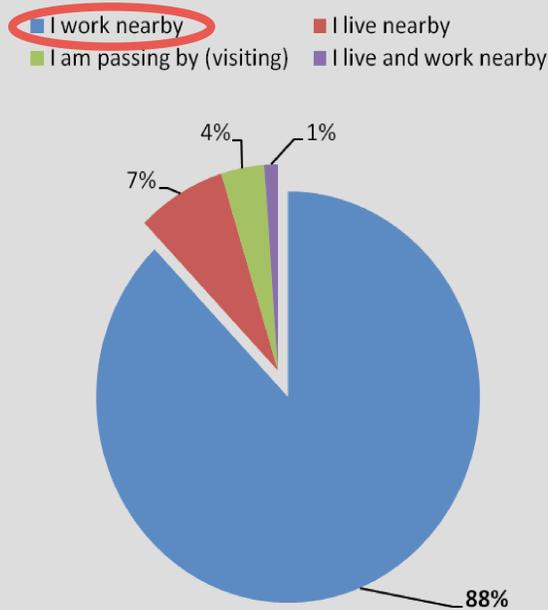
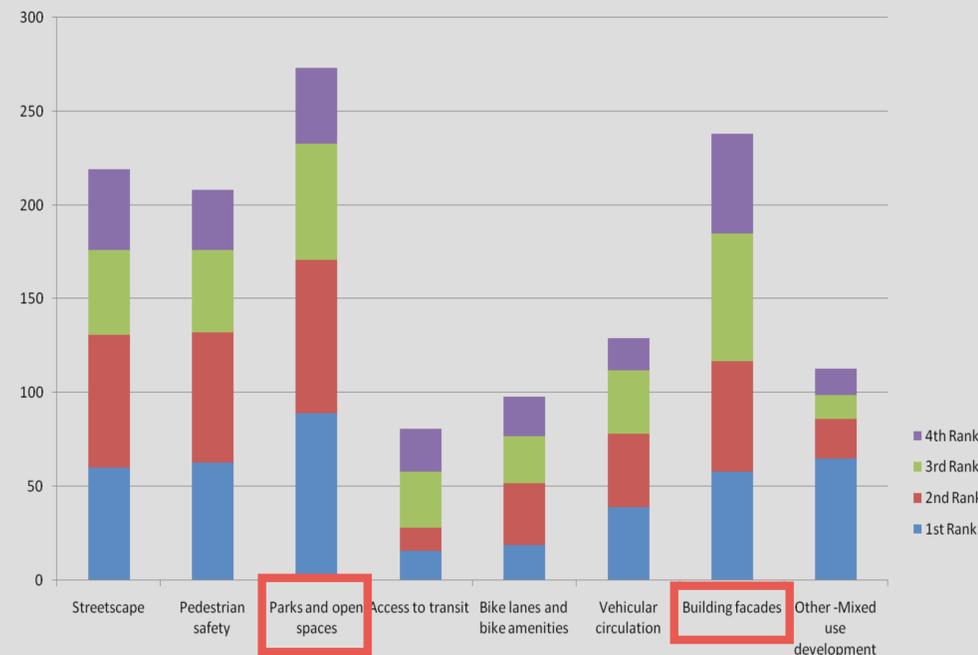


# Survey Results

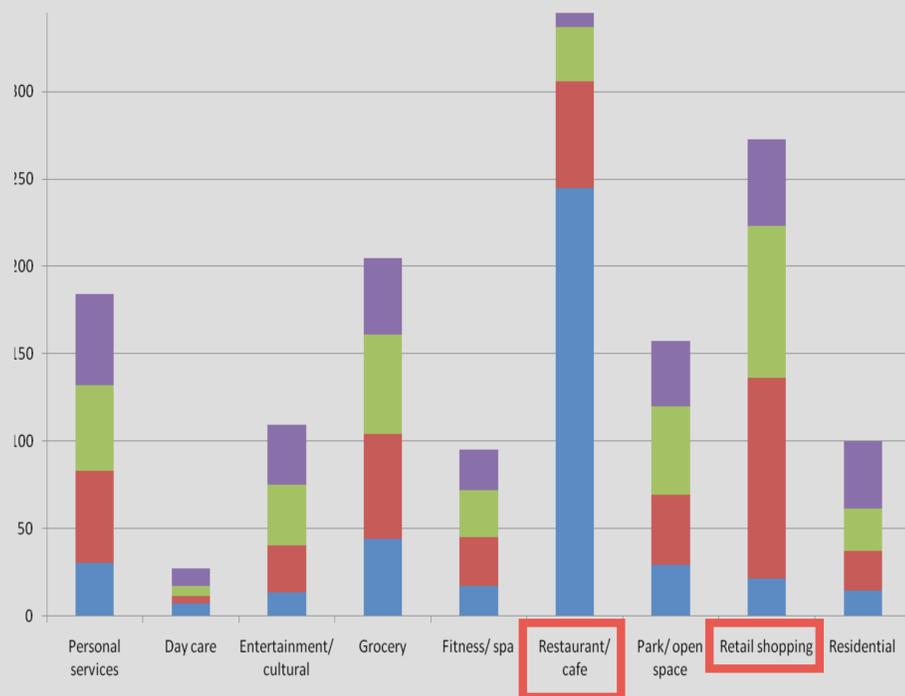
Why do you frequent this area?



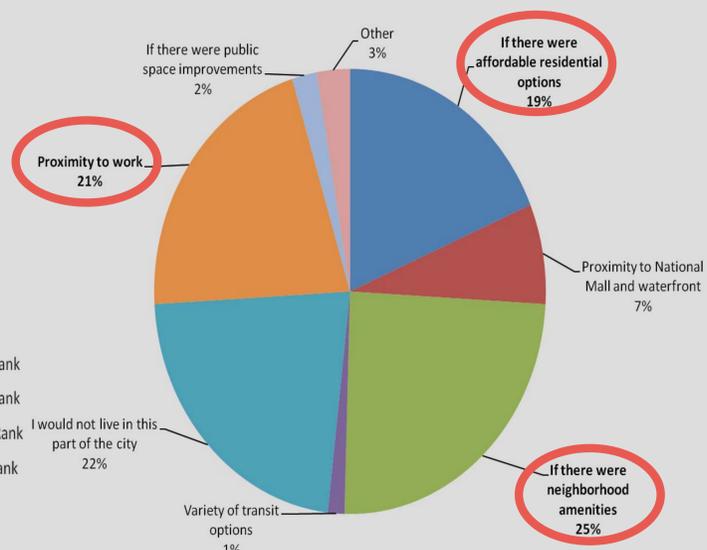
What physical enhancements are most needed?



What uses are most needed here?



What would encourage you to live here?



# Market Overview

New residential/hotel uses are needed to create activity, support enhanced restaurant/retail uses, and achieve sustainability goals.

The short-term market for residential is limited due to projects already in the pipeline.

A minimum of 1000 units (approximate) are needed to establish viable residential atmosphere.

Creating appealing, amenitized public space is crucial to supporting residential uses.

There is support for 300 hotel rooms by 2020, and 300 more by 2030.

Office uses are the easiest to develop, and will remain the path of least resistance without public intervention.

There is support for up to 100,000 s.f. of retail (primarily limited service restaurants) before 2015.

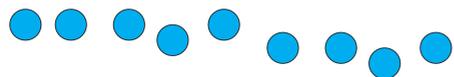
## Public Realm and Land Use Preference Results (from 5/19 Public Meeting)

### What USES are missing in the study area?

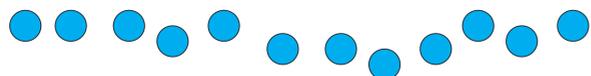
- Personal services (e.g. dry cleaner, bank, medical, drug store)



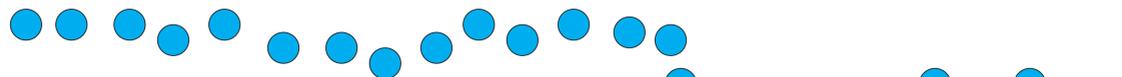
- Entertainment and cultural (e.g. museums, monuments, theater, public art)



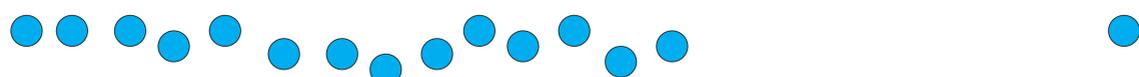
- Grocery



- Restaurant and cafe



- Park and open space



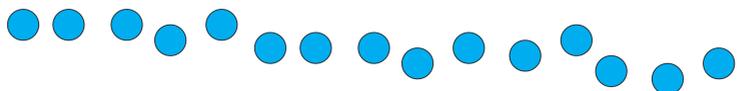
- Residential



- Hotel



- Retail shop (e.g. bookstore)



### What PUBLIC REALM improvements are most needed?

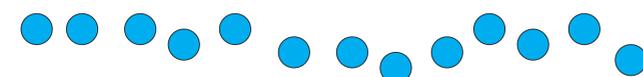
- Streetscape (e.g., sidewalks, benches, street trees, wayfinding, public art)



- Pedestrian safety (e.g., lighting, clearly defined street intersections, walk signal timing, painted crossings)



- Passive parks and open spaces (e.g., benches, shade trees, landscaping, public art)



- Access to transit (e.g., transfers, signage, bus stops/shelters, entrances)



- Bike lanes and bike amenities (bike racks, Capital Bikeshare)



- Vehicular circulation (e.g., parking, travel lanes, highway access)



- Building facades (e.g., signage, entrances, storefronts)

