

## EMBARC – Penn Daw CBC Priorities:

### A. Improved Transportation

- BRT Station (in front of South Alex)
- Grid of Streets (Quander to Fairview)
- Sidewalks, Bike Lanes, Street Trees

### B. Transit Oriented Development

- Mid-Rise Buildings (taller – eventually)
- Parking Concentrated in Decks



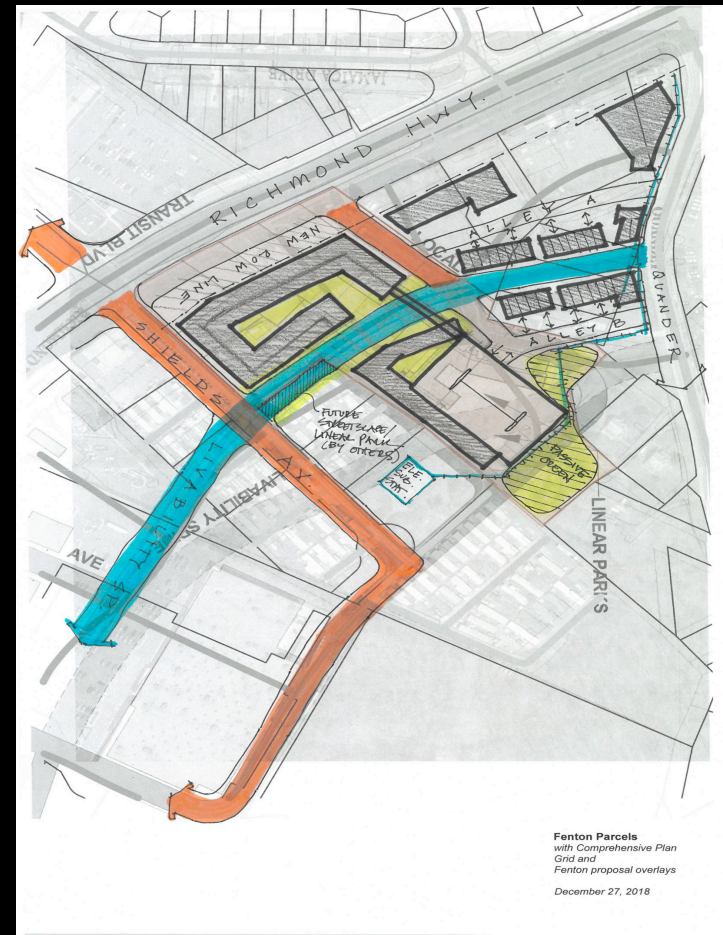
# Fenton Site Challenges/ Problems:

- Topography
  - 50 foot drop
- Roads & Livability Spine
  - Where should they go?
- Building Site(s)
  - Footprint is the key
- Building Height
  - Five (5) Stories
- Viability of Retail
  - “Amazon Effect”
- Current Annual Tax Collected:
  - Less than \$60,000



## Latest Suggested Approach:

- **Move Livability Spine**
  - Much Closer to Richmond Highway
  - Creates Two Building Sites on Fenton Site
  - Requires Seven (7) More Parcels
- **Problems with this Approach**
  - Access to Quander too Close to Route 1
  - Buildings are not Financeable
  - Consolidating Seven (7) Parcels Unrealistic
  - Delays EMBARK Vision for Decades
- **Is There a Better Way Forward?**
  - Workable Access from Quander to Shields
  - Building(s) that are Viable Today
  - Realize the Vision of EMBARK Plan



# Overcoming Obstacles:

## Development Plan for Fenton Site:

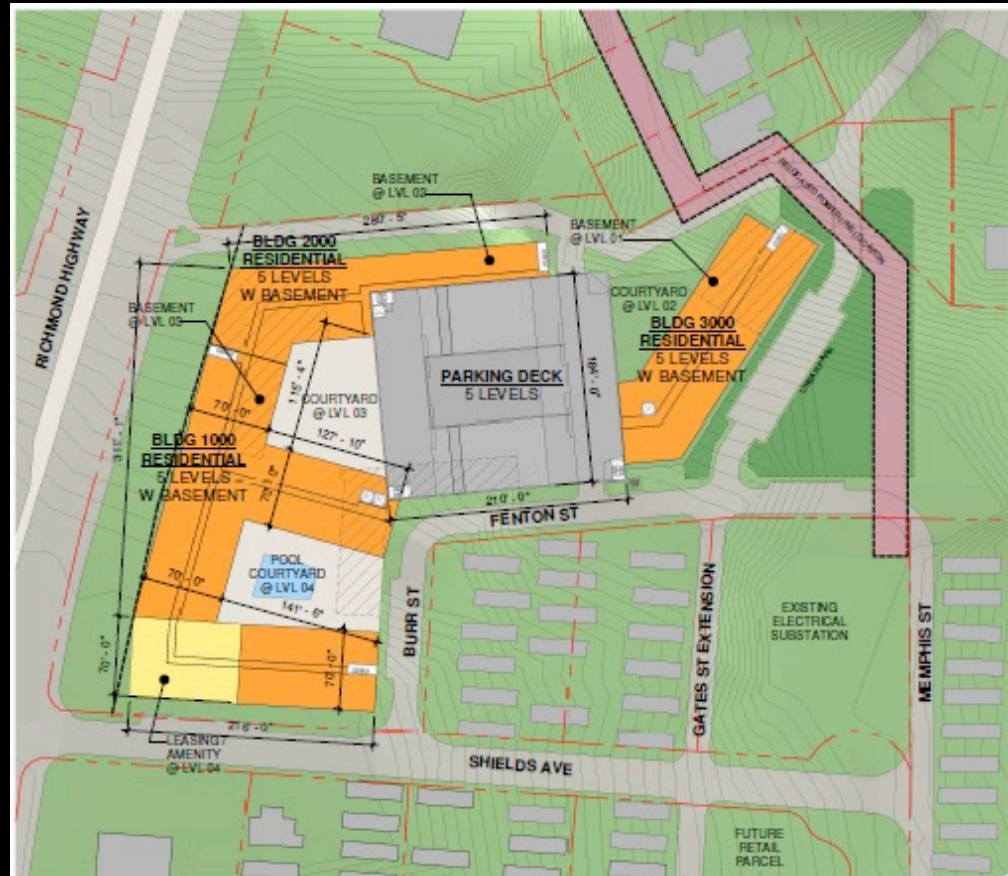
- 333 Apartments (5 Stories)
- Wrapped Around Parking Deck
- Access from Quander to Shields
- Follows Existing Topography
- Wrap Footprint like Shelby, Novus, etc.
- Follows 2009 APR Recommended by MVCCA

## Establish Grid of Streets:

- Quander Access per EMBARK
- Allows for Traffic Queuing at Route 1
- Does Not Require Additional Parcels
- Provides Interim Access to Shields
- Future Access to Shields per EMBARK
- Sets Logical Development Sites & Blocks

## Propels EMBARK Towards BRT:

- Urban Density - Now
- Annual Tax Payment > 20X Current
- Establishes Gateway to Penn Daw
- Justifies Even Higher Density on Walmart
- Enables Livability Spine on Flat Walmart
- Demonstrates Successful Revitalization



# Making EMBARK Happen in Penn Daw



## Achieve Priority Revitalization Goals

- **Transportation:** Grid of Streets, Sidewalks, Bike Lanes, etc.
- **Transit Oriented Building:** Five (5) Stories, Address the Streets, Parking in Precast Deck

## By Providing Site Specific Flexibility

(As Called for in the EMBARK Plan – see page 22)

# We Have Already Started in Penn Daw

Momentum is Building:



**The Shelby**  
(built 2014)



**South Alex**  
(under constr.)



**Novus**  
(in for permits)

## **What We Ask of the Mt. Vernon Council:**

So as to clear current obstacles and to encourage the prompt and successful development of the 6.3 acre Fenton Site in a manner that improves and revitalizes the Penn Daw CBC:

The Mt. Vernon Council supports a multi-family development on the Fenton Site using five (5) story wrap construction around a pre-cast parking deck on a single footprint that provides a transportation network (roads, sidewalks, etc.) substantially as described on the attached plan.

This support is contingent on the continued consultation and interaction with the Mt. Vernon Council as the development plan for the Fenton Site is further refined through the entitlement process.

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