

Online Engagement Opportunity

October 4 – October 13, 2021

Marbella Apartments

New Site Plan #463

1300 and 1305 North Pierce Street (RPC #17-033-006, -009, -016, -017)

Project Webpage: <https://projects.arlingtonva.us/projects/1300-1305-n-pierce-st/>

Agenda Topics

- Site Location and Neighborhood Context
- Land Use/Zoning and Policy Guidance
- Building Form and Height
- Architecture
- Transportation, Parking, and Streetscapes
- Tree Canopy and Landscaping
- Other/Construction/Community Benefits

Development Proposal

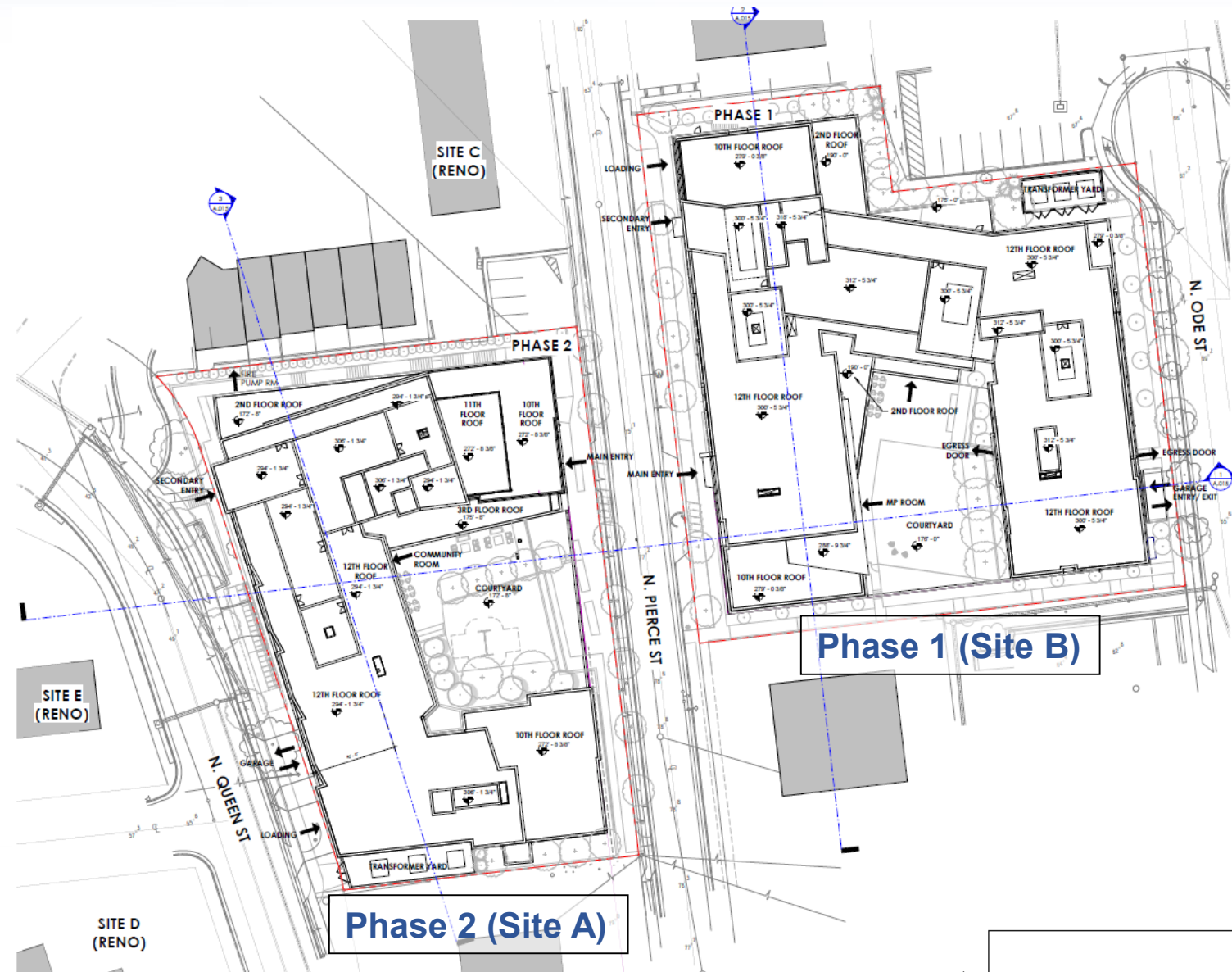
Two Phases

Phase 1 (Site B):

- 325 units (132 senior units + 193 units)
- 339,887 sf GFA (6.6 FAR)
- 12-stories (129' building height)
- 163 parking spaces (0.5 spaces/unit)

Phase 2 (Site A):

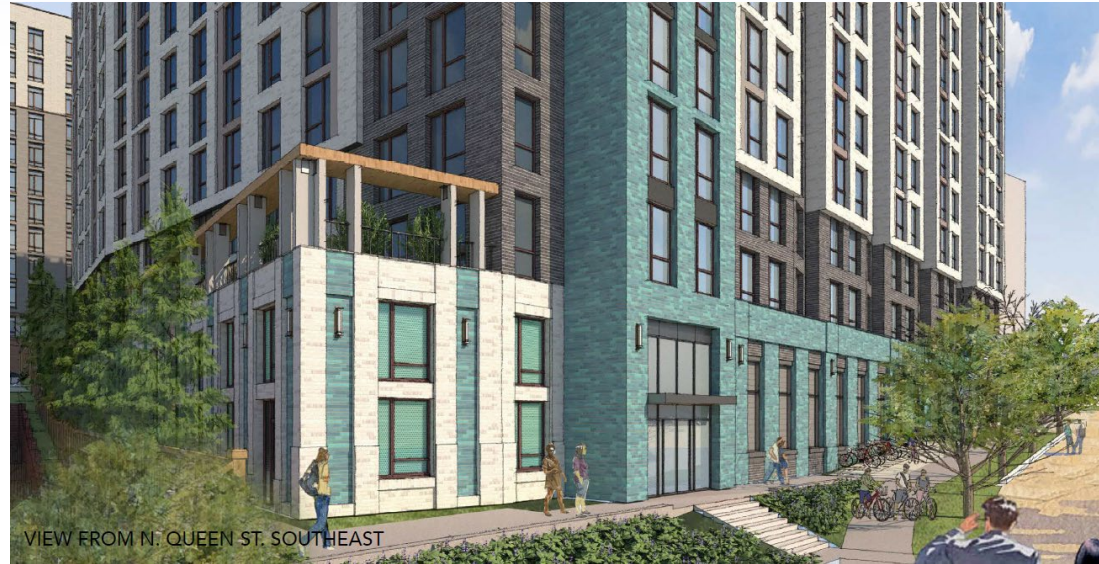
- 236 units
- 268,736 sf GFA (6.5 FAR)
- 12-stories (121' building height)
- 118 parking spaces (0.5 spaces/unit)



Site Location and Neighborhood Context



View from N. Queen Street (looking southeast)



VIEW FROM N. QUEEN ST. SOUTHEAST



View from remaining Marbella Apartments (looking northeast)



VIEW FROM N. QUEEN ST. NORTHEAST

Site Location and Neighborhood Context



View from N. Pierce Street (looking northeast)



N. PIERCE ST. FAÇADE FROM SITE A COURTYARD



View from N. Pierce Street (looking northwest)



VIEW FROM N. PIERCE ST. NORTHWEST

Site Location and Neighborhood Context



Neighborhood Context



Lisa Court Townhouses – View from Queen Street



Lauren Towers – View from Pierce Street



Prospect House – View from Oak Street



Marbella Building to Remain – View from Pierce Street



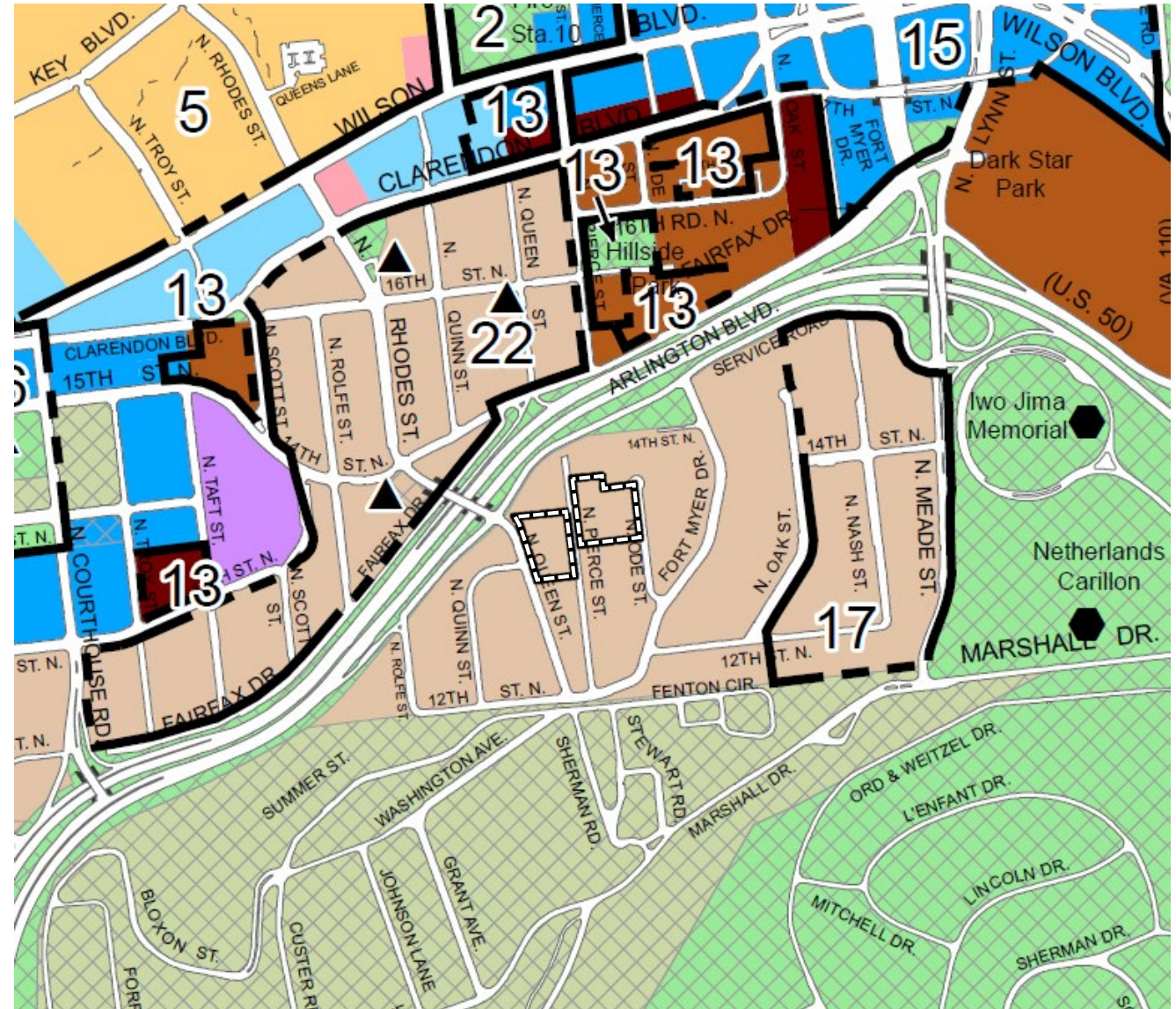
Westmoreland Terrace – View from Ode Street



Flats at Pierce Court – View from Pierce Street

General Land Use Plan (GLUP)

“Medium” Residential (Up to 37-72 units per acre)



Land Use Designation*	Range of Density/Typical Use	Zoning**
Residential		
Low	1-10 units per acre	R-20, R-10, R-10T, R-8, R-6, R-5
Low	11-15 units per acre	R2-7, R15-30T
Low-Medium	16-36 units per acre	R15-30T, RA14-26, RA8-18
Medium	Up to 37-72 units per acre	RA7-16, RA6-15, RA-H
High-Medium	Up to 3.24 F.A.R. (Floor Area Ratio) Residential	RA-4.8
High	Up to 4.8 F.A.R. Residential Up to 3.8 F.A.R. Hotel	RA-H-3.2, C-O Rosslyn

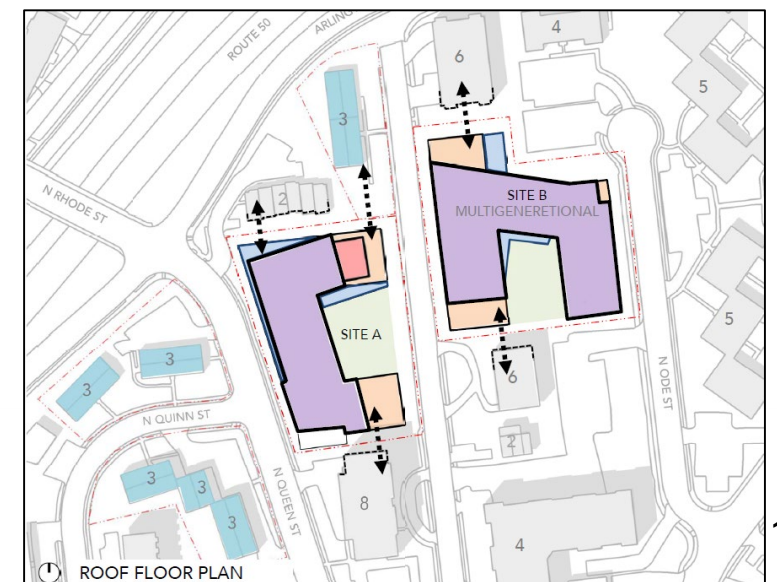
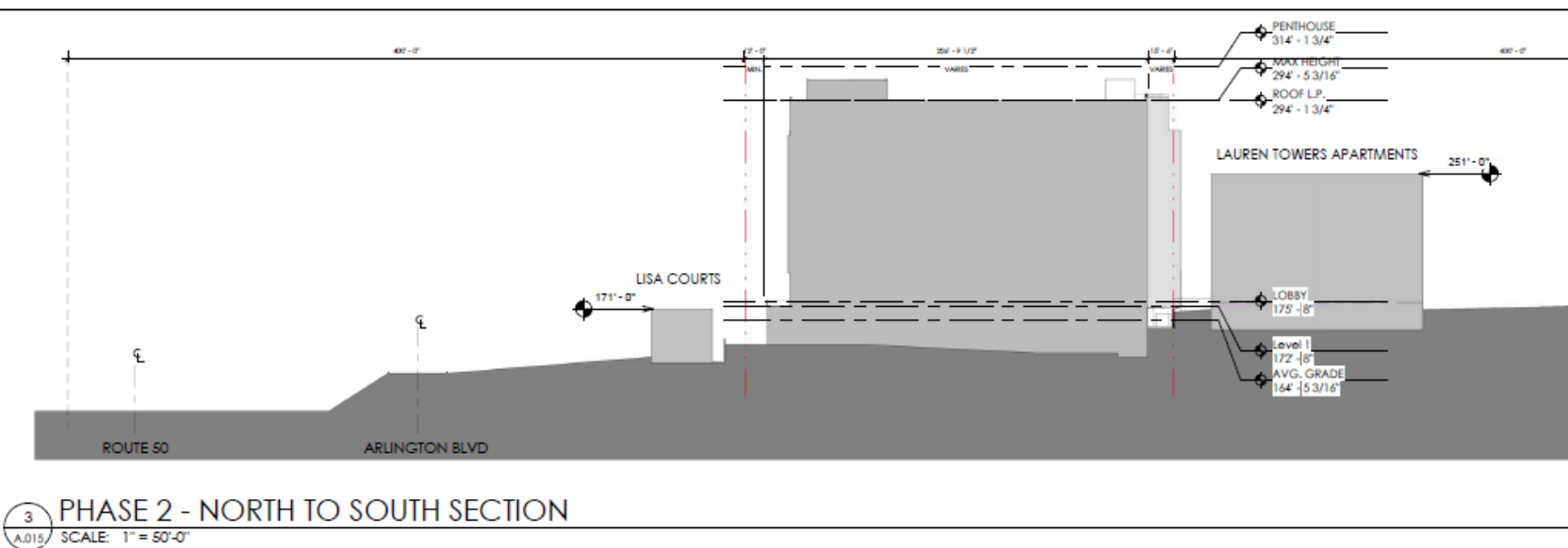
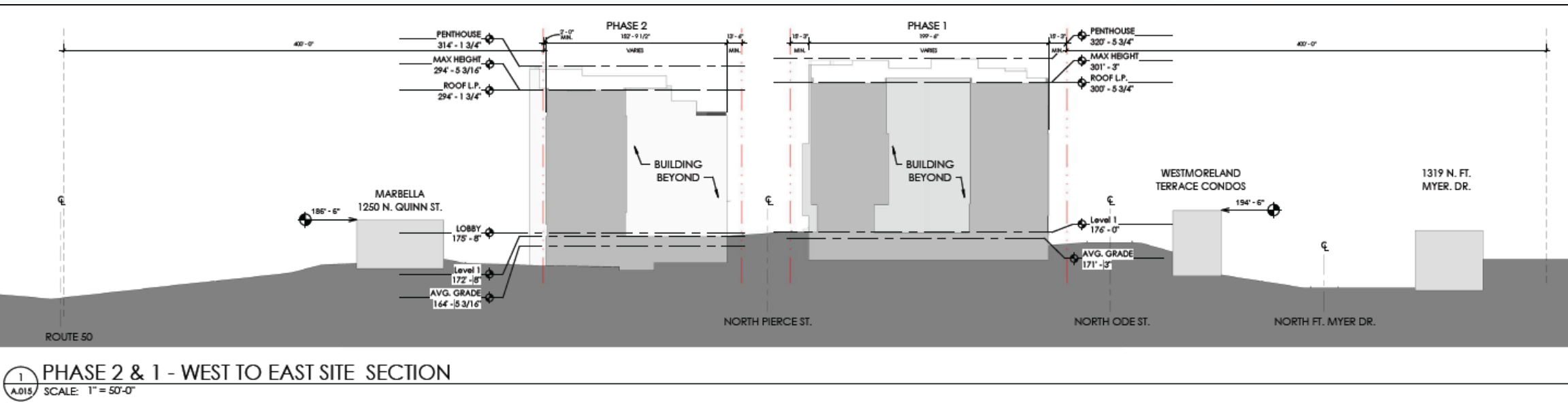
Planning & Policy Guidance

- **Zoning Ordinance Section 15.5.9 Additional building height and density above the zoning district regulations and the General Land Use Plan:**
 - Section 15.5.9.A.3.2 findings: *The applicant's site layout and proposed building heights have been designed in a manner to establish effective transitions to lower density residential neighborhoods, using –*
 - *Site Topography,*
 - *Landscaping,*
 - *Architectural Façade Treatments,*
 - *Graduated Building Heights,*
 - *Increased Setbacks, or*
 - *Other Similar Measures*

- **1982 County Board resolution on views from the National Mall ("Resolution of Concern Regarding Building Heights Related to the National Capital Mall Axis")**
 - NOW, THEREFORE, BE IT RESOLVED that the Arlington County Board will endeavor to maintain approved building heights within the basic site plan heights specified in the Arlington County Zoning Ordinance and, consistent with Virginia law,. will discourage in the Mall Axis the use of bonus provisions for height except in clearly appropriate circumstances
 - AND BE IT FURTHER RESOLVED that the Arlington County Board will encourage developers of high rise structures in these areas to use neutral and non-reflective facades to minimize their visual impact from the Mall area.

- **Multifamily Reinvestment Study (MRS)**: a current study underway to address the housing challenges facing unplanned multifamily areas. The study seeks to address two needs – preserving affordable housing and supporting the development of more housing. Currently, the study is in preliminary planning stages for community engagement.

Building Form and Height



Architecture



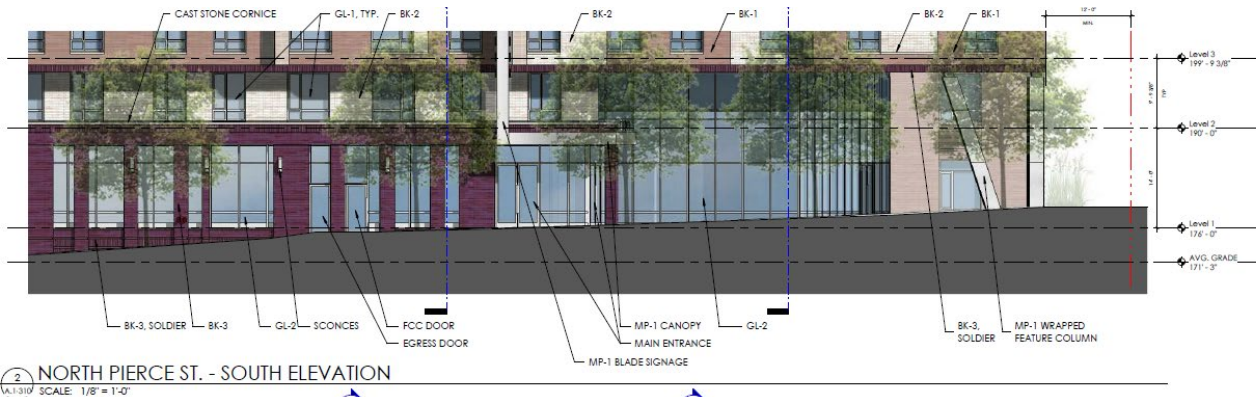
N. PIERCE ST. FAÇADE FROM SITE A COURTYARD



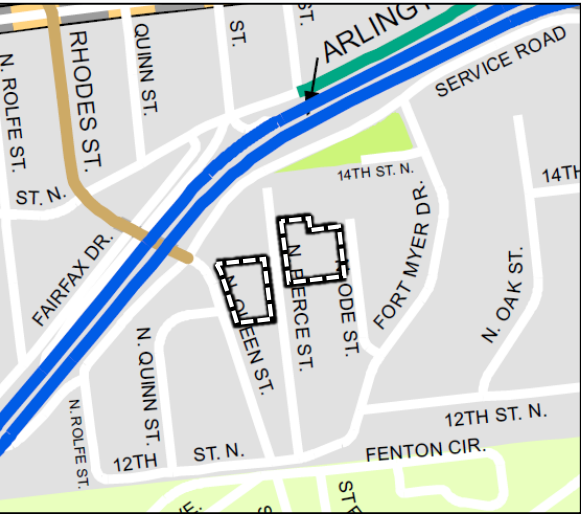
VIEW FROM N. QUEEN ST. NORTHEAST

Phase 1 Building – view looking northeast from N. Pierce Street

Phase 2 Building – view looking northeast from N. Queen Street



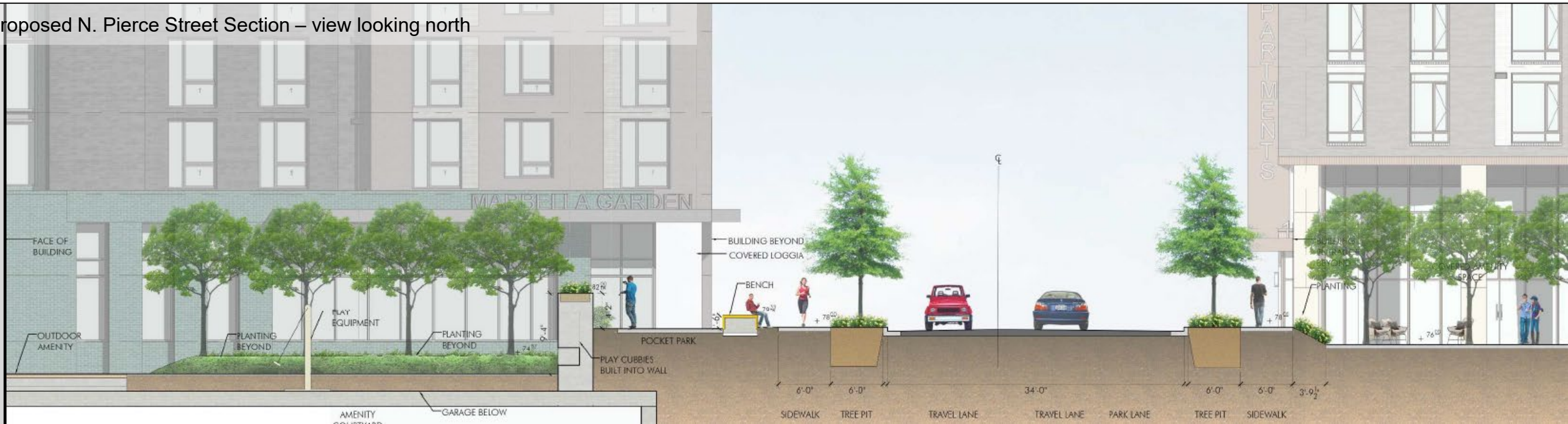
Transportation and Streetscapes



Master Transportation Plan Designation:
Residential Local Street



Proposed N. Pierce Street Section – view looking north



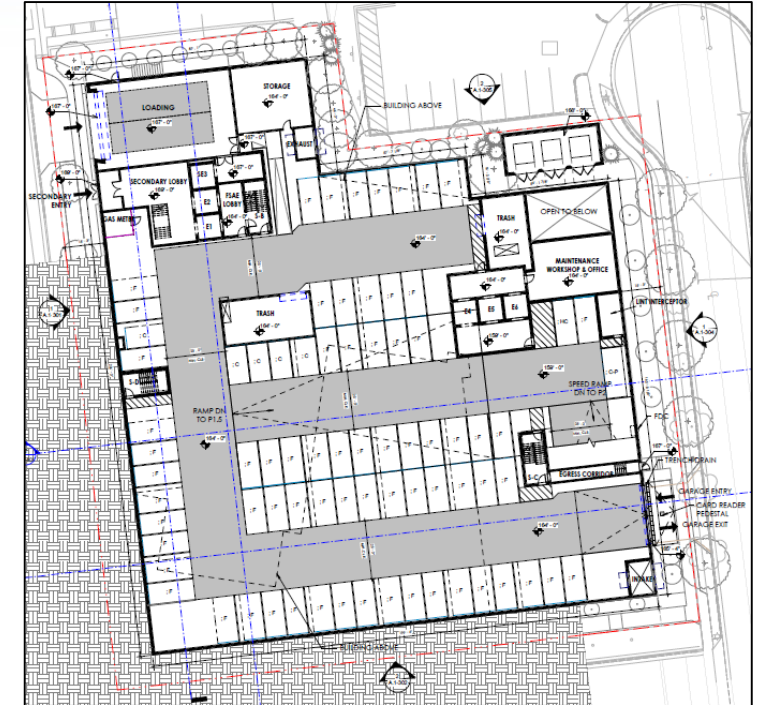
Parking and Loading

Proposed Parking

- Phase 1
 - 163 parking spaces
 - 0.5 spaces/unit
- Phase 2
 - 118 parking spaces
 - 0.5 spaces/unit

Parking approved with recent affordable housing projects:

- **American Legion** (2019; 3445 Washington Blvd.): 0.43 (total) spaces/unit
- **Red Cross Site** (2018; 4333 Arlington Blvd.): 0.66 spaces/unit for Whitefield Commons Apartments; 0.88 spaces/unit for The Cadence building
- **Queens Court** (2017; 1801 N. Quinn St.): 0.6 spaces/unit
- **The Berkeley** (2016; 2900 S. Glebe Rd.): 0.92 spaces/unit
- **Gables North Rolfe Street** (2015; 1307 N. Rolfe St.): 1 space/unit for main residential building; 0.42 spaces/unit for transitional housing program
- **The Springs** (2014; 4318 N. Carlin Springs Rd.): 1 space/unit

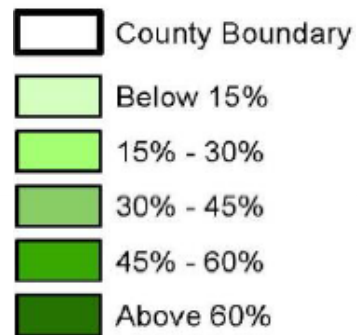
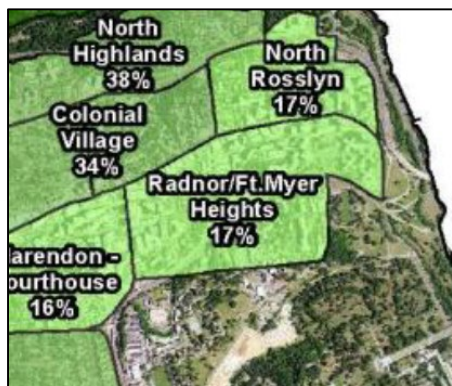
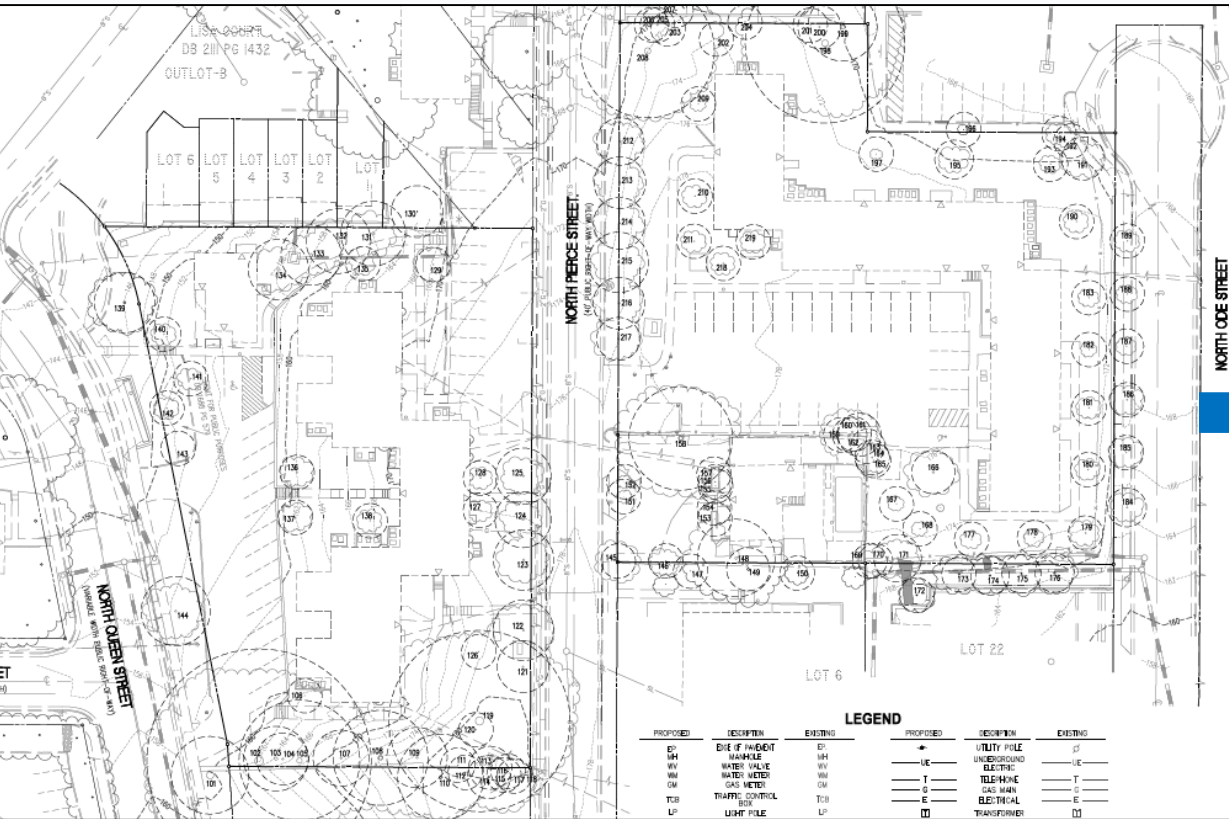


Minimum Parking Requirement Spaces per Unit

	0.2	0.3	0.4	0.5	0.6
Market-Rate	0.2	0.3	0.4	0.5	0.6
60% of AMI	0.14	0.21	0.28	0.35	0.42
50% of AMI	0.1	0.15	0.2	0.25	0.3
40% of AMI	0	0	0	0	0

- Metro Corridors
- Zoning Districts Where Multi-Family Housing Permitted by Site Plan or UCMUD (Excludes "R-C" Zones)

Tree canopy and Landscaping



Urban Tree Canopy Assessment (2017): existing 17% tree canopy coverage for RAFOM neighborhood

Urban Forestry Master Plan (2004): 15% tree canopy coverage goal for central business districts; 25% tree canopy coverage goal for urban residential areas

Community Benefits

Benefits Achieving Additional Density

- 100% affordable housing commitment
- Earthcraft Gold certification

Standard Site Plan Benefits

- Public Art contribution
- Utility Fund contribution
- Streetscape improvements
- Utility undergrounding

Process and Next Steps



Online Engagement Feedback

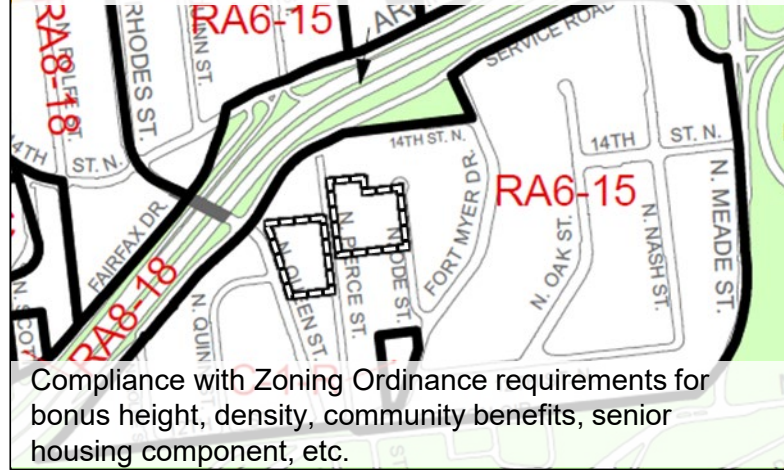
ALL feedback is welcome; please consider focusing your comments to the following topics:

Site Location and Neighborhood Context



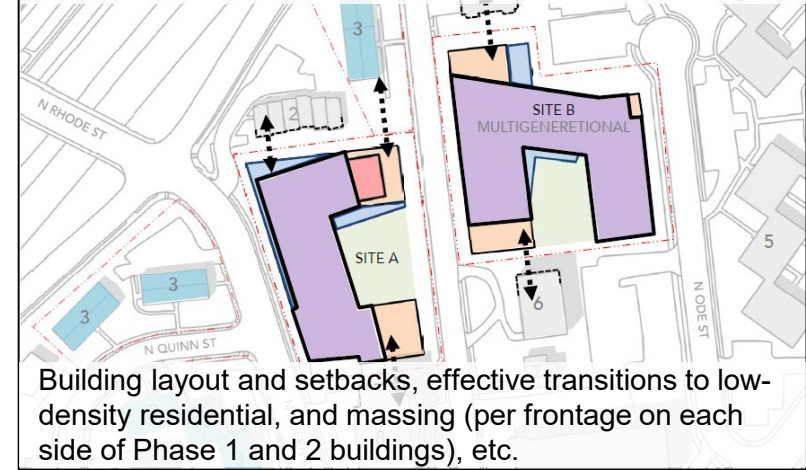
Impacts to adjacent properties, compatibility, topography, etc.

Land Use/Zoning and Policy Guidance



Compliance with Zoning Ordinance requirements for bonus height, density, community benefits, senior housing component, etc.

Building Form and Height



Building layout and setbacks, effective transitions to low-density residential, and massing (per frontage on each side of Phase 1 and 2 buildings), etc.

Architecture



Façade materials, ground floor treatment, etc.

Transportation, Parking, and Streetscapes



Transit access, Pierce Street section, parking ratio, etc.

Tree Canopy and Landscaping



Tree replacement, open space configuration, landscaping buffers to low-density residential, etc.

For More Information

Visit the project webpage:

<https://projects.arlingtonva.us/projects/1300-1305-n-pierce-st/>

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