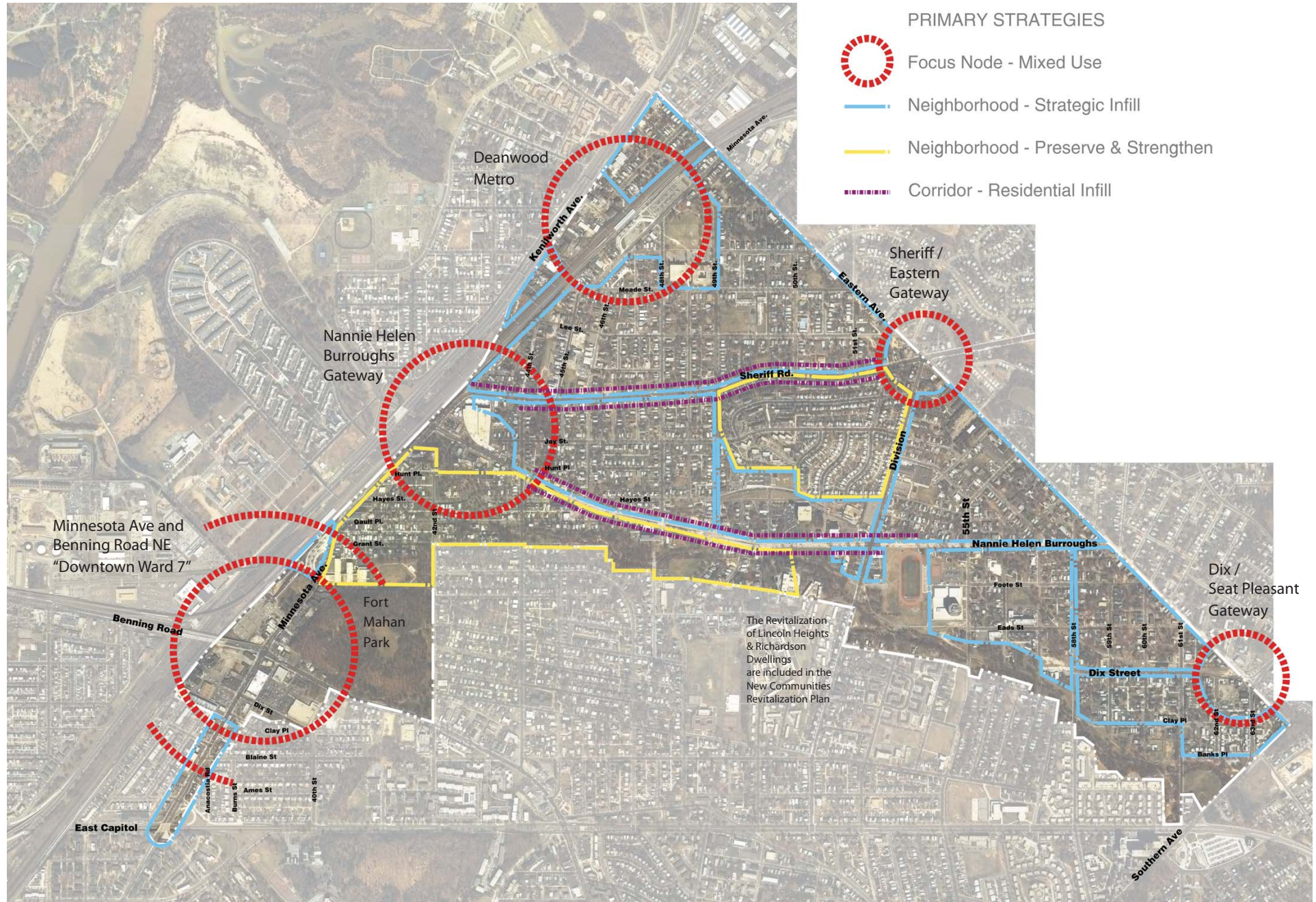


Development Framework



Development Guidelines & Examples

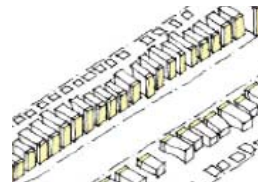
Recommended Context Sensitive Design Guidelines

Asserting more control over a community's form could lead to improvements in the way the community functions. This increased control includes the fostering of pedestrian-friendly mixed-use developments and a range of housing types. Deanwood is known for its low-density, suburban characteristic. This existing neighborhood quality will help identify specific guidelines which will foster future development as it relates to building facades and the public realm, the form and mass of buildings in relationship to one another, and the scale and type of streets and blocks. The diagrams and images on this page identify components of design guidelines that should be developed as a first step in implementing the Plan.

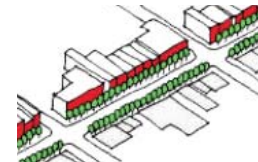
On February 28, 2008 the First Baptist Church of Deanwood was designated an historic landmark. Although there are not any historically designated districts within Deanwood, any new development should reflect the character of the neighboring buildings without exactly duplicating its style or architectural period. Attention should be paid to the new building's location, particularly its setback and how it aligns with the front facades of neighboring buildings. In addition, attention should be paid to the new building's height, width, proportions, rhythm of doors and windows, roof shape, ornamentation, projections as well as the landscaping of the property.

Develop Building Types Which Are Compatible with Existing Development Patterns and Characteristics

Residential Blocks
Promote Single Family, Duplexes
and Row-houses.

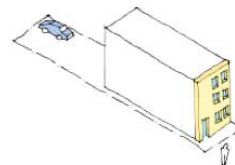


Neighborhood Corridors
Encourage Mixed-Use,
Multi-Family Housing.



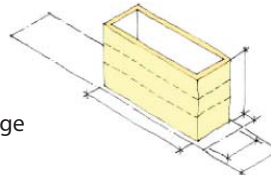
Building Orientation & Lot Access

- Orient primary entrances to the street.
- Provide vehicle access, loading and service from an alley or rear of a lot.



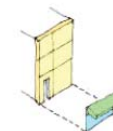
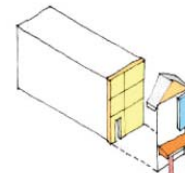
Building Massing

- Maintain existing streetwall.
- Development massing, widths and setbacks should reflect patterns on the block.
- Building height along lot frontage should be in context with average height along block.



Building Façade Design

- Building frontage composition, including cornice lines, roof forms and window openings, should be compatible with context.
- Encourage judicious use of architectural elements, such as front porches and projecting bays, to create variety and activity along the street.
- Storefronts should be visually transparent with a minimum of 75% glazing along street frontage. High quality signage, lighting and awnings are encouraged.
- Materials should reflect existing neighborhood character.



Examples of Existing Housing Types and Context

Single Family
Detached



Duplex



Rowhouse



Multi-family



Examples of Recent Projects Considered Out of Scale

New 3 Story
Structures
adjacent to
1 & 2 Story
Buildings.



New Housing
Development
Larger than
Adjacent
Buildings.



Development Examples - The images below illustrate potential examples of future development in the Deanwood community.

Commercial Development

Development in the commercial areas should include tree-lined streetscapes, active ground-floor uses and opportunities to live above ground-floor retail.



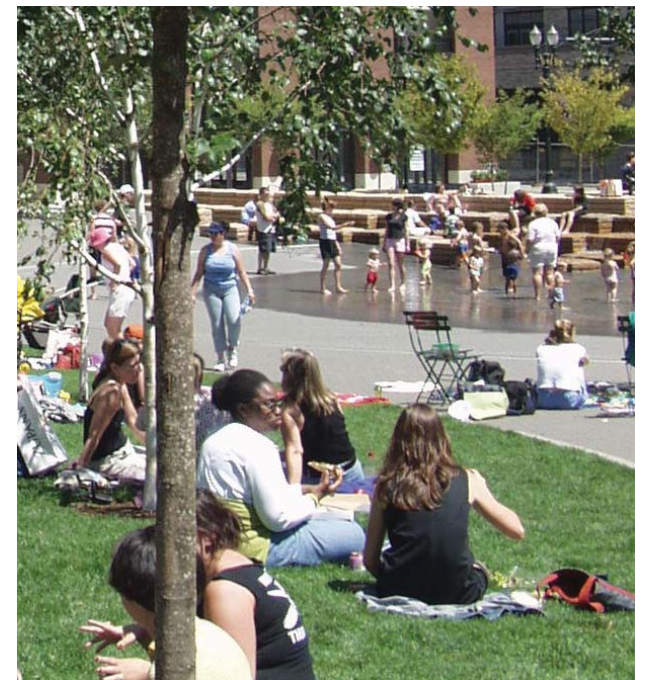
Residential Development

New housing should offer a variety of living opportunities, be in context with the neighborhood and be built with quality materials.



Public Space

Public space improvements should incorporate public art, reflect Deanwood's identity as the "greenest" neighborhood in the District, and provide space for all generations.



Focus Node:

Minnesota Avenue and Benning Road NE - "Downtown Ward 7"

Concept Overview

Existing Condition

Minnesota Avenue has a total estimated commercial (retail and office) inventory of about 275,000 square feet. The district includes commercial buildings that are built to the street, providing the feel of an urban shopping district. However, there are also several suburban-style shopping centers and surface parking lots that break up the district, East River Park Shopping Center, the Discount Mart center, and a third shopping center, located at the northern end of the district. Thus despite having the "feel" of an urban shopping district, Minnesota Avenue has several suburban-style shopping centers that account for roughly two-thirds of the existing retail space in this node.

The district's businesses generally include shoe stores, carry-out food, gas and liquor stores. In addition, there are a few discount apparel, gift, nail salon, hardware, beauty supply, and auto supply stores. In general, the district is oriented to discount and convenience goods. Vacancy is extremely low, at less than 2.0% excluding several buildings held as part of a future redevelopment site. The extremely low vacancy relates to the limited supply of good-quality retail buildings and growing demand for business space (including offices).

Opportunity Sites

This focus node is identified as a high priority redevelopment site due to its proximity to the Minnesota Avenue Metro station as well as its location within a major destination hub. Public and private investment has already been made at this focus node with plans in place for a Government Center (1) that will house the Department of Employment Services (DOES) and include 225,000 square feet of office and ground floor retail. The portion of the government center site that is not used for the DOES headquarter is also

Opportunity Sites



- ① Department of Employment Services (DOES)
- ② Government Center Phase 2
- ③ ④ Existing Retail Development
- ⑤ East of the River Shopping Center
- ⑥ Greenway Market & west-bound ramp site

available for development (2). The District will be soliciting proposals in Spring of 2008 for potential residential, office, and retail opportunities. Further development sites exist at sites (3) and (4) that are currently underutilized but provide potential for development that is oriented to the street to capitalize on new streetscape improvements along Benning Road and Minnesota Avenue. Also, City Interest LLC has acquired the East River Shopping Center (5) and plans to redevelop the site into a mixed-use center. Finally, the intersection of Minnesota Ave. and East Capitol St. offers several opportunities (6), including the redevelopment of the Greenway Market and the creation of a potential new development site following improvements to the East Capitol St. west-bound on-ramp.



"Main Street" Area with Theater in background.



View of Fort Mahan Park from the west.



Government Center Phase 2 Site.



Minnesota Ave Metro.

Development Concept

Destination Civic, Shopping, Entertainment & Housing Hub

It is recommended that Minnesota Avenue be developed as a destination district with civic (e.g., Government Center, post office, school, health facility, and related offices), shopping, and entertainment uses. Development at this node should include four corners of new moderate to medium density development anchored by active, pedestrian friendly ground-floor retail with residential or office above.

Recommended Business Mix New

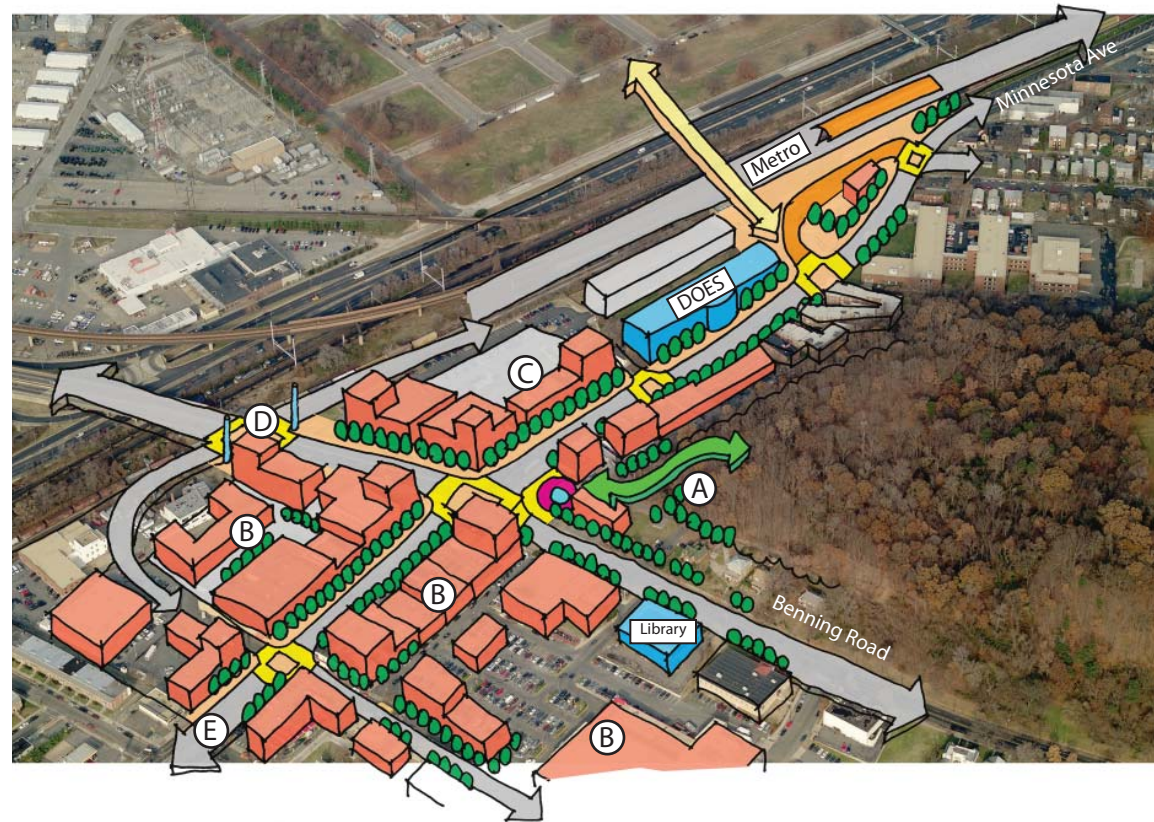
- Apparel & accessories
- Furniture & home furnishings
- Sit-down Restaurants & outdoor cafes
- Culture & entertainment - Dance / Performance Center in Senator Theater
- Specialty stores such as sporting goods
- Banks & financial services
- Health & medical services
- Professional services
- Real estate services
- Civic space & park amenities

Existing/Under development

- Government & non-profit offices
- Supermarket, drugstores
- Discount stores
- Take out food
- Liquor & convenience stores

In summary, there is also a critical need to increase the mix and quality of uses at this node to create the commercial “heart” and destination for Deanwood.

Conceptual Illustrative



- (A) Civic Plaza & Fort Mahan Park Access
- (B) Mixed Use Redevelopment of Existing Retail Area
- (C) Government Center Phase 2
- (D) Benning Rd. Great Streets & Viaduct Improvements
- (E) Minnesota Avenue Great Streets Improvements



Potential development in “Downtown Ward 7” includes active street-front retail with housing above.

Focus Node:

Minnesota Ave & Nannie Helen Burroughs Ave NE

Concept Overview

Existing Condition

Nannie Helen Burroughs (NHB) Corridor has a significant amount of commercial land and scattered buildings but only limited retail use. Much of the existing viable convenience retail use is clustered at NHB and Minnesota Avenue, since this location maximizes exposure and economic potential for certain businesses. The NHB Corridor offers auto-oriented convenience uses (gas stations and fast food restaurants) at its intersection with Minnesota Avenue, but these uses are oriented as much to the Minnesota through-traffic as they are to NHB. Retail uses away from Minnesota mainly serve the convenience needs of the adjacent neighborhoods.

Opportunity Sites

The Minnesota Avenue /Nannie Helen Burroughs Avenue node highlights the prominent entrance to Marvin Gaye Park (1) and provides passive open-space along Minnesota Avenue. Further, this focus node serves as a major transportation connection to I-295 and a potential future connection to the Deanwood Metro Station with the extension of Minnesota Avenue (4). The extension would help prevent the large amount of cut-through traffic within the residential neighborhoods and help promote greater pedestrian mobility.

Note 1 (See Appendix)

At the Minnesota Avenue/Nannie Helen Burroughs Avenue node, the 2006 Comprehensive Plan Future Land Use Map calls for park and recreation and a mix of low density commercial and moderate density residential on the southern side of the intersection while it recommends low density commercial for the north side. New moderate-density multifamily residences with ground floor retail are proposed for this area and sites (2) and (3) provide locations for this development to occur. This gateway will serve as a transition into the lower-density residential/commercial character of Nannie Helen Burroughs Avenue.

After a more detailed analysis of this area, and future growth forecasting, it was determined that additional density can be accommodated in the area between the Minnesota Avenue /Nannie Helen Burroughs Avenue intersection and 48th Street to accommodate the proposed development. Development prioritization is characterized as medium at this focus node. Improvements to Marvin Gaye Park can help foster new development at this node; however, the lack of any publicly held properties or private investment within the area make this node a mid-term opportunity location.

Note 2 & 3 (See Appendix)

Between the Minnesota Avenue/Nannie Helen Burroughs Avenue node and the Deanwood Metro Station, a group of 9 adjacent parcels east of 44th Street and above Kane Place is owned by Good Success CDC. This area has been identified as a suitable site for an approximately 42,000 square foot, mixed-use development with ground floor retail, office, and space for the CDC with assembly space available for public use. Potential tenants for the majority of the office space include Court Services and Offender Supervision Agency (CSOSA), a public agency that oversees the re-entry of former offenders into Washington D.C. and provides pre-trial services. A second potential tenant for the office space is a community healthcare provider. Employees and visitors will be able to utilize the metro stations and will encourage pedestrian movement along this corridor with Minnesota Avenue extended. The project's community-based uses support the appropriateness of the development. A change in the land-use from low-density residential to low density mixed-use is recommended. Development at this site should include buffering, setbacks or any other appropriate measures to mitigate any negative impacts on the adjacent low-density residential area.

Opportunity Sites



- 1 Marvin Gaye Park
- 2 Existing Gas Station & Distiller/Bottling Plant
- 3 Existing Strip Retail
- 4 Possible Minnesota Avenue Extension and adjacent redevelopment



Marvin Gaye Park.



Fast food restaurants on Nannie Helen Burroughs Avenue.

Development Concept

Nannie Helen Burroughs Shopping Center/District
The opportunity exists to consolidate convenience commercial uses at or near the NHB-Minnesota intersection either in a pleasant neighborhood shopping center or community retail district. Development of a shopping center would help solve a number of issues along NHB Corridor. First and foremost, a shopping center offers centralized management and marketing. Issues such as tenant recruitment, safety & security, parking, and property maintenance can be much more effectively managed than the present condition where there are multiple under-utilized individual pad uses with their own curb cuts, parking, and lack of security.

Recommended Business Mix

The business mix at this location would include primarily convenience and neighborhood-serving uses that would offer goods and services that appeal to Deanwood residents. An approximately 35,000 to 45,000 square foot neighborhood center would include the following:

New

• Hardware	4,500 Square Feet
• Video / electronics	2,500
• Financial service	2,000
• Repair service	2,000

Existing & Relocations*

* Existing businesses that choose to move into new retail spaces

• Dry cleaners	4,500 Square Feet
• Gas	3,500
• Convenience food	8,000
• Pharmacy	5,000
• Take out food	2,500
• Church office/non-profit	2,500
• Hair/nail salon	2,000
• Barber shop	2,000
• Community businesses	4,000

Conceptual Illustrative



- (A) Gateway to Marvin Gaye Park
- (B) Mixed-use at Minnesota & NHB Node
- (C) Residential & Retail to complement park revitalization
- (D) Good Success CDC mixed-use project
- (E) Potential infill, or green space, along Minnesota Avenue extension



Potential development near Marvin Gaye Park includes neighborhood retail and housing which faces the park.

Concept Overview

Existing Condition

Commercial and residential developers have begun to turn their interest to industrial land, particular those sites which occupy strategic locations and offer relatively straightforward property assemblages. Requests for the rezoning of industrial land to some other category, typically one permitting residential development, have been increasingly common. Residential and commercial development already surrounds the Metro stations of Deanwood and Minnesota; therefore, the transit hub represents a hard edge as well as a focal point for nearby residents. Acres of underdeveloped land within walking distance offer a prime opportunity for future mixed use development, but the adjacent residential neighborhoods suggest careful attention to the scale and intensity of that development.

The Deanwood Metro currently has no commercial use on its eastern side. That side has extremely limited traffic exposure and very little pedestrian activity except at commuter hours. There is low-density housing and schools nearby, but no significant generator of retail demand other than the Metro itself. Even there, commuter activity is lower than anticipated, with parking lot spaces remaining vacant. Much of the ridership at this station is generated from within the community.

Surface parking at Deanwood Station is well situated to accommodate transit-oriented, mixed-use development. Development of vacant or abandoned properties nearby the Deanwood node maximizes the number of residents with walkable access to transit. These parcels also represent opportunities for move-up housing.

The 2006 District of Columbia Industrial Areas Study supports the land use change recommended in this plan from light industrial to moderate-medium density mixed-use between Minnesota Avenue and the CSX rail line. This land use change will provide additional housing, retail, and service opportunities while reducing potential conflicts between industrial and non industrial land uses.

There is auto-related retail and service use along Kenilworth Avenue on the west side of the Metro station. Kenilworth Avenue has the highest traffic volumes of streets surrounding or passing through the study area. Kenilworth is a major commuter route connecting to I-95, the Baltimore-Washington Parkway, and U.S. Route 50. This road therefore brings significant traffic onto Deanwood's doorstep but there is very little direct exposure for the community because of the rail corridor.

Opportunity Sites

New development at this focus node can be categorized as a high priority goal. Publicly owned land (4)(5) can assist to facilitate the proposed mixed-use concept at this focus node. An existing retail and commercial edge (1) helps to strengthen the recommendation of moderate to medium density development at this site (3). Redevelopment of vacant and abandoned properties within walking distance of the station is key to increasing households to support the retail and improving safety, walkability (2) to the station. The extension of Minnesota Avenue will help to alleviate the cut-through traffic within residential neighborhoods, further fostering greater pedestrian mobility within this area.

Opportunity Sites



- ① Existing retail & commercial edge
- ② Pedestrian Bridge over Kenilworth Avenue
- ③ Existing light industrial
- ④ METRO Park & Ride
- ⑤ Metro bus bays & Kiss n' Ride



Deanwood Metro parking lot.



View of Park across from the Deanwood Metro.

Development Concepts

Metro Development

Based on the findings from the housing market analysis and on input from community residents, there would appear to be opportunities for development of multi-family housing at the Deanwood Metro. The community expressed an interest in the concept of a residential building with some minor convenience retail serving transit commuters and residents.

- Residential with commuter-convenience retail
5,000 – 10,000 square feet

Kenilworth Avenue/Deanwood Gateway

Kenilworth highway forms a “face” of Deanwood for the thousands of commuters who pass by each day. While there may be opportunities for more retail development, it is recommended that the revitalization of this area focus first on design considerations. Any retail that is developed there would primarily serve the commuter market and would have only nominal interest to residents of Deanwood. The demand for retail along Kenilworth Avenue would need to be tested further should there be an interest in more extensive redevelopment along this major corridor.

Conceptual Illustrative - Deanwood Metro



- | | |
|--|--|
| (A) Potential new Commercial or Mixed Use | (D) New Deanwood Recreation Center |
| (B) Relocate parking as a buffer to tracks | (E) Potential Retail Opportunity |
| (C) Residential on Minnesota provides “eyes on the park” | (F) Reconfigured bus bays to create enhanced entry |



Potential development near the Metro Station includes convenience retail and housing in scale with the neighborhood.

Focus Node:

Sheriff, Division & Eastern Gateway

Concept Overview

Existing Condition

The five corner intersection of Sheriff Road, Eastern Avenue and Division Avenue includes three corners in DC and two in Prince George's County, Maryland. There is a small convenience retail node located at the intersection of Sheriff Road and Eastern Avenue at Division. This small node has about 11,000 square feet of convenience retail uses and no existing vacancy. While tiny in comparison to the other commercial areas of Deanwood, this node does have good exposure because of its location at the intersection of three streets (forming a five-branch "star" intersection), Division, Eastern, and Sheriff. Again, liquor store is a prominent use along with take-out food and convenience stores (7-11). Of the seven commercial uses at this location, one is a day care center and another is the Prayer Book Christian Training Center.

The node has good access and visibility from these roads but there appear to be traffic and pedestrian safety issues. There is the opportunity for consolidation at this site of some convenience uses located throughout the sprawling Sheriff Road Corridor.

Opportunity Sites

Development priority at this focus node can be categorized as medium. Current commercial (1) and retail uses (2) along Sheriff Road are limited and will require consolidation and property assemblage for the creation of a prominent mixed-use gateway into the city from Maryland. New infill development can be accommodated at the bus transfer hub (3) with close coordination with WMATA.

Strategies for improving the node will require cooperation between jurisdictions.

Opportunity Sites



- ① Existing takeout restaurants
- ② Existing convenience retail
- ③ Gateway to District and bus transfer hub



View of Division Avenue from intersection.



View of Eastern Avenue from intersection looking south-east.



View of Eastern Avenue from intersection looking north-west.

Development Concept

Sheriff-Eastern Gateway Convenience Node

This node would benefit from improvements in traffic safety but also from design enhancements that help to create a Gateway to the District at this location. Traffic is not so heavy nor visibility so great that Sheriff Road will become a major gateway to the city in the near term. The area does lend itself to better definition and a more welcoming environment for pedestrians and cars.

Recommended Business Mix. The existing retail mix does well to serve the commuter traffic and local residents surrounding this intersection. There may be opportunities to consolidate several more commercial uses from other parts of the Sheriff Road Corridor as sites can be created for additional retail use. However, neither the site nor the traffic volumes suggest that this site become a shopping center or business node on the scale of NHB. Altogether, this node might be expanded from 11,000 to 19,000 square feet, mainly through consolidation of convenience retail.

Existing
• Convenience 8,000 square feet

Existing & Relocation*
• Food store 3,500
• Gas station 4,000
• Service offices 4,500

* Existing businesses that choose to move into new retail spaces

Conceptual Illustrative



(A) Residential opportunity along Eastern Ave.

(B) Infill and revitalized retail

(C) Potential retail-residential development

(D) Art, paving or plaza to mark Gateway

(E) Mixed use retail-residential opportunities



Potential development at the Sheriff-Eastern Gateway includes street-fronting retail, housing and public space improvements.

Focus Node: Dix & Eastern Gateway

Concept Overview

Existing Conditions

Key active uses include the Seat Pleasant (Care) Drugstore at 63rd, Soul Sista's soul food take-out, Peaches & Cream, and Eastern Seafood. There is also a liquor store (near Dix on 61st) and at least five churches on these several blocks of Dix. Other uses in this area include a dry cleaners and an auto body repair business. The Dix Street businesses in D.C. form only a part of a much larger commercial node with its center across the border in Seat Pleasant, Maryland.

This retail node borders the Route 704 (MLK Highway) Commercial Corridor in Seat Pleasant. Directly across Eastern Avenue from the Dix Street retail is a Food Rite grocery store located on the Maryland side. There is also a Lowest Price gas station at the Eastern Avenue / Dix Street / 63rd Street intersection. A number of convenience, personal service, auto-related, and discount retail uses are located along MLK into Seat Pleasant.

Opportunity Sites

This entire corridor would benefit from a more targeted marketing and design strategy. The Dix Street Corridor, from Eastern Avenue to Eads Street, presents a key opportunity to develop community support infrastructure and related uses (1)(3) to support neighborhood residents. Development potential at this node is a high priority with the presence of publicly held land available for redevelopment (4). The commercial area along Dix Street includes approximately 46,000 square feet of commercial space, with approximately 20,000 square feet in active retail/commercial use. Nearly 13,000 square feet of property is vacant and available for acquisition and redevelopment.

Opportunity Sites



- ① Existing grocery & takeout retail
- ② Existing Gas Station
- ③ Retail, commercial & residential buildings
- ④ District owned vacant residential buildings

The Dix Street and Eastern Avenue intersection, although currently underutilized, is a major mixed-use gateway into the Deanwood community. A land use change to moderate density residential and commercial is recommended for this node to accommodate the proposed uses.



View of Eastern Ave looking north-west.



Abandoned property on Dix Street.



Commercial development at intersection in DC.

Development Concept

Northeast – Seat Pleasant Gateway

Rather than establishing or growing a separate and competitive commercial district from Seat Pleasant, it is highly recommended that a joint effort be undertaken by the District with the Town of Seat Pleasant to develop an overall revitalization concept for the commercial uses in this area.

Recommended Business Mix.

Commercial use on both sides would accommodate the business and non-profit office/service sectors. Convenience and community retail uses within D.C. should compliment efforts to revitalize downtown Seat Pleasant. Shopper goods and destination-oriented businesses would be better positioned on the Seat Pleasant side due to better exposure, access, and location closer to the center of the commercial corridor. In addition, the Dix Street area backs up to residential neighborhoods which would be negatively impacted by significant commercial development at this location.

Recruitment Strategy.

Commercial revitalization in this area provides an excellent opportunity for joint-venture between the District and Prince George's County and/or Seat Pleasant. In essence, it is recommended that the jurisdictions work together on establishing a framework for marketing and revitalization in this area.

Conceptual Illustrative



- (A) Revitalized multifamily residential
- (B) Infill existing residential with potential community service development
- (C) Potential new development in Maryland should be a collaboration with DC efforts
- (D) Develop public art at gateway to District
- (E) Focus mixed-use/retail at intersection
- (F) Enhance streetscape & transit service



Potential development at this Gateway Node includes neighborhood retail, improved streetscapes and cohesive housing designs.

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Action Plan



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The Deanwood Strategic Development Plan Task Force

As part of the implementation plan, the creation of a Task Force has been recommended to carry out specific duties identified within the implementation matrix. This task force may be assembled by topic goal and can be an expansion of the Project Advisory Group working in coordination with the DC Government, Advisory Neighborhood Commissions, and community stakeholders.

An action plan will be created by the Task Force for the purpose of identifying key sites that will likely be developed in the near-term. Components of this action plan may include:

- Coordination with bordering Maryland jurisdictions that also have development plans in place. This joint coordination will be vital in creating plans with similar characteristics particularly relating to density, scale, and community character.
- Discussions with property owners who would like to develop their sites with community-serving uses. Deanwood is one of the twelve target neighborhoods that have been identified for receiving Neighborhood Investment Fund (NIF) monies. NIF funding can therefore be used for acquisition and pre-development associated with identified underutilized or vacant properties within Deanwood.
- Participation with District agencies conducting studies/plans relating to land use, transportation, and economic development that will lead to neighborhood stabilization and revitalization over the next five years. In January 2008, Mayor Adrian M. Fenty announced \$95 million in new financing to encourage neighborhood development, which can include new neighborhood-serving and destination retail, parking and other types of infrastructure along six of the District's Great Streets corridors. The D.C. Council approved the \$95 million program, which authorized the creation six corridor-based Tax Increment Financing or (TIF) districts. TIF funds are used by the District to promote development. The District issues TIF bonds to fund selected projects, then use the taxes generated by the project to pay back the notes. Minnesota Avenue/Benning Road has been allocated \$15 million dollars.

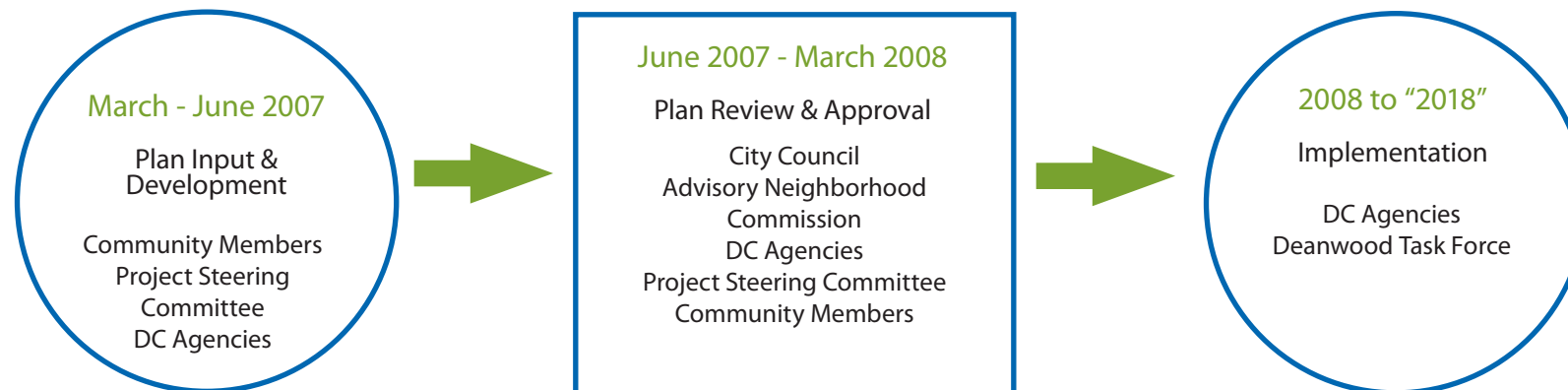
Action Plans

The following pages list the recommendations for implementing the Deanwood Strategic Development Plan relative to the goals established.

Definition of Acronyms Used in Action Plans:

DCAHC	DC Arts and Humanities Commission
DCOP	DC Office of Planning
DCOPM	DC Office of Property Management
DCPS	DC Public Schools
DCRA	DC Regulatory Authority
DCWASA	DC Water and Sewer Authority
DDOE	District Department of the Environment
DDOT	District Department of Transportation
DMPED	Deputy Mayor for Planning and Economic Development
DPR	Department of Parks and Recreation
MHCDO	Marshall Heights Community Development Organization
NCPC	National Capital Planning Commission
NPS	National Park Service
OTR	Office of Tax and Revenue
WACIF	Washington Area Community Investment Fund
WDCEP	Washington DC Economic Partnership

Plan Timeline



Action Plan

Live

The overarching goal for Live is to place priority on affordable development of housing for ownership and rental opportunities. During the course of this planning process, residents reiterated the fact that housing quality and housing affordability are major issues in their neighborhood and require a comprehensive analysis. Many felt that developers are creating new housing with cheap materials that do not conform to the existing fabric of the neighborhood. Others had concerns relating to the affordability of new housing developments, which has become increasingly problematic for a large portion of the population. To respond to this situation and to minimize the negative economic, social, and environmental consequences that are likely to result from these issues, District Government must work to identify private and public sector initiatives, partnerships and investments to increase the supply and quality of affordable housing across the City.

Worship

The overarching goal for Worship is to encourage institutional stewardship of neighborhood revitalization projects. As exemplified in this plan, there are a significant number of churches within Deanwood. Some of these places of worship own parcels of land that could possibly be developed for community-related uses that would serve as an overall benefit to the neighborhood.

Goals by Category	Recommendations	Potential Lead & Active Partners			Program / Funding Source	Timeframe / Potential Start
		Government	Private Sector/Community	Private Property Owners		
LIVE						
Place priority on affordable development of housing for both ownership and rental opportunities	1. Develop mixed-income infill housing development which ensures appropriate development through design review and enforcement, with regulatory incentives given for affordable housing.	DMPED		Private Property Owners	Neighborhood Investment Fund-Land Acquisition Predevelopment Loan Fund, Predevelopment Grant Fund, Low-Income Tax Credits, New Market Tax Credits	On-going
	2. Sponsor a workshop that identifies existing programs and resources designed to support senior citizen and lower income homeowners retain their homes. These programs include property tax relief, energy assistance and conservation programs such as the Assessment Cap Credit, the Lower Income, Long-Term Homeowners Tax Credit, and the Low Income Home Energy Assistance Program.	DHCD, DDOE, OTR		n/a	DDOE: Low Income Home Energy Assistance Program, Utility Discount Program, Residential Conservation Assistance Services (RCAS) Grants, Renewable Energy Demonstration Project (REDP) Grant OTR: Assessment Cap Credit, Homestead Deduction, Lower Income Home Ownership Tax Abatement, Lower Income, Long-Term Homeowners Tax Credit, Property Tax Deferral, Senior Citizen or Disabled Property Owner Tax Relief	On-going
	3. Provide financial resources that aid in the preservation and renovation of rental housing either by existing property owners or through the tenant purchase process. A special emphasis should be placed on buildings under threat of expiring federal subsidies or serving primarily senior citizens.	DHCD	Local non profits, faith-based institutions, and foundations	Private Property Owners	DHCD: Funding from the Housing Production Trust Fund, Community Development Block Grants, HOME funds	1-2 Years
	4. Develop strategies that help mitigate the environmental, economic, and social impacts of buildings, so that they are energy efficient, sustainable, safe, cost-effective, accessible, healthy, and productive.	DDOE, OP	Deanwood Task Force	Private Property Owners	Green Building Act	On-going
WORSHIP						
Encourage institutional stewardship of neighborhood revitalization projects	1. Encourage faith-based organizations to play an active role in promoting existing programs and resources specifically those involving education, job training, homeownership preservation, and youth.		Local non profits, faith-based institutions, and foundations			On-going
	2. Provide technical assistance to faith based institutions and their related community development organizations to facilitate the redevelopment of their properties.	DMPED			Neighborhood Investment Fund	1-2 years
	2A. Focus faith-based redevelopment of properties on commercial and housing production.		Faith-based institutions			
	3. Assist in the development of a needs assessment consisting of desired community uses that faith-based organizations can provide support in developing.		ANC's, Neighborhood groups			

Work

The overarching goal for Work is to attract job intensive business in the commercial areas that support family-wage incomes. Residents in Deanwood had concerns about the large amount of development that is occurring east of the river; however, residents of these communities are not being hired for the jobs created by these developments. Recommendations include the growth of entrepreneurial businesses located in Ward 7 and the creation of business incubator space.

Shop

The overarching goal for Shop is to provide for daily shopping needs within an easy walk of all residents, encouraging mixed-use development in the commercial corridors. The recommendations for this goal strive to garner participation from neighborhood associations as well as local business owners. Furthermore, greater collaboration is needed between the public and private sectors in carrying out the action items associated with obtaining this goal.

Goals by Category	Recommendations	Potential Lead & Active Partners			Program / Funding Source	Timeframe / Potential Start
		Government	Private Sector/Community	Private Property Owners		
WORK						
Attract job intensive business in the commercial areas that support family wage incomes	1. Provide technical and financial assistance for existing local business retention and expansion.	Department of Small and Local Business Development (DSLBD), DHCD, WDCEP, Office of Asian Pacific Islander Affairs	Ward 7 Business and Professional Association, MHCDO		DSLBD: DC Main Streets, ReStore DC, Enhanced Business Information Center, DHCD: Community Development Block Grants	
	2. Increase employment and entrepreneurial opportunities in Deanwood by strategically targeting resources to promote job training, education, and job-placement services.	DMPED, WDCEP, OP, Department of Small and Local Business Development	MHCDO		NIF, WACIF	1-2 years
SHOP						
Provide for daily shopping needs within an easy walk of all residents, encouraging mixed-use development in the commercial corridors	1. Provide economic incentives for quality retail creation through site assemblage and regulatory approvals to encourage the type of development desired by residents.	DMPED, Department of Small and Local Business Development, WDCEP,	Business Associations, Euclid Partners, Business Finance Group		TIF, Site Acquisition Fund Initiative (SAFI), Neighborhood Investment Fund (NIF)	2-5 Years
	1A. Target economic incentives to retailers that provide access to fresh, healthy food within the major commercial corridors nodes.	DMPED, Department of Small and Local Business Development, WDCEP,	Business Associations, Euclid Partners, Business Finance Group		TIF, Grocery Store Zone, Empowerment Zones, Commercial Property Acquisition and Development, 504 Loan Program (CAPCO)	1-2 Years
	2 Implement recommendations from the Retail Action Strategy that will support retail expansion, retention and attraction.	OP, DMPED			TIF (\$15 million for Minnesota/Benning)	

Action Plan

Learn

The overarching goal for Learn is to promote a self-sustaining community with educational activities and services for all generations. Residents and key stakeholders within Deanwood identified the need for educational institutions within the community that would foster learning and training for all generations leading to a self-sustaining community.

Play

The overarching goal for Play is to provide for access to recreational and open space facilities within an easy walk for all residences. The lack of recreational facilities in Deanwood was mentioned in both steering committee and community meetings. Residents voiced their concern about the direct correlation between the lack of recreational facilities and health problems plaguing City youth. These facilities should be cited within a reasonable walking distance of residences.

Goals by Category	Recommendations	Potential Lead & Active Partners			Program / Funding Source	Timeframe / Potential Start
		Government	Private Sector/Community	Private Property Owners		
LEARN						
Promote a self-sustaining community with educational activities and services for all generations	1. Enhance existing educational facilities through upkeep and repair.	DCPS				
	2. Incentivize non-profit and faith-based organizations to co-locate or cluster services, programs, and facilities in focus nodes, specifically Dix/Eastern Gateway and the Nannie Helen/Minnesota Gateway.	DMPED, OP	Faith-based institutions			
	2A. Target public funds, including grants and loans, to support an expansion of non profit educational and professional development programs.	DMPED, DHCD			DHCD: Community Development Block Grants, DMPED: Neighborhood Investment Fund	
	3. Provide public art within publicly funded projects, utilizing area youth and highlighting historic neighborhood aspects	DC-AHC, DDOT, DCOPM	Ward 7 Arts Collaborative		Public Art Program	On-going
PLAY						
Provide for access to recreational and open space facilities within an easy walk for all residences	1. Ensure that park sites are re-designed in a manner that optimizes their accessibility, safety, and usefulness to the populations intended to be served. Any and all park or open space redesign should seek meaningful input from area residents and ANCs.	NPS, DPR, DCRA, NCPC, DCPS, DDOE	Local Police Department		Capital Space Initiative, School Yard Greening Program	
	2. Work with DCPS and DPR to reach use agreements to make facilities more usable and accessible to the community.	DPR, DCPS			Capital Space Initiative, Deputy Mayor for Education Schoolyard Fields Fund	1 year for prioritization. 2-5 years for implementation.
	3. Provide technical and financial assistance that enables neighborhood associations to adopt, develop and maintain neighborhood recreational facilities and open spaces.	NPS, DPR, NCPC, Local schools and institutions, non-profits	Neighborhood Associations			2-5 years
	4. Develop strategies for utilizing vacant lots as community gardens.		Deanwood Task Force, Faith-based institutions			1-2 years
	5. Create a Watts Branch Stream Valley Pilot Project consisting of multi-agency, coordinated neighborhood investment initiatives that create healthier, more livable communities where all can work, live and play.	OP, DMPED, DPR, WASA, DDOT, DDOE, DCPS	Deanwood Task Force			On-going

Connect

The overarching goal for Connect is to maximize accessibility to jobs and services for existing and new residents by providing convenient and reliable multi-modal transportation options.

Goals by Category	Recommendations	Potential Lead & Active Partners			Program / Funding Source	Timeframe / Potential Start
		Government	Private Sector/Community	Private Property Owners		
CONNECT						
Maximize accessibility to jobs and services for new and existing residents by providing multi-modal transportation options (Great Street improvements, Minnesota Avenue extension and streetcar).	1. Implement Great Streets Design Plans for Minnesota Avenue NE (Right-of-way and intersection improvements, streetscape)	DDOT				On-Going
	2. Extend Minnesota Avenue to allow direct access to Deanwood metro station thereby creating greater pedestrian, bicycle and vehicular mobility.	DDOT				2-5 years
	3. Analyze the proposed streetcar route along Minnesota Avenue ensuring it will provide direct access to destination locations particularly as it relates to jobs.	DDOT				2-5 years
	4. Create bike lanes along Nannie Helen Burroughs and Minnesota Avenues (From NHB and points North to the intersection of Minnesota Avenue and Croffut Place) for recreational and commuter uses.	DDOT				2-5 years
	5. Complete upgrades and repairs to sidewalks and streetscape along Nannie Helen Burroughs ensuring that low impact design principals are incorporated into the project.	DDOT				On-Going

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Appendix

Notes on the Final Plan Public Involvement Summary



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Notes on the Final Plan

The following notes on the final plan are in response to additional guidance offered by the Council of the District of Columbia, Committee of the Whole. The Council approved R17-0704, the Deanwood / Great Streets – Nannie Helen Burroughs Ave & Minnesota Ave NE Strategic Development Plan Approval Resolution of 2008, on July 15, 2008.

- 1) The Office of Planning (OP”) emphasizes that the plan’s recommendation to extend Minnesota Avenue as an opportunity to reconnect the street grid reduce traffic on neighborhood streets, and provide improved pedestrian access to the Deanwood Metro Station. OP will also emphasize that the land use and future zoning along an extended Minnesota Avenue should be consistent with the low-density commercial land use designation on the Minnesota/Nannie Helen Burroughs node, which would address community desires for greater neighborhood-serving retail and community services.
- 2) OP clarifies that changes in the current zoning from low-density residential to low-density commercial would be required to implement the Good Success CDC project; and that a change in zoning is contingent upon discretionary approval by the Zoning Commission after giving great weight to the views of the affected Advisory Neighborhood Commissions (ANC’s).
- 3) OP will engage the Good Success CDC and the community in a series of dialogue sessions to guide the future development of the site to ensure that the overall planning goals and design guidelines of the Deanwood Strategic Development are met.

PUBLIC INVOLVEMENT

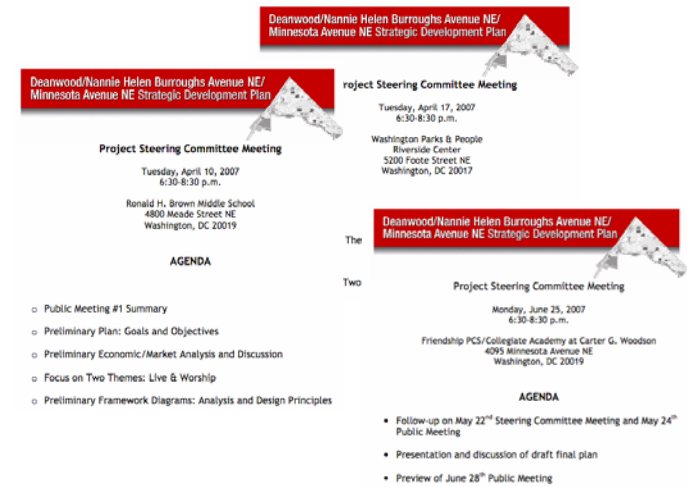
The public involvement plan provided a series of meaningful exchanges between the public, Office of Planning and consultant team that were closely integrated with the overall planning process. The public involvement plan also provided a variety of communication channels to help the public understand the scope and evolution of the plan. The program will solicit input and feedback from the public as to their specific needs, issues, concerns and recommendations.

The goals of the community outreach program are to inform the community about the project, encourage participation in the planning process and solicit meaningful input for the Strategic Plan through a range of outreach strategies.

KEY OUTREACH STRATEGIES	TARGETED OUTCOMES
<ul style="list-style-type: none">• Work with local community groups, key stakeholders and a symbolically representative steering committee to help reach pre-public meeting consensus on specific “success outcomes”• Use the client coordination meetings to help increase multi-agency integration and benefit from public participation• Use extensive and effective pre-and post-public meeting outreach and communication to help increase the public’s level of participation• Document all legitimate inputs, and demonstrated linkages to final recommendations	<ul style="list-style-type: none">• Build trust between the Office of Planning team and the stakeholders• Develop consensus on Strategic Plan issues• Foster community support and excitement for the Strategic Plan and its implementation

Project Steering Committee

A project steering committee was convened, comprised of businesses, area residents recognized as leaders within the community, businesses and through their election to public office (representatives of Advisory Neighborhood Commissions) or as heads of local civic associations. There was a specific intent to extend invitations to local businesses and those who have development plans potentially affected by implementation of the strategic plan. The committee also included individuals who served on other related studies, such as the Minnesota Avenue – Downtown Ward 7 Conceptual Design Study.



PROJECT STEERING COMMITTEE MEETINGS		
Date	Location	Participants
March 8, 2007	Friendship PCS/Collegiate Academy at Carter G. Woodson	15
April 10, 2007	Ron H. Brown Middle School	15
April 17, 2007	Washington Parks & People	9
May 3, 2007	Friendship PCS/Collegiate Academy at Carter G. Woodson	10
May 22, 2007	Washington Parks & People	18
June 25, 2007	Friendship PCS/Collegiate Academy at Carter G. Woodson	11
September 20, 2007	Washington Parks & People	5

Beginning with the steering committee kickoff meeting held in March 2007, steering members provided guidance to the study team and were held periodically during the planning process, generally two weeks prior to public workshops. After a letter of invitation to the kickoff meeting from the Office of Planning, steering committee members were invited by email and follow-up phone calls.

Workshops

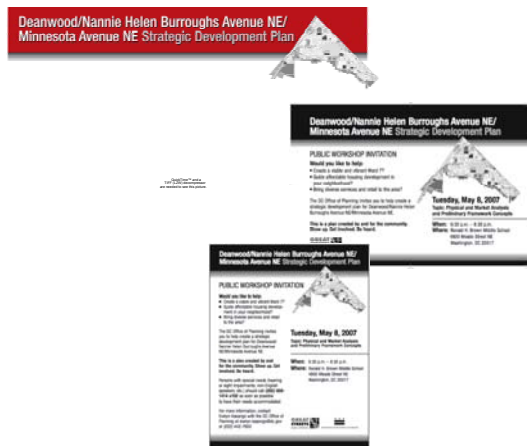
The public workshops were held at several locations around the study area. The workshops were designed to familiarize participants

with the purpose of the study, its context within the Ward 7, the existing conditions and issues identified by the design team, and the project goals and objectives. Most importantly, the workshop format was designed to provide a forum for interaction in small groups to solicit the public's concerns and issues and identify possible solutions.

The consultant team created a mailing list, which included area residents, public agency representatives, and neighborhood and civic associations, which was updated as the project progressed based on registrants at meetings.

Outreach and Noticing Materials

The outreach and noticing materials included postcards, print advertisements, community event calendars in local publications, email listservs, e-flyers. In addition, a study brand was created to provide a distinct look for the project.



PUBLIC MEETINGS / WORKSHOPS		
Date	Location	Participants
March 22, 2007	Friendship PCS/Collegiate Academy at Carter G. Woodson	57
May 8, 2007	Ron H. Brown Middle School	82
May 24, 2007	Washington Parks & People	47
June 28, 2007	Beulah Baptist Church	122
September 26, 2007	Sargent Memorial Presbyterian Church	41

Note: Complete minutes of all meetings may be requested from DC Office of Planning.

Acknowledgements

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Geraldine Gardner, Associate Director

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Shelby Ahern

Diane Armstrong

Pastor William Bennett

Sylvia Brown

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Cheryl Cort

Keith Credit

Cyril Crocker

Russell Dillard

Advisory Neighborhood Commissioner Dorothy Douglas

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Tommy Harrison

Doris Haizlip

Tyrell Holcomb

Crosby Haynes

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