

# BEST PRACTICES

## Scale Comparisons

## FIGURE-GROUND

### Similarities to EWSAP

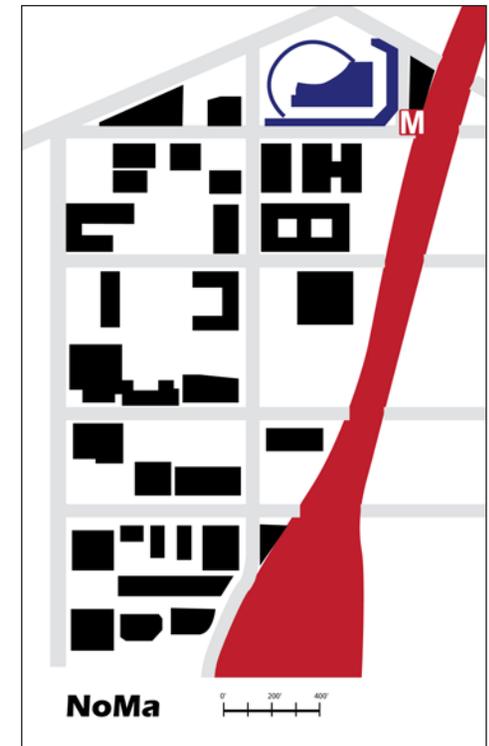
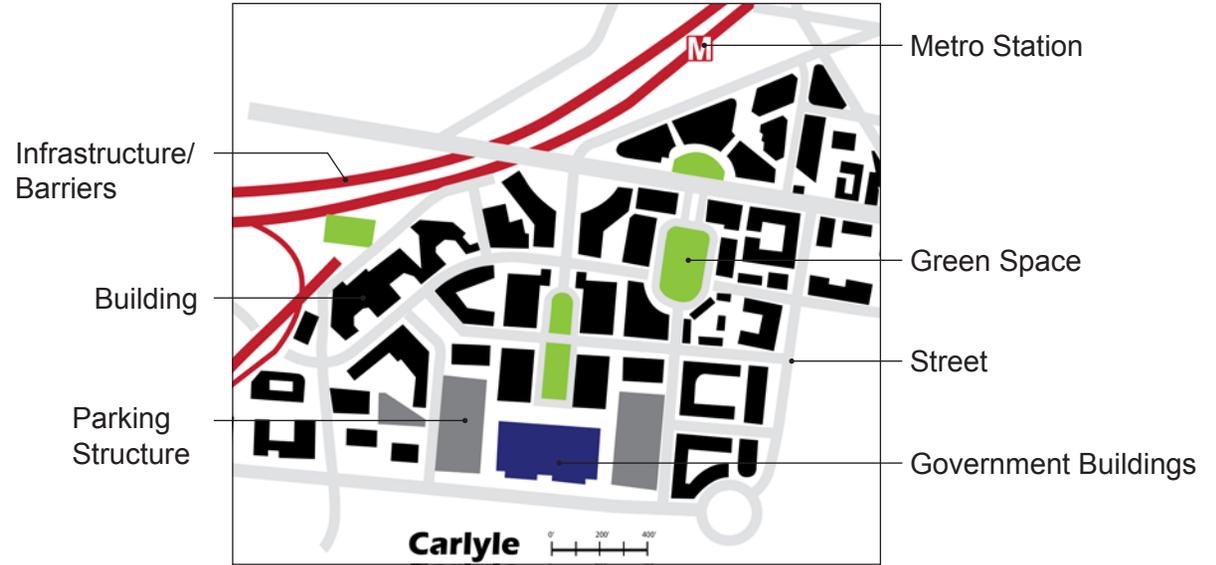
Urban edge communities developing/densifying

Transit-oriented, walkable

Above-ground presence of infrastructure acting as a barrier/boundary on the site

Government offices used to spur development

Former warehouse/light industrial uses on the site



# BEST PRACTICES

# TOWN CENTERS

## Reston Town Center

	Phase 1 (1990)	Phases 1+2 (2009)
Retail*	240,000 sf	360,000 sf
Office	530,000 sf	2.1 million sf
Residential		360 units
Theater	13 screens	13 screens
Hotel	514 rooms	514 rooms
Parking		7,000 spaces (6 garages + 1 surface lot)
Open Space	Fountain Plaza	Fountain Plaza
Site	20.6 acres	85 acres

\*Retail area includes theater

### Key Elements

Developers determined “critical mass” needed to Phase 1 to be successful on it’s own for 10 years



# BEST PRACTICES

# TOWN CENTERS

## Mosaic District

	Phase 1 (2012)	Phase 1+2
Target	170,000 sf	170,000 sf
Other Retail	170,000 sf	350,000 sf
Office	75,000 sf	170,000 sf
Residential		782 apartments, 138 townhomes
Theater	8 screens	8 screens
Hotel	148 rooms	148 rooms
Parking	2,000 spaces	4,000 spaces, 2 garages
Open Space	1 acre park	2 acres of park
Site	31 acres	31 acres

### Key Elements

Fairfax County and developer Edens formed community development authority (CDA) public/private partnership

Used CDA bonds and TIF to finance

Big box Target sits on top of 3 levels of parking and ground floor retail

Located 0.5 mi from Dunn Loring Metro

LEED-ND Silver



**Mosaic District** 0 200 400



# BEST PRACTICES

## Hyattsville Arts District

# TOWN CENTERS

Retail	40,000 sf
Residential	500 units
Site	25 acres

### Key Elements

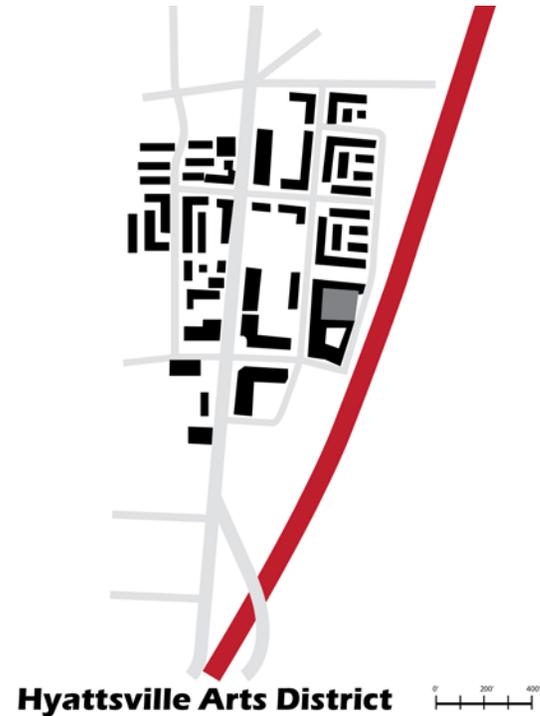
Hyattsville Community Development Corporation pursues small business to maintain the character and local, sustainable focus of the community

Route 1 Corridor plan spans 2 miles through Hyattsville, Brentwood, Mt Ranier

Current site is an excess of parking and unimproved lots

Revitalization tools include: arts & entertainment district tax incentives, reviatlization tax credits, high technology growth and development incentives, shared parking facilities

Located 1.5 mi from 2 Metro stations



# BEST PRACTICES

## Ft Totten Square

## BIG BOX RETAIL

	2015
Walmart	125,000 sf
Other Retail	10,000 sf
Residential	345 units
Parking	775 spaces, below grade and structured
Site	4.6 acres

### Key Elements

Ground-floor Wal-Mart and small retail

4 levels residential above

1 level parking (400 spaces) below grade for retail;  
seperate garage for residents (375 spaces)

Located 0.5 mi from Fort Totten Metro



# BEST PRACTICES DC-USA

## BIG BOX RETAIL

	2008
Target	180,000 sf
Other Retail	695,000 sf
Local Retail	15,000 sf
Parking	1,000 spaces, below grade
Site	5 acres

### Key Elements

Development COrporation of Columbia Heights (DCCH), non-profit community development organization, coordinated neighborhood revitalization

2 floors of big boxes above ground floor retail

Local retail spaces leased at 33% below market rate for small and minority businesses

Largest retail in DC, includes Staples, Best Buy, Bed Bath & Beyond, Washington Sports Club, Petco, DSW

Controversial below-grade parking garage- parking requirements were not adjusted to reflect urban requirements; at max capacity 50% of garage is full

Located at the Columbia Heights Metro



# BEST PRACTICES

## Grocery Stores

### BIG BOX RETAIL

<b>Tivoli Giant</b>	2005
Giant	55,000 sf
Parking	2 levels above

<b>Petworth Safeway</b>	2014
Safeway	62,500 sf
Residential	218 units
Parking	215 spaces, below grade



### Key Elements

- Both located 0.1 mi from a Metro station
- Safeway has 5 levels of residential above the store
- Giant is connected to historically restored Tivoli Theatre; 2 levels of parking above concealed by facade complimenting historic building



### Economic Opportunity & Small-Scale Manufacturing

Posted on June 23, 2014 by [Ivana Pivus](#)

There is a new opportunity in our changing cities to connect more residents with economic opportunity. We can do so by integrating small-scale industrial uses into our city development. Let's call this mixed-use industrial real estate.



Greenpoint Manufacturing and Design Center

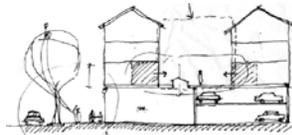
We are seeing a resurgence of small, local producers who are harnessing low-cost technology and changing markets to sell hundreds and thousands of locally produced consumer products. Documented early on by [Chris Anderson](#), and seen across the country today, these companies are often businesses with fewer than 20 employees and sell both in local markets and globally online.

These small-scale manufacturing business owners generally need dedicated production space of less than 5,000 square feet (often as little as 1,000 sq. ft), use clean technologies (think laser cutters), but need affordable, dedicated industrial/production space. They do not fit into office space because of noise, and most retail space is too expensive. So they often find marginal, cheap space at the fringes of our cities and survive on short-term leases or move far out into the suburbs.

The time is ripe for policy change and private sector investment to create this kind of development. The demand for small-scale consumer goods and locally made custom goods are growing, while access to tools and technology gets cheaper. We need to provide affordable space for our local producers to grow their businesses in our city neighborhoods. By doing this, we will be able to connect more people to good-paying jobs, strengthen our small business and startup sectors, and keep these jobs in the city.

#### Defining mixed-use industrial

A mixed-use industrial development is part of a reuse project that includes new buildings and rehabilitated older buildings, or the rehabilitation of an existing industrial/warehouse structure within a neighborhood with a variety of land uses. New construction is also possible, but the costs need to be offset within a larger project. Two examples begin to illustrate the opportunities for this product type.



### INDUSTRIAL MIXED-USE ZONING

An analysis of design considerations

AsianNeighborhoodDesign  
Draft: 02.23.07

*“small-scale manufacturing business owner generally need dedicated production space of less than 5,000 sf (often as little as 1,000 sf), use clean technologies (think laser cutters), but need affordable, dedicated industrial/production space. They do not fit into office space because of noise, and most retail space is too expensive”*

*“A mixed-use industrial development is part of a reuse project that includes new buildings and rehabilitated older buildings...within a neighborhood with a variety of land uses. New construction is also possible, but the costs need to be offset within a larger project.”*

At Greenpoint Manufacturing and Design Center *“the average tenant is about 18 years in business, and average salaries are \$48,000 - well above local service sector salaries. The tenants are predominantly local artisans building products for the local market, but at manufacturing scales.”*

Steps for shaping mixed-use industrial spaces:

- “1. Zone for it: Communities need to protect existing industrial properties in targeted locations. Small-scale production can also be added as an optional use to other existing zones.*
- 2. Provide financing and incentives: ...tools such as New Markets Tax Credits or Rehabilitation Tax Credits will be important for industrial redevelopment efforts...*
- 4. Support business development: Producers should organize themselves to strengthen their community and exposure. Activities like meetups, showcase events, and local competitions all help promote a local producer sector...Partnering with shared tool spaces like TechShop can help identify future business members.*

# BEST PRACTICES

## Shared Workspaces

## INDUSTRIAL MIXED-USE

### TechShop

Membership-based shared resources, including tools and shops for metalwork, woodwork, painting, electronics, textiles, bike repair, laser cutting, 3D printing

Backed by R&D companies such as GE, Ford and DARPA

'Buy Local' sustainability trends encourage growth of local maker markets

New TechShop- 1 of 8 nationwide- just opened in Crystal City

Offers classes for networking and learning

### IdeaSpace

Memberships offered for "Coworking Space," "Dedicated Desk," or "Private Office"

Provide shared resources for equipment, meeting rooms, event space

Offers classes

As of August, was looking for space (30,000 - 45,000 sf) in the District along the Green Line, after considering the Boilermaker Shops at Navy Yard



# BEST PRACTICES

## Mosaica 601

# INDUSTRIAL MIXED-USE

	2009
Residential	151 units
Craft Industrial	12 units
Total GSF	256,000
Site	1.83 acres

### Key Elements

- 4 stories of residential above flex industrial/design space
- Mixed income rates for housing units
- Vertical integration of residential and industrial

