

Site Plan Review Committee

February 1, 2021

Potomac Yard, Land Bay C – East (Hazel National Landing)

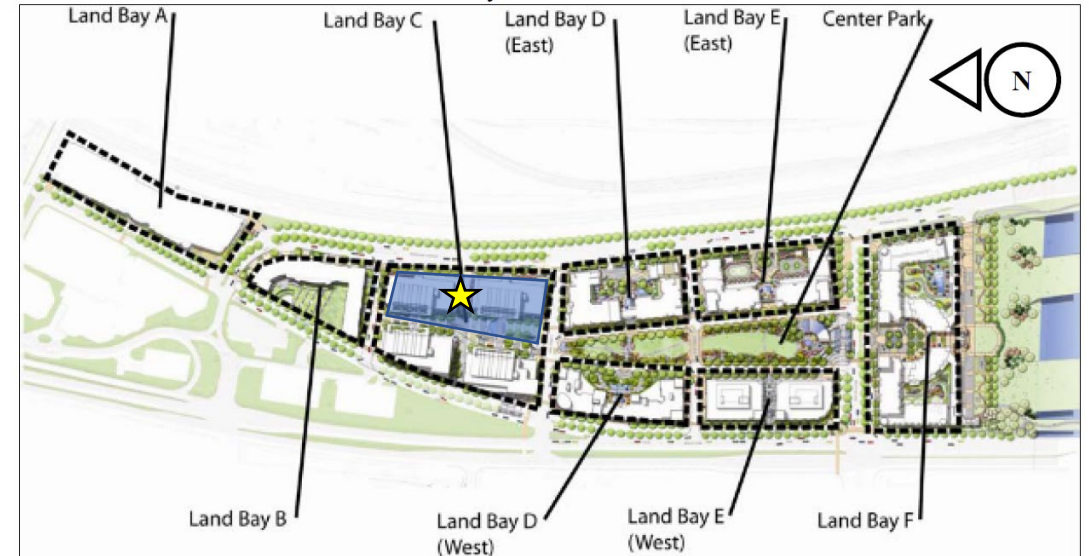
New Site Plan, PDSP and Site Plan Amendments

Crystal Drive (RPC# 34-027-071)

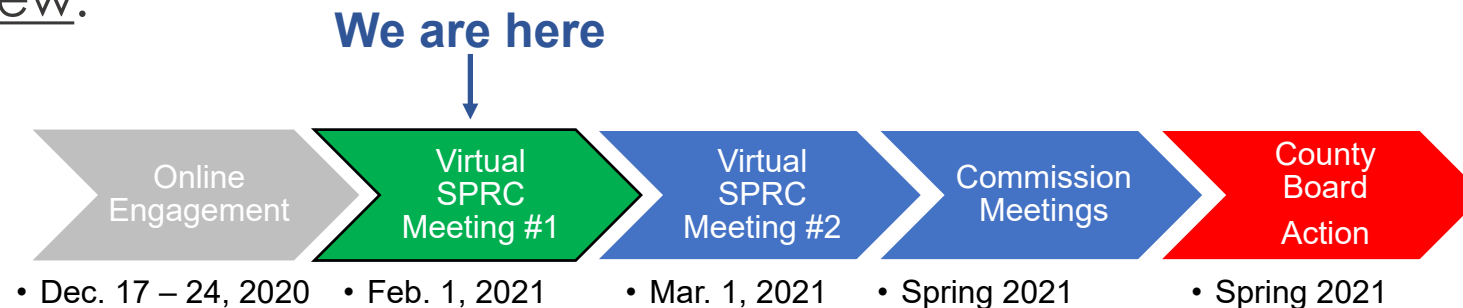
Overview

■ Proposal Summary:

- New Site Plan
 - Two (2) new residential towers, with ground floor retail
 - North Park Plaza (portion)
- PDSP/Site Plan Amendments
 - Dividing Land Bay C
 - Allowing residential instead of office use



■ Process Review:



Link: [Online Engagement Comments/Responses Matrix](#)

Administrative Guidance For Office Conversions

- Finalized December 2020 – [posted](#) on project page for Potomac Yard Land Bay C - East
- Provides a clear and consistent framework for staff analysis when reviewing proposals to convert previously approved or planned office development to an alternative use
- Builds on findings from 2014 [Arlington Future Office Market Study](#)
 - Systemic shift in the regional and local office market is underway
- Guidance is NOT adopted County Board policy – does not change land use policy (General Land Use Plan, adopted sector/area plans)
 - Will inform County Manager recommendations to County Board land use decisions, including new/revised long range plans

Key Areas of Consideration

Existing PDSP approval and land use policy guidance

- Nature and intent of existing approval or guidance

Transformative nature of infrastructure improvements/public benefits

- Furthering goals of plan (relative to delayed activity), impact on transformative goals

Conversion results in an equally or more desirable land use

- Land use balance, daytime/nighttime activity, economic sustainability, housing goals

Structural office demand / clustering / critical mass

- Current and future critical mass as key component of office feasibility

Adjacent areas of significant future office supply

- Capacity changes since approval/policy, connectivity to adjacent existing and future clusters, HQ opportunity

Transportation infrastructure

- Transportation and impact on structural office market competitiveness

Amenities

- Neighborhood amenities and impact on structural office market competitiveness, impact on population balance

Site/building constraints

- Site or building characteristics that limit office feasibility

Creative Workplaces

- Inclusion of use mix that furthers work space innovations

Potomac Yard PDSP

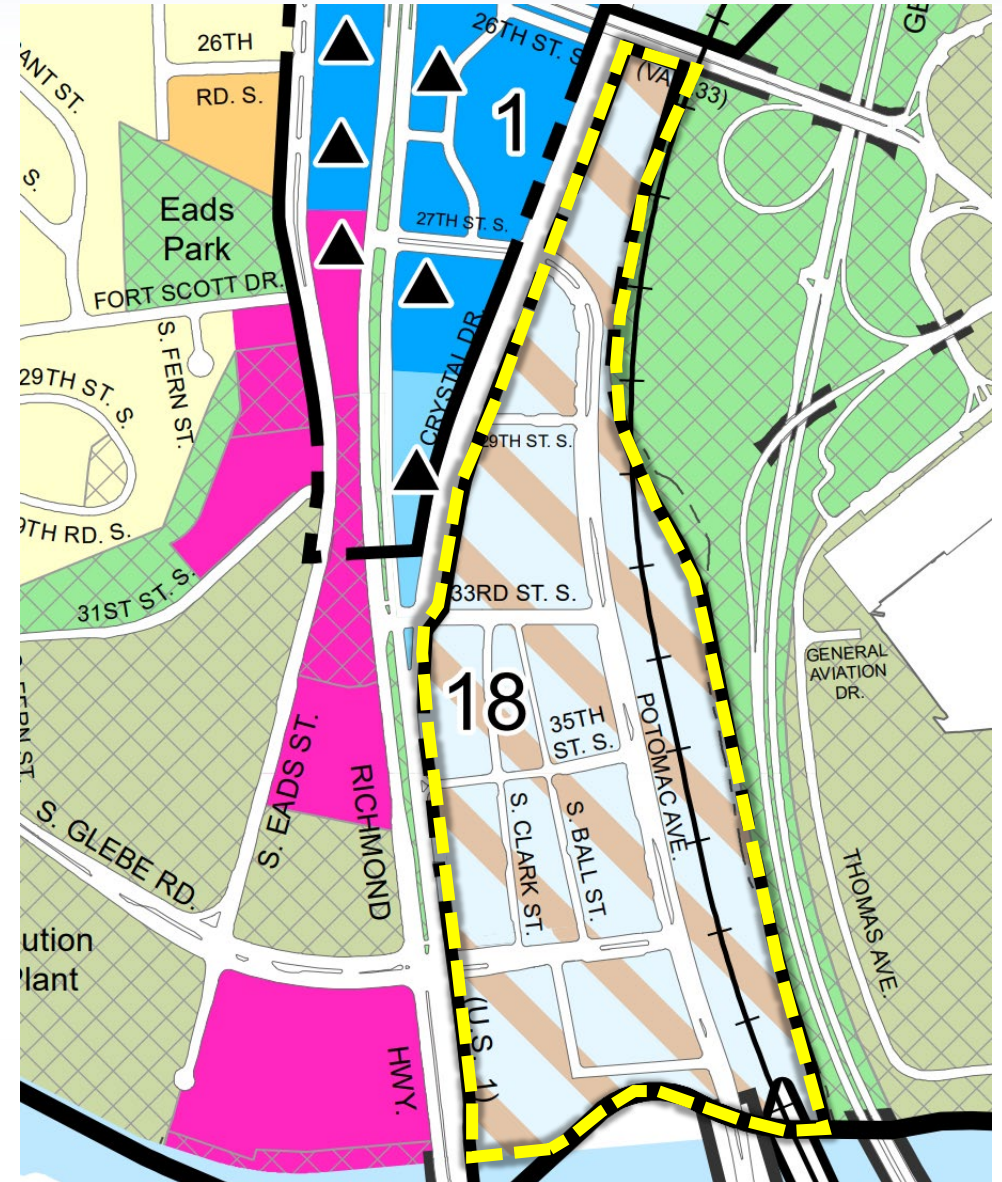
- Phased Development Site Plan approved in 2000
 - Concurrent with General Land Use Plan (GLUP) amendment and rezoning for site
- Goal of an urban, mixed-use, transit-oriented campus, connected by a linked system of landscaped open spaces
- Increased development potential of “south tract” to create public space/recreation opportunities in “north tract” (Long Bridge Park)
- Six land bays (A – F), totaling over 4.4 million sq. ft.



★ Land Bay C-East

General Land Use Plan (GLUP)

- Potomac Yard PDSP area has striped designation:
 - 1/3 “Medium” Residential
 - 2/3 “Low” Office-Apartment-Hotel
 - Width of striping indicates percentage of each designation
- **GLUP Note 18:** *The total base and additional densities shall include a minimum of 1/3 for residential use, including hotel, and a maximum of 2/3 for office and commercial uses.*



Potomac Yard PDSP – Proposed Amendment

Approved

Land Bay	Office / Commercial GFA	Residential / Hotel GFA	Religious GFA	TOTAL GFA
A	654,000			654,000
B	10,000	430,000		440,000
C	1,105,623			1,105,623
D-East	16,503	425,752		442,255
D-West	5,015	385,382	23,906	414,303
E-East	4,143	391,714		395,857
E-West	445,797			445,797
F	30,000	482,000		512,000
TOTAL GFA	2,271,081	2,114,848	23,906	4,409,835
USE MIX (%)	51.5%	48.0%	0.5%	

Proposed

Land Bay	Office / Commercial GFA	Residential / Hotel GFA	Religious GFA	TOTAL GFA
A	654,000			654,000
B	10,000	430,000		440,000
C - East	9,181	509,001		518,182
C - West	587,441			587,441
D-East	16,503	425,752		442,255
D-West	5,015	385,382	23,906	414,303
E-East	4,143	391,714		395,857
E-West	445,797			445,797
F	30,000	482,000		512,000
TOTAL GFA	1,762,080	2,623,849	23,906	4,409,835
USE MIX (%)	40.0%	59.50%	0.5%	

Changes in blue

Considerations for Potomac Yard Office Conversion

- Land Use Plans and Policies
 - Proposal would change PDSP land use mix to 60% residential/hotel and 40% office/retail
 - 60/40 mix is consistent with GLUP striping and Note 18 (min. 1/3 residential/hotel and max. 2/3 office/commercial)
- Transformative Infrastructure/Public Benefits
 - Proposal would provide eastern portion of North Park Plaza
- Equally desirable land use type
 - Residential use supports broader County goals to add housing supply near growing employment centers
 - Existing office, hotel and retail uses in Potomac Yard will continue to provide daytime activity

Considerations for Potomac Yard Office Conversion

- Structural Office Demand
 - Realized office development in Potomac Yard indicates weak demand
 - Land Bay E – challenges to leasing National Gateway I and II office buildings (constructed in 2010)
 - Land Bay C – final site plan for 4 office buildings approved in 2007 but never constructed
- Adjacent Areas of Future Supply
 - Site is generally viewed in marketplace as secondary office location that will struggle to compete with established and emerging office clusters nearby (Crystal City, Pentagon City, Alexandria's Potomac Yard)

Considerations for Potomac Yard Office Conversion

- Transportation Infrastructure
 - Land Bay C site is ~1 mile from Crystal City Metro station and future Potomac Yard station
 - Office development is generally more sensitive to proximity to rail transit
 - Residential is more accepting of alternative transit options and greater distance to rail stations
 - Strong multi-modal transportation access (incl. Transitway, bike/ped) from Potomac Yard to nearby office clusters reinforces market pressures for housing development
- Amenities
 - Near term development of residential would further support existing retail, public spaces, and Transitway ridership, compared to vacant site planned for office

For more information visit:

Project webpage:

<https://projects.arlingtonva.us/projects/potomac-yard-land-bay-c-east/>

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