

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:

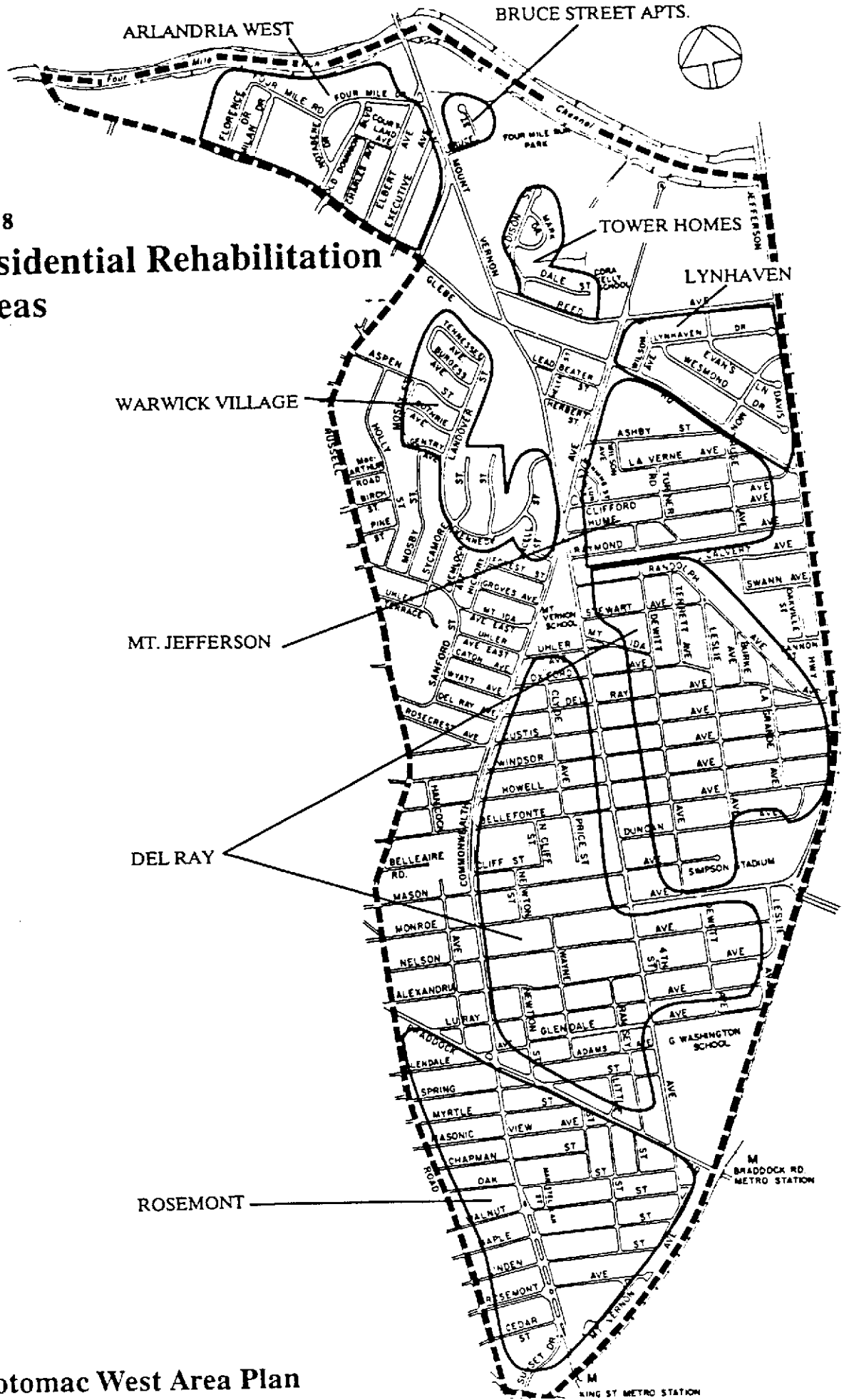
- o preserving and strengthening existing neighborhoods and creating housing opportunities for a range of household incomes
- o encouraging commercial revitalization and business development along Mt. Vernon Avenue
- o focusing of potential development or redevelopment at limited select locations
- o 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 1 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.

Map 8  
**Residential Rehabilitation  
 Areas**



Map 9

# Commercial Revitalization 1980-1987

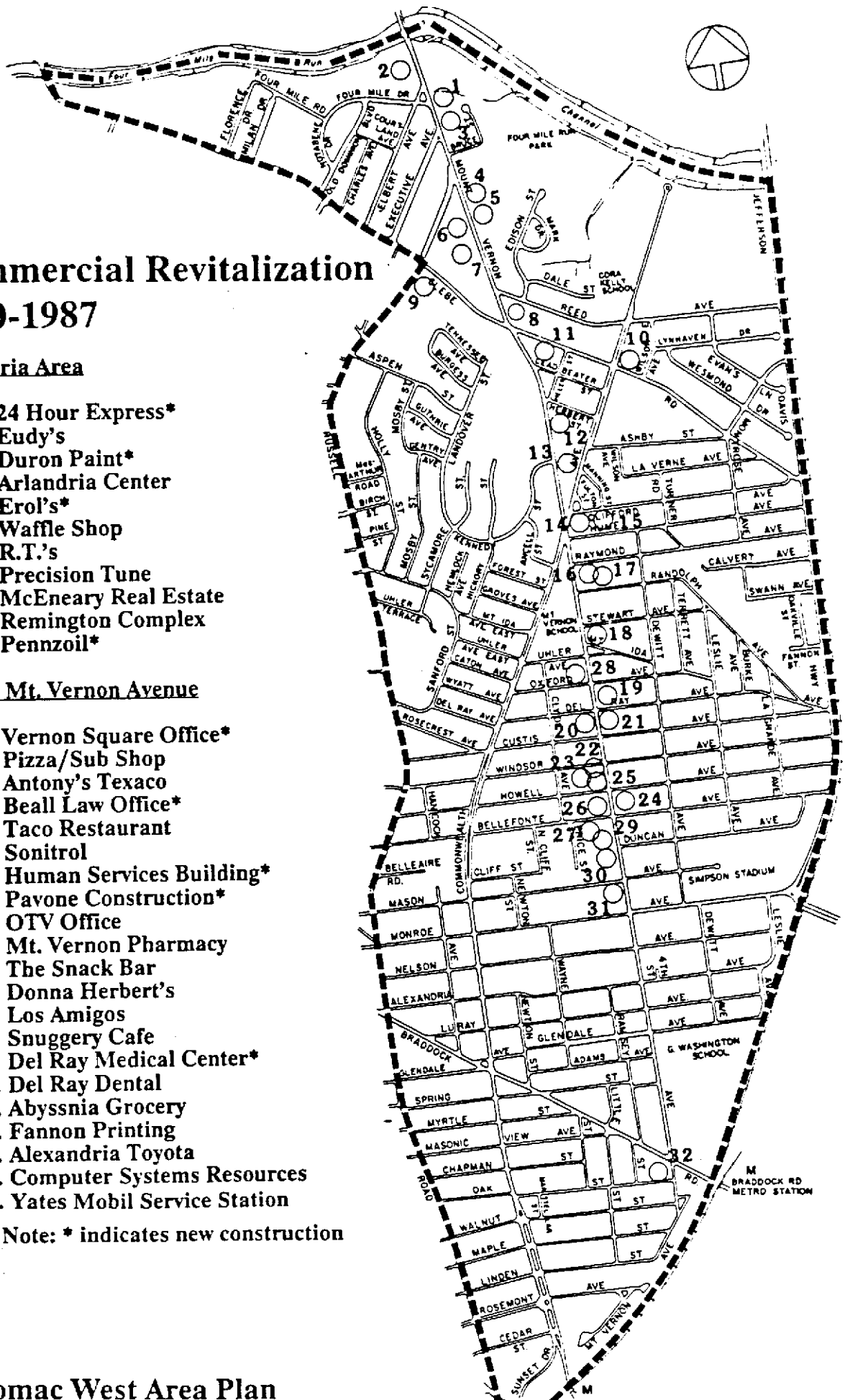
## Arlandria Area

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. McEnery 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

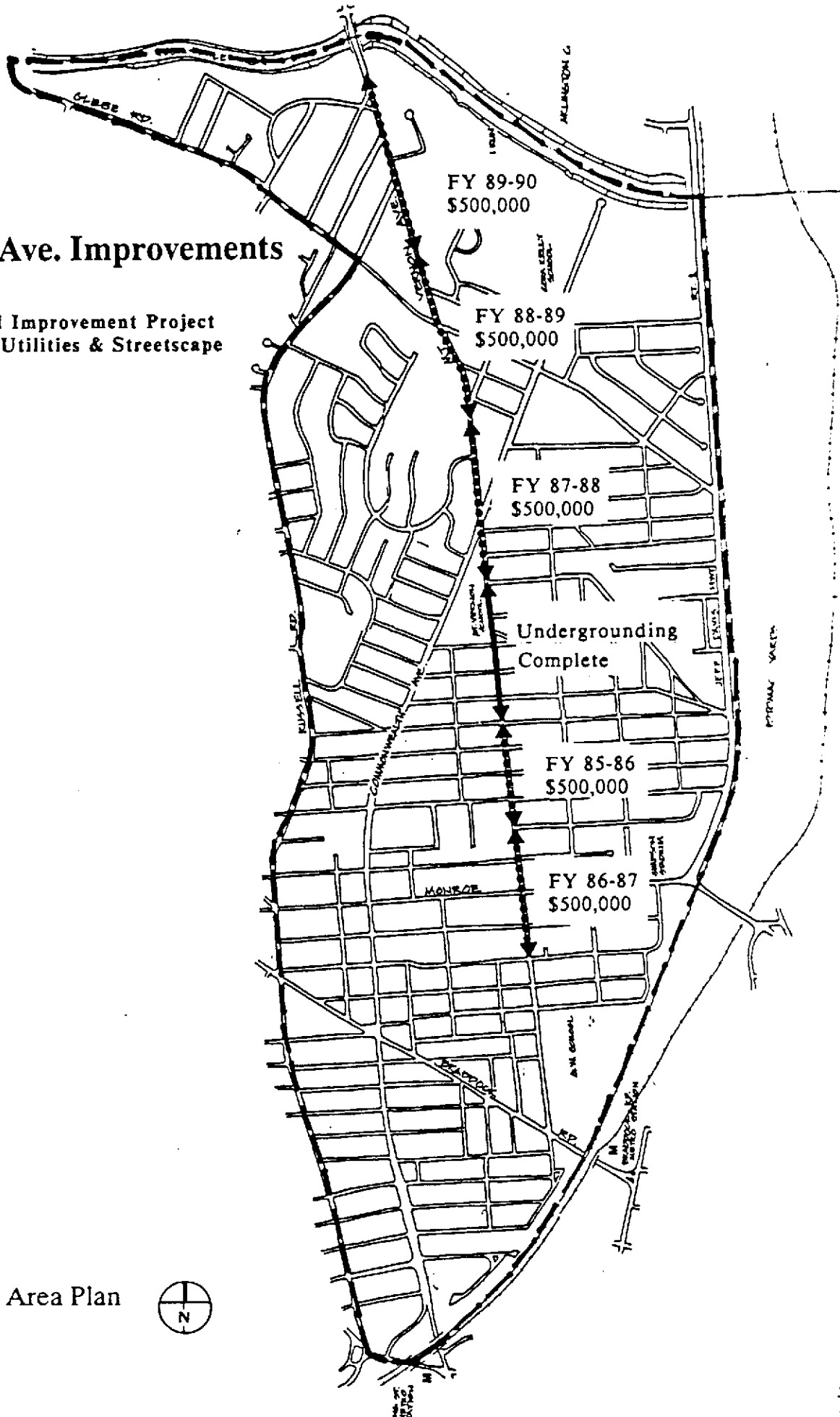
Note: \* indicates new construction



Map 10

# Mt. Vernon Ave. Improvements

1974-1990 Capital Improvement Project  
for Underground Utilities & Streetscape



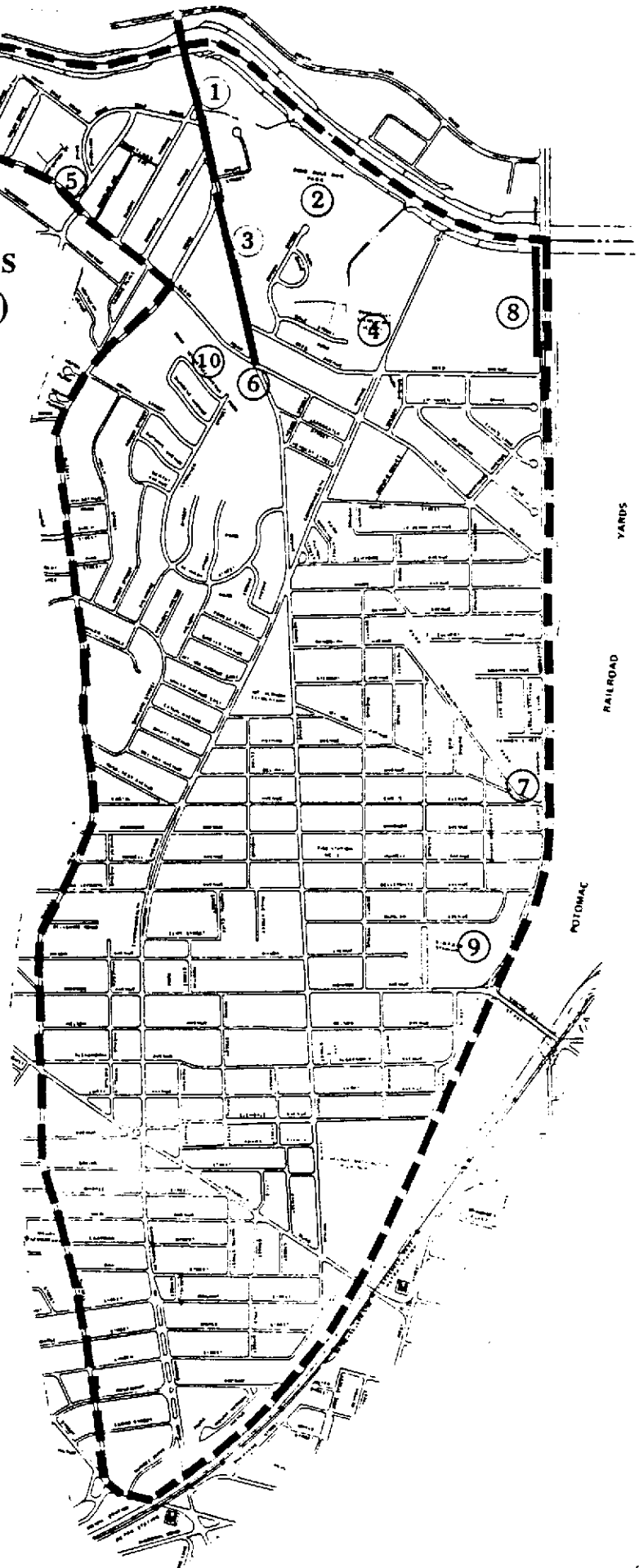
Potomac West Area Plan



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



Potomac West Area Plan



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 1 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
- 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 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 Arandria Center site and the Route 1 Properties.

The Arandria 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.

# **GOALS AND RECOMMENDATIONS**

## GOALS AND OBJECTIVES

The goals of the 1988 Potomac West Plan are to:

- o to preserve and strengthen the residential area in Potomac West
- o revitalize and support neighborhood oriented, small scale retail and office development
- o to preserve existing concentrations of industrial uses and the job base these uses provide
- o to encourage coordinated mixed use development on the Arandria Center and Route 1 Properties sites
- o discourage the use of streets in Potomac West for through traffic
- o provide for the use of effective buffer areas between residential sites and adjacent higher-density and non-residential uses
- o require any new residential development to be of the same scale and density as the surrounding residential neighborhood
- o discourage the development of major office and commercial sites within Potomac West
- o encourage the consolidation and revitalization of commercial areas that serve the Potomac West neighborhood, particularly along Mt. Vernon Avenue

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 Arandria Center and the Route 1 sites
- o increase and coordinate public transportation services 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 CLS designation or commercial service 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 use permit 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 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.

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

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 may be considered as a CDD in the future.

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 school, 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.

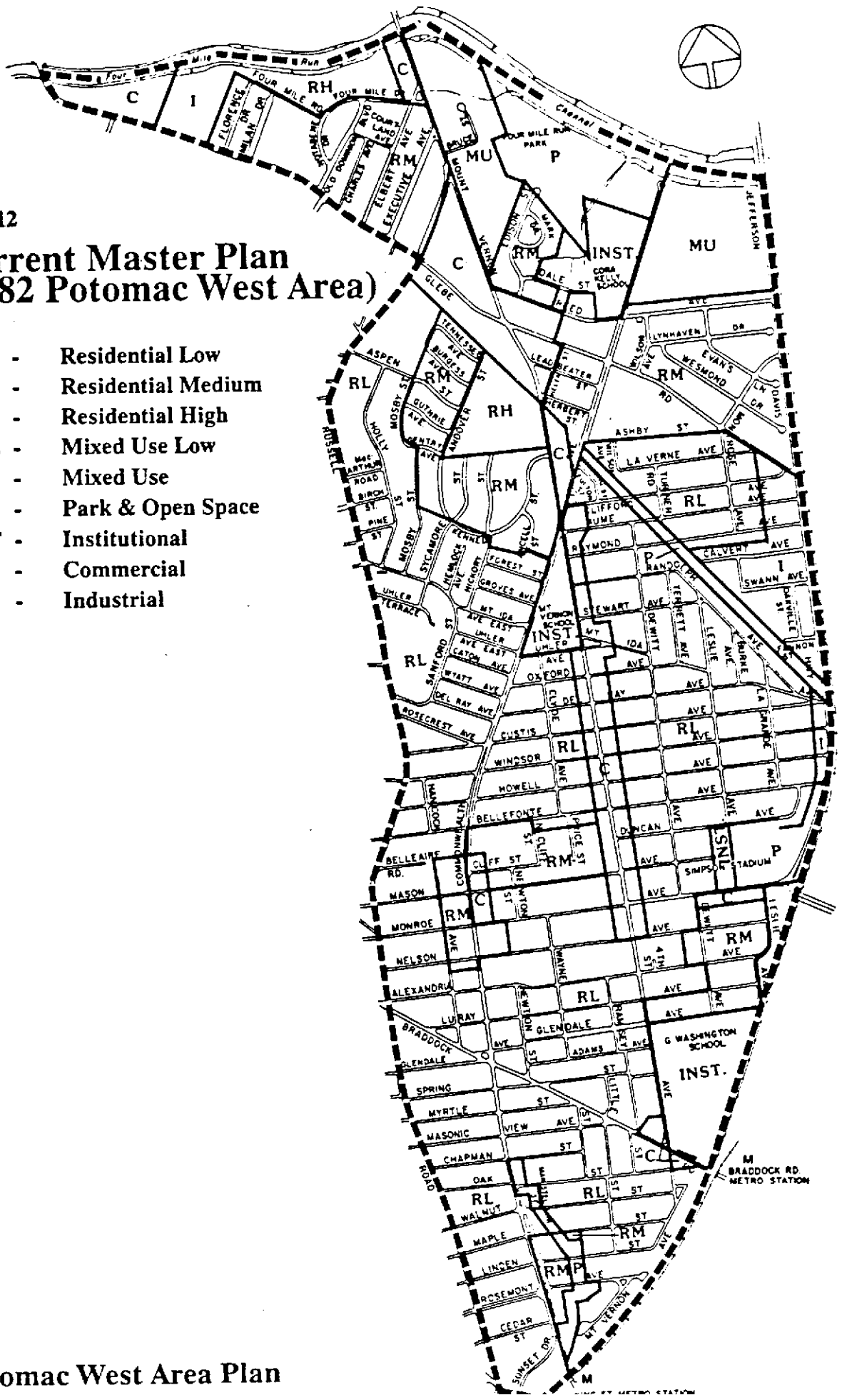
A park-like entrance and improved portal into the community should be created at Reed Avenue. A connection should be built between the Wayne Anderson and W & OD bike trail.

Map 15 shows the Proposed Land Use Plan.

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

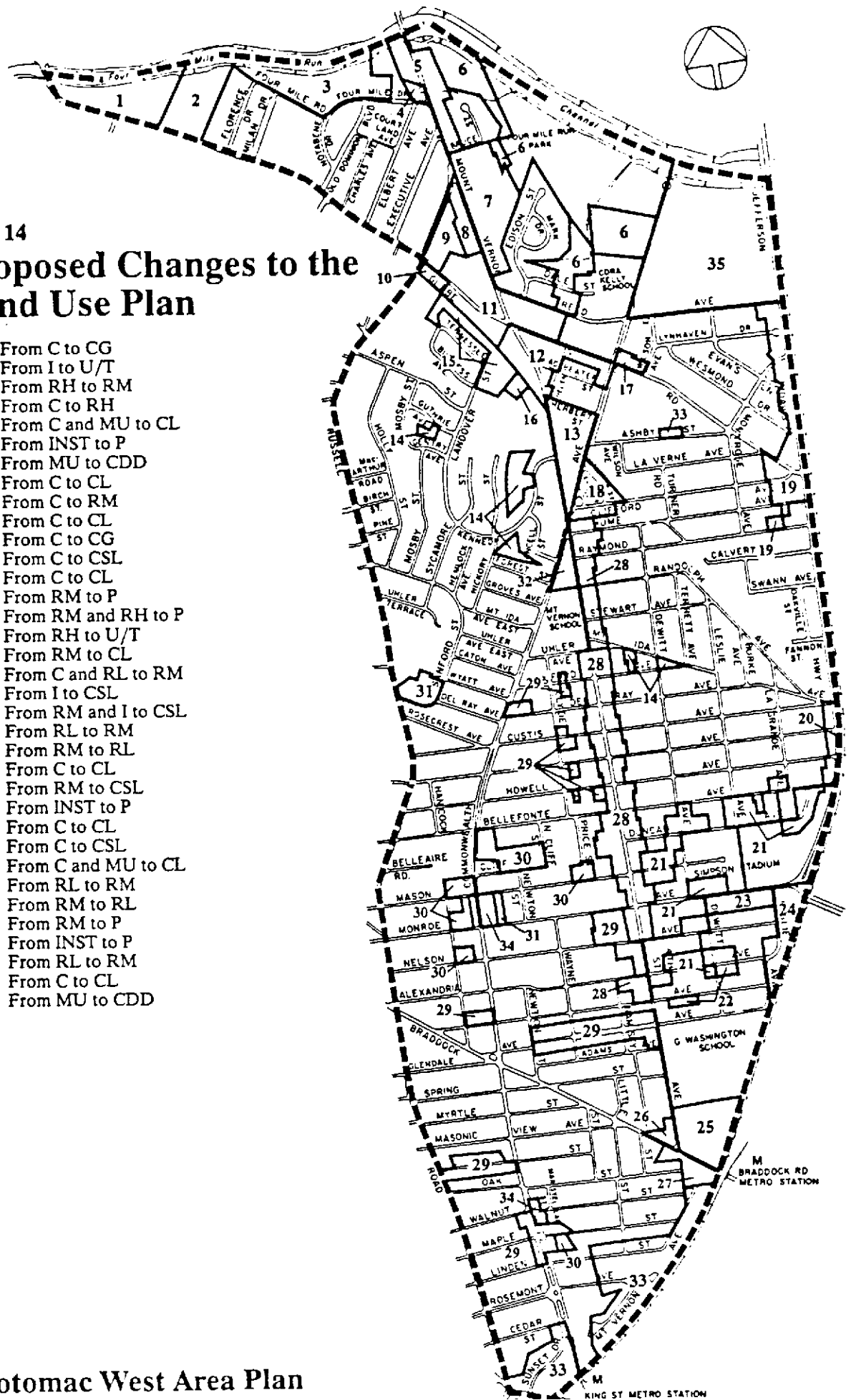




Map 14

# Proposed Changes to the Land Use Plan

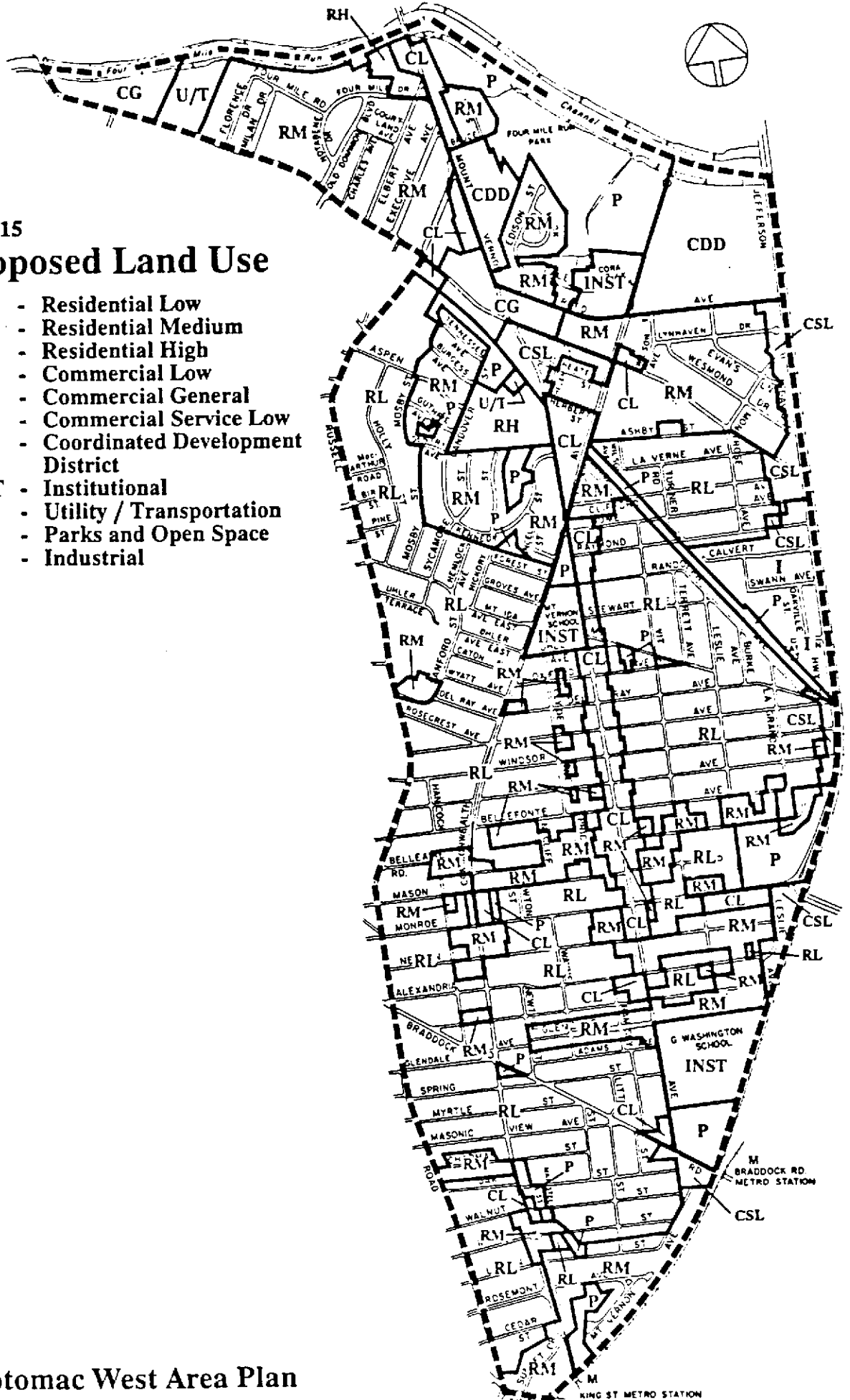
1. From C to CG
2. From I to U/T
3. From RH to RM
4. From C to RH
5. From C and MU to CL
6. From INST to P
7. From MU to CDD
8. From C to CL
9. From C to RM
10. From C to CL
11. From C to CG
12. From C to CSL
13. From C to CL
14. From RM to P
15. From RM and RH to P
16. From RH to U/T
17. From RM to CL
18. From C and RL to RM
19. From I to CSL
20. From RM and I to CSL
21. From RL to RM
22. From RM to RL
23. From C to CL
24. From RM to CSL
25. From INST to P
26. From C to CL
27. From C to CSL
28. From C and MU to CL
29. From RL to RM
30. From RM to RL
31. From RM to P
32. From INST to P
33. From RL to RM
34. From C to CL
35. From MU to CDD



Map 15

# Proposed Land Use

- RL - Residential Low
- RM - Residential Medium
- RH - Residential High
- CL - Commercial Low
- CG - Commercial General
- CSL - Commercial Service Low
- CDD - Coordinated Development District
- INST - Institutional
- U/T - Utility / Transportation
- P - Parks and Open Space
- I - Industrial



## Proposed Changes to the Land Use Plan

1. From Commercial to Commercial General

The change to Commercial General is more appropriate for these auto oriented retail uses including a Pizza Hut and a 7/11 store.

2. From Industrial to Utility/Transportation

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

3. From Residential High to Residential Medium

This medium density residential designation reflects the character of the existing and surrounding residential development.

4. From Commercial to Residential High

This is a residential site, and the proposed land use plan should reflect the desire to maintain the residential use.

5. From Commercial and Mixed Use 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.

6. Institutional to Park and Open Space

This area includes the parts of Four Mile Run Park not already designated park and recreational facilities including ball fields located next to Cora Kelly School. The recommended change more accurately reflects existing uses.

7. 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.

8. 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.

9. From Commercial to Residential Medium

This is a residential area that was shown as commercial in the existing plan. A goal of the Potomac West plan is to preserve existing residential areas. The designation to a residential land use reflects this goal.

10. 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.
11. From Commercial to Commercial General  
This area along the corner of Glebe Road and Mt. Vernon Avenue includes the Food Barn site, Ray Burnettes Volkswagen, Murrays Steak and McDonalds. The Commercial General designation reflects the retail nature of this area.
12. From Commercial to Commercial Service 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.
13. 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.
14. From Residential Medium to Park  
The Park designation reflects the existing park use.
15. From Residential Medium and Residential High 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.
16. From Residential High to Utility/Transportation  
This designation reflects the existing use.
17. From Residential Medium 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.
18. Commercial and Residential Low to Residential Medium  
The proposed designation reflects the existing use.
19. From Industrial to Commercial Service Low  
The CSL 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.

20. From Residential Medium and Industrial to Commercial Service 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.
21. From Residential Low to Residential Medium  
A goal of the Potomac West plan is to maintain existing residential densities. This designation reflects the existing medium density residential use.
22. From Residential Medium to Residential Low  
This designation reflects the existing low density residential uses.
23. From Commercial to Commercial Low  
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 small offices and would restrict major office development. Fast foods and auto related uses are not permitted.
24. From Residential Medium to Commercial Service 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.
25. From Institutional to Park and Open Space  
This is the George Washington School ballfield.
26. 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.
27. From Commercial to Commercial Service Low  
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.
28. From Mixed Use and Commercial 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.
29. From Residential Low to Residential Medium  
This designation reflects the existing density of development.

30. From Residential Medium to Residential Low

This designation reflects the existing density of development.

31. From Residential Medium to Park

This designation reflects the existing park use.

32. From Institutional to Park and Open Space

This is the Mt. Vernon School ballfield.

33. From Residential Low to Residential Medium

This designation reflects the existing density of development.

34. From Commercial to Commercial Low

These two areas are low scale commercial along Monroe Avenue. The proposed use designation is more appropriate for these uses and would insure continued low scale commercial use of these properties.

35. 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.

## 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.

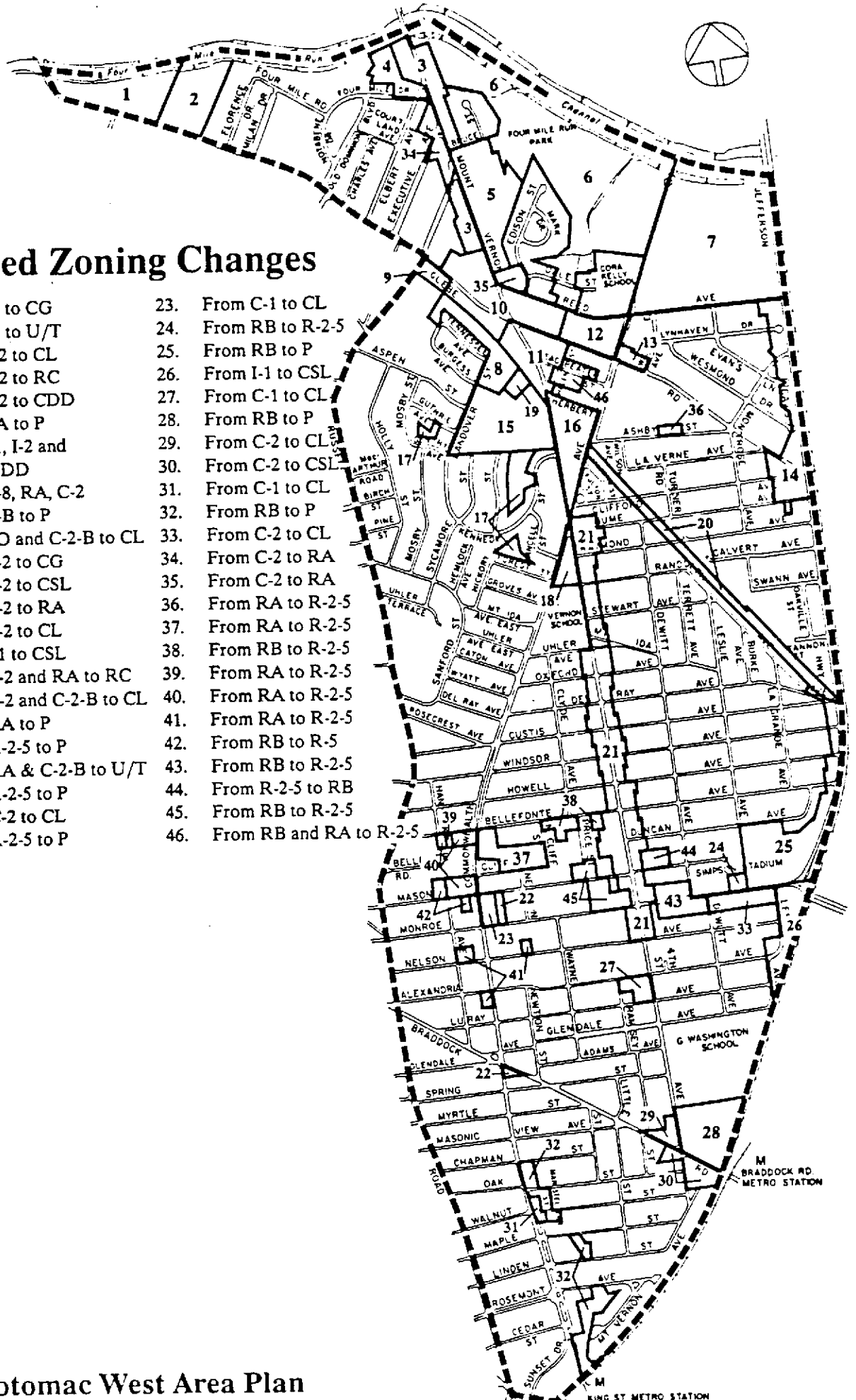
### Proposed Changes to Zoning Map

1. Rezone from I-1 to new zone consistent with the Master Plan Commercial General designation (CG).  
  
Low scale general commercial is the current use of the property and the commercial general 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/T).  
  
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 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 Arandria 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.)
6. Rezone from RA to a new zone consistent with the Master Plan Park and Open Space designation (P).  
  
This area includes Four Mile Run Park and recreational facilities associated with Cora Kelly School. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.

Map 16

Proposed Zoning Changes

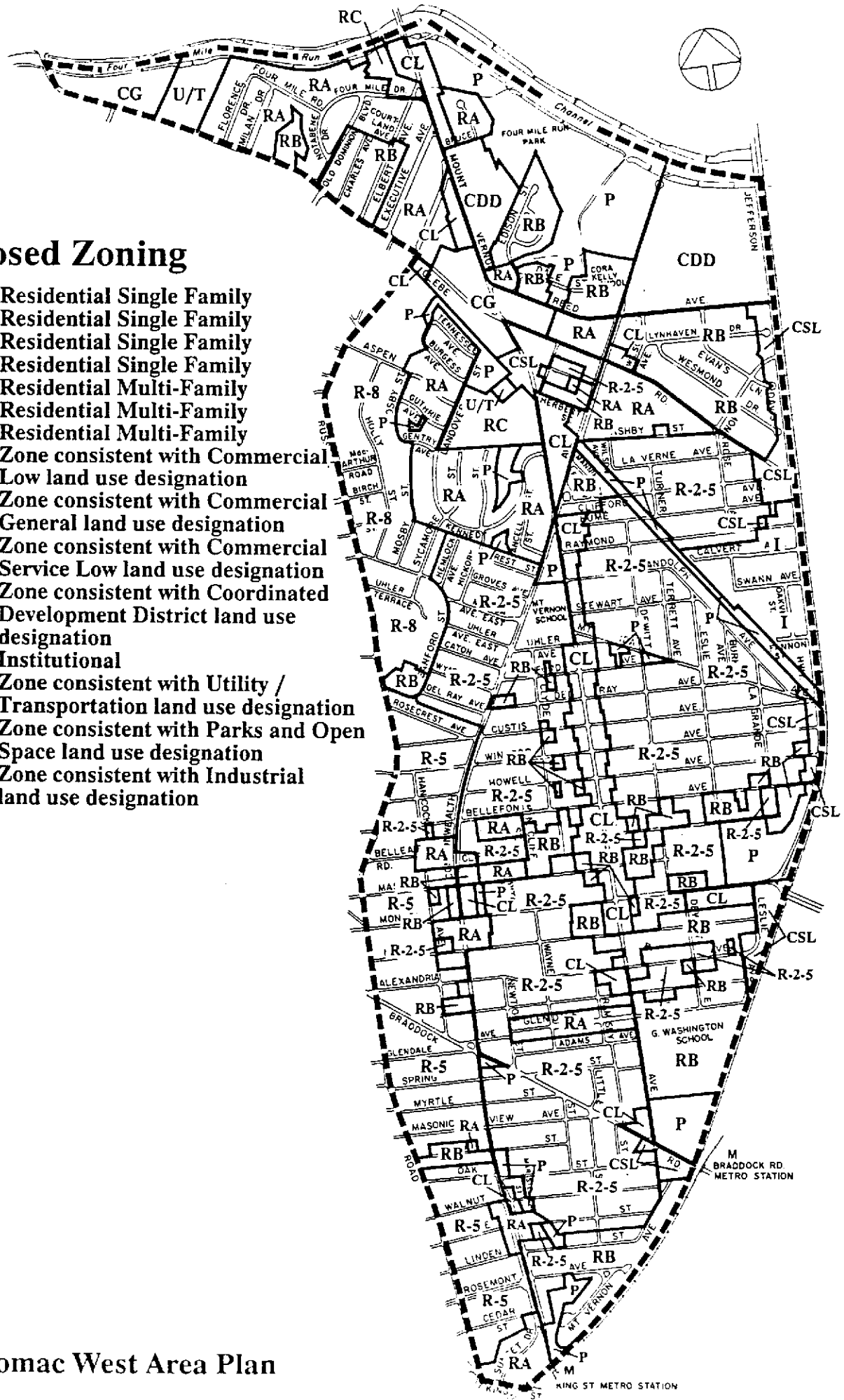
- |                                     |                             |
|-------------------------------------|-----------------------------|
| 1. From I-1 to CG                   | 23. From C-1 to CL          |
| 2. From I-1 to U/T                  | 24. From RB to R-2-5        |
| 3. From C-2 to CL                   | 25. From RB to P            |
| 4. From C-2 to RC                   | 26. From I-1 to CSL         |
| 5. From C-2 to CDD                  | 27. From C-1 to CL          |
| 6. From RA to P                     | 28. From RB to P            |
| 7. From I-1, I-2 and RD to CDD      | 29. From C-2 to CL          |
| 8. From R-8, RA, C-2 and C-2-B to P | 30. From C-2 to CSL         |
| 9. From CO and C-2-B to CL          | 31. From C-1 to CL          |
| 10. From C-2 to CG                  | 32. From RB to P            |
| 11. From C-2 to CSL                 | 33. From C-2 to CL          |
| 12. From C-2 to RA                  | 34. From C-2 to RA          |
| 13. From C-2 to CL                  | 35. From C-2 to RA          |
| 14. From I-1 to CSL                 | 36. From RA to R-2-5        |
| 15. From C-2 and RA to RC           | 37. From RA to R-2-5        |
| 16. From C-2 and C-2-B to CL        | 38. From RB to R-2-5        |
| 17. From RA to P                    | 39. From RA to R-2-5        |
| 18. From R-2-5 to P                 | 40. From RA to R-2-5        |
| 19. From RA & C-2-B to U/T          | 41. From RA to R-2-5        |
| 20. From R-2-5 to P                 | 42. From RB to R-5          |
| 21. From C-2 to CL                  | 43. From RB to R-2-5        |
| 22. From R-2-5 to P                 | 44. From R-2-5 to RB        |
|                                     | 45. From RB to R-2-5        |
|                                     | 46. From RB and RA to R-2-5 |



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
- R-A - Residential Multi-Family
- R-B - 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
- CSL - Zone consistent with Commercial Service Low land use designation
- CDD - Zone consistent with Coordinated Development District land use designation
- INST - Institutional
- U/T - Zone consistent with Utility / Transportation land use designation
- P - Zone consistent with Parks and Open Space land use designation
- I - Zone consistent with Industrial land use designation



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 1 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, C-2 and C-2-B to a new zone consistent with the Master Plan Park 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 area includes the Food Barn, Ray Burnettes Volkswagen, Murrays Steak and McDonalds. 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 Commercial Service Low designation (CSL).  

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 Commercial Service Low designation (CSL).  

The CSL 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 and C-2-B to a 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 CL would provide for low scale commercial use and allow uses compatible with the surrounding residential area.

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

This includes the Goat Hill, Timberland and Gentry parks. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.

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

This area is the northern portion of the Mt. Vernon school site, situated between Commonwealth and Mt. Vernon Avenues. The site is used for recreational activities which include tennis, swimming and a landscaped park. The new zone would be appropriate for the present use of the site.

19. Rezone from RA & C-2-B to a zone consistent with the Master Plan Utility/Transportation designation (U/T).

The new utility zone is appropriate for this utility use.

20. Rezone from R-2-5 to a new zone consistent with the Master Plan Park 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. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.

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.

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

These are two small parks. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.

23. Rezone from C-1 to a new zone consistent with the Master Plan Commercial Low designation (CL).
- The site is a small low scale commercial retail center along Commonwealth Ave. north of Monroe Ave. The Commercial Low category is similar to C-1 and insures continued low scale use of this site.
24. Rezone from RB to a new zone consistent with the Master Plan Residential Low designation (R-2-5).
- This is the YMCA building on Monroe Avenue. Institutional uses are recommended for rezoning to residential zones which are consistent with the character of the surrounding residential neighborhoods, so that if redevelopment occurs it will be to compatible residential uses.
25. Rezone from RB to a new zone consistent with the Master Plan Park and Open Space designation (P).
- This site is currently known as Simpson Stadium and is and will continue to be used as a recreational facility. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.
26. Rezone from I-1 to a new zone consistent with the Master Plan Commercial Service Low designation (CSL).
- 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 designation (CL).
- This block is along the west side of Mt. Vernon Ave. between Alexandria and Luray Ave. The Commercial Low designation maintains the low scale character of the commercial uses adjacent to residential.
28. Rezone from RB to a new zone consistent with the Master Plan Park and Open Space designation (P).
- This site is the present location of George Washington school recreation facility, also known as Braddock Field. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.
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 Ave. and Braddock Rd. The Commercial Low classification would insure low scale, residentially compatible development of this site.
30. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Service Low designation (CSL).
- This area is situated south of Braddock Rd. and includes both sides of Mt. Vernon Ave. The change to Service Commercial appropriately reflects the current use 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 Ave. along Walnut St. 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 and Open Space designation (P).

These sites are the Hooff's Run Park and Greenway between Rosemont and Commonwealth Avenues. All park, open space and recreation areas in the City are being recommended for rezoning to a new Park and Open Space zone.

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

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

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

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

35. Rezone from C-2 to RA residential.

This area is residential and the change would conform to the use of the property.

Changes 35 through 45, below, resulted from a request by the Del Ray Citizen's Association to study the rezoning of 114 residential properties in the Potomac West study area to zones which are consistent with the existing development of the sites. All of these changes were considered and approved by City Council on February 23, 1991 for inclusion in this plan.

36. From RB and RA to R-2-5 Residential.

37. From RA to R-2-5 Residential.

38. From RA to R-2-5 Residential.

39. From RB to R-2-5 Residential.

40. From RA to R-2-5 Residential.

41. From RA to R-2-5 Residential.

42. From RA to R-2-5 Residential.

43. From RB to R-5 Residential.

44. From RB to R-2-5 Residential.

45. From R-2-5 to RB Residential.
46. From RB to R-2-5 Residential.

### **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 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 is the recommended height map.

The proposed heights for the industrial properties along Route 1 would be 50' reduced from 77' to make the height allowance more compatible with adjacent residential areas.

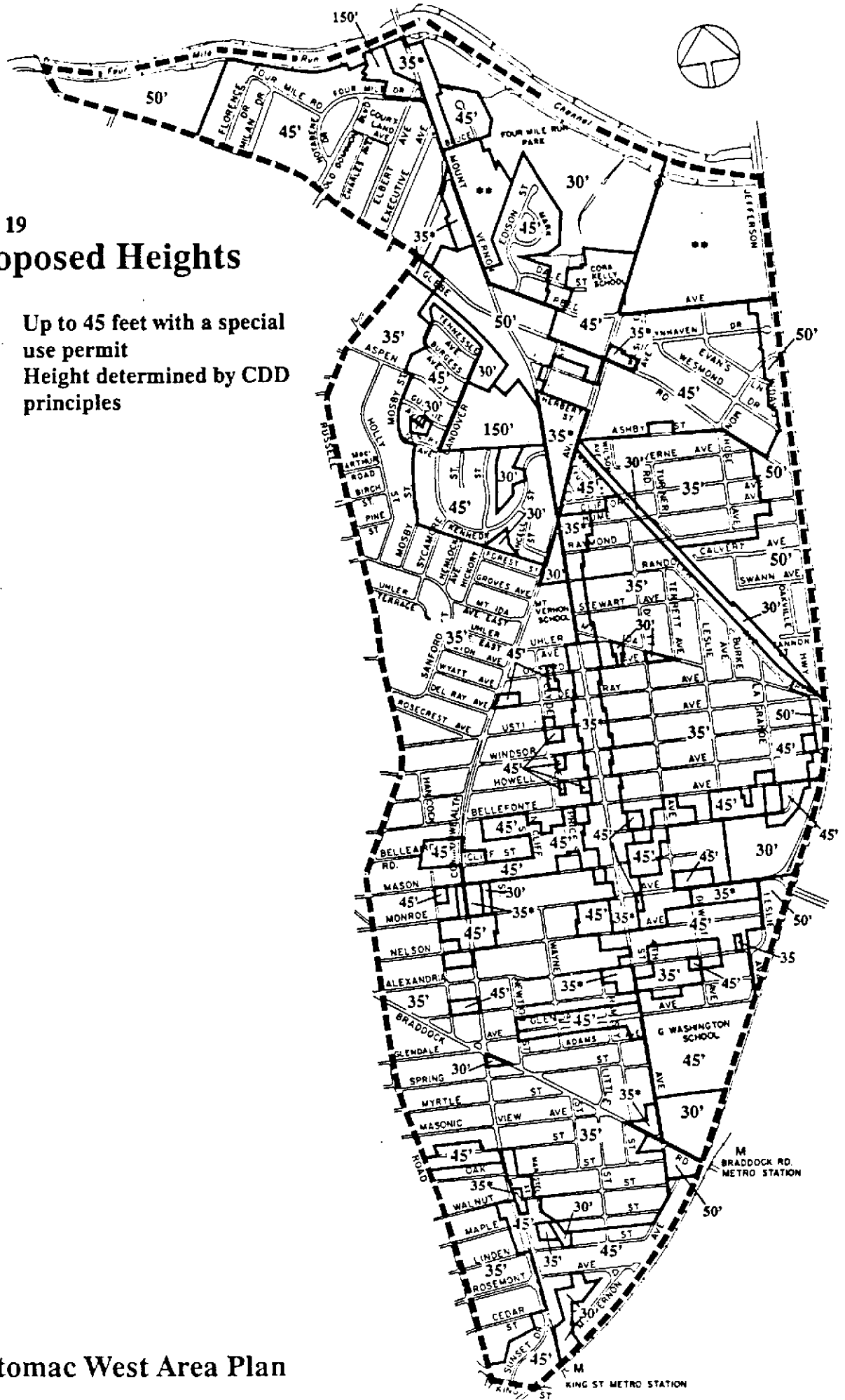
For the CDD designated sites, Arlandria Center and the Route 1 Properties, heights would be based on the design principles established as part of new Coordinated Development District zones.

#### **Recommendations:**

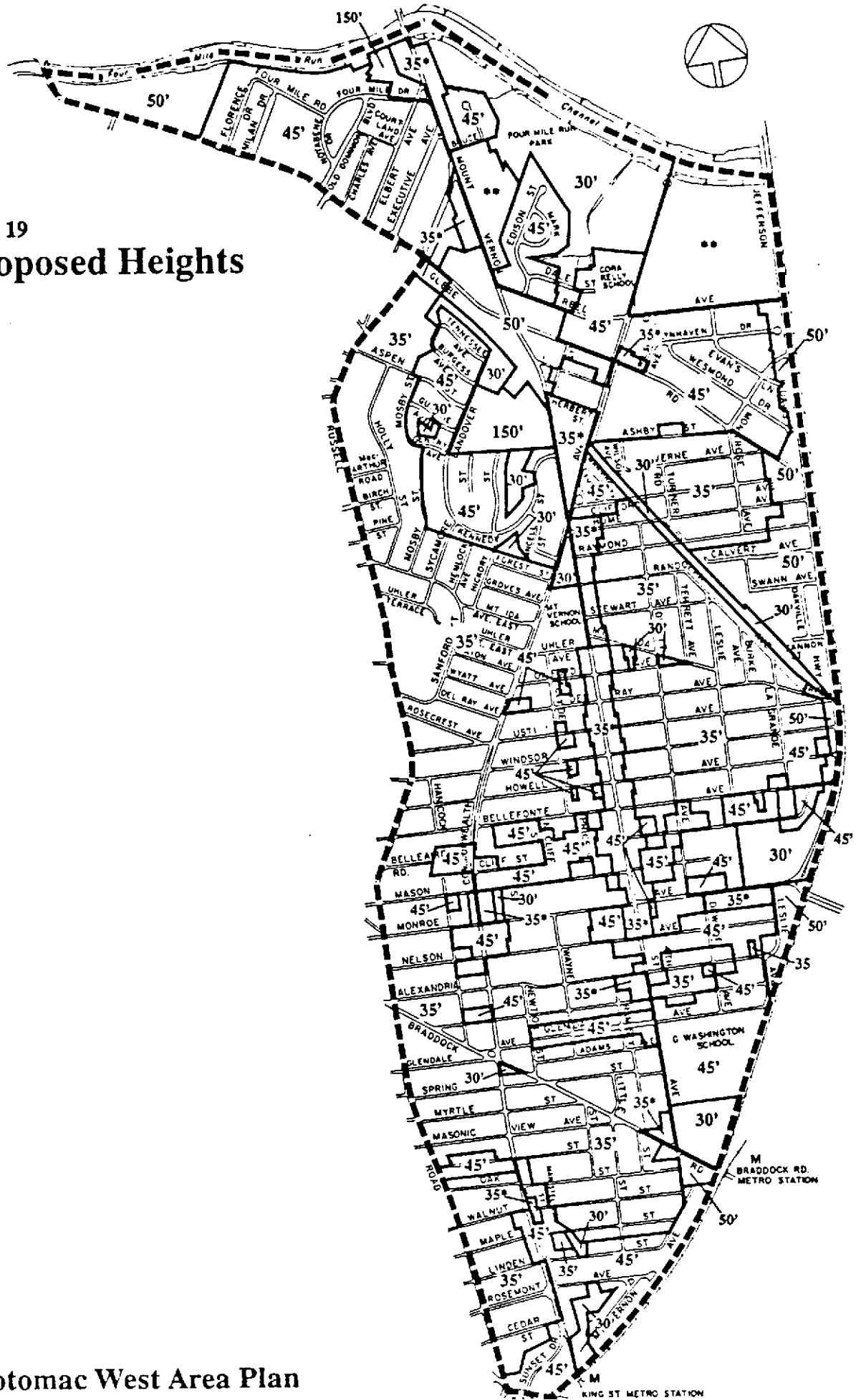
1. that the height map as indicated on Map 19 be adopted.

# Map 19 Proposed Heights

- \* Up to 45 feet with a special use permit
- \*\* Height determined by CDD principles



Map 19  
Proposed Heights



## **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 1 Properties. These guidelines should form the basis of specific CDD zoning categories to be devised by the Zoning Task Force. The diagrams (maps 20 and 21) 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**

#### **Development without a special use permit**

Within the designated CDD area, the CG zone regulation shall apply.

#### **Development with a special use permit**

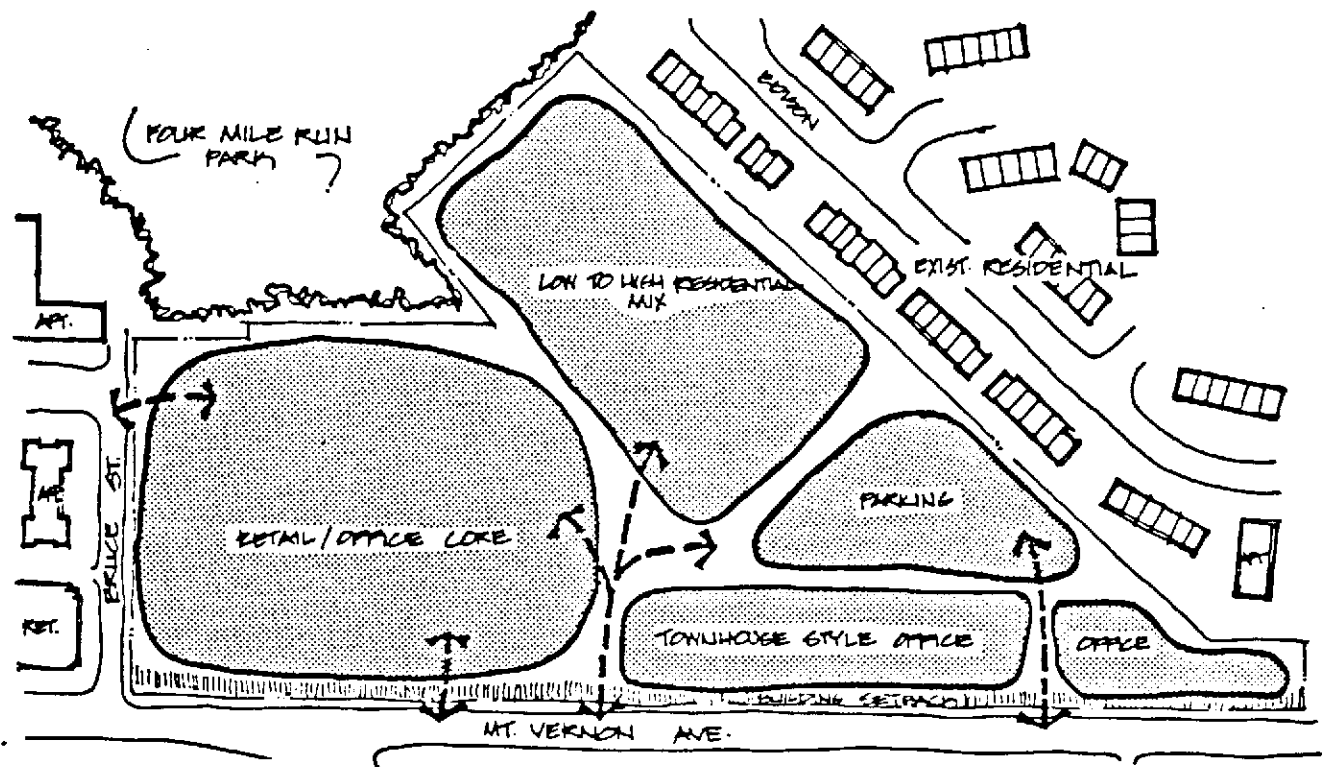
1. That the retail shopping center function on the site be retained.
2. That parking to serve the site be integrated into the development schemes and not be concentrated along the fronts of buildings on Mt. Vernon Avenue.
3. That office development considered for the site be low scale, oriented towards 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.

Map 20 shows an illustration of the land use principles for this site.

Map 20

# Arlandria / Berkey Site

land use concept



THIS SKETCH IS AN ILLUSTRATION OF THE LAND USE GUIDELINES.



## CDD Principles for the Route 1 Properties

### Development without a special use permit

Within the designated CDD area, the RB zone regulation shall apply along Reed Avenue, the RC zone regulation shall apply along Commonwealth Avenue to the depth of 100 feet and the OC regulation shall apply on the remainder of the site, provided that heights in the area along Commonwealth Avenue do not exceed 45 feet.

### Development without a special use permit

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

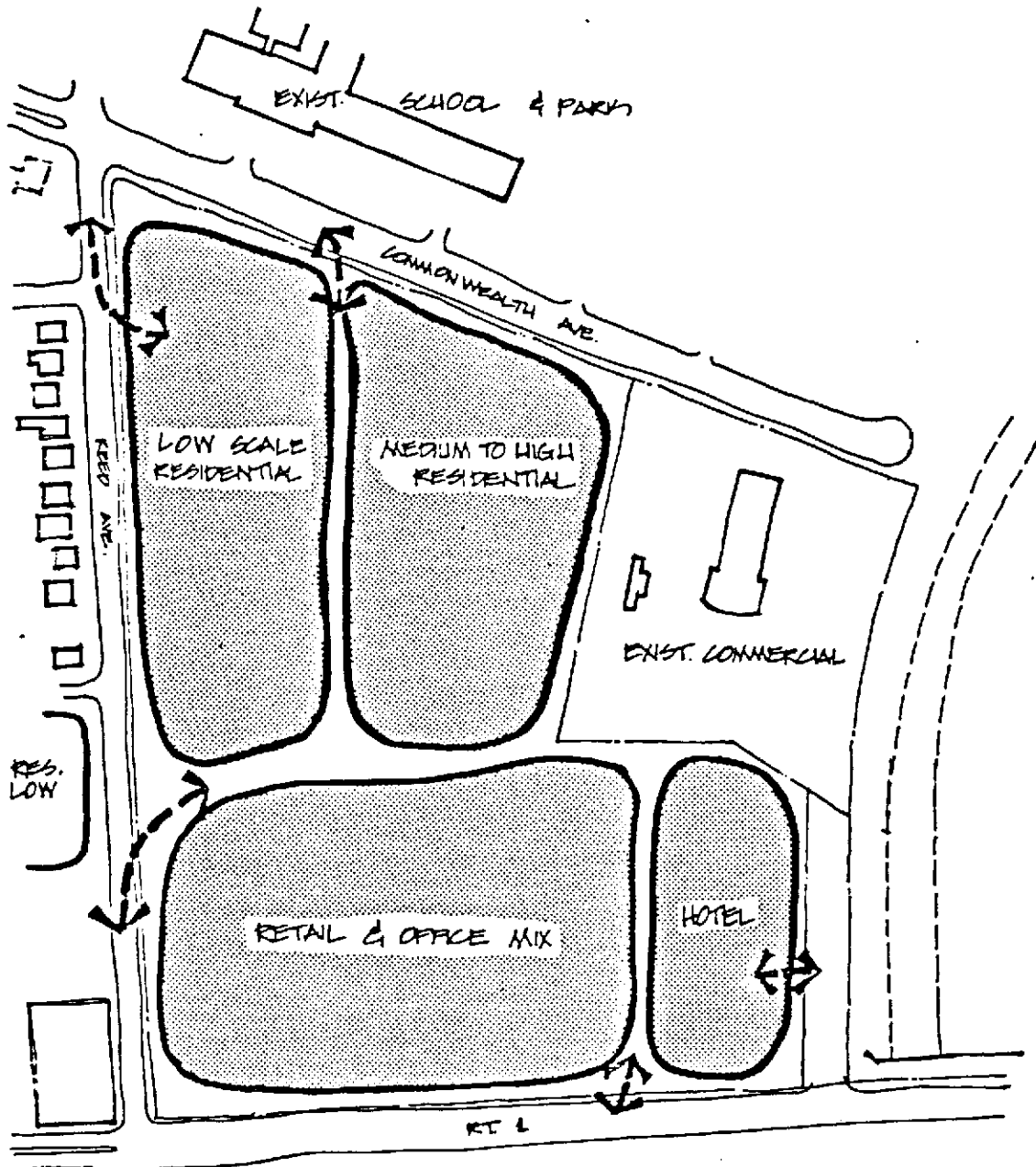
To further encourage residential development on the Arlandria Center site and on the Route 1 Properties site and to improve the quality of recreational facilities in Arlandria it is recommended that the City develop a Master Recreational Improvement Plan for Four Mile Run Park. A master plan should be 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

land use concept



THIS SKETCH IS AN ILLUSTRATION OF THE LAND USE GUIDELINES.

