BAILEYS CROSSROADS PLANNING STUDY

KEY STAKEHOLDER WORKSHOP

FEBRUARY 5, 2009

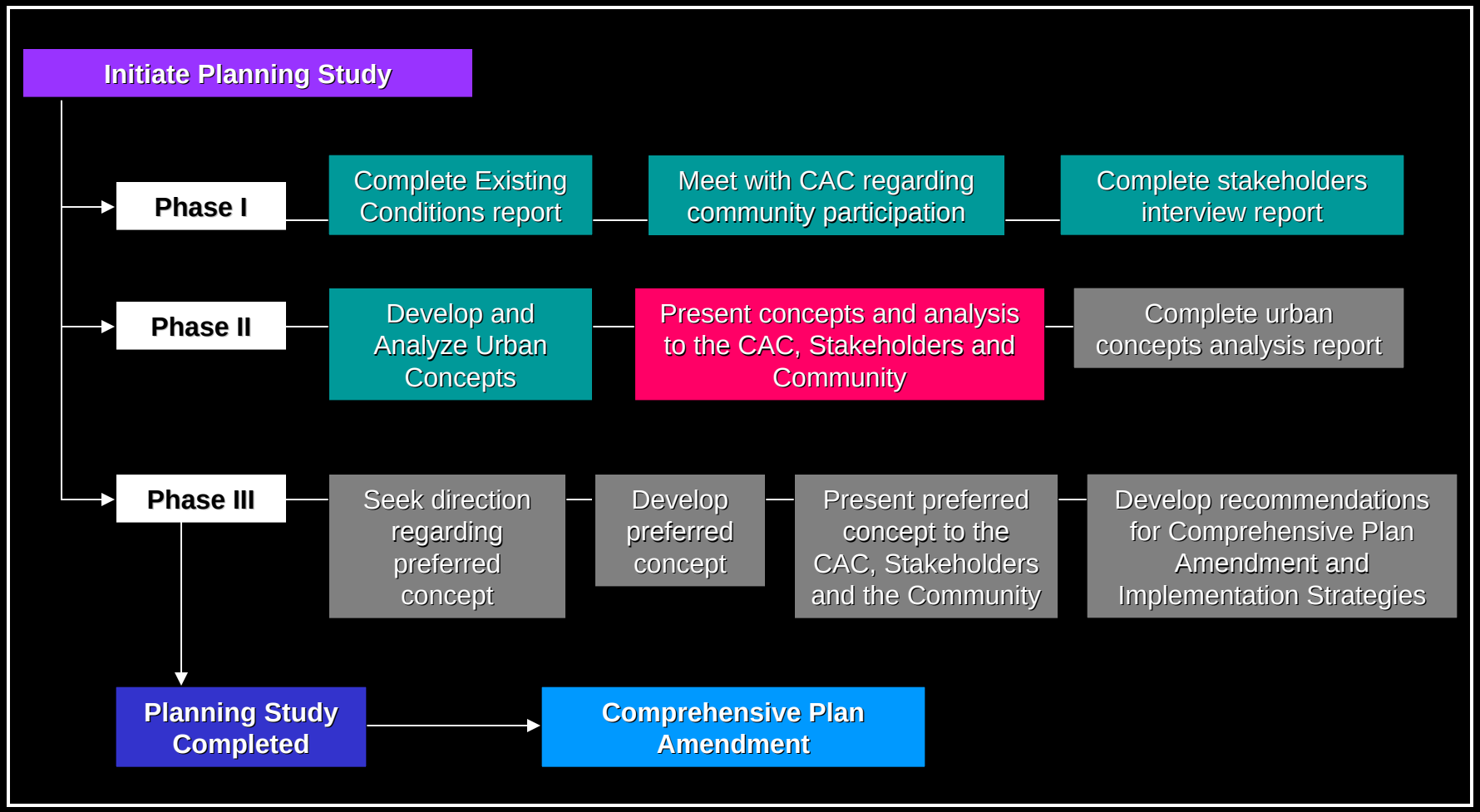
Agenda

- **INTRODUCTIONS**
- **PROJECT BACKGROUND**
  - Previous Work
  - Current Project
  - Existing Conditions Summary
  - Urban Design Concepts
- **GROUP DISCUSSION**

1. Which elements of EACH Concept do you like and would like to see happen in Baileys Crossroads?
2. Are there any elements in the Concepts that you are concerned about and would like to discuss further?
3. Are there any additional urban design elements that we should be considering for either Concept?
4. Which of the two Concepts do you prefer and why do you like this Concept best? Are there any changes you would make to this Concept to make it even better?
5. When do you think development might start to occur here?

- **REPORTING BACK** Each group will have a representative summarize its responses to the above questions
- **NEXT STEPS** Public Open House: February 12, 2009 7:00-9:30 PM at the Goodwin House

Process Flow Chart



LEGEND

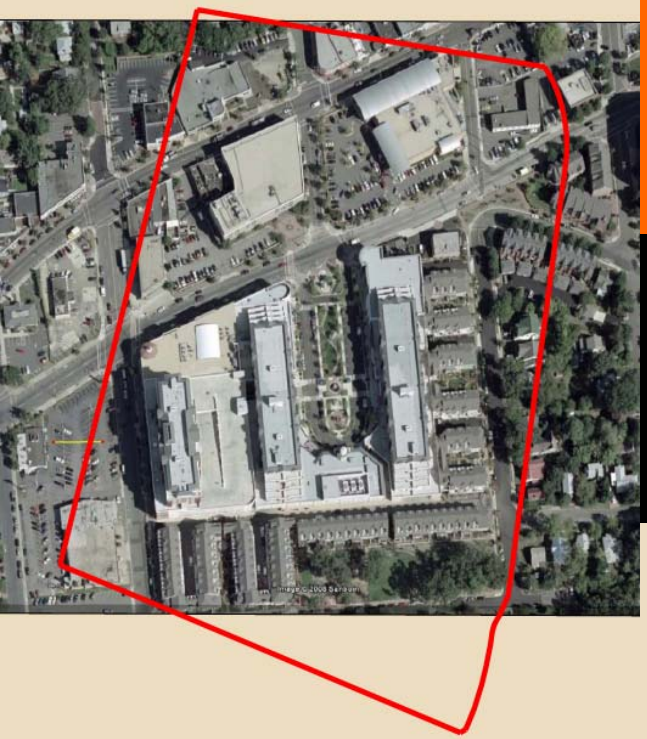
Completed

Pending

Current

PRECEDENTS
Columbia Heights, Washington DC

PRECEDENTS
Clarendon Market Commons, Arlington VA



PRECEDENTS
Bethesda Row, Bethesda MD

ULI Critique Summary

WE AGREE WITH THE ULI STUDY THAT REDEVELOPMENT SHOULD INCLUDE ……

- Linked open spaces, neighborhoods, human scale, places to walk and transit links
- Ground floor retail with commercial or residential above
- Streets as connectors, not dividers
- Streets that are “urban” place destinations for pedestrian use
- Mixed-use districts with open space, “hidden” parking, and sustainable elements
- An accommodation of the area’s diversity
- A response to the area’s long-term potential

ULI Critique Summary

BUT WE ALSO SUGGEST THAT…

- “Downtown” concepts should explore potential within a 1/8th mile radius around each streetcar stop for highest density uses
- At-grade alternatives to a pedestrian bridge be considered to preserve street-level activity
- New, recent study options for the street-car operations center be explored to minimize community/visual affects

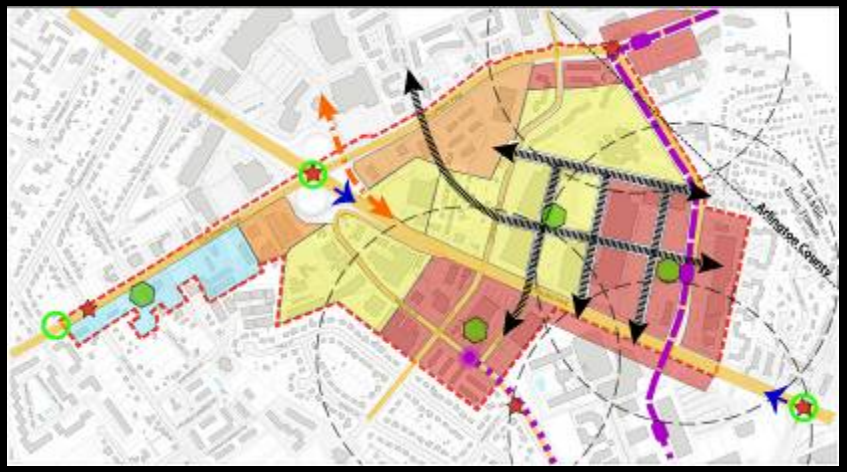
Stakeholder Interview Summary – Key Points

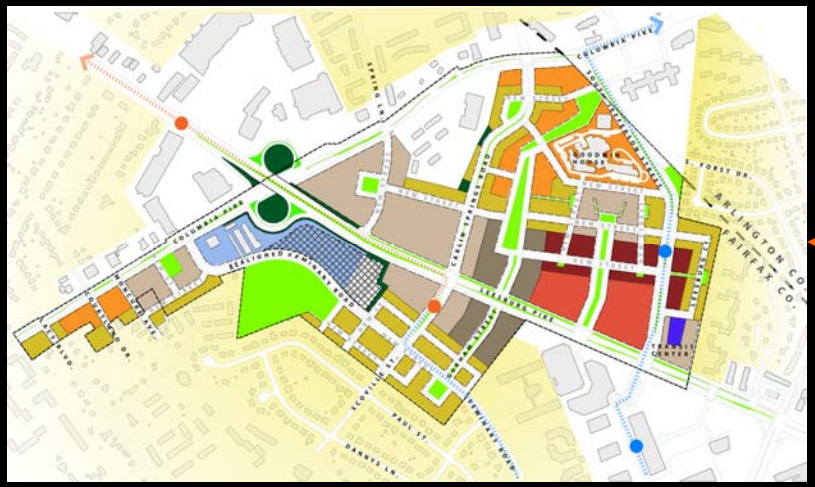
- A Town Center with parks and restaurants (mixed use)
- Redevelopment of Center Lane area
- A stronger retail core
- A streamlined development process
- Housing for every stage of life:
  - Family-friendly and affordable live/work units
  - Condos for retired/senior residents to “age in place”
  - Housing for college-age population
- Provide live/work/play development, including hotels
- A theater (Shirlington)
- An employment center
- Better accommodations for pedestrians
- Preserve the “Community Flavor”; a diverse, neighborhood environment

Stakeholder Interview Summary – Key Points

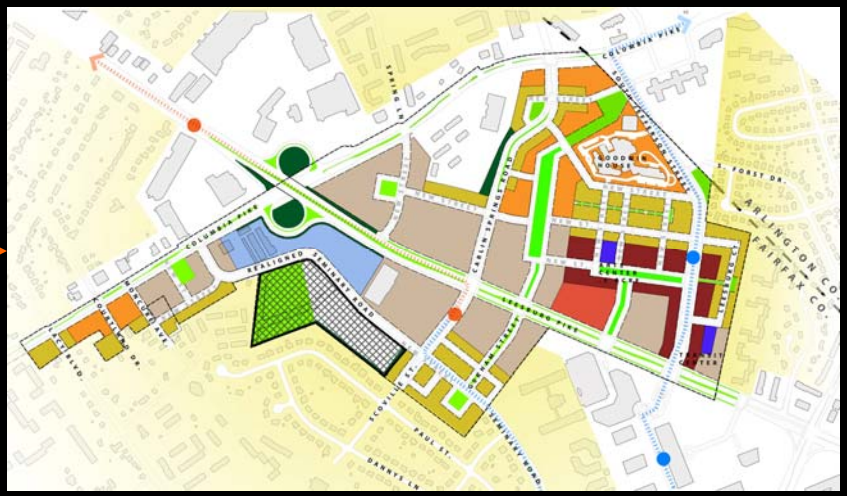
- Better access to Columbia Pike
- New gateway landscaping
- Better streetscaping (lighting, sidewalks, benches, etc)
- Baileys Crossroads as an urban area
- Develop a Chamber of Commerce (or BID)
- Publicize the County's funds for business façade improvement
- More up-scale shopping and restaurants
- Consider a TIF for plan implementation
- Improved athletic fields
- More open space (pocket parks)
- A secondary road network (a grid)
- Road improvements
- Development that connects all quadrants

Concept Development





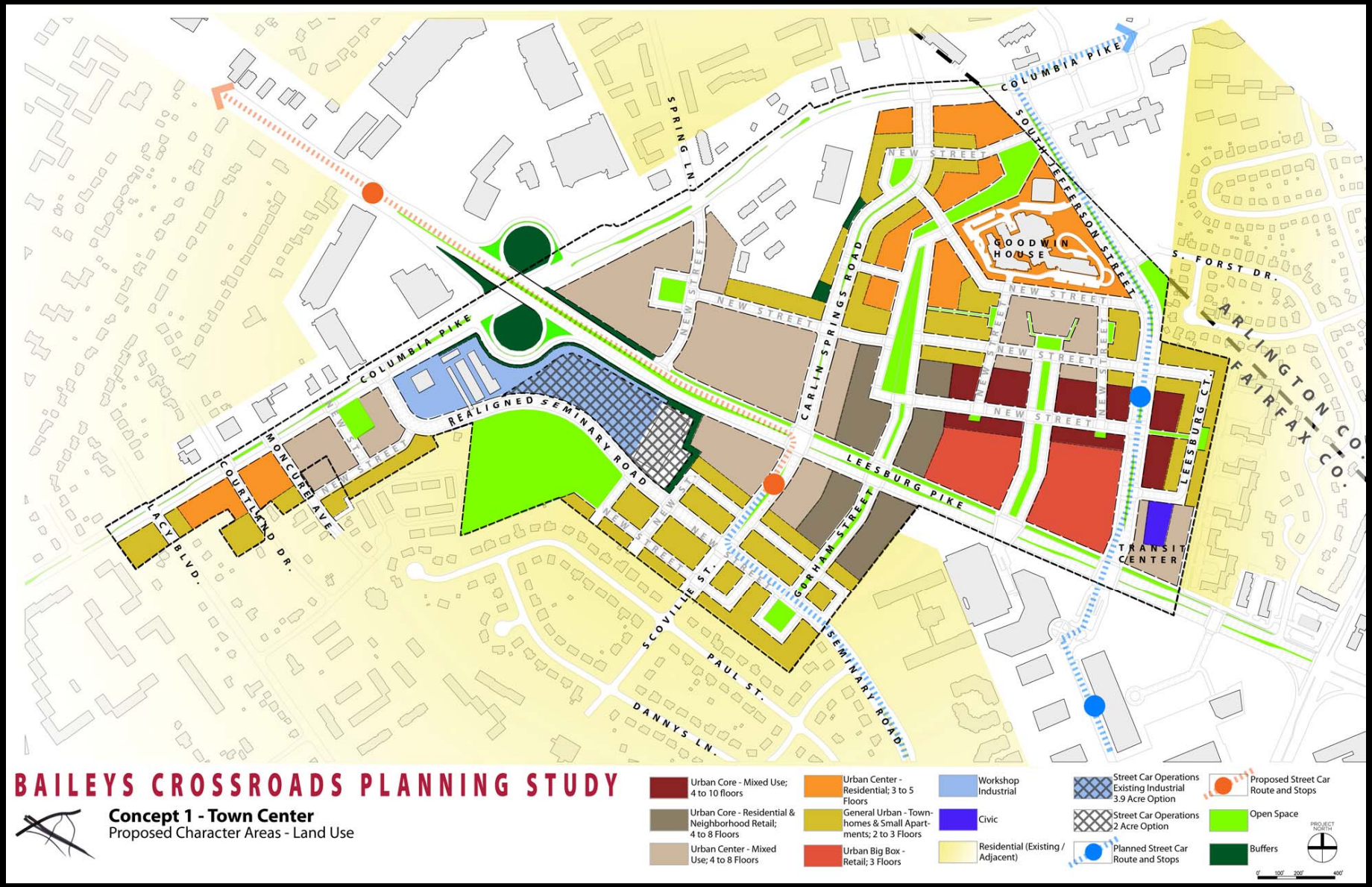
CONCEPT 1



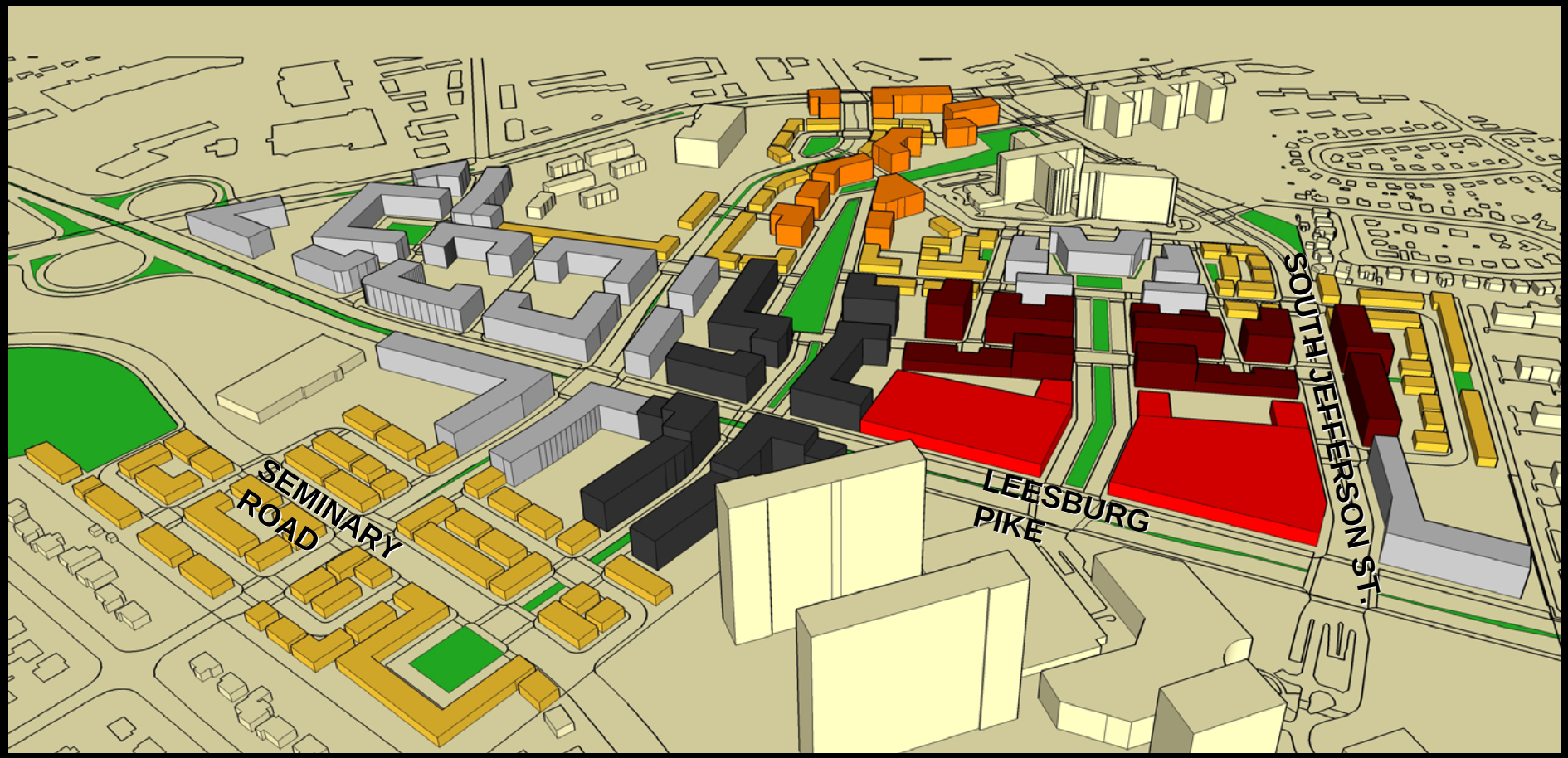
CONCEPT 2

Baileys Crossroads Aerial

Concept 1: Town Center



Massing Diagram Concept 1



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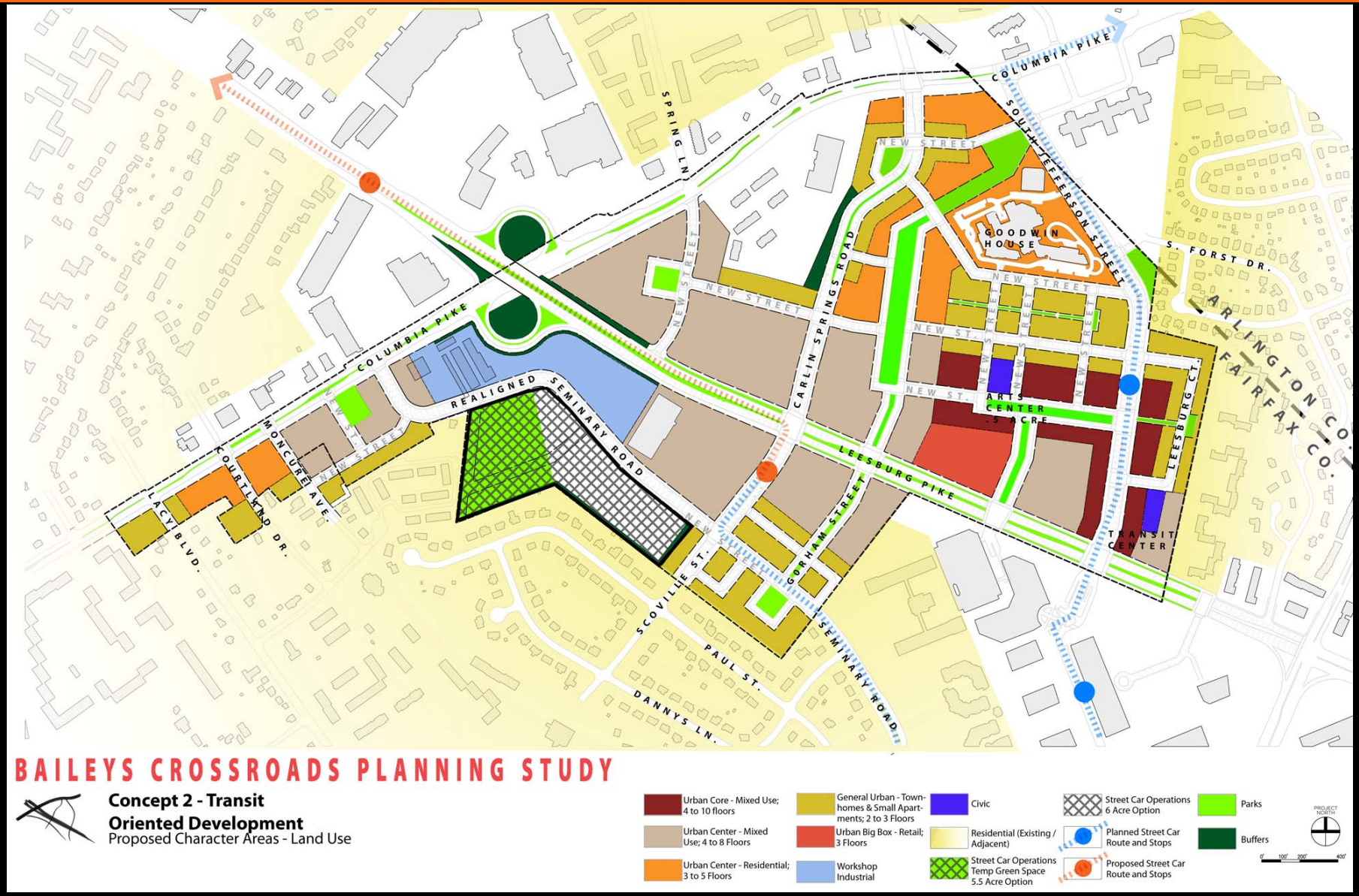
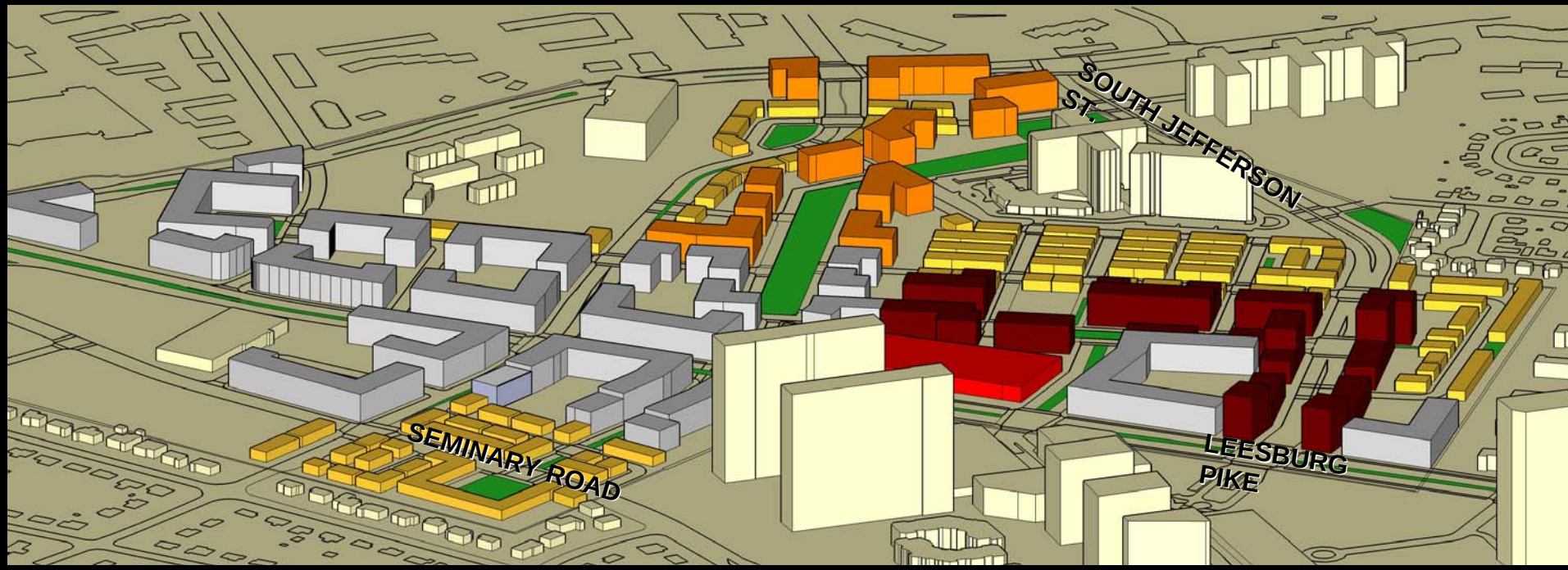
Concept 2: Transit-Oriented Development



Massing Diagram Concept 2



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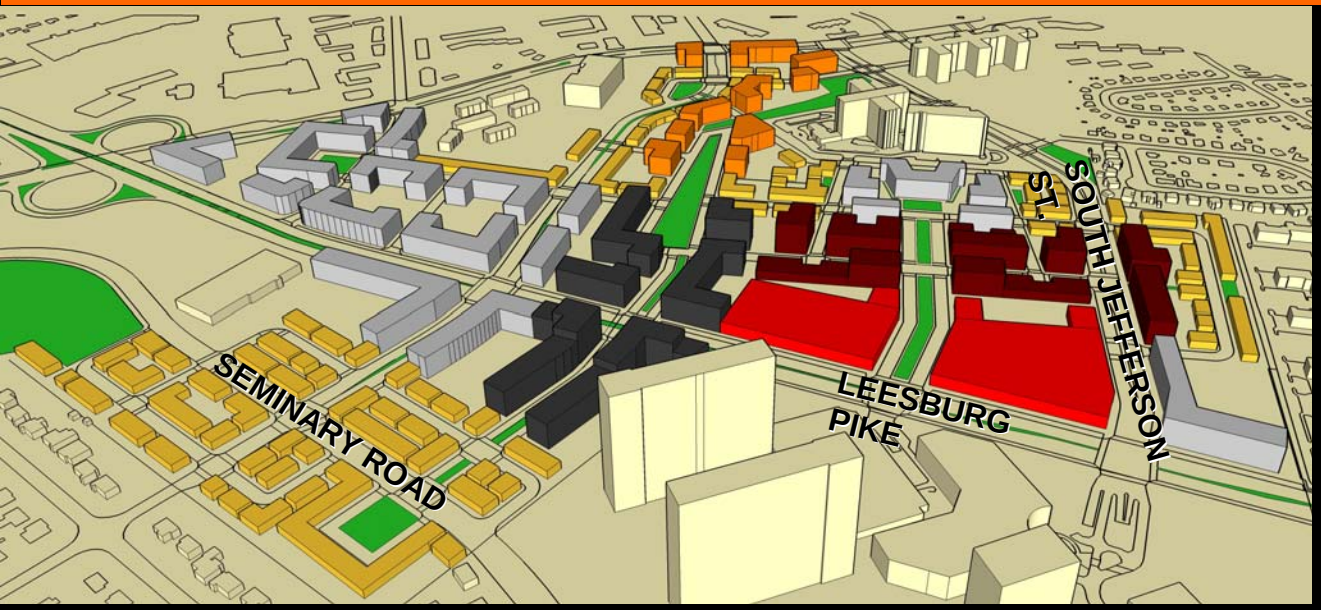
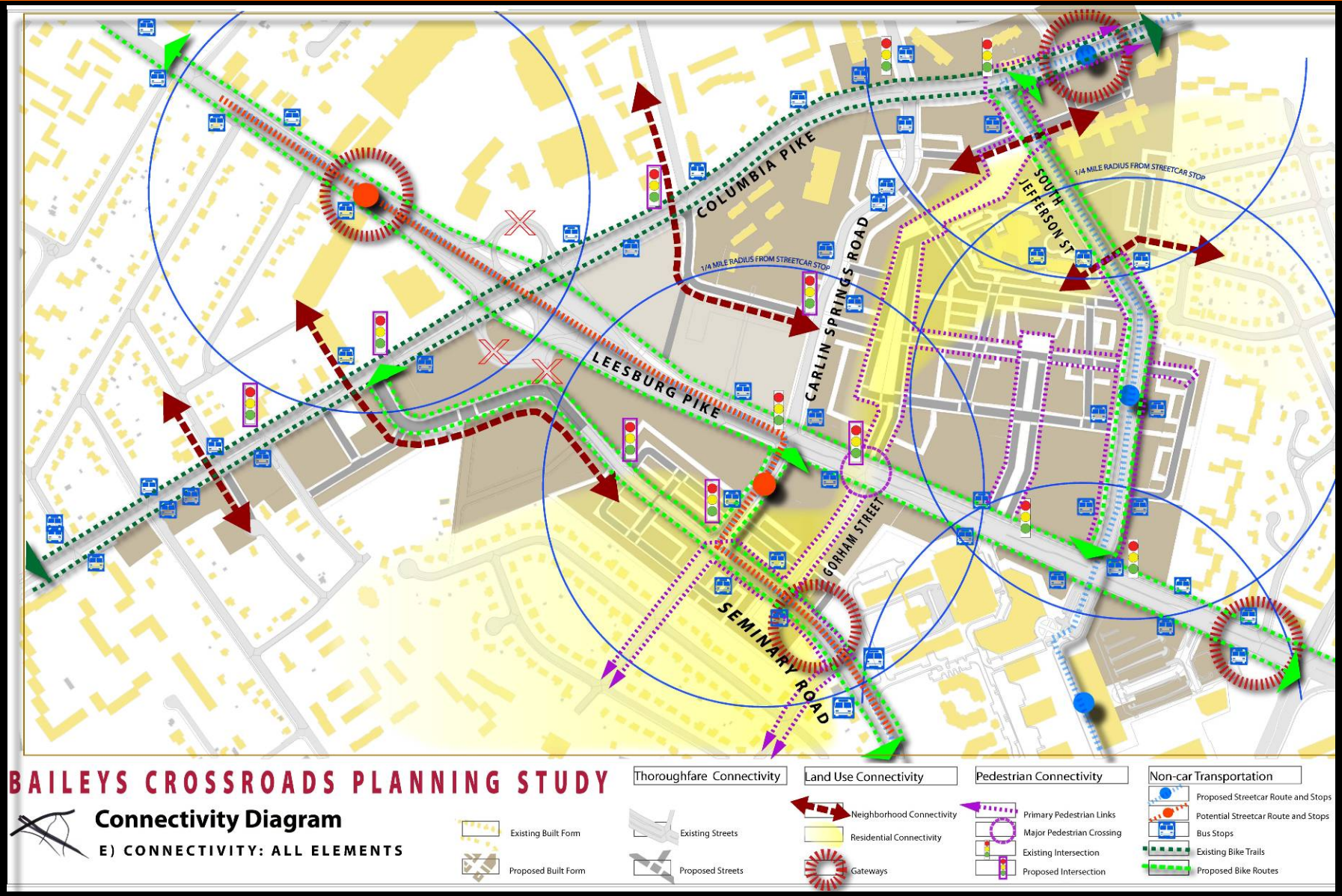
Massing Diagram Comparison



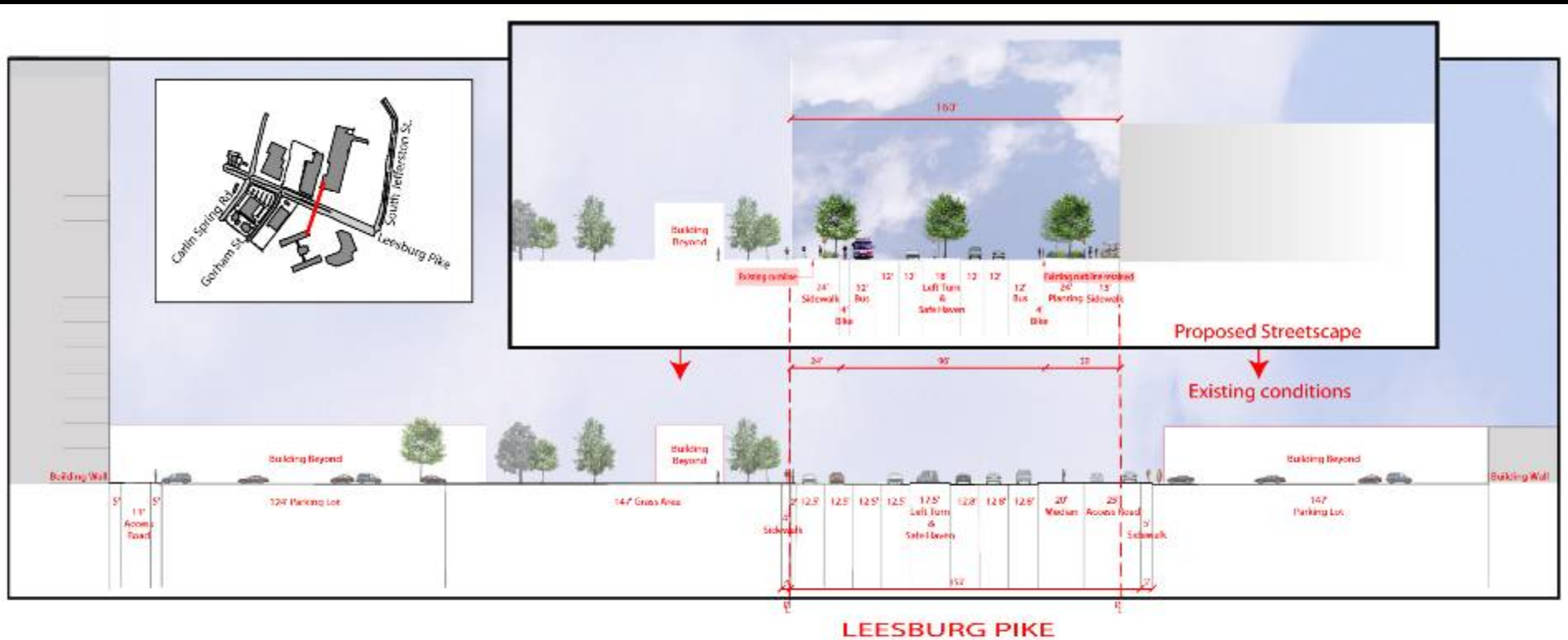
1

2

Connectivity Diagram



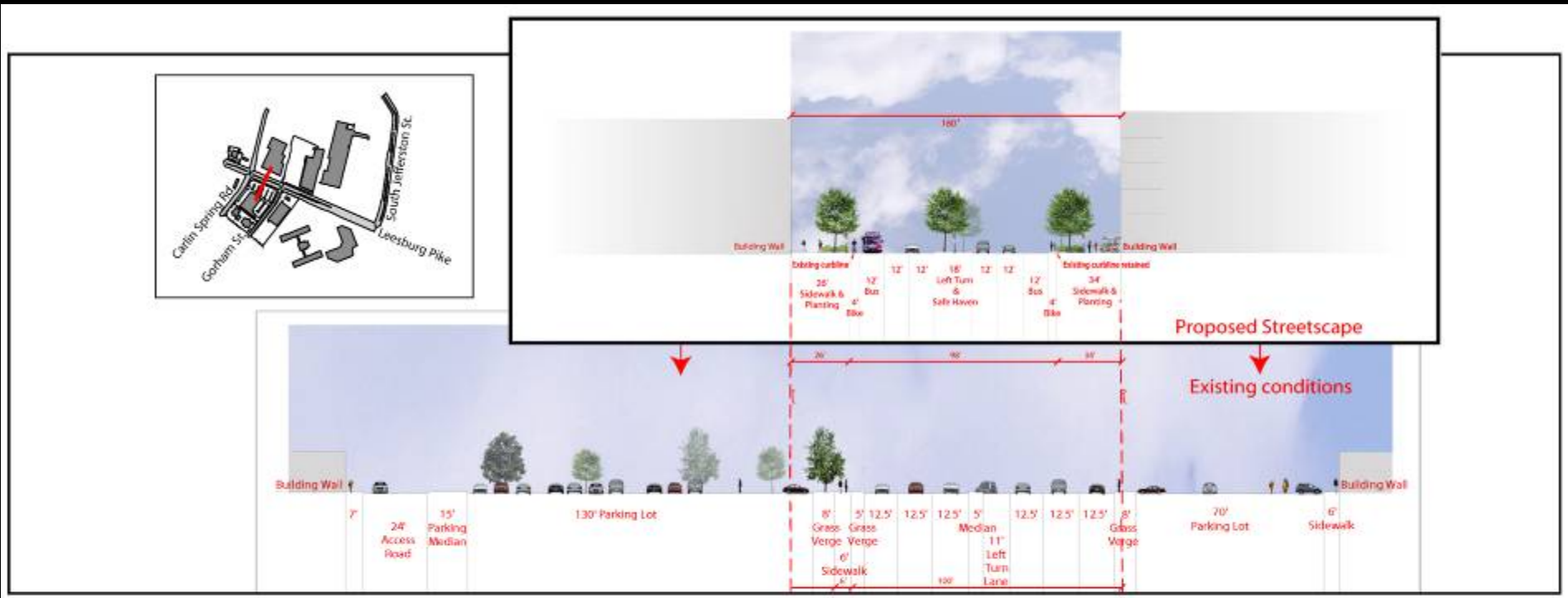
Existing and Proposed Leesburg Pike



BAILEYS CROSSROADS PLANNING STUDY

Street Sections: LEESBURG PIKE BETWEEN GORHAM STREET AND S. GEORGE MASON DR.

Existing and Proposed Leesburg Pike



LEESBURG PIKE

BAILEYS CROSSROADS PLANNING STUDY

Street Sections: LEESBURG PIKE BETWEEN GORHAM STREET AND CARLIN SPRINGS ROAD.

Leesburg Pike Section - Night

Transportation Key Points Summary

- Concepts balance transportation infrastructure improvements and pedestrian/bicycle needs

- All intersections along Leesburg Pike, Columbia Pike and Seminary Road currently operate at acceptable operational levels

- Without changes in land use, all intersections along Leesburg and Columbia Pike would continue to operate at acceptable levels of service until 2030; the intersection of Seminary Road and George Mason Drive will require intersection modifications

Transportation Key Points Summary

- Traffic projections for Concept 1 and Concept 2 showed a 30%
  reduction in trip generation from transit-orientated development, improved pedestrian/bicycle facilities, and through-traffic

- Additional through and turn lanes, road widening, and intersection improvements will be needed to implement Concept 1 and Concept 2

- A 15% reduction in the total proposed square footage may reduce anticipated transportation infrastructure needs

- A detailed traffic analysis will be completed for the chosen concept to fully assess potential transportation improvements

Market Analysis of Concepts

ASSUMPTIONS

- Need to take a long-term view of region
- Region will continue to grow, despite near-term downturn
- Build-out of other major nodes (e.g. Arlington, Alexandria) could offer opportunities
- Transit supports long-term success
- Demographic diversity and incomes attract long-term residential development
- Enhanced attractiveness will gradually attract a higher share of jobs, households, and retail spending from the region

Market Analysis of Concepts

MARKET ABSORPTION

- 20 - 40 year timeframe to absorb conceptual program
- Based on projected demand presented by job, household, and spending growth

Summary Conceptual Development Program		
Use	SF/DU	Build Out Timeframe
Office (SF)	1,010,660	20 to 30 years
Retail (SF)	1,319,360	20 to 30 years
Residential (DU)	4,283	30 to 40 years

JOB TO HOUSING BALANCE

Concepts bring Baileys closer to projected balance in County overall:

- Current Ratio of Jobs to Housing: 5.90
- Future (Concept): 1.87
- Long-Term County (MWCOG): 1.81

Streetcar Operation Facilities

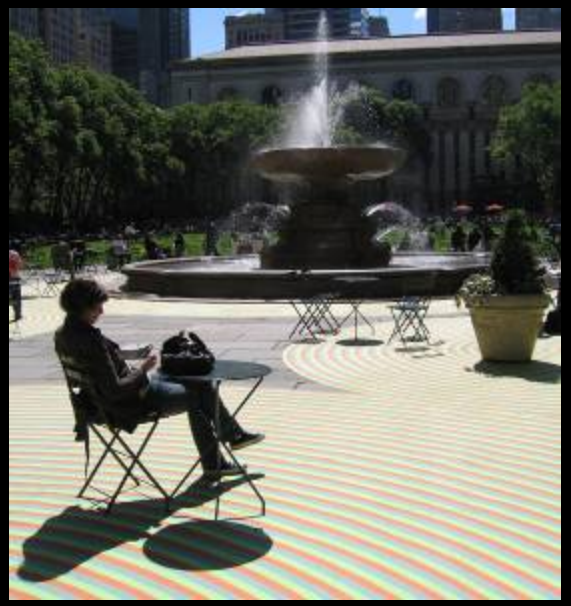
Workshop Facilities

Urban Streetscapes & Mixed-Use Buildings

Urban Mixed-Use Buildings

Urban Streetscapes

Open Spaces



PUBLIC OPEN HOUSE

THURSDAY, FEBRUARY 12, 2009

7:00 to 9:30 PM

GOODWIN HOUSE AUDITORIUM