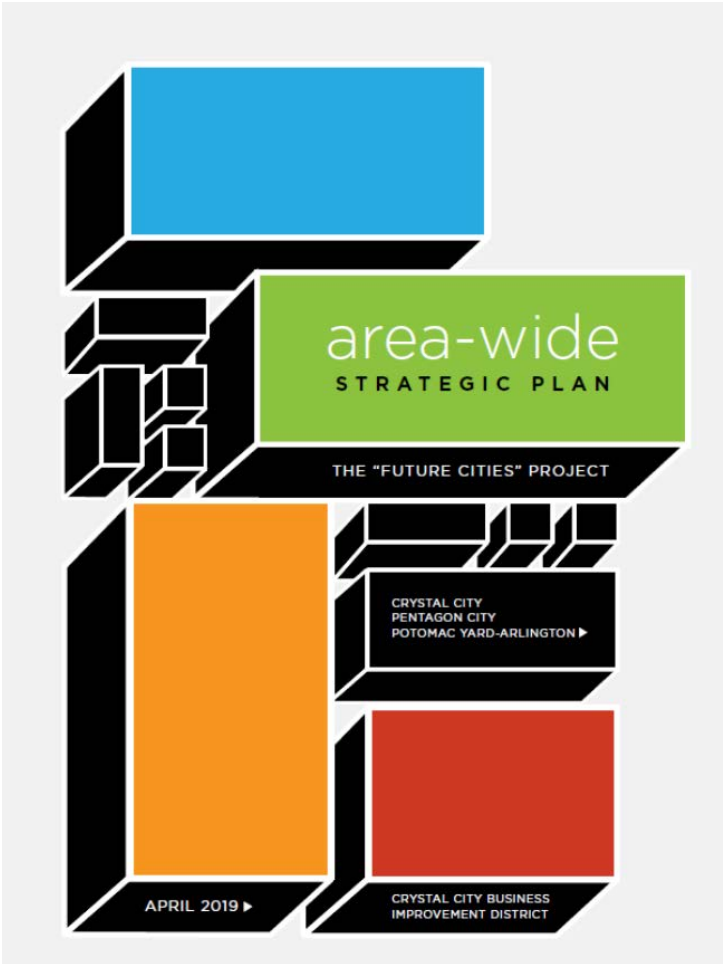


A wide-angle photograph of a modern urban landscape at dusk. In the foreground, a paved walkway with a metal railing runs along a landscaped area with trees and shrubs. A series of streetlights line the path. In the middle ground, a curved walkway or ramp is visible. The background features a dense cluster of modern high-rise buildings, some with construction cranes, under a soft, orange-hued sky.

CRYSTAL CITY OPEN SPACE APPROACH

TRACY SAYEGH GABRIEL, EXECUTIVE DIRECTOR
CRYSTAL CITY BUSINESS IMPROVEMENT DISTRICT

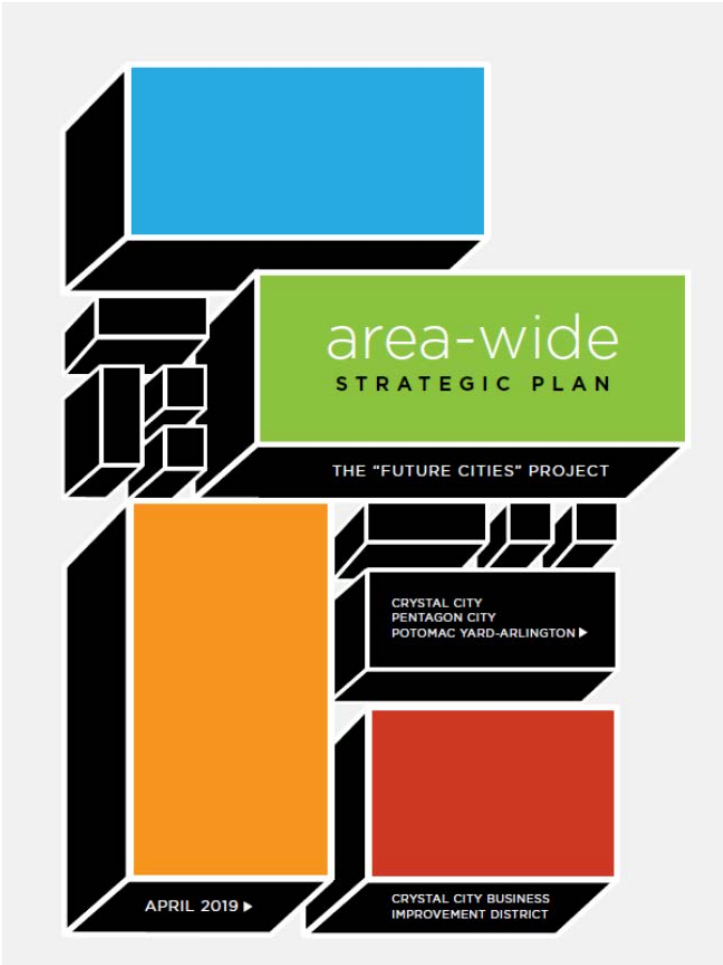
January 2020



VISION

The area will be a leading, mixed-use urban center with new street-level activity and amenities, enhanced community assets, next generation mobility, and human-scaled design, implementing plans for sustainable growth and building a diverse economy and an inclusive community.

STRATEGIC PLAN: THEMES



BUILD IDENTITY
Build a new identity for the area and its neighborhoods that emphasizes its assets, value, and potential.

INCREASE CONNECTIVITY
Increase connections within the area and to adjacent economic activity centers.

IMPROVE PLACE
Improve place by creating a more dynamic, attractive, and activated public realm.

FOSTER CULTURAL VIBRANCY
Foster opportunities for arts, culture, and entertainment that create a more lively and attractive experience.

GROW ECONOMY
Grow the economy by building on market strengths, attracting top talent, cultivating innovation and embracing an area-wide approach.

ENHANCE LIVABILITY, EQUITY & SUSTAINABILITY
Balance growth with new community assets and champion inclusive policies and the creation of a sustainable, resilient and amenity-rich environment.

STRATEGIC PLAN: THEME 2 - IMPROVE PLACE

Theme 2
IMPROVE PLACE

VISION ▾
National Landing is a vibrant downtown with high-quality architecture and urban design, signature parks, and an enjoyable, inviting, and memorable public realm.

SUCCESS MEASURES

- Amount of open space/parks
- Number of parklets/public squares with seating/amenities
- Number of street trees
- Tree canopy coverage
- Public perceptions about the state of the public realm
- Park usage/visitors
- Market perception

HIGH LEVEL STRATEGIES

- 2.1** Transform the public realm
- 2.2** Create and highlight a green network: Market Square, South Bell Street, South Eads, South Hayes, Center Park, Water Park, Southern Gateway, Long Bridge Park
- 2.3** Support bold design interventions for a new aesthetic and engaging street-level experience
- 2.4** Define, enhance, and connect the area's distinct districts: 12th Street, Center Park, 23rd Street, Crystal Drive, S. Hayes Street

“More open space and parks with native plants, flowers and trees.”
— COMMUNITY FEEDBACK

“More outdoor amenities like kid and workout friendly parks, playgrounds... and recreational green space.”
— COMMUNITY FEEDBACK

STRATEGIC PLAN: IMPLEMENTATION



Theme 2 IMPROVE PLACE

FY19	FY20	FY21	Partner County Agency	
				2.1 Transform the public realm.
●	●			• Inventory the public realm.
	●		AED, DES	• Create streetscape design guidelines.
●	●	●	AED, CPHD, DES	• Implement a comprehensive wayfinding program.
●	●	●	AED, CPHD, DES, DPR, PA	• Increase applications of temporary urbanism and creative placemaking for activation.
●	●	●	CPHD, DPR	• Elevate aesthetic of open/green spaces to fit the new contemporary identity of the area.
	●	●	DES, DPR	• Implement green infrastructure improvements to improve stormwater management.
●	●	●	CPHD, DES, DPR	• Experiment with seasonal treatments and high-profile design interventions.
				2.2 Create and highlight a green network.
	●		CPHD, DES, DPR	• Create a "Green Print" open space guide.
	●	●	CPHD, DPR	• Provide conceptual park design assistance to owners and the County.
	●	●	CPHD, DPR	• Complete a signature green network that connects existing and planned open spaces.
	●	●		• Emphasize sustainability, high-performance, and health benefits of projects.
	●	●	CPHD, DPR	• Engage the community to determine best uses and design for new open areas.
	●	●	CPHD, DES, DPR	• Implement attractive, high-performance landscape enhancements.
●	●	●	CPHD, DES, DPR	• Increase the use of native plants in landscape design.
				2.3 Support bold design interventions for a new aesthetic and engaging street-level experience.
	●	●	CPHD, DES, DPR	• Encourage iconic, bold architecture and urban design in new development, infrastructure, and parks.
	●	●	AED, CPHD	• Support building rehabilitation that focuses on creating activated ground floor spaces, especially along blank or arcaded facades of hotels and office buildings.
	●	●		• Provide design assistance to property owners.
	●	●		• Promote third space lobby enhancements.
				2.4 Define, enhance, and connect the area's distinct districts.
	●	●	DES	• Enhance the district through targeted beautification projects.
	●	●	CPHD	• Anchor districts with catalytic development.
●	●	●	AED, CPHD	• Focus on subdistrict branding to ensure unique identities of each district are not lost.
●	●	●		• Reinforce activity nodes by activating them with programming.

BID'S ROLE IN PARKS AND OPEN SPACE

Advocacy + Best Practices + Ideation

Operations & Maintenance

Convening stakeholders

Inventory and broadening open space framework to entire district (beyond CC)

Activation, Programming & Events

Temporary urbanism and Placemaking





OPEN SPACE FOCUS THIS YEAR

Long Bridge Drive
plant restoration

Enhanced landscape

Metro station plaza
improvements

15th Street advocacy

Temporary dog run

Open space planning

