WEBSITE COPY (ANNOTATED)

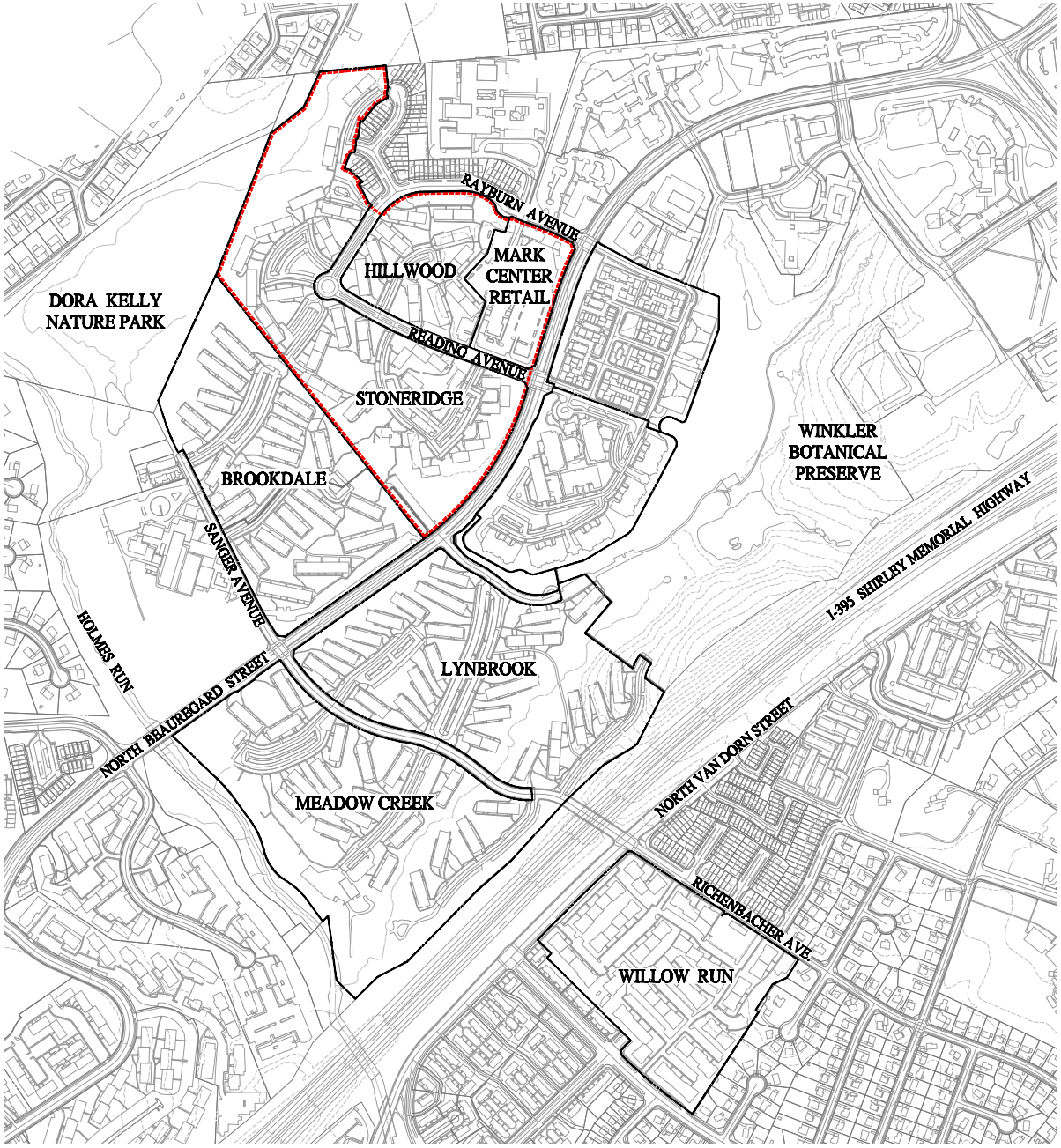
This copy of the presentation has been annotated with periodic notes to assist the viewer with information reviewed during the BDAC presentation.

Beauregard Town Center

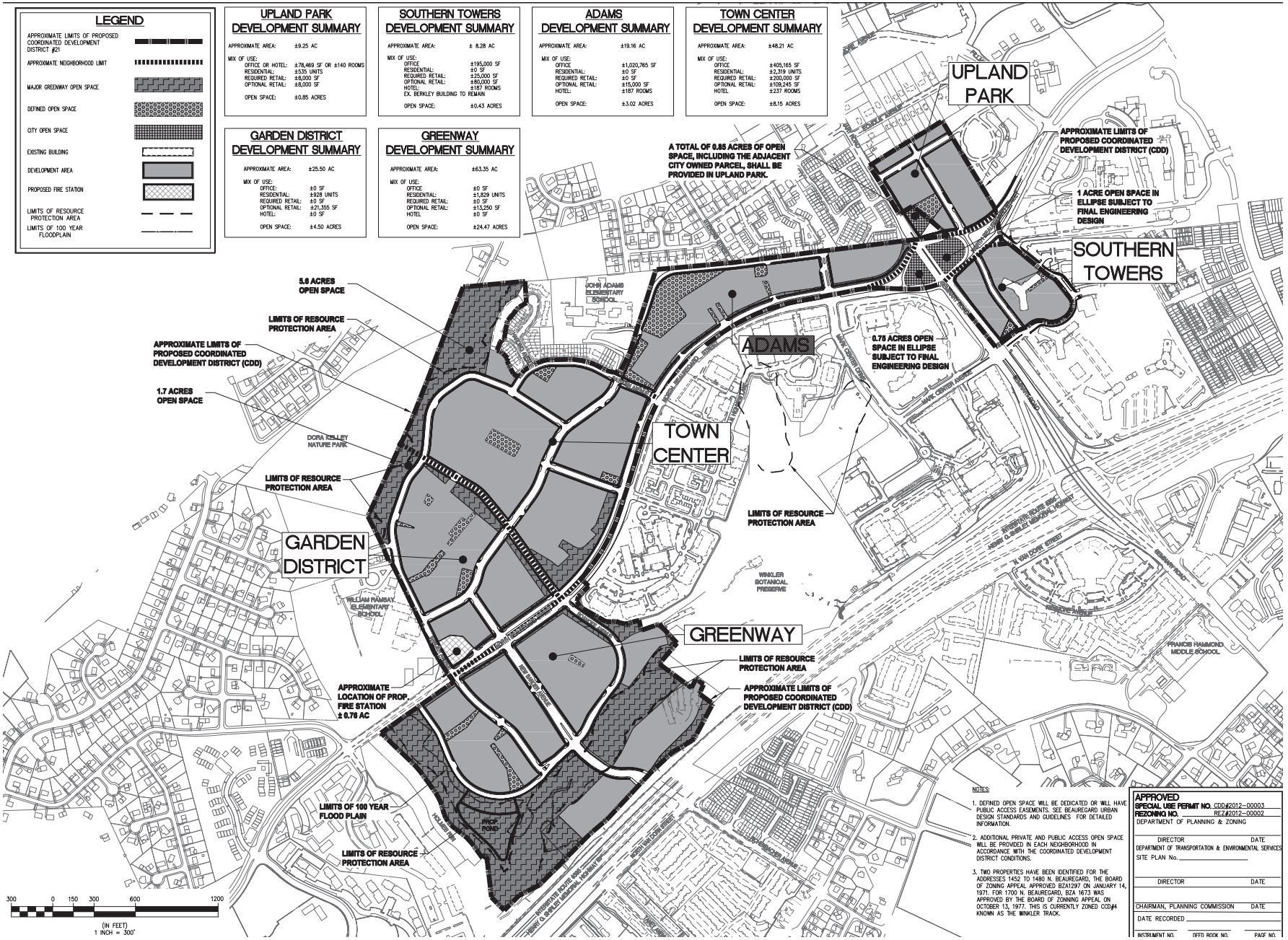
Presentation to the *Beauregard Design Advisory Committee*

July 28, 2014

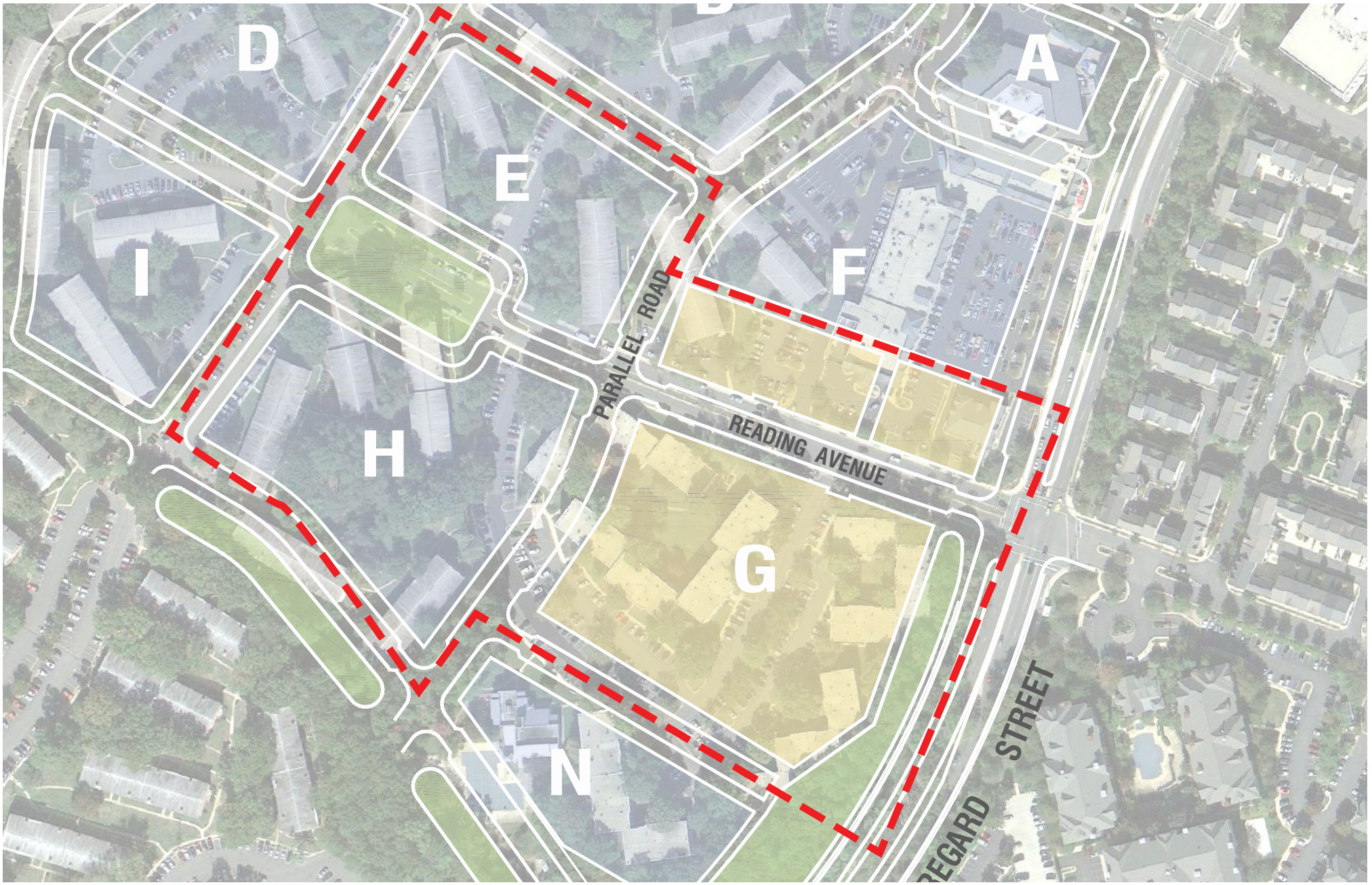
Context - Neighborhood Context



Context - CDD Plan



Site Location



THE JBG COMPANIES

CUNNINGHAM | QUILL ARCHITECTS

WALTER L. PHILLIPS

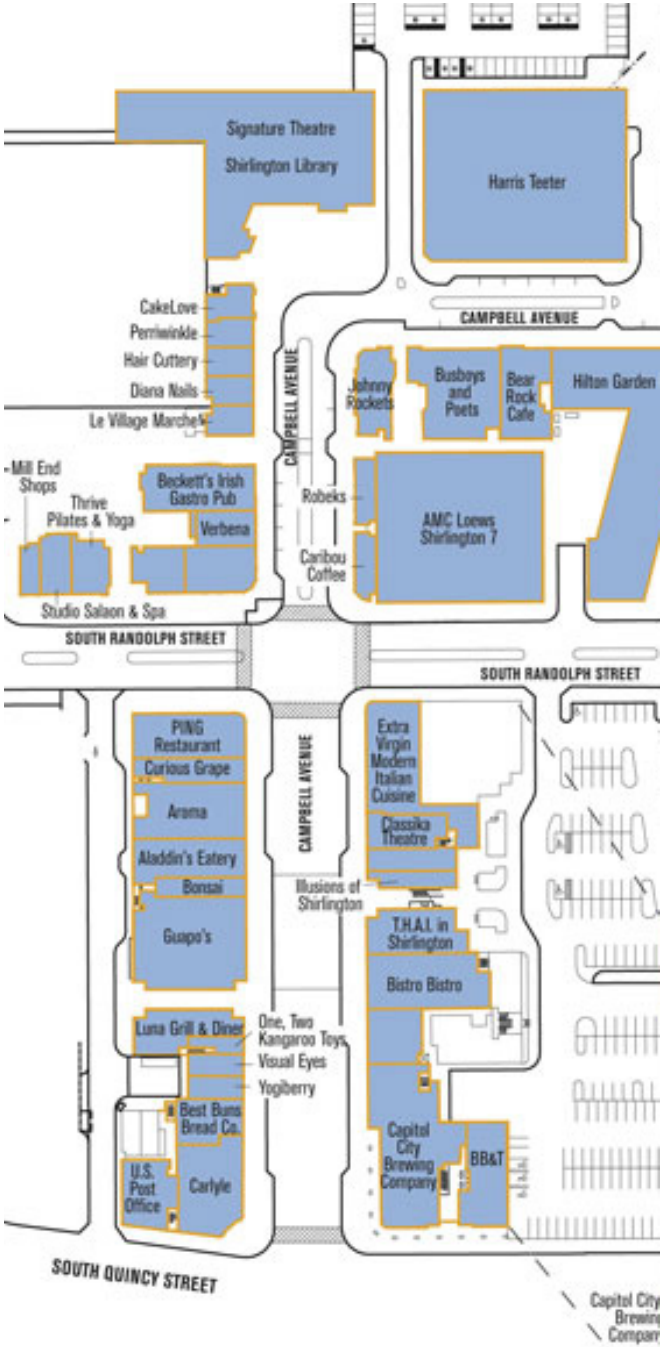
OEHME, VAN SWEDEN | OvS

"Town Centers" - Suburban Model

When the term "Town Center" is used in a suburban setting, this is what many envision. This is NOT an appropriate model for the Beauregard Town Center.

Dulles Town Center

Town Centers - Hybrid Models

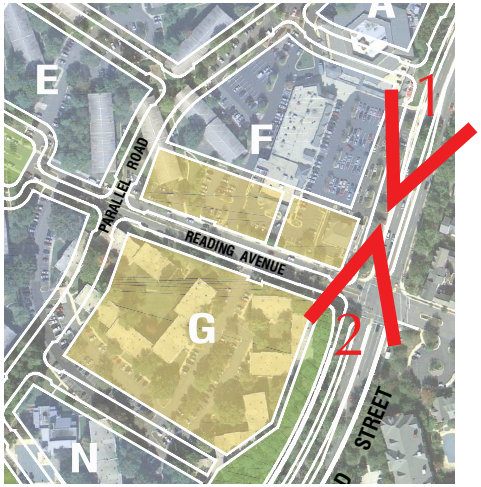


Shirlington, VA

Existing Site Context

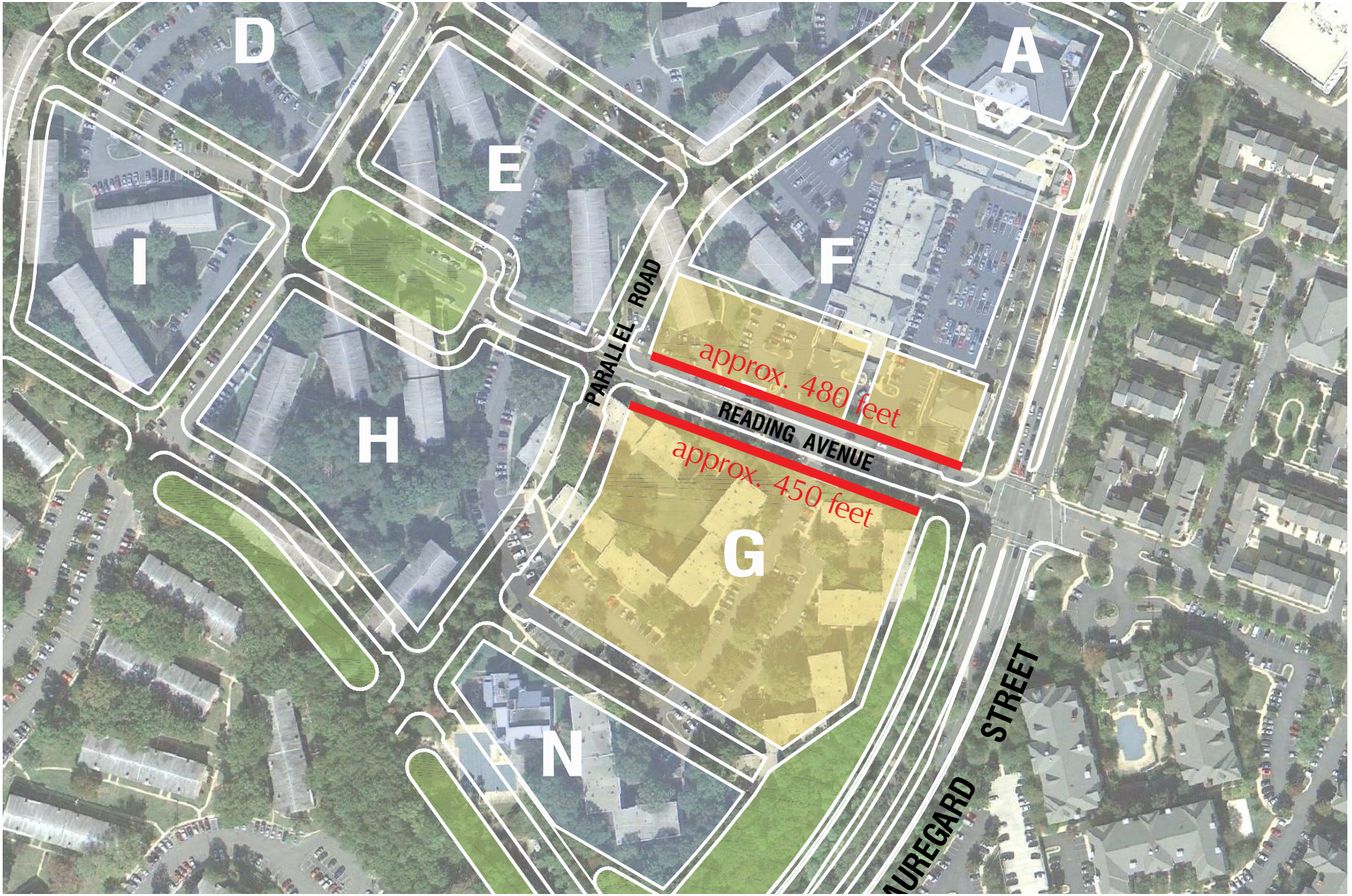
Surrounding Natural Environment

Existing Site Context



Beauregard Street

Site Plan


D
A
E
I
F
H
PARALLEL ROAD
approx. 480 feet
READING AVENUE
approx. 450 feet
G
N
STREET

Precedent Study: In the creation of new urban spaces and places, part of our research involves studying and analyzing other precedent (examples) that can inform the creation of the ultimate “place” we designing. One wonderful example of an urban shopping district and street that is of a similar length and potential scale to the first block of the Beauregard Town center is Larimer Square in Denver, Colorado. The next 12 slides that follow illustrate our analysis of this special place and how its character defining elements may inform our approach to creating a vibrant and finely detailed urban experience.

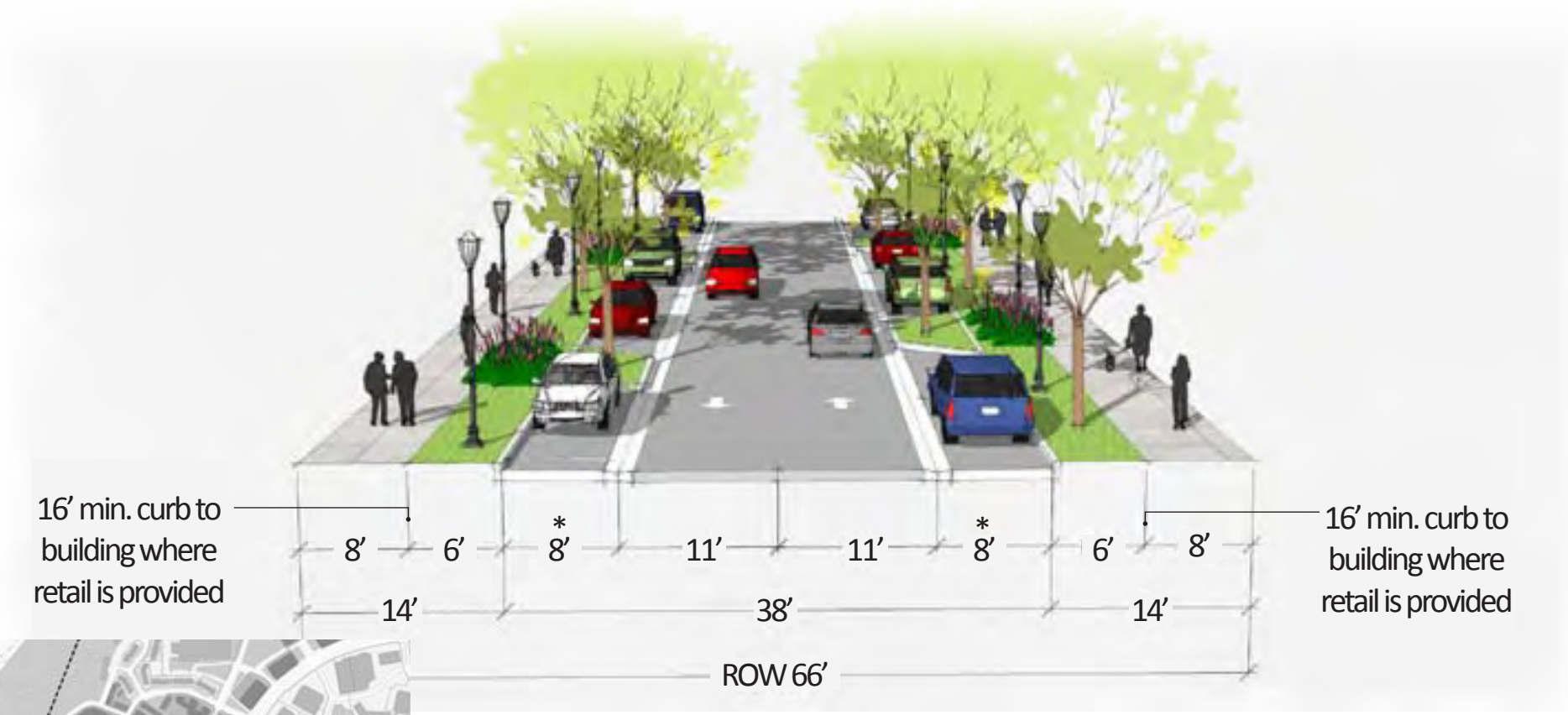
Precedent - Larimer Square, Denver, CO

CUNNINGHAM QUILL ARCHITECTS

21 foot sidewalk
38 foot roadway
(11′ travel, 8′ parking)
21 foot sidewalk

Street Section - Precedent

Design Guidelines Street Section - Reading Ave



70' R.O.W at retail frontage

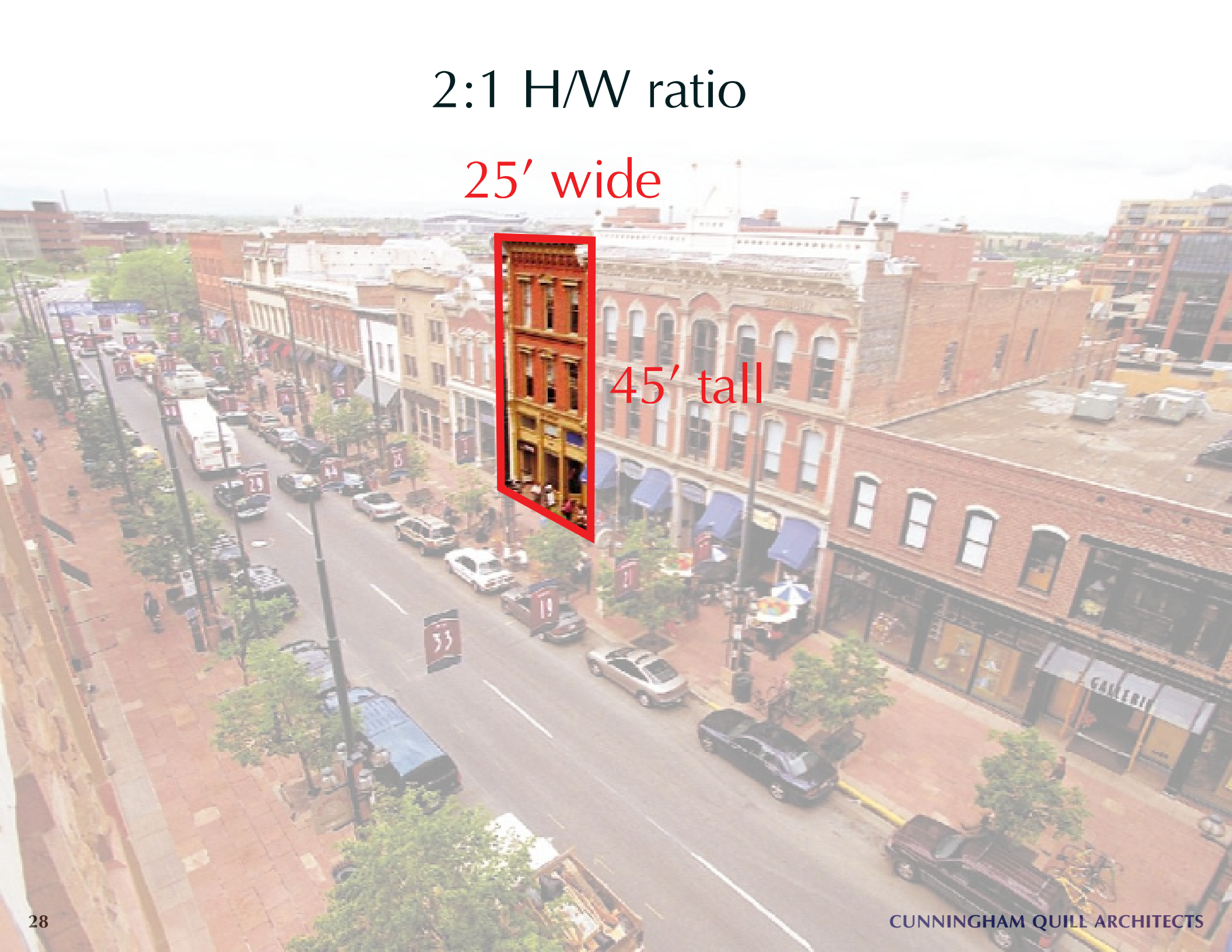
Street Section Precedent - Bethesda Row

25′ high
datum line

33
11

1:1 H/W ratio

2:1 H/W ratio



3:2 H/W ratio

1:2 H/W ratio

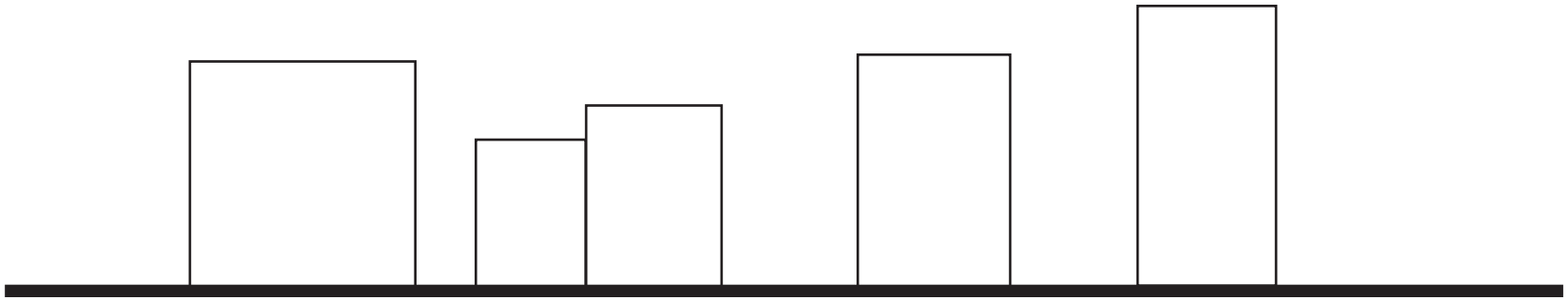
Lessons

- Street Width: around 80′ feels compact and walkable
- Typ. Building Height ranges from 24′ to 40′

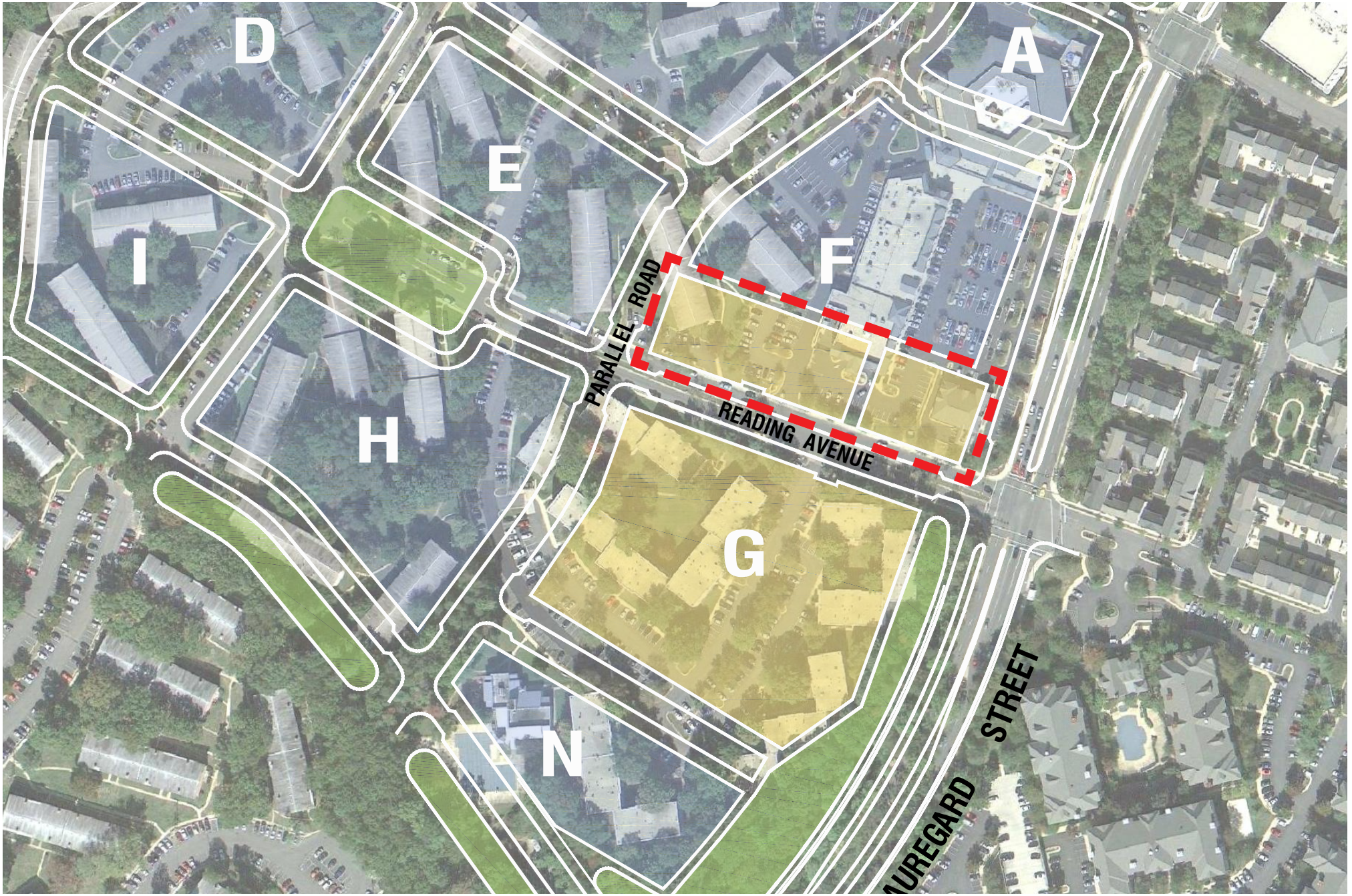
- Traditional building proportions

Horizontal H/W ratios - 1:3 to 1:2

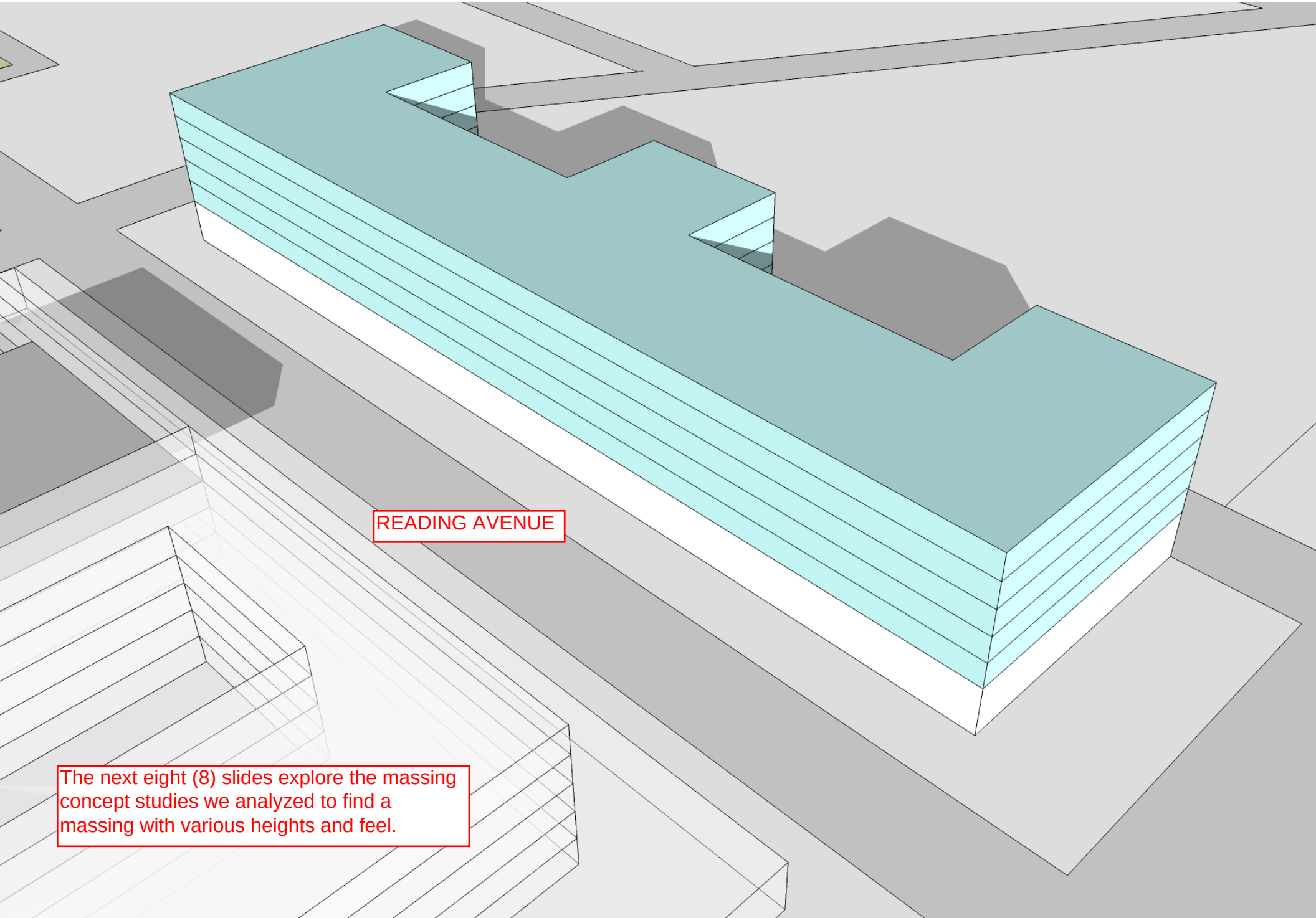
Vertical H/W ratios - 1:1, 4:3, 3:2, and 2:1



Site Plan

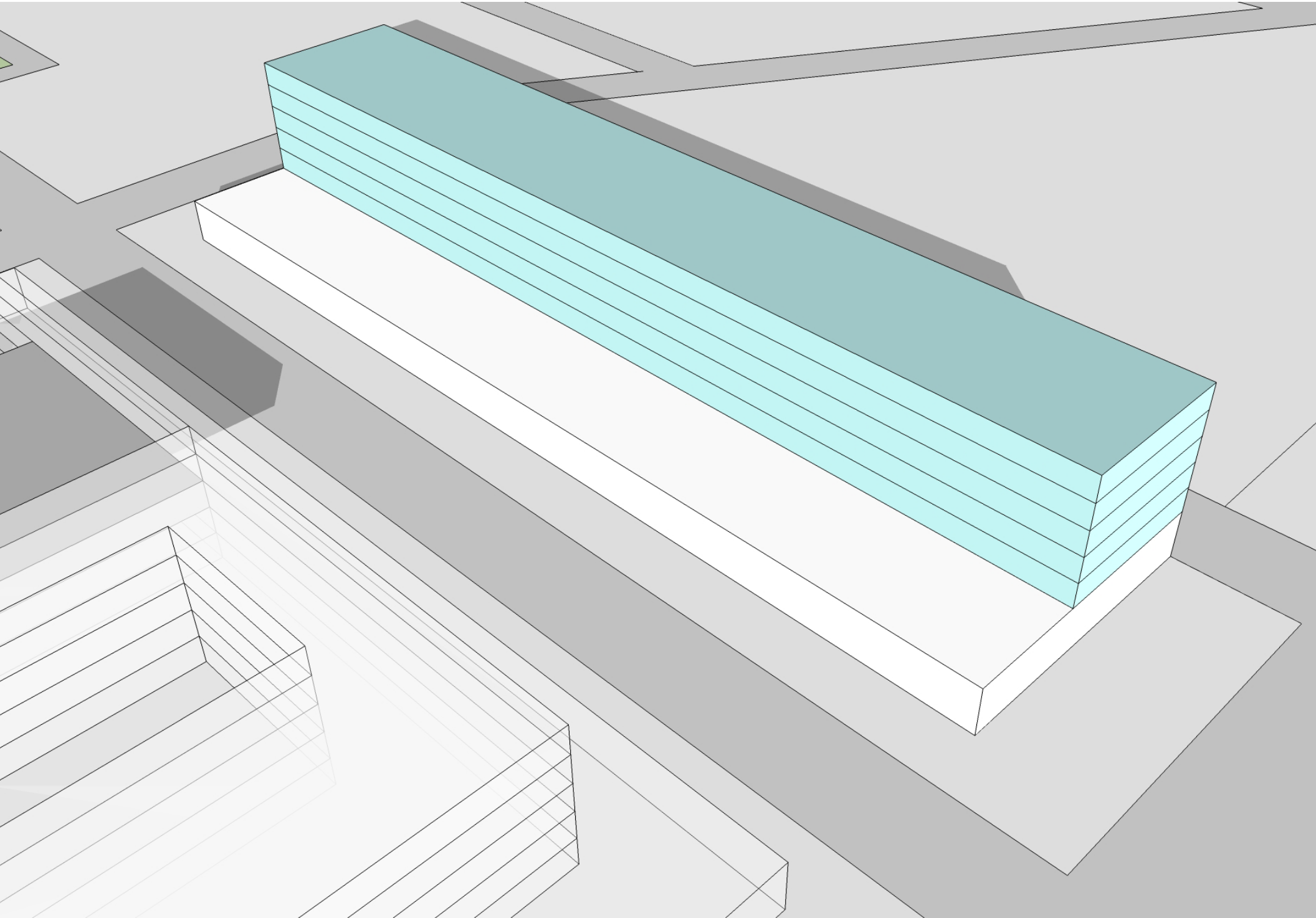


Block F1- Concept 1: Simple E

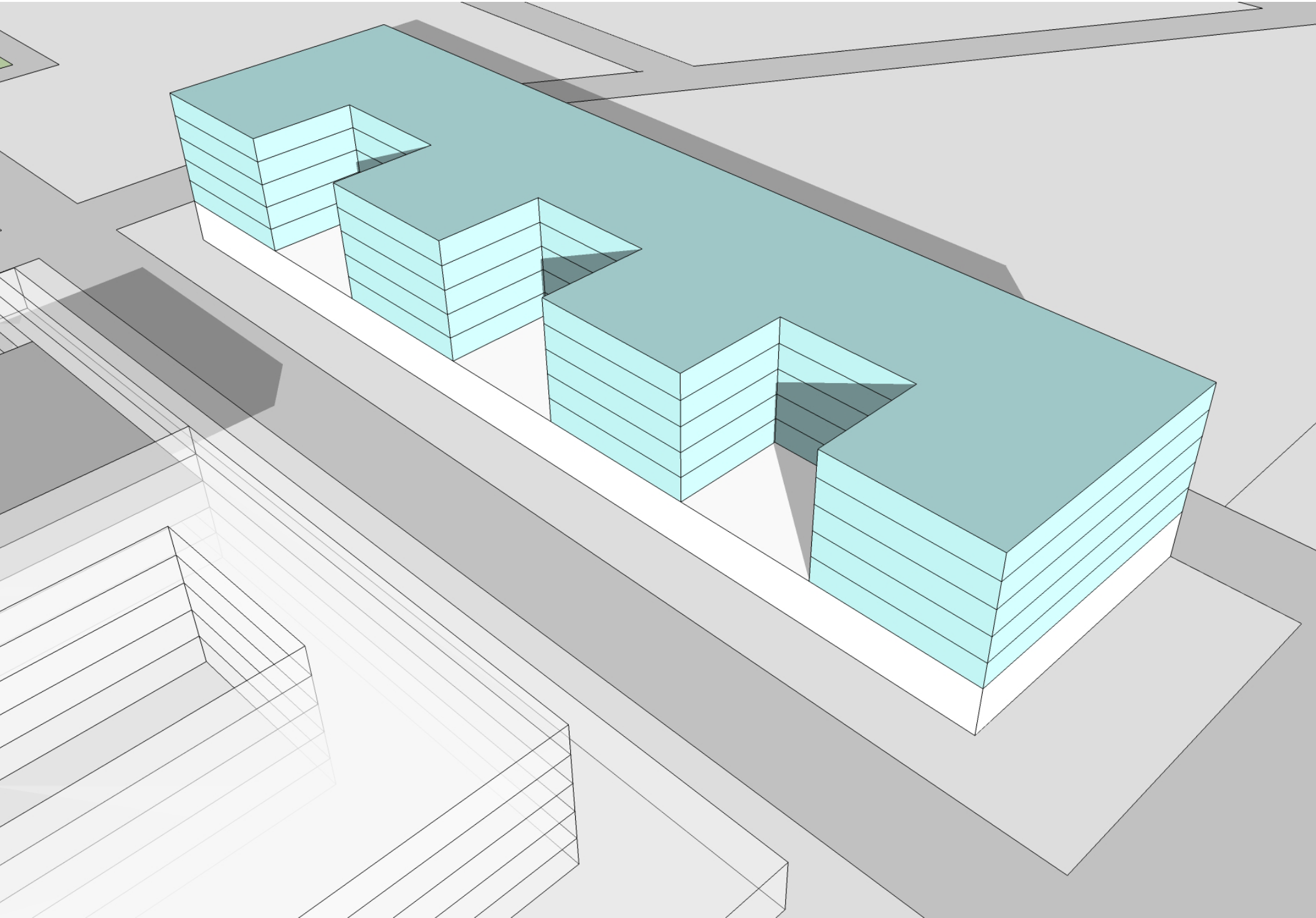


The next eight (8) slides explore the massing concept studies we analyzed to find a massing with various heights and feel.

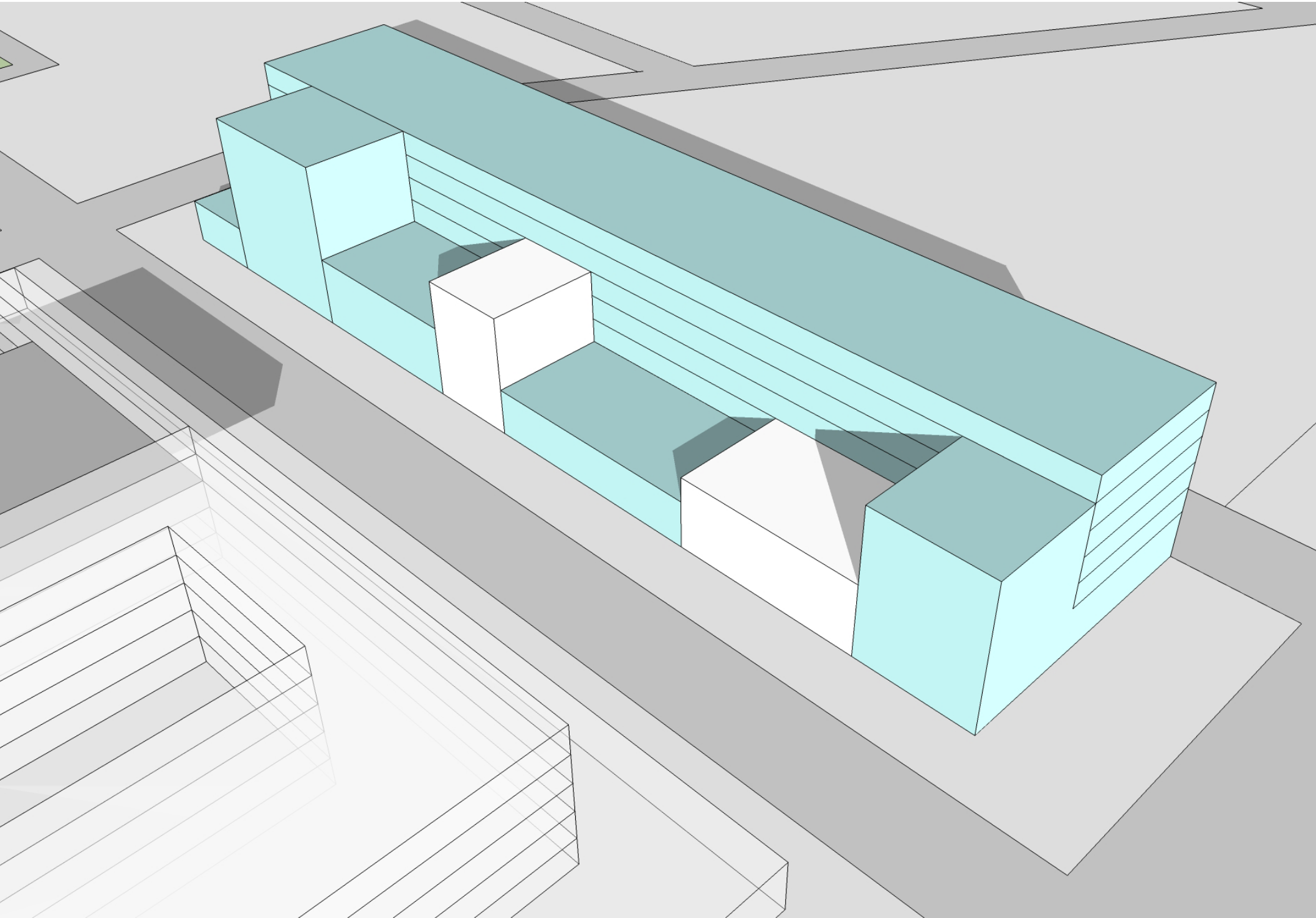
Block F1- Concept 2: Setback



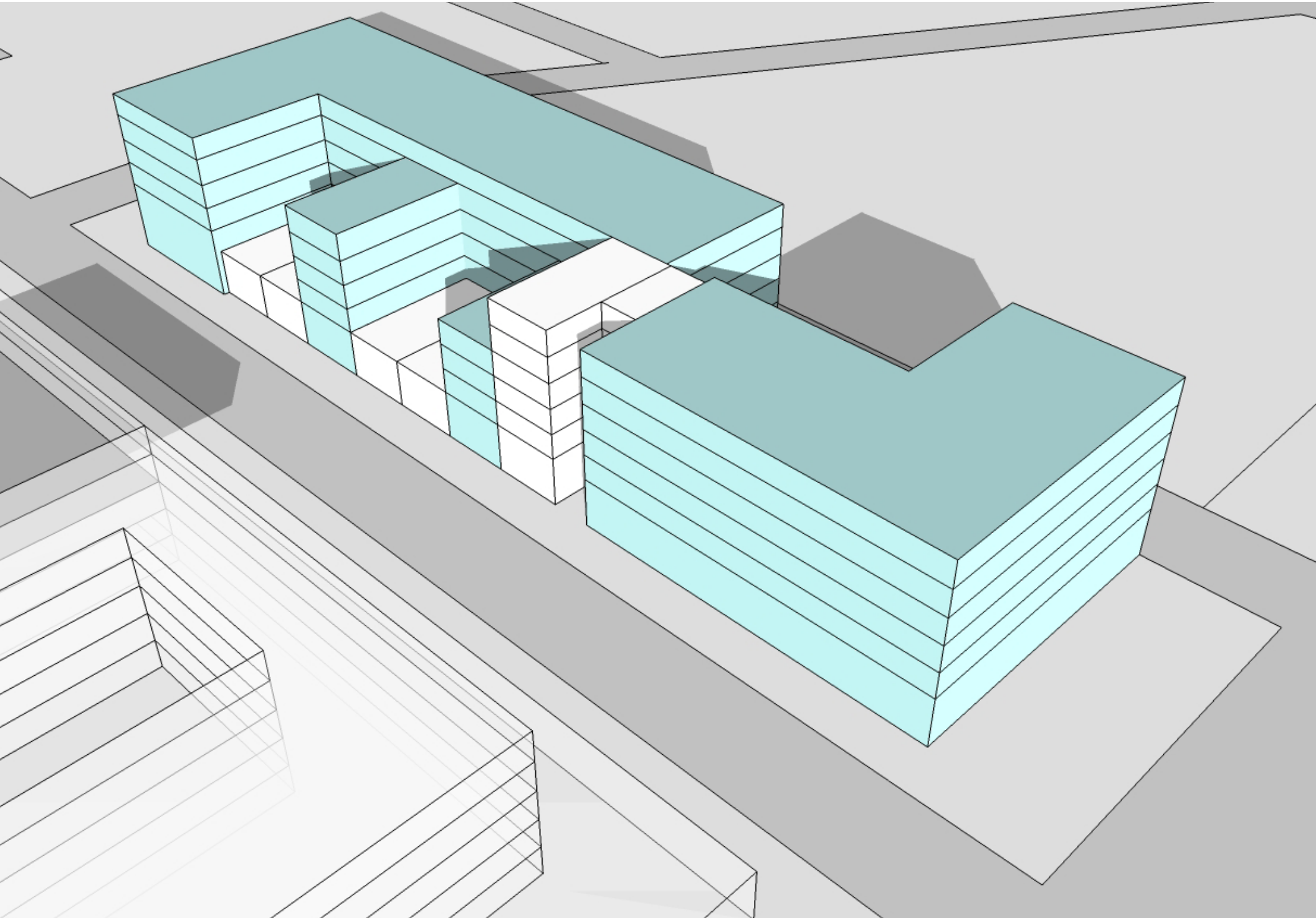
Block F1- Concept 3: Backwards E



Block F1- Concept 4: Main Street

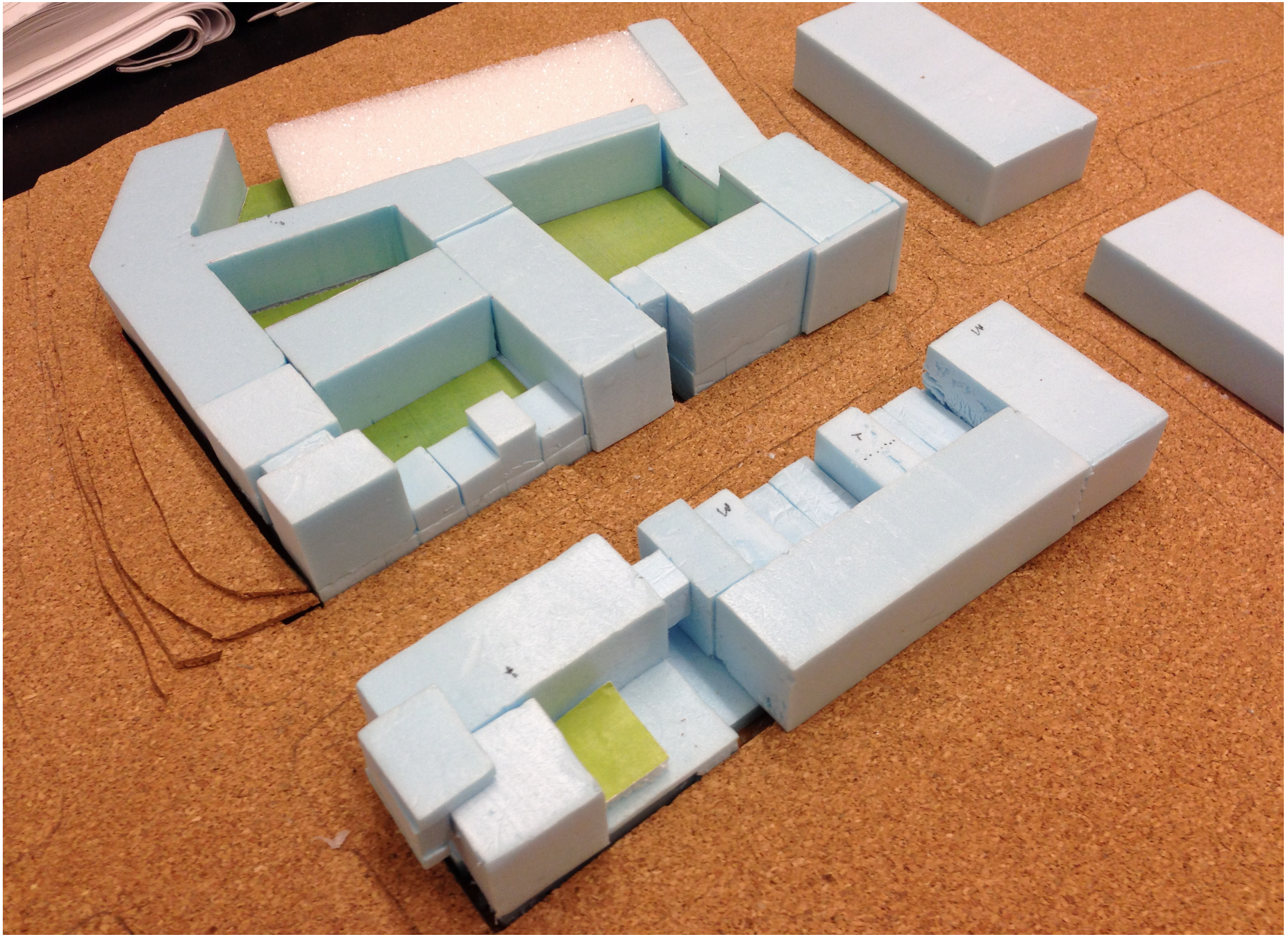


Block F1- Final Concept: Main Street



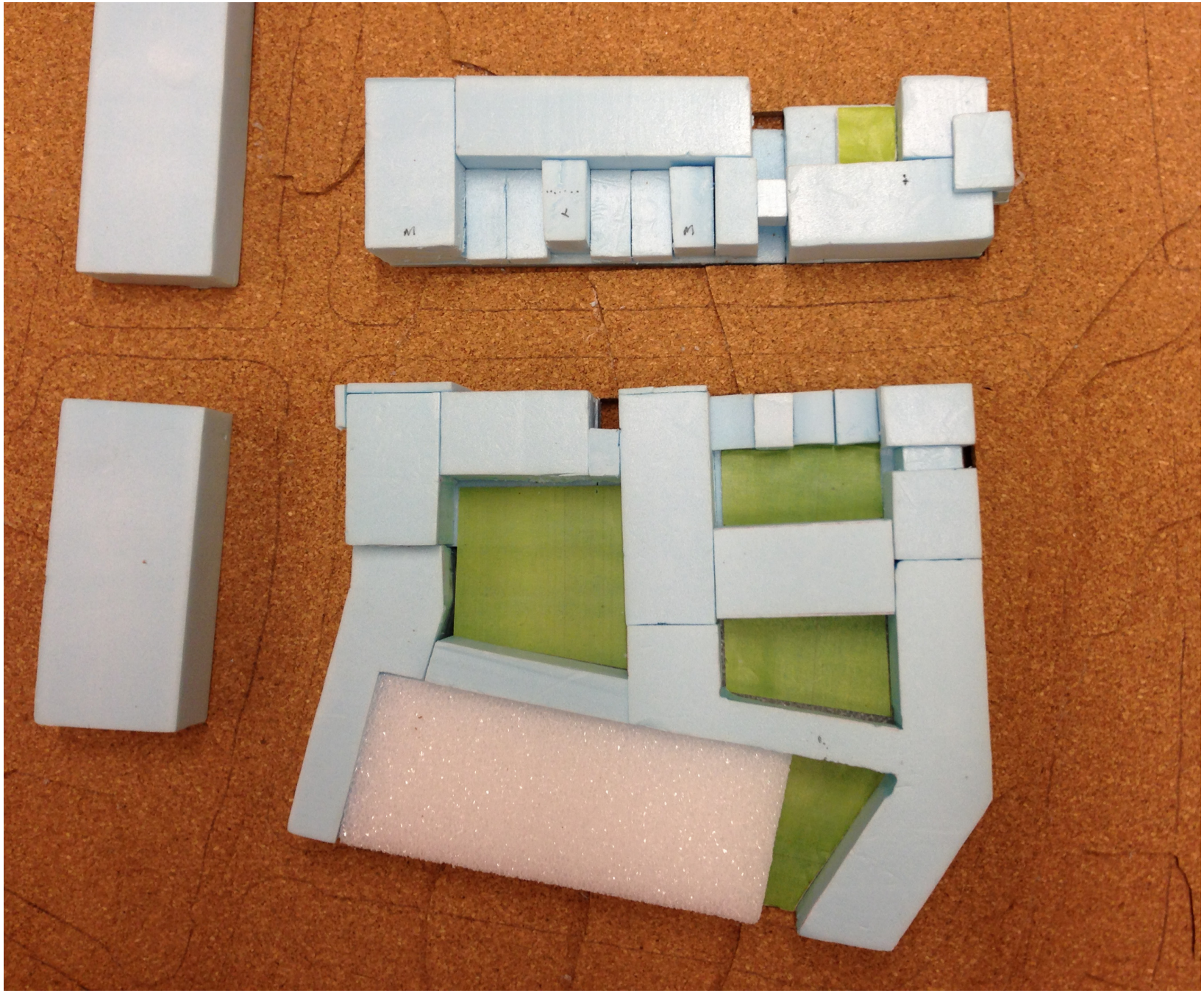
Physical Modeling - Concept Studies

Model Photos

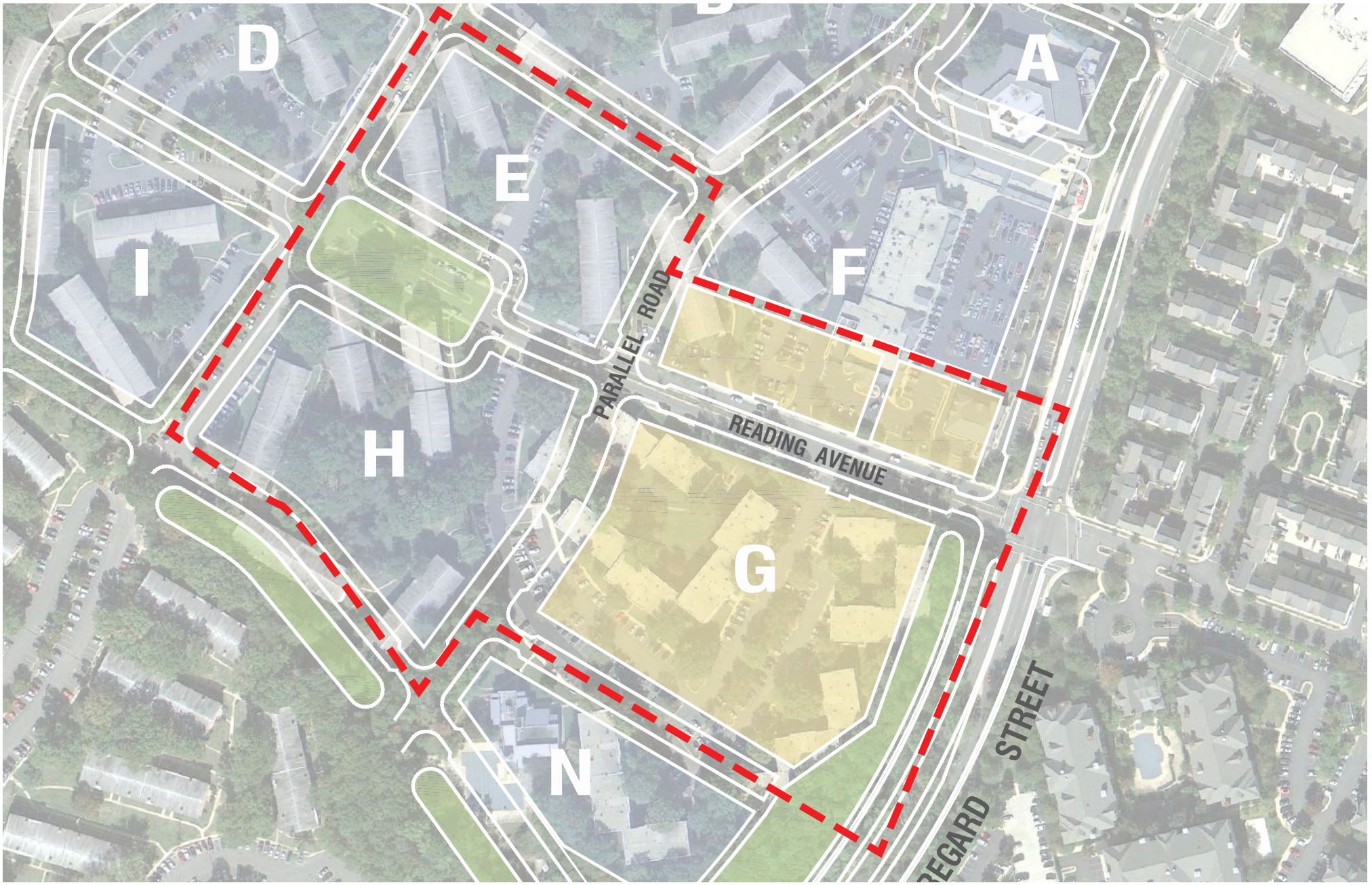


Model Photos

Block One of Reading Avenue



Site Location



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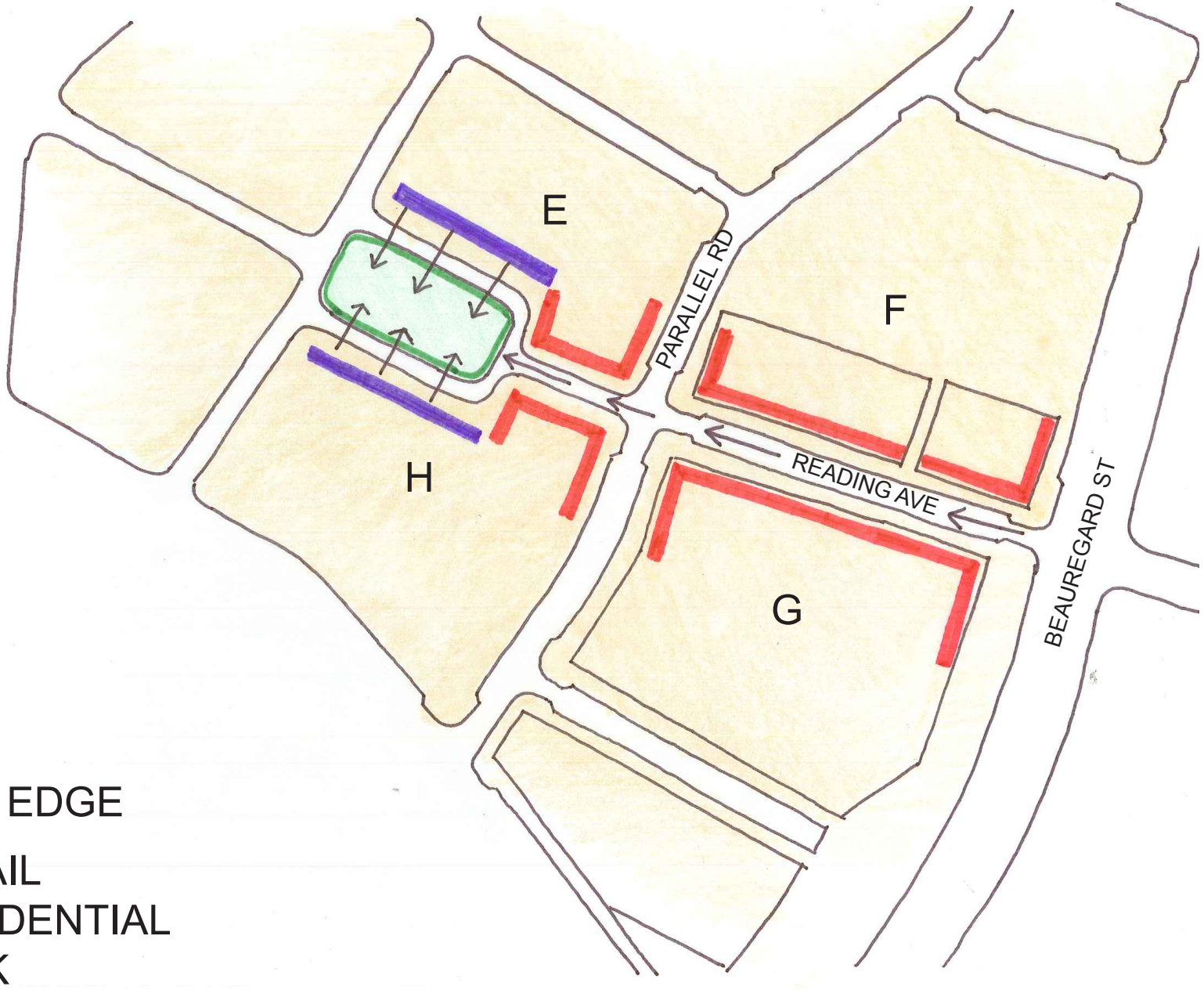
The Urban Edge



Proposed Site Plan

Red - Retail
Yellow - Residential

THE JBG COMPANIES

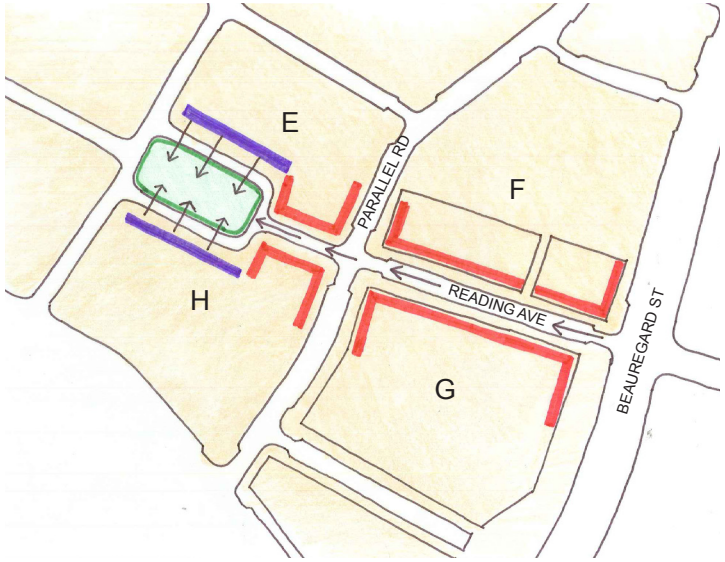
CUNNINGHAM | QUILL ARCHITECTS

WALTER L. PHILLIPS

OEHME, VAN SWEDEN | OvS

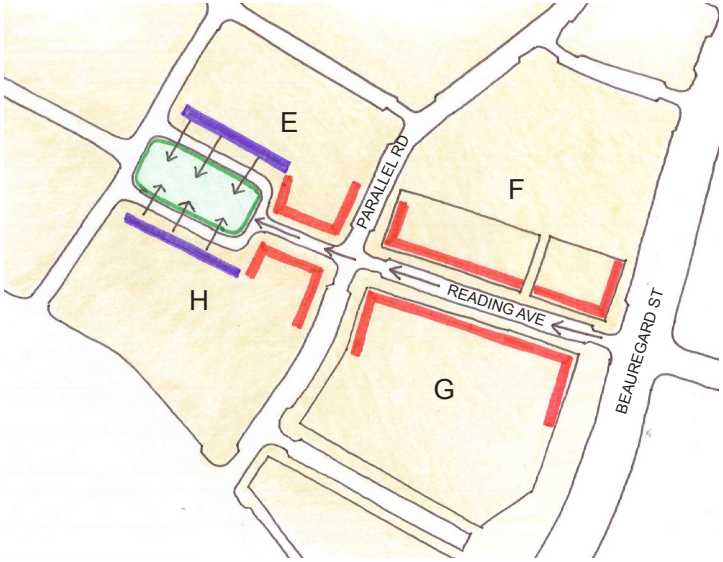
The Urban Edge

Ground Floor Retail



The Urban Edge

Articulated Residential Edges



Architectural Concept: The following 16 slides illustrate our concept of creating a town center experience that has the feel and architectural variation of an urban place that has evolved over a period of time versus all the buildings designed in the same style as many suburban "town centers" appear today. The design is also not a recreated neo-colonial approach as that would not be appropriate in this location and would diminish from the quality one experiences of our authentic 18th century urban center - Old Town

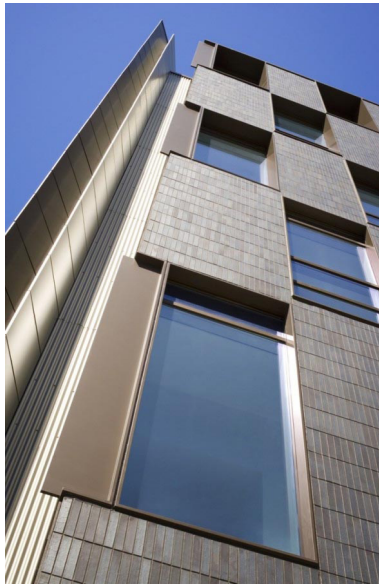
Architectural Concept

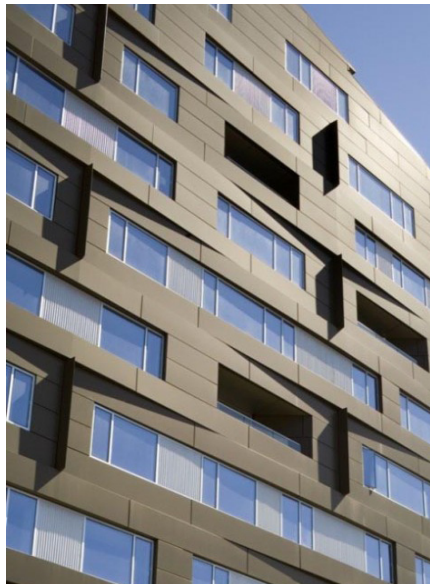
North Side Block 1

Architectural Concept

Residential Buildings and Additions

Architectural Concept





Architectural Concept

Architectural Concept

Proposed Site Plan

THE JBG COMPANIES

CUNNINGHAM | QUILL ARCHITECTS

WALTER L. PHILLIPS

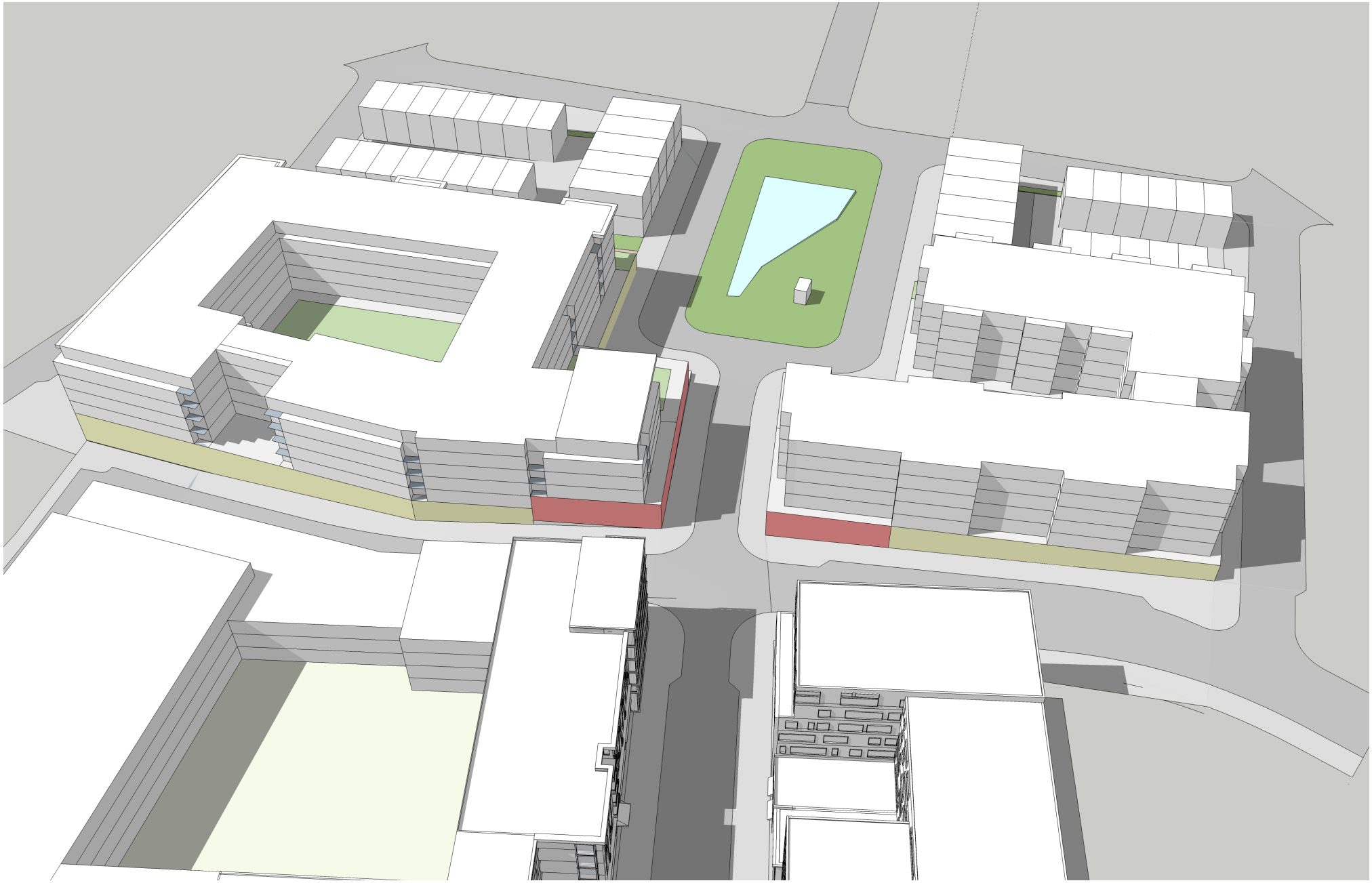
OEHME, VAN SWEDEN | OVS

Massing Concept

First Block of Town Center

Site Massing

Second block of Town Center

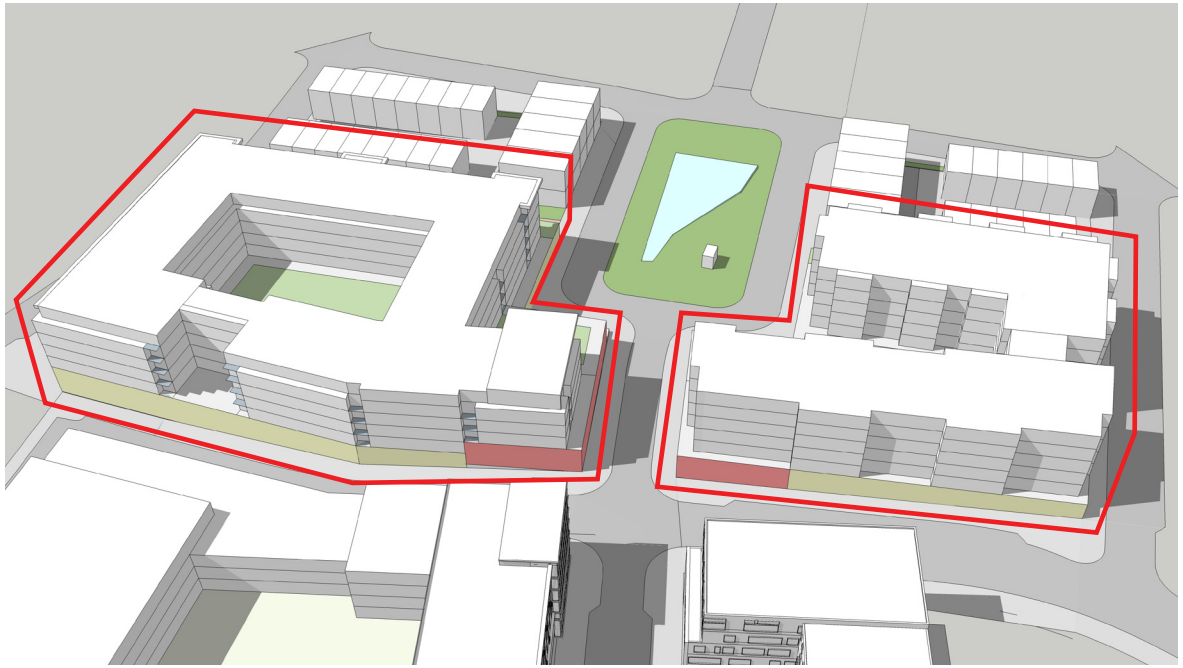


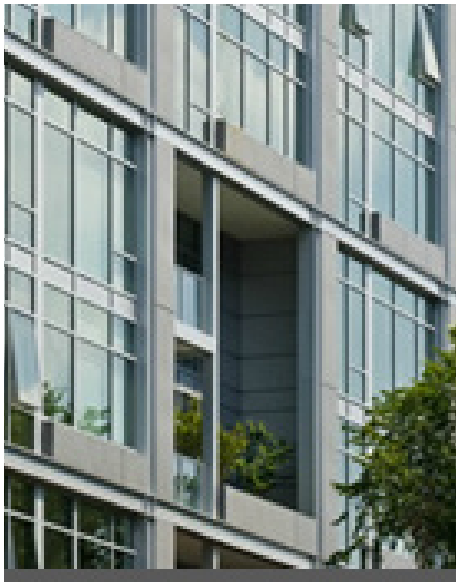
Site Massing

Second block surrounding park

MULTI-FAMILY - PRECEDENT

Potential variation





TWO OVER TWOS

Urban multi-family edge at park

TWO OVER TWO - PRECEDENT

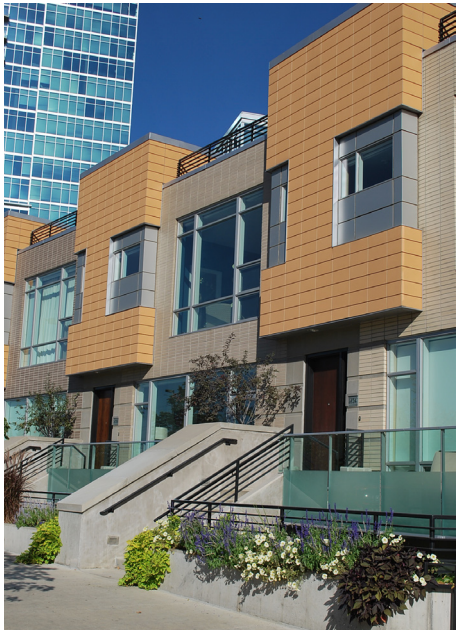
Selected examples

TOWNHOUSES

Lower scale stepping down

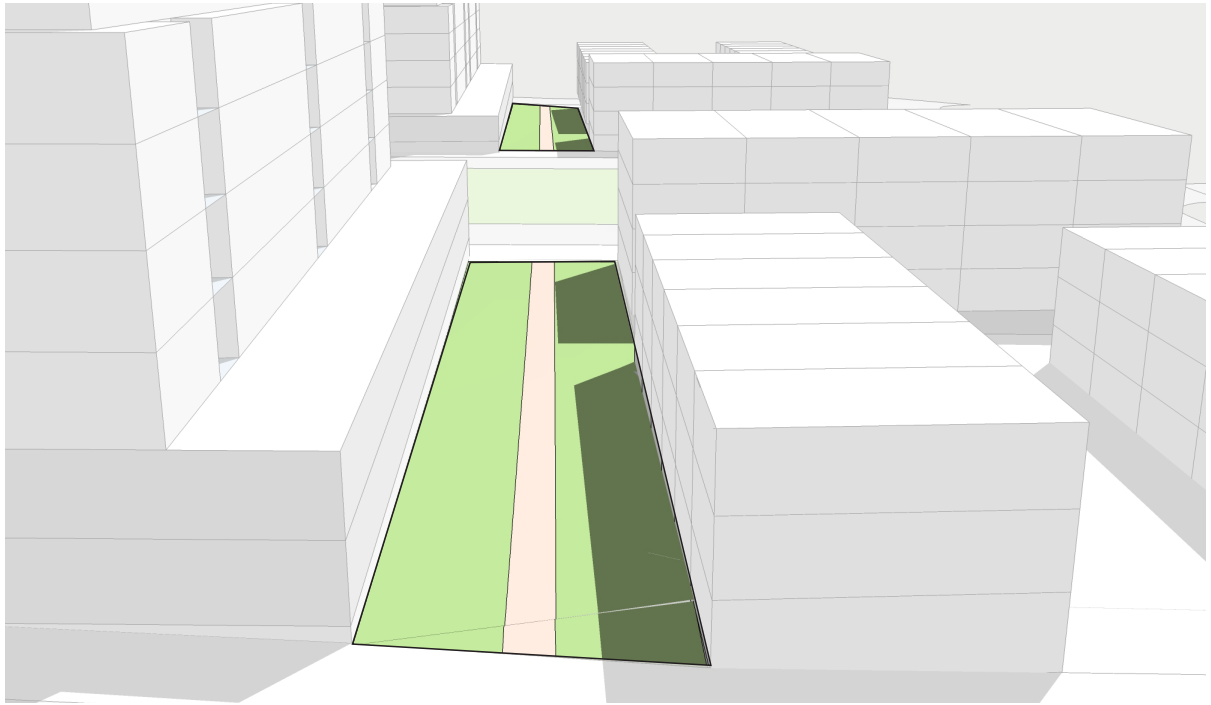
TOWNHOUSES- PRECEDENT

Selected examples



RESIDENTIAL GREENWAY

A mid-block connecting park

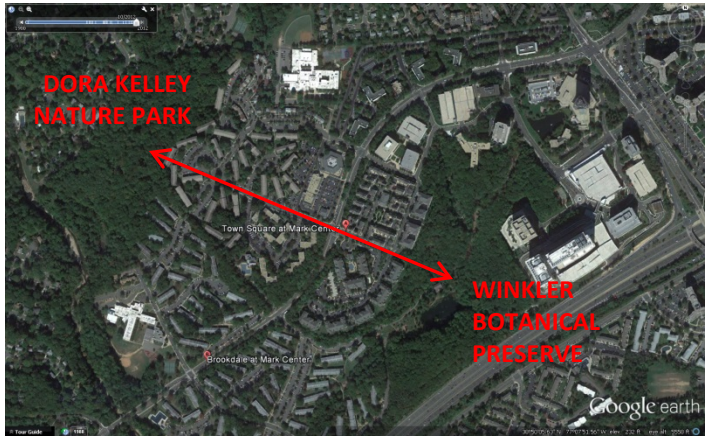


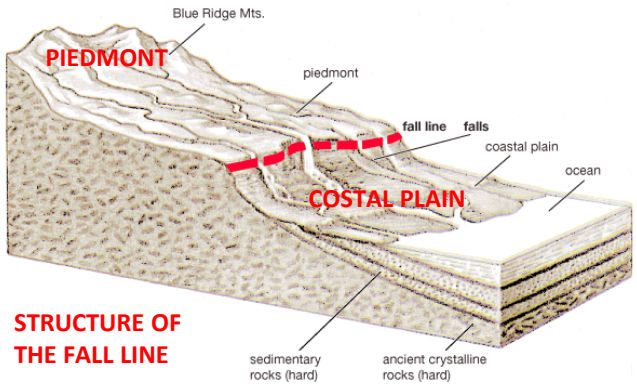
Landscape has a vital role to play in the Mark Center Development Project.
At the regional level, the site's location at the nexus of the `fall line', where the coastal plain meets the Piedmont, offers a rich repository of landscape experiences from which the design team was able to draw inspiration from; two exemplary examples can be found in Dora Kelly Park and the Winkler Botanical Preserve --between which the project is situated.
At the project level, this inspiration informed a sequence of landscape experiences that seek to evoke this transition. This sequence unfolds along Reading Avenue starting at the development entrance along Beauregard Street and terminating in the Town Square (Phase I). The articulation of this sequence will evoke a variety of local landscape typologies in a thoughtful and tastefully executed design.
Additional landscape attention will be given to various other program areas including but not limited to the streetscape along Beauregard which includes a designated tree `preserve' area, the residential greenways, and the overall development streetscape --all of which will tie into the overarching landscape narrative.

USGS 1945 MAP

AERIAL PHOTO, 1988

AERIAL PHOTO, 2012





DESIGN INSPIRATION

Ilya Haykinson

Tom Blagden, Jr.

Charles Bonner

Max Lyons

- Piedmont /Coastal Plain Interface
- "Fall Line" – Potomac River
- Historic Wetland Ecology
  - Beaver Dams
  - Magnolia Bogs
  - Marshes
- Native Hydrology
- Geologic Formation and Outcrops
  - Occoquan Granite
  - Winkler Sand
- Interface of landscapes with contrasting qualities
  - Upland vs. Lowland
  - Rock vs. Sediment
  - Wet vs. Dry

PARK PRECEDENTS

Tanner Springs Park
Portland, Oregon

City of Portland, Oregon

Canal Park
Washington, DC

District of Columnia Housing Authority

Ellis Square
Savannah, GA

AECOM

Reston Town Center
Reston, Virginia

Reston Town Center Official Blog

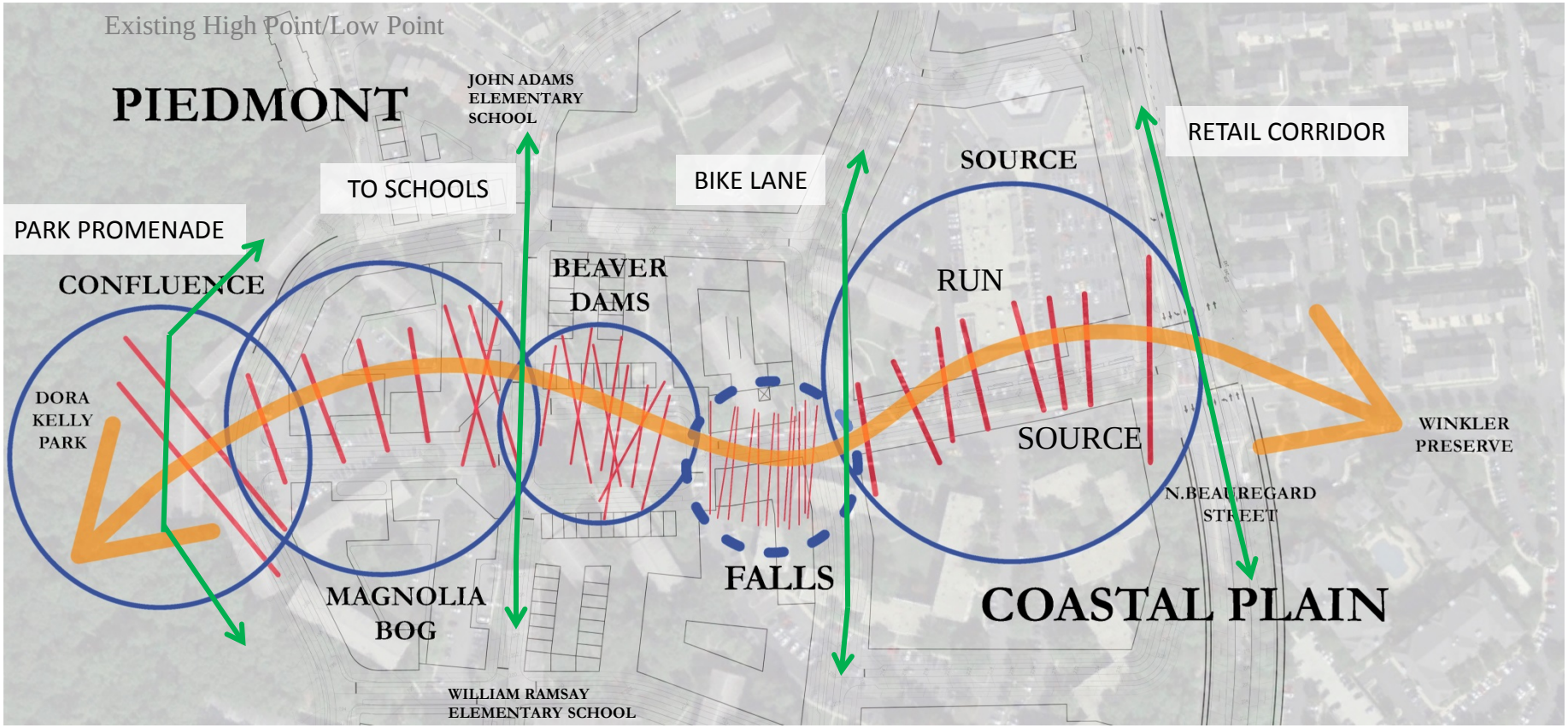
Louisburg Square
Boston, MA

Joseph Manomet

Bethesda Row
Bethesda, MD

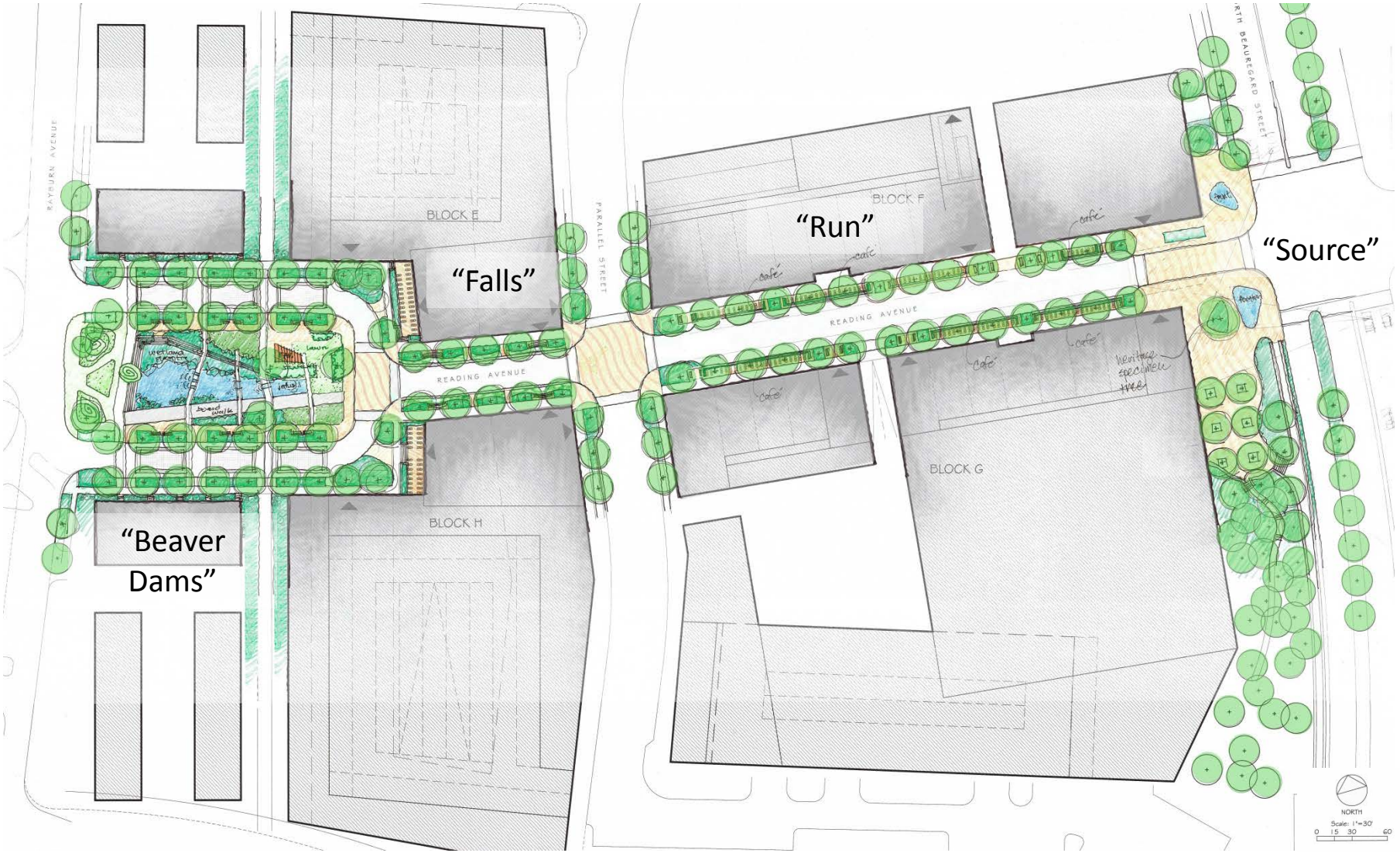
Brett VA

ANALYSIS: Composite Diagram



Illustrating Transition from 'Costal Plain' To 'Piedmont'

CURRENT CONCEPT PLAN

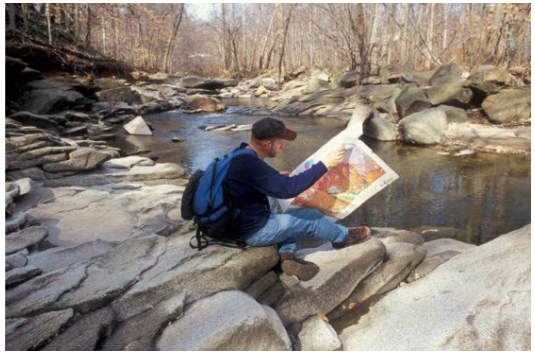


PUBLIC REALM: The Source and The Run

KEY Plan

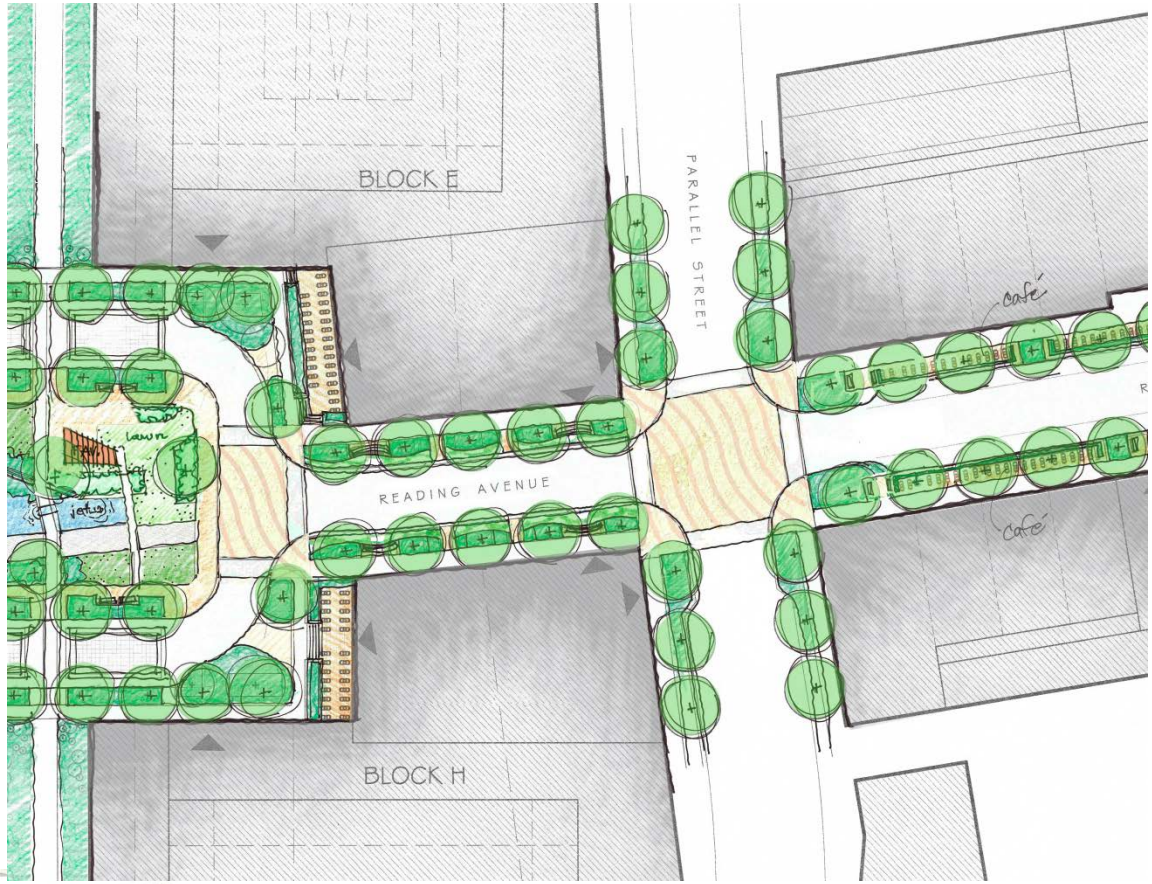
Ezra Freeman

Brayden Downing

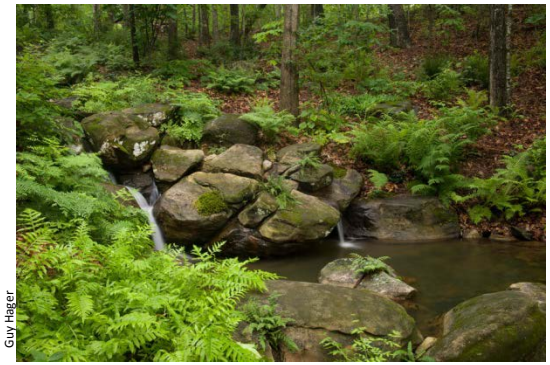


R.H. Simmons

PUBLIC REALM: The Falls

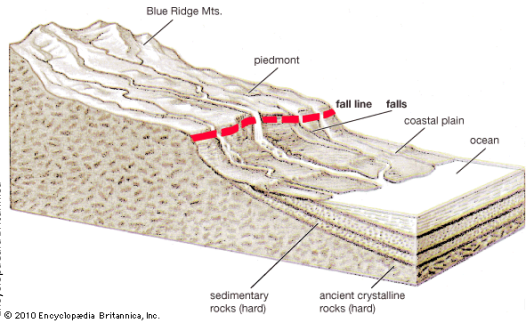


KEY Plan



Guy Hager

Structure of the fall line



Encyclopaedia Britannica

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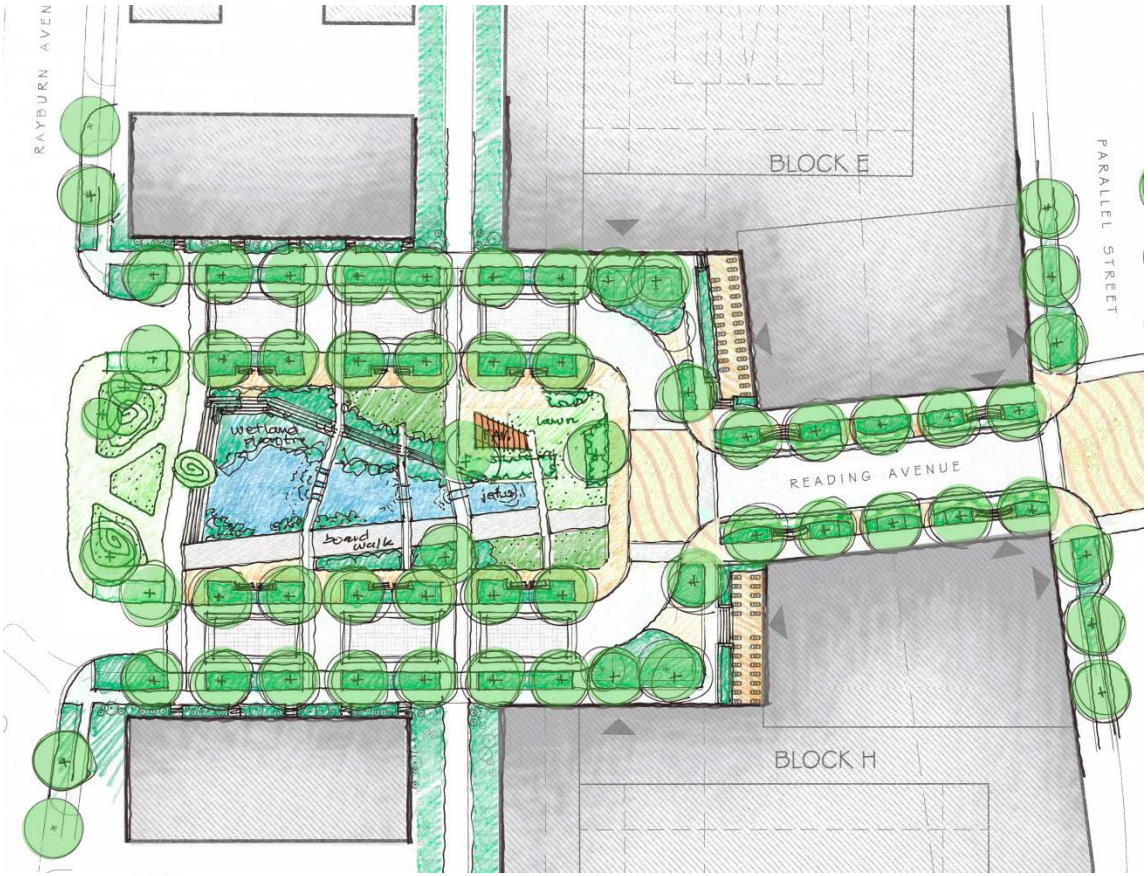
PUBLIC REALM: The Beaver Dams (Town Square)



KEY Plan

NORTH
Scale: 1"=30'
0 15 30 60

Lovely Life NYC Blog

Flickr: PlaygroundEnthusiast

CMS Fountain Consultants

PUBLIC REALM: The Beaver Dams (Town Square)

Recreation Republic

Peter Bennetts

Liz Stetson

CURRENT CONCEPT PLAN