

WEBSITE COPY (ANNOTATED)

This copy of the presentation has been annotated with periodic notes to assist the viewer with information reviewed during the BDAC presentation.

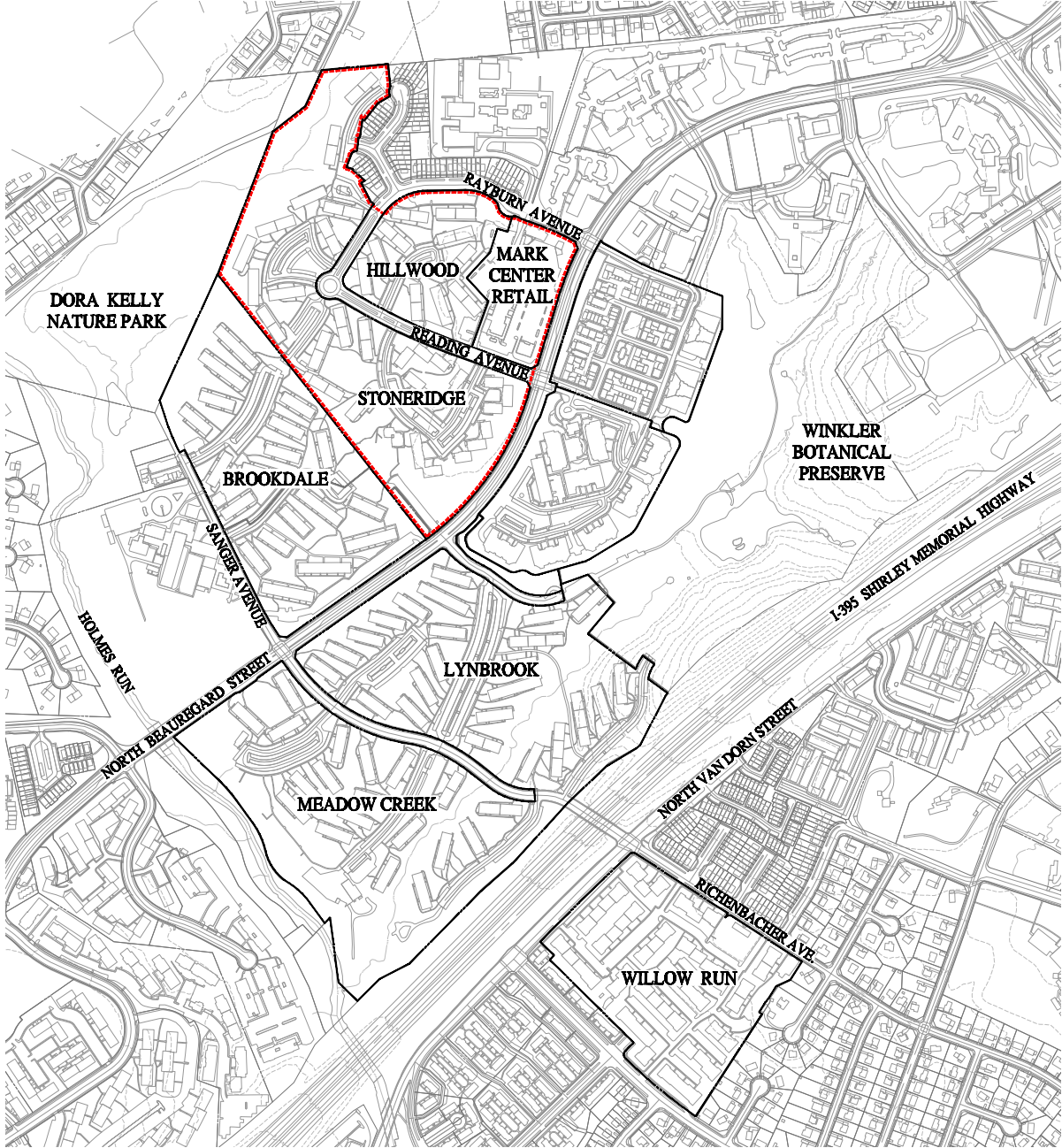
Beauregard Town Center

Presentation to the

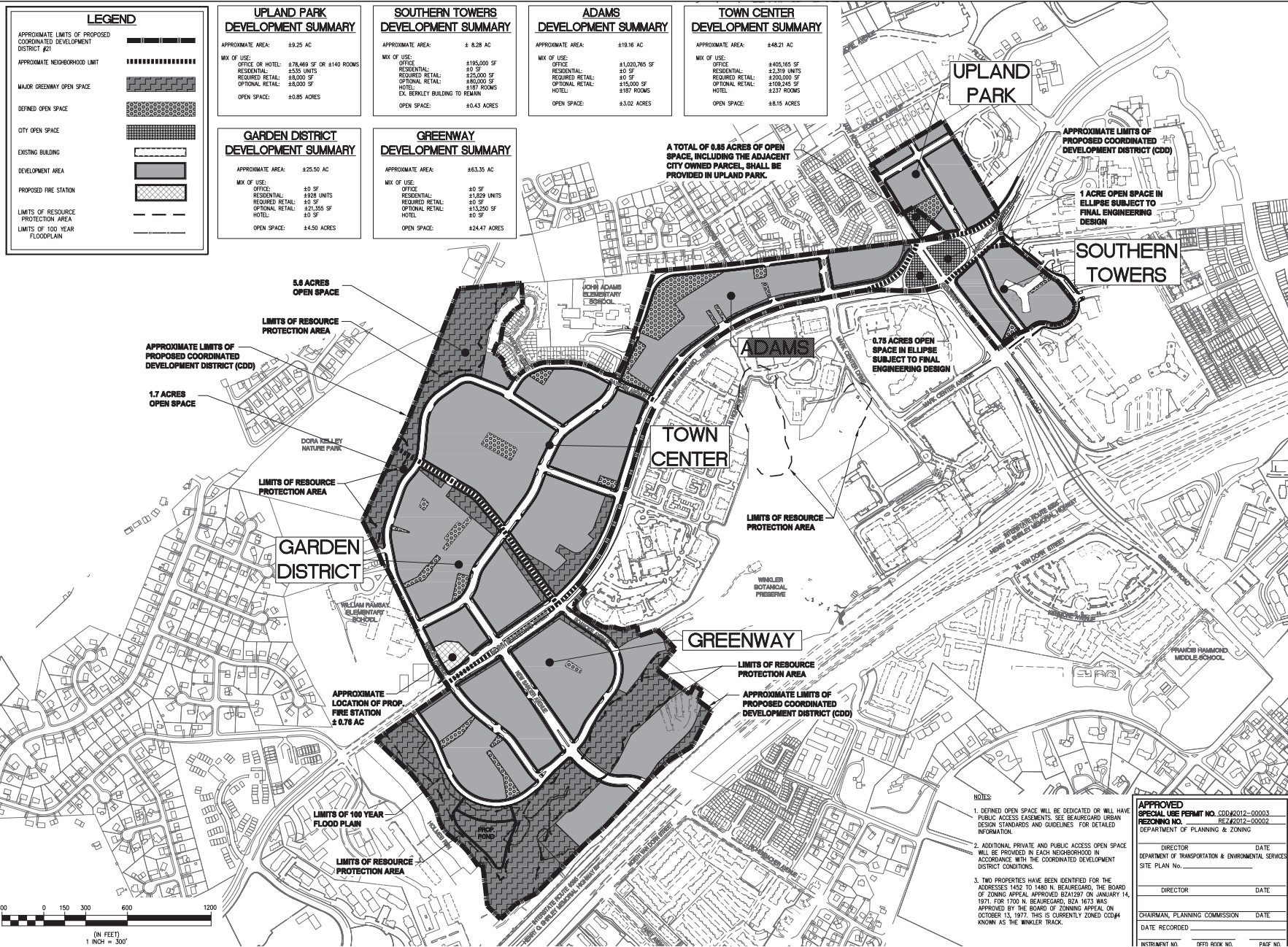
Beauregard Design Advisory Committee

July 28, 2014

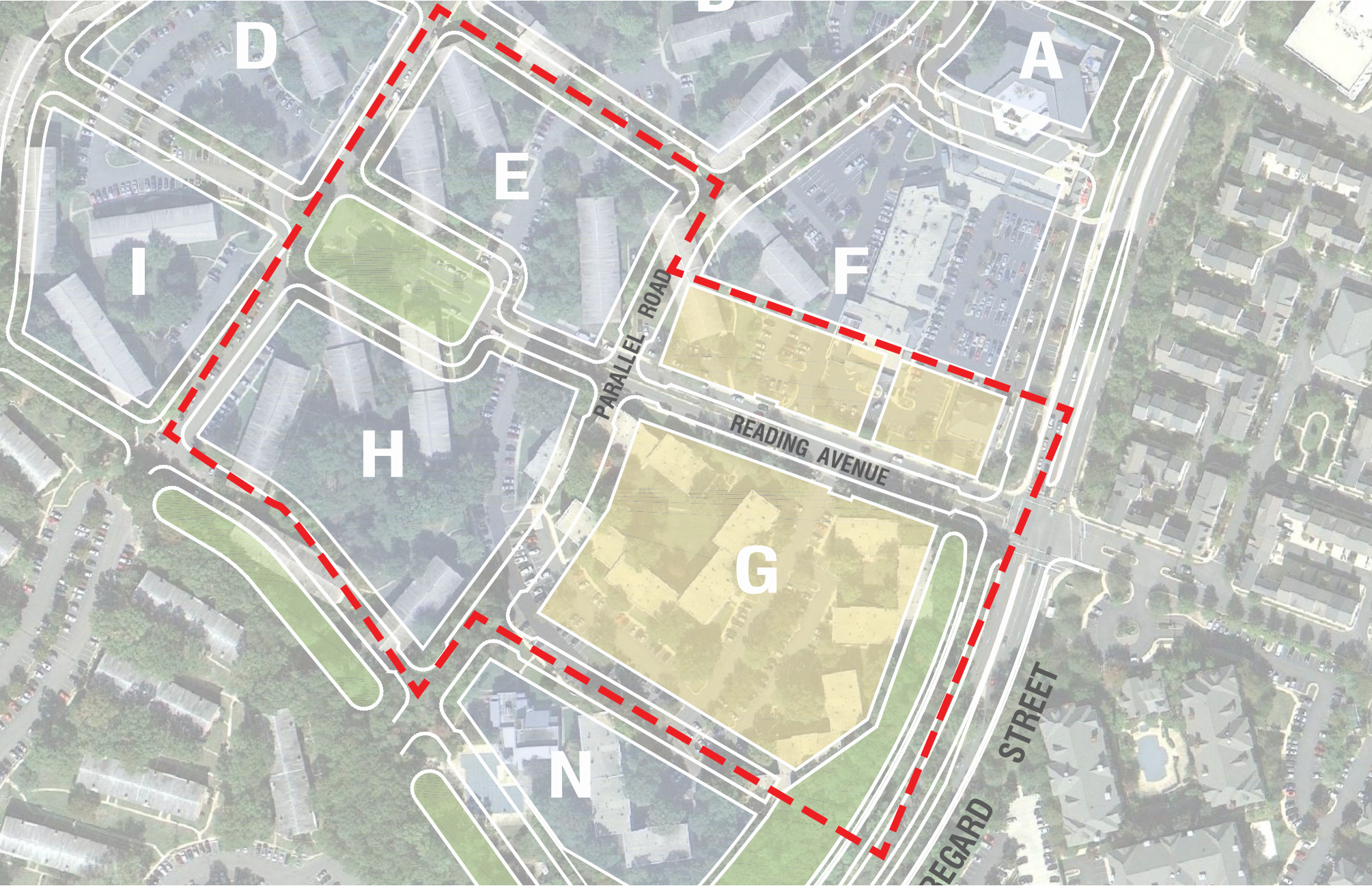
Context - Neighborhood Context



Context - CDD Plan



Site Location



“Town Centers” - Suburban Model

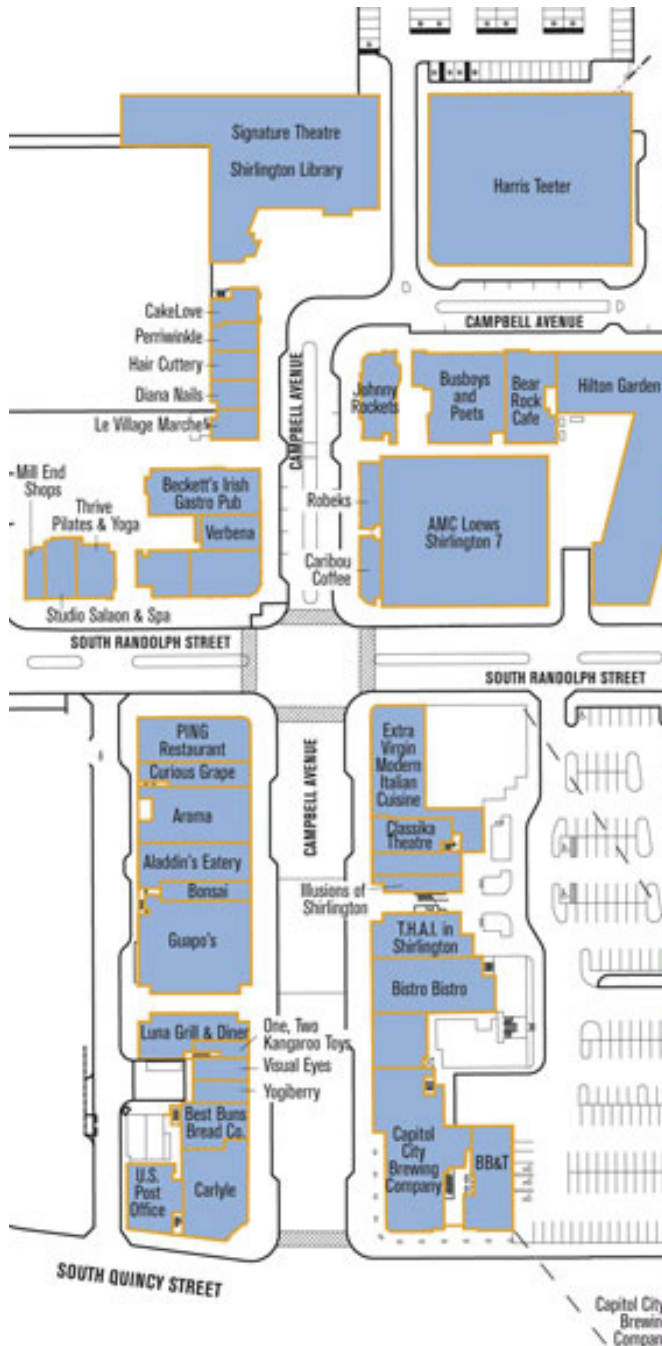


When the term "Town Center" is used in a suburban setting, this is what many envision. This is NOT an appropriate model for the Beaugard Town Center.

Dulles
Town Center



Town Centers - Hybrid Models



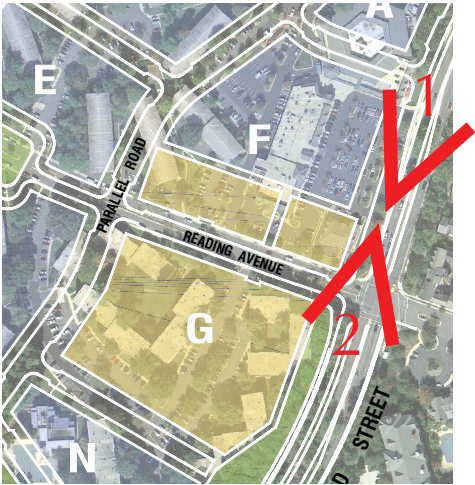
Shirlington, VA

Existing Site Context

Surrounding Natural Environment

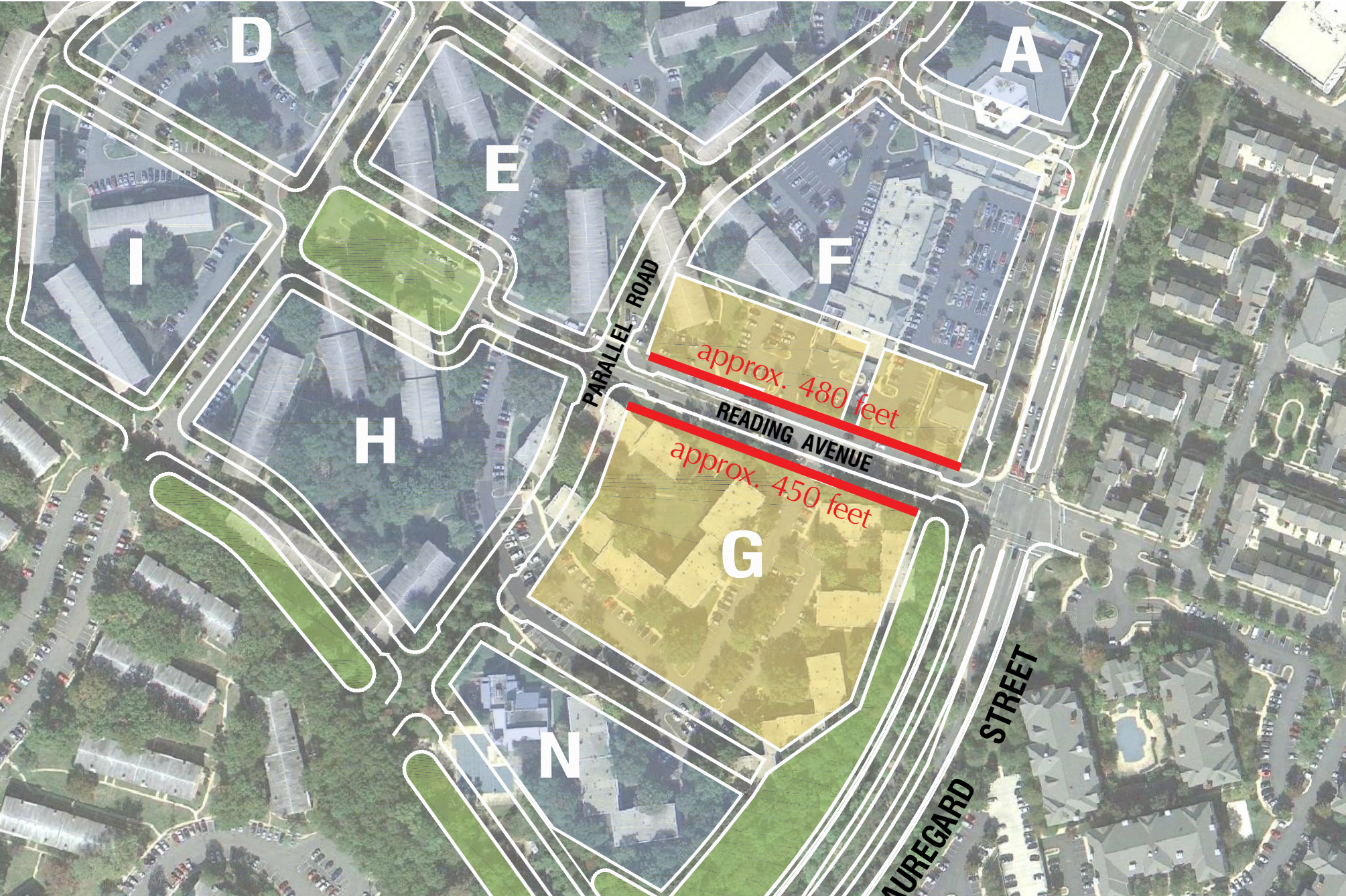


Existing Site Context



Beauregard Street

Site Plan



Precedent Study: In the creation of new urban spaces and places, part of our research involves studying and analyzing other precedent (examples) that can inform the creation of the ultimate “place” we designing. One wonderful example of an urban shopping district and street that is of a similar length and potential scale to the first block of the Beauregard Town center is Larimer Square in Denver, Colorado. The next 12 slides that follow illustrate our analysis of this special place and how its character defining elements may inform our approach to creating a vibrant and finely detailed urban experience.

Precedent - Larimer Square, Denver, CO



430 feet long

80 feet wide



21 foot sidewalk

38 foot roadway
(11' travel, 8' parking)

21 foot sidewalk

Street Section - Precedent



80' Wide

Street Section Precedent - Bethesda Row





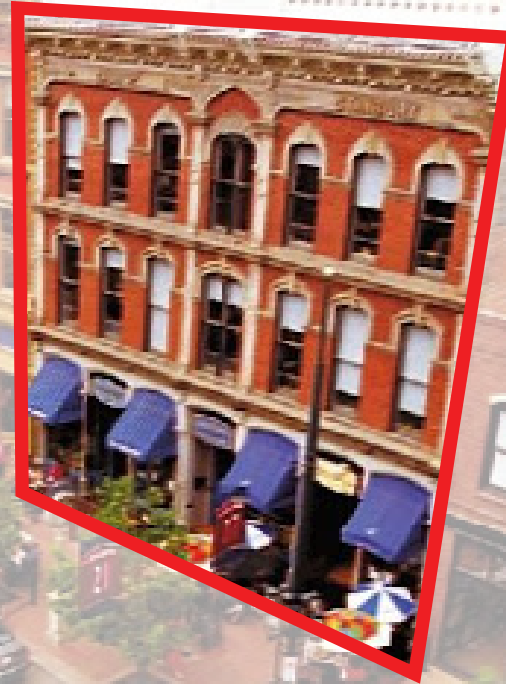
25' high
datum line



1:1 H/W ratio

50' wide

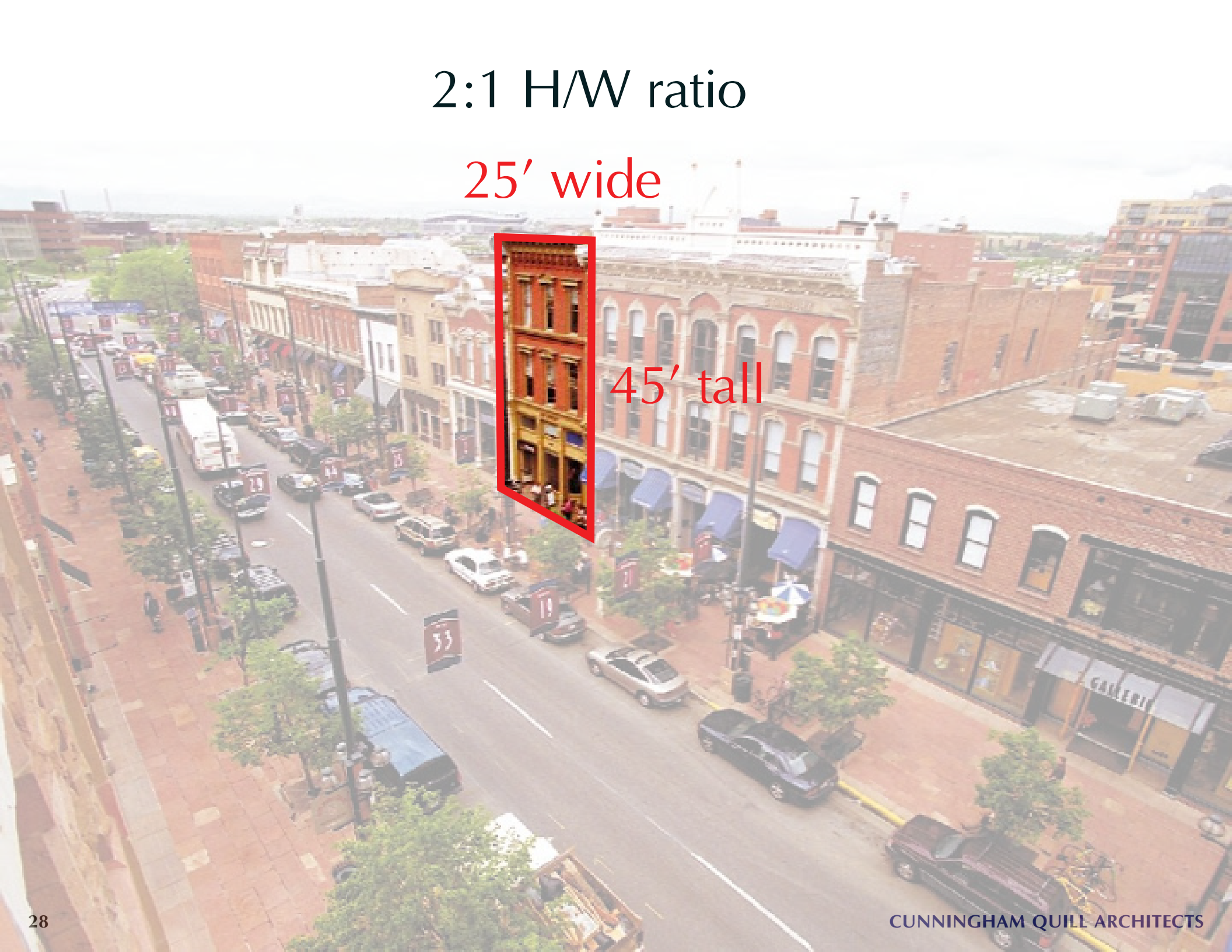
45' tall



2:1 H/W ratio

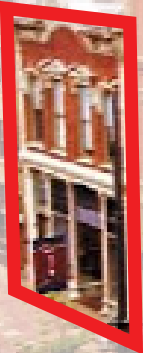
25' wide

45' tall



3:2 H/W ratio

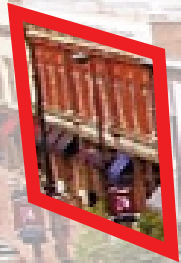
24' wide



36' tall

1:2 H/W ratio

60' wide



25' tall



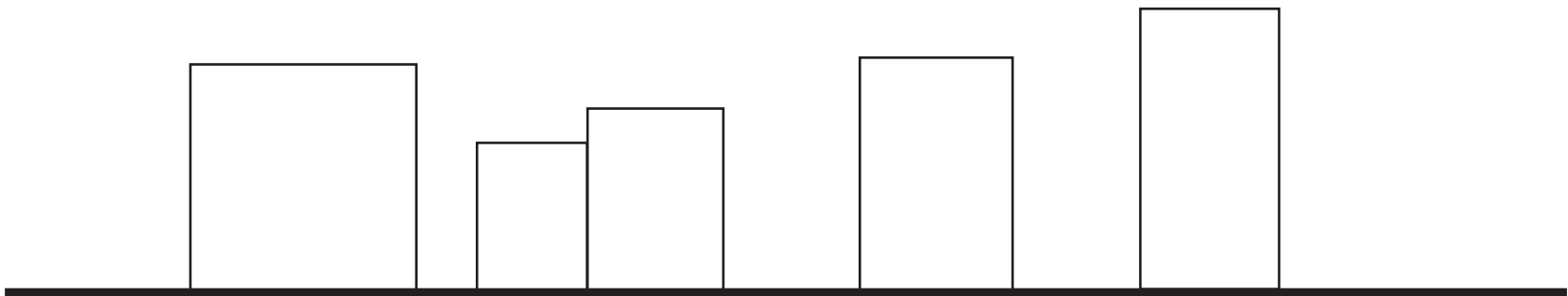
Lessons

- Street Width: around 80' feels compact and walkable
- Typ. Building Height ranges from 24' to 40'
- Traditional building proportions

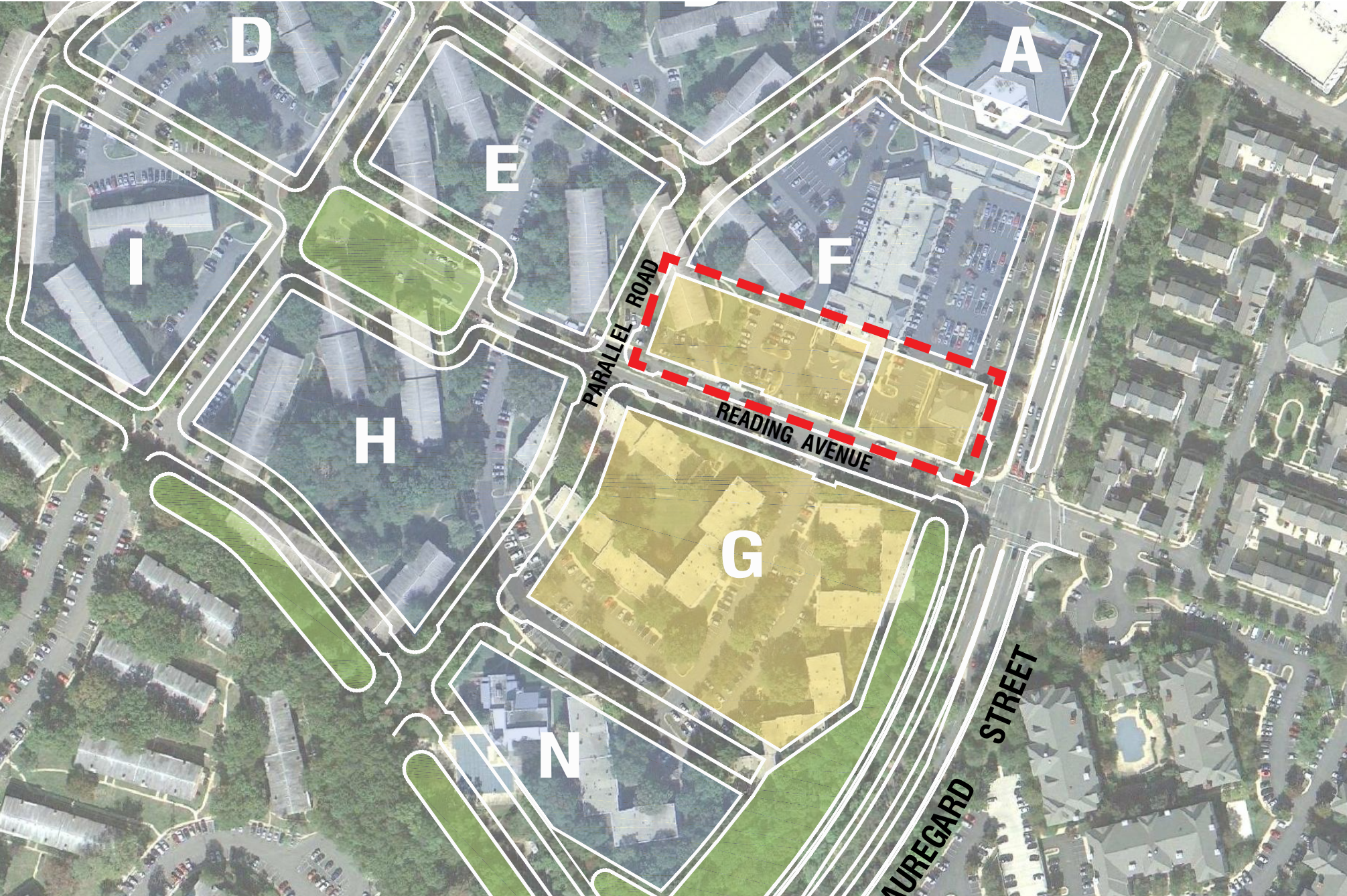
Horizontal H/W ratios - 1:3 to 1:2



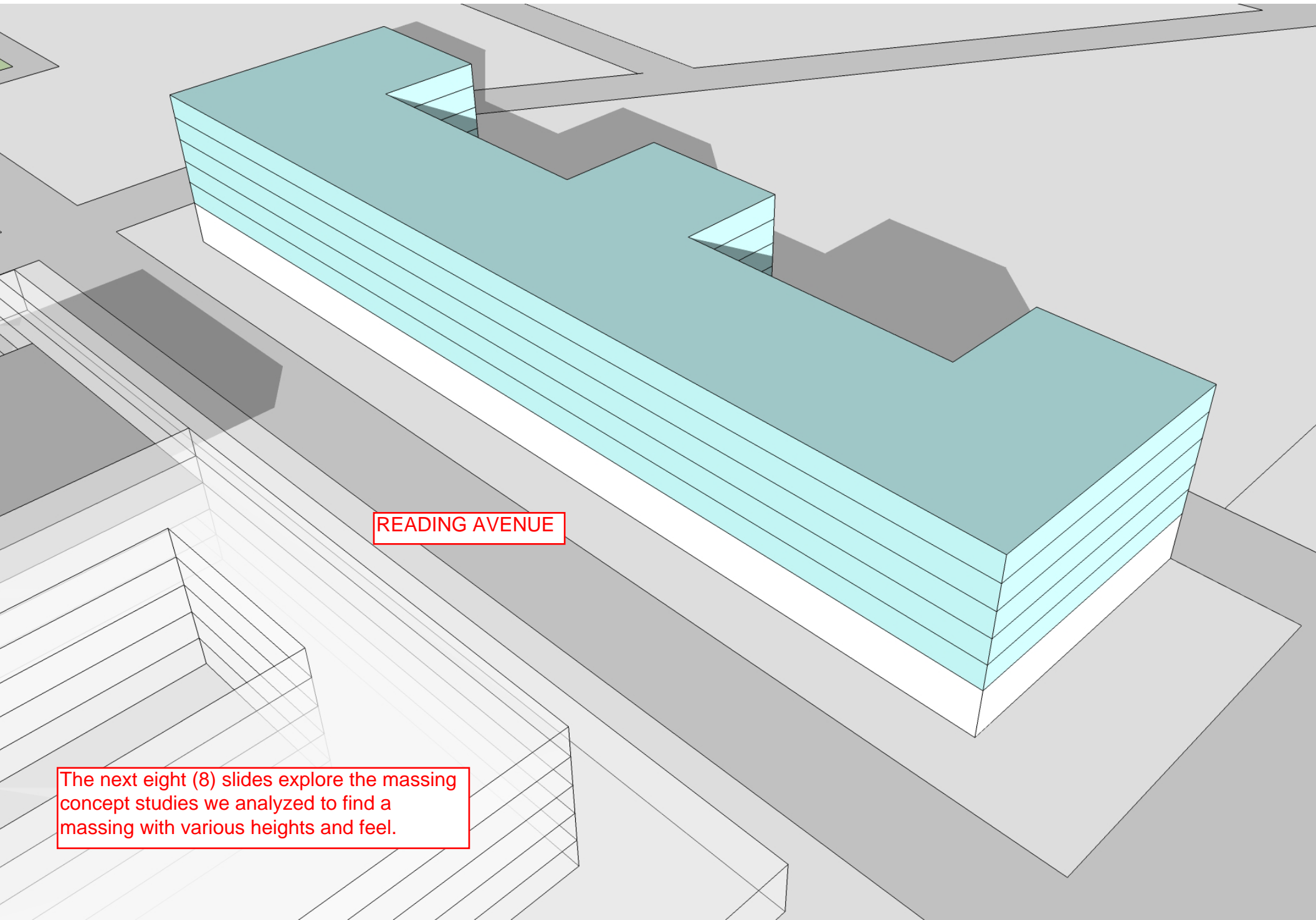
Vertical H/W ratios - 1:1, 4:3, 3:2, and 2:1



Site Plan



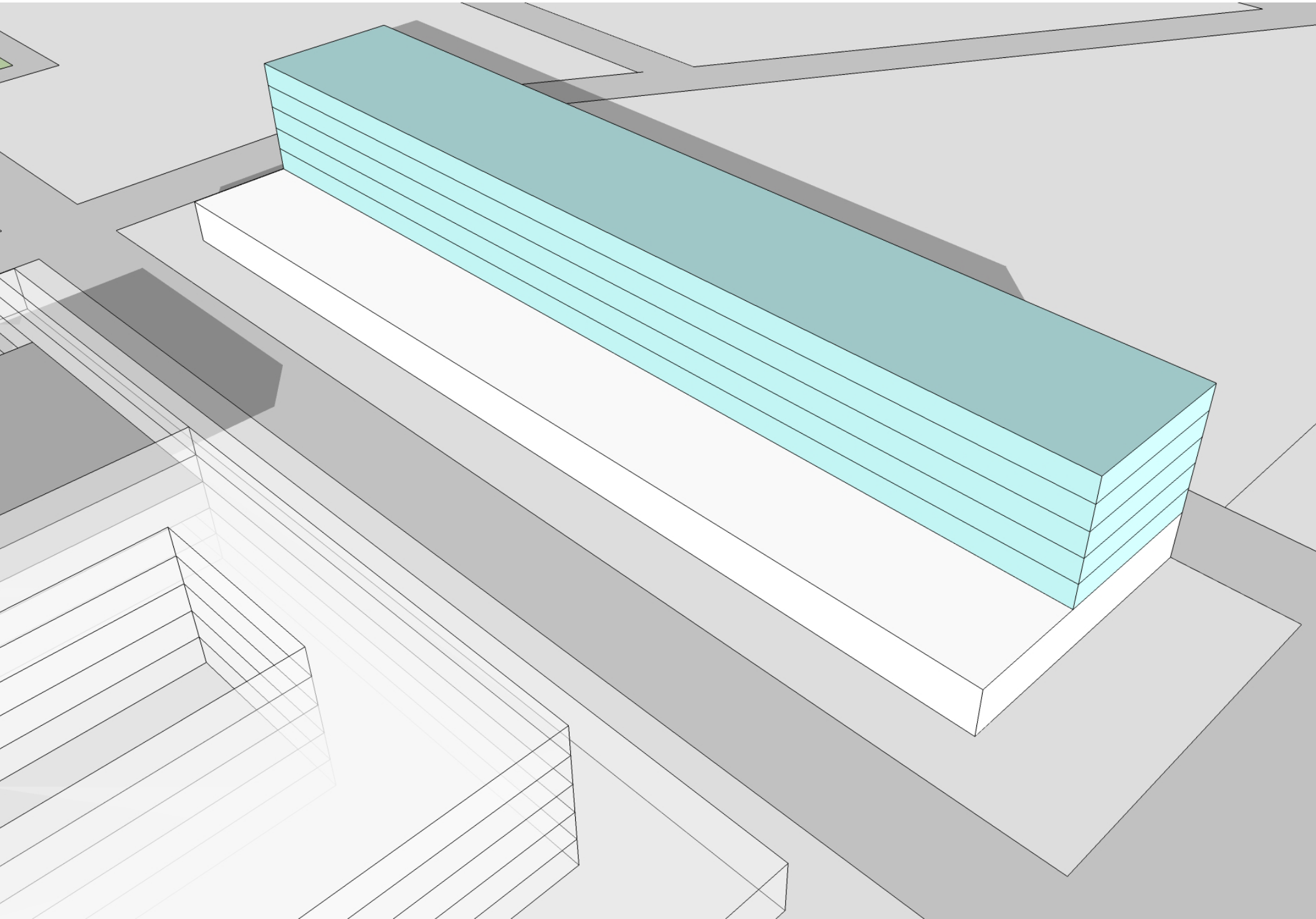
Block F1- Concept 1: Simple E



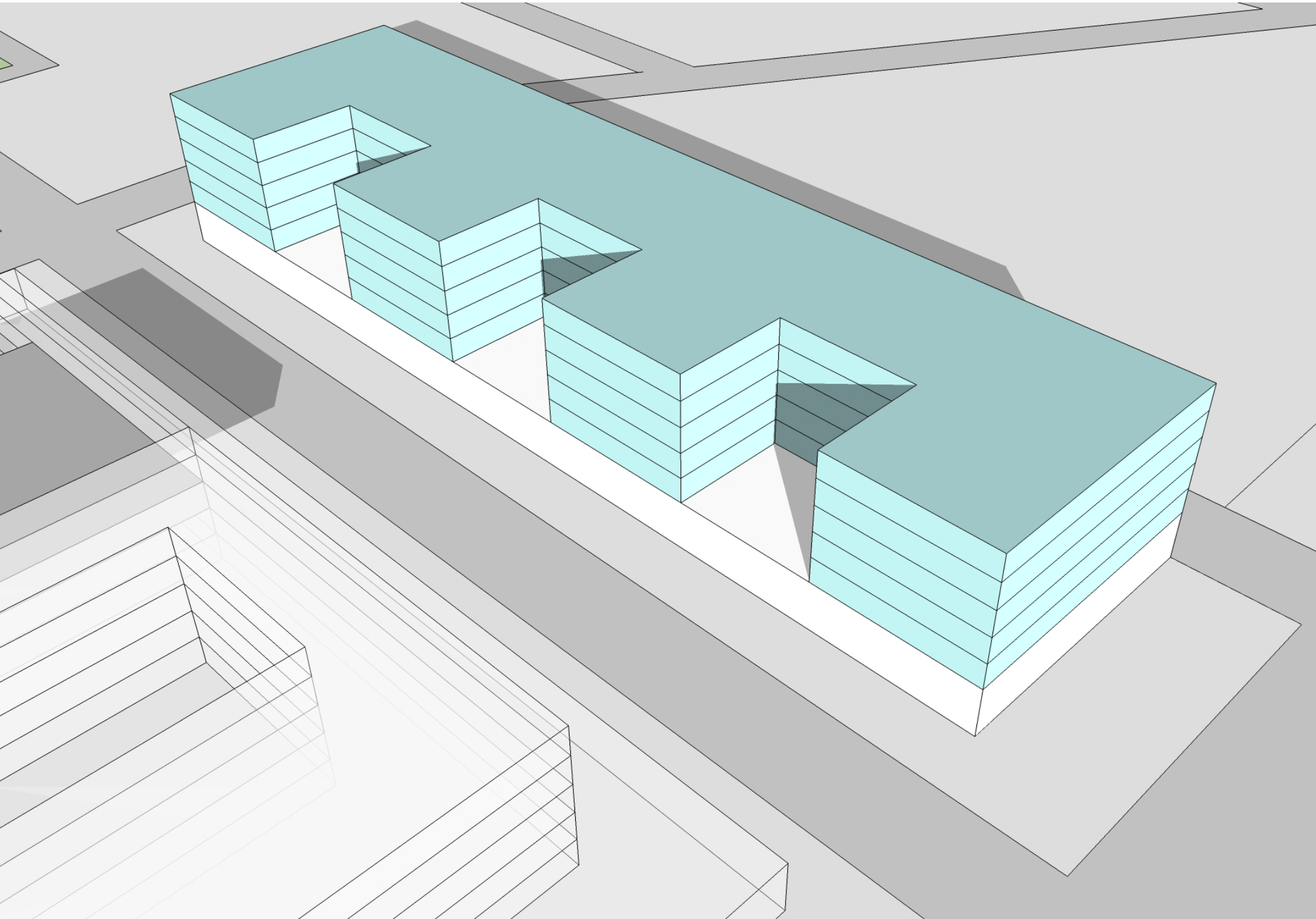
READING AVENUE

The next eight (8) slides explore the massing concept studies we analyzed to find a massing with various heights and feel.

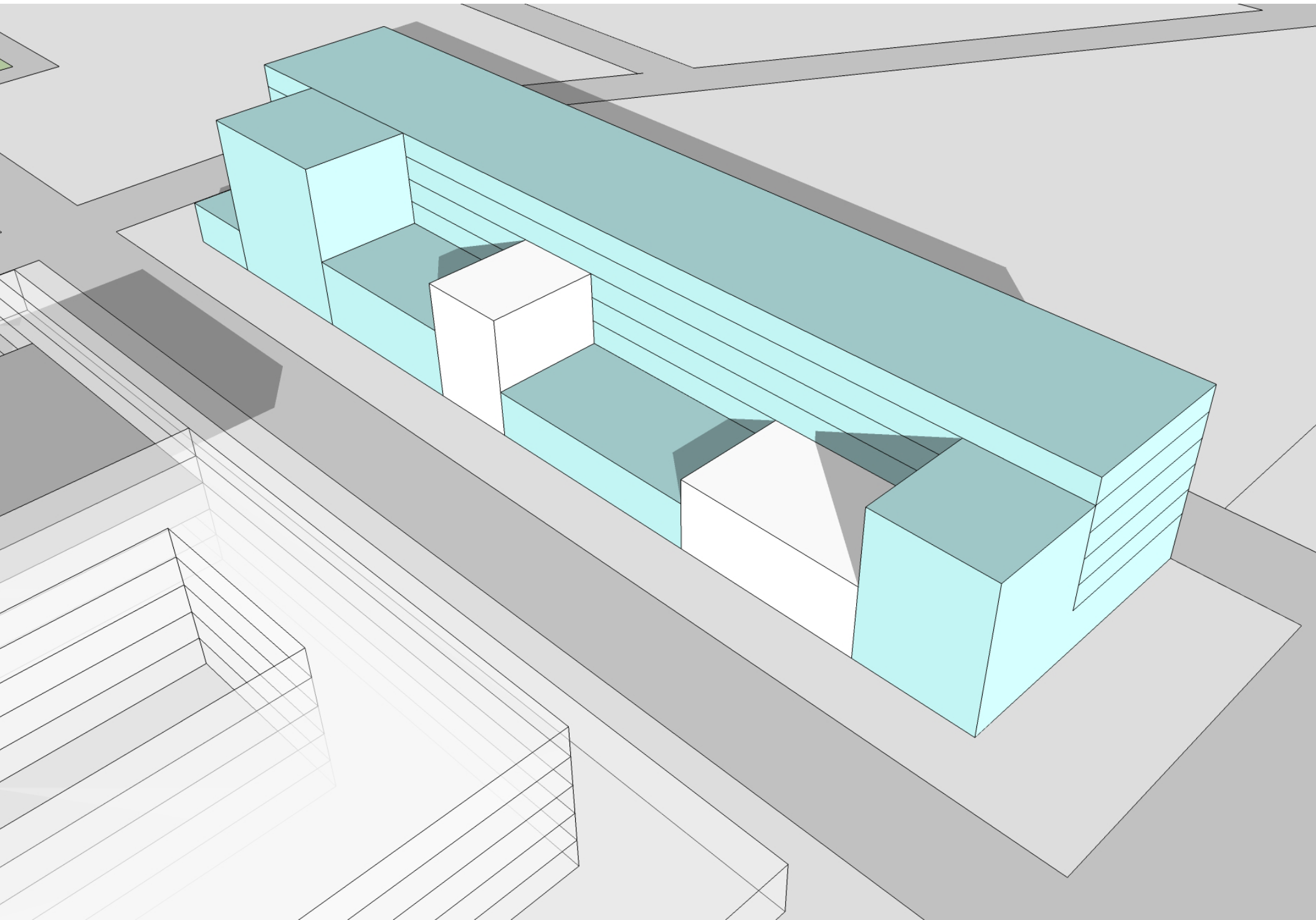
Block F1- Concept 2: Setback



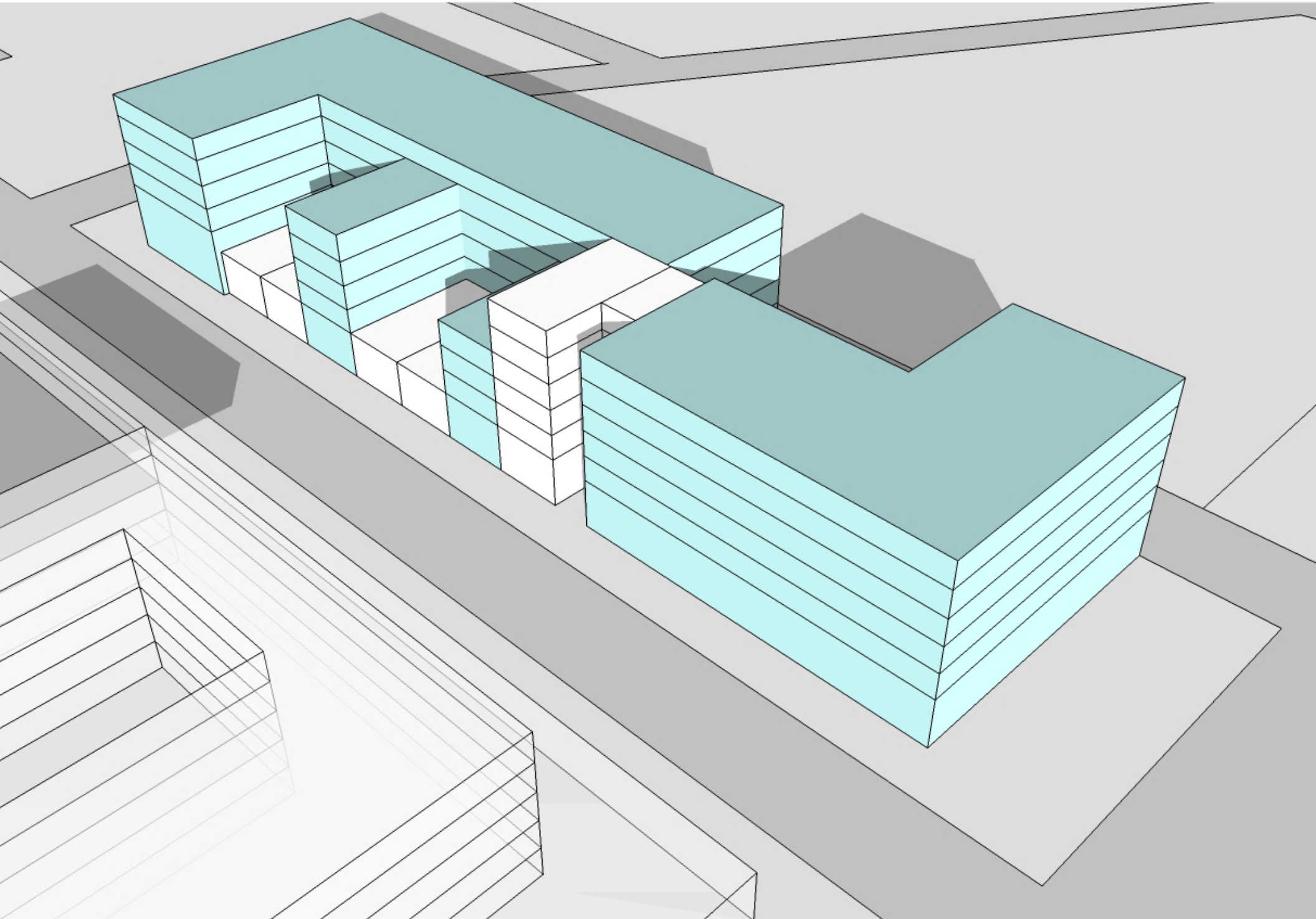
Block F1- Concept 3: Backwards E



Block F1- Concept 4: Main Street



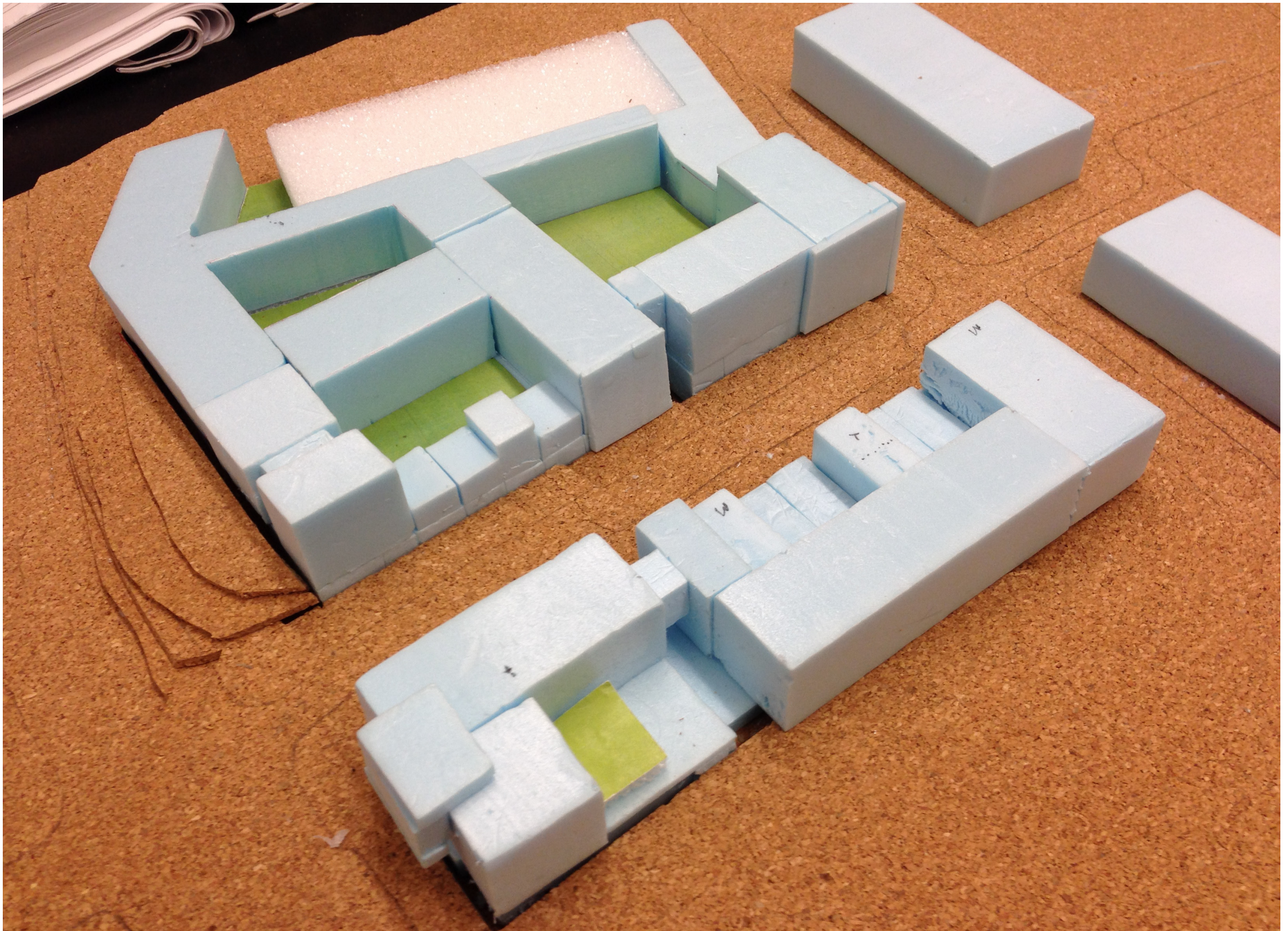
Block F1- Final Concept: Main Street



Physical Modeling - Concept Studies

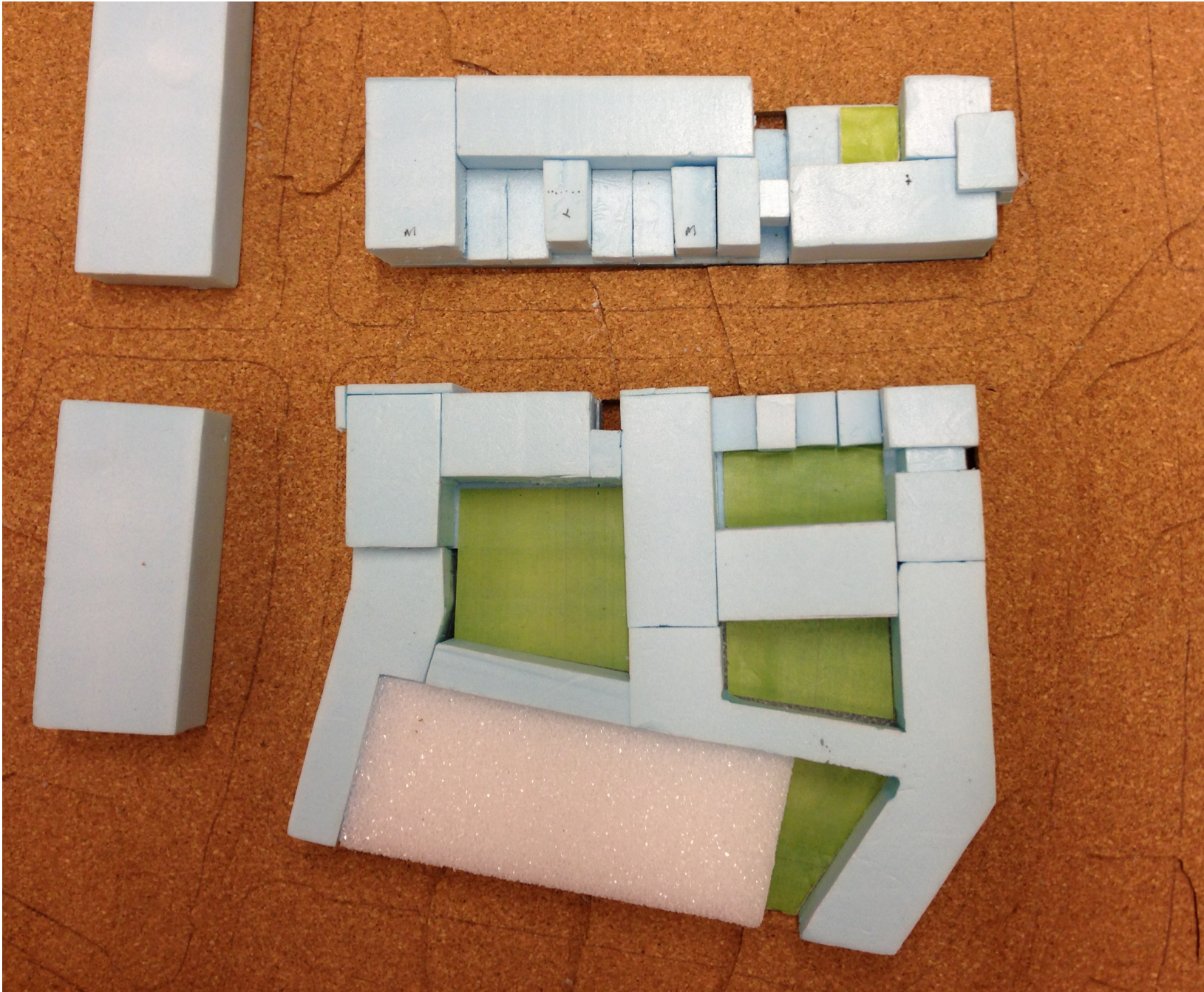


Model Photos

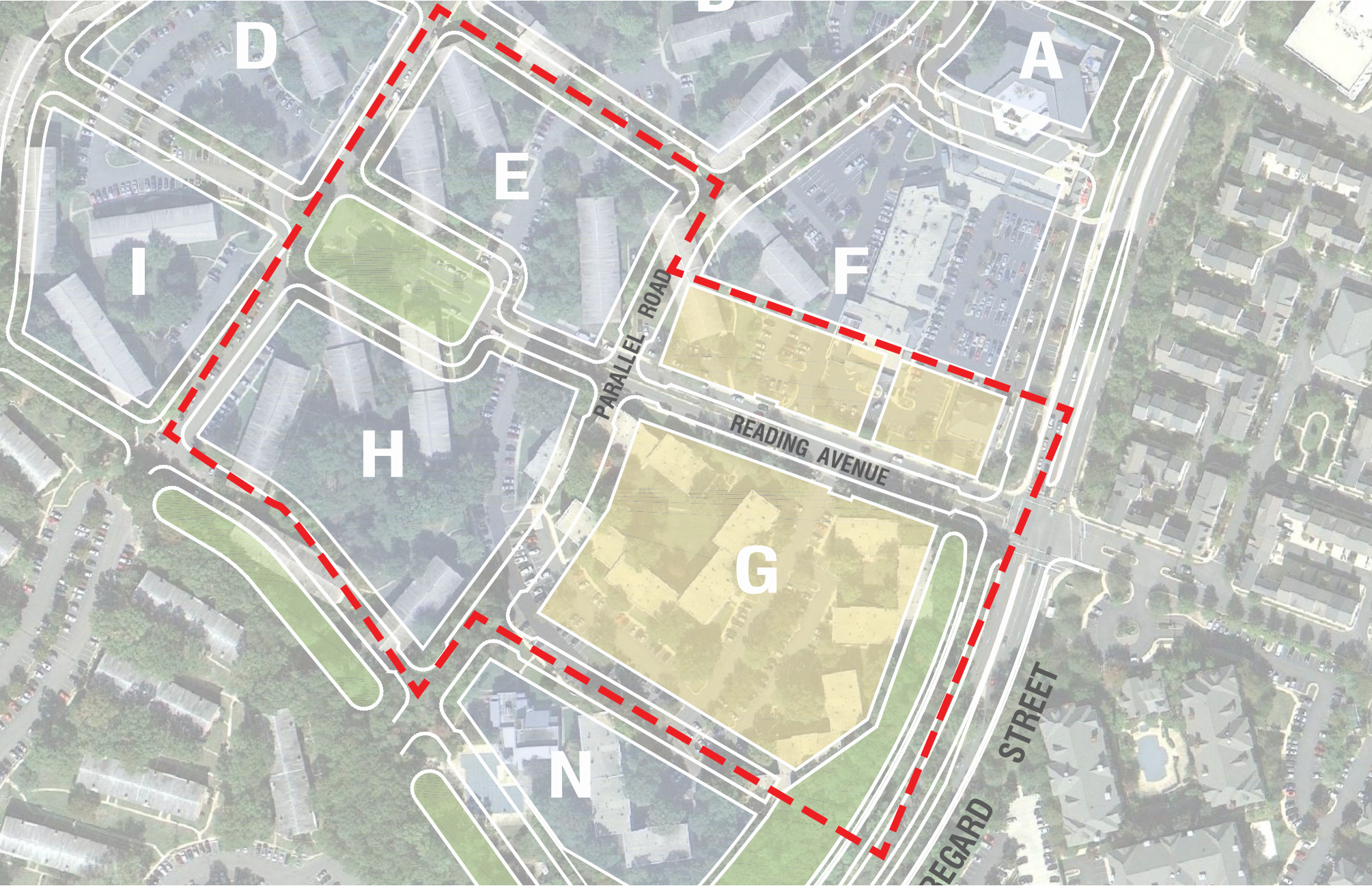


Model Photos

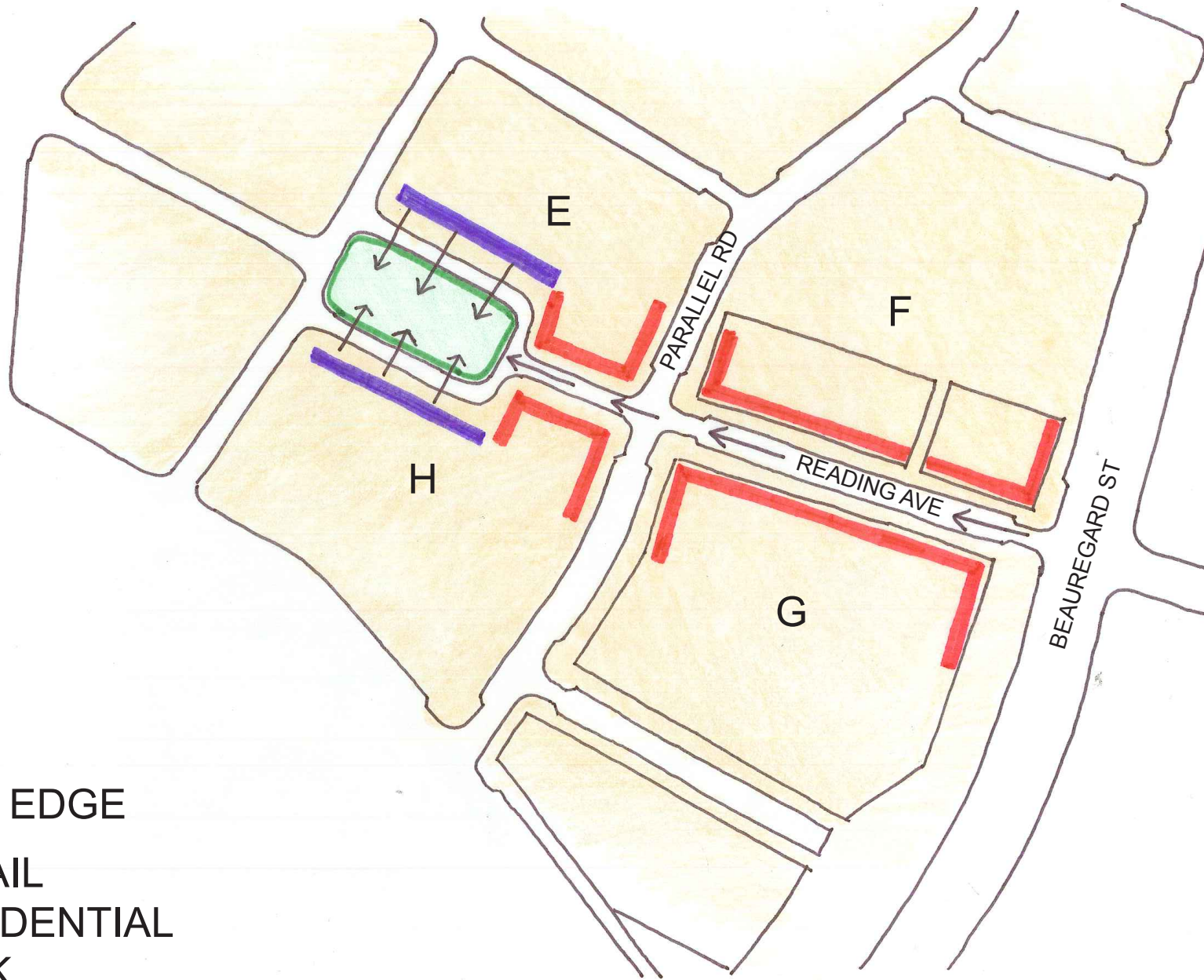
Block One of Reading Avenue



Site Location



The Urban Edge



URBAN EDGE

- RETAIL
- RESIDENTIAL
- PARK

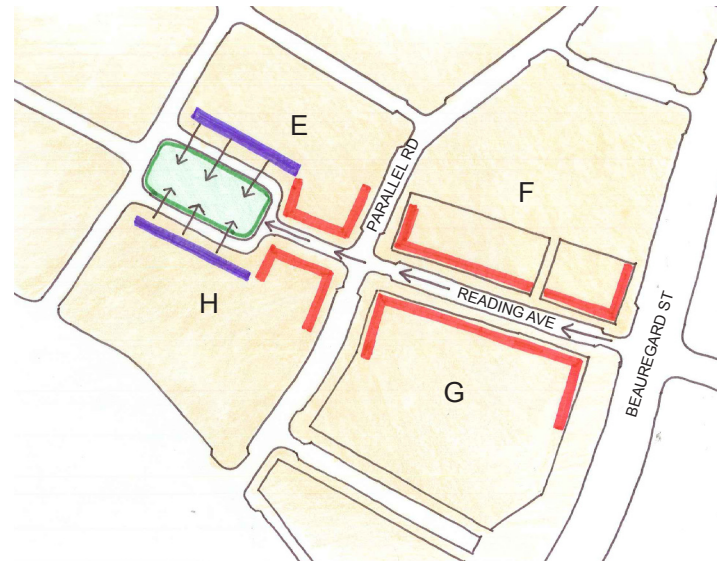
Proposed Site Plan

Red - Retail
Yellow - Residential



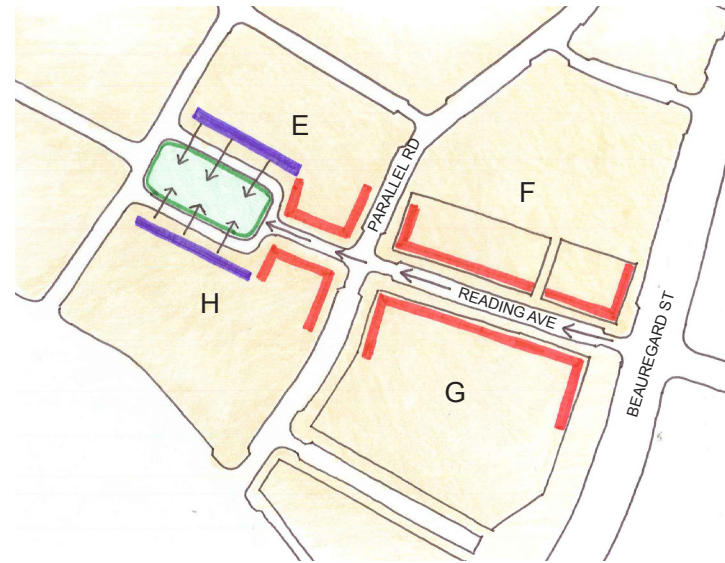
The Urban Edge

Ground Floor Retail



The Urban Edge

Articulated Residential Edges



Architectural Concept: The following 16 slides illustrate our concept of creating a town center experience that has the feel and architectural variation of an urban place that has evolved over a period of time versus all the buildings designed in the same style as many suburban “town centers” appear today. The design is also not a recreated neo-colonial approach as that would not be appropriate in this location and would diminish from the quality one experiences of our authentic 18th century urban center - Old Town

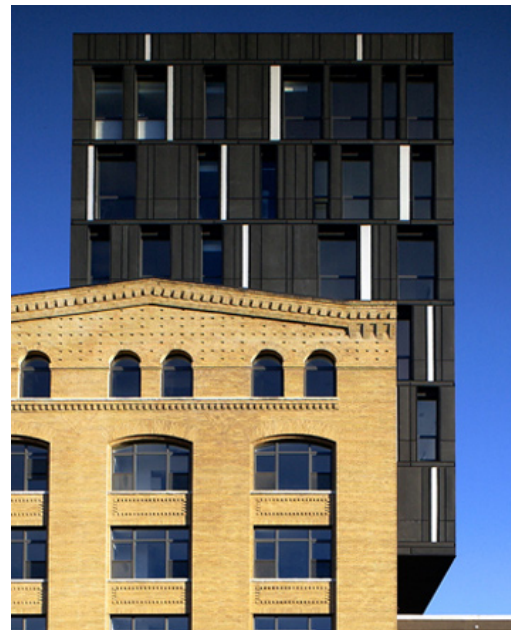
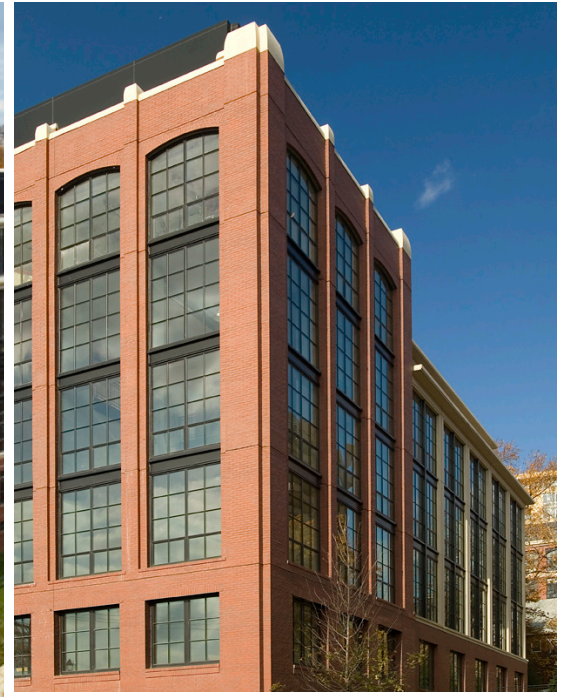
Architectural Concept

North Side Block 1

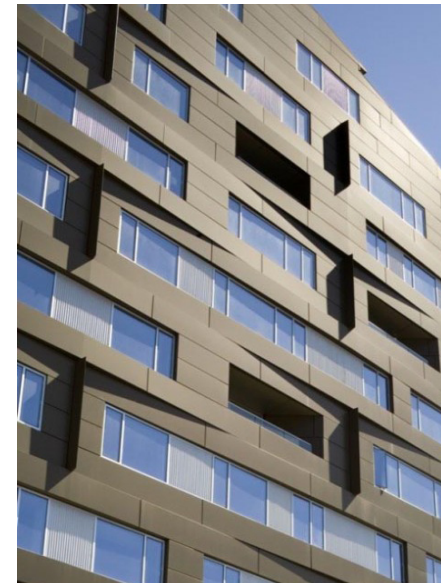
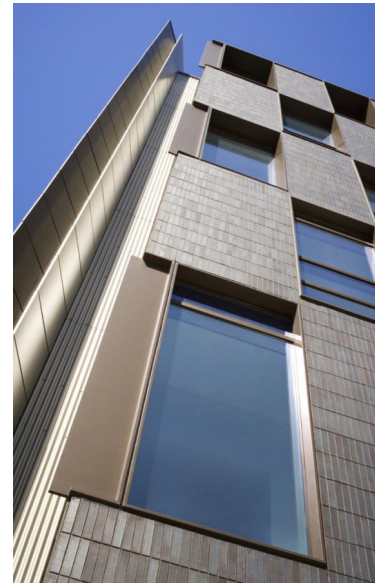


Architectural Concept

Residential Buildings and Additions



Architectural Concept



Architectural Concept



Architectural Concept



Proposed Site Plan



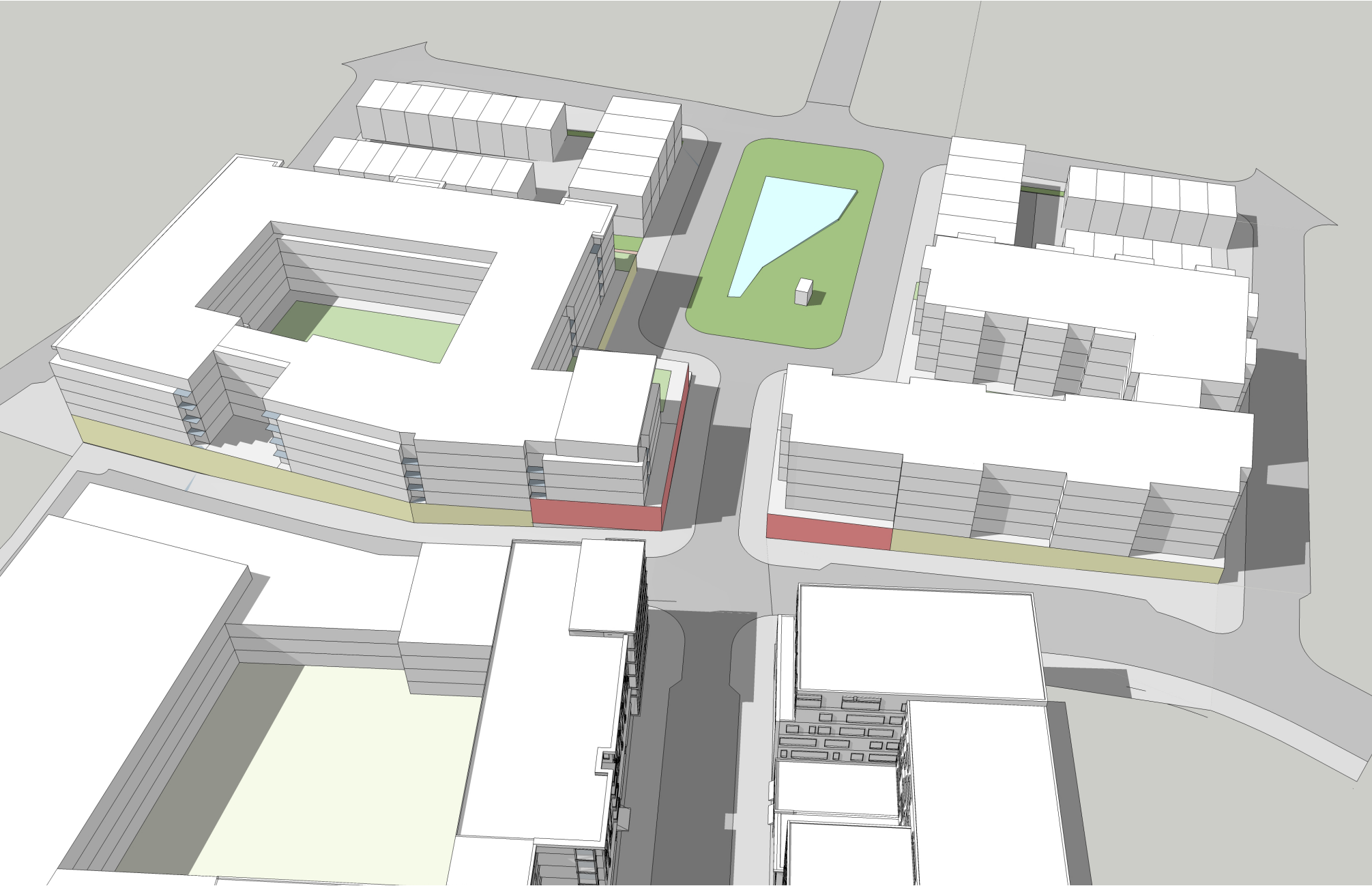
Massing Concept

First Block of Town Center



Site Massing

Second block of Town Center



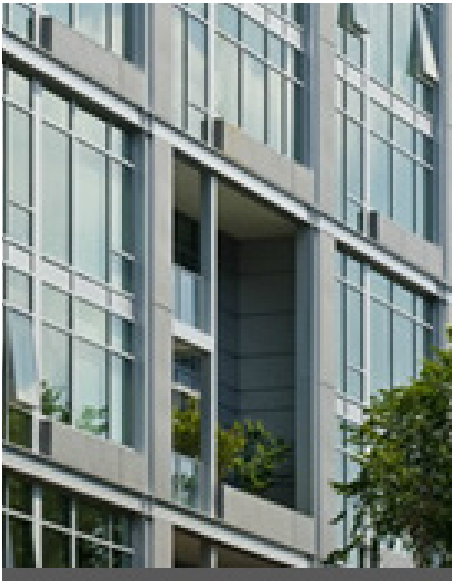
Site Massing

Second block surrounding park



MULTI-FAMILY - PRECEDENT

Potential variation





TWO OVER TWO - PRECEDENT

Selected examples





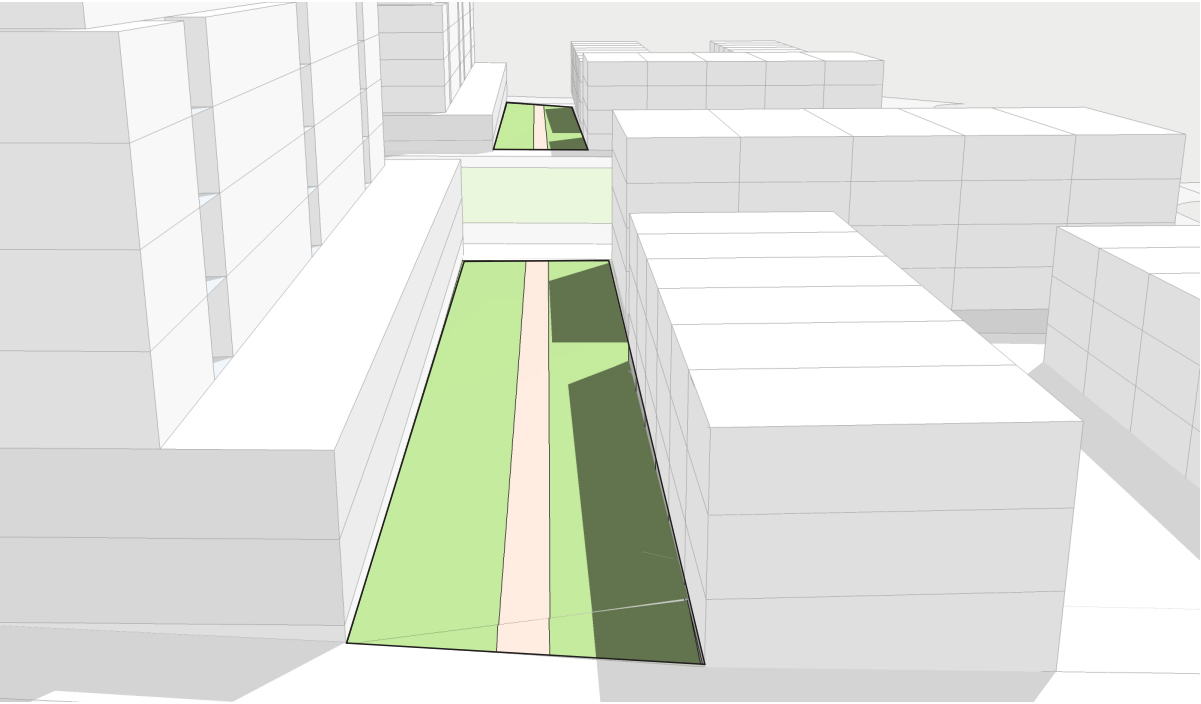
TOWNHOUSES- PRECEDENT

Selected examples



RESIDENTIAL GREENWAY

A mid-block connecting park





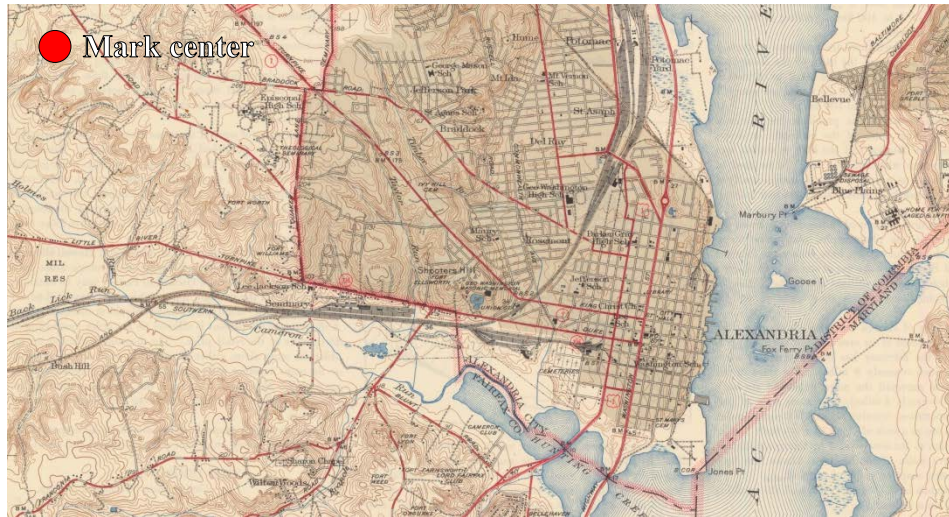
Landscape has a vital role to play in the Mark Center Development Project.

At the regional level, the site's location at the nexus of the 'fall line', where the coastal plain meets the Piedmont, offers a rich repository of landscape experiences from which the design team was able to draw inspiration from; two exemplary examples can be found in Dora Kelly Park and the Winkler Botanical Preserve --between which the project is situated.

At the project level, this inspiration informed a sequence of landscape experiences that seek to evoke this transition. This sequence unfolds along Reading Avenue starting at the development entrance along Beauregard Street and terminating in the Town Square (Phase I). The articulation of this sequence will evoke a variety of local landscape typologies in a thoughtful and tastefully executed design.

Additional landscape attention will be given to various other program areas including but not limited to the streetscape along Beauregard which includes a designated tree 'preserve' area, the residential greenways, and the overall development streetscape --all of which will tie into the overarching landscape narrative.

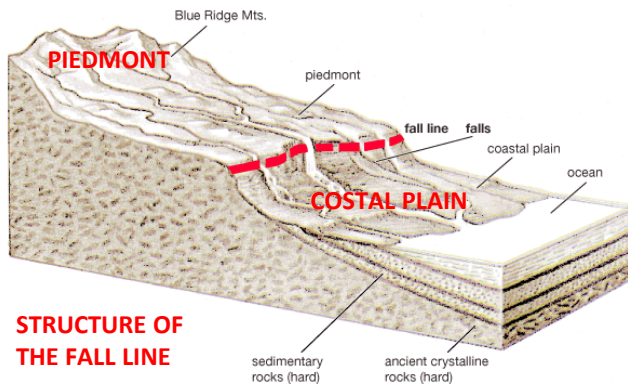
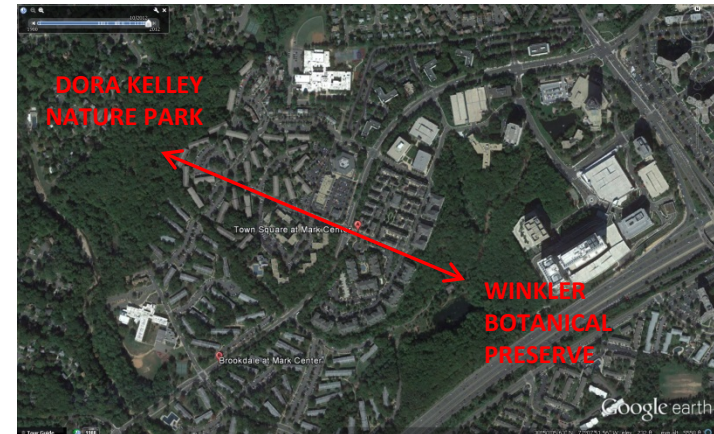
USGS 1945 MAP



AERIAL PHOTO, 1988



AERIAL PHOTO, 2012



STRUCTURE OF THE FALL LINE

DESIGN INSPIRATION



Ilya Haykinson



Tom Blagden, Jr.



Charles Bonner



Max Lyons

- Piedmont /Coastal Plain Interface
- “Fall Line” – Potomac River
- Historic Wetland Ecology
 - Beaver Dams
 - Magnolia Bogs
 - Marshes
- Native Hydrology
- Geologic Formation and Outcrops
 - Occoquan Granite
 - Winkler Sand
- Interface of landscapes with contrasting qualities
 - Upland vs. Lowland
 - Rock vs. Sediment
 - Wet vs. Dry

PARK PRECEDENTS

Tanner Springs Park
Portland, Oregon



City of Portland, Oregon

Canal Park
Washington, DC



District of Columbia Housing Authority

Ellis Square
Savannah, GA



AECOM

Reston Town Center
Reston, Virginia



Reston Town Center Official Blog

Louisburg Square
Boston, MA

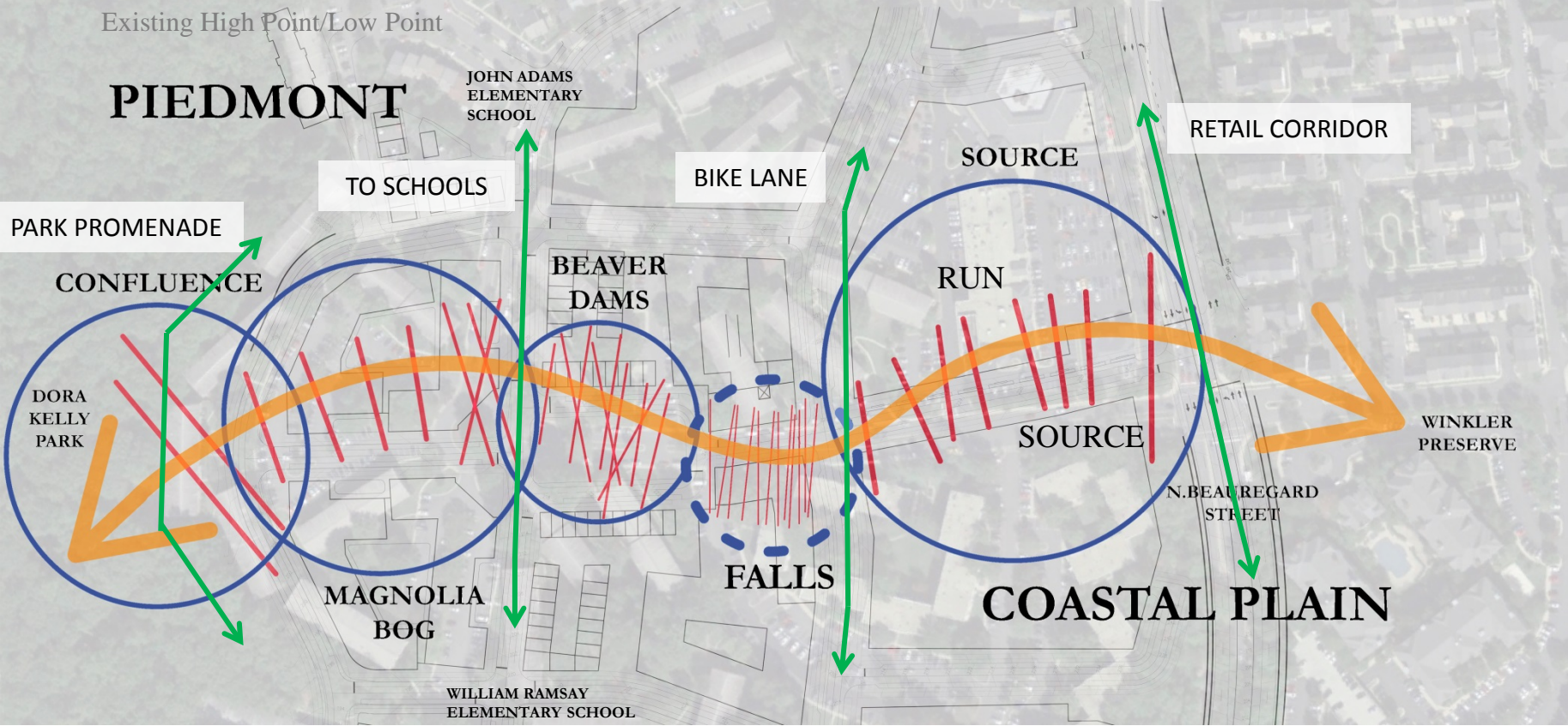


Joseph Manomet

Bethesda Row
Bethesda, MD



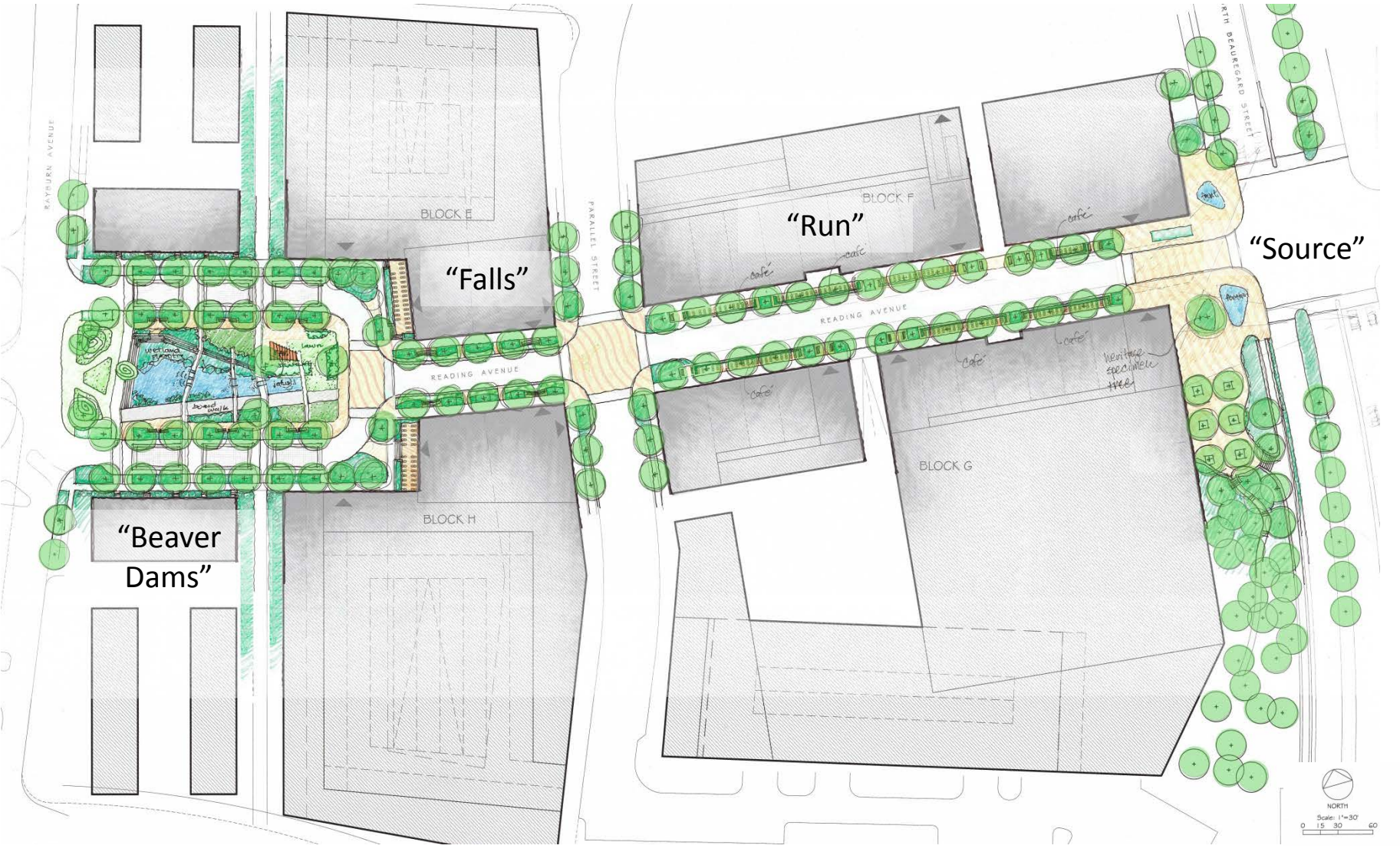
Brett VA



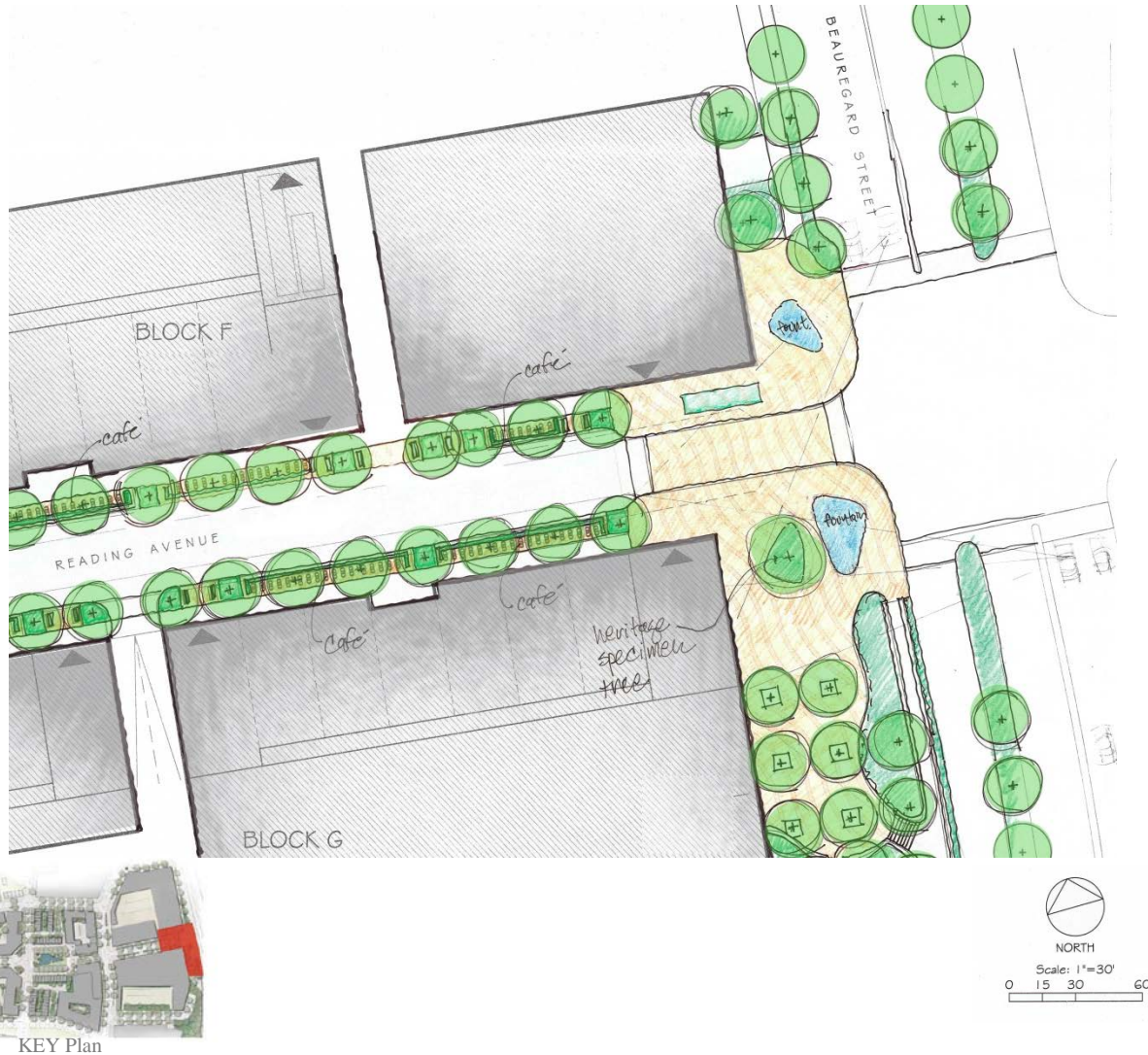
Illustrating Transition from 'Costal Plain' To 'Piedmont'



CURRENT CONCEPT PLAN



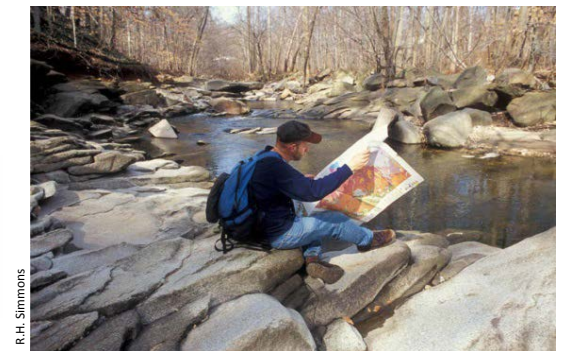
PUBLIC REALM: The Source and The Run



Ezra Freeman

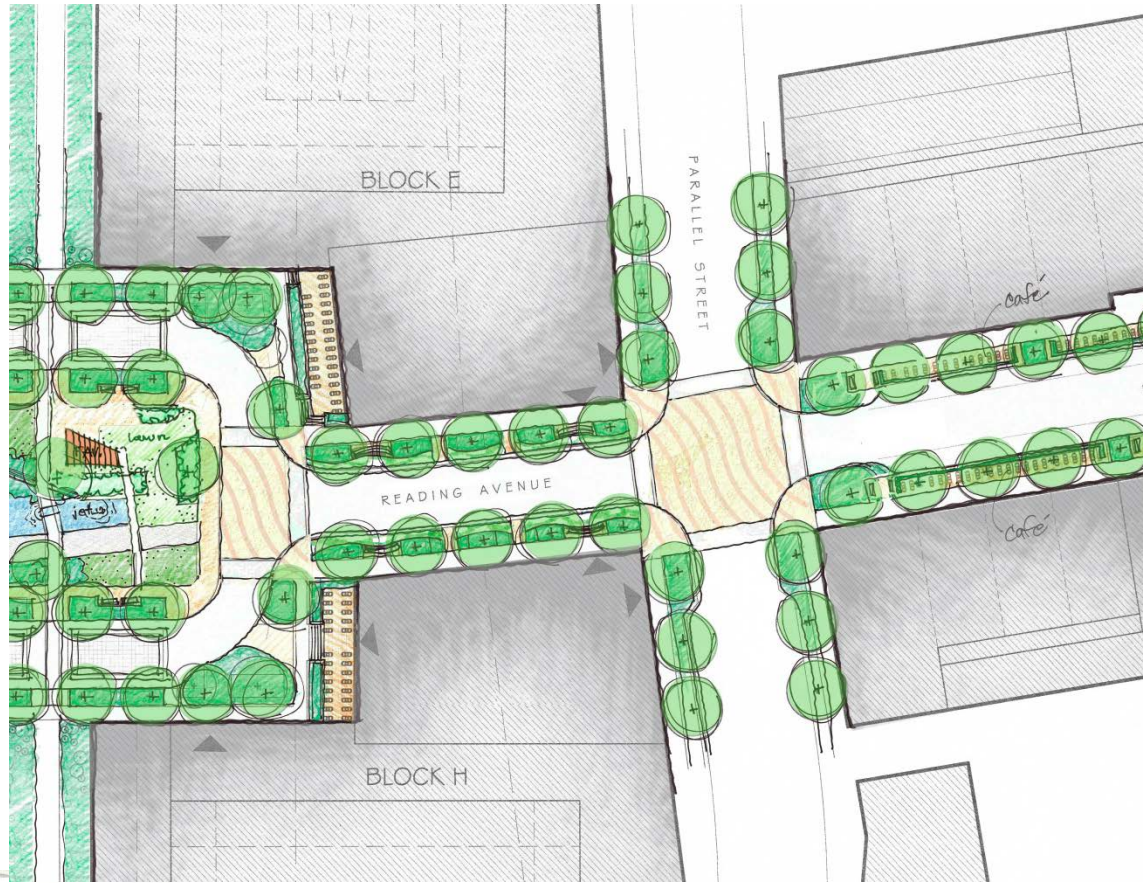


Brayden Downing

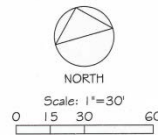


R.H. Simmons

PUBLIC REALM: The Falls

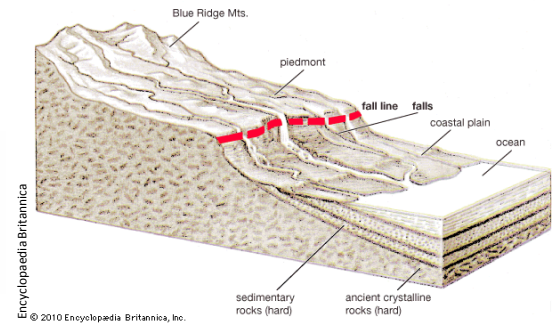


KEY Plan

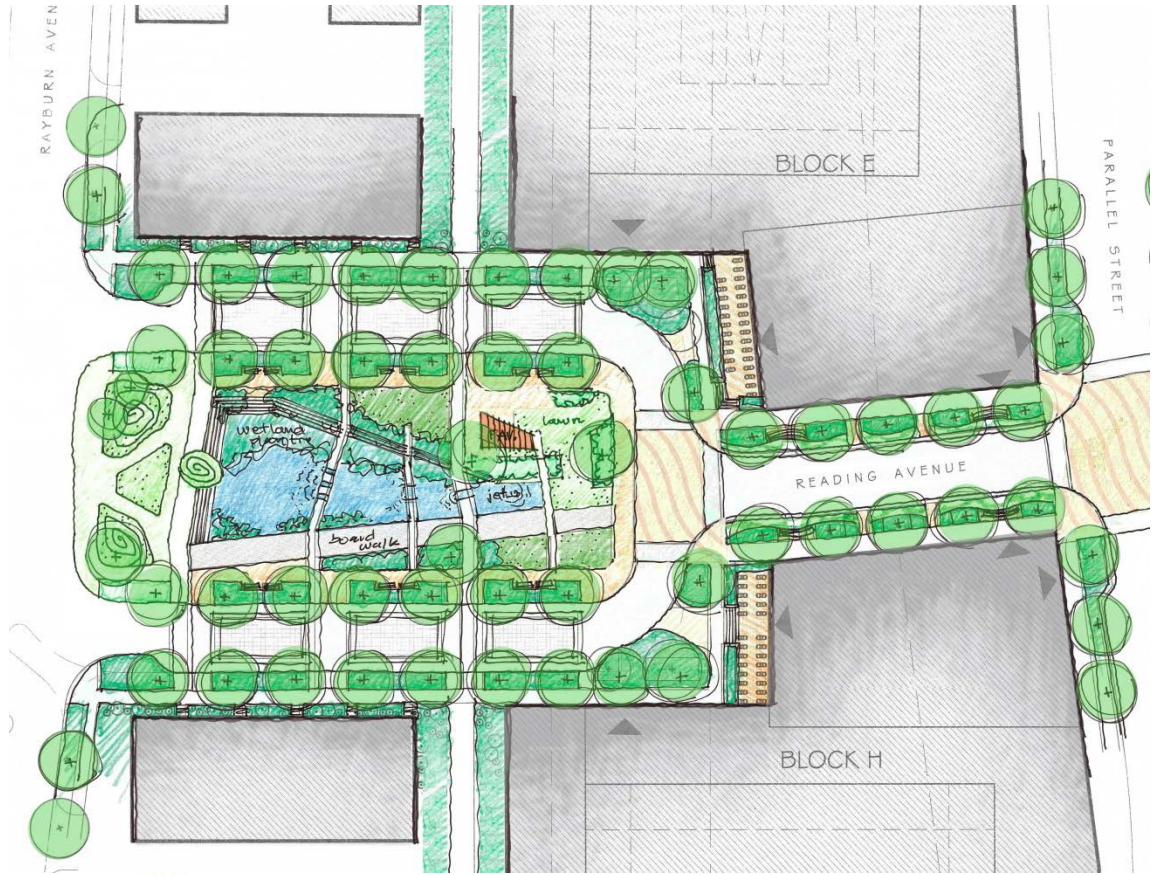


Guy Hager

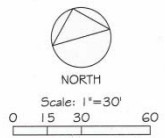
Structure of the fall line



PUBLIC REALM: The Beaver Dams (Town Square)



KEY Plan



Lonely Life NYC Blog



Flickr: PlaygroundEnthusiast



CMS Fountain Consultants

PUBLIC REALM: The Beaver Dams (Town Square)



Recreation Republic



Peter Bennetts



Liz Stetson

CURRENT CONCEPT PLAN

