NIGHTTIME ECONOMY TASK FORCE
PUBLIC SPACE/AMENITY SUBCOMMITTEE

June 25, 2013 Meeting Notes

The Subcommittee invited Jack Lester of EYA and Tom Kiler, Edens to talk about the successes of the Mosaic development in Merrifield, Virginia, in particular by the design of the large open spaces. Several other real estate professionals were in the audience.

The main themes from the speakers for successful public spaces:

* Public spaces and amenities have to be integrated into activity centers, not heavily residential areas
* The spaces have to be programmed for multiple uses, at different days/times to cater to varying demographics throughout the day and night (at Mosaic: yoga classes, movies, play area, etc)
* Design needs to focus on “perception” of safety
* Restaurant/Food users must have outside dining available to them
* In redevelopment programs it isn’t always about new amenities, you can sometimes expand upon existing ones
* Overall site design needs to funnel people to the open space as the main highlight of the community
* Public spaces can also include sports fields, where families can congregate
* Good public spaces can come in all sizes, but uniting feature is flexibly programmed space – need places to sit, buy food, people-watch, etc – and feeling of safety