



MT. Pleasant Street Revitalization Framework Plan

June 2010

Study Purpose

In the Spring of 2009, the Office of Planning (OP) initiated a community planning process with area stakeholders (including residents, ANCs, neighborhood organizations, Council staff, businesses, property owners, institutions and government agencies) to develop a strategic commercial revitalization strategy for the Mt Pleasant Street corridor. The objective of this revitalization plan is to create a more vibrant commercial district by strengthening the commercial corridor's economic climate and create a sense of place that can be enjoyed by all residents of the Mt Pleasant neighborhood. Through conversations with neighborhood residents, meetings with community groups and OP staff analysis we've gained a sense of what the challenges are that the corridor is facing, and endeavor to develop a main street that has the potential to serve all residents with a safer, pleasant, and walkable retail environment.



Project Boundaries

The Mt. Pleasant Street project area boundaries are:

- 1) The entire C-2-A commercial zone which extends along Mt Pleasant Street from Park Road down to the middle of the 3000 block of Mt Pleasant Street.
- 2) Park Road from 16th Street to Mt pleasant Street.
- 3) Irving Street from 16th Street to 17th Street
- 4) Lamont Street from 16th to 17th Streets.
- 5) Kilbourne Place from Mt Pleasant Street to 17th Street.
- 6) Kenyon Street from Mt Pleasant Street to 17th Street.

Project Goals

The primary revitalization goals which OP seeks to achieve through the Mt. Pleasant Street Commercial Revitalization Strategy are to:

1. Improve the economic climate of the corridor;
2. Diversify the commercial activity by attracting additional non retail and creative uses; and
3. Enhance the physical condition of the corridor through sustainable development practices.

The Mt. Pleasant Street Commercial Revitalization Plan

The Revitalization Plan presents an analysis and corresponding recommendations on revitalization opportunities and community development issues within the Mt. Pleasant Street commercial district. The information which led to the development of this strategy derived from various sources including policies outlined in the Comprehensive Plan, strategic OP initiatives, results and recommendations of the existing conditions analysis and retail market study, and most importantly community priorities identified throughout the public planning process. Using these principles as a guide, the following revitalization goals and recommendations were developed to achieve the vision of a vibrant, economically viable commercial district:

1. Capture more of the neighborhood customer base in order to strengthen existing small businesses and increase opportunities for new entrepreneurs;
2. Attract additional consumers to the corridor by promoting the unique character of Mt. Pleasant Street;
3. Improve the Mt. Pleasant Street streetscape and physical appearance by transforming it into a “Green” Street;
4. Increase non-retail and creative uses on Mt. Pleasant Street; and
5. Preserve the community character by increasing opportunities for local merchants to purchase and maintain commercial spaces.

To view the plan in its entirety please visit: www.planning.dc.gov

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