



ROSSLYN PLAN FRAMEWORK

VISION PRINCIPLES AND POLICY DIRECTIVES TO GUIDE THE ROSSLYN SECTOR PLAN UPDATE



RTA DRAFT
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OVERVIEW

REALIZING ROSSLYN'S FULL POTENTIAL

Rosslyn is one of Arlington's most prominent gateways, and it benefits greatly from its location. With the completion of the Aqueduct Bridge more than a century and a half ago, Rosslyn began its evolution into a significant place of commerce and human activity. Over the last century, Rosslyn has experienced an incredible transformation. Once known for gangs and brothels, by the 1960s, Rosslyn was gearing up to begin redevelopment that would solidify its place on the regional map.

As of 2014, Rosslyn is one of the most highly concentrated places of activity in Arlington. It is where thousands of employees come to work each day, from all directions throughout the Metropolitan Washington region and beyond. At night, Rosslyn's Metro Station continues to bustle, and many residents who call Rosslyn home return to the district well into the evening hours. Looking to the future, Rosslyn is poised to become an even more important urban center in the region. Three of its greatest assets include its close-in location, the ability to build tall buildings, and increasingly great access provided by its multimodal transportation system. With an increasing number of restaurant and retail offerings,

Rosslyn is more and more becoming a place where people work, live and play.

Rosslyn's position in the region is helping to fuel another period of transformation, one that is capitalizing on its key attributes: multiple bridges connecting it with the District of Columbia, service along two (soon to be three) Metrorail lines, and tall buildings with unique views of the Nation's Capital. This transformation has already begun – new Class A offices have helped diversify the workforce. Recent developments often double or triple the level of intensity of any given site, while also expanding ground floor retail and amenities that support a lively urban place. With redevelopment, sidewalks are being improved and widened to accommodate the tens of thousands who use them each day.

Today's Rosslyn is improved, yet its potential is much greater. Over the next two to three decades, estimates suggest that private redevelopment may direct several billions of dollars of reinvestment in the area. The Washington Metropolitan Area Transit Authority



(WMATA, or Metro) currently has a plan for a second Rosslyn Metro station. The Commonwealth of Virginia is exploring opportunities for potential air rights development above Interstate 66 in Rosslyn. With so many possibilities, Rosslyn needs a single, cohesive vision to ensure that it, as a whole, becomes greater than the sum of its parts. Rosslyn needs a plan to realize its potential as a distinctive and wonderful urban place.

In late 2012, Arlington County began working with the community to define a vision, to establish principles, and to identify emerging ideas for the future of Rosslyn. To date, a series of bold ideas, policy directives, and other plan recommendations have emerged to define this plan.

This is a framework for that plan.

ABOUT THIS DOCUMENT

This Plan Framework for the Rosslyn Sector Plan Update articulates the fundamental elements, policies and recommendations of the planning process to date. Through text, maps, and illustrations, the document affirms the Rosslyn Vision and Vision Principles and presents key draft Policy Directives and supporting recommendations intended to advance the vision to be set forth in the Rosslyn Sector Plan Update. Collectively, these recommendations and policy guidance will serve as the foundation for the Rosslyn Sector Plan Update.

After its adoption, this plan framework will be supported by detailed master plan documentation, including recommended implementation strategies (such as those that address necessary actions and potential costs of plan improvements). When the Rosslyn Sector Plan Update is presented later this year, this Plan Framework will be integrated into and comprise the first several chapters of the final sector plan.



Ultimately, the Rosslyn Sector Plan Update will serve as the guiding long range planning document for the Rosslyn Coordinated Redevelopment District (RCRD), the area generally comprising central Rosslyn.¹ Guidance for areas located in Rosslyn but outside of the RCRD is provided by the 1992 Rosslyn Station Area Plan Addendum (and other applicable planning documents).

COMMUNITY PROCESS

The Realize Rosslyn planning process has involved public participation in a variety of ways to shape the ideas that are put forth in this Plan Framework document. A primary goal of the process has been to reach the greatest number of voices of individuals and organizations interested in Rosslyn’s future. Milestone events have included a December 2012 Kickoff, March 2013 Visioning Workshops, and an October 2013 Workshop on Preliminary Proposals. Additional community engagement has involved dozens of stakeholder interviews, a meeting with the Long Range Planning Committee of the Planning Commission, and briefings with advisory commissions such as the Transportation and Park and Recreation Commissions. This Plan Framework will continue to undergo extensive community review prior to its targeted adoption in April 2014.

¹ For clarity, when the phrase “central Rosslyn” is used in this document, it is generally in reference to the Rosslyn Coordinated Redevelopment District.



Community members identified priority issues and aspirations for Rosslyn, Kickoff meeting, December 3, 2012



Identifying priority park activities and their locations, Visioning Workshop, March 12, 2013



Sampling Rosslyn's views from atop the nearly complete 1812 North Moore building, July 18, 2013

THE PROCESS PANEL

A key source of community input for Realize Rosslyn has been a small group of community leaders who have worked with the staff and consultant team to provide advice on strategic issues and the community process. The “Process Panel”, appointed by the County Manager, included one representative from the Planning Commission, Transportation Commission, Park and Recreation Commission, North Rosslyn Civic Association, Radnor/Fort Myer Heights Civic Association, and two developers from the Rosslyn Business Improvement District (BID), and was complemented by a County Board liaison. The panel continues to meet on a regular basis and provides important feedback and advice to the staff and consultant team as they prepare and generate draft plan materials for broader community input.



Passersby comment on draft Rosslyn vision concepts in Central Space, October 4, 2013



Discussing the draft vision framework, Preliminary Proposals Workshop, October 5, 2013

PLAN FOUNDATIONS

Rosslyn has a number of extraordinary assets that provide a foundation for its transformation. These include its:

- Setting at the eastern terminus of Arlington’s Rosslyn-Ballston corridor just across the Potomac River from Washington, D.C., which makes it an attractive and convenient location;
- Views of the Monumental Core and other surrounding important landscapes from public spaces and from Rosslyn’s tall buildings;
- Vibrant and cohesive residential neighborhoods immediately adjacent to the Rosslyn’s mixed-use district focused around Metro;
- Access and adjacencies to surrounding national park space, trails, and parkways;
- Proximity to and plans for improved access and activity along the Potomac River.

These assets reflect just some of the great things that Rosslyn has to offer today. For these and other reasons, people continue to choose to live, do business in, and visit Rosslyn on a regular basis. In taking stock of existing conditions in Rosslyn today, we can assess challenges, identify opportunities, and translate them into a vision for change with supporting recommendations on implementing the Rosslyn vision.

CHALLENGES AND OPPORTUNITIES

Rosslyn’s evolution from a 1960’s suburban office district to a mixed-use hub centered on its Metro station has faced challenges as its auto-oriented built environment struggles to catch up with today’s pedestrian-oriented culture. Today, however, the right solutions are at hand to transform Rosslyn into the vibrant people-oriented place it is ready to be. The challenges and opportunities indicated in the

thumbnail images on this spread and described in the respective captions inform the vision and policy directives described on later pages.

FOCUS ON THE PUBLIC REALM

As depicted in these images and descriptions, a major focus on this plan is the goal of improving the overall public realm – namely Rosslyn’s streets, sidewalks and public spaces. The Sector Plan Update will also develop a prioritized list of more traditional public improvements that will be integral to the continued transformation of Rosslyn as a distinctive urban place. Together, the shape, character, and quality of these private and public improvements will greatly influence the ability of Rosslyn to achieve the vision set forth in this framework document.

CHALLENGES AND OPPORTUNITIES



Reaching the Potomac

CHALLENGE: Highways and steep grades significantly limit access to the Potomac River and signature parkland along it.

OPPORTUNITY: Cross highway barriers with new bridges connecting with regional paths along the river. Redesign and program public space at Rosslyn's edges to embrace the Potomac River landscape with views and activity.



Walking environment

CHALLENGE: Streets and building edges designed around auto access are inhospitable to people, compromising the transit, walking and biking access critical to Rosslyn's current and future success.

OPPORTUNITY: Reclaim excess roadway area for expanded sidewalks, landscape, bike facilities. Renovate/redevelop aging buildings with edges that engage adjacent sidewalks, parks and plazas.



Market position

CHALLENGE: Aging office buildings lack the interior layouts and pedestrian-friendly exterior today's tenants seek.

OPPORTUNITY: Tap market-driven redevelopment potential on sites ringing Rosslyn to produce state-of-the-art spaces for working and living while transforming streets and parks into places that nurture an inclusive live/work/play community culture.



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. Accommodate future streetcar service to Georgetown and beyond.



Biking environment

CHALLENGE: Rosslyn's unwelcoming streets break up an extensive system of bike lanes and regional off-street paths.

OPPORTUNITY: Create cycle tracks and other safe, inviting bike facilities in Rosslyn to complete a premier regional bike network.



Retail and public space amenities

CHALLENGE: Rosslyn's shopping, dining, entertainment and park options do not provide the level of amenity potential employers, residents and visitors want.

OPPORTUNITY: Accelerate storefront retail development, expansion of urban open spaces and design/programming improvements to parks and streets to reinforce Rosslyn's inherently accessible location as one of the region's prime places to live, work, play and visit.



Building form

CHALLENGE: Rosslyn's architecture can appear anonymous and unwelcoming from nearby neighborhoods as well as prominent viewpoints in America's capital.

OPPORTUNITY: Encourage greater variety of building height, form and architecture to shape a proud and distinctive skyline while establishing human-scaled connections, views and public spaces at street level.



Use Mix

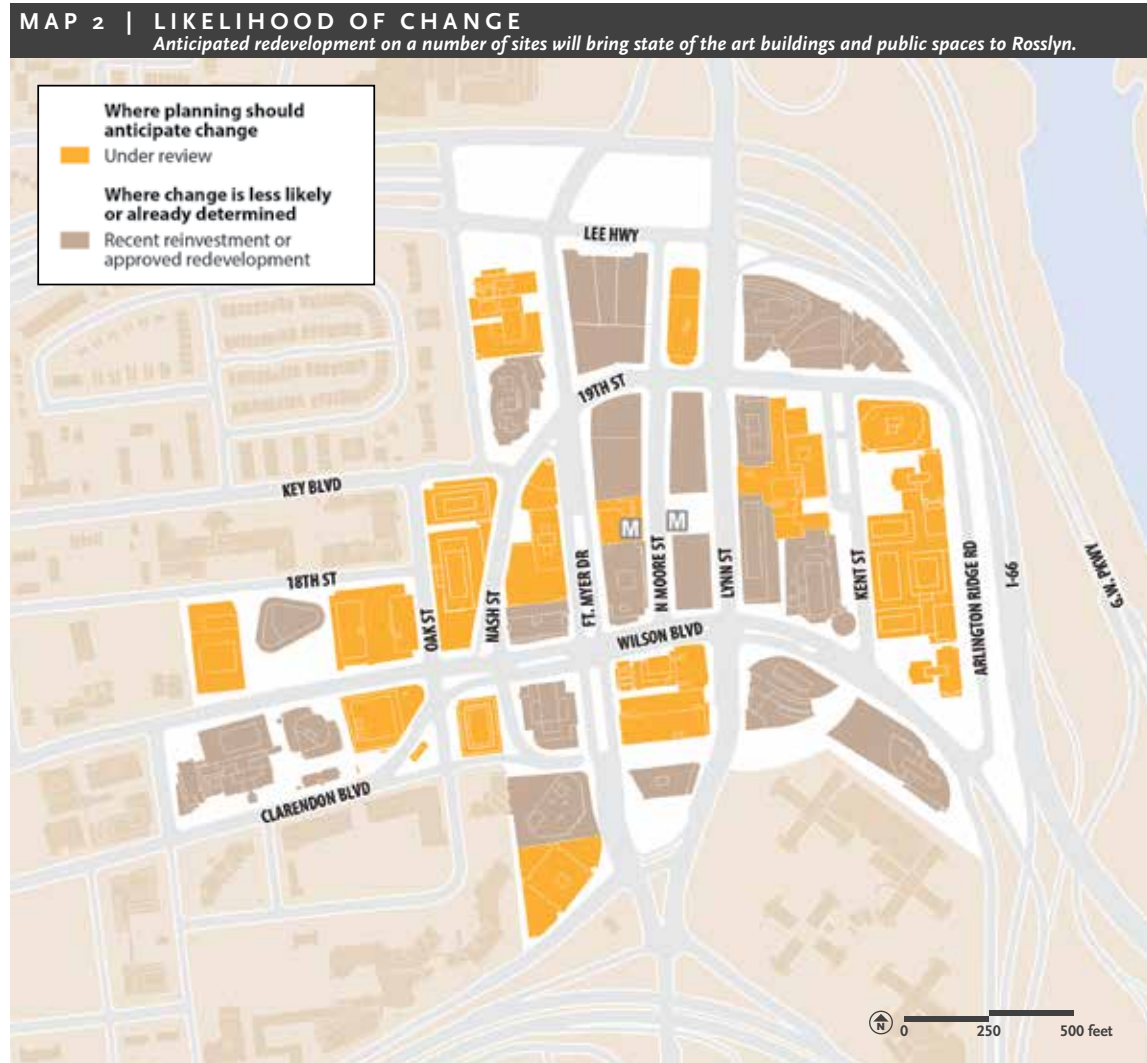
CHALLENGE: Rosslyn's mix of land uses continues to be heavily weighted to commercial office space, limiting the district's overall vibrancy on nights and weekends.

OPPORTUNITY: Add housing in central Rosslyn to accommodate more residents, increase the customer base for expanded retail and restaurant offerings, and keep the neighborhood a lively place 18 hours a day, seven days a week.

PLANNING HORIZON

This planning effort will develop important guidance influencing how Rosslyn will change and grow over the next 25 years. This plan is critical because significant change is anticipated, through both redevelopment and renovation, as well as public investments in Rosslyn's public spaces, streets, and other infrastructure. This plan ensures that decisions on future development are made with a comprehensive understanding of how individual sites in Rosslyn should come together to create a better and more complete urban community.

The Likelihood of Change diagram indicates the potential for properties to undergo redevelopment during the planning horizon of this document. It is not intended to prescribe sequence of change on private sites but anticipates a likely sequence of change on individual properties to inform this plan's assumptions on the potential timing of related land use changes and investments in streets and parks.



CENTRAL ROSSLYN'S PROJECTED GROWTH

An important factor for establishing a future vision for central Rosslyn is understanding generally how much change is likely to happen during the planning horizon. For the collection of sites on the Likelihood of Change Map depicted as being likely candidates for change, through 2040 the Rosslyn Coordinated Redevelopment District is expected to see an approximate net gain of 4.4 million square feet of office space, 203,000 square feet of retail space, 1,300 residential units, and 600 hotel rooms. The total amount of new development is greater than this, as the net increase does not include the amount of existing gross floor area that is torn down and replaced. While a sizeable portion of this forecast change is represented by approved or pending site plans, the balance would be associated with additional redevelopment over the next several decades.

"C-O ROSSLYN" AND ROSSLYN'S 2ND GENERATION OF REDEVELOPMENT

For over a decade, Rosslyn has been transitioning into a period that can be considered its "Second Generation of Redevelopment." A key driver of this redevelopment is the "C-O Rosslyn" zoning district created in 1996, an optional zoning tool developers can use for properties within the Rosslyn Coordinated

Redevelopment District on the General Land Use Plan. Created to help implement the vision of the 1992 Rosslyn Station Area Plan Addendum, "C-O Rosslyn" generally permits density up to a 10 FAR and building heights up to 300 feet when projects meet and provide for specific goals of the plan and advance other County policies. These density and height provisions were set at a level to encourage redevelopment, as opposed to building renovation, which was seen as limited in its ability to transform Rosslyn.

For the purposes of this plan, "C-O Rosslyn" is expected to be applied in the future to sites requesting rezoning to this district, to continue to advance the transformation of Rosslyn. Ultimately, as part of the Sector Plan Update, the specific building form and height recommendations and guidance may provide for more detailed recommendations to urban design and how these new buildings can improve Rosslyn. Financial feasibility of redevelopment and other economic development factors will be con-

sidered in developing the Sector Plan Update's building height and form recommendations, to help ensure the continuation of "C-O Rosslyn" site plans into the future.

ROSSLYN'S DEMOGRAPHICS

A key element of planning for Rosslyn is understanding the diverse community living there today, and imagining who may live and work in Rosslyn in the future. While this planning effort is generally focused on the Rosslyn Coordinated Redevelopment District, the markedly small universe of people living in the district (in its 200 units per the 2010 base) results in a demographic profile for the complete Rosslyn Metro Station area. It is important to note that based on economic factors such as cost of construction and resulting price points, the demographic profile of residents living in the most recently constructed built housing units in the RCRD may be very different from that described below for the entire station area.

ROUND 8.2 FORECAST					
Rosslyn Coordinated Redevelopment District					
	OFFICE SQ FT	RETAIL SQ FT	OTHER SQ FT	HOTEL ROOMS	RESIDENTIAL UNITS
2010 Base	7,279,600	428,200	118,900	800	200
2040	11,761,300	631,600	102,700	1,400	1,500
Change 2010-2040	4,481,700	203,400	-16,200	600	1,300
% Change 2010-2040	61.6%	47.5%	-13.6%	75.0%	650.0%

Source: CPHD—Planning Division: Planning and Research Team, June 2013
 *Assumes 800 SqFt per hotel room, and 1,100 SqFt per residential unit

Residents of Rosslyn's census tracts (as of 2010) represent a broad range of income levels, with 27% of households earning less than \$50,000 per year and over 37% earning over \$100,000 per year. Residents' cultural backgrounds in the Rosslyn Metro Station Area generally reflect a similar distribution of diverse cultures to Arlington as a whole. In terms of age levels, nearly 70% of residents are aged between 18 and 44 years, compared to 53% for the county as a whole, with relatively fewer children and elderly present. Non-family households predominate in Rosslyn, comprising approximately 74% of households versus 58% in the county as a whole. Accordingly, approximately 89% of Rosslyn households are occupied by just one or two people, compared to approximately 73% for Arlington.

Looking forward over the planning horizon, based on background trends, it is assumed that Rosslyn's households will continue to be dominated by small and non-family households, though the visible and potentially growing presence of family households makes it clear that accommodations for children and families will be needed. Rosslyn's demographics will likely change, however, to reflect the increasing cultural diversity and average age of the region's population. Average household incomes are likely to rise in Rosslyn, absent other forces, due to the cost of developing new housing in dense district as well as to market demand.

The aspiration for a diverse Rosslyn community expressed in the Vision below speaks particularly to promoting economic and cultural diversity among residents. Maintaining Rosslyn's spectrum of income diversity – and potentially increasing the proportion of middle-income residents – will require proactive policies promoting availability of a wide range of housing price points. Deepening Rosslyn's cultural diversity will also likely depend on maintaining and increasing income diversity, and will benefit from design and programming of public spaces that serve a variety of cultural interests. Diversity of Rosslyn's workers and visitors will benefit from efforts to further maintain and leverage Rosslyn's high level of accessibility in the region.

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."



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ROSSLYN VISION PRINCIPLES

This section of the Rosslyn Plan Framework presents the Rosslyn Vision Statement (on the preceding page), along with six Vision Principles that enumerate specific elements of the vision to be achieved through the Sector Plan Update. The principles are primarily aspirational statements about the desired future characteristics of Rosslyn, to be supported by the policy directives and implementation strategies in the plan.

In the pages that follow, each Vision Principle is highlighted with several sub-principles that further articulate the spirit of what the principle is aiming to achieve. Over a two page spread, each of the six principles is further expressed through a combination of short narratives, precedent images, and perspective renderings of key elements and vantage points, with captions detailing key components of the framework and emerging plan.

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.

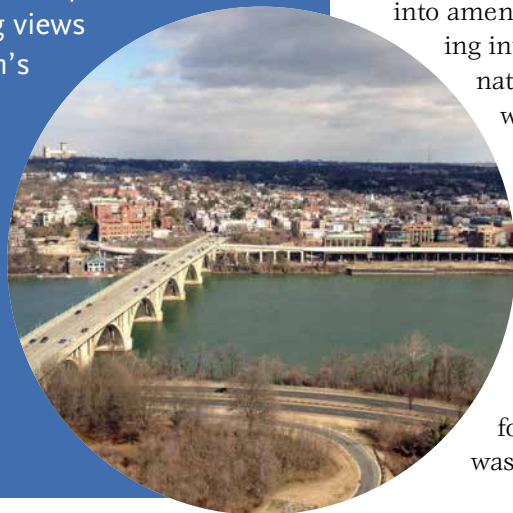
Rosslyn will be a tree-lined urban district that celebrates its relationship with nature through its diverse network of public parks, open spaces, and streets.

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

VISION PRINCIPLE 1

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

- > A world-class location for corporate headquarters and public institutions
- > 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



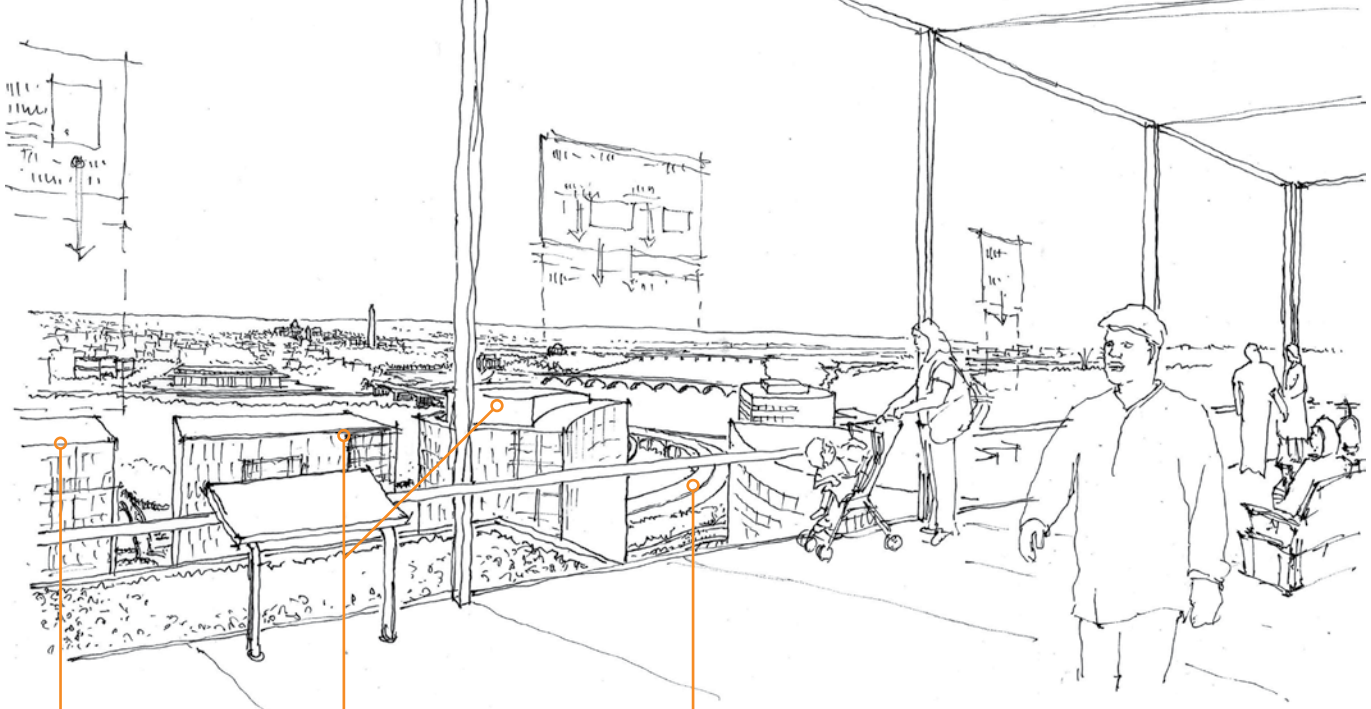
One of Rosslyn's most notable features is its proximity to the nation's capital. It is the only urban district in the world offering such panoramic views of iconic destinations - the Washington Monument, the Lincoln Memorial, the U.S. Capitol. It is a view that truly inspires, and this Plan for Rosslyn will maximize opportunities to enjoy that experience. World-class architecture will honor the privilege of living and working in such a unique place. Rosslyn's built environment will offer a diversity of building height and form, providing viewsheds for people walking down the street, in their 18th floor conference rooms, and on their balconies. Finally, the economic value of such a location will translate into amenities for all to enjoy, stimulating investments in cultural destinations, ground level retail, and welcoming green spaces. With environmental sustainability as an integral element of all future development in the district, Rosslyn will become an even more valuable and attractive place - one where energy efficiency is maximized, carbon footprints are minimized, and waste is dramatically reduced.

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.

Taking in the view of the nation's monumental core from the observation deck



Building heights limited where necessary to preserve prime public views

Varied architectural form and expression create a distinguished skyline

Gaps between buildings preserved for view and street connections

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VISION PRINCIPLE 2

Rosslyn will be accessible via exceptional transportation connections and choices.

- > One of the region’s premier transit hubs
- > Many convenient transportation choices
- > A balanced street network where multiple transportation modes, verdant public space and premier addresses work together



The Rosslyn vision capitalizes on the growing momentum of regional transit improvements, building on the arrival of the Silver Line, plans for a second Metro entrance and even the potential for a streetcar connection to Georgetown. Today’s opportunities rival the best in the region, including the prominence of the Orange and Blue Line Metro hub, three new high speed Metro elevators, extensive WMATA and ART bus route choices, and well known private bus services. Tomorrow’s choices will be unparalleled. They will include Silver line connections to Dulles Airport and points west, and a second Rosslyn Metro Station including a position on a proposed new “inner loop” of Metro stations providing direct access to points in D.C. that do not exist today, streetcar potential, and dedicated bike lanes and bike routes offering priority access to the regional trail system. Rosslyn residents and employees will have the freedom to be truly vehicle independent, thus releasing newfound potential to grow and transform as a downtown of the future.

Rosslyn as one of the region’s premier transit hubs



Rosslyn’s new high-speed elevators to the Metro station platform have added needed capacity to keep pace with the station’s ridership growth and addition of Silver Line service

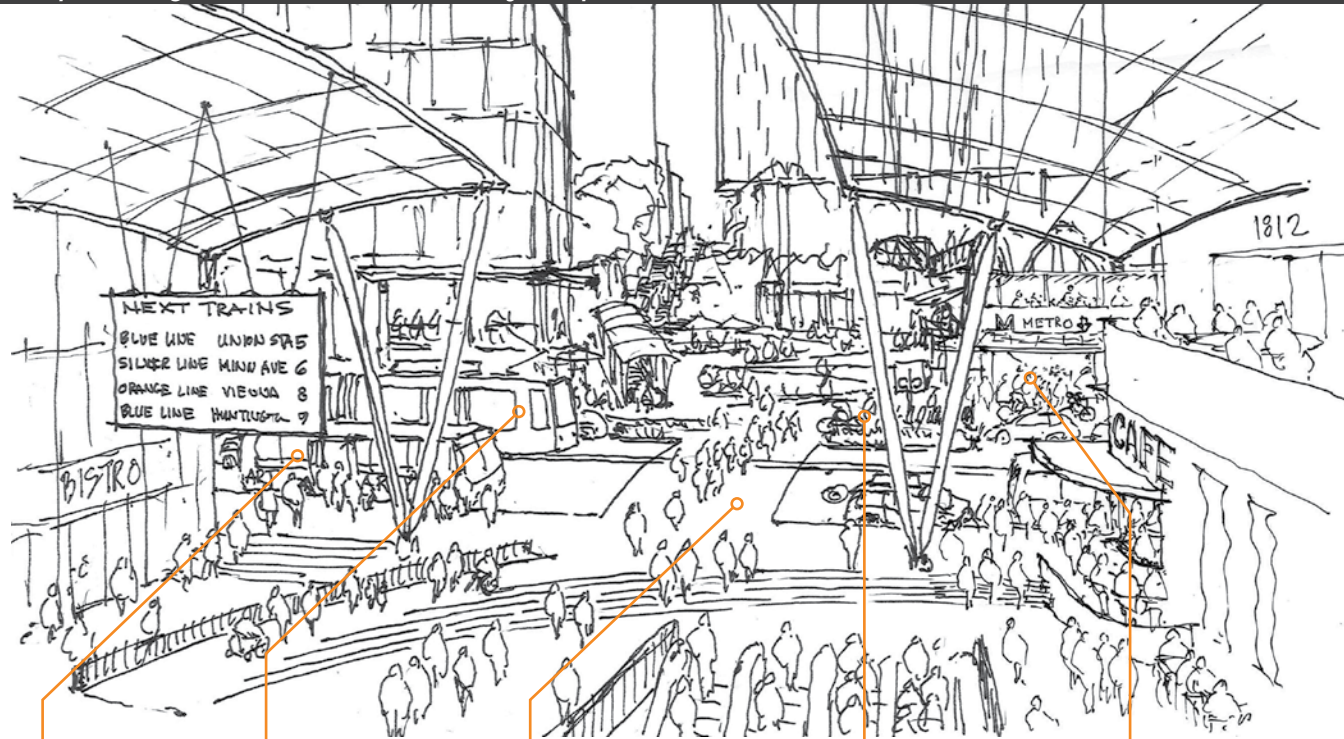


Safe, dedicated cycle tracks would help people take better advantage of Rosslyn’s Capital Bikeshare stations, convenient biking distance to many destinations, and access to regional bike routes.



Downtown Washington offers good precedents of walkable streets that link a variety of destinations with transit.

Rosslyn's reimagined Metro Station as a hub of transportation choices and connections



Dispersed bus stops expand services, mitigate bus dominance on Moore

North Ft. Myer Drive accommodates potential streetcar service from Georgetown

New 18th Street public corridor enhances Metrorail and bus access from throughout the Rosslyn Metro Station Area

Cycle tracks and Capital Bike Share stations safely and conveniently extend a regional bike network

New station access points flank North Ft. Myer Drive as part of 18th Street public corridor and station platform expansion

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VISION PRINCIPLE 3

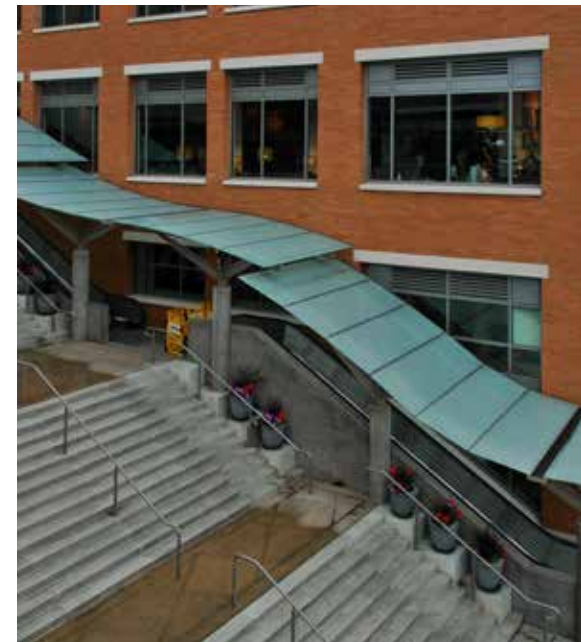
Rosslyn will be a walkable neighborhood connecting people with community and choices.

- > An experiential journey of discovery on foot
- > Buildings, sidewalks, streets, and parks designed for the people who use them
- > Life's everyday needs within a short walk



Imagine a resident stepping out of his building lobby on a Saturday morning, newspaper in hand as he walks down the hill. The sun glints through the leaves overhead as a pleasant shadow is cast over the sidewalk, where several neighbors are seated on a bench to enjoy their breakfast pastry. As he enters the coffee shop, the man cannot decide if he should sit outdoors to read the paper or wait until after he has run his errands. He wants first dibs on the strawberries at the farmer's market down the street. The grocery store next door is already bustling, and he remembers he needs to stop by on the way back to pick up several items for dinner that night. Once he hears the music from the plaza down the block, he decides to continue on. The paper can wait while he sees what there is to see on a Saturday morning in Rosslyn.

The new heart of Rosslyn—the 18th Street corridor



A public escalator like this Seattle example could ease the climb up Rosslyn's hills

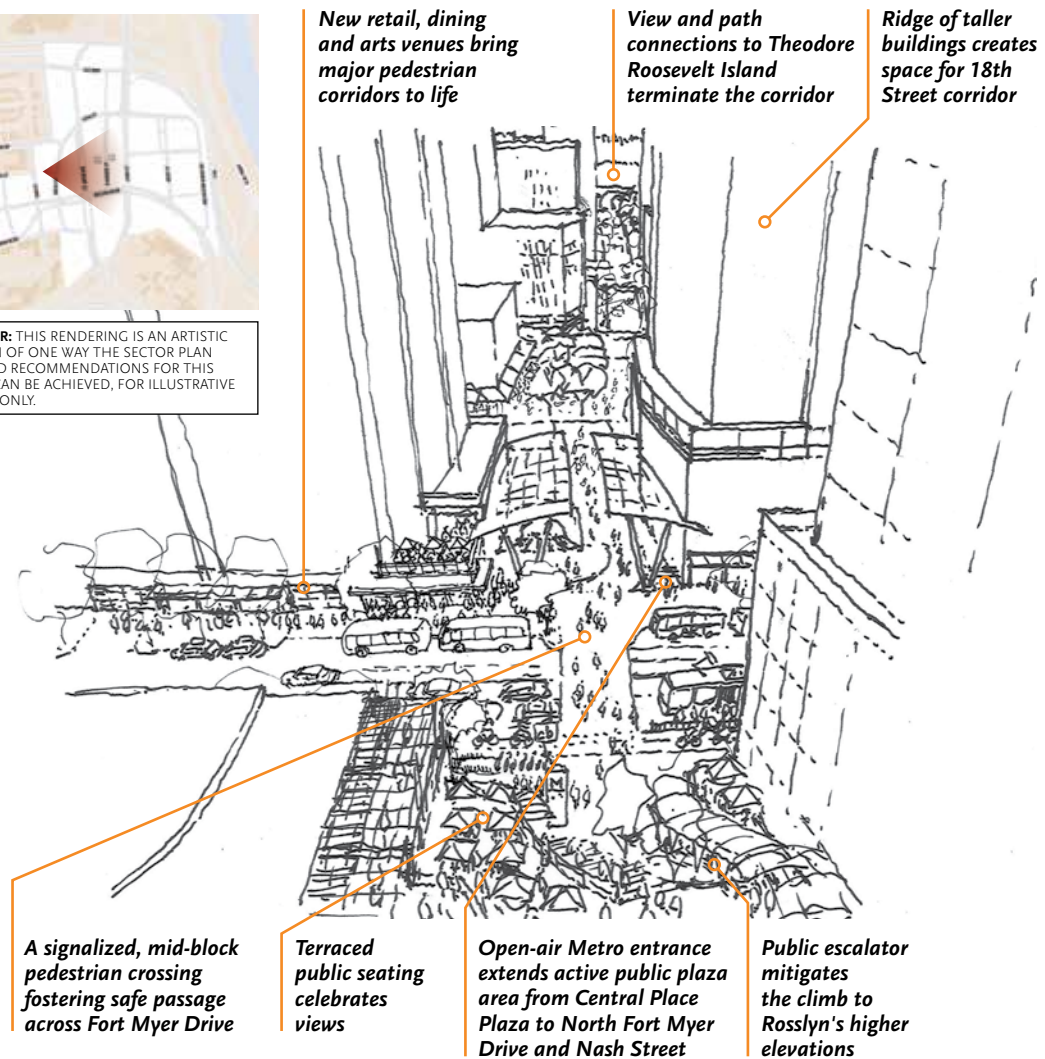


Portions of the 18th Street Corridor are well-suited as a pedestrian street, including a variety of public gathering and activity spaces from the Metro station to terraced public steps. Activities in this public space should attract a broad variety of people to meet in the heart of Rosslyn.

The new 18th Street corridor linking together central Rosslyn



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VISION PRINCIPLE 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 all residents of the Rosslyn community
- > Building heights and forms that respect the scale of established neighborhoods in and around Rosslyn



Central Rosslyn will share a comfortable relationship with adjacent established neighborhoods. New buildings in the downtown core will respect the lower density residential communities nearby, through architecture that provides gradual height transitions from the low-rise neighborhoods to the penthouse levels of new residential towers. Residential development will also increase. More people stimulate investments in ground level retail, thus providing new destinations to meet everyday needs. Design will also focus on the direction a building faces, opportunities to present narrow edges to adjacent neighborhoods, and generous sections of sky and sun. Adjacent communities will enjoy their proximity to an urban district with blended edges, preserving the quieter refuge of their neighborhoods yet providing convenient access to shopping, entertainment, and recreation opportunities that do not exist today.

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





A potential transition between Colonial Terrace and new development in Central Rosslyn



Programmed public green spaces draw residents of central Rosslyn and adjacent neighborhoods together

Taller buildings enable new ground level parks and walking connections

Building form steps down toward context height

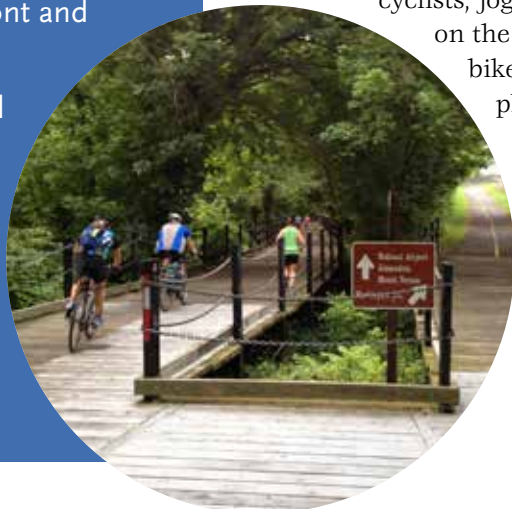
Building orientation and spacing reserve access to sun and sky

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VISION PRINCIPLE 5

Rosslyn will be a tree-lined urban district that celebrates its relationship with nature through its diverse network of public parks, open spaces, and streets.

- > An Esplanade that links central Rosslyn to the riverfront and boathouse
- > A variety of connected parks, green plazas, and recreational areas
- > A sustainable urban environment integrated with its landscape



It is a hot summer day, and Rosslyn's riverfront is alive with activity. A woman steadies her canoe before disembarking at the Rosslyn boat house. She is looking forward to the cooling breeze during her short bike ride up to the Esplanade where her friends are meeting her for lunch. From the restaurant terrace, they will contemplate whether to head over to Gateway Park to ensure good seats for the concert that afternoon or just stay and enjoy the view. It is a tough decision. People-watching from the Esplanade is a premier activity. There is an endless stream of cyclists, joggers, and walkers on the Arlington Ridge bike path. And the plaza area provides safe refuge for the youngest set still relying on training wheels. So much to do on the Rosslyn riverfront and so little time.

Rosslyn—reconnecting with the River



Trees, like these along Chicago's Michigan Avenue, should create a welcoming setting for walking along Rosslyn's streets, large or small.



A bridge like this one in Chicago's Millennium Park could eliminate the barrier highways now pose between Rosslyn and the Potomac

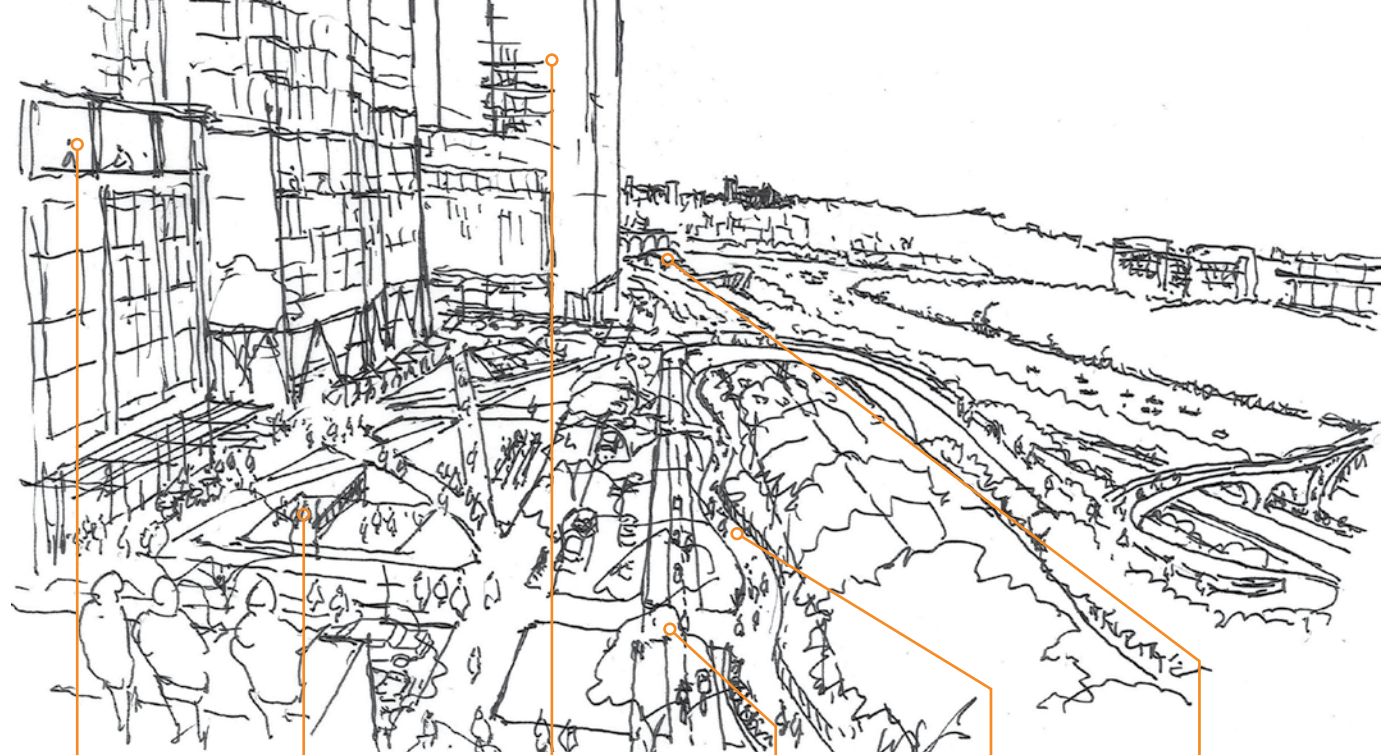


IMAGE COURTESY OF THE ROSSLYN BID.

A public boathouse in Rosslyn would turn the Potomac itself into an accessible place for recreation.



A view of the Esplanade, potential Rosslyn Plaza park and river connections



Upper level view points for building occupants to survey the National Mall

Performances, sports, festivals and other destination activities draw people from near and far

Premier housing, workplace and hotel addresses support quality retail and public spaces

An expanded street grid for walking, driving and biking makes Rosslyn more active and accessible

Promenade and recreation path celebrate national capital panoramas along the Potomac

New connections quickly access Potomac River boating and Theodore Roosevelt Island

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VISION PRINCIPLE 6

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

- > A place that proactively 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 will generate all the excitement that an urban district can offer. Rosslyn residents, workers, and tourists will want to stay in Rosslyn at the end of their day. There will be restaurants offering varied dining experiences, outdoor plazas for people-watching, parks in which to play catch, and cafes in which to drink coffee with a friend. The 18th Street corridor will be unique in the region, offering the opportunity to enjoy the street activity in a protected pedestrian environment. All of these amenities will be within steps to destinations such as the most active Metro hub in the County and an Esplanade that overlooks the Potomac. The corridor will be part of a street network connecting to the region. Fort Myer Drive and N. Lynn Streets (once spaces to be navigated on the way to somewhere else), will become destinations in which to shop and dine. Rosslyn will come into its own as a bookend on the County's Metro corridor, representing another place where Arlington's rapidly diversifying population will spend time enjoying their leisure hours.

Rosslyn as a place of urban amenities



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



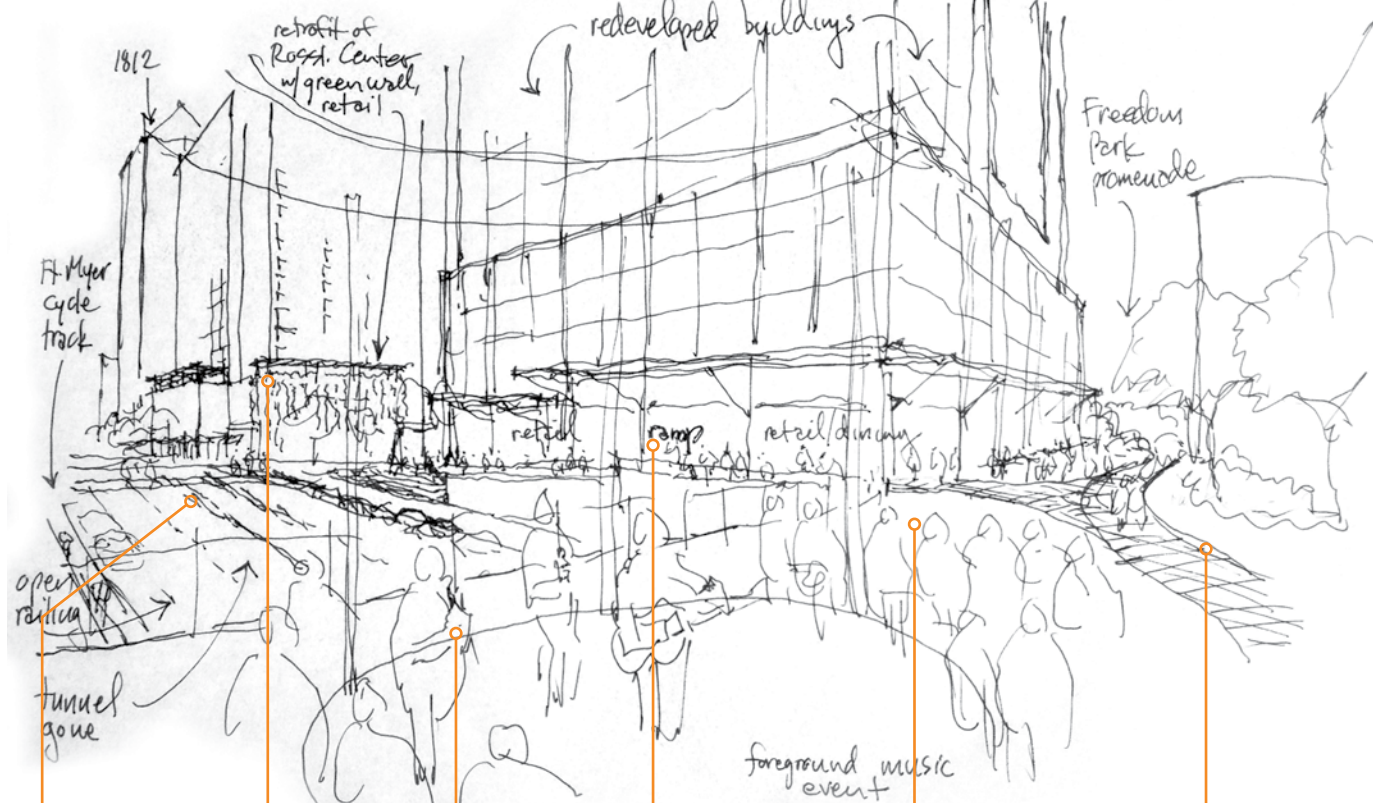
Even small spaces can be successful places for people.



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



Envisioning and revitalized Freedom Park better integrated into Rosslyn's fabric



North Ft. Myer Drive tunnel removed at Wilson to enhance walkability of both streets

Green walls and infill retail enhance blank building edges

Destination programming draws a variety of people

Removal of parking access assumed through building renovation or redevelopment

Freedom Park expands west across underutilized street area to add useable space, views, and easy accessibility from Clarendon Blvd.

Marked promenade links Freedom Park with a network of green streets around Rosslyn

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

POLICY DIRECTIVES

The draft Policy Directives outline the major recommendations and guidance for future planning, redevelopment and public space improvements in the Rosslyn Coordinated Redevelopment District and vicinity. This guidance will be addressed in greater detail as part of the preliminary draft and final Sector Plan Update. These directives, expressed in written and/or graphic format, are organized into four topic categories previously defined by the County Board in the scope of work it approved for this project:

- 1) Transportation,
- 2) Public Parks and Open Space,
- 3) Urban Design, Land Use and Sustainability,
- 4) Building Height and Form.

A brief introduction is provided as a lead-in to the list of Policy Directives for each topic. The introduction will summarize and reaffirm the main ideas and planning concepts embedded within the Policy Directives that follow. In this way, the introduction provides a broader context for the more specific recommendations expressed through the draft Policy Directives.

The maps included in this section depict the ultimate future condition envisioned at the end of the planning horizon, circa 2040. While they generally do not distinguish between what exists and what would be created in the future, the maps effectively paint a picture of the complete systems and networks for Rosslyn in the future. Recognizing the value in comparing existing with future conditions, the full Rosslyn Sector Plan Update will include existing conditions diagrams and other baseline exhibits to facilitate one's comprehension of the extent of proposed change.

AIR RIGHTS

At the time of writing, the Commonwealth of Virginia Office of Public Private Partnerships (OTPP) was actively investigating the potential for future air rights development above Interstate 66 in Rosslyn. After issuing a Request for Information from private parties on the interest and perceived issues associated with air rights development in Rosslyn, OTPP received a number of responses stating a level of interest and perceived feasibility in this proposition. In response, County staff is un-

dertaking its own feasibility study of potential air rights to help inform a recommendation to the County Board on the degree to which this planning effort should address the potential air rights development concept and locations. If the outcome of that study indicates a high level of feasibility for air rights development within the planning horizon of this plan, many of the Policy Directives set forth in this Plan Framework may warrant updating and expansion to address such opportunities.

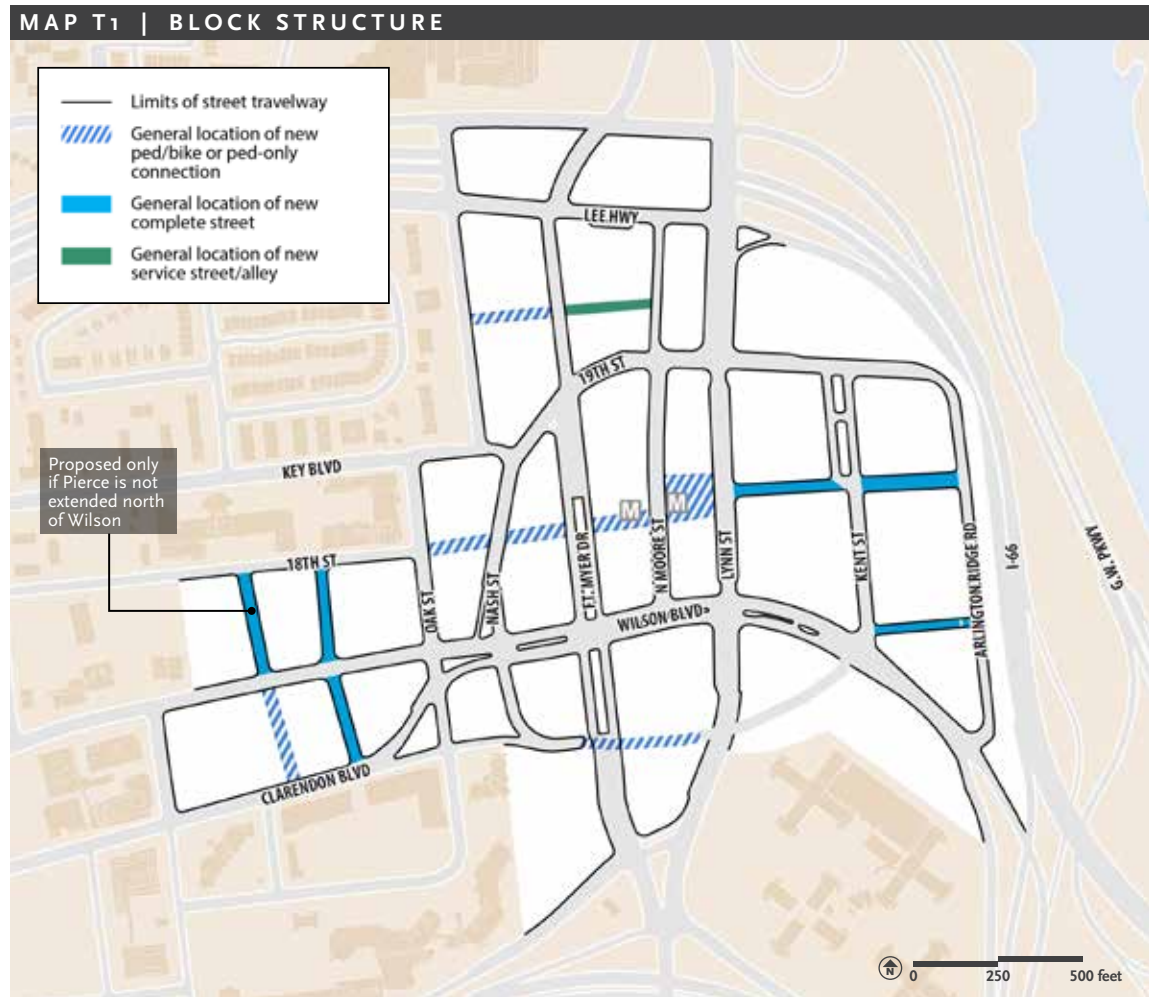
TRANSPORTATION

The Transportation Policy Directives for the Rosslyn Sector Plan Update focus on improving mobility and increasing circulation and access options for all who travel to, through, and around Rosslyn. They include specific ideas and actions that will physically manifest the County-adopted Master Transportation Plan policies on the ground in Rosslyn. These directives build on the foundational work completed as part of the Rosslyn Multimodal Transportation Study (RMTS). Ultimately the Sector Plan Update will fully incorporate the spirit of the RMTS, and in most cases will incorporate specific recommendations matching or similar to recommendations in that study. The following transportation directives aim to strike the best possible balance among all travel modes in order to effectively address Rosslyn's key role in the regional transportation network while ensuring the public spaces comprising this network are safe and enjoyable for all.



Transportation Theme 1: Transforming Rosslyn’s street system into an enhanced grid network of complete streets.

- T1** Create a block structure for Rosslyn that offers improved walkability, access, and circulation, consistent with Master Transportation Plan policies, by strategically adding new public corridors in the general locations shown on Map T1 (*See Block Structure*).
- T2** Extend 18th Street North as a welcoming public way and series of public spaces adding connections among Rosslyn’s higher elevations, Metro station, regional streets and the Potomac.

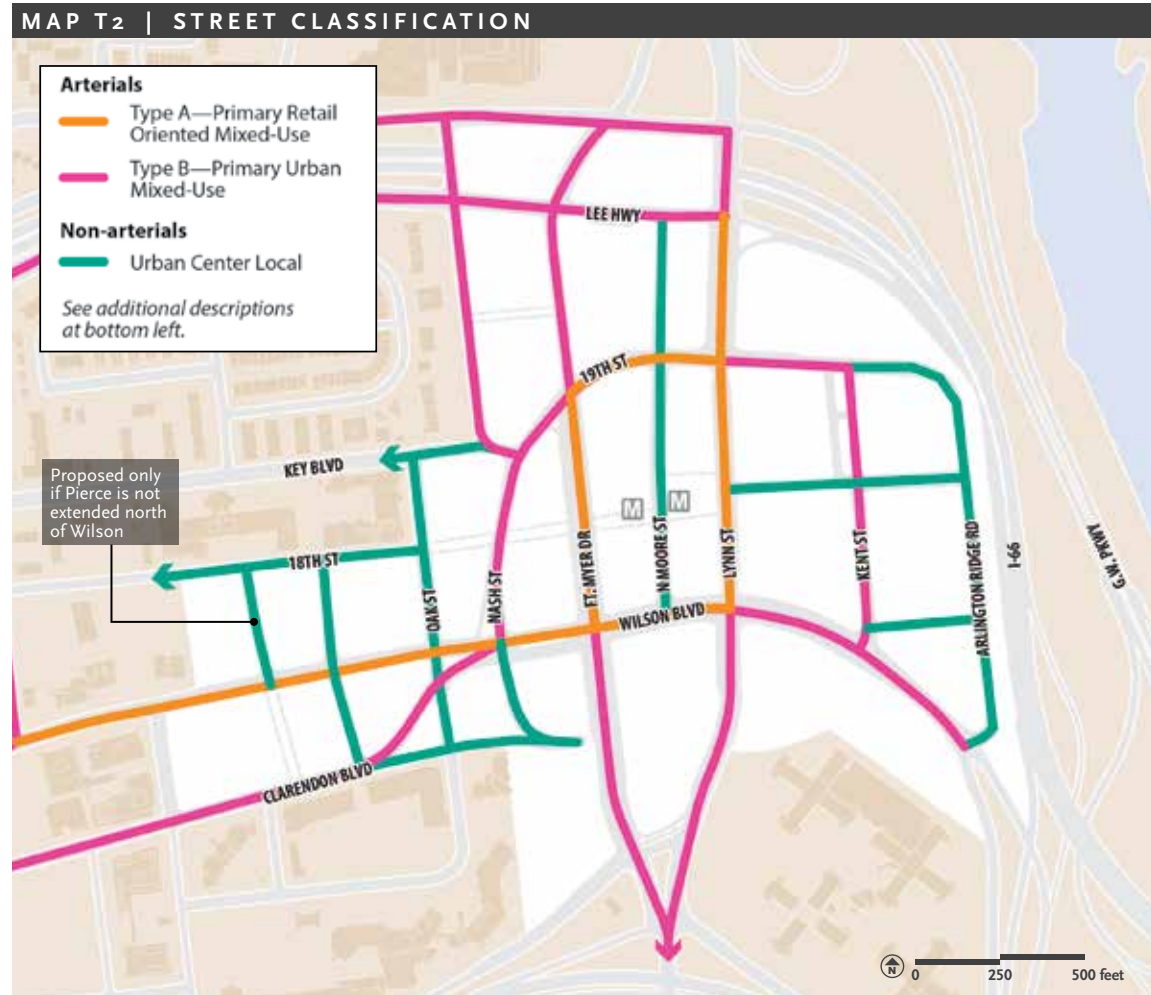


- T3** Transform North Fort Myer Drive and North Lynn Street into places bringing the Rosslyn community and region together around retail, arts, welcoming public spaces, and expanded transit and walking connections, including removal of the Fort Myer Drive tunnel and two-way traffic conversion, contingent upon adequate feasibility studies, monitoring, and mitigation of any potential adverse impacts.
- T4** Reorient North Moore Street building access to a primarily pedestrian focus by enhancing the street’s pedestrian character, adding storefront retail and lobby entrances, and improving its connectivity to Gateway Park, Central Place Plaza, and the emerging 18th Street corridor.

TYPE A – PRIMARY RETAIL ORIENTED MIXED-USE: arterial segment serving dense commercial area, fronting retail (w/ high transit, pedestrian, bicycle orientation)

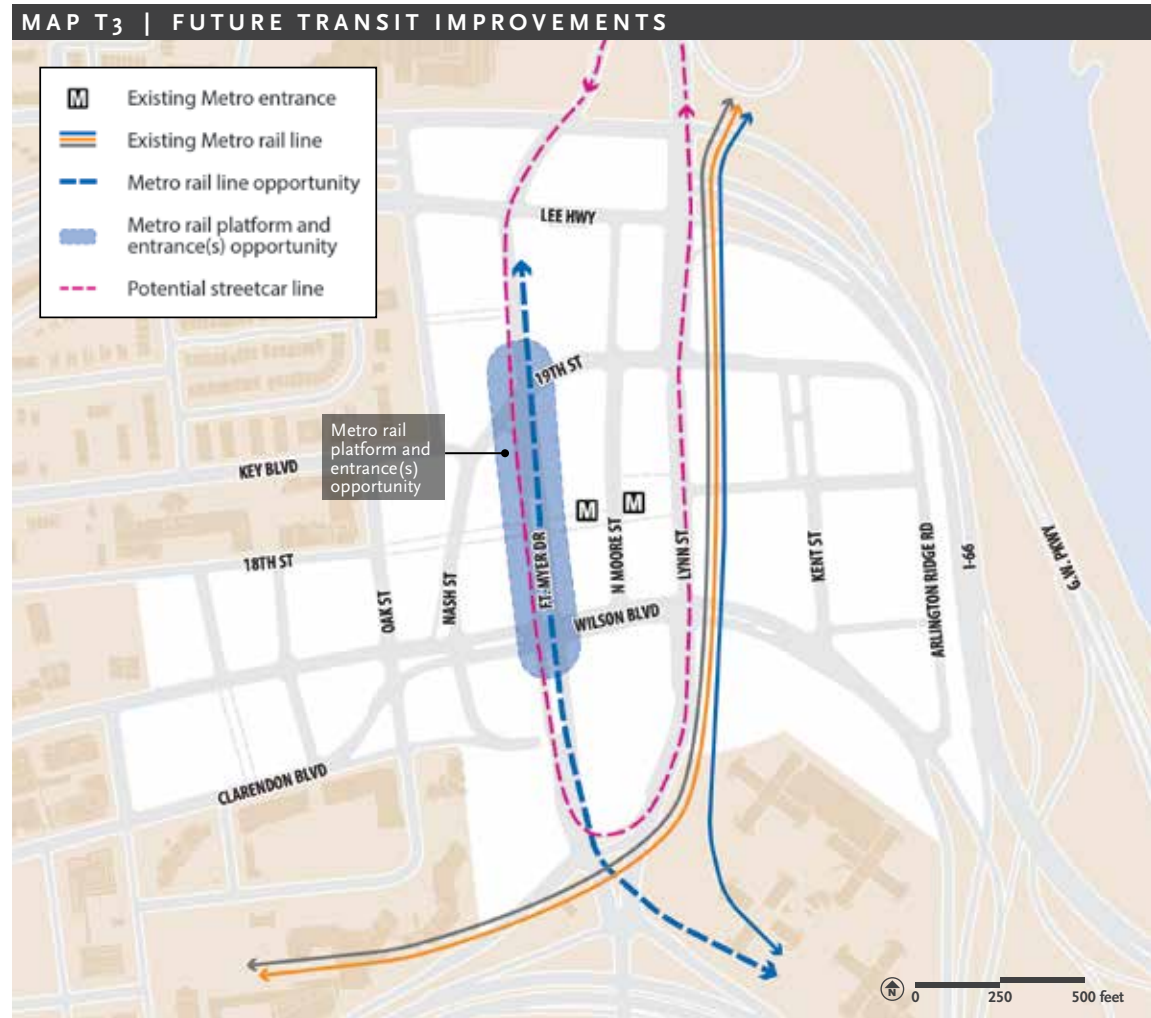
TYPE B – PRIMARY URBAN MIXED-USE: arterial segment serving mixed-use areas, fronting a range of uses (emphasizes transit, pedestrian, bicycle travel)

URBAN CENTER LOCAL: neighborhood streets located in medium or high density areas



Transportation Theme 2: Enhancing transit facilities, operations and connections serving Rosslyn, and making it one of the premier transit hubs in the region.

- T5** Lay the groundwork for needed expansion of rail services in Rosslyn by working with WMATA and the region on emerging plans for a future second Rosslyn Metro Station (platform) as set forth in Momentum: Strategic Plan 2013-2025 (See Map T3, *Future Transit Improvements*)
- T6** Preserve potential for future streetcar connections between Rosslyn and Georgetown through design and programming of Rosslyn’s streets and buildings, and ongoing engagement with the District Department of Transportation (DDOT) (See Map T3, *Future Transit Improvements*).
- T7** Improve upon regional and local bus service in the Rosslyn core. As part of this effort, seek to expand the number and location of Washington Metropolitan Area Transit Authority (WMATA) and Arlington Transit (ART) bus stops, while conducting future study of dispersing locations to better balance the needs of all streets, facilitate efficient bus routing, and align with the destination or Metro-transfer aspect of routes served.



Transportation Theme 3: Transforming the pedestrian and bicycle network into a safer, more attractive and more accessible place to walk and bike.

- T8** Improve the walking experience with wider sidewalks, new walkway connections, strategies to reduce topographic barriers, safer street crossings and enhancement of street-scape aesthetics, per the network outlined in Map T4 (*Pedestrian Facilities*)
- T9** Maintain the portion of the Rosslyn skywalk that extends west from Metro towards the North Rosslyn neighborhood until such time as a newly created, safe and direct 18th Street connection can accommodate similar travel patterns with a high quality, ground level experience.



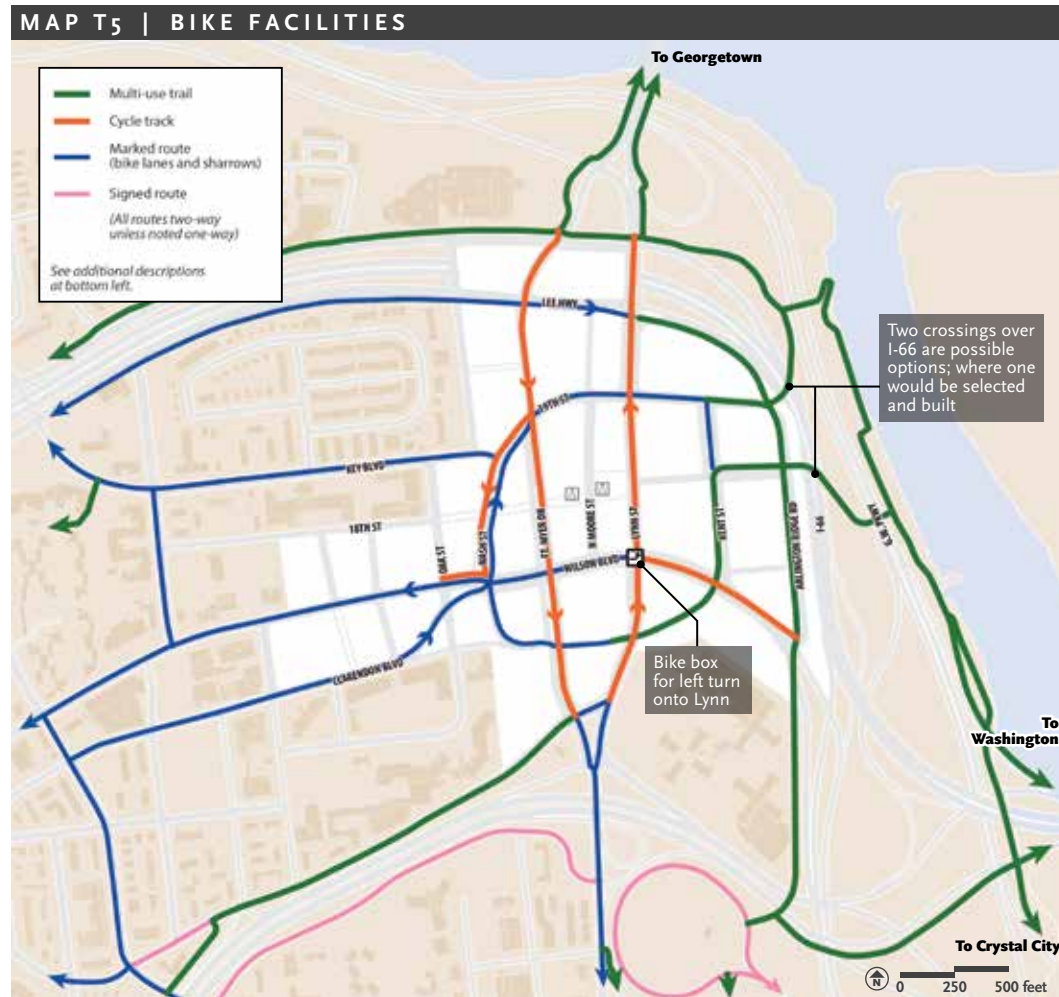
T10 Expand and enhance the system of bike facilities in and around Rosslyn, including the addition of protected bike lanes/cycle tracks and new connections to surrounding federal parkland and regional destinations, as shown in Map T5 (*Bike Facilities*).

MULTI-USE TRAIL: A facility exclusively for non-motorized travel that is outside the roadway and physically separated from motorized traffic by an open space, either within the street right-of-way or within an independent right-of-way.

CYCLE TRACK (PROTECTED BICYCLE LANE): An exclusive bike facility that has elements of a separated path and on-road bike lane. While still within the roadway, it is physically separated from motor traffic by a barrier, curb and/or parked motor vehicles, and is distinct from the sidewalk.

MARKED ROUTE (BIKE LANES, SHARROWS): A facility where portions of roadways have been striped or marked for bicycle use. Bike lanes are portions of roadways legally designated for the exclusive use of bicyclists and indicated by signage, striping, and other pavement markings. Shared-Lane (“Sharrow”) markings indicate that a relatively wide travel lane is to be shared by bicyclists and motorists.

SIGNED ROUTE: A series of streets designated by the installation of signs to direct bicycle travel through selected corridors or to specified destinations, and includes streets where bicyclists and motor vehicles share travel space.



Transportation Theme 4: Continue to coordinate and manage the most effective and efficient performance of Rosslyn’s transportation network to support the area’s future growth.

- T11** Regularly monitor and find ways to enhance the overall mode share in Rosslyn, with a strong focus on increasing the share of transit, walking, and bicycling, concurrent with a reduction in single occupant vehicle trips.
- T12** Apply innovative parking and transportation demand management strategies befitting Rosslyn’s density and uses, such as a greater sharing of parking, improved wayfinding for public parking, and TDM agreements with future projects that further reduce need for new parking facilities.

PUBLIC PARKS AND OPEN SPACE

The Public Parks and Open Space Policy Directives for the Rosslyn Sector Plan Update focus on developing a well balanced and connected urban open space system, featuring excellent connections to the surrounding regional and federal park systems. A comprehensive parks and open space system includes accessible public spaces for civic engagement and respite from the urban environment, for recreation opportunities and quality of life amenities, and for connective infrastructure linking these features throughout the network. This system can be achieved by enhancing and repurposing existing public open spaces in Central Rosslyn, while creating new spaces in strategic locations to complete a balanced network of public parks and open spaces. These directives aim to ensure that the system is comprised of spaces that have diverse sizes, character, and programming opportunities, in a manner that best serves the Rosslyn community's active and passive recreation needs.



Public Parks and Open Space Theme 1: Connect a diverse network of public parks and open spaces to engage the Potomac waterfront.

- P1** Achieve an Esplanade for Rosslyn as a signature urban greenway that offers new and direct connections to existing regional open spaces, as well as destination activities.
- P2** Create new linear connecting public open spaces, including the 18th Street public way from North Oak Street to the Esplanade, and others classified and depicted in Map P1 (*Public Parks and Open Space*).
- P3** Enhance Freedom Park as Rosslyn’s version of the “High Line” with improved access, programming and edge conditions, while extending the park deeper into the fabric of Rosslyn.

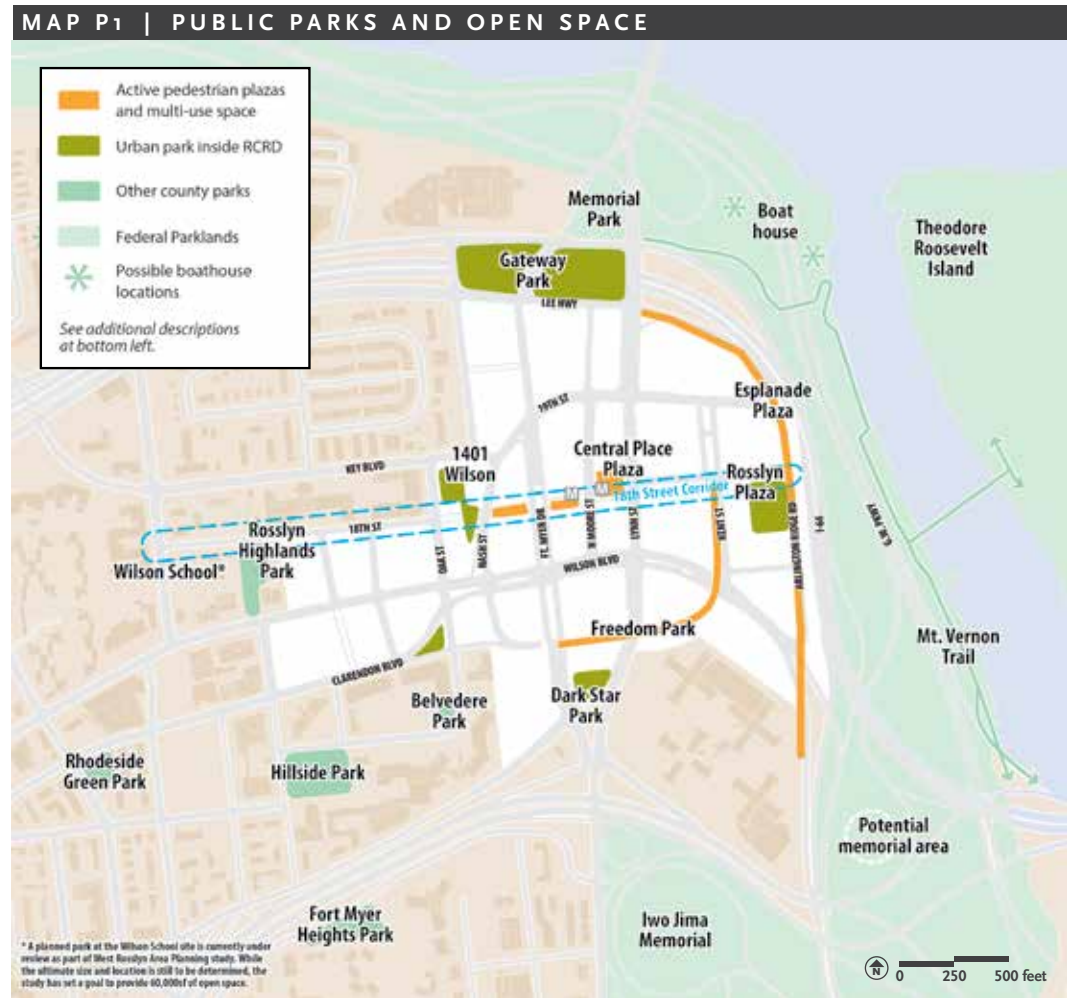
ACTIVE PEDESTRIAN PLAZA AND MULTI USE SPACES: Actively programmed public open space; emphasis on pedestrian-oriented ground floor uses in adjacent buildings, paved pedestrian areas with canopy trees

URBAN PARK INSIDE RCRD: Actively programmed public open space; mix of planted & paved pedestrian areas with canopy trees

OTHER COUNTY PARKS: Public parks in the RMSA with additional parks programming accessible from the RCRD

FEDERAL PARKLANDS: Federal public parklands including the George Washington Memorial Parkway and associated trails, Theodore Roosevelt Island National Memorial, and National Marine Corps Memorial

POSSIBLE BOATHOUSE LOCATIONS: Sites under consideration for a public boathouse proving access to the Potomac River



Public Parks and Open Space Theme 2: Revitalize the existing parks and open space system to provide active outdoor recreational opportunities and lifestyle amenities throughout the network.

- P4** Complete a new master plan for Gateway Park that calls for removing the existing superstructure and achieving a public park with the flexibility to accommodate a variety of park uses that enhance the overall park experience for Rosslyn’s growing population while providing an urban aesthetic that identifies this as a prominent gateway.
- P5** Recognize the potential for establishment of a prominent, neighborhood-serving park as a western bookend of the extended 18th Street corridor through future planning efforts to address the West Rosslyn area.
- P6** Program existing and future parks and plazas with a lively and diverse mix of activities such as structured and informal recreation, children’s play, community gardens and community canine areas to provide a bold, visible network of public spaces, in partnership with the Rosslyn BID, property owners and other community stakeholders.
- P7** Plan a boathouse facility adjacent to the Key Bridge and actively work with the National Park Service to identify implementation steps for its construction.

Public Parks and Open Space Theme 3: Provide opportunities for informal congregation, reflection, and meditation throughout Rosslyn’s parks and open space system.

- P8** Enhance the civic and passive leisure element of the public parks and open space system in Rosslyn through the provision of high quality, accessible, and visible open spaces along the 18th Street corridor and other strategic locations.

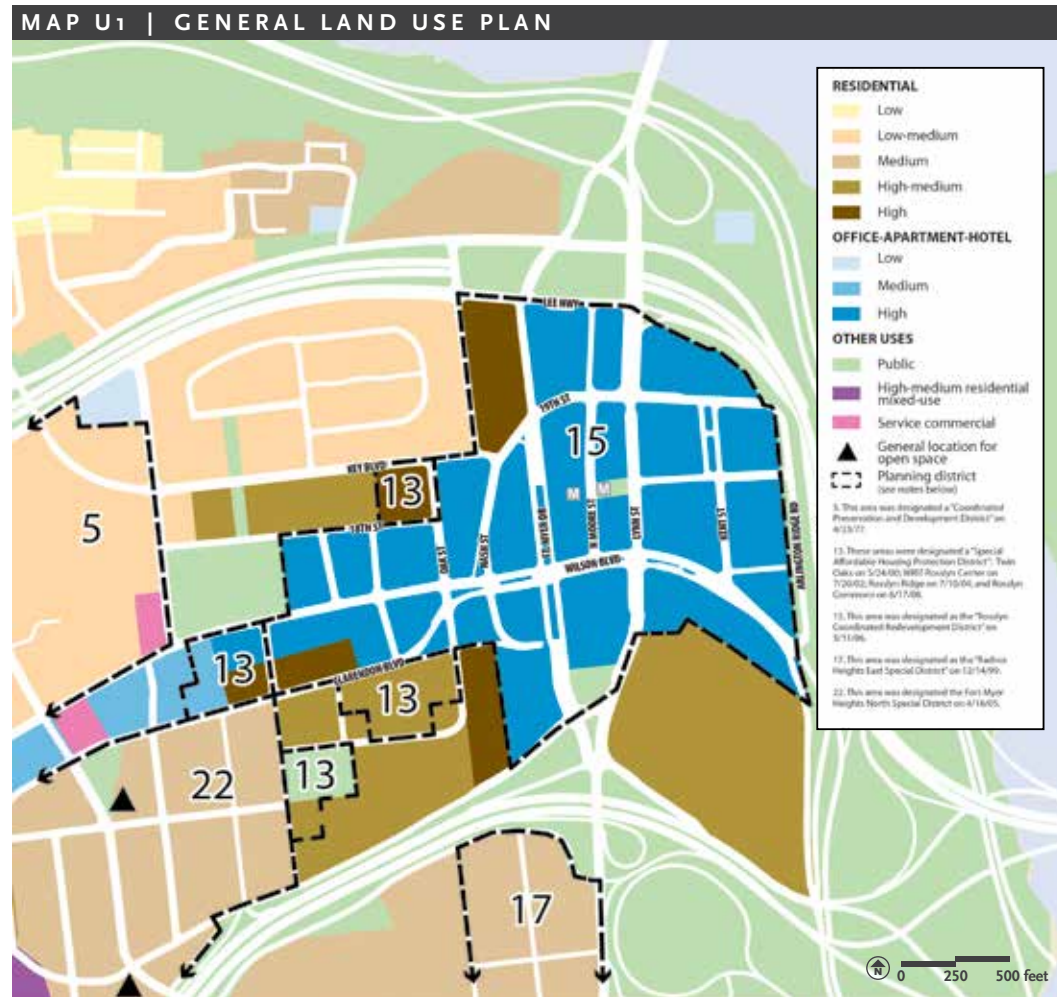
URBAN DESIGN, LAND USE AND SUSTAINABILITY

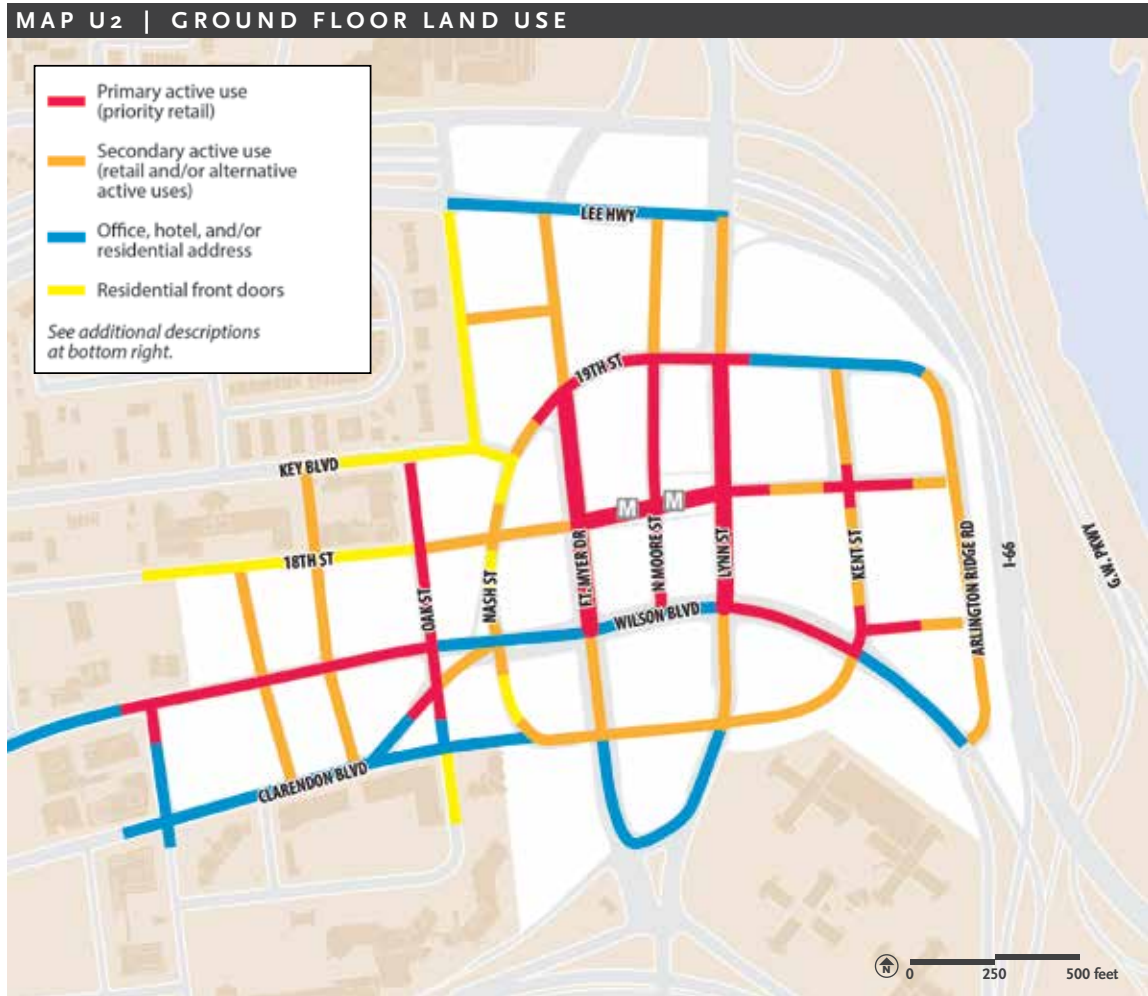
The Urban Design, Land Use and Sustainability Policy Directives for the Rosslyn Sector Plan Update focus on elevating Rosslyn to a place where people are drawn to live, to do business, and to spend leisure hours. They build upon the smart growth development principles that have guided the transformation of Rosslyn over the last three decades. These directives also lay the groundwork to foster vibrant and dynamic urban places through strategic and thoughtful design interventions. They also seek to maximize environmental sustainability with both traditional and innovative practices.



Urban Design, Land Use and Sustainability Theme 1: Fostering a balanced mix of land uses and a high-density development pattern to support a variety of people and activities.

- U1** Continue central Rosslyn’s transformation into a place where development is strongly oriented around transit, high densities, and a mix of uses, consistent with the land use designations depicted in Map U1 (*General Land Use Plan*).
- U2** Focus the retail program in Rosslyn on achieving urban retail destinations and identify zones appropriate for a variety of non-retail ground floor uses that can activate the street while maintaining flexibility for potential future conversion to retail with market support, as shown in Map U2 (*Ground Floor Land Use*).





U3 Increase significantly the amount of housing in the RCRD and develop strategies to increase the diversity (of the residential community) in central Rosslyn.

PRIMARY ACTIVE USE: Frontages where retail should be strongly encouraged.

SECONDARY ACTIVE USE: Frontages where retail is desirable but a broader range of non-retail activating uses (e.g. galleries, child care, active office spaces, fitness clubs, etc.) are appropriate, and at least 65% or more of frontage length should be designed to be convertible to accommodate retail in the future.

OFFICE, HOTEL, AND/OR RESIDENTIAL ADDRESS: Frontages where lobbies and other office-related uses are acceptable; where meeting, reception, or like spaces should have significant transparency on the ground floor, and where retail is welcomed.

RESIDENTIAL FRONT DOORS: Frontages where ground floor housing is acceptable; where ground floor units should have front doors and stoops directly oriented to the sidewalk. Retail may also be appropriate.

Urban Design, Land Use and Sustainability Theme 2: Shaping Rosslyn’s physical environment with an emphasis on walkability and the public realm.

- U4** Ensure that architecture and building design contribute to a physical environment that respects the human scale.
- U5** Design buildings to sensitively transition from the Rosslyn Coordinated Redevelopment District to surrounding, lower density residential areas.
- U6** Improve streetscapes in Rosslyn with adequate space, furnishings, public art, programming and design 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 neighborhood identity.

Urban Design, Land Use and Sustainability Theme 3: Maximizing environmental sustainability and energy efficiency.

- U8** Leverage Rosslyn’s compact development pattern, mix of uses, and strong transit orientation to reduce the district’s ecological footprint.
- U9** Uphold the County’s highest and best environmental sustainability standards for all development and infrastructure projects.
- U10** Assess options that will improve Rosslyn’s environmental commitment and economic competitiveness, including improvements in energy supply, reliability, and cost.
- U11** Establish and work towards achieving an aggressive goal for future tree canopy coverage in Rosslyn to reduce urban heat island effect, improve air quality, provide human scale, and bring nature into the city environment.

BUILDING HEIGHT AND FORM

The Building Height and Form Policy Directives for the Rosslyn Sector Plan Update focus on redefining the overall building heights policy in central Rosslyn to encourage development that can simultaneously achieve great public spaces, views and view corridors, light and air between buildings, sensitive transitions, and a distinctive and dynamic skyline. The directives establish a foundation for developing a building form and heights framework that can optimize how new buildings in Rosslyn meet a wide range of performance criteria, compared with the existing “Taper” policy and the challenges of applying that policy with positive results throughout the district.

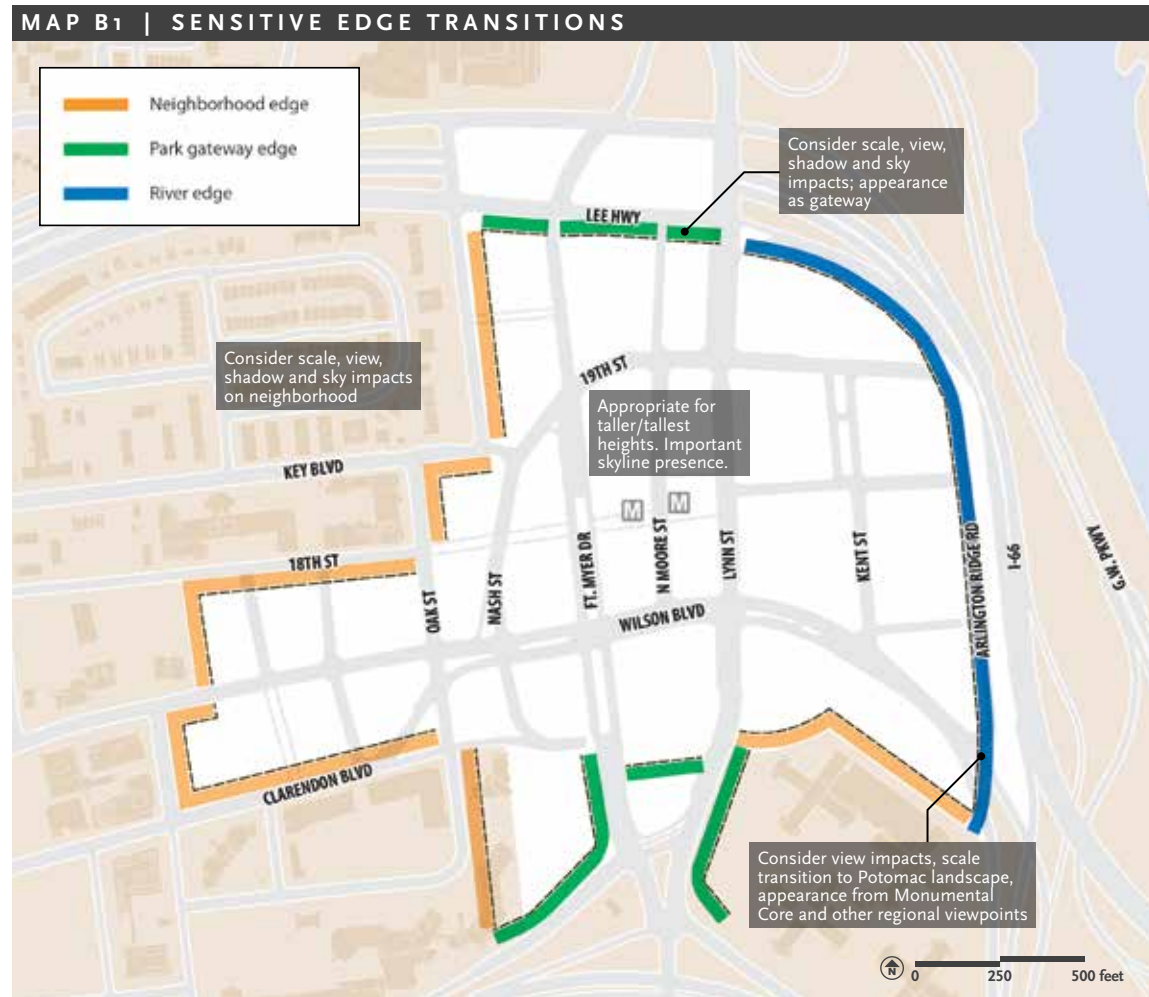
This new policy will lead to a framework that includes a variety of building heights and a dynamic skyline, with great open spaces created and defined by the buildings that frame them. This framework will also aim to enhance Rosslyn’s market position as a place attracting investment in high-value real estate and economic development. Working from the directives that follow, a new heights plan and associated design guidelines will be developed for central Rosslyn and incorporated into the final Rosslyn Sector Plan Update.



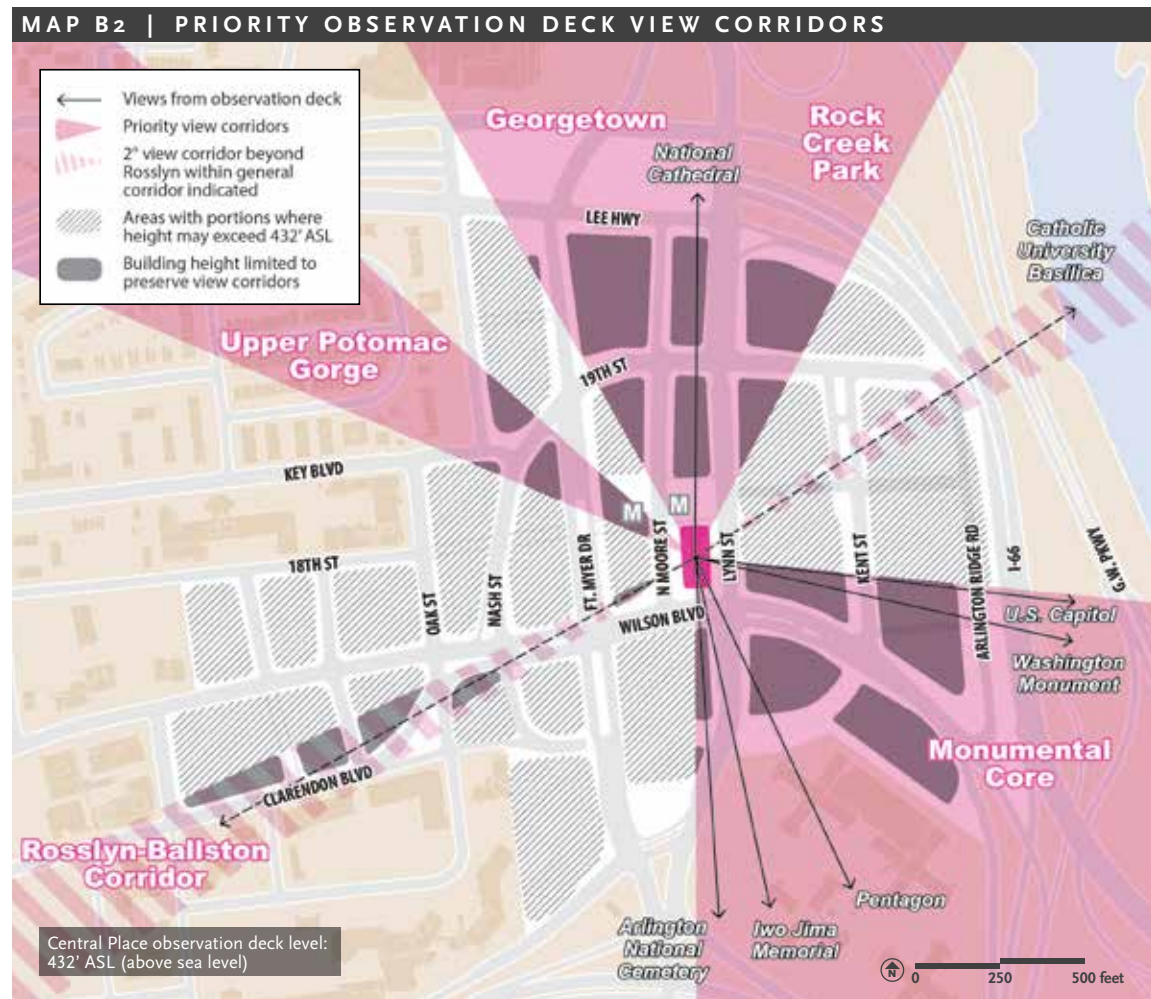
Building Height and Form Theme 1: Updating the overarching building heights policy and regulatory framework for Rosslyn to create better public streets, open spaces, and architecture.

B1 Develop a new building heights policy and regulatory framework for Central Rosslyn that incorporates varied building heights across the district and advances the following principles more effectively than the current general taper policy:

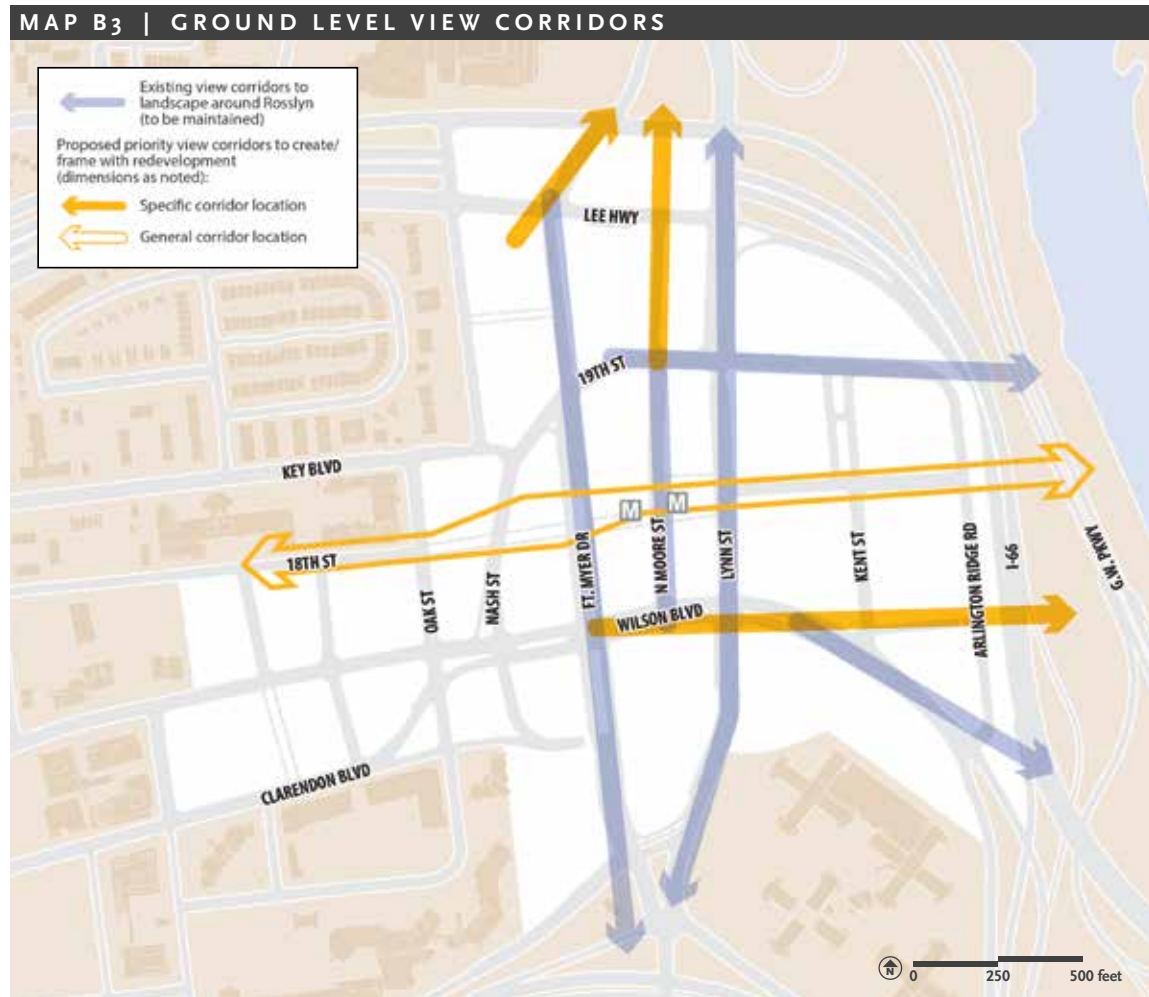
B1.a Recognize distinct priority transition and special context zones and apply form and massing strategies that respect these sensitive edge conditions, as identified in Map B1 (*Sensitive Edge Transitions*).



B1.b Manage building heights to protect and enhance high-priority public observation deck view corridors (as depicted in Map B2, *Priority Observation Deck View Corridors*), promote good views from, and daylight access to, private buildings, and still achieve appropriate and sensitive transitions between the RCRD and surrounding areas.



- B1.c** Protect and enhance high-priority ground level view corridors, as shown on Map B3 (*Priority Ground Level View Corridors*).
- B1.d** Develop strategies to balance sun and shade opportunities benefiting building occupants and users or parks and open spaces.
- B1.e** Leverage opportunities presented by the form of new development in Rosslyn to create great public open spaces and additional ground level circulation.
- B1.f** Provide for building floorplate sizes, proportions, and configurations that will yield marketable buildings and provide flexibility for multiple use options.



- B2** Make Rosslyn's architecture more distinctive and better oriented to people by encouraging more varied façades and massing across a range of scales, and adding distinction to building tops and the overall Rosslyn skyline.

- B3** Clearly identify, prioritize, and link future public improvements needed to advance and implement the vision of this Sector Plan Update to the attainment of increased site plan density above 3.8 FAR/4.8 FAR and corresponding building heights.