

PENN DAW CBC
CHARRETTE RESPONSES
December 20, 2018

PART A: CHARACTER

- Urban, modern and walkable
- Modern aesthetic that melds the style and character from Old Town Alexandria with a contemporary, unique feel that makes Penn Daw a distinct place all its own
- Eclectic, transitional (old town/modern), feel organic/grow over time. Strive for a mix of styles – don't prescribe a formula.
 - Participants said that the DC Wharf and the Mosaic District were good examples for Penn Daw to emulate.
- High-end streetscape design and high quality building materials
- Green space activities (except for the park reserve) will be fairly active and center on street life activities given the anticipated urbanity of Penn Daw.
- Green spaces in the streetscapes and plazas are important- this is specifically true along Richmond Highway and in the bow-tie plazas.
- Strong desire for complete streets:
 - Emphasize wide sidewalks with good pedestrian buffers
 - Include high visibility pedestrian crossings with visible signage. This is specifically important for pedestrian access to the future BRT station.
- Things should be designed with low-maintenance materials that are durable and timeless.
- Active programming focus around BRT, taper down as development moves away from the BRT station (when including passive park space)
- The look and feel of Penn Daw needs to appeal to multiple generations and have spaces that everyone can enjoy. How will the development in Penn Daw look in 50+ years? Focus on authenticity and timeless building design that is not dated or prescribed. Designs should be community driven.

CHARRETTE FINDINGS | PART B : VISUAL PREFERENCE SURVEY

PENN DAW CBC

EXHIBIT	MOST LIKED IMAGES	MOST DISLIKED IMAGES	TRADITIONAL	TRANSITIONAL	MODERN	
ARCHITECTURAL CHARACTER			● : 4 ● : 1	● : 3 ● : 2	● : 4 ● : 8	
STREETSCAPES-PAVING			● : 4 ● : 2	● : 2 ● : 10	● : 5 ● : 0	
STREETSCAPES-FURNISHINGS			● : 5 ● : 0	● : 3 ● : 2	● : 4 ● : 12	
STREETSCAPES-WAYFINDING & SIGNAGE			● : 2 ● : 4	● : 1 ● : 3	● : 9 ● : 6	
STREETSCAPES-GREEN FEATURES			FORMAL/TRADITIONAL		INFORMAL/NATURALISTIC	
			● : 11 ● : 2		● : 3 ● : 8	

INPUT DURING CHARRETTE

● LIKE ● DISLIKE

■ PREFERRED

PART B: VISUAL PREFERENCE OF DESIGN ELEMENTS

Architectural Character:

Likes: Eclectic, varying, human-scaled, transitional architecture that incorporates greenery

Dislikes: Too much (and) too little fenestration. Blocky/cold buildings

Streetscapes – Paving:

Likes: Modern, neutral, simple paving, low maintenance, mostly liked grey pavers and concrete but also some warmer tone pavers, good sidewalk area/width is important

Dislikes: Bricks or small pavers that are tripping hazards and hard to maintain

Streetscapes – Furnishings:

Likes: Comfortable, durable, inviting seating that incorporates wood

Dislikes: Uncomfortable, flimsy, low-lying, hard seating

Streetscapes – Wayfinding & Signage:

Likes: maintainable, simple, understandable, locally-driven, flexible banners and on-pavement wayfinding

- Desire for seasonal, community driven signage (rather than prescribed)
- Branding: there should ideally be an organic development of identify over time
- Kiosk: High-tech/intentional versus more intuitive design – preferences for both were expressed in the group

Dislikes: Large, intrusive, intricate, permanent, corporate, complicated, digital kiosks and wayfinding

Streetscapes – Green Features:

Likes: Rectilinear, clean, organized, colorful plantings, good stormwater management features are important to be incorporated

- For streets with on-street parking: include buffer/swing zone between cars and pedestrian area so people aren't stepping on the landscaping/plants

Dislikes: High-maintenance, pedestrian-blocking, zig-zagging, wild plantings

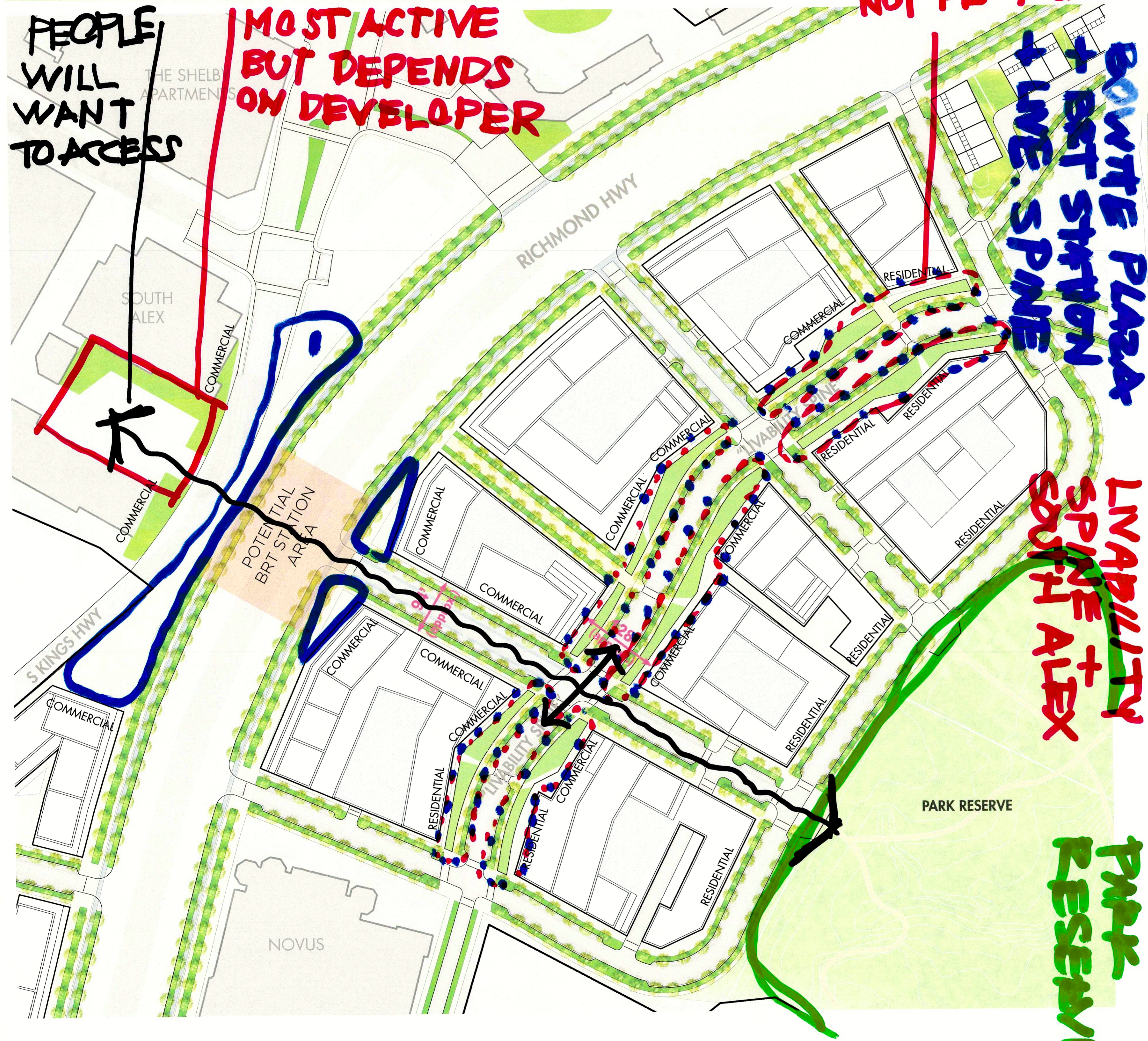
PART C: OPEN SPACES / PARKS | PENN DAW CBC : OPEN SPACE NETWORK

ACTIVE
MEDIUM
PASSIVE

OPEN SPACE NETWORK INCLUDES "LIVABILITY SPINE" - THE CHARACTER DEFINING STREET WITHIN THIS CBC

QUESTION 1: Identify which open spaces should have passive, medium, or active types of uses. [Label on the drawing]
 When determining the level of activity (active to passive) consider the adjacent uses, such as: is the open space adjacent to commercial or residential uses on the ground floor of the adjacent building? How close is the space to the BRT station? How close is the space to existing residential communities?

QUESTION 2: Identify the images (from the materials handout) that best match the general types of desired activities for these open spaces. Feel free to suggest others that are not on the list.
 [Affix images from 'Materials M1 and M2' beside the activity areas on the plan]



PART C: OPEN SPACES AND PUBLIC REALM

- **Bowtie Plaza/BRT splayed plazas/South Alex Plaza** (mostly medium activity due to space constraints) should include (in no particular order):
 - Eclectic design including a variety of design and programming
 - More greenery and trees in Bowtie Plaza, in addition to proposed Richmond Highway streetscape improvements, to buffer pedestrians and absorb traffic noise. Emphasize creating a green space that is high quality, cozy, homey, and clean.
 - Water features were also desired to mediate the impacts of traffic noise.
 - Formal bikeshare stations, bike repair facilities, bike lockers and covered/secured bike parking for private bikes
 - Public Wi-Fi
 - Embedded or adjacent coffee shops for riders to patronize while waiting for BRT
 - Ample seating and shade for people to linger or wait for the BRT
 - Soft and hard buffering to protect pedestrians from the cars (applicable to all public spaces)
 - Dedicated space for events like movies nights or tree lighting ceremonies (if possible)
 - The space fronting Rt.1 at South Alex should not be used for parking lot/garage, but should provide open space/plaza
- **Livability Spine** (a mix of medium to active programming throughout the length of the road) should include (in no particular order):
 - Space for events – such as farmer’s markets
 - Locate farmers market on livability spine (Church Street in Vienna mentioned as an example of a parallel street used for events and closed off to cars during events)
 - Flexibility for realizing the space and adjusting over time, and locating events accordingly
 - Allow flexibility to close the roadway for larger events because there aren’t too many unobstructed open spaces in Penn Daw that could accommodate large gatherings. Most suggested activities that were too big for linear parks (active list) unless the road is temporarily closed for an event
 - Little free libraries
 - Life size games
 - Splash pads
 - Food trucks
 - On-pavement wayfinding
 - Fitness stations
 - Café seating
 - How can we accommodate kids play area? Locating play structures (instead of typical play grounds) may be more appropriate in this area because of space constraints (group noted that this is a problem facing other urban development such as Mosaic, and this would make the development better attract and retain a wide range of demographics) - ties into the idea about staying in the area for a long time instead of aging/growing out of the development AND having the space designed for multiple generations and with diversity in mind
 - Noted some activities (in the image handout) such as basketball court and playground are not applicable to livability spine because of spatial constraints (this is a general concern facing Penn Daw since most of the park spaces that can be activated/used have small footprints)
- **Park Reserve** (a space for passive activities) should include (in no particular order):
 - Trails/walking paths
 - Play structures/swings/climbing structure

- Gazebos
- **Streetscapes & new grid streets** should include (in no particular order):
 - Pedestrian-focused connection between the BRT station and the Park Reserve should be provided.
 - Materials that convey a modern (yet warm) feel.
 - Pre-cast concrete would be a good material application. Avoid pavers that would create tripping hazards. Larger paver sizes would help with this.
 - One type of paver and one paving pattern throughout all of Penn Daw's sidewalks.
 - Furnishings of a transitional style that incorporates wood with metal. Wood is more inviting and comfortable- it's softer, and doesn't overheat or freeze during extreme weather.
 - Alternative materials to asphalt- materials such as concrete or painted asphalt help reinforce that the space isn't only for cars and that cars should slow down for pedestrians/bicyclists which would make the roads safer and more friendly
 - Plantings (but should not look too wild). Flowers are great, but maintenance and pedestrian accessibility can't be compromised.
 - Simple wayfinding that focuses mostly on banners that speak to the identity of Penn Daw. With smart phones, people don't really need specialized wayfinding.
 - Strive for organic/grassroots wayfinding as opposed to top down (rigid) wayfinding.
 - Avoid digital kiosks. They're very high maintenance, intrusive, take up space for pedestrians, and don't really fit with the overall character of Penn Daw.