Workshop Summary Report

Walter Reed Re-Use Plan Public Workshop
Preferred Re-use Plan – Thursday, August 19, 2010

On Thursday evening, August 19, 2010, a Walter Reed Re-Use Plan Public Workshop was held at St. George’s Ballroom at 4335 16th Street, NW. This was the third in a series of four workshops that are being held to get community input on possible approaches to the re-use of the Walter Reed buildings and grounds after it closes in 2011.

This workshop brought together more than 125 members of the community and other stakeholders for two hours of presentations, table discussions and feedback from participants. Representatives of the District and the Master Planning team (Perkins+Will) and the Development Advisor (HR&A) were in the room to share the progress of the plan. The agenda began with a summary of how public input has influenced the planning that has been done so far and then featured a presentation on the results of the market analysis that was recently completed. It provided data about the types of uses that are most likely to be economically successful on that site. Perkins & Will representatives then outlined a Reuse Plan scenario that showed a possible way that open space, retail, housing and other uses might be incorporated on the site. After these presentations, the community members worked in small groups to discuss what they liked, identify questions they wanted answered and to make additional suggestions for the planners. Keypad polling was also used to get community feedback on a wide range of issues.

This Workshop Summary Report provides an overview of the market analysis presentation as well as the Reuse Plan Scenario. It also contains a summary of all of the feedback that was received during the meeting, including a summary of the comments that were mentioned most frequently on participant worksheets and the results of all of the keypad polling that was conducted.

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**Market Analysis Findings and Program Considerations**

The Market Analysis conducted by HR&A provided an assessment of as-is market potential for the Walter Reed campus. The analysis lists reuse possibilities that include 800 residential units; 130,000-160,000 square feet of neighborhood-serving and specialty retail, and complementary public uses.

- Public investments in **new and improved transit by, through and near the campus** can drive demand higher
- **Needed infrastructure improvements on campus** may warrant select and more development to offset or balance potential public cost
- **Creating a mix of uses in existing and potential new spaces** on the campus can impact demand
- Unique retail or mixed use along Georgia Avenue and 12th Street has potential to create a vibrant place and amenity for the community
- Major program components can provide additional tax revenues to the District

The re-use of *Walter Reed* should honor its legacy as a *Center for Innovation* and excellence.
Who Attended the Public Workshop?

At the beginning of the workshop, participants’ demographics were collected to and compared to the actual demographics of the community.

Gender*

<table>
<thead>
<tr>
<th>Aug 19</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>55%</td>
</tr>
<tr>
<td>Male</td>
<td>45%</td>
</tr>
</tbody>
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Age*

<table>
<thead>
<tr>
<th>Age</th>
<th>Aug 19</th>
<th>Community</th>
</tr>
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<tbody>
<tr>
<td>18-25</td>
<td>1%</td>
<td>8%</td>
</tr>
<tr>
<td>26-34</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>35-44</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>45-54</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>55-64</td>
<td>32%</td>
<td>10%</td>
</tr>
<tr>
<td>65 and better</td>
<td>29%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Race*

<table>
<thead>
<tr>
<th>Race</th>
<th>Aug 19</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American</td>
<td>57%</td>
<td>70%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Caucasian/White</td>
<td>37%</td>
<td>18%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Native American</td>
<td>0%</td>
<td>.28%</td>
</tr>
<tr>
<td>More than one Race</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>7%</td>
</tr>
</tbody>
</table>

* Demographic results compiled using polling and participant registration forms collected at the workshop

Neighborhood

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Aug 19</th>
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</thead>
<tbody>
<tr>
<td>Brightwood</td>
<td>21%</td>
</tr>
<tr>
<td>Colonial Village</td>
<td>2%</td>
</tr>
<tr>
<td>Crestwood</td>
<td>1%</td>
</tr>
<tr>
<td>Shepherd Park</td>
<td>24%</td>
</tr>
<tr>
<td>16th Street Heights</td>
<td>3%</td>
</tr>
<tr>
<td>Takoma</td>
<td>20%</td>
</tr>
<tr>
<td>Another Ward 4 Neighborhood</td>
<td>6%</td>
</tr>
<tr>
<td>I live in DC but not in Ward 4</td>
<td>13%</td>
</tr>
<tr>
<td>I live in Maryland</td>
<td>9%</td>
</tr>
<tr>
<td>I live in Virginia</td>
<td>0%</td>
</tr>
</tbody>
</table>

Years in Ward 4

<table>
<thead>
<tr>
<th>Years</th>
<th>Aug 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 20 years</td>
<td>45%</td>
</tr>
<tr>
<td>10 – 20 years</td>
<td>12%</td>
</tr>
<tr>
<td>5 – 10 years</td>
<td>12%</td>
</tr>
<tr>
<td>Less than 5 years</td>
<td>10%</td>
</tr>
<tr>
<td>I don’t live in Ward 4</td>
<td>21%</td>
</tr>
</tbody>
</table>

Attend Previous Workshops

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Aug 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 9th</td>
<td>18%</td>
</tr>
<tr>
<td>July 10th</td>
<td>20%</td>
</tr>
<tr>
<td>Both June 9th and July 10th</td>
<td>28%</td>
</tr>
<tr>
<td>This is my first workshop</td>
<td>34%</td>
</tr>
</tbody>
</table>

How many people are in your household?

- 1-2 ............. 69%
- 3-4 ............ 25%
- 5-6 .............. 3%
- 7 or more ...... 2%

Do you have children at home under the age of 17 years?

- Yes ............ 15%
- No ............. 85%

What is your role(s) in the community?

Multiple Options Selected

- Resident 80%
- Property Owner 62%
- Other 20%
- Business 18%
- Government 18%
- Business on Georgia Ave 5%
- Renter 3%
- Student 0%
Creating a Center for Innovation & Learning with Mix of Uses

The market analysis identified “base uses” as well as “targeted uses” that might be a good fit for the site. Participants discussed the possible uses listed below and commented on the ones they thought would be most beneficial.

### Types of Retail Uses

**What types of retail do you think would be most valuable for the area?** *(Examples could include grocery stores, apparel stores, neighborhood services like dry cleaners or flower shops).*

**Summary of most frequent comments**

- Grocery store; restaurants; specialty stores (coffee shops etc) that residents can reach easily by walking
- Book store (focus on international); coffee shop; gym; small grocery store and drug store
- Urban Agriculture; vertical farms
- Movie Theatre, Playhouse Theatre; gaming/arcade facility for teens and young adults
- Take advantage of the State Department and have an international component to the site - e.g. international schools/meeting centre/retail related to Embassy
- Road expansion or new roads to get people where they want to go needs to be part of it
- Retail just off Georgia Avenue, not on the frontage of Georgia Avenue. Welcoming Commemorative Gardens will attract people to come to this unique place
- Do not want to undermine Georgia stores

### Types of Residential Uses

**What type of residential uses do you think the community needs the most?** *(Examples could include rental housing, owner-occupied housing, housing targeted at particular age groups or other segments of the population).*

**Summary of most frequent comments**

- Need to keep tax base here: recommend housing for DC teachers, firefighters, emergency service providers, police, homeless
- Provide a balance of housing options: mostly affordable rental, owner occupied, single family or multi-unit condo, with additional housing for seniors and artists lofts
- Rental, single family, town houses & subsidized housing
- Housing should be very well designed. Not boxy ugly apartments with shoddy structure space
- Housing for veterans, senior retirement with healthcare for seniors

### Targeted Uses

**Education: Pre-K – University**
- Business incubator & job training
- Non-Profit & ‘Creative Thought’ offices
- Culinary school, restaurant, & inn
- Community arts center

### Base Uses

**Range of residential options**
- Neighborhood-serving & specialty retail
- Complementary public uses

### Types of Residential Uses

**What type of residential uses do you think the community needs the most?** *(Examples could include rental housing, owner-occupied housing, housing targeted at particular age groups or other segments of the population).*

**Summary of most frequent comments**

- Need to keep tax base here: recommend housing for DC teachers, firefighters, emergency service providers, police, homeless
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- Housing should be very well designed. Not boxy ugly apartments with shoddy structure space
- Housing for veterans, senior retirement with healthcare for seniors

### Targeted Uses

**Education: K-12**
- Education: college or university
- Business incubator space
- Job training
- Non-profit offices
- “Creative thought” offices
- Culinary school with restaurant & inn

### Other Suggestions and Comments

- Where is medical, library, park, recreation us for this space. How about community gardens and meeting spaces?
- We would like to see creative use of open spaces - dog park, community garden, space for outdoor film screenings, concerts
Presentation of Concepts for the Reuse Plan
The Perkins+Will design team presented a re-use plan scenario that described various design elements and proposed uses. The ideas were discussed by participants and they were later polled on their views.

Summary of Most Frequent Comments
Which aspect(s) of the reuse plan do you like the most?
• Good mix of uses –smaller scale offices, housing, retail
• Opening up the campus with access ways and foot traffic
• Preservation of Green spaces
• Residential heavy uses
• Like concept of lake, water fountain, pond and bridge

What concerns and/or questions do you have about the reuse plan as it was presented?
• How will parking be addressed? What is the philosophy of the parking plan?
• The issue of streetcars – what’s the data?
• Where is the fire station?
• Where is the plan for a historical component?
• Where is the dog park?

Any other comments you want to make about the re-use plan?
• How will the final decision be made?
• Provide affordable housing with social service support available to military families
• What’s the plan for Aspen? Currently it is lined by rear-sides of buildings. Needs attention to make it a community street. Perhaps a tree-lined boulevard on Aspen.

Do you have any specific suggestions for improving the different elements of the re-use plan? If so, please list them below next to each of the elements that were presented.

Open space, circulation and improved access
• Keep open with green, water features, walkways, dog parks, rock garden
• More green space along Georgia Avenue
• Provide recreation and picnic areas

Retail
• Not enough parking shown for all uses
• Be realistic about scope and type of retail
• No pawn shows, no nail salons, no hair salons, no 24 hour lights and neon signs

Residential
• Create vibrant mix of market/affordable housing communities integrated with the rest of the neighborhood
• Set aside housing for veterans
• Buildings no more than 3 – 6 stories

Office and institutional
• “Funky” office space – graphics/computer/think tanks, etc.
• Set aside preservation of current facility for veterans and veteran services
• Where’s the parking?
General Survey Question Results
Participant polling results on the re-use plan presented during the August 19th Public Workshop

Overall, how do you feel about the re-use plan?
- I like it 4%
- I like almost all of it 13%
- I like most of the elements in it 30%
- I like some of the elements in it 32%
- I like only a few things 10%
- I didn’t see much to like in it 9%
- I did not understand it 4%

Does the re-use plan successfully integrate both the “neighborhood district” and “town center” concepts?
- Yes 28%
- No 9%
- Somewhat 40%
- Not Sure 24%

How satisfied were you with the way that residential is incorporated into the re-use plan?
- Very satisfied 6%
- Satisfied 23%
- Somewhat satisfied 40%
- Not very satisfied 25%
- Not satisfied at all 7%

How satisfied are you with the way that retail is incorporated into the re-use plan?
- Very satisfied 8%
- Satisfied 22%
- Somewhat satisfied 42%
- Not very satisfied 20%
- Not satisfied at all 8%

How satisfied were you with the way that open space and circulation are treated in the re-use plan?
- Very satisfied 17%
- Satisfied 40%
- Somewhat satisfied 24%
- Not very satisfied 14%
- Not satisfied at all 4%

How satisfied were you with the way that options for office and institutional uses are incorporated into the re-use plan?
- Very satisfied 7%
- Satisfied 21%
- Somewhat satisfied 32%
- Not very satisfied 32%
- Not satisfied at all 10%

When you think about the future of the WRAMC site, which of the things below is most important to you? (Select Two)
- New jobs for District residents and economic activity 51%
- Accessible and well programmed green space 30%
- Preservation and innovative re-use and design 44%
- Rapid re-use of the campus when it is vacated 22%
- Improved transit access to the site 15%
- Sustainability and environmental 24%
- Other 5%

How important is the way that green space is used in determining how you feel about the site’s reuse?
- Very important 67%
- Important 18%
- Somewhat important 10%
- Not very important 5%
- Not important at all 1%

NEXT STEPS
We still need input from you and your neighbors. That’s why it’s imperative that you take advantage of other upcoming meetings and continue to lend your voice to the decision making processes. You can sign up now to attend the upcoming meetings online at www.americaspeaks.org/wramcreuseplan or call 202-775-3939 ext 1008.

- Wednesday, September 1 • 6 pm – LRA Committee Meeting, Preferred Scenario
- Wednesday, October 6 • 7:00pm – LRA Committee Meeting, Final Re-use Plan
- Thursday, October 14 • 7:00pm – Final Plan Presentation and Town Hall

All workshops and meetings will be held on or near the Walter Reed Army Medical Center Campus.
For more information about the Walter Reed Re-Use Plan or LRA, visit www.walterreed.dc.gov or email WalterReedPlan@dc.gov