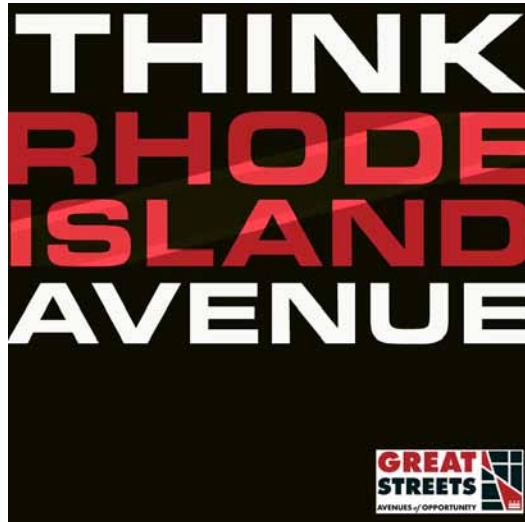


# **Rhode Island Avenue Great Streets Plan Existing Conditions Analysis**



**Submitted By:**

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**December 8, 2008  
FINAL**

## **Rhode Island Avenue Great Streets - Existing Conditions Analysis**

Rhode Island Avenue is a key gateway into the District of Columbia serving residents, businesses and commuters alike. The corridor, stretching between 4<sup>th</sup> Street NE to Eastern Avenue, NE covers a number of neighborhoods, including Eckington, Brentwood and Woodridge among others. The corridor encompasses a mix of single family residential, multifamily residential, public assets including a library and several faith organizations, as well as, a mix of low density commercial and retail uses. The following technical memo summarizes the existing land use, market and transportation conditions along the Rhode Island Avenue, NE corridor in Washington DC's Ward 5

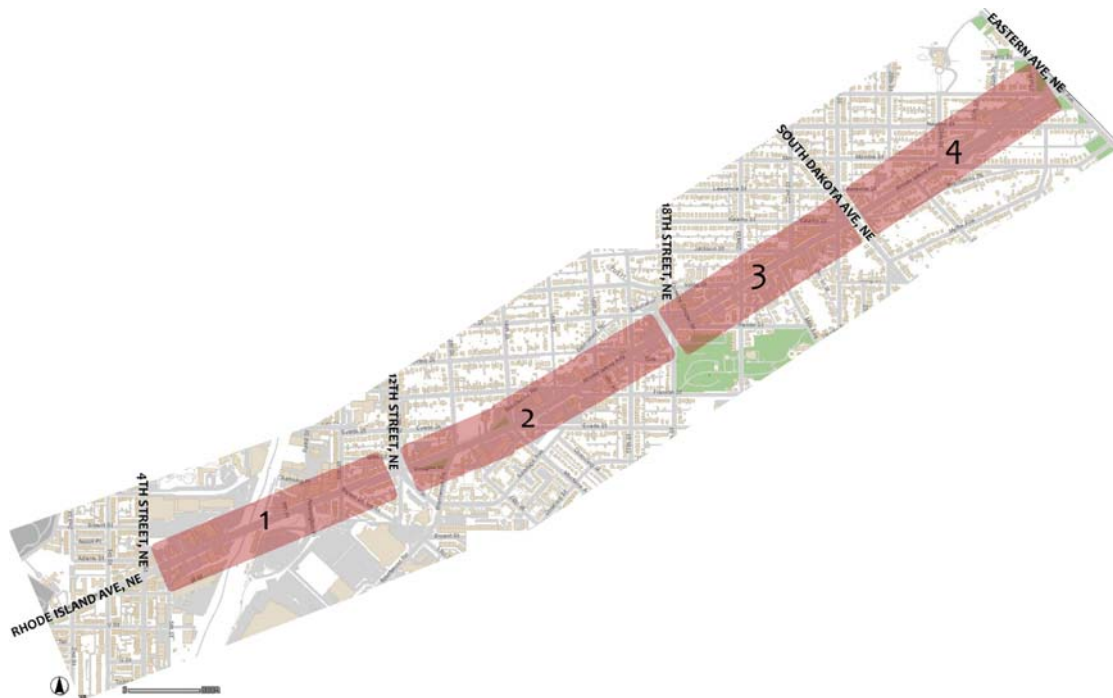
The memo is organized as follows:

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<b>SECTION II – Market Demographic Analysis</b>	Page 24
<b>SECTION III – Residential Market Analysis</b>	Page 25
<b>SECTION IV – Commercial Market Analysis</b>	Page 30
<b>SECTION V – Transportation Analysis</b>	Page 37

In addition to this memo, an exhibit package is included providing detailed demographic and market analysis as an Appendix.

## SECTION I – LAND USE

- Study area consists of Rhode Island Ave NE from 3<sup>rd</sup> Street to Eastern Ave.
- Broken down into four Sub Areas: 1. 4<sup>th</sup> to 12<sup>th</sup>, 2. 12<sup>th</sup> to 18<sup>th</sup>, 3. 18<sup>th</sup> to South Dakota and 4. South Dakota to Eastern Ave.
- A mix of residential: single family detached and multifamily. Multifamily concentrated at 10<sup>th</sup> Street, Franklin and Newton Street NE.
- Corridor of underutilized Commercial Zones: car lots, retail with surface parking and vacant storefronts.
- Potential Main Street between 20<sup>th</sup> and South Dakota Ave.
- Potential Arts District at Eastern Edge to connect to Mount Rainier's Arts District.
- Public Buildings exist along the corridor: Library, Fire Houses, and Police Youth Division.
- Comprehensive Plan supports transit orientated development at the Rhode Island Metro. Mixed use neighborhood serving retail with housing above is supported in other commercial zones along the corridor.



Development Map

## Landmarks



Western Edge Rhode Island Metro



Eastern Gateway

## Residential Uses



## Residential Single Family Housing



## Residential Multifamily Housing



## Public Facilities



Woodbridge Branch DC Public Library



Brentwood Firehouse



Police Youth Division



DC Firehouse 12

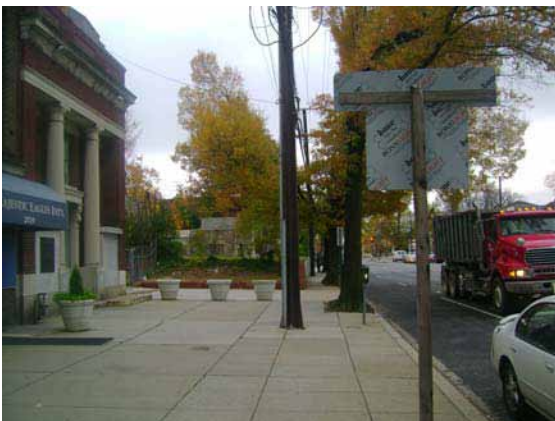
## Commercial Uses



## Commercial Storefronts



## Commercial Storefronts



## Transitions from Commercial to Residential Variation to Density at Potential Main Street

Mount Rainier



Mount Rainier's Arts District

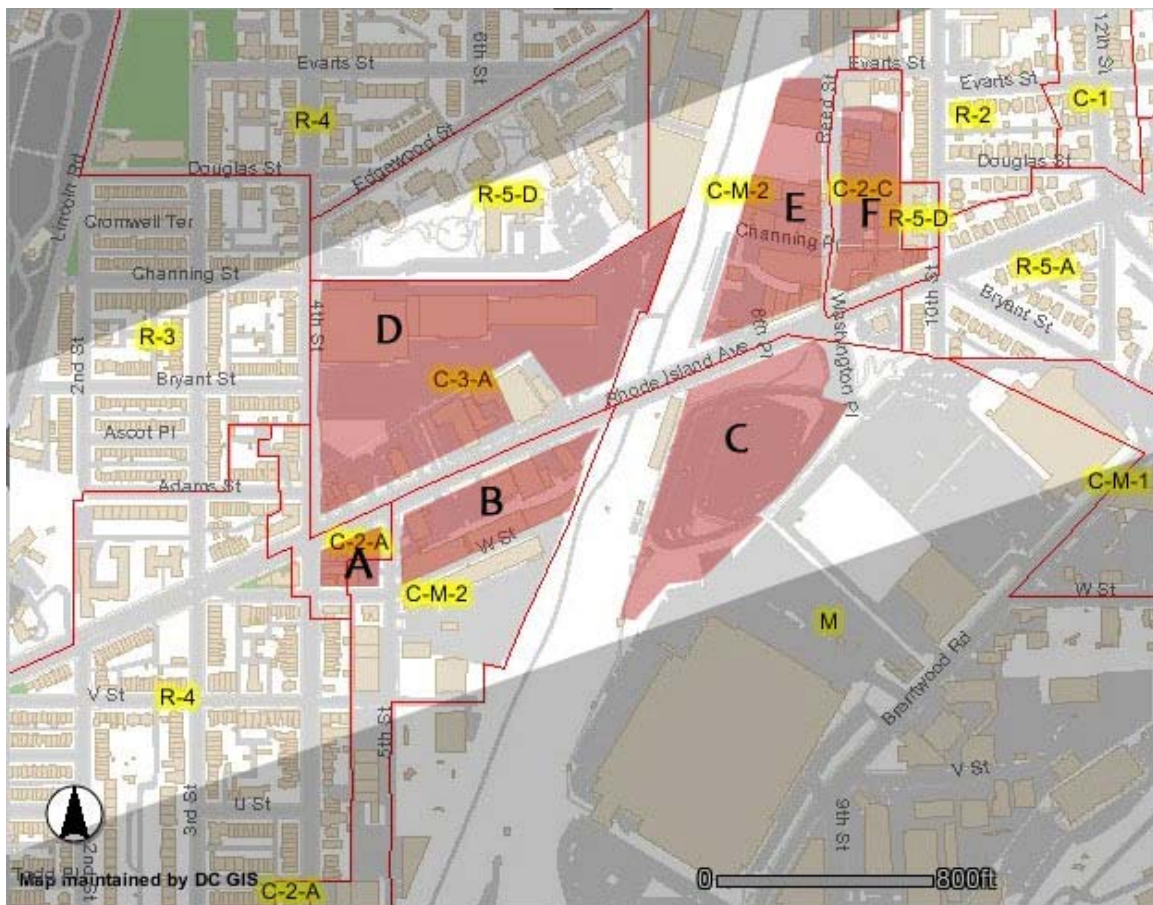


Historic Mount Rainier



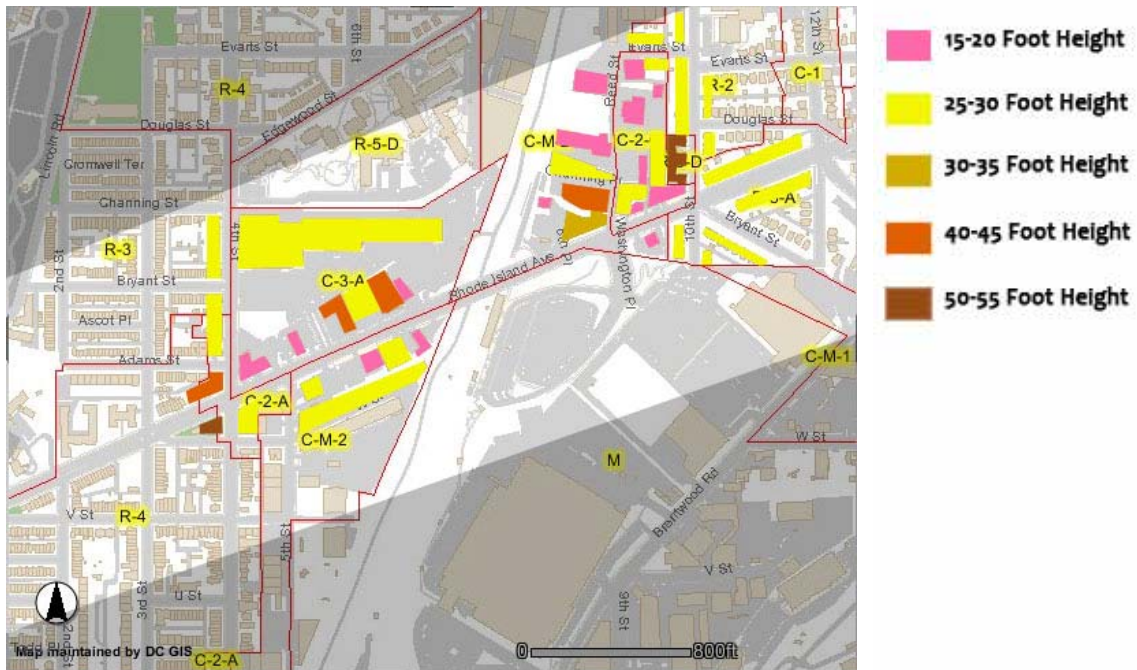
### Subarea 1:

- Existing Zoning includes: R-5-D, C-2-A, C-2-C, C-3-A, and C-M-2
- R-5-D Medium to High density residential with 3.5 FAR and 90 feet of height.
- C-2-A Moderate density mixed-use commercial and residential with 2.5 FAR and 50 feet of height.
- C-2-C High density mixed-use commercial and residential with 6.0 FAR and 90 feet of height.
- C-3-A Major retail, commercial and residential with 4.0 FAR and 65 feet of height.
- C-M-2 Medium bulk commercial and light manufacturing with 4.0 FAR and 60 feet of height.



Subarea 1: 4<sup>th</sup> thru 12<sup>th</sup> Street NE

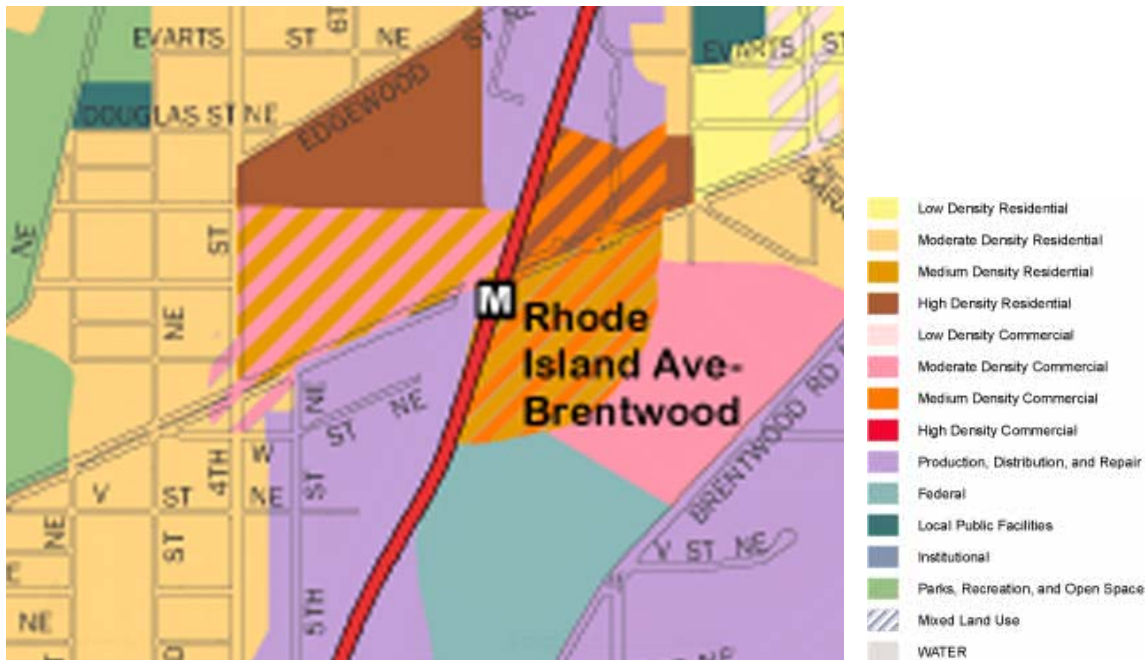




Existing Building Heights Map



Existing Land Use Map



Comprehensive Plan Land Use Map

- Supports Transit Oriented Development.

### Unrealized Development Opportunities:

Unrealized potential development sites have been identified through analysis of sites occupied by low density uses in locations where the current zoning allows for higher density.

#### Site A:

- Currently zoned C-2-A and C-M-2.
- Opportunities for potential development sites to realize available density.
- Over 70,000 SF of unused building area currently with the potential of over 105,000 SF total building area. Has potential to yield 40 units of housing, 23,000 SF of retail and 30,000 SF of office space.
- 12 foot sidewalks along Rhode Island Ave conducive for vibrant ground floor retail.

#### Site B:

- Currently zoned C-M-2.
- Preservation of existing Fire House with other opportunities for potential development sites to realize available density.
- Over 270,000 SF of unused building area currently with the potential of over 410,000 SF total building area. Has potential to yield over 30,000 SF of retail and 300,000 SF of office/ light production space.
- Area for possible change in zoning to allow more housing along Rhode Island in a mix of office, retail and housing and push the C-M-2 zone back to W Street.
- 12 foot sidewalks along Rhode Island Ave conducive for vibrant ground floor retail.

Site C:

- Currently under a Planned Unit Development.
- Planned to yield 274 units of housing, 70,000 SF of retail and 215-car metro parking garage.
- Planned completion date 2011.

Site D:

- Currently zoned C-3-A.
- Preservation of existing Church with other opportunities for potential development sites to realize available density.
- Over 1.6 million SF of unused building area currently with the potential of over 1.9 million SF total building area. Has potential to yield over 800 housing units, 300,000 SF of retail and 600,000 SF of office space.
- 12 foot sidewalks along Rhode Island Ave conducive for vibrant ground floor retail.

Site E:

- Currently zoned C-M-2. Comprehensive plan calls for high density mixed-use residential and medium density commercial at Rhode Island and supports current zone to the rear.
- Opportunities for potential development sites to realize available density.
- Over 1.1 million SF of unused building area currently with the potential of over 800,000 SF total building area. Has potential to yield over 13,000 SF of retail and 1 million SF of office/light production space.
- With change in zoning supported by Comprehensive plan, the site has potential add over 400,000 SF of building area. Has potential to yield 530 housing units mixed with 350,000 SF of office, 13,000 SF of retail and 250,000 SF of office/light production.
- 12 foot sidewalks along Rhode Island Ave conducive for vibrant ground floor retail.

Site F:

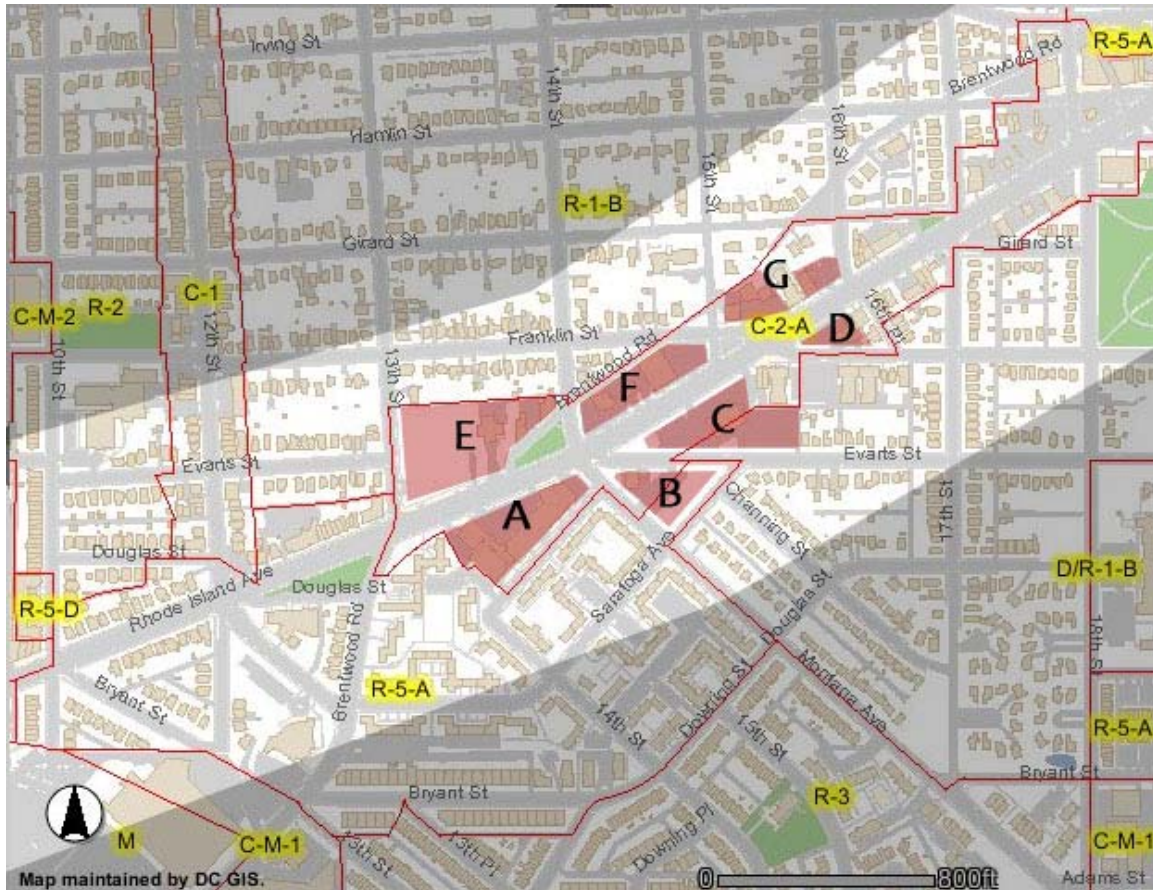
- Currently zoned C-2-C. Comprehensive plan calls for high density mixed-use residential and medium density commercial at Rhode Island and supports production and office use to the rear.
- Opportunities for potential development sites to realize available density.
- Over 800,000 SF of unused building area currently with the potential of over 1 million SF total building area. Has potential to yield 450 housing units 18,500 SF of retail, 200,000 SF of office and 270,000 SF of office/light production space.
- 12 foot sidewalks along Rhode Island Ave conducive for vibrant ground floor retail.



- Subarea 2:

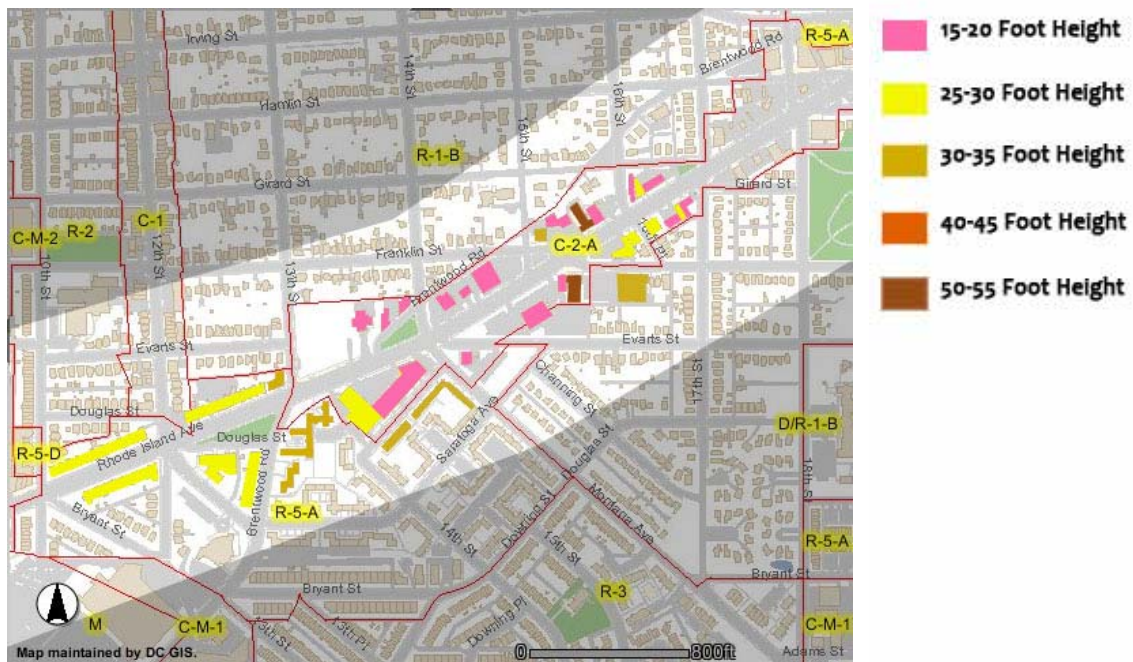
Existing Zoning includes: C-2-A

C-2-A: Moderate density mixed-use commercial and residential with 2.5 FAR and 50 feet of height.



Subarea 2: 12<sup>th</sup> thru 18<sup>th</sup> Street NE





Existing Building Heights Map



Existing Land Use Map



Comprehensive Plan Land Use Map

- Supports mixed use and moderate density.

### Unrealized Development Opportunities:

Unrealized potential development sites have been identified through analysis of sites occupied by low density uses in locations where the current zoning allows for higher density.

#### Site A:

- Currently zoned C-2-A.
- Opportunity for preservation and repositioning existing property.
- Site currently has over 50,000 SF of retail.
- Surface parking facing Rhode Island.

#### Site B:

- Currently zoned C-2-A.
- Other opportunities for potential development sites to realize available density.
- Over 95,000 SF of unused building area currently with the potential of over 97,000 SF total building area. Has potential to yield 65 housing units and 20,000 SF of retail.
- Area for possible reconfiguring of Evart Street to accommodate more regular lot areas by combining Sites B and C.
- 30 feet of public space to street along Rhode Island Ave is conducive to vibrant ground floor retail.

#### Site C:

- Currently zoned C-2-A.
- Opportunities for potential development sites to realize available density.

- Over 200,000 SF of unused building area currently with the potential of over 270,000 SF total building area. Has potential to yield 191 housing units and 65,000 SF of retail.
- Area for possible reconfiguring of Evart Street to accommodate more regular lot areas by combining Sites B and C.
- 30 feet of public space to street along Rhode Island Ave is conducive to vibrant ground floor retail.

Site D:

- Currently zoned C-2-A.
- Opportunity for potential development site to realize available density.
- Over 33,000 SF of unused building area currently with the potential of over 37,000 SF total building area. Has potential to yield 35 housing units.

Site E:

- Currently zoned C-2-A.
- Opportunities for preservation of fire house and potential development sites to realize available density.
- Over 240,000 SF of unused building area currently with the potential of over 249,000 SF total building area. Has potential to yield 235 housing units.
- Area of possibly reclaiming Brentwood Road to accommodate more regular lot areas and yield higher density.

Site F:

- Currently zoned C-2-A.
- Opportunities for potential development sites to realize available density.
- Over 100,000 SF of unused building area currently with the potential of over 135,000 SF total building area. Has potential to yield 96 housing units and 30,000 SF of retail.
- 17 feet of public space to street along Rhode Island Ave is conducive to vibrant ground floor retail.

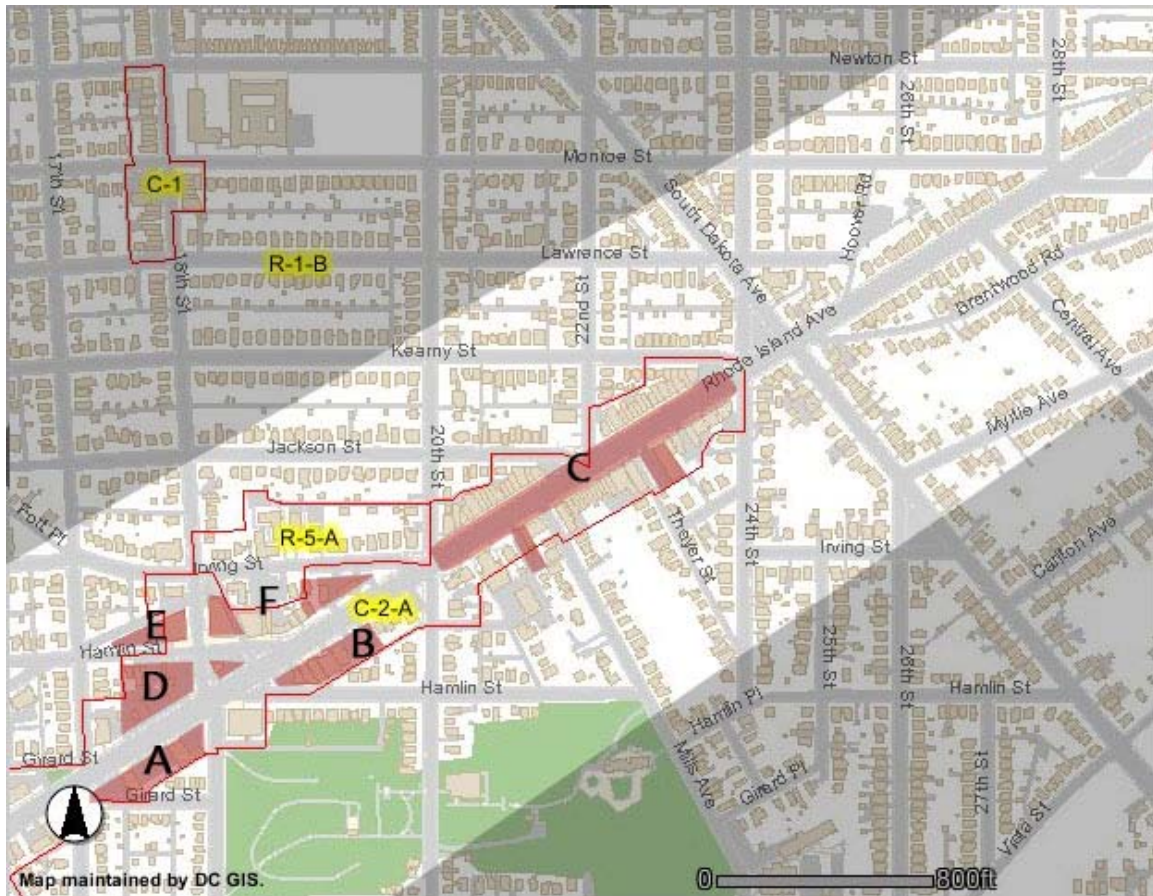
Site G:

- Currently zoned C-2-A.
- Opportunities for potential development sites to realize available density.
- Over 100,000 SF of unused building area currently with the potential of over 140,000 SF total building area. Has potential to yield 133 housing units.



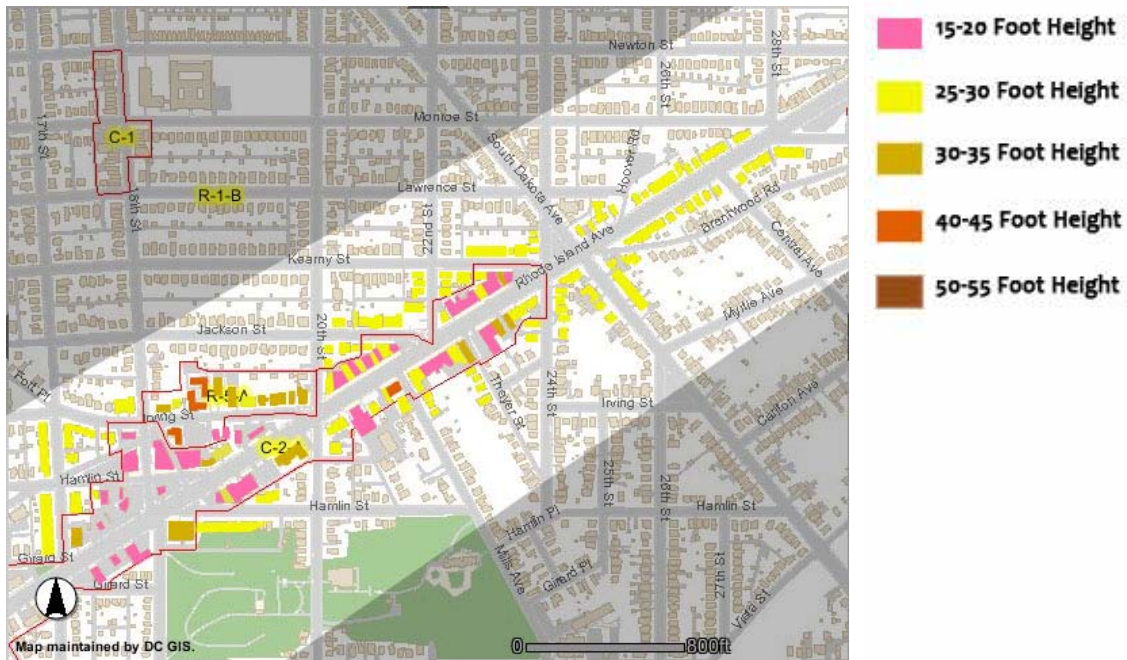
Subarea 3:

- Existing Zoning includes: C-2-A
- C-2-A Moderate density mixed-use commercial and residential with 2.5 FAR and 50 feet of height.



Subarea 3: 18<sup>th</sup> thru South Dakota Ave NE





Existing Building Heights Map



Existing Land Use Map



# Comprehensive Plan Land Use Map

- Supports Main Street mixed use with moderate density.

### Unrealized Development Opportunities:

Unrealized potential development sites have been identified through analysis of sites occupied by low density uses in locations where the current zoning allows for higher density.

Site A:

- Currently zoned C-2-A.
- Opportunities for potential development sites to realize available density.
- Over 60,000 SF of unused building area currently with the potential of over 86,000 SF total building area. Has potential to yield 82 housing units.

Site B:

- Currently zoned C-2-A.
- Opportunities for preservation of housing stock and potential infill development sites to realize available density.
- Over 79,000 SF of unused building area currently with the potential of over 94,000 SF total building area. Has potential to yield 65 housing units and 20,000 SF of neighborhood services.
- 30 feet of public space to street along Rhode Island Ave is conducive to vibrant ground floor retail.

Site C:

- Currently zoned C-2-A.
- Has potential of a Main Street. Opportunities to preserve and reposition existing building storefronts. Some opportunities for potential infill development sites to increase density.

- Over 34,000 SF of unused building area currently with the potential of over 36,000 SF total building area. Has potential to yield 25 housing units and 9,000 SF of retail.
- 30 feet of public space to street along Rhode Island Ave is conducive to vibrant ground floor retail.

Site D:

- Currently zoned C-2-A.
- Opportunities for preservation of Police Youth Station and potential development sites to realize available density.
- 107,000 SF total building area. Has potential to yield 101 housing units.

Site E:

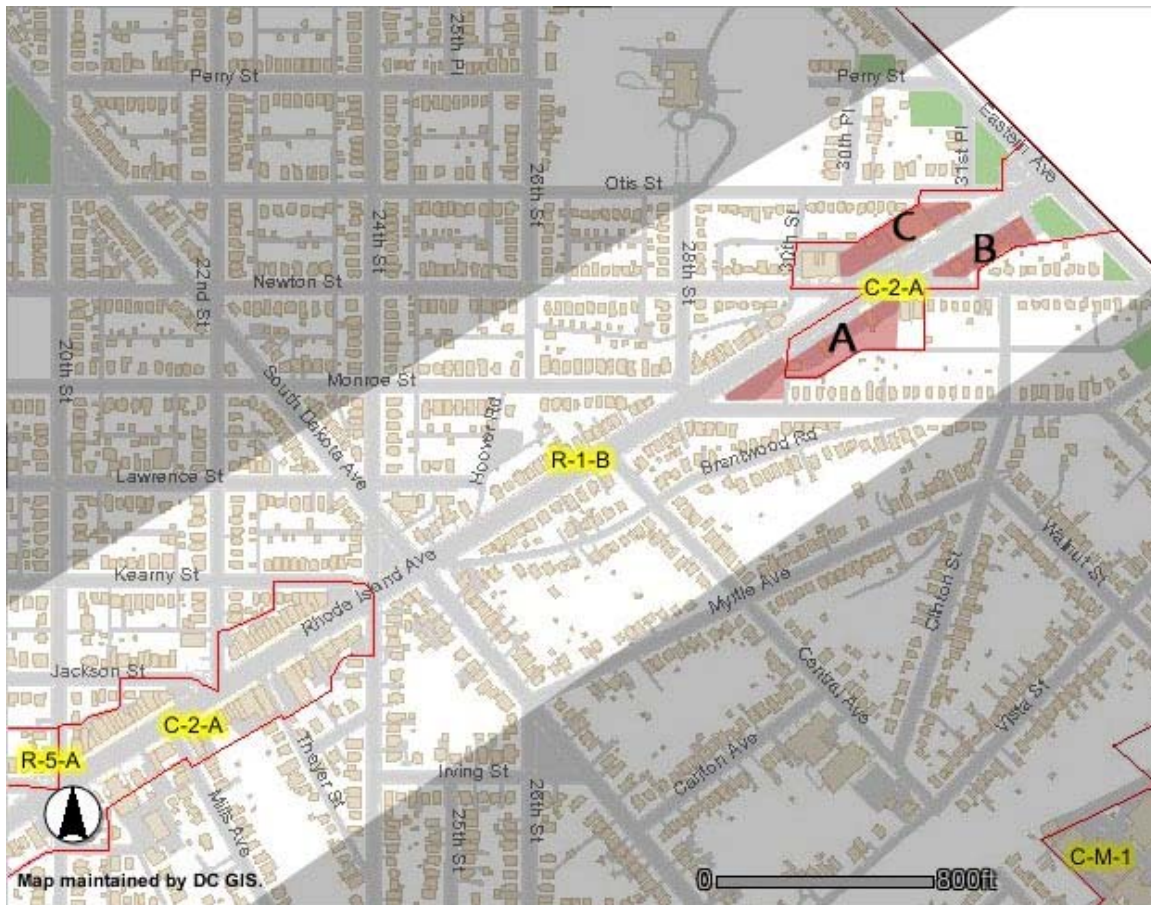
- Currently zoned C-2-A and R-1-B. Possibility of rezoning the R-1-B portion of the site to C-2-A.
- Opportunity for potential development sites to realize available density.
- Over 50,000 SF of unused building area currently with the potential of over 57,000 SF total building area. Has potential to yield 50 housing units.

Site F:

- Currently zoned C-2-A.
- Opportunities for potential development sites to realize available density.
- Over 90,000 SF of unused building area currently with the potential of over 120,000 SF total building area. Has potential to yield 115 housing units.
- Area of possibly reclaiming Queens Chapel Road and Hamlin Street to accommodate more regular lot areas and yield higher density.

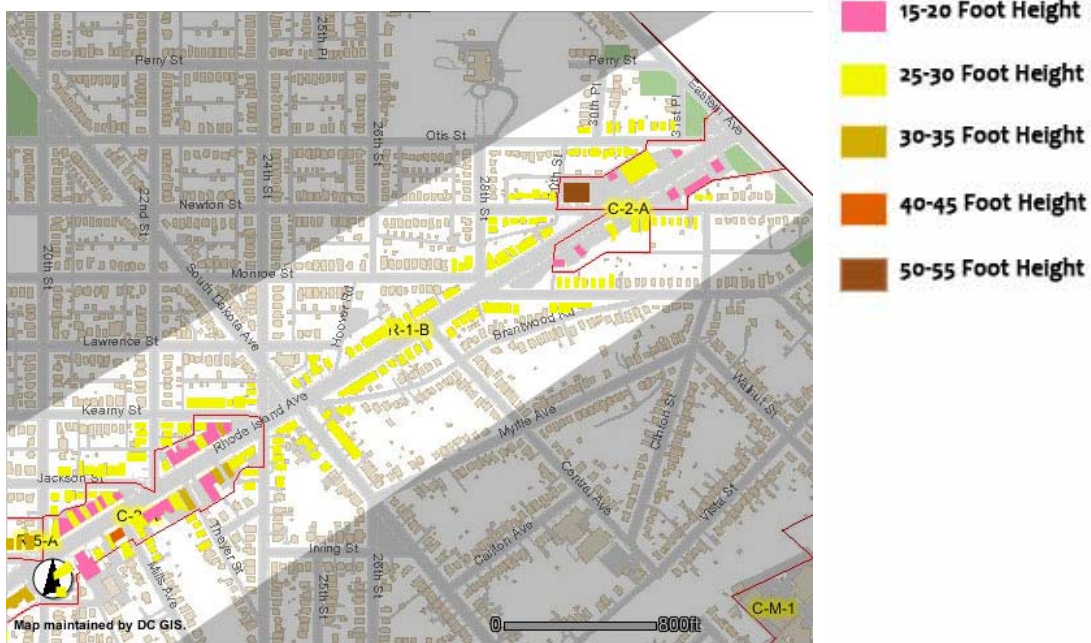


- Subarea 4:
- Existing Zoning includes: C-2-A
- C-2-A Moderate density mixed-use commercial and residential with 2.5 FAR and 50 feet of height.



Subarea 4: South Dakota thru Eastern Ave NE





Existing Building Heights Map



Existing Land Use Map



### Comprehensive Plan Land Use Map

- Commercial zone at Eastern calls for low density commercial. Current zoning (C-2-A is a moderate density) conflicts with Comprehensive Plan. A potential Arts District development will need moderate density. A low density zone will not yield building areas sufficient for housing above commercial.

### Mount Rainier Arts District

- Mount Rainier has a mix-use development occupied with arts related retail at the ground floor level (Artmosphere Café). Infrastructure improvements have been made to slow traffic through the district. Dedicated parking lanes, landscaped median dividing Rhode Island and traffic circle with public signage demarking the area.

### Unrealized Development Opportunities under C-2-A:

Unrealized potential development sites have been identified through analysis of sites occupied by low density uses in locations where the current zoning allows for higher density.

#### Site A:

- Currently zoned C-2-A.
- Opportunities for potential development sites to realize available density.
- Over 120,000 SF of unused building area currently with the potential of over 145,000 SF total building area. Has potential to yield 100 housing units and 30,000 of retail.
- 30 feet of public space to street along Rhode Island Ave is conducive to vibrant ground floor retail.

#### Site B:

- Currently zoned C-2-A.
- Opportunities for potential development sites to realize available density.
- Over 88,000 SF of unused building area currently with the potential of over 92,000 SF total building area. Has potential to yield 65 housing units and 20,000 SF of retail.
- 30 feet of public space to street along Rhode Island Ave is conducive to vibrant ground floor retail.

Site C:

- Currently zoned C-2-A.
- Opportunities to preserve and reposition existing BT&T and Hedin House buildings. Other opportunities exist for potential development sites to realize available density.
- Over 77,000 SF of unused building area currently with the potential of over 100,000 SF total building area. Has potential to yield 72 housing units and 25,000 SF of retail.
- 30 feet of public space to street along Rhode Island Ave is conducive to vibrant ground floor retail.

## **SECTION II – NEIGHBORHOOD DEMOGRAPHICS**

*Detailed Demographic Trends May be Found in Appendix Section 1*

### **Primary Market Area (PMA)**

- The PMA is bounded by N Capital Street to the west, Michigan Ave and Otis St (north), Eastern Ave (east), and New York Ave (south).

### **Neighborhood Description**

- Rhode Island Ave consists primarily of medium-density retail and residential land uses. Much of the street includes one-story commercial structures, single family homes, townhomes, and some mid-rise apartment buildings.
- Most of the land uses in the area off of Rhode Island Avenue are single family homes.
- Warehouse and industrial space is clustered near the Rhode Island metro station. This area contains significant ground-level parking.
- From 12th Street to 18th Street there are detached homes, some multi-family apartment buildings, churches and community facilities, and some pockets of commercial land uses.
- From 18th Street to Monroe Street there are detached homes and light retail to the west; a traditional-looking Main Street consisting of primarily vacant small retailers; additional retail and community facilities such as places of worship; and detached homes to the east.
- From South Dakota Avenue to Eastern Avenue there are numerous low-intensity auto-oriented land uses, parking lots, and vacant parcels, in addition to detached homes.

### **Demographics**

- There are approximately 31,800 people and 12,500 households (Claritas) in the PMA.
- The median household income in the PMA is \$46,400 versus median income for DC of \$54,200.
- The area population has stayed relatively stable over the last ten years.
- The average household size is relatively large at 2.35 people per household projections anticipate a reduction in overall household size over the next five years.
- There is a sizeable elderly population in the area, as 31% of the population is over the age of 65. For comparison, 19% of the overall Washington, DC population is over 65.



### **SECTION III – RESIDENTIAL MARKET ANALYSIS**

*Detailed Residential Market Trends May be Found in Appendix Sections 2 - 4*

#### **Resale Market**

- Year to date there have been 62 single family detached resales and 13 condominium resales in the 20018 zip code; this trend, annualized is roughly 50% of the resale volume in this zip code in 2006.
- On average price fall between \$200,000 and \$400,000 within the submarket; however again these prices are trending down from 2007 and 2006 averages.
- These decreases in both the volume and price point are reflective of overall changes within the DC market.

#### **New For – sale Market**

- There are nine currently-active or recently-active for-sale developments in the area.
- Most new for-sale product in the area comes in the form of condominiums that have been converted from apartments in medium-sized buildings (15 – 30 units).
- Many have ceased sales, and are instead leasing units given challenging market and mortgage conditions.
- The average price range of for sale product is between \$215,000 and \$270,000 with absolute prices ranging between \$150,000 and \$380,000.
- The average unit sizes are between 520sf to 860sf, with absolute sizes ranging from 400sf to 2000 sf.
- Sales paces over the last couple of years have ranged from 0.5-2 units per month per active project. Avg Absorption is one unit/month
- Absolute sales price: \$275/\$400/sf
- Dakota Crossing is located in the Fort Lincoln area, in the southeast area of the PMA. The project includes 209 townhomes (mid to upper \$400,000s), 28 of which remain unsold.
- The active Condominium projects in the area are selling studios, 1BRs, and 2BRs primarily between 500 and 900 SF, and range in price from \$150,000 to \$350,000.

### **Current Buyers**

- Many of the people who are buying in the Rhode Island Ave area were previously renting in other more expensive areas in DC or the Arlington, VA area.
- People want something in the District and within walking distance to a metro line, yet affordable, and with good finishes and execution.

### **Active Developers**

- Douglas Development owns a significant amount of industrial/warehouse space in the Rhode Island Ave metro area. He is currently planning an office development called Channing Place on 806 Channing Place SE.
- Urban Atlantic / Mid City Urban is developing a mixed-use project with 274 apartment units on the existing Rhode Island Ave metro parking lot.
- H Street CDC is proposing to develop a 170-unit apartment building at 2313 Rhode Island Ave NE

### **Sales Trends**

- Within the PMA SFD and Condo sales have dropped considerably since 2006, with detached homes and condos under \$300,000 are performing much better than those over \$300,000

### **Rental Market**

- No new rental projects actively leasing in immediate market area. The closest Northeast new apartment building is located at the Fort Totten Metro Station, currently in lease-up.
- There are numerous older mid-rise market-rate apartment buildings and a handful of mid-rise to high-rise subsidized apartment buildings.
- The majority of rental buildings along the corridor are twenty to forty years old, and include a mix of subsidized and market rate housing.
- At the upper ranges the rents range from \$1200 - \$2200/month for well managed apartments close to Catholic University.
- In general, apartment units along the corridor are achieving rents between \$725 to \$1,200 or \$1.40 - \$2.25 a square foot.
- The average occupancy is 90% throughout the corridor.

## **Future Supply and Trends**

- Across Washington, DC, condo building permits have dropped dramatically in 2007 and 2008. There were 1,980 permits issued in 2006, 1,330 in 2007, and a projected 350 by the end of 2008.
- Single-family detached building permits in Washington, DC have spiked from an average of 150 per year from 2003-2006 to 570 in 2007 and 300 in 2008 (projected).

## **Planned & Proposed**

- There are as many as 14 residential development projects planned or proposed in or adjacent to the PMA.
- However, due to the current state of the market, at least three projects are on hold.
- The planned and proposed developments include over 13,000 residential units combined.
  - Projects directly on or adjacent to Rhode Island Ave include:
    - Rhode Island Station
      - At current metro parking lot
      - Urban Atlantic/Mid City Urban and A&R Development
      - 274 apartment units, 20% affordable, ground-floor retail
    - Rhode Island Avenue Gateway
      - At 4<sup>th</sup> Street and Rhode Island Ave
      - H Street CDC
      - 170 apartment units
    - 116 T Street
      - 184 units planned
    - Brookland Square
      - NE corner of 13<sup>th</sup> Street and Rhode Island Ave
      - Currently on hold
      - Republic Land
      - 4-story, 323-unit apartment or condominium building

## Market Interviews

- Discussions, summarized below, were had with the following people:
  - Bo Menkiti, President of the Menkiti Group
  - Douglas Jemal Development Corporation (broker)
  - Victoria Davis, President of Mid City Urban
  - David Roodburg, CEO of Horning Brothers
  - Gerard DiRuggiero, Urban Land Company
- Market dynamics make unsubsidized development unfeasible currently: due to high construction costs, and low buyer demand. New development along Rhode Island Ave is seen as untested and risky.
- However, there is consensus that Rhode Island Ave has great potential, and that with a market rebound and some public help, denser development can be successful. This may include mixed use space and mid-rise residential buildings.
  - Primary obstacles to development include:
    - Existing zoning does not allow for needed densities and scale
      - Recommendation: up-zone area
      - Recommendation: allow for greater range of land use and building density
      - Recommendation: help expedite approvals process (especially the PUD process)
    - Existing parcels are often too small for larger developments
      - Recommendation: help developers with land assemblage
- Once market picks up, units under \$250,000 and between 600-700 SF will be in huge demand.
- Structured parking will be very hard to support financially.
- Currently there are talks in local government of implementing a 5% tax on the sales price of every condominium unit in a renovated building. This would be a large blow to an already-hurting market, and would encourage new development over adaptive-reuse and renovation.
  - Existing retail does not match needs of neighborhood residents. Wants:
    - Sit-down restaurants
    - Coffee shop / Café, internet café
    - Kinkos
    - Book store
    - Grocery store



## **Demand Projections**

- We calculated the approximate demand for condo, apartment, and townhome units along Rhode Island Avenue by looking at historical market capture and determining that this area should capture between 8% and 10% of housing demand within the northeast market area of Washington, DC.
  - Condominiums: annual demand grows from 17 units in 2009 to 120 in 2020.
  - Townhomes: annual demand grows from 11 units in 2009 to nearly 30 in 2020.
  - Apartments: annual demand grows from 12 units in 2009 to nearly 90 in 2020.

## **Residential Policy Issues:**

- Up-zone area, allow for greater flexibility, and help expedite approvals (especially PUD) process.
- Assist with land assemblage; help developers obtain larger parcels through partnerships or assistance with acquisition.
- The 5% sales fee on condo sales in renovated buildings, if passed, will be a substantial disincentive to residential development throughout the corridor.
- Structured parking as it will be difficult to finance given achievable market rents/prices and will be a deterrent to development.
- Address blighted/abandoned buildings along corridor, in particular vacant buildings at Franklin Street and between 20<sup>th</sup> and 24<sup>th</sup> Streets NE.
- Support of income diversity within the residential developments along the Avenue will be important to creating a vibrant community.
- Difficulty in the credit markets for both construction and consumer debt make many projects currently un-developable.

## **SECTION IV – COMMERCIAL MARKET ANALYSIS**

### **Existing Office Conditions**

- Office space provided for neighborhood-serving businesses and flex/warehouse spaces
- CoStar lists 26 existing office properties totaling just over 125,000 square feet
- Little vacant space in the area
- Available inventory consists of low-density (one to two story) older structures with limited off-street parking
- Primarily Class C space with limited reinvestment evident from the exteriors
- Channing Place by Douglas Development is the only proposed office development
  - Consists of approximately 113,500 square feet and 147 parking spaces proposed to be completed in 2010
  - Located just east of the Metro line off Reed Street
- Future office development will require assembling larger parcels
- Office market demand has not yet extended north beyond the NoMa submarket; minimal office activity at competitive Metro stations (Brookland, Fort Totten and Takoma)
- Future opportunities are focused on neighborhood-serving office space and Class B office space for cost-sensitive tenants
- Corridor could support 150,000 square feet of space now (including existing space), increasing to 200,000 square feet by 2020

### **Retail**

#### **Existing Retail Conditions**

- Nodes of activity different along study area
  - Monroe to Eastern Avenue– primarily underutilized auto sales and repair
  - 20<sup>th</sup> to South Dakota Avenue – largely intact Main Street cluster of continuous storefronts with high vacancies, several religious uses and a few new stores
  - 13<sup>th</sup> to 18<sup>th</sup> – small aging shopping center at 14<sup>th</sup>, several religious uses and three sit-down restaurants
  - 4<sup>th</sup> to 10<sup>th</sup> – two major organized shopping centers (Rhode Island Place and Rhode Island Avenue Shopping Center) and primarily institutional uses
- CoStar inventory includes 112 properties with almost 805,000 square feet (likely missing 25,000 to 50,000 square feet in older buildings not being actively marketed) with low reported vacancies

- Further from Metro higher number of vacancies
  - Northwest side of 2000 block of Rhode Island Avenue – only two occupied spaces in a row of storefronts
  - Shopping centers fully leased except for one small store with a pending lease
- Rents range from \$32 to \$45 NNN for newer commercial space near the Metro; \$20 to \$30 NNN further away in stand-alone or older buildings
- Existing supply by store type:

#### **Rhode Island Avenue, NE Retail Businesses by Category**

Retail Category	Total Businesses	
	Number	Percent
Food & Beverage	36	19%
Grocery	17	9%
Personal Care	10	5%
Clothing & Shoes	30	16%
Jewelry	3	2%
Auto-Related Parts, Service & Sales	40	21%
Furniture	8	4%
Electronics & Appliances	8	4%
Building Materials, Lawn and Garden	14	7%
Gasoline	11	6%
Liquor	16	8%
	<u>193</u>	<u>100%</u>

**Sources: ESRI, Inc.; Partners for Economic Solutions, 2008.**

- Only the section from 20th to 24th offers a pedestrian-focused retail experience currently; few recognizable nodes other than shopping centers (Rhode Island Place, Rhode Island Avenue Shopping Center and Brentwood Village Shopping Center)

#### **Demand**

- Existing demand represents part of the equation

- The primary market area for retail spending includes the following census tracts: 91.01; 91.02; 92.03; 92.04; 93.01; 93.02; 94
- For convenience goods and food establishments the secondary market area includes the following additions to the primary market area: 33.01, 33.02, 46, 88.03, 88.04, 90, 95.01 and 95.04
- For GAFO, the secondary market area includes supplemental census tracts: 23.02, 85, 86, 95.03 in the District of Columbia, as well as 44, 47, 48 and 49 in Prince George's County, MD

### Rhode Island Avenue, NE Spending Patterns

Retail Category	Study Area Consumer Spending	
	Amount	Percent
<b>Personal Service / Convenience</b>		
Health and personal care stores	\$ 19,856,879	8.8%
Grocery stores	\$ 59,287,491	26.1%
Specialty food stores	\$ 5,386,912	2.4%
Beer, wine and liquor stores	\$ 6,243,621	2.8%
	<b>\$ 90,774,903</b>	<b>40.0%</b>
<b>Food Establishments</b>		
Food away from home	<b>\$ 47,272,745</b>	<b>20.8%</b>
<b>GAFO (General Merchandise, Apparel, Furnishings &amp; Other Miscellaneous Retail)</b>		
Apparel and accessories	\$ 26,396,200	11.6%
Furniture and furnishings	\$ 14,668,071	6.5%
General merchandise	\$ 19,724,351	8.7%
Other retail	\$ 28,023,235	12.4%
	<b>\$ 88,811,858</b>	<b>39.1%</b>
<b>Total Non-Auto Retail Spending</b>	<b>\$226,859,505</b>	<b>100.0%</b>

Source: ESRI; Partners for Economic Solutions, 2008.

- Market area households' incomes and typical consumer expenditure patterns indicate a total potential spending of \$226.9 million per year, including:
  - \$90.7 million for convenience goods, typically purchased close to home (groceries, other food and beverages, drugstore items)
  - \$47.3 million for food away from home
  - \$88.8 million for shoppers goods (types of merchandise typically sold in department stores: general merchandise; apparel; furniture and



furnishings; sporting goods, music and books; electronics and household appliances (GAFO))

### Estimated Retail Sales and Leakage

- ESRI estimates current sales of \$169.1 million within the primary market area

#### Rhode Island Avenue, NE Comparison of Current Retail Demand and Sales

Retail Category	Retail Demand	Estimated Retail Sales	Estimated Retail Leakage <sup>1</sup>
<b>Personal Service /Convenience</b>			
Health and personal care stores	\$ 23,828,255	\$ 16,745,830	\$ 7,082,425
Grocery stores	\$ 68,180,615	\$ 48,596,690	\$ 19,583,925
Specialty food stores	\$ 5,925,603	\$ 844,623	\$ 5,080,980
Beer, wine and liquor stores	\$ 7,492,345	\$ 10,394,649	\$ (2,902,304)
	<b>\$ 105,426,817</b>	<b>\$ 76,581,792</b>	<b>\$ 28,845,025</b>
<b>Food Establishments</b>			
Food away from home	\$ 56,727,294	\$ 65,477,625	\$ (8,750,331)
<b>GAFO (General Merchandise, Apparel, Furnishings &amp; Other Miscellaneous Retail)</b>			
Apparel and accessories	\$ 29,035,820	\$ 11,636,675	\$ 17,399,145
Furniture and furnishings	\$ 15,401,474	\$ 2,329,362	\$ 13,072,112
General merchandise	\$ 21,696,787	\$ 9,472,896	\$ 12,223,891
Other retail	\$ 30,825,559	\$ 3,621,803	\$ 27,203,756
	<b>\$ 96,959,640</b>	<b>\$ 27,060,736</b>	<b>\$ 69,898,904</b>
<b>Total Non-Auto Retail Spending</b>	<b>\$ 259,113,751</b>	<b>\$ 169,120,153</b>	<b>\$ 89,993,598</b>

Note: <sup>1</sup> Negative leakage indicates that existing stores draw from a larger market area or that there is an over-supply of stores in that category.

Sources: ESRI, Inc.; Partners for Economic Solutions, 2008.

- Retail leakage estimates spending by market area residents in stores outside of the market area, including \$69.9 million in lost potential sales of shoppers goods/GAFO, and \$28.8 million in personal service and convenience goods
- Depending on residents' shopping patterns, they may be drawn away from the neighborhood, foregoing convenience for less expensive goods, easier parking, or a better shopping environment
- Negative retail leakage estimates for beer, wine and liquor and food away from home likely indicate "inflow" sales from consumers who live outside the market area (e.g., commuters and residents of other underserved parts of the District)

- The analysis accounts for 10 to 20 percent “inflow” demand and captures spending from the primary and secondary market areas based on retail type
- Relatively low residential density limits retailers’ ability to depend on walk-in customer traffic, creating dependence on auto and bus traffic
- Outside the shopping centers, some local businesses offer unique products and services; however, the mix of existing retailers does not satisfy the needs and desires of area residents

## Opportunities

- Capturing potential sales that currently leak out of the area depends on developing competitive retail facilities in a safe and attractive setting with good access, an appealing pedestrian environment and adequate parking
- Rhode Island Avenue retailers must compete with other retail districts and nearby competitive shopping centers
- With the anticipated growth in the study area households indicated by the Section II residential market analysis, retail demand will increase by an estimated 20 percent by 2020.
- Some retail sales leakage is unavoidable. Rhode Island Avenue does not offer a traditional department store, and residents will spend some of their consumer dollars while on vacation or eating lunch near their jobs.
- Given the nature of available properties, competition and market area demographics, current demand would support the following types and scale of new retail operations;
  - Specialty grocery store      30,000 to 45,000 square feet
  - Specialty food      2,000 to 4,000 square feet
  - Restaurants, cafes      3,000 to 10,000 square feet
  - Apparel, shoes      7,000 to 15,000 square feet
  - Furniture      10,000 to 25,000 square feet
  - Home furnishings      2,000 to 4,000 square feet
  - Personal services      10,000 to 15,000 square feet
- With the growth in area households and incomes, additional demand would support the following types of new retail operations by 2020:
  - Specialty food      2,000 to 4,000 square feet
  - Restaurants, cafes      4,000 to 8,000 square feet
  - Apparel, shoes      3,000 to 7,000 square feet
  - Personal services      5,000 to 10,000 square feet
- Demand is likely to focus near the Metro station, building on the superior access and critical mass of existing retail concentration

- Development at other nodes most likely will be dominated by personal services, personal care, other convenience retailing and restaurants/cafes because they lack the critical mass required to compete for shoppers goods retailing
- Arts and related uses provide niche market opportunities

### Planned/ Future Projects

- Washington, D.C. Economic Partnership identifies three planned or proposed private developments in the Rhode Island Avenue corridor

### Rhode Island Avenue Planned Commercial Projects

Project/Address	Proposed Square Feet/ No. of Units			Expected Delivery
	Office	Retail	Housing	
Channing Place, 806 Channing Place SE	113,464	0	0	2010
Rhode Island Station, 901 Rhode Island Avenue NE	0	70,000	274	2011
Brookland Square, 2711 13th Street NE	0	0	326	2010
	113,464	70,000	600	

Sources: DC Economic Partnership; PES, 2008.

- Additional development opportunities constrained by limited availability of large land parcels, competition from religious institutions, lack of lender confidence in the area's future and an environment of under-investment in existing properties

### Commercial Market Challenges

- Businesses typically do not own their own buildings
- Landlords are absentee and/or undercapitalized
- Landlords unwilling to sell and have not reinvested to upgrade their properties  
Some property owners may be holding property in anticipation of a future assemblage and therefore limiting interim investment
- Frequency of business failures and their own investment approaches make most landlords unwilling to improve buildings to meet tenant requirements

- Tenants are expected to fund improvements and fit-out, yet they do not own the improvements and/or cannot get long-term leases
- Few assemblies, little coordination of improvements among buildings on a block
- Single building upgrades in a row of vacancies (need to upgrade whole block)
- Change of use triggers requirement to bring building up to code, which landlords are not prepared to fund
- Undercapitalized and inexperienced merchants
- Prospective tenants are not credit tenants (except national chains)
- Lender reluctance to invest in the corridor due to perceptions of future demand and prospective retailers' financial strength
- Building configurations not suitable for modern retailing (size and configuration, ceiling heights, storefront windows, etc.)
- Future demand not well matched to available buildings
- Commercial building conditions impact residential areas
- Issues of undesirable uses – past experience with clubs, etc. as centers for drugs, prostitution and violence
- Interruptions in retail flow created by storefront churches and other non-retail uses
- Limited supply of off-street parking
- Employees with good customer service skills are limited in number

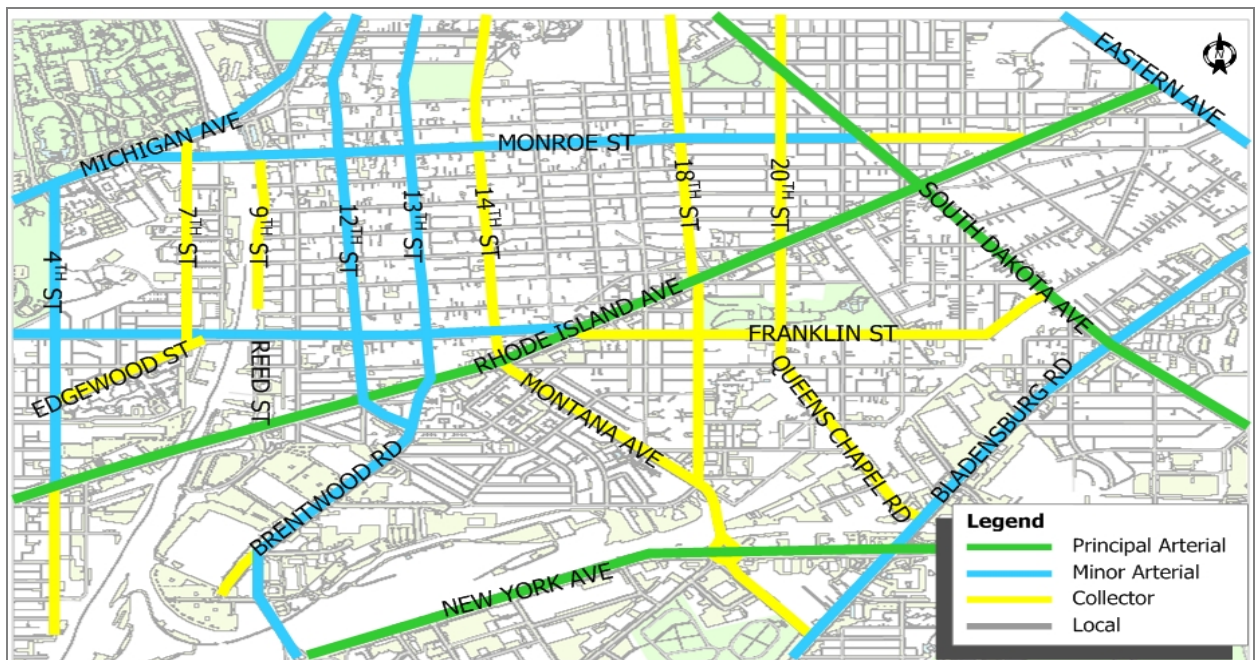


## SECTION V – TRANSPORTATION

### Existing Road Network

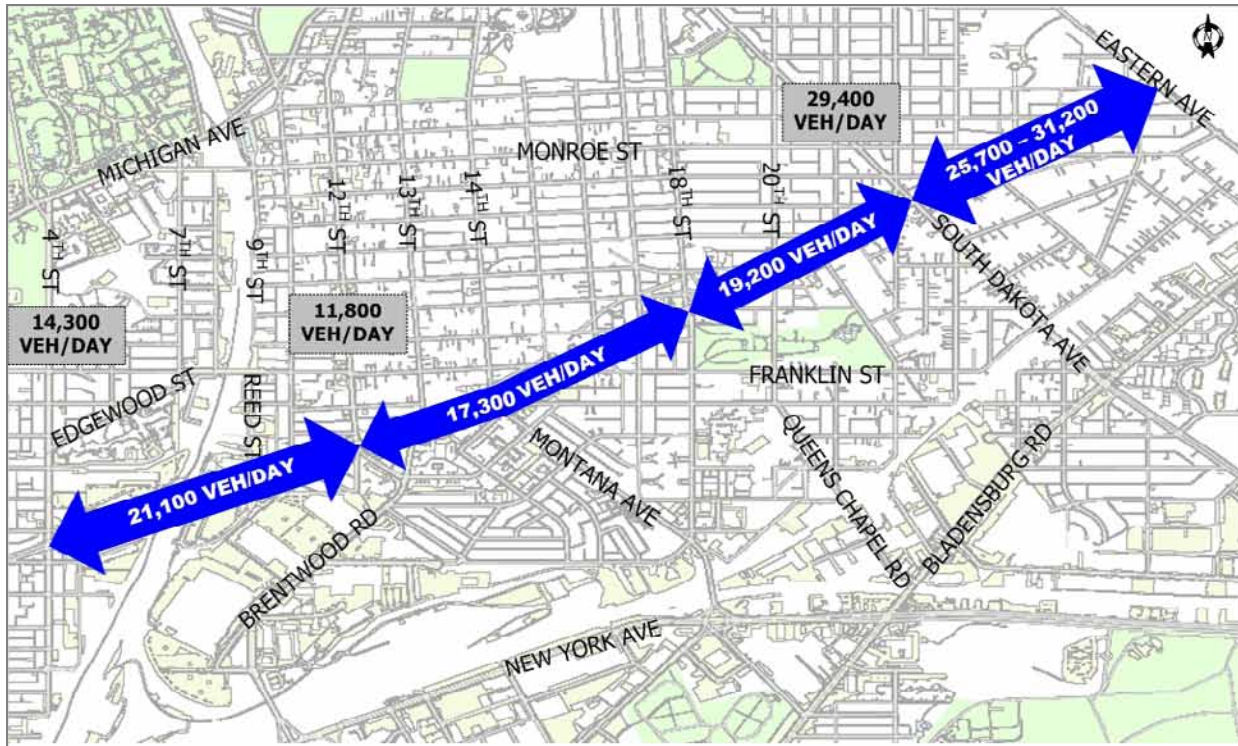
- Rhode Island Avenue is a principal arterial carrying between 17,300 and 31,200 vehicles per day (depending on the segment).
- The typical cross section totals 100 feet with six travel lanes (on-street parking is permitted during off-peak periods<sup>[1]</sup>), raised medians and turn lanes in some locations and sidewalks.
- The corridor has striped medians where raised medians do not exist in some locations.
- Rhode Island Avenue is a major transit corridor with frequent bus stops.

### DDOT Roadway Classification



<sup>[1]</sup> On-street parking prohibited 7am – 9:30am westbound and 4pm to 6:30pm eastbound

## Average Daily Traffic Volumes



## Traffic Conditions

General observation of traffic conditions during the AM and PM peak periods were conducted Wednesday November 12, 2008. Our observations revealed that generally traffic operated under good conditions during the peak periods.

The following traffic conditions are worthy of note:

3<sup>rd</sup> Street, NE to 10<sup>th</sup> Street, NE and Franklin Street, NE to Brentwood Road, NE

- AADT: 21,100 daily vehicles
- Minor arterial and collector cross streets: 4<sup>th</sup> Street, 14<sup>th</sup> Street, 13<sup>th</sup> Street/Brentwood Road and Franklin Street
- Traffic congestion during peak periods at Rhode Island Avenue/Reed Street/Metrorail Entrance intersection. North-eastbound approach travel lane configuration changes from three through travel lanes to two through lanes and a through-left turn lane.
- Signal coordination between Rhode Island Avenue/Rhode Island Avenue Center and Rhode Island Avenue/Reed Street intersections needs improvement particularly in the north-eastbound direction
- There is a center turn lane near Rhode Island Avenue Center (i.e. no median for pedestrian refuge)

- Constrained right turns from westbound Franklin Street to north-eastbound Rhode Island Avenue

#### Brentwood Road, NE/13<sup>th</sup> Street, NE to South Dakota Avenue, NE

- AADT: 17,300 to 19,200 daily vehicles
- Principal arterial and minor arterial cross streets: South Dakota Avenue and Brentwood Road, NE/13<sup>th</sup> Street, NE
- Left turns are prohibited during the peak hrs (7-9:30 AM, 4-6:30 PM) for north-eastbound traffic on Rhode Island Avenue at South Dakota
- Substantial left turns from Rhode Island Ave onto Montana Avenue. No exclusive left turn lane provided in either direction along Rhode Island Avenue
- Right turn radius from north-eastbound Rhode Island Avenue to South Dakota Avenue is too small for existing tractor-trailer traffic
- Long traffic queues experienced along northbound South Dakota Avenue at Rhode Island Avenue mainly due to left turning traffic queues extending into the through travel lanes
- Poor signal coordination between left turn signal from northbound South Dakota Avenue at Rhode Island Avenue and Rhode Island Avenue/24<sup>th</sup> Street intersections
- Truck turning movement difficulties at South Dakota Avenue and Monroe and Franklin Streets

#### South Dakota Avenue, NE to Eastern Avenue, NE

- AADT between 25,700 and 31,200 daily vehicles
- Principal arterials, minor arterials and collector cross streets: South Dakota Avenue, Eastern Avenue and Monroe Street
- Truck turning movement difficulties at South Dakota Avenue





*Truck occupying both lanes in the eastbound direction preparing to turn at Rhode Island Ave/ South Dakota Ave intersection to travel southbound on South Dakota Ave*



*Truck occupying lane in the opposite direction in the southbound direction on South Dakota Ave*



*Median curb damage due to truck movement difficulties at South Dakota Ave and Rhode Island Ave intersection*



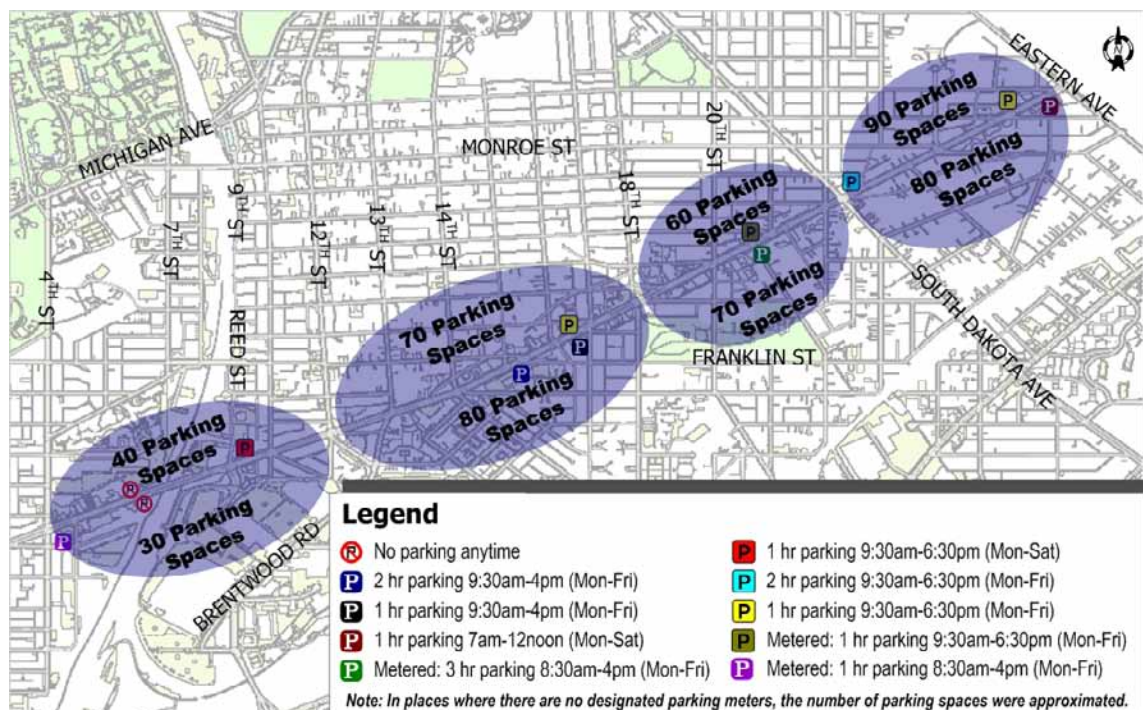


*Truck tire marks on median curb damage due to truck movement difficulties at Franklin Street and Rhode Island Ave*

### **Parking Conditions**

Generally on-street parking is permitted along the corridor except during the peak hours. Parking is typically prohibited from 7:30am to 9:30am in the westbound direction and from 4:00pm to 6:30pm in the eastbound direction. Between South Dakota Avenue SE and Eastern Avenue SE parking is permitted at all times and does not have peak hour restrictions.

### **On-Street Parking Inventory**





*1 hr Meter parking from 8:30am-4:00pm (Mon-Fri) at 4<sup>th</sup> Street in the eastbound direction.*

- Some commercial establishments and churches within the study area have private parking lots. Other commercial establishments do not have dedicated off-street parking; hence patrons of these establishments use on-street parking spaces.
- Off-street parking is available for metrorail commuters at the Rhode Island Ave-Brentwood Station. Additional commuter parking is available at the Rhode Island Avenue Center.

## Parking Surveys

Parking occupancy surveys were conducted to ascertain peak on-street and off-street parking conditions at larger commercial establishments and at the metrorail parking facility. Parking surveys were conducted as follows:

- 2:00pm to capture peak weekday commercial parking demand (on-street and commercial lots)
- 6:00pm to capture weekday residential/commercial parking demand (on-street and commercial lots)
- 9:00am Sunday to capture typical church demand (on-street)

The results of the off-street parking survey are shown in the Percentage Parking Utilization Map.

- The survey indicates there is ample parking available at both the Rhode Island Avenue Center and Rhode Island Place.
- The Rhode Island Ave-Brentwood Metro Parking Lot was 95 percent occupied during the peak utilization period.

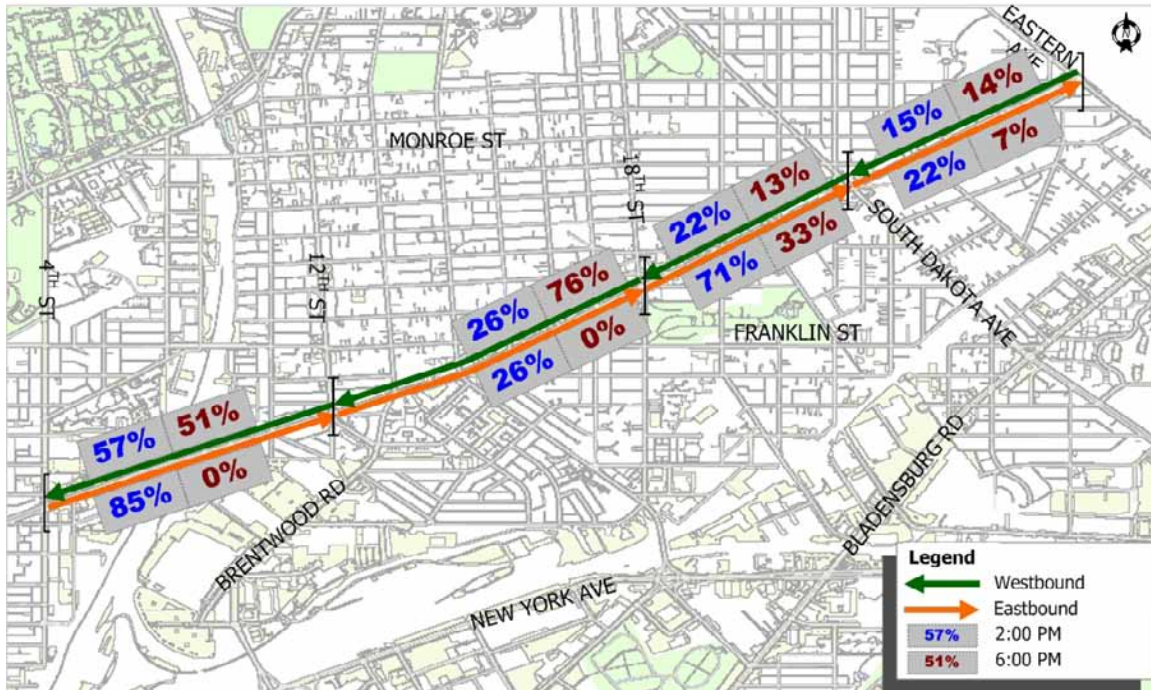
## Percentage Off-Street Parking Utilization (Weekday)





The results of the on-street parking survey are shown in Percentage Parking Supply Occupied. The on-street survey was conducted along Rhode Island Avenue from 4<sup>th</sup> Street NE to Eastern Avenue NE

### Percentage On-Street Parking Utilization Map



The parking survey conducted during Sunday morning service revealed 35% and 85% of parking spaces were occupied at the Rhode Island Ave Metro parking lot and the Rhode Island Avenue Center commuter lot respectively.

- The Rhode Island Ave-Brentwood Metro parking lot is available for parking to the Greater Mt. Calvary Holy Church parishioners. Shuttle service is provided from the parking lot to the church during Sunday services. Parishioners also parked along the curb lanes in both directions from 5<sup>th</sup> Street to Reed Street.
- The photographs were taken near Greater Mount Calvary Holy Church, Isle of Patmos Baptist Church and Church of the Living God, along Rhode Island between 5<sup>th</sup> Street NE and 13<sup>th</sup> Street NE.
- On-street parking near the various churches was at capacity during Sunday Service.



*On-street parking along Rhode Island Ave by Greater Mount Calvary Holy Church parishioners in the westbound direction taken from 5<sup>th</sup> Street NE*



*On-street parking along Rhode Island Ave by Greater Mount Calvary Holy Church parishioners in the eastbound direction taken from 5<sup>th</sup> Street.*



*Vehicle blocks the middle lane to drop of a church parishioner near the Greater Mount Calvary Holy Church entrance*



*On-street parking by parishioners of Isle of Patmos Baptist Church and Church of the Living God taken from 13<sup>th</sup> Street NE.*



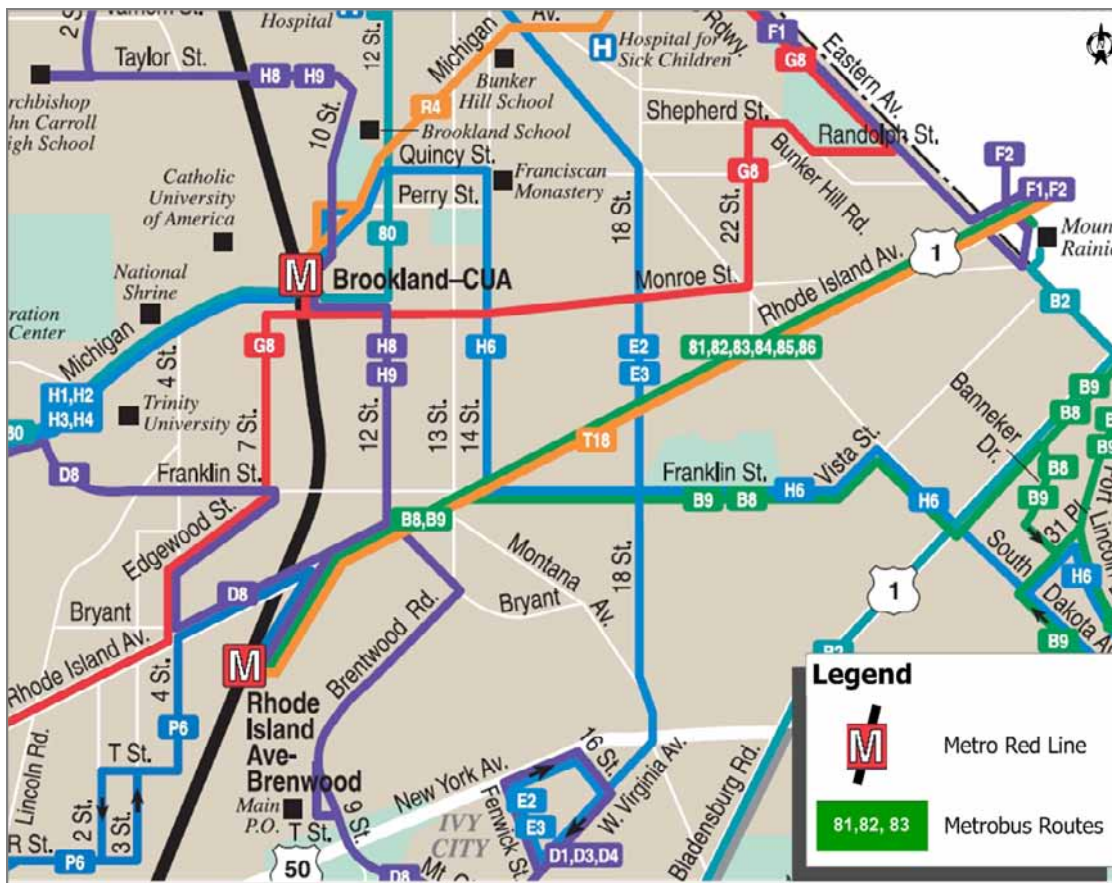


*On-street parking by parishioners of Isle of Patmos Baptist Church and Church of the Living God taken from 12<sup>th</sup> Street NE.*

### **Transit Service**

- The Washington Metropolitan Area Transit Authority (WMATA) provides transit service throughout the study area as shown in the WMATA Metrobus and Metrorail Map.
- The study area is served by one Metrorail station (the Rhode Island Ave-Brentwood station on the WMATA Red line) and eighteen metrobus routes.

### **WMATA Metrobus and Metrorail Map**



- There are thirty-five bus stops, including four that are sheltered. All the sheltered bus stops are located in the westbound direction of the corridor.
- The Metrobus Routes Table, shows key destinations and service headways. Metrobus routes along the corridor were generally three to ten minutes late during the peak period except for the D8 and 82 routes.
- The average service headway along the corridor is between 5 to 40 minutes during the weekday peak.

## Metrobus Routes Table

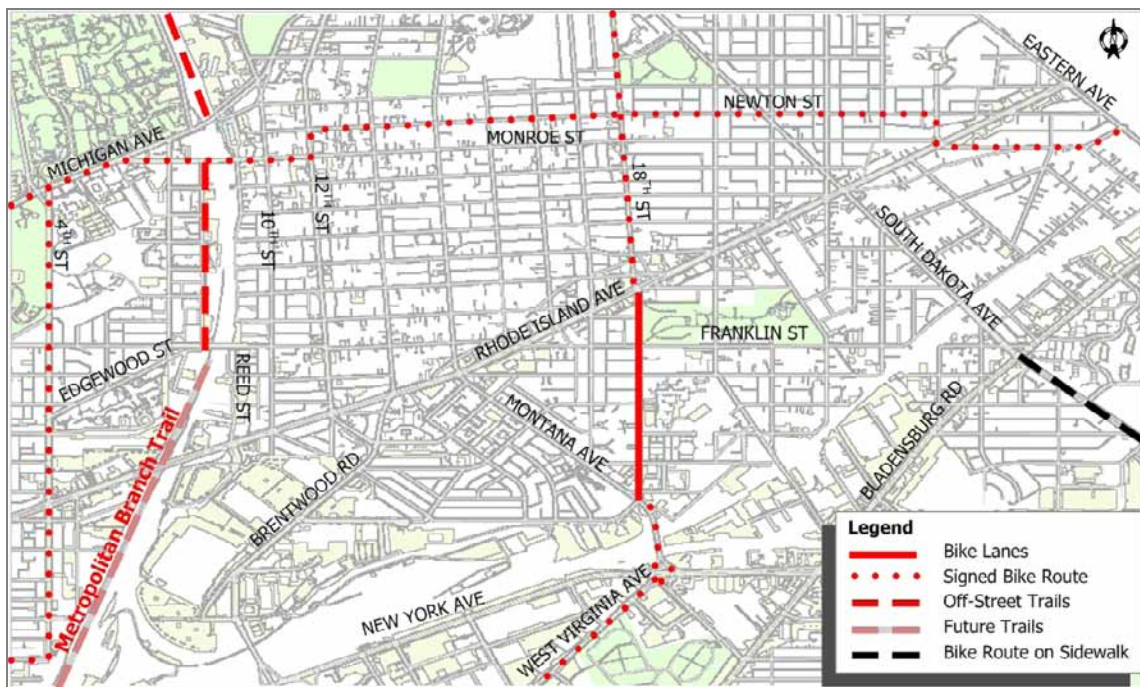
Metrobus Route	Key Destinations	Service Headways
College Park Line (81, 82, 83)	<ul style="list-style-type: none"> <li>PG Plaza</li> <li>University of MD</li> </ul>	20 – 44 min. weekday peak
Rhode Island Ave-New Carrollton Line (84, 85)	<ul style="list-style-type: none"> <li>New Carrollton Station</li> <li>Mt. Rainer</li> </ul>	20 – 38 min. weekday peak
Fort Lincoln Shuttle Line (B8, 9)	<ul style="list-style-type: none"> <li>Colmar Manor</li> <li>Brookland Manor</li> </ul>	10 – 40 min. weekday peak
Hospital Center Line (D8)	<ul style="list-style-type: none"> <li>Union Station</li> <li>Main Post Office</li> <li>Washington Hospital Center</li> </ul>	6 – 22 min. weekday peak
Rhode Island Ave Line (G8)	<ul style="list-style-type: none"> <li>Convention Center</li> <li>Howard University</li> <li>Metro and Brookland-CUA Stations</li> </ul>	7 – 30 min. weekday peak
Annapolis Road Line (T18)	<ul style="list-style-type: none"> <li>New Carrollton</li> <li>Capital Plaza</li> <li>Bladensburg</li> </ul>	15 – 22 min. weekday peak
Anacostia-Eckington Line (P1, 2, 6)	<ul style="list-style-type: none"> <li>Navy Yard</li> <li>Archives</li> <li>Chinatown</li> </ul>	20 – 24 min. weekday peak
Park Road-Brookland Line (H8, 9)	<ul style="list-style-type: none"> <li>Columbia Heights Station</li> <li>Armed Forces Retirement Home-Washington</li> <li>Archbishop John Carroll High School</li> </ul>	12 – 23 min. weekday peak
Military Road-Crosstown Line (E2, 3)	<ul style="list-style-type: none"> <li>Chevy Chase</li> <li>Fort Totten Station</li> </ul>	19 – 34 min. weekday peak
Brookland-Fort Lincoln Line (H6)	<ul style="list-style-type: none"> <li>Brookland-CUA Station</li> <li>Fort Lincoln</li> </ul>	8 – 15 min. weekday peak
McKinley High School Line (M31)	<ul style="list-style-type: none"> <li>McKinley Technology High School</li> <li>Hyde Leadership Public Charter School</li> </ul>	5 – 40 min. weekday peak

## **Bicycle Conditions**

According to the DDOT Bicycle Map traffic conditions for bicycling is generally fair to poor in the study area. The map also shows the following bicycle facilities in the study area:

- Bike Lanes along 18<sup>th</sup> Street NE (between Rhode Island Avenue and Montana Avenue)
- Signed Bike Route along 4<sup>th</sup>, 18<sup>th</sup>, Monroe and Newton Streets NE
- Bike Route on Sidewalk along South Dakota Avenue NE
- Off-street Trails west of 10<sup>th</sup> Street NE
- Future Trails (i.e. Metropolitan Branch Trail) east of 4<sup>th</sup> Street NE

## **DDOT Bicycle Map**



## **Pedestrian Conditions**

There are generally crosswalks at each of the intersections and sidewalks along the corridor. However pedestrian conditions vary from one segment to another:

(4<sup>th</sup> Street, NE to 10<sup>th</sup> Street and Franklin Street, NE to Brentwood Road, NE)

- Highly visible crosswalk markings
- Wider sidewalks in commercial areas between 4<sup>th</sup> and 5<sup>th</sup> Streets.
- The intersection of Rhode Island Avenue/ Rhode Island Avenue Center has no pedestrian refuge
- Rhode Island Ave-Brentwood Station provides a grade separated pedestrian bridge from the platform across Rhode Island Avenue

- Safety issue for students and other pedestrians crossing the CSX railroad tracks to access the Rhode Island Ave-Brentwood Station from the Rhode Island Avenue Center and vice versa.
- Narrow sidewalks and no pedestrian buffer along Rhode Island Avenue under the railroad bridge



*Highly visible crosswalk markings at 4<sup>th</sup> Street*



*Wider sidewalks in commercial area at 4<sup>th</sup> Street commercial shops*



*No pedestrian refuge at Rhode Island Avenue Center access ramps*



*Grade separated bridge from the Metro Station platform going across Rhode Island Avenue*





*Student crossing the CSX railroad tracks to access the Rhode Island Avenue Center from Rhode Island Ave-*

#### *Brentwood Station*



*Narrow sidewalks with no pedestrian buffer along Rhode Island Avenue under the railroad bridge*

#### *Brentwood Road, NE/13<sup>th</sup> Street, NE to South Dakota Avenue, NE*

- No sidewalks where driveways/ curb cuts begin at commercial shops
- Pedestrian crosswalks are not visible at the Rhode Island Avenue/Montana Avenue intersection
- Pedestrian signals are provided only on one leg of the intersection (i.e. north-south pedestrian traffic crossing Rhode Island Avenue)
- No traverse crosswalk striping at Rhode Island/ Franklin Street intersection
- Lack of pedestrian crosswalks between Mills Road & South Dakota Avenue
- Pedestrian count signals are provided at the Rhode Island Avenue/ 18th Street Intersection



*No sidewalks where driveways/ curb cuts begin at commercial shop entrances between 18<sup>th</sup> and 20<sup>th</sup> Streets*

#### *South Dakota Avenue, NE to Eastern Avenue, NE*

- Utility poles, large trees, and trash receptacles encroach on sidewalks width. Sidewalk widths are approaching 6 ft and decrease to a width approximately 3ft or less
- Sidewalk widths decrease from approximately 8.5ft to 3ft where large trees encroach



*Utility poles and large trees encroach on sidewalks width at South Dakota Ave*



*Sidewalk widths decrease where large trees encroach near South Dakota Ave*