

POTOMAC RIVER GENERATING STATION

COMMUNITY MEETING #7

JANUARY 27TH, 2022



 **Hilco**TM
Redevelopment Partners

WIRE GILL

Gensler

OJB

BURO HAPPOLD

**Thornton
Tomasetti**

 **christopher
consultants**

CLARK
CONSTRUCTION

GOROVE SLADE
Transportation Planners and Engineers

 **SUSTAINABLE
BUILDING PARTNERS**

 **WALKER
CONSULTANTS**

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

 **LERCH BATES**
Building Design

AGENDA

1. PROJECT OVERVIEW

2. LAND USE

3. BUILDING HEIGHTS

4. NEXT STEPS AND HOW TO STAY INVOLVED

SCHEDULE & PROCESS

STEPS FORWARD

- COMMUNITY OUTREACH
- FUTURE MEETING TOPICS
- ENVIRONMENTAL
 - SUSTAINABILITY
 - TRAFFIC & TRANSPORTATION

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

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

A SHARED VISION FOR THE REDEVELOPMENT OF PRGS

Community Benefits



Environmental Remediation

The abatement and deconstruction of a former coal-fired power plant left vacant for a decade

Site remediation in coordination with Virginia Department of Environmental Quality (VDEQ)

\$60 Million





Economic Benefit

Estimated **1,100 construction-related** jobs and estimated **+/- 2,000 permanent jobs** at full build

Estimated **\$35 million** in total net taxes to Alexandria over anticipated 11-year construction and initial occupancy period

Estimated **\$12-15 million net annual taxes** after full completion

+/- \$35 Million Net Taxes (over 11 years)





Affordable Housing & Subsidized Arts Uses

Affordable Housing:

- Voluntary Monetary Contributions
- Approx. **60 on-site units** through use of bonus density
- Approx. **100 on-site units** through potential Public-Private Partnership

Arts:

- Approx. **15,000 SF** of subsidized arts space through use of bonus density

\$48-111 Million / \$16 Million



** Early estimates of costs and values in 2021/2022 figures*

A SHARED VISION FOR THE REDEVELOPMENT OF PRGS

Community Benefits



Open Space & Activation

A combined **14.2 acres** of publicly accessible open space will be created or improved.

Coordination with the City of Alexandria and NPS to provide recreation areas and **improved cyclist and pedestrian connectivity**.

Mix of **active & passive open spaces**, including community gathering space at **woonerf** and **central plaza**.

Potential reuse of former pump house for **waterside dining**.



Environmental Sustainability

Comprehensive approach to environmental sustainability including **reduced energy usage, renewable energy, storm water management**, and decreased reliance on vehicles.

Aggressive carbon reduction targets that exceed city policies and requirements.



Transportation & Connectivity

Reconnection to Old Town North neighborhood at N. Fairfax, N. Royal Streets & Slaters Lane.

Bike infrastructure connects to regional network including Mount Vernon Trail.

Woonerf provides pedestrian and cyclist priority at center of new district.

Below-grade parking garage improves pedestrian experience.

\$30-\$35 Million



\$65 Million



\$177 Million



** Early estimates of costs and values in 2021/2022 figures*

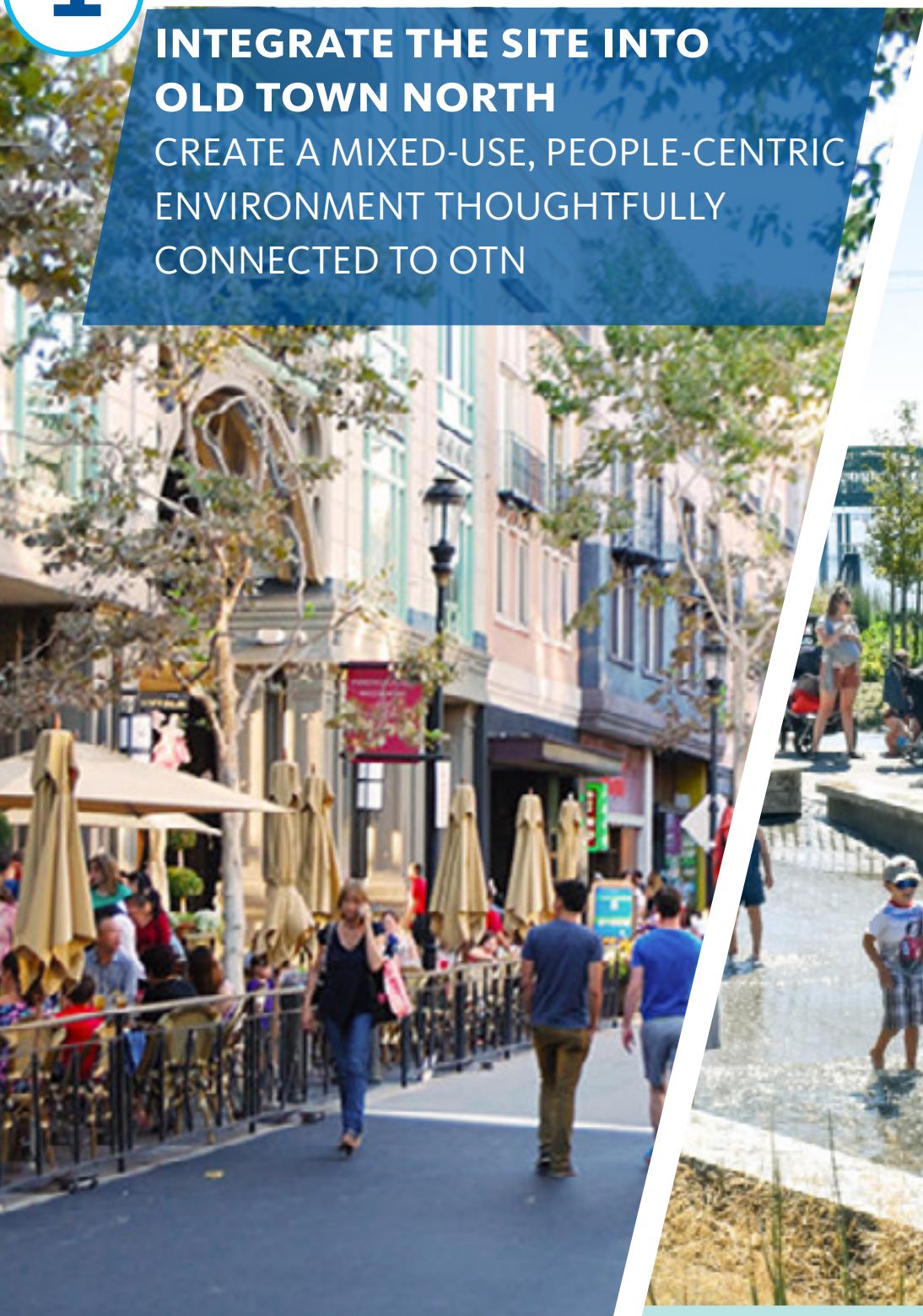
PROJECT VISION

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

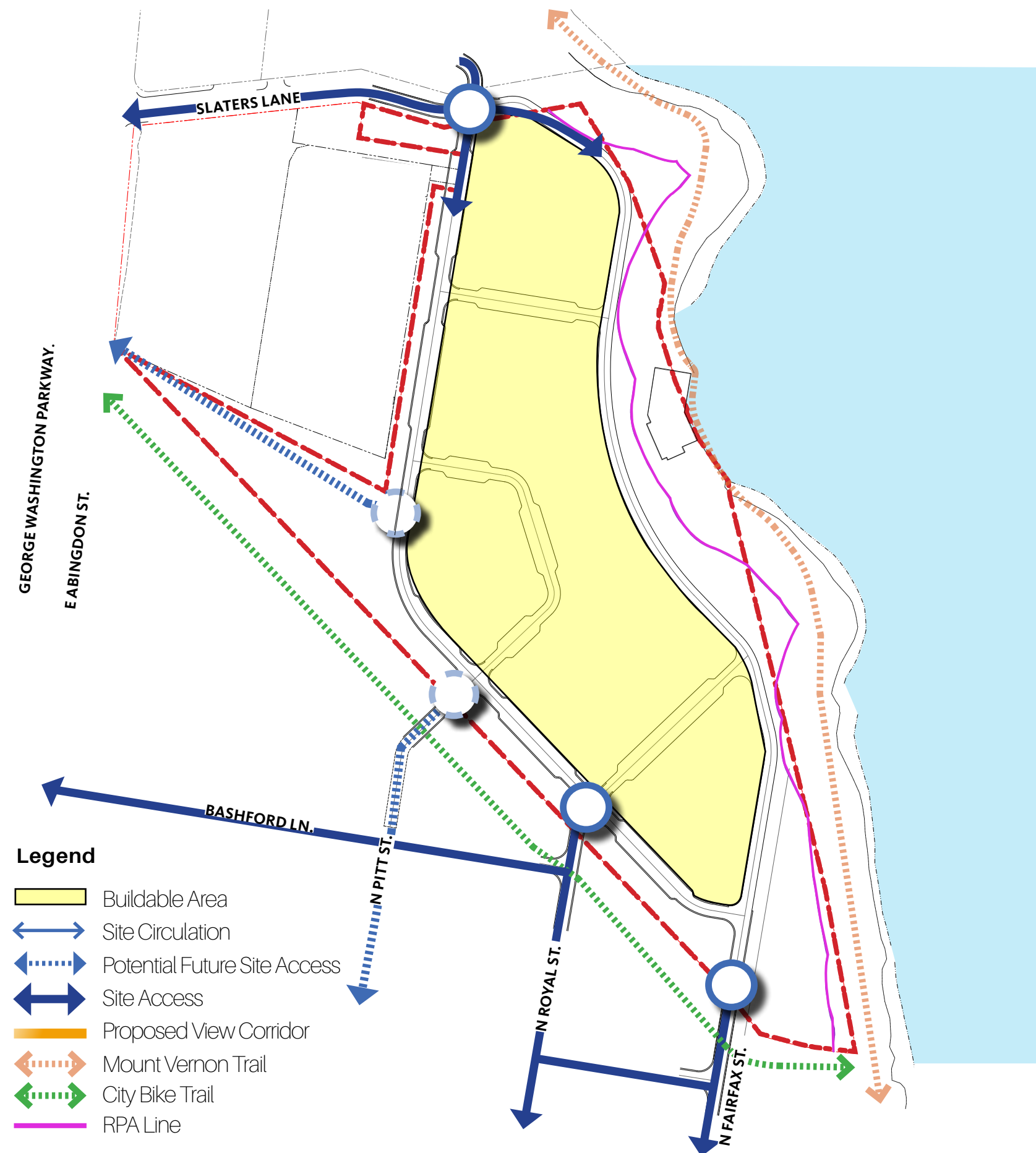
Site Access: Roadway Connections

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

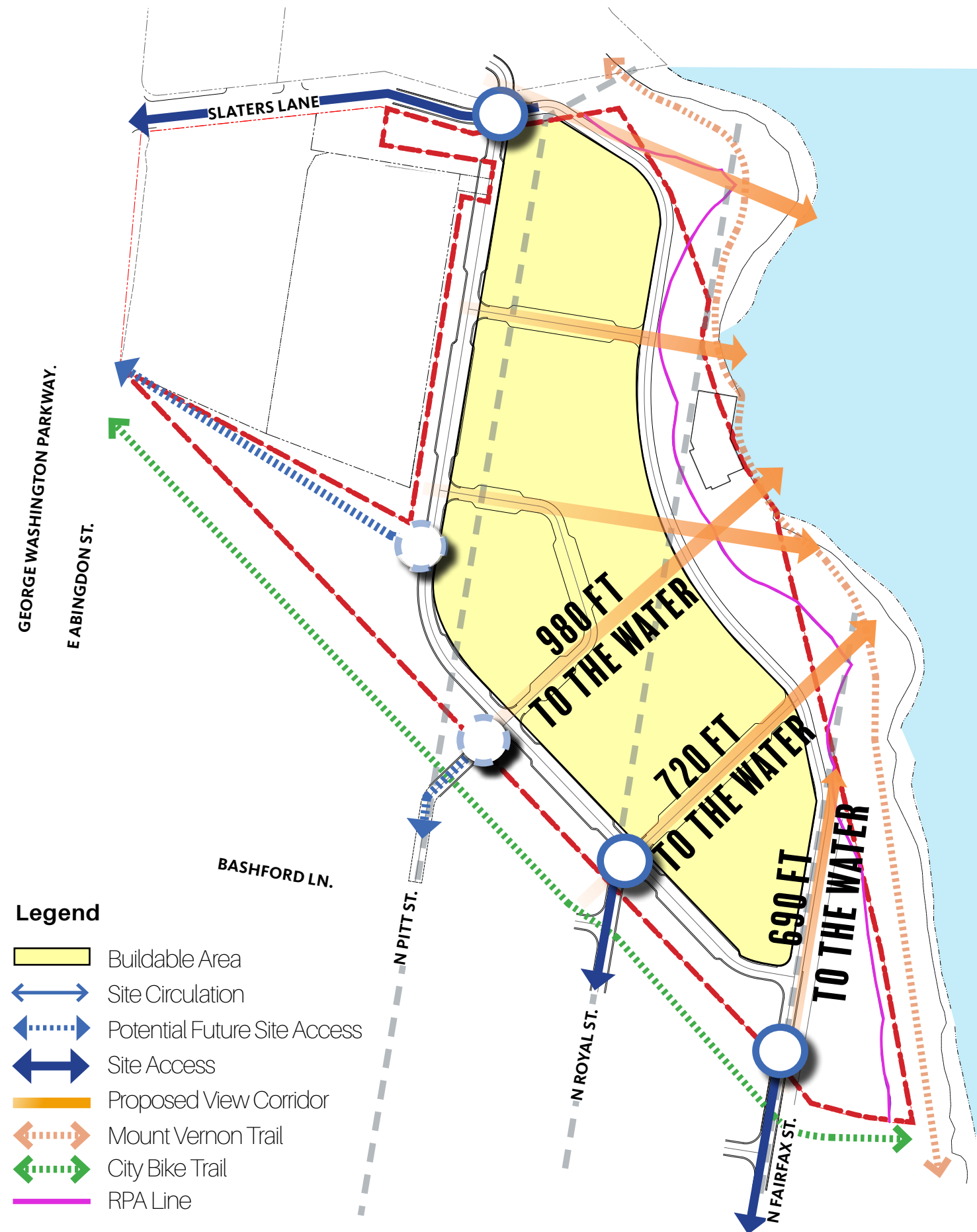
- Optimize views by shortening distance
- Turn peoples' views toward the waterfront
- Shorten physical and visual distance

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

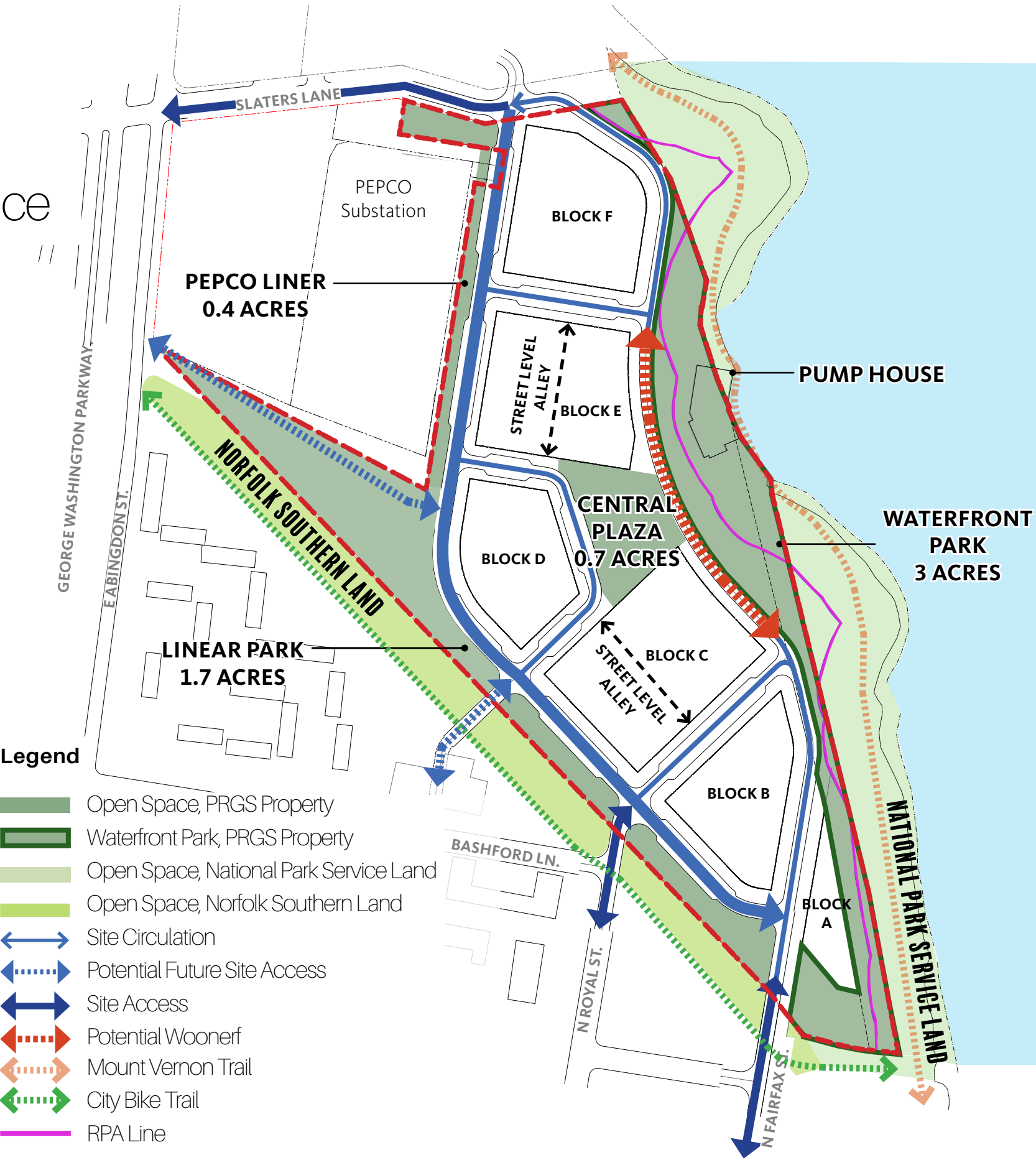
Total: Approximately 5.8 acres

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



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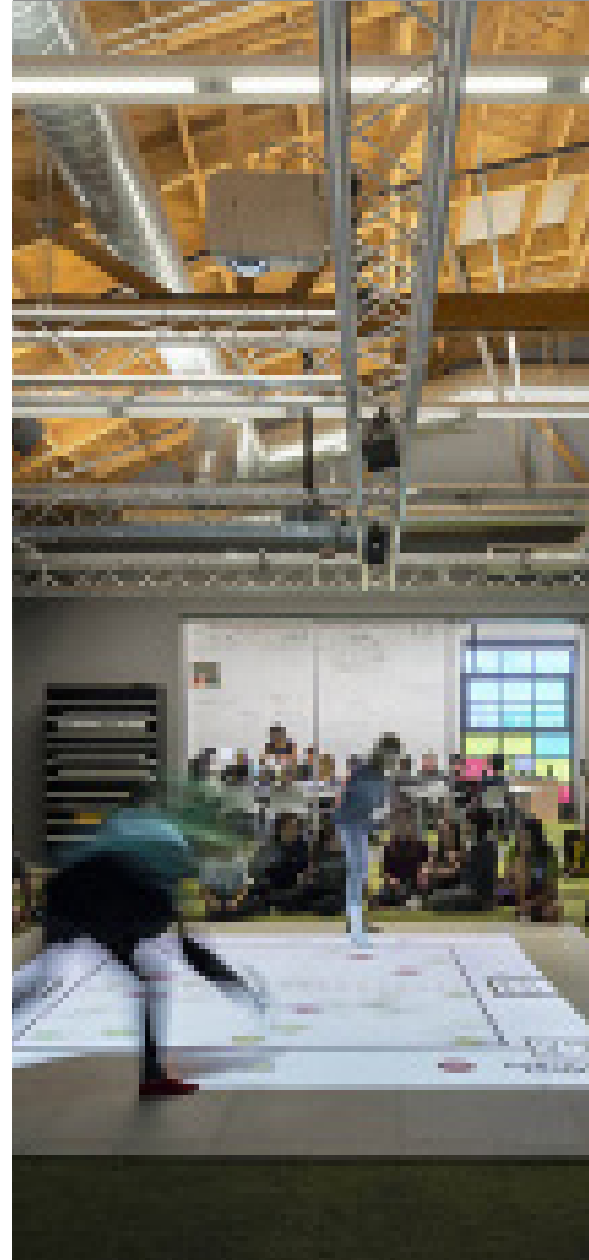
WHAT DOES A MIXED USE PLACE LOOK LIKE?



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

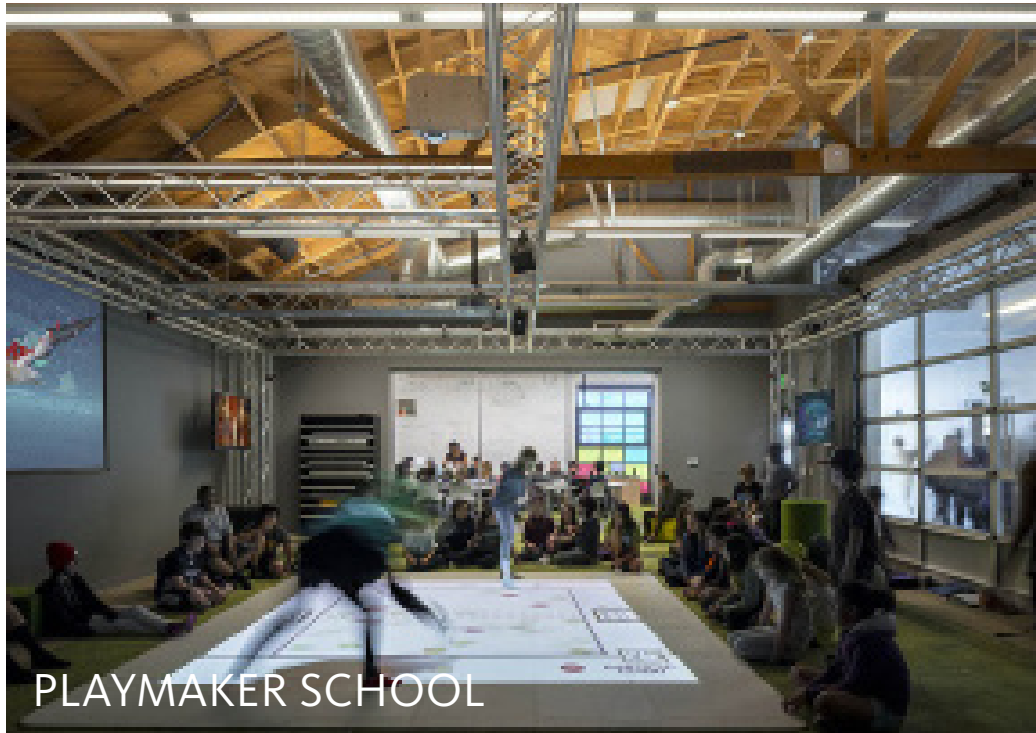
WHAT DOES INNOVATION USE LOOK LIKE?



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

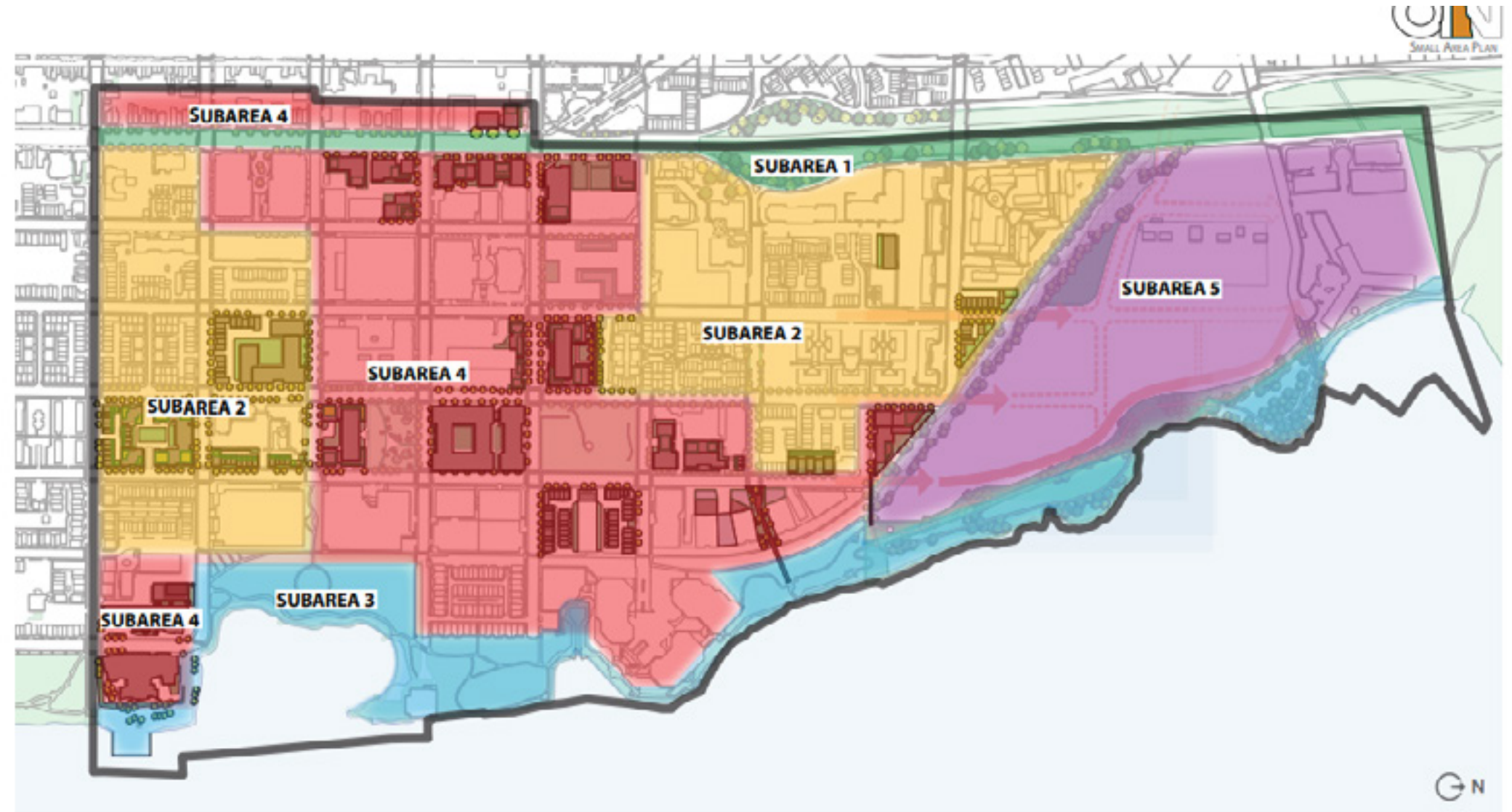


THE HAMILTON

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

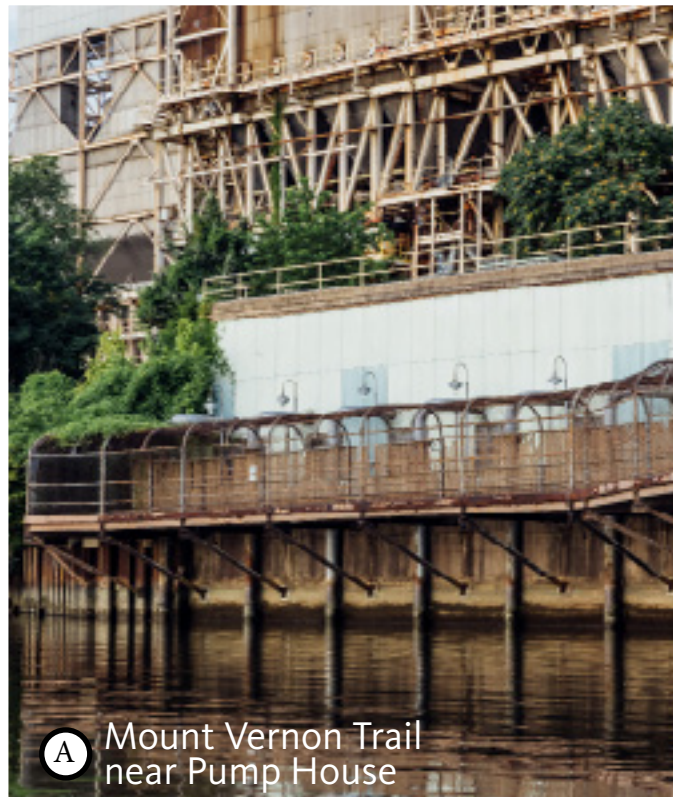
Note:

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.

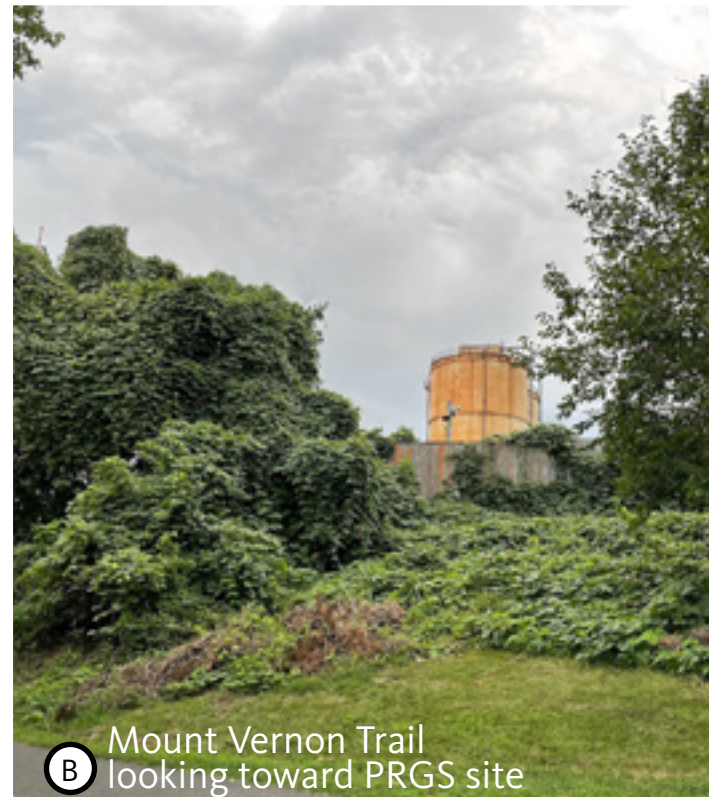
SITE CONTEXT + CONSTRAINTS

PRGS Property Boundary

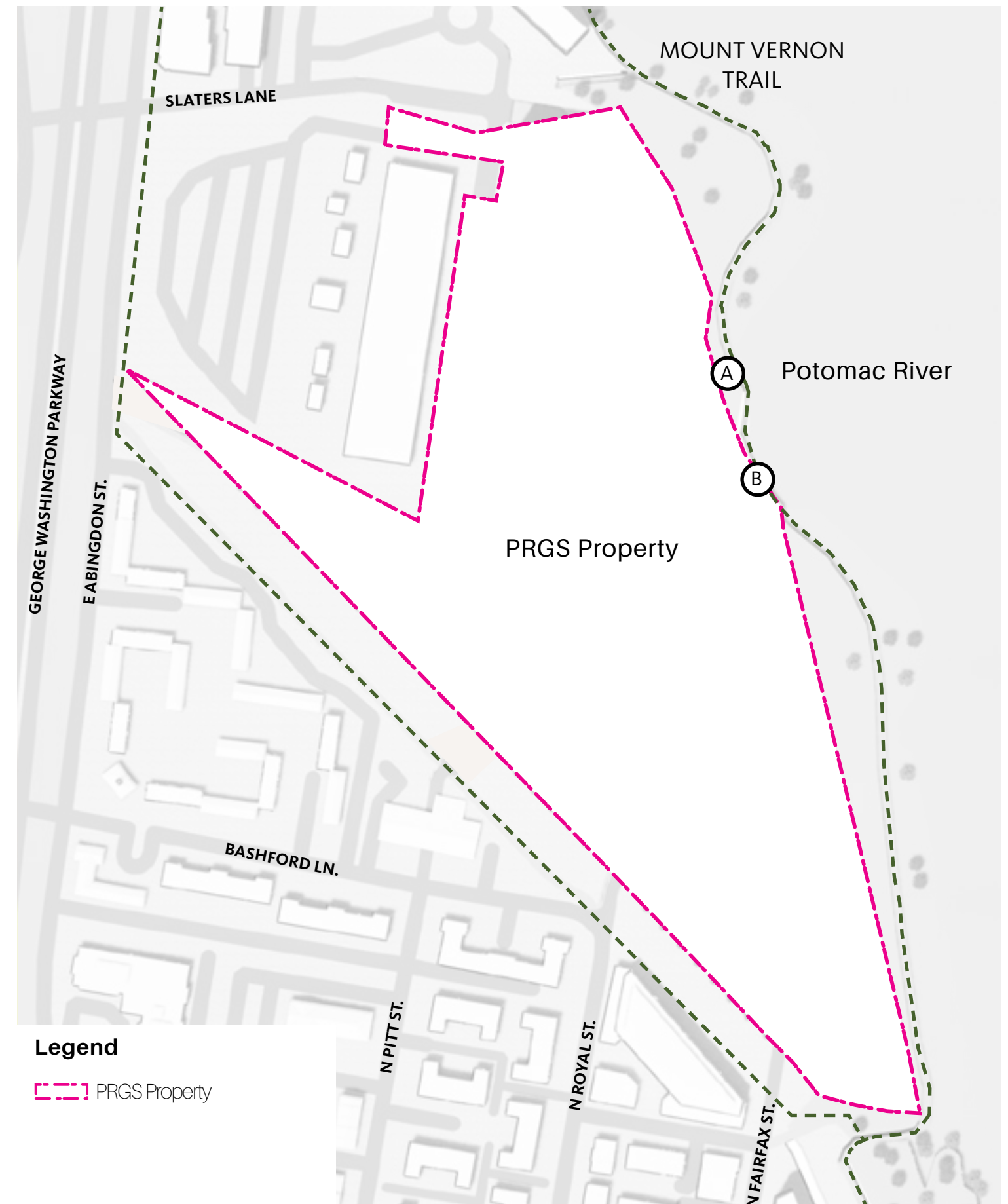
- Potomac River Generating Station (PRGS) property is the largest contiguous redevelopment site in Old Town North (OTN)



A Mount Vernon Trail near Pump House



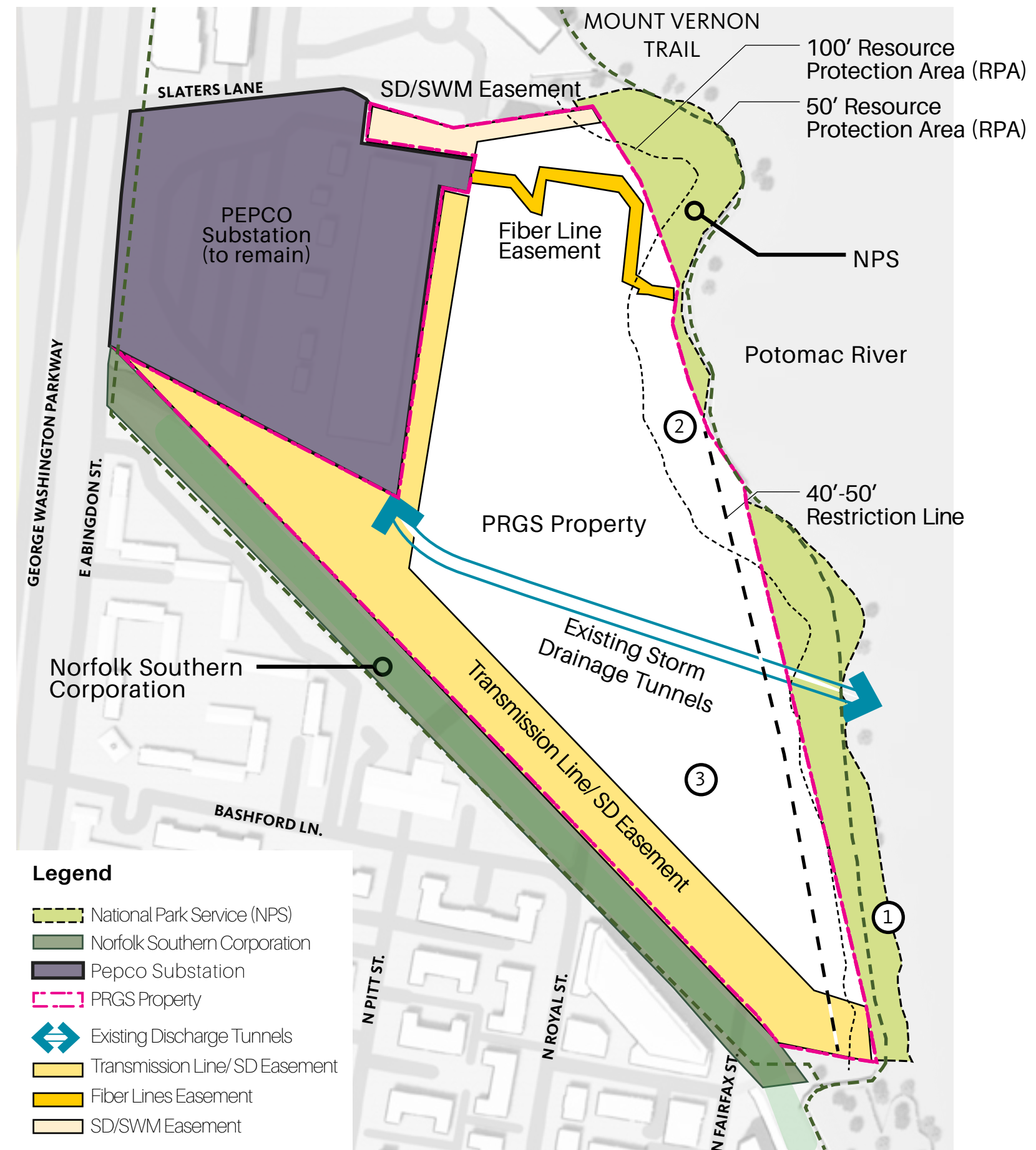
B Mount Vernon Trail looking toward PRGS site



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

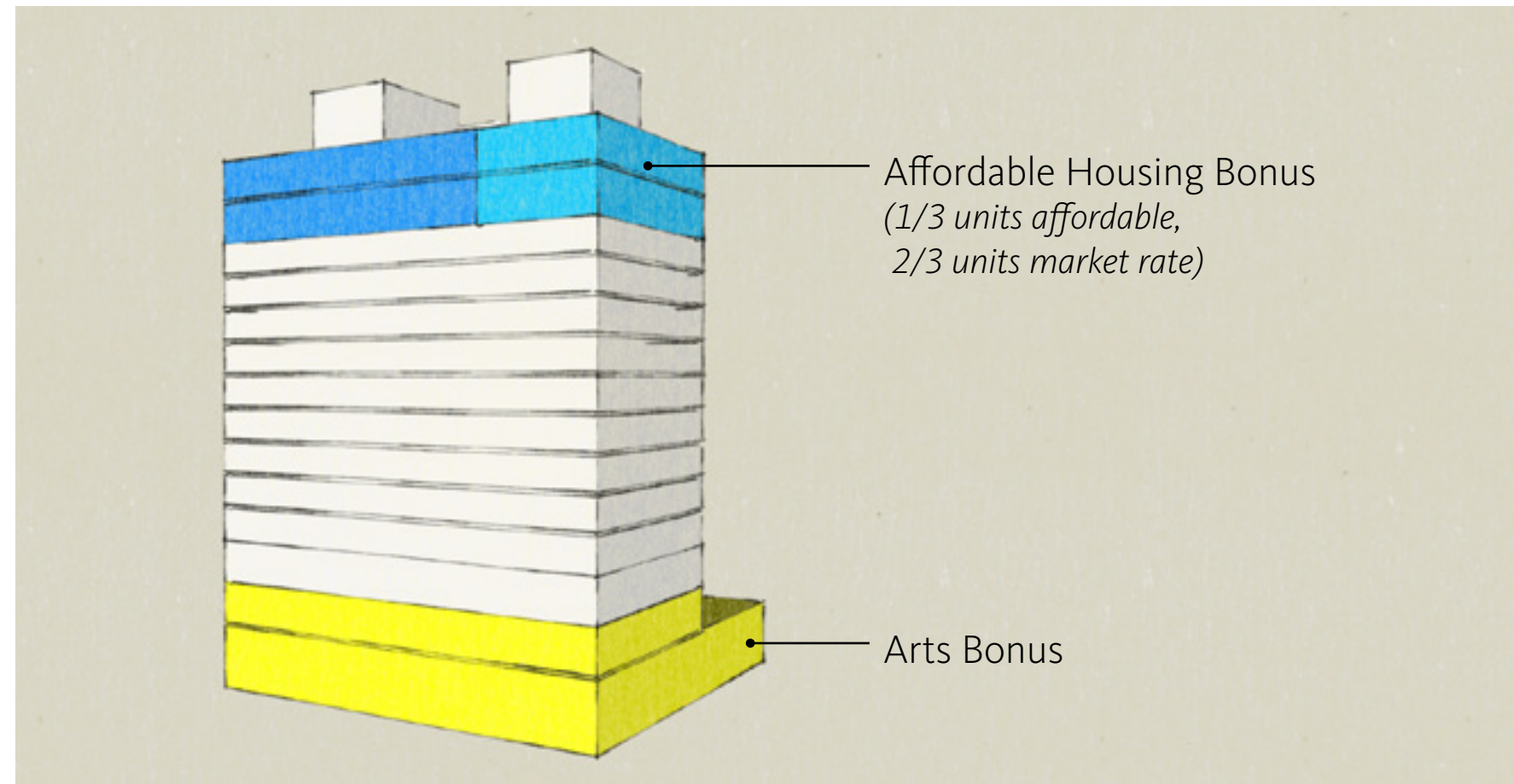
- The portion of the easement area shown in orange was unknown at the time the Old Town North Small Area Plan was completed. The Small Area Plan assumed buildings could be located in those areas
- The current proposed plan does not show any building development in those easement areas
- The easement 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

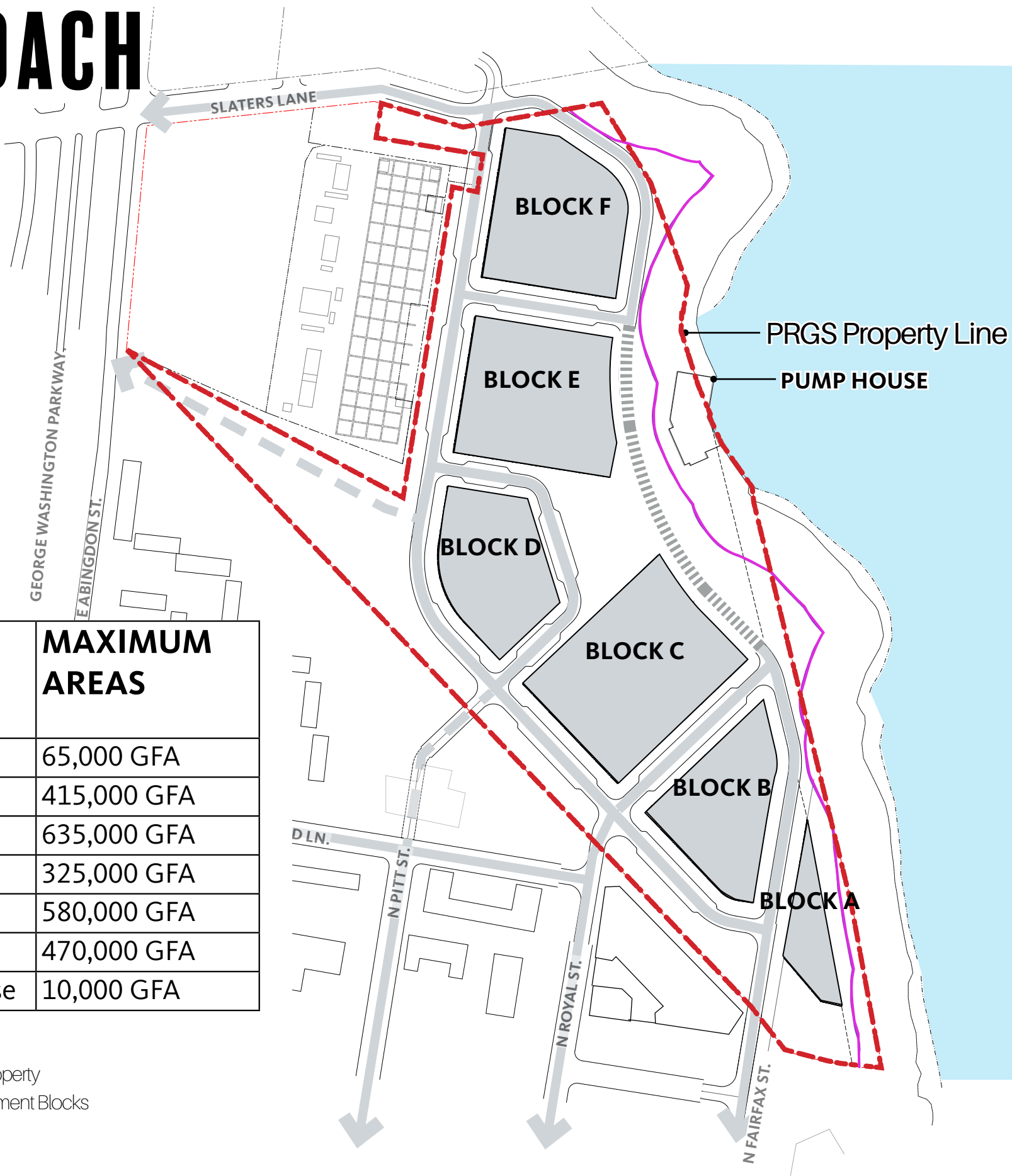
- Development is across 6 Blocks, not including the existing Pump House location
- The OTN SAP identified the base area of the site as: **2.15 Million GFA**
- In addition, a bonus density of between **250,000–350,000 GFA** is being used for arts space and affordable housing. This represents a total bonus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

BLOCK	MAXIMUM AREAS
Block A	65,000 GFA
Block B	415,000 GFA
Block C	635,000 GFA
Block D	325,000 GFA
Block E	580,000 GFA
Block F	470,000 GFA
Pump House	10,000 GFA

Legend

 PRGS Property

 Development Blocks

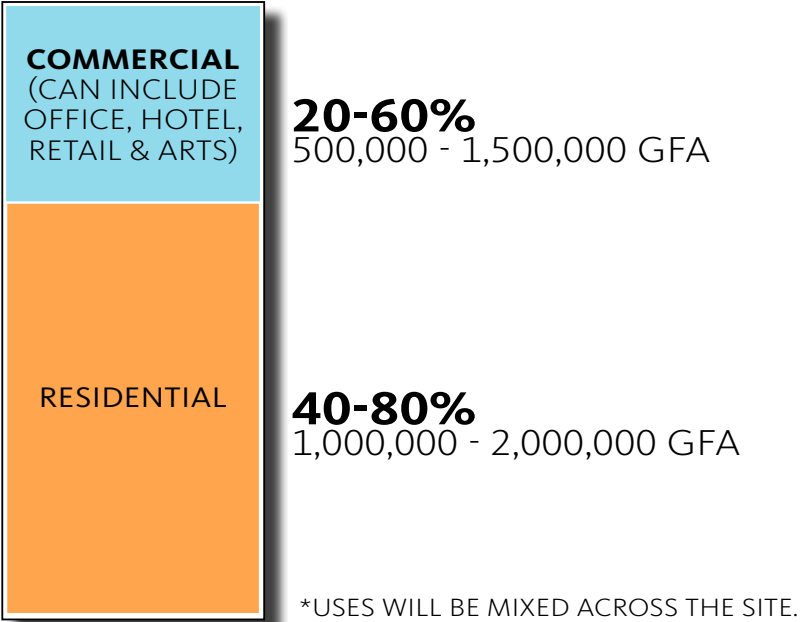


PROPOSED LAND USE APPROACH

Distribution of uses

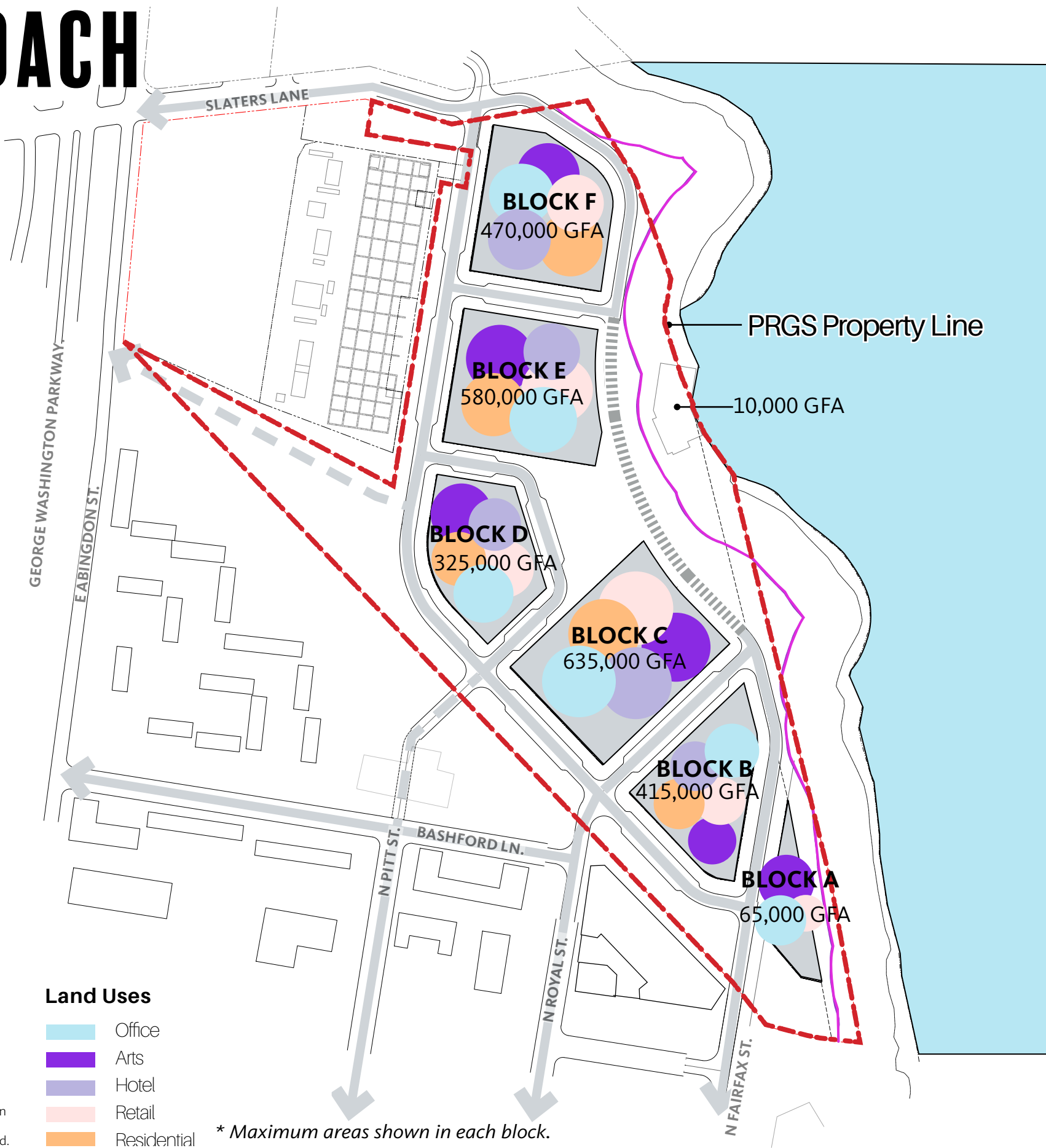
- A mix of commercial and residential uses is proposed on site. Commercial uses include office, arts, hotel and retail.
- Flexibility to allow for phasing over time

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



	BLOCK A	BLOCK B	BLOCK C	BLOCK D	BLOCK E	BLOCK F	PUMP HOUSE
	65,000 GFA	415,000 GFA	635,000 GFA	325,000GFA	580,000 GFA	470,000 GFA	10,000 GFA
Commercial *	✓	✓	✓	✓	✓	✓	✓
Office	✓	✓	✓	✓	✓	✓	
Arts	✓	✓	✓	✓	✓	✓	✓
Hotel		✓	✓	✓	✓	✓	
Retail	✓	✓	✓	✓	✓	✓	✓
Residential		✓	✓	✓	✓	✓	

*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



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:
 - o Monetary contribution to the Housing Trust Fund to create off-site affordable units (*set-aside or leveraged*).
 - o Conversion of a portion of the monetary contribution into on-site affordable units (*set-aside*).
 - o 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*).
 - o 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
 - o Set-aside rental units: 60% AMI
 - o Leveraged rental units: 40-80% AMI
 - o Set-aside/leveraged homeownership units: ~70-100% AMI
- Ensure long term affordability of any on-site units:
 - o 40 years for any rental units
 - o 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.

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2. LAND USE

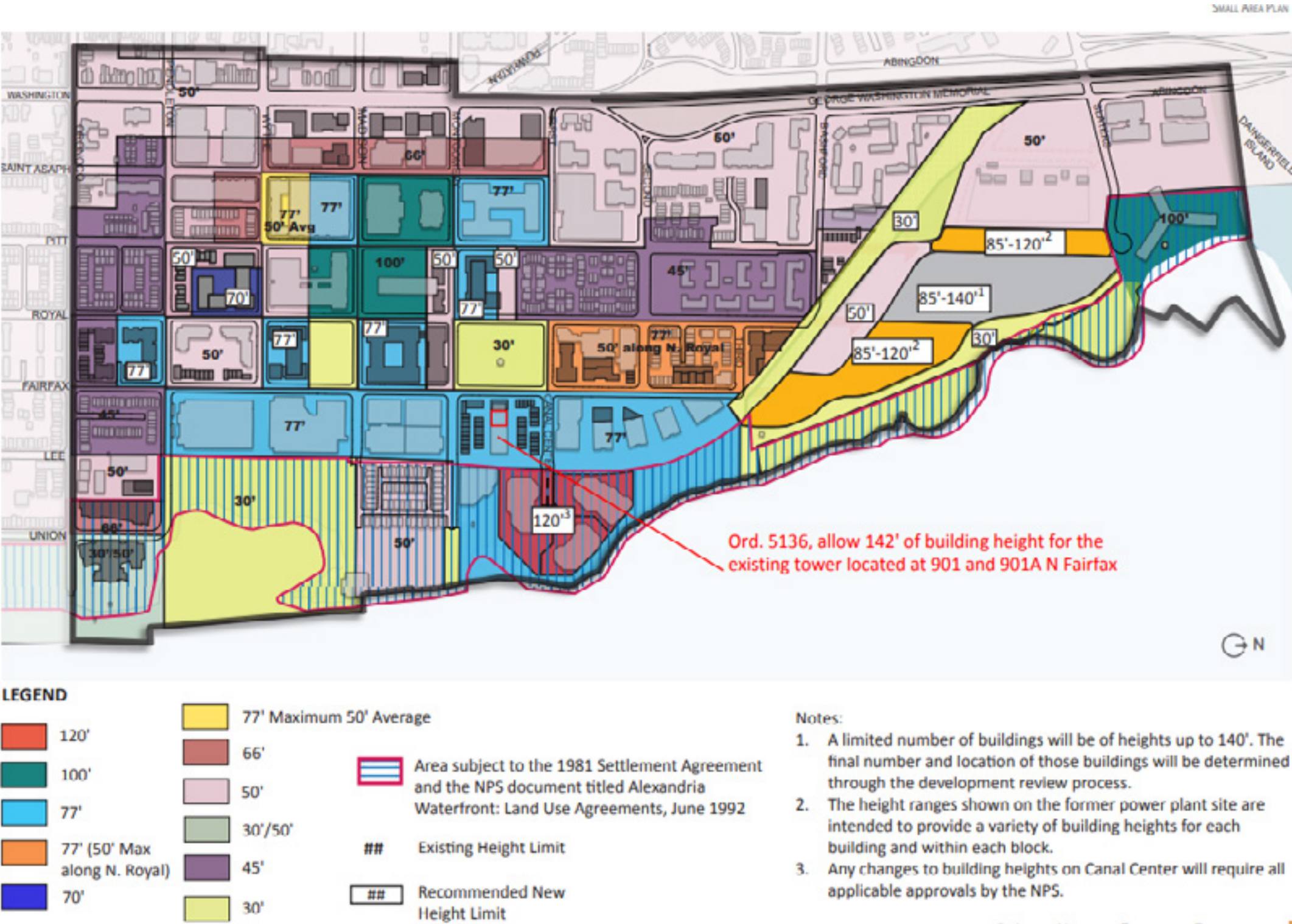
3. BUILDING HEIGHTS

4. NEXT STEPS AND HOW TO STAY INVOLVED

OLD TOWN NORTH SMALL AREA PLAN

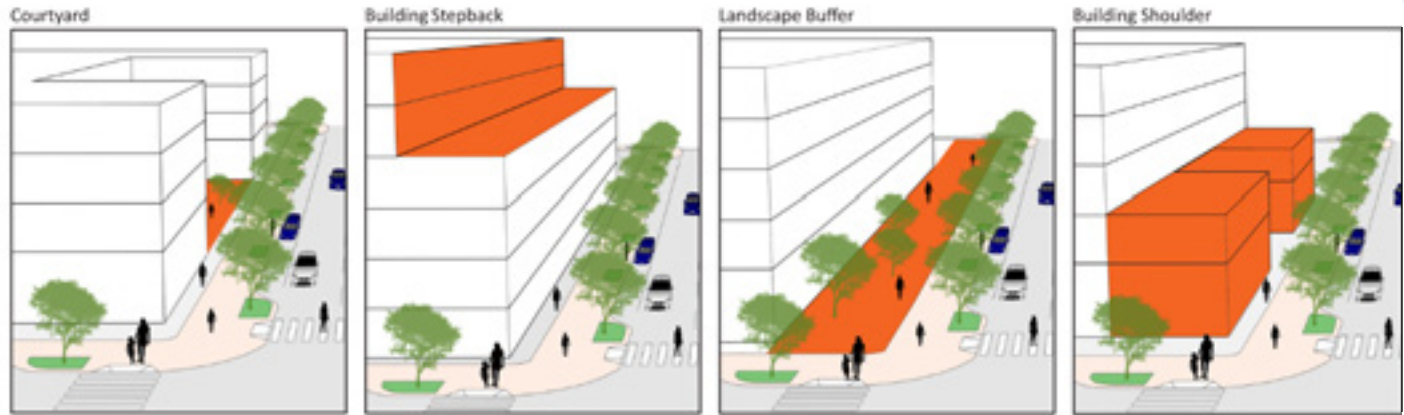
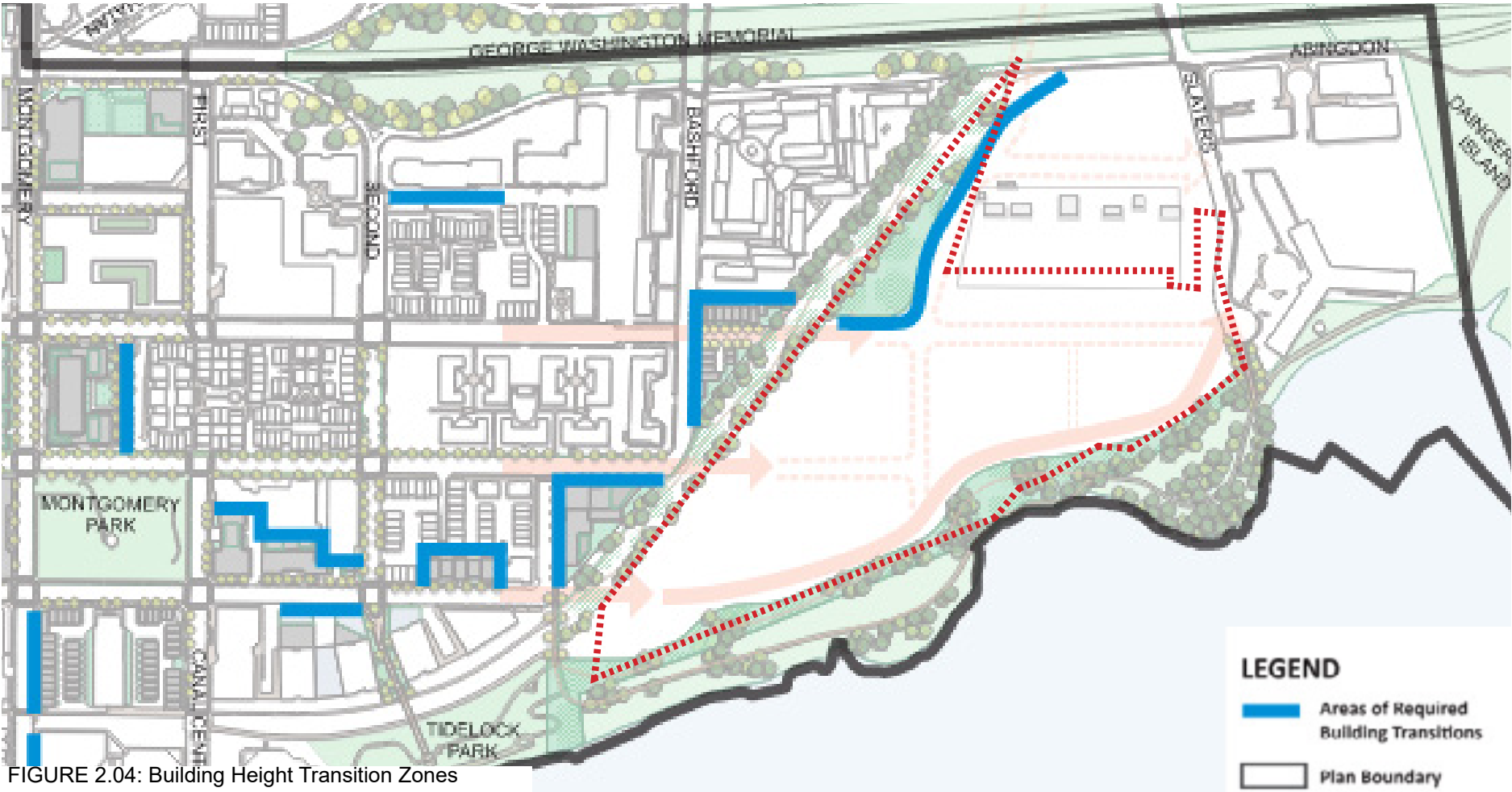
HEIGHTS APPROACH

- 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’

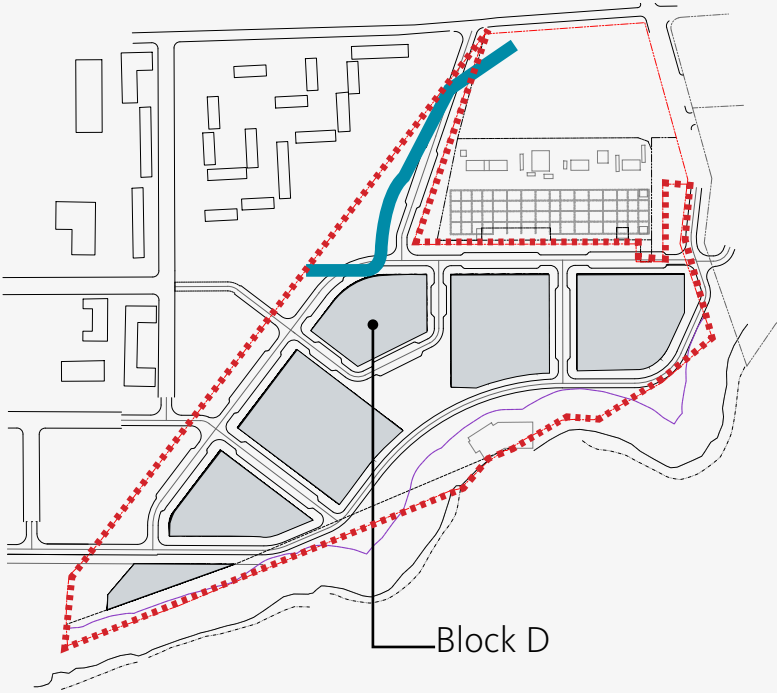


UDS&G REFERENCES TO THE POWER PLANT SITE

SPECIFIC REFERENCE TO POWER PLANT SITE GRAPHIC ONLY



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'



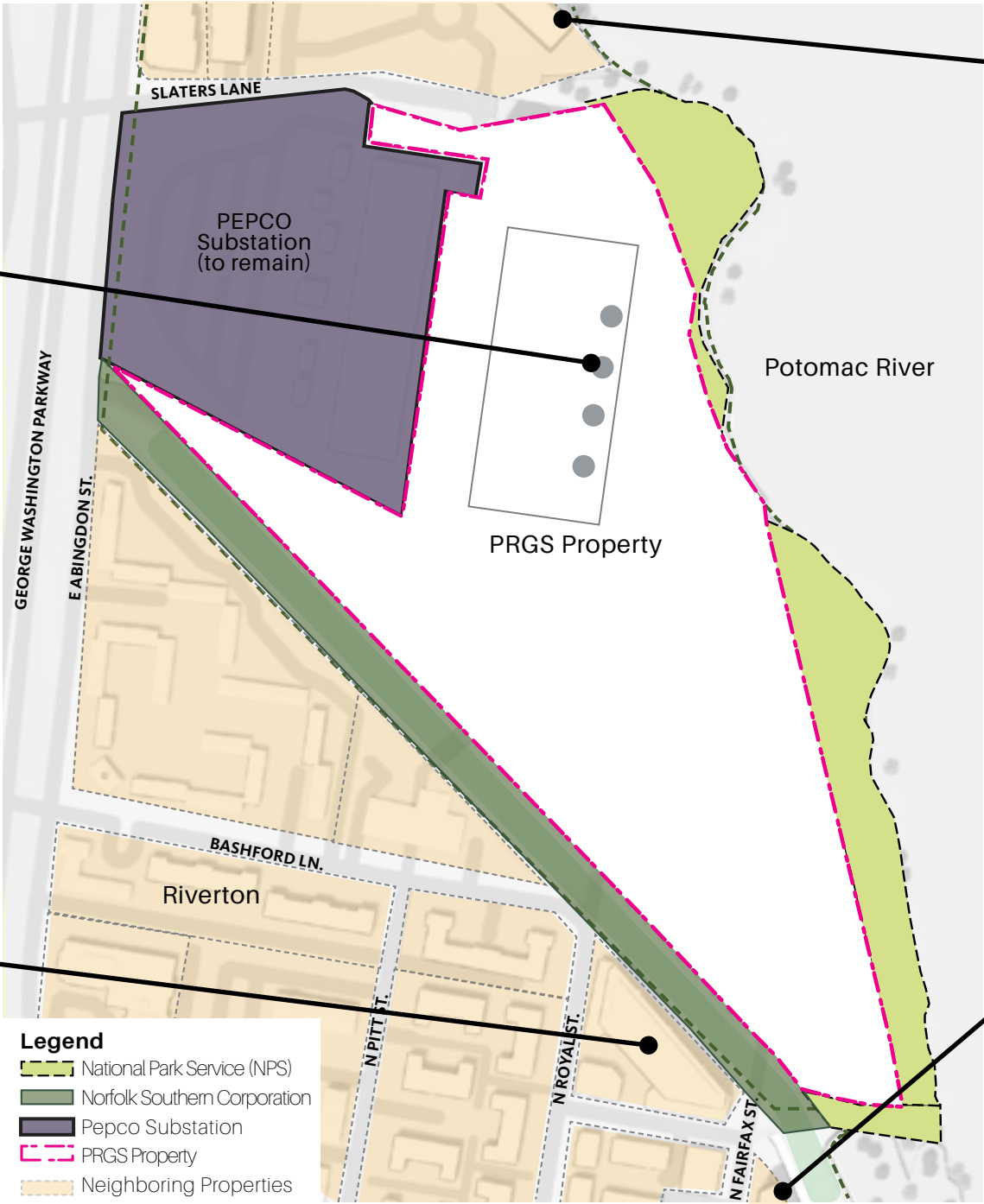
MUSE
95'



MARINA TOWERS
135' - 14 FLOORS



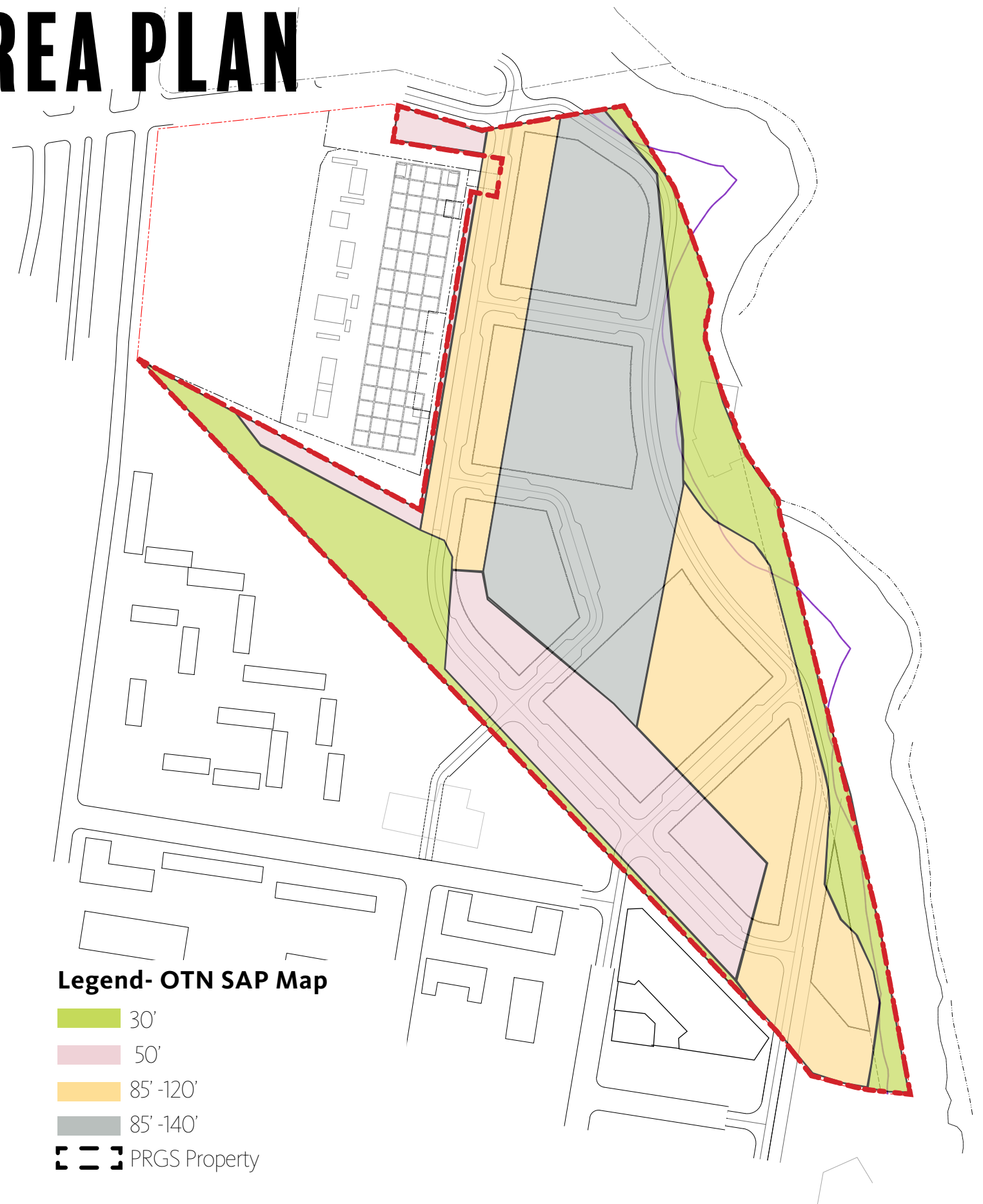
1199 N FAIRFAX
110'



OLD TOWN NORTH SMALL AREA PLAN

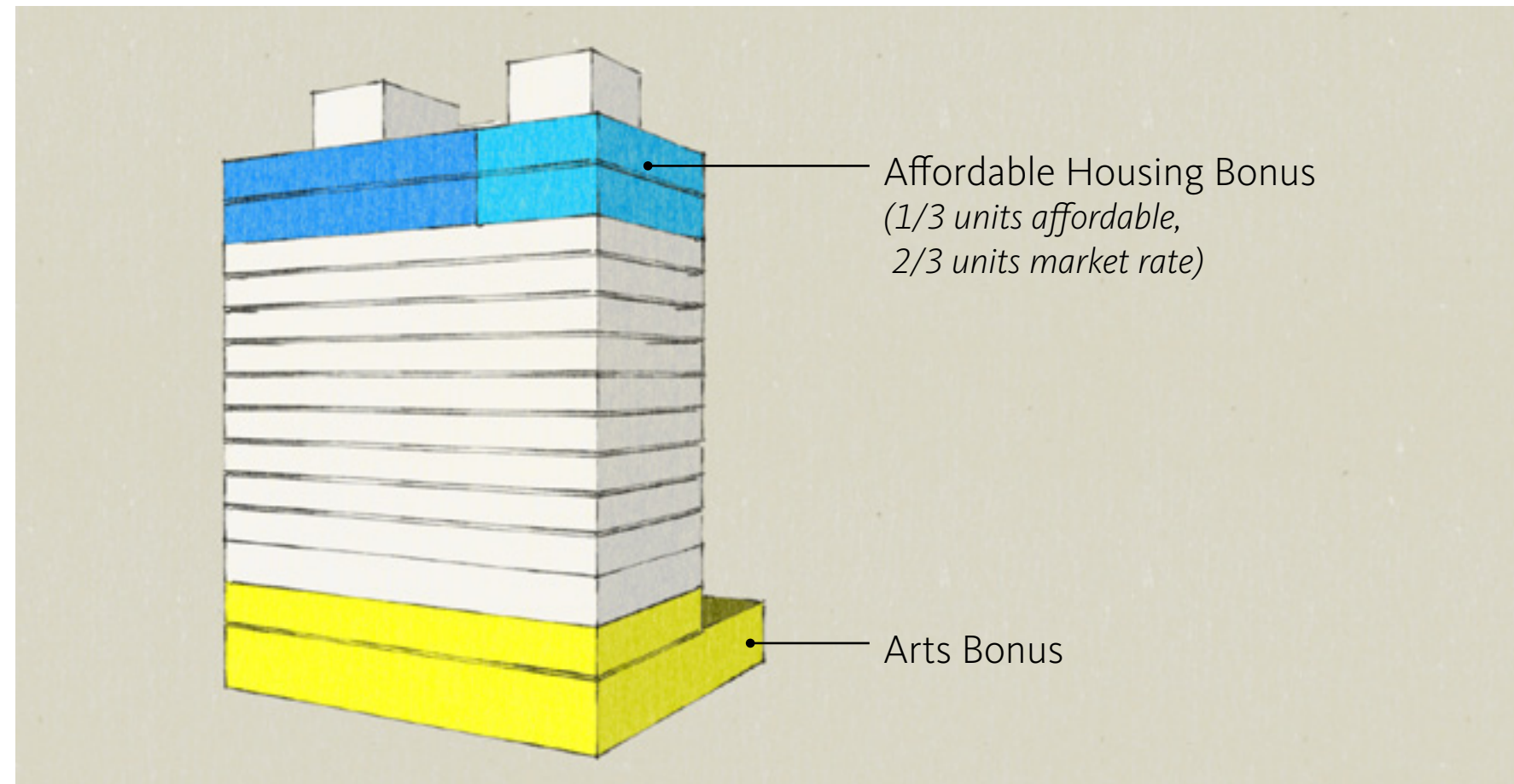
Heights Approach

- 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.



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'.

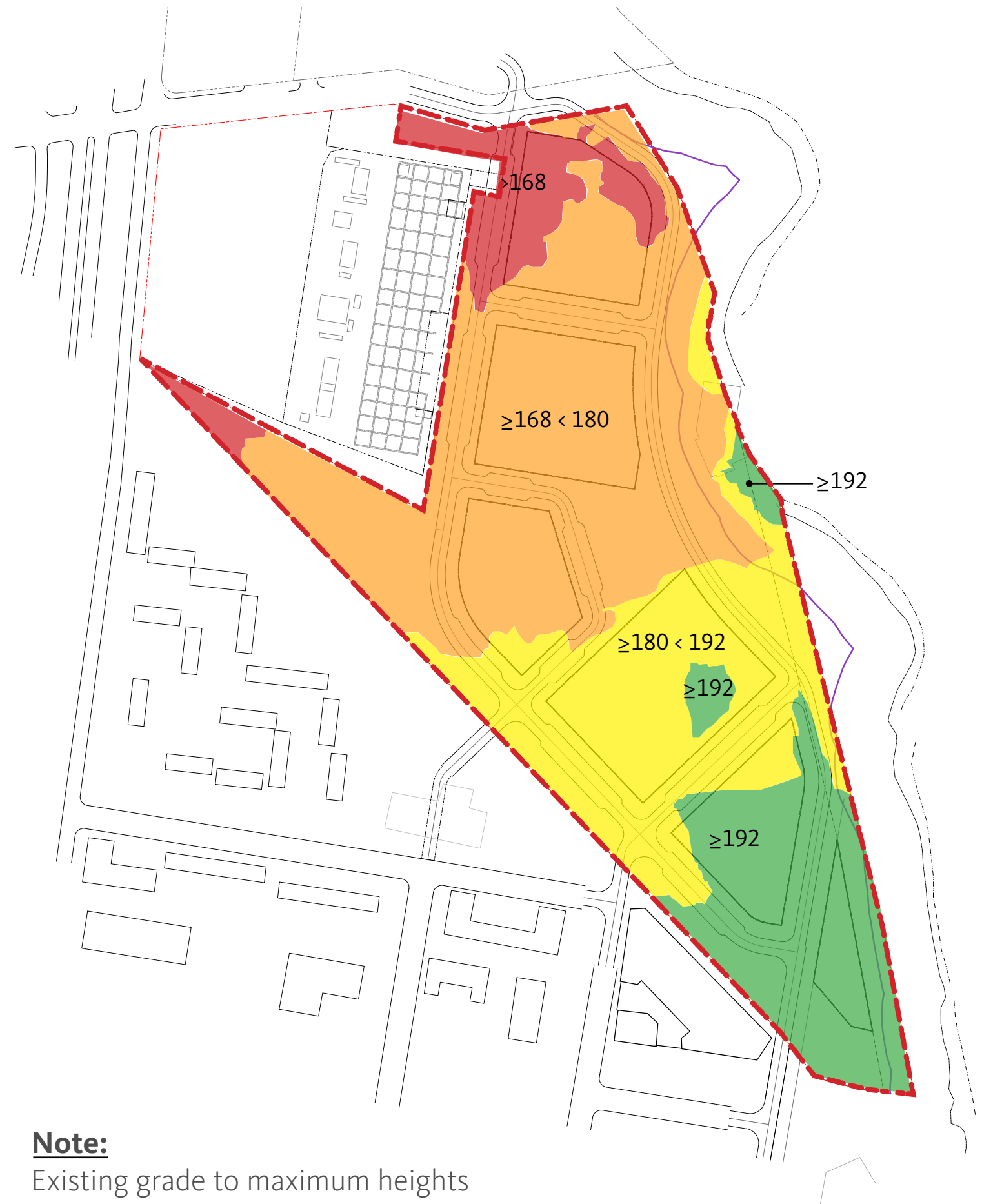


Affordable Housing + Arts

**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

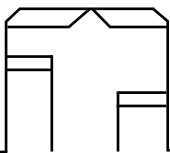


RELATIONSHIP OF HEIGHTS AND FLOORS



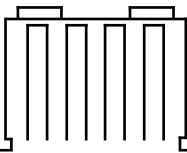
The Dalton

14 Floors



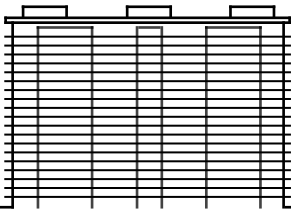
Marina Towers

14 Floors



Alexandria House

22 Floors



RELATIONSHIP OF HEIGHTS AND FLOORS



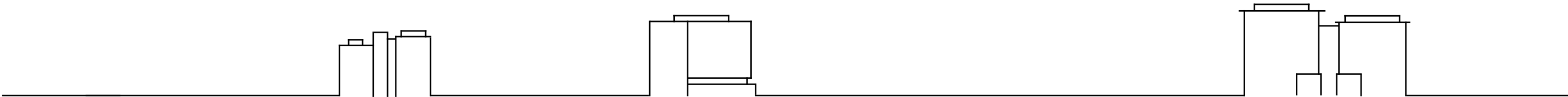
7 Floors



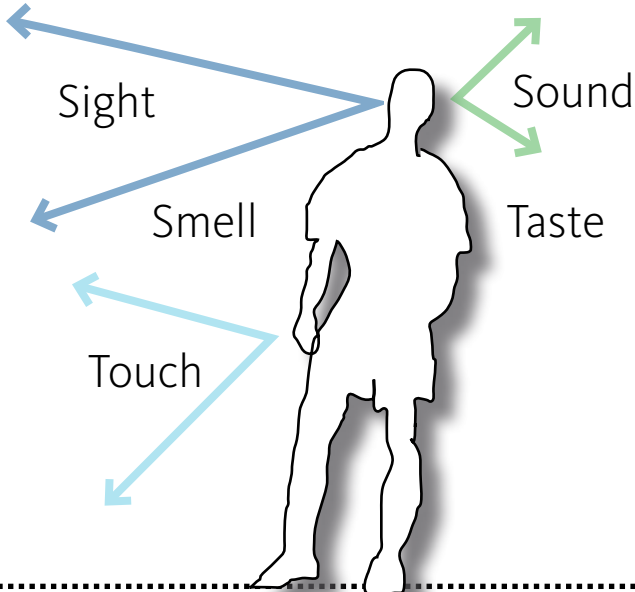
13 Floors



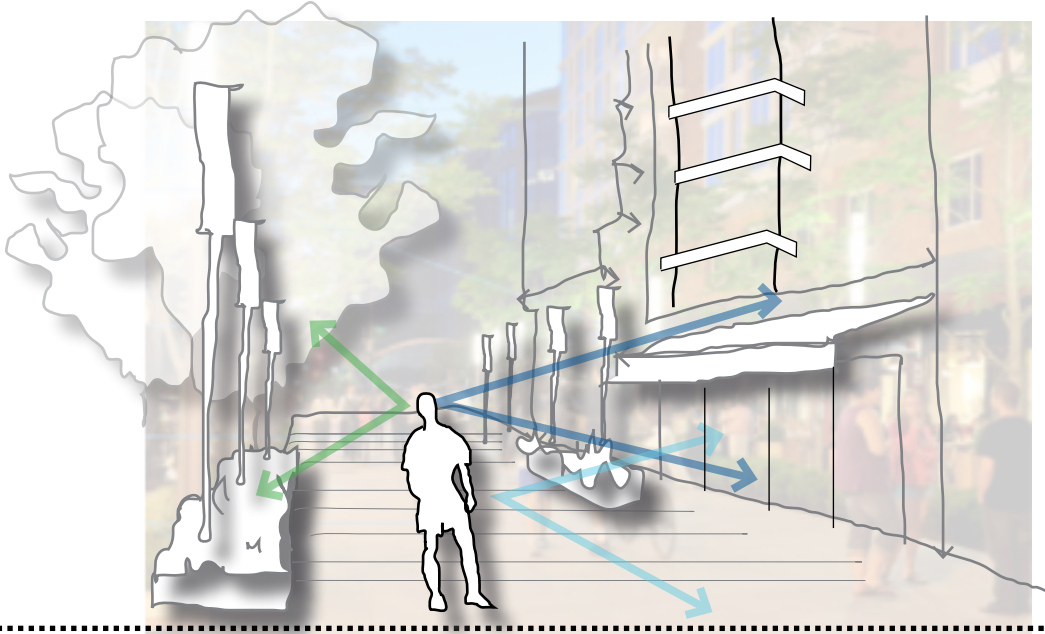
16 Floors




PERCEIVING SPACE IN THE PUBLIC REALM

- 

A white silhouette of a person stands with five arrows pointing outwards. Three blue arrows point left and are labeled 'Sight', 'Smell', and 'Touch'. Two green arrows point right and are labeled 'Sound' and 'Taste'.

1 Perception of space is shaped by all senses.
- 

A sketch of a person standing in a public space. Blue arrows radiate from the person's head level towards various architectural elements like a bench, a tree, and a building. Green arrows point from the person towards the ground and lower levels of the environment.

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

A line drawing of a public space with a person sitting on a bench. The background features a building with large windows and a sign that says 'Tom's'. The scene is filled with various architectural details and visual stimuli.

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

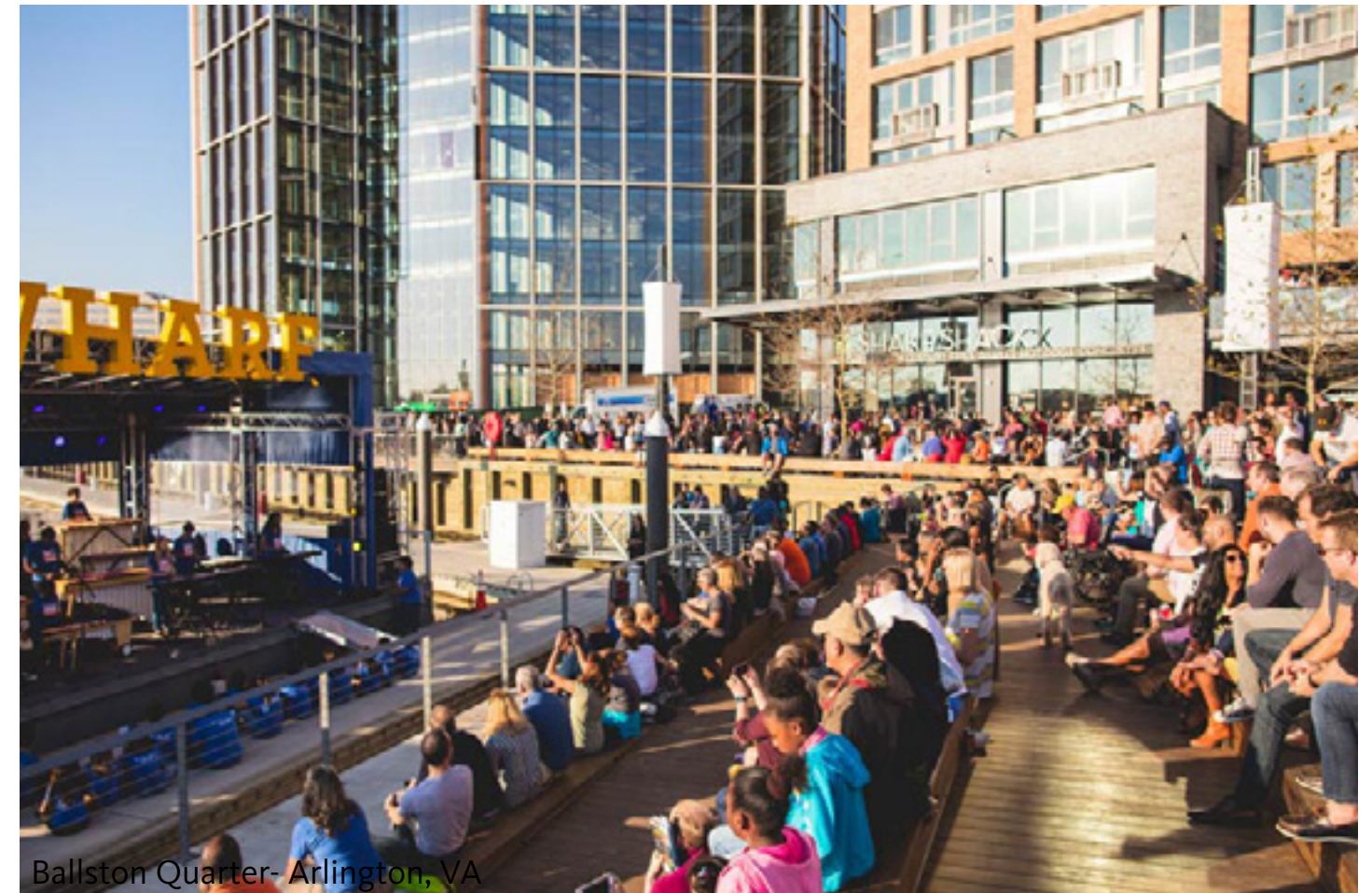
- Higher density places have more users, which creates more foot traffic
- Places with more foot traffic are more viable for diverse retail uses, such as cafe and supermarkets and help promote walk-ability
- Significant investments in open space and environmental benefits can be realized with urban development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



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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

PLANNING PROCESS
PHASE 1: REZONING AND CDD CONCEPT PLAN

THANK YOU!

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