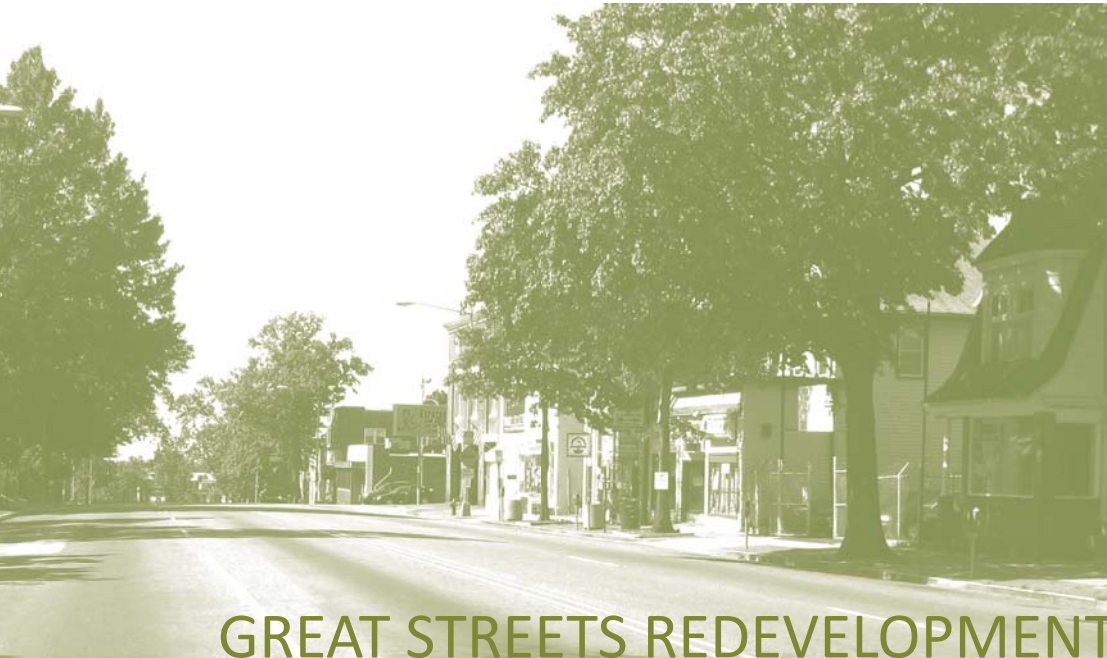




# *Upper Georgia Avenue*



## GREAT STREETS REDEVELOPMENT PLAN

July 10, 2008 Council Approved



**Adrian M. Fenty, Mayor**

**Harriet Tregoning, Director**

**Office of Planning**





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*Georgia Avenue is among the District of Columbia's most significant corridors. It is both a major commuter artery and a commercial corridor, but it has not seen the recent private reinvestment that other District corridors have.*

## SECTION 1

### EXECUTIVE SUMMARY

2

The Georgia Avenue corridor is a vital transportation and commercial corridor that links the adjacent residential neighborhoods with the District's downtown core to the south and the burgeoning hub of Silver Spring, Maryland to the north. While Georgia Avenue is home to a variety of community resources and assets, it suffers from limited private investment, a concentration of undesirable commercial uses, and no clear focal point of activity along the corridor. Consequently, there are few opportunities for residents of the surrounding stable neighborhoods to shop, dine, and be entertained in safe and walkable distances from their homes.

The Upper Georgia Avenue Great Streets Redevelopment Plan is a revitalization strategy and framework for future development along the corridor from Decatur Street north to Eastern Avenue. The study area boundaries include the neighborhoods of Petworth, Brightwood, Shepherd Park, and Takoma, all within Ward 4. Through the planning process residents, business owners, property owners, community leaders, and institutional partners from these neighborhoods shaped the vision and recommendations found in this plan.

This plan is a reflection of the District government's renewed focus on the Upper Georgia Avenue corridor, from the \$111 million Georgia Avenue Revitalization Initiative in 2000 to the more recent Great Streets Initiative. The Great Streets Initiative is a multi-year, multiple-agency effort to transform under-invested corridors into thriving and inviting neighborhood centers using public actions and tools as needed to leverage private investment.

As part of the Great Streets Initiative, this plan aims to present a vision for the revitalization of Upper Georgia Avenue. The potential for new development along the corridor is great, as reflected in the demand for new retail and housing units forecasted in this plan. An analysis of the existing markets revealed a demand for an additional 140,000 square feet of retail establishments, 900 new residential units, and 35,000 square feet of



office space. In response, the plan proposes to accommodate this growth within nodes of development in five zones, listed from north to south:

- Zone 1 Gateway Sites: Eastern Avenue to Fern Street
- Zone 2 Walter Reed Army Medical Center: Fern Street to Aspen Street
- Zone 3 Piney Branch Sites: Aspen Street to Rittenhouse Street
- Zone 4 Missouri Avenue Sites: Rittenhouse Street to Madison Street
- Zone 5 Southern Sites: Madison Street to Decatur Street

While emphasizing nodal development is a key recommendation of the plan, an equally important objective is to link the nodes with safe, pedestrian-friendly streets and to improve the overall quality of the existing urban fabric – business storefronts, residential structures, and open spaces. The plan also focuses on balancing the retail mix along the corridor, encouraging more mixed use development that includes housing and office uses, and employing development incentives to encourage private redevelopment. The objective of the nodal development strategy is to ensure that a balance of uses and users is achieved with each increment of new development; thereby increasing the number of residents and workers who can patronize and support new retail and businesses.

In order to realize the vision for Upper Georgia Avenue the plan must be built on sound recommendations that can be carried out by District government agencies in partnership with private developers, non-profit corporations, and local residents. As a result, the plan also includes an implementation section, in which



*Upper Georgia Avenue is home to a variety of community resources, including national parks, schools, government buildings, churches, and community centers.*



priority actions are identified, along with responsible partners, potential funding sources, and recommended time frames.

The Upper Georgia Avenue Great Streets Redevelopment Plan is the culmination of over a year and half of intensive engagement, research, reflection, and refinement by the community, the consultant team, the Office of Planning and agency partners. This collaboration will be invaluable as this revitalization effort shifts towards implementation.

The following section reveals the planning context for the study and identifies the opportunities and constraints of the corridor. Section three describes the existing conditions along Georgia Avenue including a land uses and demographic assessment. Section four presents the market analysis and illustrates the impact of the analysis on the potential for new development along the corridor. Section five contains the redevelopment framework plan and conceptual ideas for the development of key opportunity sites in each of the five zones. Finally, section six presents the implementation strategy for achieving the vision set forth in the plan.



This Plan provides strategic guidance for accommodating growth at five redevelopment opportunity areas.

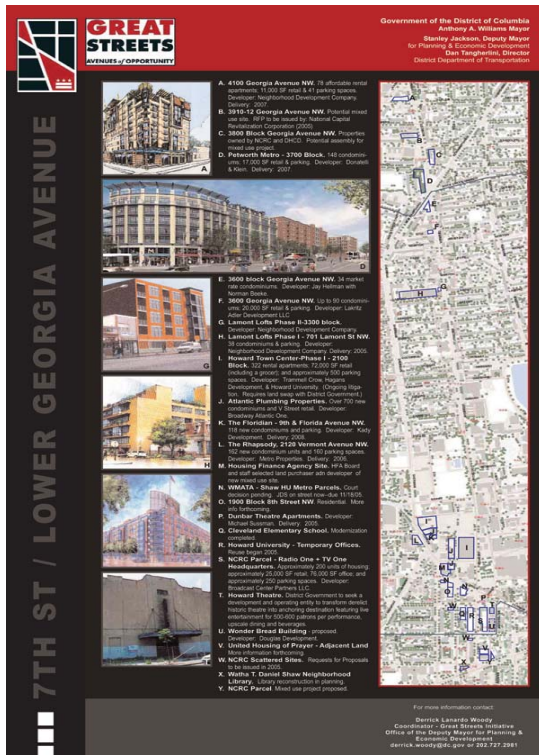




### Ward 4



Georgia Avenue's revitalization goal is to bolster the retail mix, encourage more mixed-use development that includes housing, and to improve the overall look of the corridor.



The purpose of the Great Streets Initiative is to increase local neighborhood livability and economic development by improving the condition of the corridor and neighborhood pride.

#### GREAT STREETS INITIATIVE TARGETED CORRIDORS

| Corridor  | Area       | Ward(s) |
|---|------------|---------|
| 7th Street and Georgia Avenue, NW<br>(Mount Vernon Square to Eastern Avenue)  | 5.6 miles  | 1, 2, 4 |
| Benning Road, NE<br>(Bladensburg Road to Southern Avenue)   | 3.5 miles  | 5, 6, 7 |
| H Street, NE<br>(North Capitol Street to 17th Street, NE)   | 1.5 miles  | 6       |
| Martin Luther King, Jr. Avenue, SE and South Capitol Street<br>(East of the Anacostia River, Good Hope Road to Southern Avenue) | 3.74 miles | 8       |
| Pennsylvania Avenue SE<br>(Second Street, SE to Southern Avenue)  | 3.49 miles | 6, 7, 8 |
| Minnesota Avenue<br>(Good Hope Road to Sheriff Road)  | 3.52 miles | 7, 8    |
| Nannie Helen Burroughs Avenue, NE<br>(Minnesota Avenue to Eastern Avenue)   | 1.45 miles | 7       |

source: dcbiz.dc.gov

## SECTION 2 INTRODUCTION

### [2.1] Study Purpose

The Upper Georgia Avenue Great Streets Redevelopment Plan ("the Plan") outlines the framework for future development and revitalization of Georgia Avenue spurred by the District's Great Streets Initiative.

The Great Streets Initiative is a partnership between the Office of the Deputy Mayor for Planning and Economic Development (DMPED), the Office of Planning (OP), and the District Department of Transportation (DDOT). The Office of Planning is responsible for engaging neighborhoods and key stakeholders in order to develop a vision for future development and to identify opportunities for investment.

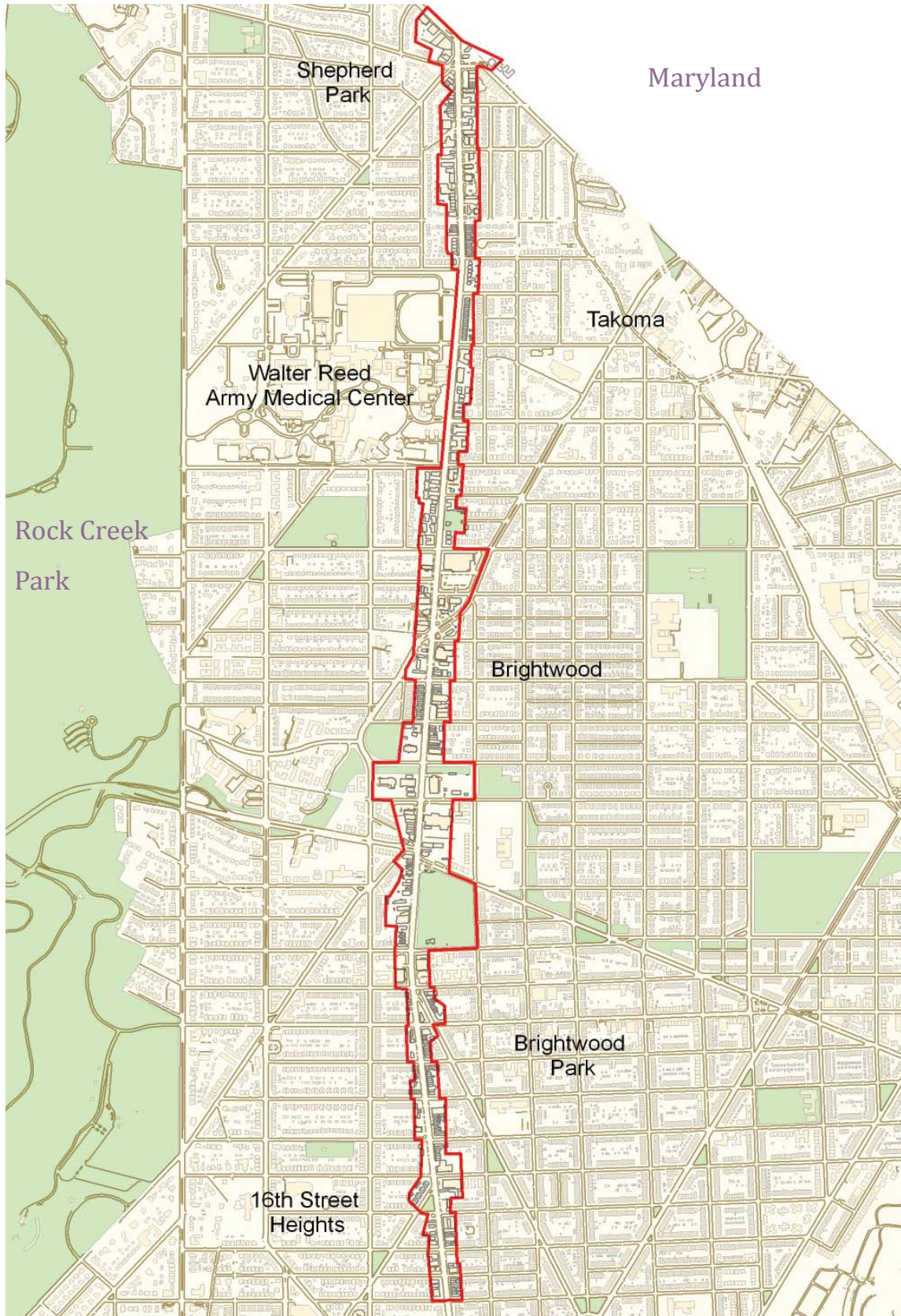
This plan aims to present an achievable vision for the future of Georgia Avenue from Decatur Street to Eastern Avenue. The development vision for the corridor emerged through an intensive community engagement process that included key elected officials, civic and community associations, and the business community.

#### The vision for Georgia Avenue:

- Create clusters/nodes of activity
- Attract a variety of retail options, restaurants, cafes
- Promote a pedestrian-friendly public realm
- Develop a clear gateway presence at Eastern Avenue
- Preserve and promote historic resources
- Build mixed-income housing, including workforce housing
- Redevelop vacant properties
- Encourage multi-modal transportation options, including parking where appropriate
- Prioritize public safety



[Diagram 2.0] Study Area

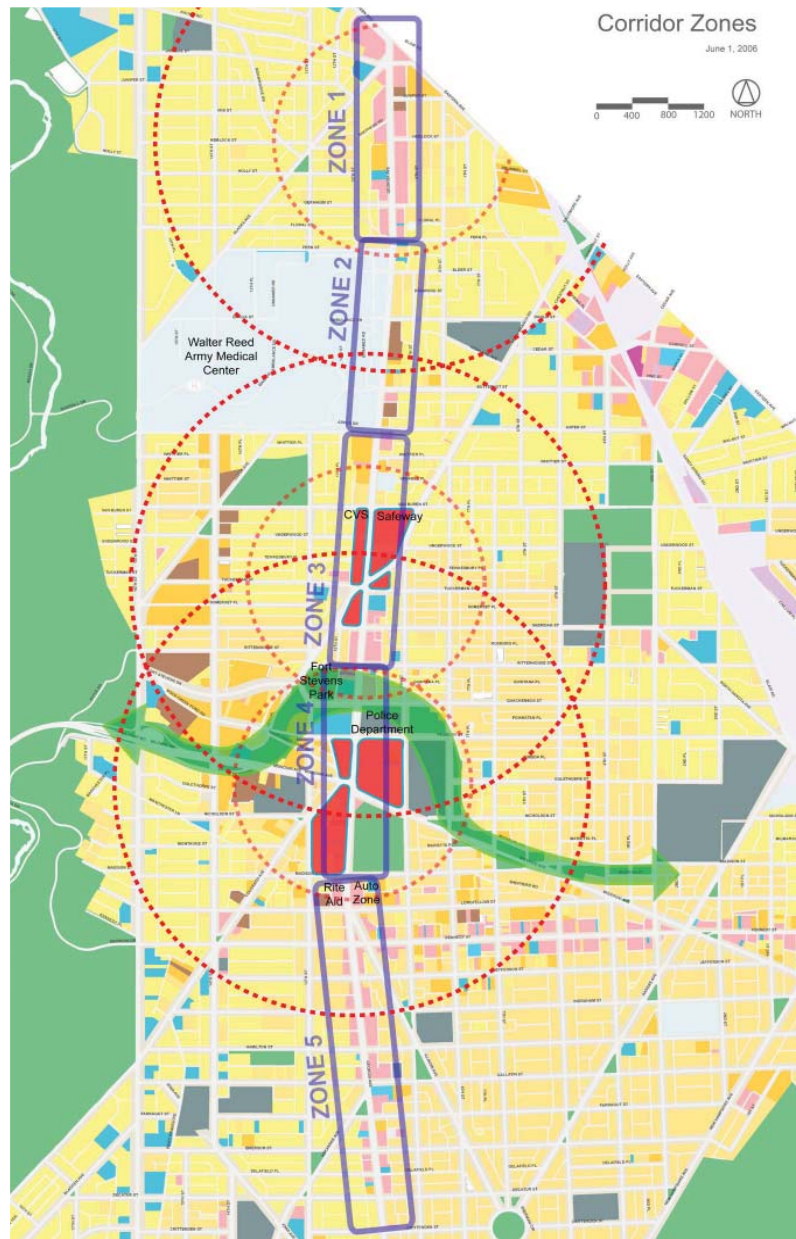


## [2.2] Background and Study Overview

The Upper Georgia Avenue corridor, located in Northwest Washington near the Maryland boundary, is developed primarily with commercial properties with scattered concentrations of exclusively residential development. The study area extends from Decatur Street on the south to Eastern Avenue on the north, including properties along Georgia Avenue from one block to the east and west. Diagram 2.0 shows the location of the study area.

The corridor includes local and community-serving retail uses, gas stations, car dealerships, small offices, public and institutional buildings, and residential uses. The character of the corridor changes between Aspen Street and Fern Street, where Walter Reed Army Medical Center occupies the west side of the avenue and row houses and low-rise apartments line the east side.

### [Diagram 2.1] Georgia Avenue Zones





Upper Georgia Avenue is close to many important resources, like Rock Creek Park (four blocks to the west), Walter Reed Army Medical Center (7000 block of Georgia Avenue), the Fort Circle Park system (intersecting Georgia Avenue at Quackenbos Street), and the Battleground National Cemetery (6600 block of Georgia Avenue).

Given the length of the corridor, 2.6 miles, it was important to consider the corridor in terms of zones with similar land use characteristics and urban design elements. The Plan uses the zones to describe existing conditions, the market potential, and to create the development framework.

The five zones, as illustrated in Diagram listed from north to south are :

- Zone 1 Gateway Sites: Eastern Avenue to Fern Street
- Zone 2 Walter Reed Army Medical Center: Fern Street to Aspen Street
- Zone 3 Piney Branch Sites: Aspen Street to Rittenhouse Street
- Zone 4 Missouri Avenue Sites: Rittenhouse Street to Madison Street
- Zone 5 Southern Sites: Madison Street to Decatur Street

### [2.3] Planning Context

The Office of Planning has completed several plans that affect the study area, which provide a context for this Plan. The recommendations from the previous studies are briefly summarized below:

1. **Upper Georgia Avenue Commercial Corridor Plan, 2000:** This plan was developed by the Gateway Georgia Avenue Revitalization Corporation and addressed the northern portion of the study area from Fern Street NW to Eastern Avenue. The plan recommended intensified nodal development at Eastern Avenue and Geranium Street, public improvements throughout the area, and the enforcement of commercial codes and property improvement plans.
2. **Georgia Avenue Revitalization Initiative, 2000:** This study recommended the strengthening of the civic identity of the Gateway area, the identification of infill housing opportunities, and the redevelopment of obsolete retail areas.
3. **Strategic Neighborhood Action Plans (SNAP), 2002:** The Upper Georgia Avenue Corridor was addressed in the SNAPs for Clusters 16, 17, and 18. These plans included recommendations for revitalizing the Gateway area, providing more parking throughout the corridor to encourage shopping, and creating a marketing strategy for neighborhood retail businesses.
4. **Great Streets Framework Plan, 2002:** The Great Streets initiative is a multi-agency, multi-discipline planning effort that focuses on seven major corridors in the District. The Plan provides a strategy for how public investments along Georgia Avenue from 7th Street NW to Eastern Avenue NW can be used to improve the public realm and to increase the overall quality of life for residents and businesses.
5. **District of Columbia Comprehensive Plan, 2006:** The Comprehensive Plan identifies Upper Georgia Avenue area as a Main Street Mixed Use Corridor with the Missouri Avenue intersection classified as a Multi-Neighborhood Center. In addition, the policies within the Rock Creek East Area Element of the plan recommended that the Upper Georgia Avenue Corridor be developed as a walkable shopping street with improved



#### EXECUTIVE SUMMARY

Government of the District of Columbia  
Anthony A. Williams, Mayor

Prepared by D. C. Office of Planning  
Andrew Altman, Director  
August 2000

The Upper Georgia Avenue Great Streets Plan is one of several plans for the Upper Georgia Avenue corridor. Over the past several years there have been a number of precedent studies that collectively, provide a foundation for the recommendations of this Plan.

transit access. The Upper Georgia Avenue Great Streets Redevelopment Plan will be presented to the Council of the District of Columbia as a Small Area Plan, which upon approval will supplement the Comprehensive Plan for the study area.

6. **Retail Action Strategy, 2007:** This study is the first ever citywide assessment of the District's retail potential. It will examine ways to strengthen the city's retail base at both the citywide and local scale, to promote vibrant commercial districts with a broad range of retail businesses in all neighborhoods, and to create expanded opportunities for small and local retailers. Georgia Avenue was one of 20 focus areas in the study.
7. **Brightwood Neighborhood Investment Fund (NIF) Target Area, 2008:** The Neighborhood Investment Fund is an annual, non-lapsing fund to finance economic development and neighborhood revitalization in 12 targeted areas of the District-- including the Brightwood Target Area. The fund is capitalized by an annual contribution of 15 percent of the personal property tax, not to exceed \$10 million. The Brightwood NIF Plan provides strategic guidance for prioritizing and spending NIF resources. The Brightwood NIF boundaries include: Fern Street and Fern Place to the north, 16th Street, NW to the west, 5th Street NW to the east and Kennedy Street NW to the South.



The guidance from planning activities previously mentioned provide for a solid foundation in which public and private investments along Georgia Avenue can spur economic revitalization.

## [2.4] Study Process

This plan is the result of the combined efforts of the Government of the District of Columbia, Councilmember Muriel Bowser of Ward 4, elected Advisory Neighborhood Commissioners, area residents, business owners, institutional stakeholders, and a consultant planning team.

An advisory committee assisted with outreach and identifying areas of community consensus and was comprised of local merchants, property owners, and leaders from the Ward 4 Advisory Neighborhood Commissions, Shepherd Park Citizens Association, Brightwood Community Association, Gateway Georgia Avenue Revitalization Corporation, Concerned Neighbors Inc. and Emory Beacon of Light Community Development Corporation.

A Mayor's Hearing was held on July 25, 2007 to give the public the opportunity to provide oral testimony on the plan. Public comments on the plan were also collected through September 28, 2007. Extensive comments were received during the review period challenging the Office of Planning to examine critical issues including:

- Provide recommendations for the Walter Reed Zone including the option of relocating the Engine Company 22 fire station on the Walter Reed campus;
- Address parking issues at the Gateway and revise surface parking recommendations at new development opportunity sites to include structured parking;
- Develop recommendations for the west side of Georgia Avenue;
- Provide specific language for how the height of new development should transition to lower scale neighborhoods;
- Create a more dynamic Gateway node to be compatible with the type of development in Downtown Silver Spring;
- Provide more detailed recommendations on the provision of new affordable housing opportunities;
- Include more specific corridor wide recommendations for small business assistance, commercial district improvement, landscaping buffers, and guidance for mixed use development outside of key development opportunity sites.

The Office of Planning synthesized these comments and undertook additional urban design and site planning analysis in response to public comments on the Gateway and the Walter Reed zones. In addition, the Office of Planning participated in discussions between the District, the federal General Services Administration, and the Department of Defense regarding the relocation on Engine Company 22 to the Walter Reed campus following the closure of the base in 2012. A subsequent public meeting on the relocation of the fire station was held in February 2008. With feedback from this meeting, the Office of Planning finalized the recommendations for this zone and included those results in development of this plan.



## COMMUNITY MEETINGS FOR UPPER GEORGIA AVENUE

July 13, 2006 – Advisory Committee Meeting

July 20, 2006 – Community Workshop #1

September 18, 2006 - Advisory Committee Meeting

November 1, 2006 – Community Workshop #2

December 18, 2008 - Advisory Committee Meeting

January 31, 2007 - Community Workshop #3

June 25, 2007 – Draft Plan Released for Public Comment

July 11, 2007 - Advisory Committee Meeting

July 25, 2007 – Mayoral Hearing on the Draft Plan

September 28, 2007 – Public Comment Period Closes

February 21, 2008 – Engine Company 22 Relocation Meeting

May 2008-- Transmit Plan to Council



## [2.5] Key Issues and Community Assets

Residents, business owners, elected officials, and neighborhood leaders all acknowledge Georgia Avenue as a corridor with a rich history and exceptional potential due to its character and the assets of the surrounding community. In order to truly make Georgia Avenue a Great Street there are a number of issues that must be addressed and opportunities that must be enhanced as part of the redevelopment plan. A brief synopsis of these issues and assets is presented below. Specific issues, such as lack of retail diversity and transportation, are addressed in greater detail in subsequent sections of the plan.

### [2.5.1] Key Issues

#### **Lack of Retail Diversity**

Perhaps the most pressing issue facing the study area is the lack of quality retail. The commercial areas of the Upper Georgia Avenue corridor have suffered from decades of declining activity. As a result much of the area continues to be underserved by basic consumer services like banks, hardware stores, and sit-down restaurants. The revitalization of Downtown Silver Spring has provided exciting new shopping, entertainment, and dining options for area residents, but has also siphoned away some of the retail potential along the District portion of Upper Georgia Avenue.

Georgia Avenue's small, narrow storefront spaces (with no off-street parking) have not attracted the desired mix of retail, and have resulted in auto-oriented "strips" characterized by marginal uses. The commercial segments of Georgia Avenue need to be upgraded to attract investments that better meet the needs of residents, businesses, and property owners. It is critical that the development of new retail be clustered in locations where there is existing day and evening populations to support the retail or that new residential and office uses are proposed as part of the project. Section five of the plan discusses the importance of mixed use development at key opportunity sites to achieve this objective.



*Georgia Avenue is home to a variety of community resources and assets, however there is a growing desire for more attractive neighborhood-serving commercial uses.*

### **Inconsistent Streetscape and Public Realm Amenities**

Great Streets are safe, pedestrian-friendly corridors that provide residents and visitors with high quality public space for transportation, community interaction, and shopping. Portions of Upper Georgia Avenue are characterized by inadequate streetscape amenities and an aesthetic quality that is not in keeping with the stable, attractive residential areas on the east and west. The Gateway area, at the intersection with Eastern Avenue, has many strong streetscape elements; however other parts of the corridor lack benches and trees and have narrow sidewalks. Additionally, the entrance to the District at Eastern Avenue lacks any features such as a prominent building, sign, or public art piece to announce one's arrival into the District. This issue will be addressed in the near term through the District Department of Transportation planned investment in streetscape improvements as part of the Great Streets Initiative.

### **No Clear Center of Activity**

One of Georgia Avenue's challenges is its continuous linear development pattern. The market will likely not support the development of continuous street level retail and housing; therefore, this plan employs a nodal development strategy at key locations and intersections. Nodes should be clearly identified by signage, lighting, paving, landscaping, and other physical features that define their identities and create a clearer sense of place. As development projects begin to unfold, excellence in urban design and architecture should be a very high priority. Section five of this Plan outlines the redevelopment framework that addresses this issue.

### **Transportation & Parking**

The transportation system should be designed so that residents can easily travel between home, work, school, shopping, and public facilities. Right now, the road network is designed to facilitate north-south automobile circulation (between Downtown and Maryland), but east-west circulation is problematic. Improvements are needed to reduce traffic congestion and address safety concerns, particularly on Georgia Avenue and Missouri Avenue in Brightwood, and to provide for the safety of pedestrians and bicyclists. In addition, the transit mobility in this area is limited given the lack of a Metrorail station along the corridor.

Parking for commercial business owners, employees, and patrons is a challenge, especially in the Gateway area, and a frequent concern among these groups and residents. With the proposed redevelopment the Walter Reed Army Medical Center just to the south of the Gateway zone there may be additional pressure for parking resources if workers patron retail businesses or if there is not adequate parking or transit alternatives provided on site. Narrow lots and small lots are also a concern along the corridor which limits the configuration and economic feasibility of creative parking solutions that are needed for the corridor. Recommendations in Section five and six present creative solutions to the parking issue including the exploration of municipal parking facilities.

### **Uneven capacity to support local economic development**

Some sections of Georgia Avenue have benefited from façade improvements and beautification projects implemented by existing business associations and community development corporations. Other portions of the avenue have less-resourced organizations or lack any formal organizations to undertake such projects. Without a means for collaboration, businesses may find it very difficult to improve the appearance of the commercial buildings, improve the marketing of the neighborhood retail or invest in other improvements to the retail environment. Moreover, coordination among groups is essential to ensure that improvements are distributed throughout the corridor and are implemented in coordination with other physical project such as streetscaping and development construction. One of the recommendations of this plan is the creation of a Upper Georgia Avenue Task Force composed of key community leaders and DC government agencies to oversee such coordination.



### [2.5.2] Community Assets

While there are a number of issues to be addressed as part of the plan, there are many resources and assets in this community that when effectively leveraged can achieve the shared vision for Georgia Avenue.

#### **Stable Residential Areas**

The corridor is bordered on either side by stable residential areas including Petworth, Brightwood Park, Brightwood, Shepherd Park and Takoma. These areas provide a significant base to support and attract new retail, housing, and mixed use investment. The high homeownership rate in the area reflects the investment of area residents in their neighborhoods and in the future of the corridor. The proximity to a diverse and stable residential community with significant purchasing power and a wide range of retail interests is a significant draw for retailers and investors interested in Upper Georgia Avenue. With new investment and activity, the public image of the corridor will improve, further contributing to the value and stability of the corridor.



*Neighborhoods within close proximity to Georgia Avenue, such as Brightwood, Shepherd Park, and Takoma have high homeownership rates and reflect a diversity of income levels.*

#### **Redevelopment Potential**

Because of its significant population and the prominent location within the District, the corridor is an attractive location for mixed-use projects that combine commercial, retail and residential uses. While there is very little remaining vacant land, there are many sites that could be developed more intensely with a mix of uses that achieve the pedestrian oriented, neighborhood serving vision. Specifically, low-scale developments including gas stations, car dealerships and strip malls are prime sites for creating greater diversity of neighborhood retail and increasing housing opportunities for low and moderate income households.

#### **Recent Private Investment**

As it has been widely reported, this study area continues to attract both private investment at key sites along the corridor. For example, during the development of this plan, a 32-unit residential development and new sit-down restaurant had been completed on the southwest corner of Georgia and Missouri Avenues. There are also numerous condominium conversions and apartment renovations creating improved rental and ownership opportunities in Brightwood.

A number of retail establishments have opened recently along Upper Georgia Avenue, such as a new day spa, new restaurants, and several apparel shops. Other new retail nearby includes a fitness center at Colorado Avenue at 14th Street. The market study presented in section four indicates that there is additional unmet demand to support new retail and residential development along the corridor. This Redevelopment Framework Plan guides where additional private investment and development should be targeted.

### **Recent Public Investment**

In addition to private development, there has been significant public investment along the corridor; government spending focused on improving key public facilities in the study area. For example, the Ward 4 Senior Wellness Center on Kennedy Street opened in the summer of 2007 bringing a state-of-the-art center to support a robust Senior population in Ward 4. Brightwood Elementary School completed its renovation in 2006 with the addition of a health clinic. Also in 2002, Emory Recreation Center located on the southeast corner of Georgia and Missouri Avenues, was renovated with funding from the Georgia Avenue Revitalization Initiative. Significant investments in the streetscape along Georgia Avenue are planned through the District Department of Transportation's (DDOT) Great Streets program. Moving forward, there is an opportunity to leverage these investments and further revitalize the study area neighborhoods and commercial corridors.

### **Historic Resources**

The historic character of the Georgia Avenue corridor gives it a strong sense of place and identity. For example, the Fort Stevens and the Battleground National Cemetery are rich with Civil War history. The Brightwood Heritage Trail connects cultural sites throughout Georgia Avenue, further enriching the community and creating an attractive cultural tourism destination. Significant and impressive commercial, civic and religious buildings constructed in the late 19th and early 20th century remain an important part of the historical and visual identity of the corridor, including the Bank of Brightwood building and former Stansbury Masonic Lodge dominating the intersection of Georgia and Missouri Avenue, Emory United Methodist Church, and Fire Engine Company #22.

### **Strong Unmet Demand for Retail**

The assessment of retail development potential along the Upper Georgia Avenue corridor shows a strong unmet demand for retail. This unmet demand is also a significant opportunity to attract neighborhood services, restaurants and general merchandise in the area. In section 4, a more detailed assessment of the retail market for Georgia Avenue is included in the Plan.

### **Improving Transit Infrastructure**

Georgia Avenue has been designated as a priority corridor for transit improvements by the Washington Metropolitan Transit Authority (WMATA). As such, WMATA in partnership with the DDOT, initiated the Metro EXTRA rapid bus service in 2007 using signature vehicles to quickly shuttle transit riders from the northern end Georgia Avenue to downtown with stops along the corridor at Decatur Street, Kennedy Street, Missouri Avenue, Piney Branch Road, Dahlia Street, and Eastern Avenue. The service began operation at peak periods and may eventually expand to all-



day and weekend service. This Plan envisions the Metro EXTRA bus service as a key asset in connecting the development nodes to key destinations downtown and the Metro stations at Silver Spring and Georgia Avenue-Petworth.

### **Strong, Engaged Community Organizations**

There are several community associations, faith-based groups and business organizations in and around the Georgia Avenue corridor that have been actively supporting and initiating revitalization activities along the corridor and are interested in further economic development. The implementation of this Plan hinges on the continued leadership and participation of these organizations to ensure that commitments made here are realized. These organizations should also play an important role in partnering with the District in the stewardship of the forthcoming public realm investments.



*Merchants, residents, faith-based groups, elected officials and District government entities, collectively participated in the planning process to develop this Plan.*





## SECTION 3

### CORRIDOR ASSESSMENT

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Today Georgia Avenue serves the District as a primary commuter corridor that is lined with a diverse assortment of small office and retail establishments, multifamily apartments, rowhouses, community facilities, parks, historic sites, and institutions. The neighborhoods to the east and west of Georgia Avenue are residential in nature, with mostly row houses and some apartment buildings towards the northern end of the corridor. According to the 2000 Census, the area's neighborhoods are home to 27,600 residents in 10,800 households. The following section presents the existing conditions along the corridor with a detailed discussion of the land uses, zoning, transportation and parking issues, parks and open spaces, cultural resources, business environment.

#### [3.1] Land Use & Zoning

The Home Rule Act of 1973 requires the District government to develop a Comprehensive Plan, which is a long range (20 year) general policy document that provides overall guidance for future planning and development of the city. The 2006 Comprehensive Plan provides the following land use designations for Upper Georgia Avenue:

**Low Density Commercial/Moderate Density Residential** includes pedestrian-oriented commercial areas, and housing on the upper stories of buildings with ground floor retail or office uses. The portions of the corridor with this designation are located between Eastern Avenue and Fern Place; van Buren Street and Peabody and Madison and Decatur Streets.

**Moderate Density Commercial/Medium Density Residential** includes pedestrian-oriented commercial areas, and housing on the upper stories of buildings with ground floor retail or office uses. Developments in these areas are typically more intense than in the Low Density Commercial/

Moderate Density Residential areas. The portion of the corridor with this designation is located between Peabody and Madison Streets.

**Medium Density Residential** includes areas where typical mid-rise (4-7 story) apartment buildings are the predominant use, and it may also include smaller apartment buildings and single family homes. The portion of the corridor with this designation is located between Van Buren Street and Fern Place.

**Federal** includes land and facilities owned, occupied and used by the federal government, excluding parks and open space. The portion of the corridor with this designation is located between Aspen Street and Fern Place, on the west side on Georgia Avenue.

### Comprehensive Plan generalized policy map designations

The Comprehensive Plan also designates certain areas for change or preservation, with a 20-year horizon on the Generalized Policy Map. Diagram 3.0 and 3.1 reflects future and existing Land Use categories to guide development and conservation decisions. Upper Georgia Avenue has four designations:

**Main Street Mixed Use corridors**, characterized by pedestrian oriented environments with traditional stores with a service area of typically one neighborhood. These areas are found along Georgia Avenue between Fern Place and Eastern Avenue, Peabody and Tuckerman Streets and between Decatur and Madison Streets.

**Neighborhood Commercial Centers**, characterized by concentrated retail, office and service development, with a service area of approximately one mile. The only location for this type of center on Georgia Avenue is located between Piney Branch Road and Van Buren Street.

**Multi-Neighborhood Center**, characterized by a greater depth and variety of retail, office, and residential uses with a service area of approximately three miles. The only location for this type of center in the Upper Georgia Avenue area is located Peabody and Madison Streets with its center at Missouri Avenue.

**Neighborhood Conservation Areas**, which are expected to maintain their existing land uses and community character over the next twenty years, with only modest changes including infill housing, public facilities and institutional uses.

### Current Zoning Designations

The District's Zoning Map, as reflected in diagram 3.2 shows that the majority of the study area is zoned for mixed-use development, with the predominant land use being commercial. The study area contains four zoning districts: C-2-A, C-3-A, R-5-B and GOV. GOV districts designate specific properties owned by the Government of the United States or properties owned by the Government of the District of Columbia.

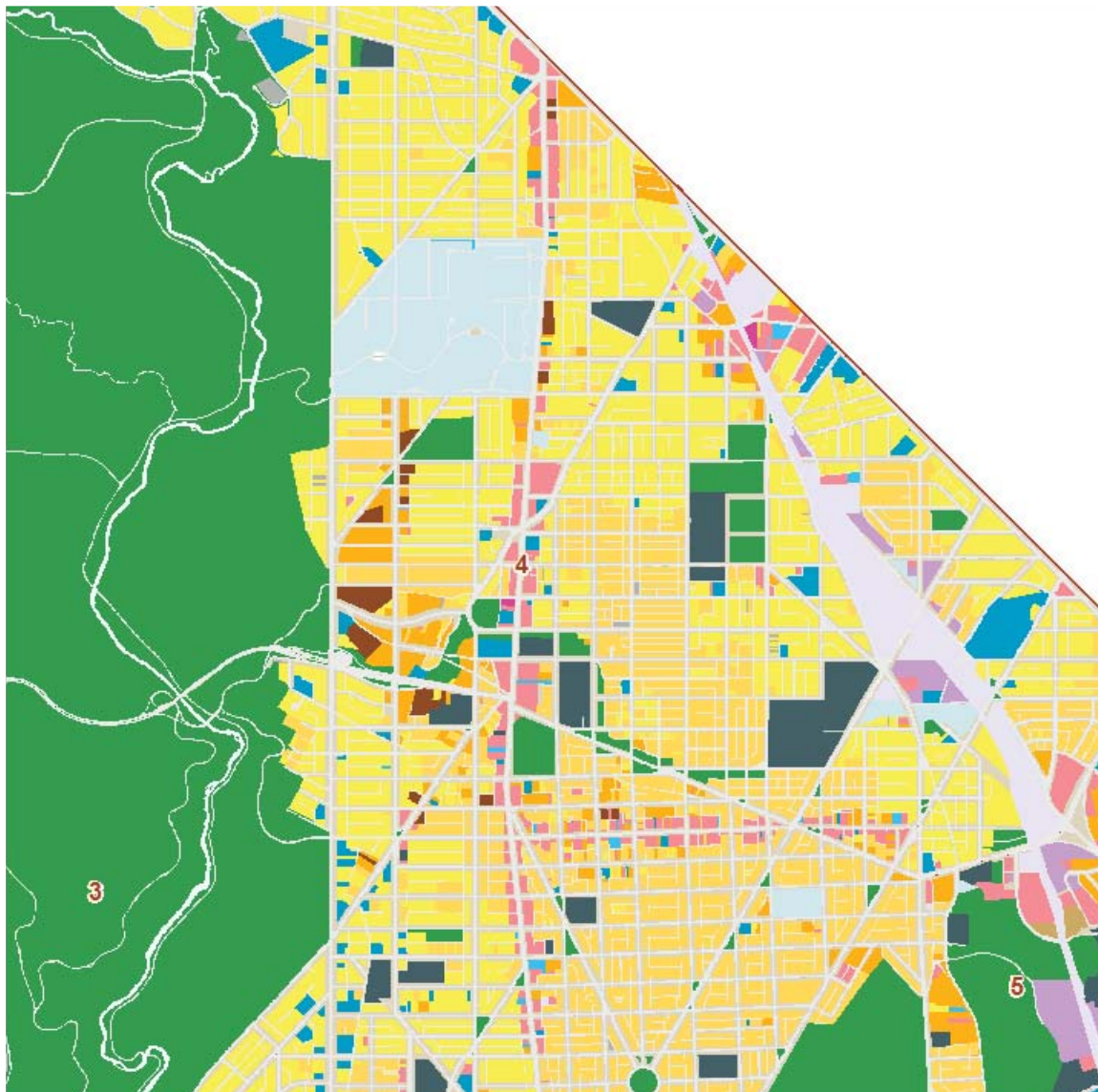
There are three major zoning designations along the corridor:

- **C-2-A**, a low- to medium-density mixed-use zone providing a limited range of retail goods and services. The maximum floor area ratio allowed for residential uses is 2.5, and for all other uses it is 1.5. The maximum building height allowable is 50 feet and a residential structure can occupy a maximum of 60 percent of a lot. However, within a Planned Unit Development (PUD), the maximum floor area ratio is increased to 3.0 and the maximum height of a structure is raised to 65 feet. A wide array of uses is permitted in the C-2-A Zone as a matter of right. These include an array of retail

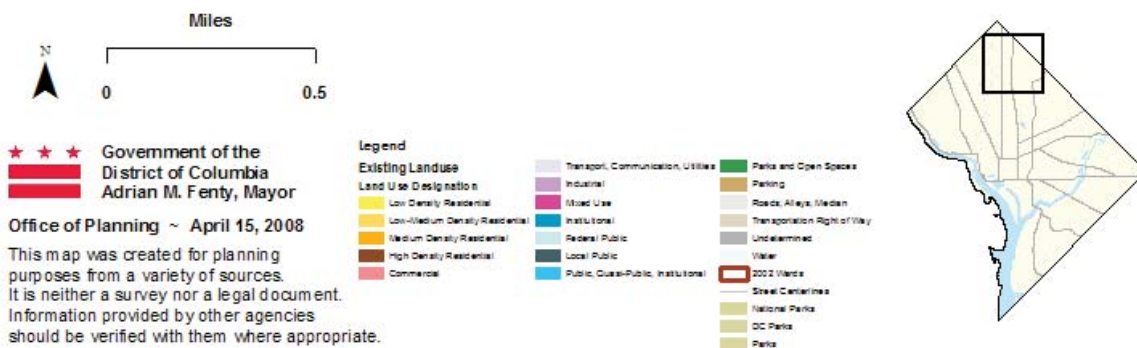




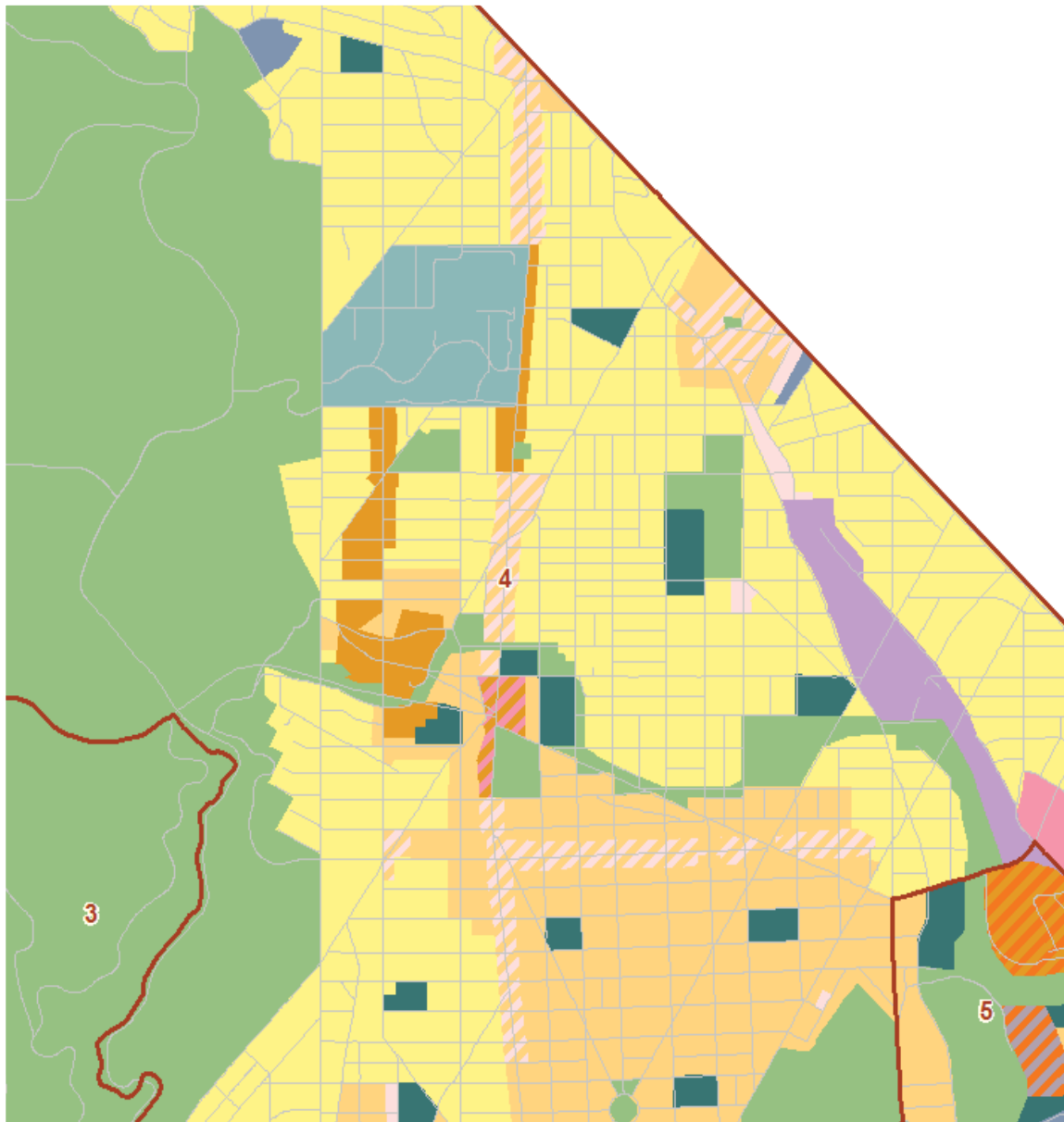
[Diagram 3.0] Existing Land Use Map



## Ward 4



[Diagram 3.1] Future Land Use Map



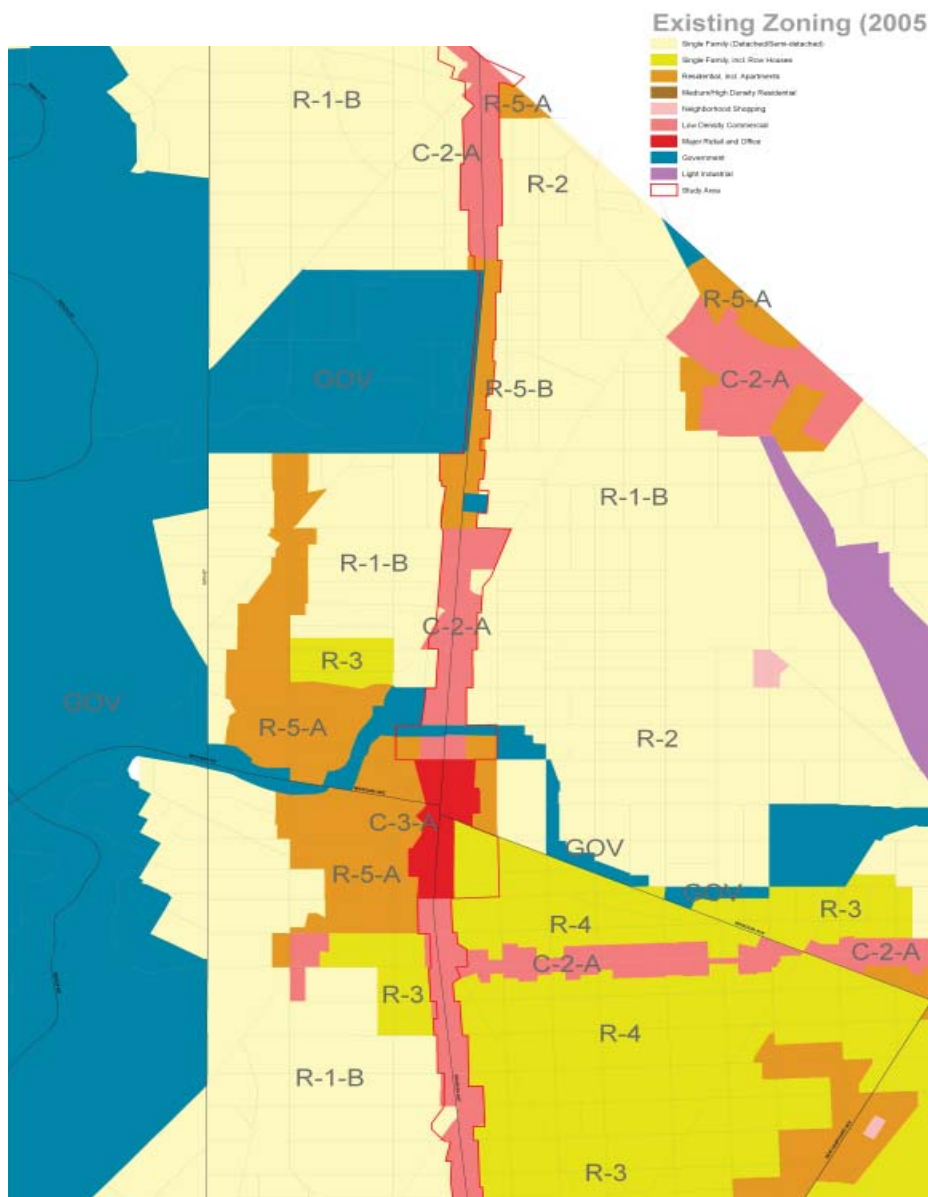
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and service commercial, office and residential uses, as well as certain institutional uses.

- **C-3-A**, a medium density mixed use zone which allows buildings up to 65 feet in height. The maximum floor area ratio allowed for residential uses is 4.0, and for all other uses it is 2.5. However, within a PUD, the maximum floor area ratio is increased to 4.5 and the maximum height of a structure is raised to 90 feet. These include an array of retail and service commercial, office and residential uses, as well as certain institutional uses.
- **R-5-B** : The R-5-B Zone permits “moderate development of general residential uses, including single-family dwellings, flats, and apartment buildings.” The maximum floor area ratio allowed is 1.8. The maximum building height allowable is 50 feet, and a residential structure can occupy a maximum of 60 percent of a lot.



Georgia Avenue planning area boundary, includes the following four zoning districts: C-2-A, C-3-A, R-5-B and GOV.

## [Diagram 3.2] Existing Zoning Map

### [3.2] Development Potential

Because the majority of Georgia Avenue is not built out to match the current zoning height and density allowed, there is the capacity for a significant amount of new development. Table 3.2 indicates the development capacity for several sites that are not being currently utilized to their fullest potential. These sites could present opportunities for new mixed use development residential and commercial that utilizes the available land more efficiently.

It is important to note that a range of factors affect the feasibility of redeveloping these sites including:

- **Availability/suitability of land for redevelopment.** Property owners must determine their interest and capacity for redeveloping their property or selling it. In addition, redevelopment of some properties requires greater resources, such as the environmental remediation needed for a redeveloping a gas station site.
- **Cost of Acquisition.** Despite recent fluctuations in the real estate market, land acquisition costs in the District remain high and affect financial feasibility of projects. The District must consider mechanisms to off set this impact through either financial or regulatory assistance.
- **Cost of Development.** Recently the cost of construction has been steadily increasing and contributing factor to the slow down in the real estate market throughout the region. In this climate, property owners and developer face increasing feasibility challenges.
- **Need for creative parking and transit solutions.** As parking for businesses and residents is primarily located on-street, increasing off-street parking availability through more effective use of existing parking capacity or some increase in parking capacity is a key consideration for redevelopment projects. Development of additional parking must be balanced with coordination and expansion of carsharing and transit access.
- **Anticipated commercial real estate demand and marketability.** While the District's real estate market is still favorable compared to surrounding jurisdictions, this area's ability to support new commercial development may be limited by the competition from nearby markets such as Silver Spring. (This will be discussed in greater detail in section 4 of this plan.)
- **Buildings with historic landmark potential.** This area is rich with buildings with for historic landmark designation. Adaptive re-use and incorporation of the facades of the structures can influence how new or enhanced structures could be developed along the corridor.
- **Scale of buildings adjacent to the corridor.** In order to maintain the integrity of rowhouse and single-family residential neighborhoods, development usually employs urban design techniques to "step-down" buildings on the corridor, which influences the size of the building that is developed.

**[Diagram 3.3] Upper Georgia Avenue Great Streets Land Redevelopment Capacity of Selected Sites**

| Zones                                       | Current Zoning | Land Area sq. ft. | Acres | Possible Res. Units | Possible Retail |
|---|----------------|-------------------|-------|---------------------|-----------------|
| <b>Eastern Avenue and vicinity - Zone 1</b> |                |                   |       |                     |                 |
| Banks site                                  | C-2-A          | 60,025            | 1.38  | 150                 | 29,000          |
| DC Line Auto Service - KFC/ Taco Bell       | C-2-A          | 50,000            | 1.15  | 120                 | 24,500          |
| West side of Georgia (N of Kalmia)          | R-1-B          | 50,000            | 1.15  | 10                  | --              |
| Strip Mall                                  | C-2-A          | 26,650            | 0.61  | 66                  | 13,500          |
| Eddie's Carry-out                           | C-2-A          | 6,500             | 0.15  | 16                  | 4,500           |
| <b>Piney Branch Road - Zone 3</b>           |                |                   |       |                     |                 |
| Shell Station (Piney Branch North)          | C-2-A          | 10,000            | 0.23  | 25                  | 6,200           |
| BP Station (Piney Branch South)             | C-2-A          | 20,000            | 0.46  | 50                  | 10,750          |
| Piney Branch/ Tuckerman (SW corner)         | R-1-B          | 57,000            | 1.31  | 11                  | --              |
| North side of Tuckerman (NW corner)         | R-1-B          | 25,000            | 0.57  | 5                   | --              |
| Exxon/ BP Station (Georgia Ave. West)       | C-2-A          | 50,000            | 1.15  | 125                 | 24,500          |
| <b>Missouri Avenue - Zone 4</b>             |                |                   |       |                     |                 |
| Curtis Chevrolet                            | C-3-A          | 212,137           | 4.87  | 848                 | 99,500          |

|   |       |                |              |              |                |
|---|-------|----------------|--------------|--------------|----------------|
| West side of Georgia<br>(N of Missouri) | C-3-A | 55,000         | 1.26         | 220          | 26,500         |
| West side of Georgia<br>(S of Missouri) | C-3-A | 63,000         | 1.45         | 252          | 30,500         |
| Lowest Price Gas Station                | C-3-A | 6,750          | 0.15         | 27           | 4,700          |
| <b>Kennedy Street - Zone 5</b>          |       |                |              |              |                |
| Georgia/<br>Jefferson<br>(NW corner)    | C-2-A | 7,500          | 0.17         | 18           | 5,000          |
| Georgia/<br>Kennedy<br>(NW corner)      | C-2-A | 3,500          | 0.08         | 8            | 3,000          |
| <b>Arkansas Avenue - Zone 5</b>         |       |                |              |              |                |
| Andy's Carry-Out/Discount Auto Sound    | C-2-A | 25,050         | 0.58         | 62           | 13,000         |
| George's Carry-Out                      | C-2-A | 13,200         | 0.30         | 33           | 7,500          |
| Georgia/<br>Gallatin<br>(NW corner)     | C-2-A | 11,250         | 0.26         | 28           | 6,800          |
|   |       |                |              |              |                |
| <b>TOTAL</b>                            |       | <b>752,562</b> | <b>17.28</b> | <b>2,074</b> | <b>309,450</b> |

### [3.3] Transportation & Parking

The transportation infrastructure of Georgia Avenue has evolved over time, spurred by streetcar infrastructure and anchored by institutions such as Walter Reed and residential areas of Takoma, Brightwood, and Shepherd Park. In the late 20th century, residents who once supported businesses along the corridor began moving to the suburbs and shopping outside the District. Consequently, Georgia Avenue became less of a pedestrian-oriented shopping street and more of an auto-oriented travel corridor. The impact of this shift is seen in the built environment with the preponderance of drive through establishments, strip centers, or pad sites with parking lots accessible from Georgia Avenue. Today, Georgia Avenue still serves as a major transportation route, but through revitalization efforts reflected in this Plan, there is an effort to revive its character as a pedestrian friendly and neighborhood serving corridor.

In its current form, Georgia Avenue is a principal arterial running north-south with a posted speed limit of 30 miles per hour. There are three lanes in each direction, including two travel lanes and one

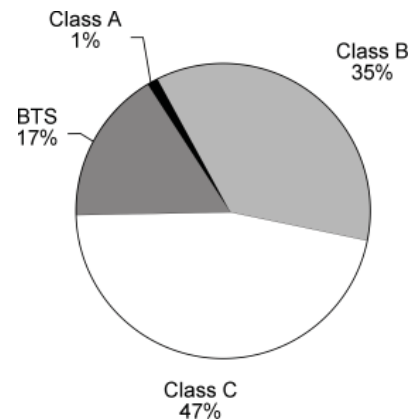
on-street parking lane. Daily traffic volumes range from 18,000 to 32,000 vehicles per day with the majority of the volume south of the study area between Columbia Road and Rhode Island Avenue. Traffic signals mark major intersections and collector streets, and crosswalks mark most intersections.

Upper Georgia Avenue has a number of intersections with unusual street alignments, with 2-3 roads converging at various points along the avenue including intersections at Eastern Avenue, Piney Branch Road and Missouri Avenue. These present particularly challenging street alignments, making pedestrian safety a top priority. In fact, a review of high accident locations during 2002 -2004 identified the intersection of Georgia and Missouri Avenues as the highest accident location with an average of 23 accidents per year where all other intersections on Georgia Avenue averaged less than 17 accidents per year.

Georgia Avenue is also a challenging, and often dangerous environment for pedestrians. Sidewalks are generally continuous along both sides of Georgia Avenue, but there are frequent interruptions for parking lots and curb cuts. Crosswalks across Georgia Avenue are present at major intersections; however, at minor intersections they are less frequently marked. This makes north-south walking along and crossing Georgia Avenue dangerous at some intersections. Still, highest activities for overall walk and bicycle travel to work (over 20%) include those individuals accessing Walter Reed Hospital, Howard University, and employment destinations south of P Street.

The corridor's primary transit service is the 70/71 Metrobus which runs between Downtown at the Archives Metro Station and Silver Spring, Maryland. According to WMATA, the route has the second-highest ridership of any bus route in the system, with over 18,000 weekday passengers. The highest concentrations of walk access to bus, with over 1,500 per day, can be found in the blocks immediately adjacent to Missouri Avenue. The transit services were enhanced in 2007 with the addition of Metro EXTRA rapid bus service. Stops for this special service are located at Decatur Street, Kennedy Street, Missouri Avenue, Piney Branch Road, Dahlia Street, and Eastern Avenue. An additional component of the service will be traffic signal prioritization for the buses. This service is expected to significantly reduce crowding on buses and improve travel times throughout the corridor.

In February 2005, DDOT completed the Upper Georgia Avenue Parking Study, which examined the area between Georgia Avenue, 14th Street, Eastern Avenue, and Aspen Street. The study found that there is a parking deficit of 20 spaces in the study area; along Georgia Avenue near Hemlock Street the deficit rose to 70 spaces. With additional development projected, the study concluded that the study area deficit would increase to 69 spaces by 2009. There were several long term recommendations in the plan, including coordinating additional parking or





shared parking agreements with new development in the Gateway area that have the potential to be implemented through this Plan. Coordination with DDOT regarding creative parking solutions are further discussed in the implementation section of this plan.

### [3.4] Open Space Connections and Cultural Resources

The study area contains a number of open spaces and parks that form a green space network that must be promoted and maintained as part of this revitalization plan. Among these resources are:

- Battleground National Cemetery (6600 block of Georgia Avenue)
- Community Garden (13th Place)
- Emery Recreation Center Field (Missouri Avenue)
- Fort Circle Park (Missouri Avenue, Quackenbos Street, 8th Street)
- Fort Stevens Park (Quackenbos Street)

Additionally, the corridor is within a short distance of several other open space resources:

- Jessup Blair Park (Eastern Avenue)
- Rock Creek Park
- Fort Slocum Park (Blair Road)
- Jequie Park (Eastern Avenue)



Fort Stevens Park, the community garden, Emery Recreation Center, and Fort Slocum Park are linked by the Fort Circle Park system; and several of the open spaces are in close proximity to Missouri Avenue. This network provides continuous green space traversing the corridor. Section six of the plan recommends a strategy for retaining, enhancing and connecting these resources; in addition to exploring new opportunities to add to the network at Missouri Avenue and along the Georgia Avenue frontage of the Walter Reed campus.

In addition to the open space amenities in the study area, there are also a number of significant commercial, civic and religious buildings from the late 19th and early 20th century that contribute to the historic and visual identity of the corridor. The Brightwood Heritage Trail, a neighborhood trail effort sponsored by Cultural Tourism DC, will link these culturally and historically significant sites. Eleven sites within the Upper Georgia Avenue corridor have been identified as potential sign locations for the trail. The implementation of the Brightwood Heritage Trail will become a significant community asset and greatly benefit revitalization efforts throughout the corridor, particularly at the Piney Branch Road and Missouri Avenue redevelopment sites.

### [3.5] Business & Retail Environment

#### 3.5.1: Existing Retail Inventory

In June, 2006, an inventory of existing retail spaces along the Upper Georgia Avenue Corridor was conducted by Retail Compass, LLC, a retail research and market analysis firm. This survey involved cataloguing tenant names and addresses of each applicable establishment. Field visits to each establishment were undertaken to determine and record the real estate class (A, B or C) and approximate size of each retail space.

Sizes of spaces were determined through one of three approaches: (1) information derived from leasing plans, (2) estimation by the survey team, and (3) measurement of space by a measured increment (i.e. ceiling tile, floor tile, window bay, etc.).

## Class of Space

*Class A:* Space that meets the requirement for a Class A rating typically has the following attributes: located at an end-cap or prominently situated among in-line establishments, floor-to-ceiling clear height of 14 feet or higher, storefront width of 20 feet or more, well-maintained, clearly visible from primary roadways, constructed with quality materials, properly lit exterior and display spaces, and clear pedestrian and vehicular access and parking.

*Class B:* Space that meets the requirements for a Class B rating typically has the following attributes: well-situated among in-line establishments, floor-to ceiling clear height of approximately 12 feet or higher, storefront width of 15 feet or more, well-maintained, and diminished representation of any factors listed for Class A space.

*Class C:* Space that meets the requirements for a Class C rating typically has the following attributes: located among in-line establishments, floor-to-ceiling clear heights of less than 12 feet, storefront width of less than 15 feet, and diminished representation of any factors listed for Class A or B space.

*Build-to-Suit (BTS):* Space that is listed as BTS has been constructed for a specific tenant in such a manner that conversion to another use or tenant will be difficult or impractical.

Based on the Upper Georgia Avenue Existing Retail Inventory conducted in June 2006, 193 retail establishments and vacant, yet retail-appropriate, spaces were located in the corridor.

The total amount of retail space along Upper Georgia Avenue is estimated to range between 300,000 and 335,000 square feet. The average size for a retail space along this corridor is 1,656 square feet. Of the total amount of space, 11 sites, or approximately 14,900 square feet (4.7 percent), are vacant.

## Retail and Entertainment Categories

**Food and Beverage (F&B):** This category includes establishments that serve food and/or alcohol consumed outside the home. Tenant types in the F&B category include sit-down restaurants, cafes, bars, coffee shops, sandwich shops, ice cream shops, “quick-bite” establishments, fast-food restaurants, and similar. Food and Beverage establishments in the study area include Apple’s Chinese Food, McDonald’s, Charlie’s Bar and Grill, Lucky Ginger Restaurant, and el Tama Rindo.

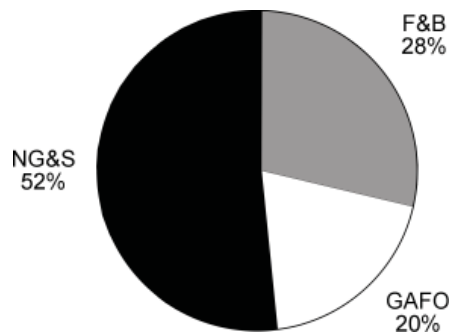
**General Merchandise, Apparel, Furnishings and Other (GAFO):** This category includes establishments such as clothing stores, furniture stores, bookstores, jewelry stores, stationery stores, gift boutiques, pet stores, sporting goods stores, home goods stores, craft stores, music stores, antique shops, camera stores, electronics stores, auto parts stores, and similar. Along Georgia Avenue, examples of the GAFO category include the Georgia Avenue Thrift Store, Payless Shoe Source, Angela Wig and Beauty Supply, Wireless Toyz, and Irieites Boutique & Variety Store.

**Neighborhood Goods and Services (NG&S):** This category includes establishments that depend upon the patronage of local residents and workers. Examples of these types of tenants include grocery stores, drugstores, florists, bakeries, specialty food stores, delicatessens, butchers, dry cleaners, tailors, laundromats, hair salons, nail salons, day spas, printers, pet salons, machine repair shops, shoe repair and shine shops, hardware stores, gyms, and similar. Examples of the NGS category that can be found along Georgia Avenue include Verner’s Barbershop, Safeway, CVS Pharmacy, Terrace Valet, and Cork ‘N Bottle.

The corridor is dominated by the Neighborhood Goods & Services category of retail, as seen in Diagram 3.4:

- Of the 182 retail-occupied spaces, 42 establishments are included in the F&B category, contributing approximately 87,000 square feet, F&B retailers constitute 28 percent of Upper Georgia Avenue's current retail space.
- In the GAFO category, 38 establishments were identified. Accounting for approximately 59,900 square feet, GAFO retailers occupy 20 percent of existing inventoried retail space.
- The 102 NG&S retailers total approximately 157,850 square feet or 52 percent of existing inventoried retail space.

[Diagram 3.4] Distribution of Retail Space by Retail Category

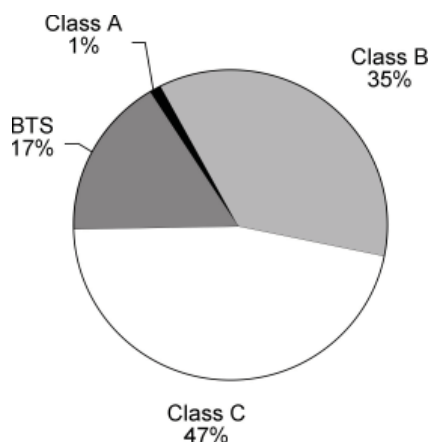


Source: Upper Georgia Avenue Retail Inventory, Retail Compass LLC (June 2006)

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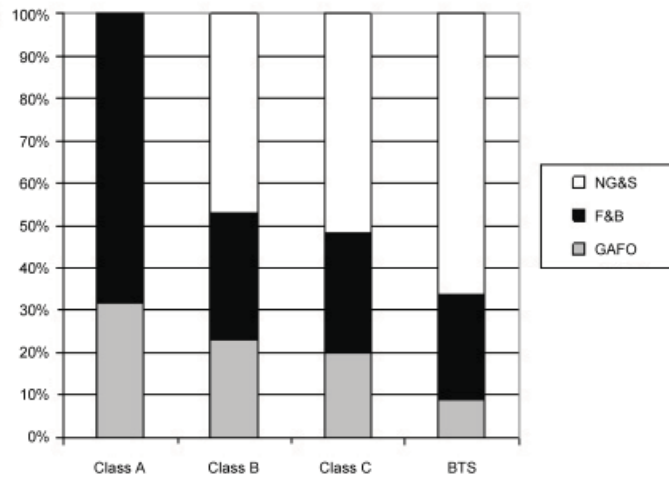
Of the 182 retail-occupied spaces, three locations are rated Class A, 54 are rated Class B, and 114 are rated Class C. Eleven sites are rated "Build-to-Suit."

[Diagram 3.5] Distribution of Retail Space by Class of Space



Source: Upper Georgia Avenue Retail Inventory, Retail Compass LLC (June 2006)

In general, F&B retailers control the highest quality space along Upper Georgia Avenue whereas GAFO retailers are claiming the last desirable spaces. NG&S retailers are the most likely to construct their own (often stand-alone) space, rather than reconfigure or build-out an existing location.

**[Diagram 3.6] Distribution of Retail Space by Class and Category**

Source: Upper Georgia Avenue Retail Inventory, Retail Compass LLC (June 2006)

### 3.5.2: The Modified Inventory of Retail Supply

The total amount of existing retail space currently in supply does not provide the most accurate depiction of the current retail supply. In areas such as Upper Georgia Avenue, retail establishments are able to maintain operations in substandard spaces and locations due to a lack of available alternatives or because of limited competition in specific retail categories. As new, better quality space is constructed, the substandard space is often replaced or converted to a non-retail use, such as professional office.

It is assumed that a proportion of the existing space in the current inventory will become obsolete as a retail use as the local market improves and seeks better quality space. To determine the amount of obsolescence, a percentage is assigned to each class of retail space. This percentage assumes the likelihood that space currently in the existing retail supply will remain.

The “modified inventory” for the retail supply along Upper Georgia Avenue is an estimated 215,203 square feet, shown in Diagram 3.7.



**[Diagram 3.7] Modified Inventory Supply Calculation**

| Class of Space | Total Supply of Retail<br>+Vacant (SF) | Efficiency | Modified Inventory<br>(SF) |
|----------------|--|------------|----------------------------|
| A              | 3,700                                  | 90%        | 3,330                      |
| B              | 110,500                                | 78%        | 86,190                     |
| C              | 153,050                                | 65%        | 99,483                     |
| Build-to-Suit  | 52,400                                 | 50%        | 26,200                     |
| <b>TOTAL:</b>  | <b>319,650</b>                         |            | <b>215,203</b>             |

Source: Upper Georgia Avenue Existing Retail Database, Retail Compass LLC (June 2006)



## SECTION 4

### MARKET ASSESSMENT AND ESTIMATED DEMAND

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#### [4.1] Overview

A market assessment was completed as a part of this planning process to ascertain whether the retail supply along Upper Georgia Avenue was in balance with the retail demand of the surrounding neighborhoods. The adjacent neighborhoods of Petworth, Brightwood, Shepherd Park, and Takoma are stable residential areas with increasing incomes and improved spending power. However, the retail options along Georgia Avenue are heavily commuter- and auto-oriented, including gas stations, carry-outs, and car service stations. Residents have expressed a desire for higher-quality retail options, more sit-down restaurants, and a wider array of shops.

As part of the Great Streets Framework Plan, Robert Charles Lesser & Company, LLC completed a market assessment for each of the corridors. The North Georgia/Walter Reed component of that report roughly corresponds to the Upper Georgia Avenue study area and is referenced in the following sections on retail, housing, and office demand. Because of the emphasis on expanding retail choices along Georgia Avenue and an additional retail analysis was completed by Retail Compass specifically for this plan. The results of the updated analysis are included in section 4.2 below.

#### [4.2] Retail Demand

Based on the analysis of retail supply, the following projections are made for the retail development potential along the Upper Georgia Avenue corridor.

##### 4.2.1: Estimated Retail Demand

The market study for the “Great Streets” corridors prepared by Robert Charles Lesser & Co., LLC (“the Lesser Report”) estimated 345,474 square feet of “supportable retail space” for the North

Georgia/Walter Reed area, or the Upper Georgia Avenue corridor.

Across retail categories, on average, 55 percent of total retail demand is attributable to Neighborhood Goods & Service retail, 30 percent to Food & Beverages, and 14 percent to General Merchandise (GAFO).

Diagram 4.0 shows the resulting estimate demand by retail category.

**[Diagram 4.0] Estimated Retail Demand by Retail Category**

| Retail Category                      | % of Demand | Retail Demand (SF) |
|--------------------------------------|-------------|--------------------|
| Neighborhood Goods & Services (NG&S) | 55.2        | 190,605            |
| Food & Beverages (F&B)               | 30.4        | 105,116            |
| General Merchandise (GAFO)           | 14.4        | 49,753             |
| TOTAL                                | 100         | 345,474            |

Source: Draft Report: Great Streets Retail Demand, Robert Charles Lesser & Co, LLC, Retail Compass LLC

**4.2.2 Potential Market Demand for Retail in Corridor**

The gap between the existing supply for retail goods and services and the estimated demand approximates the retail development potential (or unmet retail demand) for the Upper Georgia Avenue Corridor. For this area, retail development potential is present in each of the three primary retail categories.

**[Diagram 4.1] Retail Development Potential by Retail Category**

| Retail Category               | Retail Demand (SF) | Modified Inventory or Supply (SF) | Retail Development Potential (SF) |
|-------------------------------|--------------------|-----------------------------------|-----------------------------------|
| Neighborhood Goods & Services | 190,605            | 103,904                           | 86,702                            |
| Food & Beverages              | 105,116            | 59,450                            | 45,666                            |
| General Merchandise (GAFO)    | 49,753             | 41,696                            | 3,057                             |
| TOTAL                         | 345,474            | 205,050                           | 140,425                           |

Source: Retail Compass LLC

As shown in diagram 4.1, there is the potential for a total of 140,425 square feet of new retail development along the corridor. The greatest potential is in the category of neighborhood goods and services. Thus the market should absorb new retail projects, either planned or under construction, within these ranges along the corridor.

#### 4.2.3 Retail Development Potentials by Zone

The estimated retail development potential for Upper Georgia Avenue is unlikely to be achieved in a single, concentrated project. Neither the land area, available development sites, nor the market conditions lend themselves to a retail center of this type and density along the corridor.

Each of the five study area zones identified in Diagram 2.0 was evaluated for potential retail development and redevelopment. The criteria below were reviewed as part of the evaluation.

- Conditions appropriate for each type of retail category and where these conditions could be met along the corridor (i.e. high traffic counts; large intersections; dense, adjacent residential and/or commercial office development; etc.);
- Character and retail categories of existing retail inventory, especially areas along the corridor where retail space is currently clustered;
- Character and retail categories of nearby retail competition; and
- Amount, size and type of retail appropriate given the amount of estimated retail development potential.



Based on the evaluation, each zone has a varying level of capacity to support the potential development of new retail. The following ranges for different retail categories indicate what is likely to be developed in the study area zones. The capacity indicate in the section below does not necessarily reflect the development recommendations that will be presented in later sections of the plan. Multiple factors, such as the availability and suitability of land, have been taken into consideration along with the retail development potentials in crafting the redevelopment framework in section five.

#### Zone 1: Eastern Avenue to Fern Street

This zone can accommodate retail in all three categories, including a potential grocery store and pharmacy. The suitability of a grocery store in this location is subject to additional factors, such as land availability.

| Retail Category               | Retail Development Potential (SF) | Types of Uses                        |
|-------------------------------|-----------------------------------|--------------------------------------|
| Neighborhood Goods & Services | 50,000 – 60,000                   | Grocery store and drugstore/pharmacy |
| Food & Beverages              | 10,000 – 15,000                   | Sit down restaurant                  |
| General Merchandise (GAFO)    | 1,000 – 2,000                     |                                      |
| TOTAL                         | 61,000 – 77,000                   |                                      |



**Zone 2: Fern Street to Aspen Street**

The closure of Walter Reed Army Medical Center under the federal Base Realignment and Closure (BRAC) process presents an opportunity to reassess the demand for new retail, office, and residential uses on the campus. The General Services Administration proposes to site two major federal agencies on the campus and there may be a future potential to meet ancillary retail and office needs along Georgia Avenue to serve both the site users of the and the surrounding area.

**Zone 3: Aspen Street to Rittenhouse Street**

Preferred retail development in this zone will provide neighborhood services, such as salons, florists, dry cleaners, and other businesses.

| Retail Category               | Retail Development Potential (SF) | Types of Uses  |
|-------------------------------|-----------------------------------|--|
| Neighborhood Goods & Services | 20,000 – 25,000                   | salons, dry cleaners, bakeries, florists and similar to benefit from co-location with Safeway and CVS Pharmacy |
| TOTAL                         | 20,000 – 25,000                   |  |

**Zone 4: Rittenhouse Street to Madison Street**

If an appropriate site for a grocery store cannot be found in Zone 1, the intersection of Georgia Avenue and Missouri Avenue provides a possible and suitable retail location for this use. If sufficient space exists for these retailers to be clustered, preferably on the same side of Upper Georgia Avenue

| Retail Category               | Retail Development Potential (SF) | Types of Uses       |
|-------------------------------|-----------------------------------|---------------------|
| Neighborhood Goods & Services | 25,000 – 40,000                   | grocery store       |
| Food & Beverages              | 20,000 – 35,000                   | Sit down restaurant |
| TOTAL                         | 45,000 – 75,000                   |                     |

**Zone 5: Madison Street to Decatur Street**

This section of the Upper Georgia Avenue corridor has several areas of existing retail concentrations. Where small amounts of demand cannot be accommodated in the remainder of the study area, infill retail space is appropriate for Zone 5.

**[4.3] Housing Demand****4.3.1: Potential Market Demand for Housing in Corridor**

The Lesser Report projects the residential demand for the development of 590 to 978 new multi-family dwelling units in the “North Georgia” corridor from 2006 to 2020. These projections are allocated into three periods. Approximately 15 to 20 percent of these units are expected to be permitted by 2010, 20 to 25 percent from 2011 to 2015 and 55 to 60 percent from 2016 to 2020. This development is anticipated to be geared to a mix of income levels, initially with higher-end housing in Zone 1, and somewhat lower-density, non-luxury development in Zones 3 and 4.

The projected timeline for unit production is reasonable because of there is currently limited investment in new residential development. At present, there is only one sizable project completed in the study area (the Lofts at Brightwood in Zone 4), but its presence may encourage additional development activity throughout the corridor, particularly in the immediate area. Given the large amount of potentially redevelopable land in the study area, it seems possible that the number of new dwellings could be somewhat higher than projected, but only if improvements are made that help change market perceptions of area. These could include infrastructure upgrades, such as streetscape improvements, new open space, improved transit service and increased public parking, as well as some additional private development interest, particularly in the form of retail development.

It is difficult to predict the ownership type of new housing due to shifting preferences in the development market, as evidenced by the recent rapid improvement in the Washington area's rental market for multi-family units (and the corresponding flattening of the condominium market). It seems clear that multi-family units — whether condominium or rental — will be the primary residential development type.

With the potential for the development of new luxury housing in the study area and likely increase in land costs, the District should be aware of the potential up-tick in condo conversions and renovations that may result in the loss of affordable multi-family apartment buildings. Preservation of these units through subsidized renovation or tenant purchase is a critical policy recommendation discussed in section six.



#### **4.3.2: Housing Development Potentials by Zone**

Similar to the pattern of potential new retail development, new housing development will also be concentrated in specific zones. The amount of available land, zoning, and existing character of the zone impacts the potential for new development. A detailed description of the housing development potential within each zone is presented below.

##### **Zone 1: Eastern Avenue to Fern Street**

Consistent with the findings of the Lesser Study, this zone could see some (100-200 units) new residential development. This assessment is based upon its proximity to transit (in Silver Spring and due to the new express bus service) and jobs (both in Silver Spring and at Walter Reed Army Medical Center, and planned replacement federal uses).

##### **Zone 2: Fern Street to Aspen Street**

This area's development potential appears to be limited to infill residential development. One uncertainty noted previously is the eventual redevelopment of the Walter Reed Army Medical Center. The east side of Georgia Avenue across from Walter Reed is almost entirely developed with residential uses and zoned correspondingly and it seems logical to maintain this development pattern.

**Zone 3: Aspen Street to Rittenhouse Street**

This zone less likely as a location for new residential uses than for retail uses due to its existing land use patterns and limited amount of development sites, but a certain amount of new residential development seems possible. It should be noted that two of the opportunity sites in this zone (the sites on the north and south sides of Tuckerman Street) are located in the R-1-B Zone, and therefore have more limited commercial development options in accordance with current zoning regulations.

**Zone 4: Rittenhouse Street to Madison Street**

This zone has the greatest potential for new development that may yield between 700-800 units. The Curtis Chevrolet site on the east side of Georgia Avenue north of Missouri Avenue — discussed in more detail in section five — provides the most viable opportunity in the entire study area for a large-scale redevelopment in one location. Large-scale redevelopment in this zone could act as a catalyst for other zones by signaling private investment that developing large sites is feasible in the study area. A significant portion of the new residential development in the corridor should be anticipated in this zone. Smaller-scale offices that serve existing and new residents in the study area and surrounding areas also should be expected to follow.

**Zone 5: Madison Street to Decatur Street**

This zone is already essentially fully developed, with few options for sizable new development. It is anticipated this area will support a minimal amount of new infill residential development.

**[4.4] Office Demand****4.4.1: Potential Market Demand for Office in Corridor**

The Lesser Report indicates there is limited demand for new office space in the study area. It notes there is currently a total of 125,000 square feet of office space in the “North Georgia” corridor, all of which is classified as Class B and C space. Based on observations, this existing inventory would seem to be located primarily at the Walter Reed Army Medical Center. There is no existing Class A space in the corridor. The Lesser Report projects the construction of a total of 35,000 square feet of new office development in the North Georgia corridor. This projection does not take into account the Walter Reed property due to the uncertainty of future users at the site.

It is stated in the Lesser Report that, with some notable exceptions, the Great Streets corridors (including North Georgia) are not significant office centers and therefore have limited potential for new office development. One exception would include office space demand that is driven by a government tenant. The proposed closure of Walter Reed Army Medical Center and reuse as a federal agency campus may increase potential demand for private office space for use by contractors and supportive businesses to the agencies proposed for the site. The potential locations for these offsite offices are discussed in the redevelopment framework in section five.



At present, the type of development that is anticipated along Georgia Avenue includes smaller buildings and offices providing services to local residents. Improved perceptions of, and additional investment in, the Great Streets corridors may improve the market for new office uses and services over time.

#### 4.4.2: Office Development Potentials by Zone

##### **Zone 1: Eastern Avenue to Fern Street**

This zone seems the most likely location in the study area for new office development that serves more than a local residential market, due primarily to the possibility of overflow from the sizable agglomeration of office development in Silver Spring, which is located a short distance to the north. There may even be very limited demand for hotel development in this zone, due to the poor quality of some of the lodging offerings in Silver Spring and elsewhere nearby, which is counter to the improving image of the area overall, as well as the relatively limited supply of hotel rooms in the immediate environs compared to demand.

##### **Zone 2: Fern Street to Aspen Street**

At present, no new office development is recommended in this zone because the development potential appears to be limited to infill residential development.

##### **Zone 3: Aspen Street to Rittenhouse Street**

Currently there is the potential for a minimal amount of new office development.

##### **Zone 4: Rittenhouse Street to Madison Street**

This zone has some potential for office development, primarily at the Curtis Chevrolet site on the east side of Georgia Avenue north of Missouri. Office use would likely be limited to a small portion of the development on this site, possibly in ground floor locations away from the Georgia Avenue frontage or above retail uses. The office demand in this zone may increase with increased delivery of new residential units.

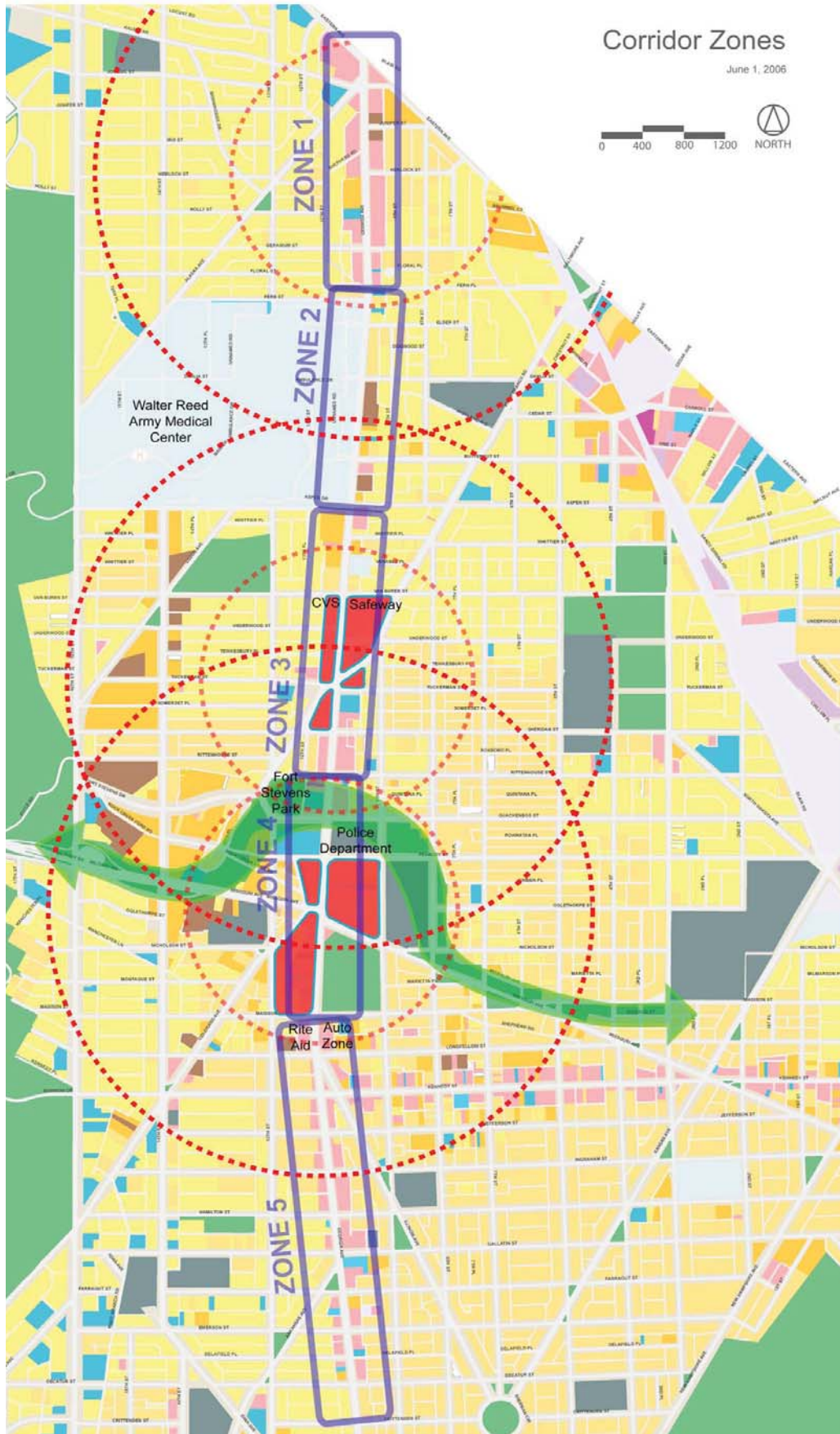
##### **Zone 5: Madison Street to Decatur Street**

This zone is already essentially fully developed, with few options for sizable new development. It is anticipated this area will accommodate a minimal amount of new development of any type. Office is unlikely in the next few years.

#### **[4.5] Conclusion**

The Lesser Report and the Retail Compass analysis indicate a varying potential for new retail, housing, and office development along the corridor. Development is likely to be concentrated in Zone 1 (Gateway) and Zone 4 (Missouri Avenue). Zone 3 (Piney Branch) has some potential for new retail, housing, and office development, but at a smaller scale than Zones 1 and 4. Currently Zone 2 has limited potential for new development; however, this should be revisited with the reuse of the Walter Reed Army Medical Center. Zone 5 has limited opportunity for new development, but the potential for some small scale residential and mixed use infill development.





Development along the corridor is likely to be concentrated within the following five Zones. Existing land uses are also highlighted in this illustrative.



## SECTION 5 RECOMMENDATIONS

### [5.1] Study Purpose

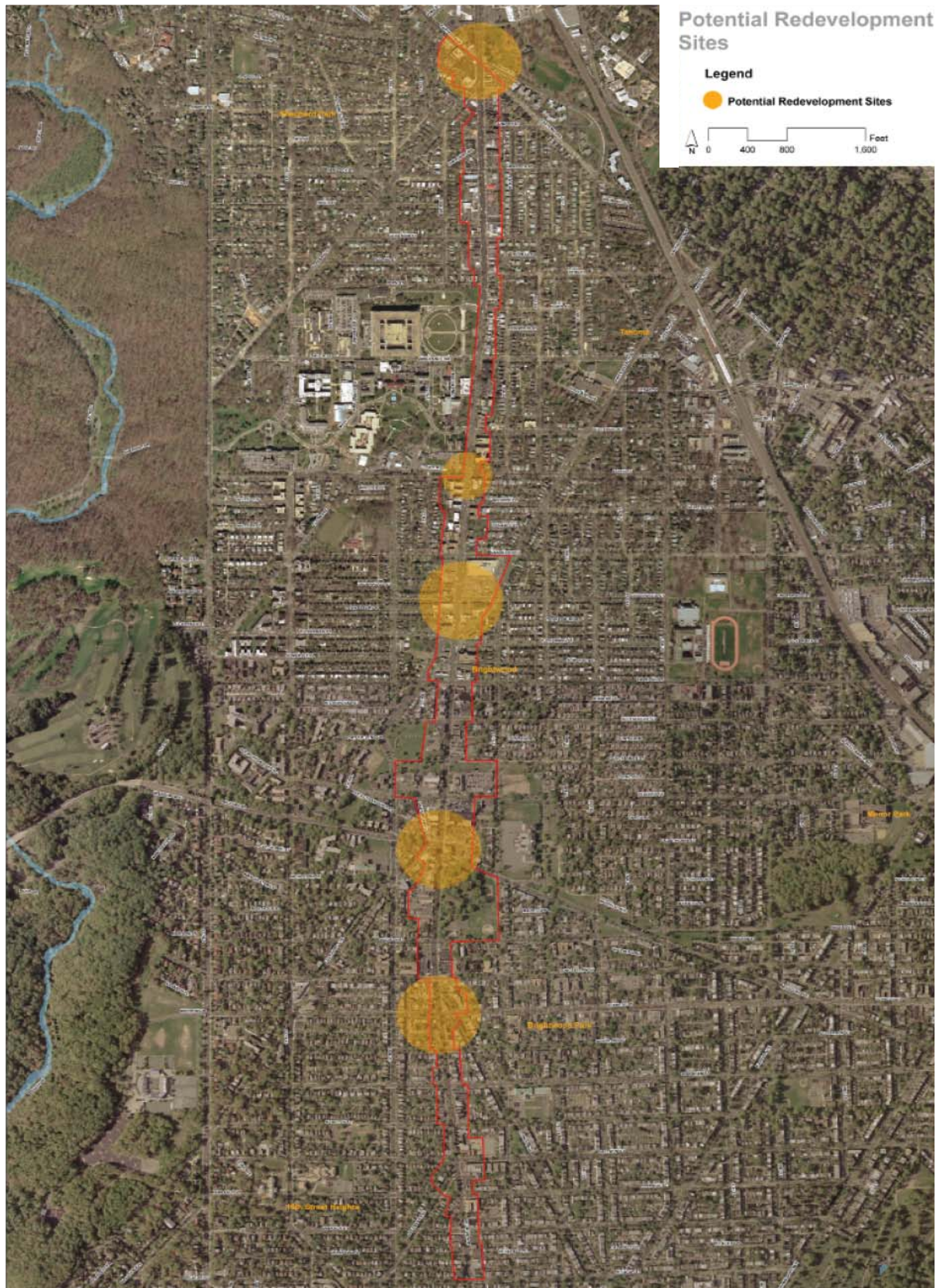
As the planning process progressed from assessing existing conditions to creating the redevelopment plan, prominent intersections within each zone emerged as key locations for strategic investment and development. The market study supports this view because it showed that the capacity to support new residential and commercial development varied throughout the different zones along the corridor. Using this organizing principal, this section presents a redevelopment framework that identifies these key intersections as sites for new development. By employing a nodal development strategy, the plan seeks to create walkable, neighborhood activity areas where residents along the corridor and in the surrounding neighborhoods can meet their daily needs.

The development zones and focus intersections are listed below from north to south and shown in Diagram 5.0:

- Eastern Avenue Intersection (Zone 1)
- Walter Reed Army Medical Center (Zone 2)
- Piney Branch Intersection (Zone 3)
- Missouri Avenue Intersection (Zone 4)
- Kennedy Street Intersection, Arkansas Avenue Intersection (Zone 5)



[Diagram 5.0] Development Zones





In general, these sites share a set of common characteristics that lend themselves to this type of development:

- Parcels that could be used in a manner that provides greater community benefits
- Good vehicular and pedestrian access
- Prominent locations along the corridor
- Adequate zoning in place to accommodate new mixed-use development
- Appropriate lot depths to accommodate the parking needed to support existing and new development
- Buildings of urban design character or pedestrian scale that could accommodate restoration or small-scale redevelopment.

In addition to the development recommendations, there are other strategic actions within each zone that will contribute to the overall revitalization of the corridor. The following section presents the development framework for each zone and a set of recommendations to spur overall revitalization. Each section also provides a specific discussion of the development sites including an illustrative conceptual plan that provides one idea for how development may evolve at each site. Taken together, the development site recommendations and the revitalization strategies provide a roadmap for future development and revitalization of the corridor.



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*Each Development Zone has a unique set of recommendations to guide development and spur economic revitalization .*



## [5.2] Zone 1 - The Gateway

The Zone 1 area extends from Eastern Avenue to Fern Street and is called the Gateway. The Gateway is a prime redevelopment opportunity because of its status as the entrance to the District of Columbia and close proximity to the high volume METRO Transit Station in Downtown Silver Spring, MD. New commercial and residential development at key sites, streetscape improvements, and support for existing businesses will help to create a dynamic, pedestrian friendly gateway to the District.

Throughout the planning process, several issues and opportunities in this zone emerged:

- **Prominent location for Gateway development:** new development should anchor the Georgia and Eastern Avenue intersection and create a prominent gateway into the District.
- **Lack of attractive retail opportunities:** participants expressed a strong desire for more diverse and upscale retail to offer greater choices to residents; new development should not include new carry-outs, liquor stores, or convenience stores.
- **Potential to attract mixed-use projects:** proposed new development should include a mix of uses and users to ensure an active destination for residents, retailers, customers, and businesses.
- **Building upon Downtown Silver Spring momentum:** build upon the synergy with Silver Spring and Montgomery College campus expansion to capture spin-off development in the District and to attract new residents to patron existing and any new businesses in the Gateway area.
- **Insufficient parking opportunities:** participants cited insufficient parking in the area for commercial uses; a coordinated parking demand management strategy is necessary to accommodate new and existing development.
- **Efficient and safe multi-modal connections.** In establishing a well-defined, mixed-use gateway, addressing efficient multi-modal connections is vital. Through the provision of improved and safer pedestrian connections, increased opportunities for bicycle amenities as well as minimizing existing barriers, the overall accessibility of the corridor can greatly be enhanced.

The development vision for this zone addresses these opportunities and issues, especially related to expanding retail choices and creating a significant gateway to the District that will spur revitalization. To achieve a prominent gateway envisioned in the plan, new development should feature the highest quality of architecture and a mix of uses which enliven the area as a pedestrian accessible and friendly area. Important revitalization strategies beyond encouraging new development, such as business retention and marketing, are also a critical component to creating a thriving Gateway district.

### Market Demand & Development Potential

The Gateway is a priority for redevelopment because of its proximity to Downtown Silver Spring, its established retail and residential base, and its existing access to transit. According to the market analysis, there is substantial demand in the area to attract additional retail, office and housing development. Commercial opportunities appropriate for this area include neighborhood serving retail stores, a pharmacy, restaurants and a possible demand for a hotel. Although there is limited office potential for the entire corridor, there is logical development opportunity for supporting office use at the Gateway to increase the customer base for existing businesses and ensure 12- to 24 hour activity in the area.

**[Diagram 5.0] Gateway Market Demand**

| USE                   | DEMAND              |
|-----------------------|---------------------|
| Drugstore/Pharmacy    | 5,000 square feet   |
| Restaurant/Cafe       | 15,000 square feet  |
| General Retail Stores | 2,000 square feet   |
| Residential Units     | Up to 160 new Units |
| Office                | 35,000 square feet* |

\*A projected 35,000 sf of new office development for the entire corridor from Eastern to Decatur.

### Development Opportunity Sites

The primary development opportunity sites in the Gateway zone are the parcels on the east and west sides of Georgia Avenue at the entry to the District. These parcels include:

- **7800 Block West:** Located on the west side of the 7800 block of Georgia Avenue, including 7820 Georgia Avenue (owned by Jemal's Gateway DC, LLC) and 7824 Eastern Avenue. The combined sites are one of the largest development areas along the corridor and potential for revitalization.
- **7800 Block East:** Another prominent and long standing anchor, the DC Line Auto repair shop and a KFC/Taco Bell fast food are located on properties on the east side of the 7800 block of Georgia Avenue.
- **7700 Block East:** Just south of the DC Auto line site, the Kalmia strip mall, located on the east side of the 7700 block includes a laundromat, a Chinese food carry-out, and a nail salon.
- **7700 Block West:** Block includes Eddie's Carry-Out and adjacent parcels along Georgia Ave.



#### Note 1 (See Appendix)

Further south along the corridor are the properties between Geranium Street and Hemlock Street on the east side of the 7400 block of Georgia Avenue. These properties were originally considered for redevelopment because of ownership patterns and the auto-oriented character of the stand-alone development sites. However, physical limitations, such as shallow lot depth and national retail ownership, make the redevelopment of the site challenging and long term in nature. Thus, this plan emphasizes the redevelopment of the Gateway sites described in this section as the optimum opportunity in the zone. Should opportunities

for redeveloping both sides of Georgia Avenue between Geranium and Hemlock emerge over time, then such projects should be sensitive of the scale transition between the adjacent single family neighborhoods and provide continuous street frontage with parking in the rear or underground.



## Development Concept Plan

As illustrated in the Diagram 5.1, the combination of prominent development at the opportunity sites, unique architecture and a lively public realm will create the type of gateway development envisioned in this plan. New development at the 7800 and 7700 blocks of Georgia Avenue should consist of moderate to medium density development, incorporating street level retail with residential or office uses above. Development in the medium density range should be placed at the intersection and along Georgia; the use of unique architectural elements and building materials to visually reinforce the Gateway concept is encouraged. Building height should step down towards the rear of the properties in order to provide an appropriate scale transition to adjacent residential areas. Development should enliven the public realm by engaging the pedestrian at street level with vibrant retail or commercial uses; subtle setbacks above the ground floor are encouraged to provide visual relief and highlights ground floor commercial uses. Additional direction is provided in the “General Development Guidance” section below.

**[Diagram 5.1] Gateway Illustrative**



The Gateway should also feature a prominent public space plaza, a pocket park, and/or other gathering spaces that further emphasize the pedestrian character of the zone. The public space should feature active elements such as a café or water feature and include greenery and trees that complement the adjacent Jessup Blair Park in Montgomery County. Public realm improvements



should be consistent with the standards established in the District Department of Transportation (DDOT) Public Realm Handbook; materials and features beyond the standard amenities will likely require a maintenance and programming agreement between private property owners, the District, and any participating community or business group.

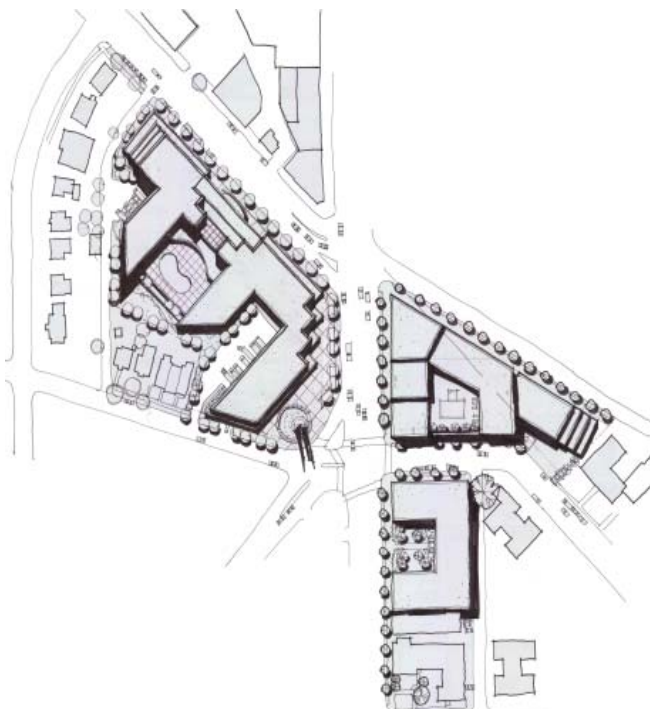
Parking for any new development should be located at the rear of the site, preferably underground or wrapped with other uses; developments that propose shared parking solutions with other businesses or developments in the Gateway zone are especially encouraged.

Street amenities such as, street lights, paving, plantings, public art and signs should compliment development and contribute to the quality of the gateway environment. The overall form, appearance, and arrangement of these diverse elements should be organized to convey a unified image, a sense of vitality, and contribute to the pedestrian experience of the Gateway; streetscape must also be consistent with DDOT public realm standards.

The redevelopment of this area will require multi-jurisdictional coordination, as some of the properties targeted for redevelopment straddle the boundary between Montgomery County, Maryland and the District of Columbia.

The conceptual site plan to the left offers one option for how this type development could be realized at the opportunity sites. This concept plan should be interpreted as a general guide that represents only a schematic view of the overall development goal of the zone. Additionally, the conceptual plan assumes joint development or cooperation among property owners to achieve the type of development envisioned. The actual mix of land uses, locations, and configurations of buildings, parking areas and access points will be proposed by individual property owners and evaluated on a case-by-case basis through the development review process.

### [Diagram 5.2] Gateway Siteplan, View to the North



*VIEW TO THE NORTH ALONG  
GEORGIA AVENUE*

## Zone 1 Revitalization Strategies

To further improve the economic vitality and physical character of the corridor, the following set of revitalization strategies should complement new development in this zone. These strategies are described below and illustrated in the accompanying zone map on Page 46; specific action items related to each strategy are also included in the Corridor Wide Implementation Plan in section 6:

**Multi-Jurisdiction Coordination.** Montgomery County's Silver Spring Central Business District Sector Plan, completed in 2000, includes recommendations for the South Silver Spring subarea which is immediately adjacent to the Gateway zone identified in this plan. The recommendations of the Sector Plan are intended to highlight the gateway to the County, encourage high-tech, communication, and arts industries, and complement growth in Silver Spring and the Montgomery College campus expansion. There is a significant opportunity to attract new residents and students in South Silver Spring to patron existing businesses and future businesses and support the overall revitalization of the Gateway area. Continued work by the Gateway Georgia Avenue Revitalization Corporation to brand and market the area will be critical for attracting both District and Maryland residents to the Gateway.

The redevelopment of certain sites will also require multi-jurisdictional coordination, as some of the properties targeted for redevelopment straddle the border between the two jurisdictions. The Office of Planning will continue its efforts to coordinate the implementation of this plan with the Maryland-National Capital Park and Planning Commission.

**Support Existing Businesses and Business Organizations.** The creation of a thriving gateway area can be achieved through the continued work of existing business organizations, principally the Gateway Georgia Avenue Revitalization Corporation. It is strongly recommended that funding for additional facade improvements, business retention programs, clean and safe, and beautification projects continue as this plan moves to implementation. It is also critical that existing businesses have access to tools and training that will assist them in responding to changing retail markets, real estate conditions, and customer bases. Efforts to coordinate business improvements strategies amongst the various Georgia Avenue business associations should also be encouraged with the implementation of this plan.

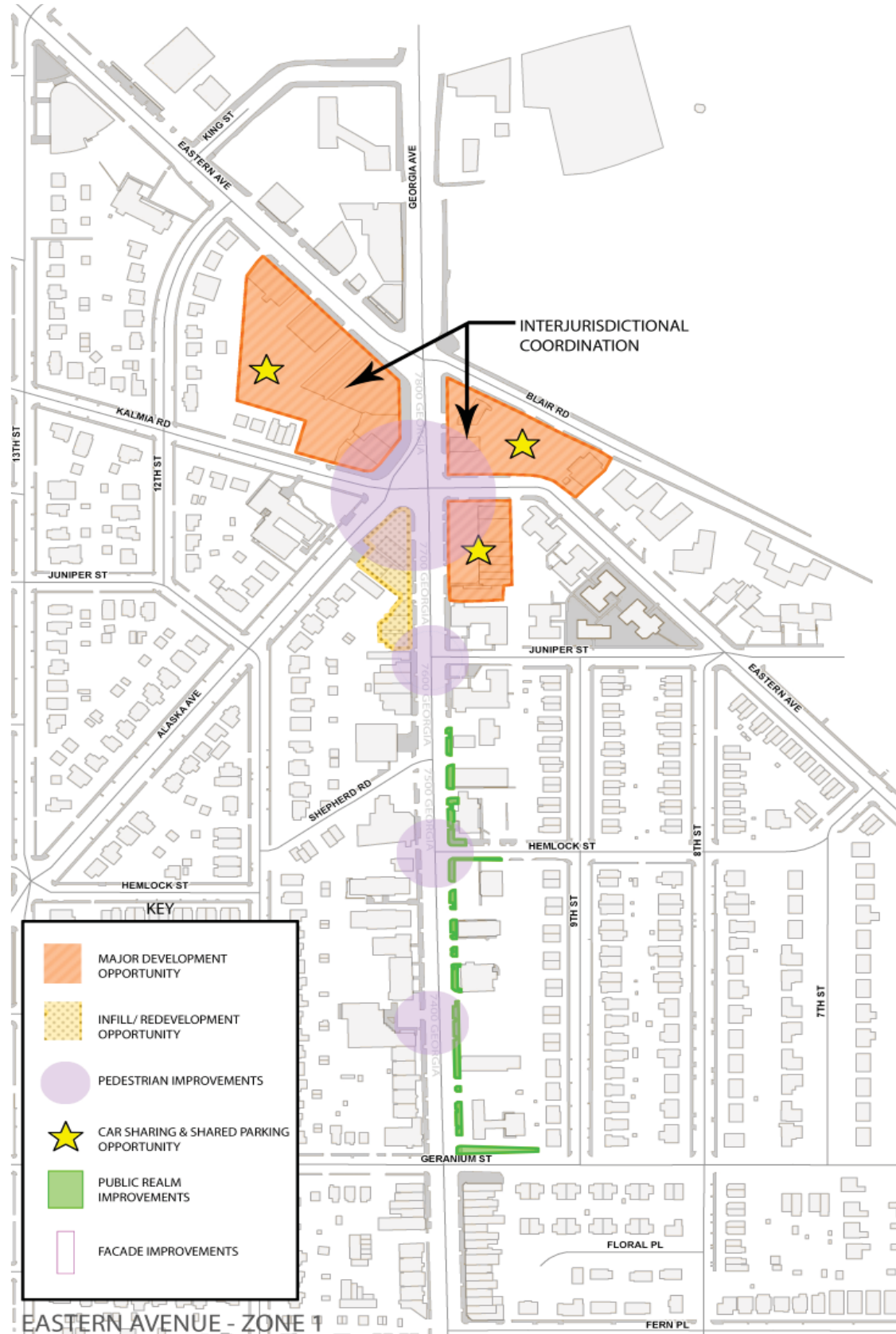
**Public Realm and Streetscape Improvements.** Improving the safety and overall physical appeal of the public realm and the pedestrian experience must be attained through the implementation of this plan. Recent improvements at the Gateway to the District have improved conditions and created a renewed sense of place. Additional improvements, with special attention to major intersections, should be carried south along the corridor and specifically address crosswalk striping at major and mid-block crossings.

Landscaping and other green buffering techniques are also recommended to improve the pedestrian experience and appearance of existing surface parking lots and auto oriented uses, particularly between Juniper and Geranium and as indicated in the zone map. The use of shade trees and landscaping no higher than three feet is encouraged to screen surface parking areas and reduce their prevalence as the dominant element of the street. Tree plantings should follow the guiding principles related to appropriate tree planting and landscaping set forth in the DDOT Public Realm Handbook.

**Creative Parking Solutions.** Due to irregular and narrow lot widths, the inclusion of off-street parking options has been a challenge for commercial retailers. This plan recommends structured and underground parking as a preferred alternative to the development of new surface parking. As these parking solutions are typically costly, the District should encourage creative parking solutions in new development including car-sharing, shared parking, and other mechanisms that afford priority to customer-based uses. Special attention to locate parking within interior block structures behind active uses away from the street will encourage and allow uses that activate street corners and enliven the built environment in this plan.



[Diagram 5.3] Revitalization Strategy for the Gateway Area



**Affordable Housing.** The development of new and preservation of existing affordable housing is a corridor wide priority, but particularly encouraged in this zone because of the availability of large sites for redevelopment. New development should consider Inclusionary Zoning (IZ) requirement in predevelopment planning; effective marketing of available IZ units to existing residents in the neighborhood is encouraged.

**General Development Guidance.** It is critical that all proposed development, including sites not considered as opportunity sites, be consistent with the development guidance for this zone. New development should provide ground floor retail with either residential or office space above. Medium density development is supported at the opportunity sites described above. Heights of up to a maximum of 90 feet are limited to properties fronting Georgia Avenue and Eastern Avenue and should step down in height at the rear of the site to provide a scale transition to surrounding residential neighborhoods. Moderate density development up to a maximum of 65 feet is supported in other areas of the zone. It is important to note that proposed development that exceeds the existing C2A zoning category is discretionary and must receive approval from the District's Zoning Commission.

Floor to ceiling heights of ground floor spaces should at least be 14 feet; spaces should also feature individual entries for businesses, utilize transparent materials, and creative signage. Property owners are highly encouraged to consult the Office of Planning's Thrive publication for additional design guidance to create dynamic ground floor spaces.

A unique architectural character is encouraged at the Gateway; architecture should acknowledge the Gateway character and employ innovative materials and features to articulate building facades. New development is encouraged to provide a minimal setback above the first floor in order to highlight ground floor uses.

Infill development opportunities are encouraged on small, vacant lots outside of major redevelopment nodes identified in the zone. Incentives to fill-in urban gaps and redevelop into pocket parks, or other public uses should be enforced. Opportunities to consolidate and or acquire these currently vacant lots, particularly the small parcels along the west side of the 7700 block, should be encouraged through existing and supplemental District resources. Infill and redevelopment opportunities highlighted in the graphic must be compatible to existing scale, height and density.

To create a more pedestrian-friendly area, continuous street frontage should be established where possible, and parking should be oriented towards the rear of buildings either in underground or wrapped garages. Additional curb cuts off of Georgia Avenue are highly discouraged. Finally, the need to upgrade existing utility and public realm infrastructure should be assessed and possibly included as appropriate public amenities for major development opportunities. Capital improvement projects and major development initiatives should be coordinated and wherever possible happen concurrently.

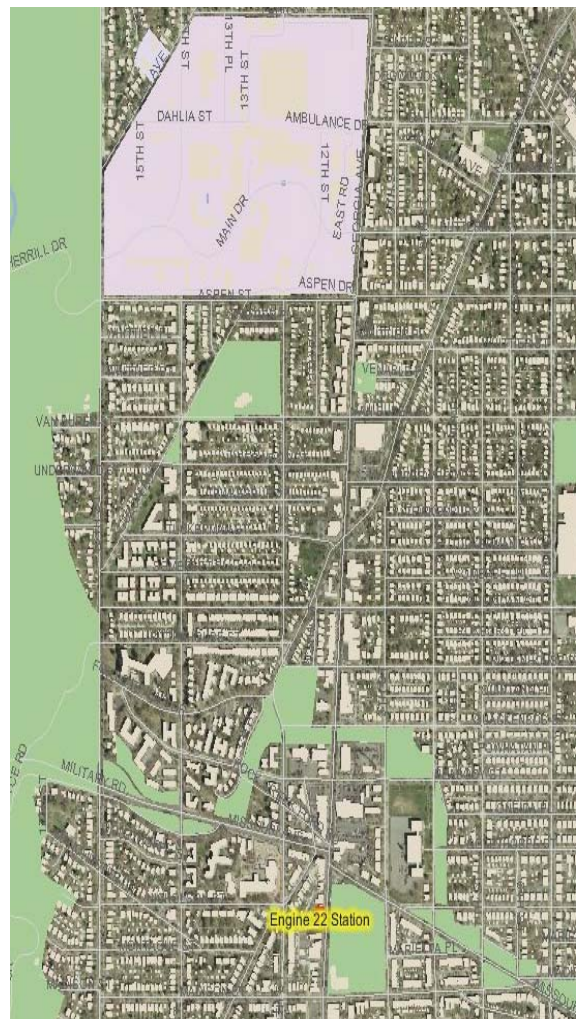
### [5.3] Zone 2 - Walter Reed

Zone 2 extends from Fern Street to Aspen Street. The Walter Reed Army Medical Center (WRAMC) is an important institution that shapes much of the zone's physical character. Aside from the campus itself, there are very limited opportunities for new development within the zone. As widely reported, the Base Realignment and Closure (BRAC) decision to close Walter Reed became law in November 2005. All employees and services currently located at 6900 Georgia Avenue will be moved to other existing and/or planned Armed Forces facilities by 2011. The planning for the reuse of the base is a separate planning process; however, the District will have the opportunity to participate in the planning process and consider how to better weave the campus into the surrounding community. To this end, the recommendations in this plan are intended to provide design guidance for the potential reuse of the physical edge of the base fronting along Georgia Avenue.

In addition, the edge of the campus also provides an opportunity to meet a critical public safety facility need. For several years there has been a documented need to relocate the current Engine Company #22 station located at 5760 Georgia Avenue NW to improve response times to northern portions of Ward 4 including Shepherd Park, North Portal Estates and Colonial Village. The station was originally constructed in 1897 and is staffed by 11 firefighters and paramedics. This station is the first responder to calls for service from Petworth, Brightwood, Brightwood Park, Shepherd Park, Takoma, North Portal and Colonial Village answering over 7,000 calls between January and August 2006.

Proposed development should address the following key factors:

- **Reconnect WRAMC site to the existing community:** because of strict security measures, WRAMC has been fenced off and disconnected from residents and the community. As 2011 quickly approaches and a realistic next phase of the BRAC comes into fruition, this plan will provide a long-term framework plan to reconnect the edge back into the community, through the provision of street activated uses within the area fronting Georgia Avenue.
- **Lack of attractive retail opportunities:** participants expressed a strong desire for more diverse and upscale retail to offer greater choices to residents.
- **Redeveloping within the measures stipulated by State and Federal stakeholders:** the foundation for any redevelopment plan must recognize a strict site security requirements of any new federal tenant.
- **Provision of municipal parking options:** parking challenges in the Gateway area was a frequently cited concern during the planning process. While the District endeavors to encourage alternative modes, car-sharing, and shared parking, there may be an opportunity to provide a municipal parking garage for joint use with a federal tenant.



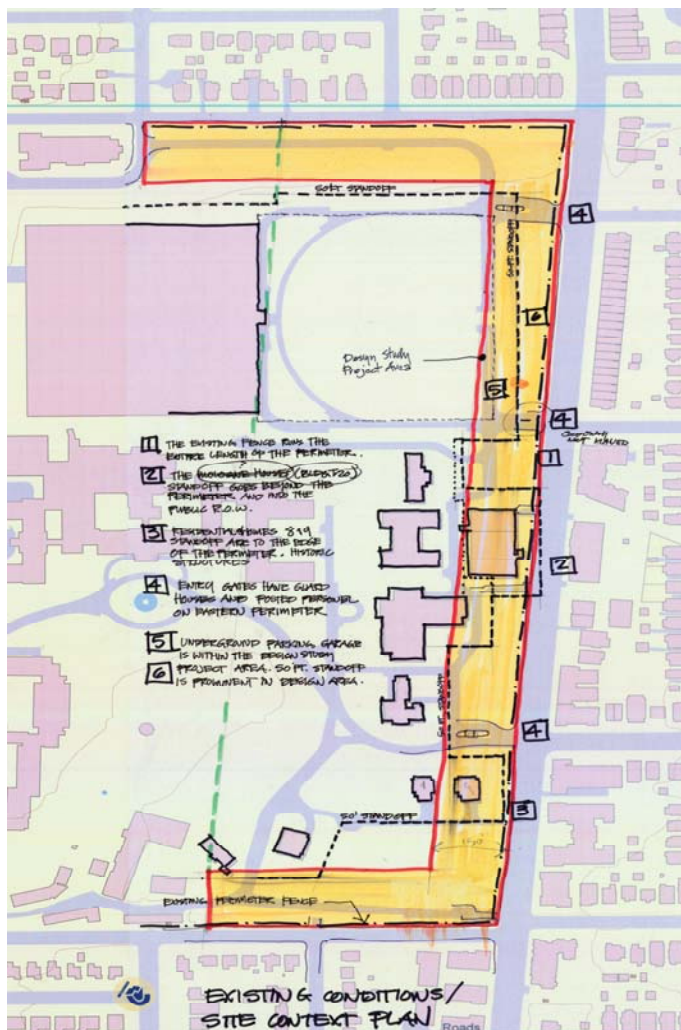


- **Relocating Engine Co. #22:** the base edge provides a unique opportunity to meet this critical public safety facility need.
- **Provision of green space:** residents value informal and formal green space opportunities. The provision of pocket parks and greenways will enhance the overall look of the corridor as well as provide key opportunities for safe pedestrian connections.

### Market Analysis:

During the planning process, there was no significant market demand beyond infill residential development identified for this zone. Higher density commercial development opportunities are better suited north and south of WRAMC. However, with the closure of WRAMC and reuse of the campus there is the potential for demand to shift in the mid and long term as future federal tenants finalize their development programs. Some of the retail proposed in the conceptual plan shown in Diagram 5.5 on the page 53, could be supported by the existing market conditions; the total amount of retail presented in the site plan is for conceptual purposes to guide discussions regarding this unique opportunity and should not be interpreted as taking retail potential away from other zones along the corridor.

### [Diagram 5.4] WRAMC Potential Security Zone



The Walter Reed development opportunity area recommends relocating Engine 22 and provides conceptual land use ideas for using the security zone setback outlined in red.

### Development Concept Plan:

The overall development concept is intended to reconnect the campus' eastern edge along Georgia Avenue to the neighborhoods to the north, east, and south by providing a mix of public open spaces, public facilities, and small scale retail.



#### Note 2 (See Appendix)

The site selection review for relocating Engine Co. #22, was initiated by the Fire and Emergency Medical Services Department and the Office of Property Management. There are key factors to consider in locating a new Engine Co. #22 station including physical criteria such as:

- Sites located between Tuckerman Street NW, 16th Street NW, 9th Street NW and Eastern Avenue NW, in order to improve response times to northern portions of Ward 4.
- Sites with commercial or non-single family residential zoning.
- Sites with a minimum lot depth of 125 feet.

Additional criteria include land availability factors such as:

- Cost of acquiring the site
- Time required to prepare the site for construction
- Cost of preparing the site for construction
- Need for lot assembly



The southwest corner of Aspen and Georgia of the Walter Reed campus meets these criteria and the overall objective of improving emergency response times. A District Interagency Team representative of various District stakeholders will continue to manage the site selection process and negotiations with the GSA and the Department of the Army.

To help shape the negotiations between the District and the federal government, the Office of Planning developed a conceptual site plan for WRAMC that includes a new Engine Co. #22. The conceptual plan took into consideration GSA's security requirements of a 100 to 150 feet stand-off perimeter between occupied buildings and the street edge. There are methods to soften the hard edge of the stand off perimeter with landscaping and other uses, so long as vehicular access is restricted; recent federal developments, such as the ATF Building on Florida and New York Avenues NW, have included ground floor retail in the stand-off area. Given the impact of the current fenced and secured base to the character of the corridor, one of the main principals of the conceptual site plan was to include community oriented uses that would soften the edge between the campus and the surrounding community.

The conceptual site plan was not developed through the Upper Georgia Avenue planning process, but was shared with the broader community during a public meeting held on February 21, 2008; the Office of Planning also presented the concept plan at community briefings with Concerned Neighbors, Inc., Gateway Georgia Avenue Revitalization Corporation and various community meetings hosted by Councilmember Bowser. This concept plan should be interpreted as a general guide for site planning



that represents only a schematic view of the site. Compliance with the federal security standards has not been established and a final site plan will be subject to federal review and approval.

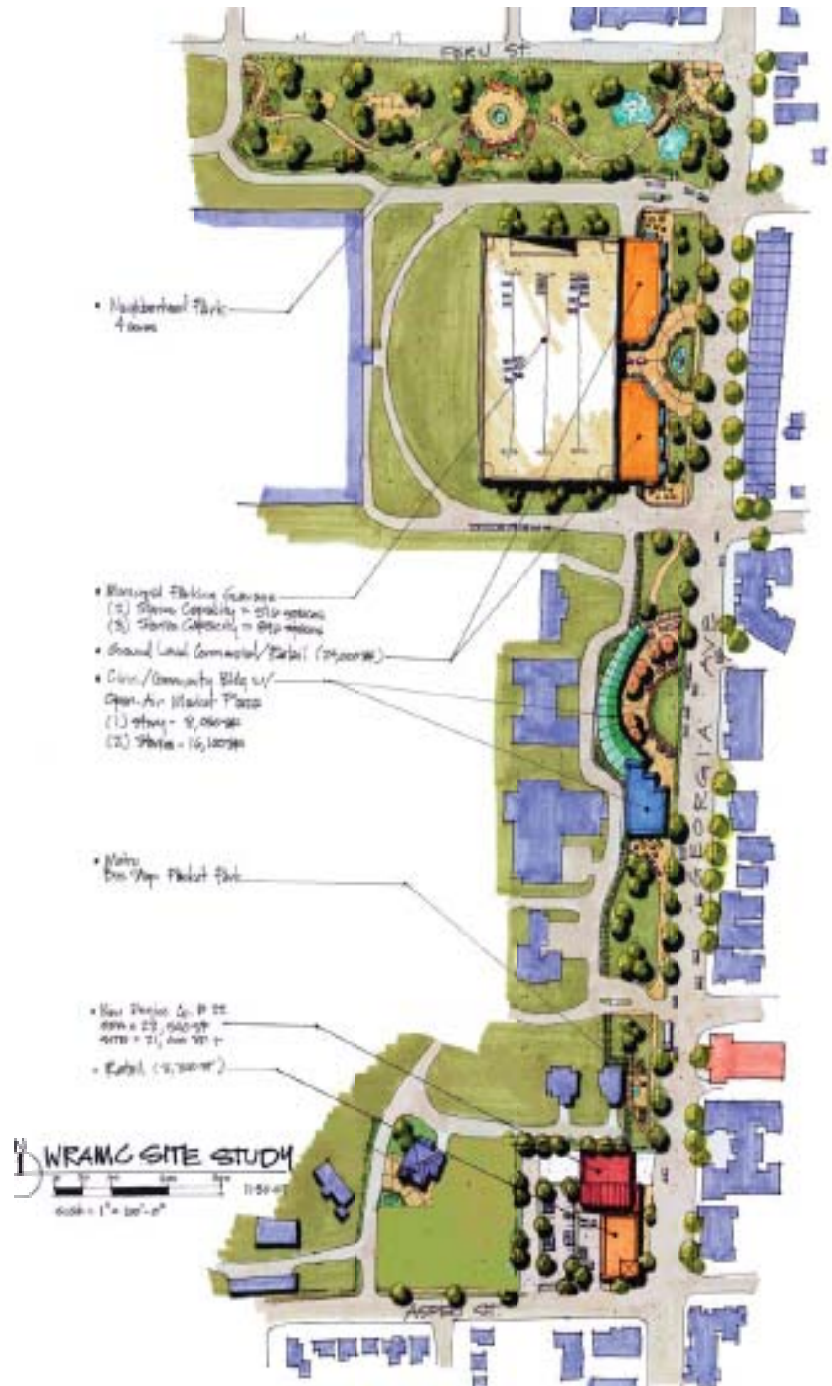
While the site plan is a conceptual design for discussion purposes, it shows the potential for knitting together the edge of the campus into the larger community. It also provides an opportunity to meet several needs identified through the planning process including, a municipal parking solution, additional open space, and neighborhood- and federal tenant- serving retail. Finally, redeveloping the street edge is a new and innovative approach to site security at the base. Instead of the street edge being dominated by fences, gates, security posts, and barricades, the security perimeter is masked with street activating uses, open space, and critical public facilities.

The conceptual plan below includes the following elements:

- **Neighborhood park at the northeast corner of Fern Street and Georgia Avenue:** Providing approximately 4 acres of active amenities consisting of children's play areas, adult fitness stations, a dog park, and a winding pedestrian trail.

**\* Note 3 (See Appendix)**

- **Municipal parking facility with a retail plaza fronting along Georgia Avenue:** a potential opportunity to address parking challenges in zone one, this 2-3 story municipal parking facility accommodates almost 900 parking spaces that will service both the public and the Walter Reed Campus. The parking garage is wrapped with approximately 24,000 sf of street-activated retail frontage that also provides visual relief from the façade of the garage.
- **Civic building with adjacent open air marketplace plaza:** The 1-2 story community building, open-air marketplace, and plaza provides opportunities for year round programming, farmer's market, and entertainment, such as musical concerts, and art festivals.



**[Diagram 5.5] WRAMC Conceptual Site Plan**

- **Pocket park at Metro bus stop:** to further enhance multi-modal alternatives along the corridor, the existing bus stop is spruced up with landscaping.
- **SE corner retail building:** the corner of Aspen and Georgia Ave. is anchored by a small neighborhood serving retail structure that provides a buffer between the adjacent residences on Aspen Street and the new fire station.
- **DCFD Engine Co. #22 Fire & EMS Station:** the fire station includes a pull through entrance on Georgia Avenue and on Aspen Street to facilitate the maneuverability of the fire trucks for both northbound and southbound runs.

As discussions with the federal government progress, the District Interagency Team will be coordinating with the Office of the Ward 4 Councilmember Muriel Bowser to ensure that those who will be affected by the move of Engine Company #22 and community serving uses along the campus edge will have a chance to provide feedback throughout the process.

Additional redevelopment opportunities outside of the WRAMC edge are limited to infill residential along the east side of this zone. Improvements to pedestrian crosswalks, bus shelters and other public investments that would enhance multi-modal access and the public realm between Fern and Aspen are also targeted for this zone.

**[5.4] Zone 3 - Piney Branch Road**

The primary physical feature of this zone, which extends from Aspen Street to Rittenhouse Street, is the intersection of Georgia Avenue and Piney Branch Road, which connects Silver Spring and Takoma to the District. This area is also rich in community assets and close to many historic sites, such as Fort Stevens, Battleground National Cemetery, and Grace Episcopal Gravesite. Two commercial anchors, a Safeway grocery store and CVS drugstore, are also located here.

Throughout the planning process, several issues and opportunities in this zone emerged:

- **Targeted redevelopment:** future development should focus on sites where adjacent uses are redundant such as gas stations and one-story commercial establishments.
- **Additional residential development:** to create a livelier destination that is active with evening and weekend activity.
- **Additional medical office:** there is an existing medical office building that could be used to create a cluster of medical/health-related businesses and increase daytime activity.
- **Improved sidewalks, landscaping, and trash cans:** streetscape and public realm beautification would improve the pedestrian experience and improve the perception of the zone.

Revitalization of this zone as a lively neighborhood center with increased day, evening, and weekend usage will be spurred by the redevelopment of opportunity sites and the implementation of planned streetscape improvements. With incremental improvements to the public realm, this zone could be transformed from today's auto-dominated intersection into a pedestrian-dominated retail and office location.

**Market Demand & Development Potential**

The Piney Branch area is already served by a Safeway supermarket located adjacent to the intersection; therefore, the market analysis suggested complementary neighborhood-serving retail, such as a



bakery, dry cleaner or florist. Up to 25,000 square feet of smaller neighborhood-serving retail and 90 new residential units could be accommodated in this zone. There is existing medical/office complex in the area, which is an opportunity to build a cluster of complementary neighborhood-serving office and service uses. Capacity for office development here will be affected by development proposed in other zones, as a total of 35,000 square feet of office space is projected for the entire corridor.

#### [Diagram 5.6] Piney Branch Market Demand

| USE                 | DEMAND              |
|---------------------|---------------------|
| Neighborhood Retail | 25,000 square feet  |
| Residential Units   | Up to 90 new units  |
| Office              | 35,000 square feet* |

*\*A projected 35,000 sf of new office development for the entire corridor from Eastern to Decatur.*

#### Development Opportunity Sites

The development opportunity sites in this zone are all located at the intersection of Georgia Avenue and Piney Branch Road. Shown on the map below, these parcels include the following:

- 6400 Block East, North Piney Branch Road: Shell Gas Station (6419 Georgia Ave.)
- 6400 Block East, South of Piney Branch Road: BP Gas Station (6401 Georgia Ave.)
- 6300 block West: Exxon/BP Station (6350 Georgia Ave.)

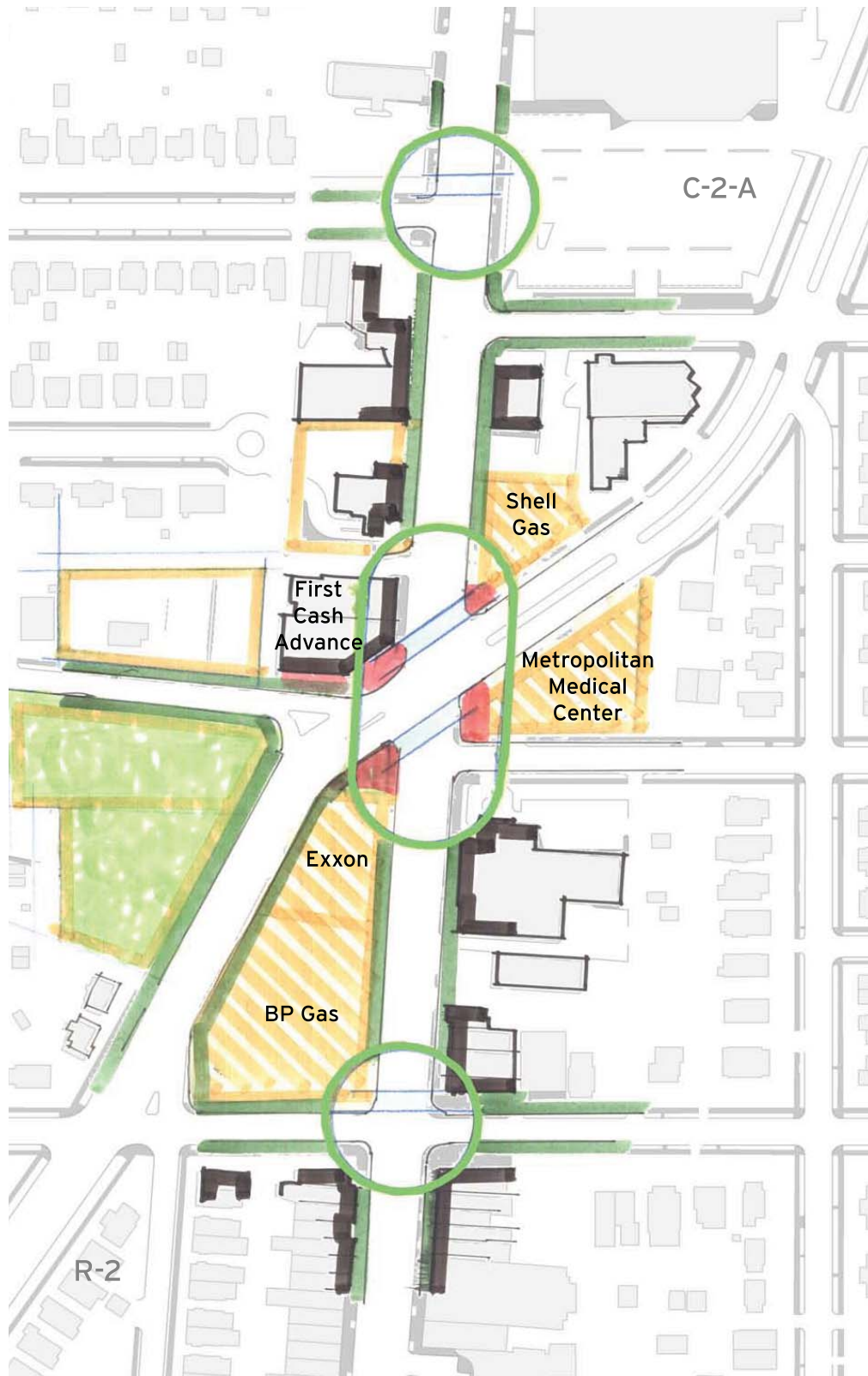
On the western side of Georgia Avenue, along Tuckerman Street there are three undeveloped properties: one behind the Subway (Tuckerman St. NW), one owned by the St. John Church (6343 13th ST NW) as the site of a flea market, and one owned by another Piney Branch landowner (1215 Tuckerman ST NW). These sites are currently zoned R1B and are adjacent to residential areas. Development potential at these sites is more long term in nature and would be limited to residential development. The Plan does not recommend any near term change to the zoning of these sites, as the development should be concentrated along Georgia Avenue.

There are challenges with proposing new development on sites currently occupied by gas stations because of critical environmental issues. Remediation of the sites will be a necessary step in the redevelopment process. Since feasibility of redevelopment is a critical issue, the Revitalization Strategy section below outlines actions that may be taken in the short term to improve the physical character of the gas stations and pedestrian safety.

#### Development Concept Plan

The Exxon and BP Gas Station site presents the strongest opportunity for redevelopment because the parcels are adjacent, there is strong visibility from the street, and adequate access from three roads. To illustrate its development potential, the following concept plan has been developed for the site. This concept plan should be interpreted as a general guide for site planning that represents only a schematic view of the site. The conceptual plan also assumes joint development or cooperation among property owners to achieve the type of development envisioned. The actual mix of land uses, locations, and configurations of buildings, parking areas and access points will be proposed by individual property owners and evaluated on a case-by-case basis through the development review process.

[Diagram 5.7] Piney Branch Development Concept





The schematic redevelopment of this site would involve the consolidation of both the Exxon and BP Gas parcels at the southwest corner of the intersection at Georgia Avenue and Piney Branch Road. The site plan shows 20,000 square feet of ground floor retail space and residential or office uses above. Office development may be appropriate at this site because the existing medical office building is located on the opposite side of the street. Where feasible, this site should be developed to its maximum by-right development envelop as it is buffered from adjacent low scale residential areas. Dynamic architecture is encouraged at this location because of its visibility on three sides; articulated corners and the use of transparent materials is preferable for building facades. The structure should feature active ground floor uses along both Georgia Avenue and Piney Branch Road.

The preferred parking option is on-site structured parking integrated into the building's design or limited surface parking in the rear; underground parking is likely challenging at this site due to its triangular shape. The amount of ground floor retail space requires 57 parking spaces; these could be accommodated on site. Two additional floors of office space would require 63 additional parking spaces, or two additional floors of residential units above would require approximately 24 parking spaces.

The intersection at Piney Branch Road provides an opportunity to continue the streetscape theme that is present along the corridor and improve the existing pedestrian environment. A public plaza or pocket park would be appropriate at this location, if feasible, given the challenges of the site configuration.

### **Piney Branch Area Revitalization Strategies**

To achieve the desired goal of a livelier neighborhood center with increased day, evening, and weekend use, the following set of revitalization strategies should complement new development in this zone. These strategies are described below and illustrated in the accompanying zone map; specific action items related to each strategy are also included in the Corridor Wide Implementation Plan in section 6:

***Streetscape & Public Realm Improvements.*** Currently, the Piney Branch Road focus area is perhaps the least pedestrian-friendly intersection along the entire Upper Georgia Avenue corridor. In addition to the atypical road layout, with three roads converging, crosswalks are poorly marked and sidewalks are not continuous. Street frontage is not continuous with driveways and curb cuts for four large gas stations and several surface parking lots concentrated in the immediate vicinity. Public realm and pedestrian safety improvements are recommended throughout the zone, but especially at the Piney Branch Road intersection. Improved, sidewalks, crosswalks, and lighting would enhance the pedestrian experience; street trees and plantings would create a more buffered walking environment. Tree plantings and landscaping should follow the guiding principles set forth by the DDOT Public Realm Handbook. Public realm improvements and buffering should be targeted to existing auto-oriented uses such as the BP and Shell Gas Stations on the east side of the corridor.

***Creativity with Existing Gas Station Sites.*** Redevelopment of opportunity sites in this zone are closely tied to feasibility of redeveloping gas stations. Environmental remediation is a necessary step for redevelopment and a top priority at these sites. Limited Brownfield assessment grant funding from the Environmental Protection Agency (EPA) may be available to eligible applicants through the District's Department of the Environment (DOE). If remediation and feasibility issues prohibit development, the District should work with owners to enhance the pedestrian experience by providing creative landscaping, examining circulation and access patterns to the sites, and renovations such as canopies and façade improvements.

***Façade Improvements and Infill Development.*** In several blocks adjacent to the opportunity sites there is the opportunity for façade improvements and infill development of vacant properties to further enhance the revitalization of this zone. These improvements are particularly needed along both the east and west sides of the 6200 block.



**General Development Guidance.** It is critical that all proposed development, including sites not considered as opportunity sites, be consistent with the development guidance for this zone. New moderate density development in this zone can be accomplished through the existing C2A zoning category. Development that is proposed as Planned Unit Development (PUD) is discretionary and subject to review and approval by the District's Zoning Commission. PUD development that proposes additional height should be sensitive to any immediately adjacent low-scale residential properties; in this case, building height should step down at the rear of the site to provide an appropriate scale transition to adjacent residential structures.

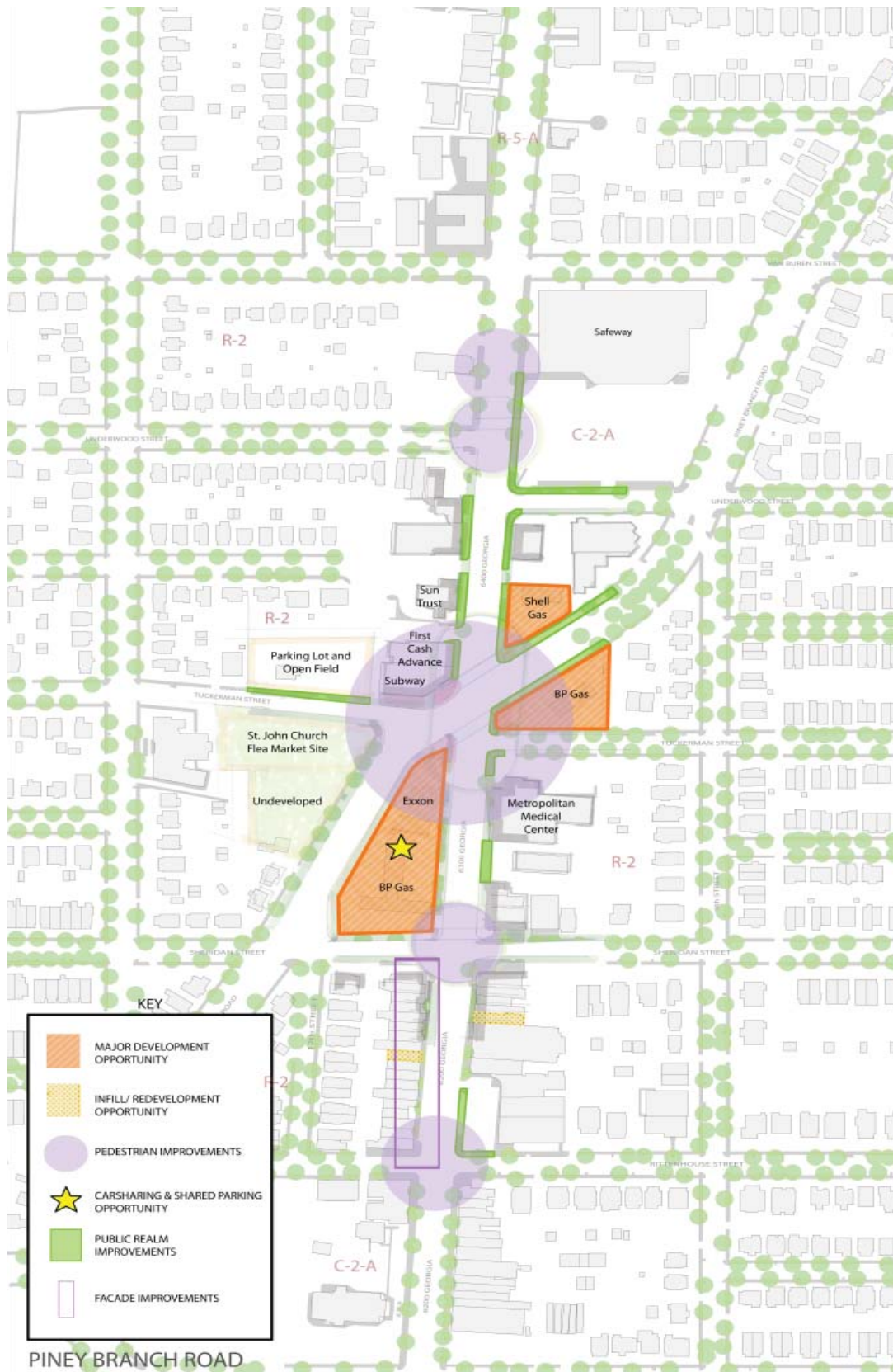
Development at opportunity sites should feature ground floor retail with floor to ceiling heights of at least 14 feet; ground floor spaces should also feature individual entries for businesses, utilize transparent materials, and creative signage.

Infill and redevelopment opportunities within the highlighted areas of the graphic are an important component to enhancing the economic vitality of the corridor. In order to support existing retail and increase the demand for additional neighborhood serving uses, compatible infill residential development or live/work configurations are encouraged within areas highlighted on the zone map.

In general, parking should be located at the rear of buildings either in underground or wrapped garages; shared parking and decoupled parking should be encouraged within all proposed developments that include parking structures. Consolidation of existing curb cuts is encouraged, while new curb cuts along Georgia Avenue are discouraged.



[Diagram 5.8] Revitalization Strategy for the Piney Branch/Georgia Area



#### [5.4] Zone 4- Missouri Avenue

The Missouri Avenue zone presents a significant opportunity for redevelopment that has the potential to catalyze revitalization throughout the corridor. This zone features one of the corridor's most significant intersections - Georgia Avenue and Missouri Avenue - which functions as an east/west and north/south transportation junction for vehicular and bus modes. The zone, which is bound by Rittenhouse Street and Madison Street, has already seen major private investment through the Brightwood Lofts project with a new full service restaurant located on the ground floor. New development will build upon this initial investment to further expand housing and retail choices. Furthermore, this zone features several community parks and is adjacent to Emery Recreation Center. This proximity enhances the potential for greenway connections along the corridor and into the surrounding neighborhoods.

Throughout the planning process, several issues and opportunities in this zone emerged:

- **Importance of Affordable Housing:** participants emphasized the importance of maintaining a mixed-income neighborhood with affordable housing options for new and existing residents; displacement concerns were also raised.
- **Improved Public Realm:** street lighting and streetscape improvements would make the area feel safer.
- **Improved Retail Offerings:** suggestions for additional retail included a movie theater, bookstore, hardware store, child care facility, gym, and sit-down restaurants.

The vision for the Missouri Avenue intersection is to create a walkable, multi-modal neighborhood center that offers superior retail and housing choices within a vibrant public realm. The building blocks of this vision are already here: near-continuous street frontage along the western side of the street, a large park and recreation facility at Emery Recreation Center, and a large opportunity site for new mixed-use housing and retail center. The Curtis Chevrolet site, discussed further below, can accommodate the entire Missouri Avenue recommended retail program and is the focal point of the zone. The availability of land, combined with the calculated retail market demand, provides a redevelopment opportunity not found at other sites along the corridor.

#### Market Demand & Development Potential

The recommended program for the Missouri Avenue area includes restaurant space, a grocery store, an anchor-type retail store, smaller neighborhood-serving retail, and up to 750 new residential units. Accommodating these uses would require a consolidated mixed-use program at the Curtis Chevrolet site or an ambitious scattered site redevelopment initiative.



**[Diagram 5.9] Missouri Avenue Market Demand**

| USE                         | DEMAND              |
|-----------------------------|---------------------|
| Sit-Down Restaurant         | 20,000 square feet  |
| Grocery Storee              | 40,000 square feet  |
| Junier Format Anchor Store  | 40,000 square feet  |
| Neighborhood Serving Retail | 40,000 square feet  |
| Residential Units           | Up to 750 new units |
| Office                      | 35,000 square feet* |

*\*A projected 35,000 sf of new office development for the entire corridor from Eastern to Decatur.*

If Missouri Avenue were to accommodate all of the redevelopment recommendations, the type of retail would have to be competitive in the local market, and not duplicate what could be found in Columbia Heights, for example. This would establish Missouri Avenue as a retail destination, and allow the site to draw from a larger trade area than originally assumed. Additionally, the concentration of retail at this location would mean that retail demand estimates for other nodes along the Upper Georgia Avenue corridor may have to be scaled back. In this scenario, the redevelopment potential of the corridor would be focused at this Missouri Avenue intersection.

### Development Opportunity Sites

The primary development opportunity site in this zone is on the east side of the 5900 block of Georgia Avenue. These and other sites are discussed and shown on the map below:

- **5900 Block East:** The Curtis Chevrolet site, on the east side of the 5900 block of Georgia, has the greatest potential for new development, especially if adjacent parcels can be assembled or if property owners pursue joint development. The character of the Missouri Avenue area in the future depends on how the site is redeveloped.
- **5800 Block East:** The current site of the Lowest Price Gas Station at the southeastern corner of Missouri and Georgia Avenue is also considered an opportunity to create a gateway to Fort Circle Park system and Emery Park.
- **5800 and 5900 Blocks West:** The west side of the 5900 and the 5800 blocks of Georgia Avenue are currently home to Class B and Class C retail space; redevelopment and infill opportunities could improve the quality of retail space along the corridor and present an opportunity for more desired types of retail in the corridor. These sites are owned by several landowners, so larger-scale redevelopment will require significant parcel consolidation. Not included in this opportunity site is the recent development at the southwest corner of Missouri and Georgia, known as Brightwood Lofts.



## Development Concept Plans

To illustrate the potential development of the Curtis Chevrolet site, the following concept plan has been developed for illustrative purposes only. The conceptual plan assumes joint development or cooperation among property owners to achieve the type of development envisioned. The actual mix of land uses, locations, and configurations of buildings, parking areas and access points will be proposed by individual property owners and evaluated on a case-by-case basis through the development review process.



*The Missouri Avenue site offers an optimal opportunity to catalyze revitalization along the corridor. Potential for a grocery store is most suitable at this location.*

The redevelopment of the site as a large mixed-use development could include between 5-6 stories with ground floor retail, and residential above. With up to 80,000 square feet of ground floor retail, a grocery and supporting neighborhood serving retail and services could be accommodated. Up to 300 residential units can be accommodated on upper stories; residential lobbies and amenities, such as recreation space and community rooms have also been included into Diagram 5.10 conceptual plan.

The market analysis strongly supports the provision of a grocery store at this location as the market conditions feasibly support this use. This site has one of the highest amounts of developable square footage than any other contiguous development opportunity site along the corridor. A major chain grocery store would be a key tenant in the development of this site. The grocery store should have a visible presence on Georgia Avenue that includes a transparent storefront and main store entrance; the development should also accommodate separate entrances for ancillary retail to grocery store, such as a coffee shop, florist, bank, or prepared foods. The architectural vernacular should be articulated both horizontally and vertically to incorporate the redevelopment into the existing building fabric.

The concept plan also includes the adaptive reuse of the unusual streetcar barn on the site, which would contribute to the unique character and history of Georgia Avenue.

The preferred parking arrangement is an underground facility that is accessible from Peabody, 9th Street, or Missouri Avenue. Circulation and access to the site should be carefully considered in relation to existing traffic operations; this is also a critical factor for the parking and loading requirements for a grocery store.

## [Diagram 5.10] Missouri Avenue Conceptual Plan, View to the East

### Revitalization Strategies

Significant redevelopment at the Missouri Avenue opportunity sites will catalyze revitalization throughout the zone and perhaps throughout the corridor. There is a specific set of revitalization strategies that will complement new development and provide short term improvements to the area. These strategies are described below and illustrated in the accompanying zone map. Specific actions items related to each strategy are also included in the Corridor Wide Implementation Plan in section 6.



**Streetscape & Public Realm Improvements.** The intersection of Missouri Avenue and Georgia Avenue is a heavily used by pedestrians, primarily because it is a major bus transfer point and is within close proximity to multi-family residences and community facilities. The awkward intersection and location of stoplights presents challenges for safe pedestrian movement. Restriped and signalized crosswalks with additional lighting, signage, street furniture and public art are planned here under the Great Streets program and further supported in this plan. Public realm improvements should be well coordinated with planned development to minimize disruption to the public realm and preserve public investments.

**Support Existing Business Organizations.** The creation of a thriving neighborhood center can be supported by the work of existing business organizations that provide beautification and business assistance services. The recently established Brightwood Beacon Business Alliance has established a clean team and implemented façade improvement in this zone. It is strongly recommended that funding for façade improvements, business retention programs, clean and safe, and beautification projects be targeted to this zone. As described in the Gateway section, it is also critical to assist existing businesses, particularly west along the 5700 and 5800 blocks, adapt to changing markets and customer bases that often shift with new development. Additional assistance should also be provided to increase the capacity for existing business associations to address the multiple challenges along the corridor. Efforts to coordinate strategies amongst the various Georgia Avenue business associations should also be encouraged through the implementation of this plan.

**Support Existing Business Organizations.** The creation of a thriving neighborhood center can be supported by the work of existing business organizations that provide beautification and business assistance services. The recently established Brightwood Beacon Business Alliance has established a clean team and implemented façade improvement in this zone. It is strongly recommended that funding for façade improvements, business retention programs, clean and safe, and beautification projects be targeted to this zone. As described in the Gateway section, it is also critical to assist existing businesses,

particularly west along the 5700 and 5800 blocks, adapt to changing markets and customer bases that often shift with new development. Additional assistance should also be provided to increase the capacity for existing business associations to address the multiple challenges along the corridor. Efforts to coordinate strategies amongst the various Georgia Avenue business associations should also be encouraged through the implementation of this plan.

**Stewardship of Historic Resources:** The Missouri Avenue area has several structures that may qualify for historic designation; in conjunction with the Brightwood Heritage Trail, this area may become a historic center along the Georgia Avenue corridor. Residents have stressed the importance of balancing the need to preserve historic structures with the need to revitalize the area. This plan encourages the creative adaptive reuse of historic structures in ways that preserve the contributing elements to a structure's historic character. Designation of specific historic landmarks should be pursued with the support of the surrounding neighborhoods and elected officials.

**Affordable Housing.** The development of new and preservation of existing affordable housing is a corridor wide priority, but particularly encouraged in this zone because of the availability of large sites for redevelopment. Property owners should consider Inclusionary Zoning (IZ) requirements in their predevelopment planning; marketing available IZ units to existing residents in the area is highly encouraged. In addition to new production, preservation of existing affordable units should be focused on in this area. The Department of Housing and Community Development includes Georgia Avenue as a priority funding area in their annual Notice of Funding Availability. The District should actively engage owners of multi-family buildings to properly maintain their buildings and consider renovation where feasible. In addition, District and non profit partners should identify any buildings where there is negligent property management that may threaten the health and safety of residents.

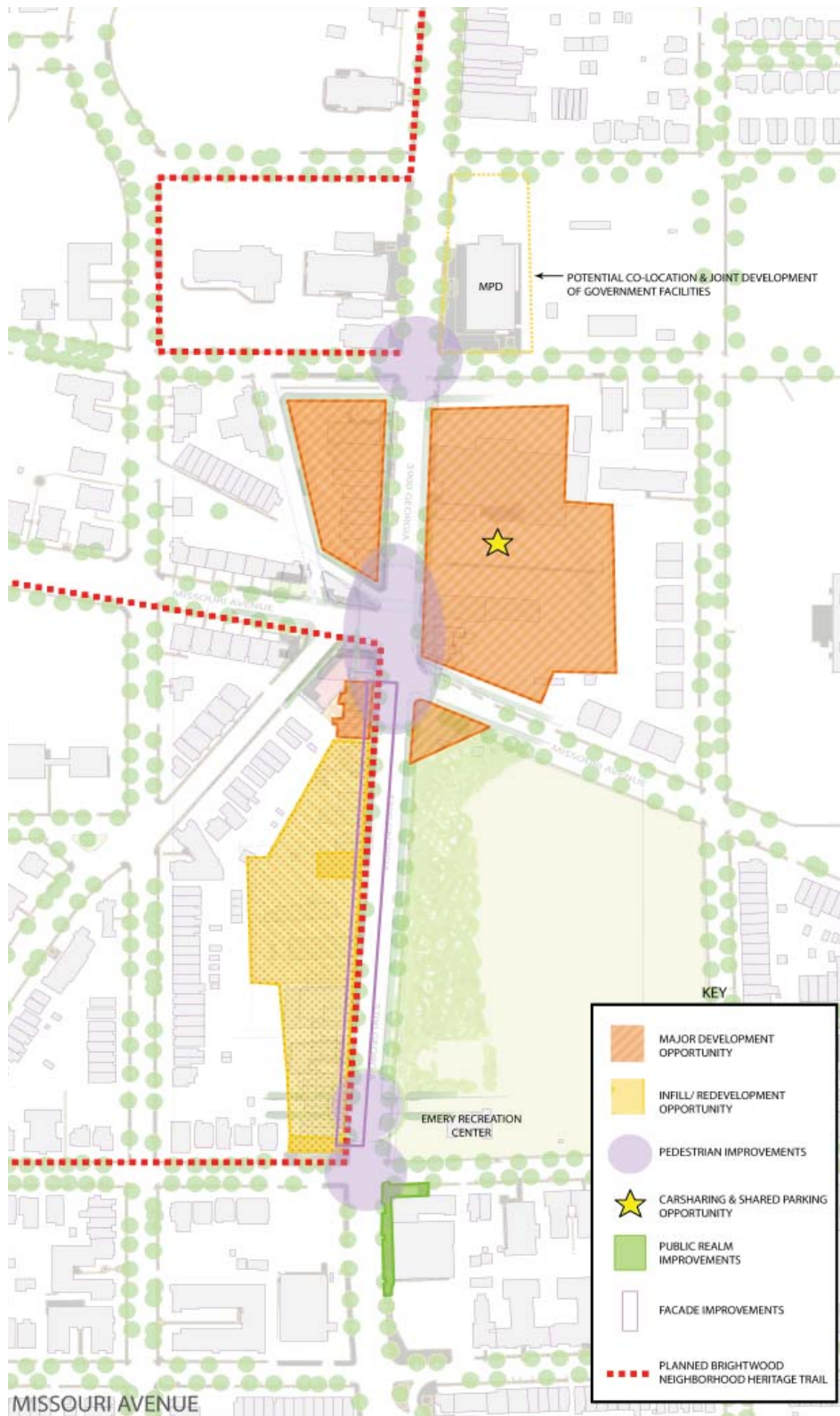
**Co-location and Joint Development of Government Facilities.** The District government has prioritized the efficient use of all District government owned property without compromising the effective delivery of government services. The Metropolitan Police Department Fourth District Headquarters is located at 6001 Georgia Avenue; the existing low scale property sits on a large site and includes surface parking. Any future redevelopment of that site should engage the community in a site specific planning process to establish guiding principals and determine community needs for additional public facilities or services that could be jointly developed at the site.

**General Development Guidelines.** It is critical that all proposed development, including sites not considered as opportunity sites, be consistent with the development guidance for this zone. New medium density development in this zone can be achieved under the existing C3A zoning. Development, especially at the opportunity sites discussed below, should provide ground floor retail and residential above. The plan encourages construction to the maximum by-right building envelop because there is compatibility with higher density residential areas that surround the zone. Additional height and density proposed in a Planned Unit Development (PUD) would be acceptable in the zone, however, a PUD is discretionary and subject to approval by the District's Zoning Commission. In all cases, height and density should front Georgia Avenue with appropriate architectural features in the façade design to decrease the appearance of mega blocks.

Ground floor retail with floor to ceiling heights of at least 14 feet shall provide active, pedestrian-oriented retail uses such as cafes, sit down restaurants. Major retail anchors, such as grocery stores, should be particularly sensitive to ensure ground floor uses and façade treatments are pedestrian friendly and transparent. To create a more pedestrian-friendly area, continuous street frontage should be established where possible, and parking should be oriented towards the rear of buildings either in underground or wrapped garages; car sharing and shared parking opportunities should be included in any proposed developments that include parking structures. Additional curb cuts off of Georgia Avenue are highly discouraged unless there is a consolidation of existing curb cuts through redevelopment.



[Diagram 5.11] Missouri Avenue Area Revitalization Strategy





## [5.4] Zone 5- Arkansas Avenue and Kennedy Street

This zone begins at Madison Street and extends to Decatur Street, the southern study area boundary. While just a few blocks south of the Missouri Avenue intersection, this zone has a different physical character and development potential.

Throughout the planning process, several issues and opportunities in this zone emerged:

- **Beautify and clean:** clean up the corridor through clean and safe activities; also improve building the facades.
- **Improve retail choices:** The current proliferation of fast food sites, gas stations, used car lots, liquor stores and additional retail establishments of this type should be discouraged. Suggestions for new retail include a sit-down restaurant, bookstore, and cafes.
- **Improve public spaces:** the park at Arkansas Avenue has the potential to become a beautiful public space and site of neighborhood themed public art.
- **Eliminate vacant and abandoned properties:** remove blighted properties and repurpose buildings to achieve the goals of this zone.

The vision for this zone relies on the revitalization of vacant and underutilized parcels that are visually unappealing within the neighborhood, but also provides an opportunity to create additional retail and housing choices. The pocket park at the intersection of Georgia and Arkansas offers a prime opportunity to provide additional open space and recreational uses for adjacent neighborhoods. By reengaging the park through public realm improvements, this very urban and high trafficked area will have a visual relief of green open space.

The area features the gateway to Kennedy Street, an emerging neighborhood-serving main street corridor that serves the adjacent residential communities of South Manor Park and Brightwood Park. A separate revitalization plan for Kennedy Street, from Georgia to North Capitol, has been developed with community stakeholders and elected leaders over the past year. Recommendations that address the intersection of Kennedy and Georgia are complementary in each Plan. This 'gateway' onto Kennedy Street is envisioned for moderate density, mixed-use development, with opportunities for housing and ground floor retail.

### Market Demand & Development Potential

Although both Arkansas Avenue and Kennedy Street intersections have concentrations of existing retail, the larger trade area within a one-minute drive-time of Kennedy Street has the potential to support additional retail through infill development.

### Opportunity Sites

The Kennedy Street NW Revitalization Plan identifies the Georgia and Kennedy intersection as an opportunity site to create a main-street entrance to the corridor. Development opportunity sites here include:

- **5500 Block East:** Gateway site to Kennedy Street includes the former Wings n Things carry-out restaurant.
- **5400 Block East:** Gateway site to Kennedy Street includes Lee's market.
- **5000 Block East:** On the east side of Georgia Avenue, the entire 5000 block of Georgia Avenue (across from the triangle park) has been identified for redevelopment. This auto-oriented block,

with a gas station, auto sound store, and carry-out, should also be redeveloped with more appropriate uses.

- **4900 and 5100 Blocks West:** On the west side of Georgia Avenue, George's Carry-Out and Metropolitan Imports (car repairs).

### Development Concept Plan

The conceptual site plan that was developed for the Kennedy Street NW Corridor Revitalization Plan, by Goody Clancy Consultants, illustrates the redevelopment potential for two of the opportunity sites.

### [Diagram 5.12] Kennedy Street Illustrative (View from the South) and Site Plan (View from the North)



identified above: the east side of the 5500 and 5400 blocks. The conceptual plan assumes joint development or cooperation among property owners to achieve the type of development envisioned. The actual mix of land uses, locations, and configurations of buildings, parking areas and access points will be proposed by individual property owners and evaluated on a case-by-case basis through the development review process.

The two parcels on the north and south sides of the Kennedy/Georgia intersection are currently occupied by a one story commercial building with unsubstantial building facades and service areas. This plan supports the recommendation of the Kennedy Street Revitalization Plan to redevelop these sites as 3-4 story mixed-use buildings with retail or services on the ground floor and mixed-income housing above. Development of this site has the opportunity to spur revitalization in this zone of the Georgia Avenue corridor and signal the development potential along Kennedy Street.

### Revitalization Strategies

Revitalization in this zone is targeted towards specific improvements and infill redevelopment of vacant properties. These strategies are described below and illustrated in the accompanying zone map; specific action items related to each strategy are also included in the Corridor Wide Implementation Plan in section 6:

**Appropriate Infill Development.** The small, narrow store fronts along Georgia Avenue traditionally functioned as live-work spaces where business owners would live above their ground floor businesses. The physical character of the retail spaces make them unsuitable for national chain tenants and challenging for small businesses. Many properties have fallen into disrepair, are vacant, or currently feature undesirable retail uses such as liquor stores. There is a significant opportunity to fill vacant and underutilized storefronts with active, vibrant retail or mixed-use development. Opportunities for targeted infill development of vacant properties include:

- 5500 Block West
- 5400 block West
- 5100 Block East
- 5000 Block West
- 4900 Block East

**Support Existing Businesses & Business Organizations.** The recently established Beacon Brightwood Business Alliance (BBBA) also serves this zone and portions of Kennedy Street. A similar package of services and technical assistance offered to businesses near Missouri Avenue should also be targeted to this zone either by BBBA or a similar non profit organization. Façade improvements, business retention programs, clean and safe, and beautification projects are crucial to improving the physical character, safety, and perception of existing businesses in this zone. Establishing a main street organization would be appropriate here because of the physical character of corridor and potential for businesses to be engaged in the development of the corridor. Additionally, active resident groups and institutions would provide for the necessary volunteer support needed to make a main street successful. Efforts to coordinate business improvements strategies amongst the various Georgia Avenue business associations should also be encouraged through the implementation of this plan.

**Arkansas Ave. Park Beautification.** The beautification and renovation of the existing triangle park on the west side of Georgia Avenue at Arkansas would improve its usage as a community open space amenity. Improvements to the park should be complemented by public realm improvements and public art to improve the pedestrian experience in this zone. Establishing a community partnership for stewardship and coordinating with the Department of Park and Recreation are essential actions for the implementation of this revitalization strategy.

**Streetscape and Transportation.** Streetscape improvements through the Great Streets program are planned for a portion of the zone from Decatur to Hamilton Street. Striped pedestrian crosswalks, public benches, tree planters, trashcans, and light post signs would make Georgia Avenue a more walkable street, and encourage residents to walk to nearby retail.

**General Development Guidelines.** It is critical that all proposed development, including sites not considered as opportunity sites, be consistent with the development guidance for this zone. If parcel assemblage creates development parcels of significant size, then new low to moderate density development consistent with the existing C2A zoning should provide ground floor retail and residential above. Ground floor retail with floor to ceiling heights of at least 14 feet shall provide active, pedestrian oriented retail uses such as cafes, sit down restaurants. To create a more pedestrian-friendly area, continuous street frontage should be established where possible, and parking should be oriented towards the rear of buildings either in underground or wrapped garages; additional curb cuts off of Georgia Avenue are highly discouraged unless there is a consolidation of existing curb cuts through redevelopment.

[Diagram 5.13] Kennedy Street and Arkansas Avenue Area Revitalization Strategy







## SECTION 6

### CORRIDOR REVITALIZATION IMPLEMENTATION

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#### [6.1] Corridor Revitalization Implementation Plan

The revitalization of Upper Georgia Avenue will involve physical improvements, coordination among public and private entities, harnessing various financial resources, and the continued participation of community stakeholders. This plan provides a framework for the revitalization of the corridor through eleven key goals. In Section 5 these revitalization goals were linked to particular zones where they are the most applicable or would serve the greatest need. Here they are presented comprehensively and are linked together to create a broad corridor wide strategy. The specific strategies, timeframe, responsible agencies, and possible financial resources for each goal are listed in the Implementation Strategy Matrix at the end of this section.

##### 1. Target financial incentives to catalyze redevelopment at key opportunity sites

Encouraging housing and commercial development at the key redevelopment sites on the corridor is an important priority of this plan. The Office of the Deputy Mayor for Planning and Economic Development (DMPED) has several resources and economic development tools to assist redevelopment projects that contribute to the economic revitalization for Upper Georgia Avenue. These are primarily application based programs that include: property tax abatements, revenue bonds, grants and loans. These resources may be used for gap funding or predevelopment to assist in the production of housing (especially affordable and workforce housing), local business development, local jobs, and property acquisitions.

DMPED also administers the Neighborhood Investment Fund (NIF), an annual fund to finance improvements in targeted DC neighborhoods. One of the target areas is called Brightwood/Upper Georgia Avenue, which includes Georgia Avenue between Kennedy Street on the south and Fern Street to the north. NIF resources could be used to support predevelopment, acquisition or possibly

construction in the Kennedy Street, Missouri Avenue, and Piney Branch Road opportunity areas.

The Deputy Mayor's office, through the Great Streets Initiative, is also considering the use of Tax Increment Financing (TIF) along the corridor through the establishment of a TIF district. TIF is a tool that can encourage revitalization in underserved neighborhoods through coordinated and committed public investments as well as through leveraged private investment. When a public project is implemented, there is an increase in the surrounding real estate values. The increased site value and development creates more taxable property and increased tax revenues, called the "tax increment". Tax increment financing involves dedicating that tax increment to pay the debt of the original public project. TIF districts usually exist for approximately 20 years, enough time for the bonds that funded the improvements to be paid off. A TIF district could improve the attractiveness of the Upper Georgia Avenue corridor for residents, potential investors, and business owners. The plan recommends that DMPED undertake study to determine the feasibility of establishing a TIF district and the most appropriate way to structure the program.

Additional local and federal grant funding to assist with the redevelopment of gas station sites along the corridor, especially in Zone 3 Piney Branch, should be pursued to assist with costs related to environmental remediation and site preparation.

#### ***Implementation Priority Areas:***

- Gateway opportunity sites
- Walter Reed
- Piney Branch opportunity sites
- Missouri Avenue opportunity sites
- Arkansas/Kennedy opportunity sites

## **2. Revitalize the urban fabric between opportunity sites through strategically acquiring vacant and underutilized properties and implementing façade improvements.**

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As discussed in Section 5, there are areas between the opportunity sites that have vacant buildings, underutilized or car-oriented pad sites and dilapidated storefronts. Small changes to these sites will have significant impacts on the economic vitality and revitalization of the corridor.

Specific recommendations under this strategy include identifying owners of vacant or underutilized properties and engaging them in specific reuse discussions. The Office of Planning has established a Rapid Response Planning program that provides design services to property owners that enable them to test redevelopment potentials on their properties. This plan recommends that OP select 2-3 owners along the corridor to participate in this program. For example, there are several underutilized retail properties located between Rittenhouse and Sheridan which could be acquired and redeveloped or adaptively re-used for the purpose of creating upgraded retail to serve the surrounding neighborhoods.

An additional method for improving the physical condition of the corridor between the opportunity sites is to address dilapidated storefronts through façade improvements. There are several potential funding sources for these improvements, although all programs rely on a strong community based organization to implement the improvements. The Department of Housing and Community Development offers a Storefront Improvement Program using Community Development Block Grant funds; DHCD has already funded façade improvements in zones 1 and 3 that were implemented by existing non profit groups. It is also possible to fund façade improvements through the Neighborhood Investment Fund; NIF is also application based and requires a nonprofit entity to implement the program.

**Implementation Priority Areas:**

- Arkansas - 5100 Block East
- Kennedy - 5500 Block West, 5400 Block West and East, 5300 Block East
- Piney Branch - 6200 Block East and West
- Missouri Ave - 5800 and 5700 Block West

**3. Promote the development & preservation of affordable housing**

Inclusionary Zoning (IZ) is a land use tool used to promote a mix of affordable and market rate housing units in residential development projects. It allows developers build more units through a “density bonus” along with other incentives to help the program operate better. IZ applies to new construction of 10 units or more and/or rehabilitation project that expands a building by 50% or more and adds at least 10 new units. IZ will require 8% to 12.5% of the units be affordable for the life of the project. The units are targeted for households with incomes of 50% to 80% of the area median income (AMI), or households under \$34,650 to \$79,200 depending on family size, for most construction types in most zoning districts. (The exception is for concrete/steel buildings located in high density mixed use zones, where units are set aside at the 80% AMI level.) The implementation of the Inclusionary Zoning program is a key strategy for the development of new affordable units at opportunity sites along the corridor.

With the potential for the development of new housing in the study area and likely increase in land costs, condo conversions and renovations may result in the loss of affordable multi-family apartment buildings. There several multi-family subsidized properties located along the Georgia Avenue corridor between Van Buren and Dahlia Streets that could be acquired with the goal of maintaining an affordable housing stock. Currently, the District’s Department of Housing and Community Development has designated the Georgia Avenue corridor as a priority funding area. The District housing agencies, in partnership with non profit organizations, should consider strategies for physically improving these structures where needed, while preserving the affordable units.

Finally, a key strategy for this goal is to ensure that residents have full access to information regarding important government and non governmental resources that will assist them in purchasing and maintaining a home. These include the multiple tax relief programs, such as the Homestead Deduction, First Time Homebuyer Tax Credit, Lower Income, Long-Term Homeowners Credit, and the Lower Income Home Ownership Tax Abatement. Physically maintaining a home can also be challenging to residents and there are programs that will assist homeowners in making critical life and safety improvements and increasing energy efficiency. The Office of Planning, in partnership with the programs’ implementing agencies and elected officials will develop a mechanism to improve the promotion of these programs to ensure maximum participation among area residents. These activities may include an information fair and targeted marketing campaign.

**Implementation Priority Areas:**

- Corridor Wide

**4. Support stakeholders to guide Georgia Avenue revitalization and support local businesses**

There are existing community associations, business associations, Main Street organizations, and community development corporations along the Georgia Avenue corridor that will play a great role in guiding the revitalization process. This strategy recommends supporting the existing organizations through continued financial support of successful programs. The Gateway Georgia Avenue Revitalization Corporation (GGARC) is a good example of a local organization that has been effective in improving the Upper Georgia Avenue corridor. This non-profit association aids in

establishing public-private partnerships in the corridor to manage various revitalization programs, such as façade improvements and real estate marketing.

The Department of Small and Local Business Development (DSLBD) administers the reSTORE DC program. ReSTORE DC promotes the revitalization of neighborhood business districts through a variety of programs, such as retail promotion, economic restructuring, and technical assistance for business operations. One of the program's designated Main Streets is Gateway/Georgia Avenue, bounded by Eastern Avenue to the north and Fern Street to the south. Therefore, the two Gateway opportunity sites, Eastern Avenue and Geranium Street to Hemlock Street, are eligible to use reSTORE DC funds and programs in redeveloping the Gateway area.

Funding for an additional Main Street organization has been established for Ward 4 in the area bounded by Fern Street, 5th Street, Kennedy St., and 16th Street. The plan supports the formation of an additional Main Street organization along the corridor that would focus especially on Zones 4 and Zone 5. Encouraging the development of similar organizations in other areas along the corridor or, if feasible, an organization with a corridor-wide scope, would bring these benefits to a wider area.



A Merchants Association could also benefit the Upper Georgia Avenue corridor. The Capitol Hill area's Merchants Association, CHAMPS, aims to promote business in that area by providing promotional development resources, and networking and educational opportunities. In Upper Georgia Avenue, a Merchants Association could unite corridor retailers, encourage additional retail and office development, and promote the corridor through events and marketing.

All of these groups – existing CDCs, new Main Streets, and a potential Merchants Association – would be active partners in providing assistance to small and local business along the corridor. The Department of Housing and Community Development offers a funding for small business development through federal Community Development Block Grant dollars. In addition, the Neighborhood Investment Fund offers grant funding to eligible applicants for commercial district and small business assistance.

The decision to form a new Main Street or a Merchants Association will depend upon fit the organization type, the needs of multiple stakeholders, and the capacity to support the organization once established. To assist with initial coordination regarding this goal and to guide the overall implementation of the plan, the Office of Planning will create a task force as a forum for bringing together various groups in the implementation process.

#### ***Implementation Priority Areas:***

- Gateway
- Missouri
- Arkansas/Kennedy
- Task Force is a corridor wide activity

#### **5. Improve the public realm in key locations**

In addition to private investment along the corridor, the District will also make a significant contribution to the physical improvement of the public realm. While some improvements are scheduled for implementation in the coming years, there are areas where additional infrastructure



enhancements are necessary to create the walkable, neighborhood-serving corridor envisioned in this plan.

Improvements should begin at key locations where pedestrian activity is greatest including intersections with Decatur Street, Kennedy Street, Missouri Avenue, Piney Branch Road, and Dahlia Street. These improvements would help to support the existing investment in transit improvements along Georgia Avenue and help to attract economic revitalization to key locations. The following public realm improvements would be appropriate along the corridor:

- Sidewalk Improvements
- Enhanced Crosswalks, including stamped/painted asphalt or curb ramps with specialized materials.
- Wayfinding signage
- Public Art
- Washington Globe or other lighting fixtures
- Street Furniture, including benches, trash receptacles, planters, and enhanced bus shelters.
- Street Trees

The District Department of Transportation (DDOT) manages and maintains street trees, sidewalks, crosswalks, and other public realm amenities. Streetscape improvements will therefore primarily be the responsibility of DDOT and any partnering agencies. With limited resources and great demand, this plan recommends that Tax Increment Financing be explored as a gap financing mechanism for streetscape and public realm improvements along the corridor. Streetscape improvements beyond those sanctioned in DDOT's Public Realm Design Handbook may require specific maintenance agreements with developers or community groups.

Maintaining a vibrant streetscape is an essential element of encouraging a walkable corridor and safe atmosphere. Beautification activities, such as community plantings, clean and safe teams, and graffiti removal are key strategies that could be used along Georgia Avenue. These strategies rely on active community organizations for implementation; grant funding for beautification activities is available for selected areas of the corridor through the Neighborhood Investment Fund.

#### ***Implementation Priority Areas:***

- Piney Branch
- Missouri Avenue Intersection
- Arkansas/Kennedy

## **6. Enhance the Open Space Network**

The Fort Circle Parks System is one of the original grand plans for Washington's celebrated park network. In 1902, the McMillan Commission's Plan originally proposed the Fort Circle Drive as a unifying element to unite historic Civil War features and lands were purchased for this effort over the next century. While 1902 plan has not been fully implemented, the National Park Service would like to develop a pedestrian oriented Fort Circle Parks trail. In the study area, the trail roughly follows the greenspace along Missouri Avenue, winding north along 9th Street, then west along Peabody Street to Fort Stevens and then southwest toward Rock Creek Park.



OP has partnered with the National Park Service, the National Capital Planning Commission and the Department of Parks and Recreation to implement the Capital Space Plan which will identify key strategies and mechanisms to facilitate linking the Fort Circle parks with a greenway to encourage visitation to and between the historic civil war sites and provide a safe natural environment for all to enjoy.

The plan also proposes a series of smaller parks and open spaces that will create a network that extends north along the corridor. This includes a public plaza at the Gateway development, open space along the edge of the Walter Reed campus, an inviting Gateway to Emery Park at Missouri Avenue, and the beatification of Arkansas Avenue park.

#### ***Implementation Priority Areas:***

- Gateway
- Walter Reed
- Missouri Avenue
- Arkansas Avenue

### **7. Develop new, state-of-the-art critical services facilities on Georgia Avenue**

The study area includes several critical services facilities including the 4th District Metropolitan Police Department (MPD) headquarters, Engine Company #22 and Engine Company #24. During the implementation timeframe of this plan Engine Company #22 and the MPD headquarters may be relocated or consolidated to provide new state of the art public facilities. Joint-se and or co-location strategies must be a critical component of any District facility construction project. Such a strategy will maximize limited District government resources and provide additional capacity for adaptive re-use and/or new mixed-use development along the corridor. When these sites become available, the planned land use, the development guidelines in this plan and the zoning should guide the new uses that are accommodated. Additional community engagement for both sites will be necessary to ensure that proposed uses are compatible and meet community needs.



#### ***Implementation Priority Areas:***

- Walter Reed – Engine Company #22
- Missouri – MPD Fourth District Headquarters

### **8. Pursue joint District/Federal Redevelopment Goals at Walter Reed Army Medical Center**

Due to Base Realignment and Closure (BRAC) legislation, Walter Reed Army Medical Center is anticipated to close by 2011. As of spring 2006, the Department of the Army planned to convey the site to the General Services Administration (GSA) and the Department of State (DOS) for reuse which might include secure office space or foreign missions. DMPED has led the District's efforts to engage in the transition process for Walter Reed through our Local Redevelopment Authority since the Base Realignment and Closure (BRAC) Commission made the decision to close Walter Reed in November 2005.

A mix of Federal and limited District uses at the Walter Reed site would provide for the space needs of the Federal government, which are significant, given that it is the largest employer in the District and increase economic development along Georgia Avenue. District uses on the site should include commercial development of neighborhood-serving retail, state-of-the-art local public facilities and open space/recreation area along Georgia Avenue NW. This is the optimal development scenario for this important site.

**Implementation Priority Areas:**

- Walter Reed

**9. Investigate innovative parking solutions for the Upper Georgia Avenue Corridor.**

The District has a complicated dynamic of managing limited parking opportunities in the face of increasing parking demands. Attempts to adequately provide parking in the District is largely determined by the off-street parking requirements of the Zoning Regulations, on-street curb parking regulated by the DDOT, and perceived needs by individual uses.

Improved parking for businesses and neighborhood residents is an issue that is linked to new development projects on Upper Georgia Avenue. Parking is particularly important in areas where the redevelopment sites are smaller in size, such as the Gateway area. Effective parking solutions including shared public/private parking facilities and better management of on-street parking spaces can provide for retail redevelopment and neighboring residents. New development should also feature, to the extent feasible, car-sharing and shared parking programs that decouple parking spaces from specific residential or commercial tenants.

**10. Refine existing Mixed Use Districts through the zoning re-write process**

Throughout the public participation process, residents articulated a desire for a future Georgia Avenue with improved commercial uses. Residents are concerned about the overabundance of gas stations, carry-outs, and liquor stores along the corridor, and want more sit-down restaurants and higher-end retail options. Residents of other neighborhoods share these concerns. An examination of the mixed use zones (C-2-A and C-3-A) as part of the update of the District's zoning regulations should consider how to:

- Encourage more housing along the corridor,
- Encourage improved commercial uses
- Restrict additional undesirable uses, e.g. gas stations
- Provide design standards for new buildings, especially where existing low density residential neighborhoods abut commercial corridors
- Set Planned Unit Development guidelines
- Establish mixed-use development
- Encourage a pedestrian-friendly environment.

The Office of Planning has established working groups on twenty topics that are open to public participation. The commercial corridors working group will specifically take up this issue in the Fall of 2008. OP will work with community organizations and the Council to ensure that residents are notified when the working group begins its exploration of this issue.

**Implementation Priority Areas:**

- Corridor Wide



## [6.2] Implementation Matrix

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| Goals  | Recommendations   | Lead Implementing Agency | Funding Source | Timeframe |
|--|---|--------------------------|----------------|-----------|
| <b>1. Target financial incentives to catalyze redevelopment at key opportunity sites</b> | Study the feasibility of establishing a TIF District along Georgia Avenue   | DMPED, OP                | 1-2 years      | 1-2 years |
|  | Support redevelopment at key opportunity sites through the use of property tax abatements, revenue bonds, NIF funding, and other DMPED controlled funding sources | DMPED                    | Ongoing        | Ongoing   |
|  | Promote the availability of grant funding for the redevelopment of brownfield sites to qualifying property owners   | DDOE, OP                 | Ongoing        | Ongoing   |



| Goals   | Recommendations  | Lead Implementing Agency | Funding Source  | Timeframe |
|---|--|--------------------------|---|-----------|
| <b>2. Revitalize the urban fabric between opportunity sites through strategically acquiring vacant and underutilized properties, façade improvements, and landscape buffering</b> | Identify vacant and abandoned properties along the corridor and engage property owners in specific reuse discussions   | DMPED                    | NIF   | 1-2 years |
|   | Support expansion of façade improvement programs in zones 1, 3, and 4  | DMPED, DHCD              | DMPED: Neighborhood Investment Fund; DHCD: Storefront Improvement Program                     | Ongoing   |
|   | Engage 2-3 property owners in the Rapid Response Planning Program to develop site concepts for vacant or underutilized properties  | OP                       | OP Program Budget   | Ongoing   |
| <b>3. Promote the development and preservation of affordable housing</b>  | Implement the District's Inclusionary Zoning Program   | DHCD, DMPED              | OP, DMPED, DHCD Program Budgets   | 1-2 years |
|   | Target improvements and preservation of subsidized multi-family apartment buildings  | DHCD                     | Housing Production Trust Fund; Federal housing resources (CDBG, HOME)                         | 2-5 years |
|   | Improve the promotion of existing District Government and non profit programs that will assist homebuyers to purchase and maintain their homes. These include: Homestead Deductions, Tax Credits, Weatherization and Energy Retrofits, Single Family Home Rehabilitation Program, First Time Homebuyer Assistance, and Housing Counseling. | DHCD, DDOE, OTR          | Federal housing resources (CDBG, HOME); Federal environmental and energy assistance resources | Ongoing   |

| Goals  | Recommendations   | Lead Implementing Agency       | Funding Source  | Timeframe |
|--|---|--------------------------------|---|-----------|
| <b>4. Support the formal organization stakeholders to guide Georgia Avenue revitalization and support local businesses</b> | Establish a Georgia Avenue Task Force to guide implementation of this plan  | OP and community organizations | reStoreDC, NIF  | 1-2 years |
|  | Support the application for a new Main Street organization along Georgia Avenue, especially one that covers Zone 4 and 5.   | DSLBD                          | reStoreDC Program Budget  | 1-2 years |
|  | Fund small business assistance including training, technical assistance, façade improvements, and marketing   | DMPED, DHCD                    | DMPED: Neighborhood Investment Fund; DHCD: Community Development Block Grants | Ongoing   |
| <b>5. Improve the public realm in key locations</b>  | Implement planned streetscape improvements along the corridor   | DDOT, OP                       | Great Streets   | 2-5 years |
|  | Explore use of TIF funding for additional streetscape improvements along the corridor   | DMPED                          | Tax Increment Financing   | 1-2 years |
|  | Support beautification activities by non profit organizations and community groups including the establishment of clean and safe teams, greening/plantings, and graffiti removal          | DMPED                          | Neighborhood Investment Fund  | Ongoing   |
|  |   |                                |   |           |
| <b>6. Enhance the Open Space network through Fort Circle Park trail</b>  | Continue partnership with NPS and NCPC on the Capital Space program and develop specific recommendations for enhancing access and safety to the Fort Circle Park System at Georgia Avenue | OP                             | Capital Improvement Budget  | 2-5 years |
|  | Include open space in the form of public plaza and pocket park as a public amenity for new development at opportunity sites along the corridor  | Private Development            | n/a   | Ongoing   |
|  | Pursue beautification of the Arkansas Avenue park   | DPR, Community Organizations   | Capital Improvement Budget  | 2-5 years |
|  |   |                                |   |           |

| Goals   | Recommendations  | Lead Implementing Agency | Funding Source             | Timeframe |
|---|--|--------------------------|----------------------------|-----------|
| <b>7. Develop new, state-of-the-art critical services facilities on Georgia Avenue</b>          | Continue discussions between Engine Company #22 relocation interagency working group, federal agency partners, and the Council regarding the siting of the new fire station on the WRAMC Campus.   | OP, OPM, FEMS, MPD       | Capital Improvement Budget | 5+ years  |
|   | Through the Capital Improvement Budgeting process, explore the potential joint-use or co-location tenants for the 4th District police station property in order to fully utilize the site and provide critical District services. Engage the community and the Council in these discussions. | OP                       | Capital Improvement Budget | 5+ years  |
|   |  |                          |                            |           |
| <b>8. Pursue joint District/federal redevelopment goals at Walter Reed Army Medical Center.</b> | Continue discussions between the District, federal agency partners, and the Council regarding the use of the stand-off zone along Georgia Avenue as open space and for retail, parking, community facilities, and public facilities.   | OP, DMPED, OPM           | n/a                        | 5+ years  |
|   |  |                          |                            |           |
| <b>9. Investigate innovative parking solutions for the Upper Georgia Avenue corridor.</b>       | Update DDOT's Georgia Avenue Parking Study to modify any recommendations to accommodate new development projected in this Plan.  | DDOT, OP                 | DDOT Program budget        | 1-2 years |
|   | Pursue public parking facility opportunities along the Walter Reed campus to serve the Gateway neighborhood and potential new federal tenants  | OP                       | Capital Improvement Budget | 2-5 years |
|   | Evaluate Transportation Demand Management plans for new development to ensure adequate support for alternative modes, car-sharing, shared parking, and other key strategies to maximize the efficient use of parking and decrease car dependency   | DDOT, OP                 | n/a                        | Ongoing   |

| Goals  | Recommendations  | Lead<br>Implementing<br>Agency | Funding<br>Source | Timeframe |
|--|--|--------------------------------|-------------------|-----------|
| <b>10. Refine existing Mixed Use Districts through the Zoning Re-write process</b> | Establish commercial corridors working group to address the needs of the city's commercial corridors and examine the relationship between commercial uses and the surrounding residential zones. | OP                             | OP Program Budget | 1-2 years |



## **Acknowledgements**

The Upper Georgia Avenue Plan is the result of active involvement of all parts of the community. This includes individuals residents, neighborhood organizations, business owners, property owners, elected officials and government agencies.

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## SECTION 7

### APPENDIX

#### Notes on the Final Plan

The following notes on the final plan are in response to additional guidance offered by the Council of the District of Columbia, Committee of the Whole. The Council approved R17-0708, the Upper Georgia Avenue Great Streets Redevelopment Plan Approval Resolution of 2008, on July 15, 2008.

- 1). The Office of Planning (OP) clarifies that no zoning changes are proposed along Georgia Avenue between Geranium and Hemlock Street, and that future development should show great sensitivity to the scale transitions between proposed development on Georgia Avenue and adjacent residential single family lots toward the rear of the proposed development, particularly where there are narrow or shallow lots along Georgia Avenue, including strong encouragement of set-backs and step-downs on these lots. (The Committee notes that the underlying zoning is a C-2-A along Georgia Avenue between Geranium Street and Hemlock Street, where maximum permitted matter-of-right height is 50 feet, and where any Planned Unity Development (“PUD”) would permit a maximum height of 65 feet only if the Zoning Commission approves such a PUD after giving great weight to the view of the affected Advisory Neighborhood Commissions (“ANC’s”).
- 2) OP clarifies that decisions regarding the proposed relocation of Fire Engine Company #22, from its current location at 5760 Georgia Avenue, shall be made first and foremost on the District’s ability to meet critical life and safety needs. Further, the Committee of the Whole encourages OP, the Office of Property Management, and the Department of Fire and Emergency Management Services to engage the community in additional dialogue regarding the site selection process and the design of the preferred site on the Walter Reed campus at the intersection of Georgia Avenue and Aspen Street in order to minimize noise and other impacts of the firehouse upon the residents on Aspen Street.
- 3). OP Clarifies in the plan implementation section the need to pursue both the long term strategy of a proposed municipal parking garage on the Walter Reed campus and a short term strategy to alleviate parking shortages in the Gateway sub area. Such strategies recommended in the plan include: full implementation of the DDOT parking study recommendations for the Georgia Avenue Gateway area, shared parking in new development, and car sharing services.