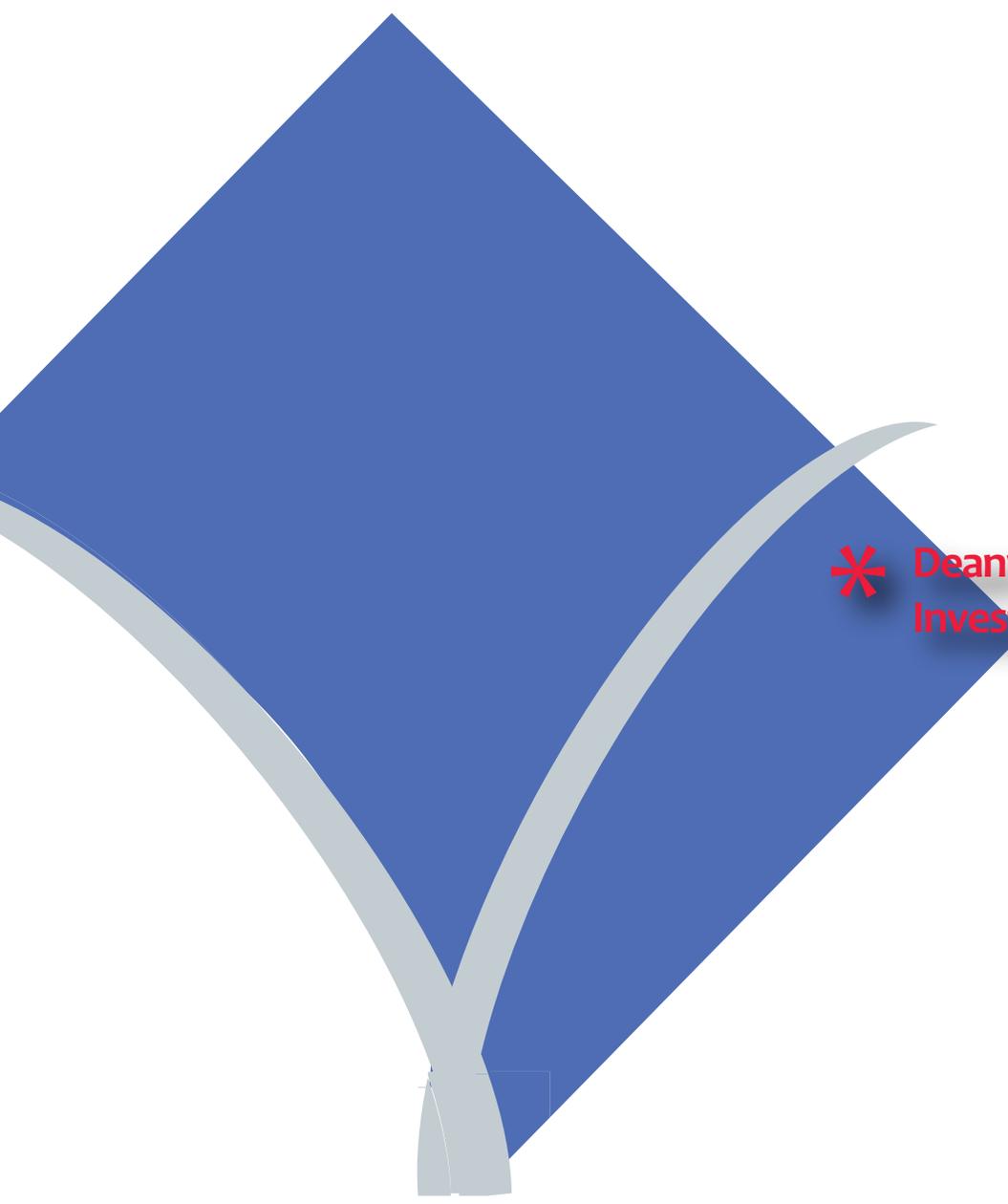




**NEIGHBORHOOD INVESTMENT FUND**  
**GOVERNMENT OF THE DISTRICT OF COLUMBIA**

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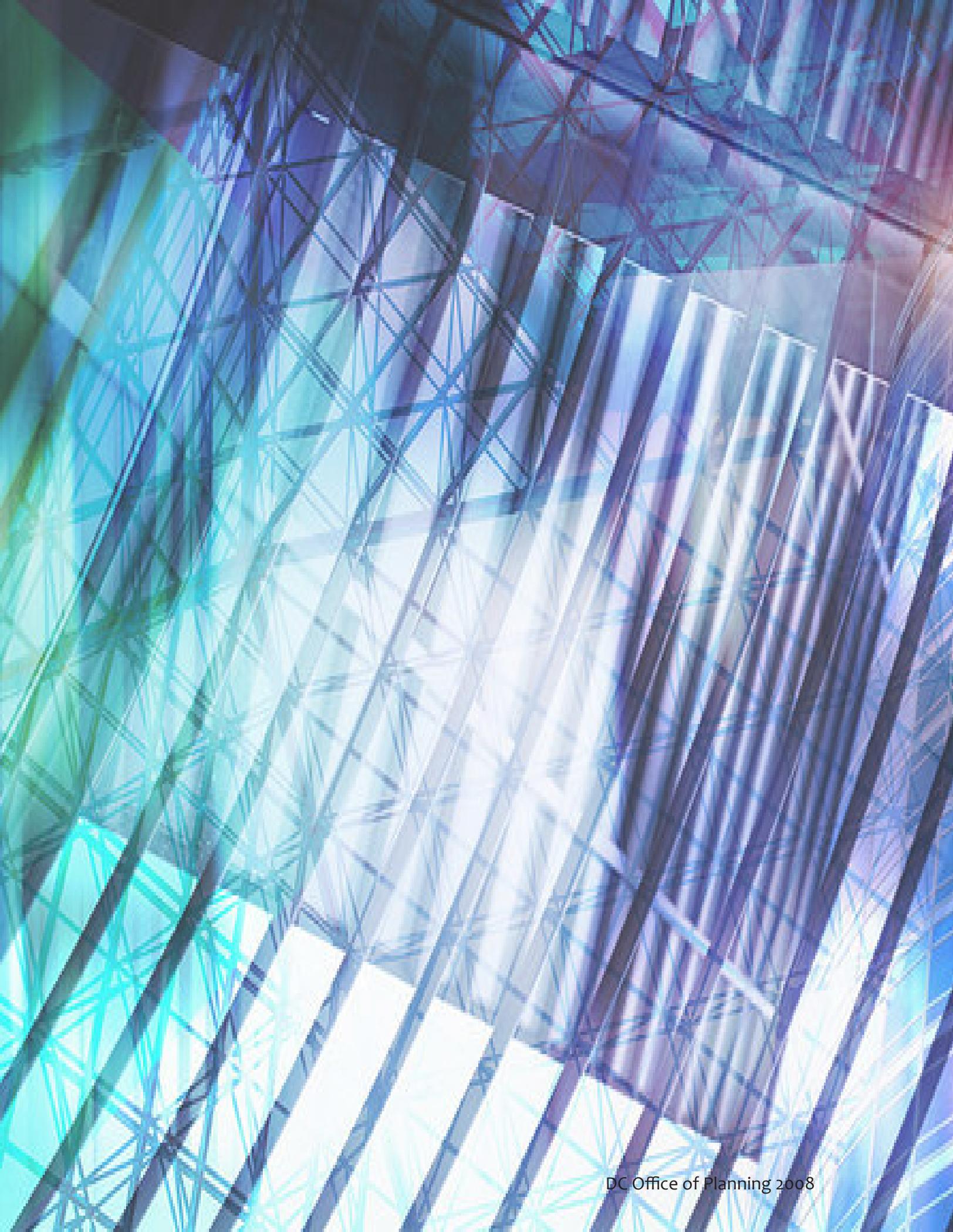
OFFICE OF THE DEPUTY MAYOR  
PLANNING AND ECONOMIC DEVELOPMENT

A large decorative graphic on the left side of the page, consisting of a blue shape that resembles a stylized 'Y' or a fan, with a grey curved line passing through it.

**\* Deanwood/ Deanwood Heights  
Investment Plan**

**Mayor Adrian Fenty**

**Office of Planning  
February 2008  
Council Approval  
December 2, 2008  
Resolution Number  
R17-0704**



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# introduction



## 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 Deanwood/Deanwood Heights Target Area Investment Plan presents an overview of the NIF program, a background of the target area, description of the planning process, and the resulting investment goals and strategies. Significant community engagement through grass roots community organizing lead by the Washington Interfaith Network (WIN) was integral to the development of the plan and ensuring broad stakeholder support for its recommendations. These partnerships, fostered through the planning process, are 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 (primary Downtown DC

area) with another \$29 billion invested in projects 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 River, have been largely untouched by this growth. This well documented period of uneven growth created a multitude of consequences from 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 - its people, places, and assets.

The Neighborhood Investment Act of 2004 (NIA), which established the NIF program, was created out of 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 Strategy 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% of a 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 legis

lation 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 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 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 area using input from community stakeholders including the Advisory Neighborhood Commissioners, residents, business owners, faith community, not for profit organizations, among 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 Deanwood/Deanwood Heights 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, 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, Predevelopment Grant Fund, Land Ac-

quisition Predevelopment 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, ability to leverage resources, and catalytic effects. With this investment plan, projects in the Deanwood/Deanwood Heights target area must be supported by the community investment goals and priorities identified in this investment plan. Future investments from the NIF will ensure the expenditures are compatible with the goals of this plan and that all NIF funds are being 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 truly will become partners with the District is 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 this target area for many years. The Fenty Administration is dedicated to using the broadest range of District resources to address the problems of affordable housing, local retail development, public safety, education, among other issues. Therefore, the investment plan also includes recommendations where 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



## Target area context

Developed as an “intown” suburb before WWII, Deanwood is a pastoral neighborhood in the Nation’s Capital that retains a small town character. The brick and wood houses were designed by noted African-American architects and built by local craftsmen for middle income families. Located east of the Anacostia River, the neighborhood provided housing for many of the workers employed at the Navy Yard during and after the war. It developed its own commercial centers along an array of traffic corridors—Minnesota Avenue, Sherriff Road, Nannie Helen Burroughs Avenue and Eastern Avenue—that also connected the neighborhood to other parts of the city.

Today, residential land use dominates the Deanwood neighborhood, consisting primarily of low-density (1-3 stories) areas with few pockets of medium-density housing. Commercial activity is concentrated along Minnesota and Nannie Helen Burroughs Avenues. In addition to zoning that complements the small town feel of Deanwood, there are limited industrial parcels in the neighborhood. Much of this industrial zoning is situated along the rail alignment between Kenilworth and Minnesota Avenues.

Transit access in Deanwood is anchored by two orange line Metro stations: Minnesota Avenue and Deanwood Station. While many parts of the neighborhood are within easy walking distance of the stations, Metro buses connect the other areas to these stations, as well as to the Benning Road and Capitol Heights stations on the blue line. Both Minnesota Avenue and Deanwood stations have Park and Ride facilities. The Metro Station at Minnesota Avenue is a major transfer between buses and trains and will support significant transit-oriented development, spurred by the Minnesota Avenue Government Center.

Institutional uses, frequently houses of worship in original or adapted buildings, are very common throughout the neighborhood and often sit on large parcels. While some of this land used for parking, storage, or various related uses could be considered underutilized, it also represents an opportunity for future development, benefiting their congregations and

the overall community. Several of these institutions already have plans in place for development of land or acquisition of land for development. Current proposals include non-profit use, office space, and community services.

A neighborhood is typically defined as a district or locality characterized by similar or compatible land uses. Neighborhoods are often identified by a place name and have boundaries comprised of major streets, barriers, or abrupt changes in land use. Neighborhoods included within the target area of Deanwood consist of: Burrville, Central NE, and NE Boundary. These neighborhoods are inclusive of ANCs 7C, 7D, Deanwood Citizens Association, Burrville and Northeast Boundary Civic Associations.

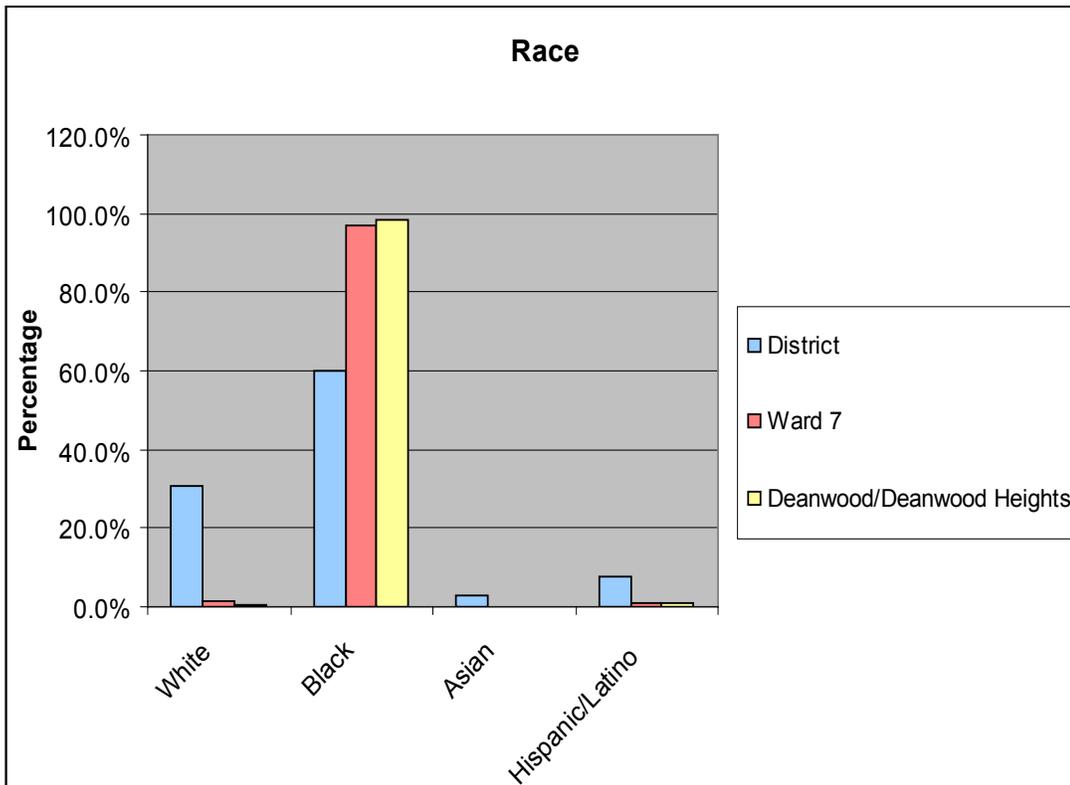
The Deanwood History Committee, comprised of local residents, is compiling oral histories and photographs for an upcoming book project and Neighborhood Heritage Trail. The Deanwood History Committee is supported by the DC Historic Preservation Office, the Humanities Council of Washington, DC, National Trust for Historic Preservation and Marshall Heights Community Development Organization. The stakeholders of Deanwood believe this plan will establish Deanwood as one of the leading neighborhoods in the District of Columbia for people to live, with a strong focus on affordable housing, small business creation, safe streets, and the transformation of religious and community organizations.

## Demographics

In order to get an accurate account of the Deanwood/Deanwood Heights neighborhood, it was necessary to analyze current demographic trends. Data sources were sought that contained accurate, relevant measures that were comparable across the City and Ward 7 as a whole. The illustration of these trends is likely to be among the key factors influencing the goals and strategies developed as part of this investment plan.

## Race/Ethnicity

Chart 1



\*Source of Data: Census 2000 Summary File 3 (SF 3)

African-Americans make up the vast majority of residents in Deanwood, constituting 99% of its population and 97% of the population in Ward 7 (Chart 1). Within the District, African-Americans comprise 60% of the population compared to Whites who make up 30.8%.

### Population and age

Chart 2 (next page) illustrates specific age groups that make up the population of Ward 7 and Deanwood/Deanwood Heights. The largest number of individuals within Ward 7 and Deanwood/Deanwood Heights fall within the 25-64 age group. This is the same for the District as whole, with 55% of its population falling within this same category. Senior residents (65 years and older) make up the lowest number of the population with Deanwood/Deanwood Heights, Ward 7 and the District.

### Population and Income

Table 1 presents a comparative analysis of the population within the District, Ward 7 and Deanwood. The neighborhood of Deanwood/Deanwood Heights comprises 15% of the population of Ward 7 and 1.9% of the District's population. Median household incomes are relatively even among Ward 7 and Deanwood/Deanwood Heights; however, the City's median household income is approximately \$10,000 greater than those of Ward 7 and Deanwood/Deanwood Heights.

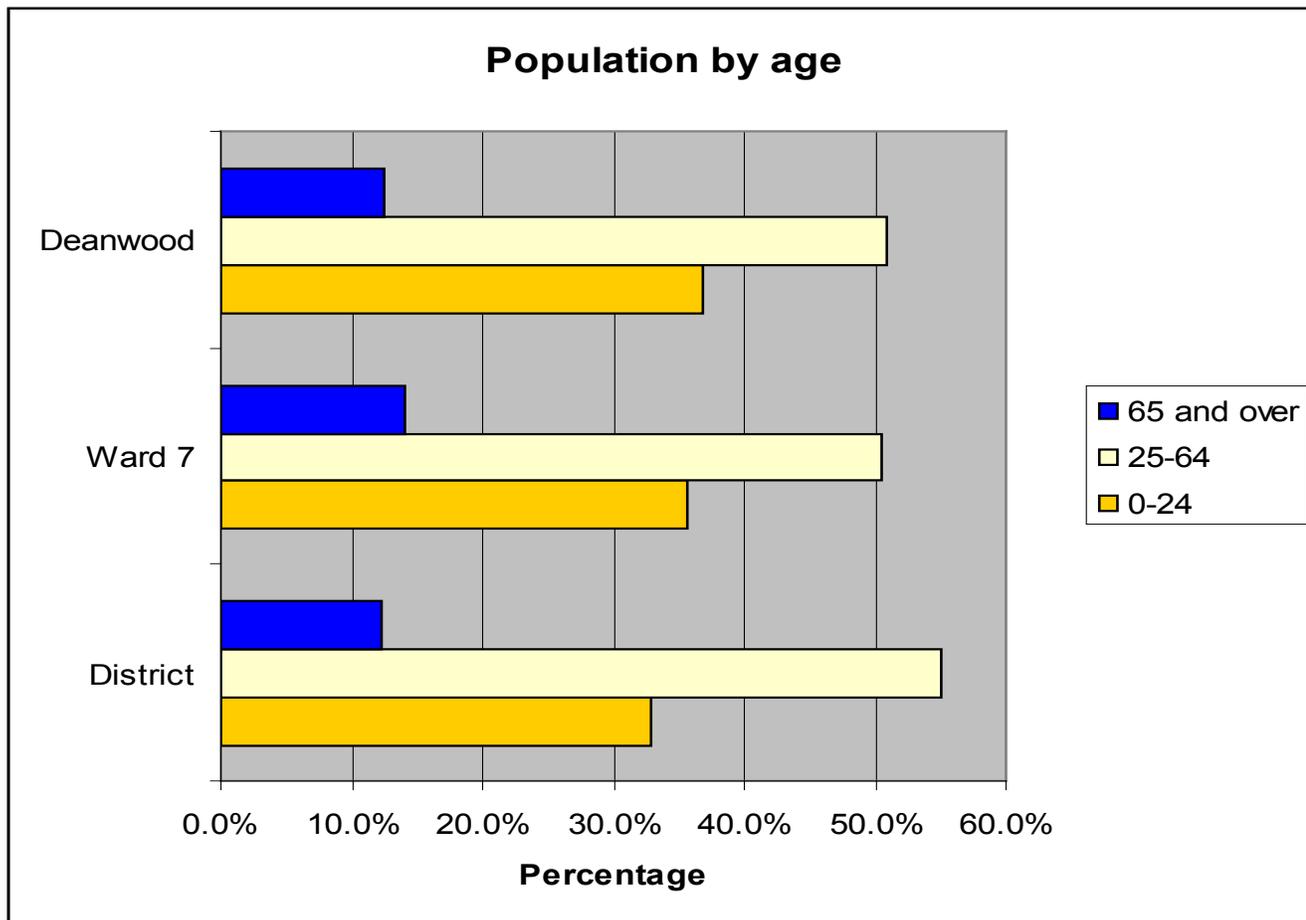
Table 1

	Population	Median HH Income
District	572,059	\$40,127
Ward 7	70,540	\$30,533
Deanwood/Deanwood Heights	10,723	\$29,739

\*Source of Data: Census 2000 Summary File 3 (SF 3)



**Chart 2-Age Characteristics**



\*Source of Data: Census 2000 Summary File 3 (SF 3)

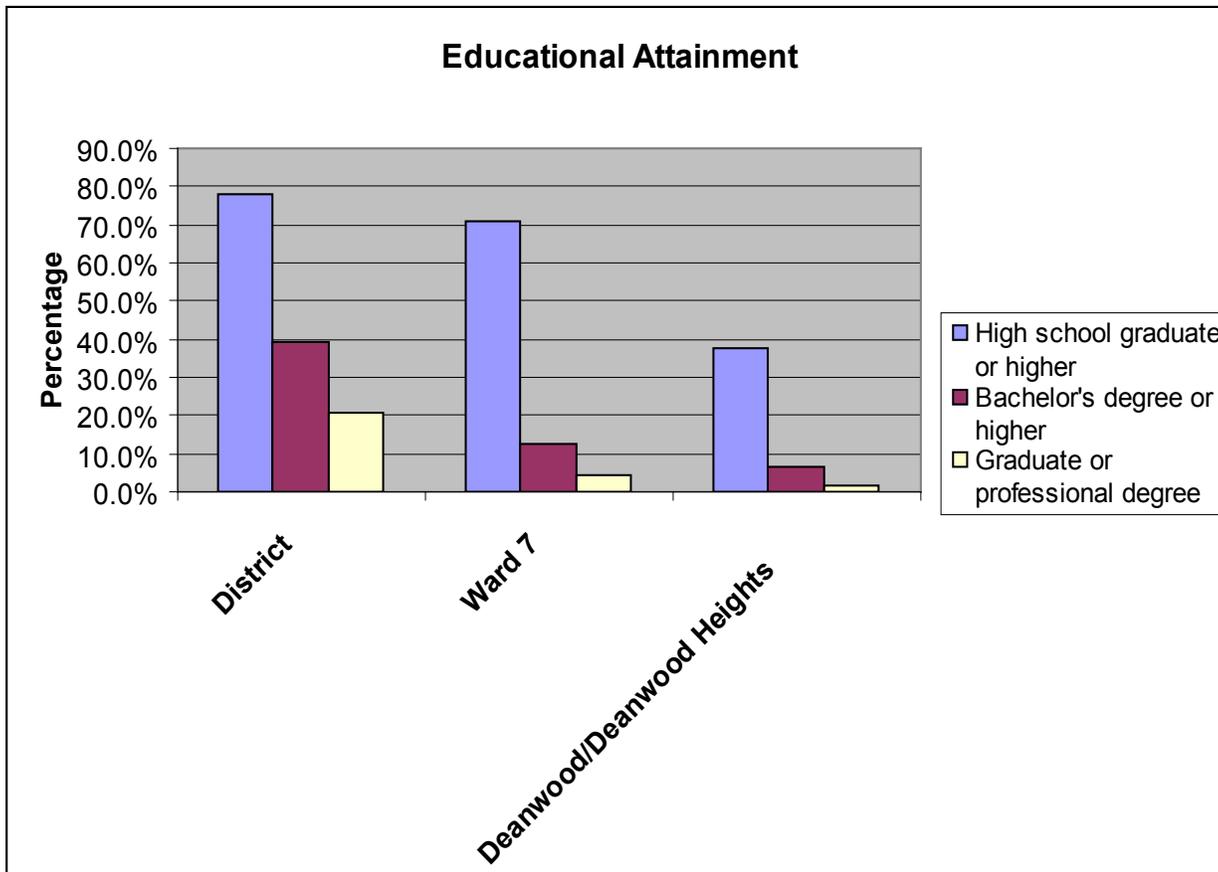
**Educational Attainment**

Education is an important issue in today’s society. There is a correlation between higher levels of education and higher earnings for individuals regardless of race or gender. One of the goals of the Neighborhood Investment Fund (NIF) within the Deanwood/Deanwood Heights target area is to improve the condition of public facilities and expand/create space to house new and improved social services. Chart 3 (next page) illustrates the educational attainment of residents within Deanwood/Deanwood Heights. This chart highlights the need for more educational services within Deanwood/Deanwood Heights; only 6.5% of this neighborhood has a college degree compared to 12.6% in Ward 7. This number is almost three times less than the City’s overall percentage of 39%.

**Housing**

Preserving access to good quality and affordable rental units can help improve the quality of life for families unable to become homeowners. Addressing the issue of substandard housing is a critical item for the Neighborhood Investment Fund. The provision of safe, clean units can maintain or increase property values over time and prevent eventual vacancies. Table 2 illustrates housing occupancy in Deanwood/Deanwood Heights with a comparison to Ward 7 and the District. Housing vacancy rates were fairly high in Deanwood/Deanwood Heights in 2000, at 14.7%. A normal vacancy rate in a healthy community should not exceed 4 to 5%, depending on the type of housing stock. Certainly a community dominated by single-family homes should maintain a low vacancy rate.

**Chart 3-Educational Attainment**



\*Source of Data: Census 2000 Summary File 3 (SF 3)

**Table 2-Housing Occupancy**

	Ward 7	Deanwood/Deanwood Heights	District
# of Housing Units	33,651	3,959	274,845
Occupied Housing	87.3%	50.8%	90.4%
Vacant Housing	12.7%	14.7%	9.6%

\*Source of Data: Census 2000 Summary File 3 (SF 3)



Single family homes in Deanwood/Deanwood Heights

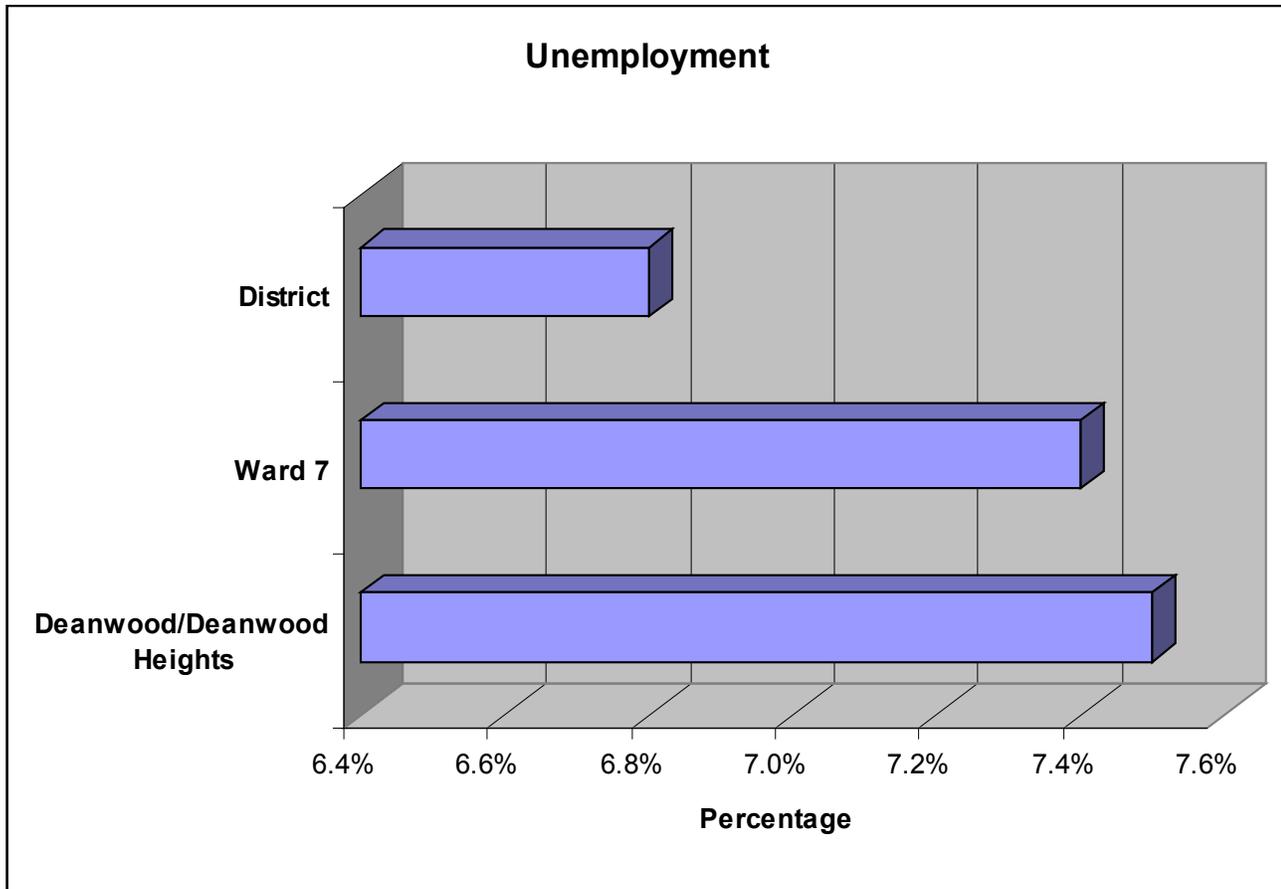
**Unemployment**

Unemployment is defined as an economic condition marked by the fact that individuals actively seeking jobs remain unhired. The level of unemployment varies with economic conditions and other circumstances. Reducing unemployment is one strategy that the Neighborhood Investment Fund can target; however,

the solution of unemployment will depend upon its cause. Chart 4 (next page) illustrates the number of individuals within Deanwood that are unemployed. In comparison to Ward 7 and the District, Deanwood/Deanwood Height’s unemployment rate is relatively consistent.



**Chart 4-Unemployment**



\*Source of Data: Census 2000 Summary File 3 (SF 3)

### **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 and associated map (Map 1-next page) identify projects either currently underway or within the pipeline for Ward 7.



**Map 1: Ward 7 Development Projects (Source: Deanwood Strategic Development Plan)**

### Great Streets

The Great Streets Initiative is a multidisciplinary approach to corridor improvement comprising public realm investments, strategic land use plans, public safety strategies, and economic development assistance, and is a partnership between the District Department of Transportation (DDOT), the Office of the Deputy Mayor for Planning and Economic Development (ODMPED), and the Office of Planning (OP). As part of this initiative, the Office of Planning completed the Deanwood Strategic Development Plan inclusive of Nannie Helen Burroughs and Minnesota Avenues. The final plan provides a 10-year implementation framework for public and private investment to achieve neighborhood stabilization and revitalization.

### New Communities Initiative (Lincoln Heights/Richardson Dwellings)

This strategy is a District-sponsored program that identifies areas struggling with high concentrations of poverty and crime and transforms them into mixed-income neighborhoods. The focus of this initiative is

to maintain affordable housing (specifically, providing for one-to-one replacement of existing affordable units) while improving and strengthening community anchors in these distressed areas in order to improve the quality of life experienced by residents. Understanding that the issues facing these areas cannot be solved by physical means alone, the physical development of these communities is coupled with social redevelopment that provides needed social services, resulting in the creation of more viable and healthy communities.

### Marvin Gaye Park and Watts Branch Stream Valley Improvement Project

In 2002, the Comprehensive Plan for Ward 7 prepared by the DC Office of Planning, called for the upgrade and improvements of the park and recreational facilities, improving maintenance and safety, and implementing clean-up and erosion control programs. A network of government agencies has committed \$10 million to this effort and an additional \$1 million has been raised from private sources and in-kind support.

### Minnesota Avenue Government Center (Minnesota Avenue metro station)



This project consists of the redevelopment of the metro station site for the location of the Department of Employment Services (DOES). DOES anticipates 225,000 square feet of office and first floor retail (5 stories). Design of the building is still in conceptual stages and completion is expected in 2009.

### **Strand Theater (5131 Nannie Helen Burroughs Avenue, NE)**

Formerly a 600-seat movie house, dance hall and pool room, this property is currently owned by District Government. The District intends to select a team of developers to whom it will either sell or lease the historic theater. The Strand is located near Marvin Gaye Park which is also undergoing major redevelopment inclusive of upgraded walking trails and an amphitheater.

### **Parkside**

This project will present a mixed-use, mixed-income, transit-oriented community that will serve as a welcoming gateway to the Anacostia waterfront. The Parkside Mixed-Use Development represents the capstone of a 26-acre urban revitalization effort spanning over 20 years. The project will contain 1,500-2,000 for-sale and rental housing units of various product types. At least 20% of the units will be set aside as affordable. The project will contain approximately 500,000-700,000 square feet of office space, 30,000-50,000 square feet of retail space including neighborhood serving retail, new pedestrian paths, and green spaces.

### **HOPE VI Capital Gateway Estates**

A \$30.8 million HOPE VI 2000 grant was leveraged with an additional \$74 million in funding and services through commitments of funds from the Williams Administration, the D.C Housing Finance Agency, the Department of Housing and Community Development, the Department of Employment Services, DCHA non-federal sources, tax exempt bonds, low-income housing tax credits, a FHA up front grant, private equity and other substantial private investment. At completion, the project will have produced 515 units; 96 of which will be public housing units, 262 will be affordable and market rate rental units and 157 will be homeownership units. The project includes the construction of a community center and an adjacent day care center. This project has recently completed a

150-unit senior building, located next to Marvin Gaye Park, and will include 40 assisted living units. In addition, a 100,000 sq. ft. commercial center will be constructed within walking distance of the development on East Capitol Street, a major thoroughfare through the District.

### **Deanwood Recreation Center and Library Center**

The new Deanwood Recreation and Library Center will be a new state-of-the-art combined recreation facility (14,900 square feet) and learning center. The facility will include study and learning areas, library support areas, exercise room, play areas, music and sound rooms, computer rooms, meeting rooms, and offices.

### **H.D. Woodson High School**

The 2000 Facilities Master Plan recommended that DC Public Schools modernize ten schools annually. The proposed action for H.D. Woodson is to demolish the existing school and construct a new one on the same site.

On April 18, 2006, the City Council's Economic Development Committee passed the first year's NIF \$20 million spending plan. Qualified organizations who apply for NIF funds will be responsible for aligning their proposals with this investment plan that is respectful of community input and values. The following section of this report will highlight the specific goals developed by Deanwood/Deanwood Heights residents and stakeholders. It will also identify distinct strategies that have been developed for the accomplishment of the goals as well as the recognition of how NIF funding that can be used to further accomplish the goal.





# creating the plan

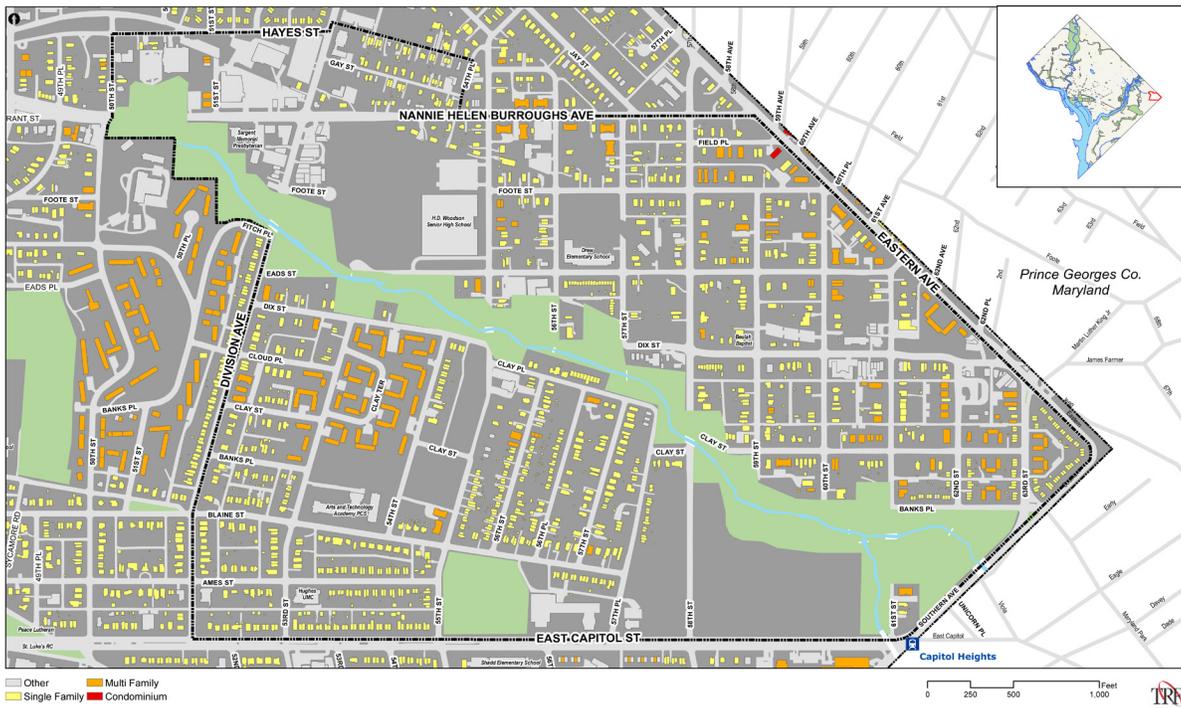


## Creating the Plan

From October 2005 to March 2007, Beulah Baptist Church, in conjunction with Washington Interfaith Network (WIN), ANC 7C, NE Boundary Civic Association and Hughes United Methodist Church organized a set of community meetings to collect residents' input about Deanwood Heights reinvestment. At the time, the NIF boundary for the target area included the neighborhoods of Burrville, NE Boundary, and Capitol View (Map 2). Washington Interfaith Network (WIN) facilitated these meetings in which residents were asked to provide input and information about the condition and needs for their neighborhood. Responses included issues on public safety, needs of public and private property improvements, and other information.

business owners and residents, were asked to complete a set of questions relating to current retail needs and availability in the neighborhood. In addition, participants provided input on specific physical and social issues affecting the study area such as crime, traffic, and infrastructure conditions. Although the resulting map was not completed through a comprehensive professional analysis of existing neighborhood conditions, the exercise was a critical tool that enabled residents to identify issues and opportunities that would define an investment agenda for the target area.

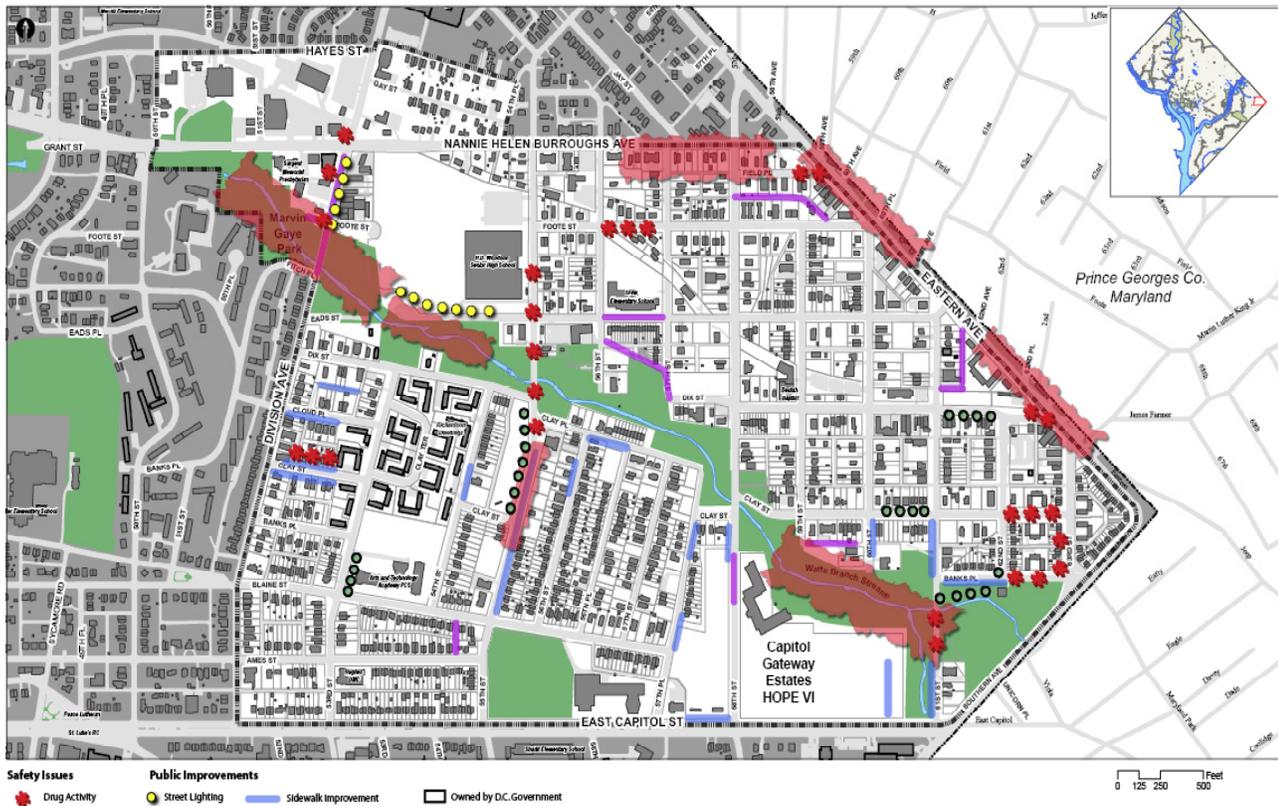
A set of goals were established through the WIN planning process relative to Deanwood Heights. These goals included:



Map 2: Deanwood Heights NIF target area (Source: The Reinvestment Fund)

Community input was gathered through a series of exercises that were designed to collect local knowledge about Deanwood/Deanwood Heights from a diverse community. These exercises included a community questionnaire and mapping exercise (Map 3-next page). These exercises were administered to over 100 people in different meetings. The group of participants, which included community leaders,

1. Establish a WIN Neighborhood Development Team to implement strategic actions and assign a District's real estate development professional to act as a project manager and liaison between the Neighborhood Development Action Team and City Agencies.
2. Create new affordable homeownership and rental housing opportunities in vacant or underutilized properties targeting families under 60% AMI.



Map 3: Deanwood Heights Community Survey (Source: The Reinvestment Fund)

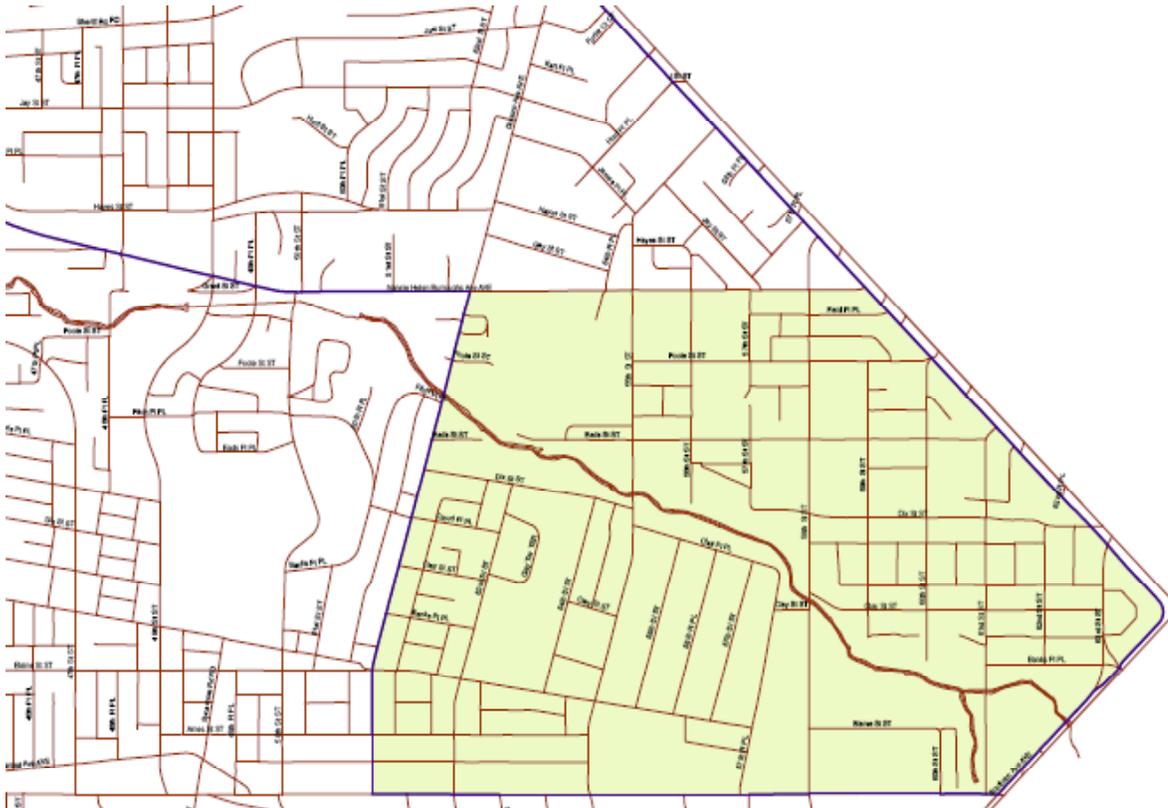
3. Preserve existing rental housing opportunities by making available financial tools and resources to tenants, educating and informing Tenant Associations of TOPA rights, and improving code enforcement activities.
4. Improve information, access and delivery of financial resources to support existing homeowners in maintaining the physical condition of their properties.
5. Create mixed-use opportunities by redeveloping the New Communities Site (Richardson Dwellings); the Nannie Helen Burroughs and Division Avenue intersection; and the Dix Street Support Services Mixed-Use Corridor.
6. Improve public safety and control criminal activity in Marvin Gaye Park and commercial areas by increasing police presence; redeveloping vacant and/or underutilized properties and improving street connectivity throughout the neighborhood when redeveloping large sites.

7. Improve the condition of public facilities (Watts Rec. Center, Marvin Gaye Park and Drew ES) and expand/create new space to house new and improved social services such as a community resource center and/or community health center.

On November 26, 2007, the Council passed legislation to modify the boundaries of the Deanwood Heights Neighborhood Investment Program target area. This act was cited as the Neighborhood Investment Amendment Act of 2007. Map 2 (previous page) illustrates the original boundary that was part of the Neighborhood Investment Act of 2004. Although the official name of the target area was not changed in this piece of legislation, this Investment Plan refers to the area as “Deanwood/Deanwood Heights” because the expanded boundary now includes the Deanwood neighborhood (Map 4-next page).

In early 2006, the Office of Planning, in conjunction with the Office of the Deputy Mayor for Planning and Economic Development (ODMPED) and the District Department of Transportation (DDOT) was charged with creating a plan for Deanwood as part of the Great Streets Initiative. Great Streets is a multidisciplinary





Map 4: Deanwood/Deanwood Heights NIF target area

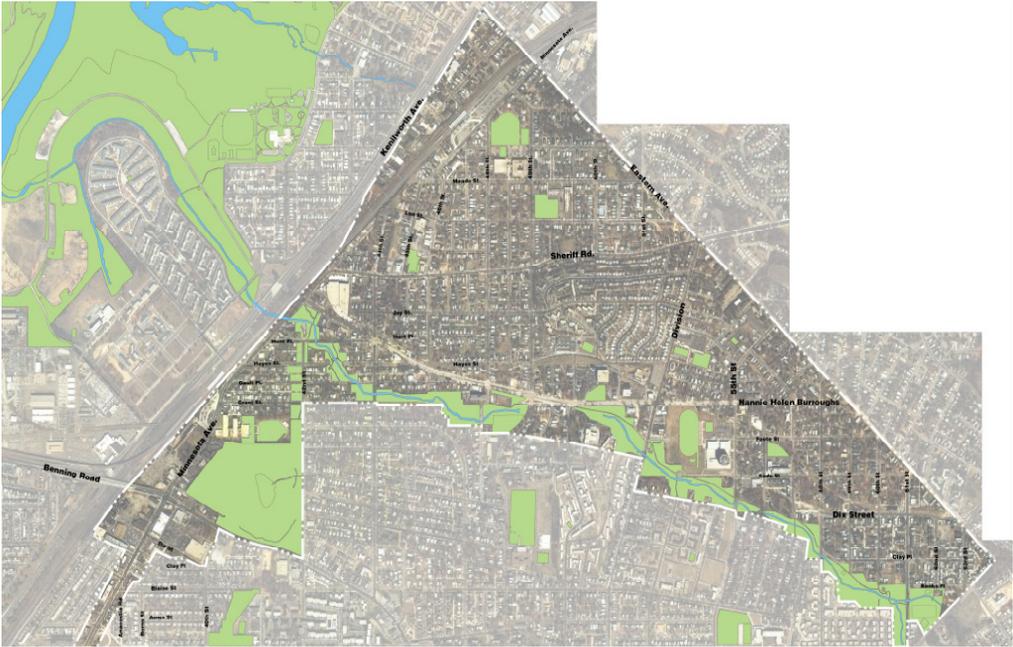
approach to corridor improvement comprised of public realm investments, strategic land use plans, public safety strategies, and economic development assistance. The primary purpose of the Deanwood Strategic Development Plan is to provide clear policy direction for land use and development within Deanwood and its major corridors, Nannie Helen Burroughs and Minnesota Avenue. It proposes future land use and provides guidelines for development related to development intensity and other development characteristics. The plan offers development concepts for selected focus areas that represent a range of development opportunities throughout the project area.

The Deanwood Strategic Development Plan includes the amended boundaries of the Neighborhood Investment Act of 2004; however, it incorporates a larger segment than the actual adjusted Deanwood Heights boundary. The project area consists of Eastern Avenue to the Northeast, 55th Street NE to the East, Marvin Gaye Park to the South, and Kenilworth Avenue/CSX railway to the West (Map 5-next page).

As part of the Deanwood Strategic Development Plan, a set of objectives and goals were established relative to outcomes of the plan. These objectives include:

1. Establish a Great Streets development program and investment strategy which leads to neighborhood stabilization through private investment activity.
2. Create a neighborhood and corridor plan and massing scenario that defines new neighborhood centers of convenience and other retail, housing, education/culture and office uses while highlighting opportunities for assemblage and infill development attractive to private investors.
3. Determine a detailed implementation strategy that outlines the roles and responsibilities of public and private stakeholders and includes recommendations for select public site disposition, development phasing and financing.

As part of the project kick-off meeting held on March 22 and again on May 8, approximately 60-70 Deanwood residents participated in a community mapping exercise. Participants were given comment cards identifying issues and opportunities for improvement in the neighborhood. The cards were affixed to areas on the map that corresponded with that particular issue or opportunity. The notes on the following page correspond to the numbered icons on the map.



Map 5: Deanwood Strategic Development Plan study area

**ISSUE: Existing Development**  
**Vacant Lots and Buildings, Surface Parking?**

Comments \_\_\_\_\_

- 1** Vacant former junk yard, Trash & neglected lots
- 2** Inaccessible/unfriendly underpass
- 3** Poor maintenance of public streetscape elements
- 4** Bars on windows & poorly kept facades need attention

**ISSUE: Existing Open Space**  
**Problems, Concerns?**

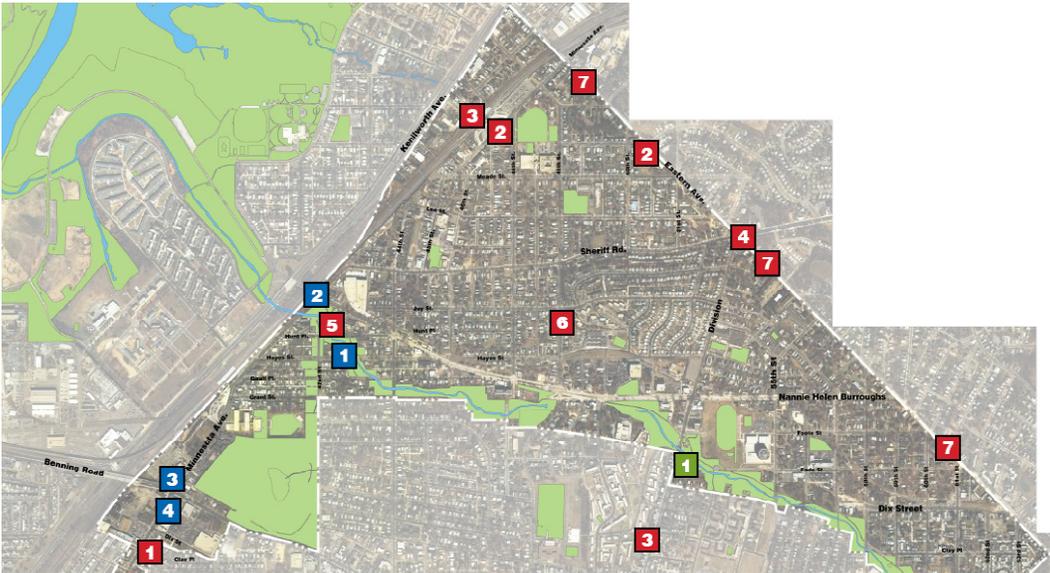
Comments \_\_\_\_\_

- 1** Invest more in maintenance & policing of public spaces

**ISSUE: Public Safety**  
**Concerns, Areas?**

Comments \_\_\_\_\_

- 1** Traffic light needed at Minnesota & Blaine
- 2** Lacking sidewalks
- 3** Speeding traffic; request for traffic calming efforts
- 4** More policing
- 5** Drug trafficking area
- 6** Gang activity; unsafe after dark
- 7** Frequent prostitution; low police presence



Map 6: Community input mapping exercise



### Live & Worship

Aspirations:  
Live  
Housing  
Single & Multi-Family

Comments: **3** **4** **5**

- 1** Retain suburban feel, but fix up abandoned & dilapidated housing.
- 2** More sidewalks, paved & lighted alleyways
- 3** Integrate new housing with current types
- 4** Home rehab program to facilitate exterior & landscape improvements
- 5** Plan for future housing, design guidelines
- 6** Housing above retail
- 7** Hold owners accountable for vacant properties

Aspirations:  
Worship  
Religious Institutions

Comments: **3**

- 1** Neighborhood alliance of Churches and city planners
- 2** No more churches on Sheriff Road
- 3** Encourage churches to partner with residents to develop property

### Shop and Work

Aspirations:  
Shop  
Retail Development

Comments: **8**

- 1** Highly under-utilized shops; try to increase density
- 2** No carry-outs; no barbershops; no liquor stores
- 3** Environmental dry-cleaners; hardware store; bookstore
- 4** Coffeeshops; Sit-down restaurants
- 5** Staples or Kinks needed
- 6** Vendor's market place and information station/gateway
- 7** Full-service grocery store needed
- 8** Quality, upscale store for clothing & shoes
- 9** Potential Retail/Commercial on Eastern Ave.

Aspirations:  
Work  
Employment & Services

Comments:

- 1** Support an office market that adds to daytime traffic and attracts quality retail
- 2** Encourage government agencies & private sector to locate in Deanwood
- 3** Future site of CDC office; possible related retail

### Play and Learn

Aspirations:  
Play  
Parks & Culture

Comments:

- 1** More ways of using Fort Mahan Park; more activities
- 2** Greater accessibility, better lighting, more public art
- 3** Schools should use parks more
- 4** Strand might house a non-profit or business incubator
- 5** More recreational opportunities for children
- 6** Temporary murals to cover Strand
- 7** Better accessibility to environment & nature
- 8** Recreation Ctr. next to park

Aspirations:  
Learn  
Schools

Comments:

- 1** Schools need state of the art facilities & safe playground equipment
- 2** Great site to incorporate the new Benning Rd. Library
- 3** New School for special needs children and adult education
- 4** Opportunity for preservation and educational enhancement



Map 7: Community aspirations mapping exercise

After identifying community concerns, participants focused on six aspiration categories; Live, Worship, Shop, Work, Play and Learn. The resulting recommendations seek to pool the resources of a wide array of DC government agencies, community groups, non-

profits, and the private sector to make the neighborhood of Deanwood/Deanwood Heights a self-sustaining one. The notes above correspond to the numbered icons on the map, representing comments and ideas in these categories.





# investment goals & strategies



## Investment Plan

This Target Area Investment Plan capitalizes on the synergy between the goals that were developed by both the Washington Interfaith Network (WIN) reinvestment plan and the Deanwood Strategic Development Plan. The following investment goals blend the objectives of both plans:

1. Create new affordable homeownership and rental housing in the target area;
2. Preserve existing affordable rental and homeownership units using a combination of financial incentives, education, and code enforcement;
3. Encourage mixed-use development at key nodes and along commercial corridors in the target area; and
4. Improve the condition of public facilities and promote a self-sustaining community with educational activities and services for all generations.

## Affordable Housing

The dramatic increase in housing prices in Deanwood/Deanwood Heights and throughout the region has caused concern about the ability of existing residents to purchase housing or even to maintain the housing they currently own. At the same time, there is also a need to increase homeownership and help create a more stable community. Generally, affordable housing is defined when housing costs are not more than 30% of an individual's income. Based on current incomes, the typical (median income) household can afford housing prices of up to \$150,000 or rents of up to \$920, maximum. Since this measure is based on the median or middle income, then exactly 50% of existing Deanwood/Deanwood Heights households would be able to afford housing at prices higher than these while 50% have incomes that can only support housing at less than these prices (D.C Assessor, business and Randall Gross/Development Economics).

Deanwood/Deanwood Heights has an unusually high number of vacant and underutilized properties. The map depicted below (Map 8-next page) identifies vacant, underutilized, and abandoned properties within Deanwood/Deanwood Heights. The strategies mentioned below target the short-term acquisition of vacant and underutilized properties in the neighborhood and should be used to provide affordable housing before they are acquired and redeveloped by market rate developers. Realistically, not all properties will be available for acquisition and redevelopment; however, all publicly-owned properties have the highest potential for redevelopment. Once site control has been secured, City agencies must evaluate the most optimal public financing mechanisms to ensure the economic feasibility of proposed projects in Deanwood/Deanwood Heights.

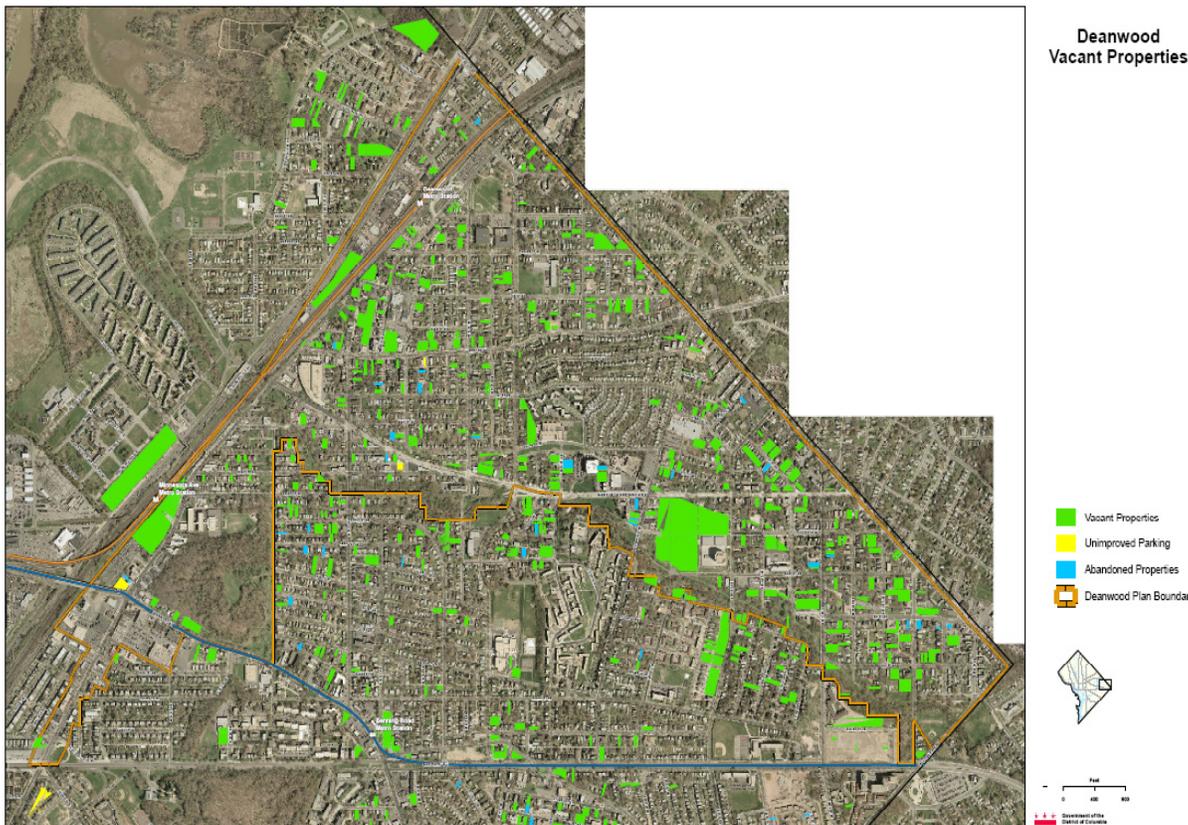
### Investment Goal #1:

#### Create new affordable homeownership and rental housing in the target area

Strategies to address the creation of affordable homeownership and rental units include the following:

1. *Support the development of new affordable homeownership and rental housing opportunities through acquisition and predevelopment assistance. Redevelopment of vacant, underutilized and abandoned properties should be prioritized.*

As discussed above there are a large number of vacant properties in Deanwood that pose a challenge, but also offer an opportunity for new growth without placing pressure on existing residents. It is critical that new development in the areas 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. Leveraging NIF predevelopment 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 affordable housing goals of this plan. Also important is ensuring that new or remodeled homes allow for seniors to age-in-place which has been a concern in this target area. This plan also recommends that Department of Housing and Community Development add Deanwood/Deanwood Heights as a target area for its



Map 8: Deanwood/Deanwood Heights vacant properties

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.

### Investment Goal #2:

#### Preserve existing affordable rental and homeownership units using a combination of financial incentives, education, and code enforcement

Strategies to address the preservation of affordable homeownership and rental units include the following:

1. *Improve promotion and education about existing programs that aid in rental and homeownership housing preservation.*

Finding and maintaining affordable rental and homeownership units within the target area has been challenging for many. Residents find that the lack of information relative to the availability of programs to assist them further hinders their potential for securing affordable housing. There are a range of programs DC Office of Planning 2008

offered by both the DC government and not for profit organizations. 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. Not for profit programs include: senior citizen age-in-place services, tenant/co-op/condo organization technical assistance, housing rights training, and foreclosure education. NIF funding could be used to assist in program promotion or expansion to serve additional clients or areas within the target area.

2. *Identify and proactively monitor both federally subsidized and non subsidized affordable rental housing units where there is an imminent threat of expiring use restrictions, housing code violations, or tenant displacement.*

Proper code enforcement can help minimize the issue of substandard housing. Regular and targeted inspections can prevent landlords from deliberately failing to follow the code standards, and low interest loans can act as a critical support system for property owners who want to modernize an aging housing stock. Although multi-family properties in Deanwood/Deanwood Heights represent just 10% of all residential properties in the neighborhood, these buildings are at

risk of neglected property maintenance.

On an annual basis within the District, there are rental housing buildings with attached federal subsidies (ex. Section 8) with expiring contracts whose owners are choosing not to renew. In order to intervene and preserve the federal subsidy and the affordability of these units, it is necessary that these units are identified well in advance of the contract expiration. With adequate notice, there may be opportunities to negotiate with the owner and provide incentives to renew or find a new buyer who will renew the contracts. NIF funding can be used to assist preservation projects seeking acquisition and predevelopment assistance.

### **Retail Development**

The Deanwood/Deanwood Heights NIF planning area is primarily a residential community that is traversed by several commercial corridors. There are small convenience nodes located at Nannie Helen Burroughs and Division Avenues, Sheriff Road and Eastern Avenue, and Division and Eastern Avenues as well as at Dix Street near Route 704 on the border of D.C. and Maryland. Not surprisingly, the scale of these two commercial nodes relates in large measure to their accessibility and to their traffic exposure. One of the goals associated with retail development within the Deanwood Strategic Development Plan is to provide for daily shopping needs within an easy walk of all residents, encouraging mixed-use development in the commercial corridors.

Convenience and personal service uses dominate the retail mix in Deanwood/Deanwood Heights. There are at least six liquor stores, 14 barber shops, 12 gas stations and convenience stores, plus a supermarket and other convenience food use (such as several seafood stores). These options, however, are not generally meeting the needs and desires of residents. The area lacks entertainment use as well as furniture and home furnishings stores, appliances, electronics, and other destination consumer goods. In essence, there is only a limited supply of merchandise for “shopping” within the retail districts. Shopper goods mainly include shoes, casual apparel, auto supplies, and discount general merchandise stores. There is also a gap in the number of professional services to serve residents in the area.

### **Investment Goal #3:**

#### **Encourage mixed-use development at key nodes and improve conditions along commercial corridors in the target area**

Strategies to address the creation of mixed-use development along commercial corridors include the following:

1. *Provide economic incentives for quality retail creation through site assemblage and regulatory approvals to encourage the type of development desired by residents.*

Deanwood/Deanwood Heights relatively low-density, small wood-frame and brick homes, give it a small town character that is unique in the District of Columbia. With the inner core of the neighborhood comprised of residential uses, retail development should be located at key commercial nodes within Deanwood/Deanwood Heights. These nodes include: Division/Nannie Helen Burroughs Avenue, Minnesota/Nannie Helen Burroughs, Sheriff, Division, and Eastern Avenues, and Dix/Eastern Avenue. These nodes were identified through the Deanwood Strategic Development Plan. NIF funding should be used to support site assemblage and predevelopment for projects located within these nodes.

2. *Develop clean and safe programs along commercial corridors and in Marvin Gaye Park to improve cleanliness, activate the street, and enhance the pedestrian and shopping experience. Programs that engage local youth and emphasize environmental stewardship and sustainability are especially encouraged.*

A key element of successful commercial corridors is providing the customer base with a clean and safe physical environment within which to shop. This strategy will focus NIF grants and loans for activities that are geared toward street cleaning, street greening activities (flower pots, hanging plants, tree maintenance and low impact development) and safety improvements (extra lighting for the retail shops, security cameras in retail nodes, Business Association Block Watch, etc). These activities could work in conjunction with DSLBD reStore DC programs, the Office of the Deputy Mayor for Planning and Economic Development (DMPED) Great Streets Program, the Department of the Environment and the Department of

Transportation. Marvin Gaye Park presents an added opportunity to use NIF funds that would help support any recreational and safety initiative within the park.

## Public Facilities & Programs

The lack of recreational facilities in Deanwood/Deanwood Heights was identified by residents through the planning process for the Deanwood Strategic Development Plan and the Washington Interfaith Network (WIN) Investment Plan. Residents voiced their concern about the direct correlation between the lack of recreational facilities and health problems plaguing city residents. These facilities should be sited within a reasonable walking distance of residential areas. The termination of the Dix Street corridor into Marvin Gaye Park presents an opportunity for expanded recreational uses in the park. The Deanwood metro station located across the site from the new Deanwood Recreation and Library center presents an additional opportunity. The strategic location and design of these recreational uses combined with high pedestrian activity in the surrounding area can be used to deter criminal activity in Marvin Gaye Park and the target area. In reflecting the small town feel of Deanwood/Deanwood Heights, residents should have convenient access to community retail, services and institutions within a five minute walk shed.

### Investment Goal #4:

#### **Improve the condition of community facilities and promote a self-sustaining community with educational activities and services for all generations**

Strategies to address the improvement of public facilities include the following:

1. *Target public funds, including grants and loans to support non-profit community-based and faith-based organizations to co-locate or cluster services, programs, and facilities in focus nodes, particularly at Nannie Helen Burroughs/Division Avenues and Dix/Eastern Gateway; support an expansion of non profit educational and professional development programs.* Through the planning process of both the Deanwood Strategic Development Plan and the Washington Interfaith Network (WIN) Investment Plan, it became apparent that there is a need for community support service facilities. Serving as a gateway into the District from Maryland, the Dix Street Corridor, from Eastern DC Office of Planning 2008

Avenue to Marvin Gaye Park, presents a key opportunity to develop community support infrastructure and related uses to provide needed services for neighborhood residents. NIF funding could be utilized at this focus node as well as the Sheriff/Eastern/Division node for commercial district revitalization. Further, economic incentives could be given to non profit entities for quality retail creation including clustering of social services, programs, office space, and mid-scale retail choices such as cafes, lounges, and grocery stores.

2. *Provide funding for needs assessment developed by faith-based leaders/organizers that identifies desired community use to be developed or offered.*

There are a significant number of churches within Deanwood/Deanwood Heights that offer a variety of programs and services. NIF funds can be used to develop an assessment of services provided to improve efficiency and effectiveness of needed community programs within Deanwood/Deanwood Heights. The pre-development fund could also be used by non –profit, faith-based entities who currently have land available for the development of desired community uses.

3. *Allocate funds in support of community based efforts that incorporate the development of art within publicly funded projects and also contribute to historic neighborhood resources.*

Deanwood/Deanwood Heights is known for its rich history and small town character. Residents have expressed the desire to maintain the identity of the neighborhood through public art and cultural development activities. To accomplish this strategy, eligible community organizations can apply for NIF funding to initiate public art projects or historic preservation activities. The strategy could work in conjunction with goals from the Humanities Council of Washington DC.

4. *Provide gap funding for recreation center improvements exclusive of capital funding already allocated for the facilities.*

The Watts Branch Recreation Center located at the 6200 block of Banks Street currently provides the following amenities: well-lit athletic field with 90' diamond, well-lit basketball courts, a pantry, a picnic area and a playground, and a small multi-purpose room where limited Cooperative Play Center, before and after school care, and Head Start programs are offered. Despite these amenities, the Watts Branch

Recreation Center does not provide the quality facilities and amount of space required to support current community needs and has limited land availability for expansion. Achievement of this strategy can be accomplished through NIF funding for recreational initiatives, especially those targeting seniors and youths. Additional leveraging with the new Deanwood Recreation and Library Center, Fort Circle Parks, the Capital Space Initiative, and Marvin Gaye Park can be supported. Opportunities to identify and secure area pocket parks can be explored.

### **District Resources to support NIF funded programs**

NIF funding is a great opportunity for community organizations to become empowered to make a difference for their neighborhoods; however, NIF resources are limited and should not be considered the only means to accomplish the investment goals outlined above. The District has a number of programs and resources available to enhance programs that are NIF funded. The following list provides brief descriptions of the types of resources available for District residents and merchants:

### **Housing Funding Sources and Programs**

1. **Community Development Block Grant (CDBG):** Provides grants funds to local and county governments to be used to develop viable urban communities by providing decent housing with a suitable living environment and expanding economic opportunities to assist low-and-moderate-income residents.
2. **HOME Investment Partnership (HOME):** used to expand the supply of decent and affordable rental and ownership housing; also used to increase the homeownership rate of minority and low-income person by providing funding for down payment, closing costs, and rehabilitation associated with home purchase.
3. **Emergency Shelter Grant Program (ESG):** designed to help improve the quality of existing emergency shelters for the homeless, to make available additional shelters, to meet the costs of operating shelters, to provide essential social services to homeless individuals, and to help prevent homelessness.

4. **Housing Opportunities for Persons with AIDS (HOPWA):** Provides housing assistance and supportive services for low-income People with HIV/AIDS and their families.
5. **Housing Production Trust Fund (HPTF):** The Housing Production Trust Fund is a local source of money for affordable housing development. Capital for the HPTF is supplied from the legislated share of DC deed recordation taxes and real estate transfer taxes, currently 15%. The Fund is designed to direct assistance toward the housing needs of the most vulnerable District residents-very low- and extremely low-income residents.
6. **Multi-Family Housing Rehabilitation:** The Department provides low-cost gap financing for the rehabilitation of residential properties containing five (5) or more units. The principal objective of this program is to stimulate and leverage private investment and financing in the rehabilitation of multi-family housing that is affordable to lower-income residents. Units for rental and home ownership are financed through this program.
7. **New Construction Assistance:** DHCD 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.
8. **First Right Purchase Program:** The First Right Purchase Assistance Program enables low-to-moderate income District residents who are threatened with displacement because of the sale of their building to exercise their "first right" to purchase the apartment building. The program offers low-interest loans to income-qualified persons and tenant groups in the District. These affordable loans can be used for down payment purchase, earnest money deposits, and legal, architectural and engineering costs.
9. **Tenant Purchase Technical Assistance Program:** The Tenant Purchase Technical Assistance Program provides free, specialized organizational and development services for tenant groups who are pursuing the purchase of their apartment buildings with the intention to convert them to cooperatives or

condominiums. Services can include assistance with structuring the tenant association, preparation of legal documents, and help with loan applications. This program also provides below market rate management and education services to tenant groups that have purchased their buildings and operate them as cooperatives or condominiums. Deanwood is a target area for this program.

10. **Home Again:** Home Again helps stabilize neighborhoods by decreasing the number of vacant and abandoned residential properties in the District. Home Again encourages property owners to rehabilitate and/or occupy vacant and abandoned properties. The program acquires/rehabilitates properties when owners fail to maintain them. Home Again's goal is that 30% of all properties are sold to homebuyers who earn less than 60% of the area median income. Deanwood is a target area for this program.

11. **Neighborhood Based Activities:** Through Neighborhood-Based Activity programs, DHCD strategically invest funds in housing development and community-based non-profits organizations to support the creation of economic opportunity and affordable housing preservation and development for its low-to-moderate income residents. Activities include comprehensive housing counseling, affordable housing preservation, storefront façade development, affordable housing development, commercial corridor development and crime prevention.

12. **Site Acquisition Funding Initiative:** The Site Acquisition Funding Initiative (SAFI) is designed to provide quickly accessible, revolving loan funds for acquisition and predevelopment costs to nonprofit developers committed to the production, rehabilitation, and preservation of affordable housing. SAFI leverages DHCD funds with private monies for the preservation of affordable housing.

## Programs for Individuals

1. **Home Purchase Assistance Program:** The Home Purchase Assistance Program (HPAP) provides financial assistance in the form of an interest-free loan to qualified low-to-moderate income persons for home purchase. The amount of the loan is based on income and household size. Currently, low-income persons

can receive up to \$77,000 in down payment and closing cost assistance.

2. **Employer Assisted Housing Program:** The Employer Assisted Housing Program (EAHP) provides assistance to employees of the District of Columbia Government who are first-time homebuyers in the District. Employees of the Metropolitan Police Department, teachers in DC Public Schools, and other DC government employees may be eligible for matching down payment funds up to \$1,500 and a deferred loan of up to \$10,000. Applicants can receive funding from both HPAP and EAHP as long as the eligibility requirements for both programs are met.

## 3. **Single Family Residential Rehabilitation**

**Program:** The Department's Single Family Residential Rehabilitation Program is designed to help households finance home repairs that will address DC housing code violations. Funding may be used for activities that include repairing walls and floors; replacing windows; and repairing plumbing; electrical, and heating systems. Up to \$75,000 in loan financing is available for each project. The program also offers a separate grant of up to \$15,000 for roof replacement.

4. **Handicapped Accessibility Improvement Program:** The Handicapped Accessibility Improvement Program (HAIP) provides a grant of up to \$30,000 for improvement needed to remove physical barriers within a home for persons with mobility or other physical impairments. Additional funding may be available under the Single Family Rehab program.

5. **Revenue Bond Program:** The District of Columbia Revenue Bond Program provides below market interest rate loans to qualified private enterprises that are located in an Enterprise Zone as well as non-profit and manufacturing organizations citywide. Bonds can be issued to assist in financing a broad variety of capital projects, including commercial development, infrastructure improvements, and equipment and machinery used in business and other endeavors such as the retail trades, health care, education, housing, recreation, and solid waste recycling. Program funds are generated through the issuance and sale of tax-exempt and taxable municipal revenue bonds, notes, or other obligations. Proceeds from the sale of these securities are loaned to borrowers and

may be used to finance, refinance and reimburse costs of acquiring, constructing, restoring, rehabilitating, expanding, improving, equipping and furnishing real property, and related and subordinate facilities.

## Conclusion

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. 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 stimulated 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, church 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 non profit organizations to craft NIF project proposals that will meet community identified needs. It is also 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.





# acknowledgments





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