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ROSSLYN COMMUNITY
A special thanks to all the members of the Rosslyn Community
(Residents, Property Owners, Workers, Business People and Others)
who participated in the development of this plan and to Rosslyn Renaissance
whose efforts are so critical in achieving this vision.
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The following addendum to the Rosslyn Transit Station Area Study is an outgrowth of the Rosslyn Renaissance Study which began in December, 1989. This effort was initiated as part of the Rosslyn to Ballston Corridor Mid-Course Review and used the recommendations of the charette team as a baseline for further study.

The Rosslyn Renaissance effort began with an intensive inventory and analysis of existing conditions (see Addendum supplement) including the retail sector, the pedestrian and vehicular circulation systems and the form and character of buildings in Rosslyn. Following the inventory and analysis phase of the study, a preliminary design plan (see addendum supplement) was prepared and a number of implementation strategies were studied. Throughout the study, staff was assisted by an informal group of residents, property owners, merchants, business owners and other interested parties; over 150 participants in all. The firms of Hyett-Palma, Inc. (retail and revitalization), JHK, Inc. (transportation) and RTKL Associates, Inc. (urban design) provided valuable assistance.

The Rosslyn Renaissance process confirmed the existence of a number of liabilities including a disjointed pedestrian system, minimal retail presence, poor connections to adjacent residential areas and an overall lack of cohesion which prevent Rosslyn from achieving its full potential as an urban center of the first class. It also identified a number of assets upon which to build including traditionally strong office and hotel markets, an outstanding location and close by residential neighborhoods.

The recommendations contained herein are intended to correct the former and take advantage of the latter.

This addendum generally confirms the goals and recommendations of the Rosslyn Transit Station Area Study. However, in those instances where differences do occur, the addendum shall be considered the definitive document.
The goal of this addendum is to build upon Rosslyn's attributes and to maximize Rosslyn's potential to become a first class urban center. The end result will be a Rosslyn which:

- Serves as a proud gateway into Arlington and the Commonwealth of Virginia.
- Is a vibrant place to live and work with ample opportunities for shopping, recreation and cultural activities.
- Is home to the regional and national headquarters of major corporations and is seen as one of the premier office locations in the country.
- Has superior architecture and is an example of the best in urban design.
- Is a place where people are comfortable with their surroundings and which serves as a great stage for human activities.

The objectives listed below constitute the principal actions necessary to achieve this vision. More than goals, they are the foundation upon which the specific recommendations found elsewhere in this addendum are based:

1. Create a "central place" which serves as the physical and social heart of Rosslyn.
2. Restructure and enhance retail, restaurant and entertainment facilities.
3. Integrate the sidewalks and skywalks into a comprehensive pedestrian circulation system which links all the major components of Rosslyn (residential, office and retail) into a unified whole.
4. Greatly improve access to the Potomac River and to nearby National Parks and Monuments both physically and visually.
5. Create a more urban form where buildings relate well to one another and to the street and exemplify good architectural and urban design practice.
6. Enhance entries from both within and without Arlington.
7. Increase opportunities for housing within the core of Rosslyn.
8. Unify and improve parks, open spaces and cultural facilities.
9. Provide an integrated system of transportation which emphasizes a multi-modal approach.
10. Expand and enhance Rosslyn's hotel resources.
11. Finally, but certainly not least, develop an office inventory which is both more cosmopolitan and more competitive in the marketplace.
figure 1

Rosslyn Vicinity Map

Metro Stations •
Metro Lines • • • •
Points of Interest •
ROSSLYN

Area Boundary
HISTORY

Thirty years ago Rosslyn was the site of pawnshops, rail yards, oil storage tanks and a variety of other retail and industrial establishments. The only buildings of note were the River Place apartments. Within ten years all this had changed. Twenty-seven major buildings were constructed in Rosslyn between 1960 and 1970. Since that time an additional 23 significant buildings have been completed.

This transformation occurred through Arlington's site plan process. This innovative zoning technique encouraged and rewarded developers for building projects compatible with the county's plan for the area. Thus, a wide assortment of improvements were made at private expense. These included the undergrounding of overhead utility wires, commitments to building the skywalk system and the construction of structured parking, among others.

ASSETS

Rosslyn possesses strengths unparalleled by any other office market in Metropolitan Washington. While other places struggle with integrating or introducing housing uses into office areas, Rosslyn has in excess of 6,000 residences within a ten minute walk of its Metro station. Over 140 retail and consumer oriented businesses occupy 350,000 square feet of space. The area's seven million square feet of office space are home to prestigious national and international companies. Rosslyn has traditionally enjoyed one of the highest office occupancy rates in the region. This is also true of the almost 2,000 hotel rooms in Rosslyn.

Rosslyn's position in both regional and national transportation networks is unexcelled. Just minutes from National Airport, the area is directly served by Metro trains and buses, I-66, Route 50 and other major highways and is near a number of bicycle paths. It has an extensive inventory of open spaces and public art works. Within the last few years, architects of national and international repute have designed buildings within the area. Lastly, it possesses tremendous views, is immediately adjacent to the Potomac River and Roosevelt Island and is the location of major national parks and landmarks.

DRAWBACKS

Despite these attributes, the lack of integration between Rosslyn's various elements and other problems prevent it from being the premiere office and residential area it can and should be. The full impact of adjacent residential development upon the livability of Rosslyn and the economic vitality of area merchants is decreased because the residential areas are not well connected physically or socially to the office core. Many of Rosslyn's original buildings are undistinguished architecturally and are nearing the end of their economic lives. There is little continuity in the street-scape with large expanses of blank walls and office towers isolated one from another. Retail establishments are scattered throughout the area and have little or no visibility from the street. The system of parks and open spaces is disjointed and provides few recreational or cultural activities. Finally, the duality of pedestrian systems, one of the hallmarks of the original plan, creates confusion for the pedestrian and disperses necessary activity over too large an area.
The conceptual plan, shown on the following page and discussed below, illustrates the physical changes necessary to achieve the objectives listed previously. The criteria and concepts contained in this section are broad in scope and are meant to define the general parameters to be considered when designing or reviewing the design of projects, public and private, in Rosslyn. More specific recommendations, when necessary, are advanced elsewhere in this addendum.

The term urban character, as used in this document, is defined as a combination of a uniform street wall (generally, a continuous line of building frontages), pedestrian oriented uses at the ground level and streetscape and transportation systems which give precedence to the pedestrian rather than the automobile.

1 The Central Place. The Central Place development will be the hub of pedestrian, retail and social activity within Rosslyn and shall be the location of the area's principal public amenities and facilities. The central place will be strongly tied to the rest of Rosslyn visually and physically but shall also be readily identifiable as a distinct entity within the area.

Moore Street will function as an extension of the open spaces at either end of the Moore-Lynn block and will be the principal pedestrian promenade in Rosslyn. It will remain open to vehicular traffic but will have a principally pedestrian orientation.

Moore Street will be terminated at its southern end by a signature building constructed on the site of the Key Building. Should redevelopment occur between 19th Street and Lee Highway, the resulting structure or structures should counterbalance the Key site development.

The location of the Metro Station will be emphasized and through-the-block access, especially from Fort Myer Drive, will be improved.

The central place will function as the hub of the revamped skywalk system.

2 Main Street. Wilson Boulevard from the Loop Road Bridge to the west and Lynn Street from Wilson Boulevard to the north will function as Rosslyn's "Main Street". As such, these streets, as defined, will be the principal pedestrian routes through Rosslyn. It is vitally important that abutting buildings achieve a high level of visual and sensory interest to the pedestrian. To that end, retail and restaurant uses shall be required on adjacent block frontages. This will also serve to concentrate retail uses in such a way that they become more visible and achieve the critical mass of shopping and dining activity necessary for economic viability.

At least 50 percent of the facades of these buildings at street level will have a window treatment which allows building interiors to be clearly visible from the street. Building entries on these blocks shall be well defined architecturally. The use of high quality building materials and the installation of public art works along these streets are actively encouraged.

Only in those cases where there are pre-existing conditions such as parking ramps or parking structures with floor to ceiling heights inadequate for retrofitting retail uses shall abutting developments be excused from this retail requirement. However, in these cases, mitigative strategies will be required. These may include the installation of public art, landscaping and enhanced sidewalk paving improvements beyond the standards set for the sector, construction of display windows for retail businesses, installation of spandrel glass or decorative metal work and/or similar techniques.

Access to parking or loading areas is not to be located on the portions of Wilson Boulevard and Lynn Street with the Main Street designation. In those cases where such access is either a pre-existing condition
ROSSLYN

Concept Plan

Skywalk Axis ↔  Connectors to Residential Areas • • • •
Major Entries  *  Parks/Cultural Facilities
River Access

figure 3
or is unavoidable because of site topography or lack of frontage on an alternative street, every effort shall be made to lessen the impact of such entrances upon the sidewalk. Possibilities include the installation and use of garage doors of a decorative character, locating trash facilities outside the view of the pedestrian or motorist, and limiting the width, number and proximity, one to another, of driveway aprons.

3 Secondary Commercial Streets. Fort Myer Drive from Wilson Boulevard to the north, 19th Street from Kent Street to Fort Myer, Oak Street from Key Boulevard to Clarendon Boulevard and Clarendon Boulevard from Wilson Boulevard to Pierce Street are to be considered secondary pedestrian routes within the office core. Building facades fronting these streets should provide visual interest to the pedestrian but do not necessarily have to maintain a retail frontage. However, other consumer oriented uses such as banks, travel agencies, medical offices, etc. are strongly encouraged. Additional techniques for providing visual interest include the use of spandrel glass, the installation of artworks or display windows and enhanced streetscape improvements. Entrances to parking and loading areas are to be avoided if at all possible. Where such facilities are unavoidable, their impact upon the streetscape is to be minimized.

4 Residential Connectors. A system of connectors to residential areas is to be established. These streets will receive enhanced lighting, wider sidewalks and a higher standard of paving and landscaping improvements than is typical in residential areas. Garage entrances and loading and trash areas are to be discouraged along these streets. Where unavoidable, the impact of such facilities should be minimized, as discussed previously in this report.

5 Intersections. All intersections within the office core will receive special treatment in order to increase pedestrian safety. Such treatment will include highly visible and decorative paver crosswalks, expanded medians where appropriate and other techniques. All redesign projects will seek to minimize the length of crosswalks or will utilize medians or other techniques in order to increase pedestrian safety.

6 Skywalks. The skywalks shall be considered an adjunct to the sidewalks which will be the principal pathway for pedestrians in Rosslyn. The purpose of the skywalk system is to connect outlying areas or those with difficult access to the central place. This system is not intended to provide connections from one side of the office core to another. Access to the skywalk system should be readily visible.

Skywalk infrastructure - the bridges, walkways and other elements of the system should make a positive architectural contribution to Rosslyn.

When possible, skywalks will be placed on the exterior of buildings and will be readily visible from the street. When skywalks are to be located within a structure they should be so designed with the safety of the user in mind. Interior skywalks will remain open between the hours of 6:00 a.m. and midnight.

7 Entries. The entries into Rosslyn from within and without the county are to be enhanced through the use of special signage, landscaping, and other techniques.

8 River and Monument Access. Visual and physical access to the river and to the National Parks and Monuments adjacent to Rosslyn should be enhanced. This includes providing view corridors and vistas in new developments along the river and Route 50, upgrading the signage and pathways at the existing access to Roosevelt Island, improv-
Street Classifications

Main Street
Secondary Commercial Street
Connector Street
ing pedestrian access over Route 50 and the construction of an esplanade along the river.

9 **Character of Buildings (New Construction).** New buildings constructed within the sector boundary shall be of an urban character with superior architectural design using first class materials. This includes providing a strong and continuous streetwall which adheres to the guidelines set forth in the paragraphs above regarding primary, secondary and neighborhood connector streets.

With the exception of those areas identified elsewhere in this addendum as sites for major plazas/open spaces (the central place and the open space sections primarily), the footprints of buildings on redevelopment sites should provide a strong and continuous building line adjacent to all streets identified as having pedestrian orientation. In those cases where the buildable site area is larger than a typical office building floorplate (20 - 25,000 square feet) a base element of at least three stories in height fully covering the buildable area is encouraged. Extensive plazas, landscaping and setbacks which push the building away from streets with a pedestrian orientation should be avoided.

Such plazas and open spaces areas as are developed shall be easily accessible to the street and should be as close to adjacent street grade as possible, provide extensive seating, be visually stimulating and include amenities such as outdoor cafes, food and vendor carts and public art. All portions of these areas should be readily visible and well lighted.

All parking should be below the lowest grade level of any abutting primary, secondary or neighborhood connecting streets. Where such development is not physically possible, the facade of the parking structure abutting said streets shall be treated in such a way as to camouflage the existence of parking and to give the impression of another use. Examples of how this may be achieved are outlined in number 2. (above). In no case should parking areas above grade be allowed to present a blank wall to the street.

10 **Character of Buildings (Renovations).** Existing buildings which are undergoing renovations or modifications should achieve as much of the urban character described above, as possible. Deficiencies common to Rosslyn's first and second generation of buildings should be corrected. These include large expanses of blank wall areas, little or no relationship with adjacent buildings, plaza areas which are difficult to access or inadequately developed and lack of articulation of entries or retail areas.

Potential approaches for addressing problem areas include additional detailing of wall areas, substituting retail space for parking where appropriate (see above), reinforcing columns in garage areas so that building footprints may be expanded, installation of public art such as murals or sculpture, and the implementation of comprehensive signage and identity programs to enhance retail visibility, among others.

11 **Retail Areas.** Retail areas within Rosslyn should be highly visible in order to enhance the viability of shopping and restaurant establishments and to introduce much needed street level activity. This visibility can be achieved in a variety of ways including storefront design, signage and awnings.

12 **Directional Signage.** A comprehensive sign package for Rosslyn should be developed. This could include locations for banners, maps and directories to orient the pedestrian to the area, enhanced roadway signage, entry signage, more visible and effective retail signage and other methods. These other strategies could include a sign overlay district which would provide for a greater
degree of flexibility and comprehensiveness than is possible under the regular sign ordinance.

The corner of 19th and Lynn Streets, a part of the future central place.
Rosslyn has a considerable inventory of urban and non-urban open space resources. Parks occupy 8 acres (7 percent) of the office core of Rosslyn. This figure is augmented by sizable plaza areas which are privately owned and maintained and by nearby federal properties along the Potomac River, Roosevelt Island, Iwo Jima Memorial and Arlington National Cemetery. Despite these resources, Rosslyn’s open space system is fragmented and lacks the impact that one would expect from the number, size and diversity of the available facilities.

There are a number of reasons why this is the case. Of the five County owned parks within the office core two, Gateway and Dark Star, are located on the periphery and are perceived as being difficult to access. Annie’s Park and Metro Park lack adequate seating or other amenities, are in shadow for much of the year and are fairly small. Crandall Mackey Park, at the intersection of Lynn and 19th Streets, is small but attracts considerable use because of the large amount of seating available. Pedestrian access to the federal parks is hampered by lack of directional signage and by the nature of the intersections one must negotiate to reach them. Many of the private plazas are grade separated from the sidewalk, are lacking in landscaping or other amenities, do not connect to neighboring plazas or have uninviting entries.

In addition to these problems, there is a severe shortage of publicly owned recreational open space or facilities within Rosslyn despite the existence of privately owned facilities developed as part of condominium projects. At present, the only available public playing fields (soccer), tennis or basketball courts are located on the periphery of the area at the Wilson School site. There are two playgrounds in the area. No other sports or recreational activities such as crafts or aerobics classes are publicly accommodated within Rosslyn. Other forms of urban recreation such as theaters, cinemas, concert halls, etc. were either never developed in Rosslyn or were closed some years ago.

Community facilities in Rosslyn are limited to a post office and the Wilson Center which offers programs for the elderly and Arlington’s limited English speaking population. While Rosslyn residents and workers are able to enjoy Arlington’s excellent educational and recreational facilities elsewhere in the County, getting to these facilities is often either inconvenient or difficult. The one nearby recreational center, Dawson Terrace, is very small and is located in a residential area which does not have a street system that could accommodate a large influx of recreational users. Nor does this center have the capacity to support additional activities.

Rosslyn does have significant public art installations, both privately and publicly owned. These include Dark Star Park, the Anna and David statue at 1525 Wilson and others. However, there is no unifying theme or plan for the installation of public art within Rosslyn.

The following recommendations address these issues:

1. Consolidate the area of Annie’s and Metro Parks into a single place as is illustrated in the Central Place design drawings. This would enhance the visibility and utility of open space within the office core.

2. Modify the skywalk system as is recommended and implement the comprehensive signage program in order to increase the accessibility of Gateway Park, Roosevelt Island, Arlington Cemetery and other open space or recreational assets.

3. As illustrated on the accompanying drawing, amend the General Land Use Plan to show the properties between the Atrium project and Quinn Street and between 18th Street and Key Boulevard as a potential open space site. This property and the concomitant partial closure of 18th Street is the most practical way to expand open space within Rosslyn.

The subsequent design and program development for the combined properties should include provisions for additional sports like soccer and volleyball, the installation of more tennis and basketball courts, a play-
ROSSLIN

Parks/Open Space/Community FAC.

Existing *

Proposed Expansion
ground and other uses appropriate to an urban park. At the same time, the possibility exists of expanding the recreational opportunities available at Wilson School. It is recognized that any redevelopment of this site must address the existence and necessary replacement of the affordable housing existing at this location.

4 Work with the National Park Service and other appropriate agencies to develop a plan for the use of the Rosslyn riverfront. Such a plan could encompass the construction of a rowing facility, expanded recreational use of open space areas including picnic areas and playfields, increased access to the riverfront, introduction of hiking and biking trails, etc. As part of this effort, the County should seek to acquire the National Park Service maintenance yard north of I-66.

5 Develop a long range plan for the use and development of the park at 16th Road and Pierce Street. This site is too steep for active recreational uses but could offer opportunities for some use beyond the current seating area. Should the opportunity occur, the County should acquire abutting properties in order to enhance the useability of this park.

6 In conjunction with the skywalk extension from Gateway Park to the Central Place, explore possible modifications to Gateway Park to increase its usefulness. By the time this event occurs, enough experience will have been gained with the assets and deficiencies of this facility to enable park planners to make suitable modifications aimed at maximizing the use of Rosslyn’s largest County park. Possibilities include expanded seating areas, construction of a exercise course for noontime and after work exercise, an ice skating rink or carousel, etc.

7 During redevelopment or renovation, increase the accessibility and attractiveness of private plazas and open spaces. Improvements could include upgraded entries, increased seating and landscaping, introduction of outdoor cafes or other eating establishments in adjacent office space and similar enhancements.

8 During redevelopment or renovation, seek to expand the availability of cultural, entertainment and recreational opportunities within Rosslyn. This could include a small (150-200 seat) performing arts facility located either along the esplanade or within the central place, construction of a movie theater, opening of a branch library, museum or other cultural institution, art galleries or indoor recreational facilities such as gyms, racquetball courts or running tracks.

9 Acquire the open space out-parcels adjacent to Route 110 and integrate them into the county’s parks and recreation system if safe access to these sites can be provided.

10 Develop a public arts master plan for Rosslyn and encourage the installation of artworks in appropriate locations.
One of Rosslyn's principal attributes is the extent and diversity of its housing stock. Increasingly, the proximity and availability of housing close to the workplace is becoming a prime consideration for companies seeking new quarters. At a time when other jurisdictions are only debating how to create housing within their office cores, Rosslyn has over 6,000 housing units within a 10 minute walk of its Metro station. In addition, the presence of a large number of nearby residents has the potential to give Rosslyn additional life during the day and evening. The ambience that such activity creates is also an influence upon leasing decisions.

Of special interest in Rosslyn is the wide variety of housing options available. Choices range from highrise, luxury apartments with panoramic views of Washington to garden apartments to townhouses. There is even a smattering of duplexes and single family homes. Rosslyn also offers a broad range of options in terms of the cost of housing. Rental units are available for low and moderate income families as well as corporate executives and for most income levels in between. Cooperative units are available for as little as $80,000 and some townhouses and apartments sell for more than $500,000. Again, a number of options exist within this range.

What Rosslyn lacks is a strong housing base within the office core. Given the character of development in the area, creation of additional housing will be difficult, but not impossible, to achieve. Few sites within Rosslyn's office core offer the potential to develop a stand-alone residential building and the Washington development community has been reluctant to develop projects which incorporate both housing and office uses in a single building. However, the site specific urban design section of this document identifies sites where redevelopment could include a housing component. It must be realized that housing development cannot be expected to take place within the office core at the expense of allowed office floor area ratio.

The principal goals for housing in Rosslyn are as follows:

1. Preserve the diversity of housing types and price ranges extant in Rosslyn.
2. Seek to expand the housing base where possible especially within the office core.
Colonial Terrace
- mixed density housing
- likely to redevelop

Highgate
- rowhouses (luxury)
  under construction

London House & Normandy House
- luxury apartments

Colonial Village
- historic garden apartments

Medium high density condos
  (mostly)

Rosslyn
- rowhouses

Fort Myer Heights
- varied housing types and income levels

Rosslyn

Housing

Indicates Higher Density Redevelopment
Rosslyn’s hotels make a valuable contribution to the economic and social vitality of the area. They not only generate considerable pedestrian traffic and customers for Rosslyn’s shops and restaurants, but they are also an important amenity for Rosslyn’s corporate and governmental office tenants. At present Rosslyn has 1,654 hotel rooms in six facilities with another 162 rooms under construction. There are also 376 rooms which have been approved by site plan in two separate projects, 1629 Oak Street and as part of the Palisades development. As is the case with housing, the hotel market in Rosslyn offers a wide diversity of options in terms of both price and type of facility. The overall occupancy rate in the area is 80%, substantially higher than the national average of 63% and the overall Arlington average of 74%.

Despite the evident strengths in this market segment, there are areas for concern or potential improvement. Rosslyn lacks a premiere, flagship hotel similar to the Ritz-Carlton in Pentagon City. This deficiency undermines the area’s ability to attract some meetings and guests and prevents Rosslyn from offering a full range of hotel and meeting options. While there are 37,000 square feet of meeting space associated with Rosslyn hotels, no single facility exceeds 16,500 square feet in area. Available meeting rooms are of limited capacity. This combination severely impacts Rosslyn’s ability to attract convention business or to meet the potential meeting and seminar space needs of area corporations. Rosslyn completely lacks a full service hotel/convention facility which can host trade shows, exhibitions and overflow events from the Washington Convention Center. Discussions with event operators and convention planners indicate that a substantial market exists for a convention/exhibition facility in Rosslyn.

The principal objectives for hotels in Rosslyn are as follows:

1. Continue to provide a range of cost and location options for the business and vacation traveler.

2. Encourage the development of a premiere hotel within easy walking distance of the Metro Station.

3. Seek to expand or development Rosslyn’s convention and meeting resources.
Rosslyn is the beneficiary of the best location of any major office center within the Washington metropolitan area's transportation network. Every principal highway which serves the region passes through Rosslyn or can be reached within minutes. Half of the six bridges which connect the District and Maryland to Northern Virginia terminate either within Rosslyn or very close by. The area is a transfer point for two Metro subway lines, the Orange and the Blue, and is served by four bus routes. National Airport is no more than five minutes away by subway or automobile. Rosslyn is also adjacent to major bike trails.

Thanks to the vision of Rosslyn's early planners and to the success the County has achieved in realizing that vision, Rosslyn has fewer traffic problems than any comparably sized office area in the region. In fact, one of the most frequently leveled criticisms of Rosslyn is that it is too automobile oriented. The JHK and Associates, Inc. transportation study, conducted as part of the Rosslyn Renaissance process, indicated that traffic congestion problems are principally limited to two locations; the Lee Highway intersections at the south end of Key Bridge and the left turn lane from Wilson Boulevard onto Lynn Street. Both of these conditions are attributable more to through traffic having difficulties crossing into the District than to intra-Rosslyn motorists.

The JHK study also indicated that the completion of the Loop Road Bridge would significantly reduce traffic problems at key intersections in Rosslyn. When this portion of the transportation system becomes operational, it is anticipated that only the intersection of Lee Highway and Lynn Street would continue to experience major traffic congestion and then only during the morning rush hour.

It was originally envisioned that the Loop Road would primarily be used by through traffic. However, it now appears that the Loop Road will be of more use to local, Rosslyn traffic. If some of the eastbound traffic on Wilson Boulevard can be diverted to the Loop Road and thence to Lynn Street, benefits will be felt at the Wilson Boulevard and Lynn Street intersection.

The following changes in parking and traffic systems in Rosslyn are proposed:

1. Continue the two-way street pattern on Nash Street from Fort Myer Drive to Wilson Boulevard when the Loop Road is complete and other sections operate one-way. This change would eliminate the negative impacts upon the accessibility and functions of adjacent buildings that the implementation of the full one-way traffic pattern would bring about.

2. In light of the completion of the Loop Road Bridge and the concomitant changes to the one-way street pattern, the cross section of Lynn Street should be narrowed by at least the width of one lane. The sidewalk space thus captured should be added to the west side of the street. This would create additional area for streetscape improvements and would potentially expand the buildable area of the central place. It would also create a more human scaled street, thus improving Rosslyn's image.

3. The street cross section of Wilson Boulevard from Fort Myer Drive to the 1525 Wilson project should be narrowed in order to accommodate additional sidewalk width. In addition, the skywalk bridge between the AM and Art Associates Buildings should be razed. This would eliminate a support pier which severely constrains pedestrian movement. As this bridge is not integrated into the remainder of the skywalk system and is seldom used, its demolition would have little impact upon the remainder of the system.

4. One lane on Fort Myer Drive should be eliminated on the west side of the street south of the 19th Street intersection. Should redevelopment or extensive renovations occur, every effort should be made to increase the sidewalk space adjacent to the Metrocenter Building. This is one of the principal pedestrian routes to the Rosslyn metro station. The current sidewalk width is inadequate for the level of pedestrian traffic generated and no space is available for streetscape amenities.
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One-Way Street System
Transportation System

Metro Station *

Bus Route ---

Bike Path ············
5 Fort Myer Drive and Lynn Street should be restriped so that each contains a 14 foot, shared bicycle lane.

6 The right turn lanes from Nash Street northbound onto Wilson Boulevard westbound should be narrowed and the current yield sign replaced by a stop sign.

Marine Corps Marathon participants head towards Iwo Jima Memorial for the start of the race.
Surveys of residents and workers, interviews with parking operators, the long term stability of rates, comments received by the Planning division and observations over the past year indicate that the principal parking problems in Rosslyn are lack of available spaces in the residential areas and a deficiency of limited term parking within the office core.

The shortage of limited term parking places may be more a perceived than actual problem. The availability of on-street parking spaces, the most visible short term parking alternative, is restricted due to the configuration of Rosslyn's streets and the plethora of garage entrances and loading areas. However, there are 275 such spaces within the Rosslyn area. Surface lots, which typically supplement on-street parking, are nonexistent in Rosslyn. A number of garages do make some provision for short term parking but the lack of signing or other visual cues indicating the existence of such spaces and a seemingly high price deter the average motorist from using these facilities. The net result is that while short term spaces are available they may not be as convenient, accessible or inexpensive as one might like.

The perceived deficiency in short term parking has several consequences. First, it deters the casual visitor from patronizing Rosslyn's shops and restaurants. This is true even during evening hours because few parking garages remain open after office hours. Secondly, it creates difficulties for clients of Rosslyn office tenants. This impacts not only the existing businesses but also can be detrimental to efforts to recruit new office tenants.

The residential parking problem occurs for a number of reasons. First, it appears the required parking ratio of roughly one space per unit does not account for either visitor parking or the number of households which possess more than one automobile. Secondly, on-street parking is limited in terms of the number of spaces, by rush hour and other time restrictions and by the existence of residential parking permit zones which severely limit visitor parking opportunities. An additional reason may be that the expectations of parking availability on the part of residents is at odds with the realities of urban neighborhoods.

Because of the number and high occupancy of Rosslyn's hotels, there is considerable demand for tour bus parking within the area. At present there is no area specifically set aside for bus parking. The result has been that needed on-street spaces are often taken up by busses or that busses park in locations which are inappropriate because of impacts upon traffic or pedestrians.

Following are the Addendum's recommendations concerning parking:

1. A comprehensive signagc system for commercial parking within Rosslyn should be developed and implemented. Such a system would direct the motorist to available parking, both long and short term.

2. A parking availability study should be undertaken to determine the optimum ratio of parking for commercial and residential uses in Rosslyn.

3. An increased number of parking spaces in office building garages should be made available to residents and shoppers.

4. A designated tour bus parking area should be created. This could occur either as part of a redevelopment project or along a street such as Nash where pedestrian activity is not encouraged.

5. If feasible, parking should be constructed under the southern plaza of the Central Place. Such parking should be available to the general public for short term use. Access should be from Lynn Street with at-grade retail development.
A fully developed streetscape with attractive sidewalk paving, street trees at close intervals, street furniture and other elements, is one of the principal contributors to the image and livability of urban areas. One of the major omissions of the original Rosslyn plan was the failure to mandate streetscape improvements as a standard site plan condition. The resultant lack of street trees and other amenities, despite subsequent County and developer efforts, is one of the principal reasons Rosslyn has been perceived as being cold and uninviting.

These guidelines provide direction for the development or improvement of streetscape elements which may occur on a number of different sites or locations throughout Rosslyn. In some cases, more specific or stringent guidelines governing one or more of these improvement types may have been developed for particular sites. In that event, the site specific guidelines shall have precedence.

The following recommendations, which add to or modify those set forth in the R-B (Rosslyn to Ballston) Corridor Streetscape Standards are intended to provide guidance to efforts to rectify this situation. These recommendations establish a base level of improvements. The installation of upgraded materials such as granite pavers, patterned sidewalk paving, additional tree plantings and other improvements is encouraged as long as the enhancements, unless used to specifically demarcate a building entry, extend for at least half the length of a block and that they meet the County's standards for maintenance and safety.

**Commercial and High Density Residential Areas**

1. The standard sidewalk width shall be 16 feet on Wilson Boulevard, Lynn Street, Fort Myer Drive and 19th Street. The standard width shall be 14 feet on all other streets.

2. Additional pedestrian level lighting should be installed. Such lighting should be an adjunct to the boulevard lighting already in place.

3. The possibility of using a type of pole and fixture, unique within the county, in the Rosslyn area should be explored. The standard could be a box section pole and "shoe box" fixture, both painted brown. This type of lighting design is unobtrusive and will work well with the disparate architectural styles in the area.

4. The boulevard lighting and traffic signal arrays should also be converted to a similar standard and fixture as for the pedestrian lighting.

5. Paver crosswalks at least 12 feet in width shall be installed at all signalized intersections. The pavers shall be installed in highly visible patterns using two or more colors. All crosswalks at a given intersection shall use the same patterns and colors. However, it is not necessary that all crosswalks within Rosslyn be identical.

6. Street trees shall be planted at intervals no more than 30 feet on center and shall have a minimum caliper of 3 1/2 inches. In those cases where a pre-existing condition such as an underlying parking structure precludes the installation of trees, then other vertical elements such as sculpture, banners (if part of an approved signage program) and flagpoles, etc. or planters with low trees or shrubs shall be substituted.

7. Large expanses of pavers unrelieved by variations in pattern and color are to be avoided. At a minimum, tree wells and the back of curb are to be specially delineated.

8. Trash receptacles are to be installed at a minimum of every 150 feet. This distance shall be reduced to 75 feet on Wilson Boulevard and Lynn Street because of the retail nature of those streets. The Clarendon standard trash receptacle shall be used. Trash receptacles shall also be installed outside all fast food restaurants, groceries and delis and adjacent to all bus stops.

9. A standard newspaper rack shall be selected
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Streetscape Classifications

Commercial and High Density Residential (16' Sidewalk)
Commercial and High Density Residential (14' Sidewalk)
Neighborhood Connector

Note: Moore street is addressed in the central place section.
developed governing the placement of such facilities so that they do not impede or pose hazards to the pedestrian.

1 Neighborhood Connector Streets
The lighting standards and fixtures for these streets shall be the same as for the commercial areas. The standard width shall be that called for in the R-B Corridor Streetscape Standards unless otherwise noted. No planting strip shall be installed.

The standards for the remaining streets are not changed.

Looking north on Lynn Street between Wilson and 19th.
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Skywalks

Major Entries
Principal Axis
Secondary Linkage
Rosslyn has had, and will continue to have, a duality of pedestrian systems; sidewalk and skywalk. Because of existing development patterns, security concerns and the desire to promote and reinforce retail activity at the street level, it is recommended that the sidewalk should be the principal pedestrian artery in Rosslyn. However, the skywalks have a valuable role to play in that they are the most effective means of connecting those sections of the area which are separated from the center by topography, street layout or other impediments.

As envisioned in this addendum to the Rosslyn Station Area Plan, three principal axes created by making selected extensions upon the existing skywalk system will be used to integrate Gateway Park, the developments on the eastern riverfront and the western end of Wilson Boulevard. A secondary system, built upon existing infrastructure, will occur at the northern end of the area. The following design guidelines provide direction for the development or improvement of facilities which may occur on a number of different sites or locations throughout Rosslyn. In some cases, more specific or stringent guidelines governing one or more of these improvement types have been developed for particular sites. In that event, the site specific guidelines shall have precedence.

1 Skywalks should make a design contribution to Rosslyn. This is most possible in the architectural and decorative treatment of the bridges. These structures have considerable potential for defining entries into Rosslyn and for providing landmarks. It is not necessary that each bridge be identical, but the creation of elements common to all is desirable.

2 The walkways should occur on the exterior of buildings and should have a separate, but compatible, identity from the buildings they serve. Skywalk pedestrians should be clearly visible from nearby streets and sidewalks.

3 Entries should be clearly visible and wheelchair accessible. Escalators or elevators, if necessary, should be located at all entries. Where entries to the system do occur in buildings, the building should be so designed that access to the skywalk can be provided at all hours.

4 Maps should be placed at all entries and at other key locations throughout the system. These maps should highlight major buildings and retail concentrations as well as public facilities and amenities.

5 The skywalks should be well lighted and maintained.

6 Skywalks may be partially enclosed provided that such enclosure does not constitute an interruption of views into or out of Rosslyn, that the proper and continuous maintenance of the enclosure is assured at other than County expense and that the skywalk not be totally enclosed or climate controlled. The exception shall be those remaining portions of the skywalk which pass through buildings.
For a variety of reasons including the duality of pedestrian systems, absence of landmarks and the one-way street systems, Rosslyn is a difficult place for the motorist or pedestrian to navigate. In addition, there is an overall lack of visibility for amenities or ancillary businesses such as retail, restaurants or service commercial as well as for public facilities like parks and transportation. To correct this deficiency, a comprehensive "way finding" system should be designed and implemented for Rosslyn.

The components of such a strategy should be as follows:

1. **A system of area directories which would be similar to those found in shopping centers.** The directories would consist of a map which orients the viewer to major attractions in the area, retail concentrations, landmarks, open space, principal buildings, transportation access points and other pertinent information. This map should be easily understood. The directories should have an eye catching design and should be located at the Metro station, principal pedestrian entries, the entrances to skywalks, and other places where people congregate.

2. **Improved street signage.** This comprehensive program would include not only improved street name signs but, also, directional information to major facilities and points of interest such as Arlington Cemetery, the Metro station and Georgetown, and to principal roadways such as Route 50, Lee Highway and the George Washington Parkway.

3. **Additional parking signage.** Despite the large number of garage entrances and parking facilities in Rosslyn, there is a perceived lack of visibility for these facilities. A comprehensive system of directional and facility signage for parking should be implemented in Rosslyn. This will be especially necessary if efforts to remove garage entrances from major streets is successful. Improved signage should also help maximize the use of existing short term parking spaces by directing users to available off-street parking.
In developing this addendum to the Rosslyn Transit Station Area Study certain sites or areas were identified as being of critical importance to the future development of Rosslyn either because of their redevelopment potential, their location or their function within the Rosslyn area. The following guidelines have been developed in order to more clearly define how these sites should be integrated into the fabric of Rosslyn and to provide a more specific set of criteria for developing and reviewing future developments or improvements.

CENTRAL PLACE

One of the critical issues in Rosslyn is the fragmented character of the various elements within the overall area. The principal function of the central place is to bind together Rosslyn's subcomponents into a cohesive whole. To do this, the central place must be forceful in its execution and readily identifiable as an unique place. It must also be full of life and vigor in order to dispel Rosslyn's image as a cold and heartless place.

The criteria which follow define the physical and functional features necessary for these goals to be accomplished. No priority should be implied by the order of these elements. The successful accomplishment of each is critical to the success of the whole.

1. General Description

The central place is to be the hub of pedestrian and retail activity within the Rosslyn Metro Station area. It will have an unique character to its architecture and streetscape design. Moore Street will form the spine of the area and will be the center of most activity. The view to the south will be terminated by a signature building on the site of the existing Key Building. The central place will be strongly tied to the rest of Rosslyn both physically and visually at the ground and skywalk levels. The three principal legs of the revamped skywalk system will come together in the central place and will be treated as major urban design features.

Consolidation of the sites of the CACI building and the Virginia Power substation is to be encouraged. The existing structures should be replaced by new buildings which use similar architectural elements, possibly sharing a common lobby area. Consolidation should also occur on the block between Lynn and Moore Streets. Redevelopment on this block should follow the model set forth in the accompanying concept drawings i.e.; a central office building anchored at either end with parks/plazas which have a strong diagonal orientation, a glass enclosed structure similar to the Harborplace development in Baltimore housing retailing uses. This structure should serve as a termination point for the skywalk system and it should contain a minimum of two levels of retail space extending throughout the building.

2 Boundaries and Site Conditions

The area of the central place shall be bounded on the north by 19th Street, on the south by the Loop Road, on the east by Lynn Street and on the west by Fort Myer Drive.

The Virginia Power substation should be either relocated out of the core of Rosslyn or otherwise removed from its present above ground location. As currently used this property has no residual development rights and constitutes a dead space in a critical location.

Moore Street is to remain open to vehicular traffic but the existing curb alignments should not be retained.

No new access points to loading or parking areas are to be created on Moore Street or Wilson Boulevard and those existing are to be reduced or eliminated as redevelopment occurs.

3 Architectural Criteria

In order to avoid a canyon effect on Moore Street, give the necessary emphasis to the focal building and provide the best relation-
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Central Place Concept

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Central Place Plan

ship between the width of the street and the height of the adjacent structures, buildings other than the focal building should be limited to the height of 12 stories.

The focal building, on the site of the Key Building, should be of sufficient height to achieve the visual mass necessary to anchor the central place composition.

The focal building should be of such a character that it serves as a landmark not only within the central place but within Rosslyn as a whole.

The top of the focal building should have a sculptural quality.

Buildings other than the focal building are to have a cornice line or other horizontal architectural feature which defines the top of the building.

All buildings should have a common architectural theme, one which would be adaptable to any refacing of the Rosslyn Metro Center. This can be achieved by using similar building materials, spacing of windows and other openings, decorative motifs and other repetitive elements. These recommendations are not meant to mandate a particular architectural style but, rather, to suggest how the buildings should relate one to another.

In general, all buildings should have an identifiable base, middle and top. This can be accomplished through changes in materials, introduction of cornice lines, differences in window sizes and placement and other techniques. In no case shall the base element of the composition be less than two stories in height on any facade. Again, this recommendation is not meant to mandate a particular architectural style but set the conditions whereby the buildings must relate strongly.

4 Metro

The cavern-like quality of the Metro station should be eliminated. This can be accomplished through increased lighting levels, introduction of natural light, a more attractive finish to walls and ceilings and the use of art or other decorative devices. Some redesign of the station should be considered when system refurbishment occurs.

The existing entrance on Moore Street should be improved. The expanse of empty space between the two actual entry points constitutes a major gap in the streetscape. A screening wall, art work or other device which rectifies this problem should be installed. At the same time the actual entrances should receive architectural treatments which call attention to their location and which make attractive additions to the streetscape.

The Fort Myer Drive access to the station should be made safer, more visible and more attractive. This can be accomplished through increased lighting, expansion of the existing stairwell, use of more attractive materials, changes to the facade of the building which, architecturally, provide emphasis to the entrance’s location and a higher level of design quality.

The current location of the bus alley between Moore and Lynn Streets effectively precludes the creation of the winter garden and retail/restaurant pavilion, key pieces in the central place concept. Therefore, another method for handling bus movements should be implemented with redevelopment. Alternatives to be considered include relocating the current bus alley further north, developing a busses only turnaround across Moore Street from the Metro station entry and creating a new bus access from Fort Myer Drive to Moore Street on the CACI site.

Better accommodation of bus passengers should be made by providing improved waiting areas with better weather protection, better seating, etc. Such facilities should be sited in such a way as to not impede the flow of pedestrian traffic on Moore Street.
figure 14

Central Place Perspective

5 Skywalks

The three main skywalk axes should have dramatic termination points in the central place. These should be designed to entice the pedestrian to the ground level and to facilitate easy access to the skywalk level for those persons leaving the area.

The skywalk connection across Moore Street should be considerably upgraded, visually and physically.

6 Open Space/Public Facilities

A principal public space, equal or greater in area to that of Annie's Park and Metro Park combined, shall be incorporated into the central place at the location shown on the concept plan. This would allow the existing sites of these parks to be incorporated into the development shown on the accompanying drawings.

The design of this park should provide for year round activities. These might include a library, performance space, public meeting rooms, outdoor cafes or an indoor recreation facility.

A portion of the public space (not to exceed 50%) may be enclosed to accommodate such public facilities as a library, arboretum or other uses which contribute to the livability of Rosslyn such as cafes and retail.

The principal grade of the plaza should be that of Moore Street. Depending on the design, this opens the possibility of providing retail frontage on Lynn Street and public parking below.

Direct access to the plaza from Lynn Street should be provided. As shown in the accompanying sketch plan, this would be accomplished through the creation of a diagonal axis from the Lynn/Wilson intersection to Moore Street. This axis could take the form of a formal stair ala the Spanish Steps or Meridian Hill Park and could incorporate water as a design element. Whatever the final design, this access should be of sufficient width to allow four persons to walk comfortably abreast.

As feasible, parking should be constructed under the southern plaza of the central place. Such parking should be available to the general public for short term use. Access should be from Lynn Street with at-grade retail development.

7 Streetscape (Note: Moore Street is addressed separately)

Sidewalks should be a minimum of 16 feet in width and should be an enhanced version of the sector plan standard using higher quality materials, paving patterns, etc.

All reasonable efforts should be made to widen the Fort Myer Drive sidewalk adjacent to the Metro Center building.

The overall effect of streetscape improvements should be to lend the central space a special identity and to act as a unifying element.

Crandall Mackey Park should be retained.

8 Retail

Retail, restaurant and consumer services should occupy 100 percent of the net leasable area of all ground floors within the central place boundary.

At least 50% of this area should be occupied by traditional retail uses such as clothing, drug and book stores, shoe stores, newsstands, restaurants, toy or hobby shops, jewelry stores, etc.

A minimum of 250,000 square feet of retail and restaurant space should be provided as recommended in the Hyett-Palma Study. This is a net increase of approximately 145,000 square feet above that currently existing within the central place boundary and represents a threshold level of development necessary to maintain a viable retail facility.
Entrances to and the existence of upper level retail space should be clearly visible from adjacent streets and skywalks.

All building frontages, regardless of grade level, should present a retail image at ground level. This is an adjunct to the recommendations listed in nos. 1 and 2 in the urban design concepts section. In addition, each ground floor storefront should have its own access from the street.

9 Moore Street

Moore Street should be Rosslyn's principal shopping street and the hub of pedestrian activity. The improvements necessary to bring this about include the narrowing of travel lanes, widening of sidewalks, special paving along and in the street, street furniture, lighting and other amenities.

While vehicle use should continue, the pedestrian should clearly take precedence over the automobile. The roadway itself should receive an upgraded pavement material such as cobblestones, pavers or brick.

The material and pattern chosen should be extended to all crosswalks entering the central place. Some of these elements should be extended into Wilson Boulevard within the central place boundary.

10 Hotel/Residential

The introduction of hotel or residential uses into the central place is a desirable component of any project in the area.

If a hotel or residential component is included in the central place it may be located in either a stand-alone building or be incorporated into a mixed use project.

Hotel and residential buildings should maintain ground floor retail or restaurant frontage.

REDEVELOPMENT SITE GUIDELINES

During the course of the inventory and analysis and the urban design evaluation phases of this study, a number of sites were identified where total redevelopment is likely to occur. Criteria used to make this determination included the age of the structure, whether the site was under the allowable F.A.R., location, discussions with building owners and other information.

The economic, aesthetic and contextual success of projects on these sites is critical to the success of Rosslyn's revitalization. In order to insure this success, design objectives have been identified for each site. The following site specific design criteria are meant to supplement the design recommendations found elsewhere in this document. When evaluating individual projects, the standards set forth in this section shall take precedence over the more general recommendations advanced in this addendum.

1 Site A (The Pomponio Buildings at 19th and Lynn Streets)

This site is a key image maker for Rosslyn. Its location is one of the most highly visible from the District. It is part of one of the area's key entry/exit spaces. It serves as the terminus for Lynn Street and as a counterbalance for the Crandall Mackey Park open space. It also presents one of Rosslyn's best opportunities for creating visual access to the riverfront.

Because of this site's large buildable area, it affords an excellent opportunity to incorporate a stand-alone residential building into any redevelopment project. In any case, a mixed office, commercial and residential project is strongly encouraged on this block.

Following are the elements necessary for a successful design on this site:

A strong edge must be created at the corner of 19th and Lynn Streets in order to
Site Specific Guidelines
Site "A"
successfully counterbalance and give definition to the open space in Crandall Mackey Park and to the intersection as a whole.

The axis established in Crandall Mackey Park which leads to the river must be continued through this site. This opening through the site could possibly be enclosed, but the space thus created must be publicly accessible and should maintain an obvious visual link between Crandall Mackey and the District.

Open spaces and plazas which provide public access or views of the river and Washington skyline are encouraged at all levels of the project. When such spaces occur either above or below grade their access points shall be readily visible, easily used and maintain a visual relationship with the street. Restaurants, entertainment facilities and other activity generating uses should be located adjacent to such spaces.

 Provision must be made for a walkway along the river as described in the esplanade section of this document. Such a feature must be an integral part of the project’s site design. A well defined, highly visible entrance for the esplanade must be provided at the ground level from Lynn Street and should be separate from other entry areas into the project in order to maintain the public identity of the esplanade. Additional access points from the project are encouraged. Restaurants, entertainment facilities and other activity generating uses should be located along the esplanade or other places with river views.

The height, scale, massing, materials and overall design quality of the project should result in a landmark presence on the Rosslyn skyline as viewed from Washington. Of equal importance is the quality of the facades which orient to the Rosslyn core.

2 Site B (Rosslyn Building South)

The most important objective on this site is to take advantage of the limited opportunity to provide a visual counterbalance to the focal building at the opposite end of Moore Street. It is important to reinforce the streetwall along both Fort Myer Drive and 19th Street and to give additional definition to Crandall Mackey Park by providing a strong architectural edge at the corner at 19th and Moore Streets, the southeast corner of the site. This intersection is also identified as a terminus for the skywalk link to Gateway Park. This feature must be provided and must meet the criteria for skywalk termini set forth elsewhere in this document.

3 Site B/C (The blocks bounded by 19th Street, Lee Highway, Fort Myer Drive and Lynn Street)

Only one portion of this site (site B) fully meets the criteria used to determine redevelopment probability. However, the site’s potential for greatly contributing to the renaissance of Rosslyn is such that preparing guidelines which could generate interest in redevelopment was warranted.

These potentials include:

The possibility of providing an effective counterbalance to the focal building in the central place thereby creating a much more complete urban design composition.

A much improved skyline and, therefore, image for Rosslyn. This is especially true if sites A and D also redevelop. By the same token, the northern gateway for Rosslyn and the County could become one of the most spectacular in the region.

The mini-loop road, the system of reverse flow lanes around these two blocks could be eliminated. The space thus gained could be used partially for additional sidewalk width and to provide additional buildable area. The end result would be a more attractive streetscape.
SKYLINE CONNECTION AREA AVAILABLE FOR BUILDING OR LANDSCAPING IF MINI-LOOP IS LOST

VISUAL AXIS FROM CENTRAL PLACE TO GATEWAY PARK ALSO SKYWALK EXTENSION

VISUAL COUNTER POINT TO KEY BUILDING & SKYWALK ENTRY

Site "B/C"

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with reduced emphasis on the automobile and better spatial relationships block to block.

The creation of additional housing in the core of Rosslyn.

In large part, the design guidelines for this site are the same as those for adjacent areas. The southern portion of the site should conform to the criteria established for the focal building and that portion of Wilson Boulevard within the central place boundary. The principal difference is that accommodation must be made for through block access to Gateway Park.

Moore Street may be bridged over. However, bridged or not, a visual relationship between the central place and Gateway must be maintained. The skywalk terminus which is called for elsewhere in this document will continue to be a major part of the project.

The standards for the riverfront facades and for the overall character of the project as viewed from the District which are recommended for Site A are equally applicable to this site. The potential exists for creating additional green space to complement Gateway Park should the Lee Highway frontage road be abandoned or modified.

Strong streetwalls should be established on all adjacent streets with the possible exception of Lee Highway and then only if significant open space is achieved.

It is conceivable that only the block between Fort Myer and Lynn Street will be redeveloped. If this is the case, the RCA Building should still be included in the project and should undergo renovations sufficient to accomplish the goals set forth for this site.

4 Site D (the Westpark and Holiday Inn buildings)

The consolidation of all the public and private lands on this block would result in one of the largest land assemblages in Rosslyn.

Such a consolidation opens the door for a redevelopment project of sufficient size and scope to markedly impact all of Rosslyn. The potential benefits of such a project include:

- creation of the major entry statement called for elsewhere in this plan; significant expansion and upgrading of Rosslyn's hotel inventory; the creation of a conference center or similar, hotel related facility; introduction of additional housing into the core of Rosslyn; an improved skyline and image for Rosslyn, especially if redevelopment also occurs on blocks A-C and; an improved transition between high and medium density residential areas.

The overall concept for the assembled properties should be an integrated hotel/high density housing development incorporating a variety of amenities for both the hotel and residential user. The architecture for the site should, through the use of similar materials, details and other elements, provide a cohesive appearance as opposed to having distinctly different identities for each component.

Specific recommendations for the redevelopment of this site include the following:

- The northern portion of the site should be so designed that it establishes a sense of entry into Rosslyn. This could be accomplished in a number of ways including building siting, public art, signage, landscaping or any combination thereof.

- The principal access to parking and loading facilities should be from Nash Street. Through traffic movements on Nash Street should be minimized. A limited number of curb cuts may be allowed on Fort Myer Drive for passenger loading and drop-off purposes provided that disruptions to the streetscape are minimized.

- Substantial landscape screening should
figure 18

LEE HIGHWAY

ENTRY DEFINITION & SKYLINE PRESENCE IN THIS AREA

PARKING & LOADING FROM NASH THROUGH TRAFFIC TO BE MINIMIZED

SUBSTANTIAL LANDSCAPE SCREENING BUILDING MASS SET BACK FROM NASH

THROUGH BLOCK PEDESTRIAN ACCESS

MINIMAL CURB CUTS ON FORT MYER

POWERFUL ARCHITECTURAL FEATURE

ROSSLYN

Site "D"
be installed along Nash Street. The mass of the buildings should be set back from this street in order to minimize the visual impact of the project upon adjacent, lower density residential areas.

A through block pedestrian access on line with the Colonial Terrace stairway should be incorporated into the project. This access could either be a formal stair or linear park, a part of a common lobby, or an extension of the skywalk. A visually powerful architectural feature should be incorporated into the southeast corner of the site in order to give additional spatial definition to the intersection.

5 Site E (The Garden Apartments on Oak Street between Key Boulevard and 18th Street)

This site offers an excellent opportunity to expand Rosslyn's housing base in an area immediately adjacent to the office core. However, the diversity of building types and uses abutting this location means that the successful project must meet a number of specific design objectives. Visual or other intrusions upon the lower density residential properties to the north must be avoided. The existence of the Atrium complex likewise dictates a design which minimizes the impact of new construction upon that building. The office development to the south and east have established relatively strong street walls which must be reflected in the Oak Street frontage. Lastly, this site is abutted by two streets designated in the plan as pedestrian connectors, Oak Street and Key Boulevard, and appropriate measures must be taken to ensure that these streets are safe and pleasant for the pedestrian.

In order to accomplish these objectives, the following recommendations are made:

The principal mass of the structure should be located along Oak Street with tapering towards the western and northern positions of the site. A continuous street wall of retail or service office uses (doctors, accountants, travel agencies, etc.) should be established along Oak Street.

The principal access to parking and loading areas should be from 18th Street with the exception of passenger loading and drop-off areas.

This site is being considered for designation as a Special Affordable Housing Preservation District. In addition to the guidelines listed above, redevelopment on this site must also adhere to the rules and regulations pertaining to that designation.

6 Site F (The Ames Building, Church and Exxon Site)

This block, of which Site F is the major portion, is critical in defining the developmental frame for the central place. At present the Fort Myer Drive frontage of the block is characterized by expanses of plain concrete walls, exposed parking areas above the street level, garage entrances and a service station. The Fort Myer Drive underpass ramp tends to visually and functionally separate this side of Fort Myer Drive from the central place site.

The intersection at the end of block, where Fort Myer Drive, 19th Street, Key Boulevard and Nash Street come together, is one of the most difficult places for pedestrians in Rosslyn.

The church on the block is the last remaining religious institution in Rosslyn. The Exxon service station is one of only two such facilities in the office core and the last which offers any level of repair services.

In order for a project to be successful on this site it must accomplish the following objectives:

It must assist in tying the two sides of Fort Myer Drive together visually and functionally. This will be most easily be achieved by providing a more interesting and pedestrian friendly street wall than
Figure 19
HIGHGATE ROW HOUSE
DEVELOPMENT

RESIDENTIAL
CONNECTOR

CONTINUOUS
STREET WALL OF
RETAIL OR SERVICE
COMMERCIAL USES

ATRIUM
CONDOMINIUM

STREET
KEY BOULEVARD

BUILDING MASS
CONCENTRATED AT
THIS INTERSECTION
TAPERING TOWARDS
ADJACENT
RESIDENTIAL AREAS

18TH STREET NORTH
PRINCIPAL ACCESS TO
PARKING & LOADING

OFFICE
BUILDINGS

NORTH
WILSON BOULEVARD

ROSSLYN

Site "E"
Rosslyn

Site "F"
that which currently exists and by using architectural themes or streetscape elements present in the central place. A visually strong entrance on axis with the Fort Myer Metro entry should be considered.

Decrease or eliminate automobile intrusions upon the Fort Myer Drive streetscape. Access to parking and loading areas from Fort Myer should be minimized or, preferably, eliminated. Nash Street is the optimal location for these facilities.

Either preserve the church and gas station on the existing site, albeit in new facilities or provide for their relocation elsewhere in Rosslyn.

7 Site G (The Block bounded by 16th Road, Clarendon Boulevard, Ode and Oak Streets.)

This is the largest remaining redevelopment site in Rosslyn. Its location on Clarendon Boulevard gives it a major role in defining Rosslyn’s western entry. It also serves, to some extent, as a transition between the lower density residential and office uses to the west and the core of Rosslyn. The property is sandwiched between two existing residential projects, the Cascades and the Belvedere.

In order to effectively address these conditions, the following design parameters should be followed:

As much of the mass of the project as possible should be located along Clarendon Boulevard away from adjacent residential projects. This would not only mitigate the impacts of the project on nearby housing but should also give Clarendon Boulevard a stronger spatial definition.

Building heights should be tapered from a high point at the northeast portion of the site towards the south and west. Along Clarendon Boulevard this tapering would enhance the sense of entry and underscore the transition from lower to higher density. Lower heights elsewhere on the site would tend to limit the impacts of new development on existing uses.

A staggering of the mass of the buildings, use of a decorative architectural style, and other techniques are encouraged on this block. This is necessary due to the above normal length of this block and the resulting possibility that a single building out of scale with surrounding development could be constructed.

This site is being considered for designation as a Special Affordable Housing District on the General Land Use Plan. In addition to the guidelines above, redevelopment on this site must also adhere to the rules and regulations pertaining to that designation.

8 Site H (The Magazine Building)

This is not a site which necessarily demands an architecturally assertive building. It is a site which is very important in establishing the context of the central place and other, adjacent spaces. In conjunction with International Place, it creates the eastern edge or frame for the central place. The site also helps to define Crandall Mackey Park and the intersection of 19th Street and Moore Street.

New construction on this site should adhere to the Lynn Street build-to line established by International Place. This configuration would establish the strongest possible frame for the central place by reinforcing the streetwall.

An outdoor plaza/eating area may be located at northern end of the site provided that such an area does not constitute a break in the streetwall. The 19th Street frontage does not have to have a retail character but should be of interest to the pedestrian and should establish an edge to the street.
ROSSLYN

Site "G"
Site "H"
A strong geometry at the corner of the building at 19th and Lynn Streets is necessary in order to adequately contain the space at this intersection and to provide a visual conclusion to the street wall.

ENTRIES

The concept of entry as applied here is, in many ways, analogous to the real estate industry’s idea of curb appeal. These are the places where the critical first impression on an area is made and which color most people’s perception of the quality and vitality of a place. Entries typically occur at locations where some boundary is crossed, at the base of bridges, where there is a change in land use or building mass, etc. Rosslyn entries are especially critical because they not only serve as gateways into the area itself but also to Arlington as a whole and to Northern Virginia from the District of Columbia.

Effective entries have the following characteristics in common:

• An approach corridor which establishes the transition from inside to outside. A well designed approach creates a sense of anticipation of things to come and serves to heighten the sense of arrival when the actual boundary point is crossed. These spaces can be established or enhanced by manipulating the scale of buildings, the rhythm or spacing of repetitive elements such as landscaping, flagpoles, etc. or by progressively widening or narrowing the setbacks of adjacent buildings.

• An arrival point which signals that the transition from outside to inside is about to occur. Typically, this place is in front of or near to the symbolic gateway. It can be established either by creating a dramatic first view of the symbolic gateway, establishing a passageway with a decidedly different character than the approach corridor or by creating a forecourt which frames the symbolic gate.

• A symbolic gateway which defines the exact point when one goes from being outside to inside. Ideally, such gateways possess the visual power to clearly define and demarcate the spaces on either side of the boundary they create. Physically, a wide range of design solutions can accomplish this. The possibilities include abrupt changes in topography, actual gateways through which one must pass, sculpture, landscaping, etc.

Rosslyn is fortunate in that almost all of its principal gateways contain some, if not all of the elements listed above. However, each of these areas could be more effective than they are at present. Recommendations are as follow:

1 Key Bridge/Lee Highway/Gateway Park

Rosslyn Circle and the lands to either side should receive additional landscaping in order to establish a more effective approach corridor. Rosslyn Circle is an excellent location for a major public art work.

The Fort Myer Drive tunnel under Gateway Park is an excellent arrival point but is sufficiently removed from the office core to function as a symbolic gateway. An additional gateway element should be established on the south side of Lee Highway. Some element should be introduced on Lynn Street north of the buildings to establish a gateway for pedestrians and to define the exit to Rosslyn for motorists.

2 Wilson Boulevard/Route 110

The Loop Road bridge functions as the symbolic gateway for this entry. However, it will need to be aesthetically enhanced to fully accomplish this purpose.

The arrival area immediately to the east of the bridge is characterized by garage entries and few, if any streetscape improvements. This will need to be rectified either through the introduction of additional streetscape elements, special plantings or other devices.
The approach to this entry begins at the point where Route 10 passes the Netherlands Carillon. Physically, this works very well in establishing a sense of entry but could be improved through additional landscaping and screening of adjacent parking lots and bridge abutments.

3 Route 50/Fort Myer Drive/Lynn Street

The approach for this entry begins at the western end of Roosevelt Bridge and extends along the median strip of Route 50. Any design for this entry should include a treatment of these areas which establishes a progression of space into and out of Rosslyn.

The bridge over Route 50 should be treated as a principal part of the gateway composition through the addition of architectural or artistic elements. Dark Star Park is an excellent start at establishing an arrival point and approach corridor. However, further improvements are needed to adjacent sidewalks and landscaping and to the Meade Street bridge.

The Loop Road bridges over Fort Myer Drive and Lynn Street serve as the symbolic gateways and should receive aesthetic enhancements to further emphasize this function.

4 The Metro Station

The Rosslyn Metro Station is one of the principal entries into the area. In terms of approach and arrival, the combination of the train trip to the station and the escalator up to street level make it unsurpassed in creating a sense of anticipation and excitement especially for the first time visitor. However, the realities of the station concourse with its very low lighting levels, unrelieved concrete walls and low ceiling height effectively prevent this from being Rosslyn’s best entryway. Strategies for addressing these problems are advanced in the central place portion of this report.

The secondary entries into Rosslyn generally occur at the western edge of the office core and are part of the transition area between the Rosslyn and Courthouse station areas. While these entries are also important, they can be more subtle in character than the major entries. The combination of topographic, land use and building type changes evident in these areas already effectively establish approach and arrival zones. The introduction or enhancement of the actual gateways through the use of sculpture, special streetscape elements, signage, banner arrays and the like will complete the secondary entries.

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THE ESPLANADE

One of the most exciting concepts advanced by the Mid-Course Review charrette team was the possibility of creating a District of Columbia overlook on the eastern edge of Rosslyn connected to the skywalk system. During the course of the Rosslyn Renaissance study, this recommendation was expanded to include an esplanade which would start at grade at Lynn Street, extend along the I-66 right-of-way to Arlington Ridge Road, then down that street eventually terminating at a new plaza located at the intersection of Kent Street and Wilson Boulevard. The majority of the esplanade would be at the grade of the plaza level of the Rosslyn Plaza development.

Several advantages evolve from the construction of this facility, the first being that a considerable portion of Rosslyn’s riverfront would be effectively opened to the general public. Concomitant to this is the possibility of creating additional space for restaurants and entertainment facilities, as recommended by Hyett-Palma, the study’s retail consultant. Lastly, is the possibility of more effectively tying development on Rosslyn’s eastern edge to the core area.

A number of impediments, none insurmountable, stand in the way of the construction of the esplanade. Since the majority of the esplanade’s length passes by or crosses properties either recently constructed or unlikely to redevelop in a reasonable period of time, a number of existing condi-
ROSSLYN

Esplanade - Plan
ROSSLYN

Esplanade Section
tions must be accommodated for the esplanade to become feasible. These include developing a design which would be compatible with the different architectures of Rosslyn Plaza and Potomac Tower; obtaining the necessary easements from adjacent property owners; addressing the existence of housing units in Normandy House which would be impacted by the esplanade's construction; and insuring that any redevelopment of the Waterview and Pomponio Buildings at the intersection of Lynn and 19th Streets provides the necessary entries and facilities. An additional concern is the lack of potential site plan contributions to the project since little of the adjacent frontage is expected to redevelop.

The following criteria should be used when developing the esplanade:

1. The esplanade should have an architecture distinct from, but compatible with, that of adjacent buildings.

2. Every effort should be made to locate restaurants, cafes and entertainment facilities along the esplanade in order to encourage the use of the esplanade, especially in the evening.

3. The esplanade should be well lighted and easily visible from the Georgetown waterfront.

4. An overlook incorporating seating and other pedestrian amenities should be located along Arlington Ridge Road.

5. The entries to the esplanade should be well marked and highly visible.

6. The esplanade should not have the appearance of being insubstantial or temporary. Its architecture should have an air of solidity and permanence.
LAND USE

This addendum does not recommend extensive changes to existing land use patterns specified for Rosslyn in the General Land Use Plan (GLUP). The pattern of development in Rosslyn will continue to be largely as it is now; a core area of office use containing limited amounts of residential development surrounded by housing uses at varying densities with limited amounts of service commercial development. However, the plan does recommend that the GLUP be amended in certain locations. These are as follows:

1. Place a note on the General Land Use Plan identifying the land lying west of the Atrium Condominium and bounded by Key Boulevard, 18th Street and North Quinn as a potential site for park expansion. This modification, previously addressed in the Open Space, Recreation and Community Facilities section, would enable the County to significantly expand recreational opportunities in Rosslyn.

2. Change the designation of the area lying east of the Atrium Condominium and bounded by Key Boulevard, Oak Street and 18th Street from “Medium Residential” (37-72 units per acre) to “High-Medium Residential” (3.24 F.A.R.). Such a change would allow the development of additional residential units immediately adjacent to the office core.

3. Place a note on the General Land Use Plan identifying the southern portion of the block bounded by Wilson Boulevard, Moore Street, 19th Street and Lynn Street as a location for open space. At the time of redevelopment the land use designations on this block will be modified to reflect the development pattern outlined in the central place section of this document.

4. Amend the General Land Use Plan to reflect any changes to the underlying zoning designation in the office core as discussed in the zoning section of this addendum. This amendment should be only applicable to those areas currently designated as “High Office-Apartment-Hotel.”

ZONING

With few exceptions, the zoning classifications in Rosslyn mandate the use of the site plan process. In the case of residential development, indications are that the requirements and constraints contained in those specific sections of the zoning ordinance have worked well, producing quality development at densities favorable to both the developer and the community. The exception to this is a possible inadequacy in the number of required parking spaces as discussed in the Parking and Transportation section of this addendum.

The principal classification pertaining to office development, the “C-O” Commercial Office Building, Hotel and Multiple-Family Dwelling District, appears to be in need of modification. Although the district has a nominal maximum Floor Area Ratio (F.A.R.) or density of 3.8 for commercial development and a parking requirement of one space per 580 square feet of commercial development, the actual approved density of projects has been steadily increasing due to special considerations in the ordinance. Between 1960 and 1970 the average approved density was 3.75 F.A.R. with 1 parking space per 572 square feet. For the decade ending in 1989, the average F.A.R. had increased to 4.87 with 1 parking space per 686 square feet being provided. In a number of cases, densities in excess of 5.25 F.A.R. have been approved. These are the legal or authorized densities. The apparent density is often somewhat higher than the approved density because a considerable portion of the land used for streets, sidewalks and parks in Rosslyn is privately owned with the attendant development rights used for adjacent office development.

The following table provides examples of the disparities created by this development pattern.
Land Use Changes

1. Note as Possible Park Expansion
2. Medium Density Residential to High Medium Residential
3. Note as Open Space Location
ROSSLYN

Existing Zoning
Parking ratios have reached as high as 1 space per 900 square feet. As discussed in the Transportation and Parking section, there is no shortage of long term parking spaces within the office core. This, coupled with the stability of parking rates in the area indicates that a reduction in the required number of parking spaces in office projects may be practicable. It may also be advisable from a policy standpoint. The long term effect of a reduction in the amount of available parking relative to the amount of developed office space would be to encourage increased use of transportation options other than the automobile and may, in fact, encourage more office workers to reside in the Rosslyn area.

Changing the required parking ratio from one space per 580 square feet of office development to one space per 750 to 1000 square feet as considered in the Jefferson Davis Corridor Transportation Study, would also have a considerable impact upon the redevelopment and renovation potential of Rosslyn properties. For example, the current number of parking spaces (10,947) in projects developed exclusively as commercial space would support an additional 1,230,000 square feet of development at a ratio of one space per 750 square feet. A ratio of one space per 1000 square feet of commercial development would allow an increase of 3,966,000 square feet of development before it would be necessary to construct additional long term parking facilities.

One weakness of the "C-O" zone has been its inability to encourage residential development in the office core as was originally planned. The "C-O" classification does not require residential development as do some other zoning classifications, most notably the "C-O-A" zone. While the ordinance allows a F.A.R. ratio of 4.8 for residential uses, this is an "either or" proposition and the development community has opted to develop office almost exclusively.

In order to fully achieve the vision set forth in this addendum significant amounts of renovation and redevelopment activity will have to occur. This will not be accomplished unless development incentives are available to the owners or developers. The level of these incentives does not have to greatly exceed that of projects which have already been completed. However, the development community will need to have confidence that projects proposed at a given density will have a reasonable chance of approval. The uncertainty created by the wide range of densities of approved "C-O" projects, coupled with a base density which is no longer adhered to in the area, tends to discourage rather than encourage redevelopment and renovation activity.

A number of options for addressing office zoning issues in the Rosslyn area have been explored. Maintenance of the status quo is untenable for the reasons cited above. Making changes to the structure of the "C-O" district is a complicated approach because of the number of other areas throughout the county where this classification, but not the conditions found in Rosslyn, applies. A solution would be to amend the "C-O" zoning district to reference back to a General Land Use Plan special district designation specially created to meet the redevelopment goals and criteria set forth for the Rosslyn Station Area. Going further, referencing the allowable densities and development conditions in "C-O" zoned areas throughout the County to the General Land Use Plan would rectify a number of zoning/land use anomalies which exist along Columbia Pike, Lee Highway and other areas.
Another approach is to create an entirely new zoning classification that would be compatible with a new General Land Use Plan designation applicable only to Rosslyn. This approach would require the rezoning of property to the new zoning category for redevelopment purposes. This approach has proven successful in other areas of the county, most notably in Ballston with the "C-O-A" zone. Because either approach could be targeted specifically to the needs of the Rosslyn area, rather than being general in scope, their effectiveness would be greatly enhanced.

The criteria to be used in designing a new zoning category or amending the existing "C-O" zone are as follows:

1. The proposed zoning changes will only be applicable in the core of Rosslyn currently designated "High" Office-Apartment-Hotel on the General Land Use Plan.

2. A higher allowable density than the 3.8 F.A.R. allowed in the base "C-O" zone for office development should be acknowledged.

3. Achievement of this density should be tied to achievement of the recommendations set forth in this addendum.

4. Options for obtaining additional density should be clearly spelled out.

5. Additional height should not be allowed. Unless specifically called for in the Addendum, lower buildings which fill more of their sites should be encouraged.

6. In the case of desired retail development, allowable uses should be clearly defined. Amendments which would allow conversion of retail space to office uses in the main street, central place, esplanade or other specified retail and restaurant areas should be discouraged.

7. Site consolidation, as noted in the area specific guidelines, should be a prerequisite for site plan redevelopments.

8. Additional density, over and above that allowed for office or retail uses, should be made available for residential development.

9. Some portion of the parking associated with proposed projects should be designated for short term users and provisions made for making this parking available to retail and restaurant users outside of normal office hours.
A comprehensive implementation strategy which addresses a wide variety of issues is essential to the success of any planning effort. This is especially true in the case of revitalization areas such as Rosslyn. While it is tempting to concentrate on highly visible, "bricks and mortar" projects like arenas, concert halls and the like, success often depends upon doing the small things well. The course of action set forth in this section of the Addendum attempts to balance the emphasis placed on the more visionary recommendations with the more immediate solutions to specific problems.

The central focus of this section is the Implementation Matrix. The matrix lists each task to be accomplished as outlined in the Rosslyn Plan Addendum and assigns the responsibility to one or more organizations involved in Rosslyn development. Funding sources and implementation schedules are also recommended. This section of the Addendum also discusses the particular groups of actors most responsible for the implementation phase of the Rosslyn effort, discusses potential funding resources, and, when necessary, particular actions or recommendations.

The active support of the Arlington County Board will be essential to the revitalization of Rosslyn. Not only will their approval be required for the expenditure of County capital funds but they will also play a critical role in developing policies relating to land use, improvement districts, and providing direction to the County Manager and staff.

ACTORS

Following is a list and discussion of the principal agencies, groups and legislative bodies which will be active in the implementation of this addendum:

1 Private Business - Achievement of much of the vision outlined in this document will depend upon the cooperation and investment of the business community. Their investments, not only in the redevelopment and renovation of existing properties, but also in the creation and expansion of existing businesses and in Rosslyn Renaissance, are crucial to the success of Rosslyn.

2 Rosslyn Renaissance - Public/private partnerships have played a key role in the development and revitalization of several areas in Arlington. This will be especially true in Rosslyn. Rosslyn Renaissance, an alliance of developers, residents, merchants, property owners, workers corporate entities and Arlington County, will have the lead role in marketing Rosslyn both internally and externally. Additional duties will include serving as a clearinghouse for information concerning development in Rosslyn, acting as a forum for the different groups which comprise the Rosslyn community and working with all the other actors to realize the vision set forth in this addendum.

3 County Agencies - In order to coordinate the efforts of the various departments, it is recommended that the County Manager establish an interdepartmental task force comprised of representatives from the departments named below and chaired by a person designated by the CPHD department head.

A number of County departments will be heavily involved in the implementation of these recommendations. Principally, these will be the Department of Planning, Housing and Community Development (CPHD), the Department of Parks, Recreation and Community Resources (PRCR), the Office of Support Services (OSS), the Department of Environmental Services (DES), the Department of Management and Finance (DMF) and the Department of Public Works (DPW). Other County agencies will be called upon from time to time.

4 Federal and State Agencies - Given that the control of Rosslyn's waterfront and other properties in or adjacent to Rosslyn lies with the National Park Service and given the area's close proximity to the Federal District and major National Monuments and Parks,
the cooperation of federal agencies will be essential in realizing the objectives of this plan.

The principal state agency impacting Rosslyn is the Virginia Department of Transportation (VDOT). Because numerous highways and their attendant rights of way are under State jurisdiction, close coordination with that agency will be necessary.

5 Other - Additional entities which will be involved in the implementation of these recommendations include the Washington Area Metropolitan Transportation Authority (WMATA) and Virginia Power.

**FUNDING SOURCES**

Every plan carries with it a stated or implied monetary cost. In the case of this effort the amount needed for a specific task will vary from a few hundred dollars to print a guide to retail and restaurant establishments to several million to fund the construction of the central place. Such monies are not available in the short term from either the public or private sectors due to funding and financing constraints. In the long term, public funding is also limited given the various operating and capital demands which will be made upon the County’s General Fund. Thus, a wide variety of funding mechanisms, some of them new, from the public and private sectors will be needed to implement the Rosslyn Plan addendum.

Following is a list of potential or probable sources of financing:

1 Private Capital - As outlined in Rosslyn Working Paper #1, Rosslyn is likely to see considerable renovation and redevelopment of existing buildings in the coming years. The physical improvements resulting from this infusion of private capital will accomplish many of the objectives of this plan. Private monies will also be essential in the funding of Rosslyn Renaissance and other efforts to improve the area. Although private lending sources such as banks and insurance companies have severely constrained their commercial real estate lending, this situation will improve in the long term.

2 The Rosslyn Fund - It is recommended that monies collected through the site plan development process for Rosslyn projects, donations, bequests or other methods outside the county’s normal funding process, be placed in a “Rosslyn Fund” to be administered by the County. These monies would be used to fund public improvements as outlined in this addendum. Donations such as those earmarked for housing or utilities undergrounding would be held and administered separately from the Rosslyn Fund.

3 County Capital Funds - County capital monies have played an important part in the development of Rosslyn by funding road and streetscape improvements, building public facilities and in developing parks and public art. This will continue to be the case during Rosslyn’s redevelopment. While many of the improvements called for in the other sections of this addendum can be achieved either directly or indirectly through private investment, there will continue to be a need for the County to undertake improvements in areas unlikely to redevelop, to fund the construction of additional public facilities and to supplement private monies expended for public amenities.

   It is recommended that the County annually review Rosslyn’s needs as a regular part of its annual capital improvements plan and budget. Further, it is recommended that the Rosslyn inter-departmental task force be charged with developing an annual capital projects list and updating the Rosslyn portion of the Capital Improvement Plan as part of the overall County-wide Capital Improvement Program planning and decision making process.

4 County Programmatic Funds - Monies in this category are used to pay for on-going pro-
grams. In the case of Rosslyn this includes maintenance of parks and open spaces, personnel and other expenses relating to planning and economic development activities and the County’s contribution to Rosslyn Renaissance.

5 Improvement Districts - Virginia State enabling legislation allows for the formation of a variety of improvement districts. Currently, there is a staff task force examining the applicability of the various districts to Arlington. Of particular interest in Rosslyn are the special service district and the sanitary district. In both districts an additional property tax over and above that of the jurisdiction’s base rate is levied on properties lying within a specific boundary. Monies so collected may only be used for the benefit of the district.

The use of the dollars so raised through a special service district is broadly enough defined to empower a special service district to meet most public area capital or operating needs for Rosslyn that are outlined in this addendum. Special Service Districts can fund, within certain limits, additional or more complete economic development activities such as marketing, to provide for enhanced governmental services such as beautification, landscaping, sidewalks, recreational programs, cultural programs, trash pick-up and additional security and to pay for the administration of the district. The institution of such a district in Rosslyn would be a valuable adjunct to the activities of Rosslyn Renaissance and could probably be used to help fund the partnership’s activities.

The sanitary district is primarily geared to providing capital improvements. In this instance, monies raised within the district could be used to retire capital improvement bonds issued by the district. One of the principal advantages to bond financing is that funds necessary to undertake widespread and highly visible improvements can be raised earlier than the pay-as-you-go method.

In redevelopment projects like Rosslyn, this timely upgrading of infrastructure and other public facilities and amenities can have a significant, positive impact upon the image of the area which in turns encourages additional private investment.

While these improvement districts represent a viable new funding source for implementing a new Rosslyn, there are practical limits to how much the real estate tax rate in Rosslyn could be raised without materially impacting Rosslyn’s competitive business environment. At this time only the most cursory effort has been made to determine the specific applicability of improvement districts in the commercial area of Rosslyn, nor has the potential level of support for such districts among Rosslyn property owners been determined. However, the advantages of the formation of such districts warrant further study. It is recommended that staff be directed to continue to pursue this matter.

6 Other Funding Sources - At the present time neither state nor federal agencies are expending significant funds on urban revitalization efforts. With the exception of improvements planned for the George Washington Memorial Parkway, neither entity is committed to funding major improvements in the near future. However, that is not to say that monies either in the form of grants or capital investments will not be available in the future. Potentially, funds could be received from the National Endowment for the Arts and similar agencies.

Outside of governmental sources, a number of foundations and other charitable organizations make grants to local governments and entities such as the Rosslyn Renaissance for public art, livability improvements and studies of various kinds.

It is recommended that the County and Rosslyn Renaissance investigate available grant programs and carefully monitor federal programs in order to identify potential funding sources for Rosslyn improvements.
THE IMPLEMENTATION MATRIX

This section discusses specific implementation actions necessary to realize the objectives advanced earlier in this document. It is assumed that passage of this addendum implements the various policy recommendations contained herein. Therefore, policy changes are not listed in this section.

The principal actors and funding sources are listed previously in this portion of the addendum. An estimated time-frame of completion for individual projects is also given. The categories are as follows:

**Category A** - Those projects which can be implemented within three years of plan adoption. Many of these actions can be begun immediately.

**Category B** - These are short-term projects which should be undertaken within three to five years.

**Category C** - This category is for long range projects. Efforts of this complexity are subject to too many variables such as market conditions, the success of immediate and short-range projects in improving the investment climate in Rosslyn and the availability public monies to make accurate predictions concerning when projects in this category will be undertaken. However, it is anticipated that most of these endeavors will be accomplished within the next 15 years.

**Category D** - This category is for on-going tasks.

The page numbers where the principal discussion of a given topic takes place and the entity with primary implementation responsibility are shown in parentheses. For those tasks requiring cooperation of other jurisdictions or impacting lands out of county control, the principal implementation responsibility is assigned to the most appropriate county agency even though actual implementation will depend upon the outside jurisdiction.

1 Central Place (Page 23)

   a. Undertake short term improvements to the Metro station concourse, entries and street facades. (Community Planning, Housing and Development).

   b. Consolidate the properties necessary to achieve the central place vision. (Private Developers).

   c. As an interim measure, design and implement improvements to make the Virginia Power substation more attractive. (Community Planning, Housing and Development).

   d. Design and implement short term streetscape and park improvements as necessary. (Community Planning, Housing and Development).

2 Retail, Restaurant and Entertainment Facilities (various)

   a. Publish and widely distribute a guide to available facilities. (Rosslyn Renaissance).

   b. Develop and implement strategies to improve the appearance and visibility of these businesses. (Rosslyn Renaissance).

   c. Actively recruit new businesses into Rosslyn. (Rosslyn Renaissance).

   d. Monitor and increase the functionality of existing retail and restaurant space as needed. Assure that future construction of retail space is conducive to retail success by developing guidelines for retail and restaurant development. (Community Planning, Housing and Development).

   e. Develop a program of festivities, performances and other activities to promote retail and restaurant usage both during the day and evening. (Rosslyn Renaissance).
Develop a detailed retail, restaurant and entertainment plan for Rosslyn which includes recommendations regarding type of business and location. (Rosslyn Renaissance).

Explore the feasibility of establishing a joint operating and marketing strategy and agreement for these facilities which would include common hours of operation, advertising and possibly, maintenance. (Rosslyn Renaissance)

Encourage parking validation programs for retail and restaurant users. (Rosslyn Renaissance).

Construct sidewalks in those locations where they do not currently exist. (Public Works).

Determine if additional sidewalk space can be gained on Wilson Boulevard west of Oak Street and on Lynn Street & Fort Myer Drive. If this is possible implement streetscape projects on these streets as needed. (Public Works).

Develop and implement a detailed streetscape capital improvements program for the rest of Rosslyn paying particular attention to those areas where redevelopment is least likely to occur. (Community Planning, Housing and Development).

Replace the existing skywalk signage system and install system maps at all skywalk entrances. (Rosslyn Renaissance).

Undertake a detailed analysis of lighting, after-hours access, maintenance and other issues relating to the current skywalk system and make changes as necessary. (Community Planning, Housing and Development).

Eliminate the existing skywalk bridge across Wilson Boulevard from the AM to Art Associates Buildings. (Public Works).

Develop designs and cost estimates for upgrading the aesthetics of the existing skywalk system, especially the bridges over Lynn Street and Fort Myer Drive and for the proposed skywalk extensions. (Community Planning, Housing and Development).

3 Streetscape and Skywalks (Page 19 & Page 21)

a Construct sidewalks in those locations where they do not currently exist. (Public Works).

b Determine if additional sidewalk space can be gained on Wilson Boulevard west of Oak Street and on Lynn Street & Fort Myer Drive. If this is possible implement streetscape projects on these streets as needed. (Public Works).

c Develop and implement a detailed streetscape capital improvements program for the rest of Rosslyn paying particular attention to those areas where redevelopment is least likely to occur. (Community Planning, Housing and Development).

d Replace the existing skywalk signage system and install system maps at all skywalk entrances. (Rosslyn Renaissance).

e Undertake a detailed analysis of lighting, after-hours access, maintenance and other issues relating to the current skywalk system and make changes as necessary. (Community Planning, Housing and Development).

4 Connections to Residential Areas (Page 20)

a Construct the pedestrian connectors as identified on the concept plan. This will require that detailed cost estimates, designs and a schedule of priorities be made. (Community Planning, Housing and Development).

5 Improved Access to the Potomac River and National Monuments (various)

a Upgrade the pathway and signage leading to Roosevelt Island. (Parks, Recreation and Community Resources).

b Improve pedestrian crossings and signage leading to the Route 50 Bridge. (Community Planning, Housing and Development).

c Install informational signage and undertake other measures to direct visitors to Arlington Cemetery and the Iwo Jima Memorial to Rosslyn. (Rosslyn Renaissance).

d Prepare a riverfront usage plan for the Rosslyn area. (Community Planning, Housing and Development).

e Undertake preliminary design and feasibility studies leading to the construction of the esplanade. (Private Developers).
6 Enhanced Entryways  (Page 35)

- Design and implement landscape and other improvements at the Route 110, Key Bridge and Route 50 entries into Rosslyn. *(Community Planning, Housing and Development)*.
- Improve the Clarendon Boulevard, Lee Highway and Wilson Boulevard entry/exits through enhanced landscaping, installation of public art and other techniques. *(Community Planning, Housing and Development)*.

7 Increased Housing Opportunities  (Page 14)

- Write and adopt the zoning modifications recommended in this addendum which encourage additional housing development within the office core. *(Community Planning, Housing and Development)*.
- Develop mechanisms and strategies that provide for a continuation of a mix of housing alternatives both, in terms of price and type, in the neighborhoods immediately adjacent to the office core. *(Community Planning, Housing and Development)*.

8 Improved Park, Open Space and Cultural Facilities  (Page 11)

- Analyze the design of all public parks, including those within the central place boundary, to identify appropriate modifications. Implement these recommendations. *(Parks, Recreation and Community Resources)*.
- Encourage additional use of Gateway and Dark Star Parks. *(Parks, Recreation and Community Resources)*.
- Undertake and implement a community facilities master planning effort in the Rosslyn area which identifies needed cultural, recreational and other needed public facilities. *(Parks, Recreation and Community Resources)*.
- Purchase and undertake improvements upon those properties identified elsewhere in this document for park and open space expansion. *(Parks, Recreation and Community Resources)*.
- Pursue creating additional recreational opportunities on federal properties near Rosslyn. *(Parks, Recreation and Community Resources)*.

9. Improved Street Pattern and Multi-Modal Transportation System.  (Page 15)

- Complete the Loop Road Bridge and make the attendant modifications to the street system including the narrowing of Lynn Street, improvements to the intersection of 19th Street and Fort Myer Drive., installation of the traffic island on Wilson Boulevard east of Lynn Street and others as recommended. *(Public Works)*.
- Establish a transit store similar to that operated by the Ballston Partnership. *(Rosslyn Renaissance)*.
- Improve bicycle access and parking facilities. *(Rosslyn Renaissance)*.
- Encourage the formation of car and van pools and continue to require traffic mitigation efforts through the site plan process. *(Private Developers)*.
- Undertake a feasibility study of the efficiency and practicality of creating a jitney service to Georgetown and of developing a trolley system connecting Rosslyn's residential areas with the office core. *(Rosslyn Renaissance)*.

10 Improved Parking and Signage Systems.  (Page 17)

- Design and implement a uniform sig-
nage system for commercial parking. (Rosslyn Renaissance).

b Design and implement improved directional signage for motorists. (Public Works).

c Undertake a parking availability study to determine a desirable mix of long and short term parking spaces in Rosslyn and to make recommendations regarding rate structure. (Rosslyn Renaissance).

d Increase the availability of short term and evening parking and seek to expand residential parking options. (Rosslyn Renaissance).

e Amend the zoning ordinance to reflect the parking ratio proposed in the zoning and land use section of this document. (Community Planning, Housing and Development).

11 Enhanced Office Market (various)

a Amend the zoning ordinance as proposed in the zoning and land use section of this addendum in order to encourage the redevelopment and renovation of the existing office building inventory. (Community Planning, Housing and Development).

b Establish a marketing center for all parts of the Rosslyn community but with a focus on the office and retail market segments. (Rosslyn Renaissance).

c Establish an overall marketing strategy or theme for the Rosslyn area. This would include identifying potential market niches and recruiting suitable tenants. (Rosslyn Renaissance).

d Develop a marketing piece for Rosslyn which would be available to all lessors in the area. (Rosslyn Renaissance).
## IMPLEMENTATION MATRIX

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<tr>
<th>CENTRAL PLACES</th>
<th>PRIVATE DEVELOPERS</th>
<th>INVESTORS</th>
<th>PERFORMANCE</th>
<th>FEDERAL/STATE AGENCIES</th>
<th>OTHERS</th>
<th>CITY/COUNTY</th>
<th>IMP. DISTR.</th>
<th>OTHERS</th>
<th>INVESTOR (2-5 Year)</th>
<th>OTHERS</th>
<th>LONG RANGE (6+ Years)</th>
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### RETAIL
- Retail/Rest. Guide
- Appearance Upgrades
- Business Recruitment
- Functional Upgrades
- Promotional Activities
- Retail Plan
- Joint Mktg. Agreement
- Parking Validation

### SIDEWALKS & SKYWALKS
- Sidewalk Completion
- Wilson Blvd. Sidewalks
- Capital Imp. Plan
- Skywalk Signage & Maps
- Skywalk Improvements
- Remove Wilson Blvd. Bridge
- Appearance Upgrades
- Residential Connectors

### RIVER & MONUMENTS
- Roosevelt Island Access
- Rt. 50 Access to Parks
- National Park Access to Rosslyn
- Riverfront Plan
- Esplanade

### ENTRIES
- Rt. 110, Key Bridge, Rt. 50
- Clarendon Blvd., Lee Hwy, Wilson Blvd

### HOUSING
- Office Core Zoning
- Maintain Diversity

### PARKS/COMM. FACILITIES
- Design Improvements
- Encourage Additional Use
- Comm. Facilities Plan
- Park Expansion
- Increased Recreation

### STREETS
- Loop Rd. Changes
- Transit Store
- Bike Improvements
- Traffic Mitigation

### PARKING & SIGNAGE
- Parking Signage
- Directional Signage
- Parking Study
- Short Term Parking
- Zoning Amendments

### OFFICE
- Zoning Amend.
- Marketing Center
- Marketing Strategy
- Marketing Materials

**LEGEND:** ★ Principal Responsibility  ○ Secondary Responsibility
With few exceptions, the individual parts of Rosslyn are quite successful. The housing opportunities are unmatched in any other office center in the Metropolitan area. Rosslyn has considerable retail and restaurant resources. The office and hotel markets are traditionally strong and continue to be so. The individual buildings generally have expansive plazas and excellent views. There are parks and open spaces aplenty, many with significant public art.

However, if there is a single lesson to be learned from the Rosslyn process, it is that few of these parts fit together. The vision expressed in this addendum is principally concerned with bringing together Rosslyn's disparate elements into a single, cohesive entity. The realization of this vision will require commitment on the part of government, residents and business. It will require significant investments of money, time and heart. It will require the achievement of not only the grand gesture but also the small, incremental success.

Right now Rosslyn is less than the sum of its parts. This does not have to be, nor will it be, Rosslyn's future.