

# INTERSECT!

A TWICE-MONTHLY FAX NEWS BULLETIN

February 17, 1998

FOR THE

Volume 2 Number 2

WASHINGTON METROPOLITAN REGION

## A TALE OF TWO STADIUMS: LESSONS IN LOCATION EFFICIENCY (from the 2/13/98 issue of STPP's *Transfer*)

The timing was sheer coincidence, the results were not. Washington DC's two major league sports stadiums have literally traded places. The football team moved from the inner-city to a new location on former farmland adjacent to the I-495 beltway. Meanwhile, just down the road, the hockey and basketball teams were packing up from their 1970s-era arena in the Maryland suburbs to return to a new stadium in the heart of downtown Washington, built above three of the region's main subway lines. "This is much easier than fighting traffic and parking," hockey fan Alberta Wilkerson told *The Washington Post* (12/21/97) shortly after the downtown MCI Arena opened in December.

Indeed, the transit agency is enjoying ridership surpassing even the most optimistic of projections, carrying between 55-60% of the 20,000 nightly event attendees. Many others are arriving on foot or by cab, helping revitalize an ailing part of downtown. "That's what's missing at Jack Kent Cooke Stadium" (the new football facility), said city parking lot owner Phillip Carr. "Here, transit and traffic are working in tandem."

For football fans attending games at the new suburban stadium, it wasn't just the team's mediocre performance that was starting to wear thin by mid-season. The opening game in September 1997 was remembered more for the

*(Continued on page 2)*

## COMMUNITY-BASED PLANNING: A CASE STUDY IN THE DISTRICT OF COLUMBIA *by Deborah Katz, WRN Coordinator*

On Monday, February 9th, WRN hosted a presentation for thirty attendees on the community-based planning process taking place in the Columbia Heights neighborhood (upper 14<sup>th</sup> Street NW) of the District of Columbia. The catalyst for this community design initiative is the opening of a new metro station in the neighborhood and a desire by the Development Corporation of Columbia Heights, a non-profit community development organization, the D.C. Department of Housing and Community Development, and the D.C. Redevelopment Land Agency (RLA), which owns some of the surrounding land, to develop the land according to the needs of the residents.

In August, 1997, the Development Corporation of Columbia Heights and the Department of Housing and Community Development asked the Washington Architectural Foundation (WAF) for assistance in developing the community-based plan. The ultimate goal is to develop a series of design guidelines based on community input for adoption by the Redevelopment Land Agency. The RLA would then incorporate these guidelines into its request for proposals from developers.

The project partners decided to hold a local visioning session, or charette, to obtain community input. A large public information campaign was mounted to obtain as much community participation as possible, including mailings in three languages, door-to-door vis-

*(Continued on page 2)*

**INTERSECT!** is a publication of the

**WASHINGTON REGIONAL NETWORK**

**FOR LIVABLE COMMUNITIES**

1777 CHURCH STREET, NW, WASHINGTON, DC 20036

PHONE: 202/667-5445 FAX: 202/667-4491

### Executive Officers of the WRN Board of Directors:

Stewart Schwartz, President

Jim Clarke, Vice President

Kristin Pauly, Secretary

Chris Niles, **INTERSECT!** Editor

through the generous support of the Surface Transportation Policy Project;  
cniles@ricochet.net, 202/399-3393. Comments & articles welcome.

**LESSONS IN LOCATION EFFICIENCY***(Continued from page 1)*

miles of cars that had come to a

standstill on the Capital Beltway than for any events on the field. After arriving more than once near halftime due to severe traffic congestion, several life-long ticketholders publicly renounced their seats for good, a shock to many in the region used to waiting years for season tickets. "It was an easy decision," Air Force veteran Perrin Grower told the Post (12/21). "I can sit home in front of a big TV and a roaring fire with a single malt. Why the heck would I go out in that traffic? We waited over an hour on the beltway to get in."

Even local business owners are unimpressed with the promised economic boost from the new football stadium. The nearby Landover Mall estimates a drop in sales by as much as 80-90% at some stores as customers shy away from the now-legendary traffic jams on game days. "It doesn't have a spillover effect," explains real estate analyst Michael Royce of the stadium's location (Wash Post 12/21). "It's not going to improve the value of property nearby. It doesn't do anything." The transit system carried nearly 25% of football fans to the older Robert F. Kennedy Memorial Stadium, well-served by nearby rail and bus stations. Now, with inconvenient shuttle bus service from the nearest rail stations several miles away, less than 7% of the crowd at Jack Kent Cooke Stadium arrives by transit.

For more details on ridership and impact on transit for the two stadiums, contact Larry Levin at the Washington Metropolitan Area Transit Authority, 202.962.1251, or via e-mail: [llevin@wmata.com](mailto:llevin@wmata.com).

**COMMUNITY-BASED PLANNING***(Continued from page 1)*

its, and signs in two languages. The pre-session work paid off: more than three hundred residents participated in the two-day charette, far exceeding organizers' expectations. Reflecting the demographics of the neighborhood, there was significant diversity among

**COMMUNITY-BASED PLANNING**

the participants, with Vietnamese, Latinos, African Americans, and whites, among others, represented.

All the notes from the two-day charette with facilitated breakout sessions were turned over to the WAF's design team, which was tasked with developing general guidelines and graphic images based on the community's input. The design team distilled the notes into twenty-seven design guidelines, which include:

- "strip malls with parking in front should be prohibited,"
- "the ground level facades on 14<sup>th</sup> Street should be predominantly retail, restaurants, and other lively, walk-in uses. ...,"
- "parking should not be located on the surface; it should be underground and/or hidden behind small scale street fronts,"
- "there should be some form of plaza, square, or green as a central feature,"
- "an economically sound supermarket should be developed,"
- "a police substation and post office are desired,"
- "the Tivoli [a historic building] should be restored and used as a multi-use facility," and
- "there should be two distinct but interlocked foci in the development: at 14<sup>th</sup> and Irvine (Metro stop), the commercial heart, and at 14<sup>th</sup> and Park (Tivoli), the civic/cultural heart."

On January 23<sup>rd</sup>, 275 residents attended a review and comment session on the draft guidelines. The design team is currently incorporating community feedback from this session into the design specifications. The deadline for comments is March 17<sup>th</sup>. The final development plan will be formally presented to the RLA Board on March 31<sup>st</sup>.

A number of factors have worked in favor of the process from the beginning, including an informed and

active neighborhood development corporation, a newly energized DC Department of Housing and Community Development, a respected foundation with technical expertise and familiarity with the planning process, ownership of some of the surrounding parcels by a single government agency

*(Continued on page 3)*

**COMMUNITY-BASED PLANNING**

*(Continued from page 2)*

that values community input, and a strong, organized community that is supportive of planning and design.

WRN wishes to express its appreciation to guest speakers Kent Cooper of Cooper Lecky Architects and chair of the Urban Design Committee of the Washington Chapter of the American Institute of Architects, and Geof Griffis, architect and board member of the Development Corporation of Columbia Heights. Mr. Cooper and Mr. Griffis are providing pro-bono technical expertise to the project.

*(Note: For those who missed WRN's February 9<sup>th</sup> forum, there will be another opportunity to learn about the process on Tuesday, March 17<sup>th</sup>, at 7:30 pm, at the Corcoran Gallery of Art. Presenting the story of how this plan went from paper to action will be Geof Griffis, architect representing the Development Corporation of Columbia Heights; Jim Thackaberry, architect, D.C. Department of Housing and Community Development; Richard Westbrook, Redevelopment Land Agency, Kent Cooper, chair of the Urban Design Committee of the Washington Chapter of the American Institute of Architects; and Madeline Petty, director of The Enterprise Foundation. Admission is \$8 for Corcoran and WAF members, \$12 for non-members, and \$4 for full-time students with I.D.)*

**“WASHINGTON THROUGH TWO CENTURIES  
OF MAPS AND IMAGES”  
EXHIBIT THROUGH MARCH 20, 1998**

What would an architect and civil engineer do for fun in his spare time? Why, trace the history of central Washington D.C. avenue by avenue, block by block, building by building, of course. In a labor of love that has lasted decades and cost tens of thousands of out of his own pocket, that's just what WRN Board Member Joseph Passonneau has accomplished. Passonneau and his colleagues Vitali Gevorkian and David Alcopian have developed a series of maps, images, and text that are on exhibit at the American Institute of Architects Headquarters

**WASHINGTON THROUGH TWO CENTURIES**

Gallery through March 20<sup>th</sup>.

Beautifully drafted, three-dimensional maps show Washington, D.C. circa 1800, 1860, 1900, 1940, 1970, and 1995. The viewer can trace the changes in a single city block or macro-scale growth patterns over two centuries. The exhibit is a must-see for D.C. history buffs. For a review of the exhibit, see the 1/31/98 article by the Washington Post's architecture staff writer Benjamin Forgey entitled, “Washington's Blocks of Time: Exhibit Traces 200 Years of Change.”

*“Washington Through Two Centuries in Maps and Images” is on exhibit at the American Institute of Architects Headquarters Gallery, 1735 New York Avenue, NW, 8:30 am - 5 pm Monday - Friday through March 20<sup>th</sup>. Mr. Passonneau will give a talk on the exhibit on Tuesday, March 17<sup>th</sup>, at 7 pm, at AIA Headquarters. Admission is free.*

**THANK YOU TO NEW AND RENEWING  
MEMBERS**

WRN's 1998 Membership Drive has been quite successful in its first month. WRN would like to thank the following supporters and encourage those who haven't yet renewed or joined to fill in the membership form on page 4.

**Organizational Members:**

Action Committee For Transit, Audubon Naturalist Society, Committee of 100 on the Federal City Friends of Daniels Run Park, Greater Washington, Kim Schaefer Architects, National Wildlife Federation, Piedmont Environmental Council, Potomac Heritage Partnership, Secret River Design, The Hellman Company, Inc.

**Individual Members:** Don Barclay, Jeff Blum, Warren Boeschstein, Merrill Boone, Stephen Cerny, Jim Clarke, Beth Cogswell, Martha Cole Glenn, Kathleen Courrier, Clement Dinsmore, Joanne Droppers, Lee Epstein, Arthur Fawcett, Andrea Ferster, Leah Fried, Pete Garcia, Tom Greenfield, Don Harris, Lucy Iliff, William Janssen, Fred Jordan, Linda Katz, Linda Keenan, Peter Kent, Marilyn Klein, Quon Kwan Kathy Lash, Ed McMahon, Allen Muchnick, Sally Ormsby, Kristin Pauly, Kurt Pluntke, Anton Quist, Richard Reis, Walter Rybeck, Stewart Schwartz, Webb Smedley, Ed Tennyson.

**UPCOMING**

**HEARINGS, PUBLIC FORUMS & OTHER EVENTS**

Wednesday, February 18, 7:30 pm - Public Hearing on Prince William County (VA) Comprehensive Plan - Levels of Service chapters. Top issue will be impact of rapid residential development on schools. Board of Supervisors Chambers. McCoart Building (Prince William Parkway). For directions/info and future hearings call (703) 792-6600 during daytime hours.

Friday, February 20, 2-4 pm, Rail Options in Northern Virginia. VDRPT is holding a presentation and discussion on Light Rail and Heavy Rail Transit options for Northern Virginia. Room 306 City of Fairfax, City Hall, 10455 Armstrong Street, Fairfax. RSVP to Donna K. Kennon of VDRPT at (804)786-7858.

Saturday, February 21, 9:30 am - 12:30 pm - Regional Forum For Sustainable Development. Define a common vision for the future of the Piedmont Aquifer Region (north-south from Damascus, MD to Chevy Chase, MD; east-west from the Potomac River to Beltsville, MD). What do we want our region to be - socially, economically, environmentally? Learn how we can make a difference by working regionally. Coffee and baked goods served. St. Mary's Pavilion, Barnesville, MD. Call (301) 916-3510 for info/registn.

Saturday, February 21, 11 am - 3 pm - Learn about the impacts of the Inter County Connector (ICC) (Montgomery County, MD) on the parks and neighborhoods in the path of this proposed cross-county highway, approved by the Montgomery County Council on 10/28/97. Hike along Rock Creek / Mill Creek, the most beautiful tributary of Rock Creek. Start at: Lake Needwood Road at Beach Drive (between Redland and Muncaster Mill Roads) at end of Rock Creek bike path, 2.5 miles from Shady Grove metro station. Free bike parking (bring a good bike lock) and car parking. Contact: 301.270.0857, website [www.igc.org/icc370/opposes.htm](http://www.igc.org/icc370/opposes.htm). (Note: the Virtual Tour of the Inter County Connector is open 24 hours a day at <http://www.igc.org/icc370/tour.htm>. Photos of natural areas and neighborhoods in the path of Interstate 370. See the entire route without getting your feet wet!)

Transportation Planning Board\* Calendar of Events - All meetings take place at 777 N. Capitol St. NE, Washington, DC. Call Donna Duncan at (202) 962-3311 for room information.

- Feb. 17, 10 am - Computer Connections Subcommittee
- Feb. 18, noon - Transportation Planning Board (TPB)
- Feb. 24, 9-11am - Travel Forecasting & Monitoring Scmtes
- Feb. 24, 11:15-1:15 pm - MIS Technical Coordination Group
- Feb. 24, 1:30 -3:30 pm - Travel Management Subcommittee
- Feb. 26, 10:30 am (tent.) - Aviation Technical Subcommittee
- Feb. 27, 9 am - Intelligent Transprtn Systems Task Force

\* Note: The TPB is a committee under the Council of Governments, which is comprised of the region's locally elected officials. major road projects must be approved by the TPB.

**WRN Membership Form**

I wish to join at the following membership level:

- Basic Individual (\$15 to \$19)
- Basic Organizational (\$35)
- Neighborly (\$20-\$49)
- Good Neighbor (\$50 to \$99)
- Generous Neighbor (\$100 to \$199)
- Super Neighbor (\$200 to \$999)
- Benefactor Neighbor (greater than \$1000)
- Addtl \$15 if you wish **INTERSECT!** to be mailed\*
- Addtl \$20 if you wish **INTERSECT!** faxed long-dist\*

For our records:  Individual  Organizational

Preferred Salutation: Mr. Mrs. Ms. Miss

Name:

Title:

Organization:

Address:

Email:

Home Phone:

Work Phone:

Fax:

Affiliation(s):

Send me WRN updates via:

- email
- fax (for long-distance add an additional \$20\*)
- regular mail (add an additional \$15\*)

Check here if interested in volunteering on a WRN research project, panel discussion, articles, administrative/fundraising, or other activity.

Check here if you do not want your membership information in the membership directory sent to WRN members.

Check here if you do not want your name/organization listed in WRN public information materials.

Return this form with a check payable to WRN to WRN, 1777 Church St, NW, Washington DC, 20036. Phone: (202) 667-5445. Thank you!

\* to cover costs.