

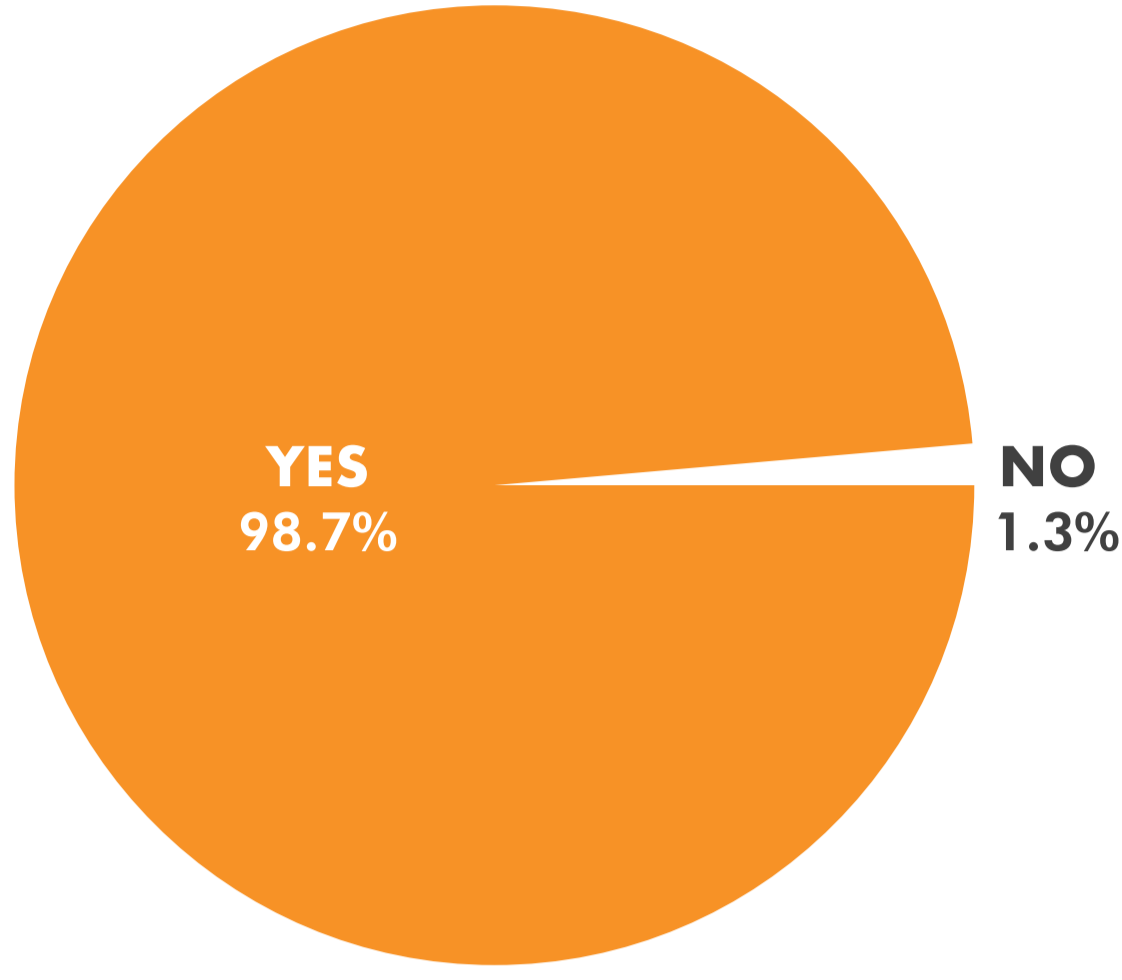
White Flint Placemaking Community Survey Analysis

The Better Block Foundation partnered with the Montgomery County Planning Department, the Randolph Hills Community Association, and the local property owner to host a placemaking event to reimagine the Randolph Hills Shopping Center in the White Flint area.

The Randolph Hills Shopping Center is a large strip mall with former industrial buildings, currently housed with many Jewish-oriented businesses and restaurants and sports facilities. We created a community survey to determine the types of installation the community wants.

The survey was conducted from June 7 - July 8, 2018. There were approximately 100 participants during that period. Below are the community survey results.

Do you live in or near Randolph Hills or the larger White Flint area?

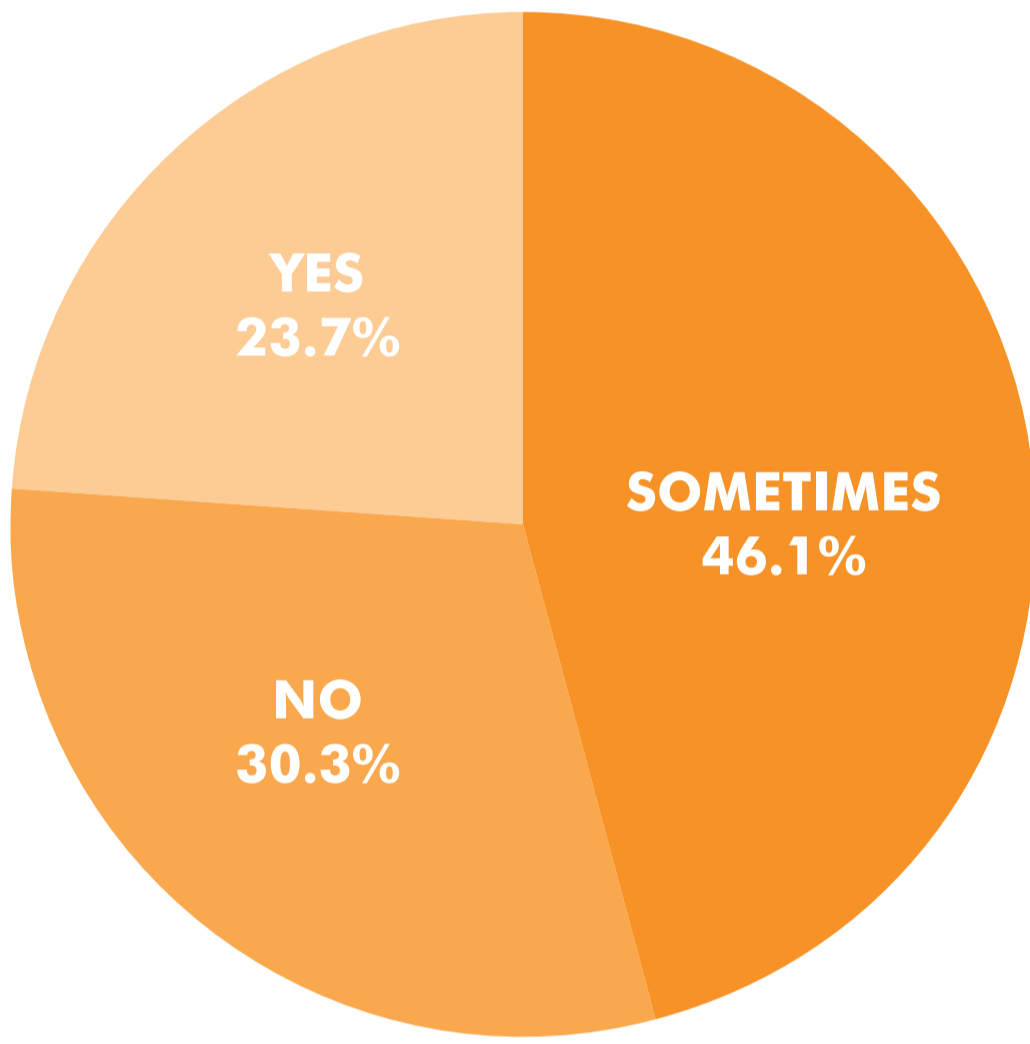


FAVORITE PLACES IN DC AREA

- Pike & Rose Development (32)
- Rock Creek Park (13)
- Downtowns (18)
- Parks (25)



Do you frequent the Randolph Hills Shopping Center in your free time?



COMMUNITY FEEDBACK

More diversity in stores and businesses (31).

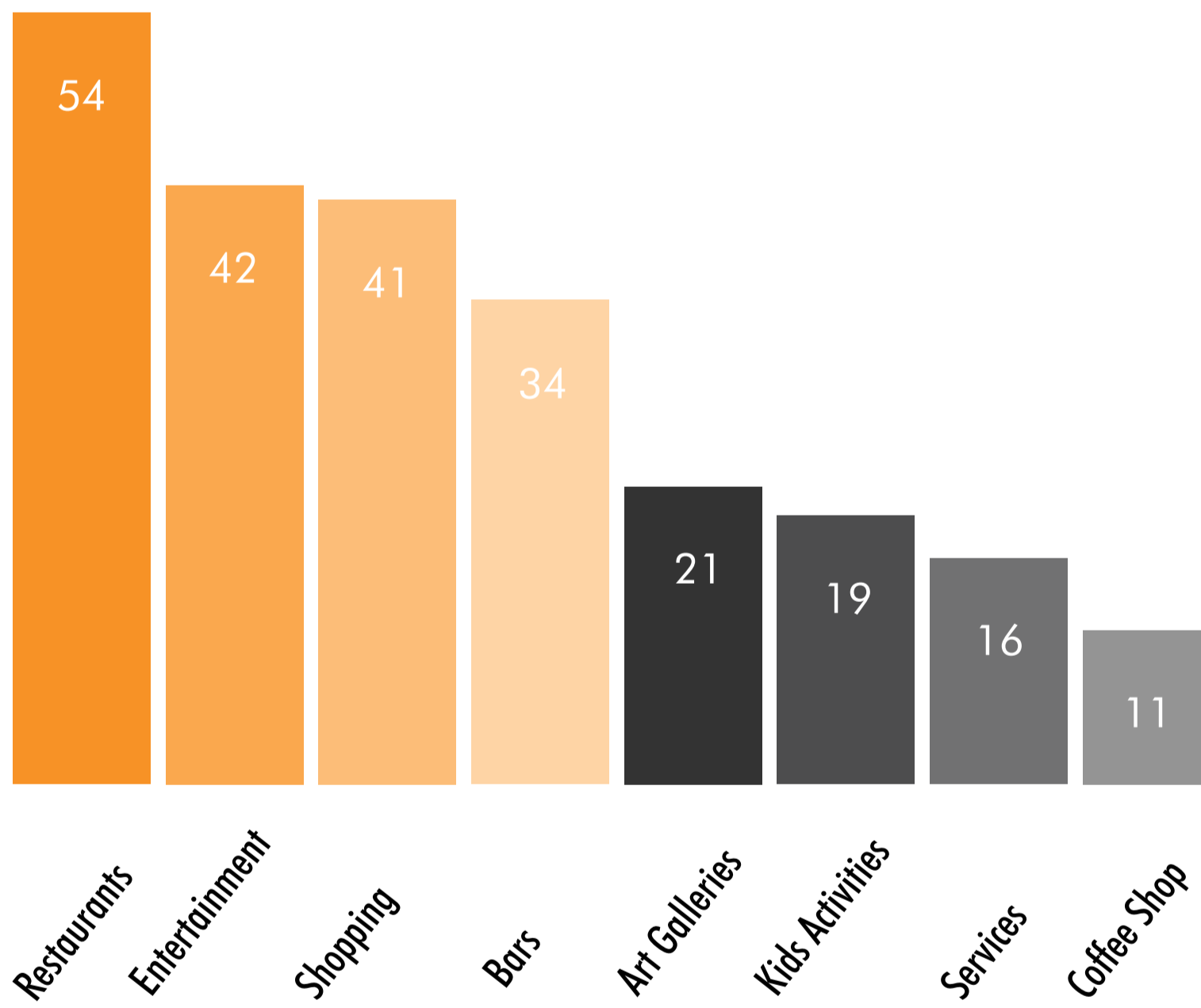
Improve aesthetics, appeal, and safety (14).

The bookstore, beer store, and bagel shop are the most beloved businesses.

Hidden not easily accessible.



What types of businesses would you like to see in the Randolph Hills Shopping Center?



MOST REQUESTED IMPROVEMENTS

Activities

- Yoga and fitness
- Live music
- Outdoor movies



Businesses

- Brewery or winery
- Coffee shop
- Neighborhood pub

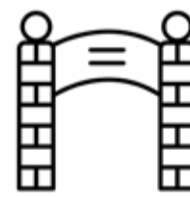


Infrastructure

- Town center
- Green space
- Less parking
- Outdoor seating
- Water feature



- Lighting
- Density
- Signage
- Less industrial
- Integrate with the neighborhood



VOLUNTEERS

- 43 community members want to help
- 8 community members are possibly interested in pop-up businesses
- 7 community members interested in helping with marketing
- 3 photographers



BETTER
BLOCK