

Land Bay G

Potomac Yard Town Center

Planning Commission Work Session

November 8, 2007

POTOMAC YARD TOWN CENTER



LAND BAY G - Parcel Development Guidelines

GENERAL LAND USE

MIXED USE: OFFICE, RETAIL, RESIDENTIAL AND HOTEL

MAXIMUM USE PERMITTED

OFFICE : 800,000 sf
RETAIL : 80,000 sf
RESIDENTIAL : 414 units
HOTEL : 625 Rooms/keys

BUILDING HEIGHT

Max 82' - 110'
Along Route 1 & Potomac Avenue

PARKING

GENERALLY UNDERGROUND OR EMBEDDED

SIZE OF LANDBAY

Approx. 19 acres

OPEN SPACE

7% OF TOTAL AREA INCLUDING TOWN SQUARE
TOTAL OPEN SPACE AREA : Approx. 1.5 acres
(1.25 acres Town Center)

POTOMAC YARD URBAN DESIGN GUIDELINES

WALKABLE NEIGHBORHOODS

- Create compact, pedestrian-friendly, mixed-use neighborhoods.
- Configure residential streets to be safe, comfortable, and encourage walking.
- Where appropriate, use through-block pedestrian pathways for connections to adjacent communities.

VEHICULAR AND TRANSIT CONNECTIONS

- Use major streets to connect to the neighborhoods, provide the venue for transit opportunities, and adequately accommodate project-serving automobiles.
- Organize the site by a modified orthogonal grid of interconnected streets.
- Scale the blocks appropriately to be an extension of the existing adjacent neighborhoods.
- Provide service to residential garages or parking facilities by a network of alley systems.

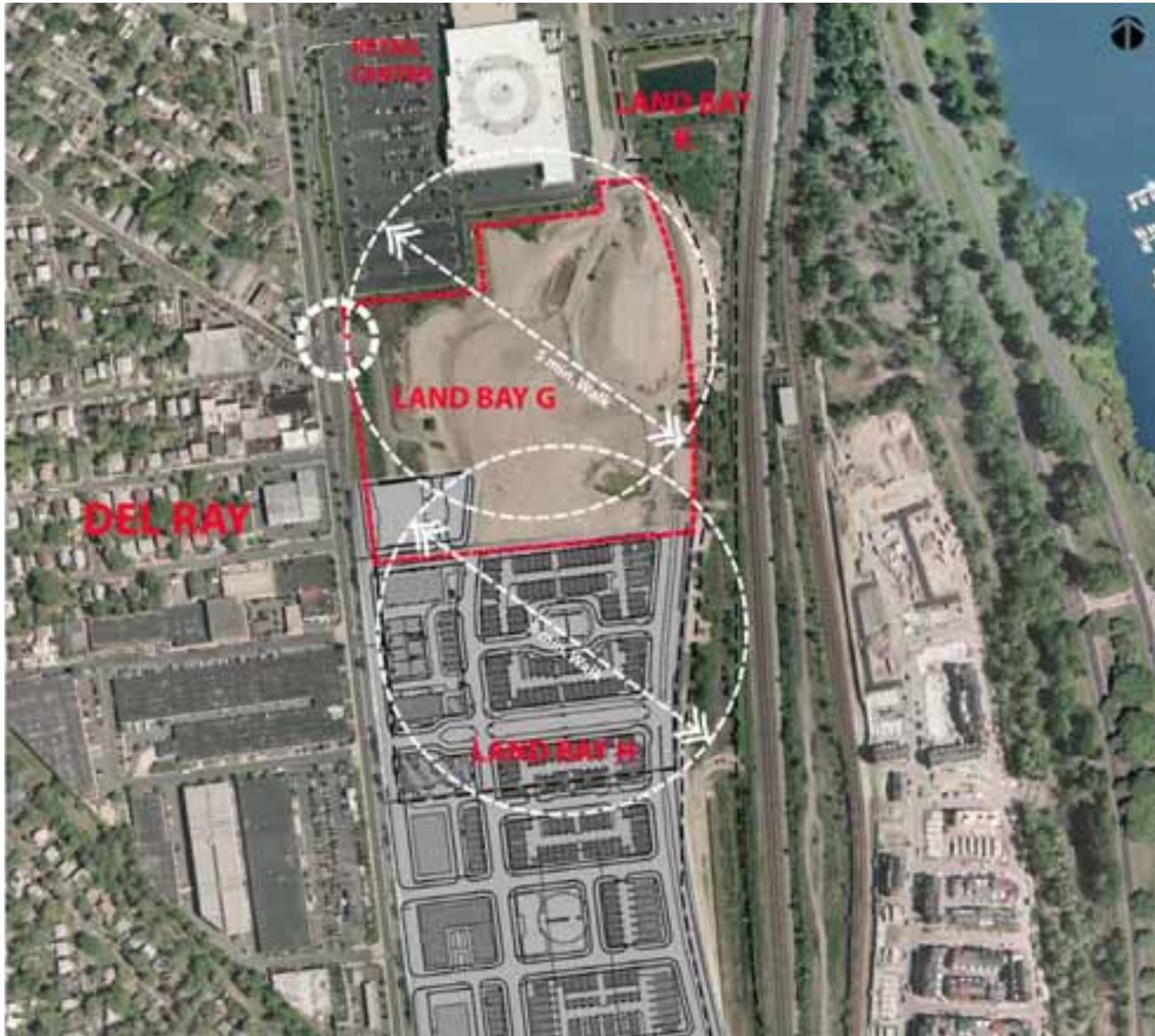
OPEN SPACE NETWORK

- Place neighborhood open spaces evenly throughout the development within walking distance of all residents.
- Distribute a variety of parks, from regional open space and village green to neighborhood pocket parks, throughout the plan.
- Provide regional parks to serve the larger community and connect to the citywide system of open spaces and natural corridors.

VIBRANT MIXED-USE COMMUNITY

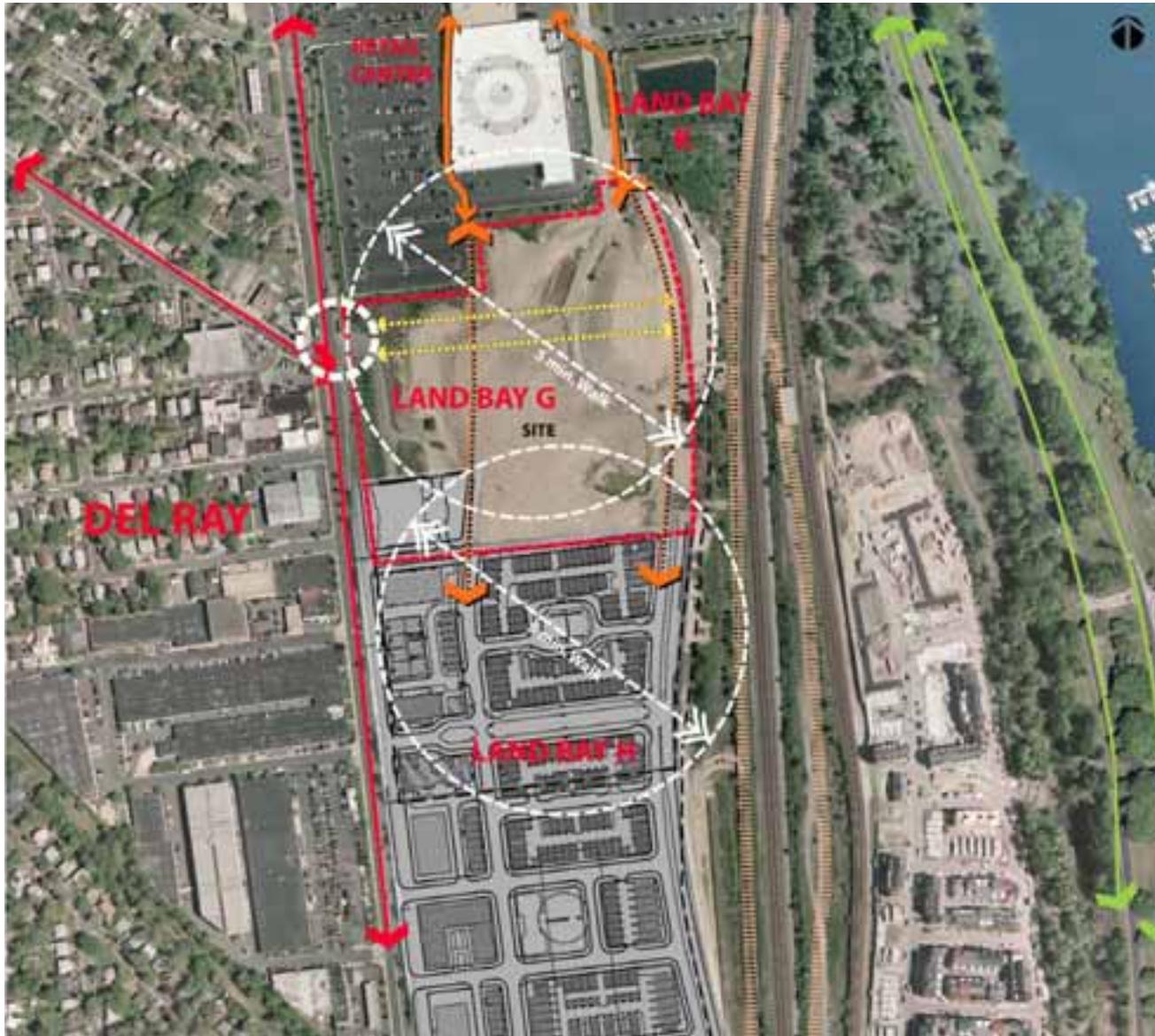
- Provide a mixed-use Town Center as the discernible focal point of the community.
- Activate the Town Center with a concentration of commercial and civic activity in addition to higher density residential use within walking distance.
- Mix a variety of uses and building types within the neighborhoods.
- Locate higher density commercial and residential uses near existing and potential transit stations, and taller buildings along the street corridors.





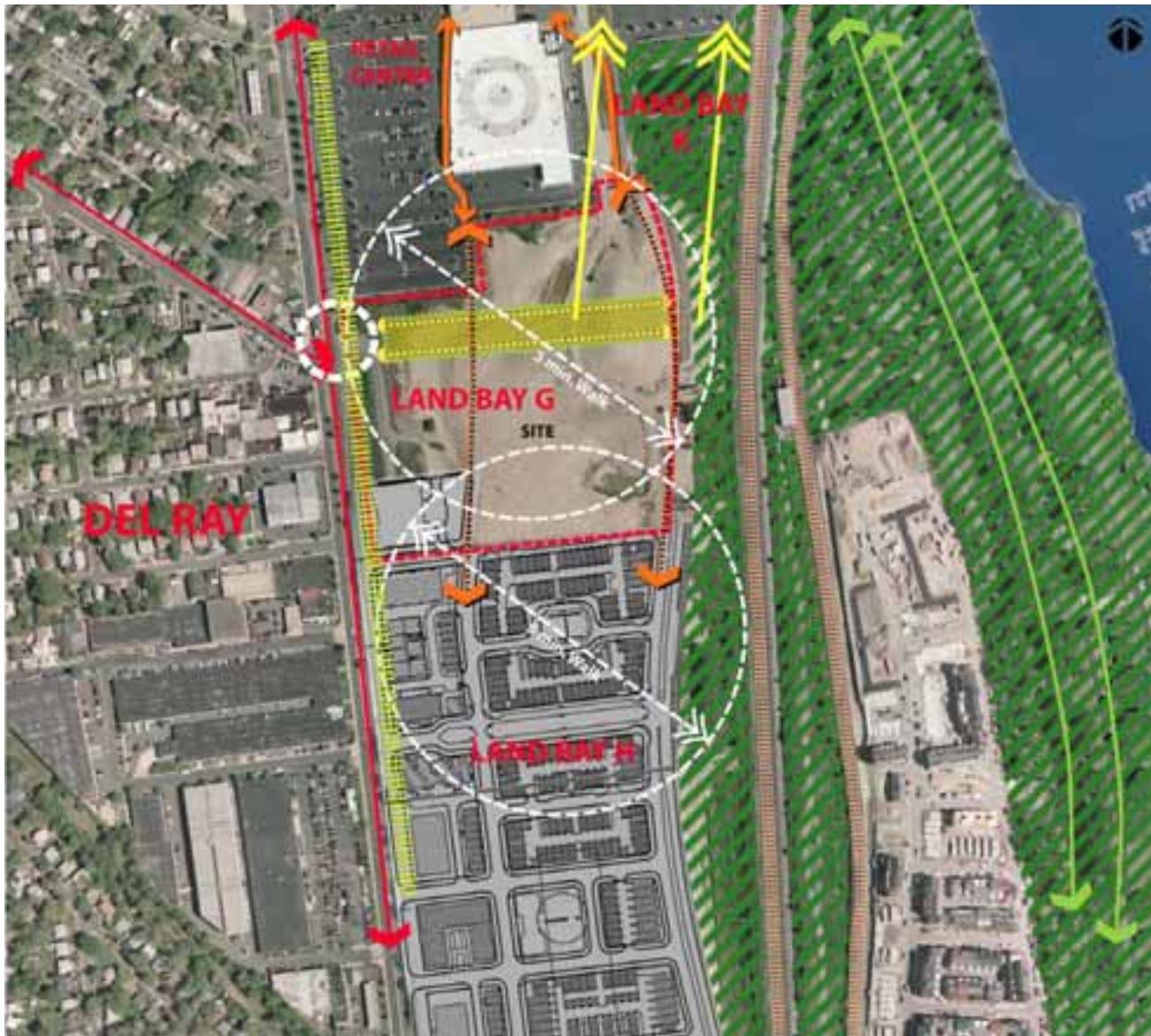
LEGEND

-  LANDSCAPED BOULEVARD
-  BARRIER / RAILROAD
-  URBAN CONNECTOR
-  LANDSCAPED EDGE
-  ACTIVITY NODE
-  POSSIBLE GATEWAY
-  OPEN SPACE FEATURE
-  MAIN ENTRY CORRIDOR
-  EXISTING NORTH / SOUTH INTERNAL CONNECTOR
-  FUTURE NORTH / SOUTH CONNECTOR
-  WATER VIEWS
-  VIEWS TO INDEPENDENCE MALL
-  LANDSCAPED AREA
-  82' HEIGHT LIMIT
-  110' HEIGHT LIMIT



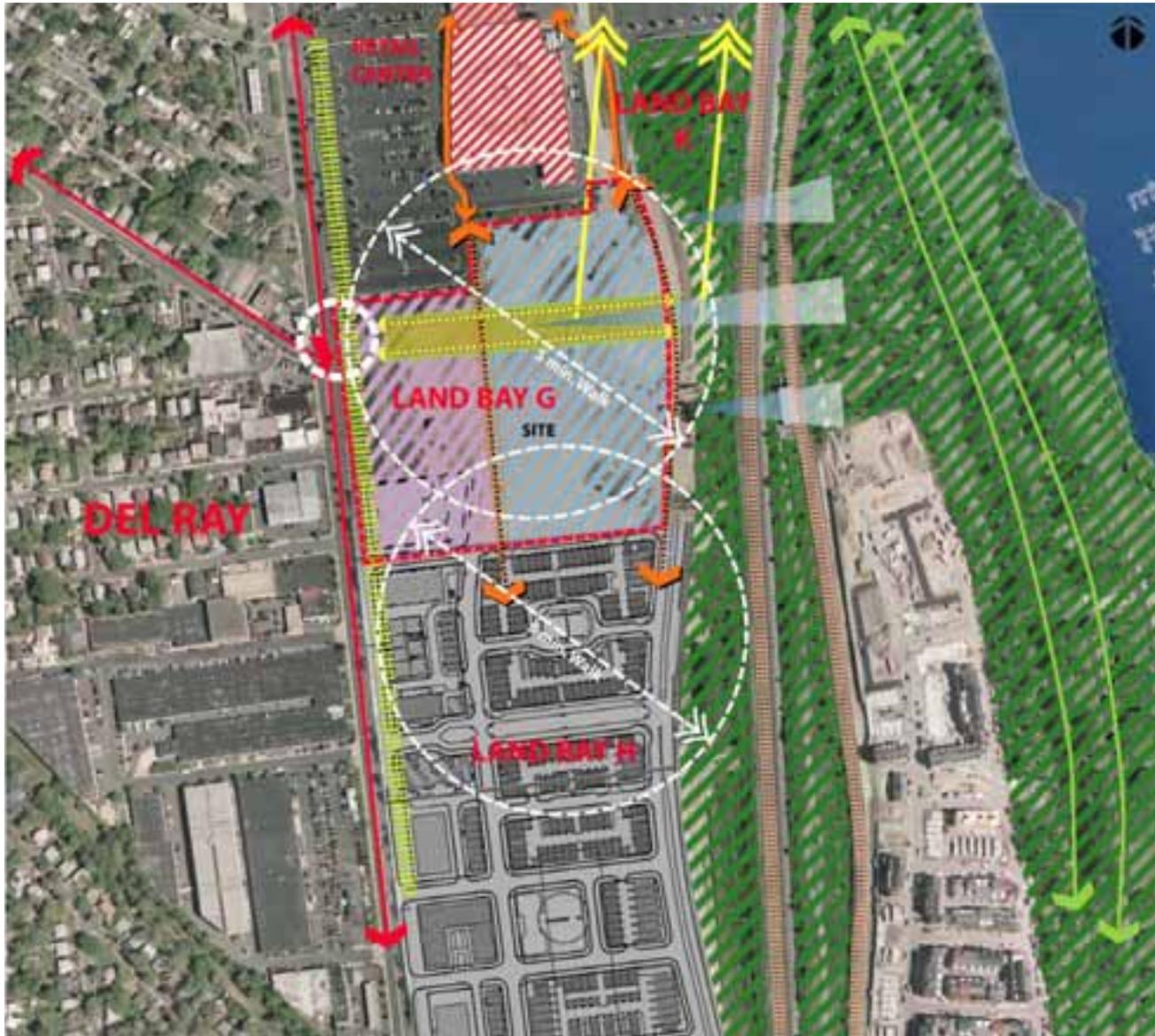
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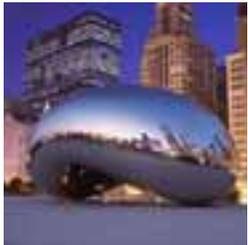
- LANDSCAPED BOULEVARD
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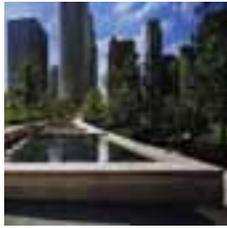
Activity



Landscaping



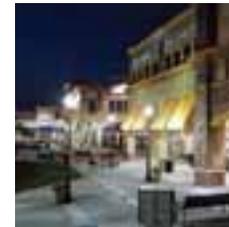
Landscaping - Art



Amenities - Water



Amenities - Shading



Amenities - Seating



Texture

UPSCALE CUISINE



CASUAL SIT DOWN



QUICK CASUAL



GOODS & SERVICES



GROCERY



FITNESS/SPA



Reston Town Center



Shirlington Village



Pentagon Row



Clarendon Commons



Bethesda Row



Top Ten Features of Great Places

POTOMAC YARD TOWN CENTER / AUGUST 2007 / 1

A Safe Place



An Inspiring Place



Top Ten Features of Great Places

A Family Place



POTOMAC YARD TOWN CENTER / AUGUST 2007 / 2

A Romantic Place



A Fun Place



A Comfortable Place



Top Ten Features of Great Places

POTOMAC YARD TOWN CENTER / AUGUST 2007 / 3

A Gathering Place



A Happening Place



A Sustainable Place



A Stylish Place



Top Ten Features of Great Places

POTOMAC YARD TOWN CENTER / AUGUST 2007 / 4

Brand Platform

Target Audience

Who will live, work, and play at PYTC?
What appeals to them?

Competitive Landscape

Who are the competitors in this market?
What are the other options that are available to our audience?

Key Differentiators

Why should our audience choose PYTC?
What does PYTC have to offer that no one else does?

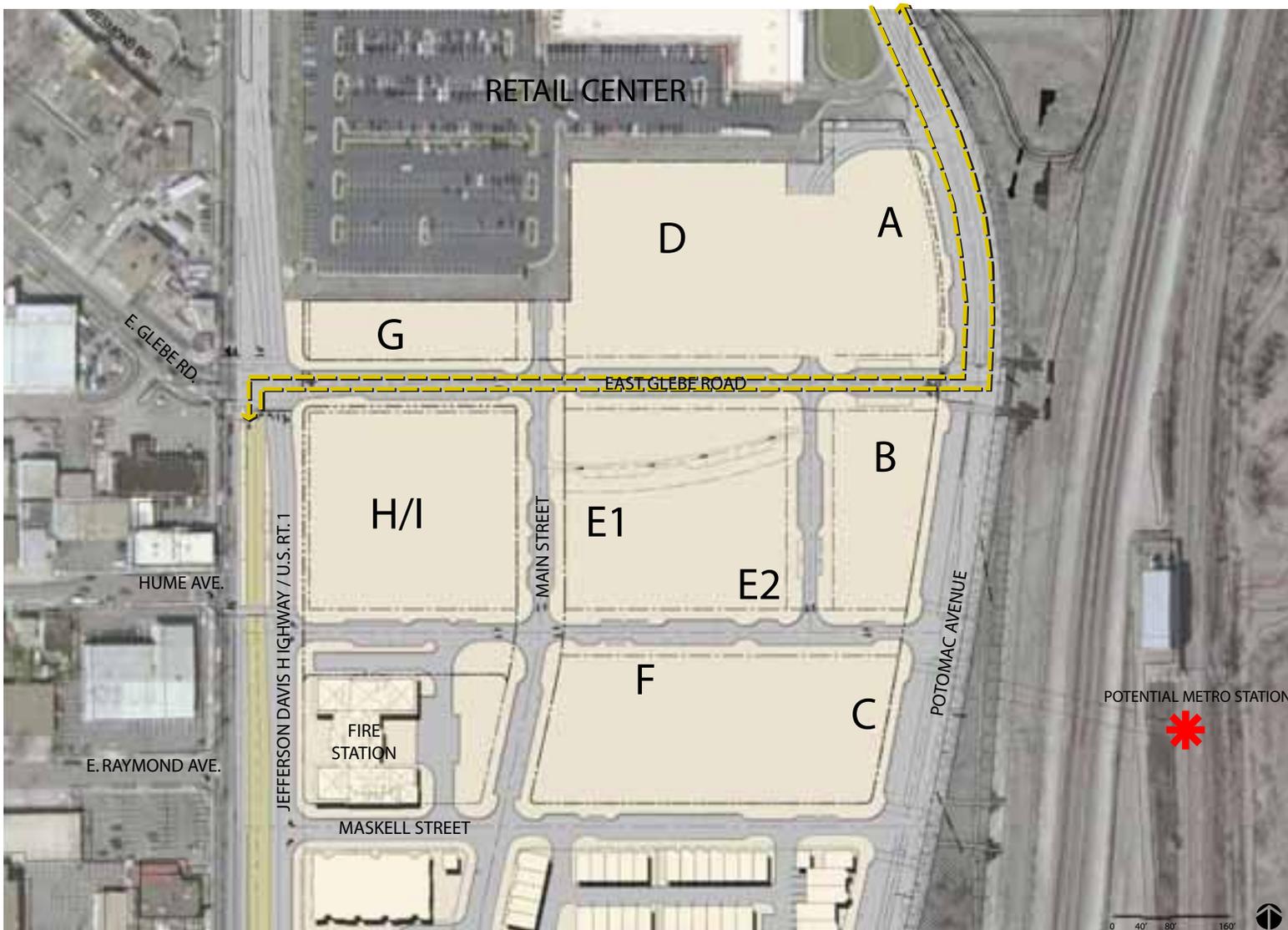
Brand Attributes

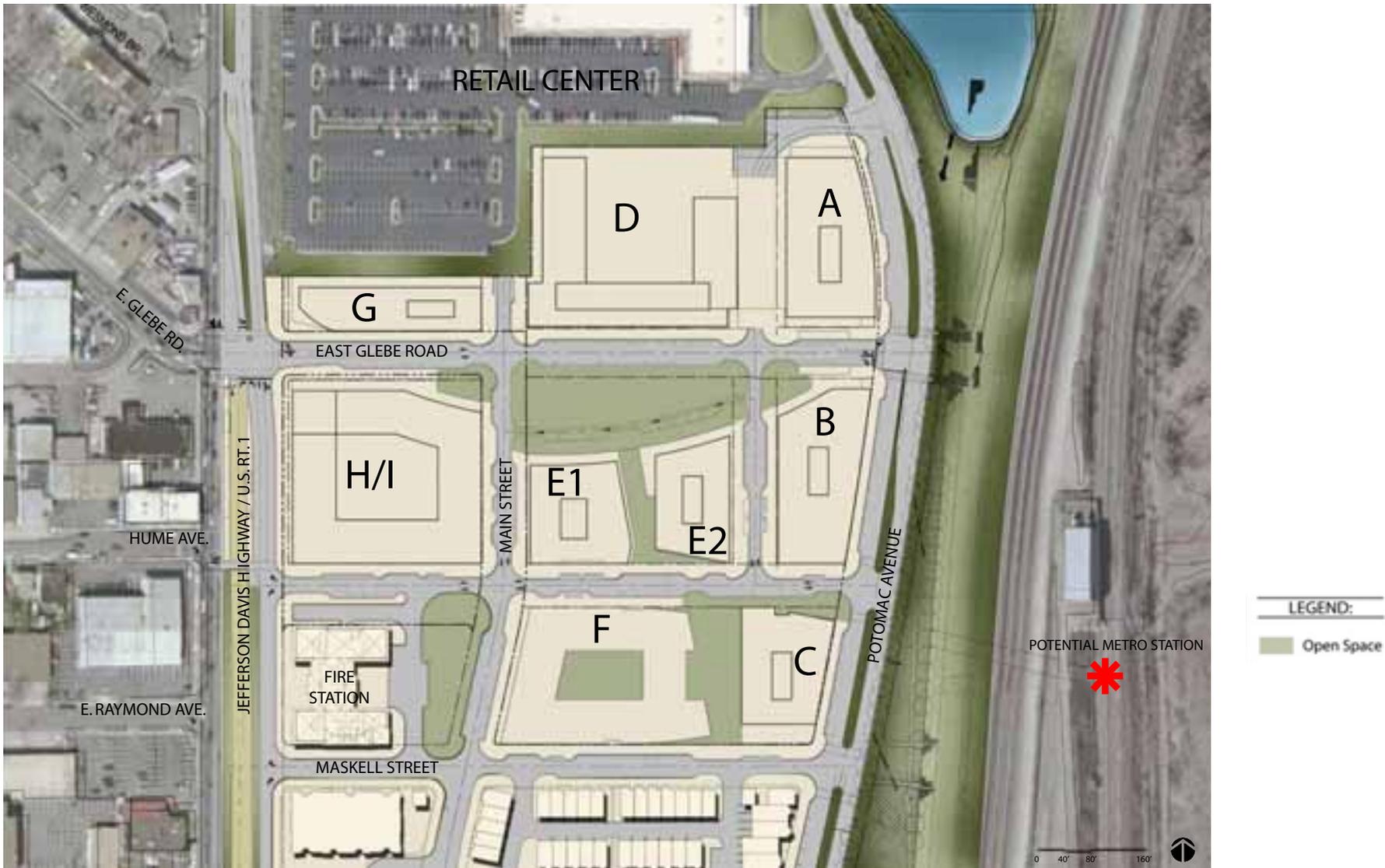
What are the unique characteristics of PYTC?
What are the traits and commonalities that are carried throughout the experience?

Brand Promise

What touches the hearts and minds of our audience?
What unique need does PYTC fill for them?

The brand platform is the foundation for design principles, communication efforts and the visual representation of PYTC.

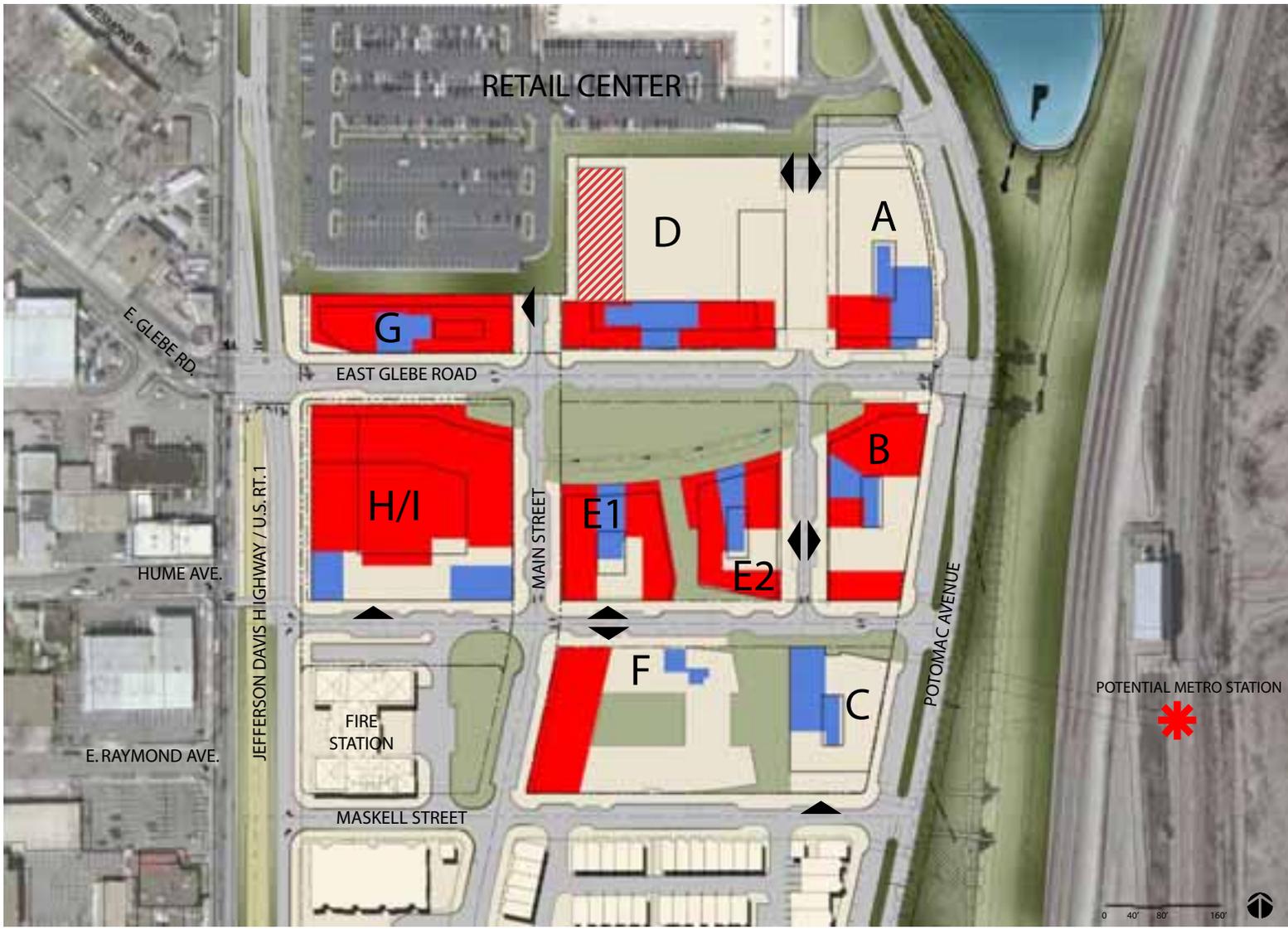






LEGEND:

- * * NODE
- - - - - PRIMARY CIRCULATION
- - - - - SECONDARY CIRCULATION



LEGEND:

- Open Space
- Proposed Retail
- Retail
- Office/Residential/Hotel Lobbies
- Loading



- LAND BAY G**
GENERAL PROJECT AREAS
 Residential = 414 Dwelling Units
 Office = 800,000 sf
 Hotel = 625 Keys
 Retail = 80,000 sf
- BLOCK USE GROUPS**
 Block A: Office / Retail
 Block B: Office / Retail
 Block C: Office / Retail
 Block D: Hotel / Retail / Parking Garage
 Block E: Office / Retail
 Block F: Residential/Retail
 Block G: Hotel / Retail
 Block H/I: Residential / Retail

- LEGEND:**
- Open Space
 - Hotel/Retail
 - Office/Retail
 - Residential/Retail

Coordination Issues

- Extending Main Street to the North
- Block Size along Route 1
- Proposed BRT
- Potential Future Metro Station

