

**Rosslyn Plaza  
Draft Guiding Principles  
June 28, 2012**

**Guiding Principles**

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.

**A. Compatibility and Placemaking: 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, where buildings relate well to one another and to the street and where open spaces are connected.
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.
3. 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.
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.**

1. A mix of uses should be provided, including office, retail, residential, hotel, cultural (potentially theater) and a community facility or civic space to contribute to the improved twenty-four-hour vitality of Rosslyn.
2. 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.
3. 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.

4. Retail spaces should be designed so that they are attractive and flexible for a wide range of retail tenants.
5. 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 street 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 improve 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 features by varying pedestrian experiences with widened sidewalks, providing street trees, activating the ground floor of buildings with retail, and introducing a hierarchy of street systems.
5. Streets, pedestrian paths, and public spaces should be designed so to be accessible by multiple users.
6. Pedestrian connections should link to surrounding developments and routes to and from transit nodes.
7. On-street 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.
8. On-site public parking to accommodate short-term visitors and retail customers of surrounding uses should be provided to the extent possible.

9. The appropriate location for Arlington Ridge Road should be evaluated as part of the design of the street network so as to best serve the development and Rosslyn.
10. 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.
11. Loading and parking areas should be located so as to minimize conflicts with pedestrians.
12. 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. 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, 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 that includes both active recreation opportunities and passive areas.
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.
4. The need for both sunlit / shaded areas should be considered when designing open spaces.
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. 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. Encourage the installation of artworks at appropriate locations, especially at the unifying, centrally-designed public space.

**E. 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 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.

**F. 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 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. 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.

**G. Phasing:**

1. Phasing of the redevelopment and street network, if any should accommodate existing uses and their garage and street access in the interim.
2. 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.

3. The completion of each phase of redevelopment should be in harmony with the portions of the site slated for later phases of redevelopment.
4. 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.
5. The PDSP should include urban design guidelines to facilitate long-term development of the site and define how these guidelines will be met.
6. Community benefits should be provided concurrent with phasing of the PDSP.