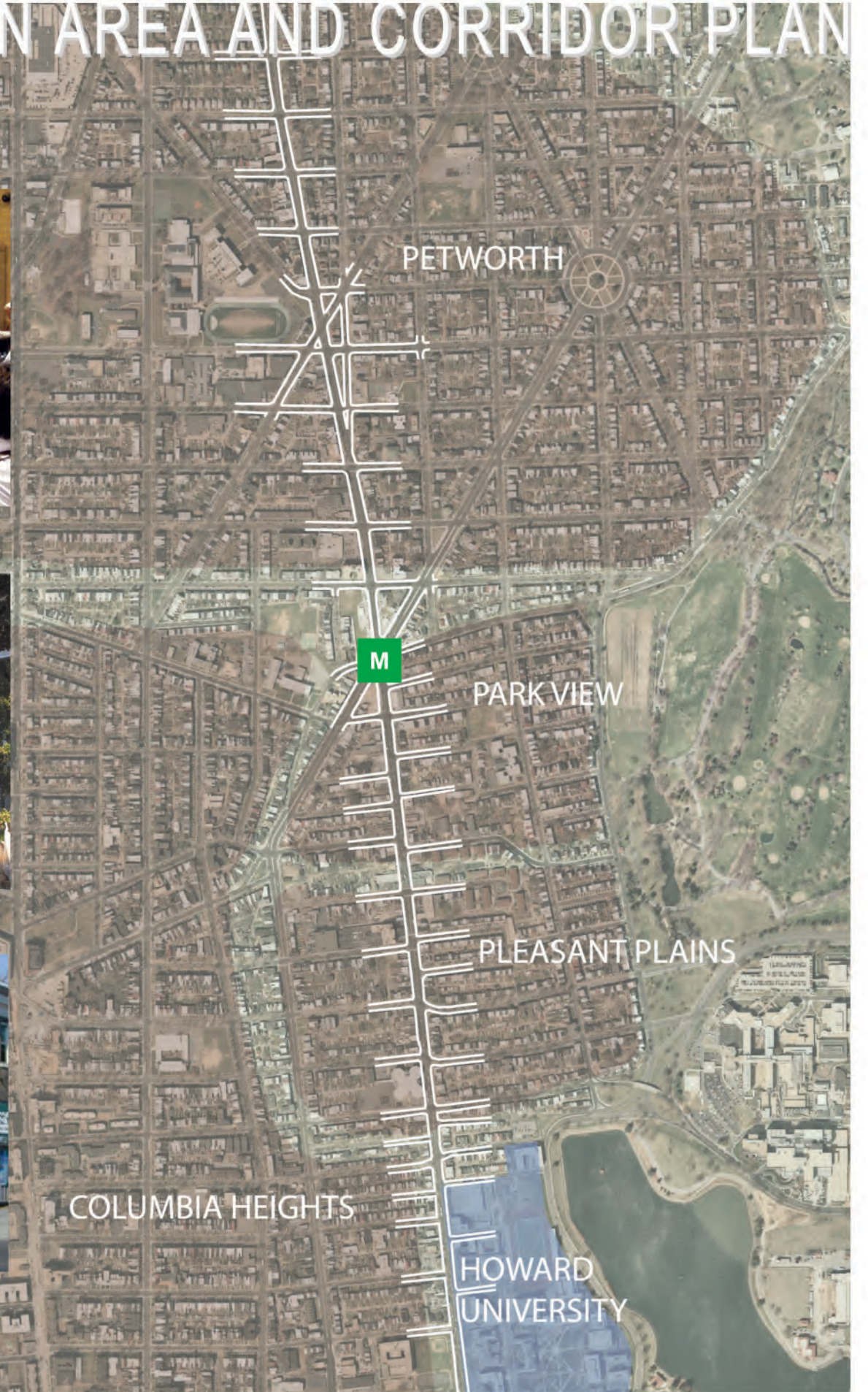


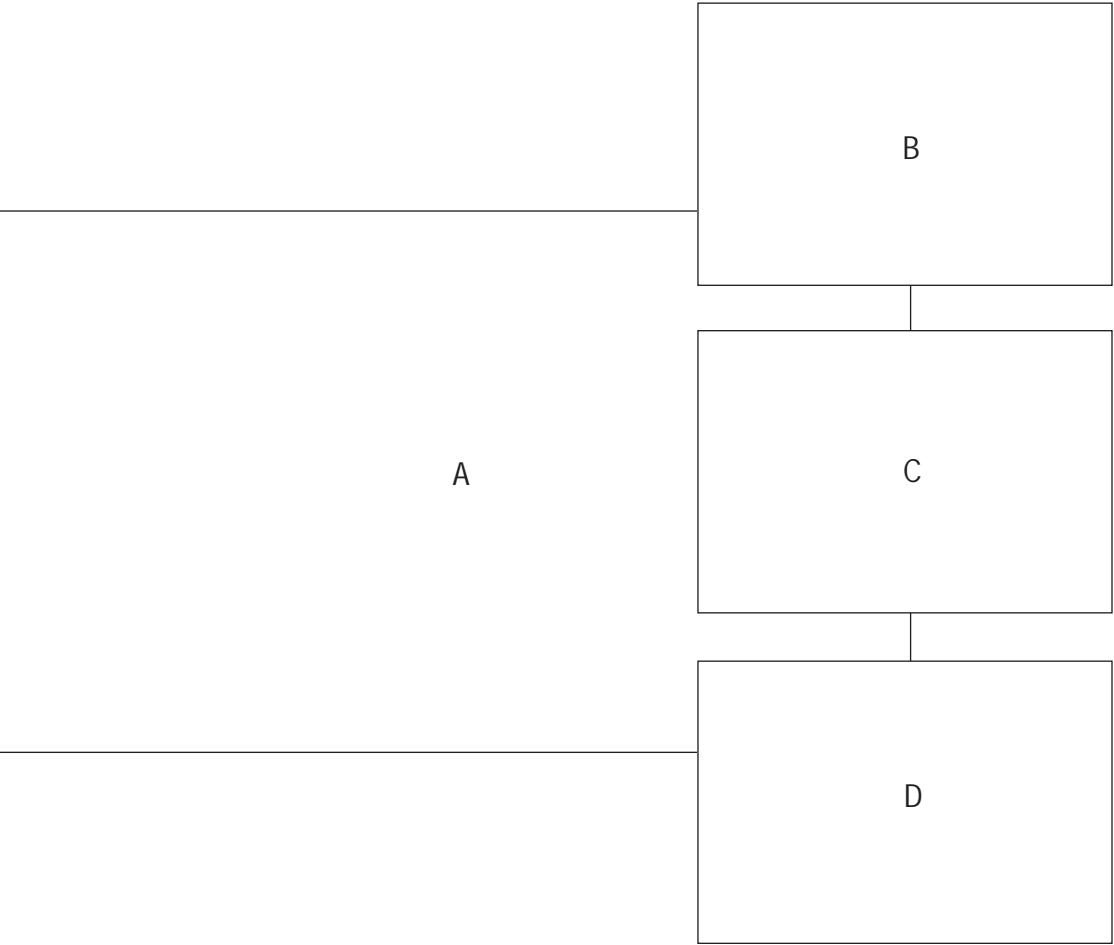
GEORGIA AVENUE - PETWORTH METRO STATION AREA AND CORRIDOR PLAN

REVISED REVITALIZATION STRATEGY DECEMBER 2004



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

Pictures on Cover



- A. Proposed Mixed-use Development at Georgia Avenue-Petworth Metro Station
- B. Group Discussion at Public Design Charette
- C. Row Houses on Princeton Place
- D. Georgia Avenue Commercial Corridor

I. INTRODUCTION

Plan Background
Vision and Plan Objectives
Project Area
Planning Process



I. Introduction

PLAN BACKGROUND

Georgia Avenue is an historic gateway corridor and federal highway linking many neighborhoods to the Downtown and the city as a whole to other parts of the metropolitan region. The study area encompasses forty city blocks, from Decatur Street in Ward 4 to Euclid Street in Ward 1, and comprises the neighborhoods of Petworth, Park View, North Columbia Heights, and Pleasant Plains.

In June 2000, Mayor Anthony Williams announced the Georgia Avenue Revitalization Initiative, a \$111 million five-year public investment to help strengthen and stabilize the corridor. Through specific interventions, the goal of the Initiative is to transform Georgia Avenue into a series of distinct places or neighborhood activity centers. The initiative identifies four neighborhood activity centers around which both public and private investments will be concentrated:

- Shaw-Howard University Metro and Cultural District
- Howard University District
- Georgia/Petworth Metro District
- Upper Georgia Avenue Gateway

Within the Georgia/Petworth Metro District, it was proposed that a Government Center—a new Department of Motor Vehicles (DMV)—be located on the District-owned site adjacent to the Metro Station. The goal of the Government Centers Initiative is to relocate government office uses in under-invested neighborhoods to help stabilize the area and create a focus for employment and economic development, thereby signaling private investors that the area is on the upswing.

Many community concerns were raised about the impact of the proposed Government Center on the surrounding neighborhood and the quality of life for its residents. Also during this time, the DC Office of Planning facilitated a neighborhood planning process which led to the completion of the Strategic Neighborhood Action Plan (SNAP) for Neighborhood Cluster 18 in October 2001. Citizens who participated in this process identified the revitalization of Georgia Avenue as a top priority. In addition to storefront improvements, beautification, marketing and small business assistance/development, residents and stakeholders called for strategies to increase parking, limit amount of alcohol establishments, and increase safety.

In Spring 2002, the D.C. Office of Property Management completed its due diligence on the Metro Station site and determined that the DMV building would not locate on the site. Additionally, with the upturn in economic conditions, the District received unsolicited development proposals for the site.

In August 2002, the Office of the Deputy Mayor for Planning and Economic Development and the Office of Planning issued a Request for Expressions of Interest (RFEI) for the Metro Station site to assess private sector interest. The District received five Expressions of Interest from developers, which confirmed that there was new development potential for the site.

Along with the RFEI process, the District decided to initiate a community planning process to engage residents and stakeholders and craft a development program for the site, as well as confirm community priorities throughout the corridor. The community planning process for the Georgia Avenue-Petworth Metro Station Area & Corridor Plan commenced in February 2003.

I. Introduction

VISION AND PLAN OBJECTIVES

The Georgia Avenue-Petworth Metro Station Area & Corridor Plan provides a framework to guide growth and development on Georgia Avenue while preserving and enhancing the quality of life in the community. The Plan has been prepared to help reestablish and promote Georgia Avenue as an attractive corridor offering a unique location to live, work, shop, and enjoy civic spaces and cultural settings. To ensure that neighborhood and city-wide concerns are balanced, the Plan is designed to:

- Leverage the public investment of the Georgia Avenue-Petworth Metro Station and employ Transit-Oriented Development (TOD) principles
- Balance growth and development by identifying and guiding opportunities for redevelopment
- Identify strategies to encourage a better mix of uses, including quality neighborhood-serving retail and housing
- Maintain and enhance neighborhood character
- Prioritize when and where public investment should occur

No neighborhood plan is cast in stone. To be successful, a plan must provide an overall vision while remaining flexible and responsive to unforeseen opportunities and changes in circumstances that may arise while the plan is carried out. For the Georgia Avenue vision to be realized, continued involvement from all stakeholders – residents, businesses, property owners, institutions, private investors, elected officials, and government agencies is imperative.



Princeton Place Row Houses



Mixed Use Retail/Residential



Pedestrian Friendly Environment

Balancing Priorities:

City-wide Objectives:

- Leveraging Assets: Transit-Oriented Development (TOD)
- Investing in Strategic Areas: Strategic Neighborhood Investment Program (SNIP)
- Eliminating Blight: Home Again Initiative
- Enhancing Neighborhood Business Districts: reSTORE DC Program
- Generating Quality, Affordable Housing: Addressing housing shortages and creating homes for people of all incomes

Neighborhood Objectives:

- Attract quality retail that serves neighborhood needs
- Strengthen existing businesses
- Provide opportunities for quality, affordable housing and increase homeownership
- Provide opportunities for job training
- Improve neighborhood parking, traffic, and transit conditions and services
- Maintain and enhance neighborhood character



I. Introduction

PROJECT AREA

The project area includes all properties fronting Georgia Avenue, from Decatur Street in Ward 4 to Euclid Street in Ward 1; and encompasses approximately 40 blocks. Phase I of the project area focused primarily at the Georgia Avenue-Petworth Metro Station site. Phase II focused on the area from Decatur to Euclid Street. To better analyze the 1.6-mile study area, the corridor was broken down into 4 neighborhood areas, with a focus on the Metro Station as the neighborhood nexus. The 4 neighborhood areas are defined as follows:

1. Upshur (Decatur Street to Shepherd Street)
2. Petworth-Metro (Shepherd Street to Otis Place)
3. Park View/Park Morton (Otis Place to Irving Street)
4. Pleasant Plains (Irving Street to Euclid Street)

Each of these neighborhood areas have distinct needs that are considered in shaping the vision throughout the Georgia Avenue Corridor, while also strengthening a community linked by transit. Moreover, every neighborhood has a personality that can be enhanced by the development around the Metro station, as well as strengthened to create a place that invites one to live there, socialize, shop, work, and interact.

For that reason it was important to build from the many community assets. These assets include a variety of neighborhood groups which contribute to creating an active community. These groups also keep the community connected, ensuring that the community's interests are met. There are also other strong resources within the community, such as a range of public facilities. Within the study area, there are five public schools, three recreation centers and a library.

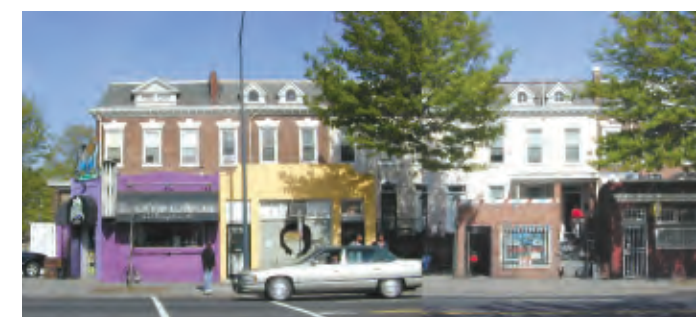
This revitalization strategy is a neighborhood development plan that designates an area for redevelopment in accordance with Section 2 of the National Capital Revitalization Corporation Act of 1998 as codified in Section 2 1219.01(29A) of the District of Columbia Code.



4700 Block Georgia Avenue, East



3700 Block Georgia Avenue, East



3200 Block Georgia Avenue, East



2800 Block Georgia Avenue, East



Georgia Avenue Study Area

I. Introduction

PLANNING PROCESS



Group discussion at public design charette

The Georgia Avenue-Petworth Metro Station Area and Corridor Plan is a collaborative effort between the District of Columbia government, area citizens and businesses, neighborhood stakeholders, and a consultant planning and design team.

To facilitate direct citizen involvement in the planning process, a **Steering Committee** was established at the beginning of the planning process. The Steering Committee, comprised of 26 neighborhood organizations throughout the study area, was responsible for disseminating information throughout the community, gathering and conveying neighborhood issues and reactions to the plan proposals, as well as guiding the overall plan development.

The Plan partners began their work together with the convening of the Steering Committee in February 2003, and the planning process continued over a 16-month period with numerous community meetings, workshops, and briefings as described in the two phases below.

Phase I: Request for Proposals (RFP) for the Georgia Avenue-Petworth Metro Station Site

Phase I of the planning process focused on drafting a Request for Proposals (RFP) for the District-owned site located adjacent to the Georgia Avenue-Petworth Metro Station. After a series of work sessions, the Steering Committee completed the draft RFP on April 22, 2003. Mayor Anthony A. Williams transmitted the RFP to the Council of the District Columbia on May 20, 2003. After conducting a Public Roundtable and a Public Hearing, the Council approved the RFP in July 2003.

The Office of the Deputy Mayor for Planning and Economic Development issued the RFP on August 1, 2003. Developer responses were due on October 31, 2003, and on November 24, 2003, three developer teams presented their proposals at a public meeting. After the examination and recommendation by the Selection Panel, on which a non-voting member of the community served, Mayor Williams announced the selection of Donatelli & Klein as the developer for the site on February 6, 2004.

Phase II: Revitalization Strategy for the Corridor

Phase II of the planning process, which focused on developing a revitalization strategy for the corridor (from Decatur Street to Euclid Street), commenced with the Community Charrette on May 30-June 1, 2003. Phase II resulted in the Georgia Avenue Revitalization Action Plan,

included in this document. During this time the Steering Committee established a standing monthly meeting on the first Tuesday of each month. Throughout Phase II, several community meetings were conducted to allow for public input at each major decision point in the plan development, as described below:

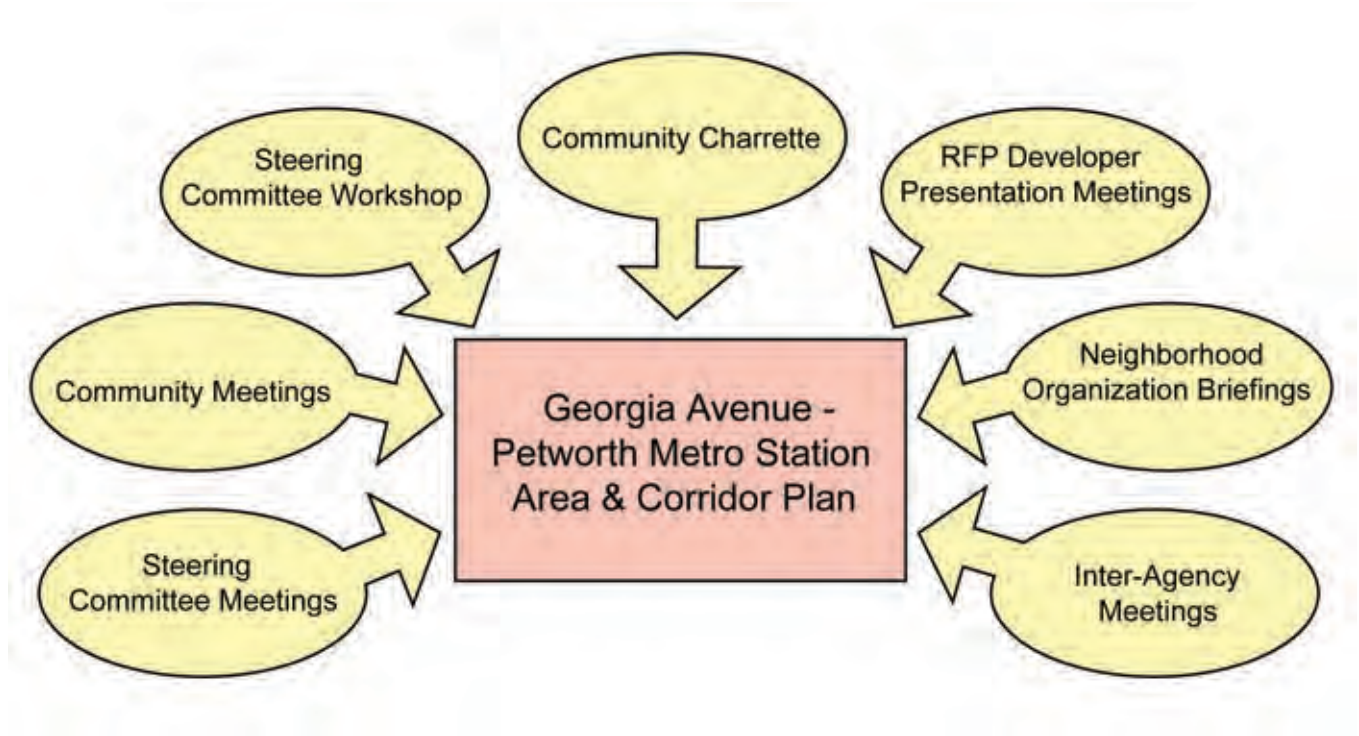
- **Three-Day Community Charrette:** May 30-June 1, 2003. Participants shared their thoughts on issues and established the Plan's goals, design principles, and proposed recommendations/implementation strategies.
- **Ward 1 Community Meeting:** October 14, 2003. Opportunity for Ward 1 residents to learn more about the planning process and review revitalization components.
- **Steering Committee Workshop:** December 15, 2003. Participants reviewed specific issues and corresponding proposed action items for the corridor on a block-by-block basis.
- **Series of Neighborhood Organization Briefings:** January to March, 2004. Office of Planning staff provided briefings to 11 neighborhood organizations to obtain final public input on plan issues and proposed recommendations. This round of final outreach also included a meeting with the Georgia Avenue property owners impacted by the Plan's land use and zoning proposals.
- **Inter-Agency Meetings:** Throughout the entire process, the Office Planning met with several District agencies to coordinate and review proposed agency actions and obtain agency commitments prior to preparation of the final Plan document. Meetings were held with the following agencies:
 - Office of the Deputy Mayor for Planning & Economic Development
 - D.C. Housing Authority
 - D.C. Housing Finance Agency
 - D.C. Public Library
 - D.C. Public Schools
 - District Department of Transportation

- Department of Housing & Community Development
- Department of Parks & Recreation
- National Capital Revitalization Corporation

In February 2004, the Office of Planning presented the key issues and proposed recommendations at a Housing Cluster meeting hosted by the Deputy Mayor for Planning and Economic Development, where several agency directors attended. Following the Housing Cluster meeting, Council Member Adrian Fenty and Council Member Jim Graham coordinated an Inter-Agency Meeting with the Office of Planning and obtained commitments to ensure plan implementation.

I. Introduction

PLANNING PROCESS



A Community Partnership
of Residents, Businesses, Property Owners,
Neighborhood Stakeholders,
Elected Officials, Government Agencies,
Consultant Team

Steering Committee Membership:

1. Office of Councilmember Adrian Fenty
2. Office of Councilmember Jim Graham
3. ANC 1A
4. ANC 1B
5. ANC 4C
6. Assembly of Petworth
7. Blacks in Government
8. Georgia Avenue Business Resource Center
9. Georgia Avenue/Rock Creek East Family Support Collaborative
10. Hands Together Neighborhood Club
11. Howard University Community Association
12. Lower Georgia Avenue Business Association
13. Luray Warder Block Association
14. Lutheran Social Services of National Capital Area
15. Nile Valley Business Association
16. North Columbia Heights Civic Association
17. Northwest Boundary Civic Association
18. Petworth Action Committee
19. Petworth Neighborhood Civic Association
20. Pleasant Plains Civic Association
21. Quincy, Randolph, Spring Block Association
22. United Neighborhood Coalition
23. UNTS (Upshur, New Hampshire, Taylor, Shepherd)
24. Up the Unity
25. Ward 1 Economic Development Corporation
26. Ward 4 Economic Development Task Force

D.C. Office of Planning

Consultant Team:

Ehrenkrantz Eckstut & Kuhn Architects

Bay Area Economics

Gorove Slade Associates

Justice & Sustainability Associates, LLC

II. EXECUTIVE SUMMARY



II. EXECUTIVE SUMMARY



3600 Block Georgia Avenue, East



3600 Block Georgia Avenue, East



Quincy Street Row Houses

Georgia Avenue is one of the city's most significant and historic avenues. As a traffic artery, it carries thousands of commuters in and out of the city daily. As a commercial corridor, it provides goods and services to the residents in the surrounding residential neighborhoods. Yet today, the avenue is in need of revival. With a distinctive residential building stock and a strong housing market, the area today still experiences pockets of crime, vacant and deteriorating commercial and residential properties, a steady increase of automobile-oriented businesses, and declining infrastructure and public realm.

The study area for Georgia Avenue starts at Decatur Street to the north and extends south to Euclid Street near Howard University. The Revitalization Strategy is a framework to guide growth and development, as well as preserve and enhance the quality of life in neighborhoods along the corridor. The Revitalization Strategy imparts the opportunity to re-energize and re-cast Georgia Avenue as the thriving, beautiful avenue that it has been in the recent past. The Revitalization Strategy seeks to build upon historic assets such as the unique cultural and architectural environment, as well as new assets, such as the Georgia Avenue-Petworth Metro Station.

The Revitalization Strategy's assessment and recommendations are organized by five primary themes:

- 1) Market Economics
- 2) Land Use and Zoning
- 3) Housing
- 4) Transportation
- 5) Urban Design and Public Realm

The overall **economic and land use** strategy for revitalization is several fold: encourage retail development that brings a desired mix of quality neighborhood serving businesses and services; strengthen existing viable and desirable businesses; target blocks with high vacancies and underutilized land for redevelopment; seek new residential development that offers a mix of housing and ownership types; create an overlay zone to stabilize existing desired businesses and encourage redevelopment; bring non-conforming apartment buildings in the R-4 Zone into conformance through rezoning; explore Main Street strategies for selected areas; explore shared parking or other parking management resources to meet parking demand generated by retail and transit uses; and investigate market incentives to assist existing and new businesses, such as Tax Increment Financing and façade improvement programs.

The study area's **housing** stock, while of distinctive character, is aging and there are pockets of housing units that are dilapidated and in need of repair. Such situations present risks of fire, vandalism, and the perception that the area is "unclean and unsafe" which deters new homebuyers and private investment and sustains neighborhood deterioration. Recommended housing strategies include the creation of a Target Block Initiative (TBI) to initially target one or two neighborhood blocks with significant deterioration and focus public and private financial and technical assistance to homeowners to improve their properties. The outcome of the TBI is a catalyst for improvement by making visible changes to a targeted area. Another housing strategy is to accelerate and expand the District's Home Again Initiative to convert abandoned properties into quality affordable homes, and to rehabilitate commercial properties along the corridor. It is also recommended that a task force, led by the District's Housing Authority, be established to further study and propose actions to improve and better integrate the Park Morton apartment complex into the neighborhood.

Regarding **transportation**, the Plan recommends improvements in areas of parking, transit service, the pedestrian environment and the possibility of an improved environment for bicycles. Traffic is managed better through coordinated signalization, streetscape improvements, and roadway design modifications. New parking is suggested for small lots in locations all along the study area, and streetscape improvements are suggested to improve the pedestrian environment particularly at the Georgia Avenue/New Hampshire Avenue intersection and the Georgia Avenue/ Kansas Avenue intersection. Changes such as bulb-outs to decrease the width of intersections, more visible cross walks, landscaped medians and improved lighting are some of the recommended future steps. The Plan also suggests improving transit access by increasing the frequency of trains to the Georgia Avenue-Petworth Metro Station and extending Yellow line service to the station as well.

To enhance **urban design** and **the public realm**, the Revitalization Strategy recommends building upon the assets of the existing high quality residential fabric; introduce redevelopment in strategic locations to catalyze improvements; make adjacent neighborhoods more identifiable by creating local "centers" along the street; and create a more distinctive public environment through streetscape improvements and public art commemorating African American history and culture.

The Revitalization Strategy also breaks the corridor into four neighborhood areas: 1) Upshur, 2) Petworth-Metro, 3)

Park View/ Park Morton, and 4) Pleasant Plains. Issues specific to each neighborhood area are identified. Each neighborhood area also has an accompanying series of overall and specific recommendations relating to the five themes, such as an opportunity for a "Home Again" project. A corresponding set of potential redevelopment sites is attached to each section, showing possible redevelopment opportunities, lot sizes, possible uses and parking capacity.

Finally, the Georgia Avenue Revitalization Strategy includes an implementation section, "Action Plan," to initiate and monitor the actions and implementation of the plan recommendations. The Action Plan specifies each issue and corresponding action item on a block-by-block basis. The priority, location, current zoning, responsible public and private partners, and projected completion dates are also listed for each action item. While the District government will manage public investment, much of the Revitalization Strategy's success hinges on the behavior of the private sector, as well as close partnership with citizens, property owners and other stakeholders.



Georgia Avenue Study Area

III. CORRIDOR ASSESSMENT

Historic Context
Market Economics
Land Use and Zoning
Housing
Transportation
Urban Design and Public Realm



III. Corridor Assessment

HISTORIC CONTEXT

Georgia Avenue has historically played a significant role in the development and growth of the city and has derived its identity from the types of uses that found an address along the corridor. The Georgia Avenue corridor has been the center of residential and commercial activity and an integral part of the surrounding neighborhoods since development of the new federal city began expanding towards Maryland in the late 1800s.

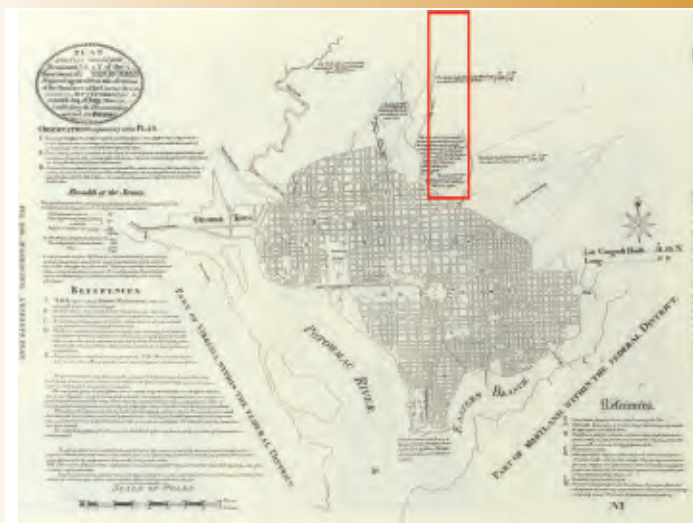
The transportation system of the city greatly influenced the direction of residential and commercial development along the corridor. In the 1800s, several streetcar lines were extended from the city's center. One was the Seventh Street route that terminated at Rock Creek Church Road. A turnpike, built in 1819, ran along the avenue from the old city boundary (Florida Avenue) to the District line (Eastern Avenue). By 1912, trolley service extended north on the Seventh Street line to Silver Spring, Maryland. In the 1930s, buses were introduced and eventually replaced the trolley car. These early transportation routes shaped shopping patterns and created the commercial frontage on the corridor.

In the 1850s, most of the development in the city was still south of S Street. Howard University was established in 1867 from extensive federal land extending further north to the Old Soldiers Home. LeDroit Park was developed in the 1870s on land acquired from the University. The areas north of Howard University to the Maryland boundary grew slowly until the early 1800s when several racetracks were built. They became a major social and recreational activity and drew large crowds.

By 1902, development boomed, former estates were subdivided and the pattern of row house development was established in most of the area. From 1890 to the mid 1900s, Brightwood (including all the territory from Silver Spring to Rock Creek Church Road) was subdivided in to Brightwood, Manor, Takoma, and Shepherd Park. The U.S. Soldiers and Airmen's Home, built in 1909, and the Walter Reed Army Medical Center, established in 1922, stimulated homeownership and neighborhood commercial development and shaped the area's landscape.

By the early to mid 1900s, Georgia Avenue was recognized as one of the most successful, prestigious mixed-use commercial corridors in the city. It served the residential, recreational and social needs of a rich, vibrant and culturally diverse community. However, integration laws in the 1960s caused out migration to the suburbs and the population shifted from majority white to majority black. Also during this period, the corridor began to lose its vitality as a center of commerce due to suburban growth and increased automobile use, which provided and continue to produce strong competition to the retail stores along Georgia Avenue.

Many events have led to the current condition of Georgia Avenue over the last thirty plus years, ranging from civil unrest in the late 1960s to suburban flight over the next two decades. Additionally, retailing has changed forever. Big-box stores, malls, outlets, power centers, catalogs, the Internet, and lifestyle changes have changed how and where today's consumers shop. Since the 1990s, Georgia Avenue is typical of an inner-city area going through transition.



L'Enfant Plan of Washington, D.C.



McMillian Plan of Washington, D.C.



Georgia Avenue Trolley ca. 1912



Corner Drug Store Georgia Avenue, early 1900's



Georgia Avenue, early 1900's



Georgia Avenue Row Houses, early 1900's

III. Corridor Assessment

MARKET ECONOMICS



3800 Block Georgia Avenue, East



Georgia Avenue Retail

Demographics

The District of Columbia lost population from 1990 to 2000 with a decrease from 606,900 to 572,059 representing a 5.7 percent loss. In contrast, the Georgia Avenue study area's population remained steady during the same period at approximately 20,550 in total population. At the individual tract level, some tracts had only minor drops in population and others had small growth.

The study area has become more racially and ethnically diverse, with blacks constituting 67.4% of the population, Whites 9.6%, and Hispanics/Latinos at 27.6%. The study area's median household income increased 30.9% from 1990 to 2000, from \$25,415 to \$33,261 respectively. However, the study area's 2000 median household income is lower than the city's average of \$40,127. In terms of household tenure, the 2000 renter and owner-occupied rates are almost even with 51.2% renter-occupied and 48.8% owner-occupied. The owner-occupied rate increased 7.6% from 1990 to 2000 and is higher than the District's rate of 40.8%.

The chart on the right provides some basic demographic information for the study area.

Commercial Market

The Georgia Avenue study area's commercial market operates as a urban community business district that includes office and retail uses. While the predominant building form is the row house with a storefront addition that extends to the sidewalk, the area's commercial stock also includes one-story commercial buildings, as well as older free-standing commercial buildings. Much of the existing commercial space is obsolete in terms of today's retail industry standards. This space is characterized by low ceiling heights, located on narrow lots without modern features or adequate parking. Some of the existing retailers appear to be undercapitalized, as some buildings are in need of maintenance and/or improvements. Affordable rents have allowed individual entrepreneurs to start and grow retail businesses in the area.

The study area also has numerous commercial vacancies scattered throughout the corridor. These vacancies detract from the ability of retailers to attract customers or for the area to attract a better mix of new businesses. The business inventory for major business categories within the study area showed an overabundance of repetitious types

Population

	1990	2000
Georgia Ave. Study Area	20,592	20,550
District	606,900	572,059

Race and Ethnicity

	1990			2000		
	White	Black	Hispanic	White	Black	Hispanic
Georgia Ave. Study Area	5%	88.70%	10.60%	9.60%	67.40%	27.66%
District	29.60%	65.80%	5.40%	31%	60%	8%

Median Household Income

	1990	2000
Georgia Ave. Study Area	\$25,415	\$33,261
District	\$30,727	\$40,127

Number of Households

	1990	2000
Georgia Ave. Study Area	7,277	7,021
District	249,634	248,338

Household Tenure

	1990		2000	
	Renter	Owner	Renter	Owner
Georgia Ave. Study Area	58.80%	41.20%	51.20%	48.80%
District	61.10%	38.90%	59.20%	40.80%

Note: Includes Census Data for Tracts: 24, 25.02, 29, 31, 32

of businesses such as convenience stores and liquor stores. Existing office space includes small-scale professional office uses, which includes medical space, real estate-related businesses and insurance offices.

Commercial Space

Approximately 173,000 square feet of commercial space exists within the study area. This includes both retail and office uses. Portions of the total commercial space may not be used to full capacity given vacancies and underutilized retail space.

Retail: Approximately 130,000 square feet of retail space (of the total 173,000 square feet of commercial) exists within the study area. Because the retail space varies along the corridor, the following offers a break down of the retail market by area:

1. From Taylor St. to New Hampshire Avenue: Businesses appear to be better capitalized than the

rest of the corridor. Retail vacancies are low and Safeway serves as a strong retail anchor. This area also benefits from the 3,100 daily commuters using the Georgia Avenue-Petworth Metro station and from some of the drivers and passengers of the 11,000 daily auto round-trips on Georgia Avenue.

2. From Princeton Place to Girard Street: The retail area south of the Georgia Avenue-Petworth Metro Station and north of Howard University have a harder time competing for customers given the distance of the Metro station and without the benefit of a large institutional anchor. This area is also plagued by larger-scale vacancies and occasional noxious uses. Without immediate access to the Metro Station or Howard University, retail businesses are more dependent on walk-in traffic from the surrounding neighborhood and some passing commuters. However, tapping the commuter market is difficult for some stores that lack dedicated parking.

III. Corridor Assessment

MARKET ECONOMICS

- From Columbia Road to Euclid Street: Retail establishments in the southern portion of the study area are close to Howard University, which helps to capture a customer base made up of students, staff, and faculty. This proximity contributes to create a stable consumer base for some of this study area's retail uses. However, some retailers have indicated that because the student population is not year-round, some businesses are negatively impacted.

Office: Approximately 43,000 square feet of office space (of the total 173,000 square feet of commercial) exist within the study area. The market area currently provides limited Class B and C office space that includes small medical space, real estate-related businesses and insurance offices.

Commercial Market Demand

Retail: The market for the area indicates a strong need for additional neighborhood-oriented retail uses not currently located in the market area. For example, the area does not have a major drugstore, a coffee shop, or family-style sit-down restaurant. Additionally, the study area has one major supermarket, Safeway, located in the northern commercial area. This store is 22,000 square feet, which is relatively small compared to today's newly built supermarkets that have specialty sections including salad bars, florists, prepared foods for immediate consumption, bakeries, and delicatessens.

Households located within the market area, which include census tracts 24, 25.02, 29, 31, and 32, annually spend approximately \$19,000 per household on groceries, prescriptions, apparel, dining out, entertainment and personal services. Based on these annual expenditures, the amount of total retail space that can be supported by the market is 119,700 square feet. However, the demand from area residents does not match the current supply of stores and retail space found here. Much of the current retail inventory (130,000 square feet) is obsolescent space that does not meet modern retail standards due to low ceiling heights, inadequate windows, small spaces and a lack of loading facilities. Also, much of the existing retail space is not well located relative to the demand. In order to meet residents' needs for modern stores and to sustain the stores' operations in the future, at least one-half of the supportable retail space should be in new structures properly located relative to residential development and transit. This suggests that several existing retail spaces should be reconfigured or

replaced to meet the requirements of today's retail industry. **Office:** Over the next ten years, the study area is likely to be able to support 4,000 to 9,000 square feet of new office space. This office space should be located on the first and/or second floors of buildings.

Residential Market

Single-family detached and attached units, as well as multi-family units characterize the housing stock in the Georgia Avenue market area. This housing stock includes a total of 7,035 units based on the study area's five census tracts (24, 25.02, 29, 31, 32) and the 2000 U.S. Census data. Fifty-eight (58) percent of this housing stock was built prior to 1939 and only 2.2 percent were built since 1980. In general, the market area's housing stock is aging with minimal construction since the 1960s. It should be noted, however, that new housing—particularly condominium units—have been recently developed (starts in 2003 and first quarter 2004) in and around the study area.

Rental and Owner-Occupied Units: The Georgia Avenue market area is a close split in terms of owner-occupied versus renter-occupied:

Fifty-one (51) percent of the Georgia Avenue market area is renter-occupied with a rental housing stock consisting of small to medium-sized apartment complexes, row houses and apartments with divided single-family homes. Residents aged 65 or older represent 20.3 percent of the renter-occupied housing units. The inventory of larger rental complexes in the market area and surrounding area indicates a relatively tight market for rental units with occupancy rates at most complexes ranging from 95 to 98 percent. Typically, a healthy rental market would have occupancies of roughly 95 percent to allow for vacancies between tenants to clean and repaint. Rents range from \$625 to \$1,925 per month, with monthly tenant parking charges ranging from \$25 to \$75.

Forty-nine (49) percent of the Georgia Avenue market area is owner-occupied primarily in single-family detached and attached units. The 2000 US Census reports that about 35 percent of the owner-occupied housing is owned by individuals 65 to 75 years or older. Out of the owner-occupied housing stock, 18 percent are in multi-family structures of two to five plus units. From 2002 to 2003, one- and two-bedroom single-family units sold for median sale price of \$160,000. From 2002 to 2003, houses with four or more bedrooms sold for a median sale price of \$272,500. Based

on first quarter 2003 data, condominiums selling in the market were quite limited. Only three condominiums were identified in the Georgia Avenue market area with an average price of \$83,500. However, with the recent development of condominium projects in and near the study area, new condominium units will be brought on line, with sale prices in the \$200,000 and above.

Residential Market Demand

With the increase in prices among competitive neighborhoods, homebuyers see opportunities for similar sales price increases throughout the study area. However, the demand for housing in the Georgia Avenue study area will be somewhat challenged by the deteriorated neighborhood conditions, such as the existing vacant and deteriorating housing units, crime, under-capitalized businesses, and lack of community amenities.

Condominiums: Although the market for condominiums in the Georgia Avenue community is just emerging, the experience in other emerging neighborhoods indicates that the market can support residential condominium apartments near to the Metro station. These units should range in price from \$200 to \$245 per square foot. This would result in sale prices for a one-bedroom unit between \$180,000 and \$195,000 and for a two-bedroom unit between \$200,000 and \$225,000 for market-rate units. Potential absorption is estimated at 12 condominium units per month. Total condominium demand is 720 units in the Georgia Avenue market area over the five-year period from 2004 to 2008.

Townhouses: Townhouse pricing is based on recent interviews with area developers selling considerably higher priced units in adjacent neighborhoods. Interviews point to a strong market for larger townhouses with modern features, which is consistent with trends in the District of Columbia and the nation as a whole. These units should range in price from \$230 to \$280 per square foot. For an average sized 1,500 square foot townhouse in the study area, the sale prices should be between \$345,000 and \$420,000. Potential absorption is estimated at 5 units per month. Total townhouse demand is 285 units in the Georgia Avenue market area over the five-year period from 2004 to 2008.

Rental Apartments: Over the next five years, the potential for an increase in interest rates is likely based on the historically low current rates. As rates increase, the condo-



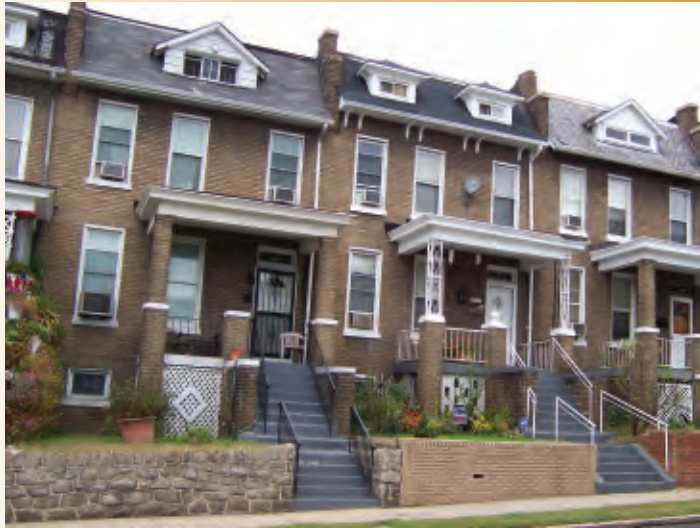
Residential Building on Quincy Street



Georgia Avenue Retail

III. Corridor Assessment

MARKET ECONOMICS



Princeton Place Row Houses



3600 Block Georgia Avenue, West

minium market will weaken; giving rise to higher demand for rental housing. With the Metro station and the impending new mixed-used development, Georgia Avenue neighborhoods should be better able to approach rents being achieved for newly developed apartments in more established neighborhoods. Newly constructed apartments in the Georgia Avenue-Petworth Metro station area could support monthly residential rents ranging from \$1.60 to \$1.80 per square foot. These potential rents are affordable to households with annual incomes between \$50,000 to \$75,000. Residential development located more than one-half mile from the Metro station will command lower monthly rents ranging from \$1.55 to \$1.65 per square foot. Potential absorption is estimated at 10 market-rate apartments per month, centered around the Metro station development. Total apartment demand is 600 units in the Georgia Avenue market area over the five-year period from 2004 to 2008.

Residential Demand: 5-year period (2004-2008)

Unit Type	Number of New Units
Condominiums	720
Townhouses	285
Apartments	600
Total new units	1,605

Business and Economic Development

Central to stabilizing and attracting new investment to the Georgia Avenue corridor is providing incentives and assistance to existing businesses and new investors. Tools to assist with new construction costs, façade improvements, business expansion and/or relocation, and small business operation/development are needed throughout the corridor.

III. Corridor Assessment

LAND USE AND ZONING

Comprehensive Plan

The Home Rule Act of 1973 requires the District government to develop a Comprehensive Plan, which is a long-range (20 year) general policy document that provides overall guidance for future planning and development of the city. The first Comprehensive Plan was adopted in 1985. The plan is updated periodically, most recently in 1999. The DC Office of Planning is currently revising the District Elements of the Comprehensive Plan. Small Area Plans, like the Georgia Avenue-Petworth Metro Station Area & Corridor Plan, that are approved by the District Council become supplement to the Comprehensive Plan.

Development of Land Use Pattern

Georgia Avenue's land use pattern was developed primarily during the early part of the Twentieth Century, mainly with residential structures, including row houses, apartment buildings and single-family detached dwellings. Although no parking spaces were required when most of these buildings were constructed, some of the row houses and single-family detached dwellings were improved with detached garages that were accessed from the alleys.

Commercial development included small, one-story commercial structures, and the ground floor of some apartment buildings. Over time, many of the row houses were expanded with storefront additions for retail uses. As many of these commercial structures are on narrow lots, have low ceilings, and lack modern features, they are obsolete in terms of today's retail industry standards.

The lack of parking for businesses and residents is another challenge resulting from the development history of the corridor. Georgia Avenue was primarily developed prior to World War II, when few Americans had automobiles and most met their transportation needs through a combination of walking and using the trolley. Demand for parking was minimal. However, as the use and ownership of automobiles increased significantly during the second half of the last century, the lack of off-street parking became apparent along the corridor, for both business and residents. Most individual businesses were unable to provide sufficient off-street parking due to the small size of the lots. Some property owners did acquire adjacent properties for the provision of off-street parking.

Zoning

The Zoning Regulations of the District of Columbia control land use, density, height and bulk characteristics of property in the city. The District of Columbia Zoning Map identifies the designated zoning for all parcels of land in the City. All construction or rehabilitation on private land must conform to the requirements imposed by the Zoning Regulations and Zoning Map adopted by the DC Zoning Commission or seek relief before the appropriate bodies. The Zoning Regulations also must be consistent with the Comprehensive Plan.

Existing Zoning

The majority of the study area is zoned for mixed-use development, with the predominant land use along Georgia Avenue being commercial. Residential zone districts exist only in the northern portion of the study area. Specifically, properties on the east side of Georgia Avenue from Varnum Street to Decatur Street are located within the R-4 Zone District (a moderate density zone permitting primarily row dwellings and those that have been converted for two or more families). Properties on the east side of Georgia Avenue, between Buchanan Street and Decatur Street are located in the R-1-B Zone District (primarily one-family detached dwellings). Properties on the west side of Georgia Avenue, between Allison Street and Buchanan Street (4500 block) are located in the R-4 Zone

Georgia Avenue Zoning Districts (Euclid Street to Decatur Street)

Zone	Predominant Use/Description	Permitted FAR	Permitted FAR with a PUD	Maximum Height	Maximum Height with a PUD
C-2-A	Permits office, retail, housing, and mixed mixed use.	2.5	3	50 ft.	65 ft.
C-3-A	Permits major retail, office housin, and mixed uses.	4	4.5	65 ft.	90 ft.
R-4	Permits single-family residential uses (including detached, semi-detached, and row dwellings and flats), churches, and public schools.	n/a	1	40 ft.	60 ft.



Existing Zoning Districts

III. Corridor Assessment

LAND USE AND ZONING

District. Several apartment buildings do exist in this block, although apartment buildings are not permitted in the R-4 Zone District. Three of these apartment buildings date from the 1920s. This block also includes row houses and detached and semi-detached dwellings.

Two commercial zone districts make up the remainder of the corridor: the C-3-A Zone District (a medium density mixed-use zone providing a broad range of goods and services) on both sides of Georgia Avenue between Park Road and Shepherd Street and the C-2-A Zone District (a low to medium density mixed-use zone providing a limited range of retail goods and services) on the remainder of the corridor. The C-2-A Zone also extends east of Georgia Avenue on both sides of Upshur Street to Eighth Street and west of Georgia Avenue on the north side of Lamont Street to the alley located behind buildings fronting on Sherman Avenue.

Current Land Use Pattern

The land use pattern that has developed along the corridor is mainly a continuous stretch of retail uses. These retail uses, however, lack the diversity of retail services that many residents desire, forcing them to go elsewhere to meet their shopping and service needs. There are also many vacant storefronts along the corridor, indicating an excess of retail space. These vacancies are also attributable to today's modern retail options, which now include big box stores, shopping malls, catalog shopping and the Internet, all of which contribute to reducing the demand on an older, local commercial corridor like Georgia Avenue. As indicated above, many of the buildings are not suitable for modern retailing, which further contributes to the high rate of vacancies.

Vacant storefronts are evidence that the market has not been able to fill these units. These vacant, boarded up stores not only discourage existing retailers from investing in their businesses and new retailers from entering the area, they also contribute to the crime and other quality of life issues along the corridor. The reduction of vacant and abandoned spaces, and the addition of more people on the street will increase the sense of safety, as the number of available places to hide is decreased and the number of eyes on the street is increased.

Since the corridor's land use pattern has changed to mostly commercial uses, there is now a lack of residential

development, which would provide a strong "shot in the arm" for retailing. Encouraging housing, as well as office development, would support retail by creating more customers and supporting longer hours. Additionally, residential units above retail keep the street active around the clock, improve security through the provision of additional "eyes on the street" and provide convenience for residents and sales volume for retailers.

In summary, three key issues emerged from three stakeholder groups—residents, businesses, and property owners—concerning land use and zoning along the corridor:

1. *Residents:* Encourage a better mix of uses, including quality neighborhood-serving retail and a mix of local and national retailers;
2. *Businesses:* Strengthen existing viable and desirable businesses, particularly long-time businesses that have contributed to and served the community; and
3. *Property Owners:* Encourage building expansion by increasing Floor Area Ratios (FAR).

III. Corridor Assessment

HOUSING

During phase II of the planning process, it became evident that in order to stimulate investment within the corridor, the conditions of the surrounding neighborhoods needed to be considered. Specifically for the surrounding neighborhoods in the Ward 1 portion of the corridor, issues relating to the residential building conditions and the Park Morton apartment complex, need to be addressed.

The following details the two key housing issues:

Housing Rehabilitation and Vacant & Abandoned Properties

While there are some signs that property owners and private investors are rehabilitating residential properties throughout the Ward 1 portion of the study area, there is still a visible significant number of dilapidated housing in need of rehabilitation. The Plan's market analysis indicates that the market area's housing stock is aging with minimal construction since the 1960s. Fifty-eight percent of the existing units were built prior to 1939 and only 2.2 percent or 164 units were built since 1980. Property owners who are not able to maintain their properties, due to either negligence or elderly homeowners and others with limited means for property maintenance, has further put stress on this aging housing stock.

The Ward 1 portion of the study area also contains many vacant and abandoned residential properties. Clusters of these properties exist on the east and west side of Georgia Avenue.

These vacant and abandoned properties also present serious fire safety concerns for the community. These structures are highly vulnerable to accidental fires because of faulty wiring and flammable debris and can also be susceptible to homeless individuals who start fires inside the property to keep warm. These properties are also targets for arson.

As a whole, vacant and abandoned properties contribute to blight, crime, and neighborhood instability. Property abandonment negatively impacts property values within the community, provides lower tax revenues for the city, causes higher municipal costs and greater negative externalities.

Park Morton Apartment Complex

The Park Morton apartment development is a public housing complex located in the Park View neighborhood (Ward 1) of the study area. The property was built in 1960 and is made up of 17 garden-style apartment buildings with 174 walk-up units, all of which are two-bedroom units. The majority of the households are headed by females with two to four children. All of the units at Park Morton are under the Low Income Public Housing inventory, which does not include any Housing Choice Voucher Program recipients.

Apartment residents and surrounding neighborhood residents have expressed concerns about the amount of crime and drug activity on and surrounding the Park Morton apartment complex. Many have viewed this situation as a contributing factor to attracting and fostering negative activity in the surrounding neighborhood, as well as an obstacle to any serious investment in and around the corridor.

The District of Columbia Housing Authority (DCHA) who owns and manages the apartment complex, has worked extensively to reduce crime at the complex. Just as recently as 5 to 10 years, the development was plagued with crime but over the years crime has been significantly reduced. This has primarily been through lease enforcement ("One Strike" policy) and coordinated public safety efforts between the DCHA and Metropolitan Police departments.

The following improvements/actions have been implemented:

- Installation of cameras and bulletproof lighting
- Installation of barriers in alleyways behind Park Road and Morton Street
- Weed and Seed mobile unit
- Removal of ladders leading to building roofs and locking of access hatches to roofs
- Construction of a new playground
- Upgrade of fire alarms
- Interior and exterior painting

- Repairing/replacing of exterior doors and door locks
- Landscape improvements

Although it is evident that DCHA has made improvements to Park Morton in terms of safety and physical upgrades, the development is still challenged with a poor physical layout and design, which consists of suburban style apartment buildings that are not in character with the surrounding row house neighborhood and creates a visible exclusion from the surrounding community. As such, Park Morton incorporates design elements that have the tendency to foster criminal activity, such as odd street patterns that dead end in the middle of the development and central spaces that are invisible from the street.

Many residents of Park Morton are in need of social services to improve their quality of life. The issues include:

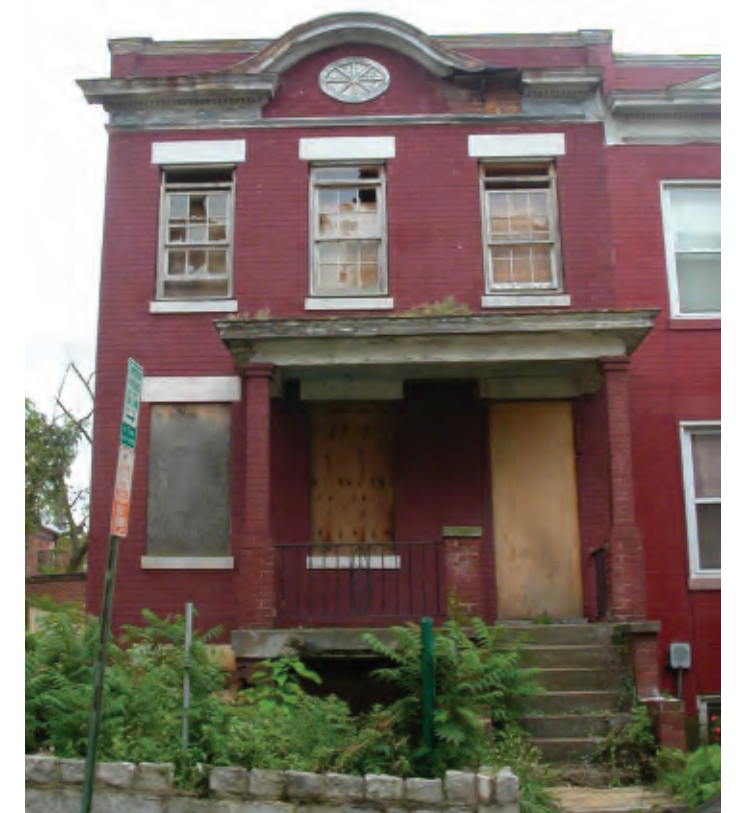
- Unemployment and underemployment; job training



Boarded and Vacant Housing In Study Area



Georgia Avenue Row Houses



Boarded and Vacant Housing In Study Area

III. Corridor Assessment

HOUSING

- Drug rehabilitation
- Lack of proper supervision for youth
- Lack of appropriate activities for youth in the community
- Improved parenting skills
- Illegal drug activity by visitors/non-residents

opportunity sites within the study area should be developed to include affordable units.

* Note: Affordable housing is a federally-defined term and process which regulates how federal funds can be used to create homeownership and/or rental housing opportunities. Affordability is based on household size and household income as an adjusted percentage of the Area Median Income (AMI) for the metropolitan region. As of January 28, 2004, the AMI for the Washington Metropolitan Region is \$85,400 for a family of four.

It will be critical to explore opportunities to address both the physical and social revitalization of the Park Morton public housing complex not only to improve the apartment development and the living condition of those who live there but also to create an asset to build upon for future investment in the neighborhood as a whole.

Affordable Housing Assessment

Due to the current housing market and escalating housing prices throughout the District, residents in the study area expressed the critical need to preserve and create affordable housing. A key success of the planning process was the development of the Request for Proposals (RFP) for the District owned land adjacent to the Georgia Avenue-Petworth Metro Station. The RFP was fashioned in a public process with input from community stakeholders, which led to the selection of a developer to build a mixed-use development project. The project will consist of 17,000 square feet of ground floor space and 148 residential units, of which 20 percent has been set aside for affordable units (5% at 30% Area Median Income (AMI) and under, 10% at 50% AMI and under, and 5% at 60% AMI and under). *

Although the study area still holds a good level of housing at affordable prices, this housing stock is shrinking with the effects of the strong housing market demand as well as rising housing values. These same high housing values that are positive in supporting and encouraging reinvestment and development in the study area also present challenges for long-time residents to stay in the area, particularly low-income renters and elderly homeowners. Public and private redevelopment



Park Morton Apartments



Park Morton Apartments

III. Corridor Assessment

TRANSPORTATION



Quincy Street and Georgia Avenue



Intersection of New Hampshire and Georgia Avenue

The transportation assessment presents a summary of existing transportation elements for the area:

- Traffic
- Parking
- Transit
- Pedestrian
- Bicycle

In addition, the assessment also focuses on some general transportation issues for the following two locations:

- Georgia Avenue/New Hampshire Avenue Intersection Vicinity
- Georgia Avenue/Kansas Avenue Intersection Vicinity

Existing transportation issues are identified based on community concerns, as well as observations and analysis of existing conditions for the corridor.

Traffic

Georgia Avenue (Route 29), within the study area, is a 60-foot (curb to curb) arterial roadway with four travel lanes and two permanent parking lanes. The posted speed limit on Georgia Avenue is 30 miles per hour (mph), with traffic signals located at approximately half of the study area intersections.

The Georgia Avenue Corridor, due to its relatively good peak period traffic flow, is used during the morning and evening rush periods as a commuter route into and out of the downtown core. The “Average Daily Traffic” (ADT) volume for Georgia Avenue is approximately 22,000, within the study area.

Local area residents have expressed concern that traffic traveling along Georgia Avenue often appears to exceed the posted 30-mph speed limit. Residents have also expressed concern about excessive speeds on adjacent residential streets in the area.

Parking

The Georgia Avenue Corridor currently contains both on-street and off-street parking within the study area. Approximately 220 on-street parking spaces and eight different kinds of on-street parking restrictions exist along Georgia Avenue within the study area according to a recent on-street parking inventory performed by the District Department of Transportation (DDOT).

There are several areas with unrestricted 24-hour, on-street parking available, in addition to areas with one-hour, two-hour, and three-hour parking restrictions. Metered parking restrictions can be assets to local area businesses because they allow spaces to be more readily available to potential customers. Some local business owners have expressed concern that one-hour parking restrictions do not provide enough allowable parking time for some retail patrons.

Ward 4 residents who live near the Georgia Avenue-Petworth Metrorail Station and depend upon local on-street parking voiced concern that they have to compete with other Ward 4 District residents who live further away and drive to and use the Metro. Although the Ward 4 residents who drive from further away do legally utilize the local on-street parking near the Metrorail station, they nevertheless increase the competition for local on-street parking for nearby residents.

There are some small, private off-street parking lots located along Georgia Avenue in the study area. These lots are generally restricted for patrons of the commercial uses located along Georgia Avenue, and not for general public use. There are currently no public off-street parking lots located within the study area. The largest parking lot is located at the Safeway grocery store and contains approximately 75 spaces.

Transit

The Georgia Avenue Corridor study area is served directly by Metrorail's Green Line with the Georgia Avenue-Petworth Metrorail Station. This station connects the study area to major employment and population centers in the Washington metropolitan area, including: Downtown, Greenbelt and the Suitland Federal Center in suburban Maryland. The station is located in the center of the study area and has good access, with station portals located on both sides of Georgia Avenue, just north of the Georgia Avenue/New Hampshire Avenue intersection.

The community has expressed concerns about the frequency of Green Line trains compared to the frequency of trains on other lines, particularly the Red Line. The difference in train frequency could be partially attributed to 1.) the fact that Green Line trains have to share a single track with Yellow Line trains while Red Line trains have exclusive use of their track and 2.) the significantly larger number of daily Red Line passengers versus Green Line passengers.

The Georgia Avenue study area is served by eight bi-directional Metrobus routes. There are Metrobus stops located every two blocks along Georgia Avenue in the study area, with approximately 25 percent of the Metrobus stops having shelters. Most of the sheltered bus stops are located near the larger intersections in the study area (e.g. New Hampshire Avenue/Kansas Avenue intersection) and the Georgia Avenue-Petworth Metrorail Station. The Washington Metro Area Transit Authority (WMATA) determines the location of bus shelters based on criteria developed by the Transit Cooperative Research Program (TCRP), with a general threshold of 50 boarding passengers per day justifying the installation of a passenger waiting shelter. A transportation study conducted in 2004 by the District's Department of Transportation (DDOT) for the Columbia Heights/Mount Pleasant neighborhood, included parts of Ward 1 along Georgia Avenue. The study shows the location of existing bus shelters and as well as those bus stops from New Hampshire Avenue to Barry Place that warrant a shelter based on boarding data. Within this boundary, a number of bus stops with a significant number of boardings do not have bus shelters. In some instances, individual bus stops with observed boarding volumes in excess of 400 passengers per day such as Irving/Georgia Avenue do not have shelters provided.

The frequency of service is generally very good along all of the study area bus routes, with 5-10 minute headways for most bus routes during weekday peak hours, 10-20 minute headways during weekday off-peak hours, and 20-40 minute headways during the evenings and weekends. However, the Metrobuses observed in the study area appear to be relatively crowded during both peak and non-peak travel periods.

Pedestrian

Pedestrian traffic is generally light to moderate along the Georgia Avenue Corridor, with more pedestrian activity concentrated around the Georgia Avenue-Petworth Metrorail Station and along blocks to the south of the station.

III. Corridor Assessment

TRANSPORTATION



Georgia Avenue-Petworth Metro Station



Georgia Avenue-Petworth Metro Station at New Hampshire/Georgia Avenue Intersection

Approximately half of the Georgia Avenue intersections in the study area are signalized, with several pedestrian-activated signals located in the northern part of the study area. Many of the intersections have clearly visible, double-lined crosswalks and appear to have been recently painted. Though some pedestrian crosswalks are marked at unsignalized intersections, there are several that are not clearly visible to drivers. In the 2004 DDOT Columbia Heights/Mount Pleasant Transportation study, pedestrian accidents by intersection for the five-year period of 1997 to 2001 from New Hampshire Avenue to Barry Place shows several intersections with high rates of pedestrian accidents. In some cases, the higher rates of pedestrian accidents may be, in part, the result of higher levels of pedestrian activity, but, in some cases, intersection design or operational issues may be contributing factors. Some locations of particular concern include:

- Newton Place/Georgia Avenue
- Park Road/Georgia Avenue
- Morton Street/Georgia Avenue; and
- Lamont Street/Georgia Avenue

The Georgia Avenue/New Hampshire Avenue intersection has long crosswalk distances across all of the intersection approaches.

The sidewalks along Georgia Avenue are four to six feet wide in some locations, and 10 to 12 feet in other area. The minimum recommended sidewalk width for streets with significant street-oriented commercial activity is eight feet. The minimum width of sidewalks with sidewalk cafes is typically 10 to 12 feet.

Bicycle

The following undesirable characteristics currently exist along Georgia Avenue within the study area, which make Georgia Avenue undesirable for bicycle use:

- Heavy traffic volumes;
- Relatively high traffic speeds;
- Limited room available between on-street, parked cars and moving traffic; and

- Short blocks, with frequent curb cuts and intersections, which present cyclists with frequent potential vehicular conflict locations.

While there are less than desirable bicycle-riding conditions along Georgia Avenue in the study area, the arterial roadways and residential streets located immediately to the east and west of the corridor form a relatively dense grid of roadways. Relatively light traffic volumes not only make this surrounding street network pleasant for biking, but the street network also provides good access to retail and employment centers throughout the District.

Kansas Avenue has striped bicycle lanes in both directions for approximately a mile. There are also striped bike lanes located along 14th Street, NW, which is located two blocks to the west of Georgia Avenue and links the study area to the Columbia Heights and Mt. Pleasant neighborhoods. There are signed official “on road” bike routes located along 8th Street, NW and 13th Street, NW, which link the study area to the Takoma section of Northwest, Washington, D.C. and to Silver Spring, Maryland.

Key Intersections

Georgia Avenue/New Hampshire Avenue Intersection Vicinity

The Georgia Avenue/New Hampshire Avenue intersection has long crosswalk distances across all of the intersection approaches. The intersection’s approaches are wider than average because of the odd, non-90-degree angle at which New Hampshire and Georgia Avenues intercept. In addition, Georgia Avenue and New Hampshire Avenue are both classified as “major arterial” roadways, and as a result, are designed to accommodate relatively high traffic volumes and relatively fast travel speeds, which further contributes to widened intersection approaches.

Georgia Avenue/Kansas Avenue Intersection Vicinity

The area located in the vicinity of the Georgia Avenue/Kansas Avenue intersection contains a fairly dense network of streets, which form several small, irregularly shaped blocks. There are several traffic and pedestrian-related issues created by these small, abnormally-shaped blocks, which include the following:

- Kansas Avenue/Varnum Street/9th Street Intersection – This 6-way intersection presents an

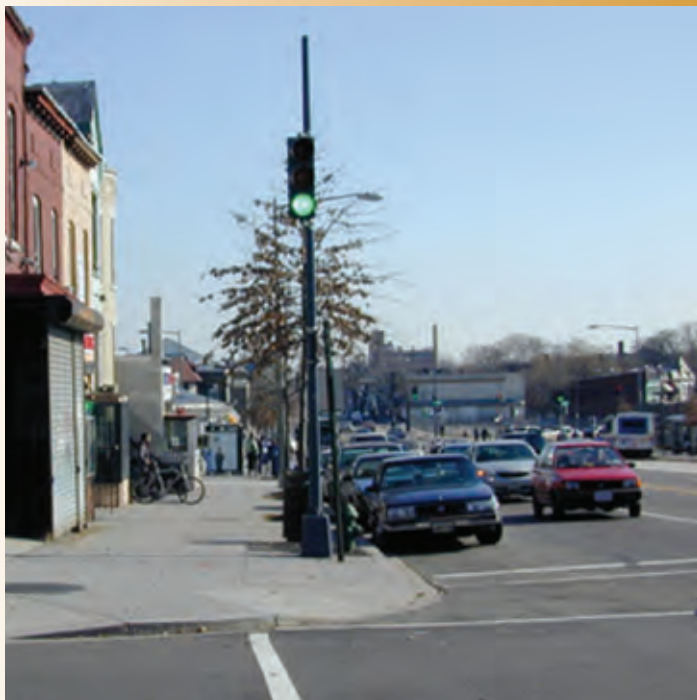
unusually complicated situation for motorists because they have to watch five approaches to make sure that they are clear of oncoming traffic before entering into the intersection. There is also poor sight-distance for vehicles entering into the intersection from the southbound approach of 9th Street.

- Georgia Avenue/Varnum Street Intersection – There is a high volume of student-pedestrians who cross Georgia Avenue when traveling between the residential area (located east of Georgia Avenue) and McFarland Middle School and Roosevelt High School (located to the west of Georgia Avenue). The Georgia Avenue/Varnum Street intersection (currently unsignalized) is located in close proximity, immediately north of the Georgia Avenue/Kansas Avenue intersection.
- 9th Street – 9th Street alternates between one-way and two-way, block-by-block, between Georgia Avenue and Kansas Avenue, which can be confusing to motorists unfamiliar with the area.

1 Source: DPW's 2000 ADT Map

III. Corridor Assessment

URBAN DESIGN AND PUBLIC REALM



Discontinuity of the street wall, vacant or abandoned ground level sites, narrow and inadequately landscaped sidewalks contribute to poorly defined public realm.

The study area for the Corridor Revitalization Plan for Georgia Avenue is approximately 1.6 miles long. For the major part of that length, older retail establishments developed inside or in the front of small row houses characterize the corridor. Residential neighborhoods comprised mostly of row houses line either side of the avenue on a gridded system of streets and blocks.

Two major diagonals, New Hampshire Avenue and Kansas Avenue, pass through the northern part of the study area in Petworth, a residue of the city system of diagonal streets bearing state names. Both diagonals are primarily residential in character, contrasting with the retail development that predominates Georgia Avenue. The intersection of New Hampshire Avenue and Georgia Avenue is also the location of the Georgia Avenue-Petworth Metro Station and has become the transportation nexus of the study area.

Topographically, the avenue rises continuously from the study area adjacent to Howard University, flattens out for a stretch between Girard Street and Rock Creek Church Road and then climbs again as it passes the Georgia Avenue-Petworth Metro Station to a crest at Allison Street. The northernmost part of the study area is generally flat.

Urban Design

The vast majority of lots facing Georgia Avenue are quite shallow, averaging about 75' to 80' in depth. This is consistent with the row house origins of the area when lots were platted throughout the city on similar dimensions. The subsequent transformation of those properties from residential to retail use has resulted in an increment of very small shops fronting Georgia Avenue with little flexibility to expand. Often those buildings have been expanded with a one-story addition to the front of the building, resulting in a very uneven streetscape. Many retail properties never changed the residential configuration of the building front, leaving in place the small set of steps leading up to the front door.

Few buildings in the project area are taller than a standard three-story row house. Some five- and six-story apartment buildings, such as the Paramount at the corner of Georgia and Quincy Street, exist and are blended well into the streetscape. Most of the storefronts added to the fronts of row houses are one story with the awkward bulk of the residential mass peering out the center of the block.

Most recent automobile-oriented development is one story in height.

In general, the buildings of the project area are older structures, mostly built during the expansion of the city northwards in the 1920's. The residential streets are characterized by long stretches of row houses, some with porches, some without, in a graceful rhythm. Some smaller structures were built to serve as retail establishment in the corridor, but by far a larger portion of current retail buildings are former residential row houses converted to retail use.

The shallow depth of the blocks lining Georgia Avenue also limits parking opportunities in the corridor. Few sites are large enough to service the parking demands they generate and recent years have seen the influx of automobile-oriented "drive-in" businesses. Those businesses are found mostly in the Park View/Park Morton neighborhood area and have resulted in a streetscape without definition and in general, poorer in quality as well.

The existing buildings are set close to the sidewalk with generally ten to twelve feet between the building facade and the street curb. This narrow dimension contributes to the vitality of the street life but also makes outdoor retail, such as seating for restaurants, almost impossible.

The Park Morton public housing complex, located between Park Road and Lamont Street on the east side of Georgia Avenue, is the only public housing complex in the project area. It features garden-style apartment buildings and is centered around a cul-de-sac street that eliminated a previous connection to Park Road to the east. The buildings are center-hall apartment buildings of a character diverse from the surrounding context.

To the north, suburban-style development has also made its impact felt, particularly with the development of several drive-in restaurants and gas stations on the west side of Georgia Avenue between Shepherd and Upshur Streets. Upshur Street itself is the location of an older retail street east of Georgia Avenue and connects to a former area of light industry to the west. The Petworth Public Library is located on that corner and is a valued public asset.

North of Buchanan Street the detached single-family house becomes the predominant building type with the disappearance of retail frontage. This area contrasts with the row house neighborhoods to the south by having fewer gaps in the street wall.

Public Realm

The construction of the Metro station resulted in the creation of several opportunity sites at the intersection of New Hampshire and Georgia Avenue and the elimination of the tree median in the center of New Hampshire Avenue. Consequently, that intersection, even though located at a major transit hub, is one of the most difficult streets to cross, moving in almost any direction. The unfriendly nature of the pedestrian environment there is exacerbated as well by the large Metrobus staging area on the west side of the street, making the street much wider and resulting in an increase in the amount of time a pedestrian needs to get from one side of Georgia Avenue to the other.

Few parks and public plazas exist along Georgia Avenue in the study area. The largest public park is located at the intersection of Kansas Avenue and Georgia Avenue in the northernmost section. The area adjacent to the Petworth - Georgia Avenue metro station provides for an opportunity for a community space of some dimension, connected with future development.

IV. CORRIDOR STRATEGIES

Overview
Market Economics
Land Use and Zoning
Housing
Transportation
Urban Design and Public Realm



IV. Corridor Strategies

OVERVIEW

The following section presents the corridor strategies. These strategies are based on the corridor assessment for:

- Market Economics
- Land Use and Zoning
- Housing
- Transportation
- Urban Design/Public Realm

Many issues resulted from the corridor assessment that not only applied to one particular neighborhood area but rather applied throughout the study area. As a result, this section proposes strategies to address the issues identified in the corridor assessment sections. To learn more about these strategies with respect to each neighborhood area, refer to Section V: Neighborhood Areas – Issues & Recommendations.

IV. Corridor Strategies

MARKET ECONOMICS



Georgia Avenue Row Houses

To respond to the unique market opportunities and constraints of the Georgia Avenue corridor, the following strategies are recommended:

- Encourage and assist development entities to target blocks with high vacancies and underutilized land, to foster property assemblage and acquisition for redevelopment
- Encourage retail development that brings the desired mix of quality neighborhood-serving businesses and services
- Encourage office development in first and/or second floors of mixed-use buildings
- Encourage a mix of residential development along the corridor to absorb the five-year demand for 1,605 new housing units. This residential development should be targeted in blocks that have high vacancies and/or underutilized properties and can be assembled for acquisition and redevelopment
- Apply an Overlay Zone to stabilize and encourage redevelopment and to match current demand by type, location, and building configuration
- Explore Main Street designation for the existing neighborhood business district along Ninth Street and Upshur Street (east of Georgia Avenue)
- Explore and implement shared parking and provide new small parking lots to serve strategic areas of the corridor
- Investigate and market incentives to assist existing businesses and new investors:
 - Create a Tax Increment Financing (TIF) district on Georgia Avenue, from Shepherd Street to Park Road
 - Develop a retail leasing and management strategy to recruit tenants and direct them to landlords/property owners, and to provide technical assistance to existing and prospective retailers
 - Link and build capacity of existing business development programs to cater to specific needs of businesses
 - Restructure the Georgia Avenue Facade Improvement Program to include technical assistance to businesses
- Target public capital improvements towards projects and locations that can encourage and leverage other new private development. These public capital improvements include intersection improvements, streetscape, pedestrian safety measures, and public art.

IV. Corridor Strategies

LAND USE AND ZONING

Residential Uses

The most northern portion of the study area, the 4500 block of Georgia Avenue—from Allison Street to Buchanan Street—is located in the R-4 Zone District. This is a row house district that does not permit apartment buildings. However, four apartment buildings already exist in the block. In the summer 2002, a property owner proposed to build a five-unit apartment building on a vacant lot in the 4500 block. However, the Board of Zoning Adjustments denied this application based on the existing R-4 Zone District. Currently, there is another development proposal to build a small apartment building. The R-5-B Zone District, a moderate density apartment zone, is recommended for the 4500 block, west and east sides. The R-5-B Zone District would bring the existing four apartment buildings into conformance, as well as allow the development of new moderate density apartment buildings.

The other existing uses in the block include row houses, semi-detached and detached dwellings, which would continue as permitted uses within the R-5-B zone. Four one-story retail storefronts currently exist in the northwest corner of the block. These uses are nonconforming under the existing R-4 Zone District and would continue to be nonconforming uses in the new R-5-B Zone District.

Mixed Uses

Throughout the planning process, two key issues emerged regarding the land uses in the mixed-use Zone Districts, namely the C-2-A Zone District:

1. How to restrict undesirable uses and attract a better mix of quality retail uses
2. How to strengthen existing businesses and property owners by allowing for business expansion and increased Floor Area Ratios (FAR)

To address these issues, an overlay zone that would encompass properties located within the existing C-2-A Zone District, will be created. An overlay zone is a tool used to preserve and enhance neighborhood shopping areas by providing the scale of development and range of uses that are appropriate for neighborhood shopping and services. An overlay zone is mapped in combination with the underlying Zone District, C-2-A; the underlying zoning does not change.

The overlay zone for Georgia Avenue could restrict new uses deemed by the community as undesirable along the corridor, such as used automobile lots and automobile repair shops, and allow for increased FAR for building expansion. These measures will help strengthen the economic vitality of the corridor for existing and new businesses, as well as serve the shopping needs of the surrounding neighborhoods.

IV. Corridor Strategies

HOUSING



Washington, DC, Streetscape with a Variety of Housing Types

The housing strategy addresses the two key issues identified in Ward 1 neighborhoods along Georgia Avenue: 1) housing rehabilitation and vacant & abandoned residential properties, and 2) the Park Morton Apartment Complex. The following strategies are recommended:

Housing Rehabilitation and Vacant & Abandoned Properties

- As a pilot project, establish a **Targeted Block Initiative (TBI)** to focus financial and technical resources in a neighborhood that contains a significant level of both deteriorated residential properties and owner-occupied units. Homeowners would receive assistance to make interior and exterior improvements to their homes, which would make a visible impact in the neighborhood block. The concept is that small-scale, but carefully chosen home improvements help prevent larger scale deterioration and signal that positive neighborhood change is taking place. This, in turn, would serve as a catalyst for residential improvements in other neighborhood blocks.
- Encourage the Home Again Initiative, administered by the Office of the Deputy Mayor for Planning and Economic Development, to inventory and accelerate bundling of vacant and abandoned properties located in and near the Georgia Avenue study area. This initiative works to improve the city's housing condition and increase supply by converting abandoned properties into quality, affordable housing.

Park Morton Apartment Complex

- Establish a Park Morton Task Force to address the issues surrounding the housing complex. The Task Force should be led by the D.C. Housing Authority and involve other District agencies and neighborhood stakeholders. The Task Force should examine and implement short- and long-term sustainable changes to address the social and physical challenges of the apartment complex.
- Apply **Crime Prevention through Environmental Design (CPTED)** strategies to improve safety in the apartment complex. CPTED is based on the premise that "proper design and effective use of the physical environment can produce behavioral effects that will reduce the incidence and fear of

crime, thereby improving the quality of life."

CPTED strategies include:

- Using landscaping and materials to deter crime (for example, thorny shrubs and fencing)
- Using landscaping materials that provide unobstructed views
- Using lighting along walkways and entryways
- Creating a sense of ownership and private space by designing symbolic barriers through landscaping (for example, changes in paving stone patterns, changes in types of plantings, and use of hedges and fences)

Affordable Housing

In order to ensure that in the current strong housing market existing residents receive opportunities to acquire affordable housing, the following policy recommendations are provided. These initiatives can contribute toward creating a vibrant, mixed income community, as well as potentially make a significant contribution to providing housing for the District of Columbia's working families.

- Require inclusion of at least 20 percent affordable housing units in all Request for Proposals for redevelopment of the National Capital Revitalization Corporation's (NCRC) properties that include housing development.
- Encourage the Home Again program to accelerate disposition of any eligible units existing in the project area.
- Alert/educate area residents to the availability of income-tax credits for very-low-income, long-term homeowners whose property taxes increase faster than 5 percent per year. Note: The tax credits enacted in the Housing Act of 2002, are designed to protect residents who have owned their homes for at least seven years from being forced out of their homes by rising property values and real property taxes.
- Support the exploration of Inclusionary Zoning efforts throughout the City to require private residential developers to provide a certain amount of affordable housing units in their development to help meet low-and moderate-income housing needs.
- Explore strategic acquisition (through land swaps or joint ventures) by NCRC and/or the city to expand affordable housing in the redevelopment opportunity sites outlined in Section VI.

IV. Corridor Strategies

TRANSPORTATION



Bike Rack Coil



Bus Shelter



Pedestrian Friendly Environment

The Transportation Strategies present improvement recommendations for key transportation elements, including:

- Traffic
- Parking
- Transit
- Pedestrian
- Bicycle

In addition, recommendations are proposed for the following two locations:

- Georgia Avenue/New Hampshire Avenue Intersection Vicinity
- Georgia Avenue/Kansas Avenue Intersection Vicinity

(Note: Additional planning and engineering studies would need to be conducted before implementing some of the recommendations presented in this report.)

Traffic

- Examine opportunities to reduce speeds on Georgia Avenue through traffic signalization, street-scaping, and roadway design modifications.
- Examine opportunities to reduce travel speeds on residential streets through neighborhood traffic calming measures.

Parking

- Explore development of small public parking lots and/or shared parking to serve community uses and provide short to midterm parking throughout the corridor. Potential locations include:
 - 3600 East
 - 3400 East
 - 2900 West
 - 2700 West
- Examine the use of on-street parking restrictions to confirm that parking restrictions are compatible with adjacent land uses.
- Conduct a parking occupancy study to determine

potential problems and possible solutions for legal Ward 4 parking near the Georgia Avenue-Petworth Metrorail Station.

Transit

- Look for opportunities to extend Yellow Line service north of the Mt. Vernon Square 7th Street-Convention Center Metrorail Station as a way to increase the frequency of trains to the Georgia Avenue-Petworth Metrorail Station.
- Promote increased use of Metrorail through transit-oriented development.
- Maximize use of Metrobuses by relocating bus stops where appropriate, constructing new bus shelters, and increasing bus capacity, where necessary.
- Study implementing Bus Rapid Transit (BRT) or Light Rail Transit (LRT) service along the Georgia Avenue Corridor, as called for in a recent WMATA/DDOT (District Department of Transportation) transportation study.

Pedestrian

- Implement improvements to the Georgia Avenue/New Hampshire Avenue intersection, including “bulb-outs” and median installations along New Hampshire Avenue.
- Widen sidewalks along Georgia Avenue to allow outdoor seating areas and functional walking space in front of future restaurants, shops, and cafe locations.
- Enhance visibility of pedestrian crosswalks along Georgia Avenue north of Kenyon Street, with markings and pedestrian crossing signs in the median indicating a crosswalk is present.

Bicycle

- Study potential measures to improve the safety of bicycle crossings across Georgia Avenue, which could include the installation of additional traffic signals, where warranted.

- Encourage local bicycle use through the addition of more bicycle racks in the commercial area.

Key Intersections

Georgia Avenue/New Hampshire Avenue Intersection Vicinity

The following enhancements could potentially create a more pedestrian-friendly environment at the intersection. The below measures should be implemented using Federal and DDOT guidelines, where applicable.

- Install more visible crosswalks.
- Construct medians where appropriate.
- Possibly eliminate the southernmost bus bay along the west side of Georgia Avenue in order to narrow the pedestrian crossing.
- Study existing traffic signal timings to ensure adequate timing for pedestrian crossings.
- Install “countdown” pedestrian signals.
- Ensure existing street lighting provides for adequate pedestrian visibility.

Georgia Avenue/Kansas Avenue Intersection Vicinity

- Conduct a traffic and pedestrian improvement study to address safety and circulation issues at Georgia Avenue/Kansas Avenue, including irregularly shaped blocks created by Taylor Street, Upshur Street, Varnum Street, and Webster Street, 9th Street and Iowa Avenue.
- Install new traffic and pedestrian safety control devices where warranted.

IV. Corridor Strategies

URBAN DESIGN AND PUBLIC REALM

The Georgia Avenue study area is the primary retail corridor for several diverse neighborhoods. The overall urban design strategy focuses on development opportunities and public realm (i.e., the space between buildings, such as streets and sidewalks) improvements that seek to enhance these neighborhood areas and their unique character.

Urban Design

- Identify/characterize the study area by four neighborhood areas along the corridor
 - “Upshur” - Decatur Street to Shepherd Street
 - “Petworth-Metro” - Shepherd Street to Otis Place
 - “Park View/Park Morton” - Otis Place to Irving Street
 - “Pleasant Plains” - Irving Street to Euclid Street
- Maximize development around the Georgia Avenue-Petworth Metro Station
- Promote a mix of development projects ranging in size from large-scale mixed-use block redevelopments to small-scale infill developments and adaptive reuse projects
- For key Redevelopment Opportunity Sites (see Section VI), enhance the overall streetscape and public realm by encouraging moderate density development (3 to 6 stories)
- Diversify the housing stock by encouraging redevelopment opportunities with multifamily buildings for families, senior citizens, and first-time home buyers
- Increase the affordability of the housing stock by encouraging development opportunities with a variety of housing types
- Encourage green roofs in new development projects

- Strategically locate parking so that it is visually unobtrusive

Public Realm

- Create a more walkable, pedestrian friendly environment through public realm improvements to sidewalks, cross walks, and intersections, and by discouraging automobile-oriented, drive through businesses
- Enhance the public realm through the creation of public monuments and art celebrating African American history and culture
- Encourage some form of public green space or civic space as new redevelopment projects are constructed



Special Tree Boxes

photo by Michael Baker



Pedestrian Friendly Environment

photo by Michael Baker



Neighborhood Signage

photo by Michael Baker



Pedestrian Friendly Environment

V. NEIGHBORHOOD AREAS: ISSUES AND RECOMMENDATIONS

Overview
Upshur
Petworth-Metro
Park View/Park Morton
Pleasant Plains



V. Neighborhood Areas OVERVIEW



Georgia Avenue Study Area

The Plan's issues and recommendations section is presented under each of the four neighborhood areas: Upshur (Decatur Street to Shepherd Street); Petworth-Metro (Shepherd Street to Otis Place); Park View/Park Morton (Otis Place to Irving Street); and Pleasant Plains (Irving Street to Euclid Street). The issues and recommendations present the framework on the corridor's existing conditions while also playing a part in shaping the vision over the length of Georgia Avenue.

More importantly, this section reflects the various input and responses generated from many of the community outreach meetings conducted throughout the planning process. Many stakeholders—residents, businesses, property owners, institutions, private investors, elected officials, and government agencies shared their thoughts on identifying the issues and constraints surrounding the corridor. Various stakeholders also provided recommendations on how to create a positive and visible difference.

All of the community input along with information collected from past studies; current real estate and market assessment, land use and zoning analysis; and transportation analysis was brought together to produce the following issues and recommendations section, which is presented here for each of the four neighborhood areas.



Upshur Neighborhood



Petworth-Metro Neighborhood



Park View/Park Morton Neighborhood



Pleasant Plains Neighborhood

V. Neighborhood Areas

UPSHUR



Historic Rowhouses Along Northern Portion of Neighborhood Area



Car Lot at Corner of Taylor St. and Georgia Avenue



Historic Rowhouses Along Northern Portion of Upshur Neighborhood Area



Existing Condition Upshur Neighborhood Area

UPSHUR NEIGHBORHOOD AREA

Decatur Street to Shepherd Street

This Neighborhood Area is the northern part of the study area. The 4500 to 4700 blocks, from Allison Street to Decatur Street are comprised mainly of single-family residential uses and apartment buildings. The west side of the 4300 and 4400 blocks, from Webster Street to Allison Street, is a mix of residential, retail and office uses. The east side of these blocks is comprised of single-family residential uses. The 4000 to 4200 blocks contain a mix of uses. This area is also home of the Petworth Library, MacFarland Middle School, Roosevelt High School, Paul Robeson Park, and a post office.

Issues:

- Existing business in 4500 block in need of building improvement/rehabilitation. Potential need for technical and/or financial assistance to business
- In the 4500 block, existing apartment buildings in R-4 zone are non-conforming uses
- Potential expansion of Lutheran Social Services office space in the 4400 block
- Streetscape and public realm improvements are needed at the Georgia Avenue/Kansas Avenue intersection, as well as in the 4300 and 4400 blocks of Georgia Avenue, west side
- Existing neighborhood business district along Upshur Street and 9th Street should be strengthened
- Poor traffic and pedestrian conditions at Georgia Avenue/Kansas Avenue intersection
- Petworth Library is a neighborhood asset and should be enhanced to increase capacity
- Under-utilized properties and some vacant lots provide opportunities for redevelopment
 - 4100 block, west & east sides
 - 4000 block, west side

V. Neighborhood Areas

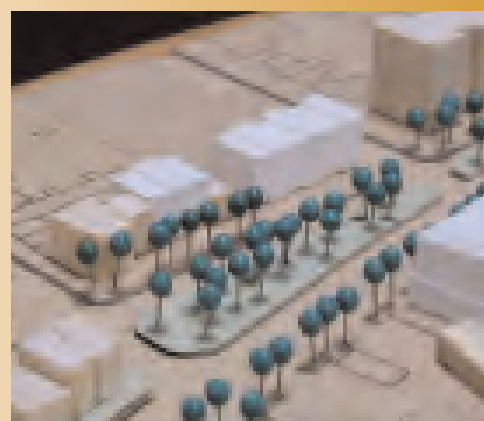
UPSHUR



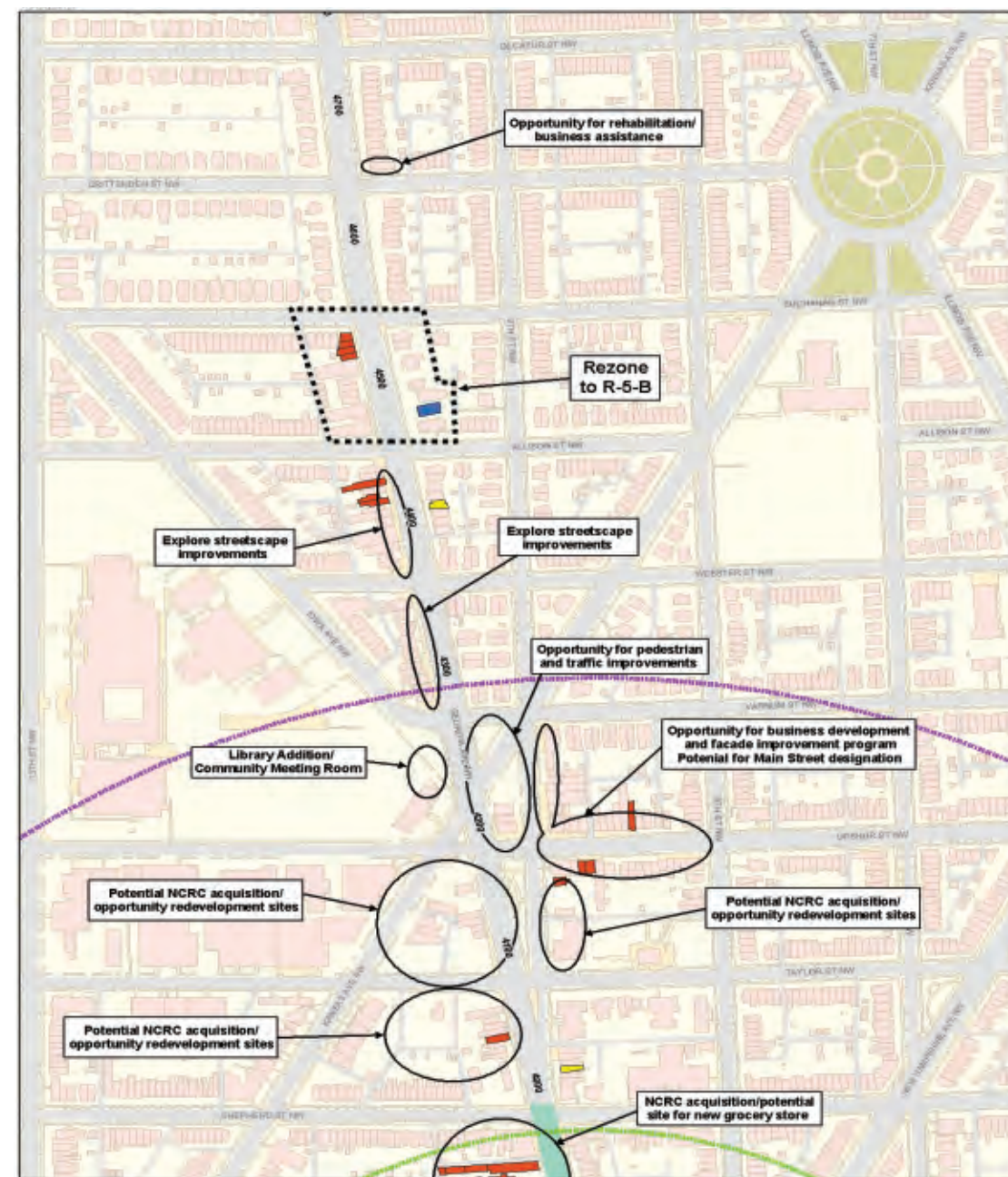
View of Georgia Avenue Looking North



View of Georgia Avenue Looking South



New Rowhouse Development on 9th Street



Proposed Plan for Upshur Neighborhood Area

Recommendations:

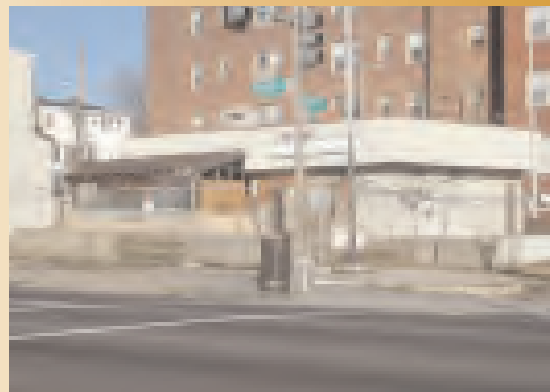
- Explore business development and renovation options with property owner in 4500 block
- Rezone west and east sides of 4500 block from R-4 to R-5-B
- Explore streetscape improvement on the west side of the 4300 and 4400 blocks
- Explore D.C. Main Street designation for existing neighborhood business district on Upshur Street and 9th Street; implement an aggressive business development, marketing, and facade improvement program
- Explore traffic circulation changes and pedestrian safety measures for Georgia Avenue/Kansas Avenue intersection and improve public realm
- Explore improvements/expansion to Petworth Library
- Explore opportunities for acquisition/site assemblage in 4000 and 4100 blocks

V. Neighborhood Areas

PETWORTH-METRO



Retail Frontages on 3200 Georgia Avenue



Retail Frontages on 3600 Georgia Avenue



Retail Center at 3300 Georgia Avenue



Existing Conditions of Metro Neighborhood Area

PETWORTH-METRO AREA

Shepherd Street to Otis Place

The Georgia Avenue-Petworth Metro Station is the hub of the Petworth-Metro Area. The Georgia Avenue/New Hampshire Avenue intersection is a major junction along the corridor. The area is comprised of a mix of row houses, apartment buildings, retail and office uses. The study area's major grocery store, Safeway, is located in this neighborhood area.

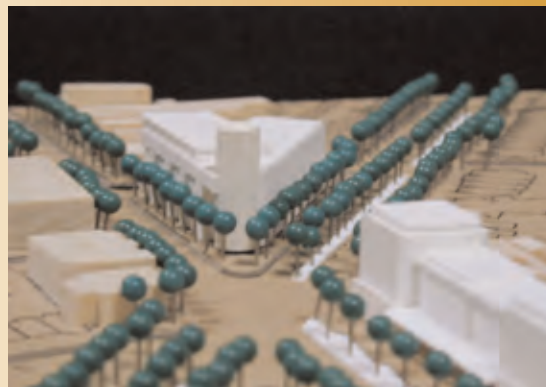
Issues:

- Potential opportunity for new or larger grocery store
- Developer selection announced for new mixed-use building on site adjacent to Metro Station, 3700 block, west side
- Vacant and underutilized lots present major redevelopment opportunity sites for:
 - 3900 block, west side
 - 3800 block, west & east sides
 - 3600 block, west side
- Infrastructure and public realm improvements needed at Georgia Avenue/New Hampshire Avenue intersection and 3600 block, east side
- Concentration of institutional/public uses along Spring Street, many of which are in need of major renovation/new construction:
 - Raymond Recreation Center
 - Raymond Elementary School
 - Paul Robeson School
 - Department of Mental Health
 - Immunization Clinic
- Poor traffic and pedestrian conditions at Georgia Avenue/New Hampshire Avenue intersection; opportunity for beautification/streetscape improvements
- Need for public parking to serve patrons of businesses and reduce demand on residential streets

V. Neighborhood Areas PETWORTH-METRO



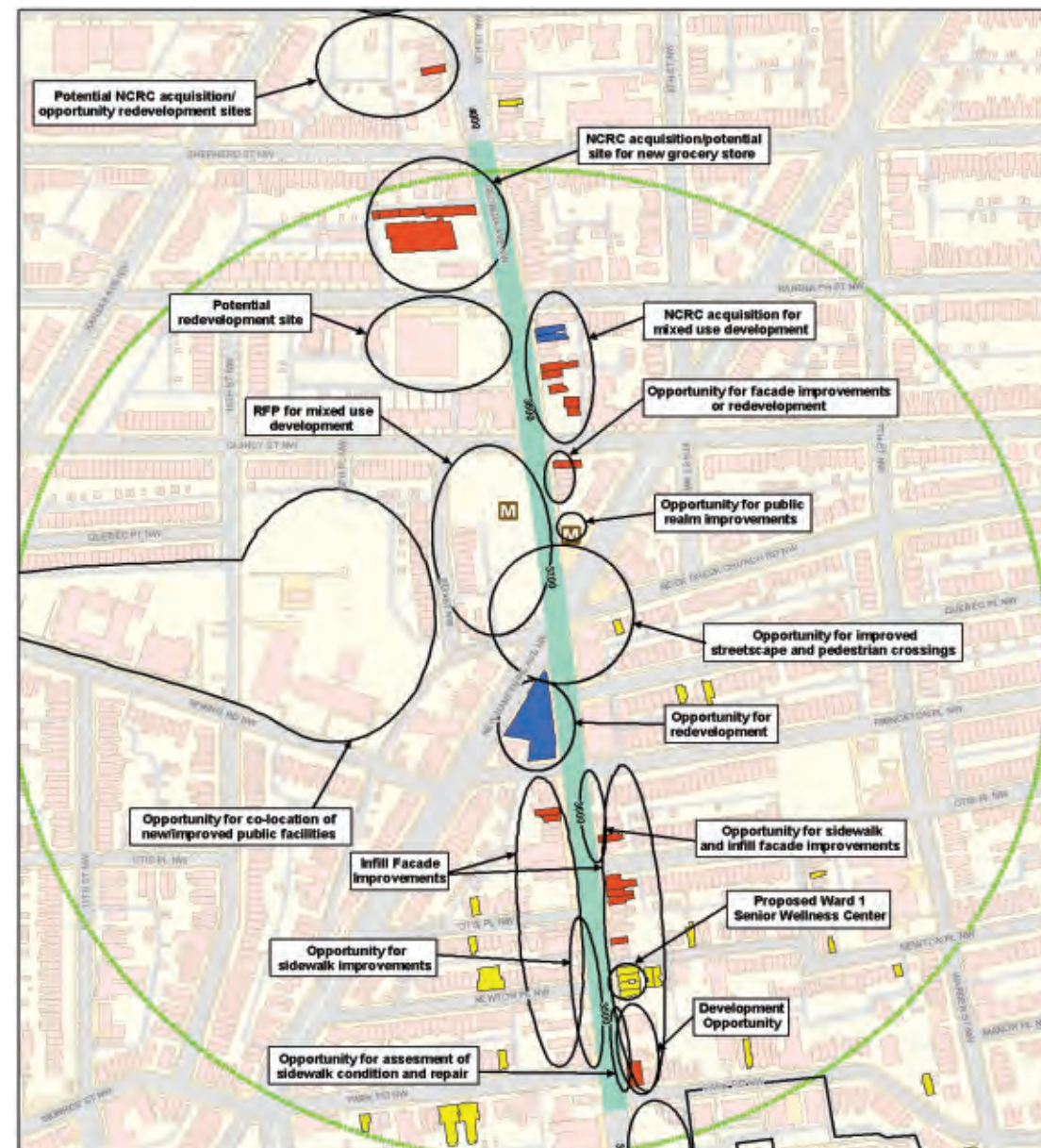
View South Along Georgia Avenue toward the Metro Station



View South at Intersection of Georgia Avenue and New Hampshire Avenue (RFP site in foreground)



View North at Intersection of Georgia Avenue and New Hampshire Avenue



Georgia Ave Corridor Revitalization - PETWORTH - METRO



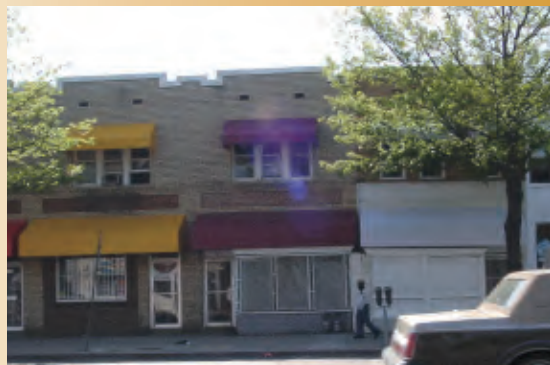
Proposed Plan for Petworth-Metro Neighborhood Area

Recommendations:

- Continued property acquisition/site assemblage by National Capital Revitalization Corporation and/or private developers
- Design and implement public realm plan and intersection improvements at Georgia Avenue/New Hampshire Avenue; implement pedestrian safety measures
- Explore opportunity for co-location of new/improved public facilities along Spring Street
- Explore opportunity for parking and/or farmers market on east side of 3600 block
- Monitor development progress of development proposals in 3600 and 3800 blocks; maximize development potential of sites
- Complete in-fill facade improvements in 3600 block, east and west sides

V. Neighborhood Areas

PARK VIEW/ PARK MORTON



Retail Frontages on 3200 Block of Georgia Avenue



Retail Center at 3300 Block of Georgia Avenue



Retail Frontages on 3600 Block of Georgia Avenue



Existing Conditions of Petworth-Metro Neighborhood Area

Park View/Park Morton

Otis Place to Irving Street

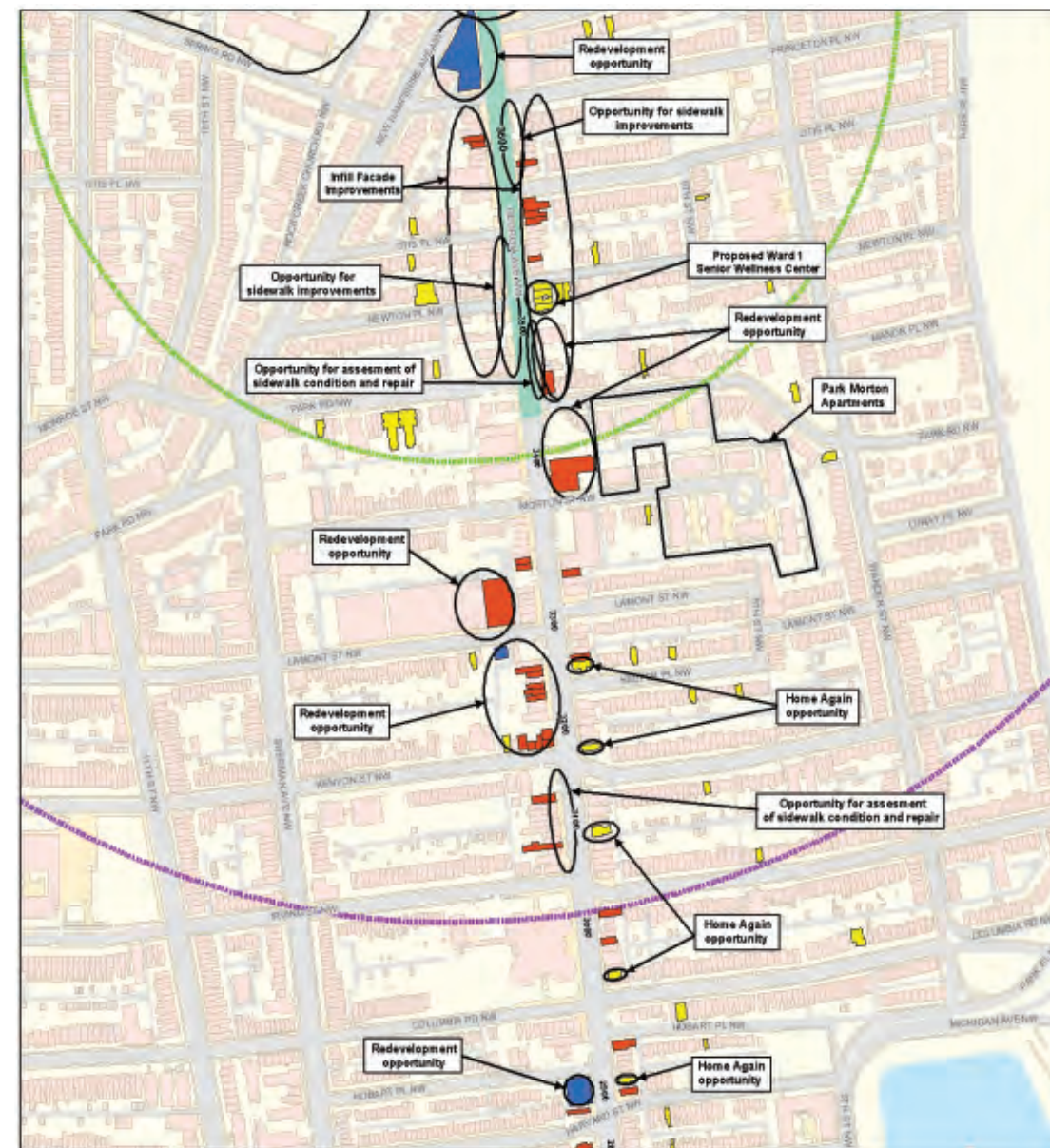
The Park View/Park Morton study area lies south of the Metro Station, extending along Georgia Avenue from Otis Place to Irving Street, to include the 3100 to 3500 blocks. This neighborhood area contains buildings ranging from one-story retail shops to small shopping centers. Many row houses in this area have historic townhouse facades, however they were converted some time ago into retail buildings with small one-story additions in the front yard. Some of the neighborhood anchors include a post office and a Murry's grocery store.

Issues:

- Fails to incorporate Transit Oriented Development principles, wherein, the area does not build on its proximity to the metro station. Buildings, landscaping, and public space are not arranged to reinforce and orient activity toward the metro. The area lacks a sense of place; land use is underutilized with large vacancies; and the overall environment is not conducive for pedestrians or bicyclists.
- Park Morton public housing complex (17 garden style buildings with 174 units) contains poor physical lay out and design. The existing suburban-style physical design contributes to the lack of safety and adds to a visible exclusion from the surrounding community. It also lacks the private space, which leads to attracting and fostering negative activity in and around the corridor.
- Significant amount of deteriorated private residential properties in surrounding neighborhood, in need of assistance to maintain and/or rehabilitate properties
- Area contains a significant amount of vacant, dilapidated, and/or undercapitalized commercial properties/businesses
- Significant amount of residential vacancies in and around the corridor
- Lack of public land for new development; the majority of lots are small and privately held
- Lengthy commercial zone with underutilized land use
- Poor pedestrian crossings, signage, and pavement markings

V. Neighborhood Areas

PARK VIEW/ PARK MORTON



Georgia Ave Corridor Revitalization - PARK VIEW/PARK MORTON



Proposed Plan for Park View/Park Morton Neighborhood Area

Recommendations:

- Apply Transit Oriented Development principles to generate a dynamic place with increased variety and intensity of land use and activities within walking distance of the metro station that draws the community and visitors to socialize, shop, live and interact
- Establish a Park Morton Task Force with district agencies and community partners to address the social and physical issues surrounding the Park Morton public housing complex
- Use Crime Prevention through Environmental Design (CPTED) strategies to improve the safety of the Park Morton housing complex. CPTED is based on the premise that “proper design and effective use of the physical environment can produce behavioral effects that will reduce the incidence and fear of crime, thereby improving the quality of life.”
- Apply corridor-wide business & economic development strategy (see Implementation – Action Plan section)
- Initiate the Targeted Block Initiative. One to two blocks will be selected to work with owner-occupied properties to repair the inside and outside of the home with the aim of achieving a cohesive visual improvement within the entire block
- Aggressively implement the Mayor’s Home Again Initiative to return the residential vacancies to productive use
- Acquire and assemble many of the existing vacant properties along the corridor for redevelopment. (Refer to section on “Redevelopment Opportunity Sites”)
- Assess brick condition of sidewalks and repair uneven sidewalks where needed. Apply better pedestrian crossings, signage, and pavement markings where needed

V. Neighborhood Areas

PLEASANT PLAINS



2600 Block of Georgia Avenue



2900 Block of Georgia Avenue



2800 Block of Georgia Avenue



Existing Conditions of Pleasant Plains Neighborhood Area

Pleasant Plains

Euclid Street to Irving Street

The Pleasant Plains neighborhood area is the most southern end of the study area, from Euclid Street to Irving Street covering the 2000 to 3000 blocks of Georgia Avenue. The neighborhood area contains many row houses that were converted some time ago into retail buildings with small one-story additions in the front yard. Taller (six-story) apartment and institutional buildings are clustered around Girard and Fairmont Streets. Key anchors include the Bruce-Monroe Elementary School and Howard University.

Issues:

- Facades on many existing business establishments are deteriorated, which contributes to an uninviting environment
- The area contains some vacant, dilapidated, undercapitalized businesses
- A range of residential vacancies exists in and around the area
- Lack of public land for new development; the majority of lots are small and privately held
- Lengthy commercial zone with underutilized land use
- Poor pedestrian crossings, signage, and pavement markings
- Vacant properties owned by Howard University
- Poor visual gateway into the corridor

V. Neighborhood Areas PLEASANT PLAINS



Georgia Ave Corridor Revitalization - PLEASANT PLAINS



Proposed Plan for Pleasant Plains Neighborhood Area

Recommendations:

- Apply Facade Improvement Program to existing businesses in the 2600 block west side
- Apply corridor-wide business & economic development strategy (see Implementation – Action Plan section)
- Aggressively implement the Mayor's Home Again Initiative to return the residential vacancies to productive use
- Acquire and assemble many of the existing vacant properties along the corridor for redevelopment. (Refer to section on "Redevelopment Opportunity Sites")
- Assess brick condition of sidewalks and repair uneven sidewalks where needed. Apply better pedestrian crossings, signage, and pavement markings
- Partner with Howard University to redevelop their vacant properties
- Create a visual gateway into the corridor by creating an African-American Heritage Wall that would recognize the contribution of the city and Howard University alumni on one of the Howard University-owned buildings facing Georgia Avenue

VI. REDEVELOPMENT OPPORTUNITY SITES

Overview

Upshur

Petworth-Metro

Park View/Park Morton

Pleasant Plains



VI. Redevelopment Opportunity Sites OVERVIEW

There are numerous vacant parcels, deteriorating structures and underutilized lots throughout the study area, many of which have potential for redevelopment with housing, retail, office or institutional uses. Additionally, current market forces for development are strong. To ensure that available property is used effectively to support the corridor's revitalization goals and to help guide current and future development proposals, several key sites have been analyzed and identified as Redevelopment Opportunity Sites.

The development programs presented for each Redevelopment Opportunity Site is designed to illustrate a potential redevelopment outcome and is not intended to represent a predetermined development plan.

The actual redevelopment of properties along Georgia Avenue will be subject to private market decisions, public regulatory and review processes, and ongoing input and guidance from the citizens of all the neighborhoods throughout the corridor.



Vacant/boarded up property at Quncy Street/Georgia Avenue



3900 Georgia Avenue, West



Vacant lot at Georgia Avenue/New Hampshire Avenue

Vi. Redevelopment Opportunity Sites UPSHUR

C-2-A Zoning
Lot Occ. Max: 60%
Height Limit: 50'
FAR Maximum: 2.5



DETAIL PLAN A. (1)

4100 West - Option 1
Site area: 49,000sf (approx.)

- 106 dwelling units
- 80 underground parking spaces
- 4000 sf commercial space at north corner
- Requires acquisition of entire block.



DETAIL PLAN A. (2)

4100 West - Option 2
Site area: 34,400sf (approx.)

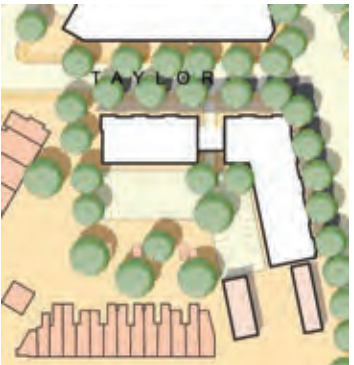
- 74 dwelling units
- 40 surface parking spaces
- 5000 sf commercial space at north corner
- Does not require acquisition of service station on north portion of the block



DETAIL PLAN C.

4100 East
Site area: 18,500sf (approx.)

- 9 rowhouse dwelling units
- 18 surface parking spaces



DETAIL PLAN B.

4000 West
Site area: 46,400sf (approx.)

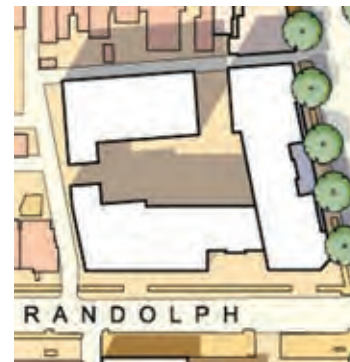
- 86 dwelling units
- 51 surface parking spaces

Vi. Redevelopment Opportunity Sites PETWORTH-METRO

C-3-A Zoning
Lot Occ. Max: 75%
Height Limit: 65'
FAR Maximum: 4.0



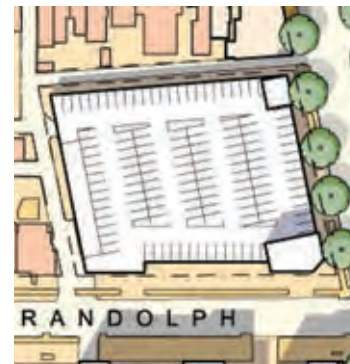
Key Plan



DETAIL PLAN A.1

3900 West - Option 1
Site area: 38,000sf (approx.)

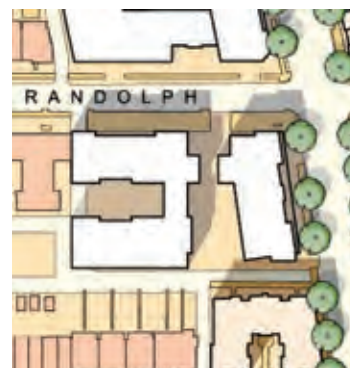
- 200 dwelling units
- Up to 7000sf ground-floor commercial space fronting Georgia Ave.
- 110 underground parking spaces



DETAIL PLAN A.3

3900 West - Option 3
Site area: 50,000sf (approx.)

- 37,500sf grocery store
- 120 rooftop parking spaces



DETAIL PLAN B.

3800 West
Site area: 59,000sf (approx.)

- 200 dwelling units
- 110 underground parking spaces
- 4000sf commercial space on Georgia Ave.



DETAIL PLAN A. 2

3900 West - Option 2
Site area: 53,000sf (approx.)

- 50,000 SF grocery store
- 170 rooftop parking spaces



DETAIL PLAN C.

3800 East
Site area: 24,500sf (approx.)

- Current NCRC development proposal
- 100 dwelling units
- 6500sf ground floor commercial space
- 80 Underground Parking

Vi. Redevelopment Opportunity Sites

PETWORTH-METRO

C-3-A Zoning
Lot Occ. Max: 75%
Height Limit: 65'
FAR Maximum: 4.0



Key Plan



DETAIL PLAN D

3700 West
Site area: 58,900sf (approx.)

- District government RFP award to Donatelli & Klein to develop site.
- 148 dwelling units
- 17,000 SF ground-floor retail
- 147 Underground parking spaces



DETAIL PLAN E. 2

3600 West - Existing Proposal
Site area: 10,400sf (approx.)

- 3,400sf one and a half-story retail to occupy the north corner with surface parking.



DETAIL PLAN E.1

3600 West - Option 1
Site area: 13,000sf (approx.)

- 68 dwelling units.
- 10,000 sf ground floor commercial space along Georgia Ave.
- This option requires acquisition of 3 lots at the southwest portion of the site
- Minimum of 80 parking spaces underground.

Vi. Redevelopment Opportunity Sites

PARK VIEW/ PARK MORTON

C-2-A Zoning
Lot Occ. Max: 60%
Height Limit: 50'
FAR Maximum: 2.5



Key Plan



DETAIL PLAN A.1

3500 East - Option 1
Site area: 18,000sf (approx.)

- New 6 story residential infill development
- 72 dwelling units
- 38 parking spaces (structured)
- 2,600sf ground floor commercial space



DETAIL PLAN A.2

3500 East - Option 2
Site area: 18,000sf (approx.)

- New 3 story residential infill development
- 12 dwelling units
- 12 surface parking spaces



DETAIL PLAN B.1

3400 East - Option 1
Site area: 24,000sf (approx.)

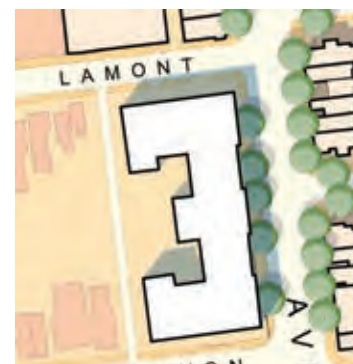
- New 4 story mixed use development
- 50 dwelling units
- 30 surface parking units
- 4,000 sf ground floor commercial space



DETAIL PLAN B.2

3400 East - Option 2
Site area: 24,000sf (approx.)

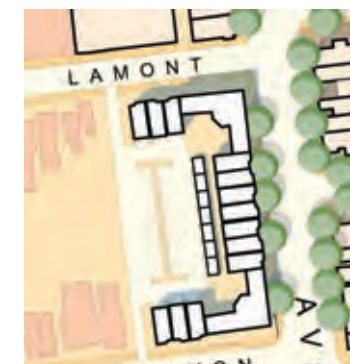
- New 3 & 4 story residential development
- 21 dwelling units (12 apartment units & 9 self park row house units)
- 31 surface parking units



DETAIL PLAN C.1

3200 West - Option 1
Site area: 39,000sf (approx.)

- New 4 story mixed use development
- 80 dwelling units
- 5,000sf ground floor commercial space or potential site for 15,000 -20,000sf ground floor institutional use (library)
- 100 structured parking units



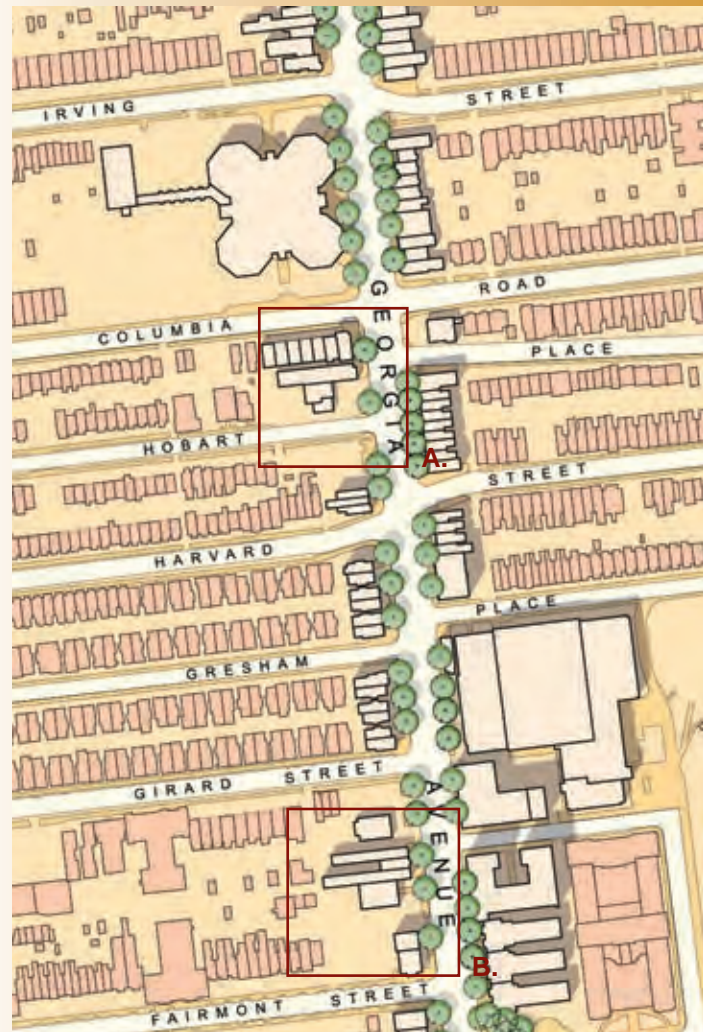
DETAIL PLAN C.2

3200 West - Option 2
Site area: 39,000sf (approx.)

- New 3 & 4 story residential development
- 37 dwelling units (24 apartment units & 13 self park rowhouse units)
- 48 surface parking units

Vi. Redevelopment Opportunity Sites **PLEASANT PLAINS**

C-2-A Zoning
Lot Occ. Max: 60%
Height Limit: 50'
FAR Maximum: 2.5



Key Plan



DETAIL PLAN A.1

2900 West
Site Area: 5,500sf (approx.)

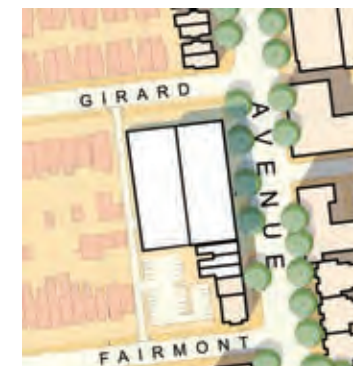
- New infill residential development
- 4 dwelling units
- 8 surface parking spaces



DETAIL PLAN B. 1

2700 West - Option 1
Site Area: 35,000sf (approx.)

- 28 dwelling units (25 apartment units + 3 row house units)
- 43 surface parking spaces
- 4000sf ground floor commercial space
- Allow retail space and parking for existing commercial retail establishment



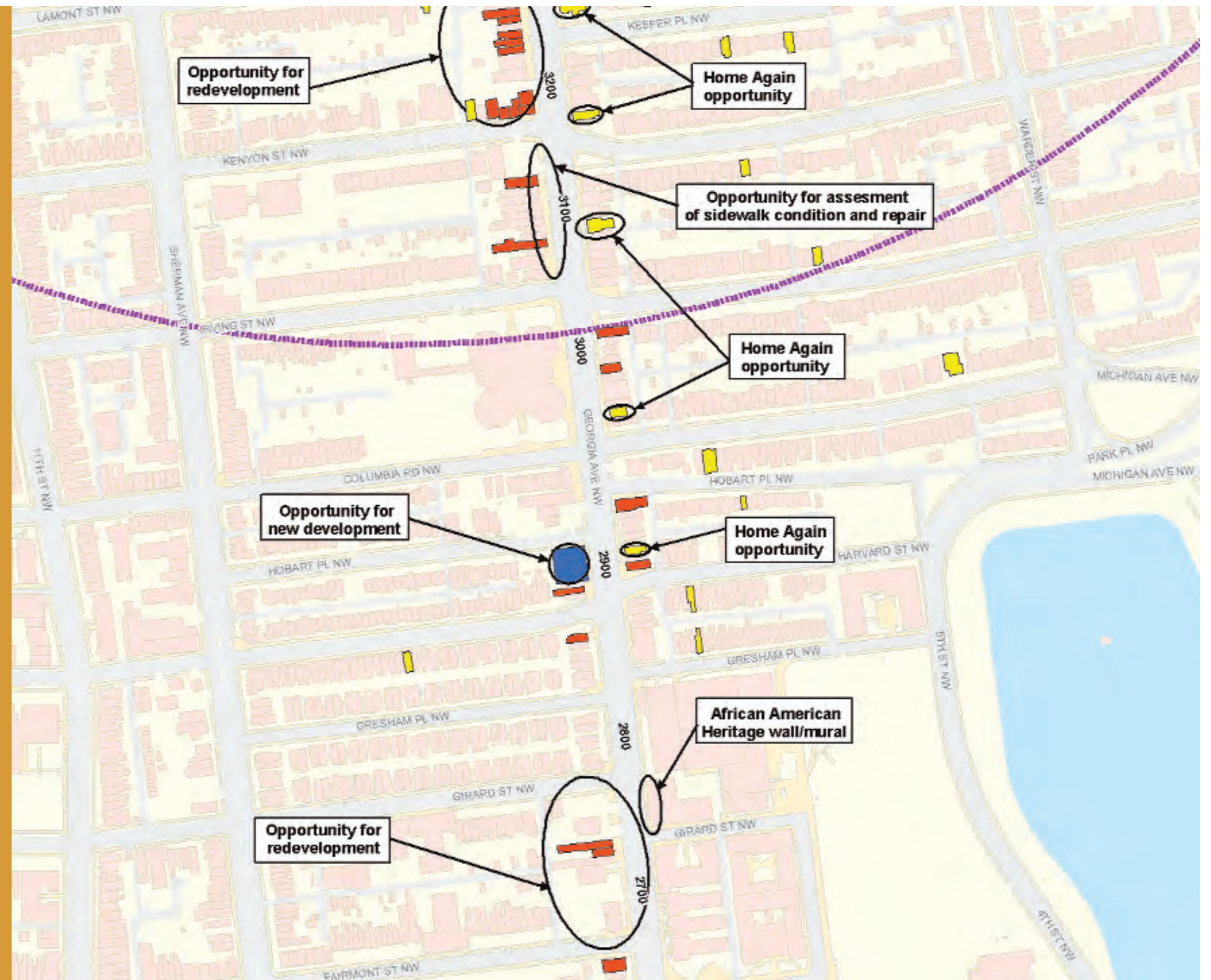
DETAIL PLAN B. 2

2700 West - Option 2
Site Area: 35,000sf (approx.)

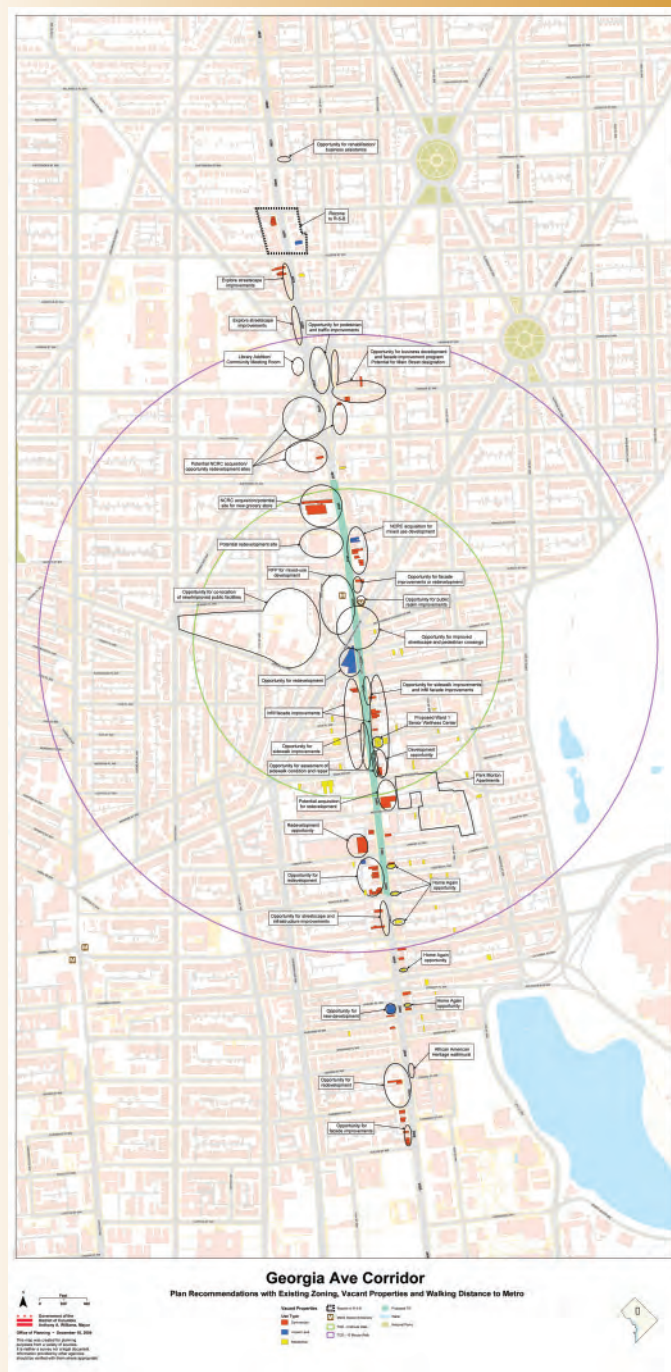
- 23 dwelling units (20 apartment units + 3 row house units)
- 50 structured parking spaces and 15 surface parking spaces
- Potential site for 15,000 -20,000sf ground floor institutional use (library)

VII. IMPLEMENTATION

Overview
Action Plan



VII. Implementation OVERVIEW



Georgia Avenue Revitalization Action Plan

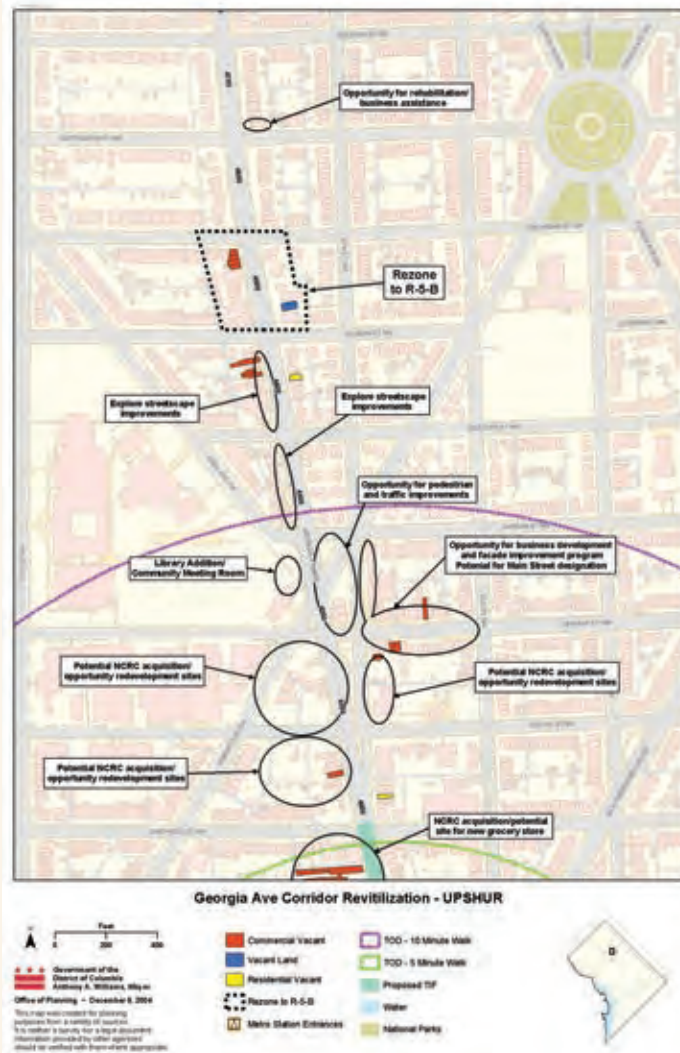
The Georgia Avenue-Petworth Metro Station Area & Corridor Plan sets the framework and starting point for revitalizing the corridor. As the community and the District begin implementation, the Plan will require the continued involvement and responsiveness of all stakeholders—residents, businesses, property owners, institutions, private investors, elected officials, and government agencies. All partners must demonstrate the willingness to make things happen and achieve positive change. The “Champion” of the Plan includes all key stakeholders. Revitalization is long, hard work. Because of the time length and complexity of these efforts, the Champion must be committed to the long-term success and implementation of the Plan.

The **Georgia Avenue Revitalization Action Plan**, which follows, has been developed to initiate and monitor action on the Georgia Avenue-Petworth Metro Station Area & Corridor Plan recommendations. On a block-by-block basis, the Action Plan specifies each Issue and corresponding Action Item. The priority, location, current zoning, responsible partners, and projected completion dates are also listed for each Action Item.

The Office of the Deputy Mayor for Planning and Economic Development will provide general coordination of plan implementation, in close partnership with the citizens and other stakeholders. While the District government will manage public investment, much of the plan's success hinges on the behavior of the private sector. A strong public-private partnership must be formed with continued guidance and support from residents. The long-term success of the Plan also depends heavily on community leadership and individual action.

VII. Implementation

ACTION PLAN: UPSHUR



Key Plan

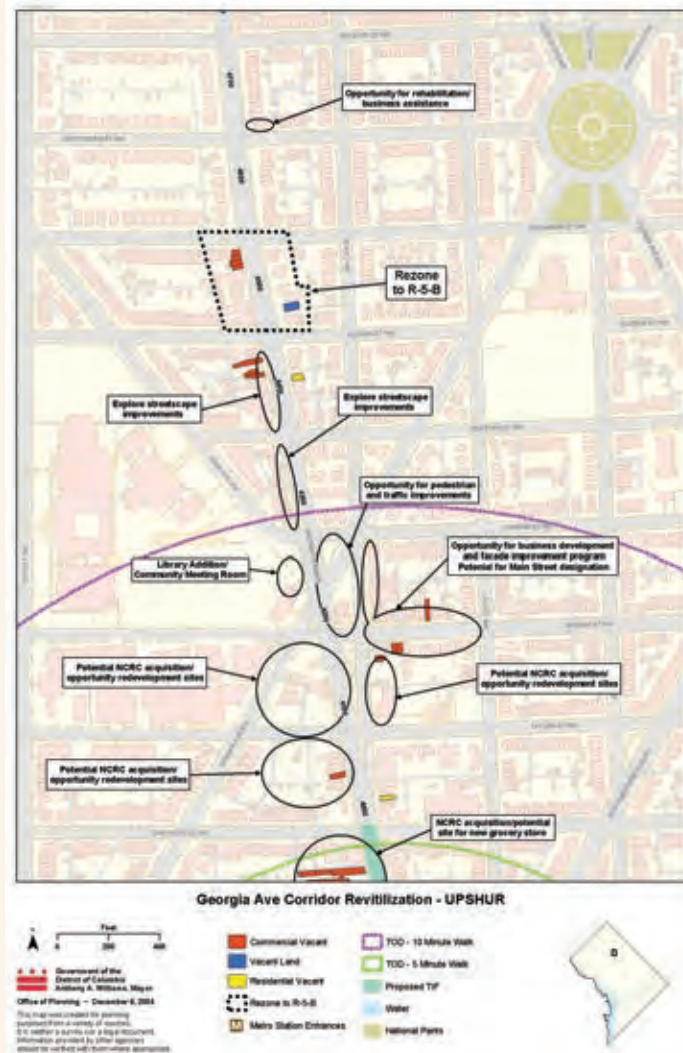
GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN							
UPSHUR from Decatur Street to Shepherd Street							
Priority	Site Location		Issue	Current Zoning	Proposed Actions	Partners	Projected Completion
4700 Block							
3	Decatur Street to Crittenden Street	East	Corner business in need of rehab.	R-4	Explore business viability, development and renovation options with owner.	Property Owner; DMPED reSTORE DC	2-5 years
n/a		West	Stable residential.	R-1-B	None	n/a	n/a
4600 Block							
n/a	Crittenden Street to Buchanan Street	East	Stable residential.	R-4	None	n/a	n/a
n/a		West	Stable residential.	R-1-B	None	n/a	n/a
4500 Block							
1	Buchanan Street to Allison Street	East	Existing apartment building non-conforming in R-4 zone. Opportunity for moderate residential development.	R-4	Rezone to R-5-B.	OP; OZ	1-2 years
1		West	Existing apartment building non-conforming in R-4 zone. Opportunity for moderate residential development.	R-4	Rezone to R-5-B.	OP; OZ	1-2 years
4400 Block							
n/a	Allison Street to Webster Street	East	Stable residential.	R-4	None	n/a	n/a
n/a		West	None	C- 2- A	None	n/a	n/a
2		West	Opportunity for streetscape improvements.	C- 2- A	Explore streetscape improvements.	DDOT	1-2 years
4200 Block							
1	Varnum Street to Upshur Street	East	Retail is concentrated in an east-west orientation on Upshur Street and a north-south orientation on 9th Street. Opportunity to revitalize the neighborhood business district.	C-2-A	On Upshur and 9th Streets, implement an aggressive business development and facade improvement program. Explore Main Street designation.	DHCD; DMPED reSTORE DC	1-2 years

Abbreviations

DHCD Department of Housing and Community Development
DDOT Department of Transportation
DCPL DC Public Library

DPR Department of Parks and Recreation
NCRC National Capital Revitalization Corporation
DMPED Deputy Mayor for Planning and Economic Development

VII. Implementation ACTION PLAN: UPSHUR



Key Plan

GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN							
UPSHUR from Decatur Street to Shepherd Street (continued)							
Priority	Site Location		Issue	Current Zoning	Proposed Actions	Partners	Projected Completion
4200 Block							
2	Varnum Street to Upshur Street	Center	Georgia Avenue/Kansas Avenue Crossroads. Poor pedestrian conditions, especially for school children. Poor traffic patterns.	C-2-A	Explore traffic circulation changes and implement pedestrian safety measures.	DDOT	2-5 years
2		Center	Existing concentration of open space & institutional uses, including pocket parks, library, schools, post office. Opportunity to enhance public realm.	C-2-A / R-4 (library & schools in R-4)	Implement public realm improvement plan.	DDOT; DPR	2-5 years
3		West	Potential opportunity to improve/expand Petworth Library Branch.	C-2-A / R-4 (library in R-4)	Explore library improvements/expansion	DCPL	5+ years
4100 Block							
2	Upshur Street to Taylor Street	East	Vacant lots & under-utilized properties. Opportunity to concentrate development to mid block.	C-2-A	Explore site assemblage and acquisition.	NCRC	2-5 years
n/a		East	None	C-2-A	None	n/a	n/a
2		West	Major redevelopment opportunity.	C-2-A	Site acquisition	NCRC	2-5 years
n/a		West	None	C-2-A	None	n/a	n/a
4000 Block							
n/a	Taylor Street to Shepherd Street	East	None	C-2-A	None	n/a	n/a
3		West	Existing mixed uses. Under-utilized properties. Opportunity for moderate residential development.	C-2-A	Explore site acquisition	NCRC	5+ years
n/a		West	None	C-2-A	None	n/a	n/a

Abbreviations	DHCD	Department of Housing and Community Development	DPR	Department of Parks and Recreation
	DDOT	Department of Transportation	NCRC	National Capital Revitalization Corporation
	DCPL	DC Public Library	DMPED	Deputy Mayor for Planning and Economic Development

Abbreviations

DHCD Department of Housing and Community Development

DDOT Department of Transportation

DCPL DC Public Library

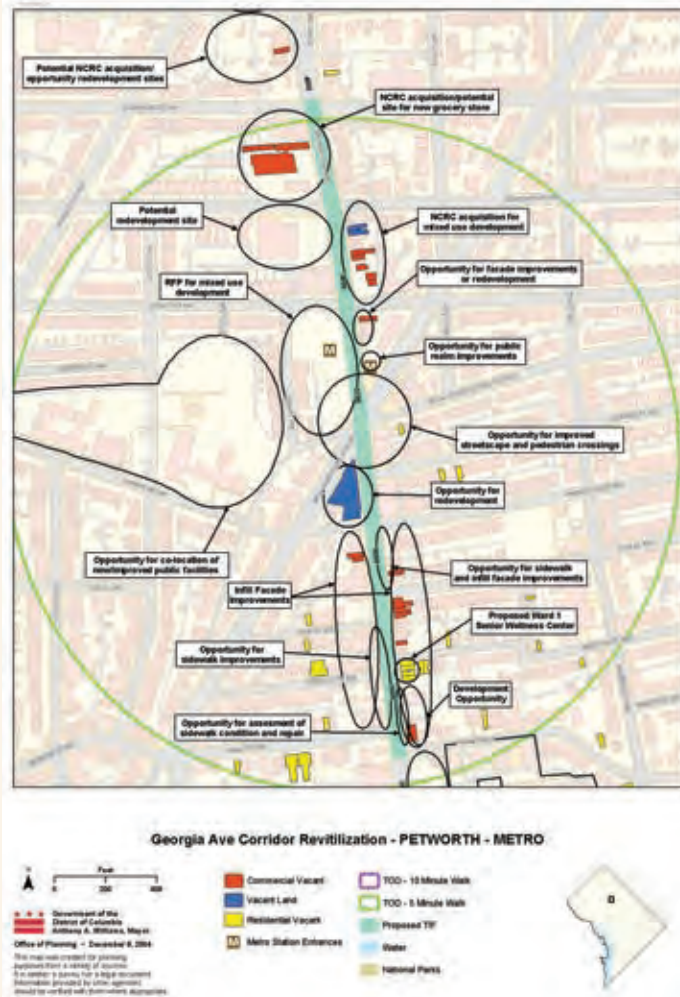
DPR Department of Parks and Recreation

NCRC National Capital Revitalization Corporation

DMPED Deputy Mayor for Planning and Economic Development

VII. Implementation

ACTION PLAN: PETWORTH-METRO



Key Plan

GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN							
PETWORTH - METRO from Shepherd Street to Otis Place							
Priority	Site Location		Issue	Current Zoning	Proposed Actions	Partners	Projected Completion
3900 Block							
2	Shepherd Street to Randolph Street	East	Balanced mixed-use condition.	C-3-A	None	n/a	n/a
1		West	Major redevelopment opportunity. Potential site for new grocery store.	C-3-A	NCRC to continue property acquisition for redevelopment.	NCRC	2-5 years
3800 Block							
1	Randolph Street to Quincy Street	East	Major redevelopment opportunity.	C-3-A	NCRC to continue property acquisition/negotiate business relocation for new development.	NCRC	2-5 years
2		West	Potential redevelopment opportunity. Safeway interest in building new 50,000 sf store.	C-3-A	Explore site acquisition.	Safeway; NCRC	5+ years
3700 Block							
2	Quincy Street to New Hampshire Avenue	East	Public space at Metro Station needs improvement.	C-3-A	Improve public realm.	WMATA; DDOT	1-2 years
3		East	Potential for small-scale redevelopment OR minor facade improvements.	C-3-A	Explore site assemblage or minor facade improvements.	NCRC; DMPED reSTORE DC	2-5 years
1		West	Major redevelopment opportunity.	C-3-A	Proceed with development per Request for Proposal.	DMPED; OP	1-2 years
2		West	School & recreation center in poor condition; under-utilized open space; opportunity for new mixed-used development to include new school, new recreation center, usable open space, and housing.	R-4	Explore new development to include new school, new recreation center, usable open space, health care center, and senior & other housing.	DCPS; DPR; DMPED; OP	5+ years
<div>Abbreviations</div> <div><div>DHCD</div><div>DDOT</div><div>DMPED</div></div> <div><div>Department of Housing and Community Development</div><div>Department of Transportation</div><div>Deputy Mayor for Planning and Economic Development</div></div> <div><div>NCRC</div><div>OP</div><div>WMATA</div></div> <div><div>National Capital Revitalization Corporation</div><div>Office of Planning</div><div>Washington Metropolitan Area Transit Authority</div></div>							

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The map shows a street grid with several key features and opportunities highlighted:

- Redevelopment opportunity:** Indicated by a blue circle at the top left and a blue circle at the bottom center.
- Opportunity for sidewalk improvements:** Indicated by a green circle at the top center and a green circle at the bottom center.
- Joint Parks improvement:** Indicated by a yellow circle at the top center.
- Opportunity for assessment of sidewalk conditions and repair:** Indicated by a yellow circle at the top center and a yellow circle at the bottom center.
- Proposed Third & Senior Center Center:** Indicated by a red circle at the top center.
- Redevelopment opportunity:** Indicated by a red circle at the top center and a red circle at the bottom center.
- Park Market opportunity:** Indicated by a red circle at the top center.
- Home Again opportunity:** Indicated by a red circle at the top center and a red circle at the bottom center.
- Opportunity for assessment of sidewalk conditions and repair:** Indicated by a yellow circle at the top center and a yellow circle at the bottom center.

GEORGIA AVENUE - PETWORTH METRO STATION AREA AND CORRIDOR PLAN REVITALIZATION STRATEGY 51

VII. Implementation

ACTION PLAN: PARK VIEW/ PARK MORTON



Georgia Ave Corridor Revitalization - PARK VIEW/PARK MORTON



Key Plan

GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN							
PARK VIEW - PARK MORTON from Otis Place to Irving Street (continued)							
Priority	Site Location		Issue	Current Zoning	Proposed Actions	Partners	Projected Completion
3500 Block							
1	From Newton Place to Park Road	East	Poor storefront conditions.	C-3-A	Complete infill facade improvements on these blocks.	DHCD	1-2 yrs
1		West	Some bricks in sidewalks are loose and in need of repair.	C- 3- A	Assess brickwork condition of sidewalks and repair where needed.	DDOT	1-2 yrs
1		West	Poor storefront conditions.	C-3-A	Complete infill facade improvements on these blocks.	DHCD	1-2 yrs
3400 Block							
1	From Park Road to Morton Street	East	Under-utilized land use with a large vacant parcel at the corner.	C-2-A	Potential acquisition for redevelopment. Opportunity for a mixed-use development (ground floor commercial and housing above).	NCRC or private developer	2-5yrs
n/a		West	None	C-2-A	None	n/a	n/a
3300 Block							
n/a	From Morton Street to Lamont Street	East	None	C- 2- A	None	n/a	n/a
2		West	Large visible vacant and under-utilized property on Lamont Street.	C- 2- A	The Neighborhood Development Company converted the building into condominiums/lofts.	Property Owner; Private developer	1-2 yrs

Abbreviations:

DHCD Department of Housing and Community Development
DDOT Department of Transportation
OPM Office of Property Management
OA Office of Aging

NCRC National Capital Revitalization Corporation
DMPED Deputy Mayor for Planning and Economic Development
DCPL DC Public Libraries

[illegible]

Map Legend:

- Scale: 0, 200, 400 Feet
- North Arrow
- Department of the District of Columbia
Audrey A. Williams, Mayor
Office of Planning – December 8, 2016
- Commercial Variant
- Vacant Land
- Residential Variant
- Metro Station Entrances
- TOD - 10 Minute Walk
- TOD - 5 Minute Walk
- Proposed TIF
- Water
- National Parks

This map was created for planning purposes only. It does not represent a final decision or commitment by the District of Columbia. The information contained herein is for informational purposes only and should be verified with appropriate agencies.

Priority	Site Location		Issue	Current Zoning	Proposed Actions	Partners	Projected Completion
3200 Block							
1	From Lamont Street to Kenyon Street	East	Vacant/blighted residential property.	C- 2- A	Home Again opportunity.	DMPED (Home Again Initiative)	On-going
1		West	Significant vacancies and large under-utilized land on entire block.	C- 2- A	Potential acquisition and property assemblage for redevelopment. Opportunity a mixed-use development (ground floor commercial and housing above) and potential site for ground floor library.	NCRC or private developer; DCPL	2-5yrs
3100 Block							
2	From Kenyon Street to Irving Street	East	Some bricks in sidewalks are loose and in need of repair.	C-2-A	Assess brickwork condition of sidewalks and repair where needed.	DDOT	1-2 yrs
1		East	Vacant/blighted residential property.	C- 2- A	Home Again opportunity.	DMPED (Home Again Initiative)	On-going
2		West	Some bricks in sidewalks are loose and in need of repair.	C-2-A	Assess brickwork condition of sidewalks and repair where needed.	DDOT	1-2 yrs

DHCD	Department of Housing and Community Development	NCRC	National Capital Revitalization Corporation
DDOT	Department of Transportation	DMPED	Deputy Mayor for Planning and Economic Development
OPM	Office of Property Management	DCPL	DC Public Libraries
OA	Office of Aging		

DHCD	Department of Housing and Community Development	NCRC	National Capital Revitalization Corporation
DDOT	Department of Transportation	DMPED	Deputy Mayor for Planning and Economic Development
OPM	Office of Property Management	DCPL	DC Public Libraries
OA	Office of Aging		

VII. Implementation

ACTION PLAN:
PLEASANT PLAINS



Key Plan

GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN							
Pleasant Plains from Irving Street to Euclid Street							
Priority	Site Location		Issue	Current Zoning	Proposed Actions	Partners	Projected Completion
3000 Block							
1	From Irving Street to Columbia Road	East	Vacant/blighted residential property.	C- 2- A	Home Again opportunity.	DMPED (Home Again Initiative)	On-going
n/a		West	None	C- 2- A	None	n/a	n/a
2900 Block							
n/a	From Columbia Road to Hobart Street	East	None	C- 2- A	None	n/a	n/a
1	From Hobart Place to Harvard Street	East	Vacant/abandoned residential property.	C- 2- A	Home Again opportunity.	DMPED (Home Again Initiative)	On-going
1		West	None	C- 2- A	None	n/a	n/a
1	From Columbia Road to Hobart Place	West	Corner vacant building.	C- 2- A	Opportunity for new development.	Howard University (property owner); DMPED (ReStore DC)	2-5 yrs.
1	From Hobart Place to Harvard Street	West	Large vacant/empty lot.	C- 2- A	Opportunity for Redevelopment; potential new infill residential development.	Howard University (property owner)	2-5 yrs.
Abbreviations:							
	DHCD	Department of Housing and Community Development			NCRC	National Capital Revitalization Corporation	
	DDOT	Department of Transportation			DMPED	Deputy Mayor for Planning and Economic Development	
	DCPL	DC Public Libraries					

VII. Implementation

ACTION PLAN:
PLEASANT PLAINS



Key Plan

GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN							
Pleasant Plains from Irving Street to Euclid Street (continued)							
Priority	Site Location		Issue	Current Zoning	Proposed Actions	Partners	Projected Completion
2800 Block							
3	From Harvard Street to Gresham Place; from Gresham Place to Girard Street	East	Uninviting building front at bank/Howard University (from Gresham to Girard).	C- 2- A	Opportunity for development of African American heritage wall/ mural with Howard University (from Gresham to Girard).	Howard University; Commission of Arts & Humanity	1-2 yrs
n/a		West	None	C- 2- A	None	n/a	n/a
n/a		West	None	C- 2- A	None	n/a	n/a
2700 Block							
n/a	From Girard Street to Fairmont Street	East	None	C- 2- A	None	n/a	n/a
2		West	Large under-utilized block with vacancies.	C- 2- A	Potential acquisition for redevelopment. Opportunity a mixed -use development (ground floor commercial and housing above) and potential site for ground floor library.	NCRC; Howard University; DMPED; Private Developers; DCPL	2-5yrs
2600 Block							
n/a	From Fairmont Street to Euclid Street	East	None	C- 2- A	None	n/a	n/a
3		West	Minor poor storefront conditions on mid-block.	C- 2- A	Proposed minor facade improvements.	DHCD	2-5 yrs
<div>Abbreviations:</div> <div><div>DHCD</div><div>Department of Housing and Community Development</div><div>DDOT</div><div>Department of Transportation</div><div>DCPL</div><div>DC Public Libraries</div><div>NCRC</div><div>National Capital Revitalization Corporation</div><div>DMPED</div><div>Deputy Mayor for Planning and Economic Development</div></div>							

VII. Implementation

ECONOMIC
DEVELOPMENT

GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN				
Proposed Corridor-Wide Business & Economic Development Strategy (Wards 1 & 4)				
Priority	Issue	Proposed Actions	Partners	Timeline - Projected Completion
1	A major economic development tool is needed to attract new development to the corridor.	Establish a Tax Increment Financing (TIF) district for Georgia Avenue, from Shepherd Street in Ward 4 to Kenyon Street in Ward 1.	DMPED; CFO	1-2 yrs
1	Existing marginal to viable businesses currently located in an area for proposed overlay zone need assistance to upgrade/expand/relocate to effectively compete with current and future market forces.	Create and/or link business assistance/development programs that cater to the needs of corridor businesses.	Georgia Avenue Business Resource Center; Howard University SBA Program and Center for Urban Progress; DMPED	On-going
1	Some storefronts are in need of facade improvements as well as technical assistance for the businesses, so that overall business viability is increased.	Cluster the Georgia Avenue facade improvements on an entire block with a focus area around the metro station and restructure the Program to include technical assistance to businesses.	DHCD; Georgia Avenue Business Resource Center	On-going
1	A significant amount of commercial buildings are vacant and abandoned.	Provide financial resources to support Home Again to extend their program to include commercial properties.	DMPED	1-2 years

Abbreviations:		DHCD	Department of Housing and Community Development
		CFO	Chief Financial Officer
		DMPED	Deputy Mayor for Planning and Economic Development

VII. Implementation

HOUSING

GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN				
Proposed Housing Strategy – Ward 1				
Priority	Issue	Proposed Actions	Partners	Projected Completion
1	There is a significant amount of blighted/dilapidated residential properties in the blocks surrounding Georgia Avenue. The neighborhood's housing stock is aging with minimal construction since the 1960's. Fifty-eight percent of the existing units were built prior to 1939. Many owners are in need of assistance to maintain/rehab properties.	Establish a pilot-project, the "Targeted Block Initiative" to take 1 or 2 existing neighborhood blocks that have high levels of deteriorated residential properties and work with property owners to channel technical and financial resources (both public and private) to improve exterior and interior physical appearance. The "Targeted Block Initiative" will provide financial assistance to homeowners and focus scarce resources one block at a time while creating a targeted, visible impact in the community. The Initiative will also serve as a catalyst for improvement in surrounding neighborhood blocks.	DHCD; DCHFA	2-5 yrs
1	There is a large amount of vacant/abandoned residential properties in neighborhood blocks surrounding Georgia Avenue. This has contributed to a decrease in population density, which is needed to support surrounding businesses as well as to attract quality neighborhood commercial services. It is also a negative visible sign of instability and economic decline.	Increase and improve the community's housing supply through the Home Again Initiative which works to put vacant and abandoned properties into productive use. Identify all the residential properties in the Georgia Avenue study area to be included in the Home Again Initiative's inventory. This includes residential properties along the Georgia Avenue corridor as well as the surrounding neighborhood blocks.	DMPED (Home Again Initiative)	On-going
1	Park Morton Public Housing Complex has a poor physical layout and design. The physical component contributes to a visible exclusion from the surrounding community, as the physical design does not fit with the overall neighborhood character. As such it, it lacks private space, which leads to attracting and fostering negative activity to the area.	Establish a Park Morton Task Force to focus on and address the issues surrounding the Park Morton public housing complex.	Park Morton Resident Council, DCHA; DCHFA; DMPED; DHCD; OP; MPD; NCRC; OCA	On-going

Abbreviations:	DHCD	Department of Housing and Community Development	MPD	Metropolitan Police Department
	DCHFA	Housing Finance Authority	NCRC	National Capital Revitalization Corporation
	DMPED	Deputy Mayor for Planning and Economic Development	OCA	Office of the City Administrator
	OP	Office of Planning	DCHA	DC Housing Authority

ACKNOWLEDGMENTS

The Georgia Avenue-Petworth Metro Station Area & Corridor Plan is the result of participation representing all parts of the community. This included the active involvement of individual residents, neighborhood organizations, business owners, property owners, elected officials, and government agencies.

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Office of Councilmember Adrian Fenty

Office of Councilmember Jim Graham

ANC 1A

ANC 1B

ANC 4C

Assembly of Petworth

Blacks in Government

Georgia Avenue Business Resource Center

Georgia Avenue/Rock Creek East Family Support Collaborative

Hands Together Neighborhood Club

Howard University Community Association

Lower Georgia Avenue Business Association

Luray Warder Block Association

Lutheran Social Services of National Capital Area

Nile Valley Business Association

North Columbia Heights Civic Association

Northwest Boundary Civic Association

Petworth Action Committee

Petworth Neighborhood Civic Association

Pleasant Plains Civic Association

Quincy, Randolph, Spring Block Association

United Neighborhood Coalition

UNTS (Upshur, New Hampshire, Taylor, Shepherd) Association

Up the Unity

Ward 1 Economic Development Corporation

Ward 4 Economic Development Task Force

District of Columbia Agencies

Office of the Deputy Mayor for Planning & Economic Development

Department of Housing & Community Development

Department of Parks & Recreation

District Department of Transportation

D.C. Housing Authority

D.C. Housing Finance Agency

D.C. Public Library

D.C. Public Schools

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