RETAIL LAYOUT / FIRE DEPT. ACCESS SKETCH (2-14-2011)
SCALE 1" = 40'

S. PICKETT ST.
CAPITAL INVESTMENTS

ARCHITECTURAL DESIGN GROUP
EXISTING BUILDING SECTION (2-08-2011)
SCALE 1/32" = 1'-0"

S. PICKETT ST.
CAPITAL INVESTMENTS
Would you please print this email to hand out tonight? Thanks

Mindy

----- Forwarded Message -----
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Sent: Tuesday, March 22, 2011 3:52:34 PM
Subject: Landmark/Van Dorn Update

Sending on behalf of Faroll:

To: Landmark/Van Dorn Advisory Group members –

It’s been almost two years since the Landmark/Van Dorn Corridor Plan was adopted (June 2009). Some of you have asked about what’s going on in the area, so as we begin to come out of the recession I thought it would be a good idea to provide you with updates from time to time. This update includes information on a number of development projects and City initiatives in and near the plan area that may be of interest to you all.

Landmark Mall

At the time the plan was adopted, General Growth Properties, owner of the Landmark Mall shops and the prime force behind the plan to redevelopment the mall, had just filed for bankruptcy protection. Late in 2010, General Growth exited bankruptcy, and Landmark Mall became a property of Howard Hughes Corporation, which General Growth created as a spin-off development company. This new Howard Hughes Corporation (howardhughes.com) took over 34 of General Growth’s nearly 200 properties including master planned communities, sites poised for redevelopment, and sites with future redevelopment potential (such as Landmark Mall). The fact that Landmark Mall went to Howard Hughes Corporation rather than remaining with General Growth Properties means that the redevelopment potential of the site
was recognized in General Growth’s long-range planning and reorganization, and is no longer in the hands of a company which is predominately a retail mall operator. Representatives of the City have met with the President and CEO of the Howard Hughes Corporation who recognize both the potential future value of a redeveloped Landmark Mall site, but also the complexity of doing so given the ownership issues. We expect to work with the new owners to continue the plan to take advantage of the opportunities presented by this important site, emphasizing revitalization of its function as a regional shopping destination as first priority.

Van Dorn / Beauregard Transitway Corridor

An important theme of the Landmark/Van Dorn Corridor Plan was the substantial improvement of transit service to provide new transportation options for a mixed-use corridor anchored by the Van Dorn Street Metro Station and a new transit center at Landmark Mall, and crossing the Duke Street Transitway Corridor connecting the mall with Old Town. The City is currently evaluating the specifics of the service to be provided in these corridors in the Transitway Corridors Feasibility Study. The web page for the study is at the link below. An advisory group has been appointed and the group is meeting regularly to review progress with staff and consultants. http://alexandriava.gov/HighCapacityTransit

That study is focused first on the Van Dorn/Beauregard Corridor (Corridor C) and the group is expected to make recommendations on vehicle mode, route choices, station locations, and other elements this summer. The plan calls for dedicated transit lanes and substantial pedestrian and bicycle circulation improvements along the Van Dorn Street corridor. The City has required setbacks and dedication consistent with this concept since the Commerce Bank (now TD Bank) project in 2005, as well as through the Landmark/Van Dorn plan.

Landmark Gateway Project

The Landmark Gateway Project, a 6.3-acre mixed-use retail and residential project on the northeast corner of Van Dorn Street and Pickett Street, was the first project to be proposed under the concepts outlined in the new Landmark/Van Dorn Corridor Plan. The developer, Mike McGuire, is not moving forward with this project at the present time.

Landmark Gateway II

The same developer has also proposed redevelopment of an existing 7.8-acre flex industrial and commercial site on the southeast corner of Cameron Station Boulevard and Pickett Street into a mixed-use retail and residential project. Staff provided initial pre-concept comments last October, and no further submittals have been made.

Projects near the Landmark/Van Dorn Corridor Plan Area

Two projects in Alexandria have been proposed along Pickett Street east of the Landmark/Van Dorn Corridor planning area. These are an addition to the Mercedes-Benz sales facility at 200 South Pickett Street, and an initial concept for a mixed-use development at the site of the existing U.S. Bowling bowling alley at 100 South Pickett Street. Both sites are zoned CG, General Commercial, which permits commercial development at 0.5 FAR and residential development at 0.75 FAR and up to approximately 27 dwelling units per acre.

The Mercedes Benz project proposes an addition to the building and outdoor hydraulic lifts, which could require substantial screening. The project requires site plan review and amendment of an existing special use permit. The Bowling Alley concept, called “The Lanes,” calls for rezoning the site to CRMU-M for mixed-use development. The initial concept includes an overall floor area ratio of 2.0, with 172 residential units and 17,000 square feet of retail use with parking as required by code. Maximum height would be 72 feet, with six stories above grade. Two levels of below grade parking would be provided. This project would include substantial review and discussion with the community before any action by the Planning Commission and City Council.

Related Development in Fairfax County
Through Fairfax County’s Area Plan Review Process, two projects have been proposed near the Landmark/Van Dorn Corridor Plan area. These are the **Landmark Plaza** redevelopment on Little River Turnpike just across I-395 from Landmark Mall, and the **Plaza 500** project on the site of the former Smoot Lumber warehouse on Edsall Road at the Alexandria city limits. These mixed-use retail, residential and office projects are expected to be considered by the Fairfax County Planning Commission later this year.

Both of these projects are in the earliest possible stage of the development process, which is to request an amendment to the County’s Comprehensive Plan. There are several additional approvals that would be needed, including a rezoning. The projects are expected to be reviewed by the County’s Area Plan Review Committee for the Mason District in the next month or two. If after this review, proponents wish to proceed with their Master Plan Amendment requests to the County Planning Commission, the Commission would be expected to hear them a month or two after action by the Area Plan Review Committee.

More information about these projects can be found on the Fairfax County Area Plan Review web site. Those wishing to make comments on these projects may submit their comments to Supervisor Penny Gross’s office at mason@fairfaxcounty.gov.

**Fairfax County** links to nearby planning and development activities:

- [Area Plan Review (APR) process for South County](#)
- [Landmark Plaza Area Plan Review nomination](#), Little River Turnpike at Beauregard Street
- [Plaza 500 Area Plan Review nomination](#), Edsall Road just west of Alexandria

**Implementation of the Landmark/Van Dorn Small Area Plan**

Although the current proposed workprogram for the Department of Planning and Zoning does not include implementation of this plan, staff recognizes that as development interest grows, and as more proposals are made for redevelopment within the Small Area Plan, implementation work will become critical. Funding will be necessary for both staff and consultants, as the City does not have the capacity for the specialized engineering needed to design and construct new roads and parks that are an essential element of the plan.

I hope you find this information useful.

Farroll

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