

The Kennedy Street Revitalization Small Area Plan (SAP) is the result of active collaboration among community and government stakeholders. The SAP was approved by DC Council in 2008, and the implementation activities noted below support the Plan’s recommendations and Community Vision for how revitalization initiatives should continue over the next 5-10 years. For more information on the SAP and its recommendations, please visit [www.planning.dc.gov](http://www.planning.dc.gov).

Investing in Kennedy Street requires significant collaborative measures and strong leaders to continue the momentum in its revitalization. Many of the recommendations are small in scale and require minimal financial investments, but will have a critical impact in improving the corridor as a true neighborhood-serving Main Street.

<b>Project</b>	<b>SAP/Project Description</b>	<b>Action</b>
<b>Clean and Safe Team Hired</b>	During the planning process, residents expressed concern regarding the overall look of Kennedy Street. The plan supports clean and safe activities above and beyond current Department of Public Works (DPW) services.	<b>August 2008:</b> Kennedy Street Clean and Safe Team provided litter and graffiti removal, tree box maintenance, debris transfer, and other public space maintenance services. The project was funded through Neighborhood Investment Funds (NIF) and managed by the Columbia Heights/Shaw Family Support Collaborative.
<b>Transportation Enhancement Fund Application Submission</b>	The Department of Transportation manages a Transportation Enhancement Fund to help local non-profits and community entities provide streetscape improvements to commercial corridors in the District.	<b>August 2008:</b> The DC Office of Planning applied for the fund, but the proposal was not awarded because, at the time, the corridor did not have any entity or non-profit eligible to address maintenance and upkeep of the proposed improvement. The proposal requested public art installations to help temporarily beautify the utility poles along the corridor.
<b>Brightwood Neighborhood Investment Fund (NIF) Boundary Expansion</b>	CM Bowser, through legislation, expanded the Brightwood Neighborhood Investment Fund boundary to include portions of the Petworth, Crestwood and Takoma Park per the SAP recommendations to target funding opportunities to Kennedy Street existing businesses.	<b>October 2008:</b> CM Bowser and Council passed Bill 17-779 the “Ward 4 Neighborhood Investment Fund Boundary Expansion Amendment Act of 2008” which legally expanded the Brightwood NIF boundary to now include the entire planning area from Georgia Avenue to North Capitol Street NE.

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<b>Implementation Task Force Formed</b>	The Task Force was initiated by the DC Office of Planning to empower community stakeholders previously involved in the development of the plan. The Task Force’s role is to spearhead community-led implementation items and provide guidance to OP and other District agencies through the implementation phase as directed from the SAP.	<b>February 2010:</b> The Task Force was established and created a “Framework for Action” agenda which highlighted prioritized Plan recommendations and identified options for plan implementation.
<b>Emory Beacon of Light Leadership</b>	The SAP highlights the need to have a local business organization along the corridor to provide technical and financial resources to existing and new businesses.	<p><b>October 2010:</b> EBOL is committed to providing technical assistance to businesses and coordinate community-driven revitalization efforts along the corridor per the SAP recommendations.</p> <p><b>Winter 2013:</b> EBOL was awarded a Department of Housing and Community Development (DHCD) Grant for façade improvements for the triangle from 3rd and Missouri to Kennedy Street. This includes 5 businesses – Leon’s Cleaners, Carol Lynn’s Academy, Johnny’s Carryout, Quality Printers and Mirror Images.</p> <p>Department of Small and Local Business Development (DSLBD) provided EBOL with a small amount of storefront improvement funding for about 4 businesses along the corridor.</p>
<b>Kennedy Street Retail Action Roadmap</b>	OP’s <i>Retail Action Strategy</i> , released in 2010, analyzed 20 emerging submarkets in the District, including Kennedy Street. The Retail Action Strategy, released in 2010, provides a guide for city agencies, non-profit and private partners to work together to ensure how traditionally underserved areas, like Kennedy Street, can grow and thrive Ward 4, as intended by the SAP.	<b>May 2010:</b> The Retail Action Roadmap can be accessed on the website at <a href="http://www.planning.dc.gov">www.planning.dc.gov</a> . It contains guidance on how Community Development Corporations, Non-Profits and private developers can target resources and strategies to revitalize Kennedy Street and connect to other neighborhood markets.

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<b>Kennedy Street Fix It</b>	The Mayor's Office on Community Relations Services (MOCRS) committed to coordinate with other District Agencies to schedule consistent short-term, clean and safe activities that would have a major impact in addressing the overall look and feel of the corridor as recommended in the SAP.	<b>August 5, 2010:</b> From the unit block to the 900 block of Kennedy Street, DPW, DDOT, DCRA and other agencies targeted efforts to clean up the corridor. Graffiti removal, illegal trash dumping, and other similar activities were completed.
<b>DDOT Casey Trees Community Day Tree Planting</b>	The Kennedy Street SAP recommends a continuous line of street trees along the corridor. It suggests preserving mature trees and planting new ones, to improve the corridor's overall walkability.	<b>March 4, 2011:</b> In collaboration with Casey Trees, DDOT led a community-driven tree planting day from the unit block to the 900 block of Kennedy Street. Approximately 30 trees were planted.
<b>Kennedy Street Washington DC Economic Partnership Profile Sheet</b>	Washington DC Economic Partnership created 37 neighborhoods/commercial corridor profiles for use to attract and bolster economic opportunities to interested developers and investors.  A Kennedy Street profile was created in 2011, and subsequently updated each year, to address the SAP recommendation to develop marketing materials to attract neighborhood serving retailers.	<b>Summer 2011:</b> The Washington DC Economic Profile for Kennedy Street was created.  <b>Spring 2014:</b> Kennedy Street profile sheet was updated and included in this year's most recent release of the DC Neighborhood Profiles. <a href="http://www.wdcep.com">www.wdcep.com</a>
<b>\$750,000 in Capital Improvement Funds for Kennedy Street.</b>	CM Bowser and the Council approved \$750,000 to help leverage streetscape and safety improvements along the corridor, per the Small Area Plan recommendations.	<b>Summer 2011:</b> OP in collaboration with DDOT and CM Bowser's Office reserved \$750,000 to help spearhead streetscape improvements to the corridor.

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<p><b>FHWA's Transportation and Community and System Preservation Program (TCSP) grant</b></p>	<p>SAP Plan recommendations suggest short-to mid-term action should be taken to address on-street parking availability for current businesses, safe pedestrian and bicycle crossings, as well as the overall look of the corridor.</p> <p>TCSP program funds, matched by Council-approved funding for 2012 will upgrade streetscape facilities including streetlights, sidewalks, and street trees/landscaping; and implements low-cost, high impact safety improvements at key nodes. The work will promote the overall livability of the corridor and meld with other government efforts to stimulate private sector investment.</p>	<p><b>September 2009 and Fall 2013:</b> Site visits with various staff from DDOT have resulted in a formal safety audit of all major intersections along the corridor to ensure improved pedestrian and vehicular safety. Major recommendations target improvements to the Missouri Avenue, Kennedy Street, and Kansas Avenue between 1st and 3rd Street NW.</p> <p><b>Winter 2012:</b> DDOT was awarded FHWA's TCSP grant and received \$2.2million in resources. These funds will be used in conjunction with Council funds noted above to implement plan recommendations.</p> <p><b>Fall/Winter 2014:</b> DDOT has secured a Consultant and project initiation will begin. Public process anticipated for early Fall. Project will include improvements to the Missouri/Kansas/Kennedy Street intersection between 1<sup>st</sup> and 3<sup>rd</sup> street NW.</p>
<p><b>Kennedy Street Community Walkthrough</b></p>	<p>In an effort to identify priority recommendations in the SAP, CM Bowser and key District agencies such as OP, DDOT, and the Department of Consumer and Regulatory Affairs (DCRA) will facilitate ongoing, periodic, walking conversations along the corridor to highlight key SAP recommendations and priorities to address.</p>	<p><b>October 23, 2013:</b> The results of the walk through highlighted key areas along the corridor that should be prioritized including streetscape and design issues, pedestrian safety, and the attraction of new retail.</p> <p><b>May 5, 2014:</b> Community Walk-thru with CM Bowser and community residents/business owners and agencies to highlight concerns and to identify progress on SAP recommendations.</p>

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<p><b>Great Streets Small Business Capital Improvement Grant</b></p>	<p>The Plan recommends public funding opportunities be targeted to improving existing businesses and provide technical assistance opportunities.</p> <p>The grant is intended to stimulate small business creation, expansion, and retention, while also creating new job opportunities for District residents along Great Street corridors.</p>	<p><b>October 2013:</b> Culture Coffee, located at 709 Kennedy Street NW, a neighborhood-serving coffee and sandwich shop has won \$11,500 award for façade improvements, to install new signage, and to create an outdoor seating area for its customers.</p> <p><b>September 2014:</b> DMPED will award individual grants to businesses along Kennedy Street from Georgia Avenue to North Capitol Street NE of up to a maximum of \$85,000. Grant opportunities target small business owners who would like to improve the outer appearance of their. The grant application is available on the Great Streets website at <a href="http://www.greatstreets.dc.gov">www.greatstreets.dc.gov</a></p>
<p><b>Playable Art DC</b></p>	<p>OP won an ArtPlace America grant to bring creative and innovative Play Spaces to four of DCs underserved neighborhoods. Kennedy Street lacks quality special places for community gatherings and would be an ideal candidate to receive funding and to help implement more community-centric recreation opportunities as recommended by the SAP.</p>	<p><b>March 18, 2014:</b> Kennedy Street Development Association applied and won the opportunity to host a Playable Art DC project along Kennedy Street.</p> <p><b>May 2015:</b> OP will work with community and government stakeholders to oversee construction and installation of the playable artwork at 5<sup>th</sup> and Kennedy Street NW.</p>
<p><b>Vibrant Retail Streets Toolkit</b></p>	<p>The SAP highlights the need for more neighborhood-serving, diverse retail to activate the corridor</p> <p>The Vibrant Retail Streets Toolkit is a diagnostic that allows neighborhoods to assess their starting point on an eight-step ‘retail vibrancy scale’ and offers solutions for helping retail areas achieve more vibrancy..</p>	<p><b>TBA:</b> OP will launch a version of the Vibrant Retail Streets Toolkit for neighborhood organizations to apply through a competitive application process.</p>