

FINDING FLOWER AVENUE:

A Collage Approach to Neighborhood Design

Abby Chi, Dainty De Guzman, Augusto Iglesias, Dejuan Johnson, Andrew Kozy
ARCH 407 Architecture and Urban Design Studio
Professor VanderGoot
May 8, 2024

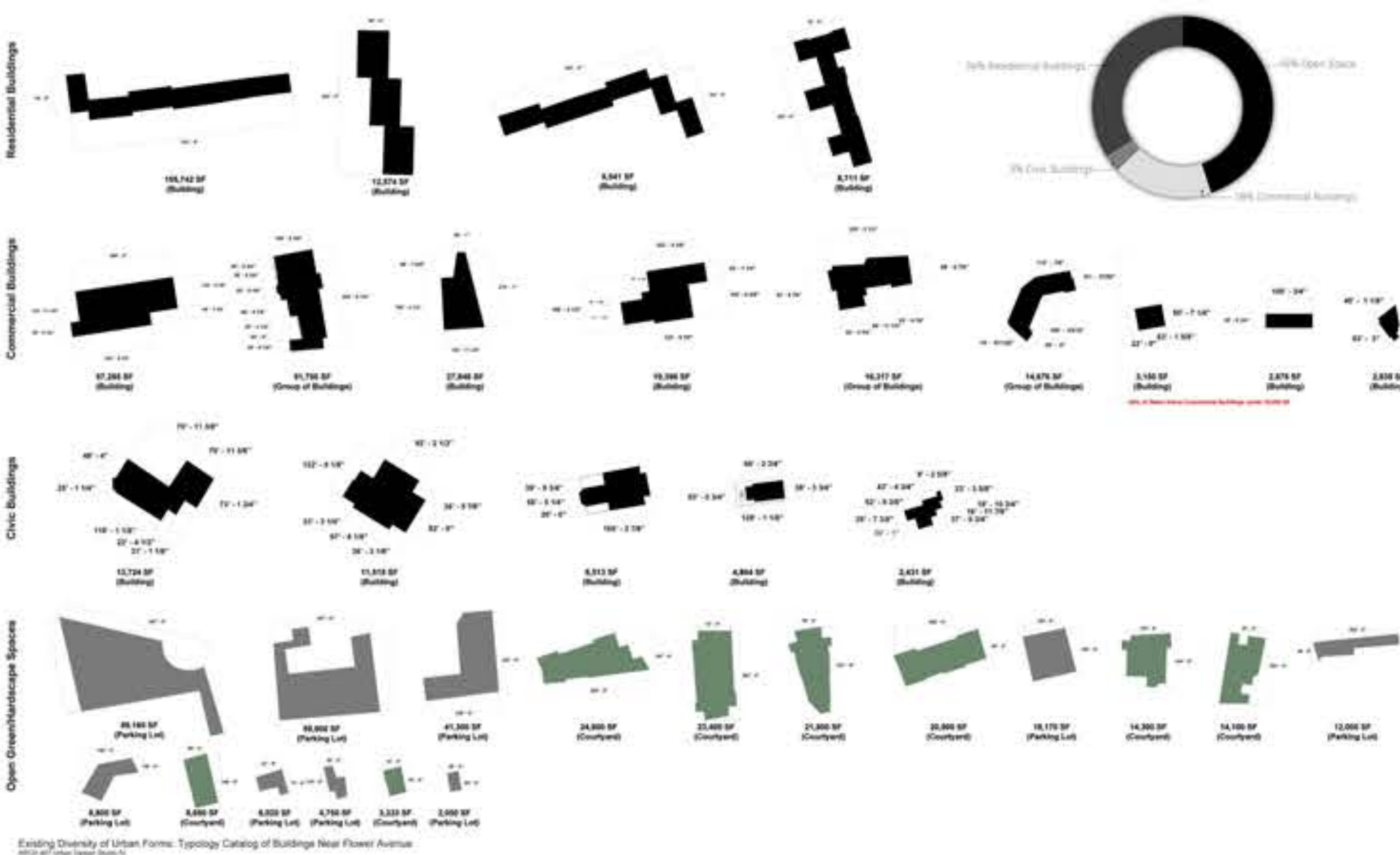
Finding Flower Avenue collages new design elements into Long Branch's existing urban fabric, drawing inspiration from the area's distinct cultural and social settings like Flower Avenue's murals, the historic theater facade, and local community parks. The project's strategy revolves around three core components: 1) A street and open space matrix that offers more public life encounters; 2) Naming what we understood as existing neighborhood places as a way to celebrate them, and 3) Adaptive re-use methods that update and expand existing facades and buildings at the scale of low to medium density development. The phased implementation plan begins with reinforcing the commercial core during the initial 10 years and accommodating the disruptions expected from the Purple Line construction with new civic spaces. The following 10-20 years focuses on residential integration and community connectivity, adding plazas and pedestrian avenues that tie into existing residential blocks. The long-term vision for the next 30 years includes vertical building additions and new residential developments which attempt to follow the urban forms of buildings, open spaces, and streets so that they remain contextual and at the same time promote commercial and residential resilience. The proposal features courtyard-style arrangements that enhance livability while preserving local natural trails. A street hierarchy system was designed to include pedestrian-only pathways as well as multimodal boulevards which aim to create a more integrated pedestrian urban experience. Additionally, the project emphasizes placemaking through strategic naming of neighborhoods and public spaces, fostering a sense of community pride and identity.



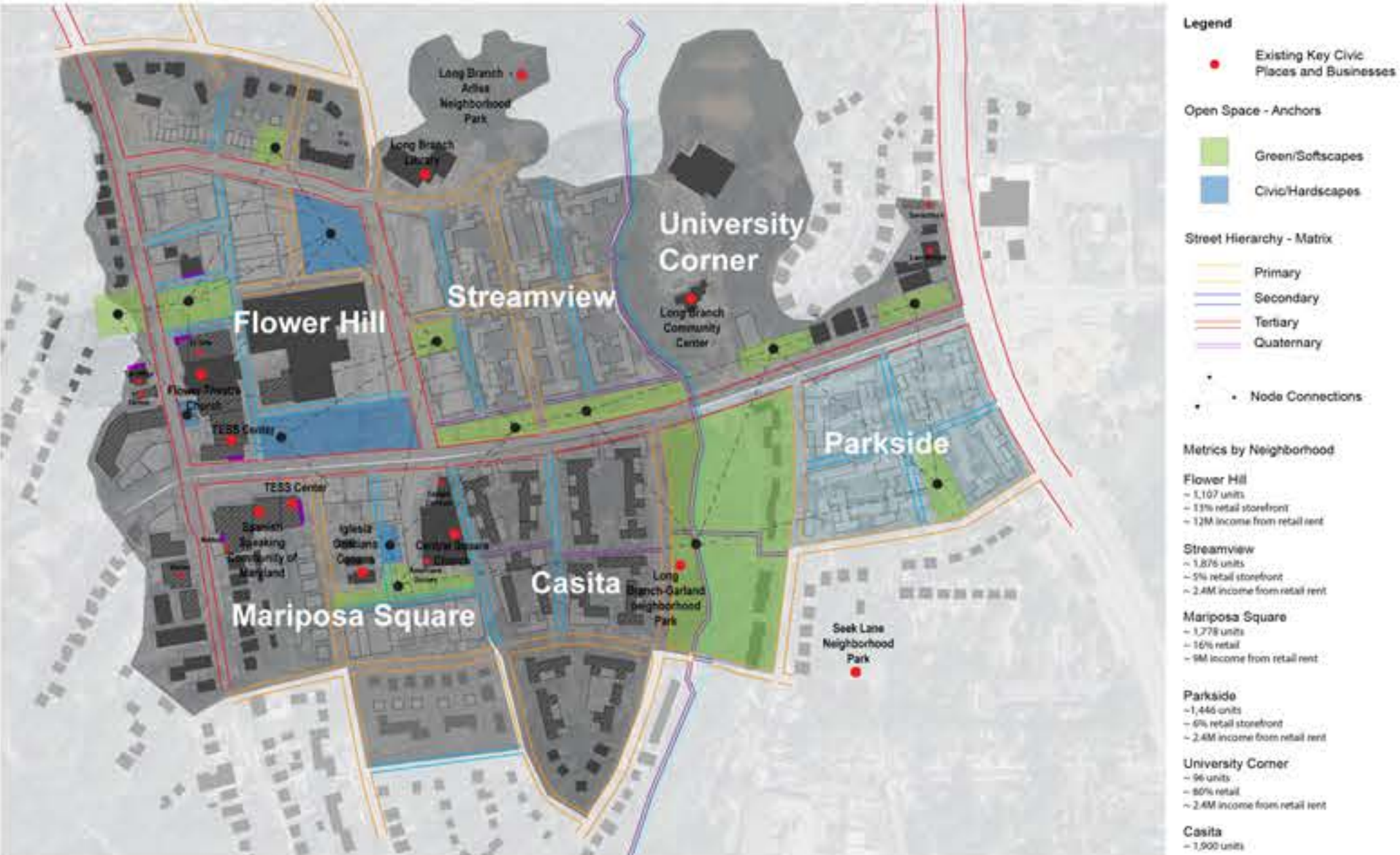
Partnership for
Action Learning
in Sustainability



DOCUMENTATION BUILDINGS & OPEN SPACES



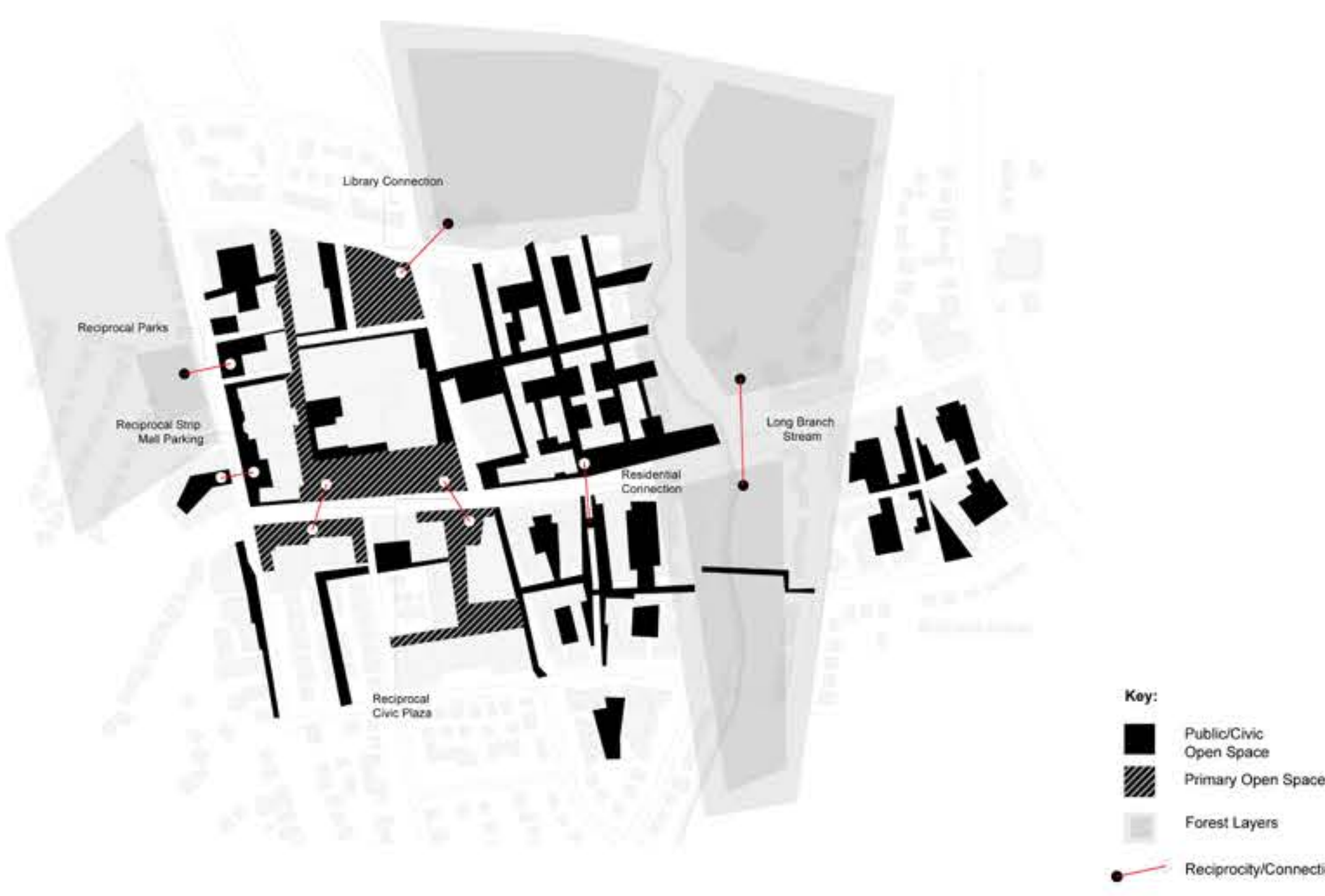
NAMING NEIGHBORHOODS



PROPOSED CHANGES



PROPOSED STREET AND OPEN SPACE MATRIX



DOCUMENTATION OF LONG BRANCH STREETSCAPES

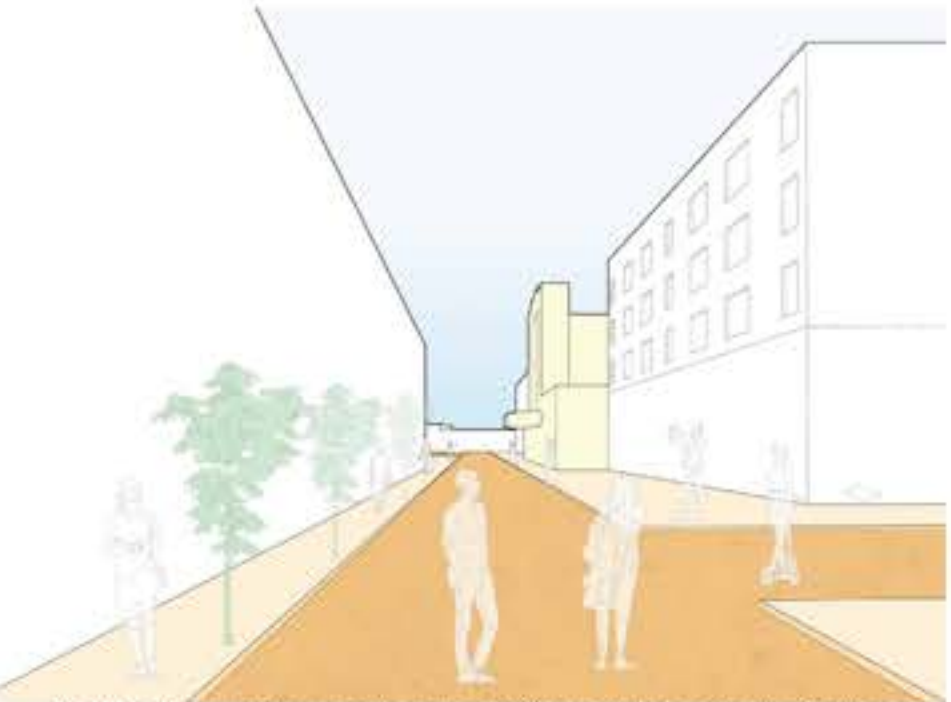


FINDING FLOWER AVENUE: A Collage Approach to Neighborhood Design

Abby Chi, Dainty De Guzman, Augusto Iglesias, Dejuan Johnson, Andrew Kozy
ARCH 407 Architecture and Urban Design Studio
Professor VanderGoot
May 8, 2024



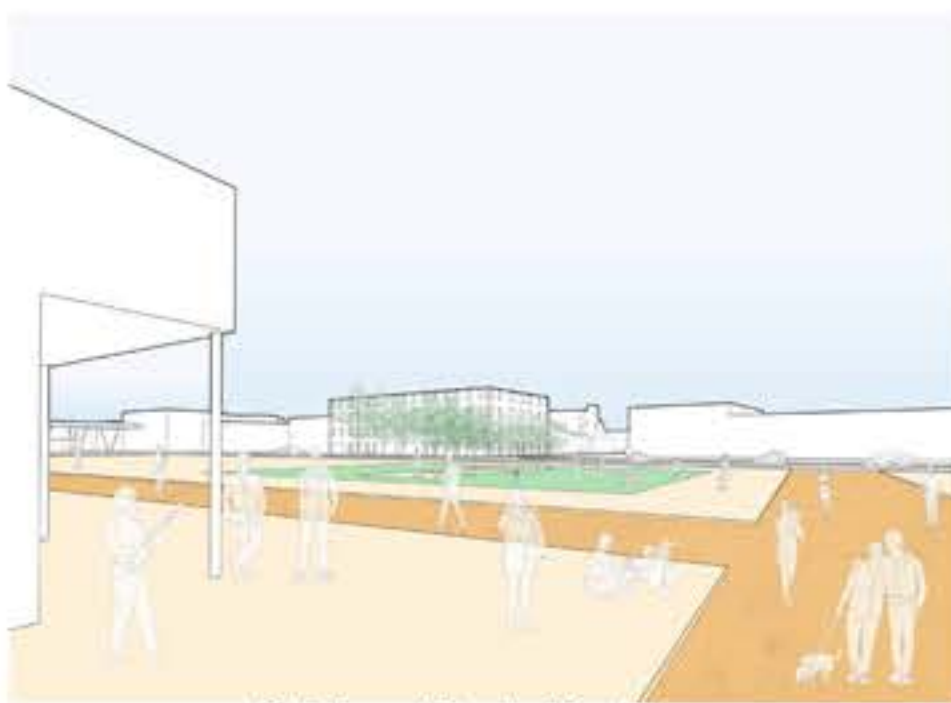
AN EXPERIENTIAL JOURNEY THROUGH OPEN SPACE



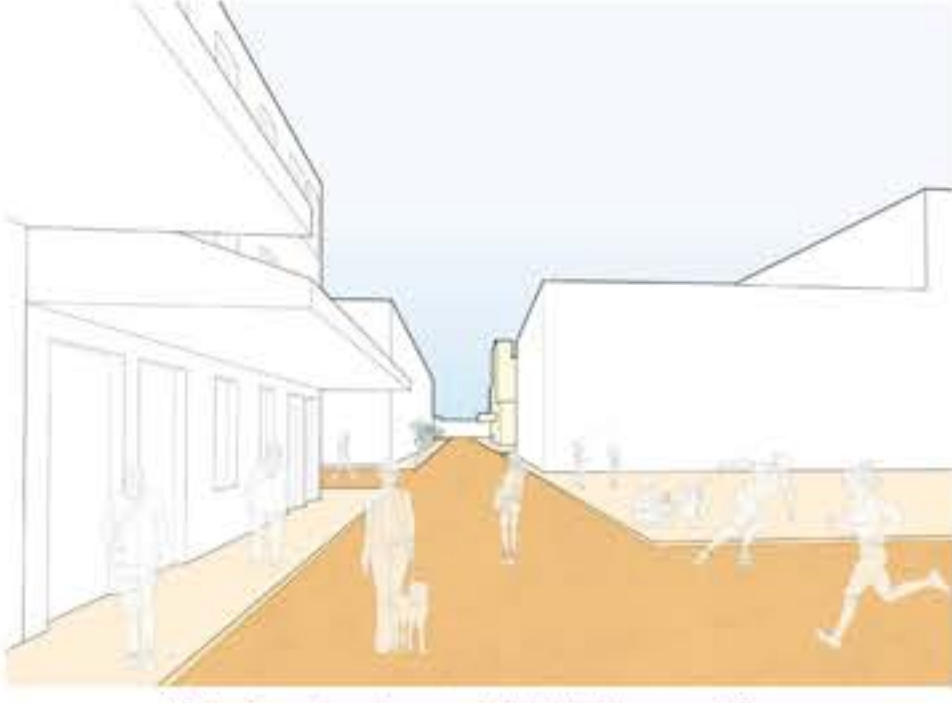
Seeing New Flower Theater Mirrored Facade in Distance



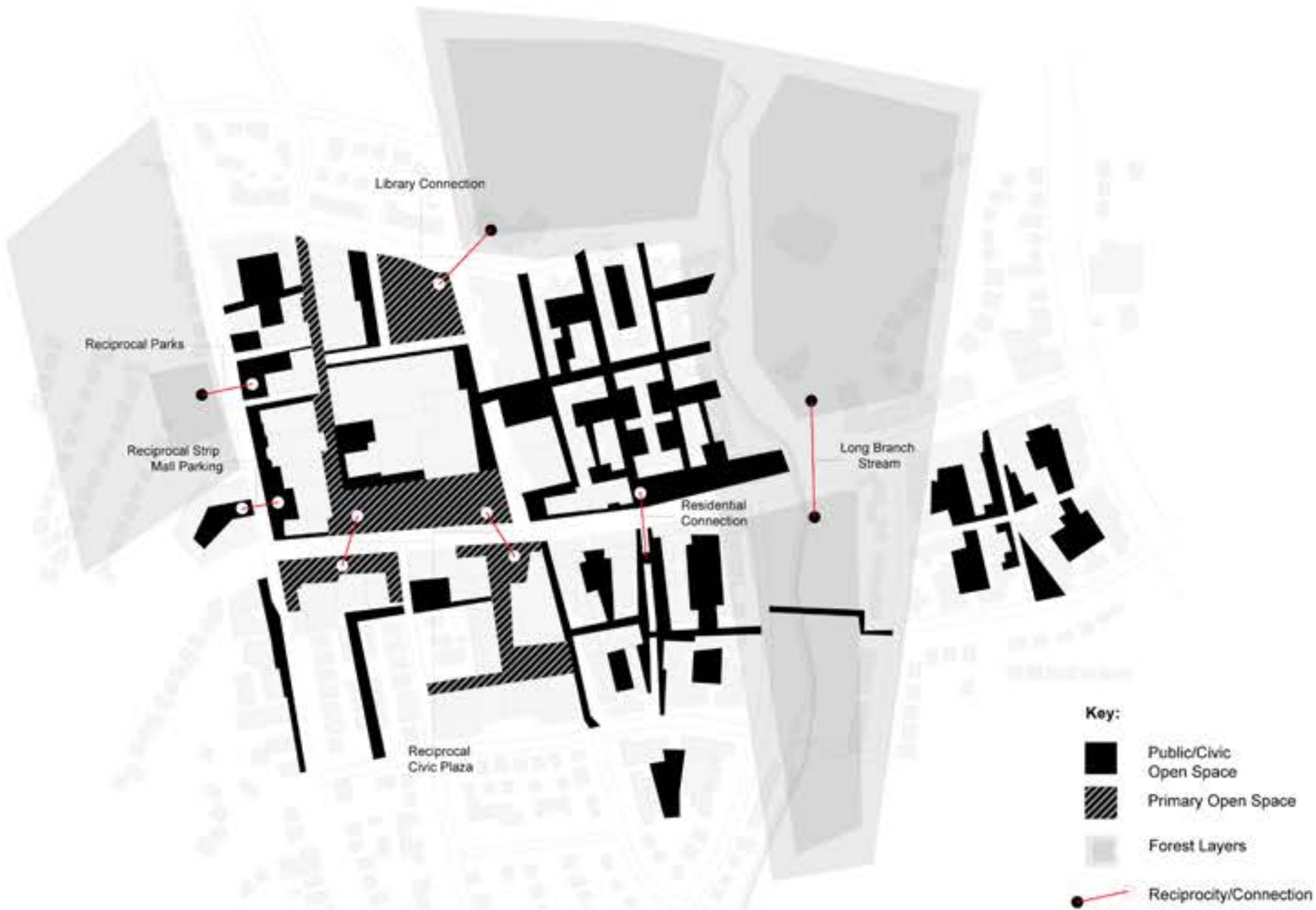
Purple Line Pavilion



5. Arrive at Purple Line Plaza



Entering Americana Market Avenue Plaza



Designing a Collage Approach

PHASE 1: Invest in the Existing Commerical Core

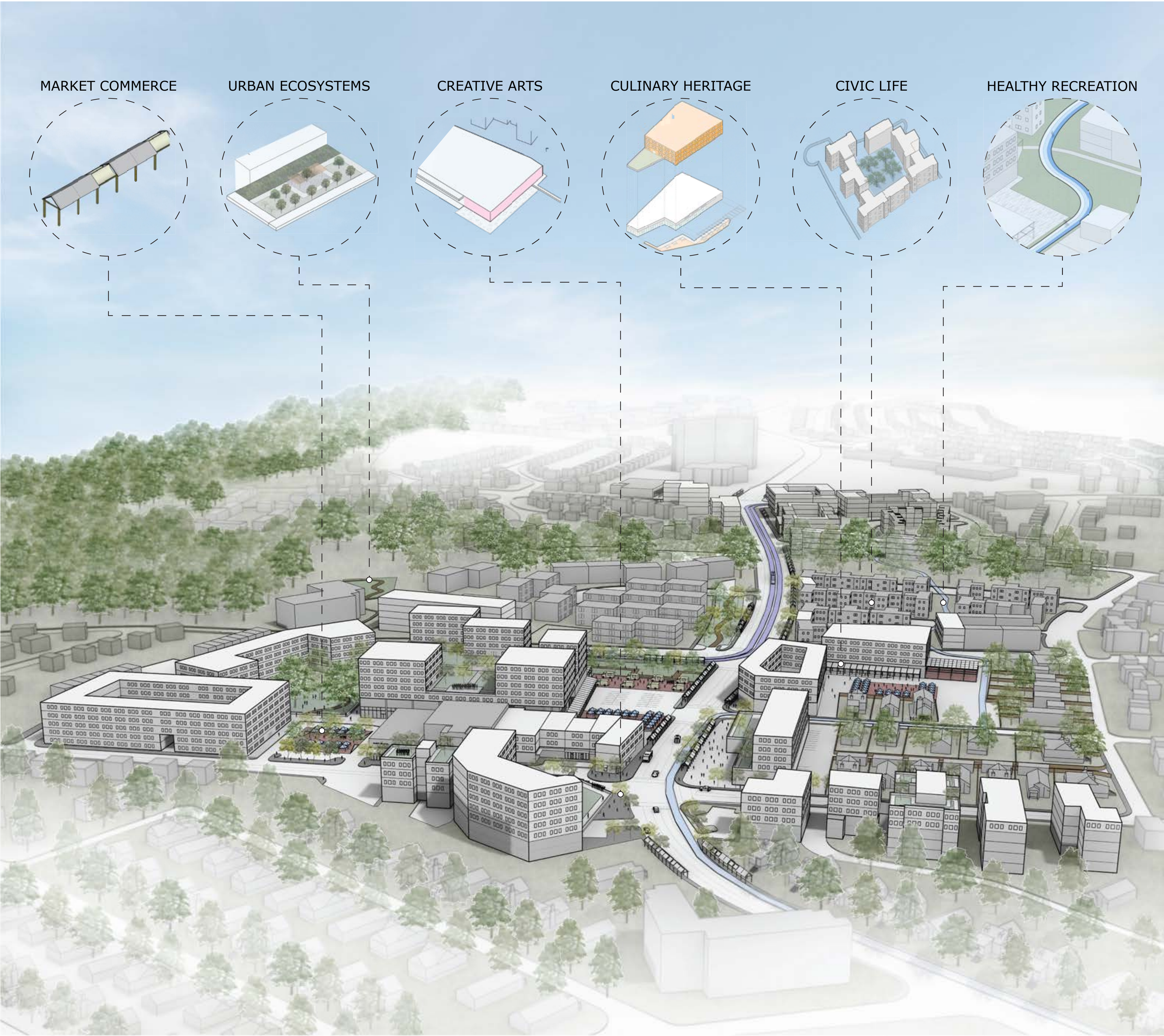


PHASE 2: Collage The Old and New



PHASE 3: Integrate Neighboring Community Spaces





Aerial Perspective Looking East



Phase 1 Master Plan



Phase 2 Master Plan



Phase 3 Master Plan

LONG BRANCH FUTURES: Investing in Market Commerce, Urban Ecosystems, Creative Arts, Culinary Heritage, Civic Life, and Healthy Recreation

ADREANA HAMMOND, ALEC HOWERTON, BYRON DE LA CRUZ, DONATO JIMENEZ, MATTHEW WATKINS, TSIGEMARIAM TILAYE

PROFESSOR VANDERGoot
05/08/2024

The Long Branch Futures urban plan prioritizes six Urban Systems that are important for sustaining the existing cultures in Long Branch: 1) Spaces for Market-Life 2) Place-based Ecologies 3) Creative Expressions 4) Public Food Cultures as Part of Street Life 5) Semi-public Plaza Life 6) Affordable Transit. Low cost design tactics are implemented in Phase 1, including public art, facade enhancements, public outdoor eating spaces, safe pedestrian-only spaces, and urban reforestation. Phase 2 builds upon the foundations of Phase 1, introducing a strategic adaptive reuse approach to existing building infrastructures while expanding both on public and private pedestrian-only spaces. Finally, in Phase 3, all systems seamlessly weave together, forming an urban fabric that fosters a distinct identity for Long Branch.

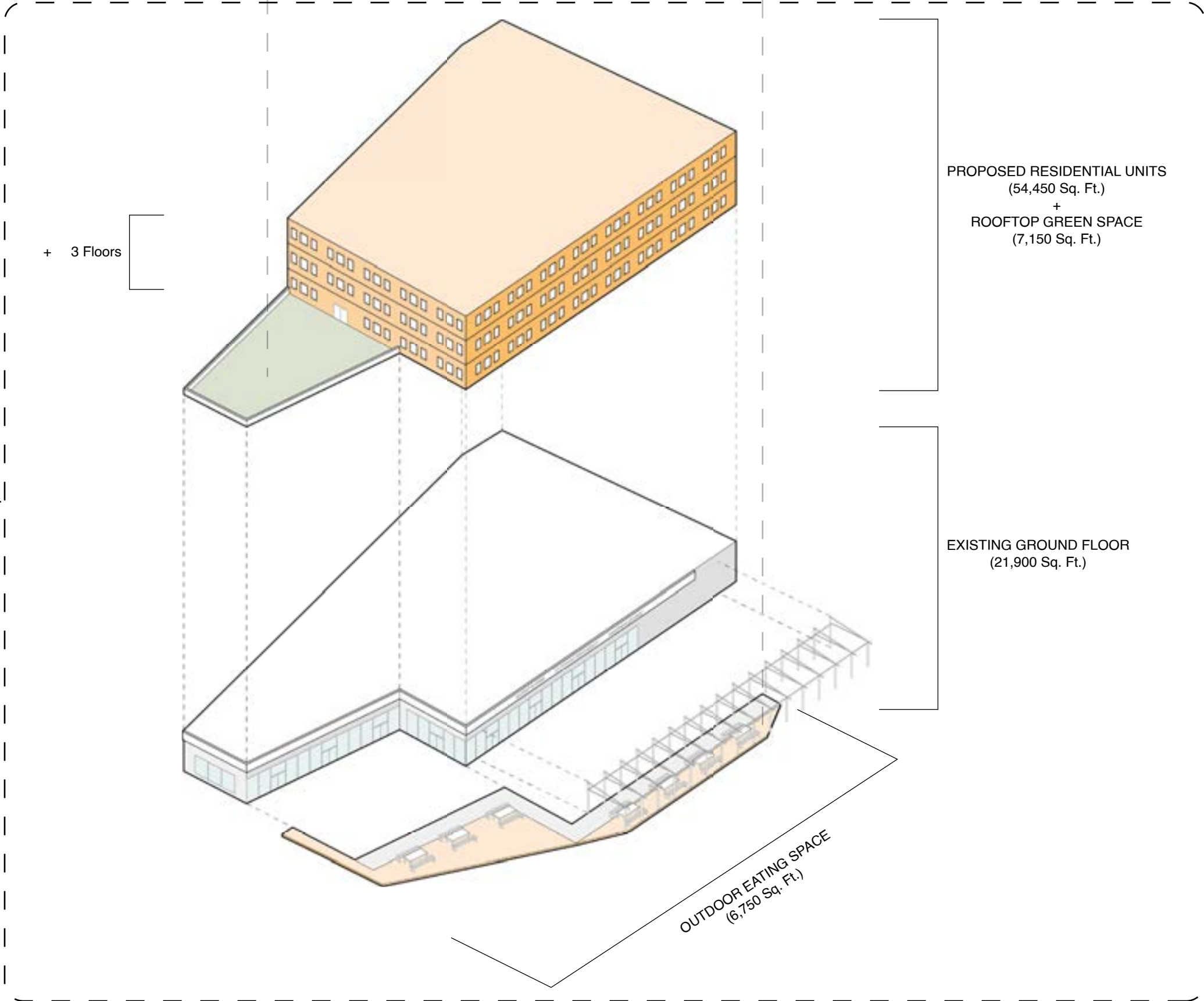




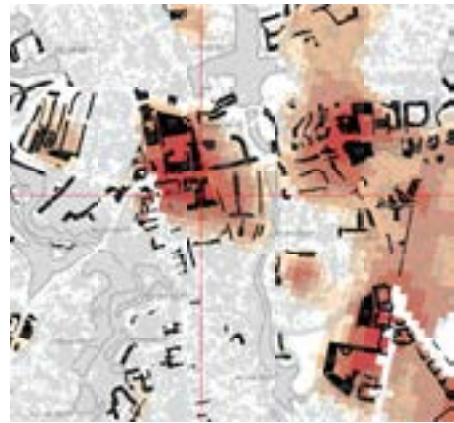
Main Approach Perspective for Central Square Plaza (Phase 3)



Proposed Plan for Central Square Plaza and North Block (Phase 3)



Adaptive Reuse and Outdoor Eating Space for Central Square Plaza (Phase 3)



The Urban Heat Island Map above shows the extreme temperatures found in Central Square Plaza (Dashed) and the site across the street. Directly addressing this issue can alleviate high temperatures by introducing green spaces, both on ground level and rooftop terraces.

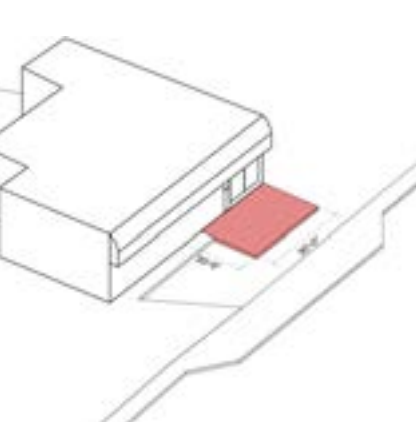
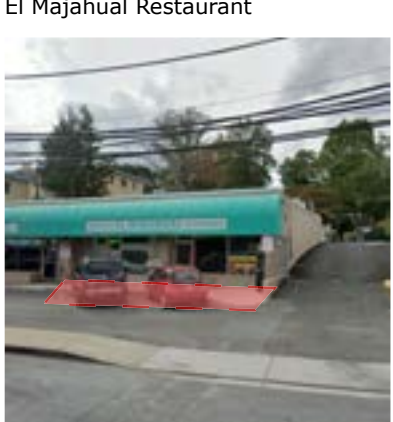
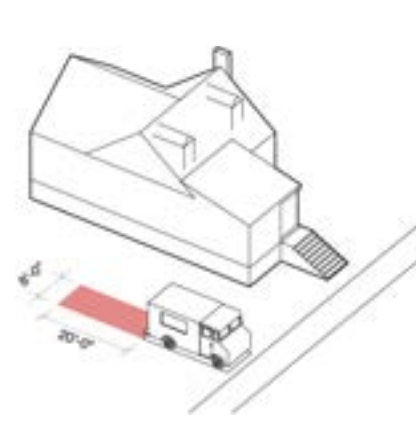
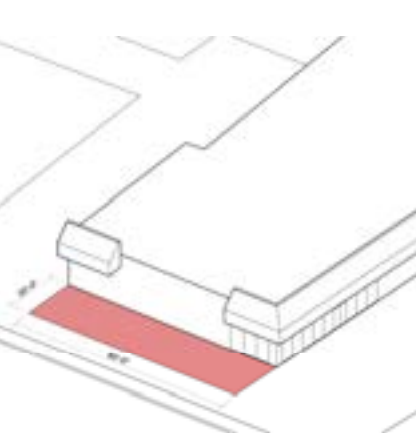
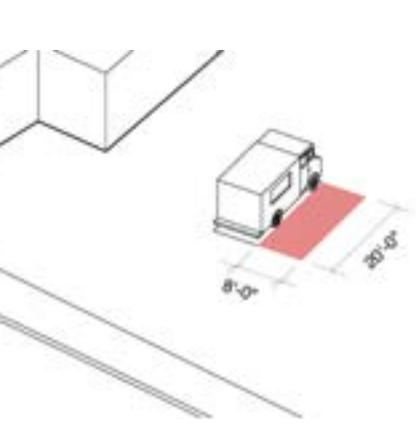
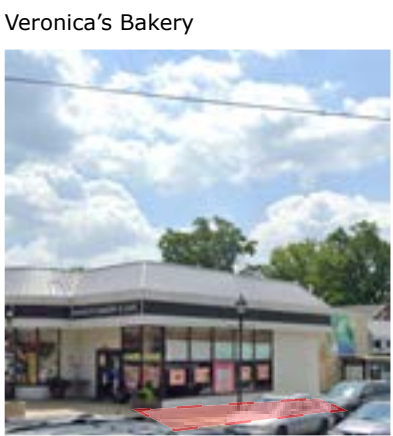
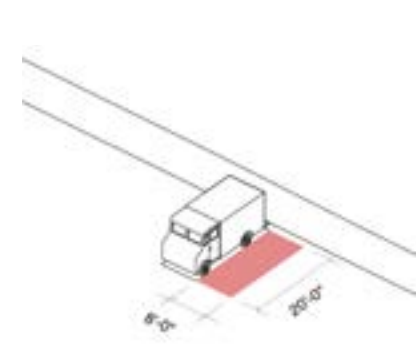
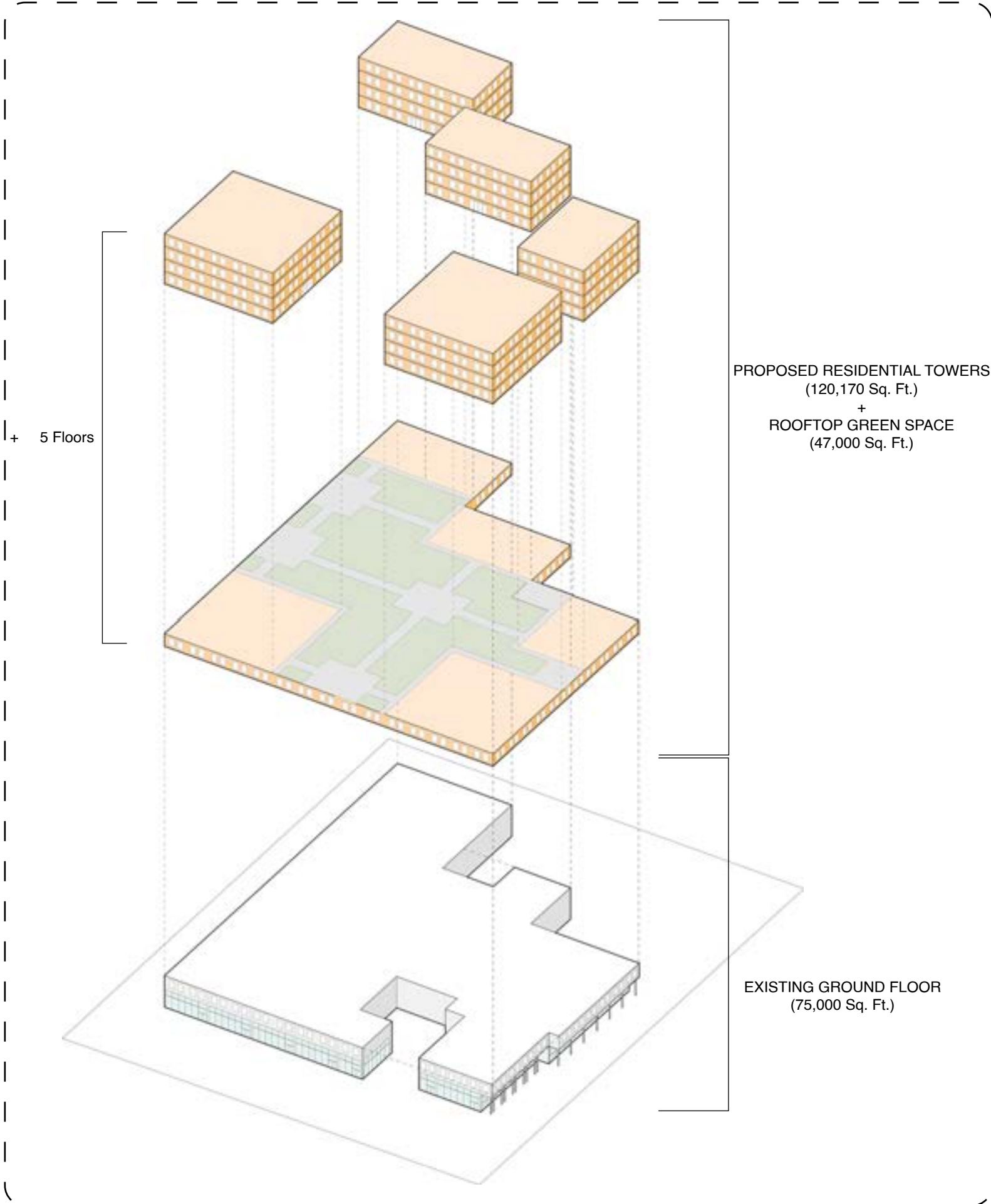


Kampung Admiralty, situated in Singapore inspired introducing a large rooftop green space with residential towers for Long Branch. Introducing more green space helps combat urban heat island currently present on site and provides residents a safe space away from the urban environment.



Star Apartments, situated in California, serves as an inspiring example of adaptive reuse. This approach leverages existing infrastructure in Long Branch, creatively repurposing it to build upon its foundations.

Adaptive Reuse Approach for Bestway/Giant (Phase 3)



Proposed Outdoor Eating Spaces (Phase 1)

CELEBRATING CULINARY HERITAGE: BRINGING EXISTING FOOD CULTURES TO THE PUBLIC EYE

ADREANA HAMMOND, ALEC HOWERTON, BYRON DE LA CRUZ, DONATO JIMENEZ, MATTHEW WATKINS, TSIGEMARIAM TILAYE

PROFESSOR VANDERGoot
05/08/2024

By bringing the dining experience to the public realm, both the local population and new visitors are encouraged to immerse themselves in the local food culture. Expanding the footprint of food businesses also creates safe pedestrian-only spaces, and fostering social activity in these new areas can attract more visitors to the local food establishments.

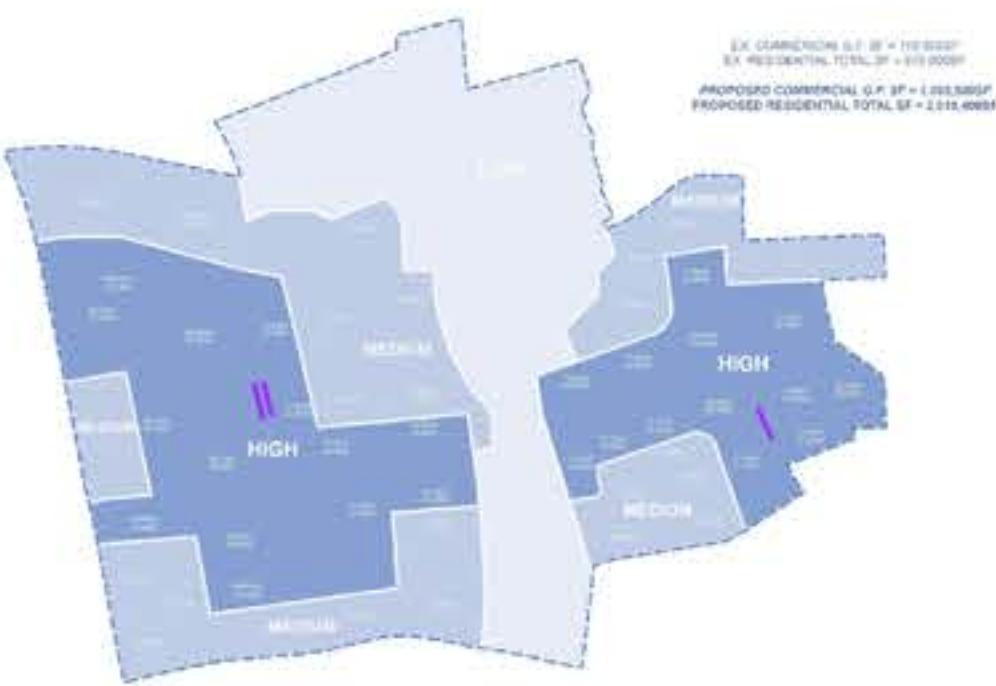
Data Sources
1. Google Earth Pro 7.3.6.9750 (64-bit). (December 22, 2022). Map of Silver Spring, Maryland. 39°00'02.83" N, 77°00'08.53" W, Eye alt 8853 ft. Imagery ©2024 TerraMetrics. <<http://www.google.com/earth/index.html>> (accessed March 09, 2024).
2. "Kampung Admiralty / WOHAI." ArchDaily, 25 Oct 2018.
3. "Star Apartments." Architectural Record
4. "INVASION: Heat Sneaks into Parking Lots as Zones of Opportunity." Byron De La Cruz, 02/26/2024.

STEPPING UP LONG BRANCH

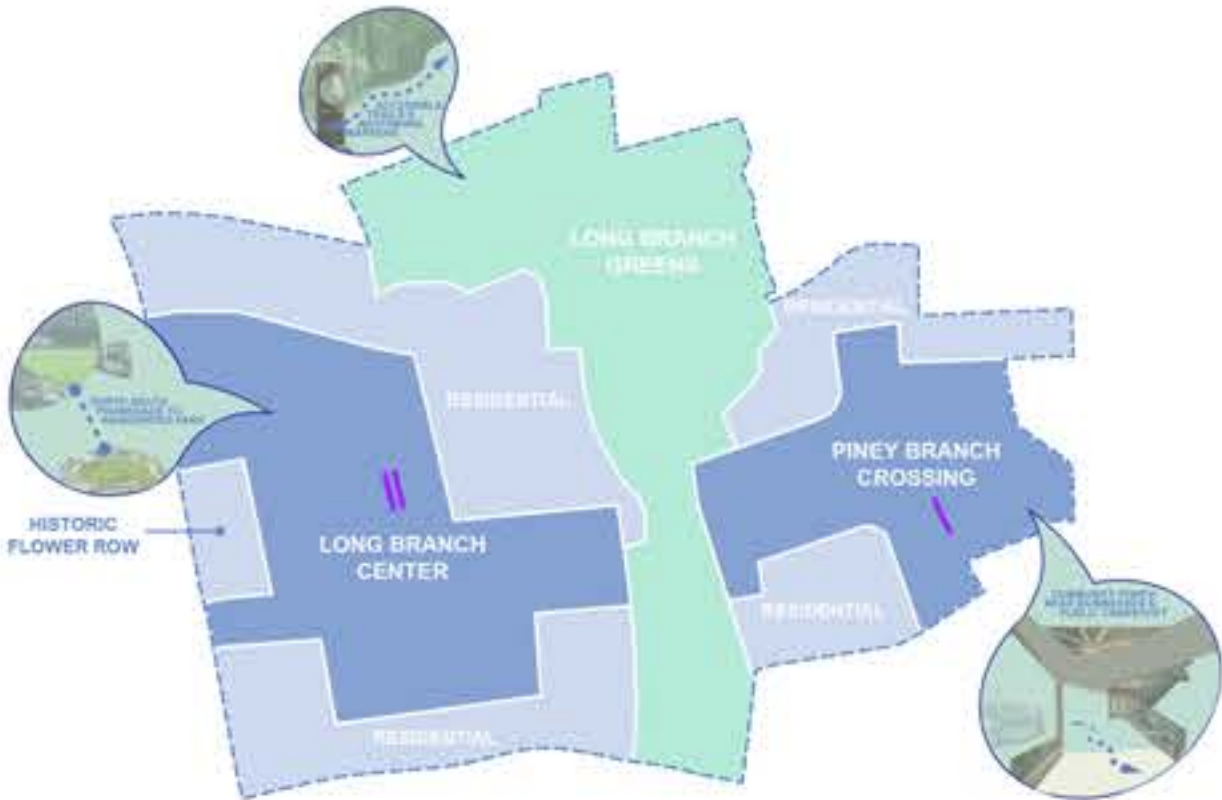
ADDING SQUARE FOOTAGE, STORMWATER MANAGEMENT & NEW PUBLIC SPACES IN LONG BRANCH



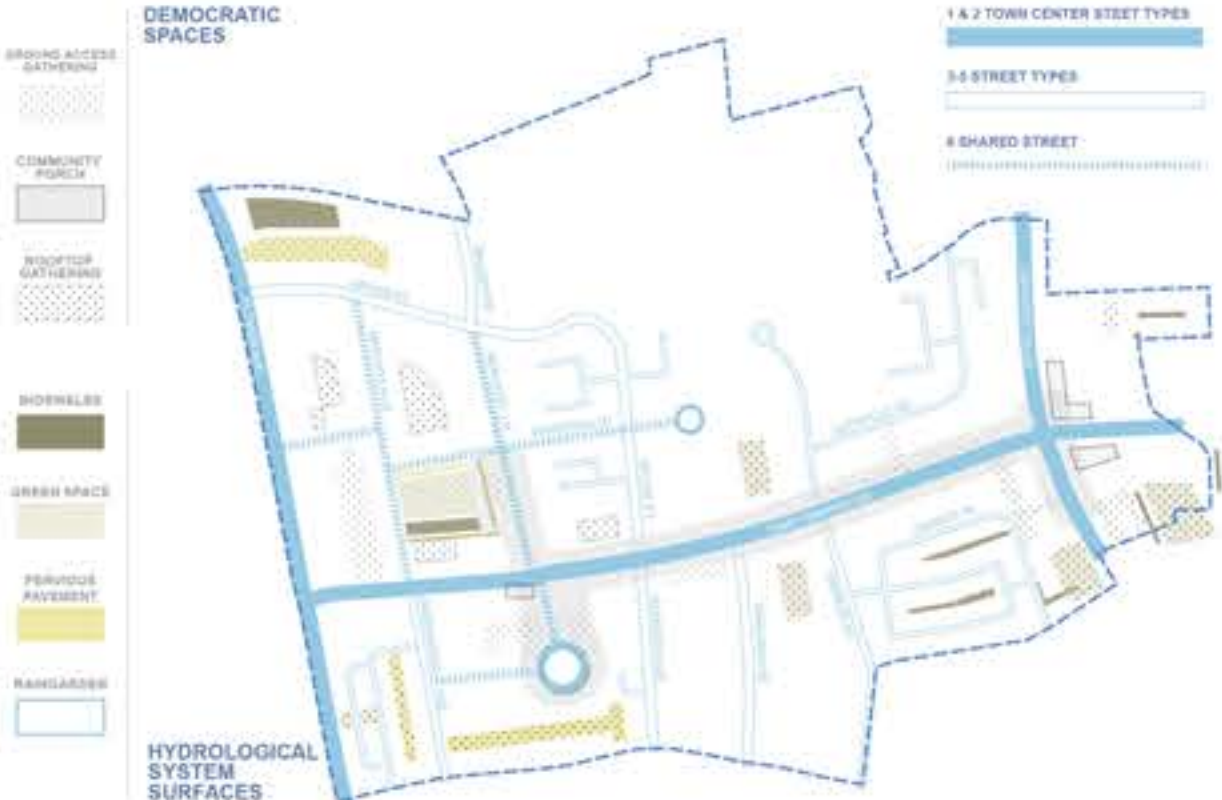
"Stepping Up Density: Adding Square Footage, Stormwater Management, & New Public Spaces to Long Branch" uses three design drivers to improve public spaces within the reality of development along two new Purple Line stations. These drivers are hydrological systems (complete with green space, bioswales, and rain gardens), complete streets with vegetation, and new typologies of public space (community porches and neighborhood patios). Two high density cores are centered on the Long Branch and Piney Branch Purple Line stations with areas of lower density radiating outwards. Over 1.5 million square feet of commercial density is added around these core hubs, branded "Long Branch Center" and "Piney Branch Crossing". The spine of Long Branch Center is a north-south pedestrian-focused corridor. The corridor, name Mercado Lane, begins at the existing Long Branch Library, bypasses "Station Green", a 50,000 square foot park, borders the Long Branch Purple Line Stop, and terminates at a storm-water processing rain garden. To the east, Piney Branch Crossing contains public porches, acting as a third space, centered around public transportation and commercial anchor tenants. These cores are connected by a vibrant commercial corridor along Piney Branch road and an extensive park system designated "Long Branch Greens".



DENSITY & NEW DEVELOPMENT



DISTRICTS & KEY AMENITIES



HYDROLOGIC SYSTEM & NEW SPACES

