

the collection

CHEVY CHASE



streetsense.

THE CHEVY CHASE
LAND COMPANY



GOAL

To rebrand, remerchandise, and reimagine The Collection at Chevy Chase in order to better address the community's needs and preferences, and create a more vibrant, inviting, and appealing shopping and dining destination.



VISION



TEXTURED

Comfortably chic and uniquely appointed, The Collection is high-fashion yet warm-natured, exclusive but never exclusionary.



TAILORED

Smart but not showy, The Collection brand feels bespoke at every touchpoint, creating a sense of ownership.



TIMELESS

The Collection brand is fashion forward but defies trends - this is a legacy property with enduring appeal.

INSPIRATION



OVERVIEW

EXTERIOR FACADES/SIGNAGE/WAYFINDING

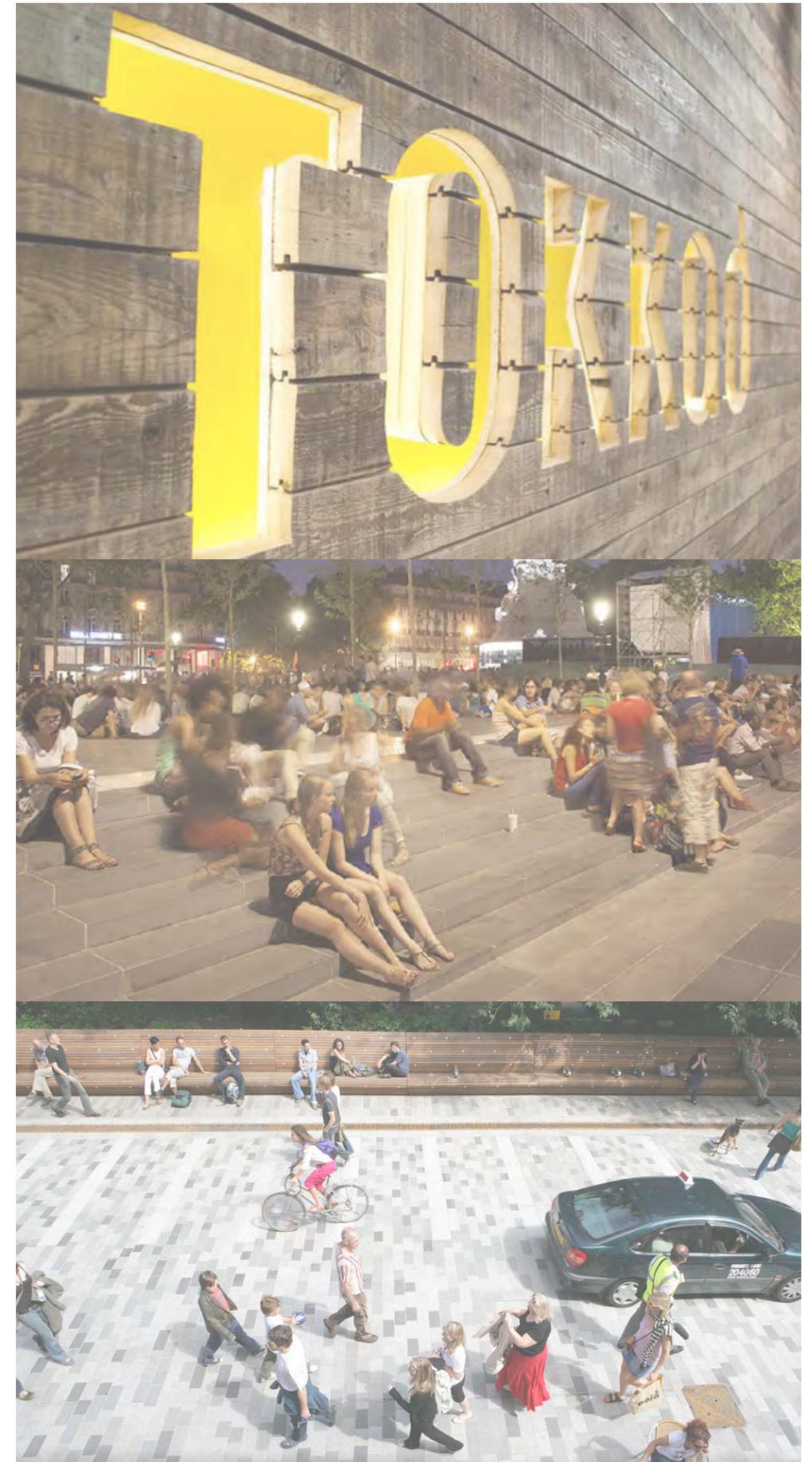
- Unique storefronts
- Varied signage
- Enhanced wayfinding
- New lighting

PUBLIC SPACES

- Warmer materials, greener spaces, inviting seating options
- Increased outdoor restaurant seating
- New amphitheater plaza

PEDESTRIAN & CIRCULATION IMPROVEMENTS

- New rotary entrance
- 2-way internal retail promenade
- On-street parking, new crosswalk



ANALYSIS





EXISTING CONDITIONS AERIAL

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

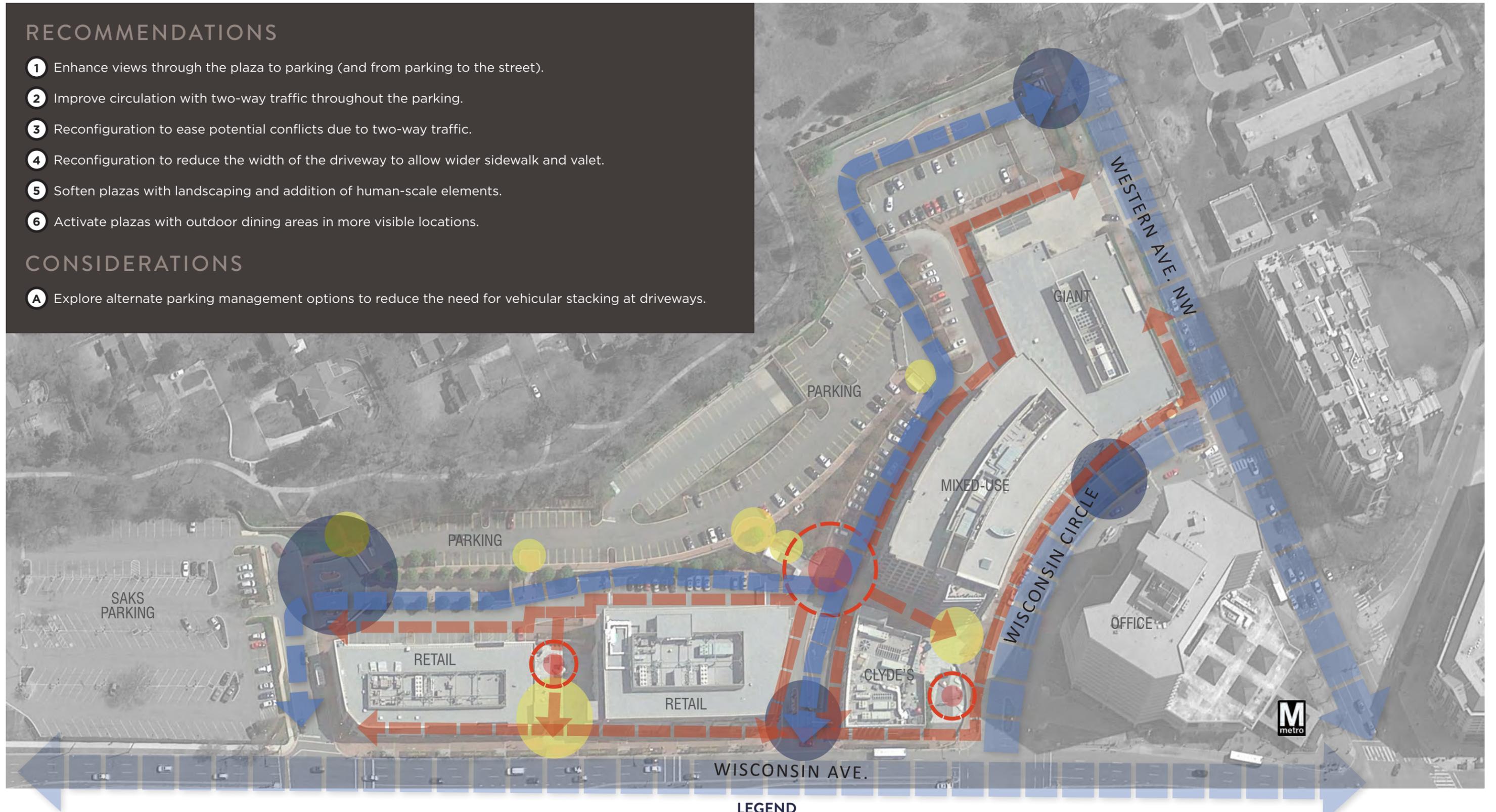


RECOMMENDATIONS

- 1 Enhance views through the plaza to parking (and from parking to the street).
- 2 Improve circulation with two-way traffic throughout the parking.
- 3 Reconfiguration to ease potential conflicts due to two-way traffic.
- 4 Reconfiguration to reduce the width of the driveway to allow wider sidewalk and valet.
- 5 Soften plazas with landscaping and addition of human-scale elements.
- 6 Activate plazas with outdoor dining areas in more visible locations.

CONSIDERATIONS

- A Explore alternate parking management options to reduce the need for vehicular stacking at driveways.



SITE ANALYSIS

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

LEGEND



ROADS



RETAIL PROMENADE



PEDESTRIAN ARRIVALS / GATEWAYS



VEHICULAR ENTRIES



POTENTIAL FOCAL POINT



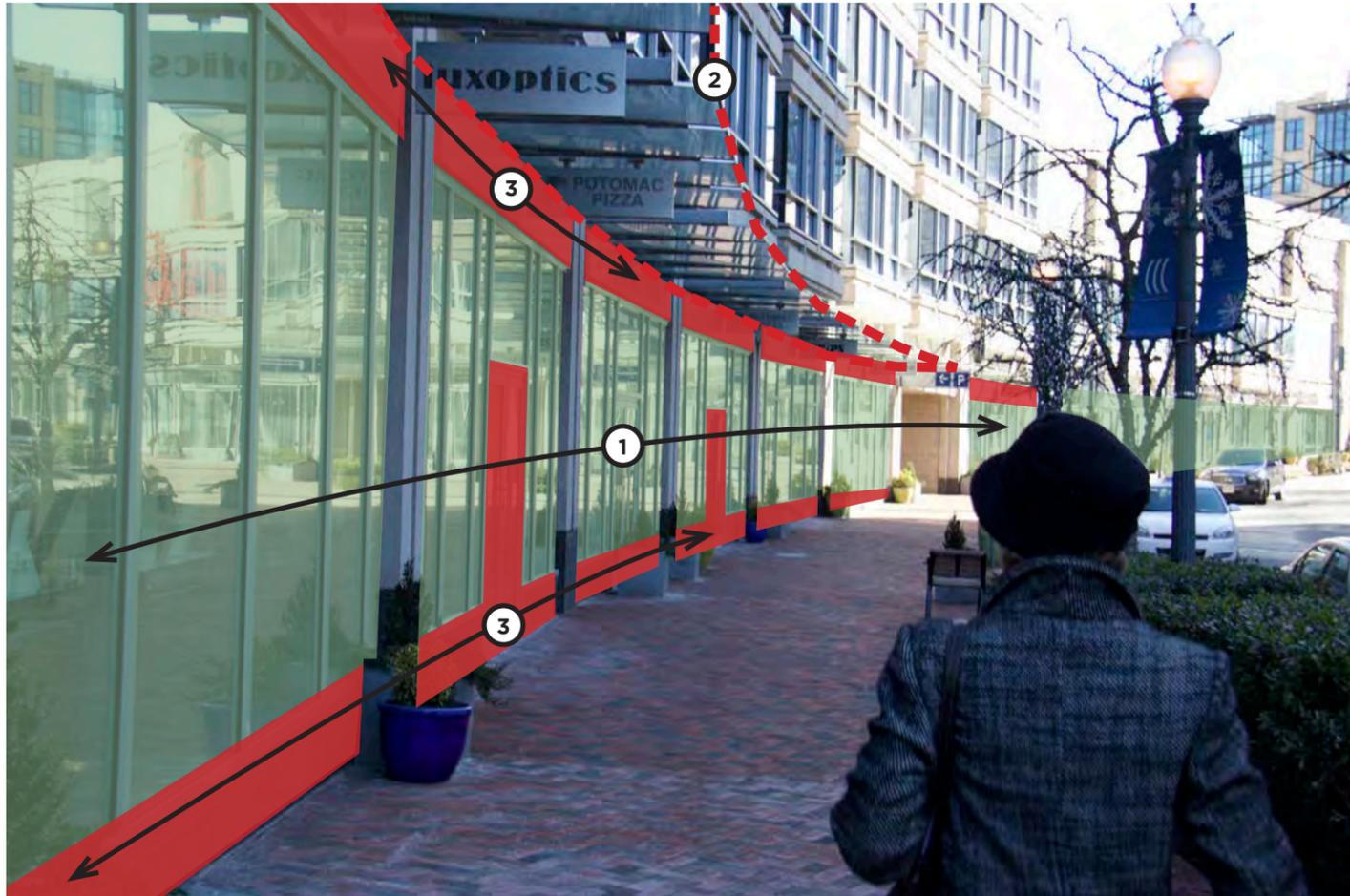
RETAIL OVERVIEW

Existing retail along Wisconsin Circle predominantly features aluminum storefront, glass awnings and uniform metal blade signage. The overall recommendation for storefronts along Wisconsin Circle is for tenant driven replacement of each storefront for more variety and texture at the pedestrian scale.

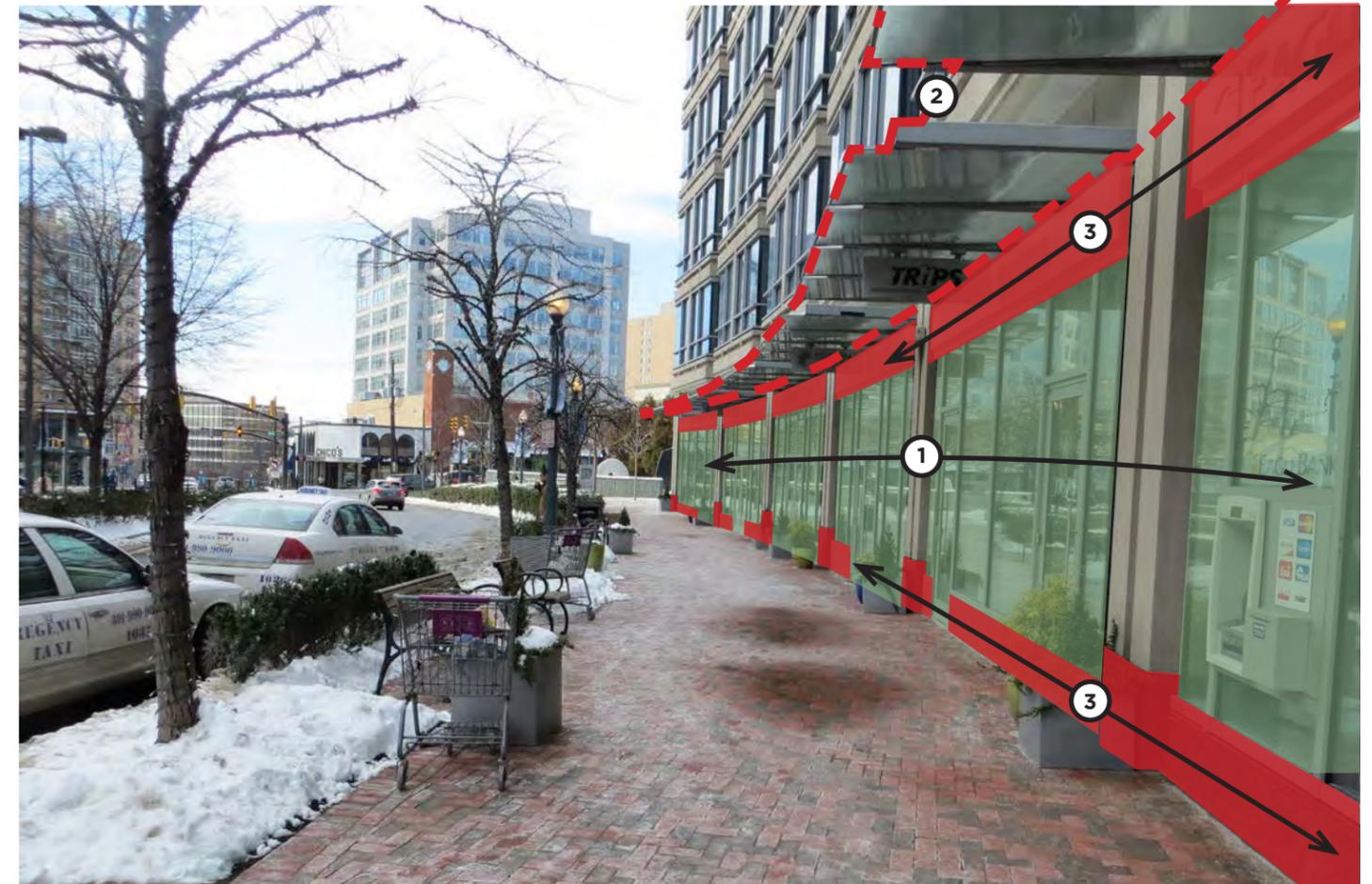
RECOMMENDATIONS

- 1 Add variety by introducing tenant-driven signage and storefront interventions along Wisconsin Circle. Break up the uniformity of the existing storefronts along Wisconsin Circle.
- 2 Remove glass awnings. Any new awnings should be made of softer, more lightweight materials such as fabric.
- 3 Add warm, natural materials to storefronts such as wood, metal and brick.

WISCONSIN CIRCLE EXISTING CONDITIONS



VIEW FROM WISCONSIN CIRCLE, LOOKING WEST



VIEW FROM WISCONSIN CIRCLE, LOOKING EAST



STOREFRONT ANALYSIS

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

EXISTING CONDITIONS



VIEW OF PLAZA FROM WISCONSIN AVENUE



VIEW OF CLYDE'S PLAZA FROM FRIENDSHIP HEIGHTS METRO STATION

RECOMMENDATIONS

- ① Emphasize access and views by removing walls at both plazas.
- ② Incorporate distinctive signage at the plaza with a cohesive identity to unify the shops along Wisconsin Circle, Wisconsin Avenue and the parking area.

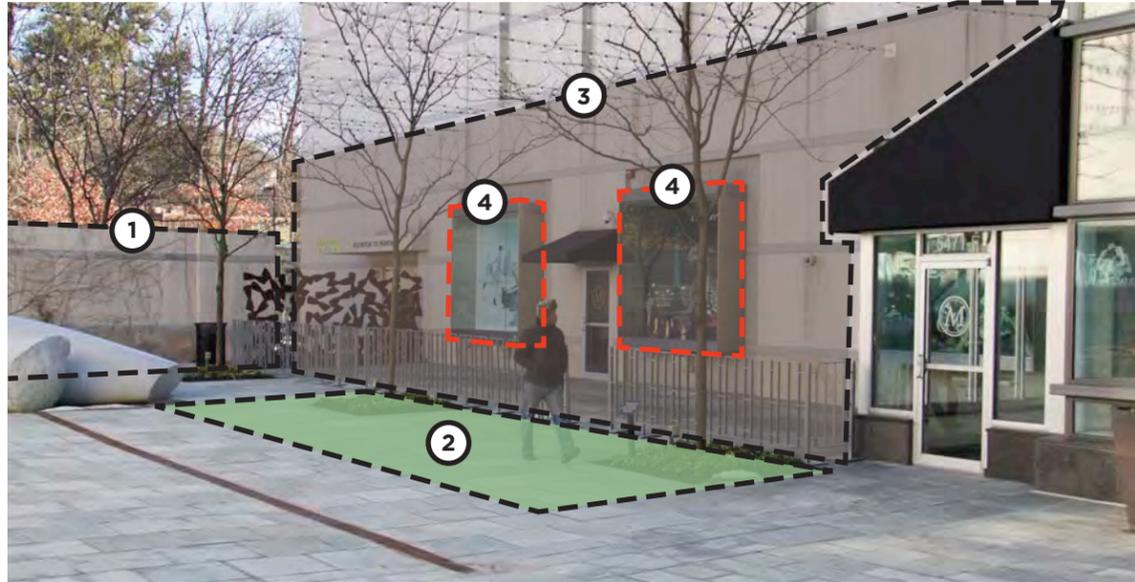
RECOMMENDATION



VISUAL CONNECTIONS + PLACEMAKERS ANALYSIS

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

EXISTING CONDITIONS



VIEW OF PLAZA



VIEW FROM PLAZA TOWARDS WISCONSIN AVENUE

RECOMMENDATIONS

- ① Emphasize connection between parking area and Wisconsin Ave by removing the rear plaza wall and converting to a low seat wall or fountain.
- ② Incorporate more plantings/green areas and well-defined seating and dining zones.
- ③ Add pergolas, overhead shade devices and screen walls to add texture and introduce human-scaled elements to the plaza.
- ④ Punch through display boxes to introduce windows at the facade.

RECOMMENDATION



PLAZA + OUTDOOR COURTYARD ANALYSIS

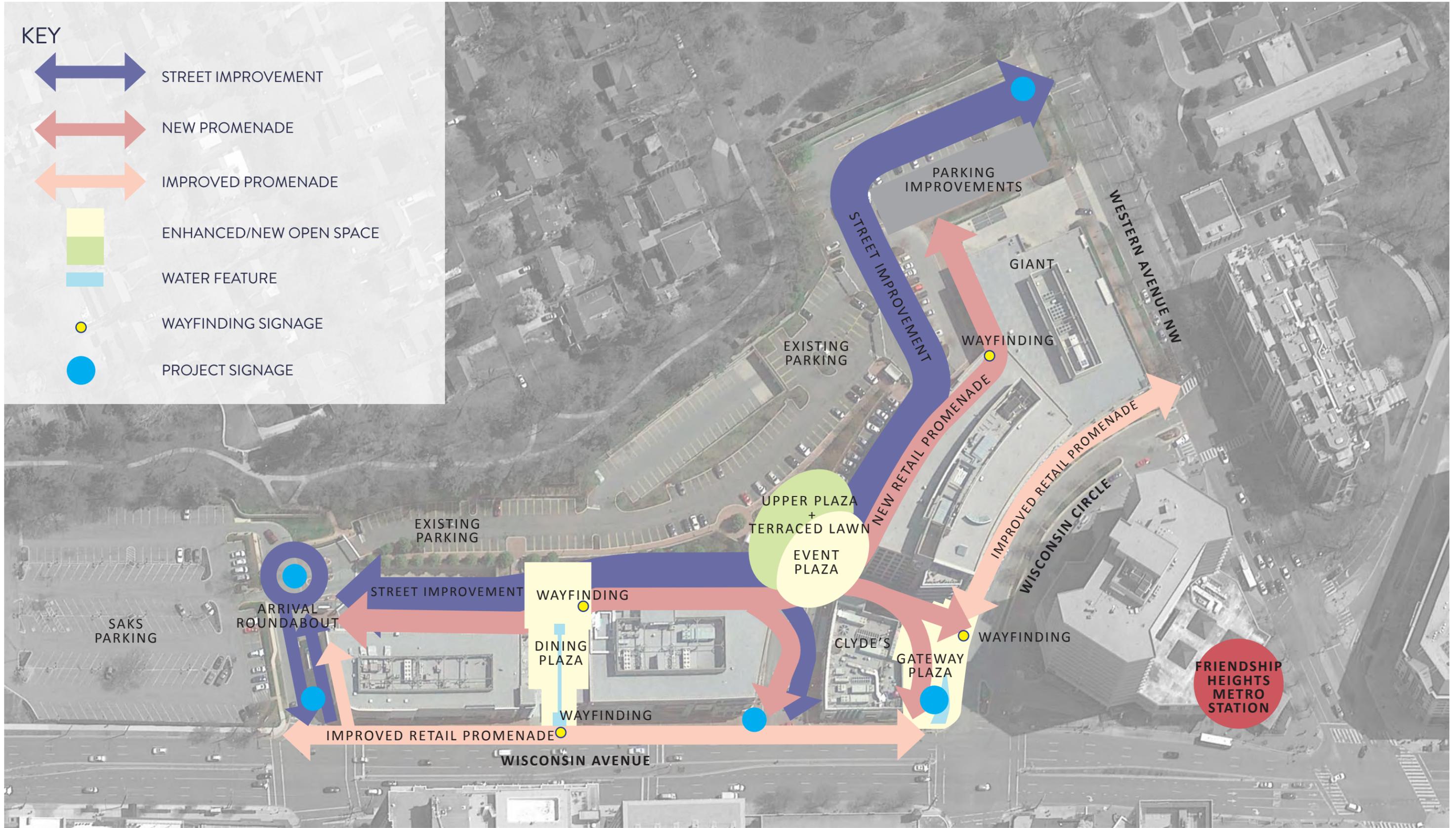
THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

DESIGN



KEY

- STREET IMPROVEMENT
- NEW PROMENADE
- IMPROVED PROMENADE
- ENHANCED/NEW OPEN SPACE
- WATER FEATURE
- WAYFINDING SIGNAGE
- PROJECT SIGNAGE



DESIGN PROGRAM DIAGRAM

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS



KEY

- A** Proposed Arrival Boulevard
- B** Proposed Gateway Roundabout & Iconic Signage
- C** Proposed Pedestrian-Oriented Street with Parallel Parking
- D** Dining Plaza
- E** Potential Flexible Use Structure (Temporary)
- F** Upper Plaza + Terraced Lawn
- G** Event Plaza
- H** Narrowed Arrival Street
- I** Gateway Plaza with Fountain Feature & Terraced Seating
- J** Refreshed Streetscape Treatments
- K** Existing Surface Parking
- L** Existing Parking Garage
- M** Giant Store Loading/Drop-Off to Remain
- N** Existing Park/Community Walkway
- O** Friendship Heights Metro Station
- P** Service Ramp
- Q** Central Plaza Space (can be closed to vehicular traffic)
- R** Improved Parking Lot
- S** Existing Service Area
- T** Bike Share
- U** Ticket Dispenser Location



SITE PLAN PROPOSAL

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS



KEY



MAJOR VEHICULAR TRAFFIC



VEHICULAR TRAFFIC DIRECTION



VEHICULAR TRAFFIC DIRECTION (DELIVERY VEHICLE ONLY)



VEHICULAR TRAFFIC (PRIMARY)



VEHICULAR TRAFFIC (SECONDARY)



PEDESTRIAN CIRCULATION



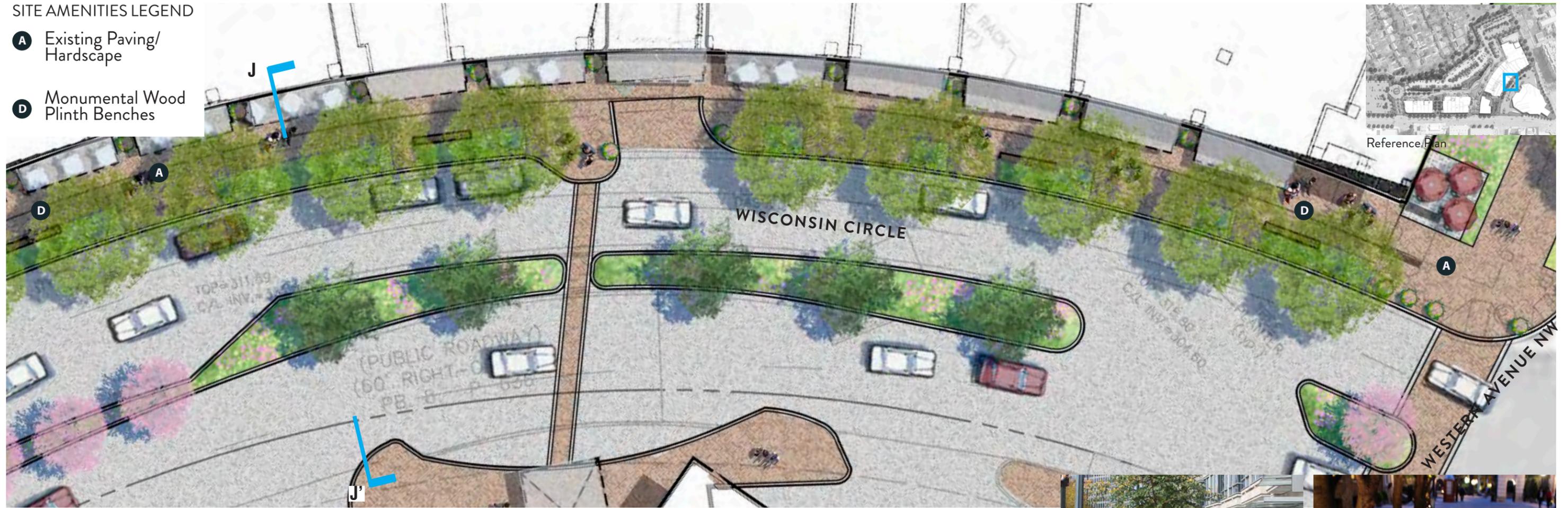
CIRCULATION DIAGRAM

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS



SITE AMENITIES LEGEND

- A** Existing Paving/ Hardscape
- D** Monumental Wood Plinth Benches



J Retail/F&B Retail Promenade Existing Planting Wisconsin Circle Travel Lanes Existing Median Wisconsin Circle Travel Lanes Sidewalk Existing Office Building J'

Scale: 1" = 10'-0"
0' 5' 10' 20'



Wisconsin Circle Streetscape - Existing

The existing Wisconsin Circle retail promenade is in excellent condition, with brick pavers and lush landscape. Existing benches, pots and other site amenities clutter the streetscape and don't focus attention on the storefronts.



Wisconsin Circle Streetscape - Proposed

Smaller seating nooks will be replaced with larger wood plinth benches, which will accentuate the existing landscape areas and shade trees. Oriented towards the storefront and seating areas, these benches will create attractive spaces for sitting. Pots and other furnishings will be simplified in form and color, creating a cohesive environment.



WISCONSIN CIRCLE: STREETSCAPE

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

JOHNSTON PARK PLAZA



SITE AMENITIES LEGEND

- A** Signature Fountain with Project Signage
- B** Staircase to Upper Plaza
- C** Upper Plaza
- D** Raised Planter
- E** Moveable Seating/Shade Canopies
- F** Expanded/Reshaped Clyde's Dining Terrace
- G** Terraced Lawn
- H** Potential Outdoor Dining
- I** Potential Steps/Curb to Taxi Queue on Street
- J** Secondary Site Signage
- K** Updated Wisconsin Street/Circle Streetscape - New signage, furnishings, etc.

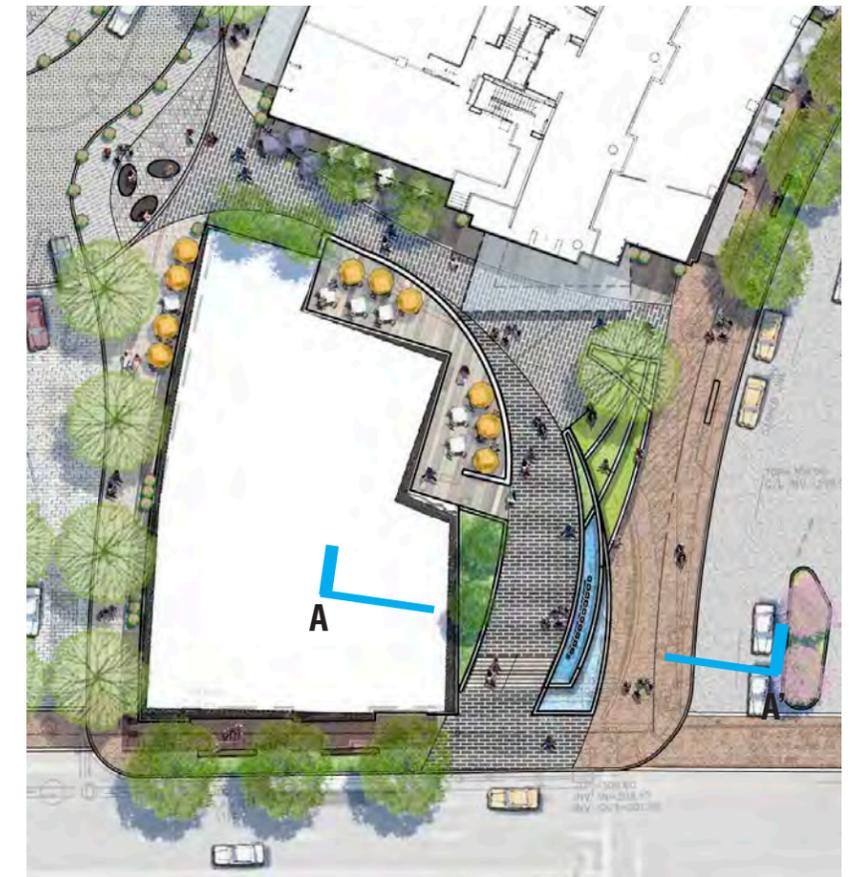
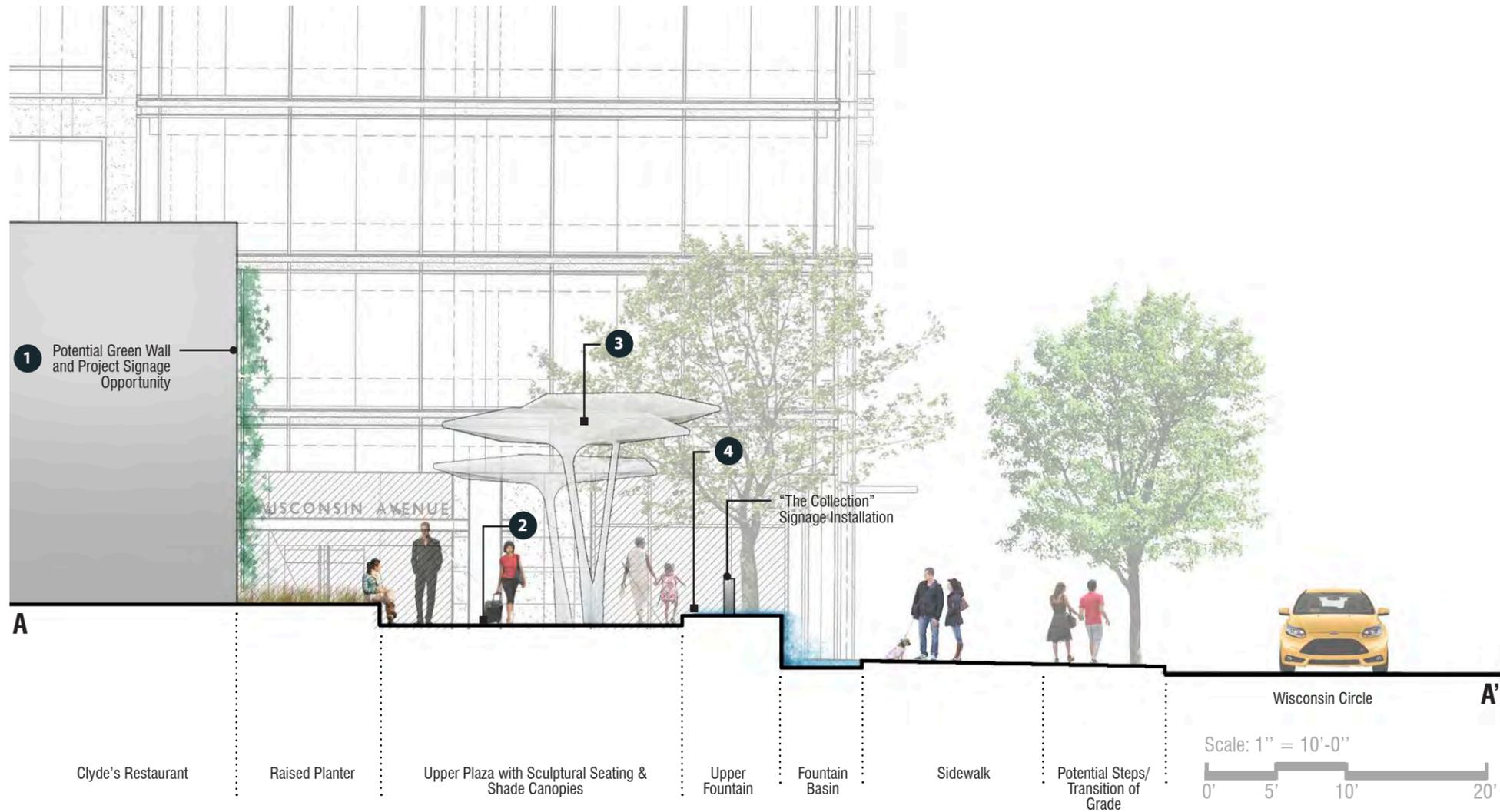


Reference Plan



JOHNSTON PARK PLAZA: PLAN ENLARGEMENT
THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS





1 Green Wall/Signage
A potential green wall and signage opportunity would create an exciting focal point on the southern side of the existing Clyde's restaurant. Signage could be used to brand The Collection, Chevy Chase Center or another use within the site. Another option is that the green wall is used as an art/light installation.



2 Upper Plaza & Seating
The upper plaza will feature sculptural seating elements, which will be designed to attract users for lingering and relaxation. This will animate the primary gateway to the site. Lighting, color and materials all can be used to create an elegant, artistic statement.

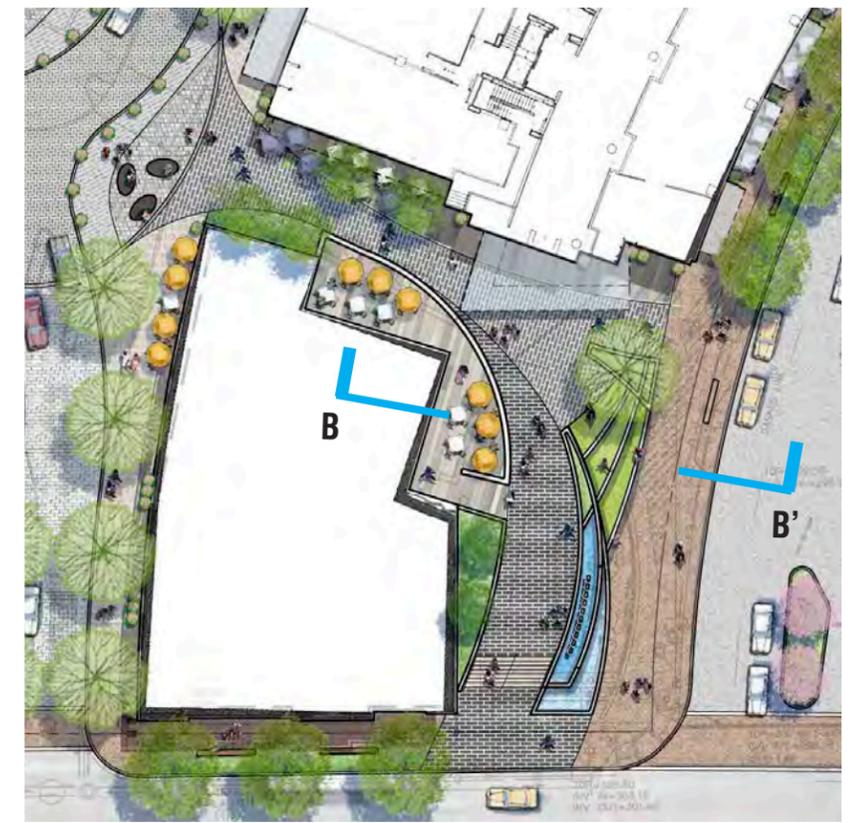
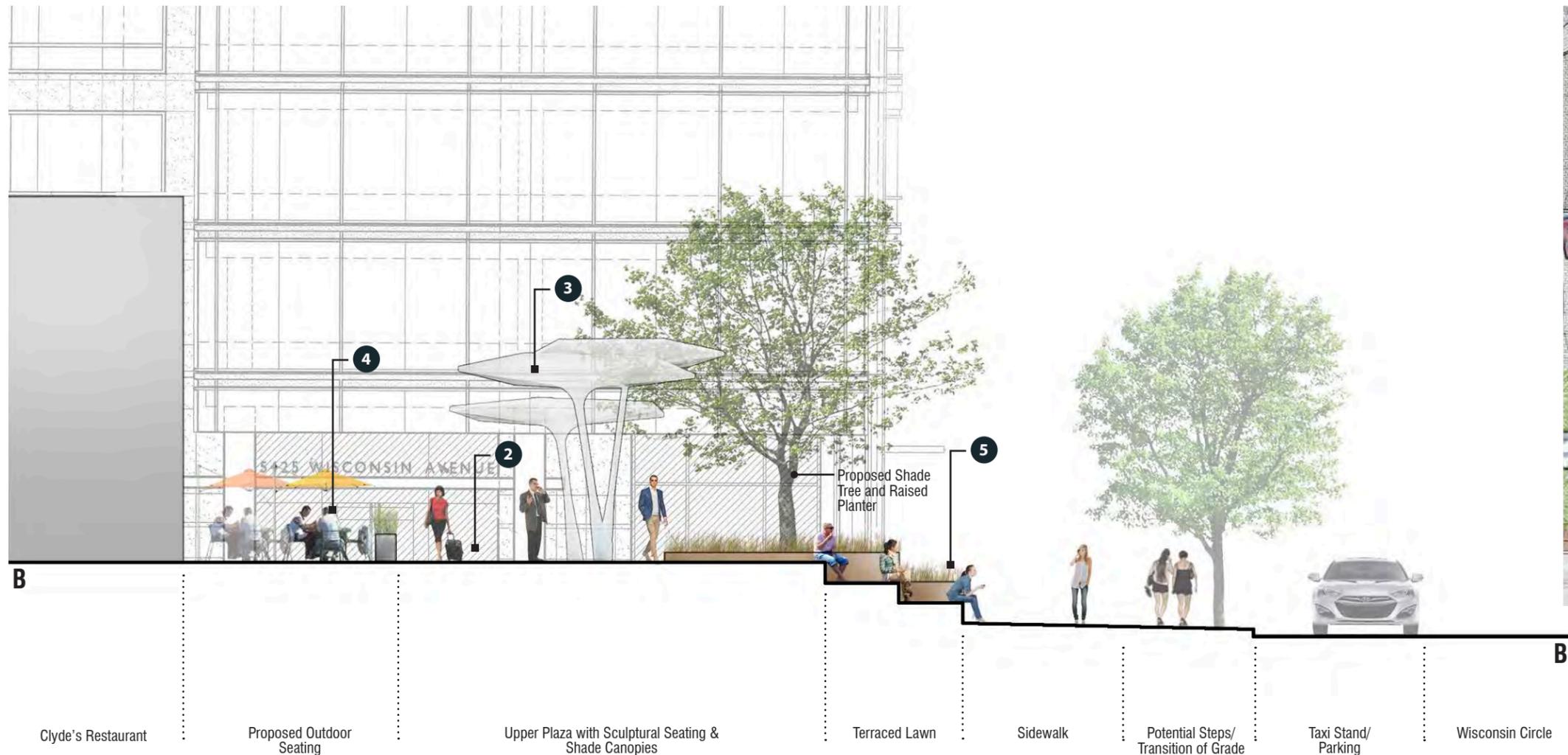


3 Shade Structures
Artistic shade structures can be incorporated into the plaza during summer months, providing much needed shade during hot weather. Seating elements can be arranged underneath, creating gathering spots for patrons.

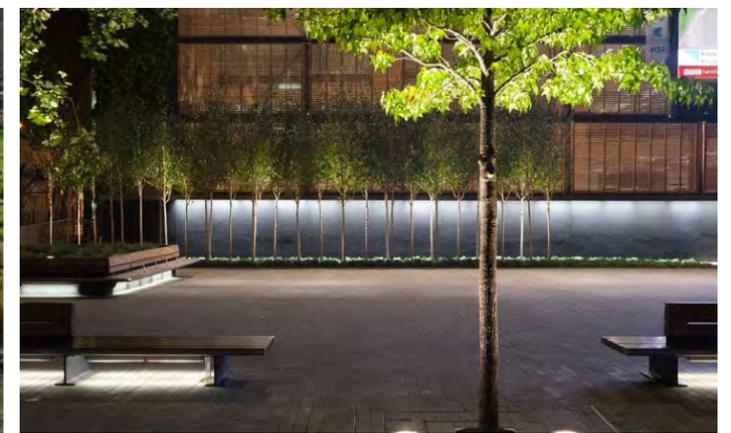
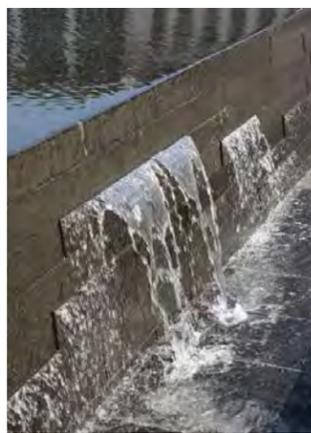


JOHNSTON PARK PLAZA: SECTION A-A'

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS



Scale: 1" = 10'-0"
 0' 5' 10' 20'



4 Fountain/Signage
 A modern, simple fountain will animate the corner at Wisconsin Avenue and Wisconsin Circle. Signage letters will "float" within the upper fountain basin, which will cascade into the lower pool below. Simple stone work will allow this feature to function as a sculptural wall in colder months when the fountain is turned off.

5 Terraced Lawn
 These stepped walls will create areas for informal gatherings and events, while opening up the corner as the site's primary gateway. This area will be a popular spot for hanging out, eating lunch or listening to an informal concert.



JOHNSTON PARK PLAZA: SECTION B-B'
THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

TIERED PLAZA





VIEW 2

SITE AMENITIES LEGEND

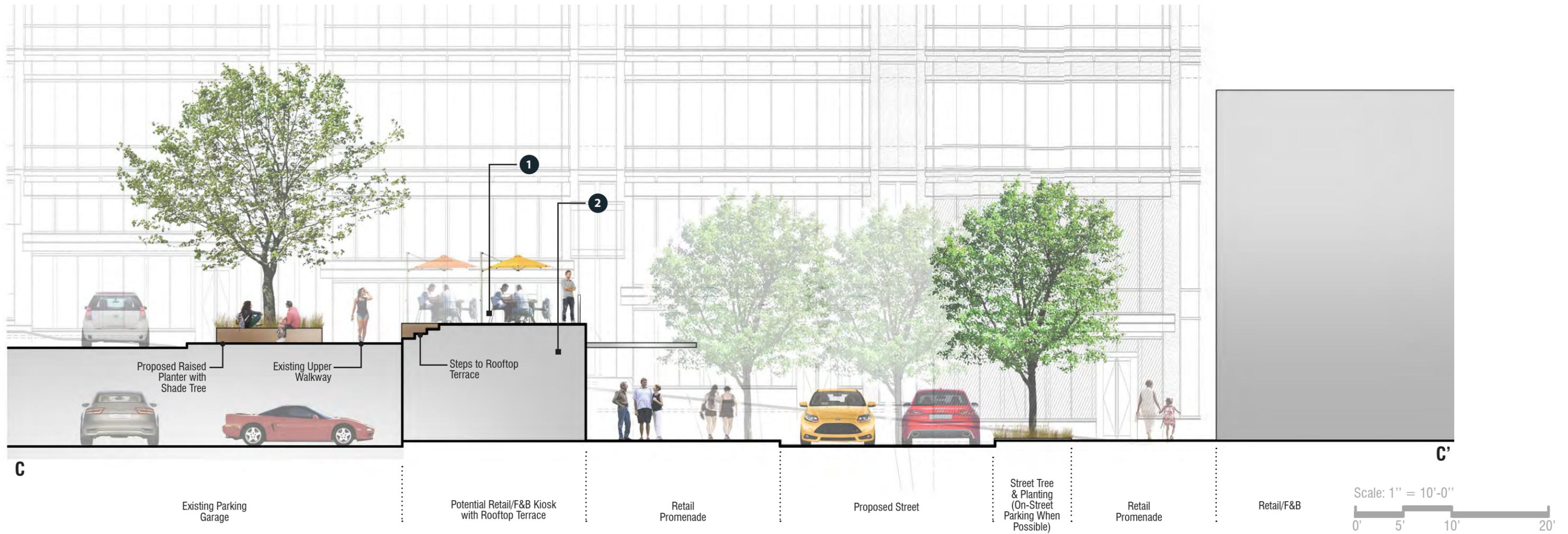
- A** Potential Flexible-Use Structure with Rooftop Terrace Overlook
- B** Potential Flexible Multi-Use Structure
- C** Staircase Connection from Garage Upper Level to Street Below
- D** Upper Plaza with Informal Seating
- E** Raised Planters with Shade Trees and Seating
- F** Terraced Lawn
- G** Event Plaza
- H** Potential Outdoor Dining
- I** Retail Promenade
- J** Informal Plaza area with Sculptural Seating Elements
- K** Potential Movie/Art Projection Screen
- L** Connection to Gateway Plaza



AMPHITHEATER PLAZA: PLAN ENLARGEMENT

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS





1 Flexible Multi-Use Structure with Rooftop Terrace

The roof of the potential flexible multi-use structure can be transformed into a dynamic rooftop terrace, which will offer sweeping views of the amphitheater and amenity spaces. This feature will become a focal point throughout the retail areas and will become a signature element of the new brand of The Collection.



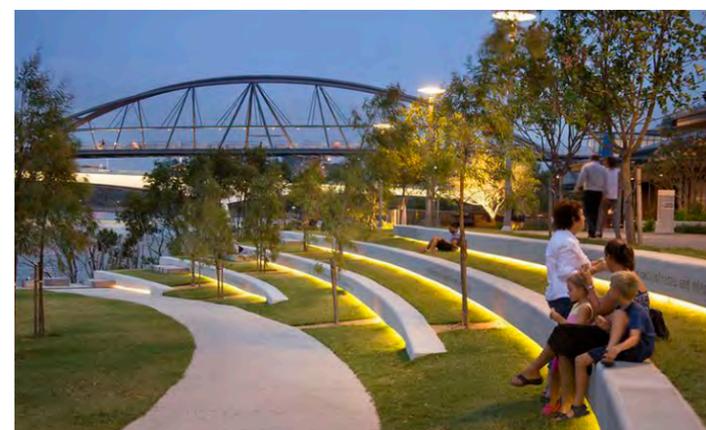
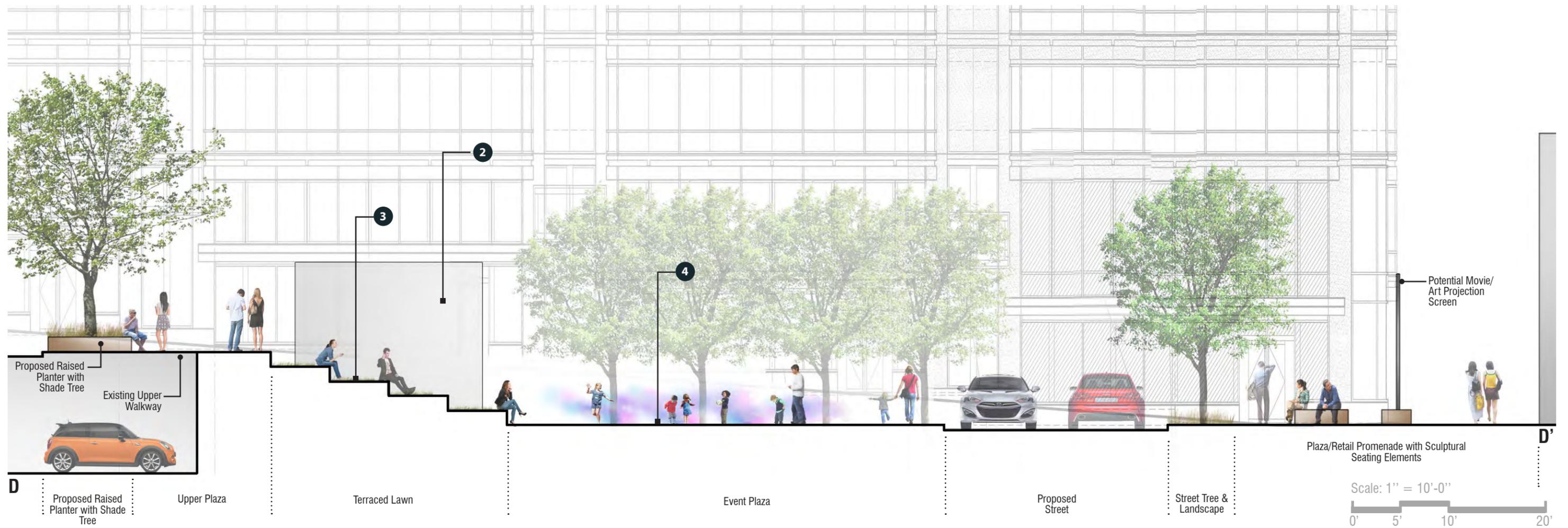
2 Flexible Multi-Use Space

These amenities will frame the central amphitheater, creating activity and energy on the opposite side of the existing retail promenade. These uses will draw people into the plaza and amphitheater spaces, while reinforcing the proposed street with retail uses on each side of the street. The architecture of the kiosks can be more modern, creating contrast with the existing buildings on site.



AMPHITHEATER PLAZA: SECTION C-C'

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS



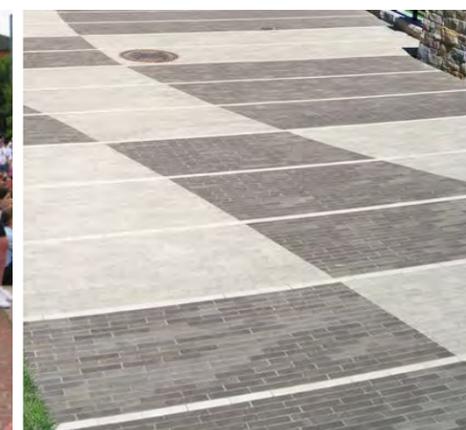
3 Terraced Lawn

The proposed tiered plaza takes advantage of existing grades, creating a stronger connection between the parking garage and proposed street below. The proposed seat walls frame the lower plaza area, offering views to potential events and activities. Elegant night lighting will transform the terraces into a dynamic focal point that will attract people to mingle in the space in the evening.



4 Flexible Performance Space

This feature will attract families and will create a visual focal point for the tiered plaza and adjacent restaurant uses. This space is intended to be flexible to encourage programmed and non-programmed use. It is also an area where holiday pop-ups, food trucks, farmer's markets, community events, and performances could occur.



AMPHITHEATER PLAZA: SECTION D-D'

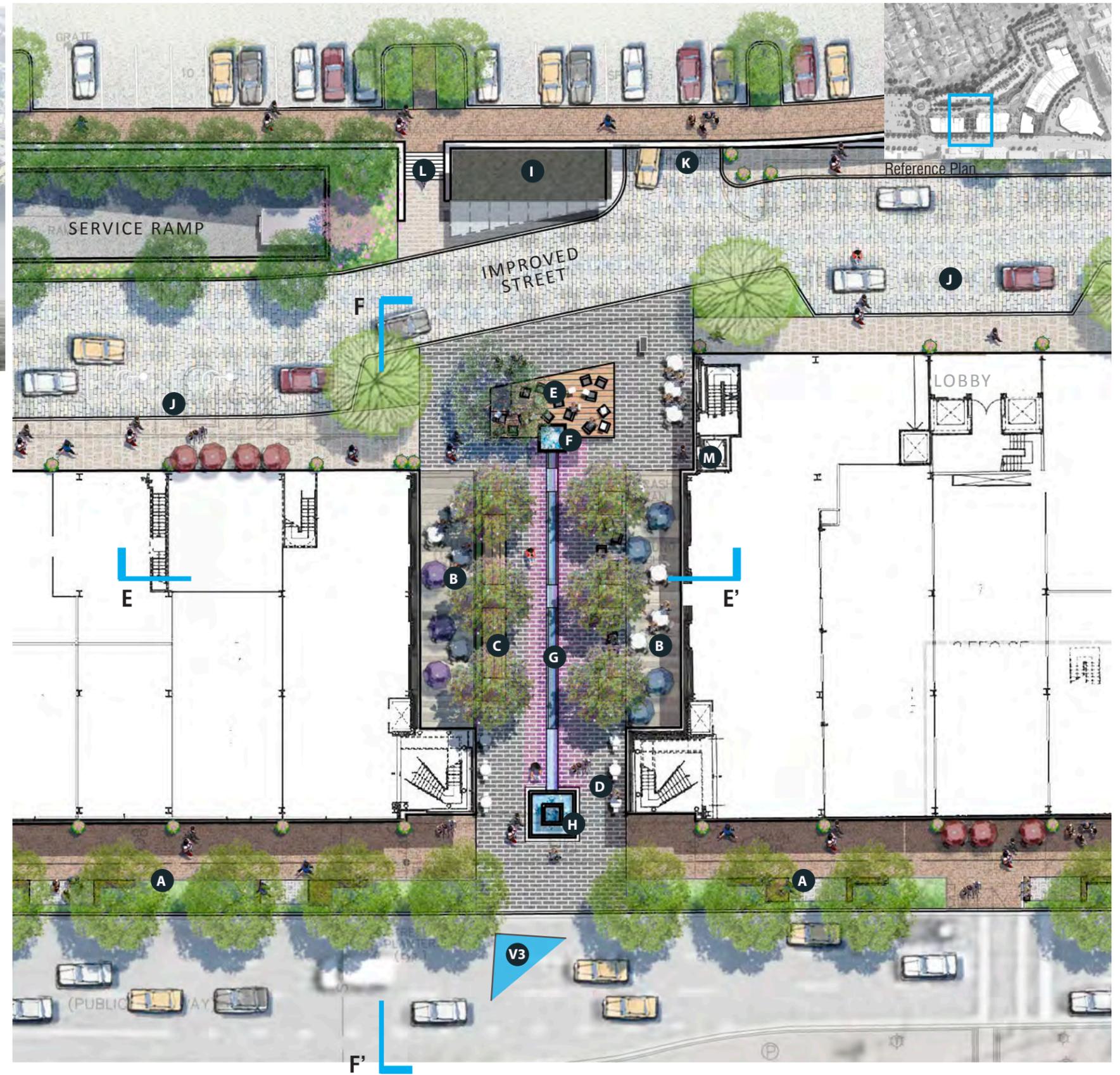
THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

FARR PARK





VIEW 3



SITE AMENITIES LEGEND

- A** Updated Wisconsin Street Streetscape - New signage, furnishings, etc.
- B** Outdoor Dining
- C** Monumental Wood Bench
- D** Moveable Seating
- E** Wood Deck Lounge
- F** Fountain/Waterfall Feature/or Sculpture
- G** Light Feature (or Runnel Fountain)
- H** Runnel/Light Feature/Fountain Terminus/Art Installation
- I** Multi Flexible-Use Structure
- J** Proposed Parallel Parking (handicap spaces as marked)
- K** Parking Garage Access
- L** Staircase from Parking Deck (existing)
- M** Elevator (existing)

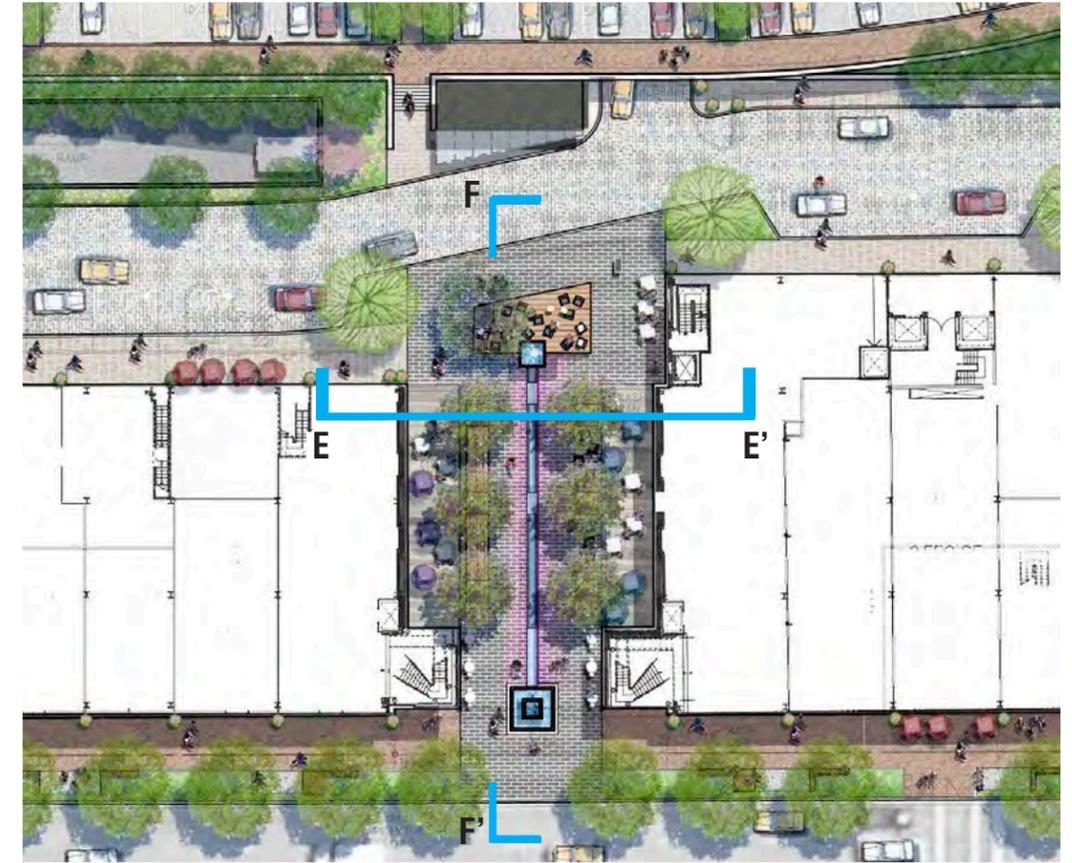
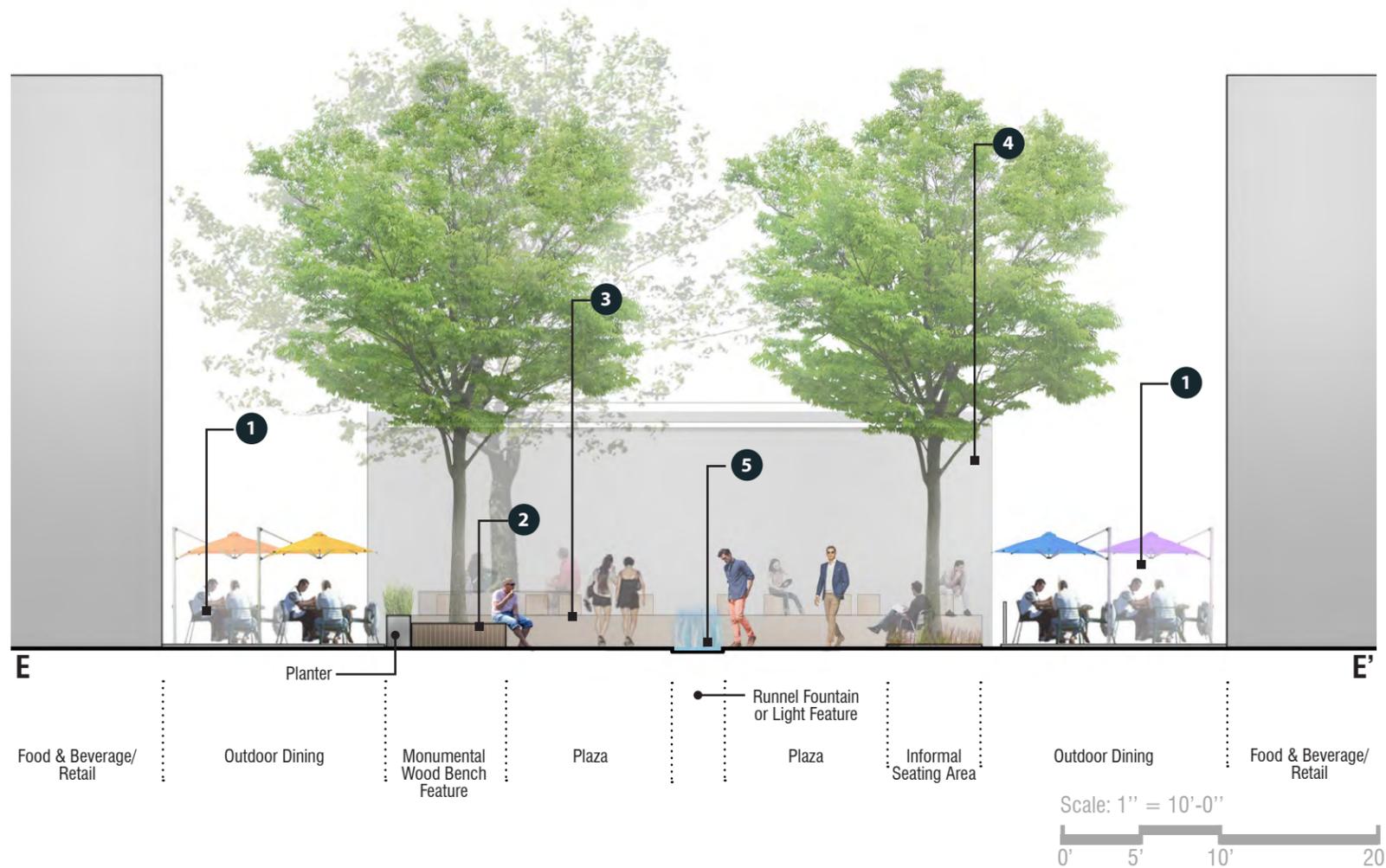


FARR PARK: PLAN ENLARGEMENT

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

WISCONSIN AVENUE





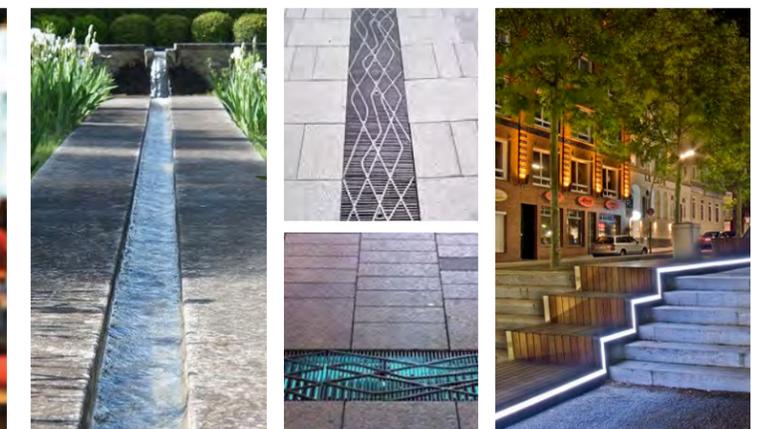
1 Outdoor Dining
Areas of outdoor dining will relate to the proposed food and beverage uses located on each side of the plaza. Seating will be situated to add activity at the gateways on each end of the plaza, enhancing the proposed environment.



2 Monumental Wood Bench
This oversized feature will delineate the outdoor dining area, while creating a bold focal point for sitting and gathering within the plaza. Situated under the shade trees, the bench will be a popular spot for mingling and enjoying the potential fountain feature. The natural wood will warm the character of the space.



3 Wood Deck Lounge
This inviting feature will function as an outdoor living room, with comfortable seating and other features situated upon a raised wooden deck. A sculptural shade tree will create a strong focal point, while the terraced fountain/art piece will mark the source for the proposed fountain/light feature.



5 Linear Fountain (or Light Feature)
The linear runnel fountain will create a visual and physical linkage between Wisconsin Avenue and the wood deck lounge, drawing people into the space. The fountain's simplistic design will be accentuated by lighting and decorative grates to emphasize its place in the plaza. With seating along its edges, the fountain will be an elegant focal point within the dining plaza.



FARR PARK: SECTION E-E'

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS



4 Flexible Multi-Use Shed / Backdrop Wall

The proposed retail kiosk will anchor the end of the dining plaza, creating a focal point that will draw users in off of Wisconsin Avenue. Its location along the parking garage will also make it an animated gateway to the new retail environment for users arriving from the garage.



5 Linear Fountain (or Light Feature)

The linear runnel fountain will create a visual and physical linkage between Wisconsin Avenue and the wood deck lounge, drawing people into the space. The fountain's simplistic design will be accentuated by lighting and decorative grates to emphasize its place in the plaza. With seating along its edges, the fountain will be an elegant focal point within the dining plaza.



6 Informal Seating

Informal and moveable seating will be situated amongst the shade trees and along the linear fountain. Having flexible seating arrangements will encourage people to spend more time in the plaza.



FARR PARK: SECTION F-F'

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS

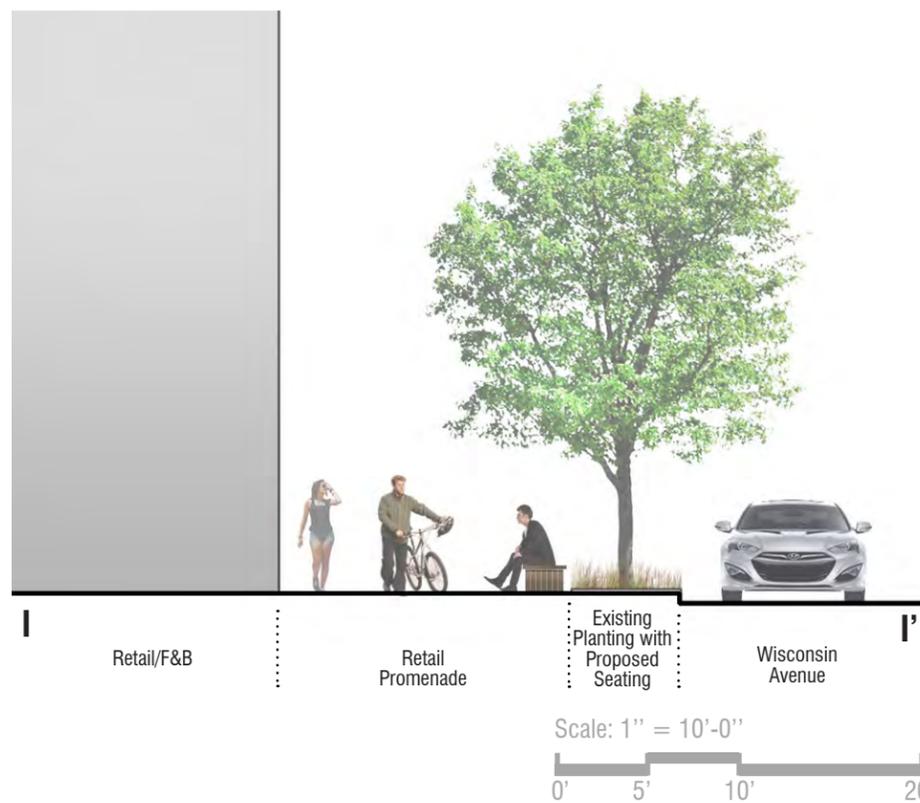


SITE AMENITIES LEGEND

- A** Existing Paving/Hardscape
- B** Proposed Monumental Wood Benches, with Conversation Nooks
- C** Branding/Signage
- D** Monumental Wood Plinth Benches



Reference Plan



Wisconsin Avenue Streetscape - Existing

The existing Wisconsin Street retail promenade is in excellent condition, with brick pavers, stone accents and lush landscape. Existing benches, pots and other site amenities clutter the streetscape and don't focus attention on the storefronts.



Wisconsin Avenue Streetscape - Proposed

Smaller seating nooks will be replaced with larger wood plinth benches, which will accentuate the existing landscape areas and shade trees. Oriented towards the storefront and seating areas, these benches will create attractive spaces for sitting. Pots and other furnishings will be simplified in form and color, creating a cohesive environment.



WISCONSIN AVENUE: STREETSCAPE

THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS



ARRIVAL ROUNDABOUT





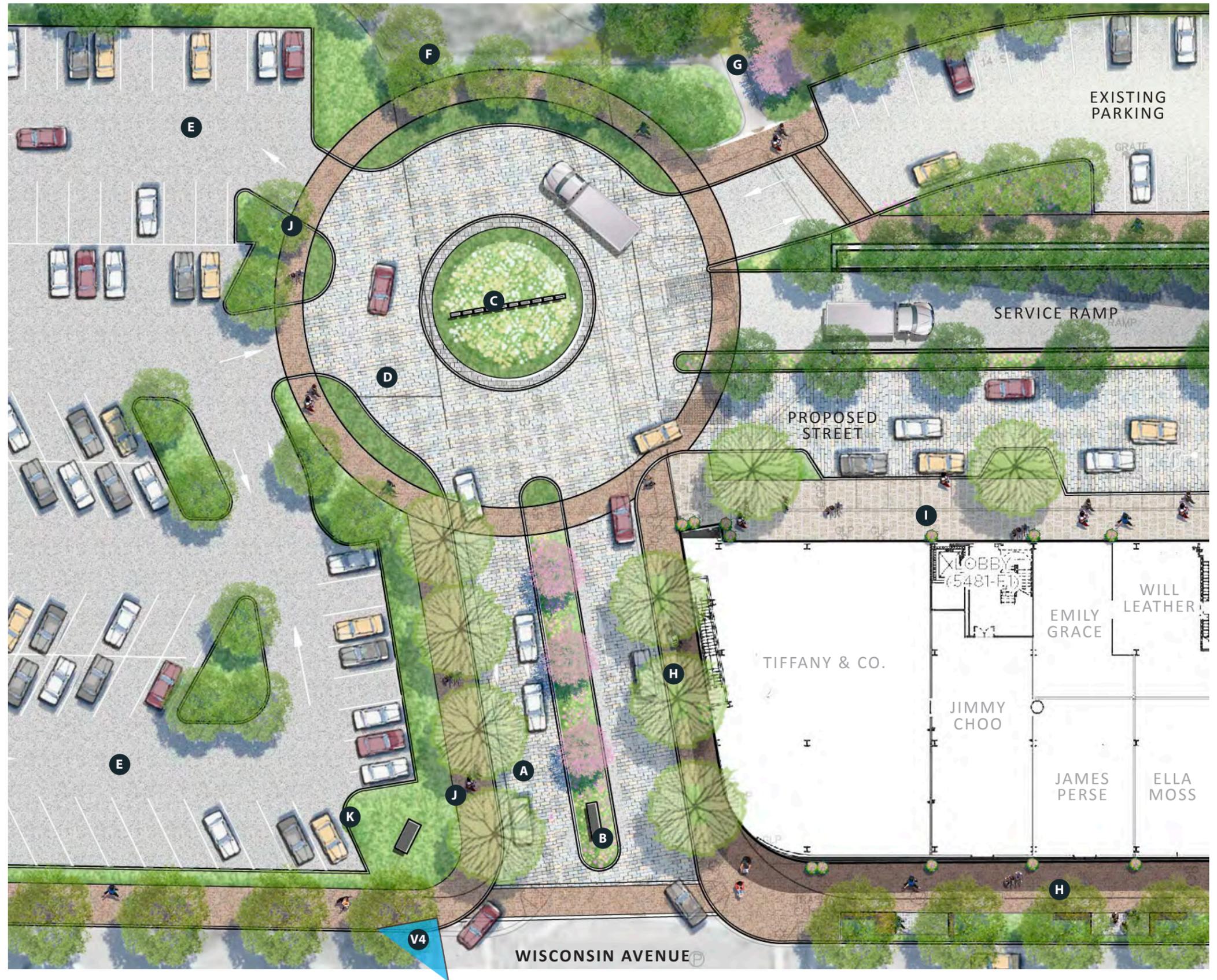
VIEW 4

SITE AMENITIES LEGEND

- A** Proposed Arrival Boulevard (Former Montgomery Street ROW)
- B** The Collection Monument Signage Opportunity
- C** Roundabout Focal Point/Signage Opportunity
- D** Proposed Vehicular Roundabout
- E** Reconfigured Saks Parking Lot
- F** Existing Screen Wall
- G** Existing Pathway Connection to Neighborhood
- H** Existing Retail Promenade
- I** New Retail Promenade
- J** New Sidewalk
- K** Potential Signage/Icon Feature



Reference Plan



ARRIVAL ROUNDABOUT: PLAN ENLARGEMENT
THE COLLECTION AT CHEVY CHASE | CENTER IMPROVEMENTS



SEASONAL PROGRAMMING



SPRING FESTIVAL



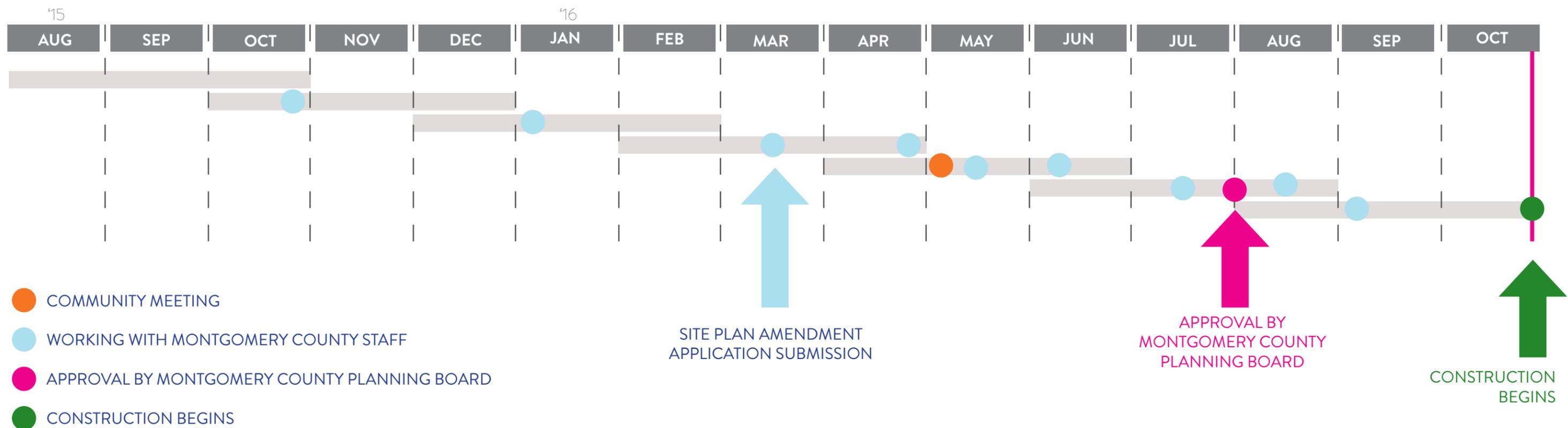
SUMMER MOVIE /
CONCERT SERIES



SEASONAL PROGRAMMING



streetsense



- COMMUNITY MEETING
- WORKING WITH MONTGOMERY COUNTY STAFF
- APPROVAL BY MONTGOMERY COUNTY PLANNING BOARD
- CONSTRUCTION BEGINS

EXTERIOR CHANGES COMPLETE (SUMMER 17)

TENANT NEGOTIATIONS (ONGOING)



THANK
YOU!

the
collection

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