

NoMa Parks Foundation



Community Conversation
March 29, 2016





Community Conversation: Welcome

Robin-Eve Jasper

NoMa Business Improvement
District (BID) / NoMa Parks
Foundation (NPF)



Community Conversation: Welcome

Steve Brigham

Public Engagement Associates



Agenda

- **Table Introductions and Opening Polling**
- **Overview of the NoMa Parks Project and Parks Plan**
Presentation / Q&A
- **Overview of NoMa Green and mySidwalk/Online Process**
Presentation / Discussion
- **Developers' Updates**
Presentation
- **3rd and L – Intro to Designers and Design Process**
Presentation / Q&A
- **Next Steps**



Table Introductions

Share at Your Table:

- Name
- Where do you live?
- What is your favorite food truck or kind of food for summer screen?



Using Your Keypad



- Press the button of your choice
- When you get the green light, your vote has been received
- If you make a mistake, just vote again

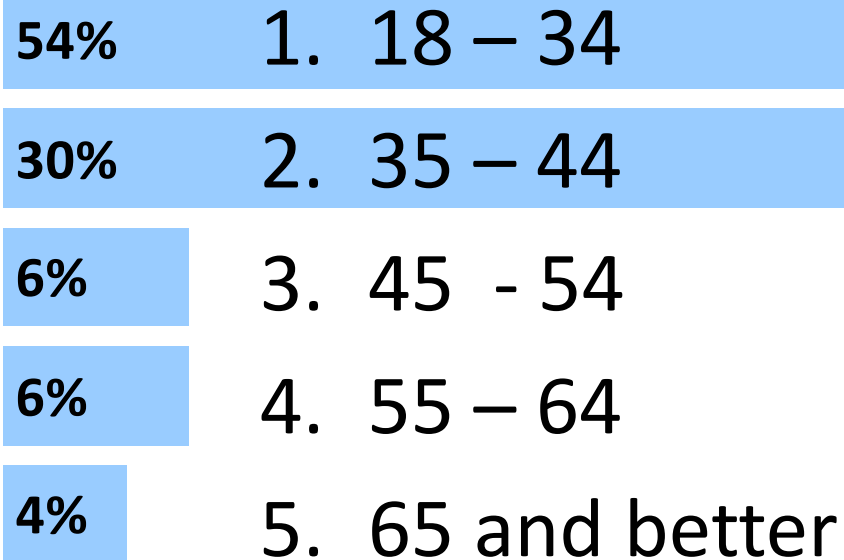


What is your gender?

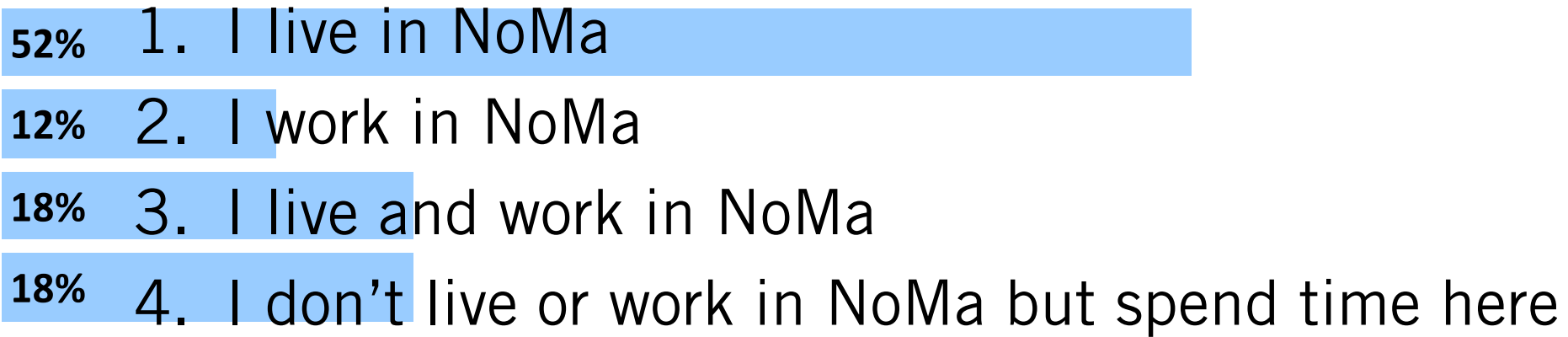
53% 1. Male

47% 2. Female

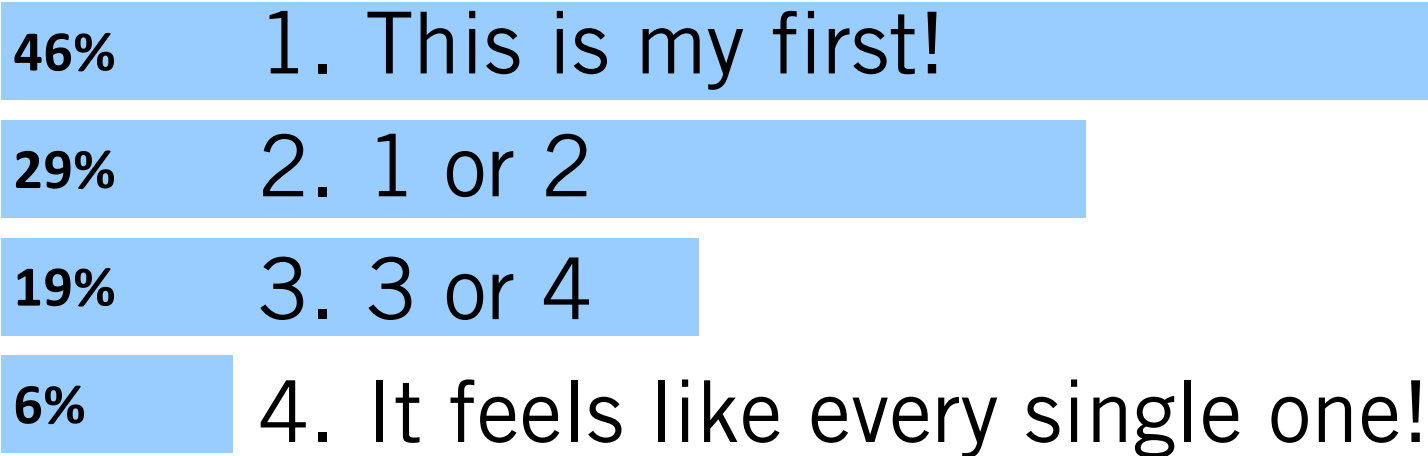
What is your age?



What best describes your relationship to NoMa?



How many meetings have you attended in the last 4 years about NoMa parks?



How much have you heard about the plan to create parks and public spaces in NoMa over the next few years?

- 8% 1. I have not heard a lot
- 27% 2. I know only a little bit about it
- 29% 3. I have heard about it and know basic info
- 37% 4. I've heard lots and I'm familiar with plan outline





Overview of the NoMa Parks Merchandise Program

Robin-Eve Jasper



Potential NoMa Parks Merchandise



Picnic Blanket



Travel Mug



Backpack



Lantern

If we were to make NoMa Parks merchandise program that goes toward funding the operations and program of NoMa Parks, **would you buy NoMa Parks branded items?**

43% 1. Yes

28% 2. No

28% 3. Not Sure

What types of merchandise would you purchase at a reasonable price?

Press all that apply.

69% 1. Picnic blanket

39% 2. Travel mug

14% 3. Backpack

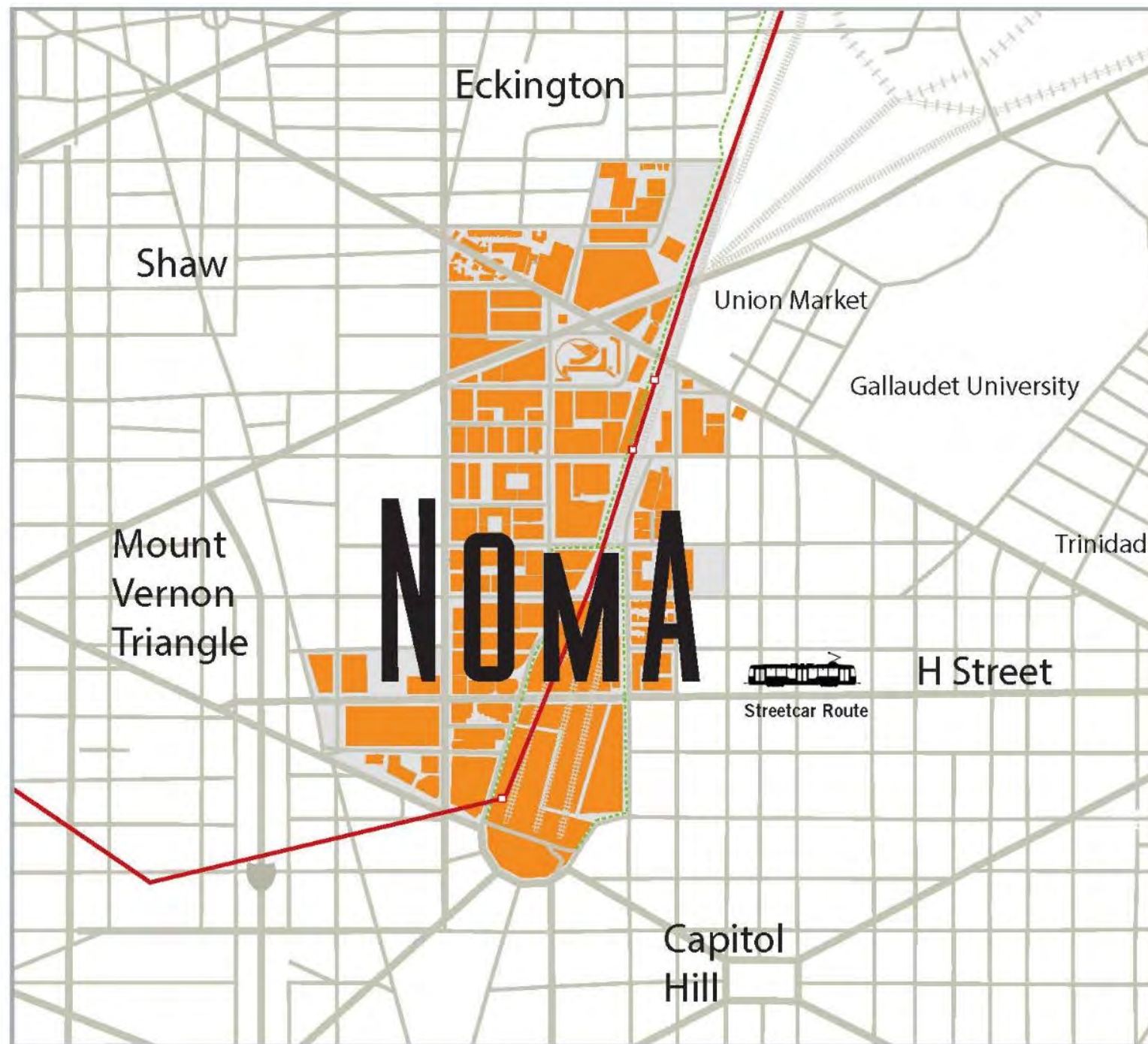
51% 4. Lantern

NoMa Parks Foundation



Community Conversation
March 29, 2016







NoMa Neighborhood

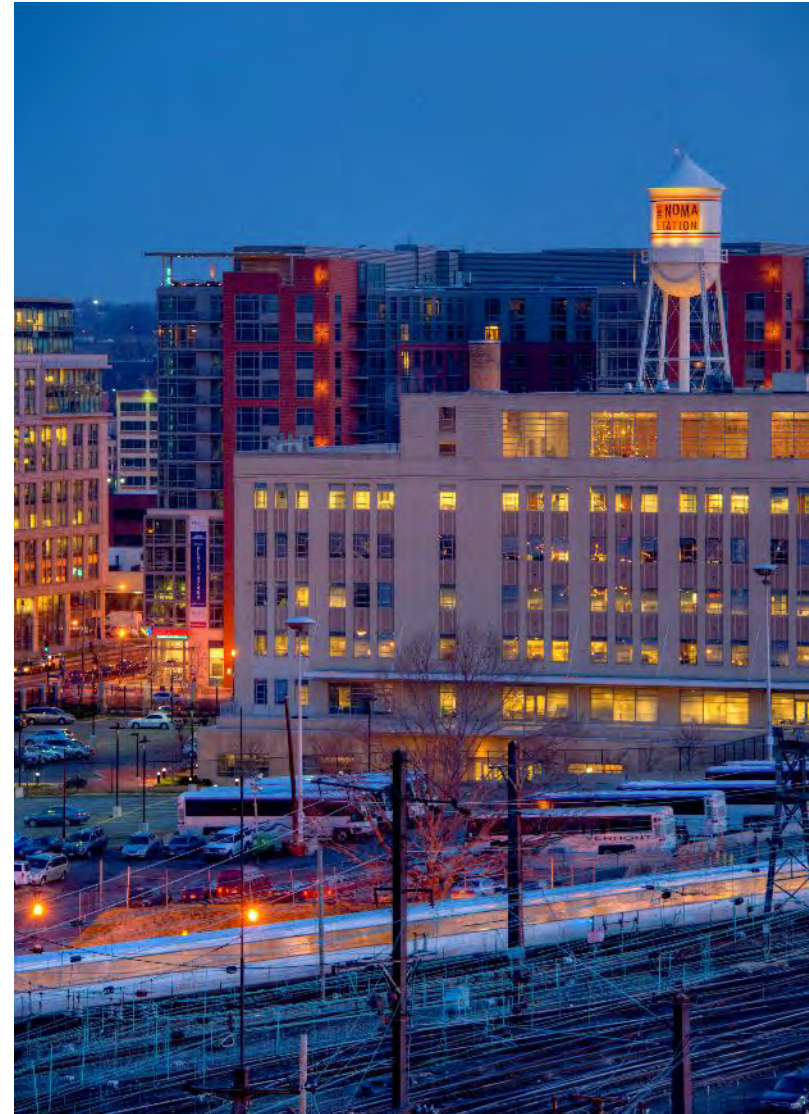
At a glance

NoMa Today

- 36,000 people within market area (18,000 residents within ½ mile of 1st and M St NE)
- 6,300+ residents living in 3,836 apartment units in the BID
- 54,000 employees
- 111,000 weekday average pedestrian count

And growing:

- 1,791 apartment units under construction
- Over 4,000 apartment units delivering over the next 3 years
- Most dense mixed-use neighborhood in DC at build out





NoMa Neighborhood

At a glance

What does NoMa lack?

Parks!

- No publicly accessible park space
- On average, the District has 12.4 acres of open space for every 1,000 residents
- NoMa has less than 5 acres of open space

Parks are critical for the future of a great, growing neighborhood





NoMa Parks Foundation

Establishment

What is the NoMa Parks Foundation?

- Formed in December 2012
- Mission: establish welcoming, sustainable, beautiful spaces where people can play, refresh, and connect, now and in the future
- Established to bring resources from private and public sectors together to bear on the parks problem





NoMa Parks Foundation

Community Engagement

- Community Conversations
 - Three times per year
 - Cover broad range of NoMa Parks topics and projects
 - Held in addition to project-specific public meetings
 - November 2015 meeting had over 80 attendees
- nomaparks.org - main web site, with meeting materials, park information, and background documents
- ImagineNoMaParks.org – launched two weeks ago; public engagement around park planning, beginning with the NoMa Green





NoMa Parks Foundation

Re-Cap of November Community Conversation

Topics Covered:

- NoMa Parks overview
- Property acquisition process
- DPR dog park requirements

Information Sessions:

- Metropolitan Branch Trail
- NoMa Green
- 3rd and L Park
- L Street Plaza

Over 80 attendees

55% aged 34 and under

50% of attendees live in NoMa

8% work in NoMa

19% both live and work in NoMa

60% of attendees indicated that the November meeting was their first NoMa Parks meeting



NoMa Parks Foundation



NoMa Parks System

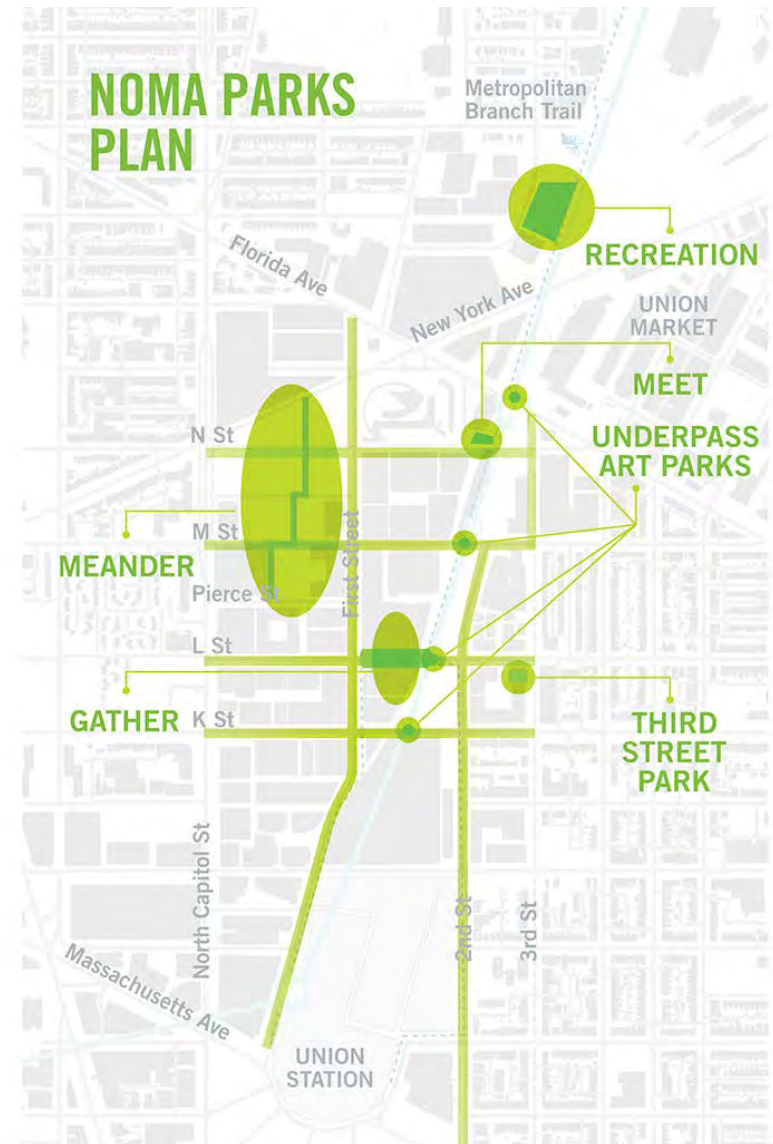




NoMa Parks Foundation

Parks Envisioned

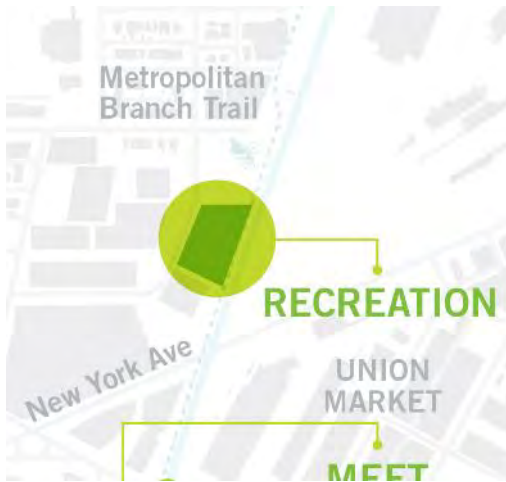
- Public Realm Design Plan identifies specific park opportunities and recognizes need to be opportunistic
- The parks system includes:
 - green spaces
 - playground
 - public plazas and gathering spaces
 - pocket parks
 - dog park, and
 - underpass/connectivity improvements
- Goals include incorporating the best thinking on:
 - Urban park design
 - Public safety
 - Sustainability
 - Accessibility
 - Ease of maintenance



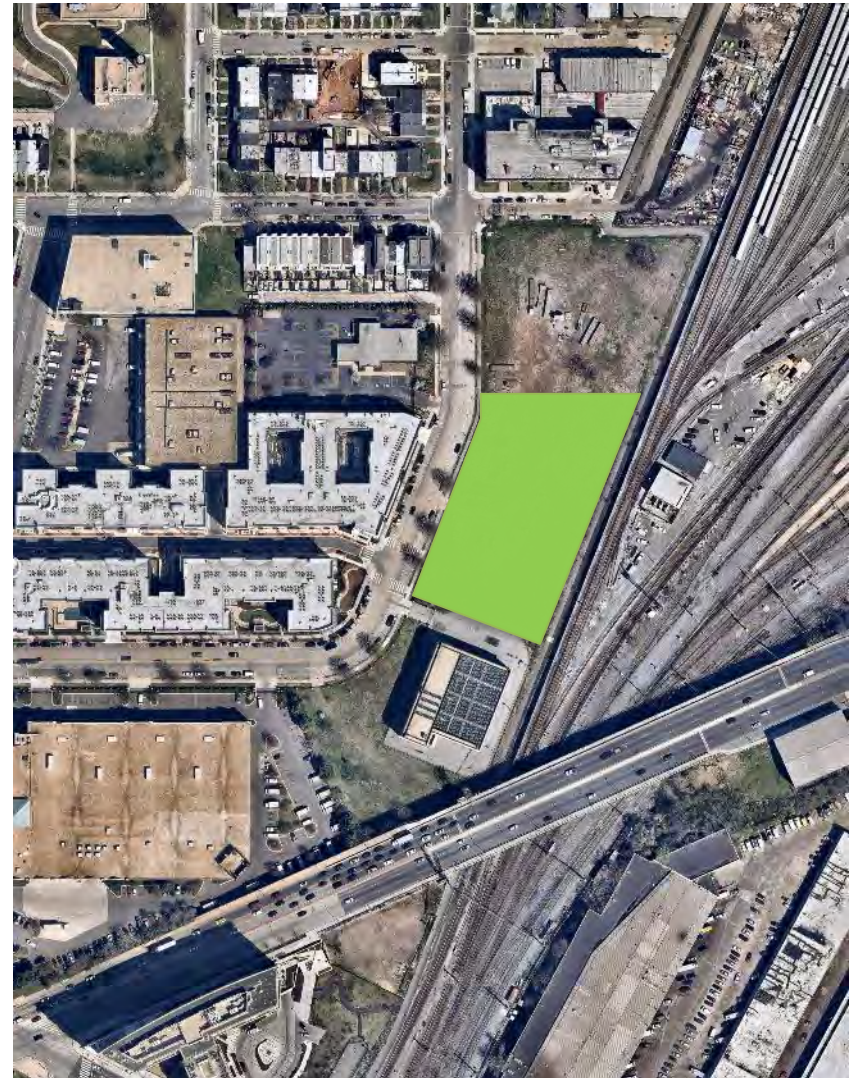


NoMa Parks Foundation

NoMa Green



- Neighborhood “back yard” – large, open recreation area
- Located on Harry Thomas Way NE, just west of the Metropolitan Branch Trail
- Roughly 2 acres



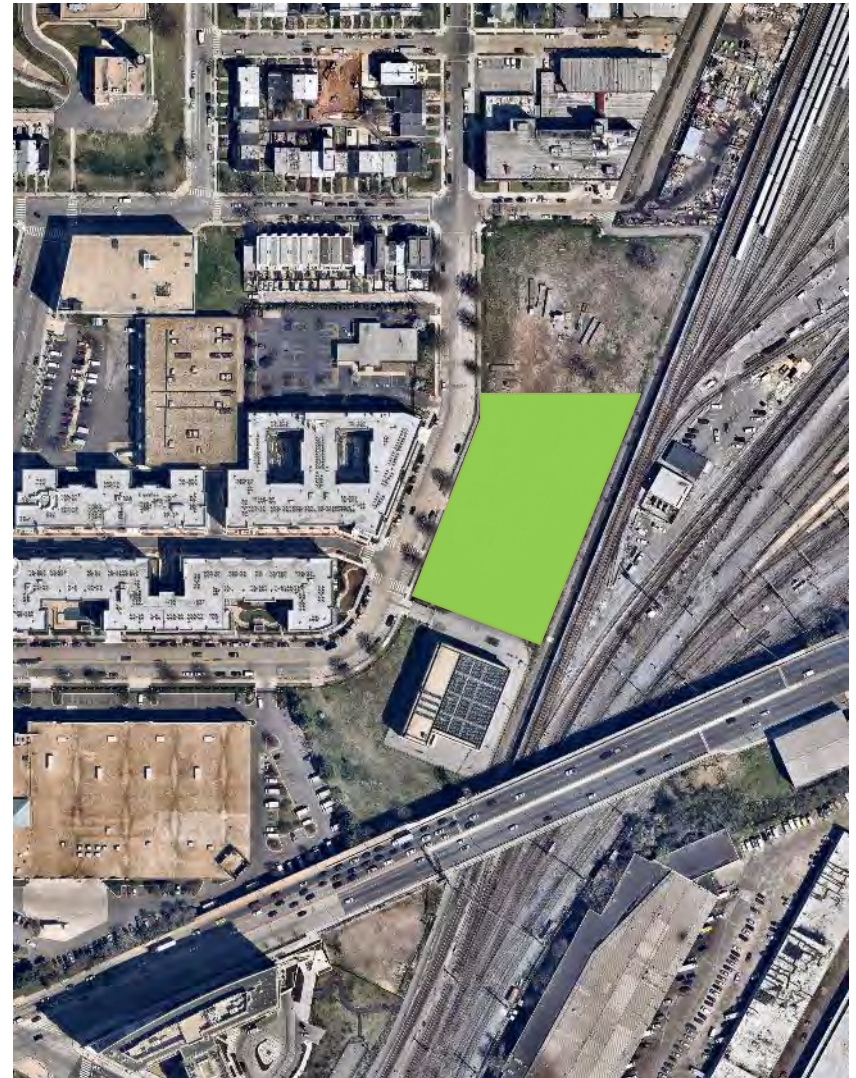


NoMa Parks Foundation

NoMa Green

NoMa Green Timeline:

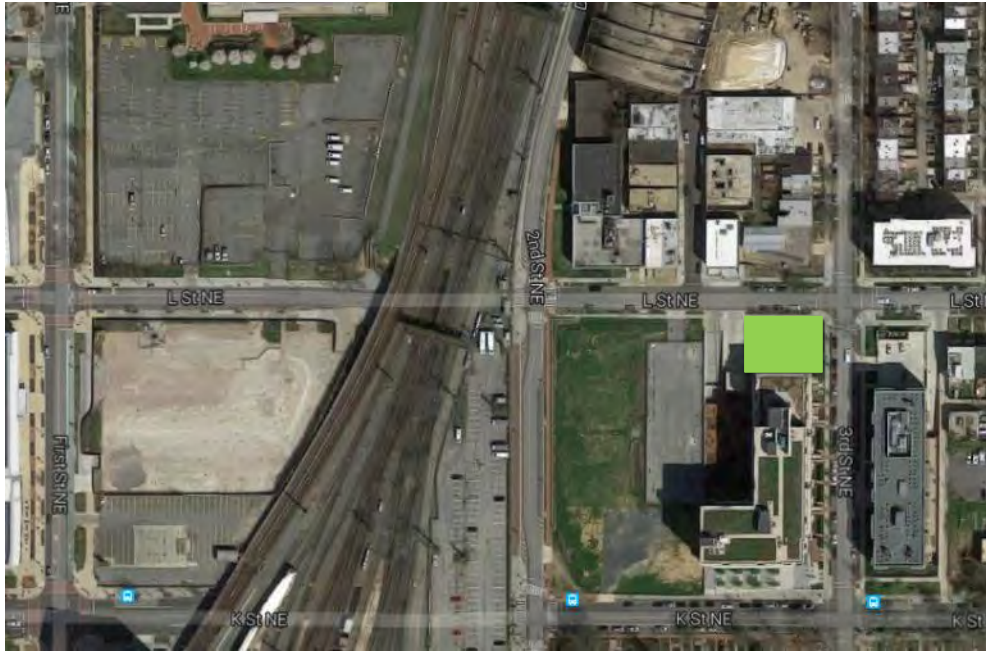
- Acquisition finalized in late December 2015
- Design and community outreach begins Spring 2016
- Design through early 2017
- Construction begins 2017





NoMa Parks Foundation

3rd and L Street Park



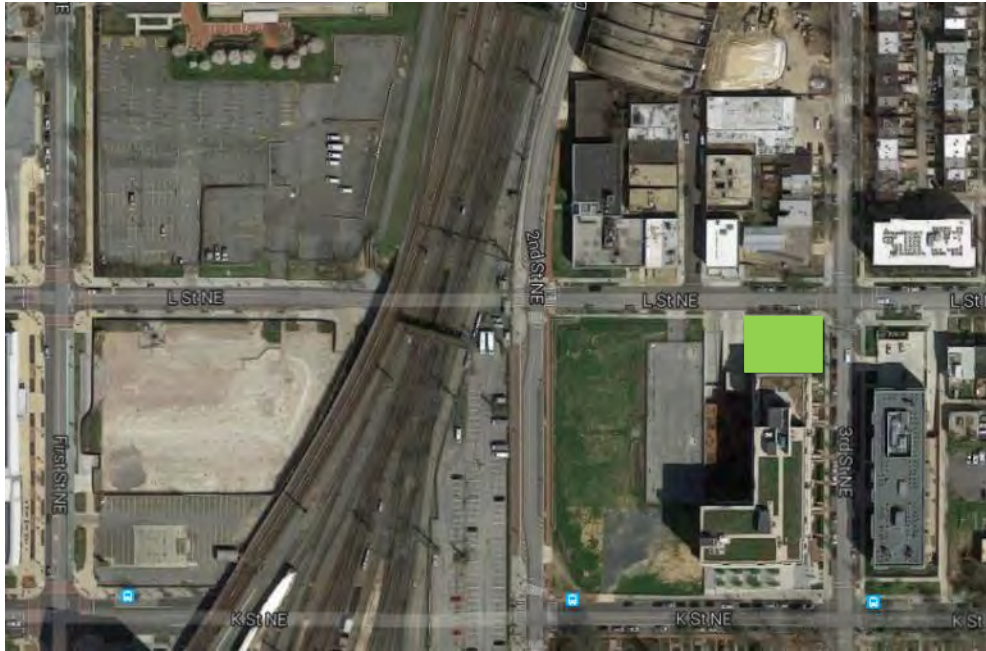
- Located at the southwestern corner of 3rd and L Streets NE
- 5,295 square feet; with adjacent public space, nearly 8,200 square feet for a park
- Previously planned as condos; NPF acted quickly in late summer to acquire when it was put up for sale





NoMa Parks Foundation

3rd and L Street Park



- NoMa Parks has selected a designer, who will be introduced later this evening
- Ideally hoping for multiple uses for the site
- Community interest thus far has been in favor of a dog park at this location

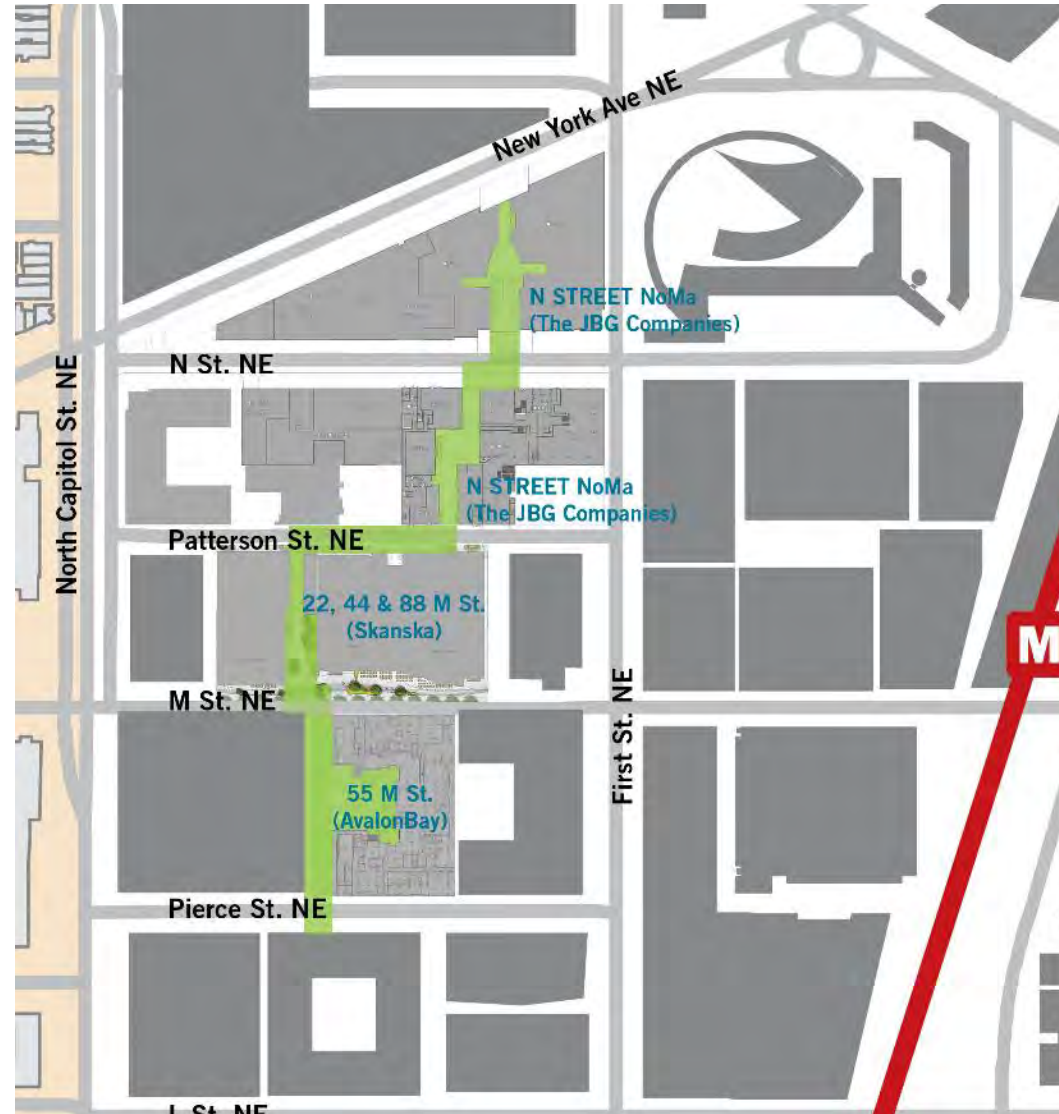




NoMa Parks Foundation

NoMa Meander

- Mid-block pedestrian promenade
- North-south orientation from New York Avenue to Pierce Street NE
- Seating, plantings, water features all planned along active retail corridor
- First block of Meander going under construction this year

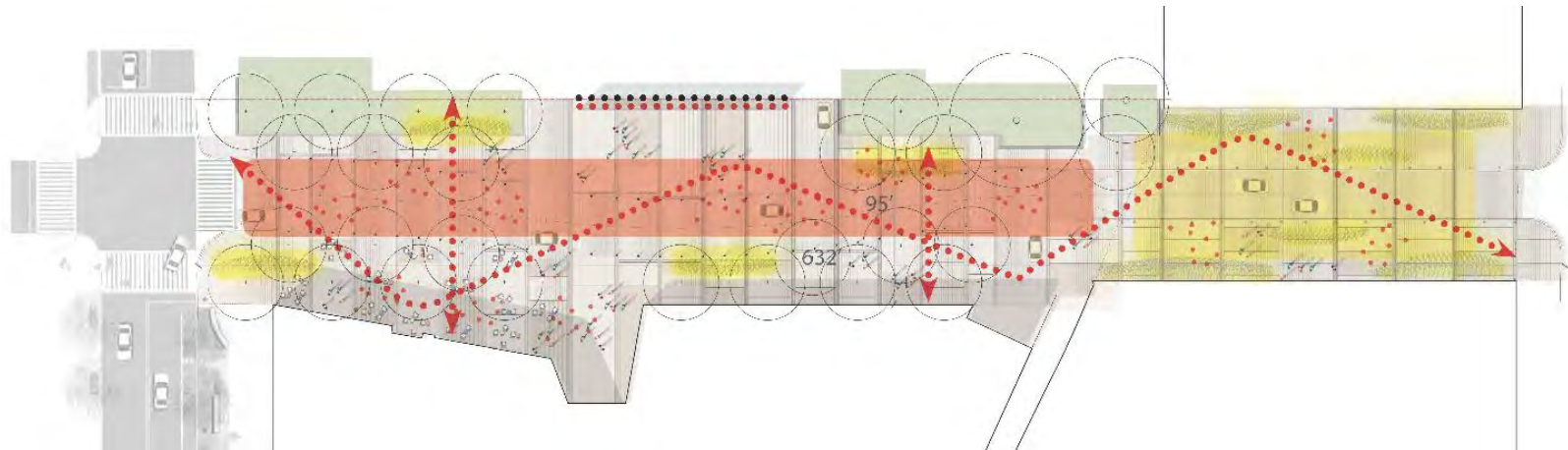




NoMa Parks Foundation

Linear Parks and Plazas

- First underpass, M Street (“Rain”) will be installed this summer
- Second underpass, L Street (“Lightweave”) is scheduled for installation in fall 2016
- L Street Plaza, neighborhood “town square,” between First and L Street NE. Design and construction on hold pending resolution of property ownership.







HARRY THOMAS
REC CENTER

NOMA PARKS PLAN

Metropolitan
Branch Trail

Florida Ave

New York Ave

UNION
MARKET

NEW YORK AVE
PLAYGROUND

BRENTWOOD
HAMILTON FIELD

WALKER JONES
CAMPUS

JO WILSON
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PLAYGROUND @
HAYES SR WELL-
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LUDLOW TAYLOR
ELEMENTARY

STUART HOBSON
M.S. FIELD

UNION
STATION

Massachusetts Ave

North Capitol St

2nd St

3rd St

N St

M St

Pierce St

L St

K St

First Street



Existing Parks/Open Space



 **Planned Privately-Owned Public Space**



NoMa Parks Foundation



Existing Parks/Recreation Amenities



Planned Privately-Owned Public Space





Presentation #1

Q & A

NoMa Parks Foundation



NoMa Green + mySidewalk
March 29, 2016





Imagine NoMa Parks

ImagineNoMaParks.org

- New online tool to exchange ideas
- Site is part of mySidewalk – a civic engagement platform
- Regular updates, questions, or photo challenges

The screenshot shows the mySidewalk website interface. At the top is a green navigation bar with icons for mySidewalk, Notifications, Invite, and Search, along with a Help link and a user profile icon. Below the navigation bar is a banner for the NoMa Parks Foundation, featuring a photo of a group of people sitting on the grass. The banner includes the text "NoMa Parks Foundation", "Like 1 Share Visit Website", and "1 person likes this".

On the left side, there is a sidebar menu with the following sections:

- Posts** (1)
- About**
- Initiatives** (1)
- People**
- Impact**
- Documents** (3)
 - NoMa Parks Community Conversation - November 2015
 - NoMa Parks Community Conversation - June 2015
 - NoMa Parks Plan
 - [View all documents](#)

The main content area displays the following text:

The NoMa Parks Foundation was formed to establish welcoming, sustainable, beautiful spaces where people can play, refresh, and connect in NoMa. Learn more at www.nomaparks.org.

If you're new to the NoMa Parks Foundation or planning for parks in NoMa, we recommend taking a few minutes to browse our website, or to view presentations from previous community meetings on the left under "Documents."

To share ideas for the parks, click on "Initiatives." Check back each week for an update or new question! [Collapse](#)

At the bottom right, there is a button labeled "Filter Topics".

At the bottom left, there is a small NoMa Parks logo and the text "March 16 - Edited NoMa Parks Foundation posted".



Imagine NoMa Parks

rch

[Sign Up](#) [S](#)

Sign up with email


Have an account? [Sign in](#)


Minimum length 5 characters.


☐ I confirm that I am 13 years of age or older and have read, understand, and agree to the mySidewalk [Terms of Use](#) and [Privacy Policy](#)

[Sign Up](#)

Connect with your social network

 [Facebook](#)


 [Google](#)


 [LinkedIn](#)


By signing in with Facebook, Google, or LinkedIn you agree to our [Terms of Use](#).




Imagine NoMa Parks


 mySidewalk

 Notifications

 Invite

 Search

Help

**NoMa Parks Foundation**
Like 1 Share Visit Website
1 person likes this

Posts 1

About

Initiatives 1

People

Impact

Documents 3

NoMa Parks Community Conversation - November 2015

NoMa Parks Community Conversation - June 2015

NoMa Parks Plan


View all documents

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Filter Topics


 March 16 · Edited
NoMa Parks Foundation posted




Imagine NoMa Parks


 mySidewalk

 Notifications

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**NoMa Parks Foundation**
Like 1 Share Visit Website
1 person likes this

Posts 1

About

Initiatives 1

People

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Documents 3

NoMa Parks Community Conversation - November 2015

NoMa Parks Community Conversation - June 2015

NoMa Parks Plan


View all documents

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Filter Topics


 March 16 · Edited
NoMa Parks Foundation posted





Imagine NoMa Parks

 mySidewalk

 Notifications

 Invite

 Search

Help  ▾



NoMa Parks Foundation

Like 1 Share Visit Website

1 person likes this

Posts 1

About

Initiatives 1

People

Impact

Documents 3

NoMa Parks Community Conversation - November 2015

NoMa Parks Community Conversation - June 2015

NoMa Parks Plan

View all documents




NoMa Green
3 Posts


Welcome to the NoMa Green design process! The NoMa Parks Foundation is excited to launch the design effort for the NoMa Green, and your input is critical to that effort. We will be hosting meetings...


Like 2





Imagine NoMa Parks

 mySidewalk

 Notifications

 Invite

 Search


Help

Documents 2

NoMa Green Site Information

NoMa Green aerial map

View all documents



 March 25
NoMa Green posted


Question: What will you bring to the Green?

#Parks, #Livability in District Of Columbia County, DC, District Of Columbia, Washington, DC

NoMa Green will serve as an attractive, open recreation area, providing a space for outdoor recreation, relaxation, and community gatherings.


Imagine that the NoMa Green is the future neighborhood "backyard." When you visit the Green, what will you bring? A Frisbee? Picnic blanket? Let us know about some of the things you'd like to do at the Green by telling us what you'll bring! [Collapse](#)


 Respond  Like [Share](#)






Imagine NoMa Parks

 Search

Help 

Filter Topics



March 25


NoMa Green posted


Question: What will you bring to the Green?


#Parks, #Livability in District Of Columbia County, DC, District Of Columbia, Washington, DC


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 Respond

 Like

 Share



Add your response



Imagine NoMa Parks

- First questions are about the NoMa Green
- Goal is to share and solicit information on a semi-regular basis throughout the planning process
- mySidewalk will be used in conjunction with community meetings (NoMa Green meetings will begin later this year)

NoMa Green posted

Question: How will you get to the NoMa Green?

#Transportation, #Parks, #Livability in District Of Columbia County, DC, Washington, DC, District Of Columbia

NoMa Green posted

Question: What will you bring to the Green?

#Parks, #Livability in District Of Columbia County, DC, District Of Columbia, Washington, DC

- Bike, run, or walk from R Street
- Bike, run, or walk from 5th and L NE along the trail
- Bike, run, walk from 4th and M NE along the MBT
- Walk with my two dogs from 4th and M along the MBT
- From Trinidad area: Florida Avenue and then MBT



Imagine NoMa Parks

NoMa Green

- 2 acres; along the Metropolitan Branch Trail
- Imagined as the neighborhood “back yard”
- Design will respond to need for flexible, open, green space in the neighborhood
- Input we’ve received to date:
 - Informal, active recreation
 - Large, contiguous open space
 - Outdoor recreation area
 - Strong MBT connection
 - Amphitheater or small venues
 - Tending a garden
 - Screening/plantings along edges
- NPF will find a designer this spring; planning started using mySidewalk and continues with designer on board this summer

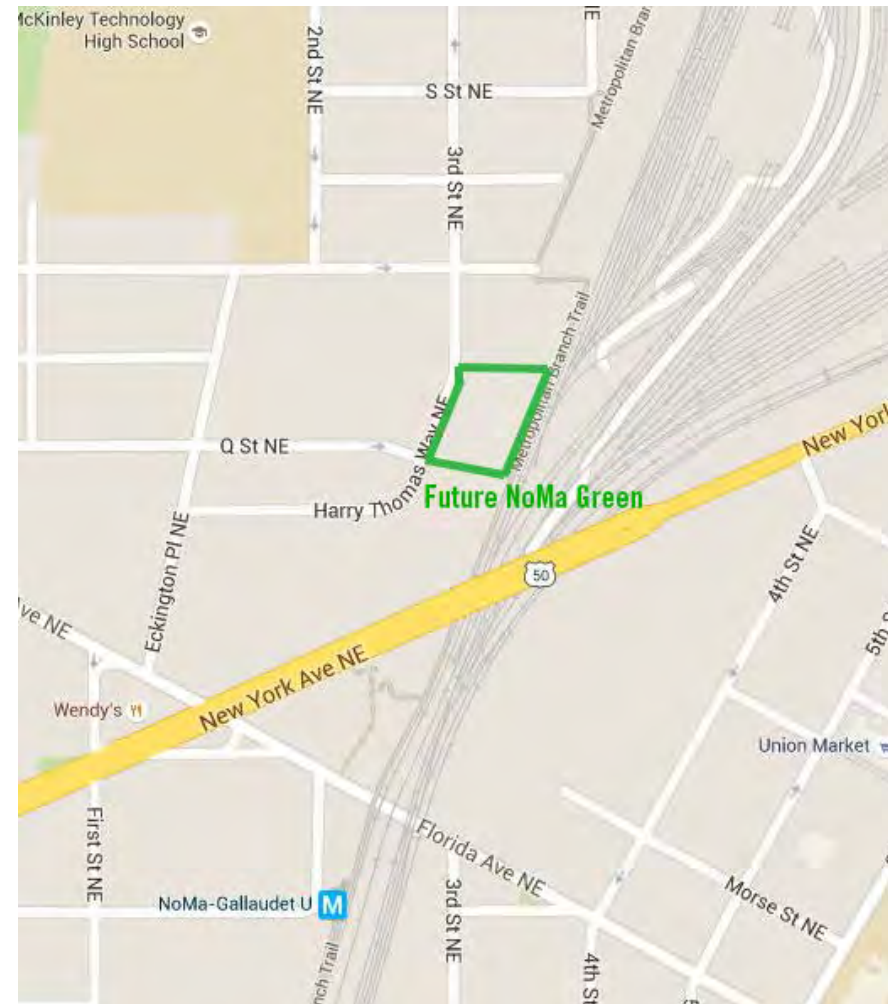




Table Discussion

What “job” do you want the NoMa Green to do?

- Provide a place for passive recreation
- Provide a space for active recreations
- Hosting Gatherings
- Serving as a venue for public art
- Offering informal opportunities for kids to play?

What “job” do you want the NoMa Green to do? Select all options you’re excited about.

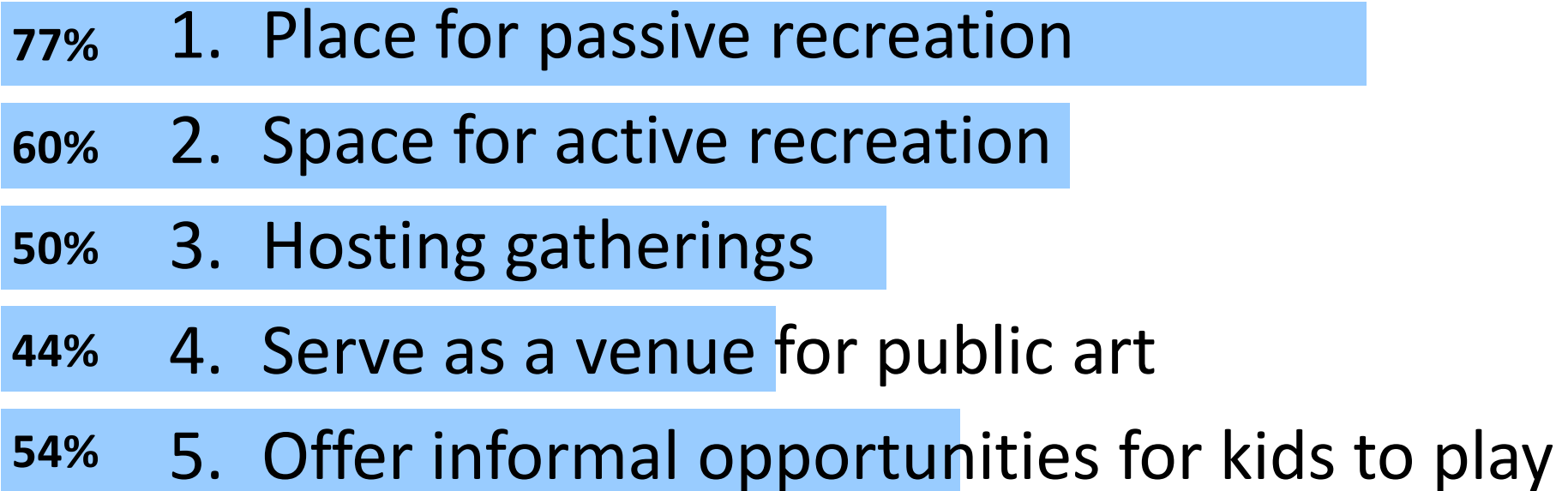
- 
- A horizontal bar chart with five bars of varying lengths, each representing a different job option for the NoMa Green. The bars are light blue and extend from the left margin. To the left of each bar is a percentage value. The options are listed to the right of the bars. The bars are ordered from top to bottom as they appear in the chart.
- | Percentage | Job Option |
|------------|--|
| 77% | 1. Place for passive recreation |
| 60% | 2. Space for active recreation |
| 50% | 3. Hosting gatherings |
| 44% | 4. Serve as a venue for public art |
| 54% | 5. Offer informal opportunities for kids to play |
- 77% 1. Place for passive recreation
 - 60% 2. Space for active recreation
 - 50% 3. Hosting gatherings
 - 44% 4. Serve as a venue for public art
 - 54% 5. Offer informal opportunities for kids to play



Table Discussion

What questions does your table think should be asked of you and your neighbors for the NoMa Green design process?

Be Creative!

NoMa Parks Foundation



Development Update
March 29, 2016





Privately-Owned Public Spaces



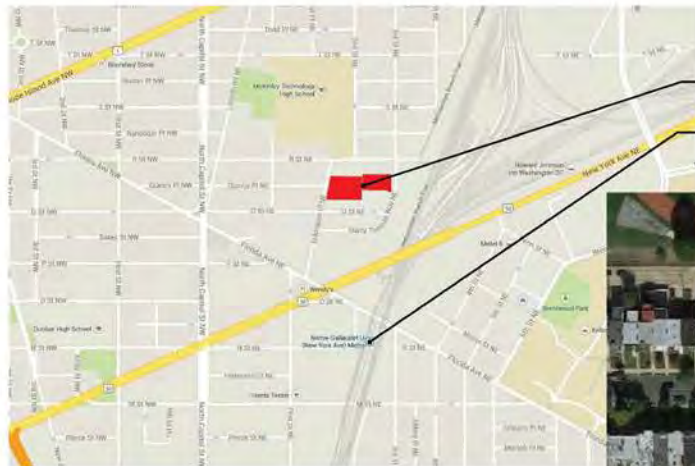
A number of privately-owned public spaces are being developed in the neighborhood, including at:

- JBG's development along the Meander (N and Patterson between N. Capitol and 1st Streets NE)
- Skanska's development along the Meander (M between N. Capitol and 1st Streets NE)
- Equity Residential (1st and K Streets NE)
- Toll Brothers (2nd and K Streets NE)
- Level II (3rd Street and Florida Ave NE)
- Boundary Companies + JBG (Eckington Place NE)



Eckington Yards

Boundary Companies + JBG



PROJECT SITE

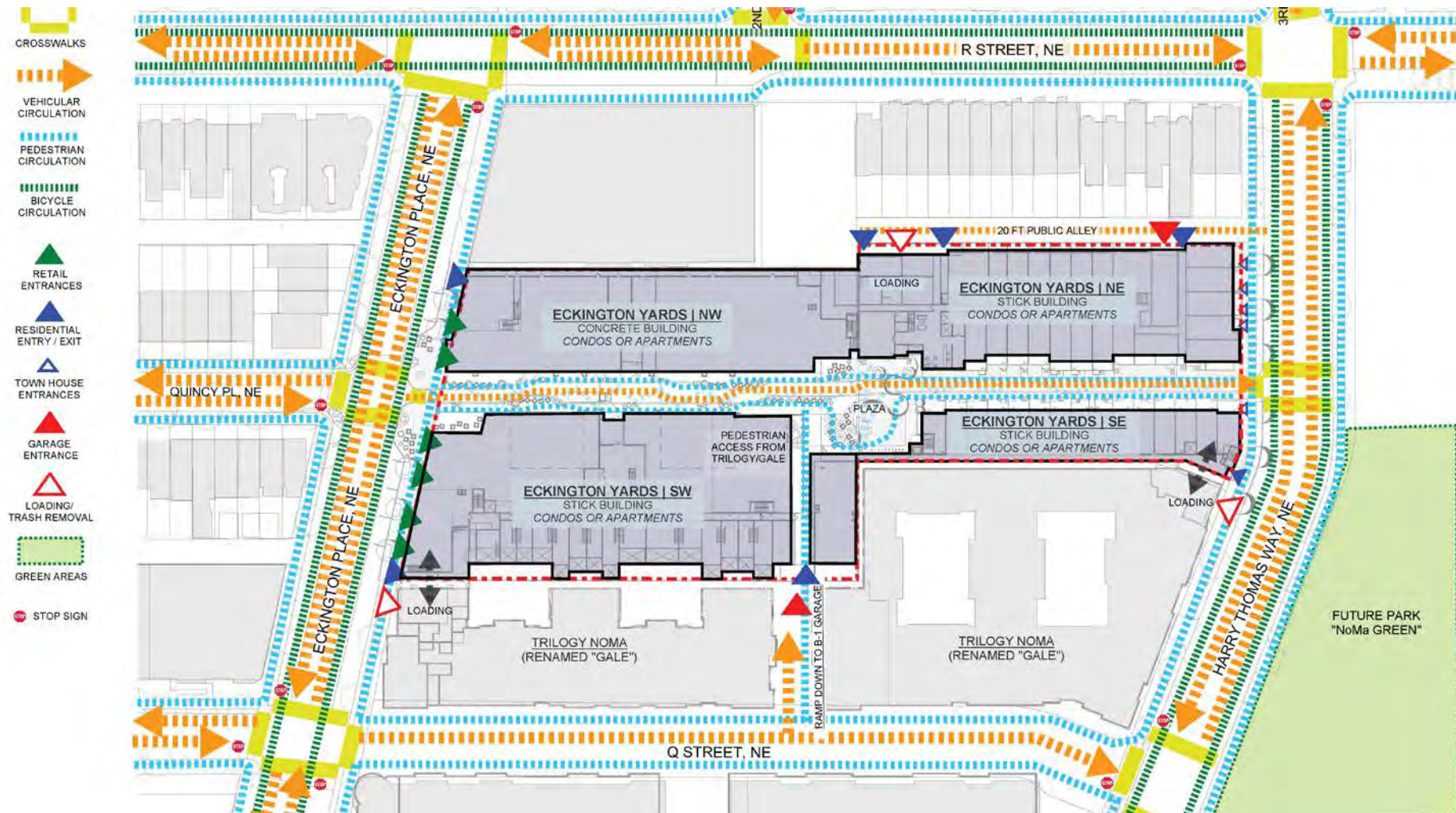
METRO STATION
0.4 MILES @ MIN. WALK





Eckington Yards

Boundary Companies + JBG





Eckington Yards

Boundary Companies + JBG





Eckington Yards

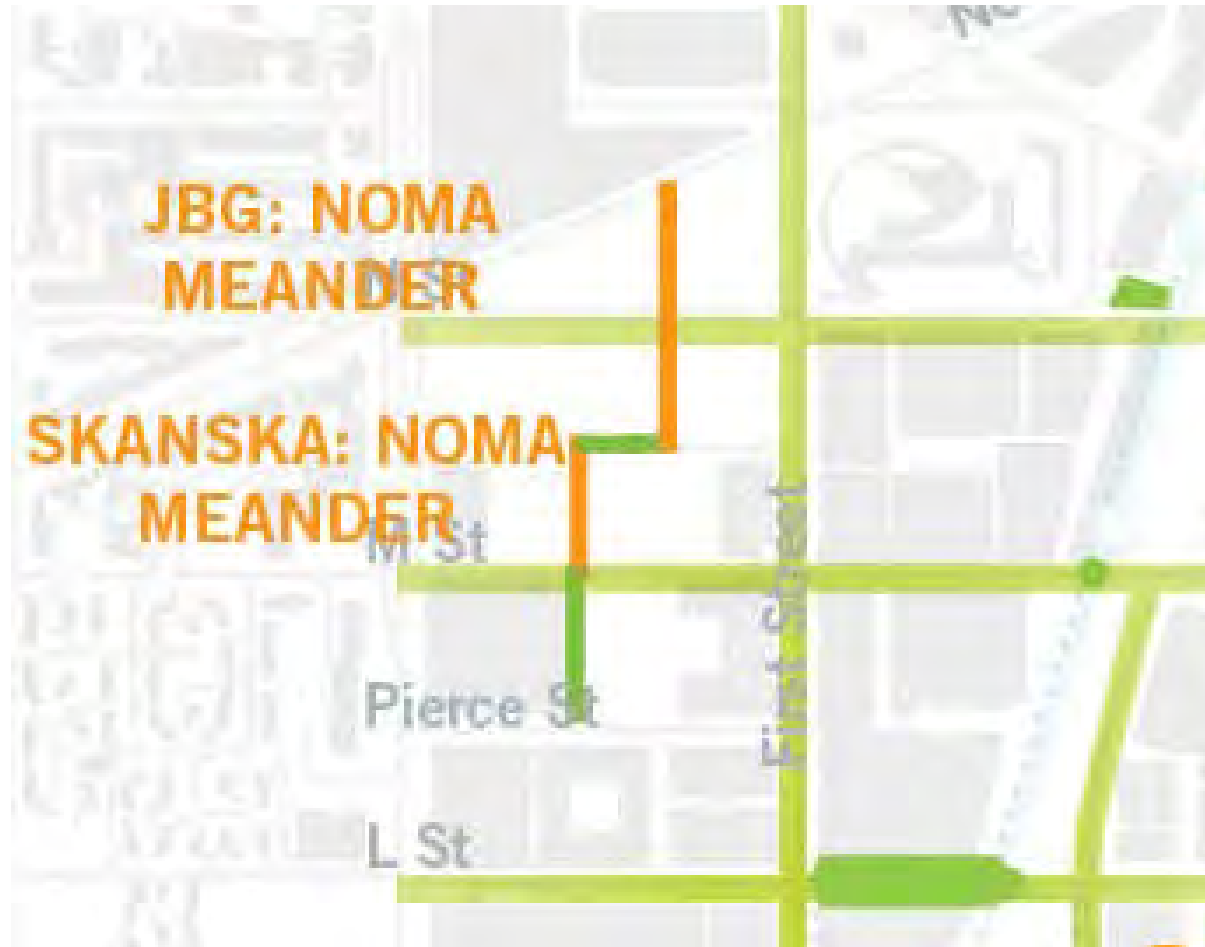
Boundary Companies + JBG





Tyber Place + the NoMa Meander

Skanska



PATTERSON STREET, N.E.

AVAILABLE
4,079 sf

CLEAR HEIGHT TO DECK ABOVE:
14'-11 1/2"

AVAILABLE
2,624 sf

CLEAR HEIGHT TO DECK ABOVE:
10'-11 1/2"

ROOF ABOVE WITH BLACK IRON KITCHEN EXHAUST CHIMNEY

MECHANICAL

ELEVATOR

RECEPTION

OFFICE

ELECTRICAL

FIRE ALARM CONTROL

CLUB

DINING

KITCHEN

BREAKFAST ROOM

SLEEPING PORCH

BATH

HALL

STAIRS

POOR CONTROL ROOM

MEANINGFUL CONNECTION

37'-2"

51'-8"

4'-4"

55'-6"

PUBLIC ALLEY

DC PARCEL

AVAILABLE
4,403 sf

CLEAR HEIGHT TO DECK ABOVE:
14'-11 1/2"

M STREET, N.E.

M STREET, N.E.



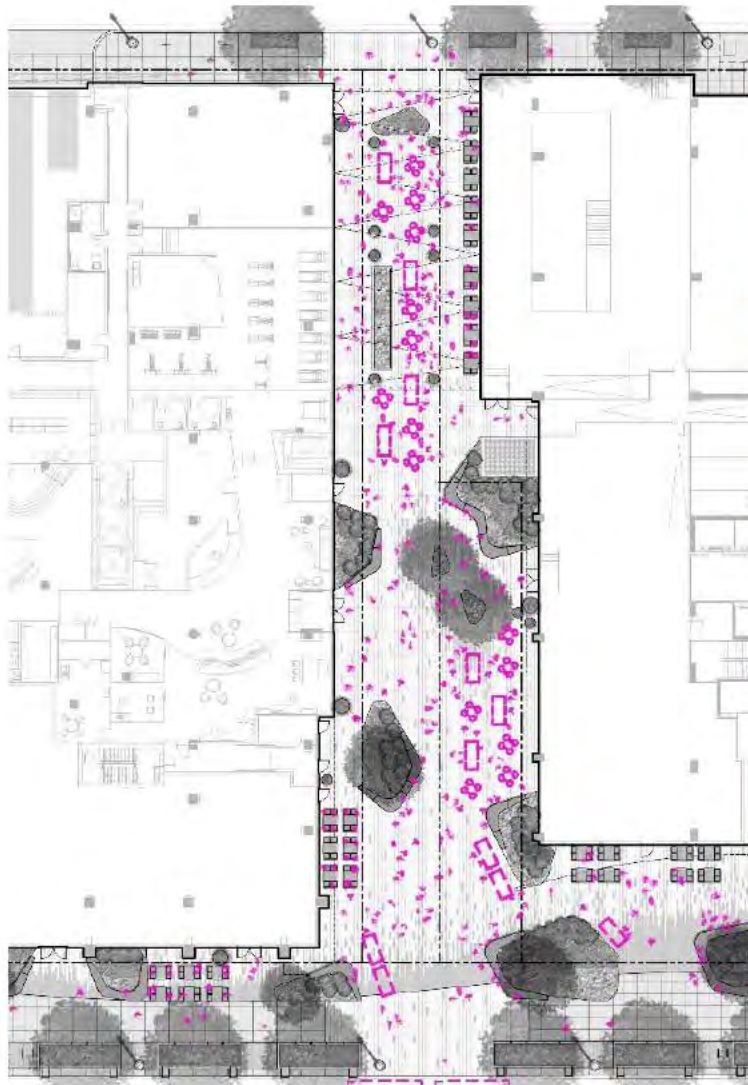


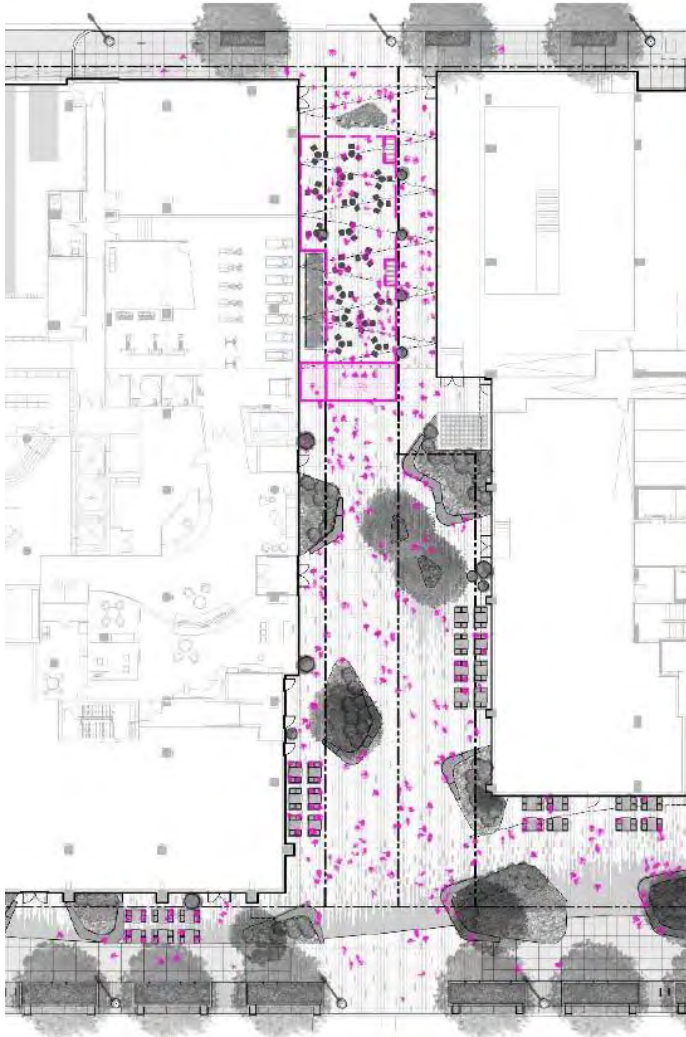


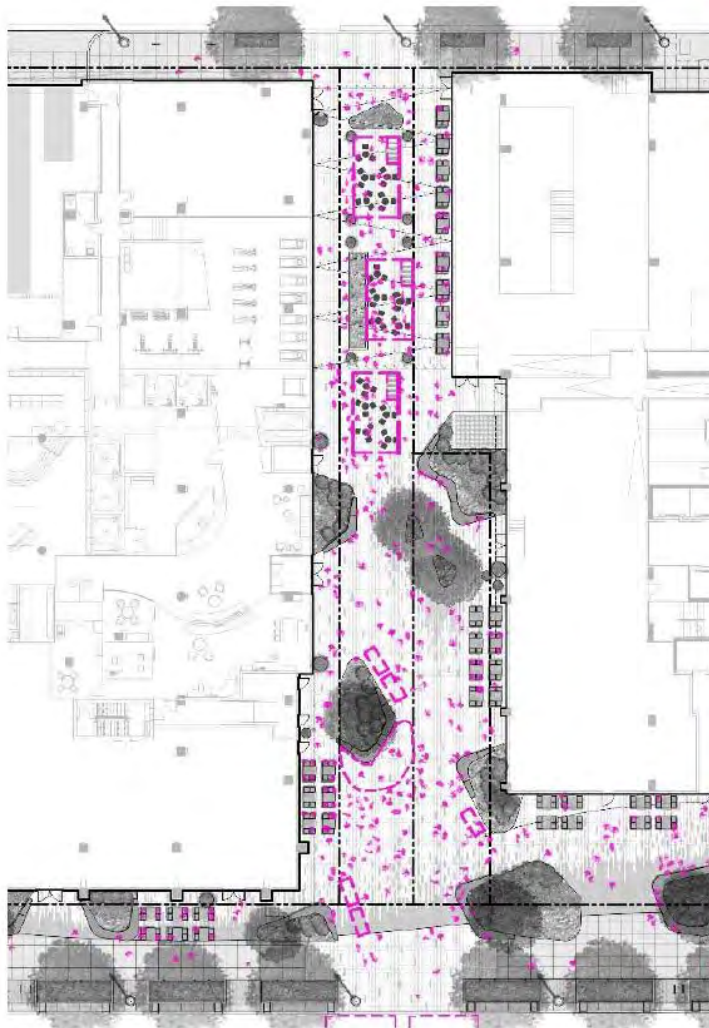




Farmers and Seasonal Markets







NoMa Parks Foundation



Next Steps
March 29, 2016





NoMa Parks Foundation

Next Steps

- Join the conversation at ImagineNoMaParks.org!
- Attend a dedicated 3rd and L Park community meeting later this spring (date and location TBD).
- Attend the next Community Conversation this summer (date and location TBD).
- Make sure you've signed in!
- Questions or comments? Email [**info@nomaparks.org**](mailto:info@nomaparks.org)



NoMa Parks Foundation



3rd and L Park
March 29, 2016







HARRY THOMAS
REC CENTER

NOMA PARKS PLAN

Metropolitan
Branch Trail

Florida Ave

New York Ave

UNION
MARKET

NEW YORK AVE
PLAYGROUND

BRENTWOOD
HAMILTON FIELD

WALKER JONES
CAMPUS

JO WILSON
ELEMENTARY

PLAYGROUND @
HAYES SR WELL-
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LUDLOW TAYLOR
ELEMENTARY

STUART HOBSON
M.S. FIELD

UNION
STATION

Massachusetts Ave

North Capitol St

2nd St

3rd St

N St

M St

Pierce St

L St

K St

First School



Existing Parks/Open Space



Planned Privately-Owned Public Space



NoMa Parks Foundation



Existing Parks/Recreation Amenities



Planned Privately-Owned Public Space





NoMa Neighborhood

Introduction



- Over 25 years of award-winning practice locally and globally
landscape architecture, urban design, and planning
Specialized experience in
 - green infrastructure
 - sustainable design
 - community-based design
 - urban public space design





NoMa Neighborhood

LAI Project – 320 Florida Avenue NE





NoMa Neighborhood

LAI Project – 300 M Street NE





NoMa Neighborhood

LAI Project – Kennedy Playground





NoMa Neighborhood

LAI Project – Parks Projects

FORT STEVENS



STEAD PARK



PETWORTH
SPRAY PARK



S&T DOG PARK



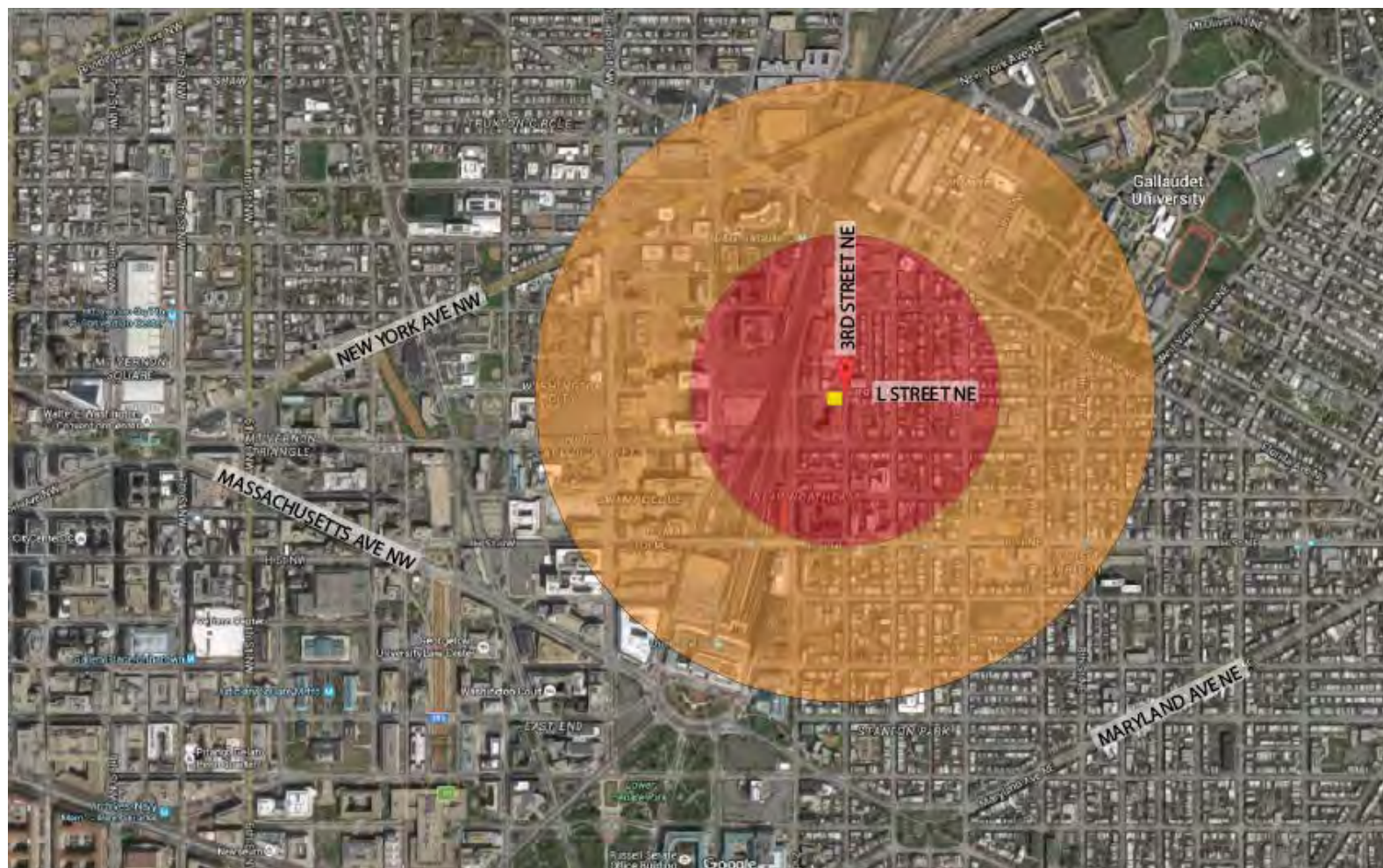
OLD MARKET
HOUSE SQUARE





NoMa Neighborhood

Site Access



0.5 MILE RADIUS FROM SITE

0.25 MILE RADIUS FROM SITE

SITE



NoMa Parks Foundation

Site Photos

EXISTING CONDITIONS

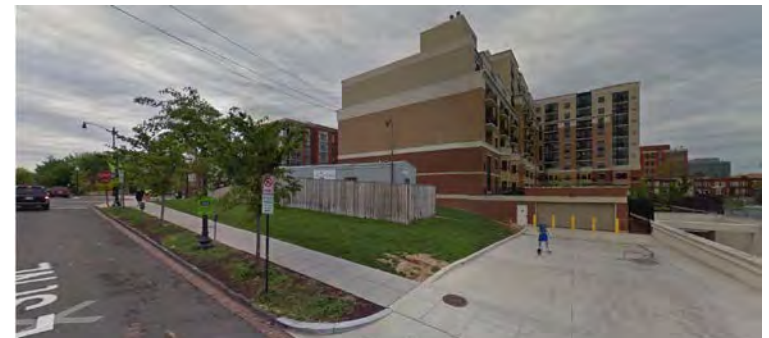
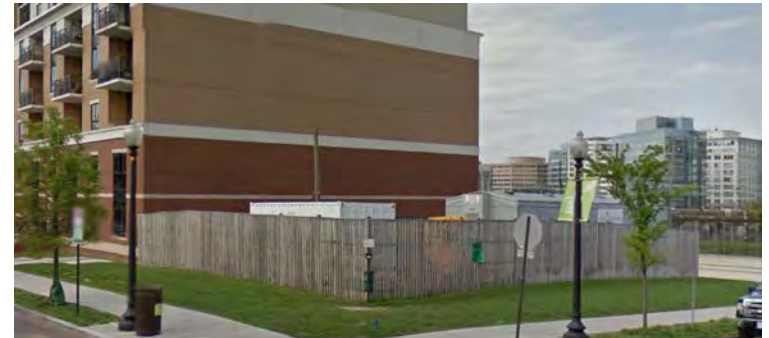


 SITE

CURRENT OPEN SPACE

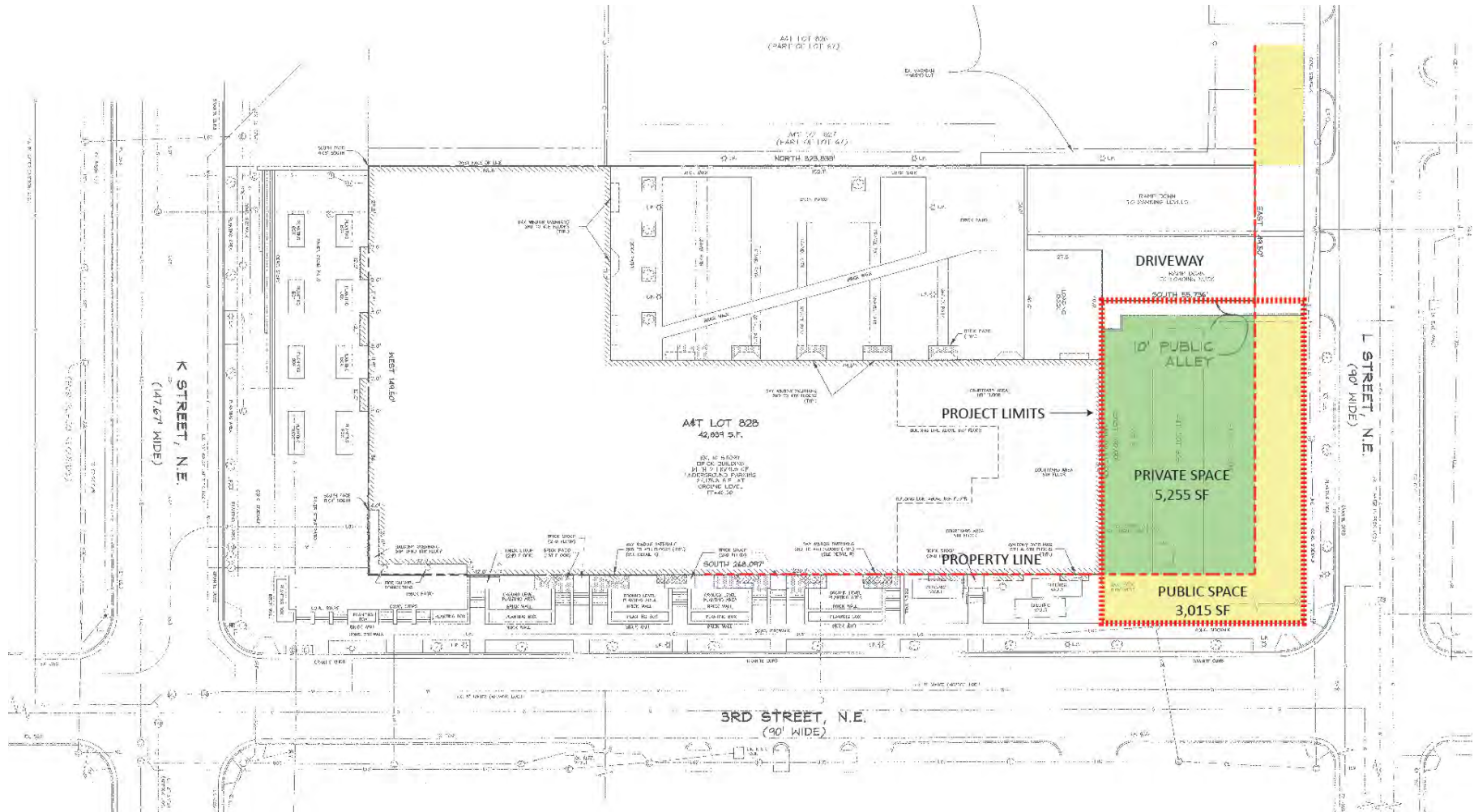


 SITE  L STREET UNDERPASS  METROBRANCH TRAIL





NoMa Neighborhood Public/Private Space



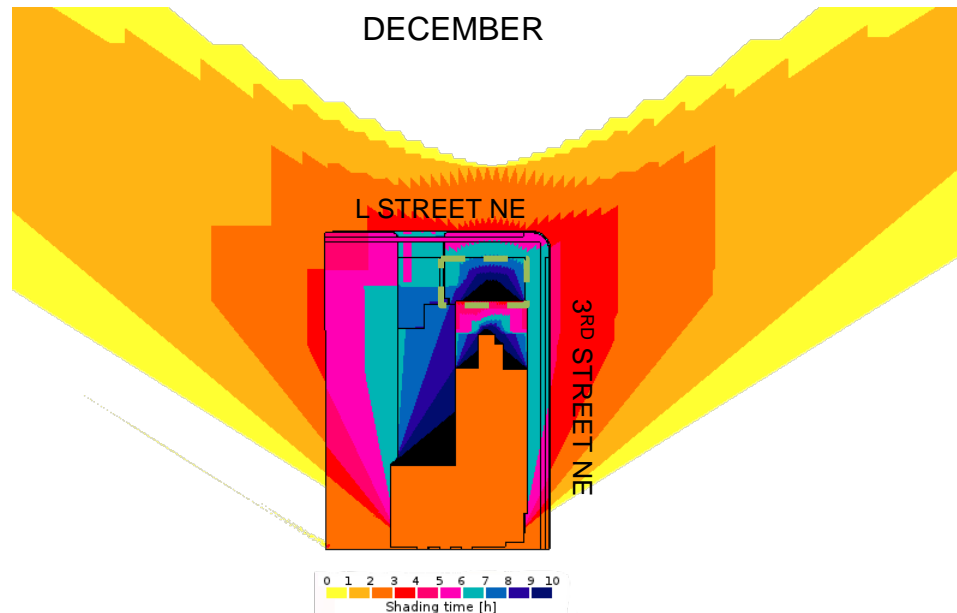
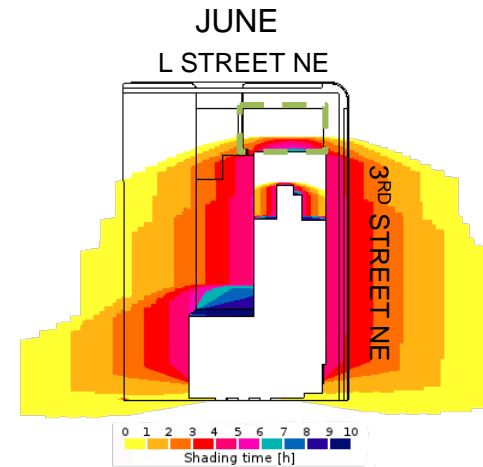
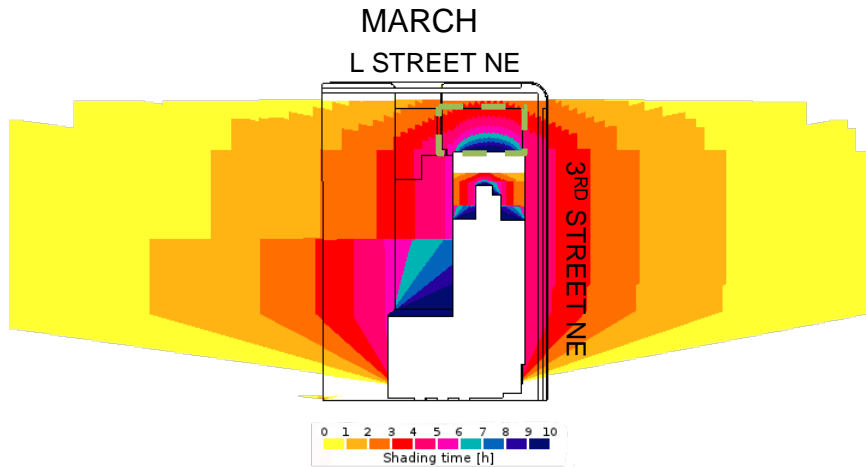
PRIVATE PROPOSED PARK SPACE

PUBLIC SPACE



NoMa Parks Foundation

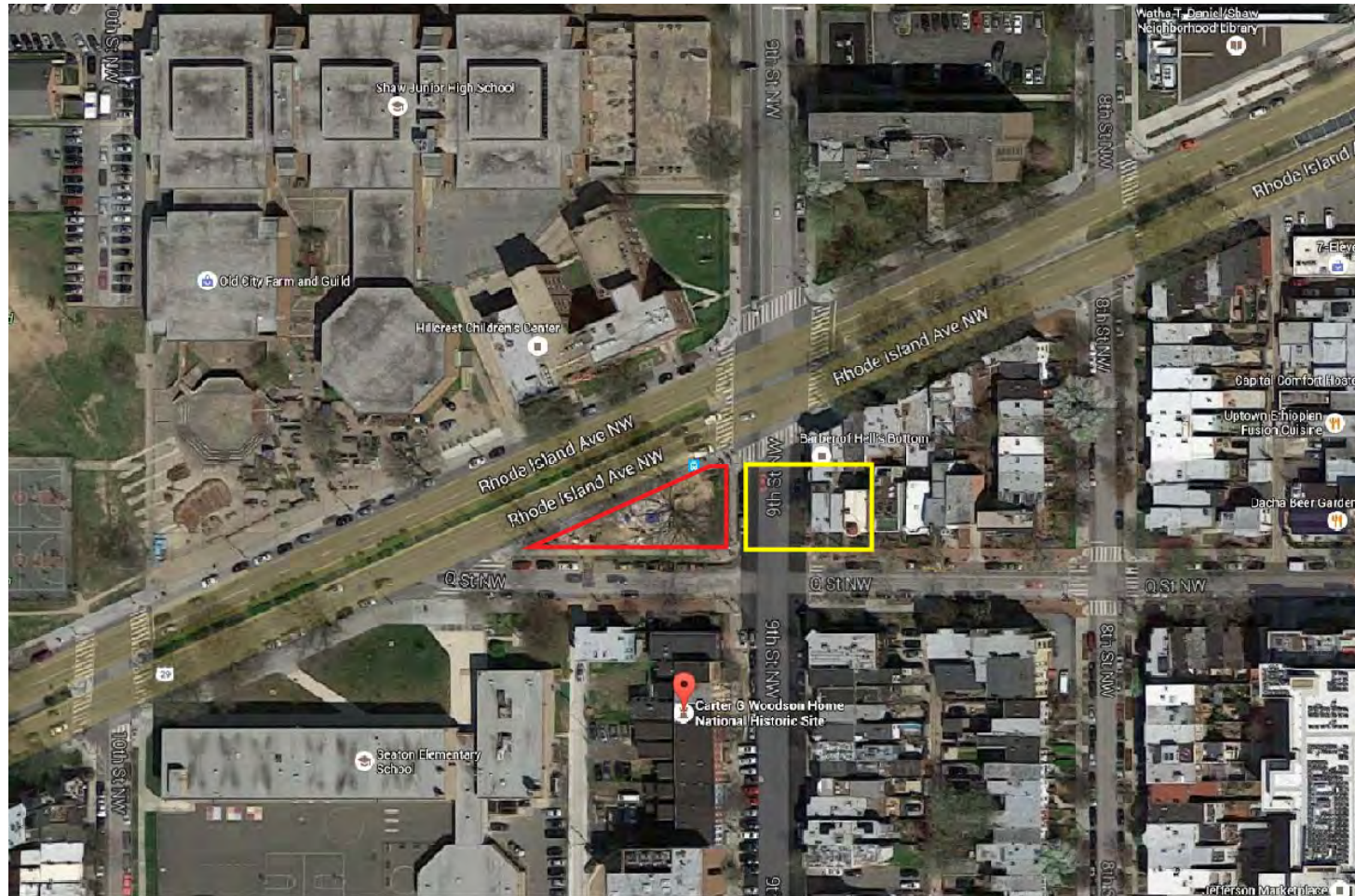
Sun/Shade Analysis






NoMa Parks Foundation

Park Size Comparison – Carter G. Woodson Mem.



 CARTER G. WOODSON MEMORIAL PARK SIZE

 3RD & L PARK SIZE



NoMa Parks Foundation

Park Size Comparison – Westminster Playground



WESTMINSTER PLAYGROUND SIZE

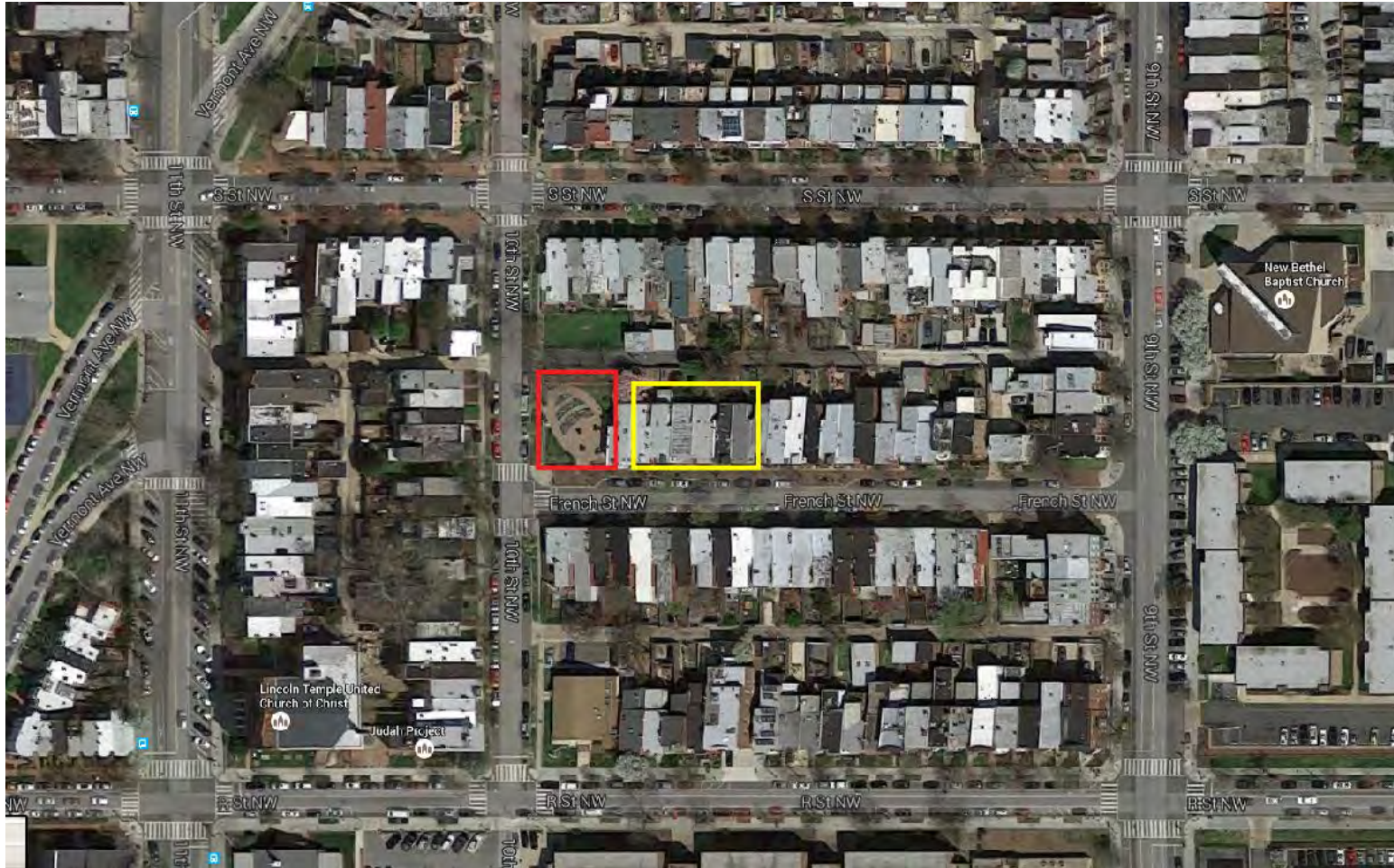


3RD & L PARK SIZE



NoMa Parks Foundation

Park Size Comparison – French Street



FRENCH STREET PARK SIZE

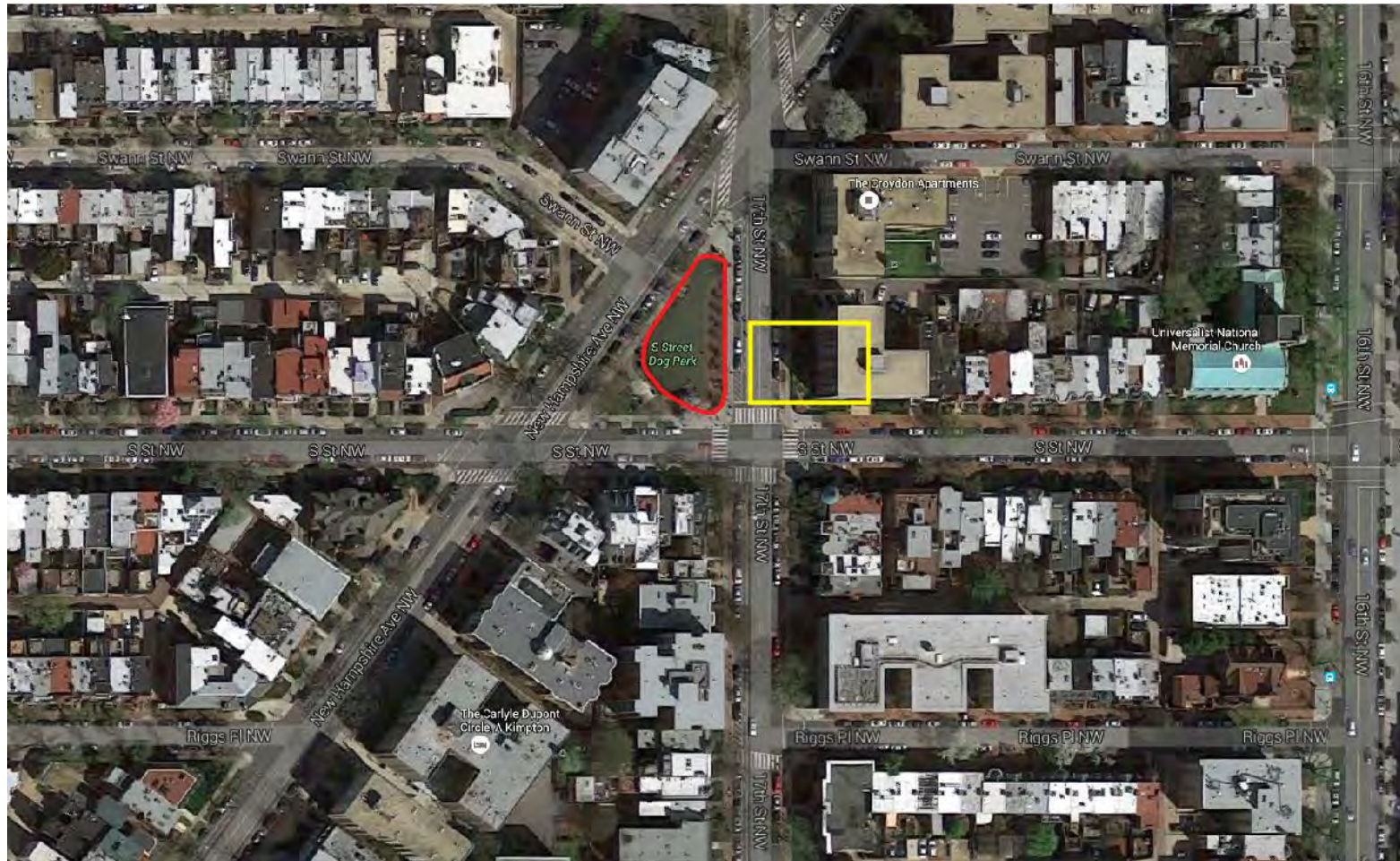


3RD & L PARK SIZE



NoMa Parks Foundation

Park Size Comparison – S Street Dog Park



 S STREET DOG PARK SIZE

 3RD & L PARK SIZE



Presentation #4

Q & A

NoMa Parks
Foundation



Thank You !!

