

## **Rosslyn Process Panel (RPP) Meeting #17, Summary**

**February 4, 2014; 7:00-9:30 pm**

**2100 Clarendon Blvd., 7<sup>th</sup> Floor, Conference Room 710-A**

**Panel Members in Attendance:** Brian Harner, Bill Gearhart, Tim Helmig, Paul Holland, Stan Karson, Andy VanHorn, Katie Elmore

**Staff in Attendance:** Kellie Brown, Kelly Cornell, Anthony Fusarelli, Matt Ladd, Scott McPartlin, (Ben Carlson)

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### **1. Welcome/Opening Remarks**

### **2. Schedule Updates / Process / Next Steps**

- Group will be queried on a preferred meeting date in mid-March;
- Need to develop further details about schedule over the course of the year;
- Need for Rosslyn Sector Plan Update table of contents/outline;
- Going forward, project team will work to develop detailed sample agendas for the meetings in May, June and July;
- Should consider building in a public comment opportunity before the June 25 meeting - maybe a Process Panel meeting that allows for public speakers to see where the community is at;

### **3. Framing the Review of the Plan Framework**

### **4. Overview and Plan Foundations**

- Overview text on page 6 (about this document) can do a better job of emphasizing the role of the Big Ideas and the vision in the overall plan framework – to give it more punch;
- Suggest replacing the image on page 0 with a rendering of existing skyline with 1812 North Moore and Central Place included (as approved projects);
- Maybe consider how renderings/photos of other key items/places can be presented and leveraged throughout the document (e.g. Rosslyn Gateway, 18<sup>th</sup> Street, 1401 Wilson Blvd, Boathouse, etc.)
- Likelihood of Change map on page 3 is uninspiring; consider replacing this with a site analysis diagram (or diagrams) that begin to tell the story and get people excited about the potential for future change – combined with the exciting headline of “Look how much change can happen”; Consider removing Likelihood of map change from Framework, but hold on to it for use in the complete Sector Plan;
- Site analysis diagrams can be combined with photos to tell the story about analysis and opportunities;
- Clarify that we are talking about parcels to undergo redevelopment over the next 20 years;
- Throughout, need to consider how renderings can show people, through a mix of ground level and bird’s eye view renderings.

### **5. The Rosslyn Vision / Some Bold Ideas for Rosslyn**

- Page 6 could have a better narrative introduction; it should be bold and exciting, it should draw the reader in. We don’t need to introduce the vision statement – it should be self evident; This intro is a great opportunity to tee up the bold ideas;
- Restructure the Rosslyn Vision and Some Bold Ideas for Rosslyn Sections as follows:
  - Combine these two sections
  - Include a 2 page spread for each principle (and sub bullets), that would include the pertinent bold idea, expressed through streamlined text, and watercolor renderings, possibly vignettes as well;

- After the sequence of 6 spreads on each principle, find a way to tie together all 6 principles at the end, thereby integrating bold ideas and vision principles all as one sequence;
- Therefore, dissolve principles on page 7 into the spreads that would follow;
- The creative writing stories can work, if made shorter and put more in 3<sup>rd</sup> person or use a real person; should avoid making up fictitious people;
- “A Bold Vision for Rosslyn” instead of “Some Bold Ideas for Rosslyn”

***Rosslyn as one of the region’s premier transit hubs***

- Need to consider the focus here – the rendering seems to speak to walkable and complete streets; seems like it should speak more to connections between modes, and to transit especially;
- Should show how we emphasize what we have now – play up Rosslyn’s strengths;
- Creative story and principle spread should speak of transit from human experience;
- Consider using a cross-section in some way to express this concept;
- Captions for rendering on page 10 are great; just need to find a way to visually convey the big idea – maybe there are multiple exhibits/images to do this;
- Should talk more about the potential of Rosslyn as an integral part of the region’s transit system, including potential for a new, second Potomac crossing;
- There is some interest for a bolder vision around transit as part of this plan
- Transit vignettes need better images; ideally images would be about showing connections between modes;

***Rosslyn as Arlington’s World-Class Downtown***

- p. 11: for this scene/image, it would be better to be looking back at the Rosslyn skyline – a vision of how it can be better than it is today;
- A view looking back at the Rosslyn skyline can also speak to the inclusion of more residential buildings in the overall mix;
- Need stronger points to reinforce what will make Rosslyn a world class downtown – observation deck views, other private rooftop views; great amenities for workers and residents; 24/7 activity, etc.
- Consider other sub-bullets from this vision principle that are more appropriate to the bold idea.
- Does it make sense to consider an idea of “integrating developed Rosslyn with its landscape”?
- This story wasn’t particularly exciting – maybe we don’t include stories for all bold ideas...and when we include stories, we should tell them in more 3<sup>rd</sup> person format (a resident, a worker, a visitor, etc.)

***18<sup>th</sup> Street Corridor***

- Perhaps the view or scene of 18<sup>th</sup> Street can be zoomed in more on the 18<sup>th</sup> Street corridor, maintain a view to the east, so that Metro entrance can be in mid to foreground, and river/island/DC can be in background;
- To convey a more clear sense of what 18<sup>th</sup> Street can be, perhaps the scene can focus on a block or two to show what’s happening in greater detail, such as retail and a new Metro entrance;
- This perspective can help showcase “the promenade to the esplanade”
- Spread should include bullets that speak to some of the desired connections: to other neighborhood open spaces, such as Wilson School /Rosslyn Highlands Park, for example;

***Rosslyn – a cohesive and compatible community***

- Need a new headline for the bold idea, something other than “cohesive and compatible community”;
- For this idea, showing/telling how the neighborhood is going to relate is important;
- Need to communicate the concept of the RCRD as part of a larger community, and the surrounding housing is a big part of that; perhaps ground level views of diverse housing types can support the notion

of community as a place to live work and play (include pictures of some of newer residential that's opened up, Sedona/Slate, etc.) ;

- Maybe play off the goal for the RCRD to seem like it belongs to, and can be the heart of the community; it can have density and yet scale and transition that works well with surroundings;
- Seems like a big idea here is the concept of diversifying land use in the RCRD with a big increase in residential;
- Should we discuss a specific goal for housing – such as tripling the RCRD population?

***Rosslyn – reconnecting with the river***

- p 14: This item is addressed really well; the story reads well and the captions are on point;
- The view shown is good, but it would be better to get up a little higher to show more of the river and the bridge over to TR Island; can include the boathouse; people on paddle boards; more focus on the esplanade instead of the architecture;

***Rosslyn – as a vibrant place...***

- Since portions of Corridor of Light are currently being revisited, the image probably should depict them as currently shown on page 15;
- For this concept, the vignette images could focus on concepts of live-work-play-shop;
- What is it that will make Rosslyn vibrant? Is there a role of the innovation economy to focus on? What about Millennials? Perhaps terminology here should include what will appeal to these demographics;
- This idea could be natural fit for nighttime rendering – to convey 18/7 concept;
- Maybe the concept is about a mix of activities and amenities – consider the observation deck, Artisphere, arts and innovation, start-ups, business incubators; etc.
- Potential role of social leagues, the creative class, etc.
- Perhaps the rendering could focus on intersection of 18<sup>th</sup> and Lynn; maybe it captures an event that brings a lot of people together (but not a farmers market!)
- Need to consider for the workforce, what will draw workers in and keep them to stick around – Rosslyn can offer transit, access, views, values – but right now Rosslyn is missing retail, the amenities;
- Overall, we should consider whether we need all 6 principles to each have a bold idea;

**6.-9. Policy Directives across Four Topic Areas**

- These items were not addressed in this meetings

**10. Next Steps**

- At next meeting, project team will present updated thinking on sketches of the scenes the watercolors might address;
- Will also include draft outline/table of contents of Sector Plan Update document at that meeting;

**11. Adjourn**