

The background features a light blue, stylized illustration of a bus garage with multiple bays. In the foreground, a bus is parked with a driver standing next to it. The overall scene is rendered in a soft, painterly style.

WELCOME

WMATA NORTHERN BUS GARAGE REDEVELOPMENT

COMMUNITY WORKSHOP #4

...THE RESULTS SHOW

PRESENTERS



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WMATA



Heather Arnold
Streetsense Research



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Streetsense Planning

TODAY'S MEETING



Review Previous Presentation Conclusions

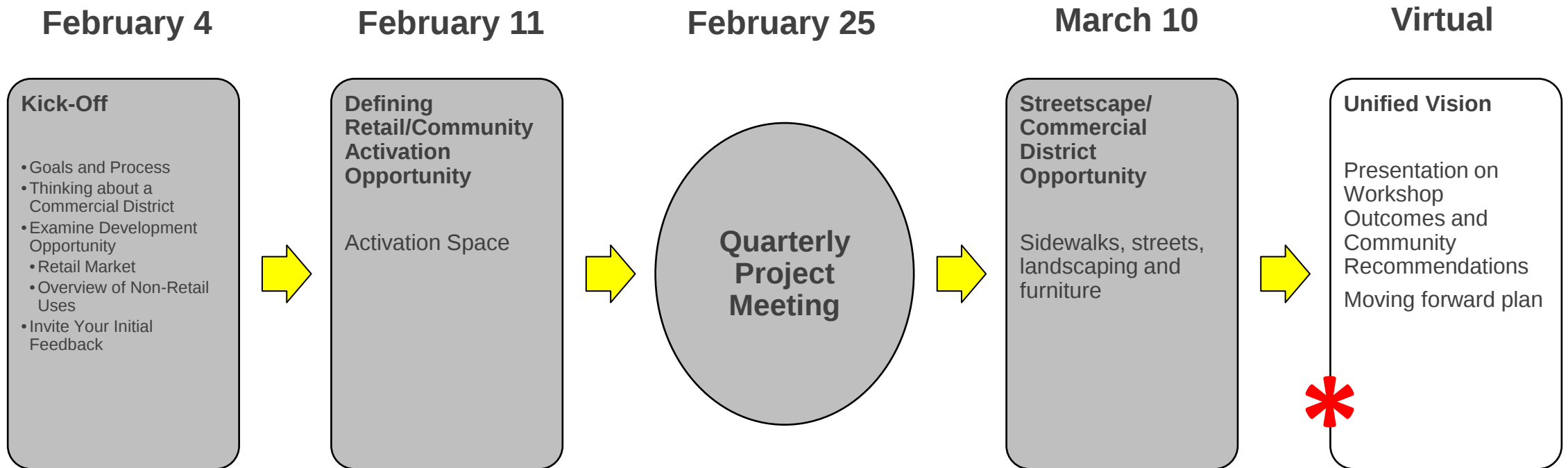


Prioritize 4 Marketing Strategies



Design Considerations and Public Spaces

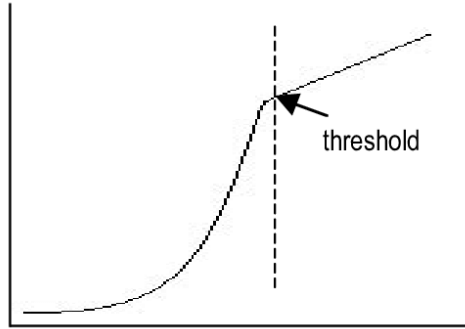
THE MEETING SERIES



PREVIOUS MEETING PRESENTATION OVERVIEW

CONCLUSIONS AND FUNDAMENTALS

RETAIL FUNDAMENTALS



Long-term enduring tenants have found commercial districts that have two essential ingredients:

1. Sufficient category sales to support a location
2. An appropriate space to attract customers

RETAIL MARKET ANALYSIS CONCLUSIONS

What retail we could have

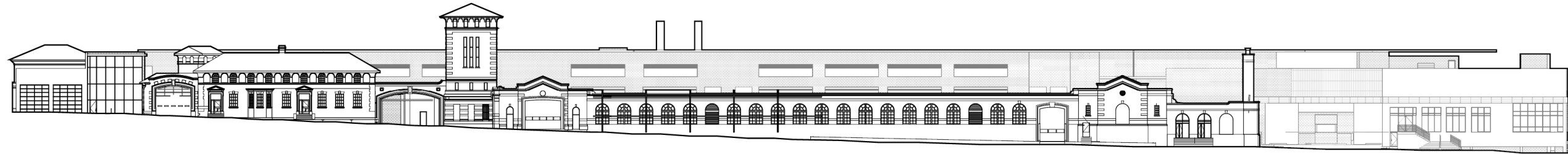
- Small-format neighborhood goods
- Neighborhood services
- Small-format food & beverage
- National chains willing to operate in small spaces

What we couldn't have today

- Big box retail
- Boutique general merchandise cluster
- Full-service grocery store
- Childcare facility (on Bus Garage site)

HISTORIC FAÇADE

- Feedback from historic preservation review board constrains storefront expression and entrances



COMMUNITY VISION

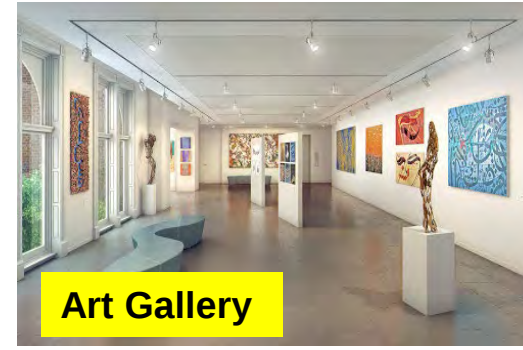


“A locally-tenanted, busy and active place, that is new and for us”

4 MARKETING STRATEGIES

CRITERIA AND NEXT-STEPS

POSSIBLE USES HEARD AND CONSIDERED (INCLUDES BUT IS NOT LIMITED TO):



MARKETING STRATEGY INCORPORATES:

Site Plan Constraints

- ✓ Available space can be provided
- ✓ Building design allows for access, utilities, trash/delivery/loading

Market Viability

- ✓ Financially supportable

Community Agreeableness

- ✓ Has been tested throughout community engagement

WMATA Vision

- ✓ Aligns with WMATA brand and operations

Retailer Plans

- ✓ Can be reasonably marketed
- ✓ Potential tenants will consider

STRATEGY #1: SMALL GROCERY-ANCHORED

ANCHOR



COMPLEMENTS



NEIGHBORHOOD SERVICE (i.e., SALON)



SMALL PHARMACY



CAFE

STRATEGY #2: PHARMACY-ANCHORED

ANCHOR



COMPLEMENTS



NEIGHBORHOOD
SERVICE (i.e., SALON)



CORNER GROCERY



CAFE

STRATEGY #3: GYM-ANCHORED

ANCHOR



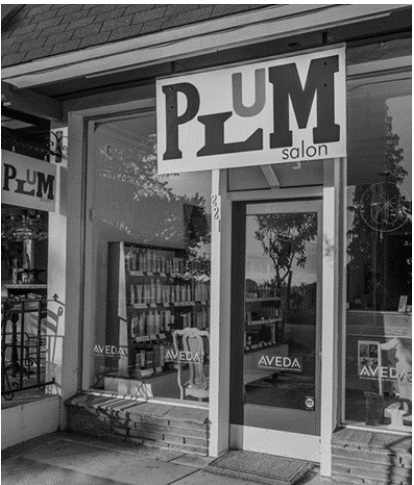
COMPLEMENTS



HEALTHY QUICK SERVICE (i.e. juice bar)



GALLERY



NEIGHBORHOOD SERVICES

STRATEGY #4: MAKER/EDUCATION-ANCHOR

ANCHOR



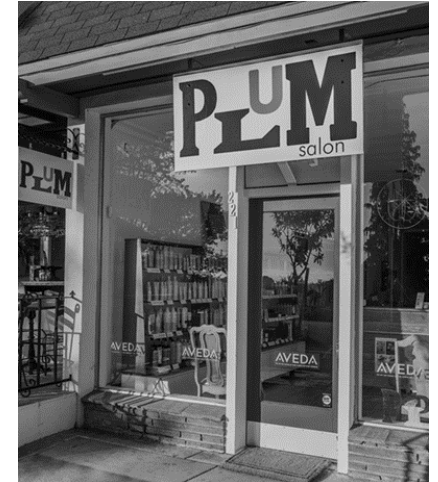
COMPLEMENTS



COFFEE/WINE CAFE



GALLERY



NEIGHBORHOOD
SERVICES

COMMUNITY VISION FOR STREETSCAPE

*“UNIFY BOTH SIDES OF 14TH STREET, MAKE IT SAFER,
AND MAKE IT MORE PEDESTRIAN-ORIENTED”*

COMMUNITY'S STATED PRIORITIES:



1

SAFE (DRAMATIC IF POSSIBLE) PLACES

Lighting was community's #1 issue

2

GATHERING SPACE

Lack of seating was community's #2 issue

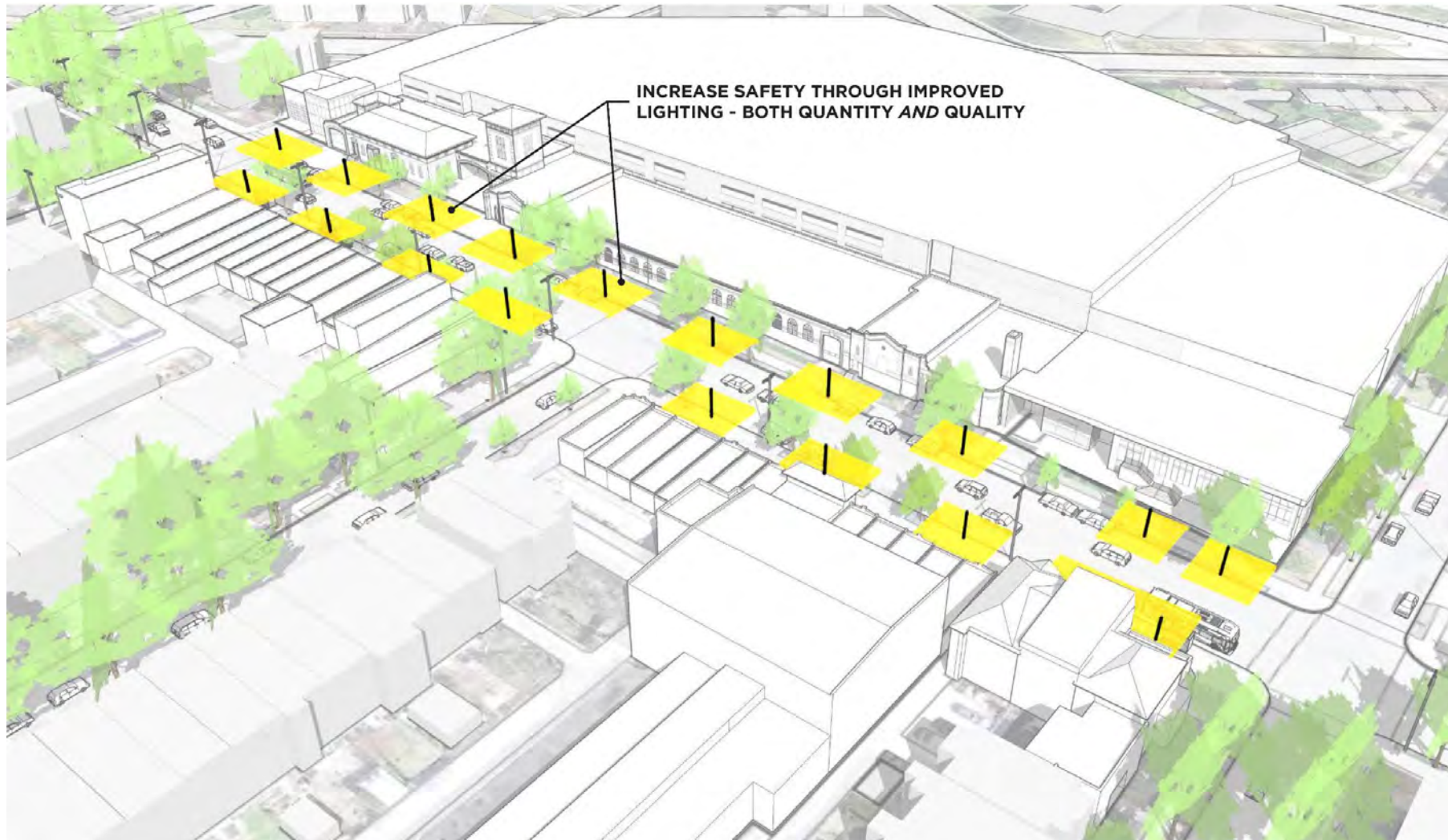
3

UNIFY THE DISTRICT

Paving and sidewalk was widely considered an opportunity to mitigate traffic, as was introducing a "gateway" and unifying sides

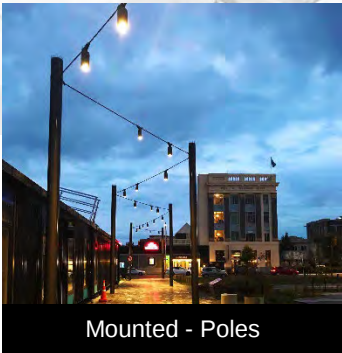
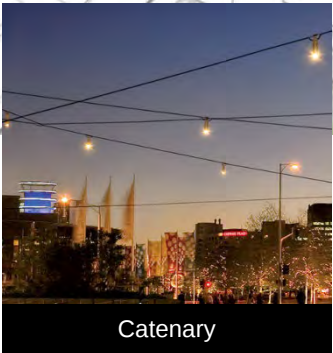
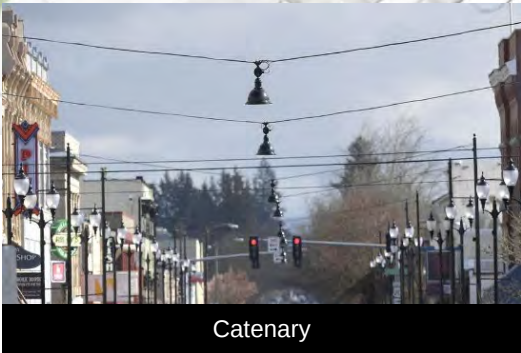
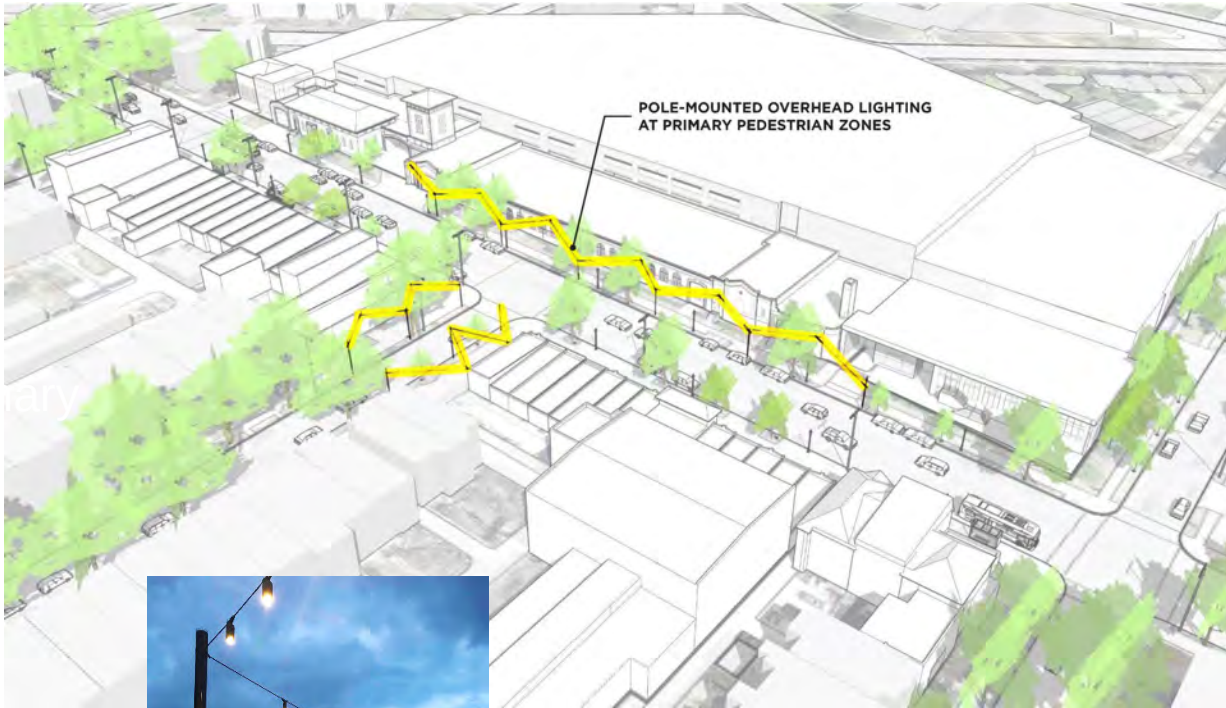
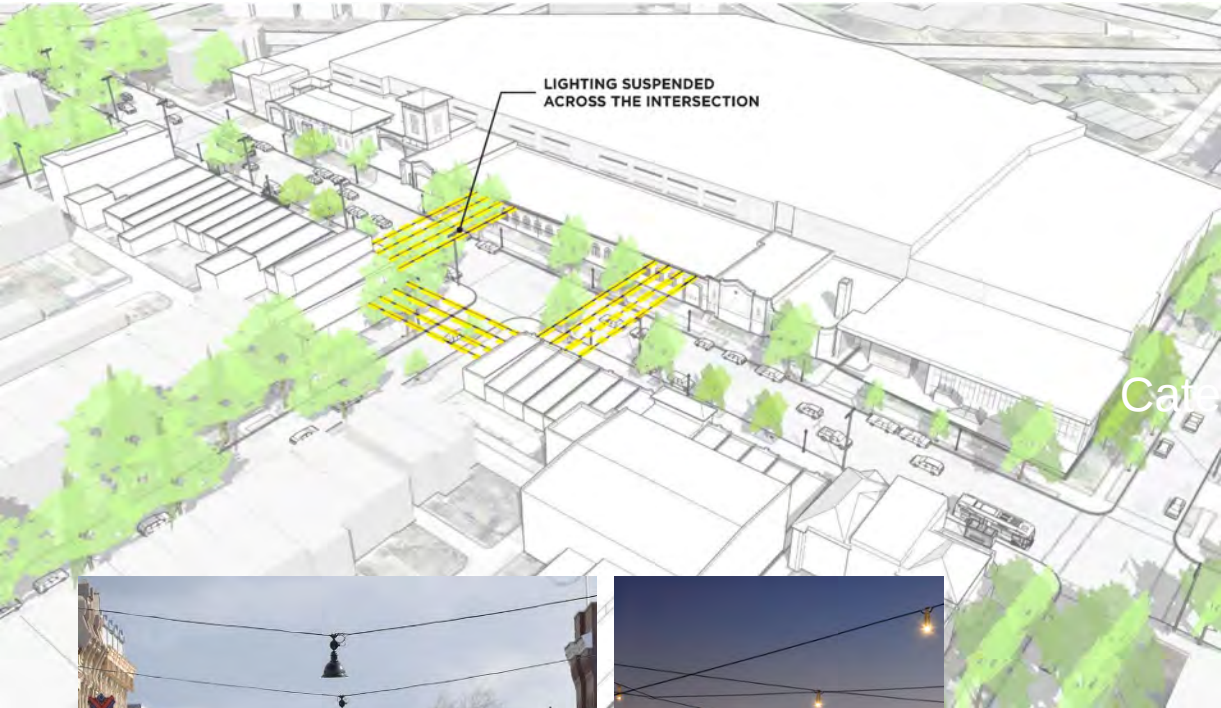
SAFE ENVIRONMENT

COMMUNITY IDEA: IMPROVED LIGHTING



UNIQUE ENVIRONMENT

COMMUNITY IDEA: ENHANCED LIGHTING

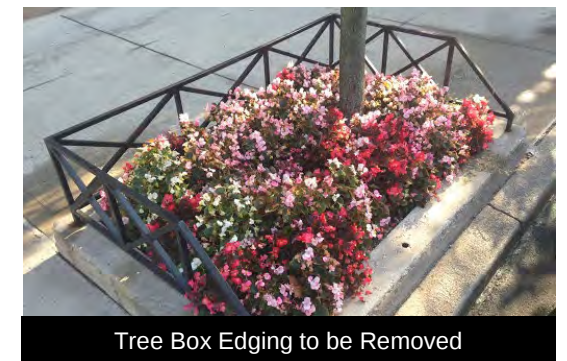
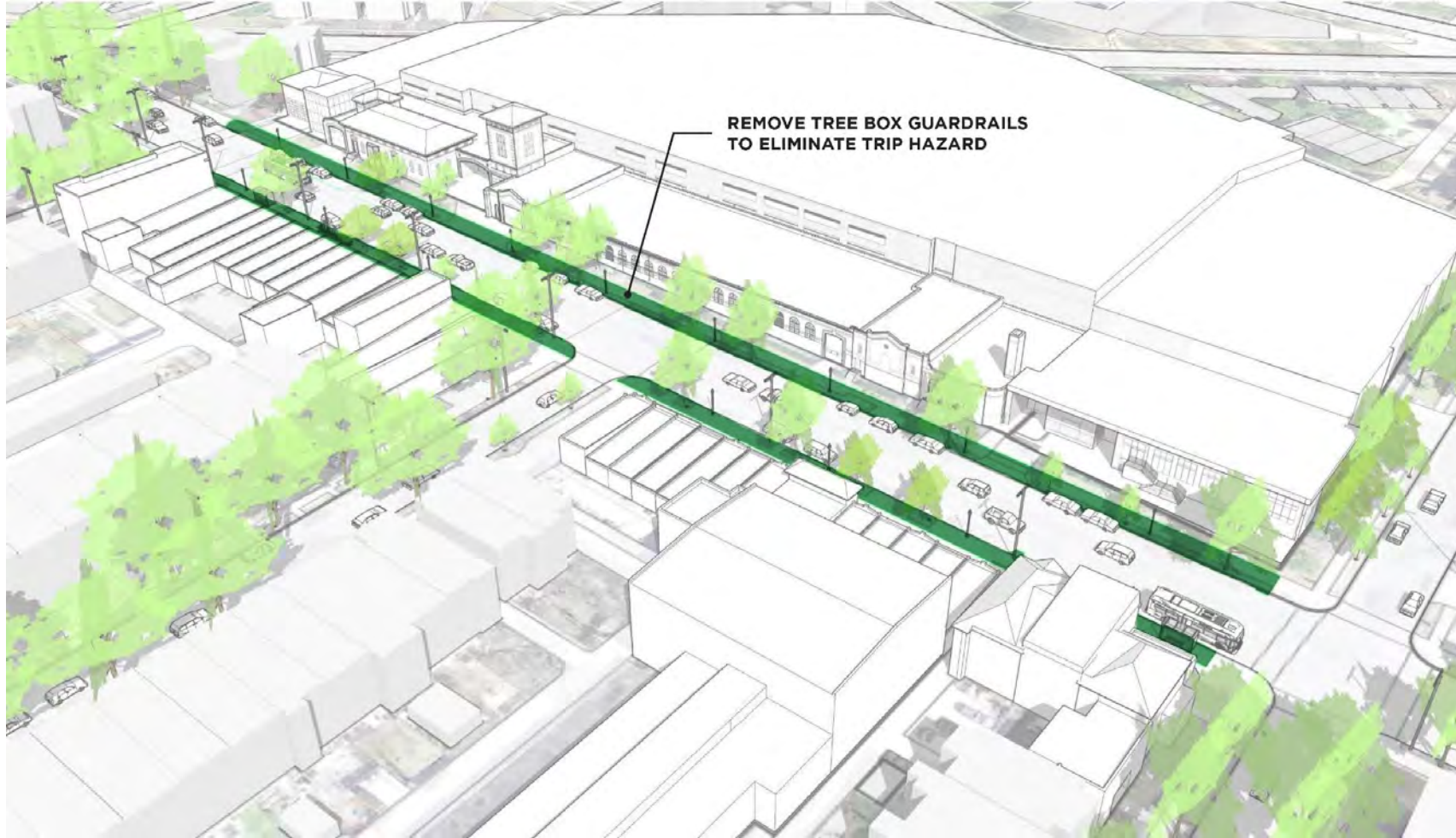


OVER THE STREET

ALONG THE STREET

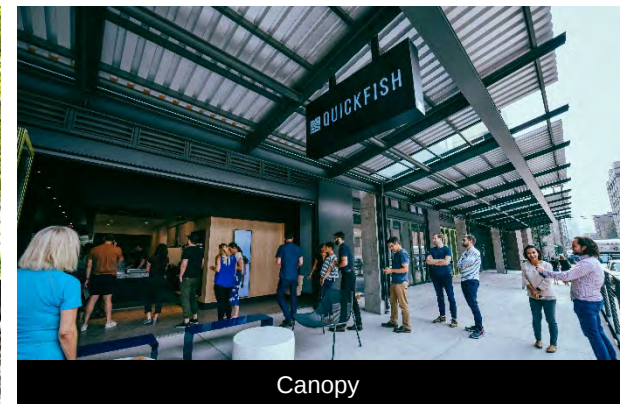
SAFE ENVIRONMENT

COMMUNITY IDEA: REMOVE TRIP HAZARDS



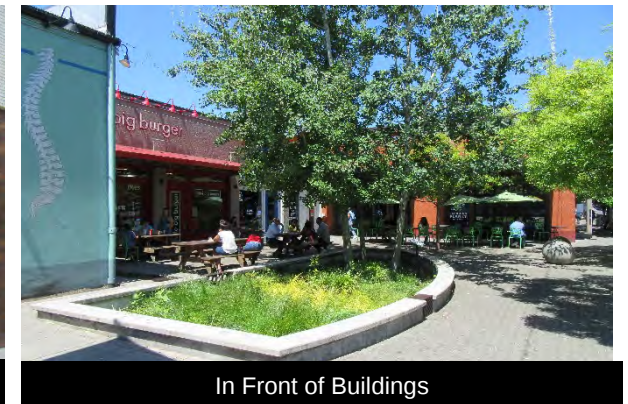
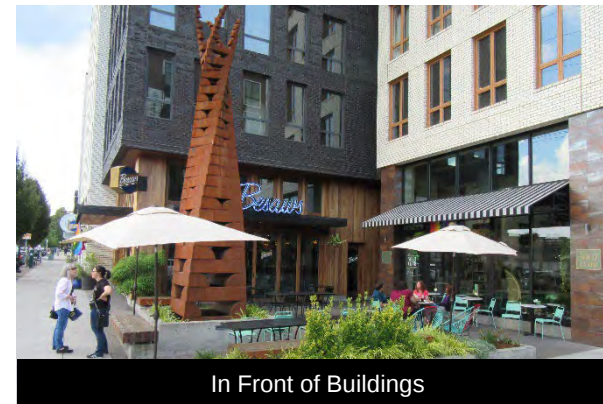
GATHERING SPACES

COMMUNITY IDEA: SHADE AND COMFORT



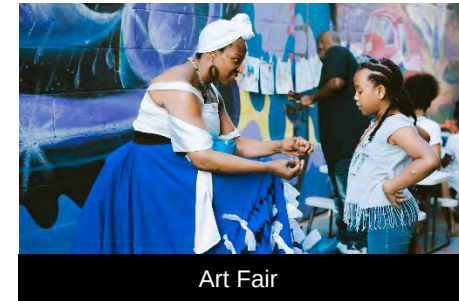
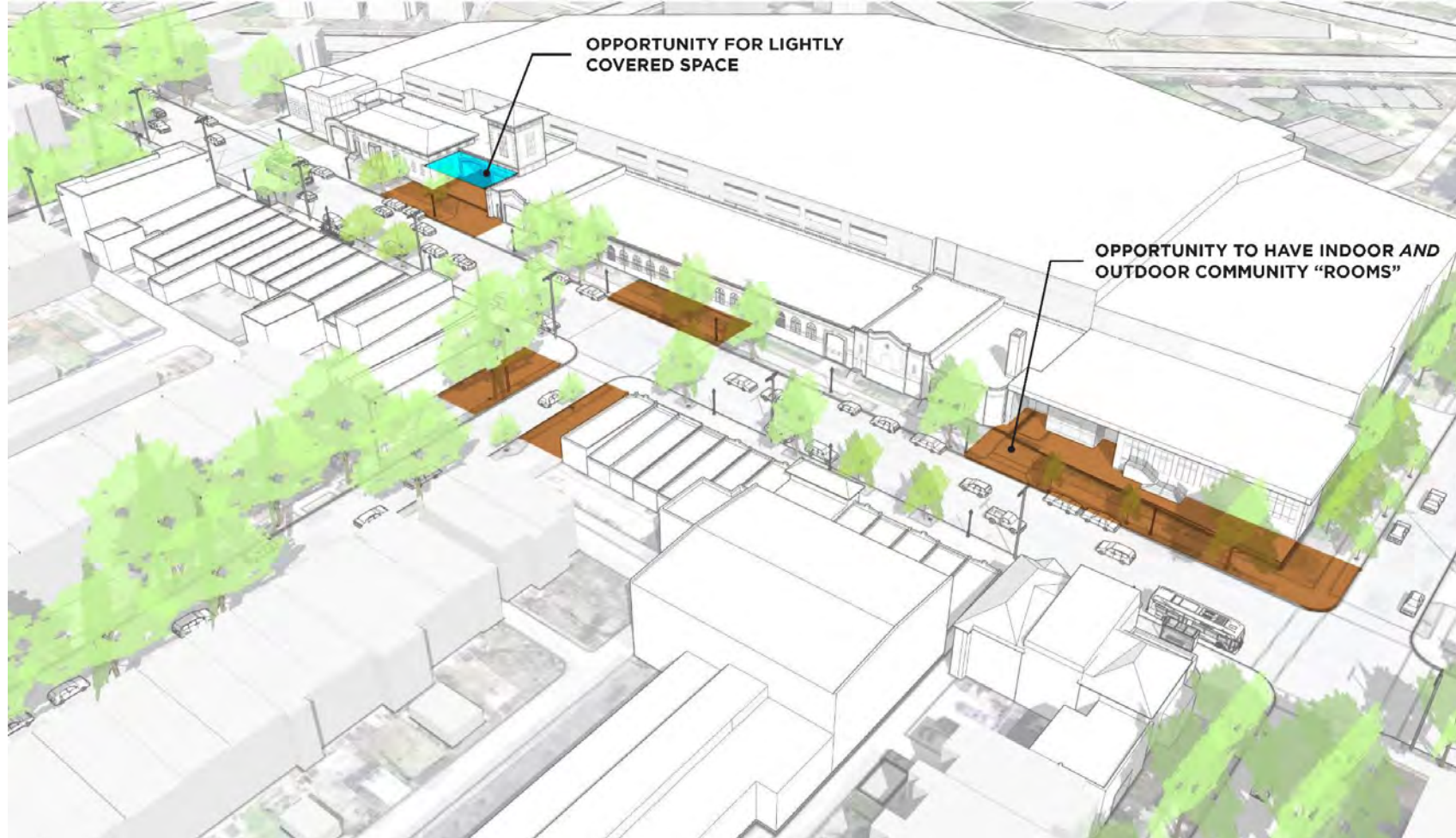
GATHERING SPACES

COMMUNITY IDEA: SEATING



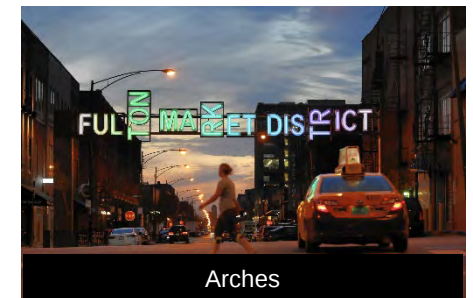
GATHERING SPACES

COMMUNITY IDEA: FLEXIBLE POP-UP SPACES



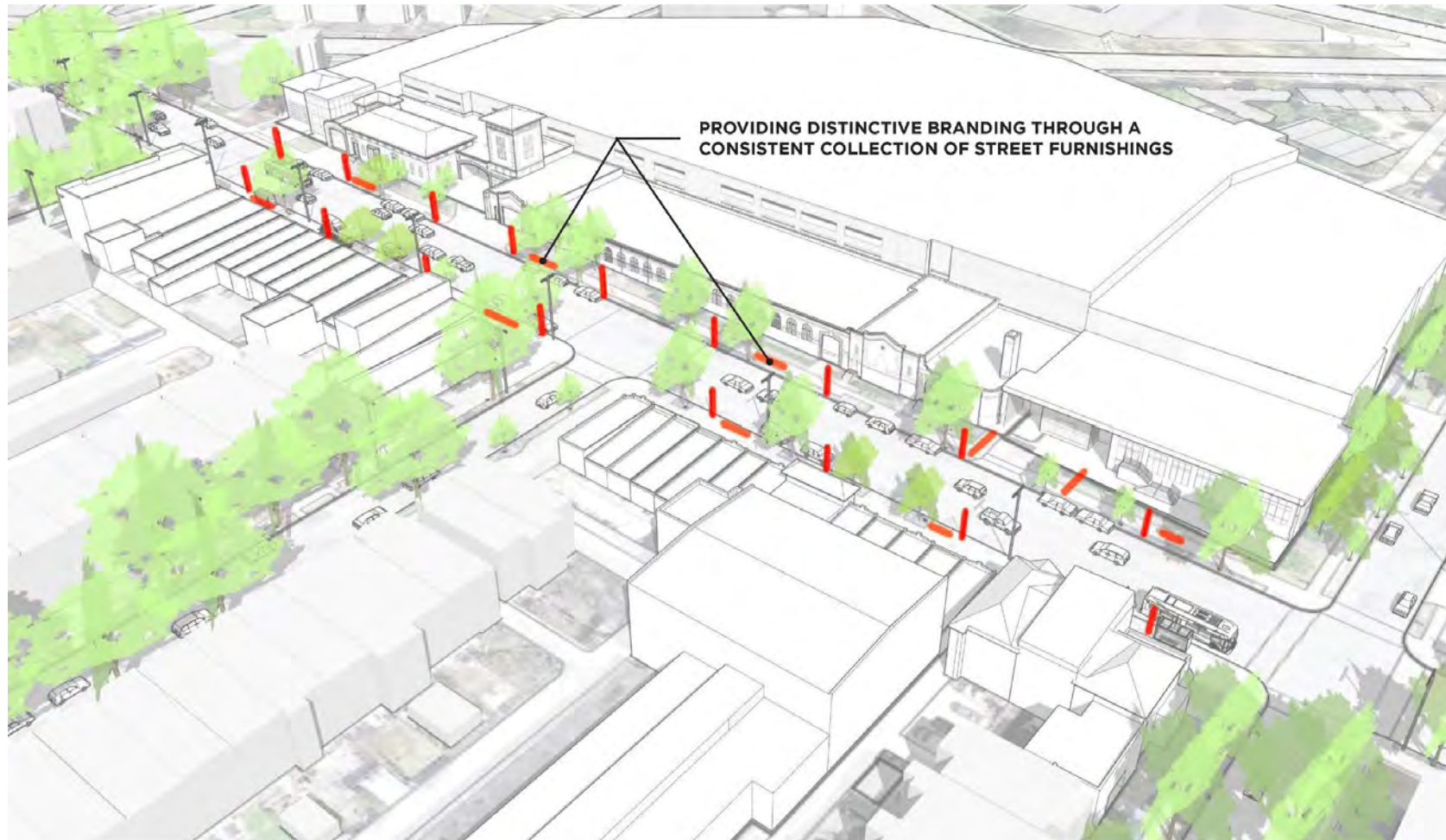
UNIFY THE DISTRICT

COMMUNITY IDEA: GATEWAY MARKERS



UNIFY THE DISTRICT

COMMUNITY IDEA: DISTRICT DRESS



Benches



Banners



Monuments

UNIFY THE DISTRICT

COMMUNITY IDEA: CONNECTIONS



WHAT HAPPENS NOW?

- Building design is being reviewed by Historic Preservation Review Board.
 - Retail team is working with design team to ensure storefront spaces are marketable.
- Design team to work with DDOT to determine scope of streetscape elements
 - Need DDOT's input and approvals of streetscape elements
 - Ultimately, need coordination and decisions on what, who and how any streetscape elements will be implemented
- Outreach to retailers will not begin until project is more advanced
 - CBRE is Metro's retail broker
 - Marketing to retailers will not begin in earnest until construction starts

THANK YOU
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