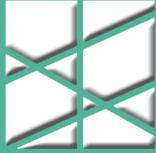


## 2: VISION



### VISION STATEMENT

*The Mid City East Small Area Plan provides a framework for conservation, development, sustainability and connectivity in the neighborhoods of Bates/Truxton Circle and Hanover, Bloomingdale, Eckington, LeDroit Park, and Sursum Corda, as well as portions of Edgewood and Stronghold. The vision is to improve quality of life and enhance neighborhood amenities and character while supporting a community of culturally, economically, and generationally diverse residents.*

This vision for Mid City East is further framed by the six core themes listed below. The vision associated with each theme reflects the community's values and aspirations for the area. These themes provide an organizational basis for presenting the findings, goals and plan recommendations described in detail in Chapter 3.

**1. Neighborhood Character** - Mid City East neighborhoods will retain their historic and cultural diversity, while preserving their distinctive architectural character and public spaces.

- 2. Commercial Revitalization** - Mid City East will be an attractive area with thriving existing businesses, emerging small businesses, vibrant retail, and a growing neighborhood residential base. North Capitol Street and other major corridors will provide neighborhood serving retail, dining options and amenities to the community.
- 3. Redevelopment Opportunities and Housing** Mid City East will prosper as an inclusive community with a strong neighborhood fabric, thriving businesses, and a diverse mix of quality housing options.
- 4. Neighborhood Placemaking and Public Realm** Mid City East neighborhoods and corridors will showcase a unique identity and enhanced sense of place. Sidewalks and public spaces will be attractive, safe and well-maintained.
- 5. Parks, Green Space, and Stormwater** Mid City East will enjoy a variety of parks, green spaces, and recreation options. Flooding will be mitigated through the DC Clean Rivers project and the employment of low impact development (LID) stormwater management strategies.
- 6. Connectivity** - Mid City East residents will experience safe and enhanced connectivity between neighborhoods. Residents will be able to travel via car, bus, bicycle, or on foot, through a pleasant environment to their daily destinations.



Photos of Kick-Off Event (April 2013)

# MID CITY EAST EAST

## Small Area Plan & Livability Study



Graphic Recording by Jim Nettle

Graphic recording drawn during kick-off meeting

# 3: KEY FINDINGS AND RECOMMENDATIONS

## OVERVIEW

The Mid City East Small Area Plan provides recommendations and guidance for the revitalization of the study area's community of neighborhoods. In this chapter, the plan's findings and recommendations are described through six core themes:

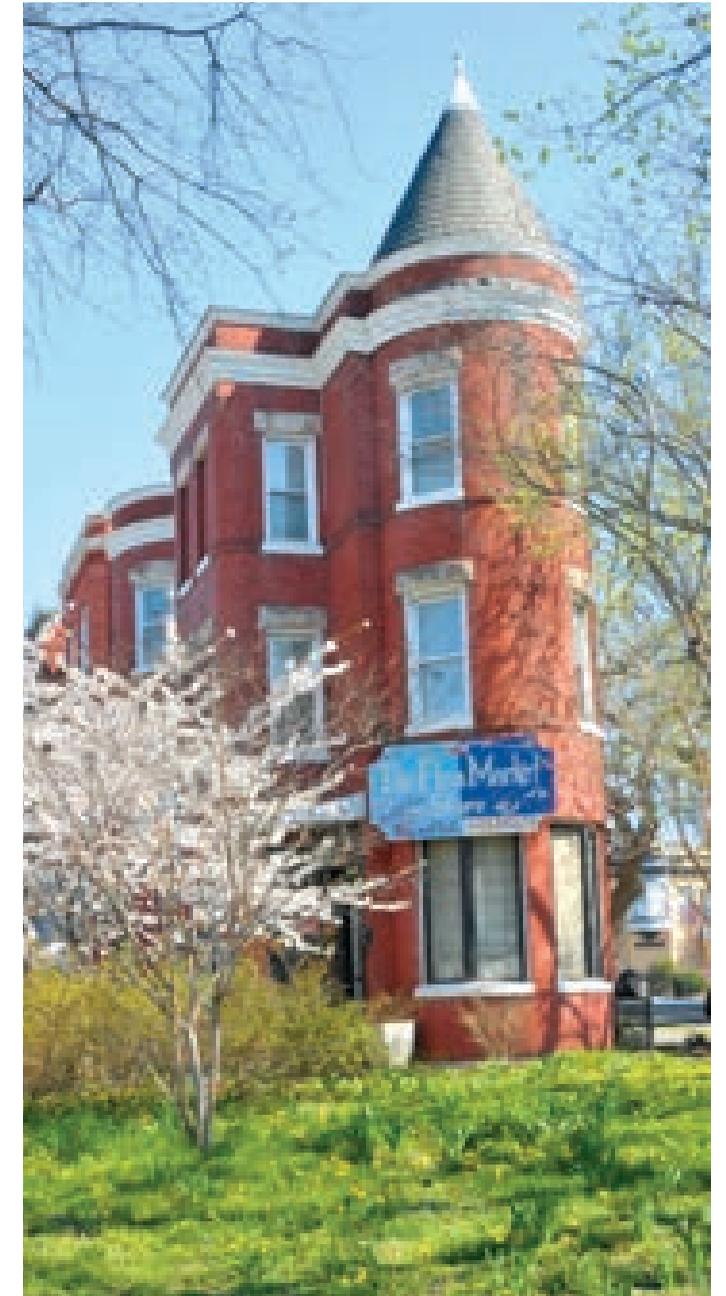
-  **1 - Neighborhood Character** - opportunities to conserve the architectural character and cultural resources of each neighborhood.
-  **2 - Commercial Revitalization** - opportunities to revitalize neighborhood commercial areas including retail, dining, and small office space.
-  **3 - Redevelopment Opportunities and Housing** - opportunities to improve the neighborhoods through infill, new development, and the provision of affordable housing.
-  **4 - Neighborhood Placemaking and Public Realm** - opportunities to enhance neighborhood identity and improve sidewalks and public spaces.
-  **5 - Parks, Green Space, and Stormwater** - opportunities to add or enhance parks and green space while reducing stormwater runoff.
-  **6 - Connectivity** - opportunities to improve connectivity and mobility between neighborhoods and from the neighborhoods to other District destinations.

Core themes are described through a summary of the existing conditions analyses, key findings, vision, goals, and recommendations. Many of the transportation and roadway recommendations in the Connectivity section of this document are taken from DDOT's livability study.

The Mid City East Small Area Plan integrates sustainability at every level through recommendations that support and advance the District's Sustainable DC Plan. Small Area Plan recommendations tie in to specific action items from the Sustainable DC Plan which was released on February 23, 2013. You can find a list of these action items on page 126.



National Geographic Subscription Department at 1709 3rd Street



The Flea Market at North Capitol and Lincoln Rd, NE



Conceptual View of the intersection at North Capitol and P Street North West

## EXISTING LAND USES

Existing land uses are illustrated in **Fig. 3.1**.

**Residential** - The predominant land use in the Mid City East planning area is residential comprised of an eclectic mix of row houses, single family detached, single family attached, and multifamily homes. This predominantly residential use is a strength of the area and it provides a strong population base to support local businesses.

**Retail/Commercial** - Retail is concentrated primarily along North Capitol Street and is also found on Florida Avenue, Rhode Island Avenue, and First Street NW. While retail along North Capitol Street struggles, there are pockets of successful neighborhood retail and restaurants in areas such as First Street and Rhode Island Avenue NW. The many retail corner stores are an amenity for residents. Larger concentrations of commercial and retail are located in the NoMa area to the southeast of the study area and in the Mount Vernon Triangle area to the southwest.

**Industrial or Production, Distribution and Repair (PDR)** - There is a concentration of industrial uses in the Eckington area primarily along 4th Street NE, on the eastern portion of the planning area near the railroad tracks. These uses are located across from residential neighborhoods, though there appear to be few significant conflicts between these two uses in Eckington.

**Public Facilities** - Many schools and recreation centers exist within the study area. Small to medium parks, and other institutional uses are scattered throughout the community. These are educational and recreational amenities for residents and have the

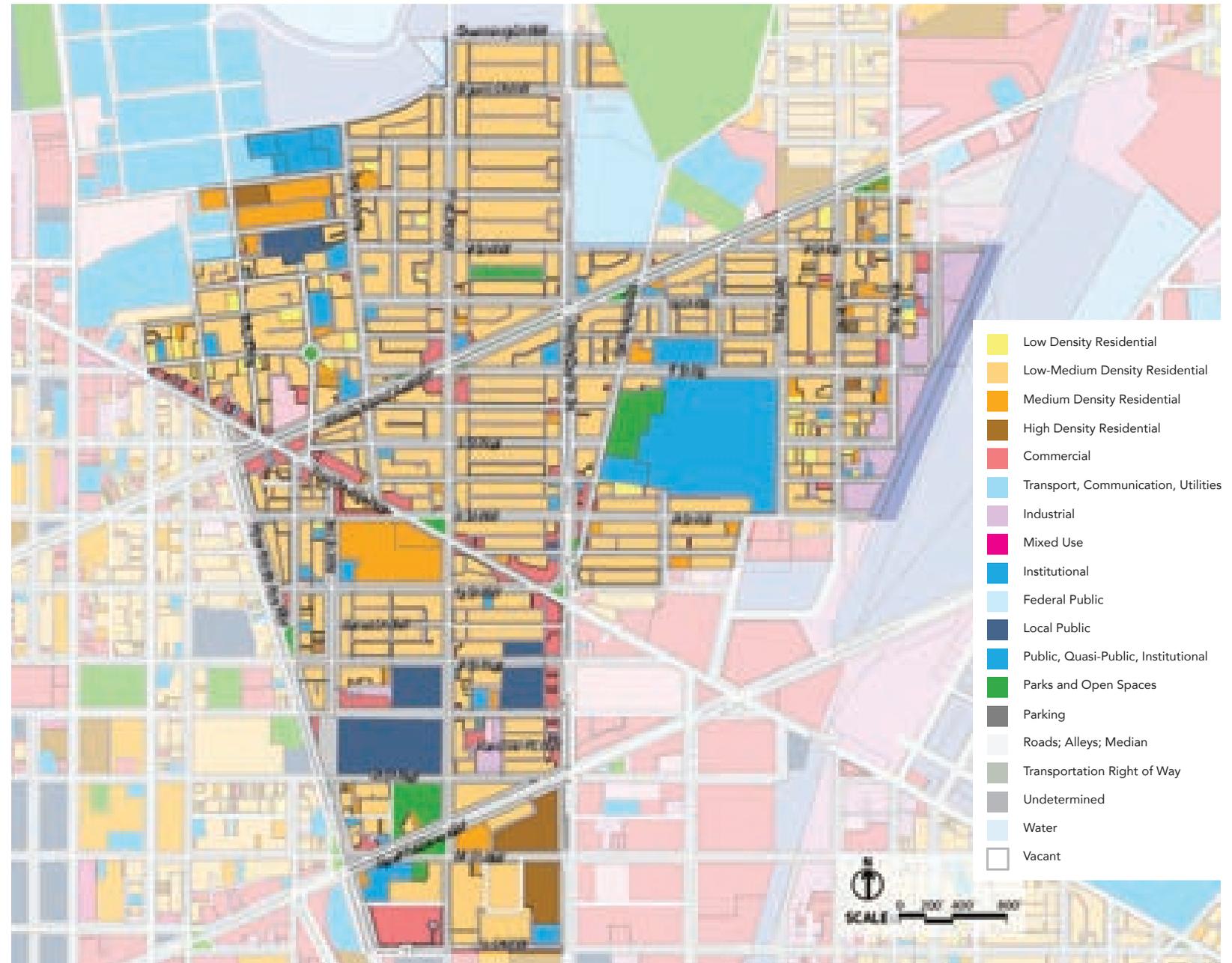


Fig. 3.1 - MCE Existing Land Use Map

area. See Fig. 3.2.



# I. NEIGHBORHOOD CHARACTER

## SUMMARY

The Mid City East planning area encompasses neighborhoods that developed during the late nineteenth and early twentieth centuries including LeDroit Park, Bloomingdale, Eckington, Bates/Truxton Circle, Hanover and Sursum Corda, a low-income cooperative housing development that was constructed in the late 1960s as a part of urban renewal efforts.

Today, over fifty percent of the buildings in Mid City East were constructed before 1939 and as a result, many of the neighborhoods have retained their historic urban character. Each neighborhood's early developmental history is reflected in its historic building stock, providing a distinctive and rich architectural heritage and cultural history. The Mid City East neighborhoods offer a diverse mix of building types including residential, commercial, institutional, and industrial.

Each neighborhood has a varying degree of preservation policies and tools in place to preserve and support neighborhood character. These tools include historic districts, historic landmark designations, heritage trails, and historic site markers/signage. Within the planning area, a total of eleven buildings are listed in the DC Inventory of Historic Sites and in the National Register of Historic Places. These historic landmarks are dispersed throughout the Mid City East neighborhoods, with the largest concentration in the Bates/Truxton

Circle and Hanover area. Additionally, two historic districts are located within or near the planning area: LeDroit Park and Mount Vernon Square. A historic resources analysis was conducted as part of the existing conditions assessment phase of the Mid City East planning project. The analysis included compiling existing research on the development of each neighborhood and executing a series of surveys in coordination with the DC Historic Preservation Office (DCHPO). Through surveys and recommendations from the DCHPO and community members, a list of potential historic landmarks and districts within the planning area was generated. This list was further vetted during community meetings, resulting in a final list of approximately 32 sites and 2 potential historic districts. See Fig. 3.3.

### Key Findings:

- Historic resources and architecture are highly valued by the community.
- Over fifty percent of the building stock within Mid City East was constructed before 1939.
- Diversity in building types: residential, commercial, institutional, industrial ranging from the 1870s to the 1930s.
- Historic building stock illustrates the rich architectural heritage and cultural history of Mid City East neighborhoods.
- Each neighborhood has its own distinct cultural heritage and architectural character.
- Eleven landmarks listed in the DC Inventory of Historic Sites and in the National Register of Historic Places. One Historic District is located within Mid City East (LeDroit Park)

# VISION

Mid City East neighborhoods will retain their historic and cultural diversity and preserve their distinctive architectural character and public spaces.



Corner of First and V Street, NW in Bloomingdale

potential to function as centers of community.

## COMPREHENSIVE PLAN FUTURE LAND USES

The District of Columbia Comprehensive Land Use Map graphically depicts the land uses desired and projected for the future throughout the city. The Mid City East planning area consists predominantly of low to medium density residential development, together with commercial uses along North Capitol Street and Florida Avenue. Smaller commercial nodes are found within residential areas. Higher density retail and mixed use development are found to the north at the McMillan site, to the southwest at Mount Vernon Triangle, and east of study area in NoMa. Industrial uses continue alongside residential in Eckington, while schools, recreation centers, parks and other institutional uses are located throughout the planning

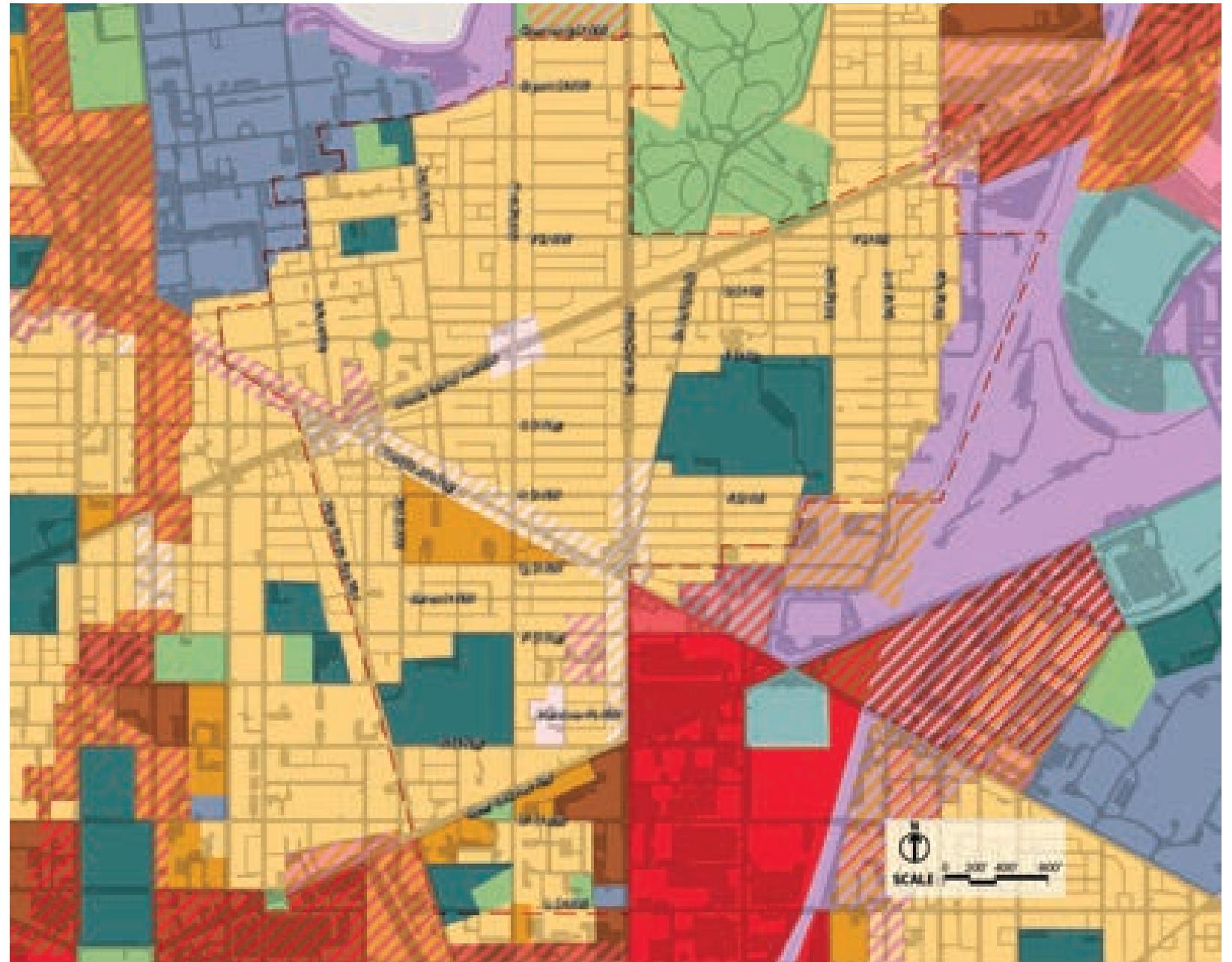
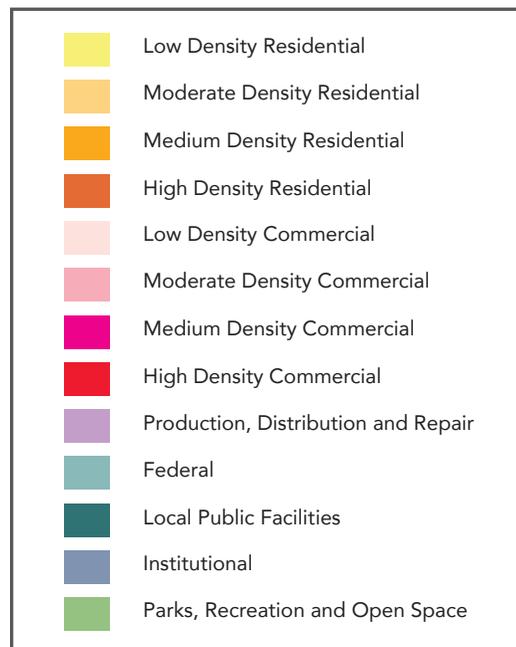


Fig. 3.2 - MCE Comprehensive Plan Future Land Use Map



Fig. 3.3 - MCE Designated and Potential Historic Landmarks and Districts

### Designated and Potential Historic Landmarks in Mid City East

The list below, and adjacent diagram, show existing designated historic landmarks and districts in Mid City East, and suggests potential new districts and landmarks.

#### Designated Historic Districts

- LeDroit Park

#### Designated Landmarks

- A. John Fox Slater School, 1891
- B. John Mercer Langston School, 1902
- C. Chapman Stables (Brass Knob), 1906
- D. Margaret Murray Washington School, 1912
- E. Samuel Chapman Armstrong Technical High School, 1901-1902
- F. Samuel Gompers House, 1902
- G. Nathaniel Parker Gage School, 1904
- H. Old Engine House 12 - Bloomingdale Firehouse, 1897
- I. Mary Church Terrell House, 1894
- J. M Street High School - Perry School, 1890
- K. Augusta & Louisa Apartment Buildings, 1900

#### Potential Historic Districts

- Eckington
- Bloomingdale

#### Potential Historic Landmarks

1. Ionia Whipper's Medical Office (1890, 511 Florida Avenue, NW)
2. Anna Julia Cooper Residence (1900, 201 T Street, NW)
3. Lucy Diggs Slowe Hall (1943, 1919 3rd Street, NW)
4. Bryant Street Pumping Station (1904, 300 Block Bryant Street, NW)
5. Hurd House (1905, 116 Bryant Street, NW)
6. Barnett Aden House (1910, 127 Randolph Place, NW)
7. Sylvan Theater (1913, 116 Rhode Island Ave, NW)
8. Bloomingdale Liquor Store Building (1913, 1828 First Street, NW)
9. Saint Martin's Catholic Church #1 (1913, 1900-1909 North Capitol Street, NW)
10. Saint Martin's Catholic Church #2 (1939, 1902 North Capitol Street, NW)
11. Saint Martin's Convent (1923, 116 T Street, NE)
12. Central Methodist Protestant Church (Now Mt Bethel Baptist Church (1902, 1901 First Street, NW)

13. Memorial Church of the United Brethren (Now Metropolitan Wesley Ame Zion) (1904, 1712 North Capitol Street, NW)
14. Early Subdivision Houses - "Villas" (1890s, various locations)
15. Onondaga Apartment (1901, 147-49 R Street, NE)
16. Owasco Apartment (1903, 11 R Street, NE)
17. Eckington School (1897, 111 Quincy Place, NE)
18. Emery School (1901, 1725 Lincoln Rd, NE)
19. Langley High School (1923, 101 T Street, NE)
20. Lincoln Road Methodist Episcopal (1923, 2001 Lincoln Road, NE)
21. McKinley Technology High School (1928, 151 T Street, NE)
22. Eckington Car Barn (1898, 1901 4th Street, NE)
23. Sanitary Grocery Company Warehouse (1899, 1845 4th Street, NE)
24. Sanitary Grocery Company Warehouse (1929, 1629 Eckington Place, NE)
25. Schlitz Brewing Company Bottling Plant (1908, 309 Randolph Street, NE)
26. National Geographic Printing Plant (1924, 326 R Street, NE)
27. National Biscuit Company Stable & Warehouse (1907, 336 Randolph Place, NE)
28. Bates Street - Washington Sanitary Housing Company (1897-1936, Bates Street, NW)
29. Catania's Bakery Building (1905, 1404 North Capitol Street, NW)
30. Letts Grocery Company (1917, 52 O Street, NW)
31. Washington Animal Rescue League (1931, 71 O Street, NW)
32. Mount Airy Baptist Church (1925, 1100 North Capitol St NW)
33. Masjid Muhammad: "The Nation's Masjid." (1519 4th Street, NW)

## MID CITY EAST HISTORIC PRESERVATION TOOLS

**Historic Landmarks/Historic Districts** are designated places that are protected for their contribution to the cultural and aesthetic heritage of DC. They include buildings or districts, archaeological sites, engineering structures, objects, or landscape features. Benefits to property owners can include tax credits for rehabilitation.

**Multiple Property Designation** focuses on developing historic contexts for discontinuous historic properties that are related historically or thematically. Themes include building types, and architectural styles, context or historic development patterns. This provides a tool for designation of an area that is not eligible for historic district designation.

**Conservation Districts** While not a preservation tool currently available in the District, Conservation Districts have been a topic of discussion and their potential applicability to the neighborhoods of Bloomingdale and Eckington noted. Specifically, the Comprehensive Plan in Policy MC-1.2.6 and Action MC-1.2.A: Conservation Districts states: "Consider the designation of Columbia Heights, Eckington, Bloomingdale, and other Mid-City neighborhoods as "Conservation Districts." Design standards and review procedures for such districts would be less rigorous than those used in Historic Districts, but would strive for more compatible infill development and maintenance of historic building scale, mass, and height conditions. "

**Façade Grant Programs** are funded through private or public funds, to encourage historic preservation. Most are targeted to older buildings or long-established businesses.

**Heritage Tourism** promotes places and activities that represent stories of past and present generations of a neighborhood, preserve its heritage, and make it accessible to both residents and visitors.

Rowhouse street in Bloomingdale



## Key Findings Continued:

- There are opportunities for cultural tourism focused on African-American Heritage, alleyways, churches, schools, industrial history.
- Most Mid City East residents support reinvestment and new construction in their community, but are opposed to insensitive changes that damage the human scale and character that make their neighborhoods attractive. While some new development has been welcomed, others have been seen as incompatible with existing community character.
- Few historic designations in Bloomingdale and Eckington.
- Current historic designations do not represent history beyond the 1920s.

## RECOMMENDATIONS

**GOAL #1: Create the structure and engage the tools for pursuing neighborhood-led conservation efforts.**

**MCE 1.1** - Develop a community-led neighborhood conservancy to lead historic preservation efforts and build consensus around preferred preservation strategies in Bloomingdale.

**MCE 1.2** - Explore options for designating Bloomingdale as a Historic District. After the designation, share lessons learned with other Mid City East neighborhoods.

**MCE 1.3** - Develop a community-led neighborhood

conservancy to lead historic preservation efforts and build consensus around preferred preservation strategies in Eckington.

**MCE 1.4** - Explore options for designating Eckington as a Historic District. After the designation, share lessons learned with other Mid City East neighborhoods.

**MCE 1.5** - Develop a community-led neighborhood conservancy to lead historic preservation efforts and build consensus around preferred preservation strategies in Bates/Truxton Circle and Hanover.

**MCE 1.6** - Explore designating individual buildings under a multiple property document for the row houses on Bates Street, in an effort to preserve the cultural relevance of the sanitary housing movement.

**MCE 1.7** - Prepare educational material that outlines the pros/cons associated with various preservation tools based on neighborhood models to inform and equip neighborhood conservancies.

**GOAL #2: Reinforce and support neighborhood identity.**

**MCE 1.8** - Augment existing signage programs or establish new neighborhood signage for LeDroit Park, Bloomingdale, Eckington, and Bates/Truxton Circle and Hanover. Create unique designs including art, landscape, and/or streetscape and street furniture to identify the distinctive character of each neighborhood.

**MCE 1.9** - Create markers to commemorate lost landmarks such as the former Truxton Circle and fountain that once served as a neighborhood anchor and landmark. \*WT2.2

T Street Market at 4th Street, NW



Neighborhood	Historic District	Historic Landmarks	Identified Potential Landmarks	Potential Historic District	Multiple Property Designation	Strengths
<b>Bates/Truxton Circle &amp; Hanover</b>		5	4		●	<ul style="list-style-type: none"> <li>• Blocks with intact row houses</li> <li>• Largest concentration of designated landmarks</li> </ul>
<b>Bloomington</b>		3	9	●		<ul style="list-style-type: none"> <li>• Intact row house neighborhood</li> <li>• Strong historic commercial corridor along Rhode Island and portions of North Capitol Street</li> </ul>
<b>Eckington</b>		0	15	●		<ul style="list-style-type: none"> <li>• Somewhat intact row house neighborhood</li> <li>• Strong historic industrial corridor along eastern edge</li> </ul>
<b>LeDroit Park</b>	●	1	3			<ul style="list-style-type: none"> <li>• Oldest neighborhood in the study area</li> <li>• One of two historic districts in MCE and immediate vicinity</li> </ul>
<b>Sursum Corda</b>		2	1			<ul style="list-style-type: none"> <li>• Mid to late 20th century public housing bordered by late 19th and early 20th century institutional and residential buildings</li> </ul>

Fig. 3.4 - Historic Resources Summary Table



Traditional Rowhomes with Turret

## 2. COMMERCIAL REVITALIZATION

### SUMMARY

The purpose of the market analysis was to gain an understanding of the current market conditions and potential as well as the reality for commercial revitalization, housing, redevelopment and infill in the Mid City East planning area.

### Demographic Highlights

- Younger and more affluent childless households are moving to the neighborhood that was once primarily comprised of older residents and larger family households.
- 17,858 people live in 7,308 households.
- The population has risen steadily at 1.2% per year, with most of the growth occurring in Bloomingdale and Sursum Corda.
- Over half of Mid City East residents have moved in since 2005.
- Mid City East household sizes have shrunk from an average of 2.88 people per household to 2.44 people per household.
- The number of single young professionals and couples has increased.
- Families have decreased from 55% percent in 2000 to 42% in 2013.
- Households with children decreased from 24% to 15%.

- Median home size declined between 2000 and 2010, resulting in a lower supply of homes that have enough bedrooms to support families with children.
- Area household incomes have nearly doubled between 2000 (\$32,300) and 2013 (\$60,100).

### Retail Analysis

- Primarily neighborhood-serving and locally-owned businesses.
- Retail is clustered along arterial roads.
- Some convenience retail is scattered throughout the study area.
- Minimal growth and reinvestment in most areas.
- Successful, growing food and beverage cluster in the commercial area around First Street and Rhode Island Avenue NW.
- Food service and convenience stores in Mid City East capture over 50% of local resident spending.
- Retail uses are very limited and capture only 5% of residents' retail spending.

A city-wide influx of residents and rising incomes will impact the local real estate market by enhancing the consumer base for neighborhood businesses and may continue to drive up home prices and rents. The combination of development constraints and underperformance of existing commercial buildings suggests that there is a greater opportunity to improve the viability of existing retail spaces than to construct new space.

## VISION

Mid City East will be an attractive area with thriving existing small businesses, emerging small businesses, vibrant retail and a growing neighborhood residential base. North Capitol Street and other major corridors will provide neighborhood serving retail, dining options and amenities to the community.



First Street at Rhode Island Avenue, NW

## WHAT IS A NEIGHBORHOOD CONSERVANCY AND WHAT CAN IT DO?

A **Neighborhood Conservancy** is a community led organization that can advocate for cultural heritage and historic preservation, explore the implementation of existing preservation tools, or new preservation strategies. A **Neighborhood Conservancy** can:

- Consult with the DC Historic Preservation Office to learn about relevant preservation tools.
- Build consensus around preferred preservation strategies.
- Explore private and grant funding to support survey and research efforts.
- Develop pattern books and other educational material to document varied architectural styles, neighborhood history and educate community about the benefits of compatible design and conservation of character defining architectural features.
- Coordinate with existing heritage education efforts such as Cultural Tourism DC, Heritage Trails and the African American Heritage Trail to develop neighborhood tours.





Old Engine Company #17 - Washington Firehouse Restaurant

Given a reasonable capture rate of local and outside spending and the availability of ideal retail spaces, it is estimated that 22 new stores could be added to the Mid City East area by 2018. Key opportunities include an increased diversity of restaurants, and neighborhood goods and services.

Future new development outside the study area at the McMillan Reservoir, Howard Town Center and CityMarket at O, will provide new retail near the study area, and an increase in area population. However, most of the opportunities for development of new commercial space within Mid City East are concentrated in key cluster areas along North Capitol Street, both within the study area boundaries and adjacent parcels in the NoMa neighborhood. The area on the west side of North Capitol Street, between New York Avenue and Randolph Street could attract a robust and diverse mix of uses, particularly entrepreneurial/creative services that build upon the existing presence of the

O Street Studios and Fab Lab; neighborhood retail and services especially in mid-sized redevelopment sites; and small concentrations of neighborhood dining and social spaces.

A successful revitalization effort will need to address several challenges, including perceptions of safety, ground floor vacancy, continuity of commercial uses, high automobile traffic volumes, unfavorable pedestrian conditions, underinvested and blighted storefronts, loitering, and other public realm deficiencies.

There are two major opportunities for enhanced and expanded neighborhood-oriented retail: 1) Grow collective neighborhood purchasing power through increased density in and around Mid City East, and 2) Leverage public and nonprofit support that can promote retail revitalization through coordinated marketing, public realm management, provision of technical assistance to business and property owners, and operational and capital funding for targeted initiatives and investments.

### Office and Industrial Analysis

- 3,200 people work in the Mid City East study area.
- 55% work in the information, health care, or professional/technical services sector.
- Office use is predominantly limited to spaces in converted townhomes, spaces originally designed for traditional retail use, and upper floors above retail establishments along the commercial corridors.

- Available office spaces are generally small (under 5,000 SF) and more affordable than citywide office rents (\$38 per square foot).
- Industrial and flex space (400,000 SF in 14 buildings) are primarily concentrated between 4th Street NE and the railroad lines in the eastern portion of Eckington.
- Industrial space is almost fully leased and commands competitive rents around \$14 per SF.
- A high concentration of small businesses and people working from home demonstrate an entrepreneurial spirit.
- In Bloomingdale, nearly 10 percent of employed residents work from home, twice the citywide average.
- Mid City East has comparable accessibility and more affordable rents relative to nearby NoMa and Downtown DC.

The mix of office, industrial, and creative space fosters opportunities to promote local entrepreneurship, enable business diversification, enhance the unique character of the neighborhoods within Mid City East, and create value in non-traditional and under-performing spaces along North Capitol Street.

Accessibility and affordable rents could help attract small businesses and start-ups. Overall, there is limited opportunity to provide considerably more square footage of office or industrial space, but upper floors of buildings on North Capitol Street have the potential for becoming repurposed as more effective work spaces. Select infill development sites also present an opportunity to include creative workspaces on the ground floor of new mixed-use projects.

## RECOMMENDATIONS

### **Goal #1: Improve resident access to healthy food and dining opportunities throughout Mid City East.**

**MCE 2.1** - Building on the success of the Bloomingdale Farmer's Market, increase year round access to healthy food options for Mid City East residents by encouraging corner store owners to enroll in DC Central Kitchen's Healthy Corners, the Healthy Food Retail Program (administered by DSLBD), and similar programs to expand availability of fresh local produce and healthy prepared foods. Provide technical assistance to help accelerate the application process. \*FD2.1, FD2.3

### **Goal #2: Strengthen and expand the dining cluster emerging at the intersection of Rhode Island Avenue and First Street NW, and the dining establishments along North Capitol Street.**

**MCE 2.2** - Reinforce the market positioning of the commercial cluster around Rhode Island Avenue and First Street NW as a dining destination that attracts patrons from neighborhoods outside Mid City East through attraction of additional food service businesses and expanded marketing efforts in partnership with the Restaurant Association of Metropolitan Washington (RAMW.)

**MCE 2.3** - Explore potential to host a "Taste of ..." or similar-type event on the vacant lot at Florida Avenue and North Capitol Street to highlight neighborhood food service operators and other small businesses, as well draw to attention to North Capitol as a viable commercial street. \*FD2.2



Windows Cafe and Market at Rhode Island Avenue and First Street, NW

**MCE 2.4** - Identify opportunities for the development of a food service incubator that provides emerging entrepreneurs and caterers with access to shared kitchen and food preparation space, which will in turn lower operational overhead and result in economies of scale through cooperative purchasing and increased market exposure.

**MCE 2.5** - Support and coordinate with the efforts of the Rhode Island Avenue Main Street organization.

### **Goal #3: Leverage Mid City East's unique location along North Capitol Street to support its commercial corridor vitality and local entrepreneurs. Build on existing efforts by**

### **exploring new programs and incentives to improve and promote commercial areas throughout Mid City East, including the emerging creative economy cluster.**

**MCE 2.6** - Implement an approach to commercial revitalization on North Capitol Street that builds on existing assets, fills market voids, and acknowledges the limitations of North Capitol Street as a traditional retail street. A diverse and robust mix of uses could include entrepreneurial production and creative services; day-to-day goods and services; and the expansion of neighborhood dining.

**MCE 2.7** - Inventory, monitor, and encourage development of "boutique/small" office space (10,000 square feet and less) along the North Capitol Street corridor, specifically focused on the segment south of P Street, that may offer appropriate space for a diverse and robust mix of uses including arts uses, creative services companies, and start-ups. \*BE2.3

**MCE 2.8** - Encourage property owners in the industrial/production, distribution, and repair (PDR) portions of Eckington to retain and, where possible, expand warehouse/flex spaces that may offer appropriate space for small-scale production tenants. \*BE2.3

- Assist businesses, entrepreneurs, and developers in accessing funding for industrial space improvements as well as resources for business start-up and operation.
- Work with property owners, business associations, and businesses, highlight the potential for emerging industries in the creative, green, and technology sectors to be tenants of PDR space. As part of this, share findings and recommendations from the Ward 5 Industrial Land Transformation Study.
- Identify opportunities for appropriate PDR spaces to incorporate a retail experience that is complimentary to production activity and takes advantage of pedestrian and bike accessibility.

**MCE 2.9** - Promote the MCE area to the creative economy community as a more affordable alternative to downtown and other high-rent office markets, but with a similar level of access to transit and amenities. \*BE2.3

**MCE 2.10** - Expand the focus of North Capitol Main Street business recruitment efforts beyond traditional retail (consumer businesses) to include creative services, physical and graphic design companies, arts organizations, and technology-based start-ups (producer businesses). \*BE2.3

**MCE 2.11** - Market available arts and performance space (temporary and permanent) through



The Red Hen Restaurant at First and Seaton Place, NW

DC Space Finder and other property listing channels that target the creative economy sector. \*BE2.1

**MCE 2.12** - Identify funding for a business plan competition to attract start-up companies and creative economy entrepreneurs to Mid City East. \*BE2.2

**MCE 2.13** - Provide assistance to the North Capitol Main Street leadership to regularly evaluate and update the organization's business plan to help prioritize ongoing initiatives and allocation of funds.

**MCE 2.14** - Continue to provide clean and safe services along North Capitol Street through the DSLBD-funded Clean Team.

**MCE 2.15** - Develop a work plan to provide technical assistance to business and property owners in facilitating development approvals, licensing, applications for District grant funding (such as Great Streets) for storefront and physical property improvements.

**MCE 2.16** - Develop a marketing and branding strategy for North Capitol Street that highlights the existing character and retail node as a burgeoning area for small independent businesses in existing buildings, while encouraging larger, established retail to anchor new development. Restaurants, the creative economy, retail shops and other small businesses should be encouraged as tenants to create a more vibrant retail street.

**MCE 2.17** - Implement the Vibrant Streets Retail toolkit for the North Capitol Street corridor within Mid City East.

**MCE 2.18** - Establish a task force to address loitering and safety issues. Task force should include



New Jersey Avenue at Q Street, NW

representatives from NCMS, ANCs, MPD, residents and business and property owners.

**Goal #4: Improve the appearance and functionality of commercial properties in MCE through reinvestment in façades and interior spaces.**

**MCE 2.19** - Promote commercial façade improvements and rehabilitations for properties along North Capitol Street guided by established programs, incentives, or guidelines. \*WS2.3

**MCE 2.20** - Promote commercial façade improvements and rehabilitations for properties along Rhode Island Avenue guided by established programs, incentives, or guidelines. \*WS2.3

**MCE 2.21** - Provide outreach to commercial property owners in MCE neighborhoods to ensure that they are knowledgeable about programs such as DC Main Streets and Great Streets.

**MCE 2.22** - Encourage existing property owners and new development, where possible, to design ground floor space in new development, with sufficient flexibility to provide larger retail bays that can accommodate more established businesses and regional/national credit tenants.

**MCE 2.23** - Encourage property owners on North Capitol Street to upgrade and reposition upper floor spaces to provide affordable workspace.

**MCE 2.24** - Provide technical assistance to help facilitate the Certificate of Occupancy process for small property owners seeking a change of use. \*JE1.1

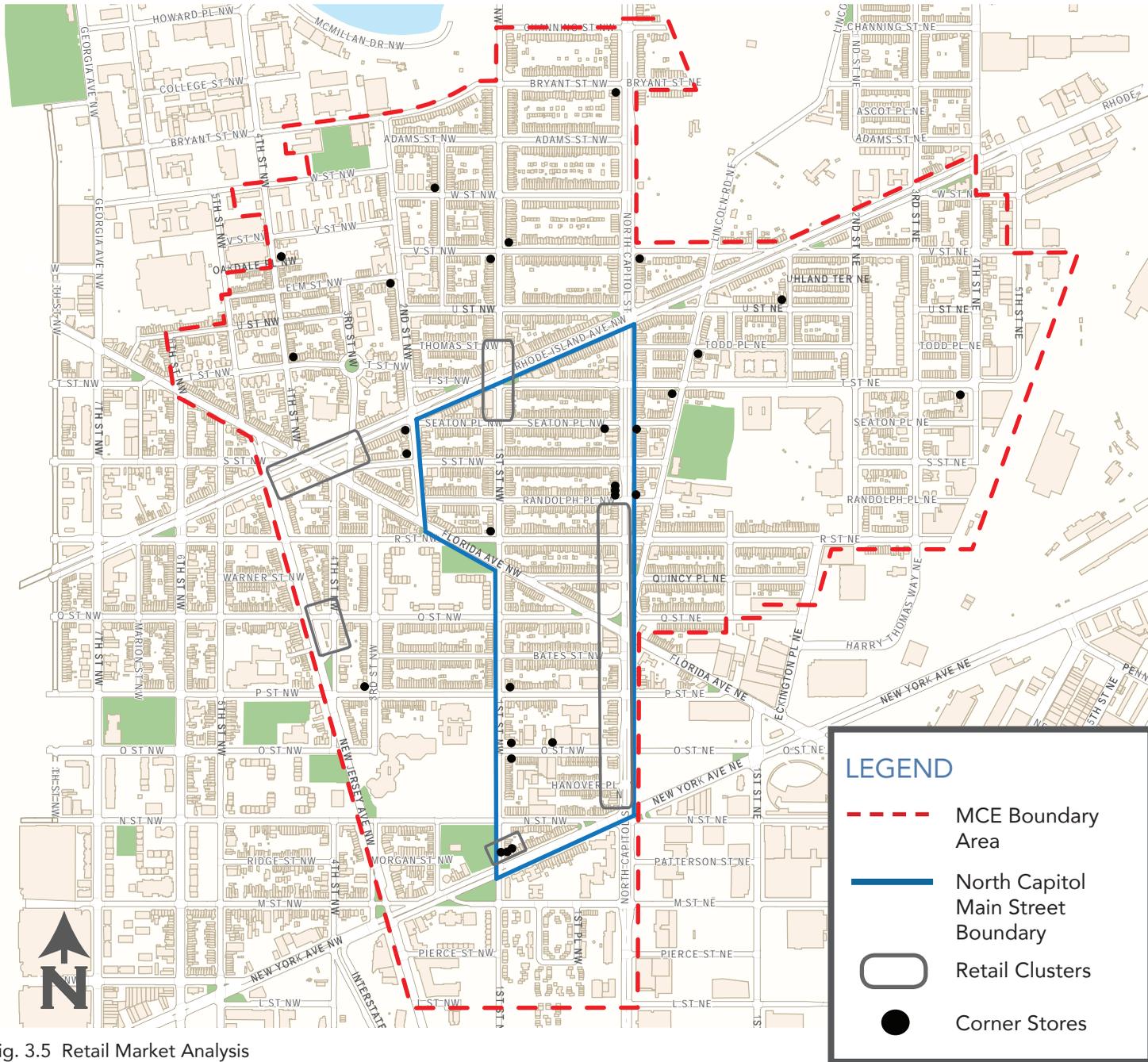


Fig. 3.5 Retail Market Analysis

## MID CITY EAST COMMERCIAL REVITALIZATION TOOLS

**Great Streets** is a grant program administered by the Office of the Deputy Mayor for Planning and Economic Development. Grants are up to a maximum of \$85,000 each to support and foster growth amongst small businesses. Grant funds may be utilized to reimburse the grantee for the purpose of capital expenditures to improve the subject property. Grant opportunities exist on North Capitol Street and Rhode Island Avenue in Mid City East.

**Vibrant Retail Streets Toolkit** equips retailers, landlords, business and neighborhood associations, nonprofits and government agencies with the tools and requirements needed to support more successful and dynamic retail streets in the District. For more information: visit [www.vibrantstreetdc.com](http://www.vibrantstreetdc.com).

**Department of Small and Local Business Development (DSLBD)** provides services and funding to help retail corridors and strengthen our neighborhoods to improve the quality of life for everyone living in the District. Small and local retailers are found in clusters along the traditional commercial corridors. Through neighborhood renewal programs, DSLBD supports nonprofit organizations and small businesses working to revitalize the District's retail districts. Examples of programs are:

- DC Main Streets Program
- Business Improvement Districts (BIDs)
- Clean Teams
- Healthy Food Retail
- Streetscape Loan Relief

Please go to the **DSLBD** website for more information about their programs and assistance: <http://dslbd.dc.gov/service/revitalizing-our-neighborhoods>