

## West Broad Street Community Kickoff Meeting

### Community and Culture

#### Group 1

- Create a district design
- Focal point – Mary Riley Styles Public Library
- Treat Park Avenue as special place
  - Different from West Broad Street
  - Create community
- Allow institutions to evolve (St. James Church and School)
- Preserve historic resources (920 West Broad Street)
- Provide wayfinding signage (2)
- Create/Expand/Secure gathering places
  - Starbucks
  - Cherry Hill Park
  - City Hall
  - West End Park
  - W&OD Trail
  - Lighting
  - Sightlines into/out of spaces
- Share parking
- Remove fear of predatory towing vehicles
- Provide bicycle routes/connections
  - Embrace new sharrows on Park Avenue
  - Provide walking routes/connections
- Honor City's History
  - Name new buildings/places for former City residents (i.e., The Read Building, Pearson Square, Reserve at Tinner Hill)
  - Recreate West Falls Church Train Station

#### Group 2

- Create diverse destinations
  - Retail (large and small)
  - St. James Church
- Build on sense of place
  - Farmer's Market
  - History (Civil War)
  - Events (Memorial Day Fun Run and Parade/Movies in the Park/)
  - Houses of worship
  - Gathering places [bikers, walkers, multipurpose uses at West End Park (skateboarding, children's festivals, themed events)]
  - Unique places (CD Cellar, Hole in the Wall Books)
- Place artists/events in existing and new spaces
- Purchase property to create public spaces

- Improve North West Street/Grove Avenue/W&OD Trail intersections
- Improve streetscape on Park Avenue

#### Group 3

- Enjoy Hole in the Wall Books; good restaurants; live music (Mad Fox and open air); Cherry Hill Park; Library; St. James Church.
- Create public venues (an amphitheater) at Cherry Hill Park or in front of City Hall; outdoor movies; small and large audiences; along the W&OD Trail.
- Increase neighborhood retail (could include at the proposed train station building, along the W&OD trail) (consider where an eight year old could walk safely from their neighborhood to a retail space and walk home safely without a parent)
- Create great spaces with wide sidewalks, plazas, and good lighting.
- Encourage gatherings in central area [create central open areas, build pavilion (with a picnic table?) (in the park?) utilize existing businesses, install picnic benches and seating].
- Increase depth of properties to encourage installation of amenities.
- Designate CATCH as an umbrella organization for all cultural groups
- Require developers/redevelopers to provide public seating and gathering places within those developments.

#### Group 4

- Celebrate Cherry Hill Park! Hold more community events there.
- Gathering places include coffee shops.
- Celebrate the City's diverse ethnicity (Halal, Eden Center, bowling alley)
- Create multicultural events (co-exist)?
- The West Broad Street community began by building around the St. James Church.
- Recognize that sustainability and viability are important.
- Enjoy Taste of Falls Church, Fall Festival, and Memorial Day events.
- Recognize that smaller cultural aspects are also important; "keep it weird"; celebrate mom & pop establishments.
- Increase access to the City's history by keeping the Virginia Room (Reference Materials) at the Mary Riley Styles Library open when the rest of the Library is open.
- Preserve our historic resources.
- Consider obtaining a sister city of a similar size as Falls Church so that residents can share information and experiences.
- Create gathering spaces. The new deck is good, but overlooking a parking lot is not good. Good example: Katy's Alley.
- Provide convenient neighborhood retail businesses.
- Create atmosphere of a place that creates jobs, is safe, is pedestrian friendly, where kids can gather safely, and places to take a date.

## Land Use

### Group 1

Seek medical facilities, wellness, office uses, and street level retail services with office spaces above.

Provide pedestrian access (install sidewalks on Park Avenue,

Place retail uses close to the street with a sufficient buffer from automotive uses.

Increase parking enforcement along Park Avenue.

Permit public parking on Park Avenue.

Create a gateway feature at the West End area.

Create quality redevelopment at the West End area.

Limit height of new buildings to 55 feet.

Provide signage that informs before arrival, that is better coordinated, that is standardized.

Avoid sandwich signs.

Create alternatives to the W&OD Trail.

Reduce density of pedestrians on Trail to create more room for bikers.

Plan for opportunities to live, work, and play in one location.

Require developers to provide larger park areas for gatherings.

Require shared parking between owners to reduce wasted parking spaces.

Provide sufficient parking structures.

Revisit City's parking policies.

Create parking policies that are more friendly toward urban mixed-use projects.

Eliminate suburban type parking policies.

### Group 2

Limit large condo uses along West Broad Street.

Create smaller mixed-use spaces.

Provide parking to make the destination convenient.

Seek "real" mixed use developments; have not yet achieved that goal.

Study other areas that have successful redevelopments through the use of larger projects and a comprehensive look.

Avoid piece meal redevelopment.

Provide more small structure development for individual small businesses that are currently lacking on the south side of West Broad Street.

Support reduced building heights on the south side of West Broad Street to increase shade and sunlight.

Consider pervious surfaces on West Broad Street; supports tree health.

Move from a linear focus.

Look at the area in depth.

Widen the width for greater functionality.

Rethink streetscape elements. The buildings are too close to the street; the planters are not in good locations; and elements are impediments to pedestrians.

Provide a better definition for the elements within a 20' streetscape.

Avoid impediments within the streetscape: steps, railings, etc.

Provide better bicycle mobility on West Broad Street.

Provide bike racks at bus shelters.

Define an acceptable amount of pedestrian space (width?); narrow sidewalks are a real problem.  
Consider the elements at The Spectrum: the park area is not very functional; the Mad Foxx does a better job for outdoor events; the development is a plus.  
Create green roofs (and open space) on building roofs.

### Group 3

Limit building heights to avoid daylight obstructions and creating tunnels.  
Remediate signal obstruction from new development(s) at Winter Hill.  
Intimidation of users by tall buildings that lack parking.  
Permit short term parking on West Broad Street.  
Create a pedestrian buffer by permitting parking on West Broad Street.  
Encourage shared parking between individual owners/users.  
Eliminate compartmentalized parking.  
Create synergy between private and public parking lots.  
Anticipate parking and traffic problems upon completion of Harris Teeter project.  
Utilize land in commercial areas at the highest and best use.  
Increase (commercial) tax base to reduce the (tax) burden on residents.  
Provide more restaurants.  
Providing small scale retail is ideal.  
Create high rise building behind a small scale retail frontage.  
Provide an overlay of how parks work with office users.  
Create pocket parks for outdoor lunches.  
Encourage people to walk.  
Promote walkability to and from Harris Teeter.  
Provide streetscape improvements.  
Allow telecommuting office uses.  
Target types of uses.  
Permit greater height if the aesthetics are appealing.  
Allowing greater height buildings should not create negative impacts.  
Granting more than a 55' height should be considered, in scale with the surrounding buildings (Bethesda is a good example of achieving a balance of building heights).  
Plan trip to Bethesda to identify ways to achieve balance and aesthetics.  
Expand office nodes to include sufficient parking; an office node is a positive.  
Avoid industrial uses/  
Support first floor retail, but consider any impacts of retail uses on building residents.  
Retain existing businesses in redevelopment areas. Explore retention options through the City's Economic Development Office.  
Attract young professionals with smaller housing units. The concept is to keep young families as tax contributors with limited school impacts.  
Consider attracting a Trader Joes to increase shoppers to the City.

## Parks and Open Space

Add linkages to existing parks from the south side of West Broad Street.

Advertise City parks; make them obvious.

Include Big Chimneys Park in the context of the South Washington Street Small Area Plan.

Create new pedestrian corridors to connect parks and other uses (residential/businesses).

Provide maps and signs of parks and open spaces (@parks).

Consider community parks versus neighborhood parks.

Create gathering spaces on West Broad Street that connect to existing parks.

Ensure that pedestrian routes are safe; check park designs with police and neighbors.

Provide good trail signage.

Consider:

Are our parks functioning?

Are people using our parks?

Where are the access points to parks?

If/Where automobile parking should be provided for park users?

Observe that park users who arrive by automobile create overflow parking in those neighborhoods.

Create parks that have multiple uses by both neighbors and those in the region (King Farm Park in Montgomery County, MD).

Identify routes to/locations of City parks.

Plan parks/opens space for 30 years out.

Create more play fields.

Make parks more public.

Make parks more inviting.

Define the boundaries of parks; where is the public land?

Add bike racks to public parks.

Encourage walking to parks for recreation and for exercise.

Create pocket parks in business areas that provide gathering places on “main street” with benches and trees.

Create dog park(s) (2).

Define “park”. Are the following included? Open space; plazas, fields, trails.

Create safe bike routes for even five-year olds.

Ensure that our parks are safe and inviting; even at night, to create a more integrated City life.

Add lighting to parks while avoiding light pollution.

Increase safe walking routes to avoid congestion on bike trails.

Provide alternatives to the W&OD Trail.

Consider alternatives to turf fields.

Require developers to help create new connections.

Require public space within new development while avoiding scaring off developers.

Seek more neighbor/user input to park redevelopment; consider access, features, and pedestrian safety.

Understand that creating connectivity between parks is desirable, but tricky given adjacent private properties, contiguous property, and streets.

Convert floodplains to wetlands with hydro power.

Ensure vibrant multi-use spaces.

Show linkages between existing parks: Tripps Run connecting to Berman Park and the Howard E. Herman Stream Valley Park.

Consider whether linkages between various parks is necessary. For transportation, for pedestrians?

Include sidewalks as routes between parks.

Increase park visibility from West Broad Street.

Accommodate pedestrian and bikers in stream restorations (paved trails vs. stone dust trails).

Plan/Expand trails that are wide enough for both pedestrians and bikers.

Add signs for parks, especially at Cherry Hill.

Connect parks and W&OD Trail to commercial areas.

Use the entire 100' width of the W&OD Trail easement; add features along the Trail.

Delineate public and private land.

Install split rail fencing (where?)

Enforce against encroachment into parks.

Mark public land.

Follow through on developer proffers for space and amenities (example: fountain at The Spectrum).

Limit automobile access in plazas to improve public spaces.

Improve connections.

Maintain existing parks.

Increase dedicated crewmembers for park maintenance.

Protect placid uses.

Increase security with visibility into/out of the park.

Ensure that all parks are safe for children.

Consider identifying "park rangers" and their responsibilities.

## Transportation

### Group 1

#### Public Parking

- Not enough
- Separate cars and people
- Consolidate
- Reduce driveway aprons
- Reduce driveway curb cuts
- Share
- Provide left turn arrows and/or lanes
- Need multiple, consolidated structures throughout the area
- Provide decorative parking garages that are partially submerged underground and that are pedestrian friendly
- Good Examples: Reston and Rockville Town Centers and Gathersburg

#### Pedestrians

- Remove existing narrow sidewalks and obstructions
- Provide street trees

- Provide benches
- Ensure street trees have sufficient clearance from existing/future building(s)
- Construct curb extensions at intersections
- Provide pocket parks and small squares

#### Bicycles

- Provide bike racks
- Provide bike lanes, with a balance between auto and bike spaces

#### Group 2

Make pedestrian mobility the priority

Reduce the automotive mobility to a lower priority

Slow the speed of automotive traffic on Broad Street

Change Broad Street from a thoroughfare to a downtown, multiuse street

Permit parking on Broad Street outside of rush hours

Increase visibility at pedestrian crosswalks by providing more crossings, more lighting, by using federal and state funding,

Reduce parking requirements in exchange for developer contributions to shuttle(s) and other transportation improvements with a Transportation Demand Management Plan.

Increase safe access to Metro Stations with designated routes and well lit pathways.

Synchronize traffic lights to move increased automobiles during rush hours.

Provide a trolley along Broad Street.

Address the needs and safety of residents before the needs of commuters through the City.

Plan cohesive effort to underground utilities that will reduce obstructions to businesses and to pedestrians.

Avoid continuous construction zones.

Encourage walking with more welcoming streetscape elements. These elements include retail storefronts, barriers between automotive and pedestrian traffic, street furniture, lighting, and bike racks.

#### Group 3

Provide safe pedestrian connections

- Accommodations for pedestrians: double wide strollers; better crossings along Broad Street; better sidewalks on Park Avenue; provide curb extensions/bulb outs on Park Avenue

Provide safe bicycle connections

Protect the character of Park Avenue

Provide consistent placemaking: declutter poles, signs, etc. on Park Avenue and on West Broad Street.

Increase pedestrian space on West Broad Street between planter boxes and outdoor dining areas.

Sidewalk spaces: existing trees are crooked; place outdoor dining areas on Park Avenue and/or side streets; not on Broad Street.

There may be too much shade on Park Avenue for outdoor dining.

Broad Street is too active for outdoor dining.

Discontinue pavers that are tough on bikes, rollerbladers, and walkers.

Install new paving surfaces that are better/easier to maintain.

Separate bike lanes physically from automotive lanes.

Encourage pedestrians to travel on Broad Street.

Encourage bikers to travel on Park Avenue.

Consider pros and cons of metered parking on Broad Street.

Pros: slows traffic and increases revenues

Cons: might encourage crime and/or loitering, will cause traffic backups.

Enforce no unloading of tractor trailers/trucks on Broad Street. Current offenders: post office, Cosi, and Papa Johns.

Require connections through buildings with future developments (ex. 301 West Broad Street).

Encourage education on wayfinding.

Construct streetscape elements to fill gaps on Broad Street; City funding/project.

Target specific areas to fund streetscape and to link developments.

Underground utilities.

Improve sidewalks to Metro stations by undergrounding utilities and removing sidewalk obstructions.

Keep Broad Street open during construction projects.

Determine how the City can pay for improvements; don't pass on costs to business community.