

# The Mayoral Order & the Task Force

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On November 15, 2012, Councilmember McDuffie introduced the “Ward 5 Industrial Land Transformation Task Force Act of 2012,” to establish the Ward 5 Industrial Land Transformation Task Force. On January 31, 2013, Mayor Gray issued a Mayoral Order creating a 16-member Task Force tasked with generating a **technical study** to plan for the **modernization, transformation, and adaptive reuse** of industrial areas in Ward 5.

“By December 31, 2013, the Task Force shall submit to the Mayor and the Council a report detailing a plan to stimulate and promote the modernization and adaptive use of parcels of Ward 5’s industrial land, consistent with applicable laws and zoning regulations”.

- Mayoral Order 2013-025



## Who is on the Task Force:

- DC Office of Planning, Chair
- Ward 5 Councilmember
- The Deputy Mayor for Planning and Economic Development
- The Chief Financial Officer
- The District Department of Transportation
- The Department of Public Works
- The District Department of the Environment
- The Department of General Services
- Eight (8) community members

## The Mayoral Order requires the following Study components:

- Existing conditions analysis
- Inventory of current industrial uses
- A set of goals and recommendations
- A projection of the number of jobs that could be generated
- A projection of tax revenue that could be generated
- Recommendations for tools and incentives
- An implementation strategy



# Why Now

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Industrial economy is changing,  
more local and more small  
craft production

Better and smarter ways  
to make our industrial lands  
productive

Opportunity to create  
and retain career ladder jobs  
with low barriers to entry

Leverage the growing demand for green,  
technological, creative services  
and for local food products

Capitalize on the  
District's changing  
economy and demographics

# Why Ward 5

Ward 5 is home to about 50% of  
DC's Industrial Land  
(opportunity and challenge)

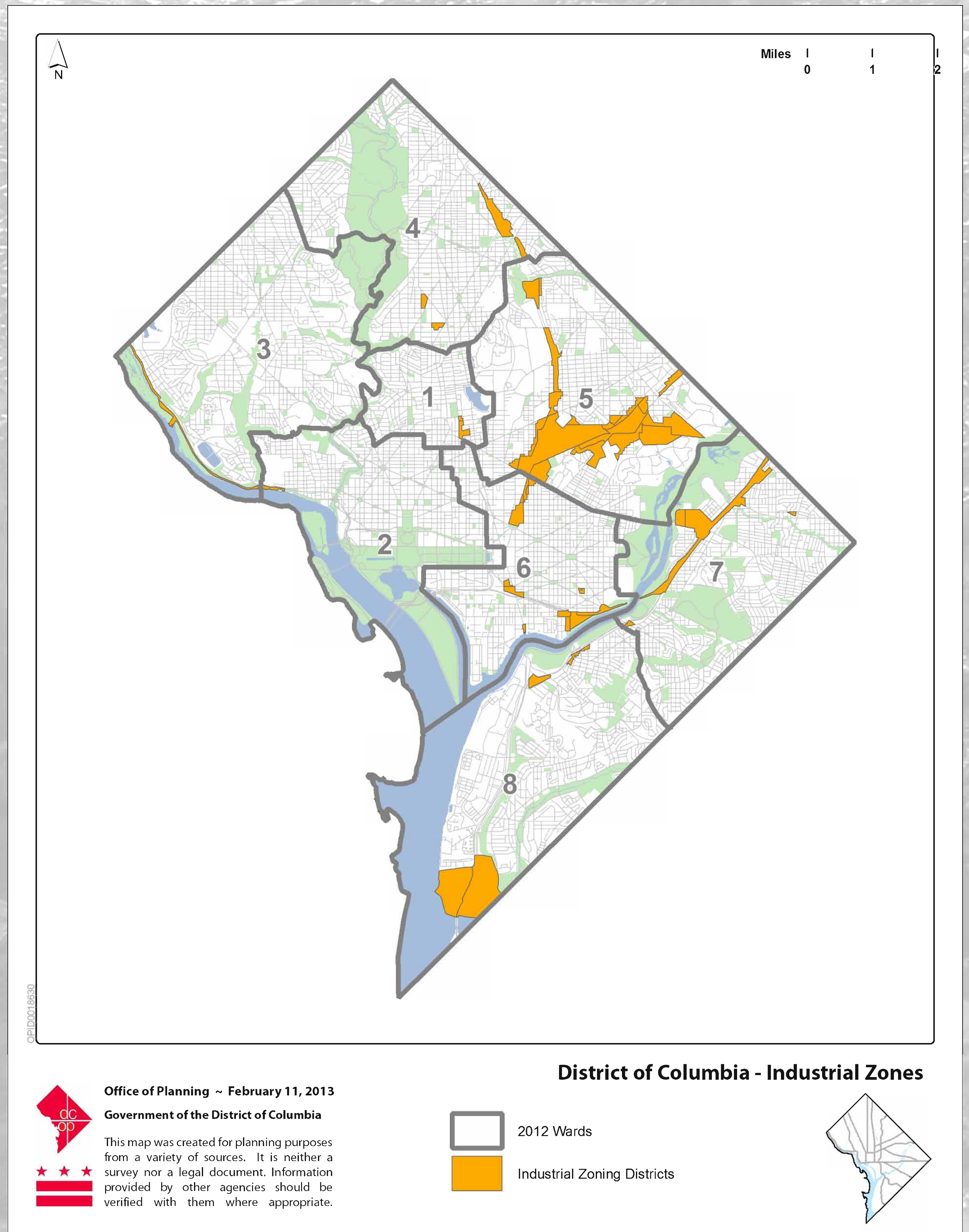
Industrial land is underutilized  
and could be a better neighbor

Ward 5 residents have voiced  
a desire for improvements  
and amenities

Ward 5 Unemployment Rate of 15%

With almost half (47%) of residents  
with High School Diploma or  
Less Education industrial jobs  
are important for Ward 5

Industrial jobs pay (on average) \$5-\$7  
an hour more than service sector jobs  
e.g. security guard or retail





# Vision & Goals

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## Great New Places

*Advance Urban Design & Place Making – Vibrancy & Gateways*

## Better Industrial Neighbors

*Address Nuisance and Improve Physical Appearance*

## Community Amenities

*Bring New Amenities like Retail, Services, and Other Offerings to Nearby Communities*

## New & Emerging Uses

*Harness New and Emerging Businesses – Innovation, Maker, Local*

## Jobs & Economic Development

*Diversify Economy – Compete with PDR Districts outside of DC*

## Municipal Needs

*Create Efficiencies and Reduce Impacts of Ongoing Municipal Land Needs*

## Implementation

*Develop Strategies that Reflect Market Forces – Make It Real*

# What we have done so far

## Meetings

Five Task Force Meetings

Inter-Agency Work Sessions

Task Force Tour of Study Area

## Outreach & Research

Existing Conditions Analysis

Parcel/Site Inventory

Review of Previous Studies

Market Study/Analysis

Case Studies & Best Practices

## Analysis

Stakeholder Interviews

Community Focus Groups

Arts, Tech, and Creative Economy Focus Group

Building Construction and Green Industry Focus Group

Food & Beverage Industry Focus Group