

# POTOMAC RIVER GENERATING STATION

COMMUNITY MEETING #7

JANUARY 27TH, 2022



 **Hilco**<sup>TM</sup>  
Redevelopment Partners

 WIRE GILL

**Gensler**

**OJB**

 BURO HAPPOLD

**Thornton  
Tomasetti**

 christopher  
consultants

**CLARK**  
CONSTRUCTION

**GOROVE SLADE**  
Transportation Planners and Engineers

 **SP** SUSTAINABLE  
BUILDING PARTNERS

 **WALKER**  
CONSULTANTS

 **Michael Blades & Associates**  
Elevator and Escalator Consulting

 **LERCH BATES**

# AGENDA

**1. PROJECT OVERVIEW**

**2. LAND USE**

**3. BUILDING HEIGHTS**

**4. NEXT STEPS AND HOW TO STAY INVOLVED**

# SCHEDULE & PROCESS

# STEPS FORWARD

## PAST MEETING TOPICS

- SITE CONCEPTS
- OPEN SPACE PLANNING
- OTN SAP OVERVIEW
- SITE TOURS

**COMMUNITY MEETING #1**  
INTRODUCTIONS  
FEBRUARY 11, 2021

**COMMUNITY MEETING #2**  
OVERVIEW OF OTNSAP  
APRIL 29, 2021

**COMMUNITY MEETING #3**  
SITE TOURS  
JUNE 4-5, 2021

**COMMUNITY MEETING #4**  
SITE CONCEPTS, OPPORTUNITIES &  
URBAN DESIGN  
SEPTEMBER 29, 2021

**COMMUNITY MEETING #5**  
SITE TOURS  
NOVEMBER 13, 2021

**COMMUNITY MEETING #6**  
OPEN SPACE PLANNING  
NOVEMBER 29, 2021

**COMMUNITY MEETING #7**  
LAND USE, BUILDING HEIGHTS &  
AFFORDABLE HOUSING | JANUARY 27

**COMMUNITY MEETING #8**  
ENVIRONMENTAL & SUSTAINABILITY  
FEBRUARY 24, 2022

**COMMUNITY MEETING #9**  
TRANSPORTATION  
MARCH 2022

## COMMUNITY OUTREACH

### FUTURE MEETING TOPICS

- ENVIRONMENTAL
- SUSTAINABILITY
- TRAFFIC & TRANSPORTATION

- PRE-FILING COORDINATION WITH CITY STAFF
- STUDY IDENTIFICATION
- SITE AND UTILITY SURVEYS
- VRP ENROLLMENT

**FIRST SUBMISSION**  
JULY 30, 2021

**SITE CHARACTERIZATION WORKPLAN TO VDEQ**  
SEPTEMBER 2021

**SITE CHARACTERIZATION FIELD WORK**  
OCTOBER - NOVEMBER 2021

**SECOND SUBMISSION**  
2021 Q4

**THIRD SUBMISSION**  
Q1 2022

**FIRST PHASE: COMMISSION PLANNING CITY COUNCIL HEARING**  
JUNE 2022

## PLANNING PROCESS PHASE 1: REZONING AND CDD CONCEPT PLAN

# COMMUNITY ENGAGEMENT + OUTREACH

- February 11 – Community Meeting #1
- April 28 – National Park Service Kickoff Meeting
- April 29 – Community Meeting #2
- June 4 & 5 – Public Site Tours/ Community Meeting #3
- June 29 – National Park Service Meeting
- July 30 – CDD-1 Submission
- September 9 – National Park Service Meeting
- September 29 – Community Meeting #4
- September 30 – Taste of Old Town/ NOTICe Tours
- October 21 – National Park Service Meeting
- October 29 – Marina Towers Property Visit
- November 08 – NOTICe Meeting

- November 08 – Affordable Housing Kickoff Meeting
- November 10 – National Park Service Meeting
- November 13 – Community Site Tour/ Community Meeting #5
- November 15 – Marina Towers Board Meeting
- November 18 – National Park Service Meeting
- November 29 – Community Meeting #6
- December 8 – CDD-2 Submission
- January 13 – National Park Service Meeting
- January 20 – Parks & Recreation Meeting
- January 27 – Community Meeting #7
- February 1 – Planning Commission Work Session \*
- February 22 – City Council Work Session \*

- February – Completeness Submission \*
- February 24 – Community Meeting #8 \*
- March – Community Meeting #9 \*
- March – UDAC Meeting \*
- March 10 – NOTICe Meeting \*
- June TBD – Planning Commission and City Council Public Hearings \*

## Meetings to be Scheduled:

- AHAAC (Alexandria Housing Affordability Advisory Commission) \*
- EPC (Environmental Policy Commission) \*
- Old Town North Alliance \*
- UDAC (Urban Design Advisory Commission) \*
- Waterfront Commission \*

## Key

\* Future Engagements (in italics)  
CDD Submissions (in blue)

Engagements in the next month

# PUBLIC BENEFITS + MITIGATION

## Environmental

- Abatement, deconstruction, and remediation
- Reduced carbon footprint and sustainably designed buildings

**\$60 million**

## Public Realm

- Extension of the Old Town North Arts & Cultural District
- On-site arts uses (*use of bonus height and density*)
- Provision of 5+ acres of on-site public open space
- Improvements to 5+ acres of on-site and 8.4 acres of off-site (NPS & NS land) public open space
- Below grade parking

**\$30-35 million**

**\$150 million**

\* All numbers are early estimates



# PUBLIC BENEFITS + MITIGATION

## Affordable Housing

- Voluntary Affordable Housing Contribution **\$7.5-11.4 million**
- Potential on-site affordable units (*use of bonus height and density*)

## Transportation

- Creation of new roadway network
- Off-site mitigation improvements

## Economic

- 1,140 construction-related jobs (*over 10 years*)
- 2,905 permanent jobs
- Taxes during construction **\$25.5 million**
- Annual taxes upon completion **\$34 million**

\* All numbers are early estimates



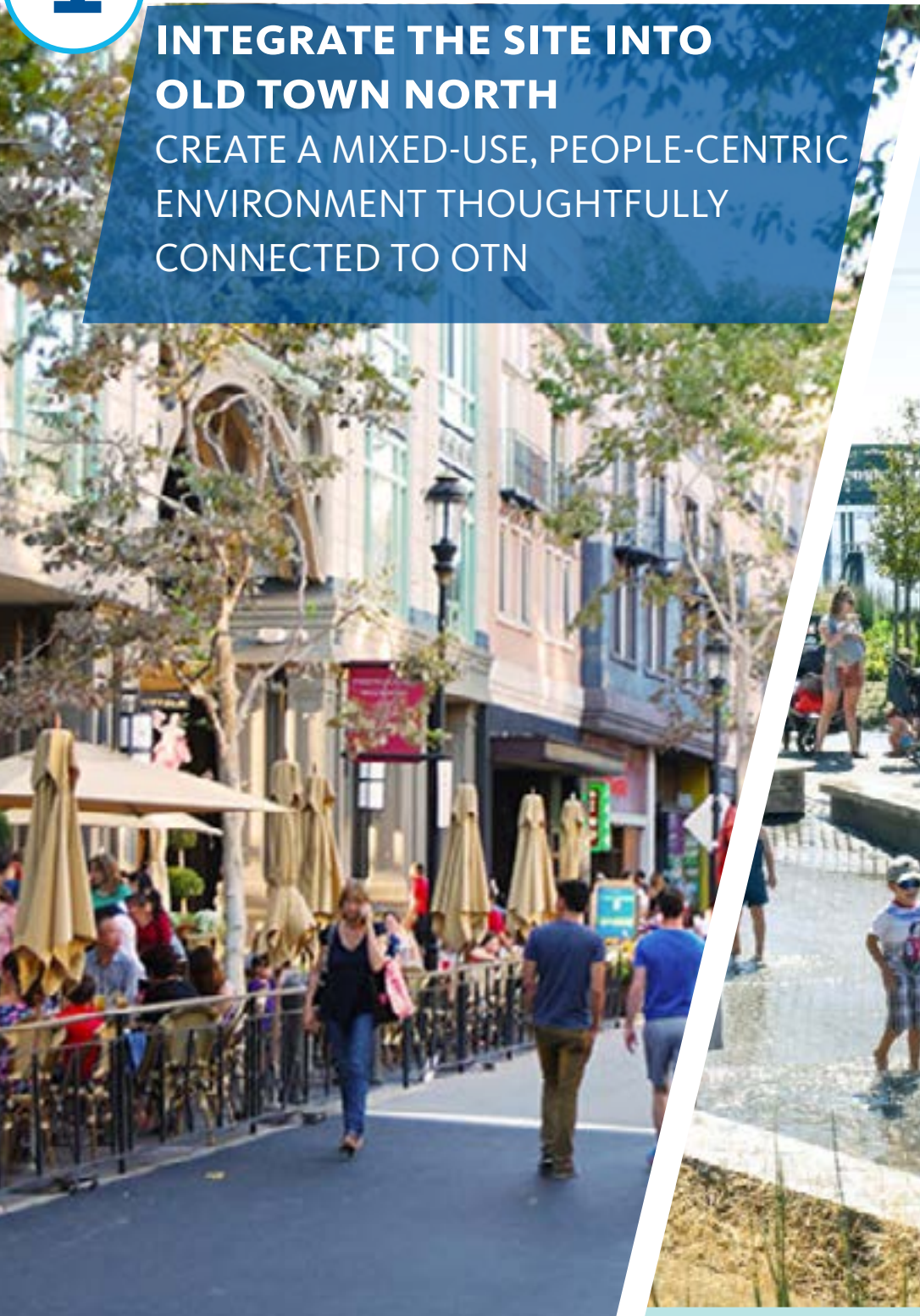
# PROJECT VISION

Primary Design Drivers

1

## INTEGRATE THE SITE INTO OLD TOWN NORTH

CREATE A MIXED-USE, PEOPLE-CENTRIC ENVIRONMENT THOUGHTFULLY CONNECTED TO OTN



2

## CONNECT PEOPLE TO THE WATERFRONT

EXPAND EQUITABLE ACCESS TO ALEXANDRIA'S WATERFRONT



3

## PROVIDE MEANINGFUL AND VARIED OPEN SPACE

CREATE PLACES FOR A VARIETY OF ACTIVITIES SEAMLESSLY CONNECTED TO NEIGHBORING PARKS



# 1 INTEGRATE THE SITE

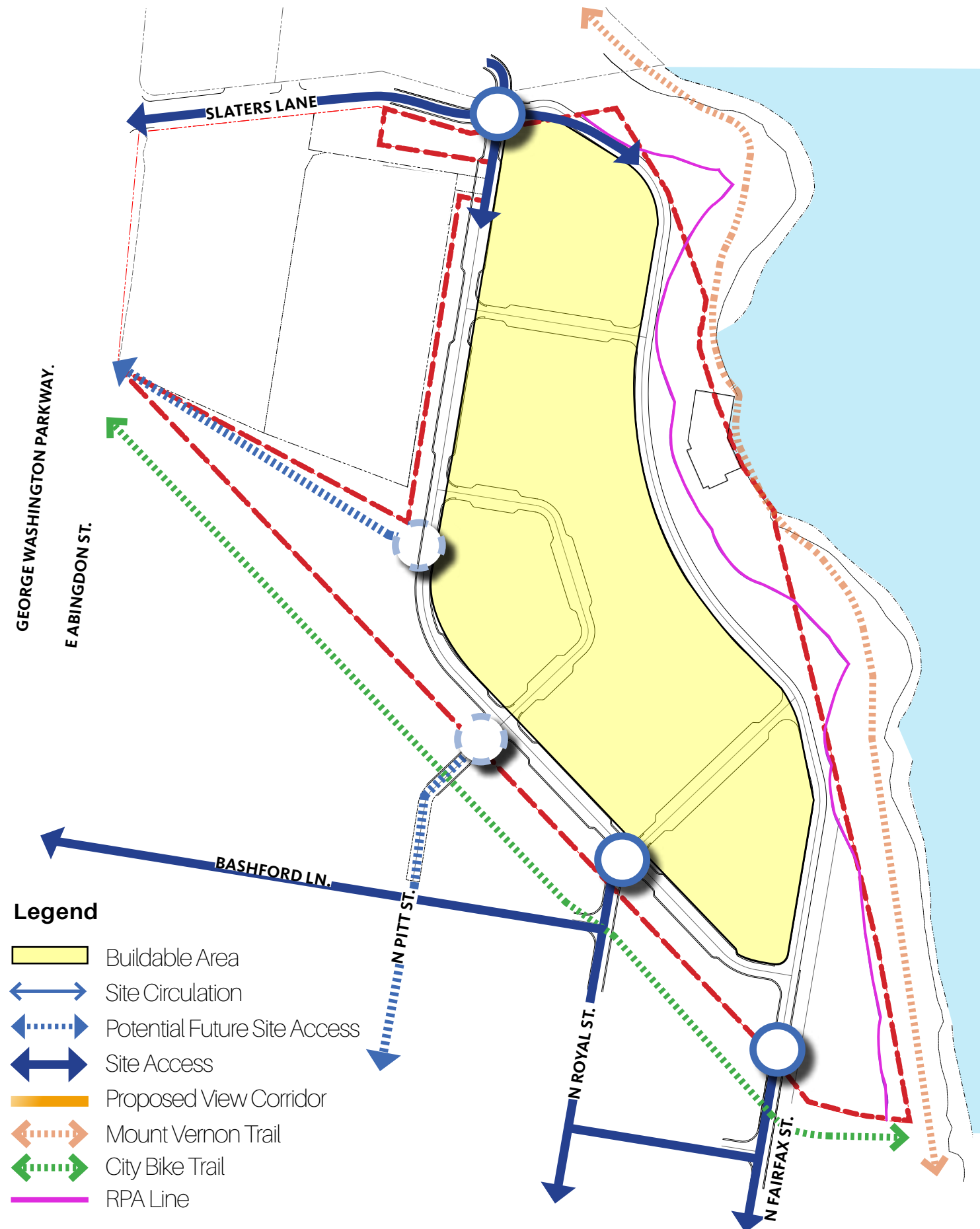
## Site Access: Roadway Connections

### Site Access

- Three site access points are proposed.
- North Royal and North Fairfax Street connections are planned at the southern side of the site. These will require an easement over the Norfolk Southern property or other arrangements with NSP.
- One connection off of Slaters Lane is proposed at the north side of the site.
- These connections are consistent with the Old Town North Small Area Plan.

### Future Access

- Two additional potential future connections may be possible. These will require cooperation with abutting property owners.
- To the west, a connection to the GW Parkway via East Abingdon Street may be possible.
- An additional southern connection at North Pitt Street may be possible.





# 2 CONNECT PEOPLE TO THE WATERFRONT

Optimize Waterfront Views and Access

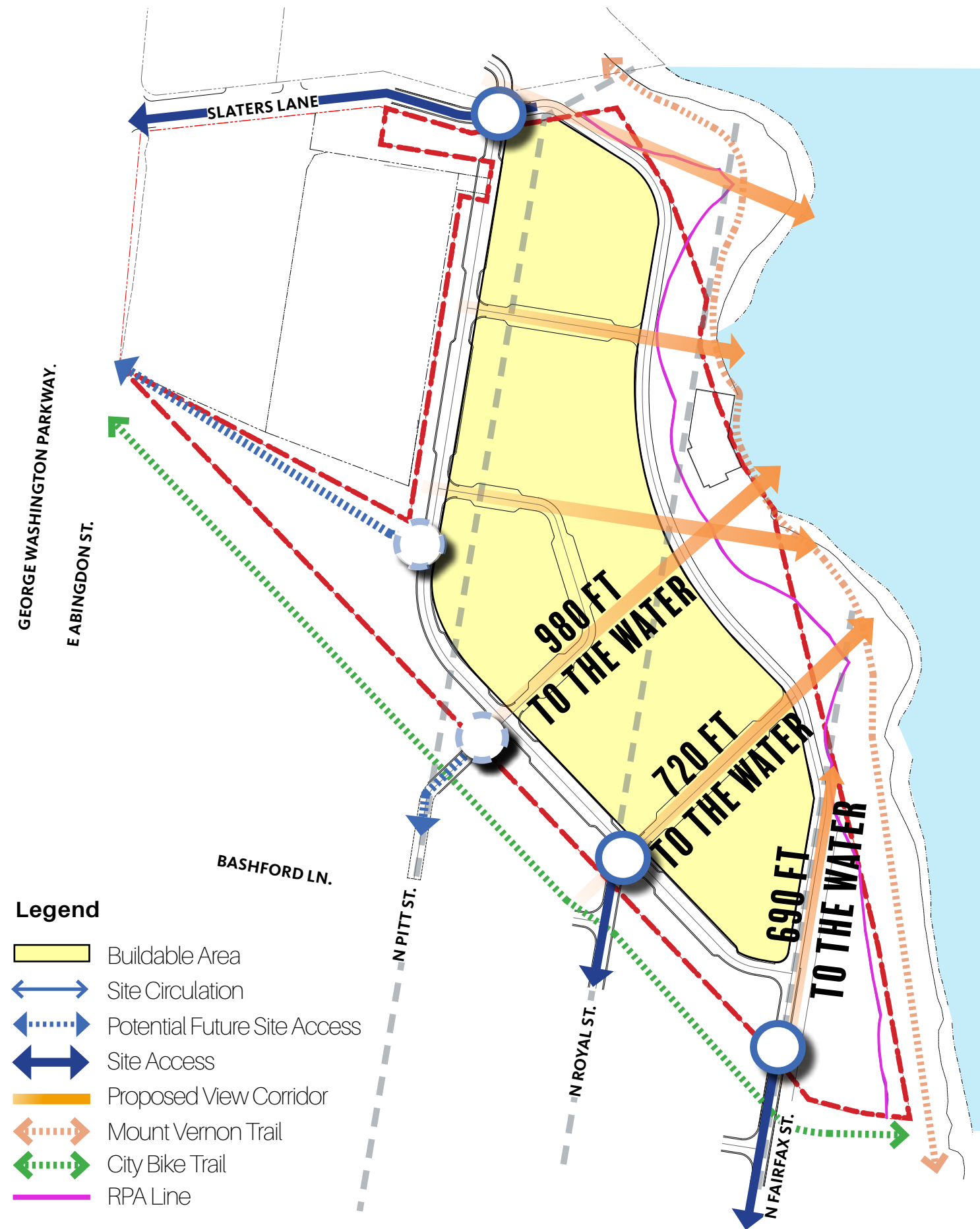
- Optimize views by shortening distance
- Turn peoples' views toward the waterfront
- Shorten physical and visual distance

HOW CLOSE DO YOU NEED TO BE TO SEE THE WATERFRONT?  
WISCONSIN AVENUE IN GEORGETOWN

1300'

1000'

700'



# 3 PROVIDE MEANINGFUL OPEN SPACE

On-site Open Space & Adjacent Open Space

## Open Space on PRGS Property

- Waterfront Park: 3 acres
- Linear Park: 1.7 acres
- Central Plaza: 0.7 acres
- Pepco Liner: 0.4 acres

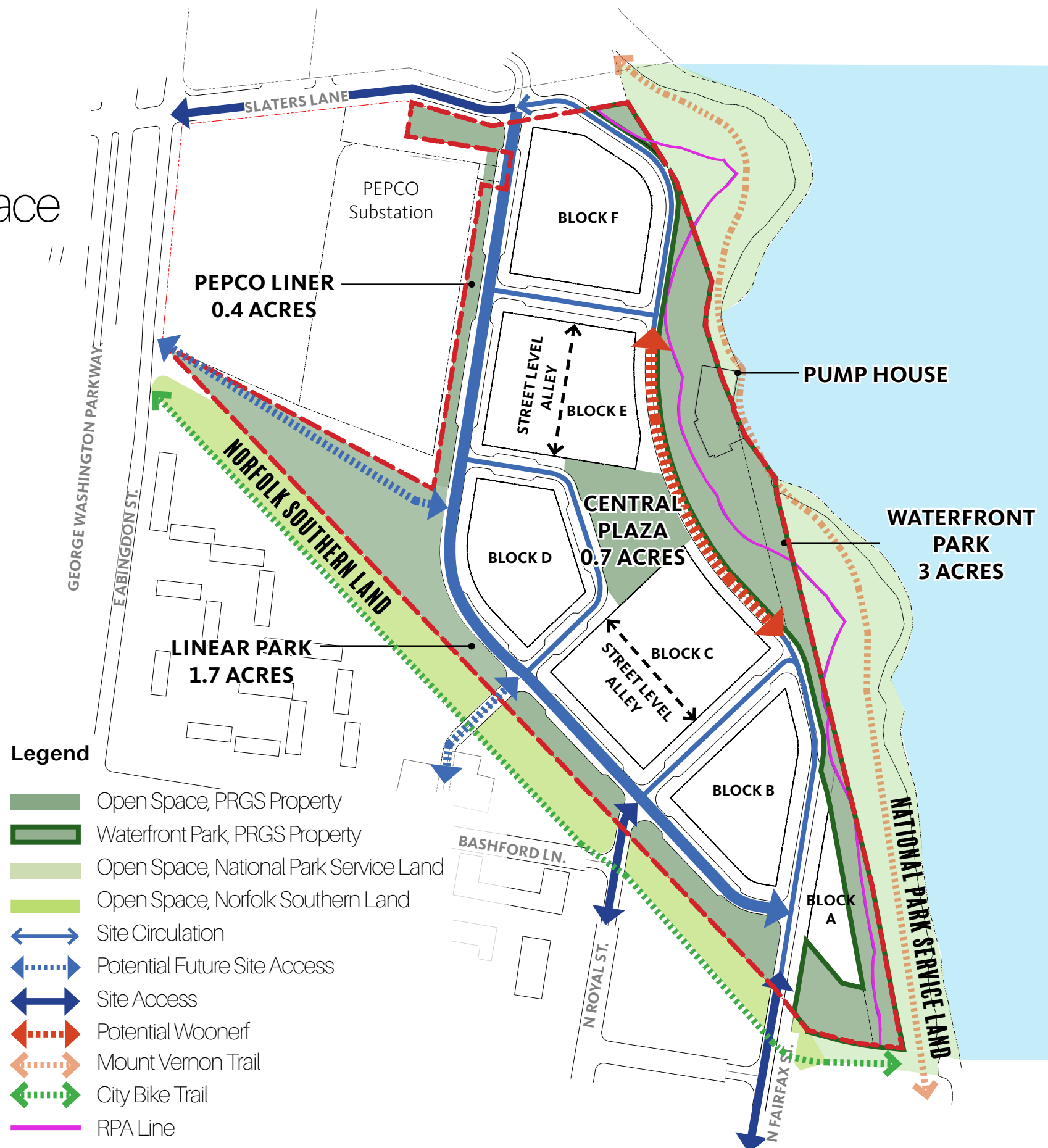
**Total: Approximately 5.8 acres**

## Open Space on Adjacent Property

- National Park Service: 5.3 acres
- Norfolk Southern Land: 3.1 acres

**Total: Approximately 8.4 acres**

**Total Combined Open Space: Approximately 14.2 acres**



# AGENDA

**1. PROJECT OVERVIEW**

**2. LAND USE**

**3. BUILDING HEIGHTS**

**4. NEXT STEPS AND HOW TO STAY INVOLVED**

# WHAT DOES A MIXED USE PLACE LOOK LIKE?



RESIDENTIAL



OFFICE



INNOVATION



RETAIL



ARTS

# WHAT DOES RESIDENTIAL MIXED USE LOOK LIKE?



# WHAT DOES COMMERCIAL OFFICE MIXED USE LOOK LIKE?



1770 CRYSTAL DRIVE



SIGNAL HOUSE



METROPOLITAN SQUARE



BURLINGAME OFFICE LOBBY



TIK TOK HEADQUARTERS



MERRIWEATHER

# WHAT DOES INNOVATION USE LOOK LIKE?



WEWORK



WAITROSE COOKERY SCHOOL



PLAYMAKER SCHOOL



COLUMBIA COLLEGE



TIK TOK HEADQUARTERS

# WHAT DOES RETAIL MIXED USE LOOK LIKE?





# WHAT DOES ARTS MIXED LAND USE LOOK LIKE?



REACH



ALBERTA'S ARTS DISTRICT



BROOKLAND ARTSPACE LOFTS



BROOKLAND ARTS WALK

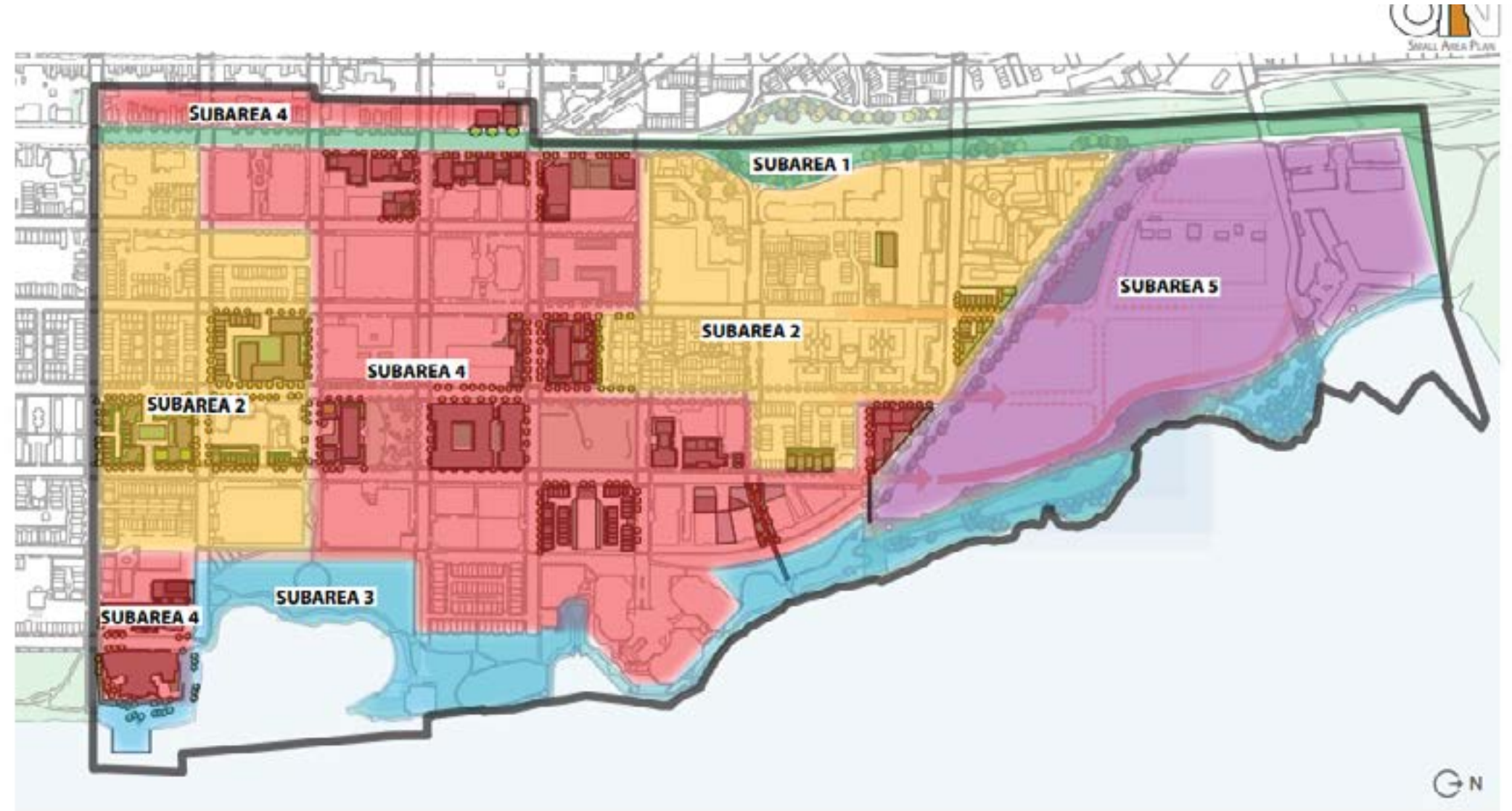


THE HAMILTON

# OLD TOWN NORTH SMALL AREA PLAN

## LAND USE APPROACH

- PRGS site is identified as part of Subarea 5- Mixed-Use/Innovation District
- A Mixed-Use/Innovation site that could serve as an economic anchor that can attract creative entrepreneurial and commercial activities within a mixed-use environment of housing, retail, and neighborhood amenities
- Identified development for the PRGS site GFA to be defined as a part of the CDD Concept Plan process was indicated as 2.15 million GFA



### LEGEND

- Subarea 1 - Washington Street Gateway
- Subarea 2 - Predominantly Residential
- Subarea 3 - Waterfront Open Space
- Subarea 4 - Mixed-Use Core
- Subarea 5 - Mixed-Use/Innovation District
- Plan Boundary

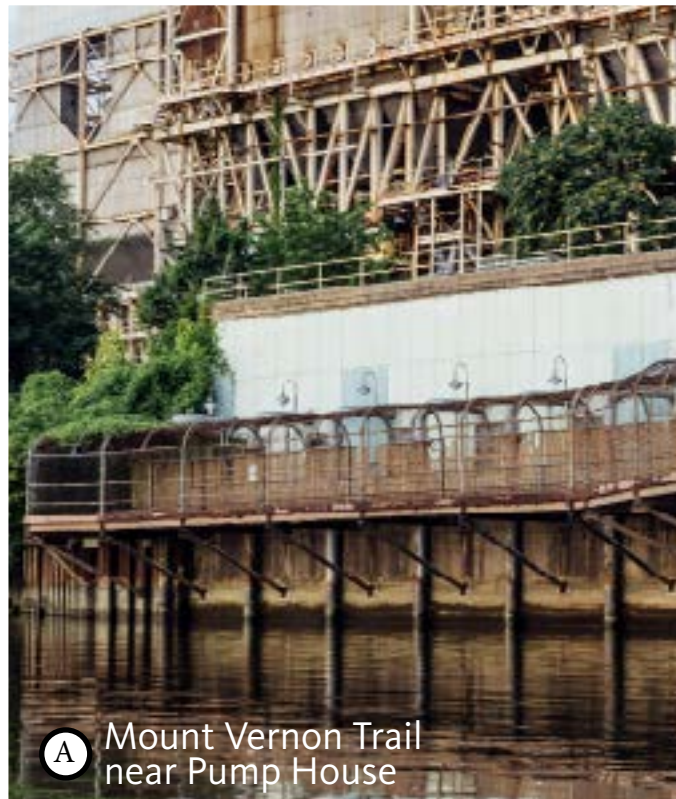
### Note:

The Subarea categories refer to general characteristics but there will be a mix of land uses within each Subarea. For example, the Predominantly Residential Subarea will also have mixed use elements and the Mixed-Use Innovation District Subarea will also contain residential uses.

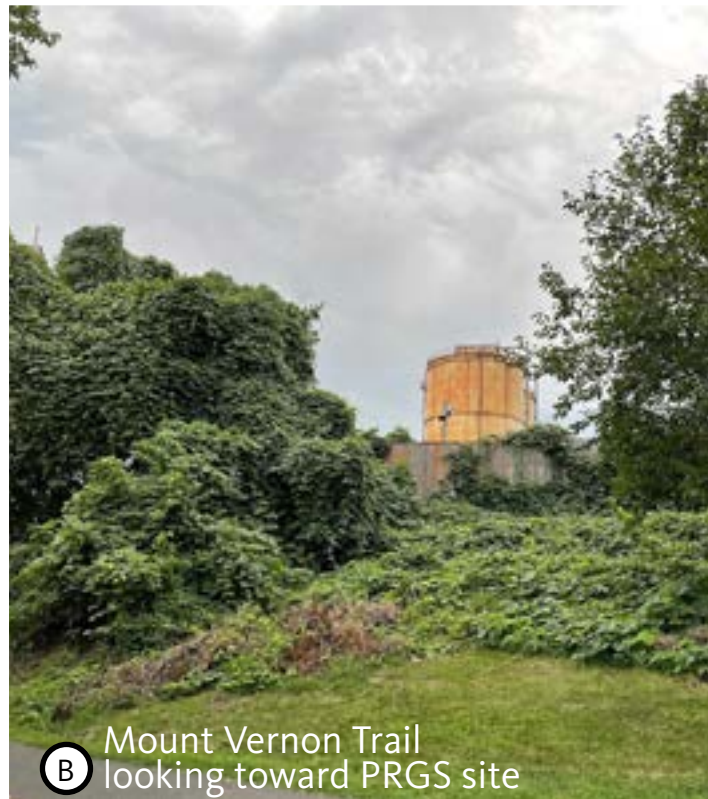
# SITE CONTEXT + CONSTRAINTS

## PRGS Property Boundary

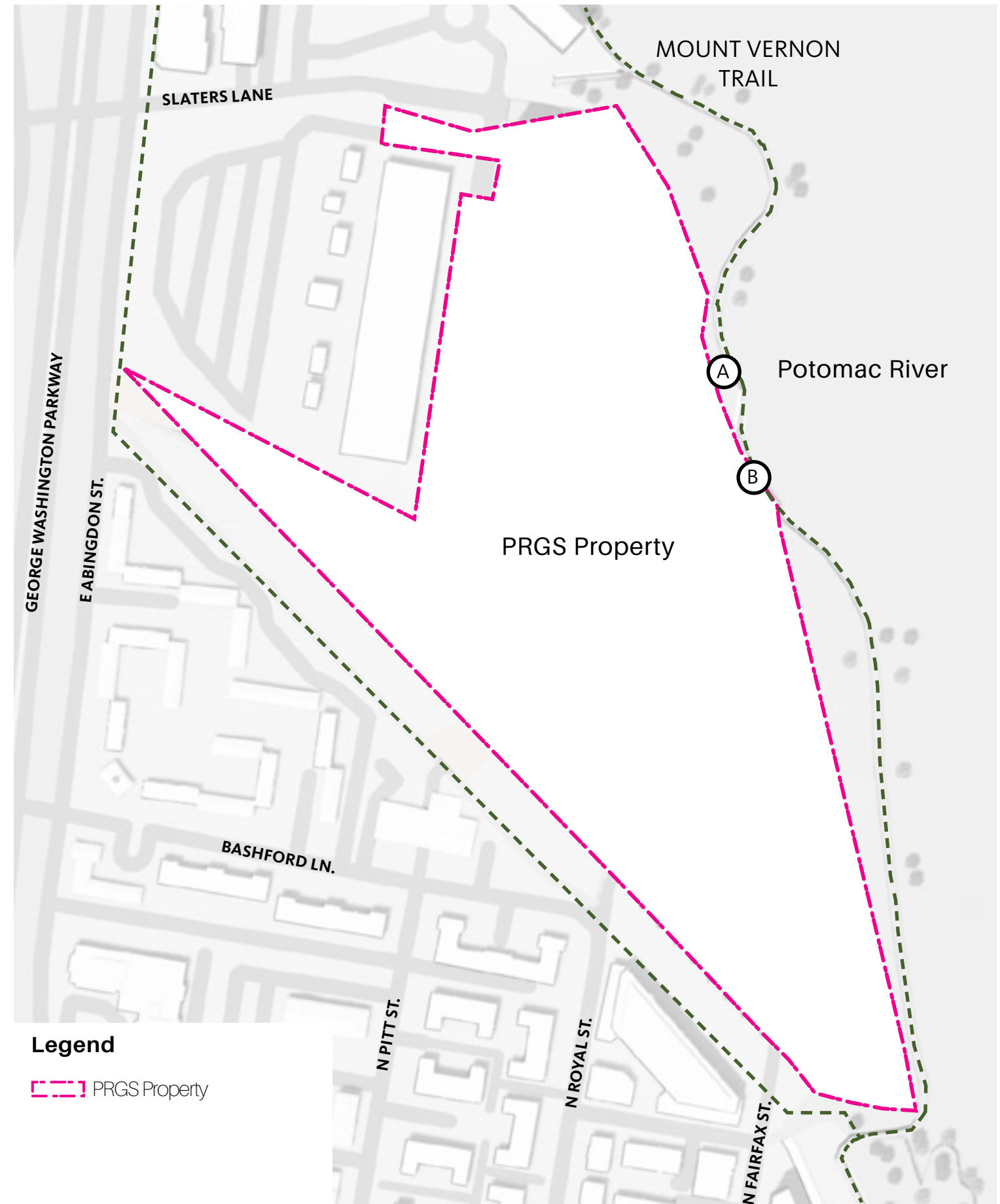
- Potomac River Generating Station (PRGS) property is the largest contiguous redevelopment site in Old Town North (OTN)



**A** Mount Vernon Trail near Pump House



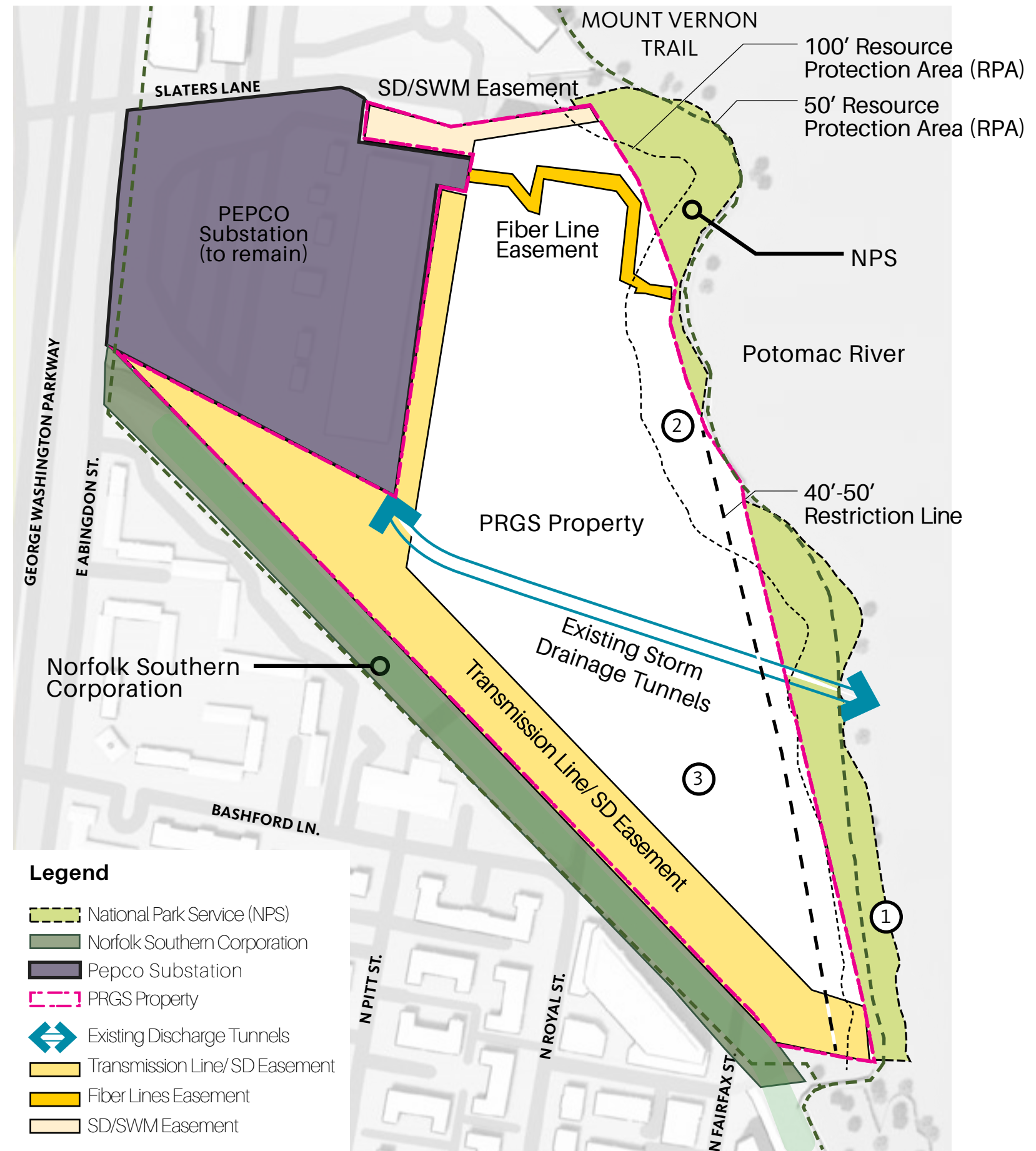
**B** Mount Vernon Trail looking toward PRGS site



# SITE CONTEXT + CONSTRAINTS

## Existing Easements & Setbacks

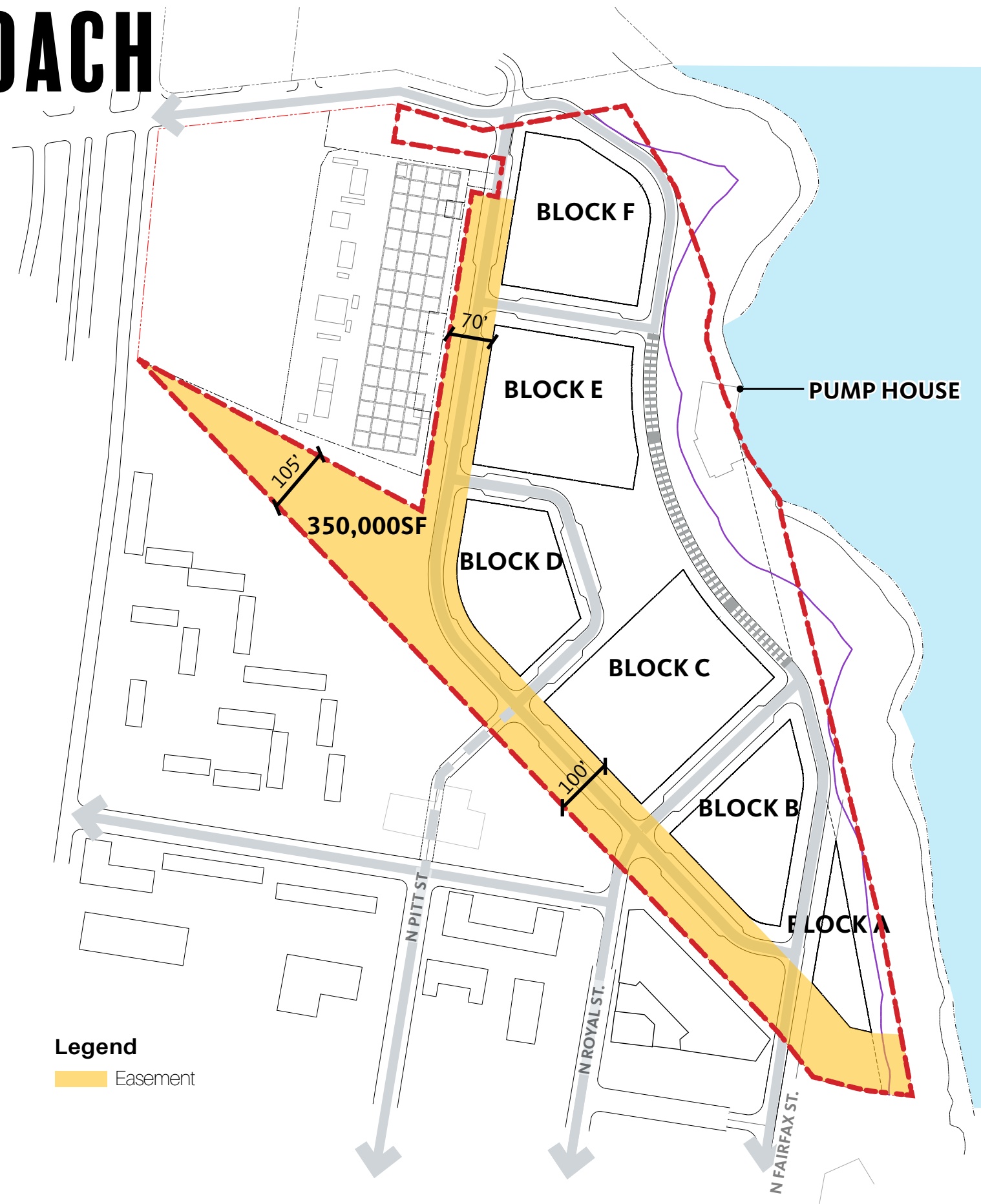
- Overall site is **18.8 acres**
- Only **11.9 acres** is available for building development (excluding easements and setback zones)
- Only **7-8 acres (approximately 40%)** is available for actual building construction once roads, sidewalks and open space are factored in



# PROPOSED LAND USE APPROACH

Square footage transferred from easement area

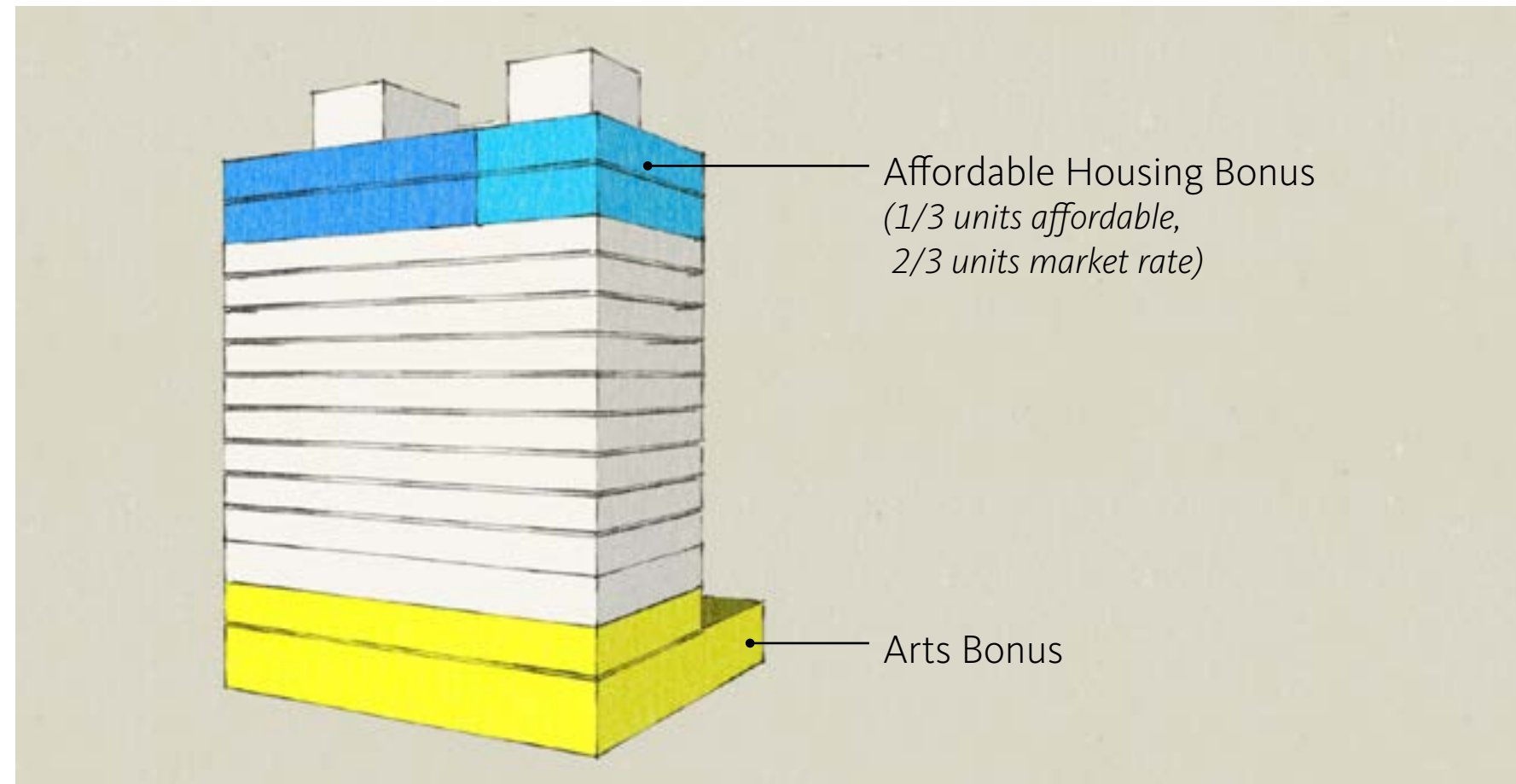
- The portion of the easement area shown in orange was unknown at the time the Old Town North Small Area Plan was completed. The Small Area Plan assumed buildings could be located in those areas
- The current proposed plan does not show any building development in those easement areas
- The easement area could house at least 350,000 sf of development, if it were buildable.
- That area has been transferred onto the blocks to allow the full 2.15 million SF envisioned in the OTN SAP to be built.



# PROPOSED LAND USE APPROACH

## Arts & affordable housing bonuses

- Up to 30% additional area is allowed under Alexandria zoning in exchange for providing arts and affordable housing uses on site
- The PRGS project proposes between 250,000–350,000 GFA of bonus area (12%–15%)



### Affordable Housing + Arts

*\*Not representative of location.  
Affordable units to be distributed.*

# PROPOSED LAND USE APPROACH

Total development square footage

- Development is across 6 Blocks, not including the existing Pump House location
- The OTN SAP identified the base area of the site as: **2.15 Million GFA**
- In addition, a bonus density of between **250,000–350,000 GFA** is being used for arts space and affordable housing. This represents a total bonus density of approximately 12-15%
- This results in an overall area between: **2.4 to 2.5 Million GFA**

BLOCK	MAXIMUM AREAS
Block A	66,000 GFA
Block B	414,000 GFA
Block C	633,000 GFA
Block D	326,000 GFA
Block E	579,000 GFA
Block F	472,000 GFA
Pump House	10,000 GFA

**Legend**  
 PRGS Property  
 Development Blocks

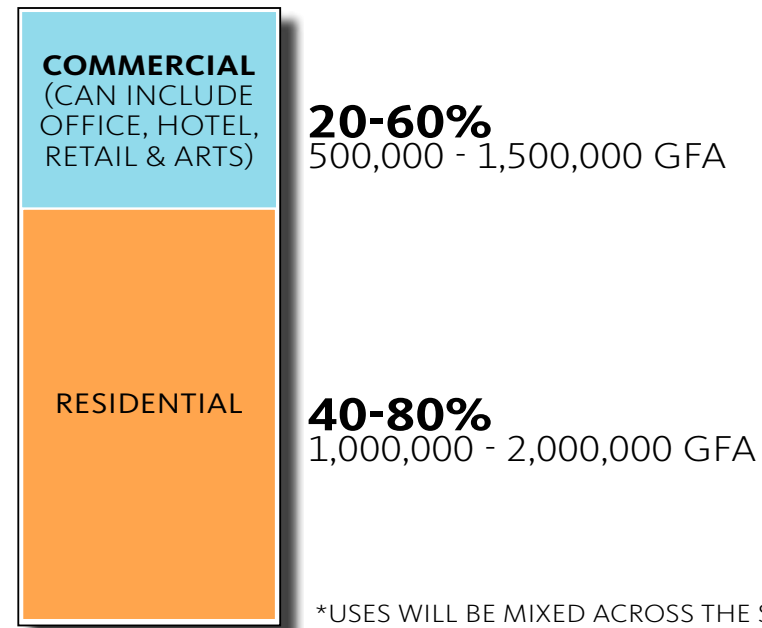


# PROPOSED LAND USE APPROACH

## Distribution of uses

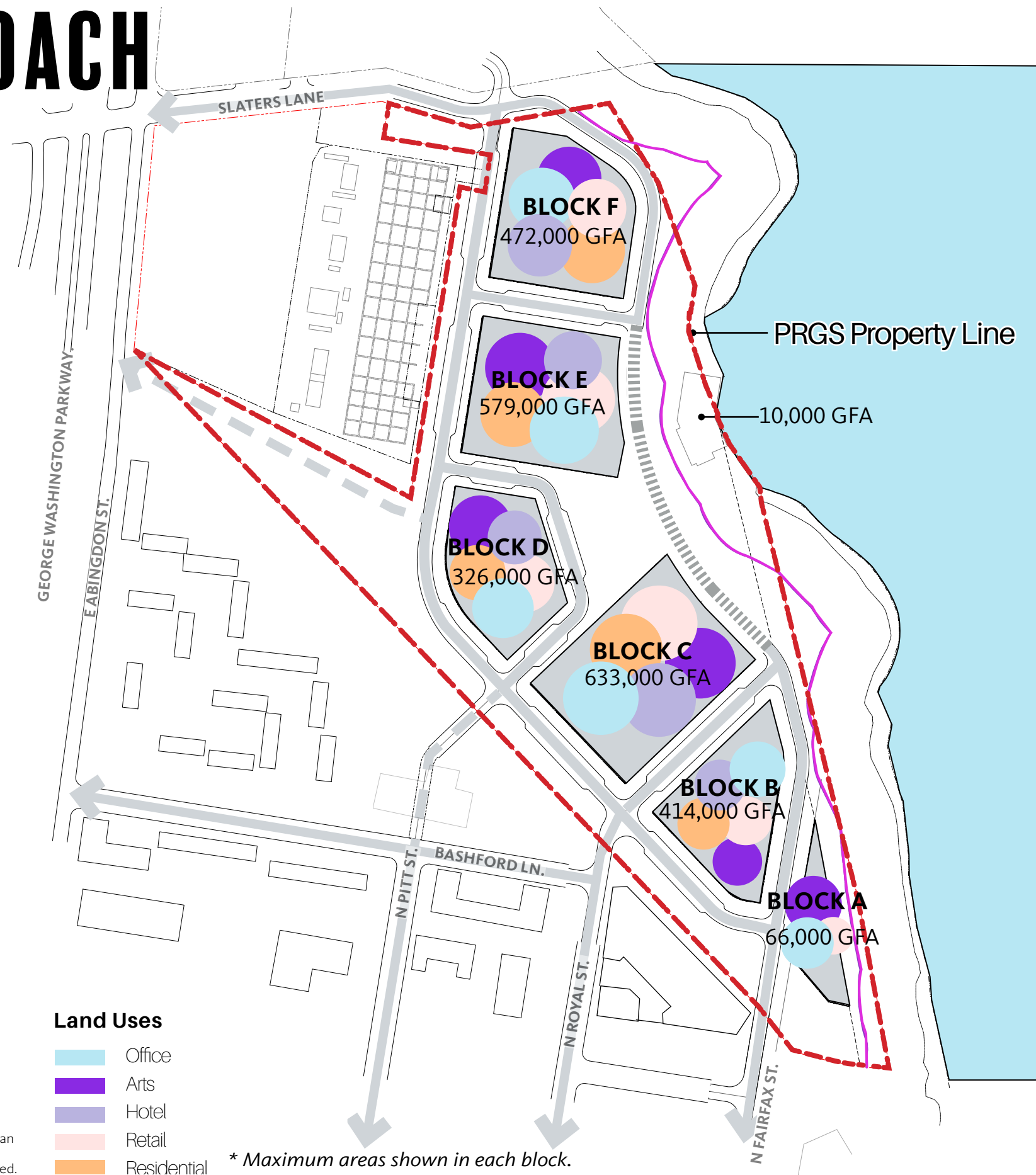
- A mix of commercial and residential uses is proposed on site. Commercial uses include office, arts, hotel and retail.
- Flexibility to allow for phasing over time

### FLEXIBLE DISTRIBUTION OF USES ACROSS SITE 2,500,000 GFA



	BLOCK A	BLOCK B	BLOCK C	BLOCK D	BLOCK E	BLOCK F	PUMP HOUSE
	66,000 GFA	414,000 GFA	633,000 GFA	326,000GFA	579,000 GFA	472,000 GFA	10,000 GFA
<b>Commercial *</b>	✓	✓	✓	✓	✓	✓	✓
Office	✓	✓	✓	✓	✓	✓	
Arts	✓	✓	✓	✓	✓	✓	✓
Hotel		✓	✓	✓	✓	✓	
Retail	✓	✓	✓	✓	✓	✓	✓
<b>Residential</b>		✓	✓	✓	✓	✓	

\*Commercial uses can include, but are not limited, to those listed.





# AN ACTIVATED GROUND PLANE

WHAT DOES THIS MIX FEEL LIKE AT THE GROUND LEVEL?



# GROUND PLANE RETAIL ACTIVATION

RETAIL CONNECTIVITY WITH OLD TOWN NORTH + THE WATERFRONT



- Key**
- Potential retail frontages
  - Potential Entries
  - "Optional Retail Corridor" outlined in the OTN SAP

CONCENTRATED,  
CONTINUOUS RETAIL

STREET-FOCUSED  
AND TRANSPARENT

A MIX OF  
WATERFRONT- AND  
OLD TOWN NORTH-  
FACING



# PRGS PROPOSED AFFORDABLE HOUSING APPROACH

## AFFORDABLE HOUSING PRINCIPLES

- Consistent with City's policy goals, contribute to the Housing Master Plan and Regional Housing Initiatives.
- Explore a multi-pronged approach with the Office of Housing that may include one or more of the following strategies:
  - Monetary contribution to the Housing Trust Fund to create off-site affordable units (*set-aside or leveraged*).
  - Conversion of a portion of the monetary contribution into on-site affordable units (*set-aside*).
  - Use of Affordable Housing zoning bonus (Section 7-700) to deliver one-third of the bonus square footage as on-site affordable units (*set-aside*).
  - Potential public-private partnerships to create innovative affordable units on-or off-site (*leveraged*). This could include the co-location of affordable housing with arts uses and/or affordable artist housing.
- Strive for a variety of affordability levels that could range from 40% AMI\* to 100% AMI, depending on the delivery mechanism and tenure
  - Set-aside rental units: 60% AMI
  - Leveraged rental units: 40-80% AMI
  - Set-aside/leveraged homeownership units: ~70-100% AMI
- Ensure long term affordability of any on-site units:
  - 40 years for any rental units
  - In perpetuity for any for-sale units
- Next step is to draft an Affordable Housing Plan with Office Of Housing Staff to be presented to AHAAC

\*AMI is Area Median Income. The 2021 AMI for the Washington DC Metro Area is \$129,000 for a household of four.

# AGENDA

**1. PROJECT OVERVIEW**

**2. LAND USE**

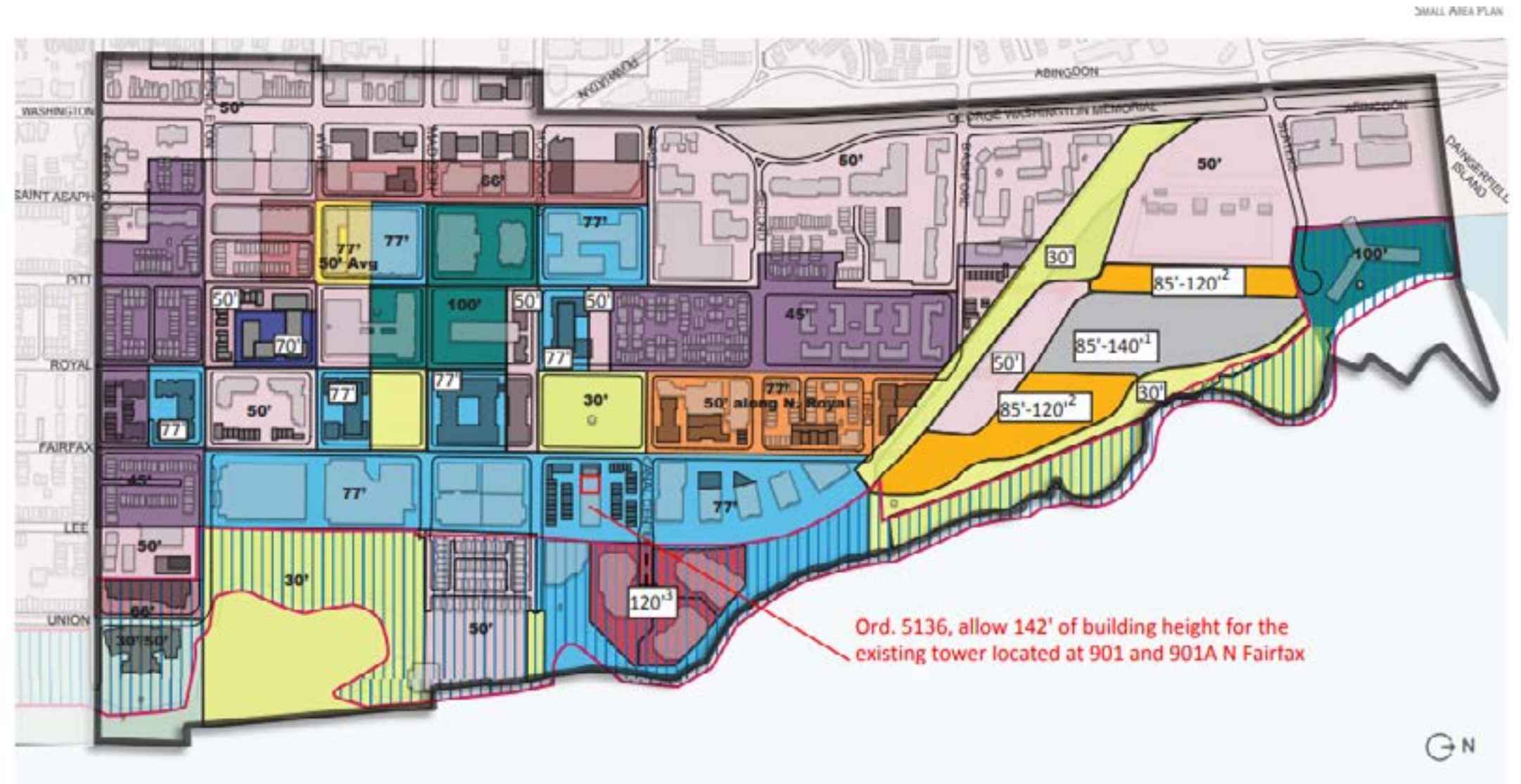
**3. BUILDING HEIGHTS**

**4. NEXT STEPS AND HOW TO STAY INVOLVED**

# OLD TOWN NORTH SMALL AREA PLAN

## HEIGHTS APPROACH

- The OTN SAP general heights concept provided a buffer between Old Town North and development on the site
- Heights identified in the PRGS site range from 50' to 140'



### LEGEND

<span style="display:inline-block; width:15px; height:15px; background-color:red; border:1px solid black;"></span> 120'	<span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span> 77' Maximum 50' Average	<span style="display:inline-block; width:15px; height:15px; border:2px dashed red;"></span> Area subject to the 1981 Settlement Agreement and the NPS document titled Alexandria Waterfront: Land Use Agreements, June 1992
<span style="display:inline-block; width:15px; height:15px; background-color:teal; border:1px solid black;"></span> 100'	<span style="display:inline-block; width:15px; height:15px; background-color:brown; border:1px solid black;"></span> 66'	<span style="display:inline-block; width:15px; height:15px; border:1px dashed black;"></span> Existing Height Limit
<span style="display:inline-block; width:15px; height:15px; background-color:lightblue; border:1px solid black;"></span> 77'	<span style="display:inline-block; width:15px; height:15px; background-color:lightgreen; border:1px solid black;"></span> 30'/50'	<span style="display:inline-block; width:15px; height:15px; border:1px solid black;"></span> Recommended New Height Limit
<span style="display:inline-block; width:15px; height:15px; background-color:orange; border:1px solid black;"></span> 77' (50' Max along N. Royal)	<span style="display:inline-block; width:15px; height:15px; background-color:purple; border:1px solid black;"></span> 45'	
<span style="display:inline-block; width:15px; height:15px; background-color:darkblue; border:1px solid black;"></span> 70'	<span style="display:inline-block; width:15px; height:15px; background-color:yellowgreen; border:1px solid black;"></span> 30'	

### Notes:

1. A limited number of buildings will be of heights up to 140'. The final number and location of those buildings will be determined through the development review process.
2. The height ranges shown on the former power plant site are intended to provide a variety of building heights for each building and within each block.
3. Any changes to building heights on Canal Center will require all applicable approvals by the NPS.

# UDS&G REFERENCES TO THE POWER PLANT SITE

## SPECIFIC REFERENCE TO POWER PLANT SITE GRAPHIC ONLY

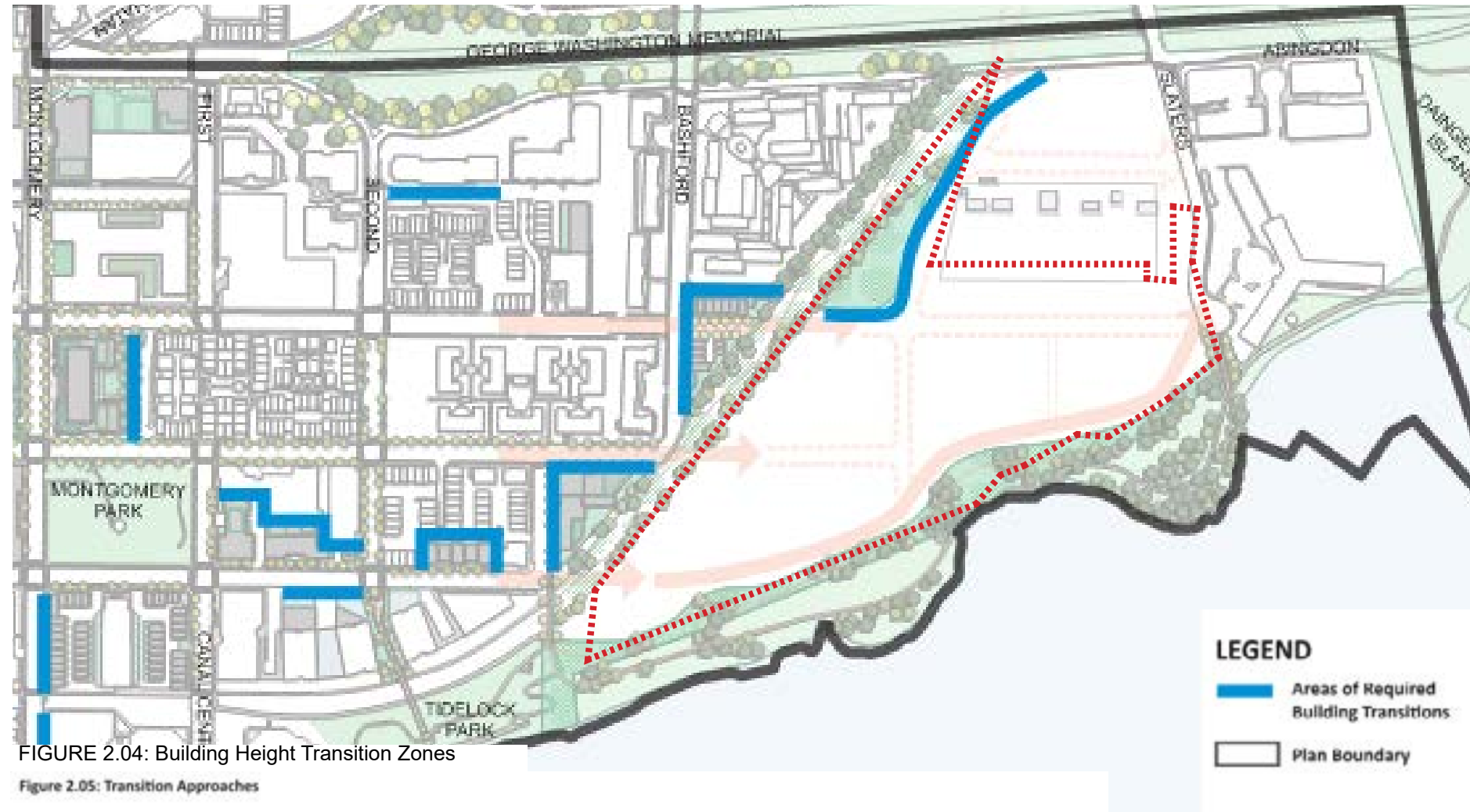
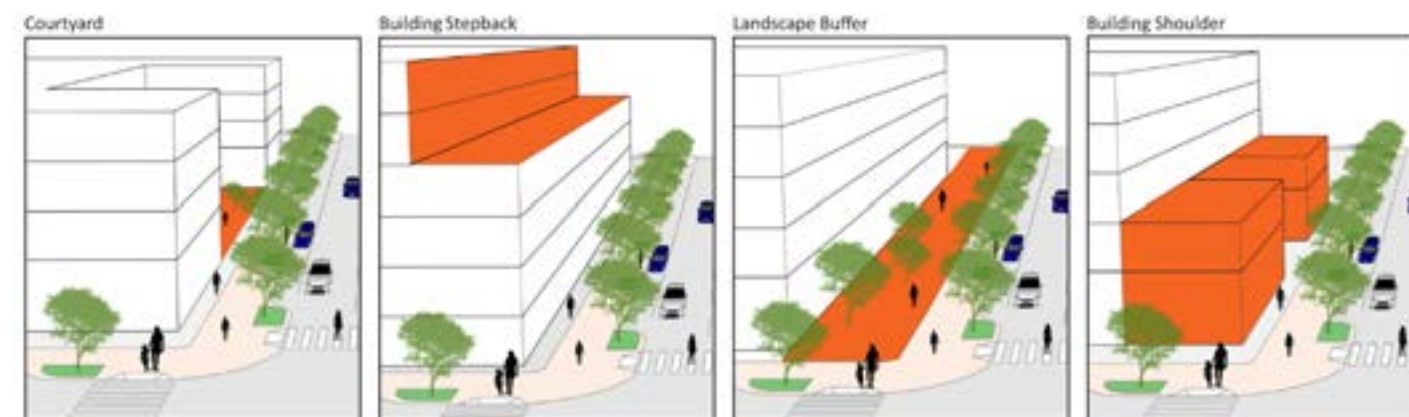
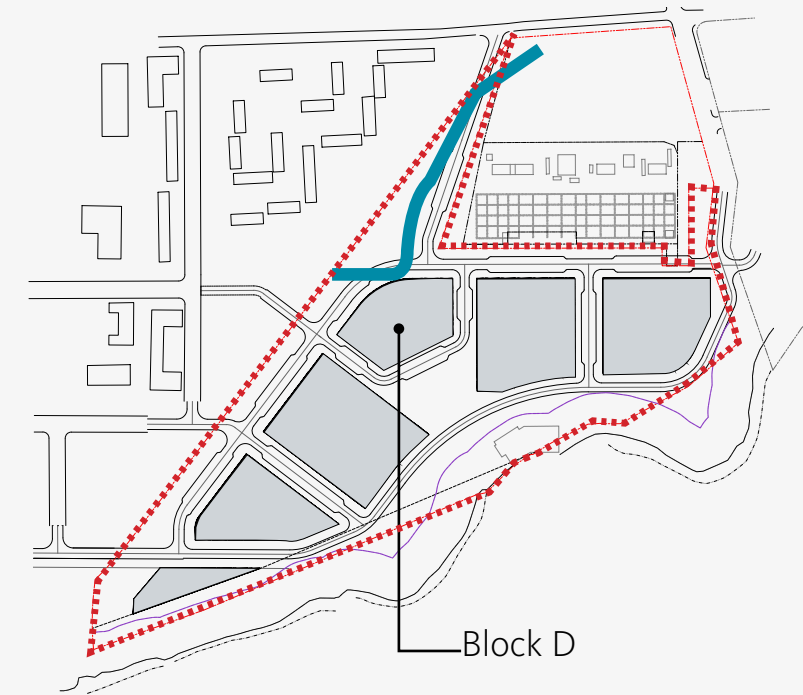


FIGURE 2.04: Building Height Transition Zones

Figure 2.05: Transition Approaches



## APPLICABILITY TO CURRENT PLAN



- West side of Block D to use one of the four types of transition approaches outlined in the UDS&G
- Type and configuration to be “determined as part of the development review process”

# OLD TOWN NORTH

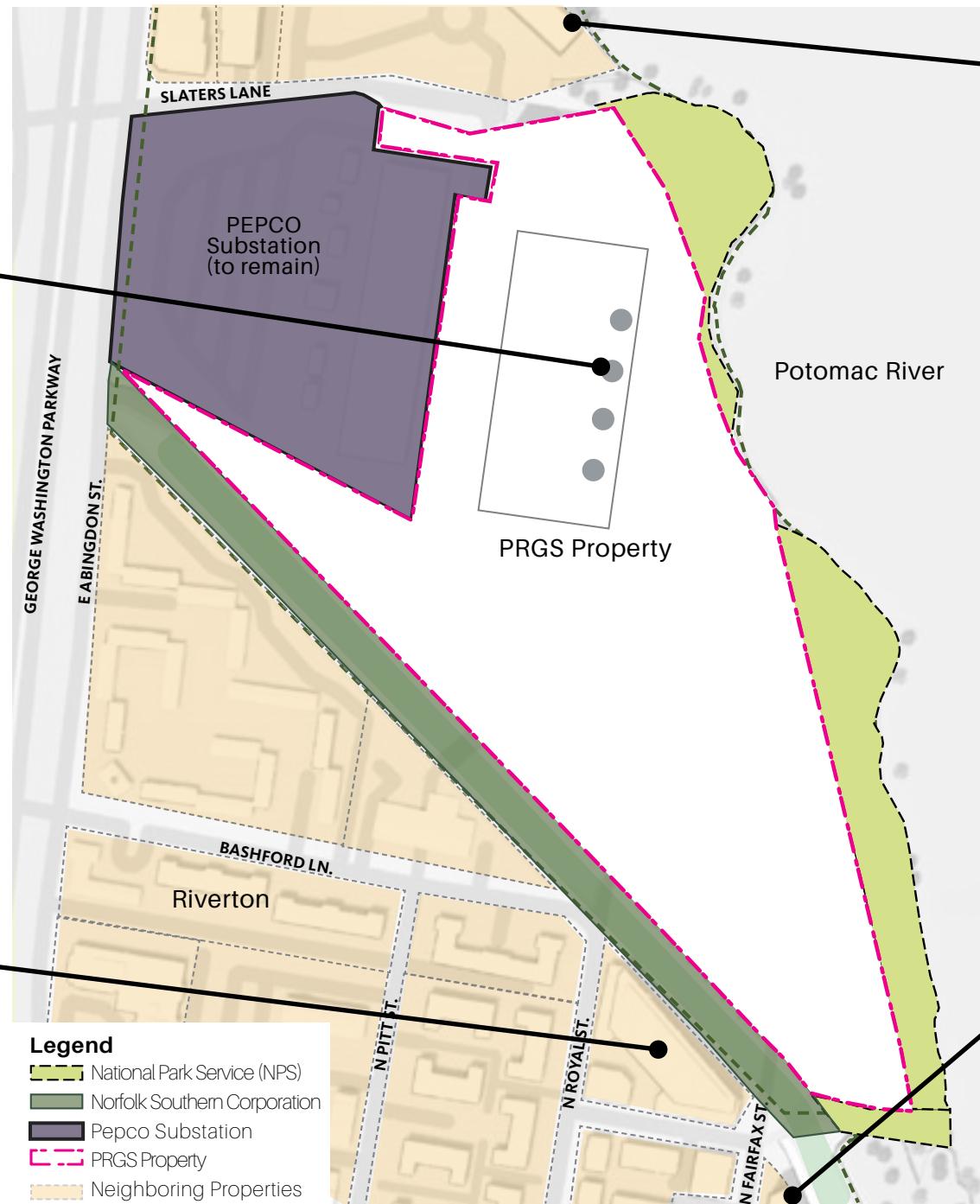
Current Building Heights



**THE SMOKESTACKS**  
162'



**MUSE**  
95'



**MARINA TOWERS**  
135' - 14 FLOORS

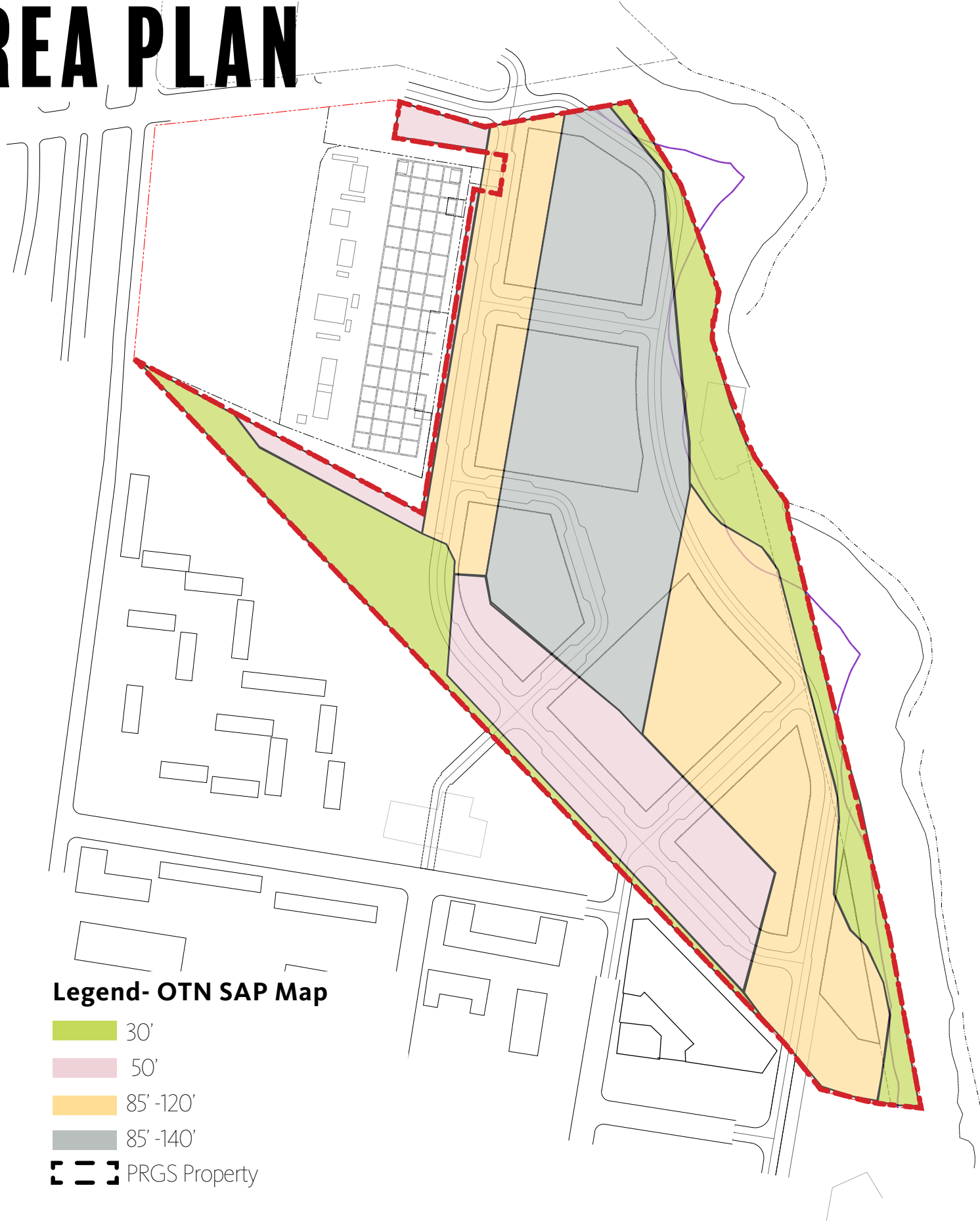


**1199 N FAIRFAX**  
110'

# OLD TOWN NORTH SMALL AREA PLAN

## Heights Approach

- The OTN SAP heights were based on an illustrative block plan that is different than the current proposed plan
- This diagram shows the OTN SAP heights overlaid on the PRGS plan. The heights don't align with the block plan.



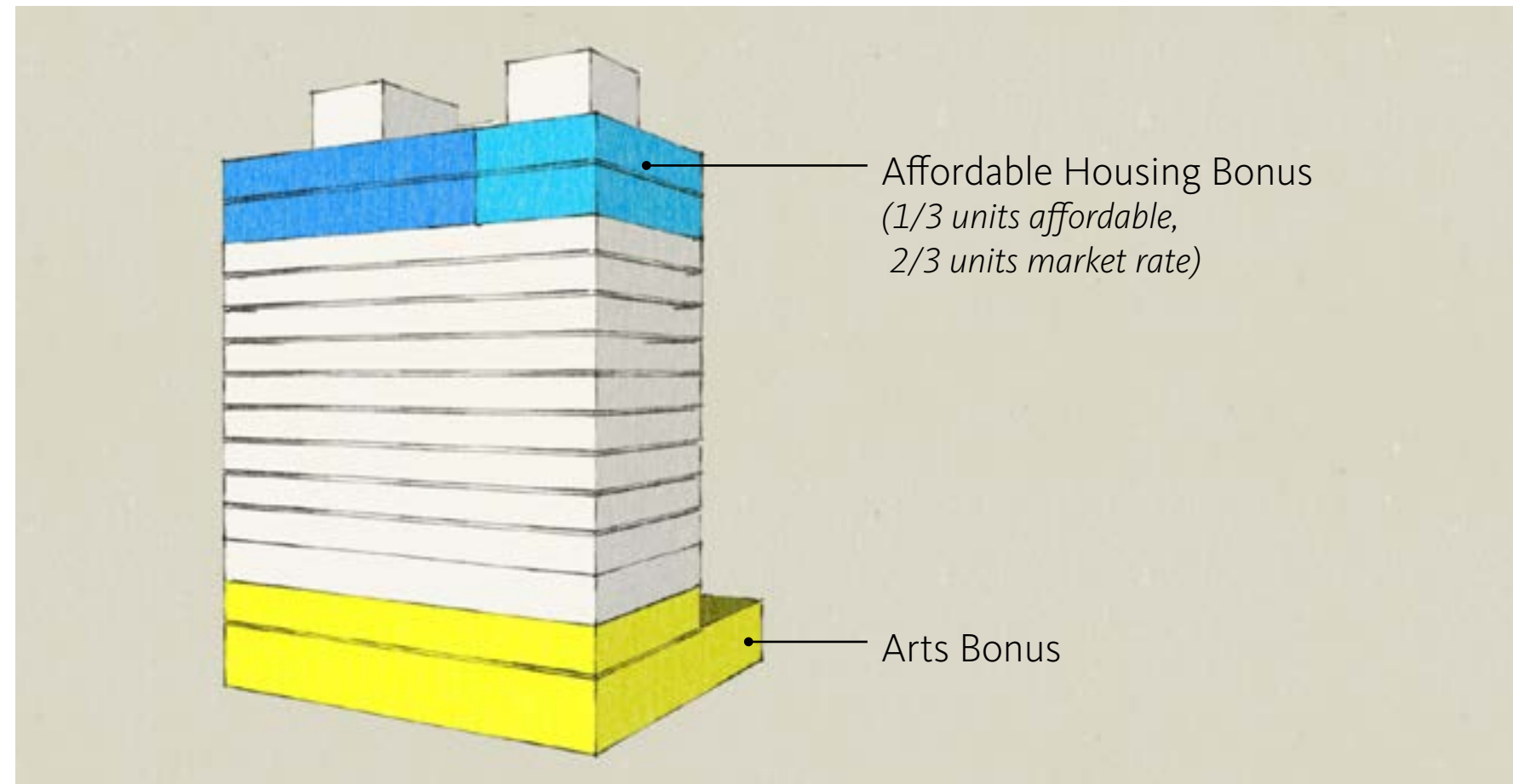
**Legend- OTN SAP Map**

- 30'
- 50'
- 85' -120'
- 85' -140'
- PRGS Property



# HOW BONUS HEIGHT IS APPLIED

- Up to 50' in additional height is allowed under Alexandria's arts and affordable housing bonuses.
- For each type of bonus, up to 25' of additional height can be added. This applies only to locations where the base zoning height is more than 50'.

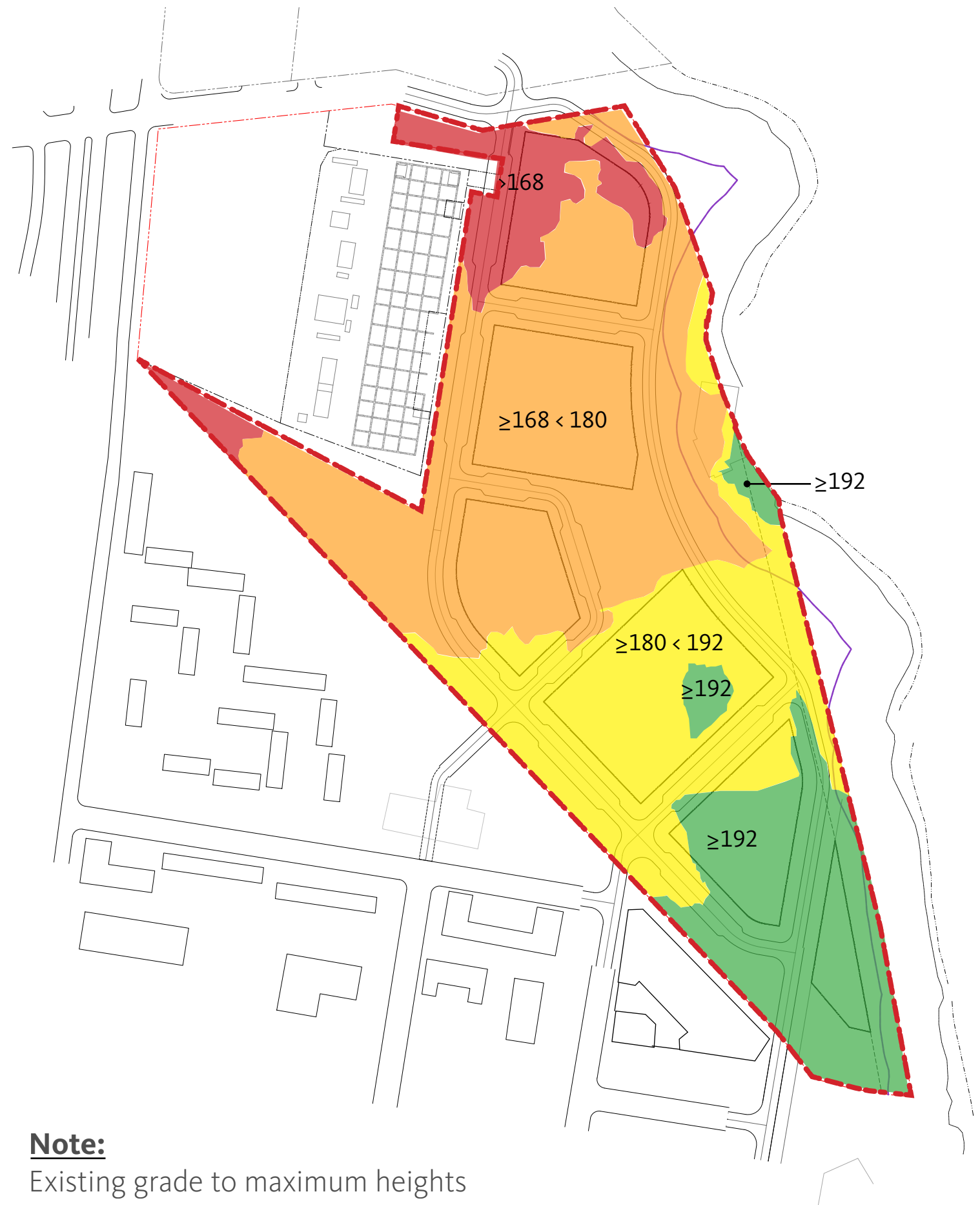


**Affordable Housing + Arts**

*\*Not representative of location.  
Affordable units to be distributed.*

# FAA HEIGHT CONSTRAINTS

- An initial Federal Aviation Administration (FAA) heights study was completed by Capitol Airspace Group
- This analysis shows that a range of heights will likely be allowed on the site, with the tallest heights on the southern edge, farthest away from Washington Reagan National Airport
- These heights will be validated through a minimum of two additional submissions to the FAA
- Heights established by FAA heights are absolute maximum heights, including mechanical penthouses



# PROPOSED HEIGHTS

- In Alexandria, typically zoning heights are measured to the top slab of the highest occupiable floor
- The heights shown are to the top of the last occupiable floor
- Each block will have a variety of heights up to the maximum shown. Specific building heights will be determined in the DSUP phase
- Heights shown necessitate use of both bonus height and density.

	Approximate number of floors
Block A	5 Floors
Block B	16 Floors
Block C	16 Floors
Block D	16 Floors
Block E	15 Floors
Block F	12 Floors

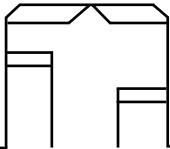


# RELATIONSHIP OF HEIGHTS AND FLOORS



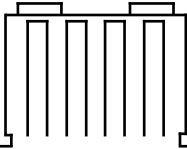
The Dalton

14 Floors



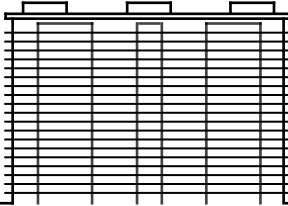
Marina Towers

14 Floors



Alexandria House

22 Floors



# RELATIONSHIP OF HEIGHTS AND FLOORS



7 Floors



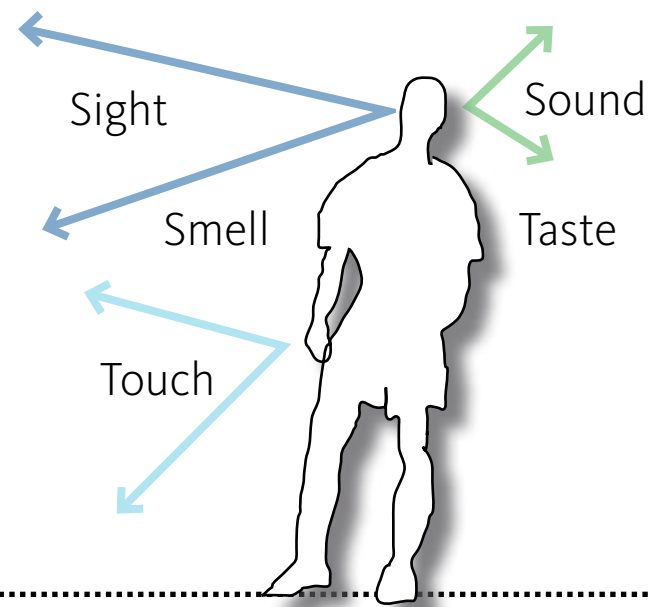
13 Floors



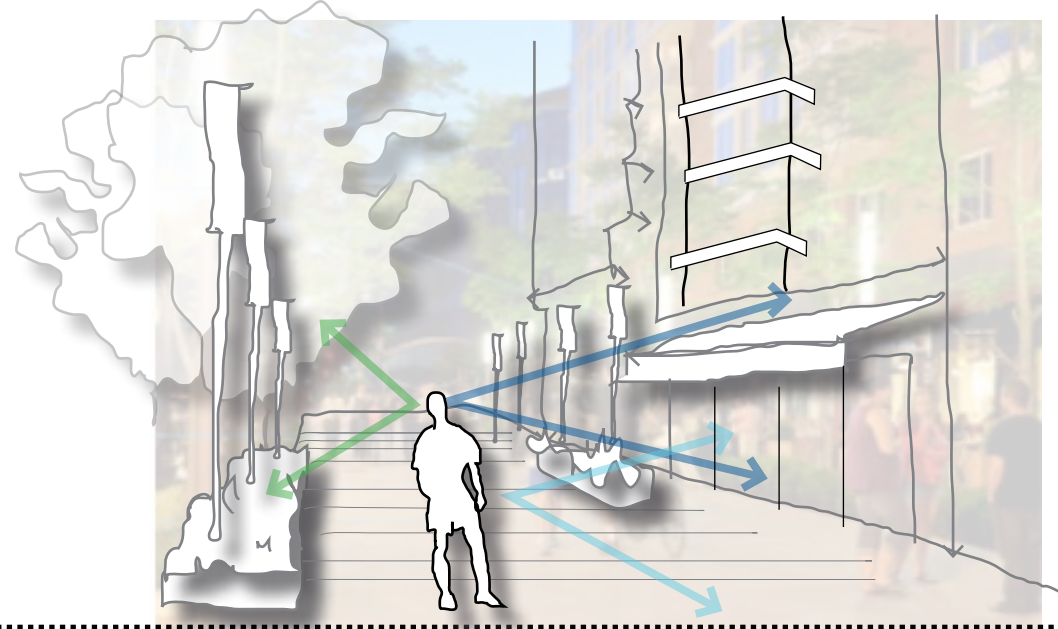
16 Floors



# PERCEIVING SPACE IN THE PUBLIC REALM



**1** Perception of space is shaped by all senses.



**2** This is particularly important at the ground level, where there is a direct relationship between the human form and space.



**3** Places with a high level of stimulus, particularly visual stimulus, are perceived as more enjoyable.



Architectural detail and variety contributes to this perception.

# BENEFITS OF URBAN DEVELOPMENT

- Higher density places have more users, which creates more foot traffic
- Places with more foot traffic are more viable for diverse retail uses, such as cafe and supermarkets and help promote walk-ability
- Significant investments in open space and environmental benefits can be realized with urban development
- When additional density is achieved through bonuses, benefits such as arts uses and affordable housing can be realized

*“It is a fact of life that the greatest interest of people is other people.”*

*- Jan Gehl*

*“A good city is like a good party – people stay longer than really necessary because they are enjoying themselves.”*

*- Jan Gehl*



Ballston Quarter- Arlington, VA



The Mosaic - Fairfax, VA



# AGENDA

**1. PROJECT OVERVIEW**

**2. LAND USE**

**3. BUILDING HEIGHTS**

**4. NEXT STEPS AND HOW TO STAY INVOLVED**



# SCHEDULE & PROCESS

# STEPS FORWARD

## PAST MEETING TOPICS

- SITE CONCEPTS
- OPEN SPACE PLANNING
- OTN SAP OVERVIEW
- SITE TOURS

**COMMUNITY MEETING #1**  
INTRODUCTIONS  
FEBRUARY 11, 2021

**COMMUNITY MEETING #2**  
OVERVIEW OF OTNSAP  
APRIL 29, 2021

**COMMUNITY MEETING #3**  
SITE TOURS  
JUNE 4-5, 2021

**COMMUNITY MEETING #4**  
SITE CONCEPTS, OPPORTUNITIES &  
URBAN DESIGN  
SEPTEMBER 29, 2021

**COMMUNITY MEETING #5**  
SITE TOURS  
NOVEMBER 13, 2021

**COMMUNITY MEETING #6**  
OPEN SPACE PLANNING  
NOVEMBER 29, 2021

**COMMUNITY MEETING #7**  
LAND USE, BUILDING HEIGHTS &  
AFFORDABLE HOUSING | JANUARY 27

**COMMUNITY MEETING #8**  
ENVIRONMENTAL & SUSTAINABILITY  
FEBRUARY 24, 2022

**COMMUNITY MEETING #9**  
TRANSPORTATION  
MARCH 2022

- PRE-FILING COORDINATION WITH CITY STAFF
- STUDY IDENTIFICATION
- SITE AND UTILITY SURVEYS
- VRP ENROLLMENT

**FIRST SUBMISSION**  
JULY 30, 2021

**SITE CHARACTERIZATION WORK PLAN TO VDEQ**  
SEPTEMBER 2021

**SITE CHARACTERIZATION FIELD WORK**  
OCTOBER - NOVEMBER 2021

**SECOND SUBMISSION**  
2021 Q4

**THIRD SUBMISSION**  
Q1 2022

**FIRST PHASE: COMMISSION PLANNING CITY COUNCIL HEARING**  
JUNE 2022

## COMMUNITY OUTREACH

### FUTURE MEETING TOPICS

- ENVIRONMENTAL
- SUSTAINABILITY
- TRAFFIC & TRANSPORTATION

**PLANNING PROCESS**  
PHASE 1: REZONING AND CDD CONCEPT PLAN

# THANK YOU!



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