

# BUZZARD POINT VISION FRAMEWORK

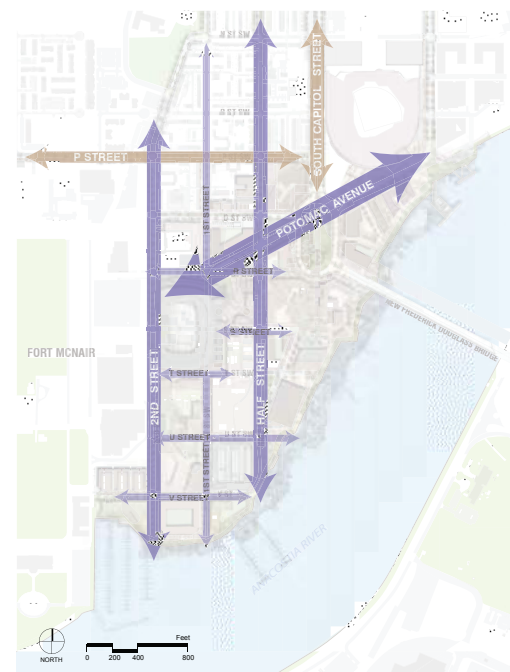
## PAGE 49

The stadium design and planning was challenged to maintain as many of the streets and corridors as possible. In doing so the stadium design has benefited from the public space as well as enriched the public space experience by creating a destination in Buzzard Point.

### Streets as Vibrant Public Space

Because the area within Buzzard Point is very compact, streets and rights-of-way must perform multiple roles: public open space, transportation thoroughways, and environmental infrastructure.

Although the individual streets may not perform each of these services, the rights-of-way will combine to create an overall system that facilitates an active neighborhood, with sidewalks featuring LID measures and areas for outdoor seating serving as open space.



**Serving Multiple Functions**  
Streets not only provide connections, they also can offer amenities and serve as gathering spaces that enliven communities

**Potomac Avenue** Diagonal L'Enfant boulevard to serve as major gateway to the neighborhood and the stadium with vibrant streetscape and outdoor seating

**Half Street** Central 'spine' of Buzzard Point and primary pedestrian link to neighborhoods to the north and to the river via a linear park experience

**2nd Street** Connection to Fort McNair and to the river via designated Anacostia Riverfront Trail bike route to P Street

**East-West Streets** Smaller streets to offer access points to new development with smaller-scale, pedestrian amenities

## A Living and Sustainable Environment

Industry occupies much of the area within Buzzard Point, with few basic environmental control facilities in place. Public infrastructure does not adequately support best management practices in addressing environmental conditions.

Because of its scale, underutilized assets, destination proximity, and waterfront access, the redevelopment of Buzzard Point represents the greatest opportunity in the District to imagine what Washington neighborhoods can be in 2050 and map out the steps to get there. In concert with Sustainable DC, the plan outlines strategies that expect to reach that vision from the neighborhood's structures, streets, plazas, and open spaces. The approach mimics the flexible, opportunistic, multi-purpose, interconnected, and synergistic characteristics of natural processes.

### Living and Sustainable Environment Goals:

**Canopy-** Increase tree canopy coverage from less than 10% to greater than 80% within the public right-of-way to improve air quality and microclimate.

**Remediation-** Remove contaminants from previously industrial lands to improve environmental conditions within Buzzard Point

**Water-** Improve water quality through living shoreline, stormwater runoff filtration features and create flood resilient development.

**Energy-** Pursue net-zero energy through productive use of thermal assets such as the O Street Pumping Station, efficiency, and on-site generation.

### Runoff Treatment

Plantings along the river shoreline help treat stormwater runoff before reaching the waterway



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The Buzzard Point Vision Framework plan describes an initiative to create a sustainable environment that would be the bench mark for other D.C. Neighborhoods. The stadium as a participant in the neighborhood embraces sustainability and intends to achieve LEED Gold.

## PAGE 70-71

The stadium design and planning fulfills the basic principles stated in the Buzzard Point Vision framework plan. In addition to the basic principles the stadium strives to generate an experience unrivaled in the MLS as it is one of the most urban stadiums in the MLS.

### The Buzzard Point Soccer Stadium

The Buzzard Point soccer stadium will serve as a catalyst for the redevelopment of the Buzzard Point area, replacing current industrial and parking functions located at the site presently. The stadium is anticipated to host approximately 40 events per year, helping to enliven the Buzzard Point area, and will be the home for Washington's Major League Soccer franchise, DC United. Although the design of the stadium is in its preliminary stages, the following elements are anticipated as part of the development:

- Approximately 20,000 seats
- Approximately 300 parking spaces for stadium staff
- Physical site improvements, including modification, relocation, and improvements to the existing infrastructure; connection of new utility services and communication lines; and site drainage and landscaping
- Ancillary retail development

The proposed soccer stadium will include an outdoor venue suitable for soccer and other events; an open-air plaza suitable for pre-game gatherings; parking; and ancillary commercial development. The 20,000-seat stadium would be oriented north-south on the western portion of the site along 2nd Street between R and T Streets. The primary entrance to the building would be from the northeast corner of the stadium near the intersection of Potomac Avenue and R Street. Visitors coming from S Street would be diverted at Half Street toward this main entry plaza. Secondary entrances would be on the eastern portion of the building north of the S Street axis, and on the western portion of the building from 2nd Street. Delivery and parking access would be available via S Street or through a driveway access point at 1st and T Streets.

As mentioned above, the main stadium entrance will likely be at the terminus of Potomac Avenue, which links Buzzard Point to the Capitol Riverfront

### Soccer Stadium

An aerial view of Buzzard Point and a soccer-specific stadium, looking northeast



# FAN EXPERIENCE + ACTIVATION MATCHDAY

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## NEW D.C. UNITED STADIUM – FAN MATCHDAY PLAZA OVERVIEW

To a large segment of D.C. United fans and supporters, the tailgate experience at Lot 8 at RFK Stadium has been as important to them as the match inside the stadium. In looking to a new stadium, they have made it known that they expect the team to provide a space for a similar experience. The Fan Matchday Plaza will fulfill that request.

The plaza will function as a meeting spot and the beginning of the fan experience on matchdays. It will also enable sponsors to activate and expand their direct interaction with fans. The primary components of the Matchday Plaza will be:

### **Food & Beverages**

- Food Vendors – featuring stadium concessions and local food trucks
- Beer Garden – featuring local craft brews (Blue Jacket, Atlas, DC Brau)
- Seating areas – high boys, pub tables, picnic tables

### **Live Music**

- Local band/DJ showcase – a continuation of the success at the RFK Lot 8 Tailgate of creating an opportunity for local bands/DJ's to perform in front a large gathering.

### **Live Pregame & Postgame Show Broadcast**

- The Plaza would include a broadcast set for Live pregame and postgame shows, enabling fans to provide the energetic backdrop, as popularized by College Gameday.

### **Merchandise**

- No soccer experience is complete without a scarf or jersey. Fans will have the opportunity to ensure that they enter the stadium dressed to support the home club.

### **Partner Activation**

- Corporate Partner stations will be set up to engage and interact with fans. Past activations have featured opportunities to enter to win merchandise and experiences as well as interactive displays such as the adidas Kick Cage and Wells Fargo Done Challenge. A vehicle sponsor could display a car (Mazda, Volkswagen).

### **Kids Zone**

- Stations geared towards the youngest fans will include face painters and autographs/photo opportunities with Talon, our official mascot. An official kids club would also operate from this area.

### **Fun & Games**

- Fans would enjoy such pregame activities as cornhole, bocce, giant jenga and soccer tennis. New soccer-related games such as soccer billiards and soccer darts would also be featured. And no interactive area would be complete without game consoles and large screens for fans to play EA Sports FIFA video game.







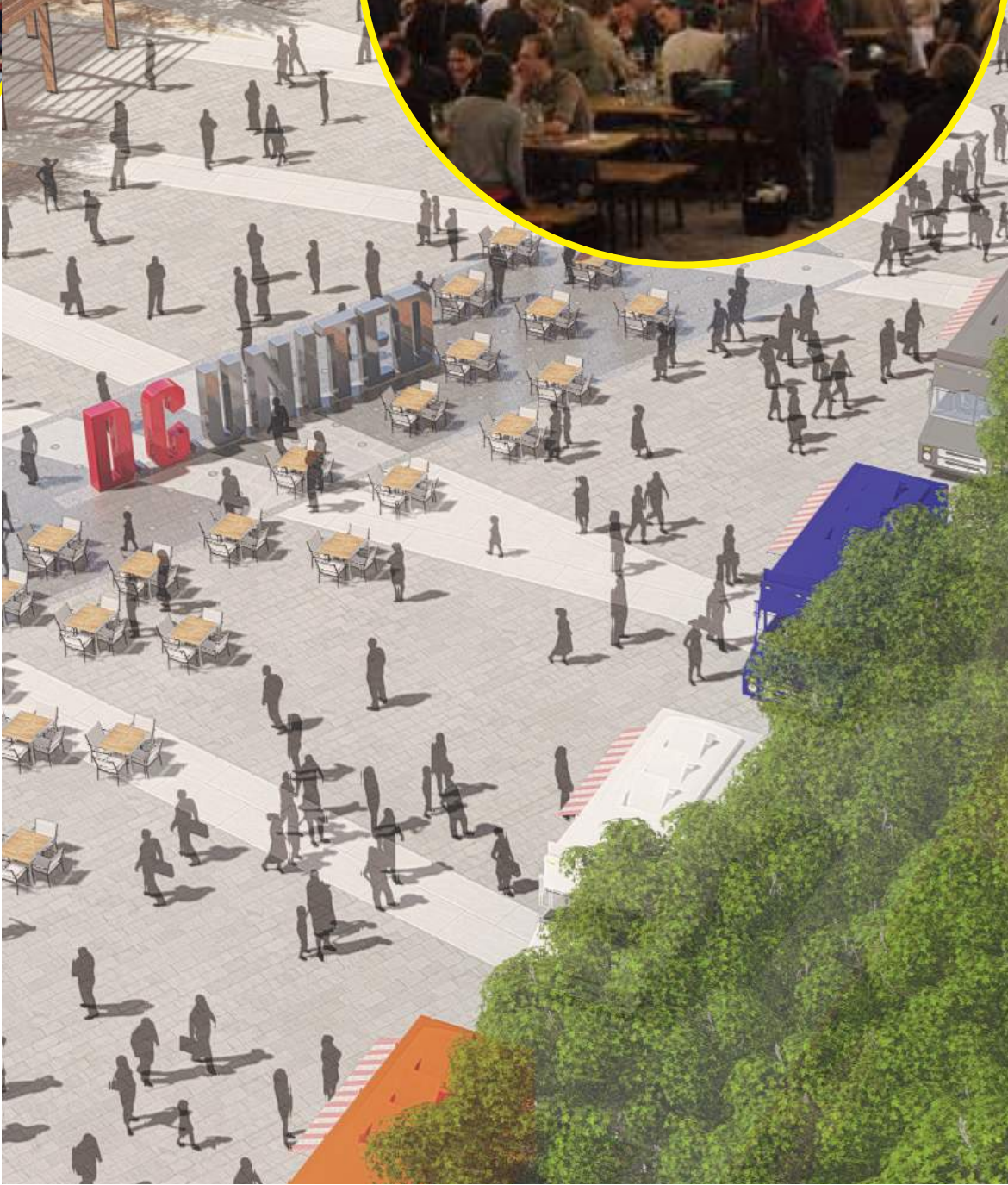
# FOOD AND BEVERAGE & MERCHANDISE

FOOD TRUCKS

MERCHANDISE

BEER GARDEN

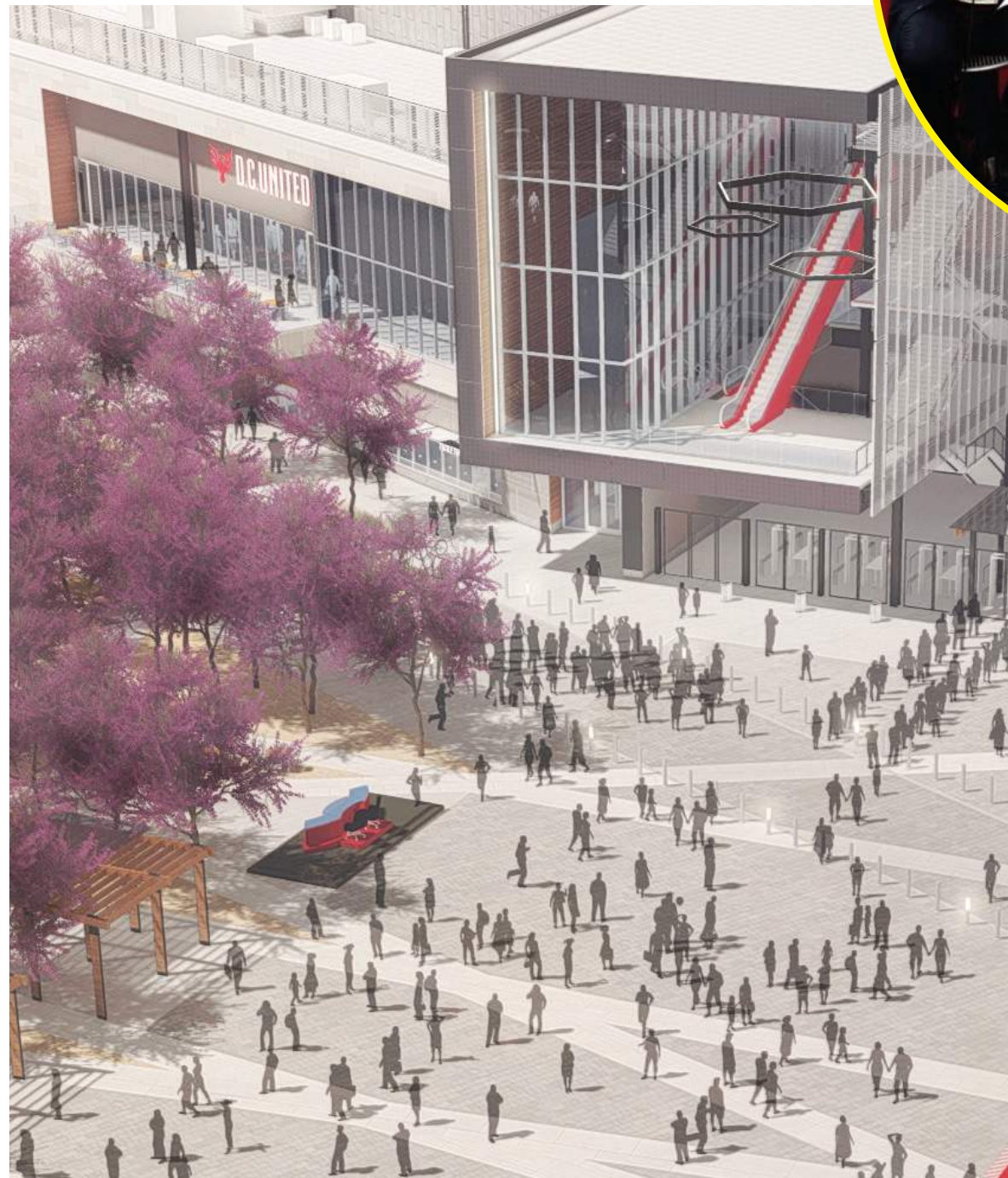
TAILGATE







## LIVE MUSIC & BROADCAST



LIVE MUSIC

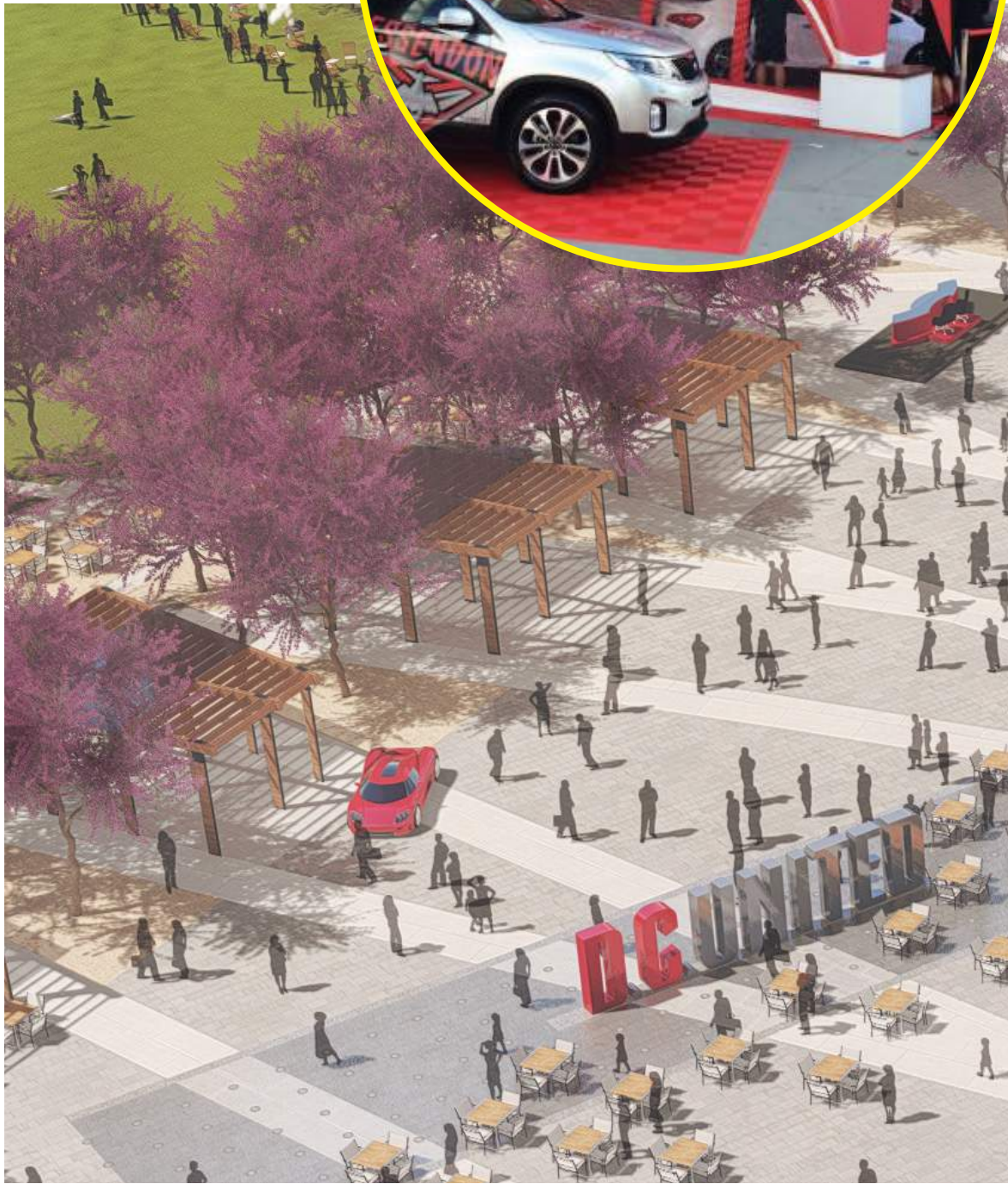
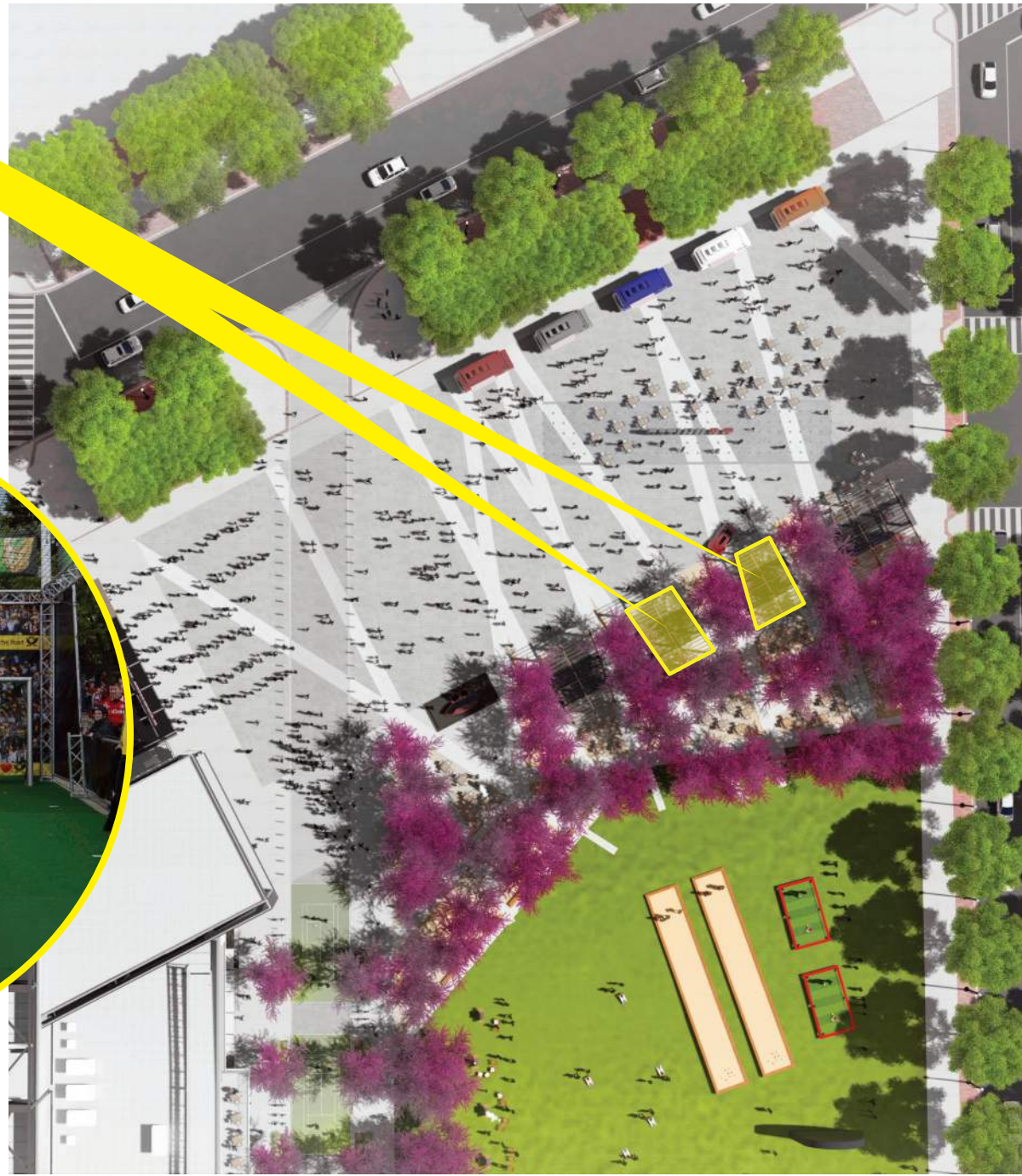
BROADCAST





# PARTNER ACTIVATION

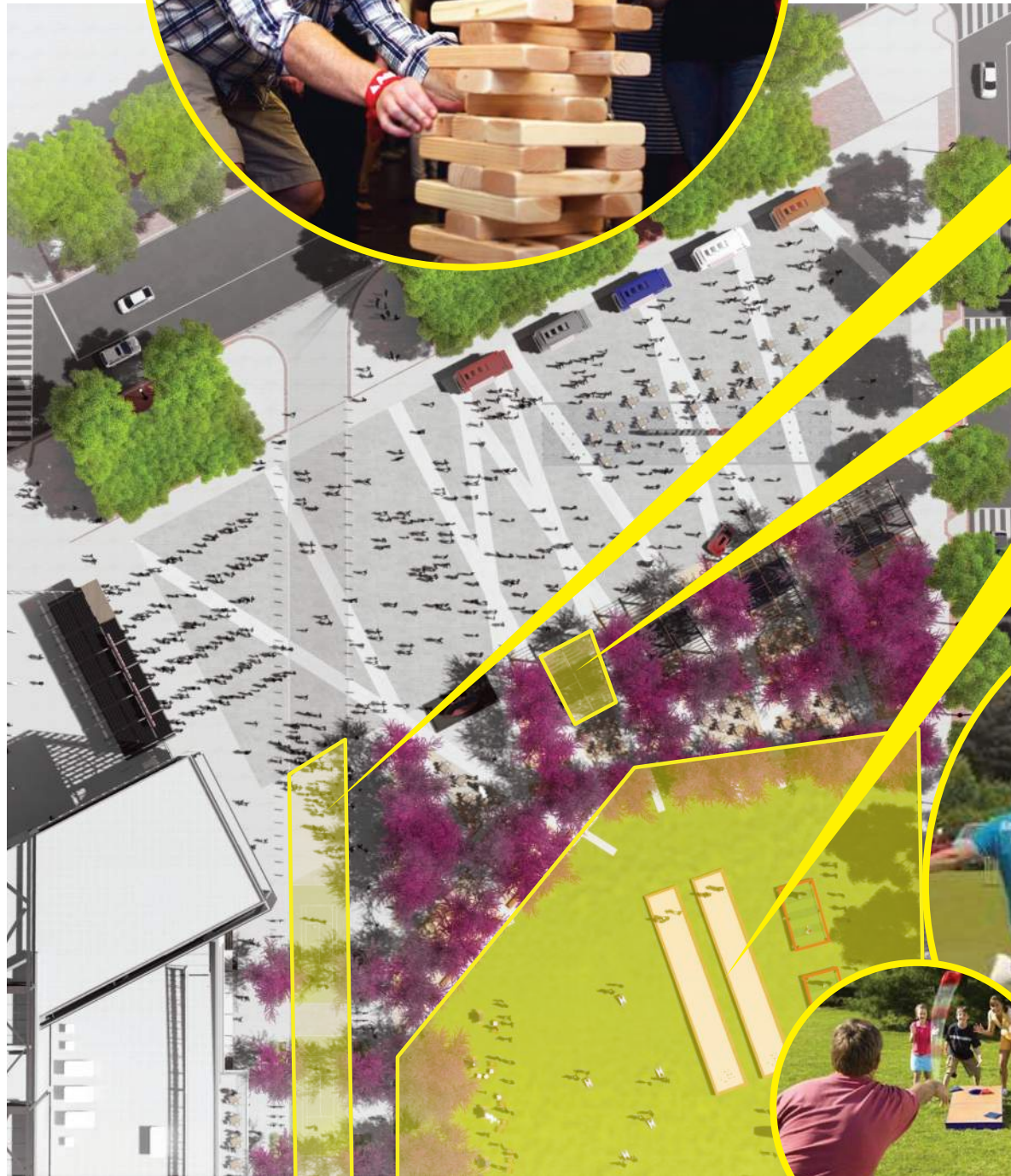
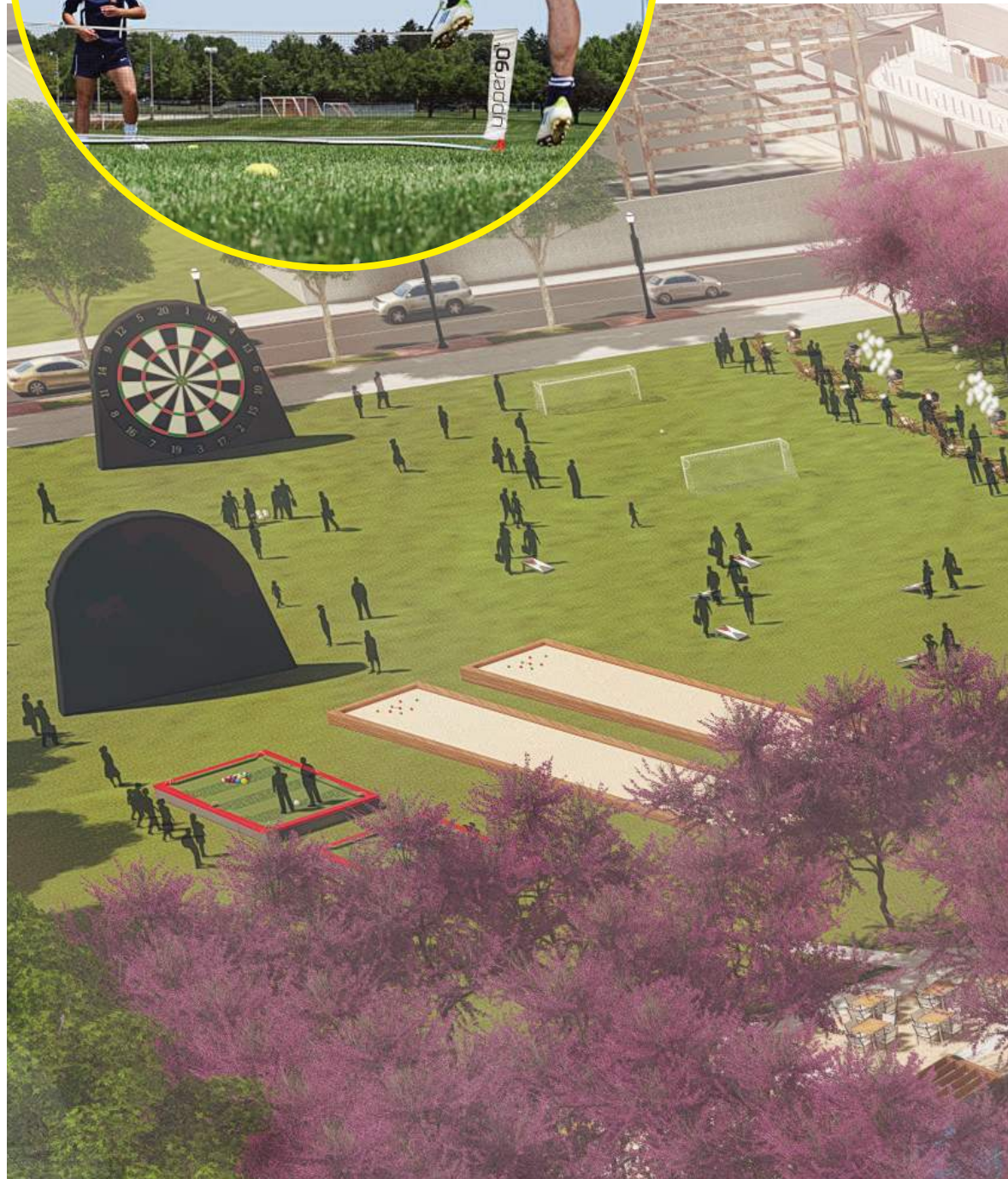
PARTNER ACTIVATION







# KID ZONE & FUN AND GAMES



SOCCER TENNIS

KIDS ZONE

YARD GAMES





# NEIGHBORHOOD EXPERIENCE + ACTIVATION NON-MATCHDAY

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## NEW D.C. UNITED STADIUM – NEIGHBORHOOD NON-MATCHDAY EXPERIENCE AND ACTIVATION

As important as the matchday fan experience is, we cannot overlook the importance of the stadium being a freindly neighbor. The stadium is seen as a catalyst for future development but also serves as a key landmark for the existing neighborhoods to the north. For this reason the design has incorporated a number of key features to serve as a positive resource and a place to gather in the Buzzard Point neighborhood.

### **1st Re-alignment and North/South connector**

- Re-aligning 1st street on the site maintains a vital connection in the neighborhood for both vehicles and pedestrians
- Operates as a public street, but controlled and maintained by D.C. United giving the team flexibility to close and incorporate the streetscape as an extension of the matchday plaza.

### **Plaza Fountain**

- Non-matchday splash fountain open to the public
- D.C. United Sculpture letters

### **Canopy Park**

- Tree canopy/shaded seating area
- Structural canopies for gathering, food vending, farmers markets, and shade

### **2nd Street Parklets**

- Thinking outside the box to activate 2nd Street, these innovative Parklets create destinations for fans and the neighbors
- Seating areas, bike parking, food vendor seating area







# PLAZA FOUNTAIN & FOOD TRUCKS

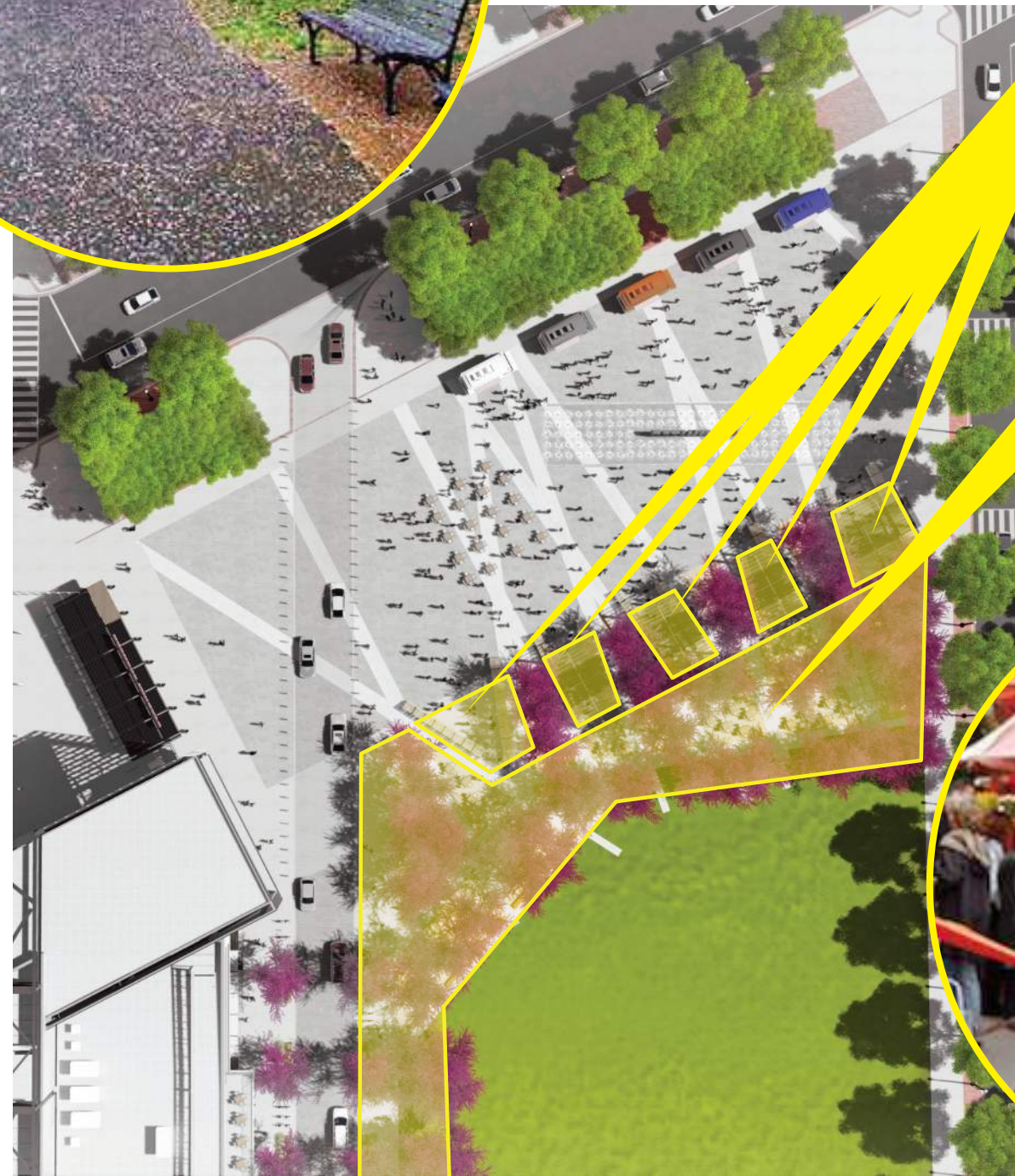
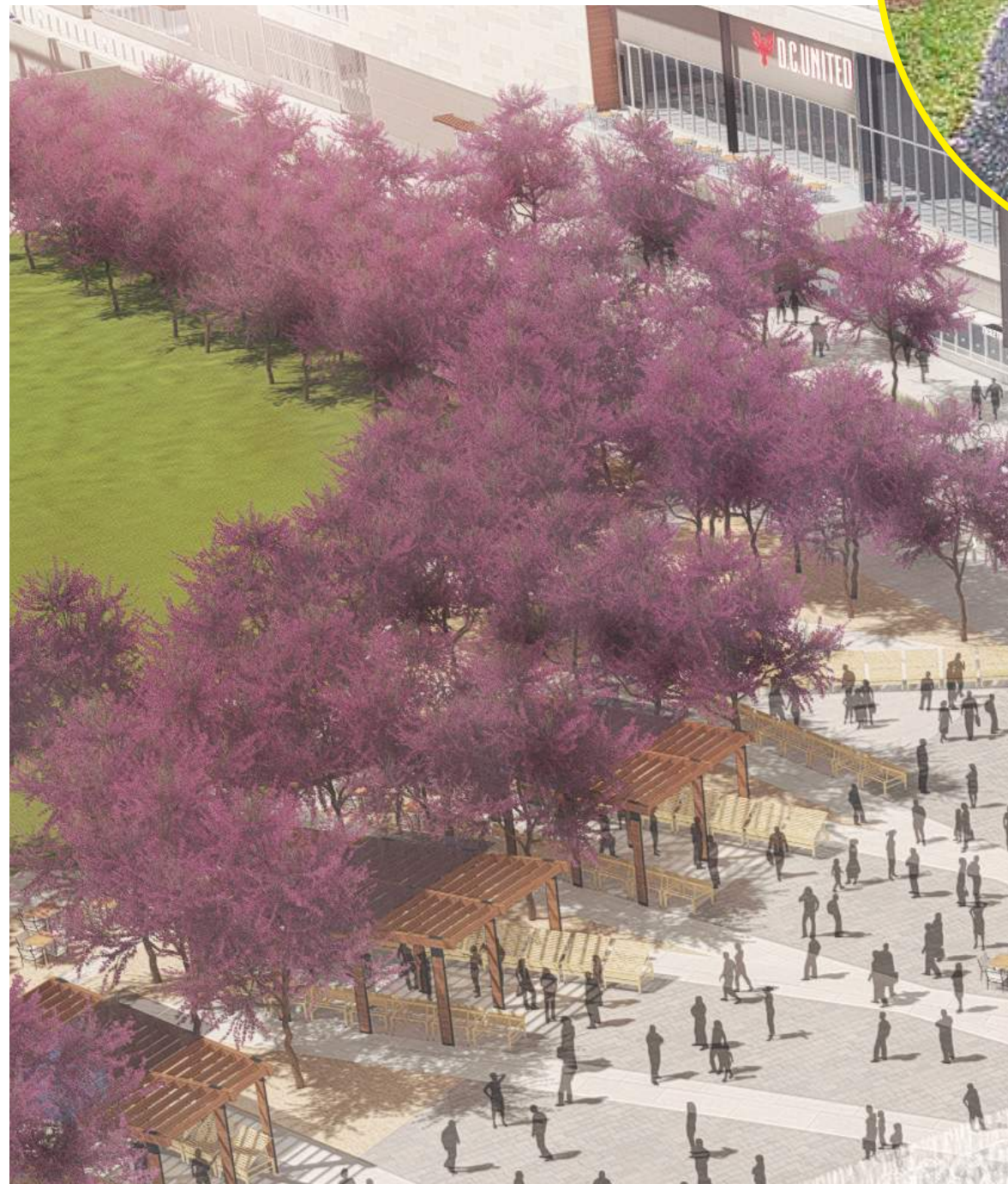
FOOD TRUCKS

PLAZA FOUNTAIN





# CANOPY PARK & FARMERS MARKET



FARMERS MARKET

CANOPY PARK

