



AFTER THE SMALL AREA PLANS

## After the Georgia Avenue

### Small Area Plan

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



In June 2000, the Georgia Avenue Revitalization Initiative was launched to help strengthen and stabilize the corridor. Over time the Georgia Avenue corridor saw a period of disinvestment and a decline in the retail environment. Many of the neighborhood retail spaces became vacant lots and the conditions of the existing space began to dilapidate. With the opening of the Georgia Ave – Petworth Metro Station the opportunity to redevelop a number of vacant parcels jumpstarted the revitalization initiative. The goal of the Initiative was to transform Georgia Avenue into a series of distinct places and neighborhood activity centers. In August 2002, the Office of the Deputy Mayor for Planning and Economic Development and the Office of Planning began the process for the development of the Metro Station sites and to initiate a community planning process to engage residents in confirming community priorities throughout the corridor.

As a result of the OP revitalization planning public process and staff analysis, the following overall guiding principles were developed:

- Leverage the public investment of the Georgia Avenue-Petworth Metro Station and employ Transit-Oriented Development (TOD) principles



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

- Balance growth and development by identifying and guiding opportunities for redevelopment
- Identify strategies to encourage a better mix of uses, including quality neighborhood-serving retail and housing
- Maintain and enhance neighborhood character; and
- Prioritize when and where public investment should occur

#### 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 2006.

#### STUDY AREA

The Project Area primarily focused upon the commercially zoned properties along a 1.6-mile corridor which included all properties fronting Georgia Avenue, from Decatur Street in Ward 4 to Euclid Street in Ward 1. The corridor is a varied mixture of land uses and development intensities ranging from one story commercial properties to 2-3 story mixed use (residential and retail) buildings to higher density apartment buildings to vacant lots or vacant storefronts. To better analyze the study area, the corridor was broken down into 4 neighborhood areas, with a focus on the Metro Station as the neighborhood nexus.

These four neighborhood areas are:

- Upshur Neighborhood Area
- Petworth-Metro Area
- Park View / Park Morton Area
- Pleasant Plains Area



#### KEY DEMOGRAPHICS

At the time of the plan's development, the population of the study area was around 20,550. Perhaps due to increased housing development activity in the area, according to the State Data Center ACS Survey 2009 the estimated current population is about 36,700 residents. This is an increase of over 55%. The Georgia Avenue-Petworth area may be generally characterized as a working class neighborhood that has a median household income of about \$39,000. This is a very modest increase from the median income at the time of the plan which was around \$33,261 (\$36,500 in 2008 dollars). Current homeownership patterns in the trade area are about evenly split, with 53% of households renting their homes and 47% of households owning their residences.

#### SUB-DISTRICT SPECIFIC EFFORTS

The following section provides a brief overview of the implementation progress of each of the four individual sub-districts identified in the SAP since the adoption of the plan in 2006.



#### Petworth-Metro

The Metro Station area is the main hub of the corridor plan and the lynchpin site of the project. The most significant and high profile development in this section of the planning area is the Park Place at Petworth Metro mixed use project, completed in July 2009. This 165,000 sq ft project contains 161 apartments and over 17,000 sq ft of retail space. This subarea also has a free standing CVS pharmacy, a popular neighborhood sit down restaurant, a new sit down restaurant (Sala Thai), neighborhood grocery store, and new mixed use development in the pipeline. The District's acquisition and disposition of 3820 Georgia Avenue to Donatelli Development will bring additional housing and retail units to the area, the new Ward 1 senior wellness center and the new E.L. Haynes Charter School building on the corner of Otis Place and Georgia not only injects new life on those blocks but daytime activity into the area.

#### Upshur Neighborhood Area

The Upshur neighborhood area is the most residential portion of the study area and other than the metro sites, the most development activity and project implementation has occurred in this area. Substantial reinvestment in storefront improvements and new businesses on the small retail shopping strip on Upshur Street between 9th and 8th Streets has shown a resurgence in neighborhood commercial activity. Private investment in the storefronts along Georgia Avenue between Allison and Webster Streets has created new shops, facades, and a refurbished St. Charles Baptist Church. The new *Residences at Georgia Avenue* development on the corner of Taylor Street and Georgia Avenue brings more of a high rise luxury look to the area with over 70 units of housing and ground floor retail. The YES Organic grocery on the retail level of this project also serves to increase pedestrian activity along Georgia Avenue at this location. Accompanying these developments is DDOT's Great Streets streetscape improvements which began for this area in Spring of 2010 and will be completed by Summer 2011.



### Parkview/Park Morton Area

The Parkview / Park Morton section of the plan revolves a great deal around The Park Morton redevelopment initiative. The Park Morton redevelopment initiative will radically alter this section of the planning area. The redevelopment of the entire public housing complex with a mixed income higher density development will create a new urban fabric in this area. Since the GAP plan's adoption, the Park Morton initiative has created a master plan, released Requests For Proposals, selected a master developer and broke ground on the first phase. This initiative will include over 500 residential units, over 40,000 square feet of retail, and a 10,000 square foot park with an estimated budget of \$170 million.

In addition the forthcoming development, there have been a number of private sector led residential developments expanding housing opportunities in the area.



### Pleasant Plains

This section of the planning area has a great deal of its land occupied by institutional uses which limited its development potential, but also has some of the greatest retail opportunities on the strip. Most of the recommendations revolved around business improvement initiatives, vacant property development and streetscape. Recently the Bruce Monroe elementary school has been demolished and the site has been rebuilt as a park, the vacant lot on the corner of Georgia Avenue and Hobart Street is being developed as residential and a number of the storefront across the street from the Howard University Campus (2800 Block of Georgia Avenue) have seen investments in storefronts and new businesses. The plan called for, and the community asked for, stronger partnerships with the University, and Howard has recently created the GADGET Center, which is a small business development center on Georgia Avenue. This enterprise has been seeking to organize and provide assistance to the corridor's merchants.

### SUMMARY OF SUCCESSES

**Recommendation: Explore business development and renovation options with property owner in 4500 block**

**Status:** A renovated neighborhood deli is operating at that location.

**Recommendation: Explore traffic circulation changes and pedestrian safety measures for Georgia Avenue/Kansas Avenue intersection and improve public realm**

**Status:** DDOT is current completing streetscape improvements as part of the Middle Georgia Ave Great Streets implementation. Expected completion date is the summer of 2011.

**Recommendation: Explore Petworth library improvements and expansion**

**Status:** DCPL completed the Petworth Neighborhood Library renovation in 2009. The cost of the renovation was over \$11.4 million.

**Recommendation: Explore opportunities for acquisition/site assemblage in 4000 and 4100 blocks**

**Status:** The 4100 block site is the location of the Residences on Georgia Ave, a completed 72 unit apartment building completed by the Neighborhood Development Corporation in Spring of 2009.

**Recommendation: Continued property acquisition/site assemblage by National Capital Revitalization Corporation and/or private developers**

**Status:** The Park Place at Petworth holds 155 apts and over 17,000 sq feet of retail space; the empty lot on the 3800 block will be a mixed use project, and the small mixed use commercial buildings on the 3700 Block are scheduled to be developed upon in the near future.

**Recommendation: Design and implement public realm plan and intersection improvements at Georgia Avenue/New Hampshire Avenue; implement pedestrian safety measures**

**Status:** There have been significant public realm improvements and pedestrian safety measures in this area as a result of the private development. The Park Place project and the CVS development led to both sidewalk and streetscape improvement at this intersection.

**Recommendation: Explore opportunity for parking and/or farmers market on east side of 3600 block**

**Status:** This site now holds a CVS pharmacy in a newly developed building that was completed and opened for business in the Summer of 2010.

**Recommendation: Apply Transit Oriented Development principles to generate a dynamic place with increased variety and intensity of land use and activities within walking distance of the metro station that draws the community and visitors to socialize, shop, live and interact**

**Status:** The Park Morton Redevelopment Initiative Plan and eventual development program utilized Transit Oriented Development principles in regards to density, height and parking requirements. This was also exhibited in the development of the former NCRC parcels near the Metro station and the development of the E.L. Haynes Public Charter School.

**Recommendation: Establish a Park Morton Task Force with district agencies and community partners to address the social and physical issues surrounding the Park Morton public housing complex**

**Status:** The Park Morton Task Force has been active since 2007 in the Park Morton redevelopment process. The Park Morton Redevelopment Initiative Plan was completed in 2008 and a master developer was selected in Spring 2009.

**Recommendation: Assess brick condition of sidewalks and repair uneven sidewalks where needed. Apply better pedestrian crossings, signage, and pavement markings**

**Status:** DDOT, through the Great Streets program, is moving forward along Georgia Avenue these recommendations and is scheduled to complete the project up to Otis Place by the end of 2011.

**Recommendation: Partner with Howard University to redevelop their vacant properties**

**Status:** Howard University is in the process of updating their 10-year campus plan and both OP and the community have been engaged throughout the entire process. HU has expressed interest reuse or redevelopment of these properties.

### CONCLUSION

The Georgia Avenue Petworth Corridor has seen a great deal of transformation around the Metro station and a number of developments at the opportunity sites in the northern section of the corridor. Even with the development of the Metro Station district and the new residences developed at scattered sites along the corridor the area still has room for growth with over 1,000 new housing units in the development pipeline in projects such as; the Park Morton redevelopment with over 500 units, The Vue at Georgia Avenue with 112 units, the Donatelli 3800 Georgia Avenue project with 50 units, etc. The momentum to the development is flowing southward down the corridor and may soon mesh with the U Street Area projects creeping northward to reinvent this corridor as a whole.

### FOR MORE INFORMATION CONTACT:

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