RHODE ISLAND AVENUE

DIAMOND OF THE DISTRICT

"The Rhode Island Avenue NE corridor is one of the District's many important, mixed use corridors. It has tremendous potential to evolve into the kind of corridor which our residents have longed for over many decades. I am proud that my Administration has had this opportunity to work with a broad range of stakeholders from the corridor and to present this redevelopment plan for Rhode Island over the coming years. We are committed to the implementation of this plan, and the continiued involvement of residents, businesses, and the development community."

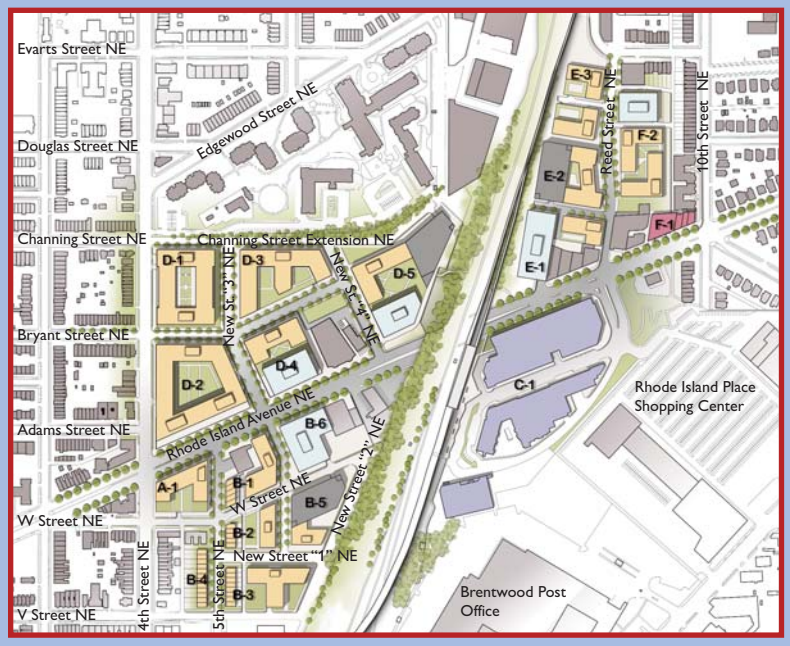
Adrian M. Fenty
Mayor

"The Rhode Island Avenue NE corridor is one of our Great Streets--places where people want to shop, live, work and play. My office is pleased to have played a leading role in engaging hundreds of property owners, residents, the Advisory Neighborhood Commissions, neighborhood and civic associations, seniors and our development partners in preparing this important document. This plan will assist me in determining where to prioritize providing assistance to support private and not-for-profit investments on Rhode Island. I thank all of those who helped my staff in shaping this plan."

Valerie-Joy Santos
Deputy Mayor for Planning & Economic Development

Sub-Area 2: 13th Street NE to 16th Street NE

Sub-Area 1: 4th Street NE to 10th Street NE



OVERVIEW

Sub-Area 4: Monroe Street NE to Eastern Avenue NE

Sub-Area 3: 17th Street NE to Kearny Street NE

THINK of Rhode Island Avenue NE as a "diamond"--a largely un-mined yet valuable investment opportunity.

Rhode Island Avenue NE will evolve into a sought after address for real estate investment in the District's growing economy. The approximately 3-mile stretch from 3rd Street NE to Eastern Avenue abuts some of the most stable neighborhoods and extraordinary housing stock in the District.

Its location and existing investment framework add a great deal of "value" to Rhode Island Avenue NE and make investment there a smart move. In time, this Great Streets corridor will become known simply as "the Avenue."

This plan aims to convey the wide range of investment opportunities on the Avenue and to outline objectives, preferences and concerns shared by area stakeholders and District Government for the appropriate redevelopment of under-utilized, commercial properties along the Avenue. This plan also seeks to shape attitudes about the kinds of preferred investments which will strengthen the corridor's identity locally and regionally.

Given the 3-mile length of the Avenue, this plan provides guidance by subareas. There are four distinct subareas along the corridor. Subareas are separated by solid residential fabric. This plan aims to build on these distinctions along the corridor.

Over $1.2 billion in new investments in housing, retail, office and public art are recommended herein. This plan is meant to be a "guidebook" for locating those opportunities and for implementing changes which spur economic growth for the next twenty years on this long overlooked corridor.

RHODE ISLAND AVENUE SAMPLE RESIDENT SURVEY
248 RESPONDENTS FROM DECEMBER 2008 - FEBRUARY 2009

QUESTION: How do you rate Rhode Island Avenue NE for the following characteristics?

	EXCELLENT	GOOD	AVERAGE	POOR	VERY POOR
Variety of goods and services	0	5	16	83	91
Cost of goods and services	2	31	116	13	9
Quality of goods and services	1	7	59	75	51
Physical appearance	0	4	24	81	88
Aesthetic qualities	1	2	17	77	96
Sense of comfort and safety	0	9	41	81	65
Cleanliness	0	7	36	83	71
Transportation services and access	19	59	66	23	18
Parking	14	55	68	31	16
Traffic flow	3	33	89	44	26
Neighborhood identity	0	9	32	103	47
Community Pride	3	11	39	71	57
AVERAGE RATINGS	**3.58**	**19.33**	**50.25**	**63.75**	**52.92**

QUESTION: Where do you typically purchase the following good and services?

	R.I.A.	DC ELSEWHERE	MD	VA	OTHER
GENERAL MERCHANDISE					
Clothing	2	80	30	57	25
Shoes	3	68	28	64	30
Home furnishings	8	60	37	57	28
Hardware items	124	54	8	9	2
Music	1	62	18	23	82
Books, magazines & newspapers	16	105	5	22	41
Health (vitamins, prescriptions, etc.)	36	109	8	23	17
Specialty retail (jewelry, antiques, etc.)	0	74	27	31	47
Electronics (TVs, DVD players, etc.)	2	56	25	70	37
Business and Office Supplies	6	93	35	41	14
FOOD & BEVERAGES					
Groceries	87	83	14	11	1
Convenience	55	114	10	6	8
Food for carryout/delivery	21	158	7	4	4
Eat-in or sit-down restaurants	2	167	12	11	3
Alcohol beverages	44	111	9	13	9
Specialty foods (farm fresh, etc.)	8	157	13	9	5
SERVICES					
Personal care (barber, salon, nails)	14	140	14	20	7
Financial (banking, accounting, etc.)	32	121	12	15	15
Professional (medical, dental, etc.)	3	156	15	18	4
Automotive (parts, detailing, repair)	43	69	34	37	9
Entertainment (movies, dancing)	1	162	8	17	6
Home improvement	127	41	17	4	7

The results of the full survey as well as a great deal more technical information from this planning process is available online at www.dcbiz.dc.gov under "Great Streets" then "THINK: Rhode Island Avenue."

MANY GREAT QUALITIES, BUT

CHANGE

IS WELCOMED

Many of the neighborhoods abutting the Avenue developed in the late 1800s and early 1900s along streetcar routes to area suburbs. In many ways, the neighborhoods represent examples of "first ring" suburbs. While the neighborhoods have been increasingly urbanized in the last century, they still embody suburban-like characteristics. All of the neighborhoods contain a diverse range of architecturally distinct and desirable housing.

The Avenue and neighborhoods are also home to a number of churches which regularly attract folk to and through the corridor. Many of these churches are critical stakeholders because they have real estate holdings which should be leveraged into new investments that support implementation of this plan.

Generally, commercial centers along the Avenue are well-defined by spans of three to four blocks. Most of them have wide sidewalks which many other District communities are now planning to construct.

Despite these physical advantages, however, there is substantial room for change and new investment.

Historic documents indicate that the corridor's identity has long been compromised by an auto-dominated development pattern which continues to this day. The number of used car lots, auto repair shops, vacant structures and cross-town trucks has long been sources of neighborhood frustration. As a result, the kinds of well-defined, pedestrian-friendly centers which make neighborhoods distinctive and livable—"*great streets*"—have not been as successful on the Avenue.

Implementation of this plan aims to correct this.

Additionally, most current residents shop outside of their neighborhoods and some in surrounding jurisdictions. The Avenue represents a significant opportunity to capture potential spending in close proximity to neighborhoods which can support a variety of businesses.

New business owners, investors, and developers are strongly encouraged to see the potential for change and to provide quality neighborhood serving retail, housing and other services.

Any change, however, shall be guided by the expectations of the surrounding communities and the District. This plan is a start to understanding what those expectations are. Residents have already expressed a desire for mixed income and affordable housing, retail and services which caters to the full demographic spectrum of the abutting neighborhoods. There was a repeated request by residents for family-friendly and ethnically-diverse dine-in restaurants as well as fresh and whole foods and other types of organic stores. Local entrepreneurship is strongly encouraged.

Investors small and large are challenged to bring their most creative, well-conceived and solid ideas to communities which welcome change.

PUBLIC POLICY

RETAIL-DRIVEN PLAN

The District loses over $1 billion annually in retail sales taxes to surrounding counties in suburban Maryland and Virginia. ***The District's policy is to capture this lost revenue within the city's many neighborhoods, including on Rhode Island Avenue NE.***

The Avenue has not had a significant retail identity historically. Yet, there are advantages that make the corridor competitive: significant public transit access via rail and numerous bus lines, families across the income spectrum with substantial buying power, and large, underutilized or vacant lots ready for redevelopment into mixed used development.

The potential is significant for a mix of new, creative, locally-owned, "green" businesses fronting a vibrant streetscape. To achieve this, the plan recommends that new licenses for storefront churches, check cashing services, addiction treatment facilities, half-way houses, and group residential facilities are extremely limited or prohibited and that new apparel, organic, furnishings, pet stores, and many others are encouraged.

Market area households' incomes and typical consumer expenditure patterns indicate 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 (GAFO). Approximately $90 million in retail sales are made outside the corridor.

This plan recommends over 500,000 square feet of new retail.

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 & Garden	14	7%
Gasoline	11	6%
Liquor	16	8%
	193	**100%**

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

TRANSIT ORIENTED DEVELOPMENT

The Rhode Island Avenue – Brentwood Metrostation area contains tremendous potential to become a diverse mixed use center at densities which are suitable near major transit rail stations. Throughout the city and the surrounding regions, many neighborhoods are seizing the opportunity to cluster higher density near transit in order to leverage new in-

Rhode Island Avenue NE Spending Patterns

Retail Category	Consumer Spending Amount	Percent
Personal Service / Convenience		
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%
	$90,774,903	**40.0%**
Food Establishments		
Food away from home	**$47,272,745**	**20.8%**
GAFO (General Merchandise, Apparel, Furnishings & Other Miscellaneous Retail)		
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%
	$88,811,858	**39.1%**
Total Non-Auto Retail Spending	**$226,859,505**	**100.0%**

Source: ESRI; Partners for Economic Solutions, 2008.

Comparison of Current Retail Demand & Sales

Retail Category	Retail Demand	Estimated Retail Sales	Estimated Retail Leakage
Personal Service/Convenience			
Health & 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)
	$105,426,817	**$76,581,792**	**$28,845,025**
Food Establishments			
Food away from home	**$56,727,294**	**$65,477,625**	**$(8,750,331)**
GAFO (General Merchandise, Apparel, Furnishings & Other Miscellaneous Retail)			
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	$30,959,640	$3,621,803	$27,203,756
	$96,959,640	**$27,060,736**	**$69,898,904**
Total Non-Auto Retail Spending	**$259,113,751**	**$169,120,153**	**$89,993,598**

Note: Negative leakage indicates that existing stores draw from a larger market area or that there is an over-supply of stores in that category.
Source: ESRI, Inc., Partners for Economic Solutions, 2008.

vestment and create places which are vibrant, safe and promote greater mobility. ***As a policy, the District actively seeks to capitalize upon its transit and high-volume transit and traffic corridors to enhance neighborhood centers. Implementation of this "smart growth" principle around the Metrostation and along the corridor is a priority in this plan.***

HOUSING & AFFORDABILITY

The successful realization of this plan depends heavily upon the ability to construct new housing at greater densities. The retail uses which community residents prefer will only appear following the creation of new "rooftops" or new units of housing. ***An increase in the amount of new housing plays a critical role.***

While the existing neighborhoods are generally stable and well-positioned for a variety of improvements, building new housing in higher density, multifamily apartment/condominium buildings and stacked townhomes along the Avenue is very important to generating the foot-traffic to make the retail viable. As this plan specifically focuses on commercially-zoned properties which contain no housing, this plan does not encourage or support displacement of any existing residents.

The development community should be mindful, though, that new development inspires concerns from existing residents about unit sizes and affordability. Developers are strongly encouraged to take advantage of available financial assistance throughout the varied housing financing agencies in the District and Federal Government to produce units which are affordable to individuals, couples and families at tiered levels of the Washington area and neighborhood median income levels.

EXPANSION OF TRANSIT OPTIONS

The District Department of Transportation's (DDOT) "DC Transit Future System Plan" currently indicates that a Rhode Island Avenue streetcar will be completed by 2018 as a part of Phase II of the reinstatement of this service throughout the District. Given this, DDOT will conduct an extensive survey of existing transit, traffic, parking and pedestrian conditions on the Avenue and upgrade them accordingly and per land use recommendations in this plan and any others. Once completed, the Avenue will be made even more competitive as an investment location with enhanced and faster transit service. Priority should be given to connecting this planned service to as many existing transit lines as possible.

The City of Mount Rainier is just across the District's Eastern Avenue and along the Rhode Island Avenue corridor. Public officials and representatives from Mount Rainier and Prince George's County have conceptually put forth an idea that a joint, interjurisdictional request for the Maryland Transit Administration to consider adding a Maryland Area Regional Commuter (MARC) train stop between Mount Rainier and Cottage City. The MARC station stop would be near the intersection of Eastern Avenue and Wells Street within Mount Rainier. ***The proposed stop would be within four or five blocks of the Avenue. The District and community should support this request if it moves forward as it strengthens the competitive advantage of this end of the Avenue being developed sooner and has implications on the potential redevelopment of Brentwood Road as well. Other innovative transportation policy may prove feasible and appropriate on the Avenue.***

PARKING & DEMAND MANAGEMENT

The District's top priority is to support a pedestrian-friendly environment and transit accessibility, but automobiles will not be going away anytime in the foreseeable future. Simultaneously, providing parking for every vehicle is costly and physically impossible along this compact and somewhat dense corridor with abutting residential neighborhoods. Retail, however, may need some parking concessions in order to reach targeted sales projections until alternative transit services are funded and introduced on the corridor. ***The District should support shared parking arrangements along the corridor through a parking demand management program which efficiently uses on and off street parking to their maximum. The program might include creative pricing strategies, shared parking, public parking, shuttle and transit programs, flex cars and others--all working toward the goal of balancing retail needs while limiting the impact on the residential neighborhoods.***

SMALL BUSINESS DEVELOPMENT

The Avenue's sub-area 3 is ideal for a future DC Main Streets. Main Streets is a partnership between the District government through the Department of Small and Local Business Development (DSLBD) and not-for-profit organizations comprised of immediate area stakeholders. Those organizations work with individual property owners to attract preferred retail uses to vacant storefronts and with business owners to individually or collectively re-position their businesses with storefront improvements, technology upgrades, interior improvements, smart business practices, business planning, loan readiness and other services. The not-for-profit is typically staffed by an Executive Director who organizes volunteers to bring about incremental improvements within a defined neighborhood business district.

JOBS & APPRENTICESHIPS

Avenue stakeholders want to support new development projects which directly benefits residents who live in the neighborhoods--with special interest in the employment of area disabled. ***The development community is encouraged to exceed expectations by including direct involvement, participation and employment of individuals and service providers from the neighborhoods.***

The District government has a mandatory apprenticeship law that requires all prime contractors and subcontractors, who perform new construction and renovation work with District financial assistance in excess of $500,000 in a single contract or cumulative contracts within a twelve month period, register an apprenticeship program with the D.C. Apprenticeship Council. First Source hiring agreements are also required of contractors or developers requesting any public assistance. Under this program, District residents are given priority for new jobs created in projects receiving District assistance. Each employer in the program must sign and comply with an agreement that all job openings created are listed with the Department of Employment Services and 51% of new hires are District residents. Developers are strongly encourage to meet this requirement by hiring immediate area residents.

PUBLIC REALM AND CRIME & SAFETY

Early meetings with the community included a discussion about crime and the perception of crimes. Most often mentioned crimes at night and on largely under-utilized commercial sites. As the public realm on the Avenue is significantly improved through the implementation of this plan, it is anticipated that the crimes which were reported to the District will decline or be eliminated. A large part of why some crimes happen on the Avenue now is the perception that "no one is watching" or that "no one is home." The introduction of new residents and businesses to the corridor will increase safety while decreasing the number of places for crimes to occur. ***Nonetheless, this plan recommends the ongoing and sustained determination of the Metropolitan Police Department (MPD) in partnership with the Advisory Neighborhood Commissions, civic and business associations and the general public to report and root out crime. Explore the development of a business improvement district (BID) to help coordinate issues related to maintenance of the public realm and corridor perception as well as business retention and attraction.***

AN ASSET BASED APPROACH

The neighborhoods abutting the Avenue and the residents living there are the corridor's greatest assets.

The Avenue's Primary Market Area ("PMA") is bounded by North Capitol Street to the west, Michigan Avenue and Otis Street to the north, Eastern Avenue to the east, and New York Avenue NE to the south. Within this PMA are six neighborhoods which are as diverse and interesting as the histories of their formation. The six neighborhoods are discussed in detail below. Investments along Rhode Island should be respectful of the present-day context and sensitive to the historical context of the surrounding neighborhoods.

THE PEOPLE

There are approximately 31,800 people and 12,500 households according to Claritas in the PMA. The area population has stayed relatively stable over the last ten years. There is a sizeable elderly population in the area--approximately 31% of the population is over the age of 65. For comparison, 19% of the overall Washington, DC population is over 65.

The average household size is relatively large at 2.35 people per household. The average size in the city is 2.16 people. Projections anticipate a reduction in overall household sizes over the next five years.

The median household income in the PMA is $46,400 versus median income for DC of $54,200.

ADVISORY NEIGHBORHOOD COMMISSIONS (ANC)

This plan was developed with the input of the elected officials in ANC 5A, 5B, and 5C through the 11 single member district commissioners impacted by this plan. Their input and participation has been invaluable. It is expected that each of these commissions will play an important and long term role in assisting with the implementation of this planning document. More information about ANCs is available at www.anc.dc.gov.

NEIGHBORHOOD HISTORIES

The following brief neighborhood histories are not complete or exhaustive. The Woodridge history is a summary of information in the article "Woodridge: Failed Railroad Suburb Blossoms with the Streetcar" which was written by Brian Kraft and published in the October 2003 issue of *DCNorth*.

BRENTWOOD

The Brentwood neighborhood is bounded by Rhode Island Avenue NE to the north, Montana Avenue to the east, New York Avenue NE to the south, and Amtrak's train yard to the west. The Rhode Island Avenue – Brentwood Metrostation is located here. The neighborhood is named after Robert Brent, the first mayor of Washington City. Brent built Brentwood Mansion at Florida Avenue and 6th Street NE in 1817 as a wedding present for his daughter Eleanor upon her marriage to Congressman Joseph Pearson. Upon Brent's death and Eleanor inheriting the estate, Congressman Pearson began to expand the property far beyond the neighborhood's present-day boundary. Over the decades, the estate changed hands numerous times and was eventually sold off in parts to various entities. The southern boundary of the estate was previously Florida Avenue and included the site of present-day Florida Avenue Market. The mansion burned in 1917 and is reported to have been at the site of Cogswell Hall on the Gallaudet University campus. Today, the neighborhood is anchored by the Rhode Island Place which houses a Giant, Home Depot and other retail goods and services.

BROOKLAND

The Brookland neighborhood is bounded by Rhode Island Avenue NE to the south, 9th Street NE to the west, Michigan Avenue NE to the north and South Dakota Avenue NE to the east. The neighborhood is named after Colonel Jehiel Brooks whose 1840 brick mansion—"Bellair"—still remains near the Brookland CUA Metrostation and the intersection of 10th Street NE and Monroe Street NE. The home is more commonly referred to as "Brooks Mansion." Brookland evolved out of the subdivision of the Brooks estate when streetcars eventually connected the former farmland to the growing District of Columbia after the Civil War. Today, the neighborhood houses a diverse population and a wide range of architectural housing styles. The clustering of a great number of institutions associated with the Catholic Church makes Brookland a unique place within the District. The commercial center of the neighborhood is the 12th Street NE corridor.

ECKINGTON

The Eckington neighborhood is bounded by Rhode Island Avenue NE to the north, North Capitol Street to the west, Florida Avenue NE to the south and Washington Metro's Brentwood Yard to the east. Eckington was the name of an estate and country home owned by Joseph Gales, Jr., Mayor of Washington from 1827 to 1830 and owner of the newspaper *National Intelligencer*. Eckington was the name of the English village where Gales was born. Gales' house sat atop a hill near 3rd and U Streets. His home served as a hospital during the Civil War. The 87-acre estate was sold to George and Frances Truesdell in 1887, and they began the process of subdividing, selling and improving the tract. Improvements included regrading the grounds, installing water and sewer pipes, paving streets in asphalt and concrete, erecting a stand pipe near the old Gales house, equipping homes with steam heat and hot and cold running water, and wiring the neighborhood with electricity two years before the White House. Today, Eckington is a sought after residential address and the headquarters of XM Satellite Radio.

EDGEWOOD

The Edgewood neighborhood is bounded by Rhode Island Avenue NE to the south, Lincoln Road and Glenwood Cemetery to the west, Irving Street, Michigan Avenue and Monroe Street to the north, and the Red Line of the Metro to the east. Salmon P. Chase, President Lincoln's Treasury Secretary, purchased the 30-acre farmland (then called Metropolis View) in 1863 in addition to another 20 acres of nearby land. He named the estate Edgewood and built his mansion there. His daughter Kate Chase Sprague inherited the estate upon his death in 1873. She lived on the estate with her mentally disabled daughter and farmed pigs until dying in poverty in 1899. St. Vincent's Orphanage Asylum and Catholic School gained ownership of the house and operated an orphanage for girls and a coed school out of it. In the 1950s, the District obtained the remainder of the estate and began to redevelop it.

LANGDON

The Langdon neighborhood is bounded by Rhode Island Avenue NE to the northwest, South Dakota Avenue NE to the northeast, Bladensburg Road to the east, New York Avenue to the south, and Montana Avenue NE to the west. The neighborhood is centered upon the 20 plus acres Langdon Park. Langdon is home to active residents and to the 9/11 Memorial Grove at 18th and Hamlin Streets NE.

WOODRIDGE

The Woodridge neighborhood is bounded by Michigan Avenue NE to the north, Eastern Avenue to the east, Bladensburg Road to the south, and 18th Street NE to the west. Rhode Island Avenue NE runs through the center of the neighborhood. According to an article in the October 2003 issue of DCNorth ("Woodridge: Failed Railroad Suburb Blossoms with the Streetcar" by Brian Kraft), Woodridge began as farmland which was transformed by the introduction of streetcars along Rhode Island Avenue in 1897. The "Maryland Line," as the streetcar was known, ran from Eastern Avenue to 4th Street NE, where it turned south. According to 1850s records, Frederick Robertson, an immigrant farmer of Welsh origin, may have owned a part of the land which is now Woodridge. His original home now stands at 1804 Lawrence Street NE. Despite great efforts to prevent it from happening, Woodridge is today stable, largely professional class neighborhood built along the wooded ridge to its east.

SCHOOLS

AN ASSET BASED APPROACH

The Avenue is in the center of neighborhoods where it is possible to receive pre-school to post-doctoral education. There are over 20 different schools within a few blocks of the corridor. This fact, in addition to the overall stability of the neighborhoods, should be a factor in the revitalization of Rhode Island Avenue to accommodate a range of different family sizes and stages in the educational process.

Most of the schools are located within close proximity to many acres of open space and at least four recreation centers. There are over 80 acres of open space and recreation parks within walking distance from the Avenue. ***This combination of schools and open space is attractive to families. This is a unique marketing asset which some other corridors do not have.***

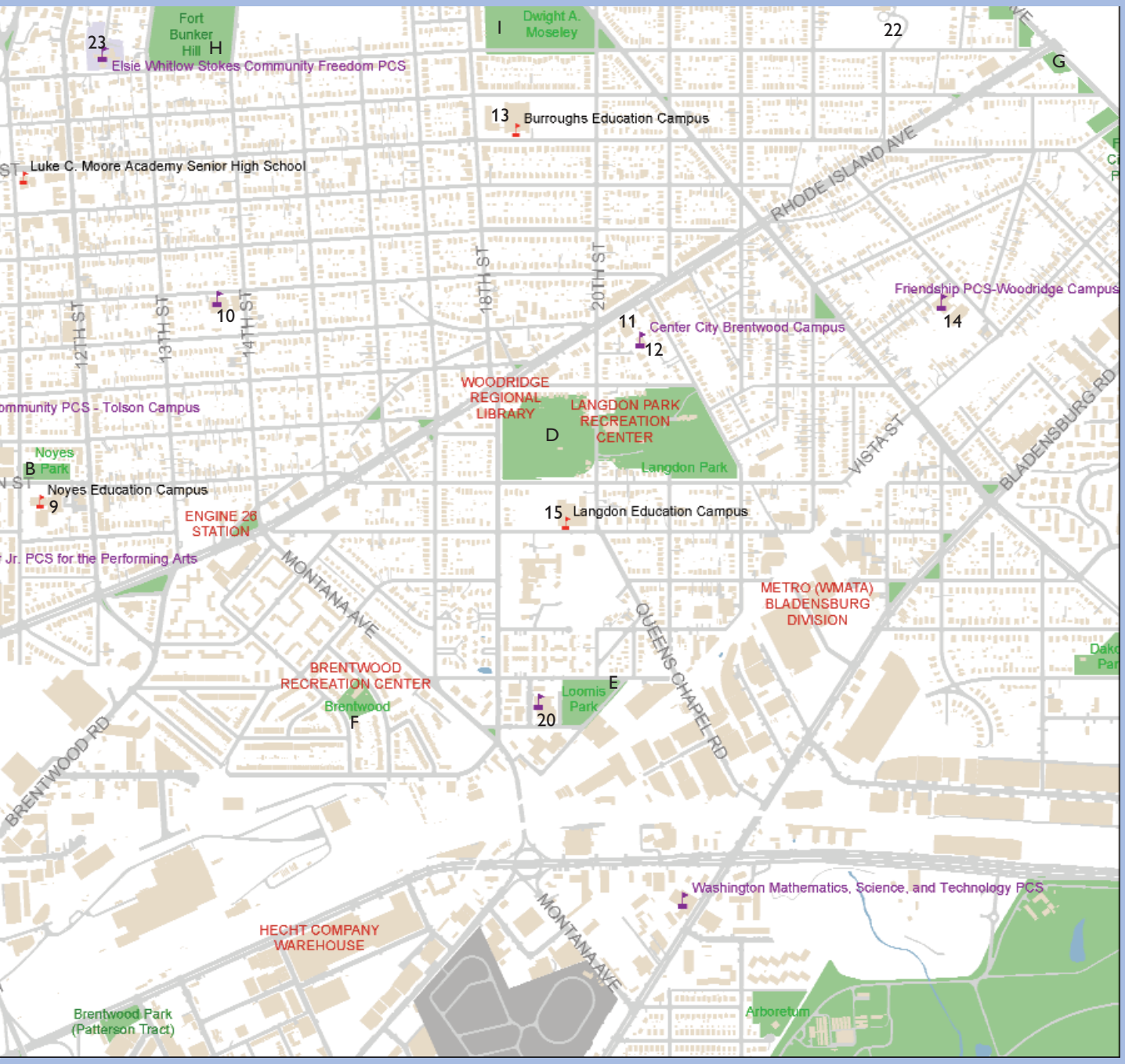
SCHOOLS, COLLEGES & UNIVERSITIES

1. Trinity College, Michigan Avenue and Franklin Street NE
2. Calvary Christian Academy, Rhode Island Avenue NE and Reed Street NE
3. Shaed Education Campus, Douglas Street between 2nd and 3rd Streets NE
4. Saint Paul's College, 4th Street NE
5. Redemptorist Fathers, 7th Street NE between Hamlin and Jackson Streets NE
6. Hope Community Public Charter School – Tolson Campus, 8th Street NE between Franklin & Hamlin Streets NE
7. D.C. Preparatory Academy Public Charter School – Elementary and Middle Campuses, Edgewood Street near 7th Street NE
8. William E. Doar, Jr. Public Charter School for the Performing Arts, Edgewood Street NE
9. Noyes Education Campus, Franklin Street between 10th and 12th Streets NE
10. Mary McLeod Bethune Public Charter School – Slowe Elementary Campus, Jackson Street between 13th and 14th Streets NE
11. Saint Francis De Sales School, Rhode Island Avenue NE between 20th Street and Mills Avenue NE
12. Center City Brentwood Campus, between 20th Street and Mills Avenue NE
13. Burroughs Education Campus, Monroe Street NE between 18th and 20th Streets NE
14. Friendship Public Charter School – Woodridge Campus, Central Avenue NE between Carlton Avenue and Vista Streets NE
15. Langdon Education Campus, Douglas Street NE between 18th and 20th Streets NE
16. McKinley Technology High School, T Street NE between Lincoln Road and 2nd Street NE
17. City Lights Public Charter School, Todd Place between Lincoln Road and Summit Place NE
18. Hyde Leadership Public Charter School, T Street NE between Lincoln Road and 2nd Street NE
19. Emery Education Campus, Lincoln Road at Randolph Place NE
20. Tree of Life Community Public Charter School, 18th Place between Adams and Bryant Streets NE
21. Catholic University, Michigan Avenue NE and 4th Street NE
22. Saint Joseph's Home & School, Otis Street NE and 28th Street NE
23. Elsie Whitlow Stokes Community Freedom Public Charter School

a unique marketing opportunity ...

PARKS & RECREATION CENTERS

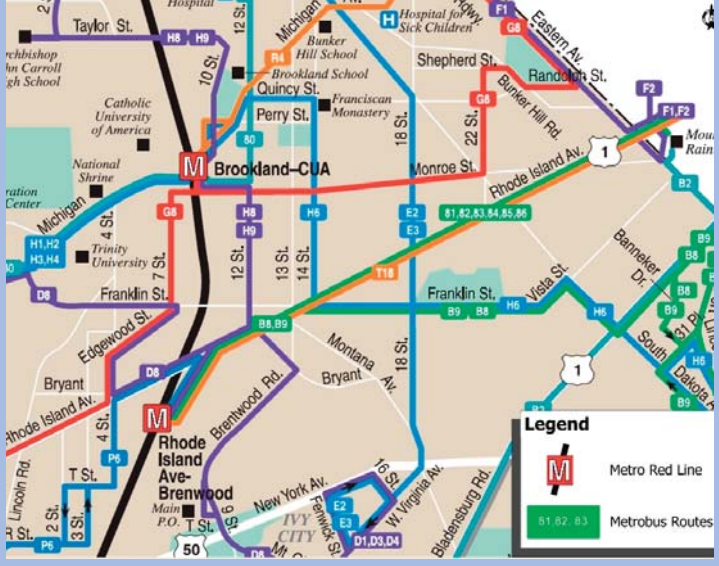
A. Edgewood Park and Recreation Center, Evarts Street and 3rd Street NE
B. Noyes Park, Franklin Street between 10th and 12th Streets NE
C. Harry Thomas Sr. Park and Recreation Center, Lincoln Road and 2nd Stret between R and T Streets NE
D. Langdon Park and Community Center
E. Loomis Park, Bryant Street, 19th Street and Lawrence Avenue NE
F. Brentwood Park and Recreation Center , 14th Street and 15th Street between Downing and W Streets NE
G. Fort Circle Park(s) – Eastern Avenue NE
H. Fort Bunker Hill, Monroe Street NE between 13th and 14th Streets NE
I. Dwight A. Moseley, Monroe Street NE at 18th Street NE



PARKS & RECREATION

... rebuilding for families

AN ASSET BASED APPROACH



PUBLIC REALM. The movement of people to, through and along the Avenue is very important to the redevelopment of the corridor into a series of successful and thriving, mixed used neighborhood nodes. Retail development will depend heavily upon the mobility of potential customers on the corridor and their access to existing and new retail businesses. The access of delivery trucks is also critically important.

Making a pedestrian friendly environment along the Avenue is a priority in the implementation of this plan, and improvements are needed. Generally, the sidewalks in the commercial sections of the Avenue are conducive for shoppers and other pedestrians. The sidewalk widths range from 12 feet to 30 feet. The 30 feet width is largely adjacent to older commercial buildings. The sidewalks are narrow within the residential sections of the corridor, and older trees take up half or more of what space is available.

There are highly visible crosswalks at most intersections. There are no crosswalks, however, near the intersection of Montana and Rhode Island Avenues NE and no traverse crosswalk striping at the Rhode Island Avenue and Franklin Street NE intersection. Pedestrian signals are provided at most intersections except only on one leg of the north-south leg of the intersection with Montana Avenue NE. Medians near the intersections also provide refuges for pedestrians crossing the Avenue.

TRANSIT. The Avenue is a well-served and well-used transit corridor. The Avenue is served by the Rhode Island Avenue-Brentwood Metrorail station along the Red Line and 19 Metrobus routes.

Metrobus Route	Key Destinations	Weekday Peak Headways
College Park (81, 82, 83)	Prince Georges Plaza, University of Maryland	20 – 44 minutes
Rhode Island Ave-New Carrollton (84, 85)	New Carrolton Station, Mt. Rainer	20 – 38 minutes
Fort Lincoln Shuttle (B8, 9)	Colmar Manor, Brookland Manor	10 – 40 minutes
Hospital Center (D8)	Union Station, Main Post Office, Washington Hospital Center	6 – 22 minutes
Rhode Island Ave (G8)	Convention Center, Howard University, Metro Center & Brookland-CUA Stations	7 – 30 minutes
Annapolis Road (T18)	New Carrolton, Capital Plaza, Bladensburg	15 – 22 minutes
Anacostia-Eckington (P1, 2, 6)	Navy Yard, Archives, Chinatown	20 – 24 minutes
Park Road-Brookland (H8, 9)	Columbia Heights, Armed Forces Retirement Home, Archbishop John Carroll High School	12 – 23 minutes
Military Road-Crosstown (E2, 3)	Chevy Chase, Fort Totten Station	19 – 34 minutes
Brookland-Fort Lincoln (H6)	Brookland-CUA, Fort Lincoln	8 – 15 minutes
McKinley High School (M31)	McKinley Tech, Hyde Leadership Public Charter School	5 – 40 minutes

According to information provided by the Washington Metropolitan Area Transit Authority (WMATA), there were over 125,000 Metrorail entries on average by passengers each month from July 2008 to February 2009. In the month of February 2009, there were over 760,000 rides by passengers on the buslines serving the corridor. The average weekday ridership was approximately 35,000 passengers.

TRAFFIC. Rhode Island is a principal arterial in the local and regional classifications of the roadway network. The cross section of the Avenue includes a public right of way of 100 feet. This cross section includes six travel lanes with one on each side of the street dedicated to on street parking. Nearly 31,200 vehicles per day travel the Avenue carrying residents and commuters traveling between the District and Maryland suburbs—potential customers and residents.

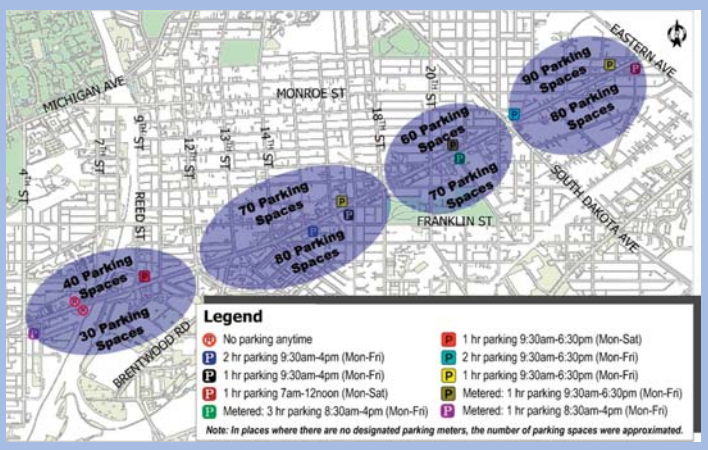
These solid numbers are an asset for businesses and others seeking to invest in high visibility markets like the Avenue.

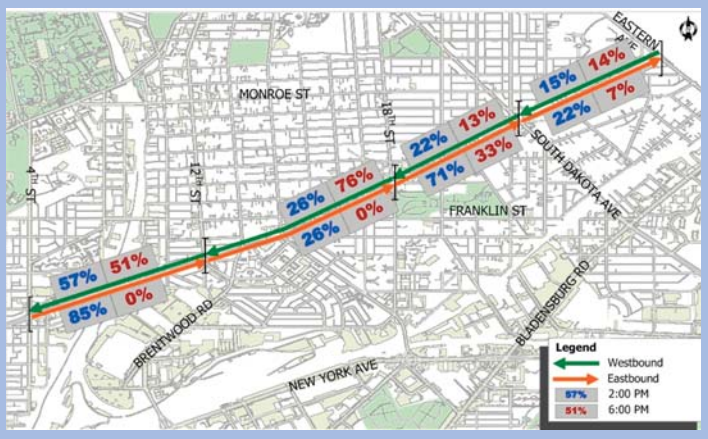
CONNECTORS. The Avenue is intersected by multiple minor arterials and collector streets. Both carry higher levels of traffic capacity than local streets and less than principal arterials. Minor arterials include 4th Street NE (north of Rhode Island), 12th Street NE, 13th Street NE, Franklin Street NE (west side), and Eastern Avenue NE. Collector streets include 4th Street NE (south of Rhode Island), 14th Street NE, Montana Avenue NE, 18th Street NE, 20th Street NE, and Monroe Street NE.

PARKING. There are approximately 520 on street parking spaces on the corridor. Within the commercial district on the corridor, many older commercial properties were constructed before the popularity of the automobile so many of their patrons use the on street parking spaces. Generally, on street parking is permitted along the corridor except dur-

MOBILITY

ing the peak hours. Parking is typically prohibited from 7:30 AM to 9:30 AM in the westbound diretion and from 4:00 PM to 6:30 PM in the eastbound direction. Between South Dakota Avenue NE and Eastern Avenue NE, parking is permitted at all times and does not have peak hour restrictions.

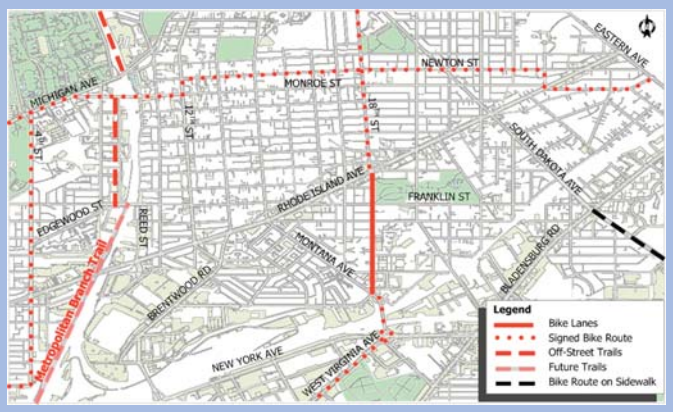




A number of businesses (including the used car lots and auto repair shops) and churches along the Avenue have private parking lots. Getting an accurate count was difficult. However, there are over 2,000 off street parking spaces around the Metrorail station alone. Off street parking is also provided for Metrorail commuters at the Metrorail station and at the Rhode Island Avenue Shopping Center. Estimates of the percent of off-street parking usage on a typical weekday are provided in the diagram below. This indicates an opportunity to maximize usage of this parking in the short term and long term reductions.

BICYCLES. According to the DDOT Bicycle Map traffic conditions for bicycling are generally fair to poor in the area. The following bicycling facilities exist around the Avenue:

A. Bike lanes along 18th Street NE between Rhode Island Avenue NE and Montana Avenue NE,
B. Signed bike routes along 4th Street NE, 18th Street NE, Monroe Street NE and Newton Street NE,
C. Bike route on the sidewalk along South Dakota Avenue NE
D. Off street trails west of 10th Street NE, and
E. Future trails east of 4th Street NE along the Metropolitan Branch Trail.



TRUCKS. A number of residents described the negative impact of significant truck traffic along the corridor and through residential neighborhoods. The District, in response, sent its consultants to assess the conditions during typical workday periods and make general recommendations about managing truck traffic. The consultants found only a limited number of trucks and conflicts. However, as the corridor improves and new retail is developed, truck access to those development sites will become more and more of an issue which should be addressed through any future District Department of Transportation (DDOT) assessment of the transportation issues on the Avenue.

The consultants did note the need to improve truck turning movements at South Dakota Avenue NE and Monroe and Franklin Streets NE. Trucks were seen occupying both southbound travel lanes from Rhode Island onto South Dakota Avenues. There was also damage to a street resulting from truck turning at this same intersection. Similar damage was seen at the intersection of the Avenue with Franklin Street NE.

LAND

AN ASSET BASED APPROACH

The District of Columbia owns limited land fronting the Rhode Island Avenue NE corridor--in fact, just over one acre of land. This public land is used to house two fire engine houses, a police station, a public library and open space. None of these uses are slated to change.

Therefore, this plan is meant to provide guidance for the eventual reinvestment in and / or redevelopment of privately owned land on the Avenue. More specifically, this plan provides specific recommendations for over 22 sites or properties which are considered under-utilized or under-developed and general recommendations for vacant structures which should be adaptively re-used.

The District defines under-utilized and under-developed as land where one or more of the following conditions apply:

1. The land and/or building is currently vacant;
2. The assessed land value exceeds the assessed value of improvements on the land;
3. Improvements on the land area do not maximize current zoning and Comprehensive Plan allowances;
4. The use of the land is not optimal given its proximity to other significant public investments in transit; and/or
5. The use of the land does not contribute positively to a pedestrian oriented and friendly urban environment.

This assessment was based on site visits, research and the professional expertise of the consultant team and District staff. There is an ongoing effort to limit the number of used car lots throughout the District of Columbia. Given the number of car lots on the Avenue, this plan provides timely guidance about the re-use of that land in a manner consistent with neighborhood expectations and sound urban redevelopment.

This assessment is summarized by the four subareas of the plan.

***NOTE**: Other sites within each subarea may have potential for redevelopment. The respective subarea guidance should be followed.*

ZONING CONTEXT

- 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 floor area ratio (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.

COMPREHENSIVE PLAN CONTEXT

(This Plan is consistent with District Comp Plan Land Use Policy LU-1.3 Transit-Oriented and Corridor Development, Urban Design Policy UD-1.4 Reinforcing Boulevards and Gateways, Arts and Culture Action AC-1.2.B Arts District Along Rhode Island Avenue, and the Upper Northeast Area Element Element UNE-2.5.)

SUBAREA 1 ~
4TH STREET TO 10TH STREET NE

- Encourages Transit Oriented Development at medium to high density.

SUBAREA 2 ~
13TH STREET TO 16TH STREETS NE

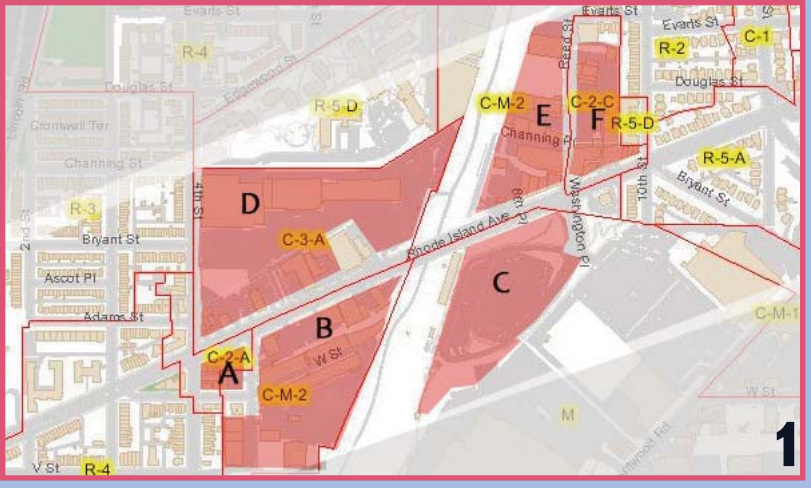
- Supports pedestrian oriented mixed use and moderate density.

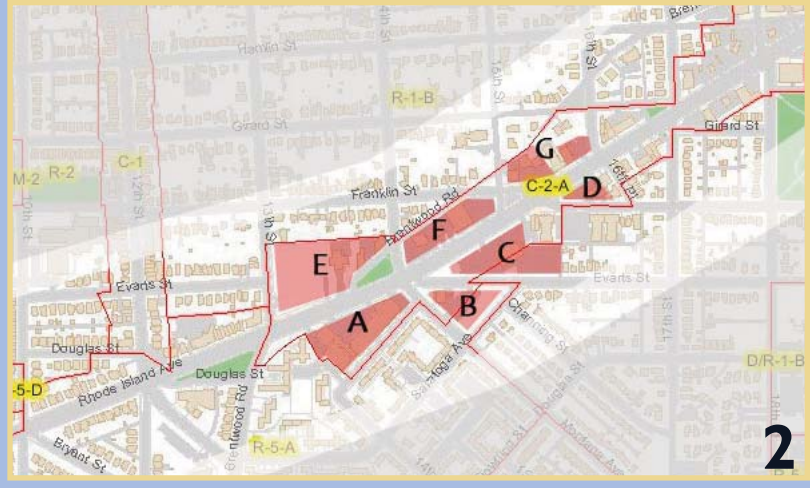
SUBAREA 3 ~
17TH STREET NE TO KEARNY STREET NE

- Supports Main Street mixed use with moderate density.
- Potential location for an arts and culture district as suggested by the Comp Plan.

SUBAREA 4 ~
MONROE STREET NE TO EASTERN AVENUE NE

- Commercial zone at Eastern Avenue NE calls for low density commercial. A low density zone will not yield building areas sufficient for housing above commercial.





SUBAREA 1 ~
4TH STREET NE TO 10TH STREET NE

Site A:

1. Over 70,000 SF of unused building area currently with the potential of over 105,000 SF total building area. Has potential to yield 65 units of housing and 15,300 SF of retail space.

Site B:

2. Preservation of existing fire house with other opportunities for potential development sites to realize available density.
3. Over 270,000 SF of unused building area currently with the potential of over 510,000 SF total building area. Has potential to yield over 16,000 SF of retail and 139,000 SF of office/ light production space.
4. 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 NE.

Site C:

5. Approved Planned Unit Development (PUD).
6. Planned to yield 274 units of housing, 70,000 SF of retail and 215-car Metro parking garage.

Site D:

7. Preservation of existing Church with other opportunities for potential development sites to realize available density.
8. Over 1.4 million SF of unused building area currently with the potential of over 1.9 million SF total building area. Has potential to yield over 600 housing units, 237,000 SF of retail and 185,000 SF of office space.

Site E:

9. Comprehensive Plan calls for rezoning to high density mixed-use residential and medium density commercial at Rhode Island Avenue NE and supports current zone to the rear.
10. Over 1.1 million SF of unused building area currently with the potential of 640,000 SF of non-parking building area. Has potential to yield over 7,200 SF of retail and 168,000 SF of office.
11. 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.

Site F:

12. 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.
13. 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.

SUBAREA 2 ~
13TH STREET NE TO 16TH STREET NE

Site A:

1. Opportunity for preservation and repositioning existing property.
2. Site currently has over 50,000 SF of retail.
3. Surface parking facing Rhode Island Avenue NE.

Site B:

4. 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.
5. Area for possible reconfiguring of Evart Street NE to accommodate more regular lot areas by combining Sites B and C.
6. 30 feet of public space to street along Rhode Island Avenue NE is conducive to vibrant ground floor retail.

Site C:

7. 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.
8. Area for possible reconfiguring of Evart Street NE to accommodate more regular lot areas by combining Sites B and C.
9. 30 feet of public space to street along Rhode Island Avenue NE is conducive to vibrant ground floor retail.

Site D:

10. 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:

11. Opportunities for preservation of fire house and potential development sites to realize available density.
12. 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.
13. Area of possibly reclaiming Brentwood Road NE to accommodate more regular lot areas and yield higher density.

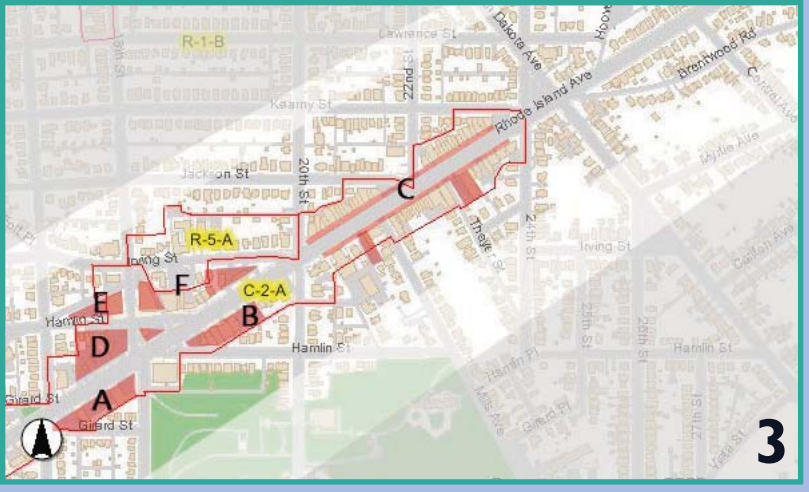
Site F:

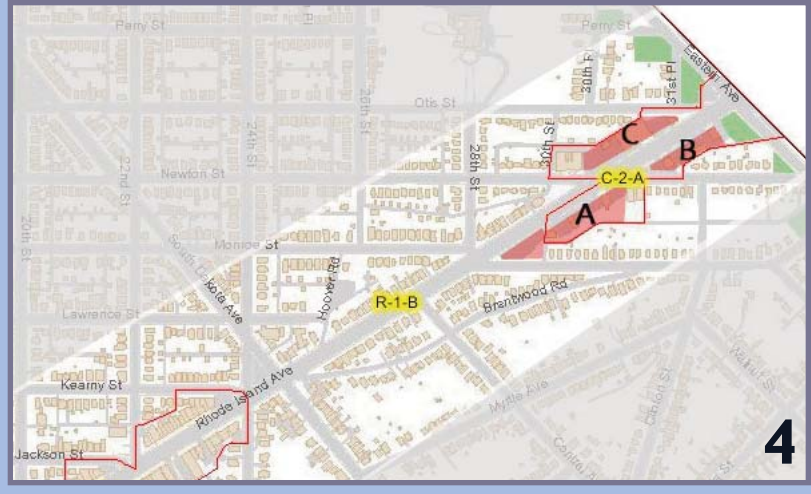
14. Opportunities for potential development sites to realize available density.
15. Over 100,000 SF of unused building area currently with the potential of over 135,000 SF total building area. Has potential to yield 96 housing units and 30,000 SF of retail.
16. 17 feet of public space to street along Rhode Island Ave is conducive to vibrant ground floor retail.

Site G:

17. 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.

SUBAREAS





SUBAREA 3 ~
17TH STREET NE TO KEARNY STREET NE

Site A:

1. 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:

2. Opportunities for preservation of housing stock and potential infill development sites to realize available density.
3. 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.

Site C:

4. Has potential to be a DC Main Street district to create opportunities to preserve and reposition existing building storefronts. Some opportunities for potential infill development sites to increase density.
5. 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.

Site D:

6. Opportunities for preservation of Police Youth Station and potential development sites to realize available density.
7. 107,000 SF total building area. Has potential to yield 101 housing units.

Site E:

8. Possibility of rezoning the R-1-B portion of the site to C-2-A.
9. Opportunity for potential development sites to realize available density.
10. 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:

11. 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.
12. Area of possibly reclaiming Queens Chapel Road NE and Hamlin Street NE to accommodate more regular lot areas and yield higher density.

SUBAREA 4 ~
MONROE STREET NE TO EASTERN AVENUE NE

Site A:

1. 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.

Site B:

2. 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.

Site C:

3. Opportunities to preserve and reposition existing BT&T and Hedin House buildings.
4. 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.

SUBAREAS

GREAT POTENTIAL, AN UNTAPPED

MARKET

ON THE HORIZON

The development community is critical to the implementation of this plan. Attracting and maintaining the interest of the real estate community is important to the District and should be a priority for the Advisory Neighborhood Commissions and the broader community. Involving savvy developers with the know-how to move a project from concept to ribbon cutting is the only way that change will emerge significantly.

Throughout the District's planning process leading up to this document, the District actively sought the input of the existing property and business owners and notable real estate developers from within the city. The purpose for these discussions was to test technical findings about the market and perceptions about the Rhode Island Avenue brand and market.

In summary, developers stated that the Avenue has "great potential." This enthusiasm was tempered by the need to address certain conditions. These conditions included a turn around in the commercial lending market that exists as this document is being written; higher zoning on the corridor to enable more financially feasible development and to counter high construction costs; expediting the PUD process; and some financial support from the District in key projects.

In general and on a case by case basis, the District is willing to assist with bringing new investments to all of the city's neighborhoods including those along the Avenue.

HOUSING. There are as many as 14 residential development projects planned or proposed in or adjacent to the PMA. A small number of those are delayed until further change occurs within the economic market. Nonetheless, the planned and proposed development projects include over 13,000 residential units combined.

Projects directly on or adjacent to Rhode Island Avenue NE include:

A. Rhode Island Station at the Metro parking lot is being developed by Urban Atlantic/Mid City Urban and A&R Development. The project will consist of 274 apartment units (20% affordable) and ground-floor retail.
B. Rhode Island Avenue Gateway will be at 4th Street and Rhode Island Avenue NE. The H Street CDC plans to develop 170 apartment units.
C. Brookland Square at the northeast corner of 13th Street and Rhode Island Avenue NE will be a 4-5 story building with 257 apartments. Republic Land is the developer.
D. Israel Manor Inc. and Israel Baptist Church's Life Learning Center will be a 42,000 square foot office building to support community-based health and medical services, senior citizens' programs, cultural arts, sports, meeting and fitness space. The project will be adjacent to 12th Street and Rhode Island Avenue NE.
E. Israel Manor Inc. plans to build 49-unit senior housing center at the Rhode Island Avenue Metrostation at 10th Street and Rhode Island Avenue NE.

The District commissioned a market analysis to get a general sense of current market trends--despite the current economy--to establish a starting place from which to measure the emergence of the Avenue onto the real estate development stage and to track the progress of future investments against current trends and conditions. Findings from this analysis follow. ***However, they are not absolutes, minimums or maximums for what may happen on the Avenue, rather they are only intended to guide and measure development activity.***

RESALE MARKET

- At the end of 2008 there were 62 single family detached resales and 13 condominium resales in the 20018 zip code, which includes most of the study area.

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).
- 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 520 to 860 SF, with absolute sizes ranging from 400 to 2000 SF.
- Absolute sales price: $275-$400 per SF
- 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.

The current projected demand for condo, apartment, and townhome units on the Avenue was estimated by looking at historical market capture which revealed that this area should capture between 8% and 10% of housing demand within the northeast Washington, DC market.

- Condominiums: annual demand grows from 17 units in 2009 to 120 in 2020.
- Townhomes: annual demand grows from 11 units in 2009 to 30 in 2020.
- Apartments: annual demand grows from 12 units in 2009 to 90 in 2020.

RETAIL trends were outlined on page 4 and will follow trends in significant new housing. Capturing potential retail sales that currently are not captured in the area depends on developing competitive retail facilities in a safe and attractive setting with good transportation access, an appealing pedestrian environment and adequate parking.

Rhode Island Avenue NE retailers must compete with other retail districts and nearby competing shopping centers. With the anticipated growth in the study area households identified in the residential market analysis, retail demand will increase by an estimated 20 percent by 2020.

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 SF
- Specialty food 2,000 to 4,000 SF
- Restaurants, cafes 3,000 to 10,000 SF
- Apparel, shoes 7,000 to 15,000 SF
- Furniture 10,000 to 25,000 SF
- Home furnishings 2,000 to 4,000 SF
- Personal services 10,000 to 15,000 SF

With the growth in area households and incomes, additional demand would support the following types of new retail operations by 2020:

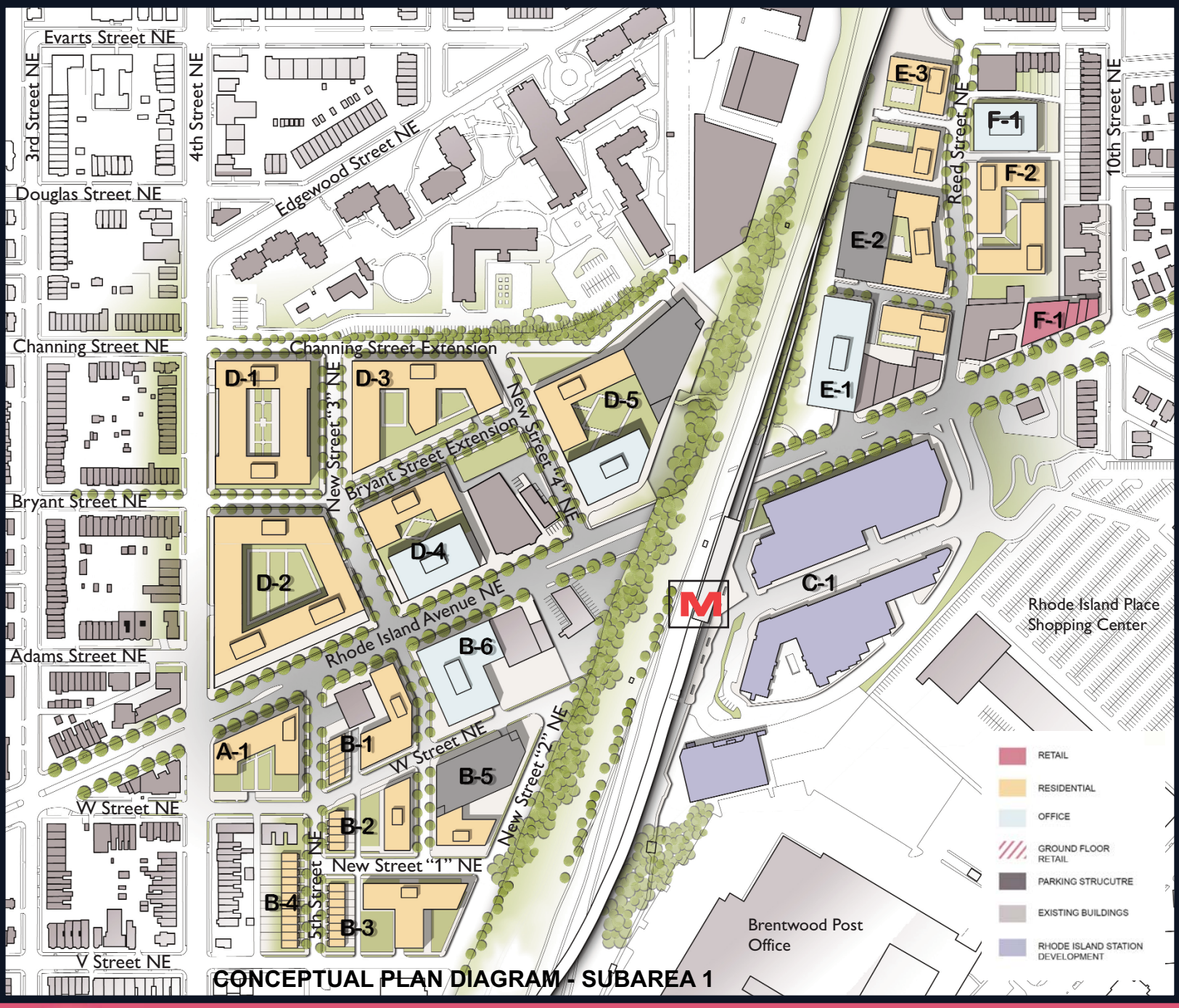
- Specialty food 2,000 to 4,000 SF
- Restaurants, cafes 4,000 to 8,000 SF
- Apparel, shoes 3,000 to 7,000 SF
- Personal services 5,000 to 10,000 SF

OFFICE. There are 26 existing office properties totaling just over 125,000 SF in the area. There is little vacant space in the area. Available inventory consists of low-density (one to two story) older structures with limited off-street parking. That space is largely Class C with limited reinvestment evident from the exteriors. Future opportunities should focus on neighborhood-serving office space and Class B office space for cost-sensitive tenants. The Avenue could support 150,000 SF of space now (including existing space), increasing to 200,000 SF by 2020. Channing Place by Douglas Development is the only proposed office development and will consist of approximately 113,500 SF and 147 parking spaces.

TRANSIT ORIENTED DEVELOPMENT

SUBAREA 1

4TH STREET NE TO 10 STREET NE



CONCEPTUAL PLAN DIAGRAM - SUBAREA 1

maximize development near transit

RECOMMENDATIONS:

Rezoning recommendations below should be allowed through map amendment with development permitted matter of right if developers comply with design review through the DC Zoning Commission and as conditioned by site.

SITE A

1. Re-zone from C-2-A to C-3-A, allowing up to 65 feet in height and 4.0 FAR if developer preserves older facades at 2205-2207 4th Street NE and 401-407 Rhode Island Avenue NE in the project.
2. Target minimum redevelopment to include at least 65 mixed income housing units, 15,000 square feet (SF) of retail, and minimal parking to encourage use of transit.

SITE B

3. Re-zone from C-M-2 to C-2-C, allowing up to 6.0 FAR and 90 feet if developers agree to include 15% set aside for locally owned retail and to fund the installation of proposed pedestrian and transit access improvements in accordance with detailed specifications and locations approved by the District Department of Transportation.
4. Re-zone the section west of 5th Street NE and between V Street NE and W Street NE from C-M-2 to C-3-A.
5. Extend and improve the street network and connectivity. Extend V Street eastward and connect with W Street via a new roadway adjacent to the train tracks. Explore a new entrance to the Metrostation from the west to improve pedestrian and transit access.
6. Consider redesign or re-location of the firehouse at 5th Street NE.
7. Target minimum redevelopment to include at least 300 mixed income housing units (including townhouses facing 5th Street NE), 16,000 SF of retail fronting onto Rhode Island Avenue, 135,000 SF of new office and minimal parking to encourage use of transit.

SITE C

8. Support the ongoing construction of the Rhode Island Station project which will contain 274 housing units, 70,000 SF of retail, a 215-space Metro garage, two private garages and 62 spaces at grade.

SITE D

9. Re-zone from C-3-A to C-2-C and allow 6.0 FAR and 90 feet if developers agree to include a new supermarket, at least one additional big box anchor, 15% set aside for locally owned retail and to fund burying 4th Street overhead utilities.
10. Support the H Street CDC project as previously approved.
11. Locate retail directly facing Rhode Island Avenue and 4th Street NE.
12. Extend Bryant Street NE and Channing Street NE eastward and 5th Street NE northward across the Rhode Island Avenue Center to improve connectivity. Provide other access points as needed.
13. Target minimum redevelopment to include at least 225,000 SF of retail, 600 mixed income housing units, 180,000 SF of office, and minimal parking to encourage use of transit.

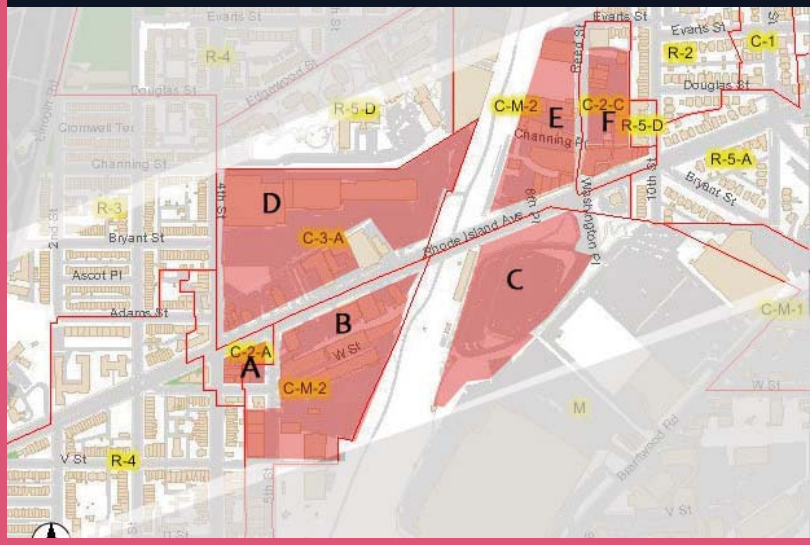
SITE E

14. Re-zone from C-M-2 to C-2-C and allow 6.0 FAR and 90 feet in height if developers agree to fund the installation of pedestrian improvements and vehicular street on Reed Street NE in accordance with more detailed specifications approved by the District Department of Transportation and to fund burying overhead utilities.
15. Target minimum redevelopment to include at least 165,000 SF of office, 450 units of housing, 7,000 SF of retail and minimal parking to encourage use of transit.

SITE F

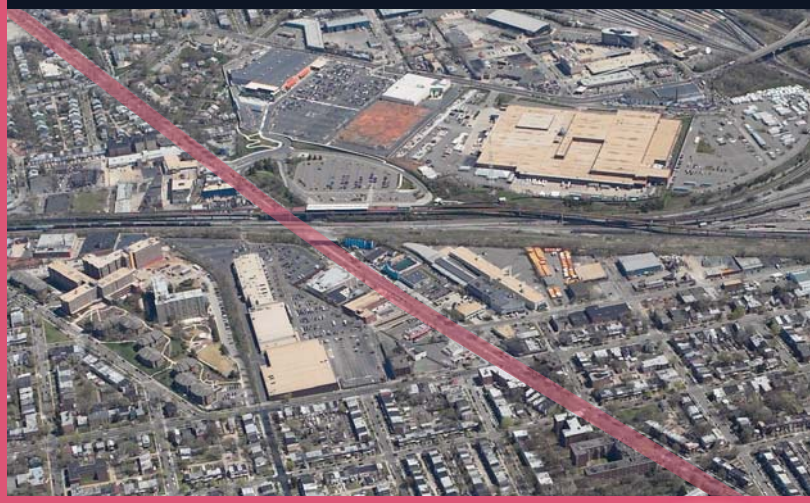
16. Adaptively re-use retail storefronts from 910-938 Rhode Island Avenue NE with neighborhood serving retail.
17. Require Reed Street developer(s) to fund the installation of proposed pedestrian improvements and vehicular street in accordance with more detailed specifications approved by the District Department of Transportation and to bury overhead utilities.
18. Target minimum redevelopment to include at least 100,000 SF of office, 250 units of housing and 10,000 SF of retail.

Sub-Area 1 Zoning Category Map & Underutilized Zones



Sub-Area 1 Retail Diagram

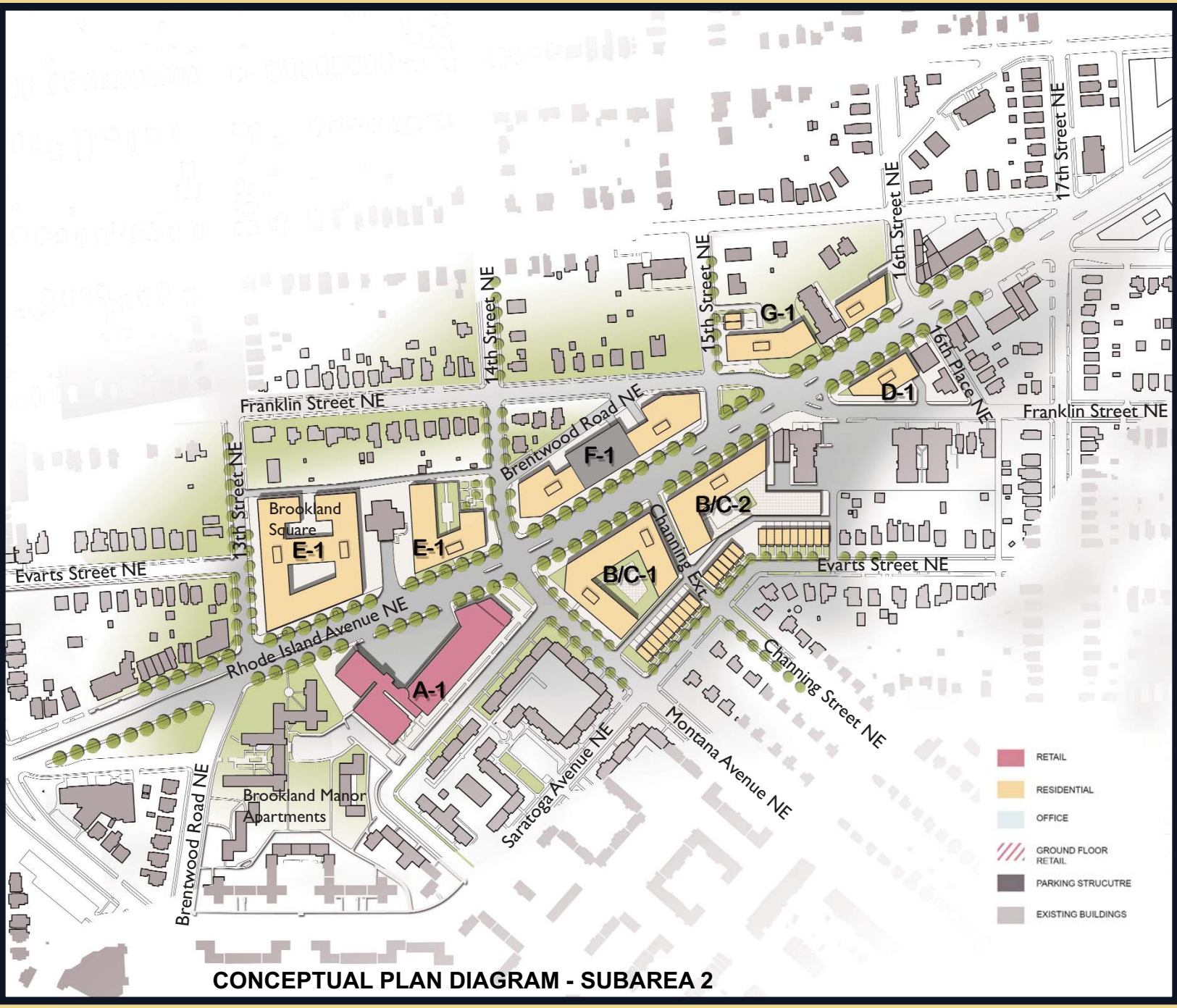
Sub-Area 1 Aerial View looking southeast over Rhode Island Avenue Center.



NEIGHBORHOOD CENTER

SUBAREA 2

13TH STREET NE TO 16TH STREET NE



CONCEPTUAL PLAN DIAGRAM - SUBAREA 2

RECOMMENDATIONS:

Rezoning recommendations below should be allowed through map amendment with development permitted matter of right if developers comply with design review through the DC Zoning Commission and as conditioned by site.

SITE A

1. Reposition existing shopping center with improved mix of new and enhanced retail uses and types (50,000 square feet.)
2. Improve the exterior appearance of the building and the parking lot to attract better retail mix and more customers. Provide better landscaping at frontage along Rhode Island Avenue NE.

SITES B+C

3. Analyze making the intersection of Rhode Island Avenue NE, Montana Avenue NE, 14th Street NE and Evarts Street NE safer for pedestrians by eliminating Evarts Street NE between Rhode Island Avenue and Saratoga Avenue.
4. Explore potential to create better pad sites by reconfiguring roadways once Evarts Street NE is eliminated per item 3 above. Migitate impact on existing Channing Street residents quality of life.
5. Rezone B and C from C-2-A to C-2-B to encourage development of more housing to support attraction of new and better retail if developers agree to include 15% set aside for locally owned retail and to fund burying overhead utilities.
6. Target minimum redevelopment to include at least 120 mixed income apartment/condominiums, 50 stacked townhomes on Saratoga and Evarts Streets NE, over 35,000 SF of retail fronting onto Rhode Island Avenue NE per the retail diagram, and parking.
7. Include a pharmacy and neighborhood scale grocery store (8,000 to 20,000 SF) as part of the redevelopment.

SITE D

8. Target minimum redevelopment to include at least 25 mixed income housing units and parking as required.

SITE E

9. Support development at 1300 Rhode Island Avenue NE with 257 apartments and 245 parking spaces. Encourage retail.
10. Preserve and adaptively re-use building of Engine 26 if relocated.
11. Acquire District ownership of the triangular open space between Rhode Island Avenue NE, Brentwood Road NE, and 14th Street NE.
12. Eliminate Brentwood Road NE between Rhode Island Avenue NE and 14th Street NE and dispose of the right of way to create a better pad site for mixed use redevelopment with housing and retail.
13. Allow re-zoning of east end of block from C-2-A to C-2-B through PUD to encourage more housing development to support retail. The public amenity should include construction of infrastructure improvements recommended in items 11 and 12 above.
14. Target minimum redevelopment to include at least 13,500 SF of retail, 390 mixed income housing units (includes Brookland Square units), and parking as required.

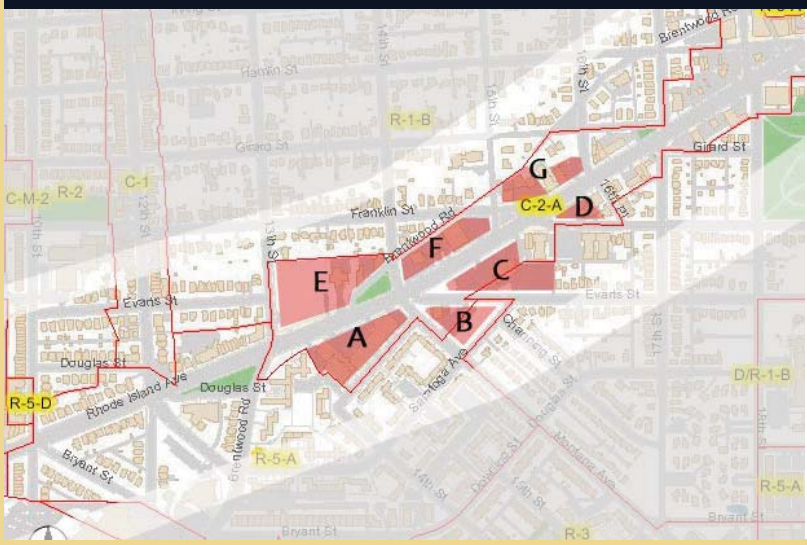
SITE F

15. Re-zone from C-2-A to C-2-B to encourage more housing development to support new retail if developers agree to include 15% set aside for locally owned retail and to fund burying overhead utilities.
16. Target minimum redevelopment to include at least 60 units of housing, 35,000 SF of retail and parking as required.

SITE G

17. Target minimum redevelopment to include at least 65 mixed income housing units and parking as required.

Sub-Area 2 Zoning Category Map & Underutilized Zones



Sub-Area 2 Retail Diagram

Sub-Area 2 Aerial View.

ARTS DISTRICT

SUBAREA 3

17TH STREET NE TO KEARNY STREET NE

CONCEPTUAL PLAN DIAGRAM - SUBAREA 3

give new meaning to historic fabric

RECOMMENDATIONS:

SITE A

1. Target minimum redevelopment to include at least 65 mixed income housing units and parking as required.

SITE B

2. Target minimum redevelopment to include at least 60 mixed income housing units and parking as required.

SITE C

3. Take advantage of the diverse and older building stock to regenerate a mixed neighborhood serving commercial district along with an eclectic arts district with galleries, coffeeshops, eateries, studios, dance classes, and more. This focus of this arts district might be upon the production and sale of painting, sculpture, photography, mixed media, graphic art, ceramics and textiles.
4. Adjust the zoning to allow the full use of existing buildings to accommodate commercial uses.
5. Prohibit licenses issued to storefront churches, check cashing services, and other similarly redundant uses which tend not to enliven the streetscape here especially and throughout the entire corridor.
6. Explore establishing a future DC Main Street within this zone to work with property owner on the attraction and retention of preferred retail, arts or other users within this area.
7. Target minimum redevelopment to include reuse of existing structures and at least 9,000 SF of infill development.

SITE D

8. Target minimum redevelopment to include at least 90 mixed income housing units and parking as required.

SITE E

9. Target minimum redevelopment to include at least 20 stacked townhouses and parking as required.

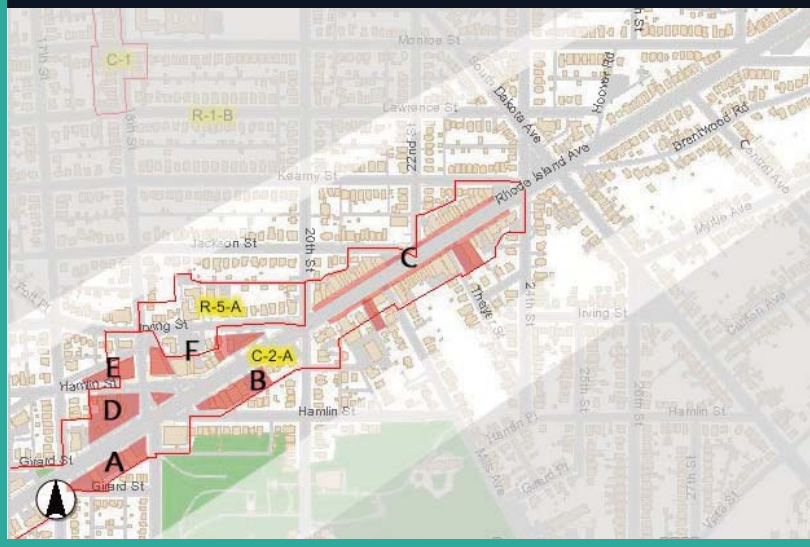
SITE F

10. Explore the closure of Hamlin Street NE between Rhode Island Avenue NE and 18th Street NE to make the intersection safer and friendlier to pedestrians while creating an opportunity for greater density to support the retail and arts uses in Site C.
11. Target minimum redevelopment to include at least 95 mixed income housing units and parking as required.

TRANSPORTATION

12. Study truck traffic and truck-pedestrian conflicts along 20th Street NE from New York Avenue NE to South Dakota Avenue NE and implement restrictions which reduce or eliminate those conflicts.

Sub-Area 3 Zoning Category Map & Underutilized Zones



Sub-Area 3 Retail Diagram

Sub-Area 3 Aerial View looking southeast toward Langdon Park.

GATEWAY TO THE DISTRICT

SUBAREA 4

MONROE STREET NE TO EASTERN AVENUE NE

CONCEPTUAL PLAN DIAGRAM - SUBAREA 4

celebrate the arrival

RECOMMENDATIONS:

SITE A

1. Relocate or remove all existing uses away from the Avenue.
2. Target minimum redevelopment to include at least 65 townhouses and parking as required.
3. Provide parking off of an extended alley network which also provides a buffer to the existing residential.

SITE B

4. Relocate or remove all existing uses away from the Avenue.
5. Target minimum redevelopment to include at least 70 townhouses, 6,000 SF of retail near Eastern Avenue and parking as required.
6. Allow for more retail to happen if the market supports it.

SITE C

7. Relocate or remove all existing uses away from the Avenue.
8. Adaptively re-use 3010 Rhode Island Avenue with retail.
9. Target minimum redevelopment to include at least 60 housing units, 18,000 SF of retail near Eastern Avenue and parking as required.
7. Allow for more retail to happen if the market supports it.

TRANSPORTATION

8. Study the possibility of restricting truck traffic on Monroe Street NE, particularly east of Rhode Island Avenue NE.
9. Assess the impact of commercial trucks passing along Newton and Monroe Streets as well as traffic back ups along Eastern Avenue NE due to left turning movements and no left turn signals.

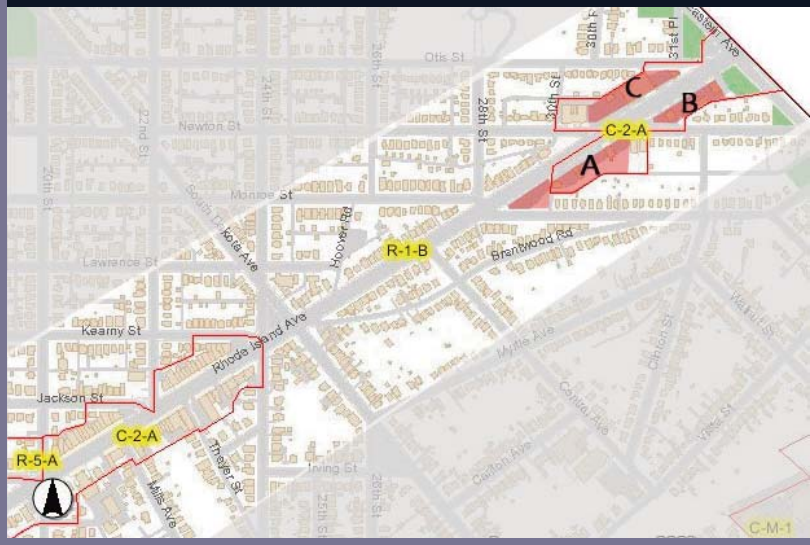
OPEN SPACE

10. Improve the image and utility of the Fort Circle Park land which straddles Rhode Island Avenue NE along Eastern Avenue NE.
11. Create a more significant and expressive gateway art work which celebrates the entry into the Nation's Capital.

NOTE:

Residents expressed a strong desire for neighborhood serving retail which might include a diner to serve not only nearby residents, in particular eniors and churches in the area. Other preferences include medical offices, and pharmacy which sells convenience goods.

Sub-Area 4 Zoning Category Map & Underutilized Zones



Sub-Area 4 Retail Diagram

Sub-Area 4 Aerial View looking southeast toward Langdon Park.

Rhode Island Avenue NE - "Conceptual" Site by Site Proposed Minimum New Development Targets, 2009-2025

	Residential Units		Residential SF		SF/DU
	Rental	For Sale	Rental	For Sale	
SUBAREA 1					
A-1		65		65,094	1,001
B-1~6	163	153	164,668	191,488	1,127
C-1	274		280,000		1,022
D-3 & 4, Phase I	115		115,196		1,002
D-1, 2 & 5, Phase II	138	357	138,612	357,983	1,003
E-1, Phase I	94		94,668		1,007
E-2 & 3, Phase II	95	272	95,480	272,734	1,003
F-1 , Phase I					
F-2 , Phase II		250		251,720	1,007
Subtotal	**879**	**1,097**	**888,624**	**1,139,019**	
SUBAREA 2					
A-1					
B/C-1		50		80,000	1,600
B/C-2		119		119,436	1,004
D-1		28		28,668	1,024
E-1 (13th), Phase I	257		285,000		882
E-1 (14th), Phase II	69		69,699		1,002
F-1		60		61,390	1,023
G-1	67	4	68,376	6,400	1,053
Subtotal	**393**	**261**	**423,075**	**295,894**	
SUBAREA 3					
A-1		68		68,304	1,004
B-1		64		64,458	1,007
C-1~2					
D-1	88		88,269		1,003
E-1		20		32,000	1,600
F-1	95		96,384		1,015
Subtotal	**183**	**152**	**184,653**	**164,762**	
SUBAREA 4					
A-1		33		52,644	1,595
B-1		39		59,830	1,534
C-1	60		60,873		1,015
Subtotal	**60**	**72**	**60,873**	**112,474**	
TOTAL	**1,515**	**1,582**	**1,557,225**	**1,712,149**	

Sources: Green Door Advisors, LLC; PGN Architects; Partners for Economic Solutions, 2009.

(Targeted development totals are subject to change depending on the economic market, real estate values, zoning changes, design innovation and other factors.)

Retail SF	Office SF	Parking	Parking SF	Total SF	Estimated Delivery
15,290		55	20,917	101,301	2019
16,227	138,812	586	220,835	732,030	2020
70,000				350,000	2012
18,685		145	54,498	188,379	2017
208,312	184,556	965	362,777	1,252,240	2025
7,200	168,000	257	96,681	366,549	2015
		564	212,106	580,320	2016
10,000	96,000	51	19,200	115,200	2018
		129	48,504	300,224	2019
335,714	**587,368**	**2,752**	**1,035,518**	**3,986,243**	
51,000				51,000	2013
				80,000	2023
35,654		167	62,652	217,742	2022
		25	9,556	38,224	2020
				285,000	2014
13,757		87	32,800	143,910	2019
36,418		102	38,400	136,208	2016
		60	22,792	97,568	2018
136,829		**441**	**166,200**	**1,049,652**	
		60	22,768	91,072	2019
		57	21,486	85,944	2021
9,687				9,687	2017
		103	38,672	126,941	2015
				32,000	2016
		84	32,128	128,512	2021
9,687		**304**	**115,054**	**474,156**	
		35	13,161	65,805	2013
6,395		45	13,115	79,340	2022
18,384		137	51,556	130,813	2018
24,779		**217**	**77,832**	**275,958**	
507,009	**587,368**	**3,714**	**1,394,604**	**5,786,009**	

Estimated development value: $1,210,263,135

TOOLS FOR IMPLEMENTING THE PLAN

Above: Photos of redevelopment projects in which the District invested or plans to invest TIF dollars. Projects include: Gallery Place at 7th and H Streets NW (top), H Street Connection at 8th and H Street NE (middle), and The International Spy Musuem at 9th and F Streets NW (bottom.)

TAX INCREMENT FINANCING (TIF)

As a critical part of this plan, the District commissioned an analysis of the potential of a tax increment financing (TIF) district on the Rhode Island Avenue NE Great Streets corridor. The intent was to determine what capacity the corridor would have to generate revenues to support broad redevelopment goals of the corridor as recommended within this planning document. Additionally, the consultant team was to determine the priority sites where the District might invest initial TIF revenue to have a catalytic impact on the overall redevelopment of the corridor.

TIF Explained

TIF involves earmarking the new real property and sales taxes generated by business district revitalization to pay for the public and private investments that make that redevelopment possible. A key tool for public/private partnerships, tax increment financing allows the District to pledge projected future tax revenues – revenues not already committed to meeting citywide operational needs or debt service – to provide incentives to private developers investing in key redevelopment projects.

The District defines a tax increment district or project site from which incremental revenues are collected and within which tax increment dollars can be spent to support redevelopment. The current level of sales taxes and value of real property going into the District's General Fund are "frozen" at the time that the TIF district or project site is defined and approved. This base of current sales taxes and the real property taxes generated by the current property values continues to flow to the General Fund and is not affected by the creation of the TIF district.

Once the TIF district is formed, any future new sales tax revenues and added real property taxes generated by future growth in property values are termed "incremental" taxes. These incremental taxes are directed to a designated TIF revenue fund separate from the District's General Fund. The District can then spend those dollars on approved revitalization efforts within the TIF district or pledge the future revenues to repay revenue bonds or notes issued to finance redevelopment projects. These revenue bonds or notes are secured by only the tax increment revenues and do not represent an obligation on the District's General Fund. Thus, the neighborhood business district redevelopment is self-funding with the revitalization creating higher sales taxes and property values.

The District prefers issuance of project based TIF Notes over the issuance of area-wide bonds. This places more responsibility for the success of an applicant project on the development team to complete a successful project with this limited public resource.

TIF as a Revitalization Tool

TIF can fund several alternative and/or complementary strategies to encourage revitalization of the targeted neighborhoods. Some rely on public sector investment in traditional infrastructure improvements. TIF financing could supplement capital budget funding for street reconstruction, streetscape and other public space improvements. TIF has the advantage of greater flexibility than many public investment programs; it can be used for direct investment in private redevelopment projects as well.

Analyzing TIF Capacity on Rhode Island Avenue NE

The scale and timing of new development on pages 24-25 represents the key analytical input in determining the capacity of Rhode Island Avenue to function as a TIF district. Current and future property values on the corridor as a whole were estimated based on the value of recommended new development plus the value of tax-exempt land returned to the tax rolls less the value of demolished buildings. The projections assumed that new facilities are developed with an average per-square-foot building value (excluding land) of:

- Rental Apartments $175
- Condominiums $185
- Townhouses $155
- Retail and Office $160

In keeping with the District's financial policies and obligations to existing bondholders, a conservative 40 percent of the incremental new real property taxes were projected as available for TIF financing. The incremental taxes are those generated by growing assessments above the base year, assumed to be 2009. Nominal tax rates are assumed to remain at $0.85 per $100 of assessed value for residential properties, $1.85 per $100 of assessed value for commercial properties, and $10.00 per $100 of assessed value for unimproved land.

Future incremental sales taxes were projected based on replacement of existing retail space with more modern, efficient and competitive retail space with higher sales per square foot. Sales taxes are assumed to remain at 5.75 percent for general retail goods, excluding food and drugs and 9.0 percent for prepared food and beverage sales, excluding the 1.0-percent sales tax on food and beverages that is pledged to back Washington Convention Center Authority bonds.

The amount of supportable bonds grows over five-year intervals based on incremental property and sales taxes. The bonds are assumed to carry a 7.75-percent interest for 20 years with a 1.3 debt coverage ratio and a 7.5-percent cost of issuance. Future reductions in interest rates and debt coverage requirements would increase the amount of supportable bonds. The incremental tax revenues would support an estimated $14.7 million in bonds in 2019. Due to the period between 2023 and 2025 when the Rhode Island Avenue Shopping Center is assumed to be demolished and the replacement development under construction, incremental taxes would be only slightly higher in 2024. Once the new development was open on this redevelopment site and generating sales and property tax revenues, the amount of supportable bonds would increase to $71 million in 2029.

Key Near-Term Catalytic Opportunities for TIF

Subarea 1:
Rhode Island Station (C-1)
Reed Street redevelopment (E-1,2 and 3 and F-1 and 2)

Subarea 2:
Brentwood Village Shopping Center renovation (A-1)
Brookland Square (E-1 at 13th Street)

Subarea 3:
North side of Rhode Island at 18th Street (D-1)
Renovation of existing storefronts and buildings (C-1 and 2)

Sub Area 4:
South side of Rhode Island from 28th to 30th Street (A-1, B-1)

The table on pages 28 and 29 summarizes the value in the redevelopment of these near-term catalytic opportunities.

PROPERTY TAX ABATEMENTS

The District may consider real property tax abatements to close financing gaps in significant mixed use or larger housing projects on the Avenue. Request are made through the Office of the Deputy Mayor for Planning and Economic Development which then works with the developer and the Office of the Chief Financial Officer to determine the right-size and timeframe for any potential abatement of these taxes as well as the availability of funding. Affordable housing production should be a priority use of this tool. Abatements require Council approval.

Rhode Island Avenue Corridor Supportable TIF Bonds

	2009	2014	2019	2024	2029
		(Values in current, inflated dollars)			
Incremental Property Taxes Available for TIF Funding (40%)	$ -	$122,000	$1,543,000	$3,282,000	$5,338,000
Incremental Sales Taxes	$ -	$242,300	$572,500	(85,100)	$4,558,900
Total Incremental Taxes	**$ -**	**$364,300**	**$2,115,500**	**$3,196,900**	**$9,896,900**
Debt Coverage Ratio	1.30	1.30	1.30	1.30	1.30
Annual Debt Constant*	9.92%	9.92%	9.92%	9.92%	9.92%
Less Issuance Costs	7.50%	7.50%	7.50%	7.50%	7.50%
Cumulative Total Supportable Bonds	**$ -**	**$2,614,000**	**$15,178,000**	**$22,936,000**	**$71,006,000**

*Note: *Assumes 20-year bonds at 7.75% interest.*
Source: Partners for Economic Solutions, 2009.

	CATALYTIC SITES VALUE	PHASING	APTS/CONDO
SUBAREA 1		2010-2025	931
SUBAREA 2		2012-2023	338
SUBAREA 3		2014-2023	220
SUBAREA 4		2010-2017	0
	CORRIDOR TOTALS	2010-2025	1,489

TOWNHOMES	RETAIL	OFFICE	VALUE
60	258,514 sf	323,368 sf	$499 million
50	85,829 sf	0	$126 million
20	10,000	0	$80 million
130	24,779 sf	0	$57 million
260	**379,119 sf**	**323,368 sf**	**$762 million**

TOOLS FOR IMPLEMENTING THE PLAN

COMMUNITY DEVELOPMENT BLOCK GRANTS

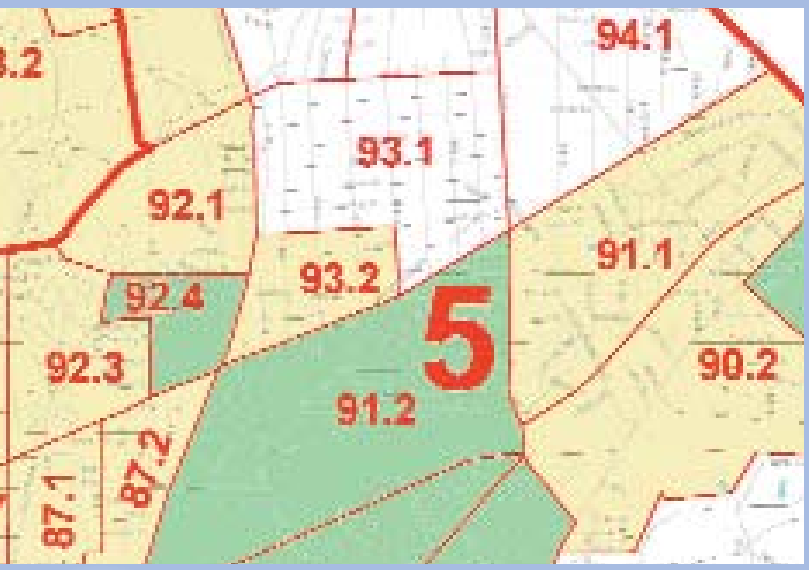
The District's Department of Housing and Community Development (DHCD) administers the city's allocation of Community Development Block Grant (CDBG) funds from the U.S. Department of Housing and Urban Development. CDBG funds can be used for a variety of purposes, including real property acquisition, relocation, demolition, rehabilitation, construction of public facilities and infrastructure improvements, and others. These funds can also be used in low-income neighborhoods to maintain historic properties. DHCD awards CDBG grants annually through a competitive application process in which the rules and priorities are defined. Generally priorities are to create affordable housing and to expand economic development efforts in low to moderate income communities. ***Much of the Avenue should qualify for CDBG funding and should be given priority in future Requests for Applications (RFA) issued periodically through DHCD.***

ENTERPRISE ZONES

President Clinton created this program in 1997 to stimulate economic growth and job development in the District. The Balanced Budget Act of 1997 granted the District authority to issue taxable and tax-exempt revenue bonds to finance the acquisition, construction, and renovation of a wide array of private and non-profit projects in areas where census tracts contain between 10% and 20% poverty and unemployment. Both sides of the Avenue from 3rd Street NE to 14th Street NE and the south side of the Avenue from 14th Street NE to Eastern Avenue NE fall within the District's Enterprise Zone. The program provides three types of wage credits per eligible District resident hired or employed, an additional expensing allowance, a zero federal capital gains tax rate on certain investments, and tax-exempt bond financing. The Office of the Deputy Mayor for Planning & Economic Development's Revenue Bond staff administer this program. ***Existing and new business owners within the eligible areas are strongly encouraged to take advantage of this significant tax benefit.***

DC MAIN STREETS - reSTORE DC

As mentioned on page 5 in the "Small Business Development" section, the Department of Small and Local Business Development (DSLBD) administers the DC Main Streets program. Not-for-profit groups apply to be competitively awarded a Main Streets designation. The award includes matching funding to assist with technical assistance to property owners and businesses in the neighborhood district. Assistance is provided in design, organization, promotions, and economic restructuring. ***Priorities include identifying a capable not-for-profit to apply for the designation on the Avenue from 20th to 24th Streets NE in the future. Priority activities for that organization are very creative and impactful building exterior and interior improvements administered in partnership with the DC Commission on the Arts and Humanities (DCCAH) and in accordance with the latest in Green Building standards, utilities assessments and upgrades to each property, clean and safe sidewalks,***



Map of Enterprise Zones on the Avenue. Yellow indicates census tracts with poverty rates between 10 to 19.9%; green, 20% and above. White areas have below 10% poverty.

Representative, vacant storefronts on the 2000-2300 blocks of the Avenue (above and next page to the left). Example of multifamily housing on or near the Avenue (next page to the right).

attraction of new retail and arts-related uses to the currently largely vacant properties, animation of the wide sidewalks, identity branding, and new jobs and sales.

REVENUE BOND PROGRAM

The District of Columbia Revenue Bond Program provides below market interest rate loans to qualified private enterprises that are located in the Enterprise Zone as well as non-profit and manufacturing organizations citywide. Bonds can be issued to assist in financing a broad variety of capital projects, including commercial development, infrastructure improvements, and equipment and machinery used in business and other endeavors such as the retail trades, health care, education, housing, recreation, and solid waste recycling. Program funds are generated through the issuance and sale of tax-exempt and taxable municipal revenue bonds, notes, or other obligations. Proceeds from the sale of these securities are loaned to borrowers and may be used to finance, refinance and reimburse costs of acquiring, constructing, restoring, rehabilitating, expanding, improving, equipping and furnishing real property, and related and subordinate facilities. The Office of the Deputy Mayor for Planning & Economic Development's Revenue Bond staff administer this program.

HOUSING PRODUCTION TRUST FUND

The Department of Housing and Community Development (DHCD) receives funding for the Housing Production Trust Fund (HPTF) from a portion of fees and taxes collected from new development projects throughout the District. This fund is used to provide financial assistance to nonprofit and commercial developers of rental and ownership of low- to moderate-income rental and ownership housing and related facilities.

TAX EXEMPT & TAXABLE BOND FINANCE

The DC Housing Finance Agency (HFA) can provide Tax-Exempt and Taxable Multi-Family Rental and Co-op Bond Financing and Tax Credits Bond financing for permanent and construction debt associated with the construction or renovation of rentals and cooperatives. Four percent Low Income Housing Tax Credits (LIHTC) are available to projects that receive bond financing from the HFA.

LOW INCOME HOUSING TAX CREDITS

Four percent and nine percent LIHTC are available to eligible affordable housing rental projects. Four percent LIHTCs are available to projects that receive bond financing from the HFA and nine percent LIHTCs are competitively awarded by the Department of Housing and Community Development (DHCD). Projects must meet the following guidelines: (1) provide a minimum of 20% of the units for persons making up to 50% of the area median income (AMI) or 40% of the units for persons making up to 60% of the AMI, as estimated yearly by the federal government.

SUPERMARKET EXEMPTION ACT

In accordance with the Supermarket Exemption Act of 2000, the Office of the Chief Financial Officer (OCFO) and the Office of the Deputy Mayor for Planning & Economic Development may work with eligible owners of a qualified supermarket in a "priority development area" to receive an exemption from sales taxes on the purchase of building materials and equipment for construction or substantial rehabilitation of a qualified supermarket as well as exempt the qualified supermarket from the payment of license fees and personal property taxes levied on the supermarket for 10 years. ***With its designation as a "Great Streets" corridor and given the Enterprise Zone, Rhode Island Avenue NE qualifies as a priority development area and grocery stores are desired in Subareas 1 and 2 especially within this economic development plan.***

RECOVERY ZONE ECONOMIC DEVELOPMENT BONDS AND RECOVERY ZONE FACILITY BONDS

President Barack Obama's "American Recovery and Reinvestment Act of 2009" included provisions for both Recovery Zone Economic Development ($10 billion nationwide) and Facility Bonds ($15 billion nationwide) for cities and counties with populations over 100,000. Recovery Zones can be designated by local jurisdictions as long as the area meets one of the following criteria: (1) "significant poverty, unemployment, rate of home foreclosures, or general distress" or (2) "area designated by [the local government] as economically distressed by reason of the closure or realignment of a military installation pursuant to the Defense Base Closure and Realignment Act of 1990." The Avenue should qualify given its inclusion within both the Enterprise Zone program and being included within the Great Streets program. The Economic Development Bonds can be used to fund "capital expenditures paid or incurred with respect to property located in a 'recovery zone', (b) expenditures for public infrastructure and construction of other public facilities, wherever located, that promote development or other economic activity in a recovery zone, and (c) expenditures for job training and educational program, wherever located."

The Facility Bonds can be issued to fund construction, reconstruction, renovation or acquisitions of property by private taxpaying businesses within the area after an area is designated a "recovery zone." Rules are still being clarified for the use of both tools. However, the District (at the time of the writing of this plan) anticipates receiving an allocation. Bonds must be issued by December 31, 2010. ***If a second issuance of similar resources are available, the Avenue should be given consideration for the potential issuance of Economic Development Bonds to finance public infrastructure improvements.***

TOOLS FOR IMPLEMENTING THE PLAN

DESIGN AND DEVELOPMENT GUIDELINES

A critical component to the successful implementation of this plan will be the resultant outcomes in the attractiveness of the public realm created by new development projects coming online and improvements to the streetscape. The quality of both is critical to re-making the image of the Avenue and to setting the pace of other investments.

The following guidelines are meant to provide general form based and appearance recommendations. A great level of creativity is welcomed and encouraged in transforming the image of the Avenue from a thoroughfare of used car lots and vacant storefronts into a series of dynamic and interesting mixed use and thriving, neighborhood districts.

In order to provide guidance and a public forum for discussion, an overlay district with a design review process should be established along the Avenue. Explore the benefits and potential ramifications of combined lot development on the implementation of this plan when establishing the overlay district. Design review should makes sure that all new construction and renovation projects:

A. Set all buildings directly on the front property lines along Rhode Island Avenue and secondary arterials and on other side streets or alleys where architecturally possible;
B. Use the full depth of the corridors generally narrow or odd shaped lots and not build rear yards unless the property line is within 20 feet of a residential zone or single family home;
C. Mass and scale new construction to "fit in" or architecturally reference existing neighborhood scale;
D. Achieve a three-parted facade arrangement with base, body, and cornice in all structures, particularly structures over three stories;
E. Have a clearly articulated base at least two stories in height and an articulated and expressive cornice in structures over three stories;
F. Integrate details and rhythms at the first two to three stories of the building which will be in pedestrian and transit view;
G. Avoid flat facades/elevations by incorporating bay windows, balconies and other forms of surface articulation;
H. Avoid unarticulated blank walls adjacent to public spaces;
I. Employ modern and innovative design interpretations of local and neighborhood architecture without being overly historicist;
J. Animate recommended commercial ground floors with retail, restaurants and galleries which attract patrons repeatedly;
K. Creatively incorporate multiple color and patterns with choice of high quality materials (i.e., no stucco, particle board, dryvit);
L. Take advantage of both natural and artificial lighting;
M. Adhere strongly to DC Green Building standards;
N. Provide parking below grade or behind the building and shielded (physically or architecturally) from view from adjacent streets; and
O. Discourage parking garage entrances from the Avenue to protect the pedestrian realm, but if needed, limit parking garage entrances facing the Avenue to one for a project at least one half block in width and if other alternatives are not feasible. Strongly encourage entrances from side streets or alleys, where possible.

Photos of Architecture Which Meet the Guidelines Above: *1. Townhome north of U Street NW; 2. Vibrant streetscape and storefront near Whole Foods on P Street NW; 3. Mixed use development at 14th & Q Streets NW; 4. Stacked townhomes north of U Street NW; 5. Multifamily units north of U Street; 6. New apartment building at 12th Street NW and Vermont Avenue; 7. Infill development at 3028 Connecticut Avenue NW; and 8. Mixed use development in Denver.*

1

GROUND FLOOR RETAIL GUIDELINES

P. Incorporate frequent entrances to ground floor uses, with building entrances at least every 40 feet;
Q. Use windows and glass doors in no less than 60% of the total ground floor facade;
R. Encourage transom windows above doors and storefront windows;
S. Set windows a maximum of 18 inches above the ground and within 12 inches of the finished ceiling;
T. Provide a minimum of 14 foot ground level floor to finished ceiling clear height;
U. Prohibit black glass, opaque glass and other "false window" techniques;
V. Encourage creative signs which express the type of business.

2

3

4

5

6

7

8

TOOLS FOR IMPLEMENTING THE PLAN

PUBLIC ART IN SHAPING AVENUE IMAGE

Public art should play an integral role in re-positioning the Avenue's image locally and regionally. Public art has the potential of building or strengthening community pride while also adding value to the location overall. This plan will not recommend the myriad of themes for artwork which may exist along the Avenue. Rather, this plan recommends that the DC Commission on the Arts and Humanities (DCCAH) along with other relevant partner agencies and the broader communities coordinate to determine the exact placement and theme of any public art which is placed on the corridor. This plan does, however, recommend areas in which the placement of art should be considered as it furthers the economic development goals within this plan. Also, an expanded role is recommended for DCCAH in the rehabilitation of older structures between 20th and 24th Streets NE in Subarea 3.

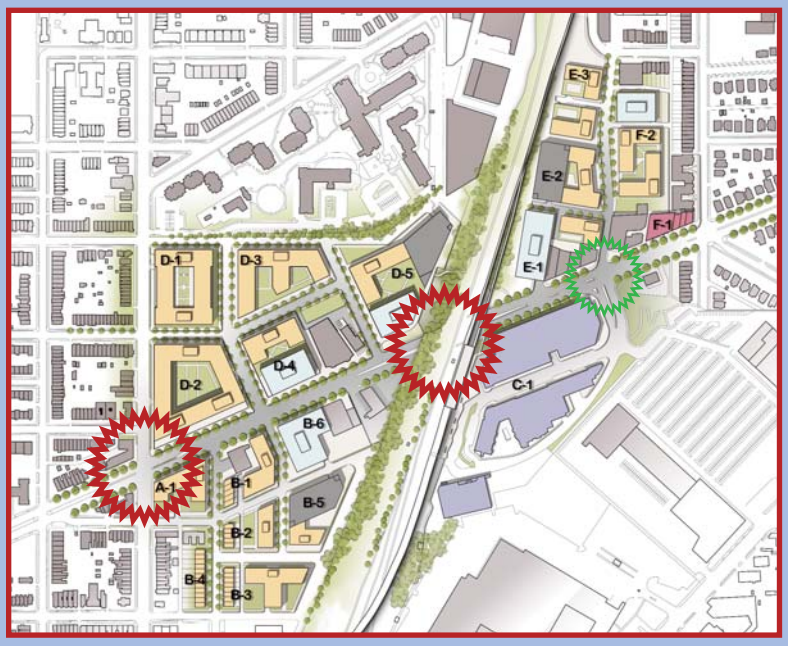
As a priority, the DCCAH should plan to work with all involved entities and the community to transform the underpass near the Metrorail station and the train lines above into an inviting, well-lit and pedestrian friendly experience. Many attendees at the public meetings mentioned the perception and reality of a lack of safety when passing through the underpass. Public art here should be instrumental in re-defining this experience and improve connectivity to and from the Metrorail station. If funding is available, the DCCAH should seek to make the appearance of the overpass and the adjacent silos more attractive and iconic as well.

PRIMARY INTERSECTIONS FOR PUBLIC ART
- A. 4th Street NE
- B. Rhode Island Avenue Under/Overpass + Blue Sillows
- C. 14th Street NE
- D. 18th Street NE - Public Library
- E. Eastern Avenue NE Gateway

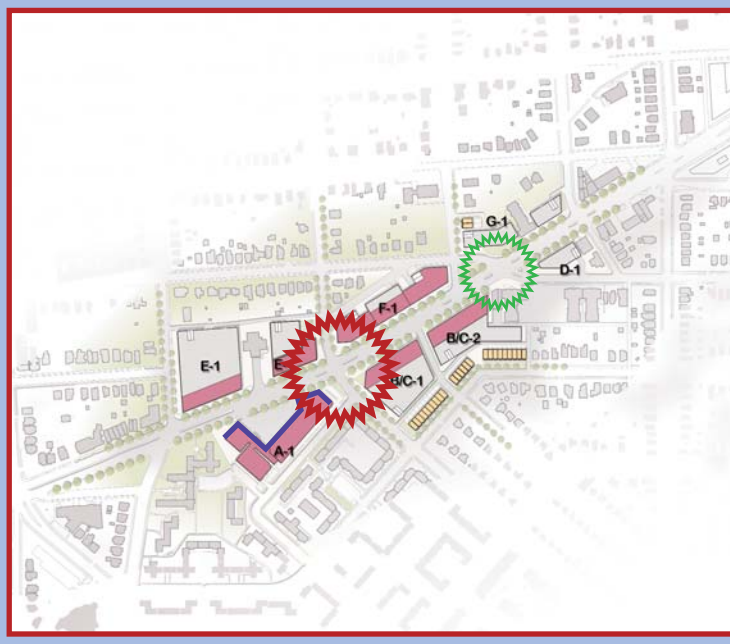
SECONDARY INTERSECTIONS FOR PUBLIC ART
- A. Metro Entrance / Reed Street NE
- B. Franklin Street NE
- C. South Dakota Avenue NE

NON-TRADITIONAL LOCATIONS FOR ARTIST INVOLVEMENT
- A. Shopping center facade improvements & landscaping at 14th
- B. Older building facade improvements (2000-2300 Rhode Island)

Sub-Area 1: 3rd Street NE to 10th Street NE

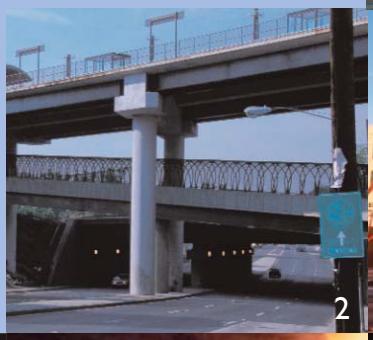


Sub-Area 2: 13th Street NE to 16th Street NE

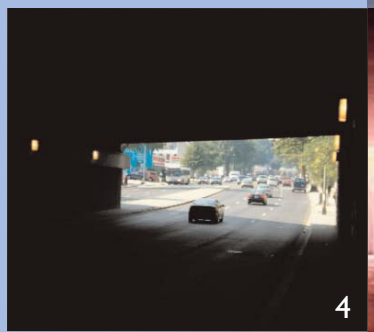


Sub-Area 4: Monroe Street NE to Eastern Avenue NE

Sub-Area 3: 17th Street NE to Kearny Street NE



1. *Art opportunity: Silos near the Metrostation.*
2. *Metro and other overpassing elements.*
3. *Overpass installation by artist named Hatcher.*
4. *Art opportunity: Underpass image.*
5. *Art in underpass by Sheila Klein.*
6. *Art in underpass in Cleveland, Ohio.*



ACKNOWLEDGING

CONTRIBUTORS

TO THIS PLAN

First, to the hundreds of property owners, residents, business owners, developers and other interested parties, thanks for attending the public meetings and being active participants throughout this process. There are too many to list here, but your input was critical to the formation of this planning document which will impact the growth of your Great Streets corridor in the many years to come. It was a pleasure!

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