

CITY OF FALLS CHURCH

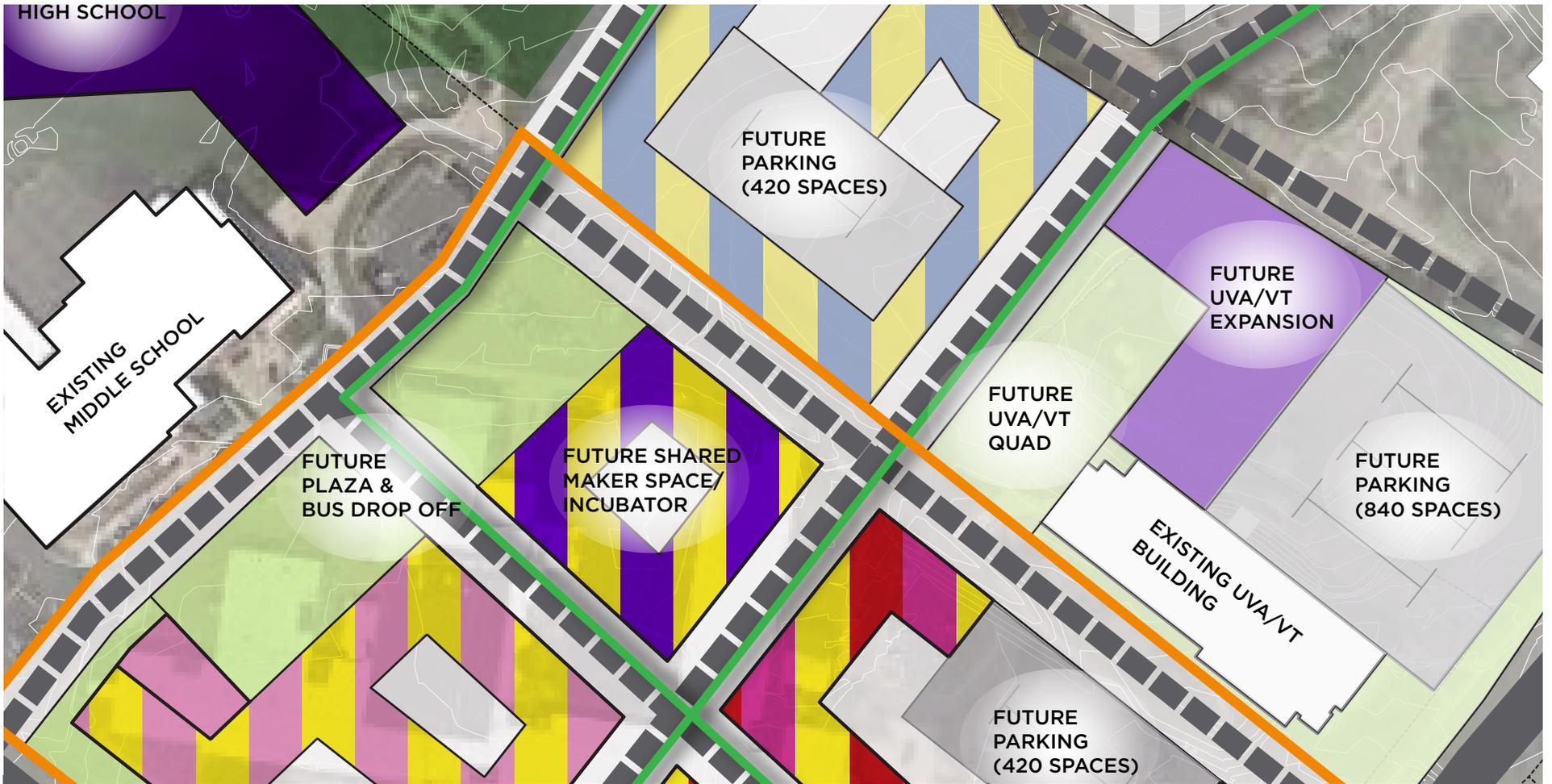
URBAN DESIGN GUIDELINES

SCHOOL-RELATED PARCELS PLANNING OPPORTUNITY AREA 8

AUGUST 2017

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SITE PLANNING & URBAN DESIGN PROCESS

SITE PLANNING & URBAN DESIGN PROCESS

1

A. Site Planning Process and Assumptions

The site planning process for the POA 8 School-Related Parcels began with an analysis of existing site conditions and mixed-use development precedents in the Washington, DC metropolitan region and nationally. The goal of this first step in the planning process was to understand not only site constraints and opportunities, but also how the developable area of the parcels designated for economic development uses compares in size and context to other mixed-use centers.

Based on this initial analysis, the planning team established a general urban design framework, or site planning “givens,” to guide the development of conceptual urban design alternatives. These “givens” included the following:

1. A new high school would be constructed adjacent to the existing middle school.
2. The construction of a new high school would also enable construction of up to 10.4 acres of mixed-use development on City-owned land.
3. Development should strive to achieve the highest and best use of the site to ensure economic development that helps offset the cost of constructing a new high school.
4. A connected street grid would be established to provide multiple routes through the site and to enhance connections to the West Falls Church Metro station.
5. Two vehicular access points into the site would be provided along Route 7.

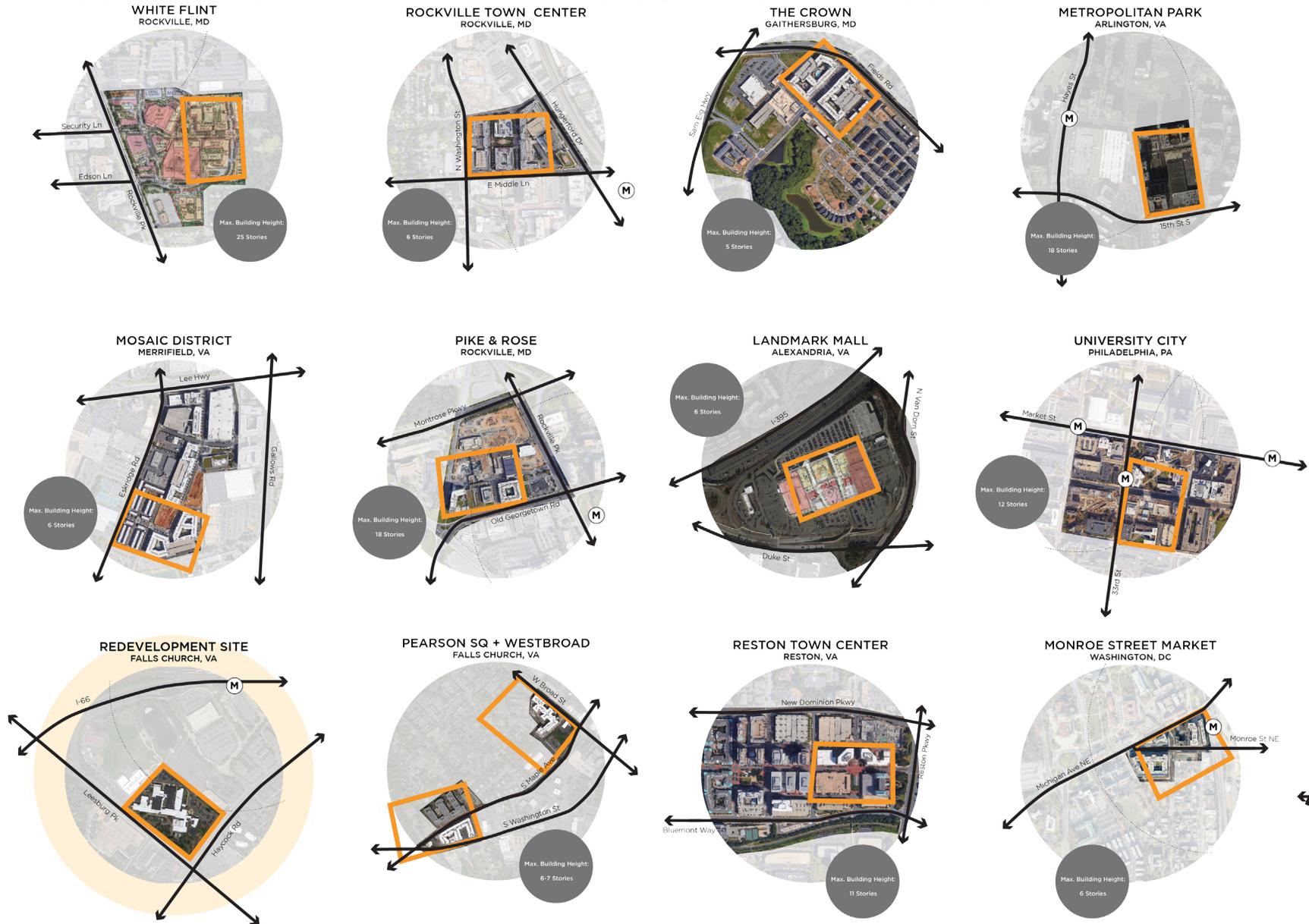
6. Two vehicular access points would be provided along Haycock Road.
7. Development on the site would incorporate green space and/or plazas to serve both the community and schools.
8. Development on the site will promote transportation modes other than single-occupant automobiles by maximizing access to transit and by ensuring pedestrian- and bicycle-friendly design.
9. Development would accommodate parking needs, while striving to reduce parking requirements to the maximum extent feasible, due to proximity to transit.

Although it was initially assumed that the new high school would be located *immediately* north and east of the existing middle school, later urban design concepts for the site considered an alternate school location further to the north and east, closer to I-66, as it was assumed that this location would be most feasible for a high school. However, as school design options were explored in greater detail in May and June of 2017, locating the new high school adjacent to the existing middle school was once again under consideration.

In addition, while removal of the Metro Park & Ride access loop road adjacent to Route 7 was initially considered as an additional “given,” due to the addition of a connected street grid, this option was removed from later concepts following consultation with VDOT. The change in assumptions occurred after VDOT shared information regarding a proposed access ramp to the site from I-66, and once the potential alternate high school location was determined.

SITE PLANNING & URBAN DESIGN PROCESS

MIXED-USE DEVELOPMENT PRECEDENTS: SCALE COMPARISONS



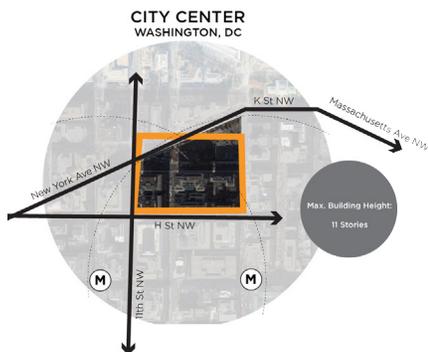
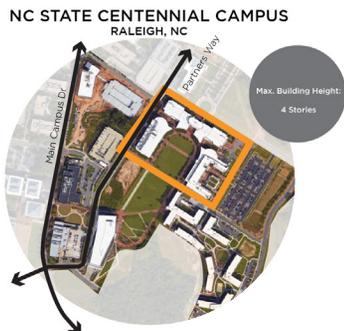
SITE PLANNING & URBAN DESIGN PROCESS



B. Initial Conceptual Alternatives

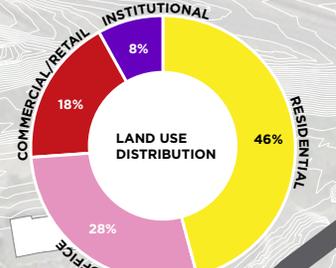
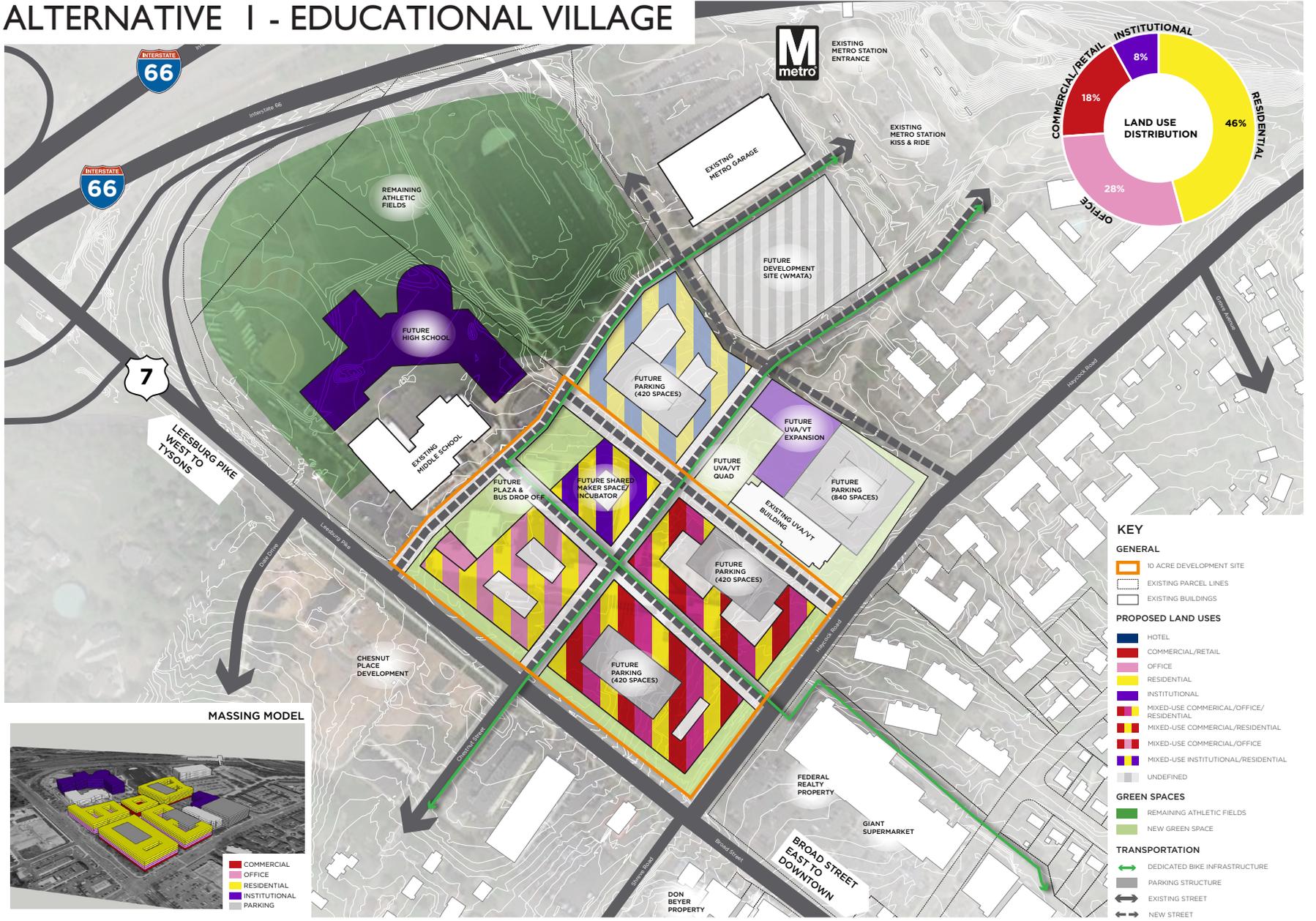
To test the range of potential land uses and urban design configurations on the site, as well as to guide discussion and feedback at the February 23, 2017 workshop with key stakeholders, three initial conceptual alternatives were developed.

1. *Education Village*: This concept explored integration with, and potential expansion of, the Virginia Tech/UVA campus, and incorporated a shared technology incubator and "maker space," a series of pocket parks, and supporting housing, office and retail uses.
2. *Entertainment Hub*: This concept included a hotel and conference center, a performing arts center (shared with the schools), and a sports center as anchors on the site, along with supporting housing, office and retail uses. A civic green served as a community gathering place and open space at the corner of Leesburg Pike and Haycock Road.
3. *Mixed Use Town Center*: This concept created a traditional mixed-use neighborhood center on the site, including a Central Green framed by development, retail frontage along Leesburg Pike, residential uses on the upper floors of all buildings, and a new library or community center.

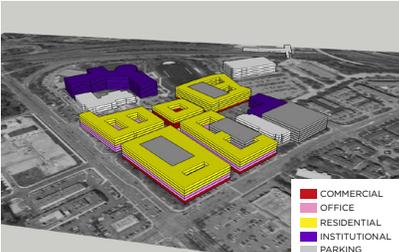


SITE PLANNING & URBAN DESIGN PROCESS

ALTERNATIVE I - EDUCATIONAL VILLAGE



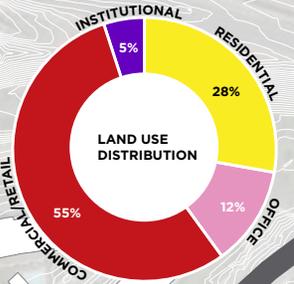
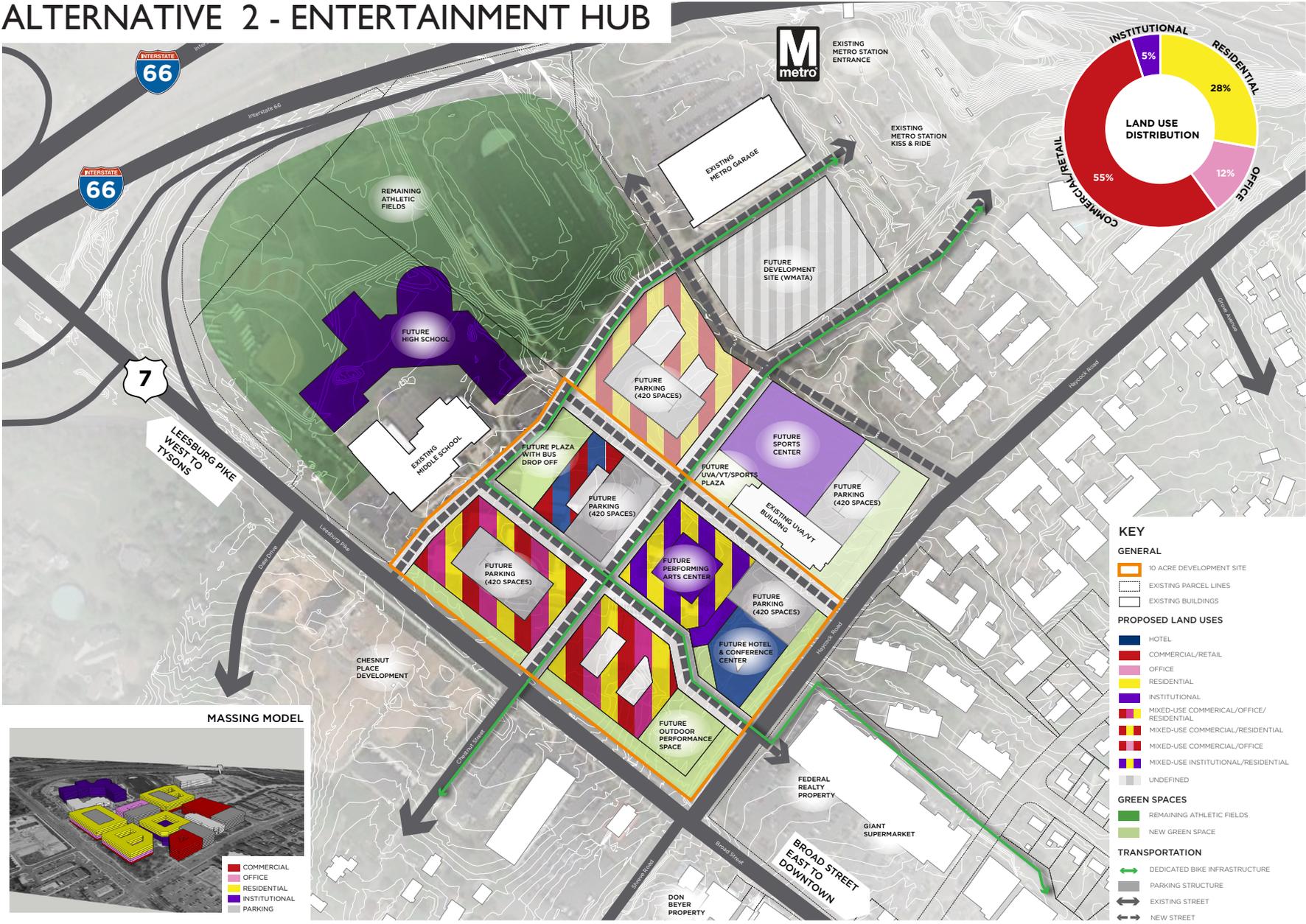
MASSING MODEL



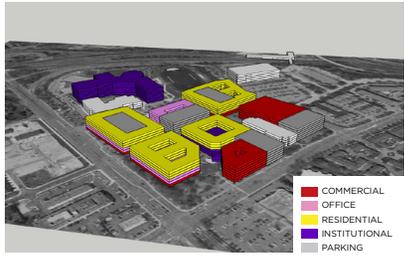
- KEY**
- GENERAL**
- 10 ACRE DEVELOPMENT SITE
 - EXISTING PARCEL LINES
 - EXISTING BUILDINGS
- PROPOSED LAND USES**
- HOTEL
 - COMMERCIAL/RETAIL
 - OFFICE
 - RESIDENTIAL
 - INSTITUTIONAL
 - MIXED-USE COMMERCIAL/OFFICE/RESIDENTIAL
 - MIXED-USE COMMERCIAL/RESIDENTIAL
 - MIXED-USE COMMERCIAL/OFFICE
 - MIXED-USE INSTITUTIONAL/RESIDENTIAL
 - UNDEFINED
- GREEN SPACES**
- REMAINING ATHLETIC FIELDS
 - NEW GREEN SPACE
- TRANSPORTATION**
- DEDICATED BIKE INFRASTRUCTURE
 - PARKING STRUCTURE
 - EXISTING STREET
 - NEW STREET

SITE PLANNING & URBAN DESIGN PROCESS

ALTERNATIVE 2 - ENTERTAINMENT HUB



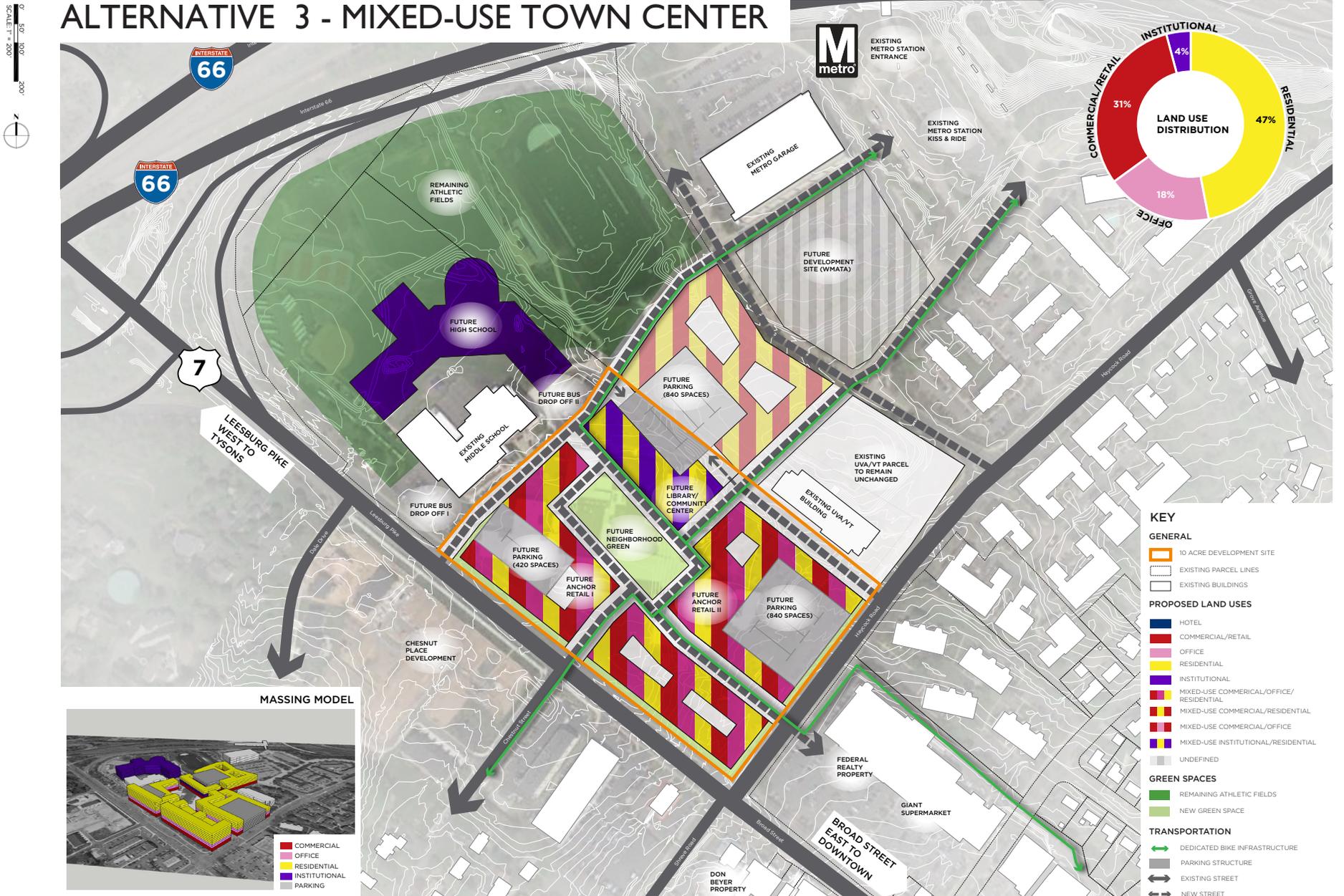
MASSING MODEL



- KEY**
- GENERAL**
- 10 ACRE DEVELOPMENT SITE
 - EXISTING PARCEL LINES
 - EXISTING BUILDINGS
- PROPOSED LAND USES**
- HOTEL
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SITE PLANNING & URBAN DESIGN PROCESS

ALTERNATIVE 3 - MIXED-USE TOWN CENTER



SITE PLANNING & URBAN DESIGN PROCESS

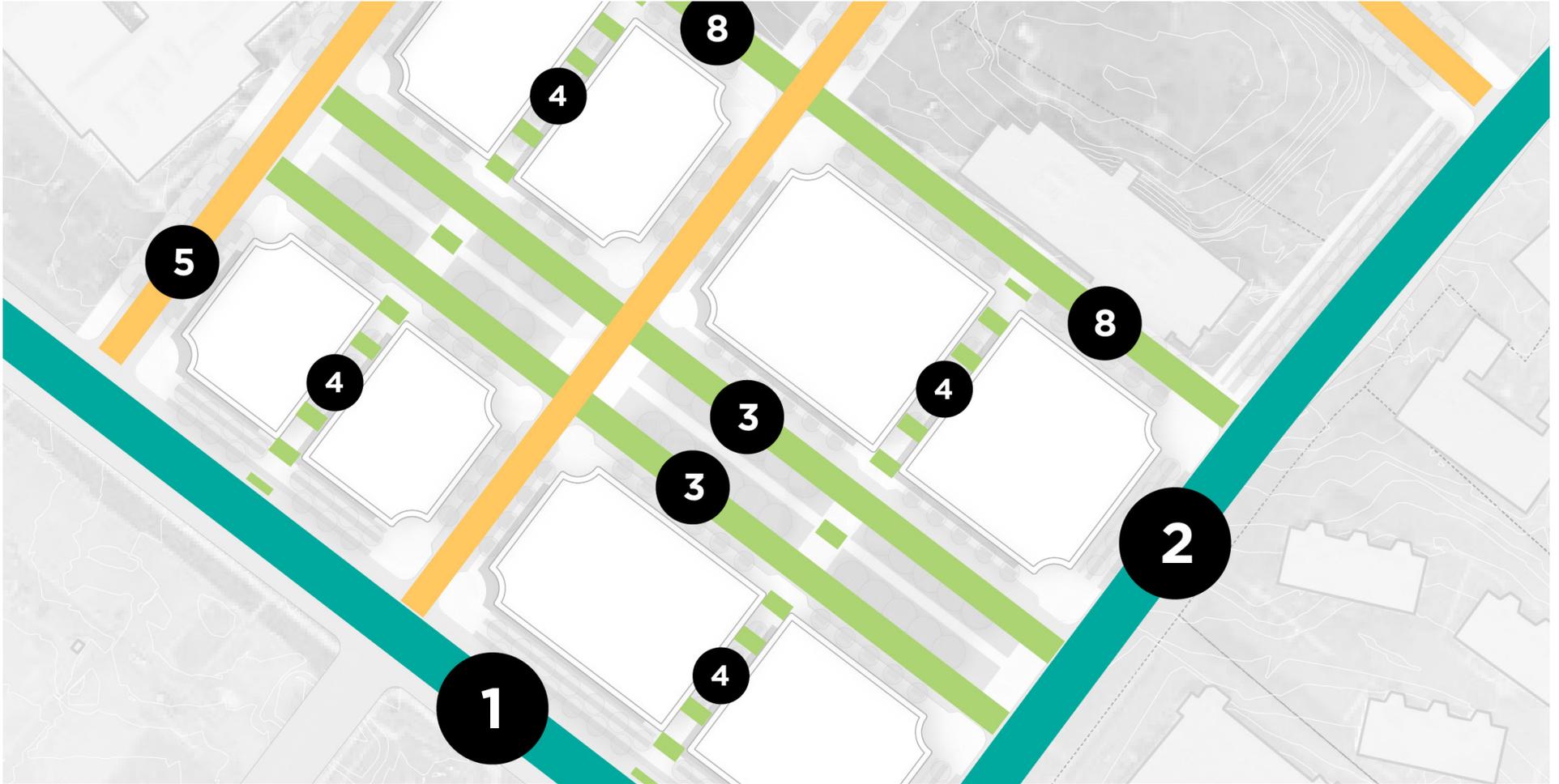
C. Preferred Urban Design Concept

Based on input received from key stakeholders and City staff—as well as community feedback received at the public kickoff meeting for the Small Area Plan on March 25, 2017—a preferred urban design concept was developed to serve as the guiding framework for the economic development portion of the POA School-Related Parcels. In light of ongoing efforts to study the economic development and market potential of the site, as well as the City's desire to maintain flexibility for future development on the site, this concept emphasizes the desired physical form and character of the site—the necessary ingredients for creating a “special place”—over specific land-use prescriptions. The remainder of this chapter describes the preferred urban design concept in greater detail and outlines a series of related design goals and guidelines for developing a unique, appealing and vibrant new urban district in Falls Church.

D. Continued Evolution of the Urban Design Concept

As of the completion of this document during the summer of 2017, plans for the proposed new high school had continued to evolve. As a preferred option for the high school is selected and carried forward, the urban design concept is anticipated to evolve as well to accommodate the latest footprint and placement of the high school and to reflect the City's latest thinking regarding urban design. As a result, the preferred urban design concept included in this document is considered a snapshot in time that will continue

to be refined as plans for school-related parcels progress in the coming years. However, the urban design goals and guidelines provided in this document are considered to be broadly applicable to the site, even if the urban design vision for the 10-acre parcel continues to evolve.



PREFERRED URBAN DESIGN CONCEPT

PREFERRED URBAN DESIGN CONCEPT

2

The 10.4-acre site is envisioned as a mixed-use urban center and “special place” for Falls Church. Through elements such as a flexible and connected street grid, a Central Green and promenade, green buffers, and higher-density mixed-use buildings, the center anchors the city’s western gateway and establishes a singular character and modular development pattern that can be replicated in the future on other sites along the Broad Street corridor.

Mixed-use development is arranged along the north and south sides of a linear Central Green with a pedestrian promenade. A connected grid of streets creates strong urban blocks ideal for a range of higher-density mixed-use buildings. To further humanize these four building blocks, woonerfs—or shared-use alleys—bisect each of the four blocks and serve the dual purpose of breaking up the street wall established by the buildings and fostering a more interesting and connected pedestrian environment with greater site permeability and enhanced access through the site to the adjacent Metro station.

The resulting building pads are designed for higher-density mixed-use buildings; these provide a critical mass of activity to activate the site and support revenue generation and economic development. While most buildings have heights less than eight stories tall, some buildings closer to the Haycock Road and Route 7 intersection are encouraged to rise upwards of 11 to 13 stories. Building heights decrease (to a minimum of eight stories) deeper into the site, closest to the Metro station and schools.

Building façades and ground-floor programming are designed to engage the surrounding streets with active retail frontages and dining options, with ample outdoor seating. Building heights are mitigated by slight setbacks and, at primary street corners, the building massing steps back from the street, allowing for more pedestrian space at intersections while simultaneously allowing for signature design features on the upper floors. At the edges of the site adjacent to the existing middle school, future high school and UVA/Virginia Tech properties, building setbacks, ground-floor programming and adjacent sidewalk zones are designed to ease the transition from retail to educational uses.

Functioning as a “front door” to the community, the Central Green serves as both an organizing element and an amenity that draws pedestrians into the site at Haycock Road and guides them further into the site in the direction of the future middle school / high school campus. In addition to facilitating movement, the Green is designed to function as a central gathering space for residents, the school populations, employees, Metro riders and others visiting West Falls Church, while offering sufficient flexibility to accommodate a range of event and activity programming in addition to passive recreation. At the same time, the Green provides a stormwater management function and can accommodate underground utilities serving adjacent buildings.

The Green is framed on all sides by streets, including a pair of one-way, pedestrian-oriented streets with special pavement treatments; these streets can be closed for special events. Wide sidewalks provide a transition from the Central Green and roadways to the adjacent buildings.

PREFERRED URBAN DESIGN CONCEPT

Two 40-foot-wide greenways provide a buffer for the façades of buildings from Route 7 and Haycock Road. Included within these greenways are a bicycle sidepath, a double allée of trees, and expanded sidewalks. These urban-format setbacks provide shelter and comfort for cyclists and pedestrians as well as shady spaces in which to linger.

PREFERRED URBAN DESIGN CONCEPT

ALTERNATIVE 4 - GREEN PROMENADE

Graphic scale: 1" = 100'
SCALE: 1" = 100'



Figure 1

EXISTING VS. NEW STREETS

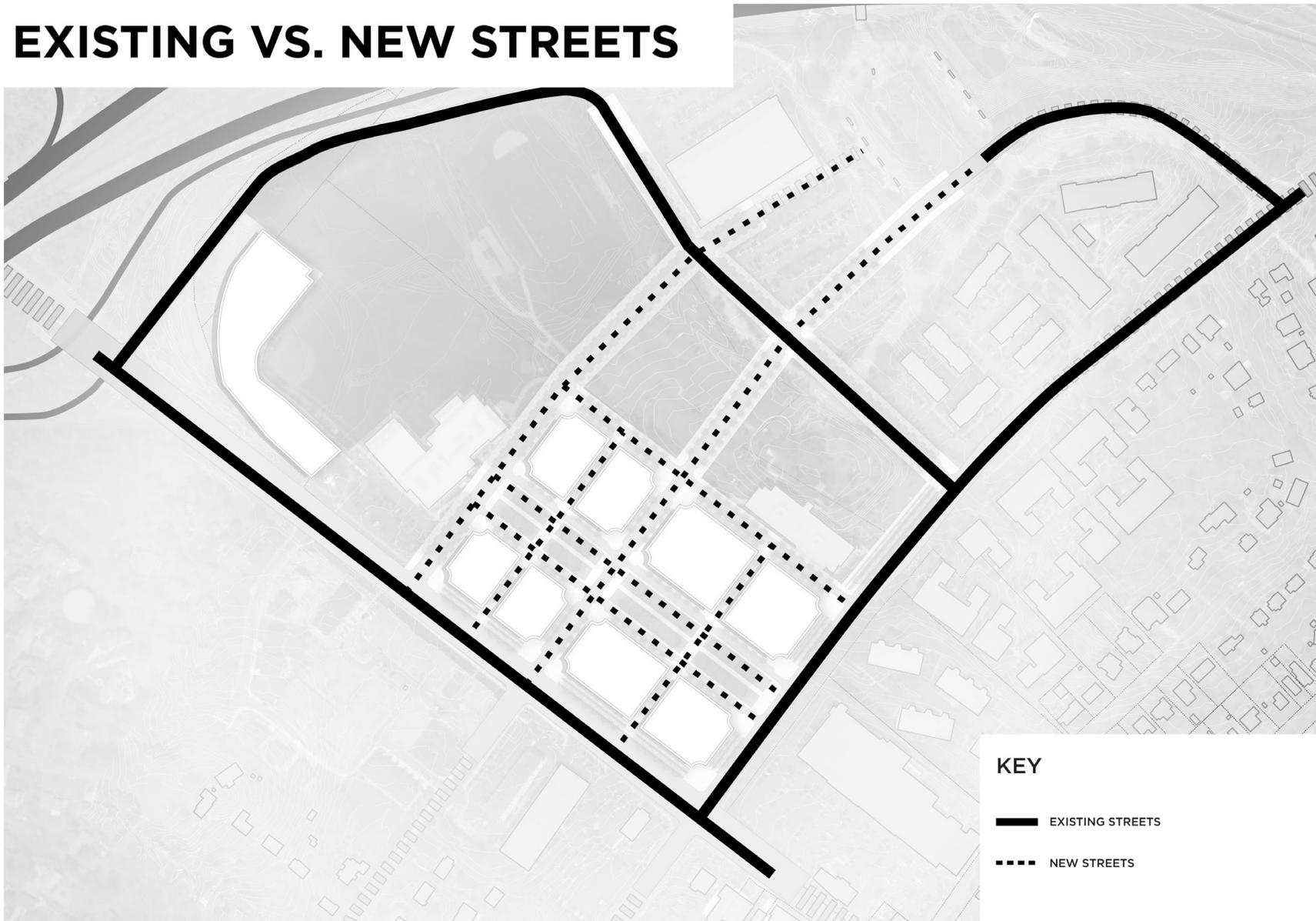


Figure 2

PREFERRED URBAN DESIGN CONCEPT

STREET HIERARCHY

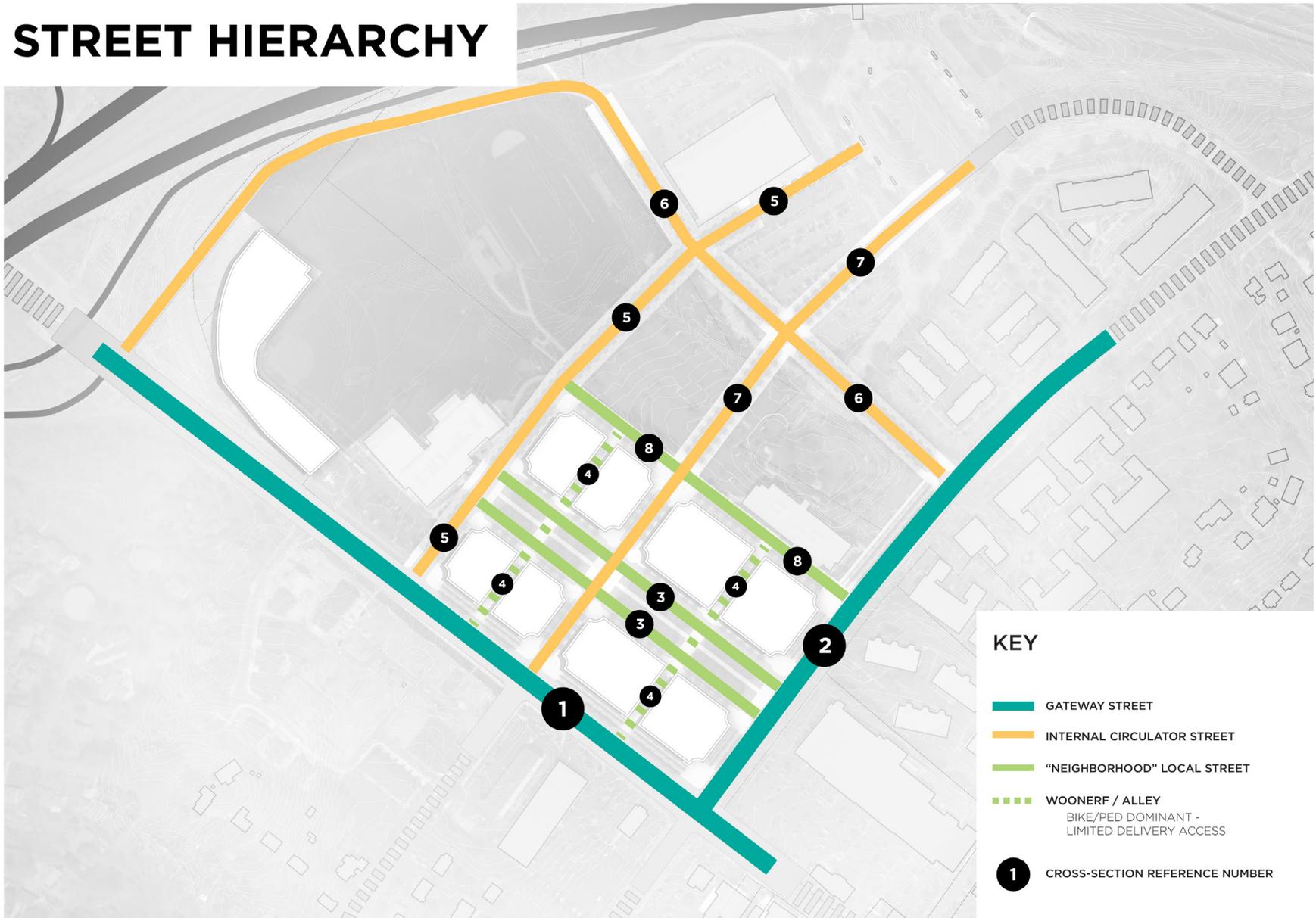


Figure 3

GENERAL BUILDING HEIGHTS

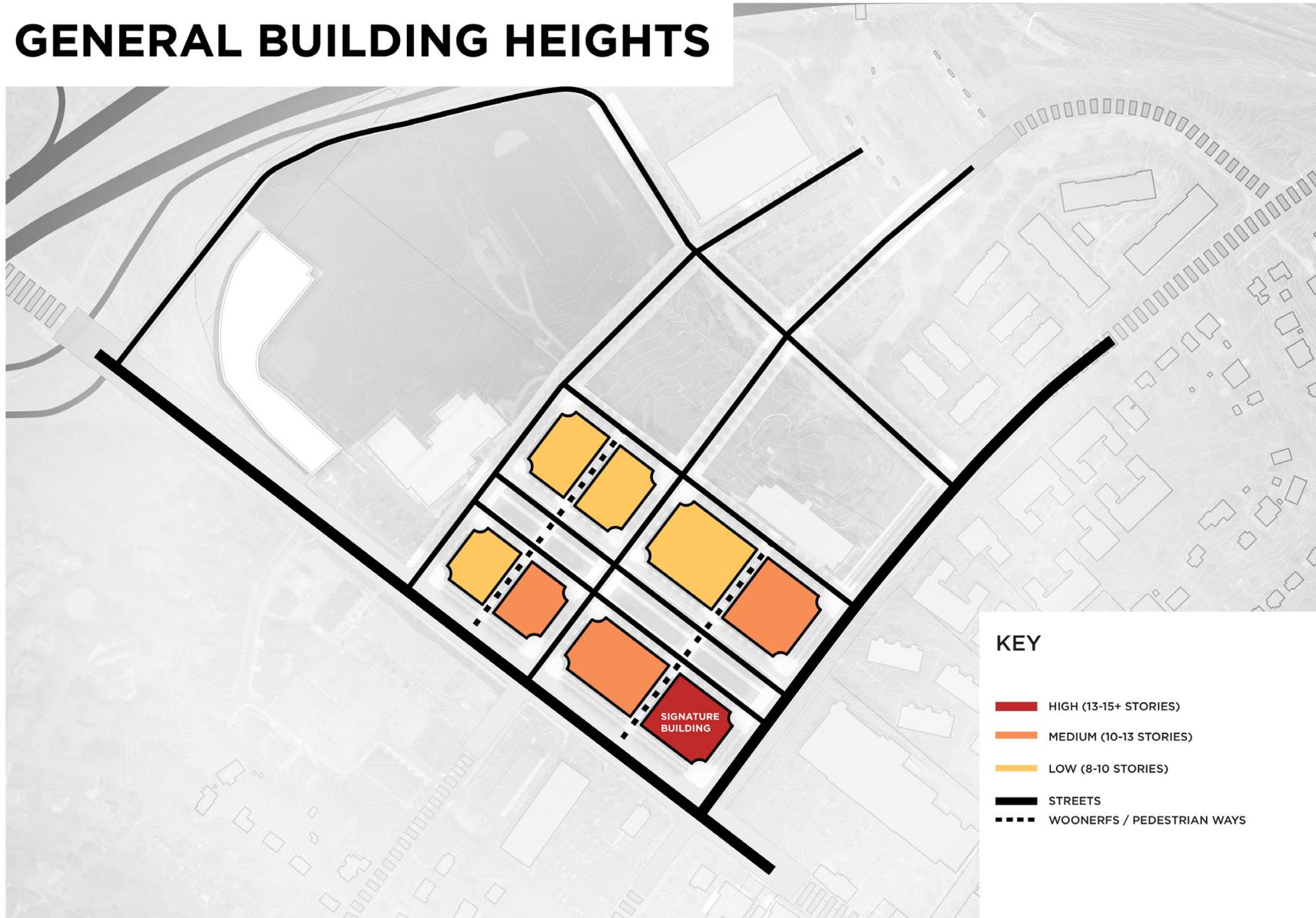
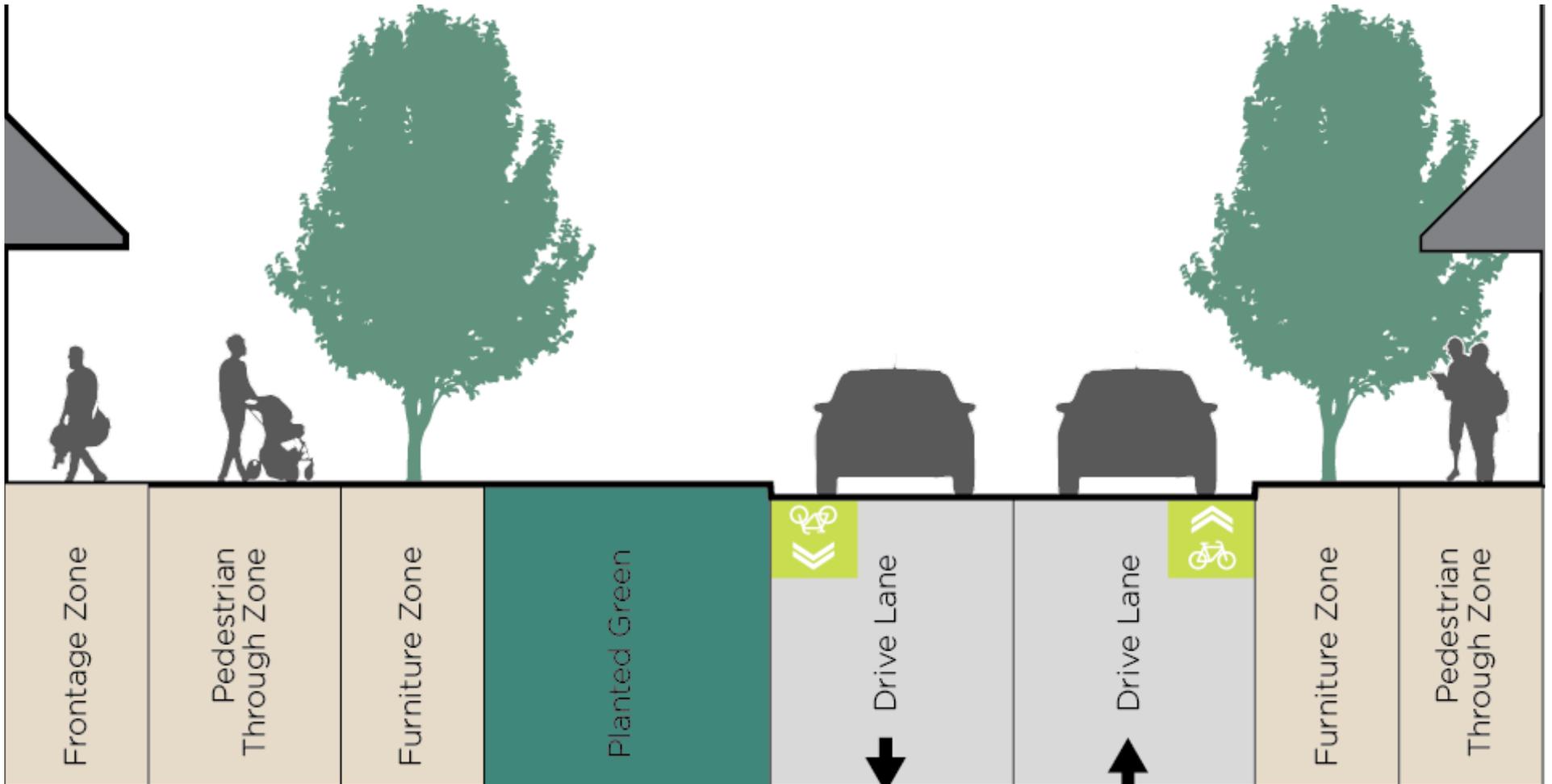


Figure 4



3

URBAN DESIGN GOALS & GUIDELINES

URBAN DESIGN GOALS & GUIDELINES

3

A. Create a special place and mixed-use center for Falls Church with a distinctive character that complements the rest of the city yet stands apart as a unique and contemporary urban environment.

Public Amenities

While the urban design framework will support a range of potential land uses, development on the site should include neighborhood-serving amenities and services that support the residents living within and immediately surrounding the development site.

Building Façades and Frontages

1. Horizontal and vertical architectural façade features assist in visually breaking up and mitigating the height of relatively tall buildings. The design of façades acts to visually express the vertical program of a building's interior through three primary vertical divisions: storefront, upper floors, and cornice:
 - “Storefront”/Base/Podium – The lowest portion of the building façade. This area typically expresses the commercial/retail levels of the building. This is the portion of the façade that pedestrians experience and is key to the success of the area.
 - “Upper Floors”/Middle – The remaining stories above the “storefront.” This portion of the façade typically expresses non-retail building levels (i.e. office or residential levels).
 - “Cornice”/Top – The projecting elements at the top of the building. This area also includes the building parapet.

2. A combination of vertical and horizontal façade features should be integrated on all mixed-use building façades, and should align to those of adjacent buildings. These features include but are not limited to the following (in no particular order):

- Window hoods
- Pilasters
- Recessed window bays
- String courses
- Coping
- Bulkheads
- Protruding sills
- Transoms
- Keystones
- Lintels
- Frieze/horizontal signage band
- Protruding cornice elements
- Defined parapets
- Spandrel panels
- Awnings
- Vaults
- Flanking wings
- Colonnade/arcade
- Unique signage

URBAN DESIGN GOALS & GUIDELINES



Façade setbacks above the third floor help humanize taller buildings and minimizes urban shadows.



A building whose façade has a well-defined bottom, middle and top, and incorporates many façade elements to create a balanced and dynamic façade.



Buildings with articulated facades, recessed entries, and rooftop pergolas.

Mixed-Use Ground Floor Design

1. Mixed-use buildings should incorporate the following ground floor treatments to foster an active and human-scale environment along the street and sidewalks:
 - At least 15 feet (between floor plates) on the ground level for commercial uses.
 - A minimum of 85 percent “glazing” on ground floor street-lining façades. Glazing is defined as the vertical area of a façade that is not opaque. This includes windows, transparent areas within doors, and clerestories.
 - Front façade glazing should be human-scaled and well-articulated to create visual interest for the pedestrian. When possible, ground-floor programming should be diverse and not occupy more than 20 linear feet of street frontage.

URBAN DESIGN GOALS & GUIDELINES

- Whenever possible, limit the extent of “static” uses—such as banks, offices and other non-retail commercial spaces—within the ground-floor retail frontage of a block to minimize extended periods of inactivity on weekends and “dead zones” along sidewalks. Ideally, such uses should occupy less than fifteen percent of total linear, street-level frontage feet per street block. For example, recognizing that current bank formats tend to create dead zones along sidewalks that can discourage shoppers from walking to other retail on along the same block or street, New York City and Philadelphia have instituted zoning resolutions to limit bank frontage within downtown areas.
 - Special attention should be paid to sun exposure at the sidewalk along ground-floor frontages. To encourage more pedestrian activity and lingering, shading strategies such as street trees, louvers and awnings should be incorporated.
 - Avoid establishing blank walls along sidewalks at the ground level.
 - All utilities and corresponding equipment within the site must be constructed underground and hidden within the building envelope.
2. Where ground-floor uses are residential, ground-floor frontages should incorporate the following features to establish an appropriate relationship between the public and private realms:
- Where residential lobbies can be located in mixed—use developments on the ground floor, residential uses should be raised at least two feet above street level to avoid uncomfortable sight lines between pedestrians and residential dwellings, thereby establishing a more comfortable threshold experience between the public and private realms. This rule-of-thumb also applies to residential terraces or porches.



A building with more than 85% glazing that provides adequate room for merchandise displays and branding while providing constant visual interest to the pedestrian.



A ground-floor bank and office space with limited linear retail frontage minimizes the impact of low-activity sidewalk use on street life.

URBAN DESIGN GOALS & GUIDELINES



Raised residential ground-floor establishes a more comfortable relationship between residents and pedestrians.



Elevated ground-floor residential units with awnings and adequate landscaping establish a comfortable threshold sequence between the public and private realms.

Balconies/Louvers/Awnings/Pergolas

1. Balconies are strongly encouraged along a building's upper floors. While balconies are primarily considered for residential floors, creative balcony incorporation for office uses should be explored. Accessible, inhabitable balconies are critical components of an active public realm.
 - Generally, balconies should be wider in length than their protrusion out from the building.
 - A minimum balcony size should be six feet wide by four feet deep.
2. The incorporation of louvers above windows is encouraged for façade areas with high levels of sun exposure. Louvers can increase building HVAC efficiency during the summer months while also lending visual and architectural interest to the building's façade.
3. The use of awnings is strongly encouraged but should be used only at the ground-floor level. Awnings provide shelter from the elements and can enhance pedestrian comfort on the adjacent streetscape.
 - Like balconies, awnings should be wider than their protrusion out from the building façade.
 - Awnings should not protrude outside of the amenity zone.
 - Awning materials should be flexible but complement corresponding building materials.
4. Pergolas can be used as an alternative to awnings on the ground floor but should not be limited to café seating areas. Creative use of pergolas is encouraged at other inhabitable outdoor areas above the ground floor. Pergolas are especially encouraged on inhabitable rooftops.

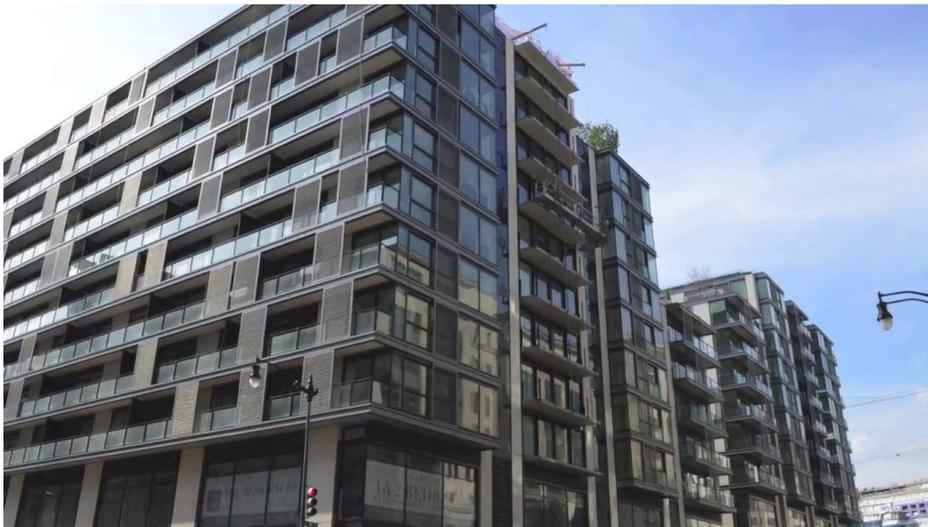
URBAN DESIGN GOALS & GUIDELINES



A building whose louvers and generous covered balconies provide sun protection and visual interest.



Protruding building awning used to emphasize a building entrance while providing shelter.



Louvers provide visual interest and texture to the façade and can increase building efficiency.



Rooftop pergolas provide shelter, highlight outdoor gathering spaces, and provide visual interest on the façade.

URBAN DESIGN GOALS & GUIDELINES

Treatment of Building Corners

1. Special attention should be paid to building corner treatments at multimodal street intersections to “hold” building corners while establishing street corners as active public spaces with distinctive design treatments. There are a total of sixteen of these building corners within the development site (refer to diagram).
2. In the spirit of Ildefons Cerda's 1859 plan for the extension of Barcelona, Spain, special building corners are encouraged to be rounded or set back diagonally to provide additional space for pedestrian lingering at street corners while also incorporating signature design treatments. These signature corners are also ideal locations for building entrances and/or cupolas.



Concave, rounded corner building setbacks, adjacent to a landscaped pedestrian way between two buildings with special landscaping and catenary lighting.



A building façade that uses a cupola to anchor a narrow corner and establish a sense of arrival.

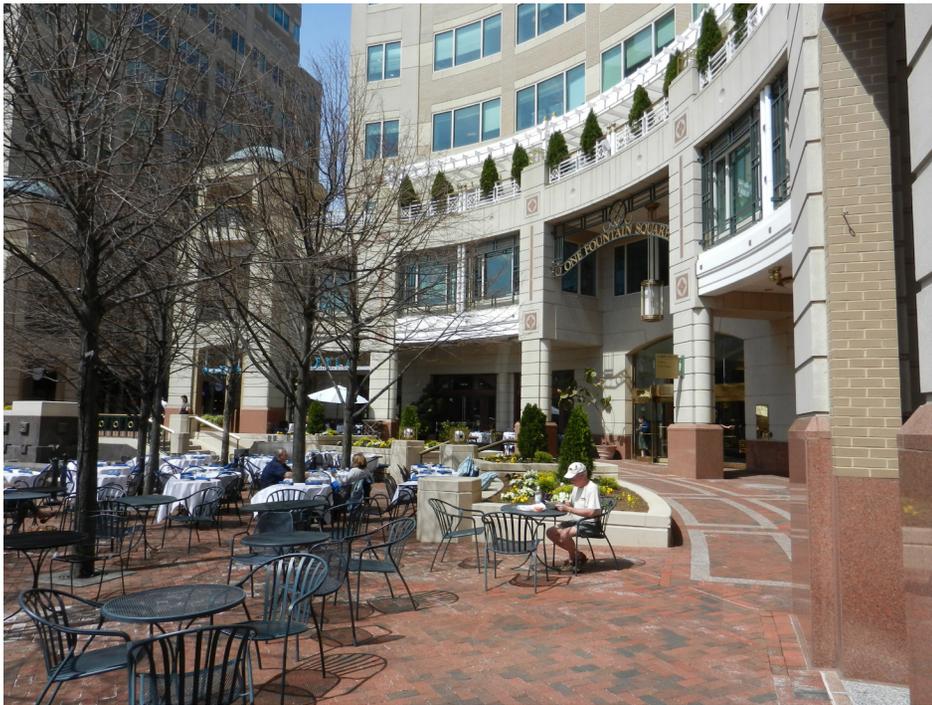
Street Walls and Setbacks

1. Consistent setbacks and build-to-lines should be encouraged along the buildings' ground-floor frontages to create a consistent street wall that frames the pedestrian realm. Exceptions may include the development of a building colonnade, recessed entries, or angled/rounded setbacks at special corners. At the same time, building setbacks on upper floors are encouraged to mitigate building heights and emphasize the vertical divisions between uses within a building.
 - Ground floor setbacks/recesses should not occupy more than 25 percent of the street frontage. However, setbacks are encouraged above a building's third story. Such

URBAN DESIGN GOALS & GUIDELINES

setbacks further emphasize a building's three primary vertical divisions: the storefront, upper floors, and cornice.

- If no setbacks are included on a building's upper floors, adequate horizontal and vertical architectural elements must be included (see "Building Façades and Frontages")



A rounded corner building setback with a recessed colonnade and prominent building entrance that provides space for outdoor seating.



A diagonal building corner setback used for a public plaza.



Building corner setback that provides space for place-making and special landscaping and paving.

URBAN DESIGN GOALS & GUIDELINES



A concave, rounded building corner setback, which is used to create a public gathering spaces. Special paving and a water feature is used to emphasize a gathering space in the streetscape.



A signature corner building with an activated plaza and streetscape.

Signature Building

A new building at the corner of Haycock Road and Route 7 should be reserved as the site's "signature building" to create a sense of arrival or gateway into the site. The signature building should stand apart from surrounding buildings by maintaining the site's tallest heights. Its corner on Haycock Road and Route 7 should be emphasized by distinctive design features, which might include special landscaping along the adjacent greenway or some of the following façade/architectural elements:

- Corner entry
- Extra glazing
- Special lighting treatments
- Public art/murals
- Special signage/branding
- Extended balconies
- Differentiated materiality

Rooftops

1. When possible, rooftops should be utilized as inhabitable space, and should be considered additional outdoor amenity space.
2. When possible, building roofs should include green roofs or solar infrastructure.

URBAN DESIGN GOALS & GUIDELINES

B. Establish a welcoming gateway and transition to the rest of Falls Church, creating a sense of arrival to the city while ensuring appropriate transitions to surrounding neighborhoods.

Gateway Features

1. Built elements along the Route 7 frontage—including buildings, landscaping, streetscape design, signage and art—should establish a sense of arrival and provide a variety of visual cues that express the special qualities of West Falls Church and a notable transition in community character. Opportunities to establish a strong gateway include the following:
 - The design of the 40-foot-wide linear greenway along Route 7/Broad Street, which should physically define the western gateway to the City of Falls Church through distinctive landscaping and an allée of trees.
 - Local branding, public art and unique signage should be explored within the greenway to reinforce the gateway experience
 - Distinctive architectural elements on building façades, rooftops and building frontages
 - Streetscape elements such as paving and street furniture that reinforce the change in physical character of the internal streets.
2. Locating a signature building, with the greatest building heights, at the corner of Haycock Road and Broad Street will provide an additional gateway feature. Lighting and façade design should be used to further emphasize the gateway sequence.



Gateway emphasized by unique landscaping and sculptural signage.



A pedestrian focused gateway emphasized by the layering of special landscaping and lighting.

URBAN DESIGN GOALS & GUIDELINES



A gateway enhanced with landscaping that functions as a greenway and buffers pedestrians from high speed vehicular traffic.

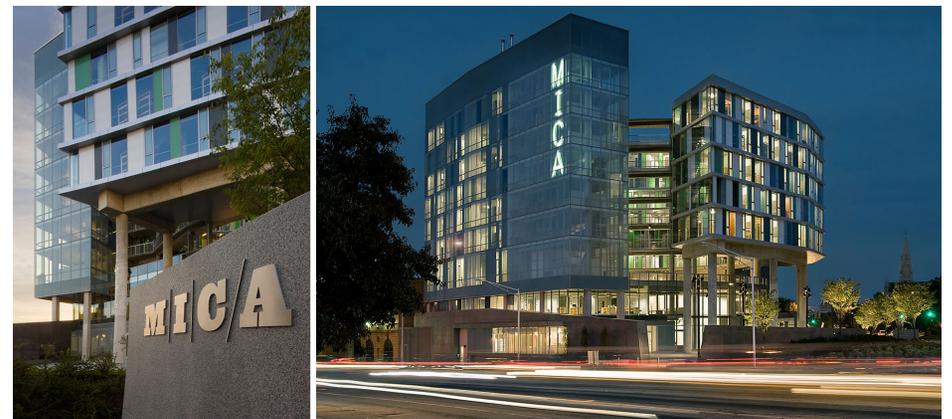


A gateway demarcated with a public plaza.



A gateway defined by temporary sculptural lettering.

A landscaped gateway design emphasized by complimentary lighting



A gateway emphasized by landscaping and embedded, lit vertical lettering

URBAN DESIGN GOALS & GUIDELINES



A sculpture flanking a roadway demarcating a gateway over a bridge.



A greenway and memorial functioning as a gateway with sculptural lighting.



A gateway feature embedded within a signature building.



Sculptural lettering, landscaping and a water feature emphasize a gateway intersection while hiding surface parking.

URBAN DESIGN GOALS & GUIDELINES

3. Although the design of the proposed future school will be determined through a separate design process, special attention should be paid to the relationship of the school buildings to Route 7 in order to reinforce, rather than detract from, gateway conditions.



A gateway defined as a green median with sculptural lettering.

Transitions and Adjacencies

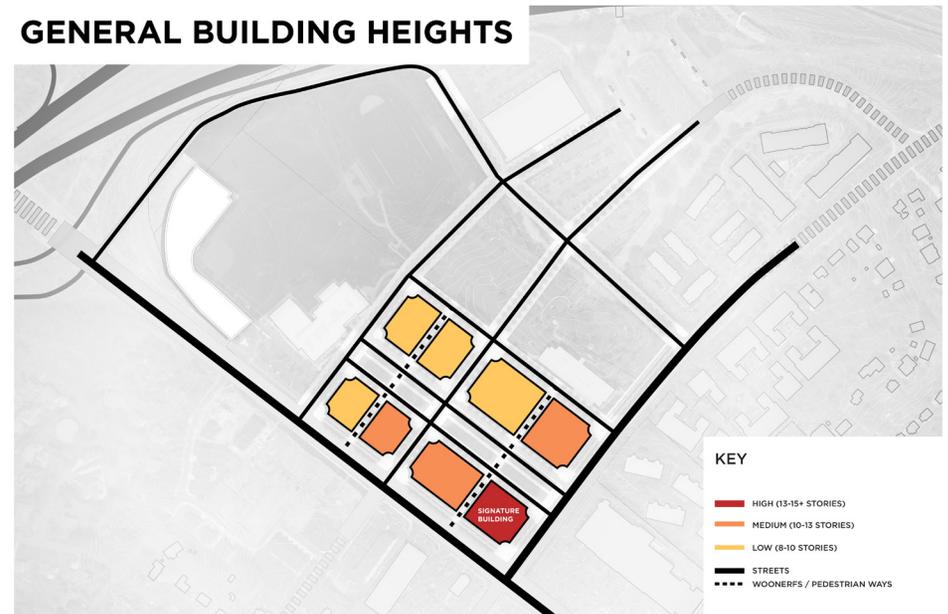
A variety of adjacent development patterns, land uses and densities surround the development site. While some land uses on nearby sites are likely to redevelop in the future, others are likely to remain. Therefore, the design and development of the site requires a dual focus on the continued evolution of the area and the transitions to surrounding land uses, particularly residential uses. Specific considerations include the following:

1. Building heights should be appropriate to a higher-density, urban context while establishing sensitive transitions to surrounding land uses and densities.

- Building heights should transition downward closest to adjacent educational uses and the Metro station, as well as the residential uses across Route 7, with the tallest buildings located closest to the intersection of Route 7 and Haycock Road (see diagram).
- A signature building—the tallest building on the site with distinctive architectural elements visible from a distance—should be located at the intersection of Route 7 and Haycock Road.

2. Along Route 7, in Fairfax County, new and existing low- to medium-density residential housing continues to evolve, yet will likely remain stable for the foreseeable future. In order to integrate denser mixed-use development along Route 7 on the site, greenway programming and landscaping is critical to buffer adjacent higher-density land uses.

GENERAL BUILDING HEIGHTS



URBAN DESIGN GOALS & GUIDELINES

3. New development on the site must adequately address the transition to educational uses north of the site through building design, landscaping, streetscape elements, and incorporation of sufficient buffers. Addressing this transition could be achieved through some of the following treatments:
 - Reserve ground-floor spaces for less active retail/commercial uses where building frontages are located close to the schools.
 - Include wider sidewalks on the school side of "School Street," adjacent to the middle/high school frontages.
 - Include more landscaping within the sidewalk zones of "School Street" to soften an otherwise urban streetscape.
 - Organize streetscape programming along "School Street" to cater to both the high school and adjacent retail uses.
 - Place the shortest buildings within the site along "School Street" to avoid creating an urban wall at the school's entrance.
4. Along the southeast side of the site abutting Haycock Road, new development should refrain from establishing any opaque buffering that obstructs visibility into the site from Haycock Road. As the neighboring commercial property across Haycock Road could be expected to redevelop in the future, transparent and porous landscaping within the Haycock Road greenway is encouraged to create a seamless transition to future redevelopment across the street, highlight both the Central Green and land uses within the site, and invite visitors into the site.
5. The site's northern corner, which borders the UVA/VT satellite campus and the Metro parking structures, should adopt a similar transition approach to that of Haycock Road. With the extension of a street grid through the site, buildings and streetscapes should be designed with the assumption that both street connections and mixed-use development will continue into the UVA/Virginia Tech and Metro sites in the future.

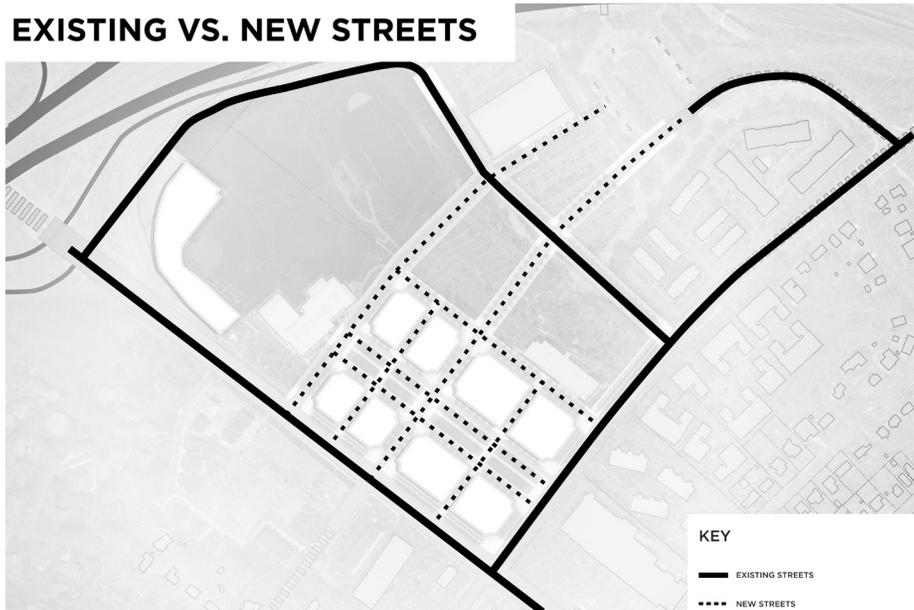
URBAN DESIGN GOALS & GUIDELINES

C. Foster a connected, multimodal and transit-accessible neighborhood that is linked to the West Falls Church Metro Station, Leesburg Pike/Broad Street, the Virginia Tech/UVA campuses and surrounding neighborhoods by an interconnected grid of walking and bicycling-friendly streets.

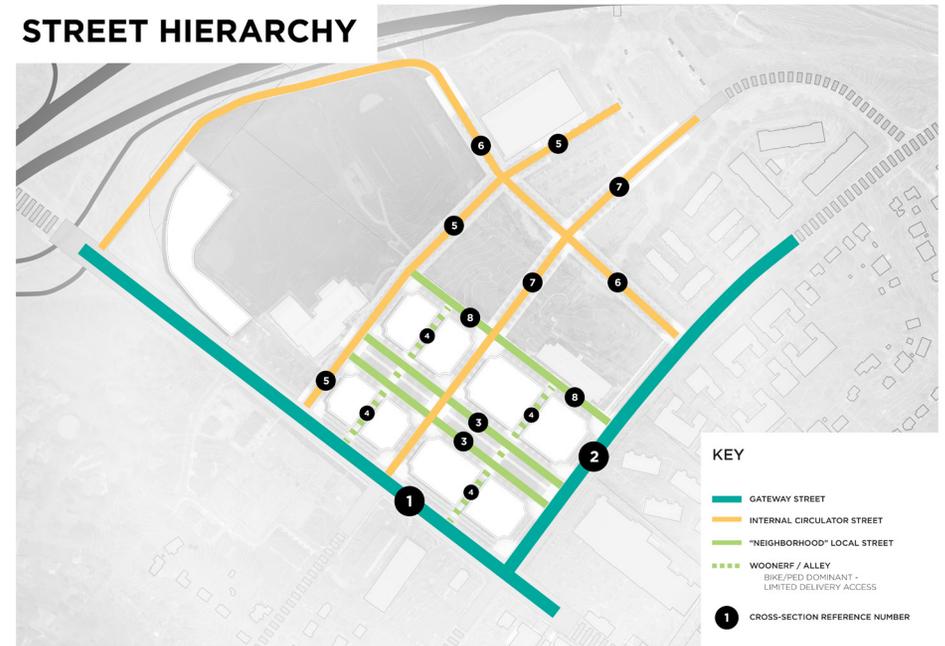
Connected Grid of Streets

1. Build connections between the new City school site, the Virginia Tech and UVA campuses, the West Falls Church Metro Station, Broad Street, and surrounding neighborhoods by establishing a connected grid of multimodal streets that creates better, and more numerous, connections through the site, to the Metro, and to nearby properties.

EXISTING VS. NEW STREETS



STREET HIERARCHY



Street Types and Connectors

1. The following hierarchy of street types and other multimodal connections is recommended in the urban design concept for the site:
 - *Gateway Streets and Greenways* (Section 1 & 2): These streets are existing, multi-lane primary roads along the perimeter of the development site that will continue to serve a primary function of moving local and regional vehicular traffic. While the urban design concept does not modify the configuration of Route 7 and Haycock Road between the curbs, the edges of these roadways between the buildings and the streets are proposed to be 40-foot-wide setbacks, or greenways. Within these intensely-landscaped areas, pedestrians and bicyclists would have

URBAN DESIGN GOALS & GUIDELINES

separated dedicated travel zones as well as extended amenity zones for outdoor seating and lingering. The greenways not only serve as multimodal connectors along Gateway Streets, but also buffer the development site from vehicular traffic on the adjacent roadways and establish a comfortable transition into the development site.



Sidewalk including a raised bike lane with a landscaped buffer.



A sidewalk with a raised bike embedded into its enhancement/buffer zone.

- *Internal Circulator Street* (Section 5, 6 & 7): These streets are designed equally for pedestrians, bicyclists and automobiles and are intended to increase access to and from the Metro station. These streets are envisioned as “complete” streets that accommodate low-speed automobile travel along with dedicated bike facilities and generous sidewalk space. With the exception of Section 6, which is an existing access drive, these are all new street connections, created to form part of the connected street grid on the site.
- *“Neighborhood” Local Streets* (Sections 3 & 8): These are new streets that are designed primarily for the circulation of pedestrians and bicyclists, but could also accommodate slow-moving automobiles. These streets have narrow roadways with generous sidewalk zones to encourage pedestrian lingering. Special roadway paving and enhanced landscaping are encouraged on these streets as a means of calming traffic and to reinforce their pedestrian-oriented character..
- *Woonerfs/Pedestrian Walks*: These mid-block connections are designed to be shared between pedestrians, bicyclists and limited delivery/service traffic. These connections, designed without curbs to blur the line between the sidewalk and roadway, are envisioned to function flexibly, based on particular needs at different times of the day. When pedestrian traffic is minimal in the late evening and early morning, these spaces can function as service alleys. During peak patronage hours, these spaces should function more as plaza-like environments with outdoor seating and spaces where pedestrians and bicyclists can linger comfortably.

URBAN DESIGN GOALS & GUIDELINES



Activated woonerf with outdoor seating, special paving and catenary lighting.



A woonerf with intensive landscaping, street furniture and in-ground lighting.



A woonerf with activated retail frontages, special paving and landscaping, intimate catenary lighting and outdoor seating encourages vibrant street life.

URBAN DESIGN GOALS & GUIDELINES

Service and Loading Access

1. Where loading access is required, loading docks should be located only along shared-use alleys. Eliminating service access along internal streets will reduce the number of curb cuts and minimize the potential for sidewalk dead zones. Loading docks in shared alleys should be consolidated within each building, while the total façade area occupied by these docks should be limited. In addition, loading docks should be built into the building mass so that deliveries do not impede pedestrian movement.

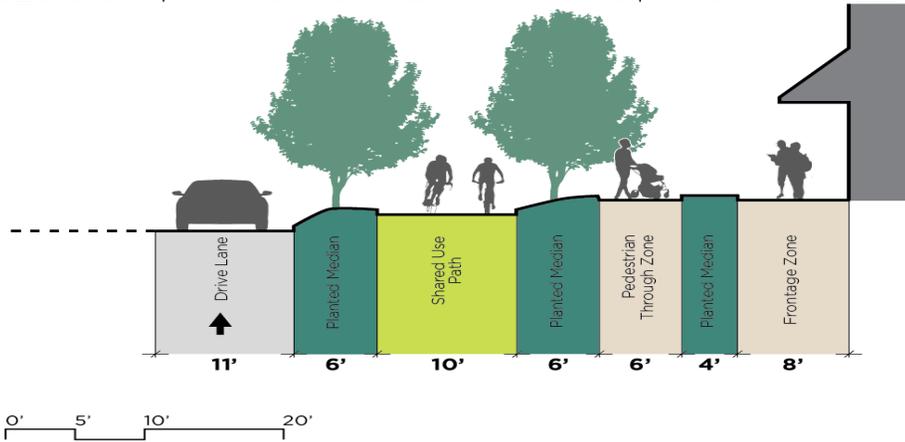
Parking

1. Parking within the new development should be limited, as the site is well-served by nearby transit options and is located in close proximity to underutilized parking resources, including the WMATA parking structure at the West Falls Church Metro station and adjacent Virginia Tech/UVA parking.
2. Future parking needs should be met through shared parking arrangements, new street parking, and limited new underground parking.
 - If feasible, any new parking should be located underground or built into the site's sloping topography, and should not be visible from the street.
 - Any surface parking areas should be located to the rear or sides of buildings.
 - Internal parking access points should be minimized to limit the number of sidewalk curb cuts
 - Constructing more than the City's minimum parking requirements is discouraged.

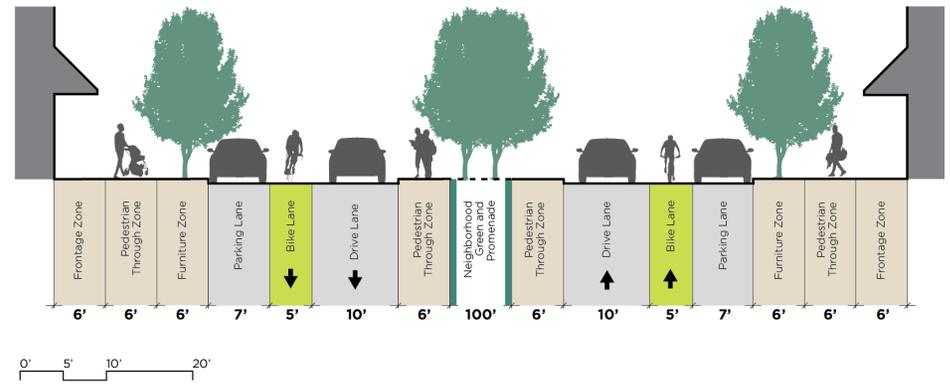
- New internal vehicular streets within the site should be designed to include on-street parking, as illustrated in the accompanying cross-sections. Providing on-street parking not only contributes to a perception of safety for pedestrians and bicyclists—by buffering pedestrians and bicycles from moving vehicles—but also enables quick and convenient parking for patrons of area businesses.
- As the site develops, shared parking opportunities among the City of Falls Church schools, existing WMATA and UVA/VT parking facilities, and new parking facilities should be explored to maximize developable land and prevent the construction of surplus underutilized parking. The City and development entity should pursue shared parking agreements to efficiently utilize available parking, recognizing that the area will become less car-dependent over time.

URBAN DESIGN GOALS & GUIDELINES

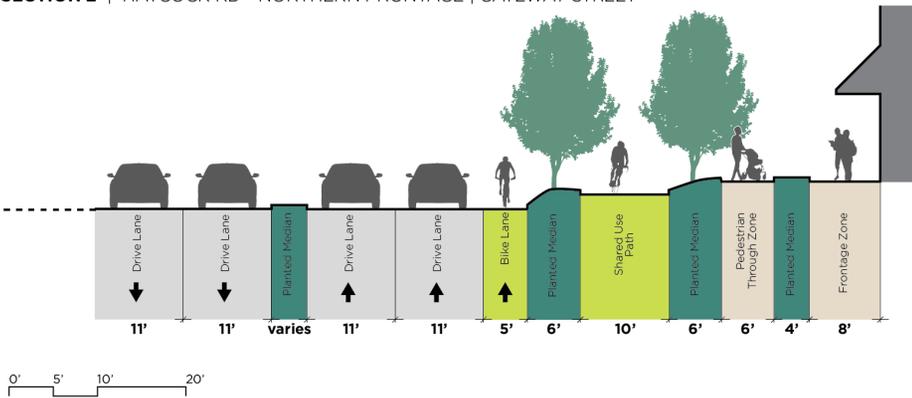
SECTION 1 | ROUTE 7 - EASTERN FRONTAGE | GATEWAY STREET



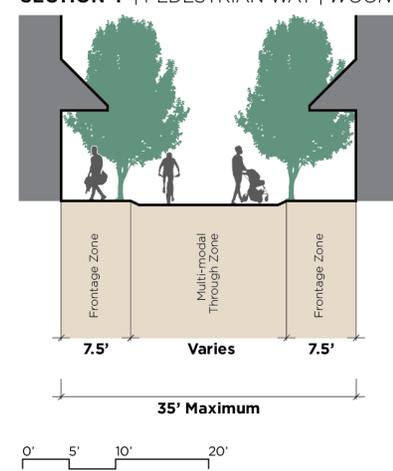
SECTION 3 | BICYCLE MAIN STREET & PROMENADE | "NEIGHBORHOOD" LOCAL STREET



SECTION 2 | HAYCOCK RD - NORTHERN FRONTAGE | GATEWAY STREET

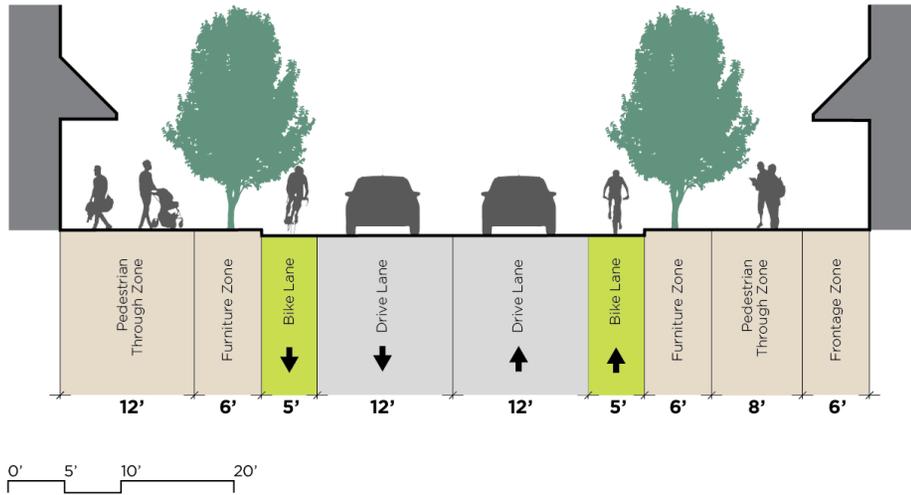


SECTION 4 | PEDESTRIAN WAY | WOONERF - ALLEY

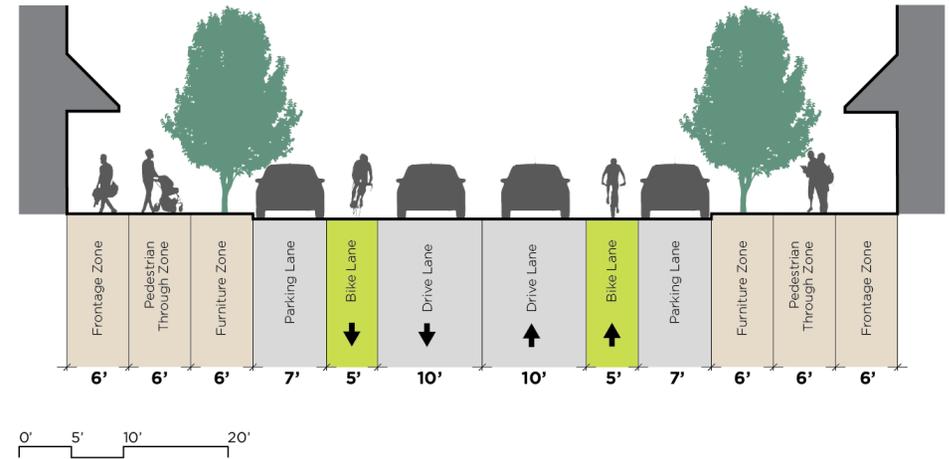


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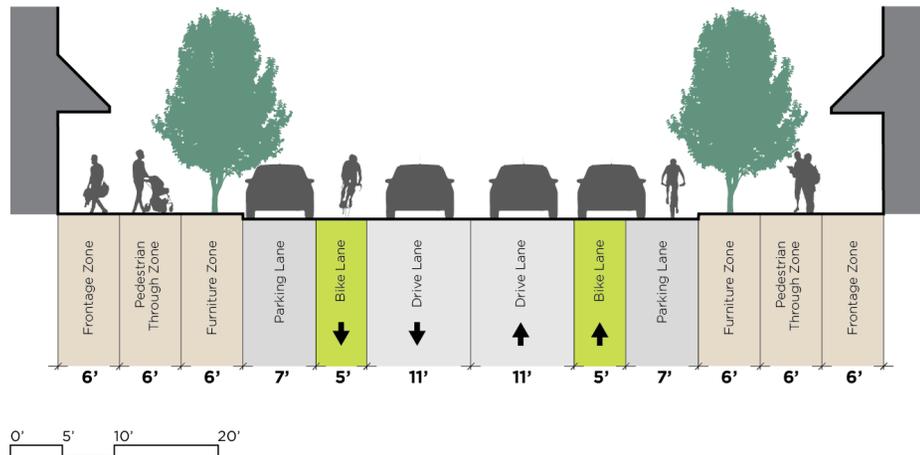
SECTION 5 | MAIN STREET | INTERNAL CIRCULATOR STREET



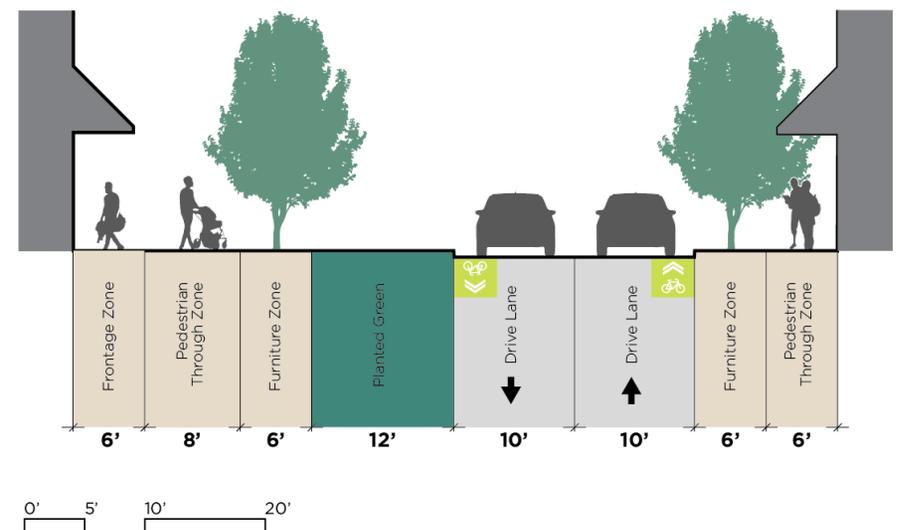
SECTION 7 | BICYCLE MAIN STREET | INTERNAL CIRCULATOR STREET



SECTION 6 | BICYCLE MAIN STREET | INTERNAL CIRCULATOR STREET



SECTION 8 | "NEIGHBORHOOD" LOCAL STREET



URBAN DESIGN GOALS & GUIDELINES

D. Create a dynamic central open space and community gathering place that serves as the area's front door, focal point for community activities, and connector.

Central Green and Promenade

1. The site's central linear green should be designed to host a variety of large and small events and activities as well pedestrian through-traffic, leisurely strolling and lingering.
2. The design of the Central Green and surrounding buildings should maintain viewsheds from Haycock Road, through the site to the middle school and high school, so that the open space serves as a welcoming front door and beckons visitors into the site.
3. New or expanded school buildings should be designed to visually and physically frame the terminus of the Central Green, such as aligning an entrance or other architectural features facing the Green.
4. Landscaping should be flexible and support a variety of activities within the Central Green:
 - Sufficient tree cover should be incorporated to provide shade and shelter.
 - Open lawns should be incorporated to accommodate small and large gatherings.
 - While some hardscaping will be necessary to facilitate flexible programming, the Central Green should be considered an opportunity for green infrastructure and, therefore, should incorporate pervious surfaces to the maximum extent feasible. As a component of green

infrastructure, future designs might consider integrating stormwater management features within the Green to reduce runoff.

5. A linear pathway, or promenade, connecting the school campus with Haycock Road should be incorporated into the Central Green design as an important pedestrian way through the site that provides access to the schools and Metro station. The alignment of the promenade may be straight or meandering, but should be designed to support flexible programming within the Central Green, rather than serving as the its central feature.



A central plaza with flexible programming, unique paving, and adequate seating and shelter.

URBAN DESIGN GOALS & GUIDELINES



A roadway median activated as vibrant urban plaza and promenade incorporated into the sidewalk via a raised bike path.



A wide yet simple planted median with a quadruple allee of trees within an expansive lawn.



A roadway median activated as vibrant urban plaza and promenade.



A flexible central green utilized for dynamic seasonal uses.
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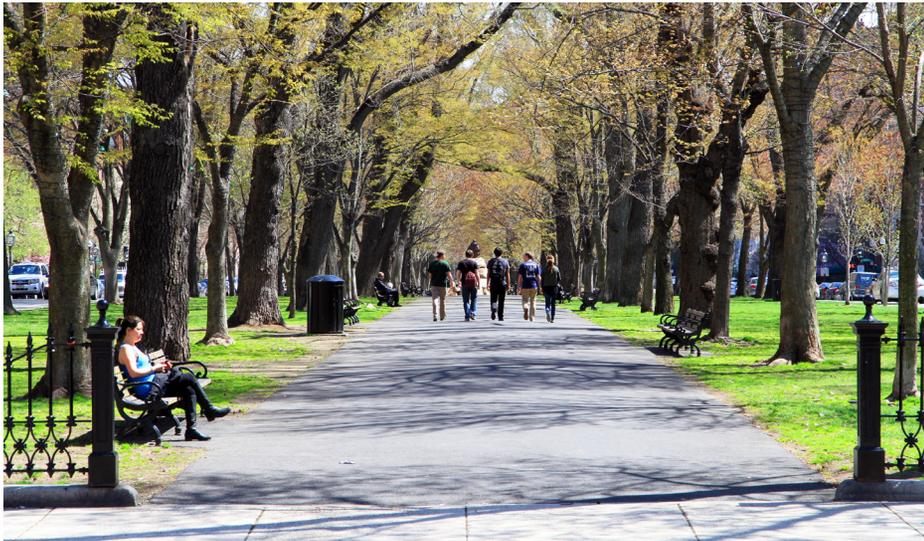
URBAN DESIGN GOALS & GUIDELINES



A central median promenade flanked by an allee of trees, public art, specially-paved low traffic roadways, and active retail.



An activated gravel promenade flanked by an allee of trees, movable seating and sculptural lighting.



Classical green promenade flanked by benches, lawns and mature trees.



Meandering promenade with an embedded water feature and flanked by grass mounds and clustered trees.

URBAN DESIGN GOALS & GUIDELINES

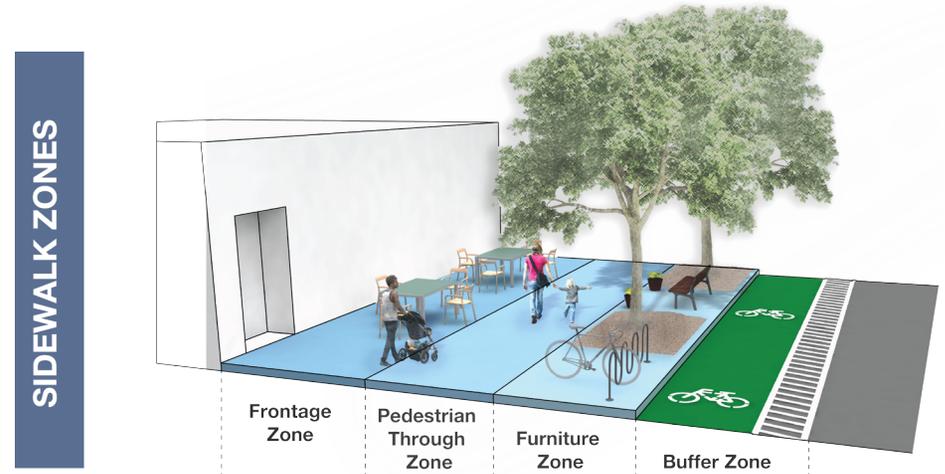
E. Create an attractive and distinctive public realm with streetscapes and public spaces that contribute to the area's sense of place while encouraging visitors, residents and the school population to walk and bike the streets, gather and linger.

Sidewalks and Streetscapes

1. Along internal streets and external frontage, typical sidewalks should consist of three primary zones: a pedestrian through-zone, an amenity/building frontage zone, and a furniture/planting zone:

- *Pedestrian through-zone*: To facilitate comfortable pedestrian passage parallel to the roadway, the centrally-located sidewalk zone should be reserved for pedestrian movement with no physical obstacles (i.e., utility poles and street furniture) impeding the pedestrian's path.
- *Amenity/building frontage zone*: Immediately adjacent to the building façade, this sidewalk zone acts as a transition or threshold between the building interior and the sidewalk through-zone. This zone can function as semi-private space or as an extension of the building façade. This area works well for café seating, outdoor retail displays, small potted shrubs, and patron waiting.
- *Furniture/planting zone*: This zone accommodates planting strips along the street edge for street trees and other vegetation, as well as a range of site furnishings and amenities, such as benches and seating, bicycle racks, signage, trash receptacles, and street lighting. Where possible, landscaping and/or green infrastructure, such as

- bio-retention planters, are encouraged within the furniture/planting zone. During design and development, developers should consult and agree upon a unified landscape design standard.



A diagram illustrating the three primary sidewalk zones as well as the buffer zone which can be incorporated into the sidewalk via a raised bike path.



A sidewalk whose blurred pedestrian through and furniture/planting zones are constructed with high quality stone pavers, raised planters and benches.

URBAN DESIGN GOALS & GUIDELINES



Brick pavers mark the furniture/planting sidewalk zone while uniquely designed benches and bikes reinforce the neighborhood's identity as a science hub.



A sidewalk with well-defined sidewalk zones and generous café seating



Activated sidewalk with elevated amenity/frontage zone.



A sidewalk whose three primary zones are demarcated by varying paving and high quality landscaping.

URBAN DESIGN GOALS & GUIDELINES



Sidewalk with blended sidewalk zones, special paving and offset tree plantings..



Sidewalk zone with a sheltered amenity zone.



Well-maintained sidewalk whose amenity zone is embedded within recessed areas of the adjacent façade.



Wide sidewalk with high quality paving and equally dispersed street trees and lights.

URBAN DESIGN GOALS & GUIDELINES



A sidewalk with a pergola embedded within the furniture/planting zone.



A streetscape that includes well-spaced street trees and street lights with diverse, human-scaled frontages.

bio-retention planters, are encouraged within the furniture/planting zone. During design and development, developers should consult and agree upon a unified landscape design standard.

2. The streetscape should incorporate range of street furniture and other amenities—including seating, shade trees, and pedestrian-scaled lighting and signage—to foster a comfortable environment for a wide range of potential users.
 - Street furniture should be complementary to the family of design elements utilized for paving and landscaping within the public realm.
 - Street furniture and amenities should encourage strolling and lingering. “Unpleasant design” features, such as dividing bars and shallow seats on benches or anti-skateboarding brackets on retaining walls, should be avoided.
3. The development entity should define the design parameters that establish a unified streetscape and land standard
4. All utilities, such as telecommunication, electrical, water and sewer infrastructure should be constructed underground and hidden from the streetscape to the maximum extent feasible. Any above-ground utility components should be visually obscured and should not obstruct pedestrian and bicycle mobility.
5. Currently, there are only three bus stops in immediate proximity to the site and none located within the site. Should any of the parcels adjacent to these three bus stops redevelop, waiting areas and shelters should be updated to be consistent with the City's current shelter standards.

URBAN DESIGN GOALS & GUIDELINES

- At a minimum, stops should include adequate waiting areas, seating and lighting, shelter from the elements, level-boarding areas for riders with disabilities, and trash/recycling receptacles.
 - When possible, real-time arrival screens and bike racks should also be included to encourage ridership.
6. Along the greenways lining the external edges of the development site along Route 7 and Haycock Road, landscaping should be designed to support a comfortable bicycle and pedestrian experience, as well as a rich urban experience that supports uses and activities in adjacent buildings.
- While future landscape treatments will be coordinated between VDOT, greenway design should include a double allée of trees, low shrubbery and the use of potential stormwater bio-retention treatments.
 - Landscape design should strike a balance between transparency and opacity. While, buffering the new development from high volume vehicular traffic is important, maintaining sight lines for retail and other commercial uses from roadways is equally essential.

Public Art

1. Public art contributes immensely to fostering a “sense of place” within an urban environment. In order to adequately embrace the diversity and complexity of the urban environment, corresponding design standards should be left open-ended and flexible. At the same time, while art’s value to a place is highly subjective, a general guideline for public art is that it



Public art placed in a roadway median.

URBAN DESIGN GOALS & GUIDELINES



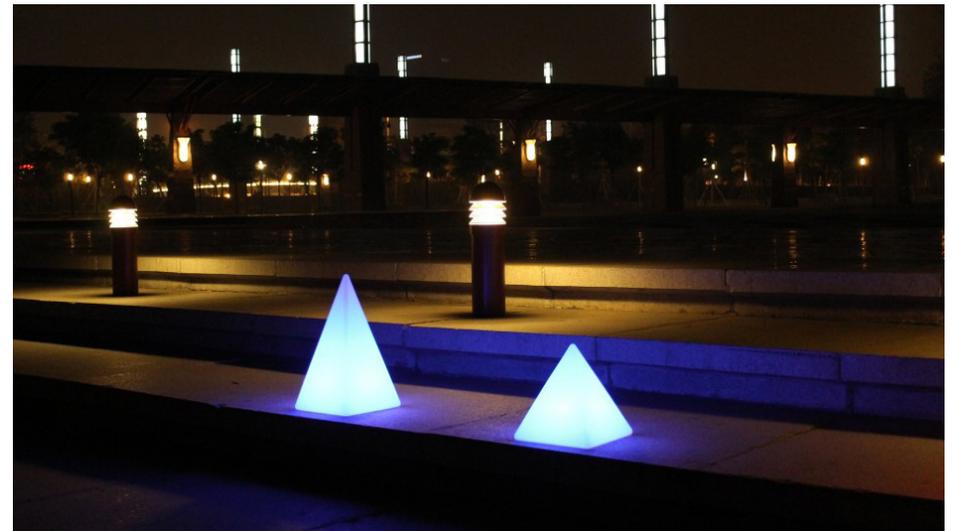
A LED light display functions as a canvas for public art while delineating a threshold to an internal courtyard.



Murals and other public art help to signify gathering spaces and encourage lingering.



Internally lit, sculptural tower functioning as public art and adding to the neighborhood's identity.



An internally lit pyramid functions as public art.

URBAN DESIGN GOALS & GUIDELINES

embrace, complement/ and respond to its immediate surrounds. Art media (i.e. sculptures, murals, audio/light installations, etc.) should also be flexible and should be encouraged to be embedded within any streetscape/public realm infrastructure project.

2. Art carries a unique ability to emphasize special places and therefore should highlight special places within the public realm. Ideal locations for public art include gateways, areas of transition or respite, areas that terminate paths or vistas, and areas where pedestrian interaction and lingering is encouraged. (Refer to diagram for specific recommendations).

Special Paving

1. For the purposes of traffic calming and placemaking, the use of raised/special paving at major intersections along the Central Green should be considered. Especially at crosswalks, raised pavement improves pedestrian movement and safety by forcing vehicles to decelerate and reinforcing the perception that the street in these areas is shared equally between the travel lanes and the pedestrian realm. At the same time, special raised/paved intersections and roadways can serve as ways to foster placemaking and distinguish the character of specific locations and environments, particularly those areas where pedestrians and bicyclists are prioritized.
 - At a minimum, special paving can be as basic as pressed and painted asphalt; however, in many cases, special paving can be more elaborate, expressing vernacular materials or serving as a canvas for embedded public art.



Raised crosswalk paved with brick slows vehicular traffic and improves pedestrian comfort.



A green street that incorporates special paving materials.

URBAN DESIGN GOALS & GUIDELINES



Special paving demarcates variations in sidewalk/woonerf zones and calms vehicular traffic.



A woonerf which incorporates classic materials like brick and cobblestone.

Lighting

1. Lamp post street lighting should be placed within the sidewalk furniture zone. Ideally, these lights should be placed 30 feet on center and should be equally interspersed with street trees (also 30 feet on center). The style and design of new street lighting should be flexible; however, lighting should be human-scaled, focused on the pedestrian realm, and compliant with Dark Sky standards.
2. In certain areas, especially along shared-use alleys or woonerfs, more creative lighting solutions should be explored, including the use of catenaries, internally lit bollards, and pavement-embedded lighting.
3. Flexible building façade lighting treatments should also be encouraged, especially on signature or anchor buildings or to express ornate architectural details.



Interactive lighting that varies based on the season.

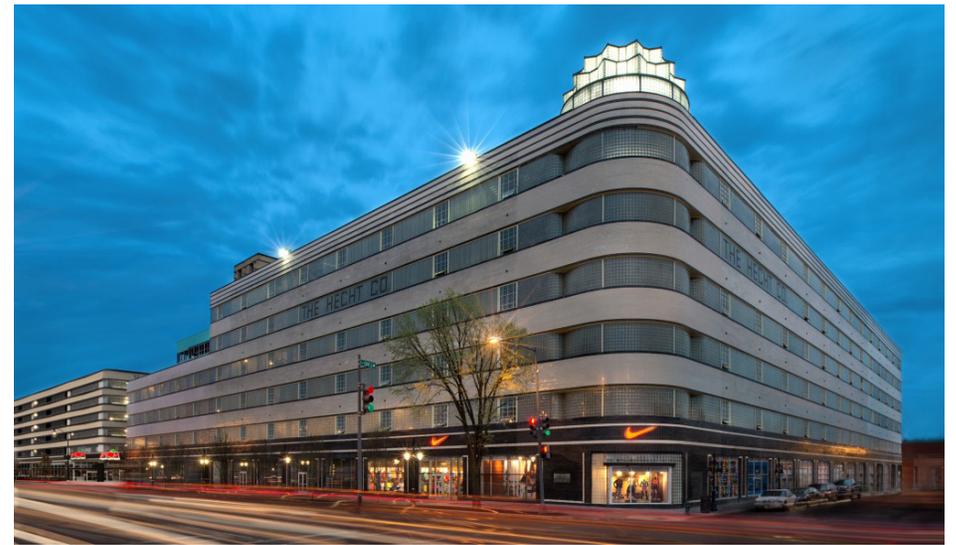
URBAN DESIGN GOALS & GUIDELINES



A pedestrian way that incorporates stone pavers, in-ground lighting and sculptural catenary lighting.



Hanging tree lights within a park helps to activate evening activity.



An internally lit art deco tower adds visual interest and crowns a simple building.

URBAN DESIGN GOALS & GUIDELINES

Signage/Wayfinding

1. To further emphasize placemaking and the gateway sequence, while also facilitating simple multimodal navigation throughout the development site, wayfinding signage should be embedded into any new development. Creative and unique wayfinding strategies are greatly encouraged to establish a distinctive identity and sense of place for West Falls Church.



Examples of wayfinding signage incorporated into the built environment as part of new development.

URBAN DESIGN GOALS & GUIDELINES

F. Create an environmentally-responsible district that is supported by sustainable systems of green infrastructure and utilities.

Green Design

1. All new buildings should abide by the highest energy-efficiency standards to set a citywide and regional standard for high-quality development. Site buildings and landscaping should seek certification from at least (but not limited to) one of the following accreditation programs: LEED/LEED ND, WELL Building Standard, SITES, NZEB, Living Building Challenge, Green Globes, and Energy Star.
2. While included as standards for many of the certification standards listed above, green design and development should not stop at building edges. All opportunities for green infrastructure integration into building sites and the public realm should be pursued whenever possible.
 - Incorporation of low-impact (LID) design features to capture and filter/reuse stormwater, are strongly encouraged.
 - The design of the Central Green and greenways should maximize the potential of these areas to serve a significant stormwater management function.
3. The City and the site's developers should explore the implementation of geothermal energy generation and/or district heating and cooling. Doing so would set an excellent sustainable development standard regionally and beyond.

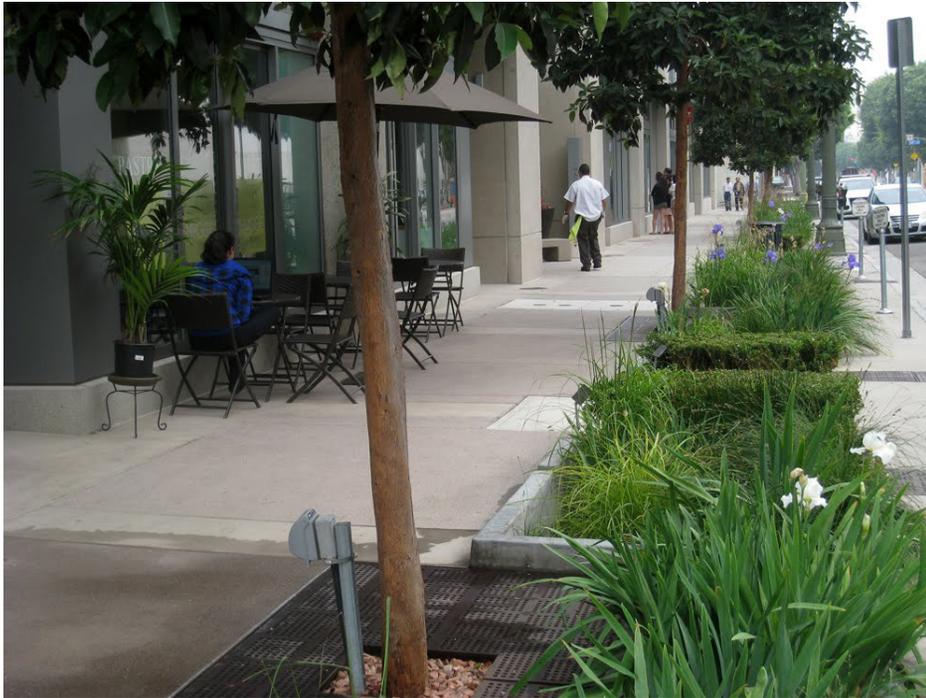


A sidewalk with bio-retention included in its furniture/planting zone.



A stormwater storage facility buried beneath a park.

URBAN DESIGN GOALS & GUIDELINES



A sidewalk with bio-retention included in its furniture/planting zone.



A sidewalk whose pavers harness pedestrian footsteps to generate electricity.



An awkwardly sized open space used for intense storm water management and harnesses energy through embedded trampolines.



4

PHASING AND IMPLEMENTATION

PHASING AND IMPLEMENTATION

4

Phasing

It is assumed that phasing will be determined by the City and the development entity, once the development process is initiated, based on market conditions and the final development program. However, the urban design framework enables development to occur in multiple phases and in a variety of potential sequences. If development does occur in phases, development of the portion of the site closest to Haycock Road is encouraged to occur first to establish a visible presence for the first phase of development and incorporate a potential signature building.

Modular Approach to Future Development

The preferred urban design concept is envisioned to function as a module that establishes a framework for future development that may occur in the area surrounding the 10.4-acre development parcel. As development continues to occur along Broad Street in the direction of downtown Falls Church, parcel redevelopment is encouraged to apply this modular system in four-block modules. Continuing the four-square grid along Broad Street on parcels south of Haycock Road would help unify this portion of Falls Church, establish a consistent urban fabric, and expand multimodal connections and public amenities to a larger area around the Broad Street corridor.

Ownership and Maintenance of Streets and Public Spaces

It is recommended that the City consider requiring a single private development entity to own and maintain all streets and public spaces within the 10.4-acre development parcel, including the Central Green. Private ownership of streets will provide greater

flexibility for closing streets for special event, will enhance the ability to continuously clean and maintain streets and public spaces, and will facilitate implementation of programming at the Central Green and adjacent streets.

IMAGE CREDITS

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