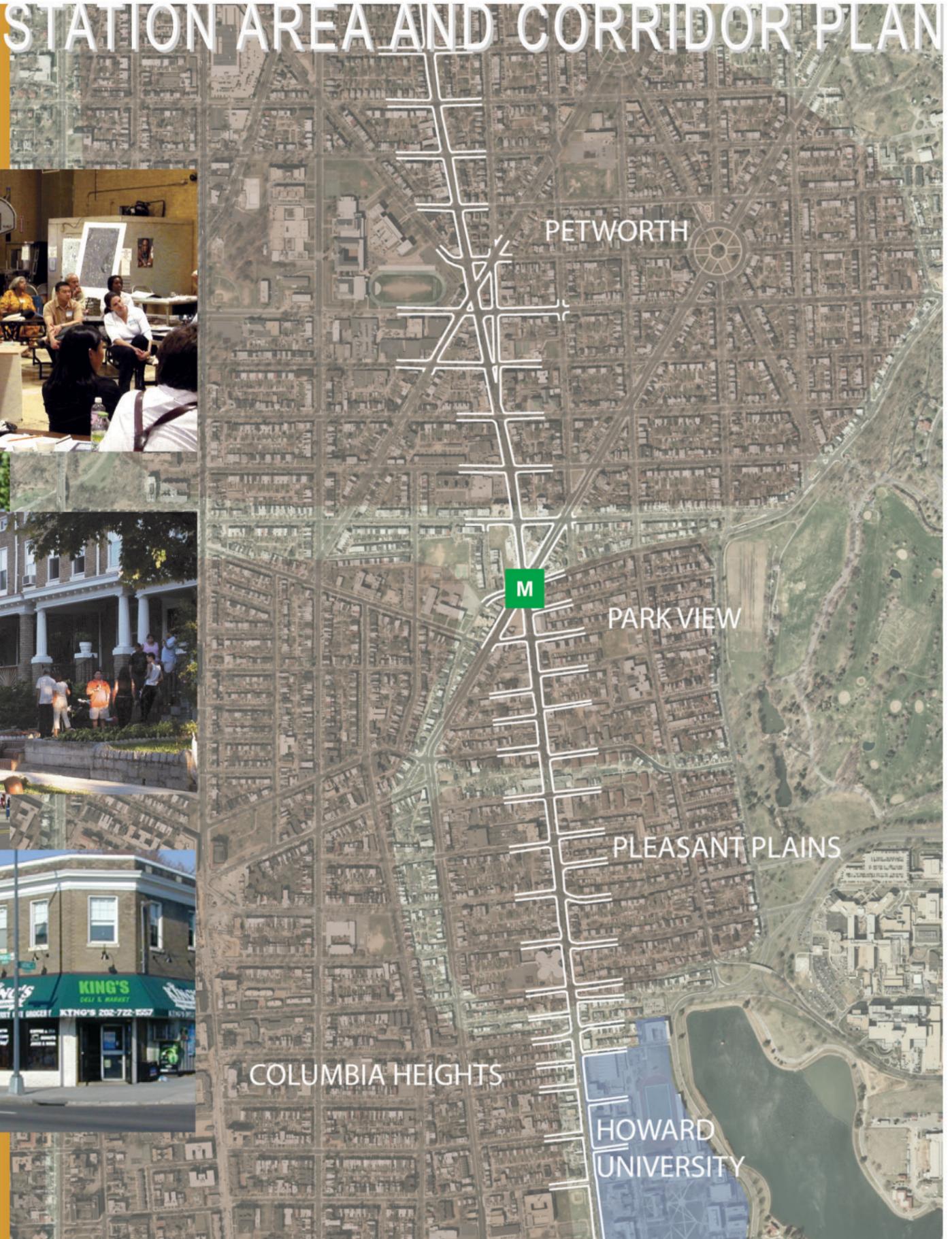


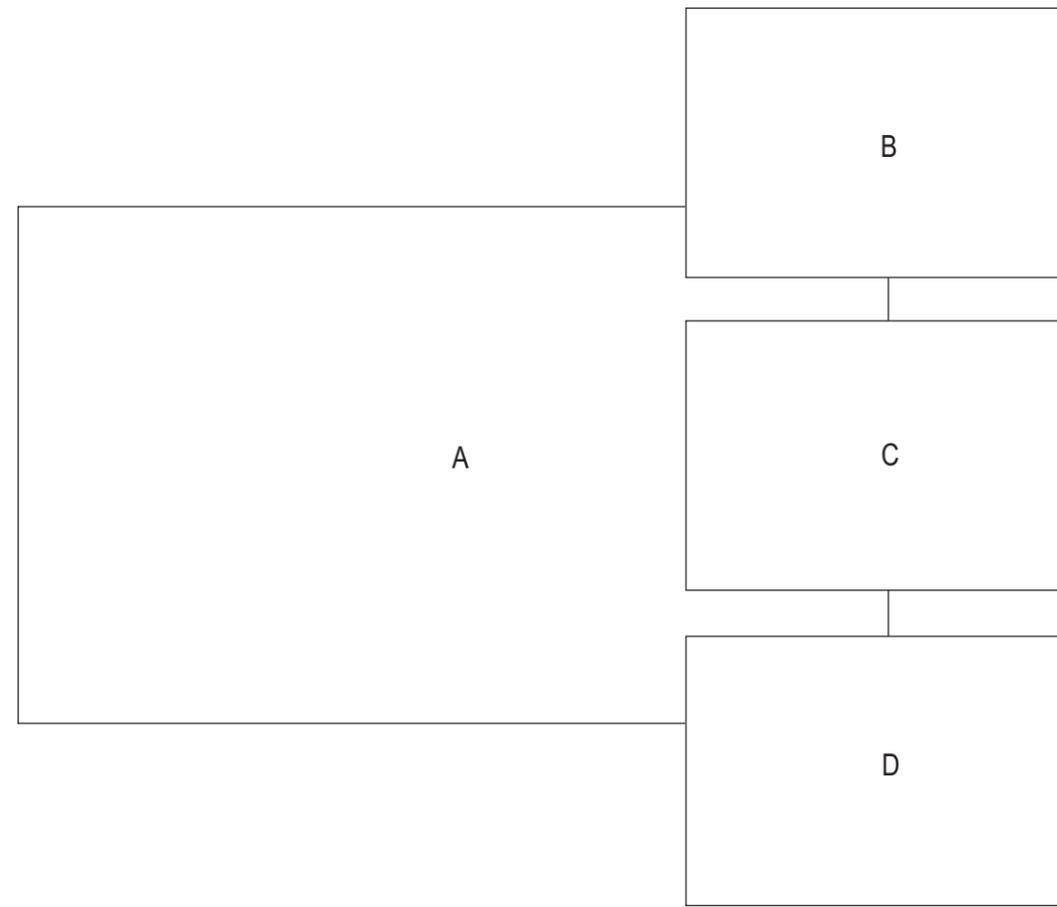
# GEORGIA AVENUE - PETWORTH METRO STATION AREA AND CORRIDOR PLAN

REVISED REVITALIZATION STRATEGY DECEMBER 2004



Government of the District of Columbia  
Anthony A. Williams, Mayor  
Office of Planning

**Pictures on Cover**



- A. Proposed Mixed-use Development at Georgia Avenue-Petworth Metro Station
- B. Group Discussion at Public Design Charette
- C. Row Houses on Princeton Place
- D. Georgia Avenue Commercial Corridor

# I. INTRODUCTION

Plan Background  
Vision and Plan Objectives  
Project Area  
Planning Process



## I. Introduction

# PLAN BACKGROUND

Georgia Avenue is an historic gateway corridor and federal highway linking many neighborhoods to the Downtown and the city as a whole to other parts of the metropolitan region. The study area encompasses forty city blocks, from Decatur Street in Ward 4 to Euclid Street in Ward 1, and comprises the neighborhoods of Petworth, Park View, North Columbia Heights, and Pleasant Plains.

In June 2000, Mayor Anthony Williams announced the Georgia Avenue Revitalization Initiative, a \$111 million five-year public investment to help strengthen and stabilize the corridor. Through specific interventions, the goal of the Initiative is to transform Georgia Avenue into a series of distinct places or neighborhood activity centers. The initiative identifies four neighborhood activity centers around which both public and private investments will be concentrated:

- Shaw-Howard University Metro and Cultural District
- Howard University District
- Georgia/Petworth Metro District
- Upper Georgia Avenue Gateway

Within the Georgia/Petworth Metro District, it was proposed that a Government Center—a new Department of Motor Vehicles (DMV)—be located on the District-owned site adjacent to the Metro Station. The goal of the Government Centers Initiative is to relocate government office uses in under-invested neighborhoods to help stabilize the area and create a focus for employment and economic development, thereby signaling private investors that the area is on the upswing.

Many community concerns were raised about the impact of the proposed Government Center on the surrounding neighborhood and the quality of life for its residents. Also during this time, the DC Office of Planning facilitated a neighborhood planning process which led to the completion of the Strategic Neighborhood Action Plan (SNAP) for Neighborhood Cluster 18 in October 2001. Citizens who participated in this process identified the revitalization of Georgia Avenue as a top priority. In addition to storefront improvements, beautification, marketing and small business assistance/development, residents and stakeholders called for strategies to increase parking, limit amount of alcohol establishments, and increase safety.

In Spring 2002, the D.C. Office of Property Management completed its due diligence on the Metro Station site and determined that the DMV building would not locate on the site. Additionally, with the upturn in economic conditions, the District received unsolicited development proposals for the site.

In August 2002, the Office of the Deputy Mayor for Planning and Economic Development and the Office of Planning issued a Request for Expressions of Interest (RFEI) for the Metro Station site to assess private sector interest. The District received five Expressions of Interest from developers, which confirmed that there was new development potential for the site.

Along with the RFEI process, the District decided to initiate a community planning process to engage residents and stakeholders and craft a development program for the site, as well as confirm community priorities throughout the corridor. The community planning process for the Georgia Avenue-Petworth Metro Station Area & Corridor Plan commenced in February 2003.

I. Introduction  
**VISION AND  
 PLAN OBJECTIVES**

The Georgia Avenue-Petworth Metro Station Area & Corridor Plan provides a framework to guide growth and development on Georgia Avenue while preserving and enhancing the quality of life in the community. The Plan has been prepared to help reestablish and promote Georgia Avenue as an attractive corridor offering a unique location to live, work, shop, and enjoy civic spaces and cultural settings. To ensure that neighborhood and city-wide concerns are balanced, the Plan is designed to:

- Leverage the public investment of the Georgia Avenue-Petworth Metro Station and employ Transit-Oriented Development (TOD) principles
- Balance growth and development by identifying and guiding opportunities for redevelopment
- Identify strategies to encourage a better mix of uses, including quality neighborhood-serving retail and housing
- Maintain and enhance neighborhood character
- Prioritize when and where public investment should occur

No neighborhood plan is cast in stone. To be successful, a plan must provide an overall vision while remaining flexible and responsive to unforeseen opportunities and changes in circumstances that may arise while the plan is carried out. For the Georgia Avenue vision to be realized, continued involvement from all stakeholders – residents, businesses, property owners, institutions, private investors, elected officials, and government agencies is imperative.



Princeton Place Row Houses



Mixed Use Retail/Residential



Pedestrian Friendly Environment

**Balancing Priorities:**

**City-wide Objectives:**

- Leveraging Assets: Transit-Oriented Development (TOD)
- Investing in Strategic Areas: Strategic Neighborhood Investment Program (SNIP)
- Eliminating Blight: Home Again Initiative
- Enhancing Neighborhood Business Districts: reSTORE DC Program
- Generating Quality, Affordable Housing: Addressing housing shortages and creating homes for people of all incomes

**Neighborhood Objectives:**

- Attract quality retail that serves neighborhood needs
- Strengthen existing businesses
- Provide opportunities for quality, affordable housing and increase homeownership
- Provide opportunities for job training
- Improve neighborhood parking, traffic, and transit conditions and services
- Maintain and enhance neighborhood character



# I. Introduction

## PROJECT AREA

The project area includes all properties fronting Georgia Avenue, from Decatur Street in Ward 4 to Euclid Street in Ward 1; and encompasses approximately 40 blocks. Phase I of the project area focused primarily at the Georgia Avenue-Petworth Metro Station site. Phase II focused on the area from Decatur to Euclid Street. To better analyze the 1.6-mile study area, the corridor was broken down into 4 neighborhood areas, with a focus on the Metro Station as the neighborhood nexus. The 4 neighborhood areas are defined as follows:

1. Upshur (Decatur Street to Shepherd Street)
2. Petworth-Metro (Shepherd Street to Otis Place)
3. Park View/Park Morton (Otis Place to Irving Street)
4. Pleasant Plains (Irving Street to Euclid Street)

Each of these neighborhood areas have distinct needs that are considered in shaping the vision throughout the Georgia Avenue Corridor, while also strengthening a community linked by transit. Moreover, every neighborhood has a personality that can be enhanced by the development around the Metro station, as well as strengthened to create a place that invites one to live there, socialize, shop, work, and interact.

For that reason it was important to build from the many community assets. These assets include a variety of neighborhood groups which contribute to creating an active community. These groups also keep the community connected, ensuring that the community's interests are met. There are also other strong resources within the community, such as a range of public facilities. Within the study area, there are five public schools, three recreation centers and a library.

This revitalization strategy is a neighborhood development plan that designates an area for redevelopment in accordance with Section 2 of the National Capital Revitalization Corporation Act of 1998 as codified in Section 2 1219.01(29A) of the District of Columbia Code.



4700 Block Georgia Avenue, East



3700 Block Georgia Avenue, East



3200 Block Georgia Avenue, East



2800 Block Georgia Avenue, East



Georgia Avenue Study Area

# I. Introduction

## PLANNING PROCESS



Group discussion at public design charette

The Georgia Avenue-Petworth Metro Station Area and Corridor Plan is a collaborative effort between the District of Columbia government, area citizens and businesses, neighborhood stakeholders, and a consultant planning and design team.

To facilitate direct citizen involvement in the planning process, a **Steering Committee** was established at the beginning of the planning process. The Steering Committee, comprised of 26 neighborhood organizations throughout the study area, was responsible for disseminating information throughout the community, gathering and conveying neighborhood issues and reactions to the plan proposals, as well as guiding the overall plan development.

The Plan partners began their work together with the convening of the Steering Committee in February 2003, and the planning process continued over a 16-month period with numerous community meetings, workshops, and briefings as described in the two phases below.

### Phase I: Request for Proposals (RFP) for the Georgia Avenue-Petworth Metro Station Site

Phase I of the planning process focused on drafting a Request for Proposals (RFP) for the District-owned site located adjacent to the Georgia Avenue-Petworth Metro Station. After a series of work sessions, the Steering Committee completed the draft RFP on April 22, 2003. Mayor Anthony A. Williams transmitted the RFP to the Council of the District Columbia on May 20, 2003. After conducting a Public Roundtable and a Public Hearing, the Council approved the RFP in July 2003.

The Office of the Deputy Mayor for Planning and Economic Development issued the RFP on August 1, 2003. Developer responses were due on October 31, 2003, and on November 24, 2003, three developer teams presented their proposals at a public meeting. After the examination and recommendation by the Selection Panel, on which a non-voting member of the community served, Mayor Williams announced the selection of Donatelli & Klein as the developer for the site on February 6, 2004.

### Phase II: Revitalization Strategy for the Corridor

Phase II of the planning process, which focused on developing a revitalization strategy for the corridor (from Decatur Street to Euclid Street), commenced with the Community Charrette on May 30-June 1, 2003. Phase II resulted in the Georgia Avenue Revitalization Action Plan,

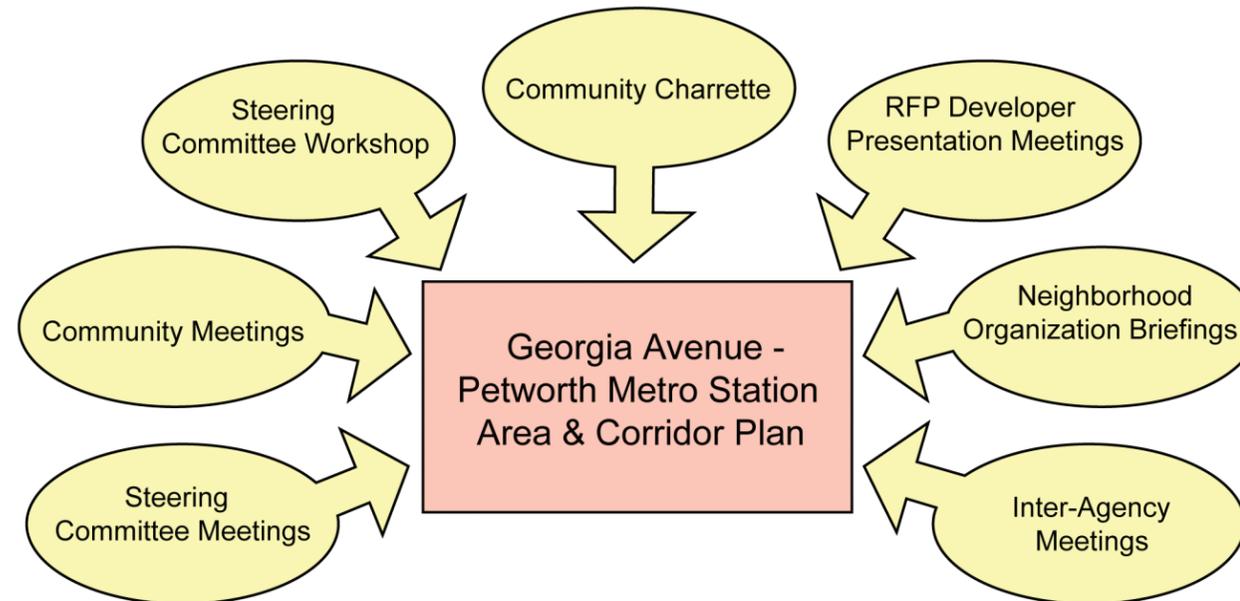
included in this document. During this time the Steering Committee established a standing monthly meeting on the first Tuesday of each month. Throughout Phase II, several community meetings were conducted to allow for public input at each major decision point in the plan development, as described below:

- **Three-Day Community Charrette:** May 30-June 1, 2003. Participants shared their thoughts on issues and established the Plan's goals, design principles, and proposed recommendations/implementation strategies.
- **Ward 1 Community Meeting:** October 14, 2003. Opportunity for Ward 1 residents to learn more about the planning process and review revitalization components.
- **Steering Committee Workshop:** December 15, 2003. Participants reviewed specific issues and corresponding proposed action items for the corridor on a block-by-block basis.
- **Series of Neighborhood Organization Briefings:** January to March, 2004. Office of Planning staff provided briefings to 11 neighborhood organizations to obtain final public input on plan issues and proposed recommendations. This round of final outreach also included a meeting with the Georgia Avenue property owners impacted by the Plan's land use and zoning proposals.
- **Inter-Agency Meetings:** Throughout the entire process, the Office Planning met with several District agencies to coordinate and review proposed agency actions and obtain agency commitments prior to preparation of the final Plan document. Meetings were held with the following agencies:
  - Office of the Deputy Mayor for Planning & Economic Development
  - D.C. Housing Authority
  - D.C. Housing Finance Agency
  - D.C. Public Library
  - D.C. Public Schools
  - District Department of Transportation

- Department of Housing & Community Development
- Department of Parks & Recreation
- National Capital Revitalization Corporation

In February 2004, the Office of Planning presented the key issues and proposed recommendations at a Housing Cluster meeting hosted by the Deputy Mayor for Planning and Economic Development, where several agency directors attended. Following the Housing Cluster meeting, Council Member Adrian Fenty and Council Member Jim Graham coordinated an Inter-Agency Meeting with the Office of Planning and obtained commitments to ensure plan implementation.

I. Introduction  
**PLANNING PROCESS**



**A Community Partnership**  
of Residents, Businesses, Property Owners,  
Neighborhood Stakeholders,  
Elected Officials, Government Agencies,  
Consultant Team

**Steering Committee Membership:**

1. Office of Councilmember Adrian Fenty
2. Office of Councilmember Jim Graham
3. ANC 1A
4. ANC 1B
5. ANC 4C
6. Assembly of Petworth
7. Blacks in Government
8. Georgia Avenue Business Resource Center
9. Georgia Avenue/Rock Creek East Family Support Collaborative
10. Hands Together Neighborhood Club
11. Howard University Community Association
12. Lower Georgia Avenue Business Association
13. Luray Warder Block Association
14. Lutheran Social Services of National Capital Area
15. Nile Valley Business Association
16. North Columbia Heights Civic Association
17. Northwest Boundary Civic Association
18. Petworth Action Committee
19. Petworth Neighborhood Civic Association
20. Pleasant Plains Civic Association
21. Quincy, Randolph, Spring Block Association
22. United Neighborhood Coalition
23. UNTS (Upshur, New Hampshire, Taylor, Shepherd)
24. Up the Unity
25. Ward 1 Economic Development Corporation
26. Ward 4 Economic Development Task Force

**D.C. Office of Planning**

**Consultant Team:**

Ehrenkrantz Eckstut & Kuhn Architects

Bay Area Economics

Gorove Slade Associates

Justice & Sustainability Associates, LLC

## II. EXECUTIVE SUMMARY



## II. EXECUTIVE SUMMARY



3600 Block Georgia Avenue, East



3600 Block Georgia Avenue, East



Quincy Street Row Houses

Georgia Avenue is one of the city's most significant and historic avenues. As a traffic artery, it carries thousands of commuters in and out of the city daily. As a commercial corridor, it provides goods and services to the residents in the surrounding residential neighborhoods. Yet today, the avenue is in need of revival. With a distinctive residential building stock and a strong housing market, the area today still experiences pockets of crime, vacant and deteriorating commercial and residential properties, a steady increase of automobile-oriented businesses, and declining infrastructure and public realm.

The study area for Georgia Avenue starts at Decatur Street to the north and extends south to Euclid Street near Howard University. The Revitalization Strategy is a framework to guide growth and development, as well as preserve and enhance the quality of life in neighborhoods along the corridor. The Revitalization Strategy imparts the opportunity to re-energize and re-cast Georgia Avenue as the thriving, beautiful avenue that it has been in the recent past. The Revitalization Strategy seeks to build upon historic assets such as the unique cultural and architectural environment, as well as new assets, such as the Georgia Avenue-Petworth Metro Station.

The Revitalization Strategy's assessment and recommendations are organized by five primary themes:

- 1) Market Economics
- 2) Land Use and Zoning
- 3) Housing
- 4) Transportation
- 5) Urban Design and Public Realm

The overall **economic and land use** strategy for revitalization is several fold: encourage retail development that brings a desired mix of quality neighborhood serving businesses and services; strengthen existing viable and desirable businesses; target blocks with high vacancies and underutilized land for redevelopment; seek new residential development that offers a mix of housing and ownership types; create an overlay zone to stabilize existing desired businesses and encourage redevelopment; bring non-conforming apartment buildings in the R-4 Zone into conformance through rezoning; explore Main Street strategies for selected areas; explore shared parking or other parking management resources to meet parking demand generated by retail and transit uses; and investigate market incentives to assist existing and new businesses, such as Tax Increment Financing and façade improvement programs.

The study area's **housing** stock, while of distinctive character, is aging and there are pockets of housing units that are dilapidated and in need of repair. Such situations present risks of fire, vandalism, and the perception that the area is "unclean and unsafe" which deters new homebuyers and private investment and sustains neighborhood deterioration. Recommended housing strategies include the creation of a Target Block Initiative (TBI) to initially target one or two neighborhood blocks with significant deterioration and focus public and private financial and technical assistance to homeowners to improve their properties. The outcome of the TBI is a catalyst for improvement by making visible changes to a targeted area. Another housing strategy is to accelerate and expand the District's Home Again Initiative to convert abandoned properties into quality affordable homes, and to rehabilitate commercial properties along the corridor. It is also recommended that a task force, led by the District's Housing Authority, be established to further study and propose actions to improve and better integrate the Park Morton apartment complex into the neighborhood.

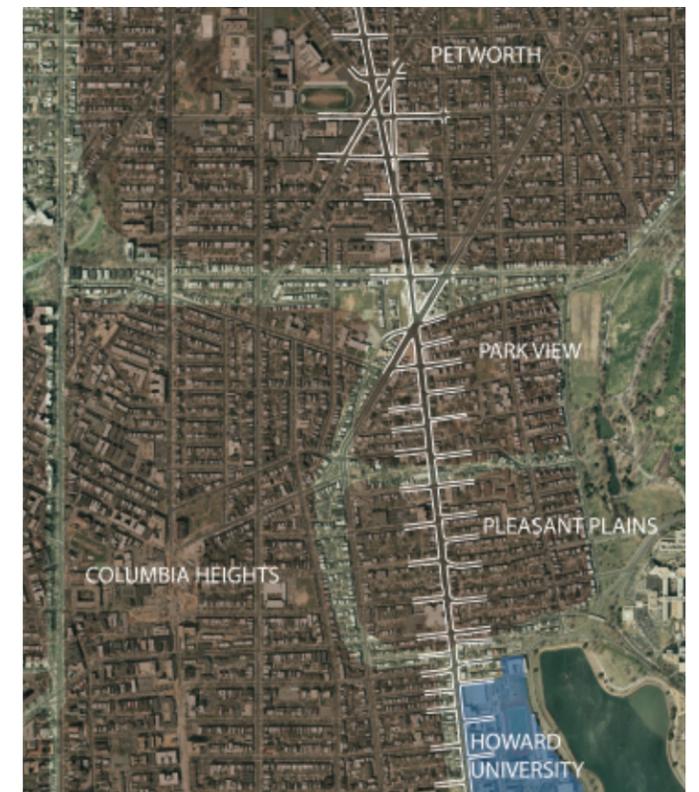
Regarding **transportation**, the Plan recommends improvements in areas of parking, transit service, the pedestrian environment and the possibility of an improved environment for bicycles. Traffic is managed better through coordinated signalization, streetscape improvements, and roadway design modifications. New parking is suggested for small lots in locations all along the study area, and streetscape improvements are suggested to improve the pedestrian environment particularly at the Georgia Avenue/New Hampshire Avenue intersection and the Georgia Avenue/ Kansas Avenue intersection. Changes such as bulb-outs to decrease the width of intersections, more visible cross walks, landscaped medians and improved lighting are some of the recommended future steps. The Plan also suggests improving transit access by increasing the frequency of trains to the Georgia Avenue-Petworth Metro Station and extending Yellow line service to the station as well.

To enhance **urban design and the public realm**, the Revitalization Strategy recommends building upon the assets of the existing high quality residential fabric; introduce redevelopment in strategic locations to catalyze improvements; make adjacent neighborhoods more identifiable by creating local "centers" along the street; and create a more distinctive public environment through streetscape improvements and public art commemorating African American history and culture.

The Revitalization Strategy also breaks the corridor into four neighborhood areas: 1) Upshur, 2) Petworth-Metro, 3)

Park View/ Park Morton, and 4) Pleasant Plains. Issues specific to each neighborhood area are identified. Each neighborhood area also has an accompanying series of overall and specific recommendations relating to the five themes, such as an opportunity for a "Home Again" project. A corresponding set of potential redevelopment sites is attached to each section, showing possible redevelopment opportunities, lot sizes, possible uses and parking capacity.

Finally, the Georgia Avenue Revitalization Strategy includes an implementation section, "Action Plan," to initiate and monitor the actions and implementation of the plan recommendations. The Action Plan specifies each issue and corresponding action item on a block-by-block basis. The priority, location, current zoning, responsible public and private partners, and projected completion dates are also listed for each action item. While the District government will manage public investment, much of the Revitalization Strategy's success hinges on the behavior of the private sector, as well as close partnership with citizens, property owners and other stakeholders.



Georgia Avenue Study Area

### III. CORRIDOR ASSESSMENT

Historic Context  
Market Economics  
Land Use and Zoning  
Housing  
Transportation  
Urban Design and Public Realm



### III. Corridor Assessment

## HISTORIC CONTEXT

Georgia Avenue has historically played a significant role in the development and growth of the city and has derived its identity from the types of uses that found an address along the corridor. The Georgia Avenue corridor has been the center of residential and commercial activity and an integral part of the surrounding neighborhoods since development of the new federal city began expanding towards Maryland in the late 1800s.

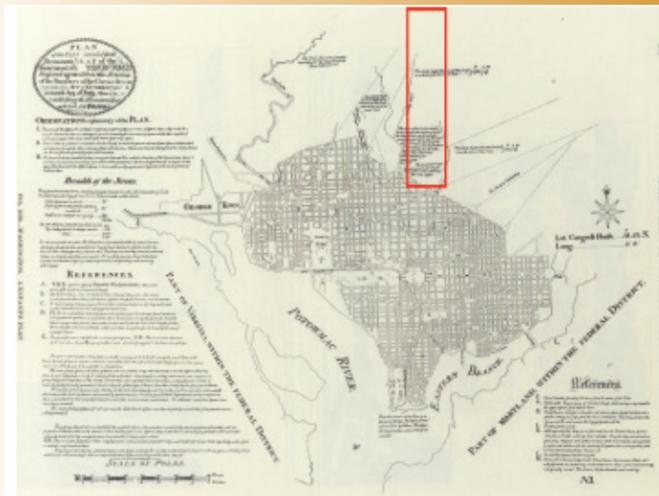
The transportation system of the city greatly influenced the direction of residential and commercial development along the corridor. In the 1800s, several streetcar lines were extended from the city's center. One was the Seventh Street route that terminated at Rock Creek Church Road. A turnpike, built in 1819, ran along the avenue from the old city boundary (Florida Avenue) to the District line (Eastern Avenue). By 1912, trolley service extended north on the Seventh Street line to Silver Spring, Maryland. In the 1930s, buses were introduced and eventually replaced the trolley car. These early transportation routes shaped shopping patterns and created the commercial frontage on the corridor.

In the 1850s, most of the development in the city was still south of S Street. Howard University was established in 1867 from extensive federal land extending further north to the Old Soldiers Home. LeDroit Park was developed in the 1870s on land acquired from the University. The areas north of Howard University to the Maryland boundary grew slowly until the early 1800s when several racetracks were built. They became a major social and recreational activity and drew large crowds.

By 1902, development boomed, former estates were subdivided and the pattern of row house development was established in most of the area. From 1890 to the mid 1900s, Brightwood (including all the territory from Silver Spring to Rock Creek Church Road) was subdivided in to Brightwood, Manor, Takoma, and Shepherd Park. The U.S. Soldiers and Airmen's Home, built in 1909, and the Walter Reed Army Medical Center, established in 1922, stimulated homeownership and neighborhood commercial development and shaped the area's landscape.

By the early to mid 1900s, Georgia Avenue was recognized as one of the most successful, prestigious mixed-use commercial corridors in the city. It served the residential, recreational and social needs of a rich, vibrant and culturally diverse community. However, integration laws in the 1960s caused out migration to the suburbs and the population shifted from majority white to majority black. Also during this period, the corridor began to lose its vitality as a center of commerce due to suburban growth and increased automobile use, which provided and continue to produce strong competition to the retail stores along Georgia Avenue.

Many events have led to the current condition of Georgia Avenue over the last thirty plus years, ranging from civil unrest in the late 1960s to suburban flight over the next two decades. Additionally, retailing has changed forever. Big-box stores, malls, outlets, power centers, catalogs, the Internet, and lifestyle changes have changed how and where today's consumers shop. Since the 1990s, Georgia Avenue is typical of an inner-city area going through transition.



L'Enfant Plan of Washington, D.C.



McMillian Plan of Washington, D.C.



Georgia Avenue Trolley ca. 1912



Corner Drug Store Georgia Avenue, early 1900's



Georgia Avenue, early 1900's



Georgia Avenue Row Houses, early 1900's

### III. Corridor Assessment

# MARKET ECONOMICS



3800 Block Georgia Avenue, East



Georgia Avenue Retail

## Demographics

The District of Columbia lost population from 1990 to 2000 with a decrease from 606,900 to 572,059 representing a 5.7 percent loss. In contrast, the Georgia Avenue study area's population remained steady during the same period at approximately 20,550 in total population. At the individual tract level, some tracts had only minor drops in population and others had small growth.

The study area has become more racially and ethnically diverse, with blacks constituting 67.4% of the population, Whites 9.6%, and Hispanics/Latinos at 27.6%. The study area's median household income increased 30.9% from 1990 to 2000, from \$25,415 to \$33,261 respectively. However, the study area's 2000 median household income is lower than the city's average of \$40,127. In terms of household tenure, the 2000 renter and owner-occupied rates are almost even with 51.2% renter-occupied and 48.8% owner-occupied. The owner-occupied rate increased 7.6% from 1990 to 2000 and is higher than the District's rate of 40.8%.

The chart on the right provides some basic demographic information for the study area.

## Commercial Market

The Georgia Avenue study area's commercial market operates as a urban community business district that includes office and retail uses. While the predominant building form is the row house with a storefront addition that extends to the sidewalk, the area's commercial stock also includes one-story commercial buildings, as well as older free-standing commercial buildings. Much of the existing commercial space is obsolete in terms of today's retail industry standards. This space is characterized by low ceiling heights, located on narrow lots without modern features or adequate parking. Some of the existing retailers appear to be undercapitalized, as some buildings are in need of maintenance and/or improvements. Affordable rents have allowed individual entrepreneurs to start and grow retail businesses in the area.

The study area also has numerous commercial vacancies scattered throughout the corridor. These vacancies detract from the ability of retailers to attract customers or for the area to attract a better mix of new businesses. The business inventory for major business categories within the study area showed an overabundance of repetitious types

### Population

	1990	2000
Georgia Ave. Study Area	20,592	20,550
District	606,900	572,059

### Race and Ethnicity

	1990			2000		
	White	Black	Hispanic	White	Black	Hispanic
Georgia Ave. Study Area	5%	88.70%	10.60%	9.60%	67.40%	27.66%
District	29.60%	65.80%	5.40%	31%	60%	8%

### Median Household Income

	1990	2000
Georgia Ave. Study Area	\$25,415	\$33,261
District	\$30,727	\$40,127

### Number of Households

	1990	2000
Georgia Ave. Study Area	7,277	7,021
District	249,634	248,338

### Household Tenure

	1990		2000	
	Renter	Owner	Renter	Owner
Georgia Ave. Study Area	58.80%	41.20%	51.20%	48.80%
District	61.10%	38.90%	59.20%	40.80%

Note: Includes Census Data for Tracts: 24, 25.02, 29, 31, 32

of businesses such as convenience stores and liquor stores. Existing office space includes small-scale professional office uses, which includes medical space, real estate-related businesses and insurance offices.

## Commercial Space

Approximately 173,000 square feet of commercial space exists within the study area. This includes both retail and office uses. Portions of the total commercial space may not be used to full capacity given vacancies and underutilized retail space.

Retail: Approximately 130,000 square feet of retail space (of the total 173,000 square feet of commercial) exists within the study area. Because the retail space varies along the corridor, the following offers a break down of the retail market by area:

1. From Taylor St. to New Hampshire Avenue: Businesses appear to be better capitalized than the

rest of the corridor. Retail vacancies are low and Safeway serves as a strong retail anchor. This area also benefits from the 3,100 daily commuters using the Georgia Avenue-Petworth Metro station and from some of the drivers and passengers of the 11,000 daily auto round-trips on Georgia Avenue.

2. From Princeton Place to Girard Street: The retail area south of the Georgia Avenue-Petworth Metro Station and north of Howard University have a harder time competing for customers given the distance of the Metro station and without the benefit of a large institutional anchor. This area is also plagued by larger-scale vacancies and occasional noxious uses. Without immediate access to the Metro Station or Howard University, retail businesses are more dependent on walk-in traffic from the surrounding neighborhood and some passing commuters. However, tapping the commuter market is difficult for some stores that lack dedicated parking.

### III. Corridor Assessment

## MARKET ECONOMICS

- From Columbia Road to Euclid Street: Retail establishments in the southern portion of the study area are close to Howard University, which helps to capture a customer base made up of students, staff, and faculty. This proximity contributes to create a stable consumer base for some of this study area's retail uses. However, some retailers have indicated that because the student population is not year-round, some businesses are negatively impacted.

**Office:** Approximately 43,000 square feet of office space (of the total 173,000 square feet of commercial) exist within the study area. The market area currently provides limited Class B and C office space that includes small medical space, real estate-related businesses and insurance offices.

#### Commercial Market Demand

**Retail:** The market for the area indicates a strong need for additional neighborhood-oriented retail uses not currently located in the market area. For example, the area does not have a major drugstore, a coffee shop, or family-style sit-down restaurant. Additionally, the study area has one major supermarket, Safeway, located in the northern commercial area. This store is 22,000 square feet, which is relatively small compared to today's newly built supermarkets that have specialty sections including salad bars, florists, prepared foods for immediate consumption, bakeries, and delicatessens.

Households located within the market area, which include census tracts 24, 25.02, 29, 31, and 32, annually spend approximately \$19,000 per household on groceries, prescriptions, apparel, dining out, entertainment and personal services. Based on these annual expenditures, the amount of total retail space that can be supported by the market is 119,700 square feet. However, the demand from area residents does not match the current supply of stores and retail space found here. Much of the current retail inventory (130,000 square feet) is obsolescent space that does not meet modern retail standards due to low ceiling heights, inadequate windows, small spaces and a lack of loading facilities. Also, much of the existing retail space is not well located relative to the demand. In order to meet residents' needs for modern stores and to sustain the stores' operations in the future, at least one-half of the supportable retail space should be in new structures properly located relative to residential development and transit. This suggests that several existing retail spaces should be reconfigured or

replaced to meet the requirements of today's retail industry. **Office:** Over the next ten years, the study area is likely to be able to support 4,000 to 9,000 square feet of new office space. This office space should be located on the first and/or second floors of buildings.

#### Residential Market

Single-family detached and attached units, as well as multi-family units characterize the housing stock in the Georgia Avenue market area. This housing stock includes a total of 7,035 units based on the study area's five census tracts (24, 25.02, 29, 31, 32) and the 2000 U.S. Census data. Fifty-eight (58) percent of this housing stock was built prior to 1939 and only 2.2 percent were built since 1980. In general, the market area's housing stock is aging with minimal construction since the 1960s. It should be noted, however, that new housing—particularly condominium units—have been recently developed (starts in 2003 and first quarter 2004) in and around the study area.

**Rental and Owner-Occupied Units:** The Georgia Avenue market area is a close split in terms of owner-occupied versus renter-occupied:

Fifty-one (51) percent of the Georgia Avenue market area is renter-occupied with a rental housing stock consisting of small to medium-sized apartment complexes, row houses and apartments with divided single-family homes. Residents aged 65 or older represent 20.3 percent of the renter-occupied housing units. The inventory of larger rental complexes in the market area and surrounding area indicates a relatively tight market for rental units with occupancy rates at most complexes ranging from 95 to 98 percent. Typically, a healthy rental market would have occupancies of roughly 95 percent to allow for vacancies between tenants to clean and repaint. Rents range from \$625 to \$1,925 per month, with monthly tenant parking charges ranging from \$25 to \$75.

Forty-nine (49) percent of the Georgia Avenue market area is owner-occupied primarily in single-family detached and attached units. The 2000 US Census reports that about 35 percent of the owner-occupied housing is owned by individuals 65 to 75 years or older. Out of the owner-occupied housing stock, 18 percent are in multi-family structures of two to five plus units. From 2002 to 2003, one- and two-bedroom single-family units sold for median sale price of \$160,000. From 2002 to 2003, houses with four or more bedrooms sold for a median sale price of \$272,500. Based

on first quarter 2003 data, condominiums selling in the market were quite limited. Only three condominiums were identified in the Georgia Avenue market area with an average price of \$83,500. However, with the recent development of condominium projects in and near the study area, new condominium units will be brought on line, with sale prices in the \$200,000 and above.

#### Residential Market Demand

With the increase in prices among competitive neighborhoods, homebuyers see opportunities for similar sales price increases throughout the study area. However, the demand for housing in the Georgia Avenue study area will be somewhat challenged by the deteriorated neighborhood conditions, such as the existing vacant and deteriorating housing units, crime, under-capitalized businesses, and lack of community amenities.

**Condominiums:** Although the market for condominiums in the Georgia Avenue community is just emerging, the experience in other emerging neighborhoods indicates that the market can support residential condominium apartments near to the Metro station. These units should range in price from \$200 to \$245 per square foot. This would result in sale prices for a one-bedroom unit between \$180,000 and \$195,000 and for a two-bedroom unit between \$200,000 and \$225,000 for market-rate units. Potential absorption is estimated at 12 condominium units per month. Total condominium demand is 720 units in the Georgia Avenue market area over the five-year period from 2004 to 2008.

**Townhouses:** Townhouse pricing is based on recent interviews with area developers selling considerably higher priced units in adjacent neighborhoods. Interviews point to a strong market for larger townhouses with modern features, which is consistent with trends in the District of Columbia and the nation as a whole. These units should range in price from \$230 to \$280 per square foot. For an average sized 1,500 square foot townhouse in the study area, the sale prices should be between \$345,000 and \$420,000. Potential absorption is estimated at 5 units per month. Total townhouse demand is 285 units in the Georgia Avenue market area over the five-year period from 2004 to 2008.

**Rental Apartments:** Over the next five years, the potential for an increase in interest rates is likely based on the historically low current rates. As rates increase, the condo-



Residential Building on Quincy Street



Georgia Avenue Retail

### III. Corridor Assessment

## MARKET ECONOMICS



Princeton Place Row Houses



3600 Block Georgia Avenue, West

minium market will weaken; giving rise to higher demand for rental housing. With the Metro station and the impending new mixed-used development, Georgia Avenue neighborhoods should be better able to approach rents being achieved for newly developed apartments in more established neighborhoods. Newly constructed apartments in the Georgia Avenue-Petworth Metro station area could support monthly residential rents ranging from \$1.60 to \$1.80 per square foot. These potential rents are affordable to households with annual incomes between \$50,000 to \$75,000. Residential development located more than one-half mile from the Metro station will command lower monthly rents ranging from \$1.55 to \$1.65 per square foot. Potential absorption is estimated at 10 market-rate apartments per month, centered around the Metro station development. Total apartment demand is 600 units in the Georgia Avenue market area over the five-year period from 2004 to 2008.

#### Residential Demand: 5-year period (2004-2008)

Unit Type	Number of New Units
Condominiums	720
Townhouses	285
Apartments	600
Total new units	1,605

#### Business and Economic Development

Central to stabilizing and attracting new investment to the Georgia Avenue corridor is providing incentives and assistance to existing businesses and new investors. Tools to assist with new construction costs, façade improvements, business expansion and/or relocation, and small business operation/development are needed throughout the corridor.