Pennsylvania Avenue East Small Area Plan

Recommendation Development Workshop

Economic Development and Retail Opportunities & Housing Opportunities and Affordability

September 29, 2021

7:00pm-8:30pm

Agenda

7:00pm Project Overview and Updates

7:15pm Economic Development and Retail Opportunities

- Vision Statement Review
- Recommendation Review

7:45pm Housing Opportunities and Affordability

- Vision Statement Review
- Recommendation Review

8:25pm Next Steps

About Small Area Plans

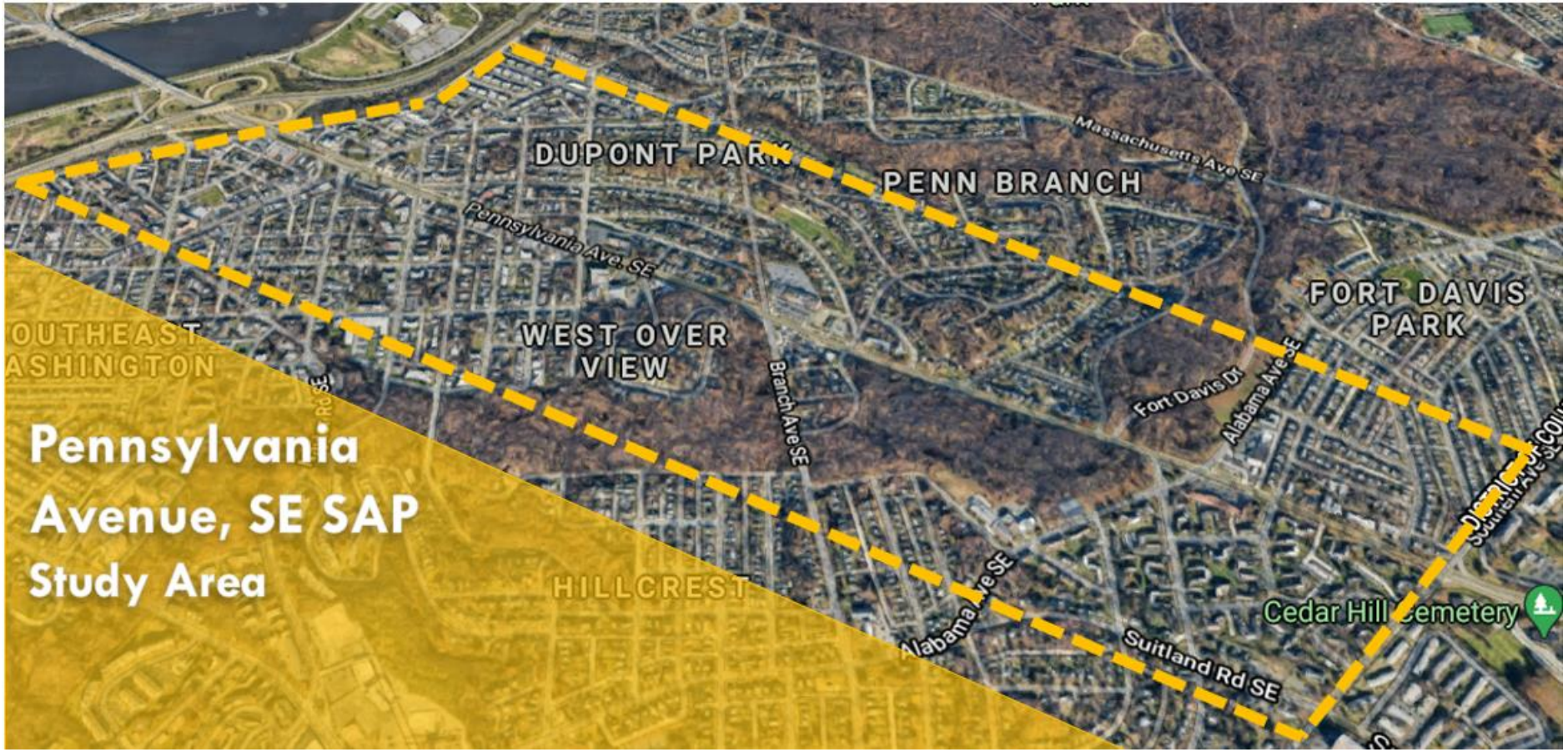
Small Area Plans

Small Area Plans supplement the Comp Plan by focusing on the neighborhood and block level. Small Area Plans **establish a vision for the neighborhood** and build on the guidance established in the Comp Plan.

- Identify strategic priorities, gaps, and opportunities
- Provide neighborhood specific recommendations
- Guide future development and investment
- Are approved by Council as legislation

About the Pennsylvania Avenue East Small Area Plan

With community support and involvement, OP will develop an updated vision and implementation plan for the Pennsylvania Avenue East corridor.



Project Timeline

We are here!

Dec 2020- March 2021 **Project Roll-Out**	April – October 2021 **Plan Development**	Winter 2021/22 **Legislative Process**	Spring 2022 on **Implementation**
• Existing conditions and market research • Convene Interagency Advisory Committee • Convene Community Advisory Committee	• Community learning • Community visioning • **Recommendation development**	• Public Comment Period • Mayoral Hearing • Council Review • Council Approval	• Implementation and neighborhood technical support • Plan recommendation implementation

Pennsylvania Avenue East Small Area Plan Goals

The SAP will establish a framework that will guide development and reinvestment in the neighborhood to meet the following goals:

Encourage economic development and retail opportunities

Enhance a safe, accessible, and vibrant public realm

Improve transportation access and connectivity

Explore housing opportunities and social and economic resiliency strategies

How to Participate

1. Meeting chat will remain open throughout the conversation.

2. Select the “raise hand” feature or unmute to provide comment.

3. Complete the survey: publicinput.com/PennAveRecommendations

Retail Gaps and Opportunities

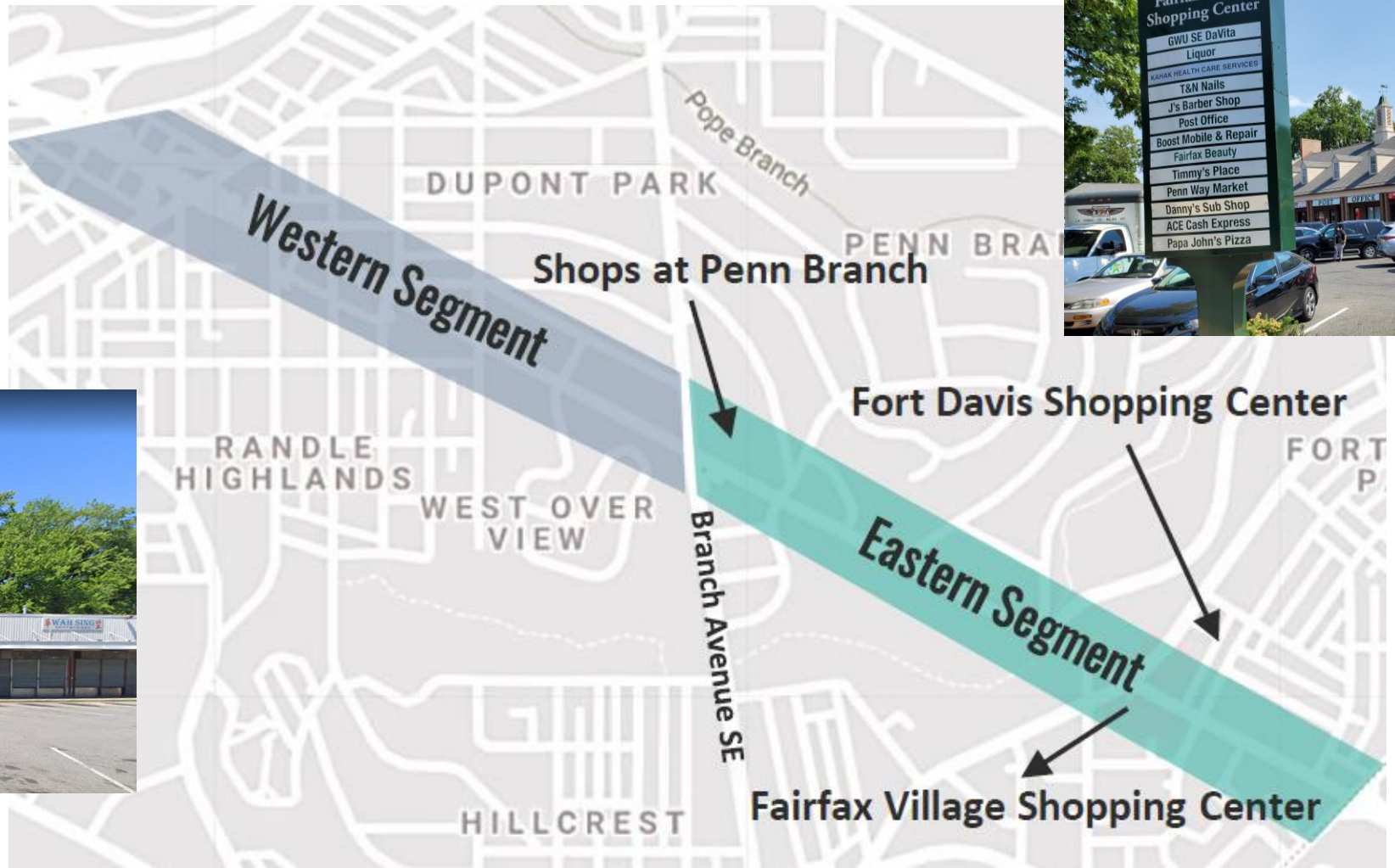
What we've heard

- Community desires additional retail options (home goods, bookstore, Target, etc.) and dining, takeaway healthy food options, and fresh food options
- Business storefronts need repair
- Available retail options are unclear
- Businesses are difficult to access due to transportation options and parking
- Residents leave the community to meet all shopping needs

Opportunities

- High levels of vehicular traffic
- High sales potential
- Loyal customer base
- Affordable retail rents
- Strong recent retail performance
- Local network of entrepreneurs and creatives

Existing Retail



Neighborhood Supported Retail

Promote the vitality of neighborhood supported retail by:

- Retaining existing businesses
- Attracting new businesses
- Supporting a strong customer base
- Improving the mix of goods and services available to residents

Updated Draft Vision Statement: Economic Development and Retail Opportunities

Encourage a culturally diverse economy and vibrant retail destination by making retail options easily accessible, meeting the shopping needs of residents, revitalizing existing businesses, attracting and retaining new businesses, promoting community assets, expanding the customer base, and creating opportunities for local businesses and entrepreneurs to develop a healthy and wealthy local economy

Draft Recommendations: Economic Development and Retail Opportunities

Retail Offerings

- Leverage Food Access funds and leasing initiatives to encourage fresh food along the corridor
- Encourage small restaurants, high-quality healthy food options, and corner stores to participate in the Healthy Corner Stores program
- Encourage more sit-down and outdoor dining options
- Support dining establishments through Streatery opportunities

Retail Environment

- Improve storefront and signage through education and partnerships and through collaborations with artists
- Develop signage strategies that are both pedestrians and auto oriented
- Identify incubation opportunities for start-ups and retailers (office and marker space)
- Support businesses and entrepreneurs by providing free/low-cost technical assistance and training

Retail Marketing

- Develop corridor-wide and node-based marketing strategies
- Develop a commuting responsive retail attraction plan
- Develop a marketing strategy for food and beverage businesses to increase their market-shed
- Explore opportunities to increase density at key nodes to allow for a mix of uses that would be needed to support the desired retail of the community

Discussion: Economic Development and Retail Opportunities

1. Does the draft vision statement fit your vision for the future of the corridor?
2. Do these recommendation reflect your vision for the future of the corridor?
3. What additional recommendations you would like to see?

- Watch the broadcast online: publicinput.com/PennAveSEPlan, 'Events' tab
- Join the meetings online: **tinyurl.com/PennAveRecommendations**
- Join the meetings by phone: **202-860-2110 (meeting #: 180 359 5368)**

Updated Draft Vision Statement: Housing Opportunities and Affordability

Foster a thriving, highly accessible community that provides increased homeownership and rental opportunities for first time homebuyers, families, young adults, and households on fixed incomes to allow for generational wealth building and retaining long-time District residents, all while maintaining the community's architectural characteristics

Draft Recommendations: Housing Opportunities and Affordability

Homeownership

- Encourage Accessory Apartments to promote wealth building opportunities
- Target efforts to support households seeking pathways to homeownership

Housing Affordability

- Leverage existing affordable housing tools to increase housing affordability for families, young adults, first time home buyers, and older adults
- Encourage the preservation of naturally occurring affordable housing in both affordability and unit type whenever possible

Housing Opportunities

- Increase resources for the rehabilitation of older housing
- Connect residents with housing resources (in-person/digital knowledge sharing)
- Leverage the Faith Based Housing Initiative to provide technical assistance and financial support for new housing

Discussion: Housing Opportunities and Affordability

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Discussion Takeaways

You shared...

Next Steps

- ✓ Register for the Plan: publicinput.com/PennAveSEPlan
- ✓ Provide feedback online at: publicinput.com/PennAveRecommendations
- ✓ **Mark your calendars: Town hall #3 - Wed., October 20**

Project Website: publicinput.com/PennAveSEPlan

Project Email: PennAveSEPlan@dc.gov

Project Phone: 855-925-2801 (pin: 9252)

Project Manager: Faith.Broderick@dc.gov

Thank you!

For more information contact:

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