

The Elements of Livability: Placemaking in the Braddock Metro Area

Braddock Metro Neighborhood Plan Worksession 2

November 29, 2007

David Dixon FAIA Goody Clancy

David.Dixon@goodyclancy.com



Agenda

- Context
- Urban design vision and planning framework



CONTEXT

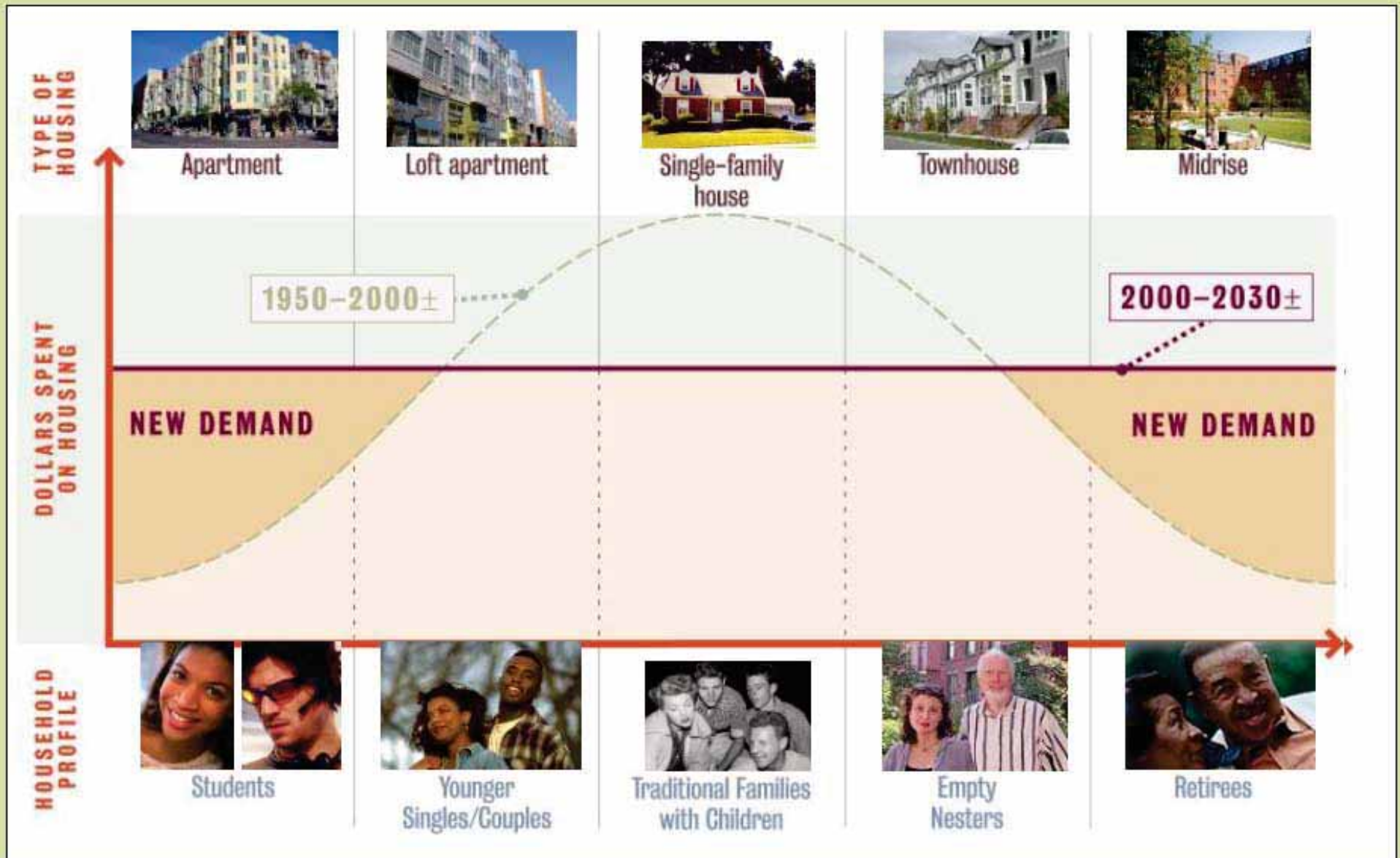
- Changing America
- ...and the DC region and Alexandria



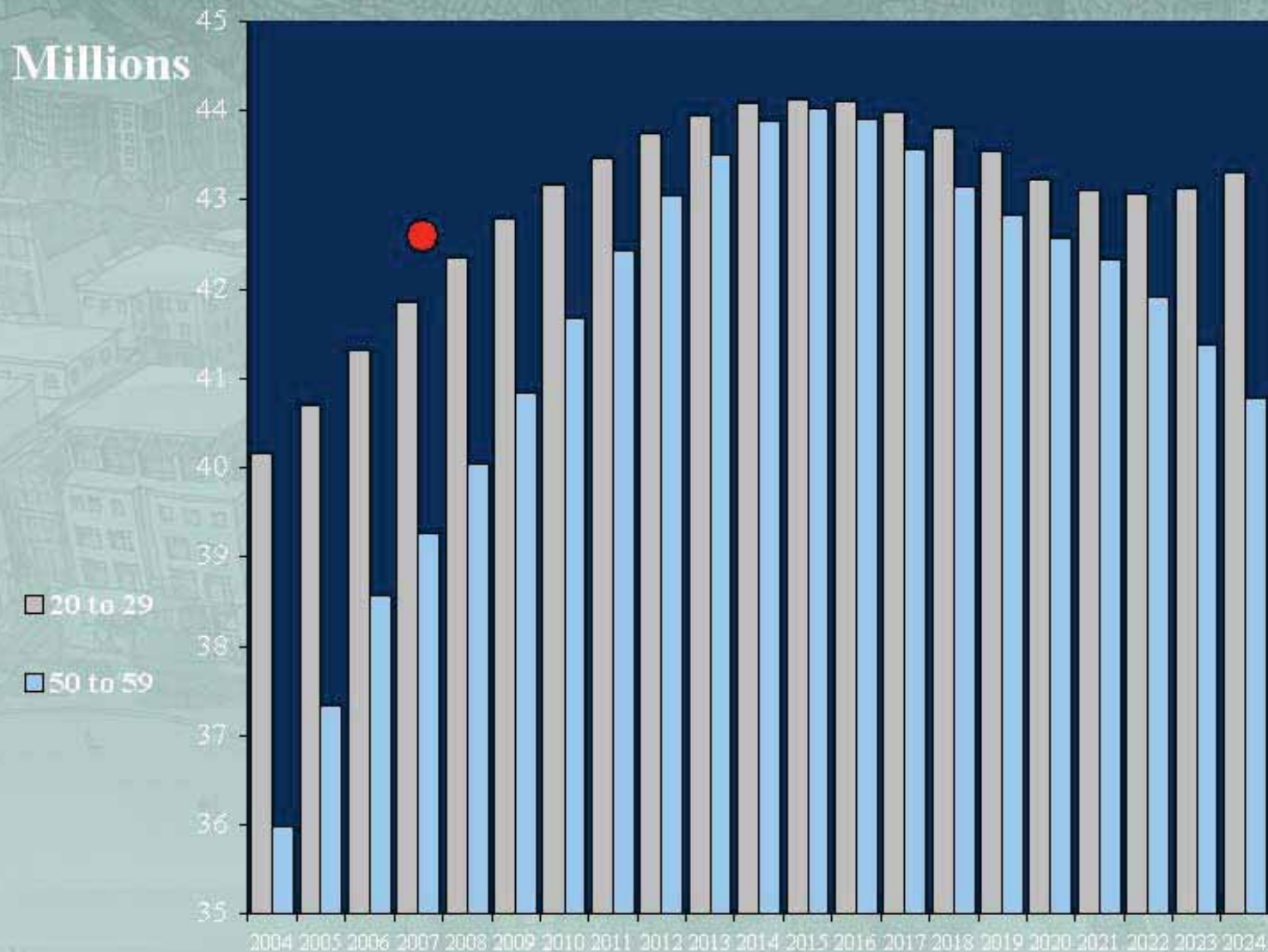
The demographics of housing demand have changed dramatically: 1950s-90s...



...today



Convergence: baby boomers and millennials—2004 to 2024



Information from Laurie Volk, Zimmerman/Volk

Increased diversity extends beyond age and race

- Married couple with children—less than 25 percent of American households.
- Traditional (one-worker) family—less than 15 percent of American households.

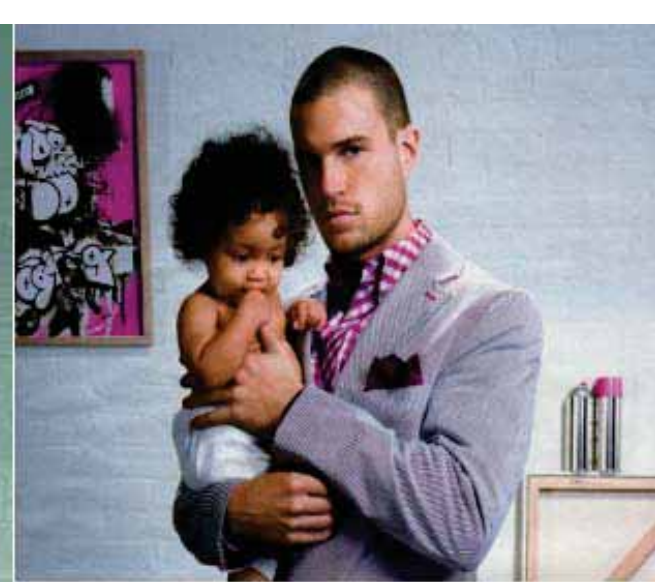


*Information from Laurie Volk,
Zimmerman/Volk*

...far beyond

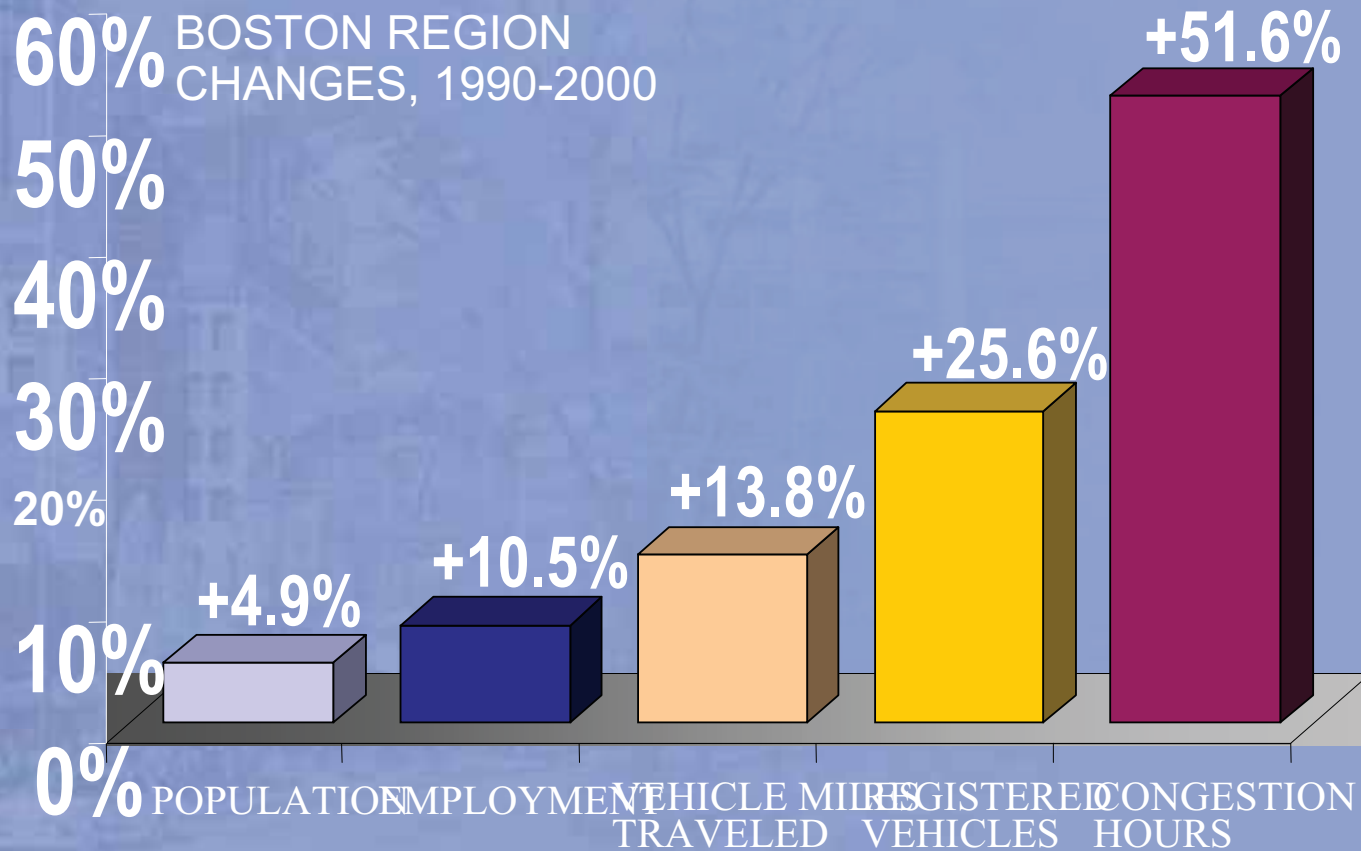
- Non-family households now outnumber traditional families in the suburbs.
- More than two million grandparents are raising their grandchildren.
- 9 percent of home purchases made by single men.
- ...21 percent by single women.
- More than five million households contain unmarried couples (up 66% since 1990).
- 20 percent aged 30 to 40 foreign born

*Information from Laurie Volk,
Zimmerman/Volk*



Changing values: congestion is now viewed as undermining quality of life

Average commuter today spends more than an entire workweek per year stuck in traffic. —TEXAS TRANSPORTATION INSTITUTE

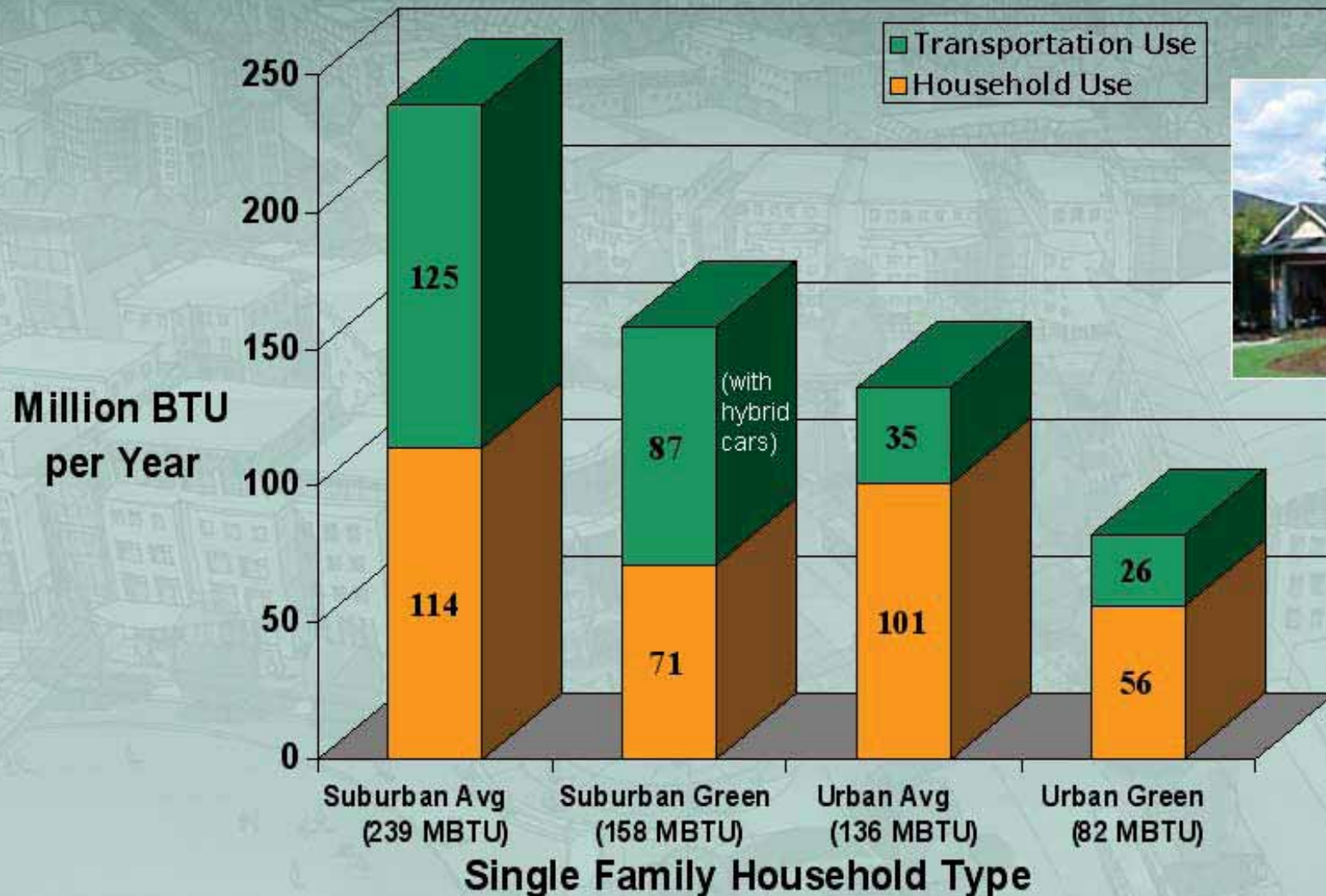


The Boston Globe reported that more than 75% polled now report that a shorter commute would be a primary factor in choosing a next house



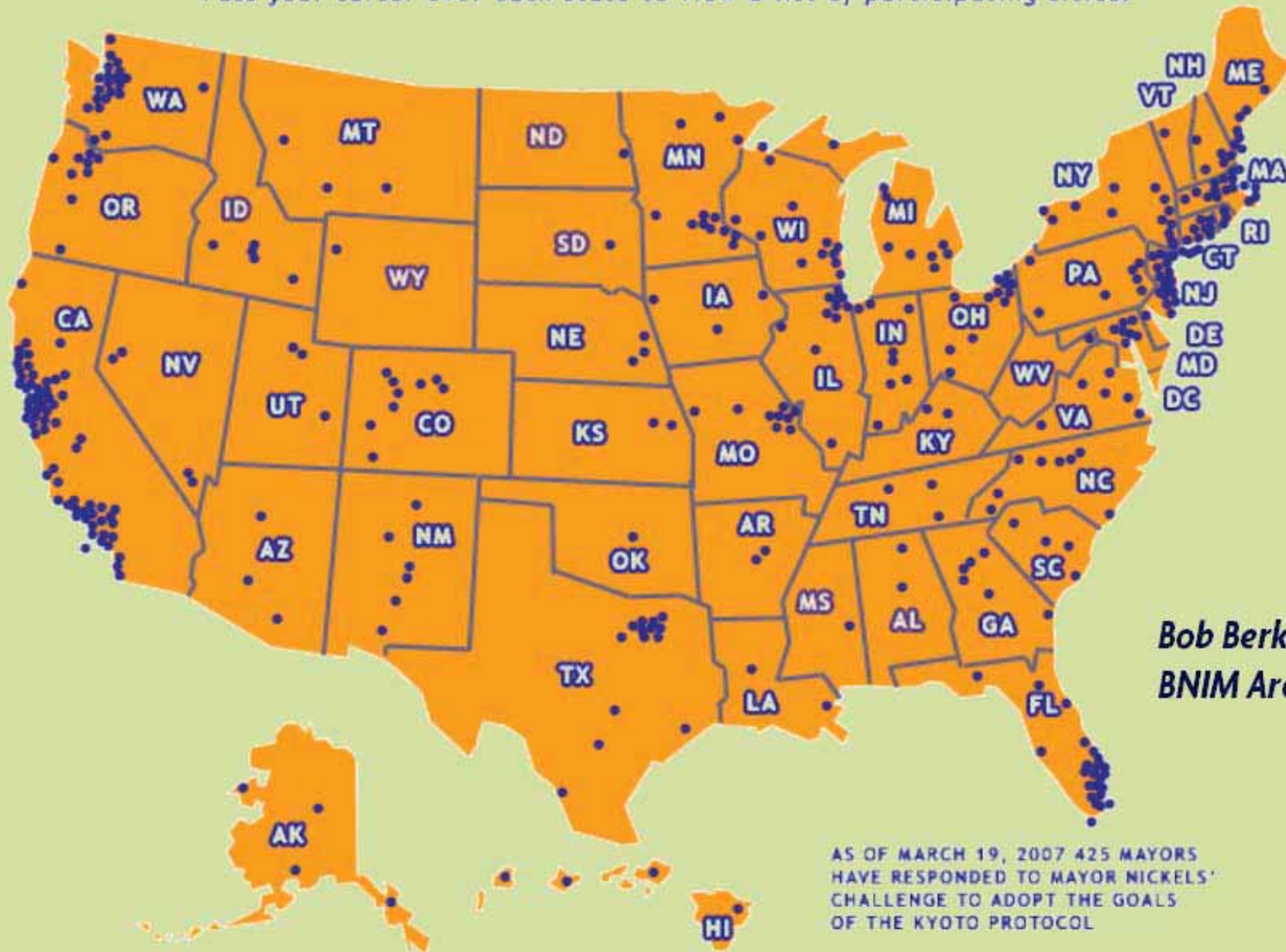
Bob Berkebile, FAIA BNIM Architects

Sustainability requires a commitment to green building...and planning



Mayors are committing to green building

Pass your cursor over each state to view a list of participating cities.



*Bob Berkebile, FAIA
BNIM Architects*

AS OF MARCH 19, 2007 425 MAYORS
HAVE RESPONDED TO MAYOR NICKELS'
CHALLENGE TO ADOPT THE GOALS
OF THE KYOTO PROTOCOL

Bringing these changes home: Alexandria and Braddock Road area

- DC is gaining jobs faster than any other region in the US
- Median household income in Alexandria is up by almost 70% since 1990
- Roughly four times as many Braddock neighborhood households earn more than \$100,000 than in 1990

The value of mixed-use, walkable developments is rising

Mixed-use
walkable
environments:

Single use
environments 2000-
2007: 0%



URBAN DESIGN VISION AND PLANNING FRAMEWORK

- Overview
- Neighborhood identity
- Public realm
- Retail and community culture
- Buildings and streets



Overview

- Community charrette and first working session
- Principles
- Mission: what this plan should accomplish



November 3rd Community Charrette



Table 1



Table 2



Table 3

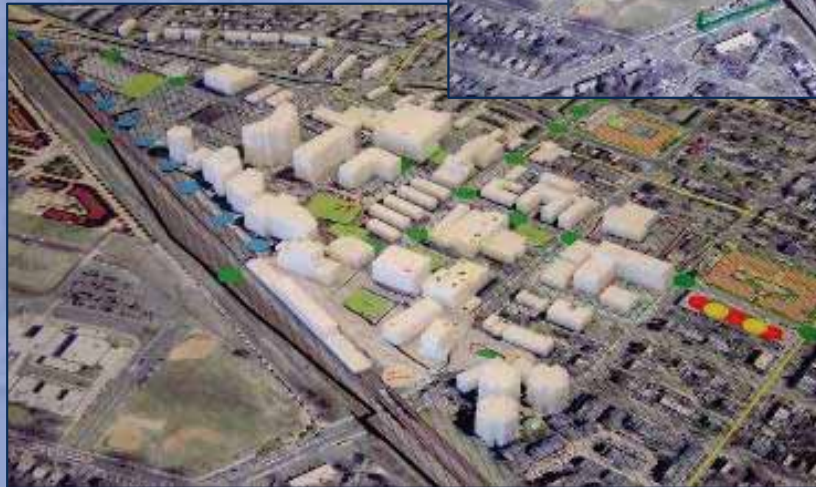


Table 5



Table 6

Outcome from the charrette and first working session

- Principles
- What this plan should accomplish
- Neighborhood character



Principles

- Sense of place and unique neighborhood identity
- “Community-serving” open space
- ...and retail
- A walkable and safe neighborhood
- Public housing transformed into mixed-income housing
- ...and a community that celebrates its diversity
- Managed traffic and



What this plan should accomplish—a plan and strategies to achieve...

- A more visible sense of neighborhood identity
- Transformation of public housing into mixed-income housing
- A great neighborhood park
- ...and a network of inviting walkable streets
- One or more neighborhood lively, walkable, “neighborhood squares”
- Celebration of the neighborhood’s history and contemporary diversity



Neighborhood character—a community distinguished by...

- Walkable streets that are green—framed by trees and landscaped edges to buildings
- Buildings scaled to respect historic character, sense of community, and walkable streets
- A lively sense of diversity including race, incomes, ages, lifestyles...
- Places that draw people together—retail “squares”, parks, cultural activities
- Inviting access to Metro



Strategy for achieving principles, mission, and character

- Seek opportunities to create public benefit dollars from development where this development is the right “fit” with community character
- Invest a significant share of public benefit dollars in the neighborhood
- Partner with the city and other funding sources to finance appropriate improvements

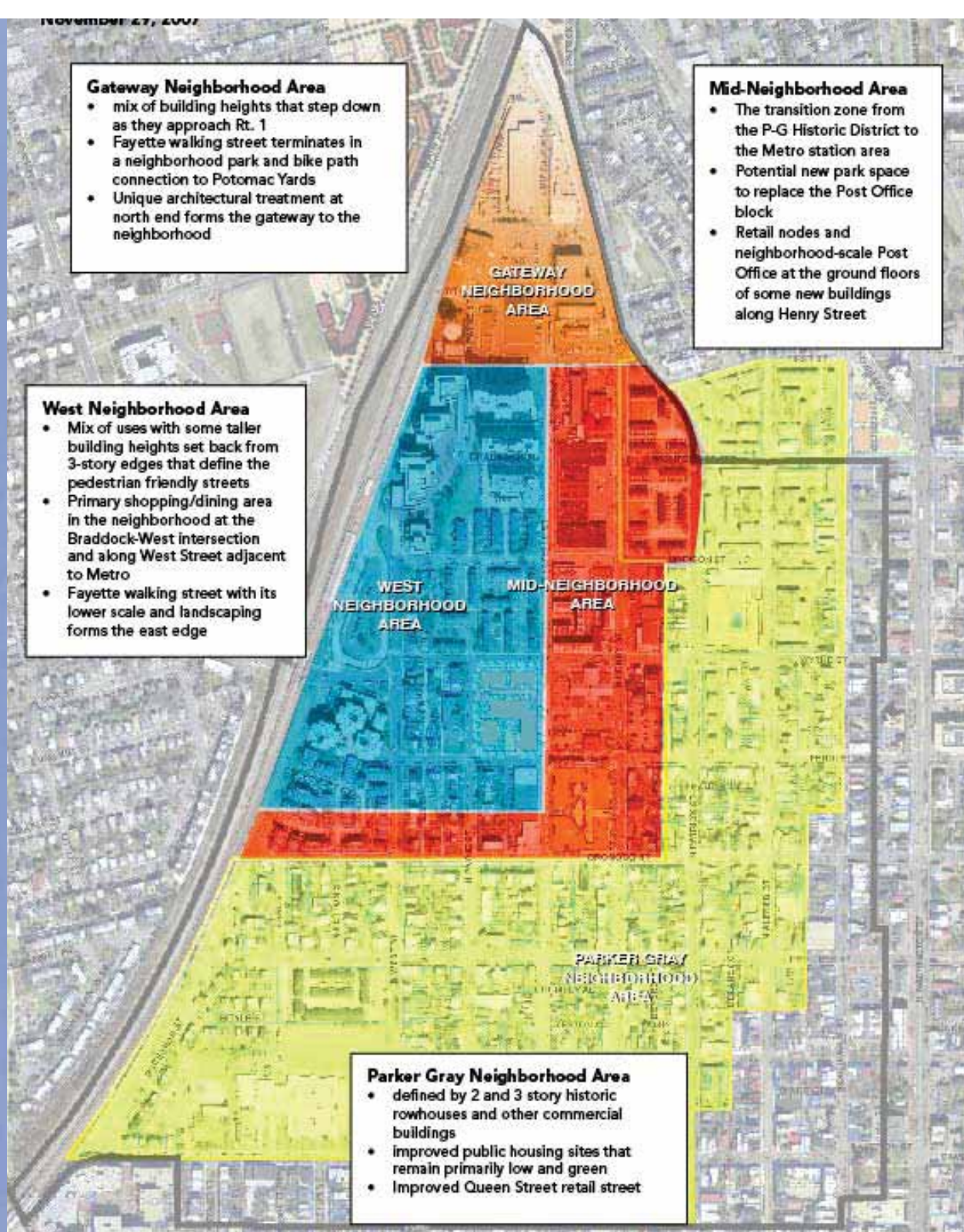


Marking neighborhood identity

- Gateways
- Transitions
- View corridors



Character areas



Enhancing a walkable public realm

- Network of walkable streets and small parks
- A major new neighborhood park





Fayette Street at Pendleton looking North TODAY



Fayette Street at Pendleton looking North with enhancements

A major new neighborhood park

- A: 1261 Madison
- B: Metro site
- C: Andrew Adkin
- D: Post Office



Tradeoffs to consider to creating a major new park

- Is it large enough?
- Is it accessible and inviting to the larger community?
- Do the edge conditions contribute to a create park?
- What related improvements could make it a better park?
- What are the relative direct and indirect costs?
- How long would it take to happen?
- How does it benefit the larger community?
- Other options?

Post Office



- Large enough?
 - Yes (xx acres)
- Inviting and accessible?
 - Highly visible, most central location
- The right edge conditions?
 - Mix of housing and retail facing park
- What could make a difference?
 - A neighborhood post office and café
- Relative direct and indirect costs?
 - One of three more expensive sites
- Timing?
 - Relocate post office distribution



1261 Madison



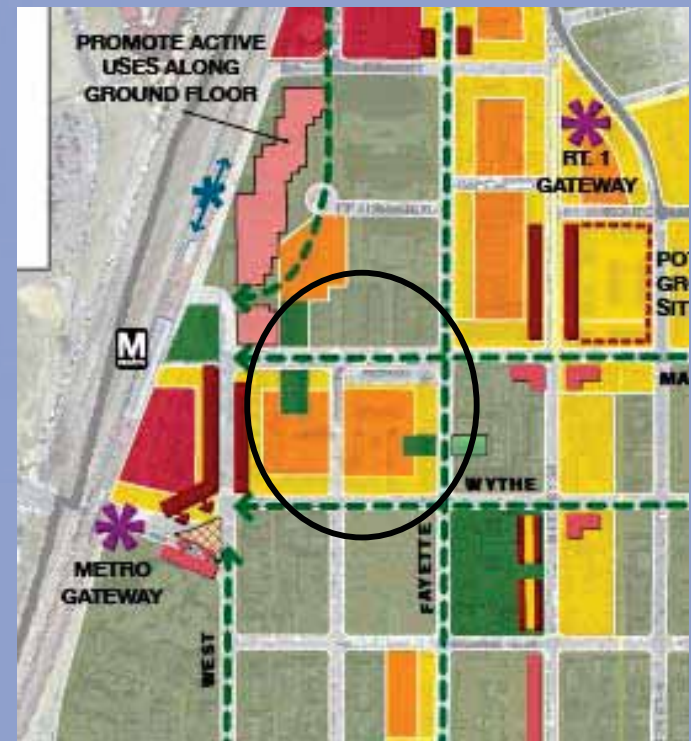
- Large enough?
 - Yes (xx acres)
- Inviting and accessible?
 - Least visible and central
- The right edge conditions?
 - Located behind housing
- What could make a difference?
 - Community-oriented uses in Braddock Place
- Relative direct and indirect costs?
 - Least expensive
- Timing?
 - Potentially earlier than other sites
- Benefit the larger community?
 - Enliven the area around Metro
- Other options?
 - Pocket park facing Madison?
 - Braddock Place?



Andrew Adkins



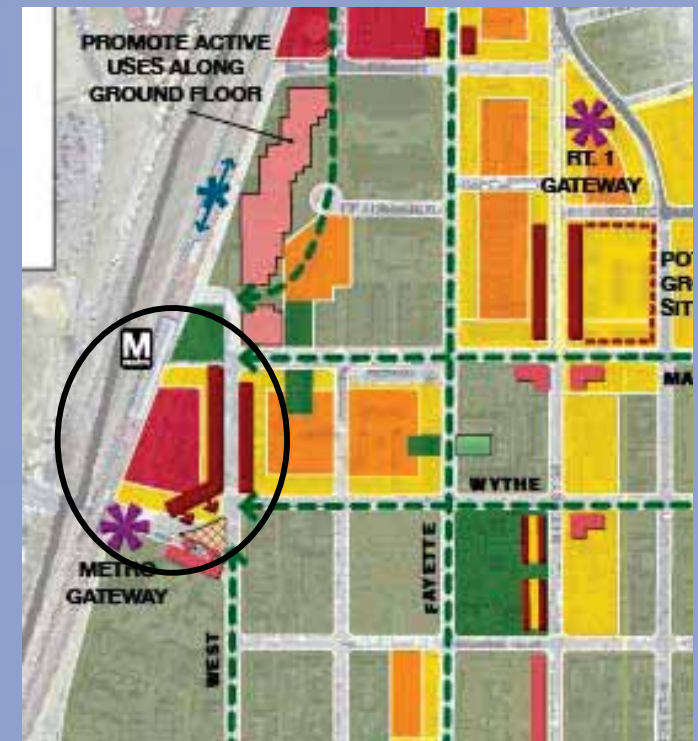
- Large enough?
 - Yes (xx acres)
- Inviting and accessible?
 - Highly visible, more central than other sites
- What could make a difference?
 - A café or other commercial use visible to and from the park
- Relative direct and indirect costs?
 - Valuable site, lost ability to help finance mixed-income housing
- Timing?
 - Possibly longest timeframe
- Benefit the larger community?



Metro site



- Large enough?
 - Yes (xx acres)
- Inviting and accessible?
 - Highly visible, but less central than other sites
- The right edge conditions?
 - Bus bays , embankment, transit hub poor neighbors
- What could make a difference?
 - Buffering from bus bays and new retail “square”
- Relative direct and indirect costs?
 - One of most valuable development opportunities, costly to redevelop
- Timing?
 - Reconfigure bus circulation, relocate parking
- Benefit the larger community?



Retail and community culture

- One or two neighborhood retail “squares”
- Places that celebrate the community’s unique and diverse culture



One or two neighborhood retail “squares”



Braddock Rd -West St. Neighborhood Center



Places that celebrate the community's unique and diverse culture





Shaping buildings that build community

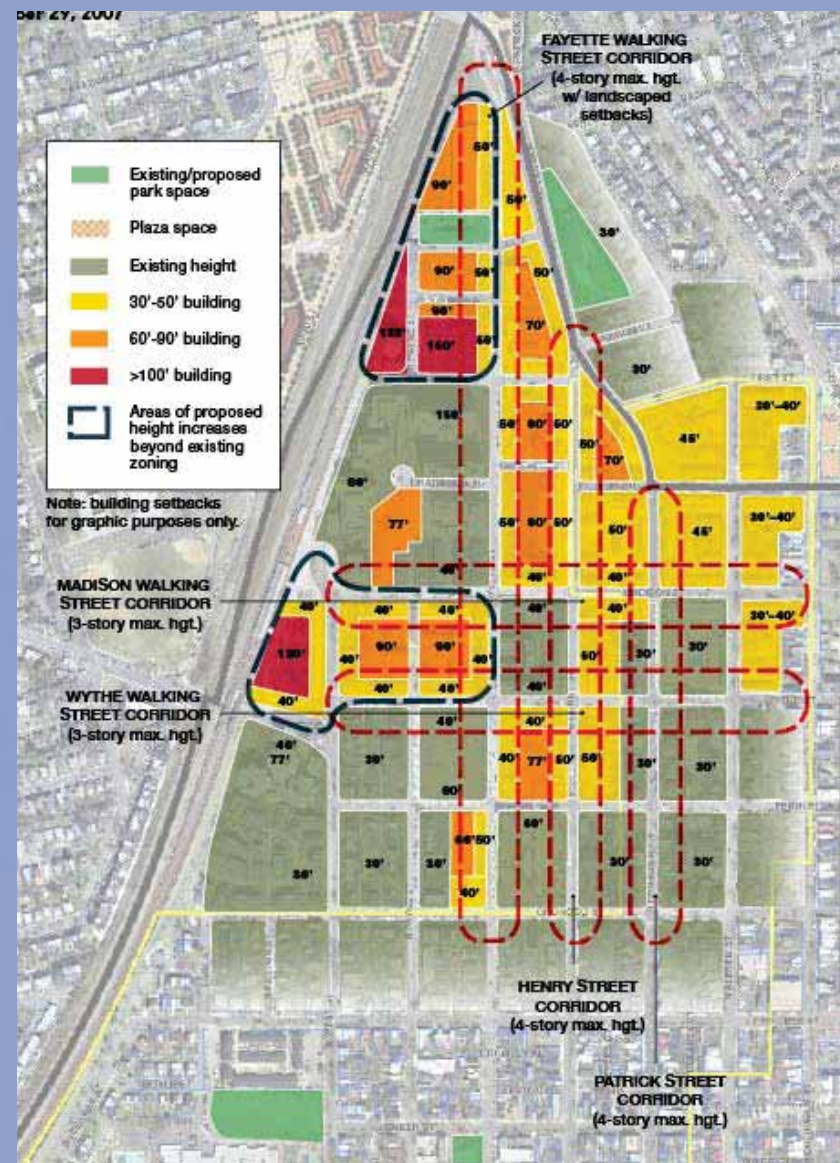
- The right height for its context
- Design qualities that enhance the community

The right height for its context

- Continuity across and along streets
- Appropriate character for each part of the neighborhood

Continuity across and along streets

- Relationship of building height to street width and character
- Suggested heights along streets

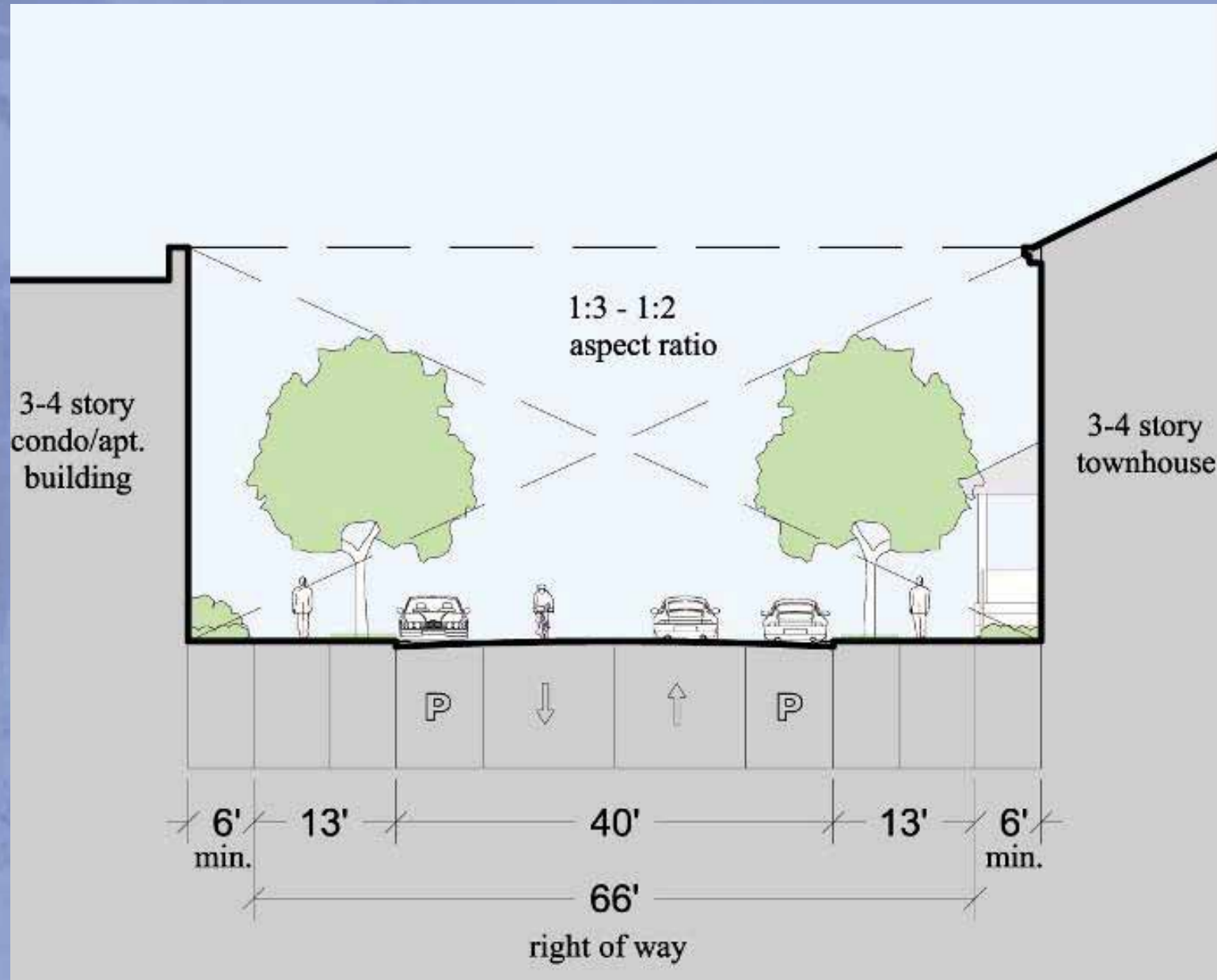


Relationship of building height to street character

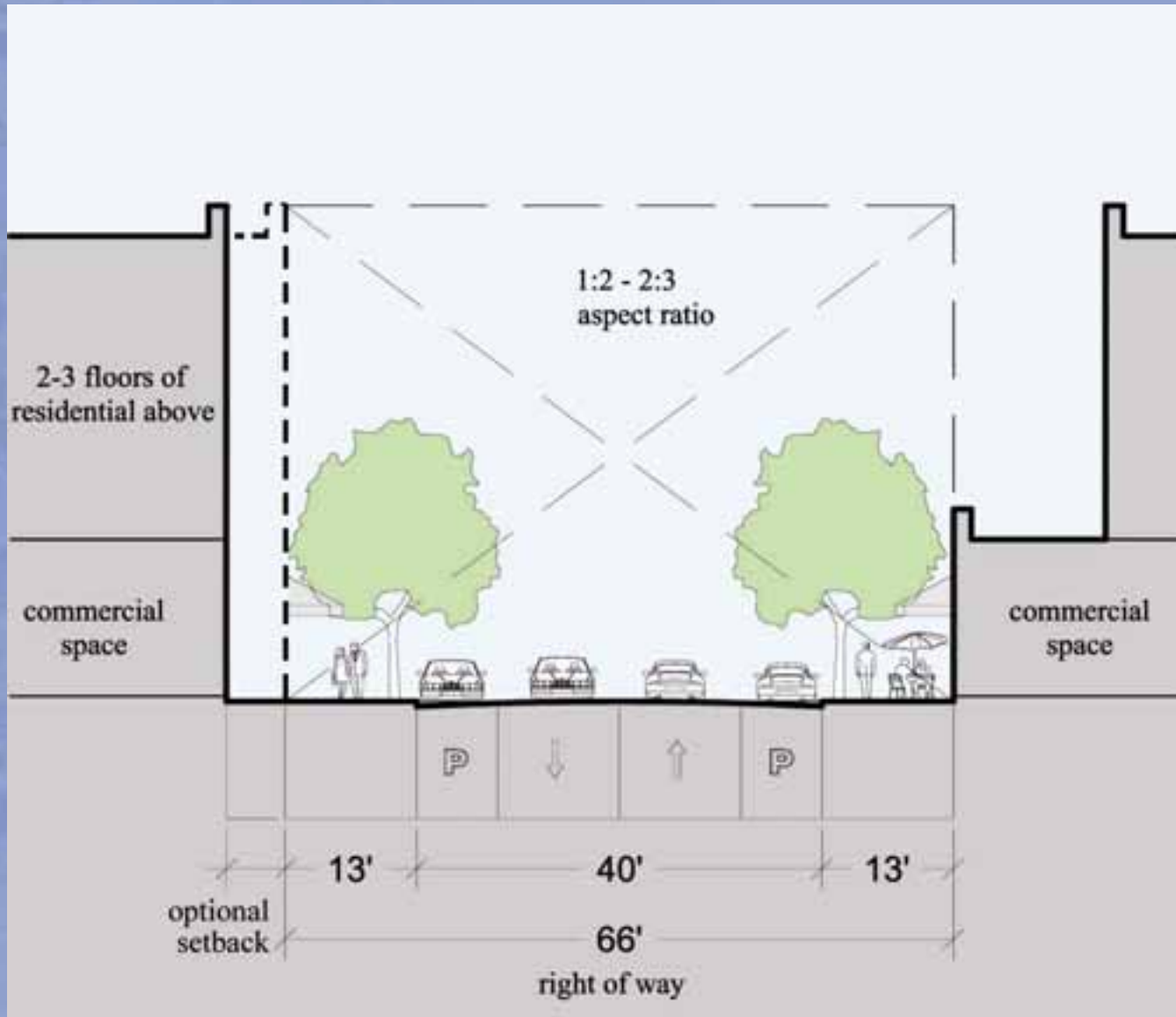


Defining and activating a vibrant public realm

Potential housing along Fayette or Madison Streets

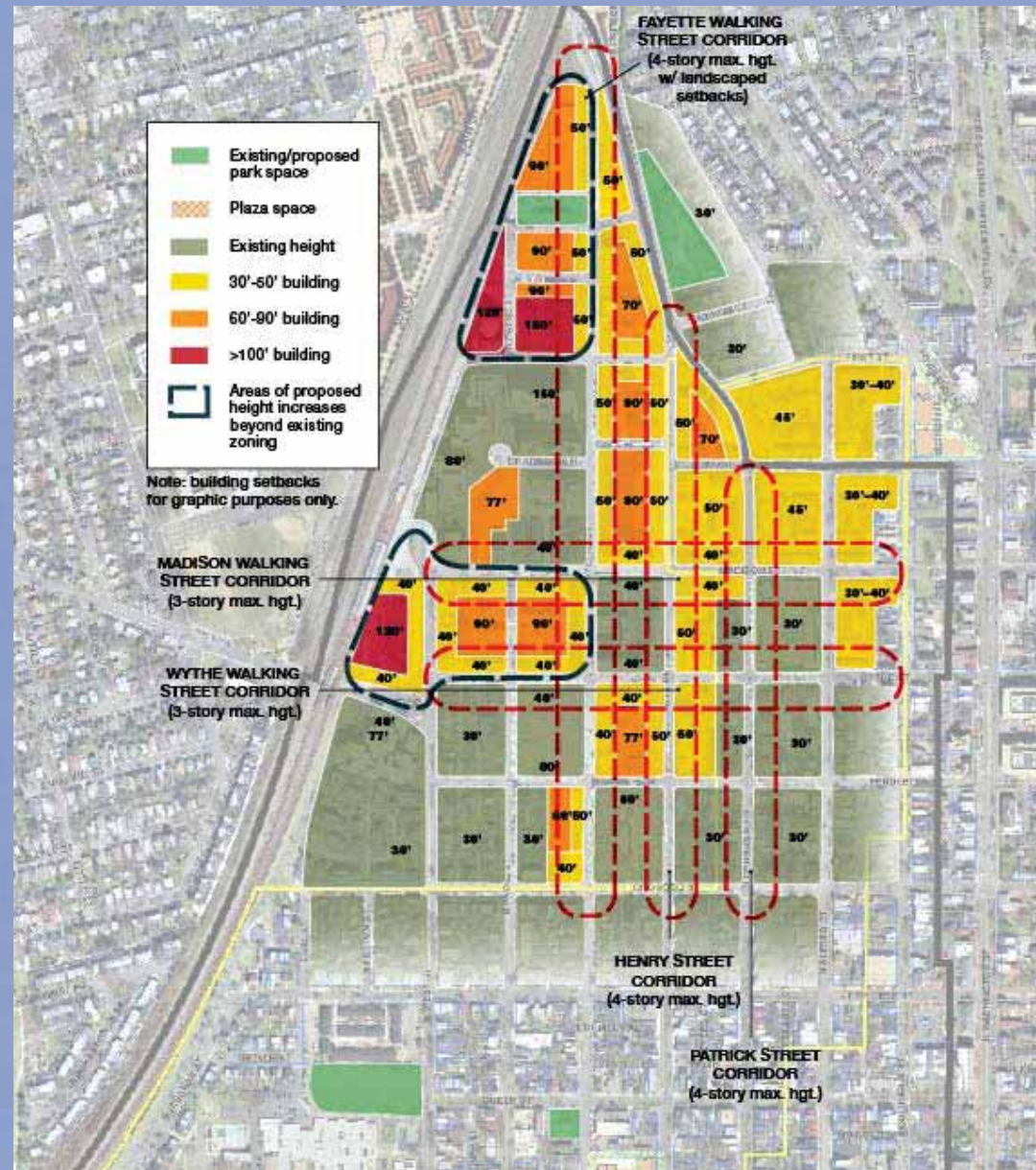


Retail “outdoor room” on West or Madison Streets



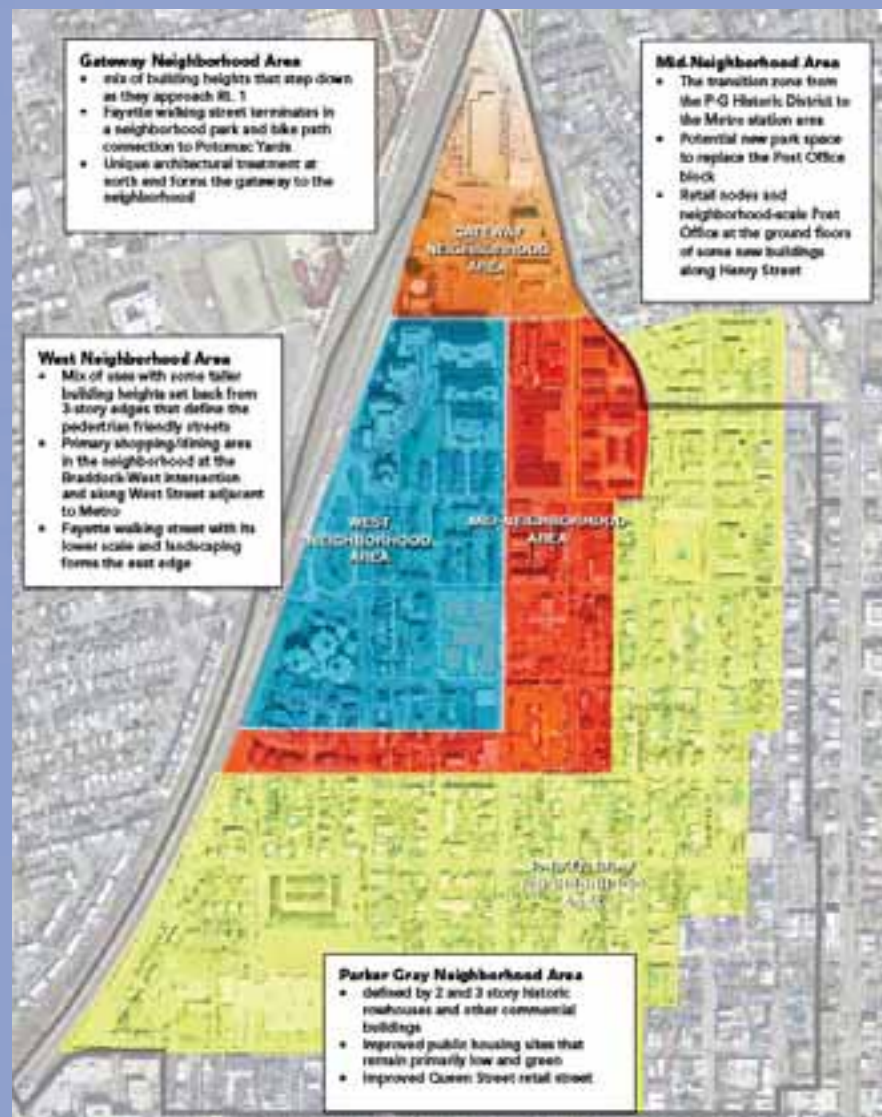
Suggested heights along streets

- Patrick and Henry Streets—primarily 2-3 story facing the street, higher elements set back (up to 50' east of Madison, 70-90' west of Madison)
- Fayette Street—primarily 2-3 story facing the street, higher elements set back (up to 70-90' west of Wythe)
- Madison and Wythe Streets—primarily 2-3 story facing the street, higher elements set back



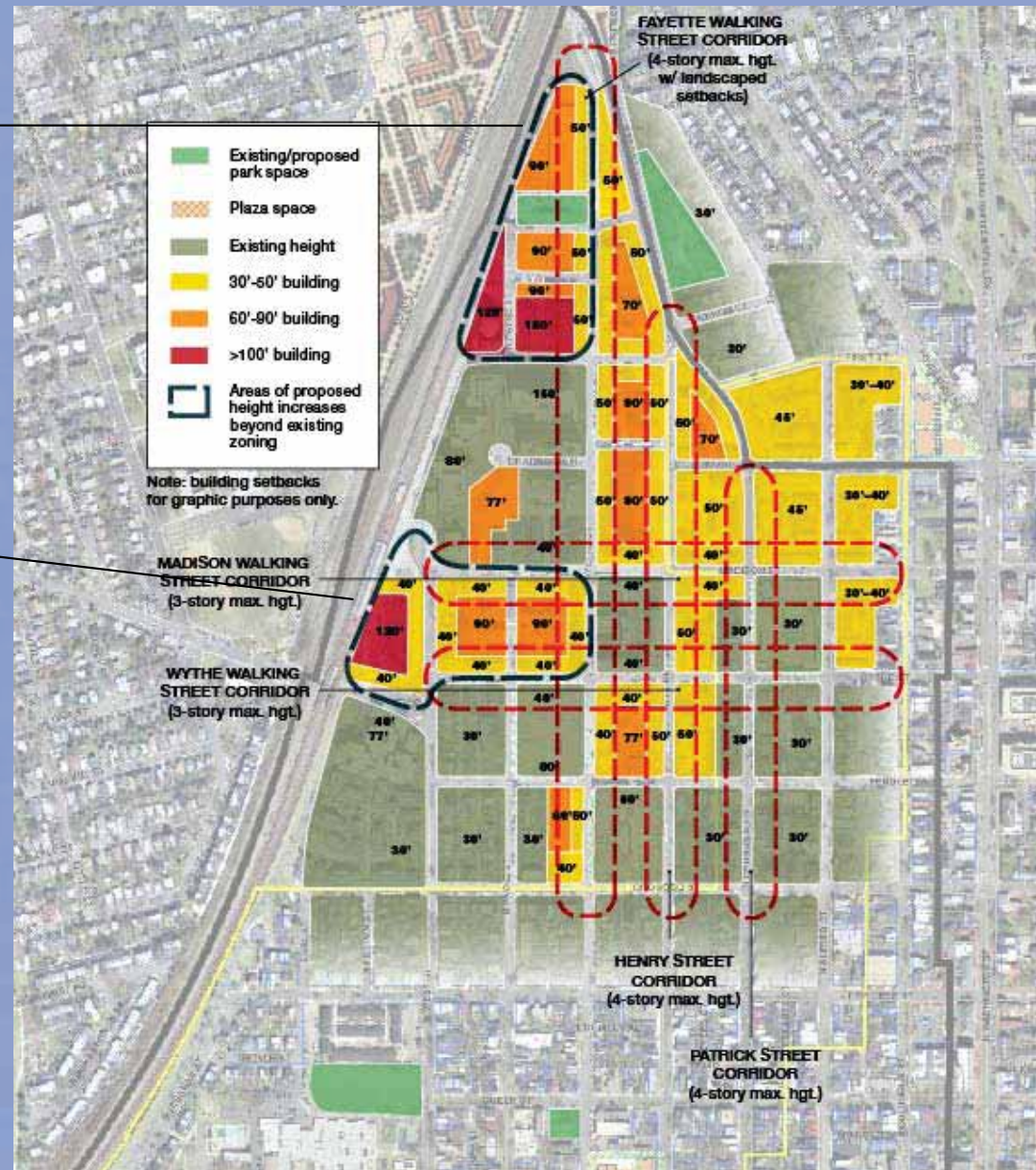
Appropriate heights for different areas

- Parker Gray Historic Area—match predominant adjacent heights, primarily 2-3 story
- Braddock East—primarily mix of 3 to 4 story
- Mid neighborhood—primarily 3 story along streets, higher elements (up to 70-90') set back
- Triangle—primarily 3 and 4 story along Fayette, higher elements set back and within the site (70-120')
- West neighborhood—primarily 3 story along streets, higher



Taking advantage of unique opportunities to create value

- Increase allowable heights adjacent to the Metro tracks (Metro and Jaguar sites)
- Increase allowable heights to support redevelopment of Adkins site



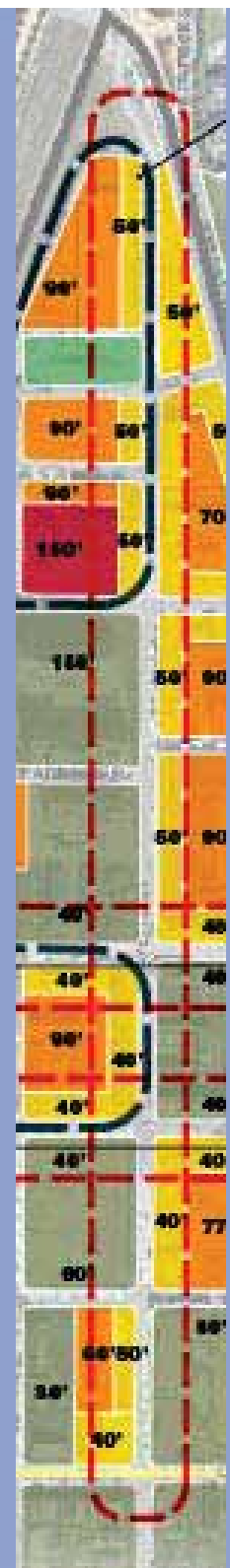


Fayette Street at 1st Street looking south TODAY



Fayette Street at 1st Street looking south with enhancements

Continuity across and along streets – FAYETTE ST.



Continuity across and along streets – Patrick and Henry Streets



Continuity across and along streets – MADISON and WYTHE ST.





Madison Street looking west TODAY

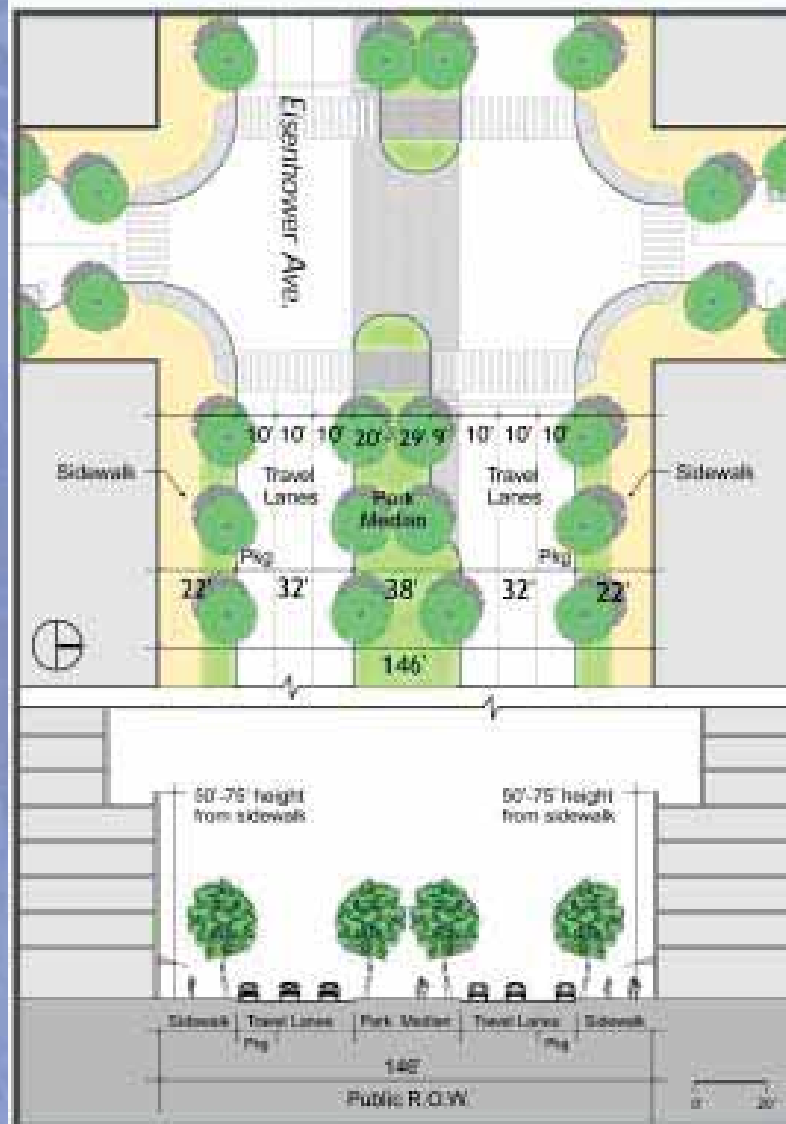


Madison Street looking west with enhancements

Design guidelines that enhance community

- Landscaped edges
- Materials and details that demonstrate respect for existing neighbors
- Buildings that engage streets
 - No blank walls or parking facing streets
 - Row houses lining the street for taller residential buildings
- Sidewalks designed to invite walkability
 - Tree-lined





11. STREET SECTIONS: EISENHOWER AVENUE

EAST (FROM MILL ROAD TO HOLLAND LANE)

- **Public Right-of-Way** - 140'-146'
- **Roadways**
 - Four 10' Travel Lanes (two-way)
 - Two 10' Parking Lanes, exclusive of gutter pan, devoted to short-term parallel parking except during designated peak traffic hours
- **Median** - 38 feet park median, reducing to
 - 20 feet at intersection of Eisenhower and Mill Road
 - 29 feet at other location of left turn lanes
- **Pedestrian Zone** - 22' to include a bike path incorporated into the sidewalk. The location and width to be determined.
- **Crosswalks** - 8'-10' brick Crosswalks with concrete edge band
- **Bulb-outs** - None in Eisenhower R.O.W., but located in east/west direction at intersecting streets



NO
PARKING
BETWEEN
SIGNS
→



M

Braddock Road Station

Next steps

- Working sessions