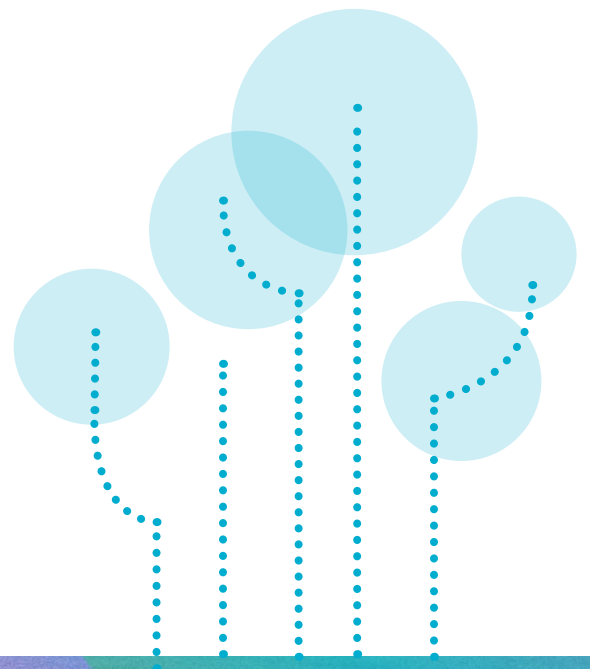




2700 S Nelson St Placemaking Plan

Community Engagement
Data Analysis

June 2022



ARLINGTON
VIRGINIA

arlington arts



Graham
Projects



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EXECUTIVE SUMMARY

The 2700 South Nelson Project is planned to replace the two buildings recently acquired by Arlington County at 2700 South Nelson Street and 2701 South Oakland Street with a flexible outdoor arts and maker space. Arlington County is prioritizing a community-based vision that is reflective of local needs and ideas for public arts programming. In seeking community input for developing design proposals for the future arts-focused public space, the Graham Projects team of artists, designers, and makers engaged in conversation with and sought the feedback of community groups and residents who live, work and care about the area.

In total, the Graham Projects design team and Arlington County officials engaged nearly 400 participants through several outreach strategies; including targeted meetings with key stakeholder groups, a public virtual Kick Off Presentation, two in-person Pop-Ups reaching residents at popular gathering spots, and an online Engagement Web Page where folks could respond to different examples of public art and placemaking; and share their ideas for colors, thematic inspiration, local history, and on-site programming.

Summary of Engagements:

- **(4) Targeted meetings with key community stakeholders**
- **Project Kickoff Meeting held virtually over zoom**
May 10th, 2022, 7-8:30pm, 71 registered, 32 shared direct input
- **In-Person Pop Up 1: Shirlington Pedestrian Bridge @ Arlington Mill Drive**
Thursday, May 19, 2022, 3-5pm, 55 residents engaged in conversation & feedback
- **In-Person Pop Up 2: New District Brewing**
Thursday, May 26, 2022, 6-8pm, 60 residents engaged in conversation & feedback
- **Engagement Web Page:** <https://2700nelson.grahamprojects.com/>
May 10 - 31, 2022, 214 submissions

In the following report you will find our data analysis of these community engagement strategies. The prevailing public preferences represented in the Image Voting, Color options, Open-Ended Survey Questions, and Community Inspiration will all serve to inform the designs that Graham Projects and team will develop and share back with Arlington County and the public for further feedback. Ultimately this process will lead to a final design to transform the site into an inclusive outdoor public space for arts programming and performances driven by and serving the community.



Image Voting

Participants voted in-person and online for their three favorite images in the categories of “Rest,” “Play,” and “Grow.” The following data is the combination of in-person and online interactions.

IMAGE VOTING

REST

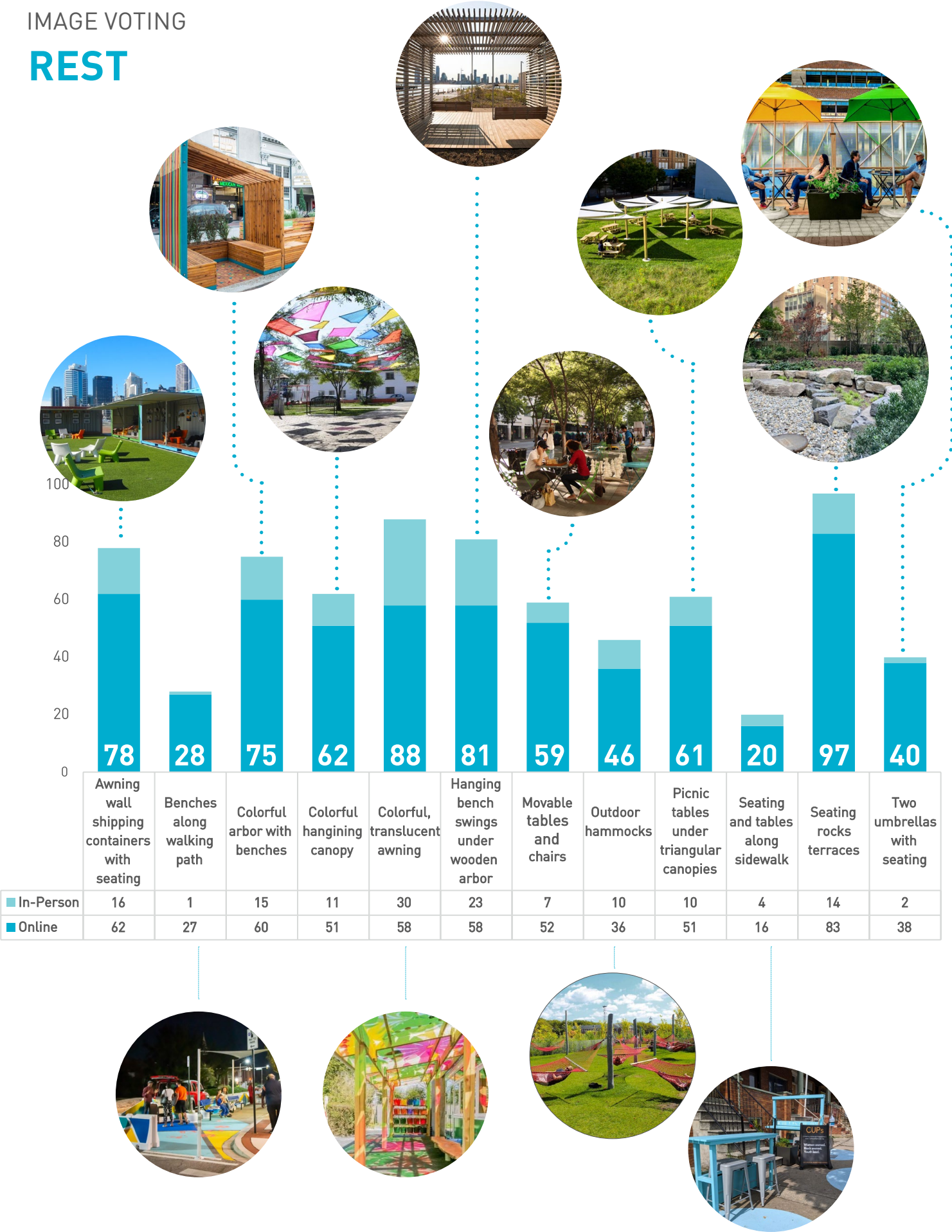


IMAGE VOTING

PLAY

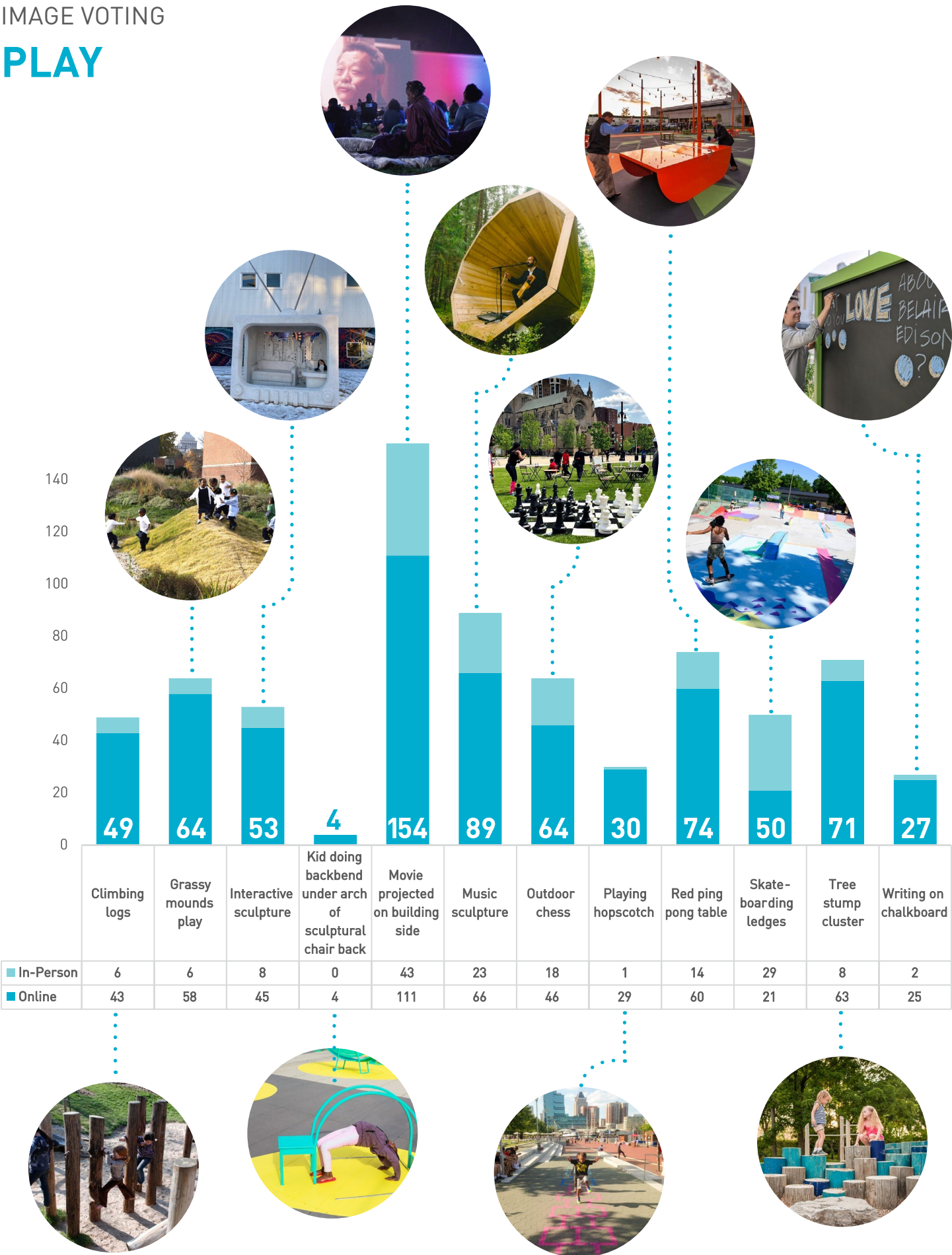
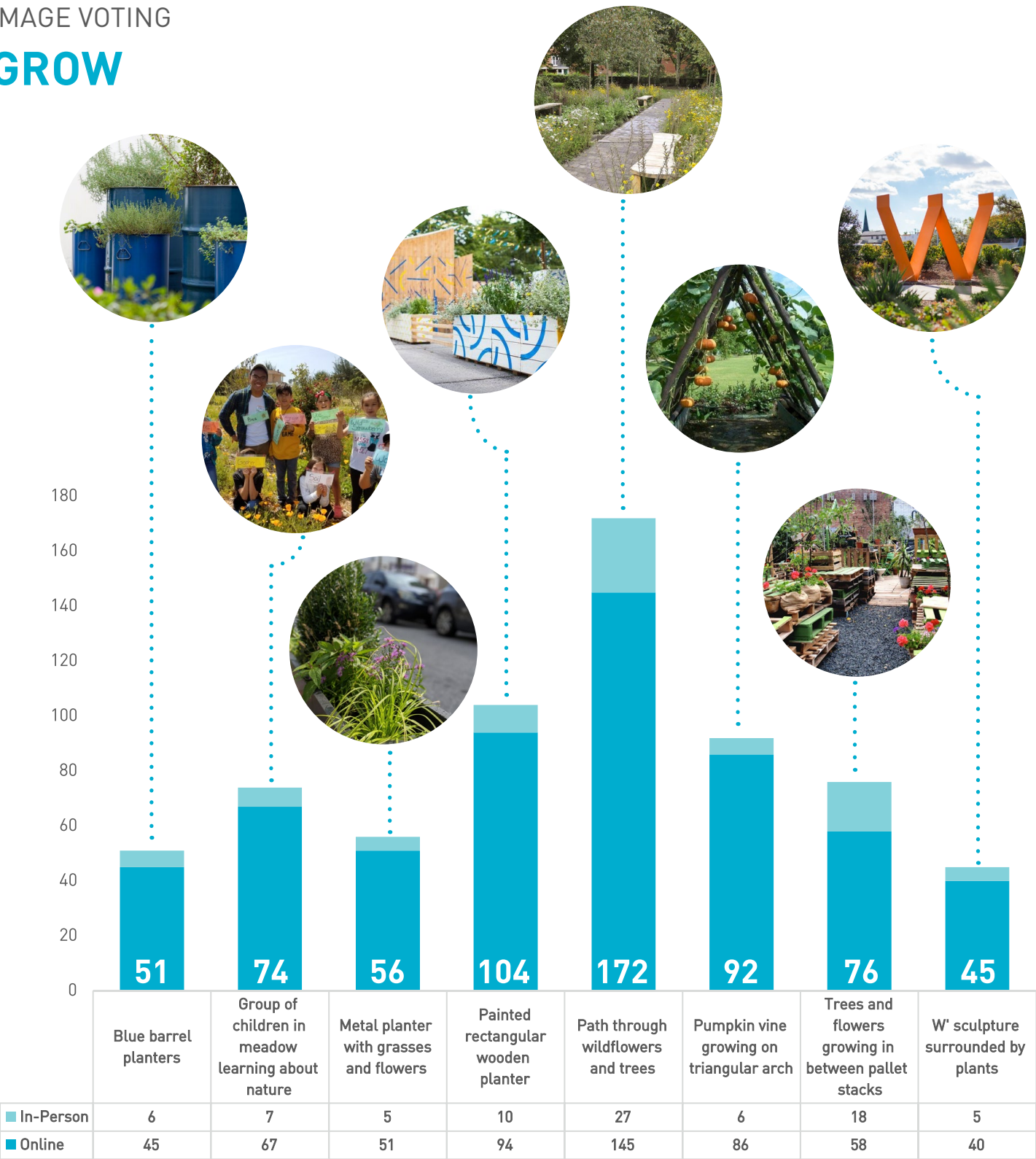
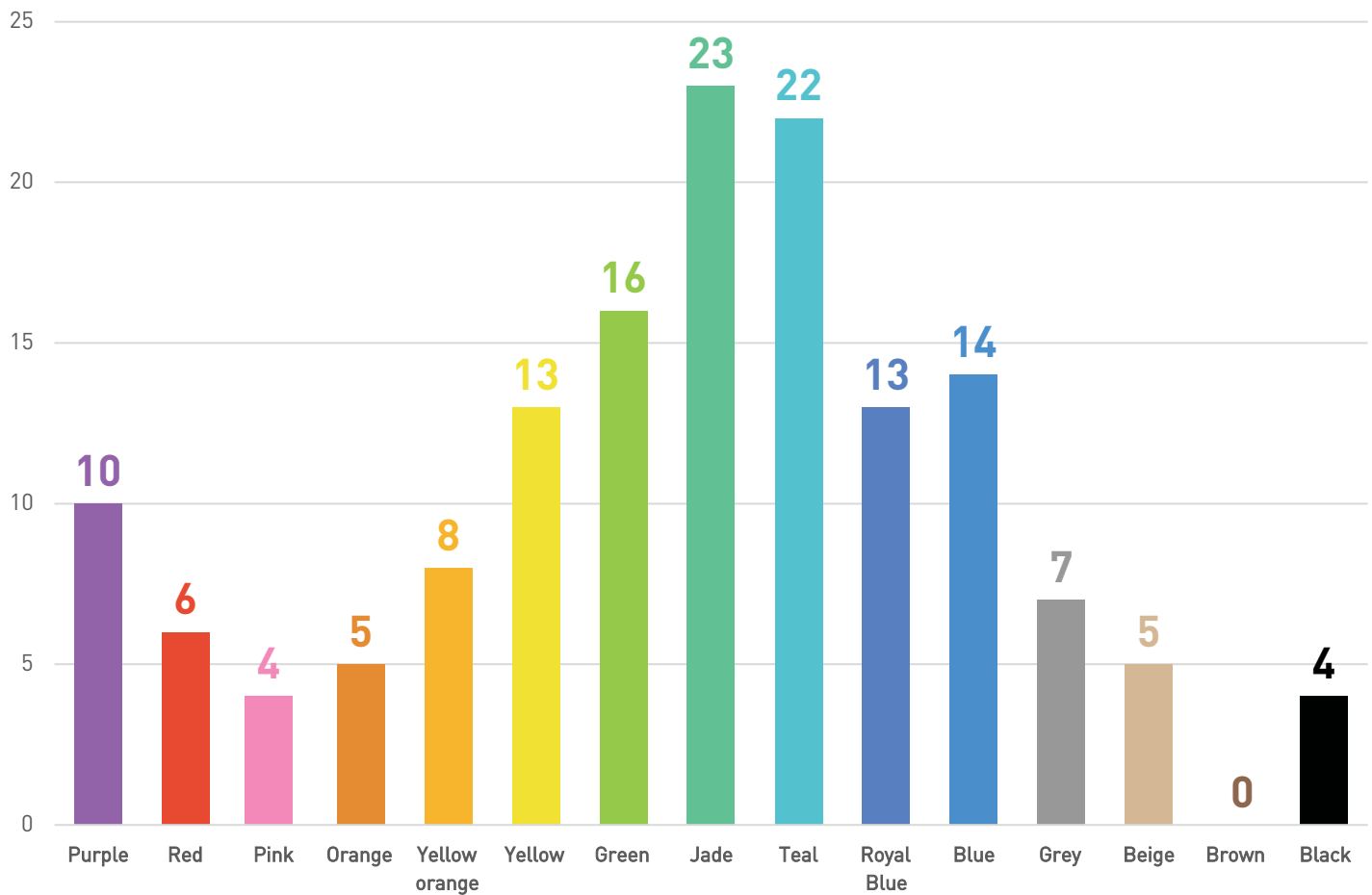


IMAGE VOTING

GROW



COLOR



DESIGN & PROGRAMMING

How can this future public space celebrate the arts and industrial culture and history of the community?

How can public art honor the storied past of the site?

What kind of programming would you like to see here?

What kinds of designs can ensure inclusive and welcoming events?

Open-Ended Survey Questions

Online survey participants were asked four questions regarding history, programming, and inclusivity in the space. These questions were only asked in the online survey.

QUESTIONS

How can this future public space celebrate the arts and industrial culture and history of the community?

By bringing in public art it shows that the area is very community based and thriving the site being next AFAC which is an organization that gives free food away to public in need shows that there is a sense of gathering not only will the space beautify the area it will show that there is value here in Green Valley.

How can public art honor the storied past of the site?

It should tell a local story using as many artistic mediums (public art, music, dance, theatre) as possible. It should be a gathering place where people can learn, relax, and have fun.

What kind of programming would you like to see here?

Make sure it is a place to CREATE music and art, and not just another performance venue or theater stage.

What kinds of designs can ensure inclusive and welcoming events?

Whatever group is deciding the kinds of designs and programs that will ultimately end up in the space should be able to look around that group of colleagues and community members and see diversity. A diverse group of decision makers will lead to the creation of a space that welcomes a diverse group of people.

COMMUNITY RESPONSE

MAKING SPACE FOR ALL ARTS

"Community arts programming, community art studio spaces (music, visual arts, etc) avail for community members, open mic nights, poetry groups, summer movie nights and music events"

Feature & Support Local Artists and Creators

Performance stage
Maker space
Recording and practice studio for musicians
Flexible art/sculpture exhibition space for local artists
Hire local artists to paint murals in the space
Public cinema space

Support the Arts with Community Programming

Open-Mic nights
Art classes/education for all ages
Arts Festivals
Kids performances
Movie Screenings
Partner with local schools and community arts programs

Support Diversity in the Arts

Multi-Cultural Programming
Feature BIPOC artists
Mother Language Day

HISTORY THROUGH STORY TELLING

"The space was history it's been there for a long time"

"Make sure it represents diverse cultures"

Tell history through interactive art, signage, and programming

Interactive art and music
Community-participatory art
Historic markers + plaques
Interpretive signage
Re-use industrial materials
Storytelling events
Walking tours
History for kids

Identifying Specific Threads to Follow

Green Valley
Black and Latinx community
Native peoples
Railroads and the B&O
Tribute to Inner Ear

Ask The Community

Engage local community members
Ask the community what is important to them
Do in-depth interviews with Arlington community members who already use this space

COMMUNITY RESPONSE

MULTI-FUNCTIONAL, FLEXIBLE GATHERING SPACE

"It's in between several frequented areas for pet owners, families, friends meeting - a lot of people from all backgrounds and stages of life go through here."

Create an Open, Welcoming feeling

- Open concept with casual seating
- Gathering space for meetings
- Create many different spaces
- Friendly color palette
- Places for rest and places for play
- Room for festivals, fairs, concerts, meetings

Food-Oriented Programming

- Farmers Market
- Food trucks and food festivals
- Community garden
- AFAC Food Pantry support
- Outdoor cook space

Family-Friendly and Kid-Oriented Programming

- Yoga and fitness
- Board games available to play
- Family picnic nights
- Meditation
- Fire pit
- Thrift market

Add natural elements

- Add more plantings
- Native planting
- "The more nature the better"
- Plant mature shade trees
- Pollinator garden

Include passive use area

- Lots of seating and shade
- Provide spaces separate from loud noise and activity

COMMUNITY RESPONSE

ACCESSIBILITY FOR ALL

“Ensure varying ages, genres, languages cultures, abilities have access & are included in programming”

“This future public space should be welcoming to all ages. There should be age neutral features which can be adaptable to a variety of purposes including environmental art installation and teaching/learning”

Inclusive Mobility design

Provide lots of seating options and shade

Use shuttles for large events

Easy access by foot from all directions

Make sure wheelchair users can navigate the space easily

Consider folks who walk with aids or have trouble walking

Access to Information

Promoting events through multiple methods to reach more people

Incorporate multiple languages in promotion

Improve Safety

Ensure visibility

Lighting

Not too many mature trees and shrubs

Multi-cultural and inclusive programming

Programming caters to a wide variety of cultures

Multiple languages are used in programming

Make events financially accessible

Low or no-cost events

Be Age Inclusive for kids and elderly folk

Age-neutral features

Create quiet/passive spaces so the whole site is not filled with noise

Respect unhoused individuals

No hostile architecture

OPEN-ENDED SURVEY QUESTIONS

COMMUNITY RESPONSE

THOUGHTS & CAUTIONARY ADVICE

These survey participants are not necessarily the majority, but their ideas should still be taken under consideration

Keep It Simple

Low maintenance

Don't make it overly designed or "cutesy" - Keep colors and lines simple

Let the art be the focal points of the space

Do Nothing

The area is not safe and everything will be stolen

Keep the site programming as is

Don't Focus on History

History should not be a priority, instead keep it focused on the art and local artists

Don't Replicate Programming of Jenny Dean Park

"It needs to fill a need that is existing and not replicate things that are already available to the community within Jennie Dean Park."

We need more parking

"Parking lot for visitors and staff at the AFAC center across the street. The parking was taken away. I have no doubt Arlington could make it both an art space and a parking lot.."

"pave "paradise" and please, please, please, put up a parking lot"

I don't want loud music

"Let's have NO piped-in NOISE."

Turn it Natural

"Convert this into natural area devoid of programming. Put programming somewhere else in the community.."

"Natural settings only. No events."



Community Inspiration

Online survey participants were asked for inspiration in the form of a song and the reason participants are interested in the project.

MUSIC INSPIRATION

If you could choose any song to serve as inspiration for the musical essence of this place, what would it be?

Joyful, Upbeat, and Celebratory

Can't Stop the Feeling <i>Justin Timberlake</i>	Celebration <i>Kool and the Gang</i>	Happy <i>by Pharrell Williams</i>	September <i>Earth, Wind, and Fire</i>	Walking on Sunshine <i>Katrina and the Waves</i>	Circle of Life <i>The Lion King</i>
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From the D.C. Hardcore Scene / Inner Ear Homage

<i>Something from a band that recorded at Inner Ear</i>	My better Half <i>One Last Wish</i>	Weenie Beenie <i>Foo Fighters</i>	Semi Blue Tile <i>Slant 6</i>	Salad Days <i>Minor Threat</i>	Bad Mouth <i>Fugazi</i>
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Social Anthems

Immigrants (We Get the Job Done) <i>Hamilton Soundtrack</i>	New Agenda <i>Janet Jackson</i>	I Will Survive <i>Gloria Gaynor</i>
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To Be Taken Literally

Let it Be <i>The Beatles</i>	Big Yellow Taxi <i>Counting Crows</i>	It's Getting Hot in Here <i>Nellie</i>
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Go Go Vibes

<i>Add in some Go Go please</i>	It Don't Mean a Thing if It Don't got the Go Go Swing <i>Chuck Brown & the Soul Searchers</i>
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MUSIC INSPIRATION

Hope, Togetherness & Community

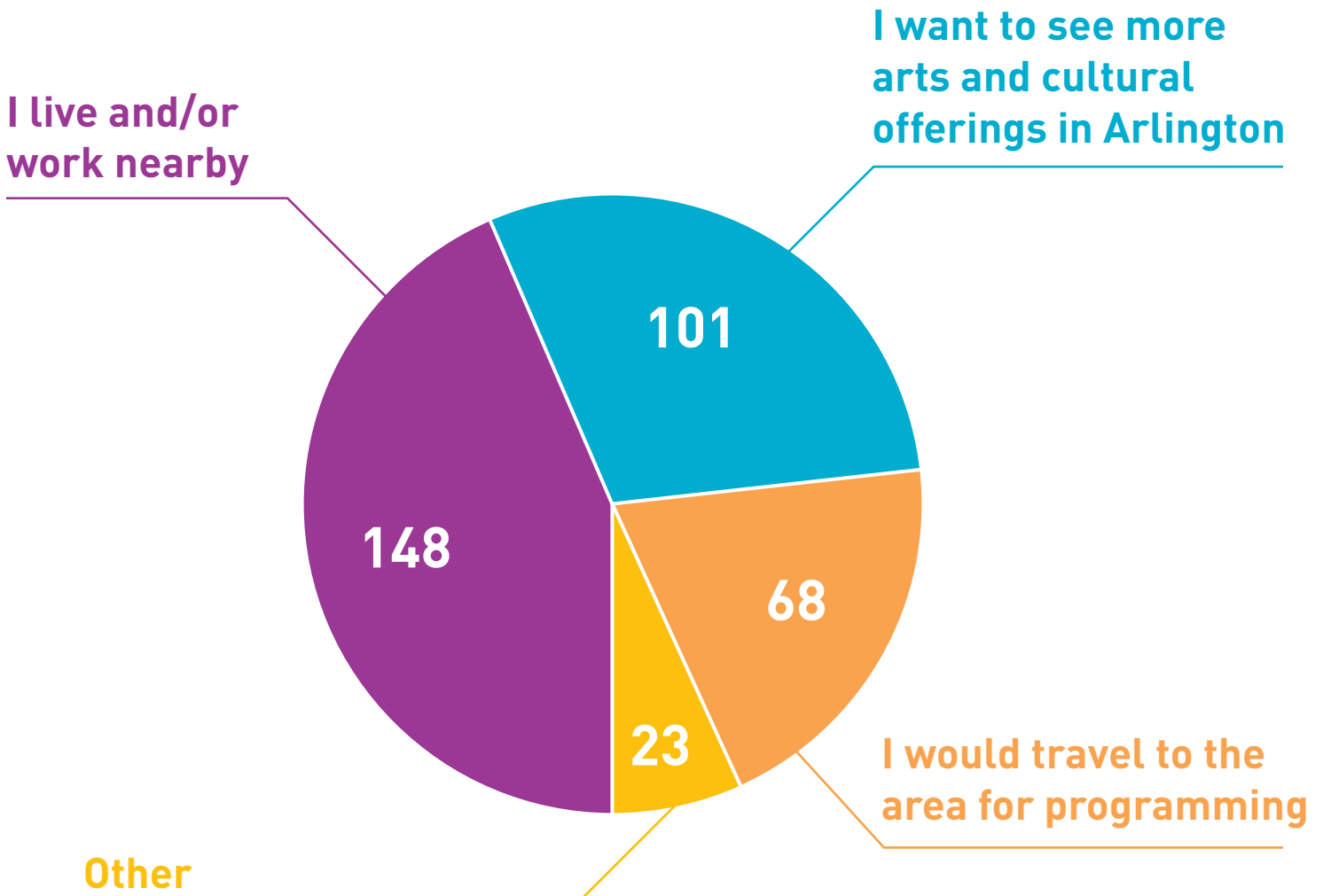
Let's Get Along <i>Anwar</i>	Come Together <i>The Beatles</i>	El Mismo Sol <i>Alvaro Soler</i>	This Land is Your Land <i>Woody Guthrie</i>	Everyday People <i>Sly & The Family Stone</i>	Here Comes the Sun <i>The Beatles</i>
We are the World <i>USA for Africa</i>	One Love <i>Bob Marley</i>	What a Wonderful World <i>Louis Armstrong</i>	Get Together <i>The Youngbloods</i>	Imagine <i>John Lennon</i>	This Little Light of Mine <i>Odetta</i>
Somewhere Over the Rainbow	We Shall Overcome <i>Pete Seeger</i>				

Other

Take me Out to the Ball Game	Saturday in the Park <i>Chicago</i>	Sunny Day	Up on the Roof <i>The Drifters</i>	Water Fountain <i>Tune Yards</i>	Norfolk Sound <i>Ray T Jones</i>
BIPP <i>SOPHIE</i>	Palta <i>Nexus</i>	It Was a Good Day <i>Ice Cube</i>	How Great Thou Art <i>Elvis Presley</i>	His Eye is on the Sparrow <i>Whitney Houston</i>	Sawaar Loon <i>Monali Thukar</i>
For Sure <i>Future Islands</i>	The Underdog <i>Spoon</i>	The Rubberband Man <i>The Spinners</i>	Next to Me <i>Rufus du Sol</i>	<i>Uptempo Classical, No Voices</i>	<i>Jazz</i>

GAUGING INTEREST

Tell us more about why you are interested
in the new creative open space



"I'm an Arlington Artist"

"I would love to see art, nature, and inclusion combined"

"I would like to see this area get more attention"

"I am looking for a performance/creative space"

"I pass by this space while biking/walking and would love to be able to use it"



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