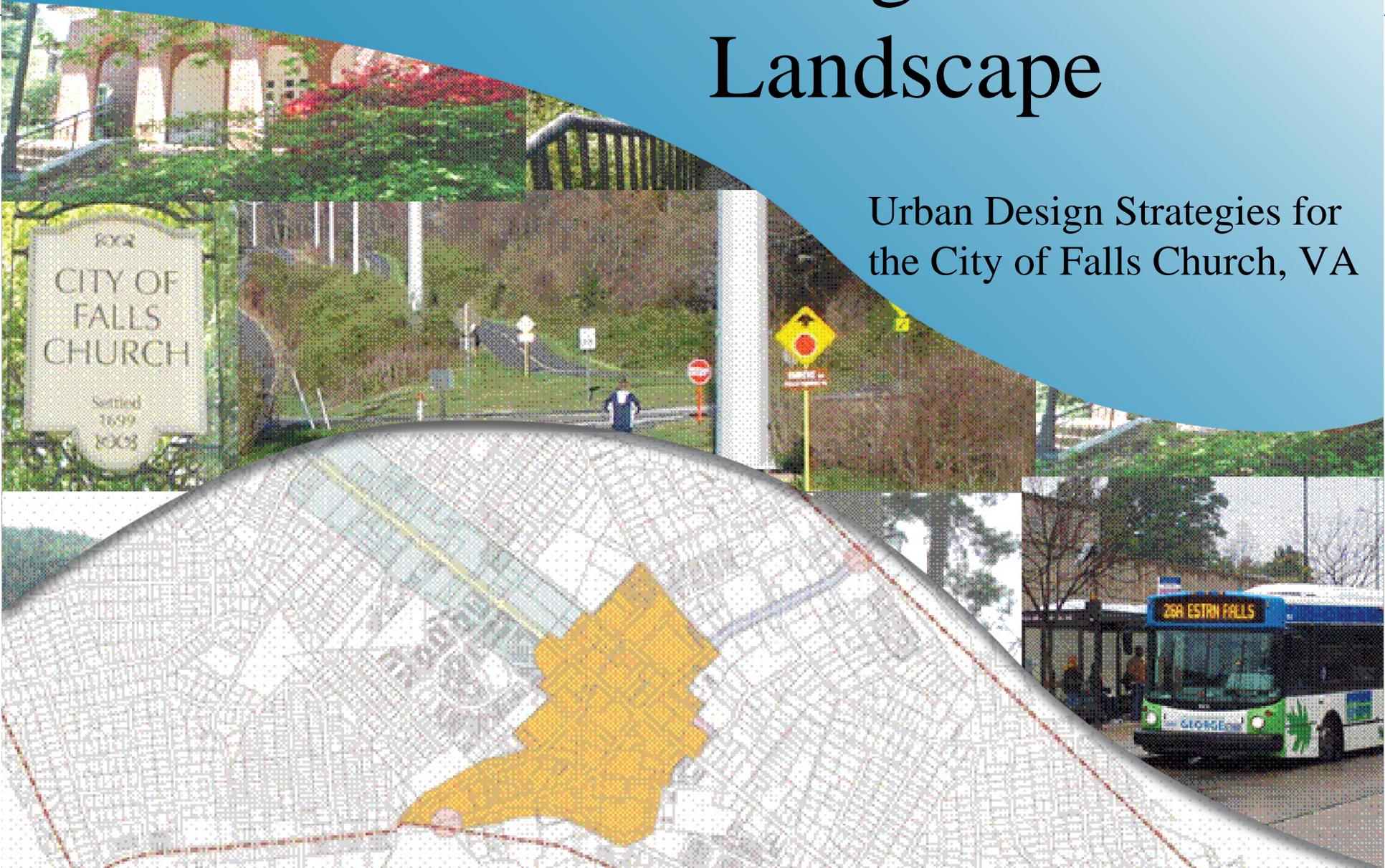
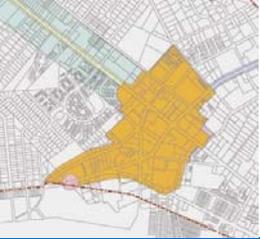


Redefining the Urban Landscape

Urban Design Strategies for
the City of Falls Church, VA





Introduction

Semester-long studio project with Tinner Hill Heritage Foundation

Researched historical roles, experiences and contributions of African Americans in Falls Church

Met with City stakeholders and reviewed City documents

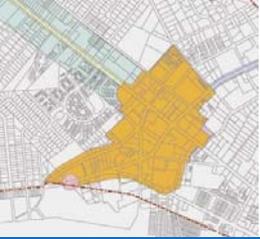
Gained broad perspective on Falls Church's overall urban design needs and goals

Key Goal:

Develop preservation and interpretation strategies to make African American history central to City's redevelopment efforts

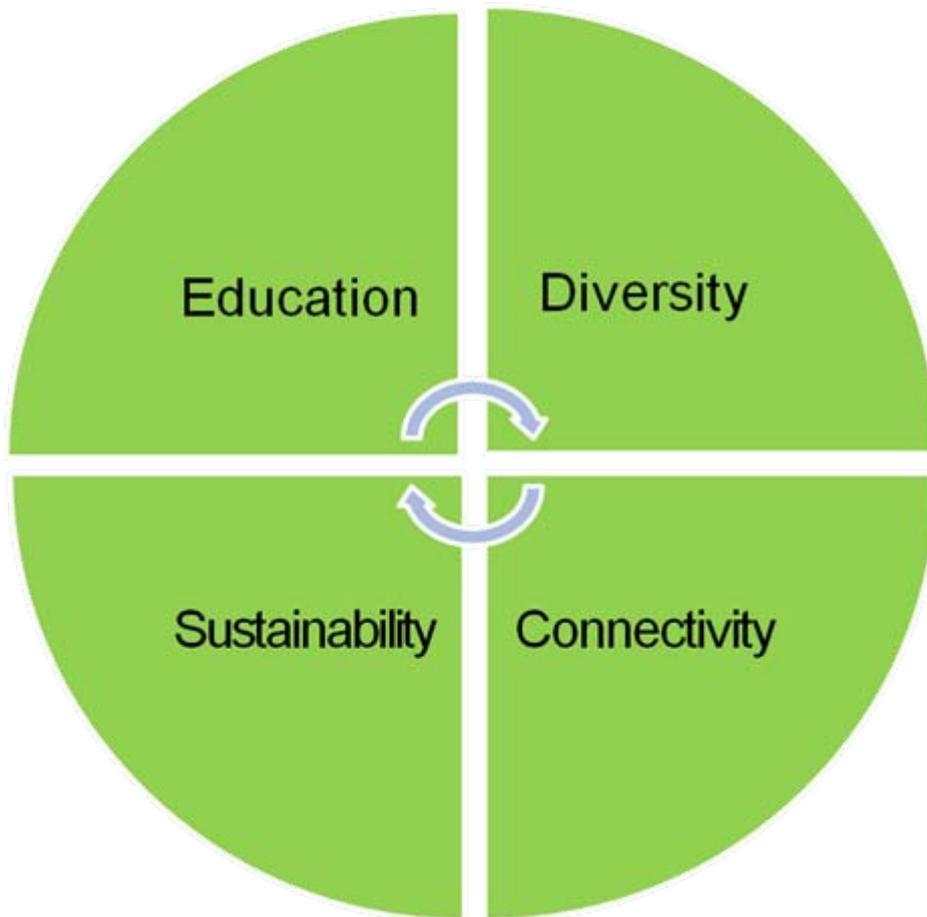
Report outlines urban design strategies that community leaders can explore to further integrate Falls Church's past with its future





City & Community Identity

Proposed City Principles

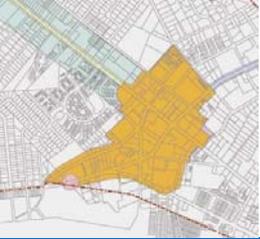


African American Themes

Sense of Community

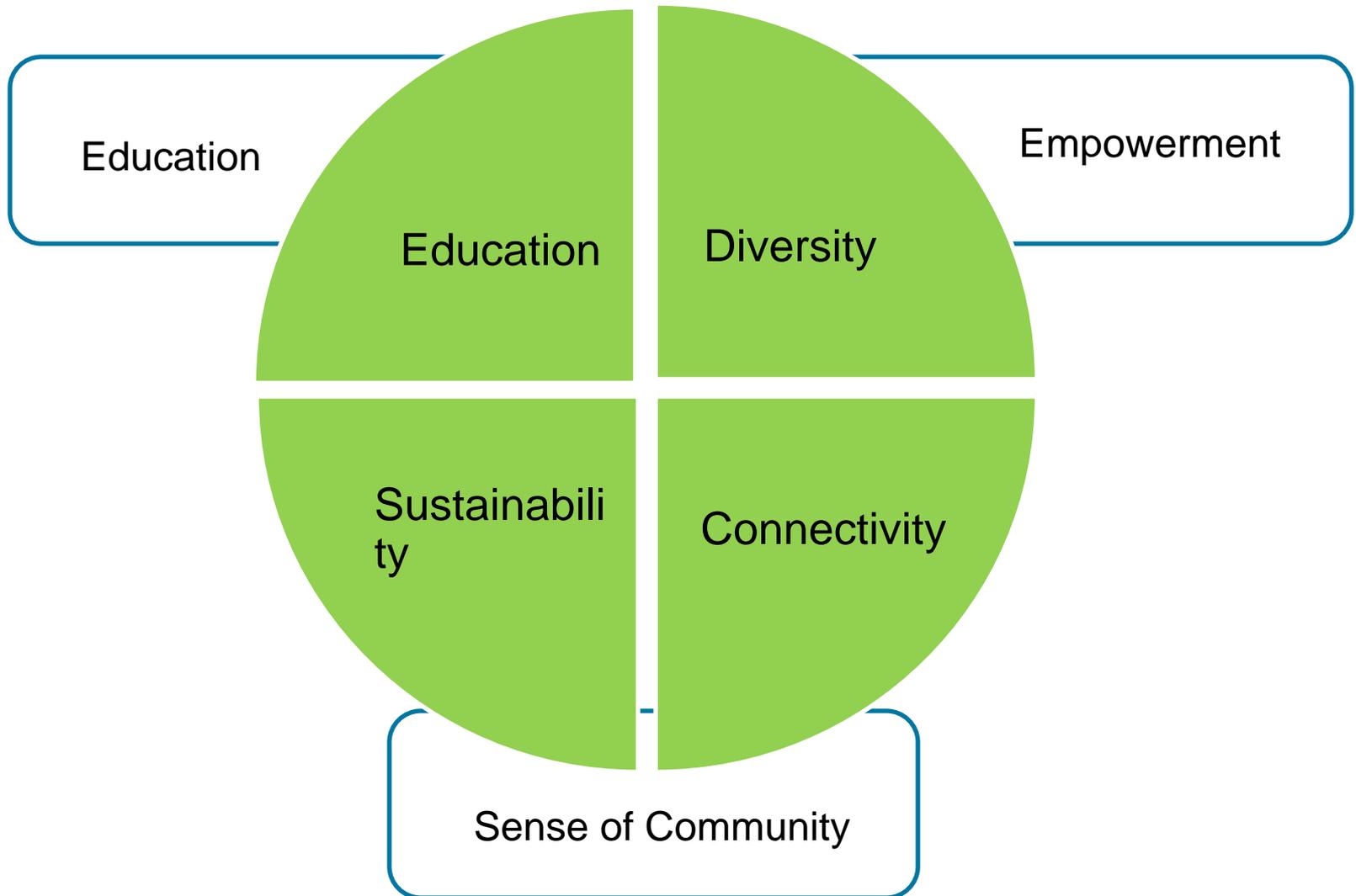
Education

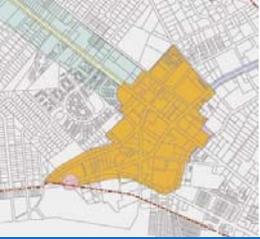
Empowerment



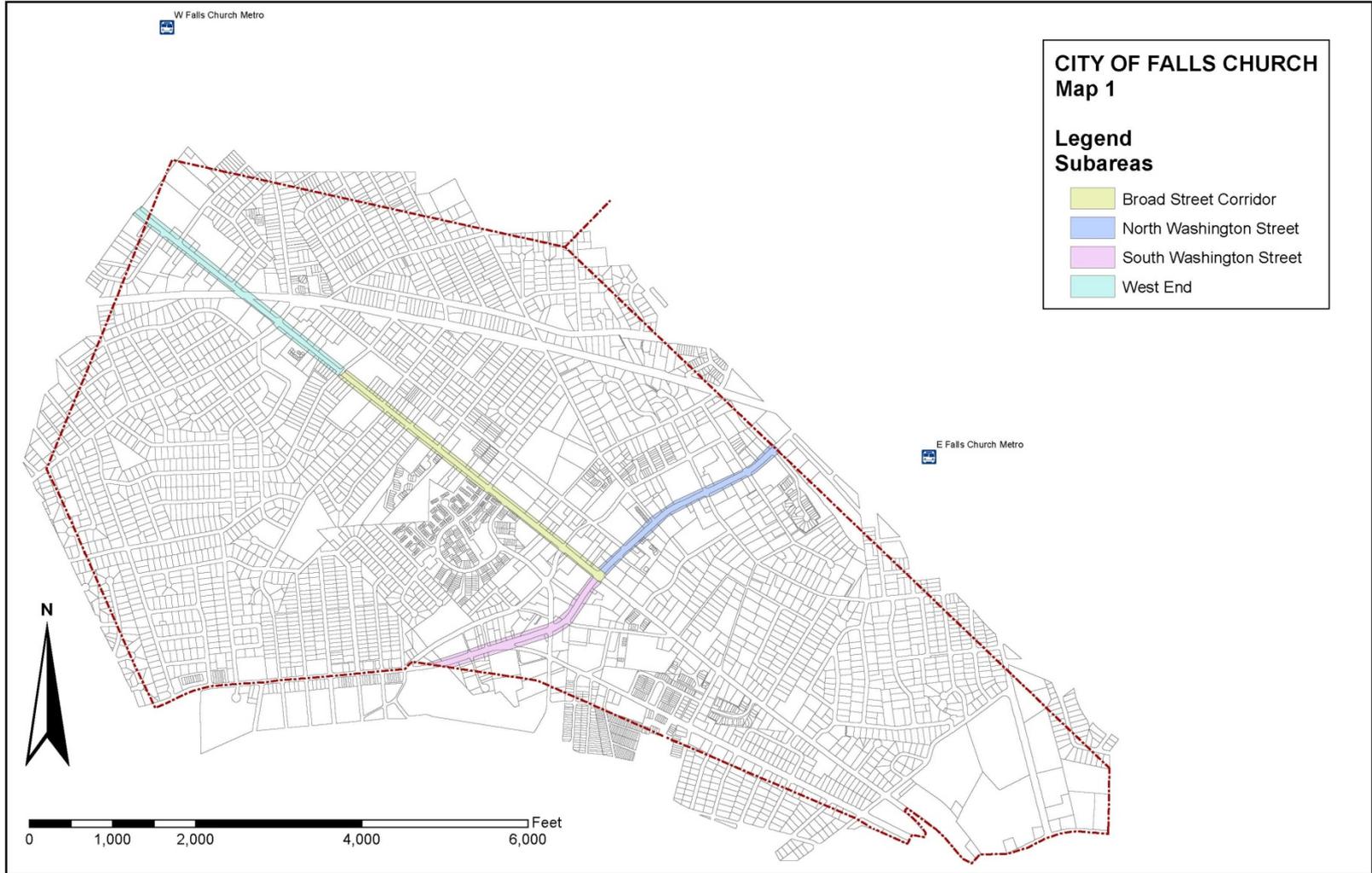
City & Community Identity

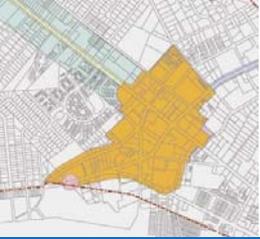
Proposed City Principles + African American Themes



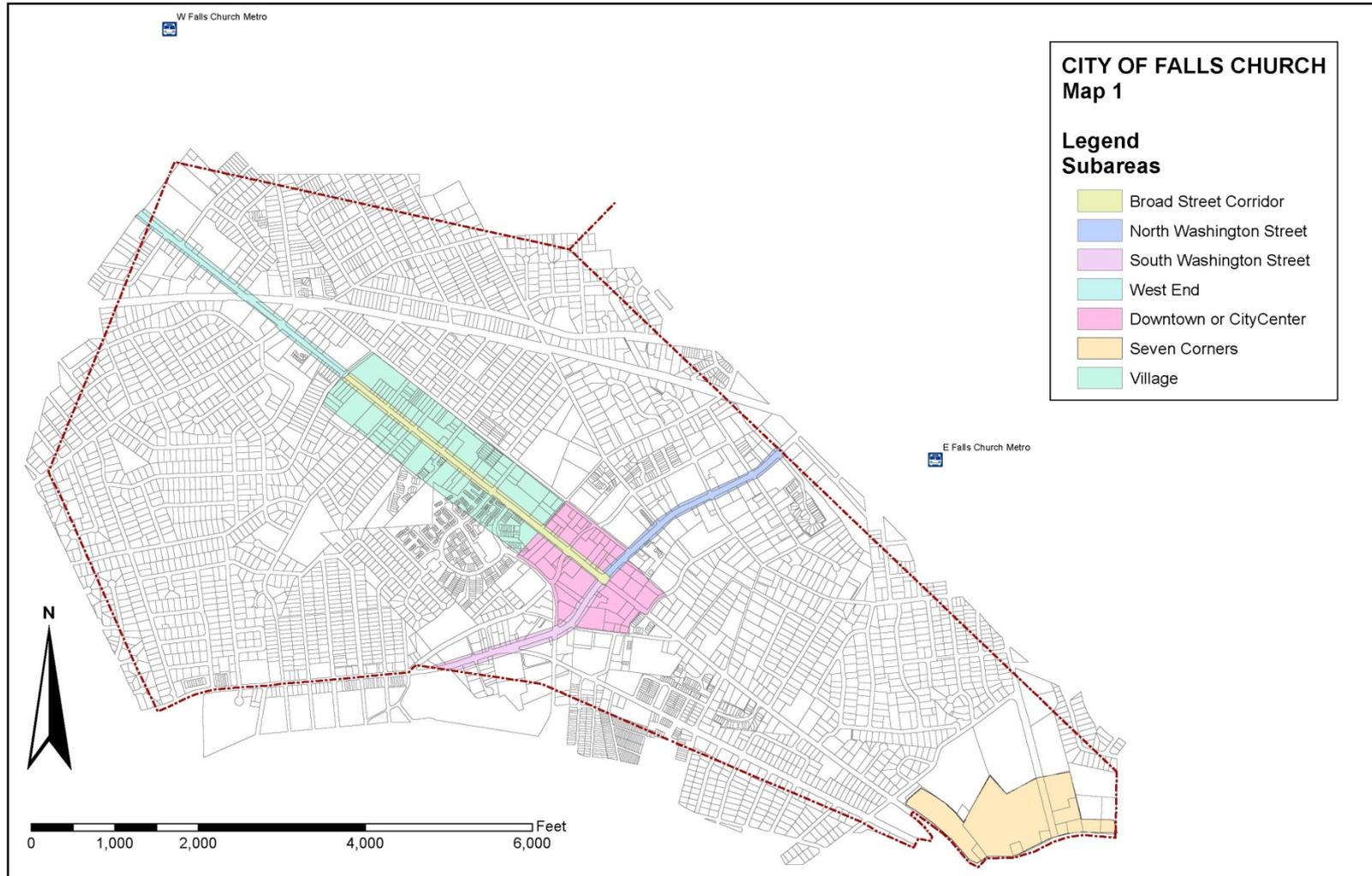


Corridors

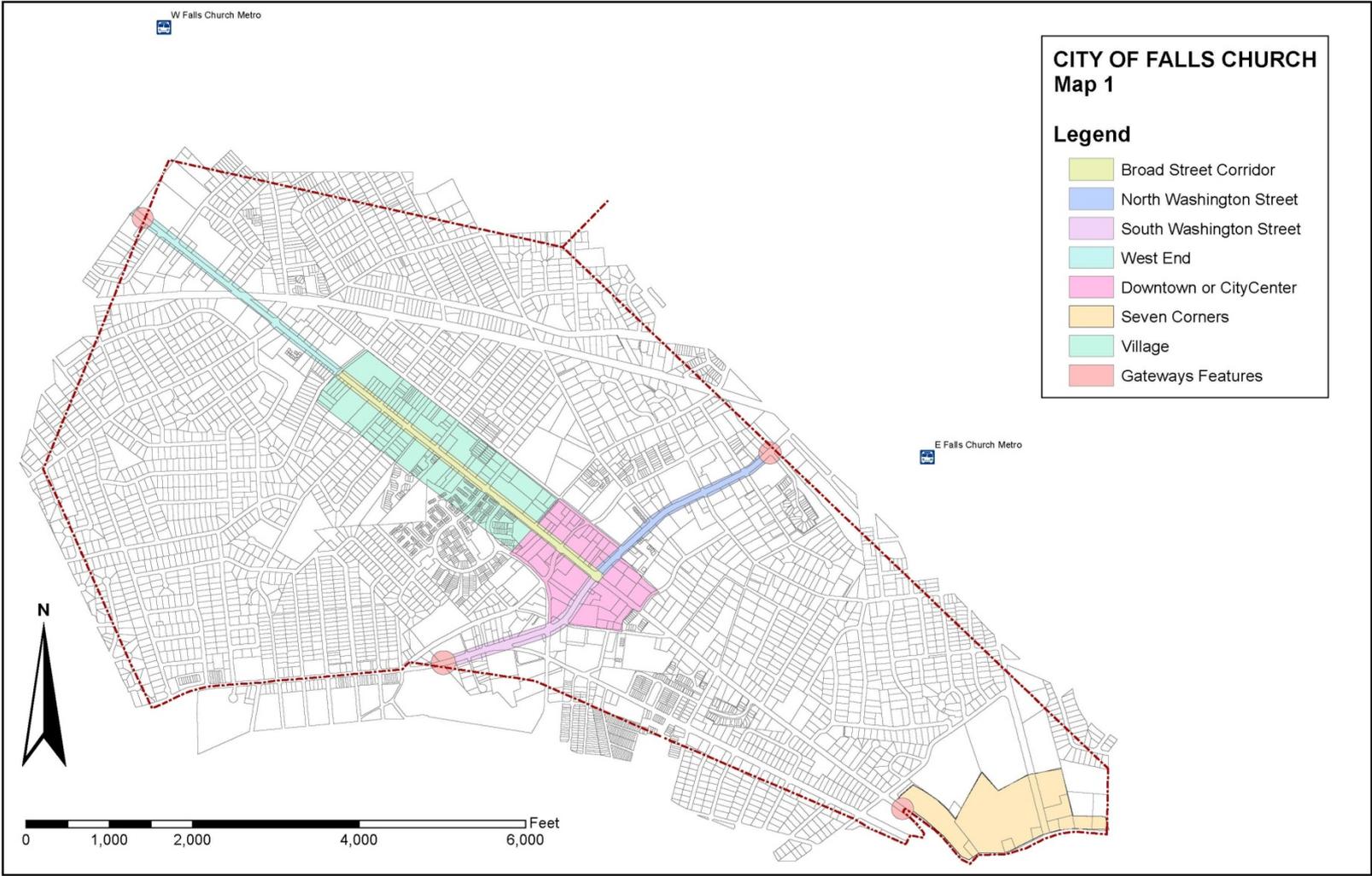


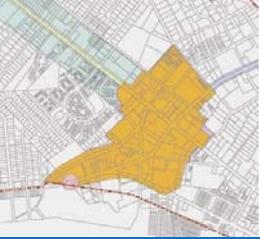


Sub Areas

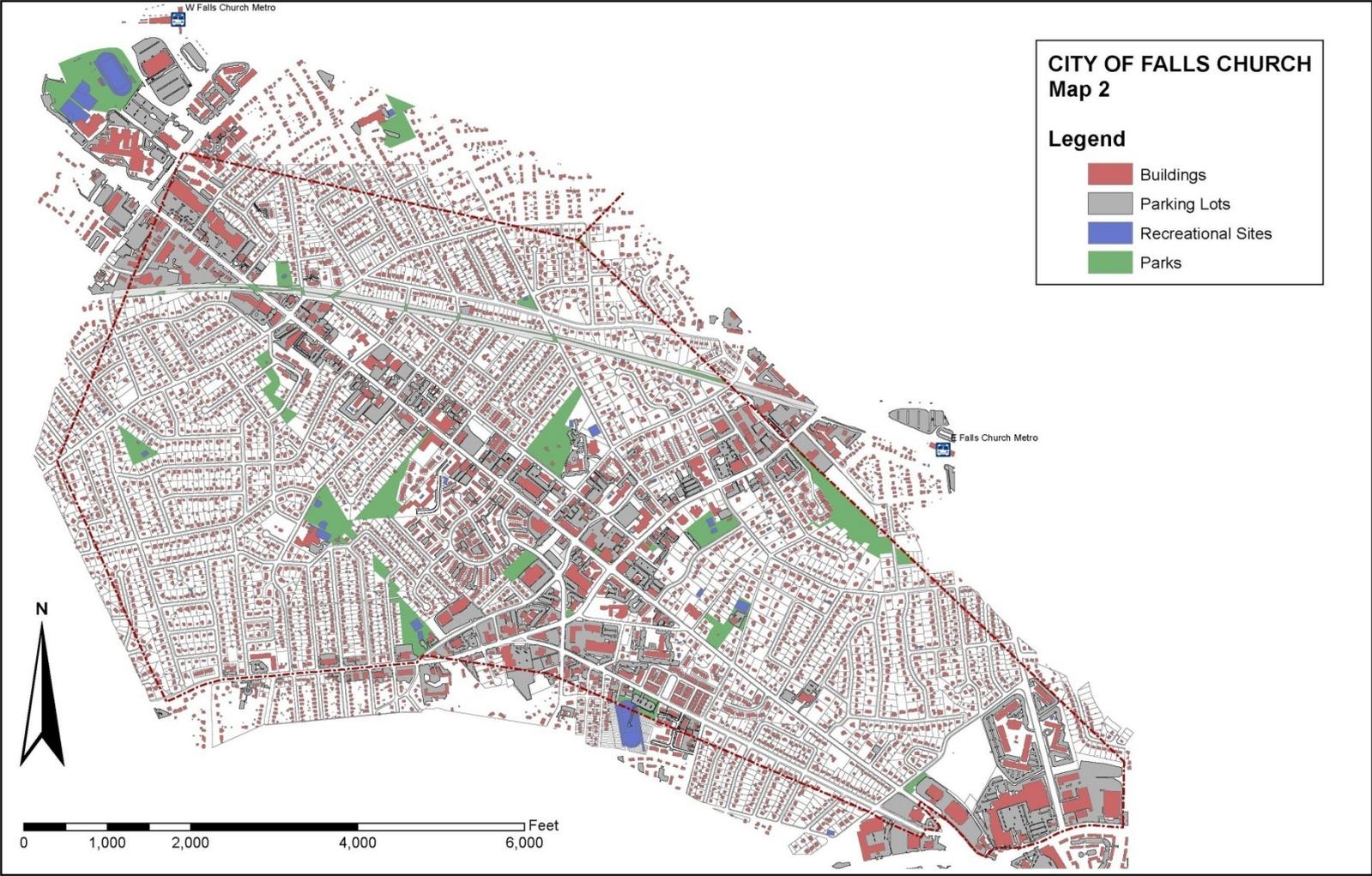


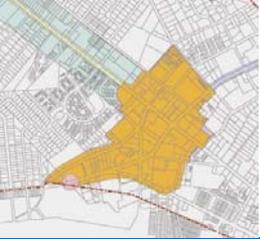
Gateways



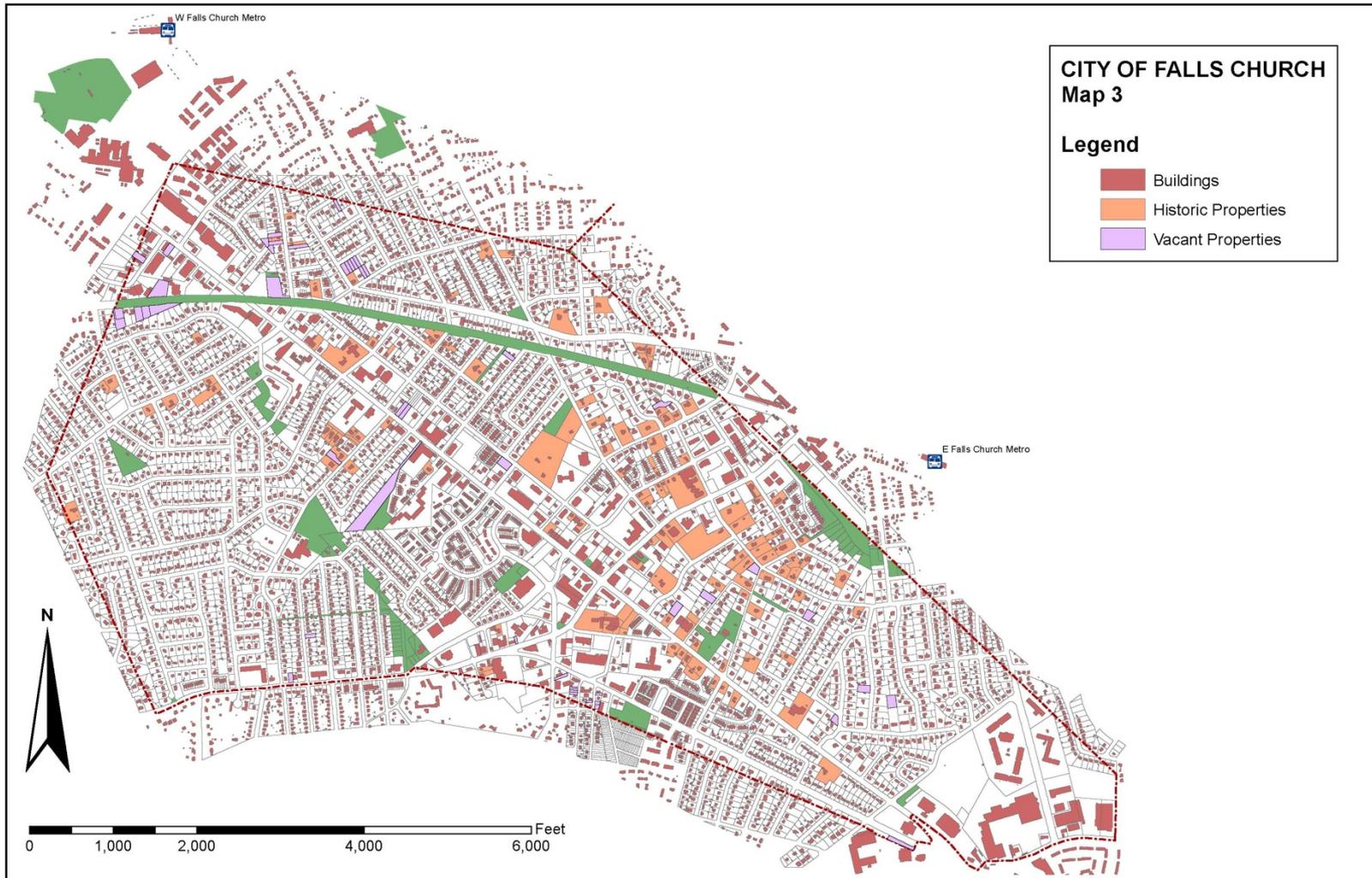


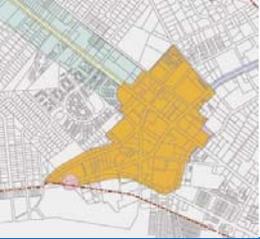
City of Falls Church



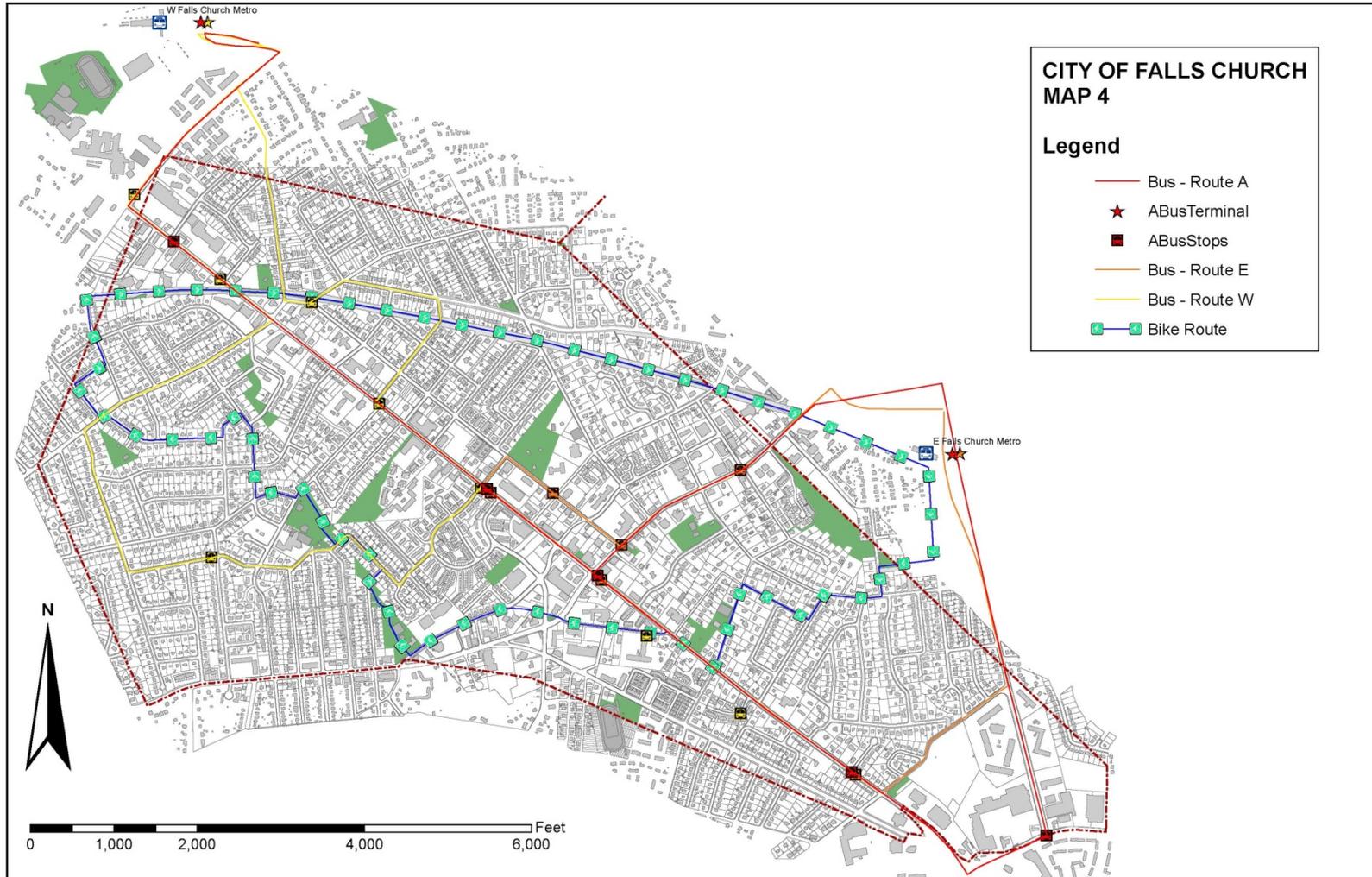


City of Falls Church

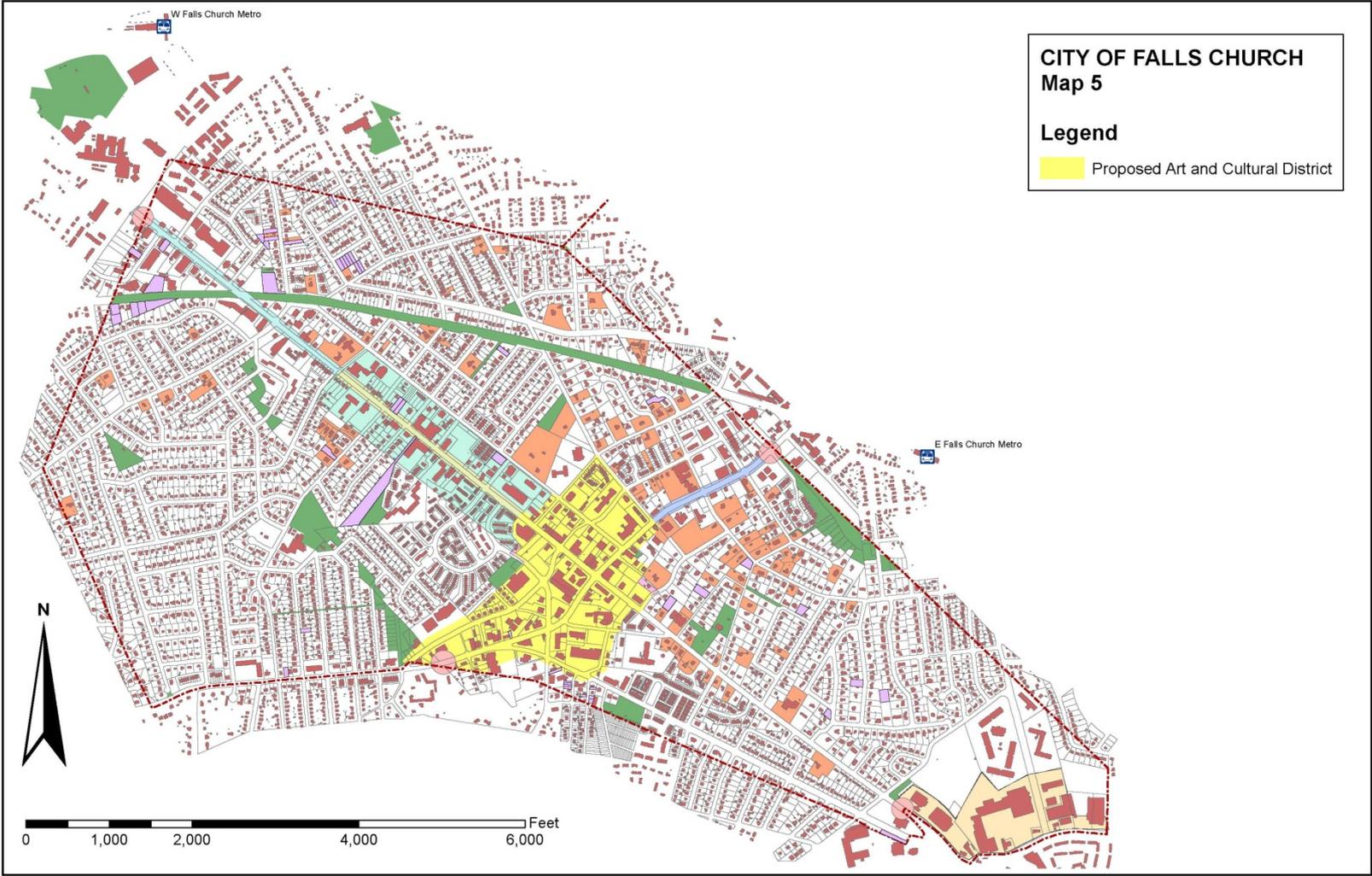
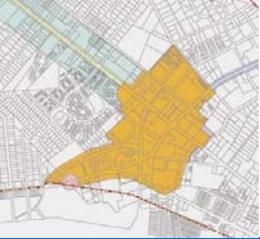


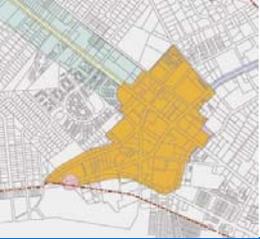


Transit Routes

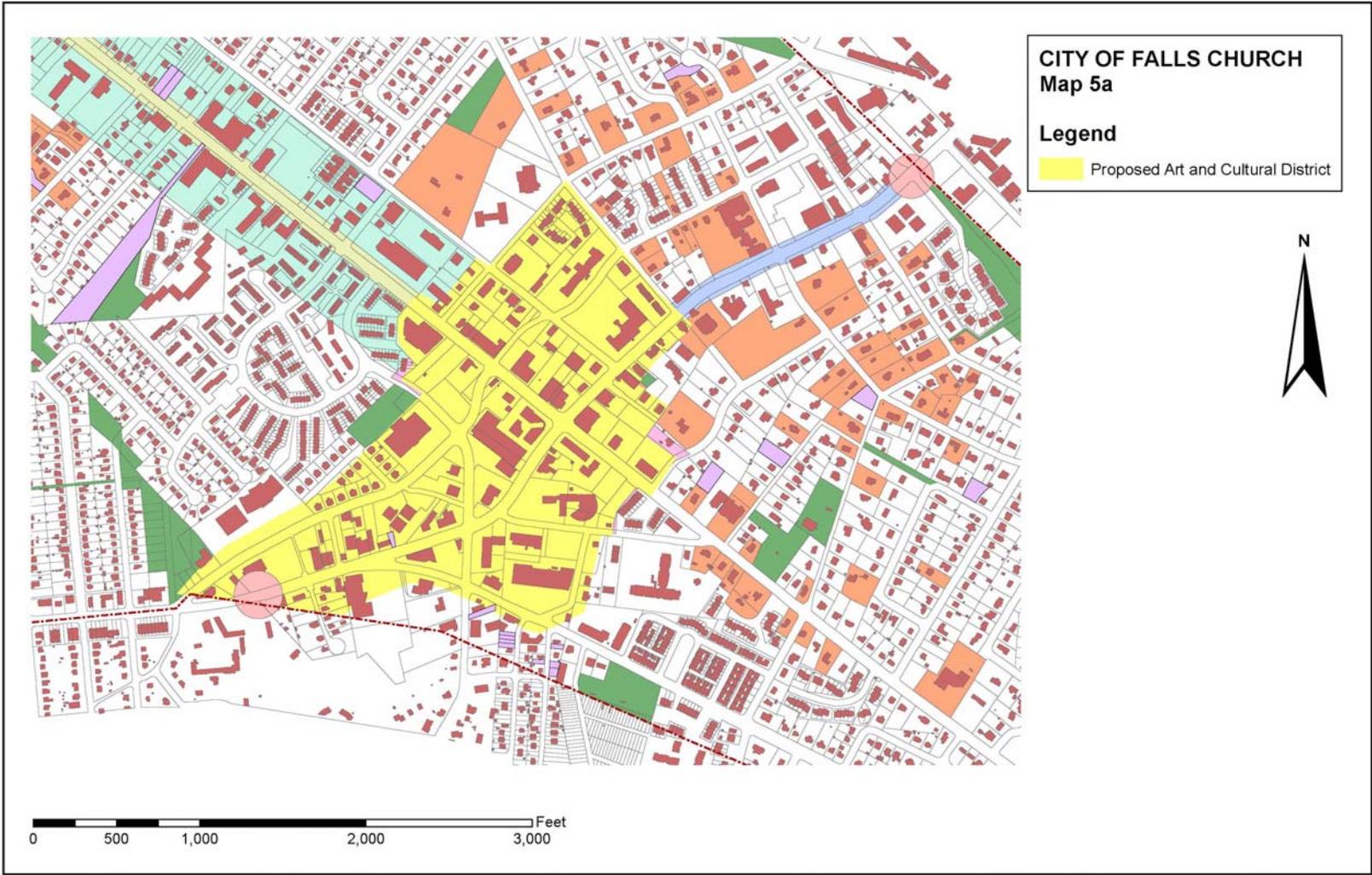


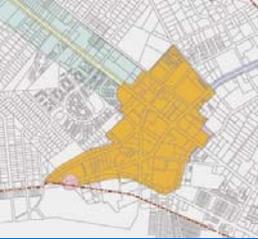
Proposed Arts and Cultural District





Enlarged Proposed Arts and Cultural District





Wayfinding

Identified as high priority by City stakeholders

Channel for promoting City principles and African American historical themes

Aids pedestrians and motorists in locating, traveling to, and understanding destinations

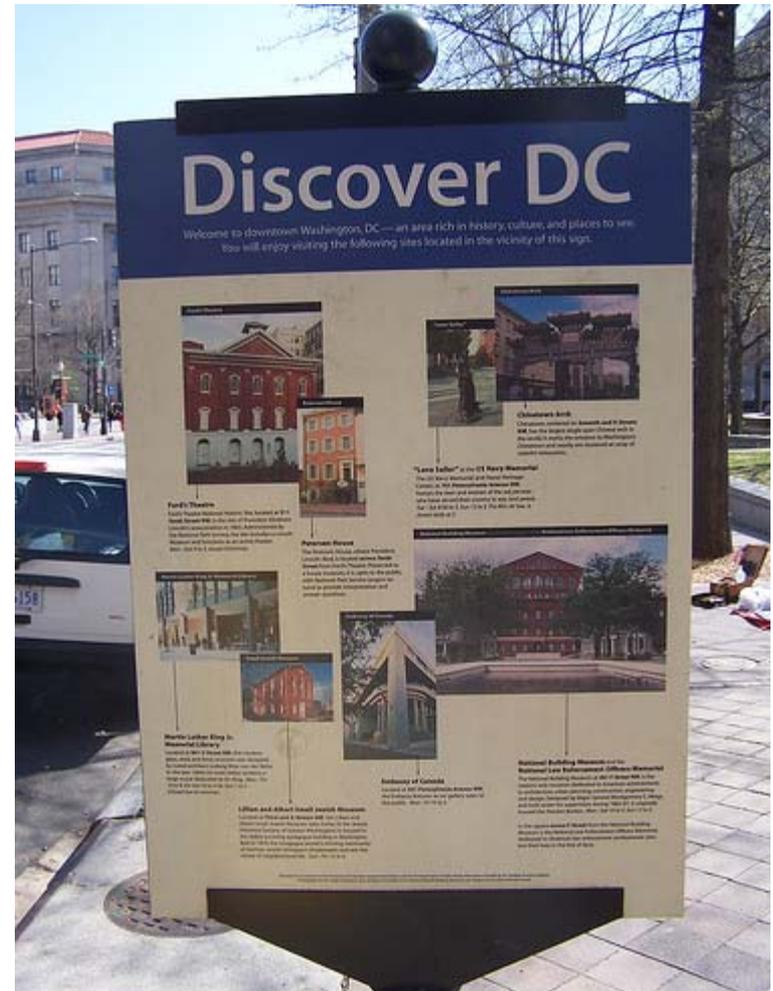
- Directional
- Informational
- Historical/Cultural

Unifies disparate or confusing municipal signage

- Uncluttered
- Legible
- Recognizable

Reinforces community identity/brand

- Signs
- Kiosks
- Banners
- Other informational materials





Wayfinding

More than utilitarian collection of signage

Should orient visitors and residents in space and time

Connect past and future

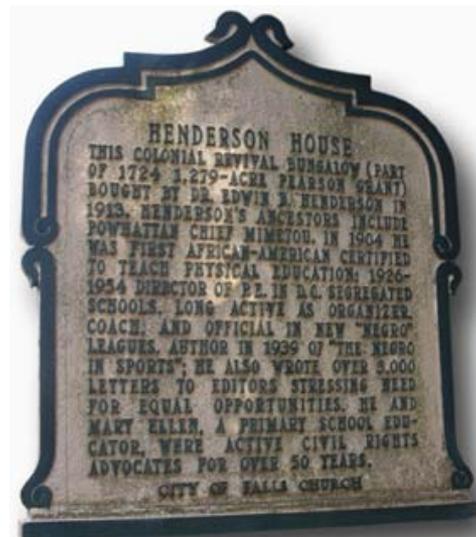
First Step: Needs Assessment

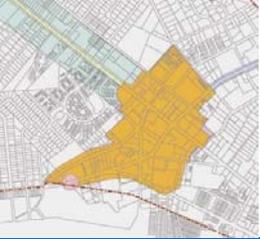
Begin by considering critical questions:

Who are users?

Where do they need/want to go?

How do they get there?





Wayfinding

Who are the users?

- **Residents**

- Tight-knit “community of choice”, village character
 - Informational
 - Historical/Cultural

- **Workers**

- Thousands travel in or through Falls Church each day
 - Informational
 - Historical/Cultural

- **Visitors**

- Recreational, historical and cultural tourists from surrounding metropolitan area
 - Directional
 - Informational
 - Historical/Cultural



Wayfinding

Where are they going?

- **Parks and recreational facilities → Sustainability, Education**

- Celebrate nature
- Foster learning
- Important nodes:
 - Cherry Hill Park
 - Cavalier Trail Park
 - Big Chimneys Park
 - W&OD Trail

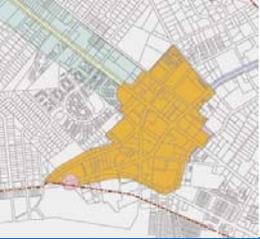
- **Municipal facilities → Empowerment, Diversity**

- Public participation
- Sharing of diverse views, mutual understanding, collective planning
- Important nodes:
 - City Hall and Community Center
 - Mary Riley Styles Public Library
 - City schools

- **Commercial, cultural and entertainment areas → Sense of Community, Connectivity**

- Brings neighbors and visitors together
- Create unique identities for each area but unites City as a whole
- Important nodes:
 - ACD (Washington/Broad, City Center, Tinner Hill, Henderson House, etc.)
 - West End
 - Seven Corners



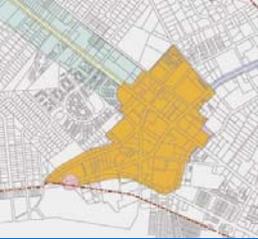


Wayfinding

How do they get there?

- **Gateways**
- **W&OD Trail**
- **Metro stations**
- **Major roads linking destinations**





Wayfinding

Recommendations

Materials → Sustainability, Sense of Community

High quality

Pink granite

Red brick

Black wrought iron

Design Competition → Empowerment

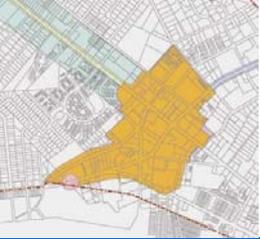
New Media → Education

[murmur]

Cripplebush Ghost Tour

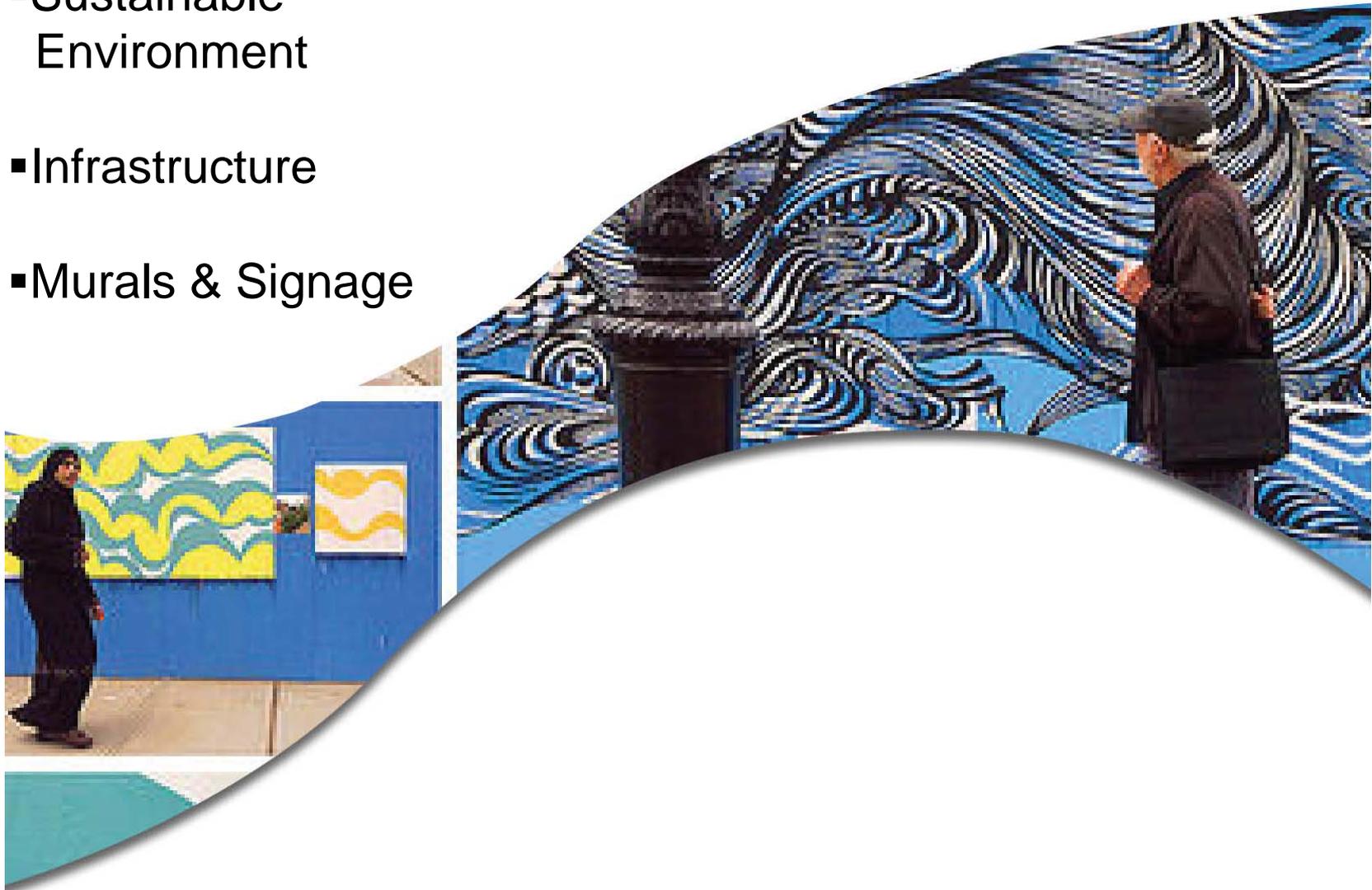
Collaboration with Neighboring Jurisdictions → Connectivity

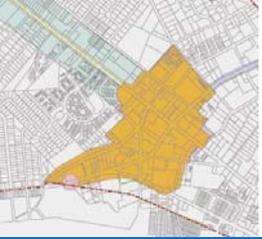




Public Art

- Sustainable Environment
- Infrastructure
- Murals & Signage

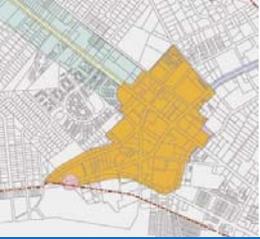




Public Art and a Sustainable Environment



- Educate for environmental sustainability
- Engage City residents
- Attract neighboring communities
- Pay homage to city memory



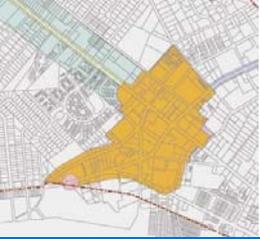
Education and the Sustainable City

Berkeley: Ode to Living Machines



“Schools will be maintained as high quality public facilities, commensurate with the continuing academic excellence for which the City is known, and will serve as an important focus for community, social, and cultural activities.”

-2005 City of Falls Church Comprehensive Plan



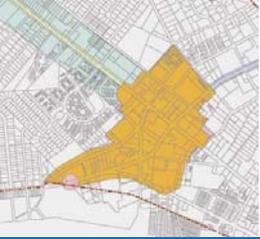
Education and the Sustainable City

Berkeley: Back to the Garden



“Schools will be maintained as high quality public facilities, commensurate with the continuing academic excellence for which the City is known, and will serve as an important focus for community, social, and cultural activities.”

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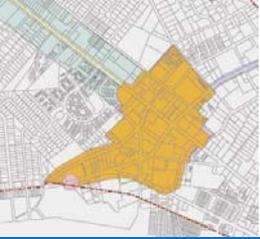
Strategic Partnerships within the Sustainable City

Cincinnati: One Straw Revolution



“The City will continue to be committed to environmental protection, preservation, and restoration, and will provide a wide range of opportunities for residents to interact with the natural environment.”

- 2005 City of Falls Church Comprehensive Plan



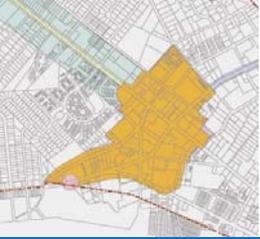
“City of Trees”

San Diego: Urban Trees Call to Artists



“Trees will (continue to) be recognized as a valuable economic, environmental, and aesthetic resource.”

-2005 City of Falls Church Comprehensive Plan

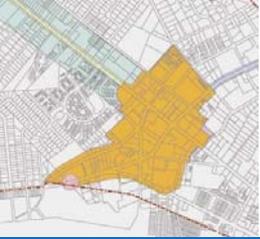


Gateways

Palo Alto: California Avenue, California Native



“Emphasis will be on commercial and residential design that promotes a human scale and a pedestrian orientation, as well as accessibility by foot, bicycle, public transit, and automobile.”

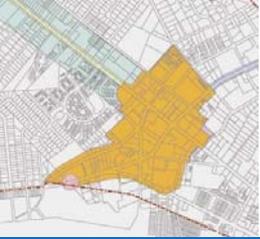


City Memory

AT&T Headquarters: Untitled



“The City will continue as a vibrant and thriving enclave in the Northern Virginia Region, inhabited by citizens and businesses who believe strongly in community involvement and spirit.”



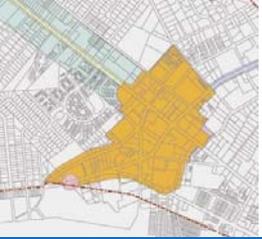
City Memory

San Francisco: First Market Plaza



“The City will continue as a vibrant and thriving enclave in the Northern Virginia Region, inhabited by citizens and businesses who believe strongly in community involvement and spirit.”

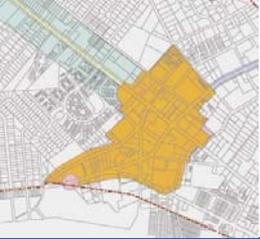
-2005 City of Falls Church Comprehensive Plan



Public Art - Infrastructure



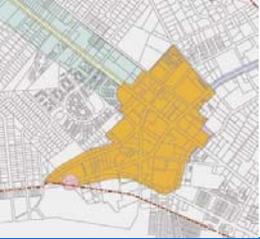
By integrating art into infrastructure cities can respond to the social, cultural and economic needs of the population while recognizing the importance of the often unnoticed systems.



Opportunities that the integration of Art in Infrastructure presents for Falls Church:

- Expose its citizens to public art





Opportunities that the integration of Art in Infrastructure presents for Falls Church:

- Connect specific neighborhood themes to the larger vision of the City

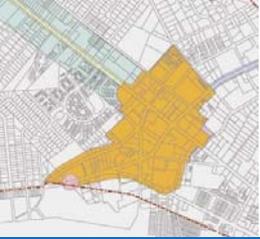




Opportunities that the integration of Art in Infrastructure presents for Falls Church:

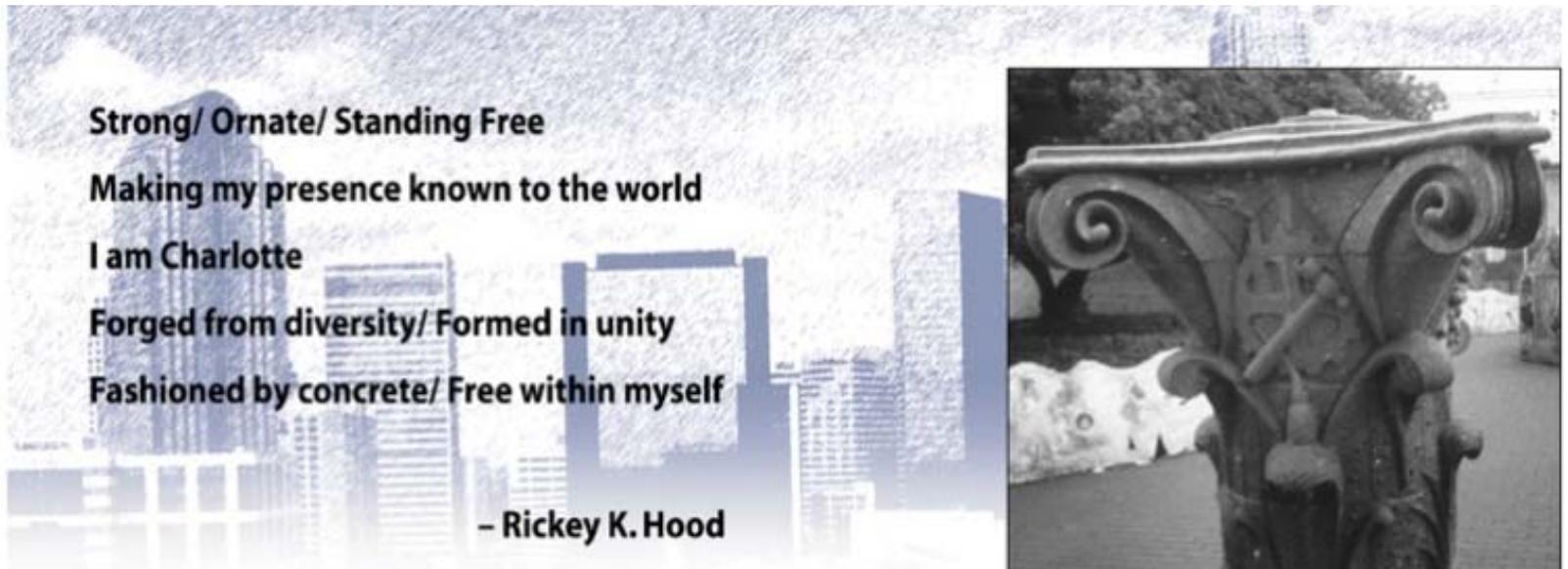
- Recognize the importance of infrastructure systems





Transit: The Experience of the Journey

Moving Galleries



Strong/ Ornate/ Standing Free
Making my presence known to the world
I am Charlotte
Forged from diversity/ Formed in unity
Fashioned by concrete/ Free within myself

- Rickey K. Hood

*This public art project is a partnership of the Charlotte Area Transit System,
The Arts & Science Council of Charlotte-Mecklenburg and The Light Factory.*

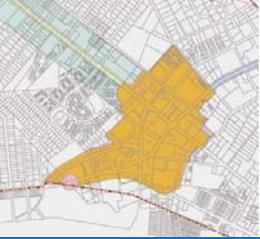


Photograph by: Sidney Hale, Age 8

Art in Motion -Charlotte, NC

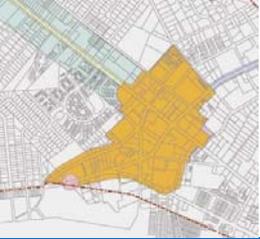
Transit: Bus Shelters





Utility Systems: Unnoticed City Essentials

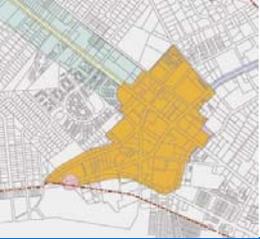




Utility Systems: Educational Experience



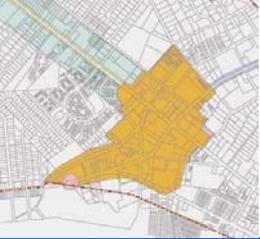
Waterworks Gardens-Renton, WA



Sidewalks: Patterns & Elements



Rosa Parks Place Community
Transit Center –Charlotte, NC



Sidewalks: Patterns & Elements



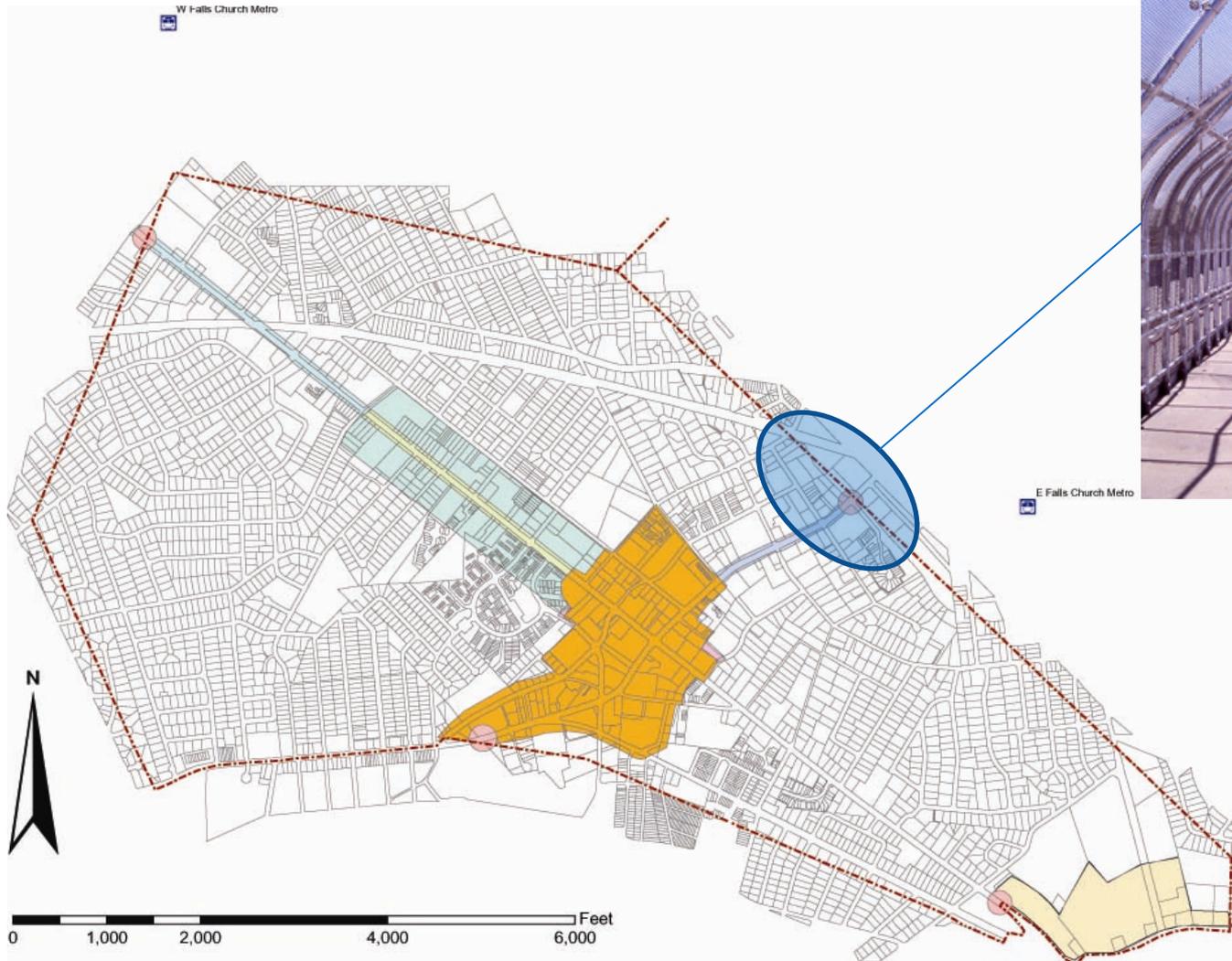


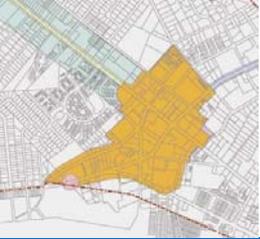
Bridges: Artistic Engineering



Nisbet Road Pedestrian Bridge –Phoenix, AZ

Proposed Gateway

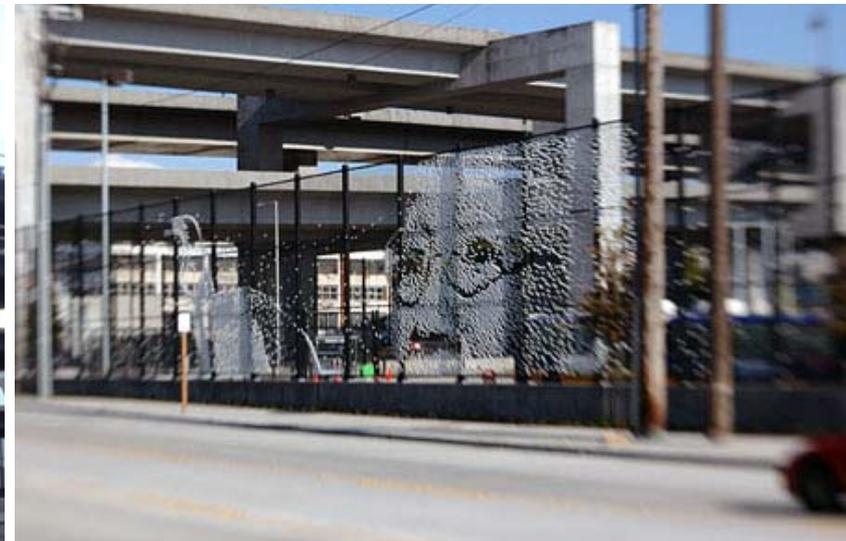




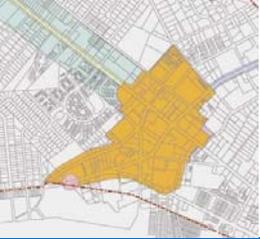
Construction Site Fences: Urban Canvas



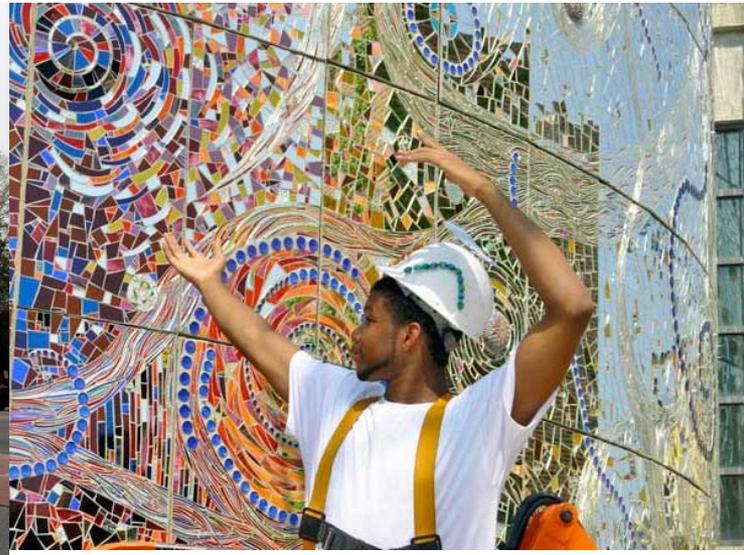
Bloom-Seattle, WA



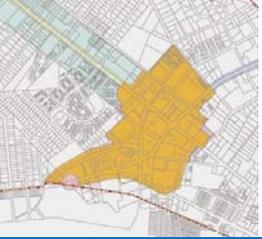
Bit Map Fence: News Readers -
Seattle, WA



Public Art: Murals, Participatory Art, & Street Signage



“... public art projects [are] most effective when they are part of a holistic, multi-disciplinary approach to enlivening a city, neighborhood or downtown, and are produced in collaboration with the people for whom they are meant.” Nikitin (2000)



Murals and Education

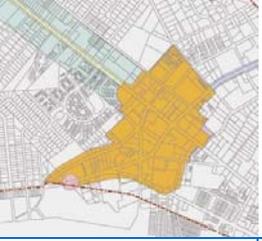
- Murals as documents of social history



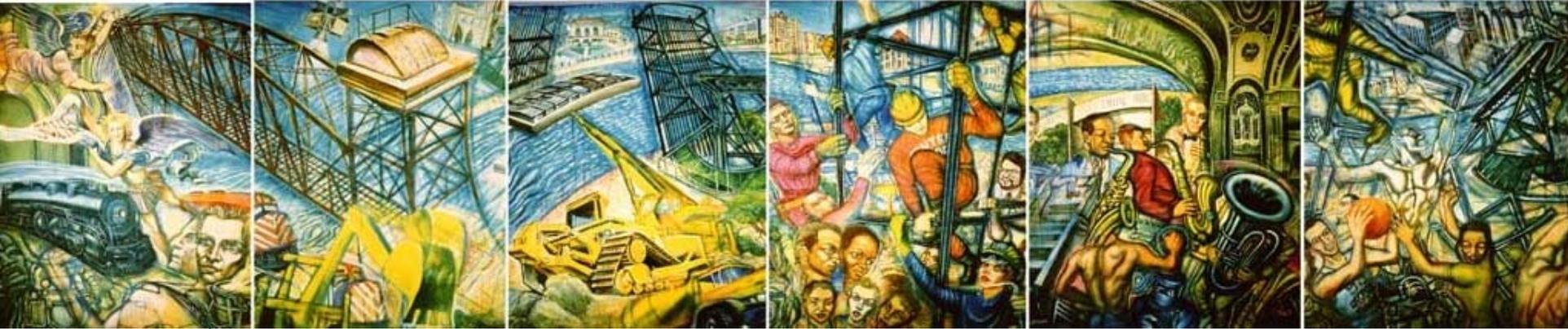
- Interpretation of historical themes:

- Women
- Civil Rights
- Economic



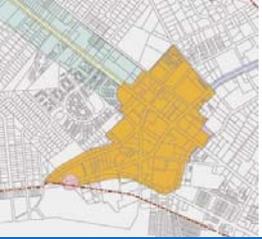


Murals and Community Participation



- Friends of Community Public Art in Joliet, Illinois
- Encouraging local artists and diversity
- Collaboration with community

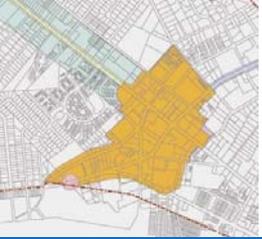




Art for Learning

- St Louis Public Art Consortium
- Public art lesson plans

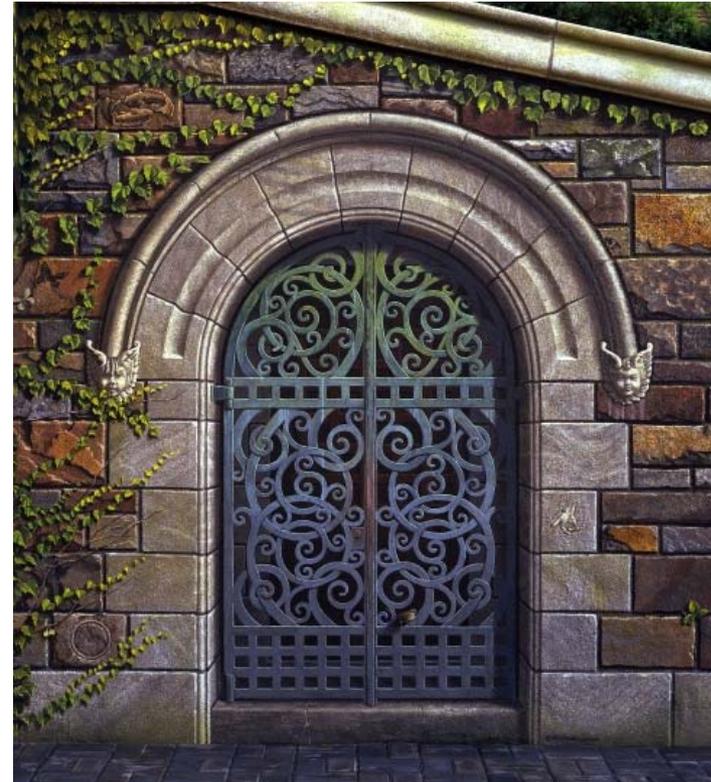
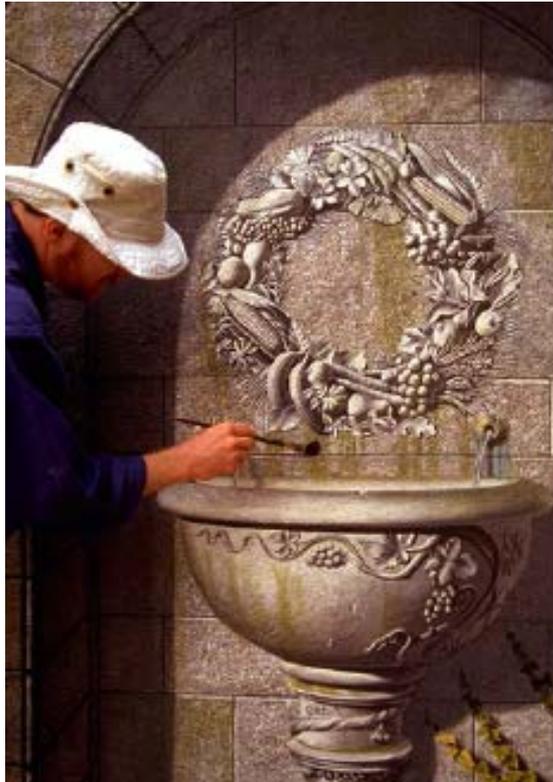




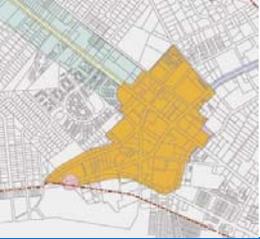
Participatory Art

- Community Bridge, William Cochran, in Frederick, Maryland





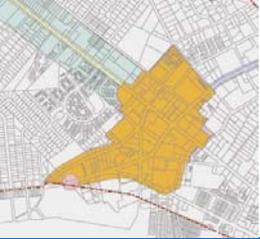
Public art is "...a manifestation of how we see the world – the artist's reflection of our social, cultural, and physical environment." (P.B. Bach, 1992)



Trail Systems and Trailheads

- Somerville, Massachusetts
- San Jose, California





Art in Street Signage

- Millenium Gate, Greensboro, NC
- Adopt-A-Tree Monument, Tempe, AZ



Redefining the Urban Landscape

Urban Design Strategies for
the City of Falls Church, VA

