



NEIGHBORHOOD INVESTMENT FUND
GOVERNMENT OF THE DISTRICT OF COLUMBIA

OFFICE OF THE DEPUTY MAYOR
PLANNING AND ECONOMIC DEVELOPMENT



**Bloomingdale / Eckington
Investment Plan**

Mayor Adrian Fenty

**Office of Planning
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introduction



All photos in this document were taken by the Office of Planning unless otherwise noted.

A Vision for Targeted Community Investment

The Neighborhood Investment Fund (NIF) is an annual non-lapsing, revolving fund to finance economic development and neighborhood revitalization in 12 target neighborhoods. Created by the District of Columbia Council in 2004, the NIF was designed to provide a pool of resources to support investment and revitalization in emerging and distressed neighborhoods. Moreover, the Council envisioned NIF as contributing to a broader economic development tool kit to achieve a critical mass of investment needed to make a significant and visible impact in its target neighborhoods.

To that end, the District of Columbia Office of Planning in partnership with the NIF Program's implementing agency, the Office of the Deputy Mayor for Planning and Economic Development, worked with community stakeholders in each target area to develop an investment plan. The target area investment plan is designed to identify community priorities for NIF investments and to set an investment agenda for NIF resources over a five year period.

The Bloomingdale Target Area Investment Plan presents an overview of the NIF program, a background of the target area, description of the planning process, and the resulting investment goals and strategies. Significant community engagement through public meetings with a variety of community stakeholders was integral to the development of the plan. These partnerships, fostered through the planning process, are essential to the implementation of the investment plan, as many strategies can only be realized through community driven projects.

Creating the Fund

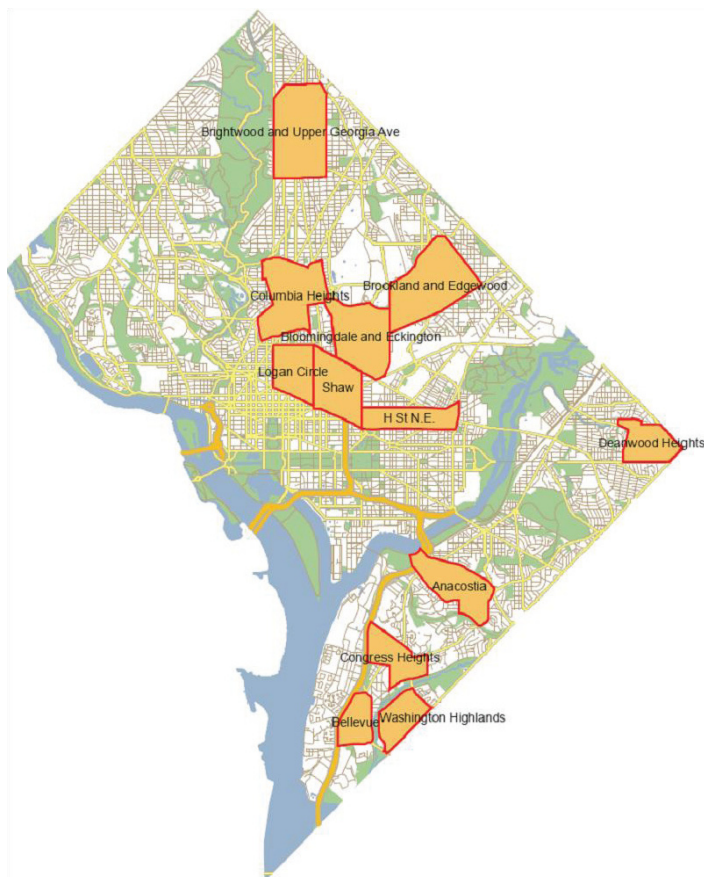
The District's economic boom, which began in earnest in 2000, brought significant public and private investment to Downtown Washington. According to the Washington DC Economic Partnership, over \$13 billion dollars has been invested in projects completed since 2001 in Wards 2 & 6 (primary Downtown DC

area) with another \$29 billion invested in projects under construction, planned or proposed. This investment has spurred a renaissance in the physical development of the city and also a transformation of the District's reputation in the region, across the country, and throughout the world.

Despite rapid changes downtown and in the adjacent neighborhoods of Penn Quarter, Gallery Place, and Logan Circle, the majority of the District's neighborhoods, especially those East of the River, have been largely untouched by this growth. This well documented period of uneven growth created a multitude of consequences from rapid escalation of housing costs, loss of affordable housing stock, and further concentration of poverty in distressed neighborhoods of the District. The Neighborhood Investment Act was created in this context of raising the profile and importance of investing in District neighborhoods - its people, places, and assets.

The Neighborhood Investment Act of 2004 (NIA), which established the NIF program, was created out of several pieces of similar legislation proposed in 2003 to provide resources for targeted neighborhood investment. The initial thrust for creating a targeted investment program grew from community organizing around making neighborhoods a top city priority and paralleled similar efforts such as the Strategy Neighborhood Investment Program developed by the Williams Administration. The Washington Interfaith Network was integral in advocating that the Council and the Williams administration place "Neighborhoods First."

The NIA legislation created a non-lapsing, revolving fund outside of the General Fund, called the Neighborhood Investment Fund (NIF). The NIF is funded through an annual appropriation of 17% of a personal property tax, not to exceed \$10 million. The NIA mandates that the Mayor prepare and submit to the Council an annual spending plan for how the NIF will be utilized in the 12 neighborhood target areas designated in the NIA. The District of Columbia's Office of the Deputy Mayor for Planning and Economic Development is charged with implementing the Neighborhood Investment Fund program and the requirements of the NIA.



Neighborhood Investment Fund (NIF) Target Areas

Source: Office of Planning

The target areas defined in the NIA legislation were selected by the Council because of their status as emerging or distressed neighborhoods where targeted investment would have maximum impact. There are NIF target areas in every Ward, except Ward 3. They include: Anacostia, Bellevue, Congress Heights, and Washington Highlands in Ward 8, Deanwood/Deanwood Heights in Ward 7, H Street in Ward 6, Brookland/Edgewood and Bloomingdale/Eckington in Ward 5, Brightwood/Upper Georgia Avenue in Ward 4, Logan Circle and Shaw in Ward 2, and Columbia Heights in Ward 1. Subsequent amendments to the NIA in 2007 have expanded the Columbia Heights and Deanwood Heights target areas. A map of the NIF target areas can be found in the Appendix of this plan.

One of the requirements of the NIA legislation is for the Mayor to develop NIF Investment Plans for each of the target areas using input from community stakeholders including the Advisory Neighborhood Commissioners, residents, business owners, faith community, not for profit organizations, among

other groups. The purpose of the Investment Plan is to set community priorities for how the NIF funds should be utilized in the target area over a five year period. The Investment Plan, which is the subject of this report, fulfills the legislative requirement for the Bloomingdale target area.

Operating the Fund

Each year the Mayor submits a spending plan to Council outlining how the annual appropriation of NIF funds will be utilized in the 12 target areas. The funds are intended to be used on projects that realize the goals of economic development and revitalization in the target areas. The spending plan can feature a diverse range of projects that will make significant investments in the areas of economic development, community facilities, housing, education, job training and development. NIF also facilitates creative partnerships among District agencies, the non-profit sector and the private sector. Currently, there are five funding programs supported by the NIF that provide grant and loan assistance for a range of projects. They include: Neighborhood Grants Program Target Area Project Grant, Predevelopment Grant Fund, Land Acquisition Predevelopment Loan Fund, and NIF Government Projects. Future fiscal year spending plans may include these programs or replace them with other initiatives that meet the goals of the NIF program.

Typically, the Office of the Deputy Mayor for Planning and Economic Development releases a Notice of Funding Availability or Request for Proposals when funding for the program becomes available. Projects are selected based on the eligibility requirements of the program, the project's public benefit, ability to leverage resources, and catalytic effects. With this investment plan, projects in the Bloomingdale target area must be supported by the community investment goals and priorities identified in this investment plan. Future investments from the NIF will ensure the expenditures are compatible with the goals of this plan and that all NIF funds are being utilized to implement its objectives.

NIF was established largely due to community organizing and its implementation relies on target area

stakeholders becoming instigators of change within their own communities. The structure of the fund empowers community stakeholder groups to apply for funding to accomplish the goals of the plan. By utilizing the funding opportunities described above, these groups truly will become partners with the District in realizing change at the neighborhood level.

Defining an Investment Agenda

Clearly not all of the goals identified in this investment plan can be or should be addressed solely by the Neighborhood Investment Fund. Many of the issues raised through the planning process are long standing structural issues that have impacted this target area for many years. The Fenty Administration is dedicated to using the broadest range of District resources to address the problems of affordable housing, local retail development, public safety, education, among other issues. Therefore, the investment plan also includes recommendations where other District resources, such as the District's capital budget, Housing Production Trust Fund, and Community Development Block Grants, could be utilized to achieve the goals of this plan. Moreover, NIF will be used to fill gaps in funding availability and applicability of existing government programs. In this context, the Fenty Administration envisions NIF as a critical tool within a comprehensive strategy to improve neighborhoods in the District.

The following section provides an overview of the Bloomindale target area, including a demographic portrait and current revitalization initiatives.



NIF resources empower community organizations to provide necessary programs and activities to improve and revitalize struggling neighborhoods in the District.

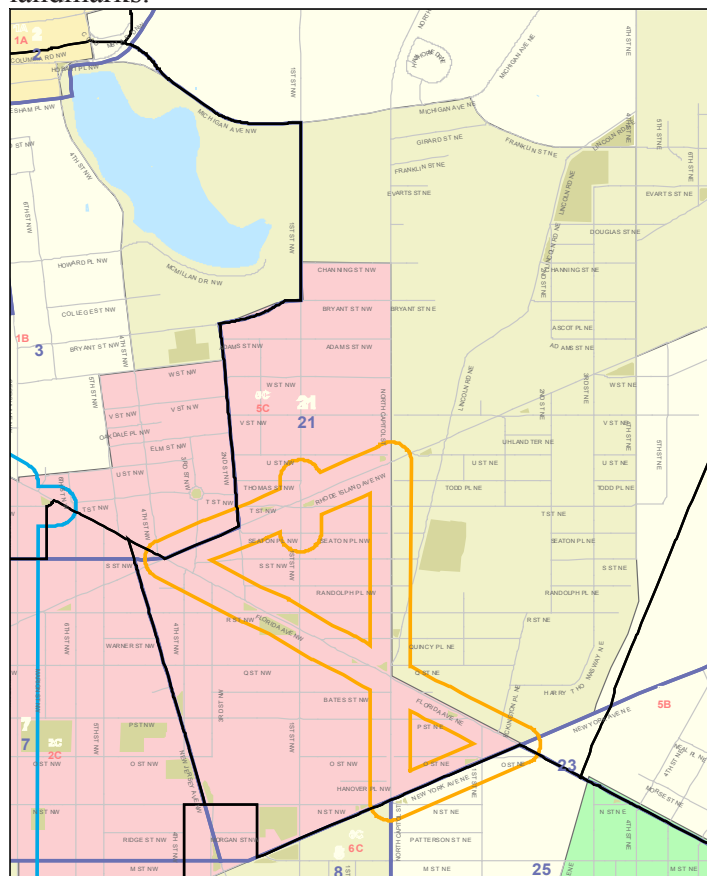
target area background



Statistics used in this chapter were obtained from the Office of Planning State Data Center unless otherwise noted.

Description and Characteristics

The Bloomingdale/Eckington Neighborhood Investment Fund (NIF) area also identified as Target Area #7 is bound by New York Avenue, NE, moves along Florida Avenue to 4th Street, NW, extends north along 4th Street to 5th Street, then east along Michigan Avenue, NW to Franklin Street, NE, continues east along Franklin Street to 4th Street to the CSX rail yard, advances south to New York Avenue, NE then southwest along New York Avenue, NE to Florida Avenue creating a unique and multifaceted neighborhood. This NIF area while mostly residential in nature is just outside the Center City core and to a great extent continues the urban fabric and the street grid extending from downtown. Bloomingdale and Eckington are dissected by commuter corridors such as Florida Avenue, Rhode Island Avenue and New York Avenue with the two communities split from each other by North Capitol Street. Bloomingdale and Eckington are home to many historic and noteworthy landmarks.



The McMillan Sand Filtration Site was constructed by the federal government in 1906 as the water purification for the District of Columbia. The uniqueness of this 25 acre plant is that it relied on a slow sand filter process rather than chemicals to clean and sanitize the public water supply. According to the DC Preservation League, the site was dedicated as a memorial to Senator James McMillan (R-Michigan), for his work as chairman of the Senate Commission on the Improvement of the Park System and his efforts in shaping the development of the city at the turn of the 19th century. In 1985 the McMillan site was replaced with a new rapid sand filter plant. The original facility was purchased by the District of Columbia in 1987 and has remained virtually unused and undisturbed since then. Recently, the Office of the Deputy Mayor for Planning and Economic Development launched a planning effort to develop a master plan for the McMillan site. The neighborhoods around this historic site have been engaged by the development team selected by the city to provide input and help shape a plan for redevelopment of the old facility while retaining its historic significance.



Office of the Deputy Mayor for Planning and Economic Development

In the spring of 2008, McKinley Technology High School celebrated the graduation of its first senior class since it was closed in 1997. Under the direction of the now defunct Control Board, this school along with several other DC Public Schools, was determined to be underutilized and was deemed a surplus campus. McKinley opened at its current 2nd and T Street location in 1928 with an all white student body. In June of 1954 DC public schools including McKinley via Executive order from President Dwight D. Eisenhower were ordered to integrate. By 1960 the majority of the students attending McKinley High were African-American. Enrollment peaked in the

late 1960's and began to decline to a low enrollment of 500 students in the mid-1990's. In 2000 the old McKinley High School was given a new lease on life. With a new vision for a technology campus, it was decided that the unoccupied McKinley school was the best location for this state of the art facility. The school reopened on September 1, 2004 with grades 9 and 10. On August 28, 2006 the school had a complete program with grades 9-12 and an enrollment of 800 students.



McKinley Tech High School

The historic Metropolitan Wesley African Methodist Episcopal Zion Church located at R and North Capitol Street was founded in 1832. According to the Journal of Negro History written by Carter G. Woodson and Rayford Whittingham Logan in written in 1932, its founding officers declared that it was the first independent church organized in Washington, DC by colored people. The Metropolitan Wesley AME Zion Church served as a station on the famed "Underground Railroad". It is also the birthplace of the first public school for Washington's African-American children is the "Mother Church of the witness of the African Methodist Episcopal Zion Church in the nation's Capitol.



Renowned architect, Harry Wardman left an indelible impression on the build environment of Washington, DC. The Washington Post reports that not only did Mr. Wardman design landmark edifices such as the Jefferson, St. Regis and Hay-Adams Hotels, he also designed approximately 3,000 residential homes in Washington, DC. Of these at least 2,000 were for the middle-class workers with families. Bloomingdale is no exception with many of the original row homes located here as part of Wardman's legacy.

Issues and Opportunities

The Bloomingdale/Eckington NIF area, even though physically divided by major commuter corridors like North Capitol Street and Rhode Island Avenue, is unified by many common issues as well as opportunities. The neighborhood make-up of this area includes older established neighborhoods with solid housing stock; both single family as well as multi-family types. Neighborhood streets are lined by mature trees and are accented by hanging baskets with flowering plants. This target area has good transit access both bus and rail with the New York Avenue Metro Station being the newest addition.

You will find a mix of old traditional brick and frame homes here as well as the more contemporary masonry and glass structures. Because of its proximity to a commercial rail line, Eckington has more of an industrial quality to it with warehouses and distributions facilities located here. As with most neighborhoods in the northeast quadrant of the District, neighborhood serving retail can be found here in certain areas, however, the scale and density of this vicinity has hampered the development of more thriving commercial nodes.

Approximately 24 percent (16,843 people) of the Ward 5 population reside within the Bloomingdale/Eckington NIF area. This neighborhood has remained a predominantly African-American community since the late 1960's early 1970's (92.5%) which is higher than all of Ward 5 (86.7%) and the District as a whole (60%). Only 3.3 percent of the population here is Latino which is less than the District as a whole (7.9%). This NIF area also has a slightly higher percentage of 18 to 24 year olds (18.5%) compared to

Ward 5 (11.1%) and the District (12.7%).

Sales prices for single family homes in Bloomingdale and Eckington have risen significantly between 1999 and 2008. According to bloomingdale-dc-realestate.com, the average home price in Bloomingdale and Eckington is approximately \$400,000. This represents an increase of 40% since 1999. This explosion in home prices can be seen all over the city suggesting that urban areas like Bloomingdale and Eckington are appealing residential neighborhoods. It has heightened the fear of many that lower and moderate income families may be forced out of the community.



The average income in the Bloomingdale/Eckington NIF area is \$34,222 annually, compared to the city-wide average of \$40,127. Over 45% of the residents here have achieved better than a high school diploma compared to 51.5% for the city as a whole. Residents here want quality education for their children and are involved with determining how schools that are slated for closing in this community will be utilized. Residents see themselves faced with major growth and development and are concerned about how their community will be impacted.

Planning and Development Activity

Anyone passing through the Bloomingdale/Eckington NIF area may not immediately be aware of the extensive growth and development that is taking place here. Extending north from the North of Massachusetts Avenue (NOMA) development area and New York Avenue Metro Station, the Eckington community has already been enhanced by several developments including the XM Satellite Radio Headquarters, McKinley Technology High School and



the Pepco Substation located in the Capitol Commerce Center along Harry Thomas Sr. Way. There are several additional projects that have been recently completed or that are in the development pipeline in and around the Bloomingdale/Eckington NIF area.

Parker Flats

The recently completed Parker Flats at Gage School developed by Urban Realty Advisors offers a total of 92 condominium units in both the renovated school building that was built in the early 1900's and additional newly constructed condominiums added to the site. There will be 33 units in the restored 1904 Gage School and the 59 in the two newly constructed buildings on the surrounding school grounds. The units will range in size from 550 - 1,300 sq. ft. and prices originally started in the low \$200's, with a top sales price of \$625,000.



Old Engine Company No. 12

The old Engine Company 12, located at the corner of North Capitol Street and Quincy Place NW, was built in 1897 and is one of the District's 29 pre-World War II firehouses. Vacant for nearly a decade the Washington Business Journal states that this three-story, 10,000-square-foot neighborhood icon will become home to 2020 Martini, a restaurant concept by of the Cleveland-based Garrett Entertainment Corp. Plans for the second floor call for a lounge atmosphere with live music performances, where pizzas and sushi will be delivered by a glass-enclosed conveyer belt resembling a ladder. A proposal is being developed for nearby XM Satellite Radio to have occasional broadcasts from a mini-studio located on site. The third floor will be devoted to the Mocha Fusion Coffee Lounge, an espresso bar. And finally, a rooftop deck will offer tapas.



<http://bloomingdaleneighborhood.blogspot.com>

St. Martin Apartments/116 T Street

St. Martin's Catholic Church, a member of the Bloomingdale community for over 100 years has partnered with Catholic Community Services. They will invest over \$28 million to build affordable rental housing. According to St. Martin's this will be the first affordable housing development in this community for over three decades. The project site is located on a two acre site across the street from McKinley Technology High School. The development will incorporate the old convent that still stands on the lot and consists of 184 mixed income apartment units. The site will include 134 underground parking spaces, a tree lined court yard and meeting space that can be used by the entire community.



www.ncpc.gov

Armed Forces Retirement Home

The Armed Forces Retirement Home (AFRH) is located at Irving and North Capitol Street, NW. This 272 acre campus is home to more than 1,200 enlisted military veterans. The Home offers a multitude of services to its residents including health care facilities, private rooms, dining rooms, and a golf course just to mention a few. As a strategy to support its operations AFRH, proposes to use a portion of its real estate holdings to create a mixed use development on the site. The Home plans to lease a significant portion of the southeastern section campus to private developers. The 77-acres in this area, identified as zones 3 & 4, will be developed first. According to the Washington, DC Economic Partnership, Zones 3 & 4 will be developed by Crescent Resources which plans on building approximately 3,300 residential units, 950,000 sq. ft. of office, 140,000 sq. ft. of retail space, medical office space, a hotel, 25 acres of open space and 77 transitional housing units for military veterans. Phase one (scheduled to be completed by 2012) will encompass the adaptive reuse of one of the historical buildings into the boutique hotel, the construction of two residential buildings and the beginning of the office development.

McMillan Sand Filtration Site

The 25-acre McMillan Sand Filtration site is bounded by North Capitol Street (E), Michigan Avenue (N), First Street (W) and Channing Street (S). The site is expected to be redeveloped into a mixed-use project that could include residential, retail, office and park space. The Deputy Mayor for Planning and Economic Development selected Vision McMillan from among five bidders as its development partner. It is anticipated that the project will include affordable housing and 35 percent of the local contracting opportunities will go to certified local, small and disadvantaged businesses (LSDBEs). Vision McMillan is working with the community surrounding McMillan to craft a site plan that is in-line with the character of the neighborhood captures the historic significance of the original water filtration function and provides a mix of uses including residential, retail, commercial and open green space.



Rhode Island Avenue Gateway

The Washington DC Economic Partnership reports that the proposed project located near the intersection of 4th Street and Rhode Island Avenue, NE. was acquired by H Street CDC in 2004. An old warehouse along with three other dilapidated buildings was razed to prepare the site for redevelopment. The proposed site plan now in the Planned Unit Development (PUD) approval process proposes a nine-story, 253,388 sq. ft. residential/retail structure with retail on the first floor. In addition to the PUD process, the project is undergoing additional planning and predevelopment activities.

New York Avenue Gateway

New York Avenue Gateway is a three acre site, located at the intersection of New York and Florida Avenues, NE. Conceptual plans call for approximately 150 hotel rooms, 565,000 sq. ft. of office, 250 residential units, retail and 680 parking spaces. This first building should be completed by the first quarter of 2010. The plan opens to New York Avenue like a gateway that frames views into urban interior spaces, while the tower-like glassy corners of its major buildings create a landmark entry point into the city. The widened and upgraded sidewalks around the property become part of the new network of pedestrian connections from Florida Avenue to New York Avenue and to the New York Avenue Metro Rail Station. The additional major elements of this network include an upgraded bicycle and pedestrian path from the Metro Rail Station; a new traffic signal at Florida Avenue to create safe and convenient access to the project and to a planned public Bus Stop on the north side of Florida Avenue; a stair creating pedestrian connection from the plaza to New York Avenue. The project also provides upgrades to the Metropolitan Branch Trail along the property, with decorative landscape elements.

By and large, residents of the Bloomingdale/Eckington NIF area welcome development with cautious optimism. They are committed to shaping the face of the future by being fully involved with planning activities like small area planning and the Neighborhood Investment Fund.

Table 1

	Total Housing Units	Vacant	Occupied Units	
			Owner Occupied	Renter Occupied
Bloomingdale/Eckington	6,904	11%	48.5%	51.5%
Ward 5	31,044	11%	49%	51%
District	274,845	10%	41%	59%

Table 2

	Population over Age 16	In Labor Force	Employed	Unemployment Rate (Percent)
Bloomingdale/Eckington	13,730	7,633	6,517	14.2%
Ward 5	57,928	32,496	27,545	15%
District	469,041	298,225	263,108	7%

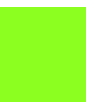
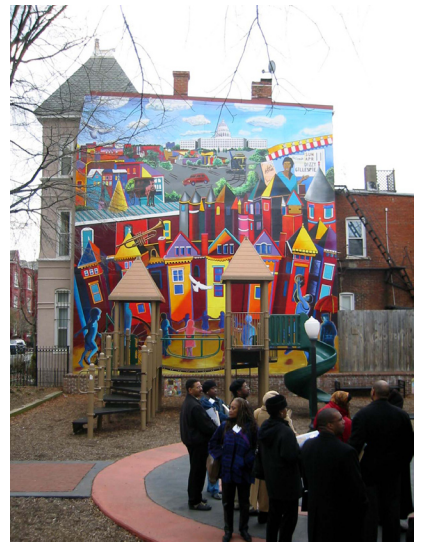
Table 3

Age	NIF Area	Percent	Ward 5	Percent	District	Percent
17 and younger	3,462	21%	15,328	21%	114,992	20%
18-64	11,304	67%	44,275	61%	387,169	68%
65-older	2,166	12%	12,924	18%	69,898	12%
Total	12,979	100%	72,527	100%	572,059	100%

Table 4

	Population	Median Household Income
District	572,059	\$40,127
Ward 5	72,527	\$34,433
Bloomingdale/Eckington	16,843	\$34,222

creating the plan



The Office of Planning (OP) used a two step strategy of reviewing existing neighborhood land use plans and directly gathering community input through various public meetings to determine priority concerns that will be addressed in this investment plan. From this 'menu of options' derived during the process, specific goals and strategies were created to drive NIF spending in the target area. Through this methodology, the OP and the community have established a clear strategy for how NIF resources presented in this investment plan should be used in the Bloomingdale/Eckington target area.

OP extensively reviewed recent planning activities within the Bloomingdale/Eckington NIF area. The planning process for the development of each of the land use activities below included significant public outreach to various community stakeholders, residents, ANC/Civic associations, merchants and others. OP reviewed the land use and planning activities below to determine which community concerns were of importance during the development and helped to identify specific community concerns that may indicate an opportunity to utilize NIF resources:

The DC Comprehensive Plan – the Comprehensive Plan is a general land use and policy document that provides overall guidance for future planning and development of the city. The Office of Planning recently completed a two year process of revising the Comprehensive Plan. Community input for this process included open public meetings, briefings with Advisory Neighborhood Commissions, a Mayor's Hearing and two Council Hearings. The Bloomingdale/Eckington NIF area lies within the Mid-City Area Element portion of the plan. (Completed and adopted by DC Council 12/2006)

The Cluster 21 Strategic Neighborhood Action Plan (SNAP) - The Cluster 21 SNAP detailed the top priority issues in neighborhood cluster, as identified by Ward 5 residents. The DC government used the SNAPs to inform and guide decisions on prioritizing city services and capital investment during the Williams Administration. The cluster 21 SNAP includes the neighborhoods of Edgewood, Stronghold, Bloomingdale, Eckington, and Truxton Circle. (Completed 10/2002)

North Capitol Retail Action Strategy - The Retail Action Strategy will include analysis of retail needs and conditions for the city, as well as for a number of more local neighborhood retail centers. The study will particularly focus on commercial areas that are not meeting the full range of needs of nearby residents as well as they could, and that have been unsuccessful in sustaining or attracting viable retail concentrations due to real or perceived market weakness. The North Capitol Street area is one of twenty submarkets/neighborhood commercial districts analyzed in this process. (Estimated completion for Fall 2008)

Additionally, the NIF legislation identifies specific goals that are of importance to each target area. Among the goals of this target area are to clean and seal abandoned buildings, to create affordable housing, build a new recreation center and playground, increase foot and bicycle patrols by the Metropolitan Police Department and to eliminate drug trafficking and street prostitution, eradicate rodents through better vector control; revitalize Bloomingdale and Eckington neighborhood commercial areas, and build affordable housing at the Soldier's Home and McMillan Reservoir sites. These goals were considered and factored into the formulation of the investment plan strategies.

Even though the focus of these plans and policies vary from very broad land use strategies to developing individual parcels, a number of common issues appeared. The three main concerns of emphasis that were addressed during this process were:

Small & Local Business Development - Business development along North Capitol and other major commercial corridors in the target areas are underutilized and struggling. Community residents have said that District resources should be targeted to improve these poor conditions. Community organizations can be empowered to apply for NIF resources to encourage economic revitalization along these major commercial corridors.



Cleanliness and Public Safety - Improving the public realm through streetscape improvements and beautification projects were of significant interest to the community during the development of this plan. NIF resources can be used to fund programs and projects that improve the overall look of commercial corridor. Opportunities to utilize NIF resources to fund activities geared towards street cleaning and safety improvements can help improve the overall look of the area.

Access to Housing - Access to a variety of housing options is a continued concern upon community residents, especially as housing prices continue to rise within the target area and the District, low and moderate income households will have difficulty finding and maintaining affordable housing. Using NIF resources to complement existing District housing programs could assist in the preservation of current affordable housing options.



Access to Recreation - the provision of clean, safe and easily accessible recreation opportunities is a challenge for this target area. With a little under 3,500 children in the target area, NIF resources could be used to fund recreation programs and activities.

OP staff also held two public NIF investment strategy workshops to hear the community's perspective on which issues would best be addressed using NIF resources. The first of two NIF investment strategy workshops were held at Mount Bethel Baptist Church at 75 Rhode Island Avenue on May 21, 2008 and the second on June 5, 2008. The objective of each meeting was to present the information from OP's plan

reviews, to receive input on the investment goals and to have participants prioritize areas that would be the focus of NIF investments.

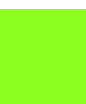
During these meetings OP presented strategies and goals within each of the four primary themes above. Each workshop provided community stakeholders the opportunity to discuss and determine if these goals and strategies were representative of issues still relevant in the community and to also build consensus on which areas should be prioritized in this investment plan. The public was also given the opportunity to offer new goals or strategies they felt needed to be addressed, that may not have been extracted from the initial plan review.

Community members that attended each meeting worked in groups where they discussed the investment goals and strategies in detail. Each goal and strategy was analyzed and cosigned by the group before moving on to the next item. Members of the community were given colored dots and told to place one dot next to whichever item they felt deserved the highest priority. Between the two meetings the goals or strategies that received to highest number of dots were prioritized and will be further discussed in Section 4.

Outreach was conducted for these meetings through repeated postings on community listservs, announcements in area churches, advertising in the City Paper, Hill Rag, direct e-mails to political and civic community leaders, and ANC mailings. In addition to attending civic and community meetings, the OP distributed notices and meeting information to various merchants and property owners along the corridor.

The next section discusses each of the goals and strategies intended to be used for NIF resources that emerged through the planning process.

investment goals & strategies



This section is the investment plan for the Bloomingdale/Eckington NIF Target Area. While there are certainly many broad themes common to all of the NIF Target Areas, each one is ultimately unique and in its own stage of development. Because funding is relatively limited, it is critical to target NIF funds towards specific needs and projects that will have the greatest impact. The investment plan is a direct outcome of the review of existing plans and demographic data, ideas received from area stakeholders as described in the prior sections of this report, and professional analysis by the Office of Planning and District government staff. Some community concerns were confirmed during regularly scheduled civic association meetings, Advisory Neighborhood Commission meetings and Single Member District meetings held during the course of this plan development.

The goals and strategies outlined below are designed to guide NIF investment in the Bloomingdale/Eckington Target Area over the next five years. As such, they include broad, inspirational goals and the specific strategies by which NIF funds can be used to achieve them in the short term. As NIF is just one of many sources of financial assistance from the DC government, this plan also lists complimentary funding sources that may be leveraged to address the issues reflected in the investment goals and strategies. It should be noted that not all of the ideas and concerns raised by the public during the planning process are appropriate for NIF funding. Where possible, these ideas are listed and tied to other potential funding sources.

NIF Investment Goals and Strategies

Goal 1: Promote Economic Development within the Commercial Areas of Bloomingdale and Eckington.

Strategy 1: Engage local Community Development Corporations as well as other neighborhood organizations to target local businesses in need of façade and exterior improvements.

Strategy 2: Fund programs that will assist small and local businesses in need of technical assistance and general business management and operation skills.

Strategy 3: Encourage marketing to attract new businesses and to promote existing business district and main street areas.

Goal 2: Create and maintain a public atmosphere that is welcoming, beautiful and secure

Strategy 1: Support business districts and commercial areas in need of Green Team/Clean & Safe Initiative programs.

Strategy 2: Provide grants for public beautification projects, especially targeted to triangle parks within the NIF area that would benefit from physical enhancements such as benches, chess tables, landscape and maintenance.

Goal 3: Enhance and increase access to youth education and recreation programs.

Strategy 1: Fund the expansion of existing or creation of new after school and mentoring programs.

Strategy 2: Provide supplemental funding for existing programs and activities that encourage youth to participate in cross neighborhood boundary activities.

Goal 4: Preserve the affordability and enhance the historic character of existing housing stock.

Strategy 1: Fund exterior restoration projects of existing housing stock, especially for historic areas of the target area.

Strategy 2: Support programs that assist homeowners with energy efficiency retrofits, developing green roofs and other environmentally sustainable home projects.

Investment Goal #1

Promote Economic Development within the Commercial Areas of Bloomingdale and Eckington.



The commercial center for this Target Area includes Florida Avenue, North Capitol Street, New York Avenue and Rhode Island Avenue. This area suffers from a lack of neighborhood serving businesses, insufficient parking and high vacancy rates. By addressing these critical elements for commercial revitalization, Bloomingdale/Eckington has the potential to reconnect to the long-time concerns of neighborhood residents and be a true economic stimulus for the area and Ward.

The emerging neighborhoods of Bloomingdale, Eckington and Truxton Circle (at North Capitol and Florida) have experienced rising home prices that have tripled since 2000. This coupled with struggling commercial nodes has signaled to the District that revitalization and economic development are prime goals that need to be addressed. In response, the District has developed multiple strategies and provided various funding sources to improve the business environment.

Through NIF resources, public and private investments can be leveraged to enhance and encourage economic development. Specifically NIF funding can be used by eligible non-profits to assist businesses with physical improvements to storefronts, and skill development in retail management and marketing.

Strategy 1: Engage local Community Development Corporations (CDCs) as well as other neighborhood organizations to target local businesses in need of façade and exterior improvements.

The commercial areas along North Capitol Street, Florida Avenue and Rhode Island Avenue continue to struggle and are in need of revitalization. Recently, some limited infill retail development has occurred and has been a significant asset to area residents; however, this haphazard redevelopment pattern has left blocks of underserved retail untouched and the demands of the adjacent residential community still unmet. Since there are a significant number of retail structures that are in dire need of façade or other types of exterior improvements, a comprehensive approach to improving the overall look of these commercial areas is warranted.

Typically, community development corporations and non-profit organizations have the technical expertise to leverage resources and truly impact neighborhoods in a more substantial way. The intent of this strategy is to use NIF funding to improve the overall look of the commercial corridors within this target area. Façade improvements implemented by eligible non-profits and CDCs should be concentrated geographically, both in terms of areas where other façade grants have not been utilized, and in areas where multiple adjacent buildings can undergo façade improvements concurrently to maximize the visual impact on the corridor.

Strategy 2: Fund programs that will assist small and local businesses in need of technical assistance and general business management and operation skills.

In building upon the residents' consensus to provide resources for existing and small businesses, this strategy is intended to increase the capacity of businesses to effectively maintain, improve the quality, or expand their businesses. Because of the emerging NOMA (North of Massachusetts Avenue) commercial district, conditions on the corridor are likely to change dramatically as the surrounding area is redeveloped with offices and high-density housing. NIF funds should be utilized by eligible non profit organizations to assist small and local businesses and provide technical assistance to help improve business plans, help with merchandising, or provide other operational assistance. Existing programs that deliver these services within the target area should be expanded or new programs created where there is a demonstrated gap or need.

Strategy 3: Encourage marketing to attract new and promote existing local business district and main street areas.

The North Capitol/Florida commercial district is similar to other neighborhood serving nodes in this emerging neighborhood struggling to respond to the retail demands of area residents. While efforts to improve its reputation are underway (i.e. the North-of-Massachusetts (NOMA) development and other District-led development initiatives), this target area's commercial districts must first stabilize existing

businesses and then attract additional neighborhood serving businesses to be successful.

Providing a viable commercial district can be challenging, yet an absolute necessity if an area is in need of economic revitalization. During the community outreach process, stakeholders identified a lack of sit-down restaurants and other types of neighborhood serving retail uses. The demographic profile as depicted in Section 2 indicates that a substantial amount of buying power and households can sustain potential growth in the area, yet businesses are languishing and new retail is limited. NIF funds can be used by eligible non-profit to help identify opportunities to support and recruit the optimum mix of retail to serve residents.

While attracting new neighborhood serving businesses is a priority, there is also the opportunity to promote the retail and services offered by existing small and local businesses. For example, some local businesses have existed for years and have a truly loyal, yet small customer base. New residents within the area may not be aware of their services. NIF resources can be used to improve their visibility and market awareness to local residents and ultimately expand their customer base. NIF resources can be used to do joint marketing to attract new retail opportunities, as well as help existing small businesses get the word out about their services.

Other DC Programs, Initiatives and Tools

NIF funds should compliment existing District resources and programs. For example, much of the target area is part of the DC Enterprise Zone. This allows local business and property owners to take advantage of tax credits for creating new jobs and making certain investments. All DC Enterprise Zone areas are also eligible for the DC Revenue Bond Program, which offers below market rate loans to businesses, non profits, and other entities for a variety of capital improvement projects.

The Department of Housing and Community Development (DHCD) focuses some of its resources on small business and commercial corridor development. DHCD funds projects that support existing businesses, attract new and diverse businesses and provide technical assistance to small business

owners. DHCD also provides assistance to non-profits and community based organizations to provide façade improvement within specific commercial areas.

The Department for Small and Local Business Development (DSLBD) is an advocate for small, minority and disadvantaged businesses based in the District of Columbia. DSLBD provides local small businesses with seminars, business certification, and notice of technical assistance opportunities. Also, the Enhanced Business Information Center (e-BIC) provides small businesses with training and computer software to assist with their business needs.

Investment Goal #2:

Create and maintain a public atmosphere that is welcoming, beautiful and secure



Improving the physical condition and overall look of the Bloomindale/Eckington neighborhoods has been a long time goal of the community. The commercial corridors in the area have the potential to provide necessary services to area residents, however without the combination of attracting quality retail and providing assistance to existing struggling businesses, the commercial areas of this target area will continue to suffer. The physical disrepair along this area's commercial corridors should be improved to help the overall viability of the corridor.

Improving the overall look of these corridors by leveraging resources to target deteriorating areas will help attract activities and investment that will greatly benefit economic revitalization. The following strategies can help improve this area's overall look by funding programs that support the following community service activities through NIF funds:

Strategy 1: Support business districts and commercial areas in need of Green Team/Clean & Safe Initiative programs.

This target area's commercial corridors function with small nodes of retail crowded by pedestrians, cars, buses and other types of activities, all co-existing at once. Despite regular trash collection and street cleaning services from the Department of Public Works (DPW), trash-filled streets and over-filled trash cans tend to be significant concerns among business owners and residents. A key element of successful commercial areas is providing the customer base with a clean and safe physical environment within which to shop. This strategy will focus NIF funds on activities geared toward street cleaning.

Stakeholders during the NIF process identified the provision of a clean and safe or 'Green Team' as an ideal activity for the neighborhood to meet some of the physical improvements and beautification goals. Eligible non-profit organizations are encouraged to develop the concept and implementation strategy for Green Team type services in the target area. NIF funding can be used to support these activities or expand the coverage of existing clean team services offered in adjacent areas. These activities should work in conjunction with DSLBD reStore DC programs, the Office of the Deputy Mayor for Planning and Economic Development (DMPED) Great Streets Program, or the DPW.

Strategy 2: Provide grants for public beautification projects, especially targeted to triangle parks within the NIF area that would benefit from physical enhancements such as benches, chess tables, landscape and maintenance.

In addition to clean streets and sidewalks, this area could also benefit from beautification projects that would significantly improve the overall look of the commercial corridors. Characteristics of vibrant communities include the provision of unified street amenities and other beautification projects that create a sense of place for residents to feel happy, comfortable and safe within their neighborhood.

NIF funds can be used by eligible non profits to implement and maintain street greening activities (flower pots, hanging plants, tree maintenance and low

impact development) and safety improvements (extra lighting for the retail shops, block watch).

Other DC Programs, Initiatives and Tools

The District Department of Transportation (DDOT) completed the North Capitol Street Improvement Study in 2004. The purpose of the study was to address transportation conditions along the commercial corridors of the Bloomingdale/Eckington Target area which include North Capitol Street, First Street NW, Rhode Island Avenue, Florida Avenue and New York Avenue. This study analyzed transportation issues including vehicular operations, transit service, and pedestrian safety. Streetscape and beautification improvements anticipated from this study should leverage NIF resources to improve this area's overall vitality. NIF funds should not be used to duplicate services or programs offered in the target area by existing district-funded projects.

Investment Goal #3

Enhance and increase access to youth education and recreation programs.



Of the almost 17,000 residents living in the Bloomingdale/Eckington NIF area, 14.8% are between 5 and 17 years of age and 18.5% are between 18 to 24 years old. This represents almost one fourth of the population of this NIF target area. Many youth in this community are without positive role models to emulate or activities to increase their education and enrichment. According to residents of this NIF area, youth seem to lack the basic values and skills needed to cope with life and prepare themselves for a positive, productive the future. During the planning meetings for this target area, participants expressed

an urgent need to fund programs that engage youth of all ages in productive activities. This programming could take place after school, on weekends and during the summer. Residents described the need for comprehensive workshops that would educate as well as provide recreation and job/life skill development, enabling youth to secure a better future.

The Washington, DC metropolitan area has an abundance of organizations that address the specific needs of youth. Many organizations in the District area funded by The Children and Youth Investment Trust Corporation and NIF funding should not be used to replace this funding, rather expand programs to meet the needs of this target area. District of Columbia Public Schools, Department of Employment Services, and Department of Parks and Recreation also provide District youth with opportunities for employment, skills building, and enrichment. While NIF funding can not be used to duplicate existing District funded programs, funds could be used to expand any or all of these programs and target them to the youth in this target area.

An additional issue identified by residents is the dearth of public space in this Target Area, wherein additional community based programs may be implemented. With only one recreation center in this NIF target area, the Harry Thomas, Sr. Recreation Center, is bursting at the seams with youth involved in a variety of programs. With so many children and youth taking advantage of the offerings at the center, activities are being conducted in shifts. Two schools in this Target Area are being closed for reuse. There are an abundance of churches with basements and fellowship halls that could be used to provide space for implementing these desperately needed programs.

The following strategies are recommended in order to achieve the goal of enhancing and increasing access to existing and new youth education and recreation programs.

Strategy 1: Fund the expansion of existing or the creation of new after school academic enrichment and mentoring programs.

As discussed above, there is a strong desire in the community to enhance the quality of life for the youth in this Target Area. NIF funding could be used to

assist eligible non-profit organizations in providing supplemental academic enrichment for school aged children through mentoring, tutoring and assistance with homework. Residents expressed an interest in identifying creative ways to develop and implement life and job skill training programs for high school aged youth as well as those out of school. It was felt that similar programs could also be offered for any one in the community who could benefit.

Strategy 2: Provide supplemental funding for existing and new programs and activities that encourage youth to participate in cross-neighborhood boundary activities.

While planning for the expansion of existing programs for youth and the introduction of new activities, residents expressed concern over the perceived neighborhood boundaries limiting some youth and adults from traveling to and being active in other neighborhoods. Some participants of the NIF planning process felt the need to create innovative ways to overcome the territorial nature of youth and young adults. NIF funding could be used to year round programming in team sports, academic competitions and other social activities that would encourage youth to bond and bridge apparent neighborhood conflicts. Perhaps a modified “ropes course” offering both indoor and outdoor experiences would encourage youth from different neighborhoods to better identify and embrace their similarities and abandon their differences.

Investment Goal #4

Preserve the affordability, maintain and enhance the historic housing stock, especially for historically designated portion of the NIF target area.




In discussing the issues surrounding this investment goal the community identified these concerns related to housing. First, there is a noticeable decrease in the number of affordable housing units for purchase or rent. Working class families have an extremely difficult time remaining or locating to the Bloomingdale/Eckington NIF Target Area. Another concern was regarding senior citizens wanting to down size and remain in the community are not able to do so due to the lack of affordable housing. These are very critical issues for the Bloomingdale/Eckington NIF target area, however, NIF funds can not be used to address them at this time. The District of Columbia does have other resources that can assist in preserving affordable housing.

Other DC Programs, Initiatives and Tools

The District government has four Homeowner Opportunities programs (such as the Home Purchase Assistance Program, and the Single Family Residential Rehabilitation Program), five Affordable Housing Development programs (such as the First Right Purchase Assistance Program, and the Tenant Purchase Technical Assistance Program) and three Housing Community Development programs (the Multi-Family Housing Rehabilitation Loan Program, Housing Finance For Elderly, Dependent, and Disabled , and the Housing Production Trust Fund Program) that can be accessed and utilized to preserve and develop affordable housing units in the area.

The housing stock in Bloomingdale and Eckington varies in age and condition. Some of the older homes date back to the early 1900's. Residents were concerned that there was a lack of qualified, trustworthy contractors identified to repair and or restore the exterior and interior historic properties in this neighborhood. Additionally, the stark reality of the high cost of home heating fuel and the detrimental effects of diminishing natural resources on the planet, has led to greater considerations for energy efficiency. Residents expressed the need to evaluate their homes in an effort to reduce their impact on natural systems. The DC Department of the Environment offers grant programs for residential conservation, weatherization, appliance replacement and home energy audits.

Strategy 1: Fund exterior restoration projects of existing housing stock, especially for historic areas of
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the target area.

The Historic Preservation office is the appropriate agency to take the lead in educating residents on exterior restoration projects, whether or not a property is not located in an historic district. Having historic significance may afford the homeowner access to future grant funds to be used for certain types of maintenance and/or restoration needs. NIF funds could be used by a non-profit or community development organization to develop a database of reliable and qualified contractors skilled in the restoration and maintenance of historic properties.

Strategy 2: Support programs that assist homeowners with energy efficiency retrofits, developing green roofs and other environmentally sustainable home projects.

According to Office of Planning's research, "green" buildings reduce the impact of the built environment on natural systems and public infrastructure through six primary ways: the site plan, reduction of water use, reduction of energy use, materials, quality of interiors and innovative design. An existing residential structure can be retrofitted to effectively reduce its carbon foot print, thereby decreasing its negative impact on natural systems. Remedies such as green roofs, energy efficient doors, windows and appliances should be encouraged. Where possible, assistance should be provided to homeowners enabling them to increase the energy efficiency of their property.

NIF funds could be used to conduct a survey of homes and commercial properties in this NIF target area to determine the need for and type of energy retrofits accessible to the consumer. A non-profit or community based organization could engage in a block by block survey and determine the most practical and efficient methods for conservation and sustainability. A database of qualified contractors that do energy retrofitting could also be developed and maintained by the non-profit organization.

Conclusion

The Council of the District of Columbia created the Neighborhood Investment Fund to greatly enhance areas of the city that historically have not experienced the kind of growth and economic development that

other neighborhoods have witnessed. The goal of NIF is to positively affect these targeted communities by providing financial resources that specifically address concerns that residents through a public process identified as priority. A primary objective of the program is to leverage neighborhood assets, including people, places, institutions, businesses and partnerships to improve the quality of life at the community level.

In Bloomingdale and Eckington residents placed emphasis on the need for economic development within the commercial areas as well as public safety and an overall sense of security. Residents also expressed the need for academic enrichment, recreation and job/life skills development for youth and adults. And finally residents consider the protection of the historic character and the affordability of housing in their community as key to stabilizing this target area. The community spirit is strong in Bloomingdale and Eckington and residents are committed to realizing the benefits of the NIF for their target area.

This plan will provide guidance for the next five years on how NIF funds should address the needs of the Bloomingdale/Eckington target area. Once approved by the Council of the District of Columbia, the Office of the Deputy Mayor for Planning and Economic Development will be able to make decisions on how NIF funds will be utilized. This investment plan is meant to be a guide for community development corporations and non-profit groups interested in providing a myriad of services within the NIF target areas. Through data analysis, stakeholder input and needs prioritization with residents, business owners and civic leaders, this plan will empower citizens to leverage NIF resources and produce noticeable changes in Bloomingdale and Eckington.



Office of Planning



appendix



**District Owned Properties
Bloomingdale and Eckington**

Department	Property Address	Lot and Square	
DC PUBLIC SCHOOLS/ OFFICE OF PROPERTY MANAGEMENT (LEASED)	0101 T ST NE (101 LINCOLN RD NE)	3530	0891
DC PUBLIC SCHOOLS	0319 OAKDALE PL NW (2025 3RD ST NW)	3082	0826
DC WATER & SEWER AUTHORITY	200 BRYANT ST NW	3069	0853
DEPARTMENT OF PARKS & RECREATION/ DEPARTMENT OF HUMAN SERVICES	1735 LINCOLN RD NE	3527	0808
DEPARTMENT OF HUMAN SERVICES	1735 LINCOLN RD NE	3530	0892
DEPARTMENT OF PARKS & RECREATION	1743 LINCOLN RO NE	3530	0894
DC HOUSING AUTHORITY	1802 2ND ST NW	3098	0138
DC HOUSING AUTHORITY	313 S ST NE	3571	0806
DC HOUSING AUTHORITY	314 RANDOLPH PL NE	3571	0801
DC HOUSING AUTHORITY	316 RANDOLPH PL NE	3571	0800
DC PUBLIC SCHOOLS	326 R ST NE	3574	0032
NATIONAL CAPITAL REVITALIZATION CORPORATION	2501 1ST ST NW	3128	0800
DC HOUSING AUTHORITY	311 S ST NE	3571	0805
DC PUBLIC SCHOOLS	300 BRYANT ST NW	3069	0854
DEPARTMENT OF PARKS & RECREATION	300 EVARTS ST NE	3549	0806
DC HOUSING AUTHORITY	2101 - 2115 4TH ST NW	3070	0091
DC HOUSING AUTHORITY	2105 1ST ST NW	3118	0025
OFFICE OF PROPERTY MANAGEMENT	2305 1ST ST NW	3124	0027

Department	Property Address	Lot and Square
DEPARTMENT OF PARKS & RECREATION	3RD ST NE	3552 0813
OFFICE OF PROPERTY MANAGEMENT	49TH ST NE	3530 0895
DC PUBLIC SCHOOLS	4TH ST NW (300 BRYANT ST NW)	3069 0855
DC PUBLIC SCHOOLS	4TH ST NW (300 BRYANT ST NW)	3069 0856
DEPARTMENT OF TRANSPORTATION	4TH ST NW (300 MCMILLAN DR NW)	PAR 01080006
DEPARTMENT OF PARKS & RECREATION	DOUGLAS ST NE	3552 0814
DEPARTMENT OF PARKS & RECREATION	LINCOLN RD NE, CHANNING ST NE, 2ND ST NE	3542 0001
DC HOUSING AUTHORITY	W ST NW	3070 0095
DEPARTMENT OF PARKS & RECREATION	NW	RES 03110000
OFFICE OF PROPERTY MANAGEMENT	NORTH CAPITOL ST NE	3567 0812
DC HOUSING AUTHORITY	0325 CHANNING ST NE	3555 0087
DC HOUSING AUTHORITY	0334 - 0336 V ST NW	3082 0040
DC PUBLIC SCHOOLS	0355 W ST NW (300 BRYANT ST NW)	3069 0067
DC HOUSING AUTHORITY	0018 ADAMS ST NW	3123 0114
HOME AGAIN	0057 BRYANT ST NW	3127 0107
HOME AGAIN	0100 BRYANT ST NW	3125 0061
DC PUBLIC SCHOOLS	0200 DOUGLAS ST NE	3552 0816
DC HOUSING AUTHORITY	0217 - 0231 V ST NW	3070 0085
DC HOUSING AUTHORITY	0230 - 0232 W ST NW	3070 0094
DC HOUSING AUTHORITY	0233 - 0247 V ST NW	3070 0086
DC HOUSING AUTHORITY	0236 - 0238 W ST NW	3070 0093

Department	Property Address	Lot and Square
DC HOUSING AUTHORITY	0240 - 0242 W ST NW	3070 0092
DC HOUSING AUTHORITY	0249 - 0251 V ST NW	3070 0087
DC HOUSING AUTHORITY	0253 - 0255 V ST NW	3070 0088
DC HOUSING AUTHORITY	0257 - 0271 V ST NW	3070 0089
DC HOUSING AUTHORITY	0273 - 0287 V ST NW	3070 0090
DC HOUSING AUTHORITY	11 R ST NE	3521 0099
DEPARTMENT OF PARKS & RECREATION	0301 FRANKLIN ST NE	3550 0801
OFFICE OF THE DEPUTY MAYOR FOR PLANNING & ECONOMIC DEVELOPMENT	1626 NORTH CAPITOL ST NW	3101 0001
DC HOUSING AUTHORITY	1709 3RD ST NE	3571 0009
DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT	1831 2ND ST NE	3568 0804
US ARMY CORPS OF ENGINEERS	1856 1ST ST NW	3128 0801
DEPARTMENT OF PUBLIC WORKS	201 BRYANT ST NW	PAR 01080008
DC HOUSING AUTHORITY	2012 3RD ST NE	3564 0035

acknowledgments



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