

Florida Avenue Market Study

Our Goal

The Florida Avenue Market (FAM) Study provides a framework for the strategic redevelopment of the FAM study area as a vibrant missed-use neighborhood that protects the look and feel of the historic retail markets while providing a basis for new development and rehabilitation. Residents, institutions, businesses and property owners along with various District government agencies participated in a comprehensive planning process to create a vision and formulate a cohesive redevelopment strategy for the Florida Avenue Market that will:

- **Guide** land use and zoning decisions for the optimal mix of uses;
- **Enhance** opportunities for existing and new commercial enterprises;
- **Connect** the market and any new development to surrounding neighborhoods and transportation options;
- **Improve** the aesthetics and functionality of the public realm and buildings;
- **Promote** the market's rich history and expand cultural tourism

Visioning and Development Strategy

Summary of the Vision

- **Function: Public Kickoff** – New residential, office, and retail uses create a vibrant mixed-use destination that retains a revitalized wholesale/retail market.
- **Character** - A mix of densities ranging from moderate to medium to high density, designed in such a way to be integrated into surrounding development and community fabric.
- **Sense of Place** – An environment that is functional, safe, dynamic and appealing to the senses.
- **Allure** – A site that capitalizes on its unique assets and appeals to residents, office workers, market workers, visitors, and students.
- **Public Realm** – A vibrant public realm that creates user-friendly spaces and active ground floor uses with common design elements and human scaled development and design.
- **Connectivity** - Streetscapes that promote improved vehicular circulation and traffic calming while enhancing pedestrian circulation and access and decreasing pedestrian and truck conflicts.
- **Sustainability** – Development that embraces site and system sustainability features including applicable requirements of the Green Building Act of 2006, LEED certification, and best practices in storm water management.
- **Historic Preservation** – A site that includes preserved and adaptively reused market buildings and commemorates the site's unique history with signage and other design features.

For more information contact your Neighborhood Planning Coordinator:

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