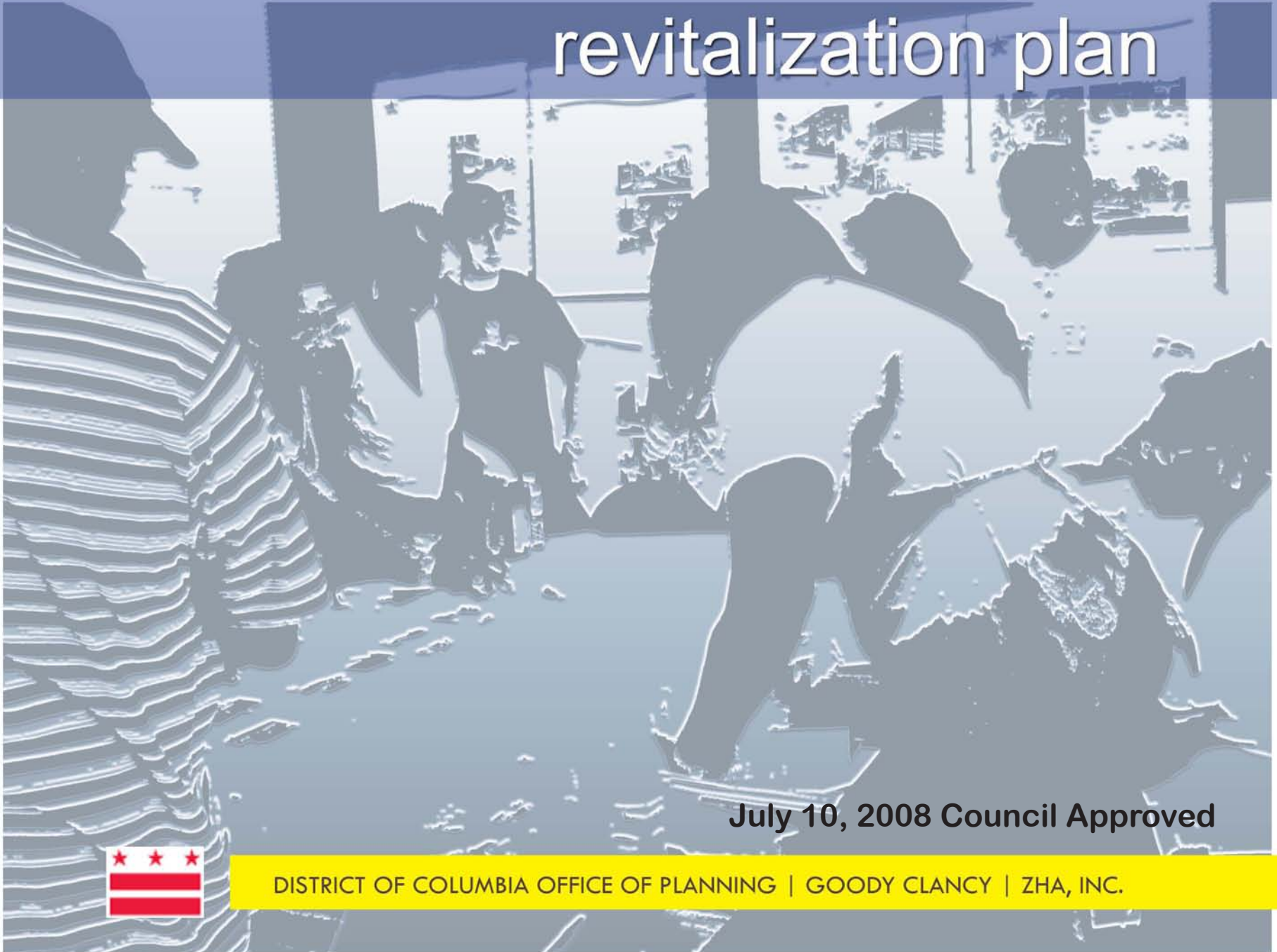


Kennedy Street

revitalization plan



July 10, 2008 Council Approved



DISTRICT OF COLUMBIA OFFICE OF PLANNING | GOODY CLANCY | ZHA, INC.

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The Kennedy Street Revitalization Plan is the result of active involvement of all parts of the community. This included individual residents, neighborhood organizations, business owners, property owners, elected officials, and government agencies.

CITY OFFICIALS

Adrian M. Fenty
Mayor, District of Columbia

Muriel Bowser
Councilmember, Ward 4

Advisory Neighborhood Commissions: ANC 4B, ANC 4C and ANC 4D

ANC 4Co1, Dee Jolley
ANC 4Do1, Joshua Lopez
ANC 4Do2, Renee Bowser
ANC 4Do5, Everett Lott
ANC 4Bo8, Yvonne Jefferson
ANC 4Bo5, Blondine Hughes

Neil Albert
Deputy Mayor for Planning and Economic Development

Harriet Tregoning
Director, DC Office of Planning

Rosalynn Hughey
Deputy Director, Citywide and Neighborhood Planning, DC Office of Planning

Jennifer Steingasser
Deputy Director Development Review and Historic Preservation, DC Office of Planning

PROJECT MANAGEMENT STAFF

Geraldine Gardner
Associate Director, Neighborhood Planning, DC Office of Planning

Malaika Abernathy
Neighborhood Planning Coordinator, Ward 4, DC Office of Planning

Ed Estes
Community Planner & Urban Design DC Office of Planning

Mike Johnson
Visual Information Officer DC Office of Planning

Joel Lawson
Associate Director, Development Review DC Office of Planning

Stephen Mordfin
Development Review Specialist, DC Office of Planning

KENNEDY STREET ADVISORY COMMITTEE

Ron Austin
Rina Aviram
Rolf Barber
Lisa Bass
Julie Beecher
Christina Bejareno
Stephanie Black
Martha Bonilla
Hazel Broadnax
Marsha Brown
D. Caffee
Phyllis Cumberland
Abdul Hasim Dawkins
Carol Dubard
Kathleen Etz
Karen Feinstein
Estrellita Fitzhugh
Richard Fitzhugh
Amy Garland

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Juanita Ginyard
Harry Gough
Michael T. Green
Adel Hassan
Bill Hasson
Louis Henderson
Rev. Bertha Jones
Ralph Lee
Andrea Littlejohn
Chi Mauuso
Ormenta Newsome
Gloria Palmer
Deborah Pusey
Andrea Rambow
Andrea Richardson
Eleanor Sanders
Stephen Schenck
Laura Scott
Kenneth Silbert
Mark Smith
Sharyn Stein

Deirdre Swinson
Bernita Thompson
T.A. Uqdah
Robert Whiddon
Kevin Williams
Gema Woods
Tina Wyatt

DISTRICT OF COLUMBIA AGENCIES

Office of Deputy Mayor for Planning and
Economic Development

Department of Housing and Community
Development

DC Department of Small and Local Business
Development

District Department of Transportation

Department of Parks and Recreation

CONSULTING TEAM

Goody Clancy

*David Dixon FAIA, Principal-in-Charge, Planning
and Urban Design*

Ron Mallis, Senior Planner

David Grissino, Senior Urban Designer

Agnieszka Siuda, Graphic Designer

W-ZHA

Sarah Woodworth

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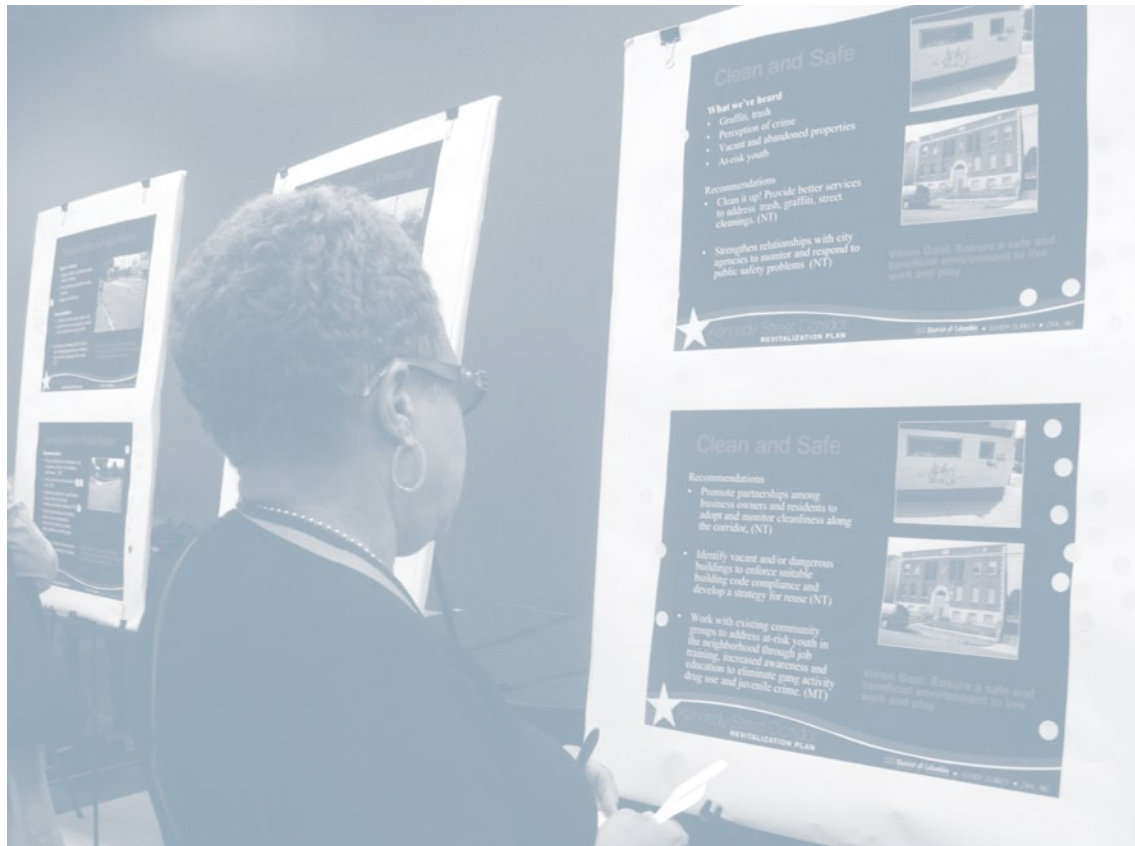


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1. EXECUTIVE SUMMARY



The following pages detail the development and final elements of the Kennedy Street Revitalization Plan, beginning with its identification in the District's Comprehensive Plan as a priority site for a Small Area Plan, and culminating in a series of economic and physical implementation strategies for both the short- and mid-term.

The planning process itself was notable for the range and intensity of public participation, as it proceeded through a series of public meetings, including a major community-wide design workshop. The plan's Advisory Committee represented the many voices and many communities that comprise the Kennedy Street neighborhood. Members continually underscored the value that residents, business owners, and others place in sustaining the corridor's existing social fabric, and in making sure that revitalization happen without displacement of current residents or businesses. They worked assiduously with the consulting team and representatives of the City's Office of Planning to identify specific strategies that strengthen that fabric while identifying opportunities for physical improvements, for carefully-sited new development – residential, retail, mixed use – that at the same time would be in

kennedy street

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keeping with the neighborhood's existing scale and overall accessibility.

The community-based Vision for Kennedy Street that emerged from the planning process identified five major themes that ultimately shaped the plan. These included:

- Ensuring a clean and safe neighborhood
- Creating special places that are welcoming and pedestrian-friendly
- Supporting existing residents and businesses while encouraging new economic development and housing
- Encouraging mobility and connectivity
- Identifying opportunities for collaboration and partnering in support of the plan's implementation

This report illustrates how these themes became the collective core of the Kennedy Street Revitalization Plan. Underlying the plan itself is acknowledgement of the true significance of places such as Kennedy Street: neighborhood hearts whose health, success, and livability are central to the ultimate success of any city. Strengthening both the concept and the reality of *neighborhood* was the ultimate goal of all those who participated in the planning process; it was made manifest throughout the process by the way in which participants talked about their street and, ultimately, will be reflected in practice as the plan's implementation moves forward.



Councilmember Muriel Bowser was a major presence during the Kennedy Street planning process.

2. SETTING THE STAGE



The Kennedy Street Revitalization Plan represents the results of an intensive and collaborative process that began with a series of informal get-togethers of neighborhood residents, business, community, and institutional leaders, and City agencies. Even earlier, Kennedy Street was the subject of ongoing discussions between the City and the South Manor Park Civic Association; through the Comprehensive Planning process, the Association brought attention to Kennedy Street as the subject for a Small Area Plan (see page 2.7). These conversations illuminated both Kennedy Street's existing conditions and provided a look into the future of the corridor as envisioned by those eager to play a role in shaping that future. Although differences invariably emerged regarding some of the components of that future, there was nevertheless a consistent emphasis across the board of ensuring that the plan's physical and economic initiatives would include the energies and commitment of the corridor's current diverse community.

By honoring the corridor's existing assets while looking toward a newly vibrant Kennedy Street, the ultimate plan signals that the success of places such as Kennedy Street are important because of their significance not only as a neighborhood's social and economic "heart" but as one of the key ingredients in making a city as a whole more livable, more manageable, and more desirable.

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Enlarged versions of this illustrated corridor map were used by all participants in the community-wide workshop, held midway through the planning process. The highlighted areas along Kennedy Street between Georgia Ave. and North Capitol St. represent the study area.

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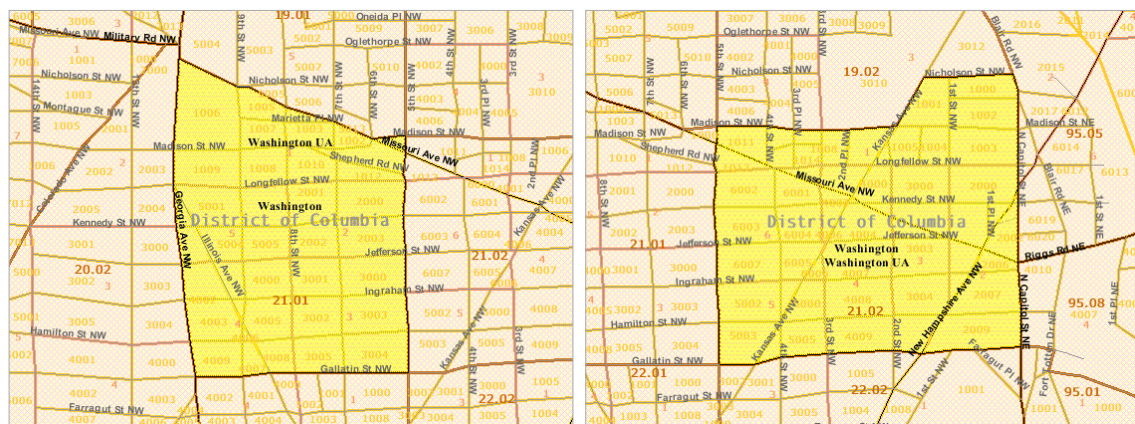
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Geographic and Demographic Context

The one-mile-long Kennedy Street corridor extends from N. Capital St. on the east to Georgia Avenue on the west, spanning the Brightwood Park and South Manor Park neighborhoods of Ward 4.

The following data, unless otherwise noted, summarize the characteristics of the Kennedy Street population contained within Transportation Analysis Zones (TAZs). TAZs are geographic areas commonly used to compile, analyze and exhibit demographic data.

- The population of the corridor, as of 2005, totaled 34,450. Projections estimated by the Data Center of the District's Office of Planning (OP) show minimal growth over the next ten years – from 34,450 to 34,917, or 1.3%.
- The number of households is expected to grow by 1.8%, from 13,925 in 2005 to 14,174 in 2015. The household size is approximately 2.4 persons/household, comparable to the District's average household size of 2.3 persons/household.
- Parallel with the relatively slow population growth, employment projections for the area indicate only a slight increase, from 5,930 in 2005 to 5,981 in 2015.



The Kennedy Street Corridor and surrounding area divides along 5th Street into two census tracts.

- The area's median household income, as of the 2000 Census, was \$40,913 (or \$47,900 in 2006 dollars) slightly higher than the District-wide median of \$40,283 (\$47,200 in 2006 dollars), or 1.5%. Median household income within the two census tracts immediately surrounding the Kennedy Street corridor from Georgia to N. Capitol was approximately \$35,400, or \$41,400 in 2006 dollars.
- Home ownership percentages along the corridor, according to the 2000 census, shifted as one moved east of 5th Street, where home ownership amounted to approximately 58% of the total – almost exactly in line with the percentages for the Rock Creek East Planning Area as a whole. The home ownership percentage west of 5th was 43%, or almost the exact reverse.
- Data from the 2000 Census indicate that, of the total population living within the two census tracts containing the Kennedy Street corridor, approximately 85% are African-American, 12% are Latino, 4% are white, and less than 1% are Asian. (Because of rounding, the total equals more than 100%.)