



WRAPS Site Studies



Cooper, Robertson & Partners

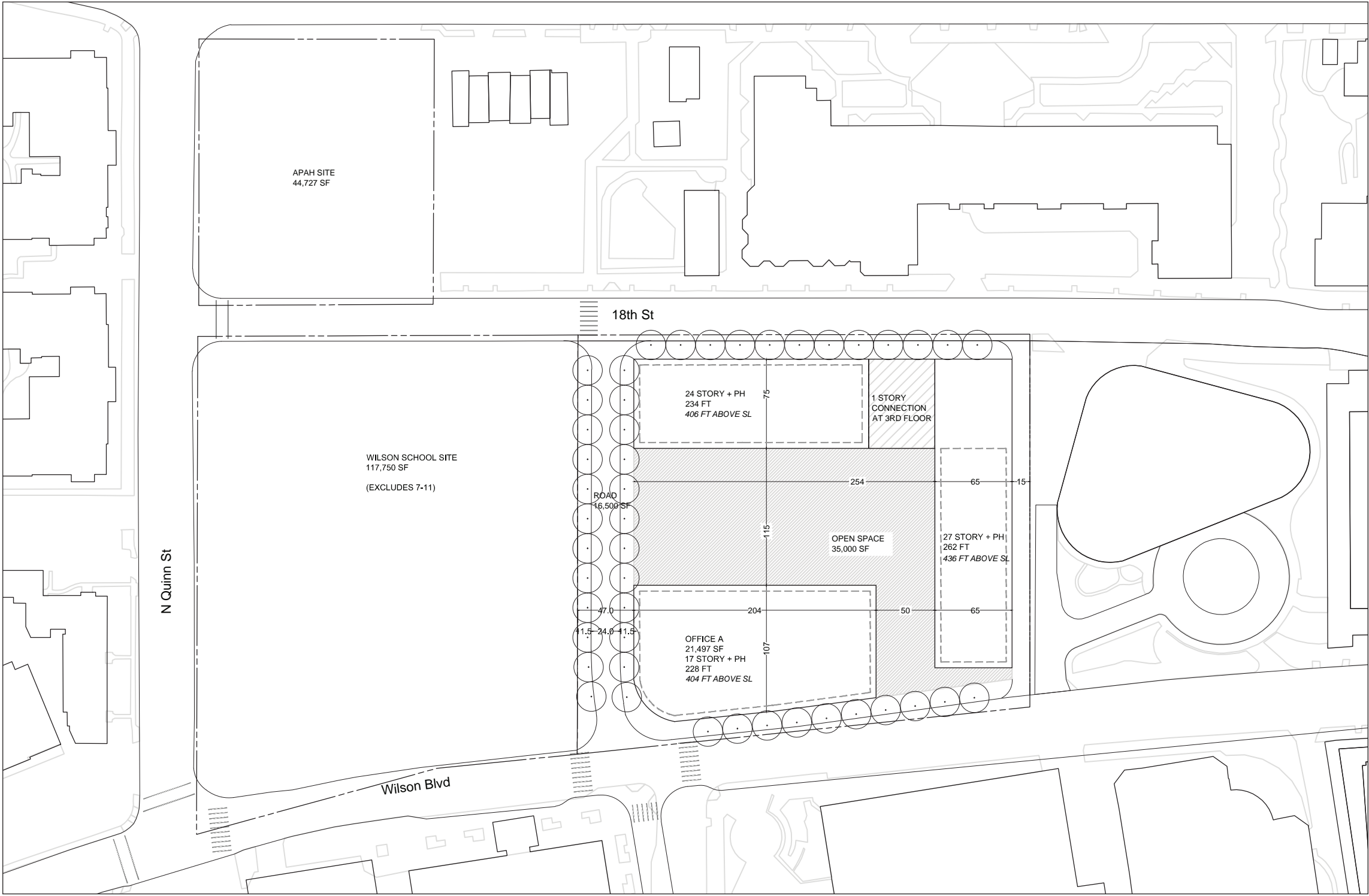
December 8, 2014

Realigned N. Pierce Street & Extension

TOTAL GSF	
OFFICE	346,000
RESIDENTIAL	795,000
POTENTIAL RETAIL	40,000
TOTAL	1,181,000

795 DU

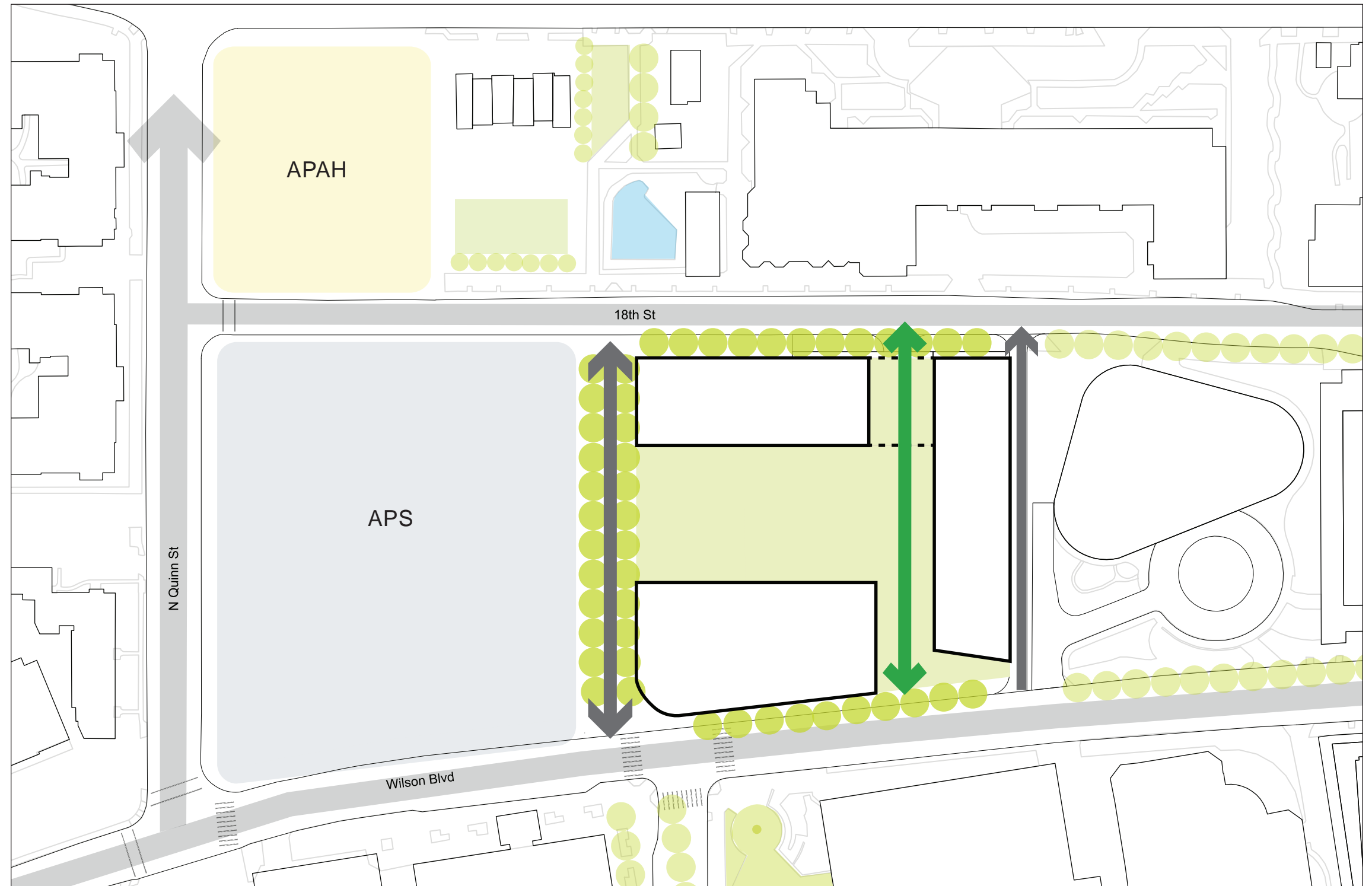
Open Space (Development Parcels)	35,000
ROW (N Pierce St and 18th St)	23,000
FAR (County/Penzance)	9.57



Potential Retail

Building heights do not include penthouse

Realigned N. Pierce Street & Extension Framework



Pedestrian Friendly Perimeter Streets



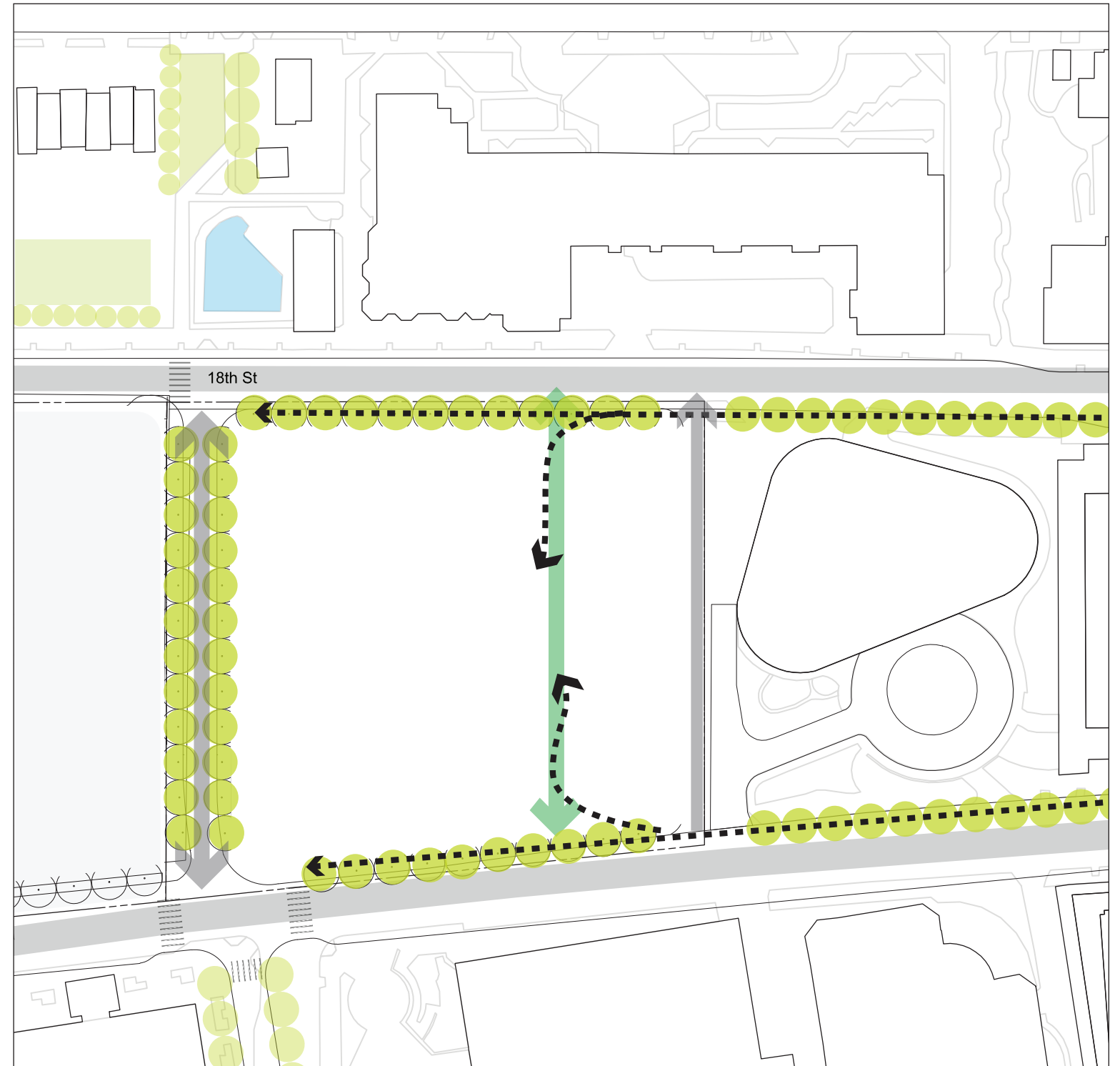
18th Street as Pedestrian Corridor, Realize Rosslyn



Active Wilson St Frontage, DC



N Pierce Extension as Potential Shared Use Street, Silver Spring, MD



Open Space Variation

A Central Open Space



Tietgen Apartments, Copenhagen



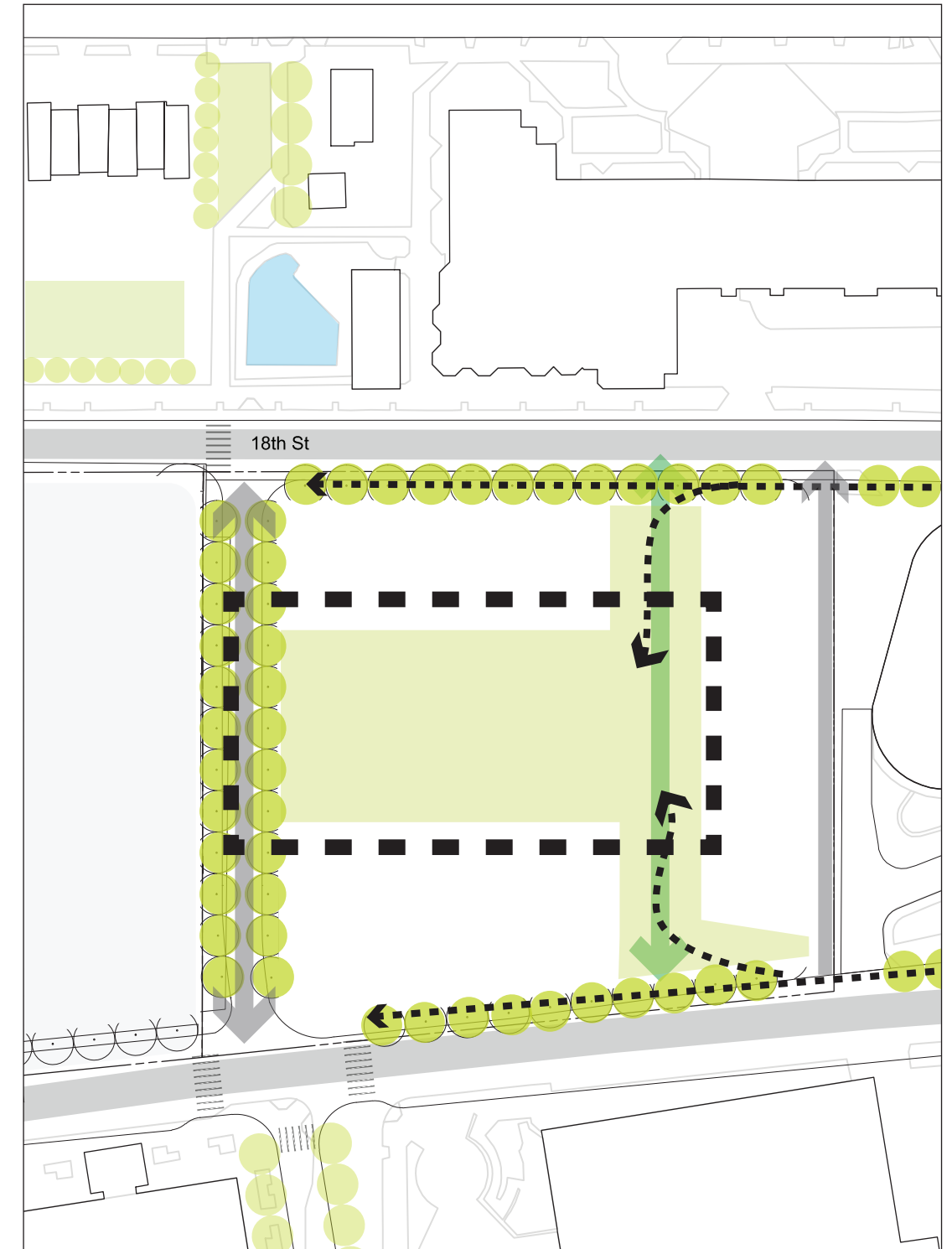
The Avenue, DC



Teardrop Park, Battery Park City



Post Office Square, Boston



Open Space Variation

Active and Inviting Wilson Blvd Entry



Bethesda Lane, MD



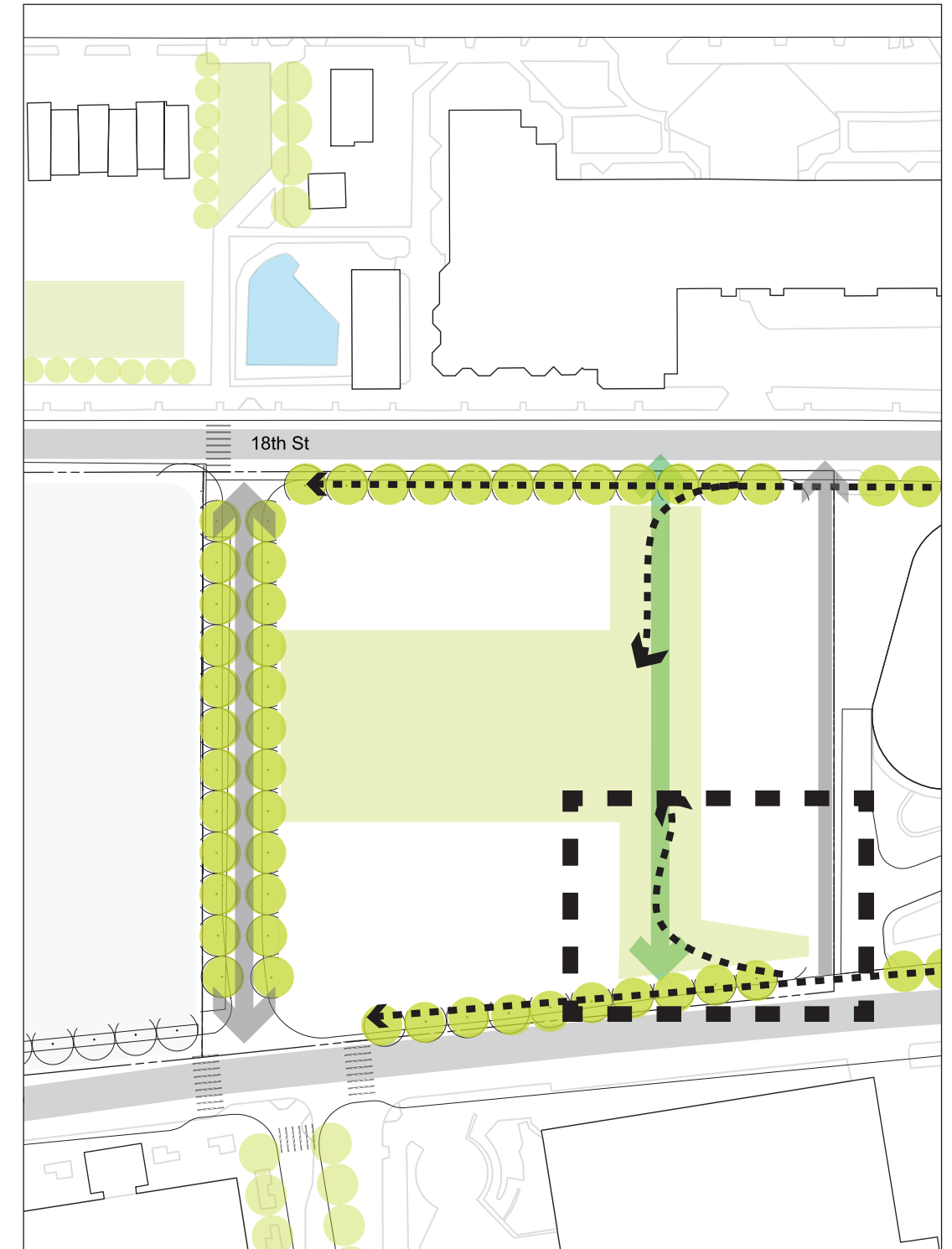
Worldwide Plaza, NYC



Zuccotti Park, NYC



Lyon Place, Clarendon Center



Open Space Variation

A Porous Northern Edge



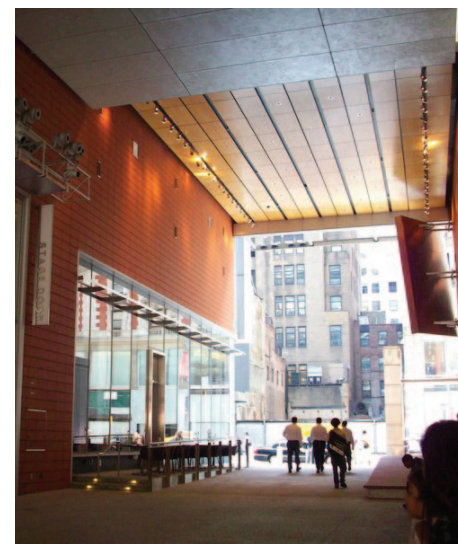
Apartment building, Lyon, France



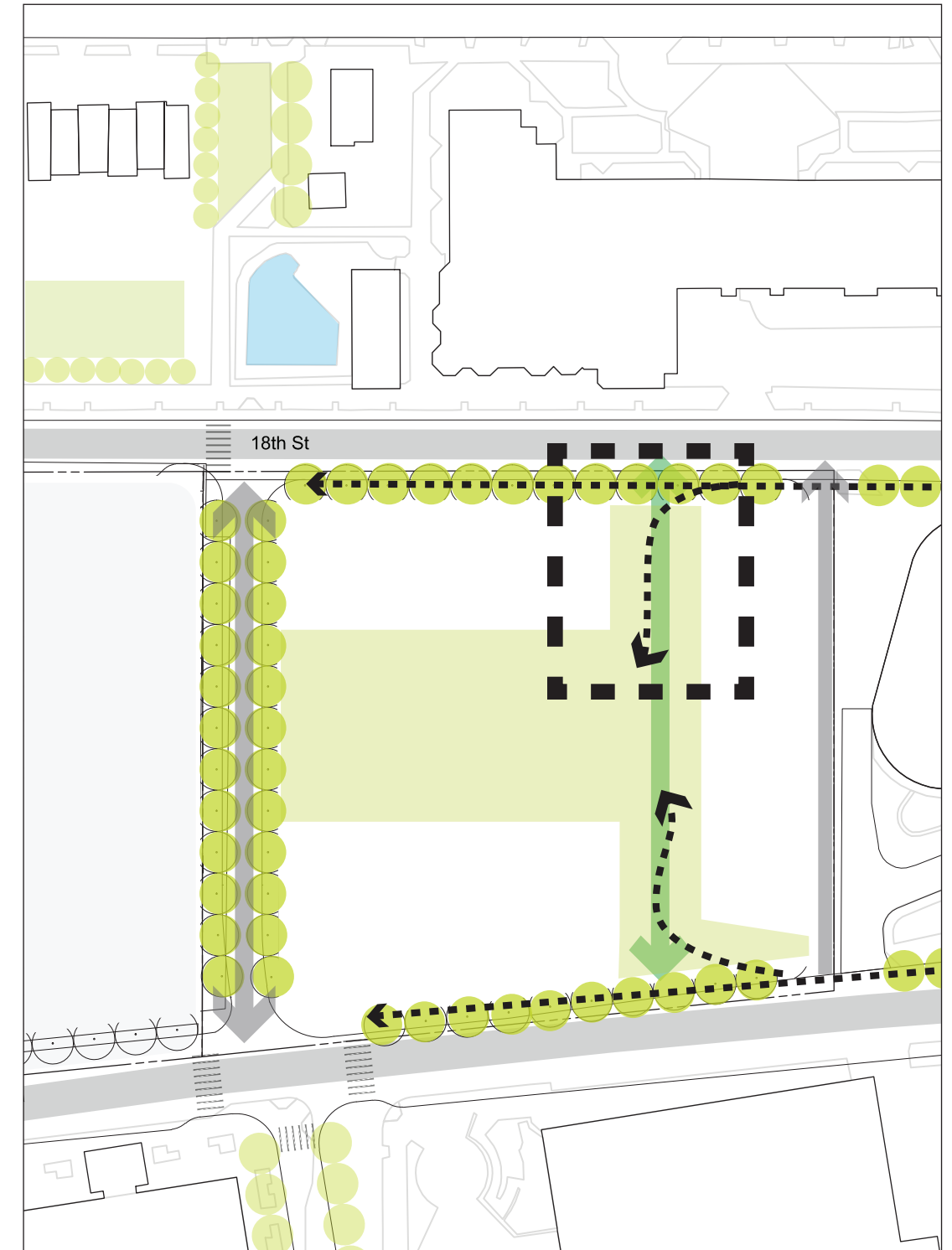
Mid-block Passage, NYC



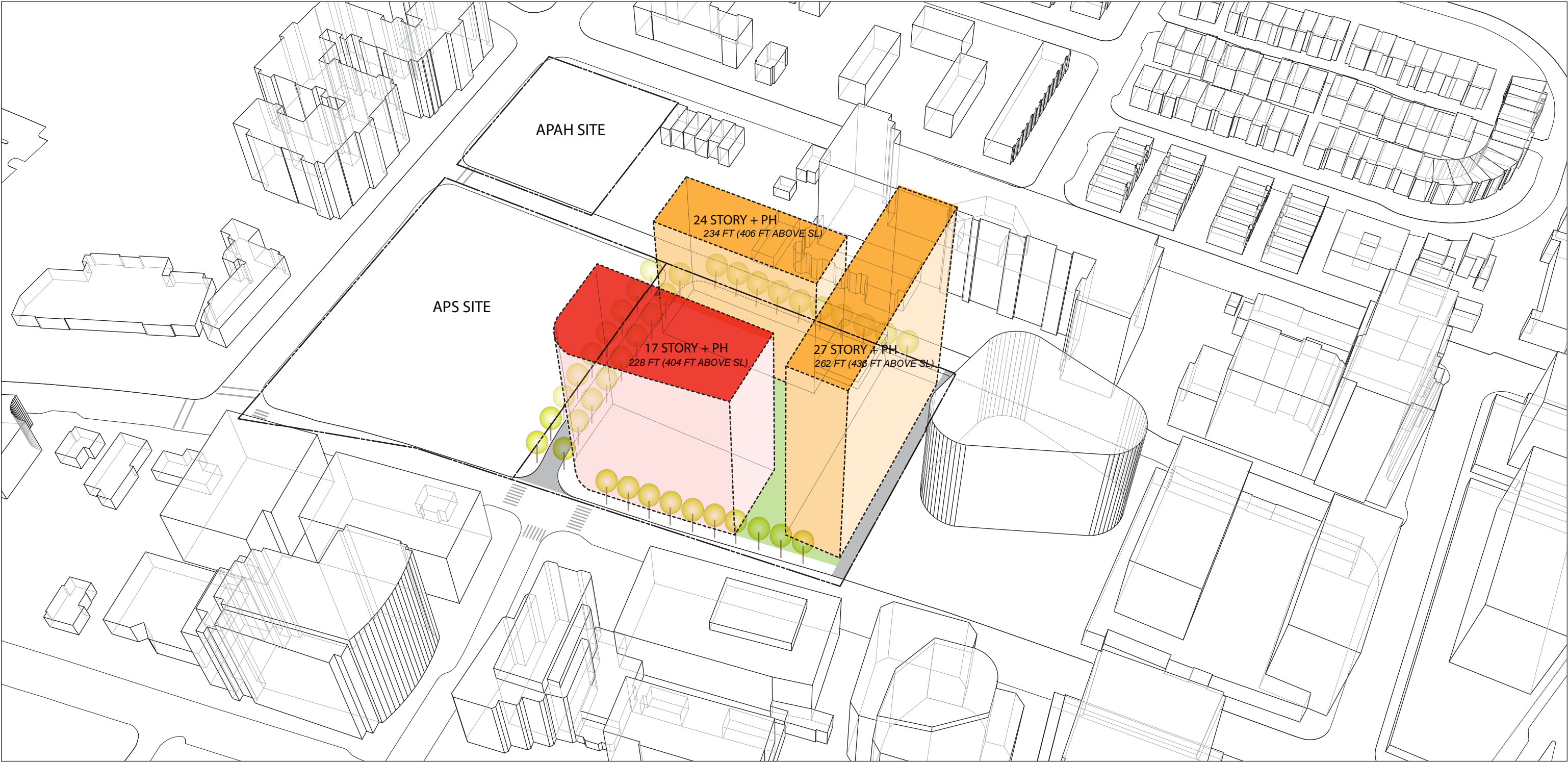
Flats at Union Row, DC



Mid-block Passage, NYC

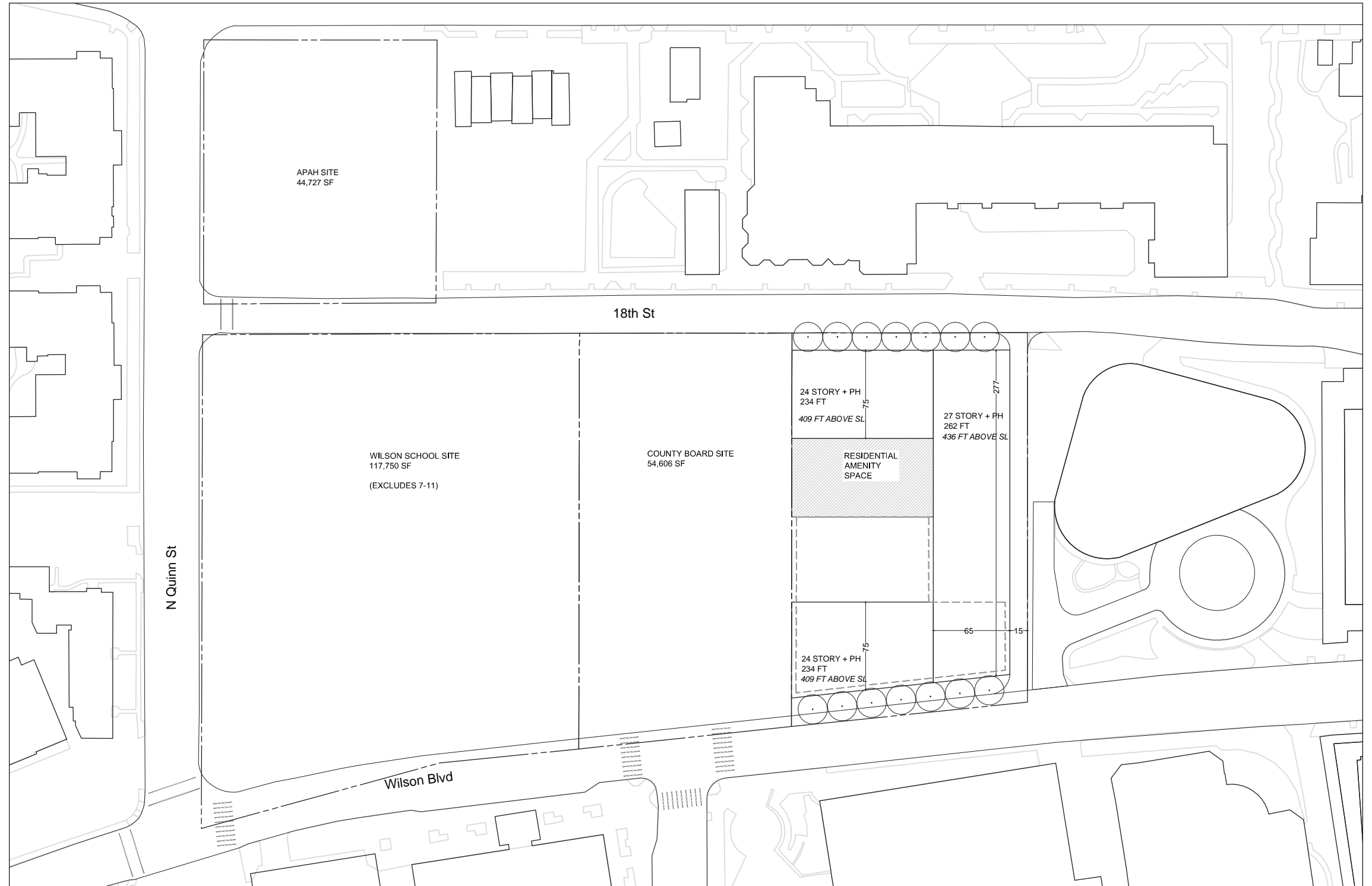


Realigned N. Pierce Street & Extension Axon



Penzance Site Redevelopment

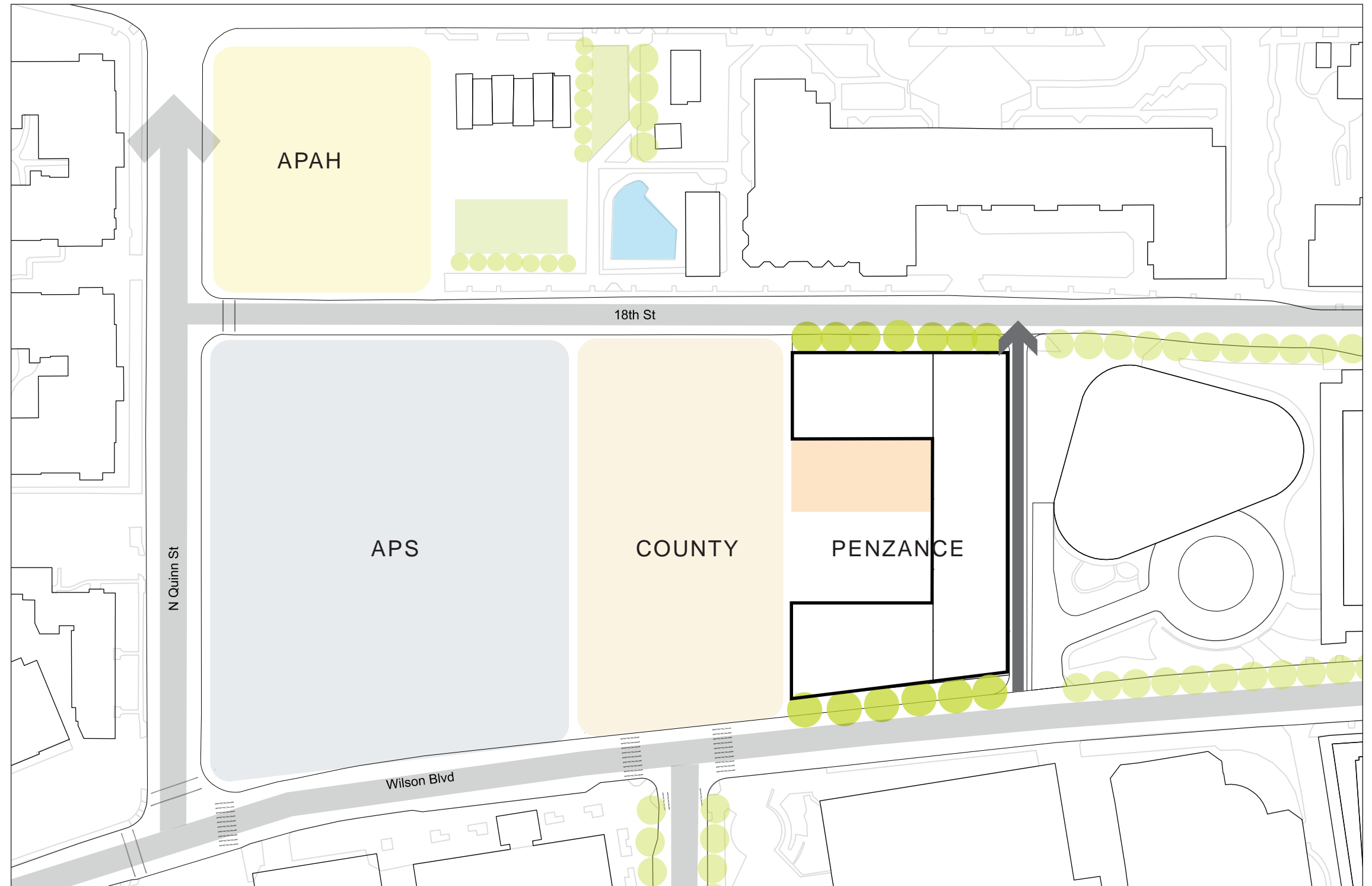
TOTAL GSF		
RESIDENTIAL	899,000	899 DU
POTENTIAL RETAIL	19,000	
TOTAL	918,000	
ROW (N Pierce St and 18th St)	3,000	
FAR (Penzance)	14.14	



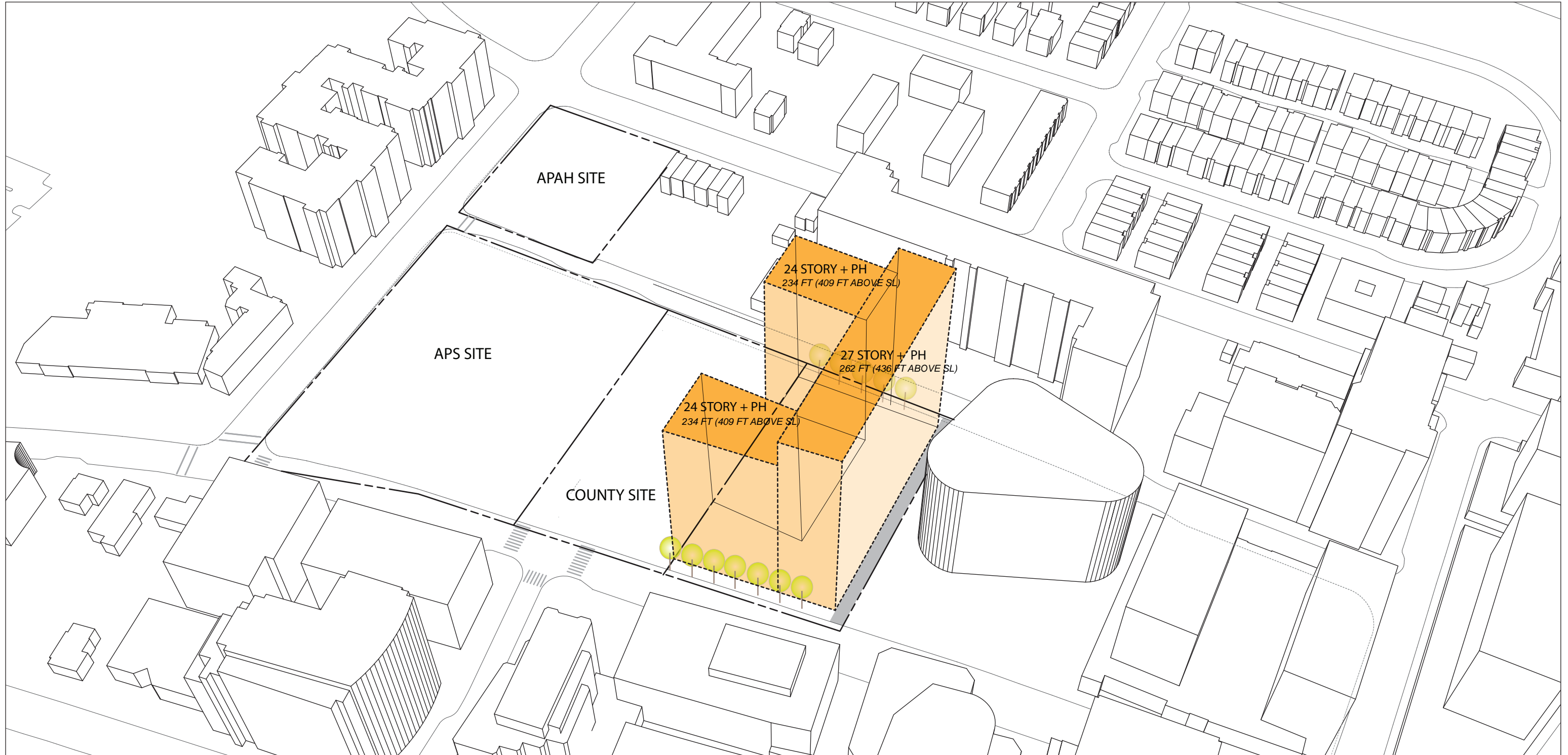
Potential Retail

Building heights do not include penthouse

Penzance Site Redevelopment Framework



Penzance Redevelopment Axon



Support of WRAPS Charge / Guiding Principles

Co-Development (County/Penzance) Option

- Provides 35,000 sf of passive park and recreational open space amenities to enhance and enrich the community (GP County Goals)
- “Economically viable, urban and vibrant development with a mix of uses, heights and densities” (GP County Goals)
- “Create a memorable urban “place” that supports retail activation along Wilson Boulevard” (GP 1)
- “Concentrate taller buildings along the eastern portion of the study area...” (GP 5)

Support of WRAPS Charge / Guiding Principles (cont.)

- "Effectively frame Wilson Boulevard either through a building face or otherwise in an effort to ensure an active and vibrant pedestrian experience." (GP 11)
- "Locate parks, plazas, and other green spaces for visibility, easy access and maximum use." (GP 12)
- "Design 18th Street to support neighborhood circulation with enhanced sidewalks and landscaping." (GP 13)
- "Design 18th Street to support as a neighborhood circulation public way with enhanced sidewalks and landscaping." (GP 13)
- "Create smaller, walkable blocks by introducing new streets, alleys, and/or pedestrian walkways." (GP 16)

Support of WRAPS Charge / Guiding Principles (cont.)

- "Establish an urban design scheme that complements changes to the surrounding area contemplated in the Rosslyn Sector Plan Update." (GP 17)
- "...locate and design beautiful open spaces to maximize the size of contiguous areas and ensure the flexibility of uses and activities..." (GP 18)
- "Increase pedestrian and bicycle access for all users to and through the site." (GP 32)
- "Expand the street grid within the study area to ensure adequate circulation for fire/emergency response and school-related transportation needs." (GP 35)