IVY CITY SMALL AREA PLAN

Existing Conditions Report

January 2023



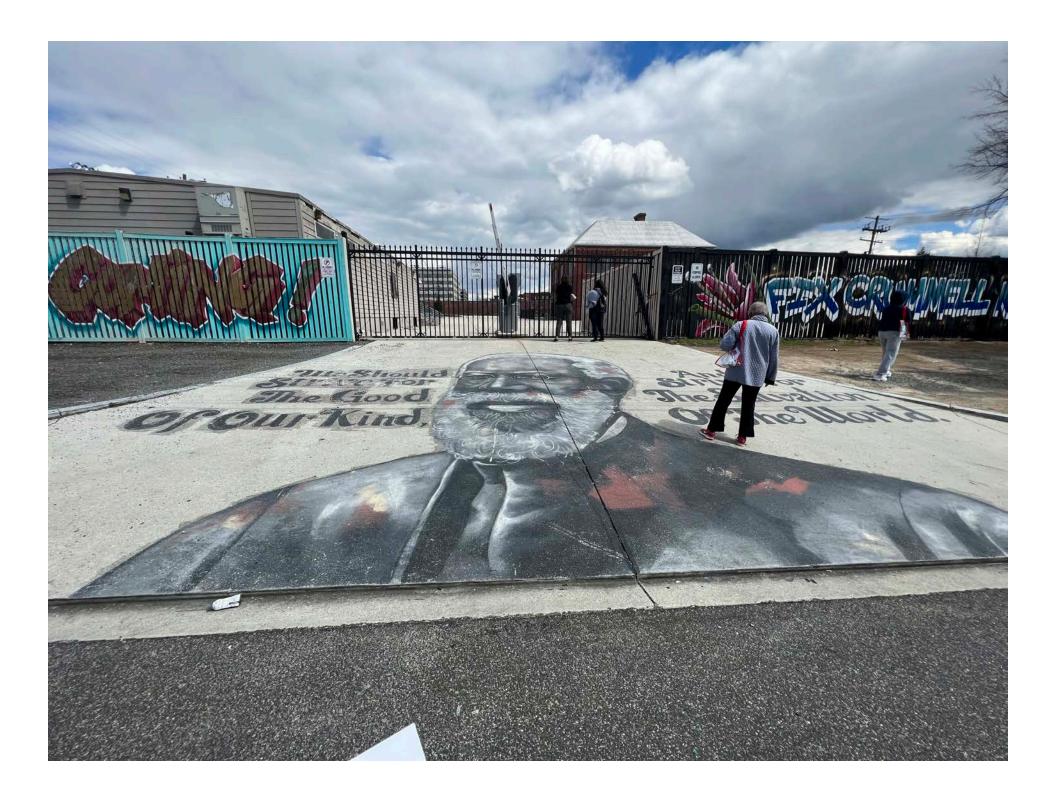


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INTRODUCTION

BACKGROUND AND CONTEXT

IVY CITY SMALL AREA PLAN

The DC Office of Planning (OP) is embarking on the development of a Small Area Plan (SAP). A SAP supports the Comprehensive Plan and outlines recommendations for growth and development at the neighborhood scale. SAPs are developed through a collaborative public process that provides opportunities for community input on priorities in the planning area. SAPs are approved by resolution of the DC Council, and their key recommendations may be incorporated into the Comprehensive Plan in the future.

Building on the goals of the New York Avenue Vision Framework the Ivy City SAP will be a community-informed initiative to advance racial equity, environmental, housing access, and accessibility strategies, in order to improve the quality of life for existing residents even as the community changes. Please see the New York Avenue Vision Framework project web page for more information: planning.dc.gov/NYARoadmap.

The SAP will:



Develop strategies to mitigate displacement of Ivy City residents.



Focus on community amenities such as parks and green spaces, and support a safe pedestrian environment.



Explore opportunities for equitable growth and future development.

EXISTING CONDITIONS OVERVIEW

This Existing Conditions Report describes the current demographic trends and land use conditions within the lvy City SAP study area. This report will help inform the opportunities and recommendations for planning and design strategies to help shape the future of lvy City.



ABOUT THE STUDY AREA

Ivy City is a historically Black neighborhood located in Ward 5. It is represented in ANC 5D. It is roughly triangular in shape bounded by New York Avenue NE to the north, West Virginia Avenue NE to the south and Mt. Olivet Road NE to the southwest. Ivy City consists of 58.96 acres of land area (excluding streets). The neighborhood includes a mix of commercial and industrial sites and smaller scale residential units, as

well as recently-developed mixed use properties and luxury multifamily homes.

In addition to these uses, the District of Columbia owns properties within lvy City, including within the PDR zones, totaling 557,898 square feet. These uses include ancillary government support spaces, as well as a Youth Services Center.



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ENGAGEMENT OVERVIEW AND FINDINGS

ENGAGEMENT

Planning. OP engaged residents, business owners, neighborhood associations, and Advisory Neighborhood Commissioners, as well as young people in the community. The ultimate goal for this engagement was to meet people where they are, creating a variety of entry points for community members to share in-person, virtual, and written feedback.

OP partnered with community leaders, the ANC, and residents to develop several pre-planning and project engagements, including:

3 COMMUNITY WALKS

60+ ATTENDEES TO IVY CITY PLANNING DAY

19 FOCUS GROUPS PARTICIPANTS, INCLUDING 2
BUSINESS INTERVIEWS

61 COMPLETED COMMUNITY SURVEYS

100+ SUBSCRIBERS TO THE PROJECT MAILING LIST

3 COMMUNITY LISTENING SESSIONS

2 YOUTH-FOCUSED ENGAGEMENTS







IVY CITY PLANNING DAY

On October 22, OP convened over 15 District agencies and community partners to host Ivy City Planning Day at the Play Space at Crummell School. It was attended by over 60 residents, including youth, and offered participants an opportunity to provide comments on existing conditions analysis, complete surveys, and connect with implementing agencies. Free vaccinations for residents were also provided, as well as public service information around housing and transportation options. In an atmosphere highlighted by music, food, and activities. Surveys completed at the event totaled 52.



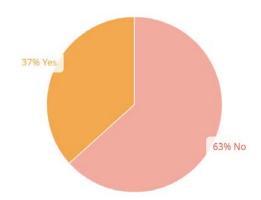




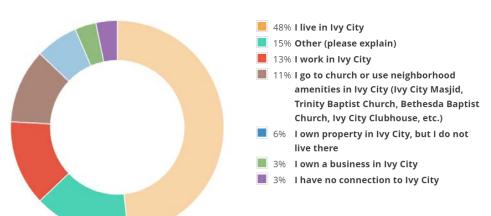
SURVEY SNAPSHOT

Although survey collection will continue through Winter 2023, the following is a summary of the survey results received so far. Participants typically worked or lived in the community. Overall, respondents expressed appreciation for lvy City's tight-knit community culture and were most concerned with the safety and quality of public space and parks, such as Lewis Crowe Park.

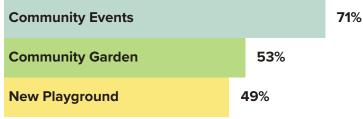
LEWIS CROWE PARK: DO YOU USE THE PARK?



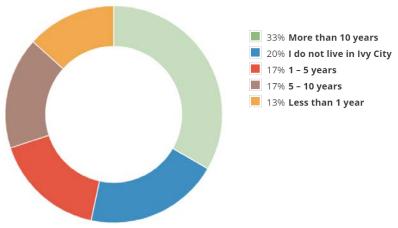
RESPONDENT RELATIONSHIP TO IVY CITY



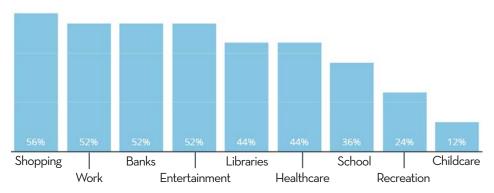
LEWIS CROWE PARK: PREFERRED IMPROVEMENTS



RESPONDENT PERIOD OF RESIDENCY IN IVY CITY



AMENITIES RESPONDENTS LEAVE IVY CITY FOR



DESIRED PUBLIC SPACE IMPROVEMENTS



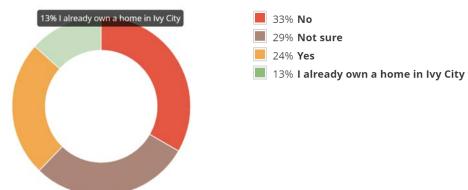
PERCEPTIONS ABOUT RETAIL

OF RESPONDENTS REGULARLY VISIT RECENTLY-DEVELOPED RETAIL, ESPECIALLY TARGET AND IVY CITY SMOKEHOUSE.

HOUSING ACCESS AND AFFORDABILITY

54% OF RESPONDENTS HAVE EXPERIENCED INCREASED COSTS OF LIVING IN THE LAST YEAR

1/3 of residents do not believe they could afford a home in Ivy City. An additional 30% are unsure.



WHAT DOES IVY CITY NEED MOST?

SWIMMING POOL EVENTS YOUTH ACTIVITIES

RECREATION CENTER SCHOOLS

HOUSING PARKS AND PUBLIC STORES

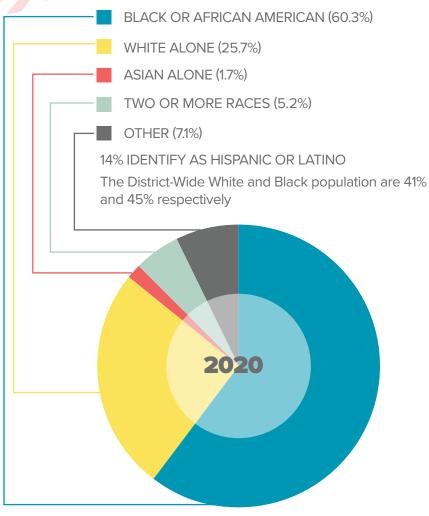
SPACE PLAYGROUND



SECTION 1: DEMOGRAPHICS

COMMUNITY PROFILE

RACE AND ETHNICITY

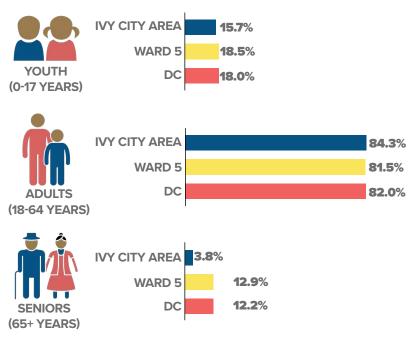


3,376 TOTAL POPULATION IN THE IVY CITY AREA

(COMPARED TO 701,974 IN WASHINGTON D.C.)

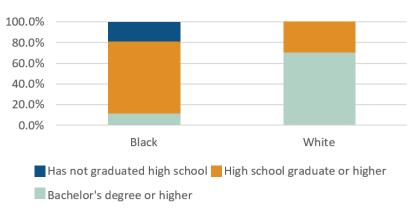
Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.

COMMUNITY AGE RANGE



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.

EDUCATIONAL ATTAINMENT BY RACE



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.

HOUSEHOLD DEMOGRAPHICS

1,835 TOTAL HOUSEHOLDS

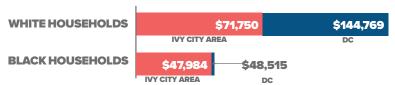
HOUSEHOLD SIZE: OWNER-OCCUPIED UNITS



HOUSEHOLD SIZE: RENTER-OCCUPIED UNITS



MEDIAN INCOME



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.

ECONOMICS AND POVERTY RATE

13.7% UNEMPLOYMENT RATE IN IVY CITY (COMPARED TO 7.1% IN WASHINGTON D.C.)

17% OF IVY CITY HOUSEHOLDS RECEIVE PUBLIC ASSISTANCE INCOME

OF IVY CITY HOUSEHOLDS RECEIVE SNAP BENEFITS

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.

PERCENTAGE OF FAMILIES WHOSE INCOME IS BELOW THE POVERTY LEVEL

29.1% IN THE IVY CITY AREA
11.3% IN WASHINGTON D.C.

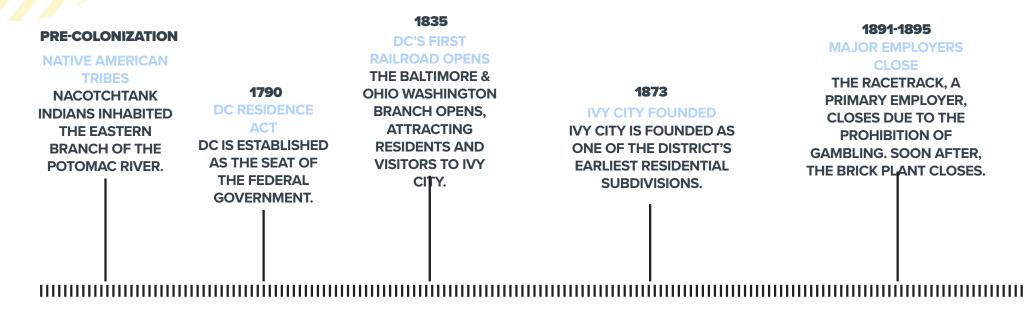
Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.

A NOTE ABOUT THE DATA: The Ivy City study area is included in Census Tract 88.03, which also includes new development at Union Market and the Gallaudet University campus. This may skew some data related to income, poverty, unemployment, housing costs, and mobility for Ivy City residents.



SECTION 2: LAND USE & DEVELOPMENT

COMMUNITY HISTORY



GROWTH AND DECLINE. After its founding in 1873, the neighborhood grew around a station along the B&O Railroad's Washington Branch, which then ran along present-day West Virginia Avenue NE. Between 1870 and 1900, Ivy City's most notable feature was the National Fairgrounds, which included a racetrack for horses and was a popular gambling destination before the practice was outlawed. Early Ivy City was predominantly home to Black laborers. In 1880, Black families lived in fourteen of the neighborhood's first eighteen residences. Most of the laborers worked in Ivy City itself, including at the racetrack, the Ivy City Brick Company, and the B&O Railroad.

In 1895, the brick plant closed and the racetrack shut down around the same time, followed closely by the relocation of the B&O railroad. In 1907, the lvy City train station closed when the rail line was relocated. In just over a decade, lvy City lost its main employers and main connection to downtown.

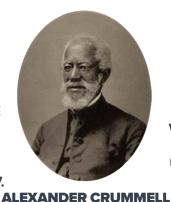
ISOLATION. Completion of the nearby Florida Avenue Market (Union Market) and the New York Avenue highway encouraged industrial construction in Ivy City starting in the 1930s. While all construction in Ivy City in the 1920s had been residential, in the 1930s, over half was industrial. Ivy City became an island of working-class Black families surrounded on all sides by either industry, the rear of a college, a cemetery, or a then segregated White neighborhood (Trinidad).

Ivy City's history is best summarized by its two contrasting historic landmarks: The Alexander Crummell School and the Hecht Warehouse. The Crummell School, now deteriorating, was built because of the lobbying of its residents and served as a segregated school for DC's Black children. The Hecht Warehouse, with its front door toward New York Avenue and its back toward the neighborhood, served as the warehouse of a racially-segregated department store that catered to and largely employed white Washingtonians who lived far from Ivy City.

1911

ALEXANDER CRUMMELL SCHOOL OPENS

DC CONSTRUCTS AND OPENS THE FIRST SCHOOL TO BE NAMED AFTER AN **AFRICAN AMERICAN** IN IVY CITY AND **OPERATES UNTIL 1977.**



1937 **HECHT COMPANY WAREHOUSE OPENS**

HECHT WAREHOUSE IS CONSTRUCTED **AND SERVES AS** THE CENTRAL **WAREHOUSE FOR THE HECHT COMPANY UNTIL ITS CLOSURE IN** 2006.

2003

CRUMMELL SCHOOL LANDMARKED

THE CRUMMELL SCHOOL IS LISTED ON THE **NATIONAL REGISTER OF** HISTORIC PLACES.

2014

HECHT WAREHOUSE REDEVELOPMENT

THE PROMINENT WAREHOUSE, WHICH SAT VACANT FOR YEARS, IS REDEVELOPED INTO **APARTMENTS AND RETAIL** SPACE.



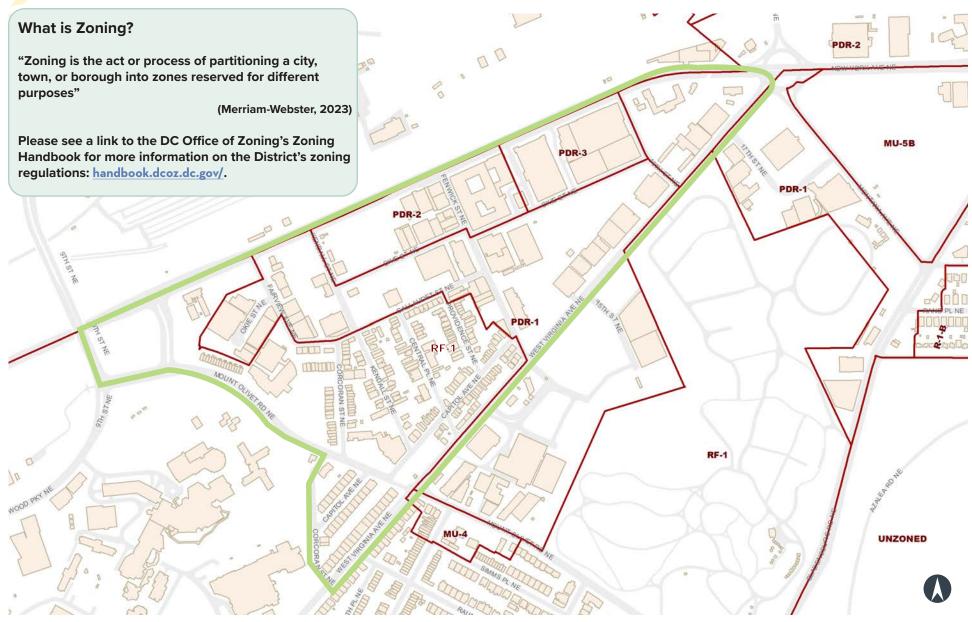




HISTORIC RESOURCE: HECHT WAREHOUSE

CURRENT ZONING AND LAND USE

ZONING



EXISTING LAND USE



COMPREHENSIVE PLAN + OTHER EFFORTS

THE COMPREHENSIVE PLAN'S FUTURE LAND USE MAP (FLUM), shown on the following page, identifies several designations within the study area. Along New York Avenue, portions of lands fronting New York Avenue are within the Mixed-Use category. Other parts of the community are identified for PDR and Moderate Density Residential uses.

The Mixed Use Category indicates areas where the mixing of two or more land uses is especially encouraged. The particular combination of uses desired in a given area is depicted in striped patterns, with stripe colors corresponding to the categories defined on the previous pages. The Mixed Use Category generally applies in the following circumstances:

- a. Established, pedestrian-oriented commercial areas that also include substantial amounts of housing, typically on the upper stories of buildings with ground-floor retail or office uses;
- b. Commercial corridors or districts which may not contain substantial amounts of housing today, but where more housing is desired in the future. The pattern envisioned for such areas is typically one of pedestrian-oriented streets, with ground-floor retail or office uses and upper story housing;
- c. Large sites (generally greater than 10 acres in size), where opportunities for multiple uses exist but a plan dictating the precise location of these uses has yet to be prepared; and
- d. Development that includes residential uses, particularly affordable housing, and residentially compatible industrial uses, typically achieved through a Planned Unit Development or in a zone district that allows such a mix of uses. (Section 227.20) The 2021 Comprehensive Plan recommends High Density Mixed Use along New York Avenue.

Ivy City is also highlighted in the Generalized Policy Map. Industrial lands identified as Neighborhood Conservation Areas are expected to retain the mix of industrial, office, and retail uses they have historically

provided. Neighborhood Enhancement Areas present opportunities for compatible infill residential development, mixed-use buildings, and, where appropriate, light industrial facilities. Land uses that reflect the historical mixture and diversity of the community and promote inclusivity should be encouraged.

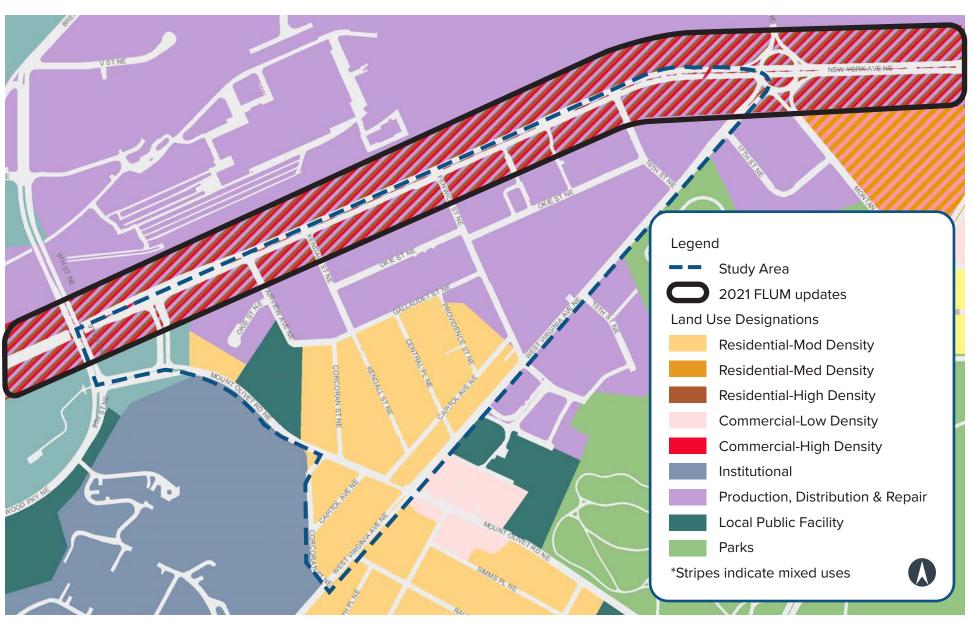
NEW YORK AVE NE VISION FRAMEWORK

The New York Avenue NE Corridor is home to a variety of warehousing, utility, and service sites and is a major freight and commuter route. The Corridor is identified as a Future Planning and Analysis Areas (FPAA) on the Comprehensive Plan's (Comp Plan) Generalized Policy Map.

The New York Ave NE Vision Framework will refine and guide implementation of changes to the Future Land Use Map (FLUM) based on Comprehensive Plan policies. New York Avenue NE is also defined in the Comprehensive Plan as a Gateway Corridor that should be celebrated as a place of significance, lined with interesting buildings and public spaces, and that links adjacent neighborhoods through shared infrastructure. The project's goals are to:

- Advance racial equity.
- Unlock the corridor's potential to add affordable housing and good jobs.
- Increase resilience to environmental shocks and stressors.
- Establish a forward-looking approach to production, distribution, and repair (PDR) land uses that is equitable and economically sound.

FUTURE LAND USE MAP (FLUM)



HOUSING

Ivy City is a relatively small neighborhood made up of mostly small scale multi-family buildings. According to the District's Master Address Repository (MAR), Ivy City has a total of 326 residential properties, of which half are located in small apartments buildings of three to 19 units total.

110

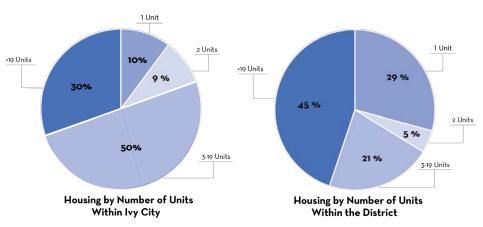
TOTAL DEDICATED AFFORDABLE UNITS – 12% OF THE RENTAL SUPPLY.

39 of these are part of the Hecht Warehouse redevelopment. 60 units in the Ivy City Apartments complex are under Section 8, slated to expire in 2026.

HOUSING TENURE



NUMBER OF UNITS BY BUILDING TYPE



Housing Costs

\$374,300 MEDIAN HOME VALUE IN IVY CITY (COMPARED TO \$618,100 IN WASHINGTON D.C.)

\$1,375 MEDIAN RENT IN IVY CITY (COMPARED TO \$1,607 IN WASHINGTON D.C.)

51% OF RENTERS IN IVY CITY ARE COST-BURDENED

*Households are considered cost-burdened if they spend more than 30% of their income on housing costs.

\$547,500

AVERAGE SALES PRICE FOR A THREE-BEDROOM TOWN HOUSE IN IVY CITY

The minimum income to afford the unit would range between 85% and 100% of the median family income.



TOWNHOUSE SALES

\$375,000 (2017) \$412,500 (2021)



CONDO/CO-OP SALES

\$312,080 (2017) \$316,748 (2021)

Source: Redfin.com, DC Office of Planning











WALKING, BIKING, AND TRANSIT

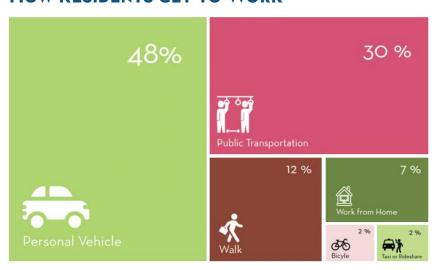
METRORAIL ACCESS

The closest metro rail station to Ivy City is the NOMA-Gallaudet U Metro station. It is located approximately 1.5 miles south off New York Avenue NE.

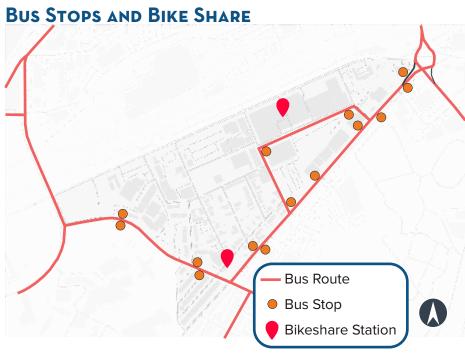
In 1893, the Ivy City station of the Baltimore & Ohio (B&O) Washington Branch railroad was removed. There were no nearby streetcars and the area became isolated from the rest of the District.

Ivy City is adjacent to New York Avenue, one of DC's least walkable major roadways due to missing sidewalks, large intersections, limited crosswalks, a disconnected street grid, and limited building access. In addition, New York Ave NE is one of the highest-ranking crash corridors in the District. To address these challenges, DDOT is in the process of improving pedestrian and bicycle facilities along the corridor.

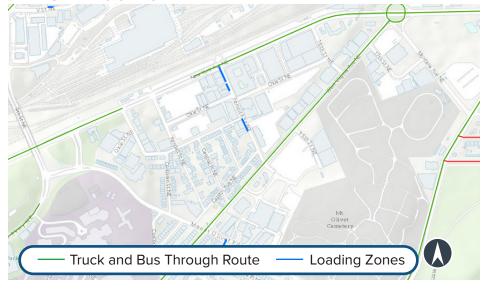
HOW RESIDENTS GET TO WORK



Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.



FREIGHT ROUTES





Source: Ivy City Summer Youth Sidewalk Study

Legend

Low Pedestrian Comfort

Moderate Pedestrian Comfort

High Pedestrian Comfort

Sidewalks with low pedestrian comfort are narrower than 6 feet wide, obstructed, and often lack street trees. Medium pedestrian comfort zones are highlighted in orange, with a sidewalk between 6' and 10', or where walking is uncomfortable due to the lack of shade trees, obstructions, busy car traffic, or industrial uses. High pedestrian comfortable sidewalks are highlighted in green, are typically pleasant, and may offer shade trees or a buffer from vehicle traffic.

CIVIC FACILITIES AND AMENITIES

MAP OF NEARBY AMENITIES

While some regional shopping, dining and entertainment exist, few community services are located within walking distance of the community.



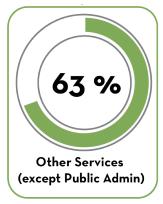
COMMUNITY ECONOMICS

MOST COMMON BUSINESSES IN IVY CITY BY SECTOR



MOST COMMON JOBS IN IVY CITY BY SECTOR

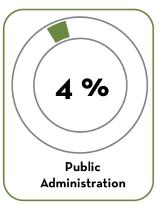
3,303 TOTAL NUMBER OF JOBS IN IVY CITY





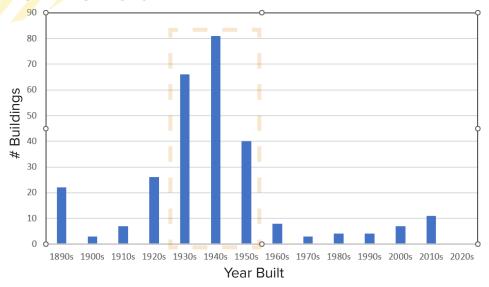






DEVELOPMENT ACTIVITY

BUILDING HISTORY





HECHT WAREHOUSE

The historic Hecht Warehouse was redeveloped in 2016 as a Planned Unit Development (PUD). It's most notable tenants include Target Store, Mom's Organic Market, Kick Axe, and City Winery. It also includes:

- 335 residential units
- 38 affordable inclusionary zoning (IZ) units at 50% and 80% of the Median Family Income (MFI)
- 125,000+ square feet of retail
- 1,250 parking spaces

RESIDENTIAL INFILL

Recent development includes condo and townhouse infill withing the residential sector of the community, all compatible with the RF-1 Zone.



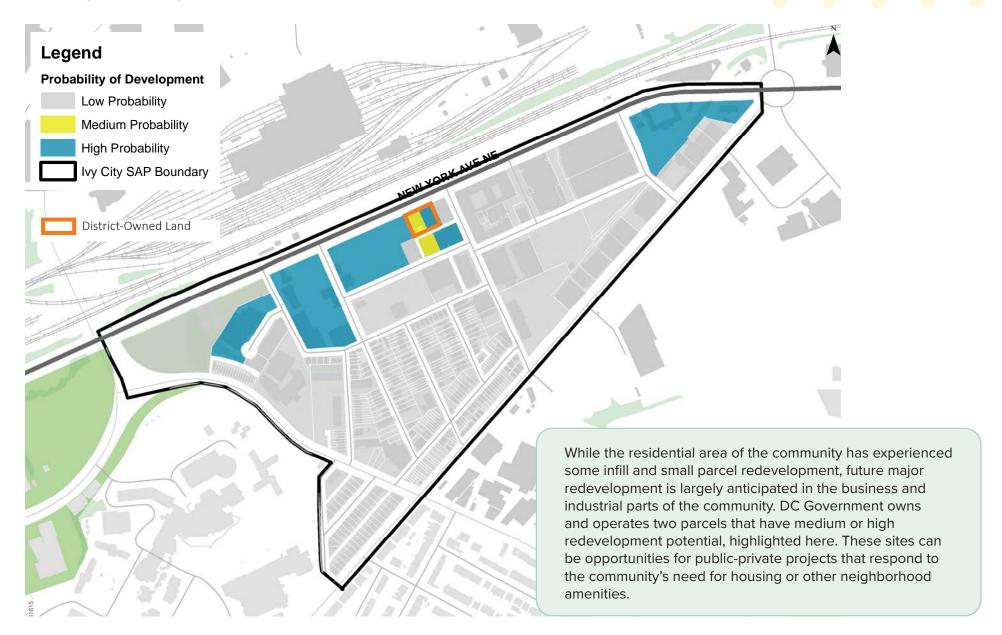


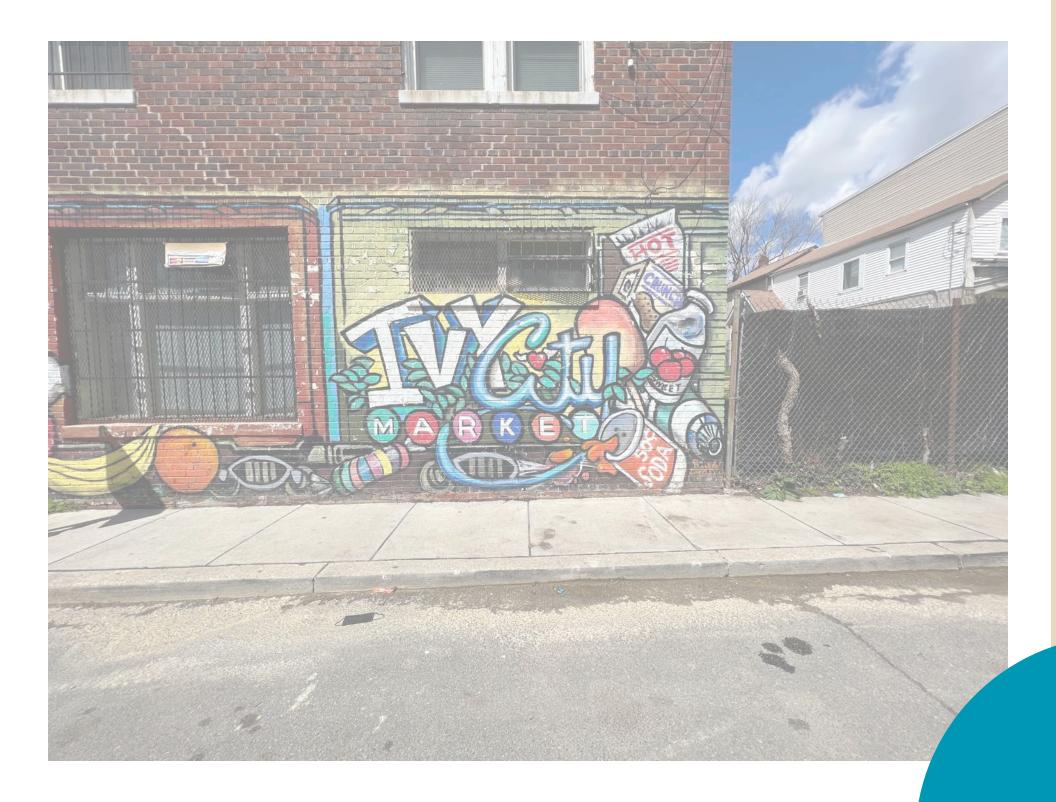






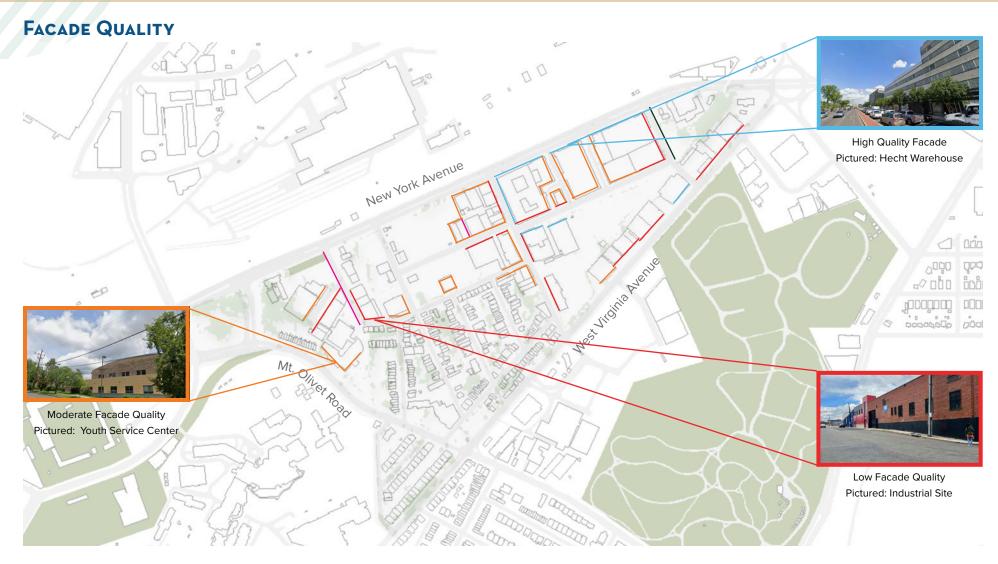
DEVELOPMENT POTENTIAL







COMMUNITY CHARACTER



Legend

Low Facade Quality

Moderate Facade Quality

High Quality Facade

Art Wall & Mural

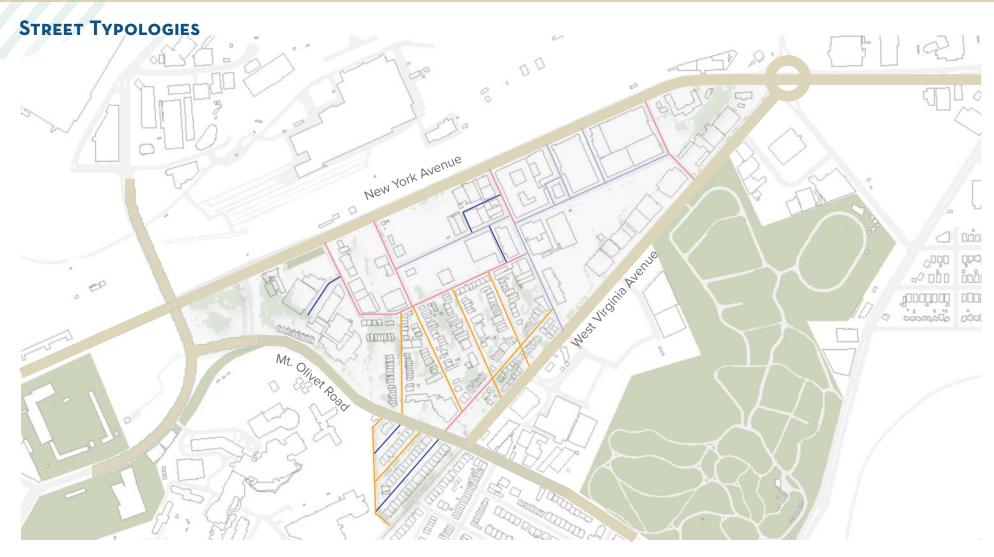
Facade quality is impacted by programmatic uses and qualitative experience. Loading docks and unengaging facades are designated "Low" in red. Moderate facade quality is designated in orange, with limited windows or long blank walls. High quality facades are designated in blue; these are engaging at the pedestrian level with high visibility into buildings, interesting architectural elements, and welcoming storefronts.



Legend

Community Gathering Places

STREETSCAPE



Legend

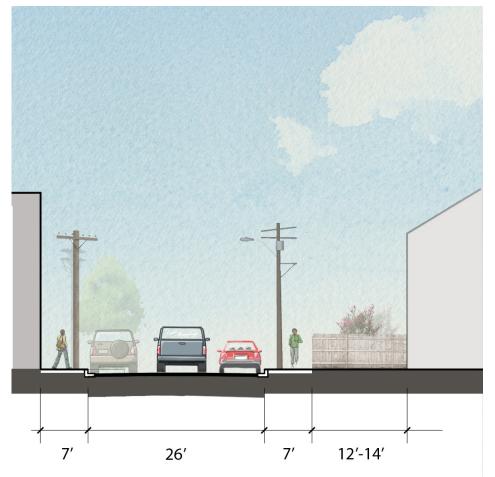
Residential Street
Connector Street
Urban Thoroughfare
Market Streets
Alleys

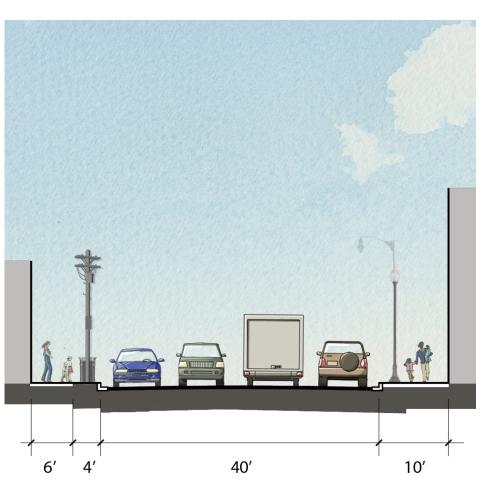
Streets are designed to accommodate different amounts of vehicular, bicycle and pedestrian traffic. Urban thoroughfares function as major vehicular roadways. Market streets are designed for existing buildings to accommodate retail activity and flexible gathering spaces. Connector streets are entrances to neighborhoods, slowing traffic. Alleys are primarily used for service, loading, and utility access.

STREET SECTIONS

CENTRAL PLACE NE - TYPICAL RESIDENTIAL STREET

FENWICK STREET NE - COMMERCIAL CONNECTOR STREET





Residential streets in Ivy City are typically one way streets that offer 26 feet of space for moving vehicular traffic and parked cars. Residential street sections in Ivy City have shorter sidewalk widths for pedestrian use and ADA accessibility compared to commercial streets. Commercial streets in Ivy City typically offer a 4 feet buffer zone between traffic lanes and sidewalks.

ENVIRONMENTAL CONDITIONS



Legend

Parks and Open Space Tree Canopy Cover

Green Roof

Lewis Crowe Park

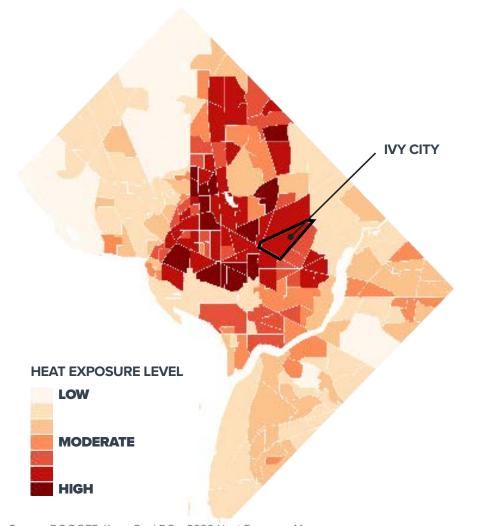
DC's 40% Urban Tree Canopy (UTC) Goal

The launch of Sustainable DC in 2011 established a goal of achieving a citywide tree canopy goal of 40% by 2032. Since 2006, DDOT's Urban Forestry Division has calculated the District's UTC on a 5 year basis.

Based on their most recent data (2020), the percentage of existing UTC in Ivy City was 11%. This was a 2.40% decrease from the amount of UTC in 2006. This loss in UTC represents a great opportunity for improvement in Ivy City's tree canopy, helping to create a more sustainable, healthy,

URBAN HEAT ISLAND EFFECT

The heat island effect occurs in areas where sunlight is absorbed and retained by paved surfaces and roofs. In dense urban areas, this absorbed heat is combined with heat released by technologies like air conditioners and automobiles to create an "island" that is significantly warmer than surrounding rural areas.



AIR QUALITY

Air quality is measured by analyzing the amount of pollutants in the air. Tiny inhalable particles that typically measure at 2.5 micrometers or smaller are recognized as "PM2.5."

IVY CITY PM2.5 MEASURES FOR SEPTEMBER 2022



The World Health Organization (WHO) Air Quality Guidelines state that the 24-hour average concentration of PM2.5 should not exceed 15 micrograms ($\mu g/m3$) per cubic meter more than 3-4 days per year. During the period shown in the graph above, lvy City experienced above average concentrations of PM2.5 for six out of the 30 days.

RESOURCES

AFFORDABLE HOUSING:

- 36,000 Housing Count (DMPED Economic Intelligence Dashboard)
- Housing Equity Report (2019)
- Housing Production Trust Fund
- Inclusionary Zoning (IZ) Affordable Housing Program

COMPREHENSIVE PLANNING:

 The Comprehensive Plan for the National Capital: District <u>Elements</u> (2021)

DEVELOPMENT AND ZONING

- DC Interactive Zoning Map
- DC Zoning Handbook
- Interactive Zoning Information System Case Search

HISTORIC PRESERVATION:

• Ward 5 Heritage Guide

PARKS, RECREATION, AND LIBRARY:

 DC Statewide Comprehensive Outdoor Recreation Plan (2020)

PUBLIC SPACE ACTIVATION AND DESIGN:

- Commemorative Works Program
- Our City, Our Spaces! (2021)
- Public Life initiatives
- Public Realm Design Manual (2019)
- Public Space Activation & Stewardship Guide (2018)

SCHOOL PLANNING:

DC Edscape

SUSTAINABILITY AND RESILIENCE:

- Building Energy Performance Helpdesk
- Sustainable DC (2018)
- Resilient DC (2019)

TRANSPORTATION:

- Bus Priority Plan (2021)
- moveDC: Multimodal Long-Range Transportation Plan (2021)

ACKNOWLEDGMENTS

DISTRICT OF COLUMBIA GOVERNMENT

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