

Duke Street Land Use Plan

Community Meeting #2 – Draft Principles

Community Feedback Summary

Thursday, September 25, 2025 at Bishop Ireton High School

Translation provided: Spanish and Amharic

Facilitation Overview

Following the presentation of Draft Guiding Principles, community members participated in table discussions facilitated by City staff and provided feedback. Feedback gathered in-person and from the online community feedback opportunity will be incorporated to further refine the Draft Guiding Principles. Six (6) tables participated in in-person facilitation engagement, with 6 – 8 participants at each table, not including staff members. Participants responded to two primary questions: *How well do these principles reflect your priorities for this topic?* and, *What would you change about these principles?* In addition, each table included a “Bike Rack” of general community feedback not directly related to the Draft Guiding Principles.

High Level Summary

Overall, participants supported the draft principles, emphasizing that they reflect the diversity of interests along the corridor as it relates to uses, housing types and affordability, transportation alternatives, a variety of park types and amenities, and a flourishing of neighborhood-serving businesses and retail. Some of the recommendations that came out of the table conversations include:

- Using concrete definitions and simple-to-understand words/terms (e.g. what do we mean by “getting around”?)
- Providing transit-supported density where needed and creating unique neighborhood nodes/centers
- Including transportation improvements and connections that enhance quality of life (e.g. better safety measures that provide measurable improvements)
- Enabling additional “third spaces” that allow for activities beyond live/work/play (e.g. spaces for young teens or students to spend time in) and creating a sense of community along the corridor
- Creating mixed-use developments that are both self-sustainable and provide a range of housing and uses
- Increasing a sense of attractiveness and comfort in transportation, housing, parks, and amenity improvements
- Being intentional about economic development planning that benefits residents, businesses, and visitors alike
- Using land uses to promote growth in a balanced way

Feedback by Table

Table 1

(Facilitators: Hala H.H. [PEA], Amanda D. [P&Z])

Housing

- Preserving existing affordable housing needs to be balanced with sustainability / energy efficiency / accessibility / safety
- Increasing diversity and supply of housing needs to be measured carefully re: diversity and enrollment in schools
- Diversity of housing types beyond single family, townhomes, and apartments (e.g. co-living, cooperatives, multi-generational options)
- Density doesn't always have to mean skyscrapers (more duplexes, mid-rise buildings, etc.)
- People need different kinds of housing at different stages in their lives
- Housing should be provided along with community (e.g. mixed use, shops, parks make a place home)
- Housing density should be concentrated around transit stations + stops
- Add "Significantly" in front of "increase" and "expand"

Mobility + Safety

- Biking requires cut throughs – bike + bus connections should be highly prioritized
- Include "classes" to read "people of all ages, classes, and abilities"
- "Transit choices" versus "transit necessities" (for example, some people can't drive, walk, etc.)
- Develop mobility + safety ideas more concretely with explanations beyond "well-connected"
- We want a balance – balance should mean equitable, not simply checking a box
 - Actively prioritize walking/biking over driving
- More concretely explain "getting around" (e.g. daytime – getting to school, to work, to shops, etc.)

Land Use + Design

- Combine small business incentives with good design to make people want to gather and spend money to support these businesses
- Add "bikeable" to any "walkable" statements found under this principle

- We need schools + recreation centers
- We need “third” spaces
- More public art + making space for small creative businesses
- Revisit the zoning code to ensure that it supports these principles, especially where it relates to small businesses + housing
- Make Principle #2 more concrete
 - (“Ensure that new development is well-designed and enhances the corridor.”)
- Smaller parcels and smaller buildings result in an urban fabric humans actually enjoy, allow for/prioritize infill and piecemeal development over large developments (like Landmark Mall)
- Public spaces – think about year-round needs (e.g. outdoor pools in summer, winter ice skating, third places, teen centers, community center)

Bike Rack

- The intersection of Housing, Transit/Mobility, and Sustainability
- DASH Route 30 could be more convenient for riders not going to Old Town
- Separated bike lane up Duke Street
- Connected bike network east-west, transit + pedestrian + bike + street grid networks for smooth traffic flow
- For Sustainability, piping heating/cooling throughout City
- Small businesses add character and livability to a neighborhood, especially good when money/revenue status in the neighborhood
- For Sustainability, micro-grids + self-sustaining developments
- Duke Street Boundary for Plan area: what is it?

Table 2

(Facilitators: Kim S. [PEA], Kevin K. [P&Z])

Sustainability

- Recycling Plastic Bags & Medicine Bottles (Drop Off) as part of Sustainable City Services
- Reduced Surface Parking Lots
- Community Solar/Battery Storage
- Composting Opportunities
- Trees that bear fruit/community gardens

Housing

- Family Needs v. Young Adult Needs
- More options for all
- Ensuring Housing Quality (Health/Safety)
- Housing that can withstand extreme weather
- Underlying soils/geology
- More mixed use, walkable sidewalks in new development
- Diversity of housing choice

Mobility + Safety

- Trucks on Wheeler Avenue/trucks serving commercial areas – keep out of neighborhoods
- Farmer's Markets
- Red light cameras
- Traffic light timing – emerging technology
- Intersections emphasis
- Photo enforcement
- Traffic noise mitigation
- Continuous bike lanes
- W. Taylor Run accidents
- Ineffective yield on I-395 exchange
- Speeding on Telegraph Road
- No one sees HAWK signals

Bike Rack

- Coordination w/utilities (service delivery)
- Broadband as a utility



Table 4

(Facilitators: Gabe A. [PEA], Christian B. [P&Z])

Land Use + Design

How well do they reflect your priorities?

- Importance of mixed use land use; great to know it's being thought about
- Mixed use buildings for daily needs
- Captures a lot of what I'd like to see
- Meeting people's needs without enclosing residents in high rises

- How to keep the “culture” of small city with big buildings/metro areas
- Quality of life for residents = financial interests / revenue
- Balance between uses
- Density enhances the corridor / well designed

What would you change?

- Change the word “get around”
 - What about “to and through?”
- Accommodating people with access to do what they need to do around Duke Street

Mobility + Safety

How do these principles reflect your priorities?

- Variety of options considered for streets and mobility, not just buses, cars, and transit
- Improving Access to Duke Street from other areas
- Where is it important to get people to different places and for what?
 - Not everybody wants to go along Duke Street for the same reasons.
- Creating a well connected system of streets
 - Create a sense of community language that is welcoming for mobility (PSA)
- Sense of belonging through design / building
- It seems like right now there is an intentionality to reduce access

Bike Rack

- Core value / balance
- Conversation about incorporating current/emerging technology

Table 5

(Facilitators: Carrie B. and Andra S. [P&Z])

Land Use + Design

- Include “connection to” alongside access to
 - Connecting islands of activity
- “Balanced / various” mix of uses
- Walkable access to a variety [of uses]
- Well designed, “activates” and enhances...

Parks + Open Space

- Good maintenance

- Signage + educational components
- Variety of types and sizes
- Well-integrated with neighborhood

Mobility + Safety

- More “comfortable, easier” options

Bike Rack

Table 6

(Facilitators: Jose D. and Jared A. [P&Z], Chris D. [Housing])

Mobility + Safety

- Safety through environmental design
 - Lighting, mixed uses, open businesses)
- Personally secure “eyes on the street”
 - Safety issue at E Jordan Street bus stop at night
- ID spots for Bikeshare stations to meet “last mile”
- Comfortable (e.g. shade, trees, wide sidewalks)
- What does emerging tech mean?
- Travel choices: rolling (accessibility)
 - Scooters / micromobility
- How far will people actually walk to destinations? (expectations v. distance)
- Coordinate housing and land use around BRT stops
- Fill in / fix “white knuckle” gaps when biking
 - Complete network for biking

Land Use + Design

- What “economic opportunity” are we looking for? (e.g. jobs, new businesses, spaces to lease)
- Locations for less favored uses that are still important to live near (e.g. auto shop/repair)
- Retain important uses (grocery store, variety of spaces / sizes / designs)
 - E.g. – pest control, locksmith, laundromat, martial arts)
 - Older buildings as examples of variety (preservation)
- Attract missing uses
- Transition commercial uses (especially industrial) to residential

- Opportunity for large format retail / “big box” without losing urban fabric / design
- Placemaking / node, feels like a “corridor” vs. a place
 - Even pop-up places to be in parking lots
 - Creating destinations (local focus)
- What is the right scale for new development? What heights are realistic?
- Support for higher density that steps down to lower scale neighborhoods
- Variety of densities along corridor
 - Higher at transit / BRT stations

Bike Rack

- How is the 15-min (¼ mil) walk calculated?
- Is the City doing a parks/open space assessment (sf/person) as part of Duke Street Land Use Plan?
- Duke Street/N Jordan Street bus stop by the 7/11 as an anti-social hot spot

Table 7

(Facilitators: Mike D. [P&Z], Tamara J. [Housing])

Top: Important to understand transitway and impact on mobility.

Land Use + Design

- Importance of neighborhood-centric, human-scale design
- What is meant by “well designed?”
 - Could mean walkable, multi-modal places
- Need community gathering spaces especially along Duke Street (currently lacking)
- Currently Duke Street visibility poor at night; feels deserted along stretches
- Land use “conflicts” on east side of Duke between residential and industrial use, especially at night
 - Longevity of these industrial uses?
 - Desire for increased residential and adaptive reuse of some properties

Mobility + Safety

- Desire for wider pathways for cyclists and other users
- Shared mobility options (e.g. Bikeshare, E-Scooters)
- Importance of connectivity to other parts of the City
- Corridor feels landlocked
- Would be nice to not have to rely on cars
 - Desire for car-free options

- Opportunity for infill metro station?
 - Also good to serve as catalyst for future development
- Corridor sees a lot of cut-through traffic

Housing

- Importance of Preservation and Anti-Displacement Strategies
- Improve communication re: housing targets (regional)

Bike Rack

- What is a neighborhood?
 - Desire for more centralized cluster to reduce reliance of “book ends”
 - Potential for anchor projects?
 - Interest in boundaries of plan
 - Interest in active recreational spaces (like Potomac Ave)