



NEIGHBORHOOD INVESTMENT FUND
GOVERNMENT OF THE DISTRICT OF COLUMBIA

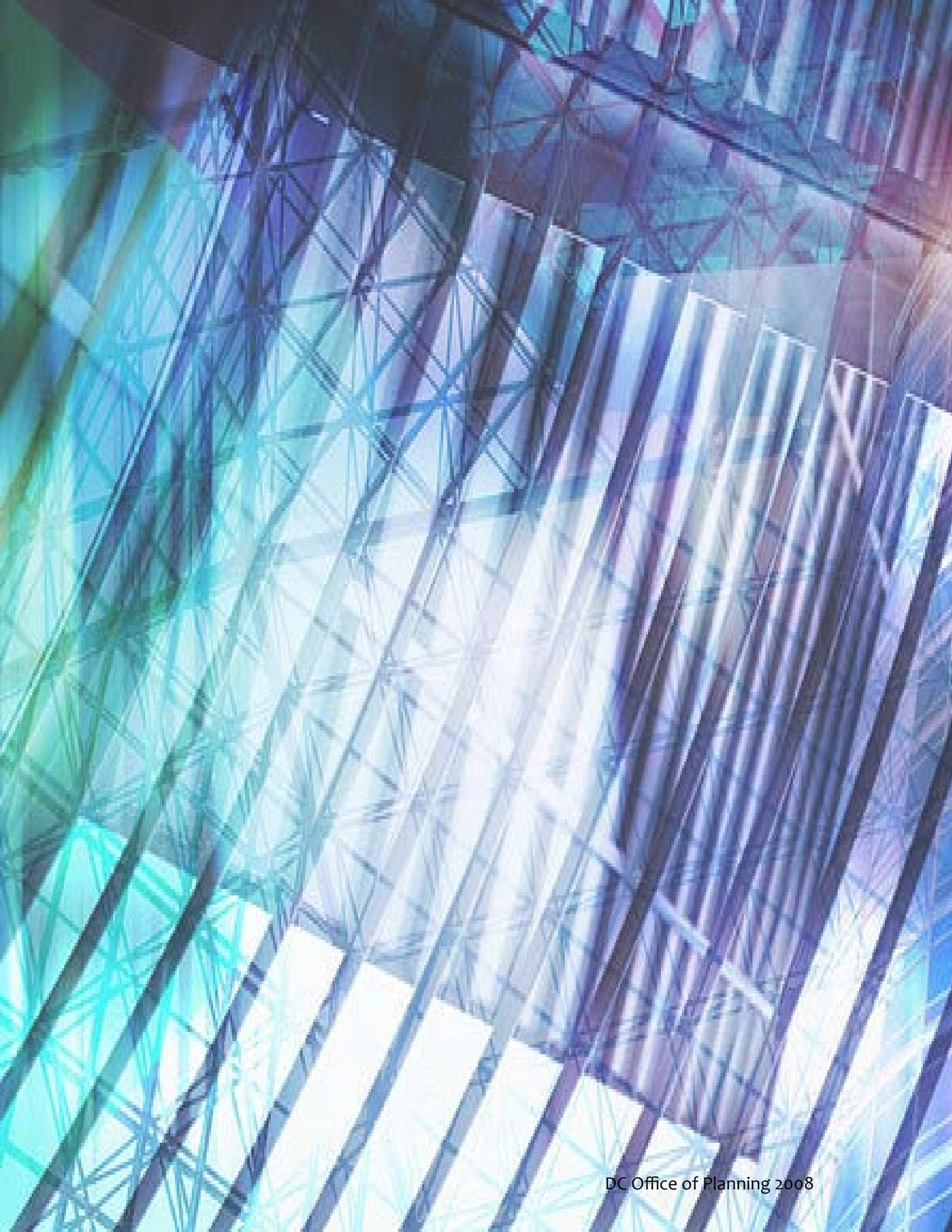
OFFICE OF THE DEPUTY MAYOR
PLANNING AND ECONOMIC DEVELOPMENT



 **Logan Circle
Investment Plan**

Mayor Adrian Fenty

Office of Planning
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introduction



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

A Vision for Targeted Community Investment

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

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

The following Logan Circle Target Area Investment Plan presents an overview of the NIF program, a background of the target area, description of the planning process, and the resulting investment goals and strategies. Significant community engagement was integral to the development of the plan and ensuring broad stakeholder support for its recommendations. These partnerships, fostered through the planning process, are integral to the implementation of the investment plan, as many strategies can only be realized through community driven projects.

Creating the Fund

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

since 2001 in Wards 2 & 6 (primary Downtown DC area) with another \$29 billion invested in projects under construction, planned or proposed. This investment has spurred a renaissance in the physical development of the city and also a transformation of the District's reputation in the region, across the country, and throughout the world.

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

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

The NIA legislation created a non-lapsing, revolving fund outside of the General Fund, called the Neighborhood Investment Fund (NIF). The NIF is funded through an annual appropriation of 15% of a personal property tax, not to exceed \$10 million. The NIA mandates that the Mayor prepare and submit to the Council an annual spending plan for how the NIF will be utilized in the 12 neighborhood target areas designated in the NIA. The District of Columbia's Office of the Deputy Mayor for Planning and Economic Development is charged with implementing the Neighborhood Investment Fund program and the

requirements of the NIA.

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

One of the requirements of the NIA legislation is for the Mayor to develop NIF Investment Plans for each of the target area using input from community stakeholders including the Advisory Neighborhood Commissioners, residents, business owners, faith community, not for profit organizations, among other groups. The purpose of the Investment Plan is to set community priorities for how the NIF funds should be utilized in the target area over a five year period. The Investment Plan, which is the subject of this report, fulfills the legislative requirement for the Logan Circle target area.

Operating the Fund

Each year the Mayor submits a spending plan to Council outlining how the annual appropriation of NIF funds will be utilized in the 12 target areas. The funds are intended to be used on projects that realize the goals of economic development and revitalization in the target areas. The spending plan can feature a diverse range of projects that will make significant investments in the areas of economic development, community facilities, housing, education, job training and development. NIF also facilitates creative partnerships among District agencies, the non-profit sector and the private sector. Currently, there are five funding programs supported by the NIF that provide grant and loan assistance for a range of projects. They include: Neighborhood Grants Program,

Target Area Project Grant, Predevelopment Grant Fund (PDG), Land Acquisition Predevelopment Loan Fund, and NIF Government Projects. Future fiscal year spending plans may include these programs or replace them with other initiatives that meet the goals of the NIF program.

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

NIF was established largely due to community organizing and its implementation relies on target area stakeholders becoming instigators of change within their own communities. The structure of the fund empowers community stakeholder groups to apply for funding to accomplish the goals of the plan. By utilizing the funding opportunities described above, these groups truly will become partners with the District is realizing change at the neighborhood level.

Defining an Investment Agenda

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

in funding availability and applicability of existing government programs. In this context, the Fenty Administration envisions NIF as a critical tool within a comprehensive strategy to improve neighborhoods in the District.

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



target area background



The Logan Circle Neighborhood Investment Fund (NIF) area is located within Wards 2 and 1, and includes primarily the Logan Circle / Shaw general community. The NIF area is bound by U Street to the north, Massachusetts Ave to the south, 9th Street to the east and 15th Street to the west.

Logan Circle itself (located at the intersection of Rhode Island Avenue, and 13th Street NW / Vermont Avenue) was apart of the original 1791 L'Enfant plan for the city of Washington. The L'Enfant Plan called for a triangular shaped area called Iowa Circle at this location; it wasn't until 1930 that Congress passed a law changing the name from Iowa Circle to Logan Circle in memory of Civil War General and Illinois Senator John A. Logan. The original intention of the L'Enfant Plan was to form an inverted pyramid with the White House at its base, Iowa Circle to the northeast, and what is now called Dupont Circle to the northwest. Until shortly before the Civil War, much of this area remained open farm land.

During the Civil War, the area became inhabited by an undesirable crowd and was known as a settlement for vagrants and criminals. The open field that is now Logan Circle became infamous as an executioner's square where spies and deserters were hanged. Neighborhood improvements began toward the end of the Civil War, when a horse-pulled car trolley line was installed along 14th Street in 1864. This increased transportation access to the uptown neighborhoods, plus the growth of DC's downtown population helped to transform the rural nature of this area. By the 1870s, Iowa Circle emerged as one of the most desirable residential neighborhoods and most fashionable addresses in the city. The Circle itself was landscaped in 1874 with a small fountain located at its center and most of the brick and stone townhouses around the Circle were built between 1874 and 1887.



Between the 1870s and 1880s, the neighborhood also saw a retail boom along the 14th Street corridor. Neighborhood businesses such as shoe makers, carpenters, grocery stores, dry goods dealers began to settle and thrive along the trolley line and help develop the surrounding neighborhood.

During the last decade of the 19th century many of Logan Circle's more affluent residents moved to more expensive neighborhoods to the west and the Logan Circle community changed again. At the turn of the century, it had become the social, intellectual and artistic center of Black Washington (along with nearby Shaw and LeDroit Park). During the 1920s-40s, the African American cultural fabric of the community only increased. During that period, prominent residents included famed civil rights attorney Belford V. Lawson, Congressman Adam Clayton Powell, and Judge Marjorie Lawson, the first black woman appointed to a judgeship by a U.S. president. Other residents included Washington's first African-American professional architect, John Lankford, Educator Mary Jane Patterson the first African American woman to earn a college degree, Heavyweight Champion of the world boxer Jack Johnson, nationally acclaimed artist Alma Thomas, and one of Washington's most famed residents jazz musician Duke Ellington.



During the 1950s, the neighborhood began to deteriorate, and many of the homes became boarding and rooming houses, or were simply boarded up. This facilitated a period of decline that lasted for almost 30 years. Even though the Logan Circle Historic District was recognized and designated a DC Landmark District in 1972, and it was listed as a historic district in the National Register of Historic Places, the area continued to decline. The assassination of Martin Luther King Junior in 1968 sparked riots up and down the 14th street corridor leaving many buildings destroyed and later abandoned which in turn caused many residents to flee the neighborhoods for the

surrounding suburbs in the 70s and 80s.

The Logan Circle NIF area has a population of a little over 19,140 residents, which is about 28% of the population of Ward 2

Of that population 43% are African-American, 39% are White and 20.2% are Latino. Of that 19,140 14.3% are under the age of 18, which is nearly 6% less than the district average at 20.1%. Less than five percent of the population are children under the age of 5 which is less than the District as a whole.

Another set of interesting facts is that 47% of the Logan Circle population is between the ages of 25-44, which is 8% higher than Ward 2 and 13% higher than the District average. In fact of the 47% of the population between the ages of 25-44, over half of that number (59.4%) is between 25-34, 43.8% of the NIF area population have a college degree or higher versus 36.4% for the District as a whole (+7.4% difference).

These demographic factors are reflected in the housing trends and land use patterns in the area. The Logan Circle NIF area is predominately residential with three primary retail corridors; 14th Street, U Street, and 9th Street. Over the last decade the area has seen significant redevelopment of the existing housing and retail stock and a lot of the development reflective of a more affluent smaller family unit population.

The Logan circle NIF area has seen a spike since 2000 in both the cost and supply of housing in the area. According to the Urban Institute, The price of a single family home in the Logan Circle / Shaw area rose steadily at over 25% each year from 2001 to 2006 (the District as a whole rose 14% annually). Overall the median price of a home in this area went from \$205,500 in 2001 to \$574,800 in 2006, an increase of 180% (all values adjusted for inflation). In contrast the District as a whole saw an increase of 93% in housing prices over that same period.

During that same period, this area has seen a vast increase of the number of available new condominium units and the increased interest in purchasing them. In 1996, there were only 67 condo sales in the Logan Circle / Shaw area, in 2005 there were 499 condominium sales. That represents a 645% jump in sales, in comparison condo sales throughout the district only saw a 308% increase. During that same

period the median price of a condo saw a 269% increase from \$113,000 in 1996 to \$417,000 in 2005. This represents nearly 70% above the District average. Ward 2 in general has seen the greatest increase in the number of new condos from 2001-2006 with over 3,300. Overall Ward 2 has the most condominium units in the District at 14,077 (34% of all the condos in the district), this number is 4,550 more than the next highest amount located in Ward 3.



The high number of sales for condominium units, the ability for this population to pay housing prices significantly above the District averages and the relative ages of the Logan Circle NIF area community allude to the fact that area has a large, well educated, younger professional population but not a significant number of families in the area.

The retail offerings within this NIF area are also a reflection of its population. According to the Washington D.C. Economic Partnership, over 150 new retail businesses have entered this area since 2001. Major retailers such as Whole Foods grocery, Starbucks and Maggie Moo's have located within the NIF area, in addition to the local small businesses and arts and entertainment venues that serve the local and regional population



Today, renovations and new developments are underway throughout the neighborhood. The

commercial corridor along 14th Street NW has undergone significant revitalization, and is known for its art galleries, live theater, and nightlife spots and restaurants. Within the last few years the area has seen retailers such as Whole Foods, Starbucks, and Maggie Moo's enter the community, as well as the resurgence of the local business community.

The 14th Street and U Street corridor has a strong reputation as an arts, entertainment, and boutique retail destination that has a strong link to its historic past. The Lincoln Theater on U Street was constructed in 1922 and was a popular performance venue during the "Black Broadway" days in the City. This theater is listed on the National Register of Historic Places and was renovated and reopened in the late 90's. The theatre closed after the 1968 race-related riots. It was restored and reopened in 1994, and hosts a variety of performances and events. The U Street Metro station, which opened in 1991, is located across the street from Lincoln Theater. Most of the retail in the area is concentrated along 14th Street, U street and at the southern edge of 9th Street (across from the DC Convention Center), but there are also pockets of active retail along Rhode Island Avenue, 11th Street, and the upper section of 9th Street near U Street. The eclectic nature of the retail gives the community a unique economic environment, but the economic revitalization is not shared equally throughout the community. As a result a number of public investment efforts have been undertaken to revitalize this community as a whole.



Planning and Development Activity

Convention Center Area Strategic Development Plan
The study area for this plan includes the area bounded
DC Office of Planning 2008

by New York Avenue, Massachusetts Avenue, 12th Street, Vermont Avenue, U Street, Florida Avenue, and New Jersey Avenue. This plan is intended to realize several key objectives:

Strengthening Neighborhood Businesses—Retaining existing businesses and attracting new businesses in Shaw through capital investment, meeting the needs of visitors and tourists, and creating job opportunities and tax revenues for local services

Generating Quality Housing—Preserving historic housing and creating additional housing that will contribute to ensuring this community remains demographically diverse and will continue to offer a wide range of housing types, and

Improving the Public Realm—Determining the best use of public assets in the community; balancing the need for pedestrian and vehicular movement; coordinating the activities of critical District agencies; and, creating a streetscape environment that draws from the corridor's existing character and accommodates contemporary business requirements

DUKE: Framework for a Cultural Destination for Greater Shaw/U Street

The Duke Plan, approved by Council in June 2005 as a Small Area Plan, was the culmination of an extensive community planning process which outlined specific development and use targets between the Shaw-Howard University and U Street/African-American Civil War Memorial/Cardozo metro stations. About 500 community, business and institutional stakeholders provided input during the series of community meetings which led to this document.

The Duke plan specifically addressed the redevelopment of key public-owned buildings such as Grimke School and Howard Theater. Other key sites included National Capital Revitalization Corporation (NCRC) Parcels 33 & 42, Metro's Shaw Parcels, the Housing Finance Agency (HFA) site, and select private parcels in the 7th Street/Georgia Avenue and U Street/Florida Avenue commercial corridors. The plan is to be implemented over a five to ten year horizon, but puts forth an emphasis on achieving visible progress sooner than later.

U Street/Shaw/Howard University Transportation and
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Parking Study

In 2005 the DDOT Transportation Policy and Planning Administration conducted a comprehensive study of transportation needs in the Greater U Street area. This study provides a small area master plan for the implementation of system improvements. A copy of the Final Study is provided at this link:

The project has now been transferred to the DDOT Infrastructure Project Management Administration (IPMA) for implementation. In the first phase, the IPMA will rehabilitate U Street from 9th Street to 18th Street, to include a new streetscape. The construction is expected to begin in Summer 2008.

14th Street Transportation & Streetscape Study

The goal of this study is to develop a multi-modal transportation and streetscape design that:

Preserves, strengthens and creates a vibrant commercial and residential corridor.

Improves the efficiency of movement through the neighborhood commercial center and regional transportation system; improves the safety and mobility.

Is consistent with current and future development plans in the area.

A balanced physical design and management strategy will be recommended to achieve the following objectives:

To reinforce and define a sense of place and uniqueness of 14th Street and the Logan Circle / Shaw neighborhood through a well designed streetscape

To recognize the role of the roadways, transit linkages, and bike and pedestrian pathways within the study areas an integral component in the over all city and regional transportation system.

To create a safe, inviting and interesting neighborhood that supports diverse uses and activities.

The following is an overview of some of the recent and ongoing development activity in the Logan Circle NIF area.

Quincy Court

Quincy Court is comprised of 146 units and three stories of below grade parking, and a 10-story wing building with one condominium per floor, each with private elevator access. The building also features a “green” roof. This building, located at 1117 19th Street was completed in 2006.



Whitman-Walker Clinic

The Whitman-Walker Clinic plans to sell 1407 S Street to JBG Companies and have them develop an office and retail project. This deal was announced in June 2008 and construction will likely begin in 2009.

Logan Station

Bogden Builders recently completed Logan Phase II which offers 63 condominiums with an acre of underground parking. Efficiencies, one bedrooms, one bedrooms with a den, two bedrooms and two bedrooms with a den.

Flats at Blagden Alley

Initial plans call for about 63 units of housing 2,500 sq. ft. of retail at 9th & M Streets, NW. The development will occur on two sites, 917 M Street and 1212 9th Street.

Sales and leasing will begin in the Summer of 2008.



Lofts 14 Two

Lofts Two will offer 37 mezzanine, new and original lofts. The exterior is a blend of a 1920's automobile showroom featuring limestone facades, exposed masonry and floor-to-ceiling glass. The building will also feature resident parking, rooftop deck and a lobby with 12 foot ceilings. Lofts Two was completed in 2006.



Despite all of the recent development and activity within this NIF area, there are still community development issues that need to be addressed and this investment plan seeks to develop a framework for the use of the available Neighborhood Investment Fund opportunity to keep this community moving forward.

The following chapter explains the research and review of existing plans completed by the Office of Planning in preparation for public outreach and the creation of this plan. It further describes the outreach strategies used to collect community input.

Convention Center Headquarters Hotel

The District and Marriott International will build a 1,150-room Marriott Marquis convention center headquarters hotel at 9th and L Streets, NW, just west of the Washington Convention Center.

Marriott has agreed to build a hotel that complies with the District's new green building standards. The company has also agreed to hire District residents to fill at least 51 percent of the new jobs created by the hotel and work closely with certified local, small and disadvantaged businesses. Marriott will also implement a job training program to prepare District residents for jobs at the hotel.

The new hotel will include 100,000 square feet of additional meeting space and at least 400 new parking spaces. The District and Marriott have also executed a room block agreement, which will allow groups to reserve up to 80 percent of the rooms when making bookings.

creating the plan



The Office of Planning used a two step process to formulate the Logan Circle Target Area Investment Plan. First, OP determined community priorities by reviewing all recent plans and policies that affect the Logan Circle NIF area. These documents included the 2006 DC Comprehensive Plan Near Northwest Area Element, Strategic Neighborhood Action Plans (SNAPs) 3 and 7, the Convention Center Area Strategic Development Plan, DUKE: Framework for a Cultural Destination for Greater Shaw/ U. St, U St./ Shaw/ Howard University Transportation and Parking Study, and 14th St. Transportation and Streetscape Study. The planning process for each of the above referenced plans included significant public outreach and involvement. The plan review provided important insight on what the community felt were its most important concerns and how the NIF Funds might be directed to best address them.

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

The Cluster 3 and 7 Strategic Neighborhood Action Plan (SNAP)- the Cluster 3 and 7 SNAPs detailed the top priority issues in the neighborhood cluster, as identified by Ward 2 residents. The DC government used the SNAPs to inform and guide decisions on prioritizing city services and capital investment during the William Administration. The Cluster 3 and 7 SNAPs include the neighborhoods of: Cardozo/ Shaw, Howard University, Le Droit Park, and Logan Circle/ Shaw. (completed 10/2002)

Convention Center Area Strategic Development Plan – Using feedback received from over 200 participants including citizens, businesses, nonprofit organizations, and government agencies at four community workshops, this plan provides community

recommendations in the areas of local business, quality housing and public realm. The study area for this plan includes the area bounded by New York Avenue, Massachusetts Avenue, 12th Street, Vermont Avenue, U Street, Florida Avenue, and New Jersey Avenue. (completed and adopted by DC Council June 2006)

DUKE: Framework for a Cultural Destination for Greater Shaw/ U St. -The Duke plan outlines specific development and use targets between the Shaw-Howard University and U Street/African-American Civil War Memorial/Cardozo metro stations. The plan provides guidance in public policy decision-making to District agencies and commissions on affordable housing needs, local business development, existing and new cultural facilities and programming, quality public realm investments, transportation and traffic, zoning and local resident participation. (Completed and adopted by DC Council June 2005)

U St./ Shaw/ Howard University Transportation and Parking Study - In 2005 the DDOT Transportation Policy and Planning Administration conducted a comprehensive study of transportation needs in the Greater U Street area. This study provides a small area master plan for the implementation of system improvements. (estimated improvement completion 2009)

14th St. Transportation and Streetscape Study the DDOT Transportation Policy and Planning Administration began this study in XXJune of 2007 with the goal of developing a multi-modal transportation and streetscape design that improves the efficiency of movement through, as well as preserves and strengthens, the commercial corridor. (estimated completion date -August 2008)

Northwest One Redevelopment Plan - The Northwest One Redevelopment Plan creates a vibrant, mixed income community in the heart of Washington, DC. This plan will protect existing units of deeply subsidized housing, as well as create almost 600 new affordable units and 600 market rate units. In addition, the plan calls for a new student kindergarten to eighth grade public school, a new 20,000 square foot recreation center, new playing fields and parks,

a new 10,000 square foot health clinic and new neighborhood library. The plan also includes a Human Capital Plan that provides the tools to move families toward self sufficiency, as their neighborhood changes. New retail and other commercial development along K Street and North Capitol will also be integrated as this plan is implemented.



A variety of development goals and concerns are outlined and addressed within these plans, and while they all vary, some common themes arose that are relevant to the revitalization goals of the NIF program:

Economic Development: The community surrounding the commercial core in Logan Circle has tremendous spending abilities with the average annual consumer expenditure per household around \$26,700, more than half of the average median income for the area (Source: ESRI, 2007 Estimates and Projections). Residents can continue to support new retail while helping to support the already established neighborhood retail.



Affordable Housing: With some of the highest housing costs in the District, the long term preservation of affordable housing in the target area is a critical issue. NIF Funds can be used to complement existing District housing programs that assist in preservation as well as acquisition and development of affordable housing.

Public Realm Improvements: The community feels strongly that continued improvement of the public realm will help to encourage and enhance the business

climate, as well as residential and commercial development. NIF Funds can be used to help support efforts in improving, beautifying, and securing the public realm.

Additionally, the NIF legislation identifies specific goals that are of importance to each target area. Among the goals of this target area are preserving affordable housing, including project based Section 8 housing, housing code enforcement and receivership of slum properties, acquisition, preservation, and redevelopment of 15 to 20 multifamily buildings for low-income residents, development of special-needs housing paired with social service delivery systems, and better library and recreation facilities, especially for neighborhood youth.

While it was important to build upon what the community had already expressed through recent planning processes, OP also provided opportunities for new input on emerging priorities. The Office of Planning in addition to the plan review, held two public NIF investment strategy workshops to hear the community's perspective on which issues would be best addressed using NIF resources. Both meetings were held at Shaw Junior High School at 925 Rhode Island Ave NW on May 29 and June 12, 2008. The objective of each meeting was to present the information from the Office of Planning's plan reviews, to receive input on the investment goals and to have participant prioritize areas that would be the focus of NIF investments.

During these meetings the Office of Planning presented the results of the plan review. Each workshop provided community stakeholders the opportunity to discuss and determine if these goals and strategies were representative of issues still relevant in the community and to also build a consensus on which areas should be prioritized in this investment plan. The public also provided new ideas on new strategies and goals that may not have been extracted from the initial plan review that they felt needed to still be addressed. Outreach was conducted for these meetings through repeated postings on community listservs, advertisements in the CityPaper, direct e-mails to political and civic community leaders, and ANC mailings. In addition to attending civic and

community meetings, the Office of Planning also distributed notices and meeting information to various merchants and property owners within the target area.

The next section discusses each of the final goals and the strategies that should be used to target NIF resources in the Logan Circle target area.

investment goals & strategies



This section focuses on the specifics of the investment plan for the Logan Circle NIF area. While there are certainly many broad themes common to all of the NIF Target Areas, each area is ultimately unique and in its own stage of development. Because funding is relatively limited, it is critical to target NIF funds towards specific needs and projects that will have the greatest impact. The investment plan is a direct outcome of the review of existing plans and demographic data, ideas received from area stakeholders as described in the prior sections of this report, and professional analysis by OP and District staff.

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



NIF Investment Goals and Strategies

Goal 1: Spur revitalization along neighborhood commercial corridors through the promotion of arts and cultural activities.

Strategy 1: Fund seasonal and yearly cultural and artistic events to enhance existing businesses and institutions.

Strategy 2: Promote 14th Street and U Street as a unique retail and arts district with marketing and promotional materials such as newsletters, advertisements and websites

Goal 2: Retain, improve and attract neighborhood oriented retail businesses.

Strategy 1: Improve and upgrade the physical condition of stores along 14th Street, 11th Street and 9th Street through façade improvements and other exterior improvements.

Strategy 2: Support efforts to attract new retail to 9th Street, Rhode Island Avenue and 11th Street.

Strategy 3: Provide start-up business technical training to both neighborhood residents as well as other DC residents interested in starting their own businesses in the area.

Goal 3: Enhance the public realm and civic spaces to create a walkable safer, cleaner and more active environment.

Strategy 1: Support public space maintenance programs along the five main corridors of 14th Street, U Street, 11th Street, Rhode Island Avenue and 9th Street to improve cleanliness, safety and appearance.

Goal 4: Preserve existing subsidized affordable rental housing units within the NIF area.

Strategy 1: Promote existing government programs and support new or expanded non-government programs that aid in rental housing preservation

Investment Goal #1

Spur revitalization along neighborhood commercial corridors through the promotion of arts and cultural activities.



The Logan Circle target area has several commercial corridors and nodes of activity. As shown in the map below they include: U Street, P Street, 14th Street, 11th Street, 9th Street, and portions of Rhode Island Avenue. The hubs of commercial activity in the target area have created a dynamic, neighborhood serving retail destination just north of the downtown. In recent years, the commercial offerings on 14th Street and U Street especially have grown and evolved to keep up with the growing population moving into the area. The area has a cluster of restaurants, service businesses, and retail that serve a strong day time population anchored by the District Government's Reeves Center and smaller Class B and C office space; in the evening the diverse cultural offerings, bars, clubs, and theaters attract patrons from across the city. The areas of 9th and 11th street have much of the infrastructure in place but still suffer from chronic vacancies. The Shaw Main Street organization is working to enhance the retail choices and work with small businesses to ensure that they can capture new business. The following strategies point to how NIF funds can be used by eligible non profit organizations to further leverage new investment and revitalization to improve the area's commercial corridors.

Strategy 1: Fund seasonal and yearly cultural and artistic events to enhance existing businesses and institutions.

Creating and promoting community wide events such as festivals, holiday art exhibitions, concerts in local parks and cultural celebrations serves multiple

purposes. First, it promotes community pride in existing residents and second it will encourage people in surrounding areas to visit the commercial areas when they normally would not. This provides an opportunity for more people to "discover" the many existing retail offerings in this area which in turn helps to support local businesses. Arts and cultural events also encourage more people to come out creating a livelier and inviting urban landscape. The area of U Street has historically been known as the "Black Broadway" and continues to have many venues that offer live music and performances.



The Lincoln Theater is a beautifully restored space with capacity for 1,250 people. This venue holds a variety of plays, concerts and other community offerings. Other bars and restaurants along U Street also offer a wide variety of live entertainment such as Bohemian Caverns and Duke's City. Other activities suggested by community stakeholders include reclaiming the historic emergency call boxes for public art projects or installations. NIF funds can be utilized by eligible non profits to implement and promote new events that will connect residents and visitors to the diverse cultural offerings and history of the target area.

Strategy 2: Promote 14th Street and U Street as a unique retail and arts district with marketing and promotional materials.

In recent years, the commercial corridors of 14th Street and U Street have been experienced revitalization largely as a result of many unique retailers that are located only in this area. Stores such as Garden District, Home Rule and Pulp are original to 14th Street and serve as destination retail for residents outside of the immediate area. The commercial

areas of 14th and U streets are ideal locations for this type of branding activity and promotion as they are established areas with still a tremendous growth potential.

Both U Street and 14th Street are now home to many locally owned restaurants and bars that are unique to the area as well. Some promotional activities and events already occur in the area; however NIF funds could be used to expand these initiatives to draw a wider participation from neighborhoods outside of Ward 1 and 2, as well as, tourists from the downtown areas. Stakeholder in the community process mentioned a website or other promotional materials such as newsletters, fliers or banners to promote and encourage people from outside the immediate area to come shopping in this area helping to support many local business owners. NIF funds could be useful in creating a “brand” for these commercial corridors that would be easily identifiable to people both living in and around the area.

Other DC Programs, Initiatives and Tools

The District of Columbia Small Business Development Center Network (DC SBDC) is dedicated to promoting the growth, expansion, innovation and increased productivity of small business owners in Washington D.C. Opportunities for small business owners include training and counseling services and the maintenance of strategic alliances with organizations and noteworthy individuals in the field of entrepreneurship

Investment Goal #2

Retain, improve and attract neighborhood oriented retail businesses.



Strategy 1: Improve and upgrade the physical condition of stores along 14th Street, 11th Street and 9th Street through façade improvements and other exterior improvements.

One of the key issues identified by the community was the desire to upgrade the physical condition of the commercial areas including facades and other exterior improvements. With many new developments in recent years (particularly on 14th Street) and even more planned or under construction, there has been an influx of new buildings and various streetscape plans to accompany them. On 9th and 11th, much of the new businesses are small and locally owned with limited capacity for façade improvements. As these commercial corridors grow in popularity the appearance of many of the existing retail stores needs to be enhanced to attract new customers and retain existing customers. In some cases existing business have experienced a rapid increase in property taxes or other operating expenses and have been unable to afford physical improvements to their spaces.

Eligible non profit organizations can use NIF Funds to implement programs to enhance the physical condition of stores; programs should be concentrated along certain blocks so that there is a greater impact than scattered improvements. Strategic use of NIF funds at locations that are a mix of both new and existing retail would have a positive impact on all stores in attracting a customer base to support more additional retail development.

Strategy 2: Support efforts to attract new retail to 9th Street, Rhode Island Avenue and 11th Street.

Much of the target area has been undergoing significant revitalization in the last five years, much of it concentrated along 14th Street and U Street. The commercial districts of Rhode Island Avenue, 9th and 11th streets are still emerging area, seeking to attract and retain businesses. The building of the Washington Convention Center has had limited success in spurring new business development on 9th street. Tens of thousands of visitors attend conferences at the Convention Center and more effort should be focused on bringing a portion of these visitors to the 9th Street commercial district. Additionally, it needs to be determined if the vacant commercial properties on these two corridors

are abandoned and if they are being taxed at the appropriate rate as a way to spur redevelopment. More retail could be supported based on the existing demographics of an educated and affluent population moving into the area both in the Logan area but also in the adjacent Mount Vernon neighborhood.

Strategy 3: Provide start-up business technical training to residents in Logan Circle interested in starting their own businesses in the area.

The heart of any neighborhood based retail corridor is the locally owned businesses. Existing small and locally owned businesses should be assisted so they may take advantage of market changes to continue to serve existing and new residents. New small and locally owned businesses should be encouraged to continue to develop throughout the Logan NIF area. Areas such as 9th and 11th streets are ideal locations for small and local businesses as these are less developed commercial areas with available vacancies more affordable than many other corridors in the city. Additionally, excellent access to the U street and Shaw Metro Stations make for optimal locations to serve visitors to the area. The Department of Small and Local Business Development offers many monthly training classes, grant money, information on financing and mentoring programs from senior business executives to small and local businesses. NIF Funds could be used by eligible non profits to augment these resources by providing on-site training at locations within the Logan target area. Also, better promotion and advertising of available city resources to potential business owners would also be a strategic use of NIF Funds.

Other DC Programs, Initiatives and Tools

The Department of Small and Local Business Development continuously hosts community awareness programs and participates in ongoing market promotion. It conducts business seminars, conferences, exhibits and outreach forums throughout the calendar year, and notifies CBE program participants of various procurement opportunities and technical assistance programs that are available outside of District government. DSLBD collaborates with District-based business development centers and local universities to deliver technical assistance to DC businesses. DSLBD's strategic partners include

the US Small Business Administration Washington District Office, the Washington, DC Small Business Development Center and the Greater Washington Board of Trade.

Investment Goal #3:

Enhance the public realm and civic spaces to provide a walkable safer, cleaner and more active environment.



During the community outreach process, creating and maintaining more attractive spaces was a priority issue for many residents in attendance at the public meetings. A clean, attractive and safe commercial corridor contributes significantly to the vibrancy of any urban neighborhood. Clean sidewalks, maintained tree boxes and other aesthetic amenities create an inviting retail atmosphere which encourages more people to frequent the commercial corridors which in turn supports the local businesses. In addition, a clean and attractive positively affects the perception that potential business owners might have when deciding on where to locate a new business.

Strategy 1: Support public space maintenance programs along the five main corridors of 14th Street, U Street, 11th Street, Rhode Island Avenue and 9th Street to improve cleanliness, safety and appearance.

This strategy proposes using NIF funding for activities that are geared towards street cleaning, street greening activities or other safety improvements such as extra lighting, neighborhood watch groups or security cameras. Eligible non profits should consider the expansion of clean and safe teams to areas of the target area that are not currently covered by existing services as a priority over creating new programs. Area businesses may also consider the formation of a merchants association or BID type organization to better manage these types of public actions; NIF funds

could be used by a non profit organization to study the feasibility of creating such an organization.

Investment Goal #4:

Preserve existing affordable and subsidized housing units within the NIF area.



The loss of affordable housing is city wide issue that is especially acute in neighborhoods such as Shaw, Logan and U Street. Over a decade ago, these areas were considered affordable for families, but now due to rapid condominium construction and conversion of single family row houses, housing costs have sky rocket. The median price of home in Ward 2 is \$877,000 which is out of reach of families making less than the area median income. The area is also particularly attractive for investment because of its varied housing stock, excellent access to public transportation, and emerging commercial corridors. While the public and the non profit sector has multiple programs and initiatives to address this affordable housing crisis, NIF funding can be used to leverage and target additional funding toward specific preservation agenda.

Strategy 1: Promote existing government programs and support new or expand non-government programs that aid in affordable housing preservation.

A range of District government and non profit partners offer a variety of housing services and financing for affordable housing preservation. These services include financial assistance in down payments, savings plans, home buying education seminars, legal counseling, technical assistance for homeowners associations, subsidized mortgage products and emergency rental assistance. The challenge is getting this information to residents who need it the most. Better promotion and advertising of these programs as well as offering these programs at locations most convenient to the residents they are intended to serve

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could potentially help to stabilize many families in need of affordable housing options. It is possible that some families in subsidized rental units may be ready to move into home ownership through many of the home buying programs; many homeownership assistance programs can last from 6-months to 1 year which is why is critical that these families and expiring units be identified as early as possible.

NIF funding could be used by eligible non profit to target promotion of available resources to residents in the target area; in the case where there is a gap in available resources or a high demand for services, non profits can utilize NIF funds to create new or expand existing programs aimed at affordable housing preservation.

Recommend that DHCD conduct an affordable housing needs assessments within the NIF area to determine what are types of affordable housing is needed in the area and for whom. (ex. senior housing, affordable homeownership opportunities, workforce rental housing, etc); and how their resources can be better utilized in the target area.

Other DC Programs, Initiatives and Tools

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

There are programs such as The Low-Income Home Energy Assistance Program (LIHEAP), Residential Assistance Discount (RAD), and the Washington Area Sewer Authority (WASA) Customer Assistance Program (CAP), among others.

The District currently has several incentives for qualified households to buy homes within the city. Programs such as Home Purchase Assistance Program

(HPAP), the D.C. Bond Program, D.C. Homestead Tax Credit, and the Employer Assisted Housing Program (EPAP) among others offer below-market interest rates on home mortgages, closing cost and down payment assistance, and other savings for interested and eligible homebuyers. Though many require homeownership counseling and assisted financial preparation, these programs are consistently utilized and promoted through nonprofits as a valuable gateway into homeownership.

Prioritization

Through out the community outreach process, residents were asked to not only identify neighborhood concerns and areas of needs but also to determine priority strategies that should be addressed first with NIF funds. Consideration was given to areas of need that could be funded through means other than NIF or existing plans and programs already in place to address specific community needs. Overall, enhancing the public realm to create a more attractive and safe environment along the commercial corridors was identified as the top priority for NIF Funds. Stakeholders also identified the following priorities:

1. Façade improvements programs on the commercial corridors
2. Improvements to existing tree boxes and the creation of new tree boxes
3. Use existing call boxes to showcase the neighborhood “brand”
4. Fund affordable housing programs for workforce housing

The Logan Circle area is a vibrant and growing area with a rich history to draw upon as it looks to shape the future. The process to create this plan has yielded many opinions and hopes for the future of the neighborhood. This plan will be the guide for the next five years of NIF funding in helping to achieve the priorities set forth by the community.

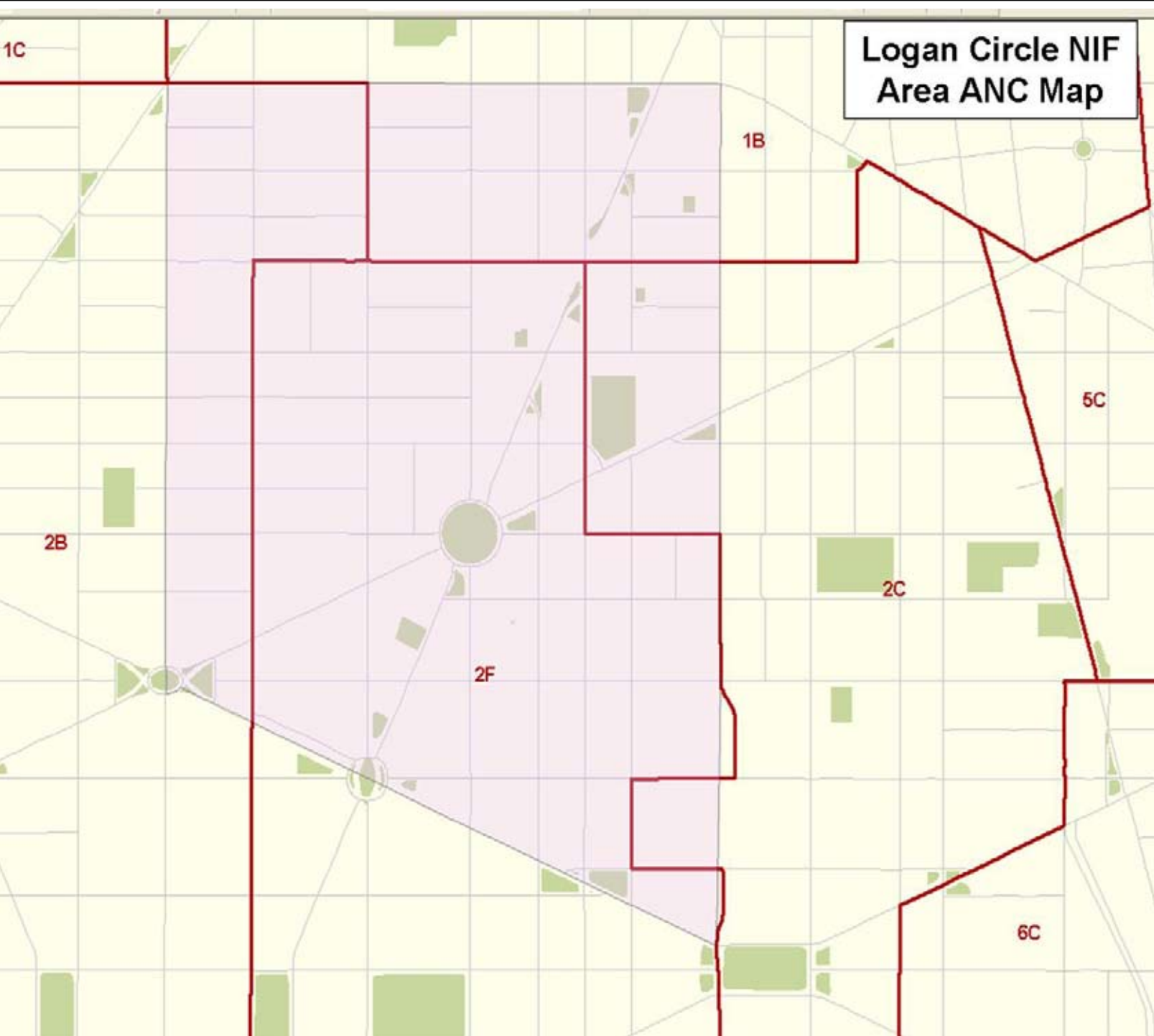


appendix

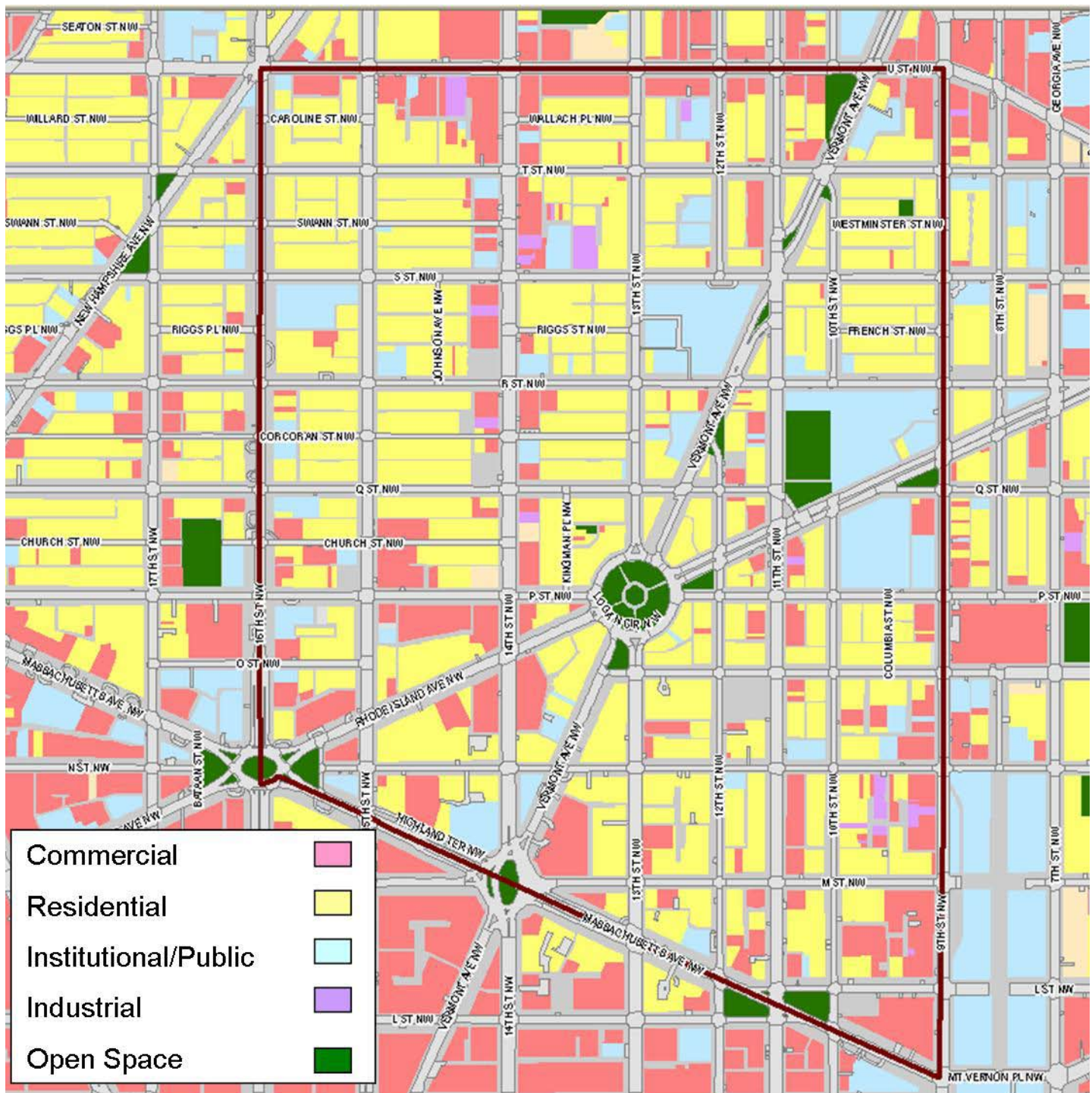




Logan Circle NIF Area Aerial View

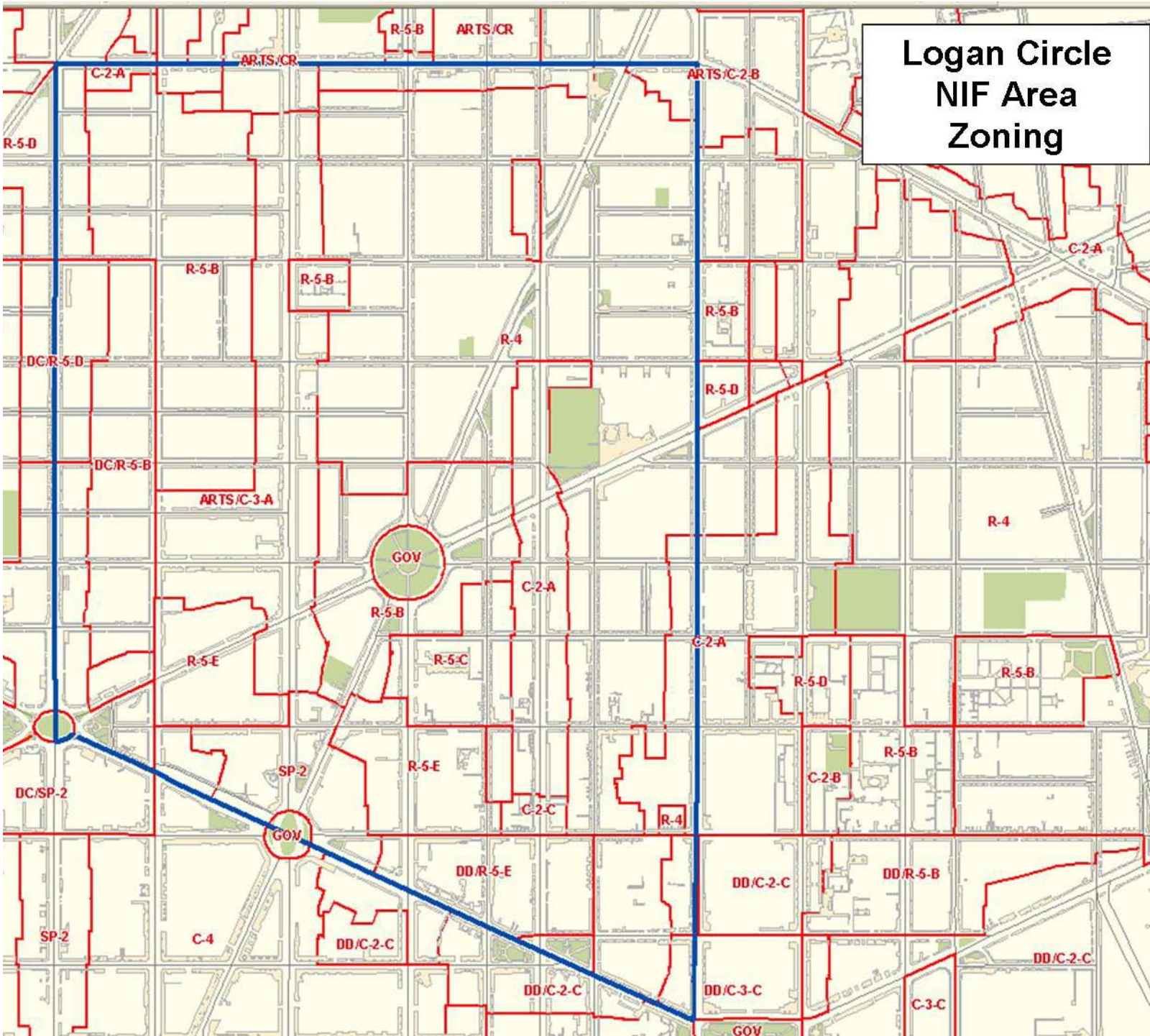


ANC Map

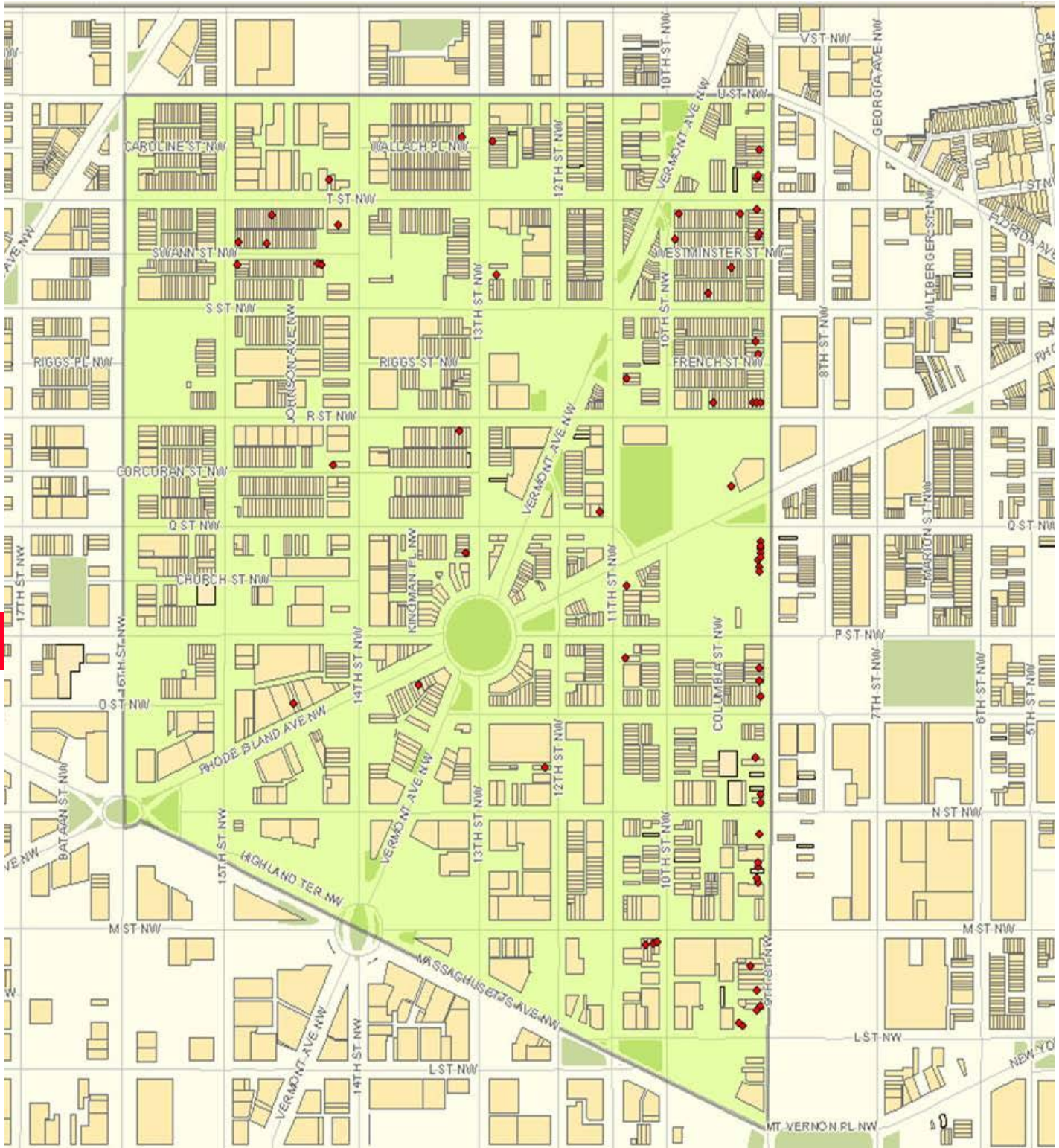


Logan Circle Land Use Map

Logan Circle NIF Area Zoning



Zoning Map



Vacancy Map

District Owned Properties

Logan Circle

Department	Property Address	Lot	Square
DC PUBLIC SCHOOLS	925 RHODE ISLAND AVE NW	0364	0835
HOME AGAIN	939 S ST NW	0362	0111
DEPARTMENT OF PARKS & RECREATION	1733 10TH ST NW	0363	0104
HOME AGAIN	1735 10TH ST NW	0363	0105
HOME AGAIN	1737 10TH ST NW	0363	0106
DC HOUSING AUTHORITY	1808 9TH ST NW	0362	0281
DEPARTMENT OF PARKS & RECREATION	1349 CEDAR CT NW	0238	0867
DEPARTMENT OF PARKS & RECREATION	1353 CEDAR CT NW (1349 CEDAR CT NW)	0238	0868
DEPARTMENT OF PARKS & RECREATION	1355 CEDAR CT NW (1325 S ST NW)	0238	0869
RLA REVITALIZATION CORP	13TH ST NW	0239	0821
HOME AGAIN	902-904 T ST NW	0362	0234
DEPARTMENT OF PARKS & RECREATION	907 WESTMINSTER ST NW	0362	0193
RLA REVITALIZATION CORP	908 S ST NW	0363	0802
DEPARTMENT OF PARKS & RECREATION	909 WESTMINSTER ST NW	0362	0194
HOME AGAIN	910 S ST NW	0363	0086

Department	Property Address	Lot and Square
DEPARTMENT OF PARKS & RECREATION HOME AGAIN	911 WESTMINSTER ST NW	0362 0195
	912 S ST NW	0363 0085
DEPARTMENT OF PARKS & RECREATION HOME AGAIN	913 WESTMINSTER ST NW	0362 0196
	917 T ST NW	0361 0806
DC PUBLIC SCHOOLS	920 R ST NW (925 RHODE ISLAND AVE NW)	0364 0837
DC PUBLIC SCHOOLS	925 RHODE ISLAND AVE NW	0364 0842
DC PUBLIC SCHOOLS	925 RHODE ISLAND AVE NW	0364 0838
DC HOUSING AUTHORITY	927 FRENCH ST NW	0363 0116
DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT	930 M ST NW	0369 0068
DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT	930 M ST NW	0369 0877
DC HOUSING AUTHORITY	937 R ST NW	0363 0019
DC PUBLIC SCHOOLS	940 R ST NW (925 RHODE ISLAND AVE NW)	0364 0840
DC HOUSING AUTHORITY	940 T ST NW	0362 0216
DC HOUSING AUTHORITY	941 S ST NW	0362 0112

Department	Property Address	Lot and Square
DEPARTMENT OF PARKS & RECREATION	VERMONT AVE & 12TH ST NW	RES 06810000
DC PUBLIC SCHOOLS	Q ST NW (925 RHODE ISLAND AVE NW)	0337N 0800
DEPARTMENT OF PARKS & RECREATION	RHODE ISLAND AV NW	RES 01520000
DEPARTMENT OF PARKS & RECREATION	T ST NW (1349 CEDAR CT NW)	0238 0864
DEPARTMENT OF PARKS & RECREATION	T ST NW (1349 CEDAR CT NW)	0238 0865
DEPARTMENT OF PARKS & RECREATION	VERMONT AV NW	RES 01640000
DEPARTMENT OF PARKS & RECREATION	VERMONT AV NW	RES 01660000
DEPARTMENT OF PARKS & RECREATION	VERMONT AV NW	RES 01680000
DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT	10TH ST NW	0369 0874
DC HOUSING AUTHORITY	1221 M ST NW	0281 0047
DC HOUSING AUTHORITY	1150 12TH ST NW	0282 0814
DC PUBLIC SCHOOLS	11TH ST NW (925 RHODE ISLAND AVE NW)	0336 0828
DC HOUSING AUTHORITY	1310 RIGGS ST NW	0239 0094

Department	Property Address	Lot and Square
OFFICE OF PROPERTY MANAGEMENT	1314 12TH ST NW	0280 0829
DC PUBLIC SCHOOLS/ DEPARTMENT OF PARKS & RECREATION	1503 10TH ST NW	0365 0832
DEPARTMENT OF PARKS & RECREATION	1325 S ST NW	0238 0870
DEPARTMENT OF PARKS & RECREATION	1325 S ST NW	0238 0812
DEPARTMENT OF PARKS & RECREATION	1325 S ST NW	0238 0859
DEPARTMENT OF PARKS & RECREATION	1328 T ST NW (1349 CEDAR CT NW)	0238 0866
HOME AGAIN	1335 R ST NW	0239 0804
OFFICE OF THE SECRETARY	1323 NAYLOR CT NW	0367 0821
DC HOUSING AUTHORITY	1425 N ST NW	0211 0856
RLA REVITALIZATION CORP	1624 9TH ST NW	0364 0841
DC HOUSING AUTHORITY	1712 9TH ST NW	0363 0806
HUMAN RESOURCES DEVELOPMENT	1720 - 1730 12TH ST NW (1200 S ST NW)	0276 0830

Department	Property Address	Lot and Square
FIRE & EMERGENCY SERVICES DEPARTMENT/DEPARTMENT OF CORRECTIONS	1925 VERMONT AV NW	0361 0827
FIRE & EMERGENCY SERVICES DEPARTMENT/DEPARTMENT OF CORRECTIONS	1925 VERMONT AVE NW	0361 0833
DEPARTMENT OF PARKS & RECREATION	1723 10TH ST NW	0363 0099
DEPARTMENT OF PARKS & RECREATION	1725 10TH ST NW	0363 0100
DEPARTMENT OF PARKS & RECREATION	1727 10TH ST NW	0363 0101
DEPARTMENT OF PARKS & RECREATION	1729 10TH ST NW	0363 0102
DEPARTMENT OF PARKS & RECREATION	1731 10TH ST NW	0363 0103

acknowledgments



Prepared by:

DC Office of Planning

Harriet Tregoning, Director of Planning
Rosalynn Hughey, Deputy Director of Long Range Planning
Geraldine Gardner, Associate Director of Neighborhood Planning
Tarek Bolden Acting Ward 2 Planner
Melissa Bird Ward 3 Planner

Government of the District of Columbia

Adrian Fenty, Mayor
Neil O. Albert, Deputy Director for Planning and Economic Development
Eric Scott, Deputy Director of Operations
Latrena Owens, Project Manager, ODMPED

Community Leadership

Representatives and Residents from:
ANC 2F, 2C, 1B
Logan Circle Community Association