

NEIGHBORHOOD EXPERIENCE + ACTIVATION NON-MATCHDAY

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

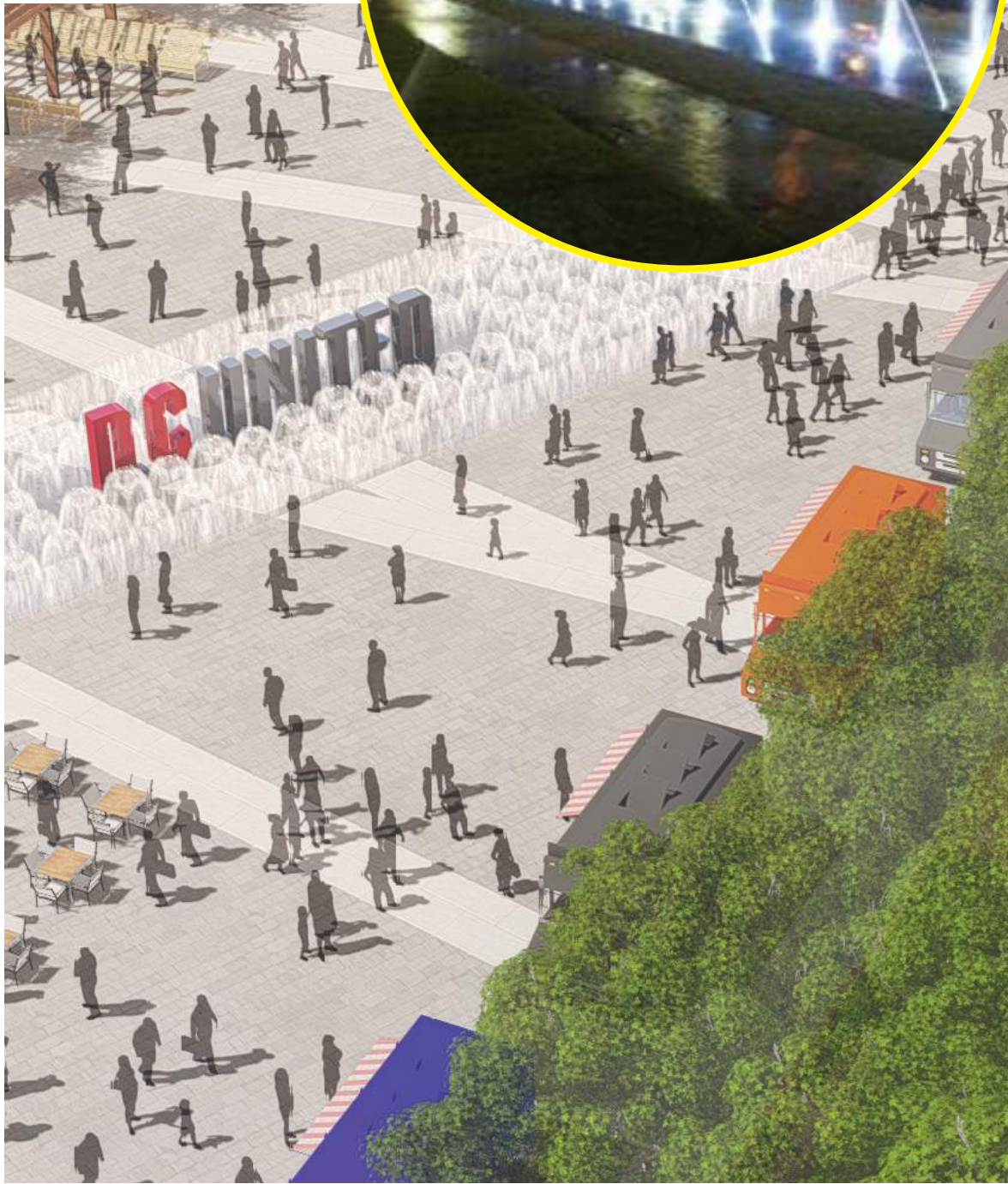
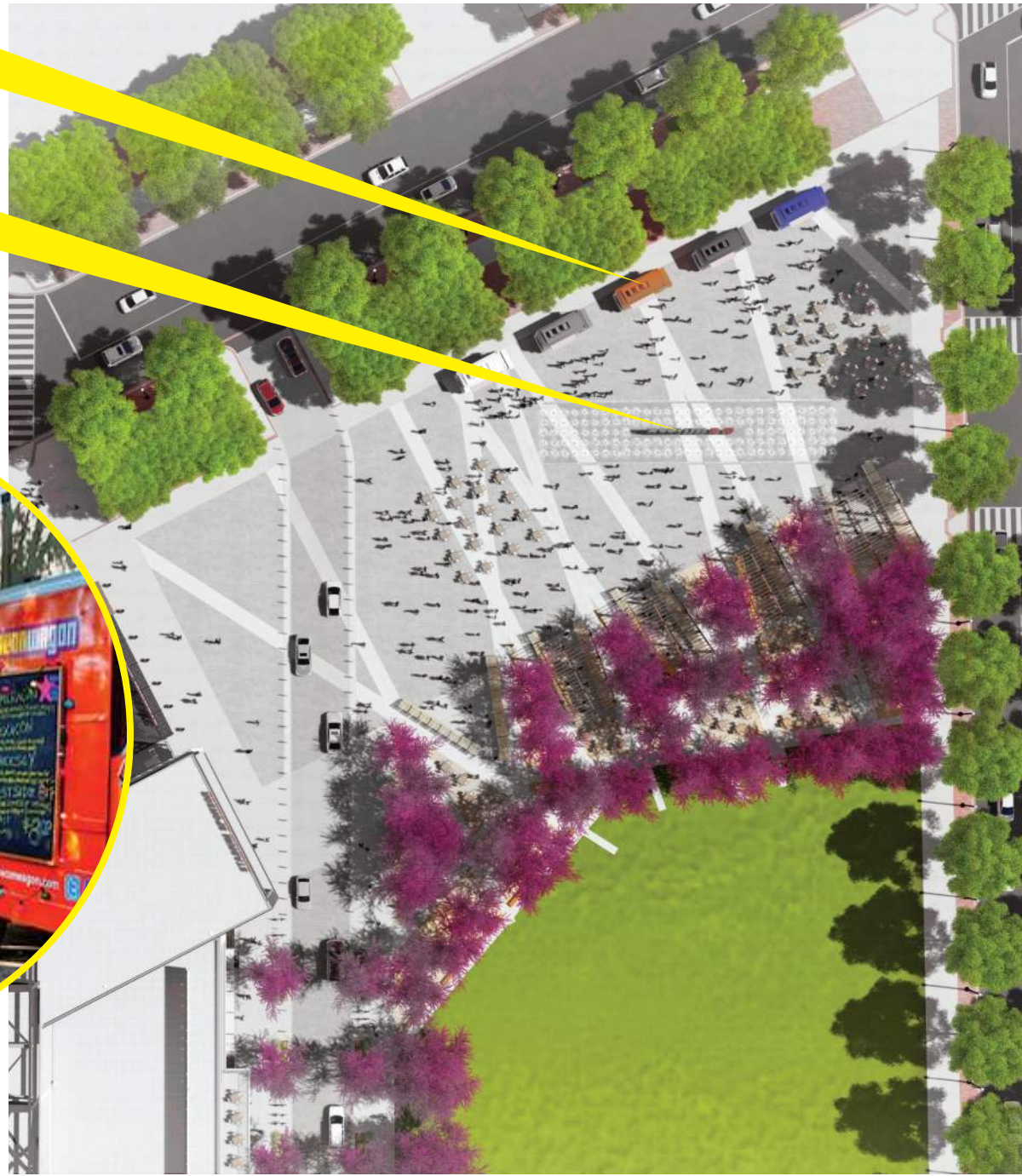
- Thinking outside the box to activate 2nd Street, these innovative Parklets create destinations for fans and the neighbors
- Seating areas, bike parking, food vendor seating area



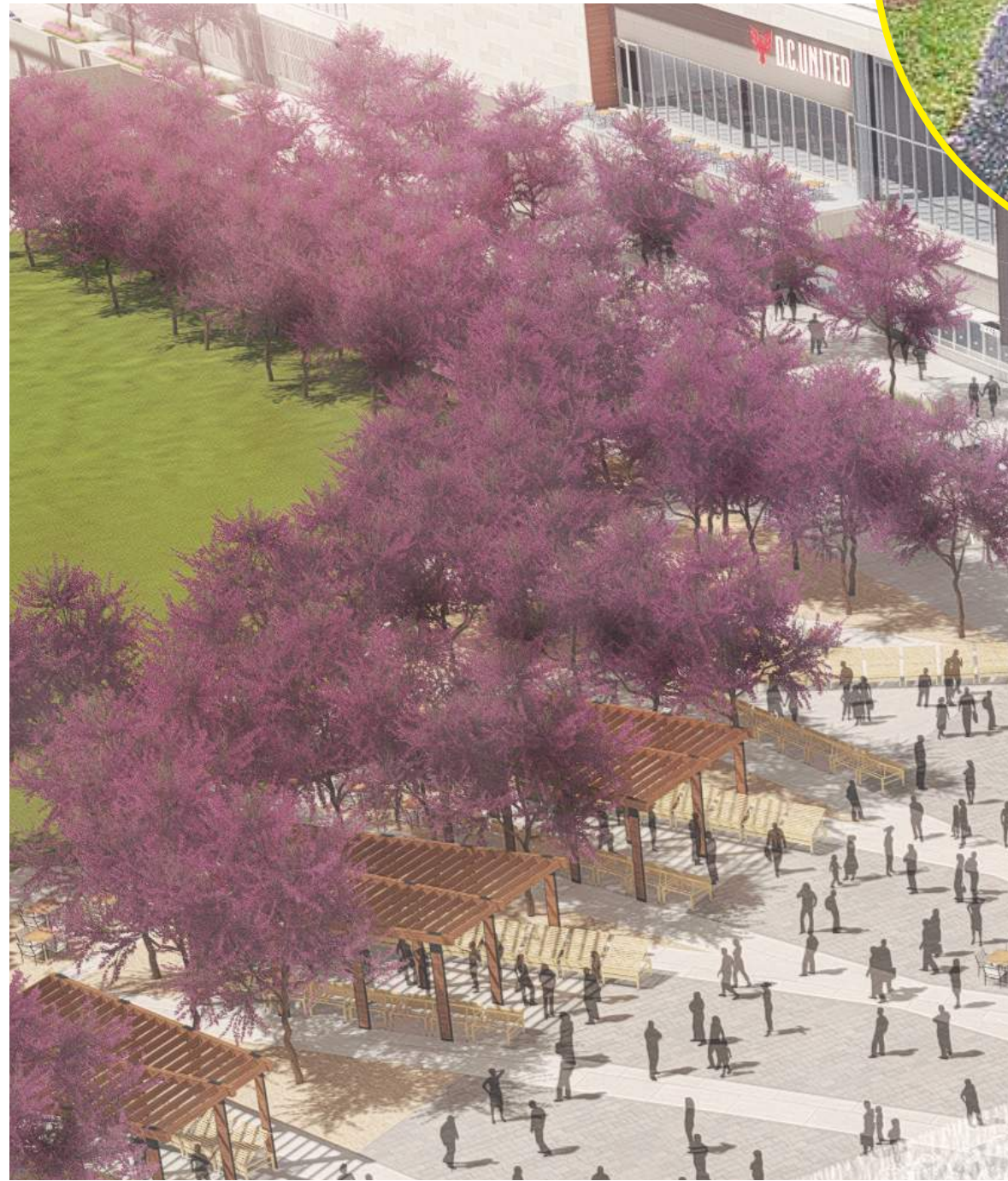
PLAZA FOUNTAIN & FOOD TRUCKS

FOOD TRUCKS

PLAZA FOUNTAIN



CANOPY PARK & FARMERS MARKET

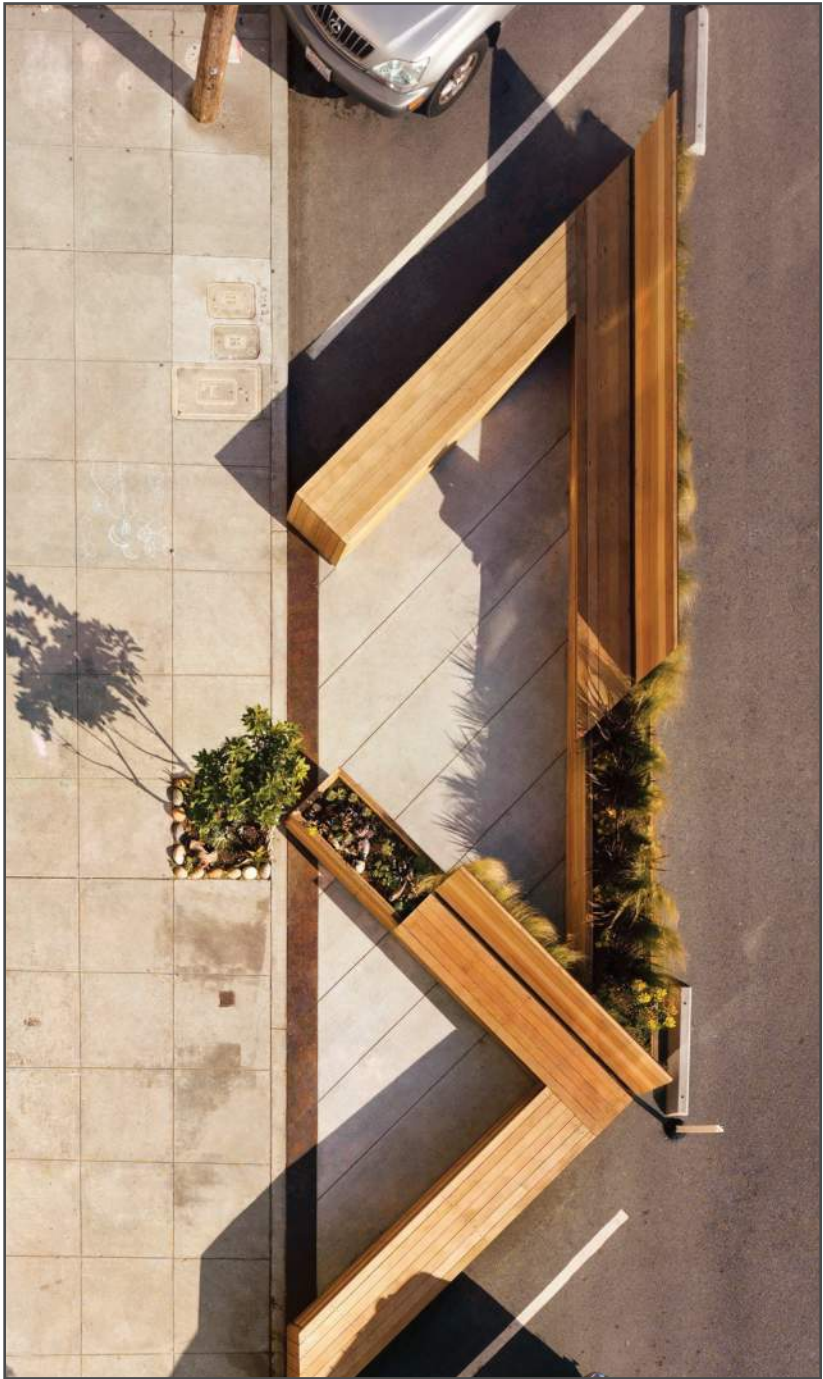


FARMERS MARKET

CANOPY PARK

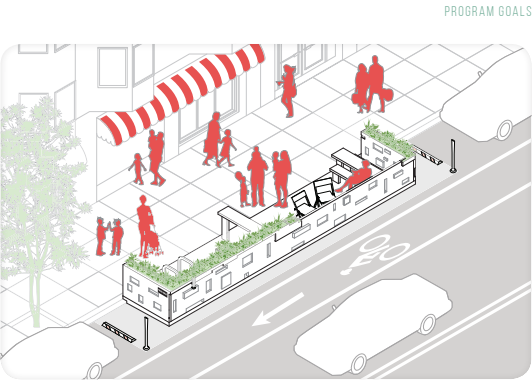


2ND STREET ACTIVATION POCKET PARKS



ENCOURAGE PEDESTRIAN SAFETY & ACTIVITY

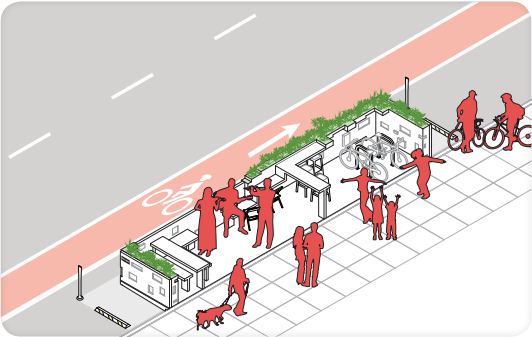
Parklets provide buffer areas between traffic lanes and the sidewalk. They also provide outdoor gathering place in areas where City parks are few or far away.



PROGRAM GOALS

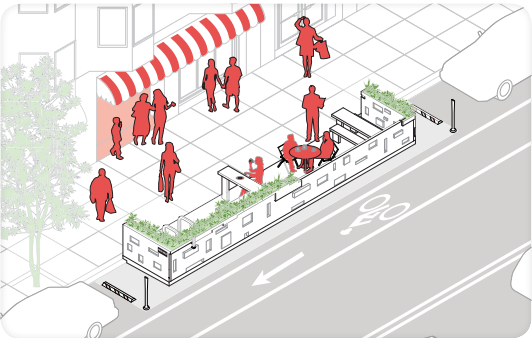
FOSTER NEIGHBORHOOD INTERACTION

Parklets invite pedestrians to sit and gather with friends and neighbors. In many cases, neighbors have participated in the design, financing, construction, and stewardship of parklets.



SUPPORT LOCAL BUSINESSES

Parklets enhance the pedestrian environment which can help make the street feel more safe and comfortable for people shopping, running errands, and accessing services in their own neighborhoods.



2ND STREET ACTIVATION POCKET PARK



NW PARKLET

2ND STREET ACTIVATION POCKET PARKS

CENTER FIELD
PARKLET



2ND STREET ACTIVATION POCKET PARKS



SW PARKLET