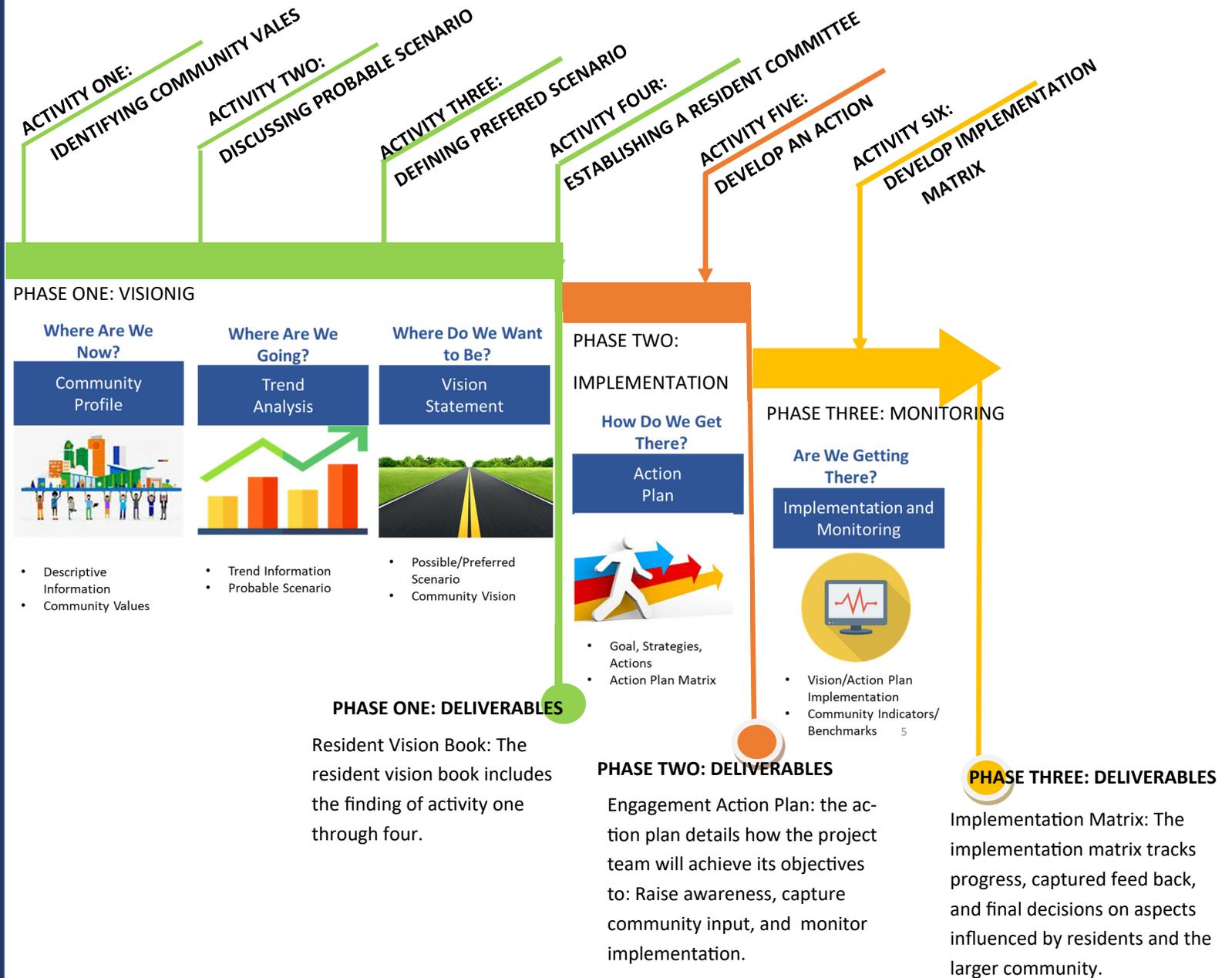




# SAMUEL MADDEN

## Resident Vision Book

# ENGAGEMENT MODEL OVERVIEW



# ENGAGEMENT STATUS

Where Are We Now?

Community Profile



- Descriptive Information
- Community Values

Where Are We Going?

Trend Analysis



- Trend Information
- Probable Scenario

Where Do We Want to Be?

Vision Statement



- Possible/Preferred Scenario
- Community Vision

How Do We Get There?

Action Plan



- Goal, Strategies, Actions
- Action Plan Matrix

Are We Getting There?

Implementation and Monitoring



- Vision/Action Plan Implementation
- Community Indicators/Benchmarks

## ACTIVITY 1:

Identifying Community Values

## ACTIVITY 2:

Discussing Probable Scenarios

## ACTIVITY 3:

Establishing Preferred Scenarios

## ACTIVITY 4:

Creating a Vision Statement

## ACTIVITY 5:

Establishing a Resident Committee

## ACTIVITY 6:

Developing an Action Plan

04/08/2022

# WHERE ARE WE NOW?

## COMMUNITY PROFILE



Developing a community profile is the first step in the visioning process. The community profile is a summary of baseline conditions of the property and its occupants. It establishes the context for assessing potential impacts and project decision-making. Developing a community profile involves identifying community values, issues, and assessing social, economic, and cultural trends that have bearing on the project.



CONTENT
• RESIDENT DATA
• DESCRIPTION INFORMATION
• COMMUNITY VALUES

## Where Are We Now?

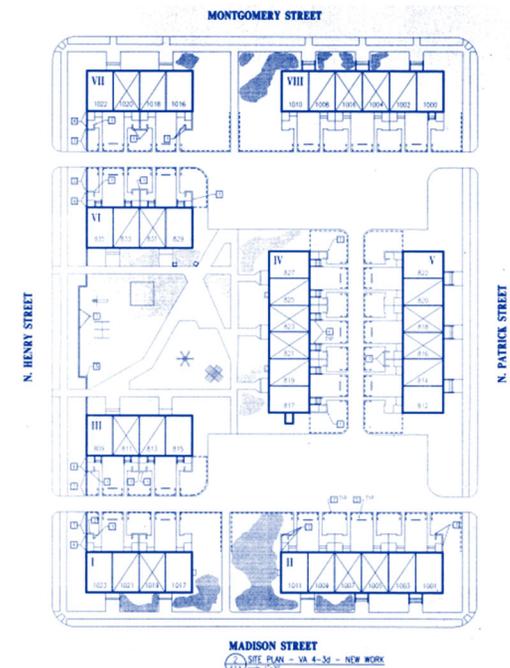
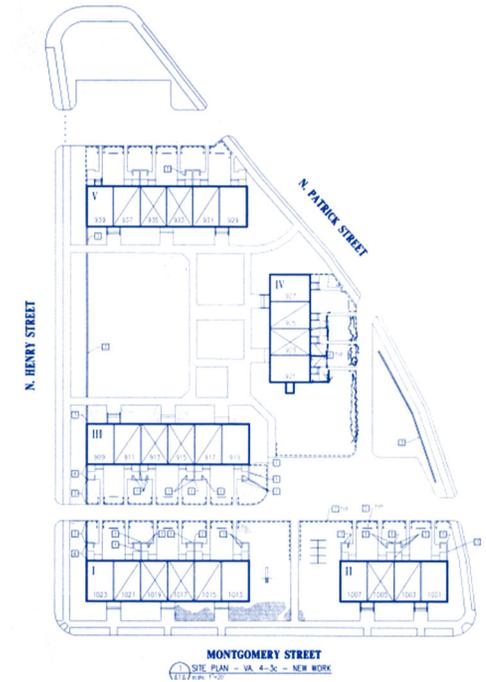
### Community Profile



- Descriptive Information
- Community Values

# DESCRIPTIVE INFORMATION

Samuel Madden (Uptown). The Samuel Madden site, built in **1945**, consists of 66 housing units located on two blocks along North Henry Street and N. Patrick St between Madison and First Streets. This **3.44 acre** site lies at the point where Route 1 divides into two one-way streets, making it an important **gateway location**. The development includes 46 two-bedroom units and 20 three-bedroom units. The site is within the **Parker-Gray Historic District**.



**Where Are We Now?**

**Community Profile**



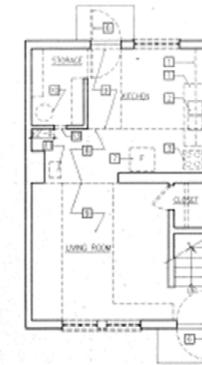
- Descriptive Information
- Community Values

**EXISTING SITE:**  
**AREA MAP, SITE PLAN, AND ELEVATION**  
**DESCRIPTIVE INFORMATION**



**Site Features :**

- Garden-style apartments
- Central courtyards
- Walk-up units,
- Playground
- On-site parking



TWO BEDROOM UNIT - TYPE A  
 FIRST FLOOR PLAN - DEMOLITION  
 Scale: 1/4" = 1'-0"



TWO BEDROOM UNIT - TYPE A  
 SECOND FLOOR PLAN - DEMOLITION  
 Scale: 1/4" = 1'-0"

**Household Size Chart**

1 Bedroom unit	15
2 Bedroom unit	21
3 bedroom unit	12
4 bedroom unit	10
5 bedroom unit	4
6 bedroom unit	1



Where Are We Now?

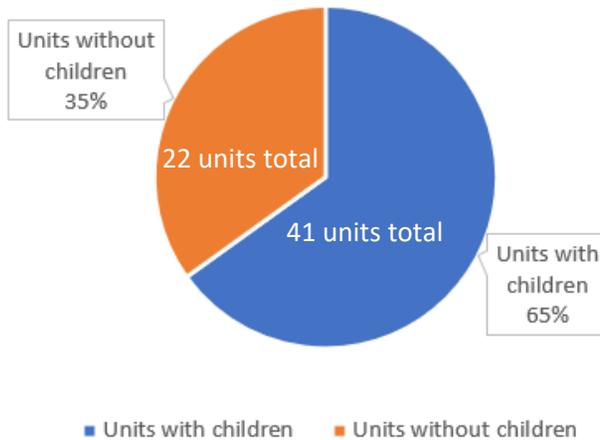
Community Profile



- Descriptive Information
- Community Values

# RESIDENT DATA

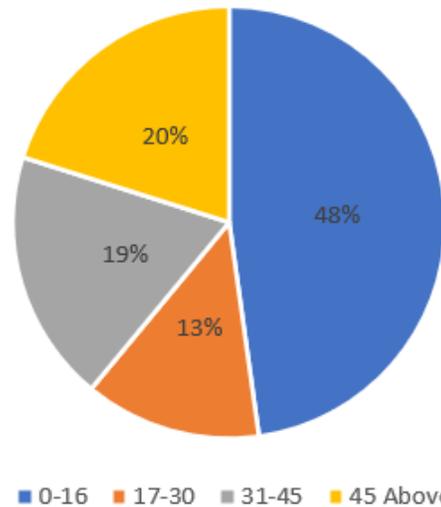
Madden Family Chart



**65%** OF UNITS HOUSE MINORS

Resident Age Groups	
Ages	# of Residents
0-16	76
17-30	21
31-45	30
45 Above	32
<b>total</b>	<b>159</b>

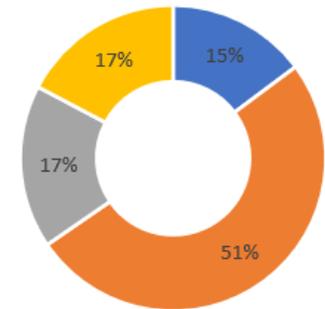
Resident Age Groups



**48%** OF RESIDENTS ARE UNDER 16 YEARS OLD

Children/Teen Age Groups (0-18)

■ 0 to 3 ■ 4 to 11 ■ 12 to 14 ■ 15 to 18



**51%** OF MINORS ARE 4-11 YEARS OLD

## Where Are We Now?

### Community Profile



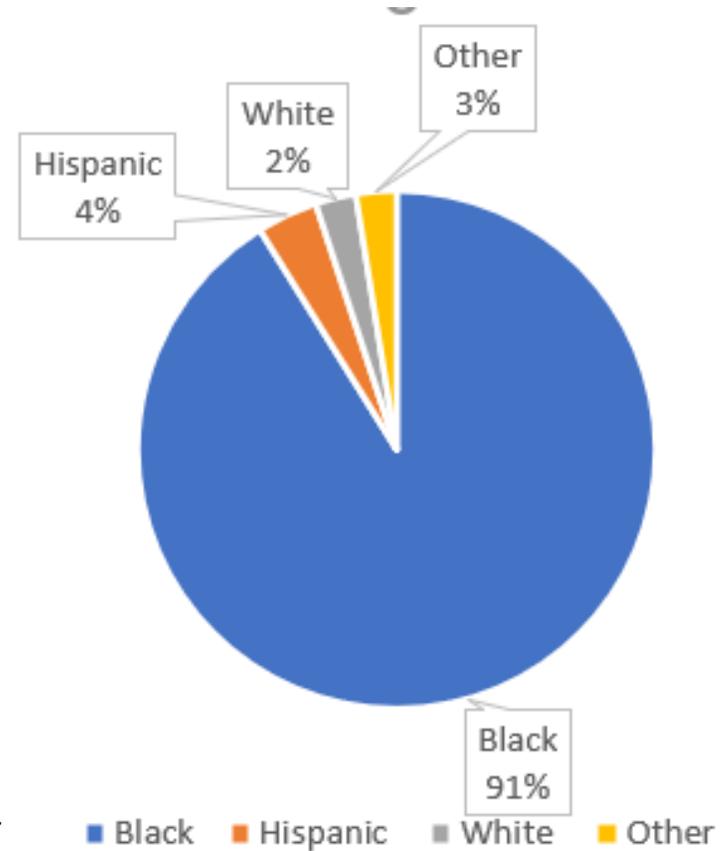
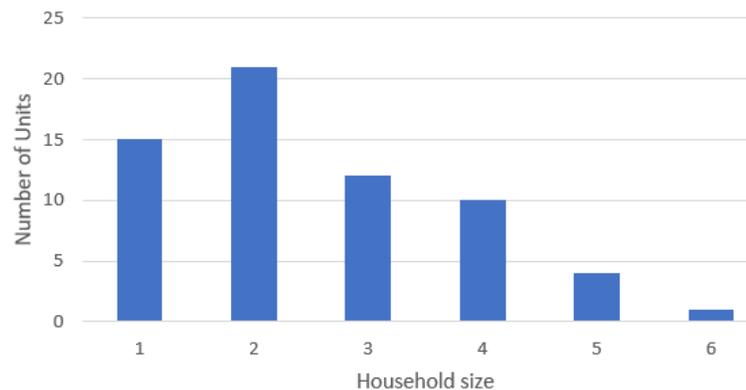
- Descriptive Information
- Community Values

# RESIDENT DATA

**33%** of total units are two bedroom units

**23%** of total units are one bedroom units

**19%** of total units are three bedroom units



**91%** OF RESIDENTS ARE BLACK/AFRICAN AMERICAN

Where Are We  
Now?

Community  
Profile



- Descriptive Information
- Community Values

## Activity 1: IDENTIFYING COMMUNITY VALUES

# COMMUNITY VALUES

### FAIRNESS

Impartial and just treatment or behavior without favoritism or discrimination

### SAFETY

The condition of being protected from or unlikely to cause danger, risk, or injury

### LEARNING

The acquisition of knowledge or skills through experience, study, or being taught

## Resident Feedback

Residents would like to feel appreciated and equal to new members of their community.

Would like to see no differences between affordable and market rate units.

Safety is of the utmost importance given the large amount of minors living on the property.

Residents want to understand the security features the new building will have. Also want to make sure that the new development is pedestrian friendly.

80% of residents are under the age of 45. Residents desire a building that has program spaces to support them along their self-development journey.

# WHERE ARE WE GOING

## TREND ANALYSIS



Effective community engagement must have an educational aspect to ensure participants are given the knowledge to contribute to meaningful conversation and make educated decisions. Individuals in any community can have a range of occupations and may not be knowledgeable of development trends. Providing a trend analysis will establish a general understanding of factors that influence the built environment. By providing information on governing plans/goals, and newly developed relevant project participants can gauge how development trends may influence their probable scenario. Dissect and re-view current development trends including any small area plan or city vision for surrounding areas.



CONTENT
• IMPACT FACTOR
• CASE STUDIES
• CASE STUDY RESULTS

Where Are We Going?

Trend Analysis



- Trend Information
- Probable Scenario

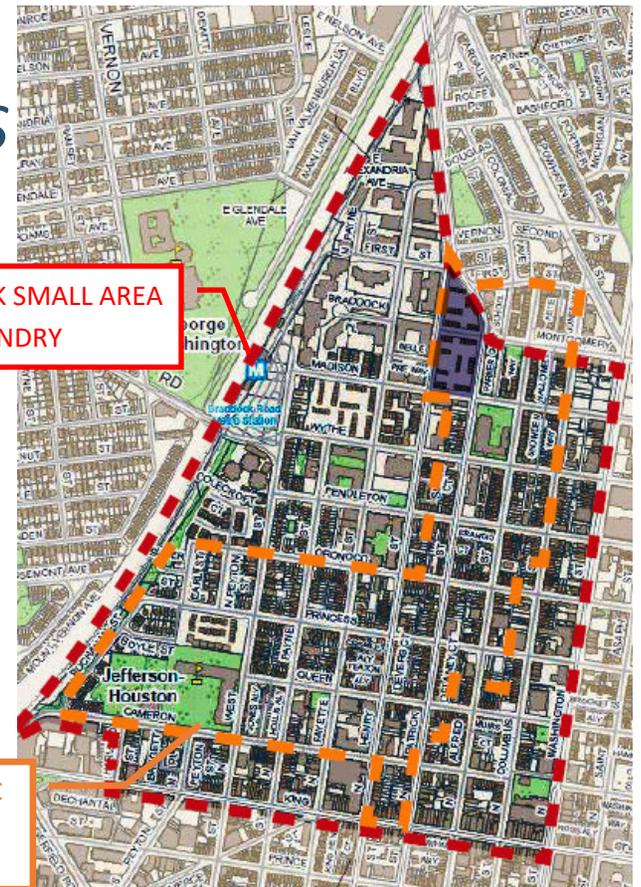
## ACTIVITY 2 PREPARATION: IDENTIFYING IMPACT FACTORS

# IMPACT FACTORS

## BRADDOCK SMALL AREA PLAN

All new development in the plan area is required to:

- Provide appropriate transitions in scale and massing.
- Include architectural variety reflecting neighborhood tradition.
- Create green edges along streets.
- Contribute to walkable streets.
- Provide underground parking.



BRADDOCK SMALL AREA  
PLAN BOUNDARY

PARKER-GRAY HISTORIC  
DISTRICT BOUNDARY

DENSITY INCREASE

ATTENTION TO SCALE

ENRICHED RESIDENT  
AMENITIES

INCREASE TO BUILDING  
HEIGHT

Where Are We Going?

Trend Analysis



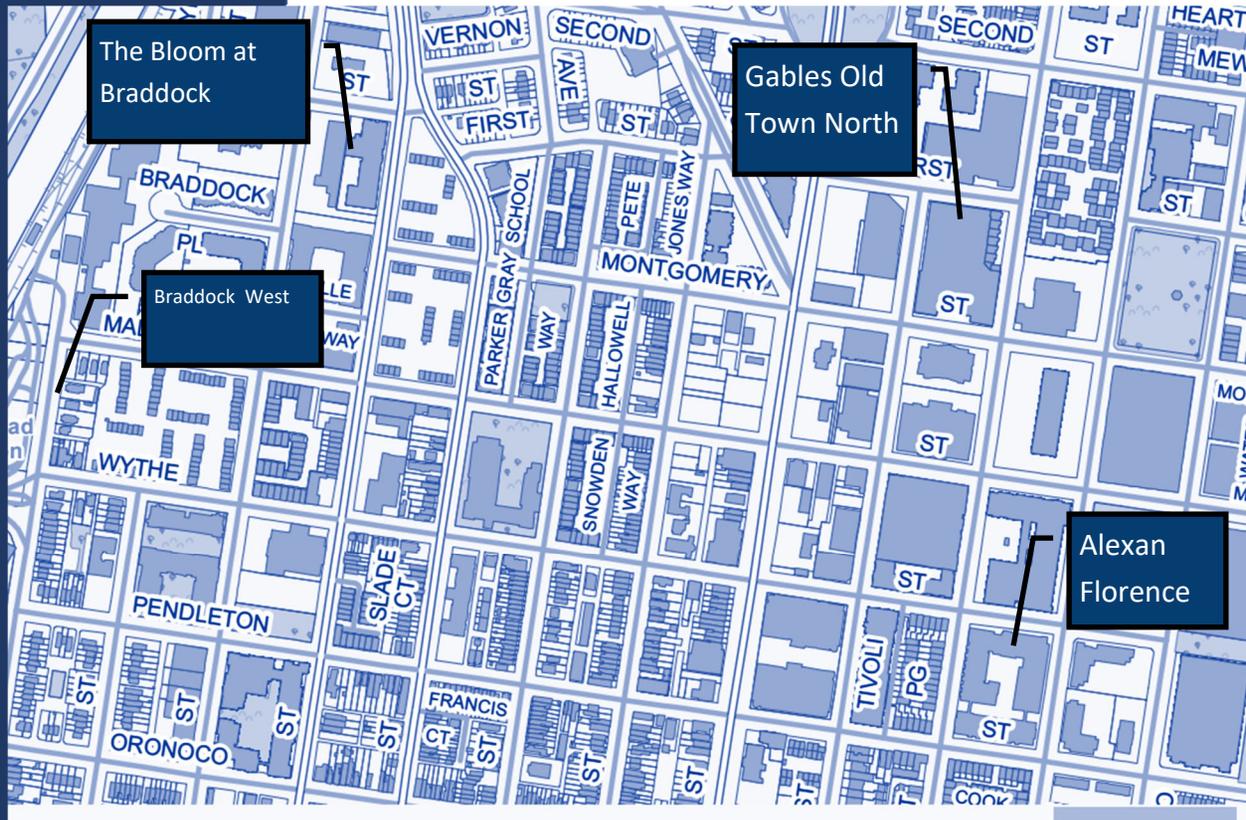
- Trend Information
- Probable Scenario

## ACTIVITY 2:

### DISCUSSING PROBABLE SCENARIOS

# CASE STUDIES REVIEW

## Selected projects



ARHA selected 4 projects that exemplify current trends relevant to the area. These projects are case studies for residents to view and discuss their likes and dislikes. They will also serve as examples of how trends impact development projects. ARHA PM composed boards for each project displaying the building's interior, exterior, amenities and general information (height, unit composition, SF). Each resident provided feedback on images they likes, and dislikes. Residents voted on the case study they felt aligned with their vision of building interior, exterior and amenities.

Where Are We Going?

Trend Analysis



- Trend Information
- Probable Scenario

## ACTIVITY 2:

# DISCUSSING PROBABLE SCENARIOS CASE STUDIES RESULTS

### 1. THE BLOOM



900 North Henry street Alexandria VA 22314

### 2. ALEXAN FLORENCE



400 Wythe street, Alexandria VA 22314

### 3. GABLES RESIDENTIAL



525 Montgomery St, Alexandria VA 22314

### 4. BRADDOCK WEST



N. West Street , Alexandria VA 22314

Best building interior  
Best building amenities

Best building exterior

# WHERE DO WE WANT TO BE?

## VISION STATEMENT



The resident vision statement articulated where the residents want to be. Remember, a statement is not limited to written form. The resident statement can consist of other written and visual elements. The statement must encompass their values and preferred scenario.

### Resident Vision Statement

We envision a community that values fairness, safety, and learning. We desire a community without favoritism or discrimination; safety for children and families is one of our top priorities. As residents, our needs include programmatic space to enable continued learning and growth for all ages.



CONTENT
• VISION STATEMENT
• PREFERRED SCENARIO
• MOOD BOARD

# PREFERRED SCENARIO

## 1. EXTERIOR STYLES

Precedent : BRADDOCK WEST



- ◆ Changes in material that accentuate the surrounding buildings.
- ◆ Changes in the rhythm of the windows and balcony to make the exterior more aesthetically pleasing
- ◆ Madden envelope design should make a statement in a unique way.
- ◆ Utilize roof area for additional outdoor space

## 2. INTERIOR FINISHES

Precedent : GABEL RESIDENTIAL



- ◆ Open concept: kitchen open to living room area
- ◆ Ample kitchen storage and surface area
- ◆ Stone countertops preferred
- ◆ Kitchen islands
- ◆ Maximize natural light (floor to ceiling windows)
- ◆ Durable finishes

## 3. BUILDING AMENITIES

Precedent : GABEL RESIDENTIAL



- ◆ Child care services; programmatic space for after school programs and child development services
- ◆ Access to fresh food, via grocery store etc
- ◆ Learning and or business space: to be utilized by residents lacking access to technology and for aspiring entrepreneurs
- ◆ Swimming pool
- ◆ Community Lounge: a space the residents can gather, host resident meetings, etc
- ◆ Theatre/Entertainment center
- ◆ Parking
- ◆ Multiple outdoor spaces for children and adult activities (Outdoor game area)

Where Do We Want to Be?

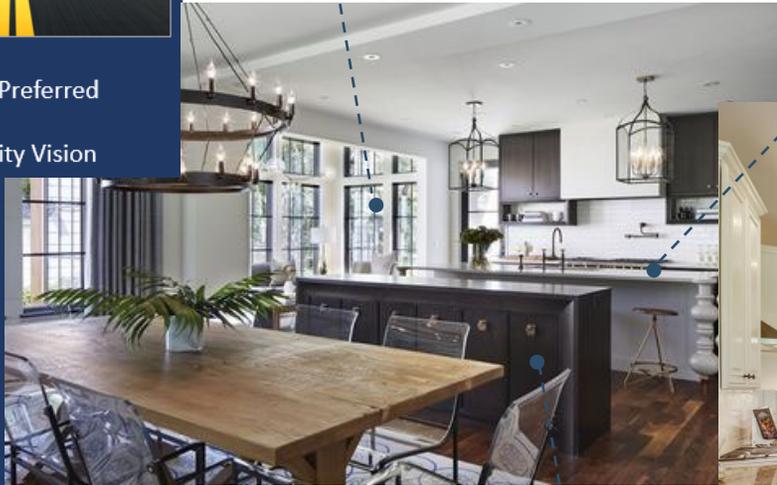
Vision Statement



- Possible/Preferred Scenario
- Community Vision

# MOOD BOARD

Natural light: floor to ceiling windows



Stone countertop



High ceilings

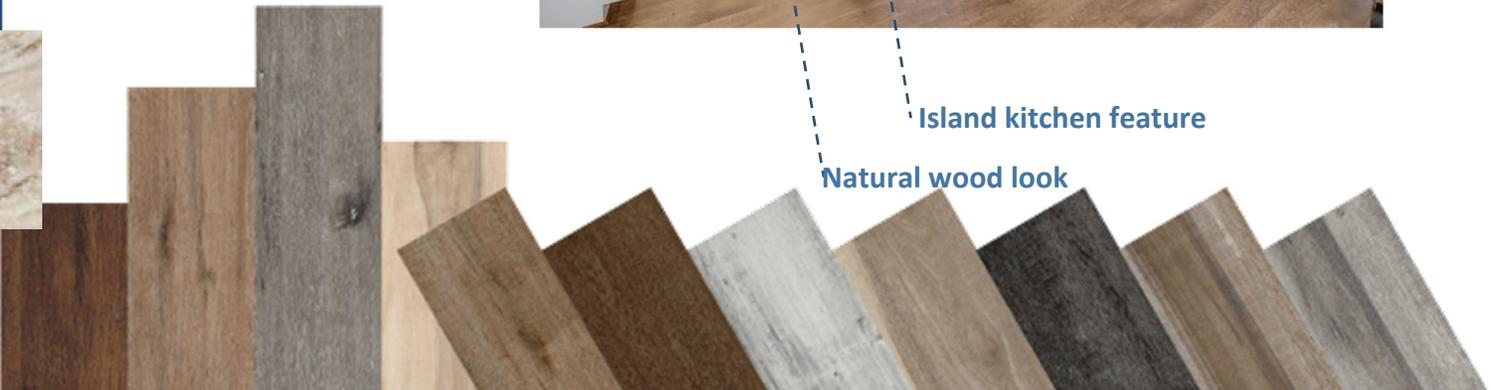


Additional storage



Island kitchen feature

Natural wood look



# HOW DO WE GET THERE?

## ACTION PLAN



Developing an action plan means turning ideas raised during strategic planning or evaluation into reality. It means identifying the steps that need to be taken to achieve the goal.

Developing an action plan will require a joint effort between all parties, residents, ARHA, designer, and the larger community. The goal is to all work together to create to details and strategize “How do we get there”

### CONTENT

- RESIDENT COMMITTEE
- ACTION PLAN
- ENGAGEMENT SCHEDULE

How Do We Get There?

Action Plan



- Goal, Strategies, Actions
- Action Plan Matrix

# Activity 5: RESIDENT COMMITTEE

## COMMITTEE PROFILE

Jerusalem Brown

Cerrina Robinson

Kevin Harris

Tonye Huston-Sims

Jamesha Williams



## How Do We Get There?

### Action Plan



- Goal, Strategies, Actions
- Action Plan Matrix

# ARHA NEWSLETTER: COMMITTEE PERSPECTIVES

I think it's good that ARHA wants to get more than just one person's opinion and we can work together to come up with something that works for everybody.

-Jerusalem Brown

I like the idea of new buildings because these are so old, and it's good to upgrade, but at the same time you have memories in these houses, and that's always sad to see those memories go away.

- Cerinna Robinson

The property is an eyesore right now and it needs to be gone. I'm looking forward to having a modern building.

-Tonye Sims

