

# **DRAFT FOR REVIEW**

## **Design Workshop and Open House Summary**

### **North Potomac Yard Small Area Plan Update**

Tuesday, May 17, 2016 | 8:30am – 7:00pm | Station at Potomac Yard, Community Room

---

#### **8:30am – 10:00am – Core Team Discussion**

*A core team comprised of Advisory Group Members, City Staff, and JBG's design team, debriefed the previous night's Advisory Group meeting, identified primary issues/general categories in response to the JBG proposal, and developed key topic areas to be explored*

#### **Key Topics**

- Potomac Yard Park width/character/programming – park edge
- Location of Metro landing/Metro square
- Potomac Avenue width/character/location
- Reality of the land that is available now; constraints of NPS, BAR
- Metroflex zone – do not preclude fulfillment of an office zone

#### **General Comments:**

- The 2010 Plan envisioned 3 neighborhoods within the Plan area? How will the neighborhoods concept still work given the proposed phasing starting with the theater site?
- Phase I should still achieve the goal of being an urban place that is connected to and integrated with the City and surrounding/future development
- The Metro location in the 5.16.16 JBG proposal lacks the sense of ceremonial arrival and sense of place intended in the 2010 Plan.
- The Metro station integration should reinforce the vision of the 2010 Plan. It should create a node of activity at the Metro station; an urban square/open space framed by commercial/retail uses.
- The park edge is extremely important and there should be a distinction between the public and private spaces. There are ways to integrate the two but at no time should the public park look or feel privatized by the adjacent development.

#### **Framework:**

- Explore idea of shared loading alley between the Target power center and the new proposed retail street.
- Explore separating Potomac Ave into two roads – one for transit, one for vehicles
- Proposed concept results in loss of connectivity at terminus of Retail Street to north.
- Not realigning Potomac Ave to the east in the proposed concept results in Potomac Ave becoming a major divider between the new retail area and the existing supercenter (and future phases).

- Don't like the concept of allowing the main street in the proposed concept to be a private street; feeling of enclosure, lack of civic aspect. Streets should be public. Although private maintenance of streets can have its benefits.

#### Park edge:

- Explore ways that the buildings and park can interact.
- Preference for the separation that was created by having Potomac Ave between the buildings and the park.
- Explore ways that Potomac Yard Park can be more urban – like highline, Santa Monica, Venice Beach. Not a rural/suburban approach.
- Show the park comparison (size) with and without Potomac Ave realignment.

#### Vistas:

- Loss of park vista on E. Reed. If it needs to be terminated by retail, then other vistas need to be preserved.
- Don't compromise the streetscape and terminus of the street end vistas with unlined above grade parking garage.

#### Metro landing:

- Determine location of bus loading and unloading.
- Location of metro landing requiring pedestrians to cross Potomac Avenue. should be considered with proposed options.
- Must achieve a sense of arrival in a civic space.
- Show how the stormwater pond can be potentially accommodated in other ways – alternative options so that it can be a building site/plaza site.

#### Parking:

- Unlined above ground parking garages aren't acceptable– needs to be lined with active uses.
- Connectivity should not be compromised for an above ground garage.
- Will need to see precedent examples of architectural treatments proposed.

## **Design Workshop – 10:30am – 5:30pm**

*The Design Workshop used the key issues identified and comments received during AG Meeting #2 and the Core Team Meeting as the foundation to guide design consideration and sketches.*

#### Key topics identified for exploration/sketching:

- A) Framework Options
  - a. Shift JBG concept to the west to create a shared service alley with the Target Center
  - b. Add a shared street to the east adjacent to Landbay K
- B) Metro square

- a. Explore options for how this can be achieved
- C) Park edge
  - a. Explore how this can feel public and active, not private
- D) Northern garage
  - a. Options for wrapping/lining
  - b. Breaking the grid/lack of connectivity

### **Materials from the Workshop:**

- A) [Photos from the Workshop and Open House](#)
- B) [Workshop Working Drawings - Option 1 | Option 2](#)

DRAFT

## North Potomac Yard Open House – 6:00pm – 7:00pm

*The Open House provided the Advisory Group and community an opportunity to review and provide feedback on the sketches and work produced by staff and the design team during the course of the design workshop. The design workshop culminated in two working drawing options to be explored further for feasibility: North Potomac Yard Workshop Working Drawings - [Option 1](#) | [Option 2](#). Each option tried to address key issues identified in Advisory Group Meeting #2 and during the Core Team Meeting.*

*Below are comments and feedback received/heard during the course of the Open House. Please note that because of the open house format, there was not a formal/structured time for advisory group or public comment, so this may not represent a comprehensive list of discussion points. A more formal opportunity for public comment on the options will be at the [next Advisory Group Meeting on June 6](#).*

### Comments

- Visual and pedestrian/bike connectivity to Linear Park through the site is critical.
- Support the re-alignment of Transitway to be side-running on west side of Potomac Ave, but need to coordinate with Arlington County to continue the west side alignment north of Four Mile Run. The west side alignment works better with Arlington's Transitway.
- Pushing the Metro station access as far north as possible works best for getting close to the tallest buildings and for intermodal connectivity with the Transitway.
- It is important to maintain overall (high level) goals of original Master Plan – sustainability, affordable housing, 24/7 community, design excellence, connectivity, etc.
- Option #1 retains the intent of the 2010 Plan with the continuous park street adjacent to Potomac Yard Park.
- Option #1 creates visual interest on E. Reed Avenue and maintains a visual break/view corridor to PY Park. The terminus created at the intersection of E. Reed Avenue and the new retail street is an interesting urban design gesture.
- Option #1 - With Potomac Avenue adjacent to the park would likely create a speedway. Streets framed by buildings cause drivers to reduce speeds as opposed to streets adjacent to open areas.
- Option #2 reinforces the sense of arrival around the metro square and includes a pedestrian only connection from the southern block of the retail street to the Metro location.
- Option #2 proposes a potential shared street adjacent to Potomac Yard Park to create the separation between the public and private development, while still allowing the flexibility of the street to be closed for events/programming/etc.
- Option #2 - The terminus of the retail street into a parking garage entrance on the North is not favorable. This option limits connectivity to the north.
- Option #2 allows redevelopment to proceed more quickly and not spend resources on moving Potomac Ave [a realigned Potomac Ave to the east, adjacent to Potomac Yard Park].
- Consider combining elements from the options: use the northern elements from Option #1 and the Metro option and shared street elements in Option #2.