

WELCOME

WMATA NORTHERN BUS GARAGE REDEVELOPMENT

COMMUNITY WORKSHOP #3

Time	Item	Group In Charge
6:00 – 6:15	Sign In / Grab Seats / Snacks	Streetsense
6:15 – 6:30	Opening / Introduction	WMATA
6:30 – 7:00	Streetscape Thinking for 14 th Street	Streetsense and Community
7:00 – 8:00	Streetscape Planning and Preferences	Community

TODAY'S MEETING



Overview of Previous Meetings



Hearing feedback from last exercise



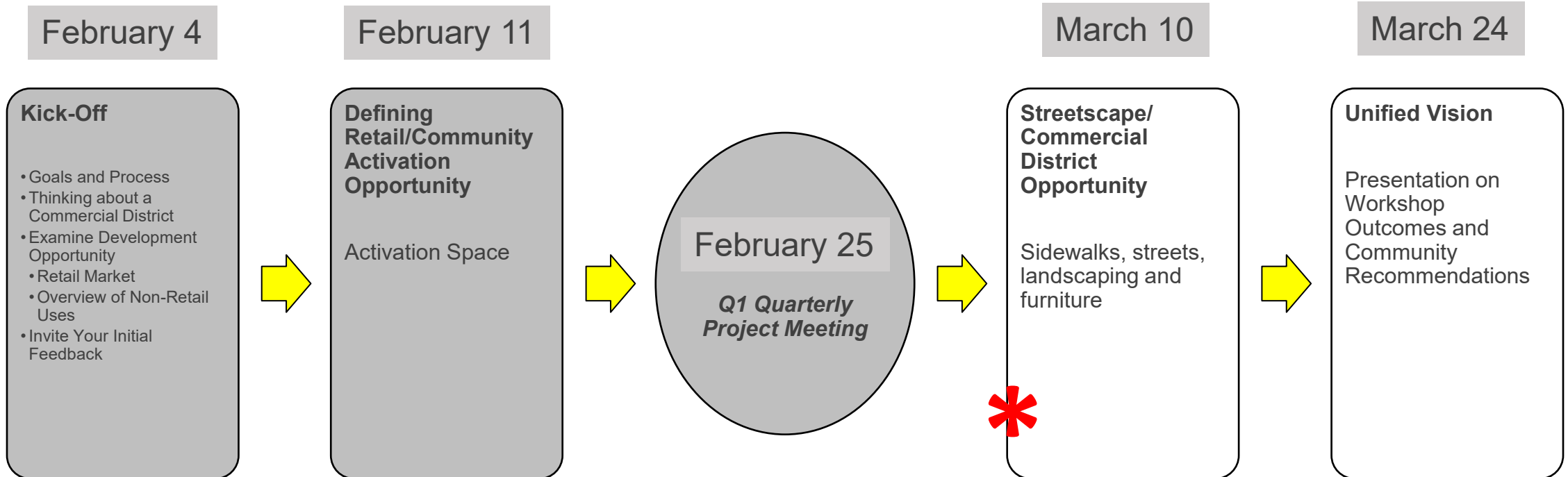
Thinking Technically about Streetscape



A 14th Street Commercial District Streetscape– through YOUR input

WELCOME TO THE MEETING SERIES

BUILDING ON VARIOUS TOPICS

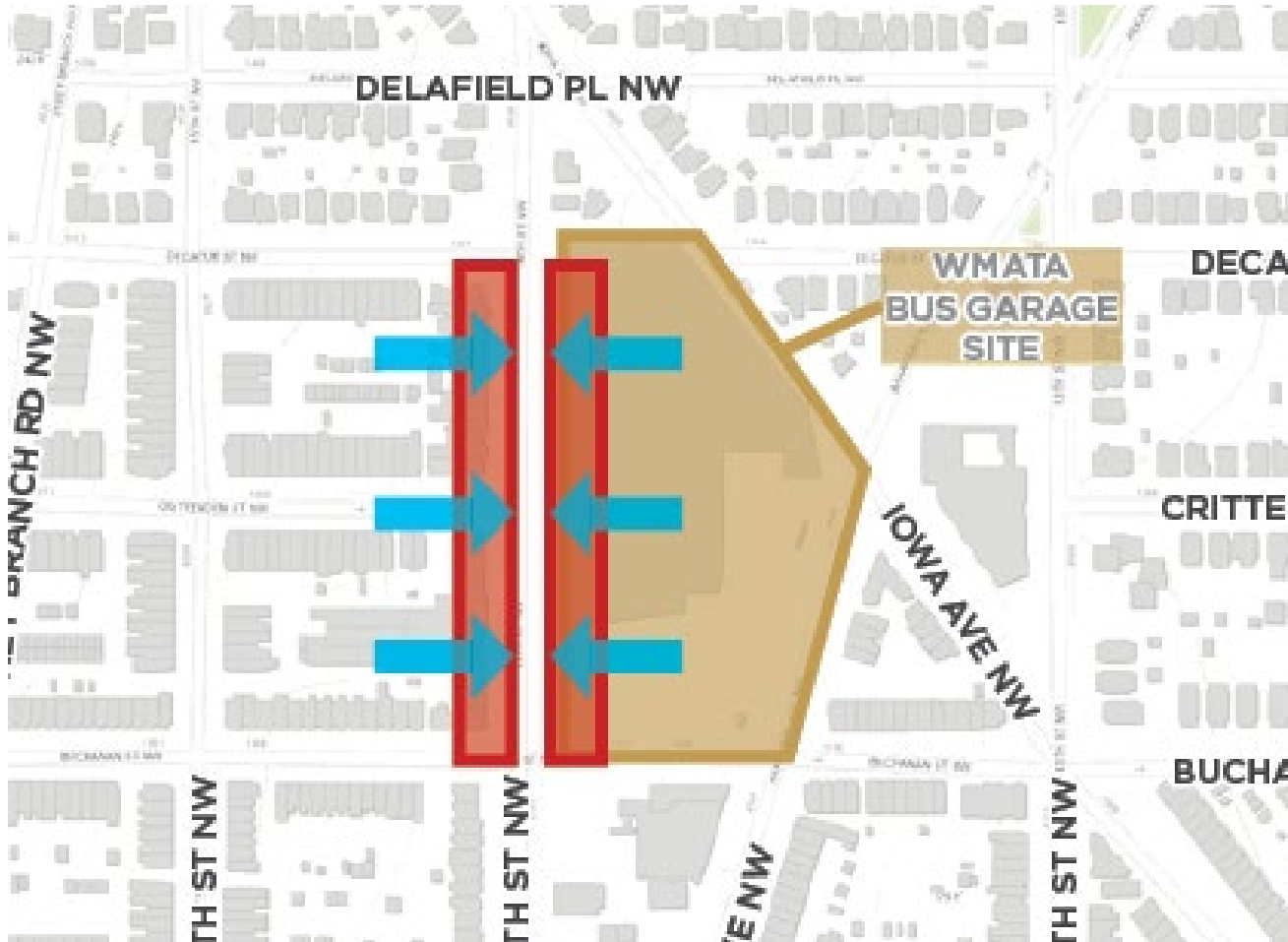


BIG PICTURE: WHAT ARE WE DOING?



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

THINKING ABOUT THE 2-BLOCK DISTRICT



- Complementary, not competitive.
- Opportunity to get ideas started on both sides of the street.
- How does improved streetscape change how people look at this area?
- What resources can be used to bring the best opportunities to both sides of the street?

DIFFICULTIES OF A WIDE SIDEWALK



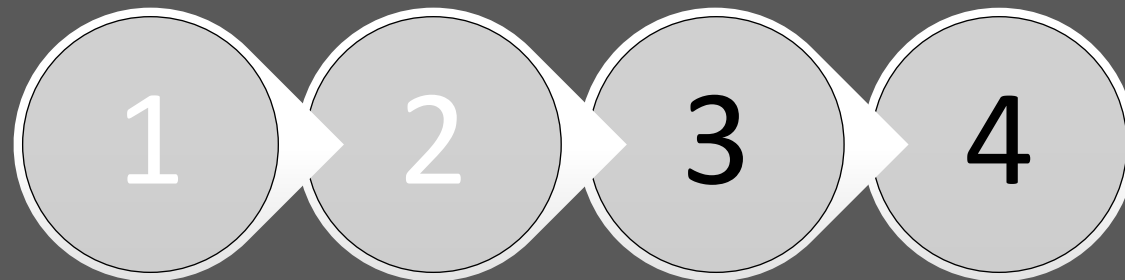
- Outdoor tables and chairs can push potential customers away from storefronts
- Pushes retail expression away from passing cars
- A lot of area to illuminate
- A lot of area to shade

BENEFITS OF A WIDE SIDEWALK

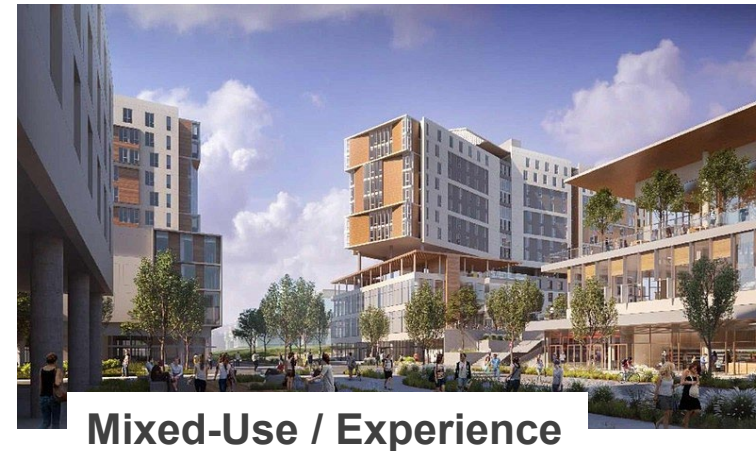


- Area for creative expression
- Adequate space for pedestrian comfort
- Space for outdoor dining – tables and chairs
- Intentionalize “zones”

WHERE WE'VE BEEN



RETAIL IS CHANGING (AND IT'S NOT)



WHAT DOES IT MEAN TO HAVE A HEALTHY RETAIL ENVIRONMENT?

- Low vacancy
- Competition for spaces
- High enough sales to warrant reinvestment

...sometimes, less is more!

WHAT DOES THAT MEAN?

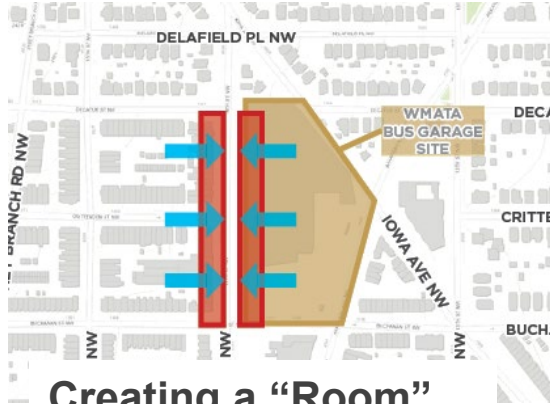
What retail we could have

- 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)

STRENGTHENING THE NEIGHBORHOOD COMMERCIAL DISTRICT HERE



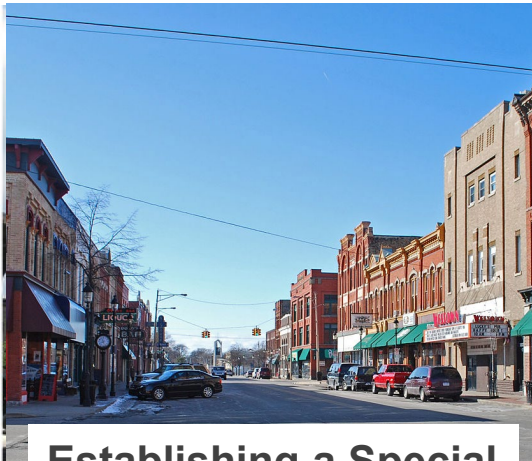
Creating a “Room”



Expanding Shade



Finding 14th Style



Establishing a Special
District

WHAT YOU EXPECT OF YOUR COMMERCIAL DISTRICT



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

From 1st Workshop

STRATEGY FOR ACTIVATION

- Sidewalk activation
- Community building
- Residential amenity
- Place-making
- Gathering place
- Walkable environment



Retail Uses



Non- Retail Uses



STRATEGY FOR ACTIVATION

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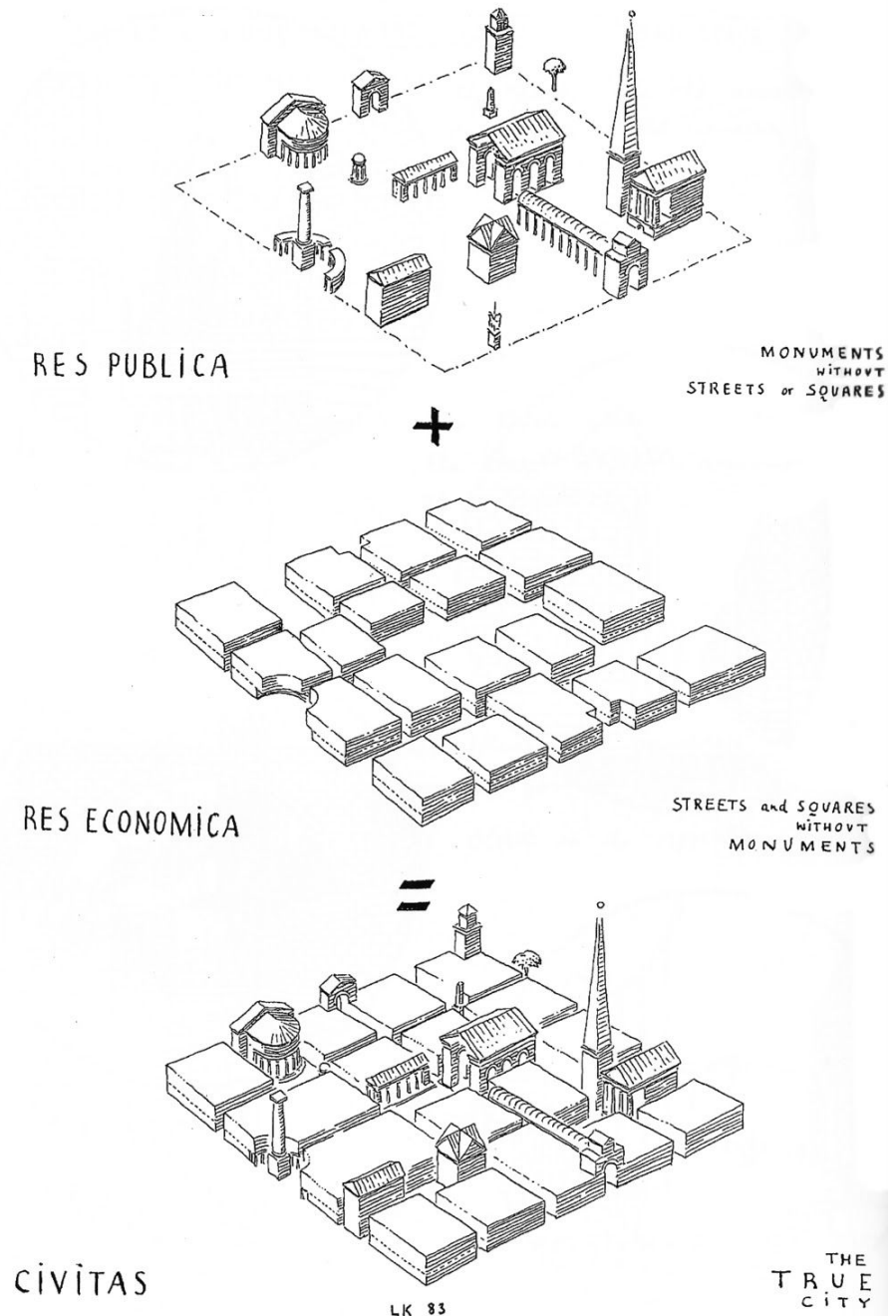


What role will the
streetscape design
and planning play
in your
commercial
district?

ESTABLISHING A SHARED LANGUAGE

SHARED SPACE IN STREETS

- Socialization
- Events
- Celebrations



STREETSCAPE FUNDAMENTALS

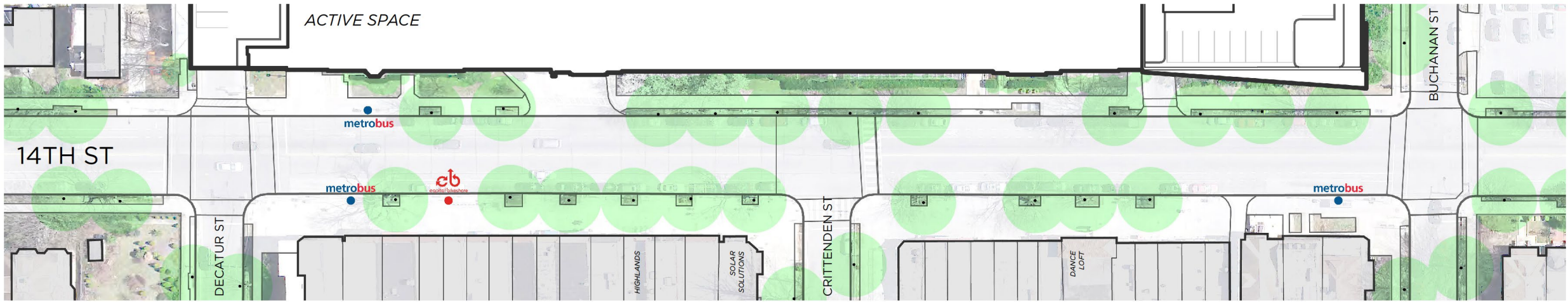


STREETSCAPE FUNDAMENTALS

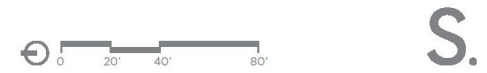


EXISTING 14TH STREET CONDITIONS

EXISTING CONDITIONS TODAY



CENTRAL 14TH ST COMMERCIAL DISTRICT



EXISTING CONDITIONS TODAY



STREETSCAPE ELEMENTS

PAVING/SIDEWALK DIMENSIONS



WHY PRIORITIZE PAVING?



WALKING CUES, A CRITICAL SIGN OF UPKEEP, ACCESSIBILITY

SEATING



WHY PRIORITIZE SEATING?



THE COMMERCIAL DISTRICT IS YOUR COMMUNITY LIVING ROOM

LIGHTING



WHY PRIORITIZE LIGHTING?

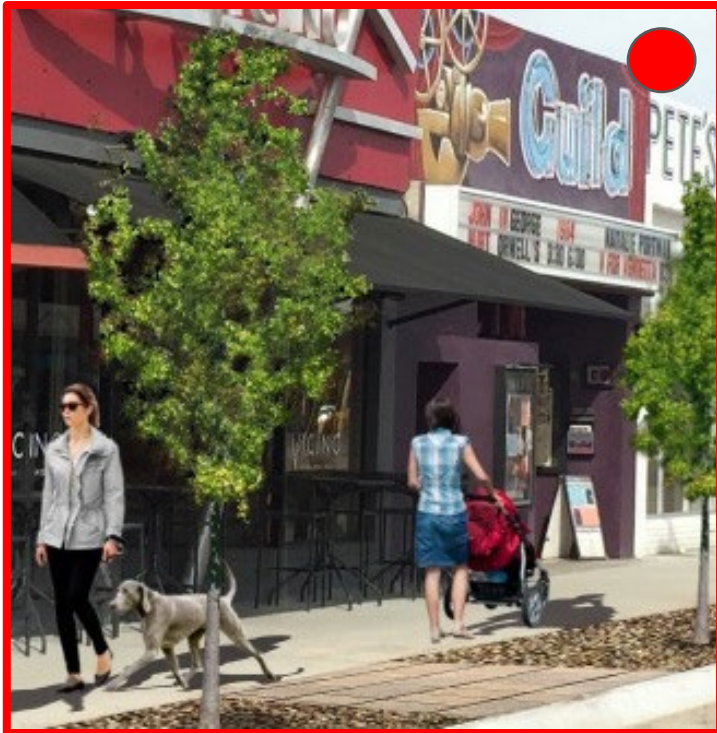


SENSE OF SAFETY, SELF AWARENESS, SURVEILLANCE

SHADING



WHY PRIORITIZE SHADING?



COMFORT, COOLNESS, SUPPORTIVE OF LANDSCAPING

TRASH RECEPTACLES



WHY PRIORITIZE RECEPTACLES?

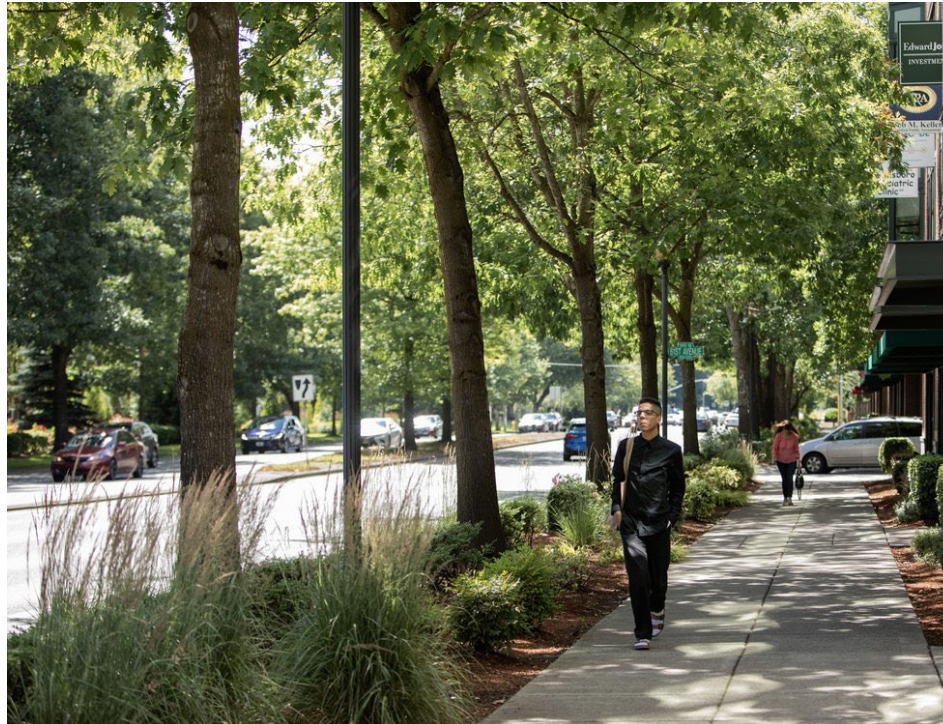


LESS LITTER, SENSE OF CLEANLINESS AND GUARDIANSHIP

LANDSCAPING



WHY PRIORITIZE LANDSCAPING?



FRESH, SHADE, SENSE OF NATURE IN THE CITY, SEASONAL CHANGE

PUBLIC ART



WHY PRIORITIZE PUBLIC ART?



COMMUNICATE WHO YOU ARE/YOUR HISTORY, INSPIRE, DIFFERENTIATE

TABLE EXERCISE

“INSPIRATION COMES DURING WORK, NOT BEFORE IT”

MADELINE L'ENGLE

EXISTING CONDITIONS TODAY



CENTRAL 14TH ST COMMERCIAL DISTRICT



S.

SELF-EVALUATE YOUR STREET

- Have you noticed areas of darkness along the street?
- Do you have to hunt for a trash can?
- Have you wanted to sit outside but didn't have a spot?
- Are you aware of a lack of shade, especially in the summer?
- Have you ever noticed the paving – for better or worse?

RANK YOUR PRIORITIES

PAVING/SIDEWALK DIMENSIONS

SEATING

LIGHTING

SHADING

TRASH RECEPTACLES

LANDSCAPING

PUBLIC ART

THANK YOU
NBGRETAIL@STREETSENSE.COM

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