North Potomac Yard

Advisory Group Meeting #2 | May 16, 2016

Meeting Agenda

A. Precedent Tour Debrief
B. Brief Review – Advisory Group Role
C. 2010 Plan Key Aspects
D. JBG Presentation
   - Q&A
E. AG Concept Plan Discussion
F. Public Comment
G. Next Steps

Planning Processes

POLICY

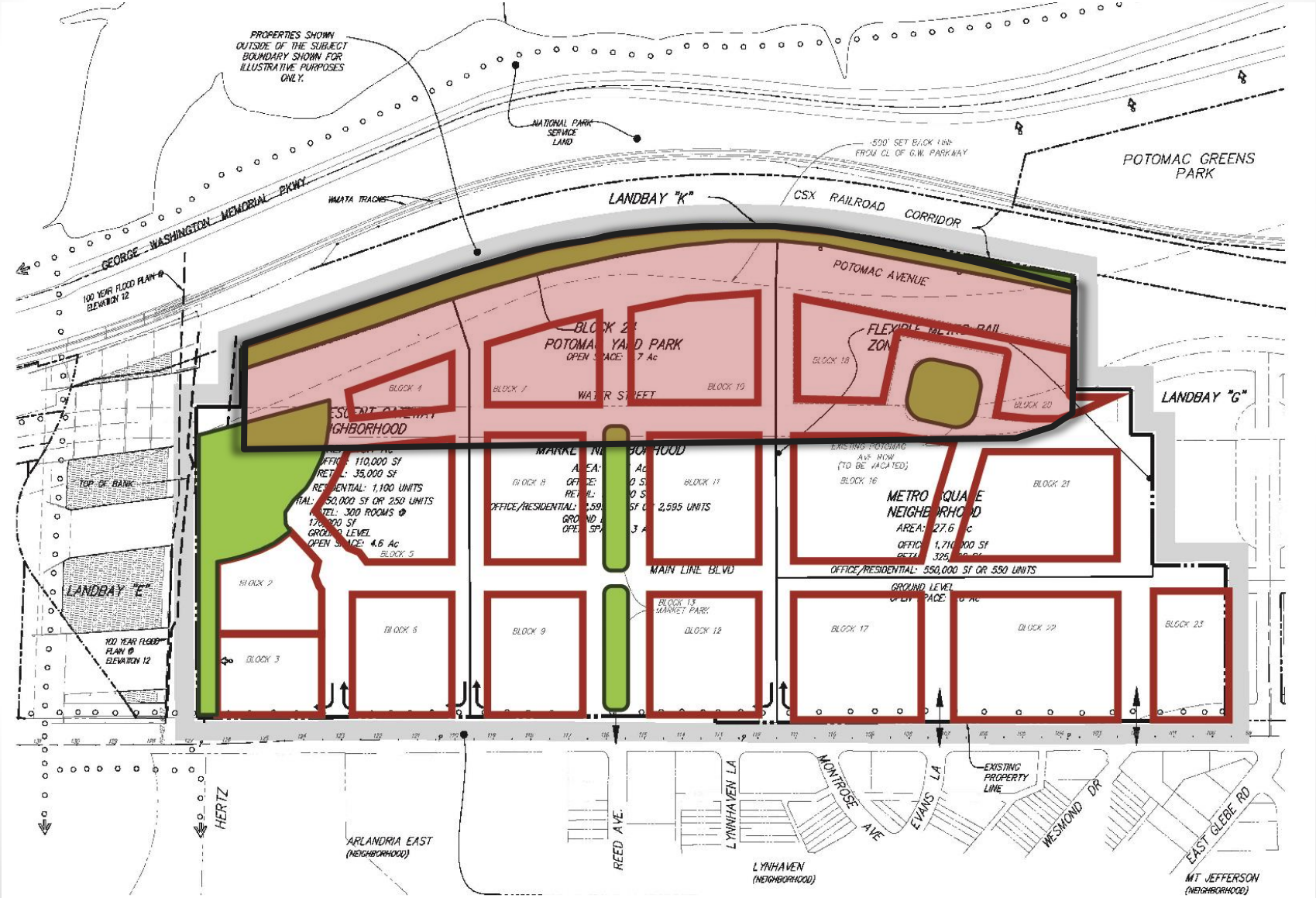
Master Plan (MPA): Identifies vision, goals, and high level policies guidance around land use, building heights, neighborhoods, and parks. It is the vision document that guides the future development/redevelopment.

CDD Concept Plan (CDD): Reinforces the Master Plan and provides the regulatory zoning requirements that includes location of streets, open space and building massing, infrastructure requirements and development conditions to achieve community benefits and Plan vision.

BUILDING APPROVAL

Development Special Use Permit (DSUP): Site specific plan to implement the vision of the Master Plan. Projects are required to meet the conditions as outlined in the CDD Concept Plan, the Zoning Ordinance, and other City policies. A detailed plan that resolves architecture, building and site design, technical engineering, open space, and other requirements.

Advisory Group Review



Advisory Group Review Consistency with Approved Master Plan

Master Plan

- Vision
- Plan Framework
- General Land Use, Heights, etc.
- Recommendations & Implementation

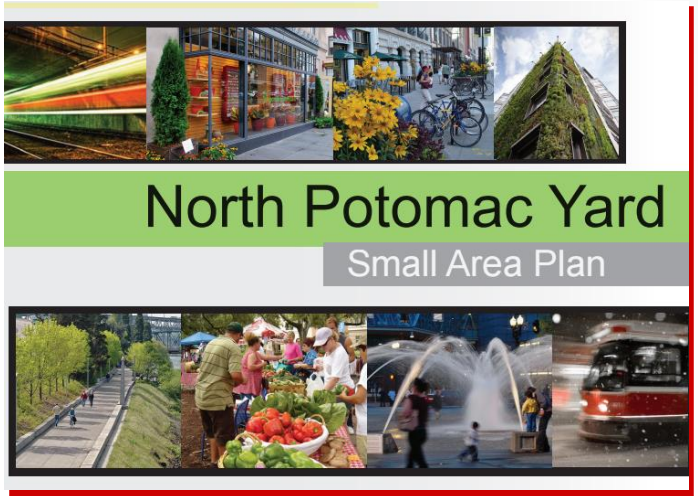
CDD Concept Plan

- Density
- Framework Streets
- Open Space Requirements
- Infrastructure
- Implementation & Conditions

DSUP

- Building Architecture Massing
- Site Design
- Technical Engineering

2010 North Potomac Yard Plan Principles



- Environmental sustainability
- Economic sustainability
- Design excellence
- Vibrant and diverse mixed-use
- Comprehensive multi-modal transportation
- Quality streetscape and network of usable open spaces
- Connections and transitions appropriate to and protective of the character of surrounding neighborhoods

Framework Plan

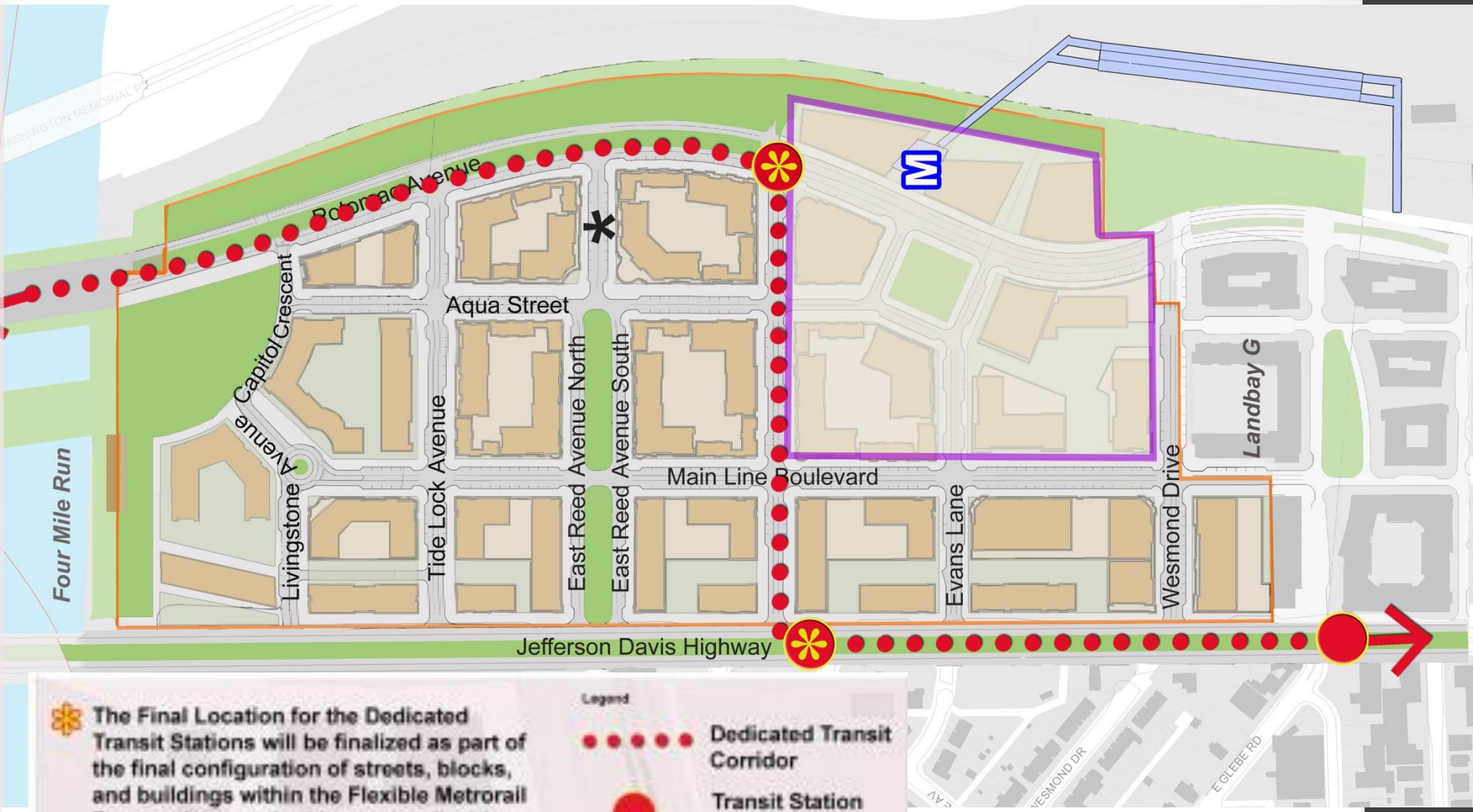
Neighborhoods

Land Uses

Potomac Avenue
Aqua Street
Main Line Boulevard
Capitol Crescent Pl.
Avenue
Livingstone
Tide Lock Avenue
East Reed Avenue
East Reed Avenue
Silver Meteor Avenue
Evans Lane
Wesmond Drive
Landbay G
Four Mile Run
Davis Highway / Route 1
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
Legend
Hotel
Residential
Office
Mix of Office and Residential
Parks
Public Plaza - Metro
Required Retail
Preferred Retail
Planned Retail

Building Heights (Maximums)

Transportation



Open Space

- Crescent Park: ~ 3 ac
- Landbay K Park: ~ 3.5 – 4 ac
- Metro Square: ~ .70 ac
- Market Greens Finger Parks: ~1 ac
- Four Mile Run Urban Deck

Community Facilities

School site, childcare, colocation of community facilities, flexibility, development and zoning incentives, comprehensive CF proposal as part of DSUP

Environmental sustainability

District wide measures, green roofs, balance of land uses, native plants, open space network, quality built form, integrated stormwater management, water conservation

Affordable Housing

Contributions/ housing for a wide range of incomes, ages, household types and sizes, sustainable design/materials, public housing, partnerships to maximize opportunity

THE JBG COMPANIES®

POTOMAC YARD | PARCEL ONE REDEVELOPMENT

MASTER PLANNING
DEVELOPMENT PLAN + VISION

streetsense.

MAY 16, 2016

PHASE 1
NORTH POTOMAC YARD
LANDBAY "4"
POTOMAC YARD PARK
FLEXIBLE METRO RAIL ZONE
LANDBAY "K"
CSX RAILROAD CORRIDOR
POTOMAC AVENUE
POTOMAC GREENS PARK
LANDBAY "G"
AQUA STREET
LANDBAY "A"
CRESCENT GATEWAY NEIGHBORHOOD
LANDBAY "2"
MARKET NEIGHBORHOOD
LANDBAY "3"
METRO SQUARE NEIGHBORHOOD
MAIN LINE BLVD
WESMOND DRIVE
BLOCK 23
US ROUTE 1
E REED AVE.
E GLEBE RD.

Target Density Comparison – Full CDD

Use	CDD	Current Plan	Increase (Decrease)
Office	1,930,000 SF	1,930,000 SF	–
Retail	930,000 SF	930,000 SF	–
Residential	1,100,000 SF	1,100,000 SF	–
Office or Residential	3,395,000 SF	3,395,000 SF	–
Hotel	170,000 SF	170,000 SF	–
Open Space	152,460 SF	152,460 SF	–

CEB Tower

900 16th Street (16th & Eye)

USDOT Headquarters

Atlantic Plumbing

District (14th & S)

Renaissance Arlington Capital View

Vision Statement

The Landbay F redevelopment will transform Potomac Yard Center from an **auto-oriented, single-use power center** to a **vibrant, pedestrian-oriented, mixed-use neighborhood.**

Landbay F Design Process

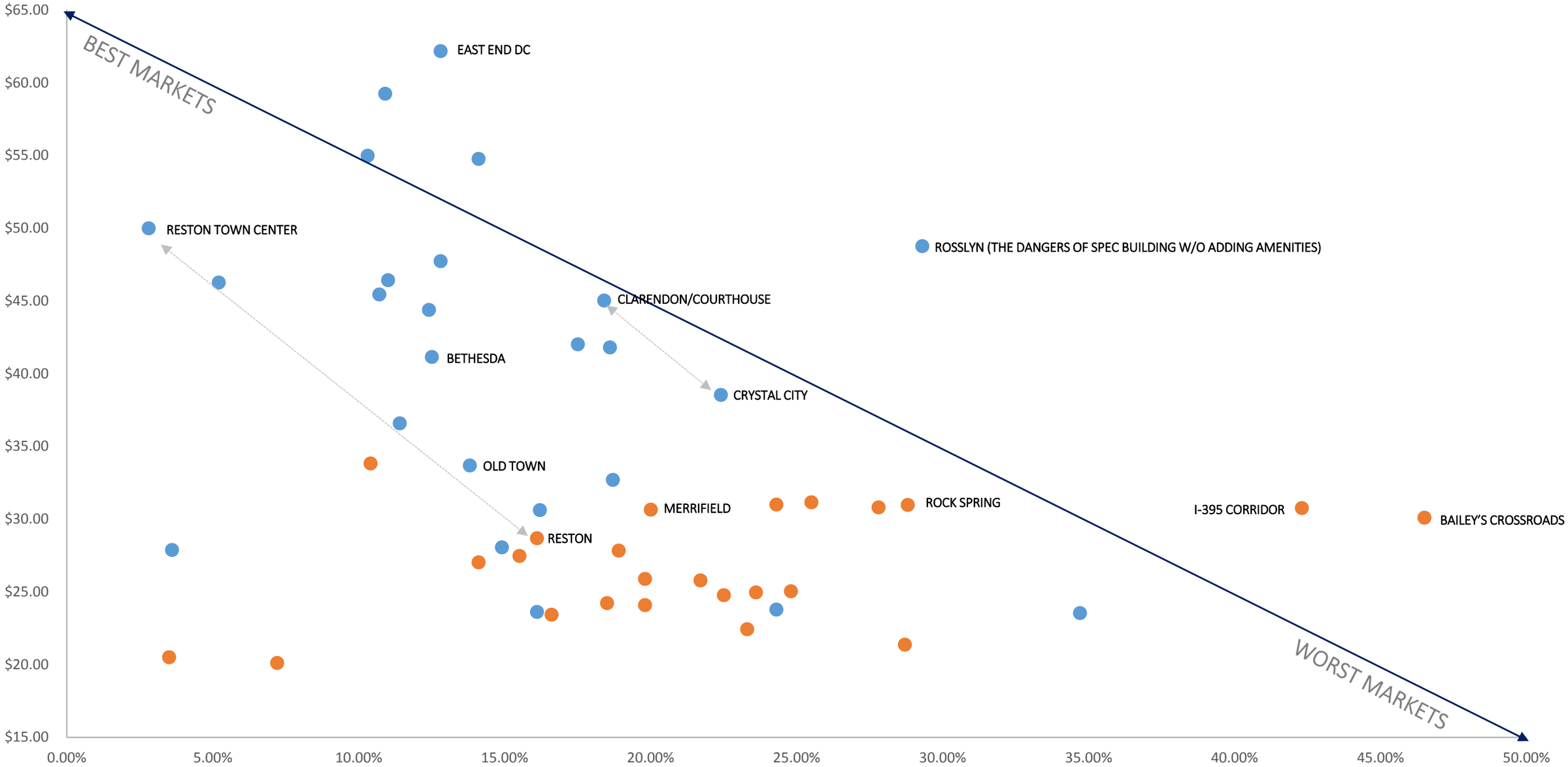
1. Identify Site

2. Research Market Demand

3. Design for Demand & Creation of Place

4. Create a Catalyst for Future Development

THE IMPORTANCE OF METRO + AMENITIES (CLEAR PATTERN OF SUCCESS)



DATA SOURCE: JLL RESEARCH

THE IMPORTANCE OF METRO + AMENITIES (CLEAR PATTERN OF SUCCESS)

WITHIN 0.75 MILE OF A CURRENT OR PLANNED METRO STATION….

94%

of office leasing activity in the DC metro area

90%

of the active office/residential construction in the DC metro area

60%

Rent premium for office and multifamily property types

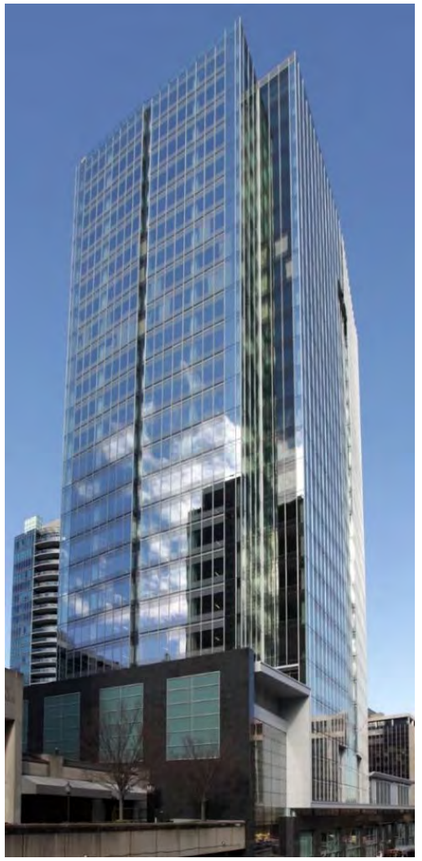
THE DANGERS OF NON-AMENITIZED, SPECULATIVE SPACE…

Central Place

Delivery: 2018
Leased: 345k SF
Retail: 45K SF
Residential: 377 Units

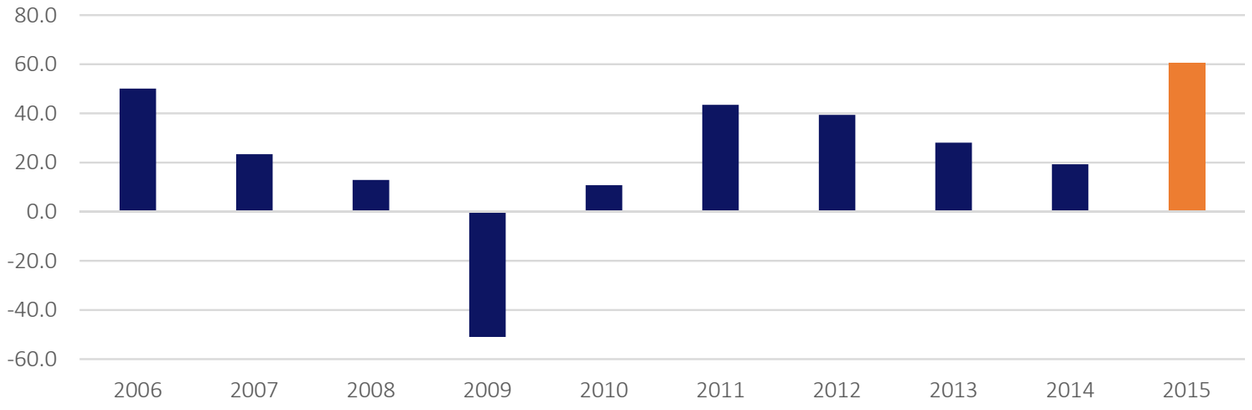
1812 N. Moore

Delivery: 2013
Leased: 0 SF
Non-viable retail
No mixed use

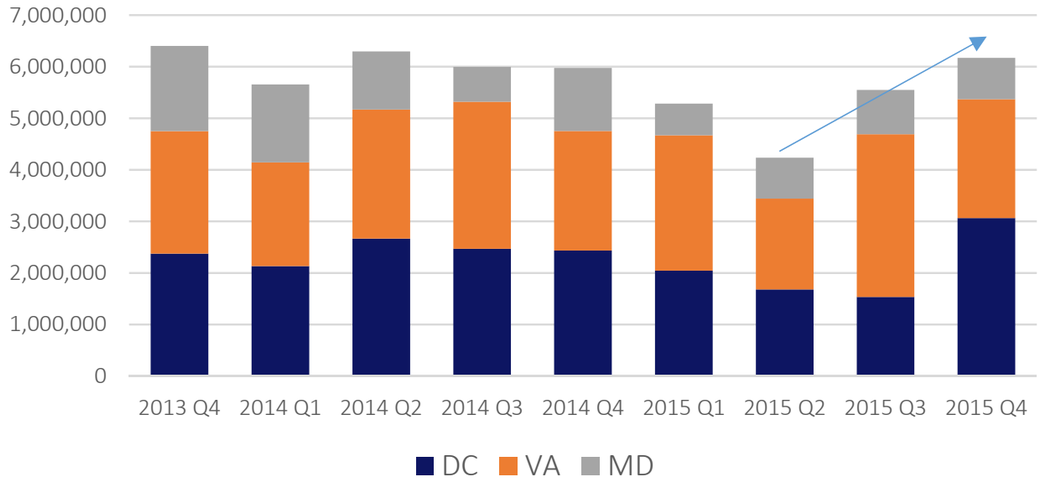


OFFICE MARKET RESURGENCE

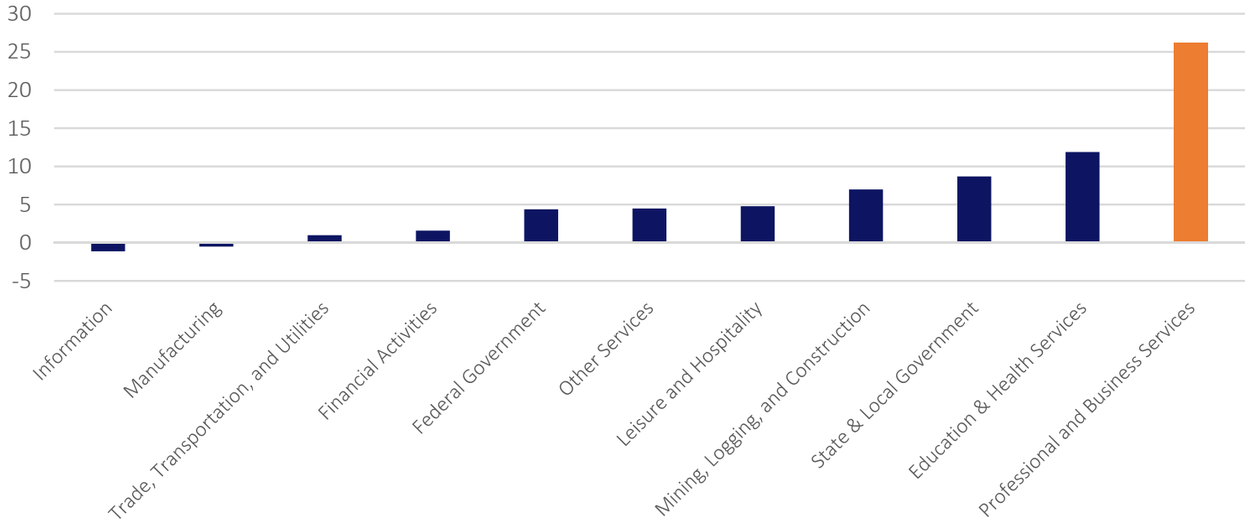
Annual Avg. Employment Delta



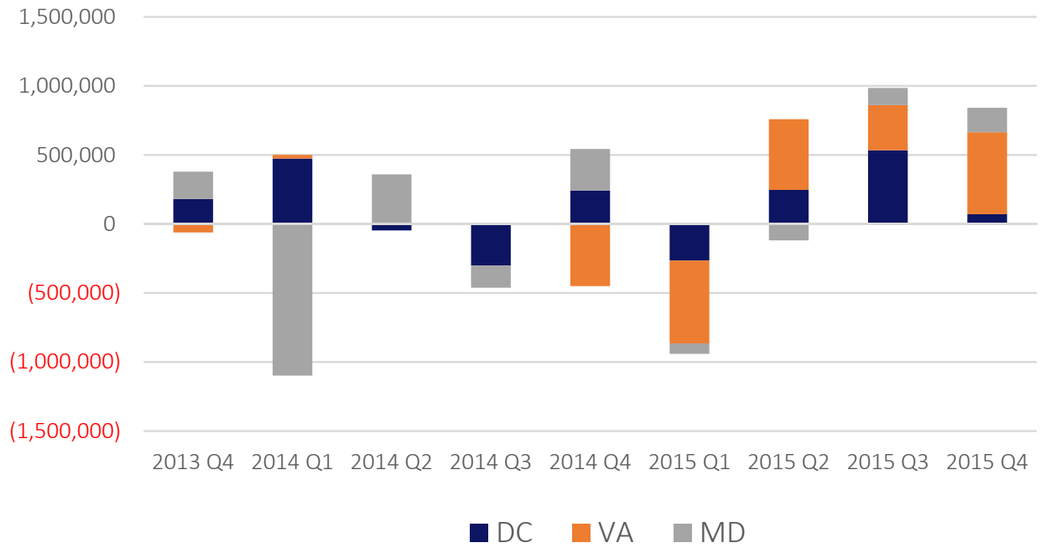
Direct Leasing Activity



December 2014-December 2015 Growth by Sector



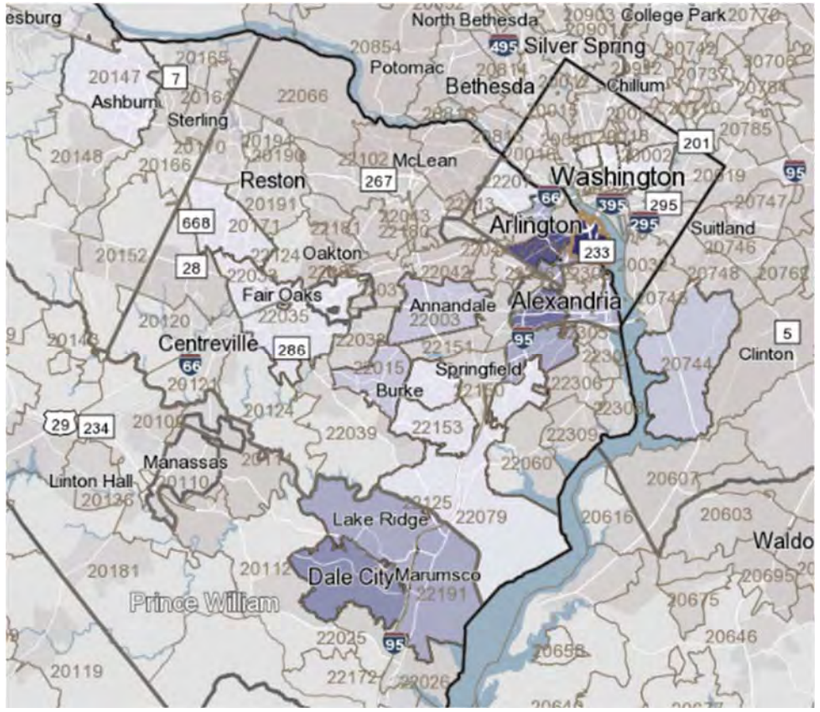
Direct Net Absorption



DEMOGRAPHIC ANALYSIS AREAS (COMMUTERS, RETAIL, RESIDENTS)

TOP COMMUTING ZIPS

This map shows the top zip codes for office workers who commuted into the 22202 Zip Code where today's office space is concentrated. This is a good demographic survey because these commuters are likely retail consumers as well as potential residents for housing close to work.

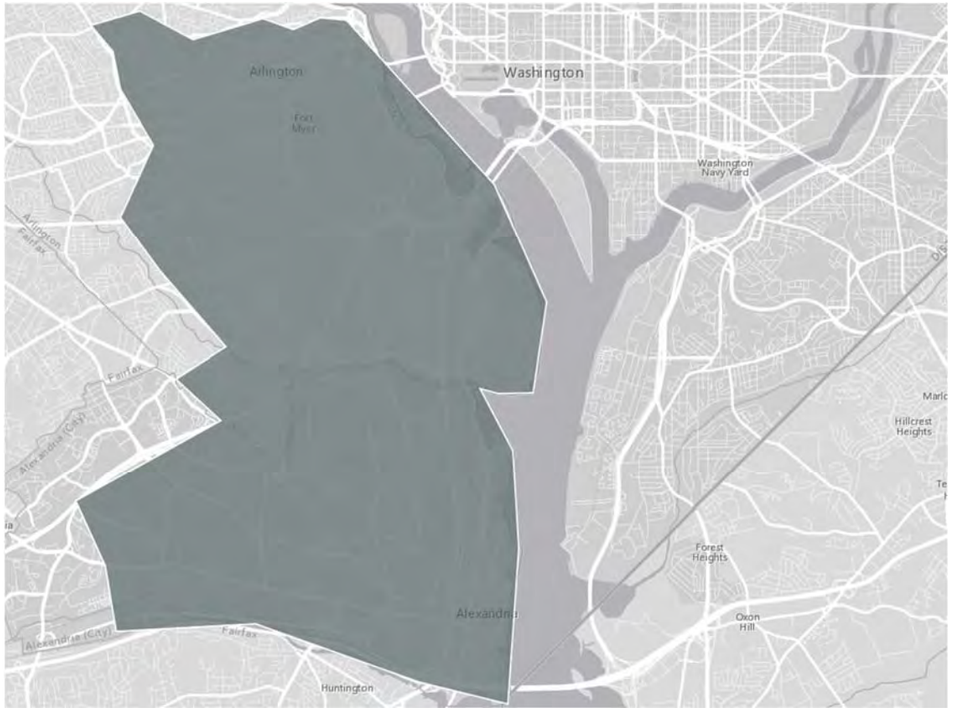


POTOMAC YARD

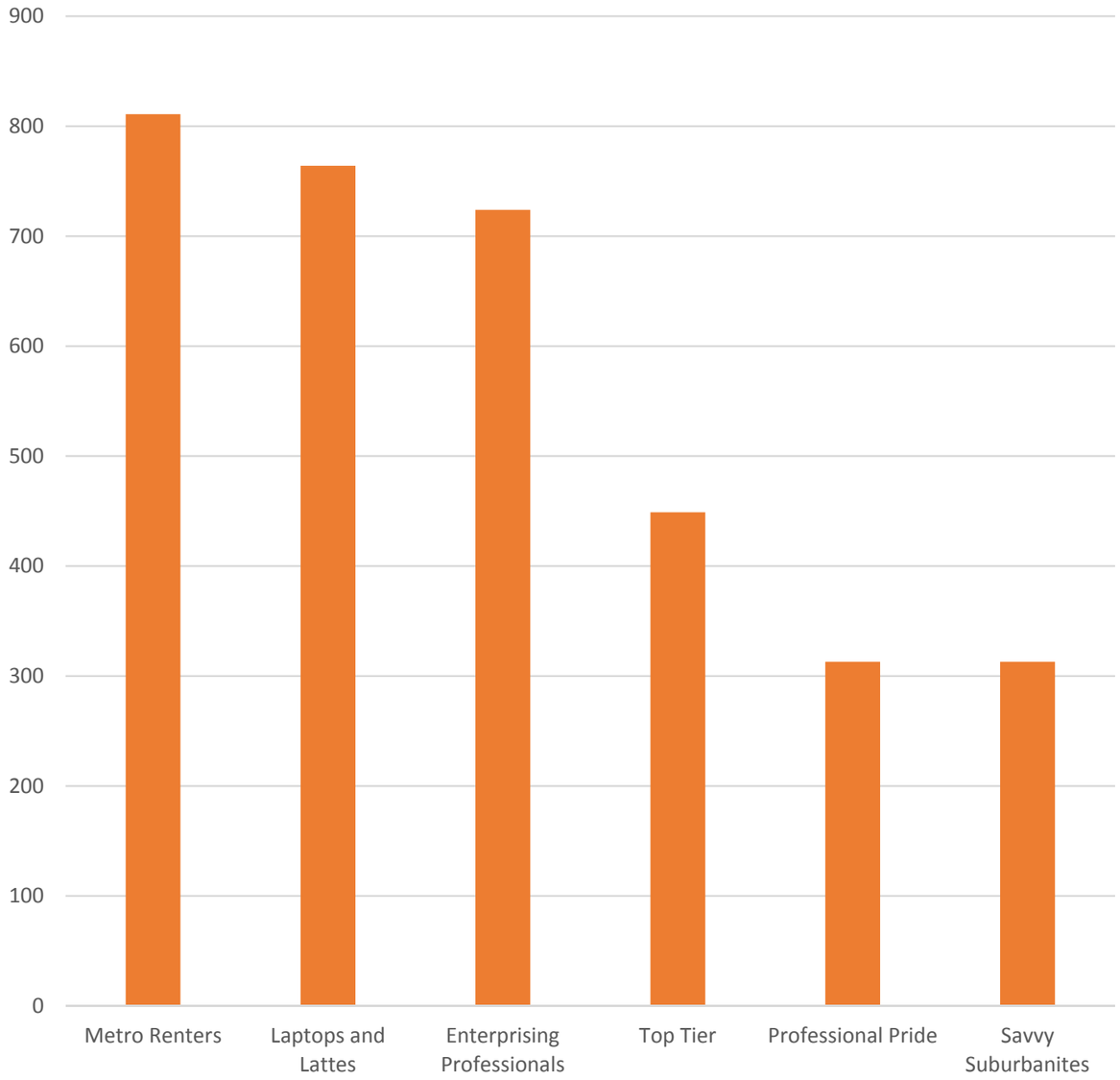
This is a survey of current Potomac Yard residents and includes rental product and the townhomes. The demographics skew to the townhomes as many of the rental buildings are too new to be captured.

STREETSENSE RETAIL CAPTURE

This is the capture area that Streetsense defined for the new retail. It includes parts of the Rosslyn-Ballston corridor as well as Crystal City, Alexandria, and close-in residential neighborhoods such as Del Ray and Aurora Highlands. We surveyed these demographics to assess retail merchandizing as well as potential new residential customers



DEMOGRAPHIC ANALYSIS AREAS (TOP TAPESTRIES)



METRO RENTERS

"Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties."

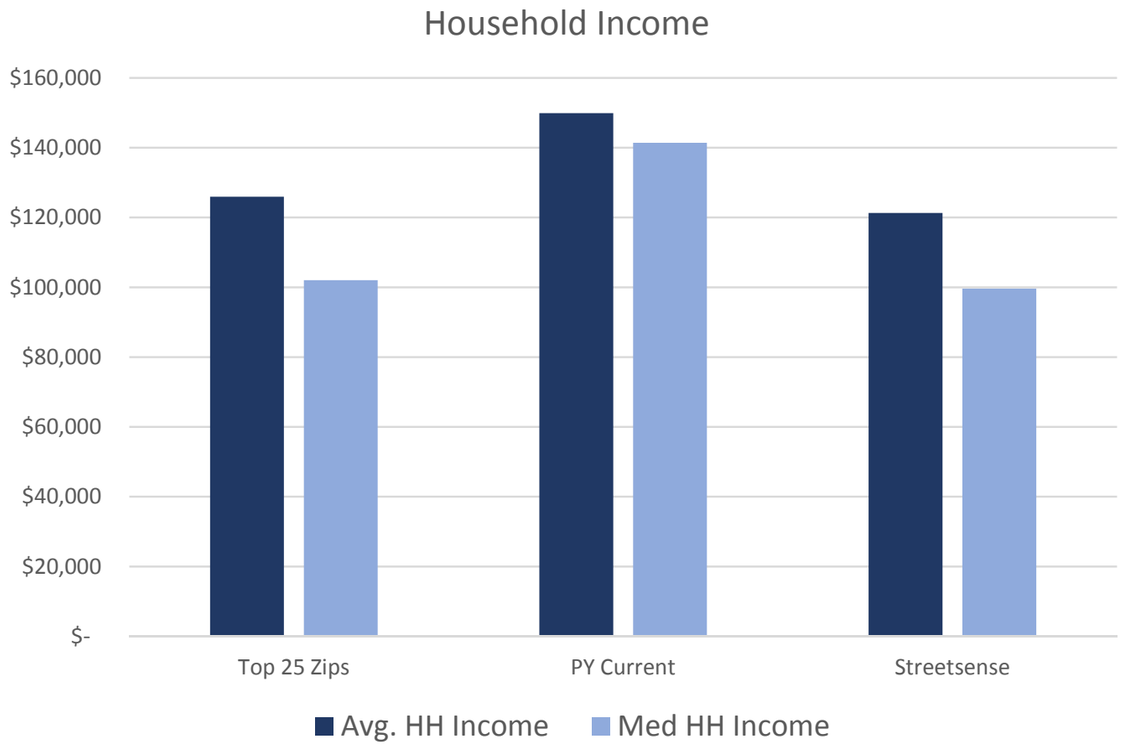
LAPTOPS AND LATTES

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas.

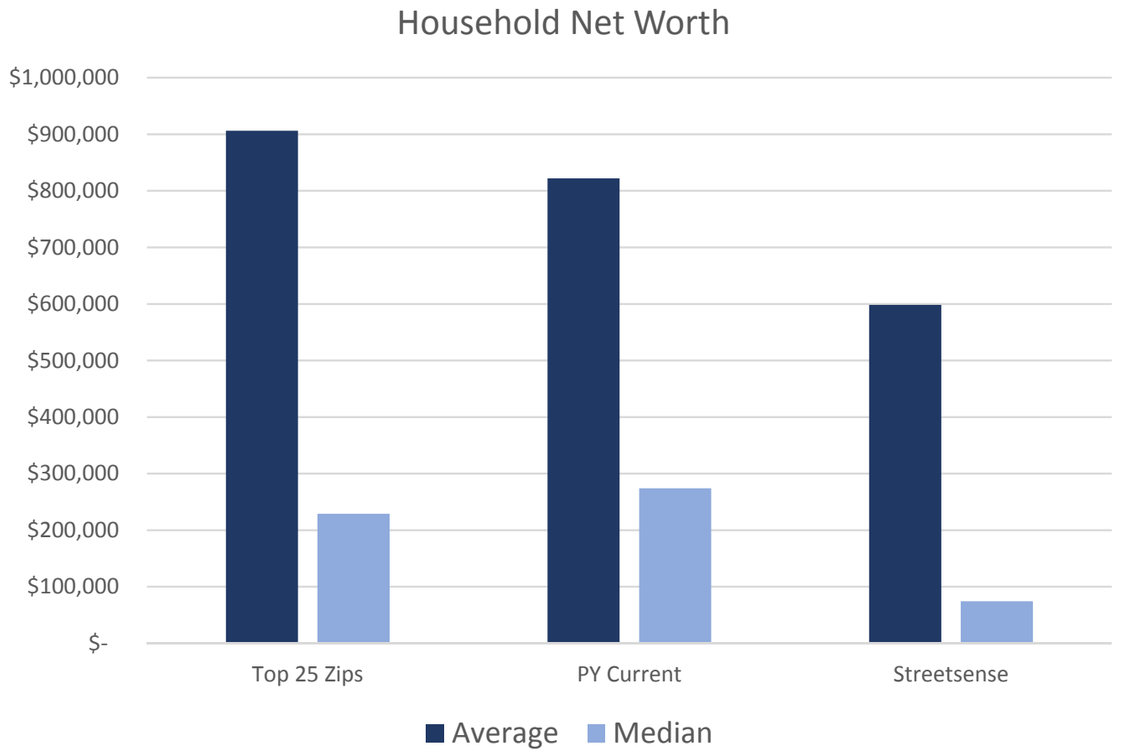
ENTERPRISING PROFESSIONALS

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas.

DEMOGRAPHIC ANALYSIS AREAS (INCOME & NET WORTH)



- All three capture areas show high incomes
- Potomac Yard itself has proven to be a magnet for higher-income residents than the retail capture area or the commuter base
- The median and average incomes are closest in Potomac Yard, suggesting a homogeneity of incomes.



- Average vs. Median net worth shows significant spreads, with the highest average among commuters due to high levels of home ownership in this group.
- The retail capture area is relatively high income with relatively low net worth, suggesting that retail and the renter pool may be similar.

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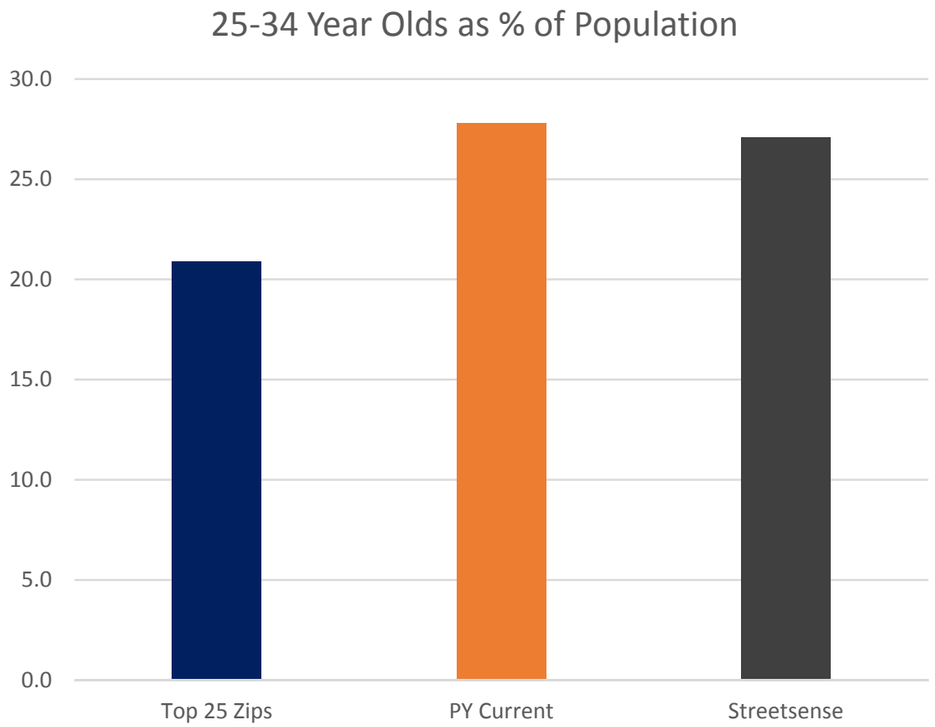
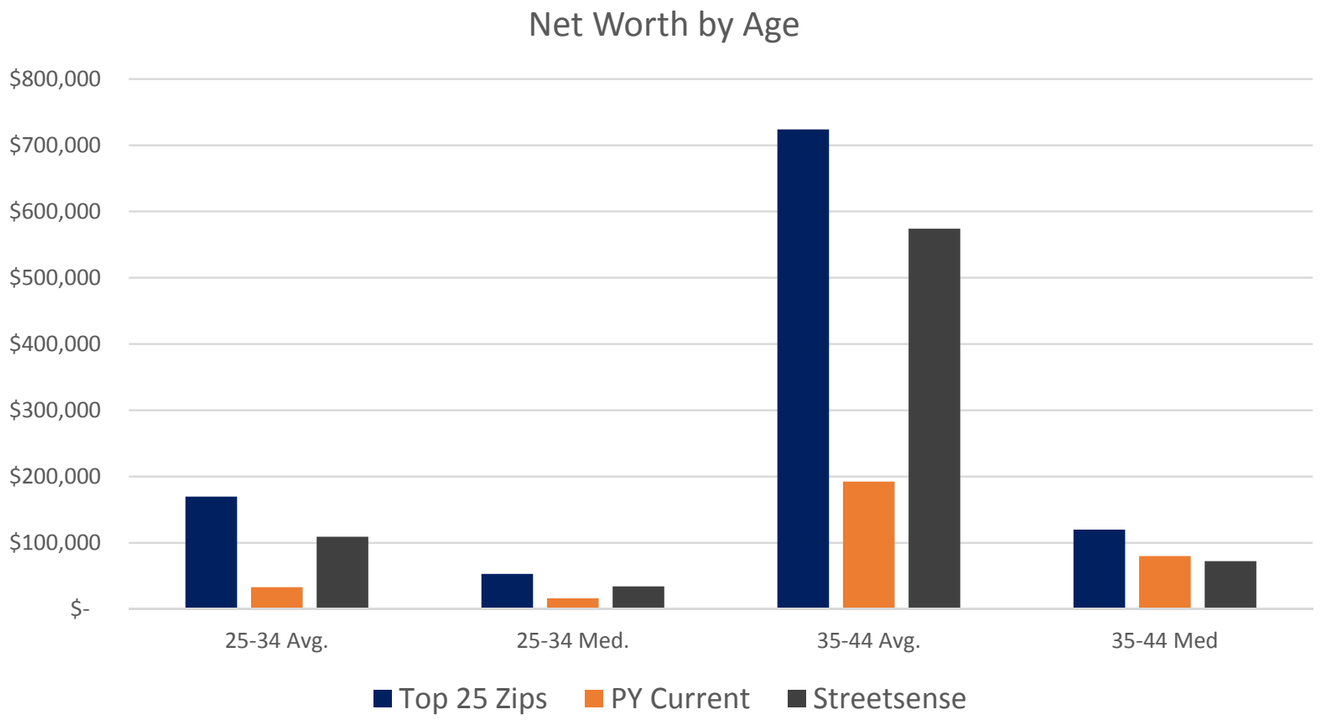
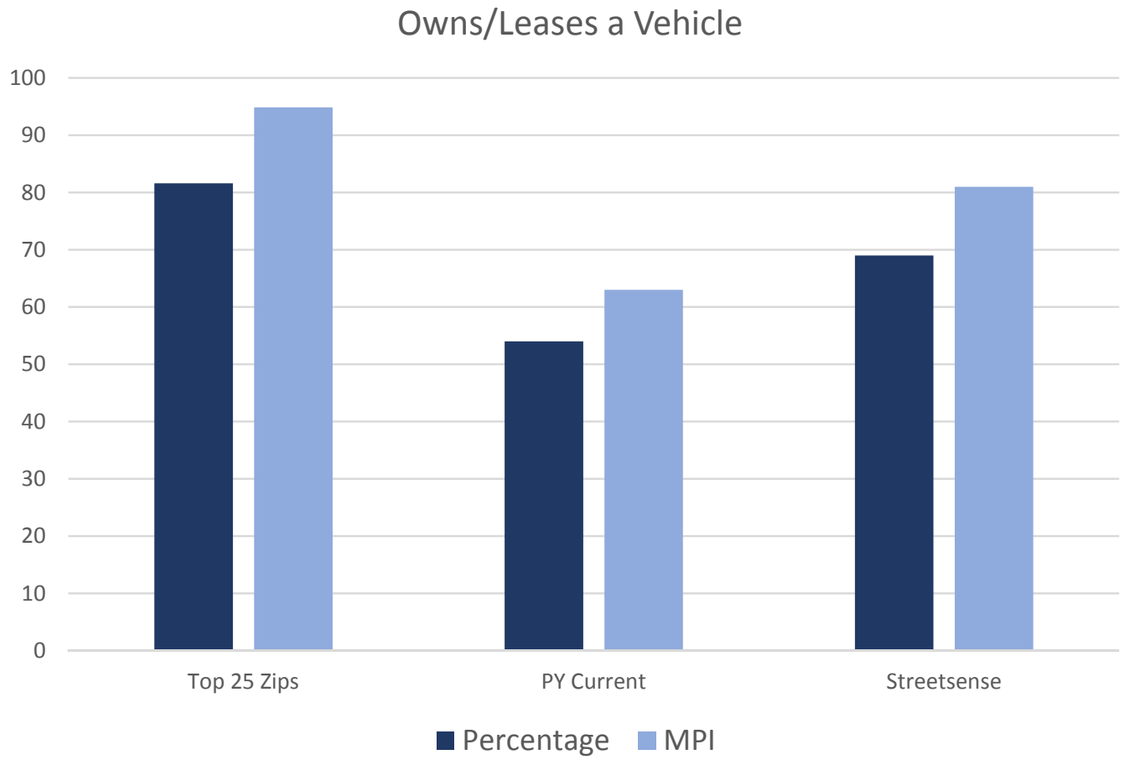


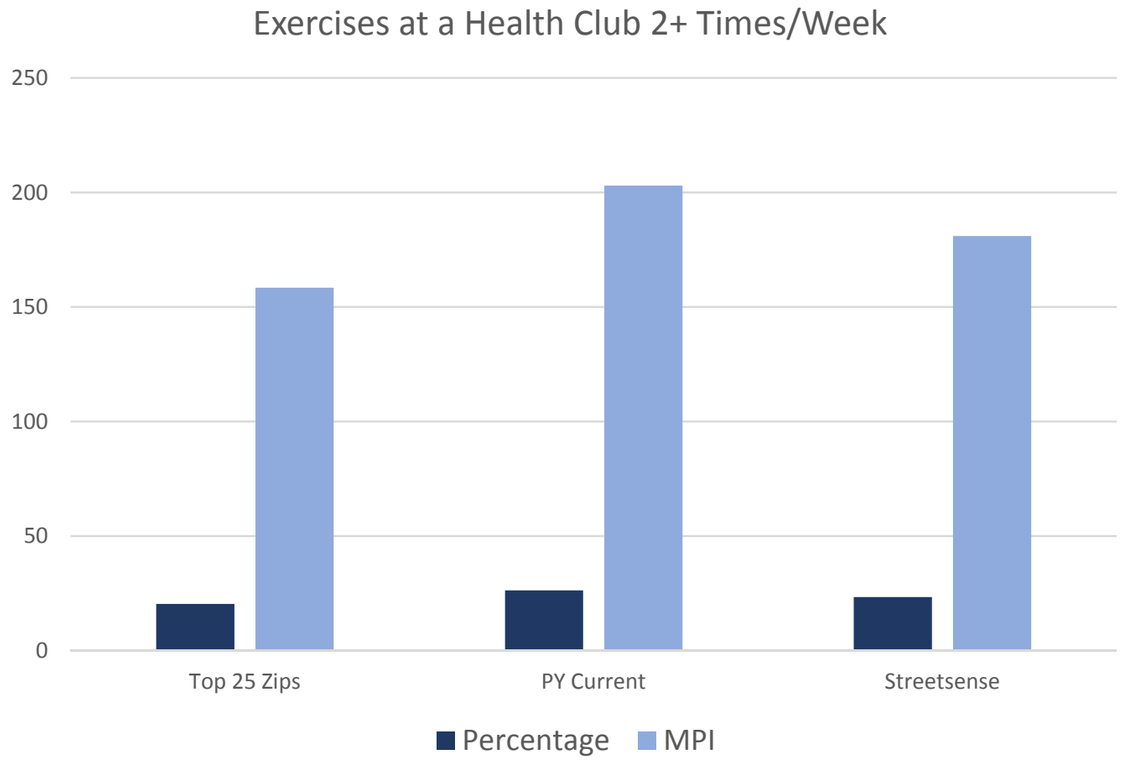


- 25-34 year olds make up the largest percentage of population in all three capture areas
- The percentage is highest among the current Potomac Yard population, indicating a preference among 25-34 year olds for the Potomac Yard environment today.
- The commuters, as indicated by homeownership/net worth levels are significantly older.
- Net worth among this group, however, is very low although it is highest among the commuters who skew towards homeownership.

DEMOGRAPHIC ANALYSIS AREAS (KEY RETAIL BEHAVIORS)



- Potomac Yard is far less car-dependent than would be expected for a current non-Metro location.
- The blue bar shows the percentage of ownerships who own a car and the gray shows how that compares to the national index.
- This is essentially already a transit-reliant neighborhood along with much of the retail capture area.



- A fitness anchor is compelling from a retail perspective.
- Residents and prospective residents are very likely to exercise at a health club compared to the national average.
- This supports our initial retail merchandizing and our tie-in of the fitness center to the apartment plan.

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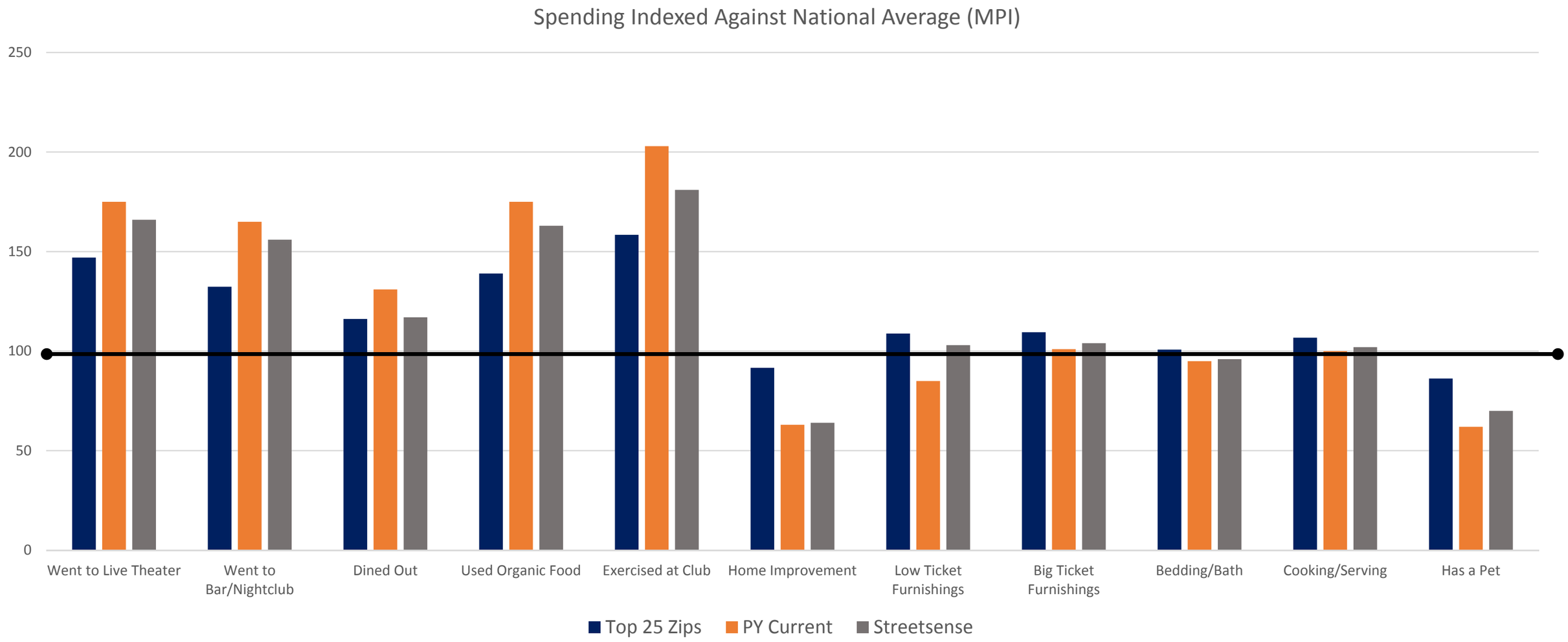
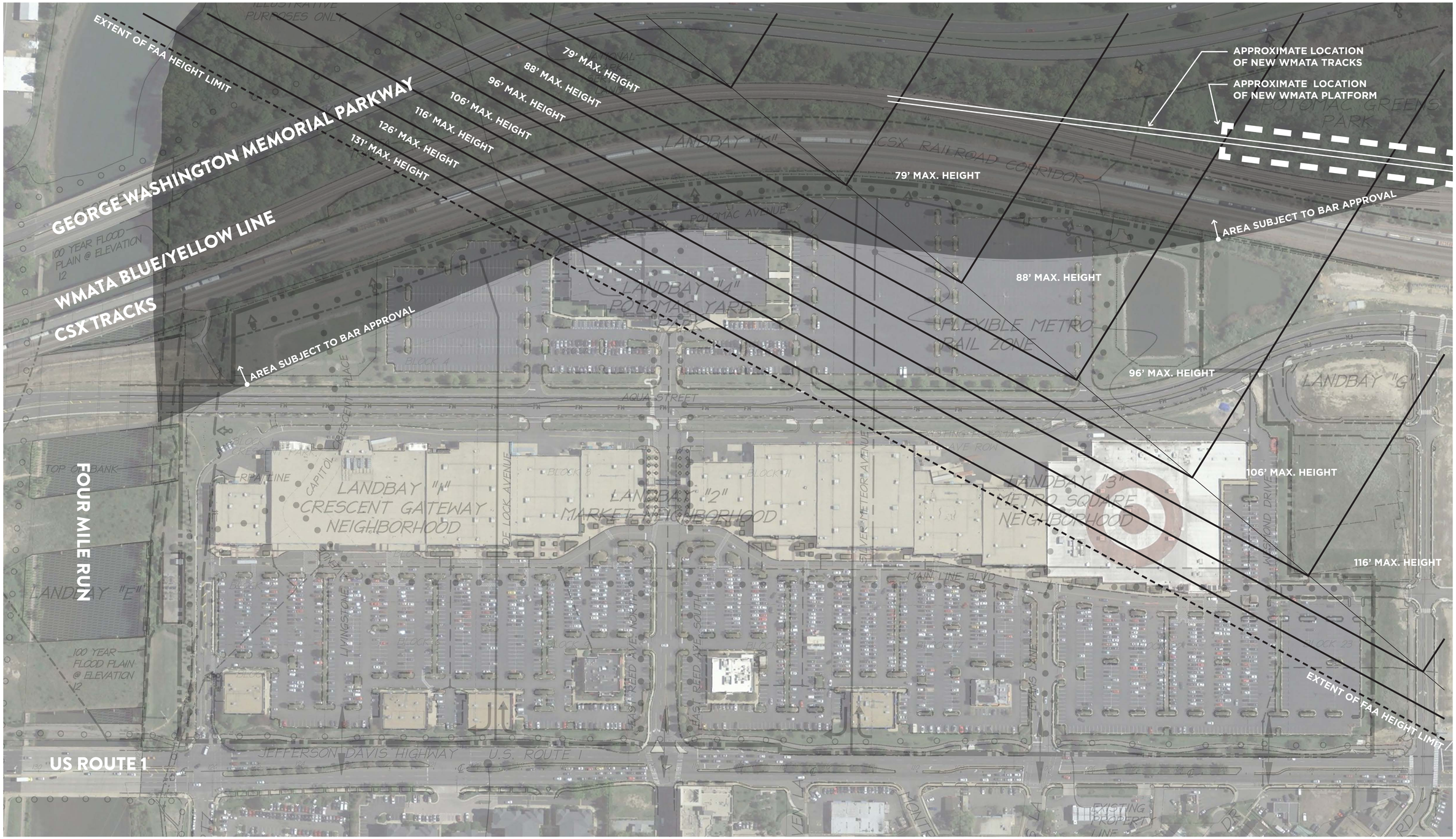


RETAIL MARKET RESEARCH CONCLUSIONS

- **Alexandria/Arlington retail submarket has substantial anticipated and ongoing population growth**
- **Increase of on-site population creates growing retail demand for Potomac Yard**
- **Tremendous unmet food & beverage opportunities at Potomac Yard**
- **Unmet demand for well-designed, place-based retail environments**
- **Placemaking creates value for later phases**
- **Retail analysis verified by strong tenant interest**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GEORGE WASHINGTON MEMORIAL PARKWAY
WMATA BLUE/YELLOW LINE
CSX TRACKS
FOUR MILE RUN
US ROUTE 1
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LANDBAY "E"
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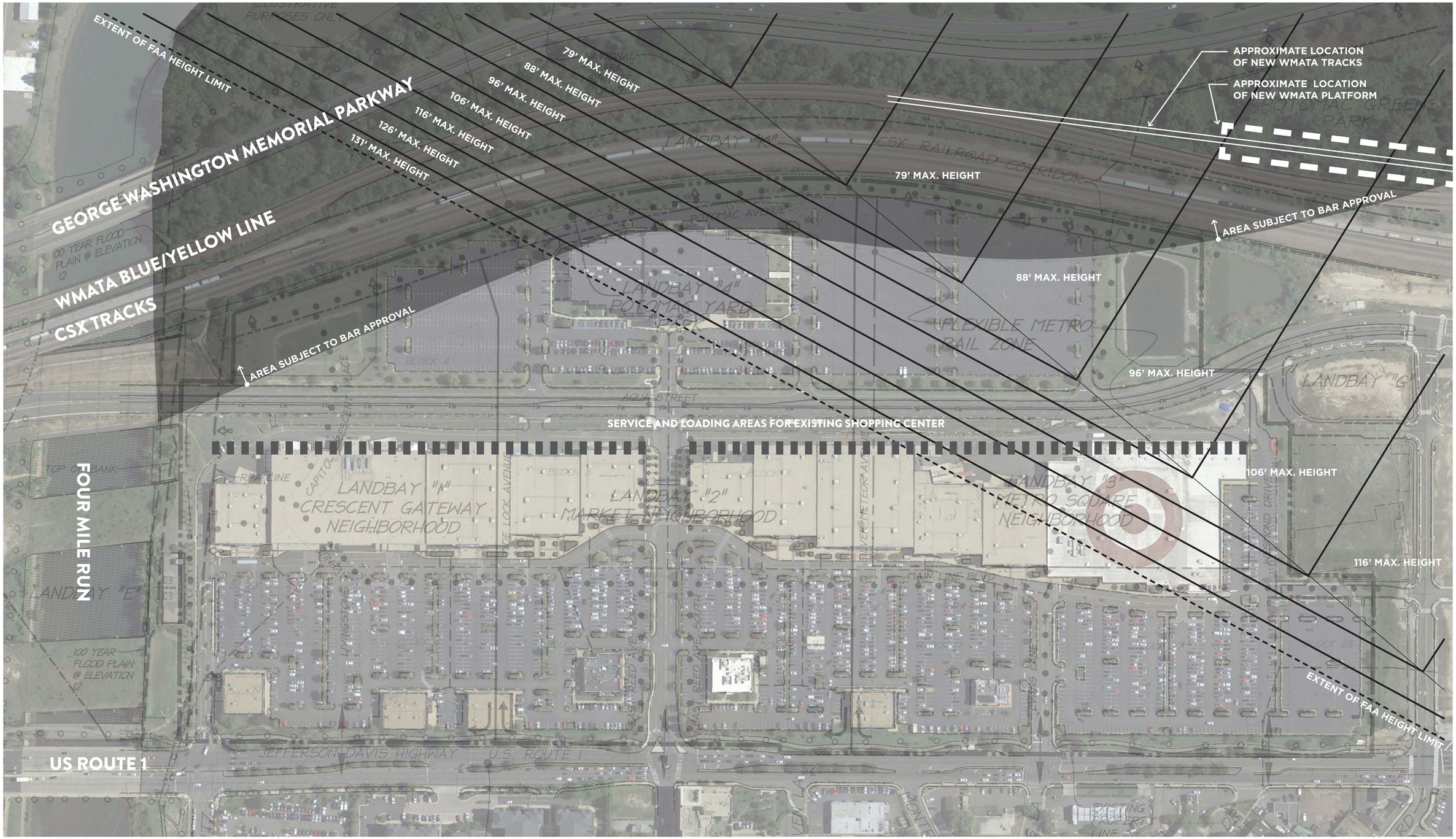
JEFFERSON DAVIS HIGHWAY
U.S. ROUTE 1
100 YEAR FLOOD PLAIN @ ELEVATION 12
EXISTING PROPERTY LINE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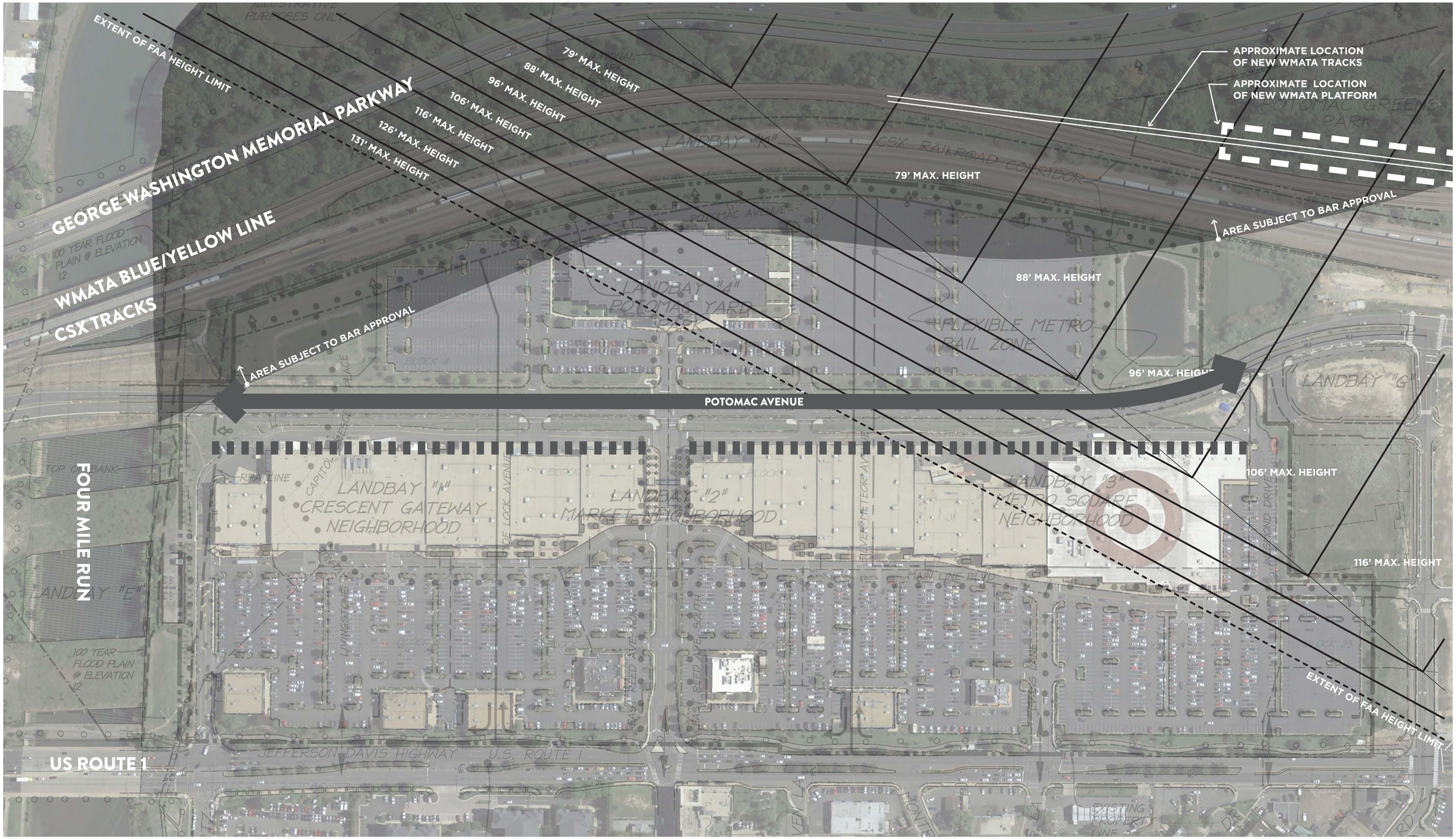
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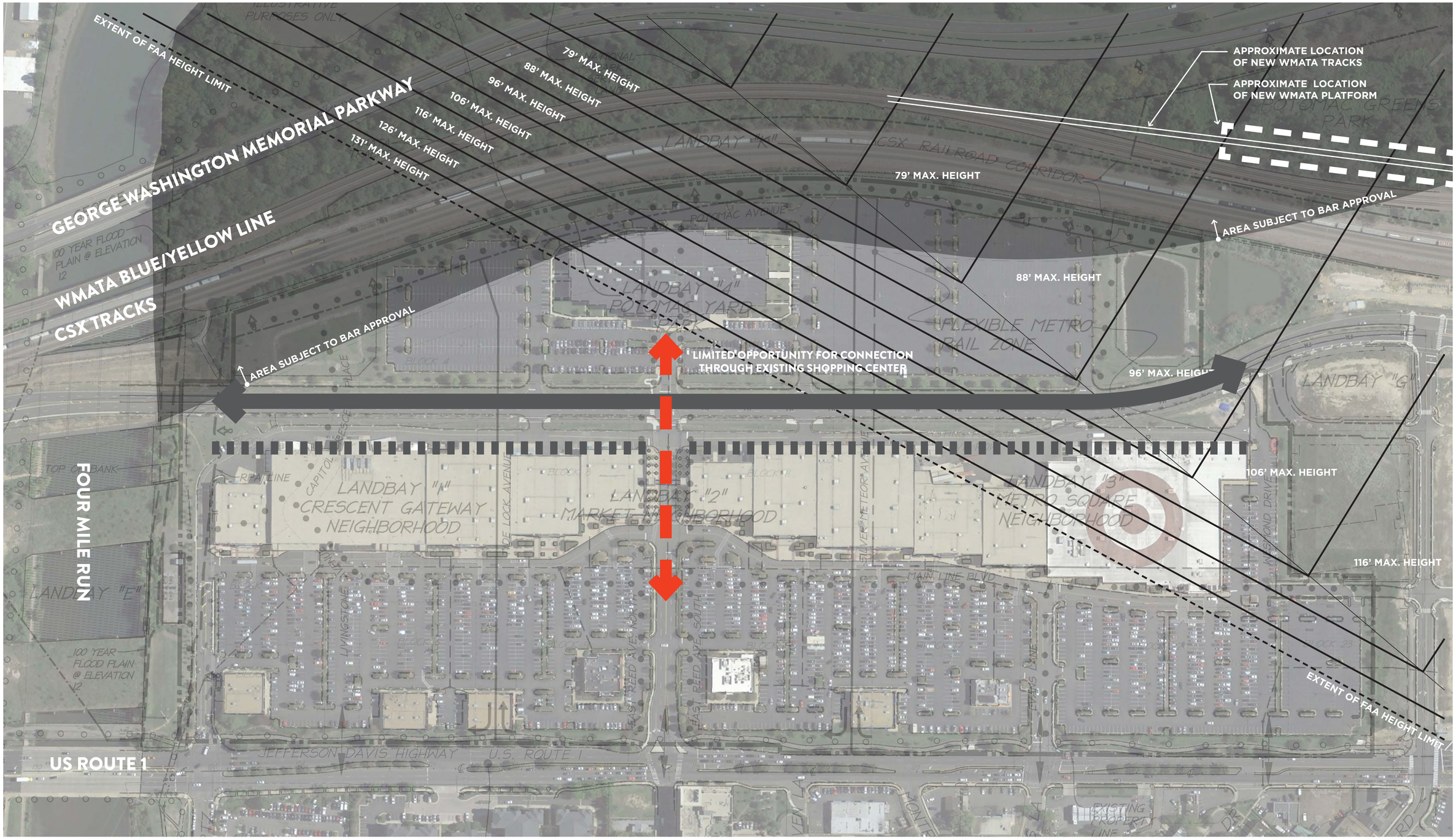
TOP OF BANK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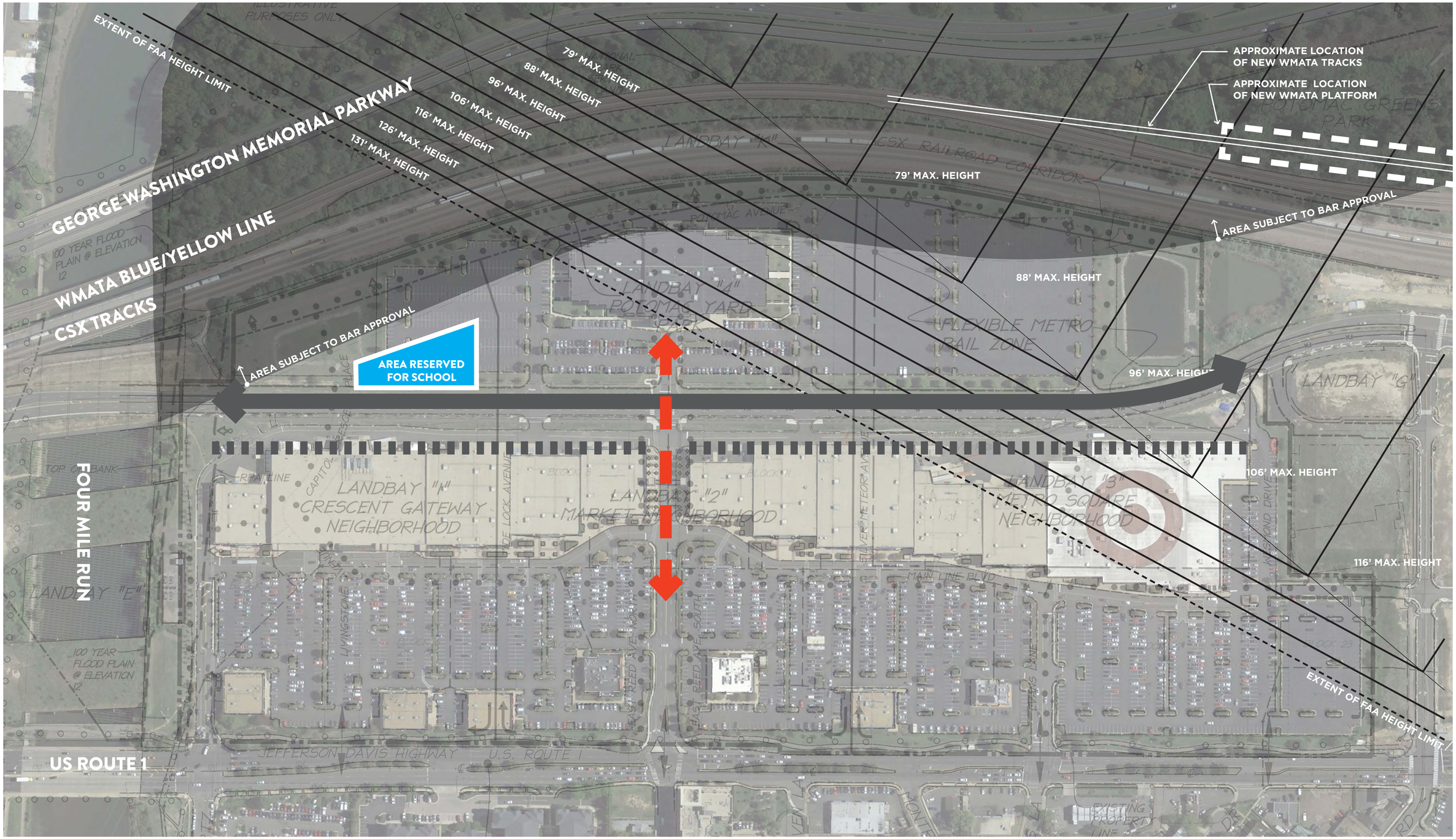
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GEORGE WASHINGTON MEMORIAL PARKWAY

WMATA BLUE/YELLOW LINE

CSX TRACKS

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APPROXIMATE LOCATION OF NEW WMATA PLATFORM

79' MAX. HEIGHT

88' MAX. HEIGHT

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¼-MILE DOUBLE-SIDED, PEDESTRIAN-ORIENTED RETAIL STREET

96' MAX. HEIGHT

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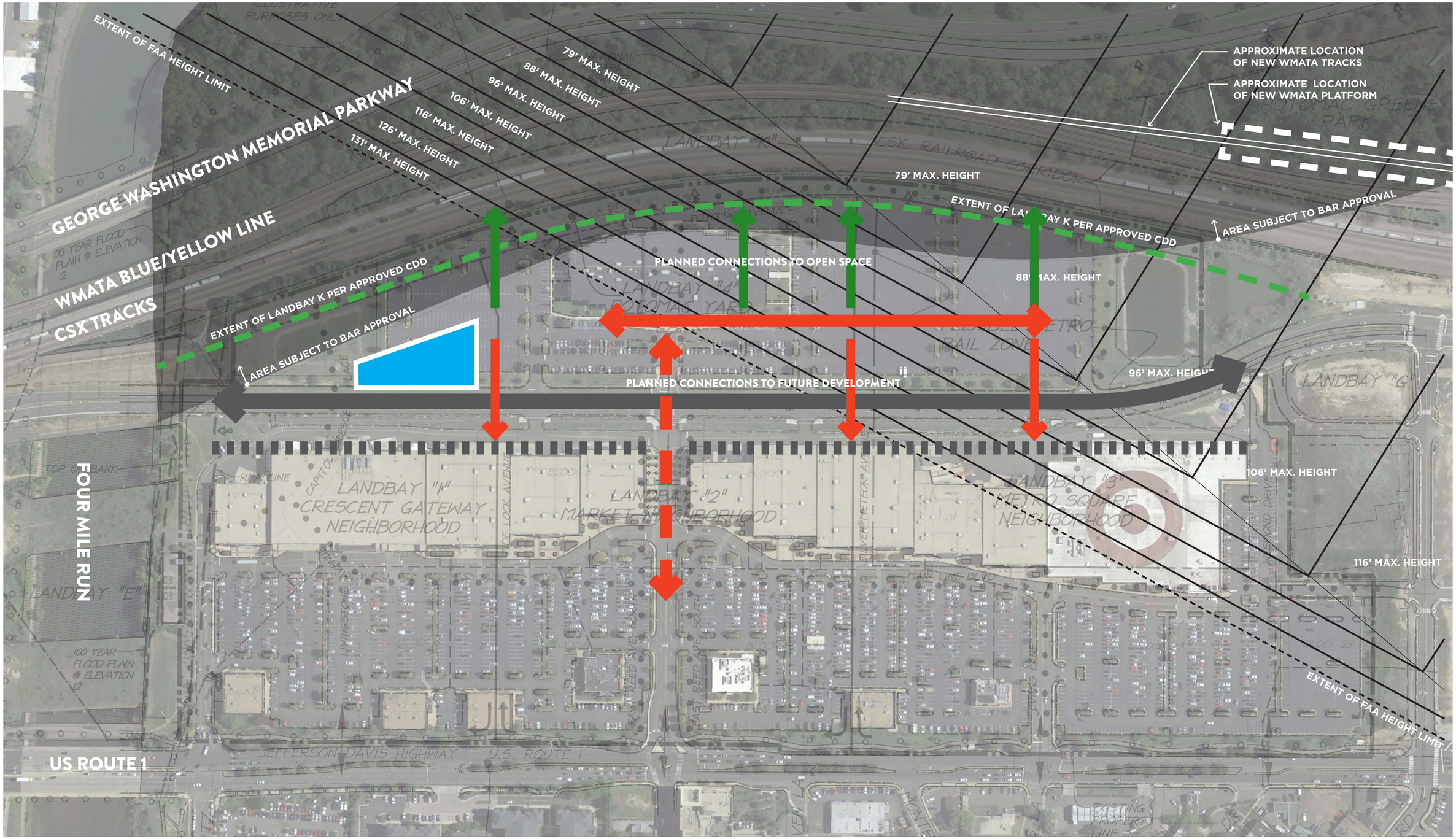
116' MAX. HEIGHT

EXTENT OF FAA HEIGHT LIMIT

FOUR MILE RUN

US ROUTE 1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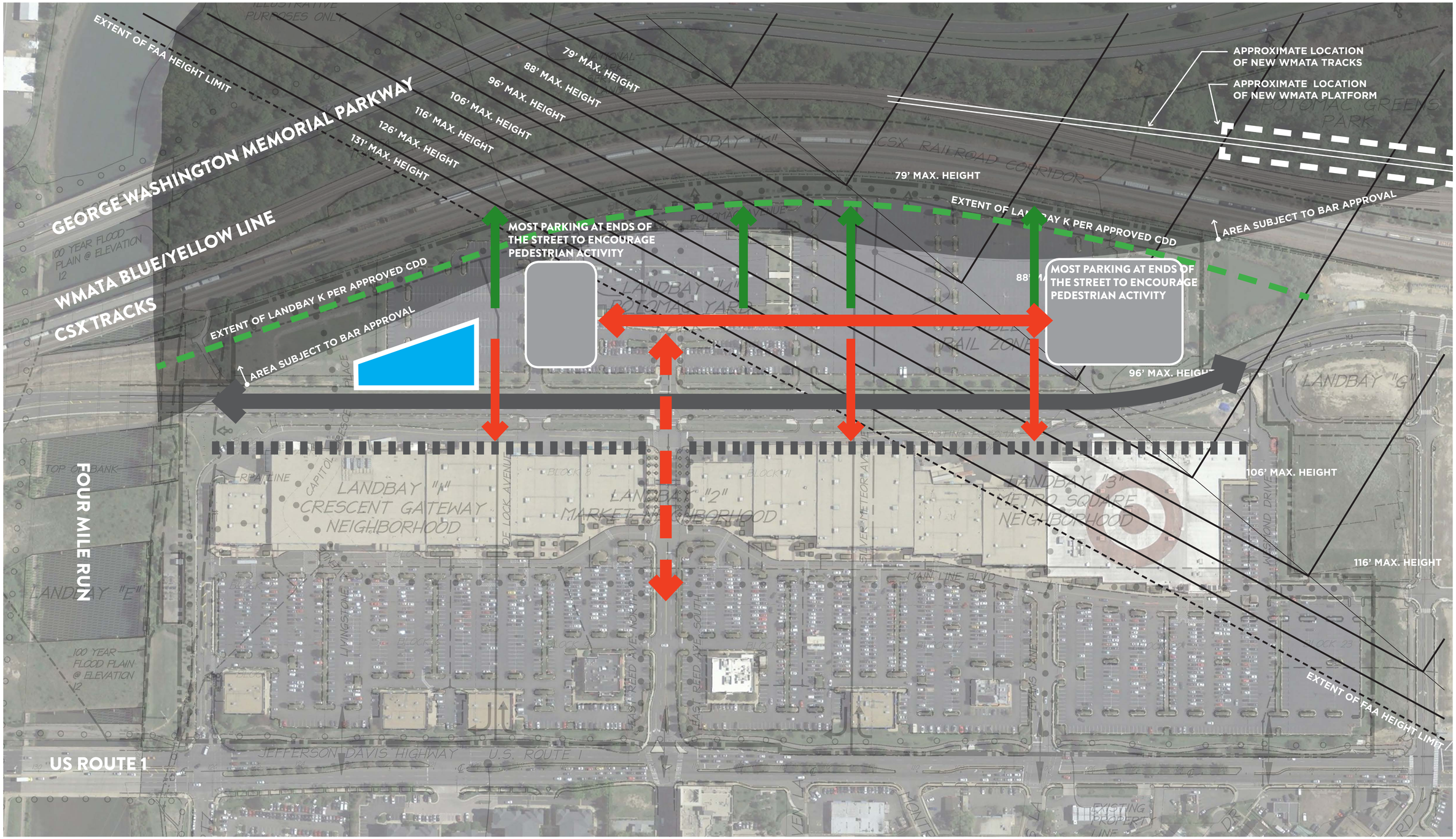
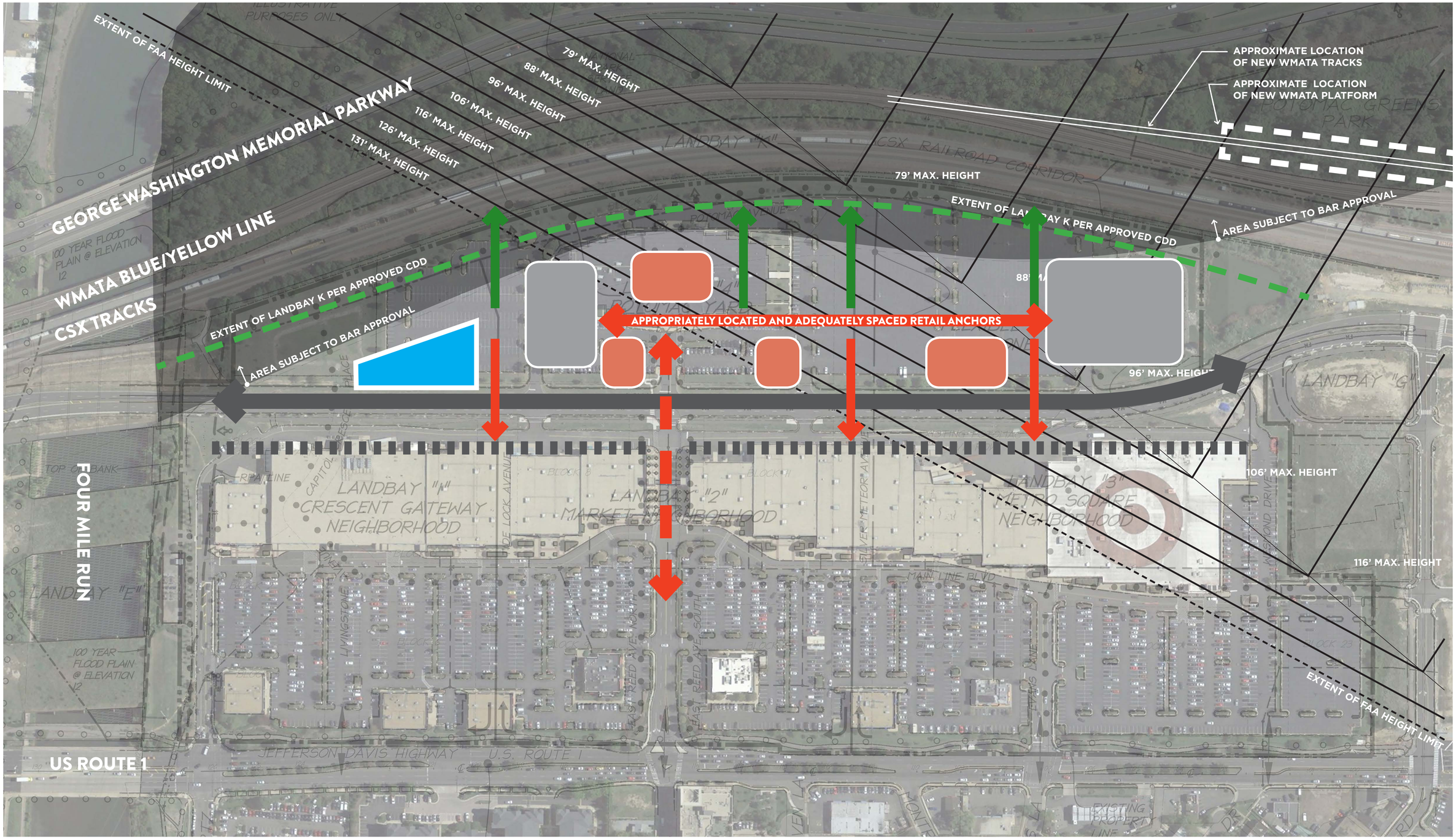
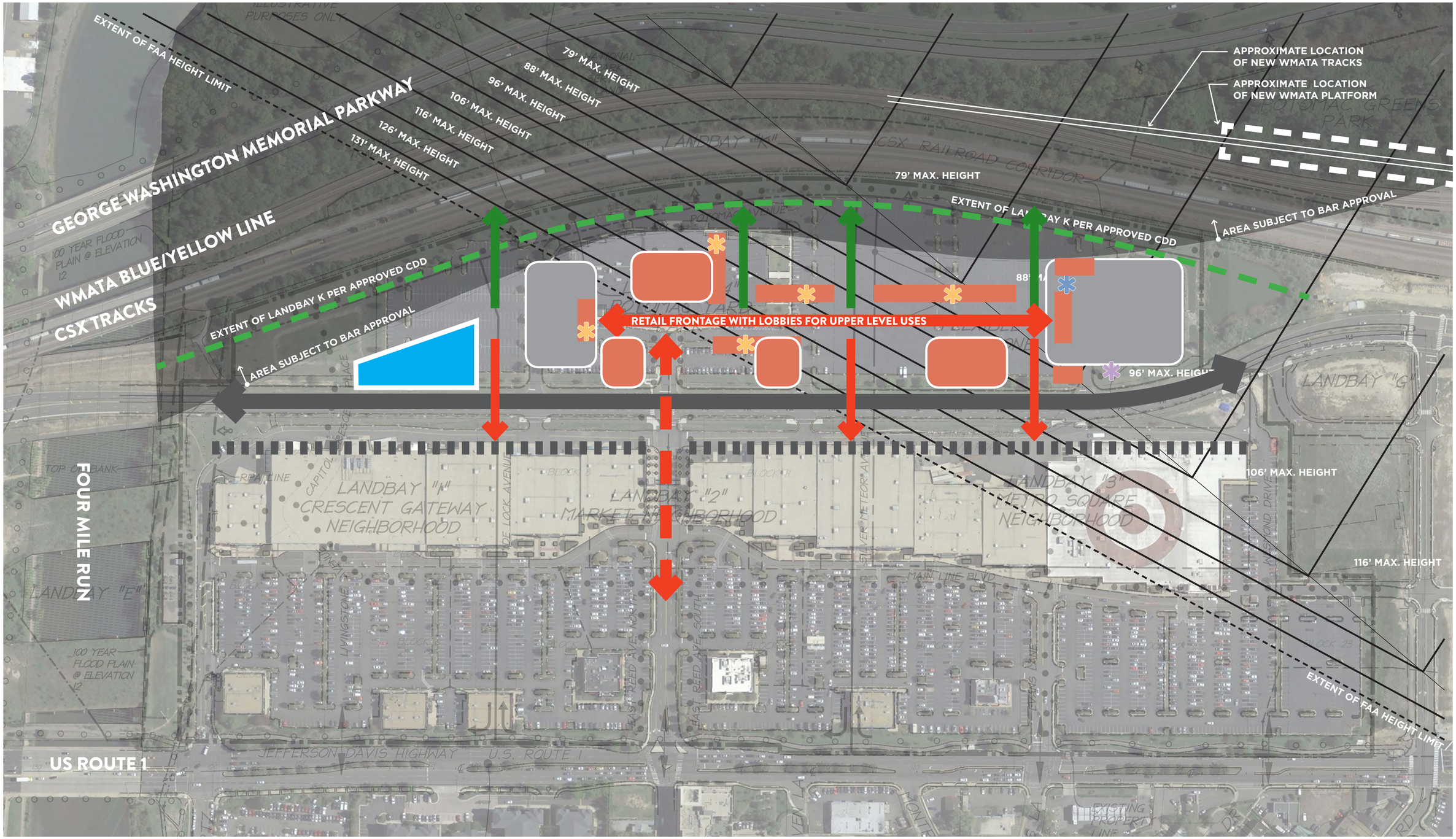
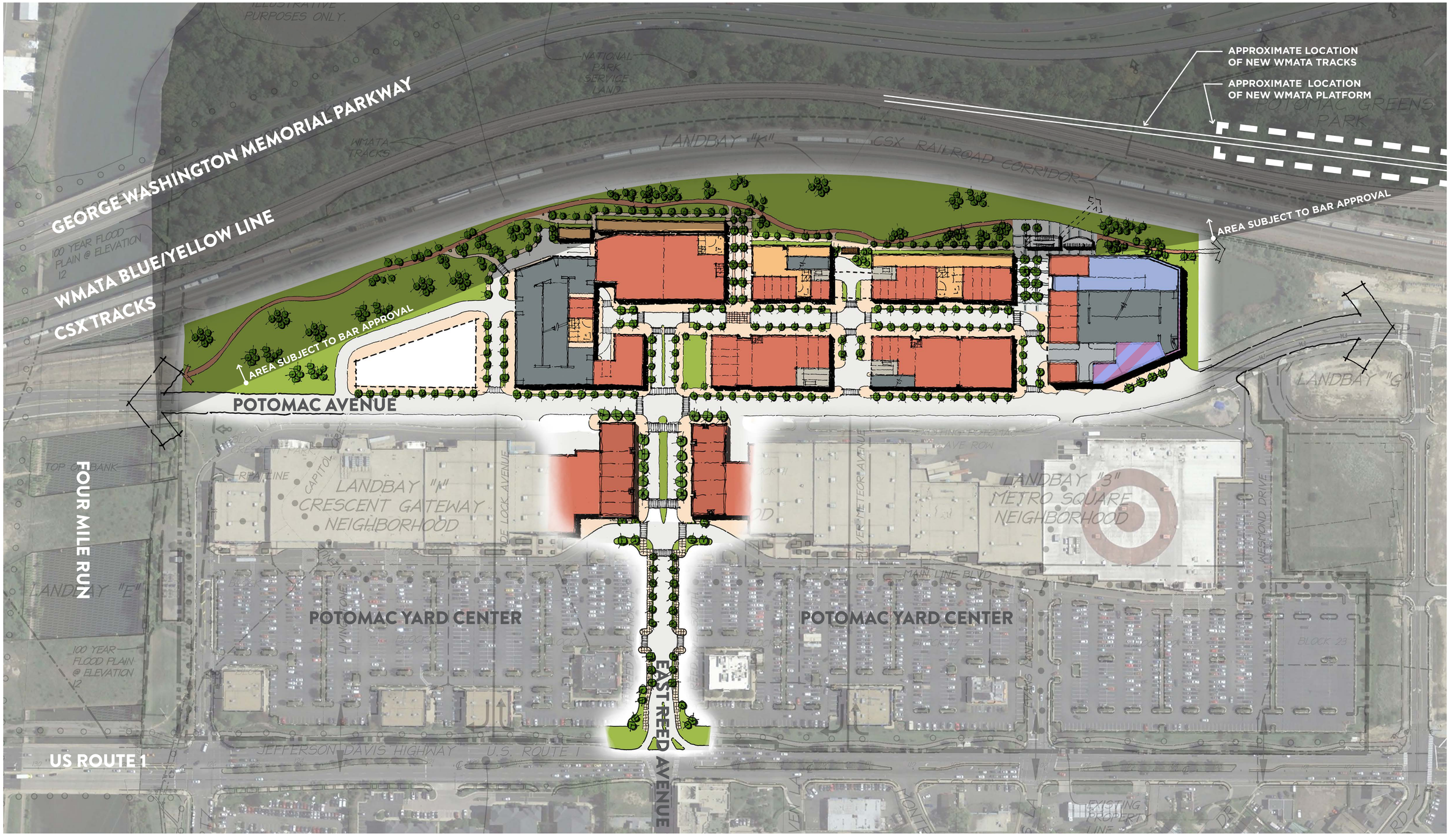
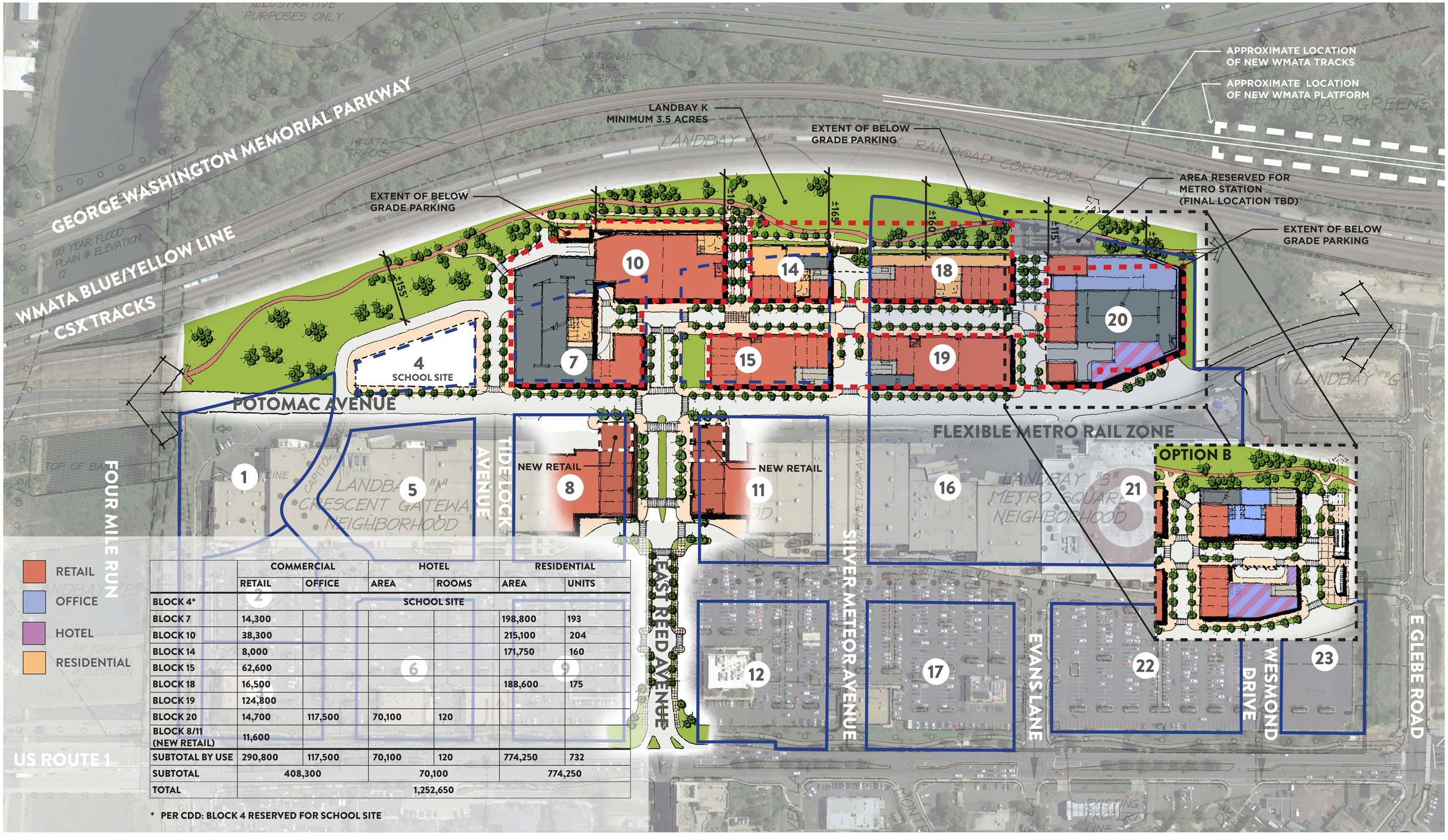
96' MAX. HEIGHT
106' MAX. HEIGHT
116' MAX. HEIGHT
126' MAX. HEIGHT
131' MAX. HEIGHT
GEORGE WASHINGTON MEMORIAL PARKWAY
WMATA BLUE/YELLOW LINE
CSX TRACKS
APPROXIMATE LOCATION OF NEW WMATA TRACKS
APPROXIMATE LOCATION OF NEW WMATA PLATFORM
79' MAX. HEIGHT
EXTENT OF LANDBAY K PER APPROVED CDD
AREA SUBJECT TO BAR APPROVAL
PLANNED CONNECTIONS TO OPEN SPACE
88' MAX. HEIGHT
96' MAX. HEIGHT
PLANNED CONNECTIONS TO FUTURE DEVELOPMENT
106' MAX. HEIGHT
116' MAX. HEIGHT
EXTENT OF FAA HEIGHT LIMIT
FOUR MILE RUN
US ROUTE 1
LANDBAY "K"
LANDBAY "A" CRESCENT GATEWAY NEIGHBORHOOD
LANDBAY "2" MARKET NEIGHBORHOOD
LANDBAY "3" METRO SQUARE NEIGHBORHOOD
LANDBAY "G"
LANDBAY "E"
CSX RAILROAD CORRIDOR
POTOMAC GREENS PARK
JEFFERSON DAVIS HIGHWAY
U.S. ROUTE 1
100 YEAR FLOOD PLAIN @ ELEVATION 12
EXISTING PROPERTY LINE


EXTENT OF FAA HEIGHT LIMIT
79' MAX. HEIGHT
88' MAX. HEIGHT
96' MAX. HEIGHT
106' MAX. HEIGHT
116' MAX. HEIGHT
126' MAX. HEIGHT
131' MAX. HEIGHT
GEORGE WASHINGTON MEMORIAL PARKWAY
WMATA BLUE/YELLOW LINE
CSX TRACKS
APPROXIMATE LOCATION OF NEW WMATA TRACKS
APPROXIMATE LOCATION OF NEW WMATA PLATFORM
79' MAX. HEIGHT
EXTENT OF LANDBAY K PER APPROVED CDD
AREA SUBJECT TO BAR APPROVAL
MOST PARKING AT ENDS OF THE STREET TO ENCOURAGE PEDESTRIAN ACTIVITY
EXTENT OF LANDBAY K PER APPROVED CDD
AREA SUBJECT TO BAR APPROVAL
MOST PARKING AT ENDS OF THE STREET TO ENCOURAGE PEDESTRIAN ACTIVITY
96' MAX. HEIGHT
106' MAX. HEIGHT
116' MAX. HEIGHT
EXTENT OF FAA HEIGHT LIMIT
FOUR MILE RUN
US ROUTE 1
LANDBAY "K"
LANDBAY "A" CRESCENT GATEWAY NEIGHBORHOOD
LANDBAY "2" MARKET NEIGHBORHOOD
LANDBAY "3" METRO SQUARE NEIGHBORHOOD
LANDBAY "E"
LANDBAY "G"
POTOMAC GREENS PARK
CSX RAILROAD CORRIDOR
JEFFERSON DAVIS HIGHWAY
U.S. ROUTE 1
EXISTING PROPERTY LINE
100 YEAR FLOOD PLAIN @ ELEVATION 12


EXTENT OF FAA HEIGHT LIMIT
79' MAX. HEIGHT
88' MAX. HEIGHT
96' MAX. HEIGHT
106' MAX. HEIGHT
116' MAX. HEIGHT
126' MAX. HEIGHT
131' MAX. HEIGHT
GEORGE WASHINGTON MEMORIAL PARKWAY
WMATA BLUE/YELLOW LINE
CSX TRACKS
APPROXIMATE LOCATION OF NEW WMATA TRACKS
APPROXIMATE LOCATION OF NEW WMATA PLATFORM
79' MAX. HEIGHT
EXTENT OF LANDBAY K PER APPROVED CDD
AREA SUBJECT TO BAR APPROVAL
APPROPRIATELY LOCATED AND ADEQUATELY SPACED RETAIL ANCHORS
96' MAX. HEIGHT
106' MAX. HEIGHT
116' MAX. HEIGHT
EXTENT OF FAA HEIGHT LIMIT
FOUR MILE RUN
US ROUTE 1
LANDBAY "K"
LANDBAY "A" CRESCENT GATEWAY NEIGHBORHOOD
LANDBAY "2" MARKET NEIGHBORHOOD
LANDBAY "3" METRO SQUARE NEIGHBORHOOD
LANDBAY "E"
LANDBAY "G"
CSX RAILROAD CORRIDOR
POTOMAC GREENS PARK
JEFFERSON DAVIS HIGHWAY
U.S. ROUTE 1
EXISTING PROPERTY LINE

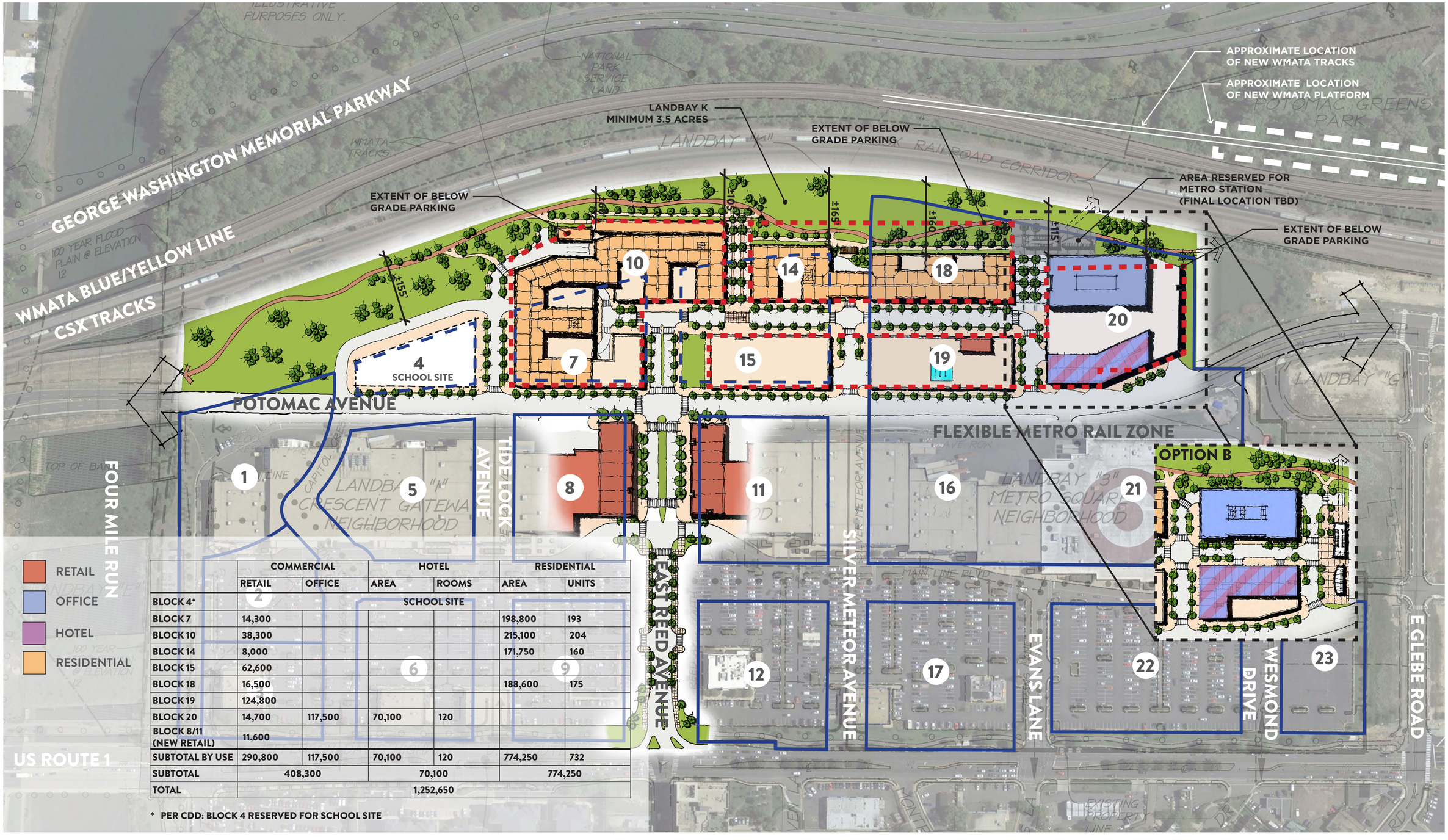

EXTENT OF FAA HEIGHT LIMIT
GEORGE WASHINGTON MEMORIAL PARKWAY
WMATA BLUE/YELLOW LINE
CSX TRACKS
79' MAX. HEIGHT
88' MAX. HEIGHT
96' MAX. HEIGHT
106' MAX. HEIGHT
116' MAX. HEIGHT
126' MAX. HEIGHT
131' MAX. HEIGHT
APPROXIMATE LOCATION OF NEW WMATA TRACKS
APPROXIMATE LOCATION OF NEW WMATA PLATFORM
79' MAX. HEIGHT
EXTENT OF LANDBAY K PER APPROVED CDD
AREA SUBJECT TO BAR APPROVAL
RETAIL FRONTAGE WITH LOBBIES FOR UPPER LEVEL USES
96' MAX. HEIGHT
106' MAX. HEIGHT
116' MAX. HEIGHT
EXTENT OF FAA HEIGHT LIMIT
FOUR MILE RUN
US ROUTE 1
LANDBAY "K"
LANDBAY "G"
LANDBAY "A" CRESCENT GATEWAY NEIGHBORHOOD
LANDBAY "2" MARKET NEIGHBORHOOD
LANDBAY "3" METRO SQUARE NEIGHBORHOOD
LANDBAY "E"
CSX RAILROAD CORRIDOR
POTOMAC GREENS PARK
JEFFERSON DAVIS HIGHWAY
U.S. ROUTE 1
MAIN LINE BLVD
EXISTING PROPERTY LINE
100 YEAR FLOOD PLAIN @ ELEVATION 12


GEORGE WASHINGTON MEMORIAL PARKWAY
WMATA BLUE/YELLOW LINE
CSX TRACKS
APPROXIMATE LOCATION OF NEW WMATA TRACKS
APPROXIMATE LOCATION OF NEW WMATA PLATFORM
AREA SUBJECT TO BAR APPROVAL
AREA SUBJECT TO BAR APPROVAL
POTOMAC AVENUE
FOUR MILE RUN
US ROUTE 1
POTOMAC YARD CENTER
POTOMAC YARD CENTER
EAST REED AVENUE
LANDBAY "K"
CSX RAILROAD CORRIDOR
LANDBAY "A" CRESCENT GATEWAY NEIGHBORHOOD
LANDBAY "3" METRO SQUARE NEIGHBORHOOD
LANDBAY "E"
LANDBAY "G"
POTOMAC GREENS PARK
NATIONAL PARK SERVICE LAND
WMATA TRACKS
100 YEAR FLOOD PLAIN @ ELEVATION 12
100 YEAR FLOOD PLAIN @ ELEVATION 12
JEFFERSON DAVIS HIGHWAY
U.S. ROUTE 1
EXISTING PROPERTY LINE



	COMMERCIAL		HOTEL		RESIDENTIAL	
	RETAIL	OFFICE	AREA	ROOMS	AREA	UNITS
BLOCK 4*	SCHOOL SITE					
BLOCK 7	14,300				198,800	193
BLOCK 10	38,300				215,100	204
BLOCK 14	8,000				171,750	160
BLOCK 15	62,600					
BLOCK 18	16,500				188,600	175
BLOCK 19	124,800					
BLOCK 20	14,700	117,500	70,100	120		
BLOCK 8/11 (NEW RETAIL)	11,600					
SUBTOTAL BY USE	290,800	117,500	70,100	120	774,250	732
SUBTOTAL	408,300		70,100		774,250	
TOTAL	1,252,650					

* PER CDD: BLOCK 4 RESERVED FOR SCHOOL SITE



	COMMERCIAL		HOTEL		RESIDENTIAL	
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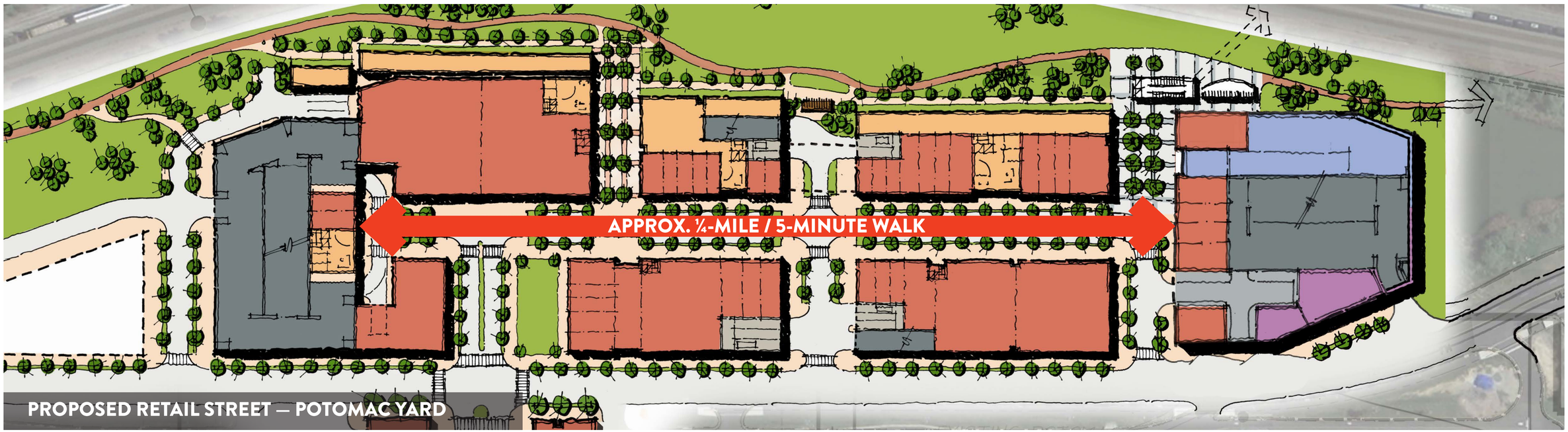
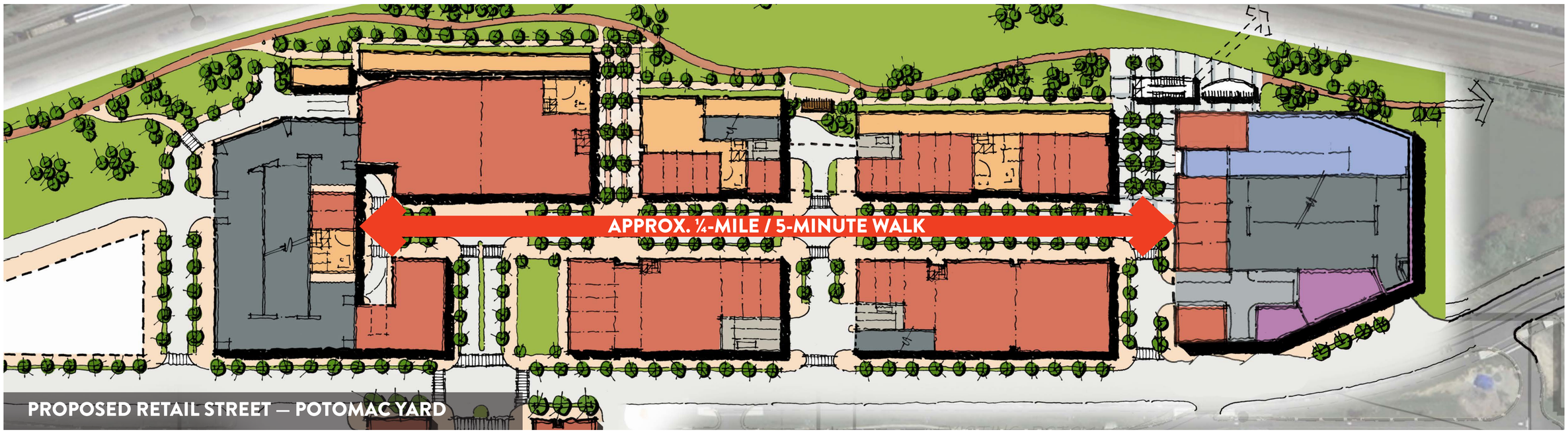
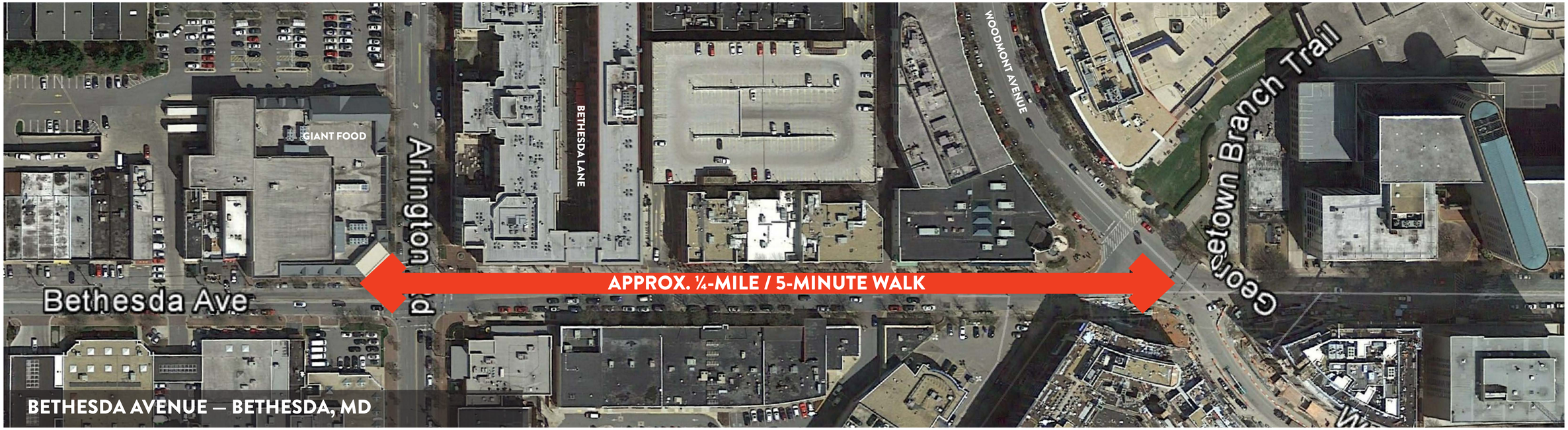


PROPOSED RETAIL STREET — POTOMAC YARD

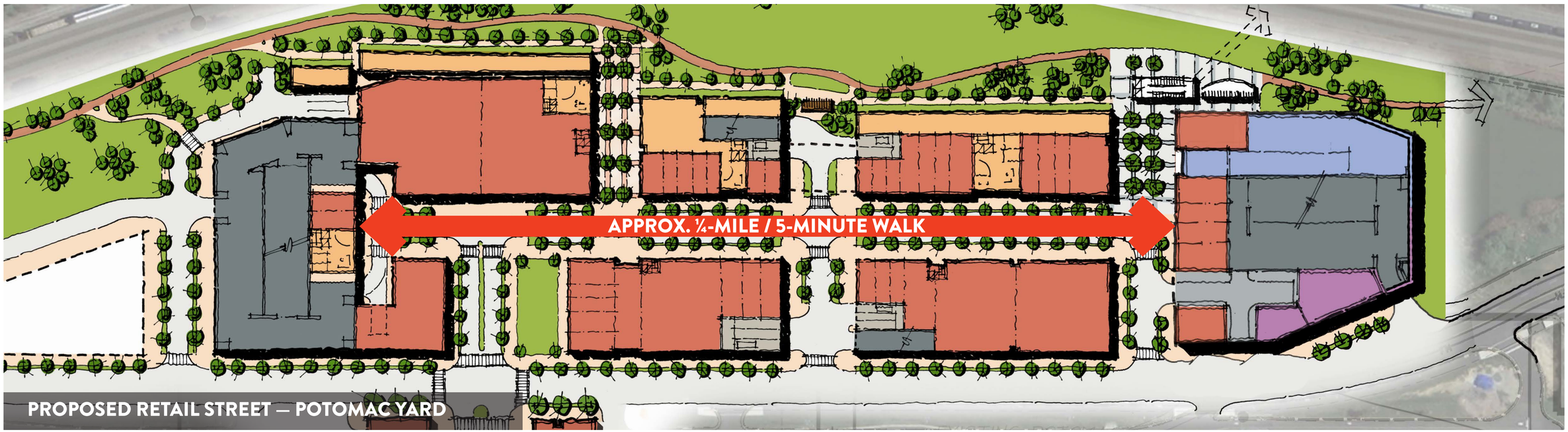
KING STREET — ALEXANDRIA, VA



PROPOSED RETAIL STREET — POTOMAC YARD

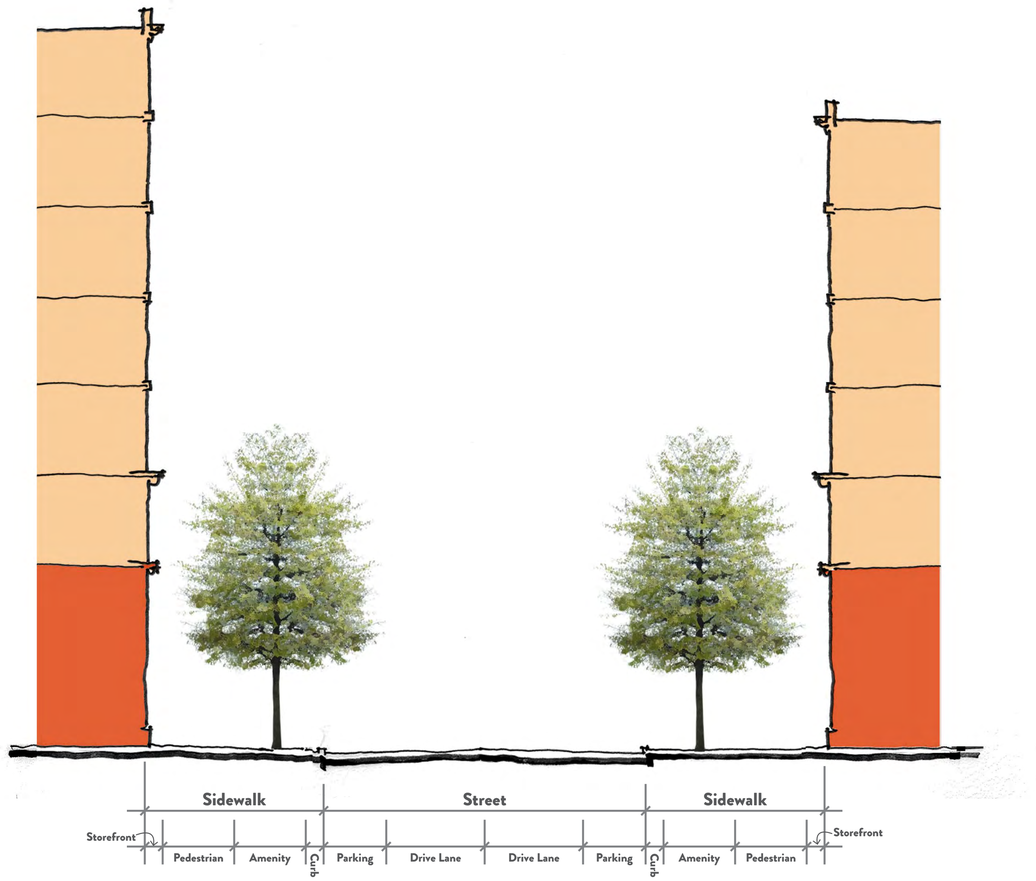


BETHESDA AVENUE — BETHESDA, MD

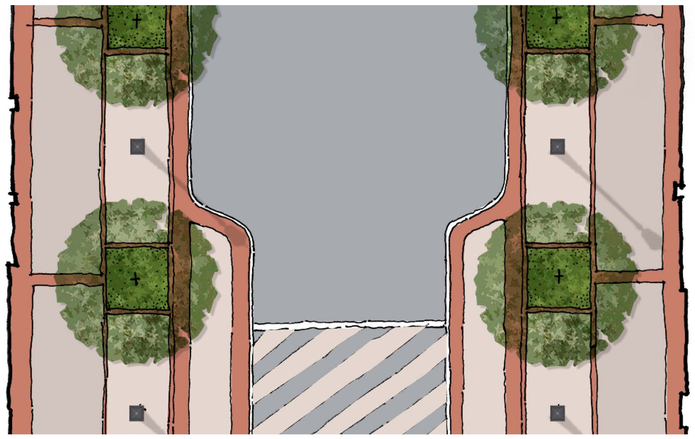


PROPOSED RETAIL STREET — POTOMAC YARD

CAMPBELL AVENUE — SHIRLINGTON, VA

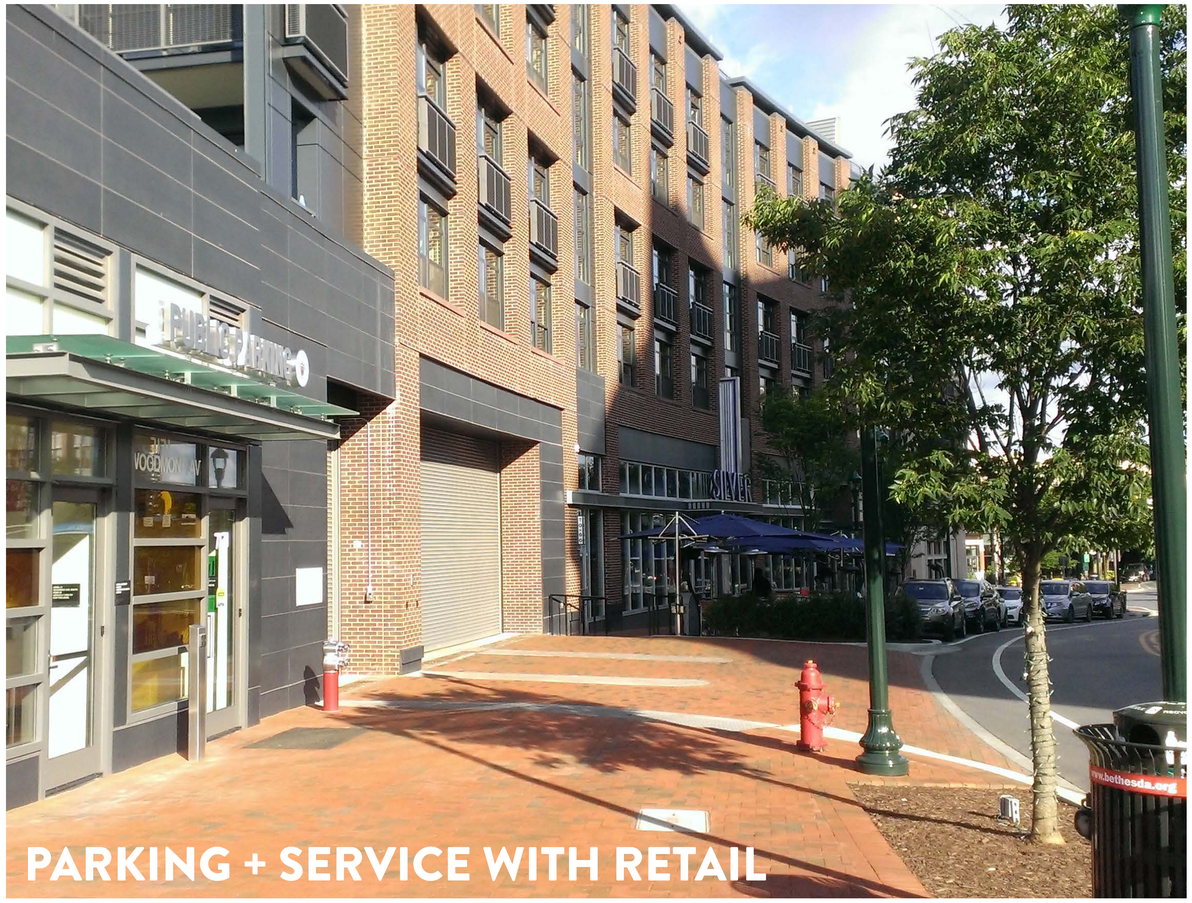

Sidewalk
Street
Sidewalk
Storefront
Pedestrian
Amenity
Curb
Parking
Drive Lane
Drive Lane
Parking
Curb
Amenity
Pedestrian
Storefront

VILLAGE
RETAIL MAIN STREET

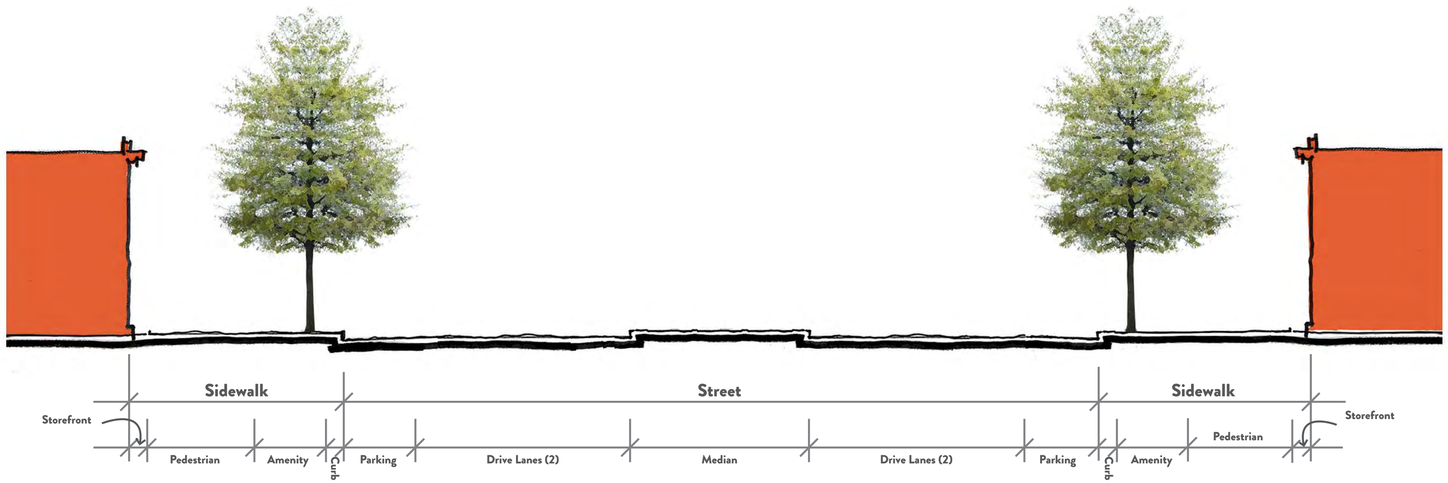


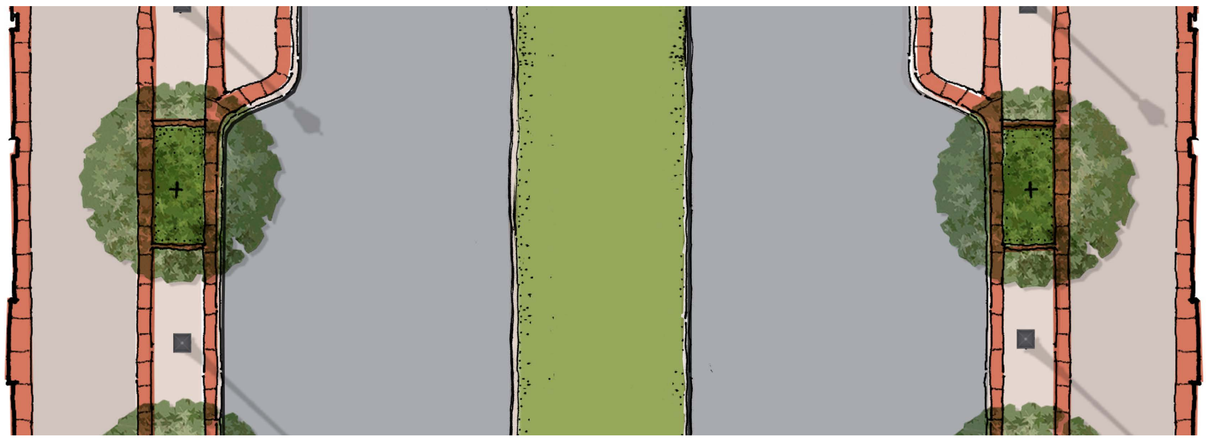
KEY PLAN SCALE
50'
100'
200'

Sidewalk
Street
Sidewalk
Storefront
Pedestrian
Amenity
Curb
Parking
Drive Lane
Drive Lane
Parking
Curb
Amenity
Pedestrian
Storefront

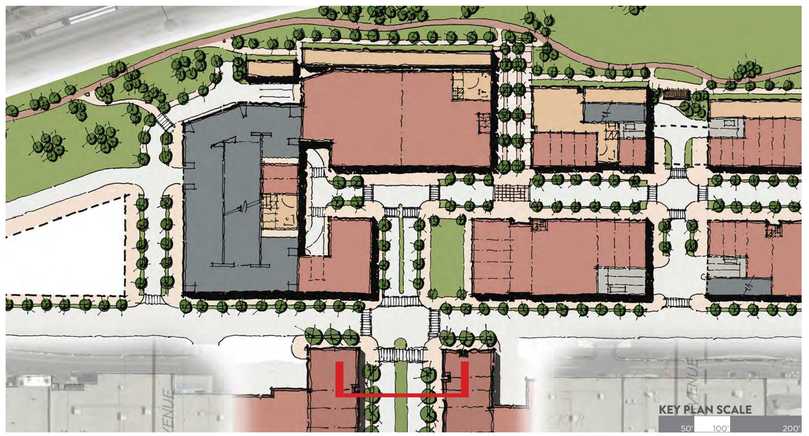

PARKING + SERVICE WITH RETAIL

KEY PLAN SCALE
50'
100'
200'


Sidewalk
Street
Sidewalk
Storefront
Pedestrian
Amenity
Curb
Parking
Drive Lanes (2)
Median
Drive Lanes (2)
Parking
Curb
Amenity
Pedestrian
Storefront



E. REED AVENUE GATEWAY

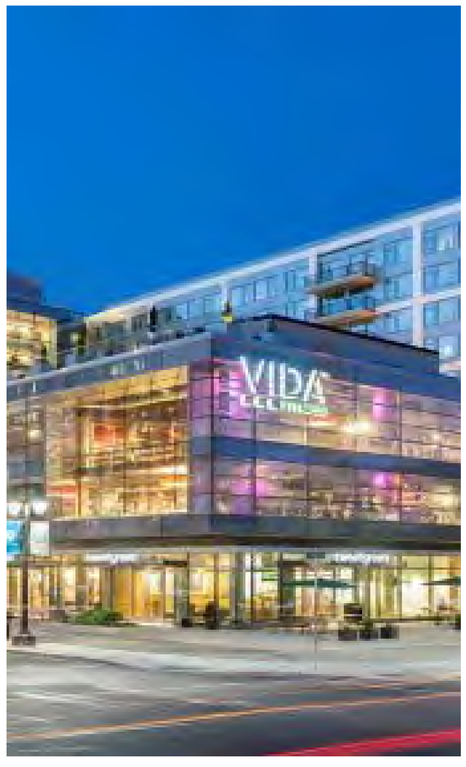

KEY PLAN SCALE
50'
100'
200'

IN-LINE RETAIL FRONTAGE

- Consistent retail base with few neutral piers
- Diversity of styles, colors, and materials
- Tenant-driven; expression of retail identity
- Variety of signage and graphics

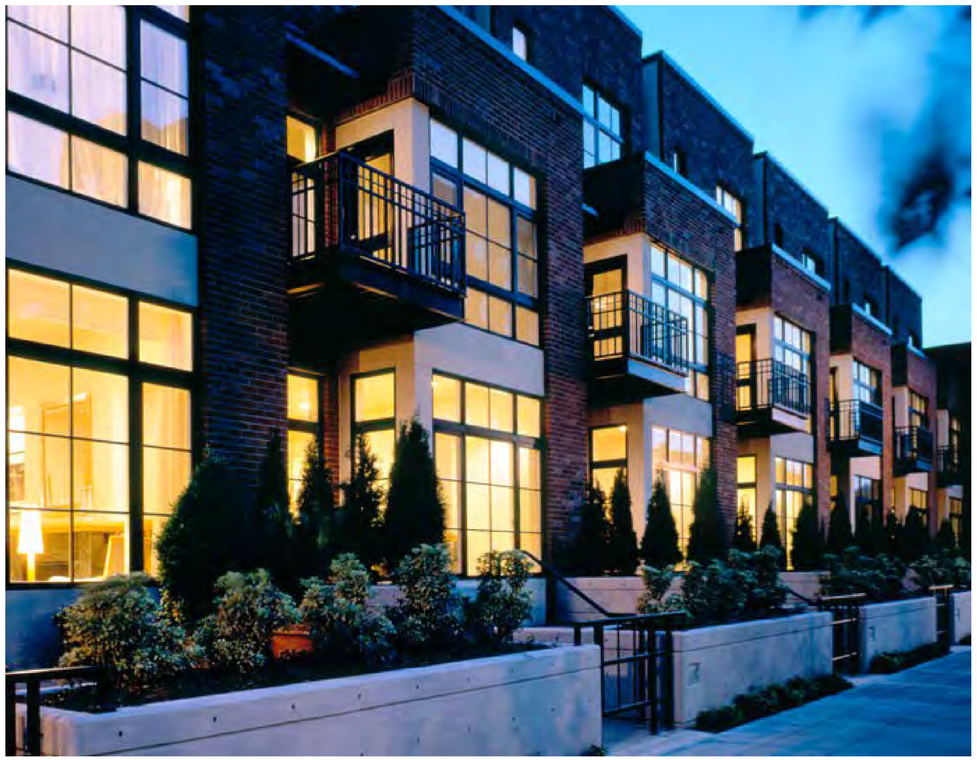
ANCHOR RETAIL FRONTAGE

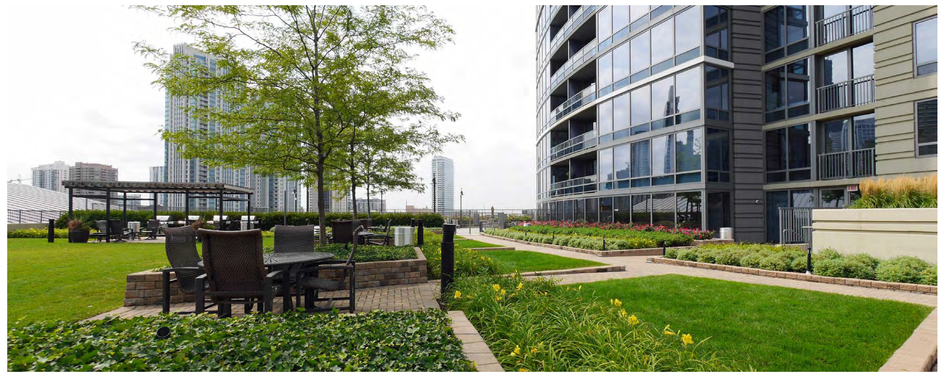
- Well-integrated, large-format retail
- Evenly distributed throughout the development
- Interesting signage and storefronts
- Well-lighted at night to create vibrancy

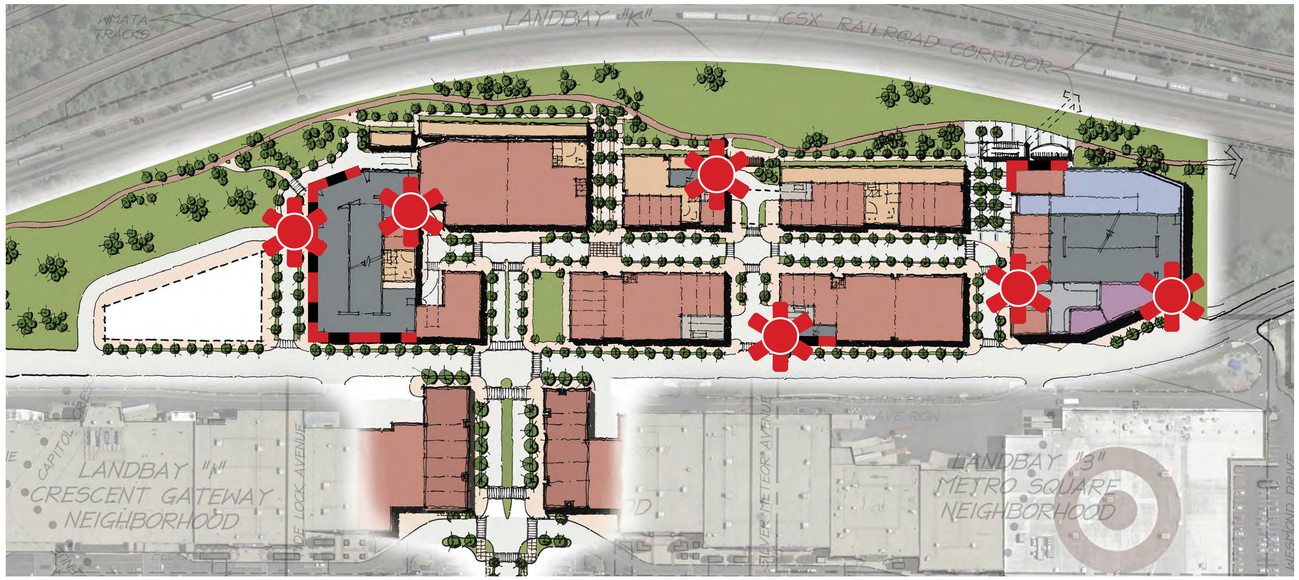


LANDBAY K FRONTAGE

- Potential mixture of architectural styles
- Adds a fine-grain, modulated expression along the park edge
- Reinforces the experiences of neighborhood and retail context
- Incorporate retail uses near Metro and at the end of the pedestrian street
- Activate by locating building amenities along park
- Adequately screen all parking structures

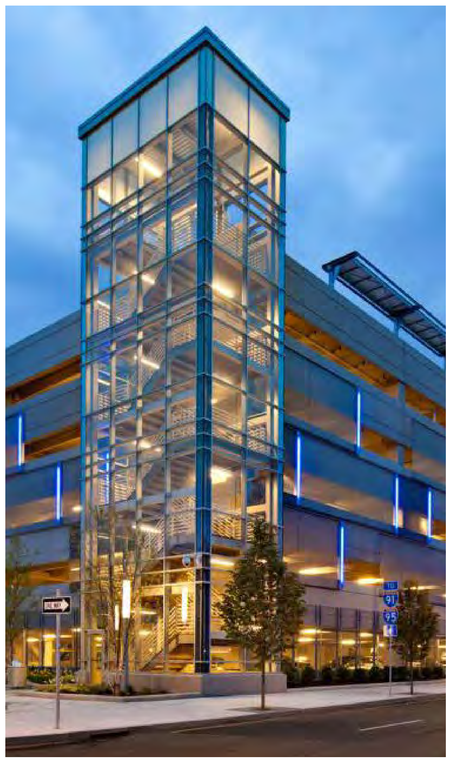






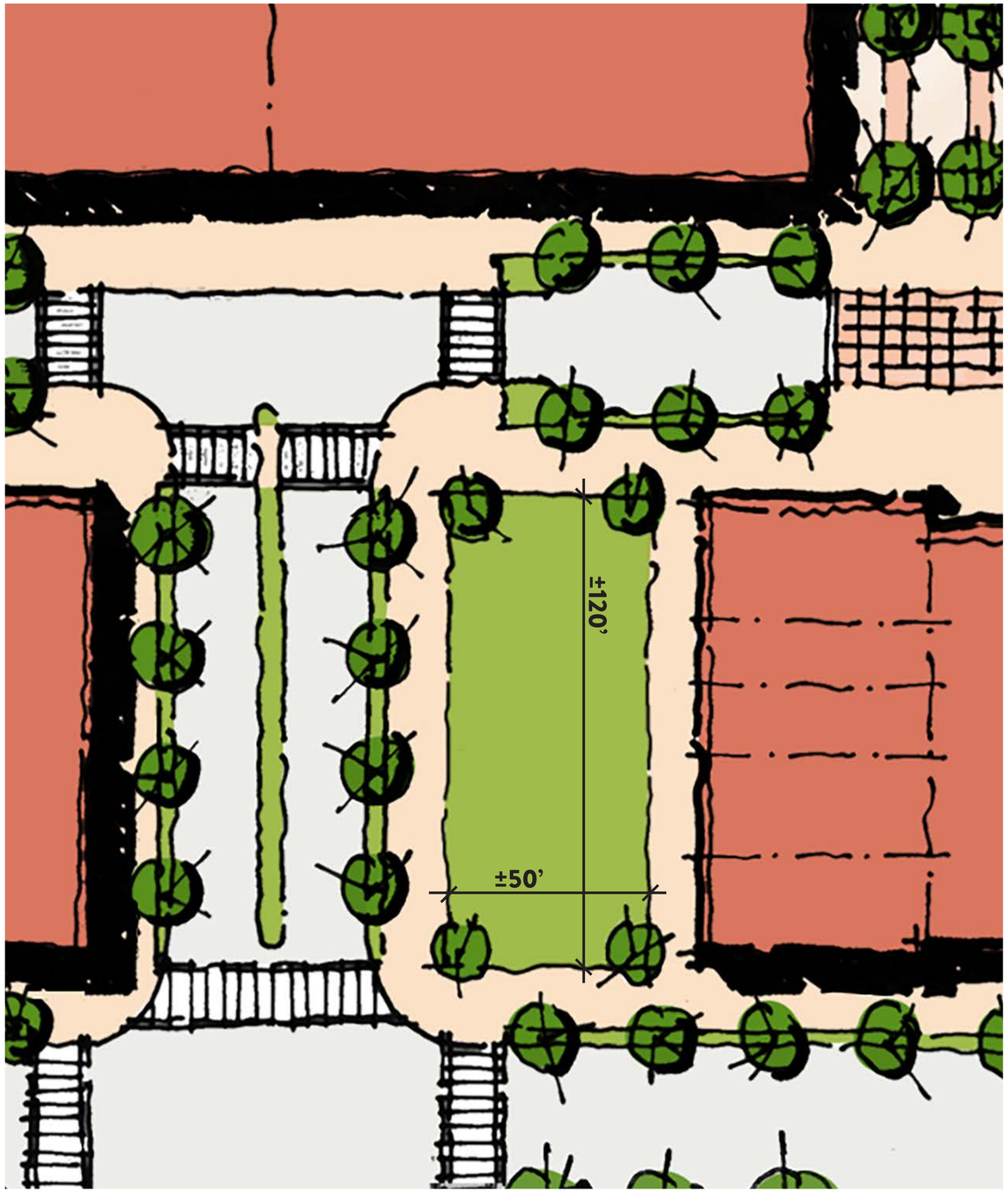
PARKING GARAGES

- High-quality materials and design
- Opportunities for public art at screening elements
- Well-lighted and expansive entrances for easy customer access
- Bold wayfinding signage/graphics at entrances



CONNECTION TO POTOMAC YARD CENTER

- Raised Intersection and Tighter Turning Radii
- Traffic Calming
- Safe Pedestrian Crossing
- Neighborhood Identifier
- Improved Walkability and Pedestrian Connectivity
- Parallel parking along Potomac Avenue prior to full buildout

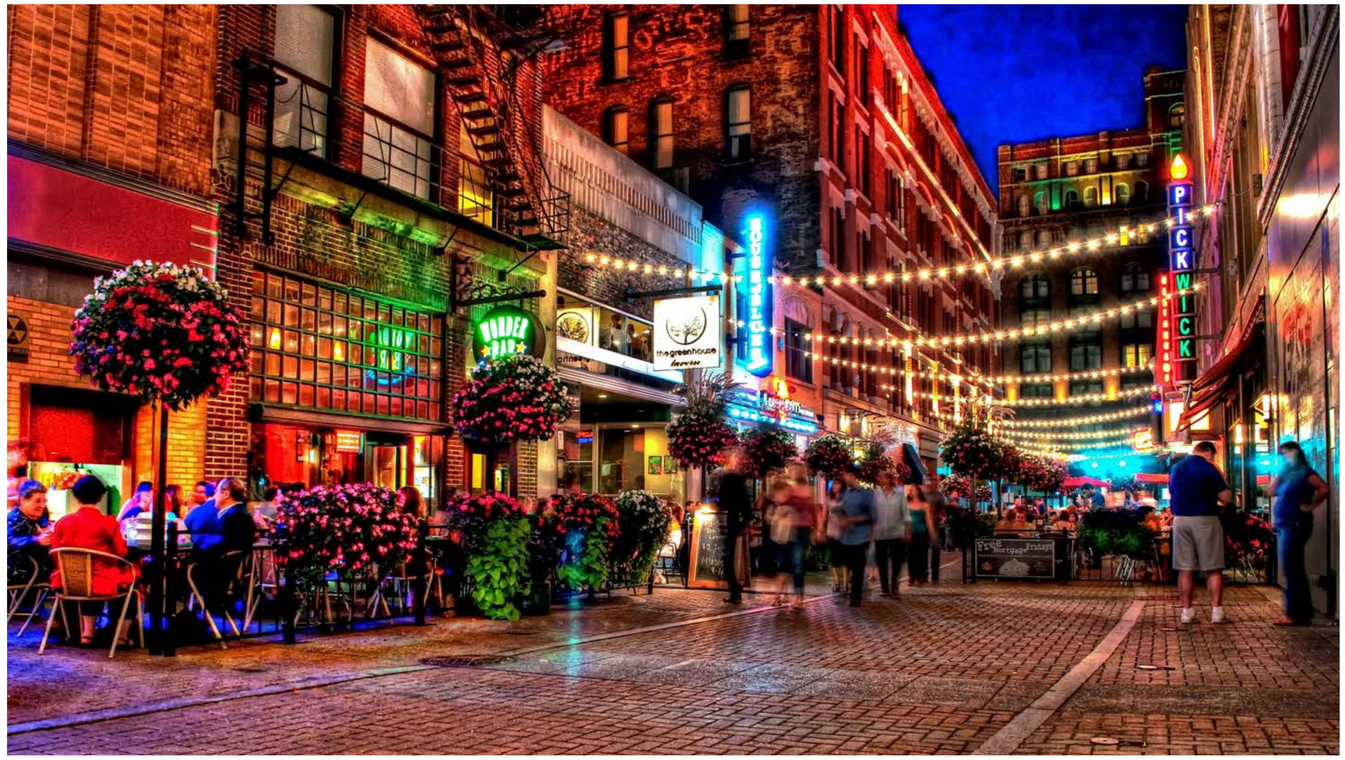


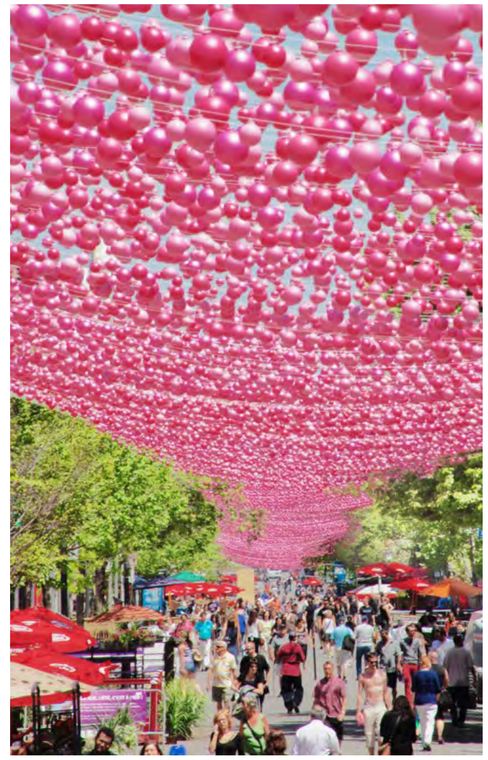
RETAIL PARK

- Flexible Open Space
- Event Programming
- Retail Oriented Seating
- Lawn and Moveable Seating
- Shade and Landscaping
- Warm Paving Materials
- Decorative Lighting
- Public and Private Dining Areas
- Outdoor Community Living Room

PEDESTRIAN STREET

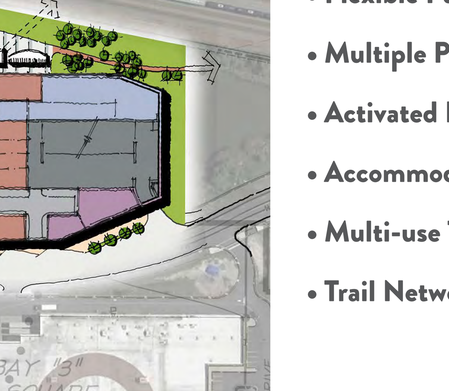
- Pedestrian Focused Street
- Street Furniture
- Street Trees
- Decorative Paving
- Pedestrian Lighting
- Street Art Canopy
- Unique Retail Experience





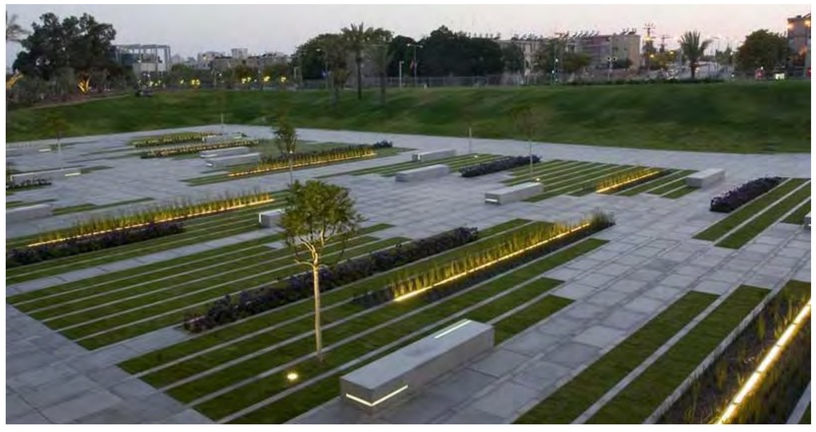
LANDBAY K PARK

- Flexible Public Open Space Integrated with Adjacent Retail District
- Multiple Pedestrian Connections to Landbay K Park from North Potomac Yard
- Activated Public Edge along North Potomac Yard
- Accommodates Active, Passive, and Trail uses
- Multi-use Trail Amenities: Drinking Fountains, Bicycle Repair, Seating
- Trail Network acts as Buffer for Passive Uses



TRANSIT PLAZA

- Metro Transit Oriented Plaza
- Primarily Paved with Elements of Green
- Interactive Kiosk - Maps and Transit and Community Info.
- Seating and Landscaping
- Shade Structures
- Architectural Lighting Elements
- Bicycle Storage
- Distinctive Urban Plaza Experience - Mass Transit Gateway



RETAIL
OFFICE
HOTEL
RESIDENTIAL
PROPOSED BRT ROUTE

APPROXIMATE LOCATION OF NEW WMATA TRACKS
APPROXIMATE LOCATION OF NEW WMATA PLATFORM

GEORGE WASHINGTON MEMORIAL PARKWAY
WMATA BLUE/YELLOW LINE
CSX TRACKS
FOUR MILE RUN
US ROUTE 1
POTOMAC AVENUE
FLEXIBLE METRO RAIL ZONE
LANDBAY "K"
LANDBAY "G"
LANDBAY "E"
CSX RAILROAD CORRIDOR
NATIONAL PARK SERVICE LAND
POTOMAC GREENS PARK
4 SCHOOL SITE
LEE HIGHWAY
LANGSTON AVENUE
TIDE LOCK AVENUE
EAST REED AVENUE
SILVER METEOR AVENUE
EVANS LANE
WESMOND DRIVE
E GLEBE ROAD
100 YEAR FLOOD PLAIN @ ELEVATION 12
TOP OF BANK

TOTAL DEVELOPMENT: 7,525,000 sf total

Retail: 930,000 sf Office: 1,930,000 sf Residential: 1,100,000 sf Hotel: 170,000 sf Flex (Office or Residential): 3,395,000 sf

FOR ILLUSTRATIVE PURPOSES ONLY

Discussion

Framework/Connectivity:

Does the proposed street network enable the type of place envisioned by the 2010 Plan?

Discussion

Open Spaces/Park Edge/Integration:

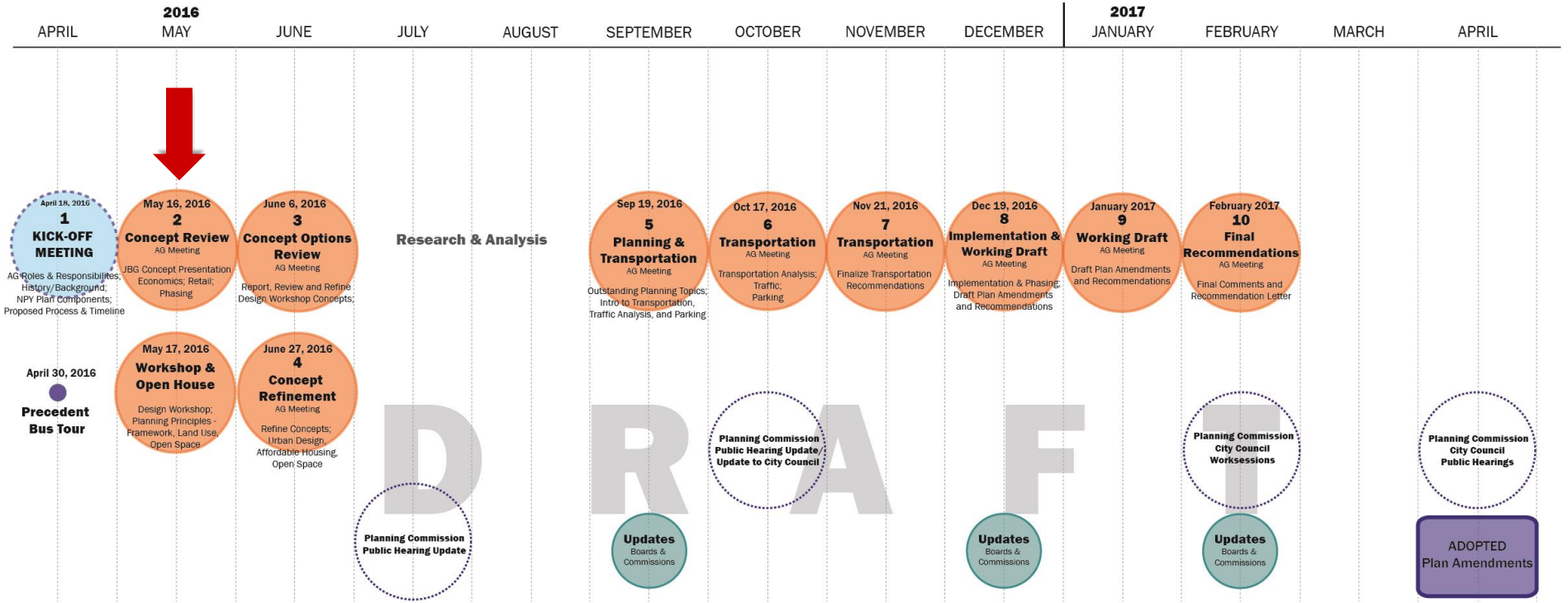
Does the proposed open space enable the open space network envisioned by the 2010 Plan?

Discussion

Metro Integration:

Discuss the pros and cons of the two options presented for parking at the Metro Station.

Advisory Group Work Program
(April 2016 – April 2017)



Next Steps/Upcoming Meetings

North Potomac Yard Workshop & Open House

Tuesday, May 17th, Station at Potomac Yard, Community Room

June Advisory Group Meeting #3

Monday, June 6th, 7:00PM – 9:00PM, Charles Houston Rec Center

Advisory Group Meeting #4

Monday, June 27th, 7:00PM – 9:00PM

Fall 2016 Meetings – Third Mondays