

March 2012

## Brookland

### ***Brookland neighborhood boundaries***, as defined by the approved small area plan

- The boundaries of the Small Area Plan study area generally are Taylor Street to the north, 13<sup>th</sup> Street to the east, Rhode Island Avenue to the south and 7<sup>th</sup> Street to Michigan Avenue to John McCormack Road to the west.

### ***Brookland history and overview***

- Brookland is a vital neighborhood with a long, rich history that dates back nearly 120 years. While the pattern of Brookland's development is typical, the neighborhood that was created is unique. Since the earliest period of Brookland's development, the community has been unique among the city's suburbs in that it has served as home to a high concentration of religious institutions including colleges, religious orders, and service organizations that were drawn to the area by the strong presence of Catholic University. Examples include Trinity University, founded in 1897 and the Franciscan Monastery, dedicated in 1899.
- It is a very diverse community both racially and economically with eclectic architecture expressed in the style of the homes and building facades in the commercial area. Brookland is low rise in character with long tree lined streets and stately homes that have large yards, along with multi-family dwellings and neighborhood serving retail nodes.
- Brookland stands apart from other Washington neighborhoods because of its civic strength-fostered at the turn of the century by a close association with institutions of the Catholic Church and advanced into the twentieth century through the common causes of neighborhood integration, main street economic development, and the preservation of cultural resources.

### ***Small Area Plan activities***

- Establishing a creative economy cluster in Brookland building on current assets, specialty retailers and/or cultural assets.
- Creating a distinct branding and marketing strategy for 12<sup>th</sup> Street and Monroe Street.
- Defining and strengthening 12<sup>th</sup> Street as a unique destination.
- Including way finding techniques to include the character of the 12<sup>th</sup> Street and Monroe Street corridors.
- Programming activities such as the weekly farmers market, arts and cultural exhibits and performances at neighborhood public spaces to activate the corridor.

### ***Preliminary ArtPlace project concepts discussed to date***

- High level summary of community conversation on ArtPlace themes/project ideas
  - Learn about the arts/artists in Brookland – performing arts, visual arts, graphic arts, (Dance Africa-June 2012)
  - “A Taste of Brookland” – Classes (taste and see; Brookland)
  - “Discover Brookland” – Come to the Temporium to discover what you have been missing
  - “The Beauty of Brookland” – history, architecture, flora, art, incorporate Ft. Bunker Hill

### ***Potential Site Locations – (see excel sheet for more detail)***

- Island Jim's next to Colonel Brooks Tavern
- Open green space across from the Brookland/CUA Metro Station

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- Empty storefront where the Citibank used to be on 12th Street (3800)
- where the Jamaican bakery was on 12th Street (in the middle of the block)
- Newman Bookstore on 3407 8th Street (see attached spread sheet).

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## Deanwood

### **Greater Deanwood boundaries**

The boundaries that OP is considering are based on the Deanwood small area plan, or Greater Deanwood; roughly Kenilworth Avenue (west), Eastern Avenue (east), and Marvin Gaye Park/Watts Branch Creek (south).

### **Deanwood history and overview**

Deanwood, located in Ward 7, is one of East Washington's oldest communities; much of its housing stock dates from the early 20th century. Several well-known African-American architects, including W. Sidney Pittman and Howard D. Woodson, and many skilled local craftsmen designed and built many of its homes. The Deanwood neighborhood, including the Minnesota Avenue and Benning Road intersection, is experiencing some redevelopment and has the potential to become a more robust and economically active area of the city. New public and private investments are creating new opportunities for the communities near Minnesota Avenue and Benning Road. Two Metrorail stations form the transportation hub for a variety of financial institutions, grocery stores, government offices, and residential developments.

### **ArtPlace Concept Statement**

Based on parameters set by the ArtPlace Grant, Deanwood Small Area Plan (SAP), and community ideas, the Office of Planning has refined concept statement for the implementation of ArtPlace – Deanwood. *ArtPlace – Greater Deanwood will be an innovative and creative series of events, art installations, and learning seminars that inspire local residents and visitors to the historic neighborhood. Local youth and artists will be used to showcase their interpretation of neighborhood history and DC culture as a means of creatively expressing themselves.*

*Because Watts Branch Creek and the Anacostia River serve as natural boundaries to Greater Deanwood the green environment plays a major role in the neighborhood and also in the lives of its residents. As such, an environmental theme will also be intertwined in to the implementation of ArtPlace. Greater Deanwood is also home to the famous Marvin Gaye. In celebration of his music and social commentary, art installations and events will have a focus on his contributions to Washington, DC and the music industry.*

### **Deanwood ArtPlace Potential ideas**

In meetings with the community, a number of different ideas that reflect the concept surfaced. They include:

- Artists could create art that revolves around the idea of a clean Anacostia or Watts Branch Creek to be possibly displayed in the Harriet Tubman Gallery (3938 Benning Rd)
- Create recycled art using materials commonly found in the Anacostia River
- OP in conjunction with DPR can host a “Marvin Gaye Social” in the Park where Marvin’s music is played, artists are creating impromptu art pieces, and the improvements to the park are showcased.
- Youth art programming centered on Deanwood’s African American history
- Showcasing Nannie Helen Burroughs as the first demonstration “green street”

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- Highlight and incorporate the Solar Decathlon homes on Grant St. as a sustainable home model and the newly renovated HD Woodson High School, the only LEED Gold District government building in the city.
- Develop Marvin Gaye Park (MGP) as a Pop-Up Plaza for Arts, Culture and Commerce
- Utilize the closed Deanwood Kiosk as a welcome center
- MGP Inspiration Complex – custom designed complex made of recycled shipping containers to house temporary art, space for various workshops and event space
- Marvin’s Musical Journey – Add temporary QR codes to heritage trail markers and visitors can use smartphones to enjoy Marvin Gaye music and information about his songs.
- MGP Ecology Stage – Monthly concert series featuring artists and musicians. Two concerts may feature nationally known artists.