

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 tenaning strategies



Typifying neighborhood potential for various tenants – through YOUR input

WHO ARE WE?



2010

DCOP Central
14th Street Vision
Plan and
Revitalization
Strategy

2013

DCOP Central
14th Street
selected as a
Vibrant Streets
neighborhood

2017

Central 14th
Street
Commercial
District Retail
Inventory Update

2020

Northern
Bus Garage
Retail Study

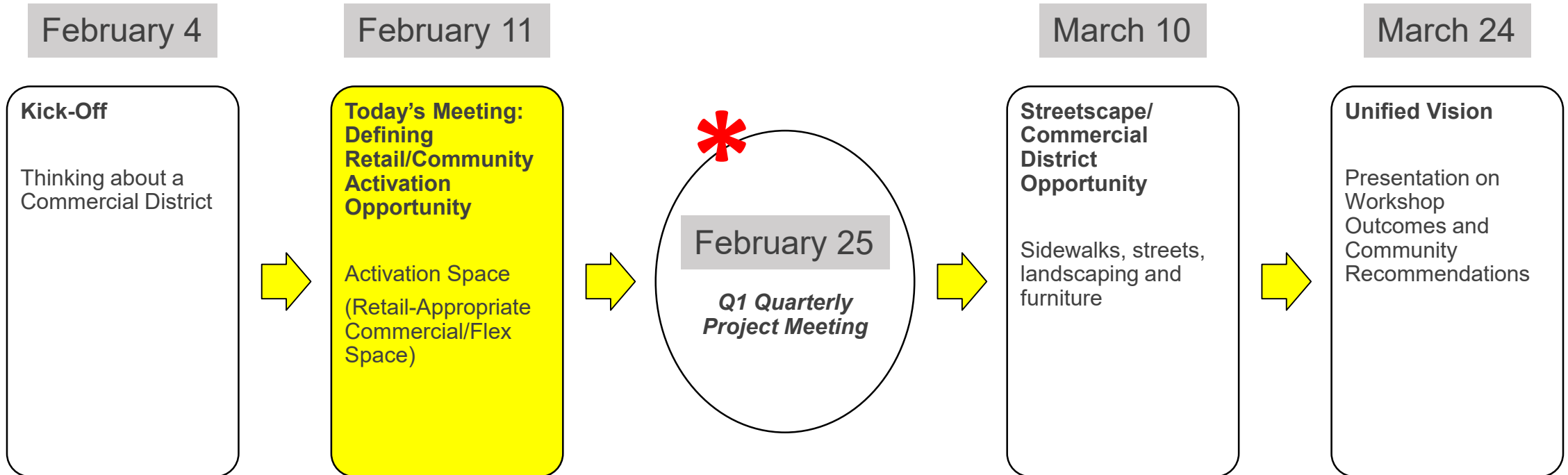
WHAT ARE WE DOING?



- 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



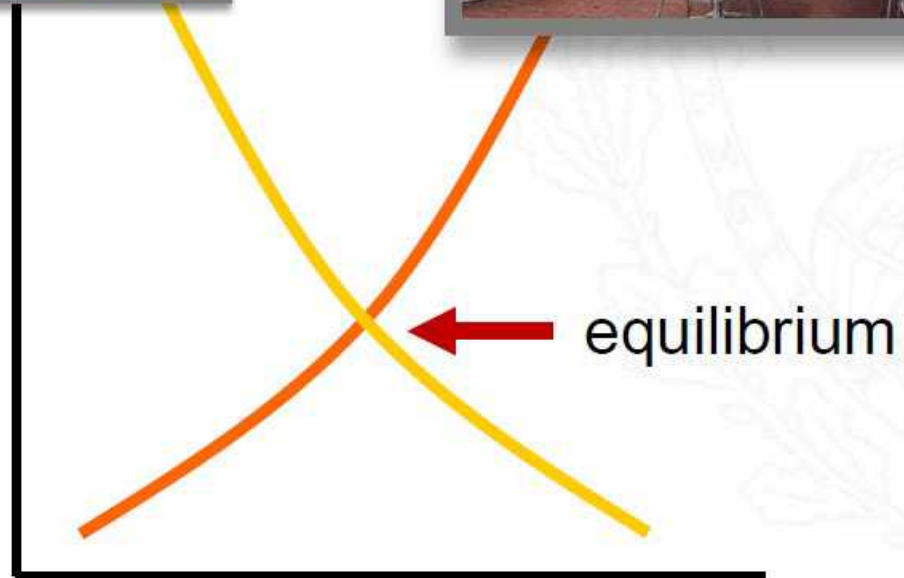
RULES OF ENGAGEMENT



- 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



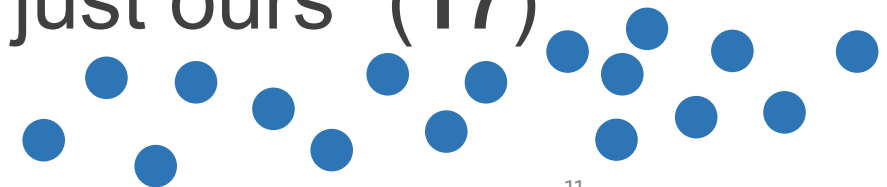
We will be excited if
the Northern Bus
Garage commercial
space is _____.

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



OR

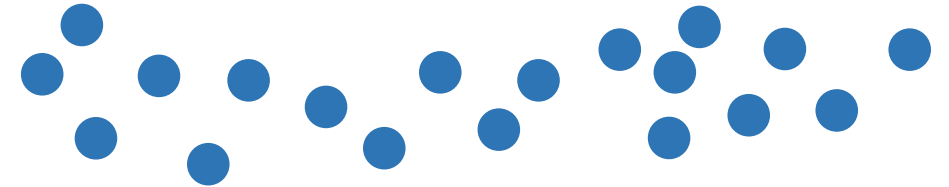
Something that is new and
“just ours” (17)



HERE'S WHAT WE HEARD FROM YOU

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

Locally tenanted (19)



OR

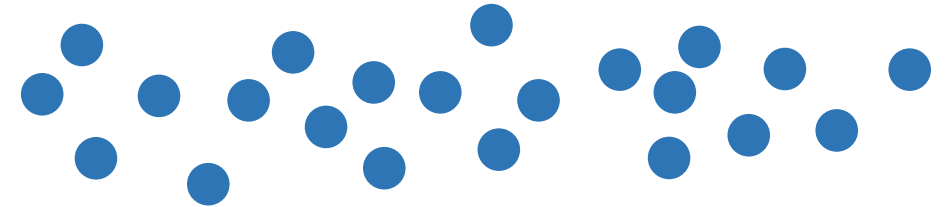
Regionally/nationally
tenanted (9)



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...

	Neighborhood Nuisance	Neighborhood Necessity	Neighborhood Enhancing	Notes
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



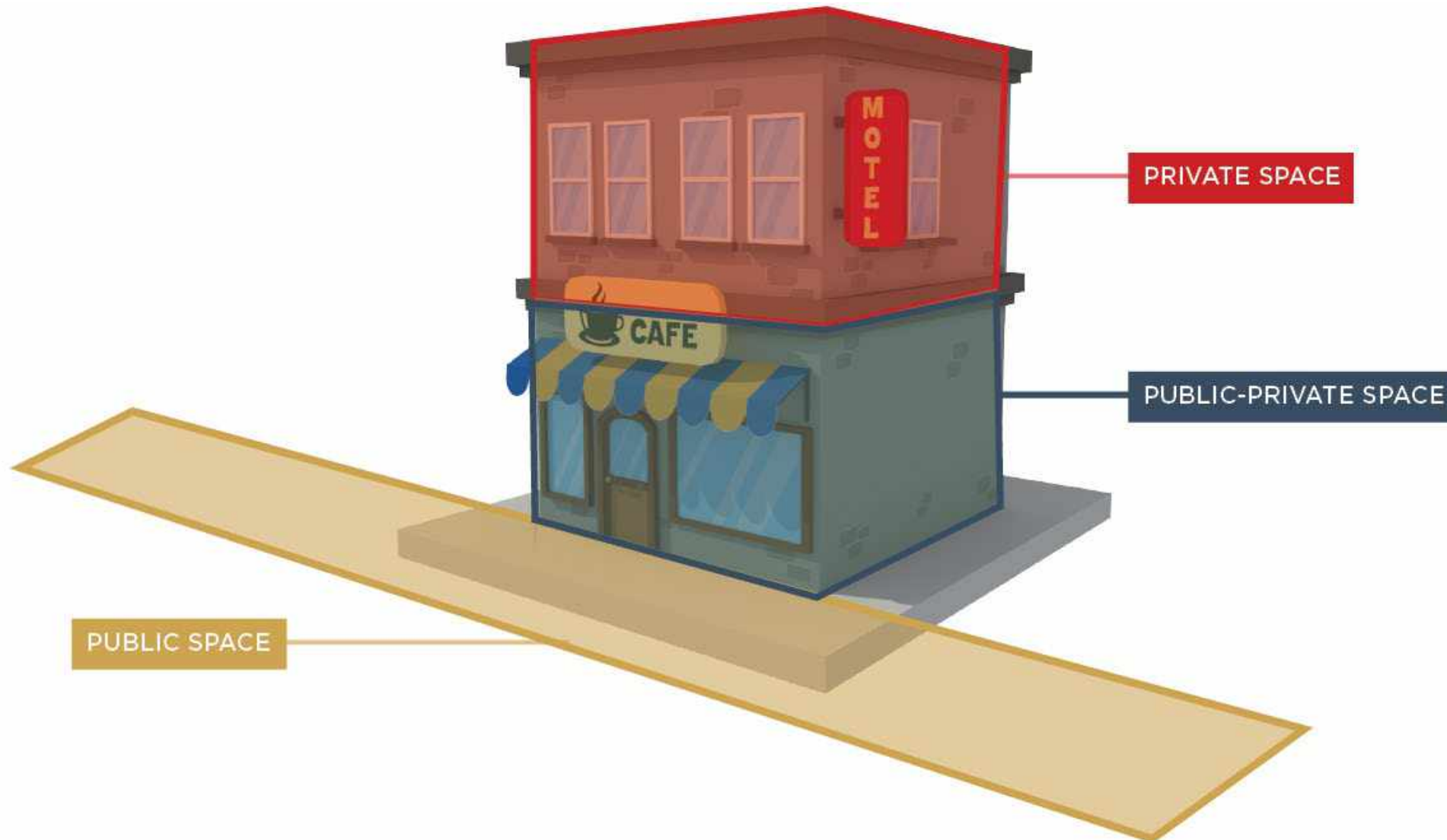
QUICK SERVICE/ CAFÉ



SMALL RESTAURANT



ACTIVATING SPACE



COOL. WHAT DOES THAT MEAN?

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

	Neighborhood Nuisance	Neighborhood Necessity	Neighborhood Enhancing	Notes
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
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streetsense.

www.streetsense.com / DC / MD / NY / SF