

# POTOMAC RIVER GENERATING STATION

ALEXANDRIA, COMMUNITY MEETING # 4

SEPTEMBER 29TH, 2021



**Gensler**

**OJB**

**BURO HAPPOLD**

**Thornton  
Tomasetti**



**CLARK  
CONSTRUCTION**

**GOROVE / SLADE**  
Transportation Planners and Engineers



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

**LERCH BATES**  
Building Design



# AGENDA

**1. WELCOME AND OVERVIEW**

**2. TIMELINE AND PROJECT BACKGROUND**

**3. OLD TOWN NORTH SMALL AREA PLAN AND DESIGN PRINCIPLES** (CITY STAFF)

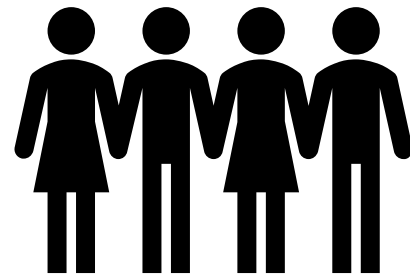
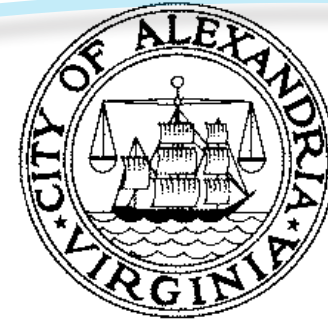
**4. PRESENTATION OF CDD SUBMISSION**

**5. COMMUNITY QUESTIONS**

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



# STAKEHOLDERS



- Alexandria residents
- Old Town North neighbors
- Community groups
- Boards and Commissions



# WHO WE ARE

**OUR MISSION** IS TO TAKE ON COMPLEX PROJECTS WHERE WE RETURN ECONOMIC OPPORTUNITY TO INDUSTRIAL SITES THAT HAVE RUN THEIR USEFUL LIFE. WE HAVE BEEN SUCCESSFULLY ACQUIRING AND REDEVELOPING OBSOLETE PROPERTIES IN CITIES ACROSS THE COUNTRY, BRINGING NEW ECONOMIC LIFE TO PLACES IN NEED OF REVITALIZATION AND OPPORTUNITY.



**Roberto Perez**  
CEO



**Melissa Schrock**  
SVP, MIXED-USE  
DEVELOPMENT



**George Needs**  
VP, MIXED-USE  
DEVELOPMENT



**Michelle Beaman Chang**  
VP, MIXED-USE  
DEVELOPMENT



**Bani Amrit Kaur**  
SENIOR DEVELOPMENT  
MANAGER, MIXED-USE  
DEVELOPMENT



**Brian Sheehan**  
SVP, DEVELOPMENT



**Julianna Connolly**  
EVP, ENVIRONMENTAL  
REMEDiation



**Joseph Jeray**  
VP, ENVIRONMENTAL  
REMEDiation



**Ella Hoffman**  
SVP, BRAND  
COMMUNICATIONS



**John Tschantz**  
VP, ACQUISITIONS



# WHY WE DO

**HILCO REDEVELOPMENT PARTNERS IS IN THE BUSINESS OF TRANSFORMATION, SETTING THE NEW STANDARD OF SUSTAINABLE REDEVELOPMENT.**

**WE PRIORITIZE BEST-IN-CLASS ENVIRONMENTAL PRACTICES, COMMUNITY ENGAGEMENT AND LOCAL ECONOMIC DEVELOPMENT.**



## ENVIRONMENT

Our projects surpass environmental standards, incorporate green technologies, & maximize the recycling of existing materials.



## ECONOMY

We support local economies by creating long-term jobs and recruiting locally to grow our neighborhoods.



## COMMUNITY

We connect to communities through open dialogue, civic participation, charitable giving and neighbor-centric planning.



# WHAT WE DO



## INDUSTRIAL

Modern industrial space dedicated to logistics, distribution and e-commerce.



## MIXED-USE

Reintegration of obsolete sites into surrounding urban context with a dynamic mix of uses.



## LIFE SCIENCE

Transformation of obsolete sites into life science, R&D, technology and manufacturing campuses.



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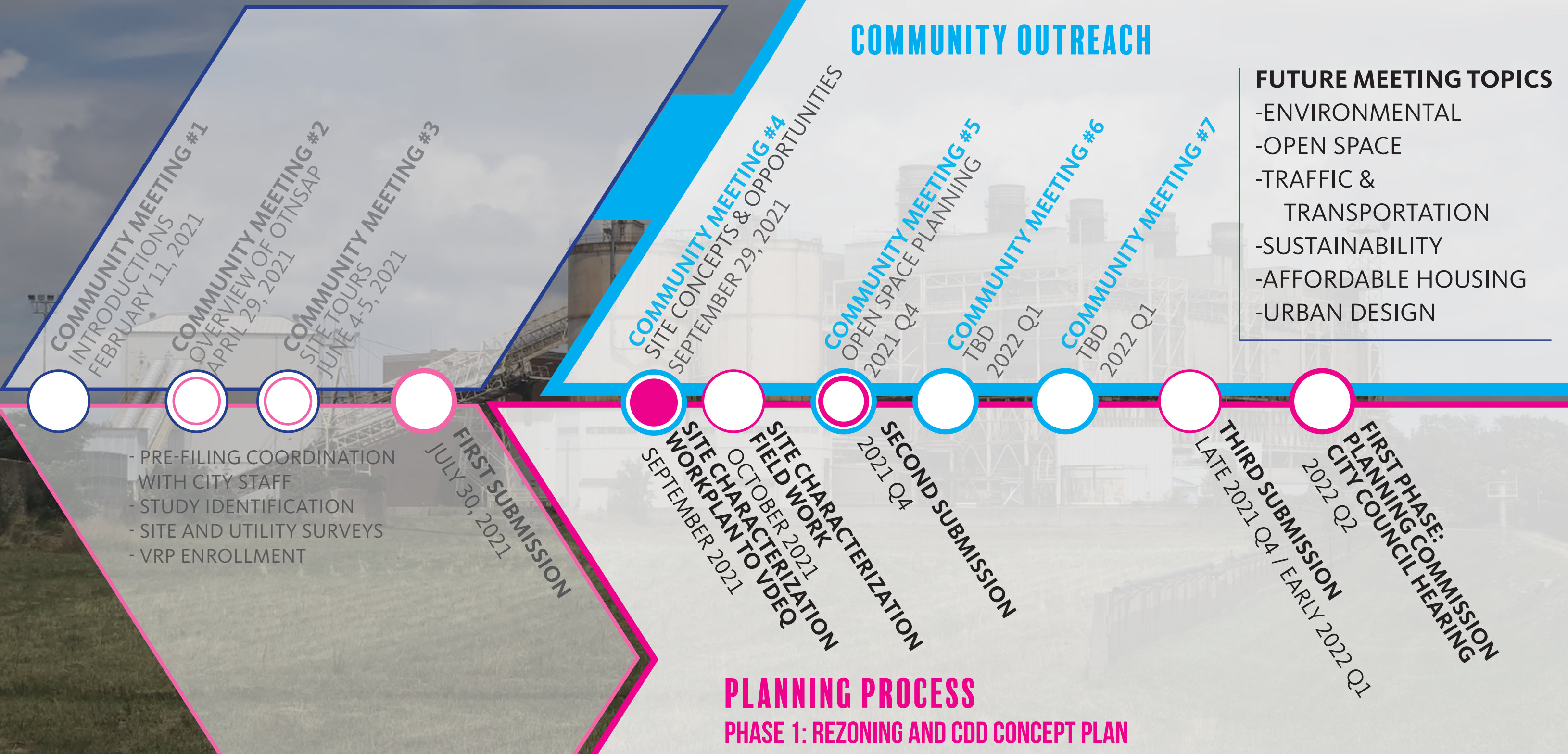
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# PROCESS TO DATE

# » STEPS FORWARD





# SITE TOURS/ COMMUNITY MEETING #3

JUNE 4TH-5TH





# AGENDA



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# Community Engagement – Old Town North Small Area Plan



- October 2015 – May 2017:
  - 3 Open Houses
  - 3 Community tours
  - 4 Charrettes
  - 2 Mini-Charrettes
- Charrettes informed the Goals and Objectives for seven planning categories
- The community contacted staff directly and commented or asked questions using online comment boards
- Together, the community, a 21-member Advisory Group, and City staff worked to build on the recommendations of the 1992 Plan

## Seven Planning Categories

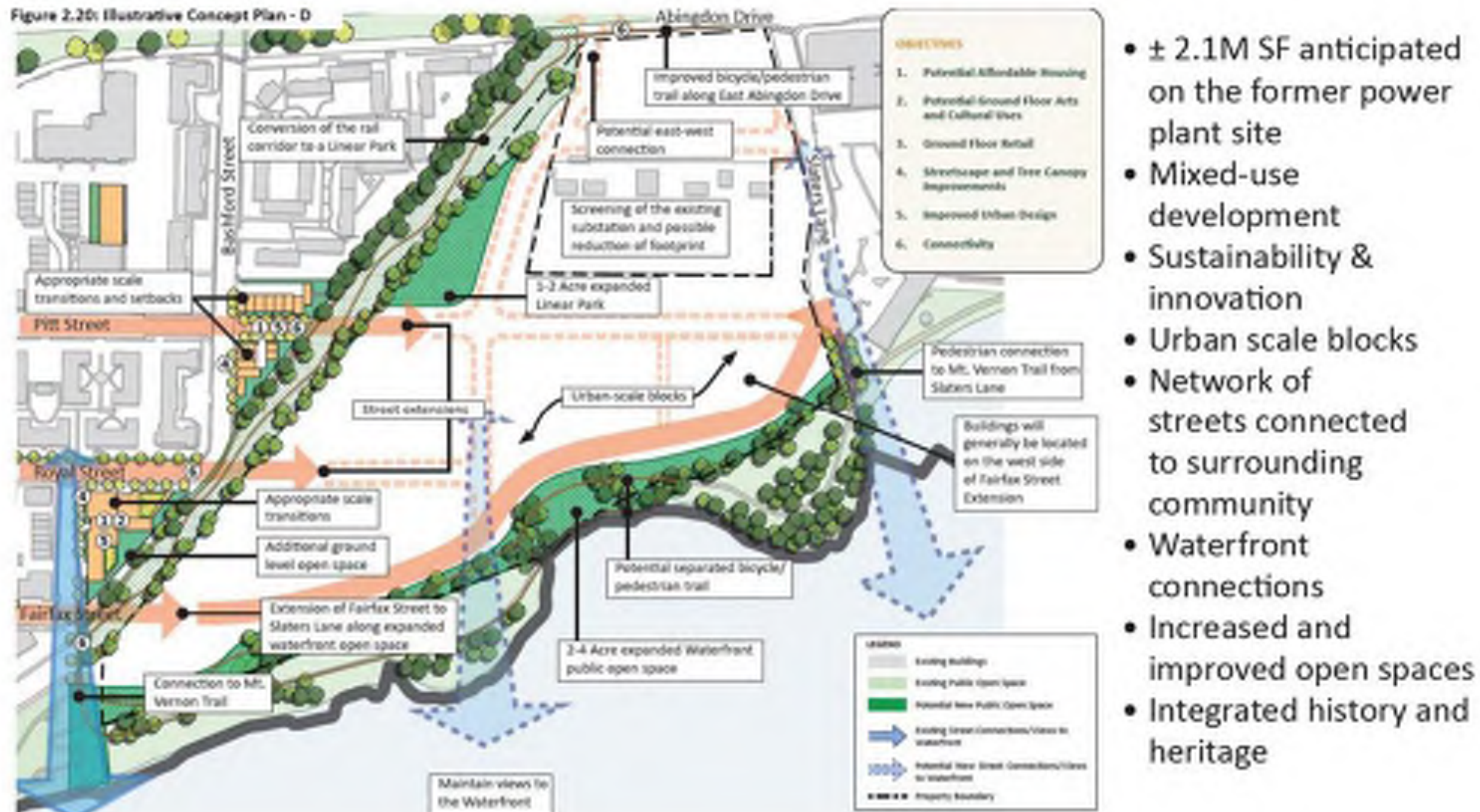






# Key Recommendations of the Old Town North Plan

Figure 2.20: Illustrative Concept Plan - D



From Figure 5.01:

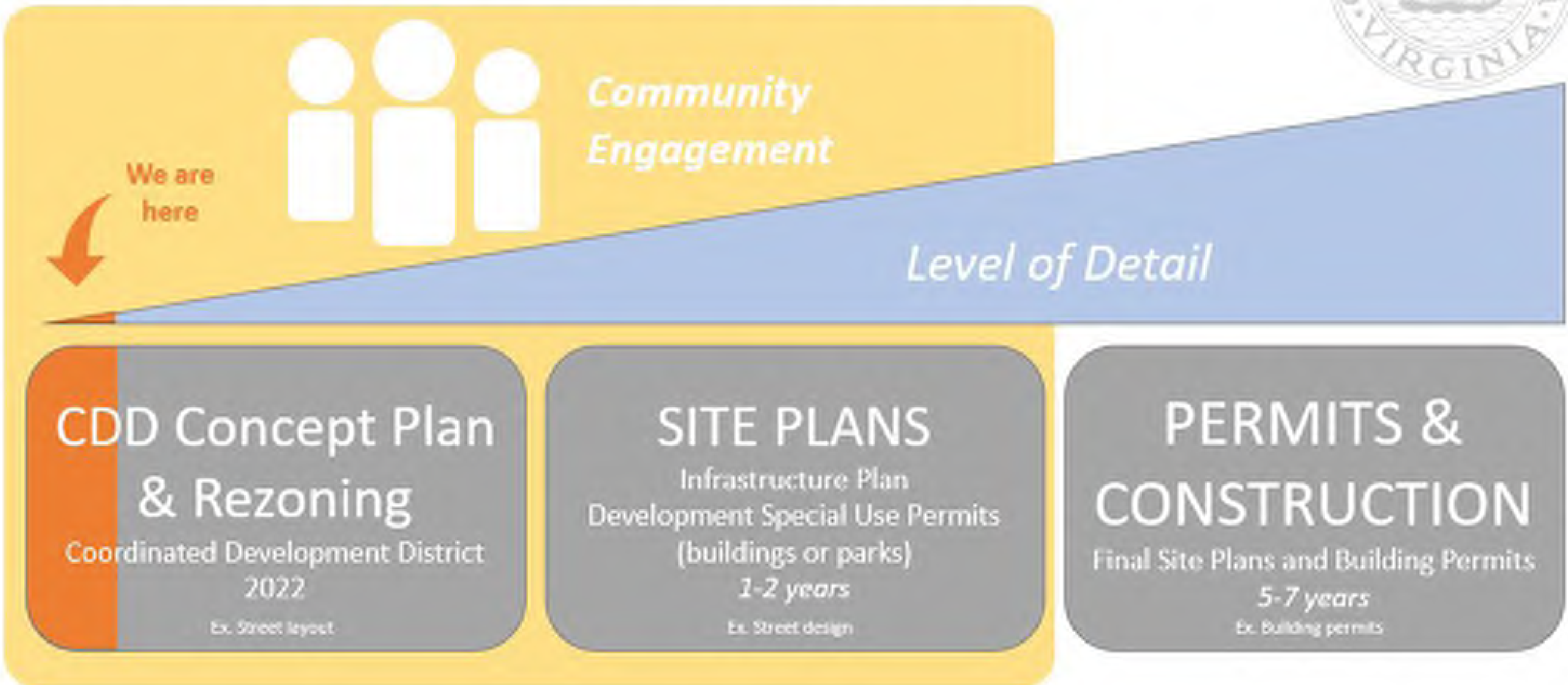
Note:

This graphic is for illustrative purposes only. Final configuration of the OTN framework streets, internal street grid, block sizes, open spaces, buildings and building heights will be subject to the Plan, the Design Standards and Guidelines, the Zoning Ordinance as amended, and the development review process.





# How does the **development approval** process work?







## Site Design Principles

- **Extend north-south streets into the site** in a way that is generally consistent with the Old Town North Small Area Plan.
- Respect the topography of the site, waterfront and adjacent National Park Service open space by removing all roadway from the **Resource Protection Area (RPA)**.
- Provide a **balanced mix of uses** for daytime and nighttime activity, including those fostering an innovation district.
- **Connect to the adjacent neighborhoods** and maintain public accessibility throughout the site.





# Site Design Principles

- Provide **on-site affordable housing**.
- Establish a location for an **arts anchor**.
- Incorporate **sustainability strategies** (including carbon reduction and energy master planning) into building design and neighborhood infrastructure.
- Provide **high quality open space** on the site that connects to adjacent open space.



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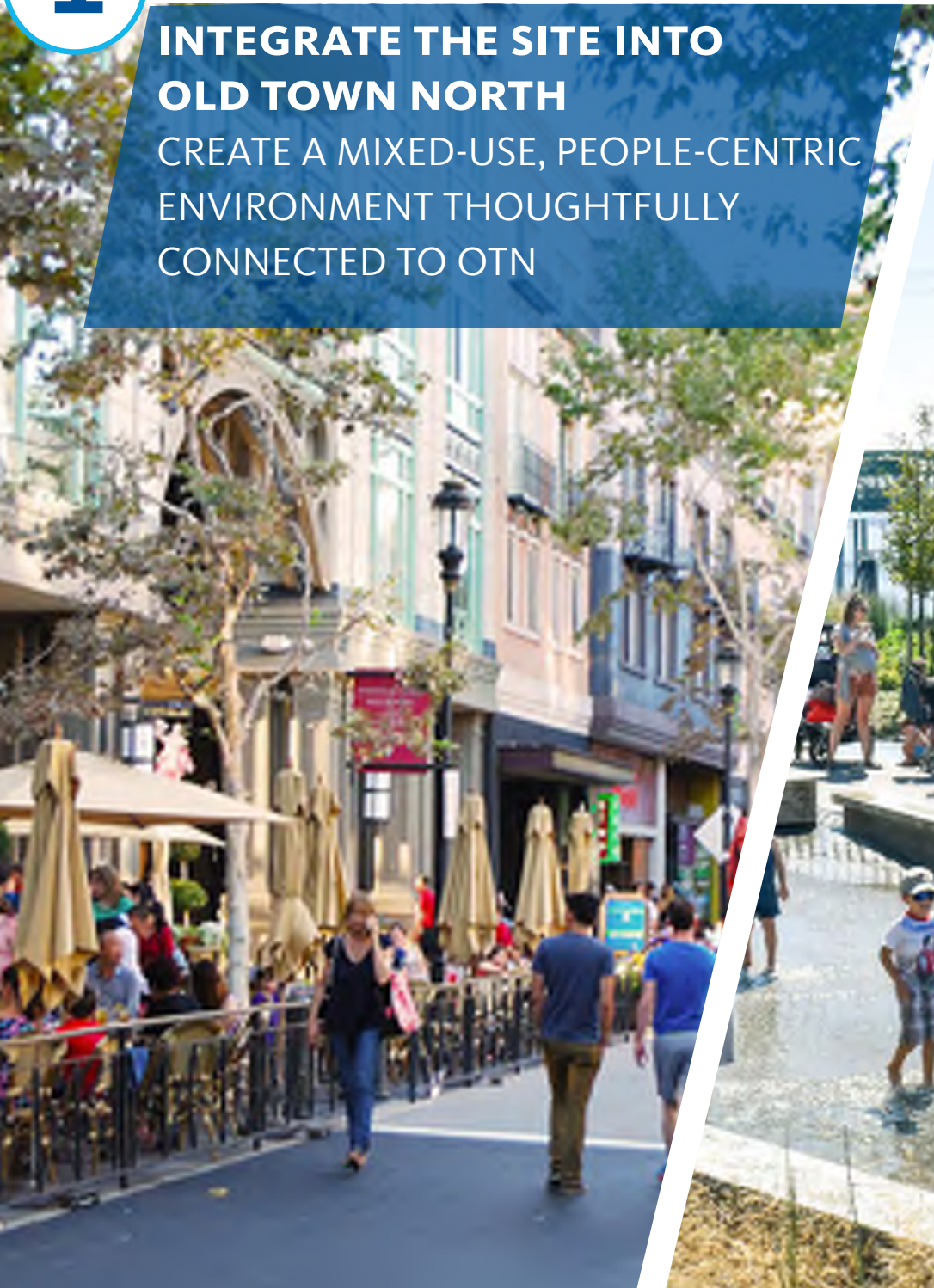
# PROJECT VISION

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





# PROJECT VISION

Primary Design Drivers

INTEGRATE THE SITE INTO  
OLD TOWN NORTH

CONNECT PEOPLE TO  
THE WATERFRONT

PROVIDE MEANINGFUL  
AND VARIED OPEN SPACE



ARTIST’S IMPRESSION OF FUTURE POTENTIAL DEVELOPMENT AND SURROUNDING AREAS. ANY CHANGES TO VEGETATION ON ADJACENT PROPERTY SHOWN FOR REFERENCE ONLY.



# SITE CONTEXT + CONSTRAINTS

PRGS Property Boundary

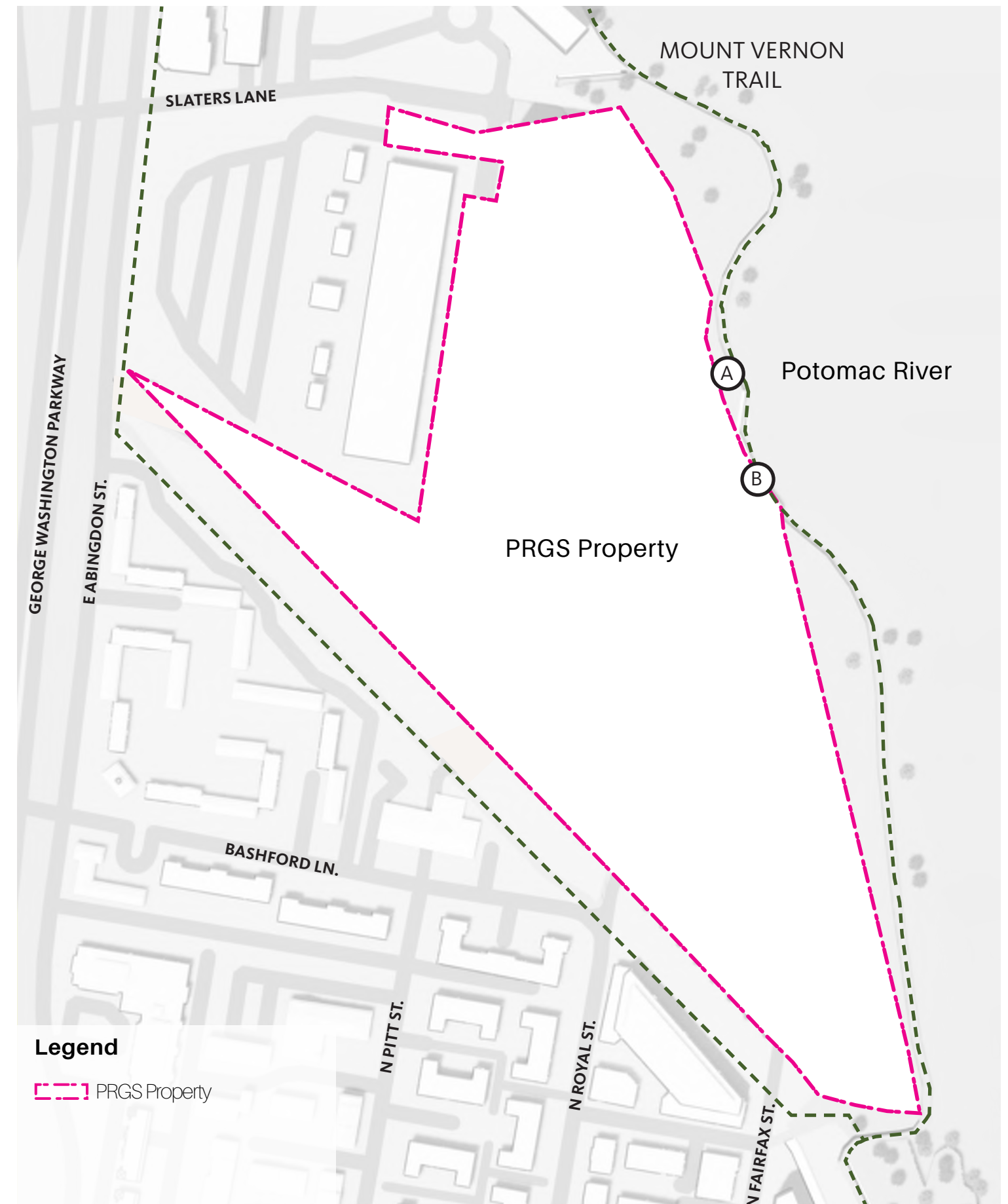
- **18.8 acres**
- Potomac River Generating Station (PRGS) property is the largest contiguous redevelopment site in Old Town North (OTN)



A Mount Vernon Trail near Pump House



B Mount Vernon Trail looking toward PRGS site

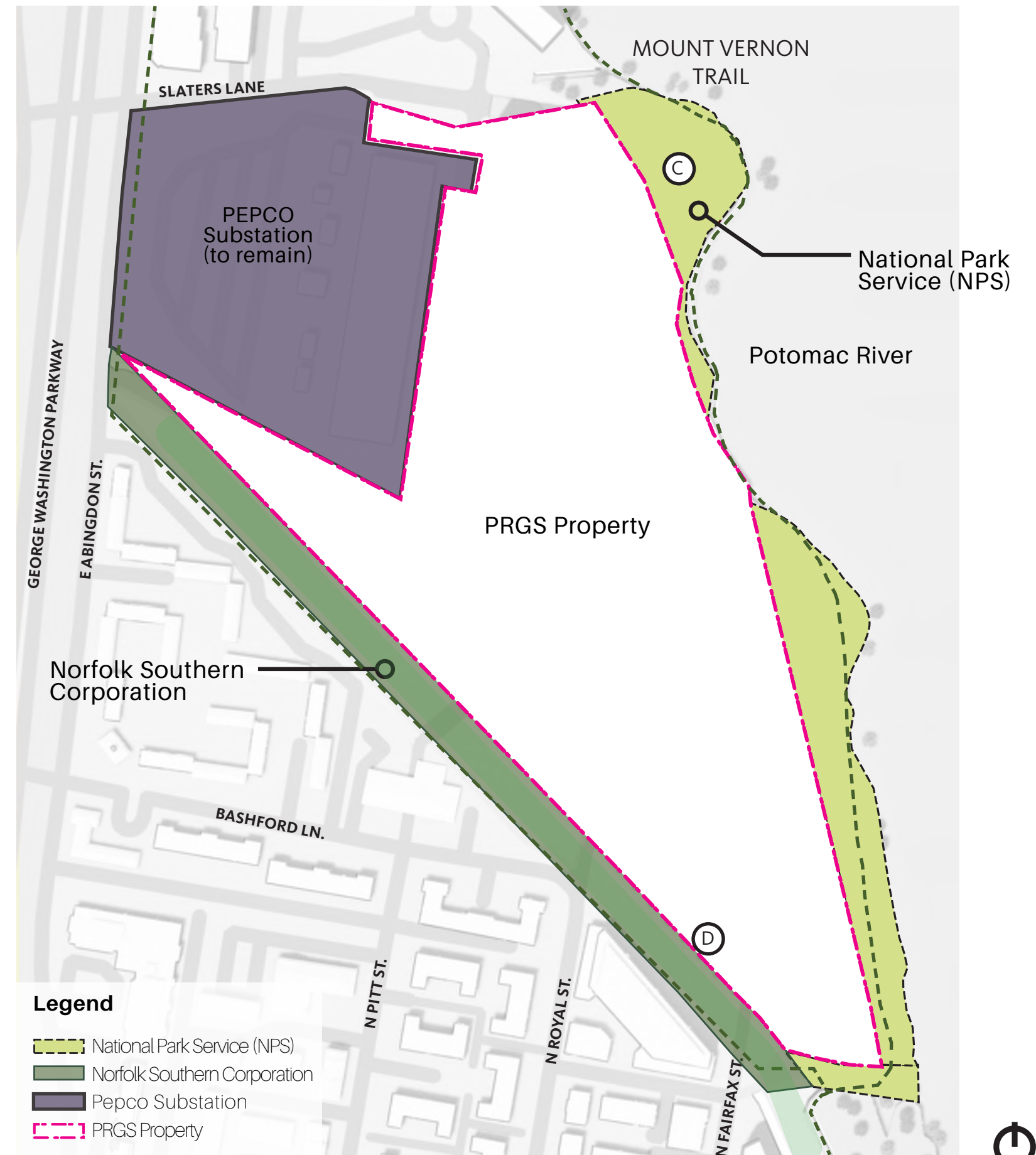




# SITE CONTEXT + CONSTRAINTS

## Institutional/Government Abutters

- Property is surrounded on three sides by: National Park Service (NPS), Norfolk Southern Corporation and Pepco lands
- Direct access off of Slaters Lane
- Majority of waterfront is NPS property

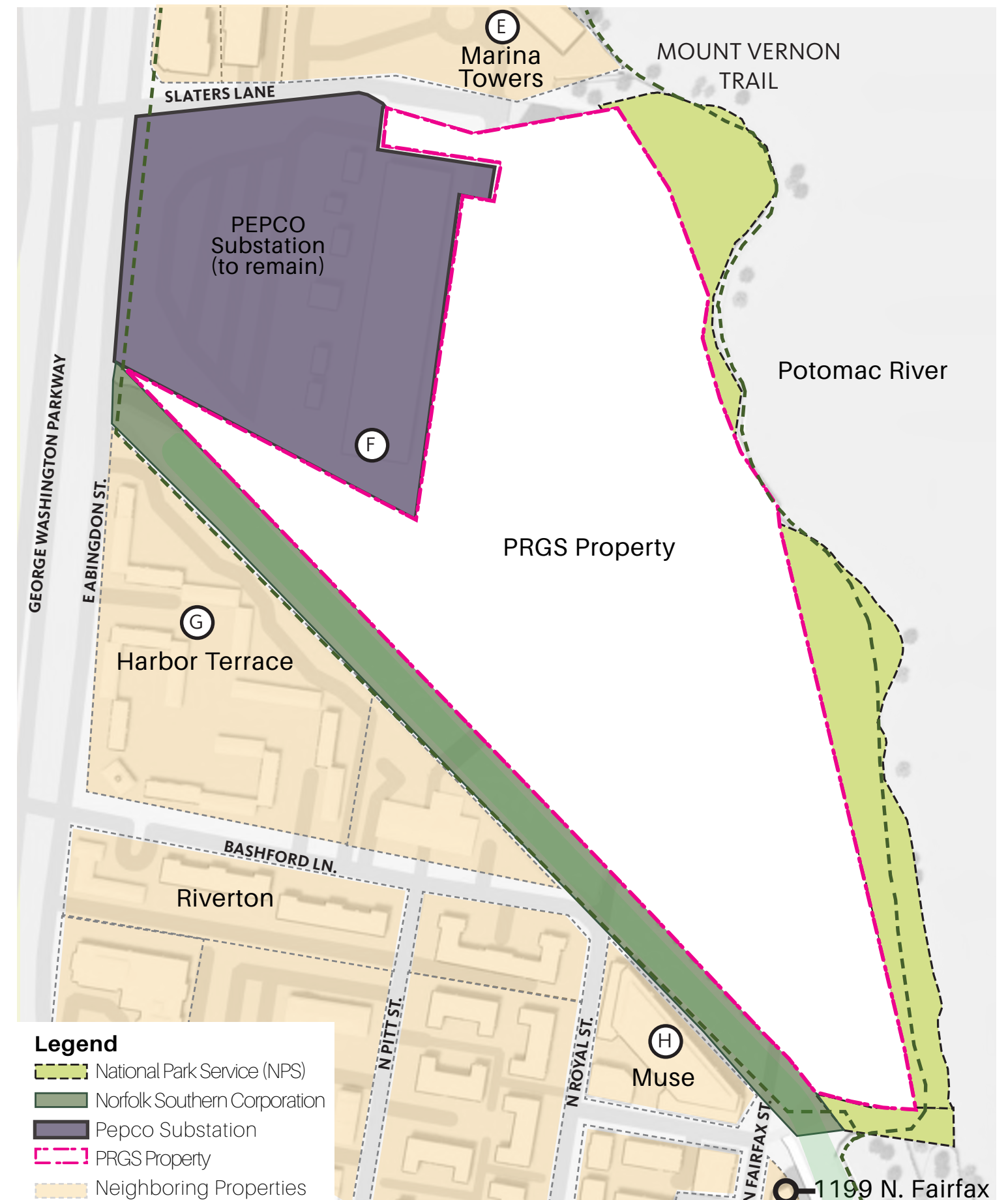
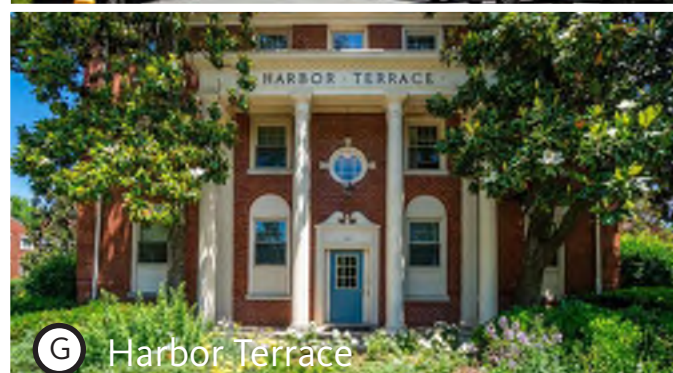




# SITE CONTEXT + CONSTRAINTS

## Unique Neighboring Conditions

- Context along all edges is different and unique
- East side of site is waterfront
- West side includes the substation
- Surrounding residential varies in configuration and style



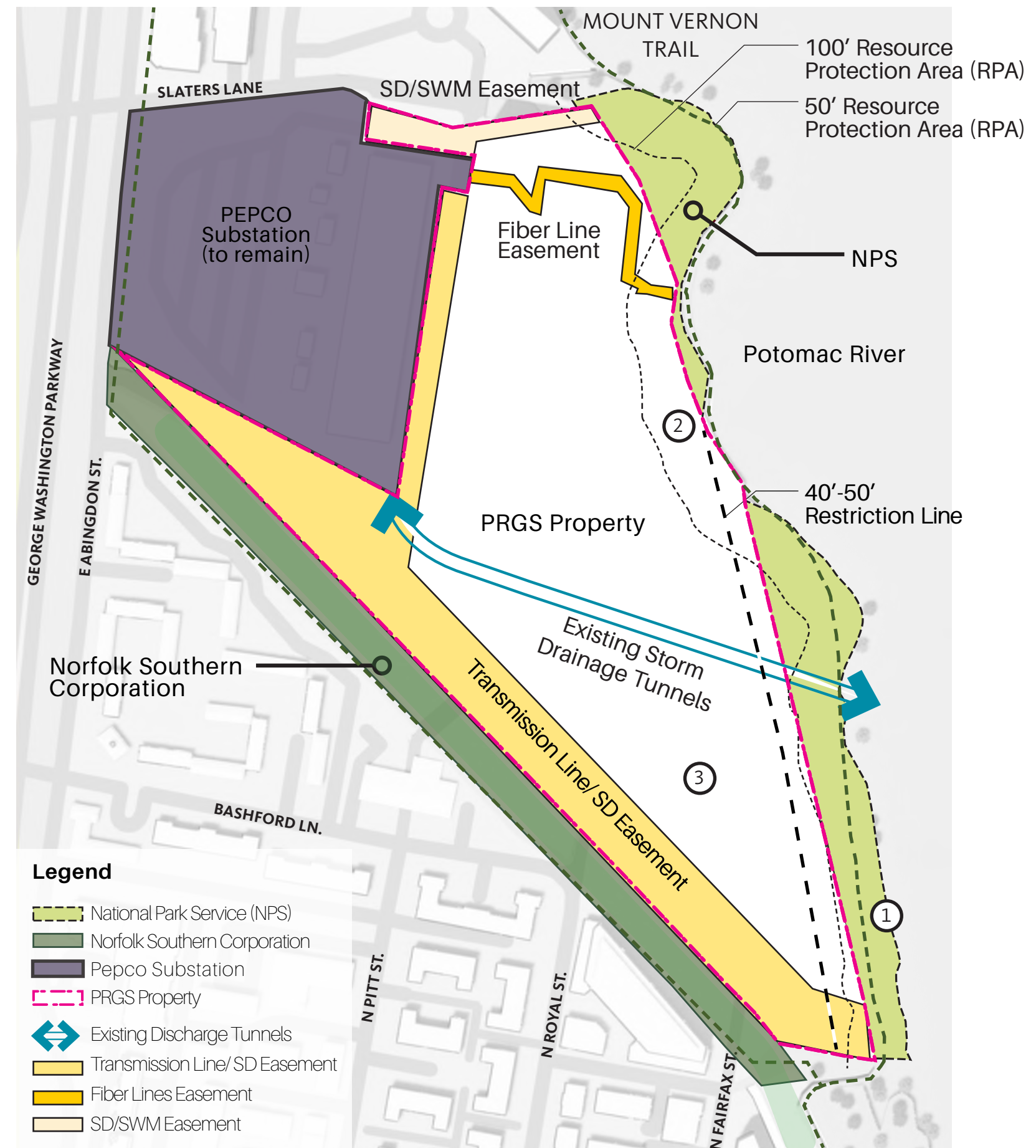


# SITE CONTEXT + CONSTRAINTS

## Existing Easements & Setbacks

- Multiple utility and stormwater easements exist on the site
- Additional building restrictions have been established in the Resource Protection Area (RPA) and along the NPS property line
- RPAs are “sensitive environmental corridors that should be preserved in a natural condition.”

From <https://www.alexandriava.gov/tes/oeq/info/default.aspx?id=3824>

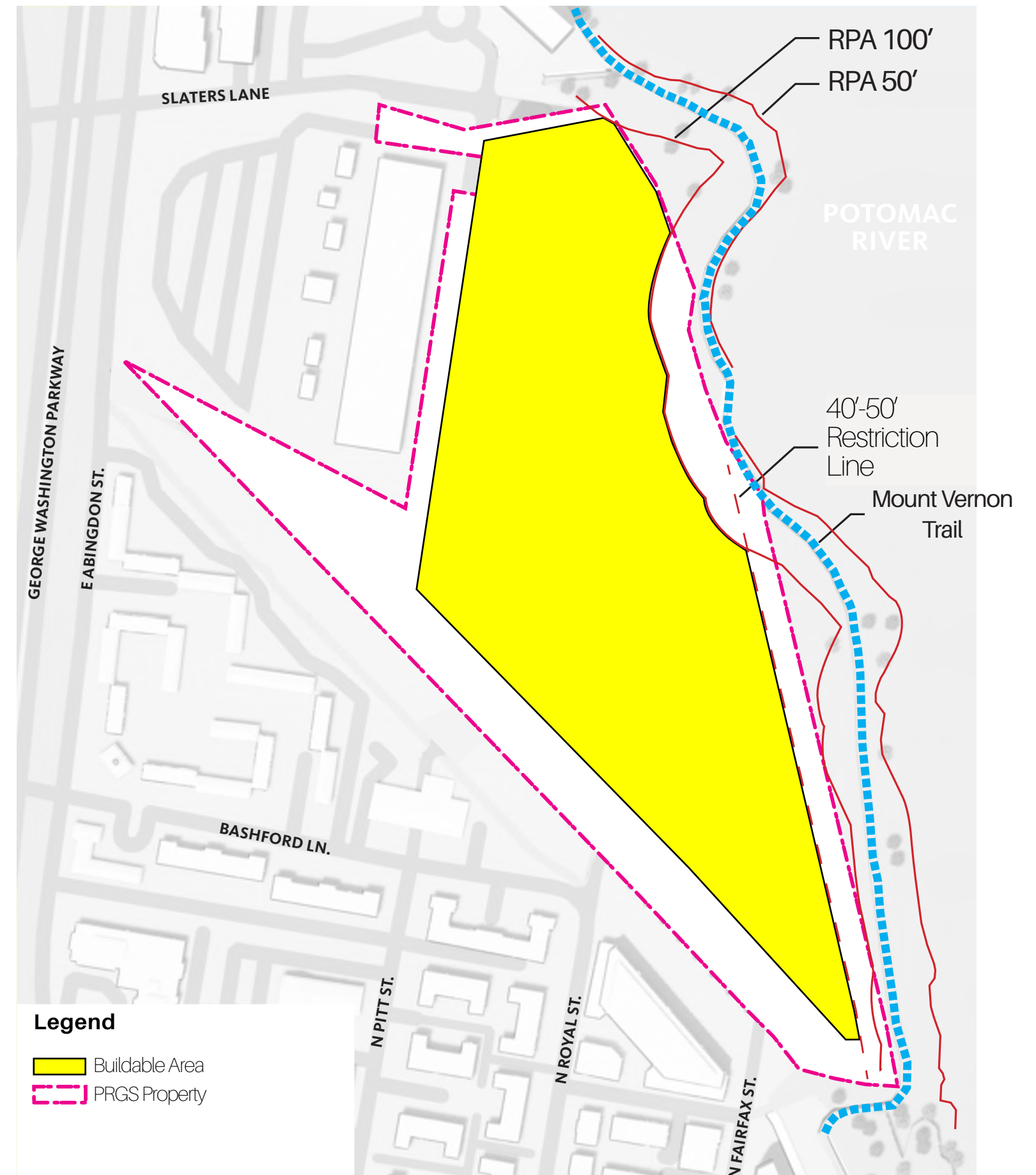




# SITE CONTEXT + CONSTRAINTS

## Buildable Area

- 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 is factored in

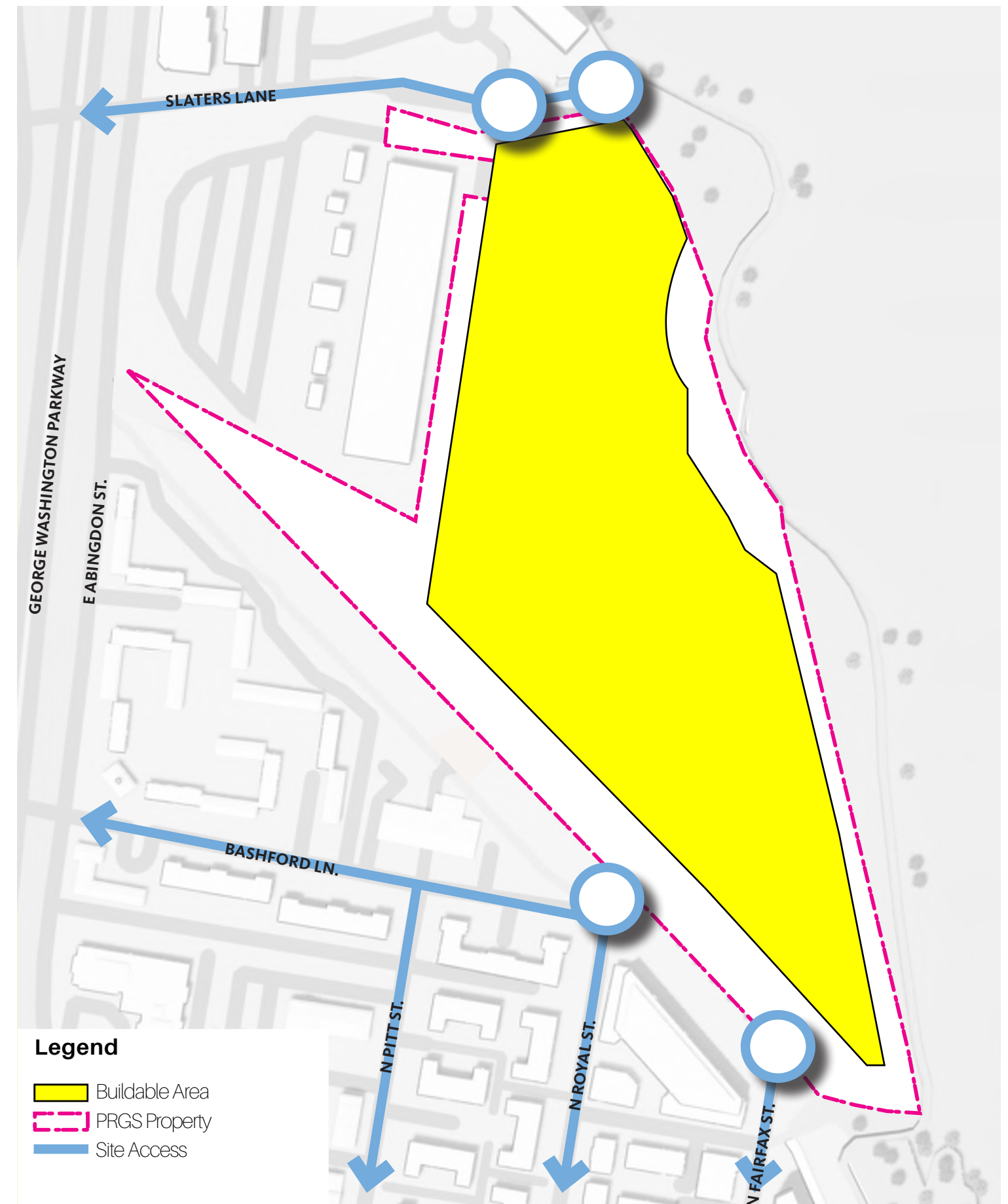




# 1 INTEGRATE THE SITE

## Site Access: Roadway Connections

- Four 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.
- Two connections off of Slaters Lane are proposed at the north side of the site

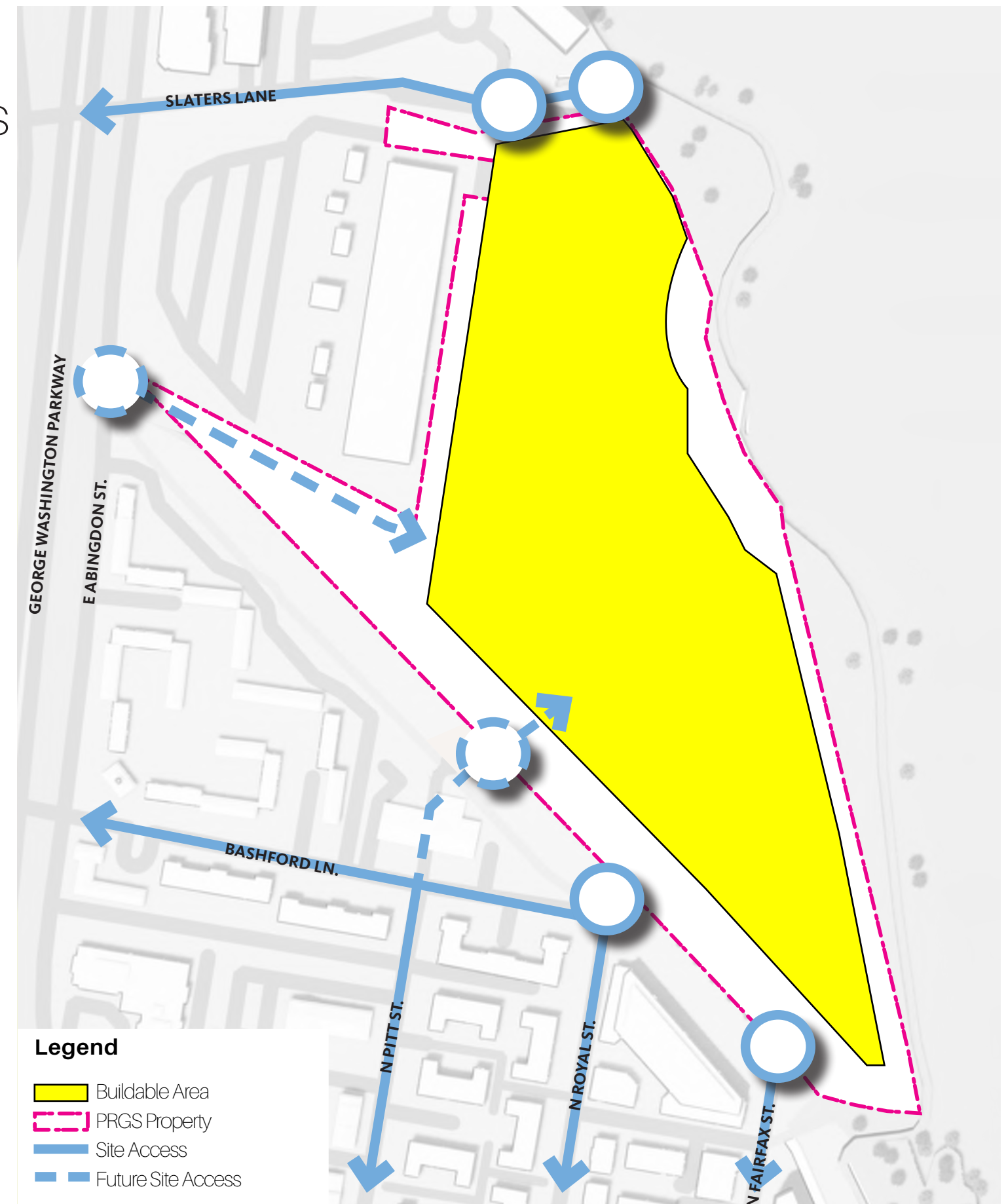




# 1 INTEGRATE THE SITE

## Site Access: Potential Roadway Connections

- Two additional potential future connections are anticipated. 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 also be possible
- These connections are consistent with the Old Town North Small Area Plan





# 2 CONNECT PEOPLE TO THE WATERFRONT

Waterfront Views and Access

HOW CLOSE DO YOU NEED TO BE TO SEE THE WATERFRONT?



FROM FAIRFAX STREET

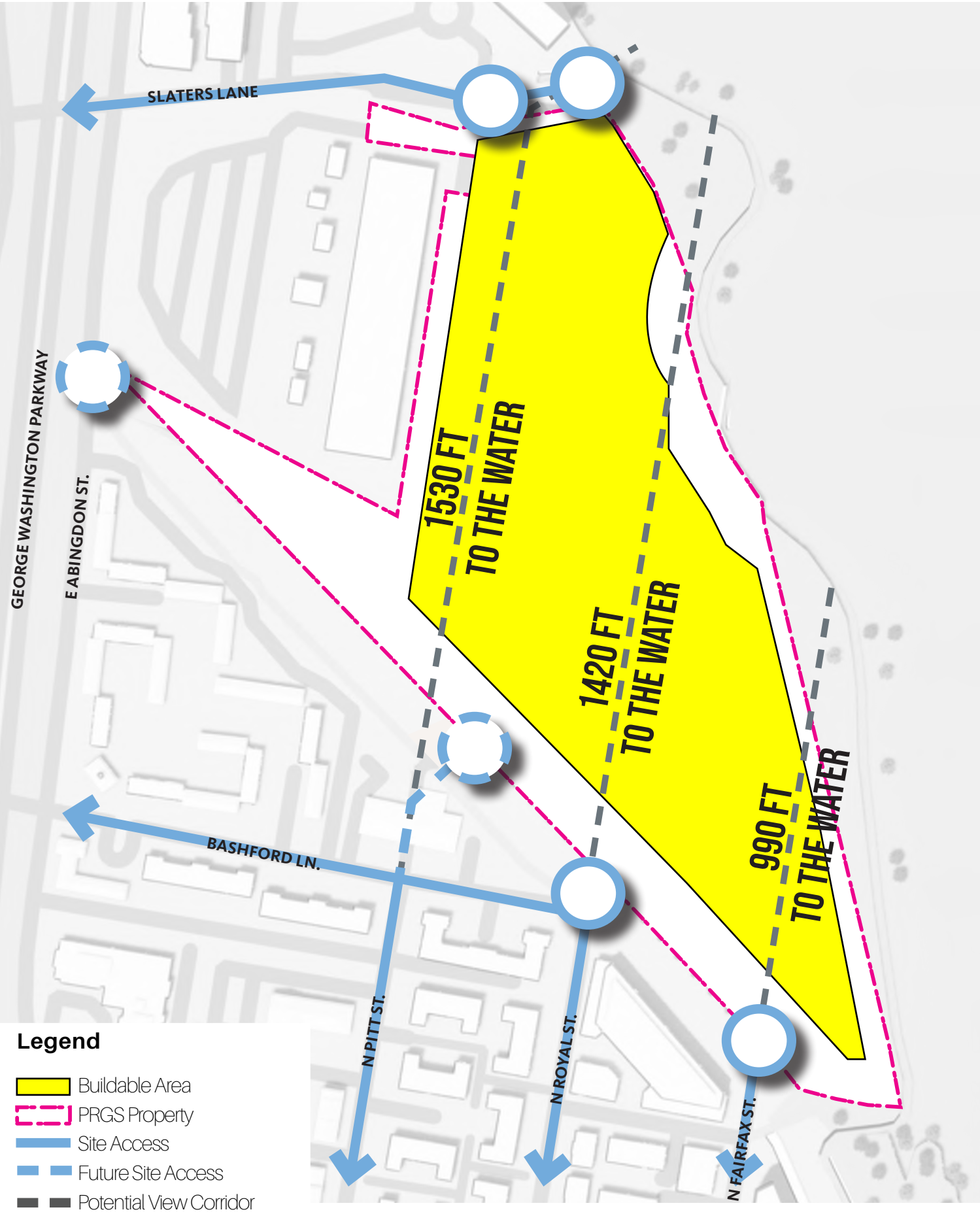
FROM ROYAL STREET



950' away from the waterfront



1,250' away from the waterfront





# 2 CONNECT PEOPLE TO THE WATERFRONT

Relationship of Land to Water

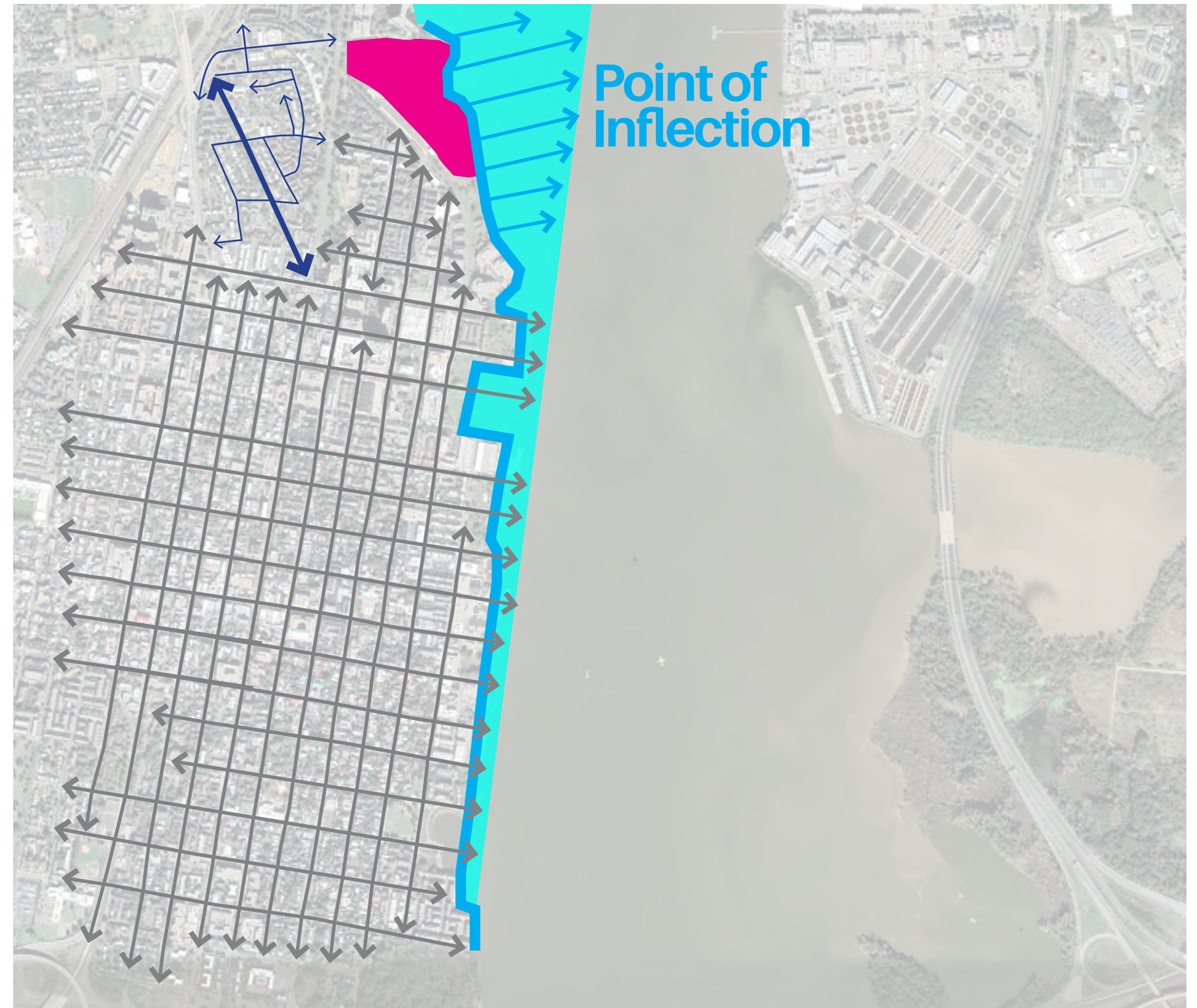
- Potomac turns just south of the site
- Perpendicular corridors shorten visual and physical distance



## PERPENDICULAR CONNECTIONS TO THE WATER

KING STREET

UNION STREET



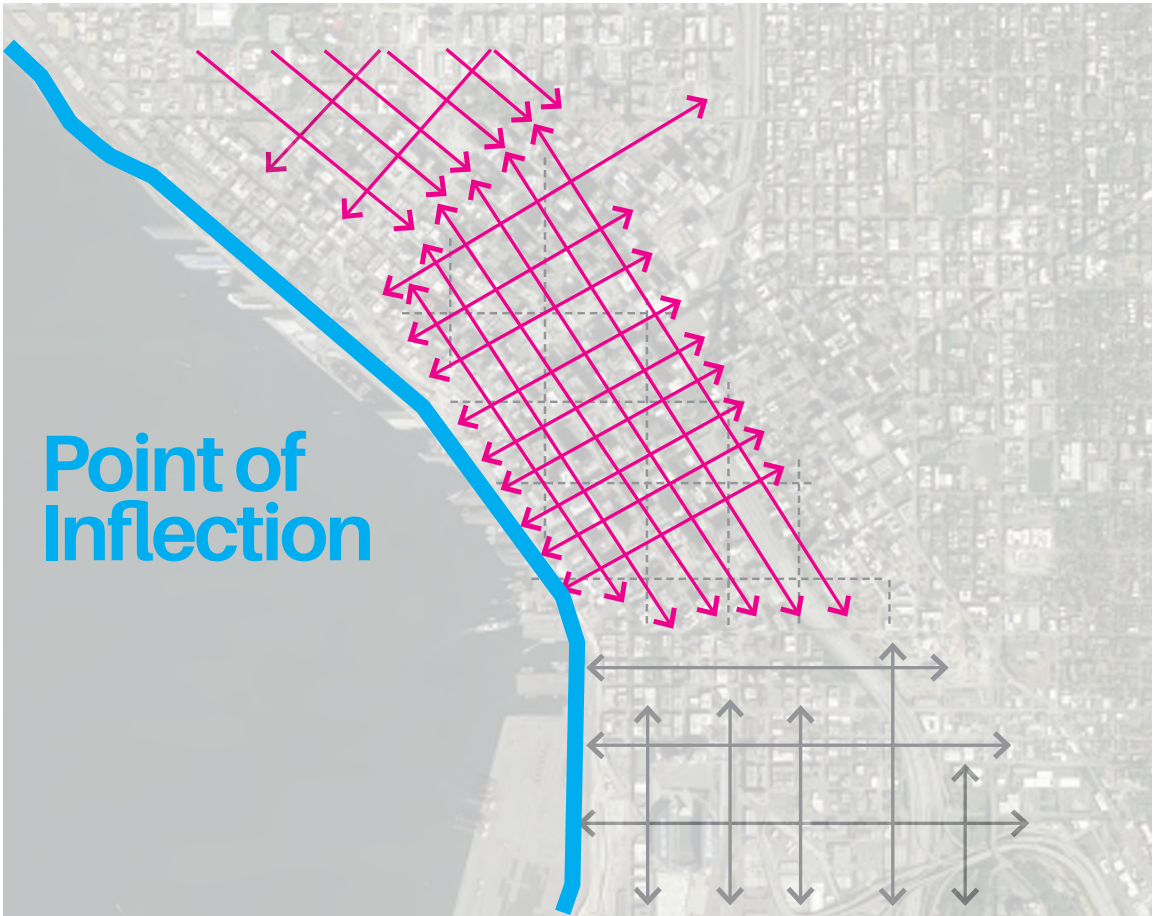


# 2 CONNECT PEOPLE TO THE WATERFRONT

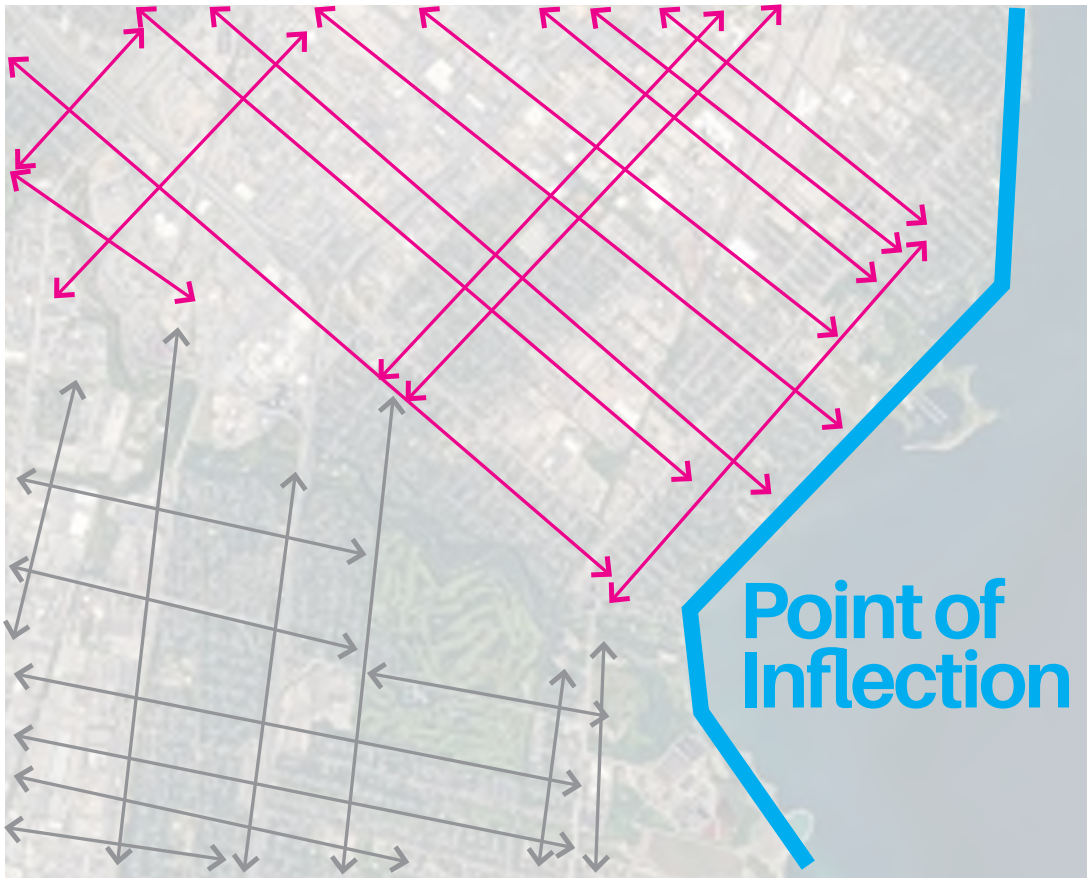
Examples of Great Waterfronts

↔ Shifted Grid  
↔ Primary City Grid

Seattle



Toronto





# 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

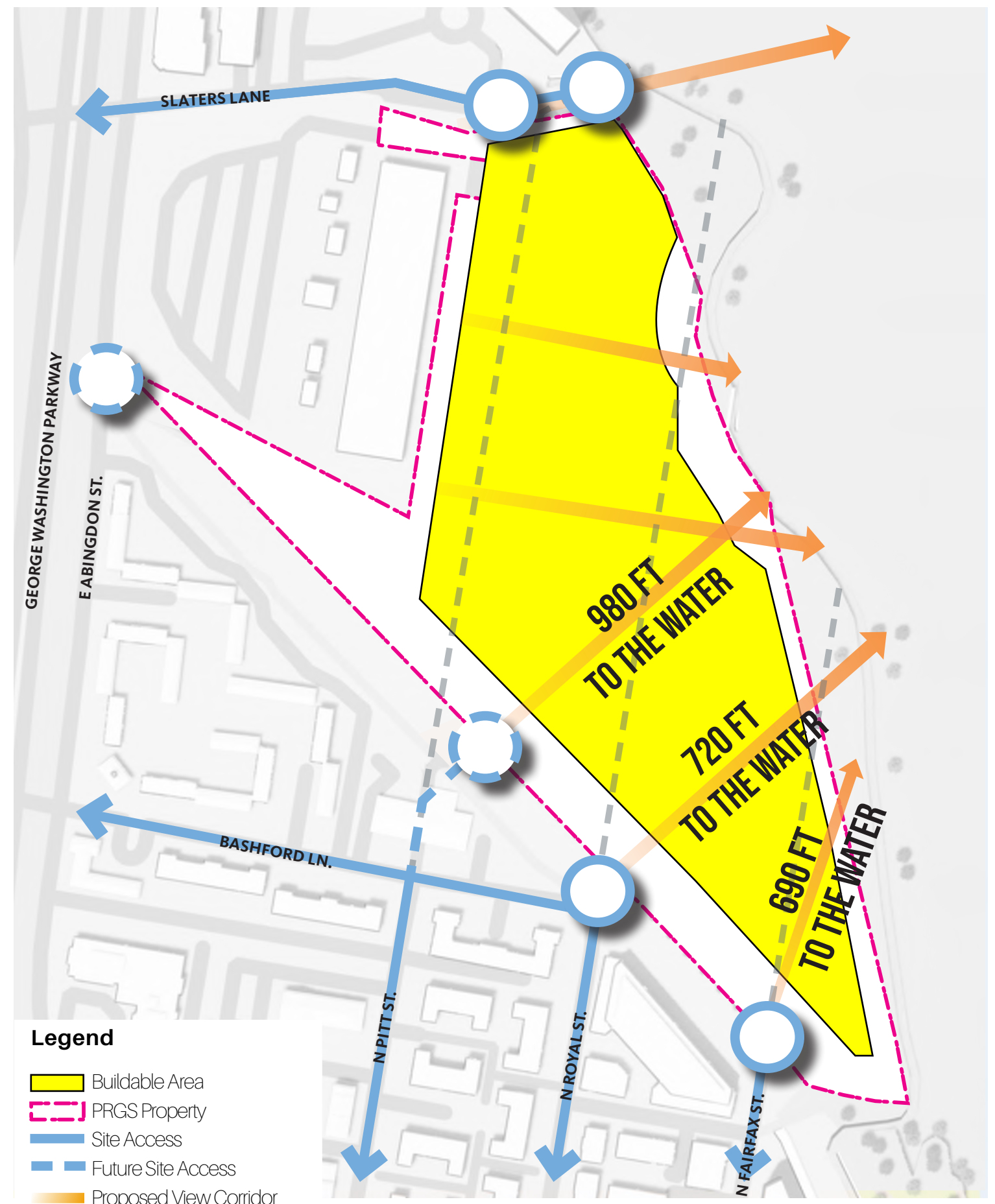
HOW CLOSE DO YOU NEED TO BE TO SEE THE WATERFRONT?

WISCONSIN AVENUE IN GEORGETOWN

1300'

1000'

700'



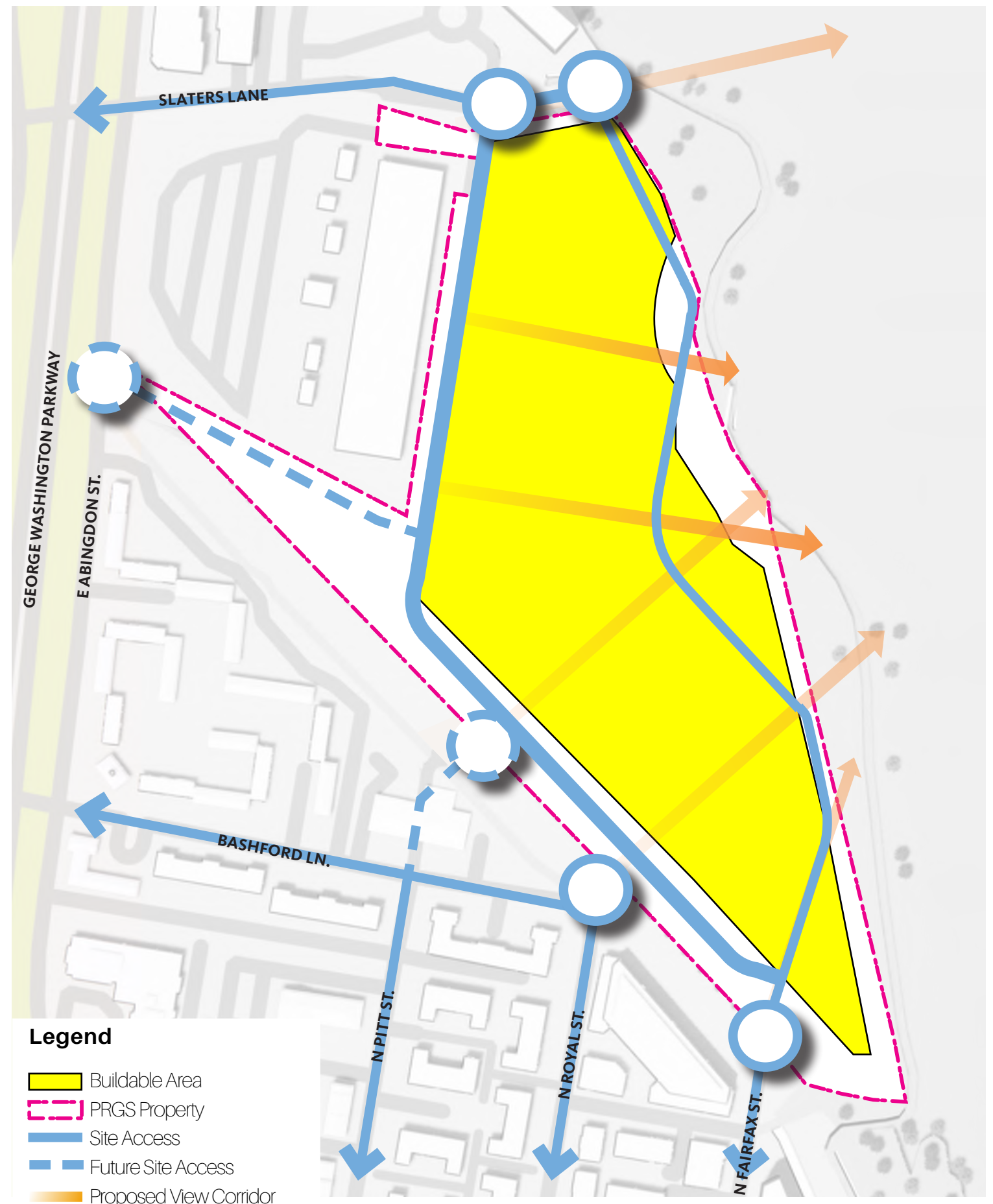


# 1 INTEGRATE THE SITE

Roadway Connections to OTN

# 2 CONNECT PEOPLE TO THE WATERFRONT

- Create 2 primary north-south connections:
  - One for Cars/Buses
  - One for Pedestrians/Bike
- Provide “porosity” and flow through the site with multiple access points



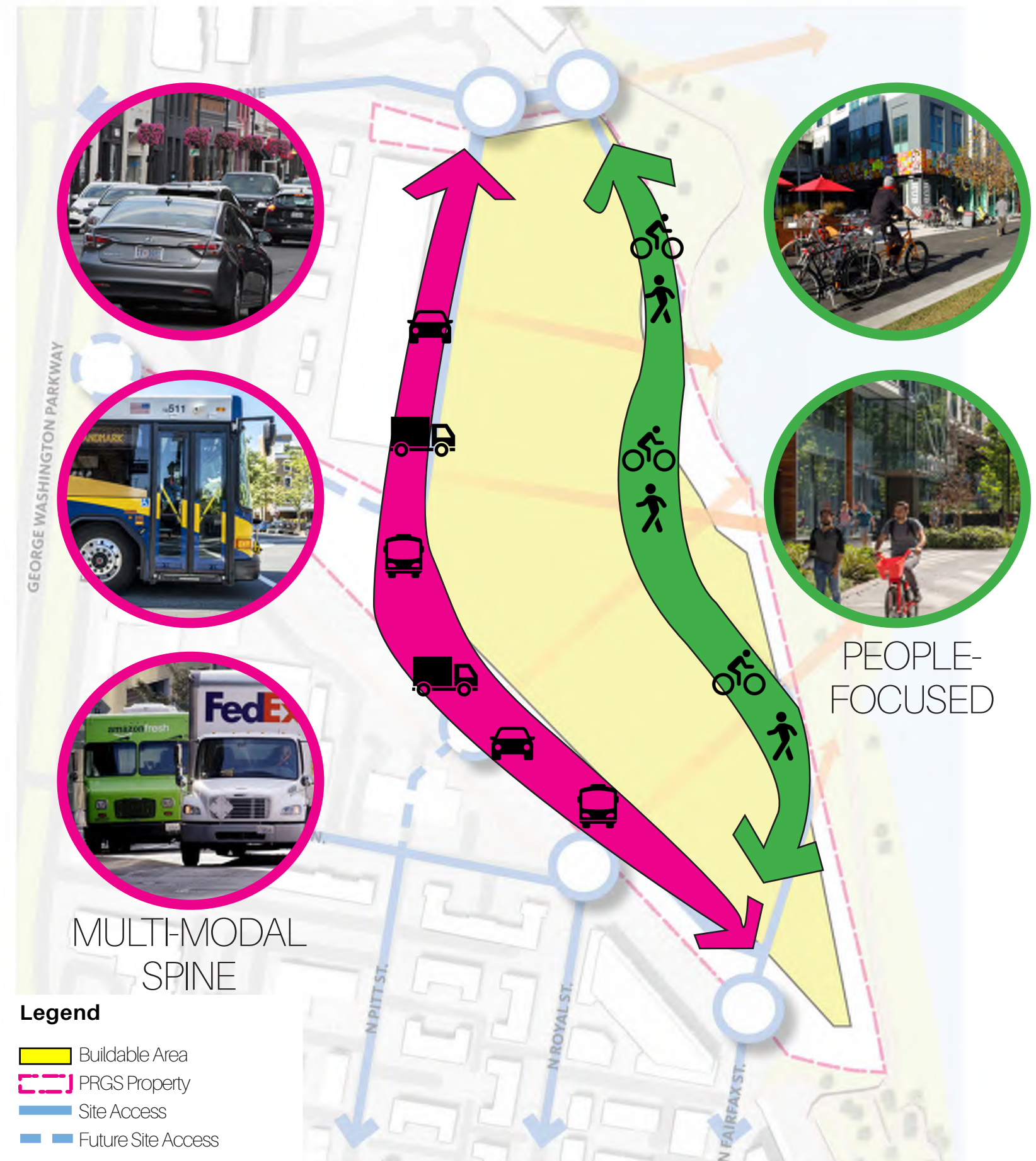


# 1 INTEGRATE THE SITE

Separating Different Types of Traffic

# 2 CONNECT PEOPLE TO THE WATERFRONT

- Separate flows of cars/trucks/buses and pedestrians/cyclists for safety and comfort
- A multi-modal “spine” street along the west is used for vehicles and buses
- A people-focused street along the water facilitates pedestrian and bicycle movement



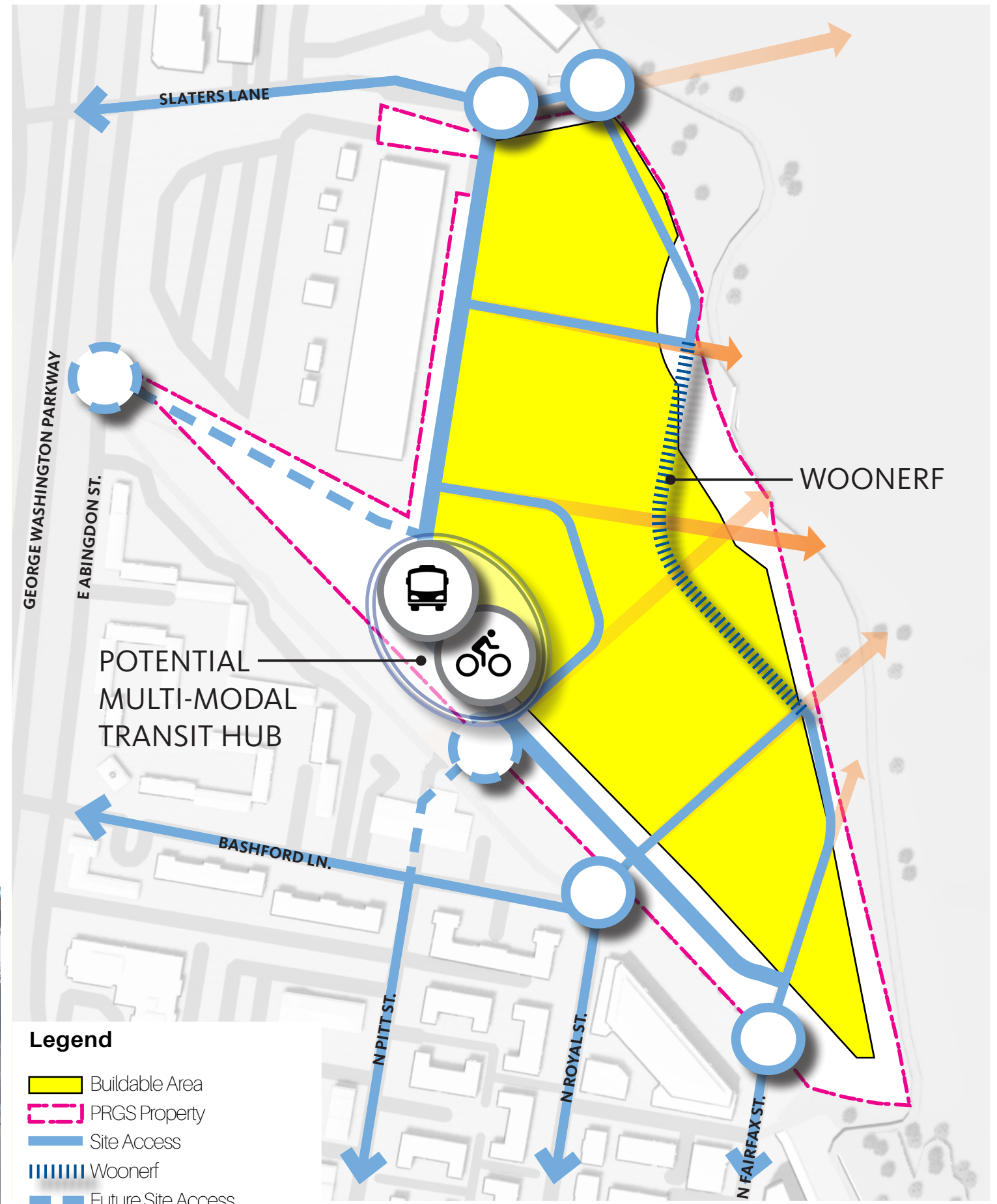
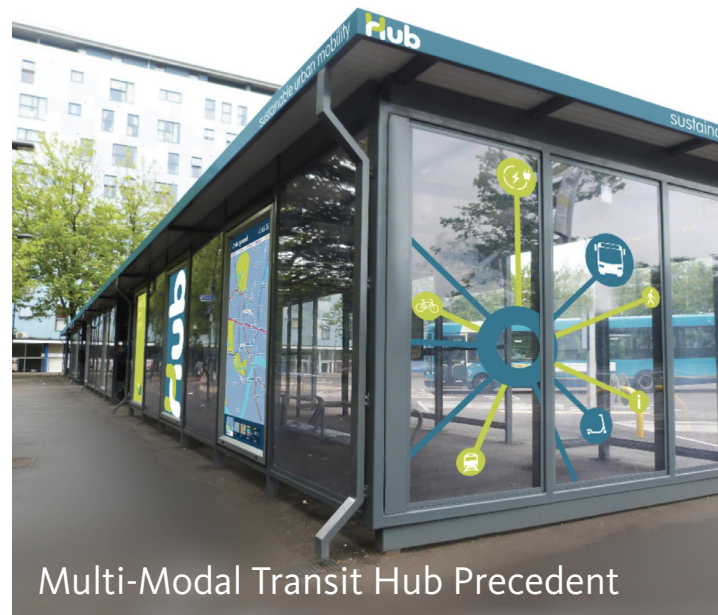


# 1 INTEGRATE THE SITE

Internal Roadway Network

# 2 CONNECT PEOPLE TO THE WATERFRONT

- Add internal streets prioritizing waterfront views and access
- Slow the flow along the waterfront through design of a **“woonerf,”** or slower, shared street
- Consider integration of multi-modal transit hub along the spine street

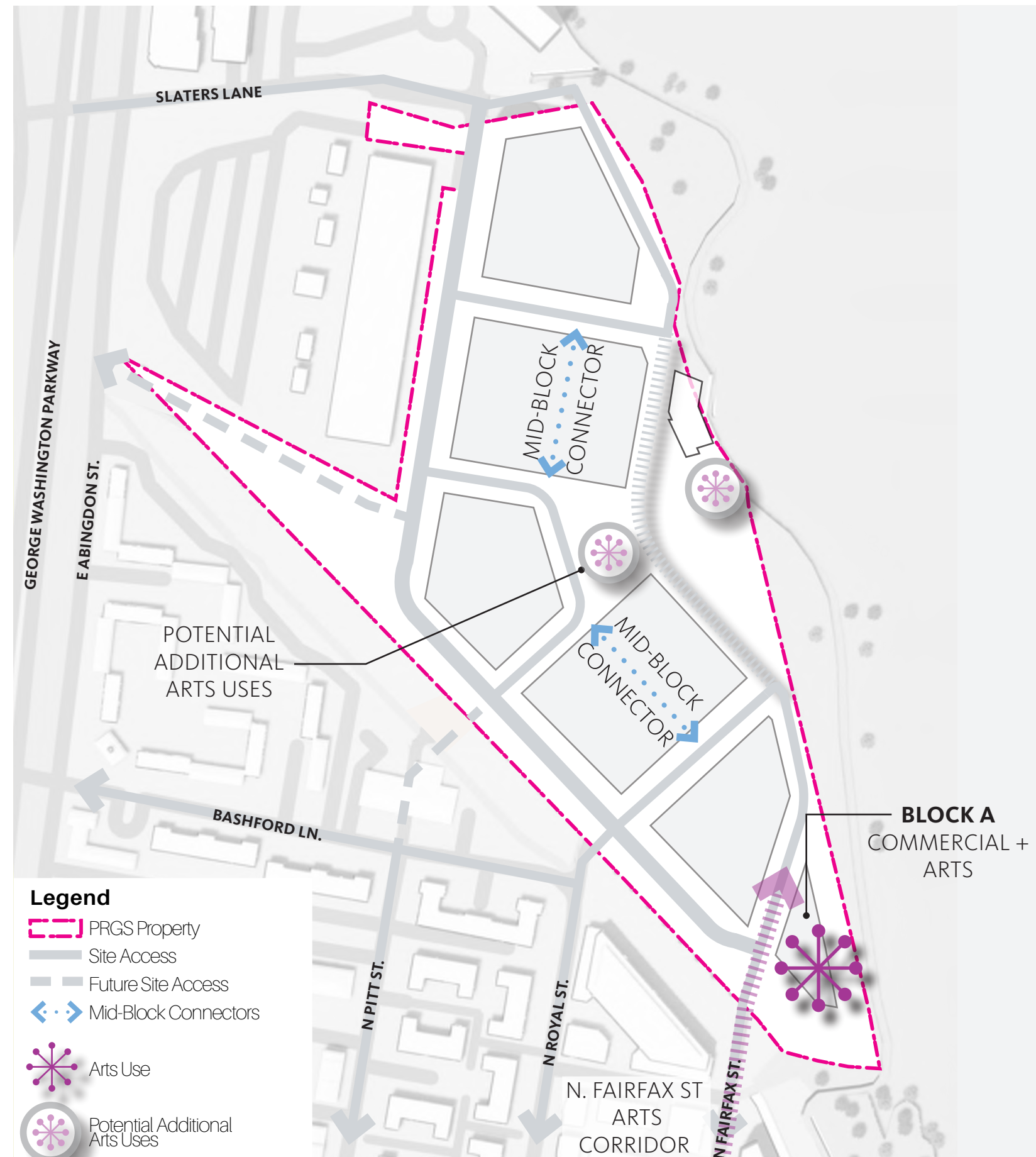




# MIXING USES ON THE SITE

Ground Plane Activation, Mid-Block Connectors and Below-Grade Parking

- Development blocks integrate with roadway network
- Parking for buildings is all underground; street parking is also provided
- Larger blocks incorporate mid-block connectors
- Arts uses are planned at the ground level



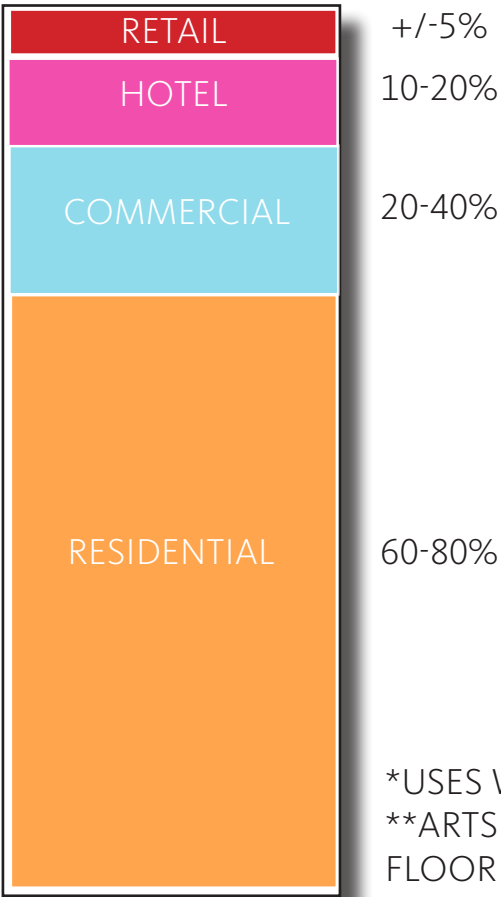


# MIXING USES ON THE SITE

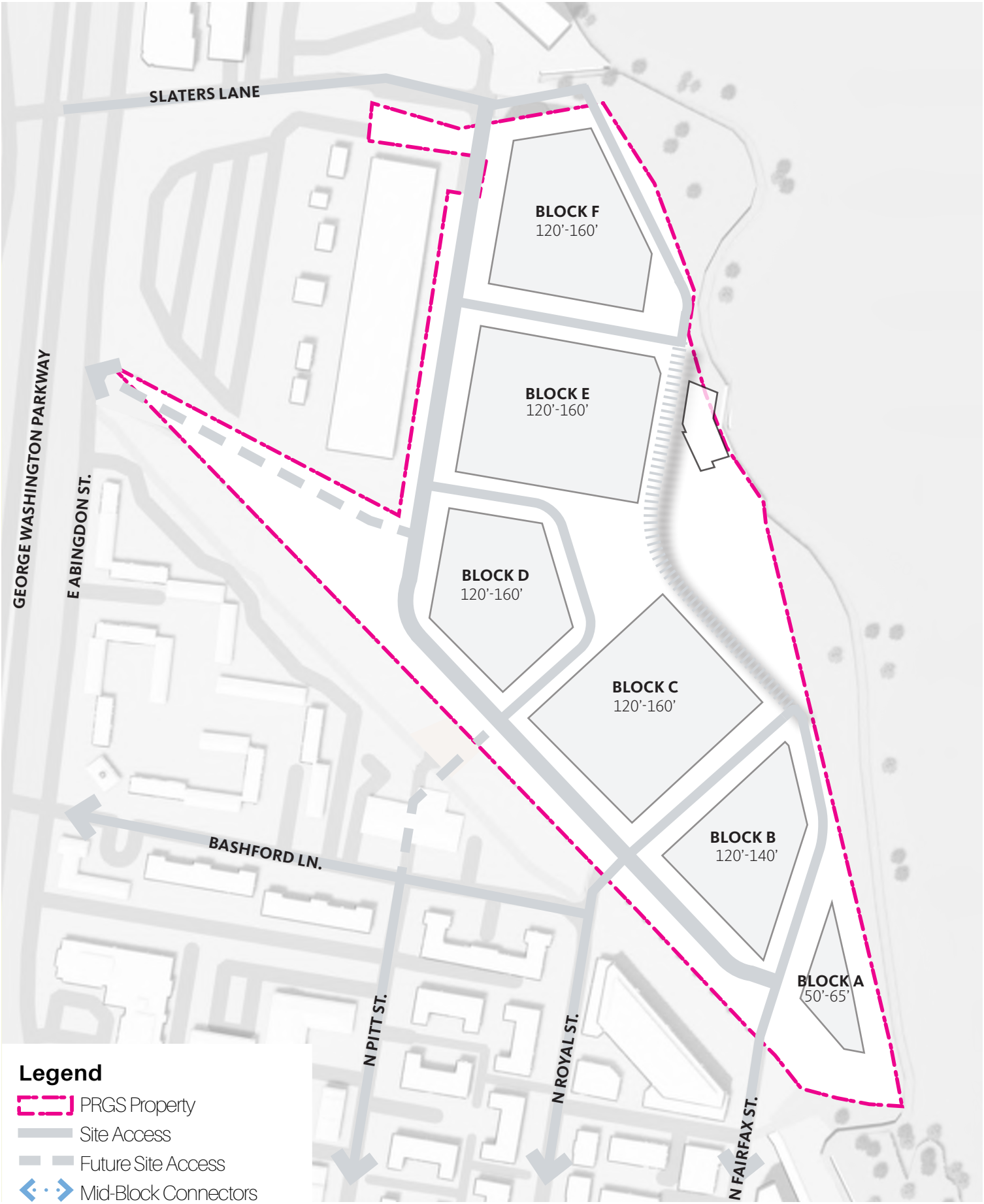
## Building Heights and Flexible Uses

- A mix of uses is anticipated across the site, allowing flexibility to respond to future market demands
- Heights will also vary across the site and by block
- Specific building design and architectural articulation will come during future DSUP phases

### FLEXIBLE DISTRIBUTION OF USES ACROSS SITE: 2,150,000 SF GROSS FLOOR AREA



\*USES WILL BE MIXED ACROSS THE SITE.  
\*\*ARTS USES NOT SHOWN IN CHART , OR GROSS FLOOR AREA TOTAL





# MULTI-MODAL CONNECTIONS

## Vehicular, Bicycle and Pedestrian Paths

- Separate vehicular traffic from bicycle and pedestrian traffic as much as possible
- Prioritize pedestrians and bicycles along the waterfront, provide central “woonerf” zone (festival street)
- Create welcoming sidewalks properly proportioned for their location and anticipated traffic flow
- Provide a variety of bicycle paths for “through-traffic” and site visitors
- Connect to existing bicycle networks

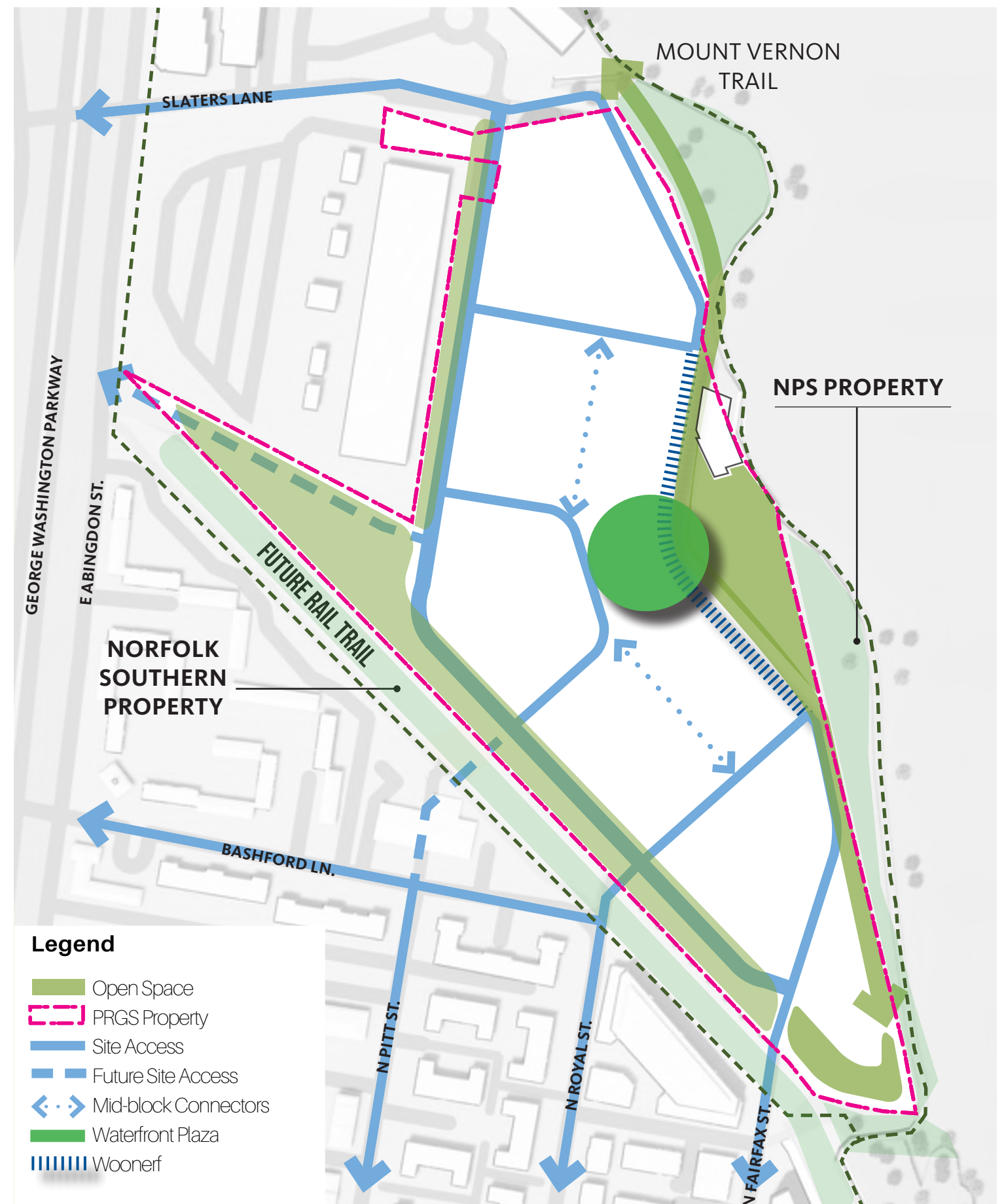




# 3 PROVIDE MEANINGFUL OPEN SPACE

On-site and Adjacent Open Space

- Accessible open space on and around the PRGS property will total approximately **13.6 acres**
- On-site open space will be designed to **integrate seamlessly** with adjacent open space
- This includes existing NPS open space and planned Norfolk Southern open space

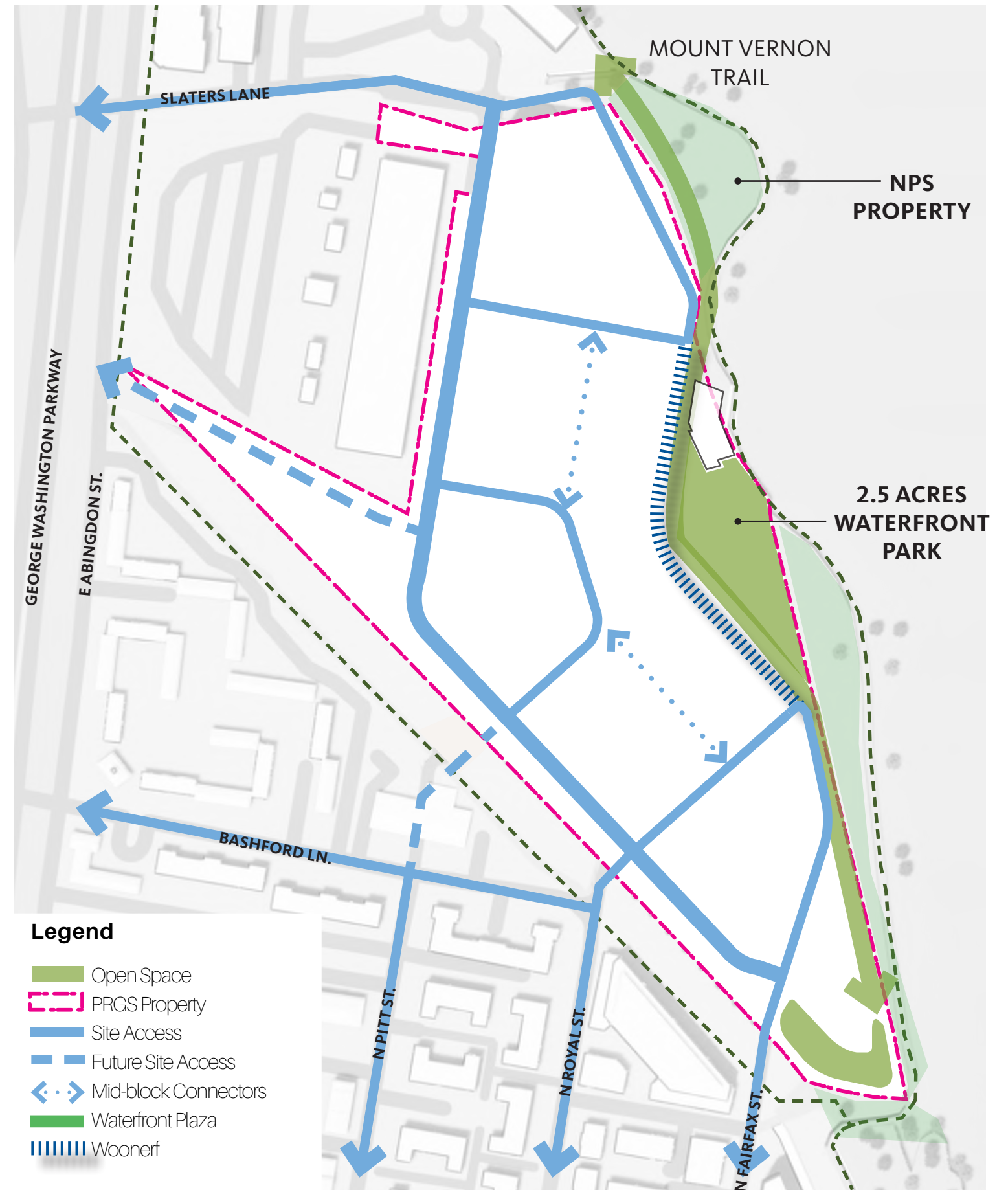




# 3 PROVIDE MEANINGFUL OPEN SPACE

Expand Waterfront Access & Usability

- Additional **2.5 acres** of waterfront open space within the PRGS site is proposed
- Designed to complement the adjacent NPS property and Mount Vernon Trail

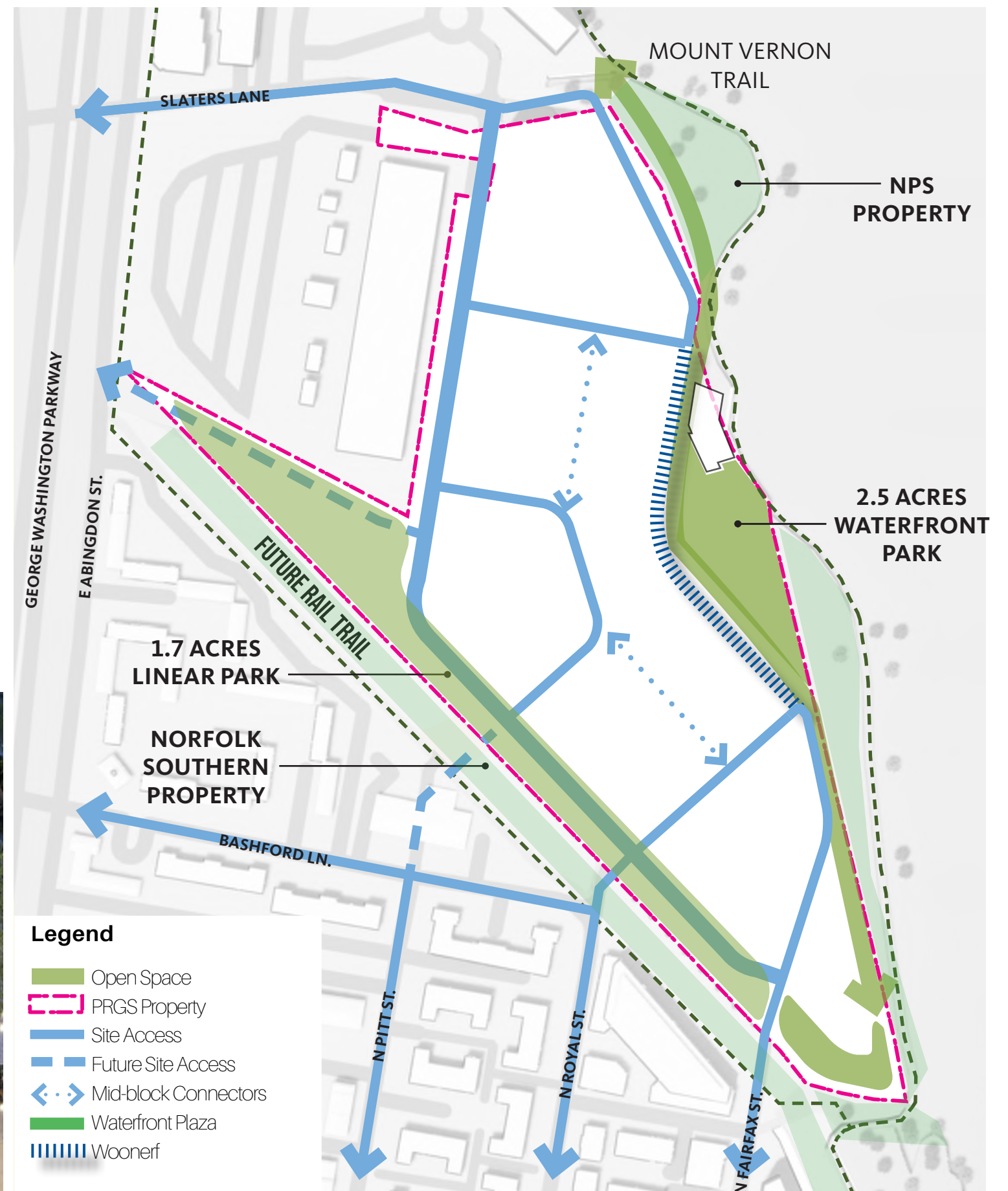




# 3 PROVIDE MEANINGFUL OPEN SPACE

Integrate to Planned Linear Park

- Additional **1.7 acres** of city-side open space within PRGS site is proposed
- Designed to complement and integrate with Linear Park envisioned on Norfolk Southern property

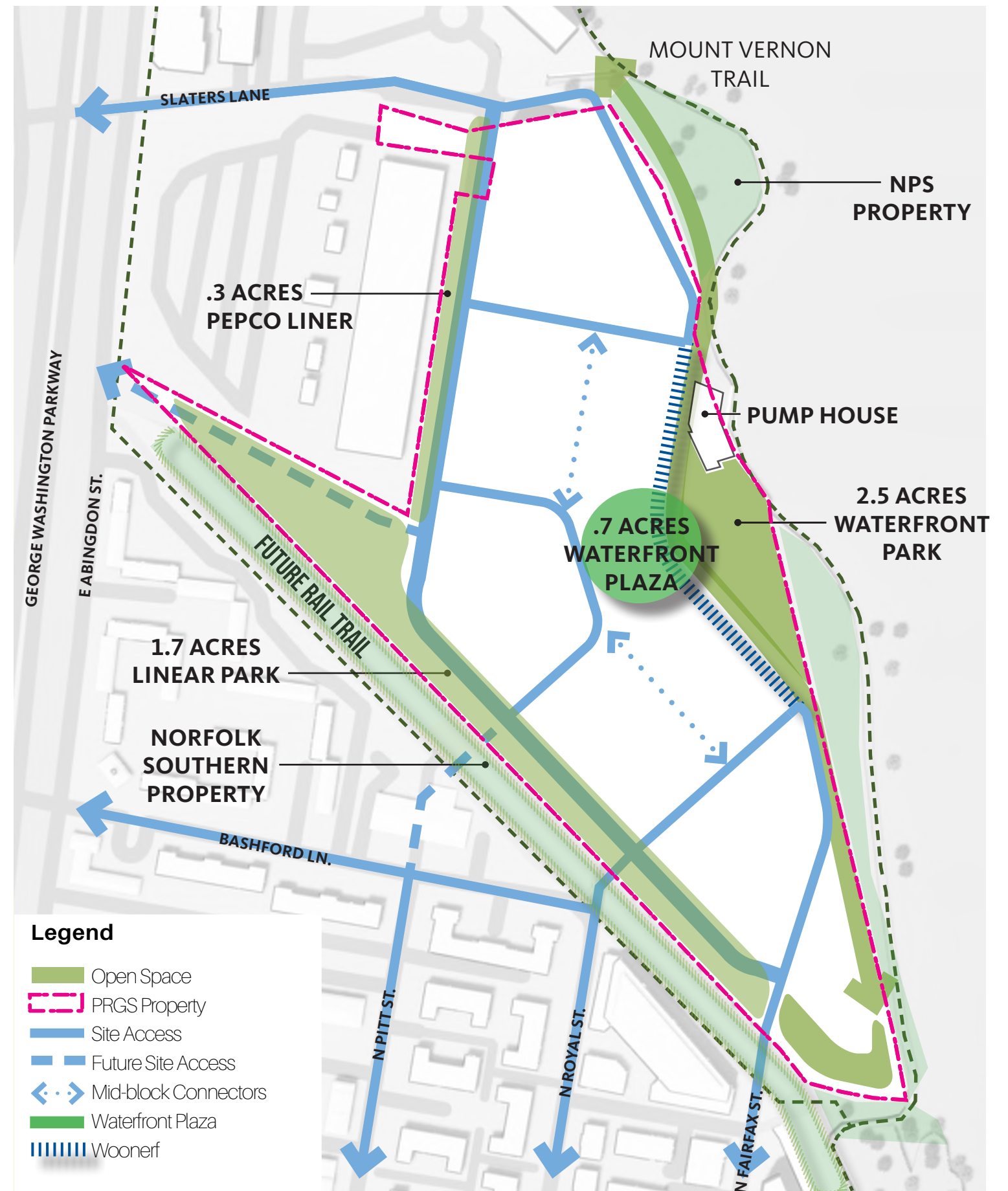




# 3 PROVIDE MEANINGFUL OPEN SPACE

Develop a Center of Gravity

- Additional **.7 acres** of waterfront plaza within PRGS site is proposed across from the waterfront park
- The waterfront plaza, waterfront park and existing Pump House will help create a center of gravity for people, activity and events
- A **.3 acre** green liner along the Pepco substation is also proposed

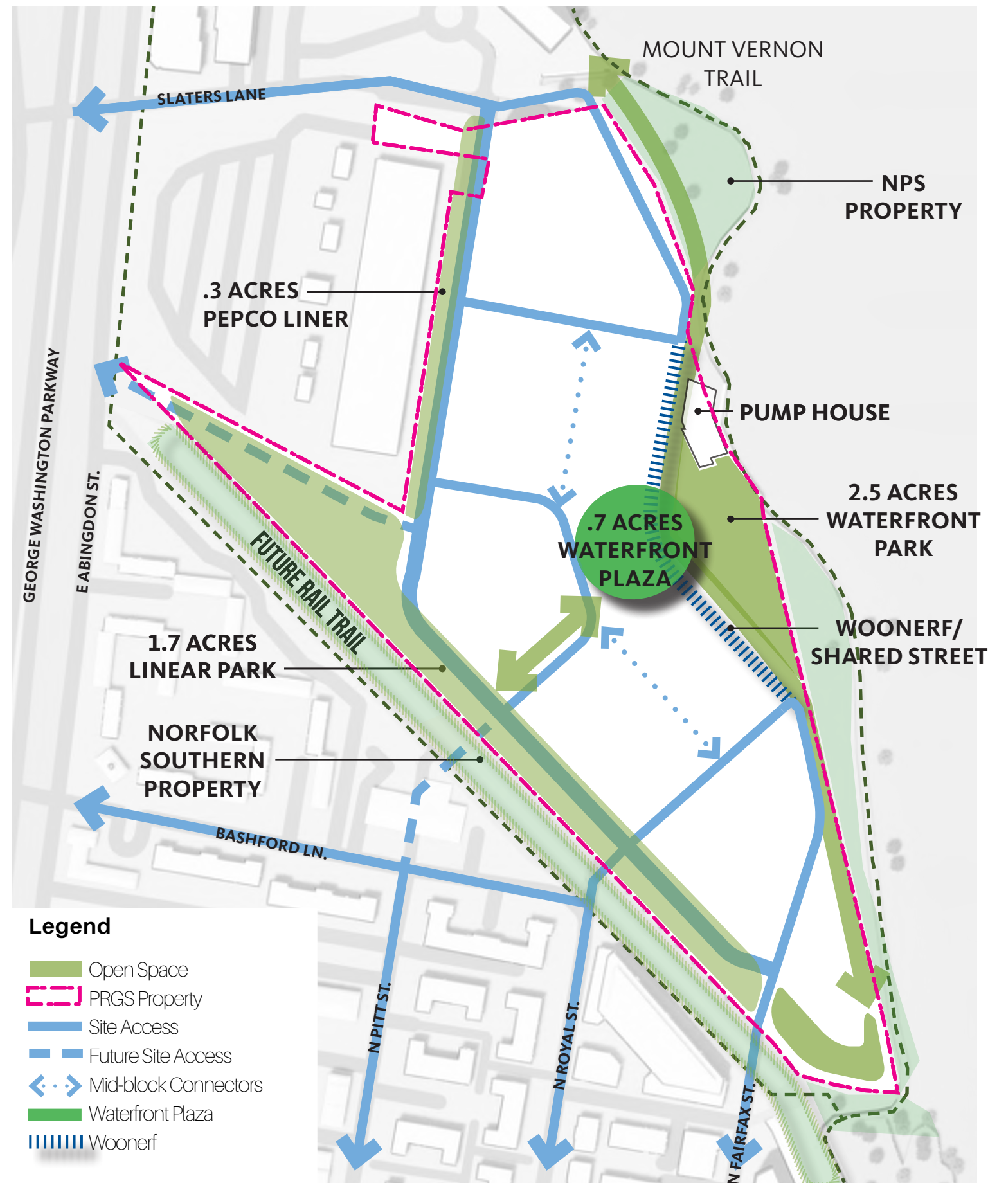




# 3 PROVIDE MEANINGFUL OPEN SPACE

Putting People at the Center

- A shared street, or “**woonerf**” is planned where the waterfront park and waterfront plaza come together
- The **woonerf** will prioritize pedestrians and vehicular access can be controlled, allowing for a safer mixing of pedestrians, cyclists and vehicles





# 3 PROVIDE MEANINGFUL OPEN SPACE

## On-site Open Space

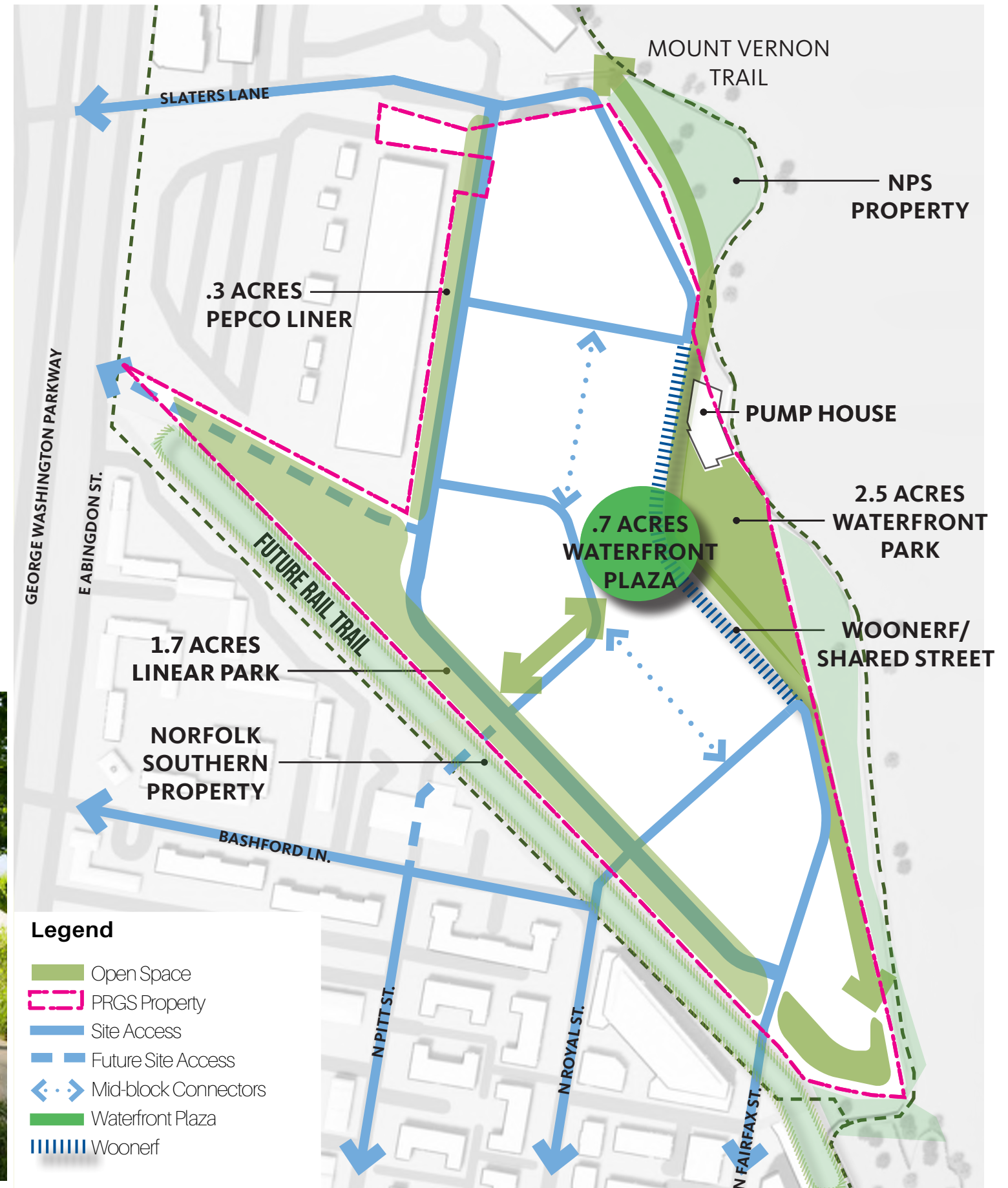
- Waterfront Park area: 2.5 acres
- Linear Park area: 1.7 acres
- Waterfront Plaza area\*: 0.7 acres
- Pepco Liner area \*\*: 0.3 acres

**TOTAL NEW OPEN SPACE AT GROUND LEVEL: 5.2 acres**

Additional Open Space to be provided on each parcel

\* Shown as potential additional on-site open space in CDD Submission

\*\* Not notated in CDD Submission





# CDD SUBMISSION

## CDD 1 Submission

- HRP filed a Conceptual Design Plan Submission on July 30, 2021
- This submission includes plans that show:
  - Existing conditions
  - Existing impervious area in the RPA zone
  - Areas of potential environmental impact
  - Land use diagrams
  - Building height map
  - Open space and circulation plan
- This submission is available at:  
**<https://www.alexandriava.gov/planning/>**  
  
AND  
  
**<https://www.hilcoredev.com/projects/hrp-alexandria>**





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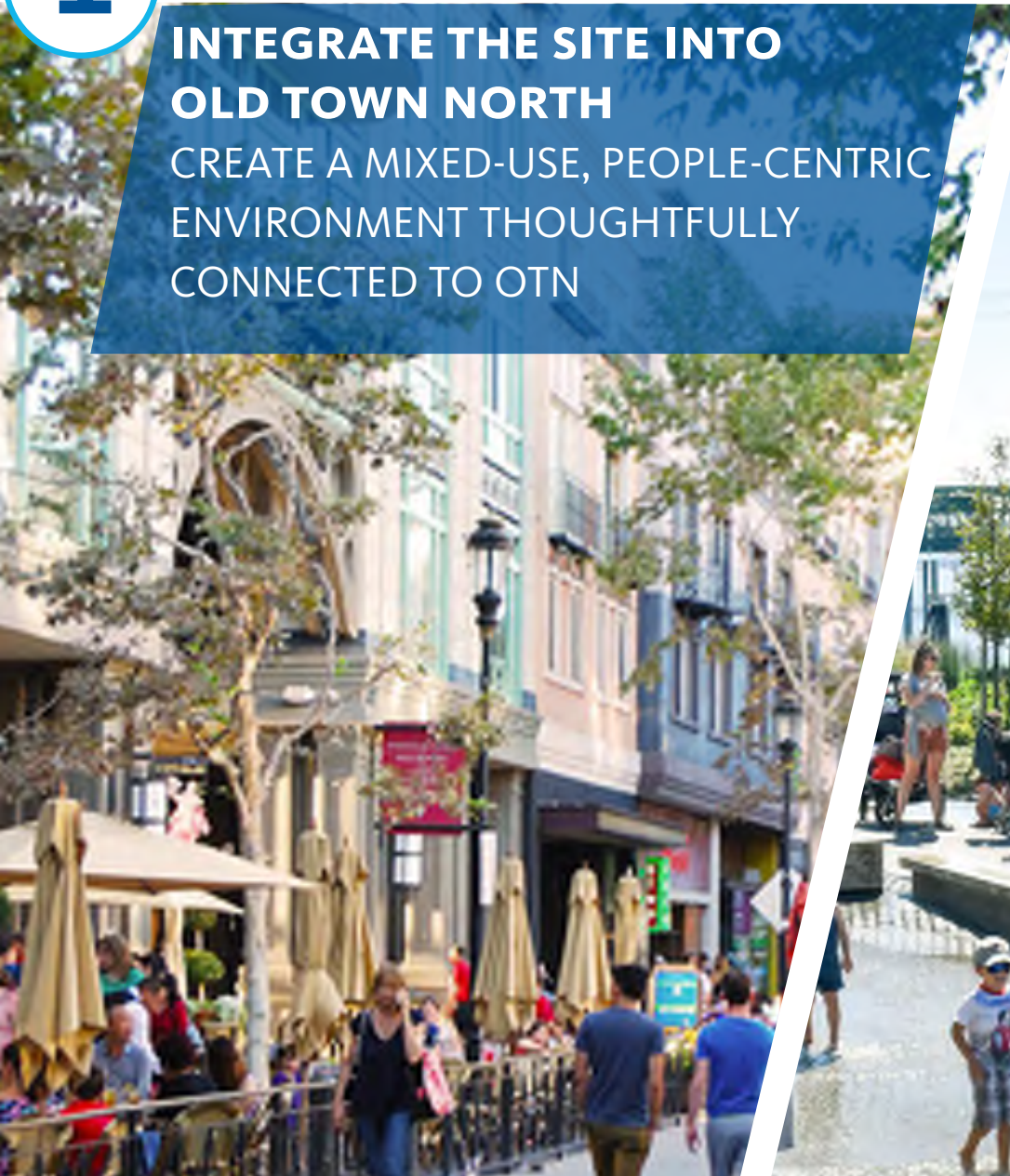


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CREATE A MIXED-USE, PEOPLE-CENTRIC ENVIRONMENT THOUGHTFULLY CONNECTED TO OTN



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EXPAND EQUITABLE ACCESS TO ALEXANDRIA'S WATERFRONT



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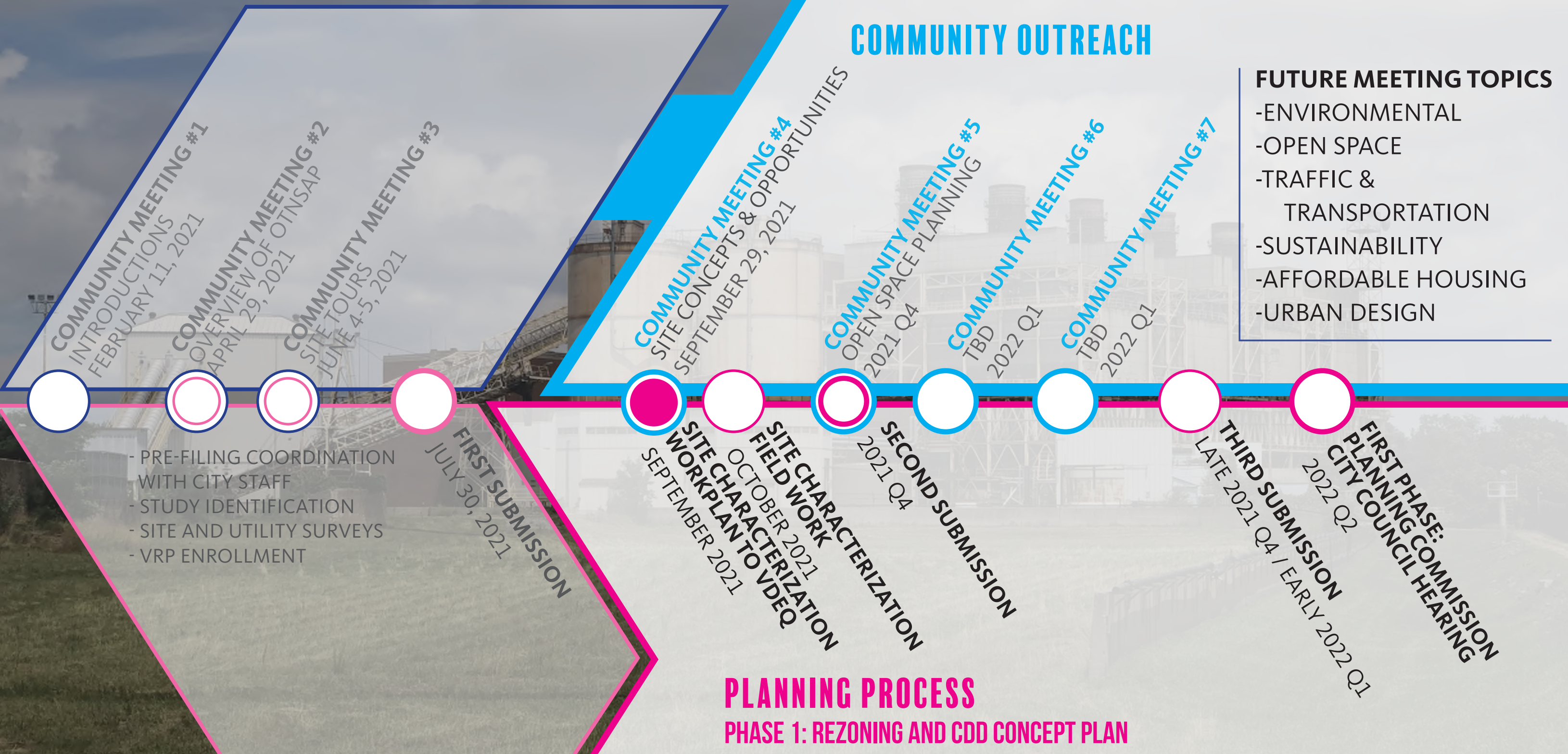
CREATE PLACES FOR A VARIETY OF ACTIVITIES SEAMLESSLY CONNECTED TO NEIGHBORING PARKS





# PROCESS TO DATE

# » STEPS FORWARD





# THANK YOU!



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