SITE LOCATION & CONTEXT
**ESTIMATED DATES OF FUTURE DEVELOPMENT**

- **THE BARD**: 2020
- **WATERFRONT STATION EAST**: TBD
- **WATERFRONT STATION WEST**: TBD
- **WATERFRONT STATION II**: 2023
- **THE WHARF (PHASE II)**: 2022
- **WESTMINSTER PRESBYTERIAN CHURCH**: TBD
- **SW LIBRARY**: 2020
- **SW LI**: TBD
- **SW Lib**: TBD
- **TOWN CENTER EAST**: TBD
- **GREENLEAF REDEVELOPMENT**: TBD
- **BETHEL BAPTIST REDEVELOPMENT**: TBD
- **SHORT TERM FAMILY HOUSING**: 2019
- **RANDALL SCHOOL**: 2021
- **G ST SW**: TBD
- **WATERFRONT STATION EAST**: TBD
- **4TH ST SW**: TBD
- **WESTMINSTER PRESBYTERIAN CHURCH**: TBD
OPEN SPACE CONTEXT: THE MISSING LINK

**TOWN CENTER PARKS VISION PLAN**

- **Benjamin Banneker Park**
  - Seating
  - River views
  - Water fountain
  - Ped. connection to National Mall and Downtown DC

- **Jefferson Middle School**
  - Athletic fields

- **Amidon-Bowen Elementary School**
  - Athletic fields
  - Playground

- **Arena Stage**
  - Art performance venue

- **Interim space**
  - Farmers market
  - Art and food fair
  - Live music
  - Beer garden

- **The Wharf**
  - Interactive pop jet fountain
  - Large regional events
  - Fire feature
  - Food vendors

- **The Lot**
  - Interim space
  - Artists market
  - Art and food fair
  - Live music

- **Waterfront Metro Station**
  - Bocce courts
  - Play area
  - Interactive water feature
  - Open lawn
  - Shade structure

- **Randall Rec Center**
  - Athletic fields
  - Basketball courts
  - Outdoor pool
  - Tennis courts
  - Playground

- **Blind Whino SW Arts Club**
  - Art gallery
  - Urban farm

- **Lansburgh Park**
  - Dog park
  - Urban farm
  - Basketball courts
  - Stage
  - Seating pavilions
  - Sunken lawn

- **King Greenleaf Recreation Center**
  - Recreation center
  - Playground
  - Ballfields
  - Multi-purpose courts

**Legend**

- Town Center Parks
- Open space
EXISTING CONDITIONS & ANALYSIS
RESEARCH & ANALYSIS

A variety of documents were reviewed to gain an understanding of the current policies and regulations affecting the site, including the following DC Government and independent reports:

- Climate Ready DC (Nov 2016);
- DC Cultural Plan (Mar 2019);
- DC Public Space Activation & Stewardship Guide (Dec 2018);
- DDOT M Street / Southeast-Southwest Transportation Planning Study (Dec 2012);
- DC Comprehensive Plan (2011);
- Existing Tree Inventory Survey;
- moveDC, DC’s Multimodal Long-Range Transportation Plan;
- Resilient DC;
- Southwest Neighborhood Plan (July 2015);
- Sustainable DC Plan and 2.0 Plan (2013 / 2019);
- SW Library Construction Documents;
- SW Library Final Community Presentation (Sept 2018);
- Town Center Parks Report by Wallace, Roberts and Todd (Aug 2015);
- Town Center Parks Report by Wallace, Roberts and Todd (Dec 2007);
- Vision Zero; and
- Current and pending development plans within the BID boundaries.
SITE ANALYSIS
EXISTING CONDITIONS

Currently, open spaces are disconnected and act as separate experiences. There is no clear pedestrian or vehicular arrival experience or linkage that brings these spaces together. There are several pedestrian portals that bring users into and through spaces, such as the east-west sidewalk connection, however they are not clearly identifiable from the main thoroughfare, 4th Street SW.
COMMUNITY ENGAGEMENT
COMMUNITY ENGAGEMENT PROCESS

ADVISORY GROUP MEETINGS
Held 3 meetings with an advisory group comprised of ~28 Southwest DC community members including representation from SWBiD, DGS, and DPR.

COMMUNITY OUTREACH EVENTS
Hosted Events:
- April 13th booth @ Farmer’s Market
- May 3rd booth @ MarketSW
- May 15th booth @ Waterfront Metro
- May 19th booth @ Duck Drop

ONLINE OUTREACH
Induced monthly updates on status of vision plan via an online newsletter, reaching approximately 1,500 community members and provided regular project updates via social media channels.

PRESS
Featured articles in community newspapers the Southwester and Hill Rag.

PUBLIC AWARENESS INSTALLATION
A two-week site-specific art installation informed the public about the project.

SURVEY
Conducted a survey about current site use and desired improvements through social media, newsletter, and in-person outreach.

SW NEIGHBORHOOD MAILER
Mailed postcard to approx. 7,000 residents soliciting feedback on draft vision plan.

CONTINUED EFFORTS
Continue to provide updates via the webpage (www.swbid.org/towncenterparks), newsletter, and social media channels.
WHAT WE’VE HEARD

Prioritize the pedestrian
- 4th Street as a pedestrian-friendly corridor
- Wayfinding and multimodal connectivity
- Prioritize pedestrian safety and security
- Multi-generational and pet-friendly

Community togetherness
- Strengthen SW’s distinct community identity
- Celebrate diversity through art and inclusive design
- Provide flexible spaces for both small and large community events and performances
- Recreational opportunities for kids of all ages
- Year-round activation

Design for resiliency
- Showcase the Southwest Duck Pond as an ecological feature
- Utilize sustainable design techniques

Infrastructure improvements
- Repairs and renovations to the Southwest Duck Pond
- Lighting, hardscape, and site furnishing refresh
OVERALL VISION & MASTER PLAN
By linking each open space into a larger neighborhood framework, this concept aims to build a sense of community pride. Each space serves a different function for play, relaxation, and connectivity, while a cohesive materiality ties them together to distinguish Southwest DC.
**SW DUCK POND**
**PRESEVE AND MODERNIZE**

This concept celebrates this hidden gem by preserving and enhancing its ecological function. The design maintains the park’s original intent as a lush garden oasis while providing enhanced opportunities for education, programming, and community events.

**CHARACTER IMAGERY**

**PROGRAM**

1. **ENTRY GATEWAY**
   - photo op moment / entry marker
   - connect to Arena Stage
   - connect to elementary school
   - enhanced crosswalk connections

2. **POND ENHANCEMENTS**
   - infrastructure repairs and pest control
   - encourage interaction with water
   - re-shape island rip-rap/ plantings

3. **ECOLOGICAL FOCUS**
   - enhance habitat with creation of new duck island
   - insect hotels / habitat creation
   - pollinator planting and understory replanting
   - preserve mature trees with selective removal of under-performing trees
   - solar-power charging stations for working outdoors

4. **EDUCATIONAL ELEMENTS**
   - using art to inspire curiosity and educate
     (i.e. animal art, duck footprints in pavement)
   - interactive elements that promote environmental awareness
   - plant ID markers and educational signage

5. **SMALL AMPHITHEATER & STAGE**
   - small gathering space / outdoor classroom
   - seasonal programming

6. **BOARDWALK “BRIDGE”**
   - feature bridge w/ central sensory planting bed
     to highlight ecology and act as site attraction

7. **ENHANCED LIGHTING**
   - encourage evening use
   - opportunity to supplement existing lighting with colorful lighting

8. **SEATING AND GATHERING SPACE**
   - picnic / cafe tables
   - variety of group and individual seating options
   - raise existing sunken terrace and cover with wood boardwalk to enhance accessibility

**TOWN CENTER PARKS VISION PLAN**

**PN 2018100 | 06.21.2019 | SOUTHWEST BUSINESS IMPROVEMENT DISTRICT**

**SW DUCK POND VISION**
EXPERIENTIAL CORRIDOR
A PEOPLE STREET

Providing the “front porch” experience in an urban context, the corridor is a pedestrian-focused street that promotes interaction, celebrates culture, and encourages lingering. Designed as a linear park, unique elements are scattered throughout the path to create moments of play, respite, and shared experiences.

CHARACTER IMAGERY

WAYFINDING
• placemaking portal / entry marker

MURAL INLAY
• cultural arts
• historic timeline

SUSTAINABLE GREENWAY
• stormwater management showcase
• native plant material
• preserve existing mature trees

PLAYFUL ELEMENTS
• game tables (i.e. ping pong)
• colorful seating
• art elements

MULTI-MODAL
• pet and commuter friendly (pet waste stations, bike racks, bike repair kit, water fountains)
• adult fitness stations

ENHANCED LIGHTING
• encourage evening use / safety
• playful lighting for an all-day experience
**TOWN CENTER VISION**

**CHARACTER IMAGERY**

Creating a branded corridor, bookended by the metro plaza, that cultivates community pride and celebrates the diversity of Southwest DC.

**PROGRAM**

1. **WELCOMING ARRIVAL**
   - distinct SW DC signage & wayfinding
   - branded hardscape, lighting, and site furniture

2. **MULTI-PURPOSE EVENT SPACE**
   - multi-purpose hardscape and lawn space for farmer’s market, craft fair, holiday festival, and pop-up commerce

3. **PEDESTRIAN-FRIENDLY STREETScape**
   - “tabletop” crosswalk with enhanced paving
   - bioretention planters, bike racks, and benches
   - corridor extension to Waterfront Metro
   - potential to close a portion of 4th Street SW for seasonal community events (i.e. jazz festival, food truck festival)

4. **SEATING AND GATHERING SPACE**
   - moveable cafe tables
   - pop-up vendors

5. **MONUMENTAL ART**
   - vehicular-scaled site marker
   - potential for rotating public art display

6. **TERRACED SEATING**
   - pull back existing seat walls to create a large central gathering area
   - take advantage of existing grade change with stepped seating

7. **WATER FEATURE**
   - potential pop-jet water feature

8. **STAGE**
   - built-in event stage with semi-permanent shade structure
LIBRARY PARK VISION

The proposed design for Library Park includes a variety of play elements and programmable spaces that expand on the site's existing play elements. With its close relationship to the SW Library, this park promotes learning and togetherness by building a playscape destination that encourages discovery and sparks the imagination.

CHARACTER IMAGERY

ENTRY GATEWAY
- "pedestrians first" placemaking portal
- strong connection to SW Library front porch

LENDING LIBRARY
- storytime
- comfy seating

EDUCATIONAL PLANTING
- sensory plantings
- learning opportunity
- butterfly garden

EXPANDED PLAY
- play opportunities across entire parcel
- age-specific play equipment
- structured and unstructured play

SMALL AMPHITHEATER
- theatrical and musical performances

NATURE PLAY
- ropes course within existing trees
- interweave nature and play

USABLE HARDSCAPE
- hop scotch
- jump rope
- trike track
- programmable event space (i.e. book fair, coffee chat)

MURALS ON PAVEMENT
- community engagement
- art opportunity

COVERED PAVILION
- gathering space with communal tables
- shade pavilion for picnicking
- library event space (i.e. reading club, craft fair)
PROGRAMMING & OPPORTUNITIES
**ART & PLACEMAKING**

Several District planning documents provided guidance on art and placemaking priorities throughout the Town Center Parks:

- DC Cultural Plan
- DC Public Space Activation & Stewardship Guide
- Southwest Neighborhood Plan
- DC Comprehensive Plan

**Key Themes for the Town Center Parks**

- Celebrate Diversity
- Support Southwest’s Distinct Identity
- Interpret SW Neighborhood History
- Inclusive and Welcoming to All
- Engage Local Community and Artisans
- Cultivate Community Pride
- Provide Civic Space for Community Events
- Activate Public Space to Encourage Use
SUSTAINABILITY & RESILIENCY

Several District planning documents provided guidance on sustainability and resiliency priorities throughout the Town Center Parks:

- Sustainable DC 2.0
- Climate Ready DC
- Resilient DC

Key Themes for the Town Center Parks

- Improved Habitat and Tree Cover
- Native and Adaptive Plants
- Renewable Energy Opportunities
- Stormwater Management
- Social Infrastructure
- Multi-modal Transportation
- Educational Opportunities
- Community Identity

SUSTAINABILITY + RESILIENCY OPPORTUNITIES
SIGNAGE & WAYFINDING

Several District planning documents provided guidance on signage and wayfinding priorities throughout the Town Center Parks:

- DC Public Space Activation & Stewardship Guide
- Southwest Neighborhood Plan
- DC Comprehensive Plan

Key Themes for the Town Center Parks

- Create Sense of Arrival and Place
- Interpret History of SW Neighborhood
- Provide Orientation and Clear Navigation
- Connectivity to Local Destinations and DC Landmarks
- Clarity of Pathway Hierarchy
- Opportunities for Community Messaging, Neighborhood Branding, and Education
TRANSPORTATION AND MOBILITY IMPROVEMENTS

Several District planning documents provided guidance on transportation and mobility priorities throughout the Town Center Parks:
- DDOT M Street / Southeast-Southwest Transportation Planning Study
- moveDC
- Vision Zero

Key Themes for the Town Center Parks
- Prioritize Pedestrian and Cyclist Safety
- Implement Traffic Calming Measures
- Incorporate Principles of Universal Design
- Maintain Clear Lines of Sight
- Improve Pedestrian Access with New Crosswalk Connections
- Provide New Pedestrian Spaces
TOWN CENTER EVENTS SPACE

The Town Center Park is envisioned as the permanent community event space for the Southwest community. Two plaza spaces flanking 4th Street SW provide capacity for events ranging from daily small-scale gathering to seasonal large-space events.

FARMER’S MARKET

Capacity: +/- 1,500 People (sitting and standing)

- 10 SF per Person
TOWN CENTER EVENTS SPACE
The Town Center Park is envisioned as the permanent community event space for the Southwest community. Two plaza spaces flanking 4th Street SW provide capacity for events ranging from daily small-scale gathering to seasonal large-space events.

MUSIC / ART FESTIVAL
Capacity:  
- **Main Concert area** +/- 800 people  
  - 8sf per person  
- **Event Space** +/- 2,100 people  
  - 10sf per person  

Vendor tents  
(additional vendor tents in service alley if approved by property owner and City)
NEXT STEPS

Visit www.swbid.org/towncenterparks to learn more and sign up for our email list.

This project is funded through a grant provided by the Southwest Community Foundation. The grant to the SWBID will fund both a vision plan for the larger Town Center park system and an assessment and renovation plan for the Southwest Duck Pond.