

**THE ROSSLYN SECTOR PLAN UPDATE
DRAFT PLAN FRAMEWORK
FINAL DRAFT | Tracked Changes through 2014.04.09**

PAGE 2

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.

PAGE 3

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.

PAGE 4

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.~~

PAGE 5

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.

¹ (For clarity, when the phrase “central Rosslyn” is used in this document, it is generally in reference to the Rosslyn Coordinated Redevelopment District on the General Land Use Plan, and where the “C-O Rosslyn” zoning district may be applied).

PAGE 6

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 1960s 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.

PAGE 7 [Challenges/Opps Thumbnails]

CHALLENGES and OPPORTUNITIES

1 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.

2 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.

3 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 in the RCRD~~ 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.

4 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~~ Preserve options to accommodate future streetcar service to Georgetown and beyond.

5 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.

6 Retail and public space amenities

CHALLENGE: Rosslyn’s shopping, dining, entertainment and park options do not provide the level of amenities iesy 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.

7 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.

8

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.

PAGE 8

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.

PAGE 9

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.

ROUND 8.2

Forecast

Rosslyn Coordinated Redevelopment District

	Office SqFt	Retail SqFt	Other SqFt	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

“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.

The planning and zoning changes enacted for Rosslyn in the mid-1990s have been effective in encouraging redevelopment to continue the positive transformation of Rosslyn. 1801 N. Lynn Street, the Waterview and 1812 N. Moore Street have brought more than 1.5 million square feet of brand new Class A office space to Rosslyn, while the Waterview and Turnberry Tower (and Slate and Sedona located just outside the RCRD) have added hundreds of new housing units and residences to the core of Rosslyn. More recently, construction has just started on the residential phase of the Central Place site plan, marking a major milestone in Rosslyn’s second generation of redevelopment.

In its entirety Central Place represents a major project that, along with the aforementioned buildings, stands to significantly transform the Rosslyn experience for those who live, work, and play in the area. On one block, this project will deliver 377 new apartments, 45,000 square feet of ground floor retail, 525,000 square feet of office space, and an observation deck offering the public exceptional views of the monumental core and surrounding landscape - all located atop the Rosslyn Metro Station. Beyond these figures, the greatest impact Central Place may have on Rosslyn is the way in which it will enhance the pedestrian experience immediately adjacent to Metro – with a central public plaza designed for flexible programming, wide sidewalks lining significant ground floor retail, and building volumes that more effectively define the public realm and that will accommodate thousands of people to help further activate central 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 considered 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.

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.

PAGE 12

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.

PAGE 13

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 that celebrates the its relationship experience of with 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.**

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.

PAGE 14

Vision Principle #1

- **Rosslyn will be a global destination with a dynamic skyline, unique vistas, and exceptional value**
 - *A world-class location for drawing corporate headquarters, ~~and~~ 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 unique as an the only urban district that 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 enhance the experience ~~honor the privilege~~ of living and working in Rosslyn such a unique place. Rosslyn's built environment will offer varying a diversity of building heights and forms, offering providing viewsheds to 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.

PAGE 15

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.

PAGE 16

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 ~~station 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 routes ~~choices~~, and ~~local and intercity 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.

PAGE 17

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.

PAGE 18

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 and accessible to everyone the people who use them*

- *Life's everyday needs within a short walk*

Imagine a resident stepping out of ~~his-her~~ building lobby on a Saturday morning, newspaper in hand as ~~she~~ 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-enjoying~~ their breakfast pastry. As ~~she~~ enters the coffee shop, the ~~woman~~ cannot decide if ~~she~~ should sit outdoors to read the paper or wait until after ~~she~~ has run his errands. ~~SH~~he wants first dibs on the strawberries at the farmer's market down the street. The grocery store next door is already bustling, and ~~she~~ remembers ~~she~~ needs to stop by on the way back to pick up several items for dinner that night. Once ~~she~~ hears the music from the plaza down the block, ~~she~~ decides to continue on. The paper can wait while ~~she~~ sees what there is to see on a Saturday morning in Rosslyn.

PAGE 19

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.

Revision to Sketch caption: "~~Ridge of tT~~aller buildings creates space for 18th Street corridor"

PAGE 20

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 the entire-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 ~~building massing and forms 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 ~~more~~ investments in ground level retail, ~~thus~~ providing new destinations to meet every day 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.

PAGE 21

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.

PAGE 22

Vision Principle #5

- **Rosslyn will be an ~~tree-lined~~ urban district that celebrates ~~theits~~ ~~relationship~~~~experience of with~~ nature ~~and recreation~~ through its diverse network of public parks, open spaces, and ~~tree-lined~~ 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 ~~who~~ still relying on training wheels. So much to do on the Rosslyn riverfront and so little time.

PAGE 23

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.

Revision to Sketch title: “~~A view of the Esplanade, potential Rosslyn Plaza park, and river connections~~The Esplanade, potential Rosslyn Plaza park and improved river connections”

PAGE 24

Vision Principle #6

- **Rosslyn will be a dynamic place inspired by its ~~diverse~~ mix of people and activity.**
 - *A place ~~to live, work and play~~ 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 ~~destination~~~~district~~ can offer. Rosslyn residents, workers, and ~~visitors~~~~tourists~~ will want to ~~remain~~~~stay~~ in Rosslyn at the end of their day. ~~There will be r~~Restaurants ~~will~~ offering ~~a wide range of varied~~ dining ~~choices~~~~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 ~~better connects central Rosslyn to the region~~~~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 ~~be transformed into become destinations in which~~ places 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~~.

PAGE 25

IMAGE TITLE EDIT: Envisioning and revitalized Freedom Park better integrated into Rosslyn’s fabric.

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.

PAGE 26

POLICY DIRECTIVES

~~The draft~~ These 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 adoption of this document ~~writing~~, the Commonwealth of Virginia Office of Public Private Partnerships (OTP3) 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, OTP3 received a number of responses stating a level of interest and perceived feasibility in this proposition. In response, County staff is undertaking its own feasibility study of potential air rights to help inform a recommendation to the County Board on the degree to which the Sector Plan Update ~~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.

PAGE 27

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 Sector Plan Update will also, where needed, provide specific objectives to be achieved through the creation of new streets or pedestrian connections. 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.

PAGE 28

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 streets (including those that are pedestrian-only) public corridors in the general locations shown on Map T1 (See *Block Structure Map*);
- **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;

PAGE 29

- **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;

PAGE 30

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 Map*);

- **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 Map*).
- **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.

PAGE 31

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 streetscape aesthetics, per the network outlined in Map T4 (*Pedestrian Facilities Map*);
- **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.

PAGE 32

- **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 Map*);
- **T11:** Improve the safety and efficiency of the intersection of Lynn St, Lee Highway and the Custis Trail to clearly separate transportation modes and provide safe routes for pedestrians and cyclists to access Rosslyn, Georgetown, the Mount Vernon Trail via Roosevelt Island and North Arlington via the Custis Trail.

PAGE 33

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.

- **T12:** 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;
- **T13:** 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-transportation demand management agreements with future projects that further reduce need for new parking facilities.

PAGE 34

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.

PAGE 35

~~*Public Parks and Open Space Theme 1: Achieve connectivity among a diverse network of public parks and open spaces that also engage the Potomac waterfront.*~~

Public Parks and Open Space Theme 1: Achieve connectivity among a diverse network of public parks and open spaces that also 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, and offers views of the surrounding landscape;
- **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 Map*)
- **P3:** Enhance Freedom Park ~~as Rosslyn’s version of the “High Line”~~ with greatly improved access, programming and edge conditions, while extending the park deeper into the fabric of Rosslyn.

PAGE 36

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

- **P4:** Re-design existing parks and plazas, as well as design and create new parks and plazas and program them with a lively and diverse mix of activities such as structured and informal recreation, children’s play, community gardens and community canine areas. Community participation involving neighborhood and business groups will guide the realization of this network of bold, visible public spaces.
- **P54:** 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.
- ~~**P65:** Recognize the potential for~~ Embrace the future 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~~ Establish a boathouse facility adjacent to the Key Bridge and actively work with the National Park Service to identify implementation steps for its construction.

- **P8: Enhance Dark Star Park’s edge conditions and relationship to surrounding spaces to improve its prominence as a southern gateway into central Rosslyn.**

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

- **P98: Provide and Enhance areas for the reflective, restful ~~the civic~~ and passive leisure elements of ~~the~~ public parks and open spaces ~~system~~ in Rosslyn throughout the streetscape and path network, and strategically in new or existing ~~the provision of high quality, accessible, and visible~~ open spaces such as the Esplanade, along the 118th Street corridor, Freedom Park, and Dark Star Park, ~~and other strategic locations.~~**

PAGE 37

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, and will be supported by more specific land use mix targets to be developed in the drafting of the Sector Plan Update. 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.

PAGE 38

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 significantly more balanced mix of uses, consistent with the land use designations depicted in Map U1. (*General Land Use Plan Map*). When developing more specific land use mix targets, determine whether amendments to the GLUP could help achieve such targets;
- **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 Map*);

PAGE 39

- **U3:** Increase significantly the amount of housing- in the RCRD-Rosslyn Coordinated Redevelopment District and develop strategies to increase affordable housing and the diversity (of the residential community) in ~~central~~ Rosslyn.

PAGE 40

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, sidewalk cafes, and other 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.~~ Assess options to improve Rosslyn’s environmental commitment and economic competitiveness consistent with County Community Energy Plan goals, including an evaluation of district energy feasibility as well as potential improvements in energy supply and reliability to reduce energy cost and volatility.
- **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.

PAGE 41

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 other detailed associated dimensional design guidelines as needed will be developed for central Rosslyn and incorporated into the final Rosslyn Sector Plan Update.

PAGE 42

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 (such as lowered building heights, open space, and building stepbacks) that ensure compatibility with and respect these sensitive edge conditions, as identified in Map B1 (*Sensitive Edge Transitions Map*);

- **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 Map*), 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 Map*).
- **B1.d.:** Develop strategies to balance sun and shade opportunities benefitting 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.

PAGE 40

- **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;

PAGE 41

- **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.