

Crystal City Planning Process – Preliminary Policies Outline

A. Enhancing Crystal City as a Great Place *For the People*

1. Create a High Quality Public Realm that Strengthens the Sense of Place with contained streets and public spaces that establish links and foster a sense of community.

- *The Street system and park system should work together to establish the framework around which redevelopment may occur.*
- *Target existing ineffective ‘Gray’ spaces to consolidate into development sites before carving into existing green spaces.*
- *Public spaces should be properly programmed to promote activity in order to enliven the public realm.*
- *Create a central plaza at Metro that incorporates high quality integrated public art and great design.*
- *Create accessible public spaces that are appropriately located and take into consideration the quality of life for the anticipated population of residents and office workers at full build-out.*
- *Create a second access point to Metro.*
- *Create an enhanced pedestrian link between Metro and VRE.*
- *Create an enhanced pedestrian connection to the North Tract.*
- *Integrate cultural venues with public spaces and streets.*
- *Provide attractions along streets to stir interest and to encourage walking such as public art, cultural venues and retail.*

2. Provide a Mix of Uses by balancing office, residential, retail, and civic uses.

- *Locate the elements of daily living within the center of Crystal City to reduce dependency on the automobile.*
- *Consider the needs of anticipated demographics.*
- *Provide housing at a mix of prices and types to address all income levels, family compositions, and accessibility requirements*
- *Provide for varied cultural uses and strategically locate those uses to maximize their ability to promote adjacent uses such as restaurants and public spaces.*
- *Attract neighborhood services to more affordable retail spaces.*

3. Relate Architecture to the Human Scale

- *Create buildings with bases, middles and tops where the base of one or two stories relates to the pedestrian and the top creates a meaningful connection to the sky.*
 - *Retail uses should use wide expanses of glass at the base of the building.*
 - *The Base should always have the appearance of greater height than all other floors.*
 - *Incorporate different heights and building tops to animate the skyline.*
 - *Buildings should create and frame the public realm and establish view corridors.*
- *Blocks should have distinct and defined edges.*
- *Provide a meaningful and careful transition from the core of Crystal City to the adjacent single family neighborhood.*

4. Increase Connectivity

- *Create a hierarchy of streets.*
- *Increase multi-modal qualities of Crystal Cit with better pedestrian and bike connections.*
- *Provide comprehensive wayfinding for all users.*
- *Establish gateways and significant features at streets and paths that connect to adjacent neighborhoods.*
- *Provide better connections to the underground retail both vertically and horizontally*
- *Provide an enhanced pedestrian connection to the airport.*

5. Incorporate Green Building Principles into all Urban and Architectural Design.

- Environmental Sustainability should be an integral part of all aspects of development and should not be considered in isolation of other principles.
- Buildings and neighborhoods should be designed using state of the art technology and process so as to protect the local environment (stormwater quality, waste reduction, heat island reduction) and the regional environment (climate change, Chesapeake Bay protection, air quality)
- All new buildings should be designed and built using the US Green Building Council's LEED Green Building Rating system. At a minimum, buildings should achieve formal LEED certification from the USGBC at the "Certified" level.
- Emphasis should be placed on overall energy efficiency such as building orientation, building color, roof color/type, fenestration orientation/size/efficiency, lighting, and HVAC selection)
- Reuse of existing buildings should be encouraged as part of the over all sustainability strategy.

6. Define Several Neighborhoods with Identifiable Centers.

- *The incorporation of cultural venues, public spaces, and/or concentrations of retail should be used to define neighborhood centers.*
 - *Provide places for a farmer's market, specialty food stores, small business owners, etc.*

7. Preserve the Integrity of the Surrounding Single-Family Home Neighborhoods

- *Buildings along Fern Street, between 18th and 23rd Streets should be of a scale similar to the single family homes on the west side of Fern Street.*
 - *Taper buildings up in scale and height from Fern Street to the west to Eads Street to the east.*
- *Provide greater pedestrian and bike connections to the single family neighborhoods without increasing the number of pass-through cars.*
 - *Avoid opportunities for freeway cut thru traffic into the single family neighborhoods.*

8. Parking Strategy

- *Improve way-finding for short term parking both on the street and within parking garages.*
- *Easy to find, reasonably priced or free parking is important to a vibrant cultural/retail/restaurant environment.*
- *Reduce single occupancy trips by office workers to Crystal City.*
- *Create a balance between encouraging transit use and easy/affordable parking*

B. Implementation

9. Make Crystal City a Primary Economic Engine of Arlington County.

- *Urge the Crystal City Business Improvement District (BID) to brand Crystal City and market its identity*
- *Make Crystal City a "Class A" office environment with a balance of some "Class B" and "Class C" office space.*
- *Arlington Economic Development will provide assistance to tenants and small businesses during the BRAC transition and redevelopment*
- *Maintain and encourage a robust hotel environment at Crystal City.*
- *All new development should be economically viable.*
- *Provide flexibility to phase development to meet market conditions.*
- *Promote public/private partnerships for public realm and/or transit enhancements.*