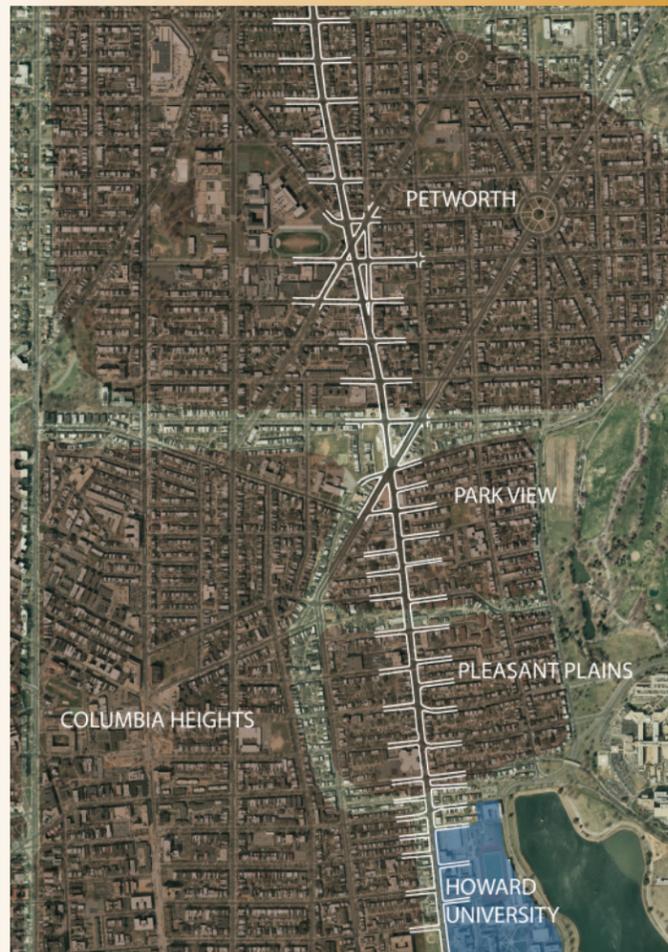


V. Neighborhood Areas OVERVIEW



Georgia Avenue Study Area

The Plan's issues and recommendations section is presented under each of the four neighborhood areas: Upshur (Decatur Street to Shepherd Street); Petworth-Metro (Shepherd Street to Otis Place); Park View/Park Morton (Otis Place to Irving Street); and Pleasant Plains (Irving Street to Euclid Street). The issues and recommendations present the framework on the corridor's existing conditions while also playing a part in shaping the vision over the length of Georgia Avenue.

More importantly, this section reflects the various input and responses generated from many of the community outreach meetings conducted throughout the planning process. Many stakeholders—residents, businesses, property owners, institutions, private investors, elected officials, and government agencies shared their thoughts on identifying the issues and constraints surrounding the corridor. Various stakeholders also provided recommendations on how to create a positive and visible difference.

All of the community input along with information collected from past studies; current real estate and market assessment, land use and zoning analysis; and transportation analysis was brought together to produce the following issues and recommendations section, which is presented here for each of the four neighborhood areas.



Upshur Neighborhood



Petworth-Metro Neighborhood



Park View/Park Morton Neighborhood



Pleasant Plains Neighborhood

V. Neighborhood Areas

UPSHUR



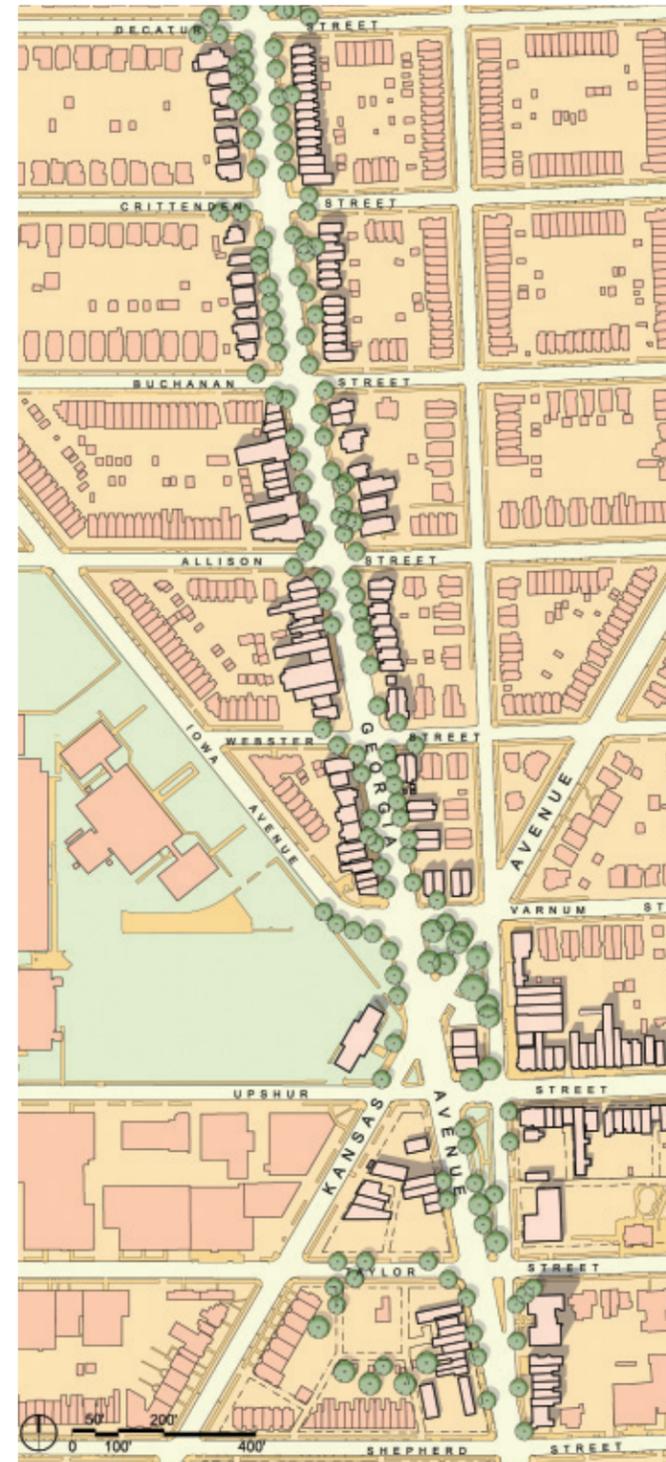
Historic Rowhouses Along Northern Portion of Neighborhood Area



Car Lot at Corner of Taylor St. and Georgia Avenue



Historic Rowhouses Along Northern Portion of Upshur Neighborhood Area



Existing Condition Upshur Neighborhood Area

UPSHUR NEIGHBORHOOD AREA

Decatur Street to Shepherd Street

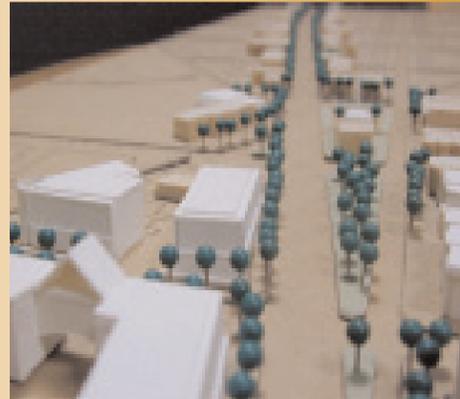
This Neighborhood Area is the northern part of the study area. The 4500 to 4700 blocks, from Allison Street to Decatur Street are comprised mainly of single-family residential uses and apartment buildings. The west side of the 4300 and 4400 blocks, from Webster Street to Allison Street, is a mix of residential, retail and office uses. The east side of these blocks is comprised of single-family residential uses. The 4000 to 4200 blocks contain a mix of uses. This area is also home of the Petworth Library, MacFarland Middle School, Roosevelt High School, Paul Robeson Park, and a post office.

Issues:

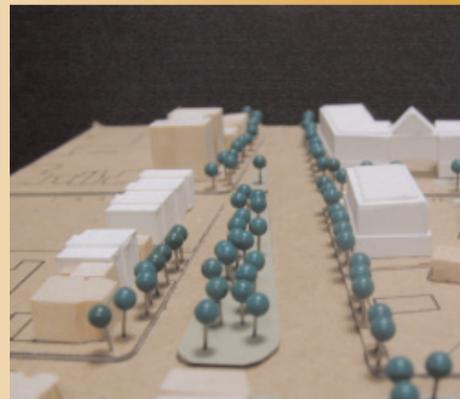
- Existing business in 4500 block in need of building improvement/rehabilitation. Potential need for technical and/or financial assistance to business
- In the 4500 block, existing apartment buildings in R-4 zone are non-conforming uses
- Potential expansion of Lutheran Social Services office space in the 4400 block
- Streetscape and public realm improvements are needed at the Georgia Avenue/Kansas Avenue intersection, as well as in the 4300 and 4400 blocks of Georgia Avenue, west side
- Existing neighborhood business district along Upshur Street and 9th Street should be strengthened
- Poor traffic and pedestrian conditions at Georgia Avenue/Kansas Avenue intersection
- Petworth Library is a neighborhood asset and should be enhanced to increase capacity
- Under-utilized properties and some vacant lots provide opportunities for redevelopment
 - 4100 block, west & east sides
 - 4000 block, west side

V. Neighborhood Areas

UPSHUR



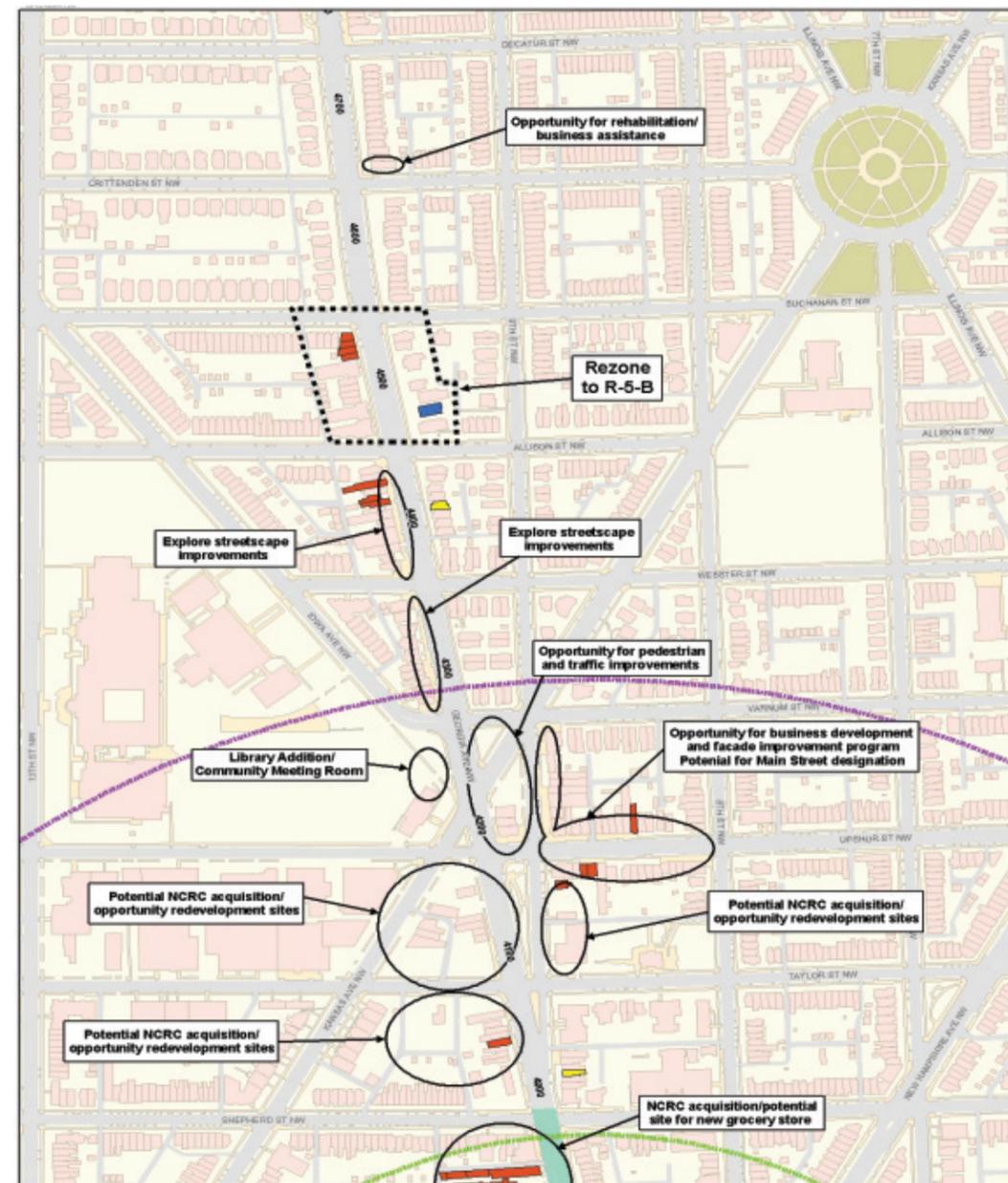
View of Georgia Avenue Looking North



View of Georgia Avenue Looking South



New Rowhouse Development on 9th Street



Georgia Ave Corridor Revitalization - UPSHUR



Proposed Plan for Upshur Neighborhood Area

Recommendations:

- Explore business development and renovation options with property owner in 4500 block
- Rezone west and east sides of 4500 block from R-4 to R-5-B
- Explore streetscape improvement on the west side of the 4300 and 4400 blocks
- Explore D.C. Main Street designation for existing neighborhood business district on Upshur Street and 9th Street; implement an aggressive business development, marketing, and facade improvement program
- Explore traffic circulation changes and pedestrian safety measures for Georgia Avenue/Kansas Avenue intersection and improve public realm
- Explore improvements/expansion to Petworth Library
- Explore opportunities for acquisition/site assemblage in 4000 and 4100 blocks

V. Neighborhood Areas
PETWORTH-METRO



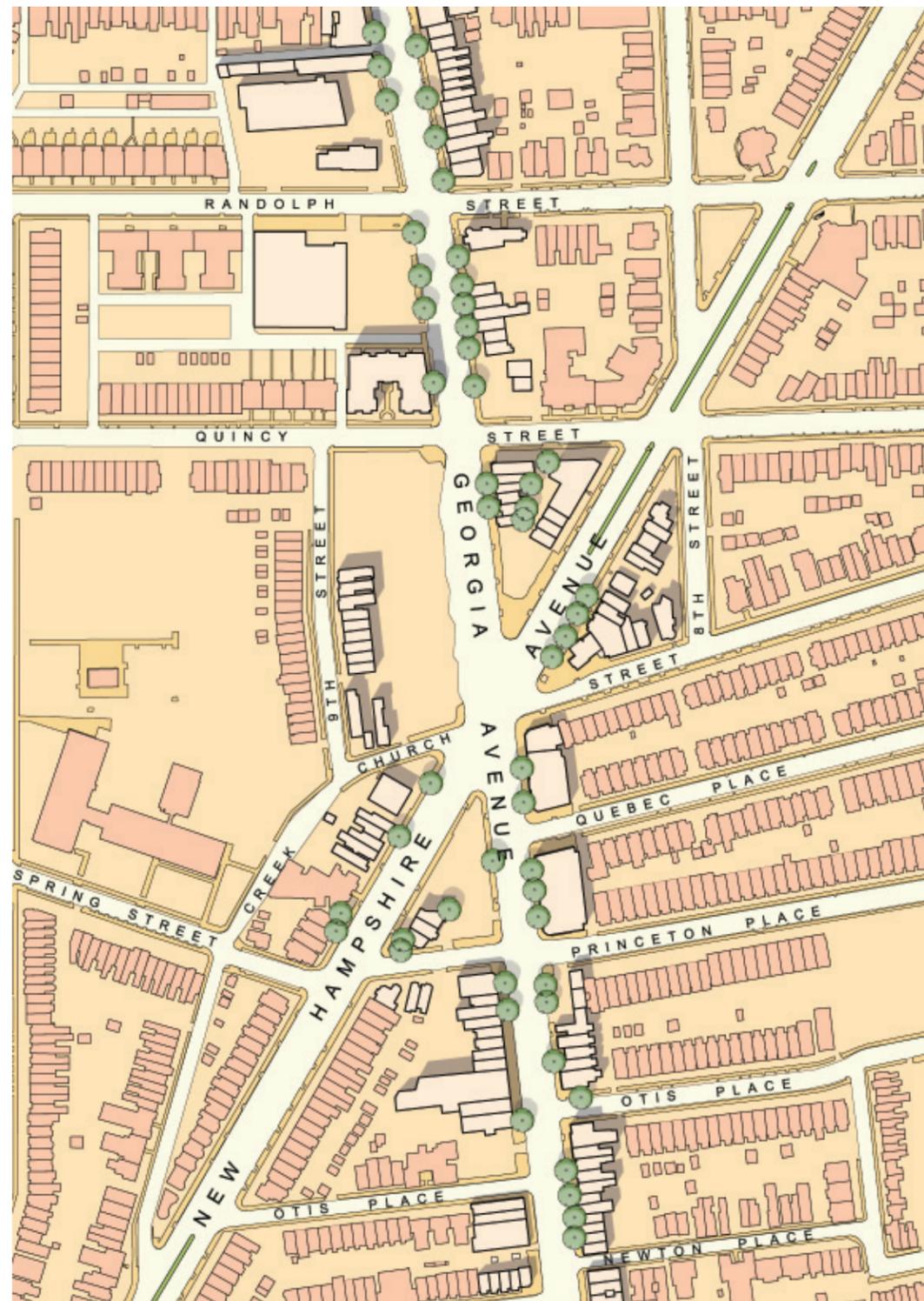
Retail Frontages on 3200 Georgia Avenue



Retail Frontages on 3600 Georgia Avenue



Retail Center at 3300 Georgia Avenue



Existing Conditions of Metro Neighborhood Area

PETWORTH-METRO AREA

Shepherd Street to Otis Place

The Georgia Avenue-Petworth Metro Station is the hub of the Petworth-Metro Area. The Georgia Avenue/New Hampshire Avenue intersection is a major junction along the corridor. The area is comprised of a mix of row houses, apartment buildings, retail and office uses. The study area's major grocery store, Safeway, is located in this neighborhood area.

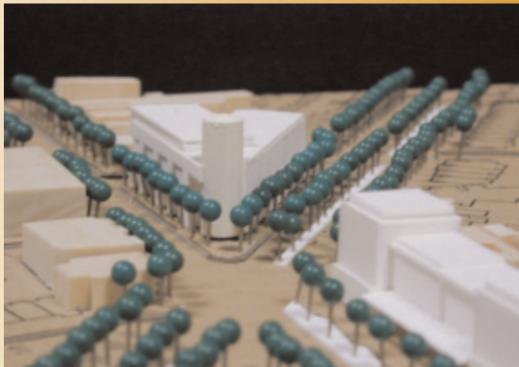
Issues:

- Potential opportunity for new or larger grocery store
- Developer selection announced for new mixed-use building on site adjacent to Metro Station, 3700 block, west side
- Vacant and underutilized lots present major redevelopment opportunity sites for:
 - 3900 block, west side
 - 3800 block, west & east sides
 - 3600 block, west side
- Infrastructure and public realm improvements needed at Georgia Avenue/New Hampshire Avenue intersection and 3600 block, east side
- Concentration of institutional/public uses along Spring Street, many of which are in need of major renovation/new construction:
 - Raymond Recreation Center
 - Raymond Elementary School
 - Paul Robeson School
 - Department of Mental Health
 - Immunization Clinic
- Poor traffic and pedestrian conditions at Georgia Avenue/New Hampshire Avenue intersection; opportunity for beautification/streetscape improvements
- Need for public parking to serve patrons of businesses and reduce demand on residential streets

V. Neighborhood Areas PETWORTH-METRO



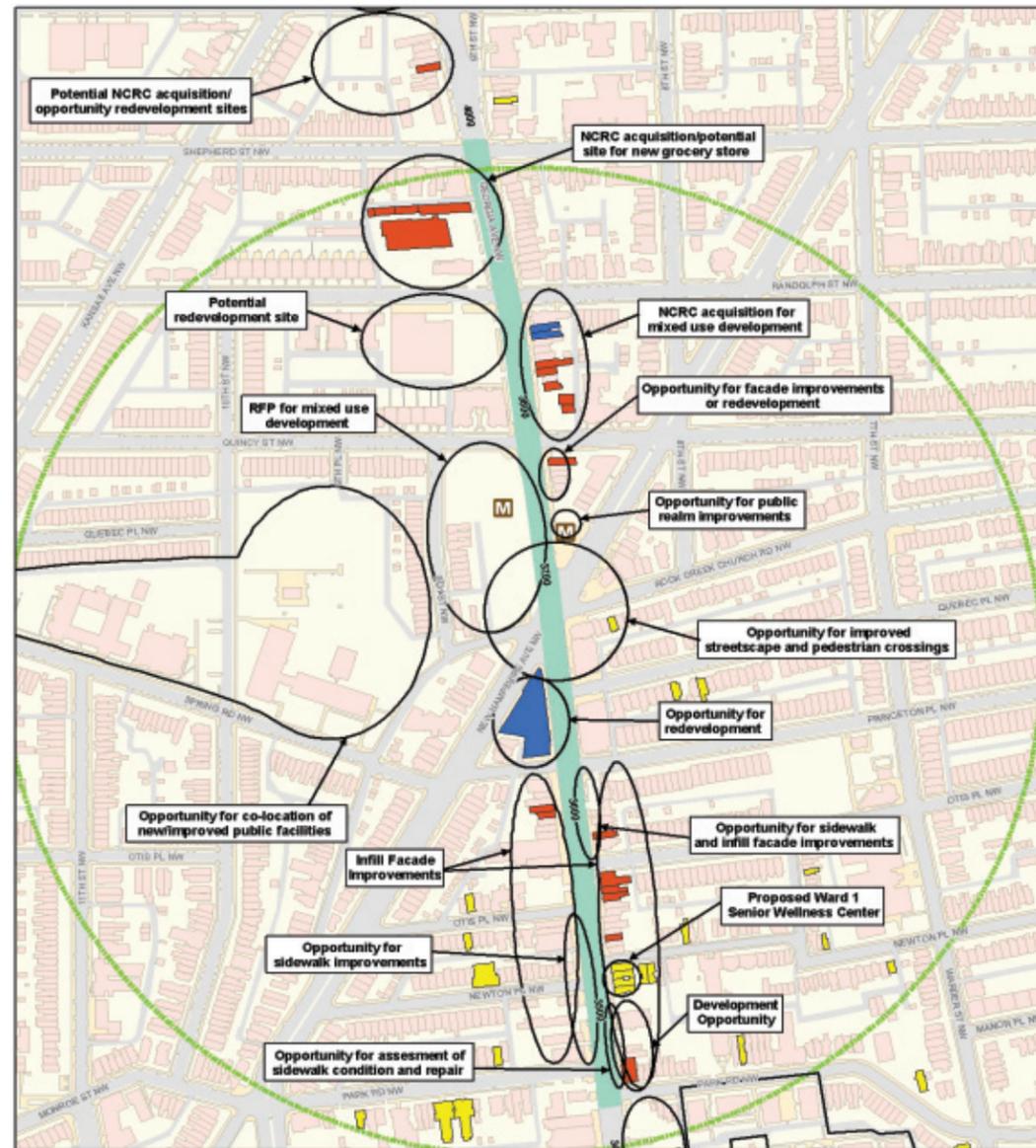
View South Along Georgia Avenue toward the Metro Station



View South at Intersection of Georgia Avenue and New Hampshire Avenue (RFP site in foreground)



View North at Intersection of Georgia Avenue and New Hampshire Avenue



Georgia Ave Corridor Revitalization - PETWORTH - METRO



Proposed Plan for Petworth-Metro Neighborhood Area

Recommendations:

- Continued property acquisition/site assemblage by National Capital Revitalization Corporation and/or private developers
- Design and implement public realm plan and intersection improvements at Georgia Avenue/New Hampshire Avenue; implement pedestrian safety measures
- Explore opportunity for co-location of new/improved public facilities along Spring Street
- Explore opportunity for parking and/or farmers market on east side of 3600 block
- Monitor development progress of development proposals in 3600 and 3800 blocks; maximize development potential of sites
- Complete in-fill facade improvements in 3600 block, east and west sides

V. Neighborhood Areas
**PARK VIEW/
 PARK MORTON**



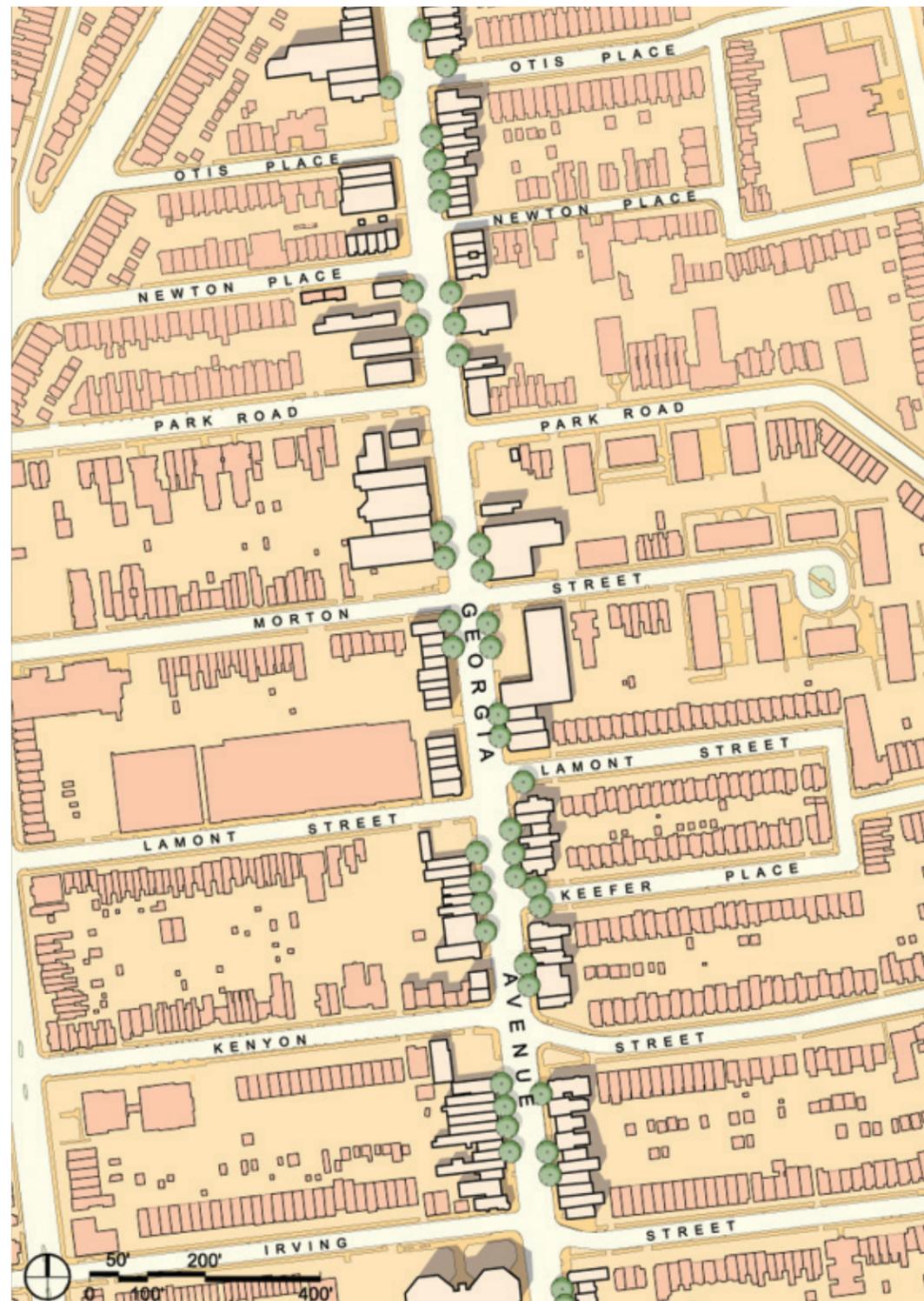
Retail Frontages on 3200 Block of Georgia Avenue



Retail Center at 3300 Block of Georgia Avenue



Retail Frontages on 3600 Block of Georgia Avenue



Existing Conditions of Petworth-Metro Neighborhood Area

Park View/Park Morton

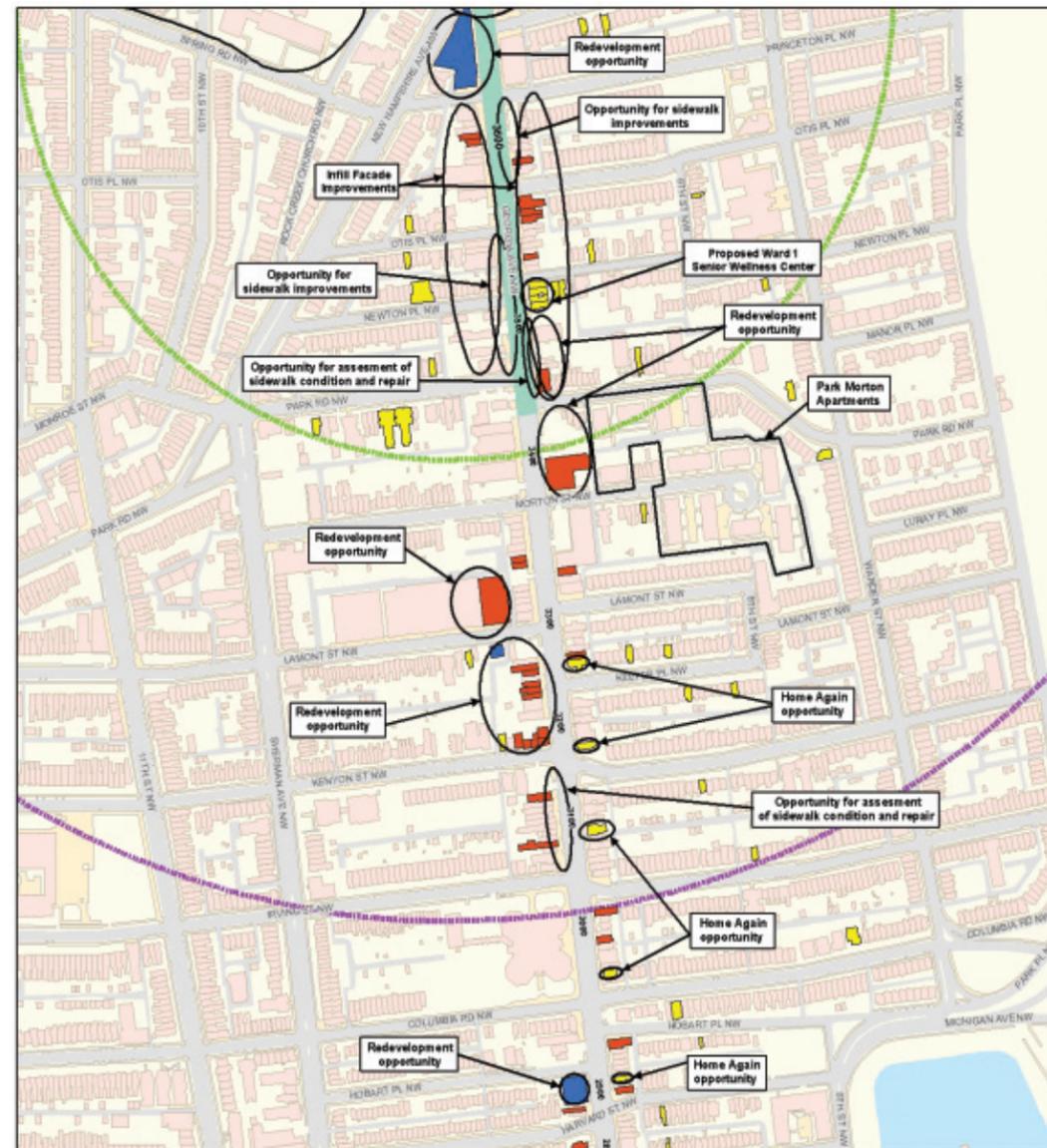
Otis Place to Irving Street

The Park View/Park Morton study area lies south of the Metro Station, extending along Georgia Avenue from Otis Place to Irving Street, to include the 3100 to 3500 blocks. This neighborhood area contains buildings ranging from one-story retail shops to small shopping centers. Many row houses in this area have historic townhouse facades, however they were converted some time ago into retail buildings with small one-story additions in the front yard. Some of the neighborhood anchors include a post office and a Murry's grocery store.

Issues:

- Fails to incorporate Transit Oriented Development principles, wherein, the area does not build on its proximity to the metro station. Buildings, landscaping, and public space are not arranged to reinforce and orient activity toward the metro. The area lacks a sense of place; land use is underutilized with large vacancies; and the overall environment is not conducive for pedestrians or bicyclists.
- Park Morton public housing complex (17 garden style buildings with 174 units) contains poor physical layout and design. The existing suburban-style physical design contributes to the lack of safety and adds to a visible exclusion from the surrounding community. It also lacks the private space, which leads to attracting and fostering negative activity in and around the corridor.
- Significant amount of deteriorated private residential properties in surrounding neighborhood, in need of assistance to maintain and/or rehabilitate properties
- Area contains a significant amount of vacant, dilapidated, and/or undercapitalized commercial properties/businesses
- Significant amount of residential vacancies in and around the corridor
- Lack of public land for new development; the majority of lots are small and privately held
- Lengthy commercial zone with underutilized land use
- Poor pedestrian crossings, signage, and pavement markings

V. Neighborhood Areas
**PARK VIEW/
 PARK MORTON**



Georgia Ave Corridor Revitalization - PARK VIEW/PARK MORTON



Proposed Plan for Park View/Park Morton Neighborhood Area

Recommendations:

- Apply Transit Oriented Development principles to generate a dynamic place with increased variety and intensity of land use and activities within walking distance of the metro station that draws the community and visitors to socialize, shop, live and interact
- Establish a Park Morton Task Force with district agencies and community partners to address the social and physical issues surrounding the Park Morton public housing complex
- Use Crime Prevention through Environmental Design (CPTED) strategies to improve the safety of the Park Morton housing complex. CPTED is based on the premise that “proper design and effective use of the physical environment can produce behavioral effects that will reduce the incidence and fear of crime, thereby improving the quality of life.”
- Apply corridor-wide business & economic development strategy (see Implementation – Action Plan section)
- Initiate the Targeted Block Initiative. One to two blocks will be selected to work with owner-occupied properties to repair the inside and outside of the home with the aim of achieving a cohesive visual improvement within the entire block
- Aggressively implement the Mayor’s Home Again Initiative to return the residential vacancies to productive use
- Acquire and assemble many of the existing vacant properties along the corridor for redevelopment. (Refer to section on “Redevelopment Opportunity Sites”)
- Assess brick condition of sidewalks and repair uneven sidewalks where needed. Apply better pedestrian crossings, signage, and pavement markings where needed

V. Neighborhood Areas
PLEASANT PLAINS



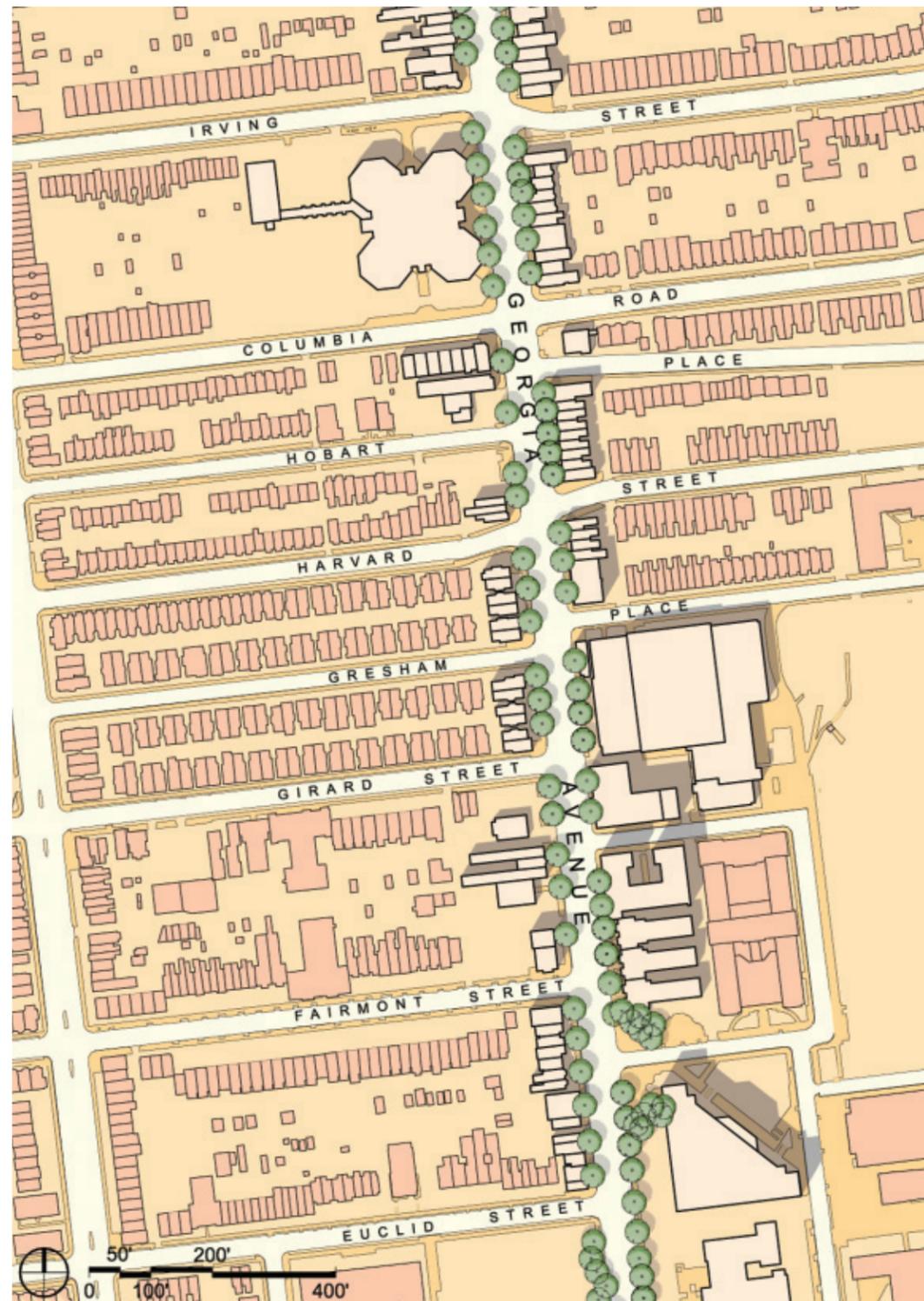
2600 Block of Georgia Avenue



2900 Block of Georgia Avenue



2800 Block of Georgia Avenue



Existing Conditions of Pleasant Plains Neighborhood Area

Pleasant Plains

Euclid Street to Irving Street

The Pleasant Plains neighborhood area is the most southern end of the study area, from Euclid Street to Irving Street covering the 2000 to 3000 blocks of Georgia Avenue. The neighborhood area contains many row houses that were converted some time ago into retail buildings with small one-story additions in the front yard. Taller (six-story) apartment and institutional buildings are clustered around Girard and Fairmont Streets. Key anchors include the Bruce-Monroe Elementary School and Howard University.

Issues:

- Facades on many existing business establishments are deteriorated, which contributes to an uninviting environment
- The area contains some vacant, dilapidated, undercapitalized businesses
- A range of residential vacancies exists in and around the area
- Lack of public land for new development; the majority of lots are small and privately held
- Lengthy commercial zone with underutilized land use
- Poor pedestrian crossings, signage, and pavement markings
- Vacant properties owned by Howard University
- Poor visual gateway into the corridor

V. Neighborhood Areas
PLEASANT PLAINS



Recommendations:

- Apply Facade Improvement Program to existing businesses in the 2600 block west side
- Apply corridor-wide business & economic development strategy (see Implementation – Action Plan section)
- Aggressively implement the Mayor’s Home Again Initiative to return the residential vacancies to productive use
- Acquire and assemble many of the existing vacant properties along the corridor for redevelopment. (Refer to section on “Redevelopment Opportunity Sites”)
- Assess brick condition of sidewalks and repair uneven sidewalks where needed. Apply better pedestrian crossings, signage, and pavement markings
- Partner with Howard University to redevelop their vacant properties
- Create a visual gateway into the corridor by creating an African-American Heritage Wall that would recognize the contribution of the city and Howard University alumni on one of the Howard University-owned buildings facing Georgia Avenue

Georgia Ave Corridor Revitalization - PLEASANT PLAINS



Proposed Plan for Pleasant Plains Neighborhood Area

VI. REDEVELOPMENT OPPORTUNITY SITES

Overview

Upshur

Petworth-Metro

Park View/Park Morton

Pleasant Plains



VI. Redevelopment Opportunity Sites OVERVIEW

There are numerous vacant parcels, deteriorating structures and underutilized lots throughout the study area, many of which have potential for redevelopment with housing, retail, office or institutional uses. Additionally, current market forces for development are strong. To ensure that available property is used effectively to support the corridor's revitalization goals and to help guide current and future development proposals, several key sites have been analyzed and identified as Redevelopment Opportunity Sites.

The development programs presented for each Redevelopment Opportunity Site is designed to illustrate a potential redevelopment outcome and is not intended to represent a predetermined development plan.

The actual redevelopment of properties along Georgia Avenue will be subject to private market decisions, public regulatory and review processes, and ongoing input and guidance from the citizens of all the neighborhoods throughout the corridor.



Vacant/boarded up property at Quncy Street/Georgia Avenue



3900 Georgia Avenue, West



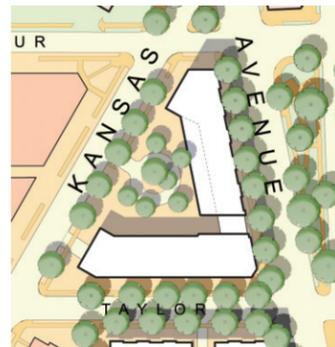
Vacant lot at Georgia Avenue/New Hampshire Avenue

Vi. Redevelopment
Opportunity Sites
UPSHUR

C-2-A Zoning
Lot Occ. Max: 60%
Height Limit: 50'
FAR Maximum: 2.5



Key Plan

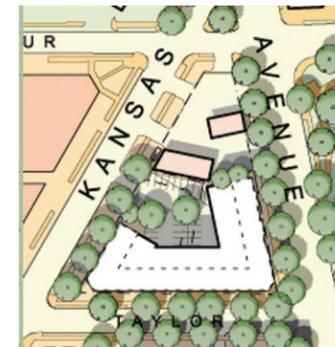


DETAIL PLAN A. (1)

4100 West - Option 1

Site area: 49,000sf (approx.)

- 106 dwelling units
- 80 underground parking spaces
- 4000 sf commercial space at north corner
- Requires acquisition of entire block.



DETAIL PLAN A. (2)

4100 West - Option 2

Site area: 34,400sf (approx.)

- 74 dwelling units
- 40 surface parking spaces
- 5000 sf commercial space at north corner
- Does not require acquisition of service station on north portion of the block

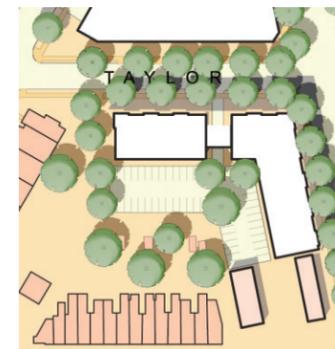


DETAIL PLAN C.

4100 East

Site area: 18,500sf (approx.)

- 9 rowhouse dwelling units
- 18 surface parking spaces



DETAIL PLAN B.

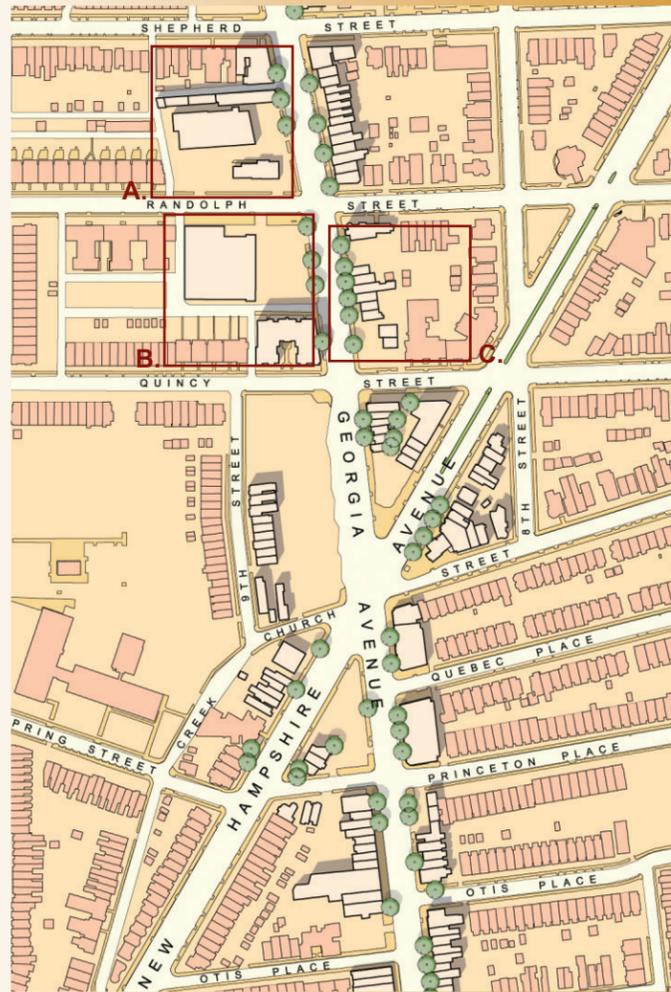
4000 West

Site area: 46,400sf (approx.)

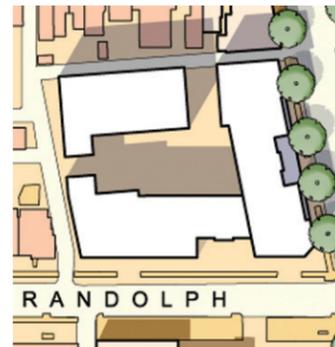
- 86 dwelling units
- 51 surface parking spaces

Vi. Redevelopment
Opportunity Sites
PETWORTH-METRO

C-3-A Zoning
Lot Occ. Max: 75%
Height Limit: 65'
FAR Maximum: 4.0



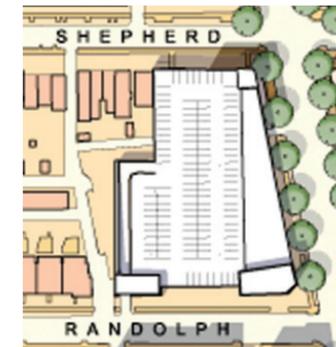
Key Plan



DETAIL PLAN A.1

3900 West - Option 1
Site area: 38,000sf (approx.)

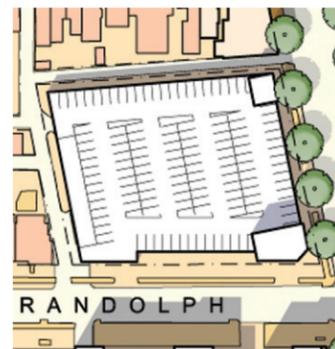
- 200 dwelling units
- Up to 7000sf ground-floor commercial space fronting Georgia Ave.
- 110 underground parking spaces



DETAIL PLAN A. 2

3900 West - Option 2
Site area: 53,000sf (approx.)

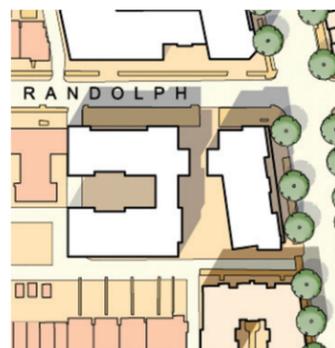
- 50,000 SF grocery store
- 170 rooftop parking spaces



DETAIL PLAN A.3

3900 West - Option 3
Site area: 50,000sf (approx.)

- 37,500sf grocery store
- 120 rooftop parking spaces



DETAIL PLAN B.

3800 West
Site area: 59,000sf (approx.)

- 200 dwelling units
- 110 underground parking spaces
- 4000sf commercial space on Georgia Ave.



DETAIL PLAN C.

3800 East
Site area: 24,500sf (approx.)

- Current NCRC development proposal
- 100 dwelling units
- 6500sf ground floor commercial space
- 80 Underground Parking

Vi. Redevelopment
Opportunity Sites
PETWORTH-METRO

C-3-A Zoning
Lot Occ. Max: 75%
Height Limit: 65'
FAR Maximum: 4.0



Key Plan



DETAIL PLAN D

3700 West

Site area: 58,900sf (approx.)

- District government RFP award to Donatelli & Klein to develop site.
- 148 dwelling units
- 17,000 SF ground-floor retail
- 147 Underground parking spaces

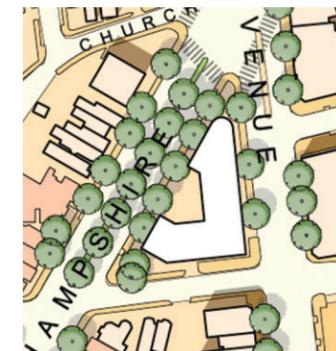


DETAIL PLAN E. 2

3600 West - Existing Proposal

Site area: 10,400sf (approx.)

- 3,400sf one and a half-story retail to occupy the north corner with surface parking.



DETAIL PLAN E.1

3600 West - Option 1

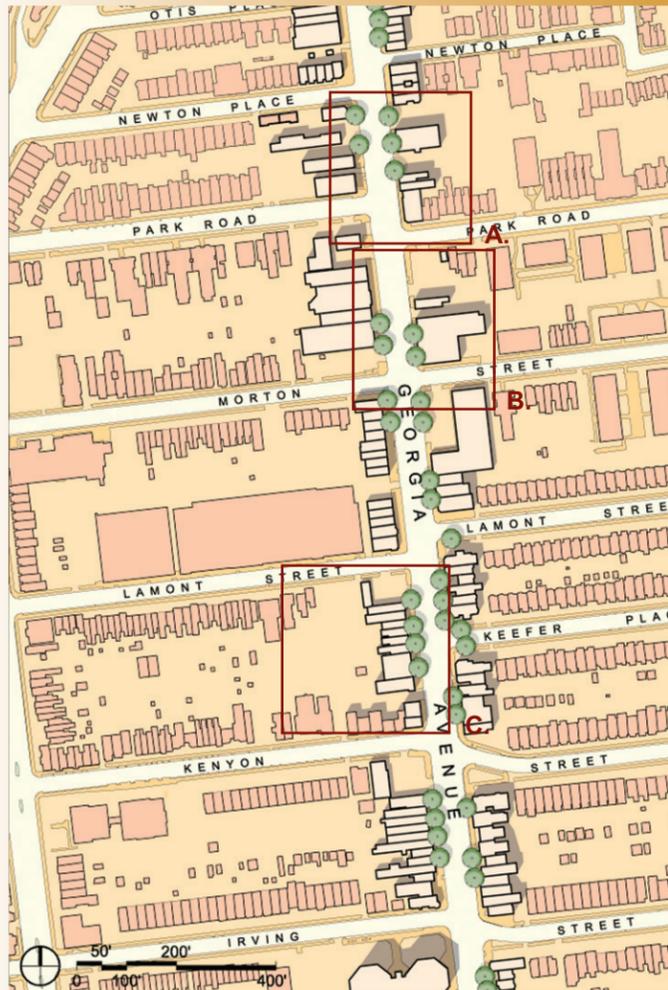
Site area: 13,000sf (approx.)

- 68 dwelling units.
- 10,000 sf ground floor commercial space along Georgia Ave.
- This option requires acquisition of 3 lots at the southwest portion of the site
- Minimum of 80 parking spaces underground.

Vi. Redevelopment Opportunity Sites
**PARK VIEW/
 PARK MORTON**

C-2-A Zoning

Lot Occ. Max: 60%
 Height Limit: 50'
 FAR Maximum: 2.5



Key Plan

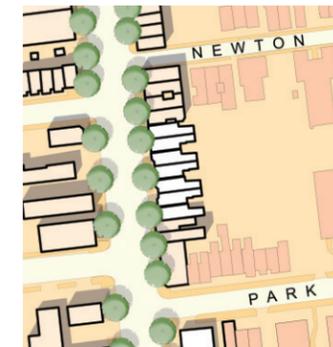


DETAIL PLAN A.1

3500 East - Option 1

Site area: 18,000sf (approx.)

- New 6 story residential infill development
- 72 dwelling units
- 38 parking spaces (structured)
- 2,600sf ground floor commercial space



DETAIL PLAN A.2

3500 East - Option 2

Site area: 18,000sf (approx.)

- New 3 story residential infill development
- 12 dwelling units
- 12 surface parking spaces



DETAIL PLAN B.1

3400 East - Option 1

Site area: 24,000sf (approx.)

- New 4 story mixed use development
- 50 dwelling units
- 30 surface parking units
- 4,000 sf ground floor commercial space

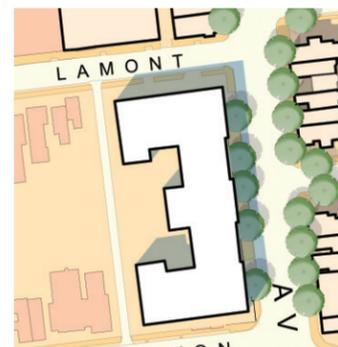


DETAIL PLAN B.2

3400 East - Option 2

Site area: 24,000sf (approx.)

- New 3 & 4 story residential development
- 21 dwelling units (12 apartment units & 9 self park row house units)
- 31 surface parking units

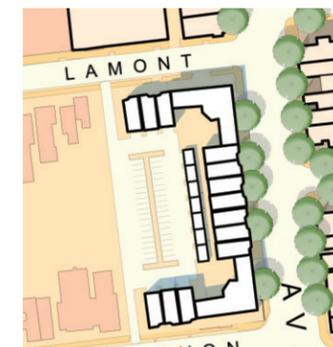


DETAIL PLAN C.1

3200 West - Option 1

Site area: 39,000sf (approx.)

- New 4 story mixed use development
- 80 dwelling units
- 5,000sf ground floor commercial space or potential site for 15,000 -20,000sf ground floor institutional use (library)
- 100 structured parking units



DETAIL PLAN C.2

3200 West - Option 2

Site area: 39,000sf (approx.)

- New 3 & 4 story residential development
- 37 dwelling units (24 apartment units & 13 self park rowhouse units)
- 48 surface parking units