



**NEIGHBORHOOD INVESTMENT FUND**  
**GOVERNMENT OF THE DISTRICT OF COLUMBIA**

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OFFICE OF THE DEPUTY MAYOR  
PLANNING AND ECONOMIC DEVELOPMENT



 **Bellevue  
Investment Plan**

**Mayor Adrian Fenty**

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# introduction



*\*All photos in this document were taken by the Office of Planning unless otherwise noted.*

## **A Vision for Targeted Community Investment**

The Neighborhood Investment Fund (NIF) is an annual non-lapsing, revolving fund to finance economic development and neighborhood revitalization in 12 target neighborhoods. Created by the District of Columbia Council in 2004, the Fund was designed to provide a pool of resources to support investment and revitalization in emerging and distressed neighborhoods. Moreover, the Council envisioned NIF as contributing to a broader economic development tool kit to achieve a critical mass of investment needed to make a significant and visible impact in its target neighborhoods.

To that end, the District of Columbia Office of Planning in partnership with the NIF Program's implementing agency, the Office of the Deputy Mayor for Planning and Economic Development, worked with community stakeholders in each target area to develop an investment plan. The target area investment plan is designed to identify community priorities for NIF investments and to set an investment agenda for NIF resources over a five-year period.

The following Bellevue Target Area Investment Plan presents an overview of the NIF program, a background of the target area, a description of the planning process, and the resulting investment goals and strategies. Significant community engagement was a critical component of the development of the plan, ensuring broad stakeholder support for its recommendations. Community partnerships, fostered through the planning process, will be integral to the implementation of the investment plan, as many strategies can only be realized through community-driven projects.

## **Creating the Fund**

The District's economic boom, which began in earnest in 2000, brought significant public and private investment to Downtown Washington. According to the Washington DC Economic Partnership, over \$13 billion dollars has been invested in projects completed

since 2001 in Wards 2 and 6 (which encompass the Downtown DC area), with another \$29 billion invested in projects currently under construction, planned or proposed. This investment has spurred a renaissance in the physical development of the city and also a transformation of the District's reputation in the region, across the country, and throughout the world.

Despite rapid changes downtown and in the adjacent neighborhoods of Penn Quarter, Gallery Place, and Logan Circle, the majority of the District's neighborhoods, especially those east of the Anacostia River, have been largely untouched by this growth. This well-documented period of uneven growth created a multitude of consequences including rapid escalation of housing costs, loss of affordable housing stock, and further concentration of poverty in distressed neighborhoods of the District. The Neighborhood Investment Act was created in this context of raising the profile and importance of investing in District neighborhoods - their people, places, and assets.

The Neighborhood Investment Act of 2004 (NIA), which established the NIF program, was created from several pieces of similar legislation proposed in 2003 to provide resources for targeted neighborhood investment. The initial thrust for creating a targeted investment program grew from community organizing around making neighborhoods a top city priority, and paralleled similar efforts such as the Strategic Neighborhood Investment Program developed by the Williams administration. The Washington Interfaith Network was integral in advocating that the Council and the Williams administration place "Neighborhoods First."

The NIA legislation created a non-lapsing, revolving fund outside of the General Fund, called the Neighborhood Investment Fund (NIF). The NIF is funded through an annual appropriation of 15 percent of personal property tax, not to exceed \$10 million. The NIA mandates that the Mayor prepare and submit to the Council an annual spending plan for how the NIF will be utilized in the 12 neighborhood target areas designated in the NIA. The District of Columbia's Office of the Deputy Mayor for Planning and Economic Development is charged with implementing

the Neighborhood Investment Fund program and the requirements of the NIA.

The target areas defined in the NIA legislation were selected by the Council because of their status as emerging or distressed neighborhoods where targeted investment would have maximum impact. There are NIF target areas in every Ward except Ward 3. They include: Anacostia, Bellevue, Congress Heights, and Washington Highlands in Ward 8; Deanwood/Deanwood Heights in Ward 7; H Street, NE in Ward 6; Brookland/Edgewood and Bloomingdale/Eckington in Ward 5; Brightwood/Upper Georgia Avenue in Ward 4; Logan Circle and Shaw in Ward 2; and Columbia Heights in Ward 1. Subsequent amendments to the NIA in 2007 have expanded the Columbia Heights, Brightwood/Upper Georgia Avenue, and Deanwood Heights target areas. A map of the NIF target areas can be found in the Appendix of this plan.

One of the requirements of the NIA legislation is for the Mayor to develop NIF Investment Plans for each of the target areas using input from community stakeholders, including Advisory Neighborhood Commissioners, residents, business owners, the faith community, not-for-profit organizations, and other groups. The purpose of the Investment Plan is to set community priorities for how the NIF funds should be utilized in the target area over a five-year period. The Investment Plan, which is the subject of this report, fulfills the legislative requirement for the Bellevue target area.

## **Operating the Fund**

Each year the Mayor submits a spending plan to Council, outlining how the annual appropriation of NIF funds will be utilized in the 12 target areas. The funds are intended to be used on projects that realize the goals of economic development and revitalization in the target areas. The spending plan can feature a diverse range of projects that will make significant investments in the areas of economic development, community facilities, housing, education, and job training and development. NIF also facilitates creative partnerships among District agencies, the non-profit sector and the private sector. Currently, there are five

funding programs supported by the NIF that provide grant and loan assistance for a range of projects. They include: Neighborhood Grants Program, Target Area Project Grant, Pre-development Grant Fund (PDG), Land Acquisition Pre-development Loan Fund, and NIF Government Projects. Future fiscal year spending plans may include these programs or replace them with other initiatives that meet the goals of the NIF program.

Typically, the Office of the Deputy Mayor for Planning and Economic Development releases a Notice of Funding Availability or Request for Proposals when funding for the program becomes available. Projects are selected based on the eligibility requirements of the program: the project's public benefit, its ability to leverage resources, and its catalytic effects. Projects in the Bellevue target area must be supported by the community investment goals and priorities identified in this investment plan. Future investments from the NIF will ensure that expenditures are compatible with the goals of this plan and that all NIF funds are utilized to implement its objectives.

NIF was established largely due to community organizing and its implementation relies on target area stakeholders becoming instigators of change within their own communities. The structure of the fund empowers community stakeholder groups to apply for funding to accomplish the goals of the plan. By utilizing the funding opportunities described above, these groups will become partners with the District in realizing change at the neighborhood level.

## **Defining an Investment Agenda**

Clearly not all of the goals identified in this investment plan can be or should be addressed solely by the Neighborhood Investment Fund. Many of the issues raised through the planning process are long standing structural issues that have impacted Bellevue for many years. The Fenty Administration is dedicated to using the broadest range of District resources available to address problems of affordable housing, local retail development, public safety, and education, among other issues. Therefore, the investment plan also includes recommendations for which other District

resources, such as the District's capital budget, Housing Production Trust Fund, and Community Development Block Grants, could be utilized to achieve the goals of this plan. Moreover, NIF will be used to fill gaps in funding availability and applicability of existing government programs. In this context, the Fenty Administration envisions NIF as a critical tool within a comprehensive strategy to improve neighborhoods in the District.

The following section provides an overview of the target area, including a demographic portrait and current revitalization initiatives.







# target area background



*\*Statistics used in this section were obtained from the DC Office of Planning State Data Center, using Census 2000 data, The Ward 8 Comprehensive Housing Analysis, or the Retail Action Strategy (RAS) unless otherwise noted.*

## Neighborhood Context

Located in the southeastern quadrant of Ward 8, the Bellevue neighborhood serves as a prominent entrance into the District from Prince George's County, Maryland. Bellevue is primarily a residential neighborhood, filled with community character and cultural significance. The Bellevue Neighborhood Investment Fund (NIF) target area is defined as the area bounded by Galveston Street, SW, on the south, First Street, SE, on the east, Halley Street, SE, on the north, and Interstate 295 on the west. Bellevue is one of four NIF areas in Ward 8. The other three are Anacostia, Congress Heights, and Washington Highlands.



Bellevue is a neighborhood set in hilly terrain located between Oxon Run and bluffs overlooking the Potomac River. Unlike many residential neighborhoods in the District, Bellevue has a suburban-like quality with its curvy streets, open park space and striking site lines. On the east and south sides of the area, Oxon Run serves as a natural feature whose abundant greenery provides a refreshing resource to the community. To the west, a dense swath of trees provides a green buffer from the flowing interstate traffic. Further, the neighborhood is conveniently located near major regional routes, I-495 and I-295, providing quick access

to downtown Washington, Maryland and Virginia. The South Capitol Street corridor serves as the commercial spine that links residents to neighborhood-serving retail and the Eastover Mall area, just south of the District line in Maryland. Other major arteries include Atlantic Street and Martin Luther King Jr. Avenue, which connects Bellevue to other prominent locations east of the river, including Historic Anacostia and Saint Elizabeths Campus.

Such quality neighborhood features are further expressed throughout the area by its varying housing options. With residential as the predominant land use, Bellevue possibly contains the greatest diversity of housing types in any neighborhood east of the Anacostia River. A full assortment of housing is represented, including single-family, semi-detached, and apartment structures. Though the condition of the housing stock varies throughout the area, the majority appears to be in fair to good condition.

## Demographic And Socio-Economic Portrait

The Bellevue community has a population of approximately 7,700 residents, of whom 45 percent are male and 55 percent female. Bellevue's population accounts for roughly 11 percent of the total population of Ward 8. Of the community's population, 97 percent are African-American, 1 percent is White and the remaining 2 percent constitute Latino, Asian or American-Indian ethnicities. About 30 percent of Bellevue's population is over the age of 18, generally in line with other Ward 8 neighborhoods.

Of the four NIF areas in Ward 8, Bellevue has many characteristics that set it apart from the others. At 33 percent, Bellevue has the highest home ownership rate, highest percentage of single-person households (41 percent) and the highest percentage of householders aged 55 and over (32 percent). According to the Ward 8 Comprehensive Housing Analysis conducted in 2008, this demographic profile suggests an opportunity for development of affordable and market-rate senior housing. Such development would help older homeowners move into lower-maintenance living quarters while making their houses available for purchase by younger families.

Despite these comparative housing benefits, many residents expressed discontent, stating that the process of finding a home is too onerous for prospective buyers in the Bellevue area, especially first-time home buyers. Failure to connect the dots between prospective buyers, assistance programs and sellers has been a persistent dilemma, which creates an unintended deterrence for potential buyers.

Although Bellevue fairs relatively better in terms of housing, the neighborhood lags in other characteristics such as educational attainment when compared to other Ward 8 neighborhoods. For example, only 39 percent of the Bellevue population graduated from high school compared to 66 percent in Ward 8. Similarly, the percentage of Bellevue's population with a Bachelor's degree or higher, including graduate or professional degrees, (approximately 6 percent) is nearly half that of Ward 8 (approximately 11 percent). Throughout the NIF planning process, residents expressed the persistent need to strengthen the link between schools, jobs, and crime within Bellevue in order to improve these conditions. Hence, NIF funds should be used to bolster these links and build momentum, ensuring that all area residents are able to take advantage of these improvements.

## **Neighborhood Land Uses**

### *Housing*

The Bellevue neighborhood is comprised of a mixture of low (single-family detached and semi-detached), moderate (row houses and garden apartments), and medium- density (multiple-unit and mid-rise apartment buildings) housing with small pockets of commercial areas interspersed throughout. These varying density types are generally arranged in clusters along particular streets. Some examples of the varying housing typologies include First Street, which is generally comprised of single-family houses whereas, Elmira Street is lined with semi-detached housing types. Though the housing types vary widely in Bellevue, most of it is in fair to good condition.

Homeownership is a desire for many people- not only in Bellevue, but throughout the city as a whole. One method of increasing homeownership is through the Home Again Initiative. Led by the Department of Housing and Community Development (DHCD), Home Again is designed to stabilize neighborhoods by removing blight and creating more affordable housing opportunities. Through Home Again, the District gains site control of vacant and abandoned properties to sell them to developers who renovate them into quality, affordable homes. At least 30 percent of the units that developers renovate through Home Again, must be sold to low- and moderate-income families. Developers must also provide access to pre- and post- home purchase counseling. Currently, DHCD is pursuing the acquisition of several sites within the Bellevue area for inclusion into this program.

### *Commercial*

There are two principle commercial areas within the Bellevue target area along South Capitol Street, the largest of which is located at the intersection with Atlantic Street, SW. This commercial node has high visibility and serves as a focal point for the neighborhood. Its retail offerings stretch between Atlantic and Chesapeake Streets. The second commercial node occurs at the intersection with Elmira Street, SW. The retail spaces within this node are noticeably smaller than those of the Atlantic/South Capitol commercial area. Approximately 10,000 square feet of retail space in this area houses a liquor store, laundromat, dry cleaner, and a convenience store.

Two additional commercial nodes are located in the community, slightly beyond the NIF target area. The larger of the two is located along South Capital Street at the Maryland border. This node currently has an arrangement of commercial uses such as a bank, pharmacy, and three gas stations. The second commercially zoned area is located at Martin Luther King, Jr. Avenue and Irvington Street, SW, just south of the Wingate Towers and Garden Apartments complex. With approximately 4,000 square feet of retail space, the offerings in this commercial zone include a hair salon, small food market, liquor store, and day care center.

The Washington DC Office of Planning completed a retail study of twenty commercial submarkets in the District of Columbia. The Retail Action Strategy focuses on understanding the unique characteristics of individual retail submarkets to create a path for neighborhood-specific strategies. The South Capitol Street Submarket consists of two nodes, Martin Luther King Jr. Avenue to Chesapeake Street and 1/2 block north of Livingston Road to Southern Avenue. Although the southern most node lies outside the target area, its strategic location offers opportunities for redevelopment in the area.

The most significant retail development option for the South Capitol Street SE submarket is to improve the quality of the existing neighborhood-serving retail and focus on retaining current offerings. Efforts should also attempt to capitalize upon the energy generated by the nearby Eastover Shopping Center in Prince George's County, Maryland and develop strategic merchandising programs to take advantage of retail gaps. Strategies for upgrading South Capitol Street Submarket retail could include facade improvements, building redevelopment, incorporating unique place-making elements, pedestrian enhancements, branding as a destination for convenience retail shopping, and assistance to existing retailers to help them upgrade their facilities and offerings.



### *Transportation & Public Realm*

The Bellevue area is accessible by rail and bus transit provided by the Washington Metropolitan Area Transit Authority (WMATA). Although no Metrorail stations are located within the project area, three stations are within quick bus trip distances of the Bellevue boundaries: Congress Heights, Southern Avenue and

Anacostia. The Metrobus system has extensive routes through the area, connecting the neighborhood to Saint Elizabeths Hospital, Camp Simms, SE Community Hospital, DC Village, and Downtown Washington, DC.

Local vehicular access to the neighborhood is provided mainly by South Capitol Street, which is classified as an arterial street by the District Department of Transportation (DDOT). Collector streets include Martin Luther King, Jr. Avenue, SW, Atlantic Street, SE, Galveston Street, SW, Chesapeake Street, SW, and 1st Street, SE. Additional roadways within the study area are classified as local streets, providing a single lane of travel in each direction, and designed to carry only traffic to and from the homes there.

The quality of public realm and streetscape is significant for enhancing walkability of major corridors. The Great Streets Initiative has identified two areas along South Capitol Street that will undergo streetscape improvements: Atlantic Street Retail (Halley Place to Chesapeake Street) and Bellevue Gateway Segment (Elmira Street to Forrester Street and Livingston Road to Southern Avenue). The initiative identified the following as areas in need of improvement: sidewalks throughout both segments, increased bike rack installations, and street lighting, especially at the intersection of South Capitol and Martin Luther King Jr. Avenue. Further, enhanced signage, tree plantings and active landscaping throughout the neighborhood will aid in creating a warm, welcoming environment for residents and visitors.

### *Neighborhood Assets*

One of the benefits of Bellevue's location is its proximity and easy access to parks offering both passive and active recreational uses. Oxon Run, a creek draining into Oxon Bay and the Potomac, abuts the eastern boundary of the neighborhood. When the stream running through the park was channeled in the 1960s, trees were removed to create a large open space. Today, there is both open space for active recreation and wooded areas for passive enjoyment. Additionally, a new playground and amphitheater were recently installed in this park where Mississippi Avenue and 13th Street converge in the Congress Heights area.





There are two schools located within the Bellevue NIF boundary: Patterson Elementary and Madeleine Leckie Elementary. Both schools include programming for pre-kindergarten through 6th grade, with an enrollment of approximately 328 students at Patterson and 312 students at Leckie. There are no middle, junior, or senior high schools within the Bellevue study area. The nearest are Hart Junior High School and Ballou Senior High School, both located approximately one-half mile northeast of the Atlantic Street/ South Capitol Street commercial area. The recently closed P.R. Harris Education Center was the closest middle school to the Bellevue neighborhood. It housed approximately 917 students from pre-kindergarten through 8th grade.

Fort Greble and Bald Eagle recreation centers are two additional amenities that serve the Bellevue area. Bald Eagle is located off Joliet Street and Fort Greble is located along Martin Luther King Jr. Avenue. The Fort Greble recreation center provides several sports fields that serve the local area. Additionally, Bald Eagle Recreation center has budgeted \$2.8 million for renovations to the existing facility to enhance its programming targeted to serve neighborhood youth.

Several churches are located in visually prominent areas. The most noticeable are located at the intersections of Xenia and South Capitol Street, as well as Chesapeake and South Capitol Street. The Congress Heights Service Center and fire station are located within the neighborhood, providing additional neighborhood assets. Additionally, Bellevue hosts the privately-owned Hadley Hospital, built in the 1950s and located on Martin Luther King, Jr. Avenue, SW. The hospital was recently purchased and renamed The Specialty Hospital of Washington (SHW) at Hadley. This facility focuses on long-term, intensive medical care and is licensed as a Long Term Acute Care Specialty Hospital (LTACH). SHW - Hadley is only the second hospital of this type to be established in the Washington DC metropolitan area.



## Planning and Development Activity

The Government of the District of Columbia has worked on several different citywide and local activities to address issues related to planning, education, infrastructure, housing and economic development. Several goals have been set forth within this plan, which will act in concert with, and on the momentum of projects currently planned or underway.

Although planning for change is essential to effective transformation, the overarching desire of the community is to begin implementing projects that lead to tangible results. The following descriptions identify projects either currently underway or within the pipeline for this area of Ward 8.

*Bellevue Small Area Plan (SAP)* - The Bellevue Small Area Plan will be the product of a community-driven planning process for the defined Bellevue target area. The purpose of the plan is to define broad development goals, urban design guidelines and priority actions necessary to encourage and facilitate neighborhood improvements. The Office of Planning is currently developing the Bellevue SAP simultaneously with the Bellevue Neighborhood Investment Fund plan.

*Far Southeast/Southwest-Bellevue Strategic Small Area Planning Study*- Completed in 2000, this study presented the results of research on and analysis of the Bellevue area. The intent of this study was to guide future development, encompassing some 40 blocks in Ward 8 near the District line with Maryland. The study examined conditions, constraints, and opportunities for economic development and community revitalization for the Bellevue area.

#### *Great Streets Initiative*

The Great Streets Initiative is a multi-year, multiple-agency effort to transform under-invested corridors into thriving and inviting neighborhood centers using public actions and tools as needed to leverage private investment. The Office of the Deputy Mayor for Planning and Economic Development (DMPED) has invested in economic and community development activities along the South Capitol Street Corridor for key public and quasi-public owned parcels.

### **Major Development**

The last several years has brought a significant amount of development activity to Ward 8, particularly near and within the Bellevue neighborhood. For example, City Interests, a local developer, was recently awarded \$8.8 million in Tax Incremental Finance (TIF) incentives to assist in the redevelopment of a property at 4001-4045 South Capitol Street. Primarily residential, this \$108 million, 530,000 square foot mixed-use project is also slated to include 47,000 square feet of retail space and 85,000 square feet of office space.

Another significant project is the redevelopment of the Washington Highlands Library. The existing library site, located at 115 Atlantic Street, SW, is approximately 29,793 square feet in size. The current structure is scheduled to be razed and replaced with a new

state-of-the-art building. Construction is expected to begin in summer 2009, with the new library scheduled to open in early 2011.

Other recently completed developments and planned projects in the Bellevue area include:

**Danbury Station-** This 125-unit residential development located on Danbury Station was completed in 2007. Driven by The Department of Housing and Community Development (DCHD), the highly anticipated residential project demolished the previously blighted Chadwick Apartments on Danbury Street, SE. This project retained 24 affordable units from Chadwick Apartments and has greatly contributed to quality of life enhancements for surrounding neighbors.

**Trinity Plaza-** This mixed-use project is still in the conceptual stages of development. The proposal calls for over 40 condominium units and associated ground-floor retail space located at the intersection of South Capitol Street and Atlantic Street.

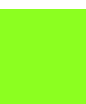
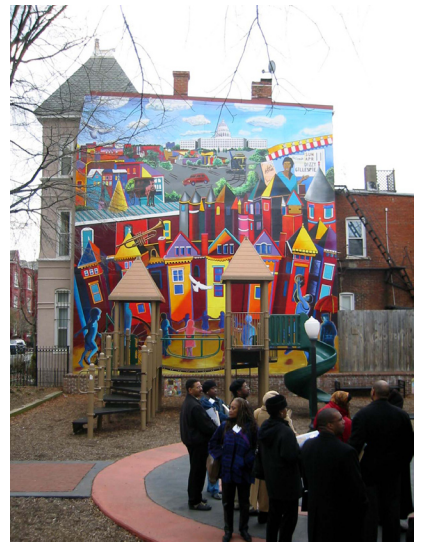
The following chapter explains the research and review of existing plans completed by the Office of Planning in preparation for public engagement undertaken to create this plan. It further describes the outreach strategies and meetings held to gain public input on the investment goals and strategies presented in Chapter 4.







# creating the plan





## Creating the Plan

The Office of Planning (OP) used a two-step process to formulate the Bellevue Target Area Investment Plan. First, OP determined community priorities by reviewing all recent plans and policies that affect the Bellevue NIF area. These documents included the 2006 DC Comprehensive Plan Far Southeast/Southwest Area Element, the Strategic Neighborhood Action Plan (SNAP) for Cluster 39, and the East of the River Project. The planning process for each of the above-referenced plans included significant public outreach and involvement. The plan review provided important insight into what the community felt were its most important concerns and how NIF Funds might be directed to best address these concerns. Review and confirmation of these goals and aspirations was the second step in creating an investment menu for Bellevue, along with identifying strategies that would aid in the accomplishment of each goal.

### *The 2006 DC Comprehensive Plan*

The Comprehensive Plan is a general land use and policy document that provides overall guidance for future planning and development of the city. The Office of Planning recently completed a two-year process of revising the Comprehensive Plan. Community input for this process included open public meetings, briefings with Advisory Neighborhood Commissions, a Mayor's Hearing and two Council Hearings. The Bellevue NIF area lies within the portion of the city included in the Far Southeast/ Southwest Area Element (Completed and adopted by DC Council December 2006).

### *2009 Bellevue Small Area Plan*

The DC Office of Planning is developing a Bellevue Small Area Plan, which is aimed at identifying potential redevelopment sites within Bellevue that assist with improving the area's commercial and retail opportunities, increasing home ownership and housing choices, and enhancing the quality of life for Ward 8 residents. This will be accomplished by sensitively guiding development that respects the character and scale of the existing neighborhood. The Small Area Plan will result in a land use strategy with associated recommendations for implementing the proposed actions. (Ongoing)

## *Retail Action Strategy*

In collaboration with the Office of the Deputy Mayor for Planning and Economic Development (DMPED), the Office of Planning (OP), and the Washington DC Economic Partnership (WDCEP), the creation of a comprehensive District of Columbia Retail Action Strategy (RAS) was initiated. Launched in April 2007, the RAS examines ways to strengthen the District's retail base at both the District-wide and local scale, to promote vibrant commercial districts with a broad range of retail businesses in all neighborhoods, and to create expanded opportunities for small and local retailers. The strategy builds upon and supports other public efforts, such as a neighborhood and revitalization plans and the DC Great Streets Initiative, as well as informing policies to guide private investment.

In total, the RAS examined 20 retail submarkets in the District of Columbia. The submarket review involved a retail demand analysis, Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and recommended strategies to improve retail. Out of the many retail submarkets in the District of Columbia, those selected in the RAS were considered representative of other areas that are currently evolving or are expected to go through similar challenges or transformation in the future. South Capitol Street, SE was one subarea that was analyzed as part of the RAS. (Draft Completed 2008, Final Draft Forthcoming 2009)



### *South Capitol Submarket*

The South Capitol submarket provides neighborhood-serving amenities. This area is comprised of apartments and single-family homes, which are serviced by

two small retail strips near Atlantic Street. The retail center just south of Atlantic Street, known as the South Capitol Shopping Center, has critical mass that could be redeveloped into a more substantial—but still neighborhood-serving—offering. This gateway node changes radically from north to south, reflecting how South Capitol Street goes from a suburban DC road to a major Maryland highway. North of Livingston Road, there is little development due to Oxon Run Park. South of Livingston Road, however, a few retail pads lead up to the massive Eastover Shopping Center in Prince George’s County, Maryland. Retail in this quiet node cannot compete with the scale of this mega-center; however, retail redevelopment efforts should attempt to capitalize upon the energy generated by Eastover and be strategically merchandised to take advantage of retail gaps. (Draft Completed 2008, Final Draft Forthcoming 2009)

#### *Cluster 39 Strategic Neighborhood Action Plan (SNAP)*

The Cluster 39 SNAP detailed the priority issues in this neighborhood cluster, as identified by local Ward 8 residents. The District Government used the SNAPs to inform and guide decisions on prioritizing city services and capital investment during the Williams Administration. The Cluster 39 SNAP includes the neighborhoods of Bellevue, Washington Highlands, and Congress Heights (Completed October 2002)

#### *East of the River Project*

The Office of Planning, in conjunction with the Department of Housing and Community Development, commissioned an East of the River Redevelopment Plan. A marketing and implementation development strategy was an additional component of that plan. The primary goal of the initiative was to provide guidelines for the future development of the area, with specific emphasis on expanding job opportunities, increasing commercial and retail services, providing new and rehabilitated housing, and improving infrastructure. (Completed December 2002)

#### *Neighborhood Investment Act*

Additionally, the NIF legislation identifies specific goals that are of importance to each target area. Among the goals for this target area are economic development, increasing homeownership opportunities, improving streetscape and public realm, supporting vocational and career development opportunities, and promoting public safety. These goals were reviewed and factored into the formulation of the investment plan strategies.

A variety of development goals and concerns are outlined and addressed within these plans, and while they all vary, there are many common themes that are relevant to the revitalization goals of the target area today. These include:

- *Small and Local Business Development*- The community surrounding the commercial core of Bellevue has significant spending capacity, with average annual consumer expenditures per household of around \$16,300 (Source: WDCEP, 2009 Neighborhood Profiles). Not only can residents continue to support existing retail offerings, they are also economically poised to support the creation of new retail establishments offering the goods and services they desire.
- *Access to Affordable Housing* - As housing prices continue to rise within the target area, low- and moderate-income households may have difficulty finding and maintaining affordable housing. NIF resources can be used to complement existing District housing programs that assist in preservation, as well as acquisition and development of affordable housing.
- *Educational Opportunities* – Residents of Bellevue noted a need for the creation of new, and support of existing, training programs that would prepare youth and adults for the workforce. NIF Funds can be used to support vocational opportunities for residents in this target area.
- *Access to Community Programs* – The community noted that the target area is in need of programs that provide mentoring and educational opportunities, such as GED and family counseling classes. NIF resources can be used to support vocational opportunities for residents in Bellevue.



While it was important to build upon what the community had already expressed through previous planning efforts, OP also provided opportunities for new input on emerging priorities. In addition to previous plan reviews, OP held three public NIF investment strategy workshops to gather the community's perspective on which issues would be best addressed using NIF resources. All meetings were held at the P.R. Harris Education Center located at 4600 Livingston Rd, SE on February 11, 2009, February 18, 2009, and March 14, 2009. The objective of each meeting was to present information relative to plan objectives and NIF goals, to receive input on the investment goals and to have participants prioritize areas that would be the focus of NIF investments. Summaries of the meetings can be found in the appendix.

Each workshop provided community stakeholders the opportunity to discuss these goals and strategies and determine whether or not they were representative of issues still relevant in the community. Participants then built a consensus on how these issues should be prioritized in the investment plan. Finally, the public was asked to share any new ideas for strategies and goals to include what had not been extracted from the initial plan review.

Outreach methods for these meetings included repeated postings on community listservs, dissemination of flyers throughout the Bellevue neighborhood, phone-banking, and direct e-mails to political and civic community leaders and all Ward 8 ANC Commissioners. Additional outreach efforts included distribution of meeting information to various merchants and property owners within the target area.

The next section discusses the final goals and strategies determined by the processes described above. They are intended to drive NIF investments in Bellevue for the next five years.



# investment goals & strategies





This section contains an investment plan for the Bellevue NIF Target Area. There are similarities among each of the 12 target areas relative to aspirations and goals; however, each area is unique with its own set of strategies associated with accomplishment of the goals identified for that community. Because funding is relatively limited, it is critical to target NIF funds towards specific needs and projects that will have the greatest impact. This investment plan is a direct outcome of the review of existing plans and demographic data, ideas received from area stakeholders as described in the prior sections of this report, and professional analysis by the Office of Planning and District staff.

The goals and strategies outlined below are designed to guide NIF investment in the Bellevue Target Area over the next five years. As such, they include broad, aspirational goals and the specific strategies by which NIF funds can be used to achieve them in the short term. As NIF is just one of many sources of financial assistance from the DC government, this plan also lists complimentary funding sources that may be leveraged to address the issues reflected in the investment goals and strategies. It should be noted that not all of the ideas and concerns raised by the public during the planning process are appropriate for NIF funding. Where possible, these ideas are listed and tied to other potential funding sources.

## **NIF Investment Goals and Strategies**

### **Goal 1: Enhance Bellevue commercial areas to attract and retain neighborhood-serving retail**

*Strategy 1: Encourage enhanced marketing and promotion to attract new neighborhood-serving retail*

*Strategy 2: Offer technical assistance and support to existing small businesses*

### **Goal 2: Increase homeownership housing types and choices and encourage new mixed-use, mixed-income development**

*Strategy 1: Target homeownership assistance and support programs to increase the target area's homeownership rate*

*Strategy 2: Create new mixed-income housing opportunities through infill development of vacant or underutilized lots*

### **Goal 3: Improve neighborhood business district development through streetscape and public space improvements**

*Strategy 1: Fund streetscape and public space maintenance programs to improve cleanliness, safety, and beautification*

### **Goal 4: Support vocational job training, life skills, and career development services, especially for area youth and at-risk populations**

*Strategy 1: Create new or expand existing adult education and basic skills courses*

*Strategy 2: Link area youth to jobs and mentoring opportunities with Ward 8 non-profit organizations and religious institutions*

### **Goal 5: Support programs and activities that engage the community and promote public safety**

*Strategy 1: Fund programs and services to achieve safer neighborhoods (e.g. better street lighting, neighborhood watch groups, etc).*

### **Investment Goal #1**

*Enhance Bellevue commercial areas to attract and retain neighborhood-serving retail*

Through the NIF planning process, Bellevue residents expressed the desire and need for more convenience and neighborhood-serving uses. Existing retail establishments tend to meet the basic needs of the community, but there exists an overwhelming public sentiment that additional retail and services such as a local dry cleaners or laundry establishment be sought. Further, residents expressed the desire to retain existing businesses within the neighborhood, particularly those employing local residents. The creation of new retail uses will further benefit area residents by providing more employment opportunities.



The intersection of South Capitol and Atlantic Street, SW serves as a major commercial node within this NIF study area. Beautification of this node, consisting of public realm and façade improvements is a key component for attracting new retail establishments and enhancing community character. As part of the Small Area Planning process, this area has been identified as a key redevelopment opportunity site. A mix of uses has been proposed for this node including retail, housing and medical office space. The redevelopment of this area will have a positive impact on the community with increased neighborhood-serving amenities, as well as improved pedestrian access to the site.

*Strategy 1: Provide funding for façade improvements and enhanced area promotion to attract new neighborhood serving retail*

Residents of Bellevue noted that the lack of neighborhood identity is a contributing factor to retail decline, since many commuters drive through Bellevue without noticing any of the existing retail offerings and many residents don't easily recognize that the neighborhood is called Bellevue. This is in part due to the lack of branding and promotion of existing neighborhood, commercial, and retail assets. The other factor is visual appeal. Many commercial buildings in Bellevue are in need of physical updates and improvements. In order to provide maximum impact, façade improvements should be concentrated within the South Capitol and Atlantic Streets retail node and provide a visual consistency throughout the area. This endeavor should be carried out and supported by non-profit entities.

*Strategy 2: Offer technical assistance and support to existing small businesses*

Small businesses may have difficulty thriving in a market dominated by larger-scale, national retailers like those located across the DC border in Prince George's County's Eastover Shopping Center. One of the advantages of the Bellevue neighborhood is that small businesses have the opportunity to capture local resident retail spending on day-to-day needs. According to research completed by Social Compact for the District's Retail Action Strategy, an estimated \$41 million dollars is spent by Bellevue area residents on retail goods and restaurant services outside of the District each year. Whether from neglect or lack of resources, these small businesses are not taking full advantage of this opportunity by providing the wider array of goods and services desired by the community. Eligible non-profit organizations can utilize NIF funding to provide technical assistance to small business owners to expand their merchandise and improve their business management.

Funding may also be used to commission a consumer intercept study that would reveal to retailers what goods and services are most desired and feasible in the community, allowing retailers the opportunity to reposition their businesses to meet these desires. To further that goal, a market study is being conducted as part of the Bellevue Small Area plan. The plan will be used to assess market conditions and identify opportunities for affordable housing and commercial development to better guide the District's resources for investment in Bellevue. Applicants interested in pursuing funding to address this strategy should also consult the Bellevue Small Area Plan for additional information regarding target markets and business opportunities.

### **Other DC Programs, Initiatives and Tools**

The District of Columbia Small Business Development Center Network (DC SBDC) is dedicated to promoting the growth, expansion, innovation and increased productivity of small business owners in Washington, DC Opportunities for small business owners include training, counseling services and the maintenance of strategic alliances with organizations and individuals in the field of entrepreneurship.



Another program offered through a District agency is the Department of Housing and Community Development's (DHCD) storefront façade development program. Community development organizations based along commercial corridors that have experienced significant decline and whose businesses need assistance to participate in the overall economic resurgence of the District will be targeted. Additional information about this program can be found by contacting DHCD.

NIF funds should not be used to duplicate any services already offered by the District but rather expand and target these services to Bellevue.

### **Investment Goal #2**

*Increase homeownership and encourage new mixed-use, mixed-income development*

During the public workshops associated with the NIF planning process, residents of Bellevue indicated that finding and maintaining affordable rental and homeownership opportunities within the target area has been challenging. While a number of affordable housing programs are available for city residents from the DC government and non-profit organizations, many in the Bellevue community feel they are not well advertised and that area residents lack the information needed to take advantage of these programs. Government programs include: tenant opportunity to purchase, tenant association technical assistance, single family rehabilitation loan program, energy efficiency retrofit grants, homestead housing tax credit, and various tax abatements. Programs offered by non-profit organizations include: senior citizen age-in-place services, tenant/co-op/condo organization technical assistance, housing rights training, and foreclosure education.

*Strategy 1: Target homeownership assistance and support programs to increase the target area's homeownership rate*

Direct homebuyer assistance and training are important tools for increasing the rate of homeownership among qualified and eligible buyers. Given the financial burdens of homeownership beyond the mortgage itself (e.g., routine maintenance and major capital repairs, such as roof or HVAC replacement), homeownership resources should be focused on those households that do not need long-term assistance in making their regular housing payments. NIF fund-  
DC Office of Planning 2009

ing can be used by non-profit organizations to provide training for homeownership and foreclosure prevention, as well as intensive counseling services for home purchases and maintenance. Other efforts should be placed on connecting residents with existing government homeownership programs, services, and training.

*Strategy 2: Create new mixed-income housing opportunities through infill development of vacant or underutilized lots*

Vacant or underutilized lots provide opportunities for the creation of new housing, especially housing that is affordable to a range of income levels. However, it is critical that new development in the area be compatible with the existing community character. Any funding or incentives given to developers through NIF should include design review stipulations to ensure that the new development is contextual.

This plan also recommends that Department of Housing and Community Development add Bellevue as a target area for its Notice of Funding Availability (NOFA). A NOFA is an announcement from a District agency or department that informs the public of a specific funding opportunity. This strategy is to target investment in new affordable and mixed-income housing developments into this NIF area by having DHCD set this community as a priority area in its bi-annual NOFA. Leveraging NIF pre development and acquisition funds with other District housing resources will help to achieve the critical mass of investment in the target area needed to achieve the housing goals of this plan. Further, funds should be targeted towards development opportunities identified within the Bellevue Small Area plan.



## Other DC Programs, Initiatives and Tools

The District currently has several incentives for qualified households to buy homes within the city. Programs such as Home Purchase Assistance Program (HPAP), the DC Bond Program, DC Homestead Tax Credit and the Employer Assisted Housing Program (EPAP), among others, offer below-market interest rates on home mortgages, closing cost and down payment assistance, and other savings for interested and eligible homebuyers. Though many require homeownership counseling and assisted financial preparation, these programs are utilized and promoted through nonprofits as a valuable gateway into homeownership.

The Department of Housing and Community Development's (DHCD) Property Acquisition and Disposition Division (PADD) manages all acquisition and disposition of property for DHCD. PADD is comprised of two programs, the Home Again Program and the Homestead Program. These programs acquire vacant and abandoned properties with the goal of rehabilitating these properties and putting them back on the market.

New construction assistance is offered through DHCD. This program provides assistance for a variety of construction and site development activities that support affordable residential housing or community facilities. The Department's financing is used to leverage private investment in the development of new, affordable units. New development can be for rental or home ownership. NIF funding should be used to leverage the above resources and initiatives and not replace funding. In addition, technical services and programming can be expanded or targeted specifically to the target area in order to further leverage District resources.

### Investment Goal #3

*Improve neighborhood business district through streetscape and public space improvements.*

The Bellevue area has two primary commercial areas: 1) South Capitol Street, SE and Atlantic Street, SW and; 2) South Capitol Street, SE and Southern Avenue, SE. These commercial nodes within the Bellevue neighborhood are in need of physical improvements, which some existing community organizations and the District have sought to address.

The District Department of Transportation (DDOT) began a citywide community discussion in summer 2005 to establish a framework and standard for decision-making about the quality and character of streetscapes and transportation across and along all corridors. Martin Luther King Jr. Avenue SE and South Capitol Street were designated as Great Streets Corridors within Ward 8. Public meetings related to the framework planning took place through the end of 2005. Simultaneously, considerable corridor-specific transportation and streetscape planning and implementation are already underway across these corridors. A transportation study has been completed for Martin Luther King, Jr. Avenue and streetscape improvements are currently underway for the Bellevue community, along South Capitol Street.



NIF can be an important source of funding to leverage District dollars and non-profit activities to help maintain, beautify, and green these corridors.

*Strategy 1: Fund streetscape and public space maintenance programs to improve cleanliness, safety, and beautification*

A key element of a successful corridor is providing residents with a clean and safe physical environment within which to live and shop. This strategy can concentrate NIF grants towards non-profits for street cleaning, street greening activities (flower pots, hanging plants, and tree maintenance) and safety improvements (extra lighting for retail areas, etc.).

## Other DC Programs, Initiatives and Tools

The Great Streets Initiative is a multi-disciplinary approach to corridor improvement, comprising public realm investments, strategic land use plans, public safety strategies, and economic development assistance. Recommendations for improvements in Bellevue include: furnished sidewalks offering benches and bike racks for patrons of the retail facilities, repaved sidewalks, and enhanced street lighting and crosswalks, especially at the intersection of South Capitol Street and MLK Jr. Avenue. NIF funds should not be used to duplicate services or programs offered in the target area by District-funded initiatives.

### Investment Goal #4

*Support vocational job training, life skills, and career development services, especially for area youth and at-risk populations*

Residents in Bellevue recognize the potential to train and expand job opportunities for residents. The neighborhood has a high rate of unemployment (11 percent), about three points above the District average. Existing job opportunities are limited in the neighborhood, with premium long-term, career-building positions in short supply. There are a large number of non-profit entities within Bellevue that offer a variety of programs and services related to job-training. NIF funds can be used to expand programs and services that improve efficiency and effectiveness of needed community programs within Bellevue. The pre-development and acquisition assistance could also be used by non-profit, faith-based organizations that currently have land available for the development of desired community uses.

*Strategy 1: Create new or expand existing adult education and basic skills courses*

Along with more focused job training, stakeholders believe NIF funding can be directed towards basic education courses that lead to expanded employment opportunities. Basic skill building in the areas of literacy, home finances, computers, and GED preparation can assist with family stabilization, another crucial factor in becoming and staying gainfully employed. NIF funding can be used to support the expansion of existing non-profit programs or create new programs where there is a gap in the existing services.

*Strategy 2: Link area youth to jobs and mentoring opportunities with Ward 8 non-profit organizations and religious institutions*

Bellevue residents observed that area youth not only need more programs that will re-direct their energies, but also exposure to role models who can provide the kinds of positive reinforcement needed to influence them away from potentially negative activities. Residents suggested that NIF funds be used by eligible non-profit organizations to organize and implement programs that link youth to existing businesses and institutions within the Ward. Program recommendations include a youth mentor program and multiple levels of job-training services. A mentor program brings area youth together with adults and peers who then serve as positive role models, while job-training services assist youth with building technical and soft skills needed to succeed in the work place.

## Other DC Programs, Initiatives and Tools

The Green Collar Jobs Initiative is a cooperative effort among the District of Columbia government, for-profit entities, non-profit organizations, and academic institutions to help prepare District residents and businesses to take advantage of the growing green sector of the economy. With the leadership of Mayor Adrian M. Fenty, along with partnering agencies, such as the Department of Employment Services, Department of the Environment, Department of Small and Local Business Development, and the Office of Planning, residents and local businesses can fill the increasing demand for more environmentally sustainable construction and development jobs.





## Investment Goal #5

*Support programs and activities that engage the community and promote public safety*

Through the public meetings for this plan, residents in Bellevue expressed concern about personal safety in their neighborhood. Pedestrian travel to and from the commercial nodes within the neighborhood is an area of particular concern. Local youth tend to congregate in these areas, generating a sense of uneasiness for some others in the community. The concern about loitering was also raised by area business owners at a business luncheon on March 10, 2009. Recommendations from both residents and business owners have focused on increasing street lighting and improving streetscape layouts and design to provide a sense of security. NIF funding can be used by local non-profit organizations to increase safety and the perception of safety through physical improvements and community activities.

*Strategy 1: Fund programs and services to achieve safer neighborhoods (e.g. better street lighting, neighborhood watch groups, safety walks, etc).*

There are many opportunities to promote safety and make residents feel more secure. Banding together to reclaim a particularly difficult area and show solidarity is a proven method of easing crime and the perception of crime. Some Bellevue residents spoke of creating a neighborhood watch group. Other residents communicated interest in increasing general community participation through community-organized events and other activities. Such activities are eligible for NIF funding as long as a non-profit organization organizes and leads the effort.

## Prioritization

Through the process of creating the investment plan, stakeholders identified priorities within the goals and strategies. Consideration was given to which strategies had other public funding channels. These priorities will help guide where NIF funds should be spent. While projects that serve to meet the goals and strategies listed in this plan will be eligible for NIF grant consideration, particular priority will be placed on the specific strategies.

Stakeholders identified that the following goals and strategies merit the highest priority:

- Goal 1: Enhance Bellevue commercial areas to attract and retain neighborhood-serving retail
- Goal 2, Strategy 2: Create new mixed-income housing opportunities through infill development of vacant or underutilized lots
- Goal 4: Support vocational job training, life skills, and career development services, especially for area youth and at-risk populations

## Conclusion

The DC Council envisioned NIF as contributing to a broader economic development tool kit to achieve a critical mass of investment needed to make a significant and visible impact in its target neighborhoods. Raising the profile and importance of investing in District neighborhoods, its people, places, and assets, is the prime objective behind the creation of the program and the subsequent investment plans that arise from it. The economic boom experienced in the central part of the city had a great impact on the financial and economic health of the District by creating new jobs, increasing the population, and stimulating an unheralded level of public and private investment. It also created a challenging situation as many neighborhoods experienced escalating housing costs, the loss of affordable housing stock, and further concentrations of poverty.

The Neighborhood Investment Act was created in the context of establishing new opportunities to leverage citizen action with public investment. This Investment Plan gives citizens more direct input into addressing systemic issues that impact neighborhood quality of

life. Through both solid analytical research and a grassroots approach in prioritizing needs, this plan will empower citizens to leverage NIF resources and produce noticeable changes within their neighborhoods. Through increased dialogue with residents, business owners, and religious and civic leaders, a new neighborhood agenda can be created that will bring a true vision of targeted neighborhood investment.

With the completion of this plan and its approval by the Council of the District of Columbia, the Office of the Deputy Mayor for Planning and Economic Development has a road map for making future NIF investment decisions. Future investments from the NIF in this target area shall be guided by this plan. The plan is a tool for the community to ensure that the programs, services, and physical improvements funded by NIF clearly implement the investment priorities articulated in the plan. As NIF investments begin to positively impact this community, the Office of the Deputy Mayor for Planning and Economic Development, in partnership with the Office of Planning and the community, will also determine the necessity and frequency of plan updates based on implementation activities or changes in neighborhood priorities.





# appendix

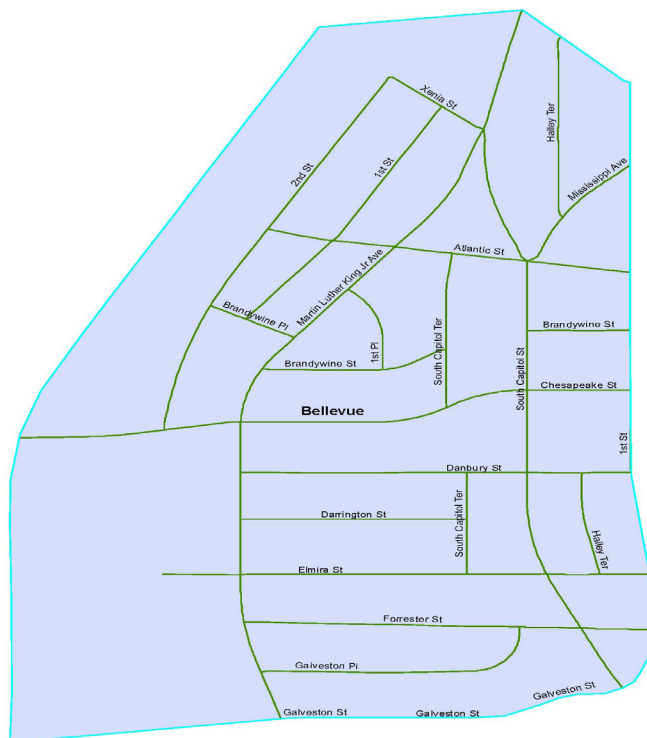
## target area map meeting summaries





District of Columbia  
Neighborhood Investment Fund

Bellevue  
Target Area #12



**Bellevue NIF Target Area Boundary**



GOVERNMENT OF THE DISTRICT OF COLUMBIA  
OFFICE OF PLANNING



**Public Meeting Summary**

Plan/Project: Bellevue Small Area and Neighborhood Investment Fund Plan

Meeting Date & Time: February 11, 2009 6:30-8:30pm

Location: P.R. Harris Educational Center, 4600 Livingston Road, SE

DC Government Attendees: Geraldine Gardner, Associate Director, Neighborhood Planning, Evelyn Kasongo, Ward 8 Neighborhood Planner, Gizachew Andargeh, Ward 7 Neighborhood Planner, Stephen Rice, Community Planner

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**AGENDA:**

- |   |                |
|---|----------------|
| • Welcome/Introductions (Evelyn Kasongo, OP)            | 6:30 – 6:35 PM |
| • Meeting logistics (Monica Ray, OP)                    | 6:35 – 6:40 PM |
| • Presentation (Evelyn Kasongo, OP/Marc McCauley, RCLO) | 6:40 – 7:00 PM |
| • Q & A   | 7:00 – 7:15 PM |
| • Break-out groups                                      | 7:15 – 8:00 PM |
| • Report Back   | 8:00 – 8:20 PM |
| • Next steps (Evelyn Kasongo, OP)                       | 8:20– 8:25 PM  |
| • Meeting Adjournment (Monica Ray, Designed Services)   | 8:25 – 8:30 PM |

**SUMMARY:**

The Office of Planning held its first public meeting on February 11, 2009 at P.R. Harris Educational Center located at 4600 Livingston Road, SE. The meeting took place from 6:30-8:30pm. A presentation was given which identified goals and objectives of the planning process as well as information pertaining to Comprehensive Plan policies as they relate to Bellevue.

After the presentation, meeting attendees were asked to break out into groups where a visioning exercise was conducted. Participants were asked to convey their likes, dislikes, and desired

improvements of the neighborhood. Further, attendees were asked to confirm if goals for neighborhood improvement created in 2003 were still valid and to add additional goals, if needed. The results of the break out groups can be found below.

LIKES	DISLIKES	IMPROVEMENTS
<ul style="list-style-type: none"> <li>• Friendly neighbors/ sense of community</li> <li>• Great views from Irvington Street and 1<sup>st</sup> Place SW</li> <li>• Children have access to community</li> <li>• Happy about growing neighborhood</li> <li>• Family-oriented communities/housing design</li> <li>• Ease of transportation access</li> <li>• Residential character</li> <li>• Very close-knit community</li> <li>• Good location and access to highways and buses</li> <li>• Giant grocery store in the area</li> <li>• Parks</li> <li>• Good location; situated between National Harbor and the baseball stadium</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of services</li> <li>• Lack of shopping options/neighborhood retail</li> <li>• No real access for retail development at Southern Ave./ MLK and along Southern Ave and South Capitol</li> <li>• Dogs being allowed in the parks</li> <li>• Retail along South Capitol Street</li> <li>• Liquor Stores</li> <li>• Lack of local-serving retail</li> <li>• Under-age drinking problems</li> <li>• Truancy</li> <li>• Gas station used as hangout</li> <li>• Crime moving in because of gentrification elsewhere</li> <li>• Wingate Apartments recipient of public housing tenants</li> <li>• Lack of enforcement of plans</li> <li>• Police harassment</li> <li>• Bad schools (curriculum &amp; physical)</li> <li>• Curfew enforcement</li> <li>• Lack of housing code enforcements especially on vacant land</li> </ul>	<ul style="list-style-type: none"> <li>• Work with National Park Service to free up land</li> <li>• Development south of Blue Plains Drive and MLK</li> <li>• Look at opportunities at South Capitol and Southern Avenue</li> <li>• Use vacant buildings on D.C. Village Land</li> <li>• Increased parental programs</li> <li>• Need for more family programs</li> <li>• Police and fire programs to connect with seniors</li> <li>• Provision of more senior services</li> </ul>

**NEXT STEPS:**

The Office of Planning will compile the information received and develop strategies for accomplishment of goals created. These strategies will be reviewed and ranked at the next public meeting to occur on February 18, 2009.

**TOTAL NUMBER OF PARTICIPANTS:**

30

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OP Project Manager: Evelyn Kasongo

Contact Information: (202) 442-7600 or [evelyn.kasongo@dc.gov](mailto:evelyn.kasongo@dc.gov)

GOVERNMENT OF THE DISTRICT OF COLUMBIA  
OFFICE OF PLANNING



**Public Meeting Summary**

Plan/Project: Bellevue Small Area and Neighborhood Investment Fund Plan

Meeting Date & Time: February 18, 2009 6:30-8:30pm

Location: P.R. Harris Educational Center, 4600 Livingston Road, SE

DC Government Attendees: Geraldine Gardner, Associate Director, Neighborhood Planning, Evelyn Kasongo, Ward 8 Neighborhood Planner, Gizachew Andargeh, Ward 7 Neighborhood Planner, Stephen Rice, Community Planner

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**AGENDA:**

- |   |                |
|---|----------------|
| • Welcome/Introductions (Evelyn Kasongo, OP)          | 6:30 – 6:35 PM |
| • Meeting logistics (Monica Ray, Designed Services)   | 6:35 – 6:40 PM |
| • Recap of 2/11 meeting (Evelyn Kasongo, OP)          | 6:40 – 6:50 PM |
| • Q & A   | 6:50 – 7:00 PM |
| • Break-out groups                                    | 7:00 – 8:00 PM |
| • Report Back   | 8:00 – 8:20 PM |
| • Next steps (Evelyn Kasongo, OP)                     | 8:20– 8:25 PM  |
| • Meeting adjournment (Monica Ray, Designed Services) | 8:25 – 8:30 PM |

**SUMMARY:**

The Office of Planning held its second public meeting on February 18, 2009 at P.R. Harris Educational Center located at 4600 Livingston Road, SE. The meeting took place from 6:30-8:30pm. A review of the February 11th presentation was conducted for those participants who were not present at that meeting.

Similar to the February 11 meeting, meeting participants were asked to break out into groups and

complete a worksheet which expanded upon the visioning exercise conducted at the February 11 meeting. Upon completion of the exercise, results were then used to further refine the goals and associated strategies for the Bellevue neighborhood. Participants were then given 3 dots and asked to prioritize their top three goals or strategies. Results from the break out groups can be found below.

#### GROUP 1

Bellevue will be...

- Strong market place
- Variety, welcoming, adequate, quality large grocery store
- Walk able neighborhood
- Safety (lighting)
- Family-oriented
- Reading time at library
- Improving recreational spaces (basketball courts)

Bellevue will have...

- Recreational programming for kids/adolescents
- A resource guide to promote various activities for youth newsletter
- Successful schools for successful students / parental involvement
- Community enrichments
- Affordable housing
- Working families
- Green jobs
- Greater coordination/comm. b/w community & social services (fire/ems)
- Business curb appeal (signage)

Bellevue will look ...

- More desirable & inviting
- Tree maintenance overgrowth; flowering bushes
- Thriving
- Public space improvements
- Bury the utility lines

Goal #1: Enhance Bellevue commercial areas to attract and retain neighborhood-serving retail (4 DOTS)  
Strategies

- Encourage enhanced marketing to attract new/diverse neighborhood-serving retail
- Provide technical assistance and support to existing small businesses
- Partner with area CDC's to create new and improve existing business districts (2 DOTS)

Other Ideas: Promotion of vision statements to business owners as a reason to do business in Bellevue.

Goal #2: Increase home ownership and housing choices and encourage new mixed-use, mixed-income development (2 DOTS)

Strategies

- Improve promotion and education about existing programs that aid in rental and homeownership housing preservation.
- Create new mixed-income housing opportunities through infill develop of vacant or underutilized lots.

Other Ideas: N/A

Goal #3: Improve the quality of infrastructure both aesthetically & functionally (2 DOTS)

Strategies

- Explore opportunities for sustainable materials/measures (e.g. impervious road materials limiting water runoff) (1 DOT)
- Work with DDOT to explore methods of pedestrian safety measures (e.g. rumble strips, speed humps, etc).

Other Ideas: N/A

Goal #4: Support vocational job training, life skills, and career development services, especially for area youth and at-risk populations (4 DOTS)

Strategies

- Create new or expand existing adult education and basic skills courses
- Expand resources to address school truancy issues
- Link area youth to jobs and mentoring opportunities through Ward 8 non-profits and religious institutions (2 DOTS)

Other Ideas: N/A

Goal #5: Promote public safety (2 DOTS)

Strategies:

- Support and enhance existing neighborhood programs that maximize interaction between MPD officers and neighborhood residents. (1 DOT)
- Work with MPD to implement foot patrol and public safety Policing Plans
- Fund programs and services to achieve safer neighborhoods (e.g. better street lighting, neighborhood watch groups, etc).

Other Ideas: Promotion of safety is a priority for all previous goals to work.

## GROUP 2

Bellevue will be....

- Desirable; people want to live here with opportunities for all families/elderly
- Safe, police services/psa, boundaries-satellite locations, pedestrian safety, traffic safety; well-lit
- Productive opportunities for residents to pursue employment, education, enrichment
- Child-friendly, recreation facility, parks, enrichment, schools



- Physically connected, information exchange, web/emails/internet access
- Walk able with retail choices
- Meet daily needs in the neighborhood
- Not a throw away district

Bellevue will have...

- Choices for retail, recreation, socializing, places to go
- Resources for residents, children engaged parents
- Communication networks-information-sharing about resources, opportunities
- Empowered and engaged adults and youth
- Medical facilities, dentist/doctors/ healthy food options- grocery, fresh foods at corner market
- More mixed-income housing
- Meet existing residents needs
- Establishing identity-library name; corrected deeds

Bellevue will look like...

- Attractive; lights; vibrancy
- A respected neighborhood
- A safe, clean neighborhood
- Cohesive, consistent streetscape, facades
- "Green" with trees and parks

Goal #1: Enhance Bellevue commercial areas to attract and retain neighborhood-serving retail (2 DOTs)  
Strategies

- Encourage enhanced marketing to attract new/diverse neighborhood serving retail (3 DOTs)
- Provide technical assistance and, façade programs and support to existing small businesses (Introduction and follow through by working with business resource centers)
- Partner with area CDC's to create new and improve existing business districts and markets

Other Ideas: Promotion of vision statements to business owners as a reason to do business in Bellevue

Goal #2: Increase home ownership and housing choices and encourage new mixed-use, mixed-income development (1 DOT)

Strategies

- Improve promotion and education about existing programs that aid in rental and homeownership housing preservation.
- Create new mixed-income housing opportunities through infill develop of vacant or underutilized lots. (2 DOTs)

Other Ideas: Assist existing residents transition to homeownership

Goal #3: Improve the quality of transportation/ infrastructure both aesthetically and functionally  
Strategies

- Explore opportunities for sustainable materials/measures (e.g. impervious road materials)

limiting water runoff) (1 DOT)

- Work with DDOT to explore methods of pedestrian safety measures (e.g. rumble strips, speed humps, etc) buses/signage

Other Ideas: Fire Hydrants, better response from WASA

Goal #4: Support vocational job training, life skills, and career development services, especially for area youth and at-risk populations (6 DOTS)

Strategies

- Create new or expand existing adult education and basic skills courses and entrepreneurship
- Expand resources to address school truancy issues
- Link area youth to jobs and mentoring opportunities through Ward 8 non-profits and religious institutions (2 DOTS)

Other Ideas: Connect with business community prior to implementing programs (2 DOTS)

Goal #5: Promote public safety (2 DOTS)

Strategies:

- Support and enhance existing neighborhood programs that maximize interaction between MPD Officers and neighborhood residents.
- Work with MPD to implement foot patrol and public safety Policing Plans
- Fund programs and services to achieve safer neighborhoods (e.g. better street lighting, neighborhood watch groups, etc) (8 DOTS)

Other Ideas: Establishment of a police station within the neighborhood

#### NEXT STEPS:

The Office of Planning will use the information compiled to develop a draft Neighborhood Investment Fund plan. Feedback from the meeting will also be used to establish cursory recommendations for the small area plan, which will be furthered at the March 14, 2009 community-wide design workshop. The workshop will be held at the P.R. Harris Educational Center from 9:30am-1:00pm.

TOTAL NUMBER OF PARTICIPANTS:

25

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OP Project Manager: Evelyn Kasongo

Contact Information: (202) 442-7600 or [evelyn.kasongo@dc.gov](mailto:evelyn.kasongo@dc.gov)

GOVERNMENT OF THE DISTRICT OF COLUMBIA  
OFFICE OF PLANNING



**Public Meeting Summary**

Plan/Project: Bellevue Community-Design Workshop

Meeting Date & Time: March 14, 2009 9:30am-1:00pm

Location: P.R. Harris Educational Center, 4600 Livingston Road, SE

DC Government Attendees: Geraldine Gardner, Associate Director, Neighborhood Planning, Evelyn Kasongo, Ward 8 Neighborhood Planner, Gizachew Andargeh, Ward 7 Neighborhood Planner, Stephen Rice, Community Planner, Melissa Bird, Ward 6 Neighborhood Planner, Chris Shaheen, Program Manager, Andrea Limauro, Ward 3 Neighborhood Planner

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**AGENDA:**

- Welcome/Introductions (Evelyn Kasongo, OP)
- Market presentation (Marc McCauley, RCLCo)
- Q and A
- Station breakouts

**SUMMARY:**

The Office of Planning conducted a Community Design workshop for the Bellevue Small Area Plan at P.R. Harris Educational Center located at 4600 Livingston Road, SE. The meeting took place from 9:30am-1:00pm. Ms. Kasongo gave opening remarks which included a summary of plan objectives, results of previous meeting feedback, and logistics associated with the workshop.

A market study is being conducted as part of the small area planning process. Marc McCauley (RCLCo) gave a presentation of initial findings relative to redevelopment potential at three selected nodes within the Bellevue neighborhood. After the presentation, participants were asked to attend each station and provide feedback relative to station goals and objectives. The stations consisted of the following:

1. Visioning-Participants were asked to place a dot next to the vision statement that best represented their aspirations for the Bellevue neighborhood over the next 5-10 years.



2. Mapping- Participants were asked to identify issues on a map within Bellevue relative to housing, retail, parks/open space, and public safety. They were then asked to identify aspirations on a second map relative to housing, retail and parks/open space within Bellevue.
3. Visual Preference-Participants were given 5 sets of images comprised of the following categories-housing, retail, parks/open space, public space, and new development along South Capitol Street. Attendees were asked to place a dot under the image that best represented their aspirations for Bellevue relative to those categories.
4. NIF goals and Objectives- Participants were asked to confirm whether the goals and strategies created for the NIF plan were accurate and where necessary, refined or enhanced. The NIF plan will be designed to guide investments in Bellevue from the Neighborhood Investment Fund, which provides grant resources to community-based organizations for neighborhood revitalization.
5. Market Study Information-Meeting participants furthered their discussion of the market presentation which provided information on retail and housing demand of selected redevelopment sites within Bellevue.

The meeting adjourned at 1:00pm.

#### NEXT STEPS:

The Office of Planning will compile the information received and develop recommendations based on the feedback from each station. The NIF plan will undergo a 30-day public comment period to commence April 2, 2009. The feedback received from the design workshop will be presented at the Open House scheduled for April 28, 2009 at P.R. Harris Educational Center from 6:30-8:30pm.

#### TOTAL NUMBER OF PARTICIPANTS:

52

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OP Project Manager: Evelyn Kasongo

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# acknowledgments





## **Prepared by:**

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