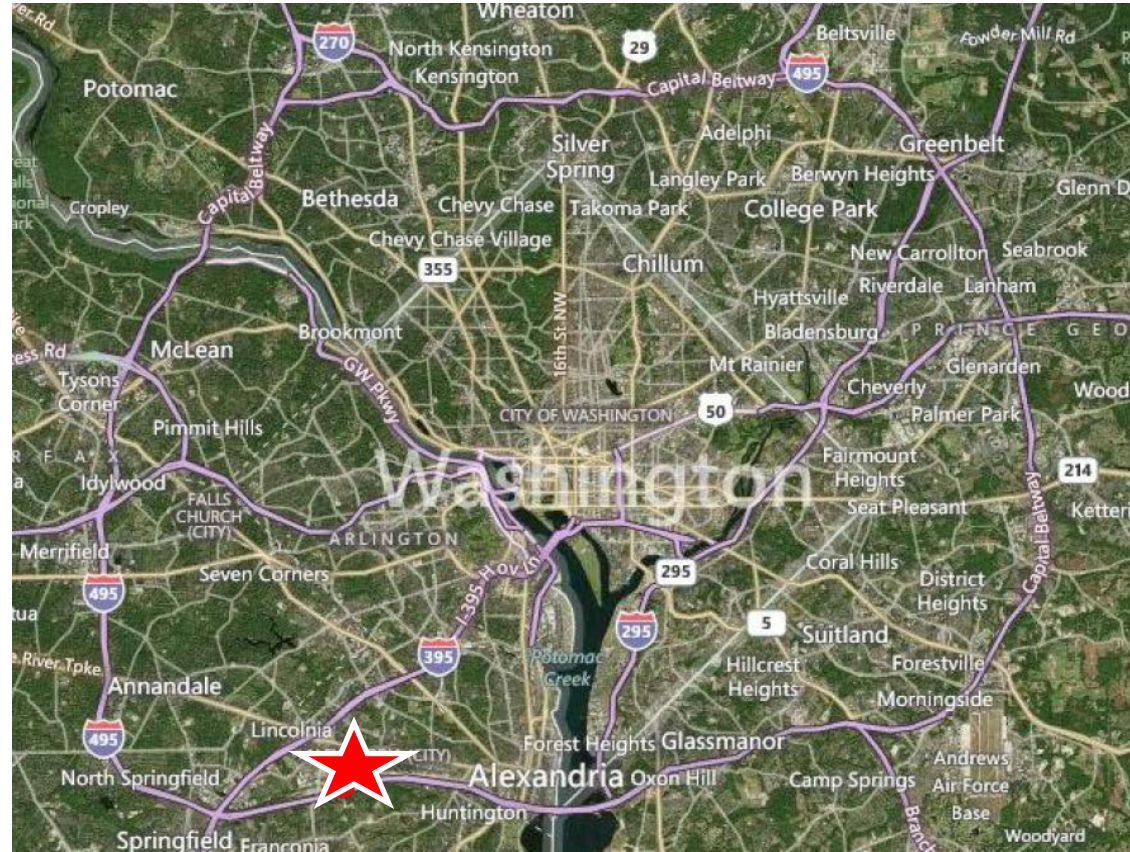


# Eisenhower West



# 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



Urban Land  
Institute

Washington

# “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



Urban Land  
Institute

Washington

# 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



Urban Land  
Institute

Washington

# 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



Urban Land  
Institute

Washington

# 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



**Walmart**  
Save money. Live better.



**buy buy  
BABY**



**Urban Land  
Institute**

Washington

# 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





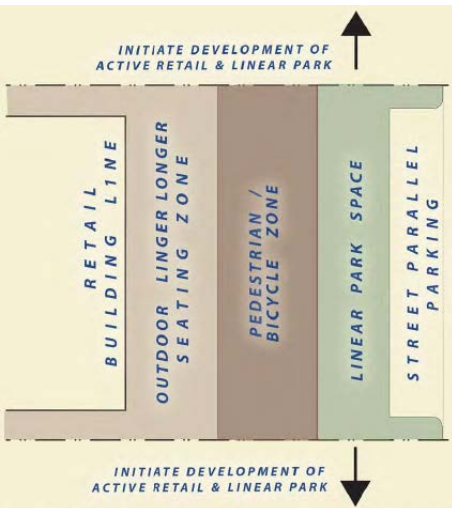
# Long Term Solutions

Upzoning

Metro

Stadium

Mixed use plan



Urban Land  
Institute

Washington

# 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



Urban Land  
Institute

Washington

# Sports and Entertainment District

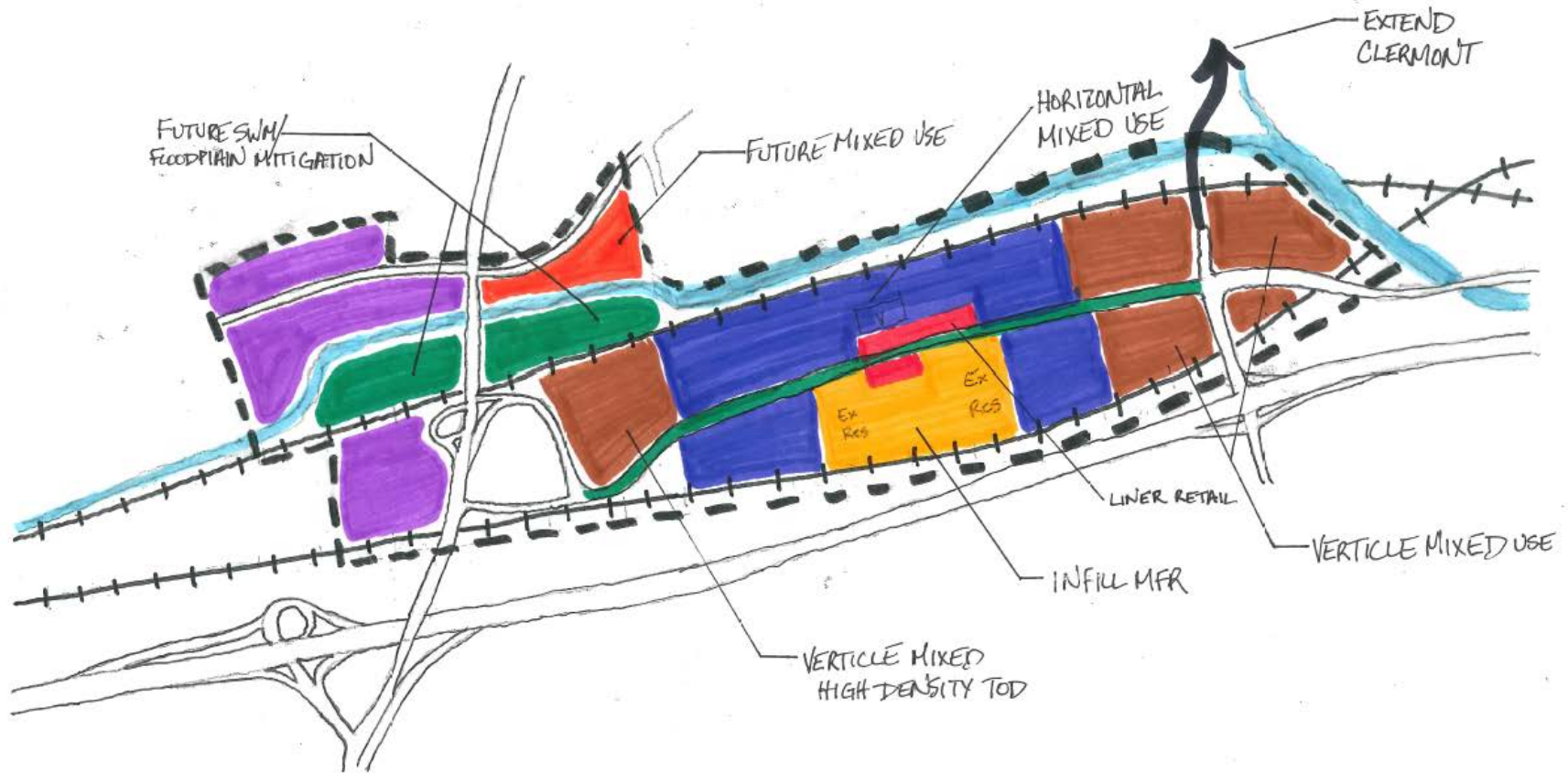
- “If you build it they will come”
- 300,000 visitors annually
- Locate in southeastern portion of Eisenhower West
- Integration into existing transportation



Urban Land  
Institute

Washington

# Horizontal and Vertical Mixed Use



Urban Land  
Institute

Washington

# 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?



Urban Land  
Institute

Washington

# 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



Urban Land  
Institute

Washington

#### **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/with out 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.