BRADDOCK ROAD METRO AREA PLAN

Diverse, Walkable, Livable

PLANNING COMMISSION & CITY COUNCIL WORKSESSION

MARCH 28, 2006
CONTEXT – Under Change

- Historic Neighborhood
- Obsolete Warehouse
- More Urban
- Auto-Oriented Use
- Inwardly-Focused Project
- Monarch Under Construction
BRADDOCK AREA – Sites Redeveloping

Transitioning from warehouse/service to residential/retail

Guide redevelopment to minimize traffic, create vibrant, mixed-use neighborhoods with retail, restaurants and transit

Full Build-out
3.1 million sq ft

Existing development
1.1 million sq ft

Current development concepts
Just under one million square feet
49% of potential development
EXISTING

63% residential (67% City-wide)
18% office (13% City-wide)
11% warehouse/service (4% City-wide)

OPPORTUNITIES

Retail Market
   Neighborhood focused retail – 80,000 sf

Residential Market
   1,600 new units

Office Market
   Limited due to Small sites
   Proximity to major office centers
   Potential for small association office space
PRINCIPLES

Great streets
Urban form
Rich mix of uses
Protect existing neighborhoods
Quality public spaces
Strong connections/Walkability
Crime prevention
Concentrate active uses on ground floor
Restaurants, retail adjacent to sidewalk

Establish the street wall
Scale the buildings to the sidewalk and street

Encourage walkability to promote transit
Scale the sidewalks for the pedestrian
Locate parking/service on secondary street or alley
QUALITY PUBLIC SPACES

Urban Parks/Squares
Public gathering spaces
Serve larger neighborhood

Pocket Parks
Small scale, well-defined
Within adjoining new development
Explore additional opportunities

Recreation Areas
Major trail connection
Opportunities to expand existing parks
GREAT STREETS

*Provide real alternatives to driving*

Active uses

Safe crossings

Reinforce primary pedestrian routes

Destinations

**Improvements Needed:**
Create gateway
Break down oversized blocks
Safer, wider sidewalks/lighting
STRONG CONNECTIONS-Crossings/Trails

Streetscapes & Crossings
Create connections to nearby neighborhoods
Target streetscape improvements

Trail/Bike Connections
Explore dedicated transit way on Route 1

Enhance Access to Metro

Plan for Bus Rapid Transit
long-term Rt.1 transit way
CRIME PREVENTION
through environmental design

Building Location
Eyes and activity on the street
Minimize hidden spaces

Public Space Design
Defined open spaces
Natural surveillance
Sense of public ownership

Pedestrian Safety
Visibility on the street
Good lighting
BRADDOCK NEIGHBORHOODS

- **Parker Gray**
  Residential Conservation
- **Braddock Center**
  An Area in Transition
- **Northern Gateway**
  A New Urban Neighborhood
Focus on compatibility of additions and new development

Expand historic district boundaries

Seek National Register District designation

Enhance Queen Street businesses
POTENTIAL PARKING OPTIONS

Availability of Parking a Growing Concern

Expand on-street parking supply

Modify parking restrictions to fit location – retail turnover, residential permit areas, metro parking

Explore shared off-street parking opportunities
BRADDOCK CENTER TODAY

Major Redevelopment Activity

Opportunity to Create Place @ Metro

Retail Center

Transition scale/height to protect existing residential
BRADDOCK METRO - 3 Options

- Maintain As Is
- Consolidate Open Space and Reconfigure Buses
- New Development with Open Space and Reconfigured Buses
Mixed Use Development with Retail Cluster, with Colecroft, of 15,000 s.f.

Opportunity to Balance New Development with Usable Open Space and Enhanced Bus Capacity
BRADDOCK METRO - Creating a Center
WYTHE STREET – East-West Walkability

- Improve Walkability
- Enhance Streetscape
- Improve Pedestrian Crossing at Henry and Patrick

BUILDINGS “HOLD” THE CORNERS

BULB-OUTS REDUCE CROSSING DISTANCES

STREET TREES & LIGHTING
BRADDOCK CENTER-Improve Walkability
BRADDOCK CENTER-Retail Clusters

Walk to neighborhood shopping, grocery and services

Potential for 80,000 s.f.
RETAIL – Neighborhood Destinations

- New retail at Northern Gateway, Henry Street, Metro Station
- Enhance Queen Street businesses
- Administrative approval for outdoor dining, small restaurants
- Guidelines for preferred retail locations and standards or storefront design, transparency, retail depth and ceiling height
Transition height of new development to existing residential conservation areas
TRANSITIONS – Height, Mass & Scale
NORTHERN GATEWAY TODAY
NORTHERN GATEWAY

A NEW URBAN NEIGHBORHOOD

Mix of residential/office

Corner shops

Trail connection to Metro and neighborhoods

Safer pedestrian crossing Rt 1

Affordable housing opportunity

Public Square at Fayette/First

Washington Monument views
NORTHERN GATEWAY

Neighborhood Centered on Urban Plaza
FIRST STREET CROSSING

Improve Route 1 Crossing
Slow traffic with parking and gateway
Define entry into neighborhood
AFFORDABLE HOUSING

Appropriate Locations for Bonus Height/Density for Affordable Housing

POTENTIAL FOR TALLER BUILDINGS AT GATEWAY & METRO
NEXT STEPS

Comprehensive Traffic Analysis
Planning Commission Community Meeting
Draft Plan