
COMMERCIAL MASTER PLANS EXPERIENCE



Poplar Point Master Plan Washington, DC

This master plan was prepared for a Washington, DC, developer and was stimulated by the agreement between the District of Columbia and the National Park Service, giving the District control of the redevelopment of 110 acres along the Anacostia River. The

challenge was to create a meaningful mixed use development in an area of Anacostia that currently has no context. The solution focused on the creation of a new arts district anchored on the water by a private modern art museum and a public exhibition building.



Buzzard Point Master Plan Washington, DC

Following the District of Columbia's framework plan, MWAP developed a master plan for the southwest district of the city. Our plan focuses on two major aspects of the redevelopment of this district, the first being transportation. The second aspect of our plan

illustrates the importance of connecting the program and local events together to create an arts and entertainment network. The plan encourages pedestrian mobility and good urban design to give the neighborhood a lively and robust environment.



Potomac/Anacostia River Master Plan Virginia, Maryland & Washington, DC

Three economic drivers and, consequently, three populations to consider transporting include general commuters, tourism, and the Department of Defense. Several major ferry stops would serve multiple networks, such as Navy Yard and National Airport.

One of the keys to optimizing a water based transportation system is to provide smooth (and dry) connections to existing land based public transit systems already in place. Examples include the DC Circulator, the King Street Trolley and the Airport bus circulator.



Coral Harbour Marina and Resort New Providence Island, Bahamas

This master plan encompassed approximately 1,000 acres on the pristine southern shore of New Providence Island. The existing site had an abandoned golf course. The new master plan envisioned a series of development opportunities broken down into

discreet boundaries to facilitate the sale of development sites. The program included six hotels, marinas, two golf courses, an international commercial banking center and approximately 4,500 condominiums.

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Eilan Village San Antonio, Texas

MWAP was the lead architect and planner of a multi-disciplinary team responsible for the planning and design of *Eilan* - San Antonio's newest town center. The proposed development, covering over 120 acres, is a self-sustaining LEED certified mixed-

use development with over 1.5 million-SF of multi-family, office, retail, hotel and entertainment features. MWAP is also responsible for the design and construction of a significant portion of the buildings central to the master plan.



Fannie Mae Headquarters Relocation Plan¹ Washington, DC

This project entailed the strategic planning and site evaluation for Fannie Mae's 2 million-SF headquarters in downtown Washington, D.C. The planning team identified approximately 40 potential sites worthy of consideration as possible

consolidation sites. From this evaluation we were able to identify 5 sites worthy of further consideration. As one of his tasks Mr. Winstanley coordinated discussions between Fannie Mae and the DC Office of Planning regarding the 5 sites.



National Labor College Silver Spring, Maryland

The National Labor College solicited proposal from national developers to redevelop the remainder of their site and keep as many existing programs functioning. The National Labor College is really a training center and conference center for the

AFL-CIO. The final master plan envisioned approximately 3,500 residential units, 800,000 square feet of commercial office, a 150 room hotel, and approximately 150,000-sf of retail. The plan was developed to be phased.



Canyon Ranch at Park Crest Tysons Corner, Vienna, Virginia

Interested in locating a new facility in the Metropolitan Washington, D.C. area, Canyon Ranch, the resort and spa hotel, requested us to develop a series of planning concepts to illustrate the possibilities for a new facility and 1300 additional condominium units. The

site was very steep and created many design opportunities. The program included a new hotel and spa and three additional residential buildings. The team produced three schemes and models.



The Vineyards of Queen Anne Kent Island, Maryland

The project entailed a competition for the 25 acres site at the foot of the Key Bridge on Kent Island. The mixed use development project is planned in support of the Chesapeake Bay Beach Club which is a wedding venue and conference center. The

master plan calls for 120 room hotel, a boat house/bar, a winery, a vineyard, national restaurant chains, and local retail in support of the weddings. The vineyard is a working show vineyard that would produce wine for the weddings.

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National Harbor Master Plan ¹ Prince George's County, Maryland

The 2.4 million-SF development includes seven office buildings ranging from six to twelve stories with floor plates of varying sizes, three parking garages, a remote delivery facility, a hotel and a retail component. The site organization centers

on a pedestrian and vehicular court, which was constructed to bisect the entire length of the site. The project team coordinated with the client's civil engineer and security consultants to design a complex to Level 5 security.



First & M Street Development Washington, DC

Working for the Penrose/Pritzker organization, this project consisted of developing a concept design for a landmark, two million square foot project in Washington's budding NOMA (North of Massachusetts Avenue) Technology District.

The project was planned to be developed in phases, with seven buildings eventually occupying a seven-acre site. The concept design comprises seven integrated buildings that create a new, urban, and open space.



Bay Harbour Master Plan Provincetown, Massachusetts

Located on the shore of Provincetown Harbor, the 7-acre parcel, once the home to a 1950's beach hotel, was master planned by MWAP for an exclusive single-family beach front community. The final master planned identifies 10 building lots and provides written

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design guidelines for the architecture and landscape architecture, all of which were made covenants on each property. The residences were designed as prototypical residences for the waterfront and water view sites.



Legacy Master Plan ¹ West Omaha, Nebraska

The Legacy Master Plan sets a framework for developing a plan with a strong local diversity of uses, and an emphasis on the value of the ecology and natural systems. The Legacy Plan, organized around a central town green, has office, retail and apartment

uses built around this central space. To the north, big box retail has optimal street frontage. To the south, the mixed-use development continues down to the residential neighborhood and boulevard.



Downtown Development Plan Los Alamos, New Mexico

MWAP organized a two-day workshop to engage property owners to create new re-developed scenarios for the downtown area. The goal of the project was to define a plan for growth without jeopardizing existing occupied buildings and create a denser,

vibrant downtown district to capitalize on the clear market demand for housing and retail supported by the population employed by the National Laboratory.

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Rock Spring Centre Bethesda, Maryland

MWAP is the consulting design architect and planner for this unique mixed use development located in Bethesda, Maryland. The project is designed as a Tuscan-style village with the retail and restaurants set along a pedestrian-oriented, grand boulevard. Res-

taurants will overlook a nature preservation area for beautiful vistas during daytime or nighttime dining. The retail street is designed with natural materials to replicate an Italian hill town with terra-cotta roofs and stone facades.



NOMA Studies ¹ Washington, DC

Michael Winstanley AIA AICP has led multiple planning studies of the NOMA district of Washington DC for both public and private concerns. NOMA is located just south of New York Avenue and is currently underdeveloped. The proximity to Union

Station and New York Avenue made this area prime for commercial development. The opening of the new metro station at New York Avenue also stimulated the need for planning studies of this emerging neighborhood.



Metros World Community ¹ Hong Kong, China

Metros World Community, formerly known as Cyberport, is planned for 64 acres of currently undeveloped land at Telegraph Bay. Envisioned to be the flagship infrastructure project of a knowledge-based economy and society, Metros calls for development of 8

separate, mixed-use components totaling 427,000-SM, including Orbis World Center, the Gateway to Metros complete with an intermodal transportation station, conference center, hotel and restaurant facilities.



South Capitol Street Studies ¹ Washington, DC

As one of the most prominent corridors into the city, South Capitol Street remains a 'yet-to-be-discovered' scenic boulevard. Its importance first identified in the Legacy Plan, the corridor is one of the four axis that radiate off the U.S. Capitol and has the

potential to connect the Capitol to the water providing additional sites for development. Mr. Winstanley AIA AICP has lead multiple planning studies of the corridor for both private and public concerns.



Madison Square Garden Master Plan ² New York, New York

The completed Master Plan for the seven-block development consists of a clearly organized mix of uses. The four part program is comprised of a residential community of 3,000 dwelling units, office space, ancillary retail (totaling 8 million sf)

and the Madison Square Complex (22,000 seat area, 7,000 seat forum). Parking for 2,900 cars is located on the perimeter of the site, primarily on 30th Street, between 10th and 12th Avenues and on 34th Street.

Project Credits:

1 - Indicates a project designed by Michael Winstanley, AIA AICP while the design director at Leo A Daly.

2 - Indicates a project designed by Michael Winstanley AIA AICP while employed with Beyer Blinder Belle