

INTENT

Goals:

- To attain cultural and/or educational uses at the Virginia Square site through private redevelopment or through a public/private partnership
- To provide a centrally-located open space for community gatherings
- To link the Ashton Heights and Ballston-Virginia Square neighborhoods along Monroe Street with multiple community facilities including the Arlington Arts Center/Maury Park, Virginia Square/GMU Metro station, Virginia Square plaza, and Quincy Park

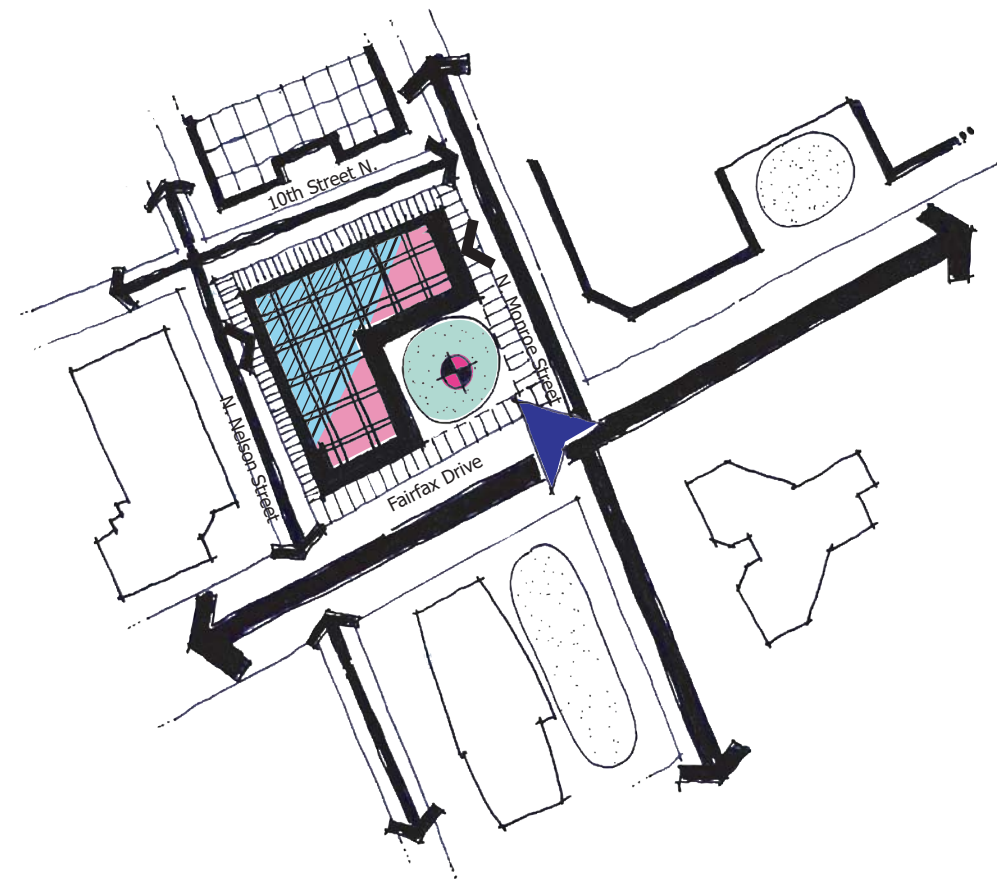
Concept Plan Elements:

- A mix of office and cultural and/or educational uses (i.e., black-box theater or other performance space, lecture hall, art gallery, restaurant)
- An urban plaza at the corner of Fairfax Drive and North Monroe Street
- Special architectural treatment of the building façade to reflect the community uses in the building and urban plaza
- Shared parking to serve the community facilities and the general community in off-peak hours
- Improved pedestrian circulation around the block
- Service and parking garage entrances on North Nelson Street or North Monroe Street
- Unique streetscape elements including banners, signs, streetlights, and public art
- Potential site for a new Metrorail station entrance

Building Types:

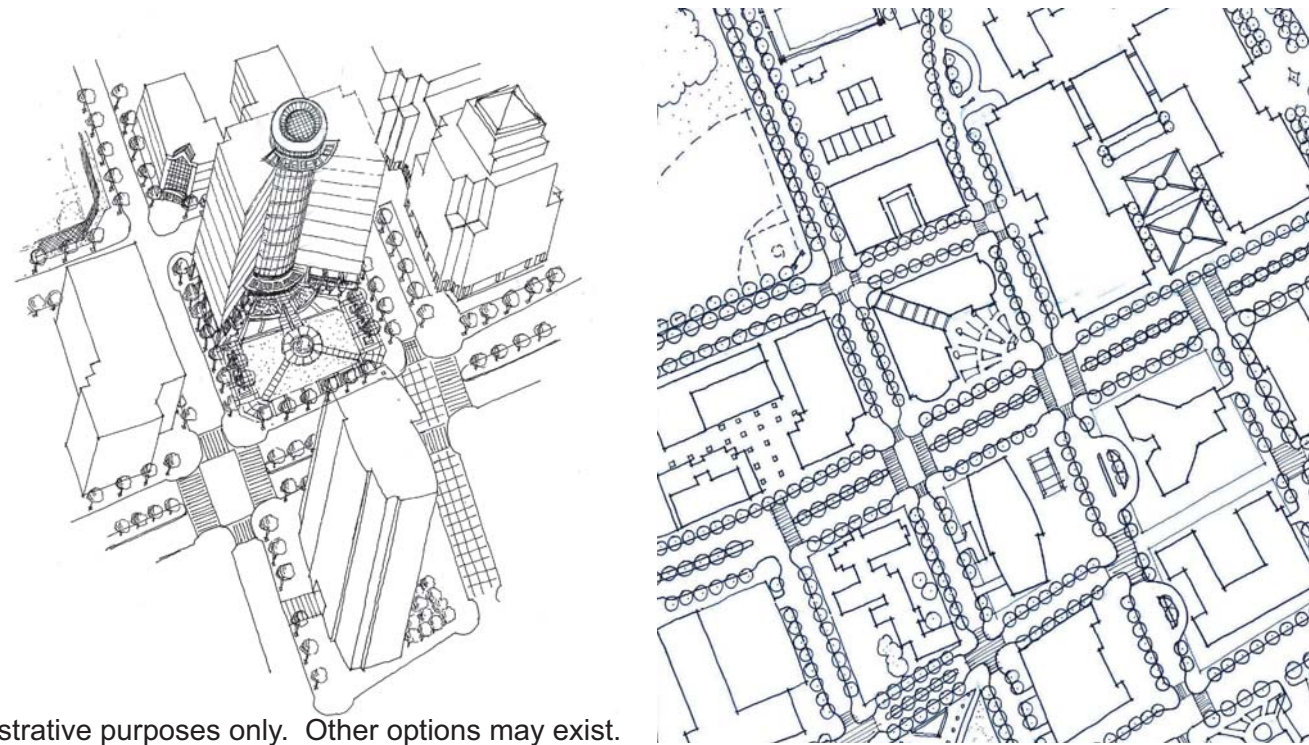
- Commercial office buildings with cultural and/or educational uses
- Civic buildings

CONCEPT PLAN



LEGEND	
	Mixed-Use with Office and Cultural/Educational 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

ILLUSTRATIONS



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 71. Other recommendations listed in the plan should be consulted during any redevelopment project undertaken at the Virginia Square site.

- Change the General Land Use Plan designation from “High” Residential to “High” Office-Apartment-Hotel to encourage development of a mixed-use building with cultural and/or educational uses as a component of the building through redevelopment. Also, add an open space symbol on the GLUP to achieve the Virginia Square plaza adjacent to the building, facing Fairfax Drive.
- 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.
- 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 Virginia Square site occurs, establish an urban plaza along Fairfax Drive to provide for a central community open space.
- 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.
- Maintain the boulevard concept for Fairfax Drive with four travel lanes, a center median, and on-street parking on both sides of the street where feasible. Install nubs, with approval from VDOT when required, at intersections to shorten the crosswalk length, particularly at North Monroe Street and North Nelson Street. Lengthen medians to the crosswalks to create a pedestrian refuge. Plant additional street trees and low vegetation in the medians to gain additional tree coverage and improve the overall appearance of this main street.
- Maintain Monroe Street as a two-lane connector road, providing north-south pedestrian and vehicular access in the central area of Virginia Square. Through redevelopment at FDIC or other nearby projects, narrow Monroe Street north of Fairfax Drive to reduce the width of crosswalks. Move the curb edge toward the centerline to accommodate two 10-foot-wide travel lanes, two 8-foot-wide parking lanes, and a left-turn lane from Monroe Street onto eastbound Fairfax Drive through redevelopment at FDIC or other nearby projects.
- In coordination with WMATA, as build-out occurs, continue to study the need and feasibility of additional entrances to the Virginia Square/GMU Metro station on the north side of Fairfax Drive. Evaluate two potential locations: 1) at the “Virginia Square” block north of the current Metro station entrance; and 2) on GMU/FDIC property near the mid-block pedestrian walkway.

RECOMMENDATIONS

- 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.
- 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.
- 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.
- Preserve and reinforce views along: 1) Fairfax Drive and Wilson Boulevard to the Olmsted Building in Clarendon and beyond; 2) North Kenmore Street to GMU plaza and commercial areas on Wilson Boulevard; and 3) North Monroe Street to the Arlington Arts Center, Metro plaza, and “Virginia Square”, as new development proceeds. Provide special architectural elements or open spaces at the termini of views to direct pedestrians and motorists.

PRECEDENTS



PRIMARY GUIDELINES

Sidewalk Widths

Street	Minimum Width
Fairfax Drive	20 feet
North Monroe Street	16 feet
North Nelson Street	14 feet
10 th Street North	14 feet

Building Requirements

Build-to Line	Behind sidewalk on all streets
Front Setbacks	10 feet behind sidewalk for permitted uses*
Side Setbacks	No requirement
Rear Setbacks	No requirement

*Permitted uses include design elements such as covered walkways, landscape plantings, building entrances, and plazas/courtyards. Plazas/courtyards may extend more than 10 feet behind the sidewalk. Appropriateness will be determined through the Special Exception Site Plan Process.

Building Height

Building heights shall not exceed 12 stories and the building should taper down toward 10th Street. An architectural embellishment may be provided and shall not exceed 25 feet beyond the average roofline elevation or cover more than 10 percent of the total roof area. The penthouse area shall not exceed 16 feet above the roofline.

Parking and Service/Loading Access

Fairfax Drive	Not Permitted
10 th Street	Not Permitted
North Monroe Street	Permitted – at least 25 feet from the intersection with Fairfax Drive
North Nelson Street	Permitted – at least 25 feet from the intersection with Fairfax Drive

Parking Spaces

Off-street parking	Required as per the Zoning Ordinance
On-street parking	Strongly encouraged along all streets

Recommended Uses

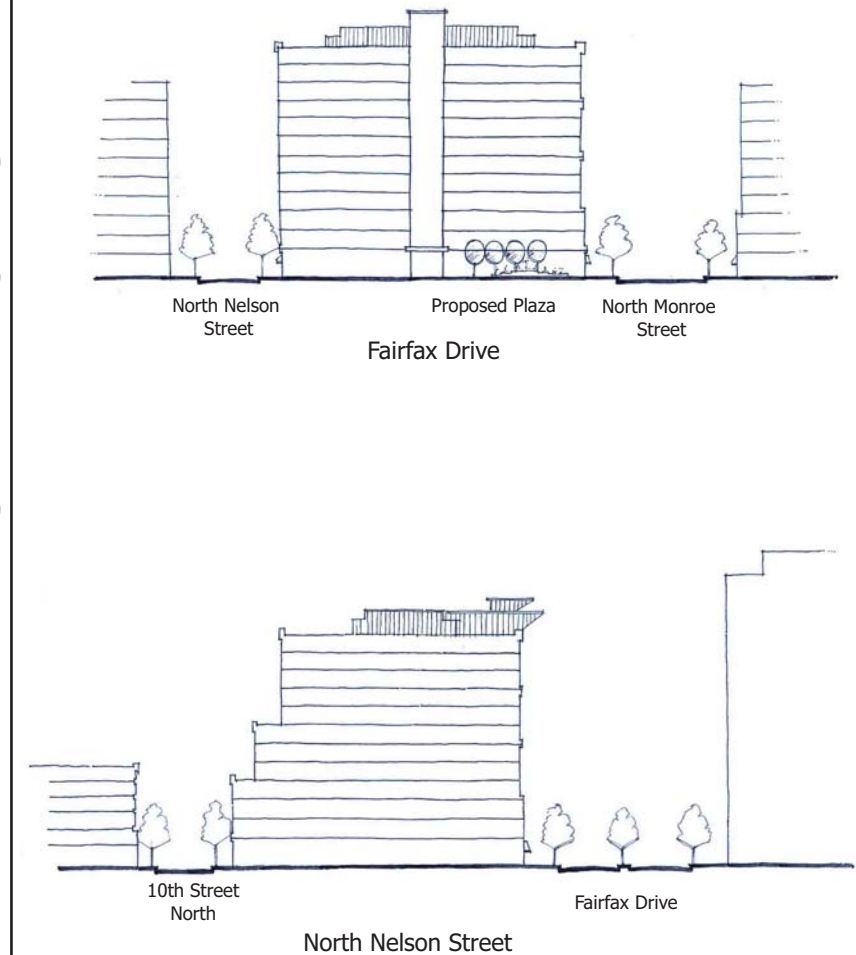
- Commercial Office or Mixed Uses with Cultural and/or Educational uses
- Street-level retail with a cultural/educational emphasis such as art galleries
- Interior pedestrian connection/atrium from the plaza toward Quincy Park
- Roof-top and terrace level restaurant
- Urban plaza facing Fairfax Drive

STREET GUIDELINES

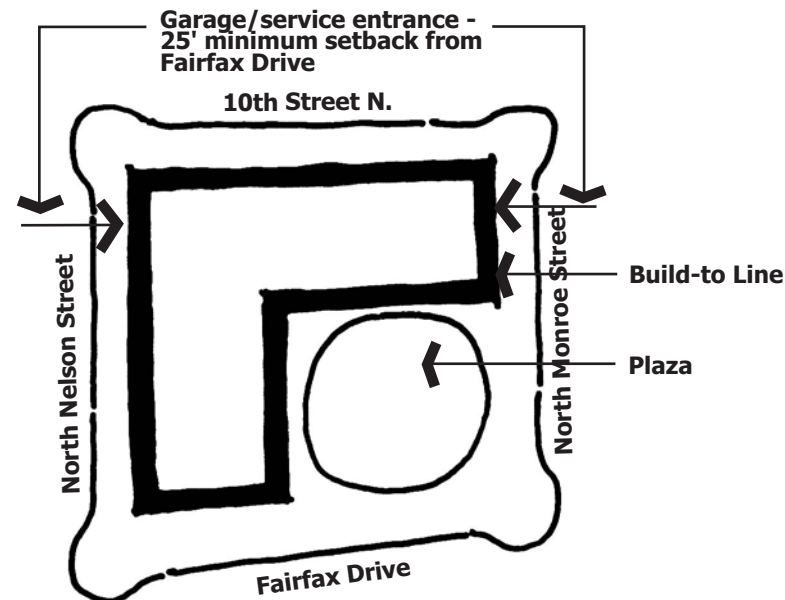
Street Character

- Fairfax Drive is a primary street in Virginia Square and should display high-quality materials and designs. Properties and rights-of-way along Fairfax Drive should offer consistent streetscape elements, including wide sidewalks, street trees, streetlights, seating. To enhance Fairfax Drive's visibility as a prominent thoroughfare anchored by the Arlington Funeral Home site and the GMU campus, unique or special elements such as public art, banners, special accent lighting, and directional signs should be considered for Fairfax Drive.
- Fairfax Drive between North Nelson Street and North Monroe Street should evoke a public and commercial character and should encourage pedestrian circulation with activating facades. North Monroe Street should similarly portray a commercial and public character.
- North Nelson Street and 10th Street should be considered secondary streets where street-level retail is optional.
- Parking garages and service areas should be located on North Nelson Street or North Monroe Street.
- Sidewalks should be designed consistent with the Streetscape Guidelines shown in the previous Area-Wide Urban Design Guidelines..

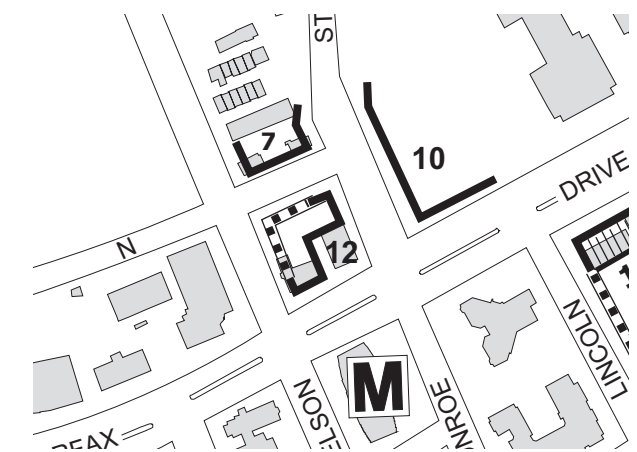
STREET FRONTAGE



SITE ORIENTATION



BUILDING HEIGHTS



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 16 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 North Monroe Street and 10th Street.
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.

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. (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.

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