

# VAN NESS

— Vision Framework —

District of Columbia  
Office of Planning



# What is a Vision Framework?

- New, Flexible Planning Tool (*Van Ness and Adams Morgan to Pilot*)
- A Strategic High-level Planning Document
- Community-Based Vision and Goals around Core Topic Areas
- Identification of Key Action Items/ Next Moves
- Targeted Public Engagement
- Short Process (<6 months)
- Does Not Require Council Approval or Recommend Any Land Use Changes

# Why now?

- Outgrowth of District's Retail Technical Assistance work (e.g., Vibrant Retail Streets Toolkit)
- Community concern that Van Ness commercial corridor is underperforming and could be enhanced
- Request for OP's involvement to plan for the corridor
- Community-based planning work (Vision 3F) and District-led Sustainability and Streetscape planning (NSIP and Streetscape Guidelines) serve as a foundation
- Van Ness commercial area is a designated "Great Street"

# Objectives

- Support a more diverse retail environment
- Achieve a more vibrant public realm and improve urban design
- Foster redevelopment of key opportunity sites for a stronger and more inviting corridor
- Enhance sustainability

# Study Area



# Process/Timeframe



# Process

Community Engages OP

OP Scopes the project

OP Selects Consulting Team

OP Coordinates with Partner Agencies

Pre-Planning/  
Project  
Development

Outreach &  
Analysis

Final Product  
Development

# Process

OP Meets with Van Ness Vision Committee

OP Introduces the project to ANC 3F

First Advisory Committee Meeting

OP Office Hours in Van Ness

Pre-Planning/  
Project  
Development

Outreach &  
Analysis

Final Product  
Development

# Process

OP Project Team reviews existing studies

OP Project Team Collect Retail Preference Surveys

OP Project Team Updates Market and Demographic Data

OP Project Team Produces the Van Ness Profile/  
Playbook

Second Advisory Committee Meeting

Pre-Planning/  
Project  
Development

Outreach &  
Analysis

Final Product  
Development

# Process

Community Workshop

Third Advisory Committee Meeting

OP Project Team Produces a Draft Vision Framework

Public Comment Period

OP Project Team Produces the Final Vision Framework

Pre-Planning/  
Project  
Development

Outreach &  
Analysis

Final Product  
Development

# Outreach

3 Advisory  
Committee  
Meetings

1 Community  
Workshop

4 Drop-in  
Office Hours

1 Online  
Engagement  
Platform

Retail Survey

1 Project  
Website

2 Focus  
Groups

ANC Briefings

# Roles and Responsibilities

- Advisory Committee Members
  - Play an Active Role in Process
  - Communicate Community Priorities
  - Promote Community Attendance
  - Distribute Information & Concepts
  - Gather Input from Community Members
  - Maintain an Open Mind
  - Make an Honest Effort to Represent your Stakeholder Group's Views
  - Provide Timely Comments
  - Respect All Participants and Staff

# Roles and Responsibilities

- District Office of Planning Responsibilities
  - Demonstrate Respect Toward All Committee Members
  - Maintain an Open Mind
  - Provide Advisory Committee with Timely Information and Materials
  - Provide Sufficient Information on Technical Issues to Enable the Committee to Make Informed Decisions
  - Address Advisory Committee Questions
  - Facilitate Outreach
  - Oversee Technical Work and Produce Final Document

# Past and Ongoing District Initiatives

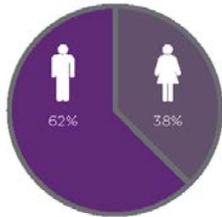
- 1) Vibrant Retail Streets Toolkit
- 2) Neighborhood Sustainability Indicators Pilot Program
- 3) Streetscape Enhancement
- 4) Great Streets Program

# District Initiatives

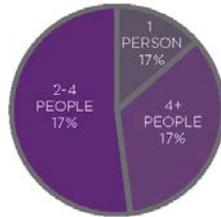
## 1) Vibrant Retail Streets Toolkit

LET'S NOTE TAKE-AWAYS  
IN TALKING POINTS

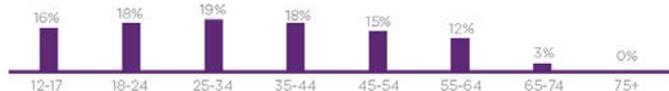
Gender



Number of people in my household:



Age:



During a typical WEEK, my retail purchases include:



On a weekly basis, I spend how much eating out:



During a typical MONTH, my retail purchases include:

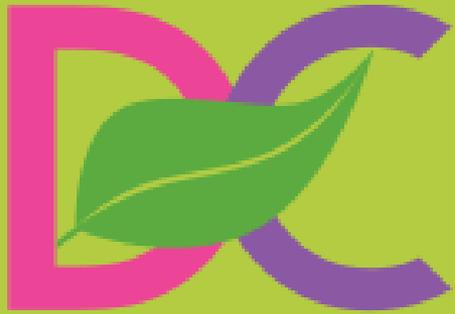


Community Stakeholders participated in a one day workshop that helped identify a strategy to improve retail.

# District Initiatives

## 2) Neighborhood Sustainability Indicators Pilot Project (2010)

Green Living



Neighborhood Goals and Actions

Partner Supported Annual Event

**MY SUSTAINABLE  
NEIGHBORHOOD  
POCKET ACTION  
GUIDE**

# District Initiatives

## 3) Streetscape Enhancement

*(early implementation)*



Produced conceptual streetscape guidelines

30% design will begin winter 2015

# Community Initiatives

1) ANC Visioning Committee

2) Public Space Charrette

3) Retail Broker Marketing Brochure

# Vision Framework Deliverables

- 1) Community Profile/Playbook
- 2) Community Workshop/Charette
- 3) Vision Framework

# Planning Deliverables

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## 1)Community Profile

- Predominantly graphic
- Summary of existing conditions analysis
- Detail key demographics with citywide or industry standard benchmarks
- Summary of retail market
- Summary of development opportunities

# Planning Deliverables

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## 2) Community Workshop/ Charette

- Engaging, highly-interactive public event
- Extensively marketed to the community
- One half day long January 31, 2015
- Helps the community agree on a vision for the community

# Planning Deliverables

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## 3) Vision Framework

- Predominantly Graphic
- Portrays the community's vision for the study area
- Provides concrete steps for implementing the vision
- Utilizes maps and graphics to depict opportunities for investment
- Focused on retail, urban design, sustainability, and public realm
- Includes renderings depicting redevelopment of key locations

# Sample

## Buzzard Point Urban Design Framework Summary

DRAFT



Government of the District of Columbia



Office of Planning



Deputy Mayor for Planning and Economic



Department of Transportation



Department of General Services



Department of the Environment

## Public Realm

Today, Buzzard Point is an isolated peninsula of industrial uses and infrastructure, ill-defined streets and public space, and limited green space, along with some residential development within the study area. Informal gathering areas and park space are limited.

The urban design concept, as envisioned, would transform Buzzard Point into a vibrant, walkable neighborhood, with direct access to multi-modal transportation hubs, waterfront, parks, pedestrian nodes and compact mixed-use oriented developments. A walkable environment will be a key feature driving community growth and increased public amenities. A network of tree-lined streets and crosswalk improvements will promote greater access and connectivity between neighborhoods as well as safer interactions between vehicles, bikeways and pedestrians. Curbless street zones will knit sidewalks with parks and plazas into temporary social open spaces. Those social nexus would be strategically located, in direct view of the open space "oval," the Anacostia Riverwalk trail, the soccer stadium and a potential future Maritime Museum. View corridors would be spatially defined throughout the neighborhood, connecting identifiable destinations and points of interest. The Buzzard Point urban framework plan would ensure that walkability is extended beyond its physical boundaries, directly connecting to the Anacostia Riverwalk trail and surrounding local grid network toward the Yards Park and other development along the Capitol Riverfront.



## Notes on the Public Realm

The public realm design for Buzzard Point provides an overall concept of what would happen within public space, both existing and future. In some cases, the concept envisions re-opening of presently closed rights-of-way. In other cases, existing rights-of-way would be swapped with property owners in order to improve the overall connectivity of the area. Also, the full plan will include thorough analysis of potential regulatory such as development along the waterfront, to ensure compliance with current requirements.

# Important Dates

- **December 3<sup>rd</sup> 2014**  
First Advisory Committee Meeting
- **Office Hours**  
Thursday, December 12<sup>th</sup>, 2014 10am – noon (Bread Furst)  
Wednesday, January 14<sup>th</sup>, 2015 4-7pm (Acacia Bistro)  
Thursday January 22<sup>nd</sup>, 2015 10am-noon (Van Ness Starbucks)  
Thursday January 22<sup>nd</sup>, 2015 4-7pm (UDC Campus TBD)
- **January 31<sup>st</sup> 2015**  
Half Day Community Workshop 9am-noon (Location TBD)



# Questions

# Van Ness Vision Framework

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