

# THINK RHODE ISLAND AVENUE

**GREAT  
STREETS**  
AVENUES of OPPORTUNITY



The study will also explore if there is the potential of a cross-border arts district on both sides of Eastern Avenue and with the city of Mt. Rainier, Maryland.



## What is the Rhode Island Avenue NE/ Great Streets Initiative?

Rhode Island Avenue NE is a District of Columbia Government designated “Great Streets” corridor. The Great Streets Initiative is a multiple agency effort to transform under-invested corridors into thriving and inviting neighborhood centers using public actions and tools, as needed, to leverage new private investment.

This is an important and long-overlooked corridor that is well-positioned to gain in its importance and prominence to the District. Along with community leadership, property and business owners, residents, and other stakeholders, we invite you to take a significant step with us to develop a plan for the commercial districts along the corridor.

## Why is this study necessary?

Rhode Island Avenue NE has potential to provide new housing, jobs, and retail goods and services, which many in Woodbridge, Langdon, Brookland, Edgewood and Brentwood may now buy in the surrounding counties. The study will provide strategic recommendations about how we use the land to capture a portion of the \$1 billion in retail sales revenues (and jobs) lost each year to other jurisdictions. This study will help determine where the strategic opportunities are, and what is needed to lay the groundwork for new and sustainable investment.

## What is the Study Area?

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The study area is Rhode Island Avenue NE from 3rd Street NE and to Eastern Avenue.



Preliminary analysis suggests that four sub-areas along the corridor may offer opportunities for realistic revitalization scenarios. The sub-areas are distinguished by location, adjacent land uses, zoning designations, physical characteristics and other criteria.

## What are the goals of the study?

The Deputy Mayor for Planning and Economic Development is leading a team of experts to examine characteristics of the study area, including its unique features, historical resources, access (auto, transit and walking), location, natural environment, land use and zoning, employers, existing businesses, planned and proposed development and nearby economic generators. The point of which is to achieve four overarching goals:

- 1 Establish a realistic development program and investment strategy
- 2 Create a distinct corridor and sub-area plan with various size, land uses, density and urban design scenarios
- 3 Outline the fiscal and economic impact of new investment
- 4 Determine a detailed implementation strategy





KEY MILESTONES	STAKEHOLDER INPUT	TIMELINE
<ul style="list-style-type: none"> <li>Update Technical Information</li> <li>Assess Corridor Strengths &amp; Opportunities</li> <li>Conduct Existing Conditions Analysis</li> <li>Perform Corridor &amp; Sub-Area Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Advisory Neighborhood Commission Briefings &amp;</li> <li>Community Kick-Off Meeting</li> </ul>	November 2008
<ul style="list-style-type: none"> <li>Identify Real Estate Development Opportunities &amp; Urban Design Scenarios</li> </ul>	Property & Business Owners Forum	December 2008
<ul style="list-style-type: none"> <li>Determine Projected Property and Sales Tax Receipts (TIF Analysis)</li> </ul>	Advisory Neighborhood Commission Briefings	January 2009
<ul style="list-style-type: none"> <li>Prepare Draft Implementation Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Advisory Neighborhood Commission Briefings</li> <li>Community Meeting</li> </ul>	March 2009
<ul style="list-style-type: none"> <li>Review of the Draft Strategic Development Plan &amp; Implementation Strategy</li> </ul>	Mayoral Hearing (following a 30-day public comment period)	April 2009
<ul style="list-style-type: none"> <li>Submit the Final Strategic Development Plan &amp; Implementation Strategy</li> </ul>	City Council	June 2009
<ul style="list-style-type: none"> <li>Development Process</li> </ul>		September 2009 — Future



More Information visit [www.dcbiz.dc.gov](http://www.dcbiz.dc.gov) or contact:

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Government of the District of Columbia

