

Central 14th Street Vision Plan and Revitalization Strategy



Government of the District of Columbia
Vincent C. Gray, Mayor

July 12, 2012
Final draft to District Council

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Introduction to Central 14th Street

Central 14th Street is undergoing a transformation. Greater private interest and investment accompanied by a rebound in population have spurred the District to plan for the corridor's revitalization. This plan is designed to address the changes occurring along central 14th Street and how the District and private enterprise can move forward on tailored goals and recommendations.

This section of 14th Street has a 100-year history of planned settlement. During the late 19th and early 20th centuries, the present-day 14th Street corridor north of Columbia Heights did not exist; rather it was a sparsely developed rural landscape. North of Spring Road, the land to either side of what would become an extended 14th Street consisted of several tracts of land ranging in size from small one-acre parcels to an 80-acre farm owned by local horticulturalist, John Saul.

Following publication of the Permanent Highway Plan in 1897 and in anticipation of suburban growth moving north, the North Columbia Heights Subdivision became the first of several residential subdivisions along the future extension of 14th Street. In 1906-1907, the Capital Traction Company extended its 14th Street streetcar line from its then terminus at Park Road, to Colorado Avenue. In 1907, near the northern end of the line, Capital Traction constructed the Decatur Street Car Barn (the current Washington Metro Area Transit Authority (WMATA) Bus Barn, designed by noted architect Waddy Wood.

Beginning in 1915, the first commercial buildings were introduced along 14th Street at the end of the streetcar line. These buildings, located in the 5500 block of 14th Street at Colorado Avenue filled the triangular site and offered store frontages on both 14th Street and Colorado Avenue. Several years later, in 1920, developer Charles E. Wire began the wholesale development of the street's first long rows of commercial buildings, developing a row of one-story commercial buildings between Crittenden and Decatur streets; two years later, he constructed the group of commercial buildings just to the south, along the 4600 block of 14th Street. This collection of one-story stores was interrupted at its center by a theater building, also built by Wire. The Park Theater, operated by Hoffman Bros., opened in 1924. It was apparently unable to compete with the Tivoli Theater at Park Road, and by 1928 had already closed and was shortly thereafter converted into a furniture storage facility. Today the Value Village operates at this location.

At mid century, the commercial buildings were filled with businesses providing services for the expanding residential neighborhood. City directories indicate that the 14th Street commercial areas housed a variety of businesses including several grocery stores, including the 1947 Safeway Store, tailors, restaurants, hairdressers, barbers, cleaners, pastry shops, delis, drugstores, and laundries. The growing number of residents and families moving into the area firmly supported a variety of neighborhood-serving retail. Population increased between 1940 and 1960 from 16,311 to 16,736. The racial demographics along the corridor also changed during this time period. The 1940 Census shows 16,040 whites and 271 non-whites living along the corridor, but by 1960 the demographics were significantly more diverse with 9,856 blacks and 6,679 whites living in the neighborhood.

The 1968 riots were particularly devastating to a number of commercial areas across the city, but did not significantly extend to this section of 14th Street. Still, rippling impacts were felt. Population decreased to 16,040 in 1970 and continued to fall to 14,412 in 1980 and finally to 13,365 in 1990. As the resident population decreased more homes increasingly converted to commercial uses; between Spring Road and Shepherd Street commercial enterprises leased ground floors while residences remained above. Fewer residents also meant fewer patrons for local stores and the commercial corridor began to decline in vibrancy. In 1973, DC Transit – the precursor to WMATA – sold the historic car barn to WMATA. It currently accommodates 175 buses at the facility.



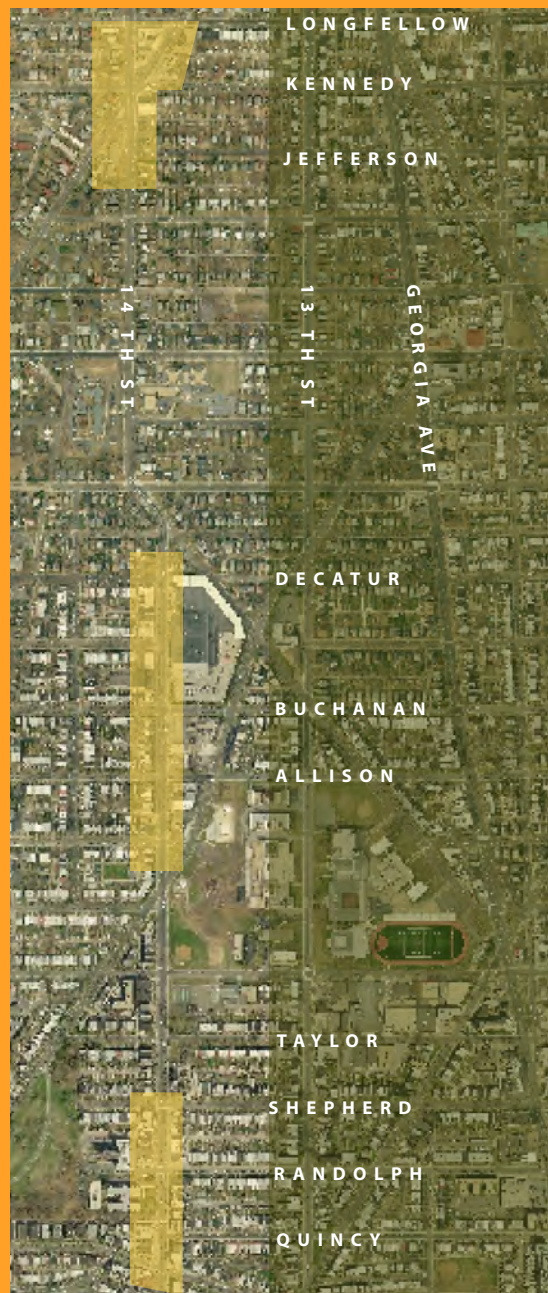
Children's Medical Care Center was a Safeway Store in 1947



View from the interior of the Decatur Street Car Barn toward 14th Street, 1961



The Decatur Street Car Barn at 4615 14th Street, NW, built in 1906 by the Capital Traction Company. It is now the Metro-bus Northern Division garage.



14th Street corridor plan area

Today the corridor's population is on the rebound. Between the 2000 and the 2010 Census, the population in the study area increased by 273 residents to a total of 14,370 residents with a median age of 37. The neighborhood also boasts relatively large household sizes (2.76 persons per household versus the citywide average of 2.17 persons per household) reflecting the dominance of large single-family homes in the lower-density neighborhoods surrounding the 14th Street corridor and the presence of more apartments with two and three bedrooms. Similar to the area's beginnings, the neighborhood is attracting young and growing families as the majority of homes (39 percent) are occupied by three to four persons; those aged 25 to 54 represent 41.6 percent of the area's households. The racial diversity along the corridor has also increased over the decades. The 2010 Census shows the area is home to 48 percent African-Americans, 31 percent Latinos, and 16 percent whites. The ratio of homeowners to renters is near one-to-one, with 51.4 percent of residents renting. This is less than the 58 percent District-wide. Finally, the rate of vehicle ownership is one per house-hold; higher than the city-wide average. Typically a location with such high frequencies and short head ways for bus service and the nearby Metro access would result in a lower rate of vehicle ownership.

In the fall of 2009, the 1400 Shepherd Block Group, a collection of concerned residents on the 1400 block of Shepherd Street, voiced their concerns about safety, cleanliness, physical appearance, and revitalization to a number of District agencies, and in coordination with the Office of Councilmember Bowser prompted the 14th Street Corridor Vision and Revitalization Plan ("the Plan"). The need for the Plan is further bolstered by clear guidance from the Comprehensive Plan to improve economic development, direct growth, develop neighborhood shopping areas and improve retail facades along 14th Street (See Appendix). The study area consists of more than 20 blocks in Northwest Washington from Spring Road to Longfellow Street and gives particular attention to the commercial nodes between Spring Road and Shepherd Street (Node One), Webster Street and Decatur Street (Node Two), and Jefferson Street and Longfellow Street (Node Three).

The Plan is the second phase of a two-phased process to address corridor concerns. In Phase One during the spring/summer of 2010, OP invited community leaders and business owners to prioritize and implement recommendations from the December 2009 Central 14th Street Retail Action Strategy (See Appendix).

The 14th Street corridor has a history of being a family oriented and neighborhood-serving retail area in the District. It is important to recognize that both easy access to transit and a robust number of residents contributed to a thriving commercial district at mid century. The population decline after the 1968 riots stunted the corridor's growth, but with a resurging eclectic population of residents and families, 14th Street is poised to support a thriving corridor again.

Plan Foundation Elements

The Comprehensive Plan gives overall guidance for development across the District and the 14th Street Plan provides neighborhood level specificity and clarity on the type of development. The Office of Planning uses its tools of land use and zoning to achieve the goals laid out further in this Plan. In developing goals and recommendations for the revitalization of 14th Street, OP considered three major elements that form the foundation of this plan. They are:

- District Policies
- Market Dynamics
- Community Priorities

District Policies

The Comprehensive Plan champions a number of priorities that also coincide with community wants. They are:

- 1) Creating and enhancing distinctive neighborhoods
- 2) Expanding public transportation
- 3) Promoting walkable urbanity
- 4) Sharing social and economic prosperity
- 5) Encouraging green and sustainable development practices
- 6) Increasing quality environments and access to nature

Land Use and Zoning

Neighborhood revitalization should reflect where we are headed as a city. Land use and zoning are one set of tools to implement revitalization but there is no one size fits all approach. Neighborhood plans are designed to customize and apply these tools based on the area's unique conditions, District policies, and community priorities.

The residential and commercial buildings along the corridor reflect the existing land use and zoning. This is most noticeable in Nodes Two and Three. However, in order to realize greater development potential in Node Two, more fully address the community's revitalization principles, and achieve District policies a change to land use and zoning will have to take place.

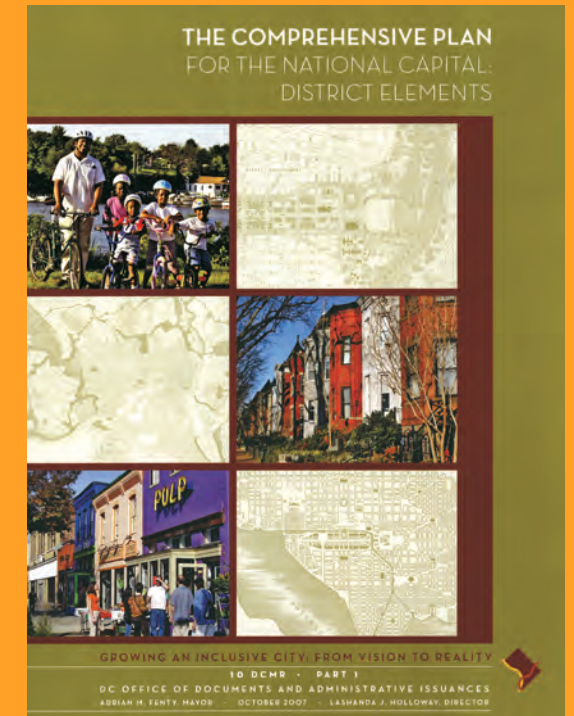
The Existing Land Use Map, and Future Land Use Map - a generalized depiction of intended uses over a twenty year time horizon - and a Zoning Map can be found in the appendix.

Market Dynamics

As part of the revitalization plan, OP commissioned a multidisciplinary team to conduct a market study to better understand the development trends and potential for this section of 14th Street. The market study broadly analyzed existing market conditions, land use potential and development feasibility within the specific commercial nodes and broader corridor context.

Neighborhood retail needs a strong base of patronage in order to be successful. The small but steady rise in population along the corridor and in surrounding neighborhoods is encouraging, but numbers have still not reached historic levels associated with the corridor's retail hey day. The market indicates an over-retailed corridor, i.e. market supply exceeds the demand for office, retail and service providers with a current 15 percent vacancy rate for retail storefronts and office spaces. As such, the study found that little net new retail is suggested at this time without continued population growth.

Current economic conditions in the market reflect housing rents and sales prices that do not support much new construction and parking. Recent activity in the condominium and rental markets suggests this may be a short-term constraint that should be reevaluated in two to three years. The marginal level of new demand inhibits large-scale commercial redevelopment in the immediate future, yet suggests a market in relative balance with the surrounding community.

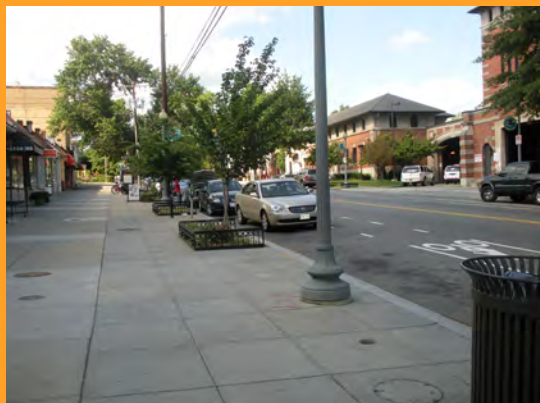


“Land use changes have the potential to make the city more vibrant, economically healthy, exciting, and even more environmentally sustainable than it is today. [Land use] strives for positive outcomes in all parts of the city by setting policies on appropriate uses and densities, and describing how different uses can successfully coexist.”

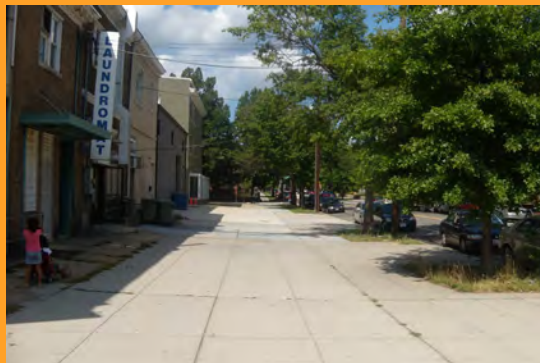
DC Office of Planning Comprehensive Plan, 2006



Node One



Node Two



Node Three

The market study supports increased development activity along the corridor and in surrounding neighborhoods over a ten year period, although development is currently occurring with the completion of Longfellow Flats and the recent purchase of the C&K Motel for proposed residential rehabilitation. The study also indicates that an additional 420 residential units is necessary to support 10,000 – 20,000 square feet of local office space and a 20,000 square foot neighborhood grocery store. Even with this residential increase, the study area's population would still be fewer than its 1960 population of 16,736 persons. Each node has tailored development recommendations to enhance their individual appeal and create a sense of place.

Within the Central 14th Street corridor each node presents different opportunities for revitalization:

Node One offers the opportunity to link to the success of Columbia Heights and draw additional customers focused on convenience goods and services.

Node Two has both the WMATA bus barn— a major anchor institution with a large daytime population that supports area businesses – and DSK Mariam Church, which plans to further expand its operations and community outreach.

Node Three presents a niche market opportunity to build on an arts theme and promote artisan use of ground and upper-level spaces.



Twin Oaks Community Garden

Community Priorities

During the planning process the community agreed on core principles that should be prioritized in the Plan. These four revitalization principles are:

- 1) Enliven retail that encourages increased neighborhood and visitor patronage
- 2) Provide active, walkable and safe streets
- 3) Increase east-to-west connectivity along 14th Street with multiple transportation options
- 4) Ensure greener public spaces

Community Engagement

Targeted community engagement, integral to this Plan, resulted in the creation of the above principles and a series of implementable goals and recommendations. OP hosted ten public meetings with neighborhood residents and the small business community to ensure the inclusion of local input.

At the onset of this process, OP formed an Advisory Committee to represent a broad cross section of stakeholders including:

ANC 4A

ANC 4C

1400 Shepherd Street Block Group

14th Street Uptown Business Association

Tivoli North Business Association

Their objective was to provide input and guidance on the public process and act as a sounding board for community comments.

In addition to Advisory Committee meetings, OP hosted five public meetings to introduce the purpose of the plan, present observations and analysis and gather information on how stakeholders would like to manage their neighborhood change over the next five to ten years.

Business Engagement

Due to the retail focus on each of the commercial nodes, OP hosted six meetings with business and property owners along the corridor to make sure their concerns were addressed in the Plan. Business owners also had the opportunity to discuss their concerns regarding the decline of businesses along the corridor. In addition, business owners discussed their ideas to create a more vibrant retail environment in the future on 14th Street. The dates and objectives of each of the public and business meetings can be found in the Appendix.

The residential and business communities both strongly expressed their desires for an improved 14th Street. The community's motivation for owning the implementation process took precedence as a key component. The creation of a community led Task Force – a collaboration among community and civic organizations, business associations, ANC leadership, District government agencies, residents, and business owners – will be important to implementing the recommendations of this plan.



Advisory Committee Meeting during Planning Process



Business Committee Meeting during Planning Process



Tour with OP Planners and Community Stakeholders

Finally, a part of every planning process is the creation of a vision that reflects and guides neighborhood change. During the public meeting process, the community refined the following vision and agreed it will be the core of the Plan.

Vision Statement

Central 14th Street from Spring to Longfellow, will be a vibrant and eclectic mix of residential and commercial development that is reflective of its residents' dynamic cultural heritage. The three distinctive commercial districts along the corridor will be connected through the celebration of cultural diversity, encouragement of accessibility, and enrichment of green and public spaces. Effective collaboration of government, business and community stakeholders will create desirable, and unique shopping destinations that will provide residents and visitors a welcoming and memorable experience. Increasingly safe and lively public spaces along with a unique defined sense of place will encourage all to return again.

Conclusion

As described above, the Plan's principles and Vision shape the recommendations in the rest of the plan. The following chapters will detail the specifics on how the corridor, small businesses, each commercial node, and the community work and offer tailored goals and recommendations to mitigate weaknesses and capitalize on opportunities.





Corridor-Wide Public Realm and Transit

The 14th Street corridor from Spring Road to Longfellow Street is a quiet 1.3-mile stretch with pockets of commercial activity. During the public process, stakeholders noted the unique mix of residences, green and open space, educational facilities, transit access, and retail amenities that define the look and feel of the corridor. This chapter will investigate the physical characteristics of 14th Street as a whole corridor and look at what can be done to enhance the public realm and improve mobility along the corridor.

Existing Conditions

The 14th Street corridor study area is unique because the homes seamlessly tie into the three commercial activity nodes. During the public process residents and business owners desired to maintain this equilibrium even as new residences and businesses may be introduced to the corridor. The intensity of commercial activity also relates to the surrounding neighborhood. In Node One where commercial activity is busiest, residential neighborhoods are most dense reflecting the surrounding 2,151 households. Moving northward household numbers decrease (Node Two: 1,004 and Node Three: 915) impacting the level of commercial activity. Registered car ownership follows a similar pattern. As of January 2009, Node One had 1,651 vehicles registered and Nodes Two and Three had 1,019 and 1,004, respectively.

The growing residential population has directly affected the level of community activity along the corridor. Over the last year, due to efforts of Friends of 16th Street Heights Parks, more than \$1 million dollars has been invested to renovate Upshur Park to include an improved playground and new dog park. The existing Upshur Recreation Center and Twin Oaks Community Gardens, owned by the DC Department of Parks and Recreation (DPR) also provides for a variety of recreation amenities. Twin Oaks is one of seven community gardens in Ward 4 where local residents can grow food, flowers, and learn about various gardening methods including organic gardening. The number of schools, such as Powell Elementary, Kingsbury School and West Education Campus also contribute to the family friendly quality of the neighborhood.

Moving along 14th Street to access many of the above-mentioned institutions and amenities is relatively easy and efficient with multiple bus stops and transit options. East-west movement is not as reliable as there are limited through streets, including Kennedy Street and Buchanan Street. Generally, the neighborhood has good access to a variety of multi-modal options along the corridor although some participants complained about late bus arrivals and the need to improve bike lane striping. Assets include:

- Transit: Metro Bus routes 52, 53, 54 run along 14th Street
- Bicycles: Capital Bikeshare stations on the 3700 and 4700 blocks of 14th St and a bike lane
- Pedestrians: Wide sidewalks along much of the corridor
- Metro: the corridor is .75 miles and .5 miles walking distance from Columbia Heights and Petworth metro stations, respectively.

One of the corridor's best assets is the expansive sidewalks. Especially within the commercial nodes, the sidewalk dimensions are as wide as 20 feet. These can provide the community and local businesses with areas for enhanced landscaping and more active pedestrian oriented uses. During the planning process, many residents were interested in ways in which to bring the activity from within the business to the outside.





Even with the asset of wide sidewalks pedestrian safety is still an issue. Walking along the corridor at some intersections is less pedestrian friendly than others, and the need to slow vehicular traffic and prioritize pedestrian and transit movements is necessary. This is particularly important where 14th Street intersects with Spring Road, Emerson Street, and Colorado Ave/ Kennedy Street.

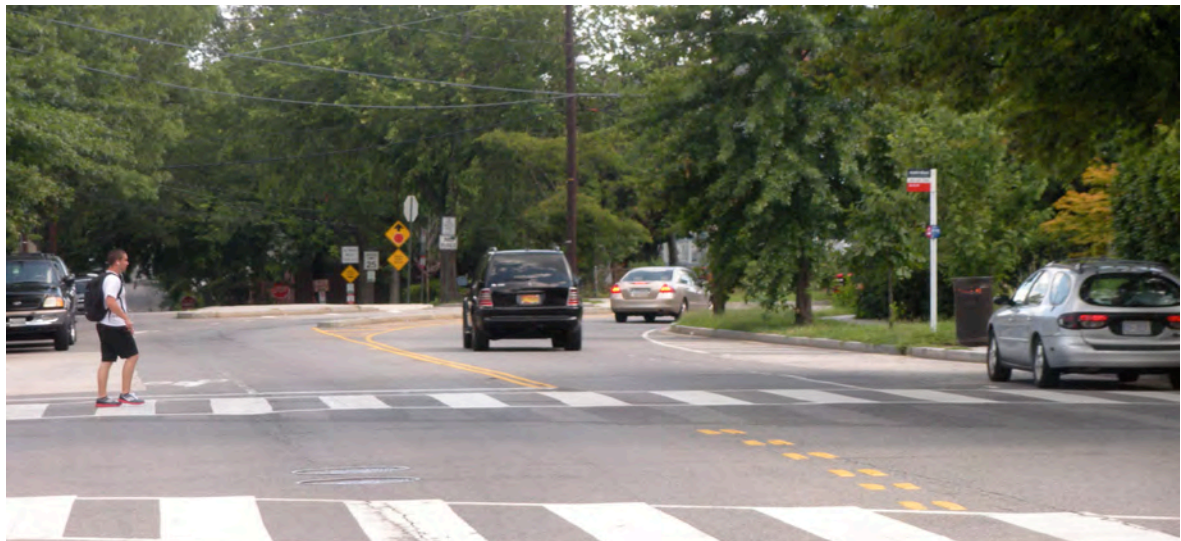
Adding to the corridor's appeal is the mature tree canopy composed primarily of oaks along the residential sections of the corridor which functions as a natural and welcoming transition between residential and commercial nodes. These tree-lined, residential blocks add to the park-like character many residents have grown to love. Unfortunately, this does not remain the case in the commercial nodes where tree growth is stunted or tree boxes along the corridor are either in disrepair or non-existent. Node Two is the exception, where many of the tree boxes have been recently installed.

Though there are good transit options along the corridor, parking remains an issue, specifically in Node Two where the turnover rate for parking is low. Because the WMATA Bus Barn parking garage is under renovation, the majority of employees have been using street parking and parking in residential zones. The renovations are expected to be complete in the winter of 2012, which will help to alleviate parking tensions.

Central 14th Street is gaining more attention from the District as residents become more active and involved in the community. Many simple public realm and transit improvements can help make 14th Street an even more inviting neighborhood. Retailers should also be encouraged to take better advantage of the wide sidewalks and bring businesses into the public realm.

Design Goal for Key Intersections

Strengthen the corridor's east-west connectivity to key destinations in the area while improving pedestrian safety.



View looking South on 14th and Emerson Streets

Public Realm and Mobility Improvement Concept

To improve pedestrian safety at key intersections and improve the aesthetics along the corridor, certain design elements should be put in place. The plan recommends two similar design concepts. Both show bulb-outs, but the first envisions them extending down the block while the second option shows them limited to the immediate intersection. Constructing bulb-out corners will widen sidewalk space while narrowing the road distance pedestrians would need to cross. This would also calm vehicular traffic especially when making turns onto residential streets. The bulb-outs, similar to what is currently in Columbia Heights, creates a dedicated parking lane, better defines the bike lanes, and the existing two-lane traffic; one lane north and one lane south. The bulb-outs should also be planted with DDOT approved flowering trees, shrubs, and flowers. In order to improve vehicular movement, bus shelters should be relocated to the far-end of the intersection. Street lighting should be upgraded to Washington globes to help illuminate intersections for drivers and sidewalks for pedestrians.

The physical recommendations made in this plan are subject to further review and analysis by the District Department of Transportation (DDOT) before projects are included in any future budget or implementation processes.



Existing Key Intersection at Upshur and 14th Streets NW

Proposed Public Realm Improvements at Upshur and 14th Sts NW



Option A short bulb outs



Option B Extended bulb outs

Goals and Recommendations

The following goals and recommendations in this and the remaining chapters will guide future public realm and urban design issues along the corridor. As a means of jumpstarting the recommendations and ultimately achieve the goals, next steps were created. Typically these are key actions that can kick off implementation in a short one-to-two year time frame.

Public Realm Goal

Improve the aesthetics along the 14th Street corridor while improving pedestrian safety and connectivity.

Improving the aesthetic appeal of the street and sidewalks as well as increasing the numbers of street trees and shrubs will contribute to a more pleasant neighborhood experience. Specific physical improvements should be made at key intersections to improve pedestrian safety and encourage east-west movements to key attractions along 16th Street and Georgia Avenue. Effort should also be made to celebrate the areas cultural diversity.

Recommendation One

Work with DDOT to scope and program public improvement projects in coordination with DDOT's six year capital improvement program. The projects should include:

- Extending Columbia Heights streetscape characteristics to Node One;
- Analyzing the feasibility of reopening Decatur Street between 14th Street and Iowa Avenue at Node Two to increase connectivity; and
- Designing the reconfiguration of the island park at the intersections of 14th Street, Colorado Avenue, and Kennedy Street at Node Three.

Throughout the planning process residents and business owners discussed the desire for 14th Street to be a more inviting and connected corridor, both between the nodes and the surrounding neighborhoods. Designing public realm improvement projects help in this endeavor. Many residents expressed interest in the connection Node One shares with Columbia Heights as a continuous commercial segment. Extending the streetscape characteristics will visibly enhance that connection. Decatur Street between 14th Street and Iowa Avenue used to be a public street before the parking garage was built around the WMATA Bus Barn. Reopening Decatur Street will allow for increased east-west pedestrian activity and break up the Bus Barn's monolithic presence. Reconfiguring the park in Node Three, capturing public space, and installing public art and street furniture will help create a vibrant public scene for residents and visitors. (See also recommendations in individual nodes in Chapters Four through Six).

Next Step

A) DDOT and OP will work with community stakeholders via a public meeting process to understand safety, streetscape and design issues while shaping the scope of the public improvement projects.

Recommendation Two

Enhance the corridor with sustainable streetscape amenities by expanding tree canopy, replacing impervious surfaces, and by using eco-friendly materials, via collaborative community activities.



Columbia Heights Public Plaza



Existing Bus Entrance at Decatur and 14th Street



Existing Triangle Park at 14th and Colorado during ArtPlace Event in April 2012



Residents enjoy the lush greenery and mature trees that line 14th Street's residential blocks. A similar experience could be had at each of the commercial nodes. By encouraging sustainable beautification efforts, per the standards of sustainable design and practice, the corridor's commercial nodes will not only serve as an aesthetically pleasing environment for pedestrians, but can also provide a more environmentally friendly approach to revitalization. Coordinating these activities with Neighborhood stakeholders and local government and nonprofit entities, can help identify funding and implementation resources. Tree planting and maintenance should be pursued and any new development should consider landscaping improvements that can aesthetically and sustainably enhance the streetscape.

Next Steps

- A) Community organizations should partner with District partner agencies like DDOT and Casey Trees to identify funding and implementation resources targeting sustainable, beautification activities within the corridor's commercial nodes.
- B) DDOT should encourage civic organizations and business associations to adopt watering of street trees, specifically in the commercial nodes, and possibly utilize DDOT's Tree Watering Program.

Recommendation Three

Initiate short term improvements to create a more appealing and safer pedestrian experience for residents and visitors by coordinating public realm investments with private investments.

To ensure high impact improvements, future private development should be coordinated with public investment. Small, visible improvements spearheaded by business owners and private residents will also help in attracting private development. Encourage the community to take part in DDOT's "Call for Projects" where they can advocate for specific projects to be a part of DDOT's Capital Projects list. Such efforts will help steer public funds to capital projects along the corridor. Potential improvements include:

- Replacing impervious pavement with a permeable surface and/or grass. Possible locations could be the median at 14th and Emerson Streets and the triangular park on Colorado Avenue east of 14th Street
- Work with DDOT's Transportation Operation Administration to conduct an illumination study to ensure globes are translucent and bright and, if necessary, trim tree canopy to allow more light on the street.

Next Step

- A) Work with community and DDOT to determine which short term projects can be implemented in FY12.

Recommendation Four

Work with Cultural Tourism DC and DDOT to design and install interpretive signs at each of the commercial nodes reflecting the history and culture of 14th Street. Consider translating signs into Spanish and Amharic.

Residents and business owners along the corridor represent a diverse and multi-cultural community. Many stakeholders value this as an asset in the community and think it should be celebrated. Installing cultural and historic markers along the corridor that tell the story of 14th Street is one way to ensure residents and visitors are informed and reminded of its history and multi-cultural population. Because of the multilingual residents, text should be translated into Spanish and Amharic to better serve the community.

Next Step

A) OP will collaborate with the Task Force to identify potential funding, e.g., federal and local grants, to help support this initiative. OP should coordinate with DDOT and Cultural Tourism to provide technical assistance in developing signs that are reflective of the historic charm of the corridor.

Recommendation Five

Improve and maintain appearance of underutilized commercial and residential properties through organized community involvement and collaboration with District agencies.

Business owners and residents commented on the poor physical appearance of some commercial properties due to graffiti, cluttered display windows and/or underutilized commercial spaces. Some vacant residences are also not being properly maintained and becoming eyesores on the corridor. Working to identify and contact city officials, specifically the Mayor's Office of Neighborhood Engagement (ONE), could potentially assist in addressing minor problems and getting the right District Agency at the table. There are also city grants and programs that assist property owners in renovating their properties. Efforts to connect those available resources with eligible businesses and property owners should be addressed during the implementation process.

On April 21, 2012 Councilmember Muriel Bowser spearheaded a multi-stakeholder collaboration of temporary Arts and Cultural Tempori-ums, called Artplace, along 14th Street from Spring to Longfellow. Over the next 3-6 months, OP and DCCAH, along with the 14th Street Uptown Business Association (UBA) and other community stakeholders, will work with nationally renowned artists, Rebar, to help transform targeted public spaces along 14th Street into multi-dimensional and multipurpose uses. In coordination with the recommendations of the Draft Central 14th Plan, these temporary art activities will help implement the Plan's vision of revitalizing the corridor's small commercial areas. (See the Node 3 Chapter for more information on Artplace.)

See the pictures of the 14th and Colorado Avenue temporary Mock-up, where Rebar helped community members temporarily transform the road into a pedestrian-friendly Art Plaza.

Next Steps

- A) OP will work with ONE to organize two "Operation Fix-its" to improve property appearance along the corridor.
- B) OP will work to identify a property owner of a strategic location within each commercial node for eligibility in the Rapid Response Program. The Rapid Response Program is a funding and service opportunity, lead by the Office of Planning that connects local property owners with professional design services to determine the full development potential of the property as it relates to their own objectives and the objectives of this Plan's recommendations.
- C) Community stakeholders will work with the Department of Housing and Community Development (DHCD) in identifying commercial and residential properties who can benefit from comprehensive housing counseling services, small business technical assistance and façade improvement opportunities.

Recommendation Six

Take advantage of Advisory Neighborhood Commission grants for public space/aesthetic improvement projects.

An ANC's authority includes the ability to grant funds to qualifying organizations that are providing community services and/or specific projects that are planned and approved by the ANC.



Councilmember Muriel Bowser and other community stakeholders participating in Artplace



Office of Planning Staff and Rebar on the chalk outline of the plaza



OP Director, Harriet Tregoning and 14th Street Uptown Business President, TA Uqdah preparing for plantings



Next Step

- A) ANCs will coordinate with the 14th Street Task Force and identify local non-profits who should apply for one ANC 4C or 4A grant within one year of Plan adoption.

Mobility Goal

Improve multi-modal options along the corridor while increasing efficiency of parking systems.

Moving along the corridor whether walking, biking, or driving should be safe and appealing for all. There are a number of transit options along the corridor, but the Capital Bikeshare network should be extended towards Node Three. Increasing parking turn-over rates would help parking availability for patrons at each of the commercial node, and strategically increasing the number of carsharing locations will also help to alleviate parking constraints, especially as residential and commercial density increases in the future.

Recommendation One

Enhance WMATA bus service along 14th Street to address customer concerns, efficiency in scheduling, and determine future improvements to transit operations and management as necessary.

The public was relatively satisfied with the bus route options along 14th Street though some members raised concerns about late bus arrivals. As part of WMATA's efforts to improve service for residents along the corridor and across the region, WMATA identified 14th Street as a priority corridor to be further studied in its Priority Corridor Network (PCN) Study. This study is a public process expected to occur over the next year and will address a variety of service improvements and traffic operation and management for 14th Street.

Next Step

- A) WMATA will kick-off the 14th Street PCN Study and collaborate with DDOT and OP on the transit recommendations addressed in this plan.

Recommendation Two

Add Capital Bikeshare Station at 14th Street and Kennedy Street.

Residents enjoy the ease of moving along the corridor. Many stakeholders also expressed the wide transit options reduces the reliance on a personal vehicle. A Capital Bikeshare at Node Three would increase the number of stations to four along the study area (with one station per node), extend the use of the successful bike sharing program, and encourage more patrons to visit Node Three.

Next Step

- A) OP will recommend the 14th Street and Kennedy Street location during DDOT's next round of installations. Individual residents, organizations, and businesses can also recommend station this location at www.capitalbikeshare.com.

Recommendation Three

Increase car sharing options along the corridor.

As the population continues to grow in the neighborhoods surrounding 14th Street, the District wants to encourage greater mobility variety. Providing car sharing options will contribute to this effort and help mitigate the need for a personal vehicle. Newer residents will also be encouraged to walk the corridor, consume locally, and patron surrounding businesses. As a means of promoting alternate forms of transportation and minimizing transportation costs, this option will also be of benefit to residents who want to limit their financial automotive burden.

Next Step

A) OP will collaborate with DDOT to target two off-street locations for car sharing companies, such as Zipcar DC. Possible locations include:

- 1) The parking lot at DSK Mariam Church (14th Street and Buchanan Street)
- 2) The parking lot at the Children's Medical Care Center (14th Street and Kennedy Street)

Recommendation Four

DDOT will collaborate with the Businesses to install multi-space parking meters along the corridor.

Many of the business owners and residents are dissatisfied with the availability of parking along the corridor. Patrons have also complained about frequently broken meters. The bulk of the parking frustrations stem from the renovations to the WMATA Bus Barn causing WMATA employees to park on 14th Street and neighborhood streets. Installing multi-space parking meters are more efficient because they create additional parking capacity on most blocks, other forms of payment like cash and credit cards can be used; they require less maintenance and encourage better turnaround parking for quick stop and shopping.

Next Step

A) OP will recommend to DDOT that new multi-space parking meters be installed at Nodes One and Two.

Recommendation Five

Explore shared parking opportunities on underutilized parking lots, (e.g. the DSK Mariam Church) to increase foot traffic and exposure.

While renovations are being completed at the WMATA Bus Barn, business owners and WMATA employees should explore short term opportunities to share parking on neighboring sites such as the DSK Mariam Church. Business owners and employees should use shared parking spaces thereby increasing street parking for patrons.

Next Step

A) OP will initiate talks with the DSK Mariam Church, WMATA and local business owners for shared parking opportunities.

Conclusion

As these recommendations deal with what occurs in the public realm, the following chapter focuses on the existing business climate and what strategies can be employed to strengthen retailer-customer relations and increase business patronage along the corridor.





Business Engagement

The Office of Planning equally sought the input of community residents and business stakeholders during this planning process. With over 50 small businesses operating along the corridor, it was imperative to understand the issues and opportunities faced by the business community. These business owners and operators play a vital role in the community. Recognizing the unique perspective of the business community, OP sought out their input separate from the other community meetings.

OP developed a separate business engagement process to enable 14th Street business owners to actively participate in the public planning process in light of their work schedules. Conducted over a seven month period, the Business Engagement Strategy consisted of a number of different outreach and engagement techniques. To solicit participation, OP staff advertised business meeting notices on neighborhood listservs, e-mailed information directly to business owners, coordinated with local business associations, and went door to door handing out flyers in English, Spanish and Amharic.

OP led six business engagement meetings held during weekday mornings to allow businesses an opportunity to attend. In addition to the regular meetings, OP conducted a door to door survey with merchants along 14th Street and held a number of one-on-one meetings with business owners at their locations. Throughout this process, OP shared information with merchants for ongoing discussion and feedback.

The information gained from this strategic outreach helped highlight issues specific to each node as well as corridor wide concerns.

Priority Business Issues

The business community identified the following items as issues that need to be addressed along the 14th Street corridor and at specific nodes.

Overall corridor issues:

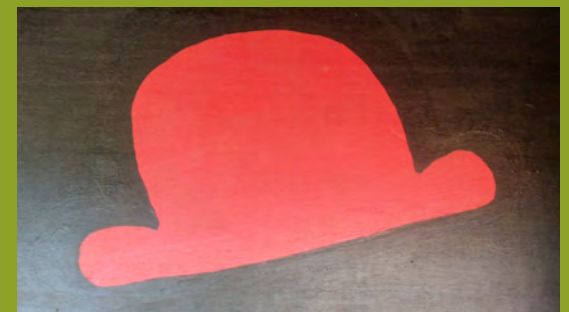
- Lengthy DC Government processes and regulations
- Lack of parking for customers
- No sense of place to attract customers
- Strong need for aesthetic/safety streetscape improvements along the corridor

Node One

- Address the clean and safety issues such as poor lighting, sidewalk trash and street crime.
- Need for storefront improvements
- Need for advertising and branding of the area
- Desire for additional small office uses

Node Two

- Need for storefront improvements
- Expand customer base beyond daytime breakfast and lunch users
- A need for a retail draw such as a small grocer or farmer's market





Node Three

- Concerns about a shrinking customer base
- Cleaner and active streetscape
- Need for better lighting
- Desire for a “draw” to bring regular customers to the area

OP staff also shared resident feedback with businesses owners. OP staff asked the community to identify those business issues that needed to be improved within the commercial nodes. The primary responses below were shared with area merchants:

- **Business Mix:** The types of businesses and services do not accurately reflect the current needs of the community. Better, more compatible, variety of retail should be offered, such as more sit-down restaurants or sidewalk cafes that are inviting and welcoming to residents and visitors.
- **Trash and Loitering:** The businesses should clean up their storefronts appearance and address loitering, drunkenness and safety issues, particularly at Node One.

Another consistent concern expressed by the merchant’s corridor wide was the impact of a Wal-Mart store proposed on Georgia Avenue, less than a ½ mile east of Node Three. Many of the merchants felt they have already had to deal with the arrival of the Target and the Giant in Columbia Heights to the south and this addition may squeeze them out of business. These business community concerns impacted the engagement process and pushed the boundaries of revitalization beyond technical assistance and storefront improvements. The discussions considered ideas such as repositioning businesses to offer different products, services, and experiences that a consumer could not get from a big box retail store. These discussions were instrumental in the development of the Business Engagement goals and recommendations.

Goal One

Strengthen opportunities for existing and new small businesses along the 14th Street corridor.

Throughout the business engagement process, it became apparent that owning and operating a small neighborhood business in a struggling economic climate can be challenging. Although various small business resources and economic development programs exist to help businesses improve and expand, many small businesses simply are unaware of, unprepared to take advantage of, or are too consumed with day-to-day operations to take full advantage of these opportunities. Therefore, proactively sharing information and providing guidance on available small business assistance opportunities is imperative to improving 14th street merchants.

Recommendation One

DSLBD will provide ongoing technical assistance for small businesses on how to expand customer base and improve appearance.

During the engagement process, a number of business owners met with the Department of Small and Local Business Development (DSLBD) who shared some ideas for increasing revenue and appealing to a wider range of customers in their area. This information and others like it needs to be expanded upon and shared with all merchants along the corridor.

Next Steps

- A) DSLBD will work with business associations and organize information seminars with DC agencies that pass on information on existing programs and eligibility.
- B) OP will collaborate with DSLBD and other partners to create a 14th Street 'Handbook' for existing businesses as an easy-to-understand resource for key concerns in the business community. Translate into multiple languages as appropriate.

Recommendation Two

DSLBD will encourage key retailers to improve marketing of unique uses and goods.

A number of the merchants on 14th street offer unique and hard to find products and services that cater to a specific local customer base such as the butcher in Delicia's Market in Node Three. Many of these unique offerings would also appeal to many consumers if small businesses expanded their advertising to multiple media outlets.

Next Steps

- A) DSLBD and OP will encourage business owners to participate in DSLBD's capacity-building technical assistance and training that are designed to improving business owners' marketing, promotion and branding efforts.
- B) DSLBD will encourage business to participate in its ongoing 3-part social media training series and, as resources allow, host the series in a 14th Street location.
- C) DSLBD will encourage business owners to attend the Washington DC Economic Partnership (WDCEP) Doing Business 2.0 Seminars on topics including "Registration and Licensing" and "Marketing Your Business: Tools, Resources and Social Media"

Recommendation Three

OTR, DCRA and OP will work with businesses to assist them in receiving a Clean Hands Certificate and Certificate of Good Standing so they are eligible for small business assistance programs.

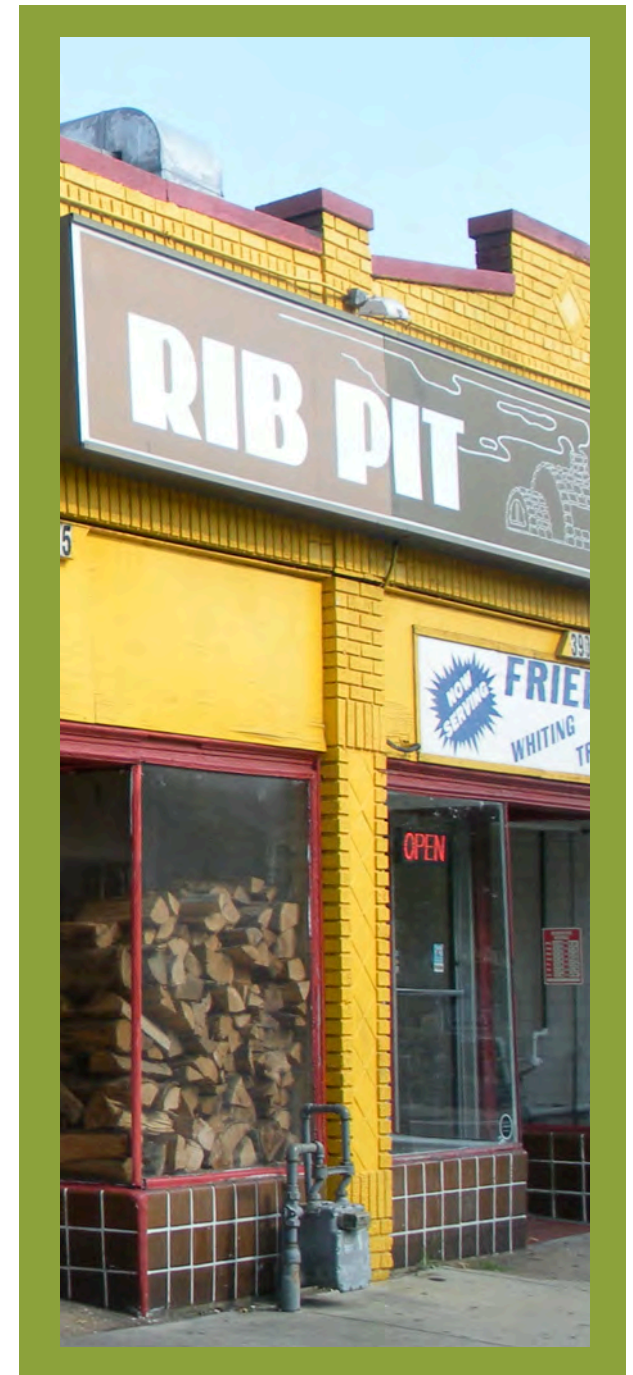
There are a number of District government led small business assistance programs available for merchants, but most all require that the business owner, and in some cases the property owner, are current with their District taxes and licensing fees. It is important that merchants understand and receive assistance to become eligible for these programs and services.

Next Steps

- A) The Office of Tax and Revenue (OTR) will work with local business associations to identify businesses that want to obtain a Clean Hands Certificate and Certificate of Good Standing within one year of Plan adoption.
- B) OP will organize two annual information seminars with OTR and DCRA to explain the benefits and provide assistance to business that want to have a Clean Hands Certificate and Certificate of Good Standing.

Recommendation Four

Community leaders will apply for District and federal grant opportunities and host community events geared towards commercial revitalization along the corridor.





During the business engagement process, the merchant community often spoke of the need for financial assistance to implement ideas that would contribute to revitalization of the area. During meetings between District agencies and the local merchants, a number of programs and grants were presented that would assist area business organizations and local retailers in implementing their revitalization efforts or in hosting neighborhood events to bring patrons to the area.

Next Steps

- A) OP will work with DMPED to notify local non-profits to apply for Neighborhood Investment Fund (NIF) grants and other discretionary resources.
- B) Local community associations or business associations will work with the Task Force to host one community fundraising event.

Goal Two

Enhance marketing and advertising of small businesses to increase neighborhood patronage

Information gathered from the public input process, the central 14th Street market analysis and the business engagement strategy illustrated that there is a great deal of untapped earning potential in the study area. A significant share of the money being spent on goods and services by the broader central 14th Street community is not being captured by the local businesses and making adjustments to better appeal to these patrons may have positive economic impact for neighborhood business owners.

Recommendation One

OP will work with DSLBD to encourage property and business owners in the 14th Street planning area to participate in a coordinated branding and marketing initiative.

One of the concerns OP heard from businesses is that potential patrons are unaware of what is available on 14th Street. In order to increase the business capture rate, a strategic branding campaign with community input should be developed. Priority should be placed on Nodes Two and Three.

Next Step

- A) DSLBD and OP will collaborate with community stakeholders to develop a neighborhood branding strategy for Nodes Two and Three.
- B) DSLBD and OP will encourage business owners to participate in DSLBD's capacity-building technical assistance and training that are designed to improving business owners' marketing, promotion and branding efforts.

Recommendation Two

Community Business Associations and other community stakeholders should host community events that attract residents to patronize existing businesses and encourage future businesses to establish themselves on the corridor.

For the expressed purpose of residents and passers-by patronizing businesses on the corridor, interested stakeholders should organize events, as large as the successful Taste of Tivoli in Node One, or smaller social gatherings that could center around a business, community organization, school, etc. Events should be centered in the public space to draw eyes and ultimately increase foot traffic.

Next Step

A) DSLBD and OP can coordinate with local business associations to organize at least one annual community social event for each node, ie. jazz band, fashion show, arts walk, restaurant tasting, etc. The 14th Street Taskforce will reach out to local schools for participation in internship programs at small businesses along the corridor and the creation and participation of arts programs and activities centered around the Arts Cluster at Node Three.

Conclusion

Supporting the general business climate along the corridor is important to the revitalization of central 14th Street, but focusing on the three individual commercial nodes will offer more specific recommendations on where and how they should develop over the next ten years, respectively. The following three chapters provide this analysis.



LAUNDROMAT

PREMIUM

OPEN



NODE ONE—Spring to Shepherd

The area between Spring Road and Shepherd Streets along 14th Street is characterized by its eclectic mix of neighborhood serving retail, ethnic restaurants and long tenured neighborhood-oriented services (doctor's office, funeral home, accountants, etc). Although this node is only a ¼ mile or five minute walk north of the Columbia Heights Metro area, which is characterized by its big box stores and national retailers, it manages to retain its neighborhood scale and community serving feel. In 2007, OP studied the commercial area around Node One as part of the DC Retail Action Strategy. The Central 14th Street Retail Action Strategy study focused on assessing what revitalization activities would be needed in the area between Park Road and Taylor Street to allow it to successfully coexist with Columbia Heights to the south (Refer to Appendix). The results of this study have been incorporated into the analysis of this node.

Node One Today

Node One consists of a mixture of one-story commercial buildings, 2-3 story mixed use rowhouses, (many of which contain both residential and commercial uses) and a few large multi-family apartment buildings. Most of the buildings hold ground floor retail uses which contribute to a near consistent row of retail. The concentration of activity and density of land uses increases southward from Shepherd Street to Spring Road. Even as the commercial node with the most number of businesses and highest levels of street activity, Node One still maintains a low scale neighborhood feel. The business mix leans heavily to Food & Beverage (42%) followed by Neighborhood Goods & Services (29%). The vacancy rate is low at only 8 percent. Due to its proximity to Columbia Heights, the node effectively operates as an off-shoot of the dynamic commercial center and, therefore, does not have a quantifiable primary trade area but acts more like a secondary trade area to Columbia Heights. The node benefits from strong cultural diversity and is supported by approximately 6,877 individuals in 2,363 households. The reported median household income for this area is \$46,608¹.

Node One is also home to a large Latino community representing 42 percent of the population surrounding the node². The Latino presence is reflected by one in four stores catering specifically to this community. The concentration of pedestrian activity and residential density has been a great opportunity for the node, but it also brings common problems associated with similar neighborhood commercial corridors. Throughout the public input process, some of the most common concerns expressed were about safety issues, the condition of the street and sidewalk, lack of retail and restaurant choices, and overall cleanliness.

The recent redevelopment of Columbia Heights has had a ripple effect on businesses in Node One. The commercial area around the Columbia Heights Metro Station, which has an average weekly and weekend ridership of 12,386 and 8,159 respectively, is seen as a citywide retail destination with big box retail draws such as Target, Best Buy, Marshalls and a Giant grocery store. As a result, the Node One area has seen an increase in new businesses, reinvestment in older storefronts and more pedestrians on the street in the general area. Although much of this recent activity has been seen just south of the node in the area between Park Road and Spring Road, the market study conducted for this project envisioned great opportunity for Node One to capitalize on this momentum.

The key for implementing revitalization along Node One from Spring Street to Shepherd Street is to draw on its connection south to Columbia Heights. Strengthening the visual, pedestrian, and business connections to Columbia Heights will help Node One capitalize on the economic activity there and seek to draw consumers to shops and services in the node. Instead of

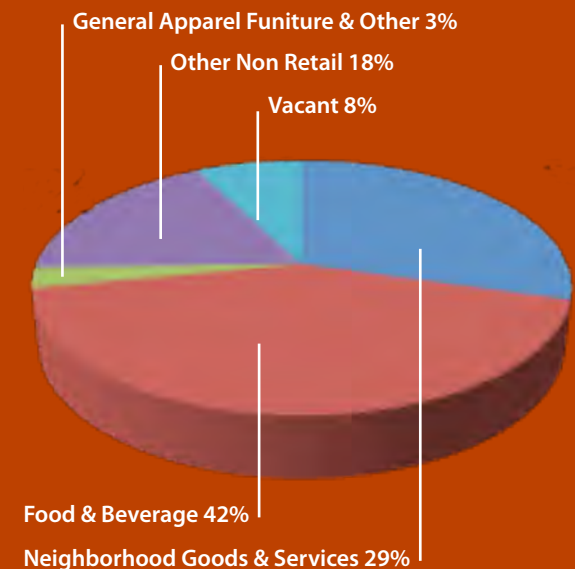
¹ ESRI, Partners for Economic Solutions (November 2010).

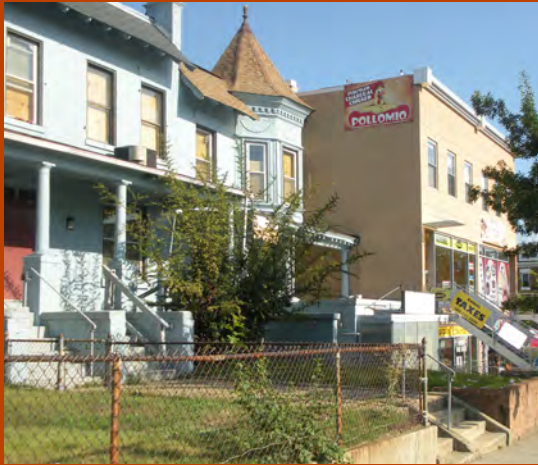
² Census 2010



Node One aerial

Node 1 Business & Retail Mix





Existing condition of C&K Hotel



Potential Development in Node One

Residential – 10-15 units +/-

Commercial – 3,000 sq. ft. +/-

- Medical office, such as dentist
- Small neighborhood service option
(ex. Non-profits, career centers, educational facilities, etc)

trying to compete with the national retailers and big box stores to the south, businesses should offer alternative retail options and experiences not available in the Columbia Heights to draw in customers. Improvements to the streetscape and more active sidewalks will help solidify this connection.

The market study for Node One looks at both how this commercial area performs and how it relates to the economic activity just south in Columbia Heights. The study recognizes that these two areas are interconnected because the economic growth at Columbia Heights has a ripple effect on businesses in Node One. The study notes that while Node One retailers and businesses serve the local community, the close proximity to competitive retail and business service operations in Columbia Heights.

Market Analysis

One key for implementing revitalization along Node One from Spring Street to Shepherd Street is to draw on its connection south to Columbia Heights. Currently, Columbia Heights Metro Station has an average weekly and weekend ridership of 12,386 and 8,159, respectively. Strengthening the visual, pedestrian and business connections to Columbia Heights will help Node One capitalize on the economic activity there and seek to draw consumers to shops and services here. Instead of trying to compete with the national retailers and big box stores to the south, businesses should offer alternative retail options and experiences not available in the Columbia Heights to draw in customers.

Even as the commercial node with the most number of businesses and street activity, Node One still maintains a low scale neighborhood feel. It does struggle with cleanliness and some safety issues, but Node One also benefits from strong cultural diversity and relative proximity to Columbia Heights. Instead of competing with big box retailers, small businesses should diversify their goods and services to meet local demand and attract more customers from Columbia Heights. Improvements to the streetscape and more active sidewalks will help solidify this connection.

Development Goal for Node One

Develop the C&K Hotel and orient commercial uses toward 14th Street and residential uses toward Quincy Street.



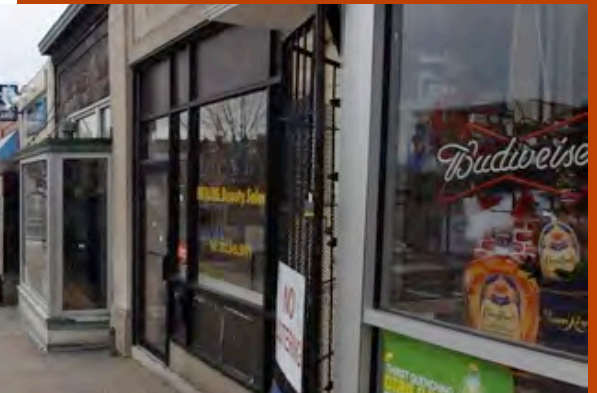
Existing condition of C&K Hotel

Development Concept

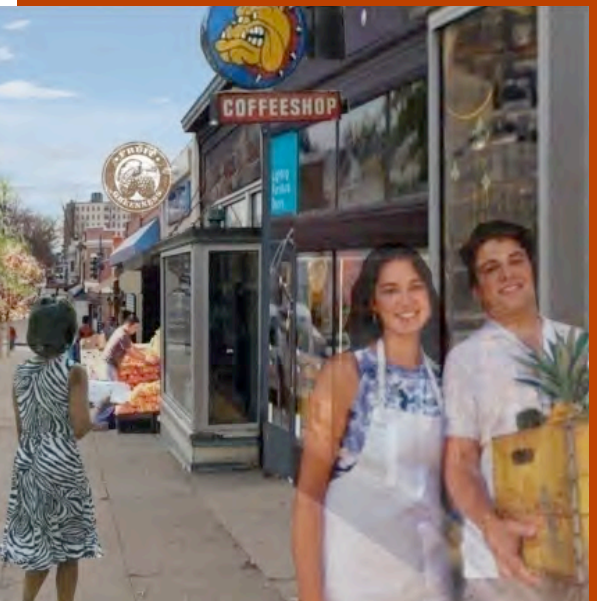
The C&K Hotel site located at 3711 14th Street is a key revitalization site. Located in the heart of Node One at 14th and Quincy Streets, this site could support up to 12 residential units and 3,500 sq ft of ground floor commercial space. The commercial space would best be used for non-retail purposes (small office, health club, daycare, etc) so as not to compete with existing retail in this node and to bring additional daytime activity to the area.

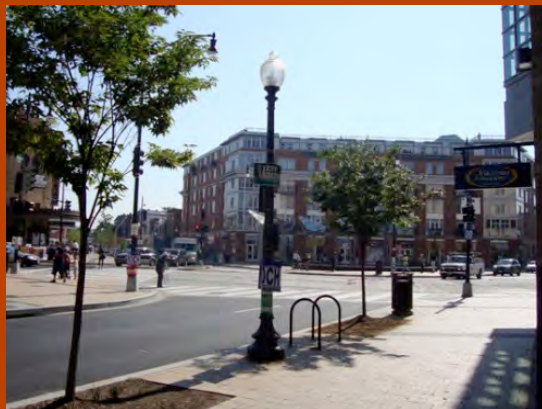


Existing Sidewalk Conditions



Potential Sidewalk Opportunities with Redevelopment Potential





Examples of Columbia Heights Streetscape

Goal and Recommendations

Goal

Reposition Node One to benefit from Columbia Heights' momentum.

Node One should seek to capitalize on Columbia Heights' economic success by repositioning itself as an alternative to the national retailers and big box stores, and through the extension of public realm improvements, either throughout the Node or at strategic points, designed to draw patrons into the Node. Offering alternative retail options to both area residents and people shopping south in the Metro area will help to attract and retain new customers to the corridor. Comparable local examples include 11th Street NW in Columbia Heights and the 4800-4900 blocks of Georgia Ave in Petworth.

Recommendation One

OP will revisit the Office of Planning's Retail Action Strategy (RAS) recommendations for Node One to identify priority recommendations for implementation that will support retail expansion, retention, and attraction.

The RAS has a number of recommendations for improving small business operations, physical improvement to the store-fronts and marketing & branding. It is vital that community stakeholders and District staff prioritize the recommendations that would generate the largest impact in the community.

Next Steps

A) OP will reconvene Ward 4 stakeholders with Ward 1 stakeholders to prioritize and implement RAS recommendations. OP in collaboration with community stakeholders and District agencies will implement at least two RAS recommendations in 2012.

Recommendation Two

Work with DDOT to scope and program a capital improvement project that assesses which public realm and urban design elements from Columbia Heights can be mirrored in Node One to create a visual relationship and attract more customers.

In order to visually connect the node and points south and draw patrons into the area, a number of streetscape improvements are needed. The public realm improvements should reflect the existing development in the Metro area, but retain enough of its unique character to be distinguished as its own retail district. The project should include curb extensions, tree plantings, and pavers. Particular focus should be provided at the gateway intersection of Spring Road and 14th Street NW.

Next Step

A) OP will collaborate with DDOT and community stakeholders to detail hardscape elements and materials "from street to storefront" using the District Public Realm Manual as the foundation.

Conclusion

As discussed above, the strategy to developing Node One centers on drawing from Columbia Heights' momentum. Node Two has a different dynamic. Those issues and the customized revitalization and development recommendations are discussed in the next chapter.





ATTENTION
SHUT OFF ENGINE
BEFORE EXITING
BUS

NO PARKING
IN FRONT OF
BUS STOP
BUS STOP

SPEED
LIMIT
10

ATTENTION
SHUT OFF ENGINE
BEFORE EXITING
BUS

NODE TWO—Webster to Decatur

Predominantly characterized by one-story commercial storefronts and the WMATA Bus Barn, Node Two has great potential as a future neighborhood hub on 14th Street. Wide sidewalks, attractive streetscape, an active business community, and the catalytic Bus Barn site will help this node realize its economic potential.

Node Two Today

Node Two's primary trade area is supported by approximately 2,063 individuals in 734 households. The reported median household income for this area is \$90,206. Additionally, this area has a daytime population of approximately 227 employees

The business mix in Node Two is relatively balanced (business mix pie chart to be displayed) among Neighborhood Good & Services, General Apparel & Furniture, and Other Non-Retail showing current business owners meet community needs. Still, there is a high vacancy rate at 21 percent. This section of 14th Street retail is also likely to be affected by lower actual sales per square feet for existing retailers. Even with the balanced business mix, unmet retail demand suggests Node Two does not supply preferred types of neighborhood goods and services. The only unmet retail demand is in the Neighborhood Goods & Services category totaling over 2,678 square feet, and is almost entirely accounted for by items found in a small grocery. The high household expenditures reflect the neighborhood's preference for a small grocery store. Increasing the residential density will help buoy current businesses and attract more diverse retailers to the node.³

Node Two has a prominent neighborhood charm accented by the uniform one story storefronts. The low density commercial and industrial land use directly informs this low scaled character. Some property and business owners have also suggested this low density and correspondingly small square footage limits the type of businesses who express interest in locating to the node. Population density also plays a part in this equation as residential numbers are not near their historic highs of 9,209 in 1960.⁴

Nonetheless, 14th Street residents and business owners are excited about the potential of Node Two becoming a thriving neighborhood serving commercial area. During the community engagement process, the stakeholders expressed their like of the commercial storefronts because of the historic uniformity and charm. Residents would like to see more retail uses that would draw regular neighborhood patronage as well as attract visitors, such as a neighborhood grocer, yet current land use and zoning does not allow for increased density. A land use and zoning change will have to occur in order to realize redevelopment potential.

Node Two benefits from a local business group, the 14th Street Uptown Business Association, which is engaged in ongoing efforts to improve the area. Beautifying the streetscape is just as important as providing a suitable amount of leasable space and, recently, the 14th Street Uptown Business Association installed ornamental tree boxes and plantings of new trees, shrubs, and flowers.

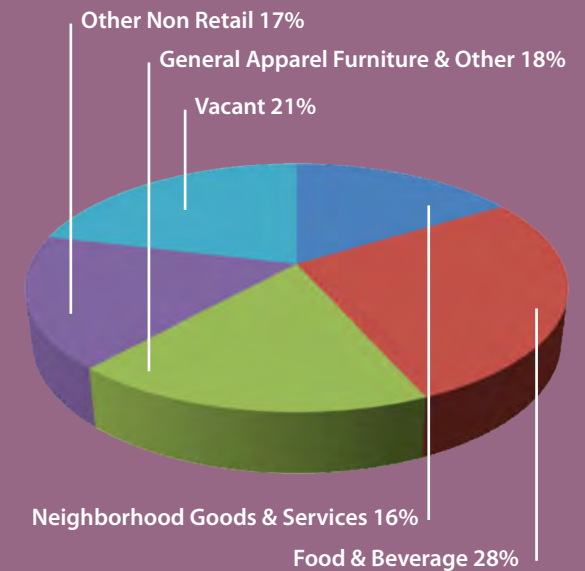
³ ESRI, Partners for Economic Solutions (November 2010).

⁴ The 1960 Census shows this Census tract as Census Tract 25 with a population total of 9,209. The 1970 Census splits Census Tract 25 to Census Tracts 25.01 and 25.02 and this split has since remained. The 2010 population is 682 persons less than in 1960.



Node Two Aerial

Node 2 Business & Retail Mix





Potential Development in Node Two

Residential - 130 units +/-

Commercial - 20,000 - 22,000 sq ft

- Grocer - 15,000 to 18,000 sq ft
- Retail - 2,500 to 5,000 sq ft

1. Value Furniture Site-Residential over grocery
2. WMATA Bus Barn parking-residential with the provision of replacement parking
3. DSK Mariam Site- Corner commercial with potential residential above

The Washington Metropolitan Area Transit Authority (WMATA), which maintains the Bus Barn site, is a site of contention among residents and business owners. Though the Bus Barn is a critical WMATA facility for the efficient movement of Metro buses and works as an overnight garage, it deters street activity on that side of 14th Street. Other issues revolve around air pollution, underutilized land for public benefit, and WMATA employees using street parking. It should be noted that during this study the Bus Barn parking structure was under physical repair forcing employees to park on the street and in neighborhoods. Even as an operational necessity, almost all stakeholders vocalized their desire to see the WMATA Bus Barn cleaned and repurposed for neighborhood benefit. The Bus Barn is well situated, catalytic properties should be redeveloped in order to attract new residents and spur economic growth appealing to current and future residents.

The market study suggests this node has potential to be a true neighborhood serving area with steady infill mixed use development over a ten-year period. The WMATA Bus Barn, from both the physical constraint and market potential perspectives strongly influences the primary trade area for Node Two. Because the Bus Barn limits east-west connections across 14th Street, the primary trade area is compromised to the west allowing more households easier access to Node Two businesses than they do to Georgia Avenue businesses. Conversely, those households to the east of the Bus Barn are more inclined to shop on Georgia Avenue. The WMATA daytime population also influences the hours of operation of some businesses. For example, coffee shops and take-out restaurants tend to follow the early morning schedule of bus drivers and some sit down restaurants only open their doors on the weekends to residential customers rather than depend on WMATA bus drivers' limited breaks.

Development Goal for Node Two

Pursue land use change and infill development that is designed with contextual sensitivity and attract a medium-scale grocery anchor to support existing businesses and spur increased foot traffic.



Existing Commercial Uses in Node 2



Crop Circle Kitchen Culinary Incubator, Boston, MA



De Vegetarische Slager, Amsterdam, Netherlands



Node 2 Retail Opportunities for Different types of Retail

Think Different Retail!

Traditional types of retail establishments along the District's commercial corridors have been in increasing competition with regional competitors, the internet, and larger chain stores. Current and future retailers along Central 14th Street should consider a different strategy that still builds off the core principles in this plan by providing unique experiences and items for purchase that are not just a click away, but local and convenient to residents.

Thinking of unique and local retail, Central 14th Street has a huge opportunity to tap into a recent trend that highlights a significant demand for creative uses. Successful examples of innovative retail include arts and crafts centers and healthy living studios for yoga or pilates, but there are a number of new opportunities. Culinary incubators where chefs host cooking classes or food tastings, and small caterers can use high-production kitchen appliances are also popular. Local food enthusiasts who would like to market their grandmother's apple pie, or are interested in expanding their current farmer's market specialty item, can begin the process at a culinary incubator. Boutique second-hand shops provide eclectic and hard-to-find items. Some of these ideas are already becoming a reality on 14th Street. Residents can peruse through interesting furnishings at the locally famous and relocated Ruff n' Ready on Central 14th Street. Finally, specialty food shops where consumers can purchase exotic spices, hard to find wines and cheeses, vegetarian meals, or teas are also growing in popularity.

Central 14th Street should attract retail that is outside of typical chain establishments, and is just a short walk or bike away.



Development Concept

2a) Value Furniture Site

As the second largest site (75,000 square feet) with single ownership, this property has the best redevelopment potential within the next five years because it is located mid-block, has good visibility, a deep footprint, singularly owned, and two separate alley access points. The development concept includes ground floor retail, ideal for a neighborhood grocery, with two to three floors of residential above. Parking is a concern for residents and businesses and should be part of any redevelopment. To facilitate development, this plan proposes to modify the current Comprehensive Plan Future Land Use Map designation of low-density commercial to mixed use moderate density residential and commercial. This modification would apply to those properties fronting 14th Street between Allison Street and Decatur Street and would enable an appropriate increase in zoning. The commercially zoned properties fronting, on the east side of 14th Street, from Allison to Webster, should remain a land use classification per the Comprehensive Plan of low-density commercial. This part of 14th Street serves as a natural transitional block for lower density commercial uses and is compatible with the residential uses on the west side of the corridor.



Value Furniture Proposed Site Concept



Proposed Design Guidelines Illustrated

Node Two Design Guidance

New development targeted for the Value Furniture site should include residential infill at the top with ground floor retail at the bottom.

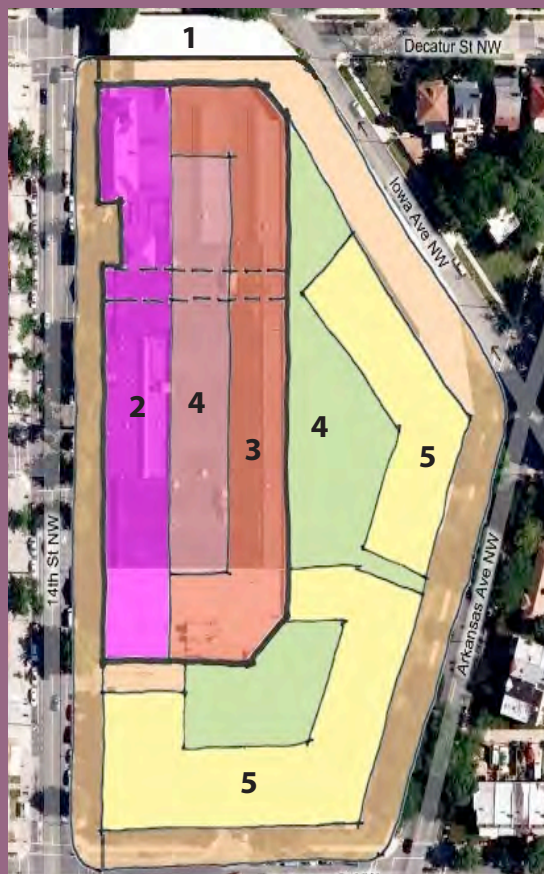
The surrounding residential uses between Crittenden and Buchanan consist of single-family homes with rear yards backing to the opportunity site. In all cases, height and density should front on 14th Street and step back away from existing residential neighborhoods.

To decrease the appearance of mega blocks, storefront improvement should be consistent with the corridor's existing, neighborhood-serving retail character.

To create a more pedestrian-friendly area, continuous street frontage should be established where possible.

Parking should be oriented towards the rear of the building, either underground or wrapped garages.

Street amenities such as Washington globe lights and street banners could help maintain the corridors existing character.



1. Remove parking garage addition to re-open Decatur Street, NW
2. Primary structure may be renovated to include business incubator space along 14th Street
3. Remainder of structure may be developed for commercial, institutional or residential. Reuse options will be market dependent
4. Internal courtyards and atriums may be used to highlight interior structure, provide daylight and separate uses
5. Develop townhomes to frame exterior of primary structure and provide a transition to adjacent neighborhood

Community residents emphasized the need for future development in this node, remain sensitive to the surrounding neighborhood character and height. Adequate setbacks from adjacent residential properties should be supported as appropriate.

2b) WMATA Bus Barn Parking Structure

The WMATA Bus Barn is the largest site in Node Two and future development plans for this site are *contingent upon WMATA relocating the fleet of buses currently maintained at this site.*



WMATA Bus Garage Concept

As an architectural landmark designed by noted architect of the East Capitol and Georgetown Car Barns, Waddy Wood, the historic 14th Street Bus Barn likely meets the eligibility criteria for listing in the National Register of Historic Places and the D.C. Inventory of Historic Sites; therefore, in the short term (within five years), the non-eligible parking structure is the focus of catalytic development on this site. The corner of 14th and Buchanan Streets could be developed with ground floor retail and two to three levels of residential above. Above ground parking could be accommodated within the existing footprint allowing for shared parking between WMATA employees and future residents.

Part of this proposal could also include a business incubator in the mid- to long-term (five to ten years), lining the façade of the historic structure for small and local entrepreneurs. The District encourages innovative entrepreneurship but finding affordable space remains a challenge. As a means of initiating redevelopment of the historic Bus Barn and creating quality workspace for entrepreneurs, linear incubator space facing 14th Street offers a solution. The long and narrow bay could be simply retrofitted as shared office space to accommodate local entrepreneurs. The remainder of the historic structure could be a mixed use development for a large retailer or institution that will help in maintaining daytime activity with above ground residential. Residential units, preferably townhomes, should also be along Arkansas Avenue, Iowa Avenue, and the eastern half of Buchanan Street. Any residential component along these streets should transition appropriately to neighboring homes and be considerate of design, height, and materials.



Conceptual illustration of a developed 14th Street Bus Barn looking southeast from Decatur Street.



As a potential alternative to relocating the bus barn offsite, another option would be to excavate one level beneath the existing bus barn and relocate the buses to a lower level. This would allow for the existing use to be more out of sight and allow for redevelopment above ground.

In any redevelopment scenario, OP recommends a mixed use adaptive development that would incorporate the existing structure into a project that would include neighborhood retail, institutional uses, business incubator space and residential units. The option of reopening Decatur Street should also be considered as it will increase pedestrian connectivity and street activity.

2c) DSK Mariam Ethiopian Orthodox Church

Except for the Exxon gas station, the entire 4500 block of 14th Street is owned by DSK Mariam Ethiopian Orthodox Church. The church has redevelopment plans for a new sanctuary on the existing site that would front 14th Street. Residents expressed concerns during the planning process over vehicular congestion during special religious events. The proposed sanctuary will include between 200 – 300 onsite/underground parking spaces, an increase from the existing 55 spaces and should significantly accommodate congregational members. As part of the development and as a reflection of the corridor's diversity, DSK Mariam plans to develop a space that celebrates Ethiopian history and cultural exchange on the corner of 14th Street and Buchanan Street. It would most likely be accessible to the public from the ground floor. To encourage a strong relationship with the street, the main entrance should be on 14th Street with clear signage. The church should also consider transparent windows allowing for more eyes on the street.



DSK Mariam Ethiopian Orthodox Church Proposed Concepts

Goal and Recommendations

Goal

Bolster opportunity to be a true neighborhood-serving retail area and improve the appearance of the public realm.

Adding a local grocery use and additional housing, this node can function more successfully as an active and lively heart of the neighborhood. Catalytic development should begin with the Value Furniture site. If and when the WMATA Bus Barn is relocated, that site should be redeveloped with historical sensitivity to fully transform Node Two.

Recommendation One

OP will change the Comprehensive Plan Land Use Map designation from low density commercial to moderate density mixed use commercial for the areas currently zoned C-1 and C-M-1 between Allison and Decatur Streets NW.

The limited building footprint in this area has been a deterrent to potential business owners. Changing the land use and zone to attract development opportunities will assist in accommodating greater density and provide more leasable space for would be retailers at Node Two. The existing C-1 zoned properties between Webster and Allison Streets NW should remain C-1 and no land use designation will be required. This will protect the existing character and unique function of this part of node 2 as a transitional block.

Next Steps

- A) OP will incorporate land use designation in next Comprehensive Plan amendment process.
- B) In collaboration with property owners OP will initiate a zoning change consistent with the amended Comprehensive Plan.

Recommendation Two

DCCAH will work with OP and community stakeholders to identify and design specific improvements (beautification, public art, murals) for the triangular lot at 14th and Webster Street, the south facing wall of Andromeda Health Clinic, and the exterior wall of Uptown Wine & Spirits.

Continuing resident fervor for the development of the node can be further encouraged by aesthetically enhancing dull spaces and making them more attractive for pedestrian activity and attracting new development.

Next Step

- A) Task Force will identify and apply for artist grants at the DC Commission on Arts Humanities (DCCAH) and the National Endowment of the Arts (NEA).

Recommendation Three

If the 14th Street Bus Barn is relocated and WMATA rededicates Decatur Street to the District, OP will work with DDOT to program a capital improvement project that looks at the feasibility of opening up Decatur Street between 14th Street and Iowa Avenue.

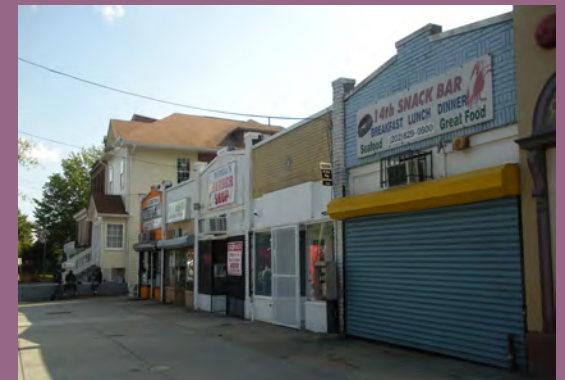
In order to improve connectivity and increase east-west movements, DDOT should consider reopening Decatur Street. That section of Decatur Street is currently owned by WMATA. Any reopening will have to be coordinated among the community, any future developer, and WMATA for maximum community benefit.

Next Steps

- A) In collaboration with the Task Force, OP and DDOT will prioritize streetscape issues and assist DDOT with the scope of the study.

Conclusion

Node Two offers major catalytic redevelopment potential with a change in land use while also offering small impactful changes that increase the Nodes appeal.





NODE THREE—Jefferson To Longfellow

Although fairly quiet and slow-paced, Node Three is characterized by classic wide sidewalks, larger lot sizes, and relatively good quality retail space. Per the market analysis, this node has a unique opportunity to pursue a creative approach with a niche retail market based on an arts cluster.

Node Three Today

Node Three is supported by approximately 1,490 individuals in 564 households. The reported median household income for this area is \$48,240. Additionally, the daytime population is approximately 66 employees.

Node Three is the least dense node consisting of primarily single family homes with the exception of a few mid-rise condominiums and apartments. This node's business and retail mix shows limited diversity of commercial businesses. For example, of the nodes approximately 13,000 square feet of existing uses, almost half (48%) fall into the Neighborhood Goods & Services category. Conversely, Food & Beverage make up only 3 percent of the node's business activity. The vacancy rate is high (32%) compared to the Nodes One and Two. (Business mix pie chart to be displayed).

A lack of diverse uses, undermaintained storefronts, and better positioned, nearby competition, challenge this node significantly. With the high vacancy rate, the opportunity to attract new investment to offer street activated uses could provide a more balanced business and retail mix for the node.

The market study determined that a fairly modest amount of total retail demand can be generated for Node Three, but with the potential impact of the planned Wal-Mart three blocks east at the Curtis Chevrolet site on Georgia Avenue, an alternate merchandising strategy will be needed.

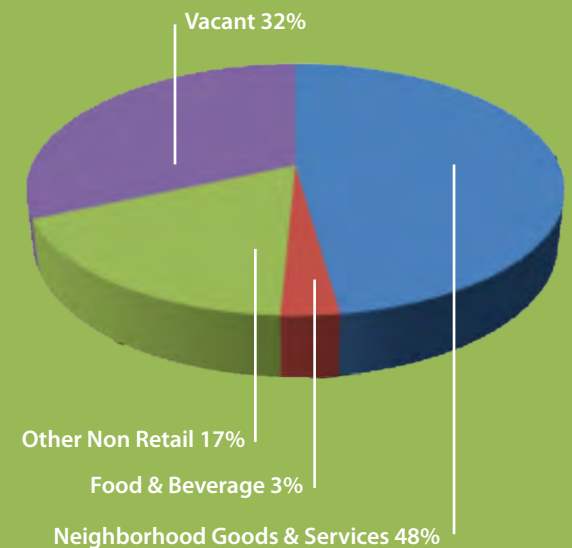


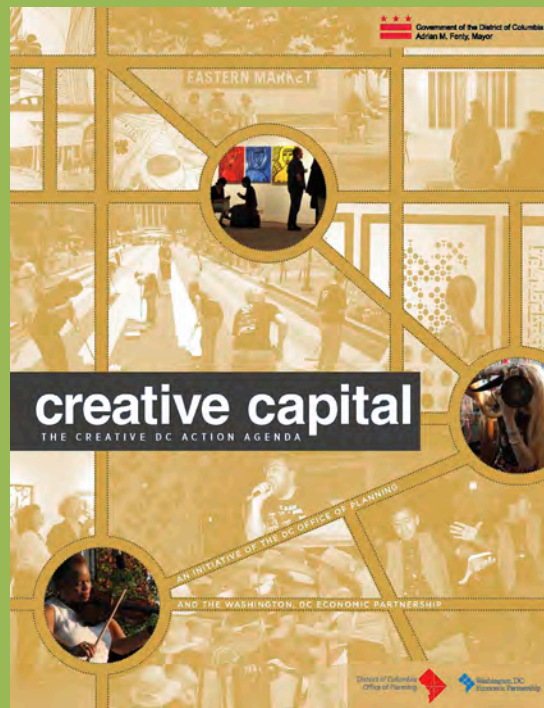
⁵ ESRI, *Partners for Economic Solutions* (November 2010).



Node Three Aerial

Node 3 Business & Retail Mix





The Creative DC Action Agenda frames the District in a new light—as a top-tier creative city where creativity and talent combine to enliven neighborhoods, contribute to economic stability, and create an even more distinctive sense of place. The District’s creative base includes building arts, design, film and media, communications, performing and visual arts, museum management and culinary arts. The study found that there are more than 75,000 direct jobs in the District’s creative sector, which generate more than \$5 billion in income each year. These jobs amount to more than 10 percent of the city’s employment base; many of these jobs are in the media, culinary, museum and design industries.

In the District’s Creative DC Action Agenda the advantages of co-locating artistic endeavors within neighborhoods that would benefit from increased exposure and potential spending are promising. The Creative DC Action Agenda examines ways to support creative employment and business opportunities, and to promote revitalization and enlivening of underserved areas through arts and creative uses. The low rents in Node Three make this area suitable for artists and art related uses to cluster. Given the newly renovated art studio of internationally renowned artist Sam Gilliam, the new high-end condos at Longfellow and 14th, and the existing vacant large retail storefronts and wide sidewalks, Node Three could thrive as a small arts-oriented neighborhood core. Node Three’s current market mix, coupled with the planned Wal-Mart expected just blocks east on Georgia Avenue, suggests a market approach that repositions it into an arts based niche market.

In defining this node as an arts core, it was suggested during the community process that the appeal of Node Three remains somewhat of a quaint, tucked away destination to residents and visitors. This quality is actually quite appealing to the arts community because it adds to the Node’s unique character when establishing a sense of place for the neighborhood. As such, the OP team suggested using the term Arts Cluster or Creative Cluster (instead of an Arts District) as an opportunity to maintain the Node’s character while still leveraging this Node’s potential to thrive as a Creative Arts Niche Market. In this instance, this quaint, yet unique character might provide a stronger drive for the arts community and potentially attract daytime population for the existing retailers in the node.

Building on the notion of attracting skilled artists and artisans who are being “priced-out” of other neighborhoods, Node Three can also be promoted as the next location for affordable studio space. Existing space available for conversion into studio space is limited to the Longfellow Avenue spaces along the northern edge of the triangular block, and perhaps some of the ground-level



View of Artplace Plaza Mock-Up

spaces existing and recently completed on the east side of Colorado Avenue. Even if these spaces are incorporated into an arts-oriented niche market strategy, at its zenith, the area would encompass approximately 1,200 linear feet further supporting the suitability of Node Three as a Creative Arts Cluster.

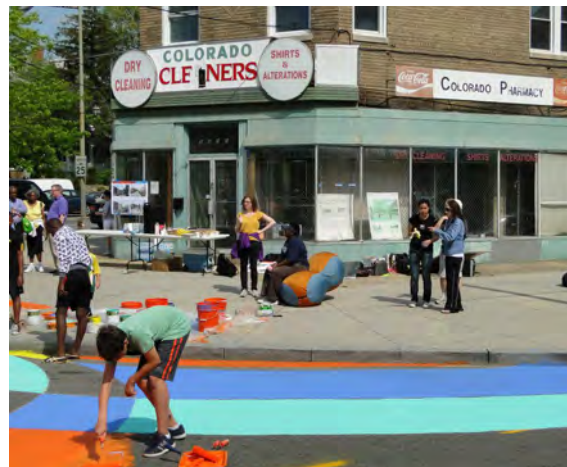
Development Goal for Node Three

Pursue mixed use infill development at the Children's Medical Care Center on the corner of 14th Street and Kennedy and reconfigure Colorado Avenue to create pedestrian plaza.

In this context, the consultants sought this node's potential as niche market, since the existing retail potential was insufficient to bolster any new supportable retail demand. Examples of retail niche markets might include an antiques row, a collection of stores focused on products and services for children, a street associated with nightlife venues, or a grouping of home décor and furniture stores.

ArtPlace

On April 21, 2012, OP received a unique opportunity to test and implement the Plan's proposed development concept for Node 3. In collaboration with many stakeholders, OP charged renowned artists at Rebar, to help the community visualize and test out a future Colorado Avenue public plaza at 14th and Colorado. The temporary "mock-up" incorporated a full-scale street painting, new planting beds, and movable street furniture. Rebar also led a Design Charette later that evening, to discuss with community stakeholders how the placement and design of street furniture could benefit the commercial areas along the corridor. OP will work with various community stakeholders during the Summer of 2012 to develop and locate street furniture throughout in targeted commercial areas, like Node 1. Visit the website, www.planning.dc.gov under the Artplace tab, for further information on the Artplace project.



Examples of retail niche markets



FishMarket at SW Waterfront



Home Décor Cluster on 14th Street NW



Medical Center Existing Conditions



Potential Development in Node Three

Residential - 30 units +/-

Commercial - 10,000 sq ft

- Medical office or restaurant
- Potential expansion of Children's Medical Center

Development Concept

With the opportunity to establish an Arts/Creative-based Cluster, new development opportunities in Node Three are needed. The intersection of 14th Street, Kennedy Street, and Colorado Avenue, where the current Medical Center, located at 5424-5427 14th Street, presents an ideal location where infill redevelopment can be realized. As indicated in the illustrative, redevelopment should be oriented towards the corner of 14th Street. Ground floor uses should easily be seen through transparent storefronts that could further enliven this node.

Improvements to the public realm will also be an important element of Node Three's transformation into a successful niche market. The park at Colorado Avenue and 14th Street requires maintenance and an overall and upkeep plan. Grander notions, including possible renovations of Colorado Avenue between the park and Longfellow Street, could be a critical element in defining Node Three as a Creative Arts Cluster and providing an incentive for creative uses to lease spaces in Node Three. Additionally, the streetscape should be enhanced to accommodate trees, better looking streetlights, public art and other similar types of street amenities. Attracting pedestrians to enjoy this outdoor 'special place' could significantly bolster this node as a Creative Arts Cluster.



Node Three Development Concepts

Goals and Recommendations

Attracting and satisfying the needs of these potential customers will require some marketing, imaging and merchandising shifts by Node Three retailers. As the Arts Cluster becomes established, business owners must observe the activity patterns in the neighborhood. Do their hours of operation match the times of action on the sidewalks? Are their storefronts well-maintained and convey a sense of pride and attention? Can passers-by see inside and feel secure in entering a new establishment? Are the sidewalks clean? Do visual cues suggest that the area is safe or unwelcoming? Each of these factors will strongly influence the ability of retailers to profit from the sales potential generated by an Arts Cluster.

Goal

Reposition Node Three to attract creative arts and daytime uses (non-retail) to become a thriving/unique commercial area.

With the anchor of internationally renowned Sam Gilliam's art studio, new high-end condos at Longfellow Flats, and a current availability of large retail storefront, Node Three has a distinct redevelopment potential as a Creative Arts Cluster.

Recommendations One

OP will work with the community to attract new arts and non-retail uses to the node by promoting the corridor and building on existing artistic and physical assets.

Next Steps

- A) OP will include Node Three's vacant retail spaces in the DC Creative Retail Space Bank to advertise availability.
- B) OP will hold a District wide Creative Economy event in Node Three.

Recommendation Two

DDOT will scope a capital improvement project that will reconfigure the park at 14th Street and Colorado Avenue.

In order to facilitate a renewed sense of public space, this Plan recommends expanding the existing triangle park at 14th and Colorado, into an easily accessible, open-air, promenade that encourages and even generates pedestrian activity for this node. Additionally, public art or other types of creative uses and amenities should anchor the node and support the concept of "something different and unique" being targeted here and supportive of the proposed Creative Arts Cluster niche market recommended for Node Three.

OP was given a unique opportunity to test the public plaza concept using a the Artplace grant during the summer of 2012. For more information on this project, visit www.planning.dc.gov.

Next Step

- A) DDOT will work with community stakeholders and the Task Force to understand streetscape and stormwater issues for the scope of the study.

Conclusion

Due to less expensive rents and the establishment of Sam Gilliam's work studio, Node Three has a unique opportunity to reposition itself as a Creative Arts Cluster. Offering something new and exciting at this node will help it stand out as a neighborhood feature and an 14th Street destination. To help realize all of the above goals and recommendations, active community involvement is important. The next chapter discusses the necessary collaboration with community and other stakeholders.



Artplace Street Furniture Design Charrette



Temporary Plaza Mock up



Aerial of Artplace Plaza Mock-Up



Community Partnering

During the nine month long planning process it was evident how much energy and passion the residents and business owners along the corridor have for their community. Their collective desire to have a sound Plan that accurately reflects how the corridor should thrive overtime is essential. The end result – the development of this plan – serves as a clear framework of goals and recommendations that will eventually move this community one step closer to a better and improved 14th Street corridor.

The public engagement framework for this planning process relied heavily on the input from both residents and merchants. The Office of Planning formed an Advisory Committee and executed a Business Engagement Strategy, to engage leaders during the planning process. More importantly, these dedicated leaders helped OP prioritize important issues. Subsequently, goals and recommendations are crafted from those dialogues and vetted at public meetings.

One of the themes OP stressed during the public process is the serious economic challenge the District faces and how that is reflected in the District's budget. Historically, Small Area Plan recommendations confirm public investment commitments and identify where private dollars can be leveraged to improve emerging neighborhoods.

The collaboration among community and civic organizations, business associations, ANC leadership, District government agencies, residents and business owners, is necessary to implement the recommendations of this plan.

Goal

Determine key areas to leverage and engage community stakeholders during the Plan's implementation phase.

Organizations such as non-profits or community organizations will lead activities that are essential in addressing community needs and overall revitalization strategies identified in this plan. Community stakeholders and leaders can use this Plan as a guide, to ensure that the programs, services and physical improvements recommended in this revitalization strategy are met. Alternatively, this Plan can also empower community stakeholders to leverage District resources and programs during implementation.

Recommendation One

Establish a Task Force to assess and prioritize key Plan recommendations and participate in next steps as appropriate.

In continuing the momentum of the planning process, OP will work with interested community stakeholders to shepherd the Plan's recommendations into the implementation process. It is expected that the taskforce members will be those dedicated and engaged stakeholders who helped determine the framework and recommendations of this Plan. Task Force members will be representative of business and community stakeholders.

Typically, the role of the taskforce is to determine which recommendations rise to the priority status and can be implemented within a relatively short period of time (not longer than a year).





Next Steps

A) OP will invite and host initial task force meeting with active community stakeholders within one month of Plan adoption.

Recommendation Two

OP will determine eligible community partner(s), i.e. non-profit to coordinate and lead the application process for local and national grant programs that can implement plan recommendations.

Community and business organizations such as the ANCs, Tivoli North Business Association, and the 14th Street Uptown Business association were active in the development of this plan. Stakeholders like these can collaborate and craft proposals to, for example, Neighborhood Investment Fund and OP's Temporium Grant solicitations which assist in economic development and neighborhood revitalization in creative and impactful ways.

As examples, in 2010 the 14th Street Uptown Business Association was awarded a NIF grant for streetscape improvements at Node Two. The new tree boxes, trees, shrubs, and flowers improved the appearance of the public space. In 2011 OP awarded funds to the Mt. Pleasant Main Street who sponsored the highly successful Mt. Pleasant Temporium. Between February 18 and March 13, 2011, the Temporium housed 34 local artisans and grossed more than \$31,000 in sales from its 1,030 customers.

Next Step

A) OP will work with the Task Force to identify all applicable non-profits operating in the planning area within one year of Plan adoption and share information on eligible resources, programs and grants that could be applied for to target specific Plan recommendations.

The Task Force can identify a community champion to jump start this recommendation by providing a list of all eligible non-profit and 501-c3 entities within Brightwood, Crestwood, or other adjacent neighborhoods in Ward 4. This list would determine only eligible entities, which will have the capacity and desire to address issues and recommendations set forth in the Plan.

Conclusion

Organizing with active community stakeholders and District agencies will help realize the full revitalization impact as intended in this Plan. The next chapter graphically presents the above outlined goals and recommendations for easy reference.

The Implementation Matrix

The following matrix summarizes the goals, recommendations, and next steps presented throughout the plan. Each recommendation has a projected timeframe and implementer (District Agencies or Community Leader) to ensure that progress in each of these areas can continue. In addition, the matrix outlines the next steps, created to jumpstart implementation. Each next step represents a way for the District and the community to launch a recommendation, and ultimately achieve the overall goal. Typically these key actions that can be implemented in a short period of time (within two years).

In the final public meeting on May 21, 2011, participants were asked to prioritize their top recommendations. Results from the prioritization showed a strong preference for the following recommendations:

- 1) Work with DDOT to schedule a 14th Street streetscape and stormwater improvement plan that includes:
 - a) Extending Columbia Heights streetscape characteristics to Node One,
 - b) Analyzing the feasibility of reopening Decatur Street between 14th Street and Iowa Avenue at Node Two, and
 - c) Designing the reconfiguration of the island park at the intersections of 14th Street Colorado Avenue and Kennedy Street at Node Three.
- 2) Change the Comprehensive Plan land use designation to mixed use moderate density residential/low density commercial for the C-1 and C-M-1 zones.
- 3) Determine a community partner, i.e. non-profit, to ensure and/or lead application process for applicable local and national grant programs that implement plan recommendations.
- 4) Improve and maintain the appearance of underutilized commercial and residential properties.
- 5) Provide ongoing technical assistance for small businesses on how to increase revenue and improve appearance.

These priorities will be revisited when the 14th Street Revitalization Strategy Taskforce is created. The Taskforce, in cooperation with relevant DC agencies, will be tasked with prioritizing recommendations and coordinating implementation activities.



Corridor Wide Public Realm

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
<p>Improve the aesthetics along the 14th St. corridor while improving pedestrian safety and connectivity.</p> <p>Improving the aesthetic appeal of the street and sidewalks as well as increasing the numbers of street trees and shrubs will contribute to a more pleasant neighborhood experience. Specific physical improvements should be made at key intersections to improve pedestrian safety and encourage east-west movements to key attractions along 16th St. and Georgia Ave. Effort should also be made to celebrate the areas cultural diversity.</p>	<p>1. Work with DDOT to scope and program public improvement projects in coordination with DDOT's six year capital improvement program. The projects should include:</p> <ul style="list-style-type: none"> • Extending Columbia Heights streetscape characteristics to Node One; • Analyzing the feasibility of reopening Decatur St. between 14th St. and Iowa Ave. at Node Two to increase connectivity; and • Designing the reconfiguration of the island park at the intersections of 14th St., Colorado Ave., and Kennedy St. at Node Three. <p>Throughout the planning process residents and business owners discussed the desire for 14th St. to be a more inviting and connected corridor, both between the nodes and the surrounding neighborhoods. Designing public realm improvement projects help in this endeavor. Many residents expressed interest in the connection Node One shares with Columbia Heights as a continuous commercial segment. Extending the streetscape characteristics will visibly enhance that connection. Decatur St. between 14th St. and Iowa Ave. used to be a public street between before the parking garage was built around the WMATA Bus Barn. Reopening Decatur St. will allow for increased east-west pedestrian activity and break up the Bus Barn's monolithic presence. Reconfiguring the park in Node Three, capturing public space, and installing public art and street furniture will help create a vibrant public scene for residents and visitors.</p>	DDOT, WMATA, OP	ANCs, Community Organizations, and 14th St. Task Force	3-5 years	DDOT and OP will work with community stakeholders via a public meeting process to understand safety, streetscape and design issues while shaping the scope of the public improvement projects.

Corridor Wide Public Realm

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
	<p>2. Enhance the corridor with sustainable streetscape amenities by expanding tree canopy, replacing impervious surfaces, and by using eco-friendly materials, via collaborative community activities.</p> <p>By encouraging sustainable beautification efforts, per the standards of sustainable design and practices, the corridor's commercial nodes will not only serve as an aesthetically pleasing environment to pedestrians, but can also provide a more environmentally friendly approach to revitalization.</p> <p>3. Initiate short term improvements to create a more appealing and safer pedestrian experience for residents and visitors by coordinating public realm investments with private investments.</p> <p>To ensure high impact improvements, future private development should be coordinated with public investment. Small, visible improvements spearheaded by business owners and private residents will also help in attracting private development. Encourage the community to take part in DDOT's "Call for Projects" where they can advocate for specific projects to be a part of DDOT's Capital Projects list. Such grass roots investment efforts will help steer public funds to capital projects along the corridor. Potential improvements include:</p> <ul style="list-style-type: none"> • Replacing impervious pavement with a permeable surface and/or grass. Possible locations could be the median at 14th and Emerson Sts. and the triangular park on Colorado Ave. east of 14th St. • Work with DDOT's Transportation Operation Administration to conduct an illumination study to ensure globes are translucent and bright and, if necessary, trim tree canopy to allow more light on the street. 	<p>DDOT, OP</p>	<p>Business Associations, Community Organizations, Casey Trees, Friends of Rock Creek's Environment (FORCE)</p>	<p>3-5 years</p>	<p>A) Community organizations should partner with District partner agencies like DDOT and Casey Trees to identify funding and implementation resources targeting sustainable, beautification activities within the corridor's commercial nodes.</p> <p>B) DDOT and Community Leaders will encourage civic organizations and business associations to adopt watering of street trees, specifically in the commercial nodes, utilizing DDOT's Tree Watering Program.</p>
		<p>DDOT, OP</p>	<p>ANCs, Business Associations, Community Organizations, 14th St. Task Force</p>	<p>1-2 years</p>	<p>Work with community and DDOT to determine which short term projects can be implemented in FY12.</p>

Corridor Wide Public Realm

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
	<p>4. Work with Cultural Tourism DC and DDOT to design and install interpretive signs at each of the commercial nodes reflecting the history and culture of 14th Street. Consider translating signs into Spanish and Amharic.</p> <p>Residents and business owners along the corridor represent a diverse and multicultural community. Many stakeholders value this as an asset in the community and think it should be celebrated. Installing cultural and historic markers along the corridor that tell the story of 14th St. is one way to ensure residents and visitors are informed and reminded of its history and multicultural population. Because of the multilingual residents, text should be translated into Spanish and Amharic to better serve the community.</p> <p>5. Improve and maintain appearance of under-utilized commercial and residential properties through organized community involvement and collaboration with District agencies.</p> <p>Business owners and residents commented on the poor physical appearance of some commercial properties due to graffiti, cluttered display windows and/or underutilized commercial spaces. Some vacant residences are also not being properly maintained and becoming eyesores on the corridor. Working to identify and contact city officials, specifically the Mayor's Office of Neighborhood Engagement (ONE), could potentially assist in addressing minor problems and getting the right District Agency at the table. There are also city grants and programs that assist property owners in renovating their properties. Efforts to connect those available resources with eligible businesses and property owners should be addressed during the implementation process.</p>	<p>OP, DDOT, DCCAH, Cultural Tourism DC</p> <p>OP, DHCD, ONE</p>	<p>ANCs, Business Associations, Community Organizations, 14th St. Task Force</p> <p>Property Owners, ANCs</p>	<p>1-2 years</p> <p>1-2 years</p>	<p>OP will collaborate with the Task Force to identify potential grants, e.g. federal and local grants, to help fund this initiative. OP should coordinate with DDOT and Cultural Tourism to provide technical assistance in developing signs that are reflective of the historic charm of the corridor.</p> <p>A) OP will work with ONE to organize two "Operation Fix-its" to improve property appearance along the corridor.</p> <p>B) OP will collaborate with community stakeholders to identify properties within each commercial node that are eligible for the Rapid Response Program. The Rapid Response Program is a funding and service opportunity, lead by the Office Planning that connects local property owners with professional consultant services to determine the full development potential of their property as it relates to their own objectives and the objectives of this Plan's recommendations.</p> <p>C) Community stakeholders will work with the Department of Housing and Community Development (DHCD) in identifying commercial and residential properties who can benefit from comprehensive housing counseling services, small business technical assistance and façade improvement opportunities.</p>

Corridor Wide Public Realm

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
	<p>6. Take advantage of Advisory Neighborhood Commission grants for public space/aesthetic improvement projects.</p> <p>An ANC's authority includes the ability to grant money to qualifying organizations that are providing community services and/or specific projects that are planned and approved by the ANC.</p>	N/A	ANCs, 14th St. Task Force, Neighborhood non-profits, i.e. 501(c)-3 or 501(c)-6	Annually	ANC's will coordinate with the 14th St. Task Force and identify local non-profits who should apply for one ANC 4C or 4A grant within one year of Plan adoption.

Corridor Wide Mobility

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
<p>Improve multi-modal options along the corridor while increasing efficiency of parking systems.</p> <p>Moving along the corridor whether walking, biking, or driving should be safe and appealing for all. There are a number of transit options along the corridor but the Capital Bikeshare network should be extended as you move towards Node Three. Increasing parking turnover rates would help parking availability for patrons at each of the commercial nodes, and strategically increasing the number of carsharing locations will also help to alleviate parking constraints, especially as residential and commercial density increases in the future.</p>	<p>1. Enhance WMATA bus service along 14th Street to address customer concerns, efficiency in scheduling, and determine future improvements to transit operations and management as necessary.</p> <p>The public was relatively satisfied with the bus route options along 14th St. though some members raised concerns about late bus arrivals. As part of WMATA's efforts to improve service for residents along the corridor and across the region, WMATA identified 14th Street as a priority corridor to be further studied in its Priority Corridor Network (PCN) Study. This study is a public process expected to occur over the next year and will address a variety of service improvements and traffic operation and management for 14th Street.</p>	WMATA , DDOT, OP	14th St. Residents	1-2 years	WMATA will kick-off the 14th Street PCN Study and collaborate with DDOT and OP on the transit recommendations addressed in this plan.

Corridor Wide Mobility

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
	<p>2. Add a Capital Bikeshare Station at 14th St. and Kennedy St.</p> <p>Residents enjoy the ease of moving along the corridor. Many stakeholders also expressed the wide transit options reduces the reliance on a personal vehicle. A Capital Bikeshare at Node Three would increase the number of stations to four along the study area (with one station per node), extend the use of the successful bike sharing program, and encourage more patrons to visit Node Three.</p> <p>3. Increase car sharing options along the corridor.</p> <p>As the population continues to grow in the neighborhoods surrounding 14th St., the District wants to allow greater mobility variety. Providing car sharing options will contribute to this effort and help mitigate the need for a personal vehicle. Newer residents will also be encouraged to walk the corridor, consume locally, and patron surrounding businesses. As a means of promoting alternate forms of transportation and minimizing transportation costs, this option will also be of benefit to residents who want to limit their financial automotive burden.</p> <p>4. Collaborate with DDOT to install multi-space parking meters along the corridor</p> <p>Many of the business owners and residents are dissatisfied with the availability of parking along the corridor. Patrons have also complained about frequently broken meters. The bulk of the parking frustrations stem from the renovations to the WMATA Bus Barn causing WMATA employees to park on 14th Street and neighborhood streets. Installing multi-space parking meters are more efficient because they create additional parking capacity on most blocks, other forms of payment like cash and credit cards can be used, they require less maintenance, and encourage better turnaround parking for quick stop and shopping.</p>	<p>DDOT, OP</p> <p>OP, DDOT</p> <p>DDOT, OP</p>	<p>ANC, 14th St. Residents</p> <p>ANC, 14th St. Residents, Relevant property owners</p> <p>ANC, Business Associations</p>	<p>1-2 years</p> <p>3-5 years</p> <p>3-5 years</p>	<p>OP will recommend the 14th St. and Kennedy St. location during DDOT's next round of installations.</p> <p>OP will collaborate with DDOT to target two off-street locations for car sharing companies, such as Zipcar DC. Possible locations could include:</p> <p>1) the parking lot at DSK Mariam Church (14th St. and Buchanan St.) 2) the parking lot at the Children's Medical Care Center (14th St. and Kennedy St.)</p> <p>OP will recommend to DDOT that new multi-space parking meters be installed at Nodes One and Two</p>

Corridor Wide Mobility

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
	<p>5. Explore shared parking opportunities at underutilized parking lots, (e.g. the DSK Mariam Church) to increase foot traffic and exposure.</p> <p>While renovations are being completed at the WMATA Bus Barn, business owners and WMATA employees should explore short term opportunities to share parking on neighboring sites such as the DSK Mariam Church. Business owners and employees should use shared parking spaces thereby increasing street parking for patrons.</p>	OP	ANC, Business Associations, Relevant property owners	1-2 years	Initiate talks with the DSK Mariam Church, WMATA and local business owners for shared parking opportunities.

Business Strategy

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
<p>GOAL ONE Strengthen opportunities for existing and new small businesses along the 14th Street corridor.</p> <p>Throughout the business engagement process, it became apparent that owning and operating a small neighborhood business in a struggling economic climate can be challenging. Although various small business resources and economic development programs exist to help them improve and expand, many small businesses simply are unaware of, unprepared to take advantage of, or are too consumed with day-to-day operations to take full advantage of these opportunities. Therefore, proactively sharing information and providing guidance on available small business assistance opportunities is imperative to improving 14th street merchants.</p>	<p>1. Provide ongoing technical assistance for small businesses on how to expand customer base and improve appearance.</p> <p>During the engagement process, a number of business owners met with District agency representatives who shared some ideas for increasing revenue and appealing to a wider range of customers in their area. This information and others like it needs to be expanded upon and shared with all merchants along the corridor.</p> <p>2. Encourage key retailers to improve marketing of unique uses and goods.</p> <p>A number of the merchants on 14th street offer unique and hard to find products and services that cater to a specific local customer base such as the butcher in Delicia's Market in Node Three. Many of these unique offerings would also appeal to many non-traditional consumers if small businesses expanded their advertising to multiple media outlets.</p>	<p>DSLBD, DMPED, DHCD, OP</p> <p>DSLBD, OP</p>	<p>Business Associations, Neighborhood non-profits</p> <p>Business Associations, Individual Businesses, Non-profits</p>	<p>Ongoing</p> <p>1-2 years</p>	<p>A) DSLBD to work with business associations and organize information seminars with DC agencies that pass on information on existing programs and eligibility.</p> <p>B) OP will collaborate with DSLBD and other partners to create a 14th Street 'Handbook' for existing businesses as an easy-to-understand resource for key concerns in the business community. Translate into multiple languages as appropriate.</p> <p>A) DSLBD and OP to encourage business owners to participate in DSLBD's capacity-building technical assistance and training that are designed to improving business owners' marketing, promotion and branding efforts.</p> <p>B) DSLBD will encourage business to participate in its ongoing 3-part social media training series and, as resources allow, host the series in a 14th Street location.</p> <p>C) Encourage business owners to attend the Washington DC Economic Partnership (WDCEP) Doing Business 2.0 Seminars on topics including "Registration and Licensing" and "Marketing Your Business: Tools, Resources and Social Media"</p>

Business Strategy

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
	<p>3. Work with businesses to assist them in receiving a Clean Hands Certificate and Certificate of Good Standing so they are eligible for small business assistance programs.</p> <p>There are a number of public sector small business assistance programs available for merchants, but most all of them require that the business owner and in some cases the property owner are current with their District taxes. It is important that merchants receive the understanding and get assistance needed to become eligible for these programs and services.</p> <p>4. Community organizations will apply for District and Federal grant opportunities and host community events.</p> <p>During the business engagement process, the merchant community often spoke of the need for financial assistance to implement ideas that would contribute to revitalization of the area. During meetings between District agencies and the local merchants, a number of programs and grants were presented that would assist area business organizations and local retailers in implementing their revitalization efforts or in hosting neighborhood events to bring patrons to the area.</p>	<p>OTR, DCRA, OP</p> <p>DMPED</p>	<p>Business Associations</p> <p>Business Associations, Community Organizations, Non-profits, 14th St. Task Force</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>A) OTR will work with local business associations to create an inventory of businesses who want to obtain a Clean Hands Certificate and Certificate of Good Standing within one year of Plan adoption.</p> <p>B) OP will organize two annual information seminars with OTR and DCRA to explain the benefits and provide assistance to business who want to have a Clean Hands Certificate and Certificate of Good Standing.</p> <p>A) OP will work with DMPED to notify local non-profits to apply for Neighborhood Investment Fund (NIF) grants and other discretionary resources.</p> <p>B) Local community associations or business associations can work with the Task Force to host one community fundraising event.</p>

[illegible]

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
<p>Reposition Node One to benefit from Columbia Heights' momentum.</p> <p>Node One should seek to capitalize on Columbia Heights' economic success by repositioning itself as an alternative to the national retailers and big box stores, and through the extension of public realm improvements, either throughout the Node or at strategic points, designed to draw patrons into the Node. Offering alternative retail options to both area residents and people shopping south in the Metro area will help to attract and retain new customers to the corridor. Comparable local examples include 11th Street NW in Columbia Heights and the 4800-4900 blocks of Georgia Ave in Petworth.</p>	<p>1. Revisit the Office of Planning's Retail Action Strategy (RAS) recommendations for Node One to identify priority recommendations for implementation that will support retail expansion, retention, and attraction.</p> <p>The RAS has a number of recommendations for improving small business operations, physical improvement to the storefronts and marketing & branding. It is vital that community stakeholders and District staff prioritize the recommendations that would generate the largest impact in the community.</p> <p>2. Work with DDOT to scope and program a capital improvement project that assesses which public realm and urban design elements from Columbia Heights can be mirrored in Node One to create a visual relationship and attract more customers</p> <p>In order to visually connect the node and points south and draw patrons into the area, a number of streetscape improvements are needed. The public realm improvements should reflect the existing development in the Metro area, but retain enough of its unique character to be distinguished as its own retail district. The project should include curb extensions, tree plantings, and pavers. Particular focus should be provided at the gateway intersection of Spring Road and 14th Street NW.</p>	<p>OP, DSLBD, WD-CEP, DDOT, DCCA</p> <p>DDOT, OP</p>	<p>Business Associations</p> <p>ANCs, Community Organizations, and 14th St. Task Force</p>	<p>1-2 years</p> <p>3-5 years</p>	<p>OP will reconvene Ward 4 stakeholders with Ward 1 Stakeholders to prioritize and implement RAS recommendations. OP in collaboration with community stakeholders and District agencies will implement at least two RAS recommendations in 2012.</p> <p>OP will collaborate with DDOT and community stakeholders to detail hardscape elements and materials "from street to storefront" using the District Public Realm Manual as the foundation.</p>

REDEVELOPMENT OF NODE TWO Webster - Decatur Street

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
<p>Bolster opportunity to be a true neighborhood-serving retail area and improve the appearance of the public realm.</p> <p>Adding a local grocery use and additional housing, this node can function more successfully as an active and lively heart of the neighborhood. Catalytic development should begin with the Value Furniture site. If and when the WMATA Bus Barn is relocated, that site should be redeveloped with historical sensitivity to fully transform Node Two.</p>	<p>1. Change the Comprehensive Plan Land Use Map designation from low density commercial to moderate density mixed use commercial for the areas currently zoned C-1 and C-M-1 from Allison to Decatur Streets NW.</p> <p>The limited building footprint in this area has been a deterrent to potential business owners. Changing the land use and zone to attract development opportunities will assist in accommodating greater density and provide more leasable space for would be retailers at Node Two. The existing C-1 zoned properties between Webster and Allison Streets NW should remain C-1 and no land use designation will be required. This will protect the existing character and unique function of this part of node 2 as a transitional block.</p>	OP	ANC	1-2 years	<p>A) OP to modify land use designation in next Comprehensive Plan amendment process.</p> <p>B) In collaboration with property owners OP will initiate a zoning change consistent with the amended Comprehensive Plan.</p>
	<p>2. Identify and design specific improvements (beautification, public art, murals) for the triangular lot at 14th and Webster Street, the south facing wall of Andromeda Health Clinic, and the exterior wall of Uptown Wine & Spirits.</p> <p>Continuing resident support for the development of the node can be further encouraged by aesthetically enhancing dull spaces and making them more attractive for pedestrian activity and attracting new development.</p>	DCCA , OP	ANCs, Community Organizations, and 14th St. Task Force	1-2 years	Task Force will identify and apply for artist grants at the DC Commission on Arts Humanities (DCCA) and the National Endowment of the Arts (NEA).
	<p>3. If the 14th Street Bus Barn is relocated and WMATA rededicates Decatur Street to the District, work with DDOT to scope and program a capital improvement project that looks at the feasibility of opening up Decatur Street between 14th Street and Iowa Avenue.</p> <p>In order to improve connectivity and increase east-west movements, DDOT should consider reopening Decatur Street. That section of Decatur Street is currently owned by WMATA. Any reopening will have to be coordinated among the community, any future developer, and WMATA for maximum community benefit.</p>	DDOT , OP	ANCs, Community Organizations, and 14th St. Task Force	3-5 years	In collaboration with the Task Force, OP and DDOT will prioritize streetscape issues and assist DDOT with the scope of the study.

REDEVELOPMENT OF NODE THREE Jefferson-Long Fellow Street

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
<p>Reposition Node Three to attract creative arts uses and daytime uses (non-retail) to become a thriving, and unique commercial area.</p> <p>With the anchor of internationally renowned Sam Gilliam's art studio, new high-end condos at Longfellow Flats, and a current availability of large retail storefront, Node Three has a distinct redevelopment potential as an Arts Cluster.</p>	<p>1. Attract new arts and non-retail uses to the node by promoting the corridor and building on existing diverse cultural assets.</p> <p>Encouraging more residents and non-retail uses to the node is one of the key actions needed to revitalize this area. Promoting creative arts will both help to boost the daytime population and support the existing retail. A new arts-oriented demographic will also encourage existing and new retailers to be innovative and meet a changing demand.</p>	OP	ANC Review	1-2 years	<p>A) OP will Include Node Three's vacant retail spaces in the DC Creative Retail Space Bank to advertise availability.</p> <p>B) OP will hold a District wide Creative Economy event in Node Three.</p>
	<p>2. Work with DDOT to scope and program a capital improvement project that designs and reconfigures the park at 14th St., Colorado Ave., and Kennedy St. to create a small plaza for more public/creative space.</p> <p>In order to facilitate a renewed sense of public space, this Plan recommends expanding the existing triangle park at 14th and Colorado, into an easily accessible, open-air, promenade, that encourages and even generates pedestrian activity for this node. Additionally, public art or other types of creative uses and amenities should anchor the node and support the concept of "something different and unique" being targeted here and supportive of the proposed Arts Cluster niche market recommended for Node Three.</p>	DDOT	ANCs, Community Organizations, 14th St. residents	3-5 years	DDOT will work with community stakeholders and the Task Force to understand streetscape and stormwater issues for the scope of the study.

COMMUNITY PARTNERING

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
<p>Determine key areas to leverage and engage community stakeholders during the Plan's implementation phase.</p> <p>Organizations such as non-profits or community organizations will lead activities that are essential in addressing community needs and overall revitalization strategies identified in this plan. Community stakeholders and leaders can use this Plan as a guide, to ensure that the programs, services and physical improvements recommended in this revitalization strategy are met. Alternatively, this Plan can also empower community stakeholders to leverage District resources and programs during implementation.</p>	<p>1. Recommendations and participate in next steps as appropriate.</p> <p>In continuing the momentum during the planning process, OP will work with interested community stakeholders to shepherd the Plan's recommendations into the implementation process. It is expected that the taskforce members will likely be those dedicated and engaged stakeholders who helped determine the framework and recommendations of this Plan. Task Force members will be representative of the business and community sector of the corridor.</p> <p>Typically, the role of the taskforce is to determine which recommendations rise to the priority status and can be implemented within a relatively short period of time (not longer than a year).</p>	<p>OP</p>	<p>Community Organizations, 14th St. residents</p>		<p>OP will invite and host initial task force meeting with active community stakeholders within one month of Plan adoption.</p>

COMMUNITY PARTNERING

Goal	Recommendation	Agency Coordination (lead in bold)	Community Involvement	When	Next Steps
	<p>2. Determine eligible community partner(s), i.e. non-profit, to coordinate and lead application process for local and national grant programs that can implement plan recommendations.</p> <p>Community and business organizations such as the ANCs, Tivoli North Business Association, and the 14th Street Uptown Business association were active in the development of this plan. Stakeholders like these can collaborate and craft proposals to, for example, Neighborhood Investment Fund and OP's Temporium Grant solicitations which assist in economic development and neighborhood revitalization in creative and impactful ways.</p> <p>As examples, in 2010 the 14th St. Uptown Business Association was awarded a NIF grant for streetscape improvements at Node Two. The new tree boxes, trees, shrubs, and flowers improved the appearance of the public space. In 2011 OP awarded funds to the Mt. Pleasant Main Street who sponsored the highly successful Mt. Pleasant Temporium. Between February 18 and March 13, 2011, the Temporium housed 34 local artisans and grossed more than \$31,000 in sales from its 1,030 customers.</p>	OP	Neighborhood non-profits, i.e. 501(c)-3 or 501(c)-6	1-2 years	<p>OP will work with the Task Force to Identify all applicable non-profits operating in the planning area within one year of Plan adoption and share information on eligible resources, programs and grants that could be applied for to target specific Plan recommendations.</p> <p>The task force can identify a community champion to jump start this recommendation by providing a list of all eligible non-profit and 501-c3 entities within Brightwood, Crestwood, or other adjacent neighborhoods in Ward 4. This list would determine only eligible entities, which will have the capacity and desire to address issues and recommendations set forth in the Plan.</p>



Appendix

Comprehensive Plan Reference

Policy ED-2.2.3: Neighborhood Shopping

Create additional shopping opportunities in Washington's neighborhood commercial district to better meet the demand for basic goods and services.

Policy ED-3.1.1: Neighborhood Commercial Vitality

Promote the vitality and diversity of Washington's neighborhood commercial areas by retaining existing businesses, attracting new businesses, and improving the mix of goods and services available to residents.

Policy ED-3.1.1: Targeting Commercial Revitalization

Continue to target government economic development programs to areas of greatest need, including older business areas and commercial centers that inadequately serve surrounding areas.

Regarding 14th Street specifically, the Comprehensive Plan directly addresses the focus of revitalization efforts.

Policy RCE-1.1.3: Directing Growth

Concentrate economic development activity and employment growth in Rock Creek East around the Georgia Avenue/Petworth Metrorail and Takoma station areas, along the Georgia Avenue corridor, along Kennedy Street, and on 14th Street NW between Allison and Decatur Streets. Provide improved pedestrian, transit, and bicycle access to these areas, and improve their visual and urban design qualities in order to create a unique destination for the local community to enjoy.

Policy RCE-1.1.4: Neighborhood Shopping Areas

Maintain and encourage the development of multi-use neighborhood shopping and services in those areas designated for commercial or missed uses on the Future Land Use Map. The encroachment of commercial and other non-residential uses into the stable neighborhoods adjacent to these locations shall be strongly discouraged.

Action RCE-1.1.B: Façade Improvements

Implement urban design and façade improvement in the established commercial districts along Georgia Avenue, Kennedy Street, and 14th Street. These improvements should be based on standards that can be enforced through city codes such as zoning and building regulations.

Phase One of the Central 14th Street Plan

The Central 14th Street Retail Action Strategy is an assessment of the corridor's (Park Road to Taylor Street) retail potential. It examines ways to strengthen the corridor's retail base at the local scale, to promote a vibrant commercial district with a broad range of retail businesses in all neighborhoods, and to create expanded opportunities for small and local retailers.

The outcome of these meetings was a Workplan for Action with a number of high impact strategies for implementation through 2010, including a Washington DC Economic Partnership Neighborhood Profile Sheet for 14th Street/Tivoli North. Neighborhood profile sheets provide economic and demographic data used to attract retailers to commercial areas and neighborhoods.

Public Meetings

14th Street Revitalization Strategy Meeting One

Meeting Date and Time: October 20, 2010 6:30 - 8:00pm

Location: Powell Elementary School, 1350 Upshur St. NW 20011

Purpose: Kick off meeting to introduce the plan's purpose, planning process, and strategic focus on the corridor's three commercial nodes from Spring to Longfellow. A breakout visioning exercise followed where attendants were asked questions regarding their likes, concerns, and future aspirations of the 14th Street corridor.

14th Street Revitalization Strategy Meeting Two

Meeting Date and Time: November 17, 2010 6:30 - 8:00pm

Location: Kingsbury School, 5000 14th St. NW 20011

Purpose: A presentation was given on the District's vision and how it relates to the planning process for 14th Street. Attendants were also provided an overview of the consultant produced existing conditions and shared an overview of how the results of the first public meeting, first business meeting and second Advisory Committee meeting relate to the findings. A draft Vision Statement was unveiled open for meeting participants to provide comments. Break-out sessions followed regarding economic development at each retail node (Spring to Shepherd, Webster to Decatur, Jefferson to Longfellow) as well transit and transportation in response to the existing conditions report.

14th Street Revitalization Strategy Meeting Three

Meeting Date and Time: January 19, 2011 6:30 - 8:30pm

Location: Kingsbury School, 5000 14th St. NW 20011

Purpose: Consultants presented the Plan's market analysis, niche market analysis, and site development opportunities. An overview of related goals and strategies to help revitalize the corridor's commercial nodes were also presented. Additionally, an overview of potential public realm improvements along the study corridor were also discussed. OP provided an opportunity for meeting participants to comment these goals and strategies. Attendees were given six dots and asked to place three blue dots on any of the goals/strategies/recommendations they most agreed with and yellow dots next to those they thought needed more refinement.

14th Street Revitalization Strategy Meeting

Meeting Date and Time: March 10, 2011 6:30 - 8:30pm

Location: West Education Campus, 1338 Farragut St. NW 20011

Purpose: The first 30 minutes were dedicated to an open house where residents could view and contemplate the conceptual renderings showing what could be at the three commercial nodes. Consultant Otto Condon continued the presentation describing the public realm goals for each of the commercial nodes and how the conceptual renderings/recommendations help to achieve them while supporting economic development. In the breakout sessions, the public was given an opportunity to offer direct feedback to the Office of Planning facilitators on the proposed recommendations and conceptual renderings for further refinement.

14th Street Corridor Vision and Revitalization Strategy Final Public Meeting

Meeting Date and Time: May 21, 2011 10:00am – 1:00pm

Location: Powell Elementary School, 1350 Upshur St. NW 20011

Purpose: The final meeting was an open house format allowing for participants to review the input that OP and the consultants heard from the public, business community and the advisory committee before reading through the final draft goals and recommendations. As an open house there was no formal presentation, but participants were given five dots to place next to those recommendations they thought should be priorities. This public prioritization will be referred to when the 14th St. Revitalization Strategy Taskforce is created within 4 months of Council passing the Plan. The Taskforce, in cooperation with relevant DC agencies, will be tasked with implementing those prioritized recommendations.

Business Meetings

Street Revitalization Strategy Business Engagement Meeting One

Meeting Date and Time: Tuesday, October 26, 2010 – 10:00am - 11:30am

Location: WMATA Busbarn Small Community Room – 4729 14th St. NW 20011

Purpose: Kick-off meeting to introduce the plan's purpose and OP's strategic focus on the corridor's three commercial areas. A brief question and answer period was followed by a breakout visioning exercise, where attendees were asked questions regarding their likes, concerns, and future aspirations of the 14th Street corridor.

14th Street Revitalization Strategy Business Meeting Two

Meeting Date and Time: Tuesday, November 30, 2010 – 10:00am – 11:30am

Location: WMATA Busbarn Small Community Room – 4729 14th St. NW 20011

Purpose: OP presented information gathered from the past two public meetings regarding public perception of the businesses and the results of the business survey OP conducted across the three commercial nodes. OP consultants, Partners in Economic Solutions (PES) shared their preliminary market analysis results. Dialogue among business owners, OP and PES began with the obvious concern of Wal-Mart coming to the neighborhood.

OP spent time explaining the importance of this planning process in devising comprehensive and collaborative recommendations that will address both the issues of assisting existing businesses and attracting new retail.

14th Street Revitalization Strategy Business Meeting Three

Meeting Date and Time: Tuesday, January 25, 2011 – 10:00am – 11:30am

Location: WMATA Busbarn Small Community Room – 4729 14th St. NW 20011

Purpose: The Office of Planning presented the inputs gathered at the public and business meetings before presenting the draft goals and recommendations that will directly support the businesses along 14th Street. This was followed by in depth discussion of the intended impact of each of the recommendations and how they should be implemented.

14th Street Revitalization Strategy Business Meeting Forth

Meeting Date and Time: Tuesday, April 12, 2011 – 10:00am – 1:00pm

Location: WMATA Busbarn Small Community Room – 4729 14th St. NW 20011

Purpose: This was the first of two opportunities for businesses to learn about District programs and make their business, safety and other concerns known to the Department of Small and Local Business Development (DSLBD), the Department of Consumer and Regulatory Affairs (DCRA), the Deputy Mayors Office for Planning and Economic Development (DMPED) and the Department of Housing and Community Development (DHCD) for current and future coordination. Agency representative presented their relevant programs and resources and business owners had opportunity to discuss one-on-one about how programs were implemented and eligibility requirements.

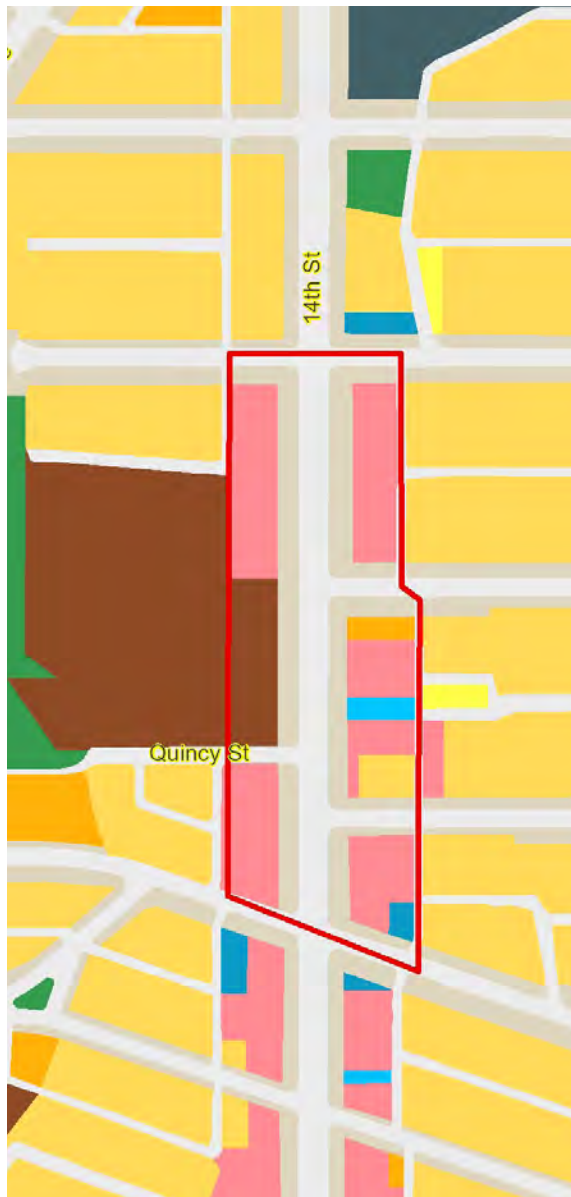
14th Street Revitalization Strategy Final Business Meeting

Meeting Date and Time: Tuesday, April 26, 2011 – 10:00am – 1:00pm

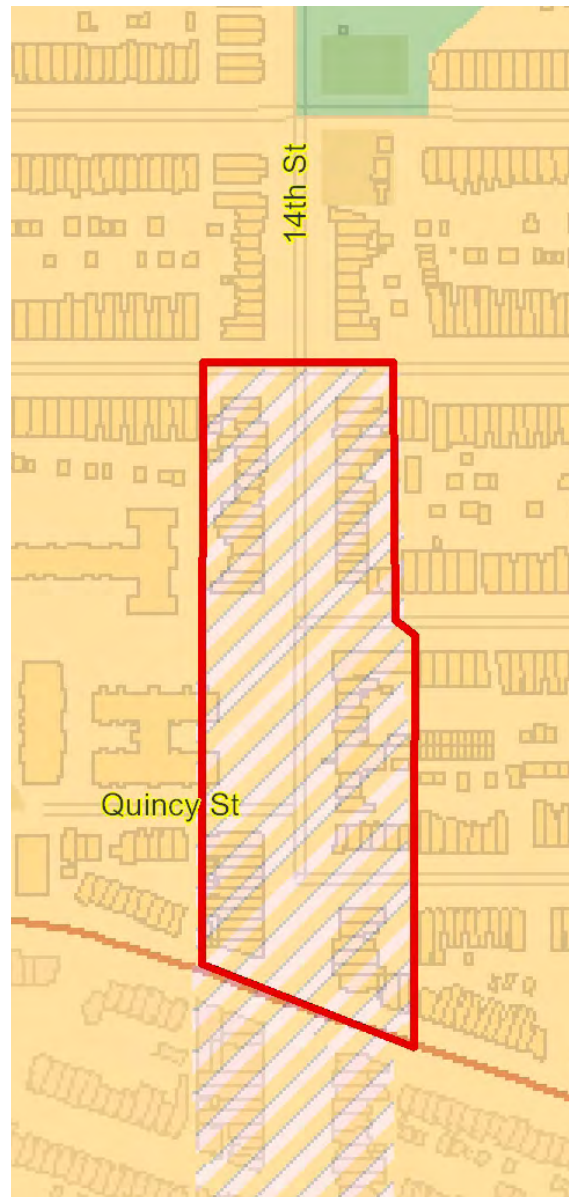
Location: WMATA Busbarn Small Community Room – 4729 14th St. NW 20011

Purpose: This was the second of two opportunities for businesses to learn about District programs and make their business, safety and other concerns known to the Department of Transportation (DDOT), Department of Public Works (DPW), Metropolitan Police Department (MPD) and DC Commission of Arts and Humanities (DCCAH) for current and future coordination. Agency representative presented their relevant programs and resources and business owners had opportunity to discuss one-on-one about how programs were implemented and eligibility requirements.

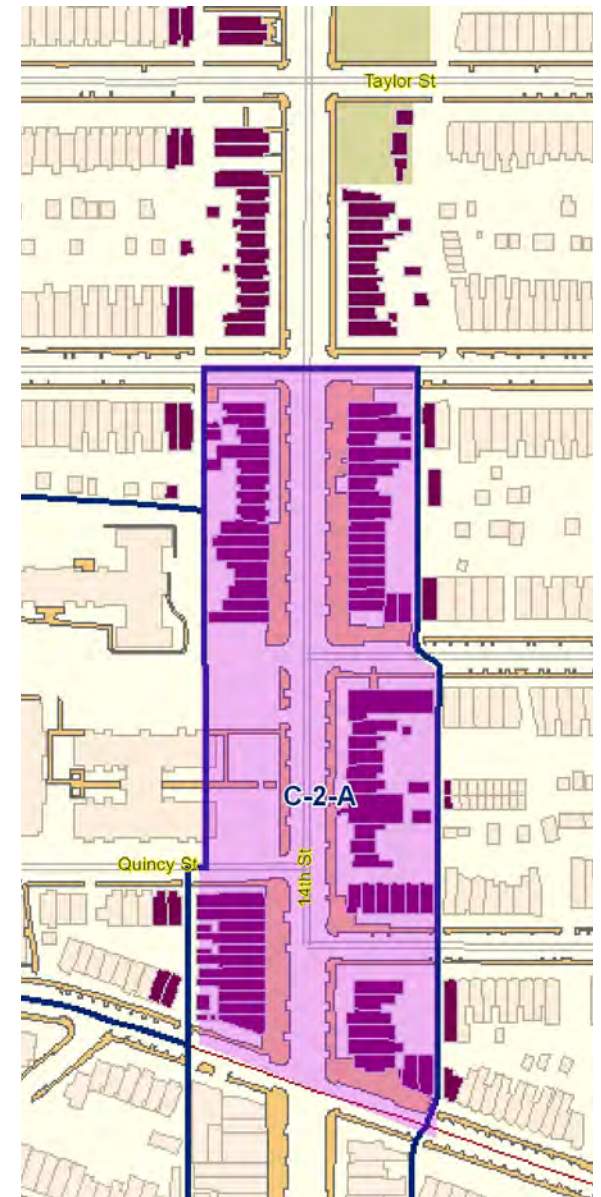
NODE ONE Existing Land Use, Future Land Use and Zoning Maps



Node One Existing Land Use

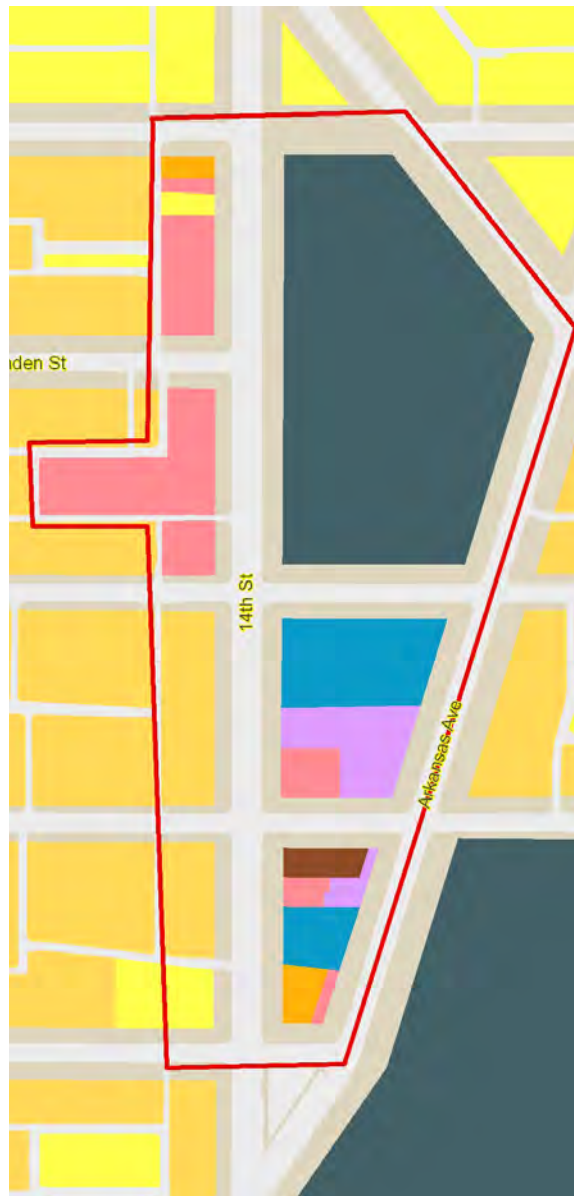


Node One Future Land Use

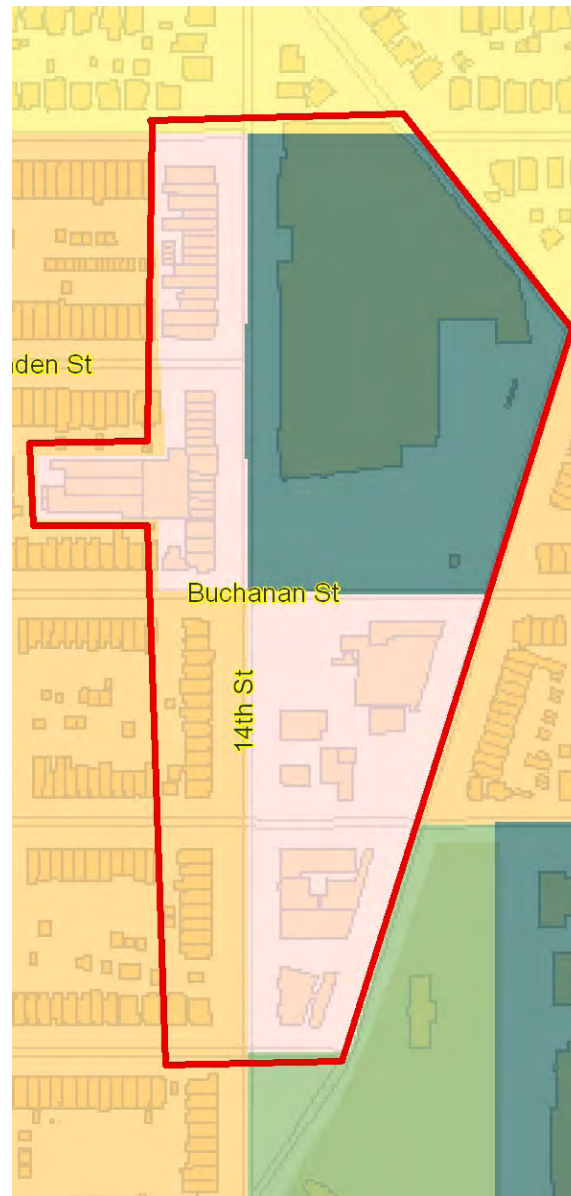


Node One Zoning

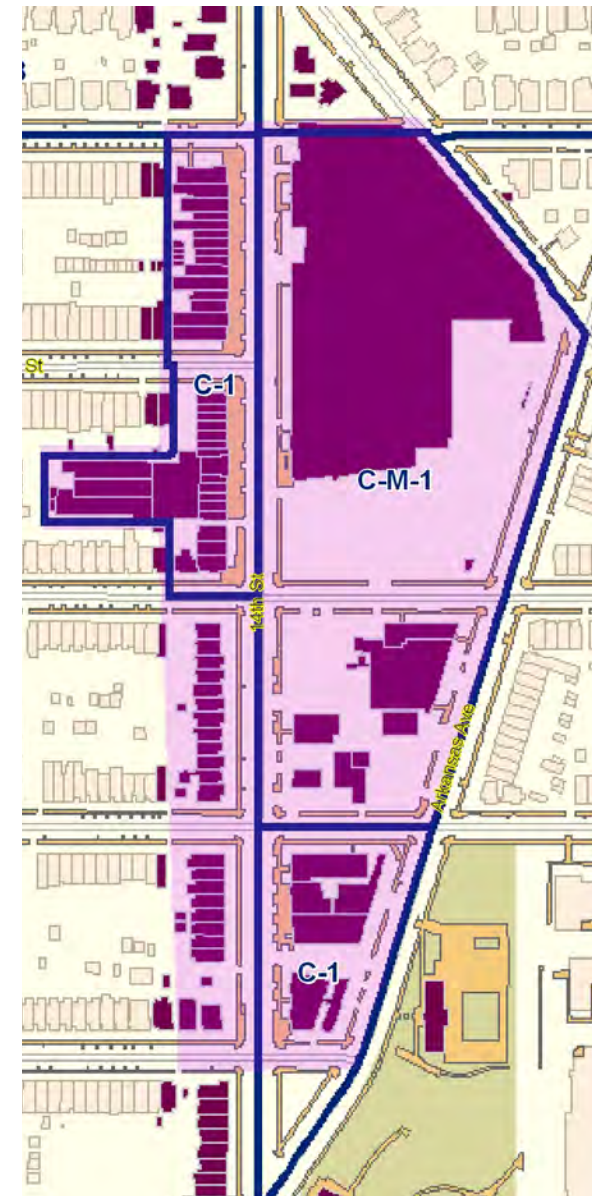
NODE TWO Existing Land Use, Future Land Use and Zoning Maps



Node Two Existing Land Use

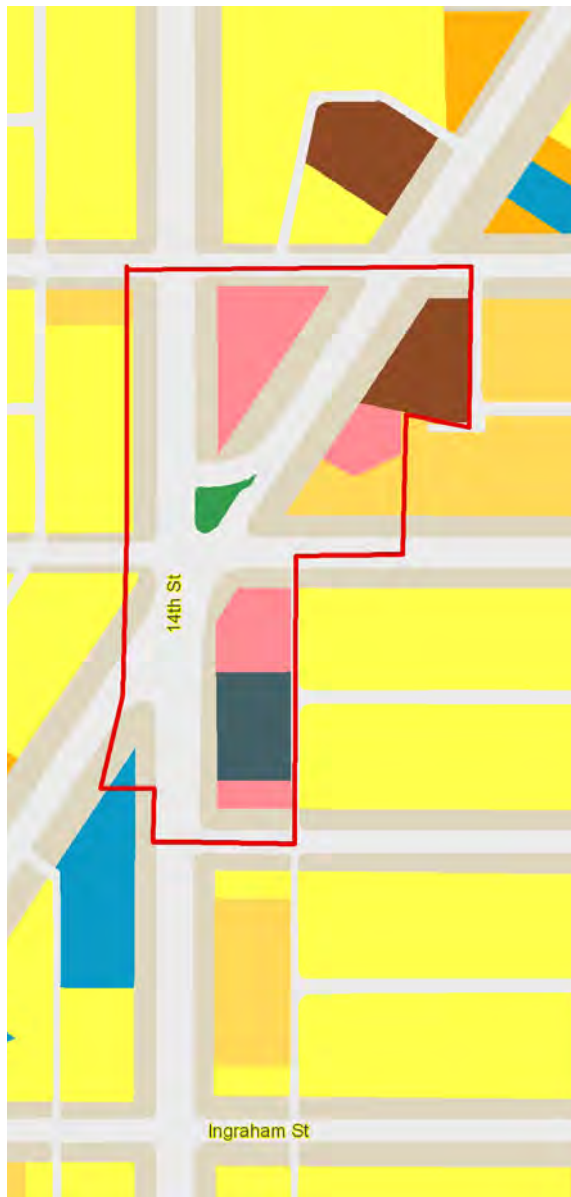


Node Two Future Land Use

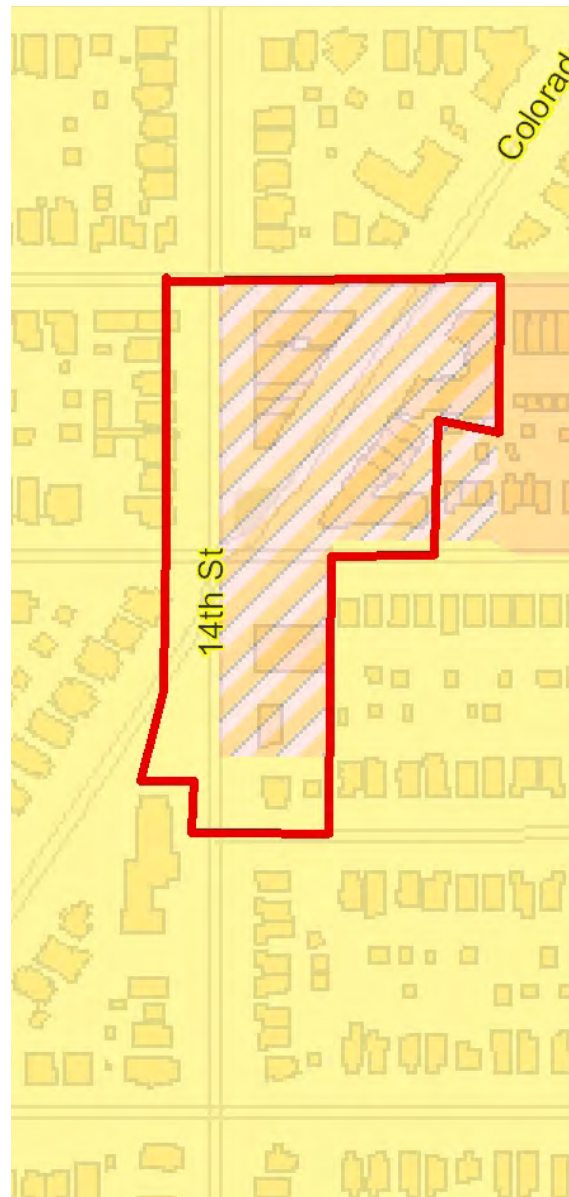


Node Two Zoning

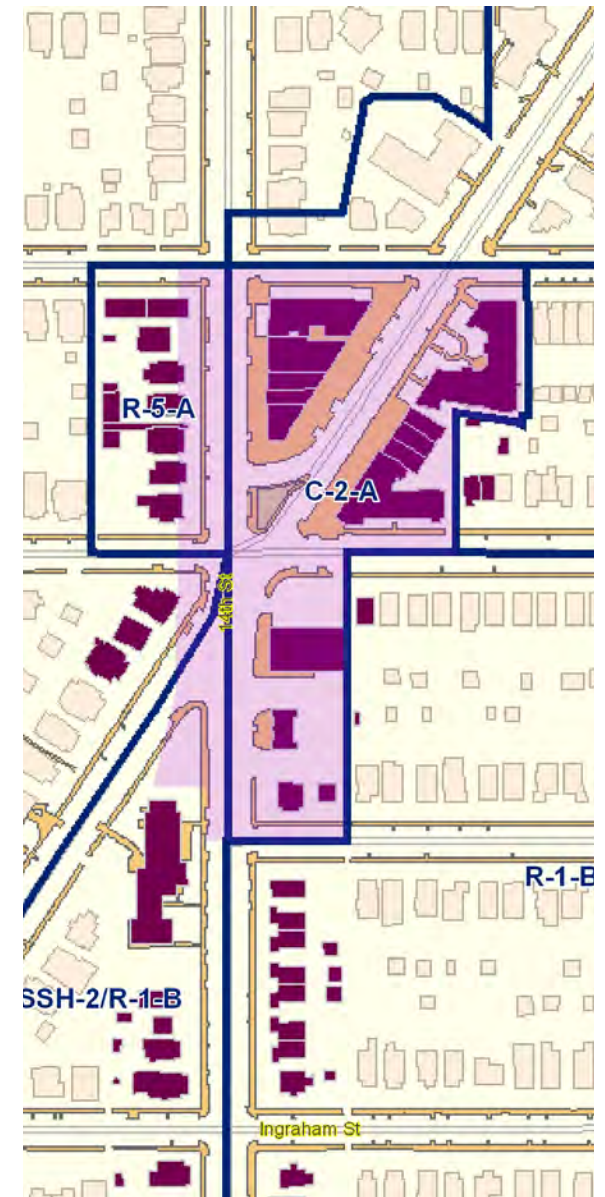
NODE THREE Existing Land Use, Future Land Use and Zoning Maps



Node Three Existing Land Use



Node Three Future Land Use



Node Three Zoning

Acknowledgements

District of Columbia

Vincent C. Gray, Mayor

Muriel Bowser, Ward 4 Councilmember

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