APPENDIX A

Public Process

Plan Objectives

Through a variety of forums, stakeholders were asked to contribute their opinion on the key issues that the Corridor faces. As expected, opinions were mixed. The followings summarizes the comments and groups them into categories of 1) land use and market; 2) public institutions and transportation and 3) urban form and design

Stakeholder Issues

- Land Use and Market
    - New housing is desired, some suggested high-rise.
    - Target new residential units on senior citizens – so that current single family owners can downsize while staying in the same neighborhood
    - Diversity in housing in the area with more townhouses and, affordable/moderately priced housing – a % or guideline might be included
    - New residential that becomes defacto American University housing might negatively effect the neighborhood
    - American University housing is better accommodated on the corridor than in the neighborhood.
    - Street facing retail adds character, but more synergy of retail uses is needed
    - the retail mix should include unique retail, small business, the gas station, children oriented stores, hardware store, restaurants
    - Preserve the existing businesses
- Public Institutions and Transportation
    - Protect parking on the residential streets from commuters and shoppers
    - Provide adequate public parking; tap into current Parking Task Force to consider alternative for parking solutions
    - Improve parking enforcement
    - Design parking garages so they are safe and easy to use
    - Protect neighborhoods from increased traffic
    - Include shuttle bus options for the corridor
    - Consider alternative personal transportation planning – bikes
    - All the public institutions should be considered such as the schools, parks, DDOT, library, Wilson pool, community center, cultural center
    - Improve pedestrian safety in crossing the street
    - City should buy the mini-mart and expand the firehouse
    - Loading should be done off street
- Urban Form and Design
    - Building should not be too high in Friendship Heights and Tenleytown, opinions varied on appropriate height
    - Variation of buildings heights adds to character
    - Existing zoning is preferred
    - Better proffers from developers are needed with PUDs
    - Like the farmers market in the parking lot near the circle
    - Historic open space at Tenley Circle should be preserved but aesthetic improved
    - Although there is an existing campus master plan there remains concerned about the growth of AU onto the corridor
    - Need better landscaping and parking around the Post Office
    - Landscaping and maintenance improvements in park spaces needed
    - Better signage control – no signs on the top of buildings
    - Include green space or public space in Friendship Heights
    - Add pedestrian friendly greenways
    - Include green architectural practices and recommendations
    - Preserve the low scale character in middle of corridor is a good idea
    - Mitigate noise and visual impact of parking garages on adjacent houses
    - Public realm needs improved for pedestrians
    - Consider impact on the Heritage Trail in Tenleytown area

APPENDIX B

Plan Process

Starting in the spring of 2001, the Office of Planning worked with the neighborhoods surrounding the Upper Wisconsin Avenue to develop the Neighborhood Cluster 11, Strategic Neighborhood Action Plan (SNAP). Within the Cluster 11 SNAP, there were several recommendations that lead to the funding of the Upper Wisconsin Avenue Corridor Study. First was the concern raised over random development that was occurring along the corridor. The need for a comprehensive study and plan were envisioned. Second was the concern raised over the lack of neighborhood-serving retail, especially in Tenleytown. The need for a diverse retail strategy for the area was envisioned.

The process, which began as a response to the SNAP plan, has been highly interactive. The Upper Wisconsin Avenue Corridor Study Steering Committee was created to help to inform the process. The Committee was lead by the Office of Planning and represented the many stakeholders on the corridor and leaders from the neighborhood's range of organizations. The committee was involved in the Office of Planning's solicitation for a consultant team and finalizing the study's objectives throughout the planning process.

The Upper Wisconsin Avenue Corridor Study has included analysis of existing condition, informational meetings, market analysis, a four-day charrette, and focus group meetings prior to the issuance of the Strategic Framework Plan.

- **Use Inventory & Analysis of Physical Conditions and Informational Meetings.** Prior to the design charrette, the design team completed a review and analysis of the physical conditions along the Corridor. The HOK Team reviewed the inventory data provided by OP on the existing uses, zoning, heights, vacancies, businesses, building conditions, etc. as well as made a photographic record of conditions and 'windshield' survey. The analysis formed the basis for identifying development, preservation, and public realm improvement opportunities. In addition, the Office of Planning conducted several informational meetings in the community on relevant issues – including Transit Oriented Development (TOD), Understanding Retail Opportunities and Retailers' Needs, and Green Building Design.

- **Market Analysis.** Street-Sense determined current and projected development interest along the corridor by:

  1. Determining the trade areas for both regional and local demand,

  2. Determining the demand by analyzing market absorption, vacancy rates, construction starts, and pending building permits as well as applying accepted industry standards for demand for each use based on population counts.,

  3. Determining how much of the demand is currently met,

  4. Analyzing the impediments for retail and housing growth and making recommendations to create opportunities that will attract the interest of the retail and residential development communities, as well as entrepreneurial retailers who might occupy existing space.

- **Historic Preservation.** Historic Preservation issues were evaluated using archival and secondary information and information collected from stakeholders.

- **The Charrette.** During the design phase of the study, the team conducted an open public worksession, known as a charrette.

  The term "charrette" is used to describe a very focused and intensive planning workshop in an open forum. The openness allows input and feedback from interested parties that have a stake in the design and ownership of the place. For a charrette to be successful it should have the participation of multidisciplinary professionals, jurisdictional officials, local residents and citizen groups, and the client team. The Upper Wisconsin Avenue charrette was held at Chevy Chase Pavilion between February 3, 2003 and February 6, 2003. The event was well attendant and productive.

  The process of the charrette allows for open participation with the design team. Events were organized around several public activities:

- Listening Sessions. Public presentation, discussions and reviews of the work in progress to provide the stakeholders the opportunity to provide input, build consensus and influence the plan as it is developed.

- Design Workshops. During the process a team of design professions generate concepts and alternative, refine those concepts based upon the direct input being received.

- Focused Interviews. Interviews are scheduled with individual stakeholders such as large institutions, merchants, property owners, agencies, etc. to gather addition information and feedback.

- Review Sessions. Drop-in sessions, walking tours, briefings, and public workshops provide opportunities of the community to review and respond the design alternatives as they are developed.

The design team began the charrette with a site visit and orientation led by members of the Steering Committee to gain their insight about the Corridor. The focus of the day was on education - for the team, learning about the site; for the charrette attendees, becoming familiar with the process and principles that will guide the design process. The first day ended with a public presentation of the information collected and analyzed on the existing condition, the results of the market study and an introduction to some basic urban planning principles. The discussion was then opened to the audience to comment on the presentation, and discuss their aspirations for the future.

The second day of the Charrette had two tracks - with the design team beginning to generate concepts while topic focused meetings and roundtable discussions were held. The process allowed for real-time feed back to the designers of issues being raised without unnecessary filtering allowing options to be studied quickly. At the end of the second day, a "pin-up" or informal presentation solicited feedback in an informal but constructive fashion. Days three and four were the most productive design days and included open sessions for the community to participate in the design process. Information gathered from the pre-charrette research along with new information gathered through the meetings of days one and two was used to generate a variety of drawn options. The Charrette was concluded with a pin-up that the community was encouraged to attend. The purpose of the pin-up was to present the final draft of the plan prior to beginning the drafting of the Strategic Framework Plan.

- **Focus Group Meetings.** At the conclusion of the charrette, there was a sense from the community that more opportunities were needed to review and discuss the plan options. Four focus group meetings were held to present the plan concepts, additional illustrations regarding the proposed urban form and zoning, and discuss their pro's and con's of the concept. The meetings were organized to focus the discussion of the four sub-areas of the corridor:

  - Friendship Heights April 22, 2003
  - Harrison to Chesapeake April 23, 2003
  - Tenleytown May 14, 2003
  - South of the Circle May 15, 2003

- **Draft and Final Strategic Framework Plan.** The process was completed with the production of a draft version of this Strategic Framework Plan. The Draft Plan was presented at a public meeting held on October 27, 2003 after being released for review and comment by the community and other stakeholders. Following the thirty day review period, comments were compiled and incorporated into the draft. The process was completed on xxxxxxxxxx with a final presentation of the Strategic Framework Plan to the community.