



**BALLSTON**

# BALLSTON BUSINESS IMPROVEMENT DISTRICT PLACEMAKING PLAN





**BALLSTON**



**ABOUT THIS DOCUMENT**

Created in 2020 by LandDesign under contract from the Ballston Business Improvement District.

This book format is best viewed digitally or printed at 11"x17" landscape format.

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EACH YEAR WE STRIVE TO IMPROVE ON OUR PLACEMAKING EFFORTS - CONSTANTLY PUSHING THE ENVELOPE WITH NEW, EXCITING INITIATIVES TO ENSURE THAT IN BALLSTON...

## LIFE IS FULL.



The Ballston Business Improvement District (BID) was created in 2012, which was also my first year with it. Immediately empowered by the mission and vision for a “bold attitude”, our small team launched several initiatives including the creation of the original Ballston bold orange “B” mark, logo and brand story that would permeate every decision made by the organization on behalf of our members to solidify Ballston as a “great PLACE”. Selected from our BID members, a Placemaking Committee was formed to help determine placemaking projects and priorities that support the BID’s strategic plan objectives using art, design, culture, beautification and creativity to build character and quality of place in Ballston.

As a physical embodiment of this new vision, one of the very first endeavors that the BID embarked, was the year-long development of a Placemaking Plan completed in 2013. This type of plan identifies both physical locations, budgeting strategies and partnership potentials to improve the physical aspects of a distinct area through signage, banners, site furnishings, planting and other beautification projects. It can also highlight special places such as public parks, plazas, trails and open space. Placemaking Plans are used by BIDs and similar organizations to define a bold vision for the public realm of the distinct portion of a neighborhood. These plans guide implementation over time of special projects through both the redevelopment of properties within the community, or BID member initiatives, as well as BID sponsored action. Many of these projects require specialized design, permits

and construction and must go through specific local, state and federal approvals. Other enterprises are thoughtfully considered to be lower budget but high value when it comes to impact.

Like the newly launched “LIFE IS FULL” Ballston brand refresh announced in 2020, the current Placemaking Committee determined it was timely for a Placemaking Plan update. Placemaking & Public Realm Enhancements continues to be a priority for Fiscal Year 2021 phased implementation of physical improvements as budget permits - banners, wayfinding, landscape improvements, streetscape furniture, holiday and special event ornamentation. We are also coordinating other public art projects and preparing for a high impact I-66 Gateway beautification project.

You are encouraged to explore this new Placemaking Plan Book as it summarizes past accomplishments and guides the path forward for new successes. This will provide background and explanations for BID projects and proposed implementations to stakeholders such as County Officials, Staff, and BID members who propose new developments or renovations as well as their design, construction, and management teams.

Please join the BID in supporting and celebrating the 2021 Vision and Mission for Ballston and the Placemaking efforts in it.

Sincerely,

**TINA LEONE**  
CEO, Ballston BID

## MISSION

TO **CREATE A BALLSTON THAT PEOPLE LOVE** THROUGH VIBRANT AND DYNAMIC BRANDING AND PLACEMAKING, ELEVATED NEIGHBORHOOD EXPERIENCES, AND RELATIONSHIP-BUILDING PROGRAMS.

## VISION


A **WORLD-CLASS** URBAN NEIGHBORHOOD THAT FOSTERS A **STRONG SENSE OF COMMUNITY**.





### CONTACT

[www.ballstonbid.org](http://www.ballstonbid.org)

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# 01 PREFACE

1.1 PLAN BACKGROUND

1.2 CURRENT ACCOMPLISHMENTS

1.3 PLACEMAKING ADVANCEMENT



# 1.1 PLAN BACKGROUND

## THE 2013 PLACEMAKING PLAN

Ballston is known as a center for research, discovery and creativity, and holds a strong presence of higher education institutions. At points during the past decade, it had the highest number of scientists and technologists per square mile in the US. It is strategically positioned as a multi-modal transportation hub, which further enriches the cross-cultural opportunities. However, the area lacked a strong neighborhood or commercial identity since it had been traditionally combined with Virginia Square civic associations and organizations. Recognizing potential future challenges faced to maintain a competitive image and highlighting the importance of distinct branded areas within the County, the Arlington County Board of Supervisors passed an ordinance to create the Ballston Business Improvement District (BID) in 2011. This emerging BID was charged with cultivating this vibrant, forward-thinking and engaging culture as a means of strengthening its existing offerings and improving its market position for the next generation of opportunities.

Early on, the BID recognized that placemaking design and activities would be key to brand reinforcement in the urban realm. A first action by the BID was to engage a team of urban design consultants, lead by nationally recognized multi-disciplinary planning and design firm, LandDesign, to guide the process of discovery, recommendations and strategies for a District Placemaking Plan. This work would occur concurrently with the development of the BID brand, logo and messaging. Over the course of the 2012-2013, the design team performed numerous site visits to document the existing conditions. The team worked with the newly formed BID Board of Directors and the specifically created Placemaking Committee, and held multiple workshops and meetings with Arlington County and other stakeholders in order to compile a holistic Vision. The subsequent plan identified a number of opportunities for artistic elements such as murals, illuminations and temporary installations, as well as interactive and integrated technologies, including ones

that were newly emerging at that time. The plan also defined the neighborhood's boundaries through gateways and highlighted nodes, focused on the opportunities for Wilson Boulevard to be the "Main Street" of Ballston and its central Hub. Key elements recommended in the plan were a unifying palette of streetscape furniture and lighting, suggested locations for wayfinding and signage to improve visibility of key destinations, and to connect and enhance existing and proposed public space, such as parks, plazas and trails, with a central green spine. The key diagrams, streetscape elements and illustratives were documented in a series of graphically compelling individual handouts that could be mixed and matched, tailored for the specific audience. The plan assigned durations to short-, mid-, and long-term priorities and noted potential cost amounts for each area to be aligned and updated with BID annual budgeting exercises.

### FOUNDING MISSION

Preserve and enhance Ballston as a vibrant, innovative, and attractive urban place to ensure the competitive success of its existing and future commercial properties.

### FOUNDING VISION

Ballston will be widely recognized as the destination of choice for business, entertainment, education and living.

## "WHERE MINDS MEET"



### 2013 ORIGINAL FRAMEWORK VISIONING APPROACH AND INITIATIVES

#### SHORT-TERM TO MID-TERM

Focus initial BID efforts on immediate results to enliven public realm:

- Median Beautification for Wilson Blvd & Fairfax Dr

Utilize the Toolbox of Placemaking Elements throughout the BID:

- Streetscape furniture, street tree planter & parklets style guide
- Artscape
- Mobile Applications

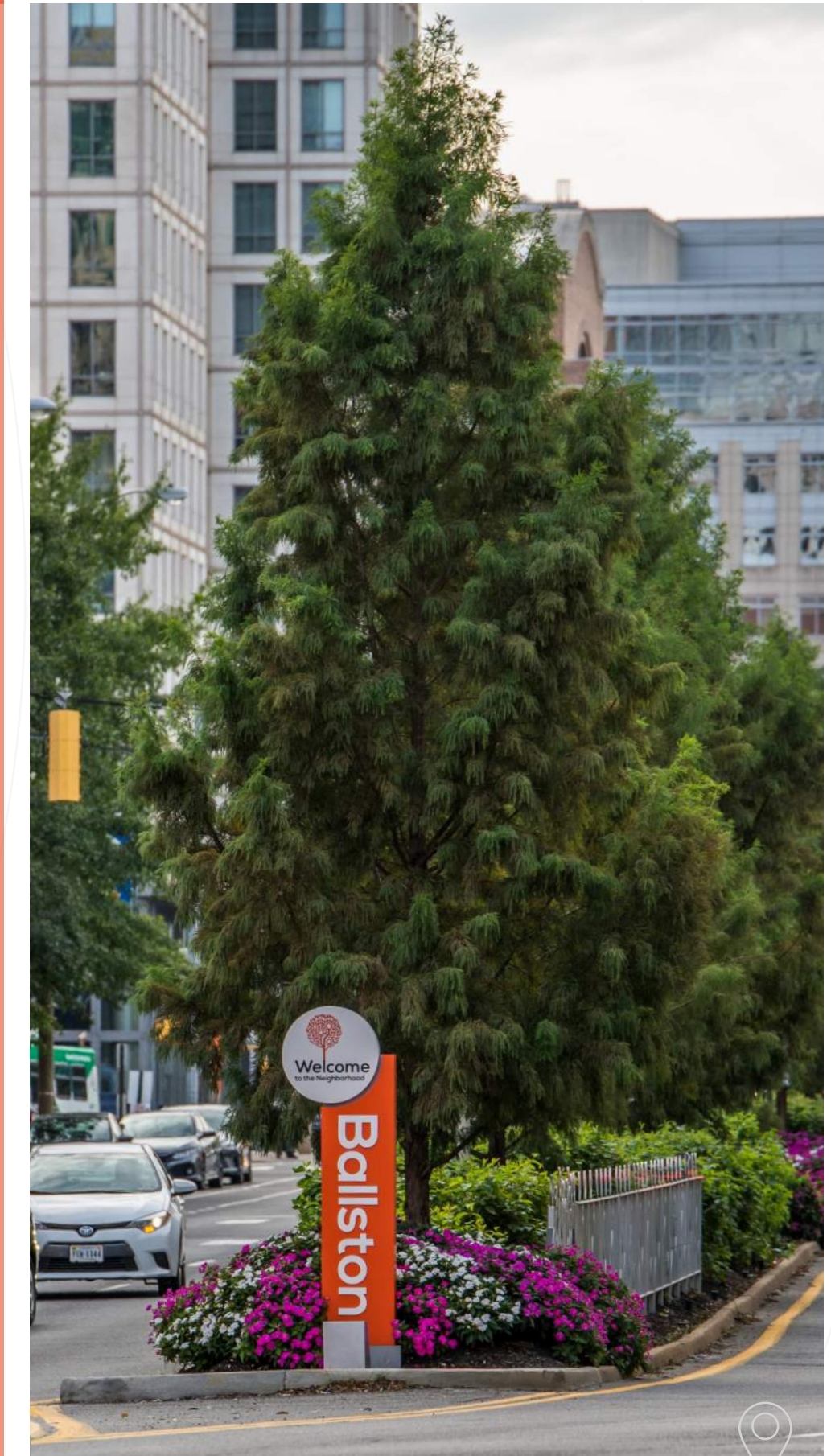
Build overall BID identity:

- Banners
- Events
- Virtual Ambassadors
- Wayfinding
- Wi-Fi hot spots

#### LONG-TERM

BID Initiatives - Complex, Require Partners:

- Artscape Plan: Including an annual district-wide Light Festival,
- The "Hub" Plan: Revitalize the Metro Plaza, upgrade Stuart St & address the bus issue. Create "Digital Main Street" on Wilson Blvd,
- Coordinate with Property Owners, Managers & Developers to articulate Gateways, Nodes & Landmarks and implement the Toolbox; and,
- Green Spine Plan: Including open space linkages & play destinations.



# 1.2 CURRENT ACCOMPLISHMENTS

2011

Newly formed BID engages LandDesign to create a Placemaking Plan.  
2012-2013 Development of Plan including multiple reviews by BID Staff, Committee & Board.

2013

## PLACEMAKING PLAN HANDOUTS

Includes four key Individual plans:  
Framework  
Green Spine  
Artscape  
Streetscape

Along with identification of short- to long-term priorities, budgets, details, and other recommendations.



Beautification / Repair Maintenance  
Circle and Fabric Banners  
Fairfax Drive Medians Streetscape  
Ballston Directory Pylons

Pedestrian Safety Fence  
Hardscape Enhancements  
Gateway Signs  
Solar Powered Uplighting

## BOLD NEW BRAND FOR BALLSTON



## A SENSE OF PLACE

New Metro Plaza and canopy art installation "Intersections" (To be constructed 2021)  
Art series including the Digital Statue, PLAY, the Courage Wall, Macy's digital art projections, and 2020 COVID chalk art.  
Free WiFi hotspots  
Capitals Hanging Scrim



2014-2017

## ONGOING IMPLEMENTATION EFFORTS

## MULTI-MODAL TRANSIT

Parking Garage Study  
Bike Share Capacity  
Ride Share Scooters

## COMMUNITY ENGAGEMENT

Ballston LaunchPad Challenge  
Ballston Restaurant Challenge  
BallstonGives  
Park(ing) Day  
BallstonConnect Podcast  
BallstonConnect Club



## COMMUNITY EVENTS

Mega Farmers Market  
Quarterfest  
Food Truck Days  
Sip & Mingles  
Drive-in Movie Night  
Dog Friendly Events



RE-BRANDED TASTE OF ARLINGTON TO QUARTERFEST TO HIGHLIGHT BALLSTON, ATTRACTING 22K ATTENDEES

2018

## BALLSTON BID ADOPTS NEW THREE-YEAR STRATEGIC PLAN

This refined priorities to be a market influencer, creating elevated experiences, engaging community, and financial and organizational sustainability. The plan outlined steps to achieving this success and triggered a brand refresh to help drive the renewed focus.

The Ballston BID's refined Strategic Plan has called for an emphasis on Wilson Boulevard as the new Main Street of Ballston. A key driver of that effort is the newly redeveloped Ballston Quarter with their improved outdoor spaces, streetscape and the Quarter Market. Construction began in 2018 with the official opening in 2019.

# 1.3 PLACEMAKING ADVANCEMENT

## 2019 PLACEMAKING PLAN UPDATE

As a maturing BID within the rapidly developing Arlington County and neighborhood context, the current Ballston BID Placemaking Committee recommended a Placemaking Plan update. Together with the BID Staff and Members, Board and Committee members, as well as Arlington County Staff who have history with the original plan, the design team conducted focused meetings and reviewed lessons learned along with celebrating past successes.



### SEVERAL KEY OBJECTIVES WERE DETERMINED FROM THIS INITIAL ANALYSIS:

- 01 Select components of the plan such as site furnishings, needed to be included in the Arlington County Site Plan approvals process in order to be consistently implemented.
- 02 A separate process for Arlington County Board of Supervisors endorsement for portions of the plan was preferred over a sector plan update.
- 03 Projects which the BID could implement quickly with a limited number of partners might be prioritized over those requiring complex coordination with multiple property owners and agencies.



## 2020 PLACEMAKING PLAN DEVELOPMENT

Many great successes have pushed Ballston in the direction of a vibrant neighborhood and more can still be done to fully realize its visible and recognizable identity. To capitalize on the momentum, this updated Placemaking Plan will fine tune the objectives, amp up the intensity, and address roadblocks that the 2013 Plan encountered in its implementation. Continuing into 2020, the BID and their design team regularly met to develop the plan updates and reviewed drafts with multiple County Staff departments for input on the plan to best set it up for success. One key item that has been identified to encourage a more consistent public realm appearance is to include the Streetscape Style Guide in the Arlington County Site Plan review procedures. The BID has worked with Arlington County Staff to format a public process to receive community comments and is working towards County approval of that chapter in 2021.

The BID will continue to collaborate with their members and Arlington County partners to evolve strategies and goals outlined in the plan as required to support future needs of the District. As one example, for years, the BID has created and supported pop-up parks, as part of a valuable toolkit to accelerate real estate development, activate emerging neighborhoods, and support businesses while creating safe pedestrian zones. The term pop-up park is sometimes used to describe temporary or interim open space preceding final development or construction of permanent park spaces; as well as car-designated zones reclaimed on occasion for pedestrians. However, during the COVID-19 restrictions today's pop-up component can refer to the physical space as well as activity that was not previously imagined. This can include more permanent on-street parking spaces that become the designated outdoor dining for restaurants in retail areas or space for a commercial fitness provider to hold outdoor classes.

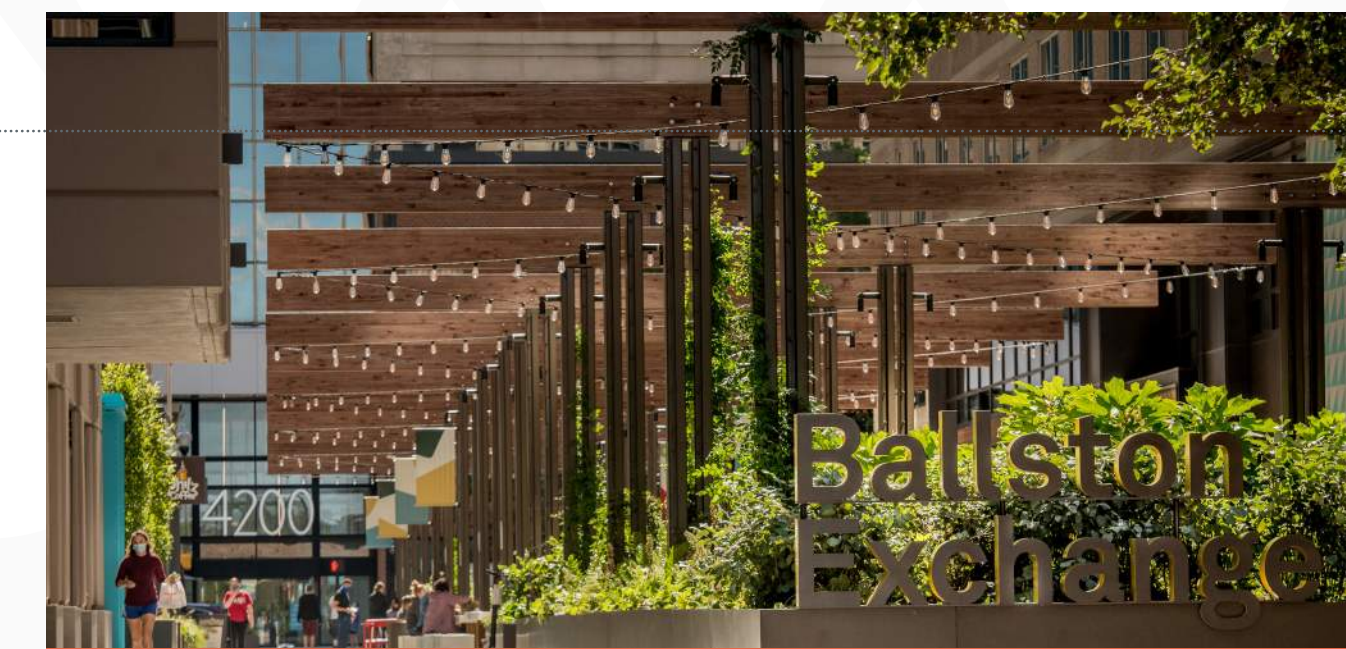
# RENEWED PLACEMAKING IS A KEY COMPONENT IN DRIVING THE OVERALL VISION OF THE BALLSTON BID STRATEGIC PLAN.



## 2021 RECOMMENDED APPROACH

- BID Board and member approval of overall Placemaking Plan (Internal member process).
- Arlington County Staff recommendation for support (Once comments are addressed).
- Select public process and community input (Planning for Q1).
- Arlington County Board of Supervisors endorsement of select portions (To be requested).

This plan may be in place for years, even a decade, as short-, mid- and long-term priorities are budgeted, and activities described in the plan are enacted. We will accelerate the transformation of Ballston into a thriving and diverse live/work/ play/learn neighborhood for urban-minded and socially conscious business professionals and residents through market-influencing branding and placemaking, elevated experiences and by engaging our community with compelling programs that leverage our key assets of technology, education and sports. This includes responding to current conditions with innovative approaches not previously required or commonly utilized whether technology or physical site enhancements. We are eager to enact this latest plan in 2021 and beyond.



IT IS THE INTENT THAT THE STREETScape STYLE GUIDE BE ENDORSED BY ARLINGTON COUNTY AS THE RECOMMENDED STANDARD FOR BALLSTON.

# 02 INTRODUCTION

2.1 THE VISION

2.2 THE STRATEGY

2.3 HOW TO USE



## 2.1 THE VISION

“PLACEMAKING & PUBLIC REALM ENHANCEMENT....”

# BRING THE NEW BRAND INTO THE PUBLIC REALM

### OVERVIEW

Ballston is a vibrant, 18 hour urban neighborhood brimming with new energy. Everything is at your fingertips for a life full of exhilarating and innovative work, generous collaborations, an honest and engaging community, and delightful connections.

We are uniquely positioned in Arlington County as the western gateway from Interstate 66 and serve as a major hub for Metro’s Orange and Silver Lines. At the crossroads of several major arterial roads including Fairfax Drive, Glebe Road, and Wilson Boulevard, our 25 block area of dense urban grid houses a wide array of retail, office, and residential properties, interspersed with open spaces.

This concentrated activity and cross-pollination drives Ballston’s personality and is infused in everything we do.



# BALLSTON LIFE IS...

- |                     |  |
|---------------------|--|
| <b>DELIGHT FULL</b> | <b>GENEROSITY, HONESTY, EXCELLENCE</b> |
| <b>WONDER FULL</b>  | <b>COLLABORATION</b>                   |
| <b>POWER FULL</b>   | <b>LOVE + CONNECTION</b>               |
| <b>EVENT FULL</b>   | <b>INNOVATION + EXHILARATION</b>       |
| <b>PLAY FULL</b>    |  |
| <b>INSIGHT FULL</b> |  |

### PROCESS

Working with the BID, its Placemaking Committee members, and representatives from Arlington County, the team evaluated the current placemaking elements within Ballston. Through multiple site visits and through multiple site visits and activities occurring over a number of years, the team has documented and studied numerous elements from street furniture, wayfinding and lighting, to public art, open spaces, and events. Through multiple mapping efforts, the team has a thorough understanding of the context and challenges the BID faces in trying to bring consistency to the largely existing environment.

The task of bringing brand identity to the neighborhood is also a key component of this placemaking effort. The recent brand refresh is instrumental in honing the vision for the public realm and bringing Ballston vibrancy out for all to see and experience. The integration of the brand with the physical environment is a critical component of the successful implementation of the BID’s 2018-2021 Strategic Plan.



## 2.2 THE STRATEGY

### FINDINGS

Viewing Ballston through multiple lenses, the team brought forth recommendations to create a cohesive, lively, and meaningful public realm that is in lockstep with the BID’s vision to create a neighborhood where “Life is Full”.

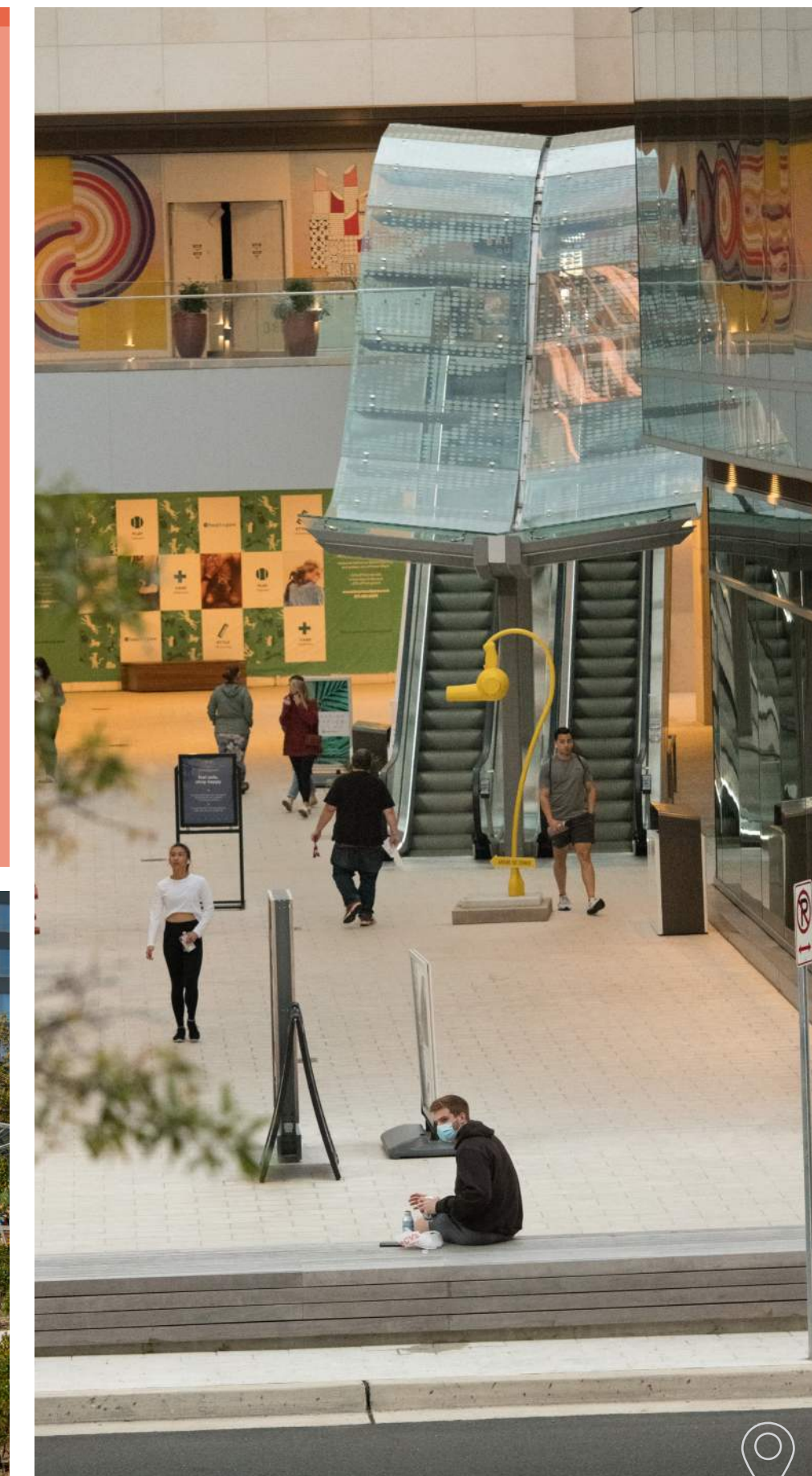
This focused effort spearheaded by the BID will lead to positive changes that will enhance the experience of everyone in Ballston. The BID will bring continued support from its development partners and Arlington County to enhance the existing conditions, replace certain elements over time, and create a vibrant, unified neighborhood. Arlington County is now a partner in the Biophilic Cities Network and is developing new biophilic principles to be considered in new planning and development, the BID will look for intentional ways to layer in meaningful and improved connections to nature in the placemaking activities enacted in Ballston.

This Placemaking Plan will elevate the physical and aesthetic identity of Ballston and bring it in line with the forward-thinking vibe of the people who live, work, shop, learn and play here. It is designed to take advantage of current opportunities through active redevelopments as well as support the long-term transition through the use of temporary installations to maximize immediate impact. The BID will further support the enhancements of individual property owners through select interventions.

Phasing goals and budgeting over the short- (1-5 years), mid- (5-10 years), and long-term (10+ years) to be developed in separate implementation plan.

### ARLINGTON COUNTY PARTNERS

- Arlington Economic Development (AED)
- Arlington Public Art (APA)
- Cultural Affairs Division (CAD)
- County Manager’s Office (CMO)
- Dept. of Community Planning, Housing & Development (CPHD)
- Dept. of Environmental Services (DES)
- Dept. of Parks & Recreation (DPR)



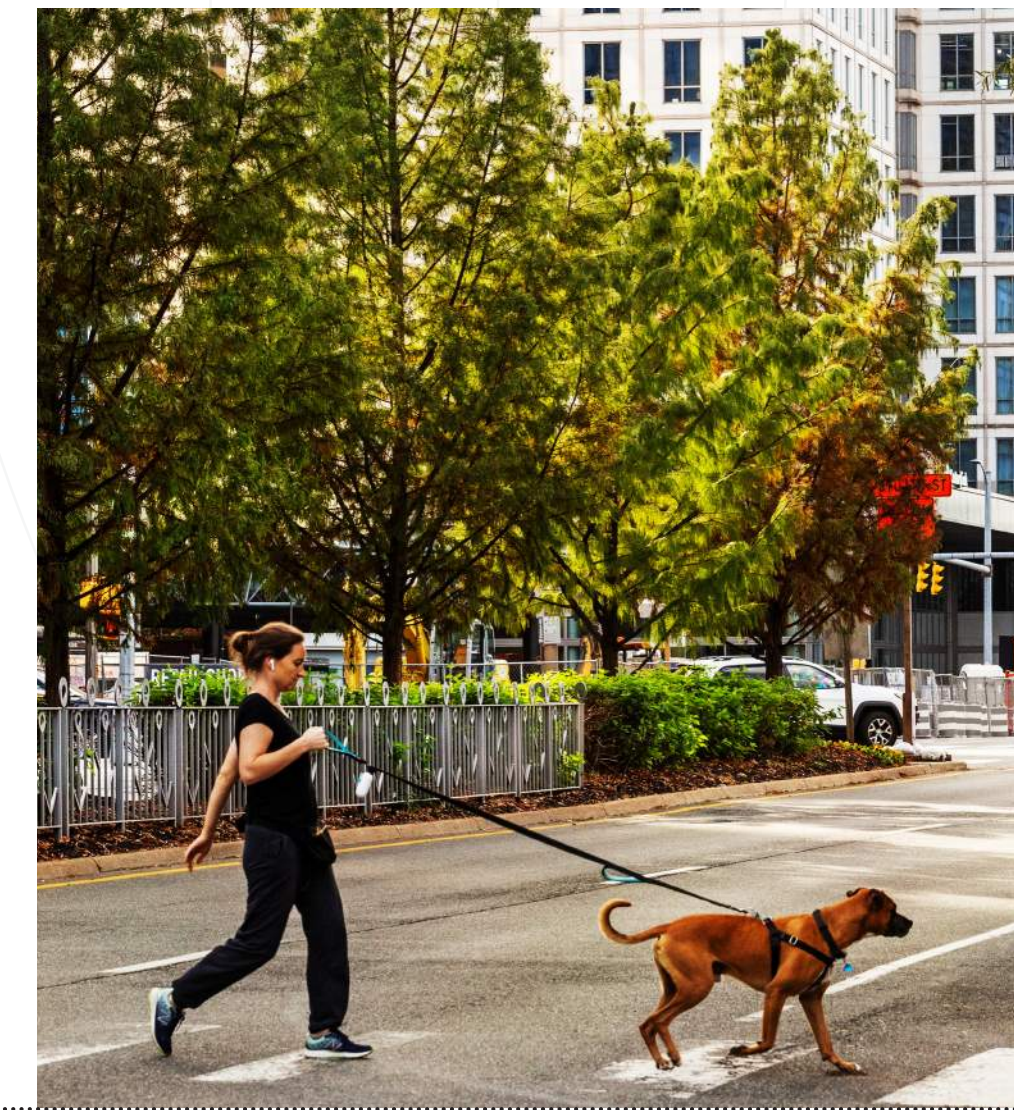
## 2.3 HOW TO USE

### PLAN GUIDANCE

This plan is intended to communicate the Placemaking Plan initiatives, strategies and goals to a wide audience who may partner, implement, fund and also enjoy the full array of Ballston community amenities. This includes BID members such as developers and property managers who along with their teams of designers, contractors, and vendors may be partnering on implementation, or incorporating components into redevelopment and renovation plans.

It is also a beneficial tool for County Staff to use when reviewing development plans and aligning other initiatives outlined within the district, whether by the County or partners. One specific chapter of this document, the Streetscape Style Guide, is intended to become part of the County Site Plan approval process to ensure consistency of the elements in the public realm. This is subject to Arlington County Board of Supervisors review and approval, which is anticipated to require a public outreach and comments process to ensure support of the Streetscape Style Guide.

# WELCOME TO BALLSTON



Other readers may be interested citizens, community residents, employees, transit users and visitors to Ballston who also enjoy the results of the physical implementation such as benches, landscape and signage. Because the plan builds on efforts that have evolved over many years, there are references to background, descriptive terms and events that may have been used in past BID supported endeavors and elements. These meanings and associations will continue to be updated to reflect current conditions.

This document supplements but does not replace County approved ordinances and regulations. Many of the projects and ideas shown as part of the vision will require necessary funding, permits and approvals from a variety of agencies including local, state and federal. For all items identified in the plan, there generally is not a specific ordinance section listed. This is because the time frame to coordinate with these departments and duration for notice to proceed is not known, and requirements can change over time. Instead, items may be noted as “subject to approval” or “proposed”.

### DOCUMENT REFERENCES

#### PLANS & POLICIES THAT INFORMED THE BALLSTON BUSINESS IMPROVEMENT DISTRICT PLACEMAKING PLAN

- Ballston Sector Plan (1980)
- North Quincy Street Sector Plan Addendum (2013)
- Rosslyn – Ballston Streetscape Standards (2007)
- Arlington County Landscape Standards (2017)
- Master Transportation Plan
  - Parking and Curb Space Management Element (2009)
  - Pedestrian Element (2011)
  - Streets Element (2016)
- Public Spaces Master Plan (2019)
- Public Art Master Plan (2004, Update in Progress)
- Retail Plan (2015)

This plan builds upon these standards and does not replace them.





# 03 PLACEMAKING PLAN

## 3.0 PLACEMAKING PLAN

### 3.1 THE MATRIX

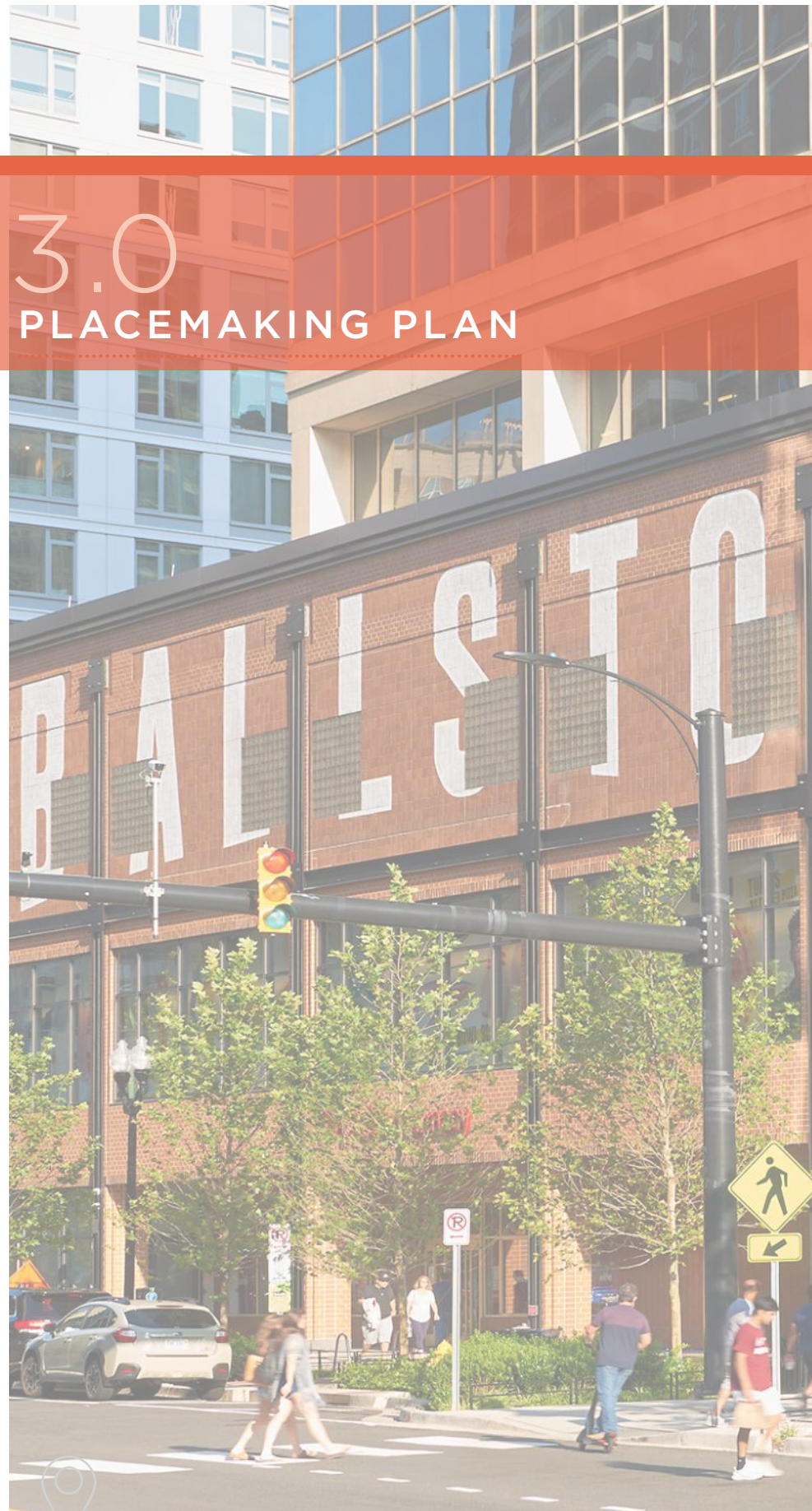
### 3.2 THE HUB

### 3.3 GATEWAYS

### 3.4 NODES

### 3.5 STREETS CAPES

# 3.0 PLACEMAKING PLAN



## LEGEND

-  **THE HUB “AREA OF CRITICAL MASS”**  
Key destinations including transit, entertainment, retail and other commercial activities form the central core of the neighborhood.
-  **GATEWAYS “IN THE PLACE”**  
These are the activated intersections that create the identity of the major streets or entrances through significant wayfinding elements, including landmarks, art, creative signage, and bold landscape.
-  **NODES “OF THE PLACE”**  
These are the locations in the neighborhood that create a sense of arrival and provide the opportunity for elegant transitions from the adjacent residential neighborhoods to retail and commercial activities.
-  **STREETSCAPES “THROUGH THE PLACE”**  
Each street is an opportunity for an array of placemaking elements to be utilized. These include art, cohesive street furnishings, wayfinding and signage, landmarks, retail activations, new development, parks/open space linkages, multi-modal/transportation improvements, and events.
-  **BUSINESS IMPROVEMENT DISTRICT**
-  **LOCATION ID**

## LOCATIONS

- GATEWAYS**
- 1 / I-66 Gateway
  - 2 / North Glebe Road and Fairfax Drive
  - 3 / Metro Plaza
  - 4 / Fairfax Drive and North Quincy Street
  - 5 / North Glebe Road and North Quincy Street
- NODES**
- A / North Glebe Road
  - B / North Quincy Street and Washington Boulevard
  - C / Wilson Boulevard and North Wakefield Street
  - D / Wilson Boulevard and North Glebe Road
  - E / Wilson Boulevard and North Stuart Street
  - F / Wilson Boulevard and North Quincy Street
  - G / North Glebe Road and North Randolph Street
- STREETSCAPES**
- Fairfax Drive
  - Wilson Boulevard
  - North Glebe Road
  - North Stuart Street
  - North Stafford Street
  - North Randolph Street
  - North Quincy Street
  - 9th Street North










## 3.2 THE HUB

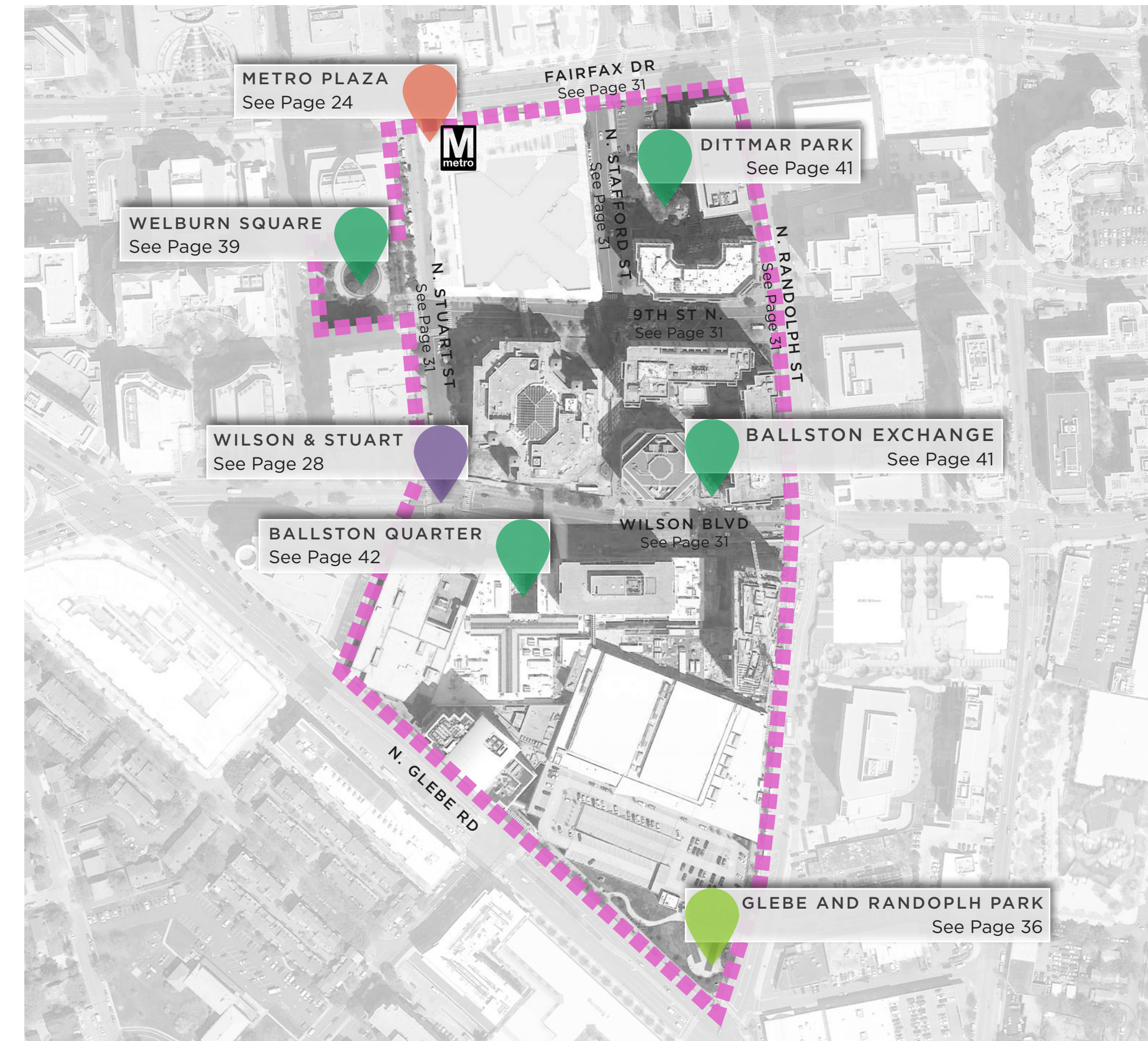
### INTENSIFYING THE “TOWN CENTER” OF BALLSTON

The Ballston-MU Metro Plaza is the first introduction that thousands of transit riders have to the Ballston neighborhood. Combined with the existing Capitals Iceplex, the new activation of Wilson Boulevard by the redeveloped Ballston Quarter and connected to Fairfax Drive by Stuart and Randolph Streets, this core forms a notable central area of key destinations. As The Hub of the Ballston neighborhood, this area of critical mass is a high priority for the BID.

Wilson Boulevard is the heart of the pedestrian experience in the Ballston neighborhood, with modern materials and lighting, technologically enhanced features, and interactive art to enliven the space and appeal to Ballston’s creative crowd. The seamless design and attention to detail gives life to a sophisticated urban retail environment.



- LEGEND**
-  THE HUB
  -  GATEWAY
  -  NODE
  -  POPS
  -  PUBLIC PARK



# 3.3 GATEWAYS

## ENHANCING THE ARRIVAL INTO BALLSTON

Gateways are the notable points of entry to major cities, districts, neighborhoods or destinations, like a transit station, and serve to build the brand and economic vitality of a location. Ballston has five significant gateways that cover the range of transportation modes and district geographic boundaries.



### 1 I-66 GATEWAY

The area of I-66 at Exit 71 into Ballston is the primary entrance to and from the regional highway system into the neighborhood. Enhancing this major Gateway was identified as a “long-term” component of the original Placemaking Plan due to the anticipated investment in the project. In the years following, the BID, along with their design team, has worked to advance this large project including development of a conceptual vision plan. This plan identifies the potential beautification improvements such as native trees, bold shrubs and lush perennials, public art opportunities, lighting, wayfinding signage and banners. The multi-disciplinary team of landscape architects,

civil engineers and wetland consultants have reviewed overall regulatory requirements with Arlington County and VDOT, in order to gauge and procure concurrence to move forward with the overall project at a conceptual level and to define permitting roles and responsibilities. The next phases of the multi-year project will include production of design documents, art feature abstracts, procurement of necessary agency permits, as well as bidding and construction by a contractor. The final timing of and limits of work for the proposed improvements to be installed will be dependent on factors such as final approvals, construction costs and budget. The Gateway is anticipated to include wayfinding and signage, fabric banners on appropriate poles with future potential to continue the circle banners from Fairfax Drive, planting overhaul, a lighting feature under the overpass, mural walls erected in front of the VDOT sound walls, and a statement gateway art feature.



ILLUSTRATIVE PLAN RENDERING OF I-66 GATEWAY



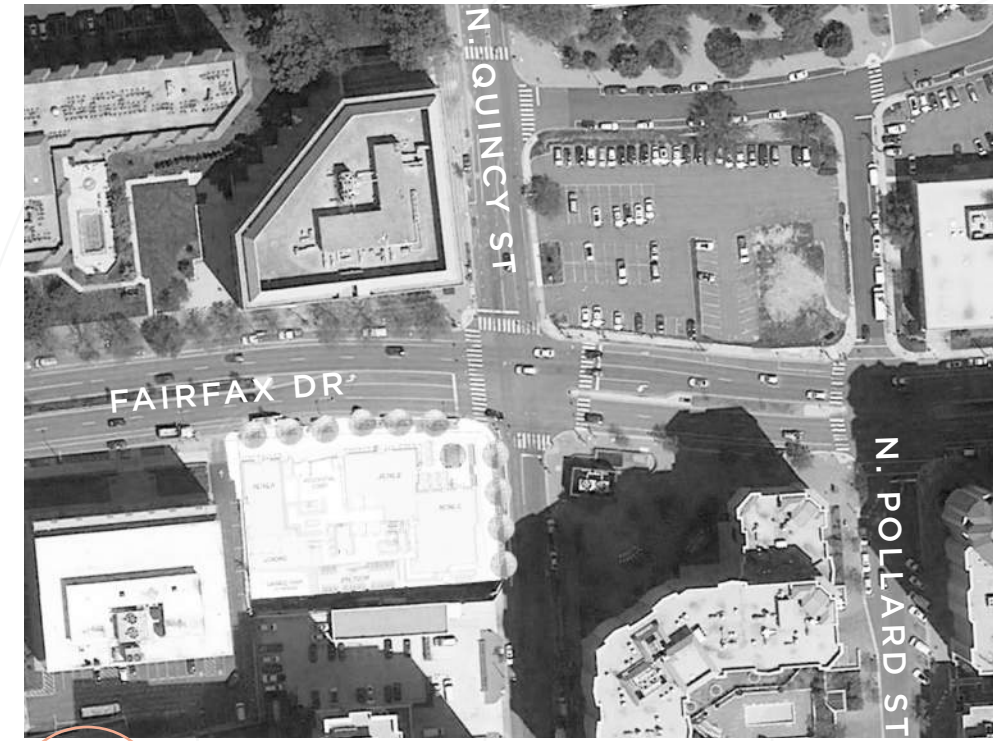
**2 NORTH GLEBE ROAD AND FAIRFAX DRIVE**

North Glebe Road and Fairfax Drive has been marked as an important gateway since the original Placemaking Plan was finalized in 2013. This gateway is at the intersection of two major regional roads that define the neighborhood and has a connection to the I-66 Gateway. It is also an important academic nucleus with notable universities including Marymount, George Washington and Virginia Tech, all with facilities in adjacent buildings. To date, the BID has installed two branded gateway signs east and south of the intersection. This intersection falls within the BID's existing WiFi network. This new plan includes fabric banners on adequate light poles, extending the Fairfax Road median enhancements, and additional landscape beautification, such as in the pedestrian refuge island at the southeast corner.



**3 METRO PLAZA**

The Metro Plaza serves as one of the major gateways into Ballston with thousands of riders passing through daily. The Metro Plaza and canopy are currently planned for renovation. BID activities in the plaza include wayfinding and signage, such as an upgrade to a digital directory. This gateway falls within the BID's existing WiFi network. There will be a continuation of the work done on Fairfax Drive with the banner systems; fabric banners are currently planned with a potential to upgrade to circle banners in the future. The Metro Plaza offers opportunities for events or pop-ups, charging stations, and art features. This plaza is included in The Hub, see page 21.



**4 FAIRFAX DRIVE AND NORTH QUINCY STREET**

This easterly entrance into Ballston is the location of an existing gateway sign and current start of the circle banners and Fairfax Drive median landscape and hardscape enhancements, the "dots". This intersection provides an opportunity to provide WiFi connections to BallstonConnect residential buildings. The plan calls for the circle banners and median hardscape enhancements to be extended one block further towards N Pollard Street.



**5 NORTH GLEBE ROAD AND NORTH QUINCY STREET**

North Glebe Road and North Quincy Street act as the southern gateway of the neighborhood. Noted today by an existing gateway sign, this area is proposed to receive fabric banners on light poles and median hardscape enhancements such as the "dots" in the medians. Additionally, the BID proposes to further enhance this entry with new landscape art and lighting at the corner of the existing Mercedes-Benz Dealership.



“INSPIRED BY NOTABLE PLACES AROUND THE COUNTRY, THE BEAUTIFICATION OF THE I-66 GATEWAY WILL BE A HIGH IMPACT STATEMENT FOR BALLSTON AND THE REGION.”

# 3.4 NODES

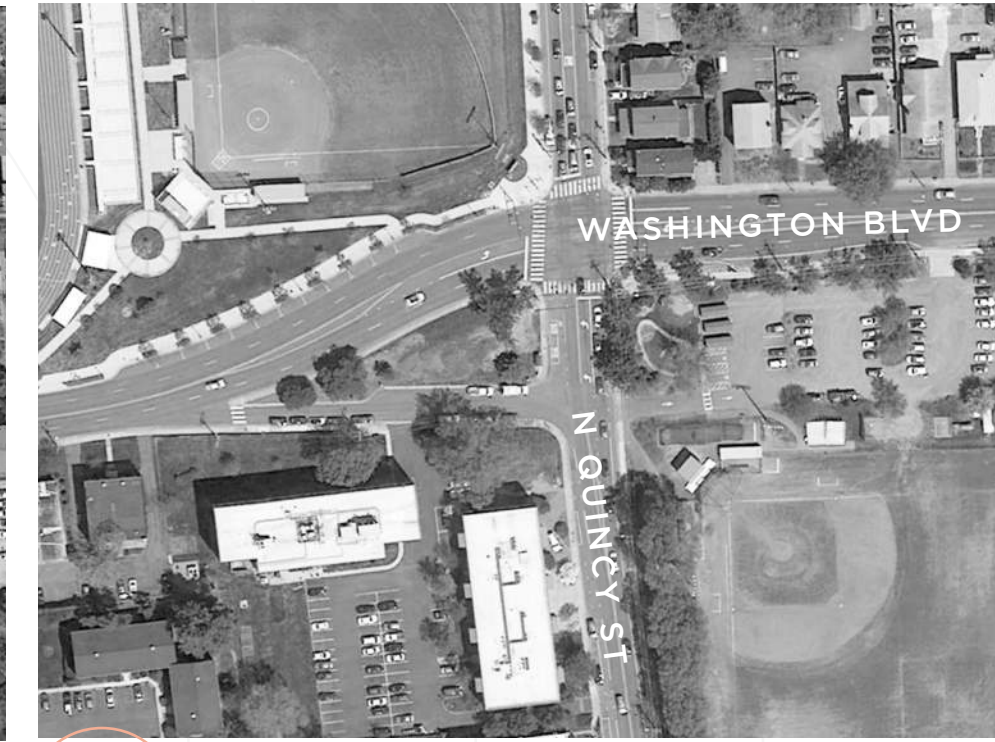
## BOOSTING THE TRANSITIONS OF BALLSTON

Nodes are the secondary points of entry to districts and serve as transitions between different neighborhoods and use types, such as connecting lower density residential to mixed use commercial. These are active, significant intersections within Ballston and will be identified by a range of placemaking components tailored to each location.



### A NORTH GLEBE ROAD

This node is located on North Glebe Road, south of Washington Boulevard and north of 11th Street North. Plans for this location include wayfinding signage, fabric banners, WiFi, and the medians painted with black dots as seen on Fairfax Drive.



### B NORTH QUINCY STREET AND WASHINGTON BOULEVARD

While this node is outside of the established district boundary, it acts as one of the major northern entrances into the neighborhood from Washington Boulevard and is included in this plan. Proposed enhancements include a planting update and wayfinding sign in the landscape island south of Washington Boulevard.



### C WILSON BOULEVARD AND NORTH WAKEFIELD STREET

This western gateway is where the BID outline meets Wilson Boulevard. Plans include node wayfinding signage and fabric banners on appropriate light poles.





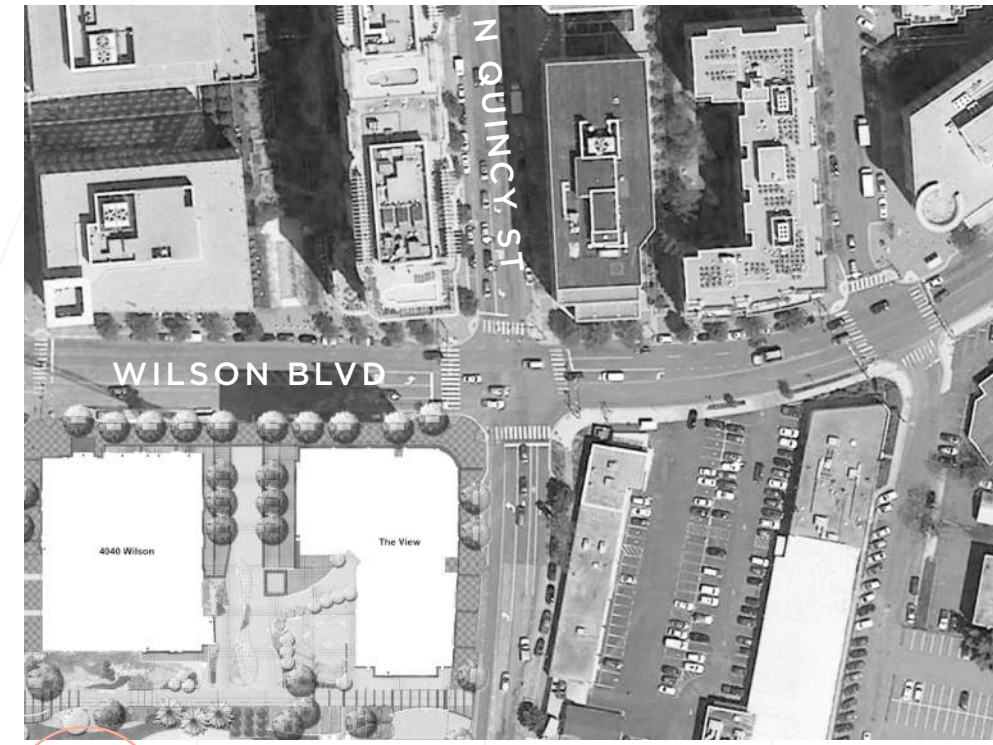
**D WILSON BOULEVARD AND NORTH GLEBE ROAD**

As one of the major interior intersections in the BID, Wilson Boulevard and Glebe Road create a prominent node. Plans for this node include wayfinding signage. Long-term plans for Wilson Boulevard include circle banners in the right-of-way with fabric banners temporarily until they can be implemented, starting at this intersection. Other initiatives planned for Glebe Road include the medians to be painted with black dots as implemented on Fairfax Drive and moveable furniture on the southeast corner around the existing sculpture, "Bud/Blossom" by Wendy Ross. This intersection falls within the BID's existing WiFi network.



**E WILSON BOULEVARD AND NORTH STUART STREET**

The Ballston Quarter Town Center is a major economic driver and activator for the neighborhood. This intersection at Wilson Boulevard and North Stuart Street is the connection point between the Metro, Wilson Boulevard, and The Ballston Quarter. BID-led initiatives to enhance this intersection include wayfinding signage, existing WiFi, a continuation of the banner system with temporary fabric banners that will be upgraded to circle banners over time, pavement painting on applicable medians and enhanced crosswalks pending Arlington County approval. This crosswalk marks the beginning of weekend pedestrian-only street closures. There is potential for streetscape furniture and tree pit updates in the future. This node is included in The Hub, see page 21.



**F WILSON BOULEVARD AND NORTH QUINCY STREET**

This node is the eastern terminus of BID efforts on Wilson Boulevard. This node will include wayfinding and signage, along with temporary fabric banners that will eventually be replaced by circle banners. This intersection falls within the BID's existing WiFi network.



**G NORTH GLEBE ROAD AND NORTH RANDOLPH STREET**

North Glebe Road and North Randolph Street marks one of the minor nodes within the interior BID intersections. This node will include wayfinding signage and fabric banners. This node falls within the BID's existing WiFi network.



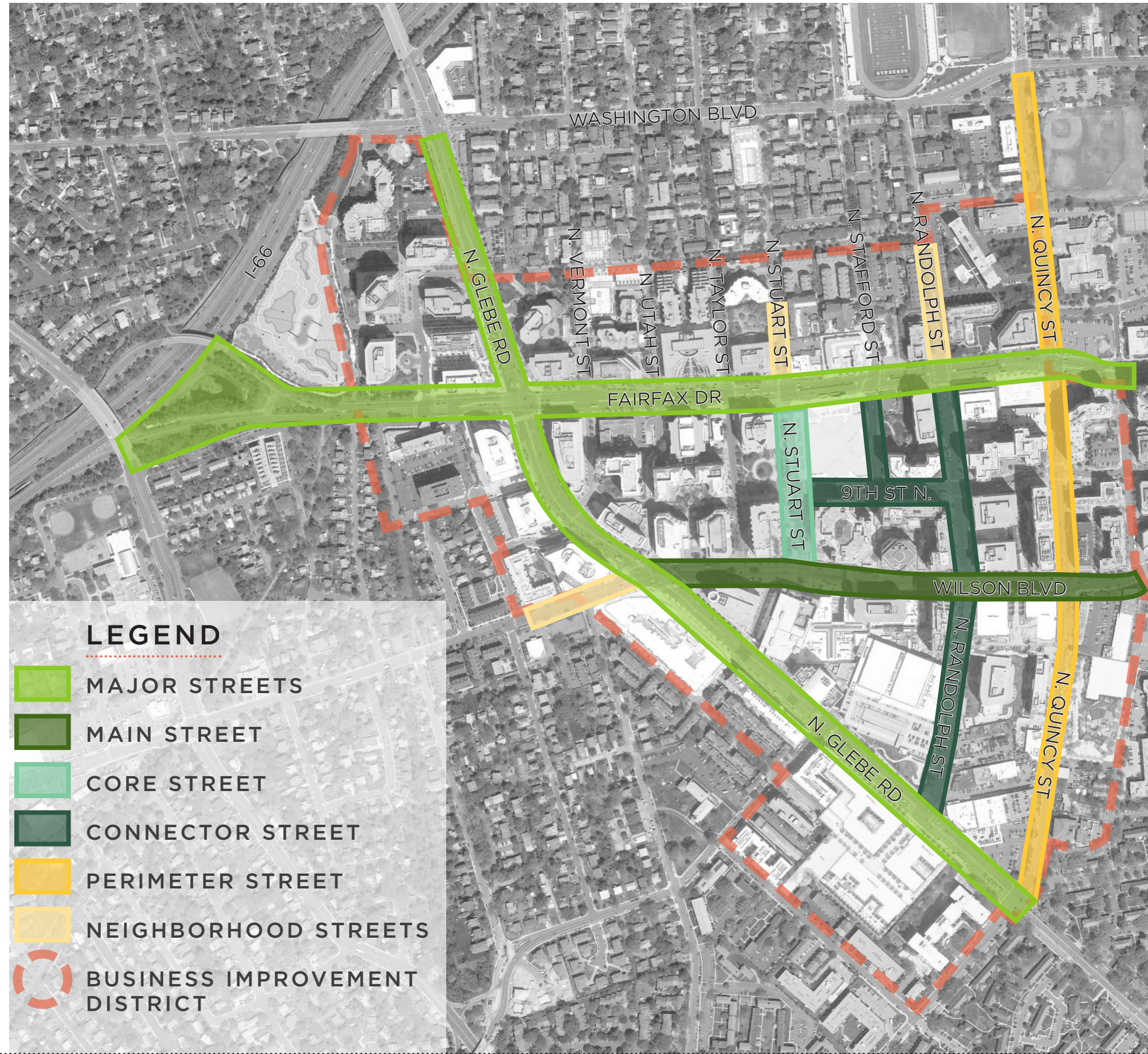
“NODES BECOME A POINT OF INTERSECTION AND CONNECTION.”

# 3.5 STREETSCAPES

## STRENGTHEN THE CONNECTIONS OF BALLSTON

Street descriptions are used in a placemaking context in support of the BID brand and are not intended to describe the transportation hierarchy.

All streets are planned to be connected through Ballston's WiFi network. Any renovations or development should follow the Streetscape Style Guide.



### 1 FAIRFAX DRIVE

Fairfax Drive is a major arterial road within the neighborhood. It provides East-West connection and connects to The Hub and Metro Gateway. Since 2013, the BID has implemented several projects including signage, circle banners, median fence, hardscape enhancements, the "dots" and median planting updates that provide habitat benefits. Future plans include continuing these efforts and adding potential pop-up parks and moveable furniture. The district goal is to have consistent streetscape furniture, and planter pits.



### 4 WILSON BOULEVARD

Wilson Boulevard is considered Ballston's new Main Street. The section of Wilson Boulevard that is a part of The Hub will function as a pedestrian activator with pedestrian-only weekends. The proposed BID placemaking elements applied to this streetscape include wayfinding and signage, hardscape enhancements, the "dots", pop-up parks, updated median plantings where applicable, moveable furniture, and enhanced crosswalks within The Hub (pending Arlington County and VDOT review). Short-term planning is underway for fabric banners to be applied to appropriate light poles, with circle banners to be installed at a later date, subject to approval.



### 2 NORTH GLEBE ROAD

North Glebe Road is the major North-South access and a district boundary. This road connects several major BID initiatives and is treated as a priority for future phasing. It will include wayfinding and signage, fabric banners, the continued use of scrim banners on the MedStar Capitals Iceplex garage, hardscape enhancements, the "dots", updated planting, potential pop-up parks and moveable furniture. A portion of North Glebe is included in the dog waste station route.



### 5 NORTH STUART STREET

As a strong connector of The Hub, North Stuart Street creates the main connection between Fairfax Drive, the Metro and Wilson Boulevard. The plan includes wayfinding and signage, fabric banners, enhanced crosswalks within The Hub pending Arlington County approval.



### 7 9TH STREET NORTH

9th Street North is Ballston's pedestrian friendly supporting connector within the Hub. This street will receive wayfinding and signage and fabric banners.



### 3 NORTH QUINCY STREET

North Quincy Street acts as the eastern boundary of the BID. The streetscape will receive wayfinding and signage and fabric banners, the continued use of scrim banners on the MedStar Capitals Iceplex garage, with potential for pop-up parks and art elements. A portion of North Quincy is included in the dog waste station route.



### 6 NORTH RANDOLPH STREET

North Randolph Street is a minor connection. This streetscape will receive wayfinding and signage, fabric banners, and enhanced crosswalks within The Hub pending Arlington County approval. North Randolph is the main dog waste station route for residents.



### 8 NORTH STAFFORD STREET

North Stafford Street is within The Hub, but does not act as a neighborhood connection. As a part of The Hub it will receive wayfinding signage, fabric banners, and enhanced crosswalks pending approval.

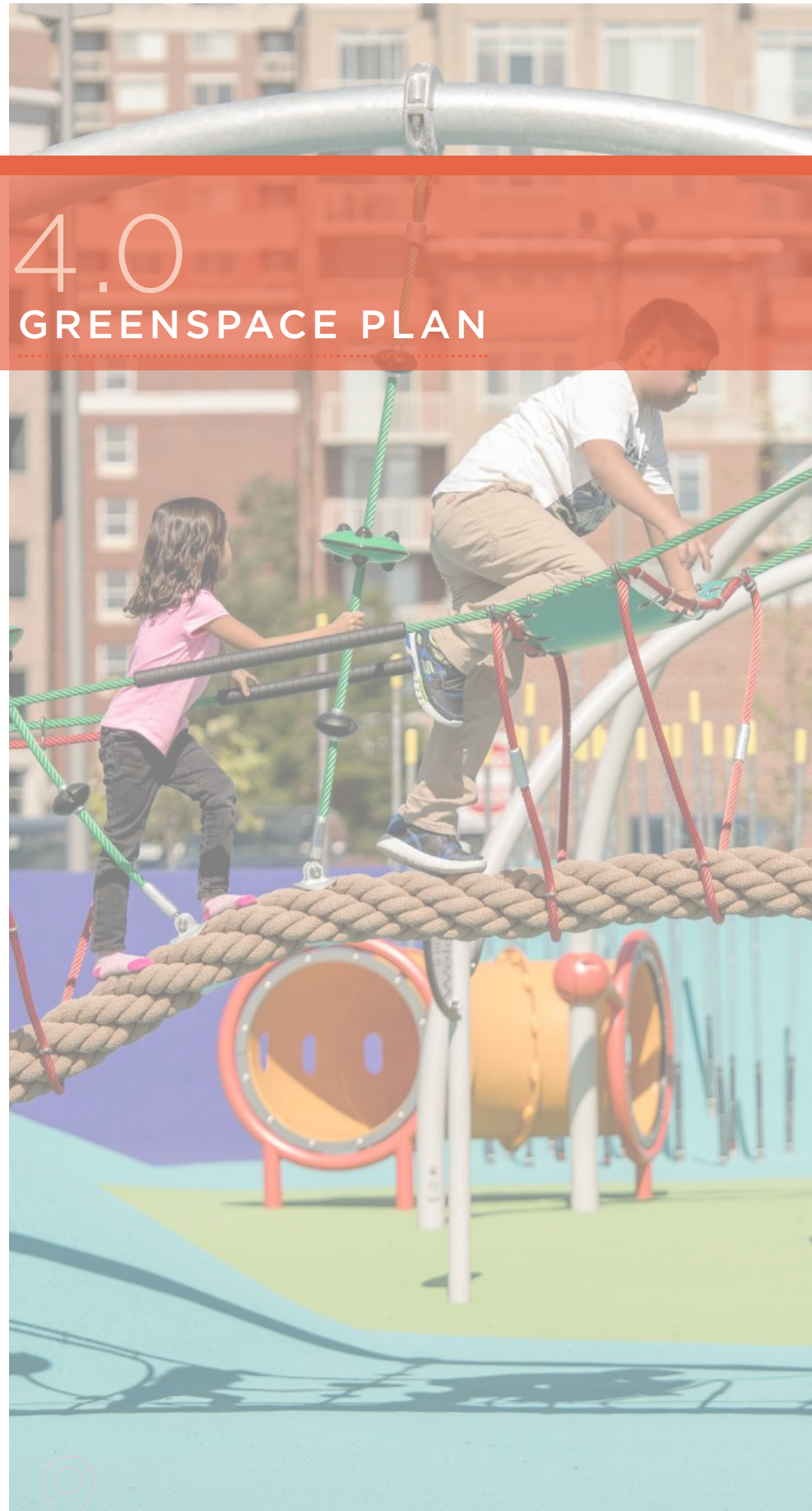




# 04 GREENSPACE PLAN

- 4.0 GREENSPACE PLAN
- 4.1 PUBLIC GREENSPACE
- 4.2 PRIVATELY OWNED PUBLIC SPACE

# 4.0 GREENSPACE PLAN



## LEGEND

- **PUBLIC GREENSPACE**  
Park, plaza, trails, or open space used by the public that is owned by Arlington County.
- **PRIVATELY OWNED PUBLIC SPACE**  
Park, plaza, or open space used by the public that is owned by a private developer. Also referred to as POPS.
- **VISUAL GREENSPACE**  
Open space that is not intended for public access but has landscape enhancements, art and/or other beautifications for visual impact in the neighborhood.
- **PLAY DESTINATION**  
Spaces that have a play or dog component incorporated.
- **BID INTERVENTION**  
Spaces that the BID may allocate funds to replace furniture and/or provide programming, landscape, wayfinding and signage, and/or interactive pop-ups.
- ← **TRAIL**
- ⊙ **THE HUB**
- ⊙ **BUSINESS IMPROVEMENT DISTRICT**
- # **LOCATION ID**

## LOCATIONS

- PUBLIC**
  - 1 / Ballston Beaver Pond
  - 2 / Custis and Bluemont Junction Trail
  - 3 / Glebe and Randolph Park
  - 4 / Mosaic Park
  - 5 / Central Library
  - 6 / Quincy Park
- PRIVATE**
  - A / Ballston Plaza Park
  - B / Reinsch-Pierce Family Courtyard
  - C / North Vermont Street Plaza
  - D / The Ellipse
  - E / Welburn Square
  - F / 9th Street Plaza
  - G / Nature Conservancy Park
  - H / Metro Plaza
  - I / Dittmar Park
  - J / Ballston Exchange
  - K / Liberty Center
  - L / The Waycroft
  - M / Ballston Quarter
  - N / 4040 Wilson Boulevard Development
  - O / Harris Teeter Development
- VISUAL**
  - V1 / I-66 Gateway / See Page 23
  - V2 / Fairfax Drive Medians / See Page 4
  - V3 / Washington Boulevard Pork Chop / See Page 27
  - V4 / North Glebe Road and North Quincy Street / See Page 29



# 4.1 PUBLIC GREENSPACE

## HEIGHTEN BALLSTON'S PUBLIC PARKS

The Ballston BID's partnership with Arlington County strives to create great public spaces and experiences for our residents and visitors. These parks are maintained by Arlington County and furniture must follow all County standards. Any enhancements the BID proposes will be planned, permitted, and implemented with Arlington County. Each of these parks contain existing Arlington County standard wayfinding and signage.



### 1 BALLSTON BEAVER POND

Beaver Pond is a current Arlington County project with planned improvements as of 2020. This is a passive recreation destination for walking and jogging with connection to the Custis and Bluemont Junction Trails. Included in the I-66 Gateway project, the BID plans to install trail signage pavement enhancements, and streetscape furniture.



### 2 CUSTIS & BLUEMONT JUNCTION TRAILS

As a part of the Beaver Pond updates, Arlington County will be updating the trails. The BID plans to assist with Wayfinding and Trail signage, the trailhead connection to the I-66 Gateway project and Ballston Beaver Pond, and pavement enhancements at the trailhead.



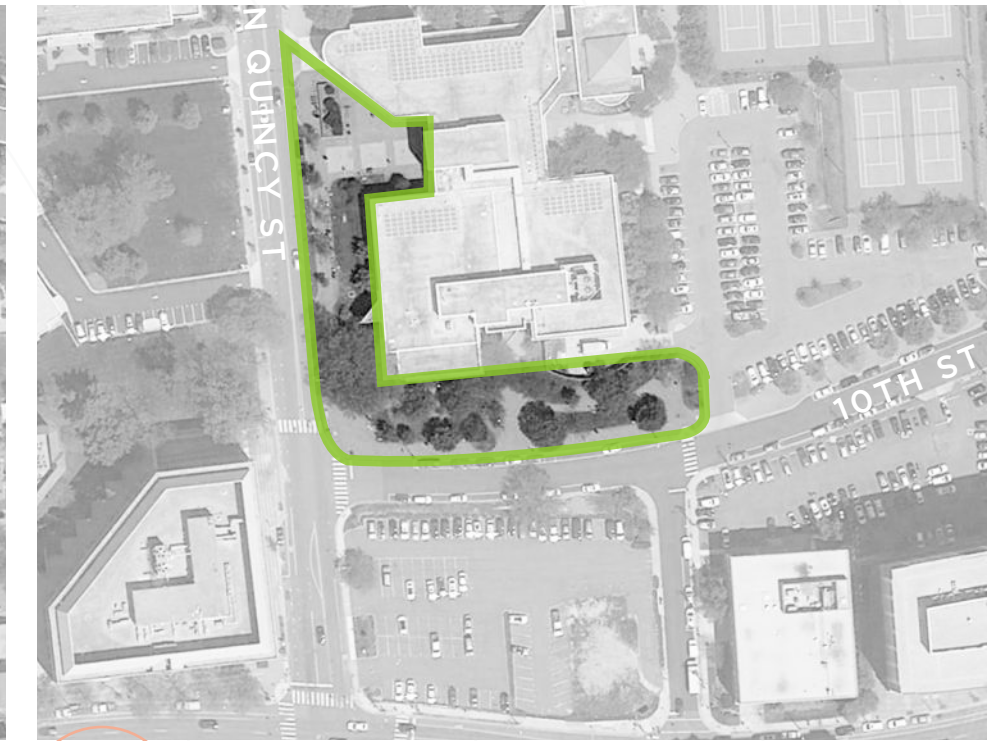
### 3 GLEBE AND RANDOLPH PARK

This park, also known locally as Bocce Park, has the opportunity for additional permanent program although none are planned at this time by the County. This park is planned for future renovation, but no design plans have been developed. Currently the space is activated by bocce courts and will have continued use of the garage face for placemaking hanging scrim. Proposed BID improvements are fabric banners within the right-of-way, BID custom moveable furniture and benches, pop-up games, and WiFi until County updates are implemented.



### 4 MOSAIC PARK

This park officially opened in the fall of 2020. The County implemented improvements including sport courts, an interactive water feature, a playground, and passive recreation. Potential BID activation includes fabric banners within right-of-way, pop-up games, and WiFi.



### 5 CENTRAL LIBRARY

The current library plaza is underutilized. Currently, the design includes planting, passive recreation, and seating. The library walls host the public art feature "Eternal Truths" by Lisa Fedon. The library hosts community events in the plaza such as, "The Shed", a public tool lending program. Potential BID activation may include fabric banners in right-of-way, moveable furniture, pop-up games, community events, streetscape furniture updates, tree pit updates, lighting, and WiFi.

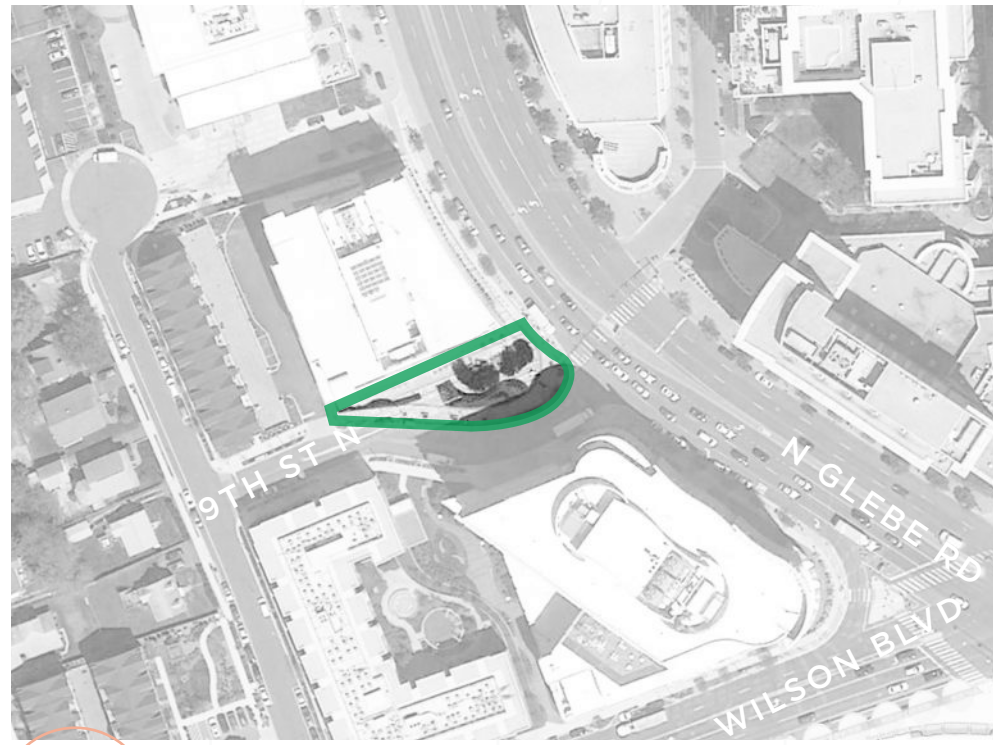


### 6 QUINCY PARK

Quincy Park is outside of the BID boundary but a major regional park that serves the neighborhood residents. It includes existing sport courts, athletic fields and playgrounds. BID improvements only include fabric banners in right-of-way.







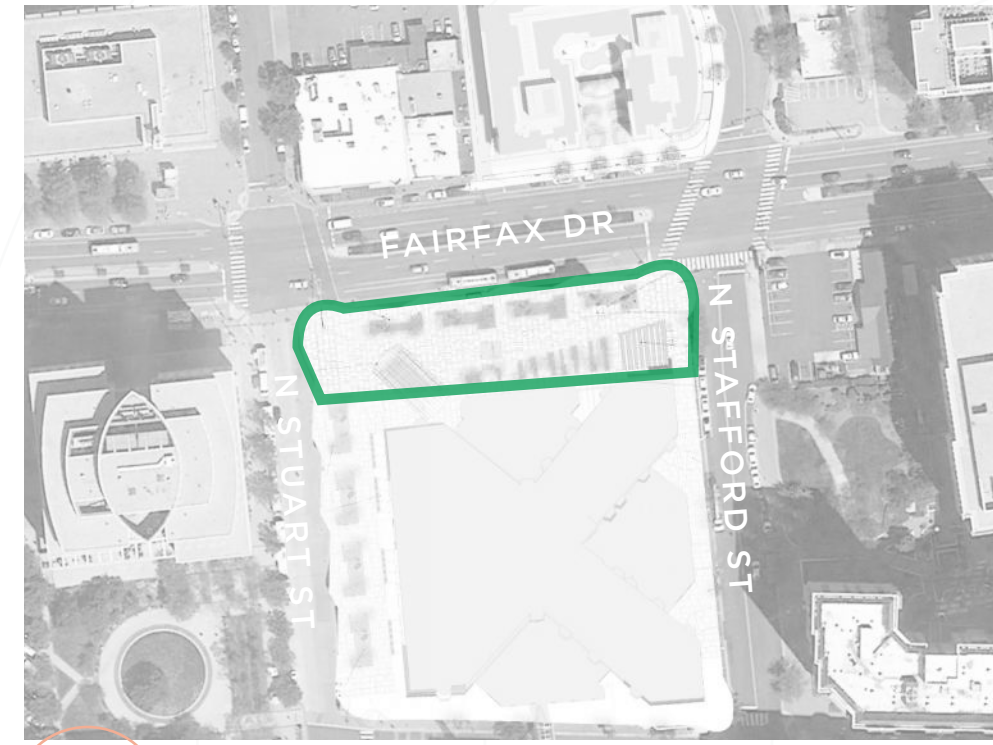
## F 9TH STREET PLAZA

9th Street Plaza is one of the several small open spaces that contribute to the overall green network of the neighborhood. It currently has the 2013 BID furniture, WiFi, and an existing cultural monument. Potential BID or owner improvements may include fabric banners within the right-of-way, moveable furniture, pop-up games, and a streetscape furniture update.



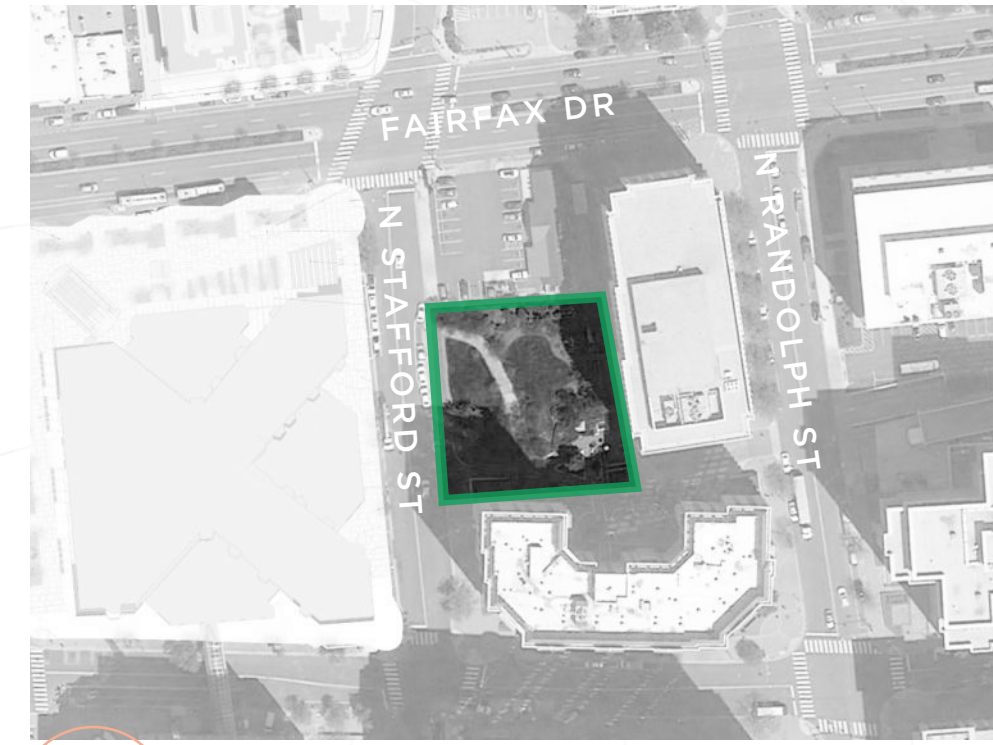
## G NATURE CONSERVANCY PARK

Nature Conservancy Park is one of Ballston's little oases. It offers lush planting, walking paths, and seating. Potential BID or owner techniques that could be utilized are fabric banners within the right-of-way, moveable furniture, pop-up games, a streetscape furniture update, and WiFi.



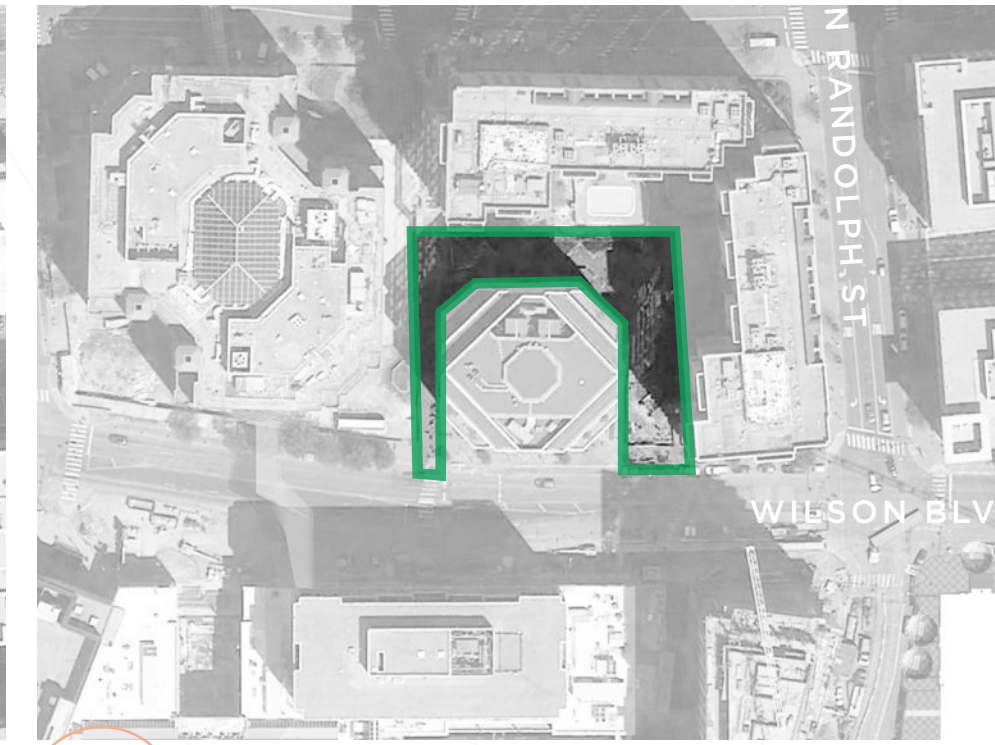
## H METRO PLAZA

See Page 24 for description, as it also functions as a Ballston Gateway. This plaza is included in The Hub, see page 21.



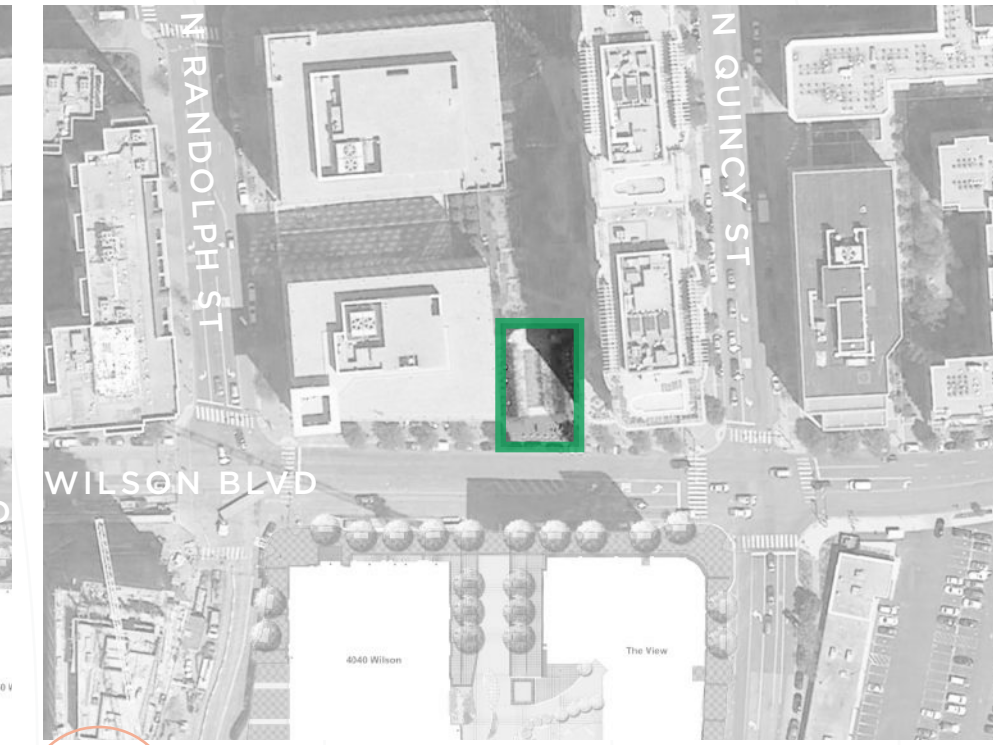
## I DITTMAR PARK

Dittmar Park is a central green space within The Hub of Ballston. Currently this is a passive green space with BID WiFi that the BID plans to activate with their future initiatives. This is another park that will serve as a test pilot for the BID's planned placemaking initiatives in partnership with the land owners. This includes wayfinding signage, banners in the right-of-way, BID branded moveable furniture and benches, games, events, furniture updates, tree pit updates, digital directories, and charging stations. This plaza is included in The Hub, see page 21.



## J BALLSTON EXCHANGE

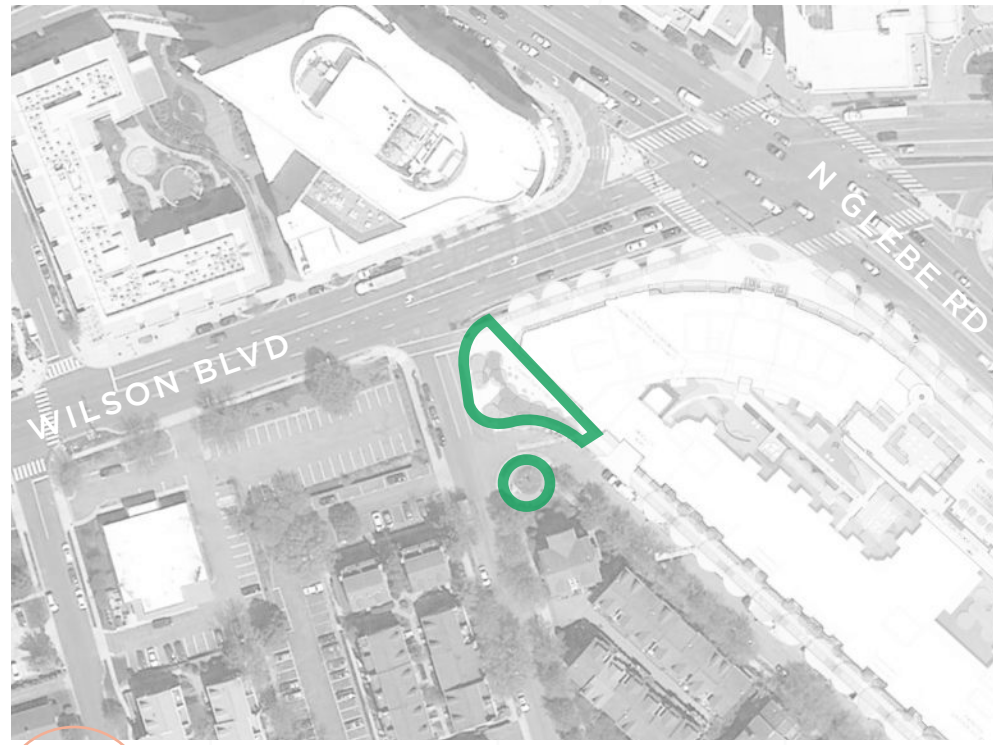
The Ballston Exchange was recently updated and is activated by outdoor dining and retail with BID outdoor WiFi. The BID involvement will be limited to wayfinding signage, banners within the right-of-way, planting updates or moveable planters, and events. This plaza is included in The Hub, see page 21.



## K LIBERTY CENTER

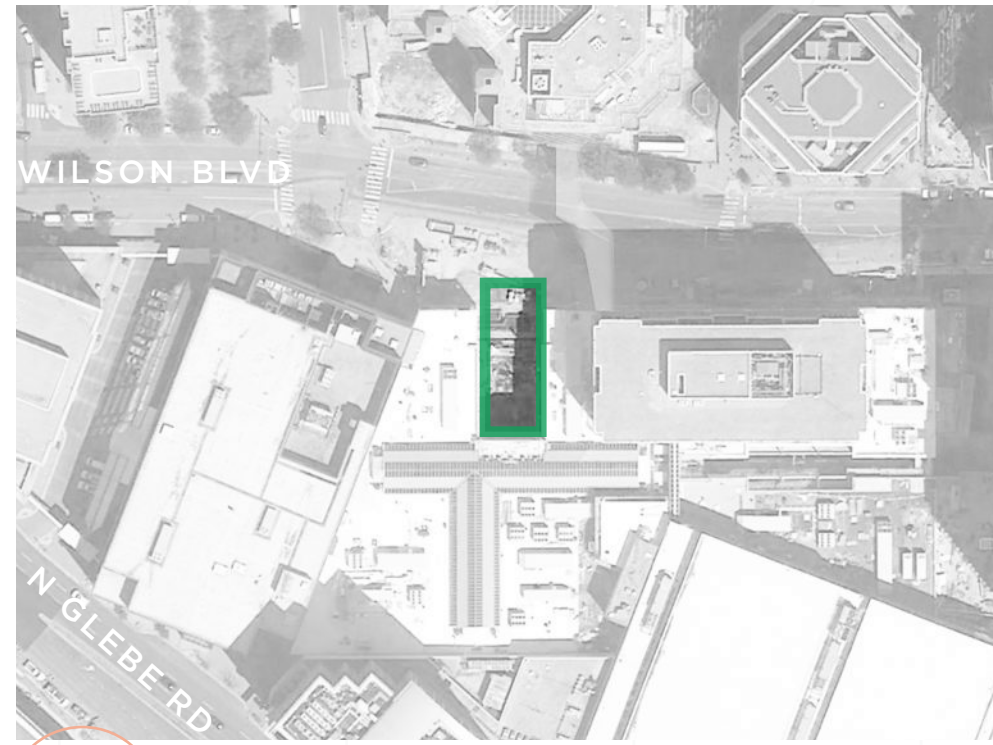
Liberty Center is activated by current retail tenants and local residents. It has an existing fountain, WiFi, and public art feature "Transparent Tapestry" by Tim Tate. Potential BID or owner improvements are fabric Banners within the right-of-way, moveable furniture, and pop-up games.





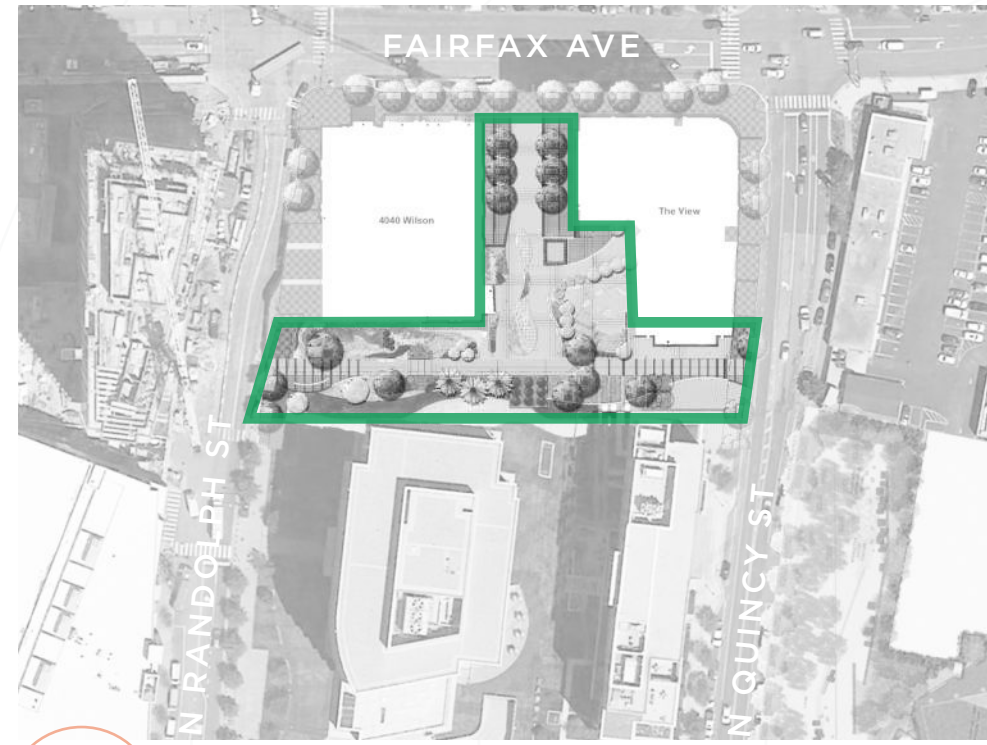
### L THE WAYCROFT

This project was under construction as of 2020. It is coupled for placemaking purposes with a small plaza ring across the street as one open space. In the future it is planned to receive Fabric Banners in right-of-way and WiFi. In January 2020, the art feature 'Acanthus' by Lisa Scheer was installed.



### M BALLSTON QUARTER

The Ballston Quarter was recently renovated including an activated greenspace connecting to the lower-level food court. The BID has a long-standing relationship with the owners and managers, having used their spaces for events. Planned BID activities include wayfinding and signage and banners within the right-of-way. As part of the recent renovation, the owner has made streetscape and planting updates along with their own activation of music, pop-up games, WiFi and events. This plaza is included in The Hub, see page 21.



### N 4040 WILSON BOULEVARD DEVELOPMENT

This development was under construction as of 2020. It is to include a water feature and passive play areas. The BID currently provides WiFi along the streetscapes at existing businesses. Potential BID or owner improvements include fabric banners within the right-of-way, dog waste stations, moveable furniture, and pop-up games.



### O HARRIS TEETER DEVELOPMENT

As of 2020, this park and development is still in the planning and design process and is not yet under construction. The development plan shows passive play areas, a dog run, a casual use space, a flexible lawn and biophilic elements. In the future, it will include fabric banners within the right-of-way, moveable furniture, signage and wayfinding, and WiFi.



“OUR PARKS ARE WHERE THE COMMUNITY GATHERS.”

05

# ARTFUL ACTIVATION PLAN

5.0 ARTFUL ACTIVATION PLAN

5.1 DIGITAL ART

5.2 DECORATIVE LIGHTING

5.3 MURALS

5.4 ART FEATURES

# 5.0 ARTFUL ACTIVATION PLAN



## LEGEND

- SHAPE**
- DIGITAL ART
  - DECORATIVE LIGHTING
  - ▲ MURAL
  - ◆ ART FEATURE
- COLOR**
- GATEWAY
  - NODES
  - STREETSCAPES
  - THE HUB
- SYMBOL**
- THE HUB
  - BUSINESS IMPROVEMENT DISTRICT
  - # LOCATION ID

## LOCATIONS

### DIGITAL MEDIA

- 1 / Metro Canopy
- 2 / Macy's Wilson Entrance

### DECORATIVE LIGHTING

- 3 / I-66 Gateway
- 4 / Fairfax Drive
- 5 / Metro Skywalk North Bridge
- 6 / Hilton 9th Street
- 7 / Macy's Main Entrance
- 8 / Macy's Glebe Entrance

### MURAL

- 9 / I-66 Gateway Sound Wall Murals
- 10 / Ballston Chalk Art Murals
- 11 / Bike Shop Mural

### ART FEATURE

- 12 / I-66 Gateway Art Feature
- 13 / Welburn Square
- 14 / Glebe and Quincy Corner

Ballston combines the best of art, innovation and technology to be animated day and night. Technologically artistic elements will foster a dynamic engagement with tourists, residents, and commuters. Special features of this plan have been developed based on the BID's knowledge of opportunities, partners and past successful implementations. All elements shown are important components of The Placemaking Plan.



# 5.1 DIGITAL ART

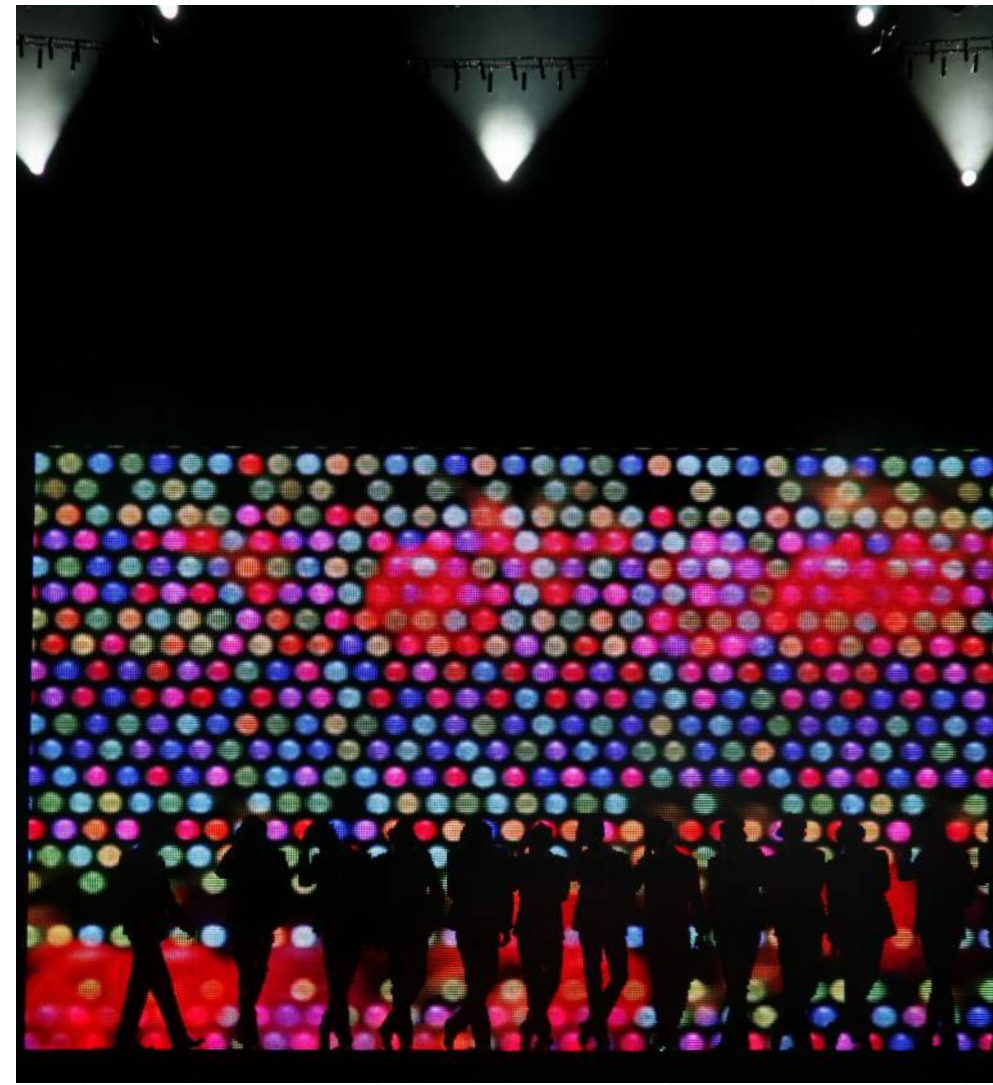


## COMBINING TECHNOLOGY AND ART FOR A UNIQUELY BALLSTON EXPERIENCE

Digital media activations are permanent or temporary installations that use digital technology to create interactive displays.

Projects must adhere to the Arlington County Zoning Ordinance and Public Art Program Guidelines.

Images shown are illustrative only to represent technique; they are not indicative of a final design.



EXAMPLE OF DIGITAL SCREEN ART



EXAMPLE OF BUILDING IMAGE PROJECTION  
IMAGE COURTESY OF DUILIO PASSARIELLO STUDIO

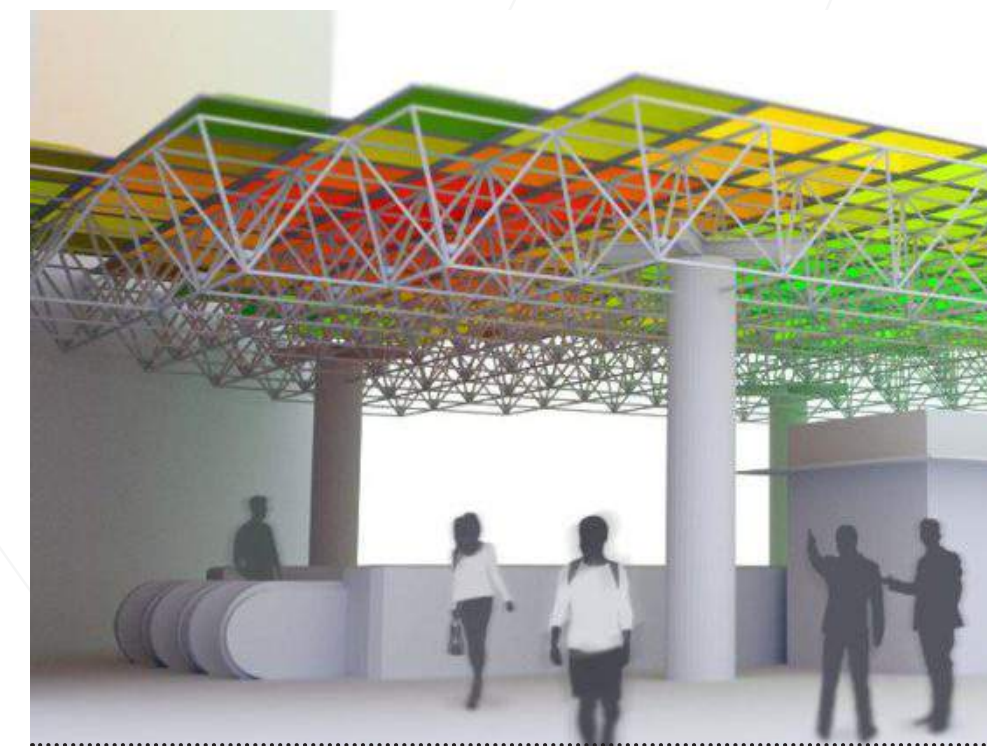


EXAMPLE OF INTERACTIVE DIGITAL ART PROJECTION



### 1 METRO CANOPY

“Intersections” by artist team Blendid is an animated light art installation proposed for the existing Metro canopy that interacts with the movement of Metro riders.



### 2 MACY'S WILSON ENTRANCE

The BID plans to continue a rotating light art projection on the walls above the Macy's entrance until the building is renovated in the future. Pictured below is Ballston Beach Projection by artist Robin Bell for Memorial Day 2020.



# 5.2 DECORATIVE LIGHTING



## LIGHT UP BALLSTON

Lighting installations consist of permanent or temporary lights that artfully illuminate buildings, infrastructure or landscaping.

Installations must adhere to the Arlington County Zoning Ordinance and environmental guidelines, the availability of electrical connections (either solar or traditional power grid) and all necessary permits and approvals.

Images shown are illustrative only to represent technique, they are not indicative of a final design.



EXAMPLE OF HIGHLIGHTING ARCHITECTURE WITH COLORFUL LIGHTING  
IMAGE COURTESY OF DUILIO PASSARIELLO STUDIO



EXAMPLE OF HIGHLIGHTING SPACES WITH COLORFUL LIGHTING



EXAMPLE OF UPLIGHTING TREES FOR EVENT/HOLIDAY



### 3 I-66 GATEWAY

As a part of the I-66 Gateway project (see page 23), the conceptual design proposes lighting enhancements including accent under-lighting the existing bridge and up-lighting the new gateway signage.



### 4 FAIRFAX DRIVE

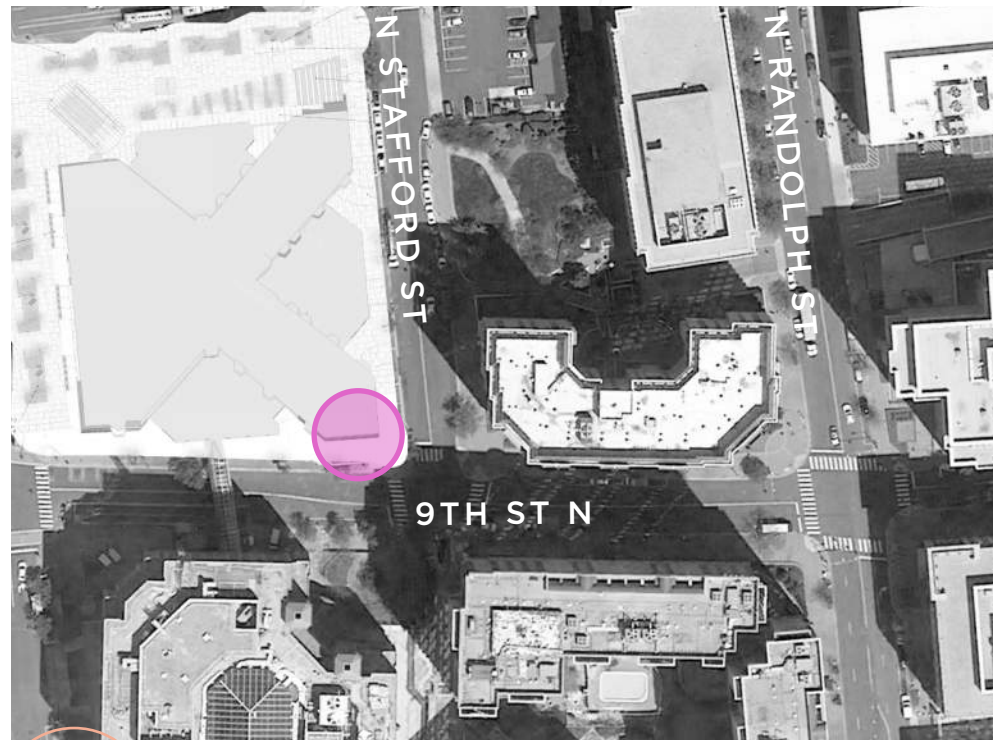
To enhance the median updates on Fairfax Drive, the BID plans to uplight trees and prominent features with programmable lights which can be used to create special statements for holidays and events.



### 5 METRO SKYWALK NORTH BRIDGE

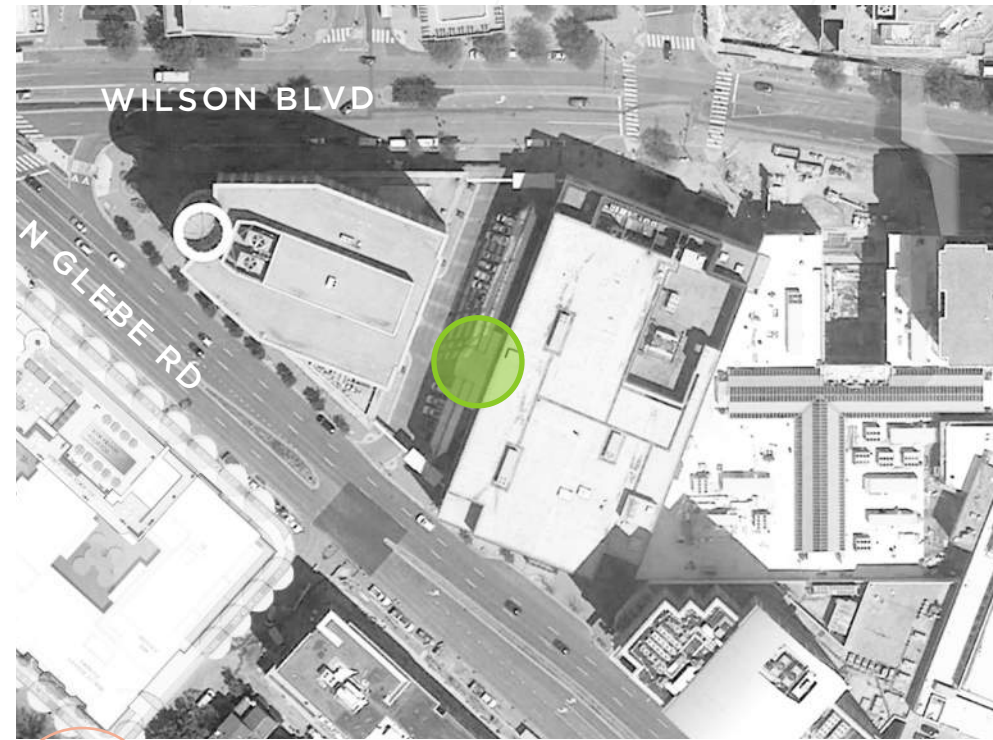
The redevelopment of Ballston Quarter included a new unique pedestrian bridge, connecting retail shops and office buildings on the south side of the Hub. This bridge system continues through an existing elevated skywalk over 9th Street and on to the Metro. The BID plans to curate a light art installation to enliven the facade of this northern bridge.





**6 HILTON 9TH STREET**

The blank wall on the south side of the existing Hilton Arlington offers a prime location for a light installation to activate the facade.



**7 MACY'S MAIN ENTRANCE**

The BID plans to install semi-permanent lighting around the existing Macy's main entrance that colorfully activates the building until it is renovated in the future.



**8 MACY'S GLEBE ENTRANCE**

The BID plans to install semi-permanent lighting that colorfully activates the blank wall of the existing Macy's Glebe Road entrance until it is renovated in the future.



“DECORATIVE LIGHTING COMBINES TECHNOLOGY AND ART FOR A UNIQUELY BALLSTON EXPERIENCE.”

# 5.3 MURALS



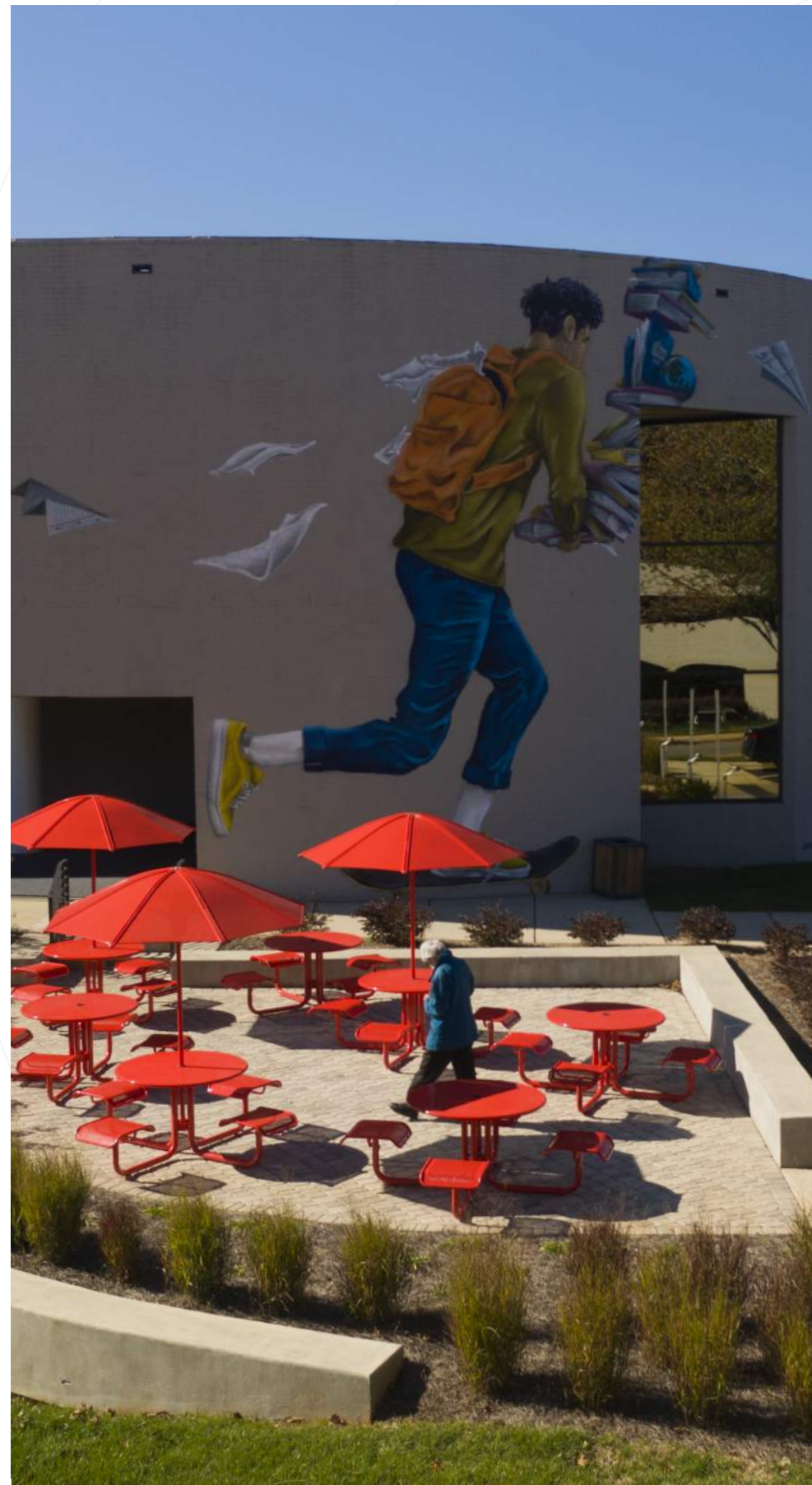
## PAINTING A VIBRANT BALLSTON WITH COLORFUL MURALS



2020 SIDEWALK CHALK ART COMMISSIONED BY THE BID



EXAMPLE OF MURAL WALL



EXAMPLE OF LARGE SCALE MURAL

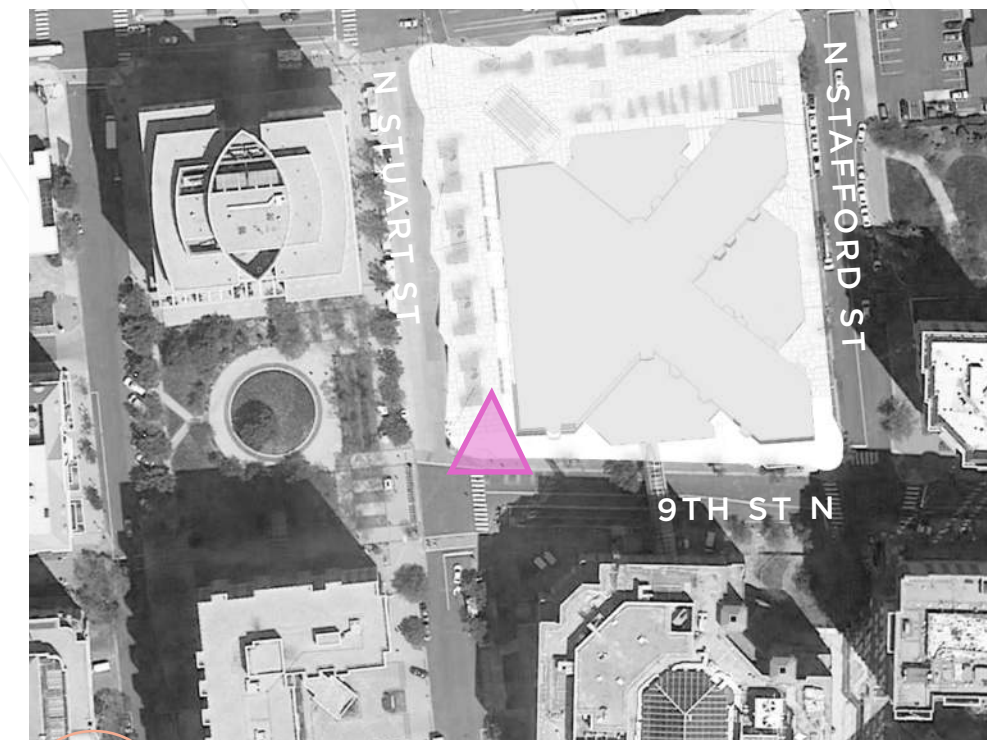
Murals will be commissioned painted works of art by the BID or our partners.

Murals must adhere to the Arlington County Zoning Ordinance and follow Arlington Public Art Mural Guidelines. Any murals on public property must be approved by the Public Art Committee and relevant County agencies.



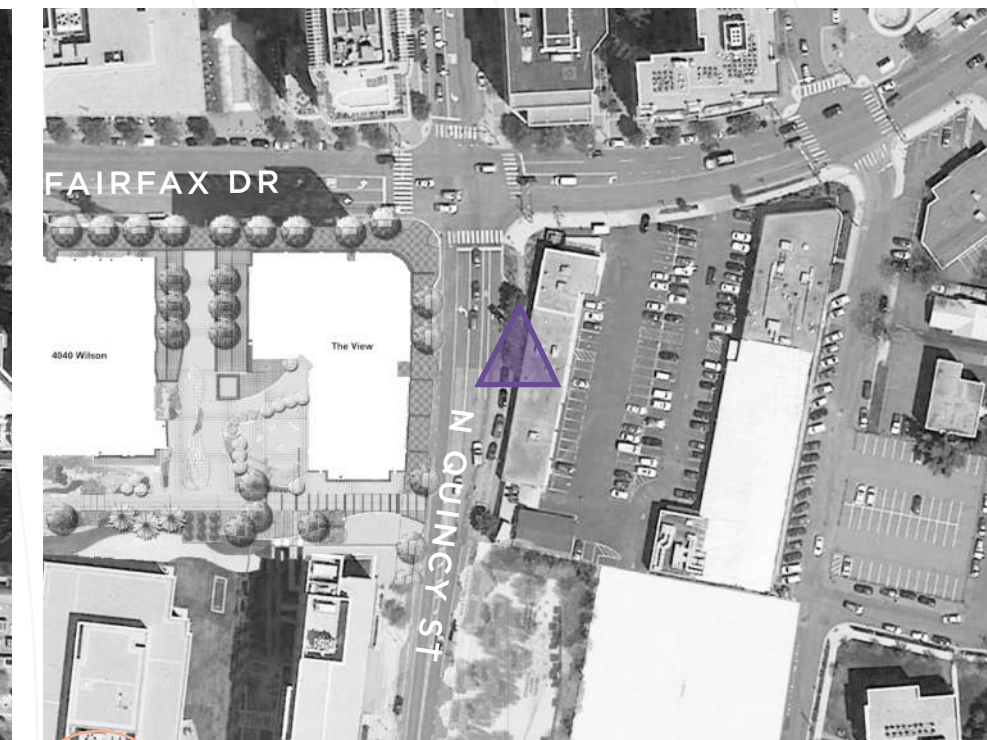
## 9 I-66 GATEWAY SOUND WALL MURALS

Mural walls are included in the conceptual design of I-66 Gateway project (see page 23). These are proposed to be separate structure erected in front of the existing VDOT sound walls, as an artful and impactful way of welcoming visitors to Ballston.



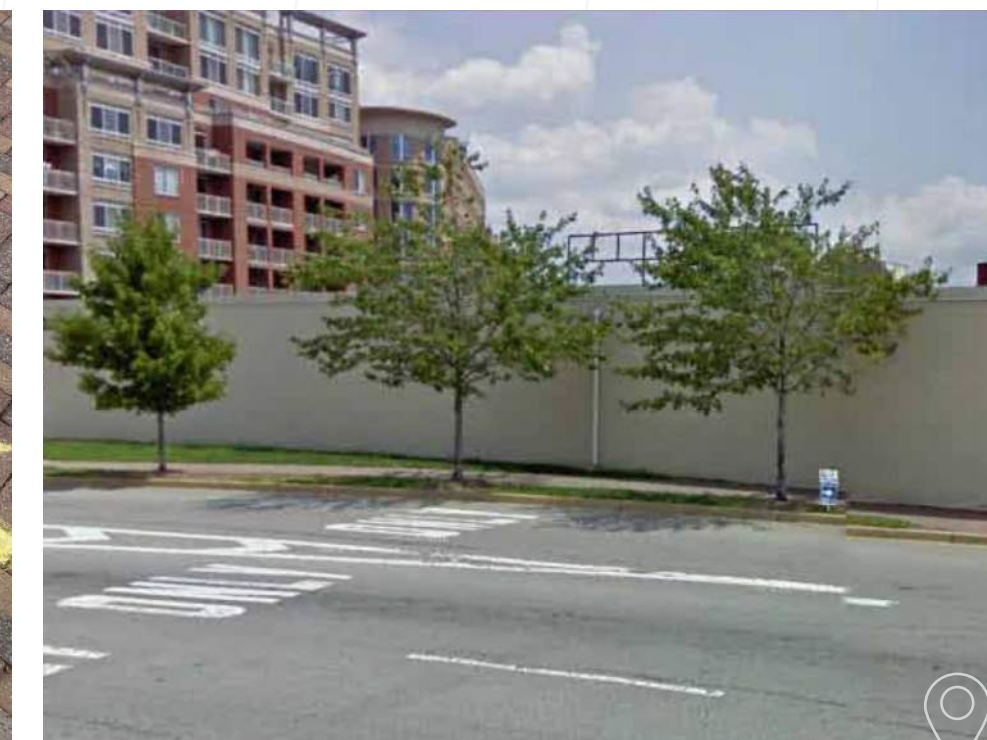
## 10 BALLSTON CHALK ART MURALS

Ballston has used temporary art as a form of activation throughout the neighborhood. The 2020 series below was "Ballston is Thank Full" by Patrick Owens. The BID plans to use these series of artful moments throughout the neighborhood.



## 11 BIKE SHOP MURAL

In partnership with the owners, the BID plans to work on a commissioned mural on the blank wall of the bike shop.



# 5.4 ART FEATURES



## CREATE SPECIAL MOMENTS IN BALLSTON

Art features will be commissioned works of art by the BID using either BID funds or partnerships with Arlington County and our members.

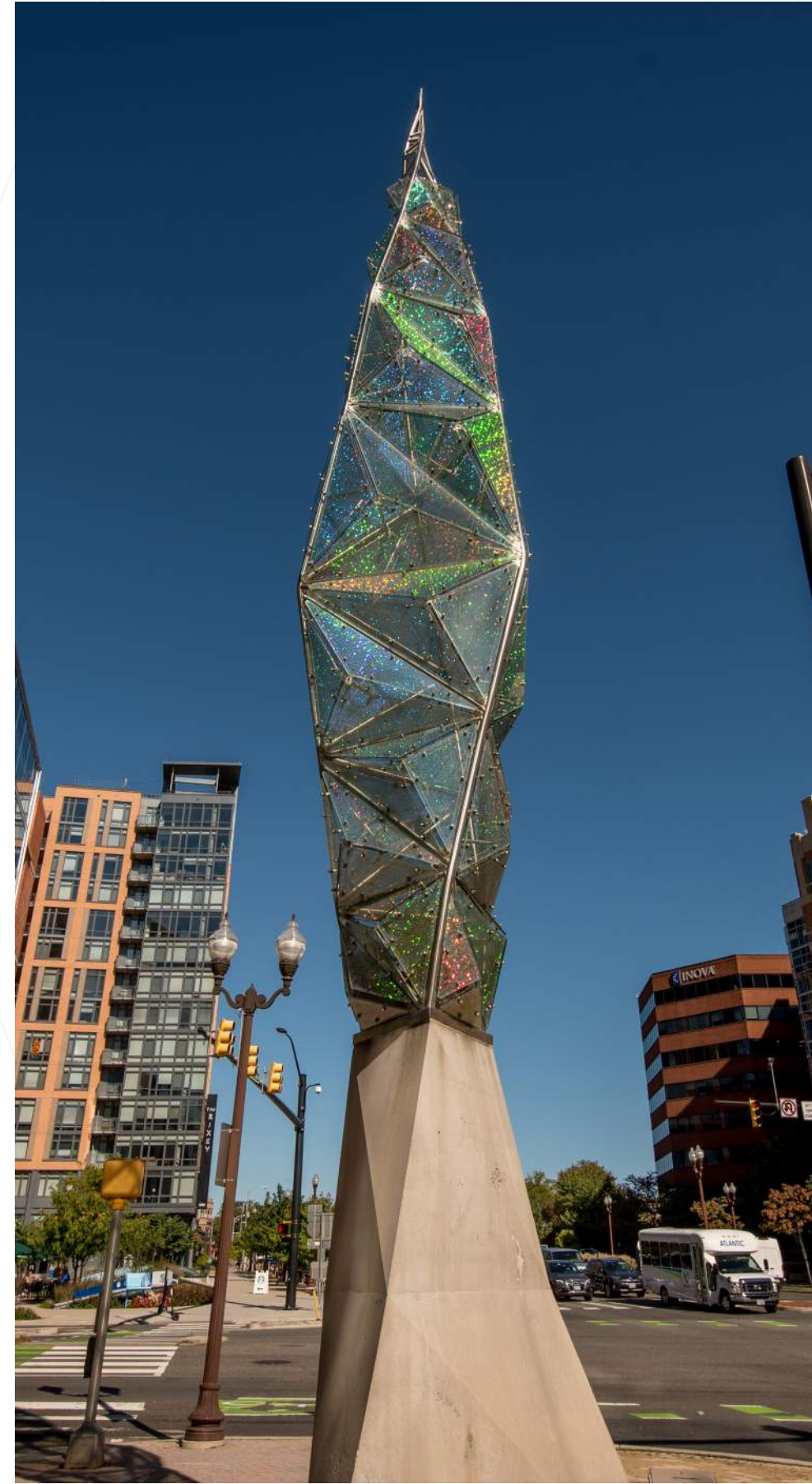
Art features must adhere to Arlington Public Art Guidelines and Arlington County Zoning Ordinance. Art features on public property must be approved by the Public Art Committee and relevant County agencies.



EXAMPLE OF SCULPTURE



EXAMPLE OF "INSTAGRAM MOMENT" SCULPTURE

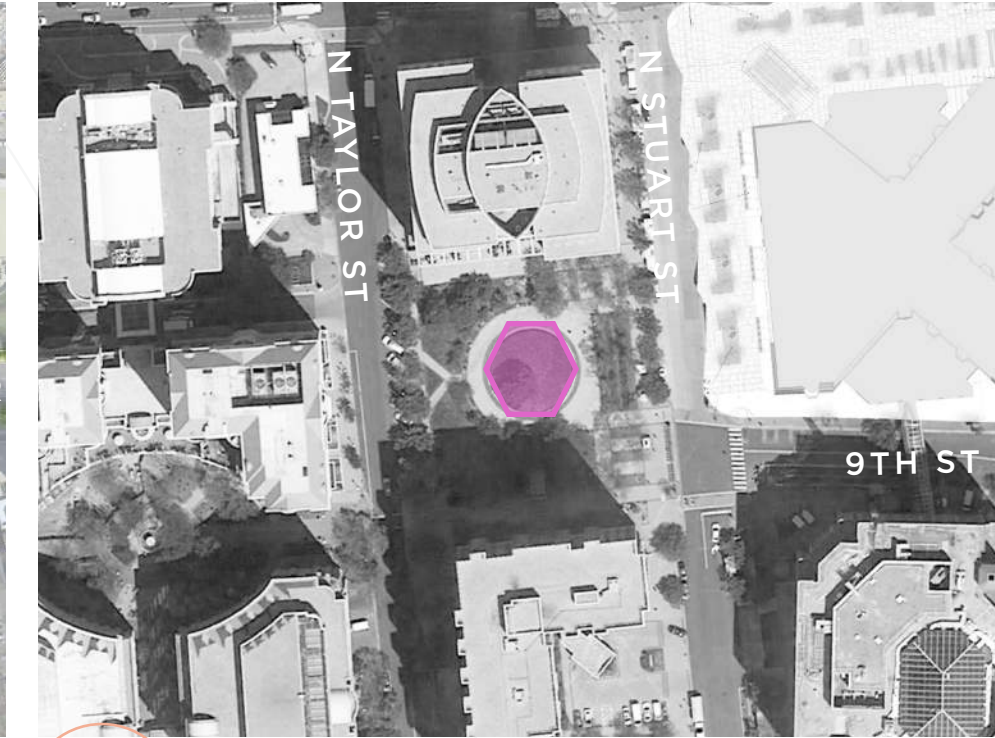


EXISTING SCULPTURE 'THE FLAME', BY RAY KING AT FAIRFAX DR & GLEBE RD



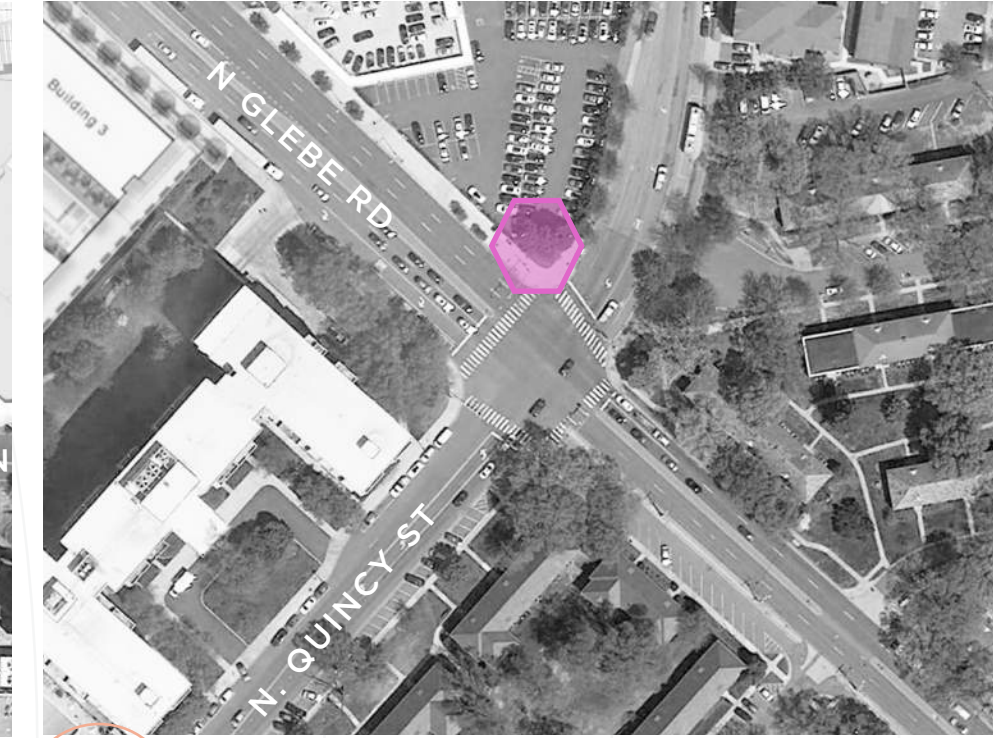
### 12 I-66 GATEWAY ART

As a part of the I-66 Gateway project (see page 23), the BID plans to commission through sponsorship, Public Art Fund contributions or fundraising, a statement art feature to signal your arrival into Ballston.



### 13 WELBURN SQUARE

In partnership with the owner, the BID plans to commission a sculpture to be placed in Welburn Square creating an "Instagram Moment" in the center of Ballston.



### 14 GLEBE AND QUINCY CORNER

As the southernmost gateway into Ballston, the BID plans to mark the corner at the existing car dealership with uplit gateway art.





# 06 THE TOOL BOX

- 6.1 WAYFINDING AND SIGNAGE
- 6.2 LIGHTPOLE BANNERS
- 6.3 SCRIM BANNERS
- 6.4 MEDIAN FENCE
- 6.5 HARDSCAPE ENHANCEMENTS
- 6.6 DOG WASTE BAG DISPENSERS
- 6.7 BID CUSTOM FURNITURE
- 6.8 PLANTING BEAUTIFICATION

## 6.1 WAYFINDING AND SIGNAGE



Signage is key in directing the public to activated areas, such as parks, retail and dining as well as important support infrastructure, such as parking.

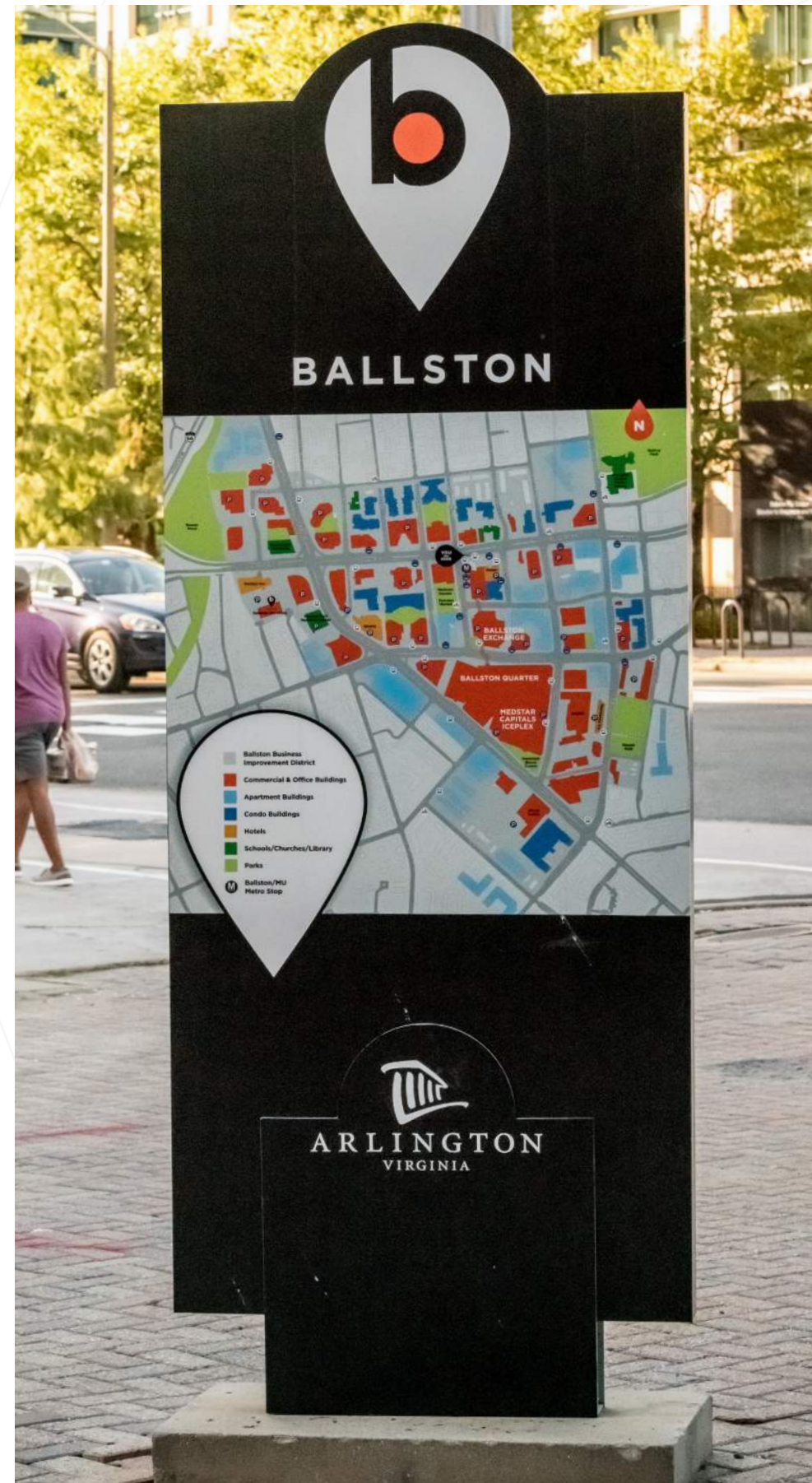
### WAYFINDING SIGN

Since 2013, the BID has installed branding, wayfinding, and monument signage throughout the neighborhood. These signs act as visual cues and directional markers for visitors, creating a cohesive brand for the District. The existing wayfinding maps will be replaced with Digital Interactive Directories.

EXISTING BALLSTON LIFESTYLE SIGNAGE



EXISTING GATEWAY SIGNAGE



EXISTING WAYFINDING MAP AT THE BALLSTON METRO PLAZA

## 6.2 LIGHTPOLE BANNERS



Lightpole Banners are used to line the key streets and create cohesive brand and a sense of place. Banners must have approval from the pole owner as well as the County prior to installation.

### CIRCLE BANNERS

Circle banners are plexi-glass with a custom-designed arm. The plexi-glass insert is interchangeable to be updated for future BID rebrandings and/or events. These banners are used to indicate the major and main streets through Ballston. They are approved and engineered to be installed on Dominion concrete poles.

### FABRIC BANNERS

Fabric banners are PVC custom-printed with the current BID branding and events. These banners are used to indicate perimeter, connector, and neighborhood streets.



EXISTING CIRCLE BANNERS ON FAIRFAX DRIVE



MOCK UPS OF FABRIC BANNERS

# 6.3

## SCRIM BANNERS



Ballston is proud of our unique branding and the brands that make the neighborhood unique. That includes being the home of the MedStar Capitals Iceplex where the Washington Capitals hockey team practices.

### SCRIM BANNERS

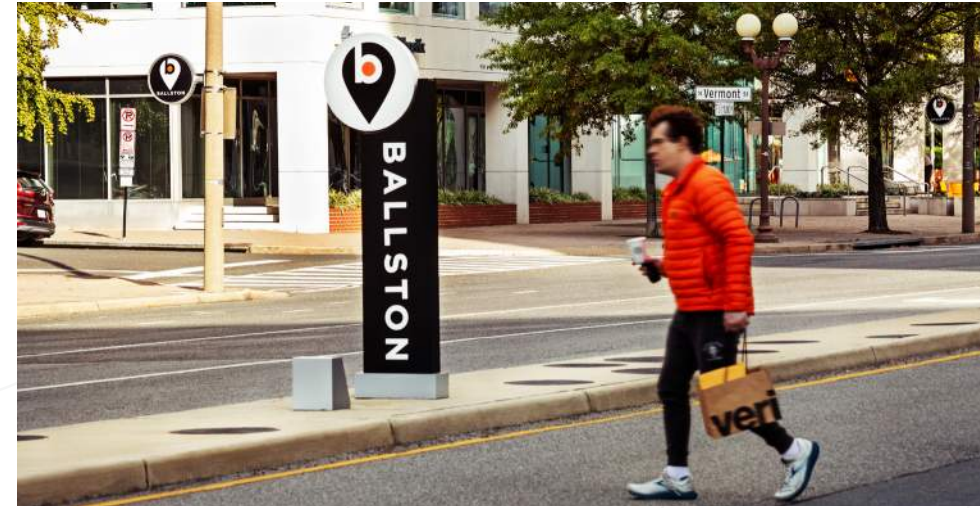
The BID will continue to use large format banners to activate the Iceplex parking garage and other blank walls throughout the neighborhood.

EXISTING BANNERS ON ICEPLEX PARKING GARAGE



# 6.4

## MEDIAN FENCE



The Fairfax Drive median fence was a unique opportunity to combine BID branding with pedestrian safety features in the neighborhood.

### MEDIAN FENCE

Fairfax Drive is the only location where this median fence has been planned and installed. It replaced a previous plain black metal fence in order to limit jaywalking, a regular occurrence in this community. This technique could also be considered for other streets as future safety needs are identified.

EXISTING MEDIAN FENCE ON FAIRFAX DRIVE



## 6.5 HARDSCAPE ENHANCEMENTS



The BID has successfully implemented hardscape enhancements such as sport court applications and other colored pavement to bring branding and whimsy into the transportation corridors and streets. Where the BID has implemented hardscape enhancements, a portion of the budget is allocated for repairs and maintenance.

### DOTS

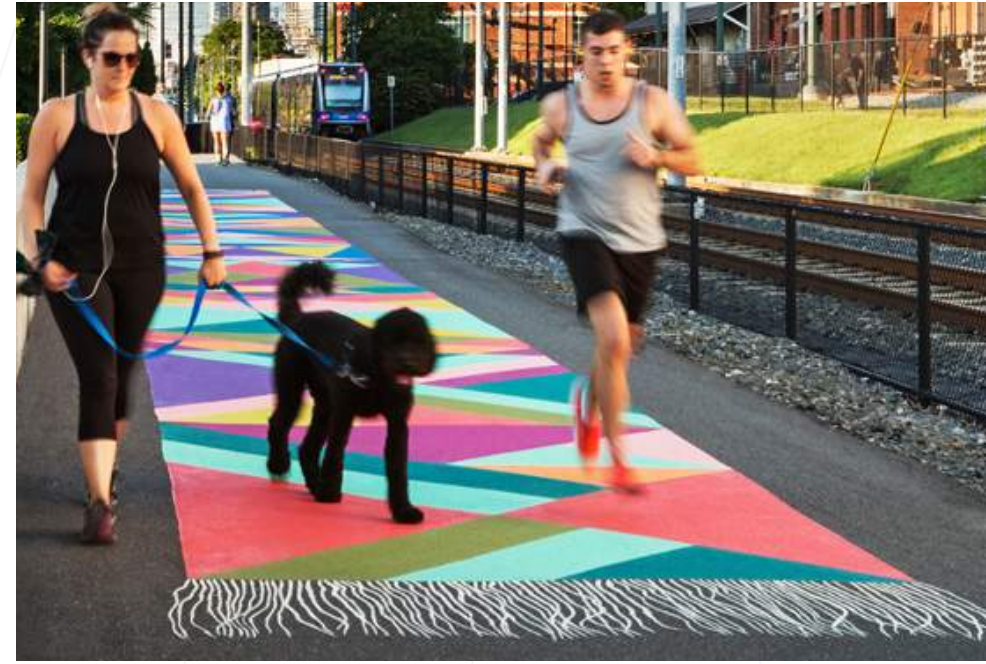
Large round circles in a mix of sizes representing symbols such as the “b” in the Ballston brand are primarily utilized in hardscape-style medians.

### ORANGE CROSSWALKS

The BID proposes to enhance select crosswalks, such as in The Hub, to emphasize the core destination areas. All crosswalk treatments are to follow MUTCD guidelines for colored pavement per interpretation letter 3(09)-24(i). This item is dependent upon securing all necessary jurisdictional and agency approvals, such as Arlington County and/or VDOT depending on the street.

### TRAIL MARKINGS

The BID plans to implement hardscape enhancements to the trailheads within the neighborhood to create a unique arrival into Ballston for trail users.



ILLUSTRATIVE EXAMPLE OF TRAIL PAINTING



EXISTING MEDIAN DOTS

MOCK UP OF ORANGE CROSSWALKS



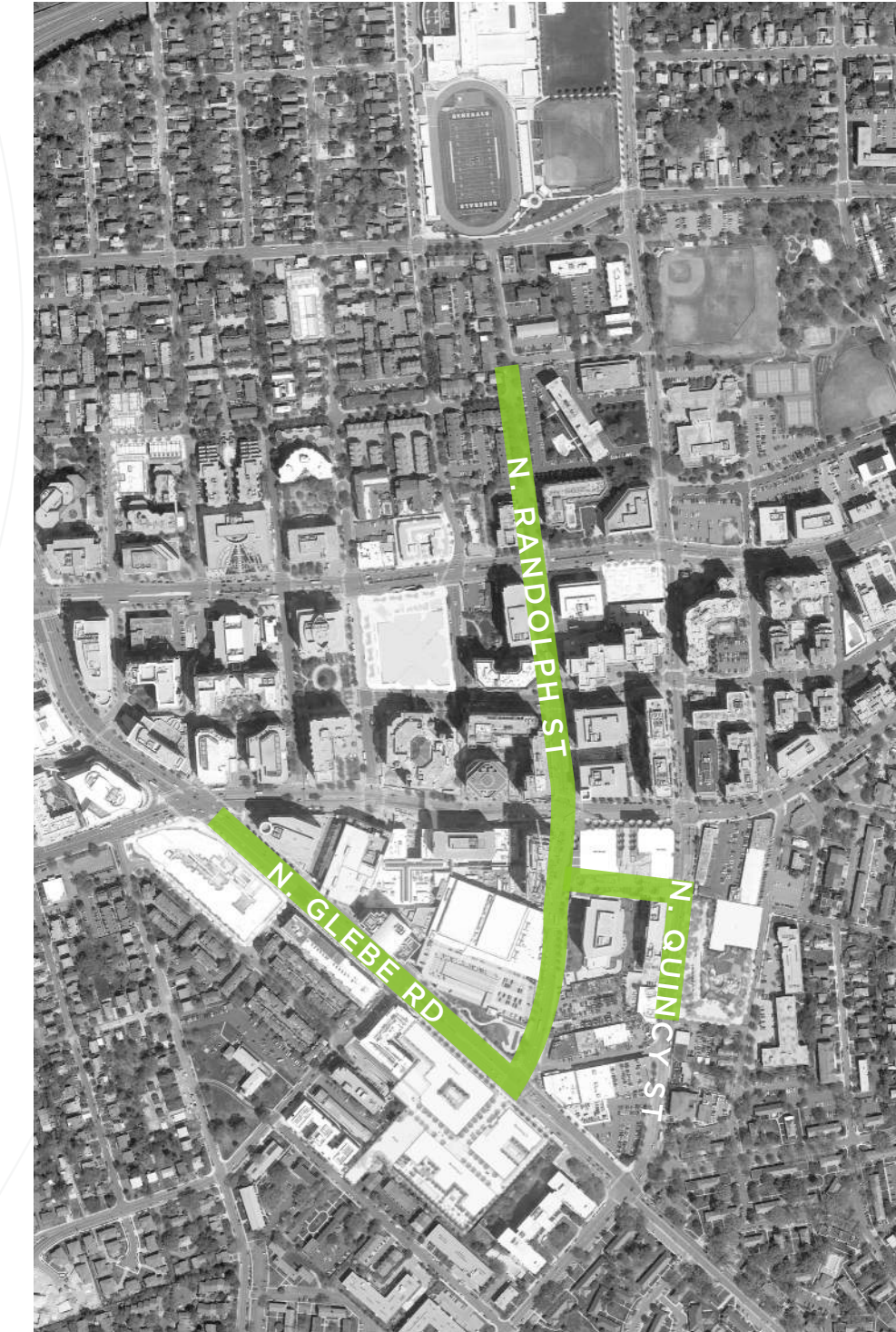
## 6.6 DOG WASTE BAG DISPENSERS



One of the things that make Ballston great is that we are welcome to everyone, including our four-legged friends. However, with this comes a need to keep our neighborhood clean.

### DOG WASTE STATIONS

While it isn't the most glamorous of items, most pet owners will tell you it is a necessity. Therefore, the BID plans to implement branded dog waste bag dispensers for Ballston's pets. These stations will be focused around Ballston's residential buildings and their closest walking routes and parks. This includes along N Randolph Street, N Glebe Road, and around Mosaic Park.



RENDERING OF BRANDED DOG WASTE STATION POST



## 6.7 BID CUSTOM FURNITURE

**b**

The BID strives to integrate the Ballston brand into special moments throughout the neighborhood. One way of doing this is through custom BID branded furniture.

### THE BID PATTERN

The BID is currently going through a custom design process with Anova Site Furnishings to design a bench and moveable table and chair set that embodies the BID brand. This will be utilized at special locations to increase brand recognition.

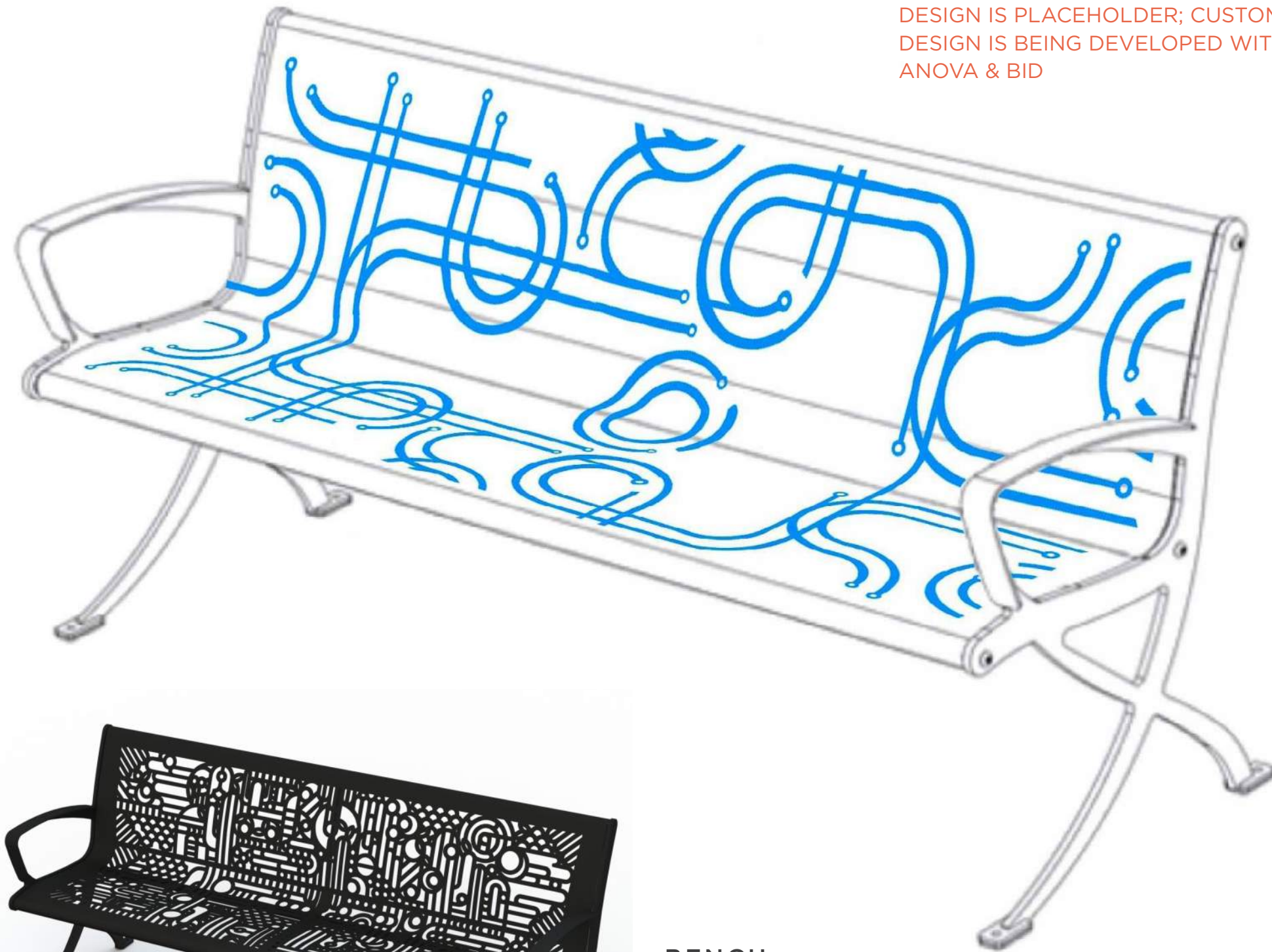
The custom elements will be implemented in privately owned spaces through special partnership with the BID.



### BENCH

PRODUCT NAME	Exposition
MANUFACTURER	Anova
MATERIAL	Steel; Custom Laser Cut
FINISH	Black Powdercoat
DIMENSIONS	33"H x 25"W x 75"L
NOTES	Intermediate Armrest Required; Surface Mount

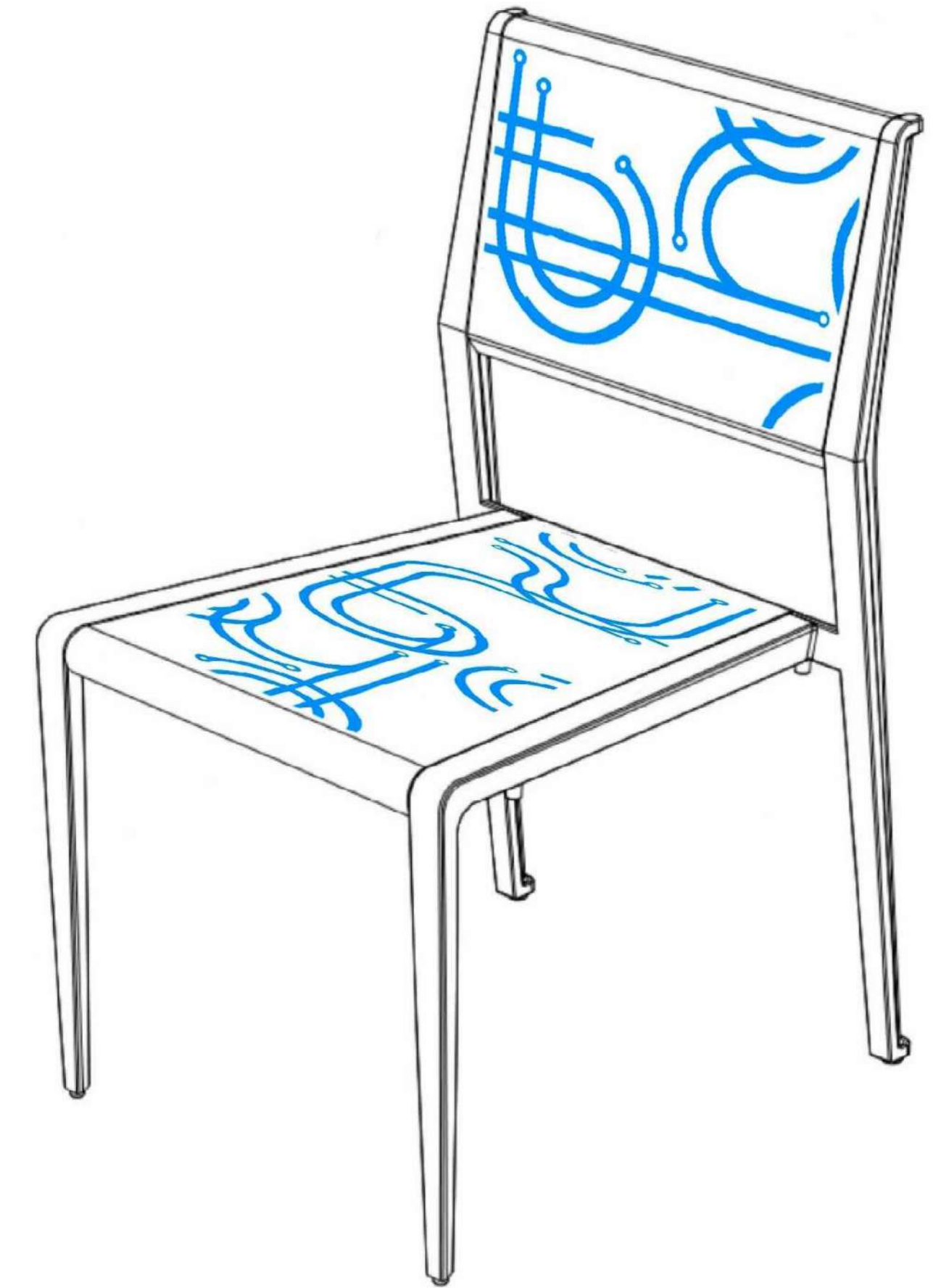
DESIGN IS PLACEHOLDER; CUSTOM DESIGN IS BEING DEVELOPED WITH ANOVA & BID



### MOVEABLE FURNITURE

PRODUCT NAME	Airi
MANUFACTURER	Anova
MATERIAL	Aluminum
FINISH	Matte Black and Orange
DIMENSIONS	Chair   35"H x 20"W x 23"D Table   40"D X 29"H
NOTES	For semi-permanent installations

DESIGN IS PLACEHOLDER; CUSTOM DESIGN IS BEING DEVELOPED WITH ANOVA & BID



# 6.8

## PLANTING BEAUTIFICATION



The BID uses high visibility landscape areas to brand the district at key locations with a cohesive planting palette.

### PLANTING

Landscape beautification projects help to enhance the visual image of Ballston by attributes such as identifying district gateways, highlighting prominent neighborhood streets and corners as well as provide mental health benefits for residents. Environmentally, plants provide habitat, pollution control, stormwater management, and reduce the urban heat island effect. The investment includes the development of landscape plans and permits, approved by Arlington County and/or VDOT, depending on the location. Over the past decade, the BID has been implementing landscape improvement projects around the neighborhood, each time crafting a plant palette that is specific to Ballston. A prime example is the landscape medians installed on N. Fairfax Street, which are also maintained out of the BID annual budget, subject to an MOU with Arlington County. Trees, shrubs and groundcovers with orange-red-pink characteristics such as leaf, foliage or bloom surrounded by complimentary colors such as blue-purple-blue green form the fundamental plants species used in the medians. The following plants are recommendations for continuity of some of these markers such as tree shape, seasonal color and foliage at BID implemented projects.

EXISTING MEDIANS ON FAIRFAX DRIVE



**BALD CYPRESS**  
*Taxodium distichum*  
Signature Street Tree

PHOTOS: MISSOURI BOTANICAL GARDEN

**NORDIC INKBERRY HOLLY**  
*Ilex glabra 'Chamzin'*  
Evergreen Shrubs



PHOTO: MONROVIA



**ARTIC FIRE RED TWIG DOGWOOD**  
*Cornus sericea 'arctic fire'*  
Deciduous Shrubs

PHOTOS: MONROVIA

**MAY NIGHT SAGE**  
*Salvia sylvestris 'may night'*  
Perennial Pop of Color



PHOTO: MISSOURI BOTANICAL GARDEN



**MUHLY GRASS**  
*Muhlenbergia capillaris*  
Grasses

**BUTTERFLY WEED**  
*Asclepias tuberosa*  
Perennial Pop of Color



PHOTO: MISSOURI BOTANICAL GARDEN



PHOTO COURTESY OF BALLSTON QUARTER

# 07 BID INTERVENTIONS

- 7.1 EVENTS
- 7.2 PEDESTRIAN WEEKENDS
- 7.3 POP-UP GAMES
- 7.4 POP-UP PARKS
- 7.5 INTEGRATED TECHNOLOGY
- 7.6 DIGITAL TRAILS

## 7.1 EVENTS



QUARTERFEST 2019

Events are an important part of the BID's current and future programming for activation.

### EVENT PLANNING

Events that the BID currently hosts are Quarterfest, Drive-in Movie Nights, Innovation Pop-Ups with neighborhood universities, concerts, Best of Ballston Awards, happy hours, and a weekly Farmers' Market.

FARMERS MARKET 2020



## 7.2 PEDESTRIAN WEEKENDS



An important placemaking tactic employed all over the world is using vehicular space for pedestrian activation. This prioritizes the pedestrian activity over vehicular traffic in order to bring greater attention and success to retailers and restaurants lining the area.

### WILSON BOULEVARD

The BID has worked closely with Special Events and Transit staff to limit route disruptions in the planning of special Pedestrian Only weekends.

WILSON BOULEVARD IN FRONT OF BALLSTON QUARTER | PHOTO COURTESY OF BALLSTON QUARTER



## 7.3 POP-UP GAMES



CORNHOLE



GIANT CHECKERS



GIANT CHESS



CAPS SPONSORED GAMES FROM QUARTERFEST

Games are used to create temporary activation in public spaces. They will enhance the streetscape with whimsical character, provide a pedestrian-friendly environment and will be privately constructed and maintained.

### SAMPLE GAME TYPES

- Giant Chess
- Giant Checkers
- Giant Jenga
- Giant Connect Four
- Cornhole

Games will be supplied by and coordinated with BID staff.



## 7.4 POP-UP PARKS



PARK(ING) DAY 2019 POP-UP PARKLET ON WILSON BOULEVARD

The BID will continue to use pop-up parks as temporary activation and green space. The BID currently participates in Park(ing) Day. All pop-up parks should follow Arlington County guidelines and permits.

### PARKING SPACES

Parking spaces used as urban parklets should have protection on the exterior of the spaces to buffer from traffic. Paving surface and height may vary depending on space location and ADA access.

### CORNER PARKS

Corner plazas or enlarged paving areas may be used for pop-up parks with necessary Arlington County and/or property owner permission.

### ILLUSTRATIVE VIGNETTE OF POP-UP PARK



## 7.5 INTEGRATED TECHNOLOGY



### **i** INTERACTIVE DIRECTORY

Directories to be designed with Arlington County and a council of other local BID's to create unified standards throughout all Arlington County BID's.

Ballston is a technology and progress focused neighborhood.

### INTEGRATING TECHNOLOGY INTO BALLSTON

Technology is always changing and developing. Ballston utilizes the latest applications to keep our residents and visitors up to date on all BID activities. Some of these planned activities include replacing the pillar wayfinding signs with interactive directories, providing access to charging stations throughout the neighborhood and providing WiFi in significant publicly accessible spaces.

Additionally, the BID welcomes partnerships with members and organizations within the BID district to implement new and emerging pop-up technology activities and events that support the digital marketing, activation of the neighborhood, and this Placemaking Plan.



### **WiFi**

The BID will continue to provide free WiFi in designated park spaces and streetscapes. The BID works with businesses and property owners to provide a fully connected Ballston.

### **⚡ CHARGING STATIONS | WIRED**

PRODUCT NAME Wiremold Charging Station  
 MANUFACTURER Wiremold  
 MATERIAL Aluminum  
 FINISH Black Powdercoat  
 DIMENSIONS 6"D x 8"W x 46.5"H  
 NOTES Branded Decals

### **CHARGING STATIONS | SOLAR**

PRODUCT NAME Studio 431 Solar Charging Station  
 MANUFACTURER Landscape Forms  
 NOTES Branded Decals; Unit shown is illustrative mock-up

## 7.6 DIGITAL TRAILS

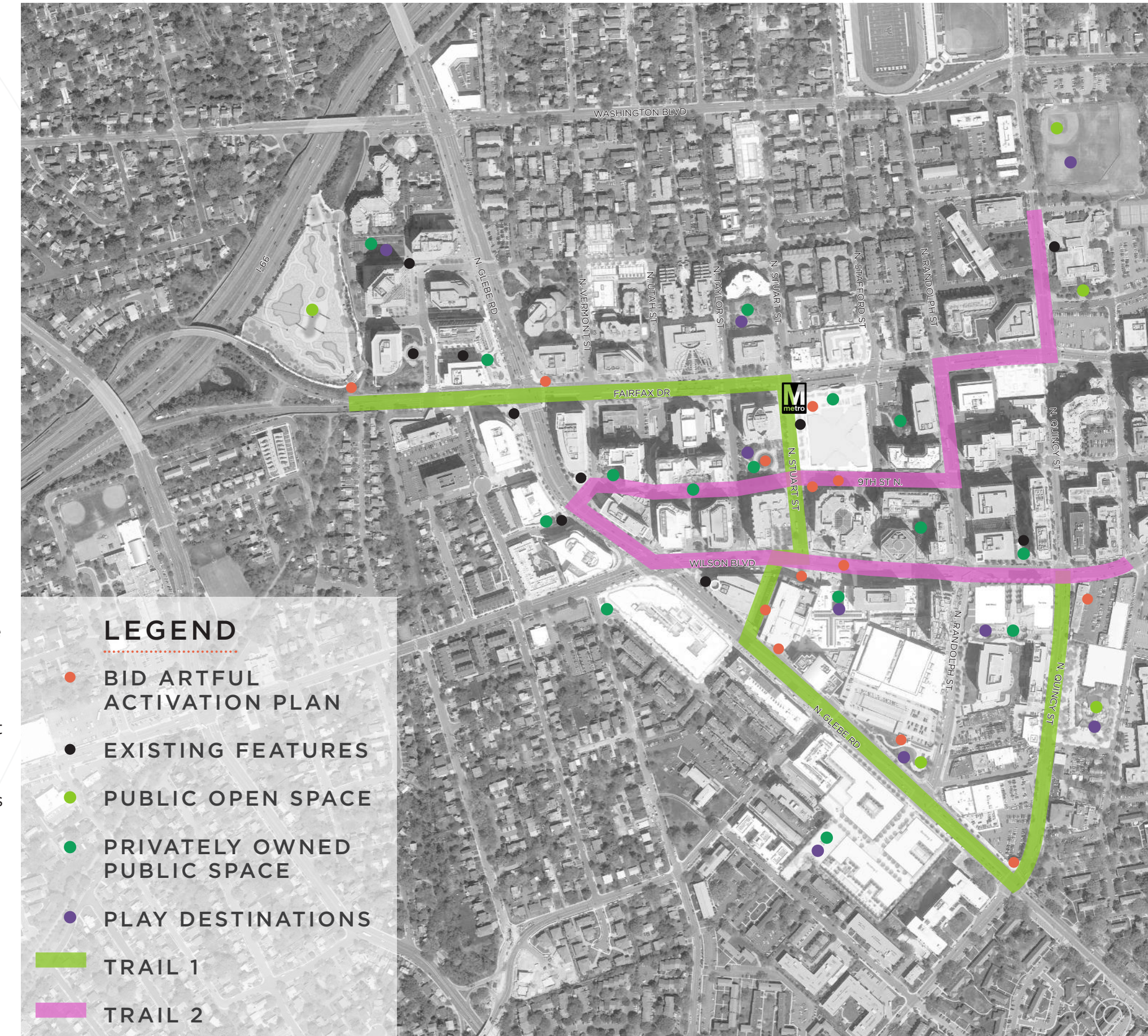


Ballston has successfully mapped places of interest within the neighborhood, creating digital maps and apps.

### CONNECTING BALLSTON

In partnership with Arlington County and other local organizations, the BID will promote designated places of community and historic interest through a variety of maps. Using existing walking paths within the community is a worthwhile way to highlight special features in order to create meaningful and engaging experiences with different types of community and cultural resources. The purpose of these self-guided tours is to give residents, visitors and BID members an opportunity to explore the neighborhood by foot and other transportation modes and learn about art, historical places, and other place-based destinations. These BID promoted walks or "trails" may include BID branding elements such as QR codes to provide information about features or highlight activities such as geocaching. To reach a wider audience, technology such as apps, virtual reality, and other methods will be utilized alongside traditional techniques such as printed maps.

Trails shown are illustrative and will be further developed to complement other components of the Placemaking Plan as implemented.





# 08 STREETScape STYLE GUIDE

- 8.1 **STYLE GUIDE PURPOSE**
- 8.2 **STREETScape FURNITURE**
- 8.3 **STREETScape PLANTER PITS**

# 8.1

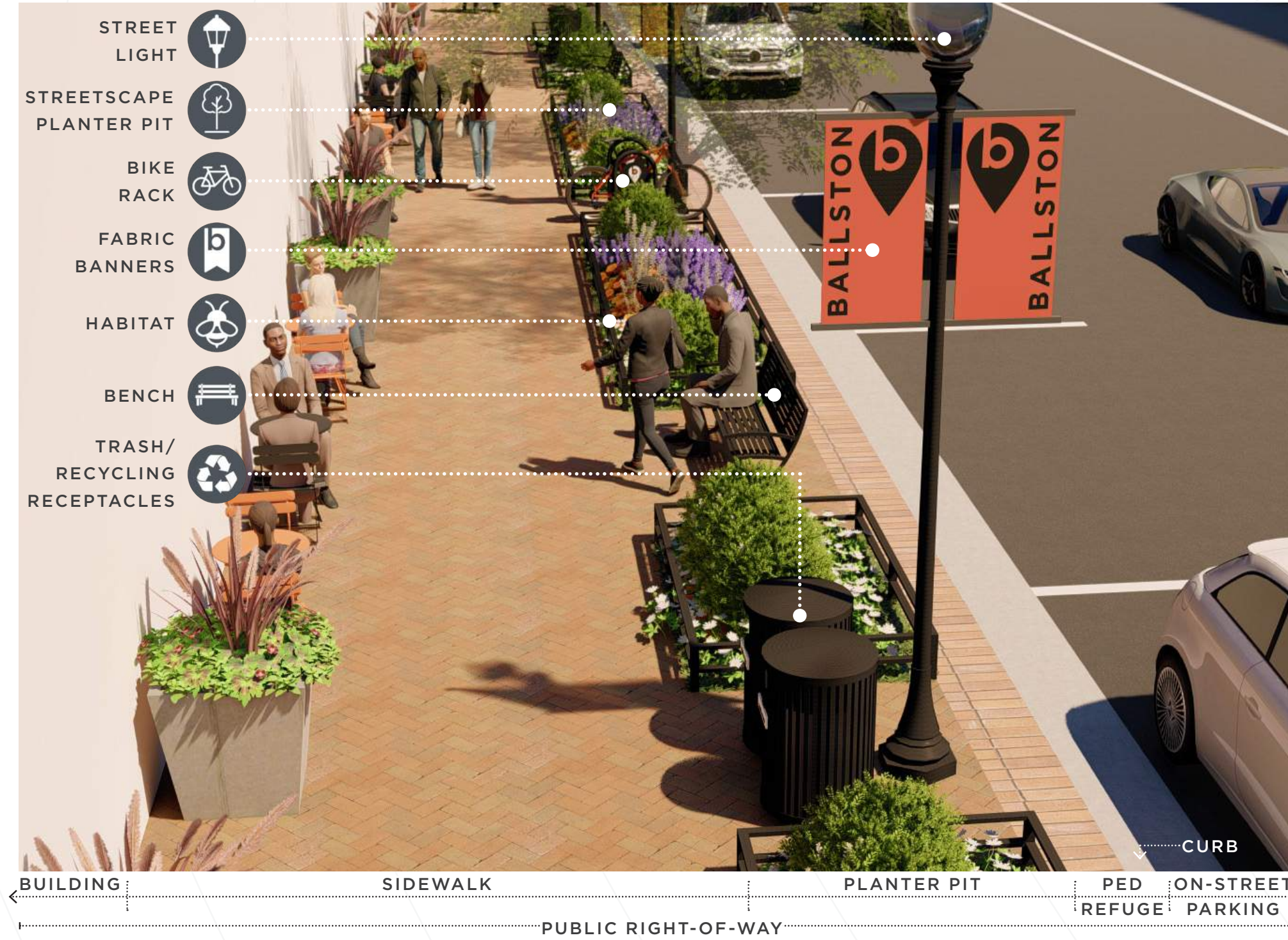
## STYLE GUIDE PURPOSE

Standard streetscape furniture and plantings are used in districts to establish visual connectivity and community identity throughout the neighborhood and public spaces. This plan recognizes eclectic generational development that has occurred in Ballston and that to date there have been numerous styles benches and other furnishings installed. This Streetscape Style Guide is for developers, owners and property managers of new construction and future renovations who will be purchasing and installing these elements, unifying Ballston's streetscape over time.

### BALLSTON STREETScape

This guide identifies recommended color, materials, etc. for benches, bike racks, waste and recycling receptacles, bollards, planters, movable furnishings and the planter pits that are generally installed in the public right-of-way in the district. For most buildings and developments in Ballston, this public right-of-way is typically the location of the streetscape panel where the street trees are located between the curb and sidewalk. Streetscape is reviewed as part the Arlington County Site Plan process for new developments and planned updates for existing properties that may require amendments to previously approved Site Plan. This chapter is planned to go through a distinct public process for community input in early 2021 with the goal of requesting Arlington County Board of Supervisors review and approval. If and when approved, the Guide in its final format, will become part of the Site Plan review process and the items implemented as part of new developments or planned updates for existing developments.

TYPICAL STREETScape | FOR ILLUSTRATIVE PURPOSES



# 8.2

## STREETScape FURNITURE



Based on the BID Placemaking Committee and other BID member input, Victor Stanley was highly recommended as the streetscape furnishings manufacturer for developer installed site furnishings used in the public right-of-way. The BID staff and team interviewed several vendors based on similar styles. Ultimately, Victor Stanley was chosen as the main manufacturer of fixed permanent site furnishings for durability, customer service, value, and consistency with existing furniture and accordance with County standards.



## MODERN STREETSCAPE STANDARD

The modern option offers a more contemporary and fresh style for new or modernized buildings.

### MANUFACTURER CONTACT

Victor Stanley  
George Blevins  
georgeb@victorstanley.com  
1.800.368.2573 x 368



### BENCH

PRODUCT NAME Lily (LIL-20CA)  
MANUFACTURER Victor Stanley  
MATERIAL Steel; Slatted  
FINISH Black Powdercoat  
DIMENSIONS 6'L x 24.75"D x 31.875"H  
NOTES Branded Plaque; Intermediate Armrest Required; Surface Mount



### TRASH/RECYCLING RECEPTACLE

PRODUCT NAME SDC-36  
MANUFACTURER Victor Stanley  
MATERIAL Steel  
FINISH Black Powdercoat  
DIMENSIONS 24-5/8"D x 43-7/8"H  
NOTES Branded Plaque and Decals; Surface Mount; Locking Side Latch; Plastic Liner



### BIKE RACK

PRODUCT NAME BRWS-101  
MANUFACTURER Victor Stanley  
MATERIAL Steel  
FINISH Black Powdercoat  
DIMENSIONS 22"W x 36"H  
NOTES Branded Center; Surface or In-ground mounted



## TRADITIONAL STREETSCAPE STANDARD

The traditional option is intended to blend with existing standards throughout the neighborhood and may be better suited for owner and property manager updates planned for existing buildings.

### MANUFACTURER CONTACT

Victor Stanley  
George Blevins  
georgeb@victorstanley.com  
1.800.368.2573 x 368



### BENCH

PRODUCT NAME RBF-28  
MANUFACTURER Victor Stanley  
MATERIAL Steel; Slatted  
FINISH Black Powdercoat  
DIMENSIONS 6'L x 27"D x 31-1/2"H  
NOTES Branded Plaque; Intermediate Armrest Required; Surface Mount



### TRASH/RECYCLING RECEPTACLE

PRODUCT NAME SD-42  
MANUFACTURER Victor Stanley  
MATERIAL Steel  
FINISH Black Powdercoat  
DIMENSIONS 28-1/8"D x 38-5/8"H  
NOTES Branded Plaque and Decals; Surface Mount; Locking Side Latch; Plastic Liner; Dome Lid; County Standard



### BIKE RACK

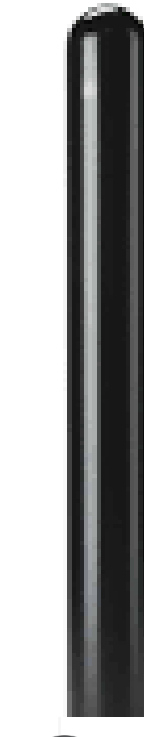
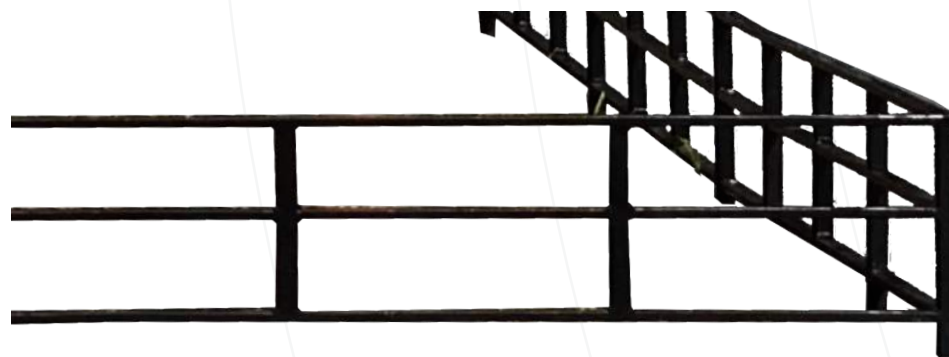
PRODUCT NAME BRWS-101  
MANUFACTURER Victor Stanley  
MATERIAL Steel  
FINISH Black Powdercoat  
DIMENSIONS 22"W x 36"H  
NOTES Surface or In-ground mounted





### PLANTERS

PRODUCT NAME Urban Long, Square, Round  
 MANUFACTURER Victor Stanley  
 MATERIAL Fiberglass  
 FINISH Black Matte  
 DIMENSIONS Variety of Sizes and Heights  
 NOTES Moveable or Mountable



### BOLLARDS

PRODUCT NAME BKR-36  
 MANUFACTURER Victor Stanley  
 MATERIAL Steel  
 FINISH Black Powdercoat  
 DIMENSIONS 3"D x 36"H  
 NOTES No Chain



### TREE PIT FENCE

PRODUCT NAME Modern Tree Pit Fence  
 MANUFACTURER Not Specified  
 MATERIAL Steel  
 FINISH Black  
 DIMENSIONS Not Specified  
 NOTES To match the Ballston Quarter and Ballston Exchange



### STREET LIGHT

Arlington County Standard. Pole color in Ballston to be black for new development and renovations. Phased program will be planned to paint existing light poles black.



### MOVEABLE FURNITURE

PRODUCT NAME Bistro  
 MANUFACTURER Fermob  
 MATERIAL Steel  
 FINISH Liquorice And Capucine  
 DIMENSIONS Chair | 32 1/2"H X 15"W X 11.5"D  
 Table | 24"D X 29"H  
 NOTES For use in Pop-ups



# 8.3

## STREETSCAPE PLANTER PIT



Street trees and associated planter pits provide proven environmental, economic, habitat and health benefits in urban areas and are already required by Arlington County. Using standard plantings in streetscapes, including trees, shrubs, groundcovers, grasses, perennials, and annual flowers to identify each district within the County create another layer of a visual definition of continuity throughout the neighborhood. The Ballston streetscape planter pit is proposed to be the best of contemporary style landscape and materials, and edged with permanent tree protection fence. This combines proven performance and maintenance for plants and materials to enhance the public realm appearance where there are four seasons - from summer heat and dry conditions to winter snow with removal including salts - and impacts from pollutants such as cars and pet waste, and pedestrian foot traffic compacting plant roots. These planter pit elements might be used in the public right-of-way on any streetscapes identified on the Placemaking Plan.

The following plants are recommendations for continuity and do not replace Arlington County's native, canopy, or stormwater requirements. Invasive species are to be avoided.



### 1 STREET TREES

Trees should be high branching, tolerant of urban conditions, and native species are encouraged. Size, shape and form may all be attributes considered depending on the location.

- Red Maple | *Acer rubrum*
- Willow Oak | *Quercus phello*
- American Sweetgum | *Liquidambar styraciflua*
- Common Serviceberry | *Amelanchier arborea*
- American Hornbeam | *Carpinus caroliniana*
- Fringe Tree | *Chionanthus virginicus*

### 2 SHRUBS | GRASSES | GROUNDCOVERS

Shrubs may be a mix of evergreen and deciduous species, both woody or perennials, tolerant of urban conditions, and native species are encouraged although select non-native species may be suitable. Non-native groundcovers are more commonly used in urban conditions due to spreading and regenerative qualities but invasive species are not acceptable.

- Pfitzer Juniper | *Juniperus Chinensis 'Pfitzeriana'*
- St. John's Wort | *Hypericum perforatum*
- Plantain Sedge | *Carex plantaginea*
- Common Ivy | *Hedera helix*
- Royal Purple Liriope | *Liriope muscari 'Royal Purple'*
- Common Periwinkle | *Vinca Minor*

### 3 ACCENT PLANTINGS

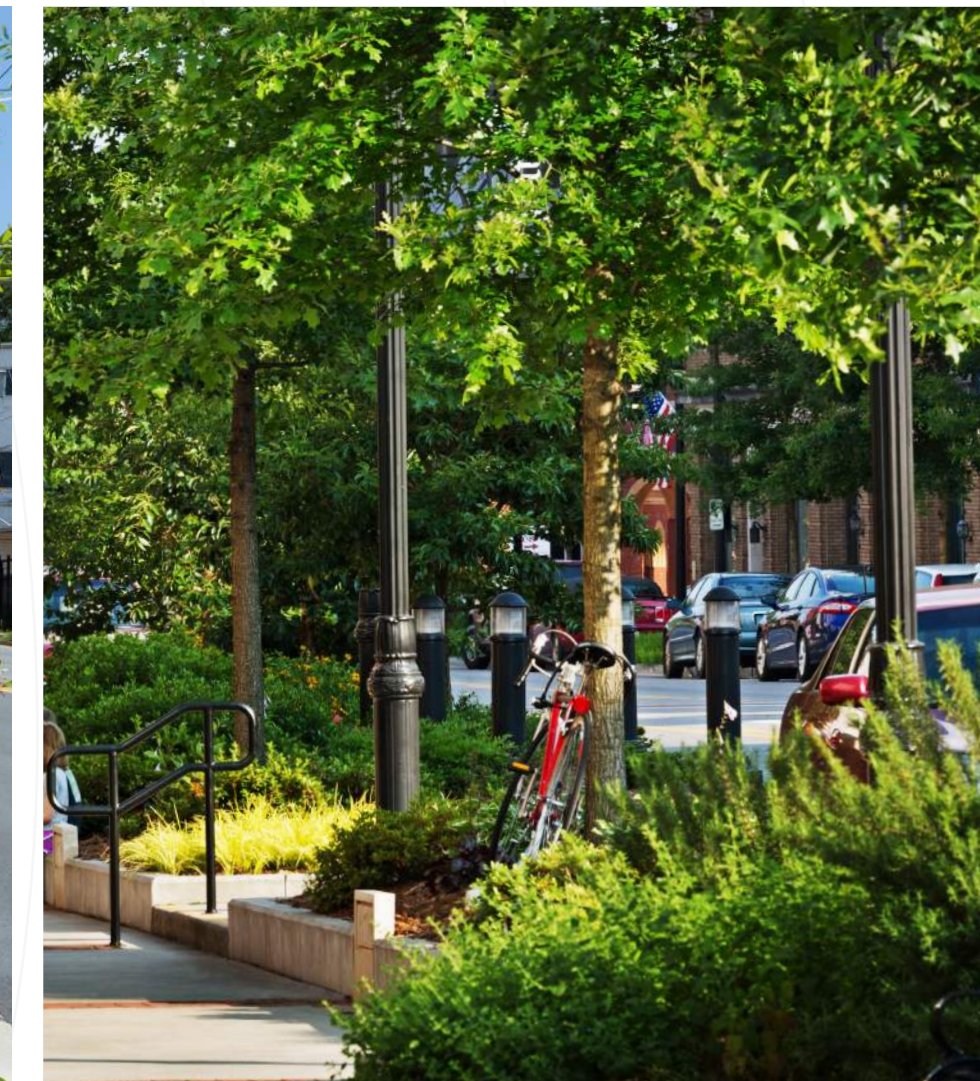
Annuals and perennials provide a "pop" of color throughout the seasons. Those with orange, white, and/or purple blooms or foliage are encouraged as primary colors to support the Ballston brand, although a variety of colors will enhance the appearance of streetscape planter pits.

Planter specification are recommendations only and are developed as an example to show how Ballston can create a uniform streetscape as part of the district brand. Species above are examples of preferred ones already in use in developments in Ballston that have been approved by the County but are not an exhaustive list.

STREET TREES



SHRUBS



GRASSES



ACCENT PLANTINGS



## CONTACT

Ballston Business Improvement District  
703.664.1194  
[www.ballstonva.org](http://www.ballstonva.org)

LandDesign  
703.549.7784  
[www.landdesign.com](http://www.landdesign.com)