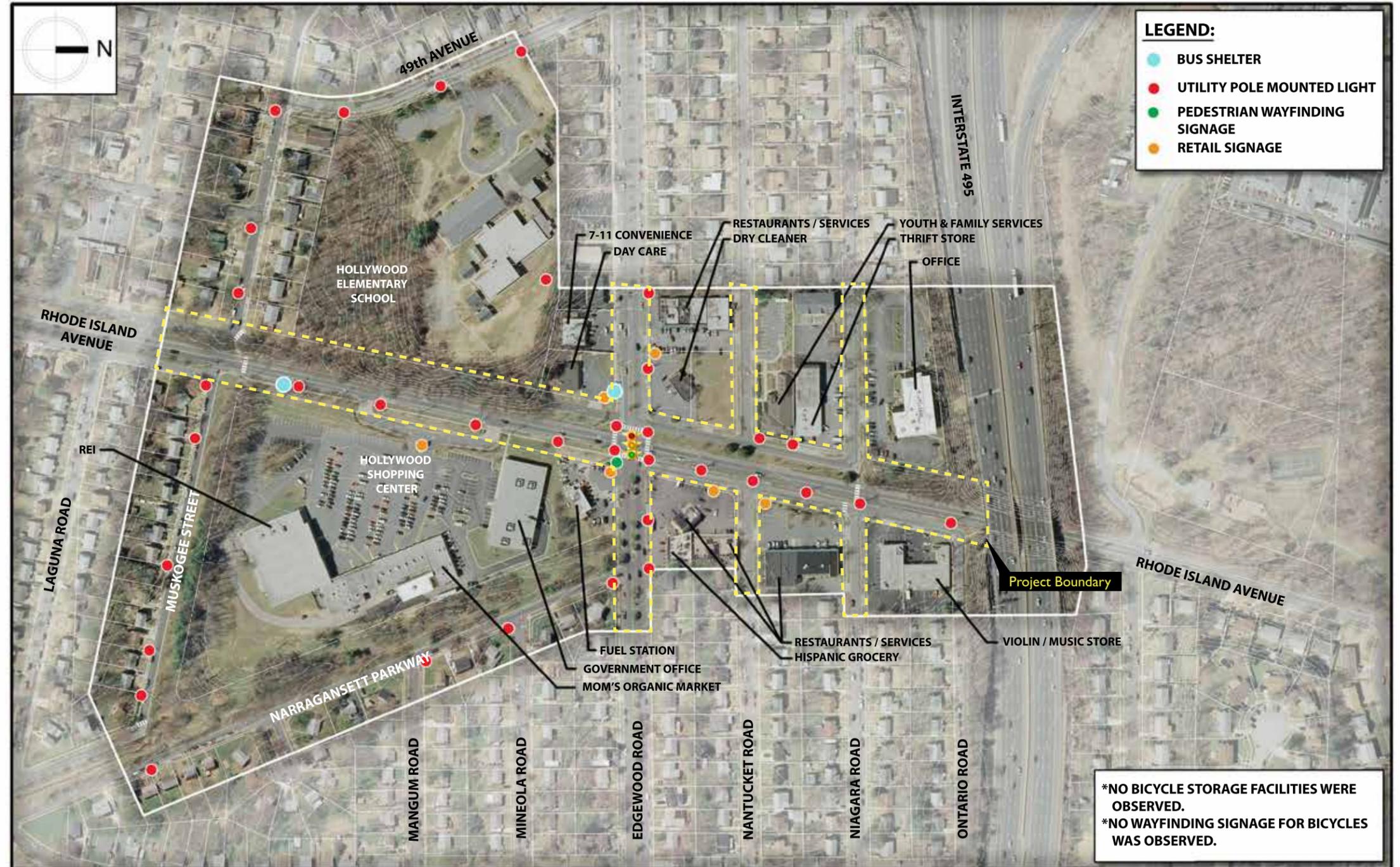




## HOLLYWOOD COMMERCIAL STREETSCAPE

# EXISTING CONDITIONS REPORT

- EXISTING LAND USE
- ZONING
- DEMOGRAPHICS
- ENVIRONMENTAL OVERLAY  
GREEN SPACE  
STREET TREES  
STORMWATER
- VEHICULAR CIRCULATION
- PEDESTRIAN, BICYCLE, AND  
TRANSIT ACCESS



## HOLLYWOOD COMMERCIAL DISTRICT: EXISTING CONDITIONS INVENTORY

# COMMUNITY ASSETS

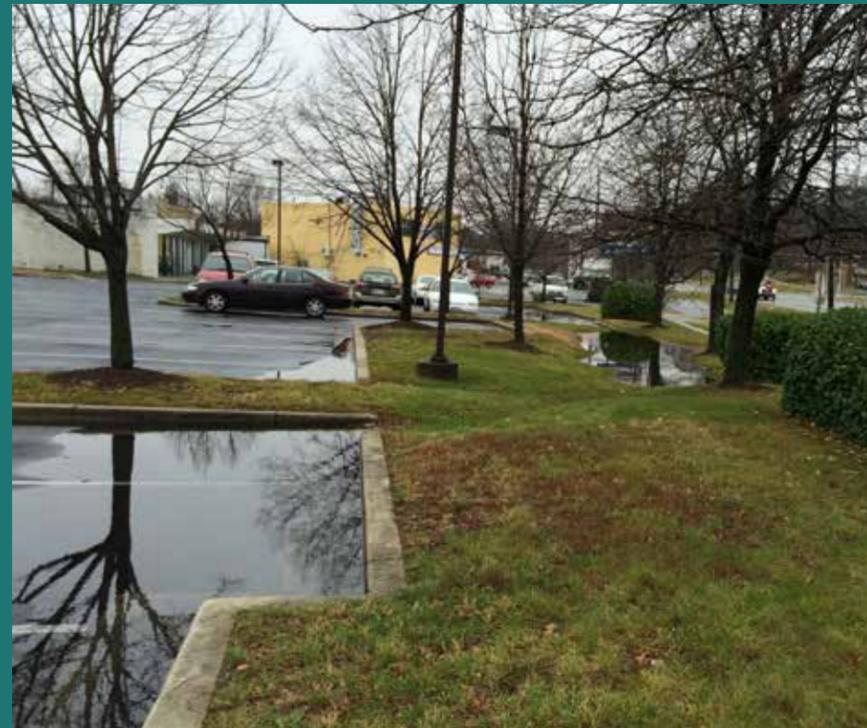
- STABLE COMMUNITY OF OWNER OCCUPIED HOUSES
- FARMER'S MARKET
- GREENBELT METRO - 10 MIN.WALK
- BICYCLE LANES
- SMALL PARKS AND OPEN SPACE
- PEDESTRIAN CONNECTION TO THE HOLLYWOOD ELEMENTARY SCHOOL



HOLLYWOOD COMMERCIAL DISTRICT: COMMUNITY ASSETS

# COMMUNITY CHALLENGES

- DIFFICULT PEDESTRIAN INFRASTRUCTURE GAPS IN SIDEWALK NETWORK
- SIGNALS NOT FUNCTIONING PROPERLY
- OVERHEAD ELECTRIC LINES
- STORMWATER ISSUES
- LACK OF SEATING OR PUBLIC GATHERING AREAS
- SURFACE PARKING LOTS FRONTING RHODE ISLAND AVENUE
- ZONING LIMITS AREA TO COMMERCIAL USE
- UNDERUTILIZED SERVICE ROADS



Drainage problems that deter customers, near 9935 Rhode Island Avenue.



Service roads: underutilized space, looking south on the west side Rhode Island Avenue.



Inconsistent commercial signage, on Edgewood Road near the intersection with Rhode Island Avenue.



Narrow sidewalk along Rhode Island Avenue,

## GOALS OF STUDY

- Visually unify streetscapes.
- Strengthen connections between the commercial district, adjacent residential neighborhoods, green space, and transportation nodes.
- Provide a streetscape that is comfortable and safe for pedestrian and bicyclists of all ages.
- Create environment that attracts retail uses and strengthens existing businesses.
- Recommend design improvements that enhance and create value for the Hollywood Commercial District.
- Improve the environmental and public health of the Commercial District.



WILSON STREET - BATAVIA, ILLINOIS

## HOLLYWOOD COMMERCIAL DISTRICT: GOALS OF STUDY

## SUITABILITY FOR REVITALIZATION

- DC VIBRANT RETAIL TOOLKIT

NEIGHBORHOOD GOODS AND SERVICES:  
SUITABLE MARKET

FOOD AND BEVERAGE: MODEST MARKET

GENERAL MERCHANDISE, APPAREL,  
FURNISHINGS: MODEST MARKET



# dc vibrant retail streets toolkit



presented to:  
DC OFFICE OF PLANNING

presented by:  
**streetsense.**

HOLLYWOOD COMMERCIAL DISTRICT: STREETSCAPE TOOLKIT



## HOLLYWOOD COMMERCIAL STREETScape: THEMES AND OVERLAYS



THEMES AND OVERLAYS: ECODISTRICTS

## ECODISTRICT:

A comprehensive strategy to accelerate sustainable development at the neighborhood scale by integrating building and infrastructure projects with community and individual action.

They are an important scale to accelerate sustainability – small enough to innovate quickly and big enough to have a meaningful impact.

### WHY THE ECODISTRICTS APPROACH MATTERS

- **For Municipalities:** Supports a neighborhood sustainability assessment and investment strategy to help meet broader sustainability policy and economic development goals. EcoDistricts put demonstration projects on the ground, save local money and resources, and stimulate new business development.
- **For Utilities:** Creates a model for integrated infrastructure planning to guide the development of more cost-effective and resilient green infrastructure investments over time. EcoDistricts also provide a mechanism for scaling conservation and demand-side management goals by aggregating district-wide projects.
- **For Developers and Property Owners:** Creates a mechanism to reduce development and operating costs by linking individual building investments to neighborhood infrastructure.
- **For Businesses:** Provides a platform to deliver district-scale infrastructure and building products and services to market.
- **For Neighbors:** Provides a tangible way to get involved in improving and enhancing the neighborhood's economic vitality and sustainability, as well as a new form of organization.



## ECODISTRICTS STRATEGIES

EcoDistrict strategies can take many forms, depending on the unique characteristics of a neighborhood and a community's priorities. Examples of potential strategies include:

- Smart grid
- District energy and water management
- Bike sharing
- Rainwater harvesting
- Green streets
- Zero waste programs
- District composting
- Waste to energy
- Safe routes to schools
- Tree planting campaigns
- Transportation demand management
- Car sharing
- Bike lanes
- Sidewalk improvements
- Urban agriculture
- Public art
- Green maps
- Multi-modal transit

# Ecodistrict Performance Areas

1. Equitable Development
2. Health and Well being
3. Community Identity
4. Access and Mobility
5. Energy
6. Water
7. Habitat and Ecosystem Function
8. Materials Management



THEMES AND OVERLAYS: WELLNESS

# Why Wellness?

Physical Infrastructure Exists

Retail Infrastructure Exists in the shopping center

Opportunity to teach children to choose a wellness lifestyle

Potential for creating a culture of wellness within the Hollywood Commercial District



THEMES AND OVERLAYS: WELLNESS

## PERSONAL WELLNESS:

- Wellness is an active process of becoming aware of and making choices toward a healthy and fulfilling life.
- "...a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity." - *The World Health Organization*.
- **"a conscious, self-directed and evolving process of achieving full potential."** - *The National Wellness Institute*
- Wellness is more than being free from illness, it is a dynamic process of change and growth.

## ENVIRONMENTAL WELLNESS:

- Comprehensive Stormwater Management
- Diverse native plantings
- Street Trees
- Lawn Reduction
- Night Sky Light Fixtures
- Material Selection



THEMES AND OVERLAYS: ACTIVE DESIGN

# CENTER FOR ACTIVE DESIGN

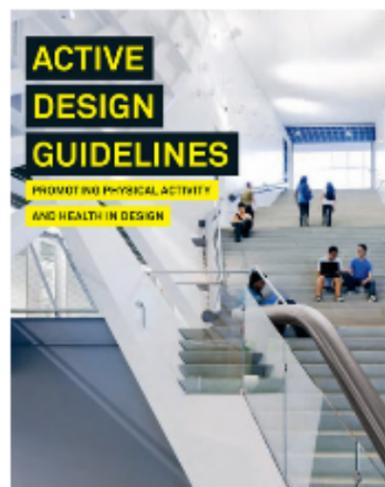
PROMOTING HEALTH THROUGH DESIGN


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[CONTACT US](#)
[+ SHARE THIS](#)

## RESOURCES

[Active Design Guidelines](#)
[Active Design: Guide for Community Groups](#)
[Active Design Supplement: Promoting Safety](#)
[Active Design Supplement: Affordable Designs for Affordable Housing](#)
[Active Design Supplement: Shaping the Sidewalk Experience](#)
[Organizational Policies](#)
[FitCity 9](#)
['FitNation' Exhibition](#)
[LEED](#)
[FAQs](#)

## Resources



The Active Design Guidelines



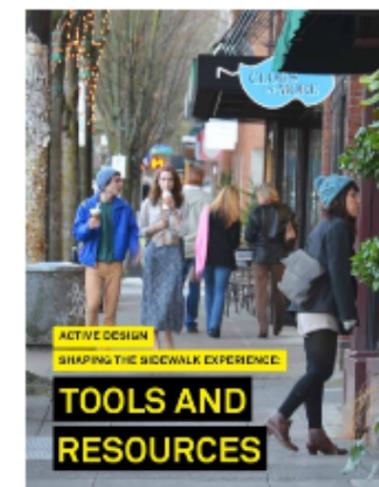
Promoting Safety



Affordable Designs for Affordable Housing



Shaping the Sidewalk Experience, Part 1



Shaping the Sidewalk Experience, Part 2



## HOLLYWOOD COMMERCIAL STREETScape: DESIGN PRECEDENTS



AUSTIN, TX



BALTIMORE, MD



KERNERSVILLE, NC



## DESIGN PRECEDENTS: BUS SHELTERS



DESIGN PRECEDENTS: SITE FURNISHINGS & SIDEWALKS



## DESIGN PRECEDENTS: LIGHT FIXTURES



ROCHESTER, NY

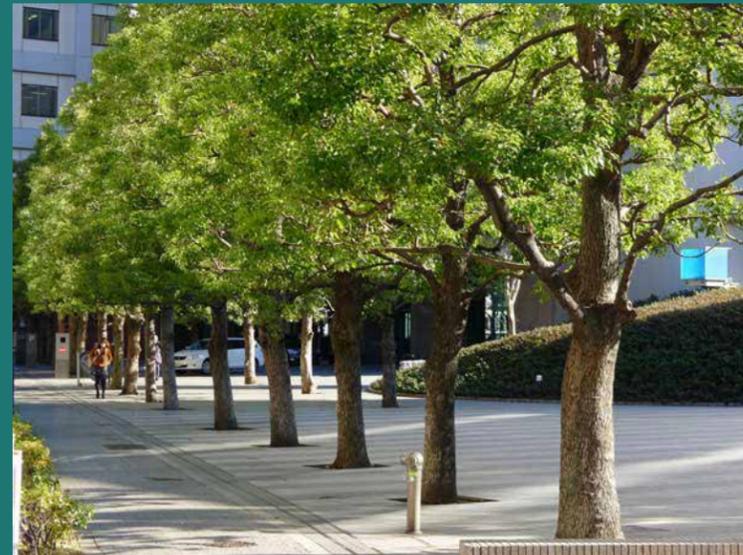


RENDERING  
MONTCLAIR, NJ

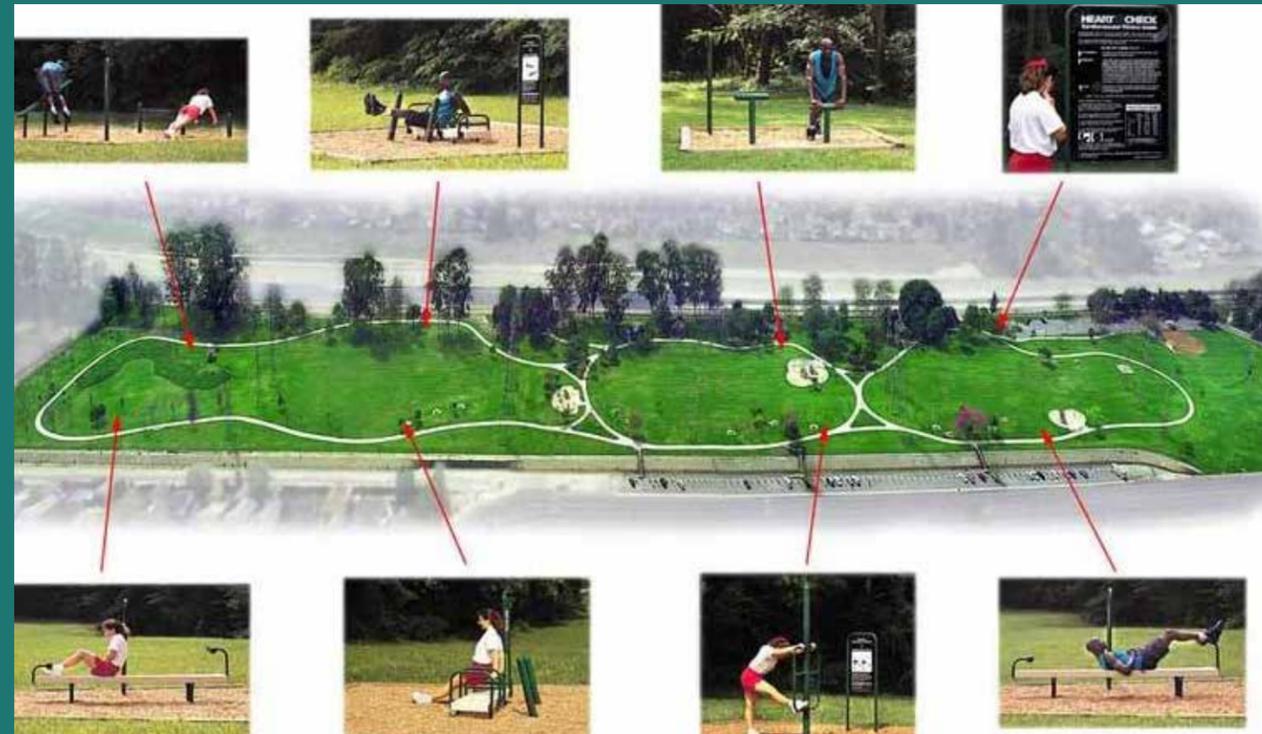
ATHENS, GA



## DESIGN PRECEDENTS: CROSSWALKS



## DESIGN PRECEDENTS: STREET TREES



BUFFALO, NY

## DESIGN PRECEDENTS: WELLNESS CIRCUIT



ABINGDON, VA



SEATTLE, WA



PORTLAND, OR

## DESIGN PRECEDENTS: ENVIRONMENTAL SITE DESIGN FOR STORMWATER MANAGEMENT



LYON, FRANCE



INDIANPOLIS, IN



MADISON, WI

## DESIGN PRECEDENTS: SHARED PEDESTRIAN / BICYCLEWAY



PHILADELPHIA, PA



MELBOURNE, AU

PHILADELPHIA, PA



BORDEAUX, FRANCE

## DESIGN PRECEDENTS: POP UP PARKS



GATEWAY DC  
ANACOSTIA, WASHINGTON DC

## DESIGN PRECEDENTS: PROGRAMMED SPACES

DROYLSDEN, GREAT BRITAIN



OKLAHOMA CITY, OK

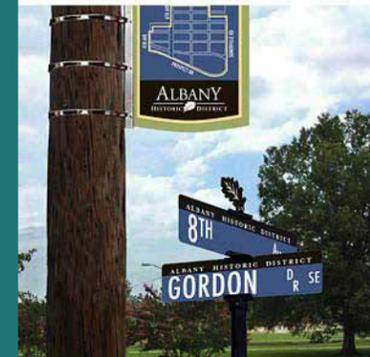
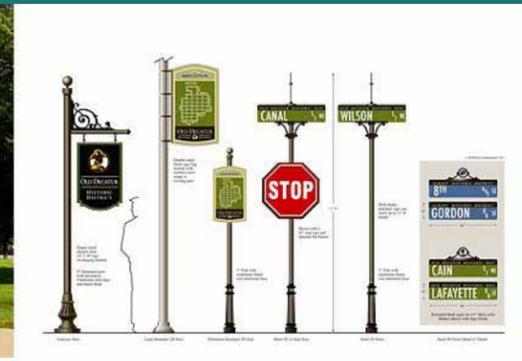


CINCINNATI, OH



ROCHESTER, NY

## DESIGN PRECEDENTS: GATEWAY SIGNAGE



## DESIGN PRECEDENTS: WAYFINDING SIGNAGE



DESIGN PRECEDENTS: MINI-CIRCLE



## HOLLYWOOD COMMERCIAL STREETSCAPE: TRANSPORTATION



## TRANSPORTATION: BICYCLE BOULEVARD NETWORK



## TRANSPORTATION: BICYCLE BOULEVARD



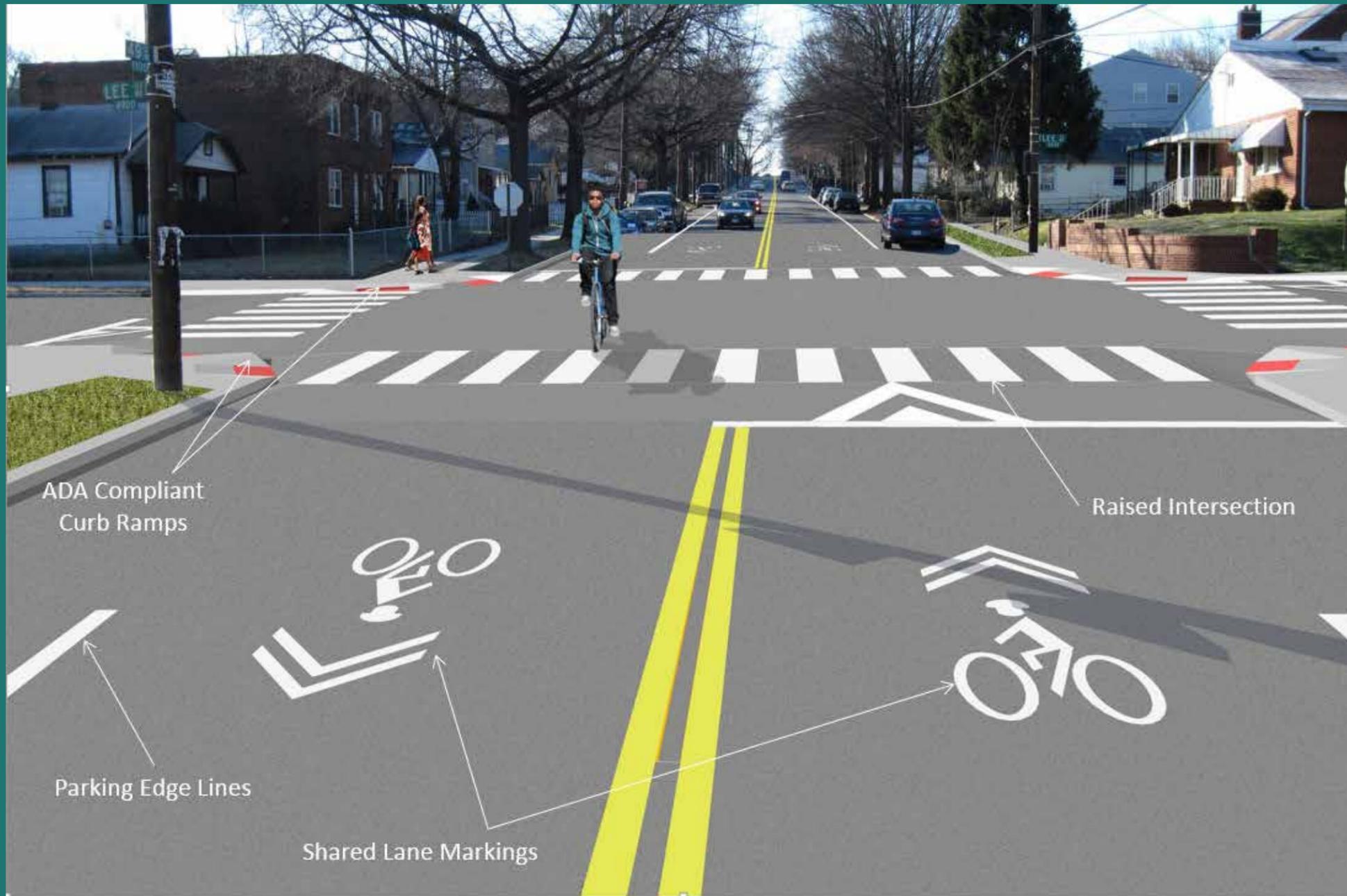
TRANSPORTATION: NASH STREET NE TODAY



## TRANSPORTATION: NASH STREET NE PROPOSED



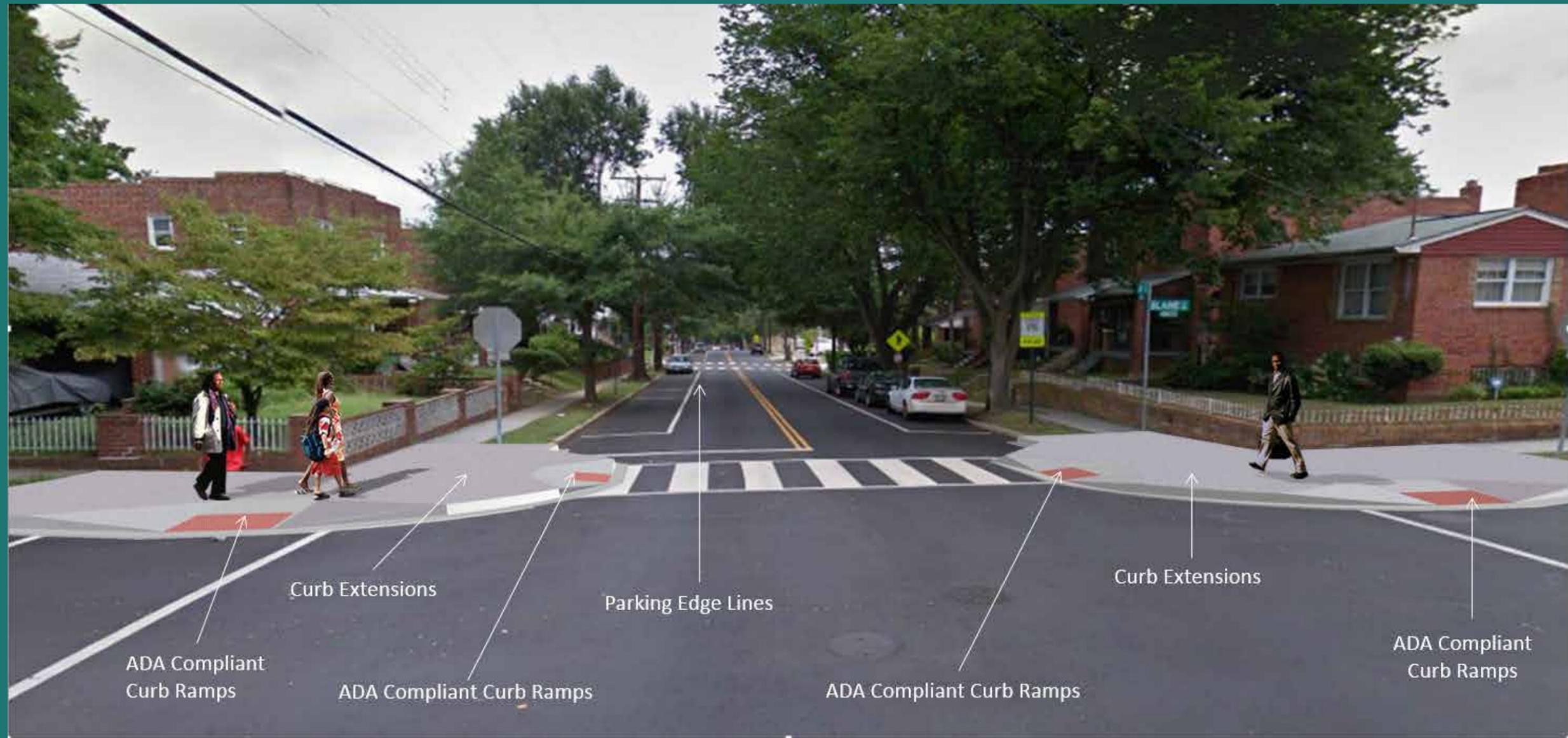
TRANSPORTATION: LEE STREET NE TODAY



## TRANSPORTATION: LEE STREET NE PROPOSED



TRANSPORTATION: BLAINE STREET NE TODAY



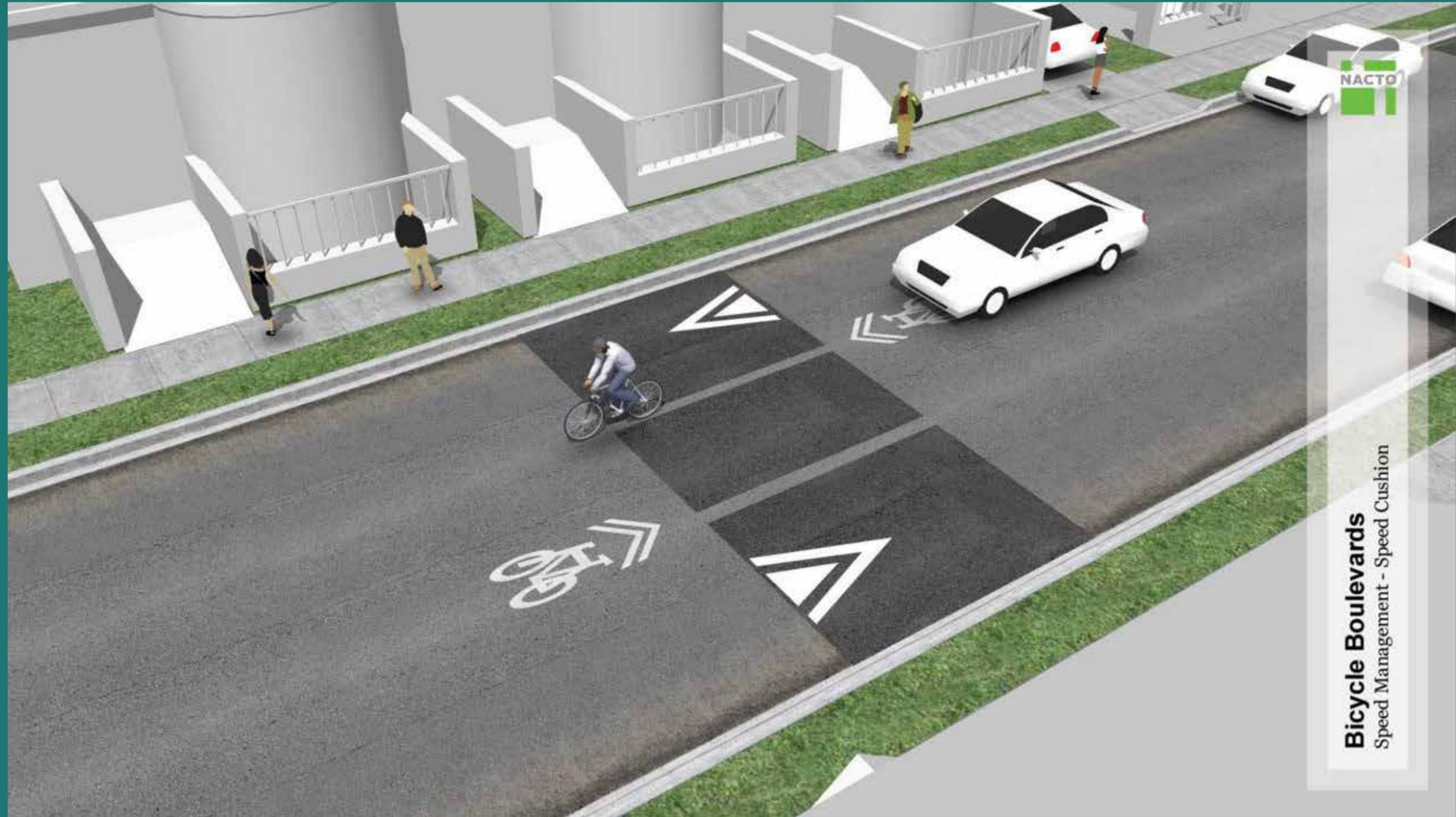
## TRANSPORTATION: BLAINE STREET NE PROPOSED



## TRANSPORTATION: SIGNING & MARKINGS



## TRANSPORTATION: SPEED MANAGEMENT



**Bicycle Boulevards**  
Speed Management - Speed Cushion

## TRANSPORTATION: SPEED MANAGEMENT

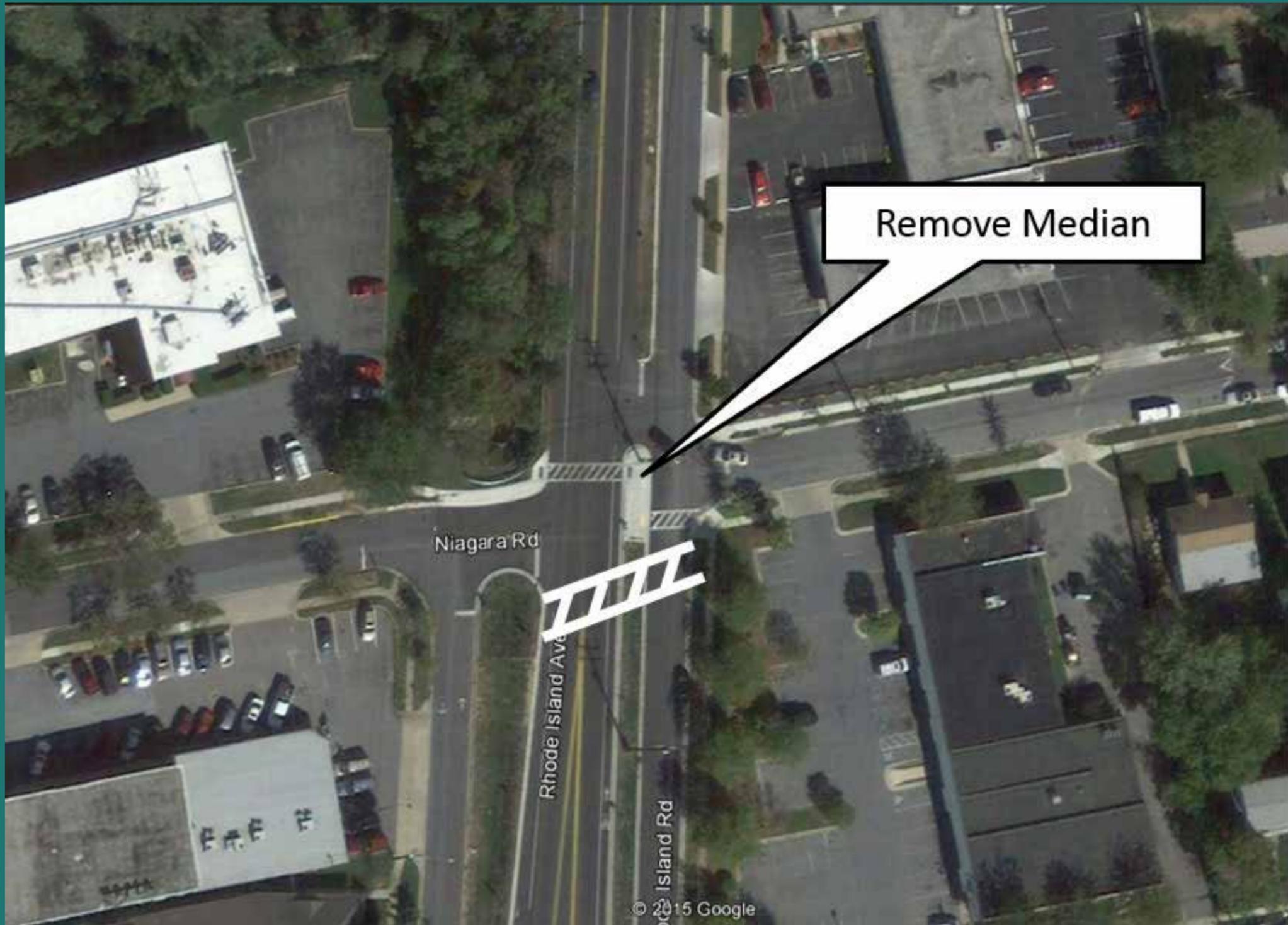


**Bicycle Boulevards**  
Speed Management - Mini Traffic Circle

## TRANSPORTATION: SPEED MANAGEMENT



## TRANSPORTATION: SPEED MANAGEMENT



## TRANSPORTATION: NIAGARA ROAD



TRANSPORTATION: NARRAGANSETT PARKWAY RAISED CROSSWALK



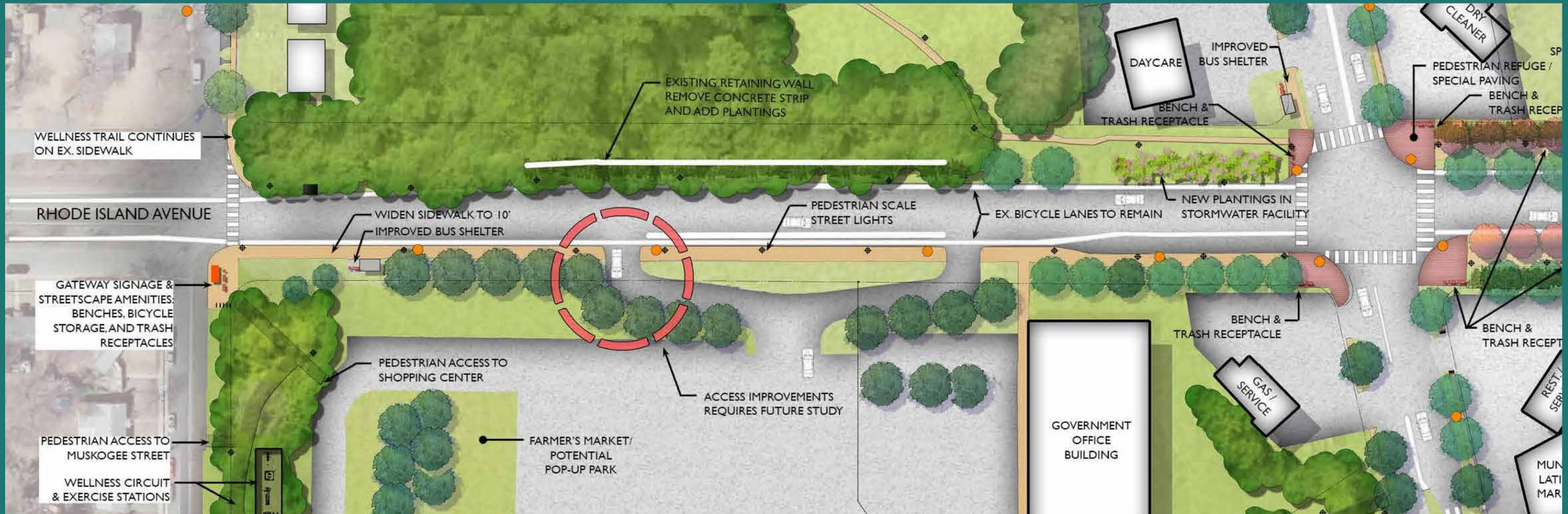
TRANSPORTATION: NARRAGANSETT PARKWAY MINI CIRCLE



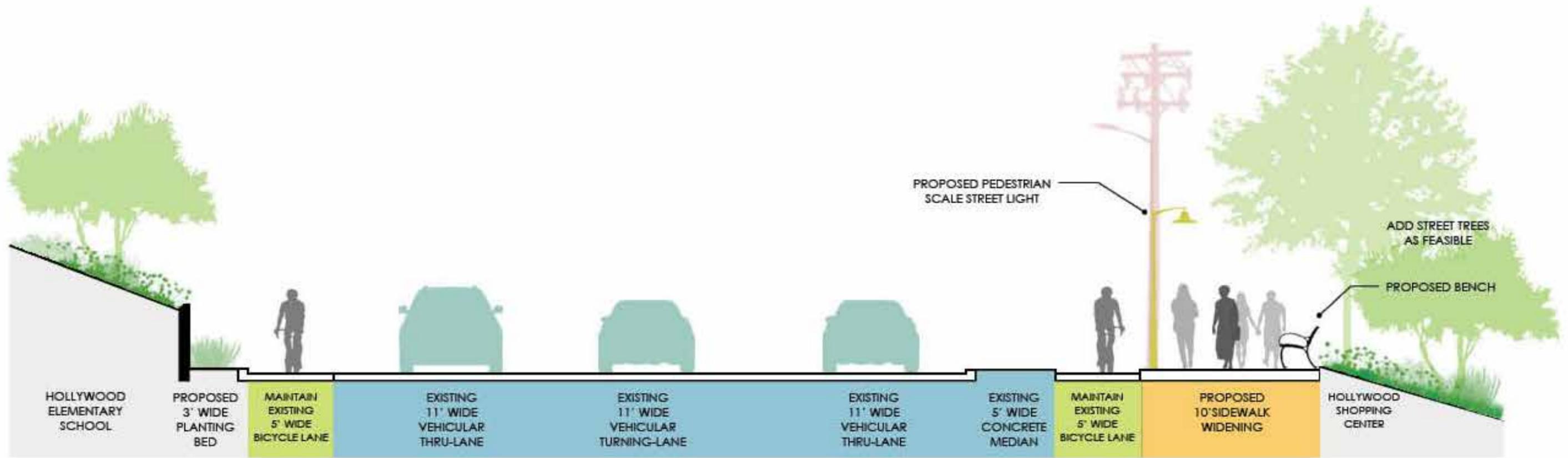
## HOLLYWOOD COMMERCIAL STREETScape: CONCEPT RECOMMENDATIONS



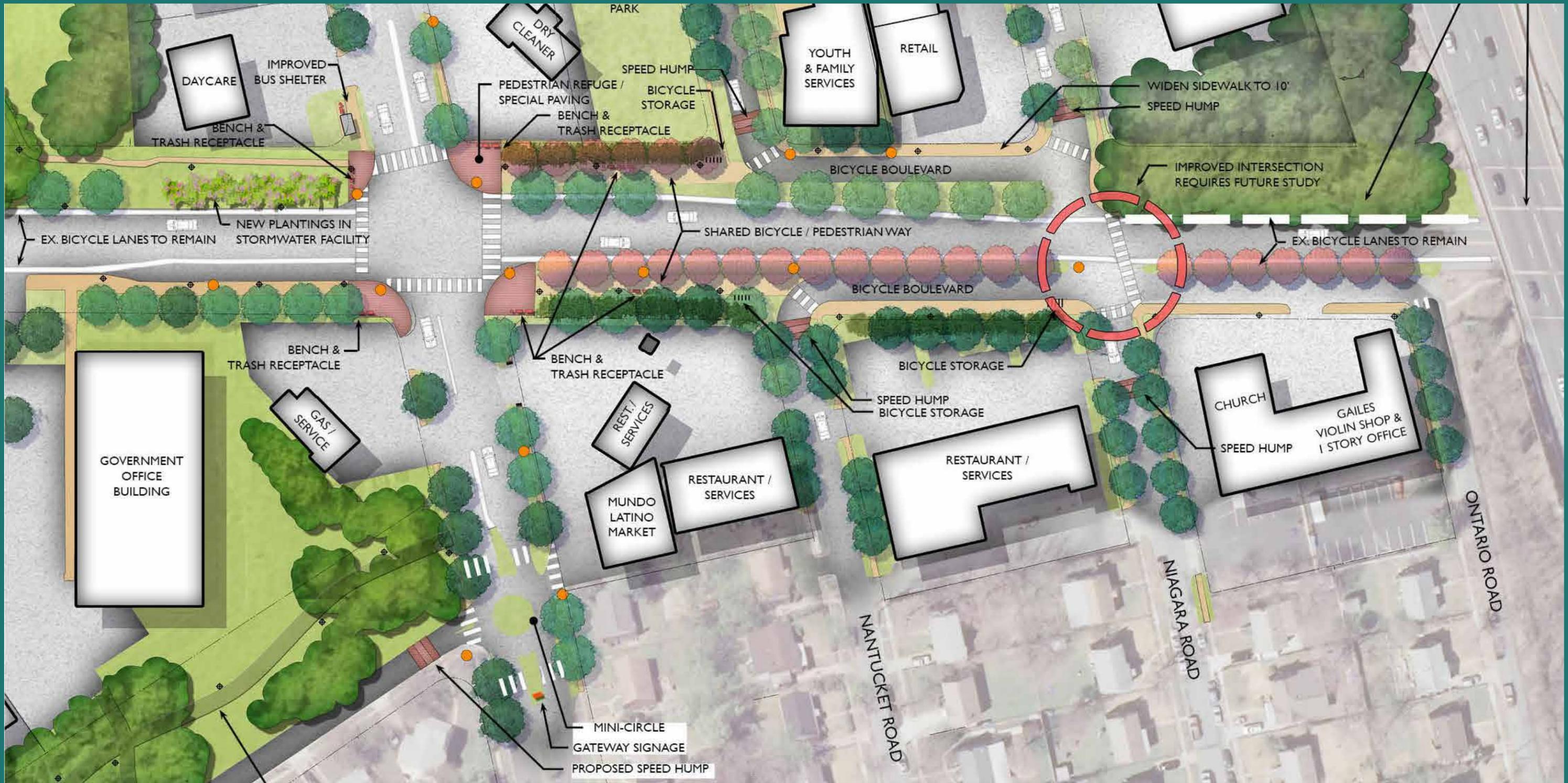
# CONCEPT RECOMMENDATIONS: STUDY AREA



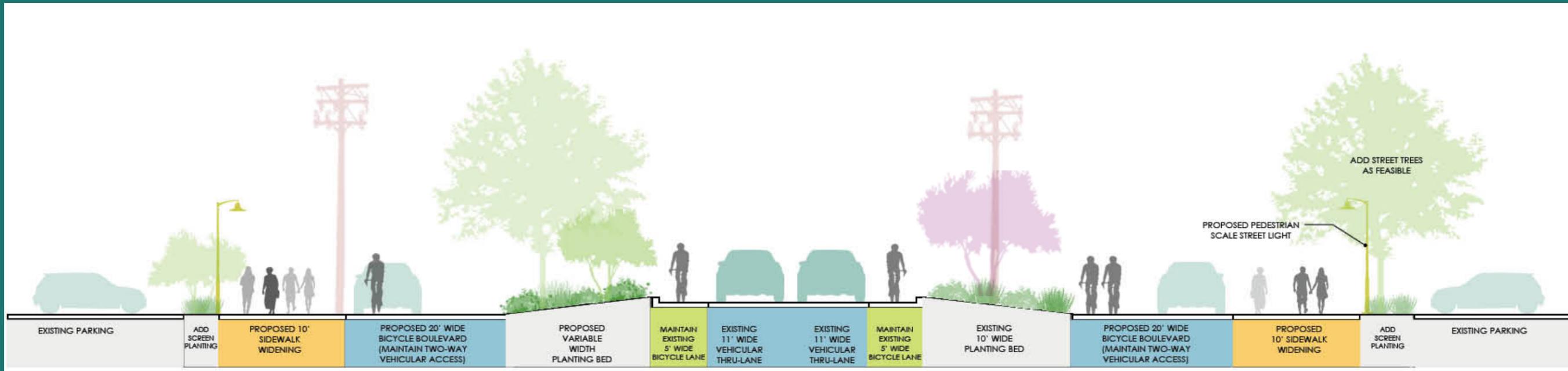
## CONCEPT RECOMMENDATIONS: 9800 BLOCK PLAN MUSKOGEE STREET TO EDGEWOOD ROAD



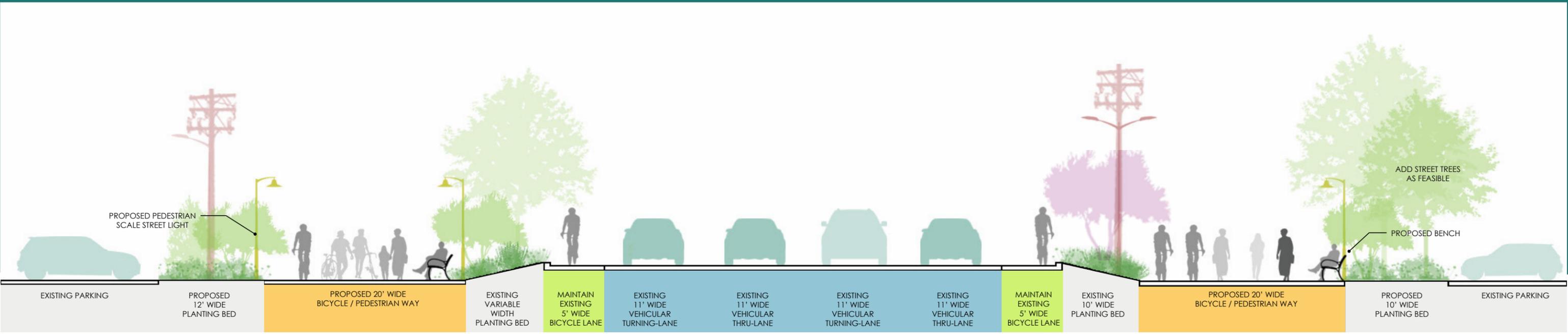
**CONCEPT RECOMMENDATIONS: 9800 BLOCK SECTION  
MUSKOGEE STREET TO EDGEWOOD ROAD**



**CONCEPT RECOMMENDATIONS: 9900 & 10000 BLOCK PLAN  
EDGEWOOD ROAD TO ONTARIO ROAD**



RHODE ISLAND AVENUE SECTION C- NANTUCKET ROAD TO NIAGARA ROAD



RHODE ISLAND AVENUE SECTION B- EDGEWOOD ROAD TO NANTUCKET ROAD

# CONCEPT RECOMMENDATIONS: 9900 & 10000 BLOCK SECTION EDGEWOOD ROAD TO ONTARIO ROAD



# CONCEPT RECOMMENDATIONS: WELLNESS CIRCUIT



## NEXT STEPS

PRESENTATION TO CITY COUNCIL - FEBRUARY 17, 2015

FINAL REPORT

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CONCEPT RECOMMENDATIONS: NEXT STEPS