial area is wedged in on the south by the W&OD embankment, uses on this site are partially cut off and screened from adjacent residential uses. The exception is along Raymond Avenue where there is no real transition between the industrial and residential uses.

Another large industrial site (23 acres) is located at the northern city boundary at Four Mile Run, Jefferson Davis Highway and Reed Avenue. Referred to as the Route 1 properties, this site contains some auto repair related industrial uses. However, the site is mostly vacant. The Hertz Rental Car Company is located in a new office building to the rear of the site near Commonwealth Avenue and Four Mile Run.

In addition to the Oakville Triangle, most of the frontage along the Jefferson Davis Highway is industrial in character and consists of printing, auto repair, moving and storage firms, a bottling company, contractors, equipment storage, bottled gas and warehouse storage firms. Aside from a restaurant, carryouts, a tire store and a gas station there are few retail uses (and no office uses) on Jefferson Davis Highway.

There is also some industrial property along Leslie Avenue which is used for light manufacturing and warehouse purposes. Left over from a time when this portion of Route 1 was predominantly industrial, this area is changing from industrial to heavy commercial uses such as Schindler Elevator Company, MCC, Fitzgerald Moving and Storage and American Transmission.

Other Land Use

The Potomac West area has several major park and recreational facilities, as well as numerous pocket parks, covering a combined total of 62.4 acres or 5.6% of the land area. The Alexandria portion of Four Mile Run Park (some 25 acres) and Mt. Jefferson Park are in the area. The major open space and recreational sites in Potomac West are located in the northern end of the study area at Four Mile Run Park, at Simpson Stadium, adjacent to Mt. Vernon Elementary School and George Washington School, along the W&OD right-of-way and Hooff's Run Park. Other parks include Warwick Village and Hoofs Run Park in the Rosemont area. In addition, Simpson Stadium and Braddock Field are located in Potomac West. There are also two public swimming pools in the area, Warwick Pool and Del Ray Pool.

Institutional uses cover about 3.1% (34.8 acres) of the land in the study area and include the Cora Kelly School, Mt. Vernon School, George Washington School, Duncan Library, the Y.M.C.A. and the Salvation Army.

Vacant Land

About 2.7 percent (30 acres) of the land in the study area is vacant. The most significant vacant parcel is the so-called Route 1 properties, the northernmost collection of properties west of Route 1 between Four Mile Run, Commonwealth and Reed Avenues. The rest of the vacant properties are scattered throughout the study area.

SUMMARY --LAND USE

- Land use within the Potomac West area is predominantly residential, with commercial uses focused on Mt. Vernon Avenue and industrial uses focused on Jefferson Davis Highway.
- Except for the Route 1 properties, there is very little vacant land available in the planning area.

ZONING

Zoning in the Potomac West area essentially mirrors the land use pattern, with residential being the clearly predominant category. About 77% of the land (865 acres) is zoned for residential development, with commercial and industrial zoning accounting respectively for about 7.4% and 6.4% of the remaining land area. Industrial zoning is located primarily along Route 1 with the largest parcels at the Oakville Triangle and at the Route 1 property and in a strip along Route 1 which connects these two sites. In addition, the VEPCO utility facility, on West Glebe Road, is also presently zoned industrial.

TABLE 5

Existing Zoning
Potomac West Area

	Acres	% of Total
Commercial	82.57	7.39
Industrial	71.67	6.42
Residential	865.00	77.50
Total	1,019.24	91.30*

* difference is due to institutional and recreational uses zoned commercial and not included here

Residential Zoning

The residential zoning in the area is divided between the R2-5, R-5, R-8, RB and RA categories. Of these, the largest residential zoning category is R2-5, which permits single family and two family homes at densities of up to 17.42 units per acre. This zone is found primarily in the middle portion of Potomac West, between Ashby Street and Glendale Avenue. Along the western edge of the study area and Russell Road are found R-8 and R-5 zoning, which permit only single family homes at medium densities of 5.45 and 8.71 units per acre respectively.

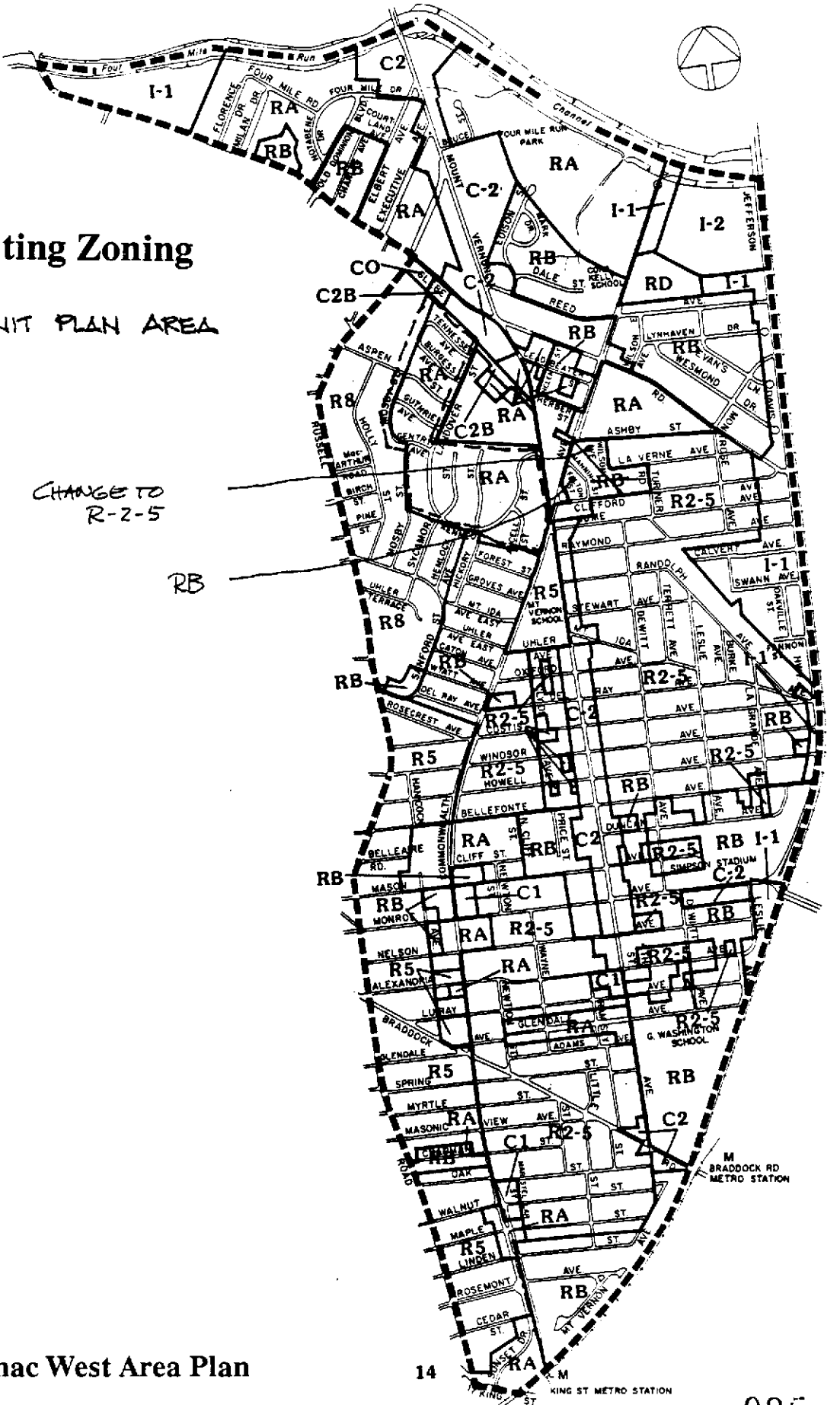
The majority of RB zoning is located at the northeast and southeast edges of Potomac West and at scattered, small sites throughout the study area. RB zoning permits single-family and townhouse homes at densities of up to 22 units per acre and multi-family units at densities of 27 units per acre, if built prior to 1973.

RA zoning allows single, two or multi-family dwellings at densities of up to 27 units per acre. RA zoning is scattered throughout the area, with the largest concentration near the intersections of Mt. Vernon Avenue, Commonwealth Avenue and Glebe Road, south of Glebe Road between Tennessee Avenue, Mosby Street, Ancell Street and Ashby Street to Mt. Vernon Avenue; and east of Commonwealth Avenue between Ashby Street and Glebe Road. Another large concentration of RA zoning is located at Four Mile Run Park at the northern boundary of the study area. (See Map 5.)

Map 5

Existing Zoning

[ ] COMMUNITY UNIT PLAN AREA



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Commercial Zoning

Commercial zoning in Potomac West is almost entirely C-2, with a few spots of C-1 zoning. The C-2 zone extends primarily along Mt. Vernon Avenue and allows office, retail and service uses at a density of 3.0 F.A.R. and at heights of up to 150 feet. The C-1 zone allows commercial and residential uses at densities of 1.0 F.A.R. and heights of up to 150 feet. Almost all of the commercially zoned land in Potomac West falls under the C-2 category.

In the Potomac West area, a significant portion (25.7%) of C-2 zoned parcels are presently used for non-commercial purposes (see Table 6). Approximately 15.5 acres of commercially zoned land is used for residential purposes. In addition, recreational, institutional and utility uses are also zoned C-2.

TABLE 6

C-2 Commercial Zoned Land By Use
Potomac West Area

	Acres	% of Total
Residential	15.5	18.79
Institutional	1.15	1.39
Utility	1.30	1.57
Recreational	3.28	3.97
Commercial	61.34	74.28
Total	82.57	100.00

Industrial Zoning

Except for the Route 1 north parcels (zoned I-2), the industrial zoning in the study area is I-1. The I-1 zone allows non-noxious industrial activities including light manufacturing, storage, warehousing and distribution. In addition, the industrial zones allow most commercial uses, including office, retail and service uses, while under a Planned Unit Development permit, residential uses are also allowed. Densities and heights permitted are a 2.5 F.A.R. and 77 feet by right or a 5.0 F.A.R. and heights of up to 200 feet with a P.U.D.

In the Potomac West area, almost all of the industrially zoned parcels are proximate to residential areas; the major exception is the Route 1 properties fronting Jefferson Davis Highway.

Theoretical vs. Built Commercial Zoning Envelopes

Table 7 compares the amount of commercial development which would theoretically be allowed under the C-2 zone versus the actual built commercial square footage. As shown there is only a 12.5% utilization of the theoretical development rights along the Mt. Vernon Avenue commercial corridor.

In part, the underutilization of commercial property is a reflection of market conditions. As noted, there is little demand evidenced for high density office

development along the Avenue. In large measure, however, the low utilization of the theoretical envelope reflects parcelization, zoning patterns and zoning constraints.

Many of the parcels along Mt. Vernon Avenue are small and fragmented. The zoning pattern usually is high density commercial zoning next to low and medium density residential zoning. This pattern means that commercial development along the Avenue must provide a zone transition setback from the abutting residential zone. The zone transition requirement effectively lowers the achievable height and density of commercial development for many parcels along the Avenue.

Another constraint is the parking requirement which for small, narrow parcels makes redevelopment at high densities and heights difficult. There is the option to structure or underground parking but this is expensive and not always economically feasible.

In fact if all zoning standards are applied to a typical block frontage along the Avenue the result is likely to be a three story building with a 1.3 floor area ratio.

TABLE 7

Built Commercial Vs. Theoretical Zoning Envelope
By Commercial Section
Potomac West Area

Sector	Built	Zoning Envelope	% Utilized
I	418,327	4,180,369	10.0
II	328,517	1,877,407	17.0
III	81,000	527,089	15.0
Total	827,844	6,585,456	12.5%

SUMMARY - ZONING

- Zoning in the Potomac West area is predominantly low to medium density residential.
- Non-residential zoning is split fairly evenly between commercial and industrial zones. Most of the commercially zoned land is along Mt. Vernon Avenue, while most of the industrially zoned land is along Route 1.
- Almost all commercially zoned land allows high density development and 150 foot building heights, with C-2 zoning adjacent to low and medium density residential areas.
- The C-2 zone is used extensively for non-commercial uses such as residential, institutional and open space purposes.
- Parking and setback requirements on commercially zoned land along Mt. Vernon Avenue effectively reduce heights and densities from what would otherwise be maximally allowed under the C-2 zone.

ECONOMIC ACTIVITY AND TRENDS

The focus for economic activity in Potomac West is Mt. Vernon Avenue. Much of the impetus for commercial revitalization has been the City's active role in using capital improvement and business loan programs to encourage business development along the Avenue. Some 30 new businesses have located on the Avenue since 1980- many of which occupy renovated structures.

Most new commercial construction has occurred in the Arlandria/Glebe Road area and include the Duron Paint store, Erol's Video and the 24 Hour Express convenience store. In addition, a 48,000 square foot complex of three story, townhouse style professional office buildings, Vernon Square, was recently completed at Mt. Vernon Avenue and Herbert Street.

Other commercial activity in the form of proposed projects include Potomac Town Square, located at 2200 Mt. Vernon Avenue, to consist of 33,000 square feet of office and retail space and Mt. Vernon Associates property, located at the corner of Mt. Vernon Avenue and Braddock Road, to consist of 40,000 square feet of office and retail. Both projects will be three stories in height.

Coupled with increased commercial activity has been increased housing investment and renovation. Much of this activity has occurred in Arlandria West where some 1400 apartment units have been renovated. Also in Arlandria West, under a unique agreement between the Sunnyside residents, the owner of the Sunnyside tract and the City, some 103 new townhouses are to be constructed with 15 of the units to be made available to Sunnyside residents and their families at a discounted price.

The City has also been instrumental in renovating townhouses in Arlandria East through the Tower Homes project.

In general the residential real estate market is strong. Single family residential assessments have increased 11.2% on average over the past year.

Potential Development and Redevelopment Sites

Although Potomac West is largely built up, there are sites and areas which could be redeveloped over the next 10 years. The two most significant sites subject to major development or redevelopment are the Arlandria Shopping Center/Berkey Photo properties and the Route 1 properties (Map 6).

Arlandria Center/Berkey Photo Site

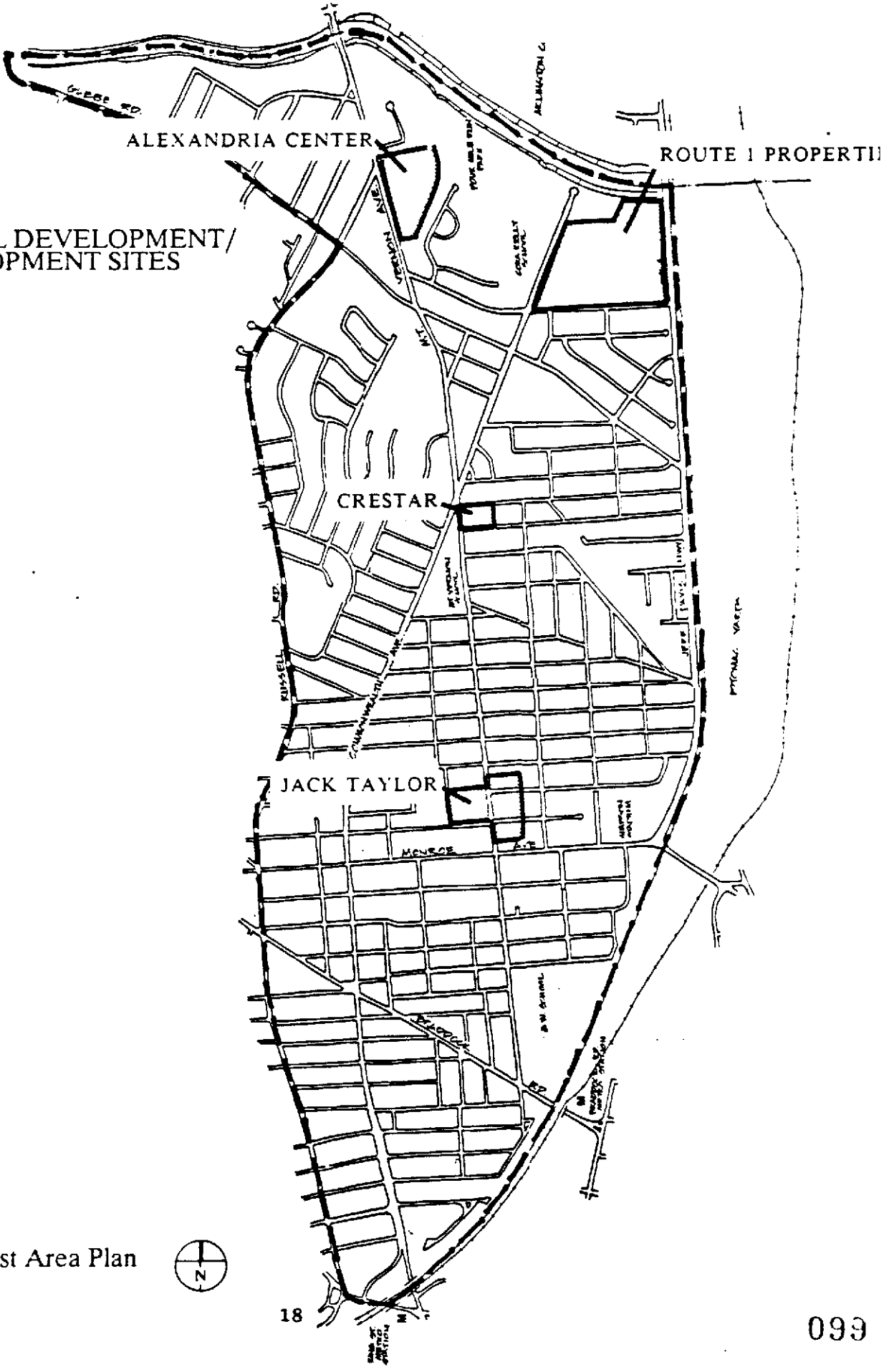
The Arlandria Center/Berkey Photo site includes approximately 6.5 acres composed of the Arlandria Shopping Center and the Berkey Photo building. In addition, there are another 2.0 acres of small parcels that could be assembled with the larger sites. This potential 8.5 acre assemblage would make this site the largest commercially zoned and redevelopable tract of land along Mt. Vernon Avenue.

All of these abutting properties are located on the east side of Mount Vernon Avenue south of Bruce Street, with Four Mile Run Park to the east and the Tower Homes subdivision to the south.

The Arlandria Center was an active neighborhood shopping facility during the 1940's through the 1960's. The Center included some 85,000 square feet of space and featured junior department stores, a shoe store, a pharmacy, an ABC store and carpet shop.

Map 6

POTENTIAL DEVELOPMENT/ REDEVELOPMENT SITES



Potomac West Area Plan

However, over the years, as major flooding from Four Mile Run resulted in extensive damage to the Center and to other properties and businesses in Arlandria, the shopping center went into decline.

The completion of the flood control project during the 1970's removed the threat of periodic flooding and improved the investment prospects for the property. Recently there was a change in ownership and a major investment made to improve the facade of the building and the parking area.

Although the recent face-lift has enlivened its appearance, the shopping center suffers from functional and physical obsolescence. Because of past flooding problems and changes in the surrounding neighborhoods, much of the market support for the Center, at least from the more affluent nearby areas, has shifted elsewhere to competitive centers such as Bradlee or Shirlington. The large sized store modules designed for junior department stores and five and dime stores are now less viable in light of changes in the market and changes in consumer tastes. The inability to relet a large space vacated by Robcyn's Department Store over the past three years is a good indicator of this problem.

The Center is also disadvantaged by the placement of the building close towards the Avenue and the location of the majority of the parking to the rear of the building not visible from the street. This means that the majority of the customers have to walk around the building to enter the stores to shop.

This large 4.6 acre site zoned C-2 for high density office development could be redeveloped. The site itself is only built out at a .42 Floor Area Ratio whereas the zoning would permit 3.0 FAR and a 150 foot building. Alternatively, the shopping center could be modernized, redesigned and expanded to make it more competitive and attractive.

Abutting the Arlandria Shopping Center to the southeast is the Berkey Photo property. This site is 1.89 acres and is occupied by a 56,000 square foot, one story building. The property abuts the backyards of townhouse residences and Four Mile Run Park and has very little frontage along Mt. Vernon Avenue. Again the zoning is C-2 which permits high density office development.

The remaining abutting properties in this area include the Feaser and Town and Country vacant properties which front the Avenue and some small office and retail buildings.

It is not certain whether a developer would consider assembling all of these properties for redevelopment. It is likely, however, that an investor would want to control or coordinate the type and quality of development for all of these sites to protect his/her investment. Locationally, and from a developer's perspective, the future of these properties are linked.

Route 1 Properties

The Route 1 Properties are located just south of the Arlington County/ Alexandria City line and Four Mile Run Channel, west of Commonwealth Avenue, Cora Kelly Elementary School and Four Mile Run Park, north of Reed Avenue and east of U.S Route 1 -Jefferson Davis Highway and the Potomac Rail Yard.

The major portion of the site consists of seven parcels owned by four different owners with the remainder of the site consisting of 49 frame built duplex and single family homes along Reed Avenue under multiple ownership.

The major parcels consist of the Hertz rental car turn around facility and administrative offices, 5.05 acres zoned I-1 and I-2; the Smith Properties, 13.17 acres zoned I-2 of which 5.12 acres is located in an easement for the Four Mile Run Channel; the Arban and Carosi property, 2.52 acres zoned I-2; the Poladian properties, 8.24 acres zoned RD and I-1 and 1.95 acres zoned I-2. In addition, there are 26 residential properties zoned RB along E. Reed Avenue under multiple ownerships (all but 11 absentee) totaling 1.7 acres and a City owned .3 acre parcel zoned I-1 and located at the corner of E. Reed Avenue and Jefferson Davis Highway. Combined these properties offer 20 to 25 acres for development and redevelopment.

Most of the site is vacant or marginally developed except for the four year old Hertz Administrative building. The residences along E. Reed Avenue are generally in fair to poor condition.

Since the early 1970's this site has been recognized as a future potential development area. The site has excellent access to Crystal City and to National Airport. This access has been enhanced by the road improvements recently made to Jefferson Davis Highway through Crystal City and connecting to I-395 and Washington D.C.. As part of the second phase of this project, Route 1 is being widened to six lanes from the Airport Viaduct to a point 100 feet north of E. Reed Avenue. The site also has good access from I-395 via South Glebe Road in Arlington.

Although these properties have good access and tremendous visibility to Route 1 there are negative factors which could affect optimum development of the site. The fragmentation of ownership may result in uncoordinated development where the uncertainty and risk of not knowing how an adjacent property will be developed may deter quality development and encourage suboptimal use of the properties. The site also has poor soil conditions which will restrict or make expensive underground parking. There is a major storm water easement in the center of the site running north/south and emptying into Four Mile Run which would have to be maintained.

In addition to site constraints, the types and conditions of uses adjacent and near the site may be a deterrent to investment. Along Jefferson Davis Highway between the Airport Viaduct and the Alexandria City Line, there are car rental agencies, various industrial uses, the Four Mile Run Bus Garage, the Arlington Sewer Treatment Facility and a car dealership. Although some of the private uses may eventually be upgraded the public uses are unlikely to change. The problem is that between Crystal City and the Route 1 properties is a no man's land which might deter developer interest in the site for major development activity.

Adjacent to the site on the eastern side of Jefferson Davis Highway is the Potomac Railroad Yard. Although it is anticipated that part or all of the Yard will be redeveloped eventually, this would not even begin to occur for at least 10 years. In the interim, the railroad use is a negative factor in terms of encouraging quality development on the Route 1 properties.

Other negative adjacency factors are the condition of the houses along both sides of E. Reed Avenue, to some extent the physical condition of the Cora Kelly School, the baseball fields along Commonwealth Avenue and the condition of Four Mile Run Park. These conditions are treatable through neighborhood conservation programs, school facility upgrading, landscaping and facility improvements to Four Mile Run Park.

Other Potential Sites

The aforementioned sites are the largest and the most likely candidates for redevelopment. There are other larger underutilized sites within Potomac West which possibly could be redeveloped if warranted by market conditions. For example, the intersection of Glebe Road and Mt. Vernon Avenue is characterized by large sites with low scaled retail and auto oriented uses. If there was evidence of a demand for office development, these sites, which are zoned C-2, might be subjected to development pressures.

Since this is not the case and since these sites may have long term leases encumbering any change in use, the Glebe Road area is not considered to be a potential development area at least for the foreseeable future.

There are other underutilized properties further south along Mt. Vernon Avenue which are smaller and which could be subject to redevelopment. The Crestar Bank site at Mt. Vernon Avenue and Hume Avenue is 1.23 acres and consists of a two story bank building and a large parking lot. The zoning is C-2 and R2-5. It is possible that this site could be redeveloped with office and residential.

Another site is the Jack Taylor Toyota dealership located on both sides of Mt. Vernon Avenue near Duncan Avenue, Mason Avenue and Monroe Avenue. Although the site has one story showcase buildings to serve the dealership, most of the site is used to store cars.

Combined, the dealership contains 2.36 acres, all zoned for C-2 high density office development. Although some of the zoning constraints discussed previously may effect achievable densities and heights, the size of the assembled properties and the amount of frontage along Mt. Vernon Avenue make this site a potential development site should the dealership relocate.

SUMMARY -- ECONOMIC ACTIVITY

- Through a combination of public programs and private initiatives Potomac West is renewing itself with residential renovation activity and new businesses.
- Commercial activity is characterized by neighborhood oriented retail stores and services and professional office uses.
- Recent development proposals reflect interest in small scale office development rather than large scale, multi tenant office projects such as have been developed in other parts of the City.
- The area lacks large amounts of speculative office space and is not a major office center.
- Most of Potomac West is built up with proportionately very little land left for development. However, there are two major sites where development and redevelopment could occur; the Arlandria Center/Berkey Photo Site and the Route 1 Properties.

TRANSPORTATION

Street System

The street system in the Potomac West area is dominated by four major north-south through streets: Mt. Vernon Avenue, which traverses the heart of the area; Commonwealth Avenue, which intersects Mt. Vernon Avenue; Russell Road, which constitutes the western boundary of the area; and Route 1, which is at the eastern edge of the area. Major east-west movements within the study area occur on Monroe Avenue, Braddock Road and Glebe Road. To the east of Commonwealth Avenue, the street system is primarily a basic grid pattern; to the west, curving streets.

1974 Major Thoroughfare Plan

The 1974 Major Thoroughfare Plan classified City streets into five categories: expressways, arterials, primary collectors, residential collectors and local streets (Map 7). Of these, the last four may be found within Potomac West.

U.S Route 1-Jefferson Davis Highway is a four lane arterial which serves north south traffic through the City. Mt. Vernon Avenue between Commonwealth and the City limit and Braddock Road between West Street and Commonwealth are also arterials.

West Glebe Road, Commonwealth Avenue, the remainder of Mt. Vernon Avenue and Braddock Road, Monroe Avenue and a portion of Russell Road above West Glebe are classified as primary collectors. Glebe Road carries traffic from the Four Mile Run area of Arlington County to Route 1 along an east/west axis. Commonwealth Avenue carries traffic from the northern end of the study area to connect ultimately with King Street, while Mt. Vernon Avenue runs north/south through the center of Potomac West and connects with South Glebe Road in Arlington and Braddock Road in Alexandria.

Russell Road and Monroe Avenue are both residential collectors, which take traffic from a number of lesser residential streets and provide access to primary collectors or arterials. Russell Road carries traffic north-south from the Arlandria portion of Potomac West to King Street, while Monroe Avenue runs east/west through the study area connecting Russell Road to Route 1.

Most of the rest of the streets in the Potomac West area are local streets, which function primarily as a means of providing access to residential areas.

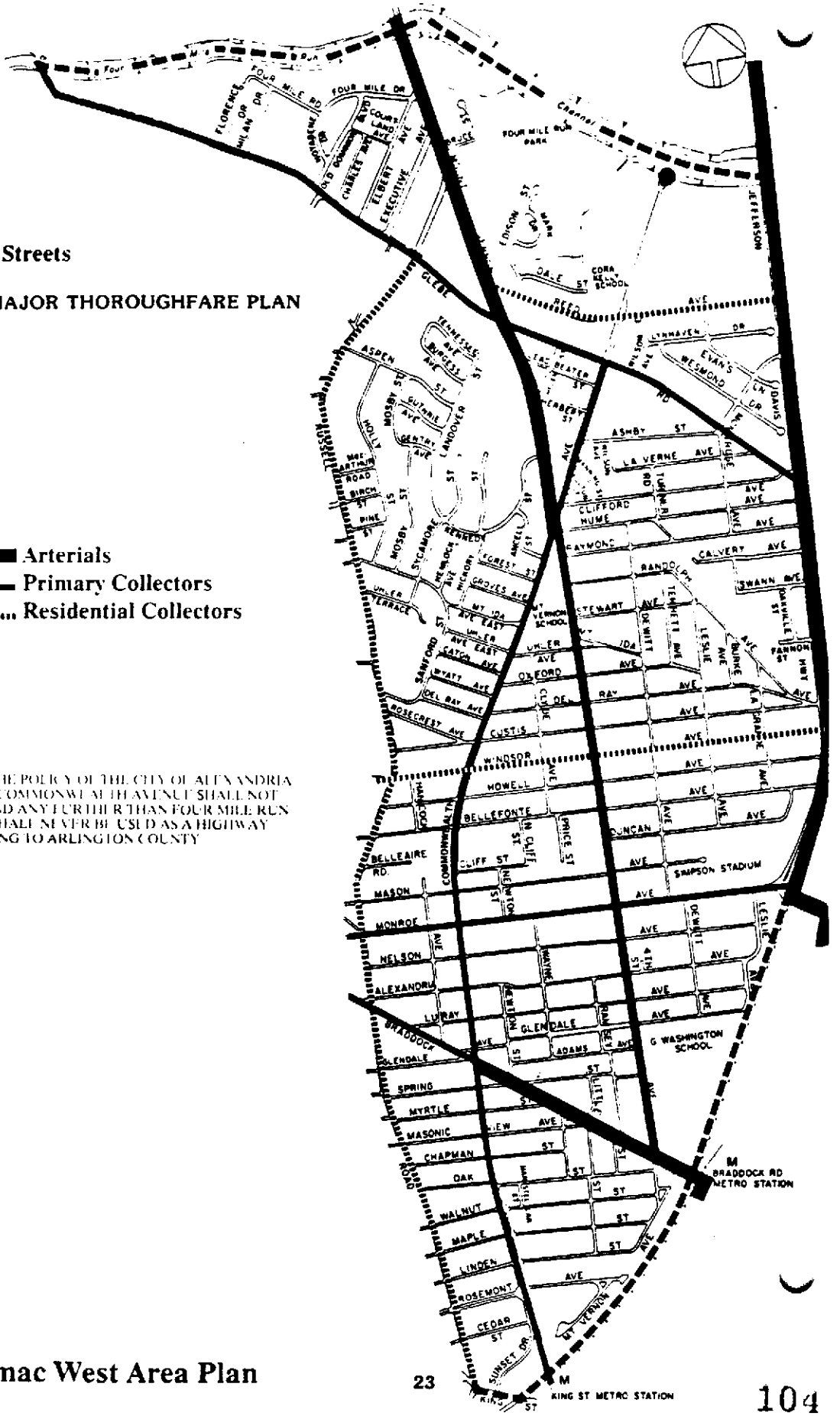
A description of each of these categories, with examples from Potomac West's street system, is given below:

> Arterial: A four-to-six-lane divided highway with controlled access. Arterials provide major traffic movements not served by expressways. (Route 1 - Jefferson Davis Highway)
>
> Primary Collector: A highway with 80-foot right-of-way widths and serving through traffic at medium speeds. Primary collectors connect two arterials or an arterial with another collector. (Glebe Road, Commonwealth and Mt. Vernon Avenues).
>
> Residential Collector: A major street with a 66-foot right-of-way to collect traffic from a number of lesser residential streets and provide access from residential areas to primary collectors or arterials. (Russell Road, Monroe Avenue).

Map 7

Major Streets

1974 MAJOR THOROUGHFARE PLAN



Local Street: A minor street primarily functioning to provide access to properties in residential areas. Right-of-way widths vary from 44-66 feet, with a minimum width of 60 feet required for all new streets. (Most of the streets in Potomac West are in this category).

Existing Traffic Flow

Potomac West's street system is adequate to serve the traffic generated by land uses located within the area. There is use of certain major streets by through commuter traffic which, during the rush hours, causes some congestion on Mt. Vernon Avenue, Commonwealth Avenue, Glebe Road and Monroe Avenue and Route 1. Local streets are also sometimes used to bypass points of congestion. However, overall traffic congestion within Potomac West is not a major problem.

Recent and Planned Capital Improvements

The recently opened Monroe Avenue Bridge has improved access to Potomac West from the south. While the new bridge retains the same four through lane configuration as did the old bridge the new bridge provides full turning lanes at either end of the bridge which does not interfere with through traffic movement.

Future road improvement projects included in the 1989 Capital Improvements Plan are the widening of Mt. Vernon Avenue from Russell Road to Four Mile Run and the widening of Jefferson Davis Highway north of Reed Avenue to Four Mile Run. Also scheduled is the widening of the four approaches to the Mt Vernon Avenue/Glebe Road intersection with a provision of left turn bays.

Public Transit Facilities

The Potomac West area is served by Metrorail immediately to the south of the study area by the Braddock Road and King Street Metro Stations and by both Metro bus and Dash bus routes. Metro runs four lines along Mt. Vernon Avenue and two along Route 1, which serve the study area. In addition, Dash has a bus route along Glebe Road and Russell Road connecting with the Braddock Road Metro Station which serves the Potomac West area.

Bike and Pedestrian Paths

One of the City's designated bikeways runs through the area on Commonwealth Avenue, north to Four Mile Run Park.

Future Traffic Flow

As a mostly built up area it is unlikely that Potomac West will internally generate much additional traffic impacting the overall street system. Future traffic growth will be generated by specific development sites within Potomac West which will impact streets and intersections immediately adjacent to the sites.

If the Arlandria Center/Berkey Photo site ever redeveloped as an office center as allowed under the C-2 zone, the site could theoretically be developed with over 1 million square feet of office development which could generate some 1900 peak hour vehicles. This level of peak traffic could not be accommodated by Mt. Vernon Avenue which has limited through capacity and virtually no capacity to handle left hand turning movements.

The Route 1 properties, a site three times as large as the Arlandria site, could also be developed at high densities and could also generate large peak hour traffic volumes. Traffic generation and directional flow would be lessened somewhat by the RD zoning which would allow mostly residential development for a portion of the entire site. Traffic impacts would also be mitigated by the fact that this site can access a six lane Route 1 with provisions for turning movements. South Glebe Road in Arlington affords this site good east west access which will not impact City streets.

Local Alexandria streets which could be directly impacted by development of this site are E. Reed Avenue and Commonwealth Avenue. This traffic would impact the residential areas and the Cora Kelly School. Care would have to be taken to emphasize Route 1 vehicular access to the site and to discourage, if not prohibit, commercial vehicular access to Commonwealth Avenue and to at least the residential portion of E. Reed Avenue to protect the neighborhood from traffic impacts generated by development of the Route 1 properties.

Although not within the study area itself, the possible redevelopment of the Potomac Yard could have an enormous traffic impact on the Potomac West area. Unless additional roadway capacity and alternative access are provided, development of the Yard would have a direct impact to Route 1 which during the peak hour is at or near capacity. More important to Potomac West neighborhoods would be the amount of east/west traffic attracted to the Yard site which would filter through residential streets. One mitigation solution would be the improvement of South Glebe Road in Arlington to serve as a major east/west connector to the site.

SUMMARY--TRANSPORTATION

- Vehicular access to the study area is, on the whole, good, with adequate north-south and east-west connections. Commuter traffic filters through the study area on primary collector streets, but there are no major points of congestion.

- The Braddock Road Metro Station, immediately south of the study area, affords good transit service to Potomac West, as does the Metro and DASH feeder bus routes and service.

- Future traffic growth will focus on potential development sites. Depending upon how these sites are developed, the mix and intensity of uses, these sites could have a significant traffic impact on the surrounding street system.

- Unless additional road improvements could be constructed to facilitate north/south and east/west movement, possible redevelopment of the Potomac Yard could have an enormous impact on Potomac West.

URBAN DESIGN

The Potomac West area is primarily a low scale residential area comprised of single-family detached and semi-detached two and three story housing units. Most of the older housing is generally frame construction on lots ranging from 2500 to 5000 square feet. Neighborhoods are not always well defined because of the varied housing styles that exist; housing unit sizes can vary dramatically within each block. Nevertheless, the placement of mostly single family homes on a fairly uniform grid system gives the residential areas an overall cohesiveness.

The main commercial area in Potomac West is along Mt. Vernon Avenue. Low scale, two story buildings prevail; most businesses are small scale and neighborhood serving. The type, scale and character of most of the businesses along the Avenue relate well and are compatible with the abutting residential areas. Among other factors, it is this relationship, hearkening back to a quieter historic era, which makes Potomac West unique.

The principle industrial area is the Oakville Triangle and a strip along Route 1. The commercial and industrial frontage along Route 1 could be characterized as the typical arrangement of highway oriented buildings ranging from commercial service uses to manufacturing and light industrial activities.

To some extent the relationship between the highway oriented industrial uses and the abutting residential uses further west are compatible. In other cases the transitions are awkward; industrial uses seem to encroach upon the residential character of a street such as Raymond Avenue.

With the overall built form of Potomac West well established, the focus of the urban design analysis is on those elements within the area that are likely to change - the commercial uses along Mt. Vernon Avenue and potential growth sites - and how these elements might affect the character of Potomac West.

Mt. Vernon Avenue

Cutting through the middle of Potomac West is Mt. Vernon Avenue, a major commercial corridor serving much of Potomac West. As indicated previously, Mt. Vernon Avenue does not present a linear procession of stores and commercial uses. Schools, parks, playgrounds and residential uses are interdispersed among shops and stores.

Nor are the types of commercial uses uniform. The upper Mt. Vernon Avenue area, including Arlandria and Glebe Road, contain mostly larger scaled commercial uses which are auto oriented and fronted by surface parking lots. Within this area only the row of buildings beginning with the Waffle Shop and ending before the Datatel Building present an urban facade of small shops close to the street. The remainder of Mt. Vernon Avenue between Glebe and Four Mile Run is a jumble of garden apartment residential, large frontages of vacant lots, gas stations, the Arlandria Shopping Center, free standing commercial buildings, a suburban style dry cleaners and an auto parts store.

More confusing from an urban design perspective is the commercial area at the intersection of Mt. Vernon Avenue and Glebe Road and the area between West Reed Avenue and Glebe Road. The streets themselves are in large measure the source of the problem by diagonally cutting up parcels and fragmenting the area. The overwhelming auto orientation of the commercial uses with numerous curb cuts, large asphalted parking lots and lack of landscaping contribute to the harshness of the environment.

Finally, the buildings themselves are undistinguished and semi-industrial in character. There are several free standing buildings which have been vacant and boarded for some time, others in disrepair.

The remainder of the Avenue moving southward stands in contrast to Upper Mt. Vernon Avenue. Although there are still gas stations and auto oriented uses, there are more blocks of small shops with a strong street presence along the section of the Avenue south of Commonwealth Avenue than there are north of Commonwealth.

In some cases this concentration of commercial uses is broken up by non-commercial uses, by small vacant lots and by lots which have marginal buildings on them. This section of Mt. Vernon Avenue offers many opportunities for small scale infill development.

In other cases there are larger, possibly underutilized, sites which could redevelop as focal points along the Avenue. Sites such as the Crestar Bank property at Hume Avenue and Mt. Vernon and the Jack Taylor Toyota properties at Mason Avenue and Mt. Vernon Avenue are larger than simply infill sites, yet smaller than the potential development sites identified in Arlandria and along Route 1. Because of their size and their frontage along the Avenue, redevelopment of these sites will play an important role in shaping the character of the surrounding areas.

A major urban design consideration with respect to infill development along the Avenue is scale compatibility and building orientation. Keeping the building scale low and the building frontage oriented towards the street would be principles consistent with maintaining or strengthening the pedestrian orientation of the street and the character of the surrounding neighborhoods.

In contrast, the introduction of large scale buildings amidst three to three and a half story buildings may weaken the character of the Avenue. Such is the effect of the Datatel Building which looms oddly above its surroundings. Similarly, the pedestrian orientation of an Avenue is weakened by a succession of buildings which are set back from the street to allow for parking and curb cuts. Such is the effect of the buildings along Glebe Road.

In addition to building scale, building orientation and parking, other design considerations for Mt. Vernon Avenue include; maintaining adequate sidewalk widths for pedestrian movement, providing pedestrian crosswalks, with perhaps special pavement treatment at major crosswalk points, special pavement treatment for sidewalks coupled with standardized street furniture, landscaping and street trees, undergrounding of utilities and commercial signage controls.

Potential Development Sites

Arlandria Center/Berkey Photo

As described earlier, this site, in consideration of all abutting properties which could be assembled, is 8.5 acres. The site is dominated by the three story art deco styled Arlandria Shopping Center which sits to the north; the other large element on the site being the one story Berkey Photo Building.

The site has extensive frontage along Mt. Vernon Avenue. The most significant feature of the site in terms of its development potential is the depth of the lots. The bulk of the site faces Four Mile Run Park and the Tower Homes and Potomac West apartments to the south and the Potomac Village apartments to the north. The context for the site is residences and open space for the rear portion and commercial uses for the front portion of the properties.

In terms of redevelopment, a possible option would be to encourage residential development to the rear of the site and focused on the Berkey Photo property, allow for office and retail uses to fill in the Mt. Vernon Avenue frontage and to revitalize the Arlandria Shopping Center through building redesign, modernization and reconfiguration.

The size of the site would allow for some flexibility and variety in heights. Taller buildings could be placed to the rear of the site and adjacent to the park areas. Care would have to be taken to provide for transitions to existing low scale residential uses.

Also important, the scale of infill buildings along Mt. Vernon Avenue should relate to the low scale retail buildings across the street. Parking should be to the rear of buildings or in structure. Any parking which needs to front the street should be screened.

This option envisions that the Arlandria Center/Berkey Photo site would be redeveloped mostly with a combination of retail and residential with some office uses. Although the C-2 zoning of this site would allow for this combination of uses, this zoning category would also allow for high density office development up to 150 feet in height.

There is a question as to whether this type of zoning is appropriate. From a design perspective, redevelopment of the Arlandria Center site for high density office uses and tall buildings would result in a project which would be out of scale and character with the surrounding residential and retail uses. From a market perspective, there seems to be little market support for high density office centers along Mt. Vernon Avenue.

Lastly from a traffic perspective, Mt.Vernon Avenue functions efficiently because it has no major traffic generators at any one location. However, redevelopment of the Arlandria Center site as an office center would cause considerable local traffic congestion at Mt. Vernon and Glebe Road and at Mt. Vernon Avenue and Russell Road.

Route 1 Properties

The major design considerations for the Route 1 properties are that the site fronts Jefferson Davis Highway and the Railroad Yard to the east; Four Mile Run, and the Sewer Treatment Plant to the north; Four Mile Run Park and the Cora Kelly School and ballfields to the west and low scaled residences with some auto oriented commercial uses to the south.

These adjacency factors suggest that commercial uses would be most appropriate fronting Jefferson Davis Highway where there is good visibility and access afforded by the six lane highway. Similarly, residential uses would be most appropriate along Commonwealth Avenue and E. Reed Avenue. These uses would not have as significant a traffic impact as office uses and would be compatible with existing residential uses and community facilities.

Consideration of these adjacency factors also suggest what would be appropriate height relationships; taller buildings towards the northeastern portion of the site and smaller buildings as building sites approach the existing residential areas.

Overall, a large mixed use office, residential, retail and hotel project could be accommodated on this site. Commercial uses would be focused on Jefferson Davis with buildings of descending height from north to south. The residential areas would front along Commonwealth Avenue and E. Reed Avenue with a possible mix of townhouses, garden apartments and mid-rise units - gradually scaling up the further away from existing residential uses.

Coupled with a possible coordinated mixed use development for this site may be City and or private efforts to upgrade Four Mile Run Park, provide screening of the Arlington side of Four Mile Run and upgrading the surrounding residential areas and school site. These efforts could improve the environment for residential development along Commonwealth Avenue and E. Reed Avenue.

Another important consideration for residential redevelopment is the possible displacement of existing residents along E. Reed Avenue. The City should consider strategies to ensure that relocation needs and replacement housing are provided to existing tenants and that the impacts of displacement are minimized.

POLICY HISTORY

Over the past three decades, City policy in the Potomac West area has focused consistently on four main themes which have been articulated and acted upon in Planning documents, Council resolutions, City expenditures, special programs and zoning actions. These four themes have been:

- o preserving and strengthening existing neighborhoods and creating housing opportunities for a range of household incomes
- o encouraging commercial revitalization and business development along Mt. Vernon Avenue
- o focusing of potential development or redevelopment at limited select locations
- o Using capital improvement, commercial revitalization and housing programs to support the above policies.

City policies for Potomac West for neighborhood conservation, housing rehabilitation, retail revitalization and controlled development are reflected in the Adopted 1982 Potomac West Plan. The Plan emphasized;

- o recognizing Potomac West as a mostly built up "non-growth" area
- o encouraging conservation of most existing uses
- o strengthening the existing residential character of Potomac West
- o encouraging infill residential development consistent with the scale and density of surrounding housing
- o providing effective buffers between residential and adjoining commercial and industrial uses
- o encouraging mixed use medium density development along Mt. Vernon Avenue
- o retaining industrial uses fronting on Route 1 as far north as Reed Avenue
- o revitalizing neighborhood serving commercial areas along Mt. Vernon Avenue

- o consolidating commercial activity into nodes

- o designating the Arlandria Center area and the Route I Properties as development/redevelopment sites

In concert with the 1982 Plan, the City has developed ongoing programs in housing conservation, commercial revitalization and capital improvements.

The City's neighborhood conservation program includes rehabilitation loans, home ownership assistance, senior rehabilitation grants, blighting influences removal and rat baiting. Since the mid 1970's, over $2,872,934 have been spent to improve over 324 residences in the area. (Map 8.)

In support of commercial revitalization, in 1982 the City initiated a loan subsidy program to assist neighborhood businesses and to encourage new business growth along the Avenue. Nearly $ 2 million in City, Federal and private funds have gone into renovations, new construction, signs and equipment to over 25 Potomac businesses (see Map 9) resulting in more than 150 jobs.

Most recently, the Mt. Vernon Revitalization Task Force, the City's Office of Housing and the joint City Chamber of Commerce Economic Development Program sponsored production of a brochure promoting business development along the Avenue.

Since 1972, the City has used the Potomac West Neighborhood Program to preserve and upgrade residential areas. During the first two years of the seven- year, $5 million improvement program, the following projects were initiated: acquisition of land for future park and greenway construction; closing of four streets in the Lynhaven neighborhood at their intersections with Route 1; execution of extensive curb, gutter and sidewalk construction; installation of pedestrian oriented lighting; planting of landscape beautification at Ancell Street, Mount Ida, Commonwealth Avenue and Mount Avenue; development of the W&OD trailway; development of Hooff's Run Park.

The City has also used capital improvements to stimulate commercial revitalization. Since FY '85, the City has spent $1.5 million to underground utility wires and poles along Mt. Vernon Avenue. Another $1 million is programmed for utility undergrounding by FY ' 90 (Map 10). Other capital improvement projects programmed for Potomac West for the upcoming fiscal year are shown on Map 11.

In 1986, because of proposed purchase and rehabilitation of many of the apartments housing low and moderate income households in Arlandria, City Council appointed two Councilmen to form the Arlandria Subcommittee. Although the Subcommittee focused on the most immediate problem of tenant dislocation due to private upgrading of the housing stock, the scope of its recommendations included all of Upper Mt. Vernon Avenue, Arlandria East, Lynhaven and the Route I properties.

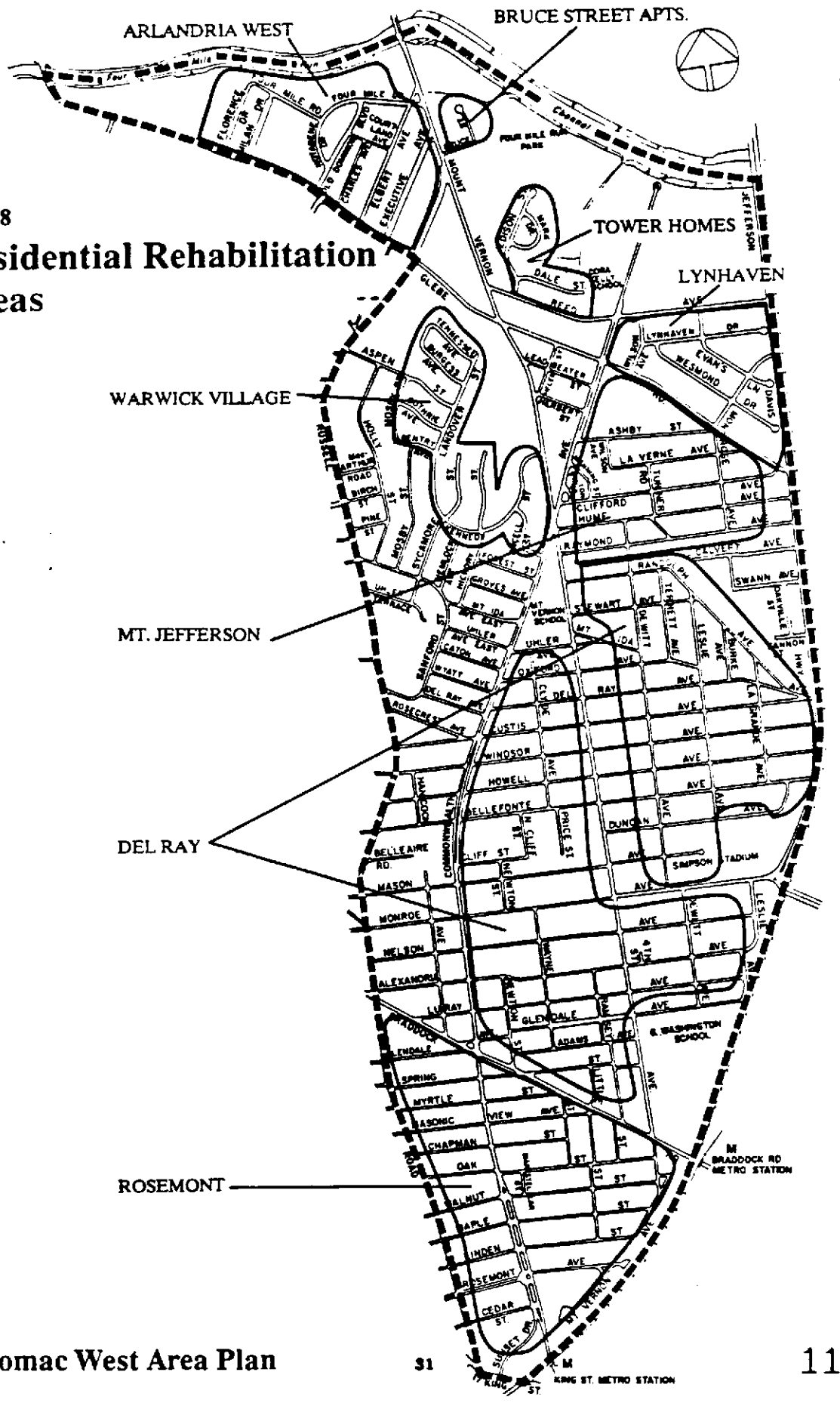
City Council adopted the Subcommittee Report which included recommendations to:

- o promote the revitalization of the upper Mt. Vernon Avenue area as a vibrant commercial retail center

- o develop a gateway to Mt. Vernon Avenue by encouraging redevelopment and in-fill development, providing additional landscaping, and by working with developers to coordinate plans

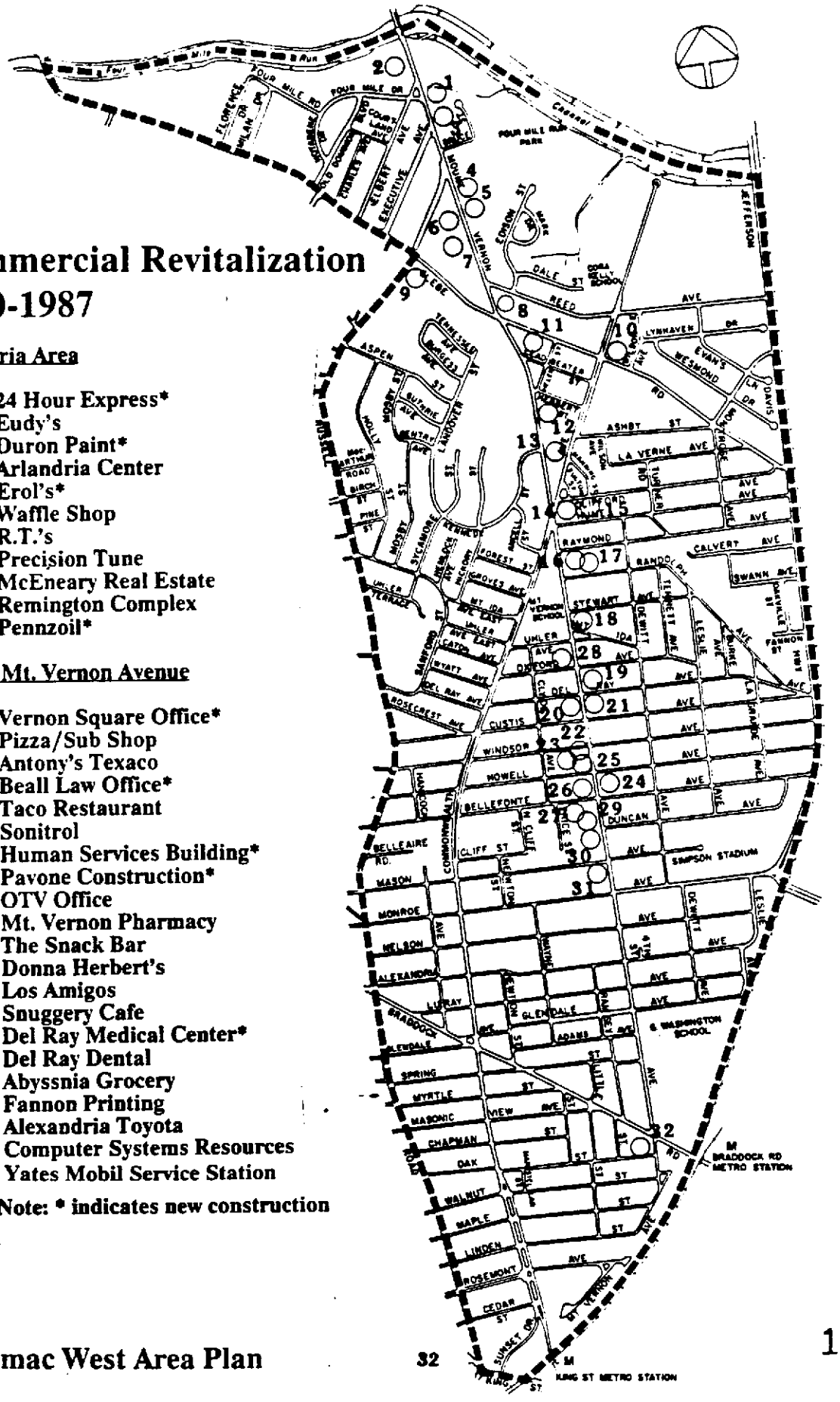
Map 8

Residential Rehabilitation Areas



Map 9

Commercial Revitalization 1980-1987



Arlandria Area

1. 24 Hour Express*
2. Eudy's
3. Duron Paint*
4. Arlandria Center
5. Erol's*
6. Waffle Shop
7. R.T.'s
8. Precision Tune
9. McEneary Real Estate
10. Remington Complex
11. Pennzoil*

Lower Mt. Vernon Avenue

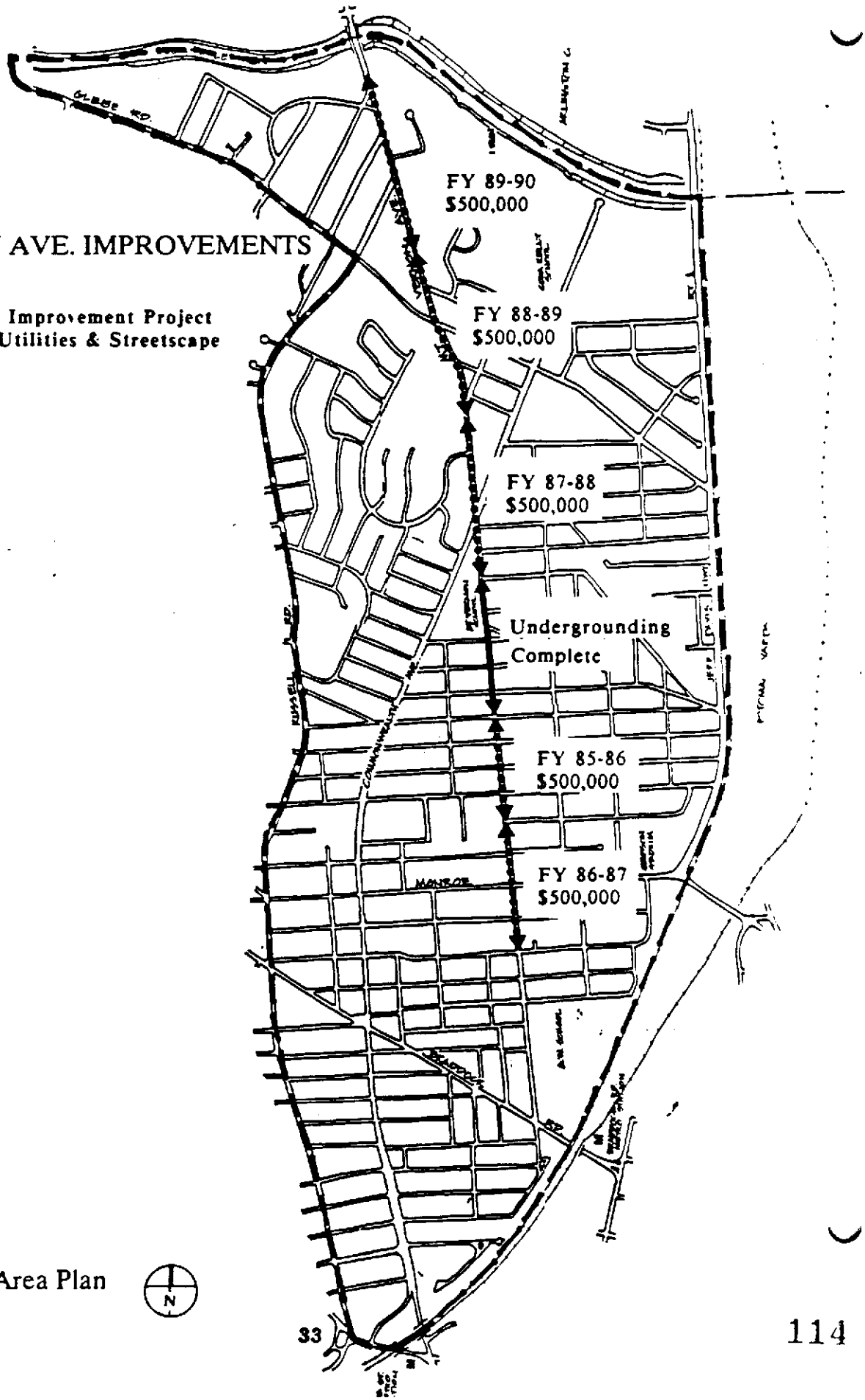
12. Vernon Square Office*
13. Pizza/Sub Shop
14. Antony's Texaco
15. Beall Law Office*
16. Taco Restaurant
17. Sonitrol
18. Human Services Building*
19. Pavone Construction*
20. OTV Office
21. Mt. Vernon Pharmacy
22. The Snack Bar
23. Donna Herbert's
24. Los Amigos
25. Snuggery Cafe
26. Del Ray Medical Center*
27. Del Ray Dental
28. Abyssnia Grocery
29. Fannon Printing
30. Alexandria Toyota
31. Computer Systems Resources
32. Yates Mobil Service Station

Note: * indicates new construction

Map 10

MT. VERNON AVE. IMPROVEMENTS

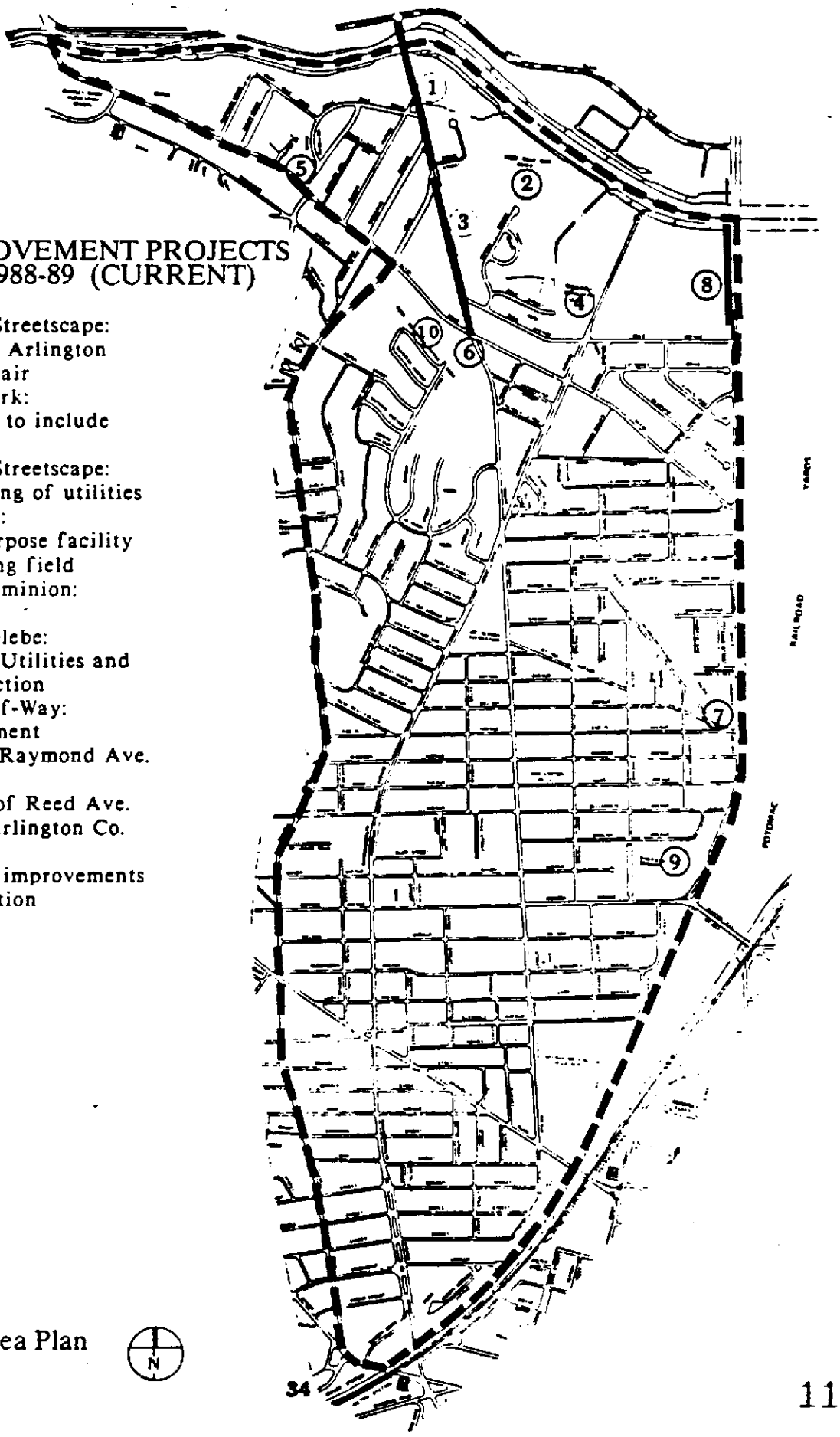
1974-1990 Capital Improvement Project for Underground Utilities & Streetscape



Map 11

CAPITAL IMPROVEMENT PROJECTS FISCAL YEAR 1988-89 (CURRENT)

1. Mt. Vernon Ave. Streetscape:
   Russell Rd. to Arlington Co. bridge repair
2. Four Mile Run Park:
   Improvements to include tennis courts
3. Mt. Vernon Ave. Streetscape:
   Undergrounding of utilities
4. Cora Kelly School:
   New, multipurpose facility
   Expand playing field
5. Glebe and Old Dominion:
   Tot lot
6. Mt. Vernon and Glebe:
   Underground Utilities and widen intersection
7. W. & O.D. Right-of-Way:
   Remove abutment
   Landscape to Raymond Ave.
8. Rt. 1 widening:
   124 ft. north of Reed Ave. to City line/Arlington Co.
9. Simpson Stadium:
   Jogging track improvements
10. W. & O.D. Acquisition



- o use capital improvements to encourage revitalization
- o encourage coordinated mixed use development of the Route 1 properties

SUMMARY - POLICY

- o The City has viewed Potomac West as mostly a built up non-growth area and has encouraged programs emphasizing the conservation and rehabilitation of existing uses.
- o To further enhance and serve residential neighborhoods, the City has encouraged commercial revitalization along Mt. Vernon Avenue using a business loan program and capital improvements.
- o Significant capital improvements in the forms of flood control, parks, street closings, streetscaping and the undergrounding of utilities have been made by the City to strengthen the residential and commercial components of the area.
- o The City has adopted policies to preserve existing industrial areas.
- o The City has selected two sites for coordinated development/redevelopment; Arlandria Center and Route 1 Properties.

ISSUES

Potomac West is one of the older neighborhoods in the City. Its character and built form have developed over at least the past century. Potomac West is changing; it is beginning to renew itself gradually, and mostly through renovation and small scale infill development.

Over the past 20 years, City policies have fostered the process of self-renewal, emphasizing preservation rather than redevelopment, and viewing Potomac West as a non-growth area except for selected key sites where development could invigorate and serve the area. The City's revitalization and conservation programs have been successful and need to continue.

Perhaps the key issue facing Potomac West and addressed in the Plan is that the commercial and industrial zoning within Potomac West is largely discordant, or out of sync, with this process of self renewal and with the policy objectives and programs pursued vigilantly by the City over the past two decades.

The industrial zones and the C-2 commercial zone were established in 1952 upon adoption of the City's first comprehensive zoning code. The zones allowed many different uses and were applied to many different urban contexts. The application of the C-2 zone to commercial, residential, recreational and institutional uses within Potomac West exemplifies the wide range use of a single zone which was designed primarily for commercial uses.

The cumulative nature of the industrial and commercial zoning means that high density office uses are allowed by right. Although the height by right allowance within the industrial zone has been reduced to 77 feet, the C-2 zone still carries a 150 foot height allowance (this despite the reduction in the allowable C-3 zone to 77 feet).

At a time in the 1950's when the City was less complex, less diverse, more industrial less commercial these all encompassing zones seemed appropriate and seemed to work. The notion of the City developing into an employment center with high density office development was remote. The notion that office development would price out the use of land for residential development was also remote.

Over the past 30 years the City has become more urban, more diverse, far less industrial. Certain areas of the City such as downtown, the Metro Station areas, the north waterfront have established themselves as office centers. Potomac West has not; it has retained some of its industrial character and has experienced small scale infill retail and professional office development. Yet despite these trends and City policies, the old high density zoning persists.

What also sometimes persists are expectations among landowners that their C-2 zoned property should be priced for high density office development despite physical, zoning and market constraints which probably preclude such development. The result of these unrealistic expectations can be that underutilized or vacant land is kept off the market to remain unproductive until price expectations are met. Alternative uses such as residential, which may be more marketable than office development may get priced out.

The industrial and commercial zoning in Potomac West needs to be changed to insure that the scale of commercial development is compatible with abutting residential areas. It is also important that the zoning support the City's goals for Potomac West renewal and preservation. The industrial areas to be retained should not be subjected to zoning which encourages office redevelopment. The residential sites to be retained, zoned C-2, should not be subjected to possible office conversion. Those neighborhood serving commercial uses such as grocery stores, convenience stores and shopping centers which can be vital to the quality of life in a neighborhood need to be preserved and not zoned for high density office uses. Instead, the zoning should be structured to preserve those uses desired for the neighborhood and to allow upgrading and possible infill development or redevelopment in scale with the surrounding neighborhoods.

Where larger scaled development is desirable, the zoning should be used to implement planning guidelines for coordinated development. This relates to the larger issue of developing guidelines for future development of the Arlandria Center site and the Route 1 Properties.

The Arlandria Center site, zoned C-2, is one of the few areas in Potomac West where high density office development could be physically realized. Yet this type of development would be undesirable in consideration of the low scale residential, retail and park uses adjacent to the site.

The analysis suggests that the existing shopping center should be preserved and modernized to once again serve as a thriving retail center. A mix of residential uses seems appropriate for the back portions of the site where the Berkey Photo building is located. Low scaled office and retail uses could fill the now vacant frontage along the Avenue. What is needed is a zone which is tailored to this general concept and which provides incentives for coordinated development of this site.

The 25 acre Route 1 properties site is probably the only location within Potomac West which can accommodate high density development including an office center without harming the adjacent residential areas. Commercial development could be concentrated on Jefferson Davis Highway with access limited to the highway and to the easternmost portion of East Reed Avenue. Residential development could focus on those portions of the site fronting Commonwealth Avenue and the western portions of East Reed Avenue.

What is desirable is coordinated mixed use development of the site. However, there are many obstacles to overcome before this concept could be realized. Although the site is a gateway to the City, has good access and exposure, and is proximate to Crystal City and to National Airport, the site does not present itself well and is not helped by the condition of adjacent uses.

Moreover, the fragmentation of ownership and expectations of the owners concerning the value of the site may make coordinated development of the site difficult. Also problematic are the zoning patterns which poorly relate to this concept. Whereas frontage along Commonwealth Avenue is most suitable for residential development there is industrial zoning. (From this perspective, it is unfortunate that the Hertz building is located on a site more suitable for residential use.)

Whereas residential development of the site should provide a mix of housing types with height transitions, the zoning pattern pits an elongated, high density, 100 unit per acre RD zoned parcel next to a long strip of RB townhouse zoned parcels along East Reed Avenue with no transition. The shape of the RD parcel is not ideal for development because of its narrowness and lack of frontage along Commonwealth Avenue. The RB zoned parcels, if redeveloped, could result in a three block long row of townhouses unrelieved by side streets.

What is needed for the Route 1 properties is a concept and design guidelines for mixed use redevelopment of the site and a zone which is tailored to the concept and which provides a combination of zoning incentives and controls to encourage coordinated development of the site.

RECOMMENDATIONS

GOALS AND OBJECTIVES

The goals of the 1988 Potomac West Plan are to preserve and strengthen the residential area in Potomac West, revitalize and support neighborhood oriented, small scale retail and office development, to preserve existing concentrations of industrial uses and the job base these uses provide, and to encourage coordinated mixed use development on the Arlandria Center and Route 1 Properties sites.

These goals translate into the following specific objectives:

- o provide a land use plan which reflects the City's policies to preserve and to protect existing uses and to indicate where coordinated mixed use is desired
- o redesign the industrial zones to encourage retention of existing industrial uses and to prohibit high density office development
- o remove commercial C-2 zoning from non-commercially used land to replace this zoning with more appropriate zoning categories
- o replace commercial C-2 zoning with zones which emphasize low scaled neighborhood serving uses
- o reduce overall heights in Potomac West to reflect the low scale character of the area
- o continue existing City capital improvement, housing and commercial revitalization programs
- o develop guidelines and appropriate zoning controls and incentives for development of the Arlandria Center and the Route 1 sites
- o increase and coordinate public transportation services along Mt. Vernon Avenue

INSERT THESE GOALS

- **Discourage the use of streets in Potomac West for through traffic.**
- **Provide for the use of effective buffer areas between residential sites and adjacent higher-density and non-residential uses.**
- **Require any new residential development to be of the same scale and density as the surrounding residential neighborhood.**
- **Discourage the development of major office and commercial sites within Potomac West.**
- **Encourage the consolidation and revitalization of commercial areas that serve the Potomac West neighborhood, particularly along Mt. Vernon Avenue.**

LAND USE RECOMMENDATIONS

The Adopted Land Use Plan Map for Potomac West, based on the 1982 Plan is shown on Map 12. The Plan designates most of the residential areas in accordance with existing land use patterns; either residential low or medium with the mid to high rise apartments designated for residential high. The two major potential development sites are designated for mixed use. Along Mt. Vernon Avenue, the Glebe Road area is designated for commercial while the "main street" portion of the Avenue is designated for mixed use low.

Map 13 shows the proposed land use concept for Potomac West. The concept is similar to the 1982 Land Use Plan but provides more detail and specificity for the commercial and development areas.

Map 14 shows the proposed changes to the land use plan. The land use designations used are more detailed than the previous plan. The purpose of these more detailed land use categories and the changes to the Adopted Land Use Map is to better reflect the diversity of uses in Potomac West and to better express the types and scales of uses desired for the area and consistent with City policy.

The CL or commercial low category is designed for the "Main Street" portion of Mt. Vernon Avenue. The intent of CL is to provide for the types of low scale retail, office and residential uses which are typically found along this section of the Avenue.

The SCL designation or service commercial low, is designed for low scale commercial uses with some light industrial activity which would be compatible with nearby residential areas.

The CG category or commercial general, is intended for larger scale retail uses such as shopping centers, grocery stores, auto dealerships and fast food establishments. The special ←

The CDD designation or Coordinated Development District, is applied to the two potential development sites; Arlandria Center and the Route 1 Properties. The intent of this designation is to demarcate areas where development/redevelopment is desired in accordance with a coordinated plan for mixed use development. The CDD designation sets the stage for specialized zoning which provides for greater control over the future development of important sites within the City yet which also provides more flexibility for the developer than conventional zoning.

Map 15 shows the Proposed Land Use Plan.

Proposed Changes to the Land Use Plan

1. Institutional to Park, Schools and Open Space

   This area includes Cora Kelly School and Four Mile Run Park. The recommended change more accurately reflects existing uses.

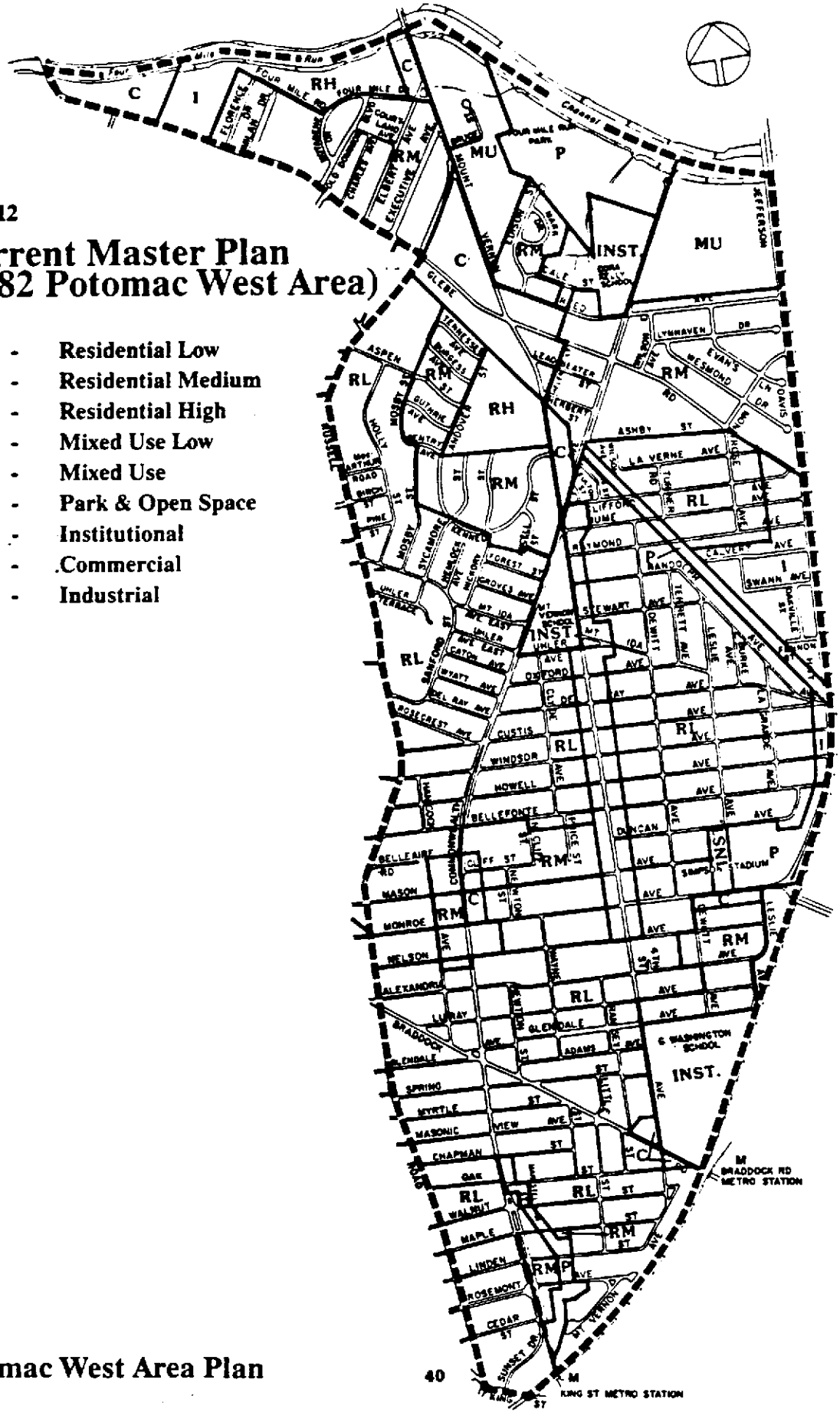
use permit requirement requirement should continue to be enforced for fast food restaurants and auto dealerships. AUTO DEALERSHIPS AND FAST FOODS WILL NOT BE ALLOWED IN CGX CATEGORY.

The I industrial category is designed for light industrial, warehouse, service or limited office or flex space.

Map 12

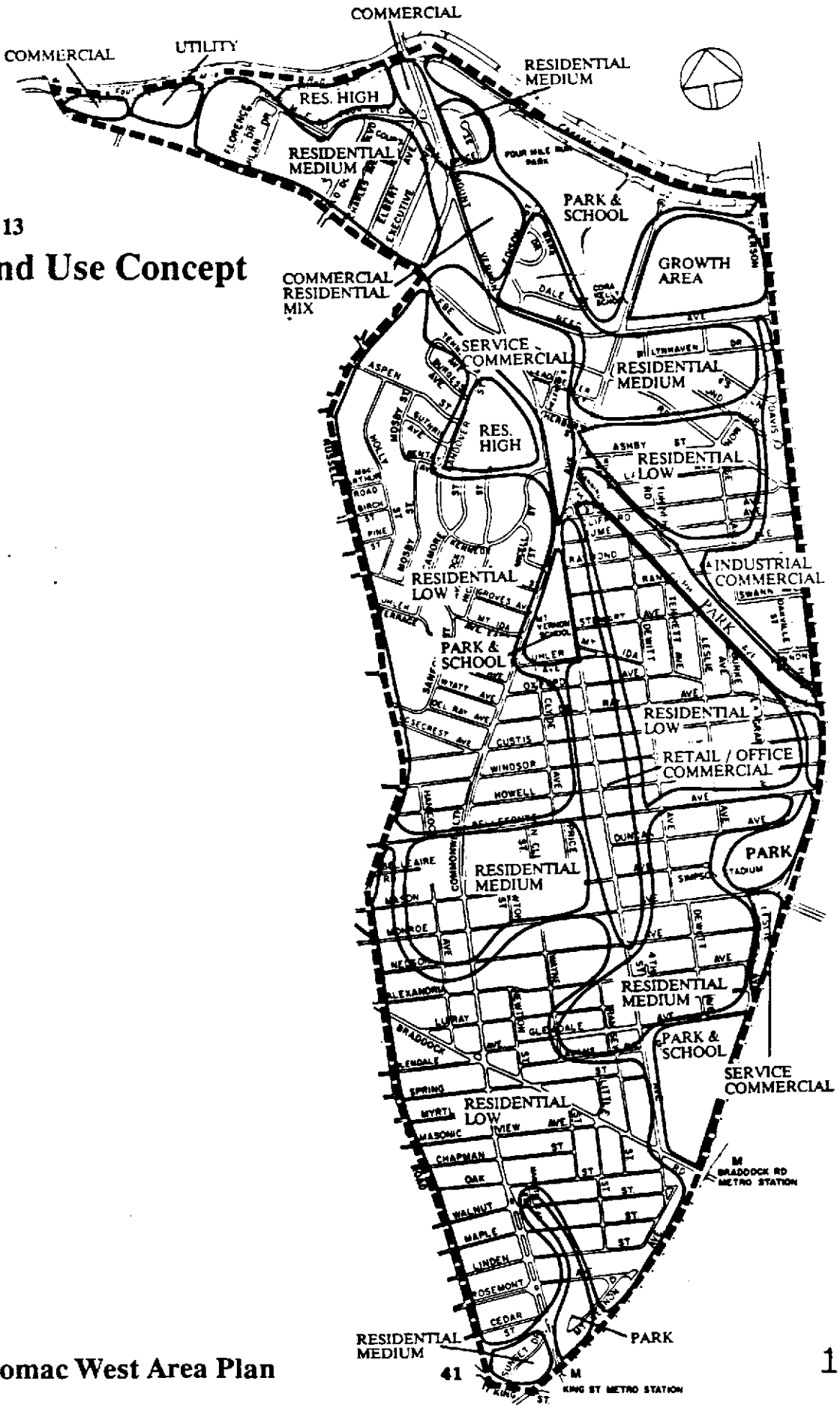
Current Master Plan (1982 Potomac West Area)

RL	-	Residential Low
RM	-	Residential Medium
RH	-	Residential High
MUL	-	Mixed Use Low
MU	-	Mixed Use
P	-	Park & Open Space
INST	-	Institutional
C	-	Commercial
I	-	Industrial



Map 13

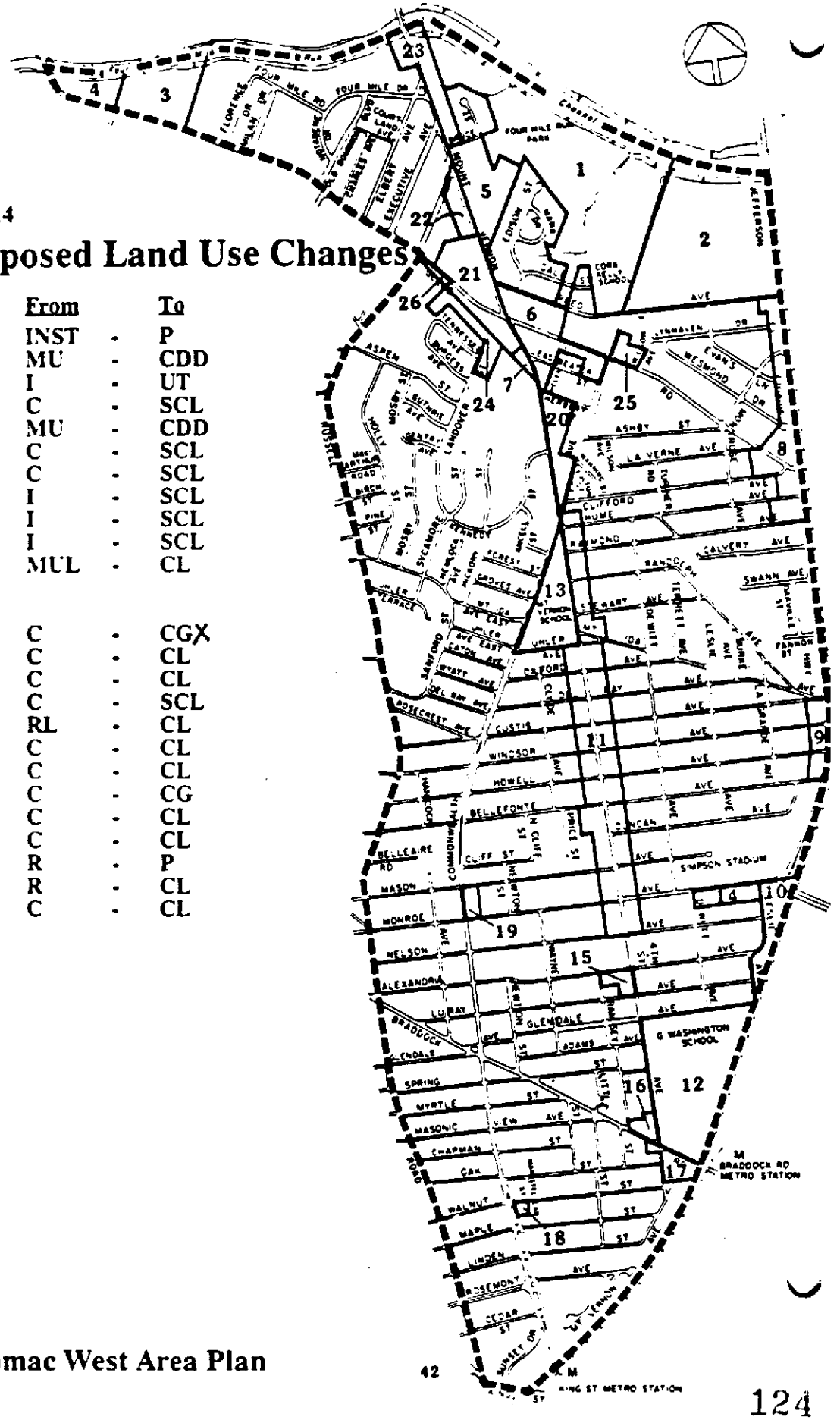
Land Use Concept



Map 14

Proposed Land Use Changes

	From		To
1.	INST	-	P
2.	MU	-	CDD
3.	I	-	UT
4.	C	-	SCL
5.	MU	-	CDD
6.	C	-	SCL
7.	C	-	SCL
8.	I	-	SCL
9.	I	-	SCL
10.	I	-	SCL
11.	MUL	-	CL
12.			
13.			
14.	C	-	CGX
15.	C	-	CL
16.	C	-	CL
17.	C	-	SCL
18.	RL	-	CL
19.	C	-	CL
20.	C	-	CL
21.	C	-	CG
22.	C	-	CL
23.	C	-	CL
24.	R	-	P
25.	R	-	CL
26.	C	-	CL

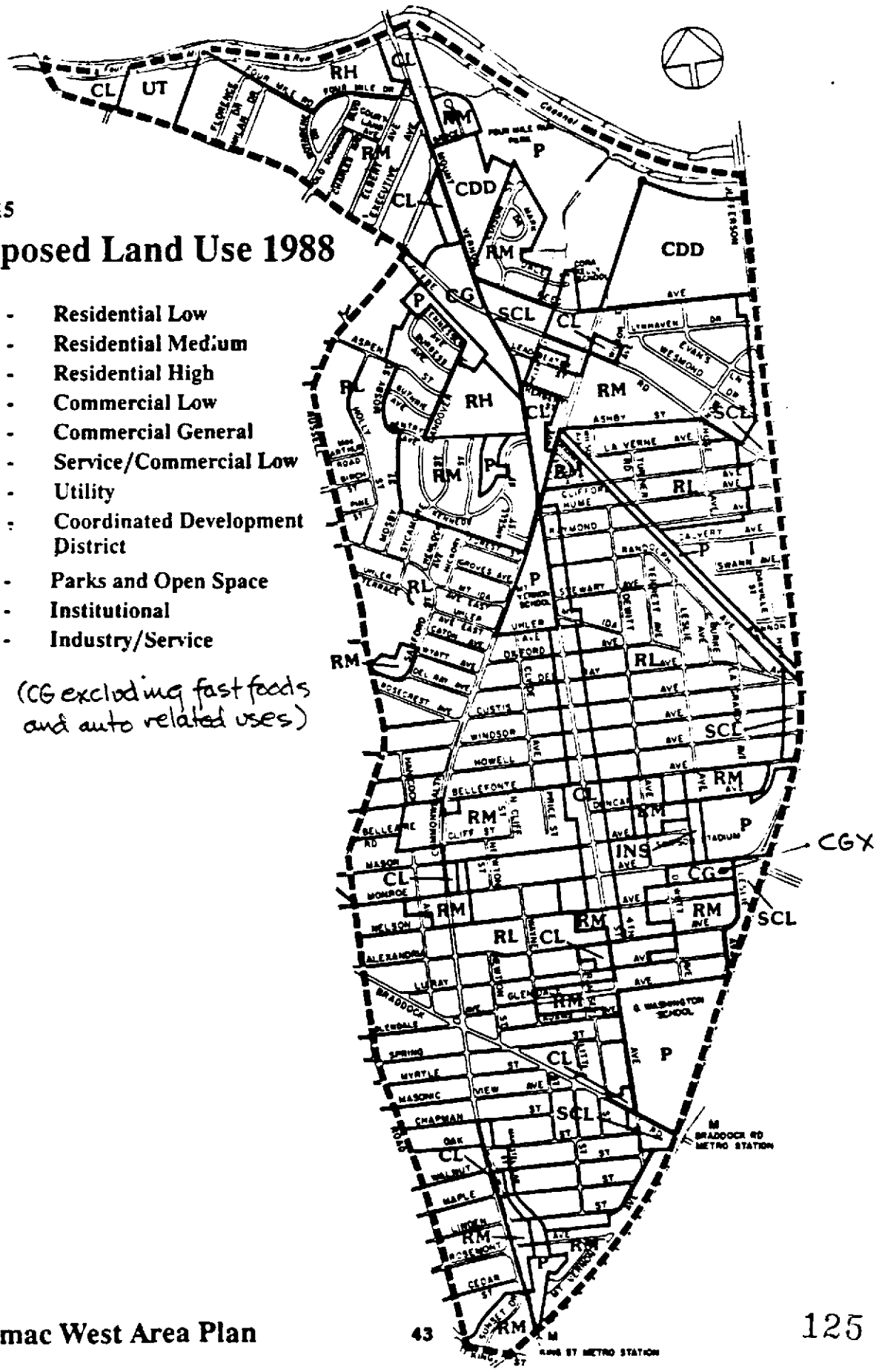


Map 15

Proposed Land Use 1988

RL	-	Residential Low
RM	-	Residential Medium
RH	-	Residential High
CL	-	Commercial Low
CG	-	Commercial General
SCL	-	Service/Commercial Low
UT	-	Utility
CDD	-	Coordinated Development District
P	-	Parks and Open Space
INST	-	Institutional
I	-	Industry/Service

CGX (CG excluding fast foods and auto related uses)



2. From Mixed Use to Coordinated Development District

This is the Route 1 Properties site. The Plan calls for mixed use residential, office, retail and hotel uses on the site as part of a coordinated development. This plan supports high density and tall buildings on part of this site, but only in the context of a coordinated, mixed use development plan which concentrates the dense commercial development on the northeast part of the site, with residential development to the south and west along Reed and Commonwealth. Further, the plan calls for the heights and densities to moderate toward Reed Avenue for compatibility with nearby residential areas. The plan would be the basis for rezoning the entire site to a new zoning category which could accomplish these objectives.

3. From Industrial to Utility

This is the Virginia Power site and the utility designation reflects the present use of the site.

4. From Commercial to Service Commercial Low

The change to Service Commercial Low is more appropriate to a small site.

5. From Mixed Use to Coordinated Development District

This is the Arlandria Center site. The Plan calls for mixed use retail and residential development with some office uses. The Arlandria Shopping Center would be modernized or redeveloped and the Berkey Photo building redeveloped for residential. Other portions of the site would be developed for smaller scale retail and office uses. The CDD designation would be the basis for rezoning the site to a new zoning category which could accomplish these land use objectives.

6. From Commercial to Service Commercial Low

This would more appropriately reflect existing uses. It would retain low scale commercial uses compatible with the surrounding residential character and would be consistent with the development along Mt. Vernon Avenue.

7. From Commercial to Service Commercial Low

These parcels are small residential lots surrounded by commercial activities. The Service Commercial category reflects the commercial character of Mt. Vernon Avenue and the recommendation that these small residential lots would be more appropriately used for low scale commercial development.

8. From Industrial to Service Commercial Low

The SCL designation would not only more appropriately reflect the existing uses along Route 1, but it would provide for low intensity uses compatible with the surrounding residential area.

9. From Industrial to Service Commercial Low

This would remove the possibility of heavy industrial development next to low scale residential and allow the continuation of low scale development on these properties.

10. From Industrial to Service Commercial Low

This designation would eliminate the risk of intrusion of industry in the surrounding residential area. The low scale uses would be compatible with the general residential character of the area.

11. From Mixed Use Low to Commercial Low

This area is frequently referred to as the "main street" of Mt. Vernon Avenue. Most of the area is low scale commercial, office, retail and residential. The Commercial Low classification would allow the continuation of a mixture of uses including residential while maintaining low scale appearance.

12.

13.

14. From Commercial to Commercial General (CGX)

The designation of this site, which contains a Peoples Drug Store and a Giant Food Store, to Commercial General would allow these uses to continue. This classification is designed for retail uses and would restrict major office development. Fast foods and auto related uses not permitted.

15. From Commercial to Commercial Low

This block is along the west side of Mt. Vernon Avenue between Alexandria and Luray Avenue. The Commercial Low designation maintains the low scale character of commercial uses adjacent to residential.

16. From Commercial to Commercial Low

This is a vacant site located at the northwest corner of Mt. Vernon Avenue and Braddock Road. The Commercial Low classification would insure low scale, residentially compatible, development of this site.

17. From Commercial to Commercial Service

This area is situated south of Braddock Road and includes both sides of Mt. Vernon Avenue. The change to Commercial Service appropriately reflects the current uses of these properties.

18. From Residential Low to Commercial Low

This is a small low scale commercial area east of Commonwealth Avenue along Walnut Street. It contains a market and a bank. The proposed use designation is more appropriate for these uses and would insure continued low scale commercial use of these properties.

19. From Commercial to Commercial Low

This site also is a small low scale commercial retail center along Commonwealth Avenue north of Monroe Avenue. The Commercial Low category would be more appropriate, insuring continued low scale use of the site.

20. From Commercial to Commercial Low

This site is the triangle between Commonwealth Avenue, Mt. Vernon Avenue and Herbert Street. The change to Commercial Low would provide for low scale commercial uses and allow uses compatible with the surrounding residential area.

21. From Commercial to Commercial General

This is the Food Barn site and the change to CG would be in keeping with the present use of this block.

22. From Commercial to Commercial Low

This is the commercial retail block along Mt. Vernon Avenue across from the Arlandria Center. This CL designation would allow these uses to continue and remain a low scale retail area.

23. From Commercial to Commercial Low

This is the northernmost section of Mt. Vernon Avenue. The change in classification would provide for low scale commercial development compatible with the planning of Mt. Vernon Avenue.

24. From Residential to Park

This area includes the old W&OD right-of-way and the existing parks at the ends of Landover Street and Mosby Street. The City should consider purchasing the right-of-way, or at least obtaining an easement.

25. From Residential to Commercial Low

This is a small commercial complex located at the northeast corner of Commonwealth Avenue and Glebe Road. The uses are compatible with the surrounding residential area and the CL classification would be in keeping with the present uses and scale.

26. From Commercial to Commercial Low

This is a small office complex on the south side of Glebe Road at Russell Road. The change to CL would be compatible with the existing use of this site and insure continued low scale uses.

27. From Residential Medium to Service Commercial Low

These commercial properties front Glebe Road and along Commonwealth Avenue. The redesignation reflects the character of the existing uses on the site.

The Oakville Triangle should remain industrial. The City holds open the possibility of reevaluating the area in the future as development occurs in the Route 1 corridor. The area would be considered as a CDD in the future.

Add the following:

The area known as Arlandria East (bounded by Mt. Vernon Avenue, Four Mile Run, Route 1 and Rood Avenue should be designated by the City to be planned as a whole in a creative innovative manner to encourage development of the sites now under fragmented ownership, and to examine the best location for the schoold, recreation, park and land use elements for a quality design. Development should include open space and recreational facilities to accommodate the additional residential and employment populations. Open space should be reconfigured to better serve the existing and new communities; wet lands should be protected.

A park-like entrance and improved portal into the community should be created at Reed Avenue.

A connection should be built between the Wayne Anderson and W&OD bike trail.

ZONING RECOMMENDATIONS

In order to implement the proposed land use plan it is critical that rezonings occur. One of the problems with the 1982 Potomac West Plan is that there was not a comprehensive rezoning of the area following adoption of the Plan.

Map 16 shows the recommended zoning changes. Almost all the zoning changes affect commercial and industrial parcels, parks and institutional uses, and some high density residential uses. Virtually no zoning changes are recommended for residential neighborhoods.

Many of the changes will require new zones which will have to be developed by the Zoning Task Force and eventually acted upon by City Council. Map 17 shows the proposed zoning.

Proposed Changes to Zoning Map

1. Rezone from C-2 to new zone consistent with the Master Plan Commercial Low designation (CL).

   Low scale commercial is the current use of the property and the commercial low designation would be more appropriate for these uses to continue.

2. Rezone from I-1 to new zone consistent with the Master Plan Utility/Transportation designation (U).

   This area is the Virginia Power Company and is designated as utility on the proposed land use plan.

3. Rezone from C-2 to new zone consistent with the Master Plan Commercial Low designation (CL).

   This is the northernmost section of Mt. Vernon Avenue. The change in zoning would provide for low scale commercial development compatible with adjacent residential and appropriate to commercial parcels of limited depth.

4. Rezone from C-2 and RA to RC Residential

   This site was known formerly as the Warner Towers high rise apartments. The proposed change in zone classification will properly place this use in a residential high density zone rather than in a commercial high density zone.

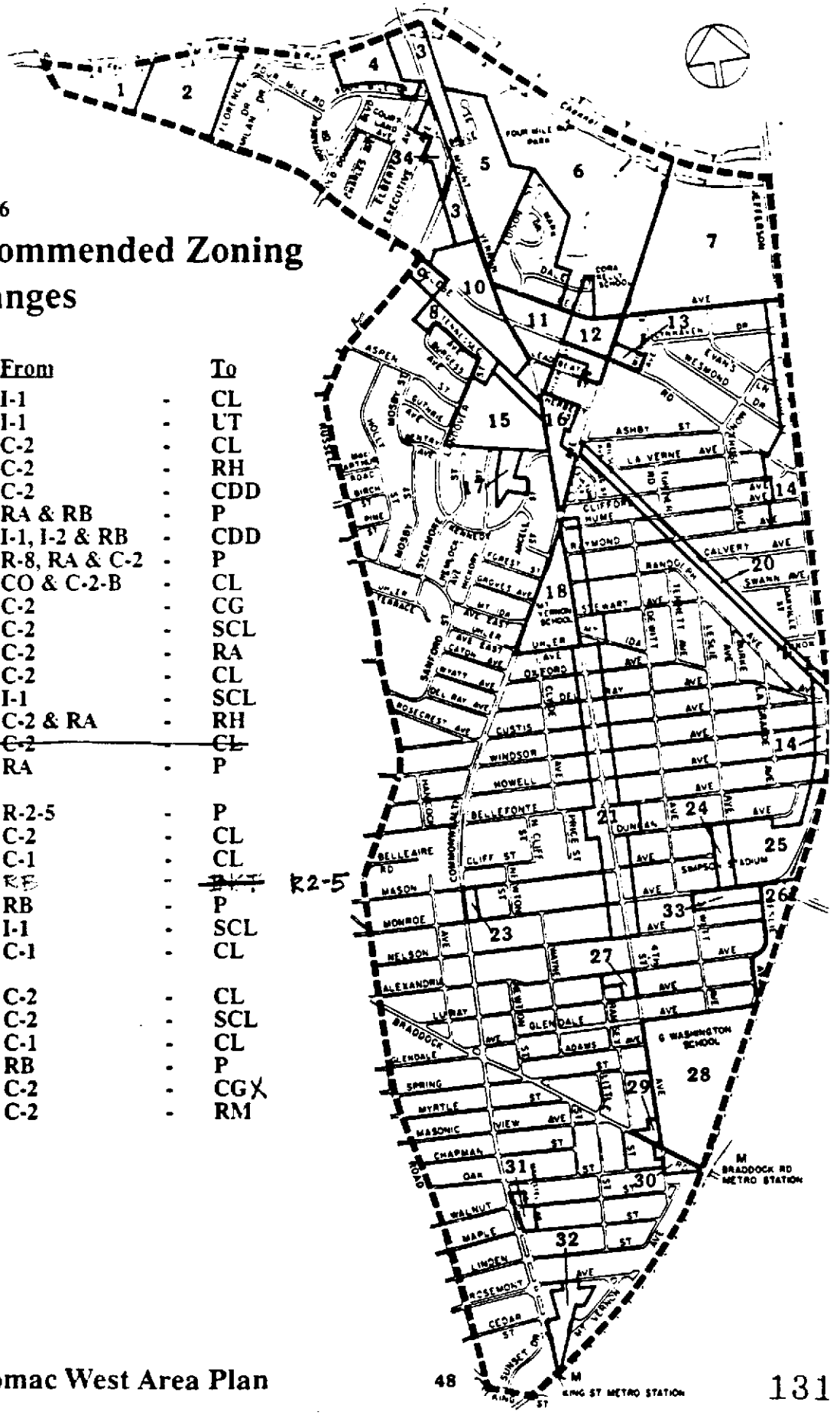
5. Rezone from C-2 to new zone consistent with the Master Plan Coordinated Development District designation (CDD).

   This is the Arlandria Center site. The proposed change to CDD would provide for more specific use, density and height guidelines within the context of a coordinated plan. (For detail on these guidelines see Urban Design Recommendations.)

Map 16

Recommended Zoning Changes

	From		To
1.	I-1	-	CL
2.	I-1	-	UT
3.	C-2	-	CL
4.	C-2	-	RH
5.	C-2	-	CDD
6.	RA & RB	-	P
7.	I-1, I-2 & RB	-	CDD
8.	R-8, RA & C-2	-	P
9.	CO & C-2-B	-	CL
10.	C-2	-	CG
11.	C-2	-	SCL
12.	C-2	-	RA
13.	C-2	-	CL
14.	I-1	-	SCL
15.	C-2 & RA	-	RH
~~16.~~	~~C-2~~	~~-~~	~~CL~~
17.	RA	-	P
18.			
20.	R-2-5	-	P
21.	C-2	-	CL
23.	C-1	-	CL
~~24.~~	~~RB~~	~~-~~	~~P~~ R2-5
25.	RB	-	P
26.	I-1	-	SCL
27.	C-1	-	CL
28.			
29.	C-2	-	CL
30.	C-2	-	SCL
31.	C-1	-	CL
32.	RB	-	P
33.	C-2	-	CG
34.	C-2	-	RM

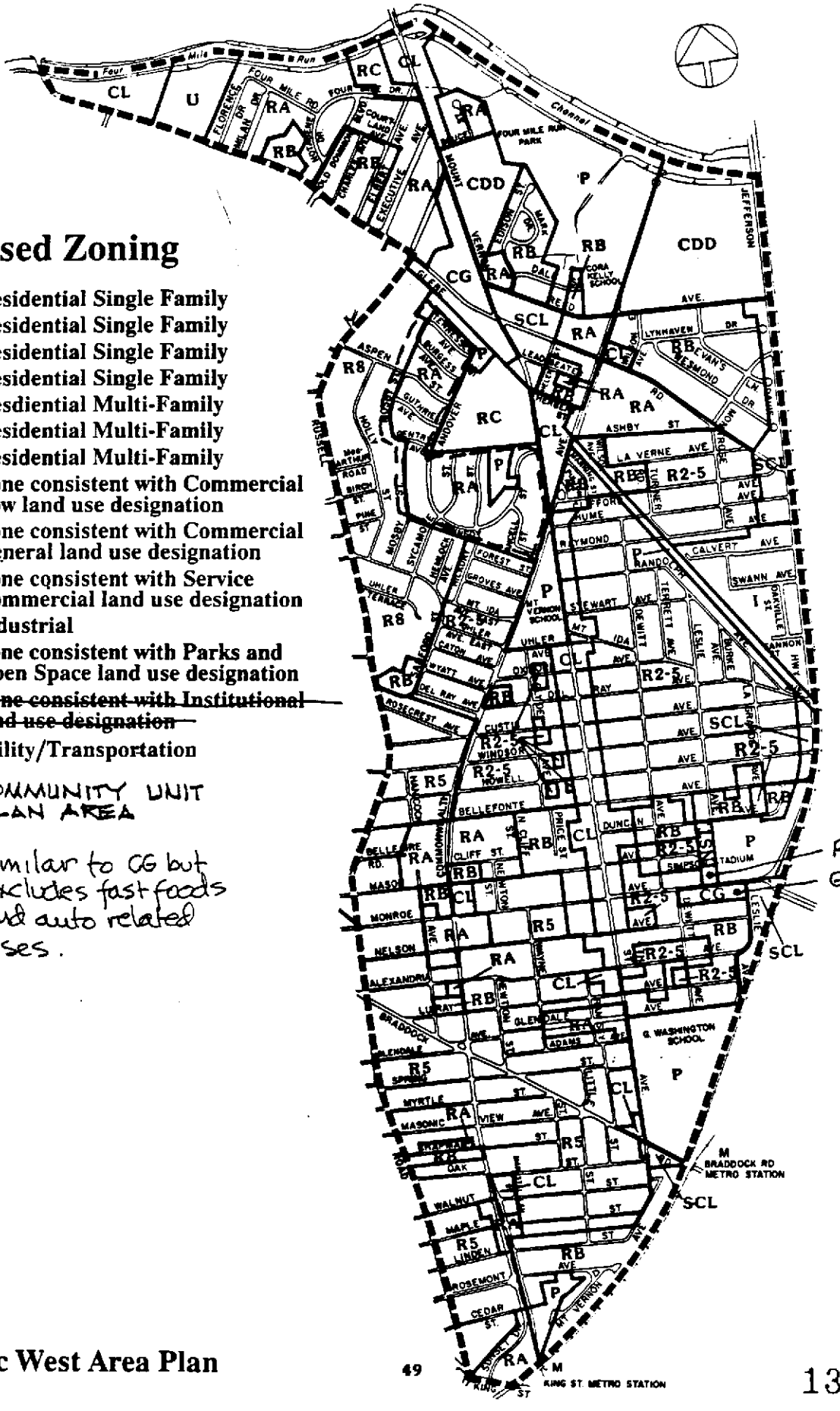


Map 17

Proposed Zoning

- R-5 - Residential Single Family
- R-8 - Residential Single Family
- R-12 - Residential Single Family
- R-2-5 - Residential Single Family
- RA - Resdiential Multi-Family
- RB - Residential Multi-Family
- RC - Residential Multi-Family
- CL - Zone consistent with Commercial Low land use designation
- CG - Zone consistent with Commercial General land use designation
- SCL - Zone consistent with Service Commercial land use designation
- I - Industrial
- P - Zone consistent with Parks and Open Space land use designation
- ~~INST - Zone consistent with Institutional land use designation~~
- U - Utility/Transportation
- [ ] COMMUNITY UNIT PLAN AREA

GSX - Similar to CG but excludes fast foods and auto related uses.



6. Rezone from RA and RB to new zone consistent with the Master Plan Park, School and Open Space designation (P).

This area includes Cora Kelly School and Four Mile Run Park. The recommended change brings both uses together under one category.

7. Rezone from I-1, I-2 and RD to new zone consistent with the Master Plan Coordinated Development District designation (CDD).

This is the Route I Properties site. The CDD designation calls for a coordinated development plan in which the uses, heights and densities can be made flexible and subject to negotiation within the context of design guidelines (see Urban Design Recommendations)

8. Rezone from R-8, RA and C-2 to a new zone consistent with the Master Plan Park, School and Open Space designation (P).

This area includes the old W&OD right-of-way and the existing parks at the ends of Landover Street and Mosby Street.

9. Rezone from CO and C-2-B to a new zone consistent with the Master Plan Commercial Low designation (CL).

This is a small office complex on the south side of Glebe Road at Russell Road. The change to CL would be compatible with the existing use of this site and insure continued low scale uses.

10. Rezone from C-2 to a new zone consistent with the Master Plan Commercial General designation (CG).

This is the Food Barn site. The change to CG would seek to retain neighborhood retail use of the property and to remove the high density office zoning.

11. Rezone from C-2 to a new zone consistent with the Master Plan Service Commercial Low designation (SCL).

This would more appropriately reflect existing uses. It would retain low scale commercial uses compatible with the surrounding residential character and would be consistent with the development along Mt. Vernon Avenue.

12. Rezone from C-2 to RA Residential

This is the Arlandria Apartments. This use is more appropriately placed in a multifamily residential zone than in a high density commercial zone.

13. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This is a small commercial complex located at the northeast corner of Commonwealth Avenue and Glebe Road. The uses are compatible with the surrounding residential area; the CL classification would be in keeping with the present uses and scale.

14. Rezone from I-1 to a new zone consistent with the Master Plan Service Commercial Low designation (SCL).

The SCL designation reflects the existing uses along Route 1, and provides for low intensity uses compatible with the surrounding residential area. The designation also allows highway-related commercial uses.

15 Rezone from C-2 and RA to RC Residential.

The area is presently known as the Calvert high rise apartments. The proposed zone allows high density residential with ground floor commercial. This zoning change would properly place this primarily residential use in a residential zone.

16. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This site is the triangle between Commonwealth Avenue, Mt. Vernon Avenue and Herbert Street. The change to Commercial Low would provide for low scale commercial uses and allow uses compatible with the surrounding residential area.

17. Rezone from RA to a new zone consistent with the Master Plan Park, School and Open Space designation (P).

The new zone will be in keeping with the existing use of the property.

18. Rezone from R-5 to a new zone consistent with the Master Plan Park, School and Open Space designation (P).

The site contains the Mt. Vernon Elementary School, Duncan Library and other recreational and community activities. The new zone will be consistent with the existing use of the property.

20. Rezone from R-2-5 to a new zone consistent with the Master Plan Park, School and Open Space designation (P).

The property is known as the old W&OD right-of-way and was acquired by the City for use as a park and greenway system.

21. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This area is low scale commercial, office, retail and residential. The Commercial Low classification would allow the continuation of a mixture of uses including residential while maintaining low scale appearance compatible with nearby low scale residential.

23. Rezone from C-1 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This site is a small low scale commercial retail center along Commonwealth Avenue north of Monroe Avenue. The Commercial Low category is similar to C-1 and insures continued low scale use of the site.

24. Rezone from RB to a new zone consistent with the Master Plan Institutional designation (INST).

ELIM

This zone will replace the existing RB residential zone at Monroe and Nelson Avenues--location of the YMCA. The Institutional classification will be for public and private institutional uses and allow for a wide range of activities. It should be compatible with surrounding residential areas.

25. Rezone from RB to a new zone consistent with the Master Plan Park, School and Open Space designation (P).

This is the site currently known as Simpson Stadium and is and will continue to be used as a recreational facility. The new zone would be appropriate for the present use of the site.

26. Rezone from I-1 to a new zone consistent with the Master Plan Service Commercial Low designation (SCL).

This designation would grandfather existing uses but would insure that any new uses would be compatible with the general residential character of the area.

27. Rezone from C-1 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This block is along the west side of Mt. Vernon Avenue between Alexandria and Luray Avenue. The Commercial Low designation maintains the low scale character of commercial uses adjacent to residential.

28. Rezone from RB to a new zone consistent with the Master Plan Park, School and Open Space designation (P).

This block is the location of the George Washington School. The proposed new zone would be consistent with the present use of the site.

29. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This is a vacant site located at the northwest corner of Mt. Vernon Avenue and Braddock Road. The Commercial Low classification would insure low scale, residentially compatible development of this site.

24. Rezone from RB to R-2-5.

30. Rezone from C-2 to a new zone consistent with the Master Plan Service Commercial Low designation (SCL).

This area is situated south of Braddock Road and includes both sides of Mt. Vernon Avenue. The change to Commercial Service appropriately reflects the current uses of these properties but limits intensity of development to that which is compatible with nearby residential.

31. Rezone from C-1 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This is a small low scale commercial area east of Commonwealth Avenue along Walnut Street. It contains a market and a bank. The proposed zoning designation is more appropriate for these uses and would insure continued low scale commercial use of these properties.

32. Rezone from RB to a new zone consistent with the Master Plan Park, School and Open Space designation (P).

This site is the Hooff's Run Park between Rosemont and Commonwealth Avenues. The proposed new zone would be consistent with the present recreational use of the site.

33. Rezone from C-2 to a new zone consistent with the Master Plan Commercial General designation. ~~CG~~ CGX

The designation of this site, which contains a Peoples Drug Store and a Giant Food Store, to Commercial General would allow these uses to continue. This classification is designed for retail uses and would restrict major office development. Fast foods and auto related uses excluded.

34. Rezone from C-2 to a new zone consistent with the Master Plan Residential Medium designation (RM)

This a part of the "Presidential Greens" apartments which face onto Mount Vernon Avenue. Since the area is residential, the change would conform to the use of the property.

HEIGHT RECOMMENDATIONS

As shown on Map 18, most of the Potomac West area is low scale residential limited to 35' by right with 45' by right allowed in the medium density residential zones. The Plan recommends no change to these heights.

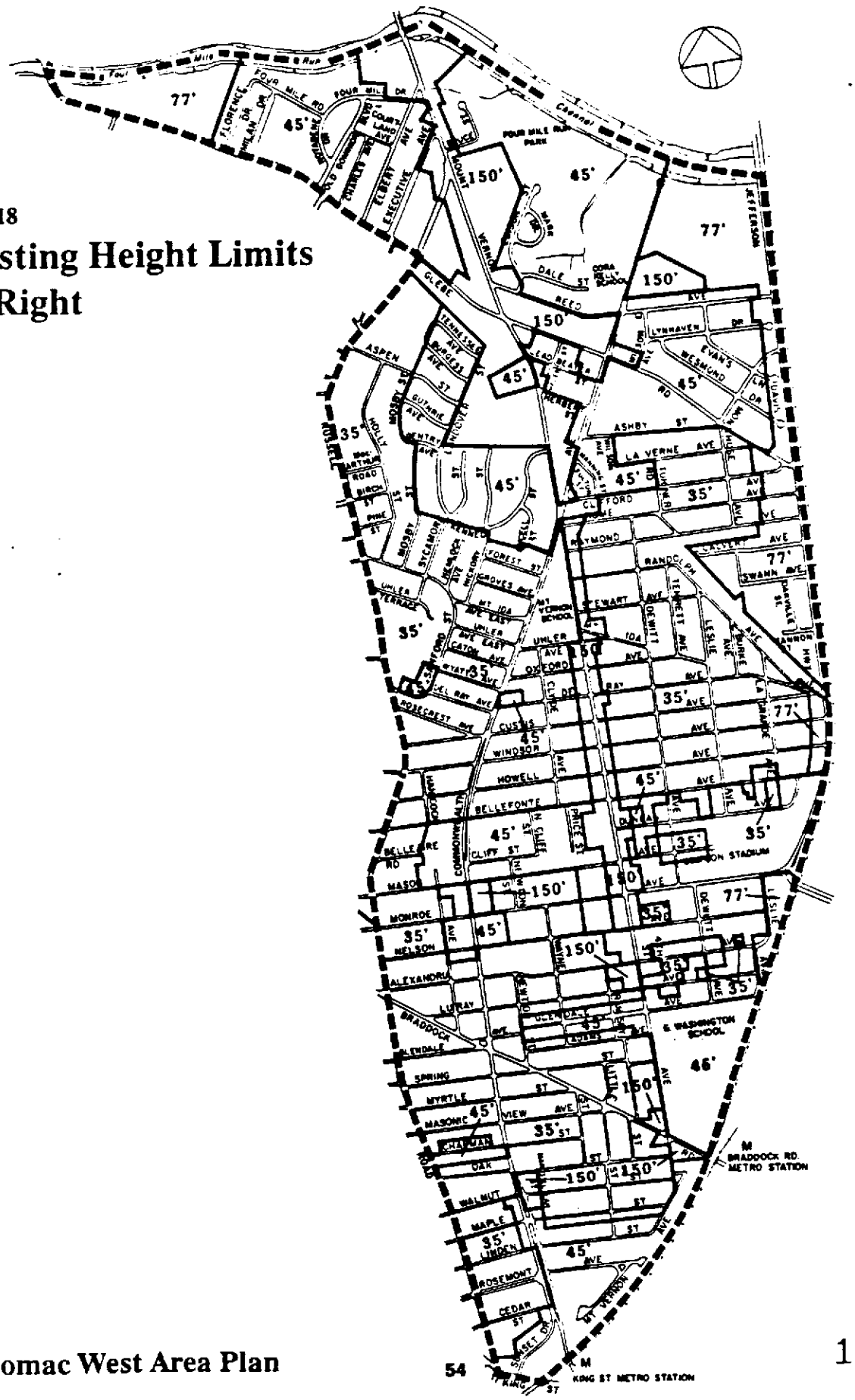
Along Mt. Vernon Avenue, within the commercially zoned areas, the present C-2 zoning allows for heights of 150' by right. Because of the low scale character of the surrounding residential areas, the Plan recommends that heights be reduced along Mt. Vernon Avenue to ~~45'~~ 35 feet (45 feet with SUP) for areas designated Commercial Low and up to 50' for those areas designated Service Commercial Low. The Commercial General designated parcels would have a 35' height limit.

Map 19 shows the proposed changes to heights; map 20 the recommended height map.

35. Study the rezoning of 117 single family residences zoned RA and RB to R-2-5.

Map 18

Existing Height Limits By Right

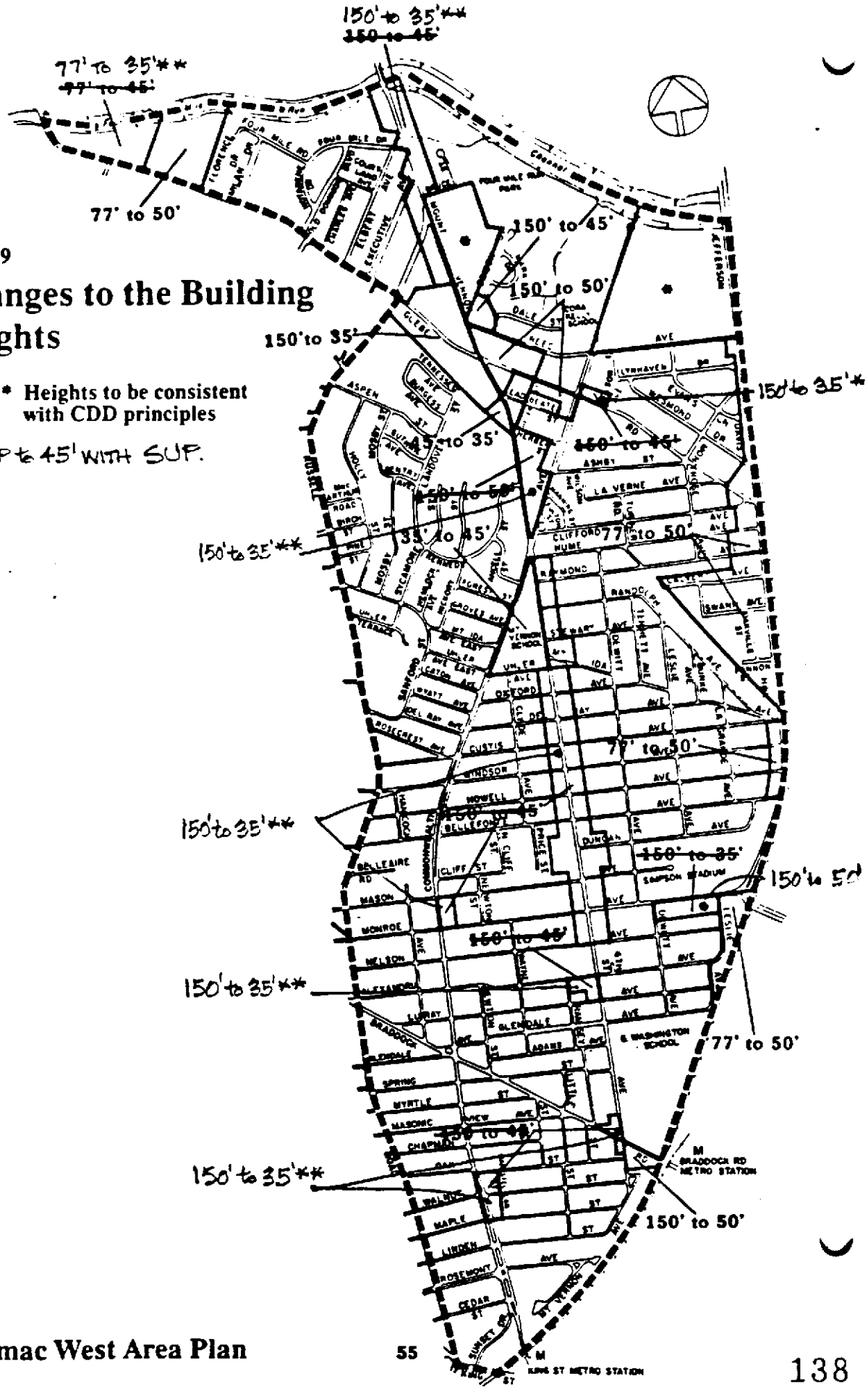


Map 19

Changes to the Building Heights

- Heights to be consistent with CDD principles

** UP to 45' WITH SUP.

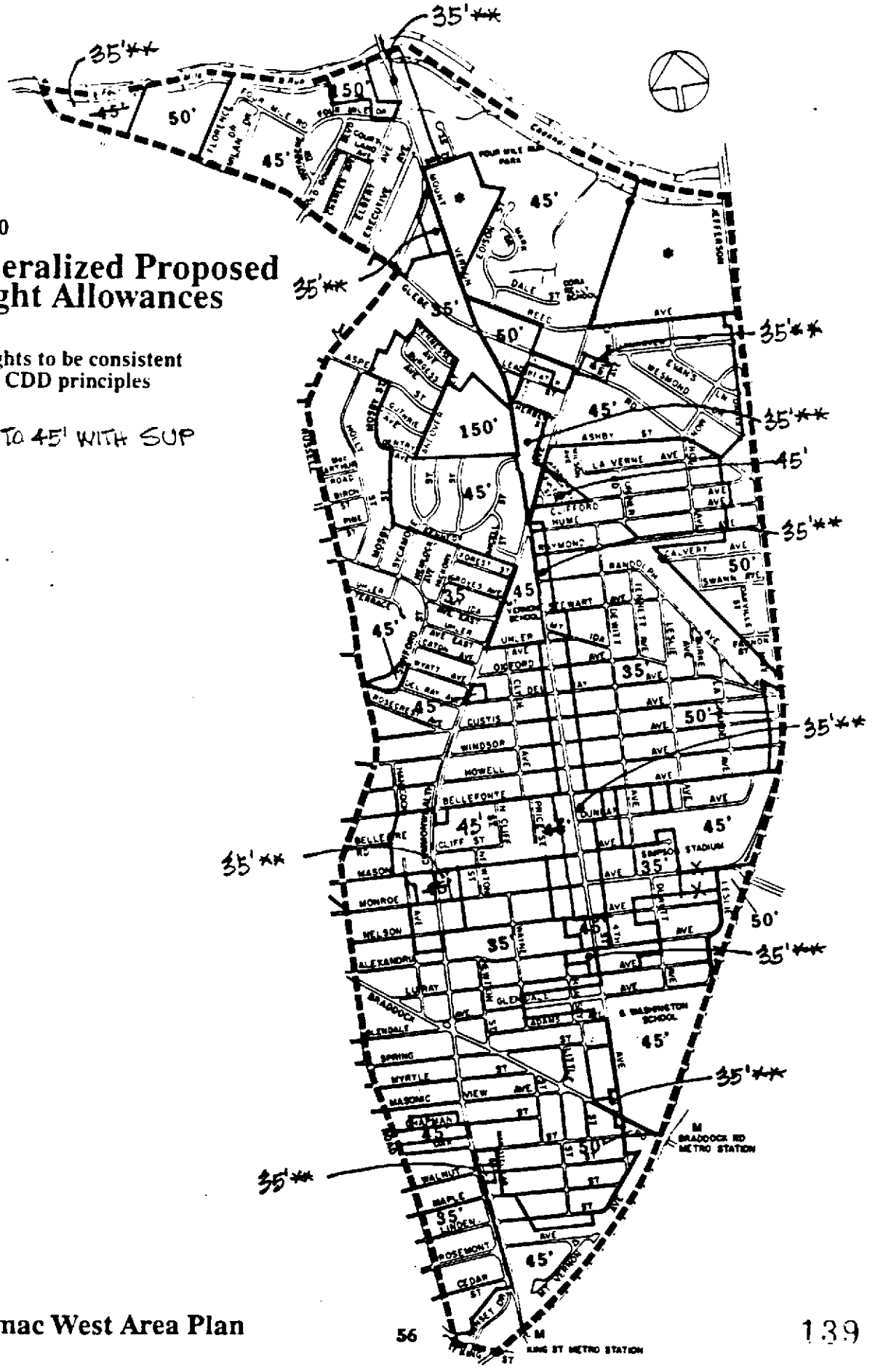


Map 20

Generalized Proposed Height Allowances

* Heights to be consistent with CDD principles

** UP TO 45' WITH SUP



The proposed heights for the industrial properties along Route I would be 50' reduced from 77' to make the height allowance more compatible with adjacent residential areas.

For the CDD designated sites, Arlandria Center and the Route I Properties, heights would be based on the design principles established as part of new Coordinated Development District zones.

It is recommended that;

the height map as indicated on Map 21 be adopted

URBAN DESIGN RECOMMENDATIONS

The urban design recommendations focus on establishing design guidelines for development/redevelopment of the designated Coordinated Development Districts; Arlandria Center and Route I Properties. These guidelines should form the basis of specific CDD zoning categories to be devised by the Zoning Task Force. The diagrams (maps 21 and 22) illustrate the guidelines and are not intended to be applied rigidly As envisioned, the CDD zone would allow a low base level of development by right with additional densities, heights and uses allowed with coordinated mixed use development. A developer who wishes to proceed under the CDD concept and guidelines would then negotiate with the City based on a specific plan.

CDD Principles for the Arlandria Center and Berkey Photo Properties

1. That the retail shopping center function on the site be retained.
2. That parking to serve the site be integrated into the development schemes and not be concentrated along the fronts of buildings on Mt. Vernon Avenue.
3. That office development considered for the site be low scale, oriented towards Mt. Vernon Avenue and limited to perhaps 20 -25% of the total development package.
4. That the 10' highway setback along Mt. Vernon Avenue be maintained for pedestrian use free and clear of parking and major structures such as buildings or related enclosures.
5. That any larger scale residential development be oriented towards the rear of the site and nearest the park. There should be a height transition away from existing residential in the Tower Homes area.
6. That Four Mile Run Park be recognized as an integral part of the development scheme; every effort should be made to consider views and access to the park as part of the development concept.
7. That access to the site be provided with a minimum of curb cuts along Mt. Vernon Avenue.
8. That as much parking on the site as possible be structured with surface parking reserved for short term use.

repeats

~~8. That as much parking on the site as possible be structured with surface parking reserved for short term use.~~

Map 21 shows ~~the land use concept for this site.~~ an illustration of the land use principles for this site.

CDD Principles for the Route 1 Properties

1. That the entire site be developed for a mix of office, residential, retail, hotel and open space uses.

2. That higher density commercial uses be oriented toward Route 1 and that the tallest buildings be oriented toward the northeast portion of the site furthest away from existing residential uses. The scale of commercial buildings would descend as building sites approached Reed Avenue.

3. That residential uses be located along the middle and western portions of East Reed Avenue and along Commonwealth Avenue.

4. That vehicular access to and from the site along Commonwealth Avenue be limited to residential uses only while all commercial traffic should be limited to access along Route 1 or on the easternmost part of East Reed Avenue.

5. That as much parking as possible be accommodated within structures and, wherever possible, upper decks and plazas should be landscaped and designed for public uses.

6. That the residential portion of the project include a mix of housing types - townhomes, garden apartments, mid-rise and possibly high rise with consideration of replacement housing for displaced low and moderate income households along E. Reed Avenue.

7. That the scale of residential buildings decrease as building sites approach E. Reed Avenue and the Cora Kelly School and that there be gradual height transitions among the residential uses.

8. That as much parking be placed in structure as possible.

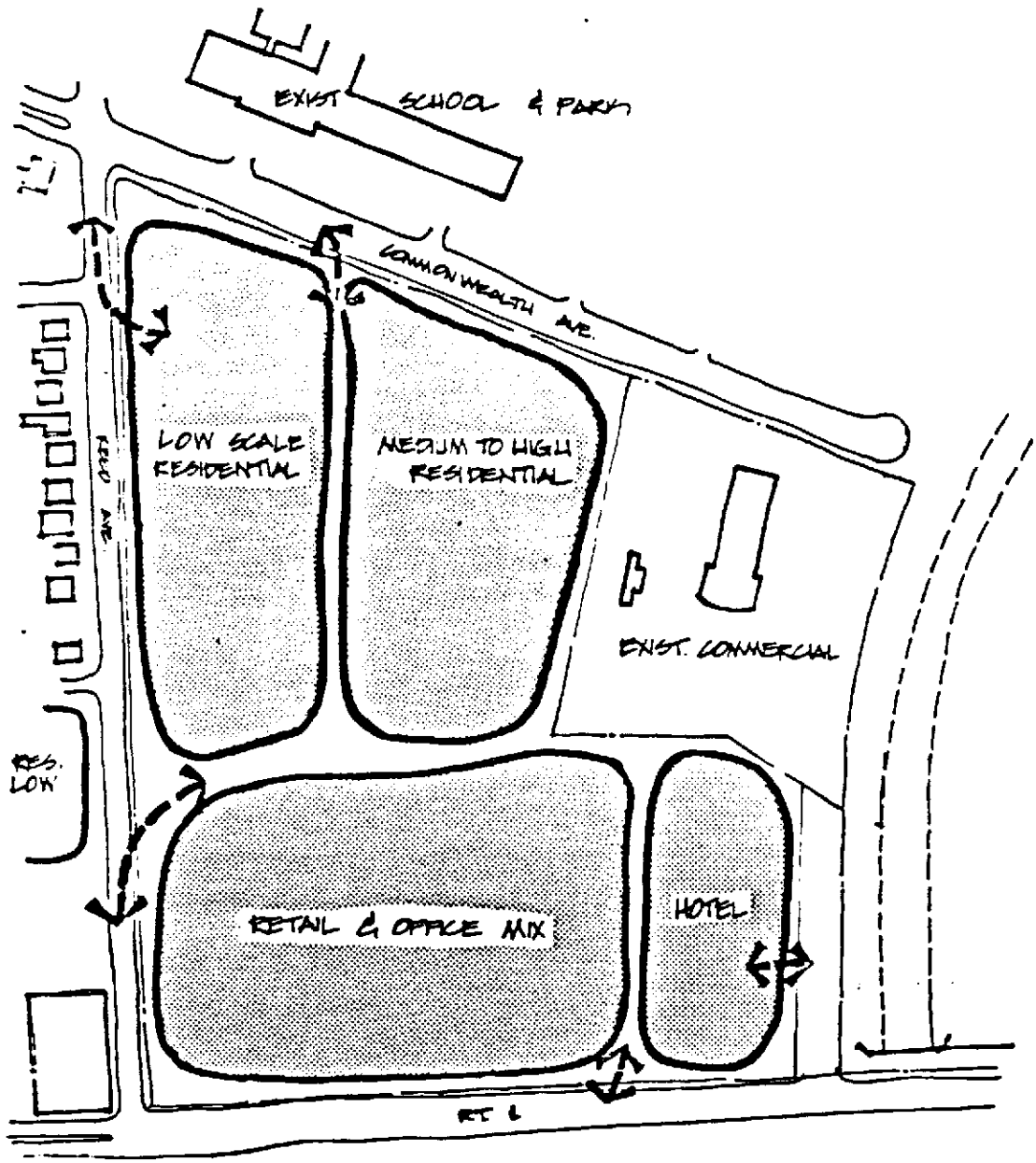
Map 22 shows ~~a land use concept for this site.~~ an illustration of the land use principles for this site.

To further encourage residential development on the Arlandria Center site and on the Route 1 Properties site and to improve the quality of recreational facilities in Arlandria it is recommended that the City develop a Master Recreational Improvement Plan for Four Mile Run Park. A master plan should be developed for this area that would reflect improved treatment of the drainage areas and Four Mile Run embankment. Natural areas should be retained, and community recreational needs, as well as any future growth or development changes adjacent to the park, should be provided for. The relationship of park functions and future park uses should be improved.

Connections to the park need to be enhanced and additional pedestrian access should be considered, where needed. The park provides a splendid opportunity for improving the relationship between passive and active use of the park and its adjacent uses. This should be studied in greater detail.

MAP 21

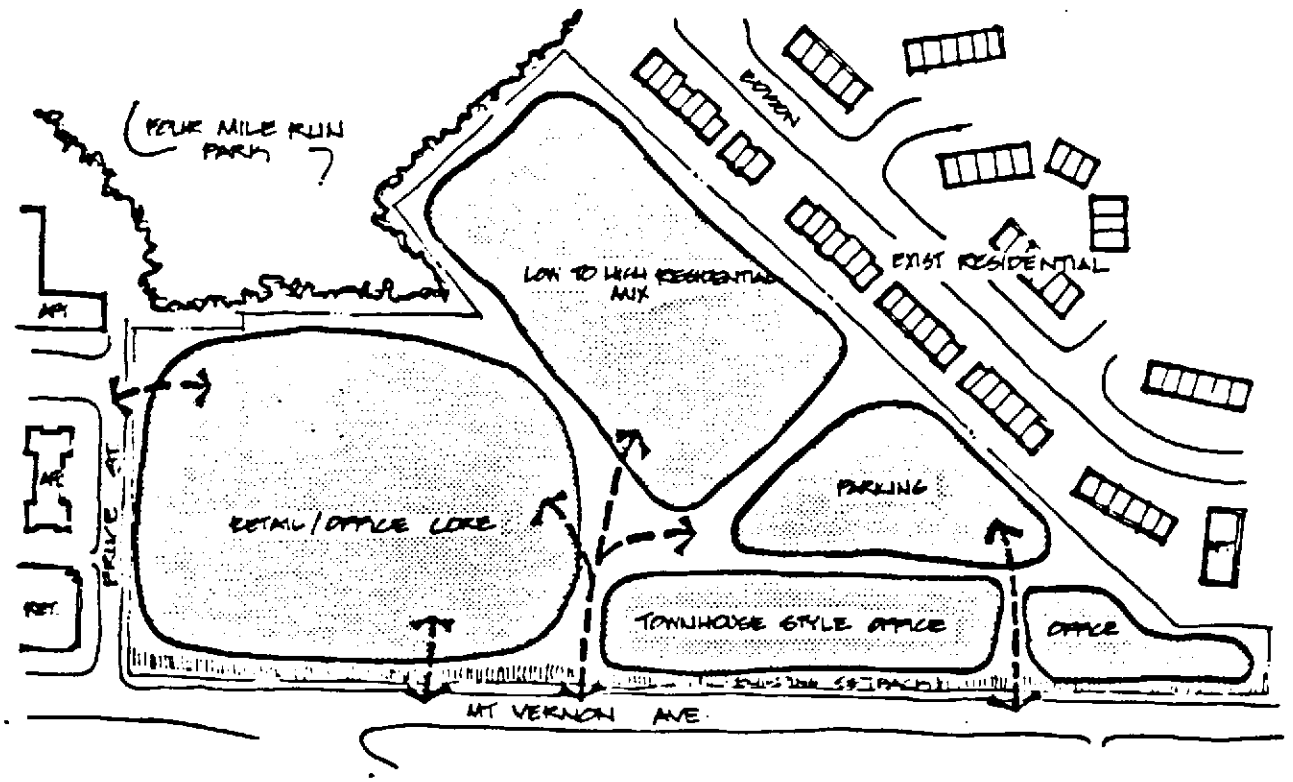
RT. ONE NORTH PROPERTIES _____ landuse concept



This sketch is an illustration of the land use guidelines

MAP 22

ARLANDRIA / BERKEY SITE — **landuse concept**



This sketch is an illustration of the land use guidelines

Pages 144-251, formerly included as part of this ordinance, pertain to the Old Town Small Area Plan and Addendum. The Old Town Small Area Plan and Addendum was separately adopted as an amendment to the 1974 Adopted Consolidated Master Plan of the City of Alexandria, Virginia, by Ordinance No. 3381, on May 31, 1989.

Helen Holleman
City Clerk

RESOLUTION
NO. MP 89-1

WHEREAS, under the Provisions of Section 9.05 of the City Charter, the City Planning Commission may adopt amendments in the Master Plan of the City and submit to the City Council such revisions in said plans as changing conditions may make necessary; and

WHEREAS, the Department of Planning and Community Development, as directed by City Council, has prepared the Fairlington/Bradlee Small Area Plan for adoption as an amendment to the 1974 Consolidated Master Plan of the City of Alexandria, Virginia, as amended; and

WHEREAS, a duly advertised public hearing on said small area plan was held on the 17th day of January, 1989 with all public testimony and written comment considered; and

WHEREAS, the Commission finds that:

1. The Department of Planning and Community Development has made comprehensive surveys and studies of the existing conditions, trends of future developments and probable future requirements of the City as a whole and of the geographical division of the City within said small area plan which the Commission ratifies and adopts; and

2. The said Plan should be amended as shown in the Fairlington/Bradlee Small Area Plan as Revised by the Planning Commission January 17, 1989; and

3. The said plan is necessary or desirable to guide and accomplish a coordinated, adjusted and harmonious development of the City and the geographical division thereof encompassed within said small area plan; and

4. The said small area plan shows the Commission's long range recommendations for the general development of the geographical division of the City encompassed therein; and

5. The said small area plan is generally consistent with the newly adopted Master Plan goals and objectives for the City for preserving neighborhoods and for directing economic growth to appropriate locations for the general welfare of the citizens of the City; and

6. Based on the foregoing findings and all other facts and circumstances of which the Commission may properly take notice in making and adopting a master plan for the City of Alexandria, adoption of the Fairlington/Bradlee Small Area Plan will, in

accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the residents of the City;

NOW, THEREFORE, BE IT RESOLVED by the Planning Commission of the City of Alexandria that:

1. The Fairlington/Bradlee Small Area Plan, as amended, comprised of the maps, plats, charts and descriptive matter attached hereto and incorporated by reference, is hereby adopted in its entirety as an amendment to the 1974 Consolidated Master Plan of the City of Alexandria, Virginia in accordance with Section 9.05 of the Charter of the City of Alexandria, Virginia; such Small Area Plan to supercede all text and references to the geographic division of the City known as Fairlington/Bradlee as may be contained in the 1974 Consolidated Master Plan.

2. This resolution shall be signed by the Chairman of the Commission and attested by its secretary, and a true copy of this resolution accompanied by the Fairlington/Bradlee Small Area Plan be forwarded and certified to the City Council.

ADOPTED THE 2ND DAY OF FEBRUARY, 1989.

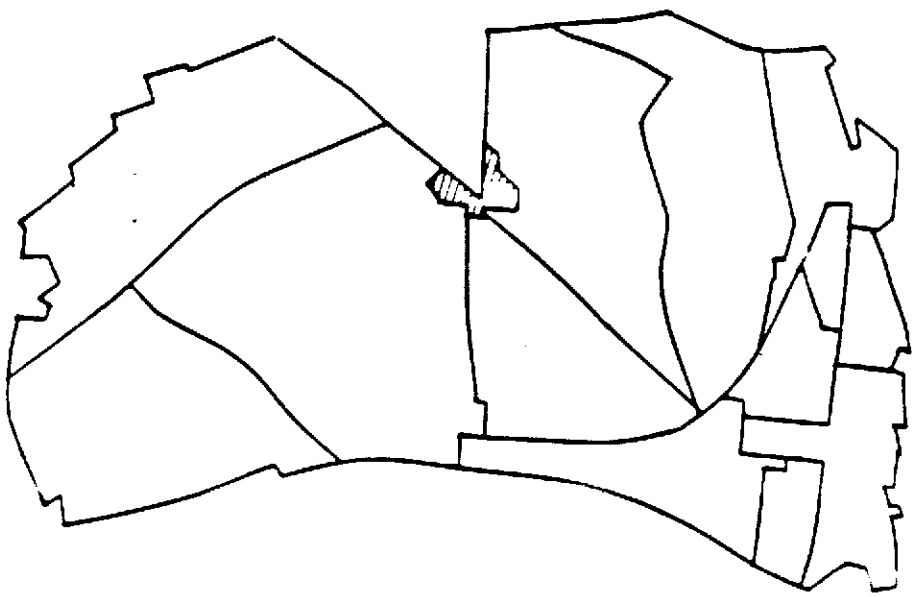
William B. Hurd, Sr., Vice Chairman

ATTEST:

Sheldon Lynn, Secretary

FAIRLINGTON / BRADLEE

SMALL AREA PLAN



DECEMBER 1987
REVISED

REVISED BY PLANNING COMMISSION JANUARY 17, 1989

Department of Planning and Community Development
City of Alexandria, Virginia

FAIRLINGTON / BRADLEE

SMALL AREA PLAN

Department of Planning and Community Development
City of Alexandria, Virginia

Staff:

Sheldon Lynn, Director

Larry Grossman, Chief
Comprehensive Planning

Principal Author:

Gregory Tate

Graphics:

Carla Childress

Allen Martin

DRAFT PROPOSED MASTER PLAN LAND USE CATEGORIES

CODE	CATEGORY	PURPOSE	USES	POSSIBLE HEIGHT (FEET)
RL	Residential Low	Single Family detached residential neighborhoods within a homogeneous area. Unless specified in a small area plan to include two family dwellings this land use category would exclude any residential other than single family detached units.	1 family dwellings except when 2 family noted in plan.	35
RM	Residential Medium	Townhouse and garden apartment residential neighborhoods.	Townhouses Garden Apartments	45
RH	Residential High	Mid-rise and high-rise residential areas	Mid-rise residential High-rise Residential	150
CL	Commercial Low	Low scale, low intensity neighborhood-oriented retail and commercial service uses, including townhouse offices compatible with adjacent or nearby low density residential.	Low intensity retail and service uses; townhouse scale office.	35-50
CG	Commercial General	Auto oriented low scale commercial retail uses normally located on arterial streets. This category includes neighborhood shopping centers and other clusters of auto oriented retail and service uses. It may include limited office uses, but is not an office center.	Auto oriented retail and service activities; shopping centers; limited office.	50
CD	Commercial Downtown	High density, limited height, specialized mix of retail, office, service, hotel, residential and civic functions located in Old Town and compatible with nearby Old Town residential housing.	Retail, office, service, hotel and residential activities within the central business area.	50

* Increased density with SUP.

CR	Commercial Regional	Large-scale region-serving shopping centers which primarily offer comparison shopper goods and which are accessible from regional highways.	Major retail centers serving a regional market.	150
OCM	Office/Commercial Medium	Medium density limited height office development which can be mixed with supporting retail, hotel and possibly residential uses.	Medium scale office, retail, service, hotel, residential; mix of uses desired;	77
OCH	Office/Commercial High	High density office centers located in development potential areas designated for high density. May include supporting retail, hotel and residential. Generally involves structured parking.	Large scale office, retail, service, hotel, residential; mix of uses desired; limited to high density development potential areas.	150*
SCL	Service/Commercial Low	Low intensity service and commercial uses including clean industry, warehousing, low scale office and other uses which are compatible with nearby medium density residential areas.	Low intensity service and commercial; low scale office and clean industrial uses compatible with medium density residential areas.	50
I	Service/Industrial	Sites for service, distribution, manufacturing, wholesale and internal and/or external storage facilities; limited office; flex space.	Service, distribution, manufacturing, wholesale and storage; limited office.	50
UT	Utilities/ Transportation	Regulated utility and transportation facilities whose change of use would require regional, State or Federal approval.	Utilities, transportation facilities	50

* Increased height or density with SUP.

CRMU	Commercial/Residential Mixed Use	To designate areas where development above a low density will contain a mix of uses which may include office, hotel, retail and residential, with a minimum of 40% residential; to insure lively, more attractive and more secure development areas.	Mixed use with at least 40 percent residential at medium or high densities; limited densities with no residential.	Medium 77 High 150
CDD	Coordinated/ Development District	To ensure that large sized designated growth areas, which, if developed would have a significant impact on the City, are developed in a planned coordinated manner under the guidance of the City's Master Plan and in accordance with the City's overall goals and objectives. The CDD designated sites are intended for mixed use development to include office, residential, retail and hotel with appropriate open space and recreational amenities to serve the project users and possibly residents citywide. CDD's are intended to encourage land assemblage and/or cooperation and joint planning where there are multiple owners in the CDD designated area. CDD's are intended to result in a higher quality of development with greater densities and amenities than what otherwise would be allowed if no overall plan were developed for the site. CDD's are intended to encourage joint planning between the City and the developer with the resultant consensus plan becoming the basis for zoning for the site. CDD plans are intended to be conceptual and flexible as to design yet be specific as to what land use, transportation and design principles are to guide plan implementation.	Large mixed use growth areas to be developed in accord with a comprehensive development plan.	150* determined by plan.
P	Parks, and Open Space	Active and passive open space and recreational facilifacilities for use by the general public; cemeteries.	Parks, facilities and open space, cemeteries.	35
INS	Institutional	Public and non-profit uses which serve the educational, social, spiritual, and health needs of the community.	Public facilities, private institutions, churches, schools.	50

*Increased height or density with SUP.

OVERVIEW OF THE FAIRLINGTON/BRADLEE PLANNING PROCESS

In response to a request from City Council, the Department of Planning undertook a planning exercise to update the Master Plan for the Fairlington/Bradlee area. A series of task force meetings were held from December 1986 through March 1987 with the purpose of reevaluating the Master Plan and recommending needed changes to City Council.

The Fairlington/Bradlee area is the predominantly commercial area located at or near the intersection of King Street (Route 7), Braddock Road, and Quaker Lane. (Map 1). The land use is predominantly retail and commercial services, with a small amount of office space (primarily medical) and a little housing. Most of the area is zoned C-2 which allows high density (FAR 3.0) development at heights of up to 150 feet.

While the area is zoned for intensive commercial use, the area has not yet experienced significant high density commercial activity. It is the concern of nearby neighborhoods that such uses could seek to locate in the area and to change the nature of the area that give emphasis to this study.

The major concerns ~~among residents are~~ EXPRESSED AT MEETINGS ON THE PLAN WERE:

1. how to relieve the perceived congestion at the King/Quaker/Braddock intersection,

2. how to maintain the low scale neighborhood-serving retail currently existing within the area, and

3. how to insure that new development will be in scale with nearby residential areas.

The Fairlington/Bradlee plan is intended to provide guidelines for implementing appropriate land use, zoning, transportation and urban design policies in the area. The recommendations made in this plan are a result of Planning staff analysis and issues and concerns raised by the Fairlington/Bradlee Area Task Force.

GOALS AND ~~OBJECTIVES~~ FOR THE AREA

The goal for the Fairlington/Bradlee area is to maintain and enhance the area's role as a center of commercial activity predominantly serving nearby residential areas.

OBJECTIVES:

The major objectives of the Fairlington Bradlee Plan are to:

1. To preserve and maintain neighborhood-serving retail currently existing within the area.

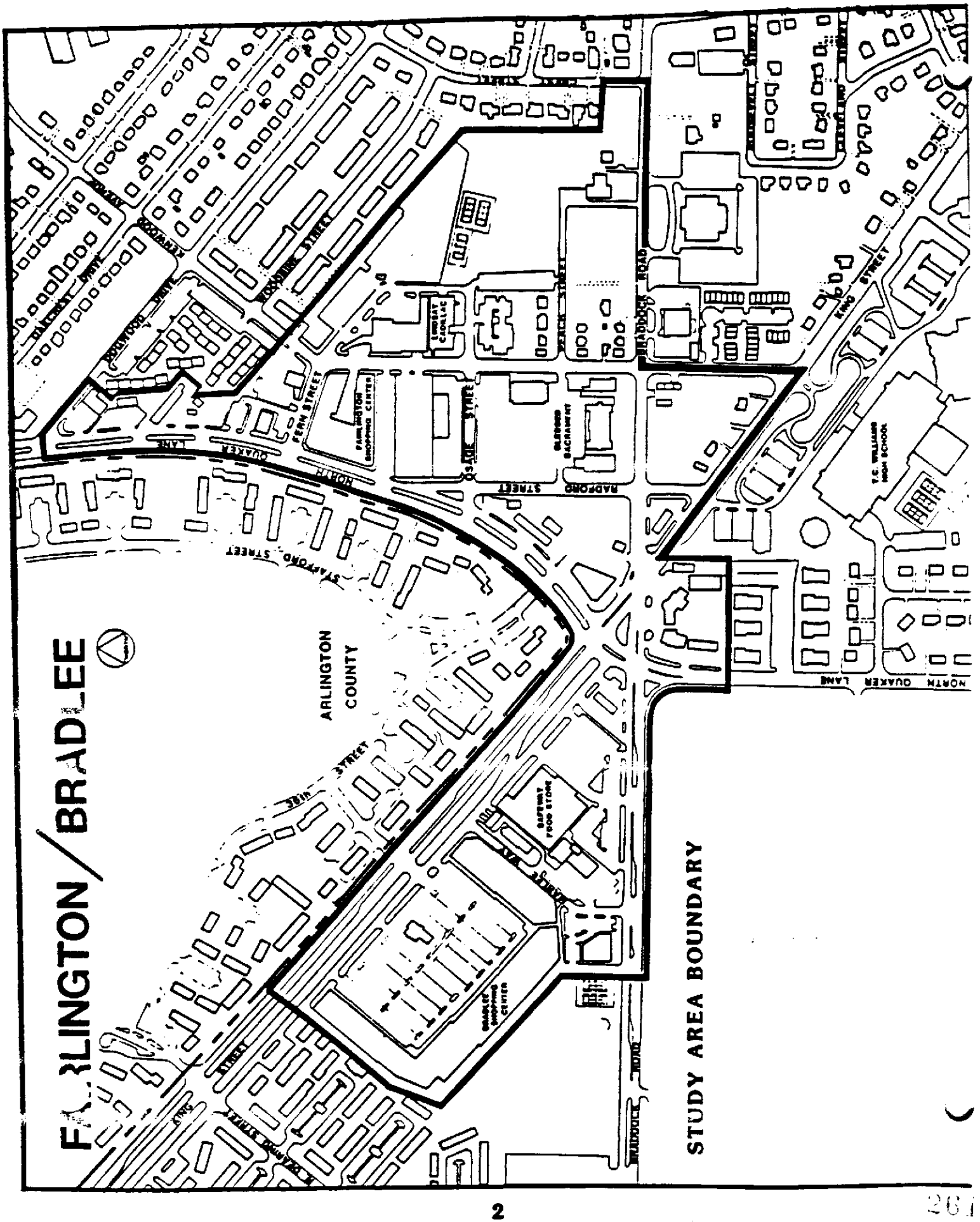
1. To preserve existing residential neighborhoods adjacent to the plan area and protect those areas from density increase and from congestion from development and redevelopment of land within the plan area.

2. To preserve and maintain the continued presence of neighborhood-serving retail currently existing in the area.

3. To ensure that commercial development be compatible with surrounding neighborhoods and in scale with existing commercial areas.

4. To improve traffic circulation in the area, consistent with attainment of other goals and objectives.

5. To improve the visual appearance of the area, consistent with sound principles of urban design.


ARLINGTON COUNTY
STUDY AREA BOUNDARY
WILSON BOULEVARD
NORTH QUAKER LANE
STAFFORD STREET
FERN STREET
RADFORD STREET
KING STREET
BRADDOCK ROAD
SAFEWAY FOOD STORE

2. To ensure that commercial redevelopment be compatible with surrounding neighborhoods and in scale with existing commercial areas.

3. To improve traffic circulation in the area, particularly in relieving the congestion at the King/Quaker/Braddock intersection.

4. To improve the visual appearance of the area.

MASTER PLAN RECOMMENDATIONS:

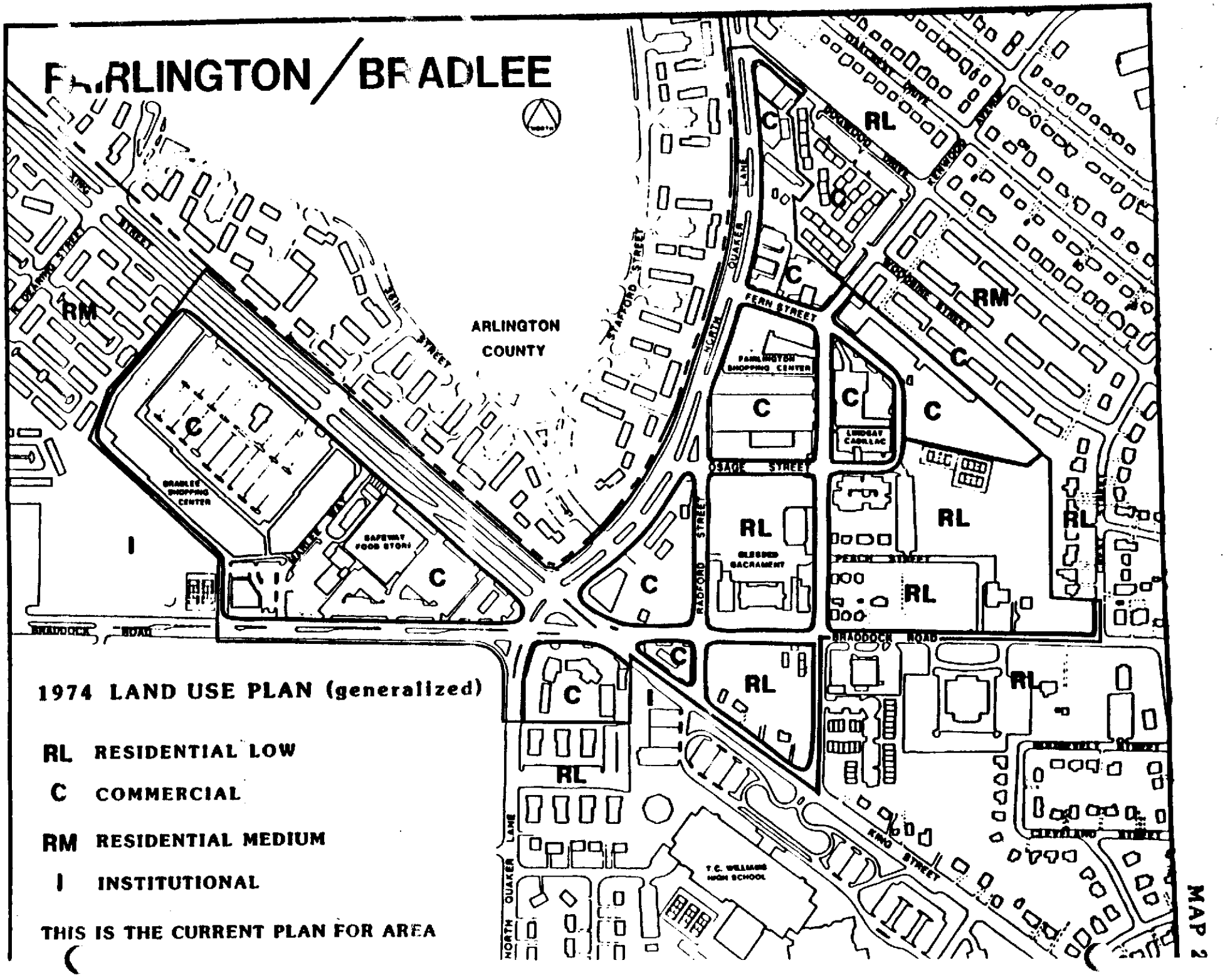
Both the Fairlington and Bradlee Shopping Centers have undergone major renovations recently, and Bradlee has expanded its retail offerings. The consensus of the neighborhood task force is that these centers are important to the surrounding residential neighborhoods, and should be preserved, and that steps be taken to insure that they are not replaced by out-of-scale, high density office development which could change the nature of the area.

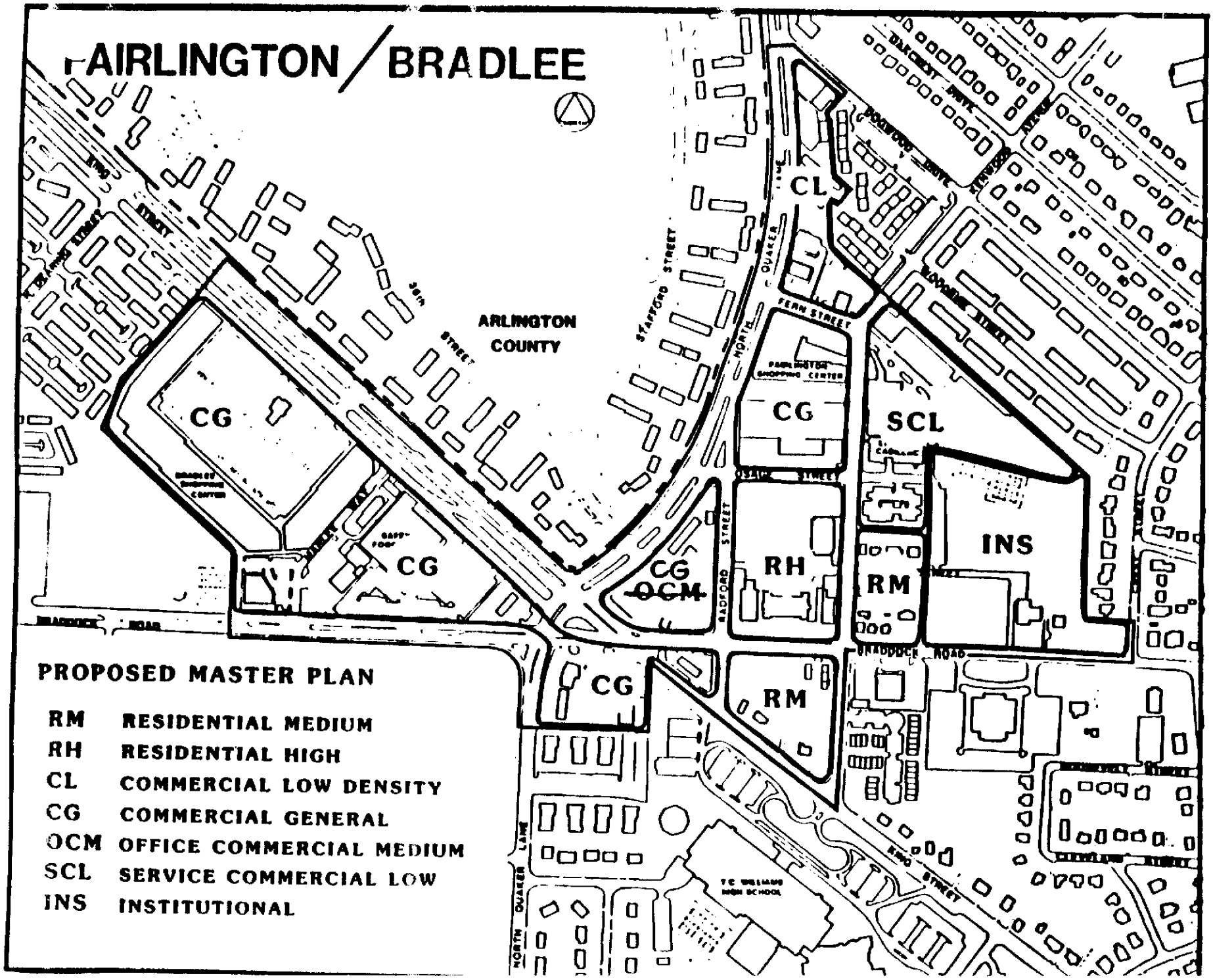
The task force reviewed the current (1974) land use plan for the area (Map 2) and concluded that the plan had to be refined to meet the goals for the area. In particular, the 1974 plan designates much of the area for commercial development, failing to distinguish between high density commercial office development, and low density, neighborhood-serving retail development of the kind that currently exists within the area. The proposed plan makes those distinctions (Map 3).

The Zoning Code allows nearly 2,000,000 square feet of office space to be developed in this area; this amount is clearly excessive for a neighborhood serving commercial center which is not one of the City's designated growth areas. Staff recommends that the total office space in the entire area not exceed 200,000 square feet, and that medium and high density office development be directed to the City's growth areas.

Plan Concept

The basic concept of the proposed Plan is to concentrate neighborhood serving commercial along King Street and North Quaker Lane, limiting both the extent of office development and the heights of buildings. Commercial development should not be allowed to spread to the east along Braddock Road beyond Radford Street where the residential neighborhood begins. The heights, density, and intensity of uses would be limited adjacent to residential neighborhoods.


ARLINGTON/BRADLEE
ARLINGTON COUNTY
1974 LAND USE PLAN (generalized)
RL RESIDENTIAL LOW
C COMMERCIAL
RM RESIDENTIAL MEDIUM
I INSTITUTIONAL
THIS IS THE CURRENT PLAN FOR AREA
MAP 2


ARLINGTON/BRADLEE
ARLINGTON COUNTY
CG
CG
CG
CG
OCM
CL
SCL
RH
RM
RM
INS
BRADDOCK ROAD
BRADDOCK ROAD
PROPOSED MASTER PLAN
RM RESIDENTIAL MEDIUM
RH RESIDENTIAL HIGH
CL COMMERCIAL LOW DENSITY
CG COMMERCIAL GENERAL
OCM OFFICE COMMERCIAL MEDIUM
SCL SERVICE COMMERCIAL LOW
INS INSTITUTIONAL

MAP

The plan proposes four new commercial categories which more accurately describe the kind of commercial development desired:

CL: Commercial Low Density
Low intensity retail and service uses: townhouse scale office; compatible with residential areas; mix of uses desired
3 1/2 stories

SCL: Service/Commercial Low
Low intensity service, low scale office and clean industrial uses compatible with residential areas; 1-4 stories

CG: Commercial General
AUTO ORIENTED ~~General highway~~ oriented retail and service activities

OCM: Medium scale office, retail, service, hotel, residential; mix of uses desired; 1-7 stories; primarily in growth areas

RECOMMENDED CHANGES TO THE MASTER PLAN (MAP 4)

1. From commercial to residential medium.

   These two areas are residential townhomes. The current commercial designation is inappropriate.

2. From residential low to institutional use.

   This area is shown as residential low. The site is currently owned by the Blessed Sacrament Church, is under construction for a new church and school facility and should be shown as institutional.

3. From residential low to residential medium.

   This area is residential low with single-family homes. The recommended change to residential medium would allow for redevelopment to townhomes and act as a transition from the proposed residential high to the west to the institutional use and low density residential to the east. The designation represents a compromise allowing existing single-family houses to remain but allows redevelopment to higher densities of residential.

4. From residential low to residential high

   This block is currently used as institutional, is zoned C-O and has been approved by Council for high density residential.

5. From residential low to residential medium.

This block is currently designated residential low for single-family housing but is being developed for townhouses. Residential medium is the appropriate designation.

6. From commercial to commercial general

These areas are designated commercial and are primarily retail and service oriented commercial. Designating these areas for commercial general will help to retain the strong retail base that now exists, and to discourage their redevelopment for excessive amounts of office.

7. From commercial to commercial low (CL)

This designation would allow small scale commercial activities at a density and height that is appropriate adjacent to residential.

8. From commercial to service commercial low (SCL)

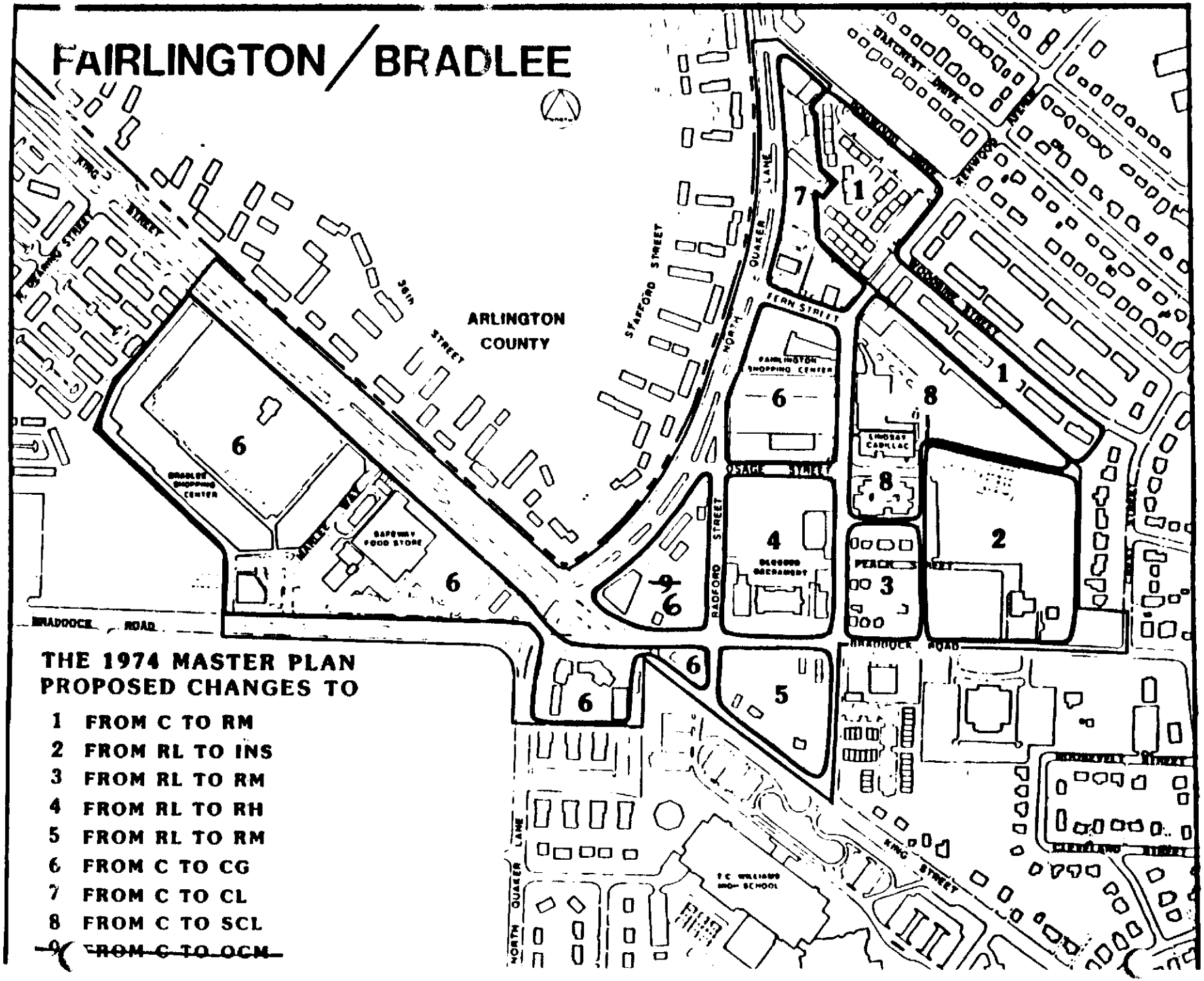
These areas are appropriate for mixed commercial and services, at low densities and heights that are compatible with nearby residential.

9. From commercial to office/commercial medium

This designation allows for the designation of a single tall landmark or "signature building" at this major intersection. The building should be no higher than 6-7 stories.

This designation will, in addition, accommodate the automobile sales and service uses on the two sites owned by Lindsay Cadillac Co. and anticipated to remain on these sites for the indefinite future and/or would permit limited office development on these sites.

FAIRLINGTON / BRADLEE



THE 1974 MASTER PLAN PROPOSED CHANGES TO

1 FROM C TO RM
2 FROM RL TO INS
3 FROM RL TO RM
4 FROM RL TO RH
5 FROM RL TO RM
6 FROM C TO CG
7 FROM C TO CL
8 FROM C TO SCL
~~9 FROM C TO OCM~~

MAP

ZONING RECOMMENDATIONS

The major recommendation of the study is to revise the existing C-2 commercial zone to allow for a differentiation between the commercial functions as called for in the master plan recommendations:

1. CL - low density, low scale commercial development compatible with nearby low-scale residential.

2. SCL - low intensity service and commercial; low scale office and clean industrial uses compatible with medium density residential areas; 1-4 stories.

3. CG - commercial general, retail/service centers with a limited amount of office development allowed.

4. OCM - ~~office/commercial medium, allows~~ medium densities ~~of office and commercial activities.~~

Currently, the commercial zoning allows development up to 150 feet in height and to a density of 3.0 which is not compatible with the small area plan goals (Map 5).

The portion of the townhouse development on Dogwood Drive west of Kenwood currently zoned C-2 should be rezoned to RM residential. The property is currently used for medium density residential uses, and it would be inappropriate for commercial development to extend into the residential area.

There was general support for the proposal that the residential properties between Kenwood and Radford from south of the Lindsay parking lot to Braddock Road should be rezoned from R-8 to R-8 to preserve the area in residential use, but to allow longer term redevelopment of the area at somewhat higher densities to serve as a transition zone from the higher density commercial and housing developments to the west to the low density residential areas to the east and northeast.

Recommendations:

A. Refer to the Zoning Task Force a study of how to create new commercial zones to preserve neighborhood serving retail areas and to limit high density office development on retail commercial sites.

(Proposed Zoning Changes - Map 6)

1. Rezone the portion of the townhouse development at Kenwood Avenue and Dogwood Drive from C-2 to a residential category. The C-2 commercial is inappropriate for a residential development.

2. Rezone the blocks between Osage Street, Kenwood Avenue and Braddock Road as shown on the attached map from R-8 to RB.
   This rezoning will allow the existing single-family houses to remain, but will allow for future development of townhouses.

3. Rezone the remainder of the block bounded by Kenwood, King, Radford and Braddock from R-8 to RB.

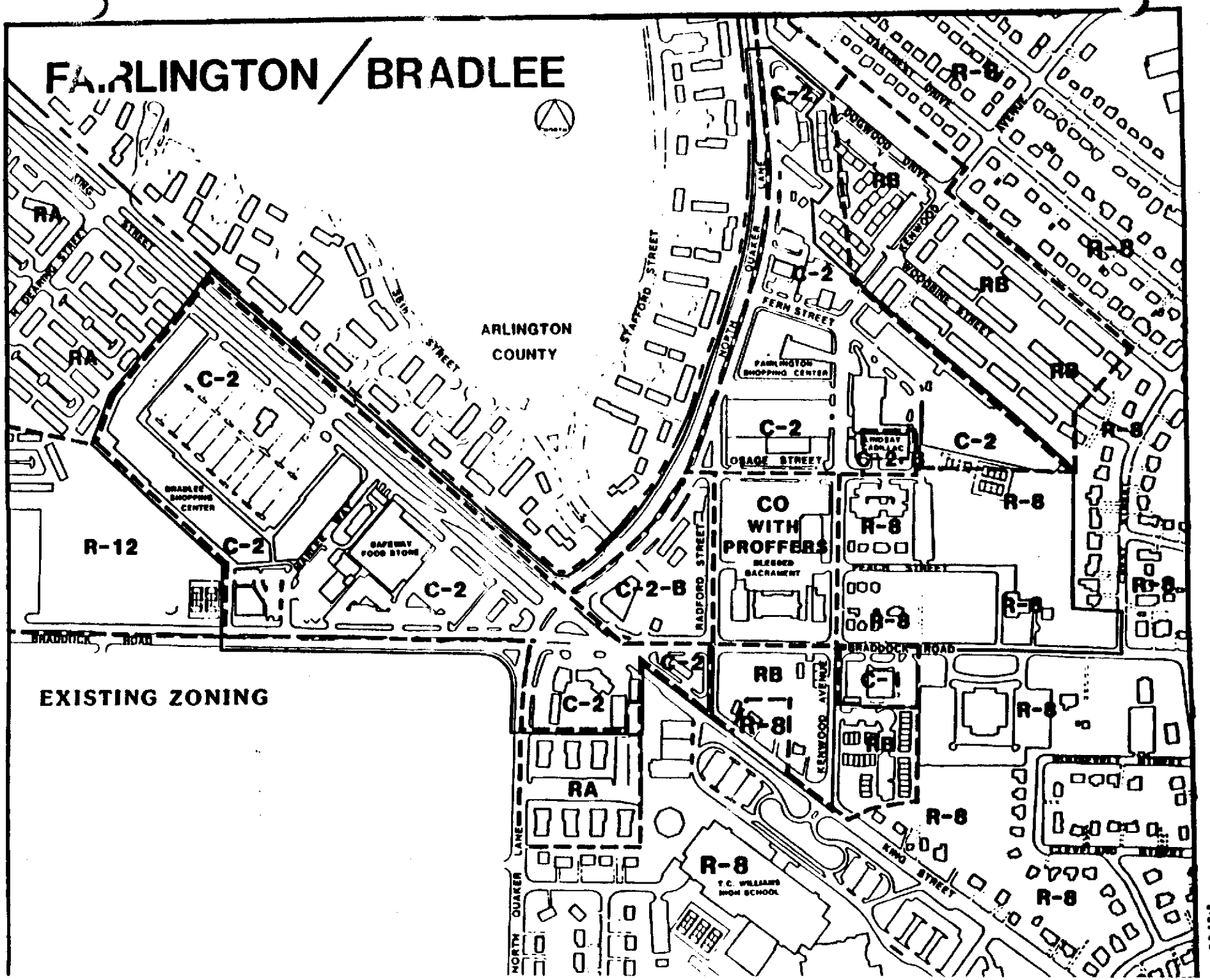
4. Rezone the Bradlee Shopping Center (including the gas station and the Safeway), the Fairlington Shopping Center, and the parcels at Braddock and King to a new zoning category consistent with the CG master Plan designation.
   The goal of the rezoning is to preserve important neighborhood retail facilities, to encourage new neighborhood serving retail, and to limit the extent of office development.

5. Rezone the Lindsay Cadillac properties to a new designation consistent with the SCL category.
   The goal of the rezoning is to reduce the height and intensity of uses allowable in this area while allowing provision of retail and service activities in a manner consistent with nearby residential areas.

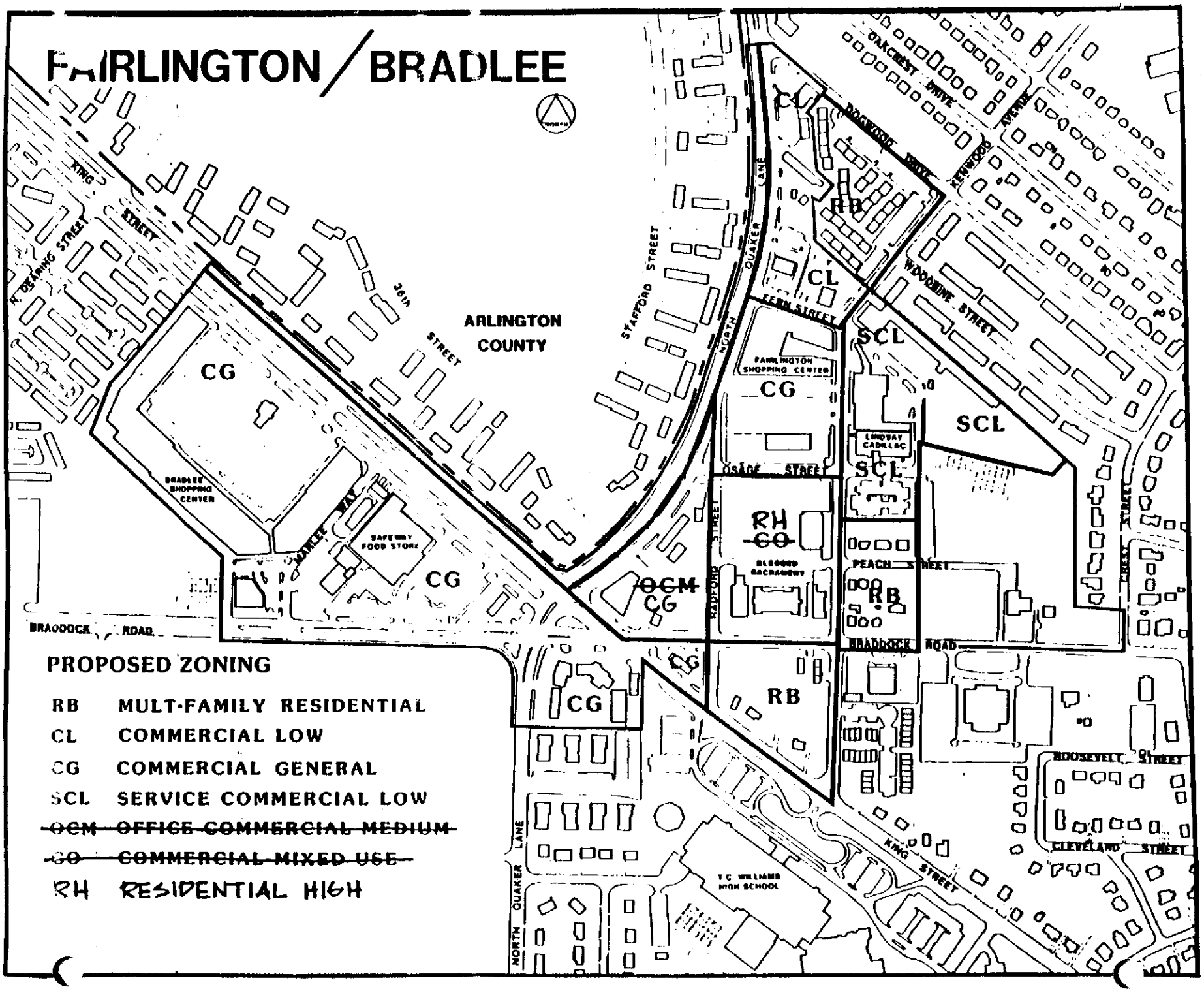
6. Rezone the properties along Quaker Lane between Fern and Dogwood to a new category consistent with the CL master plan designation.
   The goal of the rezoning is to restrict the height and density of development immediately adjacent to residential townhouses.

7. Rezone the block at King and Quaker from C-2 to a category consistent with ~~office/commercial medium. This rezoning would allow a single moderately high landmark building at this busy intersection.~~

COMMERCIAL GENERAL. THIS REZONING IS CONSISTENT WITH EXISTING USES AND LIMIT OFFICE DEVELOPMENT AT A SITE THAT HAS POOR ACCESS.


FAIRLINGTON/BRADLEE
ARLINGTON COUNTY
EXISTING ZONING
RA
R-12
R-8
RB
C-2
C-2-B
CO WITH PROFFERS
BRADDOCK ROAD
WILKINSON STREET
STAFFORD STREET
NORTH QUAKER LANE
FERN STREET
OSAGE STREET
PEACH STREET
KING STREET
RADFORD STREET
KENWOOD AVENUE
ROCKWOOD DRIVE
HONEYSUCKLE STREET
BRADLEE SHOPPING CENTER
SAFEWAY FOOD STORE
FAIRLINGTON SHOPPING CENTER
T.C. WILLIAMS HIGH SCHOOL
BLESSED SACRAMENT

MAP

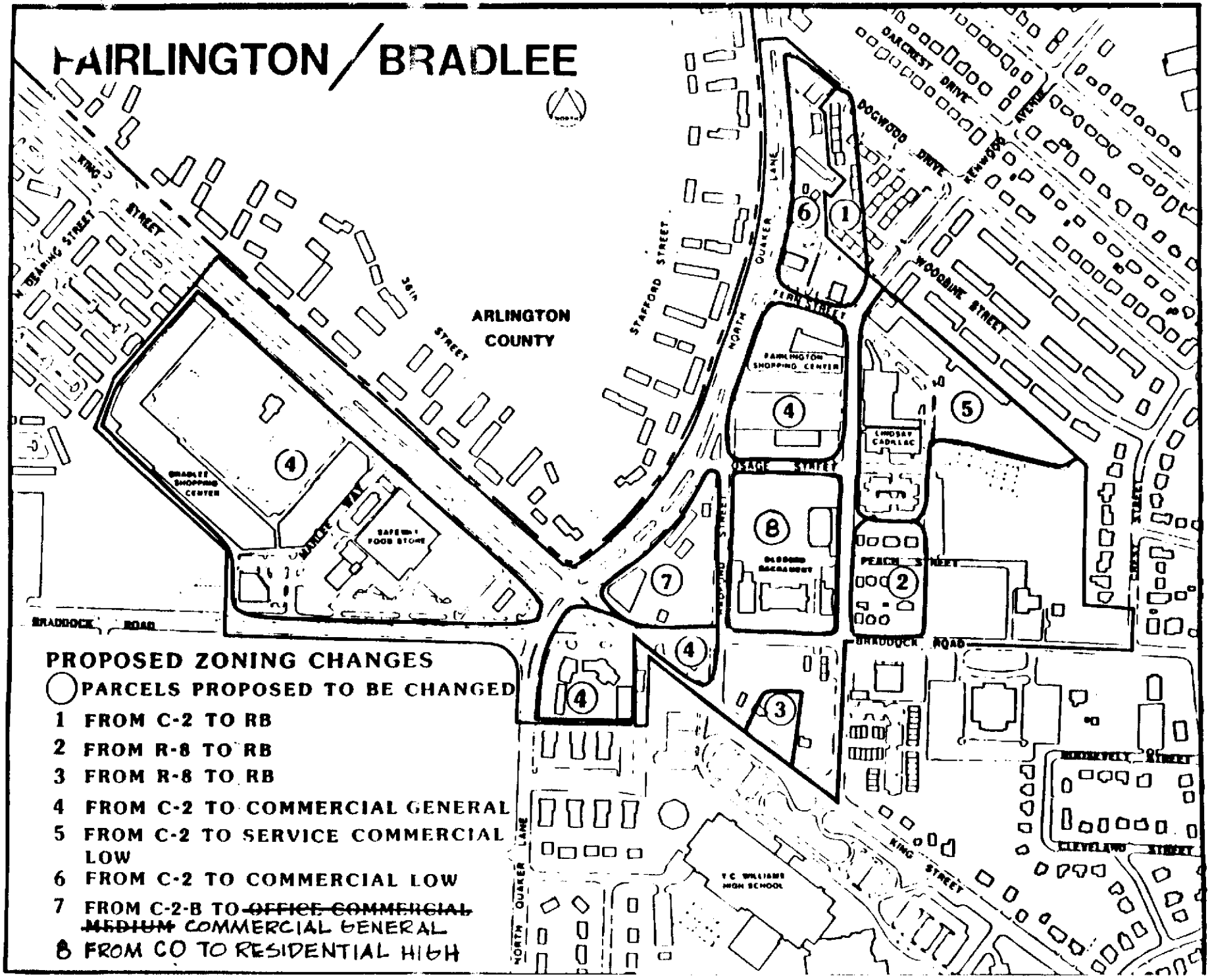


12A

271

MAP 6A

FAIRLINGTON / BRADLEE



12B

MAP 6B

HEIGHT LIMITS

There was a consensus that the allowable heights in the area are ›o high (Map 7). Allowable heights of the 150 feet were felt to ₴ inappropriate both in terms of their relationship to nearby residential areas, and in terms of the kind of neighborhood-serving commercial that is desired in the Bradlee/Fairlington area. Heights of 150 feet are appropriate to high intensity commercial centers such as are found in the Eisenhower Valley and parts of the west end, but inappropriate for this small business complex in the center of low scale residential neighborhoods.

Therefore, it was deemed appropriate to limit heights to 50 feet in the commercial areas to maintain the generally low scale of the area with the possibility of a single taller landmark building of up to 77 feet adjacent to the housing site approved for up to 66 feet. Because this area has not been designated a growth area, significantly greater heights are not appropriate in this location.

RECOMMENDATION

1. That City Council refer to the Planning Commission a study of the desirability of a height district for the Bradlee/Fairlington area with a height limit of 50 and 77 feet (Map 8).