What is Eisenhower West?

- 1.5 miles long, 3.5 miles west of Old Town/downtown Alexandria
- North of I-495, between Van Dorn and Clermont Avenue
- Two heavy rail lines and light rail
- Metro station anchoring west end
- Zoning permits office, industrial zoning and residential uses
“No Brainer” for Redevelopment

- Highly desirable location in the metropolitan area both for residents and businesses
- Located in Virginia, with lower taxes than regional competitors
- Business-friendly
- A rare, undeveloped large area in a coveted “inside the Beltway” location
- Two direct access points to the Capital Beltway with exceptional regional connectivity
- Underutilized Metro station with significant additional capacity
- Attractive open space with access to multi-purpose trails and surrounding wetlands
- Few neighbors to impede development process
The Challenge

- Short-term: Victory Center is a blight on the corridor
  - Discourages future investment
- Long-term: Eisenhower West should be a regional magnet but has been abandoned
Roadblocks to Success

• Protracted and uncertain planning process which has led to following conclusions by development community:
  – Fear of becoming the Victory Center
  – Orphan project problem
  – Investments decline over time
  – No faith in small area planning process to fix the issue
Victory Center – How to Fix It?

- City of Alexandria relocates municipal services
  - Fire, Police, Schools and General Services could combine into a government center that would anchor the corridor
  - Allows City of Alexandria to monetize existing real estate holdings
  - Create BID office
  - Conforms to existing zoning
Victory Center – How to Fix It?

• Allow multifamily on the site
  – Reduces basis of office building allowing owner to offer lower rents
  – Lower rents can enable a multi-tenant solution

• Convert lower two floors to big box retailer
  – Converts site to mixed use
  – Makes site a regional shopping destination
Eisenhower Corridor Solutions

• Increase area connectivity
  – Extend Clermont Street
• Shorten bus route to Old Town, currently 40 minutes!
• Synchronize lights to/from beltway to reduce congestion
• Encourage smart integrated development
Long Term Solutions

Upzoning

Metro

Stadium

Mixed use plan
Up-zoning

• Create a new zoning category
  – Up to 6.5 FAR
  – No restrictions on use
  – Establish form based design requirements
  – Set forth public benefits
  – Linear park along Eisenhower

• Medium to high density to scale of city

• Streamlined site approval process
Metro

• Create a destination and sense of place
• Two-phase redevelopment of Metro station
  – Phase One: additional structured parking above current metro station
  – Phase Two: multifamily/mixed use complex on top of structured parking
Sports and Entertainment District

- “If you build it they will come”
- 300,000 visitors annually
- Locate in southeastern portion of Eisenhower West
- Integration into existing transportation
Horizontal and Vertical Mixed Use
Regional Solution

• How does the “best” solution for this area from the city’s perspective impact the region?
• Is there a way to meet local goals in addition to regional goals?
Team Ike

- Anthony Balestrieri, Balestrieri Real Estate Group
- Jeff Bonvechio, DC Public Library
- Melanie Domres, Cafritz Interests
- Kamarin Kraft, Mayhood Company
- Charles Lancaster, Gould Property Company
- Lauren Pruss, City of Gaithersburg
Slide 4:
Multidimensional problem:
- Vacant building with 2 large parking lots
  - Development could happen around it and encroach on the building OR Victory Center could become occupied
  - “Tipping point” for development in neighborhood
- Either way, this neighborhood has the capacity to create regional impact

Slide 5:
Let’s discuss short term challenges first
- Never got into the building to see if anything could be done on interiors!
- Operate in herds and follow the trend of others
- Retail mentality
- No one wants to take a risk on this location and be the first out of the gate under current circumstances
- This location needs to become a priority in the small area planning process if it’s ever going to become the success that it could be
- The longer building sits the more stigmatized it becomes.
- Name of building is contradictory and ironic to it’s success

Slide 6:
- Move city services and create govt center to anchor the corridor
  - doesn’t conflict with current zoning
- BID office – purpose is to encourage a live work play environment
- Metro parking with/without shuttle service, farmers market, art show

Slide 7:
- Another way to attack the problem is to allow development to take place in the parking lots (multifamily)
- Start to generate critical mass
- Lower cost basis of owner to offer lower rent and obtain tenant(s)
- Multiple tenants so 1 tenant doesn’t take on all of perceived risk

Slide 8:
- This area of town feels isolated and reinforces it’s location as a second or third priority location
- If it were to become more vibrant, + property values and reconnected the rest of the city
- Road connectivity with efficient bus systems and traffic lights
- Softscape, trees, green space -> what’s needed at Victory center. Parking is a stark contrast to creek and surrounding park
- Utilize what you have in place

Slide 9:
- A four part long term strategy that incorporates
  - upzoning
  - increased density at the existing Metro station
  - a potential sports/entertainment stadium
  - and an overall mixed use plan that allows for both horizontal and vertical mixed use.
Slide 10:
- Our team has taken cues from various municipalities around the country that have utilized their zoning authority to energize physical and economic development.
- Most successful example of these efforts is right in our own backyard
  - NoMa neighborhood in Washington DC.
  - A new zoning district called C-3-C zone
  - Allowed for by-right development without restriction on use
  - Allowed developers to bypass the standard entitlements process.
  - $3 billion in investment in the area during the four worst years of the recession, one of the most successful revitalization efforts in the country.
- Our proposal for Eisenhower West envisions a 6.5 FAR with no restrictions on use.
- The new zoning regulation can provide form based regulations and expected public benefits.
- This also allows the site plan approval process to be streamlined and shortened while still allowing public input.
- Having these expectations codified provides both the City and the developer with up-front expectations.
- Quick and relatively predictable review process reduces risk of orphan project problem and could kick start redevelopment of area.

Slide 11:
- The existing Metro station as a highly underutilized asset to the neighborhood.
- Recommend that the city work with WMATA to facilitate new development of the existing station and parking lot that would create a destination and sense of place.
- Phase one would provide replace the existing surface parking with structured parking on above the current station. This would allow the existing parking lot to be redeveloped.
- Phase two would further densify the existing station and future parking with multifamily or a mixed use concept.

Slide 12:
Given the study area’s regional connectivity, with quick access to the beltway and nearby Metro, we see the site as an ideal location for a sports and entertainment stadium that could provide an anchor for the creation of an entertainment district. These types of uses can generate 300,000 visitors annually.

Slide 13:
This map just shows how we envision the area could build out.