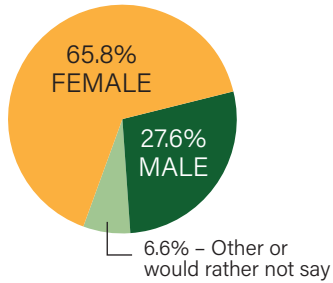


# Reimagining White Oak Community Survey Results

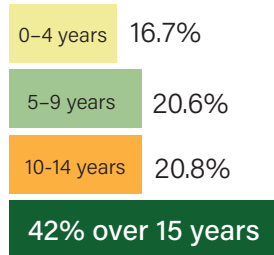
In 2023, Friends of White Oak issued its first “Reimagining White Oak” survey to gather community feedback that can inform economic strategy and growth in the White Oak area of East County in Silver Spring, Maryland. The survey received **675 responses** from a wide range of community members after promotion via email, social media, in-person outreach at community events, and media coverage in a local news outlet. Highlight of key findings are below.

## Demographics

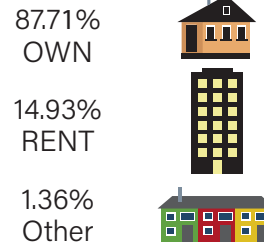
Respondents by Gender



Length of Time Living in White Oak



Primary Residence



## Sears Building Redevelopment

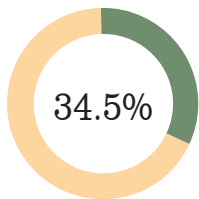


A central and long-time landmark in White Oak, the survey included specific questions about the potential redevelopment of the Sears building, which closed its doors in 2021 — 55 years after it first opened there.

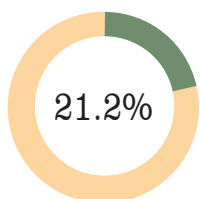
Are community members interested in what happens to the Sears property?



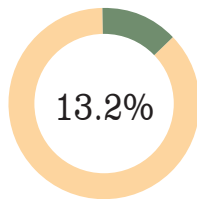
## Top Community and Economic Needs in White Oak



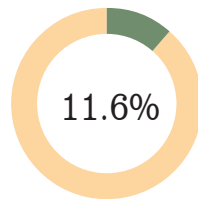
Safe Community



Affordable Housing



Access to Transportation



Access to Healthy Food

## Top Ideas for Growth

Independently-owned Restaurants  
62.7%

Small boutiques and local retailers  
48.3%

Mixed Retail and Housing  
31%

Trees and Streetscapes  
30%

Respondents who “strongly agree” with these ideas for the Sears building



To read the full report, go to [www.friendsofwhiteoak.org](http://www.friendsofwhiteoak.org).