



# DRAFT RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## WHY REPLAN THE SEVEN CORNERS COMMUNITY BUSINESS CENTER (CBC)?

- To create a long range (2040) vision that is both responsive and a driver of change
- To develop a modern transportation network that alleviates traffic congestion and serves all users including pedestrians, vehicles, bicyclists, and transit riders
- To ensure long term economic viability
- To enhance its appearance and functionality
- To improve environmental sustainability
- Focusing growth in activity centers is central to the county/region's growth strategy



## STUDY GOALS

Seven Corners Plan Amendment  
March 2015

## EXISTING CONDITIONS

Scope of the analysis was within the CBC boundary

- **Demographics** – minority majority population; median household income of \$44K per year compared to countywide at \$103K per year county-wide
- **Land Use** – 2.1 million sf commercial development, many surface parking lots
- **Housing** – 1,600 multi-family/townhome units, virtually all is considered affordable
- **Transportation** – existing conditions study completed by consultants in 2013
- **Parks and Recreation** – only public park space is at the Willston Center
- **Schools** – growing enrollment and facility capacity concerns; new school construction will be needed
- **Human Services** – social and educational services provided at the Willston Multicultural Center, including child care



# EXISTING CONDITIONS

Seven Corners Plan Amendment  
March 2015

- 1 Visioning sessions** *(several hundred community members participated)* 05/12
- 2 Land Use and Transportation Task Force**
  - Land Use Charrette 06/13
  - Transportation Charrette 10/13
  - Final recommendations for Areas A+B 09/14
- 3 Two Working Groups**
  - Provided recommendations to the Task Force 05/13
- 4 Consultant-led Transportation Study**
  - Existing Conditions Analysis 07/13
  - Evaluation of 6 alternatives 01/14
  - Final recommendations 05/14
- 5 Special Working Group for Opportunity Area C**
  - Final recommendations 03/15



# STUDY MILESTONES

Seven Corners Plan Amendment  
March 2015

Many projects from the Washington D.C. region and across the country were referenced when developing initial ideas for the Seven Corners area



# PRECEDENTS

Seven Corners Plan Amendment  
March 2015

## GUILDING PRINCIPLES AND OBJECTIVES

- Enhance connectivity with a complete street network and great streetscapes
- Provide a range of housing options
- Protect the surrounding neighborhoods
- Create appropriate transitions to the surrounding neighborhoods
- Revitalize through mixed-use
- Create great civic and open spaces and incorporate public art
- Emphasize pedestrian scale and character to improve quality of life
- Reduce reliance on single occupancy vehicles
- Foster high quality design and sustainable development
- Embrace the diverse community and central location as a historic gateway
- Retain and enhance businesses serving the community



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

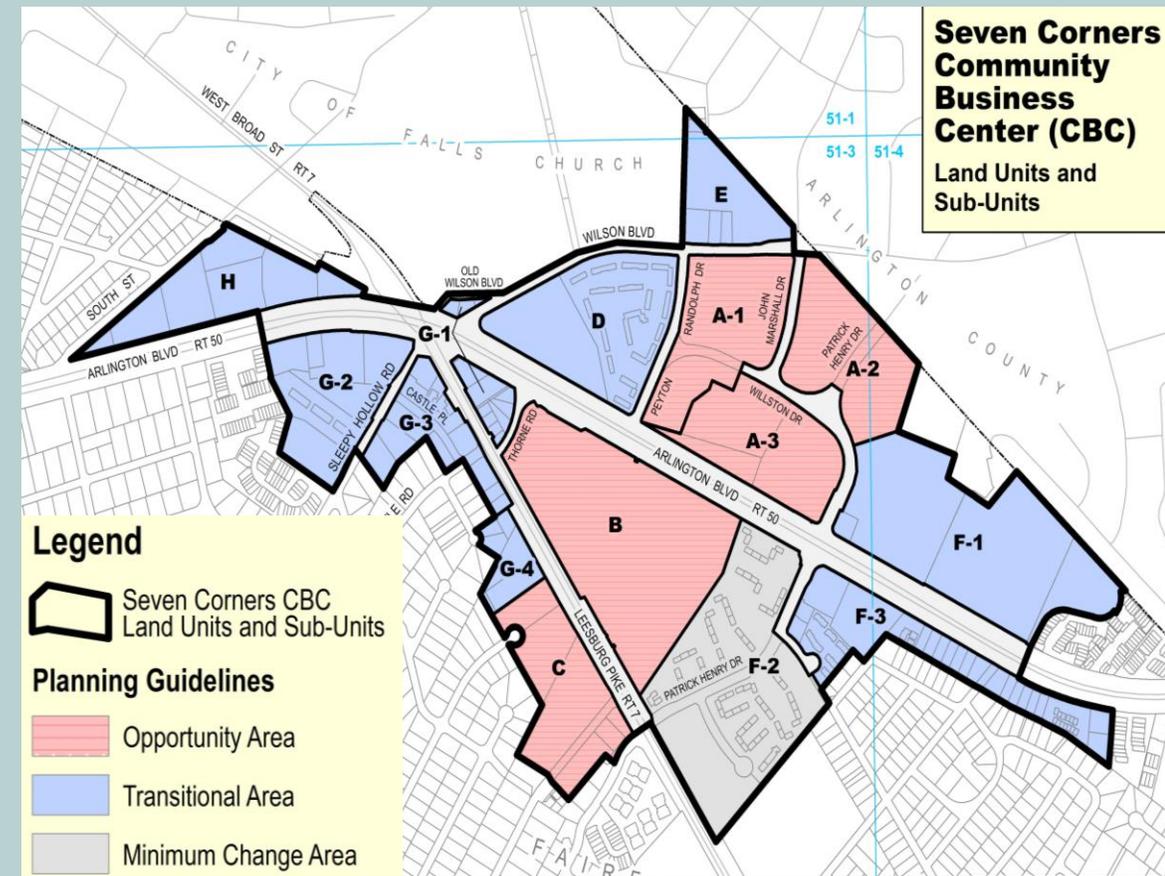
## STUDY BOUNDARY AND VISION

The CBC is bounded by the City of Falls Church to the north, Arlington County to the East, and residential neighborhoods to the west and south. It is divided into 8 land units and related sub-units for the purpose of organizing land use recommendations.

The vision for the CBC creates three distinct planning areas:

- **Opportunity Areas** – Redevelopment encouraged in the shorter-term; form based plan approach
- **Transitional Areas** – Not planned for shorter-term redevelopment but may be considered for such with further study; traditional FAR plan approach
- **Minimal Change Area** – Existing uses retained

Plan recommendations focus on Opportunity Areas



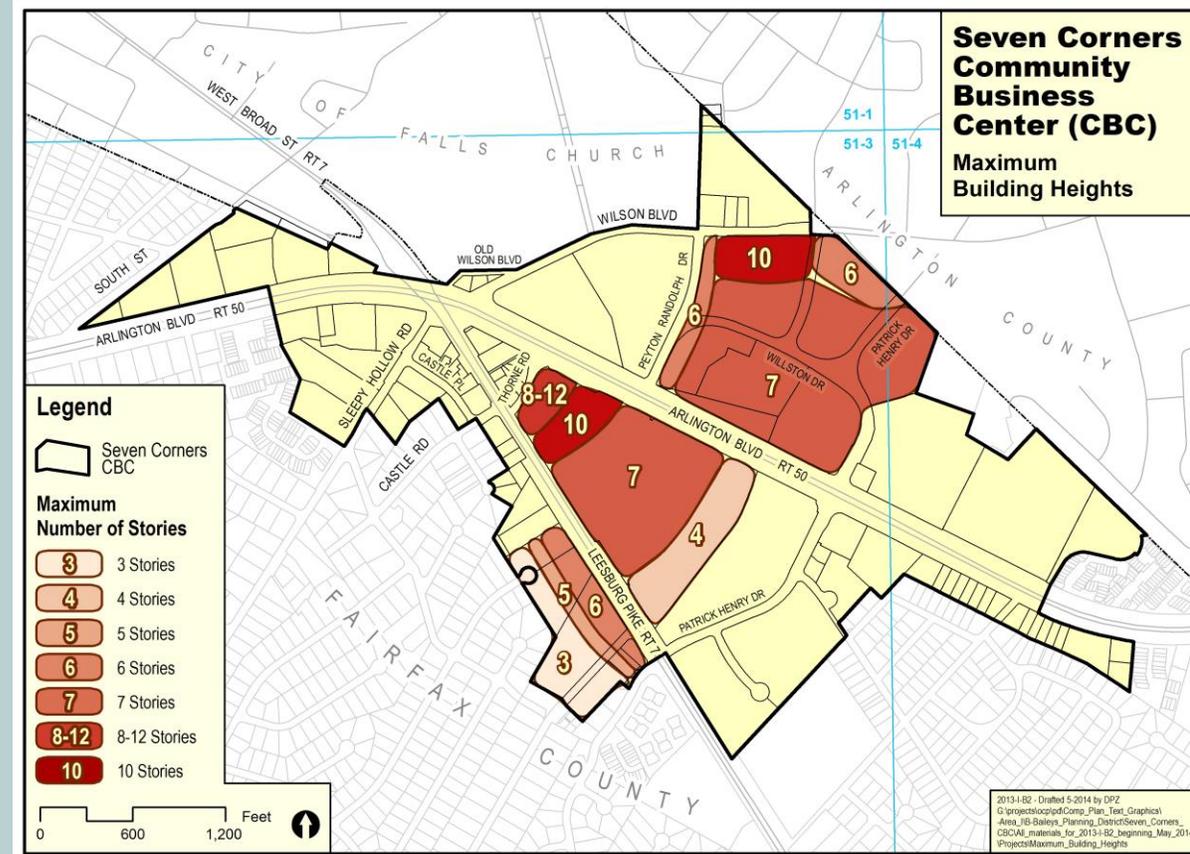
# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## EMPHASIZING FORM INSTEAD OF FLOOR AREA RATIO (FAR)

The Plan uses building heights and urban design principles to guide building form and the character of the built environment

- Provides some flexibility in uses
- Uses square footage rather than number of dwelling units to respond to market changes
- Creates an overall square footage cap for each sub-unit



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## LAND UNIT RECOMMENDATIONS FOR OPPORTUNITY AREAS

Each Opportunity Area has a different level of intensity and a variety of uses, along with a unique character:

- Willston Village Center (Land Unit A)
- Town Center (Land Unit B)
- Leesburg Pike Village (Land Unit C)

The greatest intensity and tallest buildings are located in the Town Center, while the two mixed-use villages are designed to complement both the town center and adjacent neighborhoods



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## LAND UNIT RECOMMENDATIONS

### Land Unit A – Willston Village Center

- Anchors the northern end of the spine road and includes a new grid of streets
- The heart of the village center includes a mix of multi-family housing, retail, and office, oriented around a village main street and common green park
- Two recreation-focused parks:
  1. Adjacent to the Upton Hill Regional Park
  2. Replacement of the Willston Center field
- Varying building heights to complement adjacent buildings



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## LAND UNIT RECOMMENDATIONS

### Land Unit B – Town Center

- Tallest buildings and greatest intensity of development of the three Opportunity Areas; Highest buildings near the interchange
- Development is organized around the spine road and a major civic plaza
- A redesigned Leesburg Pike as a transit corridor
- Enhanced transit center

Vision includes a mixed use urban center with:

- 1/3 non-residential: retail, office, and/or hotel
- 2/3 residential



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## LAND UNIT RECOMMENDATIONS

### Land Unit C – Leesburg Pike Village

- Internal grid of streets
- Mix of residential, retail, office, and entertainment uses.
- Active village main street with outdoor dining and gathering spaces in an enhanced pedestrian environment
- Two public parks:
  1. Adjacent to elementary school
  2. Multi-seasonal park anchoring the village main street
- Taller buildings oriented to Leesburg Pike
- Access to most of the village is from Leesburg Pike and not existing neighborhood streets



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## DEVELOPMENT OPTIONS FOR OPPORTUNITY AREAS

1. **Base Development** level reflects existing and zoned intensities and uses.
2. Some land units have a **Redevelopment Option** that provides an increase in the development potential in exchange for certain uses, facilities, or other elements.

### Redevelopment Option considerations:

1. Coordinated development and phasing
2. Contribute to the transportation network
3. Conformance with urban design and urban street guidance
4. Public parks
5. Public facilities
6. Enhanced green building certification
7. Compatibility with adjacent land uses
8. Significant affordable housing component

# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## OPPORTUNITY AREAS - DEVELOPMENT INTENSITIES AND USES

Opportunity Area		Existing Development		Redevelopment Option			TOTAL (sf)
		Residential (DU)	Nonresidential (sf)	Residential (sf) <sup>1</sup>	Retail (sf)	Office/Hotel (sf)	
Willston Village Center	Sub-unit A-1	589	0	1,200,000	0 <sup>2</sup>	0	3,151,000
	Sub-unit A-2		0	1,000,000	0	0	
	Sub-unit A-3		134,358	560,000	191,000	200,000	
Town Center	Land Unit B	0	630,199	2,450,000	625,000	725,000	3,800,000
Leesburg Pike Village	Land Unit C	0	265,869	404,000 <sup>3</sup>	85,000 <sup>4</sup>	50,000 <sup>5</sup>	539,000
<b>TOTAL</b>		<b>589</b>	<b>1,030,426</b>	<b>5,614,000</b>	<b>901,000</b>	<b>975,000</b>	<b>7,490,000</b>

<sup>1</sup> Assumed Residential Unit Size: 1,000 g.s.f. per multifamily unit; 2,000 g.s.f. per townhouse unit.

<sup>2</sup> There is an additional option in Sub-unit A-1 to permit up to 190,000 sf of retail along the planned spine road with a commensurate reduction in residential square footage to 1,010,000.

<sup>3</sup> Up to 129,000 sf for townhouse single-family residential, up to 275,000 sf for multi-family residential.

<sup>4</sup> Approximately 40,000 sf for retail, and approximately 45,000 sf for theater/entertainment retail.

<sup>5</sup> There is an additional option in Land Unit C to permit up to 100,000 sf of additional non-residential use with a commensurate reduction in residential square footage to 304,000 sf, and not to exceed the overall land unit cap.

# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## CHARACTER AND OVERALL CONCEPT

- The Plan creates a cohesive whole of Seven Corners' many neighborhoods and commercial centers
- The three Opportunity Areas are linked together via a new “spine road” and reconfigured with a finer grid of streets that serves pedestrians and vehicles
- A central civic space, common green, and series of urban parks form an open space network that supports a town center and two mixed-use villages



# SUMMARY OF THE PLAN RECOMMENDATIONS

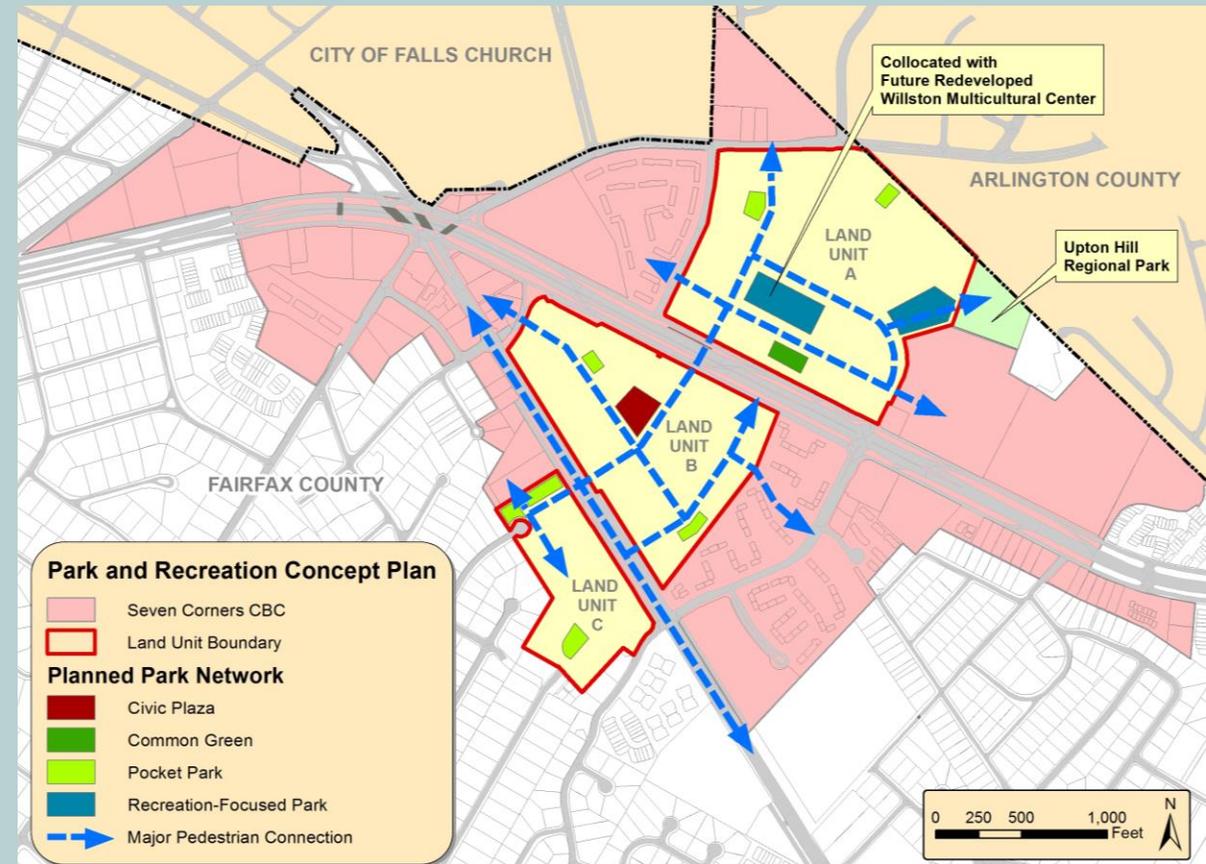
Seven Corners Plan Amendment  
March 2015

## PARKS, RECREATION, AND OPEN SPACE

The County's *Urban Parks Framework* forms the basis of park recommendations for the Seven Corners CBC

A network of connected, publicly-accessible park spaces serve as the connective tissue linking the CBC together:

- A **Civic Plaza** located in the Town Center
- A **Common Green** located in the Willston Village
- Multiple **Pocket Parks** distributed throughout
- Two **Recreation-Focused Parks** located in the Willston Village



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## AFFORDABLE HOUSING

Plan recognizes the abundance of existing below market rate housing and subsidized housing concentrated within the CBC.

Incorporates the county's affordable housing policy:

- One for one replacement of existing affordable housing units
- 12% new affordable housing units with new development

Plan increases to 15% in some areas

Affordable Housing	Income Tiers	
	15% Tier	12% Tier
Up to 120% of AMI	2% of total units	n/a
Up to 100% of AMI	3% of total units	2% of total units
Up to 80% of AMI	5% of total units	5% of total units
Up to 70% of AMI	3% of total units	3% of total units
Up to 60% of AMI	2% of total units	2% of total units

# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## HERITAGE RESOURCES

Recommends a comprehensive field survey to identify any potential heritage resources associated with the area's 20<sup>th</sup> century residential and commercial history

Buildings and monuments of significance:

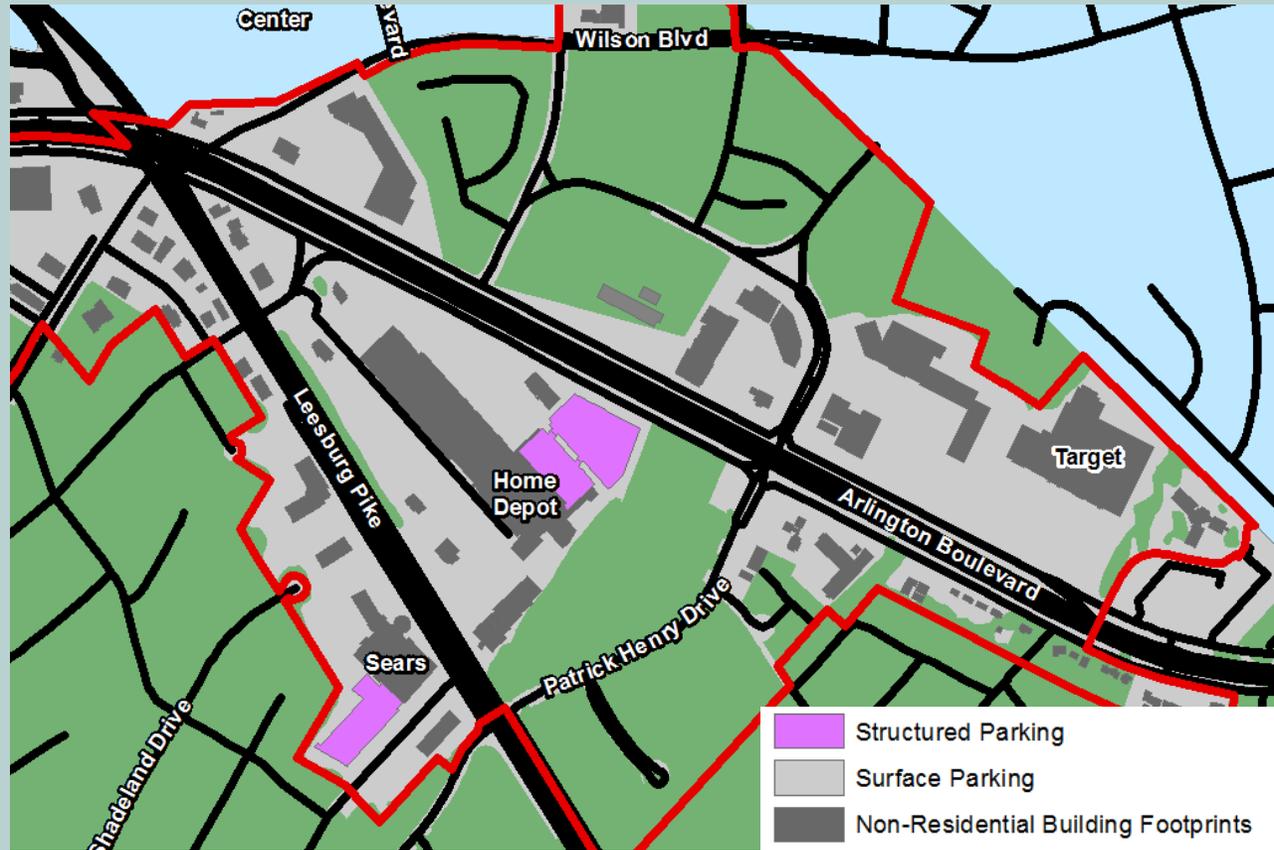
- District of Columbia boundary stone
- Fort Buffalo
- Mid-century architecture (Doctor's Building, Sears)

# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## ENVIRONMENT

- Redevelopment of Seven Corners should include the creation of new green spaces, new trees and landscaping
- Redevelopment should improve natural resources and improve quality of life through employing sustainability in planning and design
- LEED or third party certification
- Stormwater recommendations meet new stringent State regulations
- Water quality, air quality, and noise recommendations



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## SCHOOLS

Proposed schools text describes traditional and non-traditional means for addressing school capacity needs and mitigation measures. This language was developed jointly by FCPS and the County and supported by the Opportunity Area C Special Working Group.

There are various traditional ways school capacity needs have be addressed, such as:

- Dedication of land and new school construction
- Additions, interior architectural modifications to existing facilities, or modular buildings
- Changes to programs and/or attendance areas

In addition, there are non-traditional means such as the utilization of private buildings for programs

Impacts by new development on schools must be addressed by the developer and the county before work begins. Under the envisioned plan for growth there will be a need for a new elementary school, as well as capacity enhancements at the middle and high school levels.

# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## URBAN DESIGN

- Building and site design
- Bulk and massing
- Building heights
- Step-backs
- Parking design
- Building articulation
- Fenestration and transparency
- Signage and wayfinding
- Public art



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## TRANSPORTATION

- Land Use/Transportation Balance
- Enhanced Street Connectivity
- Road Improvement Recommendations
- Access Management
- Bicycle Network/Parking
- Leesburg Pike Higher Capacity Transit Service
- Circulator Service
- Local Bus Service
- Multimodal Transportation Hubs
- Wayfinding
- Level of Service
- Transportation Demand Management
- Parking Management



# SUMMARY OF THE PLAN RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## TWO-PHASE TRANSPORTATION STUDY

A two-phase, consultant-led transportation study was a critical component of the comprehensive plan effort

### Phase I: Existing conditions

- What paths are people taking today?
- What paths need to be maintained?
- Where are the existing trouble spots?

### Phase 2: Develop concept for a new Seven Corners interchange and surrounding roadway network

- Horizon Year 2040



# TRANSPORTATION STUDY AND RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## GOALS FOR THE TRANSPORTATION STUDY (PHASE 2)

### **1 Simplify the Seven Corners Interchange**

- Currently, all roads merge at a single point

### **2 Provide additional connections to serve local pedestrian, bicycle and vehicle trips**

- Over 70% of existing traffic in Seven Corners is through traffic, beginning and ending outside of Seven Corners
- Seven Corners area residents don't want to get on Leesburg Pike or Arlington Blvd. to make local trips

### **3 Network should support a more walkable, urban development pattern**

- Create a grid of streets with smaller, pedestrian-friendly block sizes

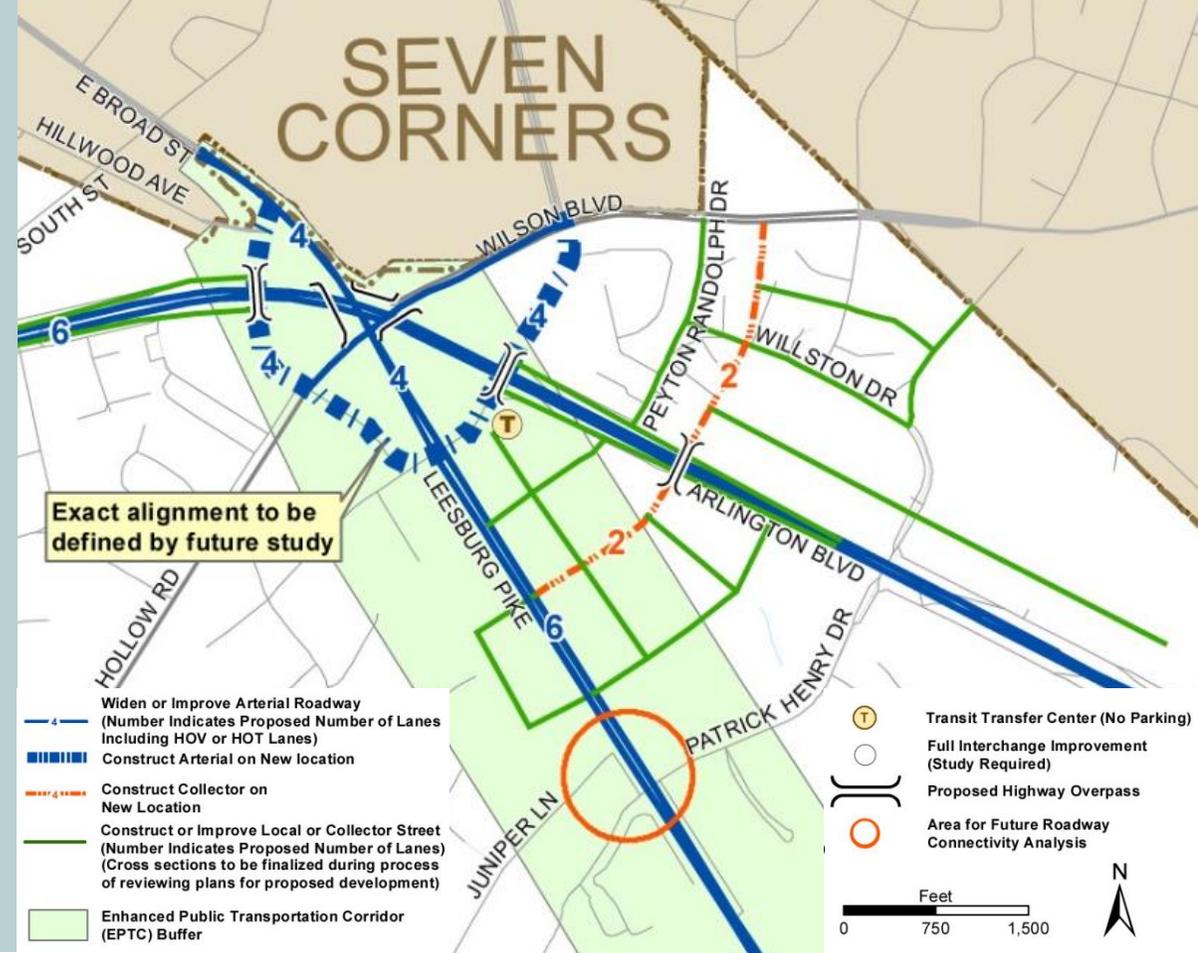
# TRANSPORTATION STUDY AND RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

# COMPREHENSIVE PLAN

## Two Half Diamond Interchange Concept

- Creates a 4-way intersection of Rt.7/Sleepy Hollow and Wilson Boulevard
- Includes three additional Rt.50 crossings
- Provides multiple route paths to complete trips
- Provides direct connection between Rt.7 and Roosevelt Blvd, supporting potential future higher capacity transit
- Creates smaller block sizes, supporting local and through trips while increasing pedestrian connectivity and supporting an urban development pattern



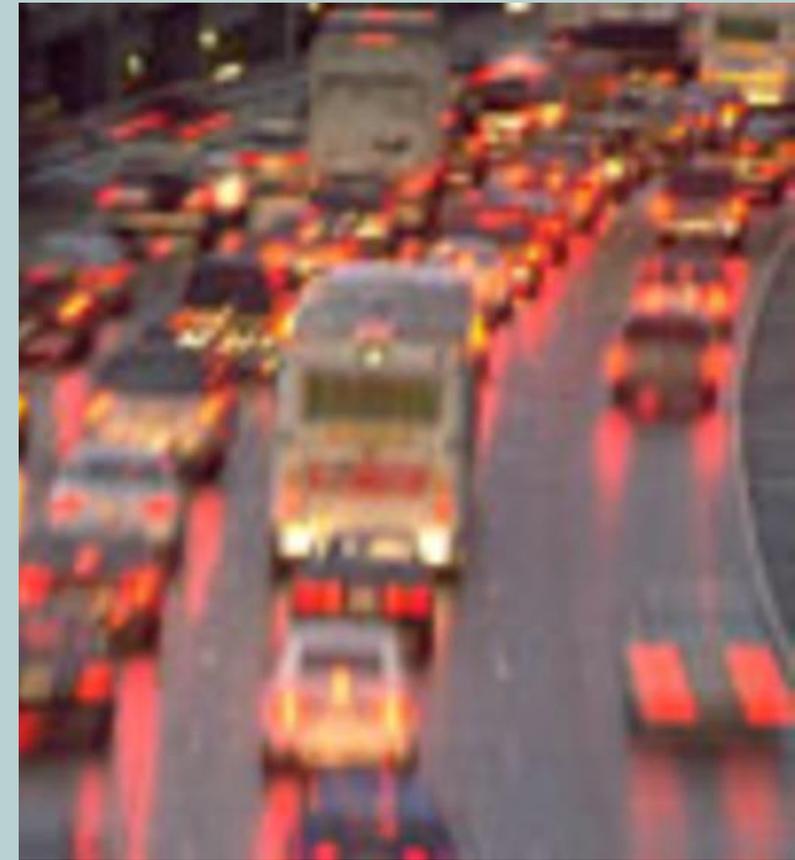
# TRANSPORTATION STUDY AND RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## SYSTEM-WIDE VEHICLE DELAY

### Average intersection wait time per vehicle

- Existing Land Use & Transportation Network (2013):  
42.5 seconds
- Existing Comprehensive Plan Land Use & Transportation Network (2040):  
98.3 seconds
- Assuming Task Force Land Uses Recommended Network (2040):  
30.7 seconds



# TRANSPORTATION STUDY AND RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

# PEDESTRIAN WALKSHED ANALYSIS

## Existing vs. Proposed Network

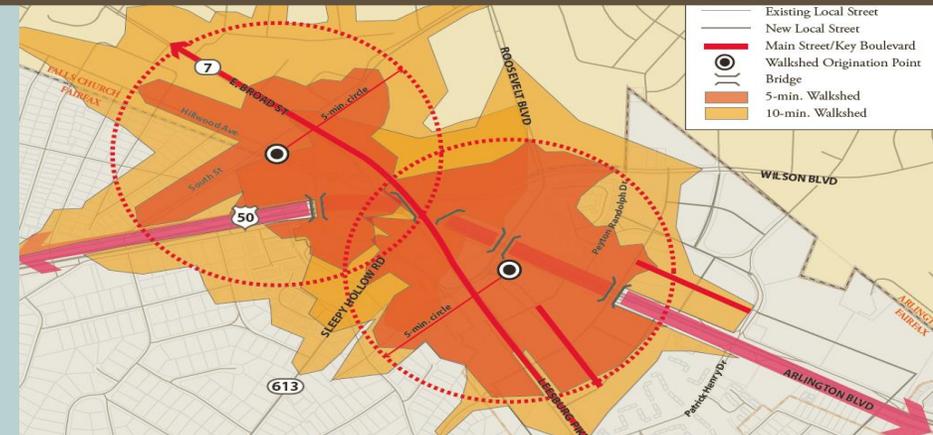
**Conclusion:** The proposed transportation network would vastly increase pedestrian connectivity

- Adds approximately 4 additional linear miles of pedestrian facilities over what exists today, and shortens walk times in Seven Corners
- Improved pedestrian connectivity increases the percentage of walking trips and expands the reach of transit service

Existing Network  
5min & 10min walk



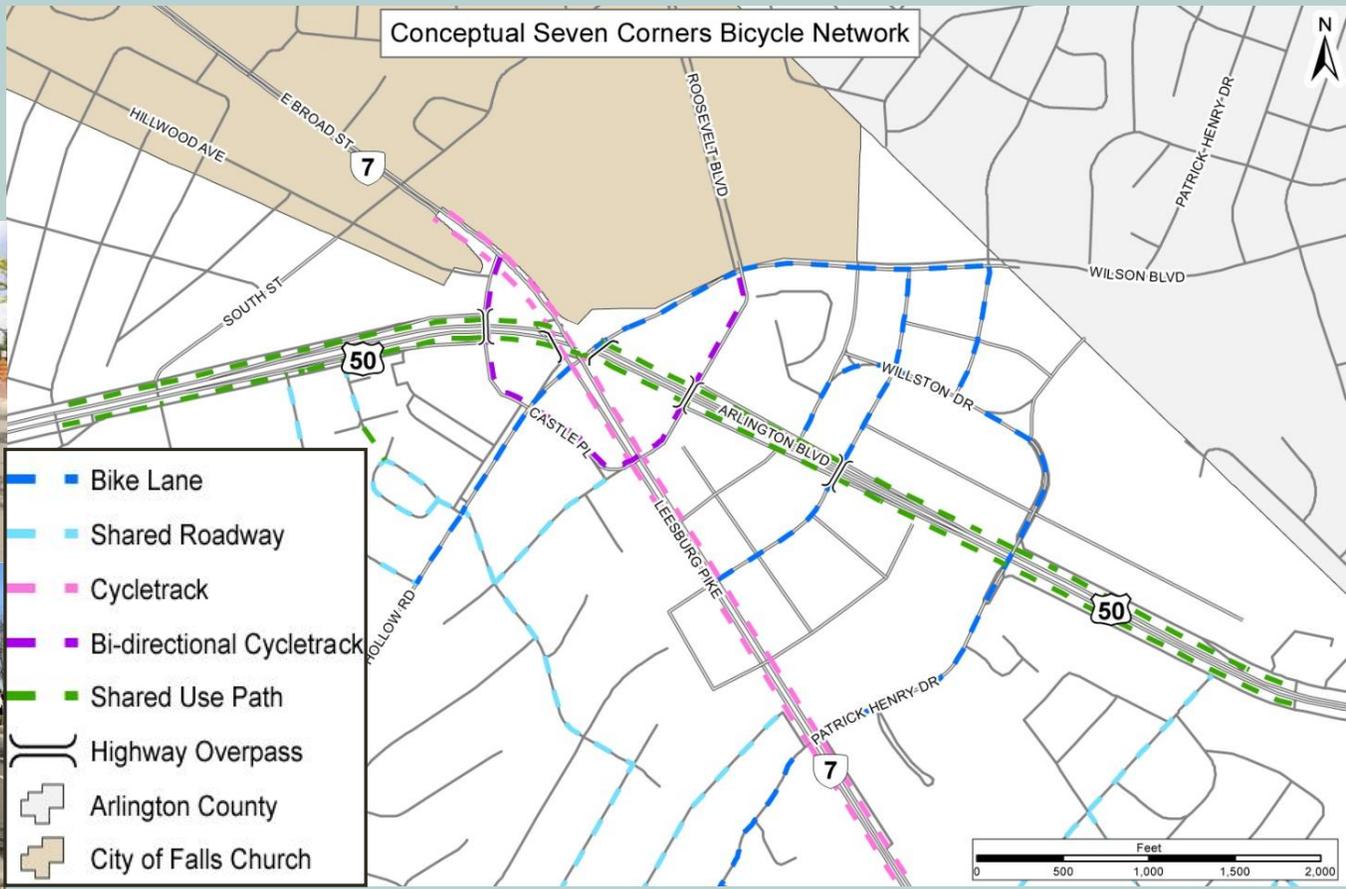
Proposed Network  
5min & 10min walk



# TRANSPORTATION STUDY AND RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

# COMPREHENSIVE PLAN Bicycle Network



# TRANSPORTATION STUDY AND RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## COMPREHENSIVE PLAN TEXT

### Implementation and Funding

- All development proposals should perform a traffic impact analysis and the mitigation measures identified by this analysis should be considered in the context of the entitlement process.
- Development proposals should only be approved following additional transportation analysis and the provision of appropriate transportation mitigation measures, including shorter term spot improvements.
- Federal, state, regional and County funding will be pursued but some combination of public and private sector funding will be necessary to cover the costs associated with these improvements and to expedite implementation.
- Improvements may be implemented in stages by the private sector as development occurs. The intent is to facilitate and time transportation improvements that can be in place to support new development and address existing transportation issues.

# TRANSPORTATION STUDY AND RECOMMENDATIONS

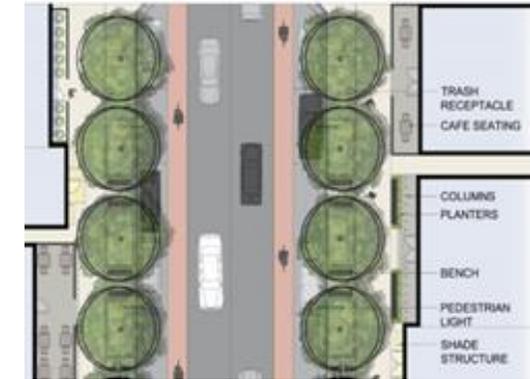
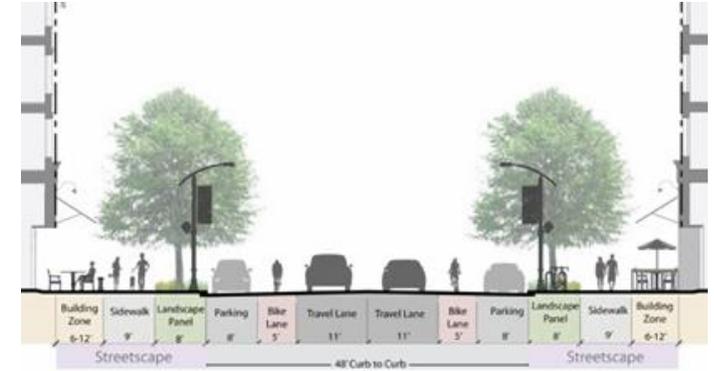
Seven Corners Plan Amendment  
March 2015

## URBAN STREET NETWORK DESIGN

The Vision for the CBC includes a new network of streets with blocks that are scaled to be walkable. A multimodal classification system was developed that defines each street type and includes graphics to explain how they should be designed. Street types include:

- Multimodal Through Corridor (Arlington Blvd)
- Transit Boulevard (Leesburg Pike)
- Major Avenue (Wilson Blvd)
- Avenue (Sleepy Hollow, spine rd, Willston Dr)
- Local (all remaining streets)

### Seven Corners CBC Avenue Street



# TRANSPORTATION STUDY AND RECOMMENDATIONS

Seven Corners Plan Amendment  
March 2015

## NEXT STEPS FOR SEVEN CORNERS PLAN AMENDMENT

- Present Plan at community meetings, such as BC7RC and MDLUC
- Staff report on Plan Amendment to be published on April 7, 2015
- Public Hearings on Plan Amendment
  - Planning Commission Public Hearing scheduled for Thursday, **May 7, 2015**
  - Board of Supervisors Public Hearing tentatively scheduled for Tuesday, **June 23, 2015**

## FOR MORE INFORMATION

The Draft Comprehensive Plan and study documents are available at:

**<http://fcrevit.org/baileys/7corners.htm>**

# SEVEN CORNERS STUDY + PLAN AMENDMENT

Seven Corners Plan Amendment  
March 2015