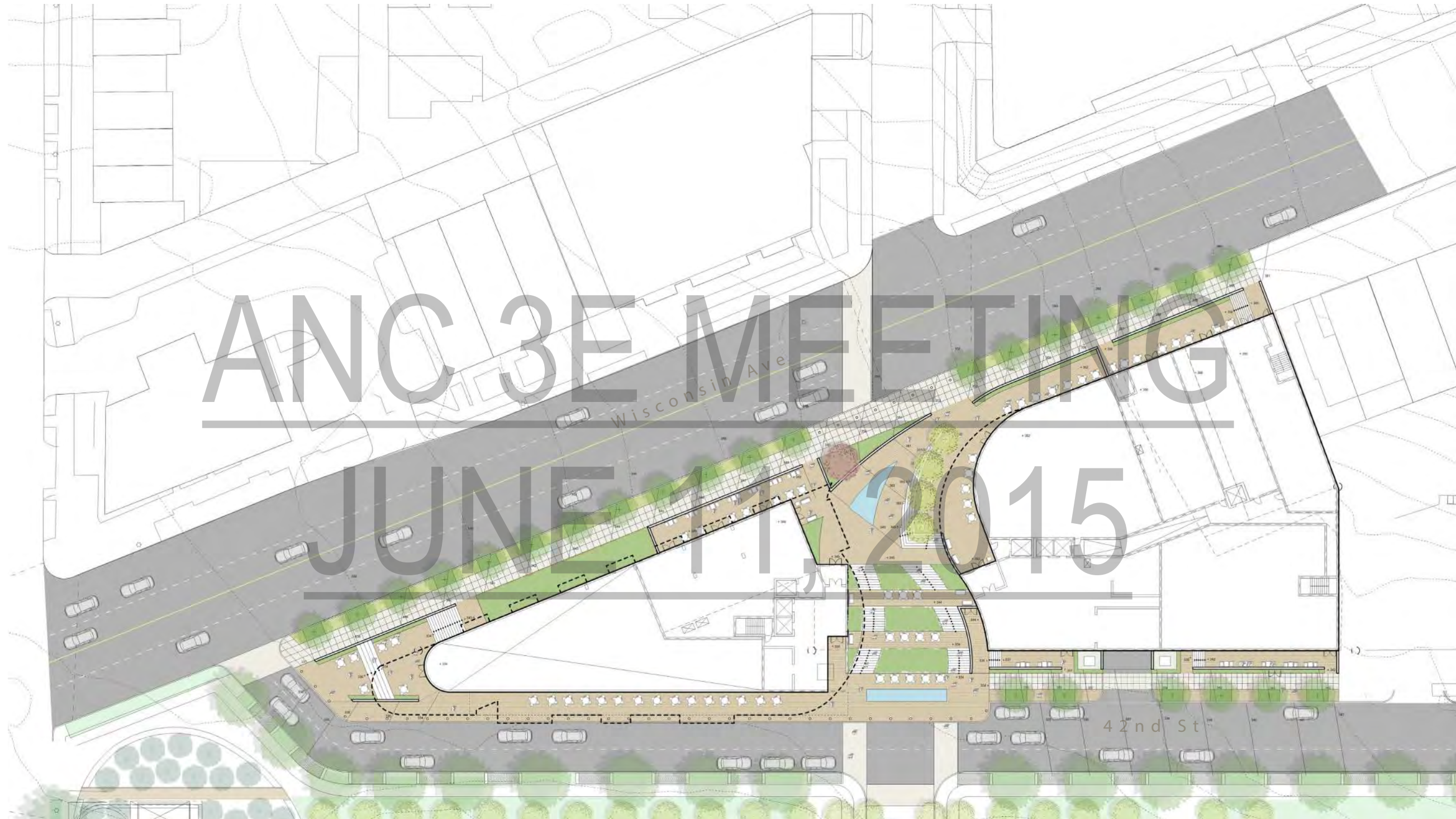


Features: Alternate paving, centralized steps, shortened adjacent seating terraces

N←



Features: Alternative paving, split stairs, long terraces for seating and dining

N←



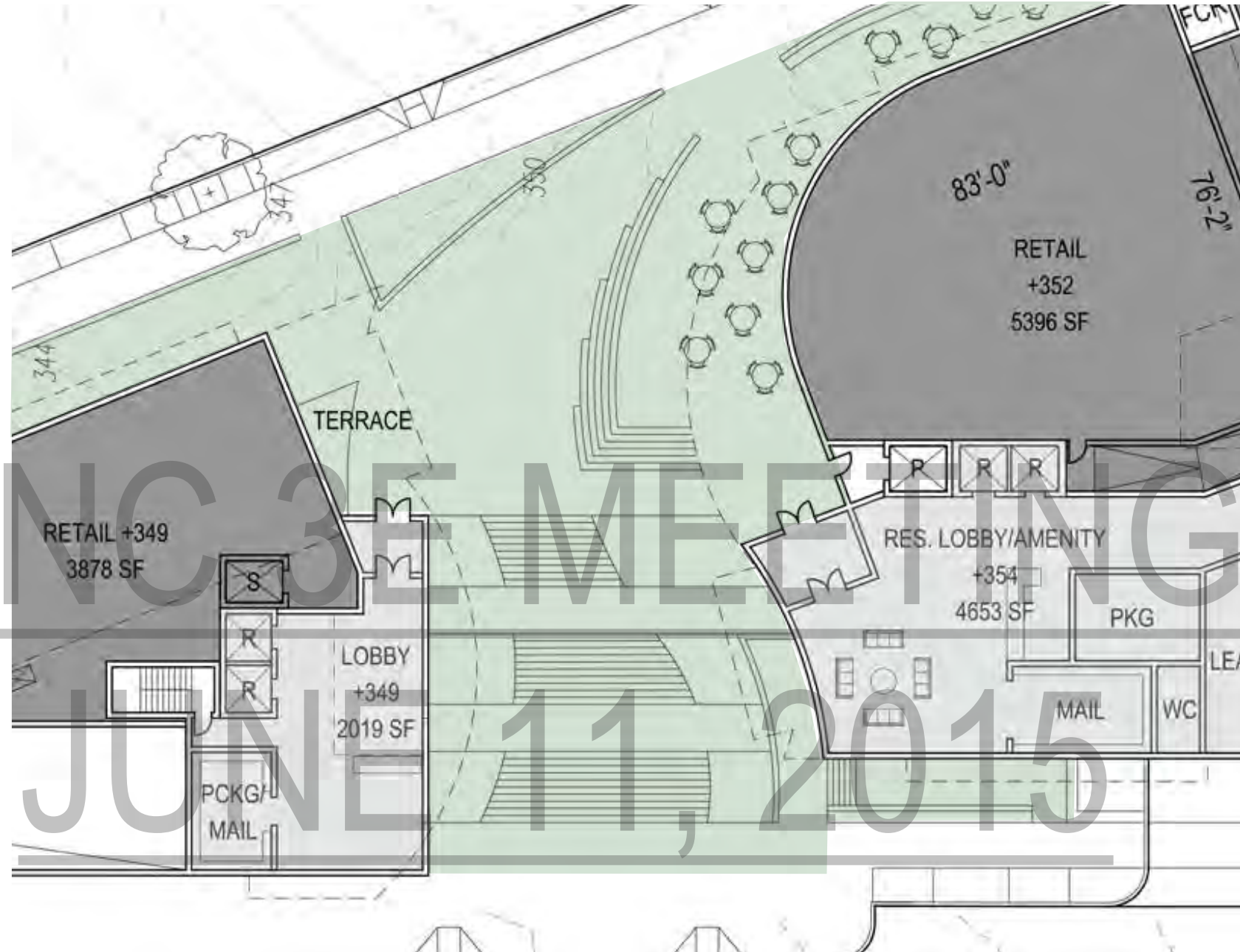
High Line, New York



Plassen Cultural Center, Norway



Granary Square, London



Darling Quarter, Sydney



Museum of Art steps, Philadelphia



Arena District, Columbus

## CREATING A RETAIL DESTINATION: PLACE-MAKING / CIVIC ANCHOR

- According to a report published by the NAIOP, "mixed-use is all about place making. [Defined as] the creation of vibrant, pedestrian-friendly areas with a mix of complementary land uses. In terms of retail, place making means shopping or dining that is about creating an experience. There needs to be a successful integration of open spaces with the buildings. Even though parks and squares do not pay rent, stores near them have increased sales value."\*

\*NAIOP Research Foundation November 2007

- A central, landscaped public stair/plaza creates a clear and unique sense of place, and acts as a neighborhood anchor and gathering point. This type of space will be an asset along the Tenleytown to Friendship Heights retail corridor.
- This civic gathering place will draw patrons thus attracting premiere tenants who will be able to capitalize on the **visibility, foot traffic**, as well as the distinctive, terraced outdoor dining space exclusive to this site.
- Central civic stair/plaza offers an opportunity for retail and socialization to mix. Community events such as farmer or flea market vendors, dining for food trucks who could park along 42nd Street, live music, student art exhibits, film screenings, and other activities can take place in this space.



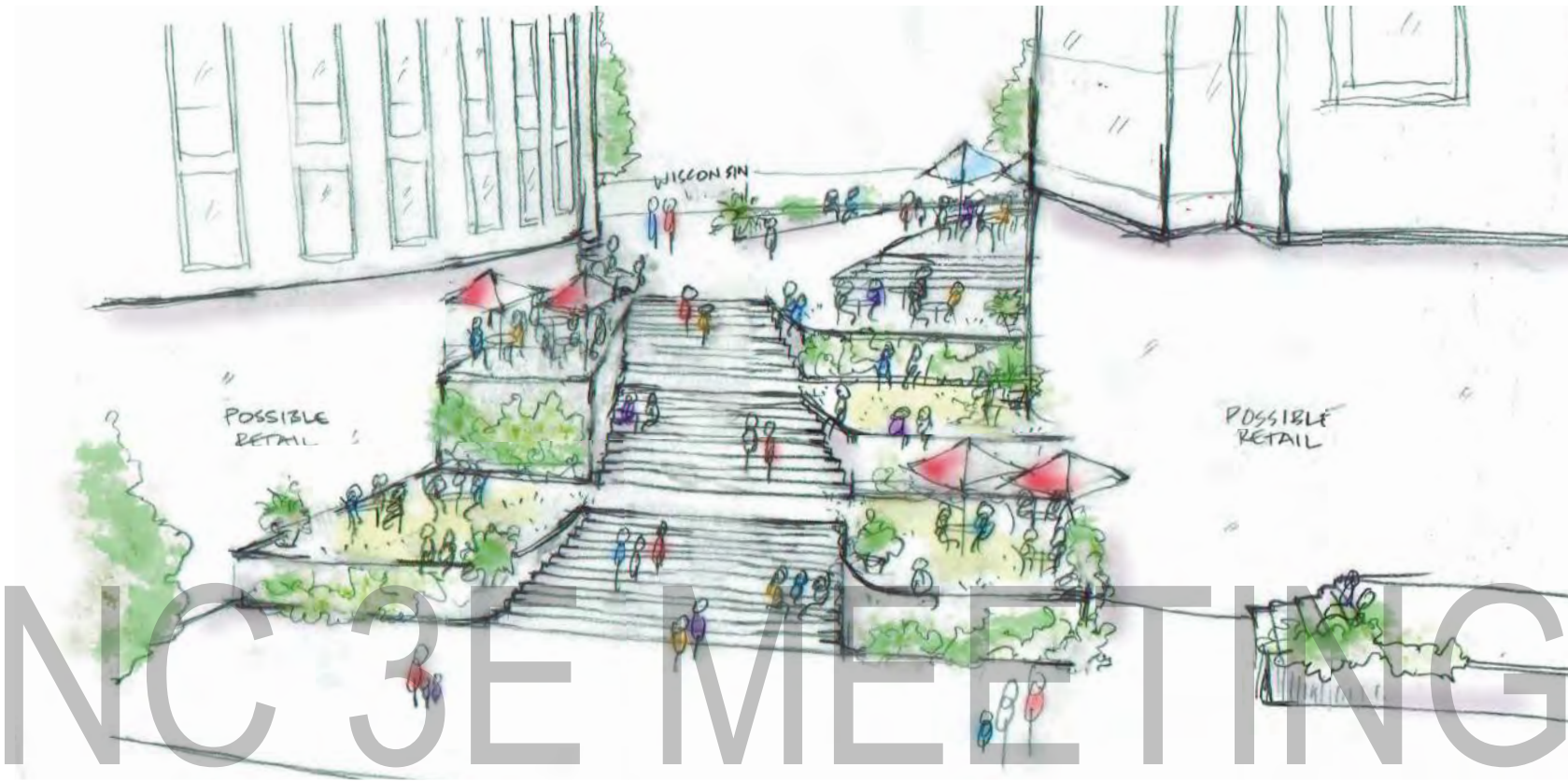
Director Park, Portland



Amazon Campus, Seattle



Metropolitan Museum, New York



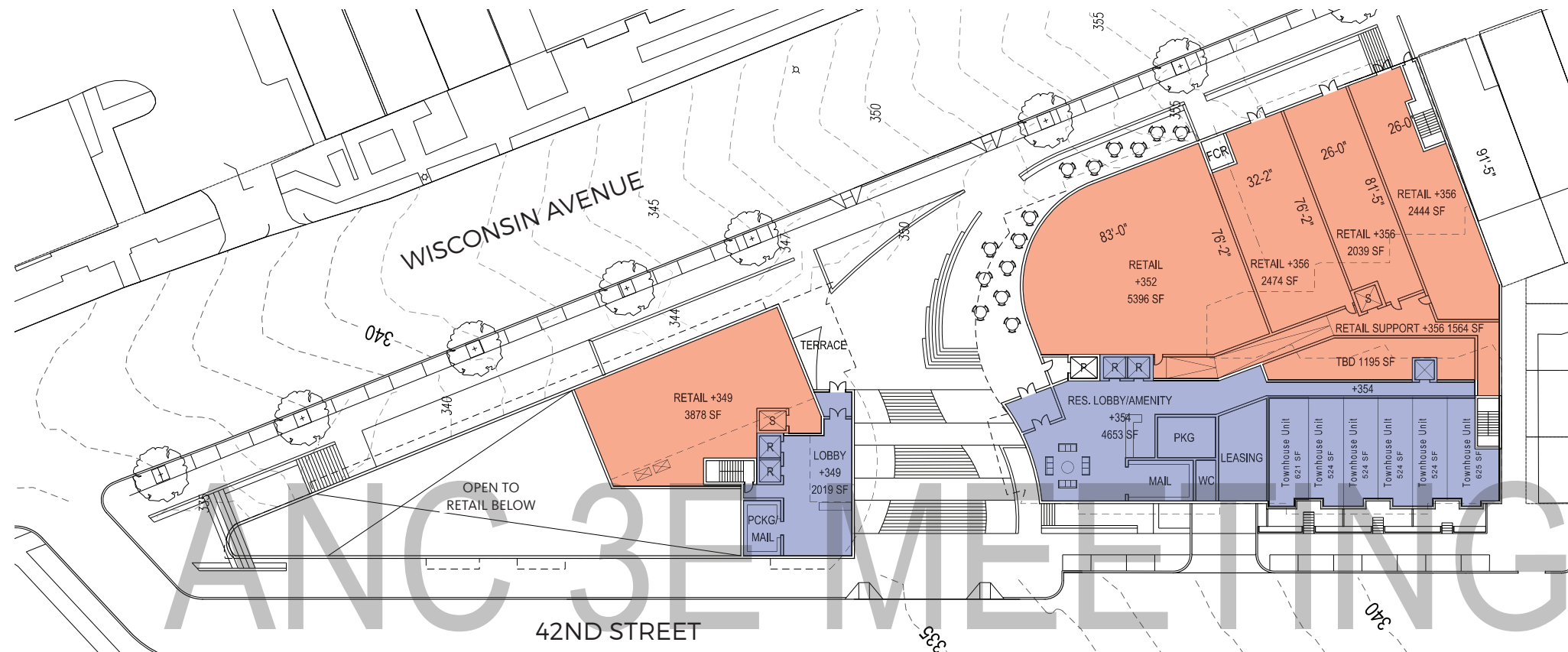
Conceptual view of Plaza from 42nd Street & Davenport Street.



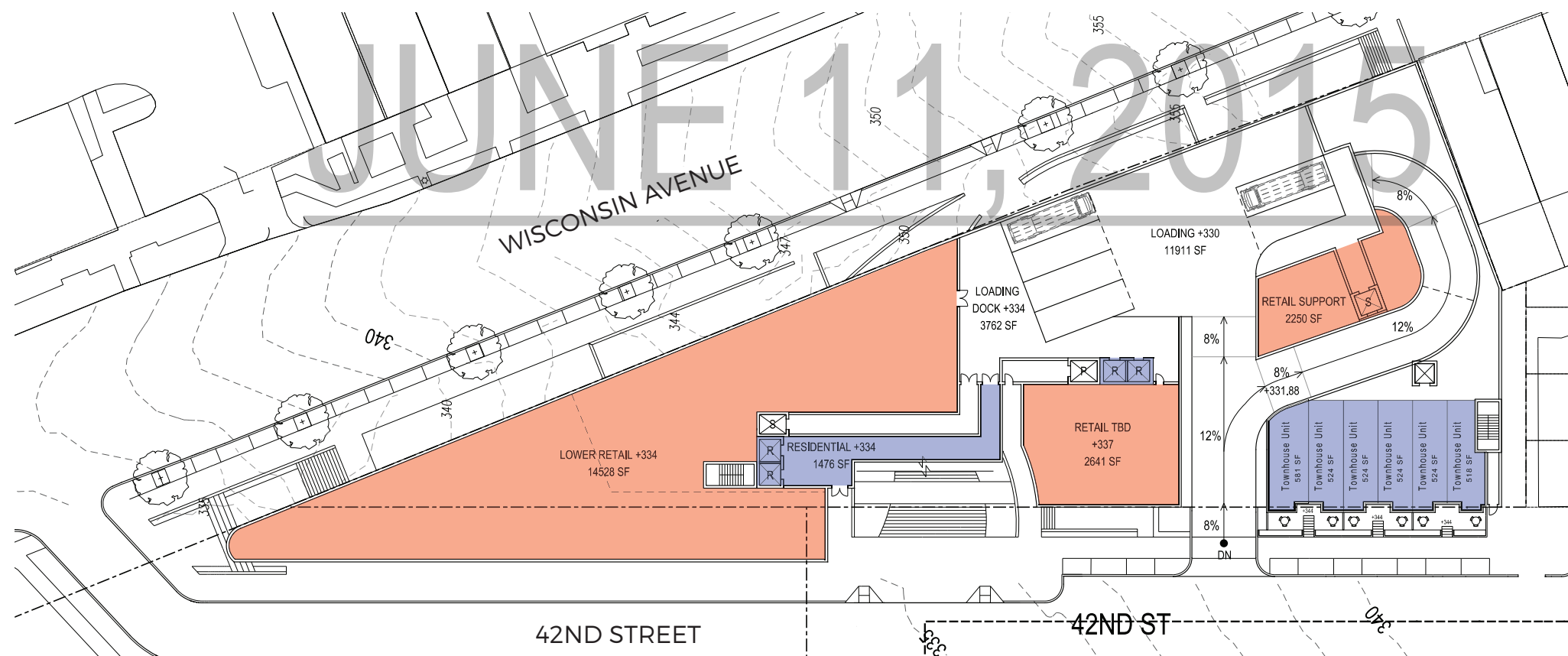
Conceptual view of Plaza from Wisconsin Avenue & Davenport Street.

## CREATING A RETAIL DESTINATION: PLACE-MAKING / CIVIC ANCHOR

- Retail is most successful when accompanied by a great public place, and requires a certain amount of visibility and traffic to work.
- A gracious, terraced stair can create “porches” for the site’s restaurants providing a good sense of place from both the east and west.
- The public plaza creates a much needed East-West visual connection so neighborhood occupants feel comfortable traversing the site without walking an additional 300+ feet north or south. Avoid a super-block.



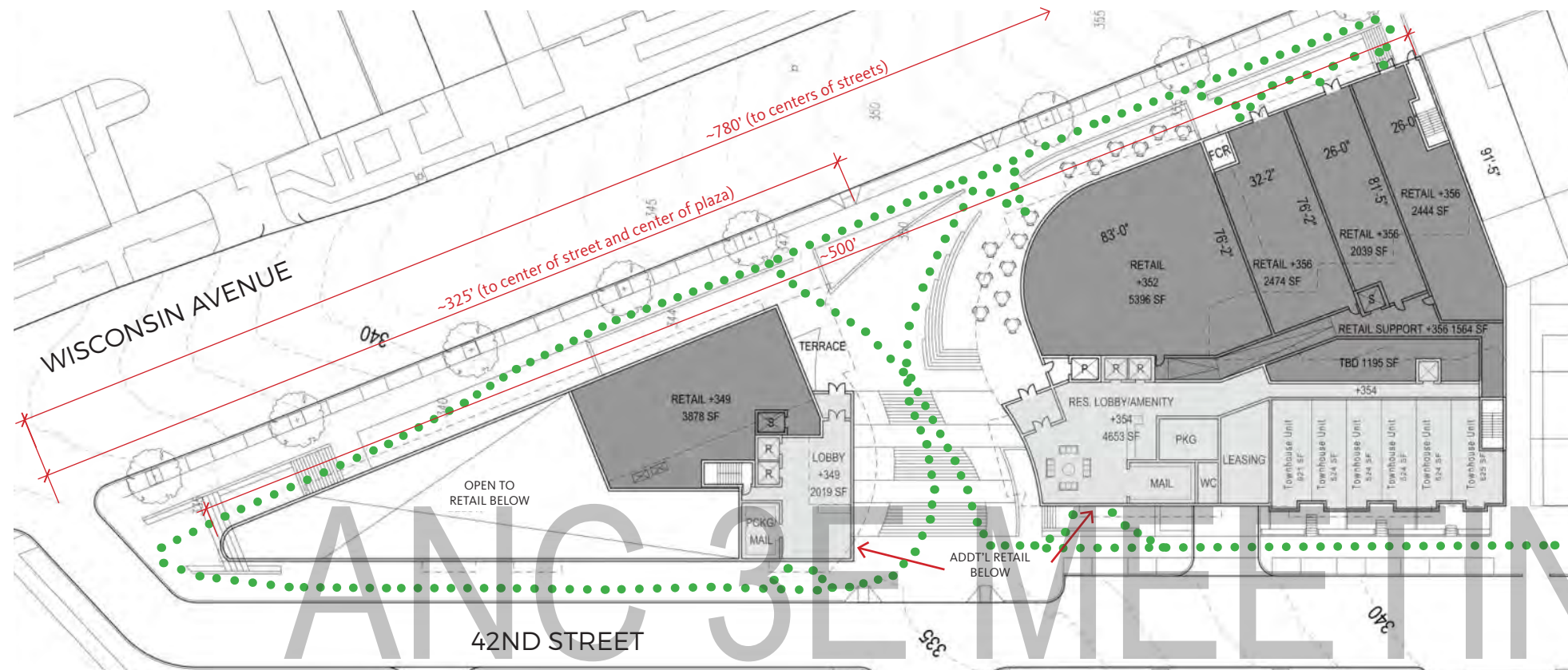
Wisconsin Avenue Retail Level Plan



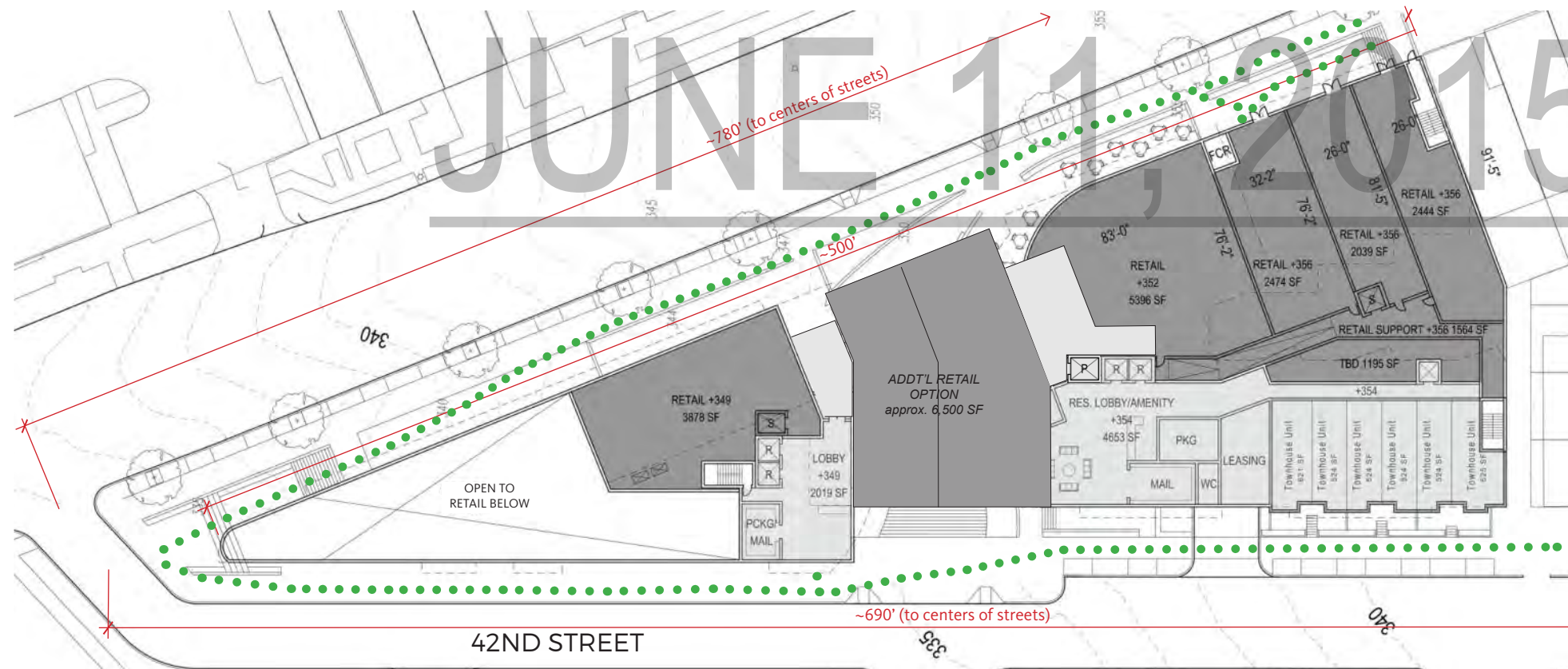
42nd Street Retail Level Plan

## CREATING A RETAIL DESTINATION: NEIGHBORHOOD SCALE

- Retail spaces have been sized and designed to accommodate small to medium scale tenants, draw higher-end sit down restaurants as well as fast casual options. This tenant mix is aimed towards local residents, office/retail workers, and students, and will create a lively and vibrant mix of retailers who are integrated into the community.
- 80 FT: the optimal maximum retail depth for target Tenants.
- Aim to avoid the “big box” style retail so as to create a walkable, diverse, human-scale pedestrian shopping experience, in keeping with the existing scale of the neighborhood. These retail spaces will likely contribute to the enhancement of the retailers directly to the south, which are at the same scale.
- Retail is bi-level and located around the entire perimeter of the site to create an interesting and multi-faceted pedestrian experience. Open space makes the block **permeable**.
- Clustering of retail, residential, and school functions around a central gathering space to attract and engage the community. Stair/Plaza also offers a unique, off-street dining experience while maintaining street and pedestrian visibility. **Retail is more successful when accompanied by great public space.**



Proposed Plan View - Public Plaza & Terraced Stair



Plan View Study - No public Plaza (retail only)

## CREATING A RETAIL DESTINATION: WALKABILITY

- Open stairs cutting through the site provide a physical and visual connection between Wisconsin Avenue retail and 42nd Street retail, as well as to the school and residences.
  - The distance from center of 42nd Street to center of Chesapeake Street along Wisconsin Avenue exceeds 780'.
  - Block sizes of 300-400 feet (or much less) are generally considered "walkable."
- Successful retail traditionally originates from small, pedestrian-friendly blocks, rather than long, unbroken super-blocks. By creating a through-way from 42nd Street to Wisconsin Avenue, the site becomes friendlier and more accessible to pedestrians.
- Small to medium scale retail facades offer a denser, visually vibrant and interesting experience to pedestrians. Retailers face each other across the plaza which creates a more intimate setting.
- Retail dressings will also be required and designed to a pedestrian scale.