

**Rosslyn Plaza
Draft Guiding Principles
July 17, 2012**

*Updated to incorporate comments
from June 28, 2012 SPRC Meeting*

Note: The discussion on July 17, 2012 will begin with Principle E. Open Space

Guiding Principles

In response to a Phased Development Site Plan (PDSP) submitted for the Rosslyn Plaza site, the Site Plan Review Committee (SPRC) of the Planning Commission drafted these principles to guide the long-term development of the site based on existing policy documents. Applicable policies include the Rosslyn Station Area Plan Addendum (1992), Arlington Master Transportation Plan (2009-2011), Rosslyn Multi-Modal Transportation Study Draft, Rosslyn-Ballston Corridor Streetscape Standards (2007), Retail Action Plan (2001), Public Spaces Master Plan (2005) and the County Board Resolutions on Building Heights (1982, 2002, 2007). The order of the principles is not intended to suggest a hierarchy. The principles will be used by staff and the Planning Commission to guide the evaluation of the PDSP and future final site plans. Should new County policy be adopted in the future, PDSP amendments and final site plans should be evaluated in the context of these principles and the latest County policy.

A. Compatibility and Placemaking: Development should complement surrounding existing and envisioned uses, create a distinct sense of place for the site, and celebrate the site's unique gateway location.

1. Development should contribute to the rebuilding of Rosslyn in a more urban form with a functional street grid, mixed uses, activated and pedestrian-friendly streetscapes, easy access to transit, buildings which relate well to one another and to the street, and connected open spaces.

Note, the applicant has requested the following alternative principle for A. 1: "Development should contribute to the rebuilding of Rosslyn in a more urban form with thoughtful vehicular and pedestrian connections, mixed uses, activated streetscapes, easy access to transit, buildings which relate to one another and to the street, and connected open spaces."

2. Development should be connected to and integrated with Rosslyn's urban elements, including streets, open space systems, land use patterns, and public and cultural facilities.
3. Development should capitalize on the unique opportunity to help define a gateway into Arlington and create a positive image of Arlington from the waterfront and monumental core.
4. Development should include certain placemaking features, such as cultural facilities, public space, entertainment and recreational activities, and destination retail to enhance the site's sense of place and create a synergy between uses.

B. Mix of Uses: Development should include a mix of uses to create a live-work-shop environment, encourage vitality throughout the day and night, and contribute to a more balanced use mix in Rosslyn.

1. A mix of uses should be provided, including office, retail which serves a variety of users, residential, hotel, cultural (potentially theater) and a community facility or civic space to contribute to the improved vitality of the Rosslyn Coordinated Redevelopment District.
2. Retail should be located with direct street frontage or within a cluster of retail activity with direct access and good visibility from a primary street so as to increase visibility of retail uses and activate streets.
3. Retail spaces should be designed so that they are attractive and flexible for a wide range of tenants, including small businesses and service businesses.

C. Circulation: The development should enhance Rosslyn's street network and provide multimodal, complete streets which improve pedestrian, bicycle, transit and vehicular access to, through and around the site.

1. The superblock should be broken up and a street grid should be phased into the development.

Note, the applicant has requested that this principle be made more flexible: "Break up superblocks with pedestrian connections or new streets. Analyze the site's context, topography and phasing in determining if a pedestrian connection or street is appropriate."

2. Streets should be used to organize open space, define building placement, and distribute loading, parking, and emergency access points throughout the site.

Note, the applicant would like to provide the following alternative organizational principle for C.2: "Building placement, open space creation, loading / parking, creation of new streets and overall site design should be considered holistically. Site design should weigh the positive attributes and tradeoffs between different components of the site design."

3. Development should consider providing improved pedestrian/bicycle access from central Rosslyn to the Mount Vernon Trail and Potomac Riverfront, subject to collaboration with VDOT and the National Park Service.
4. Streetscapes should maximize pedestrian-friendly features, highlight key intersections, and provided varied pedestrian experiences by widening sidewalks, providing street trees, and activating the ground floor of buildings.
5. Streets and pedestrian paths should be designed to be accessible by multiple users and should link to surrounding developments and routes to and from transit nodes.

6. The appropriate location and elevation of Arlington Ridge Road should be evaluated as part of the design of the street network so as to best serve the site and Rosslyn.

*Note, the applicant would like to propose this additional principle:
"Create a pedestrian (and bicycle) priority street as part of the development of the site."*

D. Parking & Loading: Parking and loading should be designed so as to best serve the various users on the site while minimizing negative impacts on the streetscape.

1. Parking should be provided below grade as much as possible. Visibility of above grade parking structures from the sidewalk or public spaces should be minimized by wrapping parking with other uses and incorporating facades consistent with high-quality architecture on the site. Flexibility for below grade parking under streets should be considered.
2. Loading and parking areas should be located so as to minimize conflicts with pedestrians and to distribute access points.
3. On-site and on-street public parking should be provided to the extent possible to accommodate short-term visitors and retail customers.

E. Open Space: Well-designed, publicly accessible open space should be fully integrated into the development and should contribute to the open space needs of Rosslyn as a whole.

1. Public open spaces should be designed with high visibility and accessibility, frontage on a public right-of-way, and at grade with major pedestrian, bicycle and vehicular circulation around and through the site.
2. Public open space should be configured to support high-quality urban landscape design, to accommodate active recreation opportunities and passive areas, to allow flexibility for cultural and entertainment programming, and to complement Rosslyn's open space system.
3. The need for both sunlit / shaded areas should be considered when designing open spaces in relation to adjacent buildings.
4. The types and locations of public open space on the site should be designed in consideration of the site's edge location adjacent to Interstate 66 and adjacency to other planned uses on site, such as retail or cultural facilities.
5. Incorporate public spaces into streetscapes to enhance the pedestrian-oriented environment throughout the site.
6. Encourage the installation of artworks at appropriate locations.

F. Distribution of Densities and Heights: Building heights should be varied to break up the skyline and should be compatible with the surrounding development fabric, including other proposed or approved buildings.

1. Design techniques such as tapering, step backs, and orientation of building (base and tower) footprints should be considered as related to the pedestrian environments and key view corridors to, from, and through the site.
2. Respect views from the Observation Deck through appropriate building heights.
3. Building heights should be varied and generally taper down from the center of Rosslyn.
4. The siting of buildings should consider the effect on views from nearby buildings.

G. Other Elements of Good Design: High-quality urban design and architectural design should define the site.

1. Locations where special treatment would further delineate the area as an entry or gateway should be identified (i.e. the intersection of Wilson Boulevard and Arlington Ridge Road).
2. Creative and functional solutions to topography which minimize blank walls and promote multiple public access points should be utilized.
3. Development at the ground plane should be designed at a pedestrian scale, creating visual interest, variety and transparency.
4. Development should appropriately incorporate sustainable and green building practices and applicable County energy policies to ensure efficient building design, operation, and energy infrastructure.
5. Development and site design should consider and seek to improve, both visually and physically, the site's edge condition adjacent to Interstate 66.
6. The development plan should provide for viable and marketable floor plates for the various uses.

Note, the applicant has requested the following alternative principle for G.6: "The development must be financially viable and provide efficient and marketable floor plates typical for each type of use."

H. Phasing: Phasing of development should accommodate existing uses and their garage and street access in the interim, encourage both long-term and short-term harmony of uses and site design, and provide for community benefits concurrent with phasing.

1. Development of early phases should provide interim pedestrian connectivity through the site and be compatible with long term pedestrian connections to and from transit nodes.
2. The PDSP should include urban design guidelines to facilitate long-term development of the site and define how these guidelines will be met.
3. Retail uses should be phased so that interim conditions allow for a critical mass of vibrant, successful retail activity during each phase of the development. Interim retail uses should be considered in order to fully achieve this principle.
4. The development plan should consider and allow for the opportunity to effectively replace the existing theater on site during the same phase in which the existing theater space is demolished.

Note: The discussion on July 17, 2012 will begin with Principle E. Open Space

Guiding Principles

In response to a Phased Development Site Plan (PDSP) submitted for the Rosslyn Plaza site, the Site Plan Review Committee (SPRC) of the Planning Commission drafted these principles to guide the long-term development of the site. These Guiding Principles have been developed based on existing policy documents that pertain to the Rosslyn Plaza site. Applicable policies include the Rosslyn Station Area Plan Addendum (1992), Arlington Master Transportation Plan (2009-2011), Rosslyn Multi-Modal Transportation Study Draft, Rosslyn-Ballston Corridor Streetscape Standards (2007), Retail Action Plan (2001), Public Spaces Master Plan (2005) and the County Board Resolutions on Building Heights (1982, 2002, 2007). The order of the principles is not intended to suggest a hierarchy. The principles will be used by staff and the Planning Commission to guide the evaluation of the PDSP and future final site plans. Should new County policy be adopted in the future, PDSP amendments and final site plans should be evaluated in the context of these principles and the latest County policy.

A. Compatibility and Placemaking: Development should complement surrounding existing and envisioned uses, create a distinct sense of place for the site, and celebrate the site's unique gateway location. Development should be compatible with the surrounding existing uses and with the site's central location to the Rosslyn Coordinated Redevelopment District and proximity to Metro and create a sense of place for the site.

1. Development should contribute to the rebuilding of Rosslyn in a more urban form with a functional street grid, mixed uses, activated and pedestrian-friendly streetscapes, easy access to transit, buildings which relate well to one another and to the street, and connected open spaces. should contribute to the rebuilding of Rosslyn in a more urban form, where buildings relate well to one another and to the street and where open spaces are connected.

Note, the applicant has requested the following alternative principle for A.1: "Development should contribute to the rebuilding of Rosslyn in a more urban form with thoughtful vehicular and pedestrian connections, mixed uses, activated streetscapes, easy access to transit, buildings which relate to one another and to the street, and connected open spaces."

- ~~2. Development should create a sense of place both internal and external to the site. It should contribute to the sense of place and vitality envisioned for the entire Rosslyn neighborhood.~~

2. Development should be connected to and integrated with Rosslyn's urban elements, including streets, if any, open space systems, land use patterns (with a focus on retail), and public and cultural facilities.

3. Development should capitalize on the unique opportunity to help define a gateway into Arlington and create a positive image of Arlington from the waterfront and monumental core.

~~3.4.~~ Development should include certain placemaking features, such as cultural facilities, public space, entertainment and recreational activities, and destination retail to enhance the site's sense of place and create a synergy between uses.

B. Mix of Uses: Development should include a mix of uses to create a live-work-shop environment, and encourage vitality throughout the day and night, and contribute to a more balanced use mix in Rosslyn.

~~1.~~ A mix of uses should be provided, including office, retail which serves a variety of users, residential, hotel, cultural (potentially theater) and a community facility or civic space to contribute to the improved ~~twenty-four-hour vitality of Rosslyn~~ vitality of the Rosslyn Coordinated Redevelopment District.

~~2.~~

~~3.1.~~

~~4.~~ The development plan should consider and allow for the opportunity to effectively replace the existing theater on site during the same phase in which the existing theater space is demolished.

~~5.2.~~ Retail should be located with direct street frontage or within a cluster of retail activity with direct access and good visibility from a primary street so as to increase visibility of retail uses and activate streets.

~~6.3.~~ Retail spaces should be designed so that they are attractive and flexible for a wide range of ~~retail~~ tenants, including small businesses and service businesses.

~~7.~~ Cultural uses such as music venues, theaters, and other cultural amenities should be encouraged to contribute to vitality of the site.

C. Circulation ~~& Parking~~: The development should enhance Rosslyn's street network and provide a multimodal, complete streets network which improves pedestrian, bicycle, transit and vehicular access to, through and around the site.

1. The superblock should be broken up and a street grid should be phased into the development.

Note, the applicant has requested that this principle be made more flexible: "Break up superblocks with pedestrian connections or new streets. Analyze the site's context, topography and phasing in determining if a pedestrian connection or street is appropriate."

2. Streets should be used to organize open space, define building placement, and distribute loading, parking, and emergency access points throughout the site.

Note, the applicant would like to provide the following alternative organizational principle for C.2: “Building placement, open space creation, loading / parking, creation of new streets and overall site design should be considered holistically. Site design should weigh the positive attributes and tradeoffs between different components of the site design.”

3. Development should ~~seek to consider providing~~ improved pedestrian/bicycle access from central Rosslyn to the Mount Vernon Trail and Potomac Riverfront, subject to collaboration with VDOT and the National Park Service.
4. Streetscapes should maximize pedestrian-friendly features, ~~and~~ highlight key intersections, ~~and provided varied and features by varying~~ pedestrian experiences ~~by with~~ widened sidewalks, providing street trees, ~~and~~ activating the ground floor of buildings, ~~and introducing a hierarchy of street systems.~~
- ~~5. Streets and, pedestrian paths, and public spaces should be designed so to be accessible by multiple users and should link to surrounding developments and routes to and from transit nodes.~~
- ~~6. —~~
- ~~7. Pedestrian connections should link to surrounding developments and routes to and from transit nodes.~~
- ~~8.5. —~~
- ~~9.6. —~~ The appropriate location ~~and elevation of~~ Arlington Ridge Road should be evaluated as part of the design of the street network so as to best serve the site and Rosslyn.
- ~~10. Projects should include transportation demand management measures and shared parking among uses tailored to achieve mode splits that will limit traffic impacts.~~

*Note, the applicant would like to propose this additional principle:
“Create a pedestrian (and bicycle) priority street as part of the development of the site.”*

D. Parking & Loading: Parking and loading should be designed so as to best serve the various users on the site while minimizing negative impacts on the streetscape.

1. Parking should be provided below grade as much as possible. Visibility of above grade parking structures from the sidewalk or public spaces should be minimized by wrapping parking with other uses and incorporating facades consistent with high-quality architecture on the site. Flexibility for below grade parking under streets should be considered.
2. Loading and parking areas should be located so as to minimize conflicts with pedestrians and to distribute access points.
- ~~2. —~~ On-site and on-street public parking should be provided to the extent possible to accommodate short-term visitors and retail customers, ~~providing a buffer~~

~~between pedestrian and vehicular traffic which will enhance the pedestrian experience.~~

~~3.~~

- ~~4. On-site public parking to accommodate short-term visitors and retail customers of surrounding uses should be provided to the extent possible.~~

~~3.~~

E. Open Space: Well-designed, publicly accessible open space should be fully integrated into the development and should contribute to the open space needs of Rosslyn as a whole.

1. Public open spaces should be designed with high visibility and accessibility, frontage on a public right-of-way, and at grade with major pedestrian, bicycle and vehicular circulation around and through the site.

2. Public open space should be configured to support high-quality urban landscape design, to accommodate that includes both active recreation opportunities and passive areas, to allow flexibility for cultural and entertainment programming, and to complement Rosslyn's open space system.

- ~~3. Design open spaces, retail plazas and urban parks so they compliment and are integrated with Rosslyn's open space system and are accessible, visible, attractive, flexible, programmable and lighted in a manner that promotes pedestrian safety.~~

- ~~3.~~ -The need for both sunlit / shaded areas should be considered when designing open spaces in relation to adjacent buildings.

4. The types and locations of public open space on the site should be designed in consideration of the site's edge location adjacent to Interstate 66 and adjacency to other planned uses on site, such as retail or cultural facilities.

- ~~5. The development of on-site public spaces should expand the cultural, entertainment and recreational opportunities in Rosslyn.~~

- ~~6. Appropriately design, site and size public spaces in the context of both their intended uses and the surrounding uses, such as retail, as they may compliment the public spaces.~~

- ~~7.5.~~ Incorporate public spaces into streetscapes to enhance the pedestrian-oriented environment throughout the site.

- ~~8. Public spaces and streets should be framed by buildings to encourage a sense of place and activation.~~

- ~~9.6.~~ Encourage the installation of artworks at appropriate locations, especially at the unifying, centrally-designed public space.

F. Distribution of Densities and Heights: Building heights should be varied to break up the skyline and should be compatible with the surrounding development fabric, including other proposed or approved buildings.

1. Design techniques such as tapering, step backs, and orientation of building (base and tower) footprints should be considered as related to the pedestrian environments and key view corridors to, from, and through the site.
2. Respect views from the Observation Deck through appropriate building heights.
3. Building heights should be varied and generally taper down from the center of Rosslyn.
4. The siting of buildings should consider the effect on views from nearby buildings.

G. Other Elements of Good Design: High-quality urban design and architectural design should define the site.

1. Locations where special treatment would further delineate the area as an entry or gateway should be identified (i.e. the intersection of Wilson Boulevard and Arlington Ridge Road).
2. Creative and functional solutions to topography which minimize blank walls and promote multiple public access points ~~to and through the site~~ should be utilized.
3. Development at the ground plane should be designed at a pedestrian scale, creating visual interest, variety and transparency.
4. Development should appropriately incorporate sustainable and green building practices and applicable County energy policies to ensure efficient building design, operation, and energy infrastructure.
5. Development and site design should consider and seek to improve, both visually and physically, the site's edge condition adjacent to Interstate 66.
6. The development plan should provide for viable and marketable floor plates for the various uses.

Note, the applicant has requested the following alternative principle for G.6: "The development must be financially viable and provide efficient and marketable floor plates typical for each type of use."

- ~~4. All aspects of urban and architectural design should incorporate sustainable and green building practices and consider elements such as impervious services, tree canopy and storm water management.~~
- ~~5. Development should appropriately incorporate the recommendations and strategies outlined in the Community Energy Plan where feasible to ensure energy efficient building design, operation, and site energy infrastructure.~~

H. Phasing: Phasing of development should accommodate existing uses and their garage and street access in the interim, encourage both long-term and short-term harmony of uses and site design, and provide for community benefits concurrent with phasing.

1. Development of early phases should provide interim pedestrian connectivity through the site and be compatible with long term pedestrian connections to and from transit nodes.
2. The PDSP should include urban design guidelines to facilitate long-term development of the site and define how these guidelines will be met.
3. Retail uses should be phased so that interim conditions allow for a critical mass of vibrant, successful retail activity during each phase of the development. Interim retail uses should be considered in order to fully achieve this principle.

4. The development plan should consider and allow for the opportunity to effectively replace the existing theater on site during the same phase in which the existing theater space is demolished.

~~4. Phasing of the redevelopment and street network, if any should accommodate existing uses and their garage and street access in the interim.~~

~~5. The completion of each phase of redevelopment should be in harmony with the portions of the site slated for later phases of redevelopment.~~

~~6. Community benefits should be provided concurrent with phasing of the PDSP.~~