

Draft Rosslyn Sector Plan

Long Range Planning Committee of the Planning Commission Meeting

May 20-21, 2015



Meeting Agenda

- A. Welcome/Introductions
- B. Rosslyn Process Panel Report
- C. Overview of Draft Rosslyn Sector Plan
- D. Urban Design, Building Height, and Form
- E. Land Use

- F. Transportation
- G. Parks and Open Space
- H. Sustainability
- I. Community Benefits
- J. Other Issues

Rosslyn Process Panel Report

The Process Panel

A group of community leaders worked closely with the staff and consultant team to provide advice on strategic issues and the community process for this plan. The “Rosslyn Process Panel”, appointed by the County Manager, included representatives from the Planning Commission, Transportation Commission, Park and Recreation Commission, North Rosslyn Civic Association, Radnor/Fort Myer Heights Civic Association, and the Rosslyn Business Improvement District (BID), and was complemented by a County Board liaison. The panel met regularly and as needed to provide important feedback and advice to the County’s project team, which influenced the preparation of draft plan materials for broader community input.

Also, subcommittees of the process panel were created and met in the second half of 2014 to advise on the development of



The Rosslyn Process Panel and its subcommittees met more than 30 times during the course of the Realize Rosslyn planning process.

more detailed guidance for key recommendations in the areas of transportation, parks and open space, and building height and form.



In July 2013, the Process Panel and members of the public explored Rosslyn’s remarkable views from Freedom Park (top), as well as from the top of 1812 North Moore (under construction at the time) and other tall buildings (above).

Evolving the Plan Framework into Sector Plan

Rosslyn Plan Framework



- Vision Statement
- Vision Principles
- Policy Directives



Draft Rosslyn Sector Plan



NEW

- Vision Statement
- Vision Principles
- Policies
- **Planning Recommendations**
- **Design Guidelines**
- **Implementation Actions**

Evolving the Plan Framework into Sector Plan

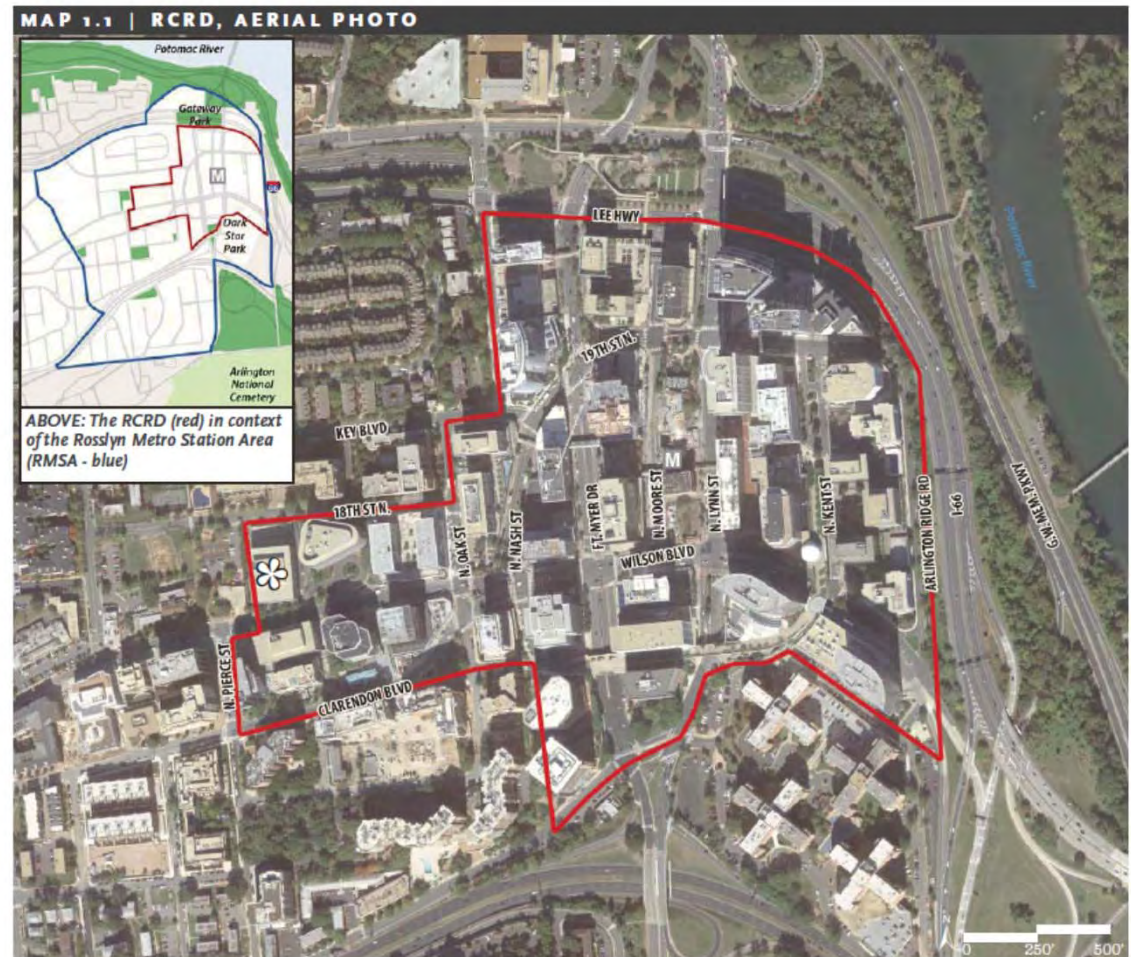
Incorporating the Rosslyn Plan Framework

- Vision principles, themes and policy directives from Framework were directly incorporated into the Sector Plan as vision principles, goals and policies
- Minor refinements to language of goals and policies to update map references and provide clarity
- Few instances where language was updated based on revised policy recommendation
 - Removed streetcar policy (formerly T6)
 - Included Rosslyn Plaza Park in policy regarding bookend parks on 18th Street (P6)
 - Emphasized energy efficiency in sustainability policy (U10)
- Maps incorporated and updated as needed

Chapter 1: About this Document



- Purpose of Study
- Document Organization
- Planning Process
- Rosslyn Plan Framework
- Relationship to Other Planning Documents and Policies
- Relationship to Other Planning Efforts
- How to Use This Document



Chapter 2: Positioning Rosslyn



CHART 2.2 | USE MIX ANALYSIS OF COMPLETED DEVELOPMENT IN ROSSLYN AS OF JANUARY 1, 2015

	OFFICE (SF)	RETAIL (SF)	OTHER (SF)	ESTIMATED RESIDENTIAL GFA	ESTIMATED HOTEL GFA	TOTAL GROSS FLOOR AREA (GFA)
RMSA	8,432,151	575,421	164,504	8,834,100 (8,031 units)	1,552,225 (2,141 rooms)	19,558,401
	43%	3%	1%	45%	8%	
RCRD	8,106,810	426,452	118,900	634,700 (577 units)	680,775 (939 rooms)	9,967,637
	81%	4%	1%	6%	7%	

SOURCE: CPHD PLANNING DIVISION, URBAN DESIGN, RESEARCH, AND ANALYSIS, 2015.

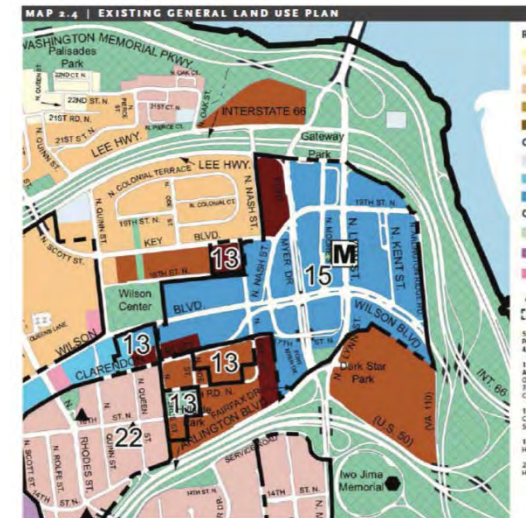
- Rosslyn Today
- Regional Context
- People
- Economics
- Existing Planning Framework
- Planning Assessment of Rosslyn Today
- Parks and Open Space
- Transportation

Transportation choices

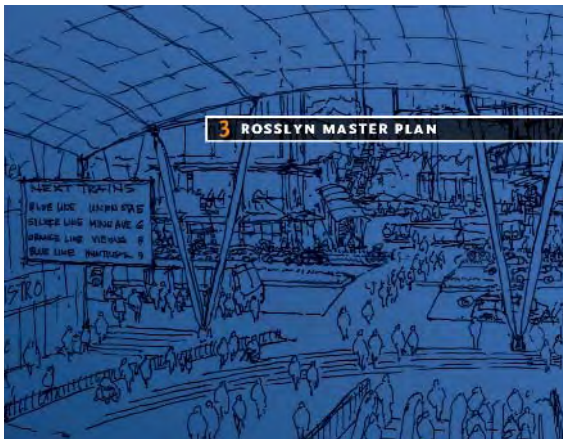


CHALLENGE: As Silver Line service begins, Metrorail capacity serving Rosslyn is reaching its limits, and buses are stuck in traffic.

OPPORTUNITY: Create a second Rosslyn station, possibly under North Fort Myer Drive. Explore opportunities two-way streets may provide for improved bus services and routing. Preserve options to accommodate future streetcar service to Georgetown and beyond.



Chapter 3: Rosslyn Master Plan



- Plan Framework
- Goals and Policies
- Illustrative Concept Plan
- Sustainability
- Land Use
- Transportation
- Parks and Open Space
- Urban Design, Building Height and Form



A BOLD VISION

THE ROSSLYN VISION STATEMENT

"Rosslyn is Arlington's world class downtown: the greatest concentration of jobs, housing, and activities in Arlington; an important gateway between Arlington and the Nation's Capital; a preeminent destination with unparalleled views of and connections to Greater Washington; a vibrant and diverse community of people living, working, learning and playing together; a sustainable urban district that embraces its waterfront; a strong economic engine for the region and the commonwealth; the jewel of the Rosslyn-Ballston Corridor."

DISCLAIMER: THIS RENDERING IS AN ARTISTIC REPRESENTATION OF ONE WAY THE VISION FOR THE PROJECT CAN BE ACHIEVED. THIS IS NOT A GUARANTEE OF ANYTHING. THE VISION AND RECOMMENDATIONS FOR THIS ELEMENT CAN BE ACHIEVED, FOR ILLUSTRATIVE PURPOSES ONLY.

Chapter 3: Rosslyn Master Plan | VISION

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SIX VISION PRINCIPLES FOR ROSSLYN

Rosslyn will be a global destination with a dynamic skyline, unique vistas, and exceptional value

Rosslyn will be accessible via exceptional transportation connections and choices.

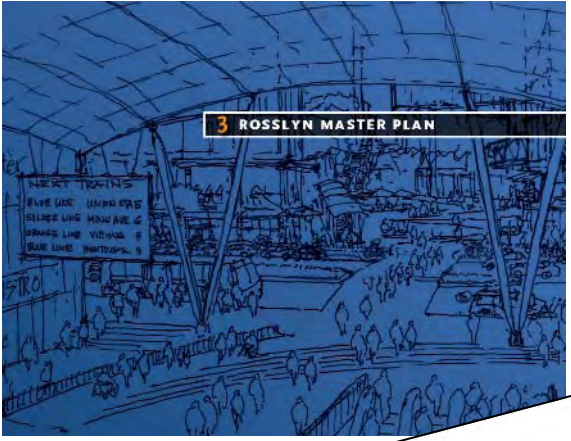
Rosslyn will be a walkable neighborhood connecting people with community and choices.

Rosslyn will be a good neighbor to adjacent communities, making sensitive transitions of building form and offering complementary housing and service options.

Rosslyn will be an urban district that celebrates the experience of nature and recreation through its diverse network of public parks, open spaces, and tree-lined streets.

Rosslyn will be a dynamic place inspired by its diverse mix of people and activity.

Chapter 3: Rosslyn Master Plan | VISION PRINCIPLES



3 ROSSLYN MASTER PLAN

VISION PRINCIPLE 1
 Rosslyn will be a global destination with a dynamic skyline, unique vistas, and exceptional value.

- > A world-class location drawing corporate headquarters, public institutions, and tourists from near and far.
- > An urban pattern of buildings, streets and open spaces that produces an attractive and memorable skyline and provides breathtaking views of the nation's capital.
- > The intersection of economic, social, cultural and environmental value.

One of Rosslyn's most notable features is its proximity to the nation's capital. It is the only urban district that offers such a unique view of the nation's capital. The location is also a major transit hub, with the Silver Line, Bronze Line, and Blue Line all serving the area. This makes Rosslyn an ideal location for a mix of uses, including residential, commercial, and public spaces. The plan calls for a mix of building heights and styles, with a focus on creating a dynamic skyline that is both functional and aesthetically pleasing. The plan also calls for the creation of public spaces and streets that are both walkable and bikeable, and for the preservation of existing historic buildings and structures.

Rosslyn as Arlington's world-class downtown

Buildings should be distinguished by their form, material color and peaks to contribute to an interesting and memorable skyline (a simple image from San Francisco).

Building heights limited where necessary to preserve prime public street.

Can between building preserved for view and street connection.

Rosslyn Park, across from the observation deck, should be preserved to provide a view of the city and street level.

Looking at the general view of the nation's capital from the observation deck.

06 | ROSSLYN MASTER PLAN | MAY 4, 2015 DRAFT

06-4 | TREE DRAFT | ROSSLYN MASTER PLAN 0-01

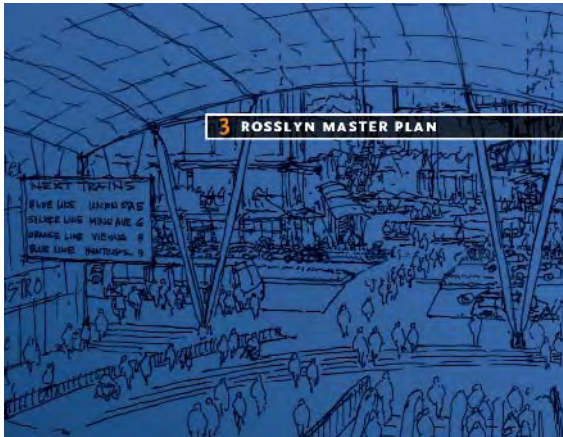
Chapter 3: Rosslyn Master Plan | Concept Plan



- A** Two-way Streets
- B** 18th Street Extension
- C** Metro Plaza
- D** New Ped/Bike Bridge Connections
- E** Gateway Park



Chapter 3: Rosslyn Master Plan | Concept Plan



F Freedom Park

G 18th Street Corridor of Parks and Plazas

H Rosslyn Plaza Park

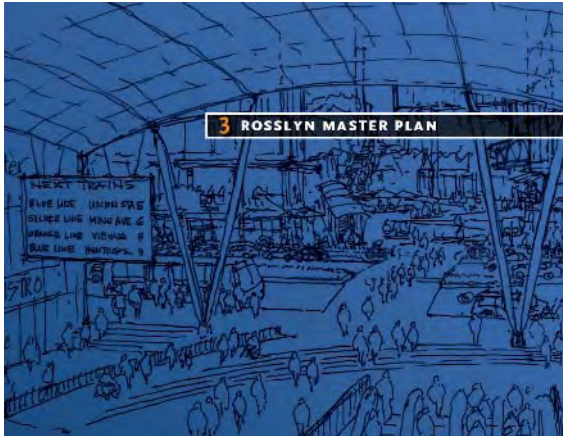
I Esplanade

Peaks and Valleys

Land Use



Chapter 3: Rosslyn Master Plan |



COMMON ELEMENTS ACROSS ALL SECTIONS

- Introductory Text Summarizing Key Items/Approach
- Listing of Key Considerations
- Recommendations
- Policies Included in Sidebar where Relevant

SUSTAINABILITY

Rosslyn today is already a place with strong sustainability attributes, and this plan aims to position it to only become even more sustainable. Its compact and ever-intensifying transit-oriented development pattern encourages multimodal options and choice, reducing traffic congestion, improving air quality, and enhancing overall quality of life. Related recommendations in this plan for improved public open space, wider sidewalks, improved bicycling facilities, and more tree cover can all encourage even more physical activity, non-automobile trips, and time spent outdoors. At the same time, this plan and future efforts can make greater progress in other potential areas of improvement relating to the environmental sustainability of Rosslyn.

Key Considerations

As of 2012 buildings accounted for over 60% of the County's greenhouse gas emissions.

Transportation accounts for the balance, equally split between residents and non-residents.

Rosslyn's steep topography and proximity to the Potomac River cause stormwater in the study area to flow rapidly into the river, which can have impacts on its water quality.

Rosslyn's concentrated development patterns and significant levels of building space may provide the potential for future district energy related activities.

Recommendations

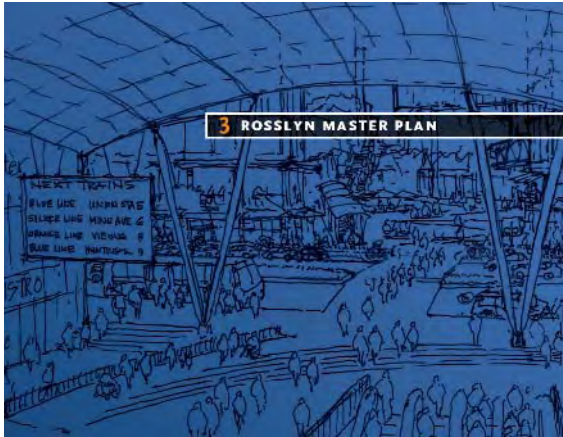
PARK TYPOLOGIES

A new "green network" should include a variety of different types of public spaces to serve the diverse and growing needs of the community. Four primary types are envisioned: Destination, Recreation, Revitalizing, and Linking Spaces. These park typologies will host a variety of new and expanded uses that better serve residents and workers in Rosslyn.

KEY RELATED POLICIES

PS | Enhance Dark Star Park's edge conditions and relationship to surrounding spaces to improve its prominence as a southern gateway into central Rosslyn.

Chapter 3: Rosslyn Master Plan | land use



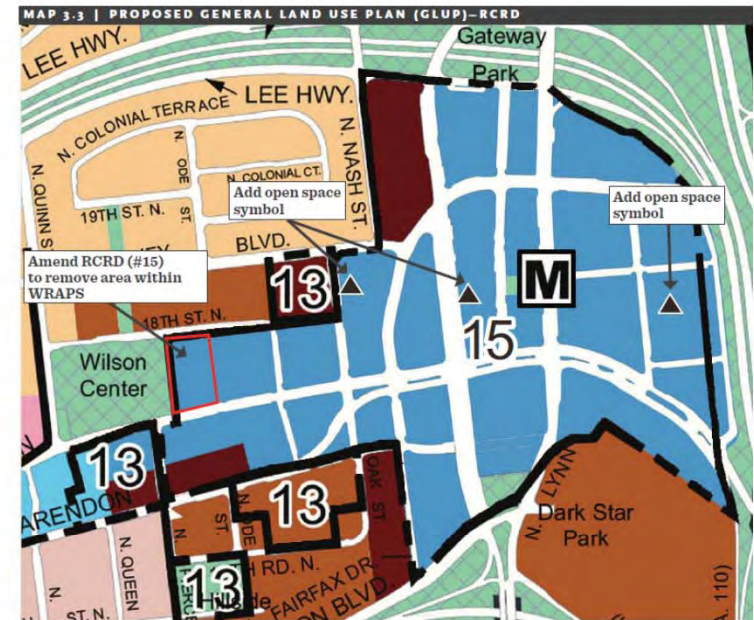
Key Considerations

The current land use mix in the RCRD is heavily dominated by commercial office space, representing more than 85 percent of all building space.

As a historically strong business district, Rosslyn also includes several hotels, serving the needs of tourists, business travelers, and other visitors.

The low proportion of housing (less than 5%) in the RCRD limits the amount of evening and weekend activity.

While collectively sites in Rosslyn are providing an ever-increasing amount of ground floor space for retail offerings, existing retail is not as diverse as it could be, and does not function collectively as a major retail destination.



- Use Mix
- General Land Use Plan
- Potential for Air Rights Development

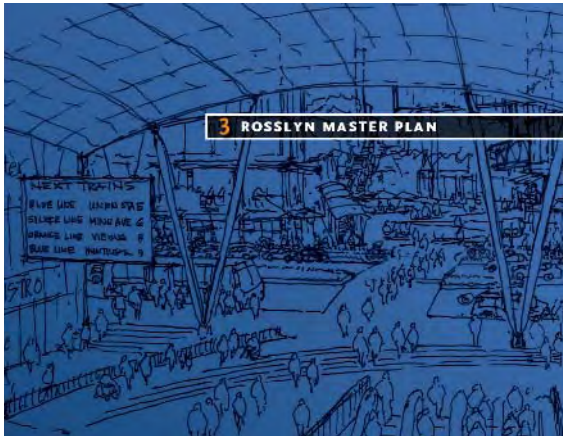


The Sedona is one of several recently built or planned residential properties in Rosslyn.



Several recent development proposals in Rosslyn include both an office building and a residential building. This approach not only captures more market-driven investment potential, but also helps transform Rosslyn from primarily an office district into a live/work/learn/play environment with active evenings and weekends as well as weekdays.

Chapter 3: Rosslyn Master Plan | transportation



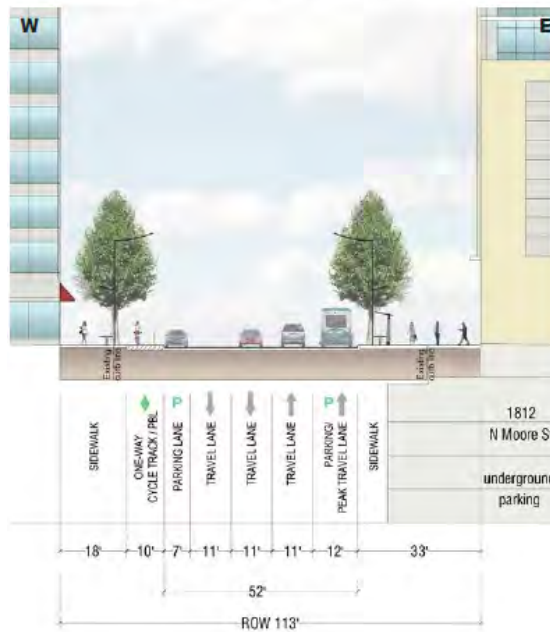
- Access and Circulation
- Transit Facilities
- Pedestrian and Bicycle Network
- Transportation Demand Management and Parking

FIGURE 3.1 | RECOMMENDED SECTIONS FOR SELECTED ROSSLYN STREETS

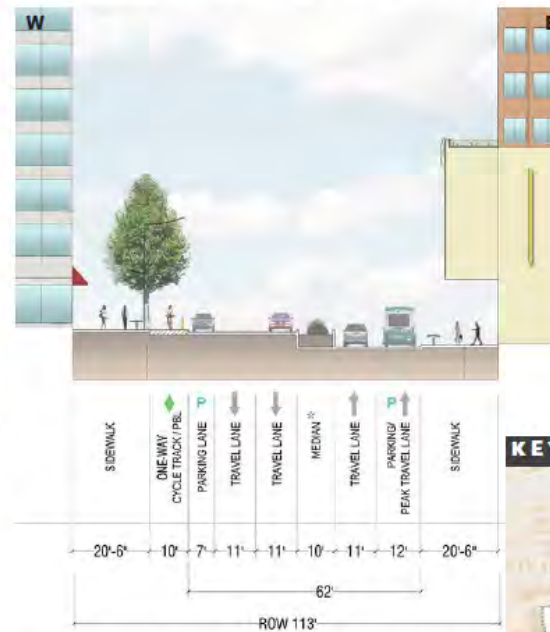
See appendix for additional recommended street sections.

Two-way conversion of Ft. Myer subject to further study

A N. Fort Myer Drive between 18th and 19th Streets
Proposed 3+1 lanes with one-way cycle track/PBL



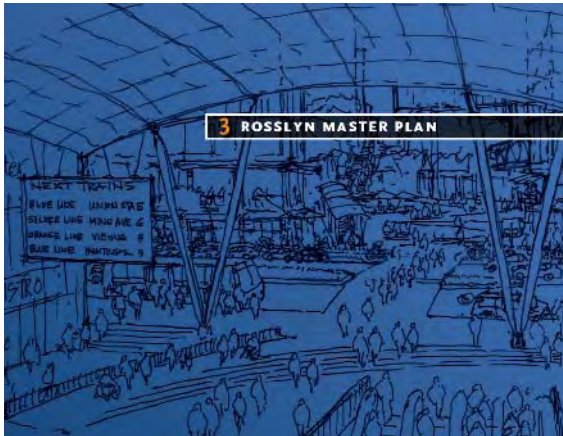
B N. Fort Myer Drive between Wilson Blvd. and 18th Street
Proposed 3+1 lanes with one-way cycle track/PBL



* Median height and width may vary pending further engineering



Chapter 3: Rosslyn Master Plan | parks + open space

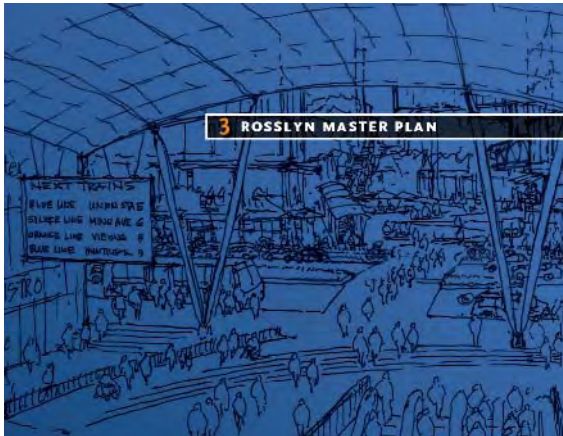


- Park Typologies
- Revitalized Existing Parks
- Creating New Parks
- Other Recommendations for Parks and Open Space

KEY CHARACTERISTICS

SIZE (APPROXIMATE):	0.7 acres
UNIQUE ADJACENCIES:	Marine Corps Memorial, Netherlands Carillon, Arlington National Cemetery
ACCESS:	Arlington Boulevard, North Meade Street, North Lynn Street, North Fort Myer Drive, North Fairfax Drive
VIEWS:	Surrounding development and streets
PROGRAMS (PRIORITY PROGRAMS IN BOLD):	<ul style="list-style-type: none"> • Existing public art • Inviting topography and landforms • Strolling paths and seating • Water features • Bold seasonal gardens at the urban scale • Temporary activations
PROGRAM CRITERIA:	Opportunity exists to rehabilitate <i>Dark Star Park</i> and more fully restore the renowned work of public art that is Rosslyn's gateway from the south. <i>Dark Star Park</i> would benefit from an enhanced pedestrian and bicycle route reaching south to the Marine Corps War Memorial and Netherlands Carillon along N. Lynn Street and N. Fort Myer Drive. Although the park is divided into two segments by N. Fairfax Drive, the width of this roadway can be reduced and a slip lane removed to allow for an expansion of the park area. In addition, the park currently lacks adequate side-walk access; thus safe crosswalks, streetscape lighting, and other streetscape elements at the perimeters of the park should be added as part of planned street improvements and slip lane removal to encourage more active neighborhood use.
OWNERSHIP/MANAGEMENT:	County
IMPLEMENTATION:	With street improvements, near term landscape and art enhancements possible

Chapter 3: Rosslyn Master Plan | urban design, building height



- Peaks and Valleys
- Density
- Building Height and Form Guidelines
- Streetscape
- Public Art
- Guidelines for other Urban Design Elements

FIGURE 3.7 | BUILDING HEIGHT AND FORM GUIDELINES SEE DETAIL ON FOLLOWING PAGES

BUILDING BASE

- B1. Buildable areas and edges
- B2. Ground level building area design along street and public space edges
- B3. Service and parking access
- B4. Parking location and design
- B5. Grade transitions

BUILDING TOWER/CAP

- T1. Building height
- T2. Street and neighborhood scale transition
- T3. Tower orientation, dimensions, spacing and use
- T4. Architectural composition of towers and caps

Chapter 4: Implementation |

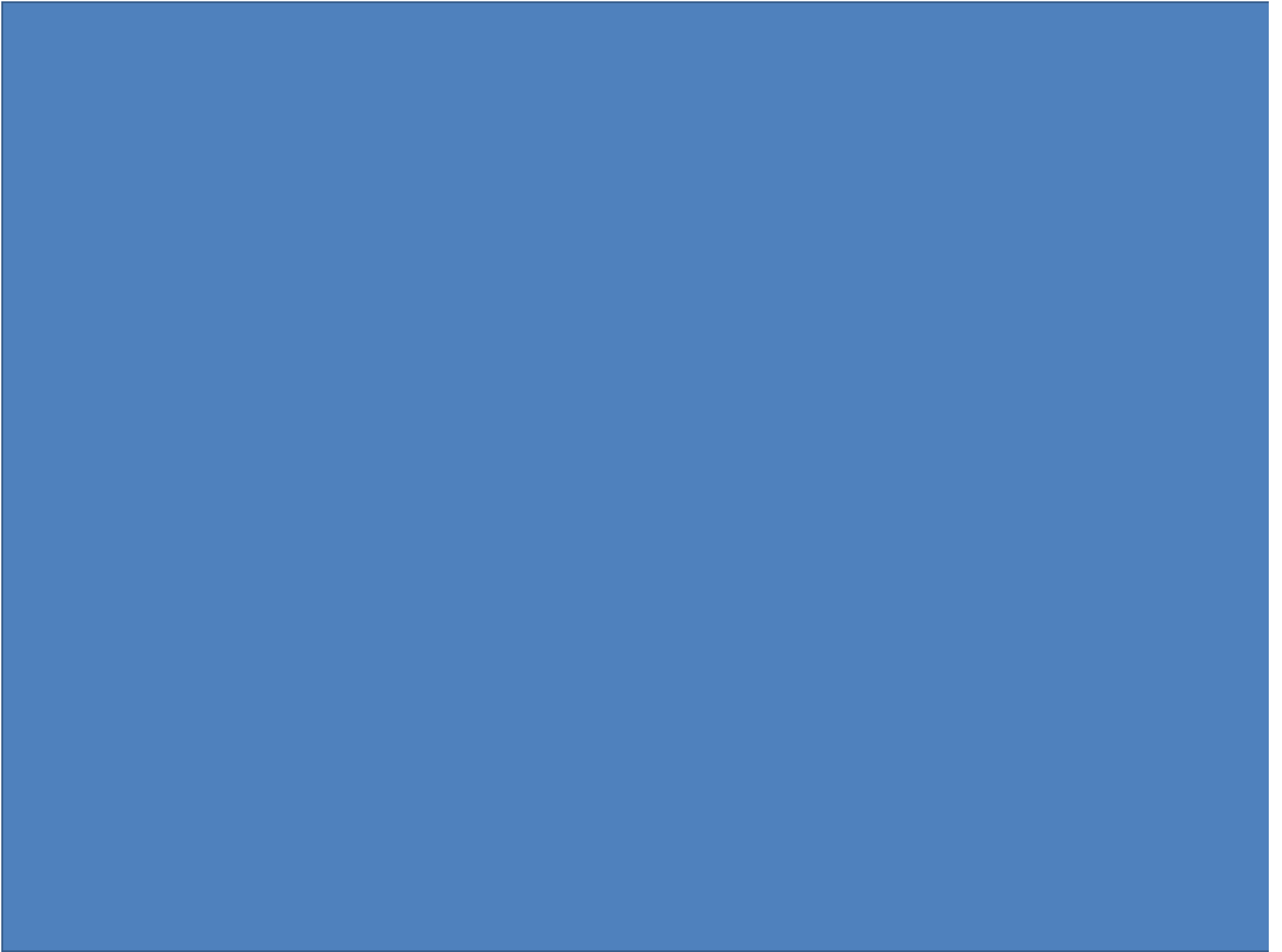


- Approach to Community Benefits
- Timing and Priorities for Planned Improvements
- Implementation Matrix

CHART 4.1 | IMPLEMENTATION ACTIONS

#	IMPLEMENTATION ACTIONS	TIMING	IMPLEMENTING AGENCY(S)	COUNTY MECHANISM(S)*
Affordable Housing				
12.	Ensure that up to 30% of the total value of community benefits for additional density in a "C-O Rosslyn" site plan project goes toward creating or preserving affordable housing. Evaluate the best use of this value (e.g. on-site units or a cash contribution) through the site plan process.	O	CPHD	
13.	Prioritize use of site plan cash contributions in the RCRD to achieve projects within the Rosslyn Metro Station Area, make progress towards the County's Affordable Housing Policy, and encourage construction and utilization of accessible units.	O	CPHD	
14.	Utilize affordable housing financing tools such as the Affordable Housing Investment Fund (AHIF), Low Income Housing Tax Credits, and other local, state and federal financing programs.	O	CPHD	
TRANSPORTATION				
15.	Amend the Master Transportation Plan (Street Typology Map) to illustrate the recommended future street network in Rosslyn and re-designate the typology of select street segments as needed (See Map 3.7).	ST	DES	
16.	Amend the Master Transportation Plan (Bike and Trail Network Map) to reflect an enhanced pedestrian and bicycle network in the Rosslyn area (See Map 3.11).	ST	DES	
17.	Manage the construction, reconstruction and reconfiguration of Rosslyn's recommended street network, including bike and sidewalk improvements, over time by strategically sequencing projects based on levels of priority as identified in the County Capital Improvements Program (CIP) and the ability to execute such projects with or without the redevelopment projects necessary to physically accommodate such construction.	O	DES	
18.	Coordinate with WMATA to improve the existing Metro station and explore opportunities for additional stations and entrances.	O	DES	
19.	Implement bus facility improvements and strategies for management of bus, tax, vans, and ride shares.	O	DES	
20.	Continue to coordinate with neighboring jurisdictions to enhance multi-modal connectivity between Rosslyn and Georgetown and Theodore Roosevelt Bridge.	O	DES	
21.	Employ Parking and Transportation Demand Management (TDM) strategies for future redevelopment in Rosslyn.	O	DES	
22.	Continue regular monitoring of traffic operations in Rosslyn and surrounding neighborhoods, and implement traffic mitigation measures as needed	O	DES	

* Where applicable, County mechanisms and funding sources are still being determined



Urban Design, Building Height and Form



A plan for Peaks and Valleys for the future of Rosslyn

Vision Principles: Urban Design + Building Height

VP 1: Rosslyn will be a global destination with a dynamic skyline, unique vistas, and exceptional value

> An urban pattern of buildings, streets and open spaces that produces an attractive and memorable skyline and provides breathtaking views of the nation's capital



Building heights limited where necessary to preserve prime public views

Gaps between buildings preserved for view and street connections

Freedom Park access improved to enhance experience of unique views at and near street level

Rosslyn as
Arlington's world-class downtown

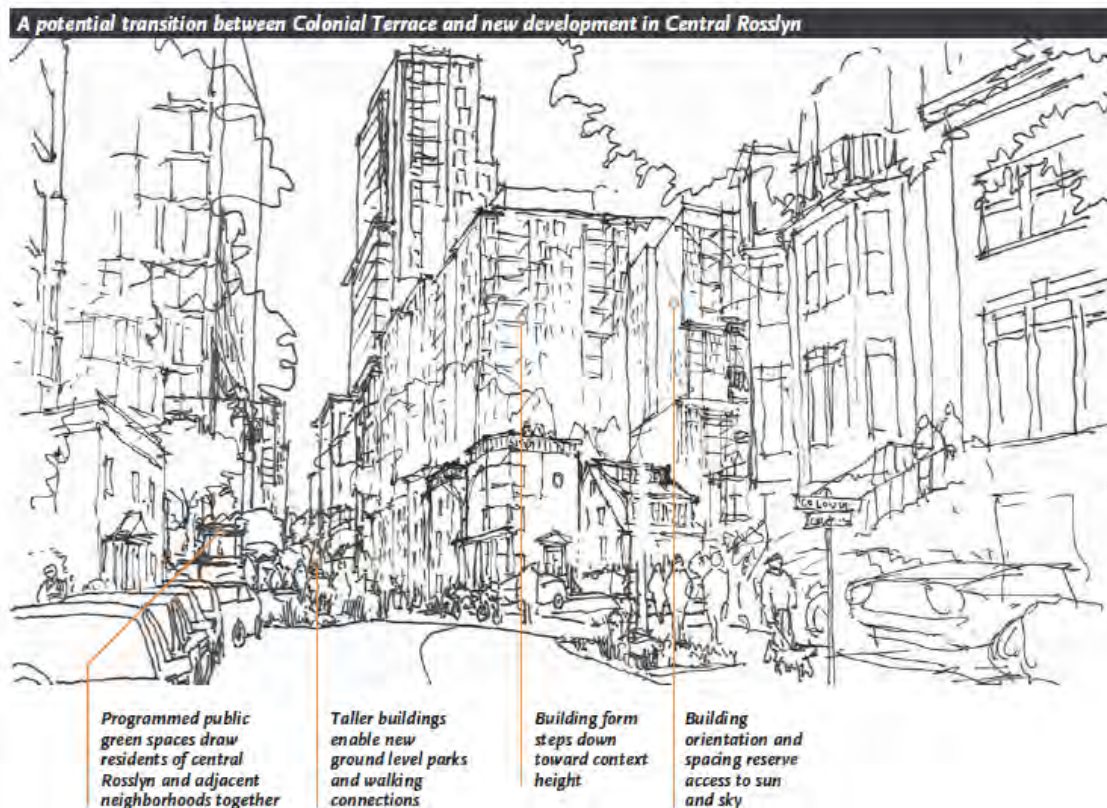


Buildings should be distinguished by their shape, material, color and peaks to contribute to an interesting and memorable skyline (example image from San Francisco).

Vision Principles: Urban Design + Building Height

VP 4: Rosslyn will be a good neighbor to adjacent communities, making sensitive transitions of building form and offering complementary housing and service options

> Building heights and forms that respect the scale of established neighborhoods in and around Rosslyn



Rosslyn—maturing as a great place to live in and near



Building height and scale transitions to adjacent neighborhoods are important, as are creative ways of addressing topography changes.

Building Height and Form: Policies

GOAL #1: Establish a new over-arching building heights policy and regulatory framework for Rosslyn to create better public streets, open spaces, and architecture

POLICIES (summarized):

- B1** Develop a new building heights policy and regulations for the RCRD that incorporates varied building heights and advances the following principles:
- Apply form and massing strategies to address distinct priority transition and special context zones.
 - Maximize view corridors from the observation deck, and protect and enhance high-priority public observation deck view corridors, promote good views from and daylight access to buildings, while achieving sensitive transitions

Building Height and Form: Policies

B1 Continued...

- Protect and enhance high-priority ground level view corridors
- Develop strategies to balance sun and shade opportunities
- Leverage the form of new development to create great public spaces and ground level circulation

B2 Make Rosslyn's architecture more distinctive and better oriented to people

B3 Clearly identify, prioritize and link public improvements to the attainment of increased density above 3.8 and 4.8 FAR

Urban Design: Policies

GOAL #2: Shape Rosslyn's physical environment with an emphasis on walkability and the public realm

POLICIES (summarized):

U4 Ensure architecture and building design contribute to physical environment that respects human scale

U5 Design buildings to sensitively transition from the RCRD to surrounding lower density residential areas

U6 Improve streetscapes to provide the infrastructure needed to welcome and amplify the area's increasing levels of pedestrian activity

U7 Use an urban design approach that is consistent with the County's planning goals and enhances Rosslyn's unique identity

A Peaks and Valleys Approach to Building Heights

Overview:

- A few items recommended for codification in zoning:
 - Density
 - Building height (including provisions for flexibility)
 - Setback provisions for street & neighborhood scale transition

FIGURE 3.7 | BUILDING HEIGHT AND FORM GUIDELINES

SEE DETAIL ON FOLLOWING PAGES

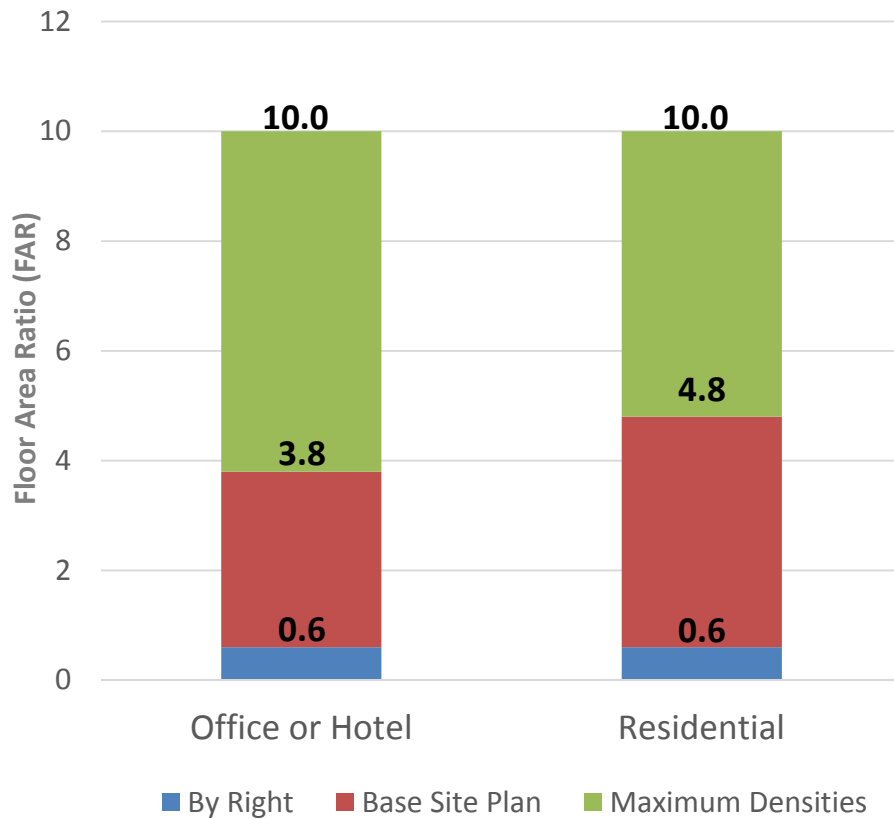
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BUILDING TOWER/CAP	
T1.	Building height
T2.	Street and neighborhood scale transition
T3.	Tower orientation, dimensions, spacing and use
T4.	Architectural composition of towers and caps

From introductory text on page 148

...These **guidelines are intended to provide direction and guide building design and massing characteristics** for future development in Rosslyn. Each guideline is designed to achieve the described intent, or any planning and design objective that is to be advanced through application of the guideline. **The guidelines are not regulations and should be considered as flexible as long as the intent outlined in each guideline are achieved [in future site plans]...**

Maintain Density Approach to “C-O Rosslyn”

“C-O Rosslyn” Density Thresholds



Max. Density/10FAR



Standard Site Plan

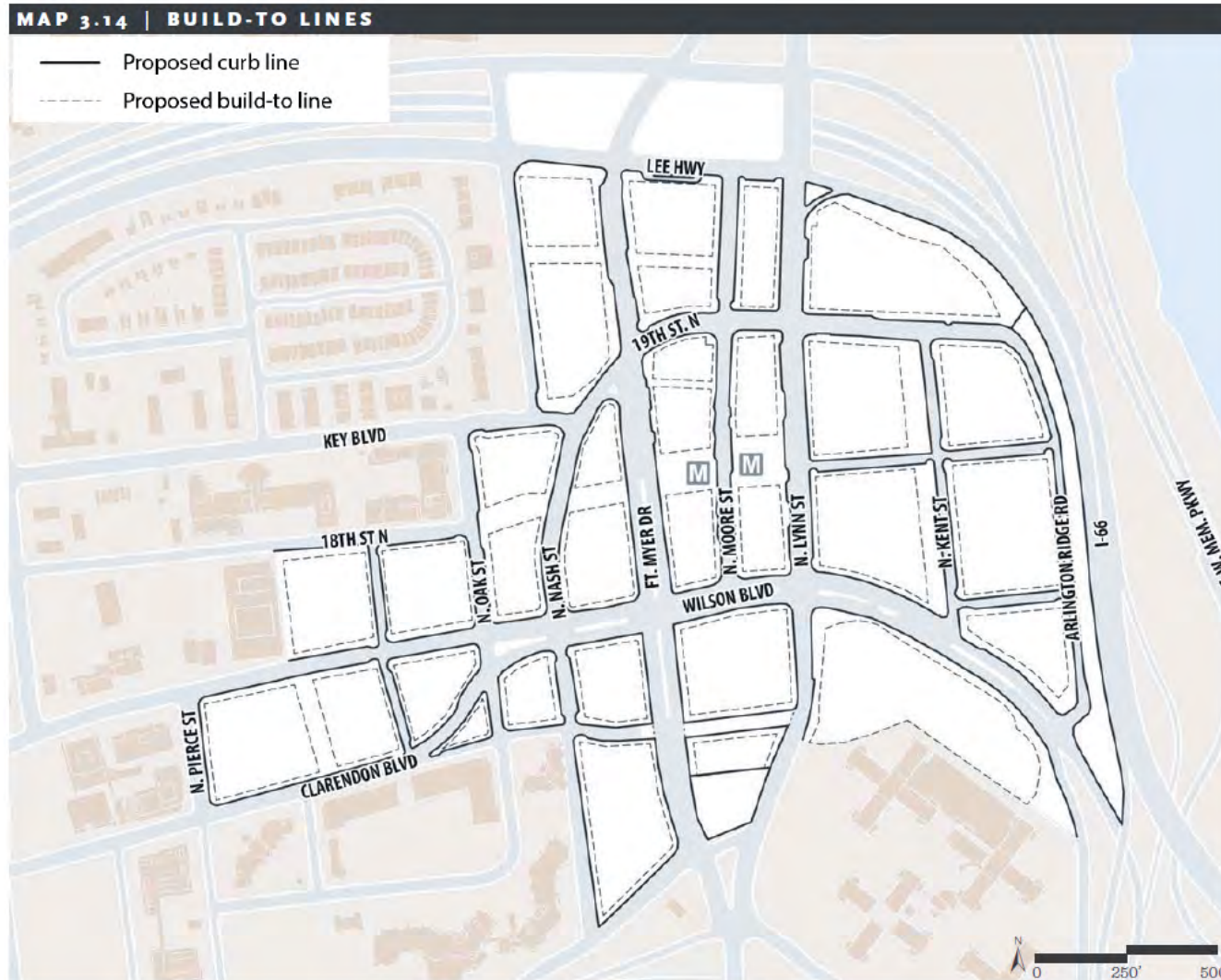


By Right



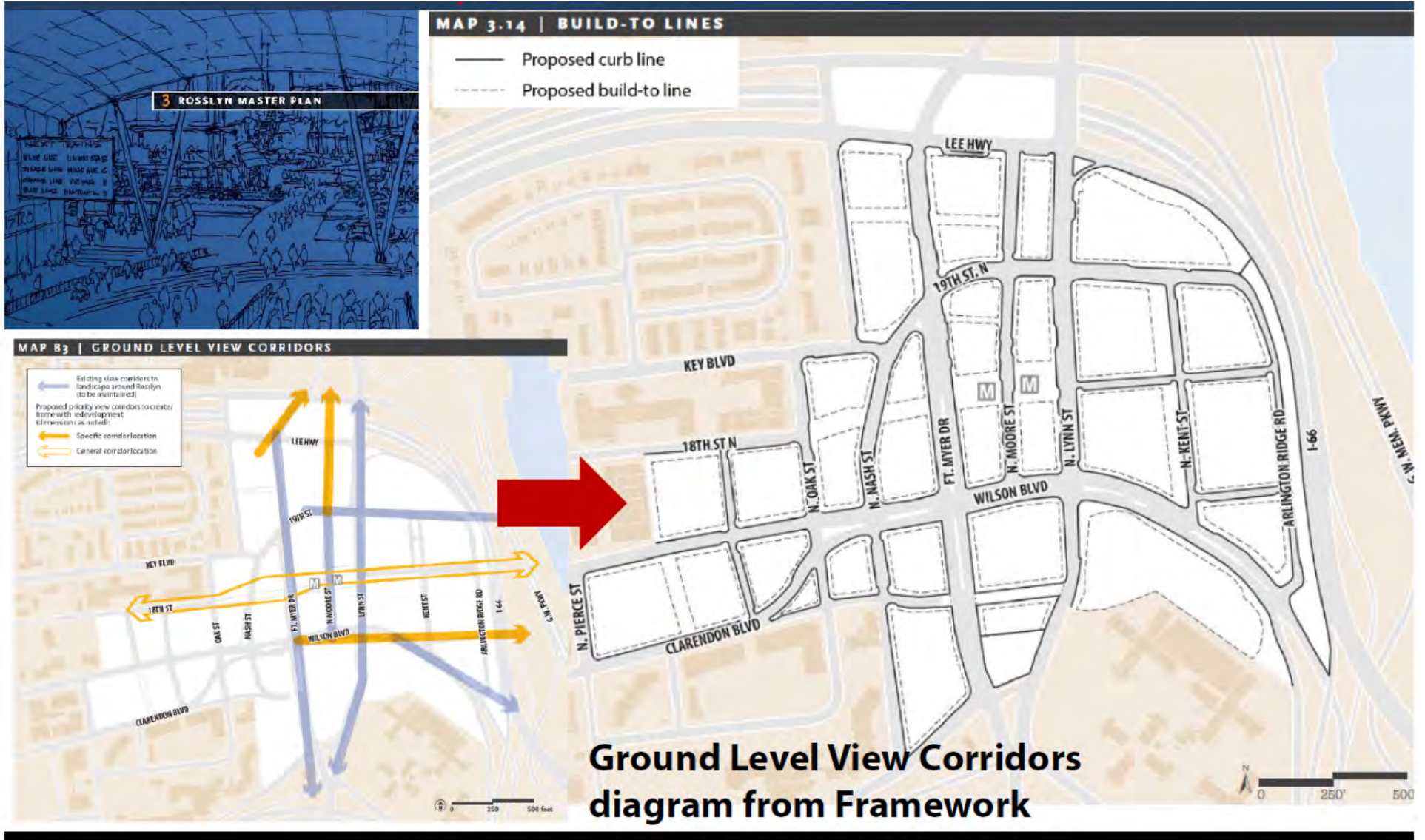
A Peaks and Valleys Approach to Building Heights

BUILD-TO LINES



New development must meet proposed build-to lines along at least two-thirds of each street frontage to shape public spaces in Rosslyn.

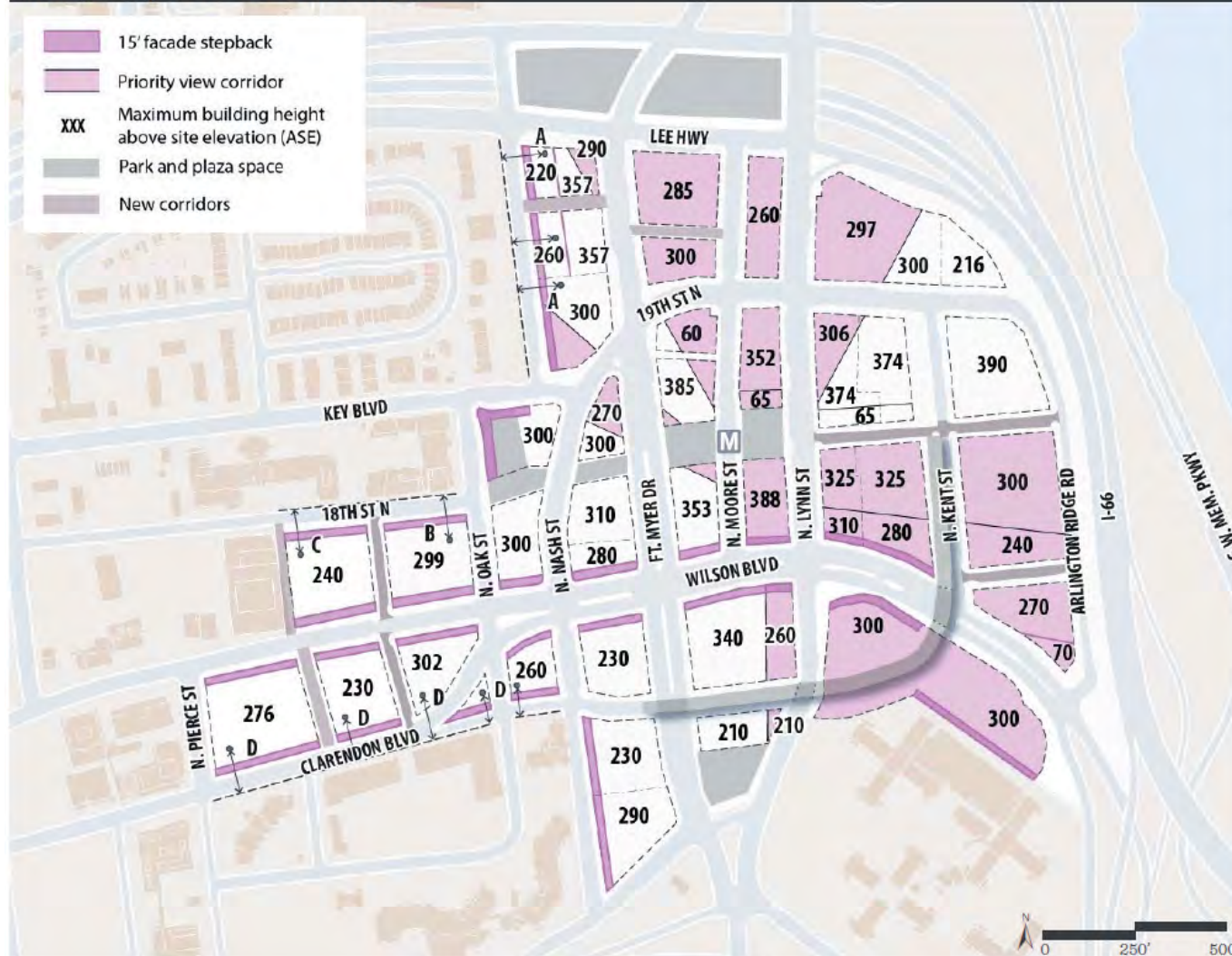
A Peaks and Valleys Approach to Building Heights



A Peaks and Valleys Approach to Building Heights

BUILDING HEIGHT

MAP 3.16 | BUILDING HEIGHTS

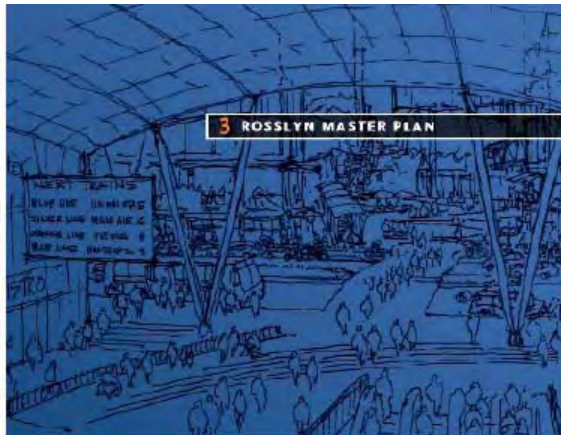


- A.** Height of any given point in this area must not exceed the sum of its distance from the west boundary of N. Nash Street plus 125 feet
- B.** Height of any given point in this area must not exceed the sum of its distance from the north boundary of 18th Street plus 180 feet
- C.** Height of any given point in this area must not exceed the sum of its distance from the north boundary of 18th Street plus 136 feet
- D.** Height of any given point in this area must not exceed the sum of its distance from the south boundary of Clarendon Boulevard plus 136 feet

Note: The building face should be considered the boundary of the street

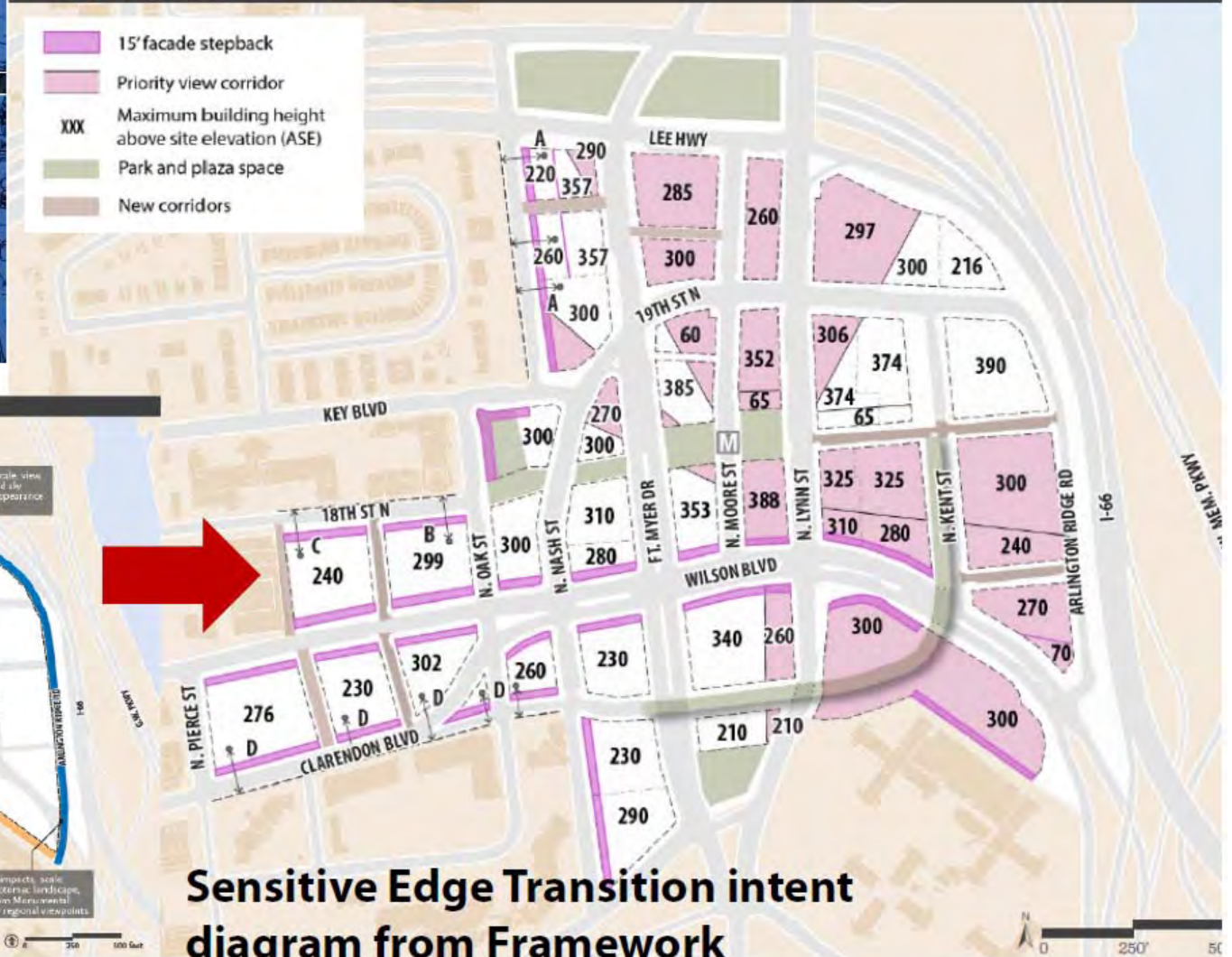
Proposed height recommendations create a more varied Rosslyn skyline appearance and protect priority view corridors to surrounding landmarks. They also identify neighborhood edges where building heights should step down.

A Peaks and Valleys Approach to Building Heights

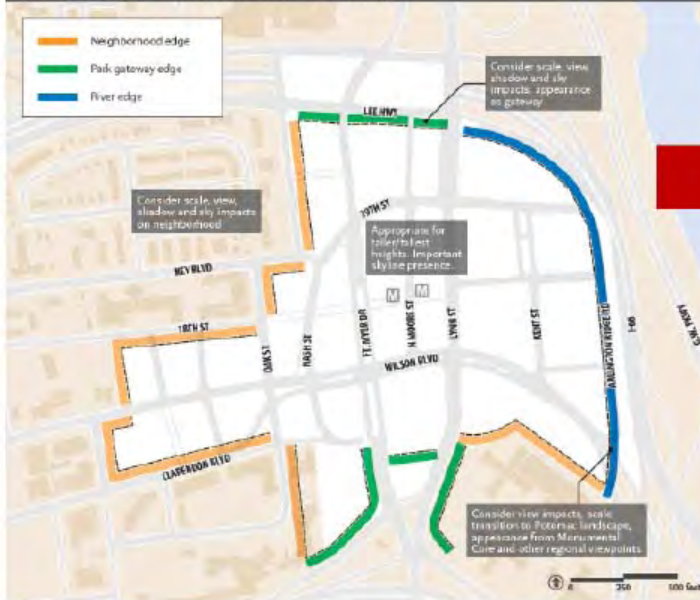


MAP 3.16 | BUILDING HEIGHTS

- 15' facade stepback
- Priority view corridor
- XXX** Maximum building height above site elevation (ASE)
- Park and plaza space
- New corridors

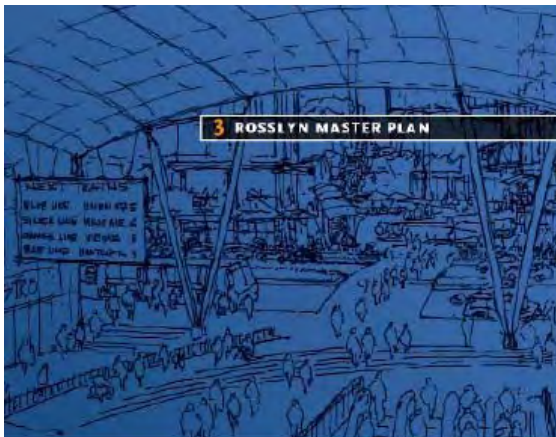


MAP B1 | SENSITIVE EDGE TRANSITIONS



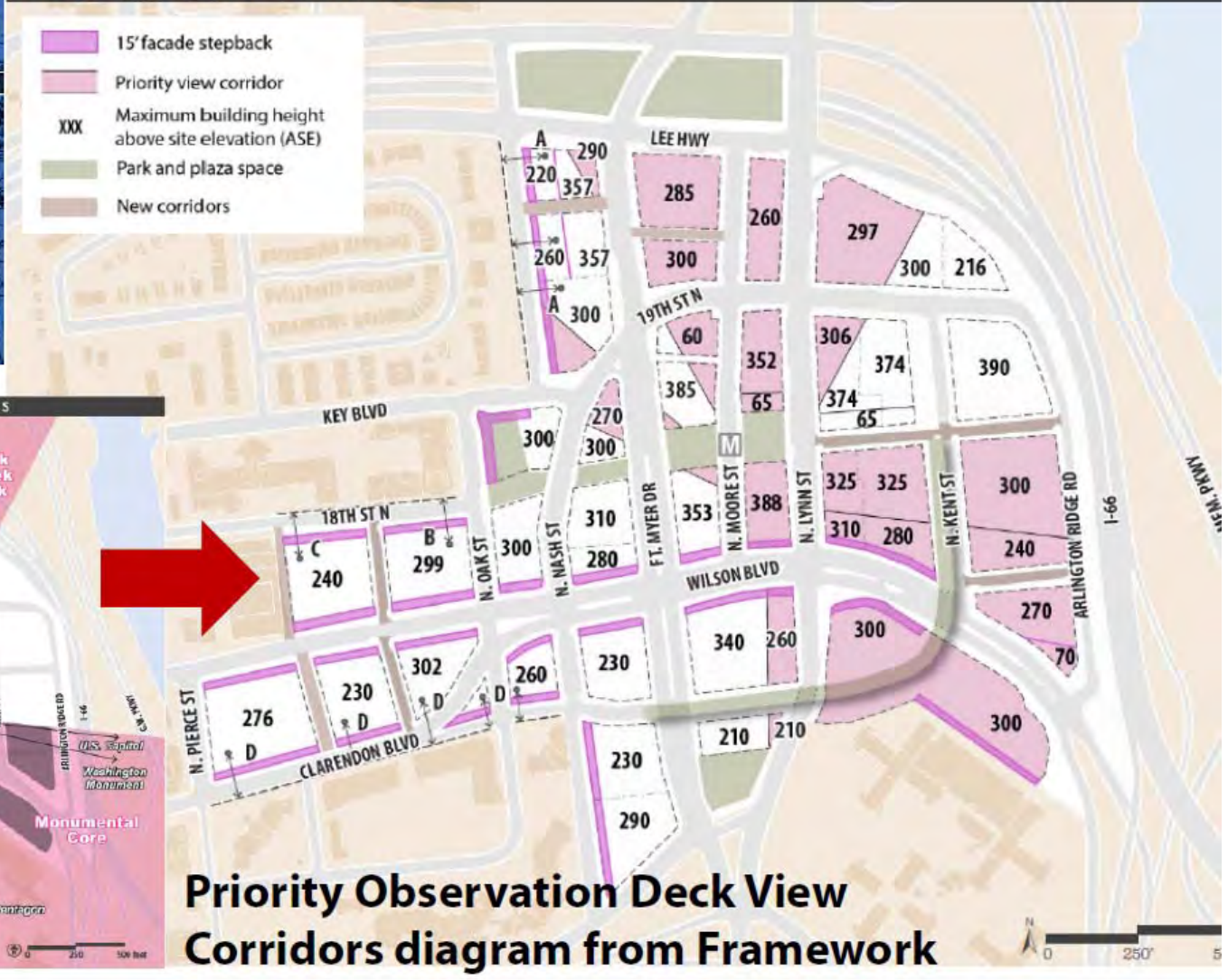
Sensitive Edge Transition intent diagram from Framework

A Peaks and Valleys Approach to Building Heights

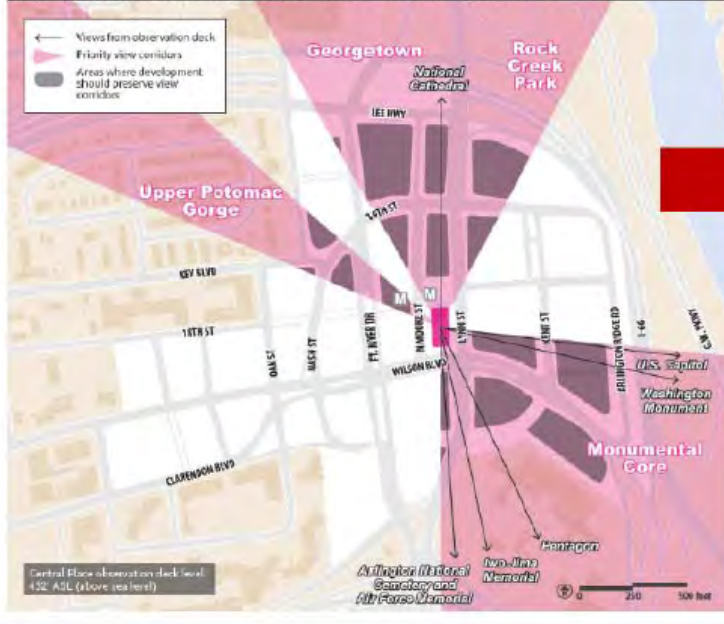


MAP 3.16 | BUILDING HEIGHTS

- 15' facade setback
- Priority view corridor
- XXX** Maximum building height above site elevation (ASE)
- Park and plaza space
- New corridors






MAP B2 | PRIORITY OBSERVATION DECK VIEW CORRIDORS

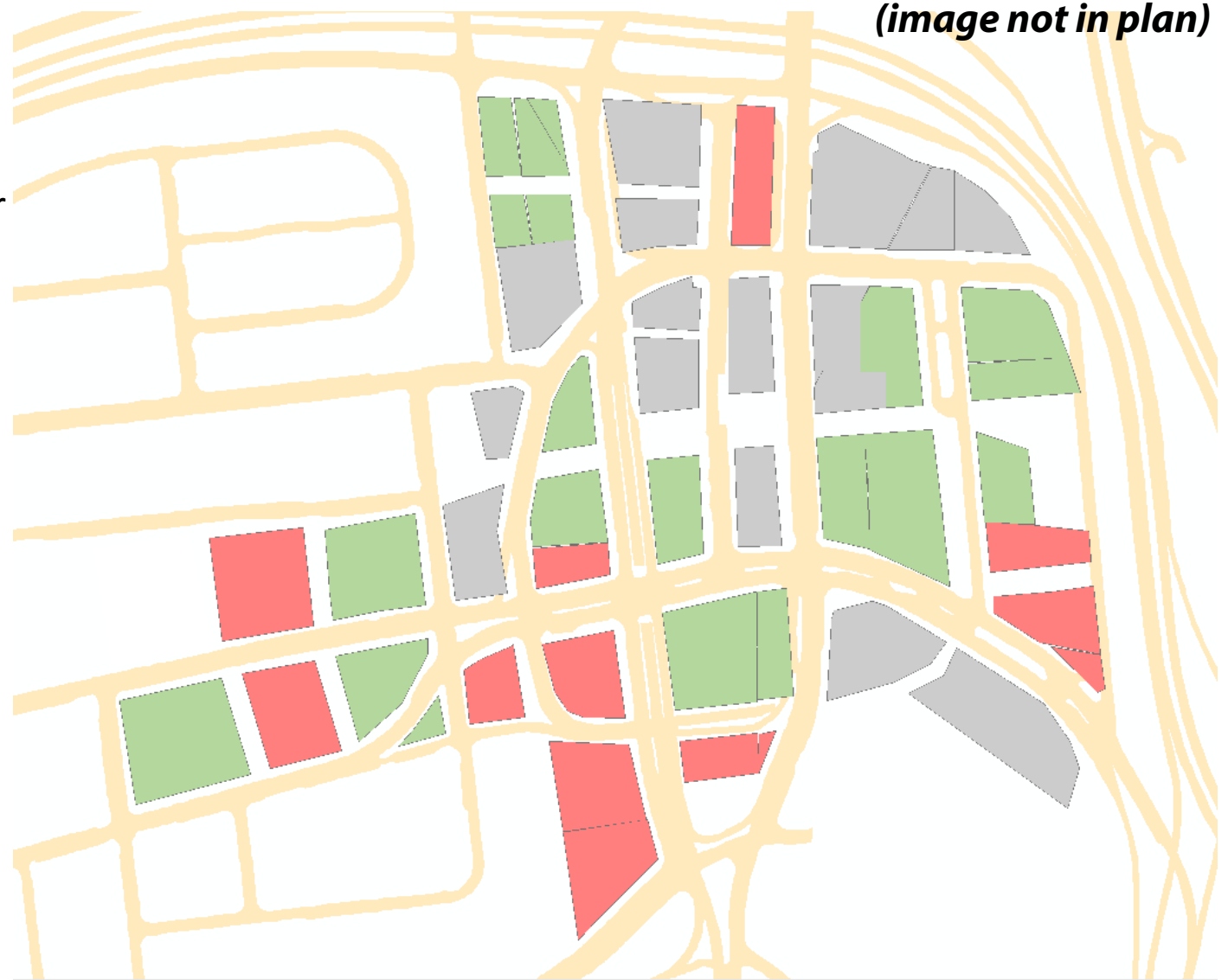


Priority Observation Deck View Corridors diagram from Framework

Building Heights Below/Above 300 feet

Sites with building heights planned up to

-  300 ft. or above (or at 470'asl)
-  Below 300 ft.
-  Already developed/a pproved

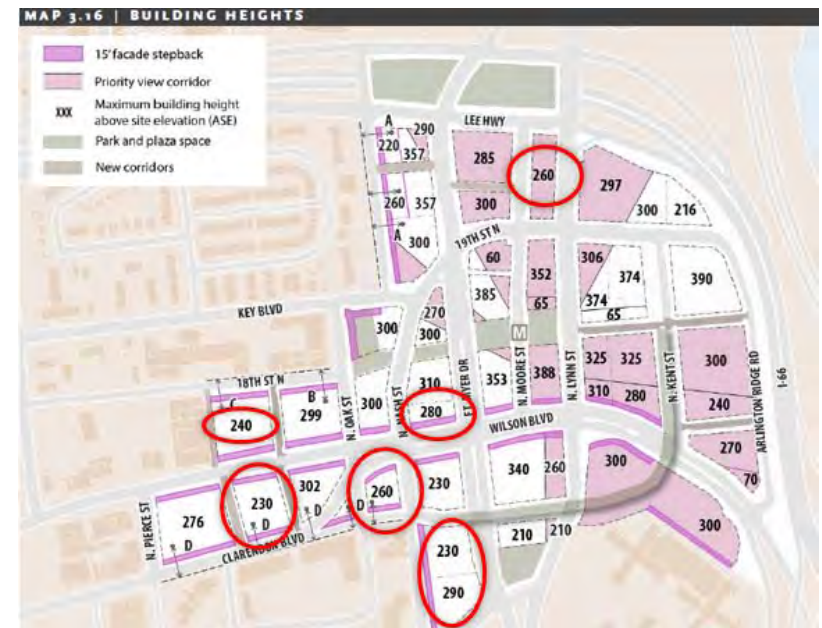


A Peaks and Valleys Approach to Building Heights

BUILDING HEIGHT





Provisions for Flexibility:

- Single-tower sites with maximum listed height under 300' above grade can seek County Board modification to build taller if:
 - Total height does not exceed 300'
 - FAA approves the height
 - Density does not exceed FAR 10
 - Space above height limit devoted to housing or hotel only
 - Project advances plan goals to: preserves views, transitions to neighborhood context, achieves height variety, maintains daylight access



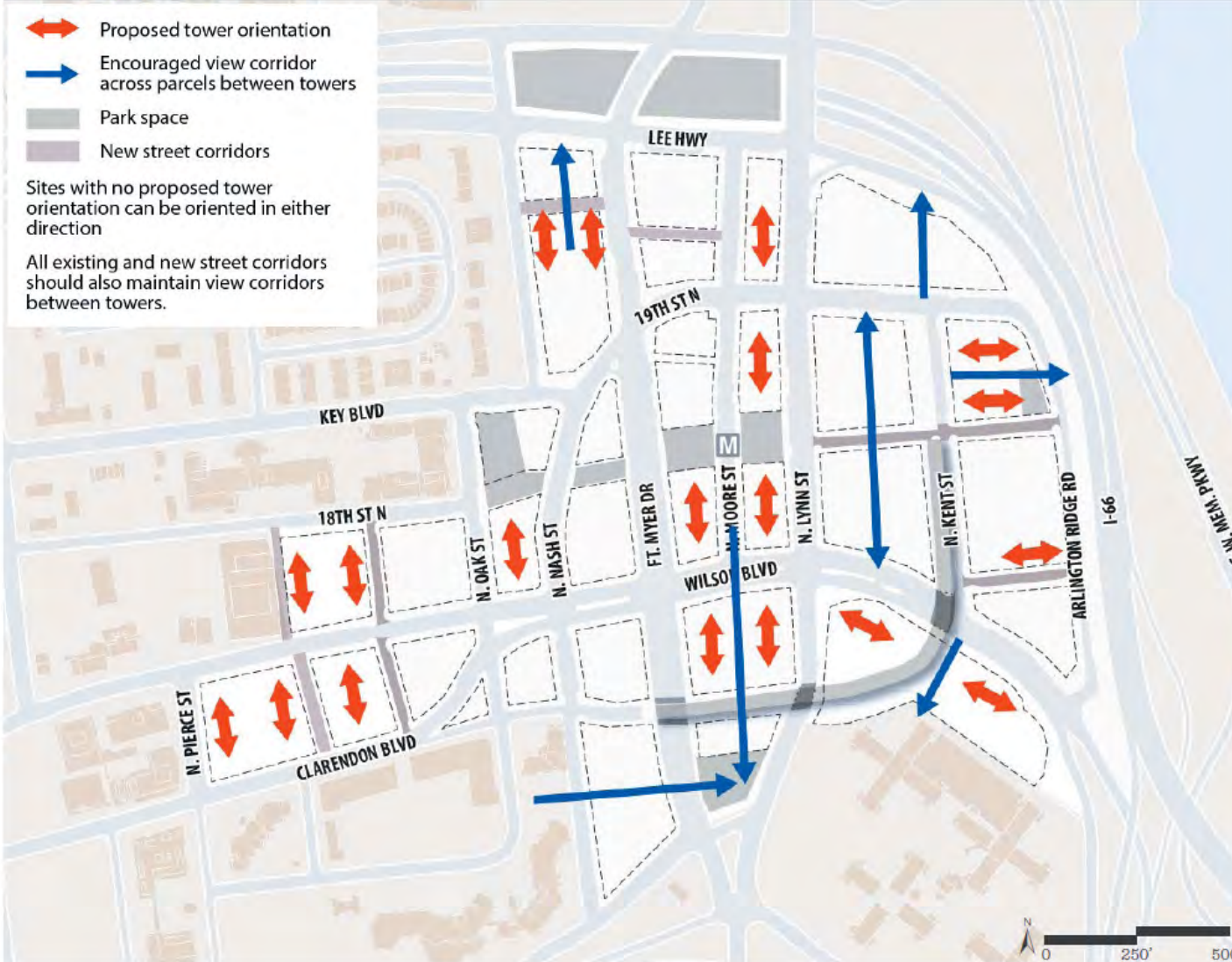
A Peaks and Valleys Approach to Building Heights

MAP 3.17 | TOWER ORIENTATION

-  Proposed tower orientation
-  Encouraged view corridor across parcels between towers
-  Park space
-  New street corridors

Sites with no proposed tower orientation can be oriented in either direction

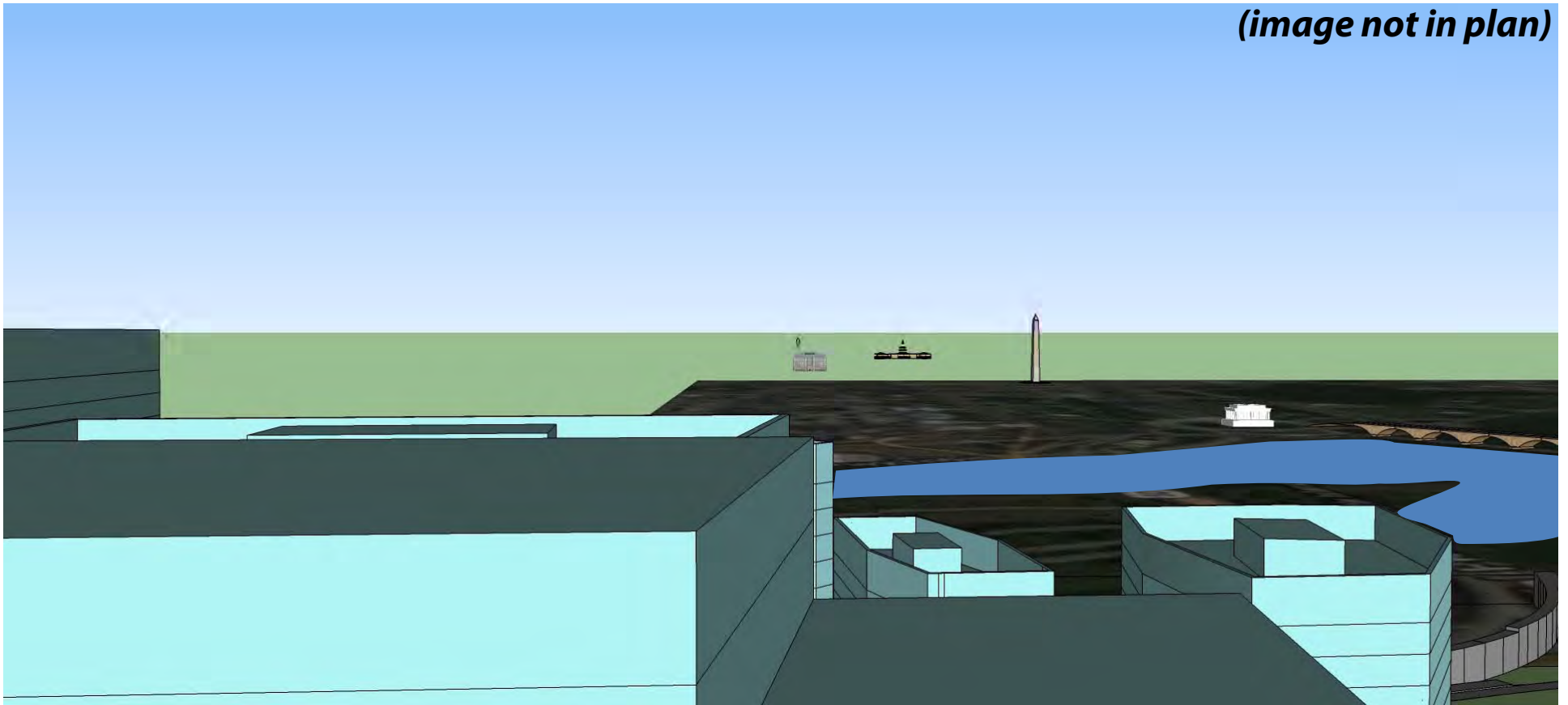
All existing and new street corridors should also maintain view corridors between towers.



Proposed tower orientation guidelines maximize daylight access and minimize shadow impacts to benefit the pedestrian environment.

Peaks and Valleys: Views from Observation Deck

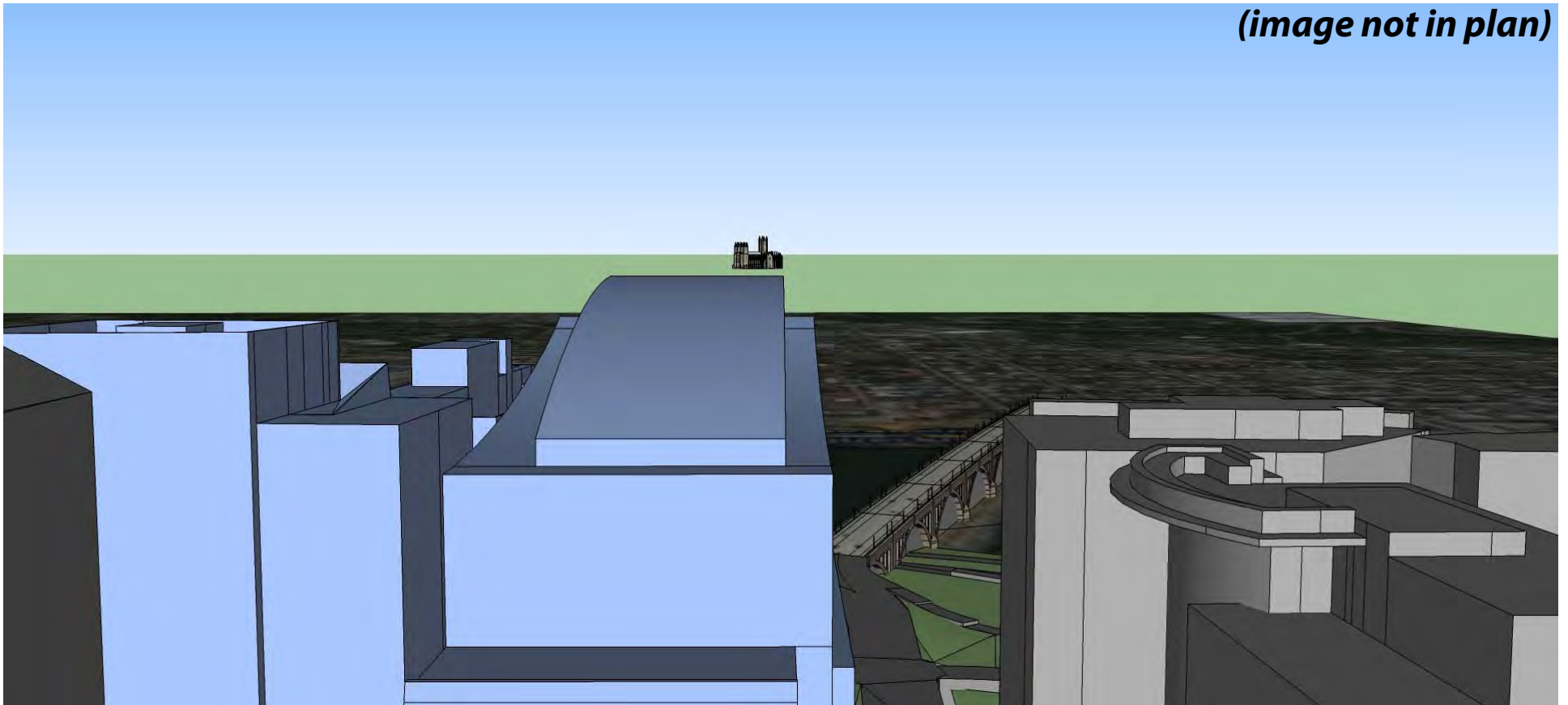
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View looking east toward Monumental Core

Peaks and Valleys: Views from Observation Deck

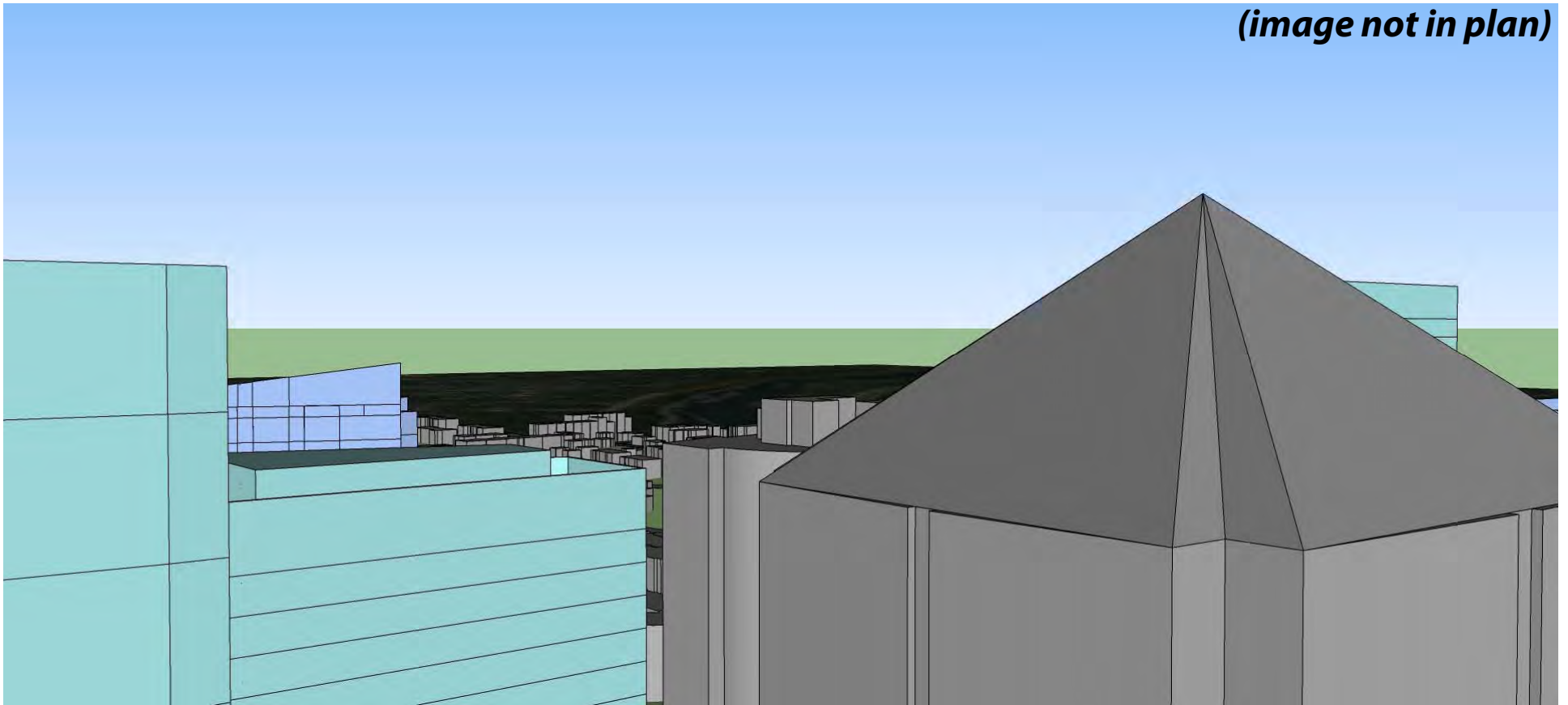
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View looking north toward National Cathedral

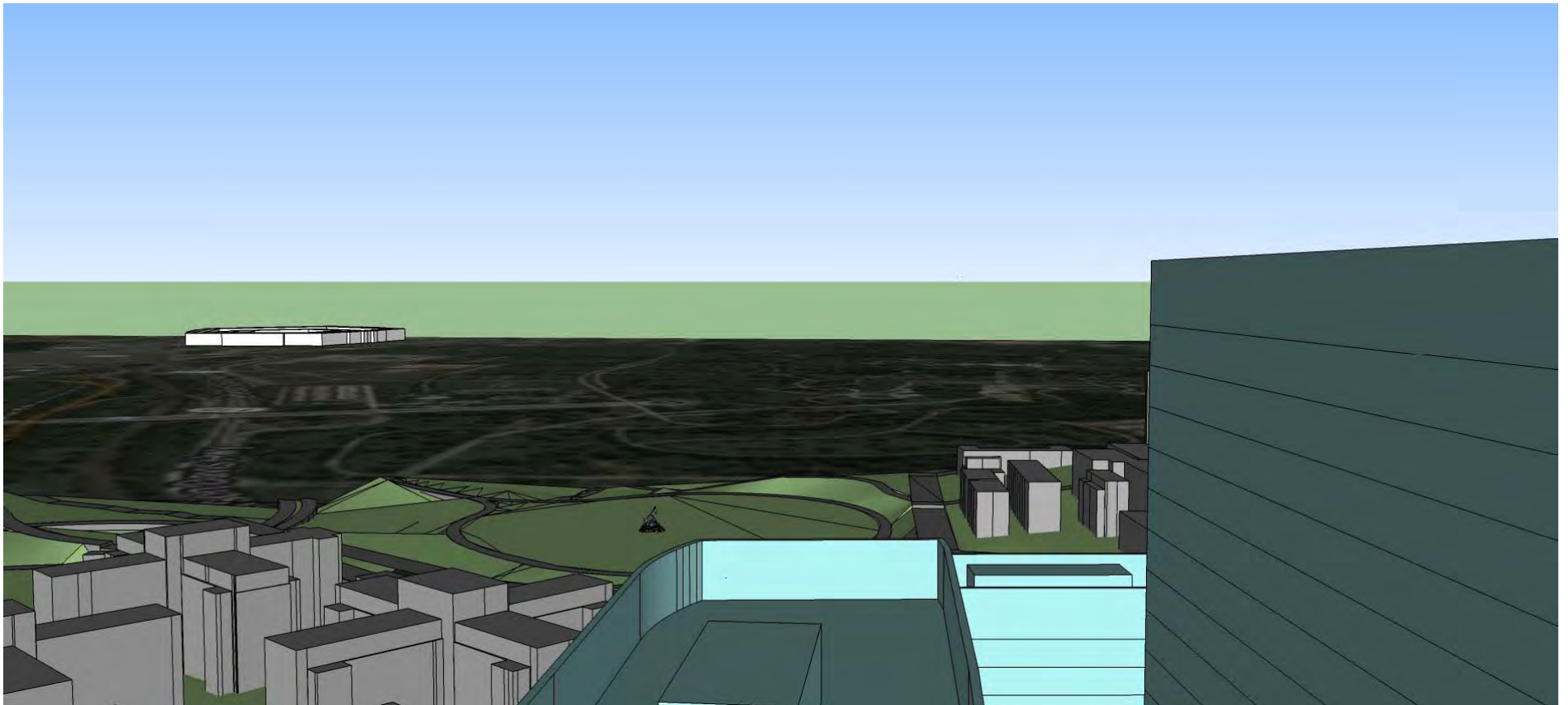
Peaks and Valleys: Views from Observation Deck

(image not in plan)



View looking northwest toward Potomac River Gorge

Peaks and Valleys: Views from Observation Deck

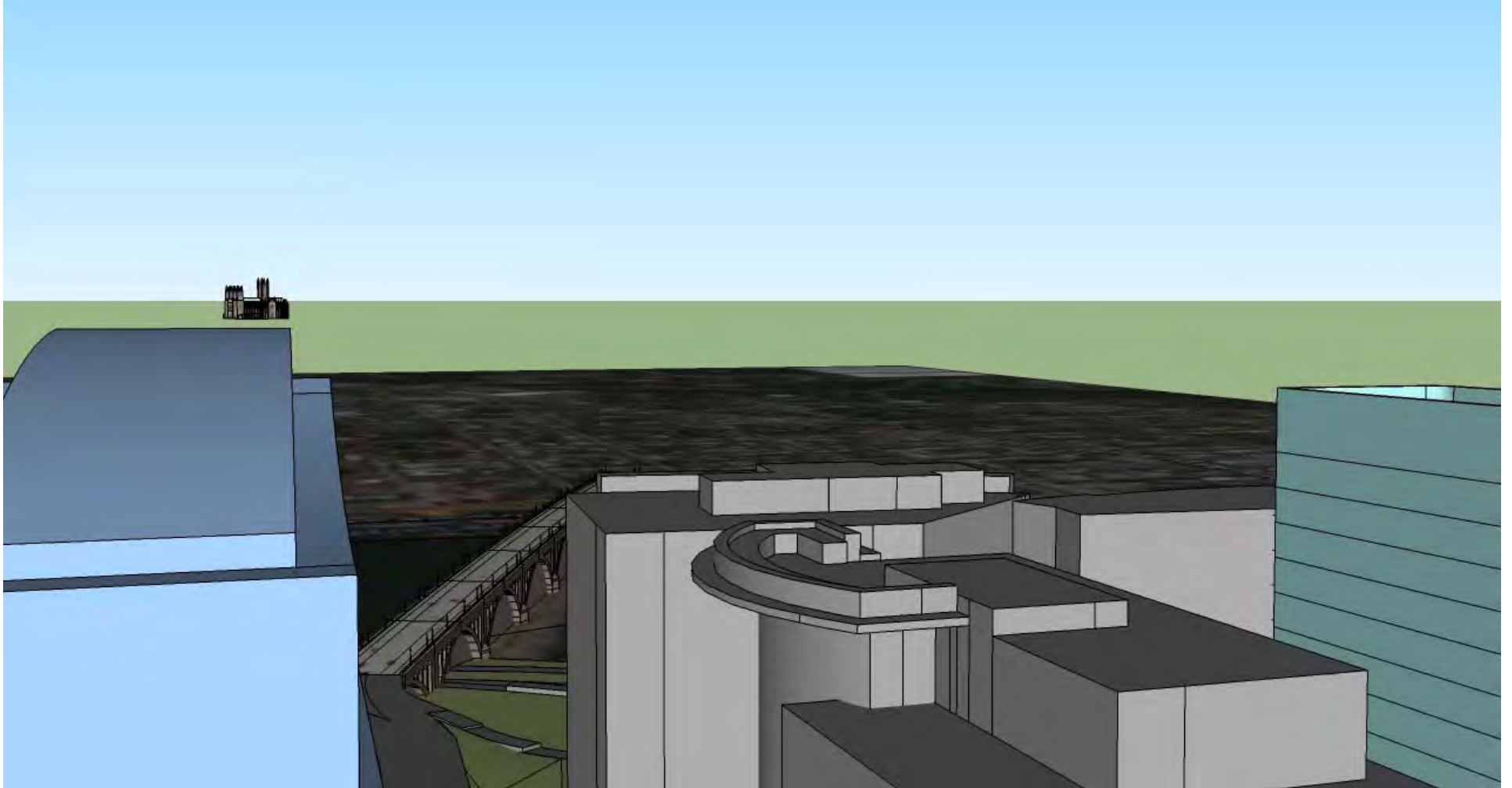


View looking south toward Iwo Jima Memorial, Arlington Cemetery and Pentagon

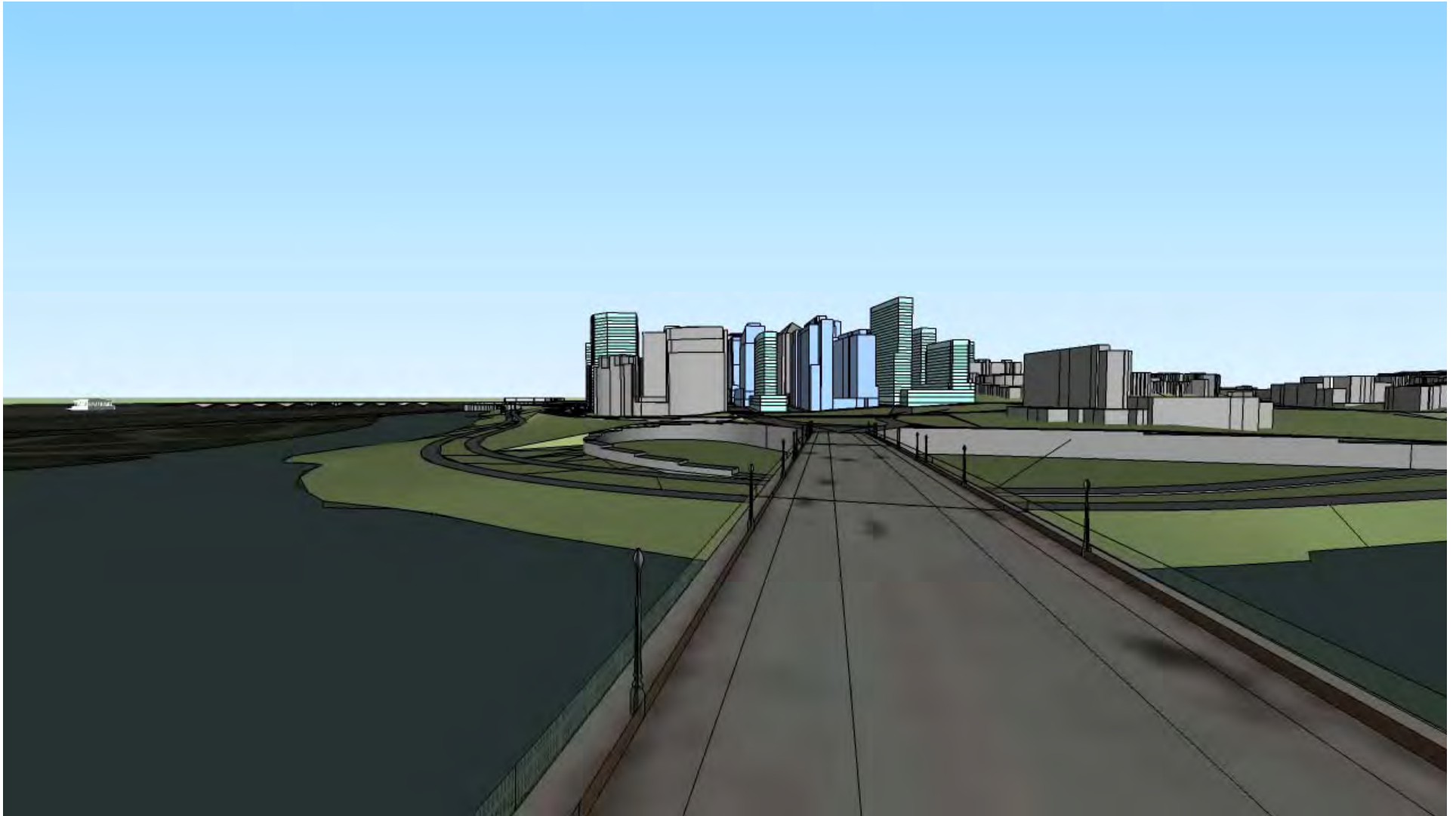
Peaks and Valleys: Views from Observation Deck

Walk around animation looking out from observation deck

(image not in plan)



Peaks and Valleys: Fly Around the RCRD



Implementing Peaks and Valleys

- #1 Adopt the Rosslyn Sector Plan
- #8 Amend the Zoning Ordinance to update the provisions of the “C-O Rosslyn” District, to facilitate the vision of the Rosslyn Sector Plan
- #9 Establish the specific locations of recommended Build-to Lines throughout the RCRD with redevelopment
- #41 Implement the “Peaks and Valleys” building height and form guidelines with redevelopment projects

Urban Design: Streetscape

Highlights

- INTENT: Provide streetscape improvements to strengthen the district's character and enhance the pedestrian environment
- Sector plan embraces design aesthetic and supports future installation of elements in BID's streetscape master plan
- Future implementation of most of Rosslyn BID's envisioned streetscape elements should be advanced through partnership between County and BID (*e.g. MoU*)
- Elements to be installed over time as resources permit



Public Art, and Corridor of Light

Highlights

- Art projects should reinforce urban essence of Rosslyn, highlight pedestrian connections to the Potomac River corridor, and facilitate visual connections to Washington, D.C.
- Integrated public art within County and private development sites can continue to enliven Rosslyn
- Private contributions to the County's Public Art Fund supplement public dollars that can be aggregated for public art for public facilities, streetscape, and infrastructure



Sample renderings showing the luminous bodies during the day when they reflect sunlight (top), and at night when they are internally lit (above).

Other Urban Design Elements

Green streets and surfaces

- expand tree canopy
- green walls
- green roofs

Festival Streets

- N. Moore Street (north of 19th)
- 18th Street Corridor
- N. Fort Myer Dr. and Lynn St.

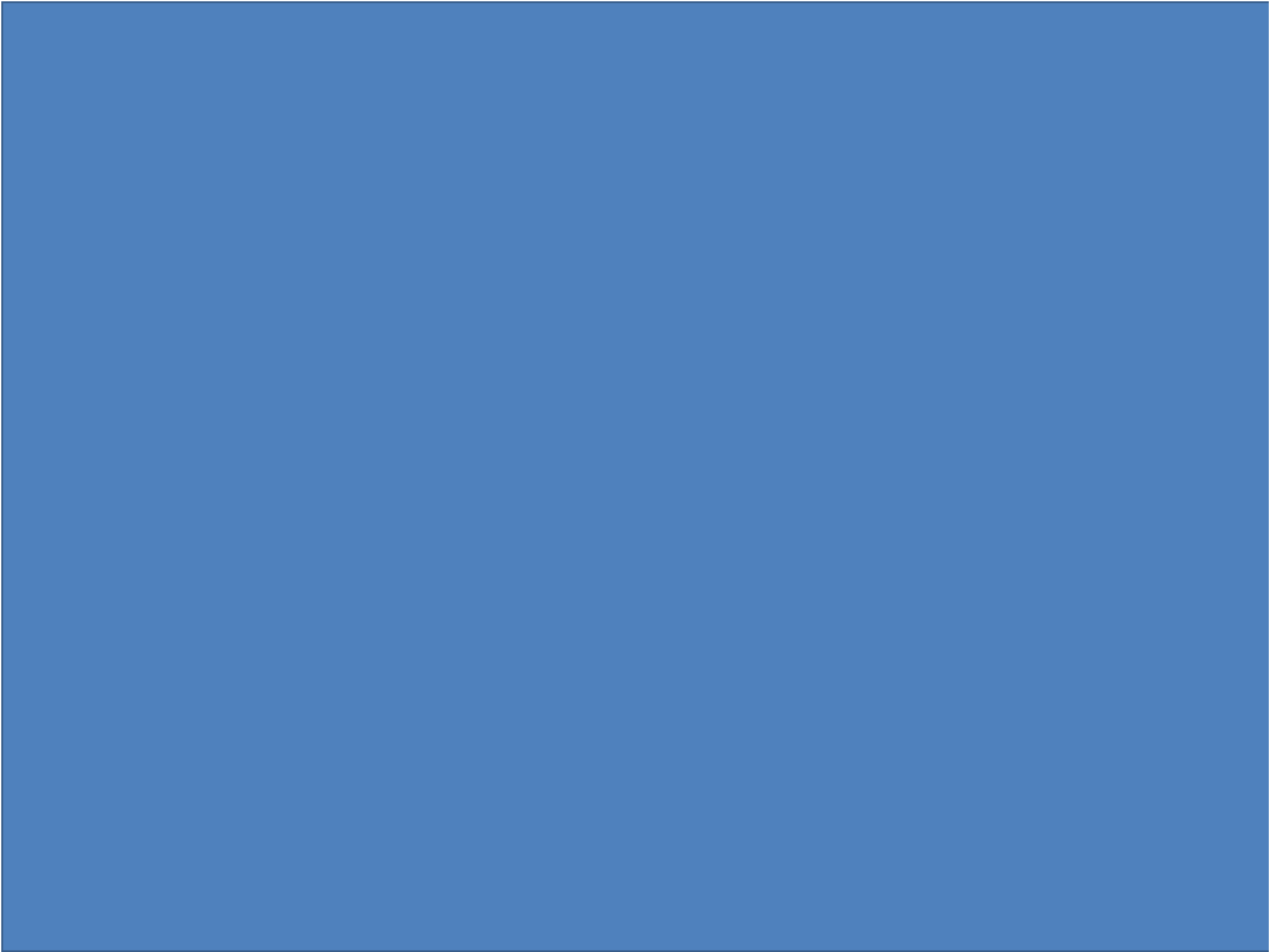
Gateways

- Corridor of Light at bridges
- Metro Station entrance arrival
- New intersection at Arlington Ridge Rd, Wilson Blvd, Route 28
- Maintain existing and add new public art

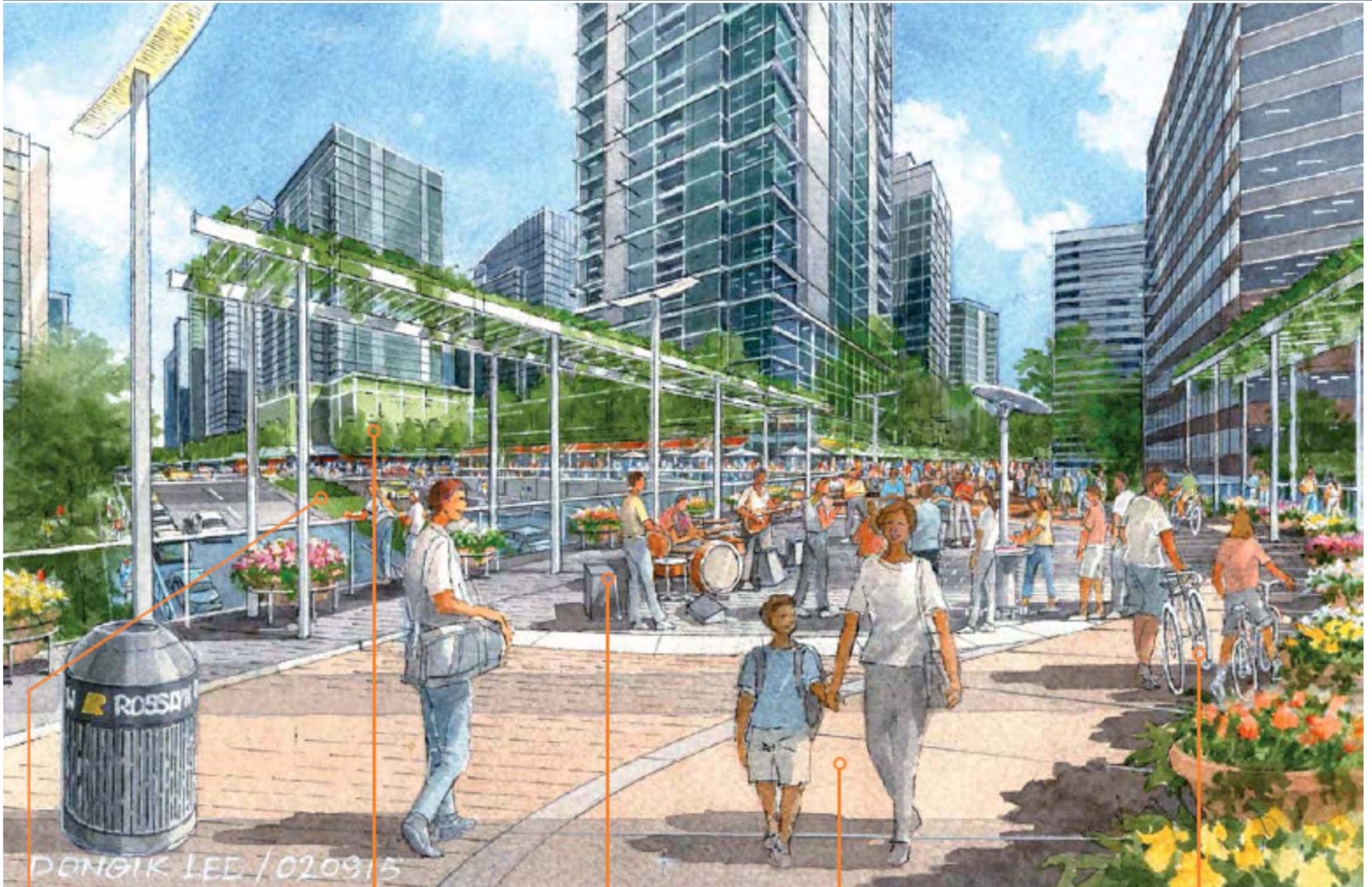


Implementing Urban Design

- #42 Coordinate with Rosslyn BID to create a process to implement streetscape elements master plan
- #43 Support installation and upkeep of streetscape elements as installed per BID master plan
- #44 Encourage public art contributions with redevelopment, and allow on-site integrated art where appropriate
- #45 Encourage green streets, walls, and rooftops
- #46 Support temporary use of festival streets
- #47 Install and implement gateway features
- #48 Complete implementation of Corridor of Light



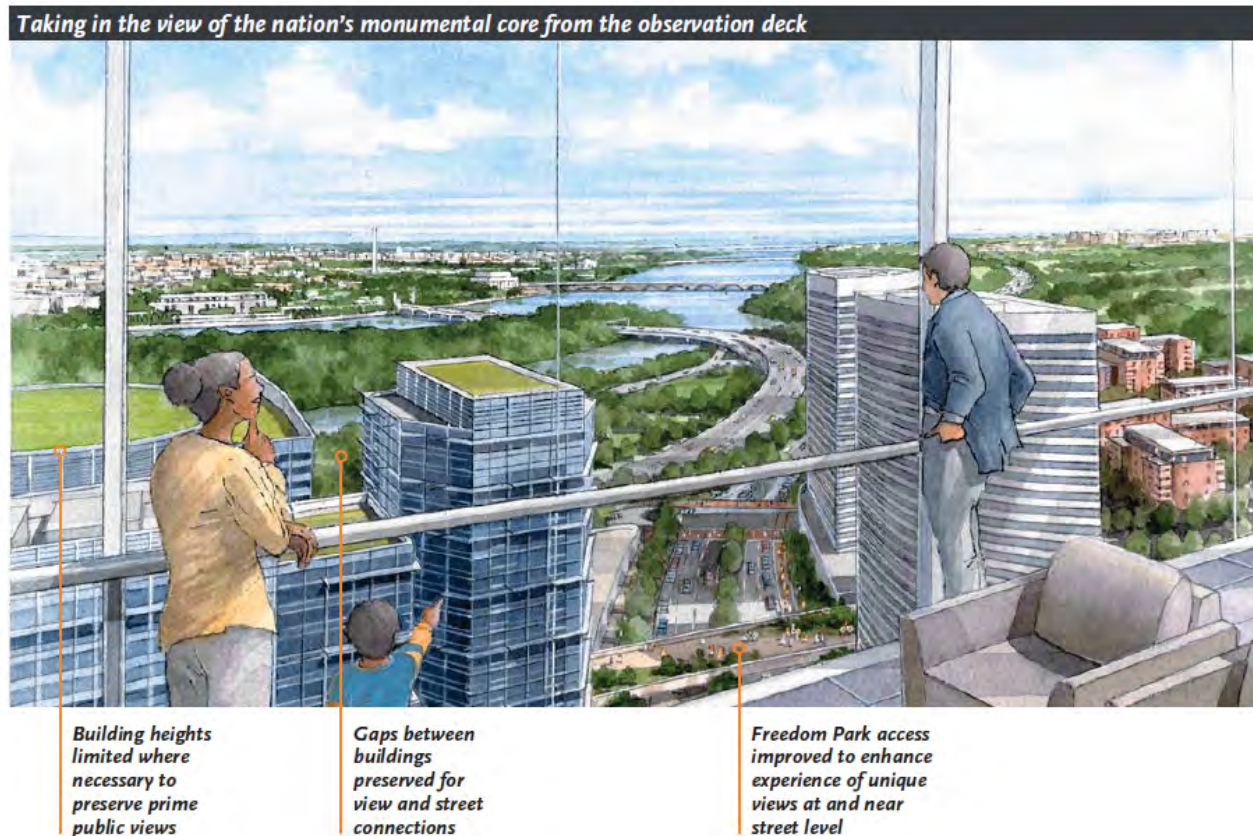
Land Use



Vision Principles: Land Use

VP 1: Rosslyn will be a global destination with a dynamic skyline, unique vistas, and exceptional value

> A world class location drawing corporate headquarters, public institutions, and tourists from near and far



Vision Principles: Land Use

VP 3: Rosslyn will be a walkable neighborhood connecting people with community and choices

> Life's everyday needs within a short walk



Portions of the 18th Street Corridor are well-suited as a pedestrian street, including a variety of public gathering and activity spaces from the Metro station to terraced public steps. Activities in this public space should attract a broad variety of people to meet in the heart of Rosslyn.

The new 18th Street Corridor linking together central Rosslyn



DISCLAIMER: THIS RENDERING IS AN ARTISTIC REPRESENTATION OF ONE WAY THE SECTOR PLAN VISION AND RECOMMENDATIONS FOR THIS ELEMENT CAN BE ACHIEVED, FOR ILLUSTRATIVE PURPOSES ONLY.



View and path connections to Theodore Roosevelt Island terminate the corridor

Tall buildings create space for 18th Street Corridor

Open-air Metro entrance extends active public plaza area from Central Place Plaza to N. Fort Myer Drive and Nash Street

A signalized, mid-block pedestrian crossing fostering safe passage across N. Fort Myer Drive

New retail, dining and arts venues bring major pedestrian corridors to life

Vision Principles: Land Use

VP 4: Rosslyn will be a good neighbor to adjacent communities, making sensitive transitions of building form and offering complementary housing and service options

> A cohesive urban place with a diversity of housing options

> Shopping, entertainment, and recreation opportunities that benefit the entire Rosslyn community

Vision Principles: Land Use

VP 6: Rosslyn will be a dynamic place inspired by its diverse mix of people and activity

> A place to live, work and play that engages its daytime and nighttime populations

> An 18 hour a day destination for restaurants, shopping, and culture

> A place to go to, not just through

Rosslyn as a place of urban amenities



New York City's High Line demonstrates what an attraction Rosslyn's Freedom Park could become.



Even small spaces can be successful places for people.



High quality public spaces from Rosslyn's core to its Potomac edge will come alive with a wide variety of people.

Land Use: Policies

GOAL #1: Foster a balanced mix of land uses and a high-density development pattern to support a variety of people and activities

POLICIES (summarized):

- U1** Continue central Rosslyn's transformation into a place where development is strongly oriented around transit, high densities, and a better balanced mix of uses
- U2** Focus the retail program in Rosslyn on achieving urban retail destination and identify zones appropriate for a variety of non-retail ground floor uses that can still activate the street, and become retail in the future
- U3** Increase significantly the amount of housing in the RCRD and develop strategies to increase affordable housing and the diversity of the residential community in Rosslyn

Land Use

What we heard:

- Need proactive efforts to increase share of housing in Rosslyn relative to office use

Response:

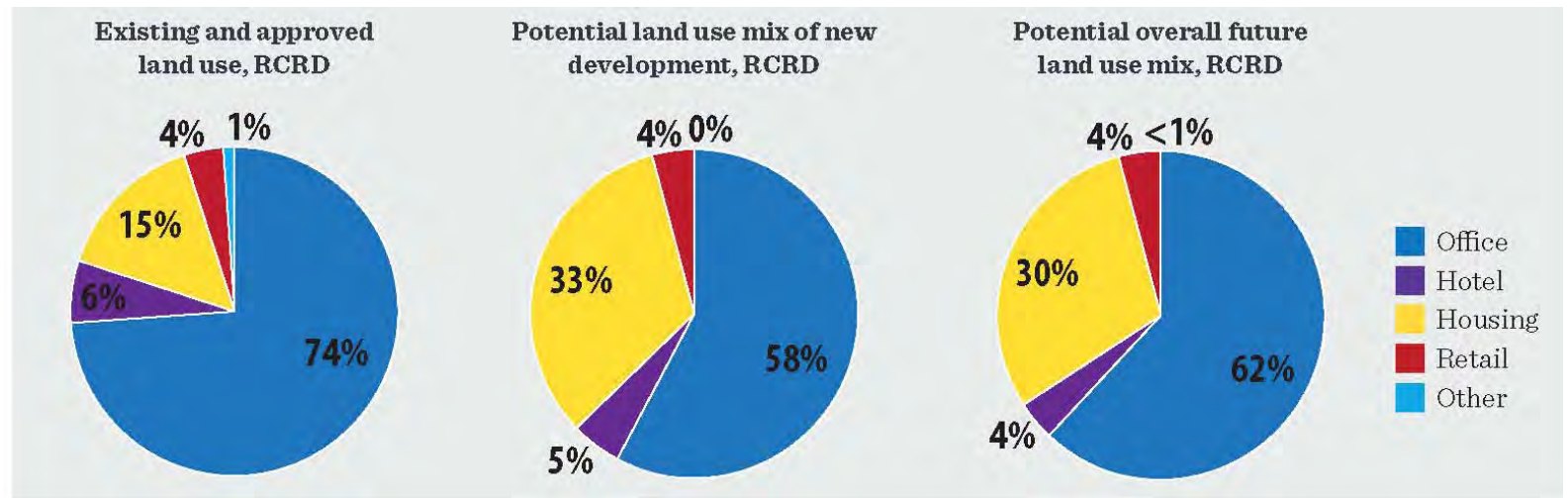
- Housing development targets established:
 - 2,500-3,000 more units by 2040
 - Long-term: 4,000-5,000 more units
- Mixed-use guideline: Site plans with 2+ towers should include at least one housing tower
- Housing height incentive: Sites with maximum heights under 300' above grade can potentially add floors if they contain housing (additional criteria also apply)

Land Use

Potential Illustrative Development Characteristics (square feet) Rosslyn Sector Plan

(table not in plan)

Building Use	EXISTING/APPROVED	NEW CONSTRUCTION	BUILD OUT
Office	9,582,000	7,294,000	11,859,000
Retail	576,000	468,000	698,000
Residential	1,971,000	4,193,000	5,867,000
Hotel	740,000	590,000	852,000
Other	100,000	0	30,000
TOTAL	12,969,000	12,545,000	19,306,000



Daytime and Nighttime Populations

Potential Illustrative Development Characteristics (square feet)

(tables not in plan)

Rosslyn Sector Plan

Building Use	EXISTING/APPROVED	NEW CONSTRUCTION	BUILD OUT
Office	9,582,000	7,294,000	11,859,000
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Hotel	740,000	590,000	852,000
Other	100,000	0	30,000
TOTAL	12,969,000	12,545,000	19,306,000

RCRD Daytime Population estimate	40,300
RCRD Nighttime Population estimate	8,900
RMSA Nighttime Population estimate	25,000+

Assumptions:

Residential: 1.5 persons per HH; 90% occupancy rate; 1000 sf per unit

Hotel: 1.2 visitors per room; 70% occupancy rate; 750sf per room

Office: 4 workers per 1,000sf; 85% occupancy rate;

Daytime estimate includes office workers

Nighttime estimate includes residents and hotel visitors

Affordable Housing

What we heard:

- Need deliberate policy to leverage new development in Rosslyn to create more affordable housing units in Arlington, and income diversity in the RMSA

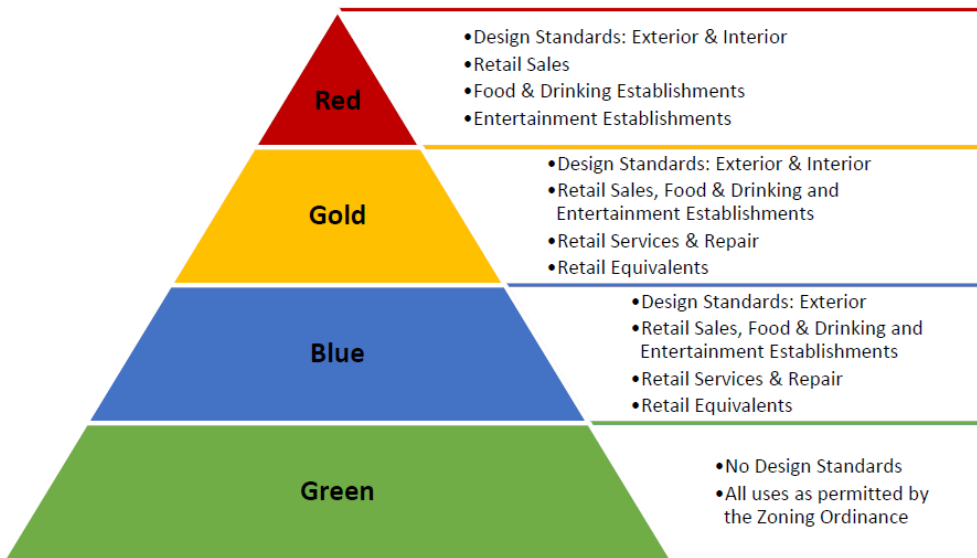
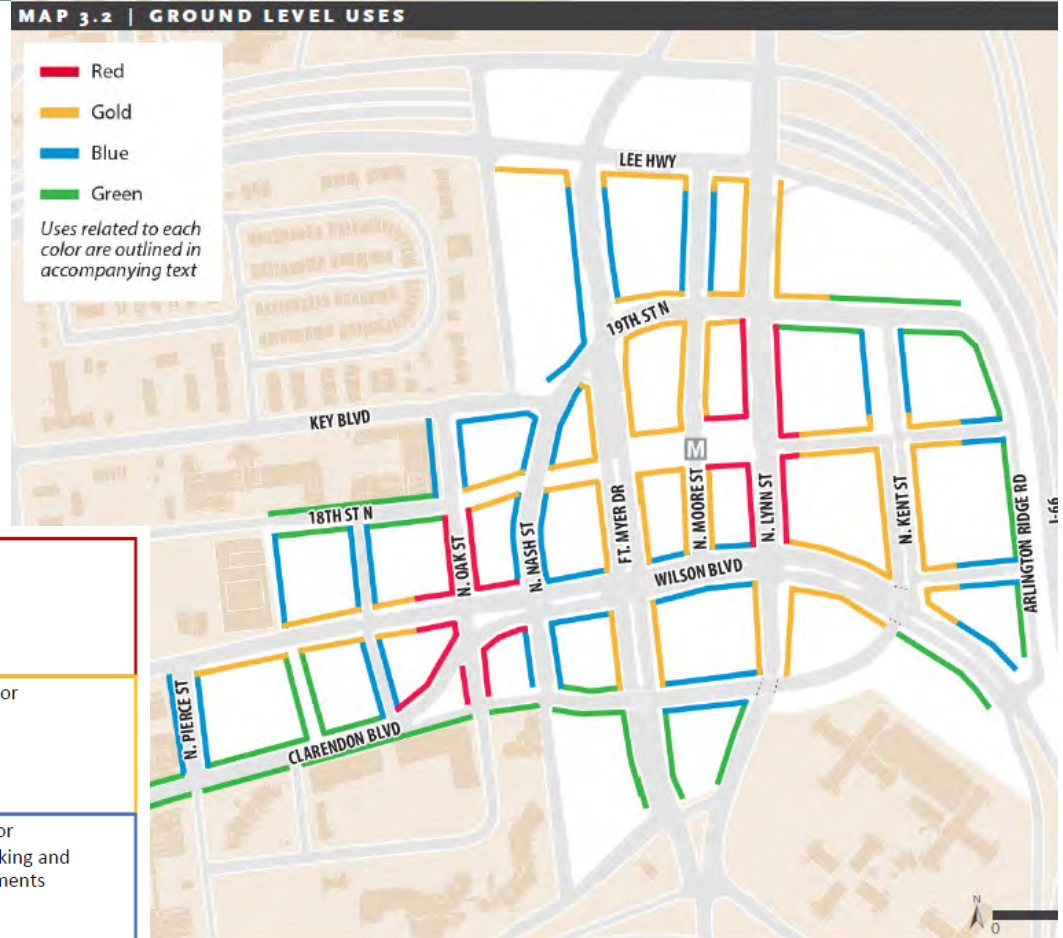
Response:

- Recommendation to direct up to 30% of community benefits contribution value toward affordable housing
- Form of contribution (on-site units, cash contribution for units in RMSA, cash contribution for units in Arlington, etc.) determined on a project-by-project basis



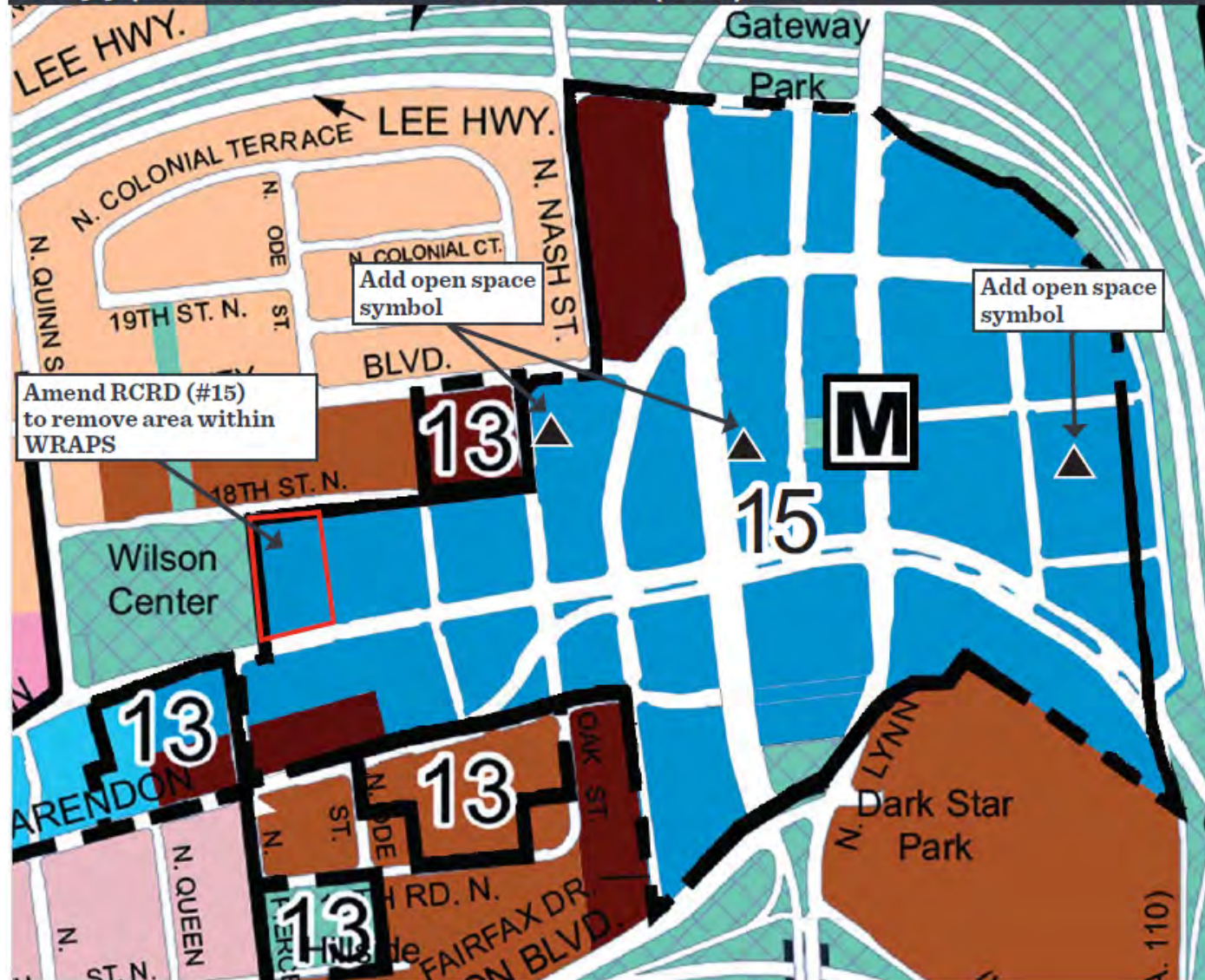
Ground Floor Land Use

- Ground floor use designations now follow draft Arlington County Retail Plan categories
- Active uses required at red, gold and blue edges
- Uses get more flexible as you move towards bottom of pyramid



General Land Use Plan

MAP 3.3 | PROPOSED GENERAL LAND USE PLAN (GLUP)-RCRD



- RESIDENTIAL**
- Low
 - Low-medium
 - Medium
 - High-medium
 - High
- OFFICE-APARTMENT-HOTEL**
- Low
 - Medium
 - High
- OTHER USES**
- Public
 - High-medium residential mixed-use
 - Service commercial
 - ▲ General location for open space
 - ▭ Planning district (see notes below)

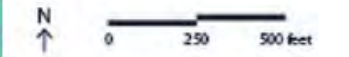
5. This area was designated a "Coordinated Preservation and Development District" on 4/23/77.

13. These areas were designated a "Special Affordable Housing Protection District": Twin Oaks on 5/24/00; WRTT Rosslyn Center on 7/20/02; Rosslyn Ridge on 7/10/04; and Rosslyn Commons on 6/17/08.

15. This area was designated as the "Rosslyn Coordinated Redevelopment District" on 5/11/96.

17. This area was designated as the "Radnor Heights East Special District" on 12/14/99.

22. This area was designated the Fort Myer Heights North Special District on 4/16/05.



Air Rights Development

- Air Rights Study findings now summarized in Rosslyn Sector Plan Update

Key points:

- Feasibility of air rights development will vary on a range of factors/assumptions
- Potential opportunities include enhanced market position, economic base, park/trail connections
- Potential challenges include traffic & parking, views, ground floor activation, street connections
- County and Commonwealth should coordinate on further exploration of air rights development in Rosslyn



Virginia's Office of Public Private Partnerships identified four potential air rights development sites in Rosslyn for further study.

Implementing Land Use

- #1 Adopt the Rosslyn Sector Plan
- #6 Amend General Land Use Plan booklet
- #7 Amend General Land Use Plan map
- #8 Amend the Zoning Ordinance to update the provisions of the “C-O Rosslyn” District, to facilitate the vision of the Rosslyn Sector Plan
- #9 Establish exact build to lines locations with redevelopment
- #10 Coordinate with Commonwealth of Virginia on exploring planning and development potential for air rights
- #11 Monitor progress towards desired land use mix

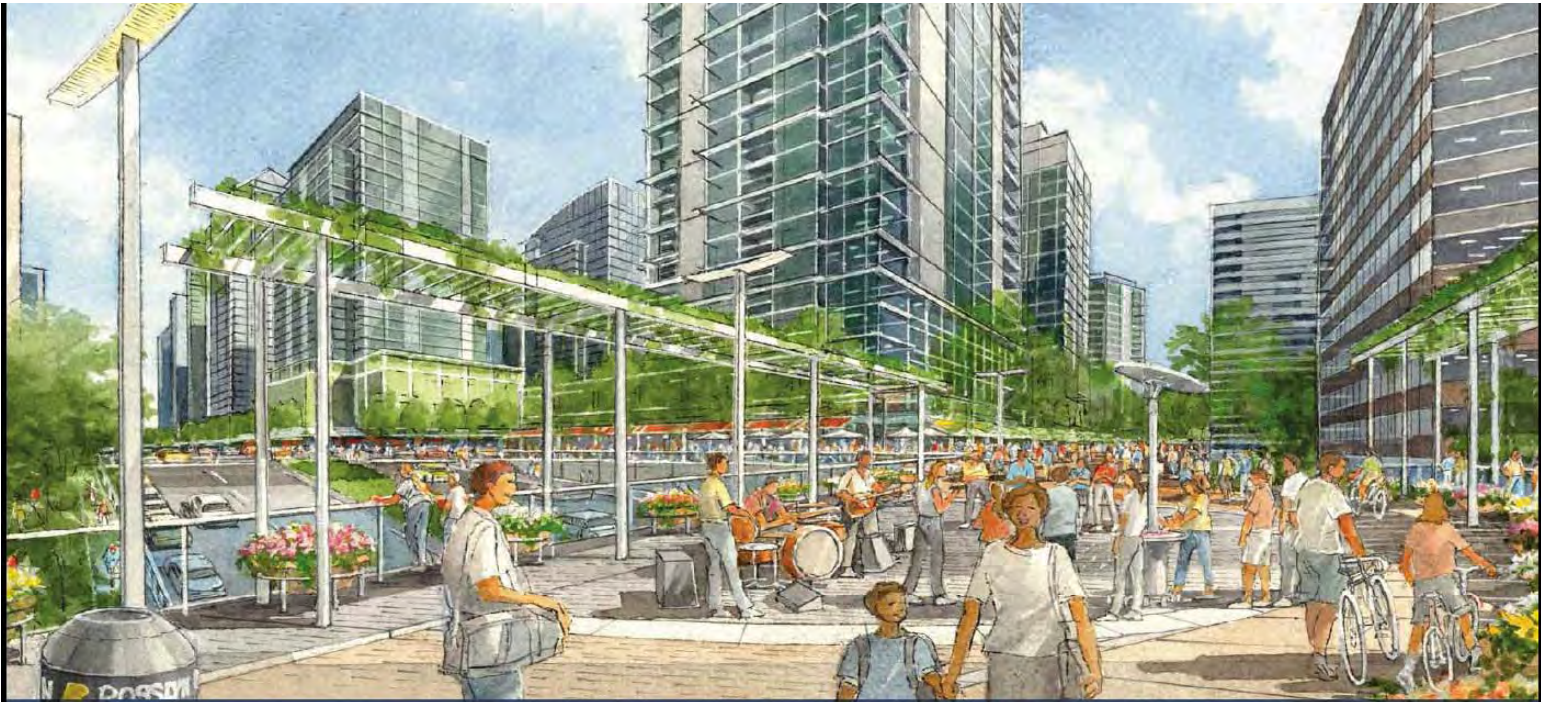
Implementing Land Use

- #12 Ensure that up to 30% of the total value of community benefits in a “C-O Rosslyn” site plan project goes toward creating or preserving affordable housing.
- #13 Prioritize use of site plan cash contributions in the RCRD to achieve projects within the RMSA, make progress towards County policy, and encourage construction of accessible units
- #14 Utilize affordable housing financing tools such as AHIF, Low Income Housing Tax Credits, and other programs

Schedule/Next Steps

Month	Meetings	Milestones
February	<ul style="list-style-type: none"> Rosslyn Process Panel (2/2) 	
March	<ul style="list-style-type: none"> County Board Work Session (3/4) 	
April	<ul style="list-style-type: none"> RAFOM C.A.(4/15) 	
May	<ul style="list-style-type: none"> Process Panel (5/13) E2C2 (5/18) LRPC (5/20, 5/21) (and 5/27, if needed) Park and Recreation Comm. (5/26) Urban Forestry Comm. (5/28) Transportation Comm. (5/28) 	<div style="border: 1px solid black; border-radius: 10px; background-color: #f4a460; padding: 5px; text-align: center;"> 1st Draft Plan for Public Review </div>
June	<ul style="list-style-type: none"> Planning Commission (RTA) Open House (6/2)* Housing Commission (6/4)* County Board (RTA) (6/13 or 6/16) 	
	<div style="border: 1px solid black; border-radius: 10px; background-color: #f4a460; padding: 5px; text-align: center;"> <i>Staff revisits Advisory Commissions as requested</i> </div>	
July	<ul style="list-style-type: none"> Planning Commission County Board (Action) (7/18 or 7/21) 	<div style="border: 1px solid black; border-radius: 10px; background-color: #8b4513; color: white; padding: 5px; text-align: center;"> Rosslyn Sector Plan Update Adoption </div>

Questions?



ROSSLYN SECTOR PLAN



MAY 6, 2015 DRAFT