
2011 RUDY BRUNER AWARD PROJECT DATA



PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name Columbia Heights Public Realm Location Washington, DC

Owner District Department of Transportation

Project Use(s) Public Realm Streetscape and Civic Plaza

Project Size Reconstruction area included 6 city blocks Total Development Cost \$19,400,400.00

Annual Operating Budget (if appropriate) _____

Date Initiated Public Realm Plan - April 2003 Percent Completed by December 1, 2010 100%

Project Completion Date (if appropriate) Civic Plaza - September 2009, Streetscape - October 2010 (Final Phase)

Attach, if you wish, a list of relevant project dates _____

Application submitted by:

Name Karina Ricks Title Associate Director

Organization District Department of Transportation - Policy Planning and Sustainability Administration

Address 2000 14th Street, NW City/State/Zip Washington, DC 20009

Telephone (202) 671-2542 Fax (202) 671-0617

E-mail karina.ricks@dc.gov Weekend Contact Number (for notification): _____

Perspective Sheets:

Organization	Name	Telephone/e-mail
Public Agencies <u>Representing DDOT/DCOP/DCAH*</u>	<u>Karina Ricks</u>	<u>(202) 671-2542/karina.ricks@dc.gov</u>

*District Department of Transportation, DC Office of Planning, DC Arts and Humanities Commission

Architect/Designer <u>ZGF Architects LLP</u>	<u>Otto Condon</u>	<u>(202) 380-3120/otto.condon@zgf.com</u>
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Developer _____

Professional Consultant _____

Community Group Advisory Neighborhood Commission William Jordan (202) 413-7705/whj@melanet.com

Other Columbia Heights Community Marketplace Robert Schubert (202) 387-3729/chcommunitymarketplace@gmail.com

Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence*. (Check all that apply).

Direct Mailing Magazine Announcement Previous Selection Committee member Other (please specify)

Professional Previous RBA entrant Online Notice

Organization _____ Bruner/Loeb Forum

Participating Consultant Firm _____

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Signature  Date December 13, 2010

2011
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

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Project Name Columbia Heights Public Realm - Streetscape and Civic Plaza

Address Columbia Heights Neighborhood City/State/ZIP Washington, DC 20010

1. Give a brief overview of the project.

In 1968, following the assassination of Martin Luther King, Jr., riots ravaged Columbia Heights and many homes and shops remained vacant for decades. In 1997, concerned residents and stakeholders participated in a series of community workshops to create a redevelopment strategy called "A Community-Based Plan for the Columbia Heights Metro Station Area". The strategy proposed redevelopment concepts for several major parcels, concentrating on the 14th Street commercial corridor. These concepts included: 1) 'mixed-use' development in the neighborhood 'core area' along the 14th Street corridor in relation to the development of the new Columbia Heights Metro Station; 2) development of a new Civic Plaza on a publicly-owned parcel at the intersection of Park Road, Kenyon Street and 14th Street; and 3) development of high-quality public streetscape improvements along 14th Street, connecting to the new Metro station. The strategy also established a list of 'Planning Principles' to guide future development within the neighborhood. In 1999, the City announced a neighborhood revitalization initiative focused around the Columbia Heights Metro Station that opened that year. In 2000, the National Capital Revitalization Corporation (NCRC) began awarding redevelopment rights for many parcels within the Columbia Heights neighborhood. The District of Columbia Office of Planning initiated the Public Realm Framework Plan in 2003 to define "high quality" public realm improvements and the District Department of Transportation has implemented the recommended 'core area' improvements. The joint efforts of government agencies, civic groups and the private sector have transformed the Columbia Heights neighborhood from millions of square foot of empty space into one of the most vibrant neighborhoods in the District of Columbia as well as the Washington metropolitan region.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

The urban landscape of Columbia Heights has changed drastically from what the riots left four decades ago. Not only were the riots responsible for a lot of the empty housing and commercial stock that used to exist in this area, but also over the following decades residents left the area for lack of commercial and job opportunities, lack of investment and safety concerns.

The redevelopment of Columbia Heights has changed the urban landscape dramatically by investing millions of dollars in commercial development, creating unique public gathering spaces, transforming the transportation and transit environment to make it more user friendly to pedestrians and cyclists, changing the zoning to provide incentives for high density development, and adding and attracting additional residents to the community. The redevelopment of Columbia Heights has been a great success because of the involvement of many different stakeholders that were committed for years to the successful completion of this project.

This project deserves the Rudy Bruner Award for innovative design and development within an urban environment that presented enormous challenges for long-time residents, new commercial development, existing premium infrastructure (WMATA metro station), developers, and government agencies that formed working relationships.

2011 RUDY BRUNER AWARD PROJECT DESCRIPTION



PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

The Columbia Heights redevelopment was intended to be a model for Transit Oriented Neighborhood Revitalization in the District of Columbia.

The goals of the Columbia Heights Public Realm included:

- Strengthen community identity
- Celebrate diversity
- Create a lively urban experience
- Make it easy to walk
- Make public transit convenient
- Make it safe
- Commitment to embrace the extraordinary cultural and economic diversity

The objectives for the Public Realm Project included:

- Provide a focus on the neighborhood “core area” - the “Civic/Cultural” and “Commercial Heart” - extending along 14th Street from Columbia Road to Monroe Street
- Create a new Civic Plaza, at the intersection of Park Road, Kenyon Street and 14th Street
- Enhance the connections between the Civic Plaza, the Metro Station plazas and adjacent development
- Integrate public realm and private development
- Create a public realm that reflects community identity
- Identify a palette of materials that can be replicated in symbolic ways at several key intersections and gateways throughout the neighborhood

While the original concept plans have evolved with the implementation of the Streetscape and Civic Plaza project, these changes are considered to be reflective of the original design intent.

2. Briefly describe the project’s urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?

The Public Realm Streetscape and Civic Plaza includes the public realm improvements for a 5-block commercial area that had been vacant since the riots of 1968. The adjacent residential areas include row houses and affordable housing complexes. The commercial area began to redevelop with the opening of a new Metro station in 1999.

The public realm improvements were designed to serve the existing population, which is the most economically and racially diverse in the District, new residents and visitors. The improvements include a new Civic Plaza with an interactive fountain, a Metro Plaza, landscaped seating areas, custom photo-voltaic sculptures, integrated public art, widened sidewalks, enhanced tree wells and new trees, improved crosswalks, bike lanes and bike racks.

The project has become a gathering place for residents of the Columbia Heights neighborhood, the Ward 1 community (population approximately 75,000 people), and visitors to the new commercial development, restaurants and cultural services.

3. Describe the key elements of the development process, including community participation where appropriate.

With the completion of the streetscape project in October of 2010, the cycle is closed on a project that took over 13 years to complete. The initial steps were taken in 1997 when residents participated in a series of workshops to define ideas for the future Columbia Heights metro station area. In 1999, the new underground Metro station opened at the intersection of 14th and Irving Streets, NW. In 2003, the Office of Planning hired ZGF Architects to develop a Public Realm Framework Plan that included concept designs for the core area and public rights of way within one quarter mile of the Metro station. This study was coordinated with the District Department of Transportation's study of Columbia Heights to improve multi-modal circulation. In 2007, DDOT hired ZGF Architects to design the Columbia Heights Streetscape and Civic Plaza. The design was completed in June 2008. Construction began in October 2008, with the Civic Plaza completed in September 2009, and the streetscape substantially completed in October 2010. Community participation during the Public Realm process included a Steering Committee, a Design Subcommittee and four interactive workshops. During the development of the streetscape and civic plaza design, community meetings were held at each phase (kick-off, 30%, 60%, 95%) for public review. Presentations to the local Advisory Neighborhood Commissions were also provided at each phase. The residents of Columbia Heights and their elected representatives have been committed to the improvements made and have been an invaluable part of the process providing government agencies with input and information for 13 years.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.

The project costs are as follows:

Columbia Heights Public Realm Plan - approximately \$250,000

Columbia Heights/Mount Pleasant Transportation Study - approximately \$200,000

Design cost - \$941,400

Construction - \$15,449,000

Public Art - \$200,000

Construction Management - \$2,360,000

Total Cost - \$19,400,400

The funding for the construction and construction management was obtained through the Federal Highway Administration Surface Transportation Program to the States and the DC Neighborhood Investment Fund. The funding for the Public Art component was funded by the DC Arts and Humanities Commission.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

The Columbia Heights Public Realm project has brought new life to an area of the city that had been in decline for many years and recently experienced significant private sector redevelopment. The project has been critical in creating a "place" amidst all of the new development. The project has provided a high-quality pedestrian environment to residents and visitors that allows them to utilize the new open spaces created in the heart of Columbia Heights for concerts, farmers market, meeting and people watching. In addition, the sidewalks in and around the redevelopment area have been widened to support the additional pedestrian traffic in the commercial area and increased residential population. The sidewalks were widened to clearly delineate zones for cafe tables and enhanced tree wells and stormwater run-off. The project encourages increased bike mobility with the inclusion of dedicated bike lanes, installation of numerous bike racks, as well as two new bike share stations within the project area.

The project was envisioned first and foremost for the residents of Columbia Heights, but as it has also attracted many visitors from other parts of the city and from Virginia and Maryland due to the increased number of meeting places that have opened as the public realm in Columbia Heights has changed. This project/process could be adapted for other urban settings, especially those areas undergoing inner city revitalization. In fact, DDOT has been asked to do similar projects in other parts of the city and to be successful the other projects will need a very strong commitment from all the stakeholders to succeed.

2011 RUDY BRUNER AWARD AWARD USE



AWARD USE

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Please separate this page from the rest of the application. Award Use should be submitted in a sealed envelope along with the application materials. It will not be used in judging entries or be seen by members of the Selection Committee.

Please describe how *Award* monies will be used to benefit the project. (The *Award* check will be made out to the Applicant unless otherwise specified.)

The creation of the Columbia Heights Civic Plaza through the streetscape project has created a new urban environment for residents and visitor to enjoy. One of the elements of this new space is a interactive fountain with public art mosaics that is enjoyed by all residents and visitors and especially children. This space is jointly maintained and operated by the District Department of Transportation and the Parks and Recreation Department. District agencies are committed to assign any award money for the programming, operation and maintenance of the fountain area and open space surrounding the plaza. The money will also be used to support the activities of the community marketplace that started operations this year in the Civic Plaza, before streetscape construction was completed.

** This statement should be signed by the applicant. Photocopies or facsimile copies of the statement with original signature is acceptable. Award Use statement should be submitted in a sealed envelope along with the application materials.

Karina Ricks, Associate Director

December 13, 2010

Name and Title

Date

2011
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE




COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name	William H. Jordan	Title	Commissioner ANC 1A 05
Organization	Advisory Neighborhood Commission	Telephone	(202) 413-7705
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Signature		Date	December 13, 2010
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1. How did you, or the organization you represent, become involved in this project? What role did you play?

In 2003, I was a member of the citizen's design subcommittee for the Columbia Heights Public Realm Framework and Streetscape Project. In 2008 I was elected Advisory Neighborhood Commission (ANC) Commissioner, representing a portion of the area that includes the streetscape project, and I was in office for the beginning of actual construction. As a member of the citizen's design subcommittee, I worked with 8 to 10 other subcommittee members, consultants, representatives from the city and the larger community to conceive, envision and facilitate the development of the Columbia Heights Public Realm Plan. As ANC Commissioner, I have been dedicated to ensuring that the City and developers followed through with the project. Today, I work with the Columbia Heights Community Market Place, which sponsors the farmer's and community market that operates in the Civic Plaza portion of the public realm.

2. From the community's point of view, what were the major issues concerning this project?

By 1999/2000, with Metro construction wrapping up and plans for community and economic development hitting full stride, public spaces in Columbia Heights were viewed with dread. So-called gentrification and neglect had bred an attitude of "Them and They". Public space was something to be fenced in, eliminated, torn up or built upon, places of contention. In 2003, when the District's Office of Planning began the Public Realm process, I became skeptically involved. After a wonderful start, grand visions, the concept of a kaleidoscope, and the coming together of City's most diverse community, the implementation of the plan was challenged and delayed by politics, bureaucracy and developer disinterest.

In the four years between preliminary designs and construction, many forgot about the plans for the streetscape and the plaza. Conversations around public spaces continued to evolve into discussions of crime. Those who did not forget worried about upkeep and traffic congestion. Some developers attempted to use political connections to opt out of the plan. It took the actions of community leaders, direct intervention of the Mayor and some angels in the bureaucracy to save the project. The streetscape improvements, which were intended to be implemented with the private sector redevelopment, were delayed so that construction followed the private redevelopment. Due to this delay, there were significant impacts including traffic congestion and construction dust, and coordination with retail owners was required to minimize construction-related impacts.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

3. Has this project made the community a better place to live or work? If so, how?

Finally, in 2009, the Civic Plaza and fountain opened. The children got the fountain right away. The first warm day the children began to run through the fountain, usually fully clothed, laughing, giggling, playing, jumping, spinning, screaming, even yelling and singing. Almost without prodding, adults began to form a ring of protection and community around the children. Soon the adults would be laughing, pointing, smiling, shaking heads and quietly whispering. Overtime, the young, the old, Black, White, Latino, Ethiopian, you name it, began to gather to casually form a community. Someone decided that if having fun is OK for the children, it's OK for the adults, and impromptu music and salsa dancing began happening in the plaza. Later, a community marketplace was organized and has attracted people from all over the neighborhood every Saturday morning. Today the Civic Plaza has become a destination for our community and beyond. People often comment about the plaza saying, "This is what community should look and be like." I feel a sense of pride having helped to create the public realm that has restored the sense of community in Columbia Heights.

4. Would you change anything about this project or the development process you went through?

There is probably little I would change about the process, maybe the struggle was just the sacrifice it takes to build this space.

2011
RUDY BRUNER AWARD
PUBLIC AGENCY
PERSPECTIVE



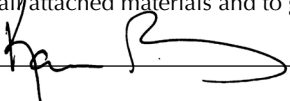
PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name	Karina Ricks	Title	Associate Director
Organization	Representing DDOT/DCOP/DCAH	Telephone	(202)
Address	2000 14th Street, NW	City/State/ZIP	Washington, DC 20009
Fax	(202) 671-2542	E-mail	karina.ricks@dc.gov

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1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

In 2003, DCOP, DDOT and the DC Commission on the Arts and Humanities (CAH) began their collaboration on the Public Realm Framework Plan. The collaboration continued through construction completion.

DCOP was responsible for the development of the Public Realm Framework Plan. DDOT took responsibility for the development of the Columbia Heights / Mt. Pleasant Transportation Study. CAH provided funding to add a public artist to the Public Realm design team headed by ZGF Architects. All three agencies required public participation - the Public Realm and Transportation studies were developed with significant public input, including a Steering Committee, Design Subcommittee and participatory public workshops. Community members were also involved with the selection of the public artist. Following the development of the Public Realm Plan, DCOP continued to implement the plan's recommendations through the Comprehensive Plan rewrite and economic development initiatives. DDOT became responsible for implementing the construction project and continued to coordinate with DCOP on proposed improvements. The CAH provided additional funding for the public artist's involvement and for the construction of the public art mosaics.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

The intent of this project was to provide quality public space that captured the unique character of Columbia Heights as a complement to the private and public development occurring in conjunction with the opening of the new Metro station. Although the plan took nearly six years to implement, the three-agency collaboration was very important in order to make the project successful. DCOP and DDOT worked jointly to ensure that the final design implemented the primary design goals and to increase pedestrian, bike and transit mobility while also accommodating cars. DCOP and DDOT were responsible for coordinating reviews with the community and other agencies, including DC Department of the Environment, WMATA, the Federal Highway Administration, the DC Redevelopment Authority and Councilmembers. DC Arts and Humanities was responsible for coordinating reviews with the Commission of Fine Arts.

The final built design did evolve from the Public Realm concept plan. Due to requirements from the Federal Highway Administration and DDOT maintenance requirement, the design of the roadway was required to be concrete and asphalt rather than unit pavers. However, the resulting design pushed the envelope on DDOT standards and maintains the intent of the original concept. The Commission of Fine Arts also played a significant role in the development of the public art mosaics - their input resulted in dedicating additional funding to increase the size of the mosaics.

3. Describe the project's impact on your city. Please be as specific as possible.

The redevelopment of Columbia Heights over the last 10 years has included:

- 57 development projects valued at \$950 million have been completed or under construction since 2001
- Over 3,300 residential units have been built over the last 8 years
- Approximately 33% of the units built at the Metro Station were affordable for household earning between 30-80% of AMI (total 600 units and 200 were affordable)
- 700,000 square feet of retail space
- More than 2,000 new permanent jobs
- Approximately - 1,770 construction jobs
- The Columbia Heights Metro Station serves over 17,000 riders a day

The Columbia Heights Public Realm Streetscape project has been transformative in the creation of public space that ties all the various elements together. The public realm has been identified by other neighborhoods in the District as an example for their respective physical environment enhancements.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

Columbia Heights would not exist today if there had been no public/private partnerships from the inception of the redevelopment continuing through the implementation of the Public Realm Plan. The Mayor's Office for Economic Development, Office of Planning, District Department of Transportation, developers, civic organizations and the residents were committed to a vision where the residents of the District of Columbia would regain a vibrant public space and provide shopping, entertainment and job opportunities within the neighborhood with easy access to all.

The significant amount of government controlled property provided the opportunity to more directly guide how redevelopment would occur. The transfer of government controlled properties to developers included affordable housing provisions. Additional funding also included: Tax Increment Financing for the DCUSA parking garage (\$45 + million), Loans for cultural components - the Dance Institute of Washington and Tivoli Square, and the redevelopment of the Bell Lincoln Multicultural School.

In terms of agency partnerships, it should be noted that the Public Realm Streetscape project has been the first project that DCOP, DDOT and the Arts and Humanities Commission have jointly planned and implemented.

5. What do you consider to be the most and least successful aspects of this project?

Columbia Heights was becoming a residential and commercial redevelopment success story before the streetscape project was completed. The Public Realm Streetscape and Civic Plaza have become the space for "community" to exist. Now, residents and businesses have taken ownership and responsibility for what happens in Columbia Heights and expect nothing but success from all partnerships with government and private entities.

One trade-off residents have had to make was a minor reduction in parking along some of the major corridors that had been used for commuter routes for years. Unlimited parking had been available for years to residents and non-residents of Columbia Heights, but with the creation of shopping and additional housing stock, there has been additional parking demand and additional traffic. DDOT has created special programs that would protect residential parking and move additional demand to a government subsidized garage in the DCUSA commercial development. Currently, residents and visitors understand that Columbia Heights is better experienced walking or by using transit and DDOT has been successful in reducing parking "headaches" for residents of the area.

Columbia Heights was intended to be a model for Transit Oriented Neighborhood Revitalization. It has achieved that goal and is considered a success.

2011
RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE



ARCHITECT OR DESIGNER PERSPECTIVE

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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

Name	Otto Condon	Title	Principal
Organization	ZGF Architects LLP	Telephone	(202) 380-3015
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1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

During the Public Realm Framework Plan process, the design program and concept was developed with input from the community. The overall concept of "Kaleidoscope" was selected during one of the first public workshops as representative of the Columbia Heights cultural and character. The major urban design concept was to ensure that the public realm was perceived from building face to building face, so the initial designs proposed a similar material for the sidewalk and the street to create one unified public realm. The Civic Plaza was perceived to be an urban plaza, in contrast to other District parks, so was designed as primarily hardscape. The interactive fountain was seen as significant program element as an opportunity to provide active play space for children during the hot summer months of DC, and a variety of seating in the Civic Plaza (granite benches and stepped lawn terraces) were included to encourage a variety of ways to experience the space. The photovoltaic "Trees" began as a concept for an architectural element and shading device to frame the plaza and vertically identify the neighborhood. The incorporation of photovoltaics, which are tied into a net meter with the fountain and LED lights, is intended to be a model project for the District and to reduce operating costs for the fountain. The pavers and ornamental trees, were selected to create a unique streetscape when compared to DC's historic neighborhoods. Jann Rosen-Queralt, the public artist on the team, utilized the "Kaleidoscope" theme in the development of the mosaics for the Civic and Metro plazas, by creatively incorporating ethnic fabrics of the community into the design. Jann also mentored community members in the design of 17 streetscape mosaics in an effort to further illustrate a physical manifestation of the design theme.

2. Describe the most important social and programmatic functions of the design.

The most important social and programmatic functions of the Civic Plaza include the interactive fountain, the integration of public art, and the design layout to create zones for everyday use, while also being flexible to accommodate larger gatherings, celebrations and the community market. The inclusion of custom PV-LED lighting addressed the desire for place-making, environmental stewardship and increased lighting for security.

The design of the Metro Plaza, with elements similar to the Civic Plaza, is intended to create a visual link for the core area while also providing space for people to meet as they arrive in Columbia Heights via transit.

The design of the sidewalks is intended to create adequate width for cafe zones, through pedestrian zones and furnishing zones. Continuous tree root zones with structural soil was utilized to promote a healthy tree canopy, and expanded tree wells assist with stormwater runoff.

The inclusion of neighborhood residents in the development of the streetscape mosaics was also a important to ensure that the improvements were "rooted" in the community.

ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

The final design for the Streetscape and Plazas did evolve, and become more simple, over the life of the project, but the design intent has remained intact.

The major challenges were the various delays, caused by funding issues and coordination with some of the developers.

Some of the private sector developers had acquired their properties from the DC government prior to the initiation of the Public Realm Plan and did not become fully engaged in the process. As a result, designs for areas within property setbacks had to be individually negotiated, which required significant time and additional meetings. In a few cases, this resulted in some compromises to the goal of creating a unified streetscape. It is interesting to note now however, that the same developers acknowledge that the streetscape and plaza improvements have been helpful in adding value to their property, especially during this economic downturn.

As a result of the delays, it was a necessity to continually communicate the design concept to changing community members and agency staff.

The project was originally intended to be funded with Tax Increment Financing as part of the DCUSA parking garage package. When that did not occur, DDOT sought funding from the Federal Highway Administration (FHWA) for the project, which necessitated a few trade-offs in the original design concept. The FHWA would not fund the use of permeable paving for the on-street parking or unit pavers in the intersection. The design was revised to incorporate the colored concrete radial rings, which were funded by the FHWA.

4. Describe the ways in which the design relates to its urban context.

The design process began when there was no urban context in the core area, but mostly vacant lots and some development schemes. The Public Realm Plan identified the framework for establishing an urbane core beyond what the private sector development would provide, while also helping to weave the disparate development projects together. In that sense, this project both successfully creates and relates to a revitalized urban context of the Columbia Heights neighborhood.

2011
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



OTHER PERSPECTIVE

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Name	Robert Schubert	Title	Marketplace Manager
Organization	Columbia Heights Community Marketplace	Telephone (202)	387-3729
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Signature	<i>Robert Schubert</i>	Date	December 13, 2010
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1. What role did you play in the development of this project?

Community leaders, residents and planners united for several weeks of intense direct planning in a community Charette project in 1997. This resulted in an organized plan and approach to the redevelopment of the commercial zone of the 14th Street NW corridor – design aesthetics, community services, large commercial investment, educational components, support of local business, public transport, encouragement of the local arts, establishing a thriving neighborhood core and green spaces. The Charette embodied many of these concepts to rebuild a community that had suffered blight in the wake of the 1968 riots. The original Charette plan became a valuable resource and guide for future development and public space design.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

The Columbia Heights redevelopment has created a thriving commercial zone replete with jobs, essential services and a renewed spirit of community. The population of the community has increased, the commercial zone is patronized by the entire city and Columbia Heights has become a destination for living, eating and entertainment. Development has spawned a thriving community – our Civic Plaza and the Saturday Columbia Heights Community Marketplace, led by its farmers market component, have allowed the community to unite in a relaxed, nutritious and exciting environment, one that is very different from the hustle and bustle of the commercial zone. Both areas are thriving simultaneously, and complementing one another with the experience residents have in each, their offerings and the general personality of each. Residents feel their community is an exciting crossroads of commerce again and that the Marketplace and Civic Plaza offer an area for everyone to come together for good food, culture, the arts and entertainment. This resurgence has recreated the identity of Columbia Heights. The Plaza provides the opportunity for the Columbia Heights Community Marketplace to be a key part of this.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

Recreating a community is not easy. Living through the complete resurgence of our neighborhood has been challenging to say the least. The biggest change people have had to adapt to is an altered urban landscape, the influx of new residents, and with this a much denser population. Fortunately, the changes have pushed the transition from an auto culture to more reliance on public transportation and walking. The recreation of essential neighborhood services and numerous other services has made this community transition much easier and, in the end, a wonderful reward.

Large commercial stores are anchoring a revitalized mixed-use landscape in the heart of Columbia Heights – the area in and around 14th, Irving, Kenyon and Park Road, NW. The center of business in Columbia Heights has become a local business for the community and a commercial resource for the rest of the city, accessible by public transport. Cars, traffic and parking are now issues in our community as they have never been before. We hope that more residents realize that they can take advantage of Zip Car, bike share and walking to accomplish their tasks in their own community. This would decrease their carbon footprints and allow them to live, shop and spend more relaxing time in their own community.

The Columbia Heights Community Marketplace at the Civic Plaza has been a key component of creating a place in the neighborhood for all people to unite and share their stories – a social crossroads. It is a grassroots movement of residents that has come together to support local agriculture and offer the community fresh and nutritious produce, exposure to the arts and a venue for social services.

4. What do you consider to be the the most and least successful aspects of this project?

The most successful result has been the resurgence of a self-sufficient community and the reestablishment of a thriving business zone.

However, the larger neighborhood area, outside of the core area, should feature more green space, given the density of the population here.

In my role as Manager of the Columbia Heights Community Marketplace, I hereby authorize the use and reproduction of this work.

DECEMBER 13, 2011

COLUMBIA HEIGHTS

PUBLIC REALM: STREETScape & CIVIC PLAZA



THE 2011 RUDY BRUNER AWARD
FOR URBAN EXCELLENCE

HISTORY

The Columbia Heights neighborhood, originally settled early 1900s, is home to the most diverse population in the District.

Columbia Heights developed along the 14th Street Streetcar line.

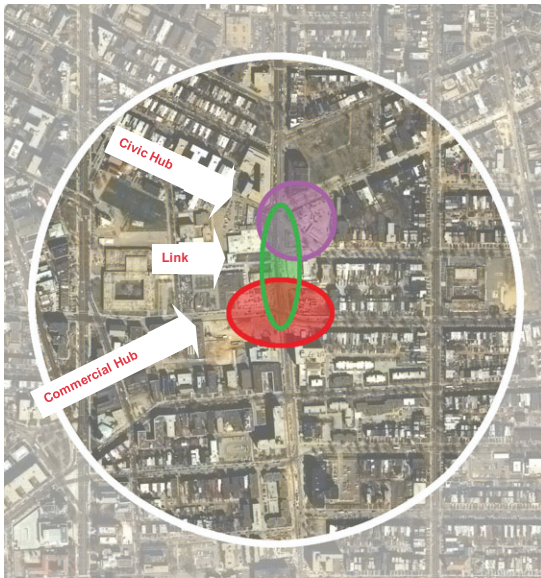


The commercial core along 14th Street was destroyed during the 1968 riots.



And remained vacant for 30 years.

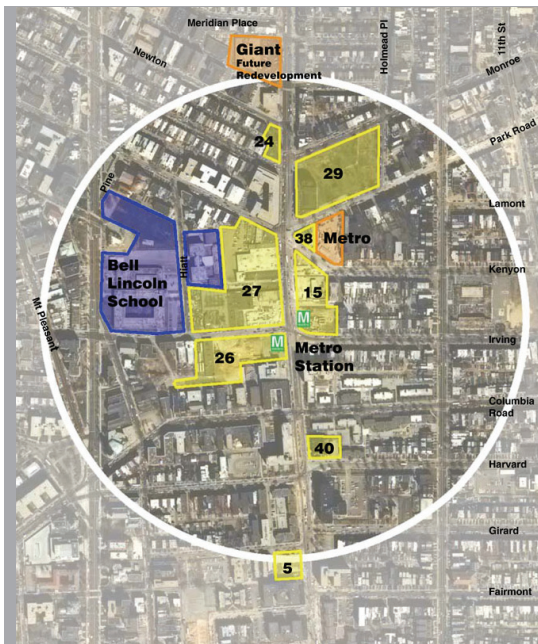




The concept diagram from the 1997 Community Charette, which was organized in anticipation of the opening of a new Metro station.



Columbia Heights is located in Ward 1 of the District, two miles north of the White House. The population in 2000 was 50% African American, 20% White and 30% Hispanic.



The parcels in yellow identify the vacant property owned by the District.

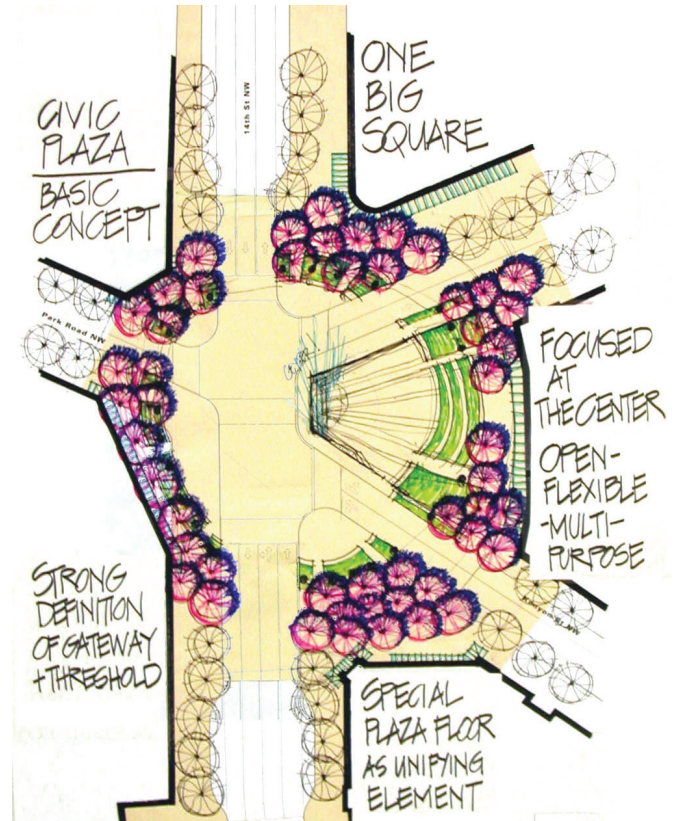


View of 14th Street looking toward the Civic Plaza location in 2003.

**PLANNING
& DESIGN**

The Concept Design began with the DC Office of Planning's Public Realm Framework Plan (below) and developed through the District Department of Transportation's Streetscape Project (right).

Participatory workshops provided neighborhood residents the opportunity to be involved with the design.



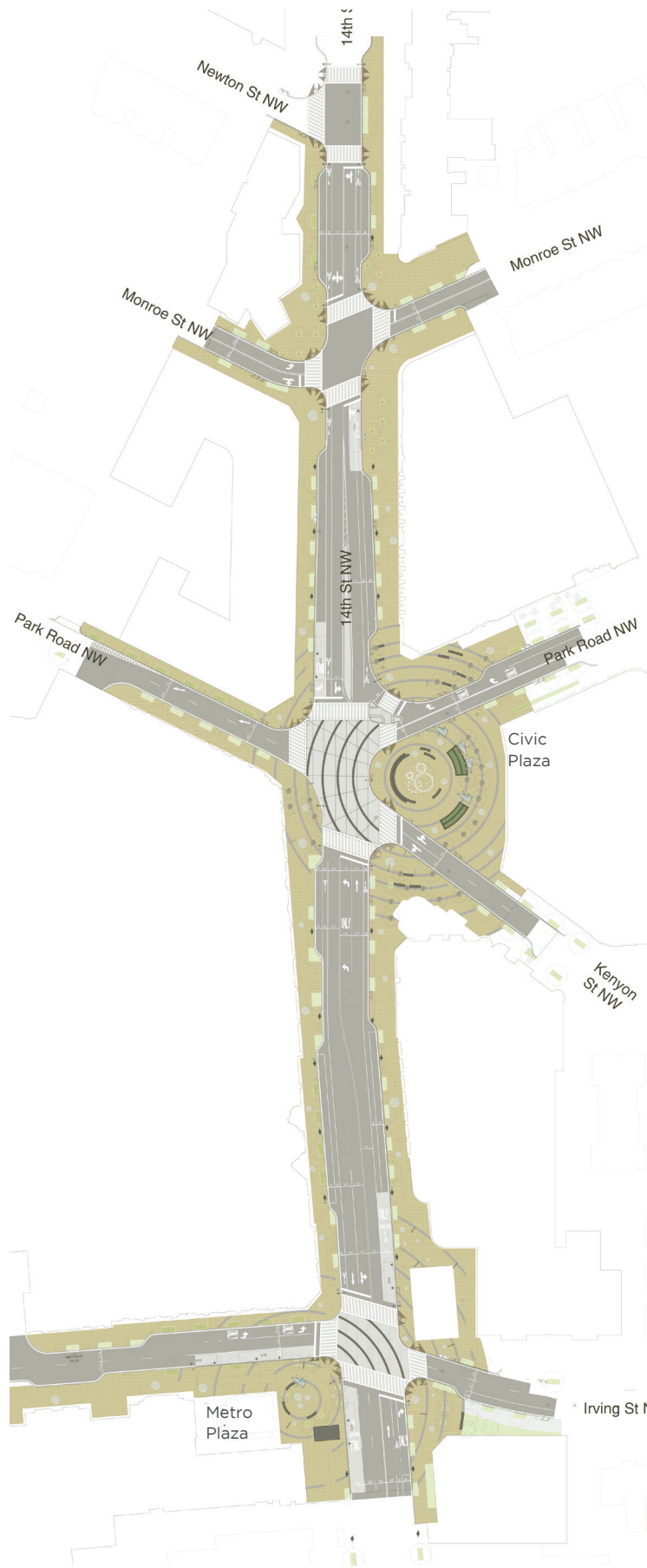
Preliminary Plaza Concept



Workshop Summary Illustration



Approved Concept Plan for Civic Plaza



Illustrative Streetscape and Plaza Plan



The Civic Plaza was designed for a variety of daytime users,



as well as in the evening.



The Plazas include custom PV and LED light sculptures.



The fountain and streetscape integrate public art mosaics.

BUILT
PROJECT



View looking north toward Civic Plaza and the Tivoli Square.



Aerial view of the Civic Plaza



The Civic Plaza interactive fountain



The Metro Plaza



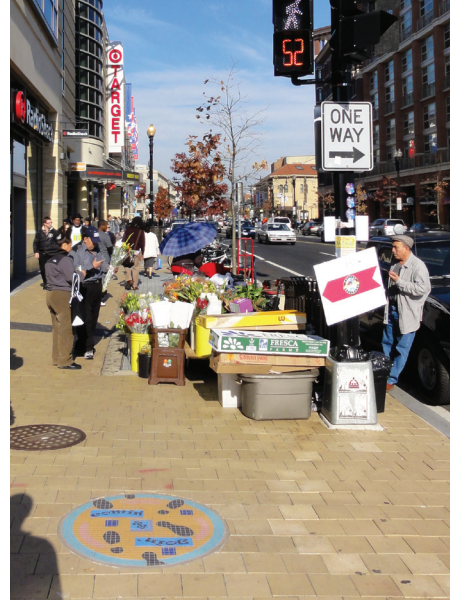
The Metro Plaza



The Plaza is a place for inpromptu salsa dances



A place to hang out and read



The streetscape is designed to accommodate the informal economy,



A place to people watch in the evening



and educate with cultural heritage signage.



The Civic Plaza was completed before the Streetscape and was quickly adopted by the community for a variety of performances,



for the community marketplace,



and for high school band practice.



DECEMBER 13, 2011

COLUMBIA HEIGHTS

THE 2011 RUDY BRUNER AWARD FOR URBAN EXCELLENCE