

BRADDOCK ROAD METRO AREA PLAN



Diverse, Walkable, Livable

**PLANNING COMMISSION & CITY COUNCIL
WORKSESSION**

MARCH 28, 2006

CONTEXT – Under Change



Historic Neighborhood



Obsolete Warehouse



More Urban



Auto-Oriented Use



Inwardly-Focused Project



Monarch Under Construction

BRADDOCK AREA – Sites Redeveloping

Transitioning from warehouse/service to residential/retail



Guide redevelopment to minimize traffic, create vibrant, mixed-use neighborhoods with retail, restaurants and transit

Full Build-out

3.1 million sq ft

Existing development

1.1 million sq ft

Current development concepts

Just under one million square feet
49% of potential development

MIX OF USES

EXISTING

63% residential (67% City-wide)

18% office (13% City-wide)

11% warehouse/service (4% City-wide)



OPPORTUNITIES

Retail Market

Neighborhood focused retail – 80,000 sf

Residential Market

1,600 new units

Office Market

Limited due to Small sites

Proximity to major office centers

Potential for small association office space



PRINCIPLES

Great streets

Urban form

Rich mix of uses

Protect existing neighborhoods

Quality public spaces

Strong connections/
Walkability

Crime prevention



URBAN PLACE – Maximize Metro

Concentrate active uses on ground floor

Restaurants, retail adjacent to sidewalk

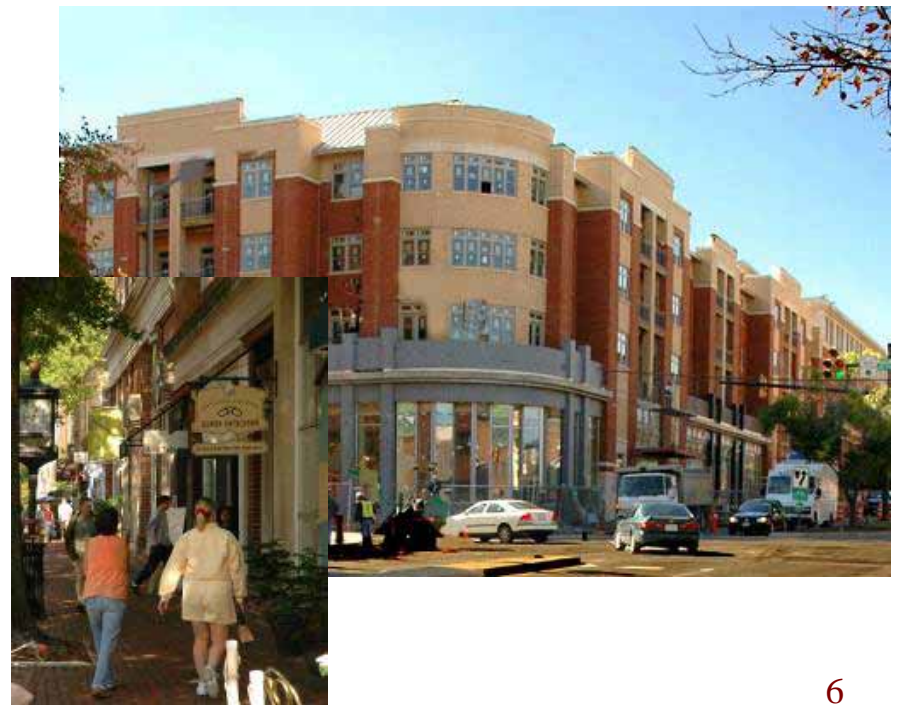
Establish the street wall

Scale the buildings to the sidewalk and street

Encourage walkability to promote transit

Scale the sidewalks for the pedestrian

Locate parking/service on secondary street or alley



QUALITY PUBLIC SPACES

Urban Parks/Squares

- Public gathering spaces
- Serve larger neighborhood

Pocket Parks

- Small scale, well-defined
- Within adjoining new development
- Explore additional opportunities

Recreation Areas

- Major trail connection
- Opportunities to expand existing parks



GREAT STREETS

Provide real alternatives to driving

Active uses

Safe crossings

Reinforce primary pedestrian routes

Destinations

Improvements Needed:

Create gateway

Break down oversized blocks

Safer, wider sidewalks/lighting



STRONG CONNECTIONS-Crossings/Trails

Streetscapes & Crossings

Create connections to nearby neighborhoods

Target streetscape improvements

Trail/Bike Connections



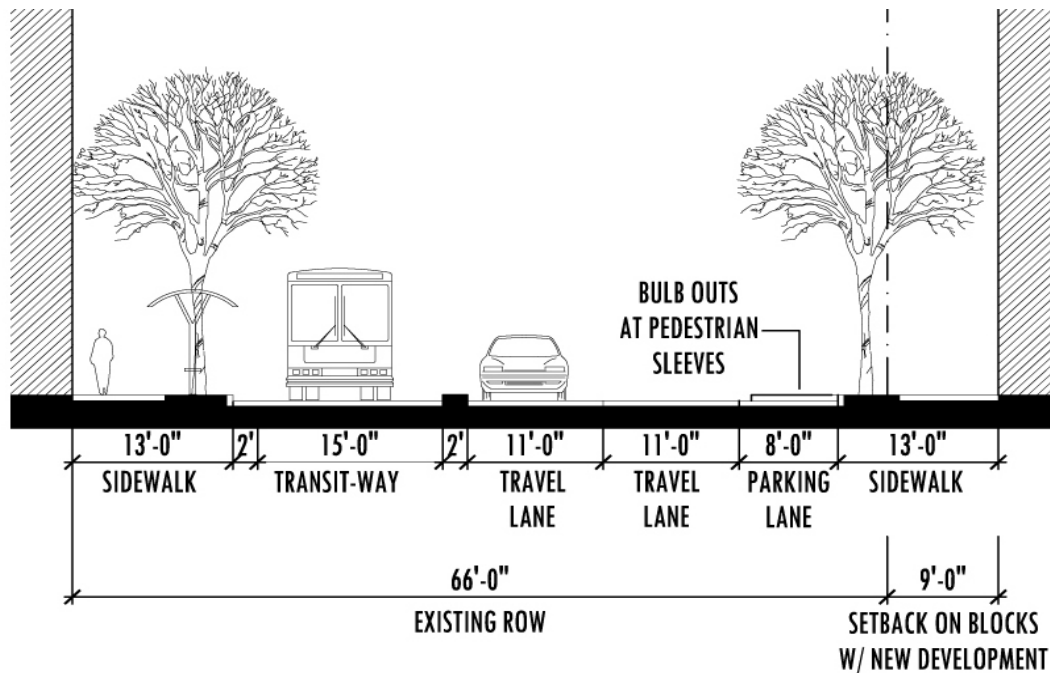
STRONG CONNECTIONS-Transit

Explore dedicated transit way on Route 1

Enhance Access to Metro

Plan for Bus Rapid Transit

long-term Rt.1 transit way



CRIME PREVENTION

through environmental design

Building Location

Eyes and activity on the street
Minimize hidden spaces



Public Space Design

Defined open spaces
Natural surveillance
Sense of public ownership

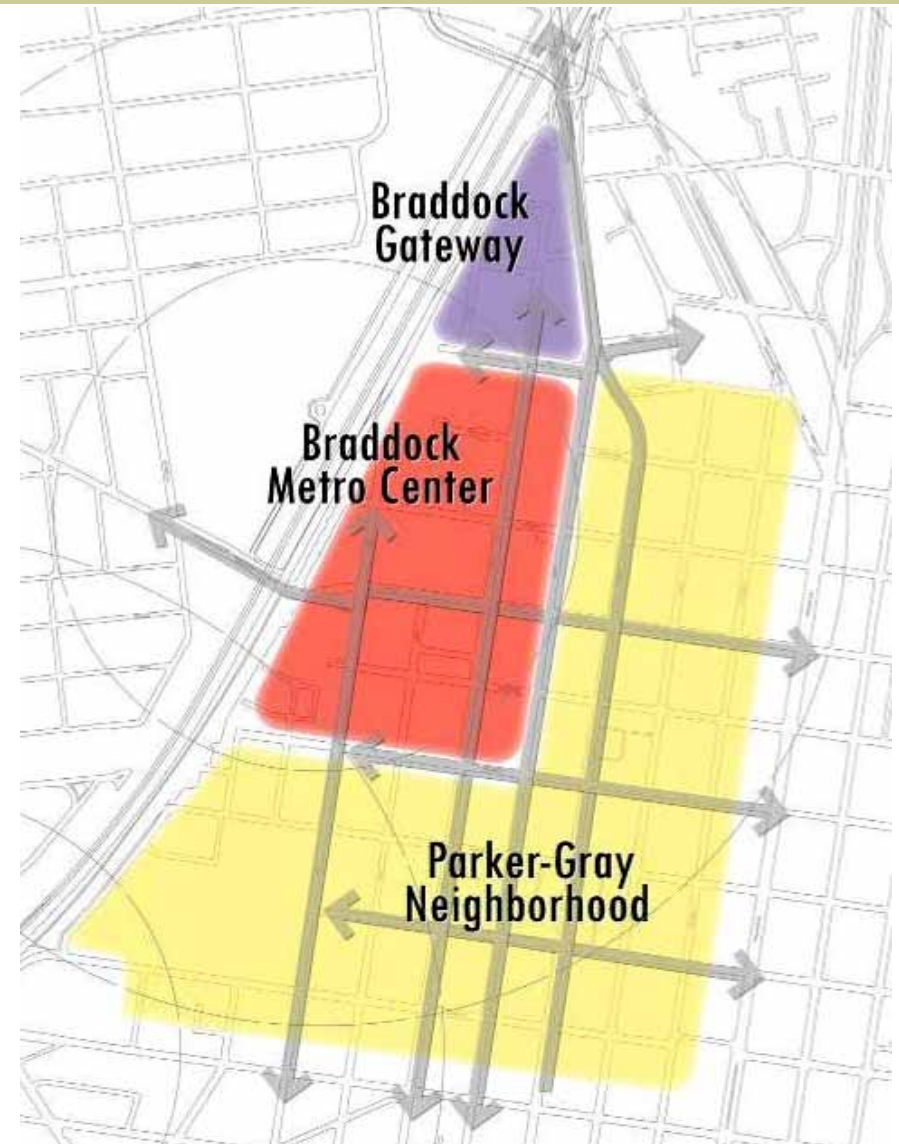


Pedestrian Safety

Visibility on the street
Good lighting

BRADDOCK NEIGHBORHOODS

- **Parker Gray**
Residential Conservation
- **Braddock Center**
An Area in Transition
- **Northern Gateway**
A New Urban Neighborhood



PARKER-GRAY- Conserve Neighborhoods

Focus on compatibility of additions and new development

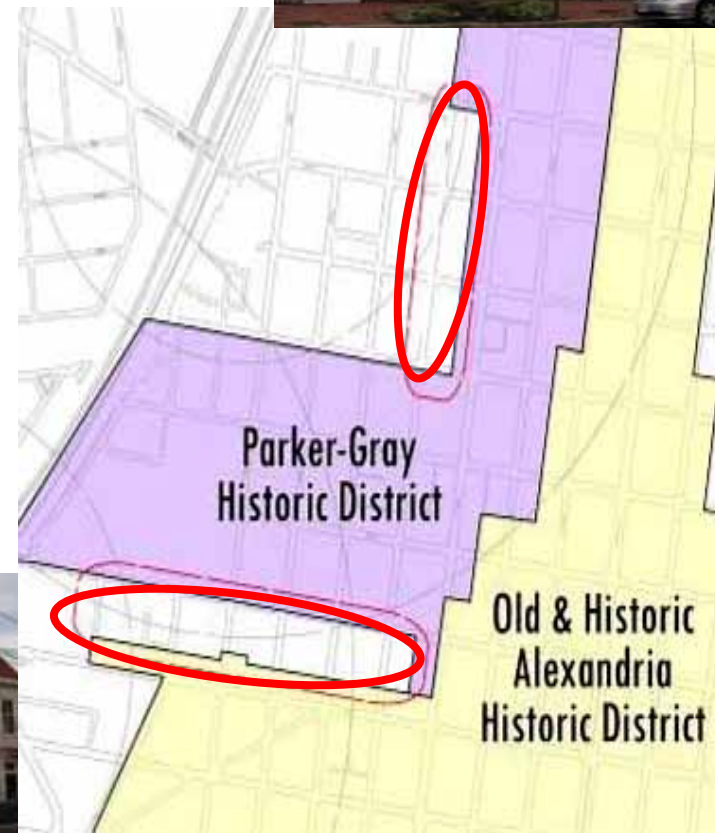
Expand historic district boundaries

Seek National Register District designation

Enhance Queen Street businesses



in



POTENTIAL PARKING OPTIONS

Availability of Parking a Growing Concern



	West	Payne	Fayette	Henry	Patrick	Alfred	Columbus
Sunday AM							
Sunday PM		71%			85%	74%	
Saturday PM					81%		
Sat Mid-Day	77%				72%		
Wkday PM							
Wkday Mid-Day				Princess			
Sunday AM					75%	73%	
Sunday PM							
Saturday PM						76%	
Sat Mid-Day			73%				
Wkday PM					74%	75%	82%
Wkday Mid-Day				Queen		74%	
Sunday AM						78%	
Sunday PM						80%	
Saturday PM							
Sat Mid-Day							
Wkday PM					74%	87%	
Wkday Mid-Day				Cameron		77%	

Expand on-street parking supply

Modify parking restrictions to fit location – retail turnover, residential permit areas, metro parking

Explore shared off-street parking opportunities

BRADDOCK CENTER TODAY

Major Redevelopment Activity

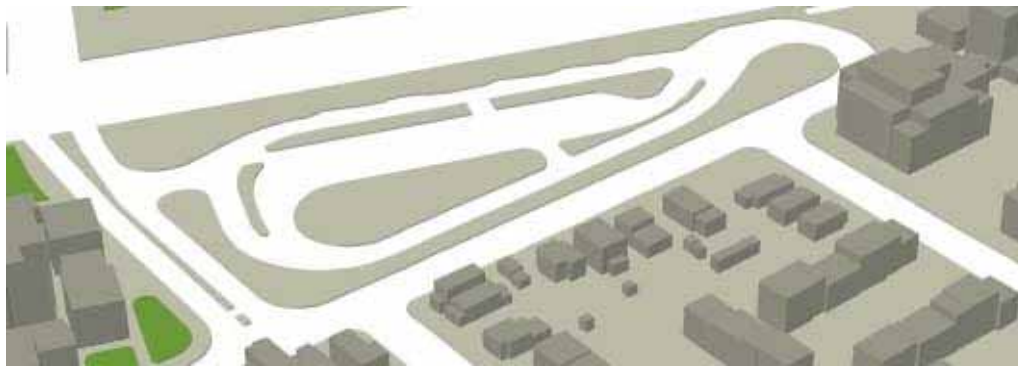
Opportunity to
Create Place @
Metro

Retail Center

Transition
scale/height to
protect existing
residential



BRADDOCK METRO - 3 Options



Maintain As Is

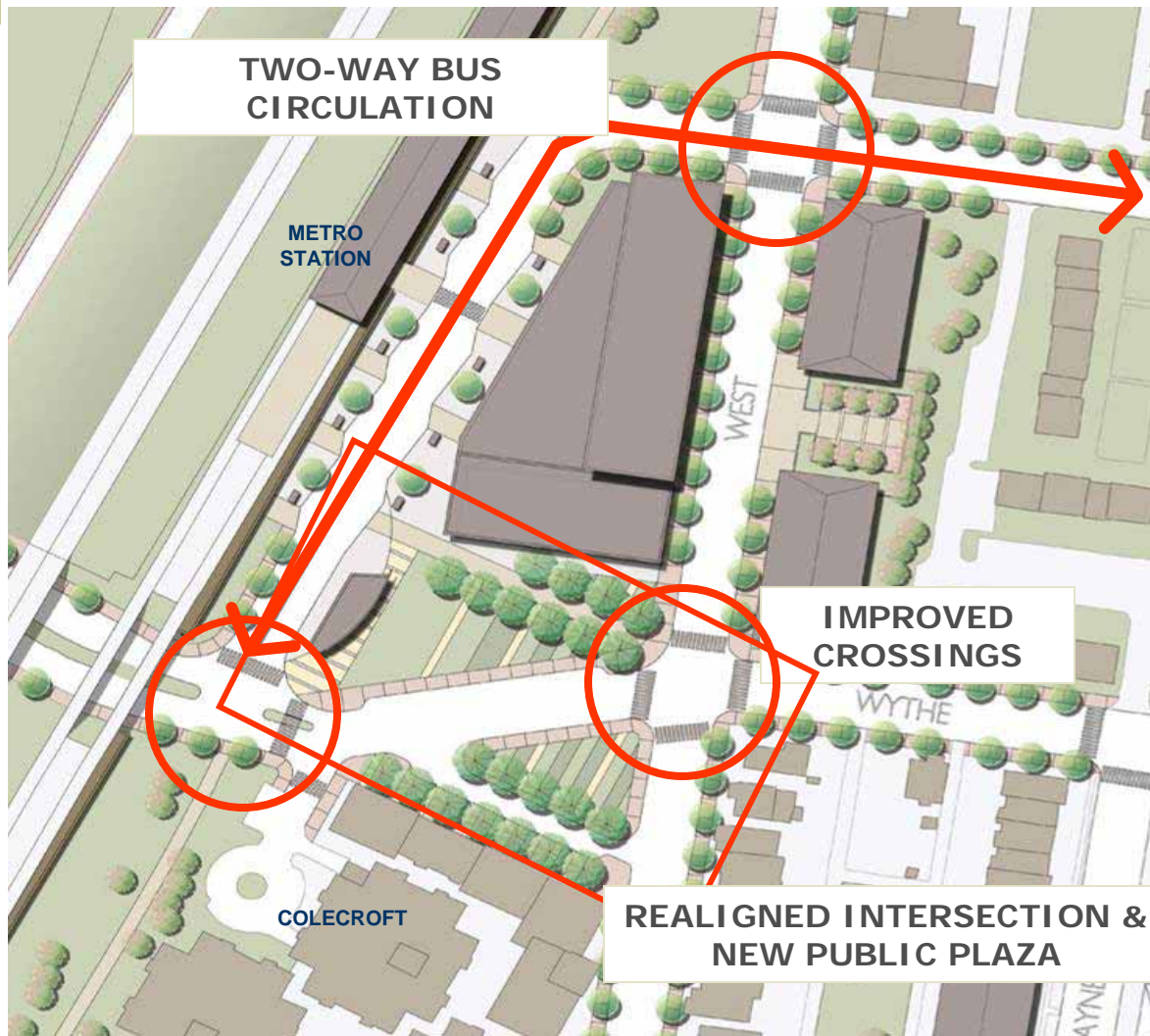


Consolidate Open Space and Reconfigure Buses



New Development with Open Space and Reconfigured Buses

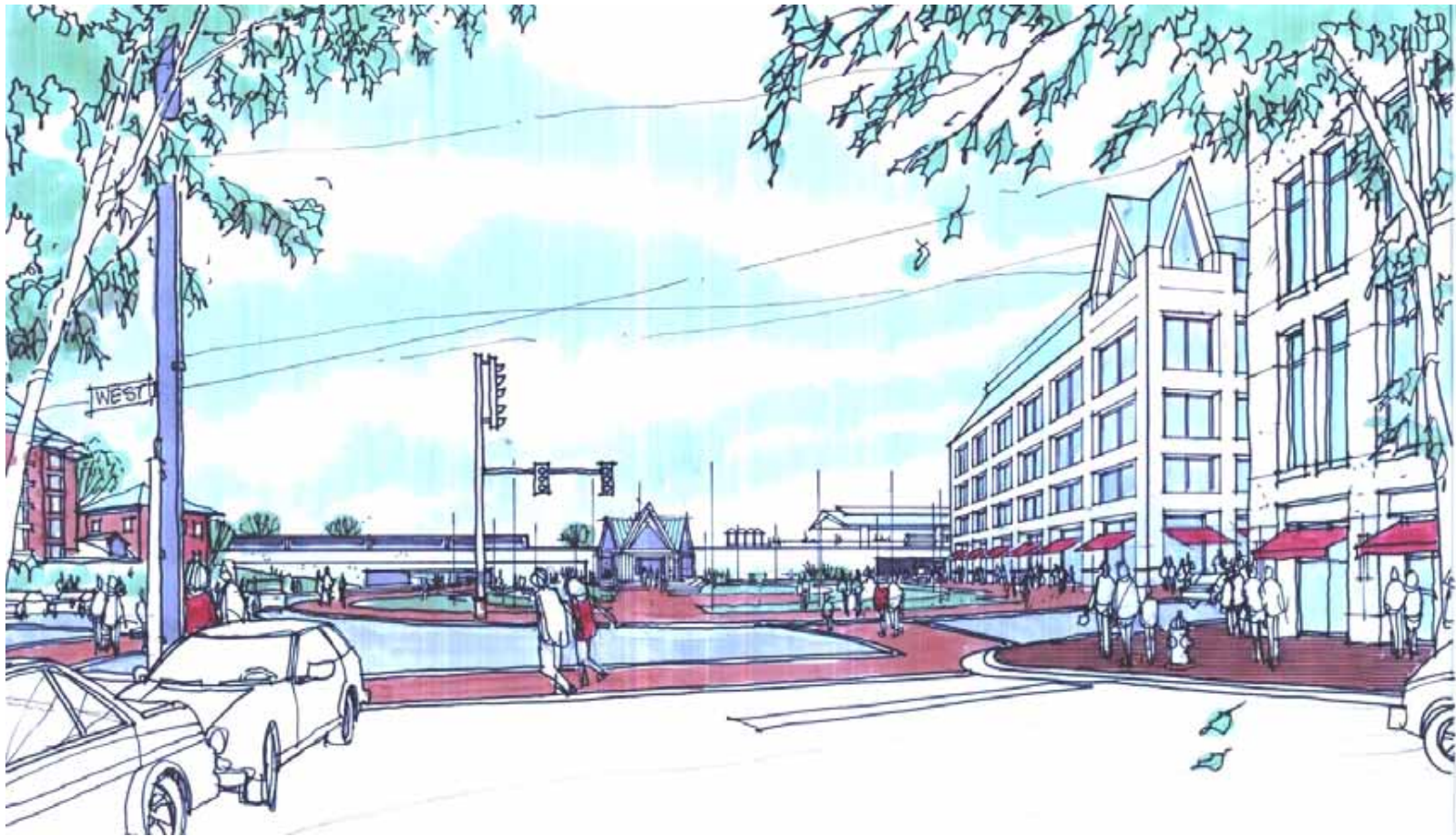
BRADDOCK METRO - Creating a Center



Mixed Use Development with Retail Cluster, with Colecroft, of 15,000 s.f.

Opportunity to Balance New Development with Usable Open Space and Enhanced Bus Capacity

BRADDOCK METRO - Creating a Center



WYTHE STREET – East-West Walkability



Improve Walkability
Enhance Streetscape
Improve Pedestrian Crossing at Henry and Patrick



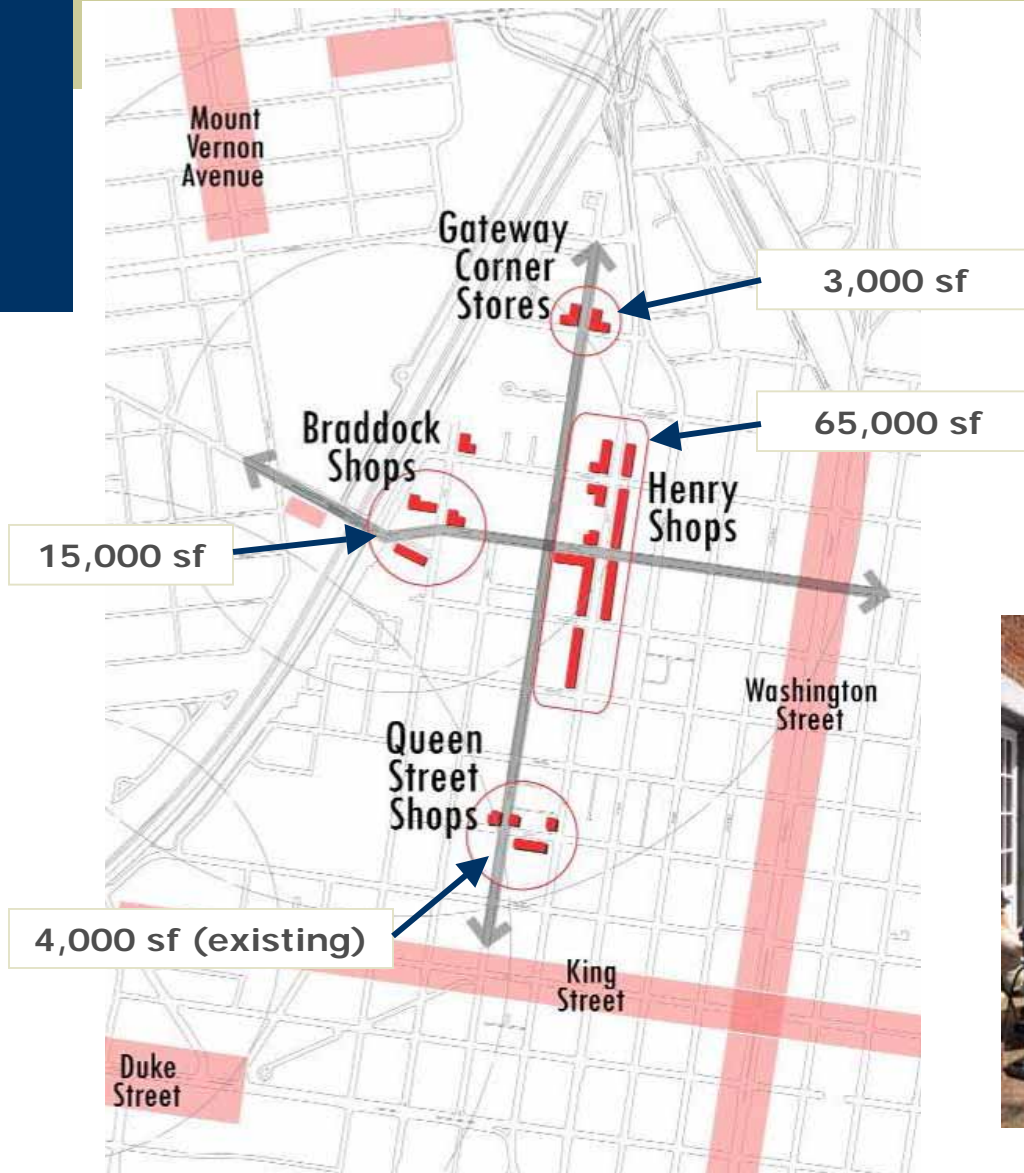
BRADDOCK CENTER-Improve Walkability



BRADDOCK CENTER-Retail Clusters

Walk to neighborhood shopping, grocery and services

Potential for 80,000 s.f.



RETAIL – Neighborhood Destinations

- New retail at Northern Gateway, Henry Street, Metro Station
- Enhance Queen Street businesses
- Administrative approval for outdoor dining, small restaurants
- Guidelines for preferred retail locations and standards or storefront design, transparency, retail depth and ceiling height



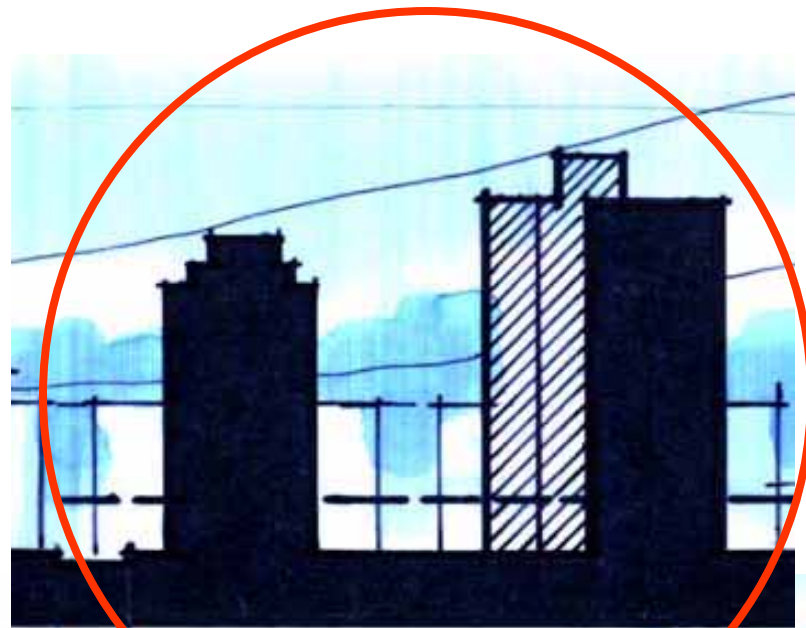
TRANSITIONS – Height, Mass & Scale



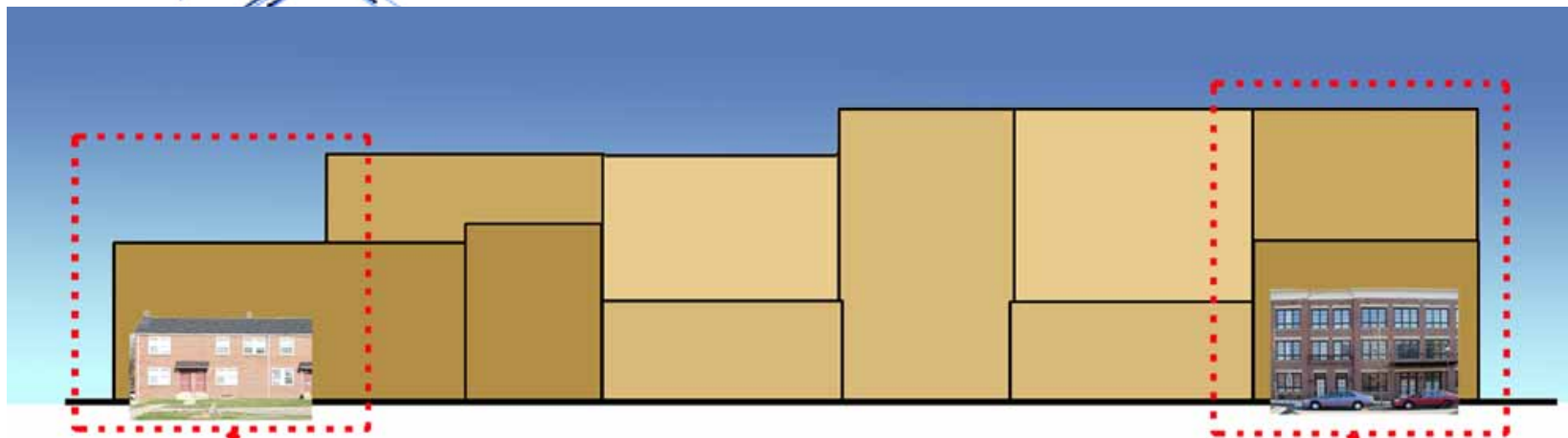
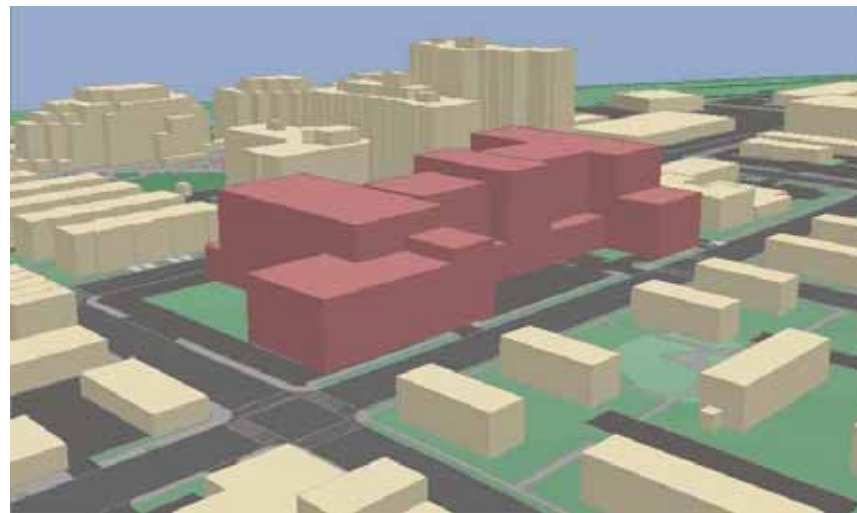
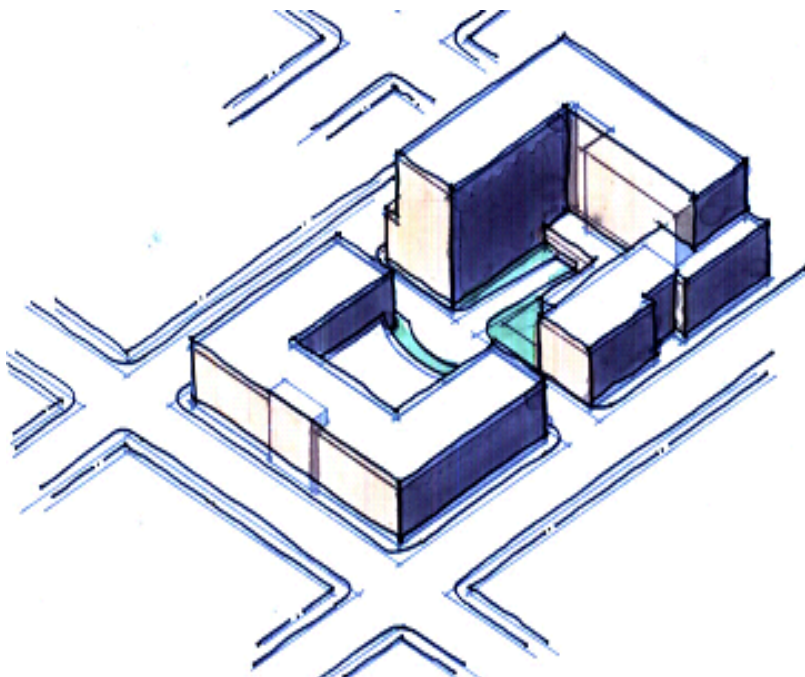
REDEVELOPMENT SITES

CONSERVATION SITES

Transition height of new development to existing residential conservation areas



TRANSITIONS – Height, Mass & Scale



NORTHERN GATEWAY TODAY



NORTHERN GATEWAY

A NEW URBAN NEIGHBORHOOD

Mix of residential/office

Corner shops

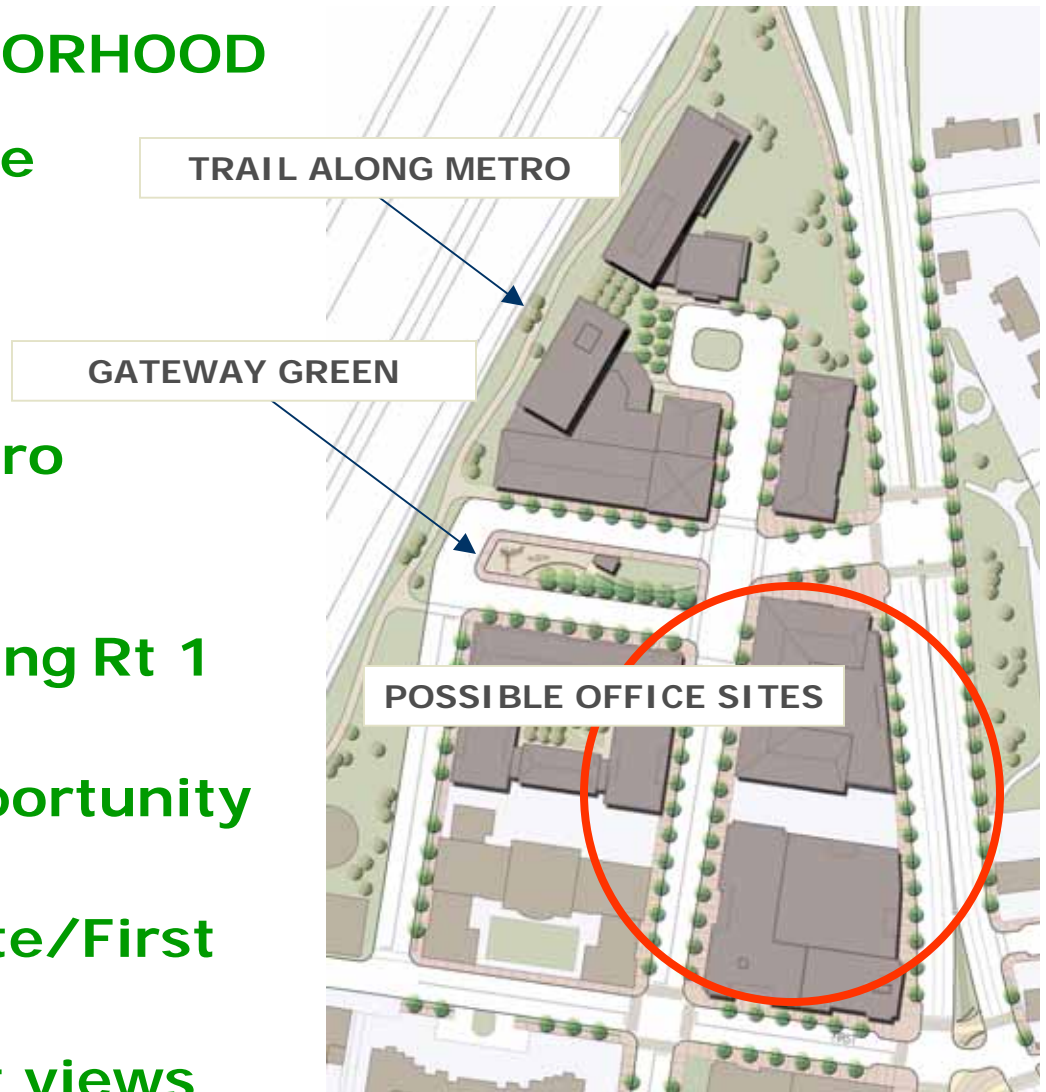
Trail connection to Metro and neighborhoods

Safer pedestrian crossing Rt 1

Affordable housing opportunity

Public Square at Fayette/First

Washington Monument views

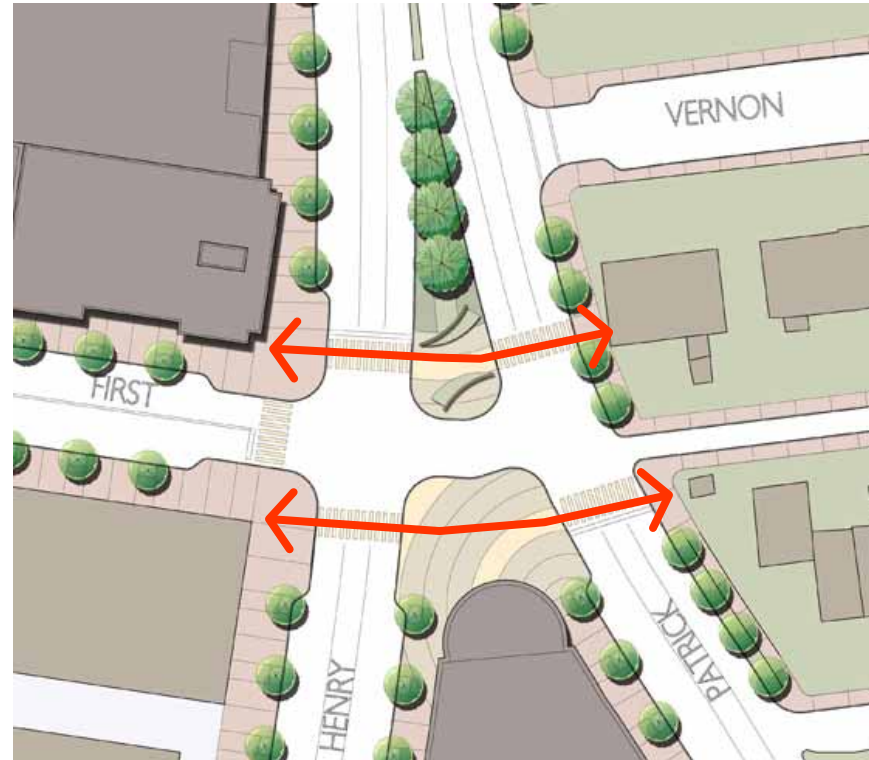


NORTHERN GATEWAY

Neighborhood Centered on Urban Plaza



FIRST STREET CROSSING



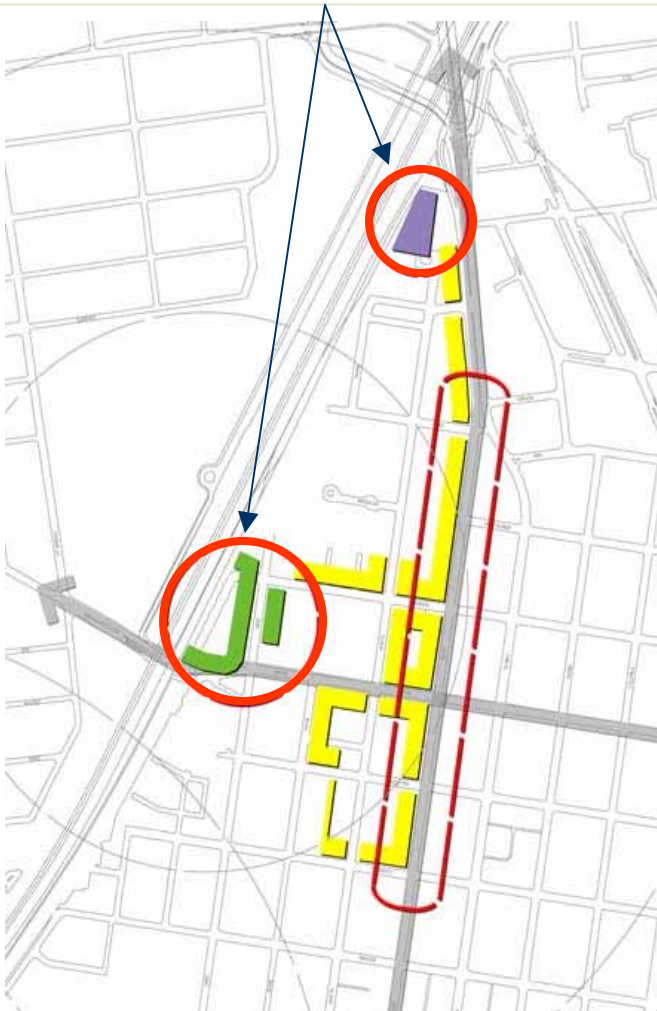
Improve Route 1 Crossing

Slow traffic with parking and gateway

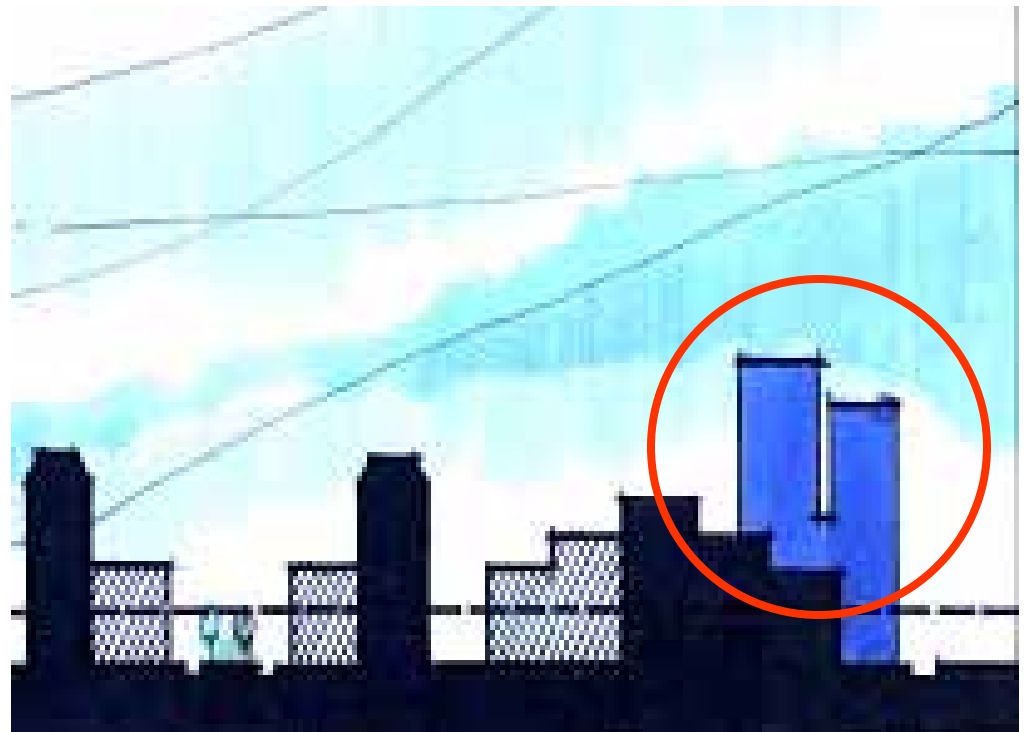
Define entry into neighborhood

AFFORDABLE HOUSING

POTENTIAL FOR TALLER BUILDINGS
AT GATEWAY & METRO



Appropriate Locations for
Bonus Height/Density for
Affordable Housing



NEXT STEPS

Comprehensive Traffic Analysis

Planning Commission Community Meeting

Draft Plan

