

TAKOMA JUNCTION

PUBLIC PROCESS FINDINGS

May 10, 2017



Neighborhood
Development
Company

streetsense.

TAKOMA JUNCTION

PUBLIC PROCESS FINDINGS

Public Process Overview

Demographic Findings

Public Feedback Findings

Survey Findings

PUBLIC PROCESS OVERVIEW

- > Four public meetings in February and March, 2017
- > Approximately 50 community members at each
- > Each meeting included presentation, image board dot exercise, wrap-up Q&A
- > Online survey

PUBLIC PROCESS OVERVIEW

MEETING + SURVEY TOPICS

- > Form & Character
 - > Architecture
 - > Café Seating
 - > Indoor/Outdoor Seating
 - > Office Spaces
 - > Roof Decks
- > Market & Retail
 - > Beer Gardens
 - > Interiors
 - > Retail
- > Access & Mobility
 - > Biking
 - > Bus Shelters
 - > Crosswalks
 - > Low-Impact Design
 - > Loading
- > Public Realm
 - > Event Spaces
 - > Farmers Markets
 - > Plazas
 - > Public Art
 - > Streetscapes

PUBLIC PROCESS OVERVIEW

- > Analysis Methodology
 - > Public meeting feedback was documented and text and dot exercise responses were categorized and analyzed
 - > Online survey data was categorized and comment text and photo ratings were analyzed
 - > Summary of key points was created

PUBLIC PROCESS PARTICIPATION

- > PUBLIC MEETINGS +/- 50 attendees each
 - > Public meeting feedback was documented and text and dot exercise responses were categorized and analyzed
- > ONLINE SURVEY
 - > SURVEY 1 – Form + Character/Market + Retail – 479
 - > SURVEY 2 – Access + Mobility/Public Realm - 151
 - > Most represented: Homeowners, 36-64, Wards 1,2 & 3

METHODOLOGY TO CREATE THE SUMMARY

- > Sorted response data, ran word analysis (using an online word counter and text analyzer), seeking recurring responses
- > Photos with greater than 60% positive and/or 9 or more green dots were chosen as top examples of those surveyed or present at the public meetings.
- > Forwarded complete results of Survey to City.
- > Results are an important component informing the future of the planning and design process.

PUBLIC FEEDBACK FINDINGS

Form + Character - Positives

- > Brick buildings, green roofs and outdoor seating
- > Building should NOT be big, boxy, modern, suburban style
- > Outdoor seating should be comfortable, inviting, include lots of greenery and canopy for shade
- > Protection from road noise and connected to building interior
- > Outdoor seating could be located in front, back, or on roof
- > Building could include co-work space that isn't too trendy, corporate, or modern





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RESTAURANT & SKYBAR

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RESTAURANT & SKYBAR

PUBLIC FEEDBACK FINDINGS

Market + Retail

- > Traditional architecture scored higher
- > Interior should be relaxed, cozy, and comfortable
- > Retail should NOT be modern, upscale, suburban, or industrial
- > If there's a restaurant, it would be nice of it had a garden portion that was well-lit, inviting, and had a lot of greenery





PUBLIC FEEDBACK FINDINGS

Access + Mobility

- > Existing bike lanes should be continued through the intersection
- > An artsy and creative bus shelter scored well
- > More creative and durable crosswalks should be put in the intersection
- > Sidewalks need to be well-planted, verdant
- > Loading area should be incorporate pedestrian safety elements; separation from public realm.





PUBLIC FEEDBACK FINDINGS

Public Realm

- > Public Gathering space is needed – reflecting event space, a covered outdoor area, and/or public art
- > Streetscape should have wide sidewalks, benches, and lots of greenery



DIRECT RESPONSES FROM SURVEY

From Survey 1:

- > Tenant type suggestions that respondents would use if present at Takoma Junction:
 - > Restaurant (high-end, casual, take-out each represented in responses)
 - > Liquor Store
 - > Pharmacy
 - > Bookstore
 - > Art Supplies
 - > Bakery
 - > Deli/Butcher/Cheese Shop
 - > Gym

DIRECT RESPONSES FROM SURVEY

From Survey 2:

- > Tenant type suggestions that respondents would use if present at Takoma Junction:
 - > Restaurant
 - > Pharmacy
 - > Bookstore
 - > Coffee Shop

PROCESS MOVING FORWARD

There will be several more opportunities for community input during the development process:

- > Council review of Concept Plan
- > Council review of Combined Site Plan
- > Montgomery County site plan review process
- > Montgomery County Planning Board
- > Takoma Park Façade Advisory Board
- > Montgomery County Historic Preservation Commission

THANK YOU