

An aerial photograph of Crystal City, Washington D.C., showing a dense cluster of modern office buildings and residential structures. The Potomac River is visible in the background, with the Washington Monument standing prominently on the horizon. A semi-transparent white hexagonal overlay is positioned on the left side of the image, containing the text for the Crystal City Civic Association meeting.

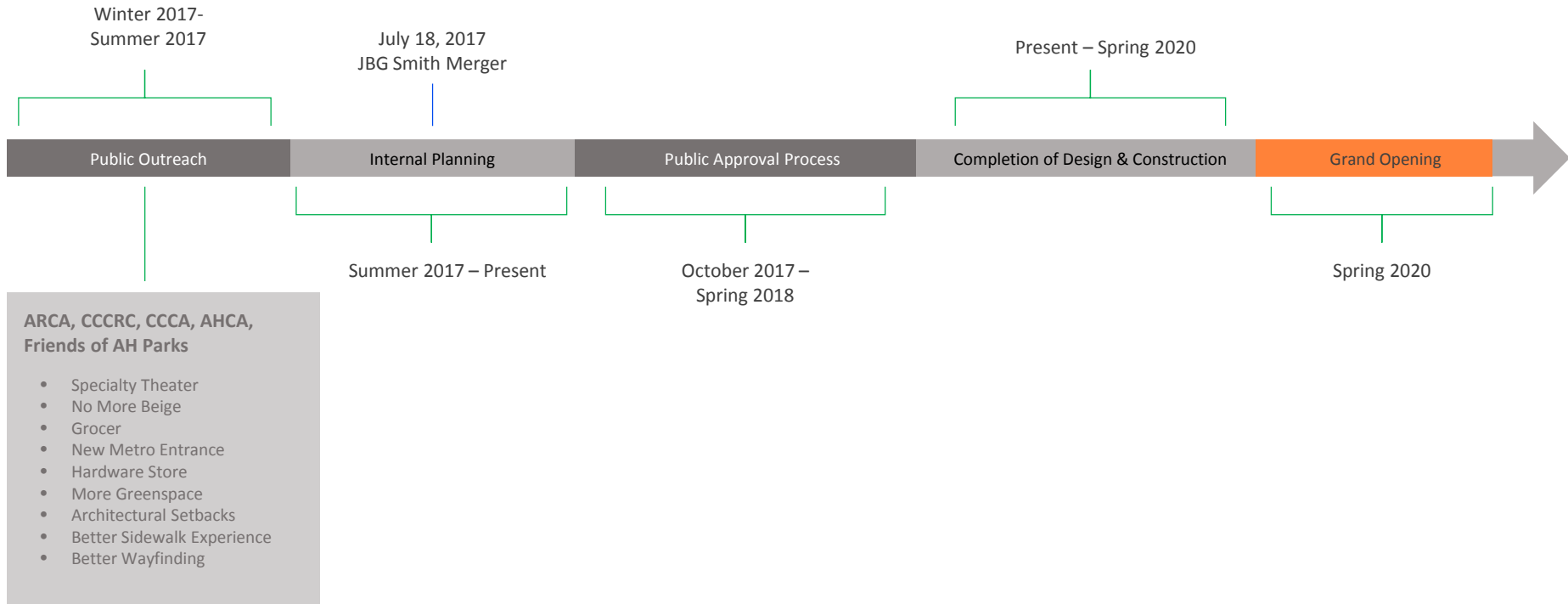
Crystal City Civic Association

November 14, 2017

Agenda

- Overview of the Site
- Proposed Site Plan (Central District Retail 4.1 and 1770/18th Street Park 4.1)
- 18th Street Park and Metro Entrance
- 15th Street Grocer Loading

Community Feedback & Project Timeline



GOAL:

Create Long Term Sustained Growth Through Great Amenitized, Neighborhoods

Consistent Characteristics of Great Neighborhoods

Diversity of Offerings

- Balance of residential, office and hotel
- Diversified product within uses

Strategic Anchors & Well Merchandised Amenities

- Serve resi/office population while attracting from outside market with experiential/destination retail
- Define the heart of the community
- Authentic and curated offerings

Public Space, Landscape & Scale

- Human scale space/ seating
- Diversity of types of spaces and programming
- Connections to nature (shade/greenery)
- Flexible spaces that can accommodate intimate and large programming
- Exterior experience as an extension of the brand and “place”

Transportation & Walkability

- Pedestrian access to multi-modal
- Great sidewalk systems and design
- Connectivity to/across Route 1
- Friendly wayfinding for all users
- Safe

Sense of Community

- Socialization and activation of place
- Identity of place and brand
- Pride and ownership from all stakeholders

Examples of Great Neighborhoods:

Grammercy Park, New York | Shaw, D.C. | 14th Street, D.C. | Bethesda, Maryland | Beacon Hill, Boston | Pearl, Portland

Anchor and Merchandising Strategy: Serve the Needs of the Immediate Population

Merchandising Goals:

- Improve quality of life in the community
- Achieve great walkability score
- Provide mix of uses which will allow smart growth principles of less car driven economy
- Fill retail voids



Key Retail Categories

- **Entertainment:** Cinemas, Theaters, and Live Music Venue
(choose good brands and special build outs)
- **Everyday Needs:** Grocery, Gym, Boutique Fitness, and Service Retail
- **Dining:** Mix of full-service (biggest void) and fast casual options to provide 7 day/week, 3 meal/day, indoor/outdoor dining





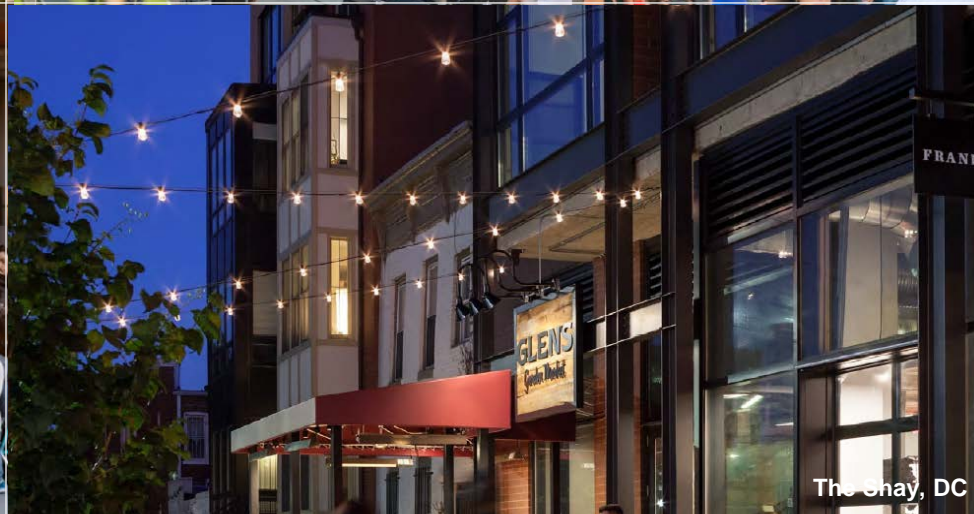
Atlantic Plumbing, DC



Central Place, Rosslyn, VA

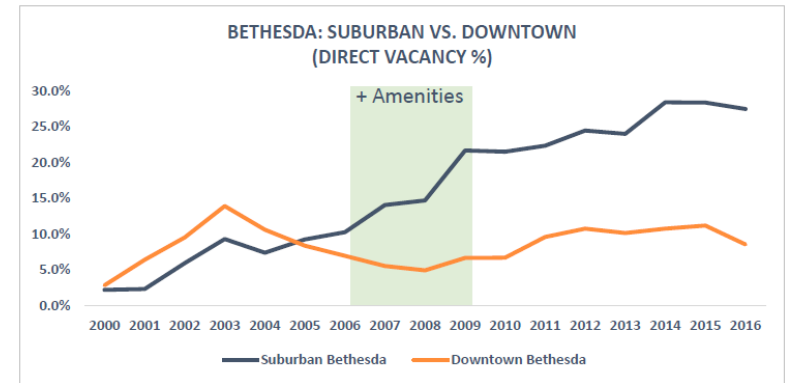


The Shay, DC



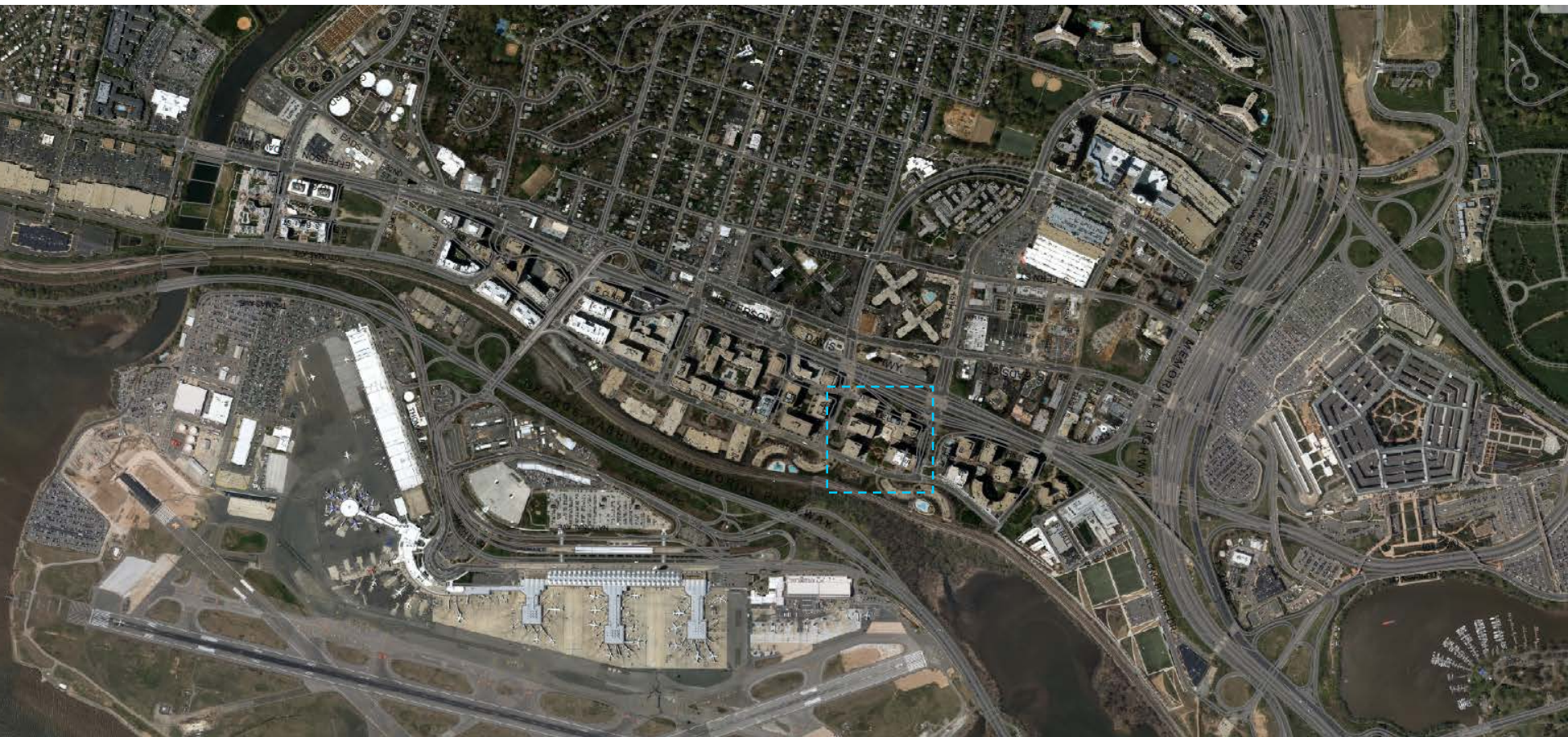
The Chay, DC

Placemaking: Helping to Sustain Economic Growth



SOURCE: JLL Research

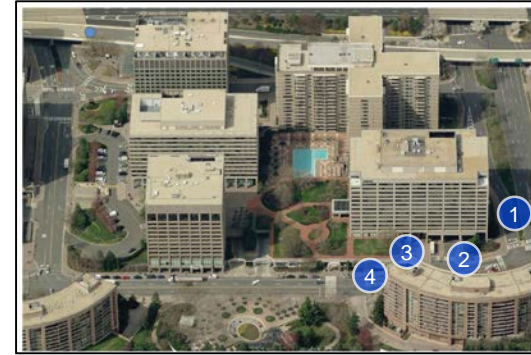
Existing Conditions



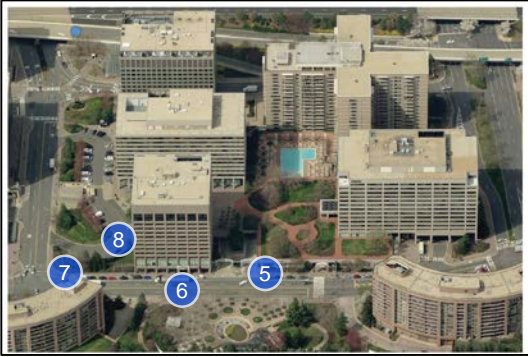
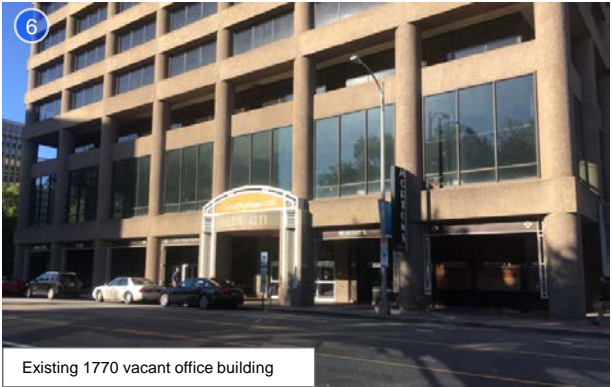
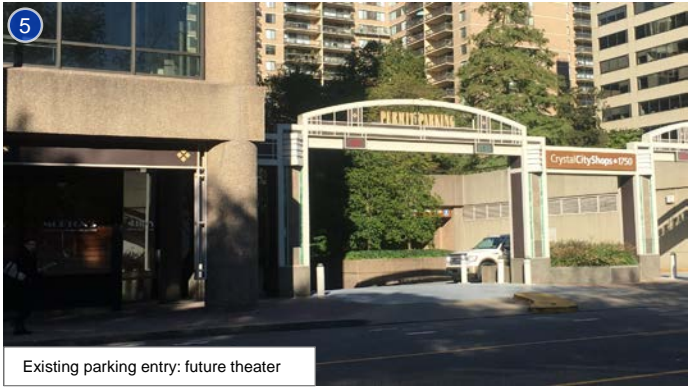
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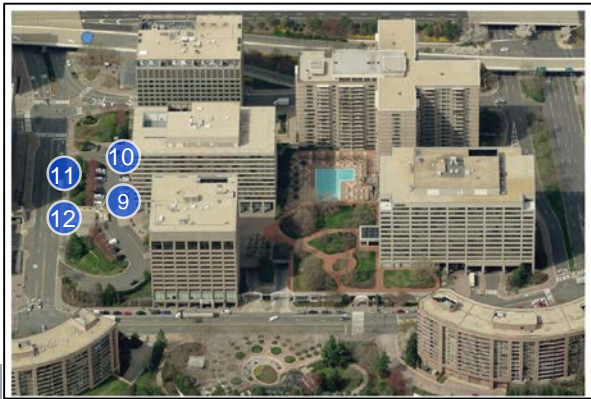
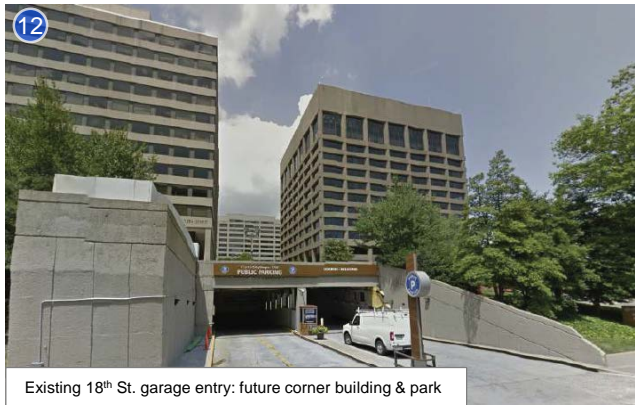
Existing Conditions: Square Blocks



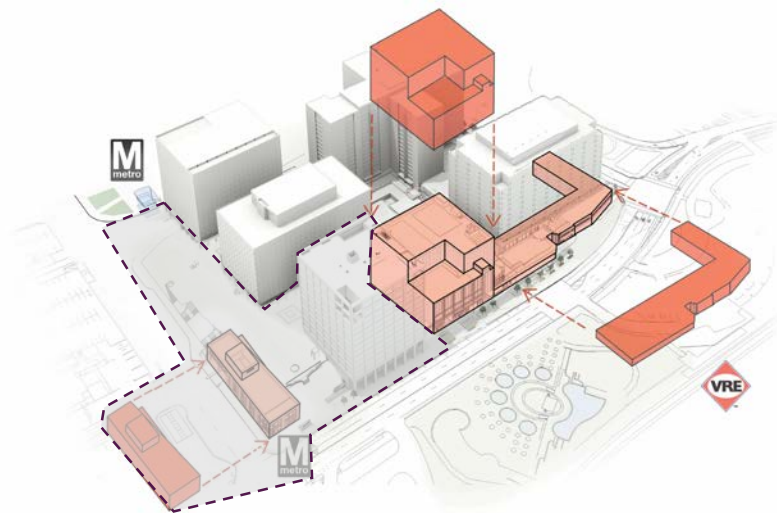
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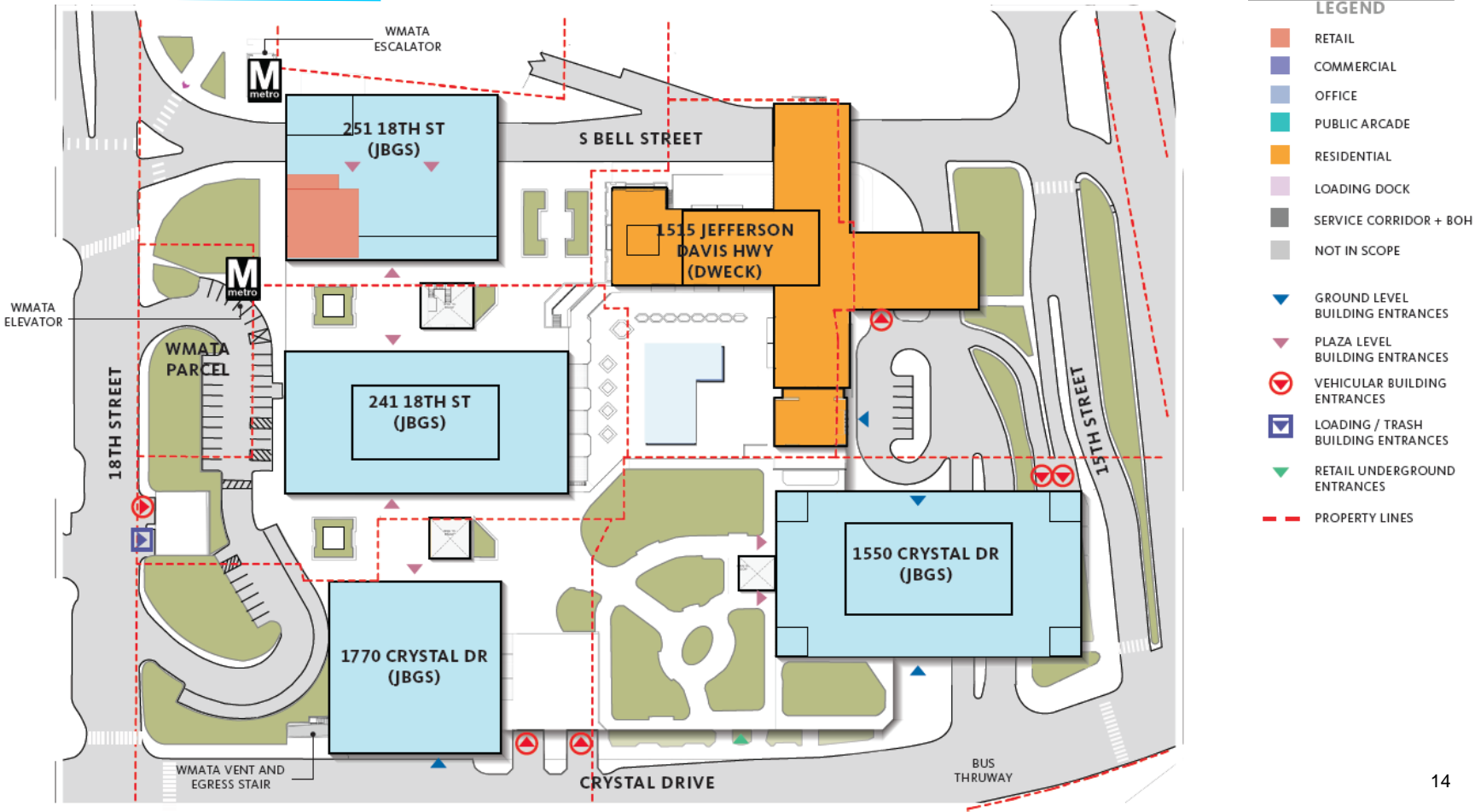


Repurpose Existing Infrastructure and Fill the Gaps

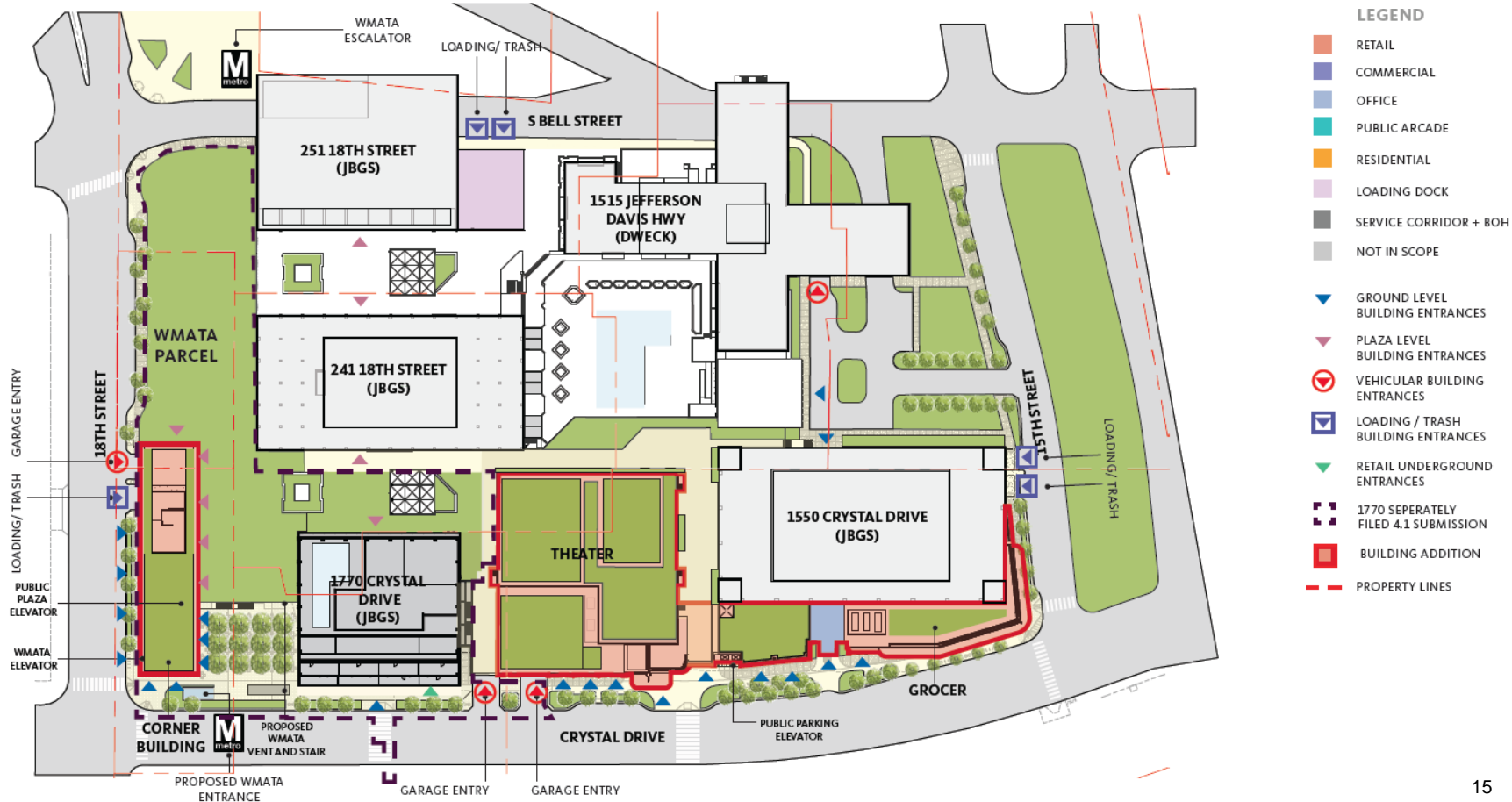


1770 SEPARATELY
FILED 4.1 SUBMISSION

Existing Roof Level



Proposed Roof Level



DIVERSE & ALIVE

ATTAINABLE & PRACTICAL

WARM & FAMILIAR

COMFORTABLE

CONNECTED

CONVIVIAL



Serve Residents



Pedestrian Scale Environment



Abundant Public Spaces



Multiple Transit Connections



Serve Office Tenants



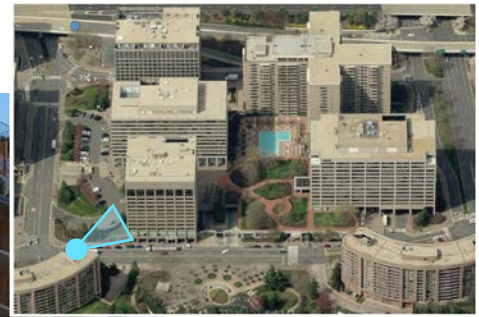
Establish A Sense of Community















Crystal City Sector Plan Excerpts

Annotated Plan Legend

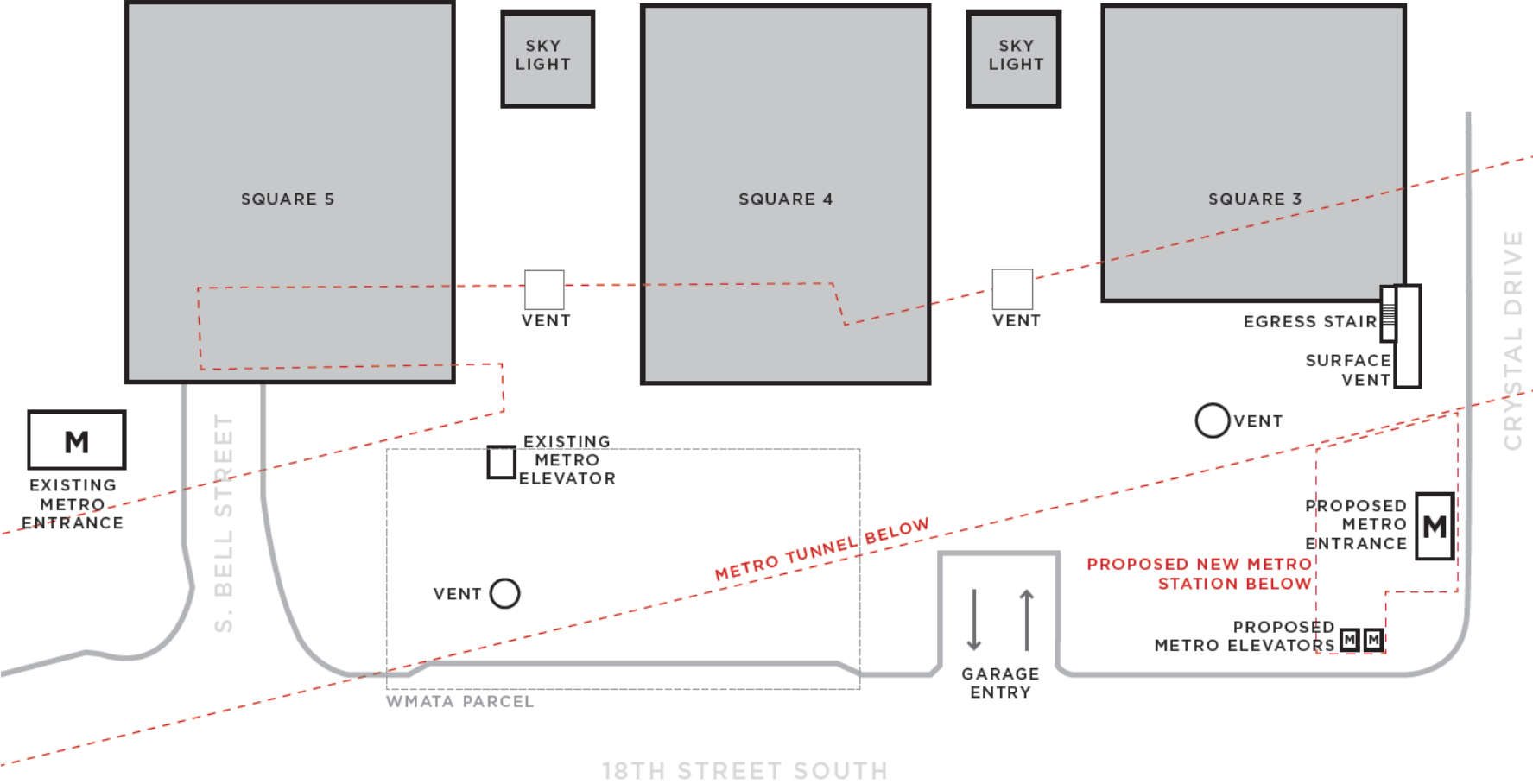
- 1 Center Park – As the centerpiece of Crystal City, this park will function as an active focal point for surrounding activities.
- 2 Metro Market Square – This will celebrate the existing and future second entrance to Metro and will be a retail oriented square with market structures for fairs, carnivals and farmers' market activities.
- 3 Multi-Modal Station – A new multi-modal station directly connects Metro to the transitway, commuter and local buses, and pedestrian and bicycle networks.
- 4 New Metro Entrance – A new entrance to Metro is proposed at the east end of Metro Market Square providing direct access to the station from Crystal Drive and the VRE.
- 5 Water Park – While the general configuration and features of the park will be preserved, activating program features will be added to both the northern and southern edges. The northern edge will be enhanced with improvements to the VRE station, including a possible lining of retail facing the park. The southern edge might include improvements such as a public or privately operated bicycle storage, rental, and retail center.
- 6 Connections to VRE – Additional development at the VRE Station will allow for commuter connections to civic and retail uses, and covered connections to Crystal Drive and the future Metro Entrance.
- 7 Jefferson Davis Boulevard – Jefferson Davis Highway becomes a six-lane boulevard making it a more unifying element of the Crystal City public realm.



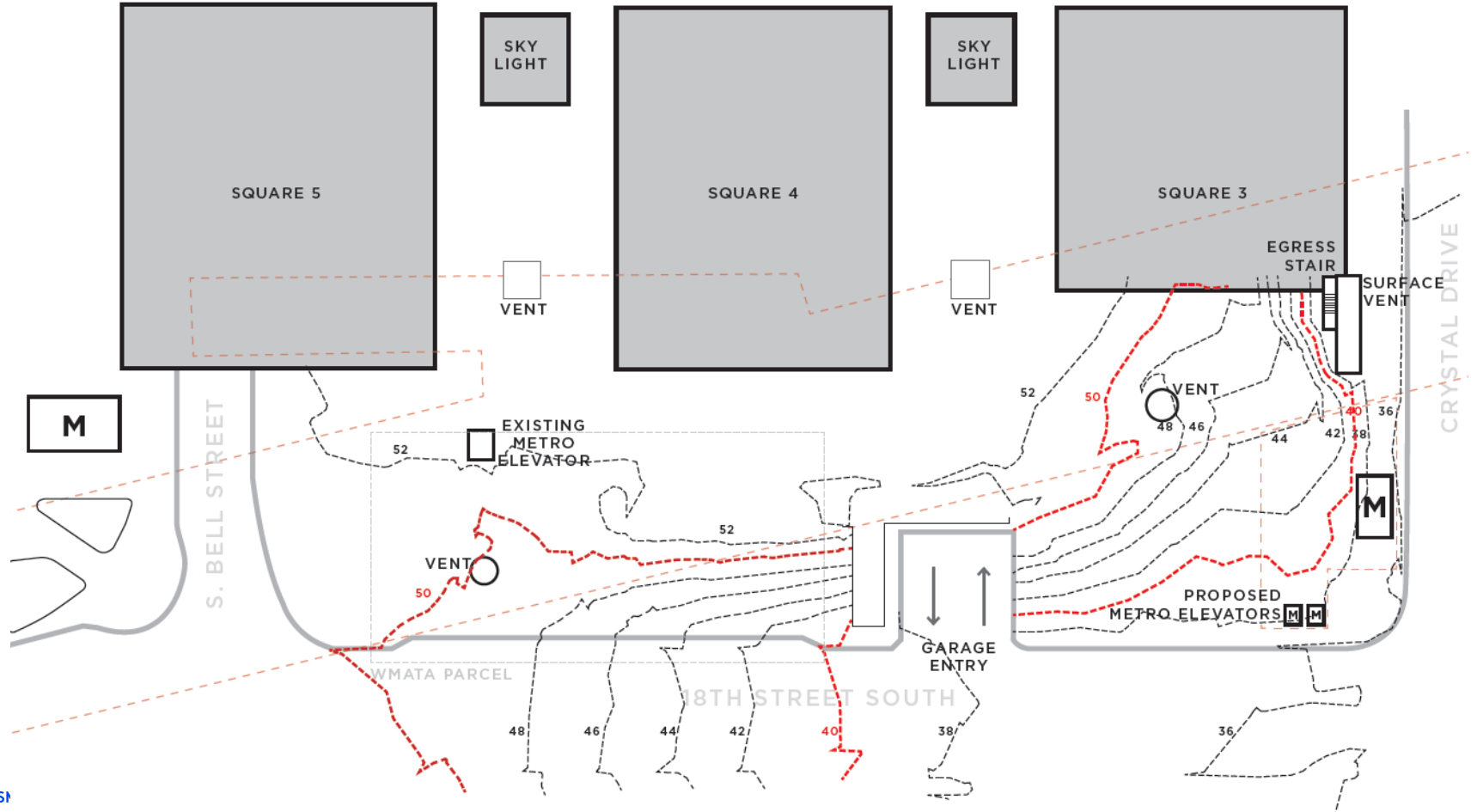
Proposed Plan - Figure 3.3.6



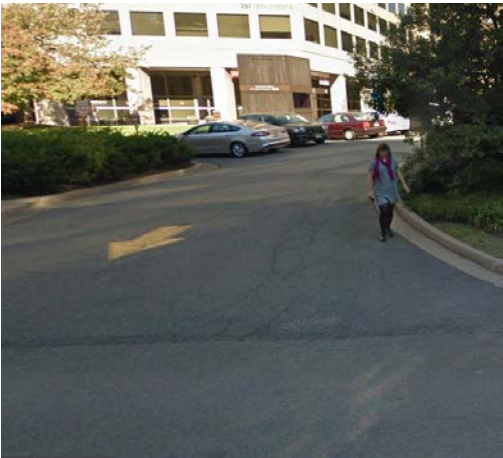
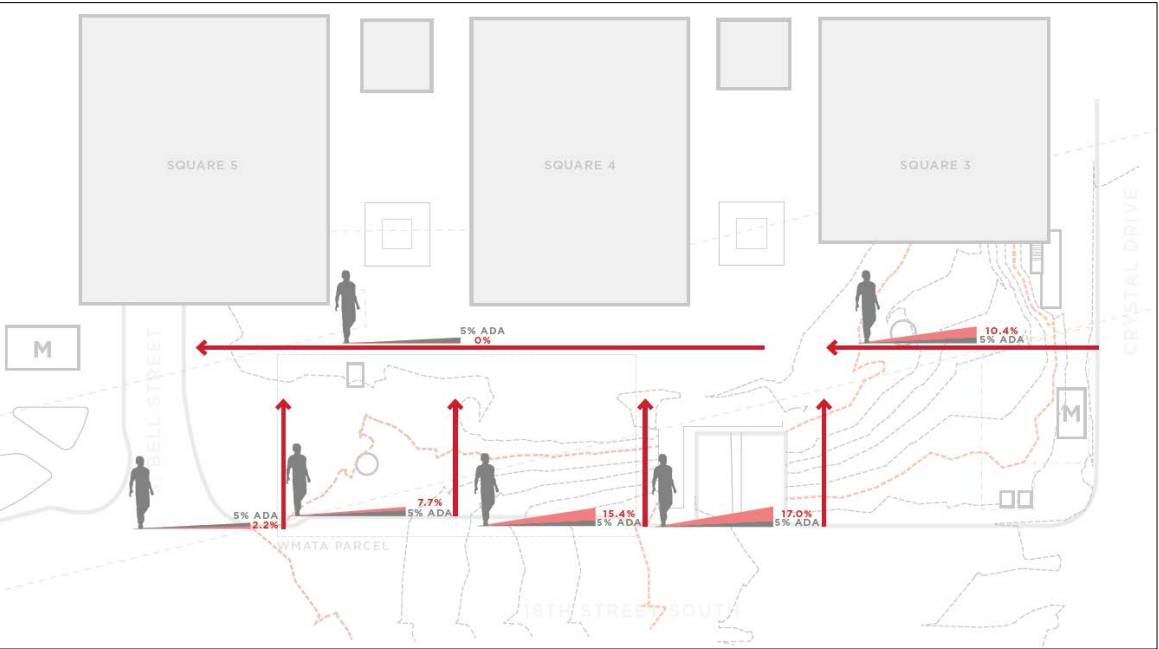
Existing and Proposed Site Elements



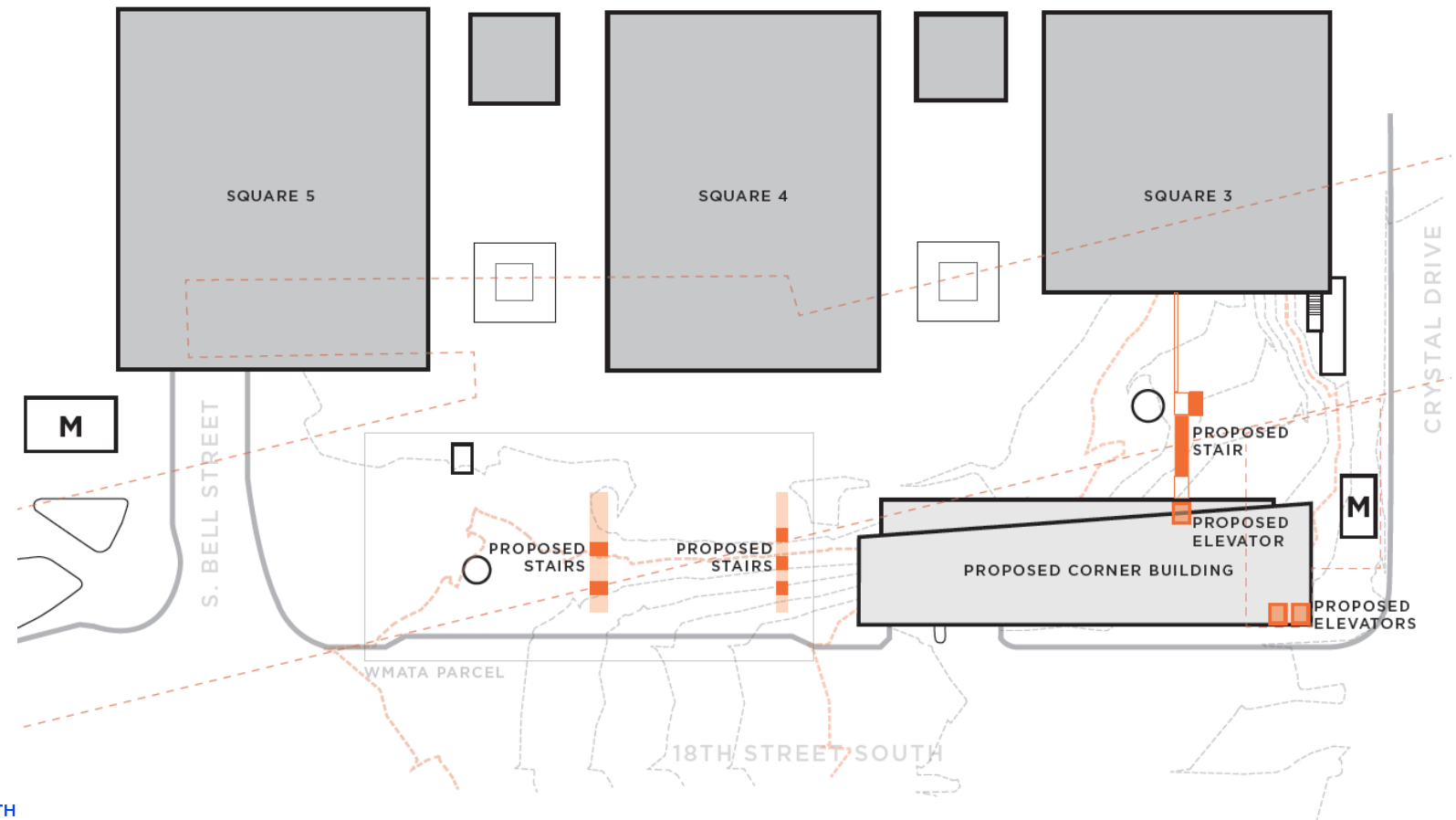
Existing Topography



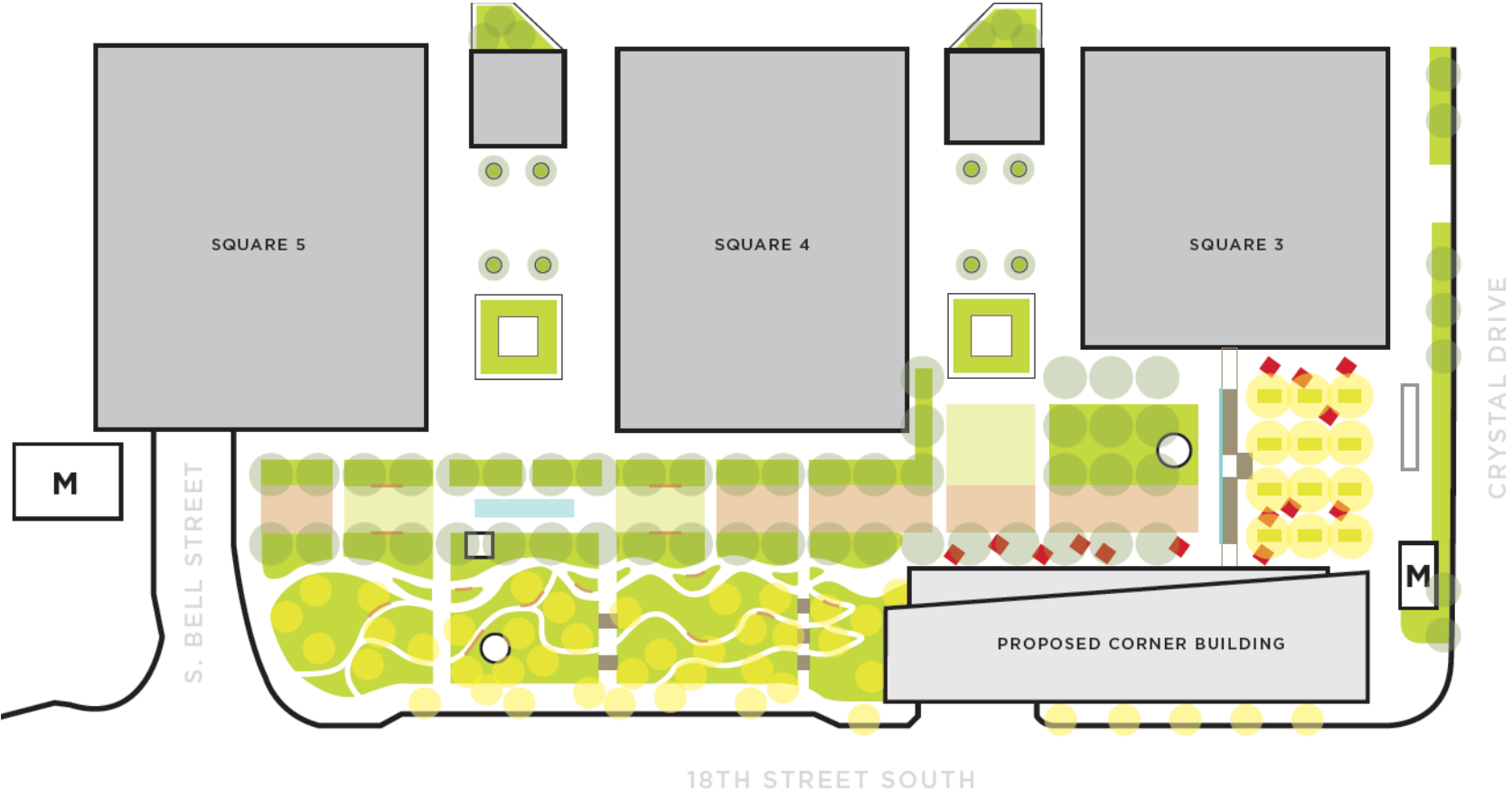
Existing Topography



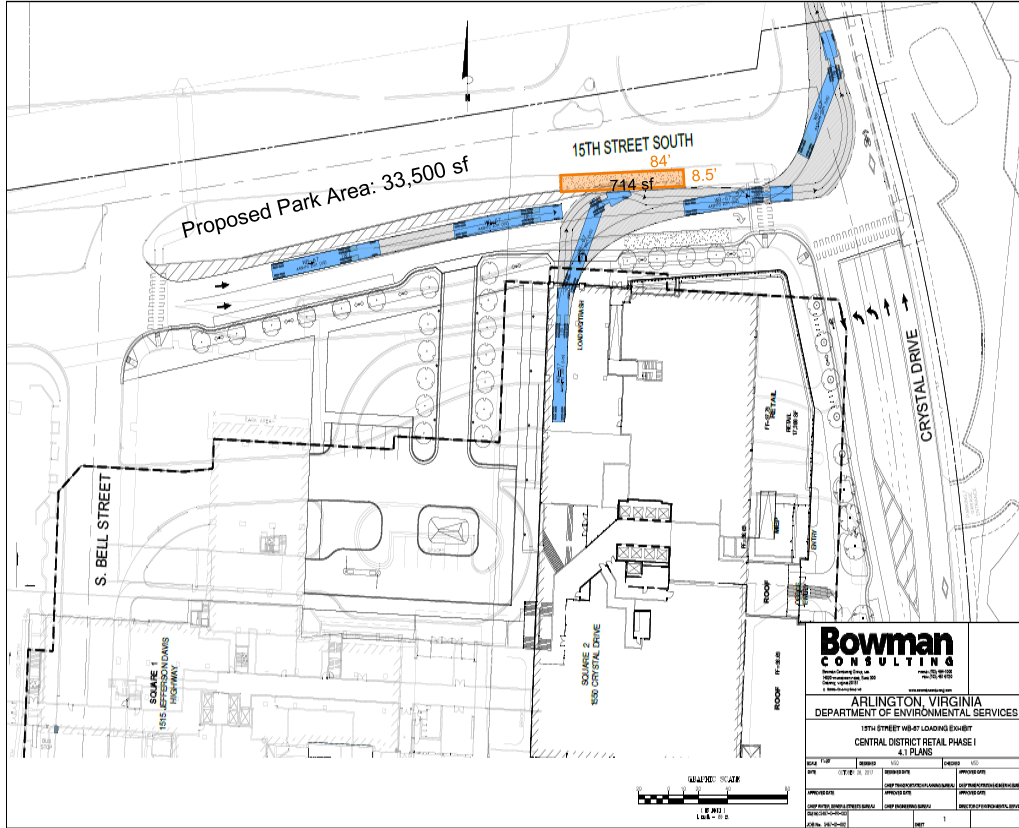
Site Grading and Elevation Changes



Park Proposal



15th Street Loading –Truck Turning Radius





JBG SMITH



JENSEN HUGHES

Gensler

VENABLE_{LLP}

Bowman
CONSULTING

**Thank You
From Our Team**

OJB | THE OFFICE OF
JAMES BURNETT
LANDSCAPE ARCHITECTURE

 **GHT**
LIMITED
CONSULTING ENGINEERS

Please visit the project's online
community engagement platform:

 **coUrbanize**

courb.co/crystal

 **GOROVE / SLADE**
Transportation Planners and Engineers