



SWBID
SOUTHWEST BUSINESS
IMPROVEMENT DISTRICT

LandDesign.
CREATING PLACES
THAT MATTER.

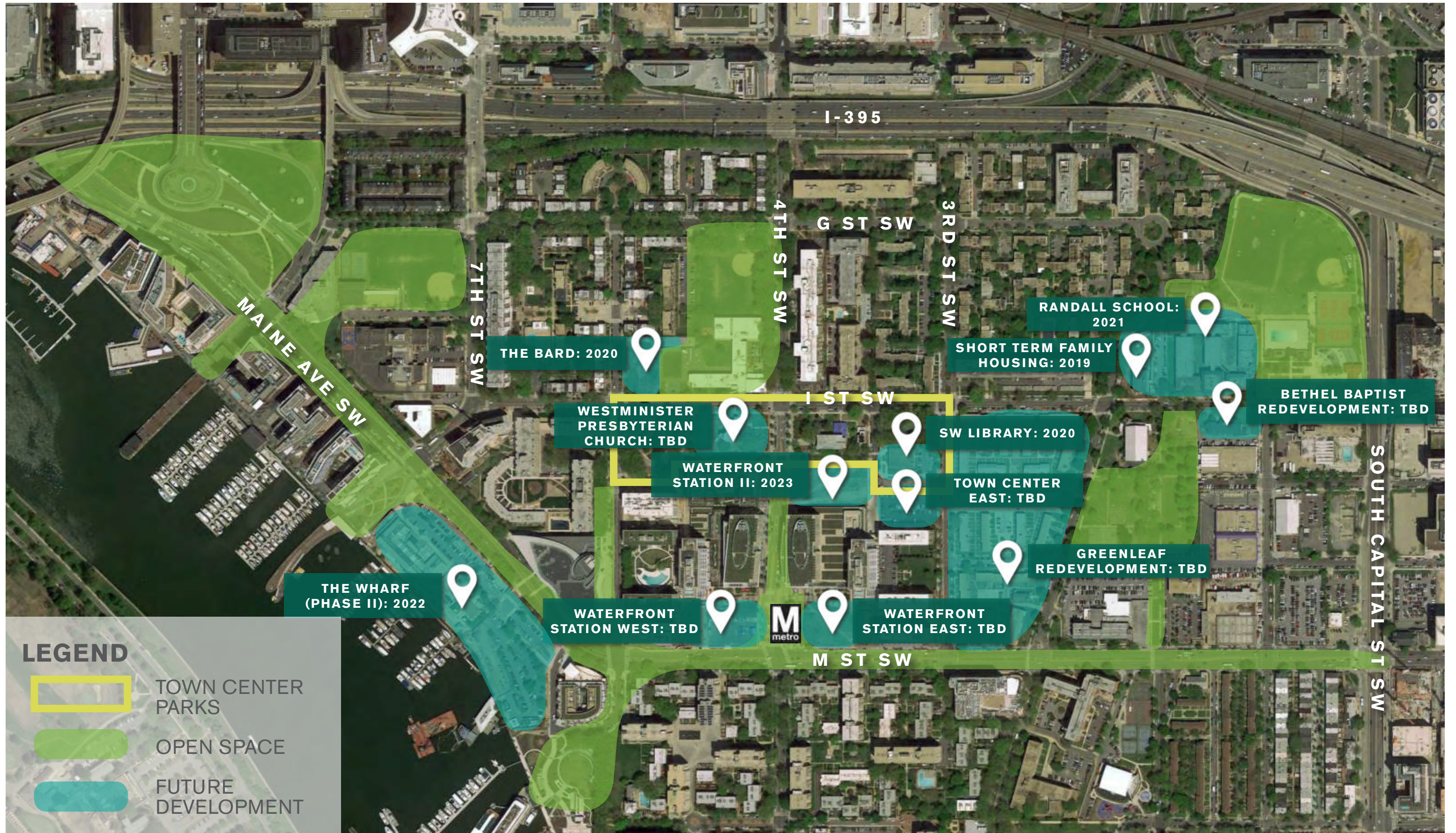
TOWN CENTER PARKS VISION PLAN

VISION / MASTER PLAN

▪ Friday, June 21th, 2019 ▪



SITE LOCATION & CONTEXT



LEGEND

- TOWN CENTER PARKS
- OPEN SPACE
- FUTURE DEVELOPMENT





TOWN CENTER PARKS VISION PLAN • OPEN SPACE CONTEXT: THE MISSING LINK

PN 2018100 | 06.21.2019 | SOUTHWEST BUSINESS IMPROVEMENT DISTRICT



A photograph of an outdoor patio area with a brick surface. In the foreground, there are two wooden rocking chairs and a wooden bench. A person is standing in the middle ground, partially obscured by the teal overlay. The background shows a large building and trees. The entire image is overlaid with a teal gradient.

EXISTING CONDITIONS & ANALYSIS

RESEARCH & ANALYSIS

A variety of documents were reviewed to gain an understanding of the current policies and regulations affecting the site, including the following DC Government and independent reports:





- Climate Ready DC (Nov 2016);
- DC Cultural Plan (Mar 2019);
- DC Public Space Activation & Stewardship Guide (Dec 2018);
- DDOT M Street / Southeast-Southwest Transportation Planning Study (Dec 2012);
- DC Comprehensive Plan (2011);
- Existing Tree Inventory Survey;
- moveDC, DC's Multimodal Long-Range Transportation Plan;
- Resilient DC;
- Southwest Neighborhood Plan (July 2015);
- Sustainable DC Plan and 2.0 Plan (2013 / 2019);
- SW Library Construction Documents;
- SW Library Final Community Presentation (Sept 2018);
- Town Center Parks Report by Wallace, Roberts and Todd (Aug 2015);
- Town Center Parks Report by Wallace, Roberts and Todd (Dec 2007);
- Vision Zero; and
- Current and pending development plans within the BID boundaries.

SITE ANALYSIS

EXISTING CONDITIONS

Currently, open spaces are disconnected and act as separate experiences. There is no clear pedestrian or vehicular arrival experience or linkage that brings these spaces together. There are several pedestrian portals that bring users into and through spaces, such as the east-west sidewalk connection, however they are not clearly identifiable from the main thoroughfare, 4th Street SW.

LEGEND


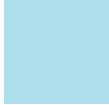

-  VEHICULAR ROUTE
-  PRIMARY SIDEWALKS
-  EXISTING SITE PORTAL
-  POTENTIAL SITE PORTAL



INTERIM FARMERS MARKET & PERFORMANCE STAGE LOCATION



LEGEND

-  TOWN CENTER PARKS
-  FUTURE PLANNED REDEVELOPMENT BUILDING
-  FUTURE REDEVELOPMENT AREA

SUMMER

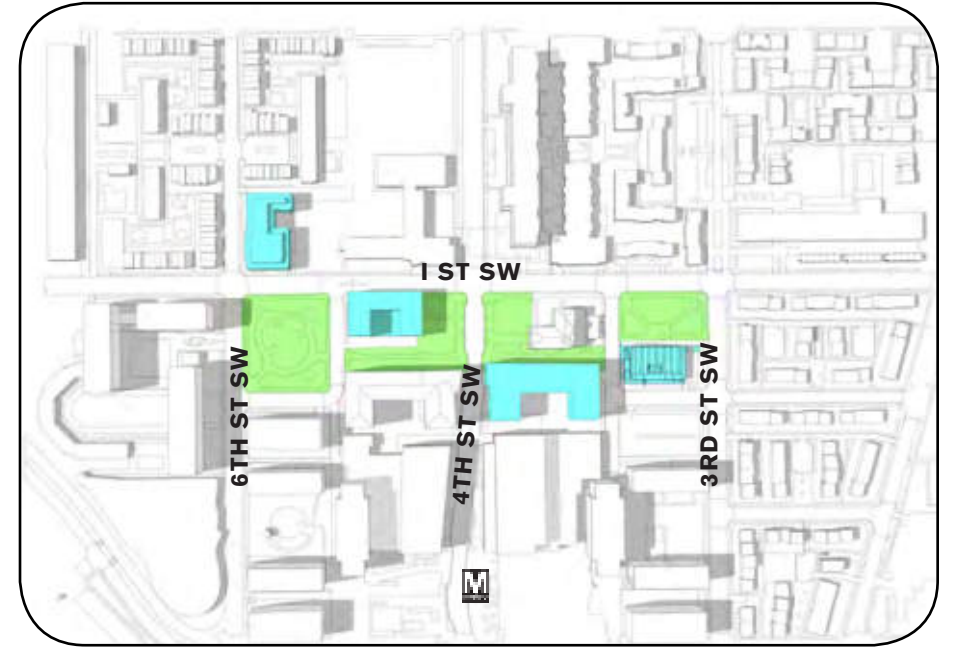
9AM



12PM



3PM



WINTER

9AM

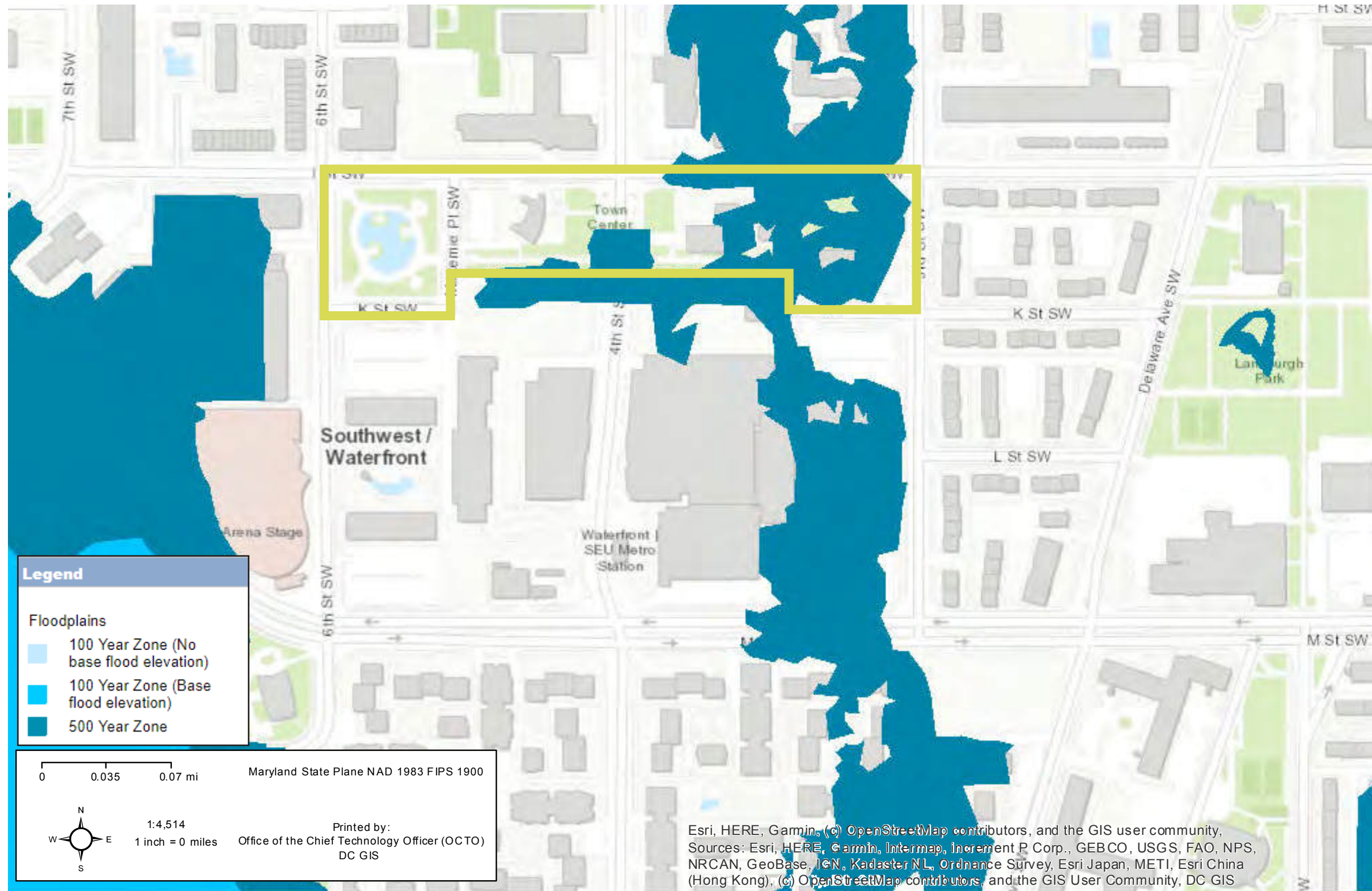


12PM



3PM





TOWN CENTER PARKS VISION PLAN ▪ AREA FLOOD MAP

PN 2018100 | 06.21.2019 | SOUTHWEST BUSINESS IMPROVEMENT DISTRICT



LandDesign.

COMMUNITY ENGAGEMENT



GREATER DUCK POND VISION PLAN SOUTHWEST, DC • PROJECT AREA MAP

LandDesign

COMMUNITY ENGAGEMENT PROCESS

ADVISORY GROUP MEETINGS

Held 3 meetings with an advisory group comprised of ~28 Southwest DC community members including representation from SWBID, DGS, and DPR.

COMMUNITY OUTREACH EVENTS

Hosted Events:

April 13th booth @ Farmer's Market
May 3rd booth @ MarketSW
May 15th booth @ Waterfront Metro
May 19th booth @ Duck Drop

PUBLIC AWARENESS INSTALLATION

A two-week site-specific art installation informed the public about the project.

SURVEY

Conducted a survey about current site use and desired improvements through social media, newsletter, and in-person outreach.

ONLINE OUTREACH

Induced montly updates on status of vision plan via an online newsletter, reaching approximately 1,500 community members and provided regular project updates via social media channels.

PRESS

Featured articles in community newspapers the Southwester and Hill Rag.

SW NEIGHBORHOOD MAILER

Mailed postcard to approx. 7,000 residents soliciting feedback on draft vision plan.

CONTINUED EFFORTS

Continue to provide updates via the webpage (www.swbid.org/towncenterparks), newsletter, and social media channels.

WHAT WE'VE HEARD

Prioritize the pedestrian

- 4th Street as a pedestrian-friendly corridor
- Wayfinding and multimodal connectivity
- Prioritize pedestrian safety and security
- Multi-generational and pet-friendly

Community togetherness

- Strengthen SW's distinct community identity
- Celebrate diversity through art and inclusive design
- Provide flexible spaces for both small and large community events and performances
- Recreational opportunities for kids of all ages
- Year-round activation

Design for resiliency

- Showcase the Southwest Duck Pond as an ecological feature
- Utilize sustainable design techniques

Infrastructure improvements

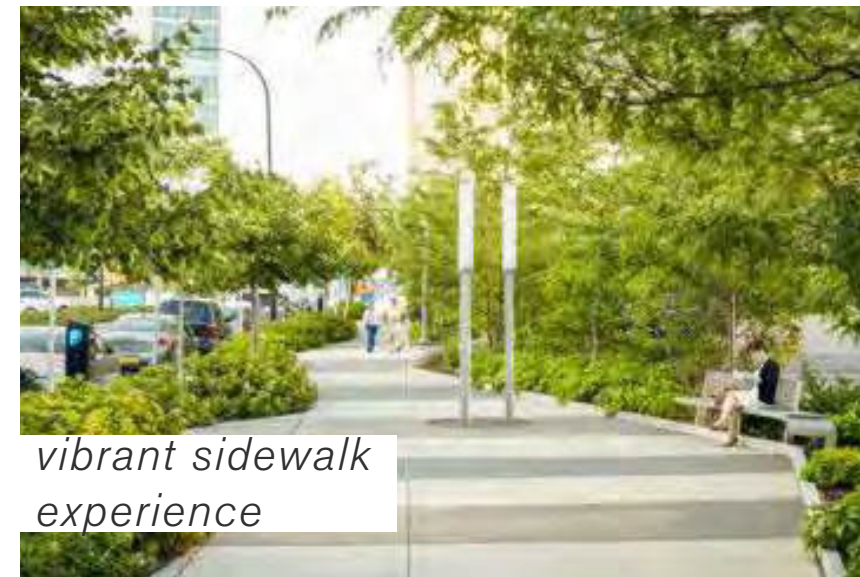
- Repairs and renovations to the Southwest Duck Pond
- Lighting, hardscape, and site furnishing refresh



multi-modal



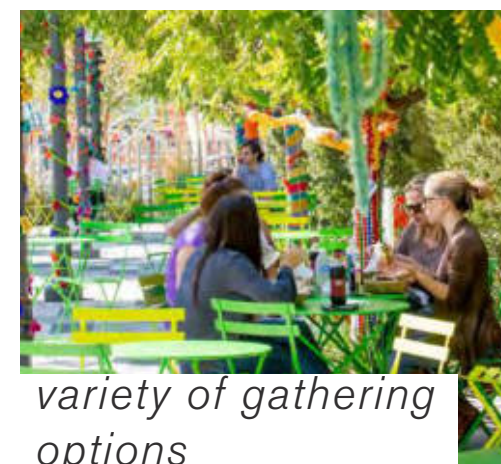
active day and night



vibrant sidewalk experience



bring family and friends together



variety of gathering options



bioretention

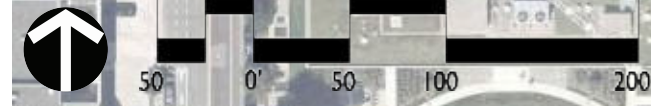
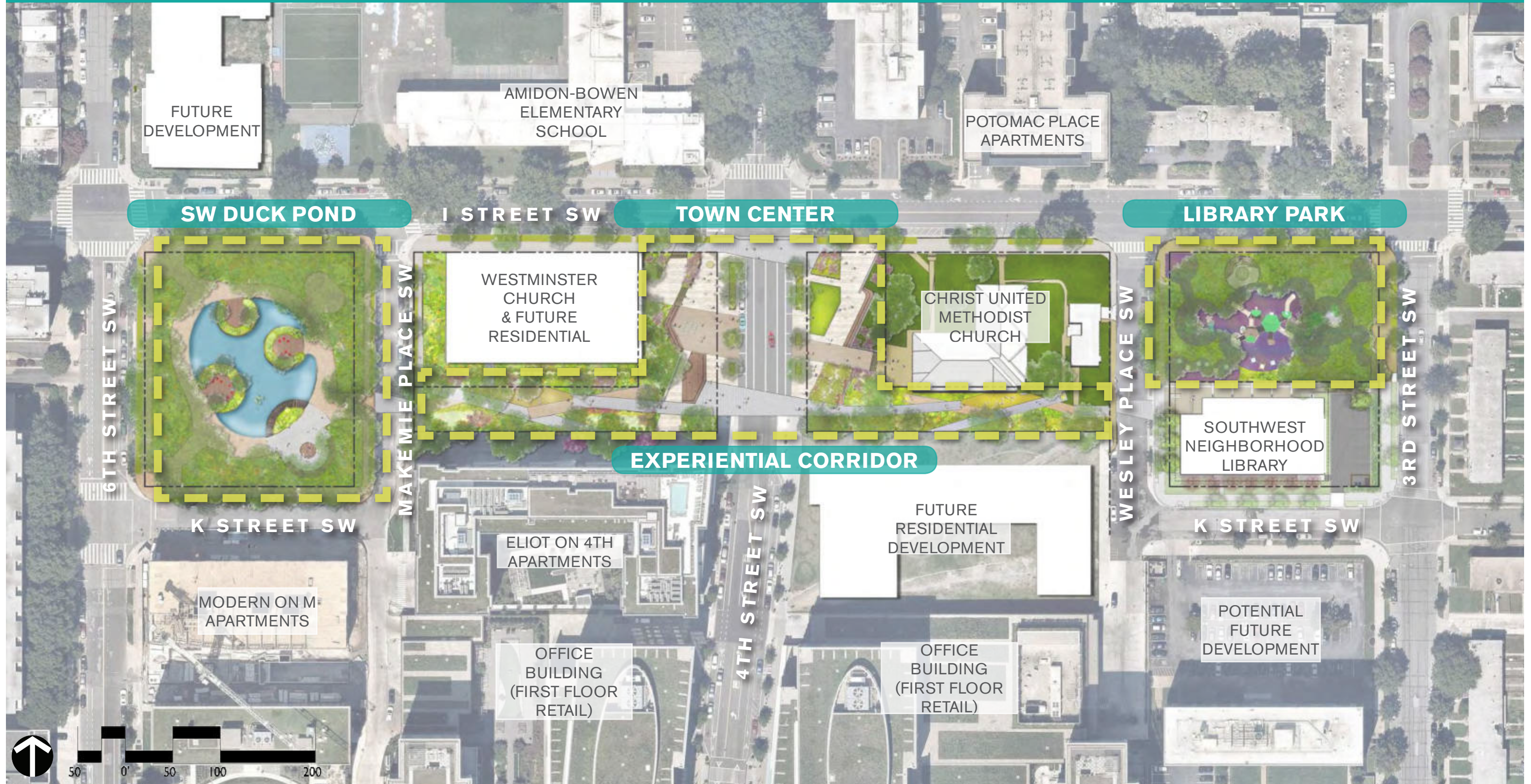
An architectural rendering of a park scene, overlaid with a semi-transparent teal color. The scene depicts a central pond with a wooden walkway and several ducks. People are shown walking, sitting on benches, and playing in the park. The background features large trees and a building. The text "OVERALL VISION & MASTER PLAN" is written in white, bold, sans-serif font on the left side of the image.

OVERALL VISION & MASTER PLAN

TOWN CENTER PARKS

A LINEAR PARK EXPERIENCE

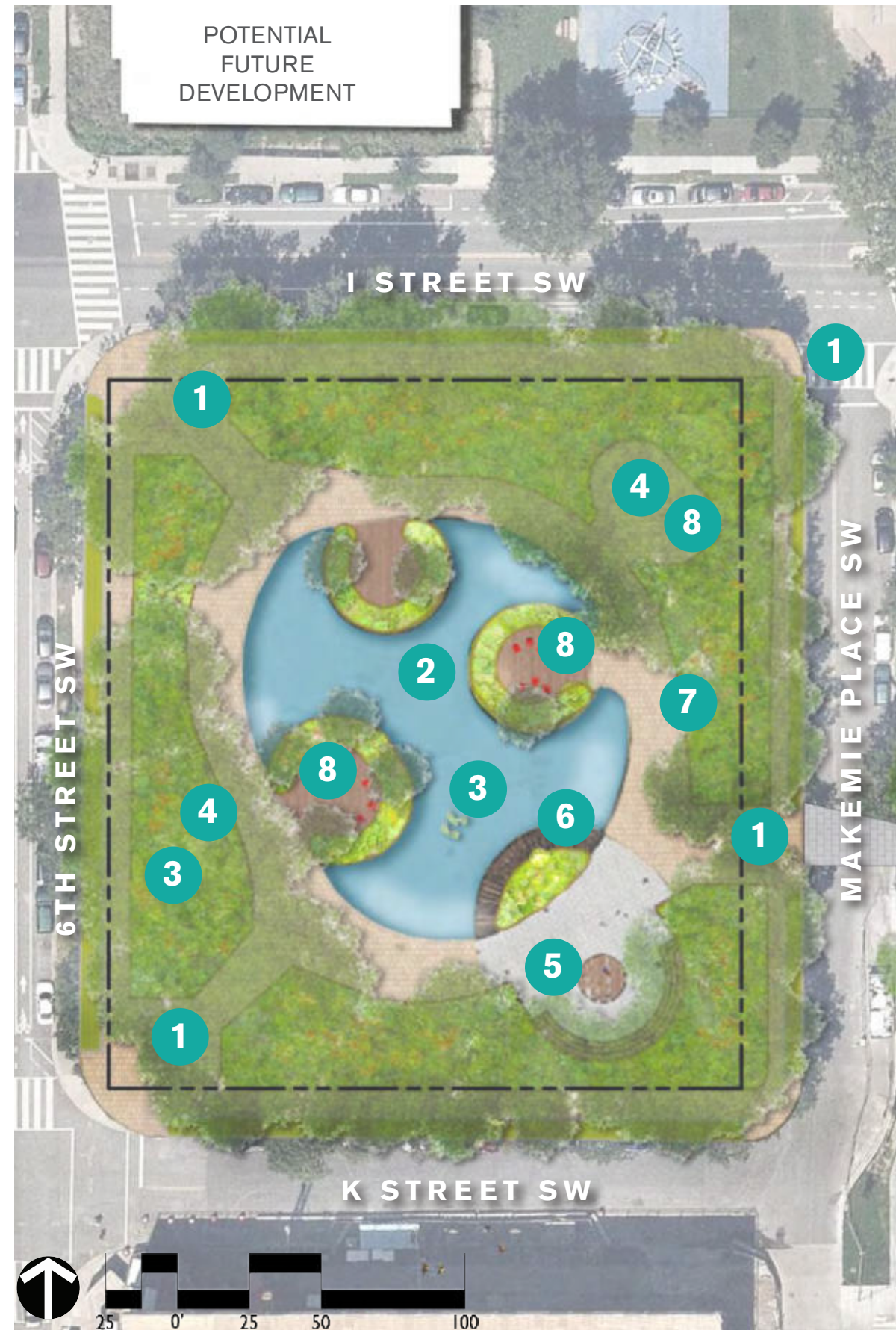
By linking each open space into a larger neighborhood framework, this concept aims to build a sense of community pride. Each space serves a different function for play, relaxation, and connectivity, while a cohesive materiality ties them together to distinguish Southwest DC.



SW DUCK POND PRESERVE AND MODERNIZE

This concept celebrates this hidden gem by preserving and enhancing its ecological function. The design maintains the park's original intent as a lush garden oasis while providing enhanced opportunities for education, programming, and community events.

CHARACTER IMAGERY



PROGRAM

- 1** ENTRY GATEWAY
 - photo op moment / entry marker
 - connect to Arena Stage
 - connect to elementary school
 - enhanced crosswalk connections
- 2** POND ENHANCEMENTS
 - infrastructure repairs and pest control
 - encourage interaction with water
 - re-shape island rip-rap/ plantings
- 3** ECOLOGICAL FOCUS
 - enhance habitat with creation of new duck island
 - insect hotels / habitat creation
 - pollinator planting and understory replanting
 - preserve mature trees with selective removal of under-performing trees
 - solar-power charging stations for working outdoors
- 4** EDUCATIONAL ELEMENTS
 - using art to inspire curiosity and educate (i.e. animal art, duck footprints in pavement)
 - interactive elements that promote environmental awareness
 - plant ID markers and educational signage
- 5** SMALL AMPHITHEATER & STAGE
 - small gathering space / outdoor classroom
 - seasonal programming
- 6** BOARDWALK "BRIDGE"
 - feature bridge w/ central sensory planting bed to highlight ecology and act as site attraction
- 7** ENHANCED LIGHTING
 - encourage evening use
 - opportunity to supplement existing lighting with colorful lighting
- 8** SEATING AND GATHERING SPACE
 - picnic / cafe tables
 - variety of group and individual seating options
 - raise existing sunken terrace and cover with wood boardwalk to enhance accessibility



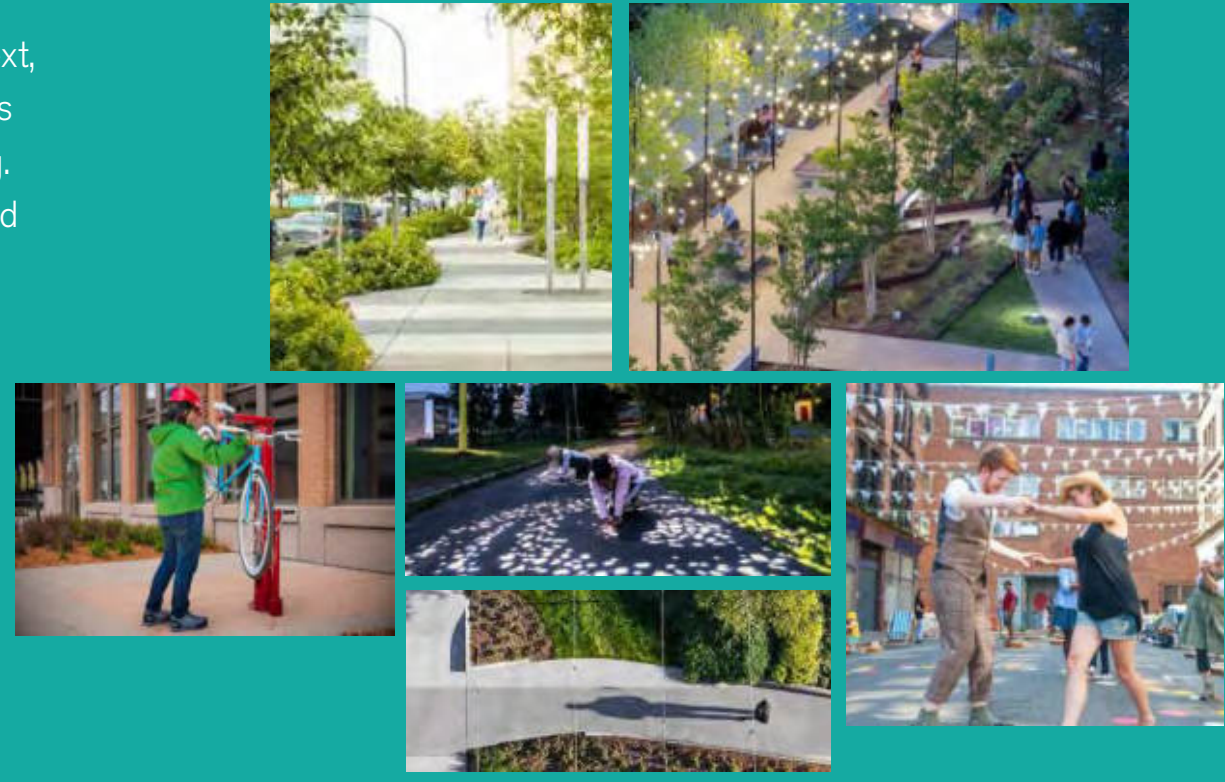


EXPERIENTIAL CORRIDOR

A PEOPLE STREET

Providing the “front porch” experience in an urban context, the corridor is a pedestrian-focused street that promotes interaction, celebrates culture, and encourages lingering. Designed as a linear park, unique elements are scattered throughout the path to create moments of play, respite, and shared experiences.

CHARACTER IMAGERY



PROGRAM

- 1** WAYFINDING
 - placemaking portal / entry marker
- 2** MURAL INLAY
 - cultural arts
 - historic timeline
- 3** SUSTAINABLE GREENWAY
 - stormwater management showcase
 - native plant material
 - preserve existing mature trees
- 4** PLAYFUL ELEMENTS
 - game tables (i.e. ping pong)
 - colorful seating
 - art elements
- 5** MULTI-MODAL
 - pet and commuter friendly (pet waste stations, bike racks, bike repair kit, water fountains)
 - adult fitness stations
- 6** ENHANCED LIGHTING
 - encourage evening use / safety
 - playful lighting for an all-day experience



TOWN CENTER PARKS VISION PLAN ▪ EXPERIENTIAL CORRIDOR VISION

PN 2018100 | 06.21.2019 | SOUTHWEST BUSINESS IMPROVEMENT DISTRICT

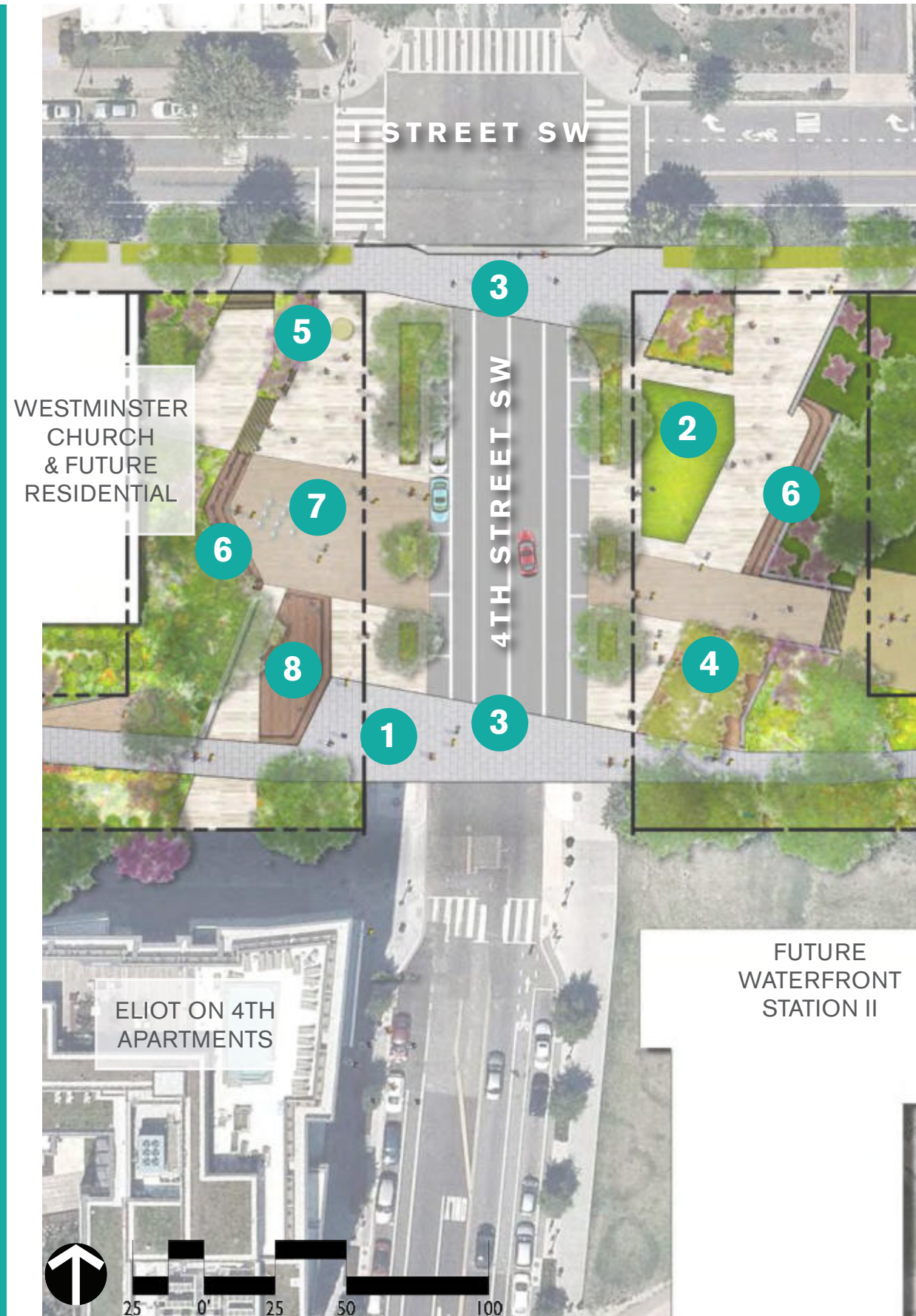
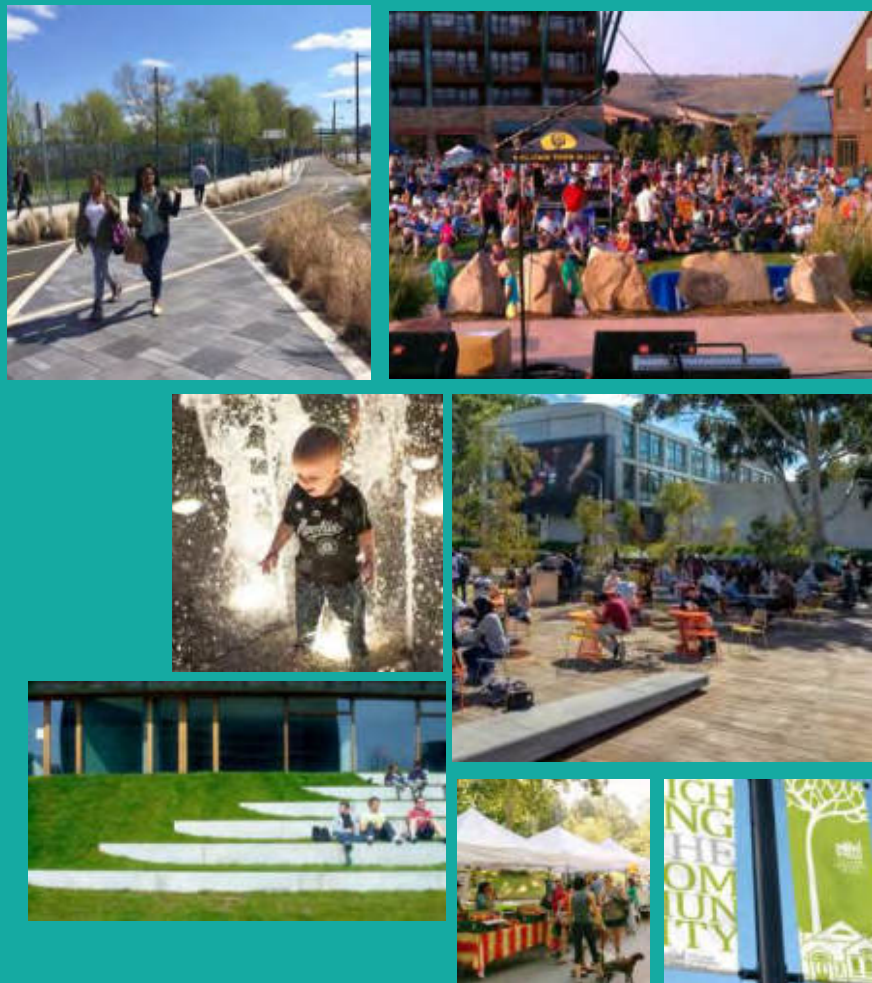


TOWN CENTER

A VIBRANT CORE

Creating a branded corridor, bookended by the metro plaza, that cultivates community pride and celebrates the diversity of Southwest DC.

CHARACTER IMAGERY



PROGRAM

- 1** WELCOMING ARRIVAL
 - distinct SW DC signage & wayfinding
 - branded hardscape, lighting, and site furniture
- 2** MULTI-PURPOSE EVENT SPACE
 - multi-purpose hardscape and lawn space for farmer's market, craft fair, holiday festival, and pop-up commerce
- 3** PEDESTRIAN-FRIENDLY STREETScape
 - "tabletop" crosswalk with enhanced paving
 - bioretention planters, bike racks, and benches
 - corridor extension to Waterfront Metro
 - potential to close a portion of 4th Street SW for seasonal community events (i.e. jazz festival, food truck festival)
- 4** SEATING AND GATHERING SPACE
 - moveable cafe tables
 - pop-up vendors
- 5** MONUMENTAL ART
 - vehicular-scaled site marker
 - potential for rotating public art display
- 6** TERRACED SEATING
 - pull back existing seat walls to create a large central gathering area
 - take advantage of existing grade change with stepped seating
- 7** WATER FEATURE
 - potential pop-jet water feature
- 8** STAGE
 - built-in event stage with semi-permanent shade structure



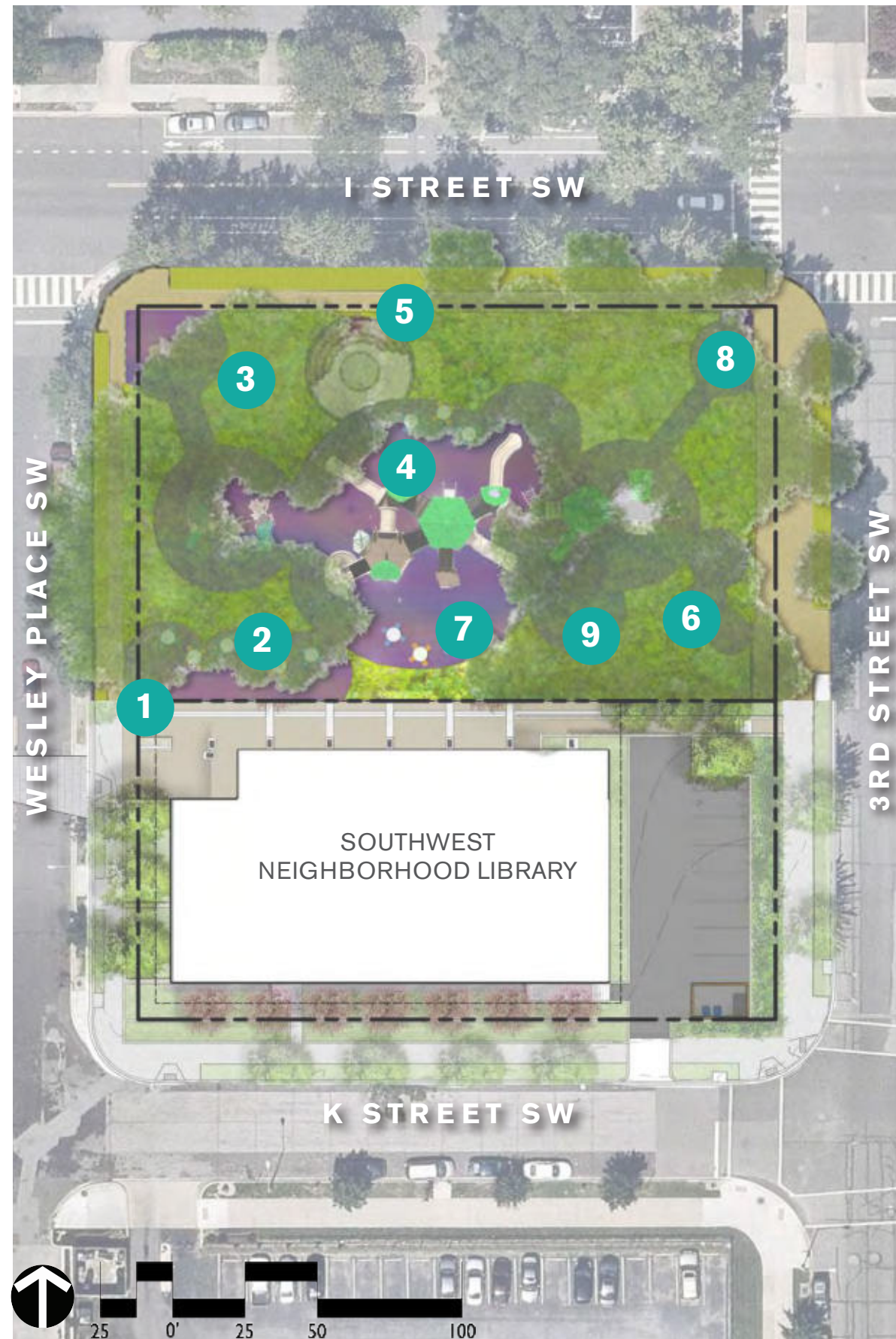


LIBRARY PARK

PLAYGROUND AS DESTINATION

The proposed design for Library Park includes a variety of play elements and programmable spaces that expand on the site's existing play elements. With its close relationship to the SW Library, this park promotes learning and togetherness by building a playscape destination that encourages discovery and sparks the imagination.

CHARACTER IMAGERY



PROGRAM

- 1** ENTRY GATEWAY
 - “pedestrians first” placemaking portal
 - strong connection to SW Library front porch
- 2** LENDING LIBRARY
 - storytime
 - comfy seating
- 3** EDUCATIONAL PLANTING
 - sensory plantings
 - learning opportunity
 - butterfly garden
- 4** EXPANDED PLAY
 - play opportunities across entire parcel
 - age-specific play equipment
 - structured and unstructured play
- 5** SMALL AMPHITHEATER
 - theatrical and musical performances
- 6** NATURE PLAY
 - ropes course within existing trees
 - interweave nature and play
- 7** USABLE HARDSCAPE
 - hop scotch
 - jump rope
 - trike track
 - programmable event space (i.e. book fair, coffee chat)
- 8** MURALS ON PAVEMENT
 - community engagement
 - art opportunity
- 9** COVERED PAVILION
 - gathering space with communal tables
 - shade pavilion for picnicing
 - library event space (i.e. reading club, craft fair)





PROGRAMMING & OPPORTUNITIES

Proposed types of public art



existing public art location at 6th & I



themed sculpture



interactive lighting



temporary exhibits



wayfinding



cultural and historic art



music and art performances



gateway feature



ART + PLACEMAKING

Several District planning documents provided guidance on art and placemaking priorities throughout the Town Center Parks:

- DC Cultural Plan
- DC Public Space Activation & Stewardship Guide
- Southwest Neighborhood Plan
- DC Comprehensive Plan

Key Themes for the Town Center Parks

- Celebrate Diversity
- Support Southwest's Distinct Identity
- Interpret SW Neighborhood History
- Inclusive and Welcoming to All
- Engage Local Community and Artisans
- Cultivate Community Pride
- Provide Civic Space for Community Events
- Activate Public Space to Encourage Use



native + adaptive plants



educational opportunity



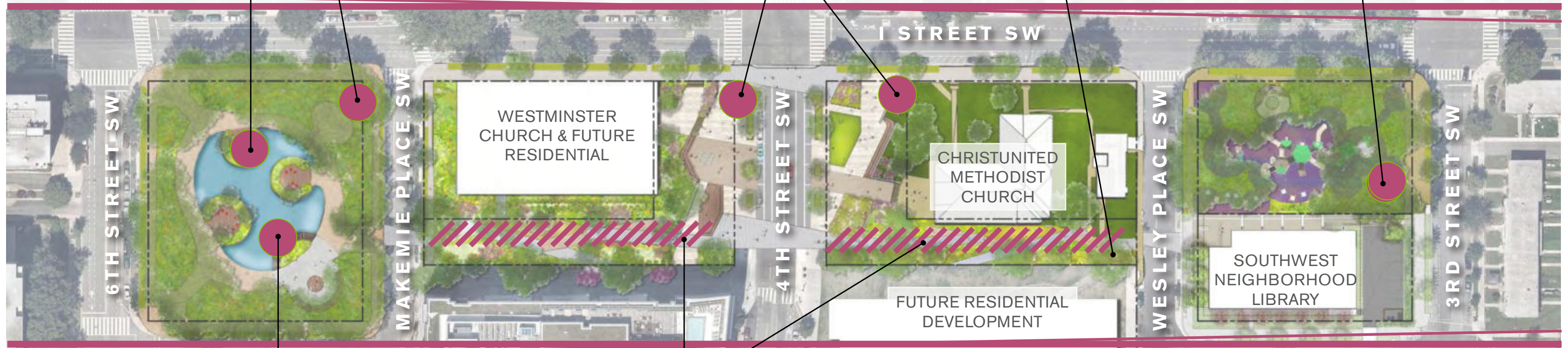
solar charging stations



preserve mature trees

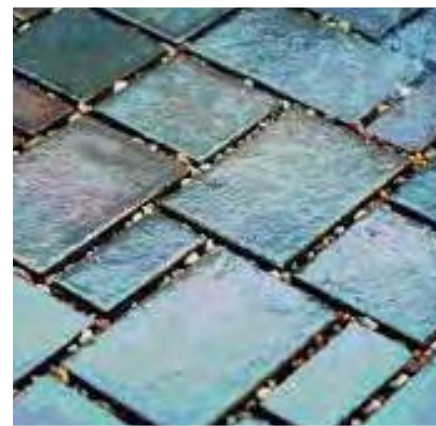


bioretention



habitat creation

permeable paving



SUSTAINABILITY + RESILIENCY

Several District planning documents provided guidance on sustainability and resiliency priorities throughout the Town Center Parks:

- Sustainable DC 2.0
- Climate Ready DC
- Resilient DC

Key Themes for the Town Center Parks

- Improved Habitat and Tree Cover
- Native and Adaptive Plants
- Renewable Energy Opportunities
- Stormwater Management
- Social Infrastructure
- Multi-modal Transportation
- Educational Opportunities
- Community Identity



gateway feature



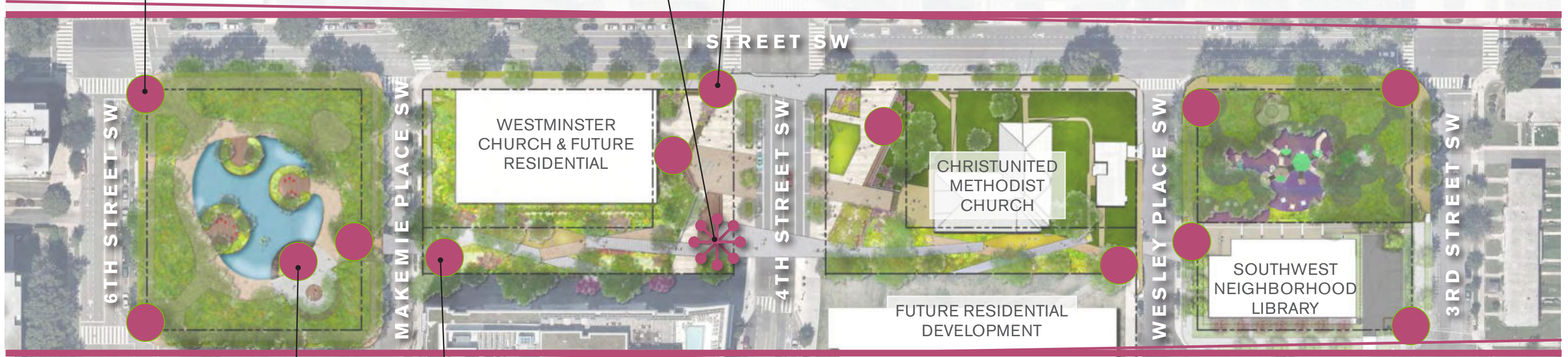
vendor kiosk



historical signage (existing)



community placemaking & wayfinding



educational signage



modern message board



SIGNAGE + WAYFINDING

Several District planning documents provided guidance on signage and wayfinding priorities throughout the Town Center Parks:

- DC Public Space Activation & Stewardship Guide
- Southwest Neighborhood Plan
- DC Comprehensive Plan

Key Themes for the Town Center Parks

- Create Sense of Arrival and Place
- Interpret History of SW Neighborhood
- Provide Orientation and Clear Navigation
- Connectivity to Local Destinations and DC Landmarks
- Clarity of Pathway Hierarchy
- Opportunities for Community Messaging, Neighborhood Branding, and Education



protected bike lanes



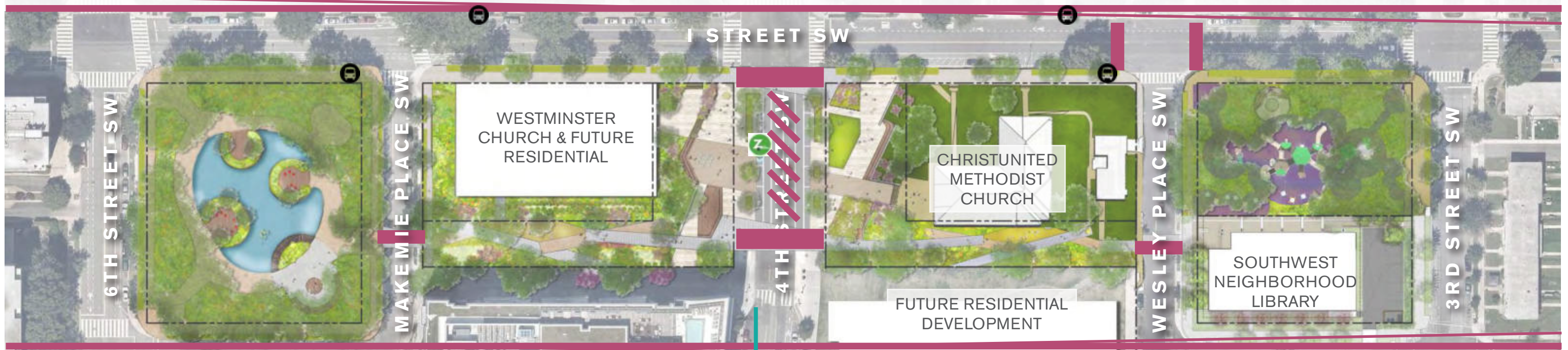
4th Street road improvements, raised intersection



enhanced crosswalk at Makemie Pl & Wesley Pl



new connections at Wesley Pl and I St



narrowing intersections with bulb-outs



TO WATERFRONT STATION METRO

TRANSPORTATION + MOBILITY

Several District planning documents provided guidance on transportation and mobility priorities throughout the Town Center Parks:

- DDOT M Street / Southeast-Southwest Transportation Planning Study
- moveDC
- Vision Zero

Key Themes for the Town Center Parks

- Prioritize Pedestrian and Cyclist Safety
- Implement Traffic Calming Measures
- Incorporate Principles of Universal Design
- Maintain Clear Lines of Sight
- Improve Pedestrian Access with New Crosswalk Connections
- Provide New Pedestrian Spaces

TOWN CENTER EVENTS SPACE

The Town Center Park is envisioned as the permanent community event space for the Southwest community. Two plaza spaces flanking 4th Street SW provide capacity for events ranging from daily small-scale gathering to seasonal large-space events.



FARMER'S MARKET

Capacity: +/- 1,500 People (sitting and standing)

● 10 SF per Person




TOWN CENTER EVENTS SPACE

The Town Center Park is envisioned as the permanent community event space for the Southwest community. Two plaza spaces flanking 4th Street SW provide capacity for events ranging from daily small-scale gathering to seasonal large-space events.



MUSIC / ART FESTIVAL

- Capacity:
-  **Main Concert area** +/- 800 people
 - 8sf per person
 -  **Event Space** +/- 2,100 people
 - 10sf per person

Vendor tents
(additional vendor tents in service alley if approved by property owner and City)



NEXT STEPS

Visit www.swbid.org/towncenterparks to learn more and sign up for our email list.

This project is funded through a grant provided by the Southwest Community Foundation. The grant to the SWBID will fund both a vision plan for the larger Town Center park system and an assessment and renovation plan for the Southwest Duck Pond.

