

Presented to the **Arlington County Board** on November 12, 1997

PENTAGON CITY PLANNING TASK FORCE

November 7, 1997

Hon. Ellen M. Bozman, Chairman Arlington County Board #1 Courthouse Plaza Arlington, Virginia 22201

Dear Mrs. Bozman:

It is a pleasure to transmit to the Board the report of the Pentagon City Planning Task Force which you created on October 4.

The Task Force has done a great deal of thoughtful work in a short time, with the cooperative involvement of all members and impressive, tireless support from the staff. While we have not reached consensus on all points, we have arrived at important areas of agreement, clarified the outstanding issues, and built a foundation for continuing work.

We look forward to discussing this with you and obtaining the Board's feedback and guidance on November 12.

Sincerely,

Carrie Johnson

Chair

Encl.

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I. INTRODUCTION and SUMMARY

A. TASK FORCE CREATION AND CHARGE

The Pentagon City area of Arlington County, located just south of the Pentagon and west of Crystal City, is the scene of one of Arlington's pioneering commitments to planned development around a Metro station. The 1976 approval of the Pentagon City Phased Development Site Plan [PDSP] and related General Land Use Plan and zoning changes laid the foundation for a long-term effort to build a new urban center with a dynamic mix of residential units, hotels, offices and retail establishments. Two decades later that vision, as modified in the mid-1980s, has been partly but not wholly realized.

The recent submission of a development proposal for part of the PSDP area has raised questions about the future direction of Pentagon City and about county planning generally. Because of the broad community importance of these issues, the Arlington County Board decided to create an ad hoc group to undertake a broad review of planning for all unbuilt portions of the PDSP, plus the Pentagon Centre/Price Enterprises block.

Accordingly, on October 4, 1997, the County Board established the Pentagon City Planning Task Force and charged it with the following responsibilities:

- Review the approved Phased Development Site Plan (PDSP) and agree on a reasonable build-out scenario for this area based on the approved PDSP.
- Identify and develop a framework of planning principles for the development of the remaining
 unbuilt portions of Pentagon City (including the central area which contains the Pentagon
 Centre [Price Costco] site), and identify at least two and not more than three additional buildout scenarios which meet these principles and address community interests.
- Report to the County Board on the group's findings and get County Board comments and direction on the principles and scenarios.
- Forward the comments and direction received from the County Board to the Site Plan Review Subcommittee (SPRS), which will review the pending development proposal to see how it fits in with the recommended principles.

^{*} The pending proposal, by Federal Realty Investment Trust and K.S.I. Services, Inc., is to develop a mixed-use residential and retail complex on the site bounded by 15th Street South, South Joyce Street, Army Navy Drive, and the Pentagon City Fashion Centre [PDSP Parcels 1a & 2a].

The Board emphasized that the Task Force should attempt to reach consensus and present up to three options. The Board also adopted a timetable requiring the panel to meet intensively in October and present its conclusions to the Board at a work session on November 12.

B. TASK FORCE COMPOSITION

The County Board appointed 18 Task Force members, including representatives of the Planning Commission (4 members), Transportation Commission (2), Economic Development Commission (1), Aurora Highlands Civic Association (2), Arlington Ridge Civic Association (2), residents of neighboring multi-family residential communities (4), ownership interest of the PDSP area (1), ownership interest of the Pentagon Centre site (1), and the applicant Federal Realty Investment Trust (1). Carrie Johnson, Chair of the Long-Range Planning Subcommittee of the Planning Commission, was named as Task Force chair.

Arlington County professional staff have provided staff support. Architects from the firm of RTKL, Inc. have assisted in preparing drafts of concept plans and development scenarios.

C. TASK FORCE MEETINGS

The Task Force has met five times, on October 7, 14, 21, and 28, and November 6, 1997. All meetings have been open to the public and have attracted observers, including representatives of the Southhampton condominiums. Materials prepared for the Task Force, detailed summaries of meetings, and information gathered for earlier community forums have been provided to interested citizens on request.

A number of Task Force members also took part in two informal tours: a walking tour of Pentagon City on October 12, and a "rooftop tour" on October 26 to see perspectives and views from the MCI offices and from Ridge House.

D. TOPICS ADDRESSED

Within serious time constraints, the Task Force has addressed to some extent many of the central issues presented by the evolution of Pentagon City so far. These topics include:

- the pros and cons of development in the area to date;
- which aspects of the approved PDSP remain to be implemented;
- what possible build-out scenarios might contain;
- what new concepts or visions might be applied to the area, without regard for practical constraints;

- in what ways, if any, planning principles and goals in the adopted PDSP should be changed or clarified;
- what uses, policies and possible tradeoffs could be included in alternate development scenarios for the area's remaining sites:
- what issues of county policy and process are raised by considering uses and densities different from those in the approved plan; and
- which topics require more analysis, consideration, and community discussion than the current timetable has allowed.

E. SUMMARY

The Task Force has reached general agreement on a number of broad planning principles and policies, and on important elements of good urban design. However, more work in many areas is required. Detailed studies of key aspects such as traffic and pedestrian circulation remain to be pursued. There has not been time to review various development scenarios and their underlying assumptions as carefully as many would like. Nor has the Task Force discussed the nature or implications of the changes in the General Land Use Plan and zoning required by the alternative scenarios.

Despite the shared goal of developing a successful mixed-use community, there is still significant lack of agreement on the means to that end, such as appropriate mixes of residential and retail, the allocation of densities among parcels within the PDSP area, and how to heighten a sense of community.

Accordingly, consensus has not yet been achieved on the central issue of to what degree, if any, the PDSP should be modified to accommodate tradeoffs between unbuilt residential and additional commercial or office uses. Some Task Force members support the concept of exchanging some residential units for other uses, but emphasize that the appropriate formula or exchange rate for such a conversion would be a crucial topic for future discussion.

The three general perspectives within the group are summarized on pages 12-13 below.

Where major differences remain, discussions have helped to clarify outstanding concerns and build a foundation for future efforts to bring together the diverse perspectives and interests involved.

The Task Force's work has been enriched by members' patience and cooperative attitudes, by participants' first-hand knowledge of the area and its recent history, and by the expertise, creativity and stamina of the supporting staff.

F. ABOUT THIS REPORT

The following pages sum up the Task Force's findings and the recommendations that have been reached. Where differences remain, the report addresses some unresolved questions and members' major concerns, in order to convey a fair, if sketchy, picture of the range of opinions within the group on the subjects addressed.

All Task Force members have had the opportunity to review and contribute to this report. Regrettably, the tight schedule has precluded comment on a draft by the general public or by the civic associations, commissions, and other entities that Task Force members represent. As community discussion goes on, we hope that this report will help stimulate sensible thinking about the future of an important sector of Arlington.

II. A VERY BRIEF HISTORY OF PENTAGON CITY

The area just south of the Pentagon was a sprawl of vacant lots and industrial sites in 1946. when the Cafritz and Tompkins families, DC-based real estate investors, acquired 190 acres between Arlington Ridge Road and Route 1. Development proceeded slowly for a quarter-century. In the early 1950s, the owners built the row of warehouses still standing between South Fern and Eads Streets. The block bounded by Fern, 15th, Hayes and 12th Streets was sold to Western Electric (and is now the Price Enterprises site). Parcels east of Eads Street were spun off to hotel and apartment developers. West of Joyce Street, the Cafritz-Tompkins partnership built the three River House apartment complexes, which opened in the early 1960s.

Change accelerated in the early 1970s when Arlington County began to shape comprehensive, Metro-related development plans. In a series of studies of the Jefferson Davis Corridor, the area that became known as Pentagon City was identified as a station area with potential for coordinated, higher-density, mixed-use development. The southwestern portion of the Cafritz-Tompkins property, next to an existing park and the Aurora Highlands neighborhood, was earmarked for future recreational use.

After many studies and much community debate, the Pentagon City Phased Development Site Plan (PDSP) was approved by the County Board in February 1976. With related changes in the General Land Use Plan and zoning, the PDSP set the parameters for balanced development of 116 acres around the new Metro station with a mix of office, commercial, and residential units. The plan did not include the Western Electric block because that property's owners preferred to keep the property planned and zoned for industrial use.

The first projects to materialize were the Claridge House and nursing home for senior citizens and the Southampton condominiums south of 15th Street. Office development northeast of the Metro station began in the early 1980s. In 1984, the County Board amended the PDSP to facilitate construction of a regional mall. Important aspects of that action included reconfiguring the parcels within the PDSP, shifting the allocation of residential densities, and concentrating all unused commercial density on the mall site. Within several years the Fashion Centre, Ritz Carlton Hotel, MCI office building and Parc Vista apartments filled the west side of Hayes Street. In 1993, the conversion of the idled Western Electric property into the Price Club/Pentagon Centre, a by-right retail development, added another element to the increasingly busy scene.

The following chart and map show the densities approved, built and remaining for each parcel of the PDSP, plus the Price Enterprises site. A chronology of the PDSP and amendments is attached as an appendix to this report.

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Pentagon City Phased Development Site Plan (PDSP) Densities/Use Allocations and Balances As of October 14, 1997

Parcels	Current Approved PDSP Allocations	Final Site Plan (FSP) Total Approved	Balance (Remaining Capacity)	Site Area
1A & 2A	2,176 residential units	0	2,176 residential units	702,779 s.f. (16.1 acres)
1B & 2B	172,000 office s.f. 1,019,300 commercial s.f. 450 hotel units	172,000 office s.f. 1,019,300 commercial s.f 450 hotel units (346 units built)	0 office s.f. 0 commercial s.f 0 hotel units	
1C	1,078,000 office s.f.	1,078,000 office s.f.	O office s.f.	·
1D	882 hotel units 930 residential units	300 hatel units	582 hotel units 930 residential units	445,420 s.f. (10.2 acres)
2C	624 residential units	624 residential units	0 residential units	
3	300 hotel units 1,950 residential units	О	300 hotel units 1,950 residential units	693,030 s.f. (15.9 acres)
4	Park	Park	0	
5	2,500 commercial s.f. 820 residential units	2,500 commercial s.f. 820 residential units	0 commercial s.f. 0 residential units	

Pentagon Centre ("Price Costco"): site area = 731,837 s.f. (16.8 acres)
capacity = 1,097,756 s.f. by right at 1.5 F.A.R.
**not part of PDSP

Remaining Density/Use Capacities in PDSP:

Residential:

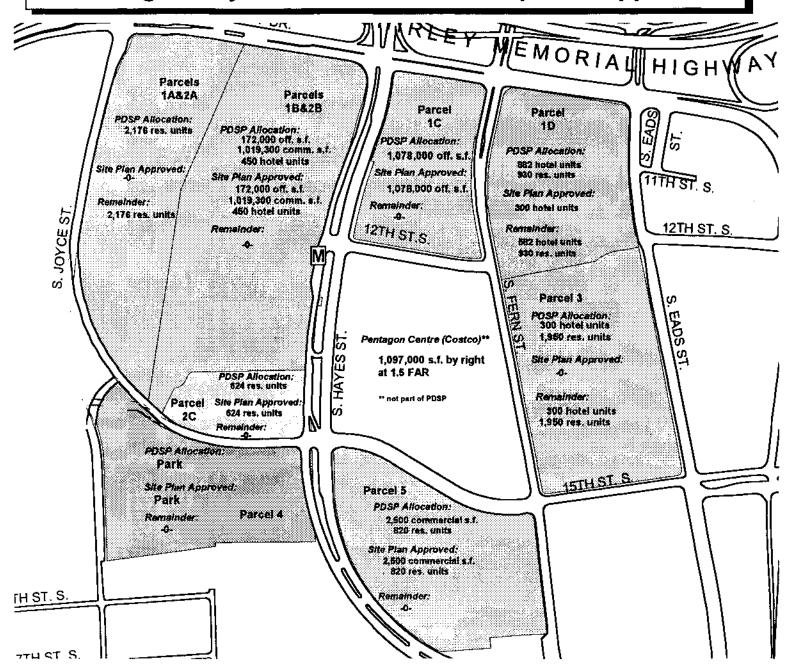
Hotel:

2,176 units in Parce 1A/2A 930 units in Parcel 1D 1,950 units in Parcel 3 582 units in Parcel 1D 300 units in Parcet 3

Total Residential: 5,056 units

Total Hotel: 882 units

Pentagon City PDSP: Current Development Approvals



III. PLANNING GOALS & POLICIES

The Phased Development Site Plan incorporates broad planning goals and objectives, more detailed density allocations, urban design standards, and conditions for implementation. The broad goals of mixed-use development remain fundamentally sound. However, most Task Force members believe that after two decades some adjustments and clarifications seem desirable.

In each section below, the goal or principle as stated in the 1976 plan is set forth in bold italics, followed by Task Force comments on implementation to date and future opportunities and challenges.

A. COMPATIBILITY

Development should be compatible with the surrounding existing uses and projected future growth and uses.

This "good neighbor" principle has been realized in many aspects of Pentagon City development. Lower densities have been placed near the Aurora Hills neighborhood; pedestrian access through the Fashion Centre to Metro has been assured. On the other hand, the neighborhood-oriented retail called for in the Fashion Centre site plan has never materialized to the extent expected by many residents of the area. Nor has the mall's garage been screened to improve the view for residents in the high-rises to the west.

For the future, several aspects of compatibility should have priority. These include:

- Providing some additional neighborhood-oriented stores and services (though issues remain about how much and where)
- Proceeding with construction of residential units
- Improving pedestrian access throughout the area
- Protecting nearby neighborhoods from spillover traffic by restricting the size and locations of any new "magnet" uses, such as destination retail or entertainment, and constraining the capacity of streets such as South Joyce that lead directly into neighborhoods
- Requiring screening of garages, warehouses, mechanical penthouses, commercial lights and the like
- Putting additional parking underground as much as possible

 Reducing the height and density of currently allocated residential development between Joyce Street and the Fashion Centre, to preserve views from existing highrises, increase green space and public areas, and improve transitions between the Arlington Ridge residential area and the Metro-oriented urban center.

B. MIXED-USE DEVELOPMENT

A desirable mix of land uses should be provided; this mix should include office, hotel, residential and commercial uses to create a convenient live-workshop relationship, and to insure twenty-four hour vitality in the new community.

A major retail center should be provided with a variety of commercial uses.

This basic goal has been only partly achieved. All of the authorized office space, all of the commercial square footage (plus interior mall space) and two hotels have been constructed, but only about 5% of the approved residential units have been built. The area around the Pentagon City Metro station has become an attractive place to work and shop, but the "live" element is still mostly missing. The PDSP area is not yet the "new community" envisioned twenty years ago.

As Arlington's flagship retail asset, the Fashion Centre is a tremendous success. As a central element in a new urban center, its impact is more mixed. Regional retail has taken precedence over convenience stores. Regional traffic, including tour buses, complicates pedestrians' life. Moreover, the PDSP changes made to accommodate the Fashion Centre – specifically the realigning of parcels and the consolidation of commercial density in one place – have pushed most residential development away from the center and created large blocks of single uses instead of a more finely grained urban mix.

For the future, we recommend three priorities:

- Construction of residential units should proceed
- More neighborhood and community service retail should be provided
- Projects should promote community vitality and foster a sense of place

While agreeing on these broad objectives, Task Force members have not reached consensus on how they should be attained. [See section G, IMPLEMENTATION, below.]

The group has tried repeatedly to define what constitutes a community 's center or "heart," that location or other source of identity and vitality that many believe Pentagon City still needs. Possible ingredients include an accessible, inviting park or other space where people can gather; a mix of cultural, recreational and limited commercial attractions and activities for all ages, and an ambience more community-oriented and neighborly than a major mall.

The intended center of Pentagon City is the Metro station, with its entrances at South Hayes and 12th Streets. The entrance on the Price Enterprises block should be greatly improved – with a new plaza, rich landscaping, and public art or other features — when that property is redeveloped, if not before then.

There is also broad, though not unanimous, Task Force interest in renovating 12th Street as a primary spine or axis of pedestrian-oriented activity. Under this concept, the block between Hayes and Fern Streets would be redesigned with a special streetscape and sidewalk-oriented activities such as small shops, restaurants and perhaps entertainment. To extend this axis, 12th Street would be extended from Fern to Eads Street, either as a street or at least as a pedestrian way. A similar "heart" of appropriate scale could be developed at Joyce Street on the same east-west axis with a more appealing walkway or public space between Joyce and the pedestrian entrance to the parking garage.

Finding the right scale and mix of features for such areas will be challenging. Shops and restaurants will need some customers from outside the immediate neighborhood in order to succeed. However, given the proximity of Metro and the popularity of the regional mall, some Task Force members are concerned that an area offering entertainment or nightlife could become too popular, with adverse impacts on residential areas nearby.

An area's identity can also be solidified or reinforced by design features such as a uniform streetscape, distinctive signage, consistent architectural quality, and outstanding public art. These elements, included in the PDSP, should get appropriate attention in all future final site plans.

C. DISTRIBUTION OF DENSITIES AND HEIGHTS

Lowest densities should be in the south portion of the tract, adjacent to existing single-family neighborhoods.

Highest densities, including office buildings, commercial uses and hotels, should be in the north and east portions of the site for ease of access to major traffic arteries, and the Metro rail station.

Building heights should be varied to break up the skyline.

These tenets have generally been followed so far. The major exception to the tapering principle has been the arrangement of heights of the mall, office building, Ritz Carlton, and Parc Vista along the west side of Hayes Street between Army Navy Drive and 15th Street South.

For the future, the height and density of residential development between Joyce Street and the mall should be reduced. Some of the 2176 units authorized for those parcels could be shifted eastward to the parcels between Fern and Eads Street, where a concentration of taller buildings would be more fitting as a transition to Crystal City. Some Task Force members also support the concept of exchanging some of these residential units for other uses, but emphasize that the appropriate formula or exchange rate for such a conversion would be a crucial topic for future discussion.

The principle of tapering to the south is also suitable for the Price Enterprises site. Redevelopment there should be designed with the greatest heights and densities over the Metro station, and lower buildings and open space along 15th Street across from the Southhampton townhouses.

D. OPEN SPACE

Community and recreation facilities should be located close to existing residences in the south portion of the property.

This planning goal led to the addition of 11 acres to the Virginia Highlands park. Although this is a major addition to Arlington's inventory of playing fields, the heavy use by organized teams has made the space less available to nearby residents for informal recreation. The PDSP also called for each final site plan to include up to one acre of "urban park space for lunching and strolling". This is most evident in the interior spaces of the MCI / Lincoln Square block.

For the future, well-designed public open space should continue to be incorporated into all development. Perhaps around the perimeter of Pentagon City, small, informal park areas should be provided for use by individuals and families rather than organized teams. Public parks and plazas in conjunction with office, hotel and high-rise residential development may be more urban but should be as open and inviting as possible, with minimal obstruction by driveways and security gates.

E. CIRCULATION AND PEDESTRIAN ROUTES

A balanced circulation system should be provided, based on a variety of transportation modes, and serving the needs of residents, employees and shoppers.

Pedestrian circulation should proceed easily through the urban development.

Pentagon City enjoys excellent access by road and Metro rail. Circulation within the area, however, falls short of the 1976 goals. Traffic at several intersections and parking entrances gets tangled at peak shopping times. Tourists find too few directional signs. Wide streets such as Hayes, 15^{th and} Joyce facilitate traffic flow but can be challenging for pedestrians. People on foot must also cope with infrequent crosswalks, frequent driveways and access roads, uninviting side streets, unimproved shortcuts, and other obstacles.

For the future, Arlington County and the private sector should increase their efforts to make circulation within Pentagon City more balanced, systematic, and smooth. Initiatives encouraged by Task Force members include:

Opening more entrances to Metro

- Providing safe, direct pedestrian and bicycle routes between Metro and all nearby residential areas -- east to Eads Street, west between the River Houses from South Joyce Street to Arlington Ridge Road, and south to the Aurora Hills neighborhood.
- Installing more directional signs at major intersections to help visitors find parking entrances, freeway ramps, etc.

The Task Force briefly discussed larger-scale changes, such as switching to a network of one-way streets; enabling traffic to flow more efficiently between I-395 North and Crystal City; narrowing streets to make them more pedestrian-friendly, and requiring future projects to include interior streets or walkways to open up some superblocks and provide more circulation routes. Although these concepts seemed interesting, there was no time to study them with appropriate care as elements in a more effective circulation plan.

F. OTHER ELEMENTS OF GOOD URBAN DESIGN.

Overall, the PDSP and related documents include many durable tenets of sound planning and good urban design. As the area grows, however, some provisions may need to be reemphasized or changed. For example –

- The original plan discouraged aboveground parking structures. Given the existence
 of one huge exception to that policy, the Fashion Centre garage, many Task Force
 members believe that parking for future projects should be primarily underground.
- Screening of utilitarian structures, such as garages, warehouses, and mechanical elements on rooftops, should be designed to improve views from higher buildings nearby as well as from street level.
- Streetscape requirements should be reviewed in order to maximize pedestrianfriendly features, highlight key intersections and gateways, and identify short-term improvements for blocks where redevelopment is not imminent.

G. IMPLEMENTATION

The central unresolved issue is to what degree, if at all, the Phased Development Site Plan and related provisions should be amended in response to some current community interests and needs. Opinions among Task Force members diverge widely, and in some cases have complex aspects that are hard to summarize fairly.

In very general terms, Task Force opinions on changing the PDSP fall into three groups:

 One group maintains that the central objectives can and should be achieved within the terms of the adopted plan. Residential construction is overdue and should be undertaken first. Density can be reallocated from Joyce to Fern Street, using the flexibility built into the PDSP. Convenience retail can be obtained in the Fashion Centre, as called for in that site plan, or as part of redevelopment of the Price Enterprises block. There is also some precedent for exchanging unbuilt hotel units for commercial square footage, although such tradeoffs must be made with care.

- The second group would allow or encourage modest increases in commercial density under various conditions for neighborhood retail only, or in certain locations, or in exchange for reduced residential densities, or only after more residential units have been built. A key theme is the need to minimize adverse impacts on nearby residents and provide significant community benefits to offset the travail of changing a long-established plan. This group also emphasizes that tradeoffs between residential and office or commercial uses should be based on a number of factors, including relative economic values and community impacts not on square footage alone.
- The third group would support larger changes in the mix of uses within the overall density limits of the PDSP. This approach is the most market-driven and seeks the flexibility to develop a variety of urban projects -- retail-and-restaurant complexes, larger or smaller residential buildings, more offices, and other ventures as market conditions permit. In keeping with the economics of urban development, this group seeks to strike a balance among the needs of the community, the interests of residents and businesses, and the health of the county as a multipurpose destination.

Whatever their differences on other points, Task Force members mostly agree on the need for additional safeguards and compatibility with existing uses in every future Pentagon City site plan. For example, community expectations regarding types of retail should be backed by specific requirements. Approval of projects, especially phased ones, should also be subject to clear conditions to insure that residential units and public amenities are constructed first or simultaneously with any office or commercial development.

IV. DEVELOPMENT SCENARIOS

Part of the Task Force's charge is to develop a "reasonable build-out scenario" based on the approved PDSP, and to identify two or three additional build-out development options for the remaining PDSP parcels and the Price Enterprises block that might respond to community interests and needs.

This is still work in progress. Draft scenarios and options prepared by staff have gone through three rounds of presentation, Task Force comments, and responsive refinements by staff. Nonetheless, we are all well aware that many of the underlying assumptions, as well as concepts of urban design and the physical constraints of various sites have not been examined carefully enough to convince either Task Force members or staff that the best options and opportunities are being presented here.

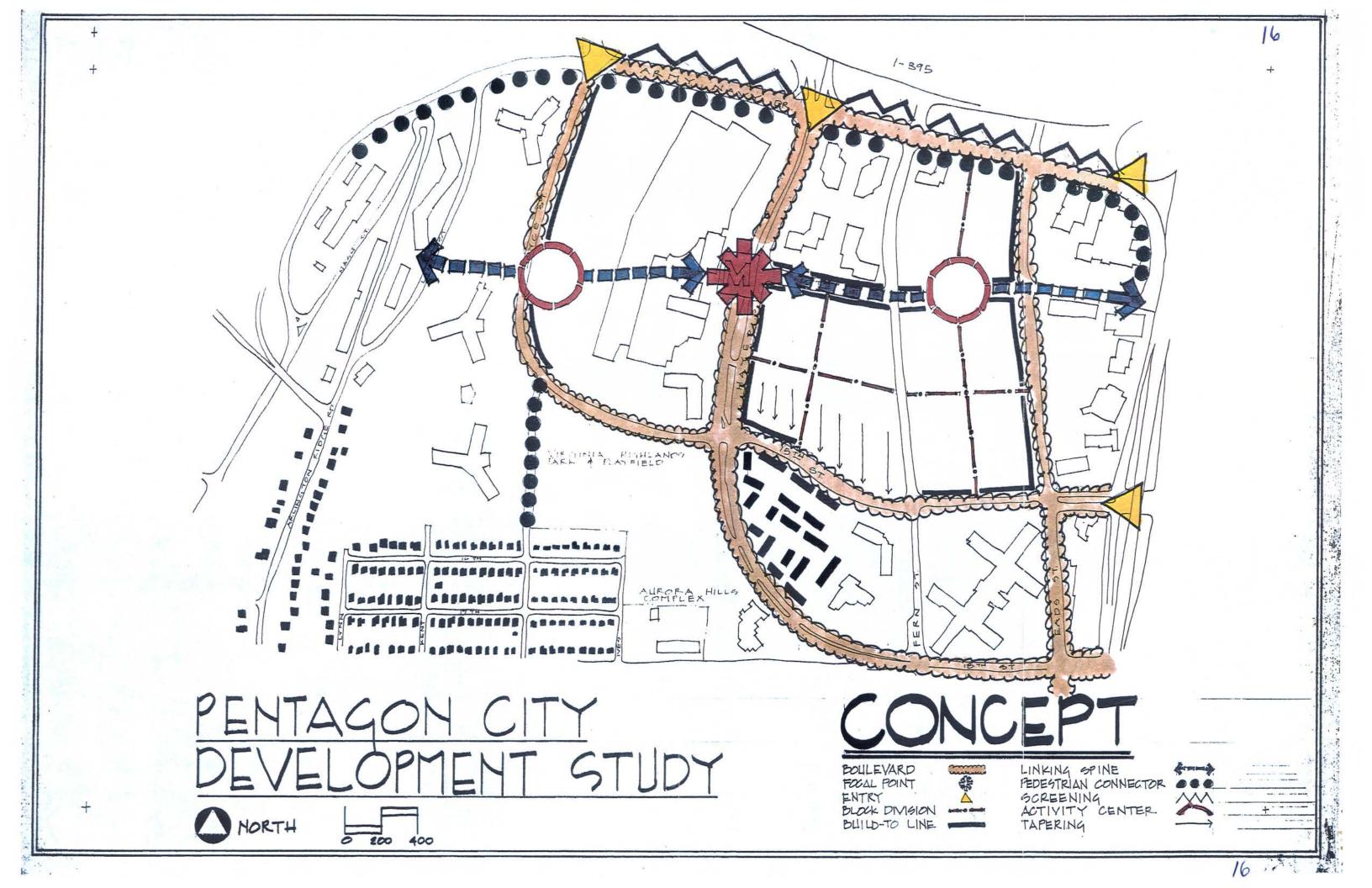
Thus, it must be emphasized that the following scenarios and options, while prepared as conscientiously as possible, are preliminary, tentative, and subject to much more discussion and work. In particular, the density allocations and conversion ratios used in the alternative scenarios have been chosen somewhat arbitrarily for purposes of illustration only, and are not to be taken as recommendations, preferences, indicators of a range of options, or starting points for negotiations.

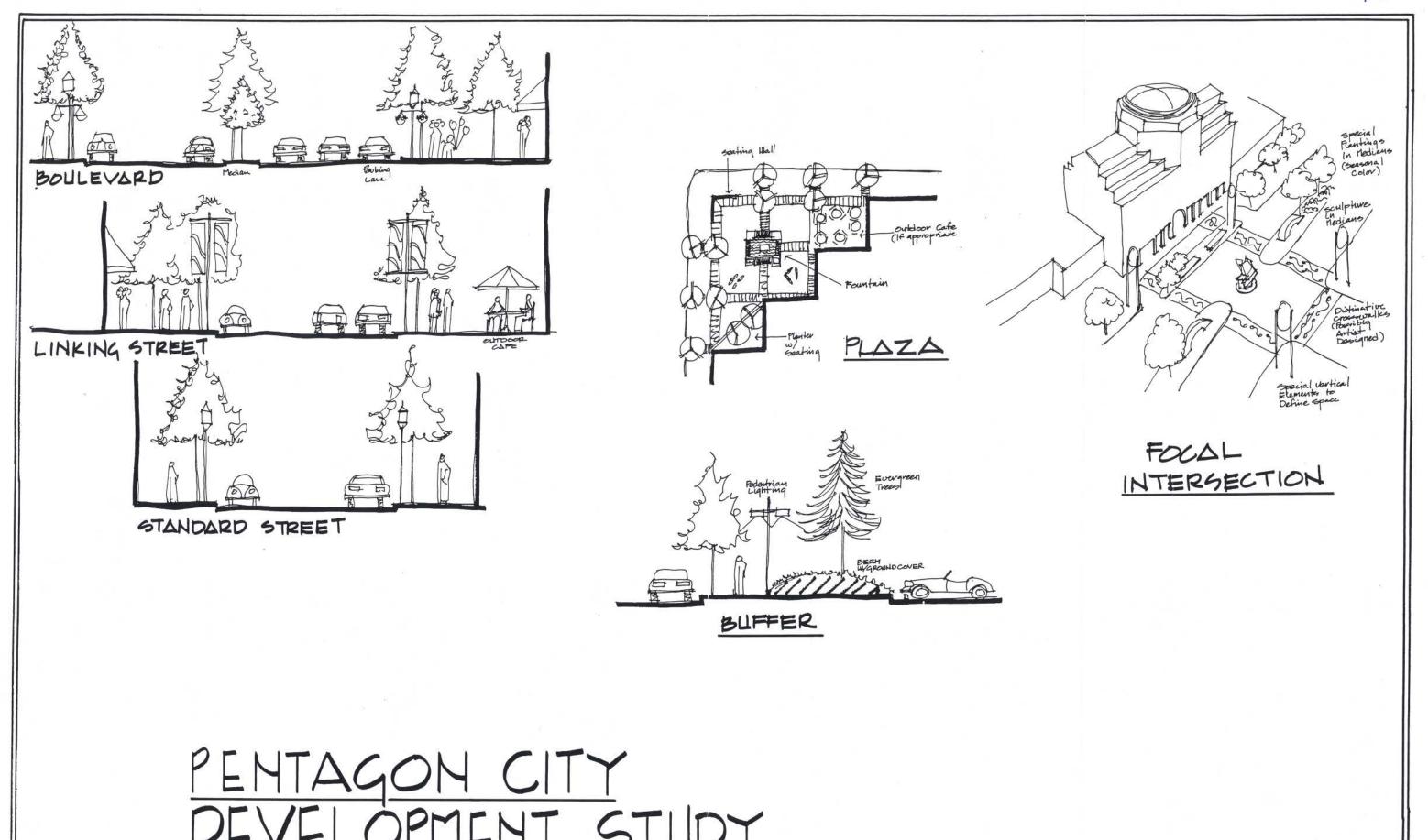
A. URBAN DESIGN FRAMEWORK

The goal of the Concept Plan is to create an urban design framework that will strengthen Pentagon's City's identity as a unique place in Arlington. The Concept Plan illustrates a series of basic organizational themes intended to accomplish this goal by integrating the area's components into a cohesive whole, introducing design elements special to the area and establishing identifiable boundaries and entries. These themes are applicable to the existing PDSP as well as the development options. The directions suggested respond to the ideas and concerns of the Task Force as well as incorporating well founded urban design principles that have proven successful in other parts of in Arlington and in urban settings elsewhere in the United States. The principal elements of the Concept Plan are as follows:

Focal Point – There should be one place, structure or object which should create an
easily recognizable image and identity for the entire area. The logical location for
Pentagon City's focal point is at the intersection of Hayes and 12th Streets. Not only
is this the geographical center of the area, it is also the entrance to the Metro Station and the place where the eastern and western neighborhoods overlap. The illustrations identify several elements that could contribute to the creation of a focal
point or place.

- 12th Street Connector One of the early realizations of the Task Force and the design team was that Pentagon City is essentially two closely related and integrated neighborhoods separated by the Fashion Center. One of the purposes of establishing the 12th Street Connector would be to strengthen this relationship as well as providing an attractive and pleasant alternative for strolling and similar activities as compared with busier streets such as Hayes or Eads. The character of the connector varies by location relative to the Fashion Center and by the type of development which borders the street. One alternative for 12th Street is identified in the sketches as a linking street.
- Boulevards One of the distinguishing characteristics of Pentagon City is the system of wide streets which form the area's boundaries examples being Eads, Joyce and Army/Navy Drive. Hayes Street bisects the area. Enhancing these roadways with special plantings, lighting, medians, street furniture and other elements would create a series of interconnected boulevards different from any similar place in the Metropolitan area. This would make Pentagon City not only a more pleasant place to live and work but would contribute greatly to sense of place.
- Entries Highly individualistic entryways are one of the best ways to establish a
 place's "curb appeal" as well as providing definitive boundaries. The Concept Plan
 identifies several locations that should achieve special treatment to further delineate
 the idea of entry/boundary.
- Pedestrian Connectors As per its charge, the Task Force has focussed its efforts on the core of Pentagon City. However, strengthening the relationship between the core and adjacent residential areas was mentioned by a number of members. Accomplishing this objective will be an important component of the area's overall success. The Concept Plan identifies two streets that should receive special attention. Also important in this regard are all the intersections along 15th and Joyce Streets. Signal timing, highly visible crosswalks and other devices should be used to make these crossings as safe and convenient as possible.
- Parking Lot Buffers and Garage The lack of landscaping on the Pentagon parking
 lots along the north side of Army/Navy Drive, and the unattractive facades of the
 Fashion Centre parking garage are a visual detriment to Pentagon City. Using
 landscape or architectural buffers or some combination thereof would not only mitigate this condition but would also contribute positively to making Army/Navy Drive
 an attractive northern boundary to the area and enhance Pentagon City in general.
- Superblock Restructuring/Build-To Lines The bulk of the remaining developable land in Pentagon City is in very large superblocks. Unless these tracts are broken up by a system of pedestrian ways or new streets the resulting development pattern will be very suburban in character. This runs against most of the urban design principles established elsewhere in the County and which are gaining greater currency across the country. Coupled with the idea of having a finer grained development pattern is the concept of having build-to lines along critical street frontages. This will have the benefit of not only giving greater definition to the streetwall in strategic locations but will also tend to aggregate the area of private open space and plazas.





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B. BUILD-OUT SCENARIOS AND DEVELOPMENT OPTIONS

The following build-out scenarios and development options are intended for illustrative purposes only. The two build-out scenarios illustrate development of the Phased Development Site Plan as recommended in the approved PDSP. The three development options (A, B & C) illustrate possible alternative ways of developing Pentagon City which would necessitate an amendment to the approved PDSP. As mentioned earlier, the density allocations and conversion ratios used in the development options are not to be taken as recommendations, preferences, indicators of a range of options, or starting points for negotiations.

- <u>PDSP Build-Out Scenario</u>: This scenario illustrates development of the Phased Development Site Plan at the maximum density allowed under the existing plan. The Price Enterprises block is shown at maximum development (1.5 FAR) allowed under the existing zoning. It assumes redevelopment keeping the existing amount of retail with the balance developed with office uses. Implementation of this scenario would not necessitate an amendment to the approved PDSP.
- PDSP Low Build-Out Scenario: This scenario illustrates development of the Phased Development
 Site Plan at a lower density than what is allowed under the existing plan. Residential and hotel
 units were calculated based on the low end of the density permitted under the current General
 Land Use Plan designation. The Price Enterprises block is shown at maximum development (1.5
 FAR) allowed under the existing zoning. It assumes redevelopment keeping the existing amount
 of retail with the balance developed with office uses. Implementation of this scenario would not
 necessitate an amendment to the approved PDSP.
- <u>Development Option A</u>: This option illustrates development of the remaining parcels on the PDSP with an additional 200,000 sq.ft. gross floor area (GFA) of retail split evenly between the east and west residential blocks. In exchange, residential units are reduced by 800. Each unit is estimated at 1,000 sq.ft. per unit which includes common space in a residential building. This yields 800,000 sq.ft. of residential GFA which is exchanged at a ratio of 4:1 for retail space. Hotel units remain the same as in the approved PDSP and no additional office development is included. The Price Enterprises block is shown at maximum development (1.5 FAR) allowed under the existing zoning. It assumes redevelopment keeping the existing amount of retail with the balance developed with office uses. Implementation of this scenario would necessitate an amendment to the approved PDSP to permit the additional retail.
- Development Option B: This option illustrates development of the remaining parcels on the PDSP with an additional 400,000 sq.ft. of retail. In exchange, residential units are reduced by 400 and hotel units are reduced by 571. Residential GFA is calculated at 1,000 sq.ft. per unit and hotel GFA is calculated at 700 sq.ft./unit which include areas and ancillary space common to residential and hotel buildings. This yields a total of 800,000 sq.ft. of residential GFA which is exchanged at a ratio of 2:1 for retail space. No additional office development is included under this option. The redevelopment of the Price Enterprises block is shown with office and retail development at 2.5 FAR. Retail is calculated at ten percent of the total amount of development and would be a significant reduction from the existing amount of retail on the Price Enterprises site. Implementation of this scenario would necessitate an amendment to the approved PDSP to permit the additional retail, and a rezoning of the Price Enterprises block.

• <u>Development Option C</u>: This option illustrates development of the remaining parcels on the PDSP with an additional 500,000 sq.ft. of retail and approximately 658,000 sq.ft. of office. In exchange, residential units are reduced by 659 and hotel units are reduced by 714. Residential GFA is calculated at 1,000 sq.ft. per unit and hotel GFA is calculated at 700 sq.ft./unit which include areas and ancillary space common to residential and hotel buildings. This yields a total of 1.15 million sq.ft. of residential/hotel GFA which is exchanged at a ratio of 1:1 for additional office and retail space. No additional office development is included under this option. The redevelopment of the Price Enterprises site is shown with mixed-use development at 2.5 FAR. Office development is calculated at 1.5 FAR of the total site area with retail using ten percent of this density (the amount of retail on the Price Enterprises site would be significantly reduced from the existing amount of retail on the site). The remaining 1.0 FAR is divided among residential and hotel uses. Implementation of this scenario would necessitate an amendment to the approved PDSP to permit the additional retail and office, and a rezoning of the Price Enterprises block.

PENTAGON CITY PDSP BUILD-OUT SCENARIOS

	PDSP/PC	Existing	Balance	PDSP Build-Out		PDSP - Lo	w Scenario
			<u> </u>	Total	Balance	Total	Balance
<u>Hotel</u>	1,632	646	986	1,632	986	1,007	361
Price Club	. -	-		-		-	•
PDSP	1,632	646	986	1,632	986	1,007	361
<u>Residential</u>	6,500	1,444	5,056	6,500	5,056	5,689	4,245
Price Club	-	-	-	-	-	-	-
PDSP	6,500	· 1,444	5 056	6,500	5,056	5,689	4,245
Office	1,999,521	1,250,000	749,521	1,999,521	749,521	1,981,999	731,999
Price Club	749,521	_	749.521	749,521	749,521	731,999	731 999
PDSP	1,250,000	1,250,000		1,250,000	٠	1,250,000	
<u>Retail</u>	1,370,035	1,370,035	-	1,370,035	•	1,370,035	348,235
Price Club	348,235	348,235		348,235		348,235	348,235
PDSP	1,021,800	1,021,800		1,021,800		1,021,800	-
<u>Total</u>	11,011,956	4,516,235	6,496,721	11,011,956	6,495,721	9,745,663	5,229,428
Price Club	1,097,756	348,235	749,521	1,097,756	749,521	1,080,234	731,999
PDSP	9,914,200	4,168,000	5 746 200	9,914,200	5 7/45/200	8,665,429	4,497,429

Totals shown are in sq.ft. of GFA. Residential units are converted at a ratio of 1 unit/1,000 sq.ft. and hotel units @ 1 unit/700 sq.ft. including common areas and ancillary space.

PDSP Build-Out

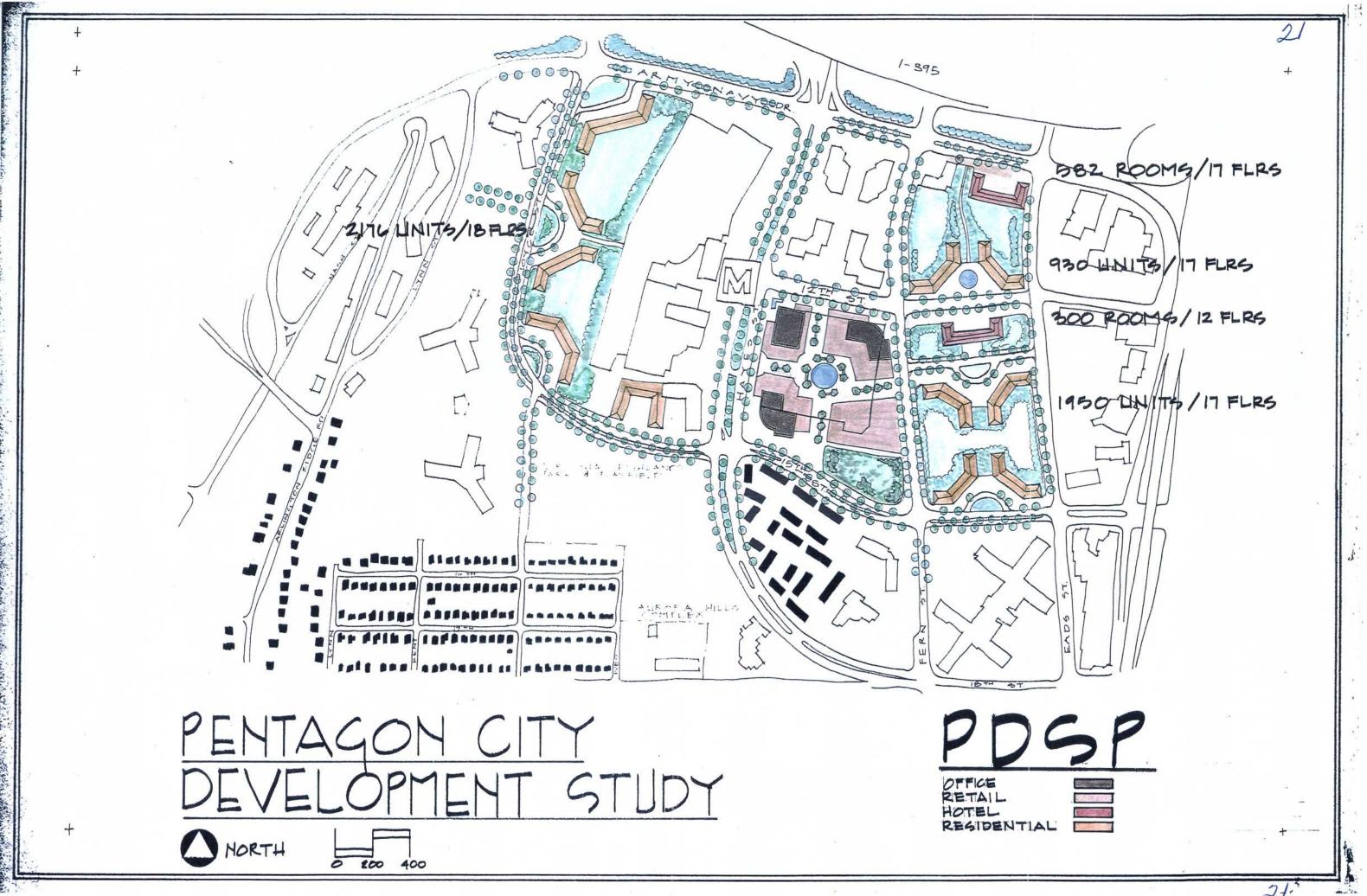
PDSP: Assumes maximum development under the approved PDSP.

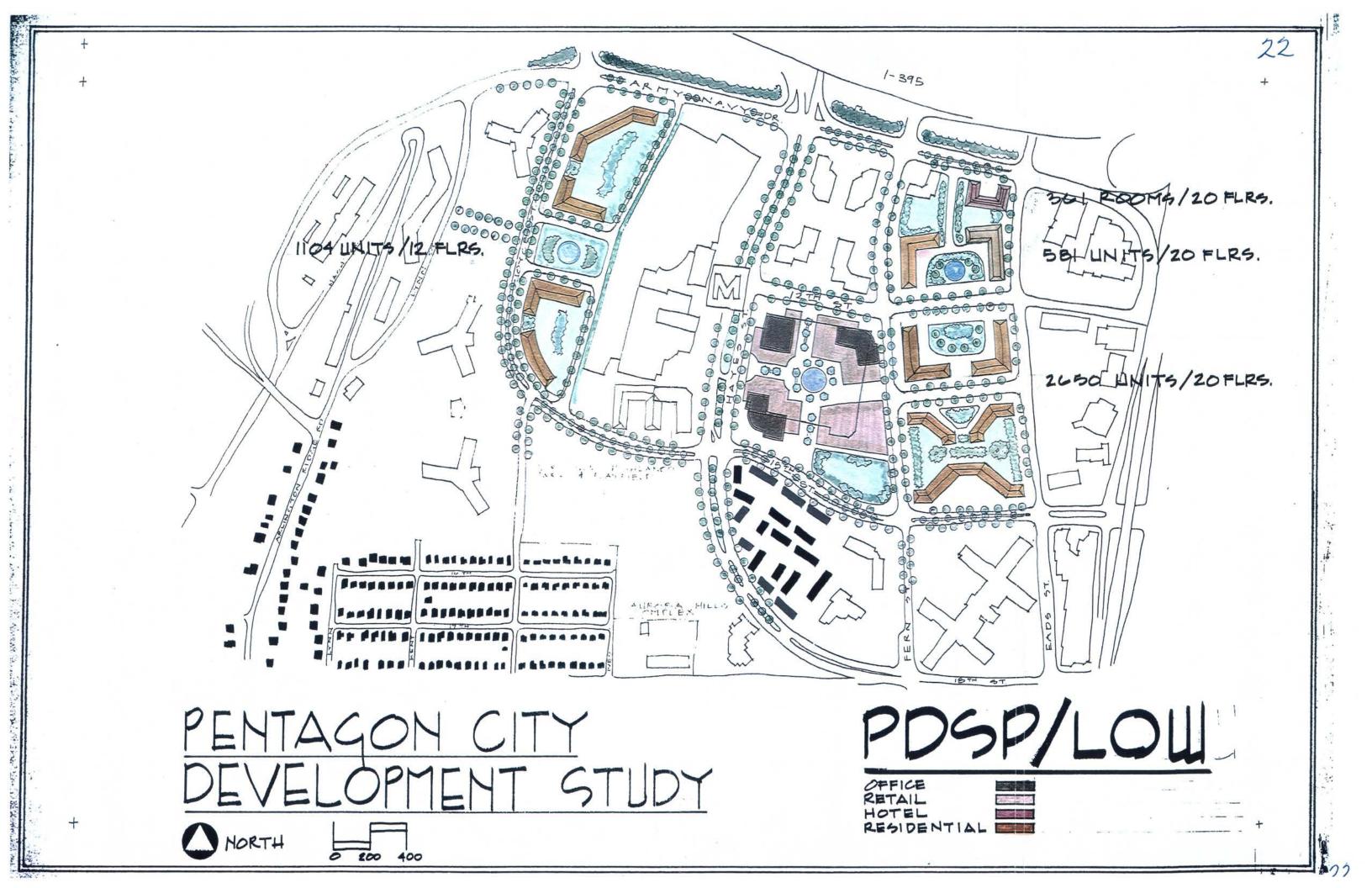
Price Club - The Price Club is developed at 1.5 FAR. Retail remains at the existing amount of 348,235 sq.ft. of GFA, and the balance density is allocated to office.

PDSP - Low Scenario

PDSP - Hotel is reduced by 625 units yielding an overall density of 111 units per acre. Residential is reduced by 811 units yielding a density of 73 units/acre.

Price Club - The Price Club is developed at 1.5 FAR. Retail remains at the existing amount of 348,235 sq.ft. of GFA, and the balance density is allocated to office.





PENTAGON CITY - DEVELOPMENT OPTIONS SUMMARY

	PDSP/PC	Existing	Balance	Option A	Option B	Option C
<u>Hotel</u>	1,632	646	986	1,632	1,061	1,315
Price Club	-	-	•	-	-	398
PDSP	1,632	646	986	1,632	1,061	918
Residential	6,500	1,444	5,0146	5,700	6,100	6,295
Price Club	-		-	-	-	453
PDSP	6,500	1,444	5,056	5,700	6,100	5,841
Office	1,999,521	1,250,000	749,621	1,999,521	2,896,633	2,896,633
Price Club	749,521	-	749.521	749,521	1,646,633	987,980
PDSP	1,250,000	1,250,000		1,250,000	1,250,000	1,908,653
<u>Retail</u>	1,370,035	1,370,035	-	1,570,035	1,604,759	1,631,576
Price Club	348,235	348,235	•	348,235	182,959	109,776
PDSP	1,021,800	1,021,800	5	1,221,800	1,421,800	1,521,800
<u>Total</u>	11,011,956	4,516,235	6,495,721	10,411,956	11,343,793	11,743,793
Price Club	1,097,756	348,235	749,521	1,097,756	1,829,593	1,829,593
PDSP	9,914,200	4,168,000	5,746,200	9,314,200	9,514,200	9,914,200

Totals shown are in sq.ft. of GFA. Residential units are converted at a ratio of 1 unit/1,000 sq.ft. and hotel units @ 1 unit/700 sq.ft. including common areas and ancillary space.

PENTAGON CITY - DEVELOPMENT OPTION A

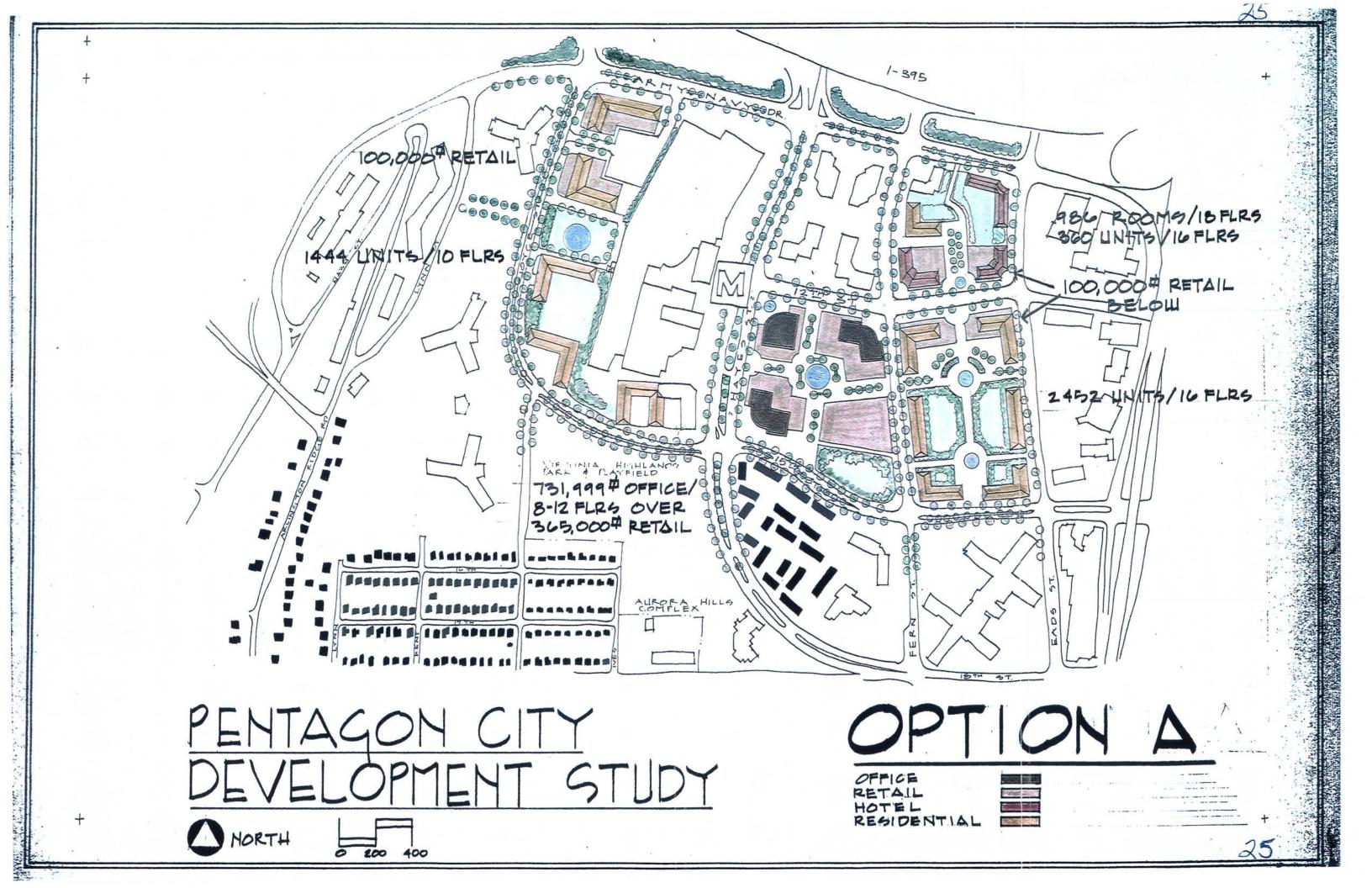
	PDSP/PC	Existing	Balance	Developme	nt Option A
				Total	Balance
Hotel	1,632	646	986	1,632	986
Price Club	-	-			
PDSP	1,632	646	986	1,632	986
<u>Residential</u>	6,500	1,444	5,056	5,700	4,256
Price Club	-	_		-	
PDSP	6,500	1,444	5.056	5,700	4,256
Office	1,999,521	1,250,000	749,521	1,999,521	749.521
Price Club	749,521	-	749,521	749,521	749.521
PDSP	1,250,000	1,250,000		1,250,000	
<u>Retail</u>	1,370,035	1,370,035	-	1,570,035	200,000
Price Club	348,235	348,235	-	348,235	-
PDSP	1,021,800	1,021,800	•	1,221,800	200,000
<u>Total</u>	11,011,956	4,516,235	6,495,721	10,411,956	5,895,721
Price Club	1,097,756	348,235	749,521	1,097,756	749,521
PDSP	9,914,200	4,168,000	5,746,200	9,314,200	5 146 200

Totals shown are in sq.ft. of GFA. Residential units are converted at a ratio of 1 unit/1,000 sq.ft. and hotel units @ 1 unit/700 sq.ft. including common areas and ancillary space.

Development Option A:

PDSP - Hotel units remain the same. Residential units are reduced by 800. Each unit is estimated @ 1,000 sq.ft., yielding a total of 800,000 sq.ft. of additional GFA which is used at a 4:1 ratio for retail. No additional office development.

Price Club - The Price Club is redeveloped at 1.5 FAR. Retail remains at the existing amount of 365,757 sq.ft. of GFA, and the balance density is allocated to office.



PENTAGON CITY - DEVELOPMENT OPTION B

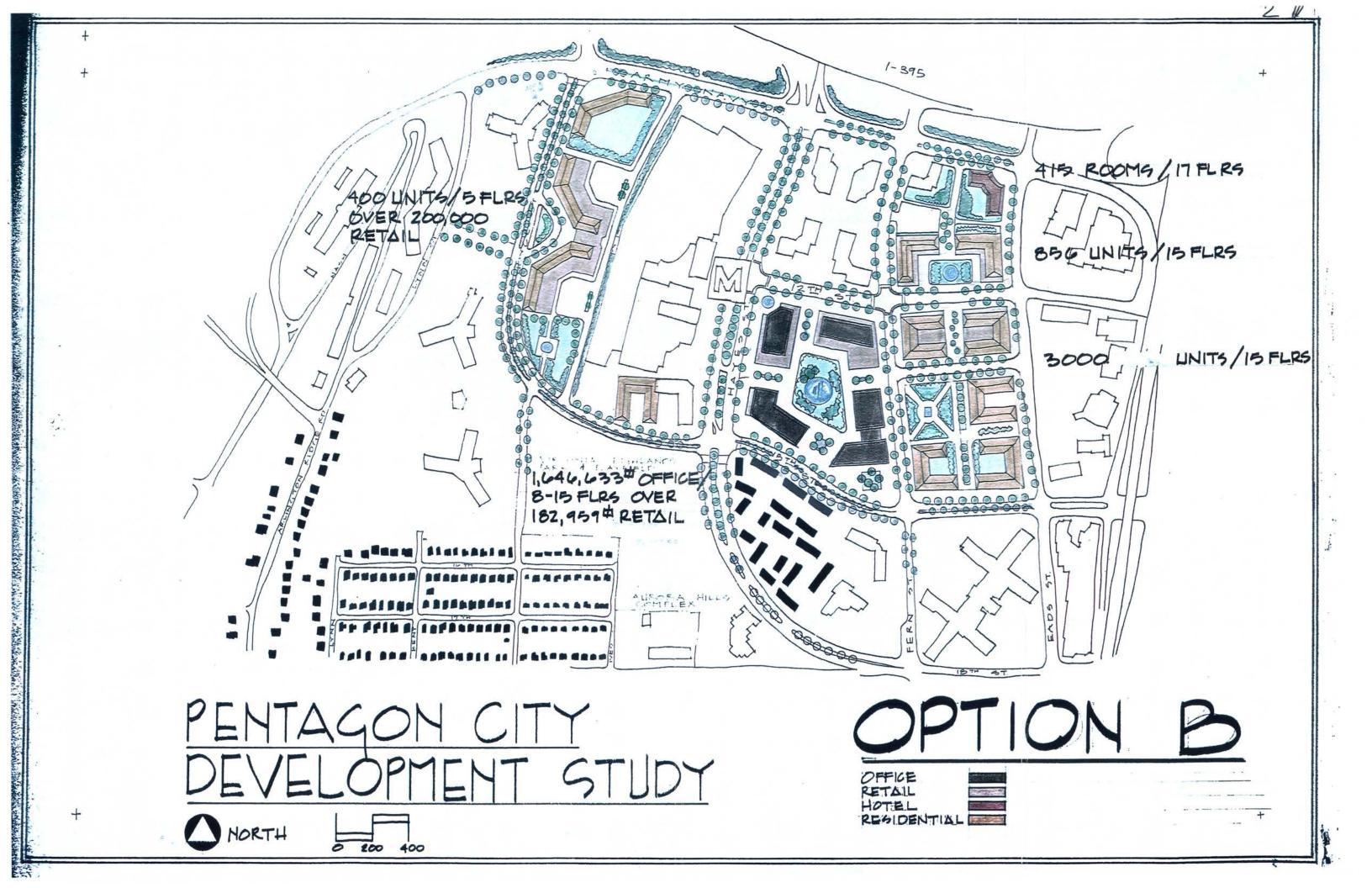
	PDSP/PC	Existing	Balance	Developme	nt Option B
			<u> </u>	Total	Balance
<u>Hotel</u>	1,632	646	986	1,061	8115
Price Club	-	-	-	-	•
PDSP	1,632	646	986	1,061	415
<u>Residential</u>	6,500	1,444	5,056	6,100	4,686
Price Club	-	-	•	-	•
PDSP	6,500	1,444	5,056	6,100	4,656
Office .	1,999,521	1,250,000	749,521	2,896,633	1,646,G33
Price Club	749,521	-	749.521	1,646,633	1,646,633
PDSP	1,250,000	1,250,000	•	1,250,000	
Retail	1,370,035	1,370,035	-	1,604,759	234,724
Price Club	348,235	348,235	•	182,959	(165,276)
PDSP	1,021,800	1,021,800	-	1,421,800	466,000
<u>Total</u>	11,011,956	4,516,235	6,495,721	11,343,793	6,827,558
Price Club	1,097,756	348,235	749,521	1,829,593	1 481 358
PDSP	9,914,200	4,168,000	5,746,200	9,514,200	5,346,200

Totals shown are in sq.ft. of GFA. Residential units are converted at a ratio of 1 unit/1,000 sq.ft. and hotel units @ 1 unit/700 sq.ft. including common and ancillary space.

Development Option B

PDSP - Hotel and residential units are reduced by 571 and 400 respectively. Hotel GFA is estimated @ 700 sq.ft/unit and residential @ 1,000 sq.ft./unit, yielding a total of 800,000 sq.ft. of GFA which is converted 2:1 to retail. No additional office development.

Price Club - The Price Club is redeveloped at 2.5 FAR. Retail is reduced at 10% of the total density estimated for the site, and the balance density is allocated to office.



PENTAGON CITY - DEVELOPMENT OPTION C

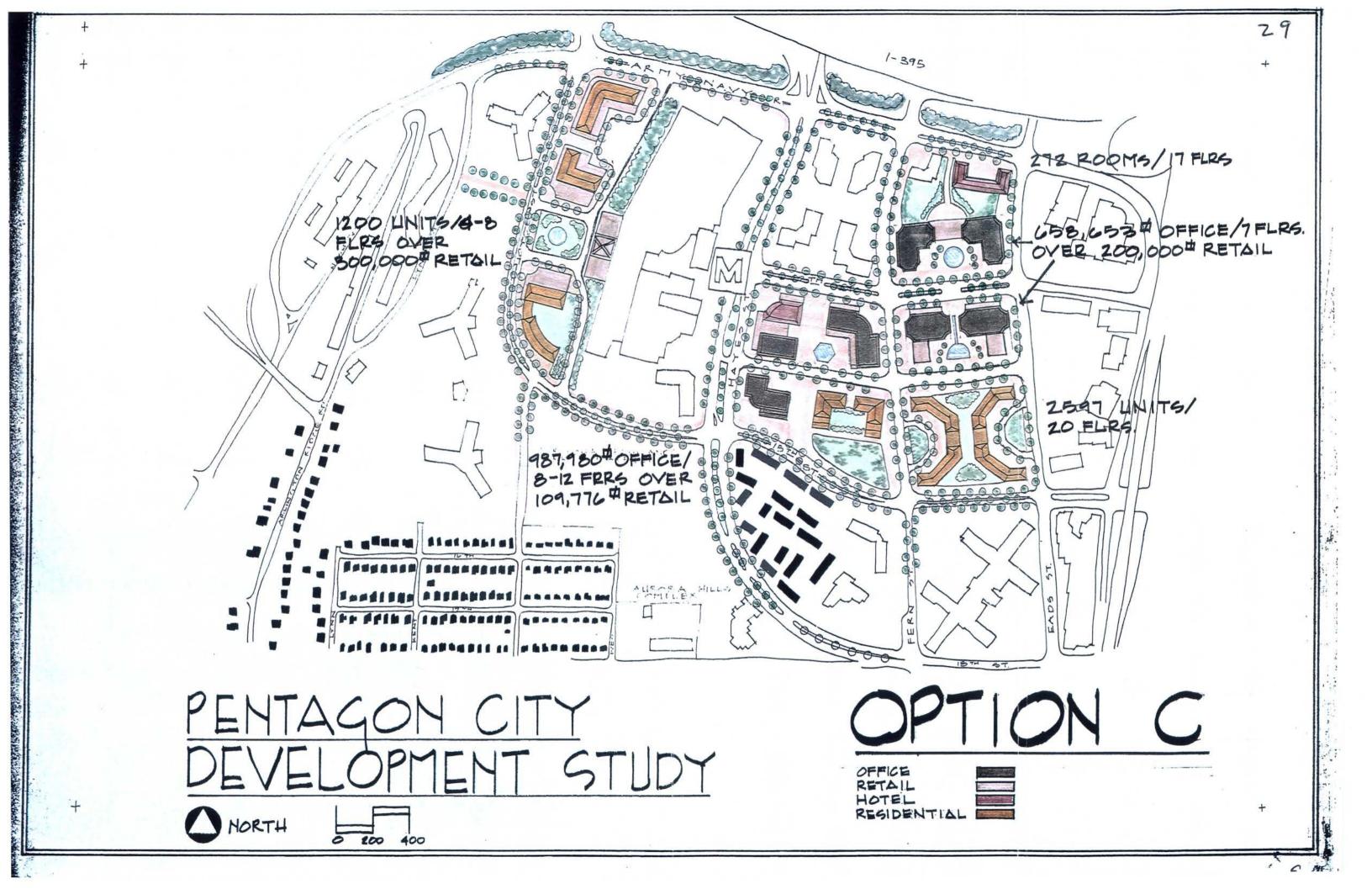
	PDSP/PC	Existing	Balance	Developmen	nt Option C
				Total	Balance
<u>Hotel</u>	1,632	646	986	1,315	669
Price Club	- 1	-	•	398	398
PDSP	1,632	646	986	918	272
Residential	6,500	1,444	5,056	6,295	4,851
Price Club		-	•	453	453
PDSP	6,500	1,444	5,056	5,841	4,397
Office	1,999,521	1,250,000	749,521	2,896,633	1,646,633
Price Club	749,521	- "	749,521	987,980	987,980
PDSP	1,250,000	1,250,000	-	1,908,653	658,653
Retail	1,370,035	1,370,035	-	1,631,576	261,541
Price Club	348,235	348,235		109,776	(238,459)
PDSP	1,021,800	1,021,800	-	1,521,800	509,000
<u>Total</u>	11,011,956	4,516,235	6,495,721	11,743,793	7,227,558
Price Club	1,097,756	348,235	749,521	1,829,593	1 481 358
PDSP	9,914,200	4,168,000	5 748,200	9,914,200	5,746,200

Totals shown are in sq.ft. of GFA. Residential units are converted at a ratio of 1 unit/1,000 sq.ft. and hotel units @ 1 unit/700 sq.ft. including common areas and ancillary space.

Development Option C:

PDSP - Hotel units are reduced by 714 and residential units are reduced by 659. Each hotel unit is estimated @ 700 sq.ft. and each residential unit @ 1,000 sq.ft. Hotel GFA is converted 1:1 to retail uses yielding a total of 500,000 sq.ft. of neighborhood serving retail. Residential GFA is converted 1:1 to office yielding a total of 658,653 sq.ft. of additional commercial GFA.

Price Club - The Price Club is redeveloped at 2.5 FAR. Office development is estimated at 1.5 FAR with retail using 10% of this density. The remaining 1.0 FAR is divided among residential and hotel uses.



APPENDIX
PDSP Current Approvals and Amendment through December 7, 1985

Pentagon City Phased Development Site Plan (PDSP) Current Approvals and Amendments through December 7, 1985

Prepared August 12, 1997 (Reformatted September 9, 1997)

Date	Parcel	Parcel Action	Office GFA	Commercial GFA	Performing Arts	Visitor Center	Hotel Units	Residential Units	Park
	1 .		760,000	650,000		-	1,700	2,150	
	2		200,000	100,000	-	-	•	2,250	
	3		290,000	50,000	-	-	300	1,000	-
	4		-		-	_	-	<u>-</u>	Park
2/25/76	5	300 subsidized elderly units, 300 unsubsidized elderly units, and 200 family units.	-	-	-)	-	-	800	-
	Totals:		1,250,000	800,000			2,000	6,200	Park
	1		760,000	650,000		_	1,700	2,150	-
	2		200,000	100,000	-	-	-	2,250	-
	3	Added 278 unsubsidized elderly units and 2 units for maintenance workers.	290,000	47,500	-	1	300	1,280	-
	4		_	-			-	-	Park
1/8/17 Includes FSP#1 changes	5	 Removed 300 unsubsidized elderly units. Added 300 nursing home beds. Added 20 family units. Transferred 2,500 square feet of commercial GFA from Parcel 3, to be used as convenience retail in elderly housing development. 	-	2,500	-	-	-	820	-
	Totals:		1,250,000	800,000	-	•	2,000	6,500	Park
	1	 Transferred 200,000 square feet of office GFA from Parcel 2 and 290,000 square feet of office GFA from Parcel 3. 	1,250,000	650,000	-	-	1,700	1,480	-
5/20/82	2		0	100,000	-	-	-	2,250	-
	3	Transferred 670 residential units from Parcel 1.	0	47,500		-	300	1,950	
	4			<u>-</u>	-			-	Park
	5			2,500	-	-	-	820	
	Totals:		1,250,000	800,000		-	2,000	6,500	Park

Date	Parcel	Parcel Action	Office GFA	Commercial GFA	Performing Arts	Visitor Center	Hotel Units	Residential Units	Park
	1A&2A	Redistributed residential units from Parcels 1 and 2 (also see Parcels 1D & 2C).	•	-	-	-	-	2,176	-
7/11/84	1B&2B	 Redistributed office GFA from Parcel 1 (also see Parcel 1C); Transferred 650,000 square feet of commercial GFA from Parcel 1, 100,000 square feet of commercial GFA from Parcel 2 and 47,500 square feet of commercial GFA from Parcel 3; Allocated 62,500 square feet of bonus retail GFA; Allocated 159,300 square feet of pedestrian mall GFA, to not be counted toward density; Approved a maximum cap of 860,000 square feet of GFA for cinemas and retail stores, of which 60,000 square feet are to be used for convenience retail on the mall's lowest level; Allocated 25,000 square feet of bonus community facility GFA for the performing arts center; Eliminated 300 square feet of bonus community facility GFA for the visitor center, which was approved as part of the final site plan for the mall. 	172,000	1,019,300	25,000	0	600		,
	1C	 Redistributed office GFA from Parcel 1 (also see Parcel 1B/2B). 	1,078,000	_	-	-	-	-	<u>-</u>

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Date	Parcel	Parcel Action	Office GFA	Commercial GFA	Performing Arts	Visitor Center	Hotel Units	Residential Units	Park
	1D	 Redistributed residential units from Parcels 1 and 2, (see also Parcels 1A/2A & 2C). 		-	,	-	1,100	930	-
7/11/84 (cont'd)	2C	 Redistributed residential units from Parcels 1 and 2 (see also Parcels 1A/2A & 1D). 	•	-	-	-	-	624	_
	3		•	0		-	300	1,950	-
	4		·-	-	-	-	-	_	-
	5		~	2.500	-		-	820	Park
	Totals:		1,250,000	1,021,800	25,000	0	2,000	6,500	Park
	1A&2A		-	-	-	-	-	2,176	-
	1B&2B	 Reduced the number of hotel units by 150. 	172,000	1,019,300	25,000	0	450	-	-
	1C		1,078,000	_	· -	-	-	_	
8/18/84	1D	 Reduced the number of hotel units by 218. 	-	· ·	-	-	882	930	-
	2C	<u> </u>		-	-	-	-	624	-
	3		-	_	<u>-</u>	-	300	1,950	
	4		-	-	_ '	-	-	_	Park
	5			2,500	_ '	-	-	820	-
	Totals:		1,250,000	1,021,800	25,000	0	1,632	6,500	Park
	1A&2A		_	-	-	-	-	2,176	-
12/7/85	1B&2B	Eliminated the 25,000 square-foot performing arts center.	172,000	1,019,300	0	0	450	-	_
	1C		1,078,000		-	-	-	-	-
	1D		-	_		-	882	930	-
	2C		-		-	-	-	624	-
	3		-	_	-	-	300	1,950	-
	4		_	_		-	-	-	Park
	5		_	2,500		-		820	-
	Totals:		1,250,000	1,021,800	0	0	1,632	6,500	Park

LIST OF PARTICIPANTS

Pentagon City Planning Task Force Members

Richard V. Doud Jr. Ruth Emery (Alternate) Michael Gick Bernard J. Glenn Richard Herbst Eugene Hubbard Carrie Johnson **David Jones** Donald H. Misner Edd Nolen Richard Pfordte Jackson C. Ritchie **Ted Saks** Jane Siegel Mark Suter Nancy Swain Jim Tacy Dawn R. Vignola Jim Villars

Arlington County Staff

Gabriela Acurio Robert Atkinson Timothy Canan David Robinson James B. Snyder Amy Tang Freida Wray

RTKL Staff

John Becker Mark Fairbrother Goodluck Tembunkiart

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