Eisenhower East

Alexandria, Virginia

February 2006

DESIGN GUIDELINES

EISENHOWER EAST
ALEXANDRIA, VIRGINIA

DESIGN GUIDELINES FOR THE EISENHOWER EAST SMALL AREA PLAN

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ii. INTRODUCTION

The Design Guidelines further refine the Urban Design principles set forth in the Eisenhower East Small Area Plan and establish the general requirements to achieve high-quality public spaces, streets, and buildings.

Designers and developers are strongly encouraged to achieve the highest quality design, whether in landscaping, building design, facade treatment, quality and use of materials, and/or architectural details.

The dimensions indicated are guidelines and depending on the context or site conditions, exceptions may be made for architectural merit or extenuating circumstances.

Carlyle Block P (Blocks 25 B and 26A) is subject to the requirements of the SUP approved for the Carlyle project, which may differ from these guidelines.

Organization

The Guidelines are organized into the following chapters:

Urban Design Elements:	1-8
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iii. DEFINITIONS

Active Use
Uses that create pedestrian interest and activity, such as residential, retail or other principal use with street-level activity; exclusive of parking, mechanical systems, or circulation of service facilities.

Architectural treatment
The design of a facade, including materials, colors, elements (e.g. windows), overhangs, setbacks, projections, and articulation.

Articulation
Modulation in a building's massing or facade that creates distinct building elements and breaks the potential monotony of a long blank expanse of uninterrupted wall.
(See also: Facade Articulation)

Building Height
The vertical built limit of a building. The building height is prescribed in terms of number of stories from the average elevation of the sidewalk.

Build-to-Line (BTL)
A designated line along the length of the street to designate the placement of the streetwall. Typically, the build-to-line is established at the public right-of-way, and a percentage of the length of the streetwall is to abut the Build-to-Line. The BTL is designated on the Regulating Plan within the Design Guidelines.

Bulb-out
An extension of the sidewalk into the street, usually at the intersection of two streets, designed to expand the sidewalk and narrow the roadway to facilitate pedestrian crossings.

Facade
The exterior skin or face of a building, including the wall, windows, and ornamentation.

Facade Articulation
A change in material, texture, pattern, or a relief in plane of the building's exterior wall to create shadow lines and visual interest. Facade articulation should occur throughout the facade but an emphasis is placed on the pedestrian base; around entry ways, windows, and cornice lines; the top of the street wall; and the building top.

Focal Point
A visual termination of a thoroughfare or a designated axis by a building, landscape, or sculptural element. Buildings that terminate a vista may be required to articulate its massing or facade.

Footprint
The area of the building's floor plate as measured typically at the ground plane.

Gateway
A visual recognition of entry into a site or district. On an urban design scale, a gateway denotes a change of "place" that is different in character or use. The gateway may be expressed architecturally through the building massing and/or accompanied by the architectural expression of a building facade or through landscape treatment.

Massing
The physical size, shape and form of a building.

Pedestrian Scale
The size and arrangement of elements in the building and the environment that relate to and are compatible with human activities.

Pedestrian Zone
Land area between the building and street to accommodate pedestrian and bicycle circulation and amenities.

Public Right-of-Way (R.O.W.)
The public or private land designated for pedestrian, bicycle and vehicular movement, including travel lanes, bike paths and sidewalks. The R.O.W.s are dedicated to the public realm through public ownership or access easement.

iii. DEFINITIONS

Setback
A mandatory minimum or maximum shift in location of the building wall in the horizontal plane.

Sidewalk
The public pedestrian way typically located between the back of the curb and the outside edge of the public right-of-way or street wall.

Special Elements
Architectural features of highlight, used to unify or create a distinct place or location. Special elements may stand alone as focal elements, such as a statue, or they may be components of a larger piece of architecture, such as a corner element of a building or a building tower.

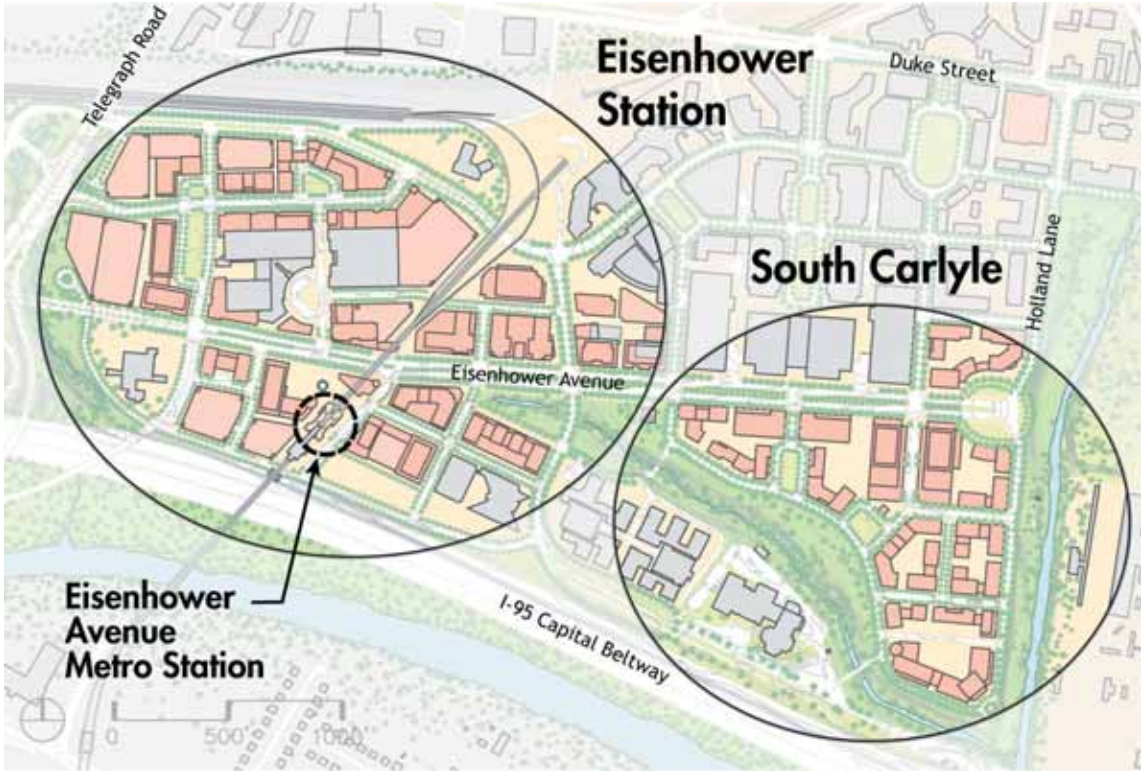
Street Frontage
A building facade, generally parallel to a street, defining the boundary of the public right-of-way. Street frontages overlap with the Build-to-Lines on the Street Frontage Plan. A hierarchy of street frontages differentiate the various levels of design into "A", "B", and "C" street frontages.

Street Frontage Plan
A plan within the Design Guidelines that documents the required location of the Build-to-Lines per block and street frontage designations. Additional information includes: block areas, parcels, public right-of-ways, type of streets, street frontage designations, location of bulb-outs and crosswalks.

Streetscape
All components of the street and the immediate surroundings that define and lend character to the area, including the trees, sidewalk, lighting, street furniture, graphics, paving materials and building facades.

Streetwall
The facade of the building that defines the enclosure of the public space, or the street.

Tower
A vertically-proportioned element of a building that rises above the Streetwall. Towers may draw attention to a location, act as a gateway element, or help to create an interesting skyline.



1. NEIGHBORHOODS

The Eisenhower East district is comprised of two distinct neighborhoods, Eisenhower Station and South Carlyle.

EISENHOWER STATION

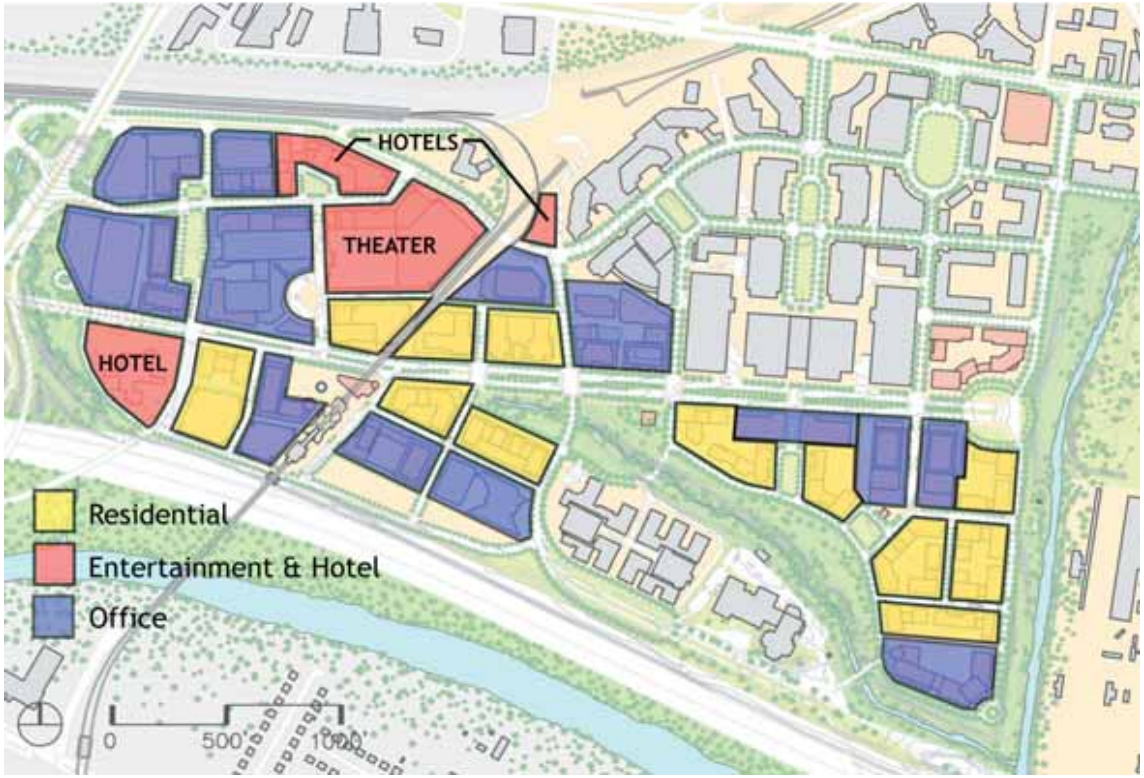
- taller buildings: 10-25 stories
- an entertainment/retail core
- mix of office, residential, and retail uses
- anchored by the Eisenhower Avenue Metro Station
- includes both green and hardscape parks and squares within the urban street grid

SOUTH CARLYLE

- generally shorter buildings: 4-15 stories
- a service retail street
- primarily residential neighborhood with office and retail
- surrounded by the Resource Protection Area parklands with fingers reaching into the neighborhood street system
- Carlyle Block P (Blocks 25B and 26A) to provide tower elements up to 200 feet.

2. LAND USE PRINCIPLES

The Eisenhower East Small Area Plan (EESAP) designates the primary land uses for the blocks within the Eisenhower East district. While the primary land use is shown in the diagram, the EESAP provides provisions for the transfer of primary land use from one block to another within an individual Coordinated Development District (CDD). Refer to the Eisenhower East Small Area Plan for details.



ENTERTAINMENT AND HOTEL

OFFICE

RESIDENTIAL

REQUIRED RETAIL LOCATION

Note: Ground floor retail may be provided in other locations, though not required by the Plan, within the maximum allowable gross floor area.

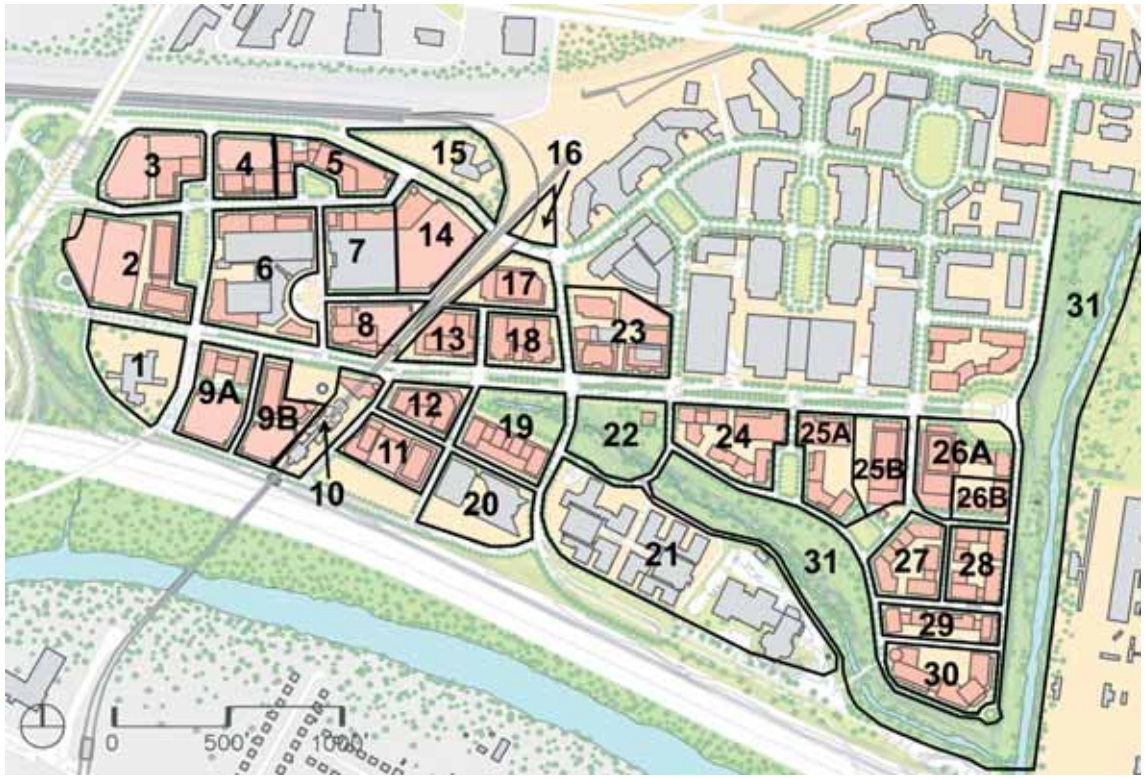
3. LAND USE GUIDELINES: RETAIL LOCATIONS

Required ground floor retail use is concentrated at important nodes and places within the plan. The primary concentration of retail occurs near the existing Eisenhower Avenue Metro Station and the existing Hoffman Theater. This area is envisioned as an entertainment core, with destination-type retail such as restaurants and shops. Retail is also required along John Carlyle Street in the southeast portion of the site. The retail in this location will serve the residential neighborhood of South Carlyle.

Retail Guidelines:

- Retail areas require a minimum of 15′ clear interior heights and a minimum retail depth of 50′
- Minimum 75% glazing required for retail storefronts along the streetwall
- Minimum of 20′ store front extension around the corner from a primary street where retail is required
- Diverse and individualized storefronts with varied materials, signage, lighting, and awnings
- Retail tenant signs shall be designed of high quality materials as an integral part of the building and relate in materials, color and scale to the remainder of the building
- Parapet and wall signs shall be limited to the first floor level
- Box signs are prohibited
- Storefront window signage is allowed up to 20% of the glass surface area
- Tables and other active uses adjacent to storefront windows are encouraged
- No permanent free-standing signs, with the exception of traffic and directional signage, shall be allowed

4. BOUNDARY & BLOCK ASSIGNMENTS: KEY



The project area is bounded by Duke Street to the north, Holland Lane to the east, Telegraph Road to the west, and I-95 to the south.

The block assignments designate the parcels within the project area and are referenced for codified build-to-lines, height, massing, architectural treatments, and landscape guidelines for the project.

4. BOUNDARY & BLOCK ASSIGNMENTS: CHART- EISENHOWER STATION

This chart reflects the development controls for each block within the Eisenhower Station neighborhood as adopted in the Eisenhower East Small Area Plan. The principal use of each block is listed, along with the allowable gross bulding area and maximum building height.

The amount of ground floor retail use is delineated for those blocks where retail is strongly desired.

Refer to "Boundary & Block Assignments: Key" on p. 7 for location of block assignments.

PROPERTY NAME/ OWNER	BLOCK	NET DEVELOPMENT SITE AREA*	PRINCIPAL USE	ALLOWABLE GROSS FLOOR AREA (gsf)	BUILDING HEIGHT (Stories)	MAXIMUM TOWER HEIGHT (Feet)	GROUND FLOOR RETAIL** (gsf)
Holiday Inn	1	179,119	Hotel	101,000	10-15	150	
Hoffman	2	168,400	Office	789,000	10-15	210	
West Side Gardens		34,800	Open Space				
Hoffman	3	98,700	Office	379,000	10-15	210	
Hoffman	4	59,700	Office	339,000	10-15	220	18,000
Hoffman	5	56,400	Hotel	304,000	10-15	220	20,000
Hotel Square		10,900	Open Space				
Hoffman	6	195,210	Office	1,036,000	10-15	150	33,500
New Retail	6	-	Retail	50,000	1-2	20-40	50,000
Hoffman	7	105,800	Retail	25,000	1-2	20-40	25,000
Existing Cinema	7	-	Retail	136,000			136,000
Hoffman	8	59,200	Residential	500,000	20-25	250	50,000
Hoffman	9A	82,500	Residential	407,000	15-20	220	15,000
Hoffman	9B	74,100	Office	956,000	20-25	250	50,000
Eisenhower Station	9B	28,300	Open Space				
Metro	10	9,700	Retail	4,000	1-2	20-40	4,000
Hoffman	11	66,600	Office	591,000	10-15	220	10,000
Hoffman	12	48,300	Residential	549,000	15-25	250	20,000
Mill Race	13	59,260	Residential	490,000	15-25	250	12,000
Hoffman	14	109,400	Retail	18,000	1-2	20-40	18,000
Approved Parking	14					100	
Andrews	16	20,822	Hotel	100,000	10-15	150	
Mill Race	17	77,540	Office	433,000	15-25	200	4,000
Mill Race	18	76,700	Residential	525,000	15-25	220	14,000
ATA	19	57,800	Residential	395,000	10-15	150	
RPA/Park	19	55,000	Open Space				
ATA	20	77,100	Office	585,000	10-15	200	
Simpson, Phase 1	23	60,100	Office	98,000	10-15	200	
Simpson, Phase 2	23	92,400	Office	304,000	10-15	200	

*The net development site area does not reflect surveyed information and is based on best available information.

**Reflects desired location and amounts. Accessory retail may be provided on sites not noted for retail.

4. BOUNDARY & BLOCK ASSIGNMENTS: CHART- SOUTH CARLYLE

This chart reflects the development controls for each block in th South Carlyle neighborhood.

Refer to "Boundary & Block Assignments: Key" on p. 7 for location of block assignments.

PROPERTY NAME/ OWNER	BLOCK	NET DEVELOPMENT SITE AREA*	PRINCIPAL USE	ALLOWABLE GROSS FLOOR AREA (gsf)	BUILDING HEIGHT (Stories)	MAXIMUM TOWER HEIGHT (Feet)	GROUND FLOOR RETAIL** (gsf)
Park	22	116,000	Open Space				
Hoffman	24	61,100	Office	151,000	10-15	200	
Hoffman	24	48,200	Residential	144,000	4-8	100	
So. Dulany Gardens		15,300	Open Space				
Hoffman	25A	38,500	Office	135,000	10-15	200	
Hoffman	25A	60,400	Residential	96,000	4-8	100	
Carlyle	25B	66,800	Office	204,000	10-15	200	22,000
Carlyle Block P	26A	92,600	Office	411,000	10-15	200	34,000
City of Alex	26B	41,000	Residential	124,000	4-8	100	
So. Carlyle Square		28,200	Open Space				
Alex Mini-Storage	27	73,300	Residential	350,000	4-8	100	
Virginia Concrete	28	63,600	Residential	282,000	4-8	100	
Hooff-Fagelson	29	55,500	Residential	170,000	4-8	100	
Hooff-Fagelson	30	114,000	Office	512,000	10-15	200	

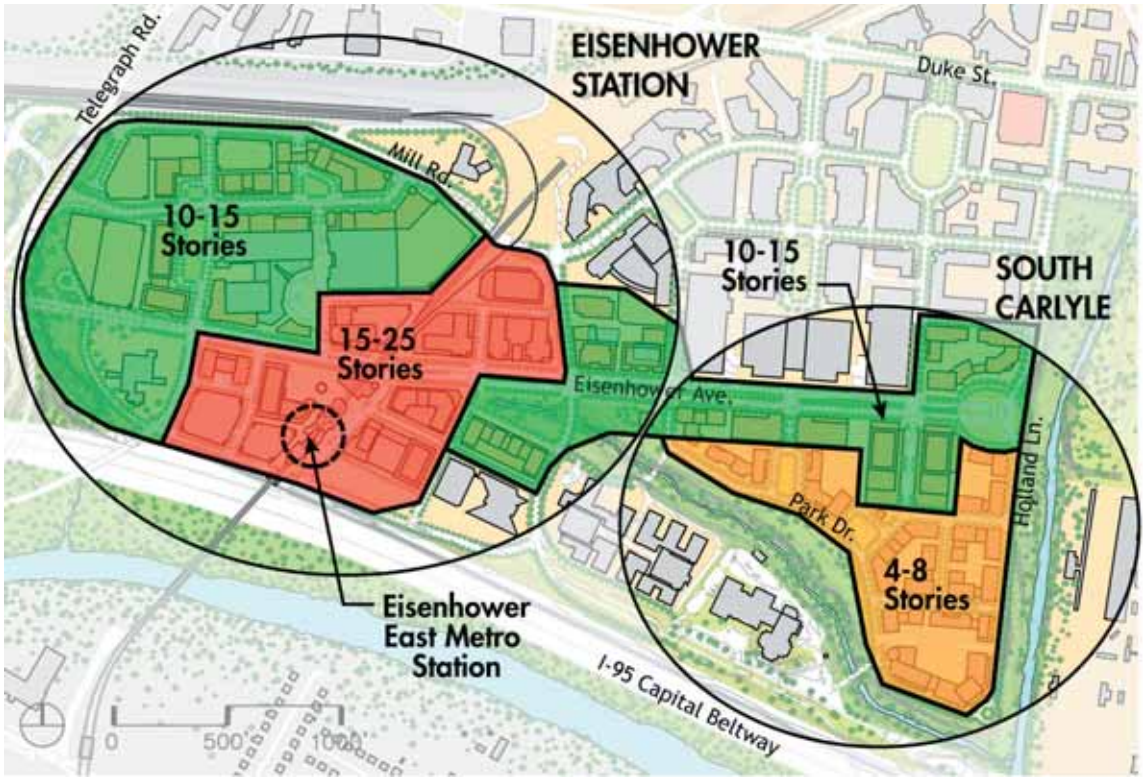
* The net development site area does not reflect surveyed information and is based on best available information.

** Reflects desired location and amounts. Accessory retail may be provided on sites not noted for retail.

5. BUILDING HEIGHTS

The Eisenhower East Small Area Plan clusters the taller buildings around the Metro station and along the Eisenhower Avenue street frontage. Building heights step down as the proximity from the Metro station and Eisenhower Avenue increases.

Building heights range from 10 to 25 stories in Eisenhower Station; heights range from 4-15 stories in the South Carlyle neighborhood.



15-25 STORIES IN HEIGHT

10-15 STORIES IN HEIGHT

4-8 STORIES IN HEIGHT

6. BUILDING SETBACKS

Setbacks and massing modulations for tower and building elements above the streetwall visually open the sky to the public realm of the streets, allowing more light to reach street-level.

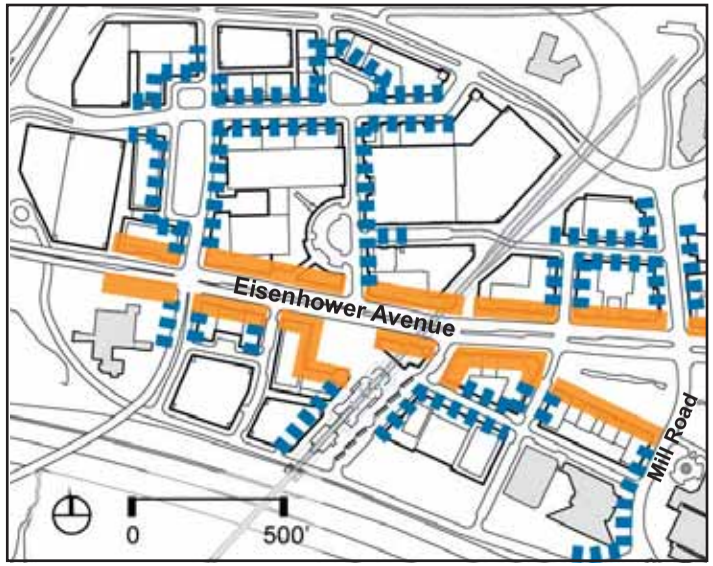
Buildings within the Eisenhower East district will meet the build-to-line at the streetwall and set back a minimum of 7′ at specific heights above the sidewalk.

Given the generous width of the main boulevard, buildings along Eisenhower Avenue may have a taller streetwall, 50′-75′ above the sidewalk. Buildings along all other streets, except those on "C"-frontage streets, shall have a streetwall of 40′-60′ above the sidewalk.

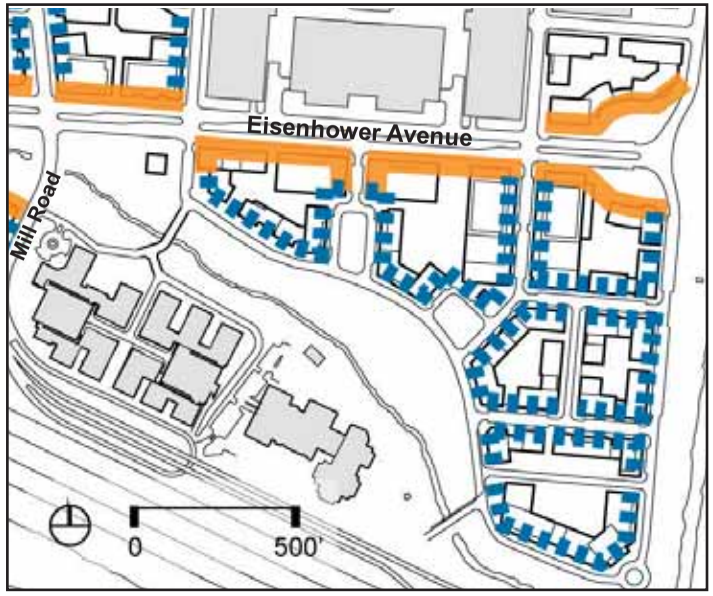
Refer also to Chapter 10 - Architectural Design Concept: Massing for details on setbacks and the allowance for building surfaces to continue without a setback.

Note: Building design and setbacks shall comply with fire access and other code requirements.

EISENHOWER STATION



SOUTH CARLYLE



7′ MIN SETBACK AT 50′-75′ HEIGHT

7′ MIN SETBACK AT 40′-60′ HEIGHT

7. ARCHITECTURAL ARTICULATION

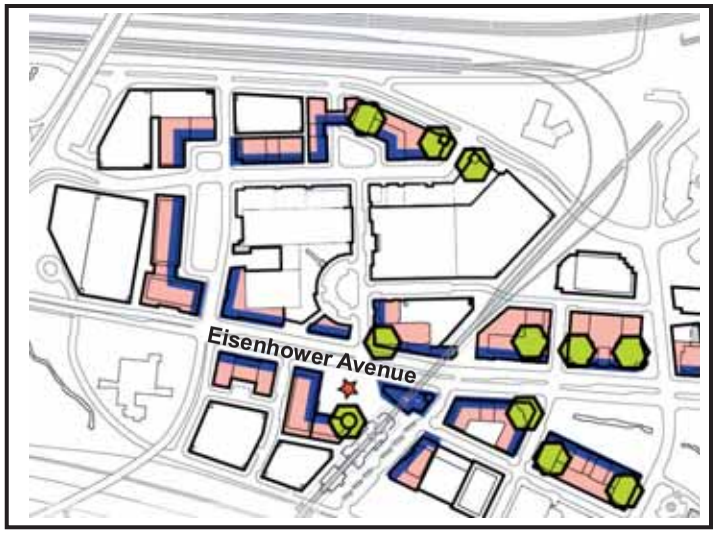
The Eisenhower East Small Area Plan identifies locations for special elements such as towers, gateway elements, corner elements, and focal points. These features draw attention to specific points of interest and mark the location of "entries" and "places."

Architecturally Significant Facades indicate facades that are the visually and physically prominent "faces" and "edges" of the plan and require the highest level of design excellence and materials. These facades should feature innovative use of materials, articulation, and increased transparency at the base of the facade.

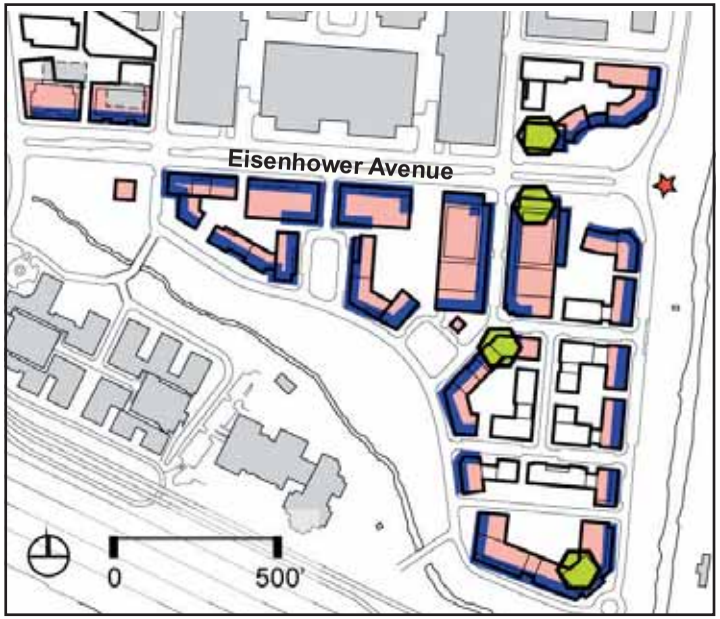
Architectural Features designate locations for distinctive architectural features to recognize special locations within the plan area.

Monument Locations designate opportunities to place civic monuments, fountains and/or public art.

EISENHOWER STATION



SOUTH CARLYLE

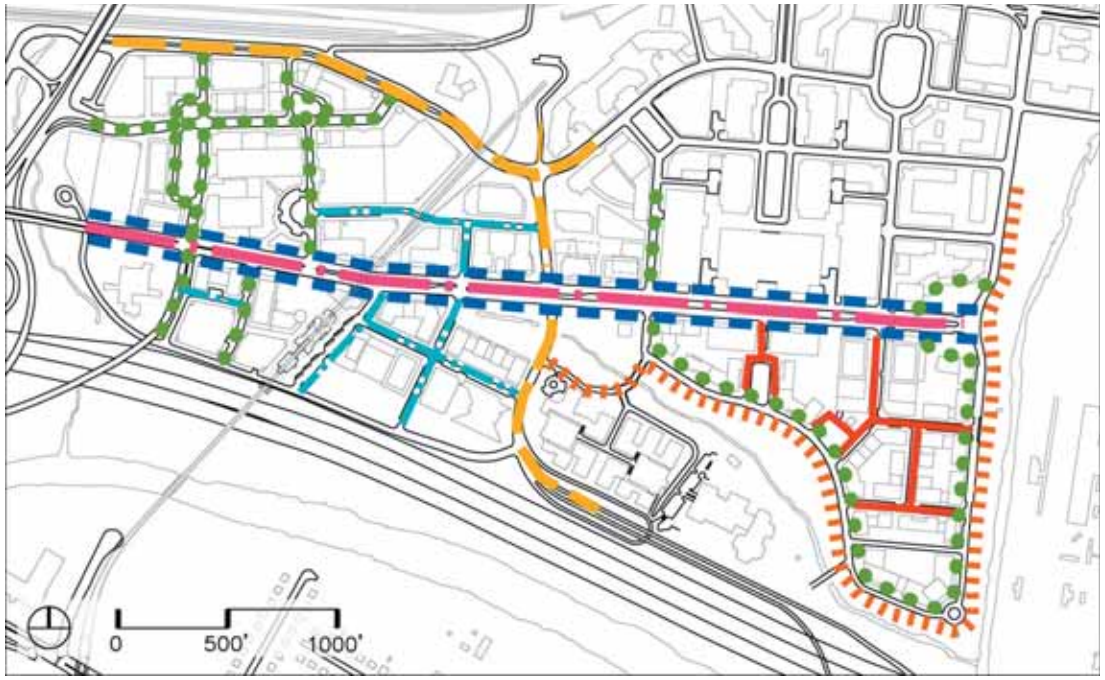


SIGNATURE ARCHITECTURAL SITES AND ARTICULATION

SIGNATURE ARCHITECTURAL SITE / ARCHITECTURALLY SIGNIFICANT FACADE

REQUIRED ARCHITECTURAL FEATURE (TOWERS, GATEWAYS, ARTICULATION OF BUILDING MASSING)

MONUMENT LOCATION



LONDON PLANE TREE (PLATANUS X. ACERIFOLIA)

AMUR MAPLE (ACER GINNALA)
TRIDENT MAPLE (ACER BUERGERANUM)
SARGENT CHERRY (PRUNUS SARGENTII)
STAR MAGNOLIA (MAGNOLIA STELLATA)
RED MAPLE (ACER RUBRUM)
WILLOW OAK (QUERCUS PHELLOS)
GINGKO (GINKGO BILOBA - MALE ONLY)

RED MAPLE (ACER RUBRUM)
WILLOW OAK (QUERCUS PHELLOS)

LITTLELEAF LINDEN (TILIA CORDATA)
GINGKO (GINGKO BILOBA)

LACEBARK ELM (ULMUS PARVIFOLIA)
JAPANESE ZELKOVA (ZELKOVA SERRATA)

GOLDEN RAINTREE (KOELREUTERIA PANICULATA)
JAPANESE PAGODA TREE (SOPHORA JAPONICA)

AMERICAN YELLOWWOOD (CLADRASTIS LUTEA)
SWEET GUM (LIQUIDAMBAR STYRACIFLUA)
SAWTOOTH OAK (QUERCUS ACUTISSIMA)
RED OAK (QUERCUS BOREALIS)

8. STREET TREE PLAN

The Street Tree Plan indicates the street tree species to be located along specific streets in the Eisenhower East district. The tree species are assigned to the various streets within the Plan based upon expected height, canopy and foliage.

The options given per street allow for flexibility; however, each block shall maintain a uniform aesthetic. Thus, only one species shall be planted per designation, with a potential exception in the median of Eisenhower Avenue.

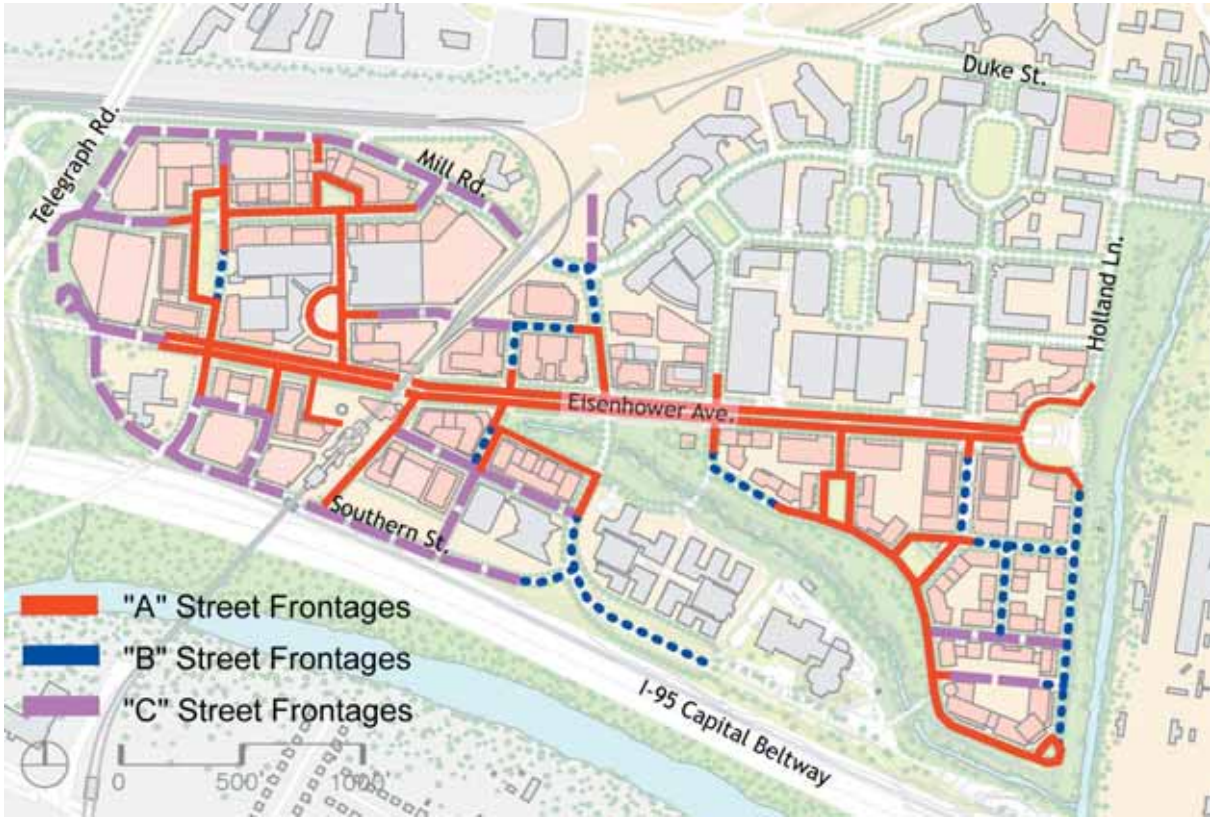
Eisenhower Avenue, as the spine which unifies the entire district, shall be planted with a single species along its entire length, with the flexibility to alternate, per block, the tree species in the median.

On all other streets with 14-foot-wide sidewalks, the columnar or upright form of the tree species should be used.

9. STREET FRONTAGE DESIGN PRINCIPLES: INTENT

The Eisenhower East Small Area Plan (EESAP) identifies new public streets to augment the existing public and private street pattern, creating a comprehensive and interconnected urban street grid. A hierarchy of streets differentiates the various street types by their function, character, and design. All street frontages are designated as "A", "B", or "C", with "A" street frontages requiring the highest quality design. New buildings adhere to specified guidelines for each type of street. The classification of street frontages is designed to ensure a quality pedestrian environment in the most public areas while providing defined locations for the necessary access, service and parking needs of the neighborhood.

The built environment along the various street frontages provides visual enclosure and definition of the public street . The location of the streetwall varies based on the classification of street as shown on the Street Frontage Plan on p. 15.



A STREET FRONTAGE

B STREET FRONTAGE

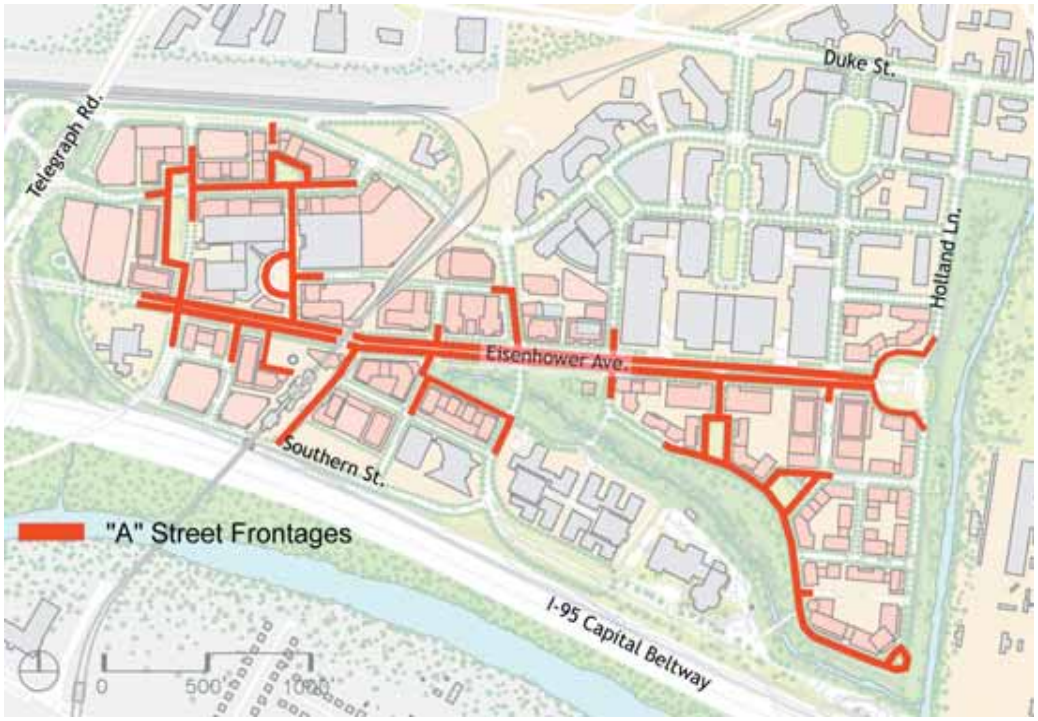
C STREET FRONTAGE

9. STREET FRONTAGE DESIGN PRINCIPLES: STREET FRONTAGE PLAN

The Street Frontage Plan designates the design classification for each block in the Eisenhower East area. For each type of street frontage (A, B and C), these guidelines outline specific design requirements for new buildings and the adjoining streets, including:

- Build-to-Line
- Building Setbacks
- Building Entry
- Curb Cuts
- Parking Structures
- Facade Guidelines
- Landscape Guidelines
- Street Tree Species

The following sections discuss the guidelines for building along the various street frontage types.



9. STREET FRONTAGE DESIGN PRINCIPLES: "A" STREET FRONTAGES

"A" streets are the primary streets within the Eisenhower East district and set the character and tone for the community.

Buildings with "A" street frontages have the most restrictive guidelines to ensure the highest quality character and appearance.

"A" streets include Swamp Fox Road, Stovall Street, roads fronting the Eisenhower Avenue Metro station, Mandeville Lane, the majority of Park Road, and roads fronting parks or open space.

Design Principles:

- Buildings shall front the street
- Main pedestrian building entries shall be located along "A" street frontages
- Active uses shall be located on all street frontages
- Highest quality of architectural facade and streetscape treatment shall be used
- No curb cuts or service alleys shall be visible along "A" street frontages
- Structured Parking shall be screened with active uses of at least 30′ in depth from the building face
- Active retail uses shall be a minimum of 50′ in depth

9. STREET FRONTAGE DESIGN PRINCIPLES: "A" STREET FRONTAGES

"A" Street Design Principles

- **Build-to-Line:** A minimum of 90% of the building facade (below height of required setback) shall meet the Build-to-Line

- **Setbacks:** 7'-20' setbacks. Setbacks shown are generalized, and exact building setbacks are subject to compliance and approval with all applicable fire access and code requirements as may be employed by the City as part of the review process.

  - Eisenhower Avenue - at 50'-75' height

  - All other streets - at 40'-60' height

  - 30%-40% of each street frontage may be exempt from setback requirement. See Chapter 10, "Architectural Concept Design: Massing - Setbacks" on p. 24

- **Building Entry:**
  - Main pedestrian building entries shall be located along "A" street frontages no less than 50' apart

  - Main pedestrian building entries must be at sidewalk elevation

- **Curb Cuts:** No curb cuts for service or parking entrances, service alleys, or loading docks shall enter or exit from or be visible along "A" street frontages

- **Parking Structures:**
  - Parking structures shall be screened with active uses to at least 30' in depth from the building face

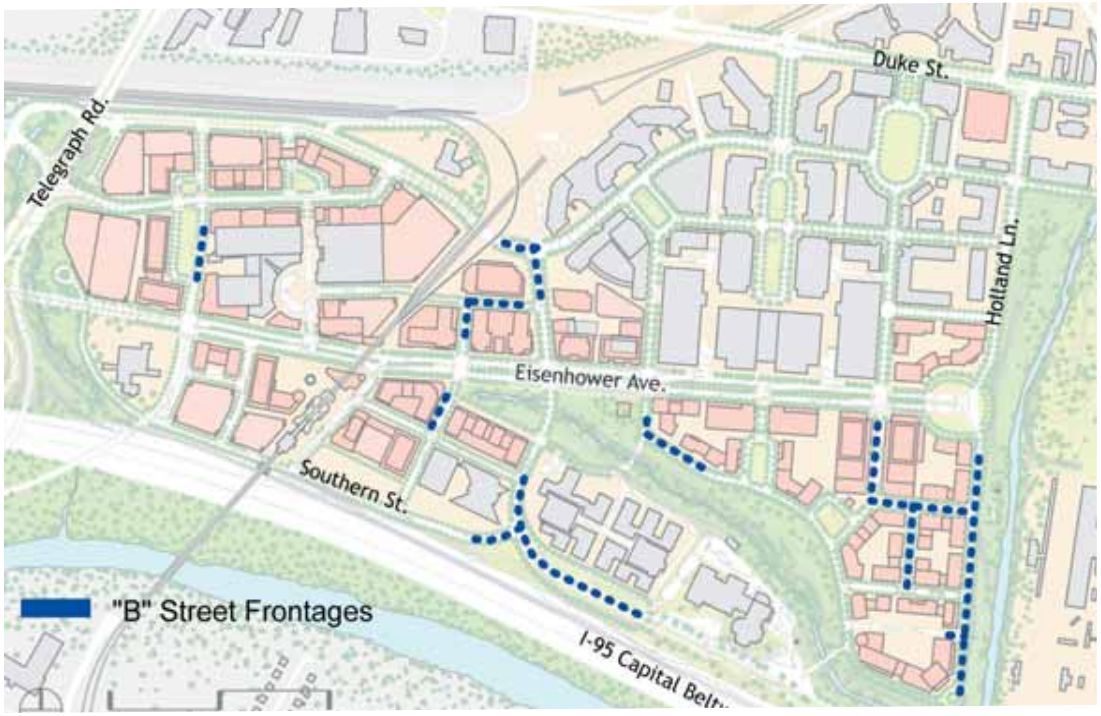
  - Parking structures shall be screened with active uses to at least 50' in depth from the building face on retail building frontages

- **Facade:**
  - Any architectural feature, including bay windows, protruding from the building facade may not extend more than 4' past the build-to-line and may not exceed 12' in width for individual elements. Any projection must be more than 15' above the sidewalk elevation

  - The building facade shall articulate a clear base, middle and top to the building. See Chapter 10, "Architectural Concept Design: Massing - Top, Body, Streetwall Base" on p. 23 for examples

- **Landscape:**
  - Public Realm sidewalk improvements/ landscaping is required

  - Entry courtyards and recesses must be landscaped



9. STREET FRONTAGE DESIGN PRINCIPLES: "B" STREET FRONTAGES

"B" streets are the secondary streets of a neighborhood. They connect primary streets to each other and to service streets, and provide access options through the neighborhood.

The design principles governing "B" street frontages are not as restrictive as those governing "A" street frontages.

"B" street frontages occur along most of Mill Road, John Carlyle Street, and Holland Lane, among others.

DESIGN PRINCIPLES:

- Buildings shall front the street
- Main pedestrian building entries shall be located along "B" street frontages, except where located on "A" frontages
- Active uses at the ground floor shall be a minimum of 50' on "B" street frontages
- Parking may come to the facade above the ground floor provided that architectural treatment is used on the facade to mask the parking and to screen the interior light fixtures, ceiling pipes, exposed raw concrete, etc.
- High-quality architectural facade and streetscape treatment is required
- Only one curb cut per block face shall be permitted
- Shared curb cut access is allowed

9. STREET FRONTAGE DESIGN PRINCIPLES: "B" STREET FRONTAGES

"B" Street Design Principles

- **Build-to-line:** A minimum of 75% of the building facade (below height of required setback) shall meet the build-to-line

- **Setbacks:** 7'-20' setbacks at 40'-60' height
  - 30%-40% of each street frontage may be exempt from the setback requirement. See Chapter 10, "Architectural Concept Design: Massing - Setbacks" on page 24

- **Building Entry:**
  - Main pedestrian building entries shall be located along "B" street frontages (except where located on "A" street frontages) spaced no less than 25' apart
  - Main pedestrian building entries must be at sidewalk elevation

- **Facade:**
  - Any architectural feature, including bay windows, protruding from the building facade may not extend more than 4' past the build-to-line and may not exceed 12' in width for individual elements. Any projection must be more than 15' above the sidewalk elevation
  - The building facade shall articulate a clear base, middle and top to the building. See Chapter 10, "Architectural Concept Design: Massing - Top, Body, Streetwall Base" on page 23 for examples
  - The building facade must articulate a residential scale with varied surface articulation of color, scale, and material. (See Chapter10, "Architectural Design Guidelines")

- **Landscape:**
  - Public Realm sidewalk improvements/ landscaping is required
  - Entry courtyards and recesses must be landscaped

9. STREET FRONTAGE DESIGN PRINCIPLES: "C" STREET FRONTAGES

"C" streets provide a means of access to service entries and parking structures as well as tertiary streets through the neighborhood. They are the least public in nature of all the streets and, therefore, less restrictive in design.

At Eisenhower Station "C" streets are generally located along the periphery of the site area to provide access to the parking structures and complete the street network.

The "C" streets allow the "A" and "B" street frontages, the more public frontages within the district, to retain the higher design requirements.

DESIGN PRINCIPLES:

- Parking structures may extend to the street facade
- Curb cuts, alley, and parking garage entrances are permitted on "C" street frontages
- Structured parking facades shall be architecturally treated to be in harmony with the overall building design and to screen interior light fixtures, ceiling pipes, exposed raw concrete, etc.

9. STREET FRONTAGE DESIGN PRINCIPLES: "C" STREET FRONTAGES

"C" STREET DESIGN PRINCIPLES

- **Build-to-Line:** Buildings shall generally be built to the Build-to-Line
- **Setbacks:** Building setback of 5'-10' required above 40'-60' streetwall
- **Building Entry**- Parking garage and service entrances may be located on "C" street frontages. Main pedestrian building entries generally shall not be located along "C" street frontages
- **Curb Cuts**- Curb cuts are permitted on "C" street frontages
- **Parking Structures**- Structured parking facades shall be architecturally treated to be in harmony with the overall building design and to screen interior light fixtures, ceiling pipes, exposed raw concrete, etc.
- **Facade:** Facades shall be an integrated component of the overall building design
- **Landscape:**
  - Public Realm sidewalk improvements/ landscaping is required
  - Entry courtyards and recesses must be landscaped

Architecturally Treated Parking Garage

10. ARCHITECTURAL CONCEPT DESIGN: INTENT

Much of a neighborhood's character is derived from its buildings, which taken together not only provide scale and enclosure, but also act as a canvas for architectural expression.

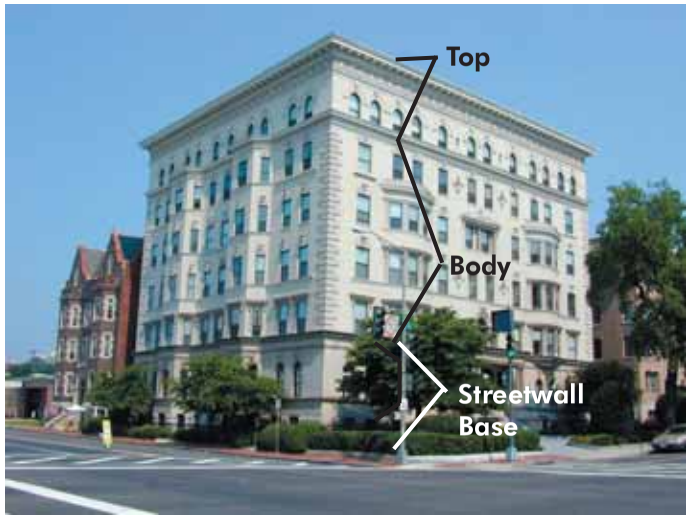
The architecture of the Eisenhower East district, adjacent to historic Old Town Alexandria, is intended to be high-quality and recall certain characteristics of Old Town while maintaining a distinct expression suited for a vibrant, larger-scale, mixed-use urban development. Material palettes; proportion of solid wall versus glass; vertically-oriented bays and windows; a fine grain of facade articulation; and a perceived top, body, and streetwall base all contibute to a shared architectural expression throughout the district and its surrounding neighborhoods.

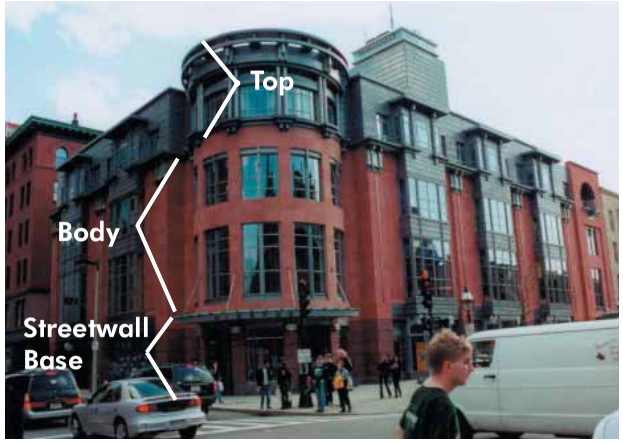
The following chapter illustrates, through examples, the conceptual design intent for office, residential, hotel, and retail architectural expression.

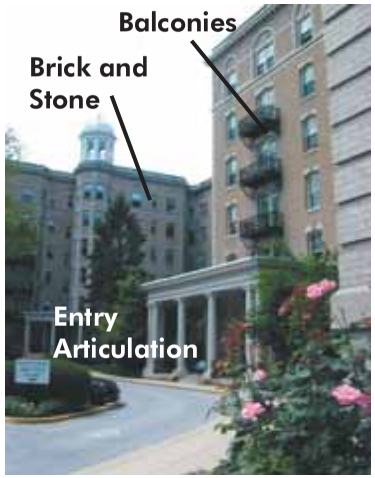
10. ARCHITECTURAL CONCEPT DESIGN: MASSING

TOP, BODY, STREETWALL BASE

- Top
  - Articulated skyline
  - Strong cornice, setback, etc.
- Body
  - Bulk of the building
  - Facade articulations, bay windows, balconies, multiple rhythms, etc.
- Streetwall Base
  - Pedestrian-scaled
  - Highly articulated facade treatment
  - Primarily transparent





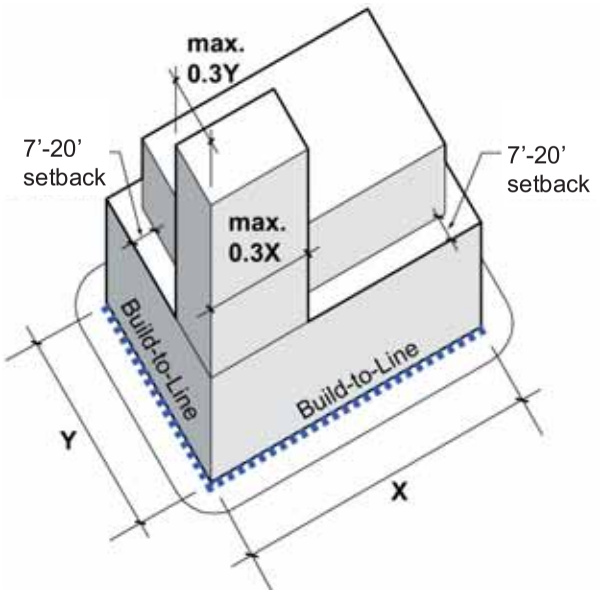


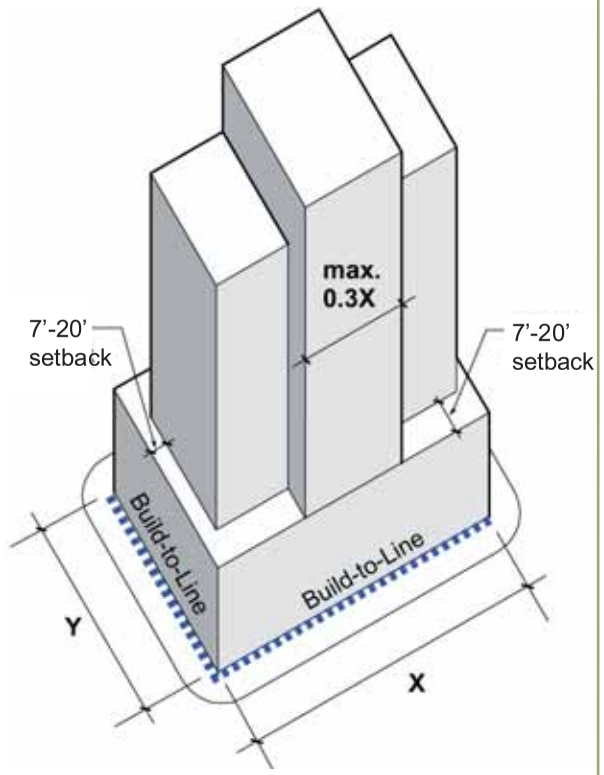
10. ARCHITECTURAL CONCEPT DESIGN: MASSING

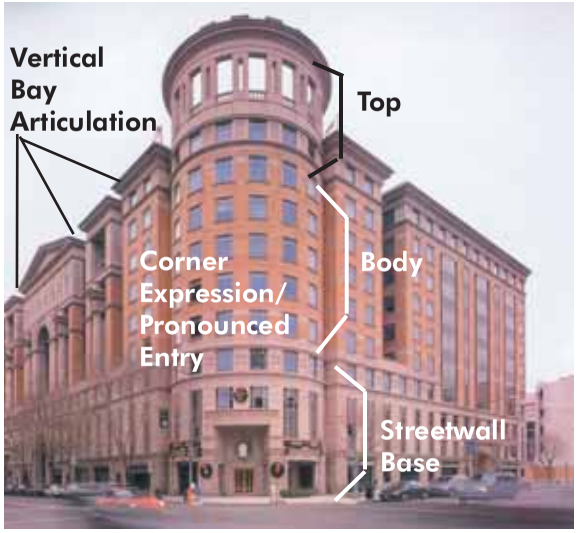
SETBACKS

- Eisenhower Avenue - 7′-20′ building setback above a 50′-75′ high streetwall
- Other streets - 7′-20′ building setback above a 40′-60′ high street wall
- Exceptions
  - A portion of the facade above the streetwall can remain coplanar to the streetwall facade
  - Maximum of 30% of length of streetwall on any given facade

Setbacks shown are generalized, and exact building setbacks are subject to compliance and approval with all applicable fire access and code requirements as may be employed by the City as part of the review process.

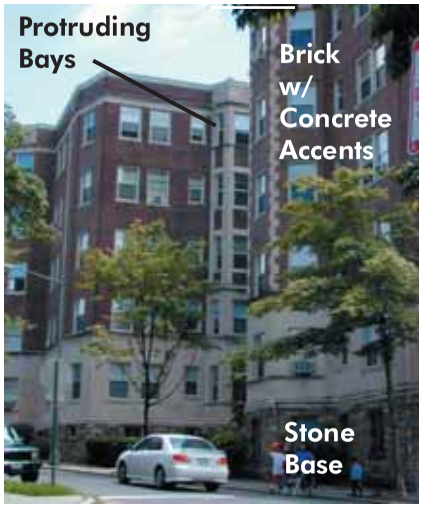


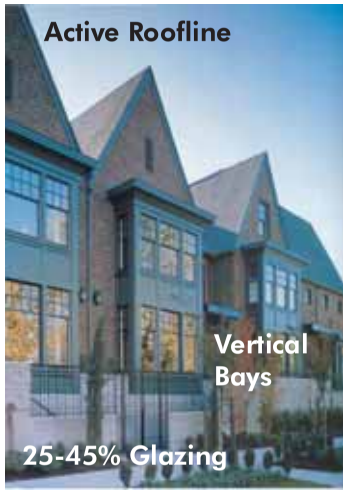


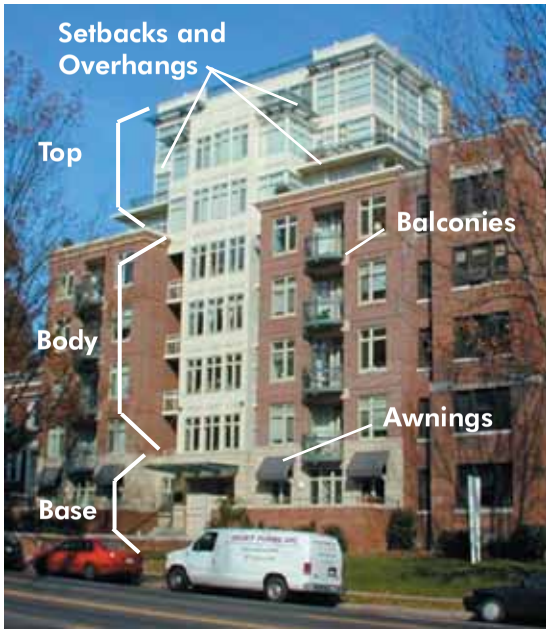


10. ARCHITECTURAL CONCEPT DESIGN: ARCHITECTURAL EXPRESSION

- All buildings shall have vertical fenestration
- Simple geometric shapes in plan and elevation
- Roof may be pitched or flat with an articulated skyline
- Highest quality materials and details at pedestrian level
- Horizontal expressions such as a frieze band are strongly encouraged as architectural expressions
- Balance in the proportion of glass to wall to provide a predominantly solid surface, with windows placed within the wall
- Use of reflective or darkly-tinted glass, or strip/ ribbon windows, is not permitted
- HVAC and mechanical equipment shall be integrated in the overall building design
- Light-weight curtain wall construction as accent only



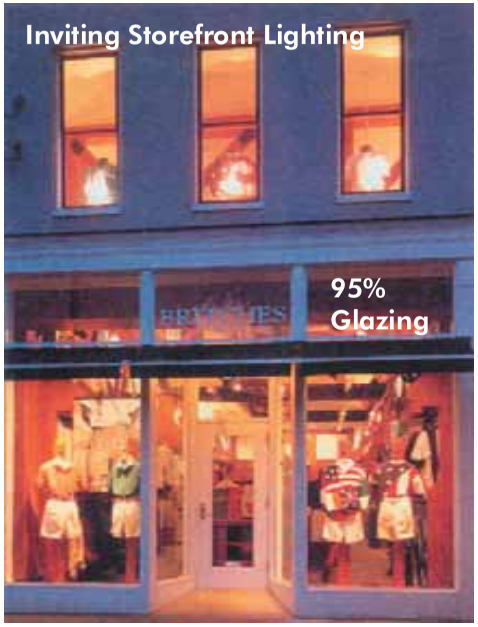




10. ARCHITECTURAL CONCEPT DESIGN: ARCHITECTURAL EXPRESSION

The following are encouraged:

- Entryways
  - Pronounced entryways with canopies
  - Courtyard entryways with landscaping required
- Bay Windows/Balconies
  - Protruding bays
  - Protruding/recessed balconies
  - Vertically-oriented bays/balconies
- Active ground floor use on "A" (primary) and "B" (secondary) street frontages
- Articulation of top, body, and base
- Active roofline
- High quality materials:
  - brick, concrete, stone or other solid materials with similar properties
  - "heavier" materials closer to the ground
  - trim materials may be of stone, metal or similar material
- Glazing not to exceed 50% of the overall facade, excluding retail component



10. ARCHITECTURAL CONCEPT DESIGN: ARCHITECTURAL EXPRESSION

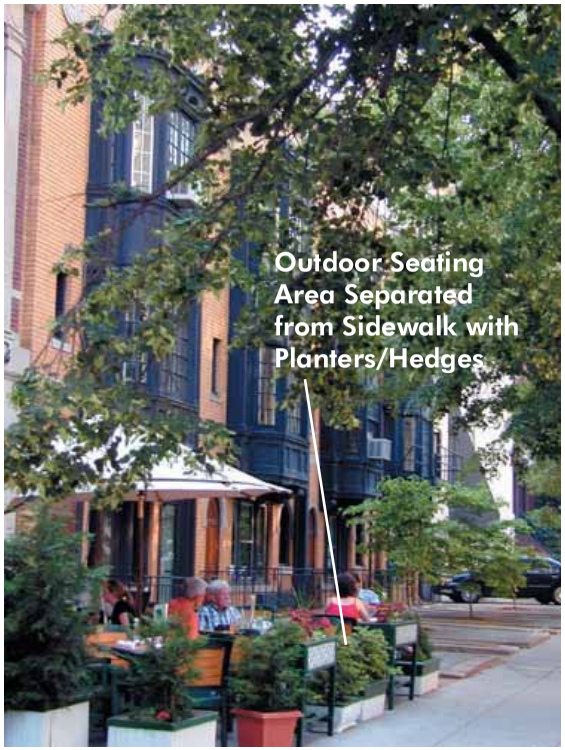
RETAIL

- Pronounced entryways, with canopies where appropriate
- Awnings/covered walkways
- Protruding/recessed bays
- Outdoor seating for restaurants/cafes
- Street furniture
  - Benches
  - Planters/flower boxes
- Individualized storefronts/signage
- 15' minimum floor-to-ceiling height
- 75-95% glazing on retail storefronts

* 20-40- retail bay spacing

10. ARCHITECTURAL CONCEPT DESIGN: ARCHITECTURAL EXPRESSION

Retail



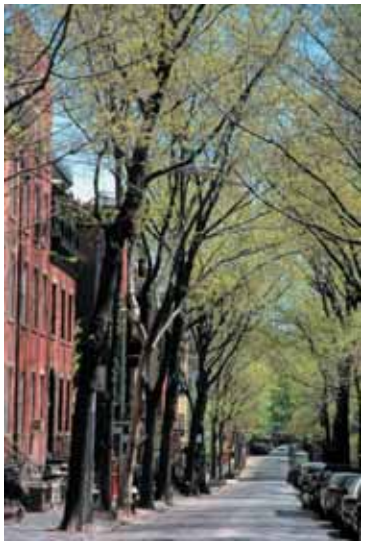
11. STREET SECTIONS: INTENT

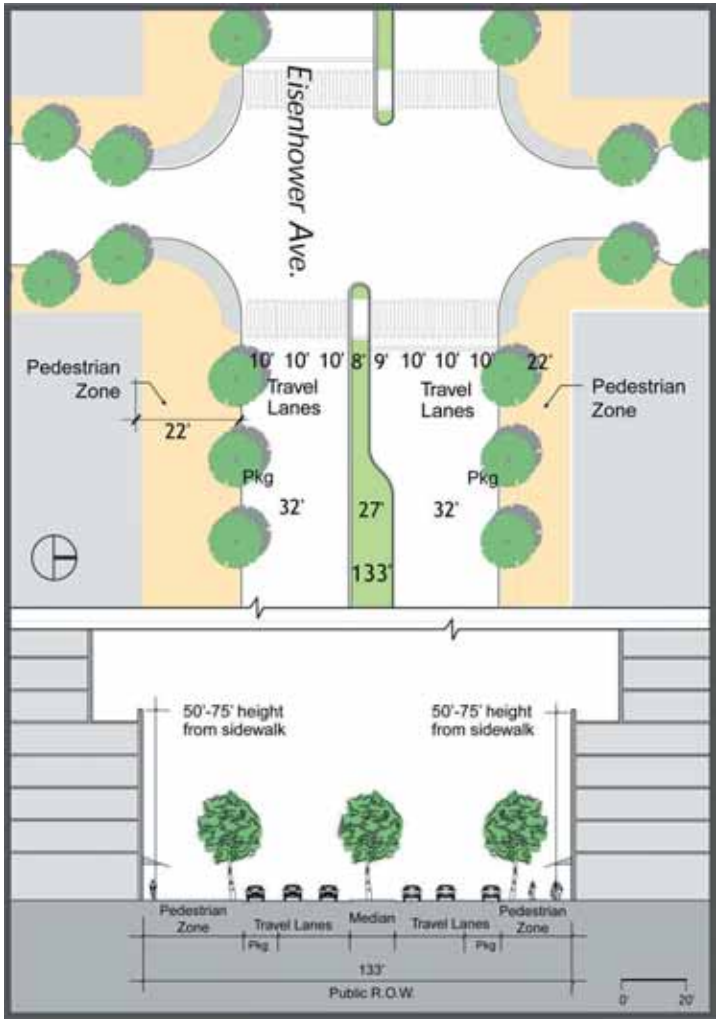
All good streets share certain characteristics, including a streetwall to define the public space and a strong pedestrian environment, that contribute to its success. The streets of Eisenhower East are intended to be public streets and are designed to promote the development of a thriving urban neighborhood by setting parameters for those characteristics. The following pages discuss specifics for Eisenhower Avenue, John Carlyle Street, and the typical street within Eisenhower East.

Eisenhower Avenue serves as the spine - a major boulevard - spanning the new Eisenhower East district, and is one of the primary public spaces within the district. Eisenhower Avenue unifies the two neighborhoods within Eisenhower East, Eisenhower Station and South Carlyle, while simultaneously lending to each neighborhood a distinct characteristic: an incorporated bike lane in Eisenhower Station and a park median in South Carlyle.

John Carlyle Street is a retail street in South Carlyle, serving the local offices during the day and providing retail for the residences in the neighborhood. John Carlyle Street acts as the gateway into the South Carlyle neighborhood from Eisenhower Avenue, terminating in a square that opens to the "Meadows" and the Resource Protection Area parkland.

The typical street sets the tone and character for the Eisenhower East Small Area Plan as the most prevalent street in the district. The parameters guiding the design of the typical street ensure a consistent standard for the bulk of the district, allowing the more prominent public streets to stand as unique environments.





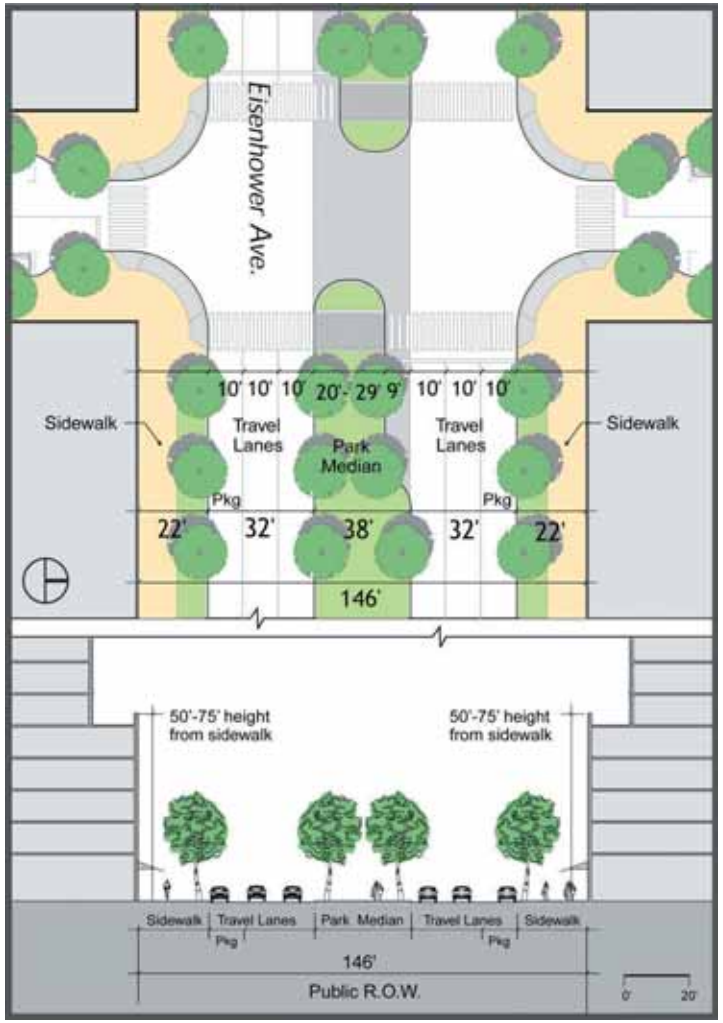
11. STREET SECTIONS: EISENHOWER AVENUE

WEST (FROM TELEGRAPH ROAD TO MILL ROAD)

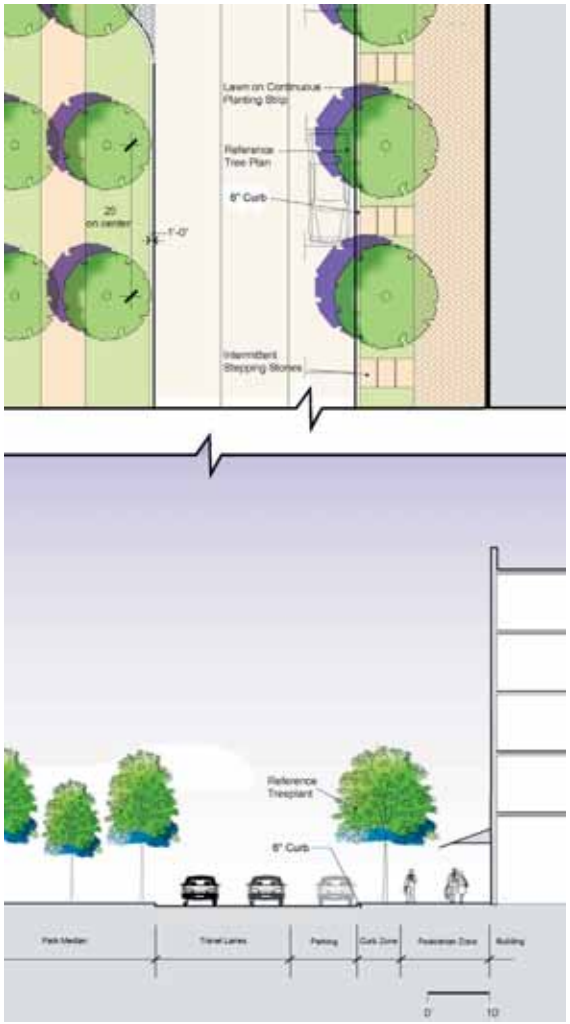
- **Public Right-of-Way -** 130′-136′
- **Roadways**
  - Four 10′ Travel Lanes (two-way)
  - Two 10′ Parking Lanes , exclusive of gutter pan, devoted to short-term parallel parking 24/7 until traffic needs warrant an additional travel lane. Note: the parking lane is 10′ to accommodate travel during peak periods.
- **Median - Varying width as follows:**
  - **West of Metro lines –** 17 - 19 feet, reducing to minimum 8 feet at location of left turn lanes
  - **East of Metro lines –** 26 feet, reducing to 9-17 feet at location of left turn lanes
- **Pedestrian Zone -** 22′ to include a bike path incorporated into the sidewalk. The location and width to be determined.
- **Crosswalk -** 8′-10′ delineated by a change in material, paving pattern, texture, and/or color
- **Bulb-outs -** None in the Eisenhower R.O.W., but located at the intersecting streets

11. STREET SECTIONS: EISENHOWER AVENUE

EAST (FROM MILL ROAD TO HOLLAND LANE)



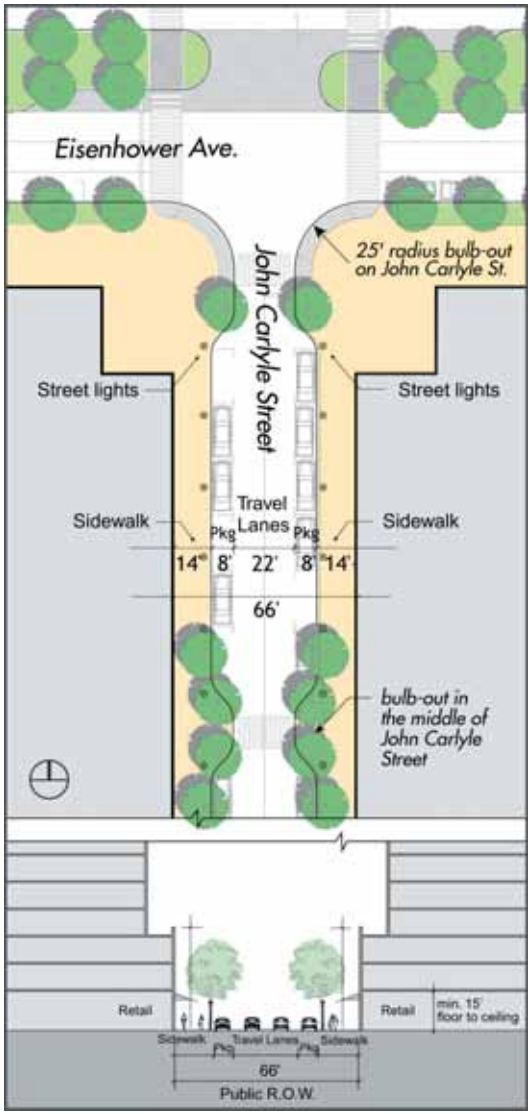
- **Public Right-of-Way -** 140'-146'
- **Roadways**
  - Four 10' Travel Lanes (two-way)
  - Two 10' Parking Lanes, exclusive of gutter pan, devoted to short-term parallel parking except during designated peak traffic hours
- **Median -** 38 feet park median, reducing to
  - 20 feet at intersection of Eisenhower and Mill Road
  - 29 feet at other location of left turn lanes
- **Pedestrian Zone -** 22' to include a bike path incorporated into the sidewalk. The location and width to be determined.
- **Crosswalks -** 8'-10' brick Crosswalks with concrete edge band
- **Bulb-outs -** None in Eisenhower R.O.W., but located in east/west direction at intersecting streets



11. STREET SECTIONS: EISENHOWER AVENUE

STREET TREES

- **Tree Spacing and Size -** 25′ on center; minimum 3″-3.5″ caliper
- **Tree Wells** - 5′x10′ well with groundcover plantings. See Chapter 12, "Public Realm Concept Design: Streetscape Elements"
- **Tree Trench -** Trees planted in a 5′-wide continuous tree trench beneath the sidewalk
- **Street Trees -** refer to Street Tree Plan on p. 13 for tree species



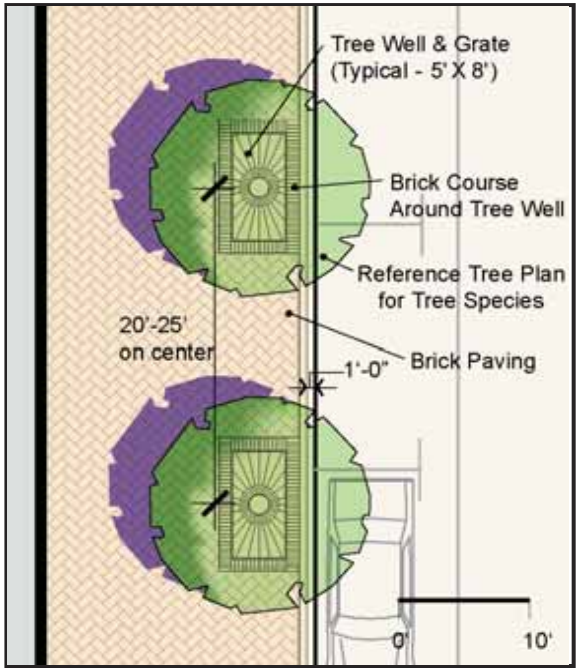
11. STREET SECTIONS: JOHN CARLYLE STREET

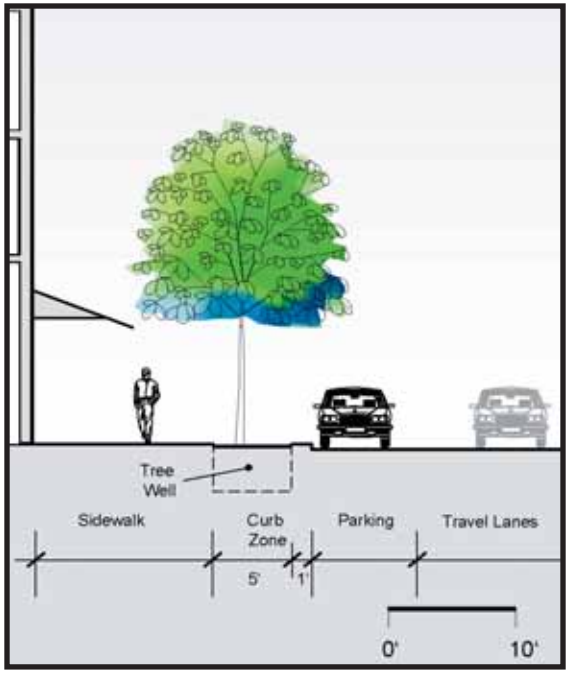
- **Building Face to Building Face** - 66′
- **Roadways**
  - Two 11′ Travel Lanes (two-way)
  - Two 8′ Parking Lanes, devoted to short-term parallel parking
- **Median** - none
- **Sidewalks** - 14′ brick Sidewalk in herringbone pattern with optional decorative concrete pavers
- **Bike Lane** - none
- **Crosswalks** - 8′-10′ brick crosswalk with concrete edge band
- **Bulb-outs** - 25′ radius at intersections; additional bulb-out in the middle of the street to minimize distance of pedestrian crossing

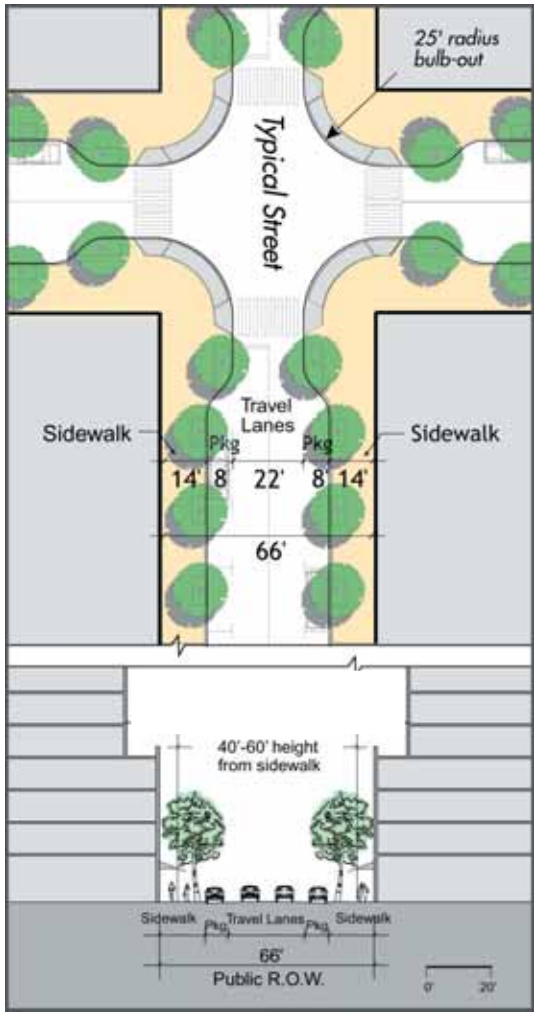
11. STREET SECTIONS: JOHN CARLYLE STREET

STREET TREES

- **Tree Spacing and Size**
  - Trees located only around bulb-outs
  - 20'-25' on center
  - minimum 3"-3.5" caliper
- **Tree Wells** - 5'x8' well covered with an iron grate. See Chapter 12, " Public Realm Concept Design: Streetscape Elements"
- **Tree Trench** - Trees planted in a 5'-wide continuous tree trench beneath the sidewalk
- **Street Trees** - Refer to Street Tree Plan on p. 13 for tree species. Columnar variety of tree species should be used.







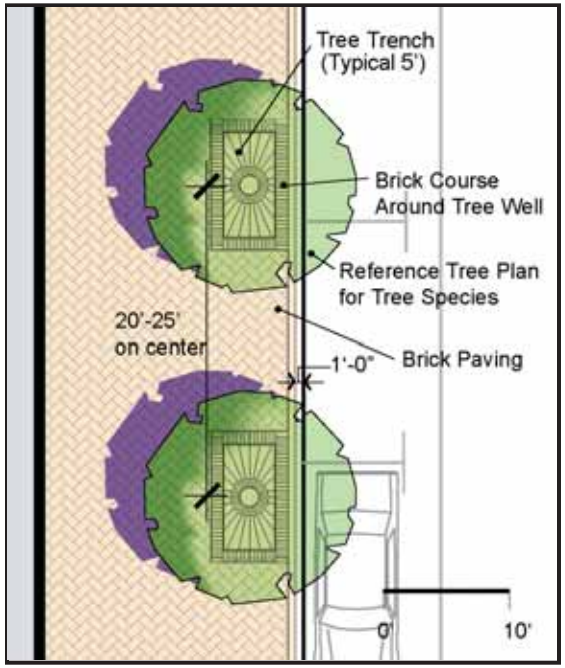
11. STREET SECTIONS: TYPICAL STREET

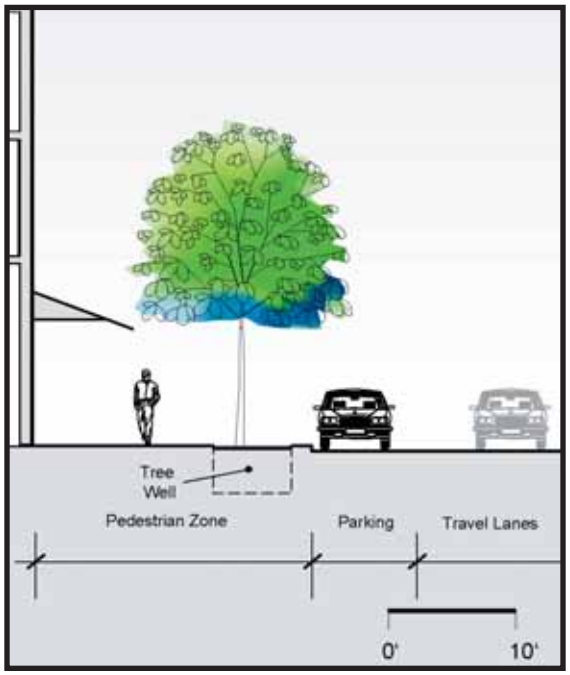
- **Building Face to Building Face** - 66'
- **Roadways**
  - Two 11' Travel Lanes (two-way)
  - Two 8' Parking Lanes, devoted to short-term parallel parking
- **Median** - none
- **Sidewalks** - 14' brick sidewalk in herringbone pattern.
- **Bike Lane** - none
- **Crosswalks** - 6'-8' wide brick Crosswalk with concrete edge band
- **Bulb-outs** - 25' radius at intersections with ADA accessible ramps

The design of "C" Frontage streets may be modified during the development process with the approval of the Directors of Planning & Zoning and Transportation & Environmental Services, provided a minimum right-of-way of 50 feet is maintained.

11. STREET SECTIONS: TYPICAL STREET

STREET TREES- NON-RETAIL BLOCK



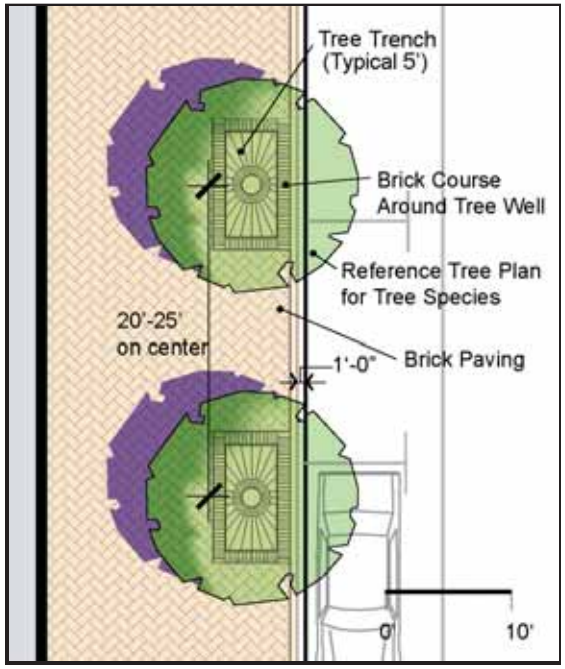


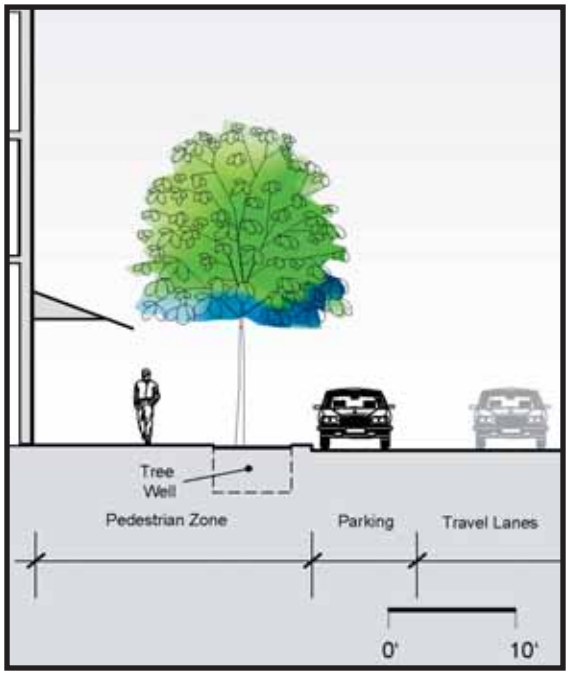
- **Tree Spacing and Size -** 25′ on center; minimum 3″-3.5″ caliper
- **Tree Wells** - 5′x8′ well with groundcover plantings. See Chapter 12, " Public Realm Concept Design: Streetscape Elements"
- **Tree Trench -** Trees planted in a 5′-wide continuous tree trench where located beneath the sidewalk.
- **Street tree -** refer to Street Tree Plan on p. 13 for tree species. Columnar variety of tree species should be used.

11. STREET SECTIONS: TYPICAL STREET

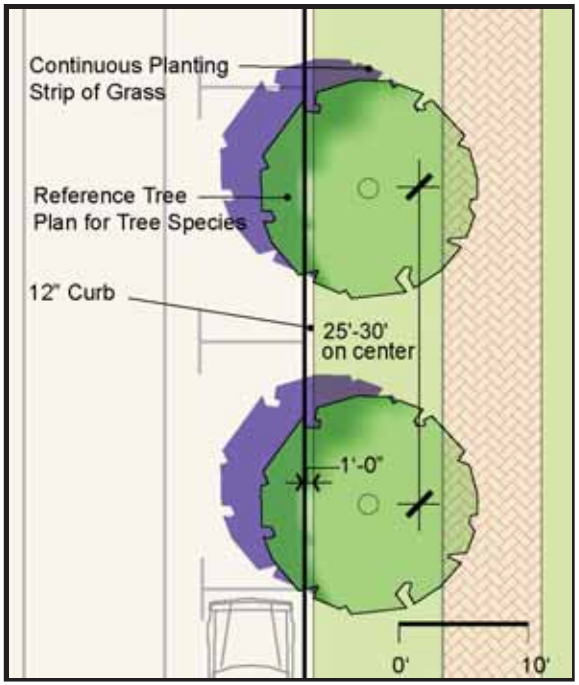
STREET TREES- RETAIL BLOCK

- **Tree Spacing and Size -** 25′ on center; minimum 3″-3.5″ caliper
- **Tree Wells** - 5′x8′ well covered with an iron grate. See Chapter 12, " Public Realm Concept Design: Streetscape Elements"
- **Tree Trench -** Trees planted in a 5′-wide continuous tree trench where located beneath the sidewalk
- **Street Trees -** refer to Street Tree Plan on p. 13 for tree species





11. STREET SECTIONS: TYPICAL STREET



STREET TREES- PARK FRONTAGE

- **Tree Spacing and Size -** 25'-30' on center; minimum 3"-3.5" caliper
- **Tree Wells** - 5'x8' well with groundcover plantings. See Chapter 12, " Public Realm Concept Design: Streetscape Elements"
- **Tree Trench -** Trees planted in a 5'-wide continuous tree trench where located beneath the sidewalk
- **Street Trees -** refer to Street Tree Plan on p. 13 for tree species

12. PUBLIC REALM CONCEPT DESIGN: INTENT

Open space is a valued asset of the Eisenhower East Small Area Plan. A system of parklands, squares, and plazas are woven into the street grid to provide residents and visitors with a venue for formal and informal social gatherings, community activities, and places of respite.

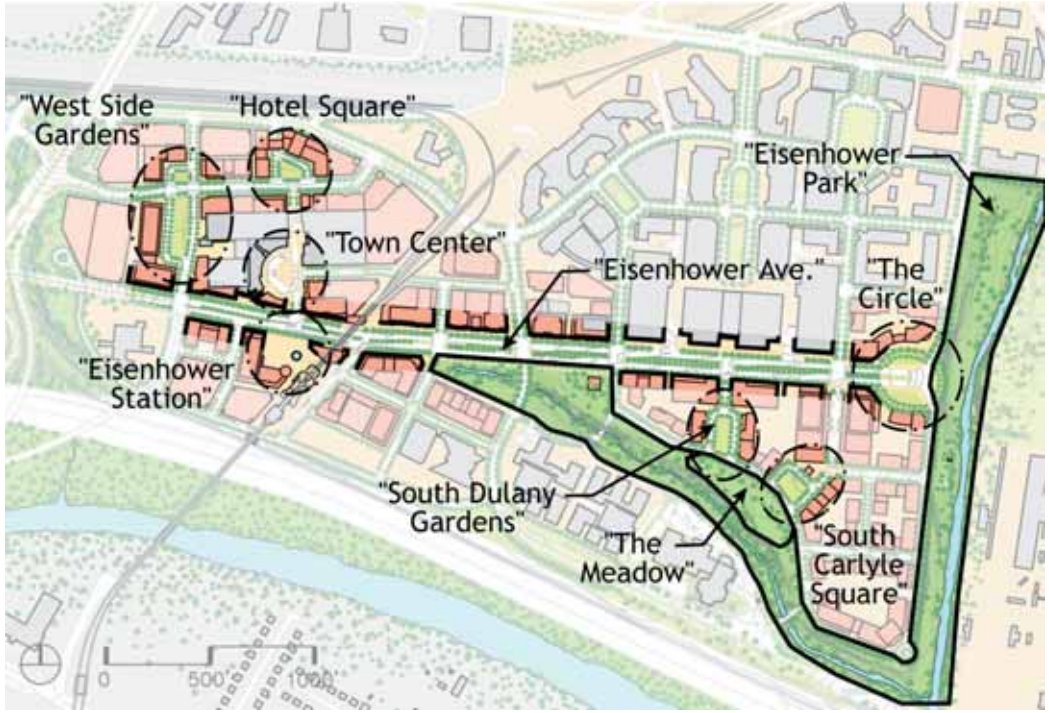
Ample seating, ample shady and sunny spots, and pedestrian access through and around these spaces are extremely important to create a truly usable park. Additional programming of these spaces, with festivals and social activities, together with the participation of community and local establishments, contribute greatly to their success as good urban parks.

The Resource Protection Area is envisioned as a natural park system straddling the stream valley and encompassing the waterways and watershed in the district. The parklands, including 'Eisenhower Park' and 'The Meadows', which bound the South Carlyle neighborhood, are seen as areas for passive recreation, replete with biking and hiking trails, tying back to the city.

Neighborhood parks, nestled within the urban street grid, are seen as places for active or passive uses, with open grassy areas or fully landscaped gardens.

Hardscape plazas, such as 'Eisenhower Station' and 'Town Center' are extensions of the sidewalk, widened to allow for higher pedestrian traffic and activity. They are located in the center of the Eisenhower Station neighborhood, anchored by the Eisenhower Metro Station and the entertainment /retail core along Swamp Fox Road. They are envisioned as highly animated spaces with a strong relationship to their adjacent uses.

All of the various open spaces within the district express their individuality in their differences in type, location, and neighboring uses; however, they retain a unified character with the use of similar streetscape elements such as street lamps, trash receptacles, sidewalk material, and benches.



12. PUBLIC REALM CONCEPT DESIGN: PARKS & SQUARES PLAN

- Neighborhood Parks and Squares
  - "West Side Gardens," "Hotel Square," "South Dulany Gardens," "South Carlyle Square," "The Circle"
  - active and passive use
  - lined with street trees
  - grassy areas with landscaping
  - hardscaped paths
  - setting for fountains, monuments, or statues

- Hardscape Plazas
  - "Eisenhower Station," "Town Center"
  - extension of sidewalk
  - a "place" for active use
  - incorporates ample seating areas
  - landscaping in planters or pots
  - setting for fountains, monuments, or statues

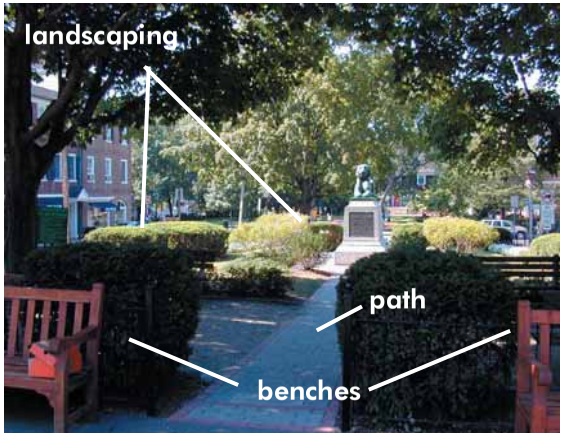
- Parklands
  - "Eisenhower Park," "The Meadows"
  - active and passive use
  - natural setting
  - biking and hiking trails
  - Creek runs through the park

- "Eisenhower Avenue"
  - Tree-lined boulevard with tree-lined park median

12. PUBLIC REALM CONCEPT DESIGN: PARKS & SQUARES

- provide a landscaping strategy so that each park or square retains a unique character yet is in harmony with the others in the district
- provide pedestrian paths/access through and around each park or square
- create usable spaces for active or passive recreation
- provide ample seating/benches
- provide shaded areas
- incorporate fountains, monuments, etc. as centerpieces or focal points

rendering of Resource Protection Area and the South Carlyle neighborhood



12. PUBLIC REALM CONCEPT DESIGN: STREETSCAPE ELEMENTS

The quality of the streetscape is governed, in large part, by the details - the minor components that together comprise the character of the street. The components of the streetscape include not only the building facade and street trees, described in earlier chapters, but the landscaping, street lighting, and street furniture, including benches, signage, bike racks, refuse and recycling containers.

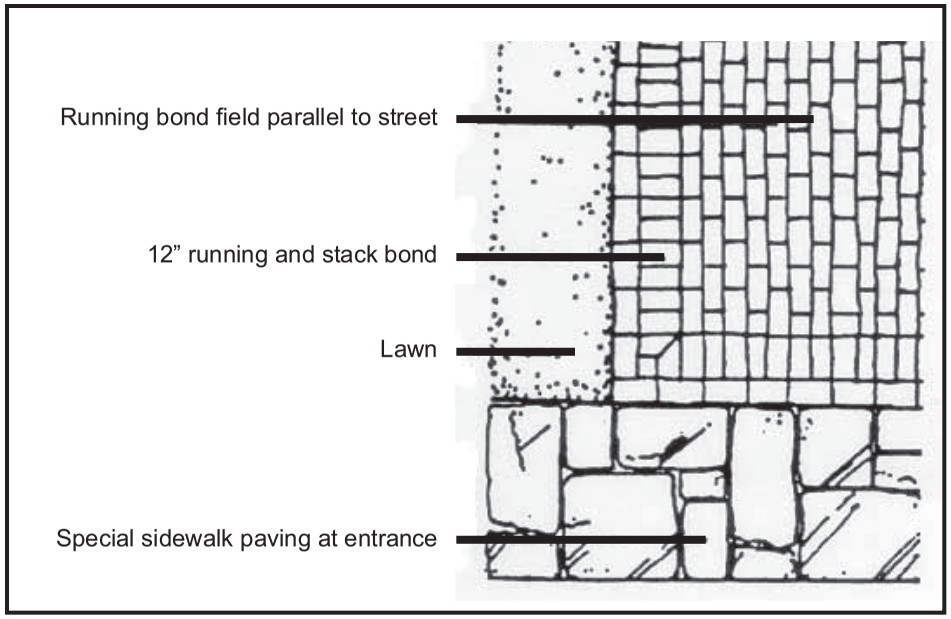
The repetition of these features throughout the Eisenhower East district helps to visually unite the neighborhood. The pictures on this page serve as examples of these streetscape components that add character and quality to a street.

- Continuous rhythm of street trees lining both sides of the street
- Unified street furniture
  - street lighting
  - sidewalk
  - benches
  - trash receptacles
  - bicycle racks
  - signage
- Landscaping
  - garden walls
  - hedges/planters
  - planting strip/tree wells

12. PUBLIC REALM CONCEPT DESIGN: STREETSCAPE ELEMENTS

Street Lighting

- Fixtures shall be single luminaire "Acorn" streetlights, as used in Carlyle, along public sidewalks. Additional street lighting may be required to meet street lighting standards
- Fixtures shall have a standard black finish
- All streetlights shall be placed to avoid conflict with street trees
- Where located next to residential, house side shields shall be installed in streetlights as needed to prevent lighting from directly entering residential windows
- Eisenhower Avenue Placement - Fixtures should be paired across Eisenhower Avenue
- John Carlyle Street Placement - Fixtures along this retail street should be coordinated with street tree spacing and paired across John Carlyle Street
- Typical Street Placement - Fixtures should be equally staggered across the street



Above: Running Bond pattern
At right: Herringbone pattern

12. PUBLIC REALM CONCEPT DESIGN: STREETSCAPE ELEMENTS

SIDEWALKS

- All sidewalks on A and B Streets shall be 4"x8" red brick, laid in accordance with City of Alexandria standards
- All sidewalk and planter bed edges shall be flush with grade
- Eisenhower Avenue
  - Running bond paving pattern parallel to street
  - 12" brick band in running and stack bond located along edge of sidewalk, bike path and abutting curb
  - Special paving may be integrated at building entrances
  - Bike path surface materials to be dertermined by, Planning and Zoning, Transportation and Environmental Services and Recreation, Parks and Cultural Activities
- John Carlyle Street and Typical Streets: Herringbone pattern with 12" brick band on edge of sidewalk and abutting curb

12. PUBLIC REALM CONCEPT DESIGN: STREETSCAPE ELEMENTS

BENCHES

- Benches located on public streets shall be the Timberform Restoration Series manufactured by Columbia Cascade or similar as approved by the City of Alexandria. The exact bench type within the series may be selected by the property owner
- A minimum of two benches shall be provided in each block in appropriate locations based on the specific ground floor use and the location of bus stops and public open space
- The bench seats shall be yellow cedar and the metal frames shall have a standard black, powdercoat finish
- Benches located within "Eisenhower Park" and "The Meadows" shall be 6-foot black, Victory Stanley Classic Series, CR96 or similar as approved by the City of Alexandria

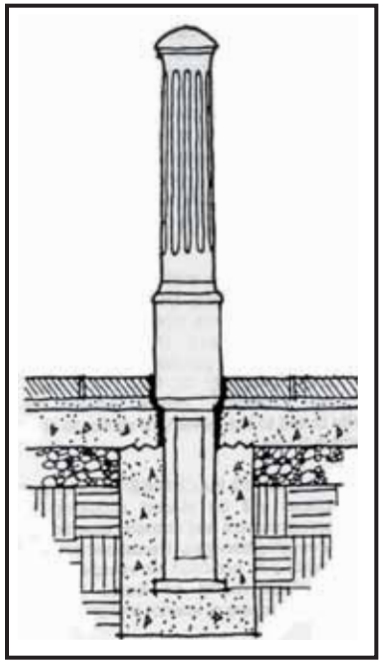
12. PUBLIC REALM CONCEPT DESIGN: STREETSCAPE ELEMENTS

TRASH RECEPTACLES

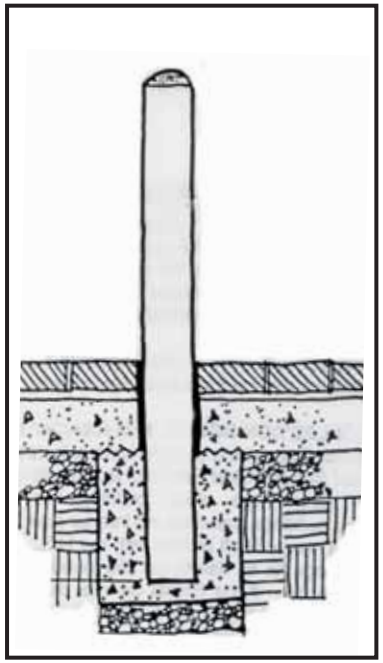
- The trash receptacle to be used throughout Eisenhower East is the Iron Site Bethesda Series Receptacle (model SD-42) by Victor Stanley or equal as approved by the City of Alexandria
- Trash receptacles shall have a black, powdercoat finish
- Trash receptacles shall be generally located near the curb
- One trash receptacle shall be located at each intersection
- Two additional trash receptacles shall be located mid-block on streets with retail frontage

BIKE RACKS

- To encourage and facilitate biking as a means of transportation, bike racks shall be provided
- Bike racks should be placed in groups at convenient, safe, well-lit paved areas in the building or curb zone
- Bike racks shall also be provided in parking garages
- Desired style: Manhattan by Canterbury International or similar equivalent, finished with black enamel, powdercoat finish



Decorative Bollard



Simple Bollard

Decorative Bollard

12. PUBLIC REALM CONCEPT DESIGN: STREETSCAPE ELEMENTS

BOLLARDS

- Bollards may be used as traffic control and safety/protection devices
- Decorative bollards shall be used in high visibility areas, where bollards are required and approved during site review
  - Desired style: Princeton Embedded (direct burial) Cast Iron Bollard by Spring City Electrical Manufacturing Company, or approved equivalent; finished in black to match streetlight poles
- Simple bollards may be used in less visible areas, such as building walls at service and parking entrances, that require protection from automobiles. Desired style - simple round concrete-filled metal post with a concrete cap, painted in one color to match the building architecture

12. PUBLIC REALM CONCEPT DESIGN: STREETSCAPE ELEMENTS

Tree Wells

- Tree wells shall be flush with the sidewalk pavement
- Except as required along John Carlyle Street, tree wells shall be planted with groundcover plantings
- Appropriate ground cover are English Ivy, Pachysandra, Periwinkles, Liriope, and Mondo Grass; seasonal color may be added
- Tree well plantings shall be maintained by the adjoining property owner
- On John Carlyle Street, tree wells shall include tree grates. Desired type to be O.T. Series grate by Urban Associates, Snohomish, Washington, or equivalent, as approved by the city of Alexandria