

# WELCOME

## WMATA NORTHERN BUS GARAGE REDEVELOPMENT

# COMMUNITY WORKSHOP #2

Time	Item	Person In Charge
6:00 – 6:15	Sign In / Grab Seats / Snacks	Streetsense
6:15 – 6:20	Opening / Introduction	WMATA
6:20 – 7:30	Community Preferences for Public-Private Space	Streetsense and Community
7:30 – 8:00	Top Five Uses by Color Group and Report Out	Community

# TODAY'S MEETING



Reviewing retail markets (last meeting)



Hearing feedback from last exercise



Discussing tenanting strategies



Typifying neighborhood potential for various tenants – through YOUR input

# WHO ARE WE?



2010

DCOP Central  
14<sup>th</sup> Street Vision  
Plan and  
Revitalization  
Strategy

2013

DCOP Central  
14<sup>th</sup> Street  
selected as a  
Vibrant Streets  
neighborhood

2017

Central 14<sup>th</sup>  
Street  
Commercial  
District Retail  
Inventory Update

2020

Northern  
Bus Garage  
Retail Study

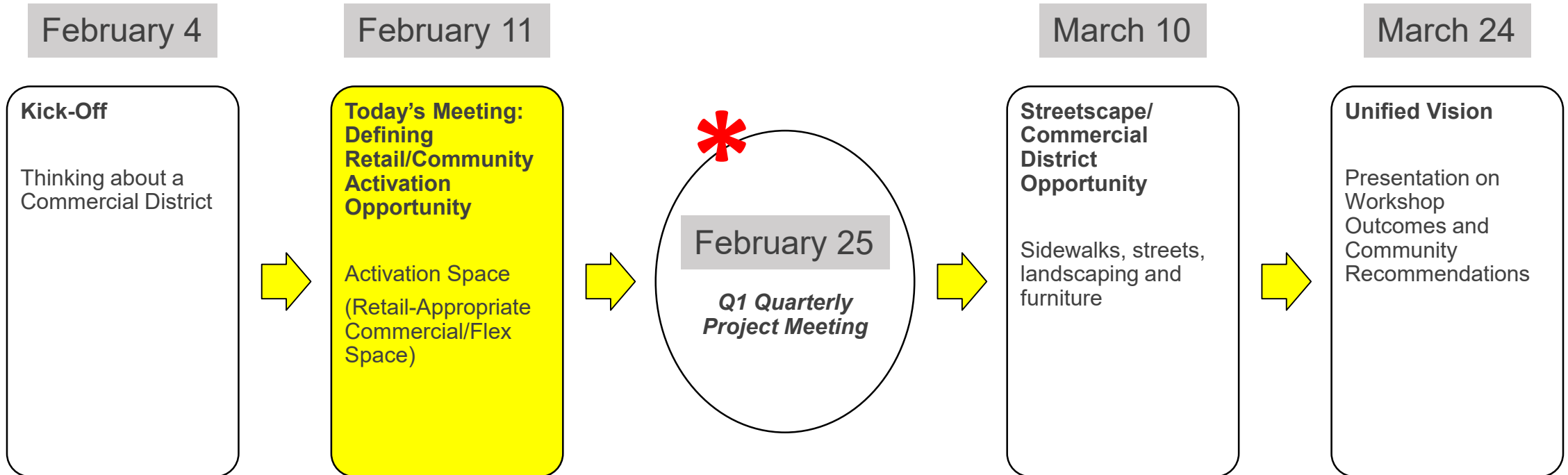
# WHAT ARE WE DOING?



- Understanding Market Potential
- Identifying the Root and Specifics of Community Vision
- Testing Retail and Non-Retail Opportunities
- Translating Ideas to the Streetscape

# THE MEETING SERIES

## BUILDING ON VARIOUS TOPICS



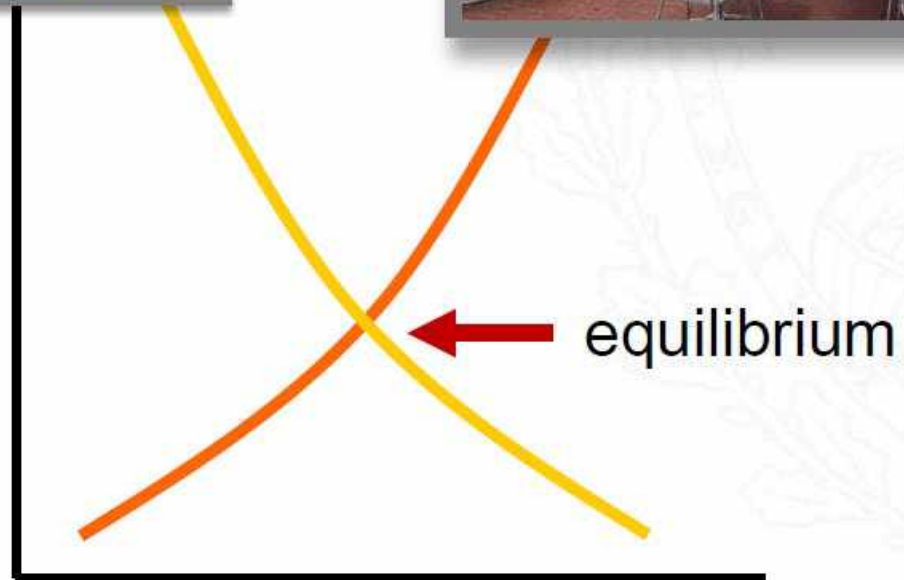
# RULES OF ENGAGEMENT



- Assume that everyone has the best intentions.
- Share all relevant information.
- Explain reasoning and intent.
- Come out of a position corner.
- Listen.
- Don't be afraid to ask questions, but please hold them until the end of each section.
- One question per person until everyone who wants a chance has one.

# RETAIL 101

## ECONOMICS OF RETAIL



# RETAIL 101

## ECONOMICS OF RETAIL



Retail as Identity

Retail as Amenity

Retail as \$\$\$ Generator

Retail as Place-Creation

Retail as Commerce



# RETAILER SITE SELECTION: ORGANIC GROCER

Example Neighborhoods	N1	N2	N3
Population: 10,000+ within 1.5 miles	30k	18k	27k
Avg Household Income: \$45,000+	\$62k	\$85k	\$44k
Traffic Count: 12,500 AADT+	14k	7k	22k
Applicable Incentives: Priority Development Area	No		Yes
Appropriate Site Available			6,500 sf signed

# HERE'S WHAT WE HEARD FROM YOU



Workshop 1:  
Feb. 4, 2020

# HERE'S WHAT WE HEARD FROM YOU

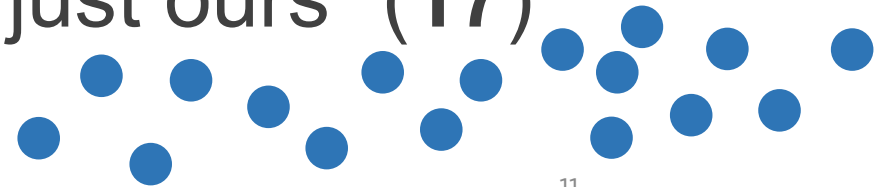
We will be excited if  
the Northern Bus  
Garage commercial  
space is \_\_\_\_\_.

Something like we've seen  
in other neighborhoods (5)



OR

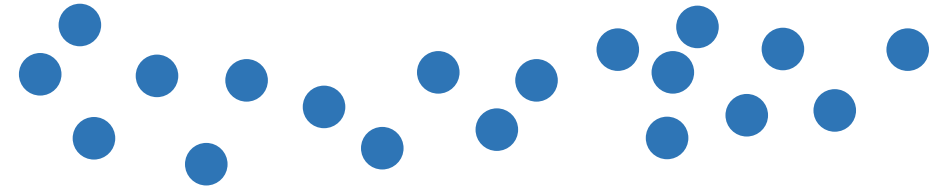
Something that is new and  
"just ours" (17)



# HERE'S WHAT WE HEARD FROM YOU

We will be excited if  
the Northern Bus  
Garage commercial  
space is \_\_\_\_\_.

Locally tenanted (19)



OR

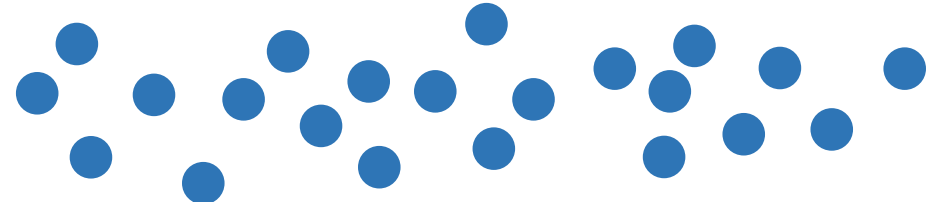
Regionally/nationally  
tenanted (9)



# HERE'S WHAT WE HEARD FROM YOU

We will be excited if the Northern Bus Garage commercial space is \_\_\_\_\_.

Busy / active (22)



OR

Non-disruptive / passive (2)



# WHAT YOU EXPECT OF THIS COMMERCIAL DISTRICT



A locally-tenanted,  
busy and active  
place, that is new  
and “for us.”

# VALUATION EXERCISE

Where various options may meet a neighborhood demand, does one:

- Become an unwelcome addition?
- Meet criteria or offer additional convenience?
- Generate a higher value of community identity?



# NEIGHBORHOOD NUISANCE



- Causes more problems than it solves.
- Does not make our neighborhood more livable.
- Encourages unwanted activity.



# NEIGHBORHOOD NECESSITY



- Provides convenient access to needed goods or services.
- Improves the overall quality of life here.

# NEIGHBORHOOD ENHANCING



- Reinforces our sense of community.
- Contributes to the image and value of the neighborhood.

# COOL. WHAT DOES THAT MEAN?

From a **retail** perspective...

	<b>Neighborhood Nuisance</b>	<b>Neighborhood Necessity</b>	<b>Neighborhood Enhancing</b>	<b>Notes</b>
Small Grocery				
Pharmacy				
Hair Salon				
Nail Salon				
Barber				
Quick Service/ Café				
Small Restaurant				

# SMALL GROCER



WHY NOT TRADER JOE'S?

# PHARMACY



# HAIR SALON



# NAIL SALON



# BARBER





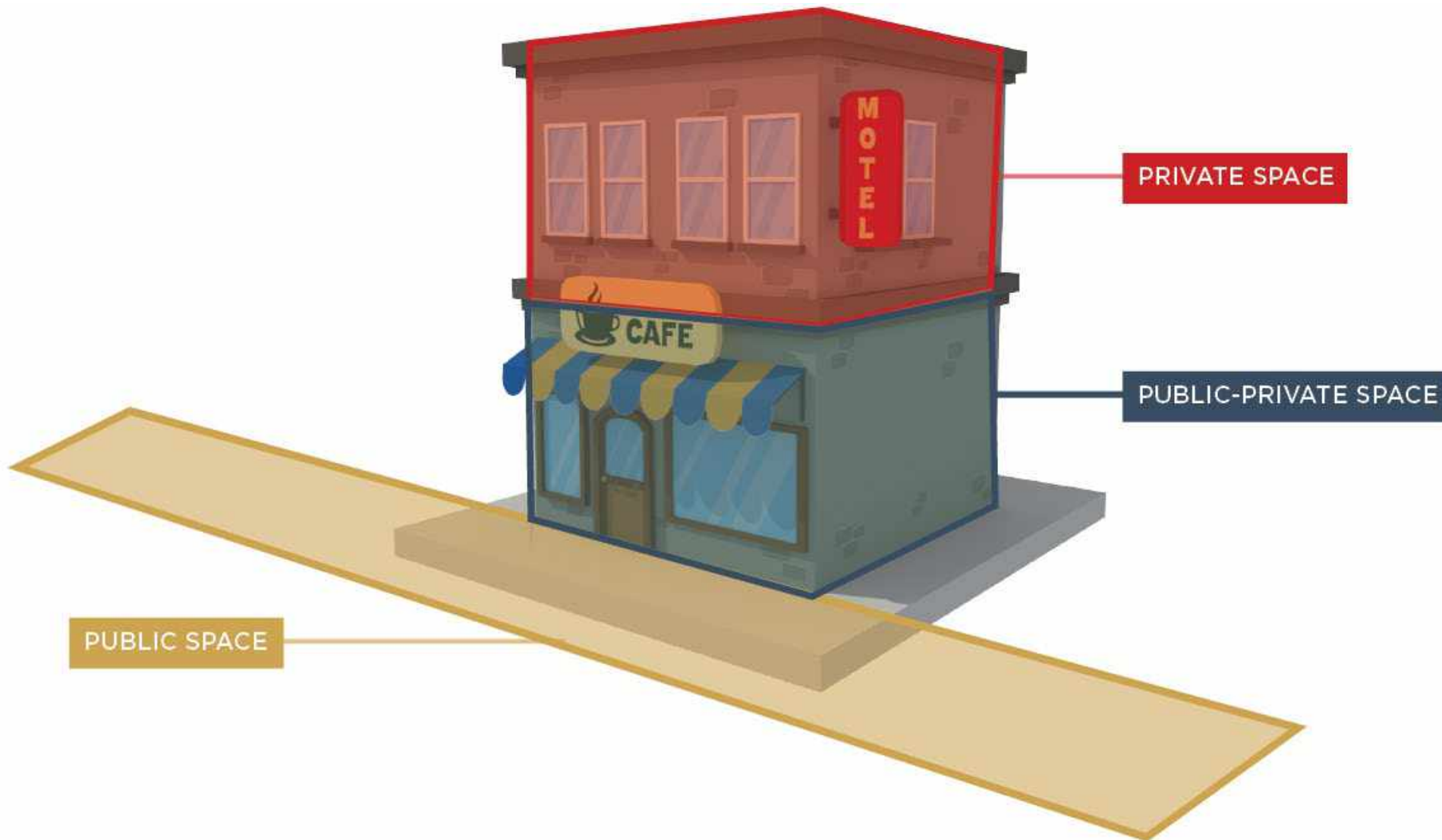
# QUICK SERVICE/ CAFÉ



# SMALL RESTAURANT



# ACTIVATING SPACE



# COOL. WHAT DOES THAT MEAN?

From a **non-retail** perspective...

	<b>Neighborhood Nuisance</b>	<b>Neighborhood Necessity</b>	<b>Neighborhood Enhancing</b>	<b>Notes</b>
Fitness Gym & Boutique				
Educational/Art Studio				
Trade Workshop/ Maker Space				
Professional Office				
Co-Working Space				
Civic Uses				
Bank/Financial Institution				

# BOUTIQUE GYM & FITNESS



# EDUCATIONAL / ARTS STUDIO



Participatory Arts and Crafts



Karate



Tutoring

WHY NOT A DAYCARE?

# MAKER SPACE



Engineering, Research, and  
Technology



Skills and Trade

# PROFESSIONAL OFFICE



Traditional/Professional



Medical



Creative



# CO-WORKING OFFICE



# NONPROFIT OFFICE



Campaign



Culture



Community

# CIVIC USES



Museum



Services



Municipal

# BANK / FINANCIAL INSTITUTION



Traditional Location



Street ATM



Credit Union

# COMMUNITY PRIORITIZING

	Ranking TOP FIVE!	Pro/Con +/-	Notes
Small Grocery			
Pharmacy			
Hair Salon/Barber			
Nail Salon			
Quick Service/Café			
Small Restaurant			
Fitness Gym & Boutique			
Educational/Art Studio			
Trade Workshop/ Maker Space			
Professional Office			
Co-Working Space			
Civic Uses			
Bank/Financial Institution			

# GROUP REPORTING

Please note your color group (circle color on handout).

Color captains have a star ★ inside their circle.

Find your color circle on a poster in the room.

Convene there. With color captain as group leader, share your top 5.

Discuss. Reach consensus. Share.

**THANK YOU**  
**NBGRETAIL@STREETSENSE.COM**

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