

Comparable Mixed-Use Development Examples

The creation of a thriving mixed-use destination like that envisioned for the Ballpark District is a complex process that necessitates careful planning and responsiveness to changing market conditions. The retail component of such a development is what knits together distinct uses to create a contiguous, pedestrian-oriented environment. Other locations that have met with success in creating such an environment did so through a market-driven mix of retail and commercial development supported by pedestrian retail that activated the area 24 hours a day.

Bethesda Row is an excellent example of a mixed-use district with a retail core. It combines retail stores with sidewalk cafes and restaurants that activate the streets and facilitate interaction between customers and pedestrians. Those uses are supported by a predominantly office development above, which supports the retail component in daytime hours. A residential component is now being added to Bethesda Row that will provide the final necessary element to maintain the liveliness of the street during nighttime hours and support the restaurant and entertainment uses within the development.



A sidewalk café at Bethesda Row



The Village at Shirlington

The Village at Shirlington is another example of a development with a program mix that supports its retail and restaurant components in both daytime and nighttime hours. Shirlington includes office and residential components, and amenities including a library and a cinema that provide a draw for non-resident patrons who often become customers of the retail and restaurant uses as well. The retail mix in Shirlington caters to families with children but also to young adults and professionals, creating a stable and wide-ranging customer base to support the area.

Mixed Use Development in the Ballpark District

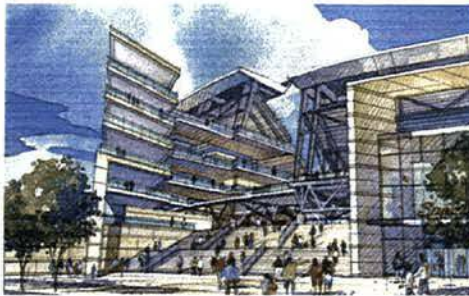
Florida Rock is a critical component to the success of the **Ballpark District**, which will encompass both commercial and residential uses knit together with a contiguous pedestrian retail environment leading to the waterfront at the First & Potomac Plaza. The Ballpark District is comprised of discrete sites that will be developed by multiple entities and in multiple phases:

■ **North** of the Ballpark on M Street is the entrance to the Navy Yard metro station, around which a boutique hotel and office towers will be constructed at Half and M Streets. Residential development with retail and restaurant uses at its base will line Half Street between M and N Streets leading towards the Ballpark.



■ **East** of the Ballpark is the WASA site, which will be developed as residential condominiums with ground floor retail and restaurant uses leading down First Street toward the First & Potomac Plaza at the waterfront. As originally conceived, the east side of the Ballpark was planned to be lined with retail uses, creating a double-loaded retail corridor on First Street all the way from M Street to the First & Potomac Plaza. However, with the Ballpark design in flux it is unknown whether the Ballpark side of First Street will include a retail component or not, making the future of the WASA site even more critical to the success of the waterfront redevelopment.

■ **South** of the Ballpark is the Florida Rock site, which at its western edge will also be part of the entry point to South Capitol Street from the new Fredrick Douglass Memorial Bridge. The presence of the Ballpark bifurcates Half Street and creates a barrier between the Florida Rock site and development around the Navy Yard metro station. The presence of this barrier makes the First and Potomac Plaza critical as a draw for pedestrians to continue past the Ballpark, and down First Street to the waterfront.

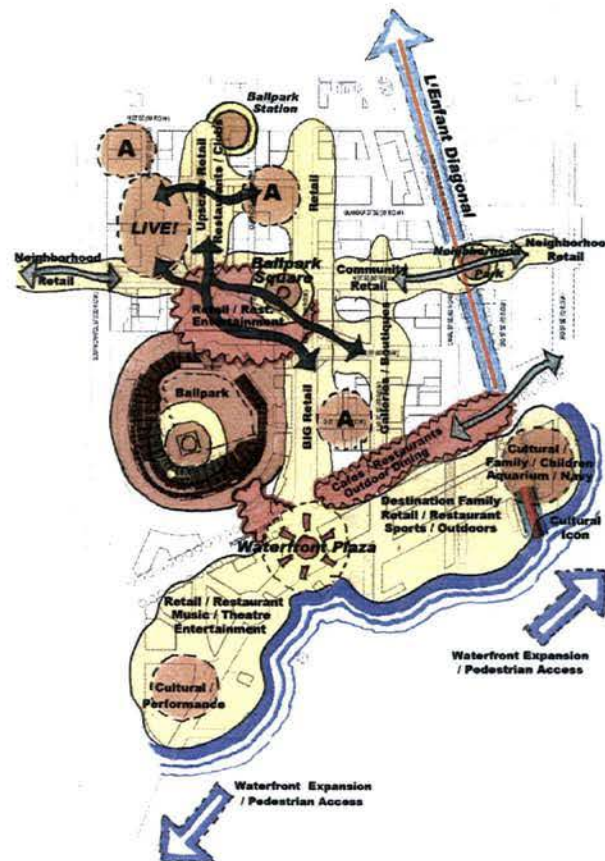


Ballpark South Entrance

On game days, the south entry plaza to the Ballpark facing the Florida Rock site will create a lively post-game environment in which baseball patrons will flow to the First & Potomac Plaza and the Florida Rock site. However, on non-game days—more than $\frac{3}{4}$ of the year—the Ballpark will be empty.

On non-game days, instead of facilitating pedestrian flow from M Street toward the waterfront, the Ballpark will create a barrier between N Street and the waterfront. That barrier can be minimized only through the integrated and collaborative planning and development of the sites between M street and the waterfront—particularly the retail development on First Street—as a cohesive whole and not as independent areas.

The retail corridor along First Street will form the link between the Florida Rock site and the Navy. However, the development of First Street will be a phased process that evolves in response to market conditions in the Ballpark District. The mix of uses planned for the Florida Rock site, which includes office, residential and hotel components, will generate a 24-hour customer base that is not contingent on pedestrian traffic from the north, whether from baseball games or First Street itself.



*Retail Concept Diagram
(AWC Development Strategy)*

Florida Rock Properties was an active participant in AWC's Ballpark District Development Strategy to ensure that the Florida Rock site was not planned as a stand-alone development. The purpose of AWC's development strategy was to facilitate the initial collaboration between the public sector and its private sector partners that will ultimately result in the creation of a contiguous pedestrian retail environment that is active throughout the year—not just on game days—that guides people toward the First & Potomac Plaza at the waterfront.