Meeting Agenda

6:30-7:00 Open House/ Edit Draft Goals
7:00-7:10 Welcome, Introductions and Plan Goals
7:10-7:20 What we Heard at Community Meeting #2
7:20-7:35 Locating Centers and Connections Layering Exercise Explanation
  • Nodes/ Mixed-Use Centers
  • Connections
  • Green Connections
7:35-8:05 Locating Centers and Connections Exercise
8:05-8:30 Report out from Groups
8:30 Closing remarks and Next Steps
Where We Are in the Process

Community Meeting #3: Centers and Connections
September 29, 2014
SCHEDULE

• **September 25\textsuperscript{th}:** Steering Committee Meeting #6 discussed goals
• **Today:** Community Meeting #3: locating centers and connections, feedback on draft goals
• **November 10\textsuperscript{th}:** Steering Committee Meeting #7: transportation, existing conditions, market study
• **December 8\textsuperscript{th}:** Community Meeting #4: conceptual land use options
• **December 2014 - February 2015:** refine options
• **March 2015:** Planning Commission and City Council work sessions
• **Summer 2015:** final draft plan
• **Fall 2015:** plan adopted by City Council
GOAL CATEGORIES (Draft 9/2/14)

1. Economic Development
2. Land Use
3. Housing
4. Building Height & Size
5. Neighborhood Character & Services
6. Streetscape & Public Space
7. Circulation & Connectivity
8. Parks, Open Space & Recreational Opportunities
9. Sustainability & Environment
10. Implementation
GOAL CATEGORIES (Draft 9/25/14)

1. Economic Development
2. Land Use
3. Transit Focus
4. Circulation & Connectivity
5. Pedestrian Friendly
6. Parks, Open Space & Recreational Opportunities
EXISTING CITYWIDE POLICIES AND PLANS

- Housing Master Plan
- Open Space Plan
- Sanitary Sewer Master Plan
- Urban Forestry Master Plan
- Complete Streets Policy
- EcoCity Charter
- Green Building Policy
- Green Sidewalks BMP Design Guidelines
GOALS (Draft 9/25/14)

1. Eisenhower West will be an integral part of the City’s Eisenhower Valley economic engine in which economic development and employment opportunities are maintained and promoted by capitalizing on the Van Dorn Metro Station, proximity to the Capital Beltway, and the opportunity provided by the presence of large land holdings.

2. Eisenhower West will have a vibrant mix of uses achieved through phased implementation, including a mix of residential and employment opportunities and are able to co-exist with industrial uses remaining in the area long-term.

3. Eisenhower West will be a transit-oriented community, with focused density around transit nodes and corridors.
GOALS (Draft 9/25/14)

4. Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility thereby providing better access citywide to the future amenities of the area.

5. Eisenhower West will be more pedestrian-friendly by humanizing Van Dorn Street, Pickett Street, and Eisenhower Avenue so that they become safer for pedestrians and more attractive to residents and shoppers.

6. Eisenhower West will have a connected, accessible, and identifiable park and open space system that serves the citywide recreational needs.
GIVE US MORE FEEDBACK!

- Tonight: boards and half-sheets
- After Tonight: online
- Do we have the right goal categories?
- What themes or concepts should be in each goal?
- What words or phrases best describe what we want?

Revised goals will inform a new vision statement
Community Meeting #2: Visioning
Sites Not Changing

- **Parks:**
  - Ben Brenman Park
  - Armistead Boothe Park (except multi-modal bridge easement)
  - Hensley Park

- **Major existing thoroughfares:**
  - Van Dorn Street
  - Duke Street
  - Eisenhower Avenue
  - S. Pickett Street
  - Metro Road

- **CSX/NS and WMATA railroad tracks ROWs**
- **NS Ethanol Transloading Facility**
- **Covanta**
- **Fire Station #210**
- **Established market-rate and affordable housing:**
  - Cameron Station
  - The Exchange
  - The Reserve
  - Summers Grove
  - Modera Tempo (Landmark Gateway)

- **Samuel Tucker Elementary School**
Base Map for Exercise
What we Learned from Community Mtg. #2: Land Uses and Building Heights

Sub-Area 1
Sub-Area 2
Sub-Area 3
Sub-Area 4

Community Meeting #3: Centers and Connections
September 29, 2014
Sub-Area 1
High-Rise
1. Residential
2. Office
3. Retail/ Neighborhood Services
4. Restaurants
5. Light Industrial

Sub-Area 2
Mid-Rise
1. Residential
2. Retail/ Neighborhood Services
3. Restaurants
4. Light Industrial
5. Senior Living

Sub-Area 3
High-Rise
1. Residential
2. Office
3. Restaurants
4. Hotel
5. Retail/ Neighborhood Services

Sub-Area 4
Mid-Rise
1. Residential
2. Office
3. Retail/ Neighborhood Services
4. Large Format Retail
5. Restaurants
What we Learned from Community Mtg. #2: Parks and Public Spaces

Sub-Area 1
Sub-Area 2
Sub-Area 3
Sub-Area 4
Parks and Public Spaces

Sub-Area 1
1. Trails and Pedestrian Connections
2. Pocket Parks
3. Bicycle Facilities
4. Passive Green Space
5. Civic Plaza

Sub-Area 2
1. Trails and Pedestrian Connections
2. Bicycle Facilities
3. Playground
4. Civic Plaza
5. Passive Green Space

Sub-Area 3
1. Trails and Pedestrian Connections
2. Civic Plaza
3. Bicycle Facilities
4. Passive Green Space
5. Pocket Parks

Sub-Area 4
1. Trails and Pedestrian Connections
2. Stream Access
3. Bicycle Facilities
4. Passive Green Space
5. Civic Plaza

Community Meeting #3: Centers and Connections
September 29, 2014
What we Learned from Community Mtg. #2:
Streetscape and Amenities

Sub-Area 1
Sub-Area 2
Sub-Area 3
Sub-Area 4
Streetscape and Amenities

Sub-Area 1
1. Connectivity
2. Transit Access
3. Street Trees
4. Sustainable Landscaping
5. Outdoor Café Seating

Sub-Area 2
1. Connectivity
2. Transit Access
3. Street Trees
4. Outdoor Café Seating
5. Sustainable Landscaping

Sub-Area 3
1. Connectivity
2. Transit Access
3. Outdoor Café Seating
4. Street Trees
5. Sustainable Landscaping

Sub-Area 4
1. Connectivity
2. Street Trees
3. Sustainable Landscaping
4. Transit Access
5. Outdoor Café Seating
From the What to the Where: Locating Centers and Connections Exercise
Concept Layering Activity Introduction: From the **WHAT** to the **WHERE**

In order to develop 3 master plan concepts to be presented at Community Meeting #4, we need your feedback on **WHERE** certain important elements should be located within Eisenhower West:

**ORGANIZATIONAL ELEMENTS**

- Nodes/Centers
- Connections
- Green Connections

We will take your ideas and **synthesize them** into 3 concepts to be presented at Community Meeting #4.
Concept Layering Activity **TOOLS**
Concept Layering Activity **TOOLS**

- NODES/ CENTERS

- 5 and 10 minute walking radii
## Concept Elements

<table>
<thead>
<tr>
<th>Concept Elements</th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nodes/centers</td>
<td>Victory Center as the Primary Node</td>
<td>Van Dorn Metro Station as Primary Node</td>
<td>Multiple Distributed Nodes</td>
</tr>
<tr>
<td>Connections</td>
<td>Large Grid with network of streets, blocks, some trails</td>
<td>Medium Grid with Network of Streets and Blocks</td>
<td>Finer Grid of Streets, Blocks, and Pedestrian/ Bike Bridges</td>
</tr>
<tr>
<td>Green Connections</td>
<td>Current Status</td>
<td>Walking Paths</td>
<td>Greenways</td>
</tr>
</tbody>
</table>
Concept Layering Activity: **Locate the Nodes/ Centers**

**Nodes/ Centers** are:

- Areas of **Commercial and Civic Activity**
- Surrounded by a **Mix of Uses** - Residential, Office, Retail, Restaurants
- **Public Spaces/ Plazas/ Squares**
- Places for **Gathering and Interaction**
- Well-accessed by **Transit and Roadways**
- Walkable and **Well-Connected** to surrounding areas
Concept Layering Activity: **Locate the Nodes/ Centers**

- **A** Victory Center as Large Primary Node/ Center - Center of Eisenhower West
- **B** Van Dorn Metro Station as Large Primary Node/ Center - Transit as center
- **C** Multiple Smaller Distributed Nodes/ Centers

**Pros and Cons**

**Having the main node at Victory Center** puts it right in the middle of Eisenhower West near existing residential and future office; but is still a 10-minute walk from Metro.

**Having the main node/ center at the Van Dorn Metro Station** could leverage transit infrastructure for Transit Oriented Development; but is on one end of Eisenhower West away from other uses.

**Smaller distributed nodes/ centers** throughout Eisenhower West could create neighborhoods around them; but would also be smaller and may take longer to implement.
Concept Layering Activity: **Choose the Scale of Connections**

**Connections:**

- **Neighborhood Streets** can connect nodes, and create more walkable, pedestrian scale blocks.

- **Pedestrian Bridges** allow bicyclists and pedestrians to connect across barriers like train tracks or streams.

- **Pedestrian/Bike Trails** can connect through or between nodes, parks and other public spaces.
Concept Layering Activity: **Choose the Scale of Connections**

**A** Large Grid with network of streets, blocks, some trails

**B** Medium Grid with more streets, blocks, trails

**C** Finer Grid of streets, blocks, trails, and pedestrian/bike bridges

**Pros and Cons**

- **A large street grid** keeps parcels from being too broken up, but provides little additional connectivity.
- **A medium grid of streets, blocks and trails** provides more connectivity and a neighborhood feel but could also add more pavement.
- **A fine grid of streets with trails and pedestrian/bike bridges** provides maximum connectivity; but may not be possible everywhere due to site barriers, constraints, and costs.
Concept Layering Activity: **Locate the Green Connections**

**Green Connections:**

- **Current Status** – Green connections remain as existing
- **Walking Paths** – New walking paths and trails are introduced to increase “off-road” connectivity
- **Greenways** are wider swaths of linear green space for wildlife and people, creating “environmental corridors” between parks
**Concept Layering Activity:** **Locate the Green Connections**

**Pros and Cons**

**Current Status** would keep the focus on the existing conditions and street connections, but could also mean fewer green connections.

**Walking paths** could create more pedestrian connections in Eisenhower West, but could also take the focus off streets.

**Greenways** could create more access to Backlick Run and green connections in Eisenhower West, but could also limit the creation of other types of more active green space.
Small Group Exercise: Report Out
Next Steps:

- **Continuing Online Discussion** about the Draft Goals and Maps developed today:

- **Synthesis of your Concepts** by Planning & Zoning and Consultant Team

- **Community Meeting #4:**
  - Presentation of 3 Plans showing different layouts for the site derived from your Concepts
  - Feedback Exercises