



# MOUNT PLEASANT STREET

## Commercial Revitalization Strategy



R 18-1167 Council Approved December 7, 2010

District of Columbia Office of Planning

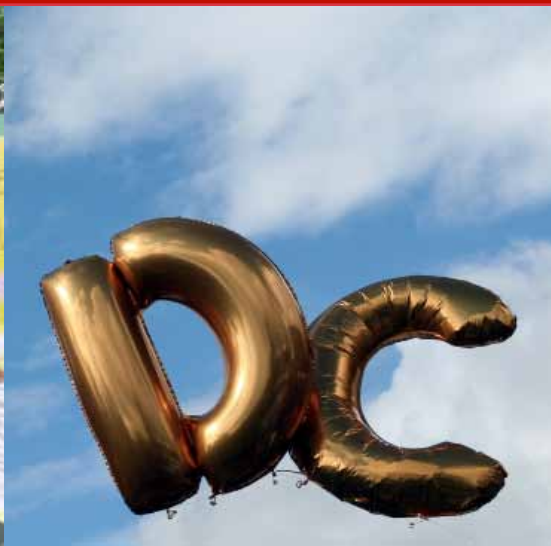


photo credits:

1	2	3
4	5	6

- 1. Office of Planning
- 2. Office of Planning
- 3. Fiesta DC
- 4. Office of Planning
- 5. Thomas LeGro
- 6. Office of Planning

# table of contents...

04 executive summary



12 introduction



18 revitalization strategy foundation



23 mt. pleasant community input



29 existing conditions



42 goals & recommendations



66 implementation



72 acknowledgements



74 appendix





# executive summary



## executive summary

The Mt. Pleasant Street commercial corridor represents the shopping heart of the Mt. Pleasant community, a neighborhood with a long standing history as one of the most diverse and unique places in the District. The Mt. Pleasant neighborhood, which is located in the northwest corner of Ward 1, nestled between the National Zoo and the Columbia Heights retail center, is a diverse mix of cultures, housing types, nationalities and household income levels. Mt. Pleasant Street is a reflection of this diversity with retail and service offerings ranging from affordably priced takeout restaurants to boutique interior design.

Over the last decade, Ward 1 has seen the resurgence of the U Street and 14th Street corridors, the entertainment cluster along 18th Street in Adams-Morgan, the development of DC USA in Columbia Heights, and new developments on Georgia Avenue. Unfortunately, very little private sector investment and revitalization activity has been directed toward Mt. Pleasant Street. Over time many small and local business owners saw rental rates increase and customer bases shrink, as they tried to compete with new retail developments in the area.

The Mt. Pleasant Street Commercial Revitalization Strategy is designed to address these issues by providing a framework to not only revitalize commercial activity along this historic corridor, but to set the stage for its long-term future growth. This strategy focuses on increasing opportunities for existing small businesses, as well as creating avenues for new economic development, while improving the overall shopping environment for consumers. With the implementation of recommendations from this plan, the community can expect to see a positive economic impact



within the first 24 months and continued growth over the next five to 10 years, through the coordination of public investments, leveraging of private resources, and involvement of strong community leaders.

## **revitalization principles**

The guiding principles for the revitalization of the Mt. Pleasant Street commercial district grew out of data collected from the community input process and District policies for neighborhood economic development. Based upon these sources, the three primary issues identified were:

1. The need for existing small business assistance and development;
2. The need for new economic development opportunities to strengthen the retail base; and
3. The need for physical improvements to the streetscape and to business storefronts, which are critical to appealing to the customer base.

Using these three issues as a foundation, the planning process moved toward gathering specific information.

## **market study findings**

The Office of Planning (OP) commissioned Partners for Economic Solutions and Retail Compass, Inc to conduct a market study of Mt. Pleasant Street. The marketing consulting firm was tasked with reviewing the demographic, housing and commercial profile of the planning area, analyzing retail potential and determining a course of action that could increase economic growth. The consultants found that Mt. Pleasant Street would benefit from a concentrated retail district that clustered retail

uses close together toward the center of the corridor, where shoppers would be encouraged to patronize more than one store. Currently, retail and services are spread along the corridor with a number of gaps throughout. The study determined this contributed to patrons primarily shopping in one section of the strip based upon where they live or how they travel to and from work. Therefore, consumers who live near the northern section will not patronize stores in the southern end as often and vice versa. The study recommends employing a strategy that would cluster retail together and thereby promoting a shopping environment in a more active place. This strategy would provide shoppers from throughout the neighborhood greater interaction with all the retail and restaurants available.

The study also determined the focus for new commercial activity should revolve around the non-retail sectors, such as community services (doctor's offices, gyms or educational facilities) or small offices. This daytime employment and types of uses serve as "draws" to the commercial strip for those not initially looking to shop, but may do so while they are there. The study noted how two of the largest current draws to Mt. Pleasant Street are the dentist's office and the Past Tense Yoga studio, which regularly bring residents and visitors to the corridor for a specific non-retail purpose and create residual economic activity for nearby retail businesses. It is these non-retail and small office uses that the market study states should be located outside the core of the corridor to complement the retail cluster within.

## **goals and recommendations**

The Mt. Pleasant Commercial Revitalization Strategy

creates a framework for public and private collaboration and investment to strengthen the economic health and physical character of the corridor. Several sources were used to identify the needs and opportunities for the corridor. These included policies outlined in the Comprehensive Plan, strategic OP initiatives, results and recommendations of the existing conditions analysis and retail market study, and most importantly community priorities identified through the planning process. The input from these sources created the foundation for the revitalization strategy based upon three principles:

1. Improving the economic climate of the corridor;
2. Diversifying the commercial activity by attracting non retail and creative uses; and
3. Enhancing the physical condition of the corridor through sustainable development practices.

The following are the goals and the recommendations of the Mt. Pleasant Street Commercial Revitalization Strategy:

1. *Capture more of the neighborhood customer base in order to strengthen existing small businesses and increase opportunities for new entrepreneurs.*

Existing Mt. Pleasant Street businesses could benefit by “widening the net” to attract more local patrons and keep the dollars these patrons would otherwise spend from leaking outside the neighborhood. The recommendations below identify several strategies for strengthening existing businesses, so they are

better positioned to attract additional neighborhood clientele.

- Create a small business manual specifically for Mt. Pleasant Street to assist businesses in navigating the unique conditions and regulatory requirements of operating a business in the area.
  - Link businesses or eligible organizations to available funding opportunities for physical improvements to the interiors and exteriors of existing retail stores (such as façade improvements, interior remodeling, merchandise displays, bilingual signage, security improvements, etc).
  - Encourage civic and tenant associations active in the neighborhood outside the study area to partner with local business associations to sponsor ongoing seasonal “Shop Mt. Pleasant” events at local retail establishments.
  - Recommend a community partnership with ABRA (Alcoholic Beverage Regulation Administration) to create and implement a new pilot program to replace existing voluntary agreements and create a new process for managing alcohol licensure in the neighborhood.
2. *Attract additional consumers to the corridor by promoting the unique character of Mt. Pleasant Street.*

Mt. Pleasant Street is seen not only as a place of racial and economic diversity, but also as a multigenerational and ethnic community. There are representatives from Latin America, Europe, Africa, the Caribbean





and the United States, living, shopping and coexisting within the Mt. Pleasant community. There is a sense that this is Mt. Pleasant Street's biggest asset.

- Develop promotional materials to market the unique character of the Mt. Pleasant Street businesses to District residents outside the neighborhood.
  - OP will coordinate with local business associations, the District Department of Transportation (DDOT), and the Washington Metropolitan Area Transit Authority (WMATA) to implement Mt. Pleasant Street wayfinding signs along Lamont Street, Irving Street, Park Road, and within the Columbia Heights Metro Station.
3. *Improve the Mt. Pleasant Street streetscape and physical appearance by transforming it into a "Green" Street.*

Green streetscapes are those that adhere to well established standards of sustainable design and practices. These improvements would not only serve to enhance the overall appearance of Mt. Pleasant Street, but also to establish the corridor as a model for using eco-friendly development practices in conjunction with neighborhood commercial revitalization.

- Create a green streetscape design plan for Mt. Pleasant Street, which would incorporate raingardens for stormwater filtration, flowers and plantings, street furniture, bike racks, permeable and/or non-reflective pavements, use of reused, recycled, or re-useable materials, and green commercial waste removal practices, etc. Identify

- funding resources for implementation.
- Encourage a continuous line of street trees along the corridor through new plantings and the preservation of existing trees.
- Support programs and services offered by local community organizations to further clean and green Mt. Pleasant.
- OP Recommends that the General Streetscape improvements and the Irving Street sidewalk recommendations in the DDOT 2008 Mt. Pleasant Street Transportation Study be implemented as funding becomes available.

#### 4. *Increase non-retail and creative uses on Mt. Pleasant Street.*

Mt. Pleasant Street should focus on attracting more non-retail uses to activate the corridor. Non-retail uses include businesses such as daycare centers, health related services (doctors, dentists, elderly care), gyms and fitness, educational facilities, small office uses, and non-profit services. Non-retail uses would also create a daytime population that can support retail stores and activate the corridor during different times of the day.

- Actively recruit non-retail businesses such as daycare, health care, adult education, etc, as well as small office uses to the area.
- Implement immediate action steps from the Creative DC Action Agenda for establishing creative neighborhood activities on Mt. Pleasant Street.
- Undertake Temporary Urbanism initiatives to transform vacant or underutilized sites

and spaces into vibrant destinations and creative showcases.

#### 5. *Preserve the community character by increasing opportunities for local merchants to purchase and maintain commercial spaces.*

It is one of the Office of Planning's primary planning policies to create distinctive neighborhoods and districts. Increasing the amount of local-owned retail space is an essential element to upholding this policy. It is imperative that a strategy be developed to assist local entrepreneurs in purchasing commercial property to help secure their presence in the neighborhood.

- Establish relationships between business owners, local non profits, lending institutions, merchant associations, and government agencies to create regular programs or events on commercial real estate financing.
- Create a Mt. Pleasant Street-specific training program to assist business owners with small business loans and commercial financing to purchase or improve retail property.

The Mt. Pleasant Street Commercial Revitalization Strategy illustrates the desire of the community to not only improve the economic conditions along the corridor, but also to create a place that will represent the unique, rich heritage of the Mt. Pleasant community and its many residents. The strategy goals and recommendations seek to set the framework for economic growth and create a unique retail environment that will be not only be worthy of the Mt. Pleasant community, but an asset to the District Of Columbia.

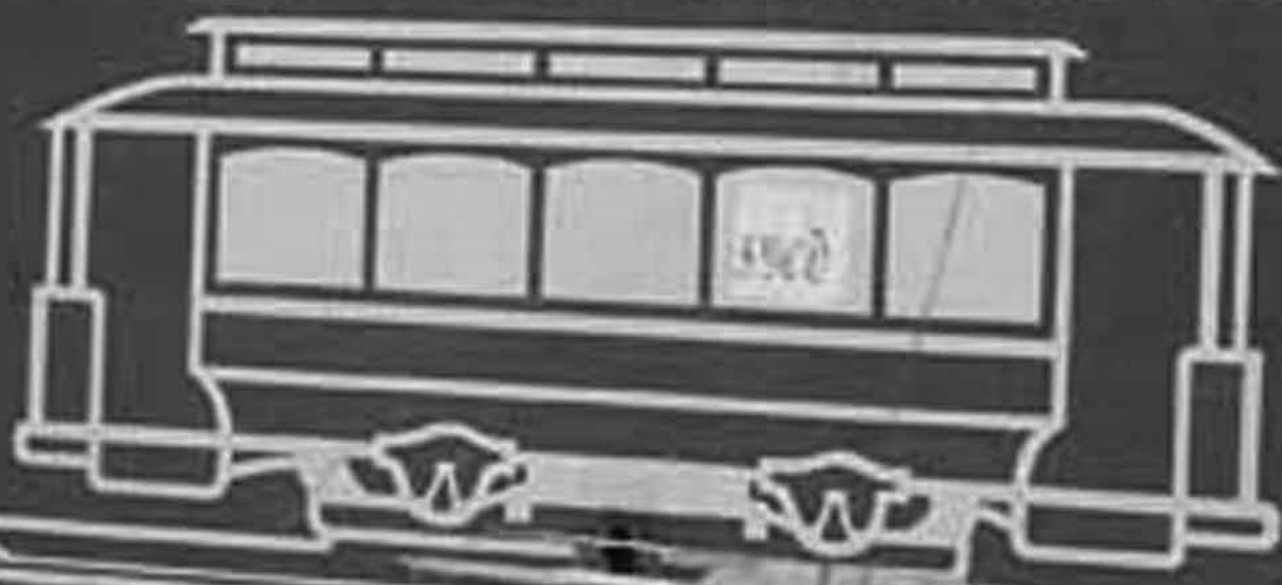


# DOLLAR STAR

3129



WELCOME  
TO THE  
MOUNT  
PLEASANT  
HISTORIC DISTRICT



introduction



## introduction

During the past several years, the District has experienced significant growth in both housing and economic development. Sustained investments in new housing units, the development of mixed-income neighborhoods, school improvement, crime prevention, and retail development projects offer the potential to create an inclusive city, as called for in the District of Columbia Comprehensive Plan.

The Mt. Pleasant Street Revitalization Strategy is a strategic action plan for the revitalization of the Mt. Pleasant Street commercial corridor, which runs from Park Road to Irving Street in northwest DC's Ward 1. This shopping district originated at the end of a streetcar line and has served the surrounding community for more than a century. The commercial district includes a variety of small businesses and services, many oriented toward the large Latino population in the area. The core objectives of this plan are to strengthen the economic climate along the commercial corridor and create a place that can be enjoyed by residents of the Mt. Pleasant community and across the city. This strategy is designed to present a coordinated set of actions and ongoing activities to improve the economic vitality and physical condition of one of the key neighborhood retail corridors in the District.

There are several key factors that contributed to a change in the economic climate on Mt. Pleasant Street and provided the momentum behind this planning effort. In the fall of 2007, the current economic recession officially began and the resulting spending contraction affected financial markets throughout the city and the country. Within a year of the start of the recession, real median household income for the na-



DC USA

tion fell 3.6 percent. During this same period, the official poverty rate for the nation increased from 12.5 percent to 13.2 percent, and an increase of 2.6 million people fell below the poverty line. In the District between October 2007 and September 2009, business tax revenue dropped more than 32 percent, residential income tax revenue dropped nearly \$300 million and over 10,000 residents lost their jobs. These national and local economic trends impacted small business throughout the District, including those on Mt. Pleasant Street.

In March 2008, two events caused significant impact to the economic climate on Mt. Pleasant Street: the opening of the DC-USA retail complex on nearby 14th Street and the fire at the Deauville Apartments building at 3145 Mt. Pleasant Street. The DC-USA retail complex is a 500,000 square foot mix of regional and national retailers and now the largest retail development in Washington, DC. The complex is home to the District's only Target, as well as retailers such as Best Buy, Marshalls, Staples, Bed Bath and Beyond and a Washington Sports Club. This development, coupled with the opening of a Giant superstore across from DC-USA, offered Mt. Pleasant residents additional shopping options and immediately put pressure on the small gro-

cery and convenience goods retailers on Mt. Pleasant Street. To further exacerbate the situation, on March 12, 2008, the Deauville Apartments had a five-alarm fire, which displaced the residents living in more than 80 units. Many of the units were occupied by families, and most of the residents heavily patronized the



Former Deauville Apartments located at 3415 Mt. Pleasant Street

retail and services located on the commercial corridor. Business owners felt the impact immediately, as sales dropped and many repeat customers moved on to other areas.

Any one of these events could have caused economic hardship to neighborhood small businesses, but the

combination of all three within a short period of time significantly impacted this commercial area. Advisory Neighborhood Commission (ANC) 1D members and community representatives felt partnering with the Office of Planning (OP) to address the economic de-

cline before things became worse would benefit not only existing local businesses, but also set the stage for future economic growth

[mount pleasant street revitalization strategy]





## planning area

Mt. Pleasant Street is the primary retail corridor for the Mt. Pleasant neighborhood, a diverse community of single family homes, rowhouses and small scale apartment buildings, located in the northwest corner of Ward 1. The Mt. Pleasant Street commercial corridor is a one-half mile segment, which runs diagonally from Park Road, NW to the intersection of 16th Street and Columbia Road, NW. It is one-quarter mile west of the Columbia Heights Metro station, which is located outside of the study area. The neighborhood's strong identity as a multicultural, mixed socioeconomic enclave is in part due to its central location within the District and its clear boundaries. It is approximately two miles north of downtown DC, one-half mile northeast of the popular Adams Morgan neighborhood, and just west of Columbia Heights. The dramatic topography of Rock Creek Park, the National Zoo, and the Piney Branch tributary surround the neighborhood to the north, south, and west, consequently limiting the number of streets connecting Mt. Pleasant to adjacent neighborhoods.

The corridor's Project Boundaries are defined by:

- Mt. Pleasant Street between Park Road and Harvard Street;
- Park Road to the north, between 16th and 17th streets;
- Lamont Street between 16th and 17th streets;
- Kilbourne Street between Mt Pleasant Street and 17th Street; and
- Irving Street between 16th Street and 17th Street.



Map of Planning Area

The Mt. Pleasant Street Revitalization Strategy is the culmination of over a year's worth of community engagement, extensive research and coordination with community partners and District agencies.

The following sections reveal in detail the planning context, the basis for the proposed goals and recommendations and an implementation strategy. **Section one** outlines the foundation for the revitalization strategy by reviewing the existing conditions, community input, District planning objectives and the market study results. **Section two** presents a list of goals and recommendations designed to improve the economic conditions on Mt. Pleasant Street and move toward greater economic growth for existing retailers and expanding retail opportunities for neighborhood shoppers. **Section three** includes an implementation strategy with key actions, responsible entities and a timeline.

## revitalization strategy foundation

One of the guiding policies of the Office of Planning is to create distinctive neighborhoods and districts, each with their own unique character and identity, by:

- creating walkable, lively, and interesting streets that are pedestrian friendly that support local retail and shops;
- promoting shared social and economic prosperity among residents;
- increasing green and sustainable development practices in the built environment;
- improving resident's access to nature; and
- providing multiple transportation options to reduce reliance on the automobile.

By using these principles to shape planning activities, public investment, and economic development, OP seeks to produce distinct neighborhoods and districts that can be both economically and socially sustainable and add to the fabric of this city.

It is also important to the District's economic viability that local community serving retail areas thrive as centers of economic activity. These neighborhood shopping areas generate property and sales taxes, provide jobs, and meet local needs for goods and services, and it is of paramount importance that the





economic health of these areas be addressed across the city.

In order to achieve these commercial revitalization objectives on Mt. Pleasant Street, defined goals and recommendations must be established. These goals and recommendations form the foundation for the revitalization strategy.

To develop these goals, the Mt. Pleasant Street Revitalization Strategy small area planning process examined four main elements:

1. District of Columbia Comprehensive Plan and Office of Planning neighborhood commercial revitalization initiatives;
2. Mt. Pleasant Community Resident input;
3. Mt. Pleasant Street Existing Conditions analysis; and
4. Mt. Pleasant Street Market Study results.

These four data sources became the primary drivers in the development of the goals and recommendations for this plan. They also provided the foundation for creating the kind of commercial district that community residents would see as their first option to purchase retail goods and services. The remainder of this section discusses each element and how it fed into the planning process.

### **DC comprehensive plan policies and OP commercial revitalization initiatives**

The DC Comprehensive Plan is a general policy document that provides overall guidance for future planning

and development of the city over a 20-year period. The Comprehensive Plan addresses a range of issues, including land use, economic development, and transportation. Some of the Comprehensive Plan policies related to neighborhood development include improving quality of life, expanding retail and housing choices, and ensuring access to basic services. The District's Comprehensive Plan policies on developing neighborhood commercial districts that guided the Mt. Pleasant plan include:

*Policy ED-2.2.3: Neighborhood Shopping*, create additional shopping opportunities in Washington's neighborhood commercial districts to better meet the demand for basic goods and services.

*Policy ED-3.1.1: Neighborhood Commercial Vitality*, promote the vitality and diversity of Washington's neighborhood commercial areas by retaining existing businesses, attracting new businesses, and improving the mix of goods and services available to residents.

*Policy ED-3.1.2: Targeting Commercial Revitalization*, continue to target government economic development programs to areas of greatest need, including older business areas and commercial centers that inadequately serve surrounding areas.

Regarding Mt. Pleasant Street specifically, there are a number of Comprehensive Plan policies that directly address the economic vitality of Mt. Pleasant Street, including:

Irving Wine & Spirits

HAYDEE'S  
Restaurant

West St & Irving St, New



*Policy MC-2.5.1:* Mount Pleasant Street’s Character, maintain and preserve the local neighborhood shopping character of Mount Pleasant Street to better serve the surrounding neighborhood. Support creative cultural design while protecting historic landmarks.

*Policy MC-2.5.3:* Mount Pleasant As a Creative Economic Enclave, support creative and multicultural expression in Mount Pleasant through display, performance, festivals, and economic development strategies.

*Policy MC-2.5.2:* Involving the International Community, promote bilingual outreach and communication with local merchants and residents to more effectively address business impacts and create a better match between neighborhood businesses and the needs of the community.

*Action MC-2.5.C:* Mount Pleasant Street Façade Improvements, encourage urban design and façade improvements in the established commercial district along Mount Pleasant Street.

In addition to the Comprehensive Plan, the Office of Planning has a number of initiatives focused on the revitalization of District neighborhood commercial areas. The initiatives reflect the agency’s commitment to certain overarching planning principles, such as promoting shared social and economic prosperity, and creating walkable and vibrant streets. The three initiatives with the greatest potential to impact commercial development on Mt. Pleasant Street include the Retail Action Strategy, Creative Action Agenda, and Temporary Urbanism. These initiatives helped to shape the Mt. Pleasant revitalization strategy by providing overall guidance and an opportunity to build on existing

efforts.

### **retail action strategy**

The Retail Action Strategy was launched in spring 2007 and was the first ever citywide assessment of the District’s retail potential. It examined ways to strengthen the city’s retail base at both the citywide and local scale, and how to best promote vibrant commercial districts in all neighborhoods. District residents currently spend more than \$1 billion annually outside the District. This means that many local District small businesses struggling to maintain business are not supported, retail employment opportunities are limited, and retail tax dollars are lost to other jurisdictions. The Retail Action Strategy will generate approaches for citywide and neighborhood retail expansion, retention, and attraction, based on detailed market, consumer, and land use review. The strategy seeks to build upon and support other public efforts and plans, as well as help guide private investment in the District. Many of the strategies developed through this process can be applied to Mt. Pleasant Street to improve efforts to recruit businesses to the area and help promote existing ones.

### **creative dc action agenda**

The objective of the Creative DC Action Agenda is to develop a strategy to strengthen the District’s creative economy sector by examining ways to support creative employment and business opportunities. The Action Agenda sees the creative economy as more than traditional artists to also include media, design and other forms of creative activities and employment. Today, there are more than 75,000 direct jobs in the District’s creative sector, which amounts to more than 10 percent of the city’s employment base. The District’s creative base includes building arts, design, media, communications, performing/visual arts, museum management, and culinary arts. By leveraging planning and public investment efforts,



and better utilizing the District's assets and support systems (such as education and workforce development), many economically underserved areas can be



revitalized through the emerging arts and creative uses marketplace. The Comprehensive Plan called for the exploration of Mt. Pleasant as a creative economic enclave due to its potential as a place where the creative economy could thrive. This revitalization strategy builds on the Comprehensive Plan recommendation by identifying opportunities to apply the tools from the Creative Action Agenda to the corridor.

### temporary urbanism program

Temporary Urbanism is an initiative led by OP to activate vacant or underutilized sites and spaces, and stimulate community building. The objective is to support shorter-term or interim activities in vacant or underutilized spaces, in order to offer cultural and neighborhood-enlivening opportunities. It offers opportunities to transform vacant spaces into vibrant destinations and animated showcases through

seeding arts, neighborhood retail, entertainment, recreation, education, demonstration activities, or other activating uses. Through mobilizing stakeholders, Temporary Urbanism can offer benefits to property owners, residents and visitors, and the users of vacant spaces. The program can leverage funds and help realize strategies identified through neighborhood planning efforts, the Creative DC Action Agenda, the Retail Action Strategy, the Green Collar Jobs initiative, and other citywide programs. It offers the opportunity to build partnerships among private



property owners, the public sector, and members of the creative or neighborhood development sectors.

### **community input process**

A critical component of the small area planning process involves engaging community stakeholders to define plan objectives, set community priorities, and outline appropriate implementation recommendations.

The Mt. Pleasant community is very diverse across a broad number of categories, such as race, economic status, ethnicity, age, and education. This diversity provides a wide array of opinions and ideas about how the neighborhood should address existing challenges and evolve to accommodate new growth. To ensure the implementation of this plan, it was critical that the process included input from as many points of view as possible. The success of the commercial corridor is critical to the overall health of the entire Mt. Pleasant community, and in order to revitalize the corridor, it will take a community – wide effort. Based upon that premise, OP broadened its typical small area planning outreach efforts to gather as much feedback from as many residents as possible.

In order to foster participation among the area's Latino community, OP partnered with the Office of Latino Affairs (OLA) at the beginning of the planning process. The Office of Latino Affairs serves as a liaison between the District government and Washington DC's Latino community. OLA helped OP reach out to the Latino community through meeting advertising, direct community contact and general consultation. OLA also provided document translation and staff served as interpreters at public meetings. Even with this specialized assistance, OP remained open to suggestions on how to improve outreach throughout the planning process. For example, after the first public meeting, neighborhood stakeholders suggested that



Don Juan's Outdoor Cafe





OP further increase its efforts to reach Latino residents. OP worked with OLA to increase outreach to apartment buildings and held meetings with Latino leaders. This mixture of traditional outreach methods, as well as innovative tools, served to better distribute information and increase outreach to all segments of the community. The following section briefly outlines the major mechanisms for obtaining public input and the main outcomes from the process. Additional description of these activities and a summary of the outreach methods can be found in the appendix.

### **advisory committee**

At the very beginning of the planning process, an advisory committee was established to offer a sounding board and provide guidance to the process. This committee was charged with ensuring that the final plan objectives and its implementation strategies would reflect the desires and ambitions for the Mt. Pleasant commercial district. The committee consisted of representatives from various community organizations, business associations, local non-profits, tenant associations, and elected officials from ANC 1D. The advisory committee met as a whole, held on-line conversations, or spoke directly with the project manager on a regular basis throughout the planning process. The committee members were often tasked with bringing new material and information back to their respective organizations and getting direct feedback to be added into the public process.

Mt. Pleasant Street Revitalization Advisory Committee was comprised of representatives from the ANC and the following organizations:

- ANC 1D
- Hear Mt. Pleasant
- Historic Mt. Pleasant



- Latino Association of Mt. Pleasant
- Historic Mt. Pleasant
- Mt. Pleasant Main Street
- Mt. Pleasant Neighborhood Association
- Councilmember Jim Graham's Office
- DC Office of Latino Affairs
- Mt. Pleasant Business Association
- Downtown Cluster of Congregations
- Latino Economic Development Corporation (LEDC)
- Community residents and business owners

## public meetings and surveys

The Office of Planning held four public meetings and offered three surveys to present information to the general public and to receive feedback from the community. In the public meetings, participants provided definitive opinions on issues within the existing commercial district, identified economic development priorities, developed visions for the future, and brainstormed ideas for implementation. In order to facilitate participation by non-English speakers, OP provided Spanish language interpretation services and featured Spanish language materials.

### ***Public Meeting #1, April 22, 2009***

The first public meeting presented the small area planning process to the Mt. Pleasant community and outlined what OP seeks to accomplish with this plan. The public was given an overview of OP's observations on the state of the commercial area and the initial feedback OP received from the Advisory Committee. Participants had the opportunity to express issues and concerns about the retail corridor. OP staff recorded participants' responses during the meeting.

### ***Public Meeting #2, June 17, 2009***

The second meeting conveyed information gathered during the first meeting and through subsequent measures to get additional input (see below). OP asked participants to prioritize and provide comments on issues identified through the community process and data gathering phase.

### ***Public Meeting #3, September 23, 2009***

At the third meeting, OP presented draft goals and market research to the general public. The community provided feedback on the plan goals and objectives and offered suggestions on implementation ideas.

### ***Public Meeting #4, October 22, 2009***

The final meeting provided the public with draft implementation strategies to achieve the goals outlined in previous meetings.

### ***Mt. Pleasant Street online surveys***

Two online surveys were conducted to gather consensus on information presented and commented on at the public meetings. This gave residents who were unable to attend the public meetings an opportunity to voice their opinions. The surveys were available in English and Spanish and collected feedback from over 225 respondents.

### ***Mt. Pleasant Street revitalization spanish language survey***

In an effort to increase participation by Latino residents in the planning process, the Office of Latino Affairs conducted a Spanish language survey in Mt. Pleasant. Between August 4 and 21, 2009, OLA gathered data from 154 Latino residents on their concerns and issues regarding the Mt. Pleasant Street commercial corridor.

### ***ANC 1D August 4, 2009 Informal Business Meeting on commercial corridor revitalization***

On August 4, 2009, ANC 1D held an open public meeting to discuss the commercial corridor and assess public opinion on the revitalization of the corridor. OP staff attended the meeting to answer questions from the community and clarify the objectives of the plan. The dialogue provided additional input to the plan development process.











In addition to these meetings, OP utilized a number of other methods to gather information from residents, publicize meetings, and share information on the process, including:

- Posting information on neighborhood listservs;
- Meeting with community stakeholder groups;
- Holding one on one meetings with community group representatives; and
- Independent web postings by community residents.

Throughout the planning process, the community identified three priority issues to focus the approach to revitalizing the corridor:

1. Existing Small Business Assistance and Development;
2. New Economic Development Opportunities; and
3. Physical Improvements to the Streetscape and Business Storefronts.

These topic areas provided a framework for the planning process and focused the revitalization strategy on areas with the greatest need, according to community input.

## **existing conditions**

In addition to collecting information from the public and reviewing District policies, it was equally important to assess the current state of the commercial corridor. Reviewing the existing make-up of the commercial area and the elements that have contributed to its current state provides insight on how to build on existing assets

to revitalize the corridor. The following section describes the existing demographic and housing profile, land use and zoning controls, the influence of the historic district and physical conditions of the corridor. This information was collected from a variety of sources, including first person observation by OP staff and the consultant team.

## **demographic and housing profile**

The demographic profile provides a foundation for understanding the residential and commercial characteristics of the Mt. Pleasant neighborhood within the context of the District of Columbia and metropolitan area.

The Study Area, also known as the Primary Trade area (PTA), consists of a six block long area with approximately 2,300 residents. The broader neighborhood (Secondary and Tertiary Trade Areas) captures a larger base of residents and reflects more of the Districtwide trends for population and household growth over the last decade and a half.

In total, there are an estimated 2,300 residents living in the Study Area and an additional 8,500 residents in the broader Mt. Pleasant community. The households within the Study Area vary somewhat in their demographic profile data from those outside the Study Area in that these households include more homeowners living in single-family homes with higher incomes than the Study Area renters.

The area's household sizes and population are often underestimated due to an undercounting of Latin American residents in the decennial census.

Within a 10-minute walk of the Mt. Pleasant neigh-

neighborhood area, the overall density increases and supports an estimated 30,000 residents, according to the Washington D.C. Economic Partnership (WDCEP Mount Pleasant Neighborhood Profile, 2010). This larger area includes portions of Adams Morgan, Columbia Heights and northern sections of Dupont Circle.

In 2009, the estimated median household income for residents in this area was \$41,126. Outside the Study Area that income level rose to greater than \$55,000, with the largest income levels in the area closest to Rock Creek Park, where the median household income was over \$76,000. Homeownership in the community also follows this pattern with ownership rates rising as you move further away from the Study Area.

Moving west from the Study Area toward Rock Creek Park, the number of owner-occupied housing units increases three-fold. According to the Mt. Pleasant Street Market Study, 2009 estimates suggest only 9 percent of Study Area housing units are owner occupied. This is perhaps one of the more notable trends and reflects the large number of Study Area residents living in rental housing.

The existing supply of rental properties within this area includes small- to mid-scale buildings, mostly less than seven stories. Within this apartment enclave, the housing units are much smaller with sizes of less than 400 square feet for efficiencies and a more reasonable, but still small, 550 to 700 square feet for one-bedroom units. The rents range from \$1.60 to \$2.80 per square foot, reflecting the low vacancy rates at most buildings of below three percent. Efficiencies rent for \$965 to \$1,250 per month, while one-bedroom units are generally \$1,400 to \$1,795

per month. These rental units were typically at occupancy rates of 95 percent or higher, representing healthy rental market conditions.

Throughout the Mt. Pleasant Street small area planning process, neighborhood stakeholders expressed concerns that rising housing costs, a shrinking employment market and other economic factors have put pressure on immigrant residents in Mt. Pleasant and have led to many families leaving the area. According to the District's Comprehensive Plan, the overarching goal for housing in the District of Columbia is to: *"Develop and maintain a safe, decent, and affordable supply of housing for all current and future residents of the District of Columbia."* In regards to Mt. Pleasant, the Comprehensive Plan states that the District will protect existing affordable housing in Mt. Pleasant and support opportunities for new affordable housing, as well as create incentives for mixed use development and new affordable housing opportunities.

It is important to the vitality of the neighborhood and the District that Mt. Pleasant retains its multi-ethnic identity and its affordable housing supply. The District's commitment to affordable housing led to the adoption of the Inclusionary Zoning Implementation Amendment Act of 2006, which became effective August 14, 2009. The goals of the program are to create mixed income neighborhoods, produce affordable housing for a diverse labor force, seek equitable growth of new residents, and increase homeownership opportunities for low and moderate income levels. In addition to this program, the District is addressing affordable housing through several policies and financing tools, which can be applied to the Mt. Pleasant community such as:

**Department of Housing and Community Development**  
**(DHCD) Affordable Housing Programs**

***First Right Purchase Assistance program***

provides seed money, earnest money deposits, and acquisition assistance to tenant groups that are threatened with displacement due to the sale of their apartment building.

***Multi-Family Housing Rehabilitation program*** provides low-cost gap financing for the rehabilitation of residential properties containing five or more units. The principal objective of this program is to stimulate and leverage private investment and financing in the rehabilitation of multifamily housing that is affordable to lower-income residents.

***Low Income Housing Tax Credit Program*** provides 9 percent Low Income Housing Tax Credits to developers of new or rehabilitated rental housing for the production of housing affordable to low- and moderate-income persons at 60 percent or less of Area Median Income.

***The Neighborhood Investment Fund Target Area Grant*** program whose goal is to fund initiatives that will revitalize target areas by strengthening economic development opportunities and improving quality of life. This program grant is designed to support activities, such as Vocational Job Training and Direct Job Placement for youths and adults, focusing on trade development; Senior or Youth Programming; Affordable housing preservation; and Small Business Technical assistance

**prior neighborhood planning efforts**

As part of the planning process and assessing the existing condition OP researched an number of planning initiatives and studies conducted by both the public



and local private sector entities. OP reviewed these studies to gain further insight into what efforts have been tried before to address top issues. The information provided in these plans helped inform the overall Mt. Pleasant strategy goals and assisted in shaping recommendations for revitalization. Some of the previous planning efforts and studies reviewed were:

1. 2008 DDOT MT. Pleasant Transportation Study
2. 2009 Responsible Hospitality Institute's Hospitality Zone Assessment
3. 2005 Mt. Pleasant Public Space Design Mini-Charette
4. 2007 Mt. Pleasant Main Street Business Survey
5. Urban Land Institute's Technical Assistance Panel Mt Pleasant Street Study

## **land use & zoning**

### existing land use

The existing land uses along the Mt. Pleasant Street corridor are a mixture of one story commercial, mixed-use medium density and high density residential.

The land uses along the street are very indicative of a neighborhood commercial strip, as they are surrounded on all sides by primarily residential uses. One block west of Mt. Pleasant Street, the land use becomes a more homogeneous low-medium density residential area and to the east the density increases with a number of high density residential buildings and institutions. (see map in appendix)





### future land use

The Comprehensive Plan Future Land Use map designates Mt. Pleasant Street as a Low Density Commercial corridor. Low Density Commercial corridors are defined as shopping and service areas that are generally low in scale with retail, office, and service businesses as the predominate uses. The Comprehensive Plan Generalized Policy Map suggests that there will not be radical changes to the corridor in terms of use. The corridor will remain primarily mixed-use directly along Mt. Pleasant Street, with areas to the north, east, and west remaining as solid, continuous residential areas.

(see map in appendix)

### Zoning

The Mt Pleasant Street commercial corridor is zoned C-2-A. The C-2-A zone is a low-moderate density commercial designation that permits matter-of-right low density development, including office, retail, and all kinds of residential uses to a maximum height of 50 feet. Under Planned Unit Development (PUD) regulations, the C-2-A zoning designations can increase both residential and commercial density and building size to a maximum height of 65 feet. (see map in appendix)

There are a few existing structures along the corridor that are considered non-conforming to the zoning due to their size and height. One example was the Deauville Apartment complex at 3145 Mt. Pleasant Street. Many of these buildings in Mt. Pleasant were constructed prior to the adoption of the existing zoning code in 1958.

The Comprehensive Plan called for the District to comprehensively review its zoning regulations. Under the Comprehensive Plan's direction, the Office of Planning is responsible for completing the zoning review

project, which kicked off in November 2007.

### **mt.pleasant historic district**

In addition to land use and zoning controls, the corridor's physical development is shaped by the existing historic district. The majority of the Mt. Pleasant neighborhood, including the commercial corridor, lies within the Mt. Pleasant Historic District. The historic district, established in 1986, is bounded by 16th Street to the east, Harvard Street to the south, Rock Creek Park to the west, and Piney Branch Park to the north. The district consists of more than 1,100 buildings, ranging from single family homes, to commercial properties, to large multi-family apartments, to institutional structures, such as schools and churches. According to the Historic Landmark and Historic District Protection Act of 1978, the purpose of the historic district is to:

- Effect and accomplish the protection, enhancement and perpetuation of improvements and landscape features of landmarks and districts, which represent distinctive elements of the city's cultural, social, economic, political and architectural history;
- Safeguard the city's historic, aesthetic and cultural heritage, as embodied and reflected in such landmarks and districts;
- Foster civic pride in the accomplishments of the past;
- Protect and enhance the city's attraction to visitors and the support and stimulus to the economy thereby provided;
- Promote the use of landmarks and historic districts for the education, pleasure and welfare of the people of the District

of Columbia.

- To retain and enhance those properties, which contribute to the character of the historic district and to encourage their adaptation for current use;
- To assure that alterations of existing structures are compatible with the character of the historic district; and
- To assure that new construction and subdivision of lots in an historic district are compatible with the character of the historic district.

The historic district influences small business development on Mt. Pleasant Street, because any new building or major change to the exterior of a building requires review by the Historic Preservation Review Board. Minor exterior changes to buildings require review by the Historic Preservation Office. The District of Columbia Historic Preservation Guidelines direct architects, contractors and others involved in work on buildings in historic districts to plan and implement rehabilitation and development projects that meet standards of design and preservation of historic materials and assets. The Historic Preservation Guidelines pertain to historic buildings of all types, including residential, commercial, government and institutional. In addition, the majority of existing structures along Mt. Pleasant Street are classified as contributing to the historic district and are thereby subject to preservation regulations. This means a contributing structure in good condition cannot be lawfully demolished and another rebuilt on that site. Although this does limit the development potential on the strip, it does allow the corridor to maintain the unique architectural quality that helps define Mt. Pleasant Street.

trict on the retail corridor and small businesses affects signage. As stated previously the historic district in Mt. Pleasant covers the entire commercial area and as a result the below guidelines would apply.

According to the Historic Preservation Design Guidelines:

*Signs are a prominent visual element of many historic properties, serving an important role in identifying or advertising businesses, institutions, building occupants, or other entities.*

*The location and design of signage also influences the perception of historic buildings and districts. Well-designed and wellmaintained signs add interest and variety to historic building facades and streetscapes and can enhance the image and attractiveness of a historic district. Oversized, poorly designed, or poorly maintained signs can result in visual clutter and detract from the overall appearance of historic property.*

*Signage shall be appropriate to the building, site, or historic district it will affect. Signage shall relate to, take advantage of, and be compatible with the building's particular composition, scale, design features, and architectural character. It shall be designed with sensitivity to adjacent historic properties, the landscape of historic sites, and the streetscape of historic districts, especially when placed in public space.*

Storefront signage is a significant component to any small business' success and regulations that influence small business owners' decisions will have an impact on the business community and must be taken into

The biggest influence of the Mt. Pleasant Historic Dis-



account. (see map in appendix)

### **neighborhood history**

In 1727, the governor of the Maryland Colony awarded a land grant for present day Mt. Pleasant to James Holmead. The Holmead family began selling tracts of the Pleasant Plains estate until they had sold everything. Most of the original settlers built wooden frame houses and farmed their tracts, growing their own food. After the Civil War, businessman Samuel P. Brown bought land in the area and named his land Mt. Pleasant. He immediately began subdividing and selling land, establishing the neighborhood. The first residents of Mt. Pleasant were from New England and

the state of New York and came to DC during the Civil War to work for the federal government.

In the 1870s, a horse-drawn streetcar began traveling from the 14th Street and Park Road intersection to downtown Washington City, creating the first streetcar suburb in the District of Columbia. In 1900, the Metropolitan Railway established a streetcar line through the Mt. Pleasant neighborhood, ending at Park Road and connecting to downtown. As a result, Mt. Pleasant developed rapidly as a streetcar suburb and many houses and apartment buildings were constructed between 1900 and 1925. In 1925, the District



of Columbia built the Mt. Pleasant library to serve the growing community.

The demographics of the neighborhood changed during and after World War II, as many families moved out to newer suburbs in Maryland and Virginia and many houses were converted into rental units. At this time, Mt. Pleasant became a home for new European immigrant populations and increasing numbers of African-Americans, settling from other DC neighborhoods. During the 1960s, the area saw an influx of Latinos, many from El Salvador and the Dominican Republic, and Asians mainly from Southeast Asia. By the 1970s, the neighborhood was known for being one of the most culturally diverse places in the region, and many of the businesses catering to Hispanics and Latinos developed along Mt. Pleasant Street. By the late 70s and early 80s, Mt. Pleasant saw a resurgence of young professionals moving in and restoring many of the historic houses back to single-family use.

### **physical streetscape conditions**

It has been said that a first impression goes a long way, and a commercial area's first impression to a prospective customer is the look and feel of that area's public space. If it's dirty, unattractive, and uninviting, it will leave the impression that this is not a place that holds anything of value, and customers will move on regardless of the quality of the stores. In contrast, places that are clean, nicer to look at, and offer relaxing spaces are more likely to entice people to visit, spend time, and most importantly, shop. An appealing streetscape is critical to a retail corridor's economic stability and growth. The following is an analysis of Mt. Pleasant Street's public spaces and streetscape environment.

The public space on either side of Mt. Pleasant Street



– including tree boxes, sidewalk, bay projections, and landscaped area - is between 14 and 20 feet wide. For most of the corridor, this allows for comfortable pedestrian movement and opportunities for outdoor cafes and vending. However, in some places, the condition of the sidewalk has deteriorated, limiting the types of new uses that can be added in the public space.

Although the neighborhood has great cultural diversity and historic character, the street struggles to define itself as a place. Inconsistent tree spacing, condition of street trees, uncoordinated trash receptacle placement and street furniture, and poorly placed seating create an image of a disjointed commercial area. The condition of certain storefronts, window displays, and unkempt landscaped areas also contribute to a perception of low pedestrian traffic and underutilized retail space.

The corridor is between two small parks: Lamont Park to the north and Asbury Park to the south. Both parks are heavily used. Lamont Park serves as a much needed opportunity for a community focal point and gathering space. On weekends between May and November the space hosts a farmers market, as well as movie nights and other community events. The space works well as it is currently designed, but improved maintenance and minor design changes would make it a more welcoming public space. Asbury Park is less of a community gathering place and provides more of a place for passive recreation. The park is landscaped with flowering shrubs surrounding a bronze equestrian statue of Frances Asbury, the pioneering Bishop of the Methodist Episcopal Church. Neighborhood residents continue to heavily use the benches in the park as an outdoor recreation space.

There are a variety of building facades along the corridor that reflect a diverse building stock and the changes in land use over time. Some of the oldest buildings were constructed as single-family homes and converted into retail space, and still have front porches that are used for outdoor seating or protected entryways. Other buildings built for retail uses have large shop windows that project into public space, but in some instances they have been enclosed and limit visibility into businesses. The remaining facades are multi-story apartment buildings with balconies or other ornamentation. Some have ground floor retail, but others are entirely residential and have landscaped front yards that add green areas and landscaping along the corridor. This eclectic mixture provides a unique retail character to the strip, as the architecture and scale vary throughout the corridor.

The Office of Planning completed a survey of all existing building facades along Mt. Pleasant Street. The facades were ranked as “good,” “fair,” or “poor.” A façade was determined to be good if recent work had been done to improve or update the front elevation. Fair was determined by the current state of the façade as it contributed to the character of the street and if it displayed no obvious code violations, but could benefit from minor improvements. A poor ranking was given if the façade was in disrepair or needed attention and did not contribute to the overall identity of the corridor. The majority of the facades on Mt. Pleasant Street were deemed fair. However, many of the buildings have a pedestrian scale, are well maintained, and contribute to a positive community identity.

### **existing retail environment**

To assess the existing commercial and retail environment along the corridor, OP conducted fieldwork and

retained a consultant to conduct a market analysis of the study area. For the Mt. Pleasant Street Existing Retail Inventory, OP conducted a survey of what it perceived to be the corridor's strengths and areas in need to assess what could be strengthened and built upon and what may need to be improved. OP surveyed 75 locations in July and August 2009. The survey total included 65 retail establishments and 10 retail appropriate spaces, which are currently occupied by a non-retail use. The following observations were made as a result of numerous visits to the corridor.

### strengths

- Banners at Intersection of Park Road and Mt. Pleasant Street are in Spanish and English;
- Signs and symbols of Latino Heritage can be seen throughout the section on and off the commercial strip;
- Most of the storefronts between the alley next to Heller's Bakery and Lamont Avenue on the east side are in good condition;
- The ethnic restaurants have very distinct window displays;
- The Latin American inspired design of the Lamont Park archway is a neighborhood signature;
- The Mt. Pleasant Library, the main library for Ward 1, is located on the corner of 16th and Lamont streets;
- The area displays a lot of street life with lots of people moving about;
- There is a community center in middle of commercial strip;
- The Latin-oriented grocery stores have distinct Latino storefront and unique offerings;
- 3155 Mt. Pleasant Street has retail on the first floor and basement of residential

rowhouse building; and  
 • Kilborne Place (West side) has good orientation to the commercial street from 17th Street.

### opportunities for improvement

- No real orientation from the Park Road and Mt. Pleasant Street intersection to enter the commercial strip;
- No visual reference from 16th Street that a commercial strip exists one block over. (There is a Heritage Trail sign, but there is no mention of the commercial corridor.);
- The Metro bus stop behind Lamont Park is a dead space area. Just empty space with no benches or greenspace;
- Most store signs are small and exteriors need touch-ups (paint, lighting, etc);
- No orientation from 16th Street on Lamont Street (The Mt. Pleasant Library is located on the corner of 16th and Lamont streets; yet while standing in front of the entrance to the library, there is no indication that a commercial strip exists one block over.);
- The Kenyon Street / Mt. Pleasant Street intersection has a large residential street wall that breaks up the retail (East Side);
- The 7-11 street wall is blank and offers no activity to the streetscape;
- The La Casa community center is difficult to recognize, and its street wall is mostly blank hardscape;
- Private Park at the corner of Kenyon Street and Mt Pleasant Street stops retail (west side).



Views to the Mt Pleasant Street Commercial Corridor from connecting arterial streets.  
(Illustrates the lack of orientation to the Mt Pleasant Street commercial corridor from 16th Street and Columbia Heights)



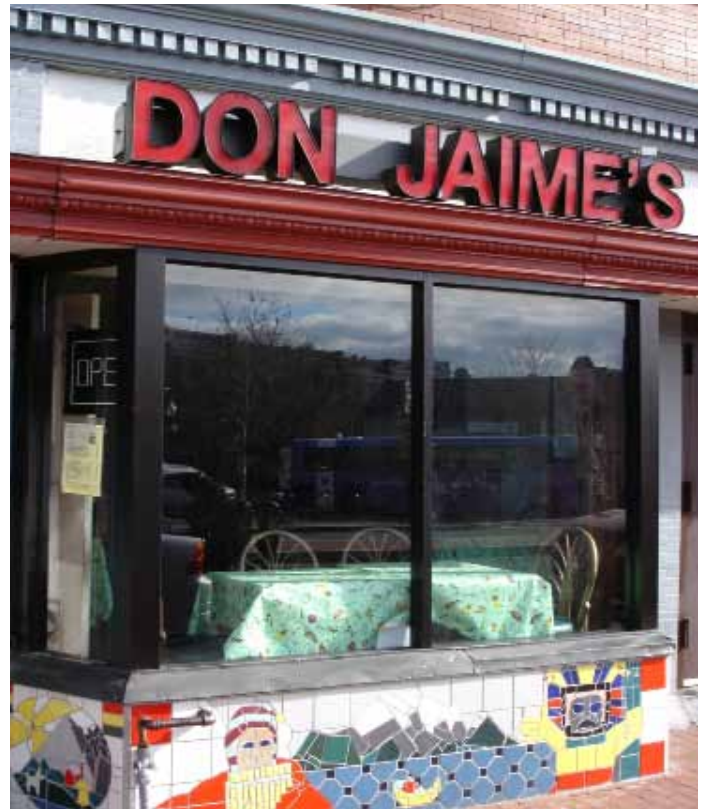
## market study data findings

In addition to assessing the existing conditions in and around the Study Area, OP commissioned a retail consultant to conduct a market analysis of the Mt. Pleasant Street commercial area to provide a clear picture of the current economic climate on the corridor. Between June and September 2009, the retail consultants researched and analyzed the existing retail market demand, the inventory of commercial spaces, and demographic and housing trends in the study area. The consulting team used the data gathered to formulate a number of recommendations and strategies for improving the Mt. Pleasant commercial district.

The study estimated that the total amount of retail-appropriate space along Mt. Pleasant Street was currently 98,470 square feet. Of this number, retail establishments occupied approximately 84,920 square feet. Office users occupied approximately 3,950 square feet (4.0 percent) of the total amount of retail-appropriate space. An additional estimated 9,600 square feet (9.8 percent) were vacant. Combined, these two figures constitute an “underutilized space rate” of 13.76 percent. More precisely, approximately 13,550 square feet of retail-appropriate space located along Mt. Pleasant Street was not leased or owned by retail users.

## market study recommendations

The market study report states that Mt. Pleasant Street is a remarkable retail district that exists against conventional wisdom. Located two to three blocks west of DC USA/Columbia Heights, one of the largest retail clusters in the District, Mt. Pleasant Street thrives in relative obscurity. The fact that this shopping district even exists, much less prospers on any level, requires suspension of many conventional



rules of retail markets. Mt. Pleasant residents' independence and loyalty has supported a restaurant and shopping district that would have disintegrated against retail competition in most other DC neighborhoods. Retailers along Mt. Pleasant Street suffer the ebb and flow of spending more acutely than other neighborhood retail streets might. The trade areas that represent their most dedicated customer base are small – minor changes in household expenditures can have major impacts on local retail businesses. Conversely, Mt. Pleasant's “buy local” shopping attitude essentially guarantees a base of retail demand that is immune from nearby retail growth and emerging competition.



The following recommendations made by the consulting team were derived from the market study findings:

*Although many community retail strips seek to brand themselves or develop a niche market in order to revitalize their area. A specific retail niche strategy may be detrimental to Mt. Pleasant Street*

*Mt. Pleasant Street is difficult to access. East-west access to the district requires prior knowledge of local streets and the retail district's existence. It is not easily "discovered." Access from northbound 16th Street is achieved through a left turn across a highly-trafficked route prior to reaching Mt. Pleasant Street's entrance. Although 16th Street southbound has the easiest access, Mt. Pleasant Street remains hidden to everyone except those who seek to find it.*

*Mt. Pleasant Street's customer base has distinctive and diverse cultural and socio-economic groups. From the Hispanic community to the young, middle-class families, to long-time rowhouse residents, Mt. Pleasant Street's trade areas include a wide range of customers. A targeted retail strategy that appeals to only one of these groups (i.e., kid-centered clothing and entertainment, Hispanic art, or upscale shopping) has little chance of success and could potentially ruin the diversity that as an urban neighborhood center, is one of Mt. Pleasant Street's greatest assets.*

*Mount Pleasant would benefit from a concentrated retail district that clustered retail uses closer together where shoppers would be encouraged to patronize*

*more than one store. The amount of retail space that exists up and down Mount Pleasant Street may exceed the amount that can be supported in the long term. This analysis suggests that retail activity should be concentrated between Park and Kenyon streets, focusing on ground-level spaces primarily.*

*Non-retail commercial users should be encouraged to locate in the area south of Irving Street to take advantage of existing first-floor space without undermining the activity levels needed to sustain a vibrant retail district. This should include a cluster of professional offices providing services to local residents and businesses. Within the Mt. Pleasant market there is demand for more residential and non-retail commercial uses.*

*The non-retail commercial space should include an estimated four to five spaces available on the ground level or second floor for office space within the designated retail core. These users may require additional subsidy to meet fit out needs for improving each space but should be able to pay reasonable rents to landlords. In the long-term, these users may occupy ground level, formerly retail, spaces outside or within the retail core.*



goals & recommendations





Mount Pleasant  
un Pueblo



LA...

BOURNES  
400 CITY SALON

MT. PLEASANT  
PHARMACY

LIP PHOTO

EL WEST

BOVEDA

DENTAL  
GENERAL • COSMETOLOGY  
• EMERGENCY

STREET  
PARKING



The Mt. Pleasant Commercial Revitalization Strategy creates a framework for public and private collaboration and investment to strengthen the economic health and physical character of the corridor. As discussed in the previous section, several sources were used to identify the needs and opportunities for the corridor. These included policies outlined in the Comprehensive Plan, strategic OP initiatives, results and recommendations of the existing conditions analysis and retail market study, and most importantly community priorities identified through the planning process. The input from these sources created the foundation for the revitalization strategy based upon three plan objectives:

1. Improving the economic climate of the corridor;
2. Diversifying the commercial activity by attracting non retail and creative uses; and
3. Enhancing the physical condition of the corridor through sustainable development practices.


Using these principles as a guide, the following revitalization goals and recommendations were developed to achieve the vision of a vibrant, economically viable commercial district. The remainder of this section discusses each goal and recommendation in greater detail. In addition, kickoff actions, created to jumpstart implementation, are listed. Each kickoff action represents a way for the District and the community to launch the revitalization effort by identifying a few key actions that will be implemented within 12 months of plan adoption.

**The Five Mt. Pleasant Street Commercial Revitalization Goals Are:**

1. **Capture more of the neighborhood customer base in order to strengthen existing small businesses and increase opportunities for new entrepreneurs;**
2. **Attract additional consumers to the corridor by promoting the unique character of Mt Pleasant Street;**
3. **Improve the Mt Pleasant Street streetscape and physical appearance by transforming it into a “Green” Street;**
4. **Increase non-retail and creative uses on Mt Pleasant Street; and**
5. **Preserve the community character by increasing opportunities for local merchants to purchase and maintain commercial spaces.**

# goal 1:

capture more of the neighborhood customer base in order to strengthen existing small businesses and increase opportunities for new entrepreneurs.



*Throughout the planning process, many residents shared that they were unfamiliar with the existing businesses on the corridor. Many also expressed that they would spend more money on Mt Pleasant Street if there were aware of what quality retail choices were available and if there were more retail offerings to choose from. These impressions were confirmed by the retail market study, which found a significant share of the expenditures for goods and services from the broader neighborhood (outside the primary study area) were not being captured by businesses on Mt Pleasant Street. In fact, many residents chose to spend their money in nearby retail commercial areas such as Adams Morgan, Columbia Road, and Connecticut Ave. The existing businesses could benefit by “widening the net” to attract more local patrons and keep the dollars these patrons would otherwise spend from leaking outside the neighborhood. The recommendations below identify several strategies for strengthening existing businesses, so they are better positioned to attract additional neighborhood clientele. A number of nonprofit organizations already offer opportunities for small businesses to receive technical assistance; therefore, these recommendations focus on a specific set of opportunities not currently addressed by existing community efforts. Increasing the number of patrons from the Mt. Pleasant neighborhood will increase the existing customer base and therefore strengthen local businesses, as well as draw more activity to the corridor.*



# recommendations

1

- Create a small business manual specifically for Mt. Pleasant Street to
- assist businesses in navigating the unique conditions and regulatory
- requirements of operating a business in the area.

*In speaking with existing small business owners and potential entrepreneurs, OP found that one of the consistent messages was the difficulty of opening and operating a small business in Mt. Pleasant. Although the District of Columbia has an existing small business manual for starting and operating a business in the District, this recommendation would enhance the current document by tailoring it to the unique conditions of operating a business in Mt. Pleasant. The Mt. Pleasant manual would address items such as permitting, historic district regulations, liquor license regulations, addressing potential language barriers, and marketing techniques to attract customers from the full spectrum of Mt. Pleasant residents (residents from outside the study area, Latino residents, young professionals, and senior citizens). This recommendation seeks to provide existing and new business owners with a tool tailored to local needs.*

## kickoff action:


Create the framework for this document by collecting the necessary information, relevant to Mt. Pleasant Street on the District processes, regulations and from information that currently exists in various forms throughout the District government and have it all in one place.

2

- Recommend a community partnership with ABRA (Alcoholic Beverage
- Regulation Administration) to create and implement a new pilot program to
- replace existing voluntary agreements and create a new process for managing alcohol licensure in the neighborhood.

## kickoff action:

OP will coordinate with ANC 1D, Mt. Pleasant St Merchants and local civic organizations to build off of the ABRA sponsored Responsible Hospitality Institute Study and establish some agreed upon corridor wide operational guidelines to address community concerns



### 3. Link businesses or eligible organizations to available funding opportunities for physical improvements to the interiors and exteriors of existing retail stores (such as façade improvements, interior remodeling, merchandise displays, bilingual signage, security improvements, etc).

*Physical enhancements to the exterior of buildings can contribute to a sense of place along the corridor and attract additional customers. There are a number of District funding programs available to eligible entities to support small businesses making physical improvements to their shops. Additionally, small business loan programs can assist business owners with a wide range of exterior and interior improvements. It is vital that resources be identified and made available to the local business community.*

#### **kickoff action:**

Coordinate with the Dept of Small and Local Business Development (DSLBD) to establish a Ward 1 Storefront Improvement Program (SIP) that Mt. Pleasant Street businesses can access. This program would fully subsidize eligible business owners to make small design fixes to their store exteriors, including items such as facade upgrades, signs and lighting.

### 4. Encourage civic and tenant associations active in the neighborhood outside the study area to partner with local business associations to sponsor ongoing seasonal “Shop Mt. Pleasant” events at local retail establishments.

*It is important that active partnerships between the business community and resident organization proactively bring people to Mt. Pleasant Street for shopping and dining events. Individual residents may be reluctant to venture into unfamiliar territory on their own, but may be more inclined to do so as part of a group activity. By having these types of activities on a regular basis, greater exposure to Mt. Pleasant Street businesses may develop new, repeat customers.*

#### **kickoff action:**


Work with Mt. Pleasant community groups and organizations based outside the primary study area and local business associations to schedule two “Shop Mt Pleasant Street” events within the year.

Assist two neighborhood business with applying for public space permits for outdoor seating.


## goal 2:

attract additional consumers to the corridor  
by promoting the unique character of  
mt. pleasant street





*Community input strongly expressed the desire to maintain the cultural and economic diversity that makes Mt. Pleasant Street a unique DC place. Mt. Pleasant Street is seen not only as a place of racial and economic diversity, but also as a multi-generational and ethnic community. There are representatives from Latin America, Europe, Africa, the Caribbean and the United States, living, shopping and coexisting within the Mt. Pleasant community. There is a sense that this is Mt. Pleasant Street's biggest asset. Mt. Pleasant Street has a growing reputation as a place where shoppers can taste and experience things not available anywhere else in the District at an affordable price. This reputation entices some people from outside the Ward to travel to the area to dine and shop. The combination of existing community events and activities, such as Fiesta DC, the Lamont Park Farmers Market, the Mt. Pleasant National Night Out Festival, and the unique retail offerings must be capitalized on to bring more revenue to the corridor.*





# recommendations

1


- Develop promotional materials to market the unique character of the
- Mt. Pleasant Street businesses to District residents outside the neighborhood.

*Mt. Pleasant Street has many unique retail and dining experiences to offer DC residents and events that would appeal to residents from all over the District. Many neighborhoods use promotional materials to attract visitors to spend money in their area and to increase their profile to attract new businesses.*

## Kickoff Action:

Collaborate with community stakeholders to create a new 2010 electronic Shop Mt. Pleasant Street brochure that can be e-mailed to residents, posted on District government websites, and linked to all community organization sites, blogs etc.





## 2. OP will coordinate with local business associations, DDOT, and WMATA to work together to implement Mt. Pleasant Street wayfinding signs along Lamont Street, Irving Street, Park Road, and within the Columbia Heights Metro Station. *\*See Appendix, Notes 4 & 5*

*One of the problems identified during the planning process was pedestrian orientation to Mt. Pleasant Street from 16th Street, Columbia Heights, the Metro station, and points east. Visual assessments of the area showed that while looking down Park Road, Irving Street, or Lamont Street, it was hard to see the Mt. Pleasant commercial corridor from 16th Street. Adding signage in key locations can draw additional visitors to the corridor from these areas and increase the foot traffic on the street and in the shops.*


### Kickoff Action:

Identify the government agency, process and procedure and cost associated with purchasing and installing wayfinding signs on 16th Street, Columbia Road, and Irving Street, and getting the Mt. Pleasant name added to the Columbia Heights Metro Station.

# goal 3:

improve the mt. pleasant street streetscape and physical appearance by transforming it into a “green street”





*A Green Street can be identified by its use of several attributes of sustainable streetscape design that are inherently green such as: the amount of street tree coverage; improved pedestrian environment, which encourages walking; a reduction in the amount of impervious surface; and natural stormwater filtration systems. Green streetscapes are those that adhere to well established standards of sustainable design and practices. These improvements would not only serve to enhance the overall appearance of Mt. Pleasant Street, but also to establish the corridor as a model for using eco-friendly development practices in conjunction with neighborhood commercial revitalization.*



# recommendations

1

- Create a green streetscape design plan for Mt. Pleasant Street, which would incorporate raingardens for stormwater filtration, flowers and plantings, street furniture, bike racks, permeable and/or non-reflective pavements, use of re-used, recycled, or re-useable materials, and green commercial waste removal practices, etc. Identify funding resources for implementation.

*A community collaborative green streetscape design plan for the commercial corridor would coordinate eco-friendly beautification efforts among neighborhood partners and provide a focused direction to revitalizing the sustainability and appearance of the commercial strip. This product could be used to bolster funding efforts for implementation of the sustainable design goals.*

## Kickoff Action:

Coordinate with District Department of the Environment (DDOE), DDOT, and local community organizations to develop a project scope of work and identify and apply for funding to create a pilot streetscape design plan.

2

- Support programs and services offered by local community organizations to further the effort to clean and green Mt. Pleasant.

*The District is committed to developing vibrant, sustainable commercial development and it supports businesses and organizations that will be environmental stewards and work with government to produce environmentally-sensitive economic development. The plan encourages existing programs and services geared toward going above and beyond city services in these areas to be strongly supported.*

## Kickoff Action:

Coordinate with local organizations and the District's Green DC Agenda to create a list of programs and funding sources available for greening neighborhood commercial areas that can be applied for and implemented on Mt. Pleasant Street.



### 3: Encourage a continuous line of street trees along the corridor through new plantings and the preservation of existing trees. *\* See Appendix, Note 2*

*A recent study conducted by the Journal of the American Planning Association found customers not only prefer shopping districts with trees, but are willing to pay more for products purchased there. Specifically, the study found that customers were willing to travel longer, farther, and more often to tree-enhanced shopping districts. In addition, during the public process community residents strongly expressed the desire for a greener and more attractive sidewalk along Mt Pleasant Street. There are existing District and privately funded programs available for neighborhood tree planting services and the following are examples of organizations that could assist with this goal:*

1. Casey Trees Community Tree Planting (CTP) Program, [www.caseytrees.org](http://www.caseytrees.org) ;
2. DDOT Urban Forestry Administration Tree Steward Program, <http://trees.ddot.dc.gov> ;
3. Arbor Day Foundation, [www.arborday.org/trees](http://www.arborday.org/trees) ; and
4. National Tree Trust, [www.nationaltreetrust.org](http://www.nationaltreetrust.org) .

#### Kickoff Action:

Match up a local community organization with Casey Trees DC to investigate how Mt. Pleasant Street can participate in Casey Trees Community Tree Planting Program

### 4: OP Recommends that the General Streetscape Improvements and the Irving Street sidewalk recommendations in the DDOT 2008 Mt. Pleasant Street Transportation Study be implemented as funding becomes available.

***\*See Appendix Note 3***

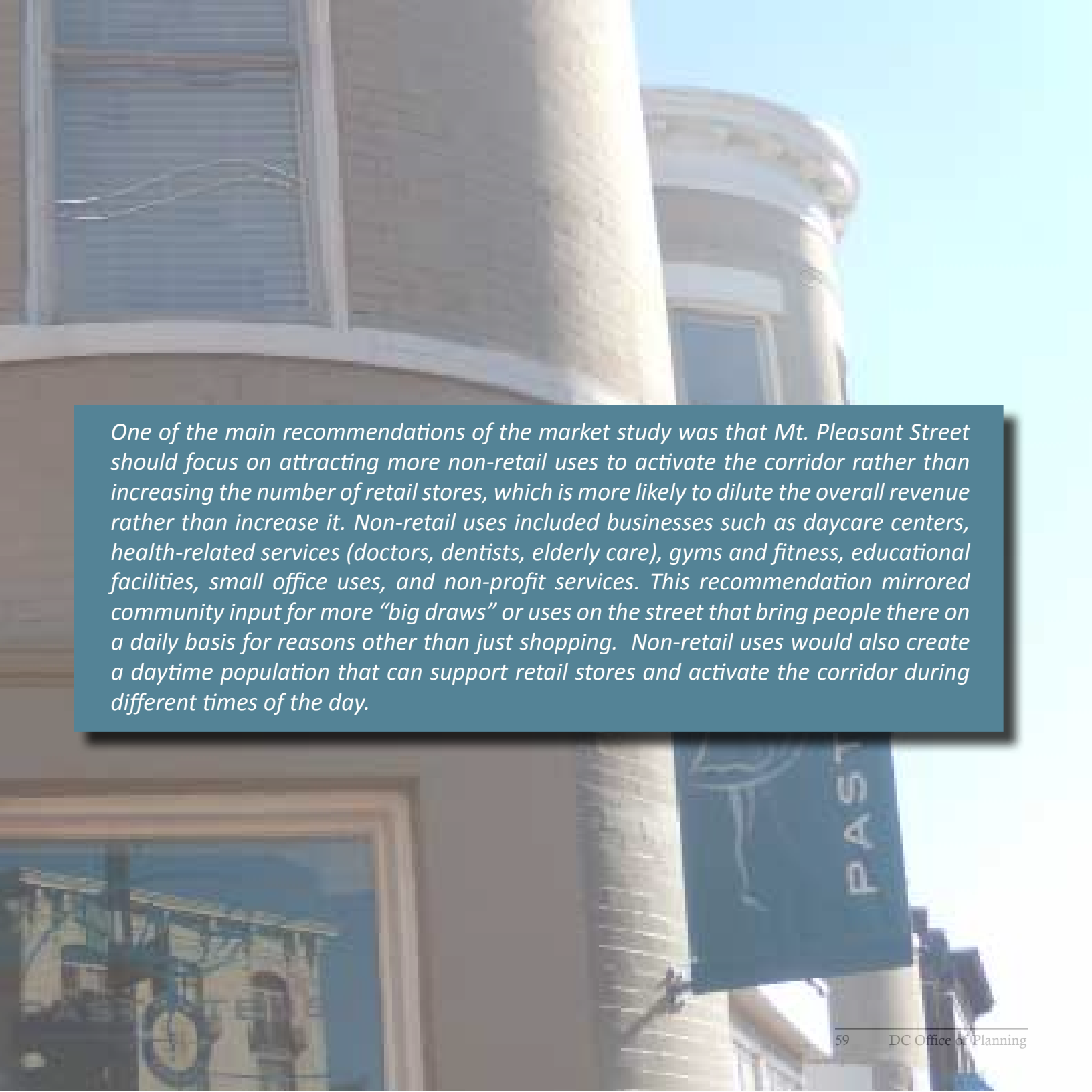
*There were a number of streetscape improvements recommended in DDOT's 2008 Mt. Pleasant Transportation Study that would greatly benefit economic development on the corridor. Community residents and neighborhood merchants strongly expressed the desire to see these streetscape improvements and the widening of Irving Street between 16th and Mt. Pleasant Streets. The implementation of these infrastructure improvements should be prioritized as capital improvement funds become available. The General Streetscape Improvements outlined in Volume II, Chapter 5 of the DDOT Mt. Pleasant Street Transportation Study include items such as:*

- a. New Lighting Fixtures
- b. New Tree Boxes
- c. Multi-Bay parking Meters
- d. Improved Pedestrian Crosswalks and;
- e. Bike Lanes and Additional Bike Stands

*The details of these recommendations can be viewed at [www.ddot.dc.gov](http://www.ddot.dc.gov) under Projects and Planning*

# goal 4:

increase non-retail and creative uses on  
mt. pleasant street



*One of the main recommendations of the market study was that Mt. Pleasant Street should focus on attracting more non-retail uses to activate the corridor rather than increasing the number of retail stores, which is more likely to dilute the overall revenue rather than increase it. Non-retail uses included businesses such as daycare centers, health-related services (doctors, dentists, elderly care), gyms and fitness, educational facilities, small office uses, and non-profit services. This recommendation mirrored community input for more “big draws” or uses on the street that bring people there on a daily basis for reasons other than just shopping. Non-retail uses would also create a daytime population that can support retail stores and activate the corridor during different times of the day.*



# recommendations

## 1 ● Actively recruit non-retail businesses such as daycare, health care, adult education, etc, as well as small office uses to the area.

*Mt. Pleasant Street could benefit from more non-retail businesses -- not focused on shopping or dining, that bring people to the corridor on a regular basis. Many older residents spoke of how the old post office served this function in the past, as it was a place residents would visit regularly and then stop by a nearby store to pick something up on the way back home. Past Tense Yoga Studio, Curves and the Dentist's office are current examples of non-retail businesses on Mt. Pleasant Street that draw people to the corridor on a regular basis, creating shopping opportunities.*

### Kickoff Action:

Work with the ANC and civic organizations to identify two preferred non-retail or creative business types in order to target recruiting efforts.

Partner with District agencies, such as the Washington DC Economic Partnership, to discuss a recruiting approach and advertise commercial vacancies.

## 2 ● Undertake Temporary Urbanism initiatives to transform vacant or underutilized sites and spaces into vibrant destinations and creative showcases.

*The Temporary Urbanism Program can leverage funds and help realize some of the short-term strategies to reduce the number of vacant storefronts identified through the neighborhood planning process. Mt. Pleasant Street has vacant and underutilized spaces available and the community wants to activate these spaces with complementary day and night-time non-retail/arts uses. These temporary uses could draw residents onto the street, promote the neighborhood, and highlight potential long-term tenancing opportunities.*

### Kickoff Action:

Create detailed profiles of all current vacant commercial spaces on Mt. Pleasant Street to be used as part of the Temporary Urbanism Initiative.

### 3: Implement immediate action steps from the Creative DC Action Agenda for establishing creative neighborhood activities on Mt Pleasant Street.

*The DC Creative Action Agenda identified the Mt. Pleasant community as an emerging neighborhood in DC's creative economy market. As part of the Creative DC Action Agenda, the strategies and resources designed to foster growth in the creative economic sector can be applied in Mt Pleasant. These strategies include strengthening the opportunities for local residents and businesses through education, workforce and business development, funding, facilities, land use, and cultural support infrastructure. For more information on the DC Creative Action Agenda, see [www.planning.dc.gov](http://www.planning.dc.gov)*

#### Kickoff Action:

Implement the following Creative DC Action Agenda items within the Mt. Pleasant Street commercial district:

1. Hold a District wide creative economy event on Mt. Pleasant Street;
2. Coordinate with community stakeholders and ANC 1D to make preparations to host a Creative Arts Street Market in concert with the Mt. Pleasant Farmers Market in the summer of 2011; and
3. Host a "career pathways for labor in the creative industries" event (such as set design and construction workers, culinary assistants, seamstresses, glassworks, etc) for the DC Latino community in Mt. Pleasant.

# goal 5:

preserve the community character by  
increasing opportunities for local merchants  
to purchase and maintain commercial spaces





*As stated previously, it is one of OP's primary planning policies to create distinctive neighborhoods and districts. , Increasing the amount of local owned retail space is an essential element to upholding this policy. Currently, the ownership rate by Ward 1 residents of the properties along Mt. Pleasant Street is less than 40 percent. OP heard repeatedly from business owners and community groups that the rising retail rents and space costs are causing increasing financial pressure and threatening local retailers ability to stay open. It is imperative that a strategy be developed to assist local entrepreneurs in purchasing commercial property to help secure their presence in the neighborhood.*

# recommendations

1. Establish relationships between business owners, local non profits, lending institutions, merchant associations, and government agencies to create regular programs or events on commercial real estate financing

*It is important to make sure positive relationships between the business community and the finance community are developed and strengthened over time. The best way to accomplish this is through regular events or programs to inform the business community and deepen relationships. These events should be held in the community and at times convenient to owners in order to maximize participation.*

## **Kickoff Action:**

Identify stakeholders to participate in initial discussions on programming opportunities and needs



## 2. Create a Mt. Pleasant Street-specific training program to assist business owners with small business loans and commercial financing to purchase or improve retail property

*Many small business owners may possess the sales revenue, business credit rating, and available assets to purchase the retail space they currently occupy through a lease but do not have the knowledge or training to do so. Given assistance on how to arrange finances, knowing what documents the bank will require, and instructions on reaching out to and negotiating with owners can go a long way to putting local retailers on the path to ownership.*

### Kickoff Action:

Coordinate with stakeholders to hold a commercial real estate lending training event in Mt. Pleasant for local businesses. This event would offer local CDCs, commercial banks, and small business institutions an opportunity to present their products directly to Mt. Pleasant business owners.





image provided by m.v.jantzen

implementation

# mt. pleasant street commercial revitalization strategy implementation process

The objective of The Mt. Pleasant Commercial Revitalization Strategy is to create a framework for public and private collaboration and investment to strengthen the economic health and physical character of the corridor. The goals and recommendations discussed in the previous chapter are designed to achieve these objectives, but even the best laid plans are ineffective without a strong implementation plan of action in place. The Mt. Pleasant Commercial Revitalization Strategy has a 5-7 year full implementation target timeframe. Meaning the objective is to have each of the recommendations in the plan implemented with seven years of the adoption date. Within a shorter timeframe, each revitalization plan recommendation is accompanied by a kickoff action. These actions, which are proposed to be completed within the first twelve months after the plan is adopted, are the first steps toward improving the condition of Mt. Pleasant Street. But the critical questions are; who will implement these items? How will the process be monitored? And what will be the implementation structure?

Based upon input from the Mt. Pleasant Street Revitalization Advisory Committee, examples of what has worked with other small area planning processes and OP policy, the implementation of the Mt. Pleasant Street Revitalization Strategy would be most effective if centered around the development of the following four factors:

1. Consistent communication and consultation with ANC 1D. The ANC commissioners are representatives of their Single Member Districts, and have insight into what implementation actions may be most effective

to reaching out to and serving members of the Mt. Pleasant community.

2. Making sure all documents, small business trainings and events recommended in this plan are be translated and implemented in both English and Spanish. It is critical to the full economic development of this corridor that all the revitalization plan activities and products are bilingual to ensure inclusion of as many residents and community stakeholders as possible.
3. The establishment of a Mt. Pleasant Street Small Business Liaison(s) to serve as point person(s) from within the Community. Having one or two people for neighborhood organizations, business owners and District agencies to coordinate with would allow and easier flow of information and coordination of activities.

Within the first twelve months, OP will serve as the primary point in establishing the factors outlined above. During the early stages of implementation, OP will work closely with the ANC and Neighborhood organizations to work on implementing the kickoff actions and act as the liaison between the community and the District agencies.

The following Chart outlines the project's goals and recommendations, lead implementer, potential funding sources and other information.



Revitalization Goals	Recommendations	Lead Implementer (Agency/Group)	Additional Agency/Group	Potential Funding Source/Program	Public Funding Required?	Implementing Timeframe
1. Capture more of the neighborhood customer base in order to strengthen existing small businesses and increase opportunities for new entrepreneurs.	1. Create a small business manual specifically for Mt. Pleasant Street to assist businesses in navigating the unique conditions and regulatory requirements of operating a business in the area.	Business Associations, Community Organizations	DSLBD	Neighborhood Investment Fund (NIF) Grants reStoreDC: Commercial District Technical Assistance Program (CD-TAP)	No	Short-Term
	2. Link businesses or eligible organizations to available funding opportunities for physical improvements to the interiors and exteriors of existing retail stores (such as façade improvements, interior remodeling, merchandise displays, bilingual signage, security improvements, etc).	DHCD, Local Community Development Corporations (CDC), LEDC	ANC 1D	Neighborhood Investment Fund (NIF) Grants & Loans; DHCD Façade Improvement Program	Yes	Mid-Term
	3. Encourage civic and tenant associations active in the neighborhood outside the study area to partner with local business associations to sponsor ongoing seasonal “Shop Mt. Pleasant” events at local retail establishments.	Business Associations, Community Organizations		N/A	No	Short-Term
	4. Recommend a community partnership with ABRA to create and implement a new pilot program to replace existing voluntary agreements and create a new process for managing alcohol licensure in the neighborhood.	ABRA, Community Organizations		N/A	No	Short-Term
2. Attract additional consumers to the corridor by promoting the unique character of Mt. Pleasant Street.	1. Develop promotional materials to market the unique character of the Mt. Pleasant Street businesses to District residents outside the neighborhood.	Community Organizations	WDCEP	Neighborhood Investment Fund (NIF) Grants reStoreDC: Commercial District Technical Assistance Program (CD-TAP)	No	Short-Term
	2. OP will coordinate with local business associations, DDOT, and WMATA to work together to implement Mt. Pleasant Street wayfinding signs along Lamont Street, Irving Street, Park Road, and within the Columbia Heights Metro Station.	DDOT, Local Business Assoc	ANC 1D	DDOT Transportation Enhancement Grant	Yes	Mid-Term

Revitalization Goals	Recommendations	Lead Implementer (Agency/Group)	Additional Agency/Group	Potential Funding Source/Program	Public Funding Required?	Implementing Timeframe
3. Improve the Mt. Pleasant Street streetscape and physical appearance by transforming it into a "Green Street."	1. Create a green streetscape design plan for Mt. Pleasant Street, which would incorporate raingardens for stormwater filtration, flowers and plantings, street furniture, bike racks, permeable and/or non-reflective pavements, use of reused, recycled, or re-useable materials, and green commercial waste removal practices, etc. Identify funding resources for implementation.	Community Organization, Business Assoc	DDOE	DDOT Transportation Enhancement Grant, DDOE Green Neighborhood initiatives	Yes	Short-term
	2. Support programs and services offered by local community organizations to further the effort to clean and green Mt. Pleasant.	Local CDCs		Neighborhood Investment Fund (NIF) Grants	Yes	Ongoing
	3. Encourage a continuous line of street trees along the corridor through the preservation of existing trees and by planting new ones	Community Organization, Casey Trees	DDOT	N/A	No	Mid-term
	4. OP Recommends that the General Streetscape Improvements and the Irving Street sidewalk recommendations in the DDOT 2008 Mt. Pleasant Street Transportation Study be implemented as funding becomes available.	DDOT		Capital Budget	Yes	Long Term
4. Increase non-retail and creative uses on Mt Pleasant Street	1. Actively recruit neighborhood services such as daycare, health care, and adult education, as wells as small office uses to the area	Business Assoc, Community organizations	WDCEP, ANC 1D	Neighborhood Investment Fund (NIF) Grants	No	Mid-Term
	2. Implement immediate action steps from the Creative DC Action Agenda for establishing creative neighborhood activities on Mt Pleasant Street.	OP	Business Assoc, Community organizations, ANC 1D	N/A	No	Short-Term
	4. Undertake Temporary Urbanism initiatives to transform vacant or underutilized sites and spaces into vibrant destinations and creative showcases.	OP	ANC 1D	N/A	No	Mid-Term

# LAMONT PARK

HESTER NELSON

1994

THE ARTWORK IN LAMONT PARK WAS COMMISSIONED  
THROUGH THE ART IN PUBLIC PLACES PROGRAM OF  
THE D.C. COMMISSION ON THE ARTS AND HUMANITIES

DCCAH1994.4







# acknowledgements:

## district of columbia

Adrian M. Fenty, Mayor

Valerie Santos, Deputy Mayor for  
Planning and Economic  
Development

Harriet Tregoning, Director of the Office  
of Planning

Rosalynn Hughey, Deputy Director for  
Citywide & Neighborhood Planning

Geraldine Gardner, Associate Director for  
Neighborhood Planning

Tarek Bolden, Ward 1 Neighborhood  
Planner and Project Manager

Melissa Bird, Ward 6 Neighborhood  
Planner

Emily Yates, Ward 2 Neighborhood  
Planner

Karen Thomas, Development Review  
Specialist

## agency partners

DC Office on Latino Affairs  
Mercedes Lemp, Director  
George Escobar

District Department of Transportation  
Gabe Klein, Director  
Gabriella Vega

## consultant

Partners for Economic Solutions  
Abby Ferretti, Principal  
Anita Morrison, Principal

Retail Compass  
Heather Arnold

## advisory committee

ANC 1D01, Phil Lepanto

ANC 1D02, Oliver Tunda

ANC 1D01, Jack McKay

ANC 1D01, Gregg Edwards

ANC 1D01, David Bosserman

ANC 1D01, Angelia Scott

Office of Councilmember Jim Graham,  
David Vacca

Hear Mt Pleasant,  
Claudia Schlosberg

Historic Mt Pleasant,  
Laurie Ballenger

Latino Association of Mt Pleasant,  
Juan Carlos Ruiz

Mt Pleasant Main Street,  
Alejandro Yepes

Mt Pleasant Neighborhood Association,  
Sam Broeksmit

Mt Pleasant Business Association,  
Gabriella Mossi

Mt Pleasant Business Association,  
Alex Kramer

Downtown Cluster of Congregations,  
Terry Lynch

Latino Economic Development Corp,  
Leda Hernandez

Neil Richardson

Evelyn Brewster



## ROUND FRIENDS TO SHARE THE RIDE

Share your commute with someone going your way. With a simple phone call or a few clicks online, you can register to receive a r/domatch list, so you don't have to go it alone every day.

Call or visit our web site  
[www.commuterconnections.org](http://www.commuterconnections.org)  
1-800-745-RIDE

A SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN YOUR COMMUTE

Commuter Connections® is a network of organizations providing free ride-matching and commuter information to the District of Columbia, Maryland, and Virginia.

**COMMUTER CONNECTIONS**  
A SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN YOUR COMMUTE

appendix



## **\*Notes on the Final Mt. Pleasant Street Revitalization Plan**

The following notes on the final Plan are in response to additional guidance offered by the Council of the District of Columbia, Committee of the Whole. The Council approved R 18-1167, the “Mt. Pleasant Street Small Area Action Plan Approval Resolution of 2010” on December 7, 2010.

1) OP acknowledges that since the launch of the Mt. Pleasant Street Commercial Revitalization Strategy there have been a number of recent developments in the Mt. Pleasant area, which will have a positive impact on the revitalization of the corridor:

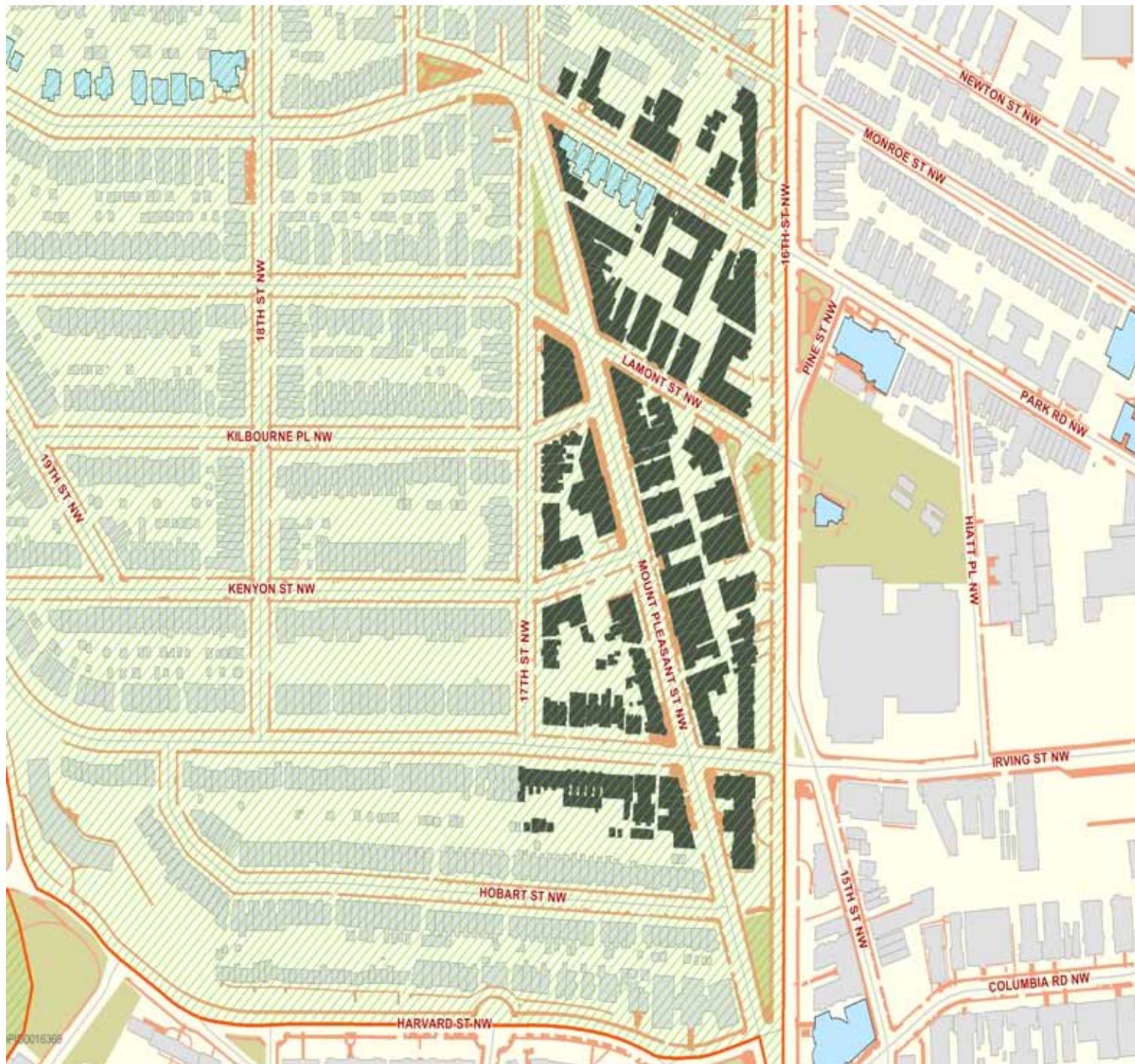
- a. The former Deauville Apartment building at 3145 Mount Pleasant Street, which was destroyed by a fire in 2008 and is being restored as 67 units of affordable housing;
- b. The improvements to the Historic Mount Pleasant Library are coming;
- c. A D.C. Circulator route runs through Mount Pleasant; and
- d. The rehabilitation of St. Dennis Apartments at 1636 Kenyon Street, which used innovative funding strategies that help preserve affordable housing in the neighborhood is moving forward.

2) Adding additional reference and clarity to OP’s recommendations on page 57 which references both adding new trees to the corridor and DDOT’s 2008 Mt. Pleasant Street Transportation Study’s General Streetscape Improvements, there is no set program for either of these recommendations and intends OP will work closely with DDOT during the implementation phase to explore all options to provide the best streetscape environment for all members of the community.

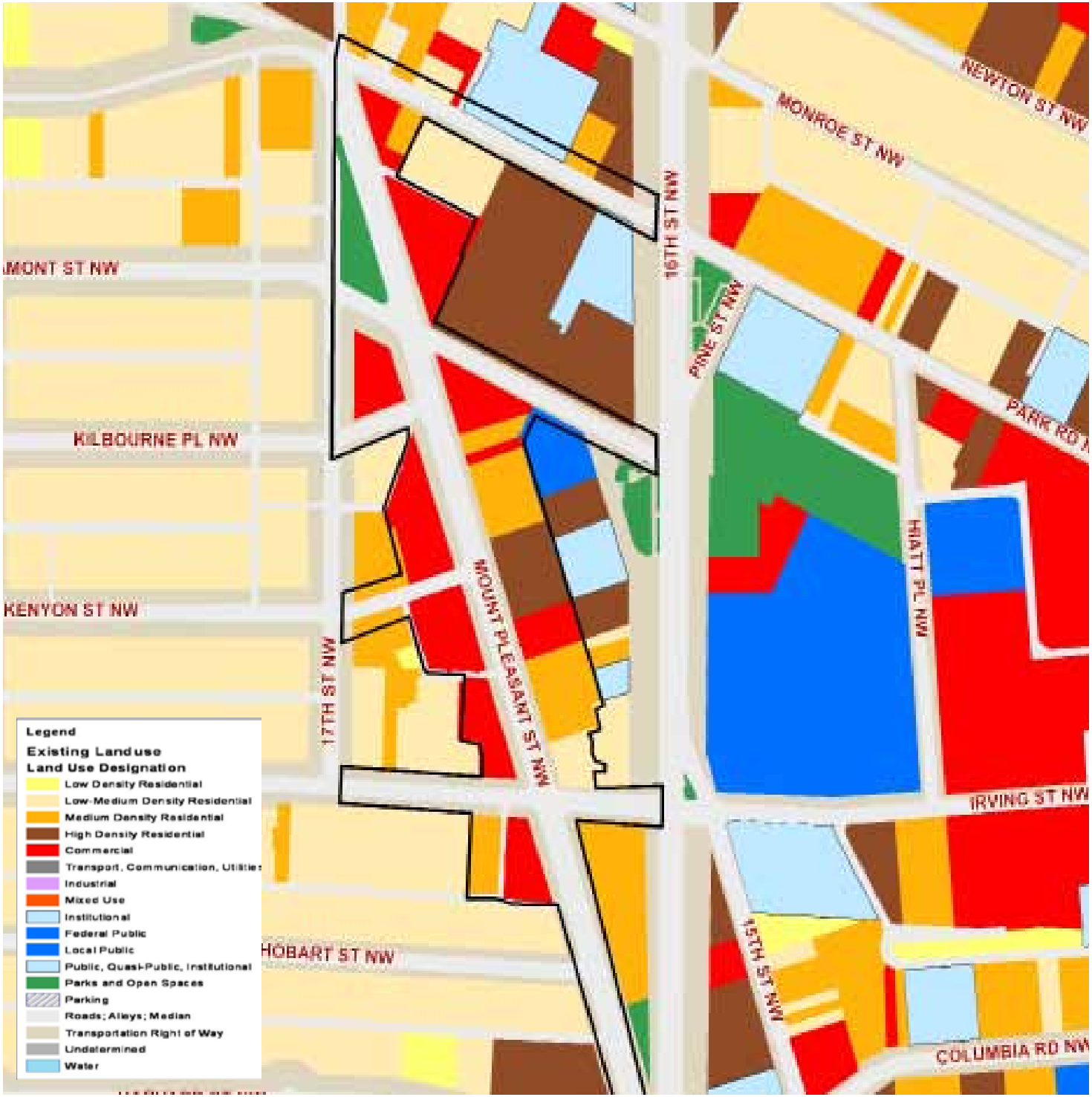
3) OP clarifies that during the plan implementation phase OP will coordinate with DDOT to ensure that the general streetscape improvements prioritize pedestrian passage and fit within the context of the urban environment.

4) OP will provide guidance to DDOT on the importance of improving the pedestrian link to the Columbia Heights Metro station along Irving Street. OP will continue to work with DDOT and other public and private entities to find innovative ways to increase pedestrian space and improve the safety and attractiveness of Irving Street.

5) Adding additional reference and clarity to OP’s recommendations regarding improving wayfinding signage to Mt. Pleasant Street, on page 53 of the revitalization plan Recommendation #2 states “OP will coordinate with local business associations, DDOT, and WMATA to work together to implement Mt. Pleasant Street wayfinding signs along Lamont St., Irving St., Park road, and within the Columbia Heights Metro Station.” Part of the basis of this recommendation is to better orient pedestrians getting off the metro at Columbia Heights to Mt. Pleasant Street through strategic signage.



Map of Historic District with designated historic buildings highlighted



Existing Land Use Map



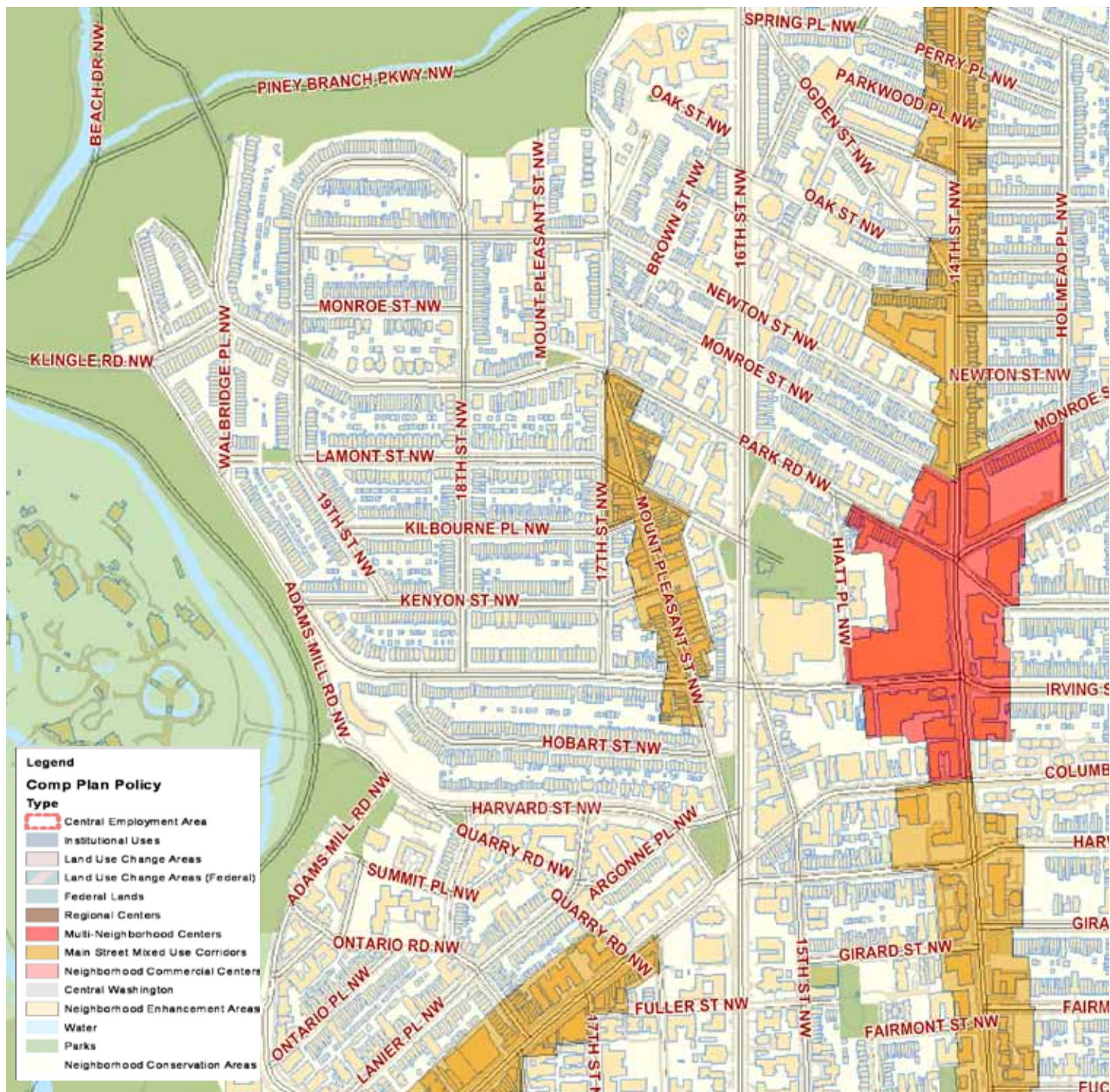


Mt Pleasant St Revitalization Framework Plan Boundaries Map



Concentration of Latino population by Census Tract

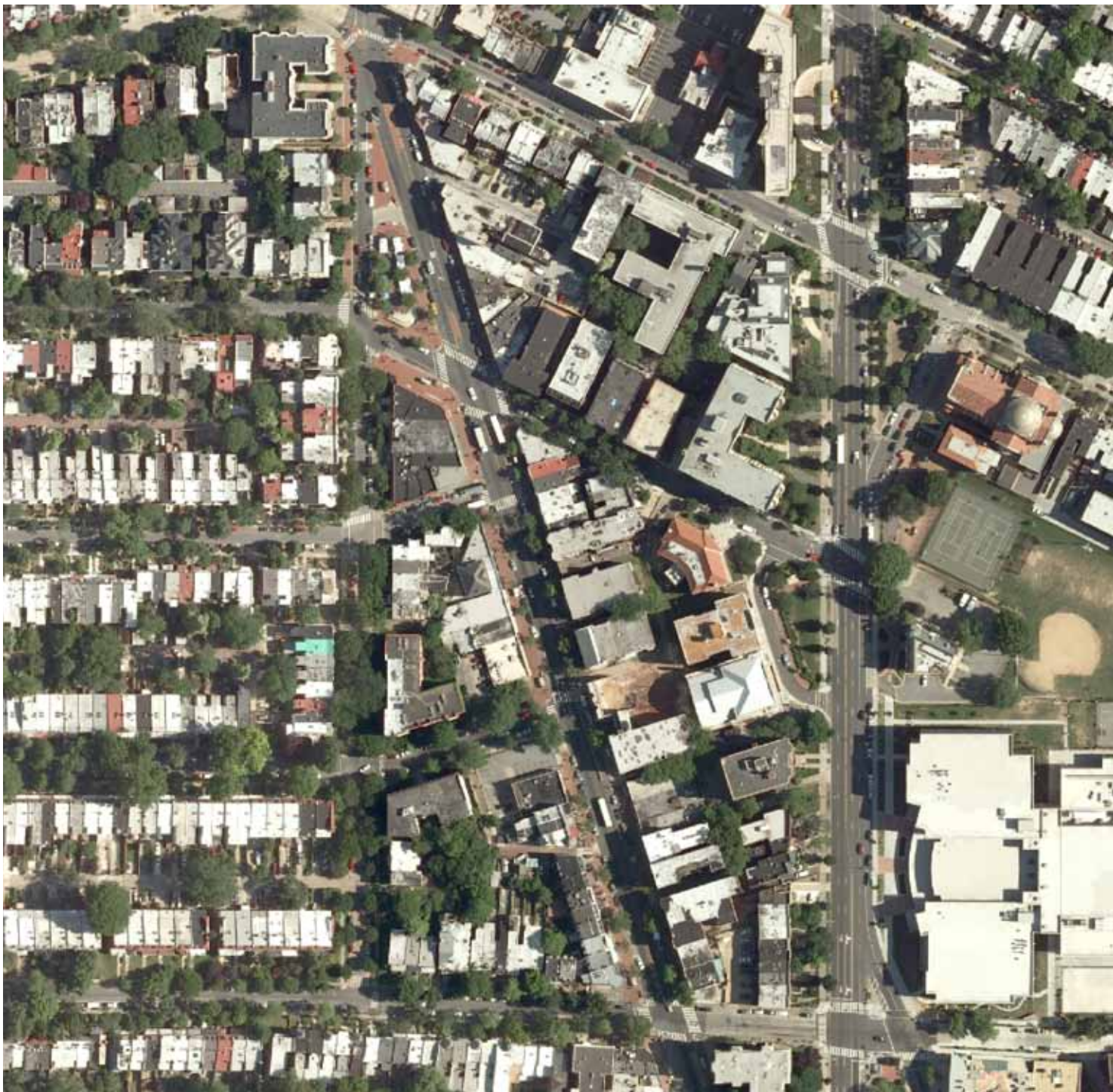








Mt Pleasant Street Zoning Map



Mt Pleasant Street Aerial View