

# Arlington County Retail Plan

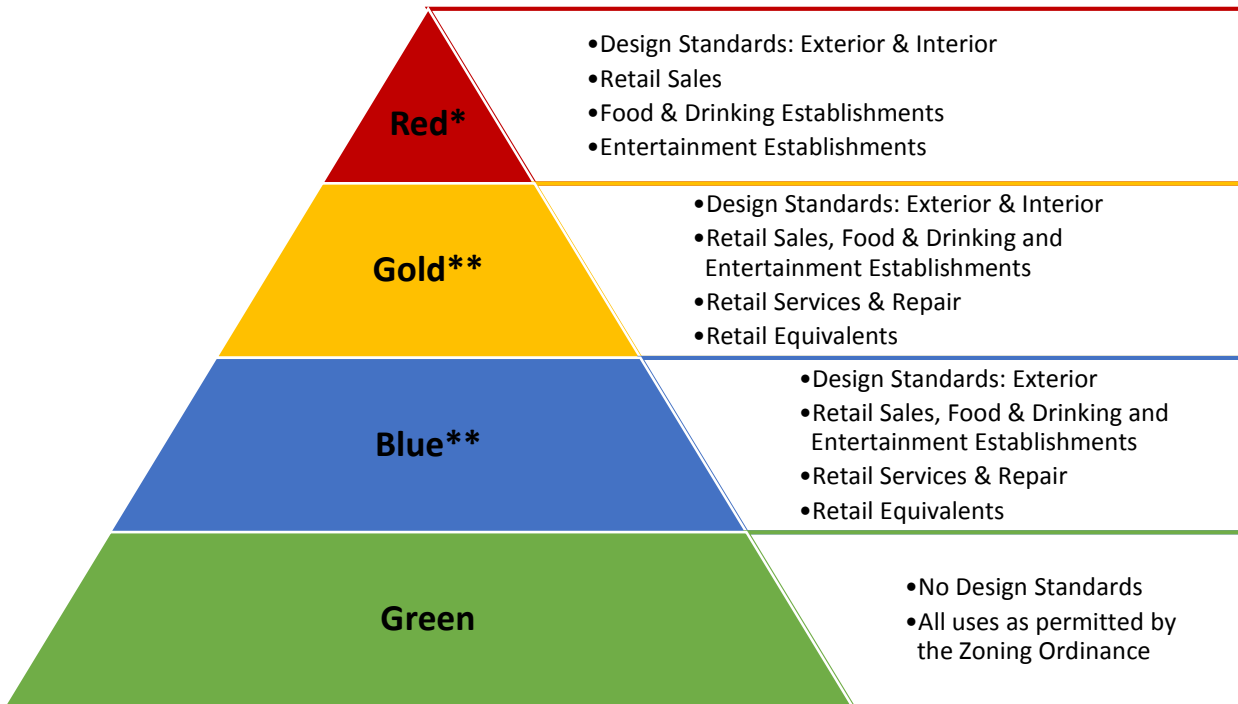
## Retail Street Maps



April 24, 2015

## Street types

There are four retail street types identified on the maps with an increasing level of flexibility from “Red” to “Green.” The characteristics of the streets are highlighted in the graphic and with more descriptive narrative below.



**RED** - Streets for which the predominate frontage of the buildings are planned for retail sales, food & drinking or entertainment establishments. Retail services or retail equivalents may be considered, on a case-by-case basis, by the County Board. Exterior and interior design elements as set forth in the Retail and Urban Design Guidelines. Managed lobby frontage.

**GOLD**- Streets for which the predominate frontage of the buildings are planned for retail sales, food & drinking or entertainment establishments, personal service retail, repair retail and retail equivalents. Exterior and interior design elements as set forth in the Retail and Urban Design Guidelines. Managed lobby frontage.

**BLUE** - Streets planned for any type of retail use or retail equivalent. Other uses as permitted by the Zoning Ordinance may be considered, on a case-by-case basis, by the County Board. Exterior design elements as set forth in the Retail and Urban Design Guidelines.

**GREEN** - Streets where any retail uses or retail equivalents are optional.

Those streets that are not classified on the maps are streets not envisioned for retail uses. Inclusion of retail uses along these streets will be evaluated on a case by case basis.

Where a Red Street intersects with other retail street types, the characteristics of the Red Street are intended to wrap the corners of the intersection. Likewise, where other street types intersect, it is intended that the characteristics of the more prescriptive street type continues through the intersection.

As part of a new special exception site plan or an amendment to an existing site plan, property owners may seek to establish retail services or retail equivalents within the “Red Street” typology to be approved by the County Board. In such cases the County Board may consider factors which include, but are not limited to:

- Evaluation of goals and objectives of the County to determine whether the proposed use furthers the visions set forth in existing plans and adopted policies.
- Physical evaluation of the space
  - Location of the space within the building
  - Orientation of the space to the street
  - Topography of the site
- Evaluation of the context and surrounding area
  - Existing and planned development
  - Phasing of a multi-building development
- Evaluation of use characteristics and whether it is similar to that of the “Red Street” typology
  - Hours of operation
  - Level of activity
  - Intended customer base

## Proposed Retail Street Maps: Changes from adopted policies & plans

### General Map Notes

- All maps show streets as two-sided, providing the ability to show different types of retail on either side of a street, as appropriate
- All legends have been updated to reflect the revised street type descriptions, which more clearly articulate the uses and design elements recommended for each retail street type. The new terminology is used in the staff responses below.
- A general guide to cross-walk between the 2001 Retail Action Plan legend and the Arlington County Retail Plan is as follows:

2001 Retail Action Plan	Arlington County Retail Plan
Entertainment & Main Street Retailing (Red)	Red
Shopping streets principally providing personal & business services (Yellow)	Gold Blue
Neighborhood streets where consumer services are encouraged by not required (Green)	Green
Concentrations of large format retailers (Purple)	N/A

- All maps have been reconciled with adopted Sector Plan recommendations and adopted PDSPs, where available (and any changes from adopted policy are noted)
- The retail maps proposed for the Arlington County Retail Plan do not include the study areas for the Realize Rosslyn, Western Rosslyn Area Planning Study and Envision Courthouse planning processes. As these plans are adopted, the retail maps in the Arlington County Retail Plan will be updated.

### Rosslyn – Realize Rosslyn & WRAPS

This map will be updated as part of the Realize Rosslyn and Western Rosslyn Area Planning Study (WRAPS) processes currently underway.

### Courthouse – 2001 Retail Action Plan & Envision Courthouse

This map will be coordinated, and subsequently updated with changes stemming from the Envision Courthouse process currently underway.

Changes from the 2001 Retail Action Plan include the following **four** changes.

- 1A & 1B – Change Wilson and Clarendon Boulevards between North Adams Street and North Veitch Street from “Entertainment & Main Street” to “Gold.” This focuses the cluster of retail at the heart of Courthouse at Clarendon and Wilson Boulevards at Uhle Street.
- 2- Change the area within Courthouse plaza and the two cross streets going through the plaza from “Entertainment & Main Street” to “Gold.”
- 3 – Change Wilson Boulevard east of North Courthouse Road from “Entertainment & Main Street” to “Gold.” Again, the intent is to focus the cluster of retail sales and restaurants toward the center of Courthouse.
- 4 – Add North Troy Street as “Green.” The portion of this street was added with redevelopment of two parcels. The street, while it does provide a pedestrian connection, is the access point to loading and parking for the property to the west. Concentrating uses on Clarendon and Wilson Boulevards

### Clarendon – Clarendon Sector Plan

The intent of the changes of the street typography within Clarendon is to cluster retail sales and food & drinking establishments along the spine of Clarendon – the Wilson Boulevard and Clarendon Boulevard pairing. As streets radiate from this linear cluster, the typologies become more flexible. Design standards within the Clarendon Sector Plan will take precedence over those found in the Arlington County Retail Plan. There are **eight** changes from the Clarendon Sector Plan.

- 1 – Wilson Boulevard at 10<sup>th</sup> Street N change from “retail frontage” to “Blue.”
- 2 – North Irving Street and 10<sup>th</sup> Street N intersection change from “retail frontage” to “Blue.”
- 3 - 10th Street N (north side) between North Irving and North Hudson Streets change from “retail frontage” to “Blue.”
- 4- 10<sup>th</sup> Street and North Highland Street intersection change from “retail frontage” to “Gold.”
- 5 – 10<sup>th</sup> Street North between North Highland Street and Washington Boulevard change from “retail frontage” to “Gold.”
- 6 – Washington Boulevard between Clarendon Boulevard and North Fillmore Street change from “retail frontage” to “Gold.”
- 7 – North Fillmore Street (west side) between Clarendon Boulevard and 1<sup>th</sup> Street N add “Blue.”
- 8 – North Garfield, North Fillmore and North Edgewood Streets between Wilson and Clarendon Boulevards change from “retail frontage” to “Gold.”

### Virginia Square – Virginia Square Sector Plan

Staff suggest that the uses in the Retail Street Maps are generally consistent with those described in the adopted Virginia Square Sector Plan. Many of the uses envisioned on the ground floor of this area included gallery space, art and cultural uses, educational and medical uses. Therefore, the “Blue” street designation is appropriate for many of the streets as they transition between Clarendon and Ballston. However, moving toward Ballston, particularly west of Oakland Park and St. George’s Episcopal Church, both Fairfax Drive and Wilson Boulevard could develop into a more active transition area and staff recommends the “Gold” designation to accommodate design both inside and outside.

### Ballston – 2001 Retail Action Plan & North Quincy Street Plan Addendum

There are **ten** changes from the 2001 Retail Action Plan.

- 1 – Fairfax Drive west of the North Glebe Road intersection change from “Optional” to “Blue.”
- 2 – North Glebe Road between Fairfax Drive and 11<sup>th</sup> Street N change from “Optional” to “Blue.”
- 3- North Glebe Road and Fairfax Drive intersection change from “Optional”, “Large Format” and “Entertainment & Main Street” to “Gold.”
- 4 – Fairfax Drive between North Glebe Road to North Quincy Street change from “Entertainment & Main Street” to “Gold.”
- 5 – North Glebe Road between Fairfax Drive and 7<sup>th</sup> Street N change from “Large Format” to “Gold.”
- 6 – North Taylor Street between Fairfax Drive and Wilson Boulevard change from “Personal & Business” to “Green.”
- 7 – North Stuart Street between Fairfax Drive and Wilson Boulevard change from “Entertainment & Main Street” to “Gold.”
- 8 – 9<sup>th</sup> Street N between North Stuart and North Quincy Streets change from “Personal & Business” to “Green.”
- 9 – North Glebe Road between 7<sup>th</sup> Street N and Henderson Road change from “Large Format” to “Blue.”
- 10 – North Randolph Street between North Glebe Road and Wilson Boulevard change from “Large Format” to “Blue.”

**Crystal City – Crystal City Sector Plan**

Although the legends vary, this map is intended to be consistent with the adopted Crystal City Sector Plan. The use of the “Gold” designation provides suitable flexibility for an area that continues to transform.

**Pentagon City - PDSPs**

The adopted plans for Pentagon City are predominately approved PDSPs, where the term retail was not specifically defined. As South Hayes Street and 12th Street South are important spines within the Pentagon City area, they have been designated “Red.” Other streets accommodated more variety of uses and are designated as described in the adopted PDSPs and associated design guidelines.

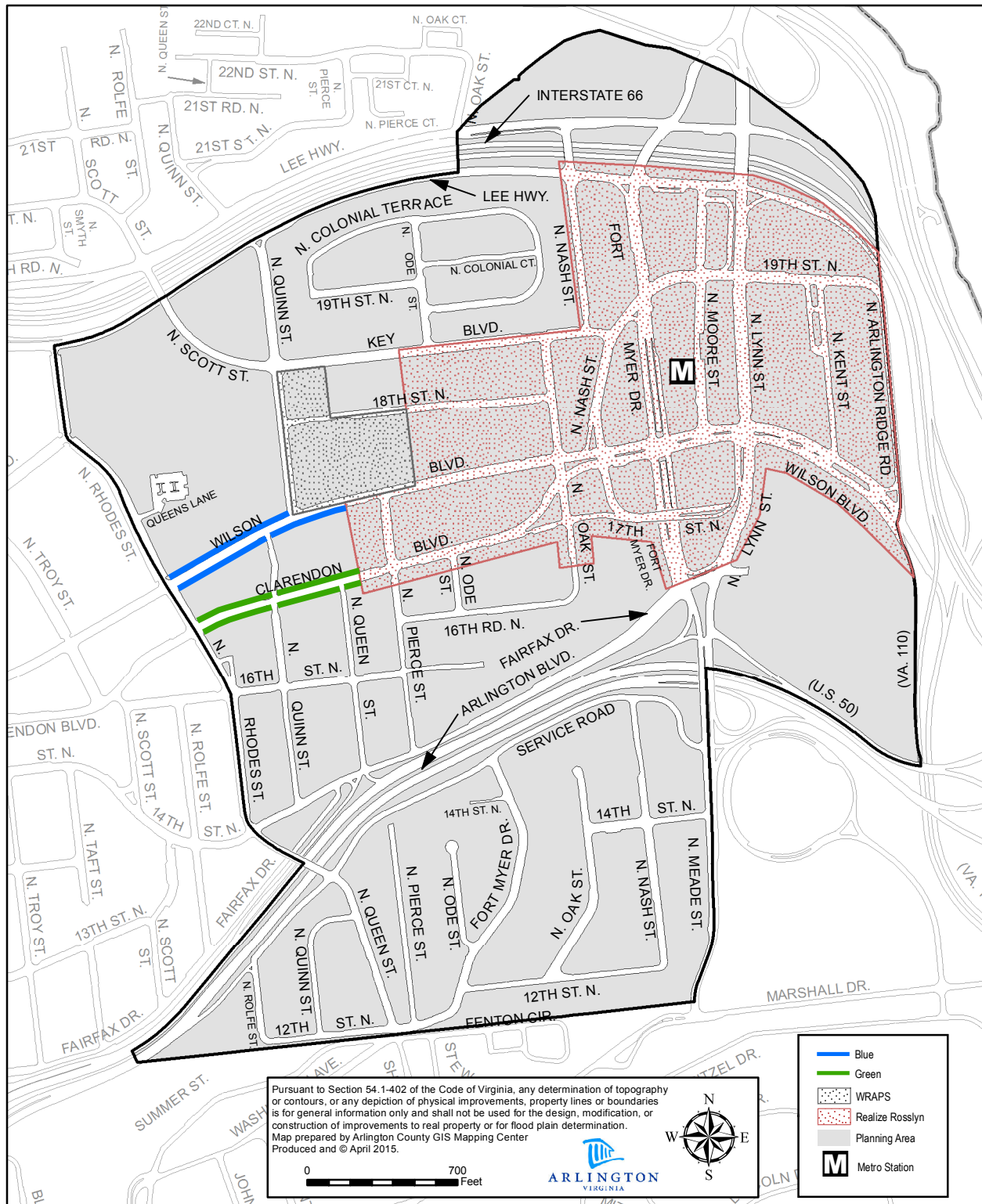
**Potomac Yard - PDSP**

The Potomac Yard PDSP called for retail in each land bay. The intent was for each land bay to provide for goods and services on site – “Blue” is appropriate.

**Columbia Pike – Columbia Pike Initiative & Neighborhoods Plan**

The map is intended to be consistent with the adopted Columbia Pike Initiative, Neighborhoods Plan, Form Based Code (FBC) and Neighborhood-Form Based Code (N-FBC). The allowed uses within the ground floor are as prescribed in the CP-FBC and CPN-FBC. Design standards as required by the Form Based Code take precedence over those found in the Arlington County Retail Plan.

# Rosslyn\*



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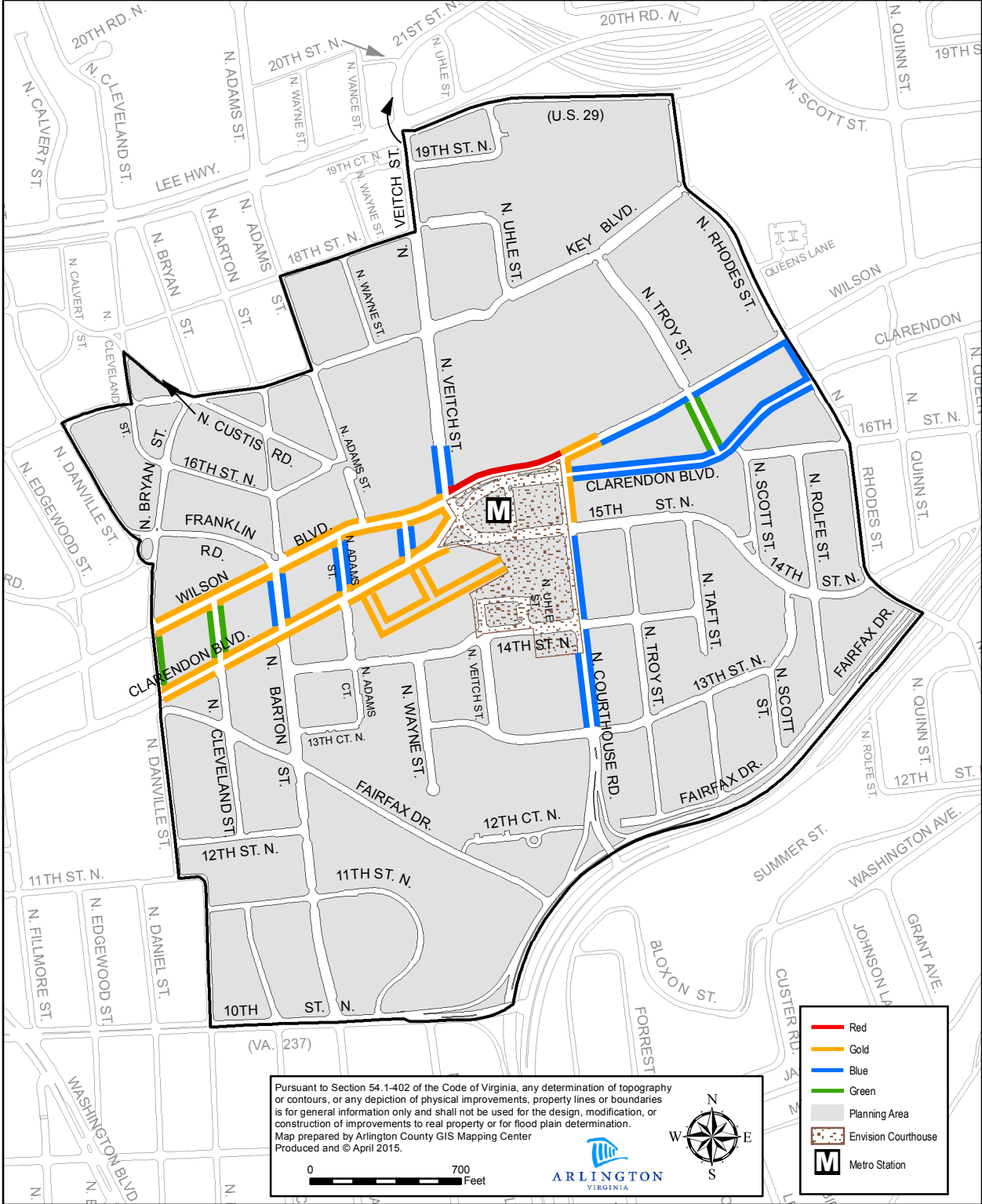
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\*Please note that the boundary for Realize Rosslyn boundary will be corrected.

# Courthouse\*



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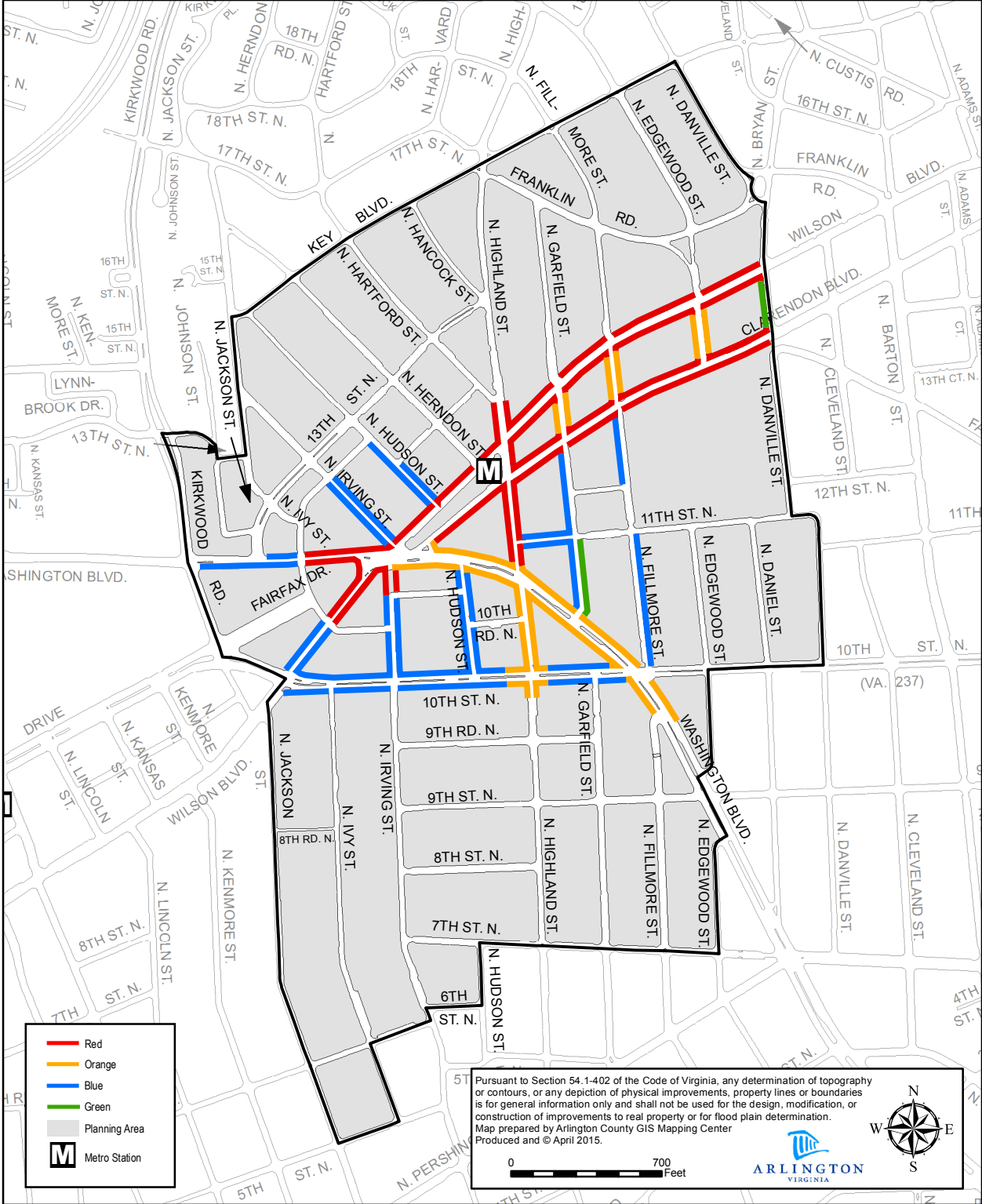
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# Clarendon



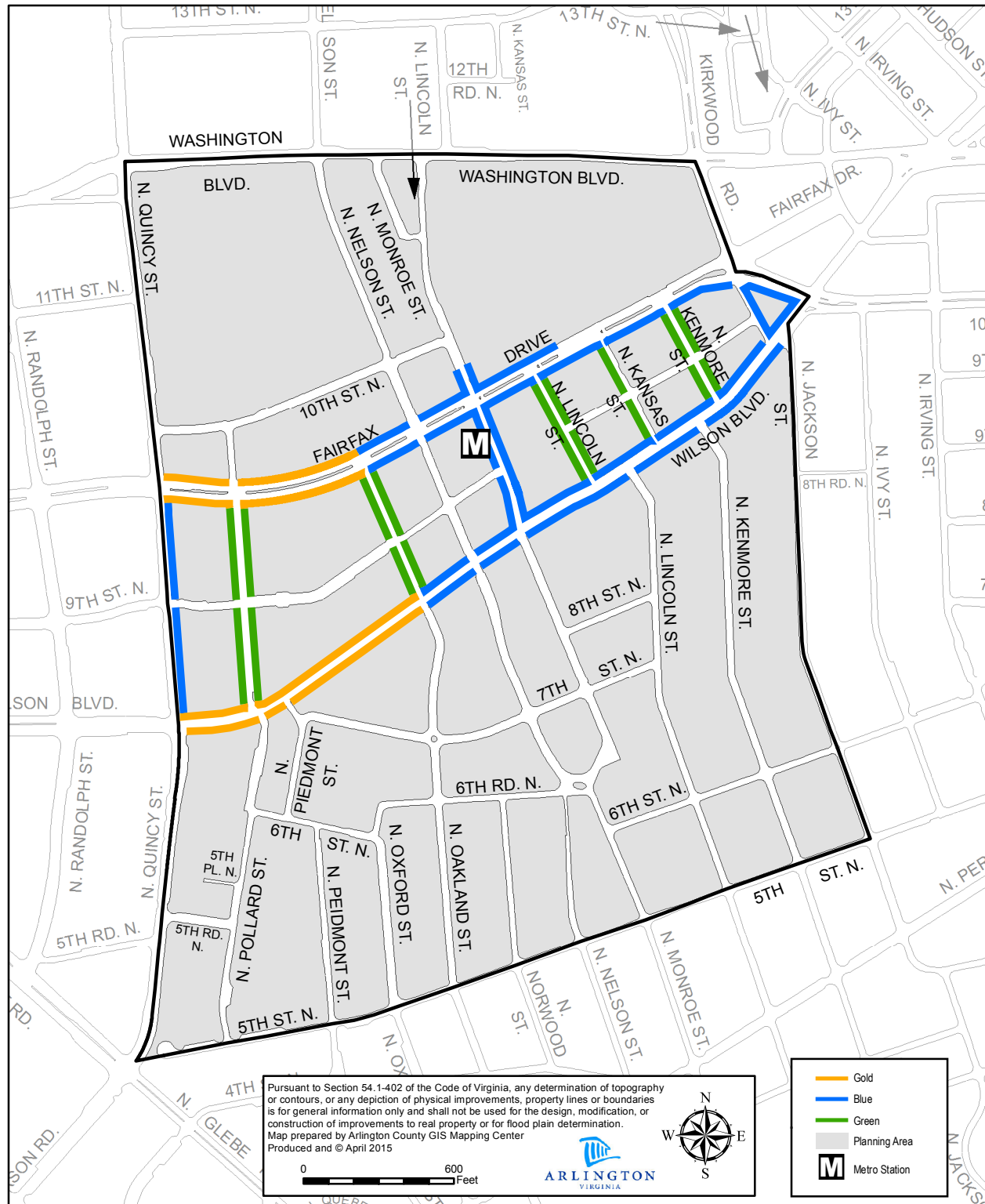
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# Virginia Square



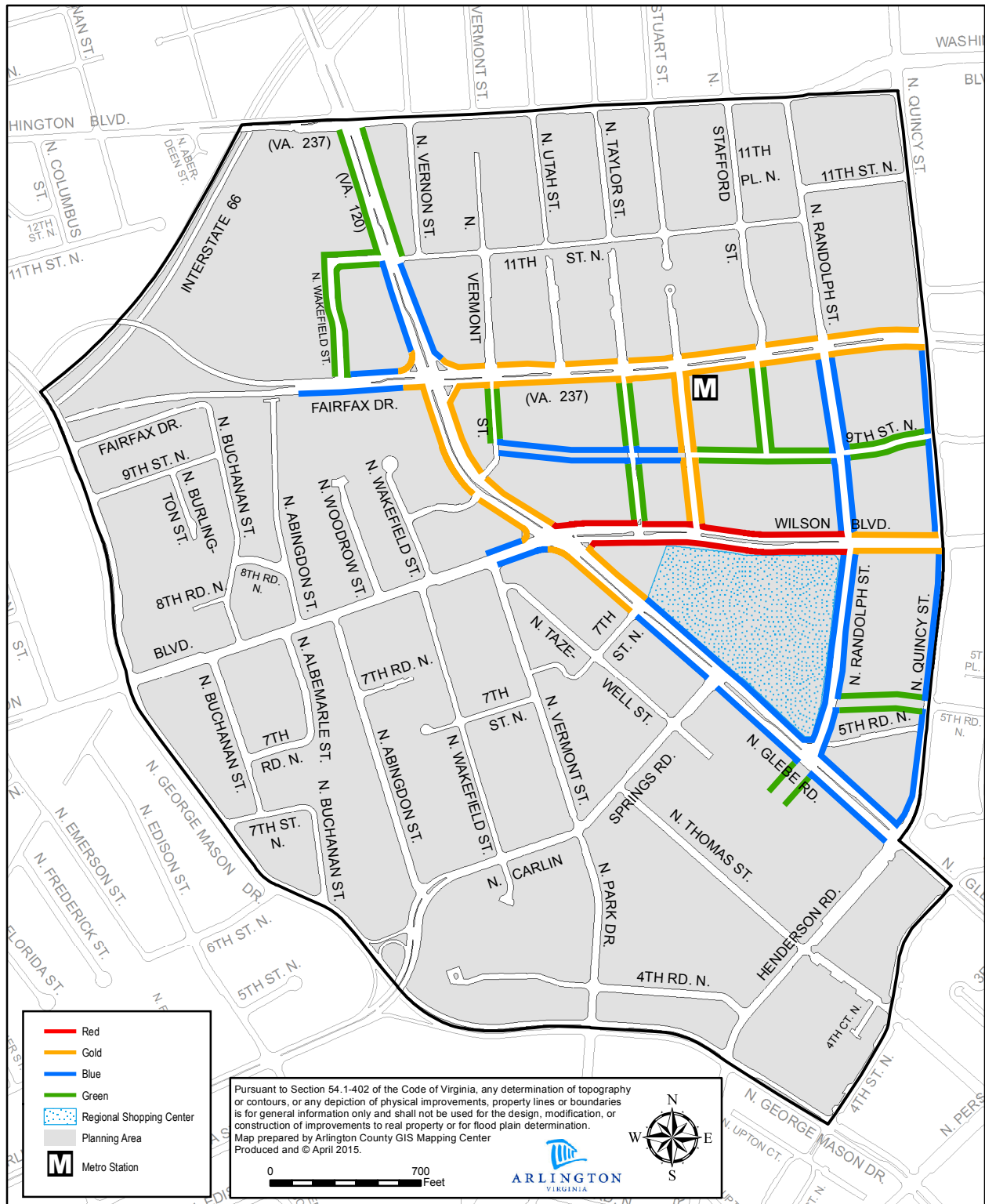
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# Ballston



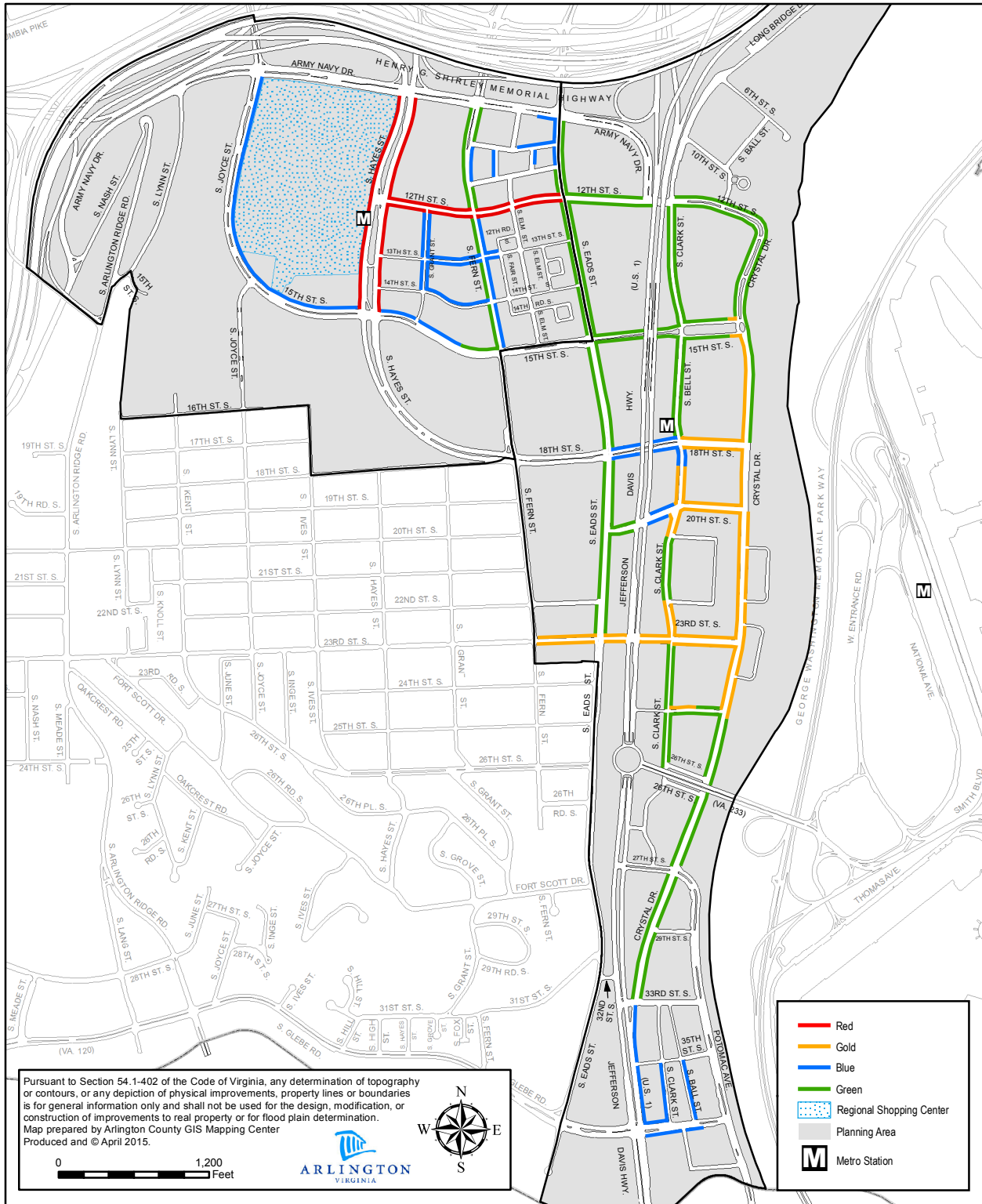
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# Crystal City - Pentagon City - Potomac Yard



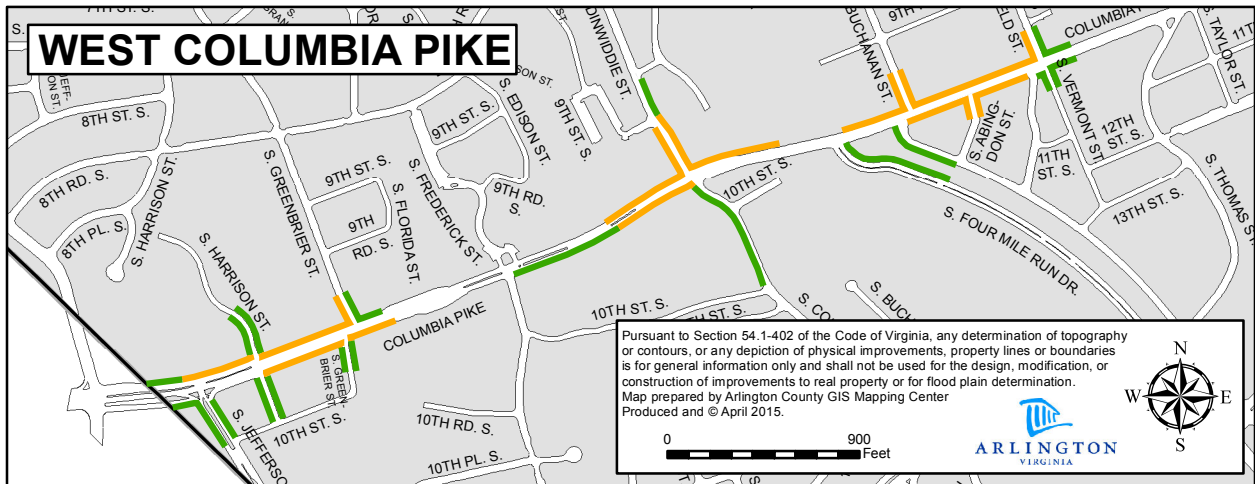
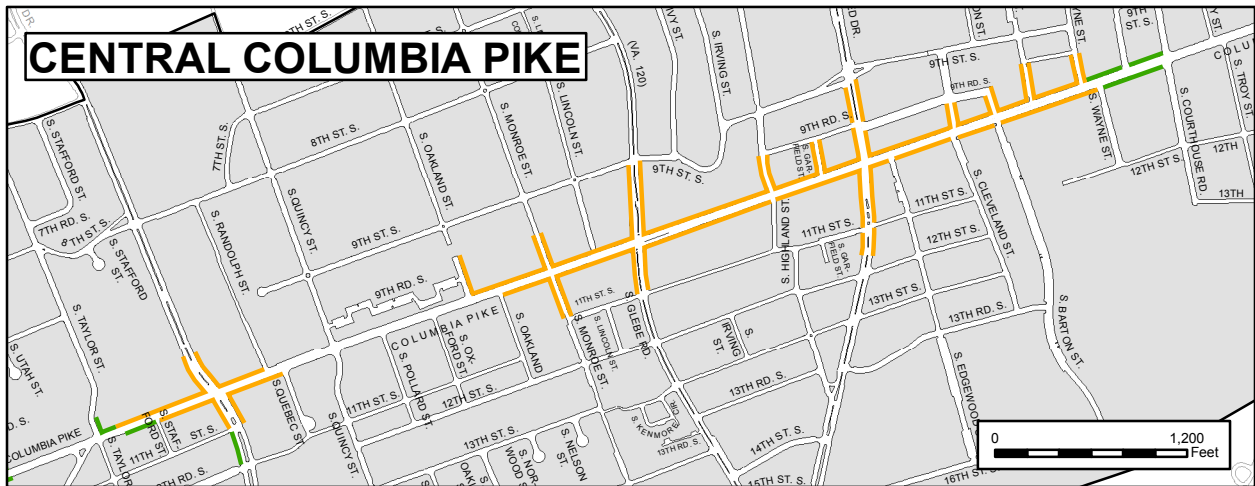
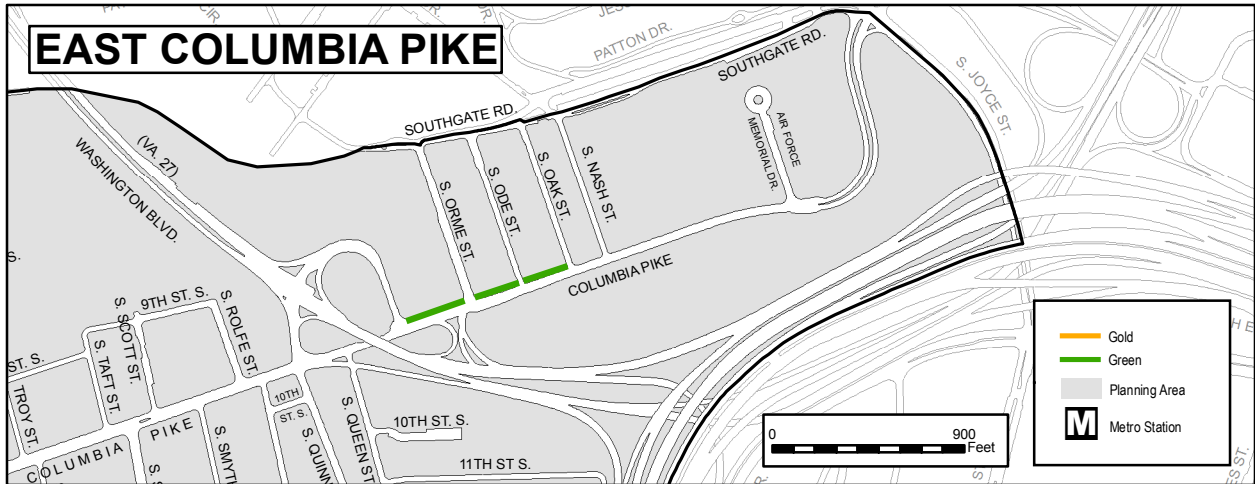
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# Columbia Pike



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Arlington Economic Development  
1100 North Glebe Road, Suite 1500  
Arlington, Virginia 22201  
(703) 228-0808