

# VAN NESS VISION FRAMEWORK

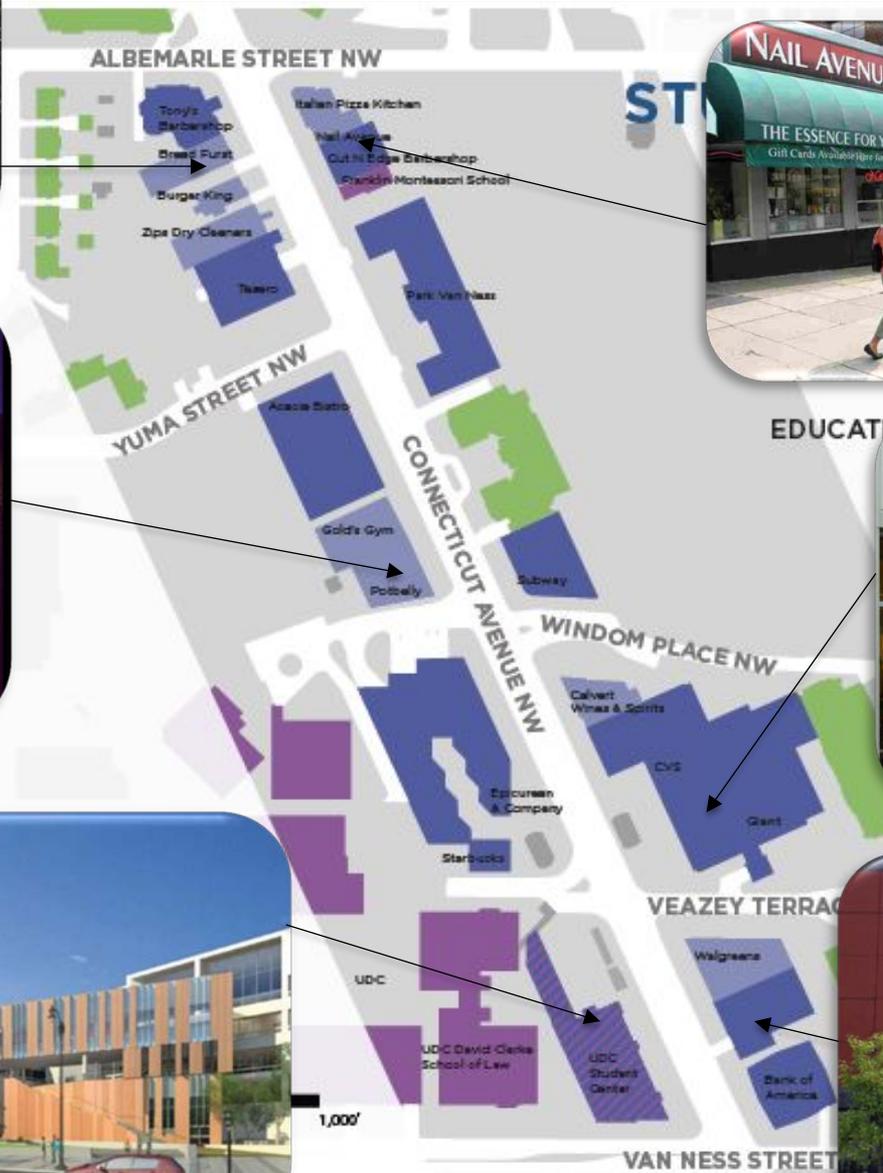
COMMUNITY WORKSHOP

January 31, 2015

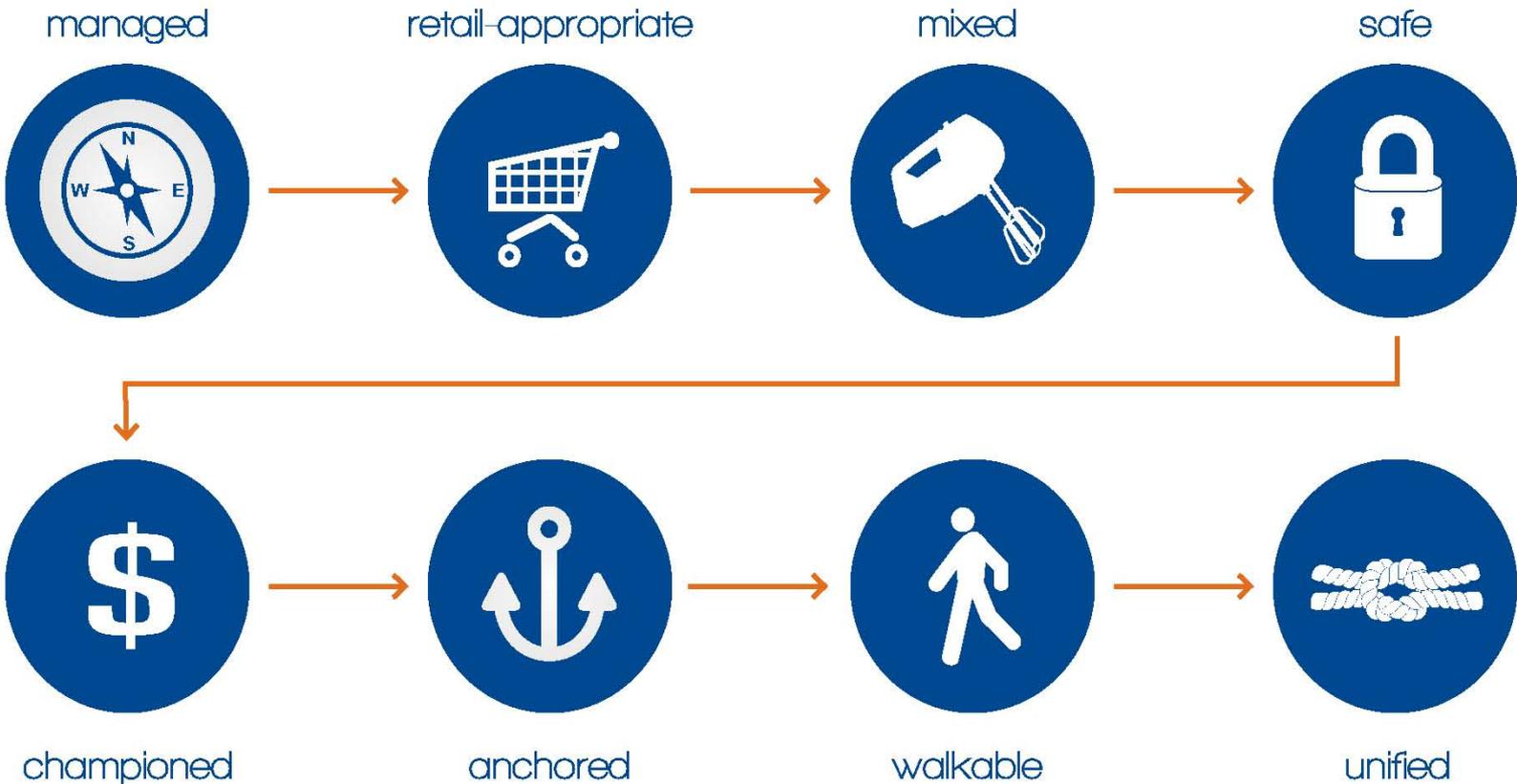
District of Columbia  
Office of Planning



# FOCUS OF THE FRAMEWORK



# LOOKING BACK: DC VIBRANT RETAIL STREETS



# LOOKING BACK: DC VIBRANT RETAIL STREETS

## VIBRANTSTREETS



### STARTING POINT EVALUATION:

No two streets are alike. The Vibrant Streets Toolkit was designed to aid commercial districts that are emerging as well as established environments. Your answers to the following questions will indicate where your efforts to encourage, revive, or reestablish great retail should begin.

Does your neighborhood have an active business improvement district (BID), Main Street program, merchants' association, non-profit organization, or assigned committee on a community or civic association that oversees business activity in your retail district?

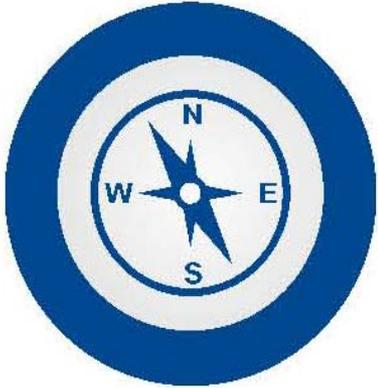
YES  NO

Is there one firm or individual who owns a majority of the parcels included in your retail district?

YES  NO

*If you have answered NO to any of these questions, your Vibrant Street initiative will begin with  
Item #1: MANAGED.*

## step 1: is your street MANAGED?



- Does your neighborhood have an organization that oversees business activity in your retail district?
- Is there one firm or individual who owns a majority of the parcels included in your retail district?



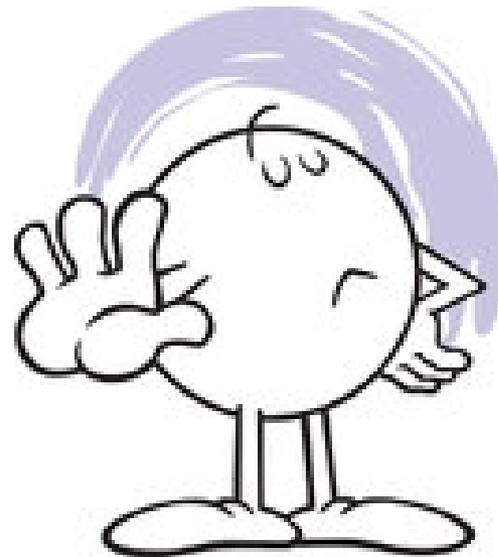
You need a single entity to organize, represent, and oversee interests that impact the entire street.

# WHAT DOES IT TAKE?

*If only we just...*

*With this one project, we will...*

*If the District gave us money to...*



## WHAT DOES IT TAKE?

A majority of stakeholders undertaking a coordinated set of many small initiatives , each contributing to a comprehensive goal.



**Do not wait for  
a silver bullet!**

# VISION OF A VIBRANT STREET



# WHAT DOES IT TAKE?

- Walkable (and gather-able) environment
- Distinctive public realm
- Strong local market
- Right-sized amount and appropriate retail spaces
- Cooperative and coordinated community

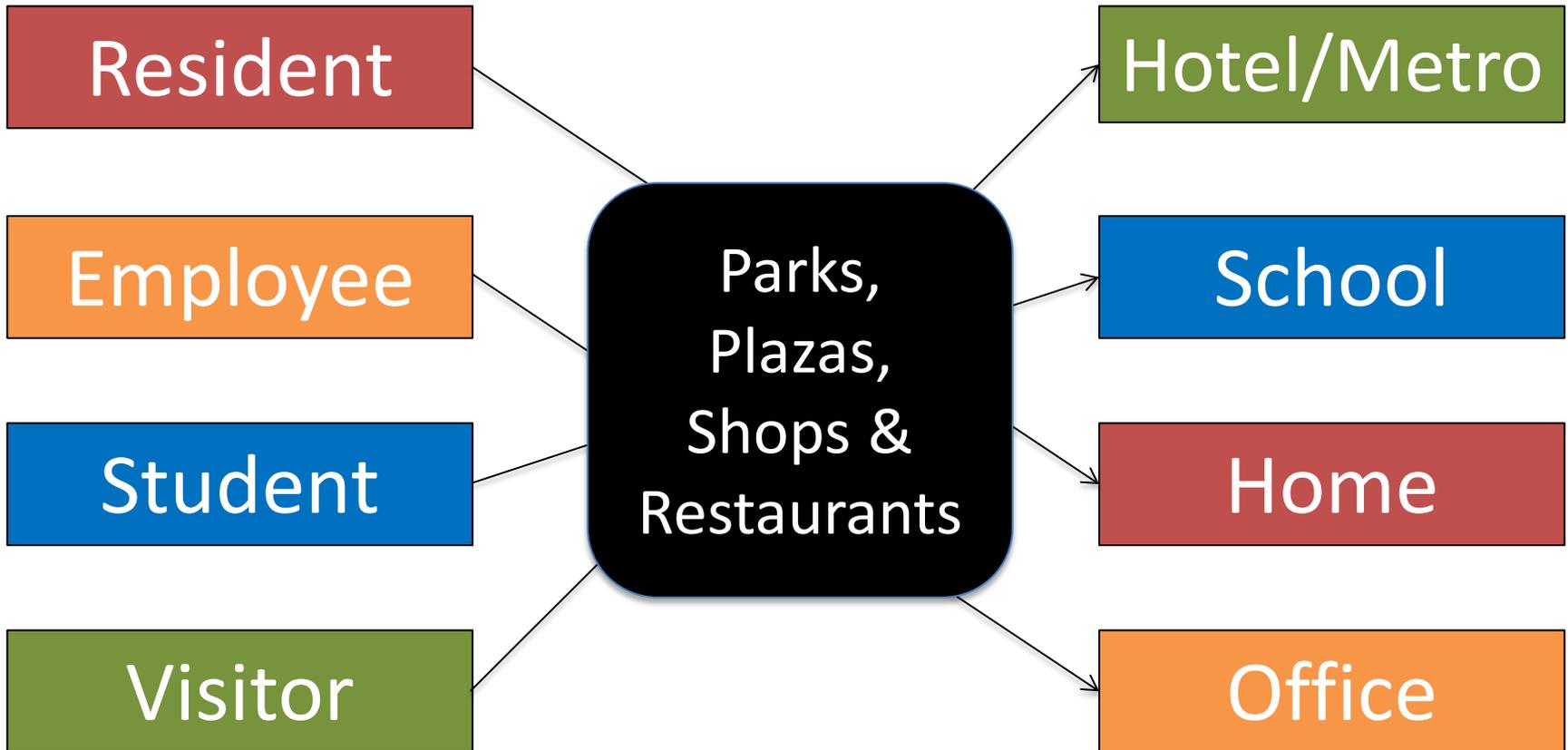
# IS VAN NESS WALKABLE?

Walk Score®  86

## **Very Walkable**

Most errands can be accomplished on foot.

# A GATHERING SPACE?



EXERCISE 1

POP QUIZ!

# WHO IS CONNECTICUT AVENUE FOR?



VEHICLES



Source: vhb



RETAILERS &  
CUSTOMERS



Source: natco.org



PEDESTRIANS



Source: natco.org



TRANSIT &  
TRANSIT  
RIDERS



www.dccondobourne.com



# COLD, HARD TRUTH ABOUT CONN. AVE.



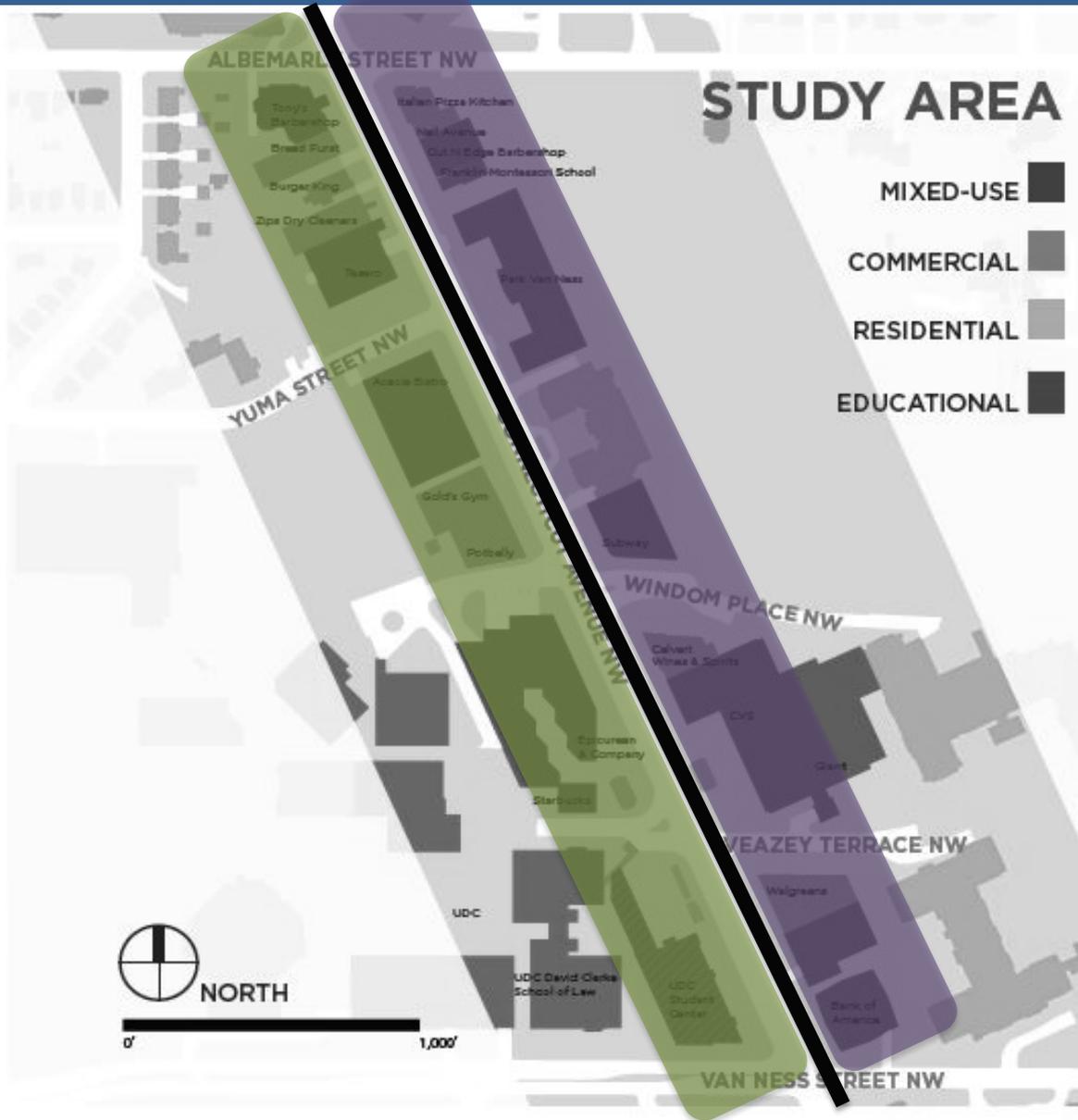
- Major Commuter Route
- 40,000 Vehicles Per Day
- DC Evacuation Route

# COLD, HARD TRUTH ABOUT CONN. AVE.

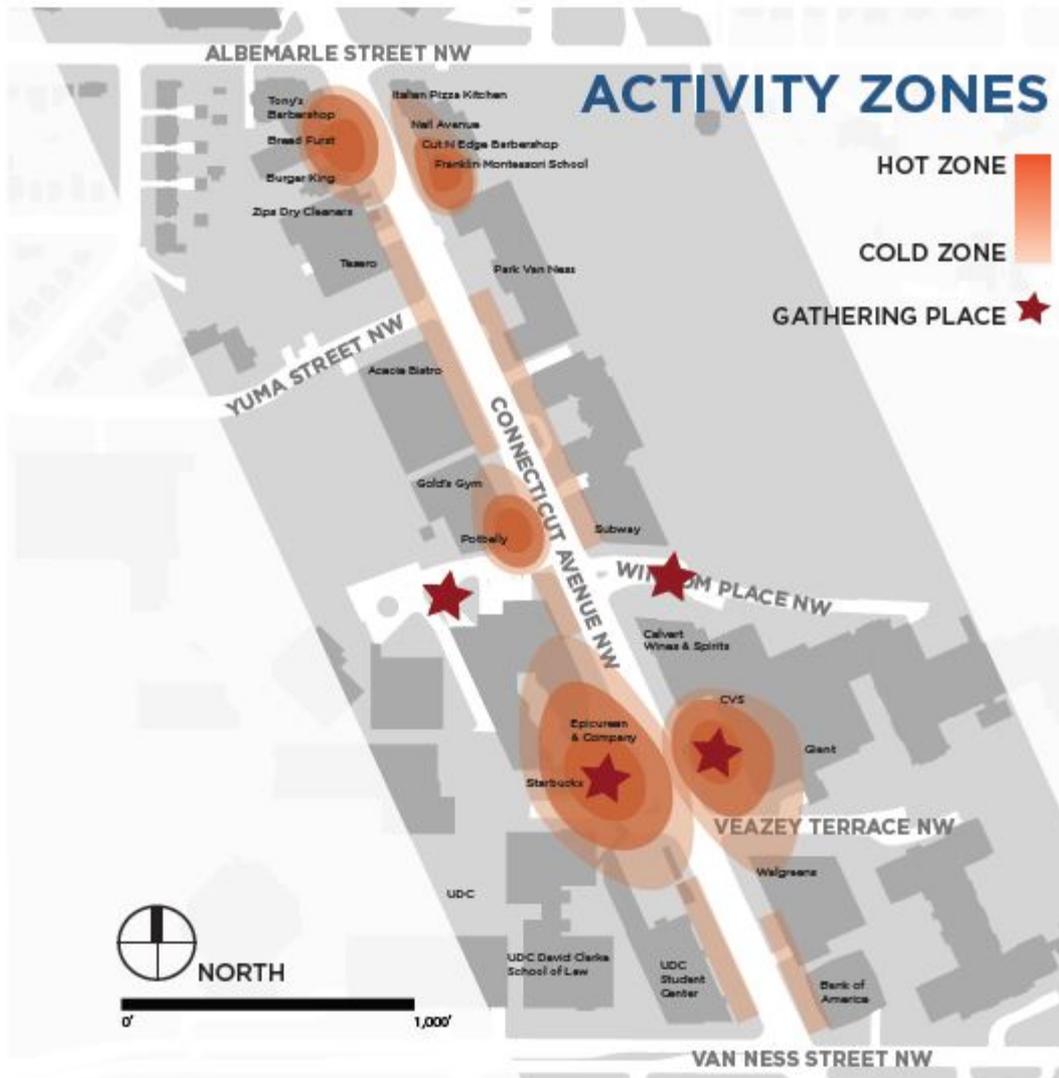


- Four travel lanes
- Two parking lanes
- 40 foot sidewalks
- 135 ft wide

# IMPACT OF CONNECTICUT AVENUE



# PUBLIC SPACE UTILIZATION (TODAY)



## WALKABLE?

While there are a few places pedestrians tend to congregate (METRO or successful retail), these are separated by wide expanses of uninviting or downright *pedestrian hostile* places.

## GATHERABLE?

There is room to gather, but no current space that is detailed to *encourage* gathering.

# VAN NESS PUBLIC REALM



Is this INVITING to pedestrians?

HOSTILE?

NEUTRAL?

The width offers the opportunity to build in the potential.



# PEDESTRIAN-FIRST STREETScape



- SCALE
- MATERIALS
- ACCESS AND MOBILITY



# GATHERING?



Is there someplace to GATHER?

- FORMAL?
- INFORMAL?

Where can people come together to socialize and communicate?



# NOTHING NEW UNDER THE SUN...



Office of Planning, 2010

# PUBLIC SPACE - OPPORTUNITIES



## OPPORTUNITY SITES

- WIDE SIDEWALKS
- UNDERUTILIZED SIDE STREETS

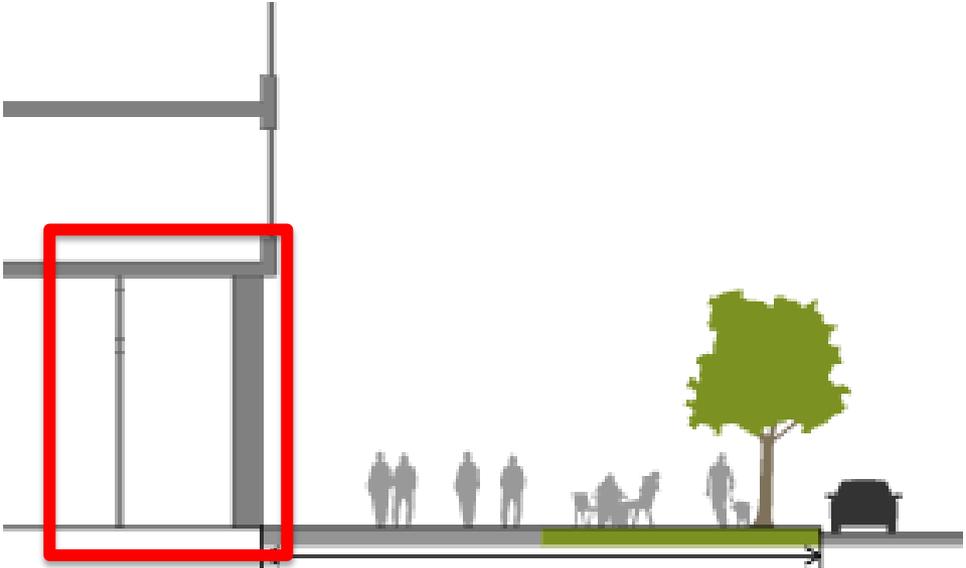
## WHY?

- BRANDING
- SUSTAINABILITY

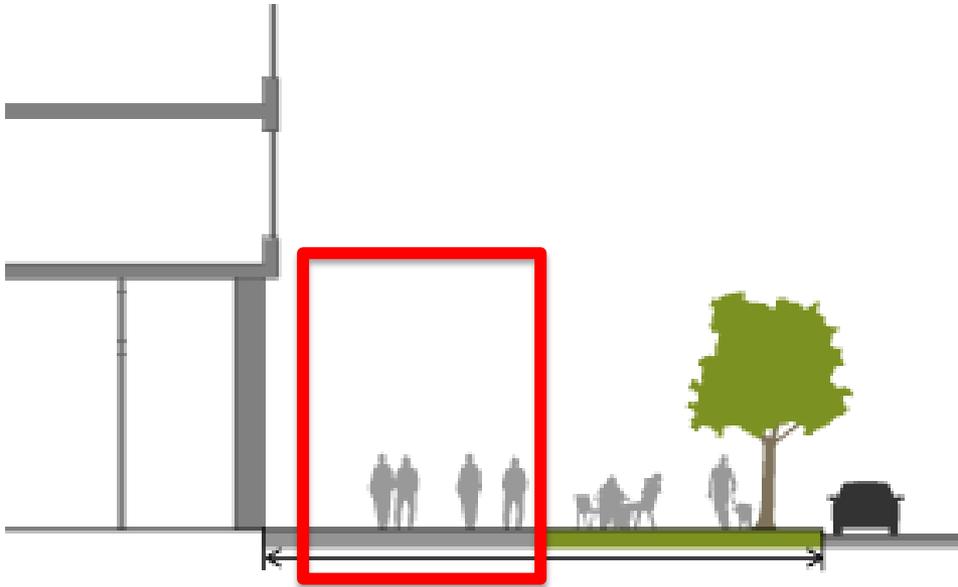
## HOW?

- WITH LANDSCAPING
- WITH PERVIOUS PAVERS
- WITH L.I.D.s

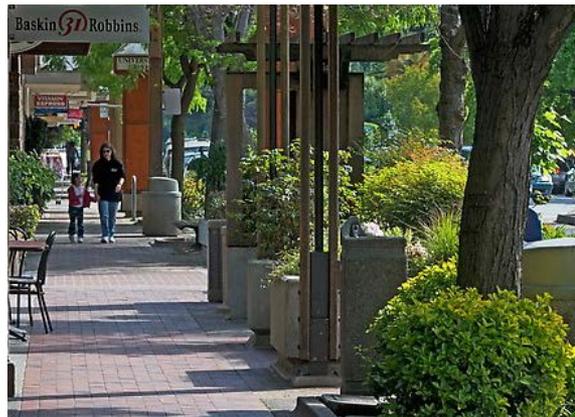
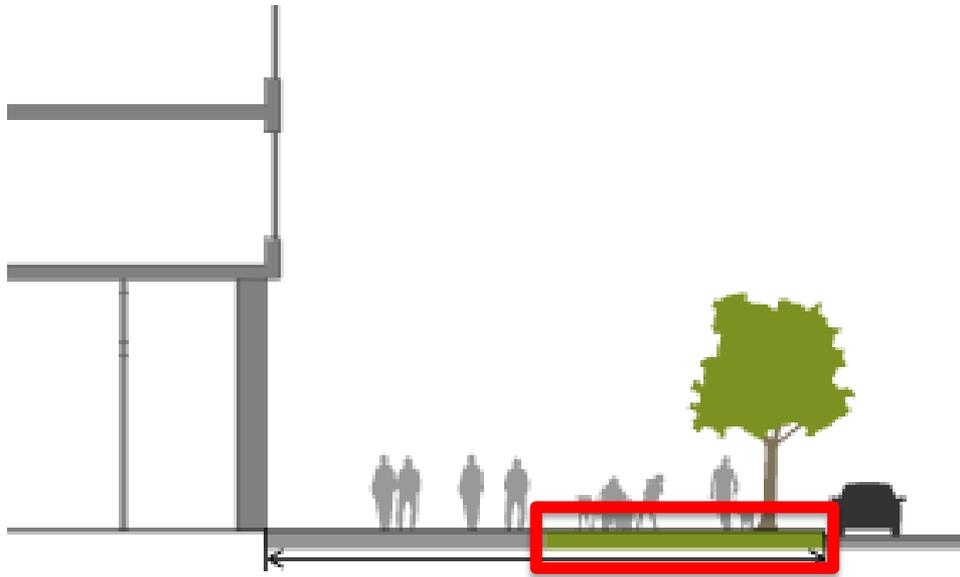
# RETAIL AS PART OF THE PUBLIC SPACE



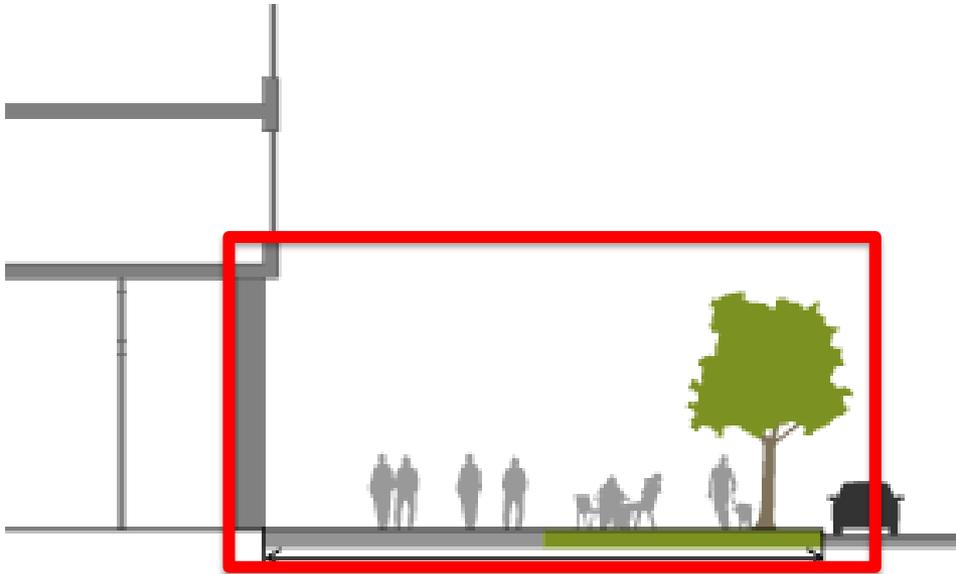
# PEDESTRIAN PATHWAYS



# AMENITY ZONE



# STREETSCAPE





next stop

Carrollton

brick & tin

W

4250

next

next

next

next

next

next

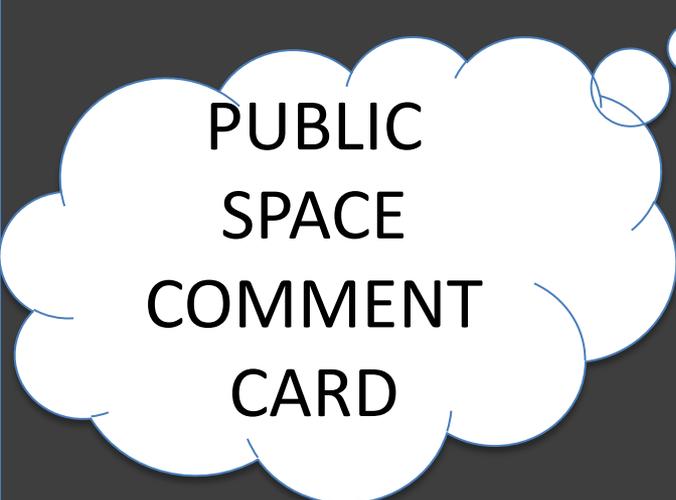
next

next

next

# WHAT DO YOU THINK?

about public space in Van Ness

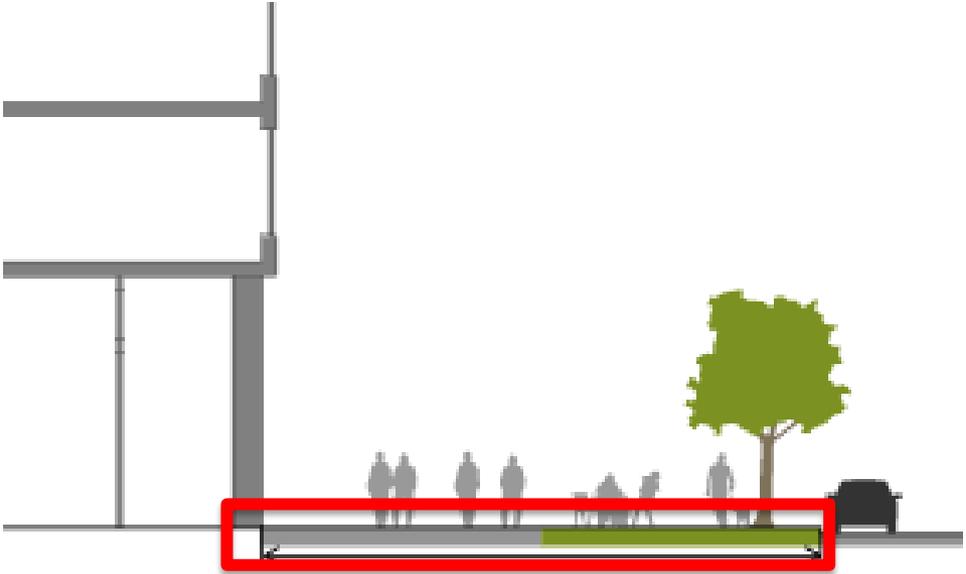


PUBLIC  
SPACE  
COMMENT  
CARD

**What would you like to see changed, added or enhanced ?**

- Gathering places
- Crosswalks
- Permanent public art
- Temporary art installations
- More trees
- Street tree planting strips
- Better signage to creek/trail
- Signature event plaza
- Private planters
- Sidewalk on Windom Pl NW
- Public benches
- Bicycle parking
- Bicycle lanes
- Newspaper boxes
- Pedestrian scale lighting
- Banners for the corridor
- Consistent materials, planters & furnishings
- Outdoor dining opportunities

# SUSTAINABLE INFRASTRUCTURE



# WHAT DO YOU THINK?

about sustainability in Van Ness



## SUSTAINABILITY COMMENT CARD

**What would you like to see changed, added or enhanced ?**

- Stormwater-friendly treatments with native plants
- More trees
- Bicycle parking
- Bicycle lanes
- Space for farmers market
- Pervious paving (water can pass through to the ground)
- Widen street tree planting strips
- Program for a herb, vegetable, or fruit gardens in public space
- Initiative to retrofit or install green roofs
- Recycling collection along the corridor
- Recycling rate improvement among retailers and eateries
- Examine alleys for DDOT's green alley initiative

## EXERCISE 2

SHOW YOUR PUBLIC SPACE  
PREFERENCES

# THE PURPOSE OF RETAIL

Retail as Identity

Retail as Amenity

Retail as \$\$\$ Generator

Retail as Civic Use

Retail as Commerce

# DEFINING RETAIL

## Retail is:

- Clothing stores
- Drugstores
- Grocery stores
- Restaurants
- Coffee Shops
- Nail Salons
- Barber Shops
- Shoe stores



## Retail is NOT:

- Banks
- Gyms
- Law Offices
- Doctor's Offices
- Travel Agencies
- Tax/Financial Planning Services

Total Amount of  
Customers and  
Spending

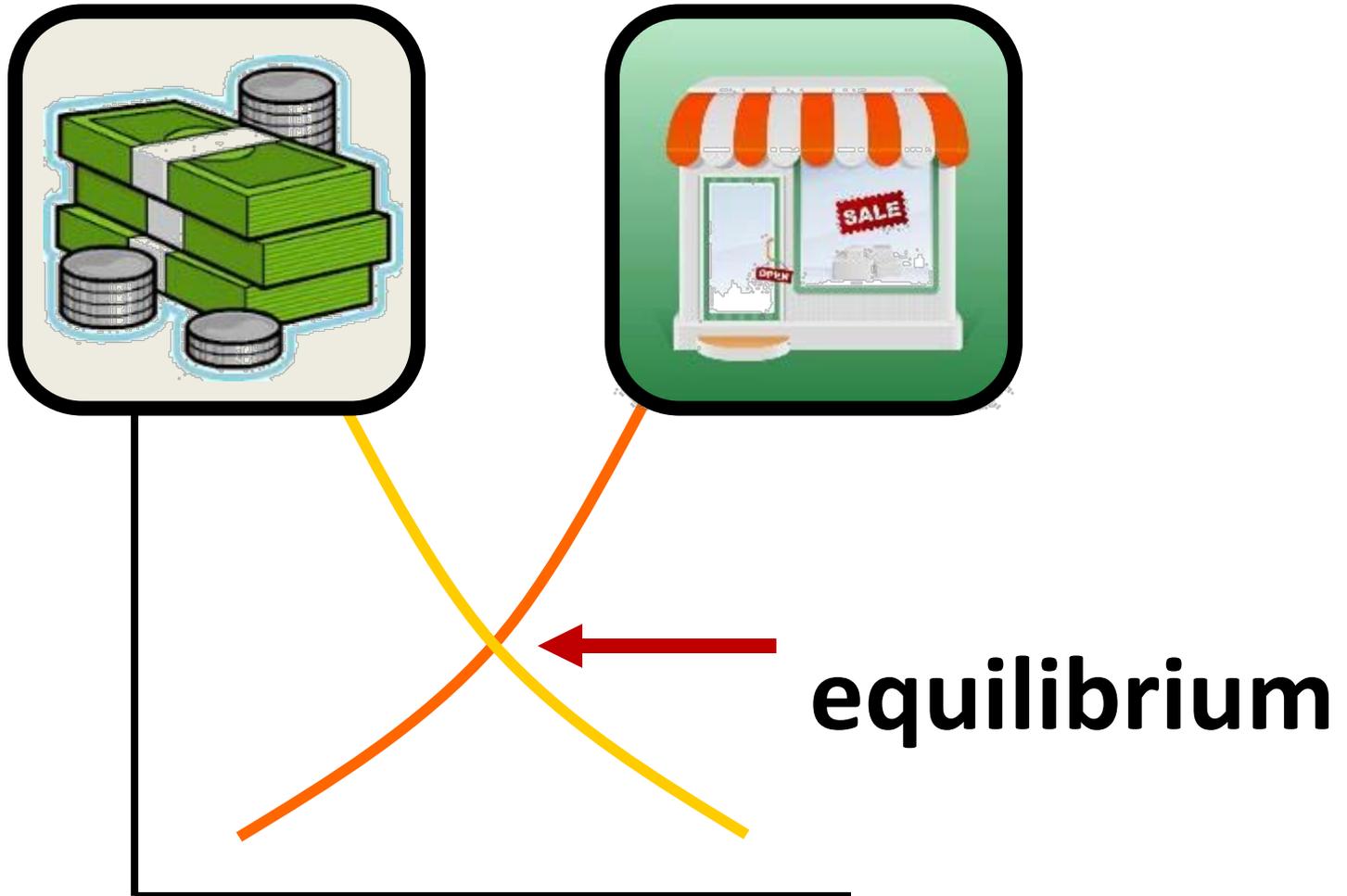


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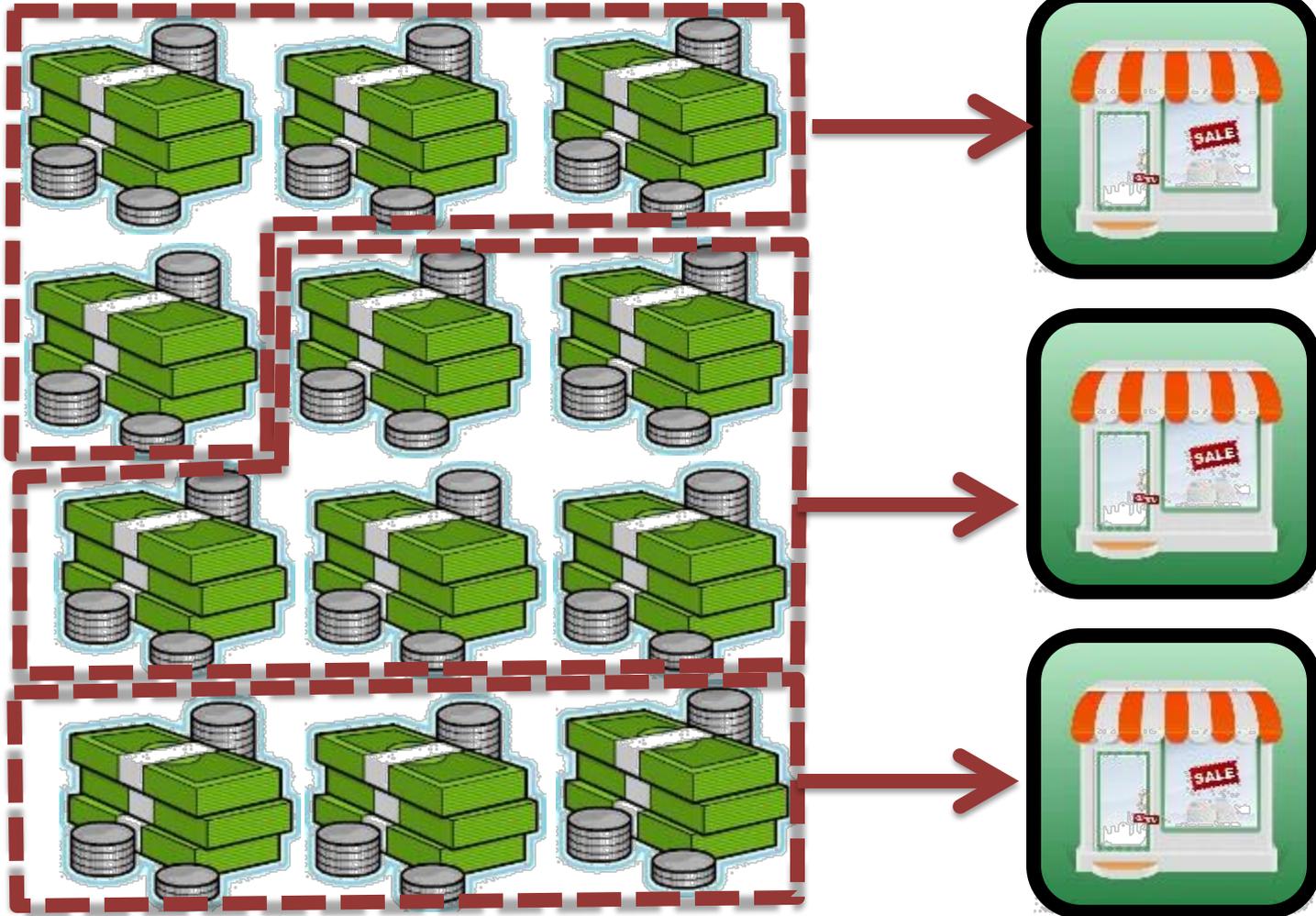
Total Amount and  
Type of Retail  
Establishments



# FINDING WHERE SUPPLY MEETS DEMAND



# ALLOCATING DEMAND TO SUPPLY



# NEIGHBORHOOD GOODS & SERVICES (NG&S)



- Grocery
- Pharmacy
- Florist
- Dry Cleaners
- Nail/Hair Salon
- Wine/Liquor Store



## Basic Needs

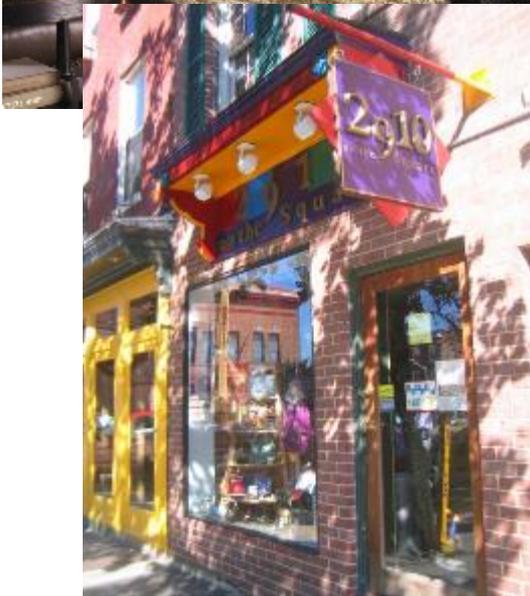
# FOOD & BEVERAGES (F&B)



- Restaurant
- Cafe
- Bar
- Coffee Shop
- Sub Shop
- Ice Cream Store
- Fast Food

## Dining Out

# GENERAL MERCHANDISE (GAFO)



- Clothing Store
- Shoe Store
- Furniture Store
- Electronics Store
- Jewelry Store
- Bookstore
- Home Décor Store
- Hardware Store
- Sporting Goods Store
- Card Store
- Office Supplies Store
- Pet Store
- Toy Store
- Discount Variety Store
- Thrift Store

## Shoppers' Goods

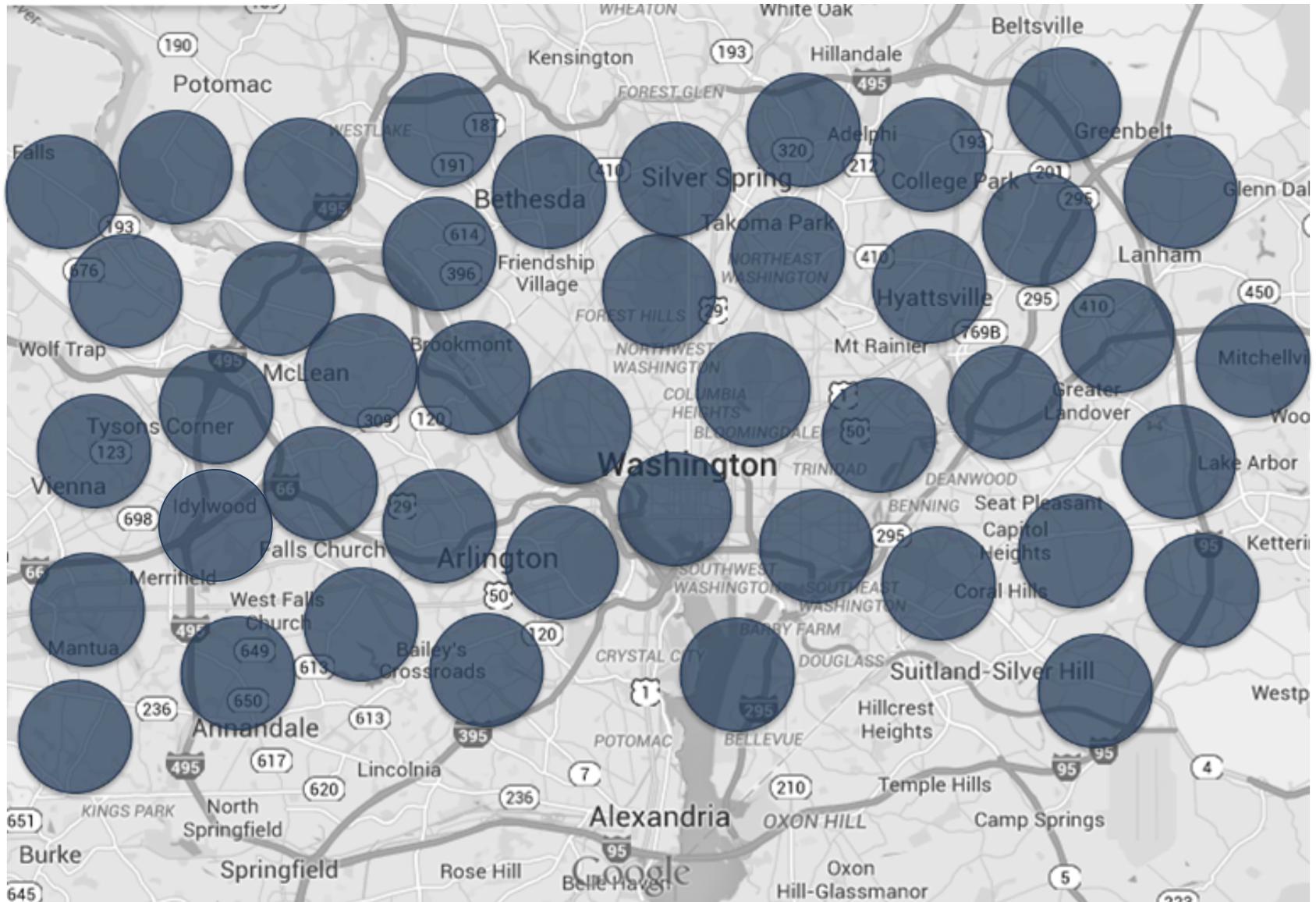
# FUNDAMENTALS OF RETAIL MARKETS

Where do I go for an emergency cup of sugar? (almost daily)

Where do I shop for a special gift? (monthly +)

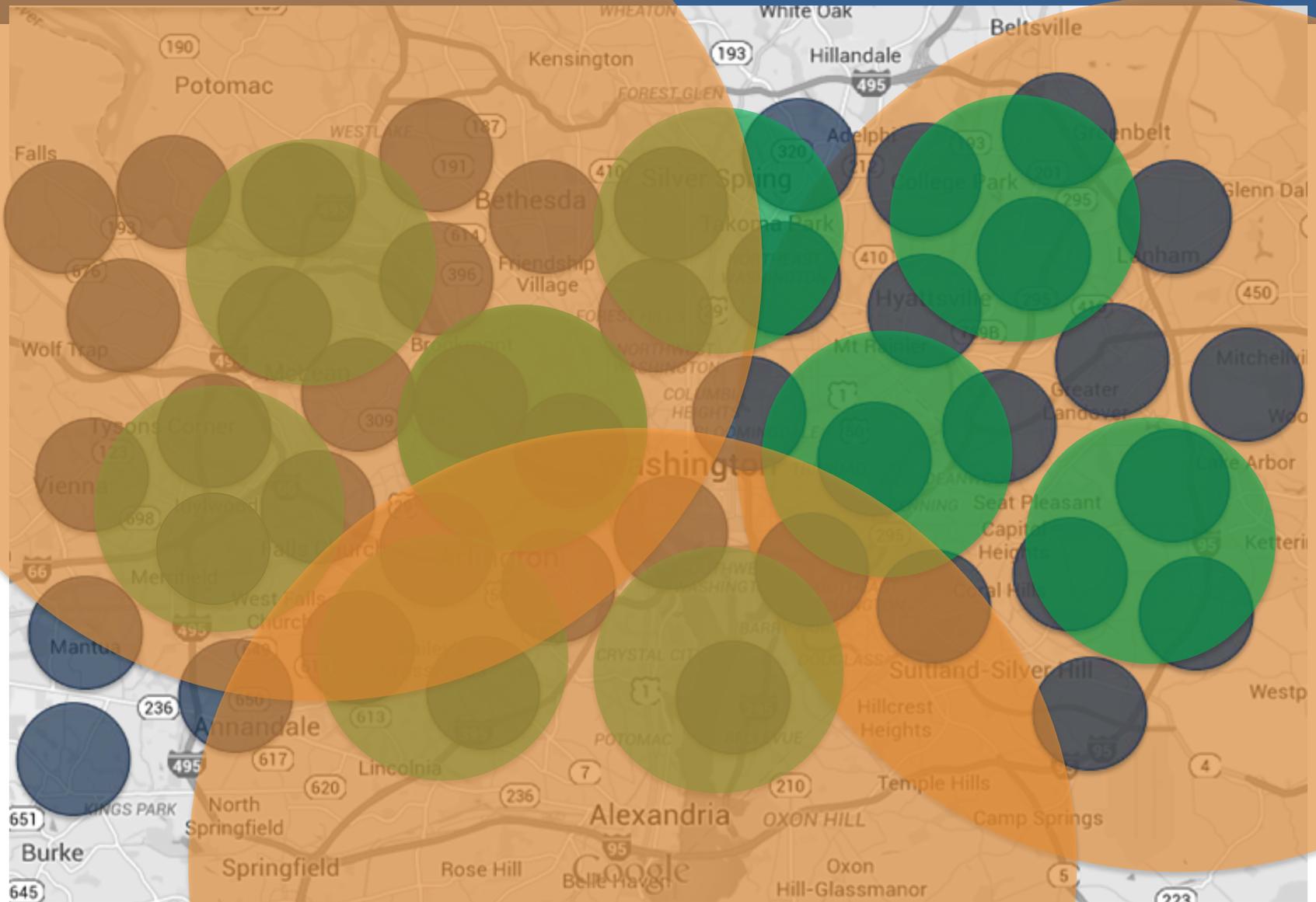
Where do I go for groceries, prescriptions, maybe dinner? (weekly)

# FUNDAMENTALS OF THE DC RETAIL MARKET

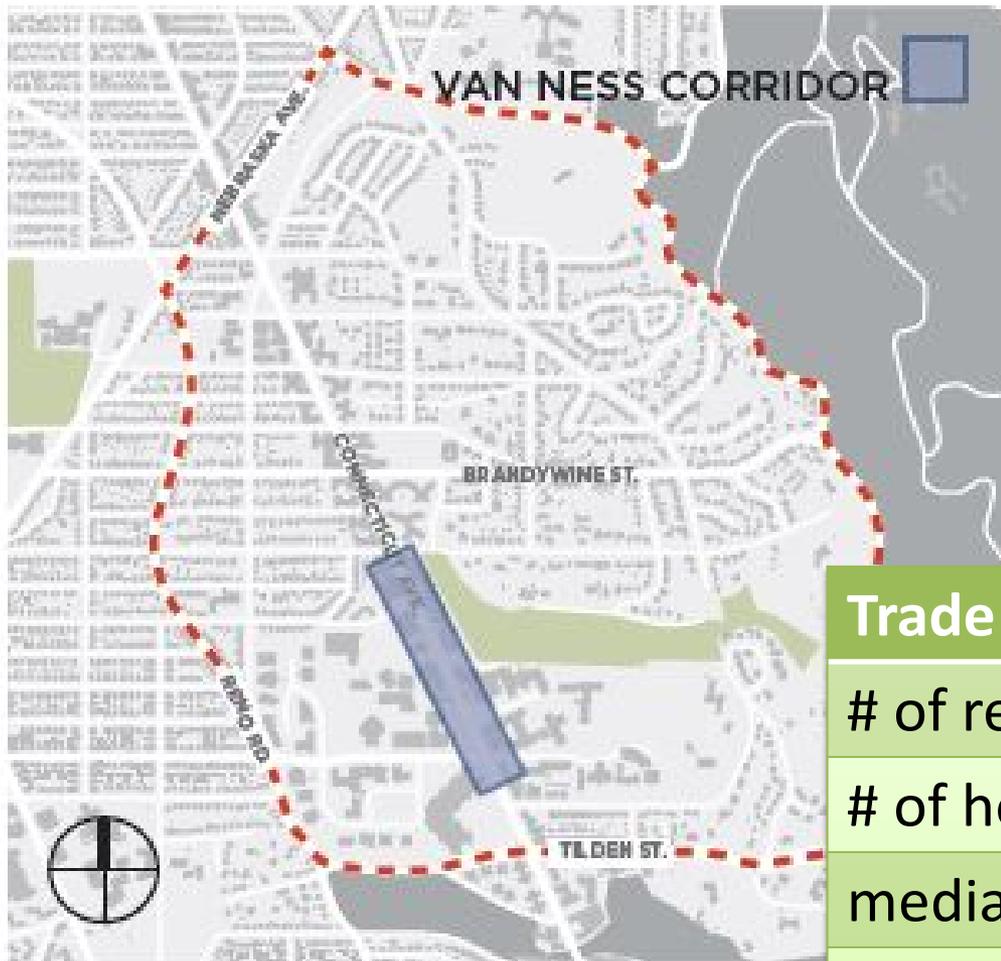




# FUNDAMENTALS OF THE DC RETAIL MARKET



# VAN NESS AS A RETAIL MARKET



Trade Area Stats	#s
# of residents	11,326
# of households	3,004
median HH Income	\$91,000
daytime employees	4,178
FTE students (UDC)	3,638

SOURCE: The Nielsen Company/Claritas, UDC Factbook (2013)

# RETAIL DEMAND CALCULATION

TOTAL ESTIMATED RETAIL DEMAND		
RETAIL CATEGORY	AMOUNT OF POTENTIAL RETAIL SPENDING	SQUARE FEET OF POTENTIAL RETAIL DEMAND
<b>NG&amp;S</b>	\$18,805,500	62,500
<b>F&amp;B</b>	\$11,712,000	32,000
<b>GAFO</b>	\$2,568,000	7,000
<b>TOTAL</b>	<b>\$33,085,500</b>	<b>104,500</b>

# EXISTING RETAIL SPACE

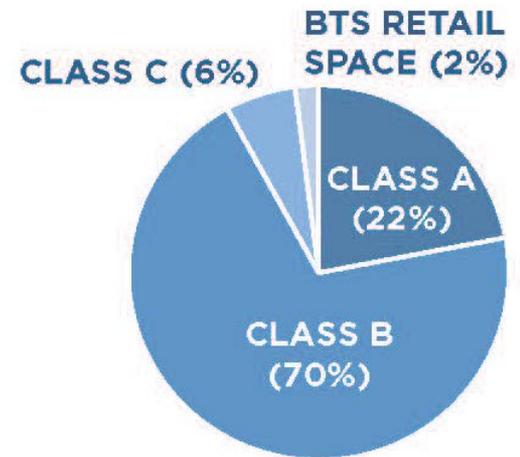
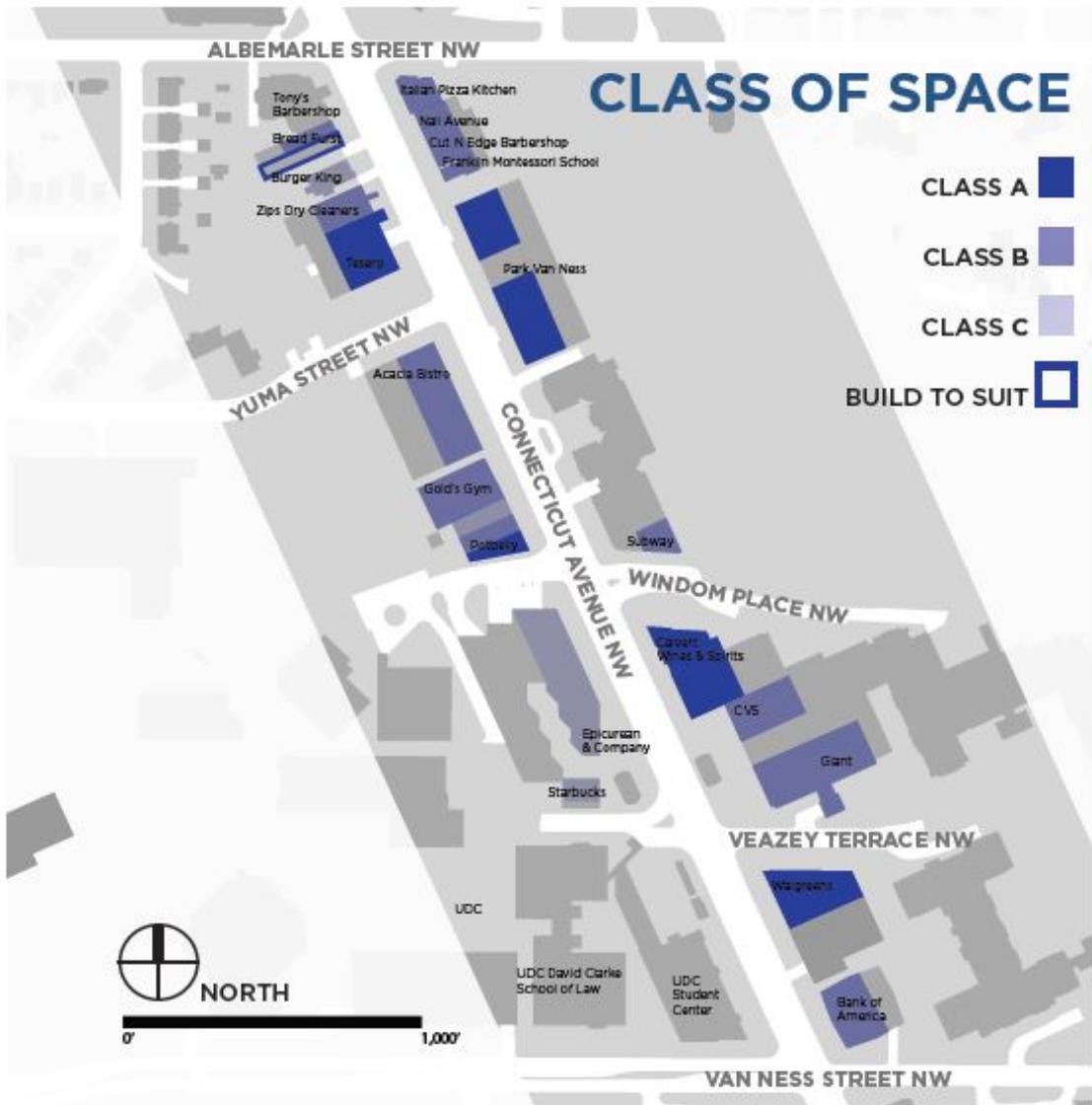


TOTAL AMOUNT OF  
RETAIL IN VAN NESS  
TODAY:

92,487 SF

But not all retail is  
created equal...

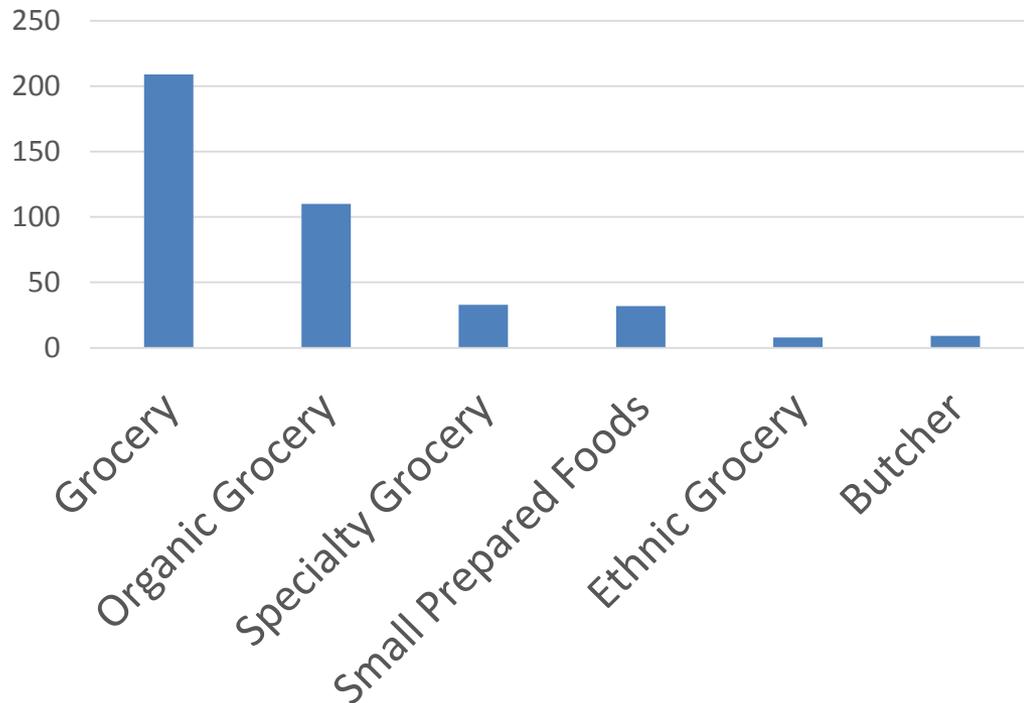
# QUALITY OF RETAIL SPACE



# VAN NESS PREFERENCE SURVEY

582 people surveyed...

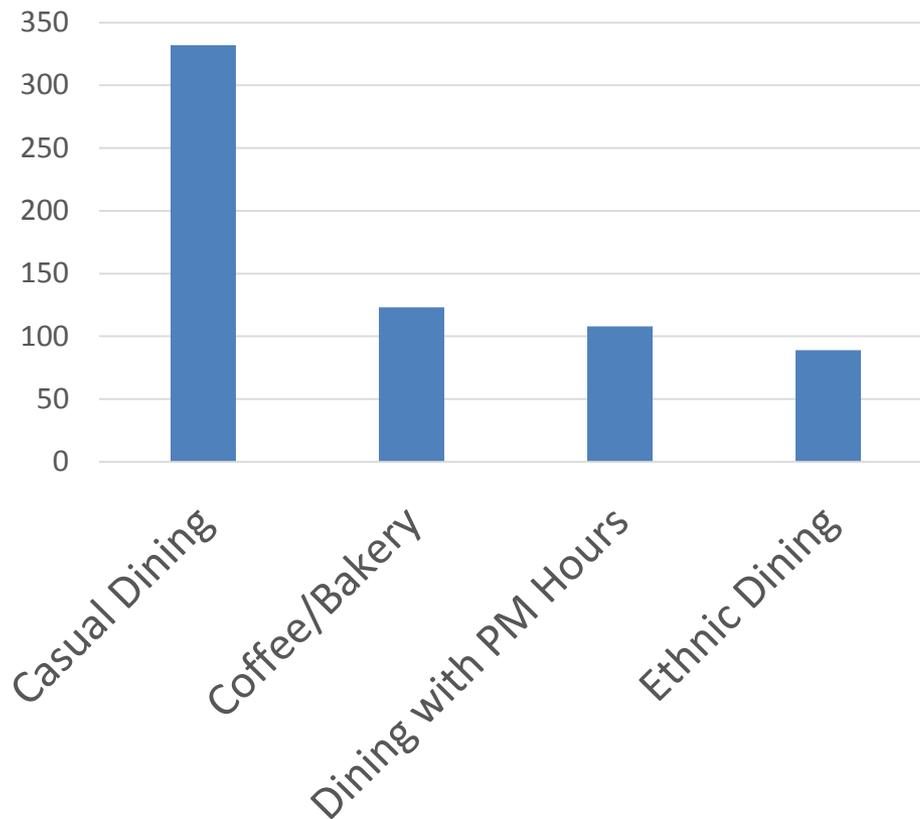
## Grocery



# VAN NESS PREFERENCE SURVEY

582 people surveyed...

## FOOD & BEVERAGE



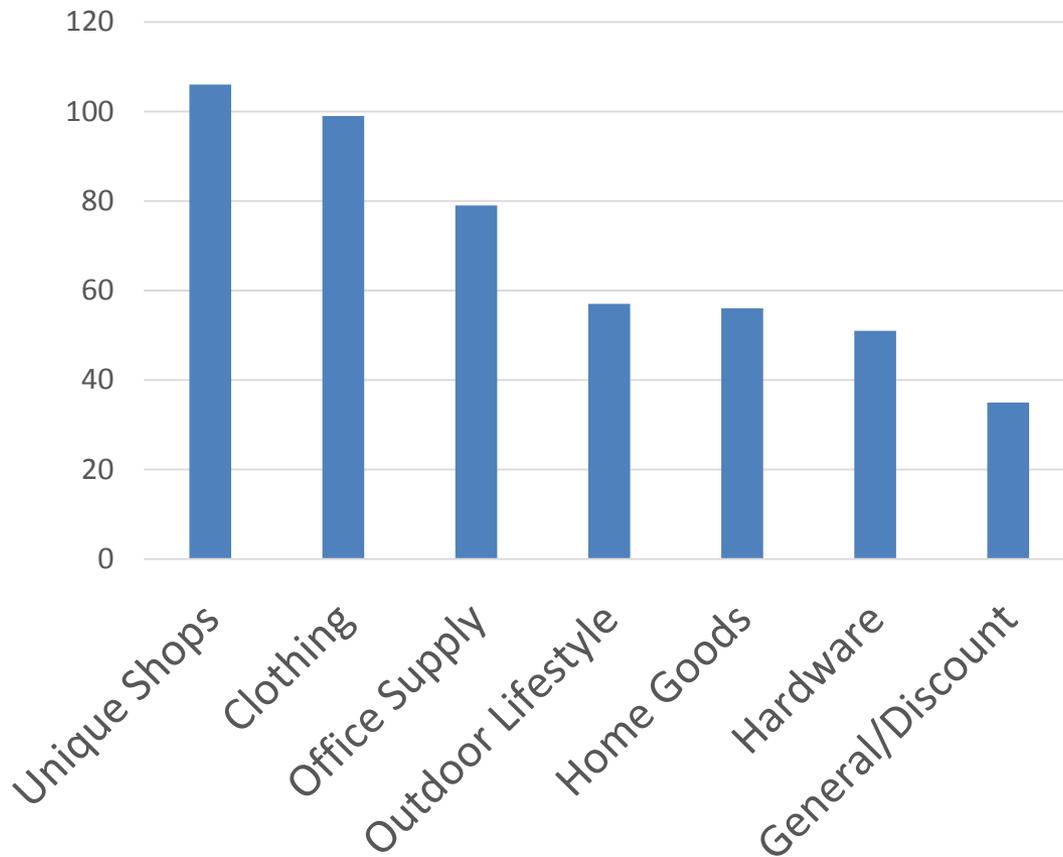
swæetgreen®



# VAN NESS PREFERENCE SURVEY

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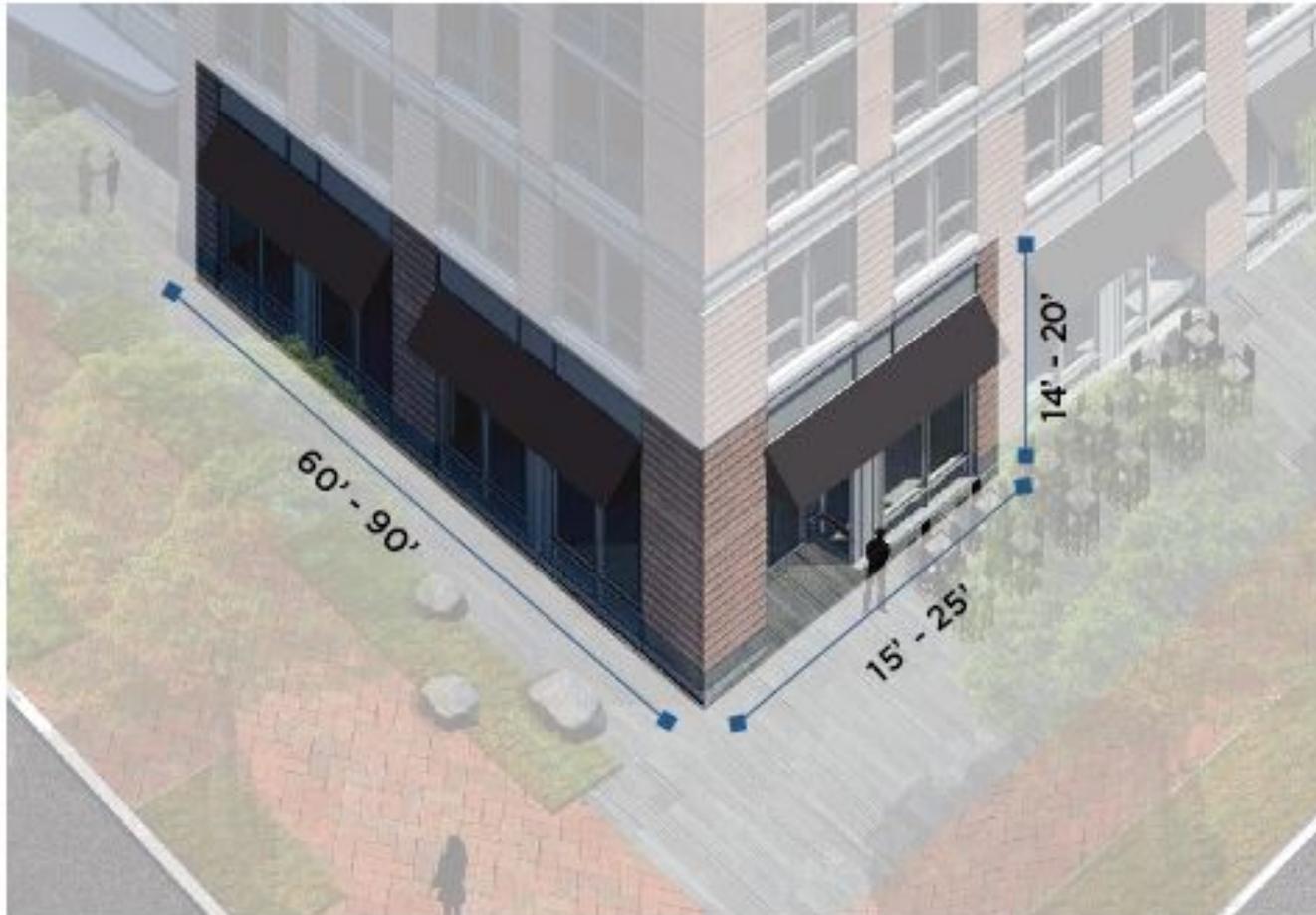
## GENERAL MERCHANDISE



ANN TAYLOR



# THE IDEAL RETAIL SPACE



# NEW DEVELOPMENT



[www.clarkconstruction.com](http://www.clarkconstruction.com)

# RETAIL REPOSITIONING



# RETAIL SPACE IMPROVEMENT



# RETAIL DECISION-MAKING TREES: REGIONAL HOME DECOR

Example Neighborhoods	1	2	3
<b>Population:</b> 35,000 + within 3 miles	39k	52k	16k
<b>Avg HH Inc:</b> \$50k+ within 3 miles	\$83k	\$63k	
<b>Min. Education:</b> College	Grad	College	
<b>Competitive Environm't:</b> Low to Moderate	Low	High	
<b>Appropriate Site Available</b>	3,600 sf signed		

# RETAIL DECISION-MAKING TREES: NATIONAL NAIL SALON

Example Neighborhoods	1	2	3
<b>Population:</b> 5,000+ within 1 mile	32k	17k	8k
<b>Avg Household Income:</b> \$25,000+	\$38k	\$45k	\$82k
<b>Daytime Population:</b> 10,000+ within ¼ mile	9k	11k	18k
<b>Competitive Environment:</b> High	High	High	High
<b>Appropriate Site Available</b>	1,800 sf signed	1,200 sf signed	1,000 sf signed

# RETAIL DECISION-MAKING TREES: REGIONAL ORGANIC GROCERY STORE

Example Neighborhoods	1	2	3
<b>Population:</b> 10,000+ within 1.5 miles	30k	18k	27k
<b>Avg Household Income:</b> \$45,000+	\$62k	\$85k	\$44k
<b>Traffic Count:</b> 12,500 AADT+	14k	7k	22k
<b>Applicable Incentives:</b> Priority Development Area	No		Yes
<b>Appropriate Site Available</b>			6,500 sf signed

## EXERCISE 3

YOU ARE THE RETAILER!

# WHAT DO YOU THINK?

about retail uses in Van Ness



## RETAIL USES COMMENT CARD

**What would you like to see changed, added or enhanced ?**

- More developer and property owner engagement
- Conversion of non-retail space to retail
- Improved building design and storefronts
- Promotional events
- Outdoor dining opportunities
- Form a Main Street organization, merchants association, or similar
- Branding the corridor to attract and promote businesses
- Diverse retail mix
- Occupy vacant spaces with temporary retail pop-ups
- Awnings and other building expressions
- More signage
- Voluntary retail guidelines

# ROLL CALL OF STAKEHOLDERS



RESIDENTS

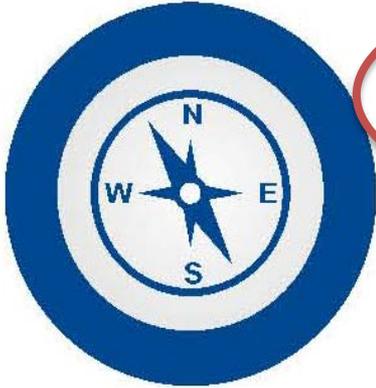


BUSINESSES



INSTITUTIONS

# VIBRANT STREET REDUX



- Does your neighborhood have an organization that oversees business activity in your retail district?
- Is there one firm or individual who owns a majority of the parcels included in your retail district?



You need a single entity to organize, represent, and oversee interests that impact the entire street.

# DEVELOPMENT OPPORTUNITIES



## Why These?

- Zones C-3-A
- Available as-of-right
- Sites with density potential remaining
- Property owner interest
- Age of the building

# DEVELOPMENT OPPORTUNITIES



Doesn't always mean rebuild.



# DEVELOPMENT OPPORTUNITIES



## Community Role:

- Ensure that Van Ness character is maintained.
- Trumpet the “greening” of Connecticut Avenue.

# DEVELOPMENT OPPORTUNITIES



## Community

### Role:

- Push for retail space (where appropriate).
- Engage on retail floor plans (not an afterthought).
- Look for “points of community engagement” in each opportunity.

# ROLL CALL OF STAKEHOLDERS



Private Sector

Public Sector

Community

# WHAT DO YOU THINK?

about any other topic related to Van Ness



OVERVIEW  
COMMENT CARD

THANK YOU!

District of Columbia  
Office of Planning

