

**INTENT**

**Goals:**

- To expand the Quincy Park facilities toward Fairfax Drive and attain community cultural, educational and/or recreational uses on the Arlington Funeral Home site
- To create a major focal feature within Virginia Square at this gateway site
- To improve visibility and connections to Quincy Park and Central Library from Fairfax Drive
- To maintain the Arlington Funeral Home business within Arlington on another less prominent and visible site unlike this gateway location where community cultural/educational/recreational uses are desired and are complementary to the surrounding uses

**Concept Plan Elements:**

**Option 1: Mixed-Use Redevelopment through private initiatives**

- A mix of office and cultural and/or educational uses (i.e., black-box theater or other performance space, dance studio)
- An urban plaza at the corner of Fairfax Drive and Quincy Street to maintain views to Central Library and across 10<sup>th</sup> Street North to the library entrance

**Option 2: Expansion of Quincy Park complex with public uses**

- Community facilities with a combination of cultural, educational and recreational uses (i.e., black-box theater, meeting rooms, classrooms, indoor recreation facility, museum, library expansion)
- An urban plaza visually and physically connecting the Arlington Funeral Home site with Quincy Park and Central Library

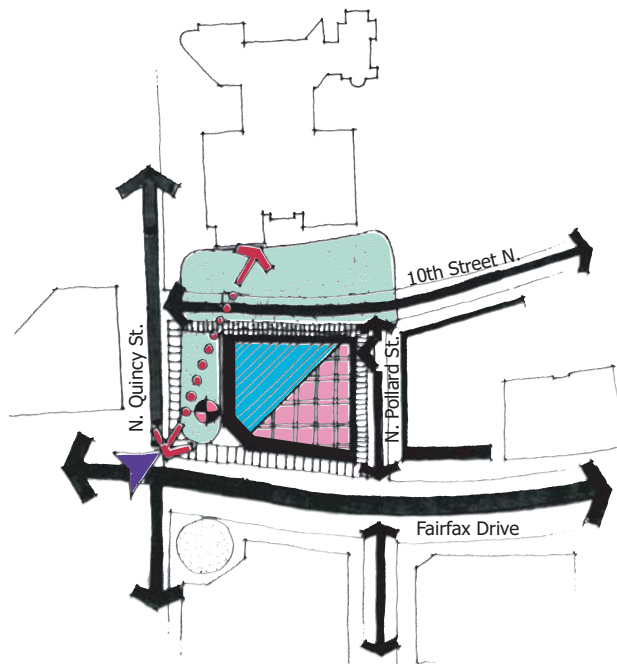
**Additional elements applicable for either option:**

- Special architectural treatment of the building façade to reflect gateway location and community uses within building
- Shared parking to serve the community facilities, Quincy Park/Central Library, and the general community in off-peak hours
- Pedestrian circulation around the block
- Service and parking garage entrances on North Pollard Street
- Unique streetscape elements including banners, signs, streetlights, and public art

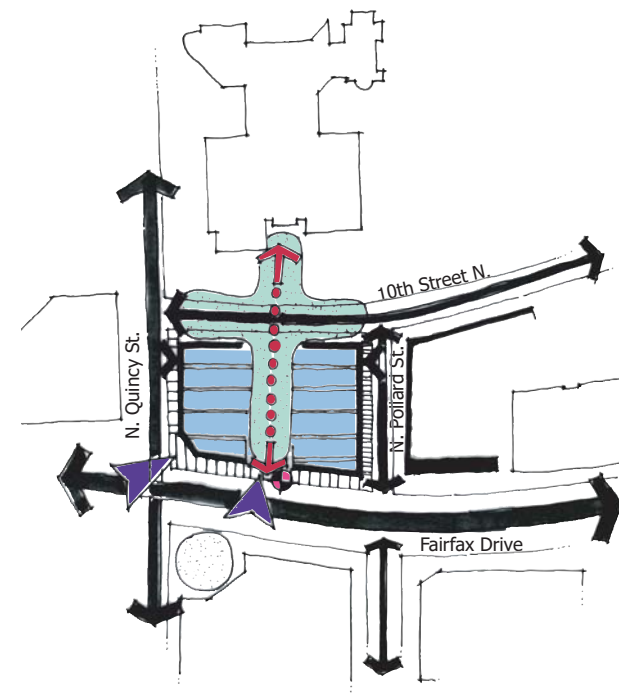
**Building Types:**

- Commercial office buildings with street-level cultural and/or educational uses
- Civic buildings

**CONCEPT PLAN**













**OPTION 1: Mixed-Use Redevelopment**



**OPTION 2: Expand Quincy Park complex**

**LEGEND**

-  Mixed-Use with Office and Cultural/Educational Uses
-  Public Uses
-  Civic Spaces/Open Space
-  Required Street-Level Retail
-  Important Vistas with Special Architectural Elements
-  Important Visual and Physical Connection
-  Service/Parking Garage Entrances
-  Streetscape "A"/"B" with Public Art
-  Possible Public Art Opportunity
-  Building Heights Taper Down

**ILLUSTRATIVE PLAN**



For illustrative purposes only. Other options may exist.

RECOMMENDATIONS

**Recommendations:**

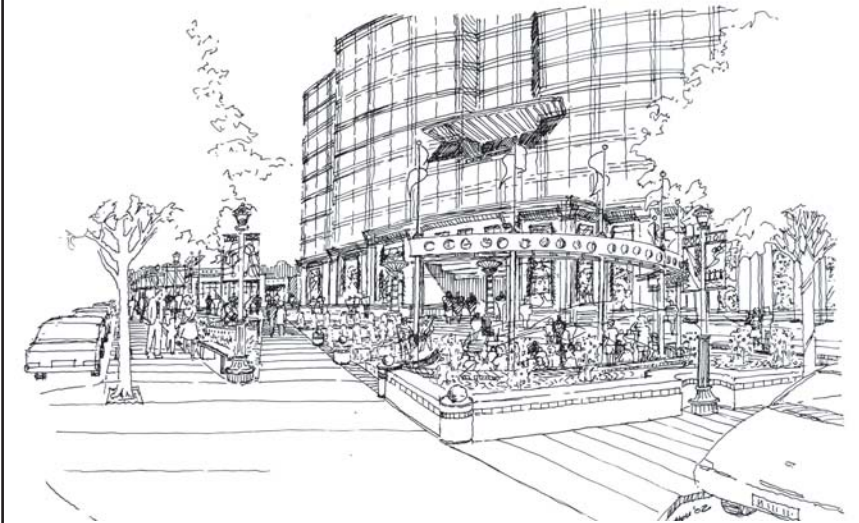
The primary recommendations listed here are reiterated from the previous Recommendations section, found on pages 59 to 79. Other recommendations listed in the plan should be consulted during any redevelopment project undertaken at the Arlington Funeral Home site.

- Change the General Land Use Plan designation from "High-Medium Residential Mixed-Use" to "Medium" Office-Apartment-Hotel to encourage office or mixed-use development, including cultural and/or educational community uses. Add an open space symbol on the GLUP designating an urban plaza to provide an open space and visual and physical connection to Central Library.
  - Encourage developers to provide community facilities on site, to possibly include a black-box theater through redevelopment.
- Encourage private development of new cultural and educational uses, including a community cultural/performing arts facility, preferably at the Arlington Funeral Home site and the Virginia Square site.
- Negotiate with GMU, FDIC, WMATA or other major institutions/agencies, as possible public partners in developing cultural and/or educational venues or other resources that would benefit the Virginia Square and Arlington community. If the County can assist in developing cultural and/or educational venues in Virginia Square, possibly through site acquisition, a development strategy should be explored and the top priority should be the Arlington Funeral Home site. The Virginia Square site should be a second priority.
- Analyze the Rosslyn-Ballston Corridor to develop a comprehensive approach to wayfinding signs, brochures, and public parking signs to improve the visibility of each station areas' resources, specifically Virginia Square's existing and proposed cultural, educational and recreational resources.
- Create urban plazas along the streetscape at GMU, FDIC, Virginia Square site, Arlington Funeral Home site, and in the East End of Virginia Square through redevelopment consistent with guidelines in the Walk Arlington Plan, Open Space Master Plan and Public Art Master Plans. See the concept plan and urban design guidelines for additional details on the size and character of these spaces.
  - If and when redevelopment of the Arlington Funeral Home site occurs, establish an open space to retain visibility of Quincy Park and Central Library and create a better connection to these public areas from Fairfax Drive.
- Retrofit existing gateway or other prominent sites with public art, in accordance with this sector plan's urban design guidelines and guidelines recommended through the Public Art Master Plan and Open Space Master Plan processes.
  - With redevelopment, promote prominent, significant architecture on the Arlington Funeral Home site to create a special entrance into Virginia Square from Ballston and to improve the visibility of and pedestrian connections to Central Library and Quincy Park.
- Maintain the existing bus routes in Virginia Square. Explore bus access to the GMU campus and other primary destinations in Virginia Square, including FDIC, Arlington Funeral Home site, Virginia Square site, and the Arlington Art Center.

RECOMMENDATIONS

- Ensure that street-level commercial uses have sufficient on- and off-street, short-term parking available to maintain commercial viability. Require street-level retail uses to provide off-street parking within associated parking garage. Provide sufficient parking for cultural and/or educational facilities, for their patrons, for shared use by patrons of other community events, and for other non-commuter uses in Virginia Square.
- Maximize on-street parking to support commercial, cultural, educational and recreational uses and other short-term parking needs wherever feasible by maintaining existing parking around all buildings, including secure buildings, and acquiring new on-street spaces.
- When planning for new County or other public facilities in Virginia Square, consider additional parking spaces to help alleviate short-term parking needs in the station area.
- Improve parking efficiency by requiring shared parking in all new office and residential construction throughout Virginia Square, particularly in parking structures. Require shared parking as a condition of site plan approval of commercial office development.
- Consider providing a parking garage (public, private or partnership) in Virginia Square if a County study shows present or expected parking impairment to cultural, educational or commercial activities in the station area. In five years from the adoption of this plan, if a study is warranted, the County should commence a parking study. If additional reviews are required, consider undertaking a similar study every five years thereafter or concurrent with the CIP cycle.

OPTION 1 ILLUSTRATION



OPTION 2 ILLUSTRATION



**PRIMARY GUIDELINES**

**Sidewalk Widths**

Street	Minimum Width
Fairfax Drive	20 feet
Quincy Street	16 feet
10 <sup>th</sup> Street North	14 feet
North Pollard Street	14 feet

**Building Requirements**

Build-to Line Behind sidewalk on all streets\*  
 \* The build-to line may be set back to accommodate a plaza.

**Building Height**

Building heights shall not exceed 12 stories or 125 feet, excluding the penthouse area, on the Arlington Funeral Home site. The penthouse area shall not exceed 16 feet above the roofline. An architectural embellishment may be provided, near the front façade, and shall not exceed 25 feet beyond the average roofline elevation or cover more than 10 percent of the total roof area. Building heights shall taper down toward 10<sup>th</sup> Street North/Quincy Park.

**Parking Access**

North Pollard Street	Permitted – at least 25 feet from the intersection with Fairfax Drive
Fairfax Drive	Not permitted
Quincy Street	Not permitted
10th Street North	Not permitted

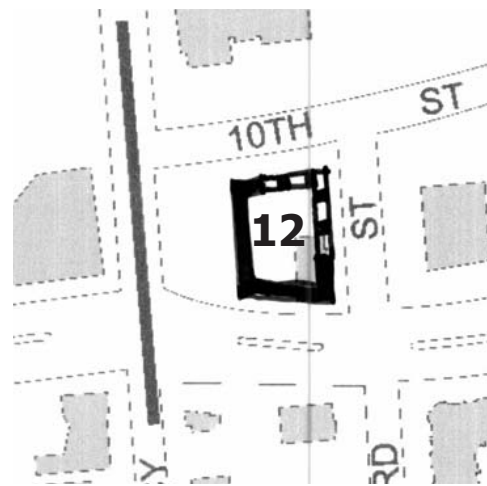
**Parking Spaces**

Off-street parking Required as per the Zoning Ordinance  
 On-street parking Strongly encouraged on all streets\*  
 \*On-street parking on 10<sup>th</sup> Street North should not impact the primary pedestrian circulation to and from the plaza to Central Library.

**Recommended Uses**

- Commercial Office or Mixed Use with Cultural and/or Educational uses
- Cultural, Educational and/or Recreational uses

**BUILDING HEIGHTS**

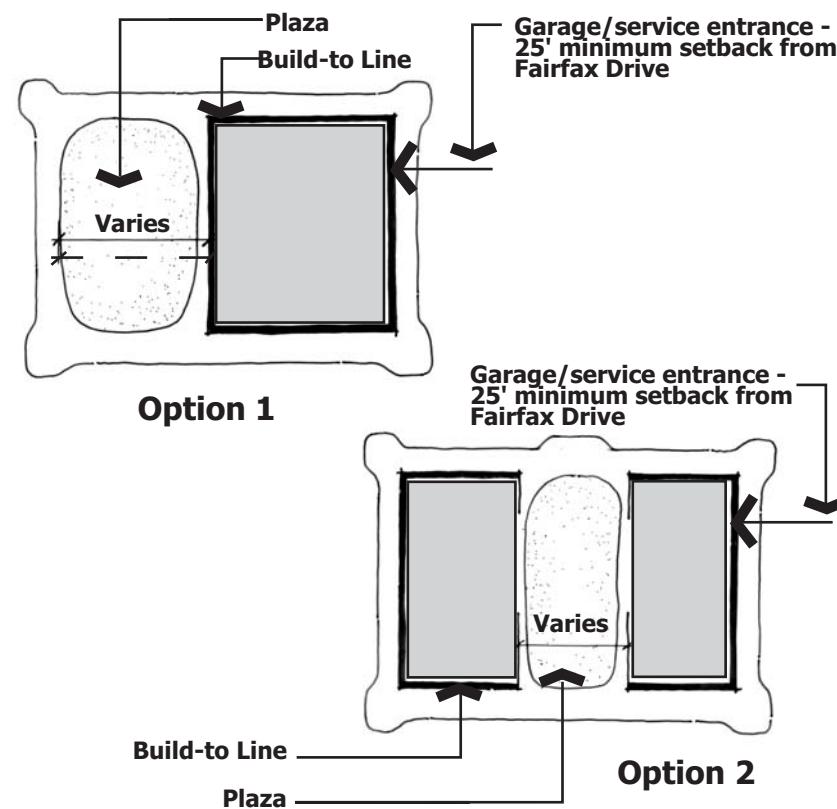


**SITE and STREET GUIDELINES**

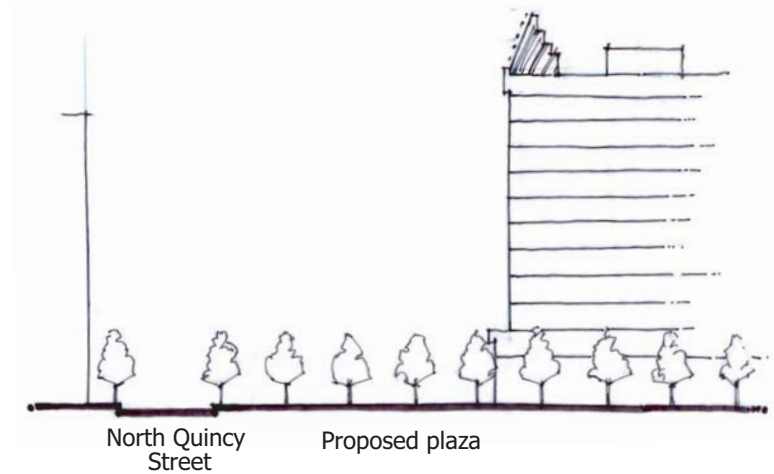
**Street Character**

- The building placement and design should emphasize a vista to the Central Library through an urban plaza.
- An urban plaza, at least 12,000 square feet in size, should be developed as part of the total site redevelopment.
- The plaza should be provided near the corner of Quincy Street and Fairfax Drive. If the property is developed with primarily public uses, the urban plaza may be centrally located to provide a central view corridor to Central Library and Quincy Park. (See Concept Plan: Option 2).
- In either scenario, the urban plaza should express a similar design vocabulary with the building architecture/materials and should relate to the community uses provided in the building.
- The plaza should be designed as a community gathering space and should be flexibly designed to accommodate programs/uses related to the interior community uses.
- Sidewalks should be designed consistent with the Streetscape Guidelines shown in the previous Area-Wide Urban Design Guidelines.
- Special streetscape elements may be considered to express the cultural, educational, and/or recreational uses on this property.
- As redevelopment occurs, 10<sup>th</sup> Street directly north of the Arlington Funeral Home property should be evaluated to consider how pedestrians may best cross this street from the plaza to the library and park facilities. The street should be integrated into the overall site design and should provide an interesting transition between the park and the funeral home site.
- Parking and service entrances should be located on North Pollard Street.
- Special lighting should be used to illuminate the plaza area and the primary building entrance. Lighting should not conflict with nearby residential buildings.

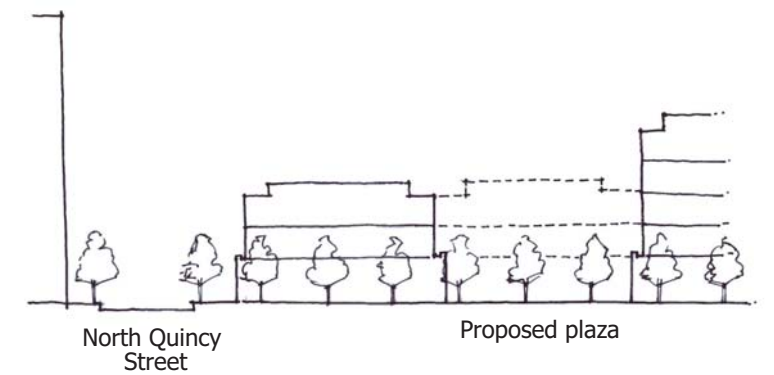
**SITE ORIENTATION**



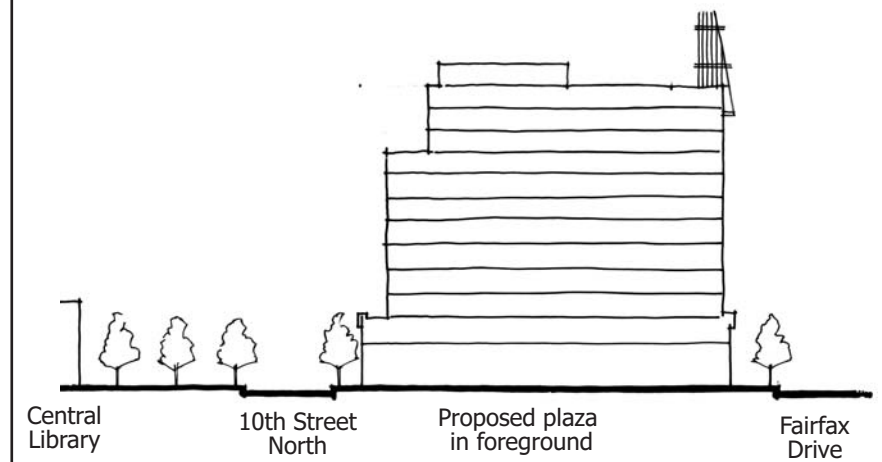
**STREET FRONTAGE**



Option 1 - Fairfax Drive



Option 2 - Fairfax Drive



Option 1 - North Quincy Street

**General Architectural Guidelines**

1. The building should be designed as signature building with high-quality materials and finishes.

**Rooflines**

1. Special rooflines should be incorporated into the architectural design.
2. A special architectural embellishment may be provided on the roofline and shall extend no more than 25 feet beyond the roofline. The embellishment shall not cover more than 10 percent of the total roof area.

**Walls**

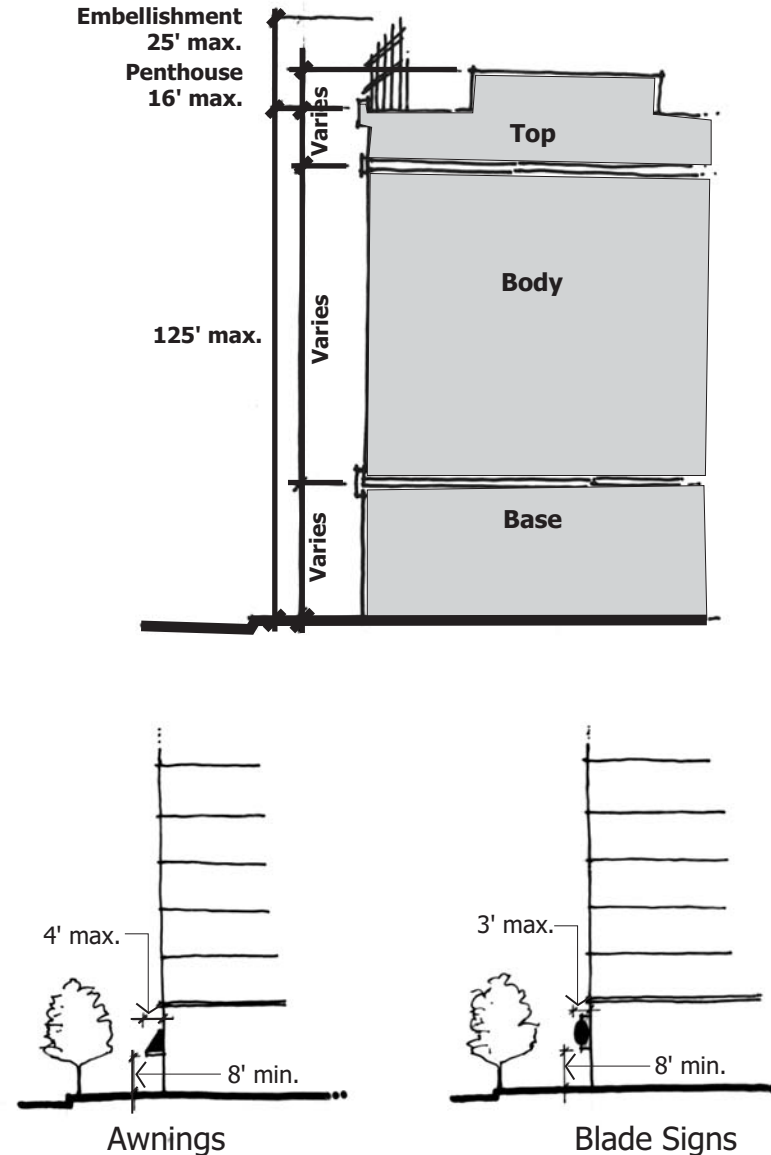
1. All elevations of buildings that can be seen from public spaces shall be designed as "fronts".
2. Building facades should be varied and articulated to provide visual interest and enhance the street edge by utilizing elements such as arcades, porches, bay windows, display cases, balconies, architectural details, and/or other projections/recesses.
3. Blank walls and blind facades are prohibited.
4. The building should be designed with a clearly expressed "Base", "Body", and "Top".
5. The "Base" shall consist of the plaza/sidewalk level to the second floor level. The "Base" shall have a minimum floor-to-ceiling height of 18 feet. The "Body" shall consist of the area of wall from the "Base" to the "Top". The "Top" shall consist of the area of wall from the top-floor level to the parapet or the area of wall from the roofline to the top of the parapet wall.
6. The transition from "Base" to "Body" and from "Body" to "Top" may be expressed either: 1) horizontally, through a shift in the vertical plane toward the interior or 2) vertically, through a change in the building materials along a level line.
7. The street level should be designed with a minimum floor-to-ceiling height of 18 feet to express the architectural significance of the building and the community uses in the building. A special lobby, integrating public art, should be considered.
8. The total building height should not exceed 12 stories, or 125 feet, except that a mechanical penthouse, no taller than 15 feet, may exceed the total building height.
9. Building walls should be finished in masonry, pre-cast concrete, granite, steel, architectural glass panels, natural stone veneer, or other similar quality, lasting, and durable material. EIFS shall not be used on the building.
10. Facades on upper levels should be at least 50 percent transparent.

**Openings**

1. The primary building entrance should face the urban plaza and/or Fairfax Drive. Additional building entrances should be provided from Quincy Street and 10<sup>th</sup> Street North.
2. The primary building entrance should be pronounced.
3. The street level ("Base") should be primarily transparent and activate the sidewalk and plaza areas with signs, banners, windows, entrances, awnings, art displays, display windows, and/or ticket windows.
4. Retail uses should have frontage on Fairfax Drive or the plaza.
5. Entrances to retail establishments should be considered for corner locations to punctuate the building corner. Retail entrances should provide transparent doors.

**Signs and Awnings**

1. Signs should be integrated into the plaza design.
2. See Area-Wide Guidelines for additional sign and awning guidelines.

**Interim Uses**

1. If the County, or other public agency, acquires the Arlington Funeral Home site, surface parking and the funeral home operations could continue as an interim use.
2. If acquisition occurs, a phasing plan should be developed in coordination with a master plan for Quincy Park to accommodate parking for Quincy Park uses and to free park space for additional active or passive recreation uses.

**Parking**

1. See Area-Wide Guidelines for additional parking guidelines.
2. Shared parking facilities should be provided at this site. Parking should be available to accommodate the public uses within the building, and other parking for commercial uses should be available to the public in off-peak hours.
3. Retail, visitor, or other short-term parking should be located near the main garage entrances. Pedestrian access to the sidewalk and elevators should be readily convenient and clearly marked.
4. Parking garages should be fully located below grade.
5. On-street parking should be provided along all streets to the maximum amount possible. Curb cuts/driveways to parking garages and service/loading areas should be consolidated to maximize on-street parking.
6. Consideration should be given to new parking meter devices to group meters and minimize clutter along sidewalks.
7. Adequate space for the loading and unloading of persons, goods, and trash recycling should be provided. The placement of these spaces should avoid major pedestrian routes and should be designed in a manner to screen their view from Fairfax Drive, North Quincy Street, and 10<sup>th</sup> Street. (See diagram for preferred locations for parking garage access).

**Landscape Plantings, Buffers, Screens**

1. See Area-Wide Guidelines for additional landscape guidelines.
2. Landscape plantings should be provided on site to: 1) enhance buildings, roadways, open spaces, public activity areas, and walkways; 2) create vistas; 3) define spaces; and 4) screen and/or buffer undesirable or incompatible views or activities.
3. Street trees shall be used along the sides of all roadways consistent with the Streetscape Guidelines.
4. Special landscape plantings, such as ornamental trees, should be integrated into the plaza design to accent this focal area.

**Street Furniture**

1. Street furniture should be consistent in style, quality, and character for each project and preferably along each block. Street furniture should be constructed of durable and high-quality materials and require minimal maintenance.
2. Street furniture, including bicycle racks, shall be placed at strategic locations such as bus stops, public plazas, or high pedestrian traffic areas.
3. Street lighting type, quality, and installation should be consistent with the Streetscape Guidelines. However, a unique sign detail may be considered as part of the site plan review process to distinguish this special entry into Virginia Square and the public functions on this site.

**FACADES & SPECIAL ELEMENTS**



**OPEN SPACES**



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