



AFTER THE SMALL AREA PLANS

After the Duke

Small Area Plan

Snapshots of Progress Made Since the Adoption of the Plan...



The "DUKE" Plan is a neighborhood revitalization plan which sought to guide future development strategically by capitalizing upon the area's historic context and emerging reputation as an arts and entertainment district. Over the decades prior to the plan the U street area had seen a decline and a rise in the number of vacant parcels. Although the 1990's saw resurgence with the opening of the U Street Metrorail Station, the areas east of 13th Street still lagged behind in redevelopment and showed the most potential. In 2004-2005, the Office of Planning in collaboration with community stakeholders and businesses launched the DUKE Plan to address existing neighborhood needs and redevelopment opportunities while building upon the area's extensive history and cultural resources.

There were six overall guiding principles of the plan:

Create a cohesive and memorable place with diverse sub-areas whose primary functions and/or focus may be somewhat different.

Knit new development with surrounding neighborhoods and the Howard University campus to respect their character and to honor the pedestrian in this transit oriented environment.

Promote cultural tourism initiatives based on the rich African American historical and cultural assets of the area that will bring economic development opportunities for local residents and businesses.

Allow for the active expression and appreciation of music with particular emphasis upon the area's jazz heritage.



Government of the District of Columbia
Vincent C. Gray, Mayor

Foster a spirited environment of local entrepreneurship in which local businesses are provided enhanced services and opportunities and the best in new retail ideas are supported.

Ensure that existing residents receive opportunities and a voice in shaping how the destination district develops.

WHAT IS "asap"?

This document, *After Small Area Plan* report (asap) has been created to help report the progress made and to assess implementation efforts since the adoption of the Small Area Plan in 2005.

STUDY AREA

The Project Area primarily focused upon the commercially zoned properties bound by Barry Place NW to the north; 6th Street NW to the east; Rhode Island Avenue to the south; and 13th Street to the west. The project area lies at the convergence of four distinct NW DC neighborhoods (U Street/Cardozo, Shaw, LeDroit Park and Howard University) with rich African American cultural and history.

KEY DEMOGRAPHICS

In 2000, the census stated that the planning area had about 11,000 residents, and according to the 2010 Census population has increased to about 23,000 residents, an increase of 52% over the 10 year period. The amount of housing units also increased with the development of nearly 2,000 new units of housing and the redevelopment of a number of vacant townhome properties since 2001 is the primary cause of this increase. In addition, according to the American Community Survey for 2009, there was almost a 110% increase in household income with an increase from around \$34,000 in 2001 to about \$72,000 in 2009.

SUB-DISTRICT SPECIFIC EFFORTS

The following section provides a brief overview of the implementation progress of each of the six individual sub-districts since the adoption of the plan.

Howard Theater Sub-District

VISION: The "Howard Theatre Sub-district" will be a vibrant center focused upon a revived Howard Theatre. The sub-district will complement and support a "complete" destination with restaurants, outdoor cafes/dining, intimate music clubs, bars, bookstores, art galleries, modest priced retail and other destination uses.

Recommendations

- Complete renovation of Dunbar Theatre
- Require daytime use of the Howard Theatre
- Public art should be installed in the Ellington Plaza gateway
- Restore the T Street façade of the Howard theater

Status:

- The Progression Place mixed use project above the Shaw Metro station will bring the HQ for the United Negro College Fund and 204 new housing units
- The Dunbar Theater completed renovations in 2007 and now holds a Wachovia Bank and commercial offices
- The Howard Theater restoration is in process with a projected completion in early 2012. The project is moving forward with over \$10 million in District subsidies. The redeveloped theater will include a museum and gift shop, and the Duke Ellington plaza sculpture and streetscape will be installed after the theater redevelopment is completed



Study Area



serve to activate the Metro stop space and office uses keep things busy at the plaza during the day and early evening

African American Civil War Memorial

VISION: The “African-American Civil War Memorial Square Sub-district” will be an active civic and cultural gateway to the community. The primary use within this section will be cultural uses and activities. The Memorial Plaza area should be utilized as a distinctive civic space which accommodates a variety of outdoor performances or exhibitions.

Recommendations

- Relocate Fire/EMS and Corrections from Grimke School. Consider an interpretive museum for the African-American Civil War Memorial and possibly other museum uses at Grimke School
- Introduce streetscape improvements designed to unify Grimke with the Memorial plaza across Vermont Avenue
- Public art should be installed in front of the Grimke School

Status:

- The offices and staff of the District of Columbia Fire and Emergency Medical Services Department (FEMS) have relocated and the African American Civil War museum has located to Grimke School. The Deputy Mayor’s Office of Planning and Economic Development has begun the process of issuing a Request For Proposal for the reuse of the Grimke School site. The DUKE plan recommendations will be included in the RFP
- The Prince Hall Grand Lodge ground floor holds a CVS Pharmacy activates the site and provides neighborhood services
- The U Street streetscape project will upgrade street lights, streetscape amenities and drainage along this section of the corridor up to 9th Street. The project is scheduled to complete its design phase in 2011

Howard Town Center Area

VISION: The “Howard Town Center Sub-district” will anchor the northern edge of the planning area with neighborhood serving convenience retail and a mix of uses sufficient to meet the demand of the surrounding residents and the Howard University community.

Recommendations

- Include uses compatible with the rest of the Howard Town Center Project Area, i.e. residential, restaurants, clubs and neighborhood-serving retail and services
- Place parking below grade and/or in structured parking structures; sized to meet shared and joint use of on-site uses and nearby destination uses
- Make smaller public spaces scaled to the city and distinct from the larger campus quadrangles

Status:

According to Howard University and its Development partner Castlerock Partners, LLC, the Howard Town Center project will be a mixture of residential and

retail uses with a supermarket and a mixture of neighborhood retail and restaurants filling over 70,000 sf of retail space. The project will also include underground parking that will be available to the community. At the time of publication, the Office of Planning understands that the project is moving ahead in the near future.

Rhode Island Avenue

VISION: The “Rhode Island Avenue Sub-district” will be an architecturally distinct gateway to the Shaw community and this neighborhood destination district. The primary use within this section of the overall plan will be high density residential above neighborhood retail uses. The streetscape will include public art work which will reinforce this location as a “gateway” to the area.

Key Plan Recommendations

- Redevelopment the Watha T Daniel/Shaw Public Library
- Redevelop the Vacant Parcel 42 at the corner of R and 7th Streets

Status:

- The United House of Prayer portion of Parcel 42 has been developed into a mixed use building with ground floor retail, which was completed in 2008. The former NCRS portion of the site has been dispersed to a developer who will be building residential units on the site
- The Watha T. Daniel/Shaw Library has been rebuilt into a \$15 million brand new library facility and opened for business in August 2010. The library has 22,000 square feet of floor space on three levels, and can hold up to 80,000 books and audio/visual materials

SUMMARY OF SUCCESSES

It is clear to residents and visitors alike that many subareas in the DUKE plan are buzzing with activity due to the implementation of major recommendation in the five years since the plan’s adoption. Howard Theater, Rhode Island Ave, Lincoln commons and 9th Street saw a boom of activity with capital reinvestment in private businesses along U Street, District led capital improvement projects (i.e. Shaw Library) and public-private partnerships catalyzing historic spaces and places. There are still additional projects in the development pipeline (Atlantic plumbing site, WMATA Florida Ave parcels and Howard Town Center), which will further enhance the planning area and help jumpstart economic activity north along Georgia Avenue and south down 7th Street. In the coming years future investment and development will be guided by the plan as more recommendations are implemented.

FOR MORE INFORMATION CONTACT:

District of Columbia Office of Planning

Tarek Bolden

Ward 1 Neighborhood Planner

1100 4th Street SW, Suite E650

Washington, DC 20024

voice 202.442.7619 fax 202.442.7638

Tarek.Bolden@dc.gov



9th Street

VISION: The “9th Street Sub-district” will be a neighborhood serving commercial district with a mix of cutting edge, locally-owned boutique shops, offices, eateries and restaurants.

Recommendations

- Existing properties on the 800 block north side should be preserved and rehabilitated with retail uses
- Target a balanced mix of restaurant/eateries, small bars and eclectic shops for 9th Street
- WMATA parcels between 8th and 9th Street should be developed to include active, ground floor retail and offices and residential above

Status:

- The commercial spaces on this corridor along 9th Street are at near 0% vacancy and are a good mix of retail and restaurants
- The private sector has redeveloped and uses a number of the properties along the north side of the 800 block of U Street for retail purposes
- After the completion of the District-wide zoning review process, the Office of planning will begin the process of rezoning 9th Street properties south of Florida to be consistent with existing uses



Lincoln Commons

VISION: The “Lincoln Commons sub-district” will seek active ground floor retail and restaurant uses and encourage use of the public space to enliven the ground floor and to animate the street.

Recommendations

- Encourage use of the public space to enliven the area
- Make the Metro plaza more pedestrian friendly and safe

Status:

- The private sector has invested in some of the area’s most popular destinations, such as Ben’s Chili Bowl, which has activated the public space and the street life in this sub-district. The events at the Lincoln Theater also contribute to street and retail activation
- The Starbucks and Ulah Bistro’s outdoor cafes