

An aerial photograph of the North Potomac Yard area. A large red outline highlights the main site, which is filled with numerous long, dark rectangular structures, likely shipping containers or materials. The surrounding area shows a mix of industrial and residential buildings, roads, and green spaces. The Potomac River is visible on the left side of the image.

North Potomac Yard

MEETING AGENDA

- Summary 6/6 Concept Options
- Metro Zone Discussion
- Group Exercise
- Report outs, Debrief and Public Comment
- Work Plan, Process, & Wrap Up

AG MEETING #3 - GROUP ACTIVITY



CONCEPT OPTION FEEDBACK

CHARRETTE OPTION ONE: TEST FIT - FULL BUILDOUT

- RETAIL
- OFFICE
- HOTEL
- RESIDENTIAL
- ||||| PROPOSED BRT ROUTE



US ROUTE 1 **TOTAL DEVELOPMENT: 7,525,000 sf total**

Retail: 930,000 sf Office: 1,930,000 sf Residential: 1,100,000 sf Hotel: 170,000 sf Flex (Office or Residential): 3,395,000 sf

CONCEPT OPTION FEEDBACK

CHARRETTE OPTION TWO - TEST FIT - Full Buildout



US ROUTE 1

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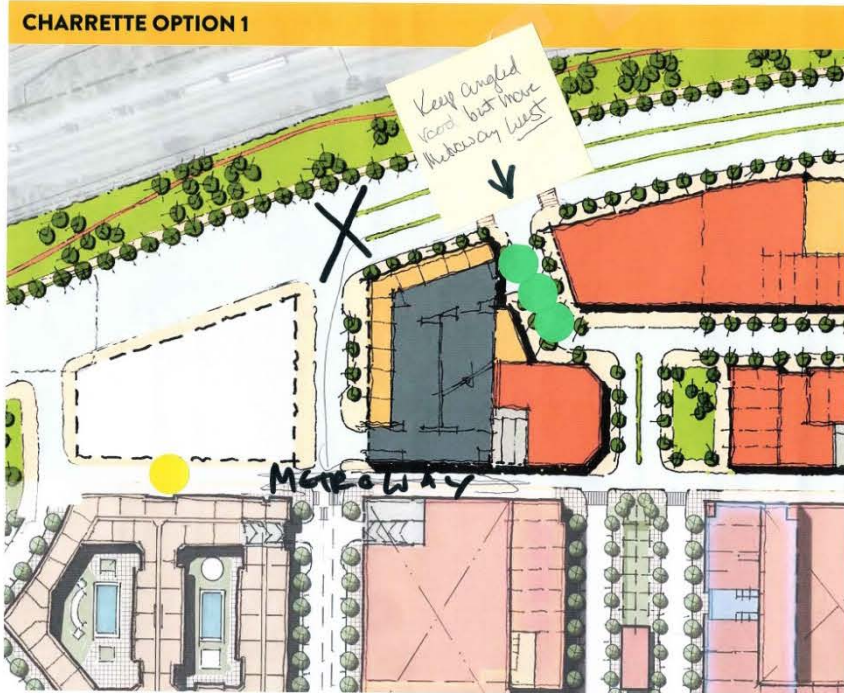
CONCEPT OPTIONS FEEDBACK

STUDY AREA A: OPTIONS

Too much breaking up left anchored garage

Like this option but keep the angled road connection

CHARRETTE OPTION 1

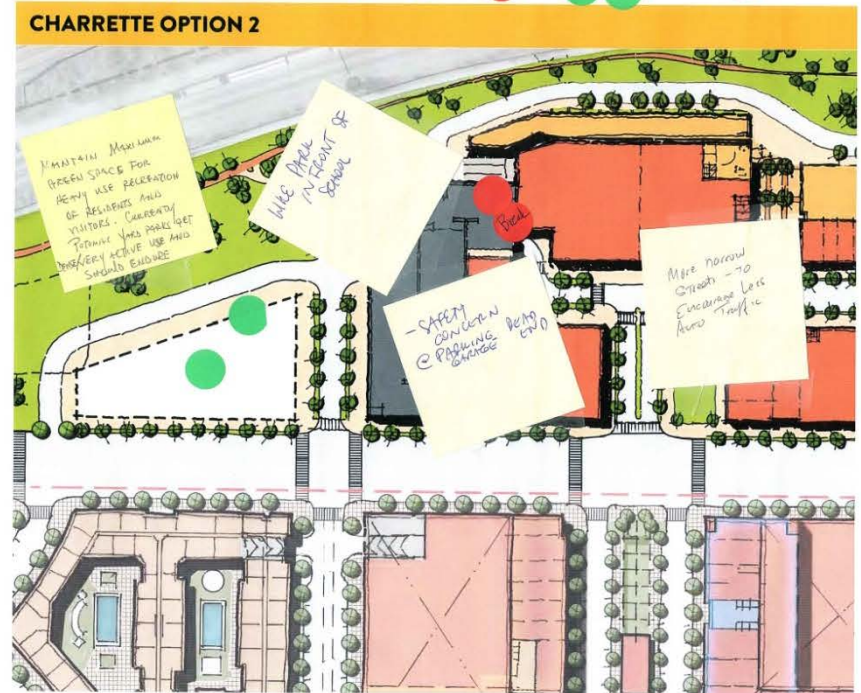


Keep angled road but more Mainway West

like through fare of Potomac Ave (continuity of a parkway)

Too much separation b/w Park & Potomac Ave. + location of Ave makes park too small

CHARRETTE OPTION 2



MAINTAIN MAXIMUM OPEN SPACE FOR RECREATION OF RESIDENTS AND VISITORS. CURRENTLY POTOMAC VIEWS PARKS GET MORE ACTIVE USE AND SUPPORTS ENDORSE

like park in front of garage

Safety can be an issue @ parking garage being cut off

More narrow streets -> Encourage Less Auto Traffic

like school drop off area + access to park for kids

like Reed Ave leading left to park/vista

Prefer overall layout, but parking garage may be better with more greenery

CONCEPT OPTIONS FEEDBACK

STUDY AREA B: OPTIONS

CHARRETTE OPTION 1



STUDY AREA B: OPTIONS



CONCEPT OPTIONS FEEDBACK

STUDY AREA C: POTOMAC AVENUE LOCATION

CHARRETTE OPTION 1

- PARK PAVILIONS MAKE USE THE CONTINUUM OF CHANGING
- LIKE THE BLENDING PAVILION EASY TO RECOGNIZE

Reed Ave lead to Vista on park (Good)

Metro north is better for Phase I retail - right? Where are the fronts of buildings here?

Relatively similar park cross section = boring

like wider park but also like Potomac Ave thruway along park

CHARRETTE OPTION 2

better school access to park a drop-off

- like large park feet BUT will not be maintained

I like the fact that park has really wide paths, you could have some other things with that

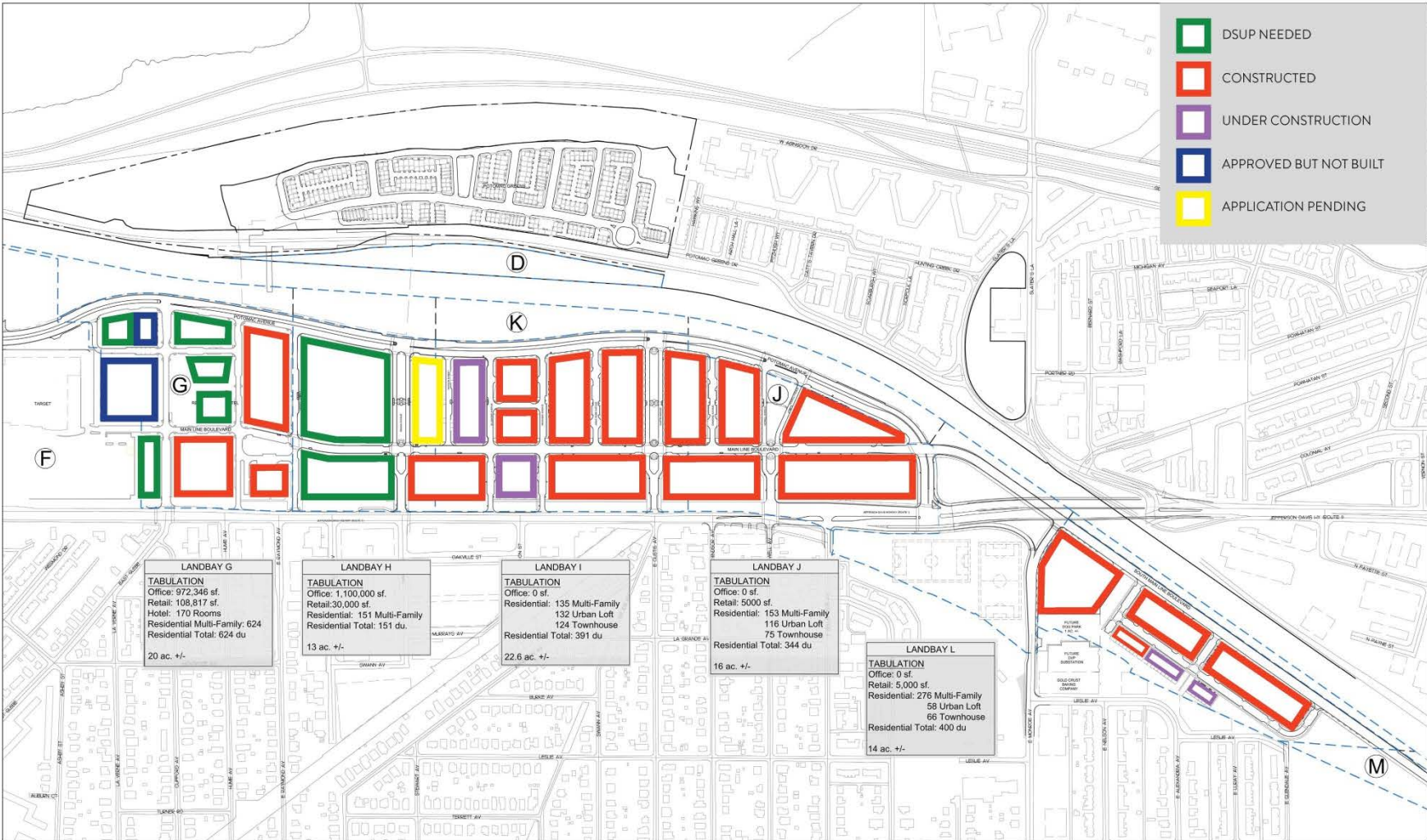
- Main road accessibility would be possible in some case to development projects already
- Main road current Potomac Ave with speed control street design

AG#3 MEETING SUMMARY CONCEPT COMMENTS

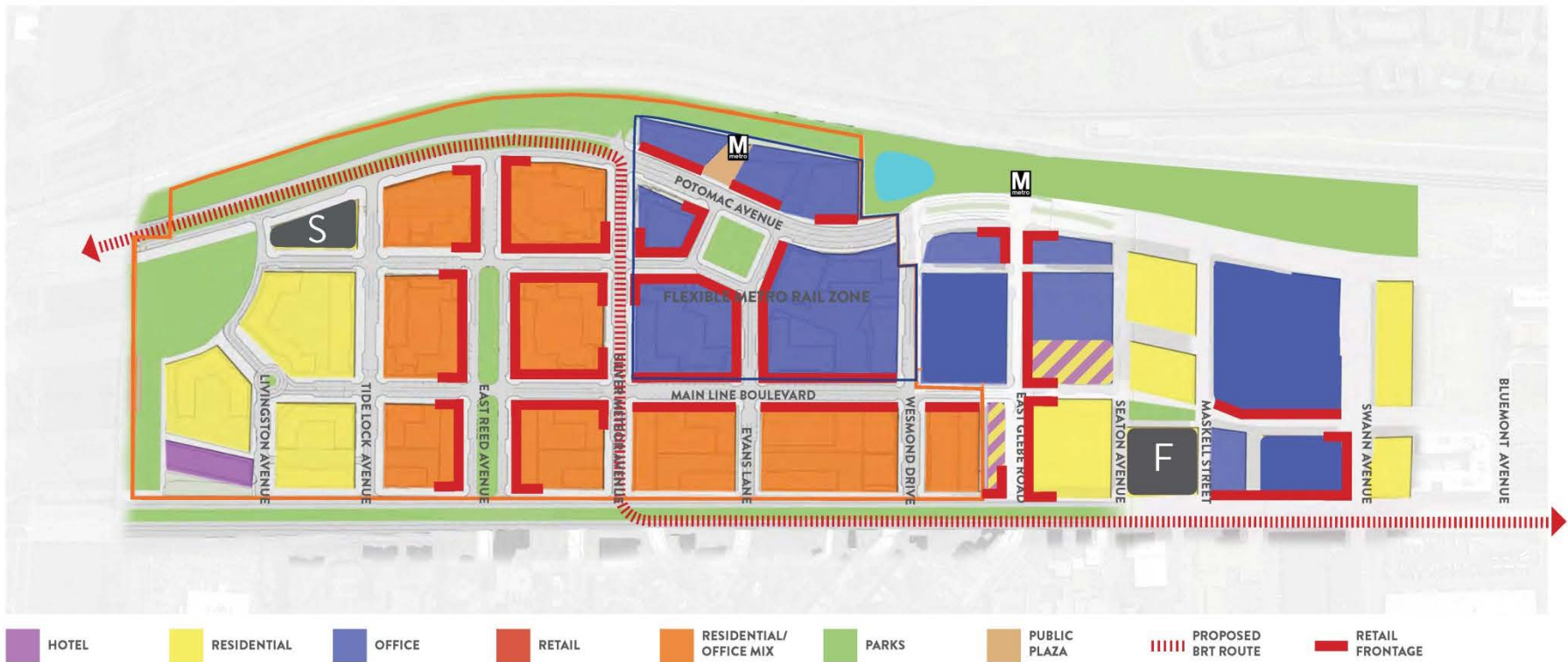
- **Sense of arrival** – experience at Metro Station
- Location of Metro Station and **defined** Metro Square
- **Metro Flex Zone** – based on commercial/office uses; must be special
- Remove parking structure at Metro
- **Defined park edge**; adjacent street to Potomac Yard Park
- Importance of vistas and openings
- **Access** to Potomac Yard Park; connection at the North of site

SOUTH POTOMAC YARD

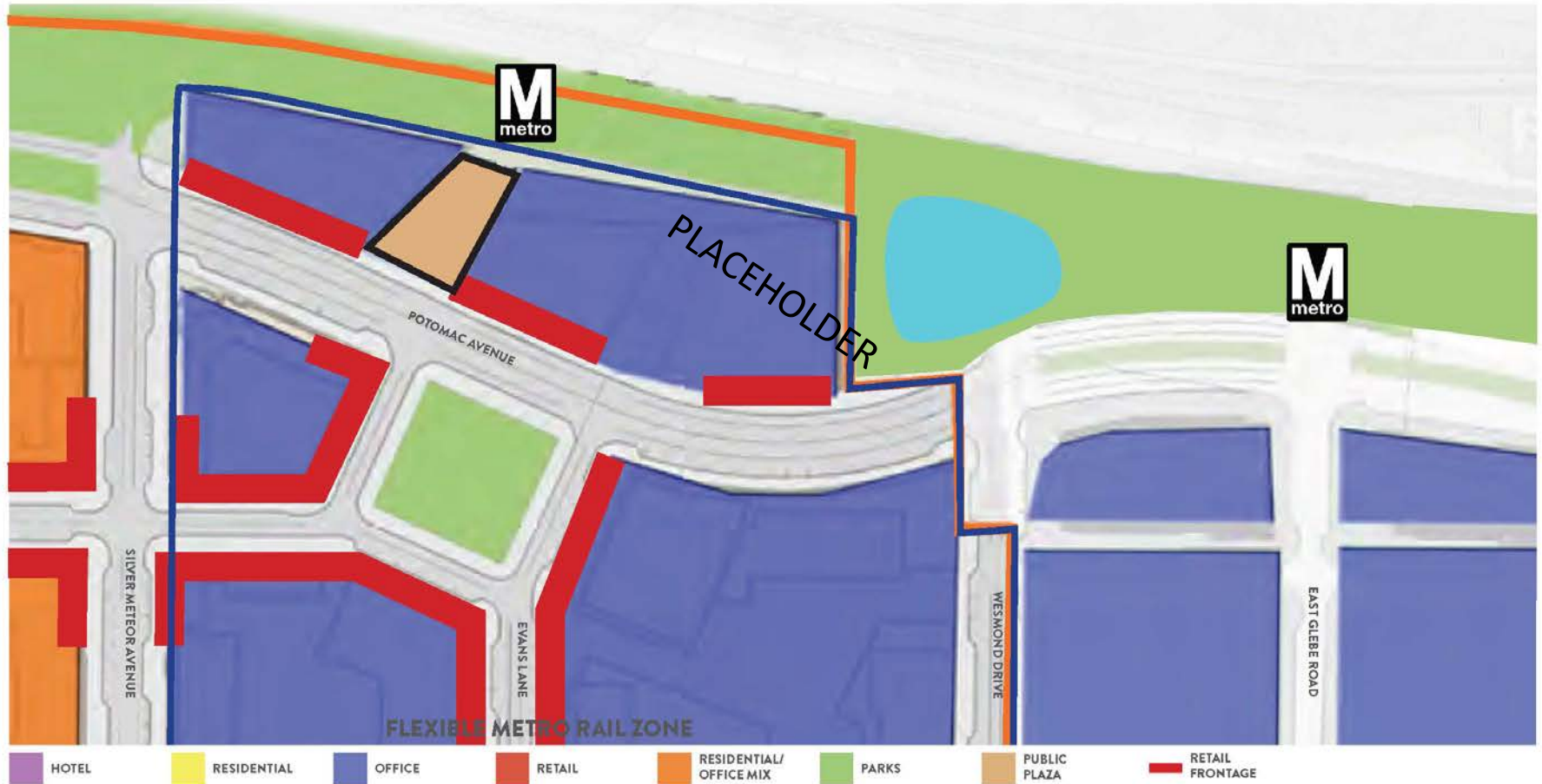
- DSUP NEEDED
- CONSTRUCTED
- UNDER CONSTRUCTION
- APPROVED BUT NOT BUILT
- APPLICATION PENDING



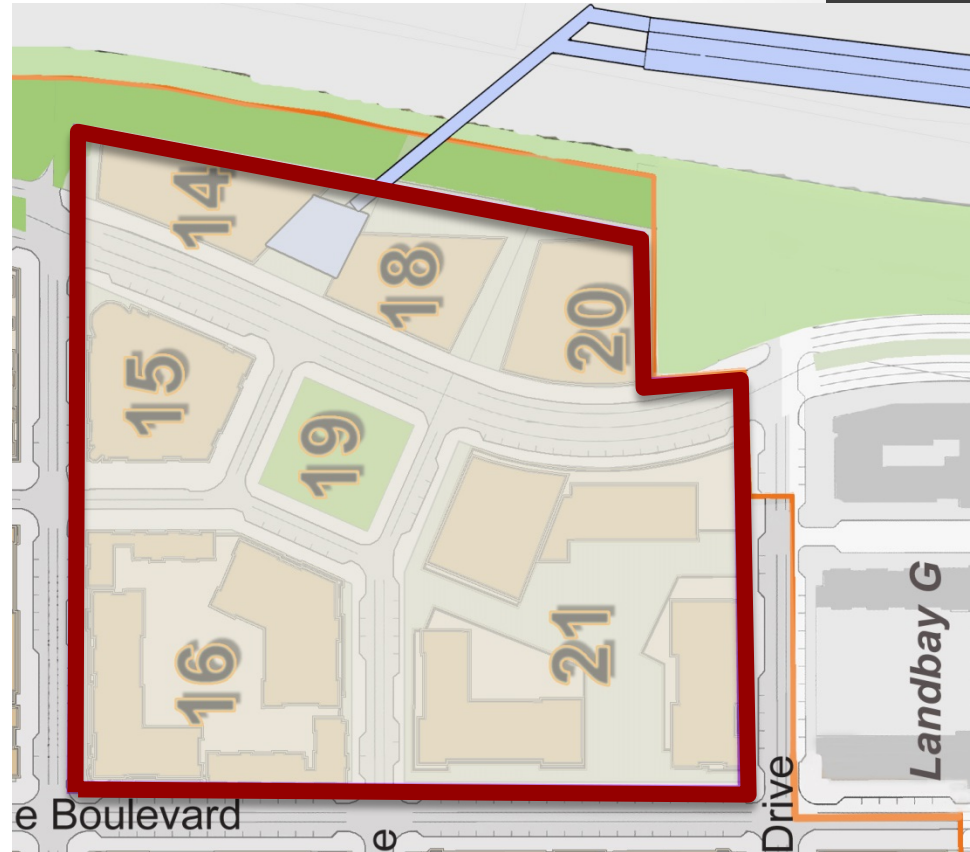
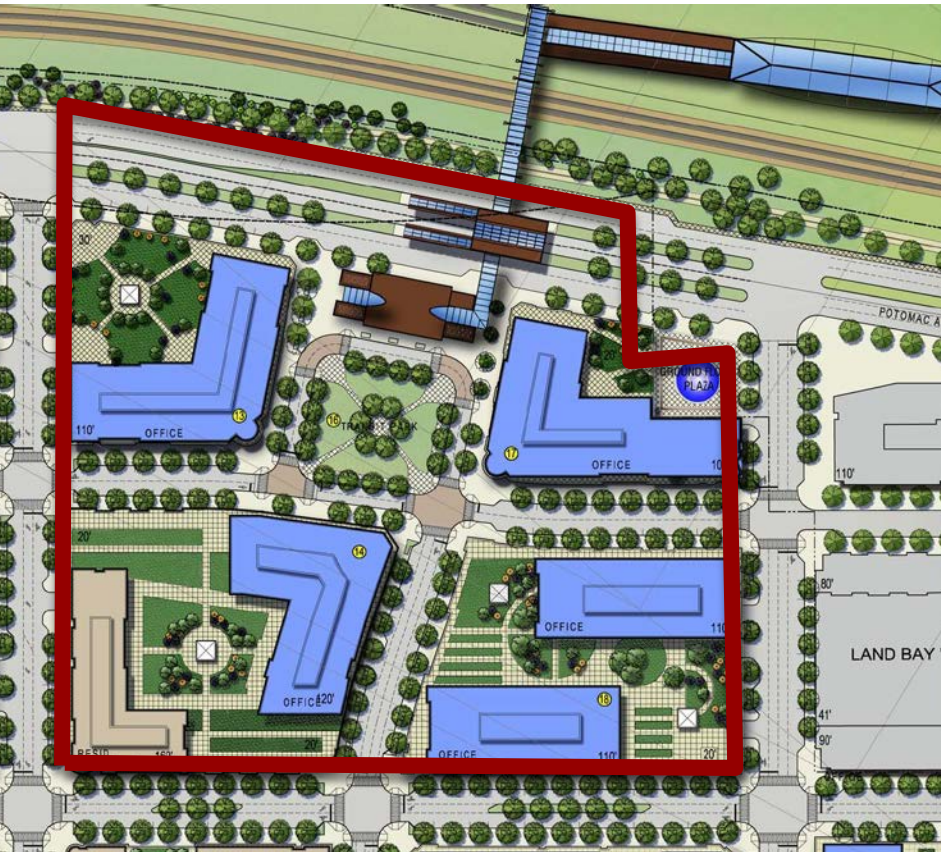
2010 PLAN FRAMEWORK DIAGRAM



2010 PLAN – METRO ZONE



2010 PLAN – METRO ZONE

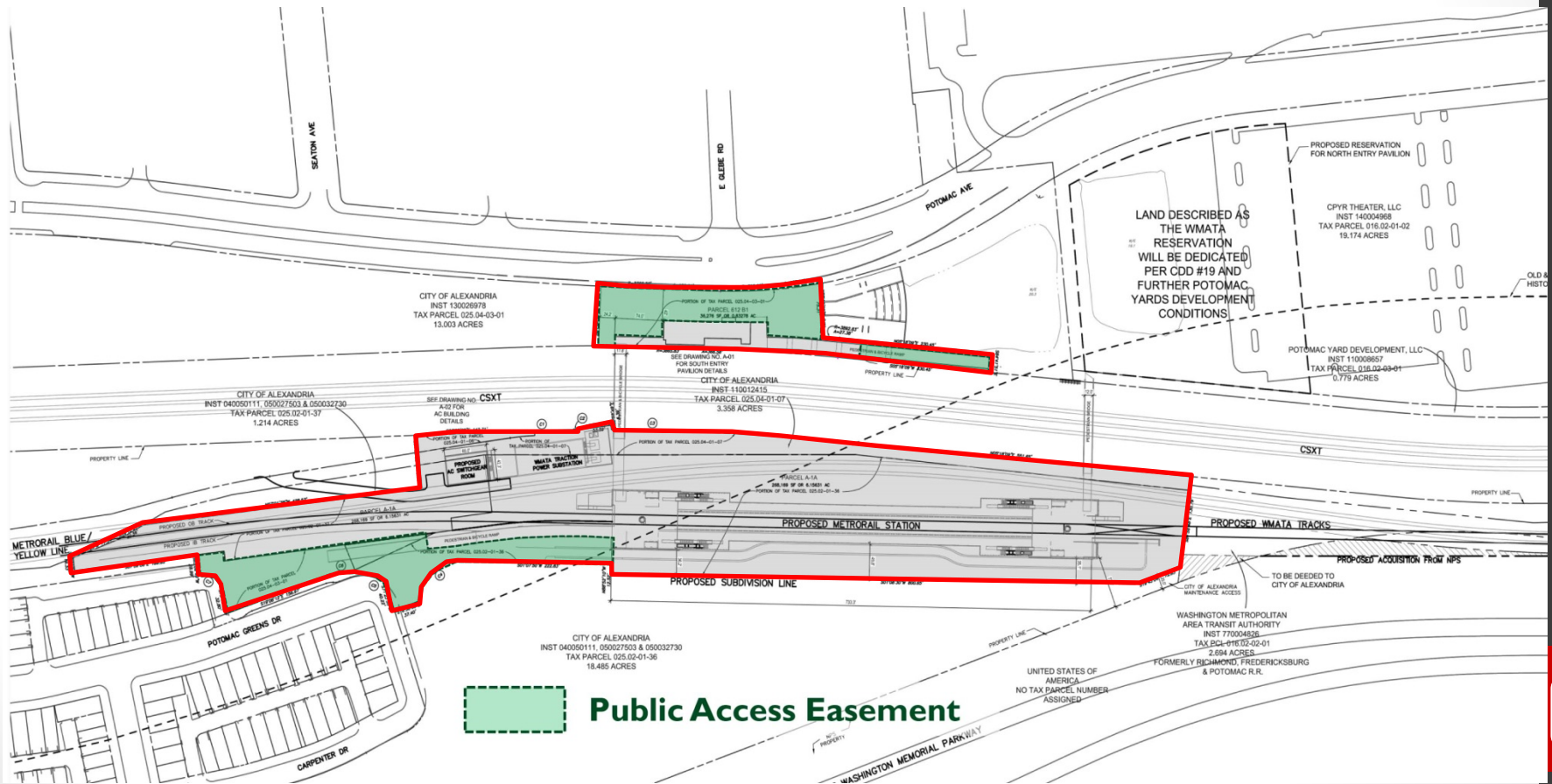


METRO ZONE: KEY GOALS 2010 PLAN

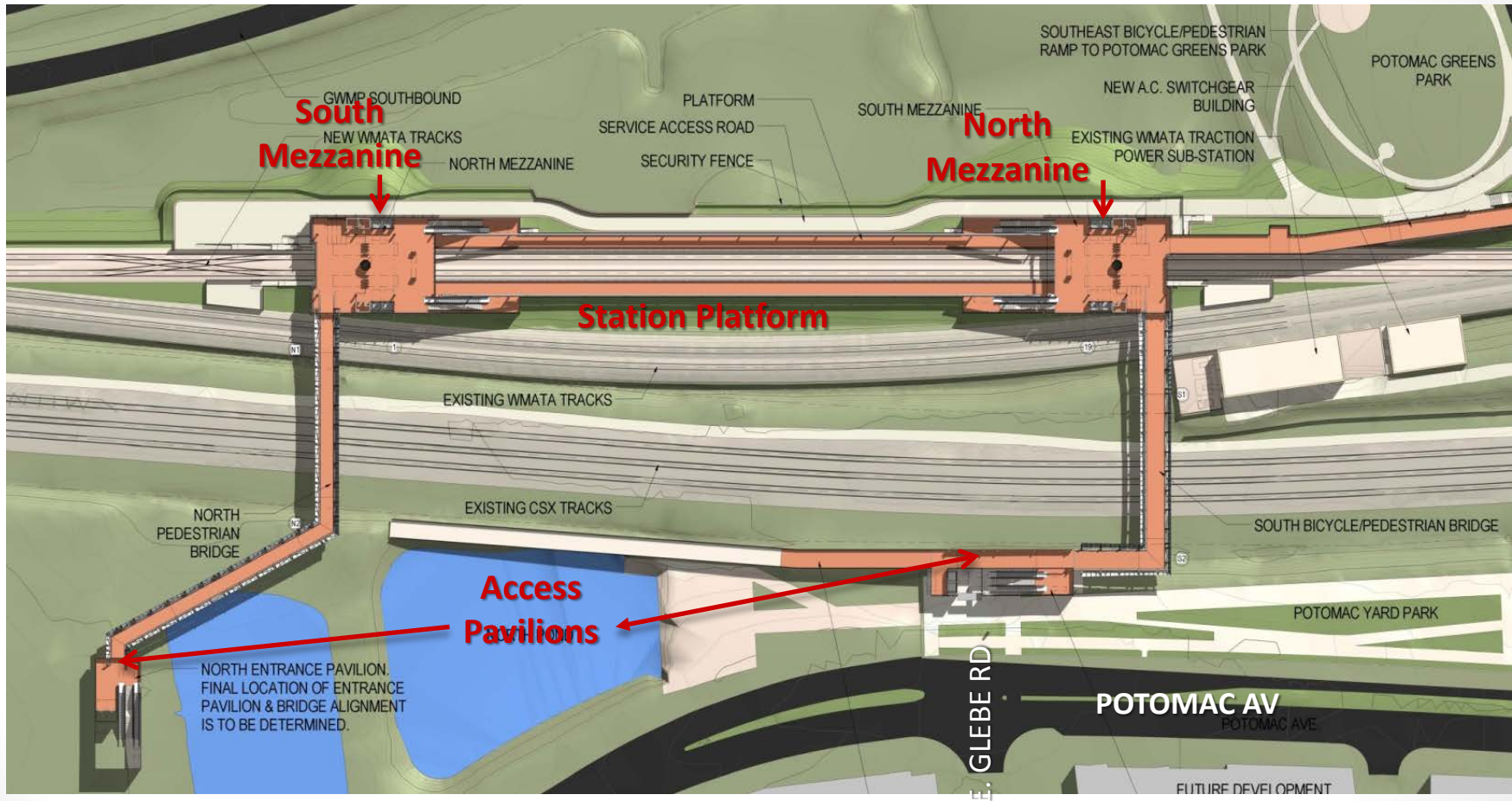
- Urban Metrorail station that serves pedestrian not automobiles
- Accessibility of metro station and BRT stations
- Connectivity at metro and BRT stations and between modes
- Curvilinear nature of Potomac Avenue
- Maximize building height, office density, and memorable building forms around the Metro station
- A centrally located, well-defined urban park
- Potomac Ave (relocated) to connect to planned street network to north and south
- Visual terminus at Water Street [existing Potomac Avenue] at Metro Square
- A meaningful connection to Potomac Yard Park.

METRO STATION SITE PLAN

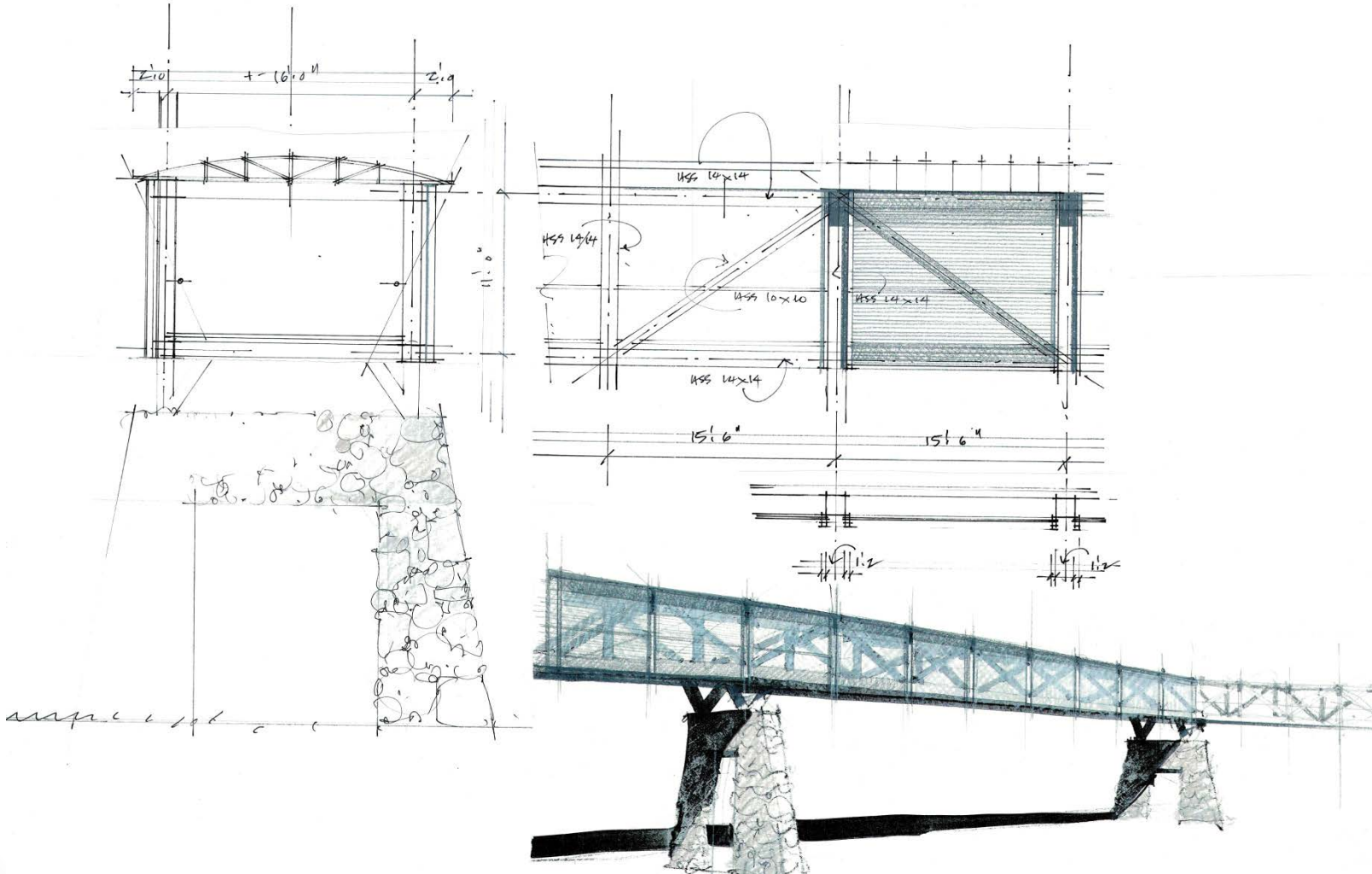
- Creating 2 WMATA parcels with public access easements in park areas



METRO STATION SITE PLAN



METRO STATION – TRUSS & BRIDGES



METRO STATION ENTRANCES



METRO STATION ENTRANCES

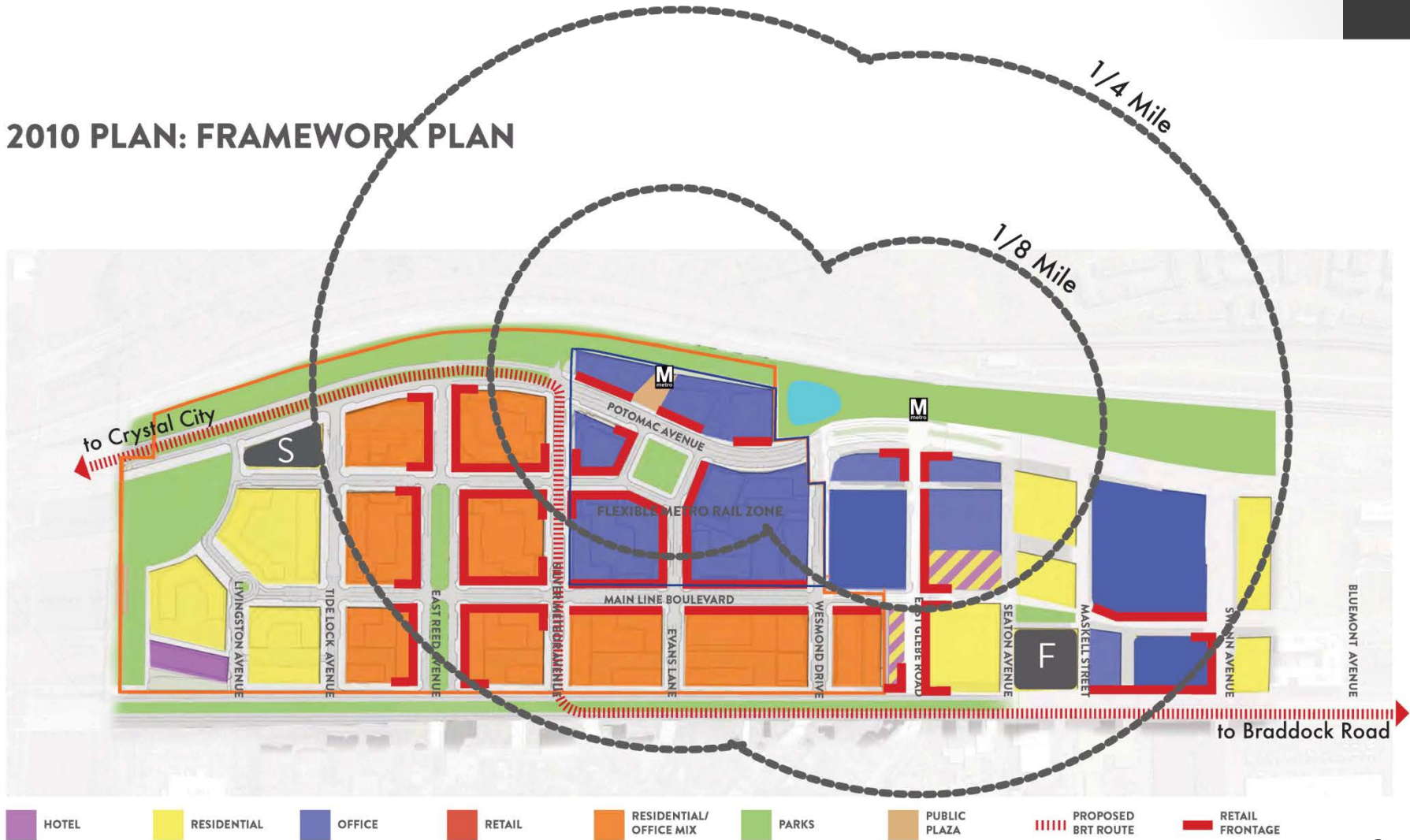
Station pavilions (entrances) should be located to maximize the number of people with access to the station and enhance the attractiveness of Metrorail as a transportation option.

This can be done by:

- **Clustering density near the station**, particularly office uses
- An **active streetscape** between the station entrance and destinations within Potomac Yard
- **Prioritizing pedestrian and bicycle access** to the station
- Accommodating vehicular access to the station within the street network

METRO STATION DISTANCES

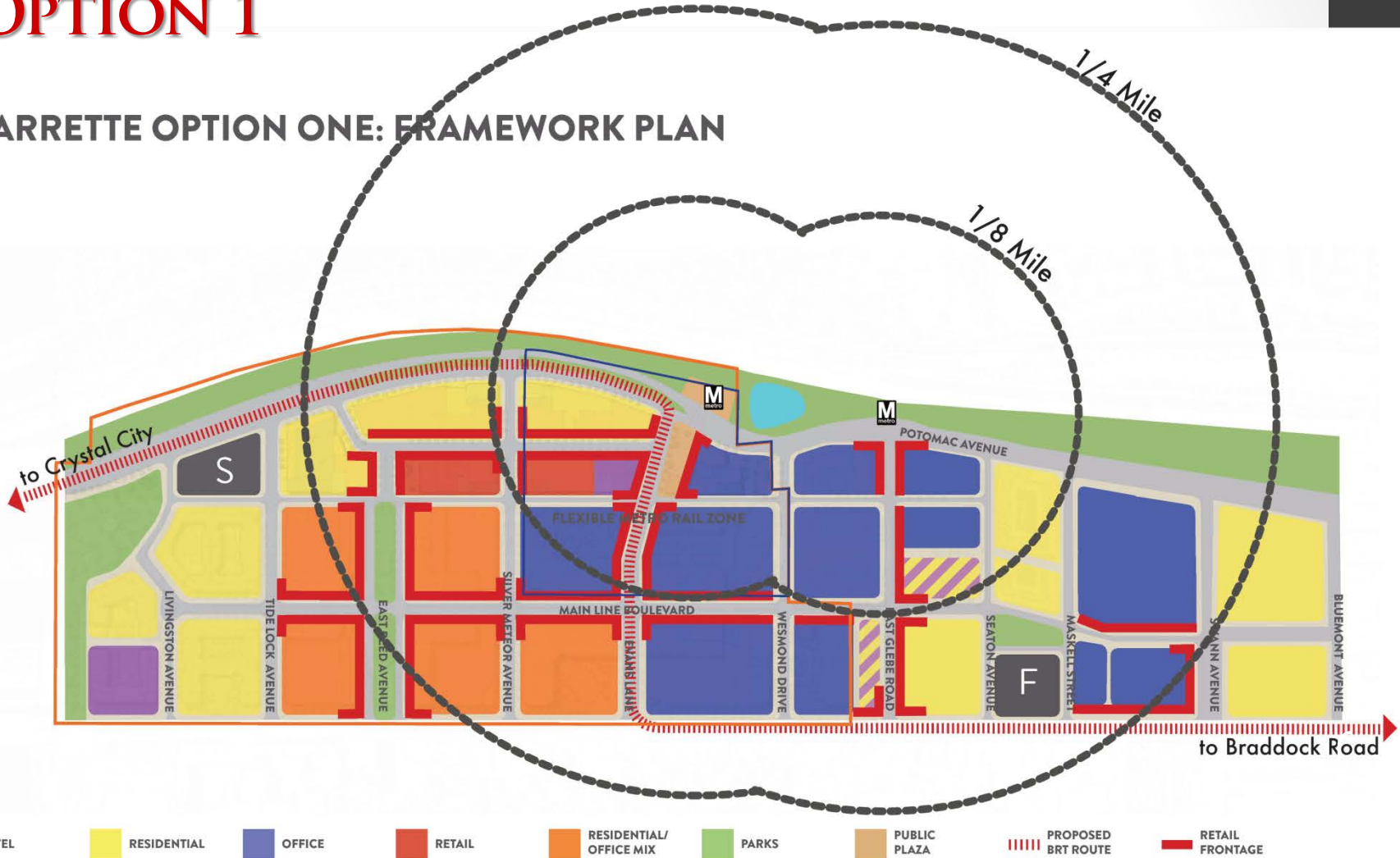
2010 PLAN: FRAMEWORK PLAN



METRO STATION DISTANCES

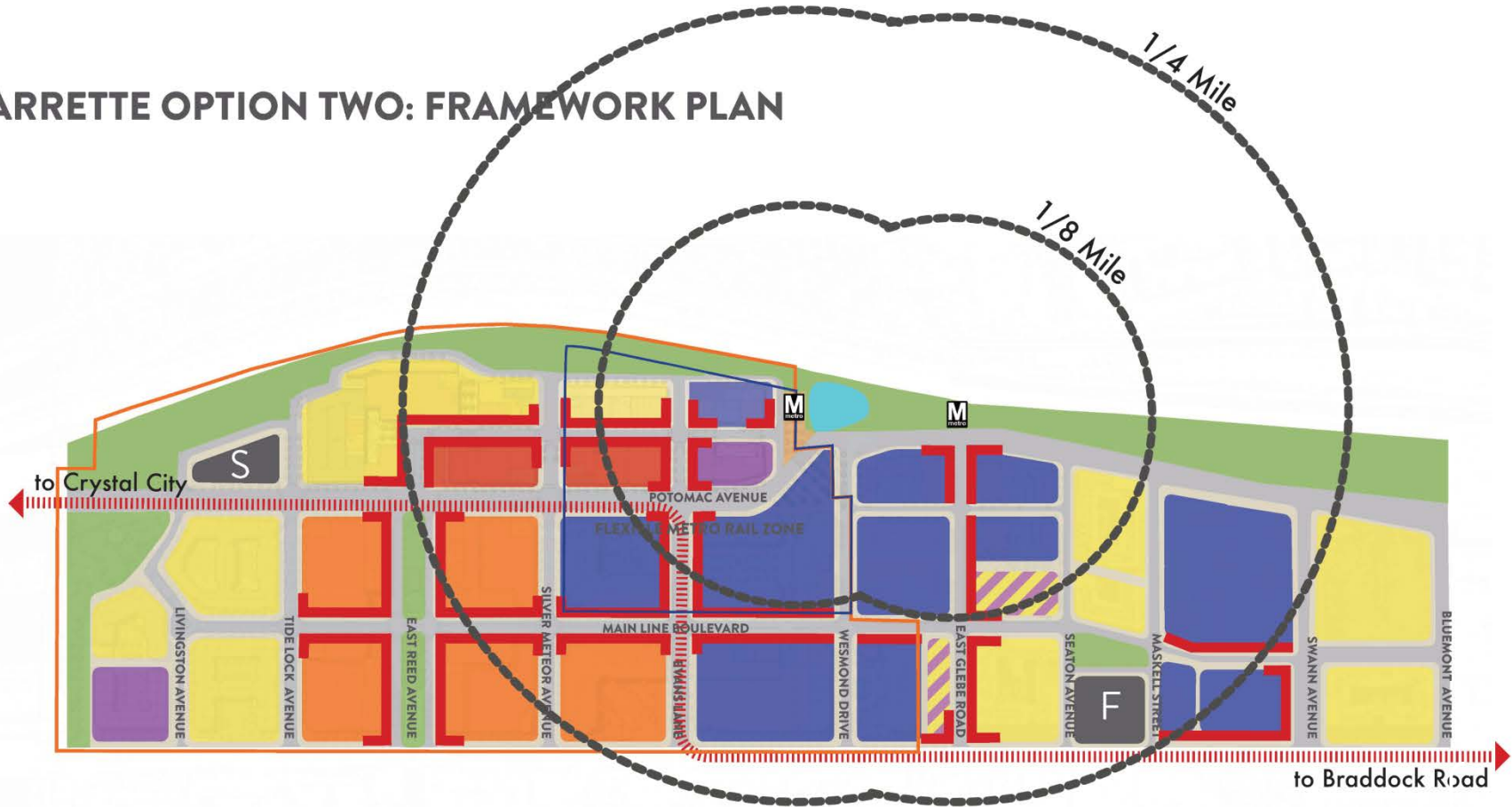
OPTION 1

CHARRETTE OPTION ONE: FRAMEWORK PLAN



METRO STATION DISTANCES OPTION 2 SOUTH

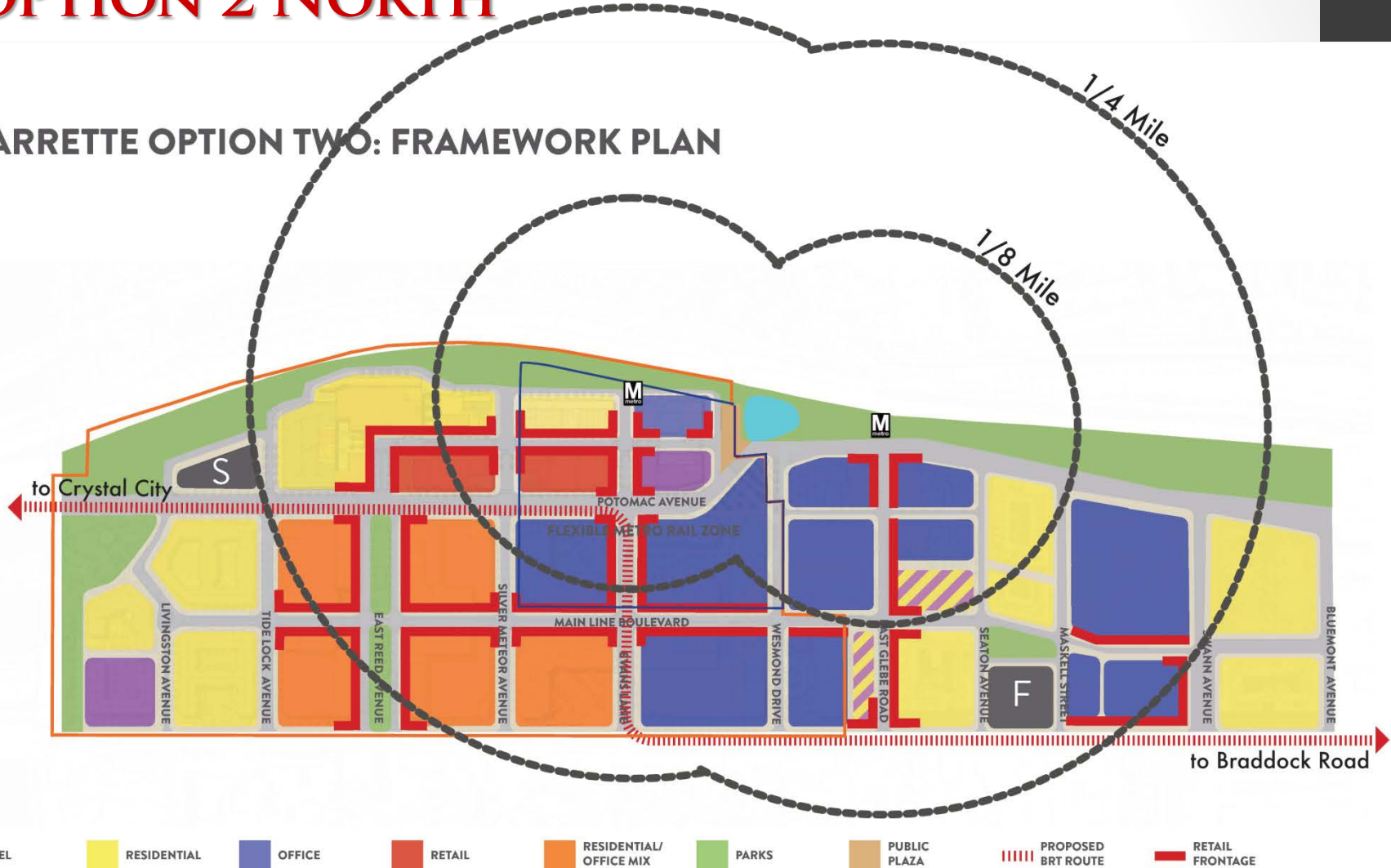
CHARRETTE OPTION TWO: FRAMEWORK PLAN



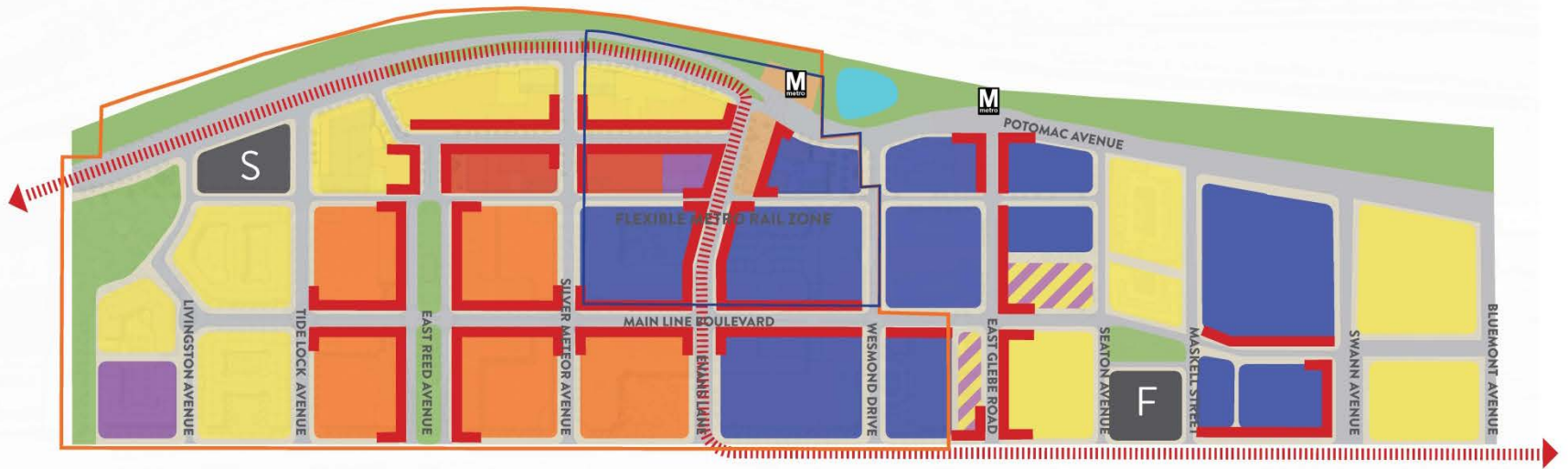
- HOTEL
- RESIDENTIAL
- OFFICE
- RETAIL
- RESIDENTIAL/
OFFICE MIX
- PARKS
- PUBLIC PLAZA
- PROPOSED BRT ROUTE
- RETAIL FRONTAGE

METRO STATION DISTANCES OPTION 2 NORTH

CHARRETTE OPTION TWO: FRAMEWORK PLAN



OPTION 1 FRAMEWORK DIAGRAM



- HOTEL
- RESIDENTIAL
- OFFICE
- RETAIL
- RESIDENTIAL/
OFFICE MIX
- PARKS
- PUBLIC PLAZA
- PROPOSED BRT ROUTE
- RETAIL FRONTAGE

OPTION 1 – METRO PLAZA

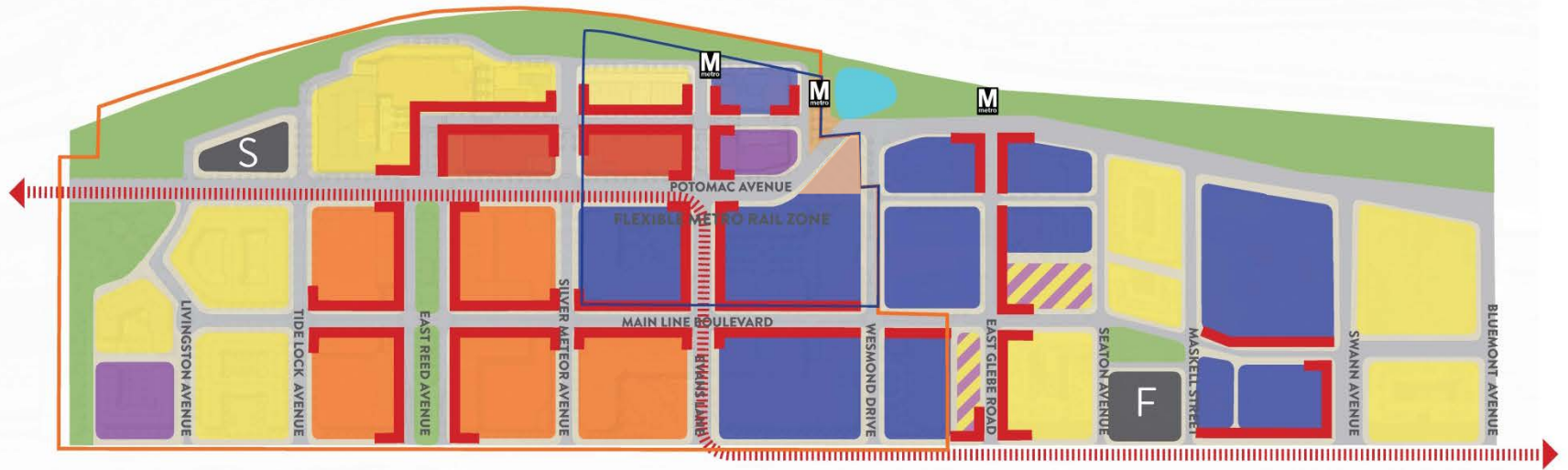


PHASE ONE



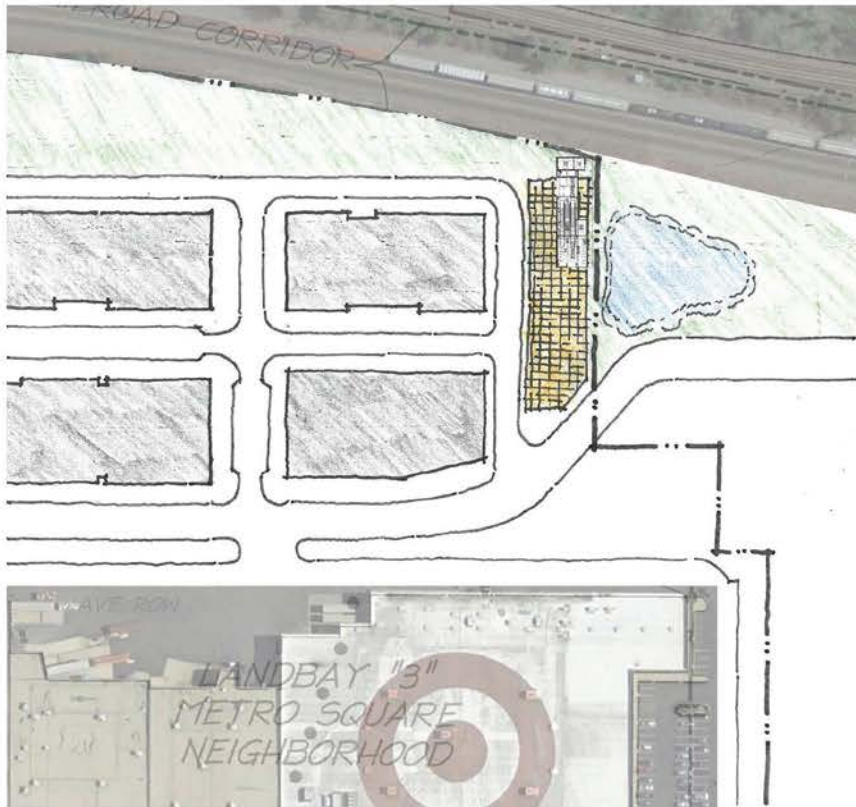
ILLUSTRATIVE AFTER FULL BUILDOUT

OPTION 2 FRAMEWORK DIAGRAM



- HOTEL
- RESIDENTIAL
- OFFICE
- RETAIL
- RESIDENTIAL/
OFFICE MIX
- PARKS
- PUBLIC PLAZA
- PROPOSED BRT ROUTE
- RETAIL FRONTAGE

OPTION 2/SOUTH - METRO PLAZA

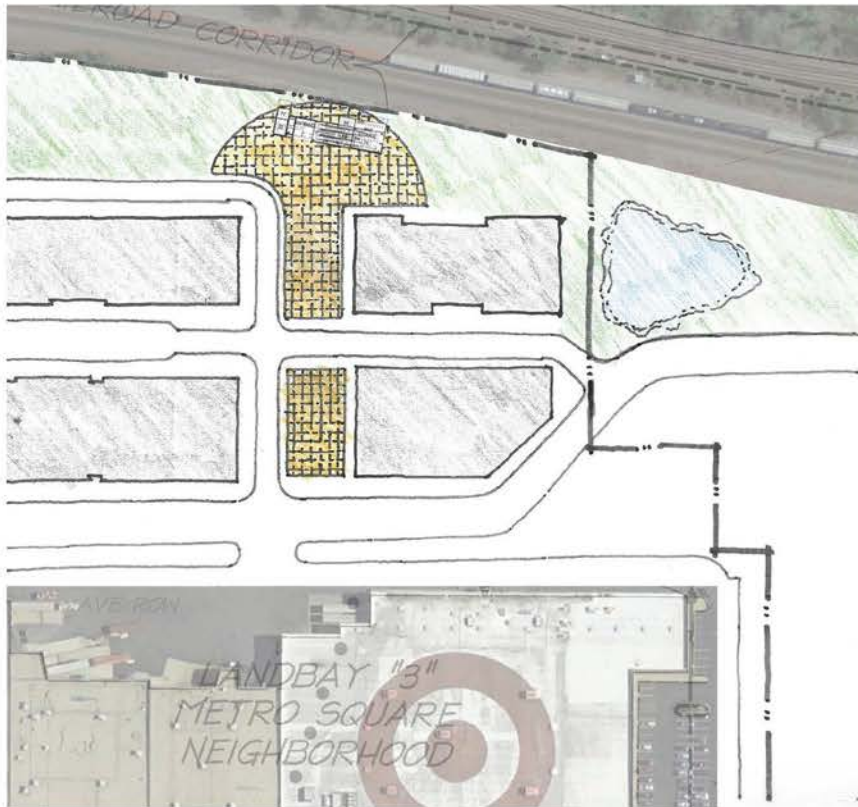


PHASE ONE

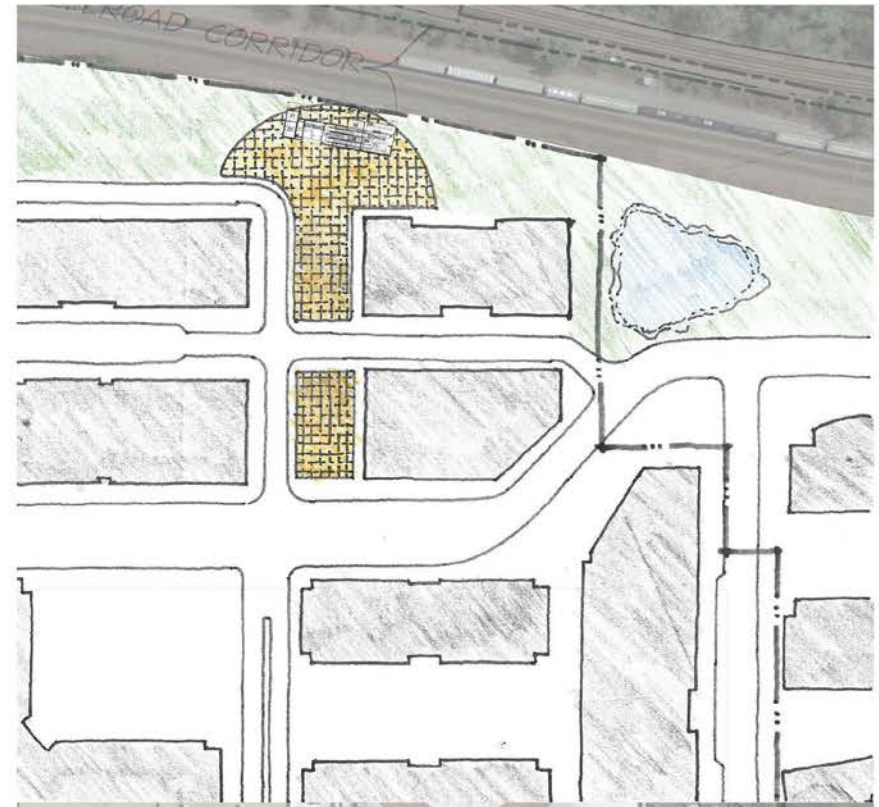


ILLUSTRATIVE AFTER FULL BUILDOUT

OPTION 2/NORTH - METRO PLAZA



PHASE ONE



ILLUSTRATIVE AFTER FULL BUILDOUT

MAKING GREAT PUBLIC SPACES

- **Access & Connectivity**

- Convenient
- Permeable

- **Design & Comfort**

- Enclosure
- Safe
- Attractive/Clean
- Easy Maintenance

- **Activity & Uses**

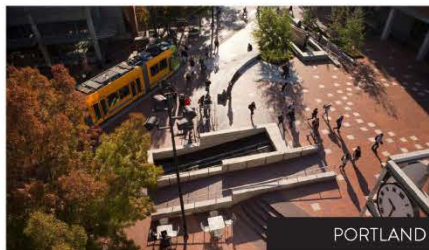
- Mix of Uses
- Active Perimeter
- Scale

- **Sociability**

- Inclusive
- Welcoming
- Interactive/Accommodating

MAKING GREAT PUBLIC SPACES

ACCESS & LINKAGES



USES & ACTIVITY



COMFORT & IMAGE



SOCIABILITY





Group Exercise

SCORING CRITERIA

Low	Medium	High
1	2	3

Criteria	Option 1 (Potomac Avenue Metro)	Option 2S (Metro south, entrance)	Option 2N (Metro north, entrance)	Notes
Provides the best pedestrian environment/experience.				
Connection between BRT, Metro, and destinations.				
Unique building forms, curvilinear form of Potomac Ave and central urban park				

CONSTANTS:

- Maximize building height and office density.
- Potomac Avenue to connect to street grid to the north and south.
- Meaningful connection to Potomac Yard Park.

ADVISORY GROUP WORK PLAN

DRAFT

NORTH POTOMAC YARD UPDATE ADVISORY GROUP WORK PLAN - REVISED June 27, 2016

