Placemaking Through Innovation Districts:
A Johns Hopkins Perspective

June 23, 2016
Two Main Topics:

MACRO: Innovation drivers

MICRO: Placemaking drivers
PART B.
MICRO:
PLACEMAKING DRIVERS
7. Urban Mixed-Use Retail District Placemaking
Hopkins & Charles Village:
Charles Village – The Hopkins Block and Non-Hopkins Blocks - 2004
Charles Village Case Study:

Stage 1: New Building Blocks

The Big Picture:

- Vision
- Planning
- Execution
The Vision

- John Latting (sp):
  “Make Crossing Charles Street a Positive Experience” (2004)

- Retail District Comps:
  - Faneuil Hall and Quincy Market (1976)

- University Retail District Comps:
  - Harvard Square, Cambridge, MA
  - Chapel Square, New Haven, CT
  - Thayer Street, Providence, RI
  - Samson Commons, U Penn, Philadelphia
  - Nassau Street, Princeton, NJ

- Local Retail District Comps:
  - Bethesda Row, Bethesda, MD
  - Shirlington Village, Alexandria, VA
The Plan

- A New “College Town” for Charles Village
  - Expanded JHU Upperclass Residential Precinct
  - Enhanced Charles Village Retail District

- Three Building Blocks and Connective Tissue
  - Block #1: Charles Commons
  - Block #2: East Side of 3200 St Paul Street Block
  - Block #3: West Side of 3200 St Paul Street Block
  - Connective Tissue:
    - New Traffic Planning for 33rd and St Paul: Slow Down for Pedestrian Safety and Retail
    - New Streetscape for Placemaking

- Charles Village PUD Amendments (2002-2006)
  - New Massing Plans for the Three New Blocks et al
  - New Permitted Uses for the Three New Blocks
Hopkins & Charles Village: The Process, Stage 1

Urban Design: Massing Model – Prior PUD Massing
Hopkins & Charles Village: The Process, Stage 1

Urban Design Massing Model: Approved PUD Massing Changes
Hopkins & Charles Village: Existing Conditions

The Hopkins Charles Commons Block - BEFORE
Hopkins & Charles Village: Hopkins Charles Commons - AFTER
Hopkins & Charles Village:

Hopkins Bookstore:
Hopkins & Charles Village: Existing Conditions

3200 St Paul East Side Block - BEFORE
Retail Tenants: Chipotle, Starbucks, Cold Stone Creamery & More
Hopkins & Charles Village: Existing Conditions

3200 St Paul West Block
Hopkins & Charles Village: Existing Conditions

3200 St Paul West Side Block
3200 St Paul Block West Side - After
Charles Village Case Study:

Stage 2: Placemaking

Retail and Transportation Master Plan
VISION THINKING 2015: Charles Village Retail District

- Johns Hopkins Gateway
- 33rd Street
- St Paul Street
- Charles Village Center
CRITICAL THOUGHTS:

- TWO-WAY TRAFFIC
- HIGH QUALITY STREETSCAPE COMPONENTS
- MAINTAIN STREET PARKING FOR RETAILERS
- WELL-DESIGNED STOREFRONTS
- UNIFORM STREETS AND STREETSCAPE ACROSS DISTRICT
VISION THINKING 2015: High Quality Streetscape
Overview of the Process

• Step 1: Planning Stage
  • Vision
  • Concepts
  • Plans

• Step 2: Construction Stage
  • Permits
  • Construction Funding
  • Construction

• Step 3: Operations Stage
  • Operations Funding
  • Property Management
  • Special Events (Holidays etc.)
WHERE ARE WE NOW?

- Community Workshop
  January 10, 2015

- Retail Market Analysis – 2015

- Key Properties
- Architectural Assessment

- Merchandising Strategies

- Traffic, Street & Streetscape Concepts
  2014-2015-2016

- City Approved Permit ? Dec 2016

- Traffic, Street & Streetscape Concepts converted to A&E Plans
  March 2016 to Dec 2016

- Construction ? 2016 - 2017?
  \[ <VIBRANT!> \]
Charles Village Street Design and Parking Concepts
Charles Village Retail District: Traffic Lanes and Street Parking

Current & March 2016 Proposed Traffic and Street Parking Lanes

St Paul Street 3100 and 3200 Blocks

Key:  = Street Curbside Parking Lanes
Review of Parking Space Counts:
St Paul 3100 and 3200 Blocks
Today and March 2016 Plan

**Current Parking Space Count:**

Total Current Street Parking Spaces  79

**March 2016 Plan Parking Space Count:**

- Total Street Parking Spaces without off-peak:  82
- Total Street Parking Spaces with off-peak:  110
Charles Village Streetscape Planning Concepts
charles village streetscape

Concept Plans 2016 – Streets and Streetscape

St. Paul Street & 33rd Street – Looking West

March 2016
Concept Plans 2016 – Streets and Streetscape

North Charles Street & 33rd Street – Looking East
Concept Plans 2016: Streets and Streetscape

St. Paul Street and 33rd Street – Looking South
Concept Plan 2016: Streets and Streetscape

St. Paul Street – 3100 Block Sidewalk – Looking North

March 2016

DESIGN COLLECTIVE
Charles Village:
Key Retail Concepts
Charles Village Retail: 75,000 sf
Key Retail Placemaking Objectives

1. Understand and Meet the Market (i.e. research)
2. Safe
3. Convenient
4. Fun
5. Exciting
6. Easy to Park
Key Retail Tactics

1. Adequate Parking
   - Metered Street Parking for Customers not Retail Employees
   - Garage parking for residents, customers and employees
   - Adequate bike parking

2. Storefront Design, Signage and Lighting
   - Attentive to Customer Service Zone (3’ perimeter in and out)
   - Storefront lighting until midnight
   - Eliminate dark zones

3. Market Drive Merchandising Mix
   - Understand and respond to market
Key Retail Merchant Characteristics

- Baltimore Based (not national chains)
- Quality Food, preferably with a great Baltimore chef
- Menu Price points appropriate for the Charles Village retail market
- Full Table Service, not just self-pick-up counter service
- Alcohol offerings, both craft beers and hard liquor, but with a focus on food not drinking; no kegs to be offered
- Authentic well designed interior environment, preferably with a hip atmosphere
- Two part lunch and dinner food offerings, including late night dining; no need for a breakfast offering;
- Positioned to meet the multiple demographics of the primary and secondary Charles Village retail market customer base
- Other: music, entertainment, book readings or speaker series
Discussion