UDC / Van Ness / Intelsat
Technical Assistance Panel

Presentation of Recommendations

ULI Washington

THURSDAY, FEBRUARY 20, 2025

Presentation Outline

- TAP Process

- Meet the Panel

- The Assignment

- Stakeholder Input

- Recommendations
  - Neighborhood Identity
  - Housing Strategy
  - Retail & Placemaking Strategy

- Key Recommendations & Next Steps, Q&A

What is a TAP?

The Technical Assistance Panel (TAP) offers technical analysis to communities and organizations facing land-use challenges.

ULI members volunteer their time to provide unbiased, expert advice and specific recommendations for improvement. Local industry leaders draft a plan to revive, rethink, and restore communities to ultimately enact change and improve the lives of people in the DC region

Day One

- Meetings with sponsor representatives
- Interviews with stakeholders and community representatives

Day Two

- Work session to develop recommendations
- Presentation to sponsor and stakeholders

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How does ULI provide this assistance?
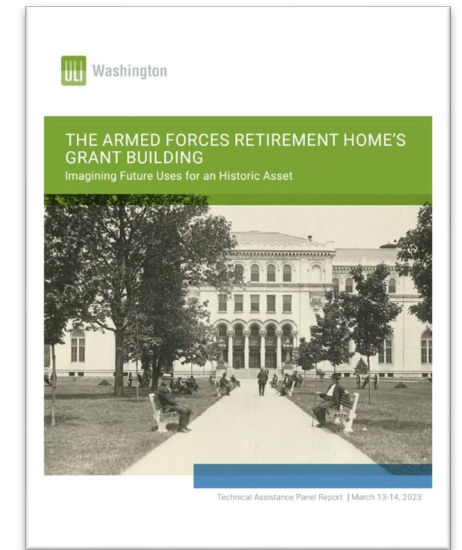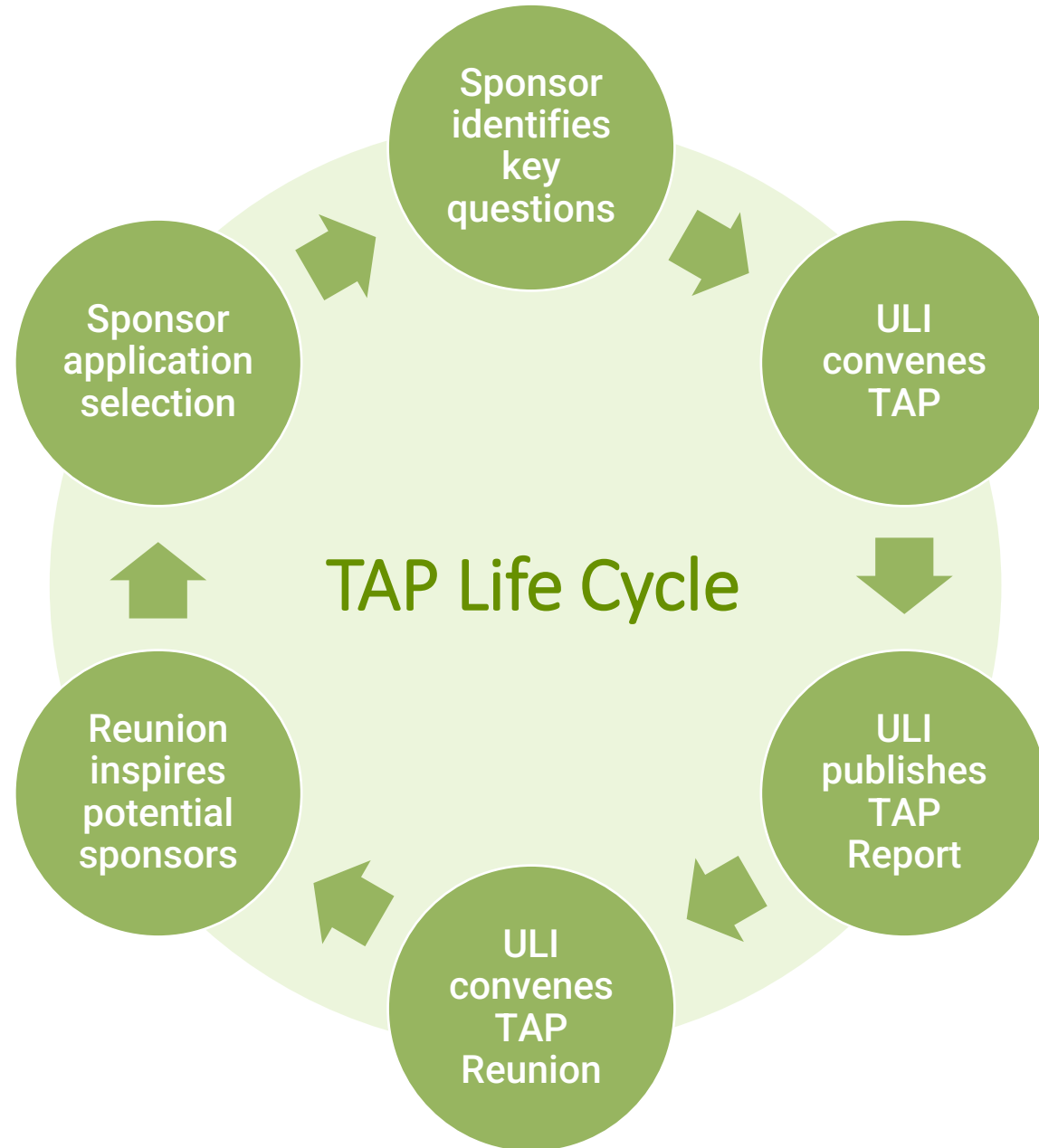
A community group or organization approaches ULI with a request.

ULI convenes a <u>group of experts</u> to focus on <u>specific questions</u> in a <u>concentrated, finite effort</u> and <u>communicates the results.</u>

- group of experts = Technical Assistance Panel
- specific questions = defined by the sponsor
- concentrated, finite effort = two intense days
- communicates the results = presentation to the sponsor/stakeholders *and* published report

Sponsor pays a fee for services to ULI Washington.

Additional support for this project provided by Amazon's Housing Equity Fund

TAP Life Cycle

- Sponsor identifies key questions
- ULI convenes TAP
- ULI publishes TAP Report
- ULI convenes TAP Reunion
- Reunion inspires potential sponsors
- Sponsor application selection

Panelists & Staff

Juanita Hardy
Tiger Management
Consulting Group
Panel Chair

Alick Dearie
GriD Architects

Kyrus Freeman
Holland & Knight LLP

Suzette Goldstein
HOK

Beth Hesler
Arcadis

Tom Hier
Biddison Hier

Ryan Janes
BCT Design Group

Adrienne McCray
Lee & Associates

Emalia Tamanikwa
EDENS

Dan VanPelt
Gorove Slade

Kaushambi Shah
TAP Report Writer

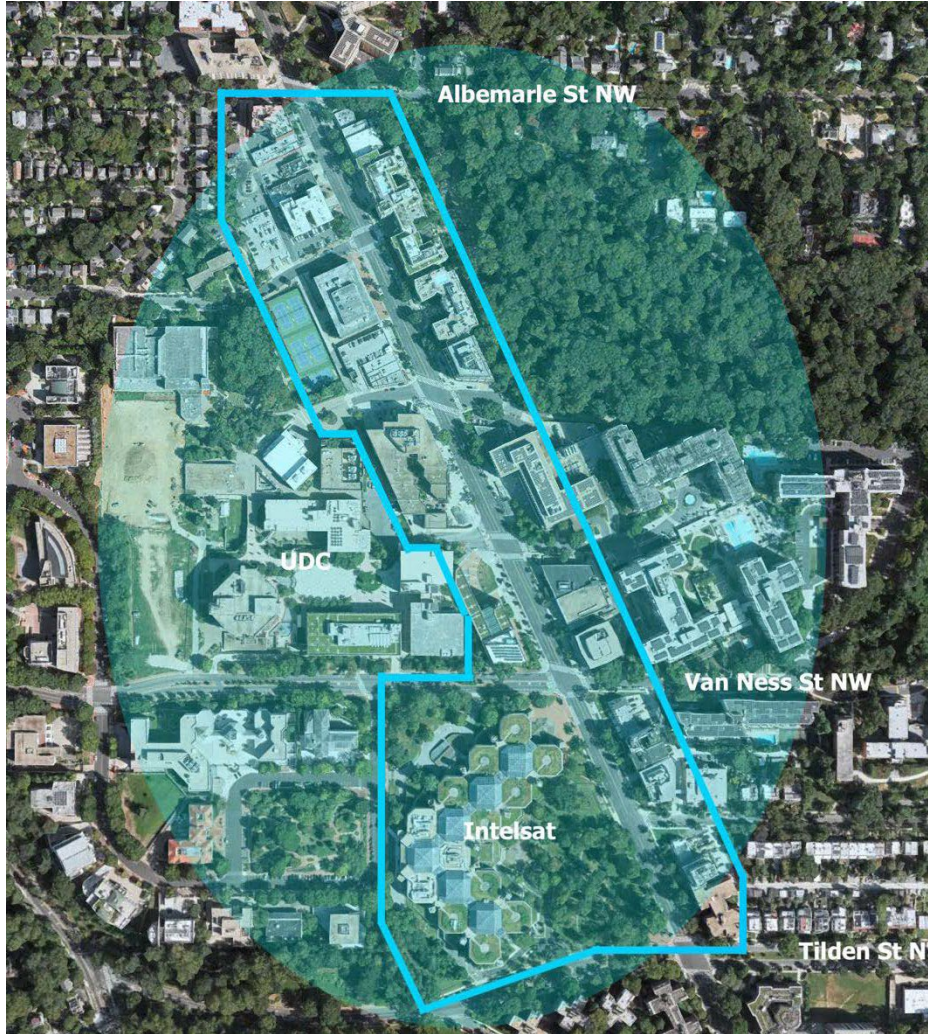**Marc Gazda**
ULI Washington
Staff

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Image Credit: Van Ness Main Street

The Assignment

The **Goals** of the TAP

Provide recommendations for overcoming challenges inherent to the study area including:

1. **Commercial Revitalization**

2. **Real Estate Development**

3. **Public Realm and Infrastructure**

4. **Transit and Accessibility**

5. **Community Engagement and Coordination**

6. **Environmental Sustainability**

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Image Credit: ULI Panel

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The Assignment

The Big Questions to Answer

1. How could the area accommodate additional **multifamily housing**?

2. How might **4000 Connecticut Ave** (the former Intelsat HQ site) be redeveloped into a new vibrant, mixed-use campus?

3. How could other privately-owned opportunity sites (see study area map) accommodate multi-family focused **mixed use development**?

4. What are the Van Ness area's **strengths, weaknesses, opportunities, threats** in the market?

5. What **funding strategies, incentives, and policy/regulatory tools** should be pursued?

Thank You to Our Incredible Stakeholders!

26 Stakeholders:

- **8 Business Owners & Representatives**

- **8 Advocacy Group Representatives**

- **4 Educational Institution Representatives**

- **4 Government Employees**

- **2 Developers**

(9 Neighborhood Residents)

What We Heard in Stakeholder Roundtables:

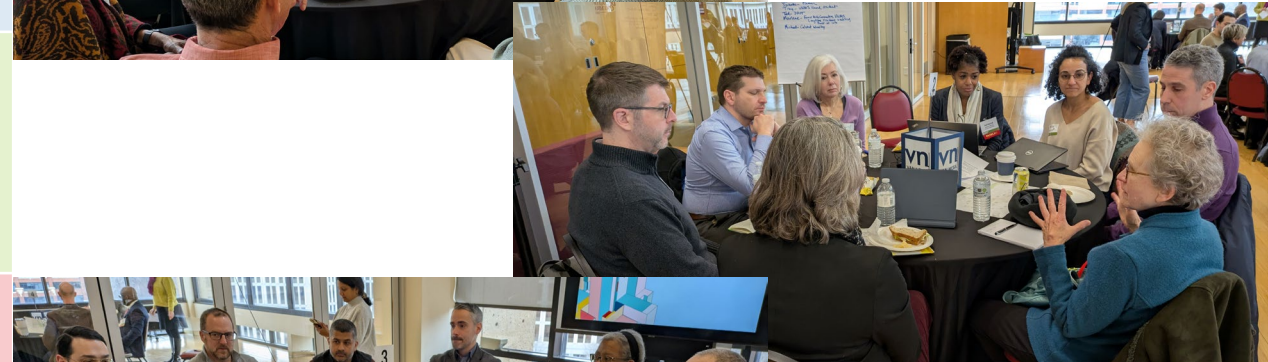|	
Table 1 **Neighborhood Identity, Arts & Culture**	• Need to leverage existing assets to create a cultural identity • The streetscape is physically & programmatically fractured • The community needs better branding and communication
Table 2 **Transportation & Corridor Planning**	• The pedestrian experience needs to be improved • UDC could integrate more with the community • (e.g. Performing Arts Center)
Table 3 **Retail & Land Use**	• UDC needs to perform like an Anchor Tenant • We need incremental public realm improvements • This area needs a strategy to better utilize existing spaces • Enhance Participation from Stakeholders (UDC, Embassies, Schools, etc.)
Table 4 **Housing & Zoning**	• UDC needs and is prioritizing student housing • UDC needs support managing their real estate portfolio

What We Heard in Stakeholder Roundtables:

	Strengths	Weaknesses	Opportunities	Threats
Table 1 **Neighborhood Identity, Arts & Culture**	• Variety of educational institutions & student diversity • Embassies & cultural diversity; • INTELSAT an anchor opportunity	• Transient population less invested in community • Single family homes, apartment and condos dwellers lack interaction • Lack of gateway experience	• Family friendly dining & business opportunities • Student housing • Extending UDC facilities for community use	• Current zoning & ground leases hamper development • Reduced daytime population • Dated commercial properties
Table 2 **Transportation & Corridor Planning**	• Presence of metro station & walkability	• Bus service northward is low • Metro ridership is down • Corridor is not visually appealing & inviting	• Increase signal timing for pedestrian safety • Improve pedestrian experience • Better bikes & scooter management	• Car wash causes congestion at Albemarle & Connecticut • Driveways cut into sidewalks & hamper pedestrian safety
Table 3 **Retail & Land Use**	• Positive neighborhood involvement driven by Van Ness MS • Affluent and engaged residents	• Lack of retail variety & national brands • Lack of draws for families & businesses • Reduced daytime population;	• Potential conversion of vacant office space to residential • Family friendly retail & businesses • A more defined UDC brand	• Current zoning and ground leases hamper development • Publicly owned properties restrict growth • UDC real estate management lacks competitive advantage
Table 4 **Housing & Zoning**	• UDC is prioritizing student housing • Strong resident voice	• Low appetite for more multifamily housing	• Student housing to create a college vibe • Draw international students given proximity to International Center & embassies	• High costs to build student housing • Building height restrictions • Facilitating onsite security, staff, retail, food and parking

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Section 1:
Neighborhood Identity

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NEIGHBORHOOD IDENTITY

Vision: Van Ness/UDC is a vibrant destination, enabled by its art & culture, education, and retail assets along with its connectivity to nature

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Van Ness / UDC has many rich assets that can be leveraged to achieve its vision.

These assets fall into four broad categories, which often overlap:

- Arts + Culture
  - Arts, e.g.
    - UDC Theater of the Arts
    - UDC Art Collection
    - Hillwood Museum and Gardens
    - Levine Music

  - Embassies
    - 22 within close proximity

  - Neighborhood History
    - Prominent People (e.g. Richard Sanders Home)
    - Intelsat

Images: @udc_edu on X

Van Ness / UDC has many rich assets that can be leveraged ... (cont'd).

These assets fall into four broad categories, which often overlap:

- Education
  - UDC

  - Howard University
    - Law School
    - School of Divinity

  - Levine Music

  - Edmund Burke School

Images: @universityofdc on IG

Van Ness / UDC has many rich assets that can be leveraged … (cont'd).

These assets fall into four broad categories, which often overlap:

- Nature + Sustainability
  - Connecticut Avenue right-of-way
    - Wide sidewalks
    - Pollinator gardens

  - UDC as land grant agricultural university
    - The College of Agriculture, Urban Sustainability and Environmental Sciences (CAUSES)
    - Green roofs + rooftop agriculture

  - Soapstone Valley + Rock Creek Park

  - Squirrel Park @ Intelsat
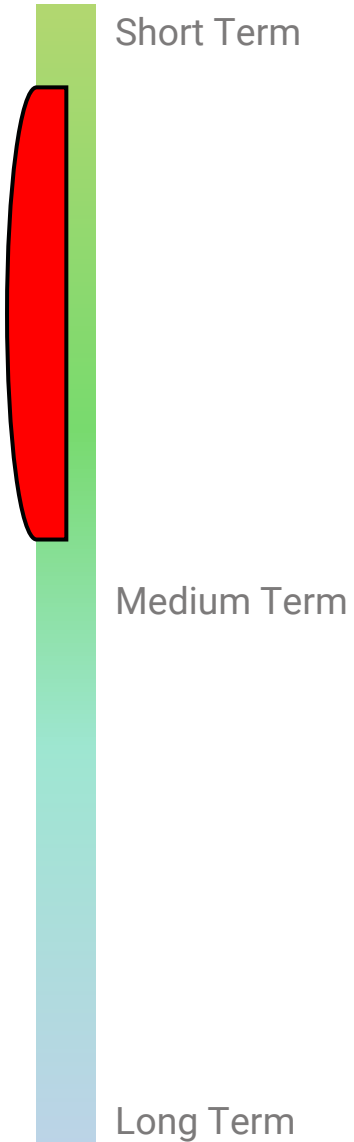

Images: Bell Architects Website

Van Ness / UDC has many rich assets that can be leveraged ... (cont'd).

These assets fall into four broad categories, which often overlap:

- Legacy/Destination Retail + Dining
  - Bread Furst
  - Calvert Woodley
  - Shemali's
  - Restaurants: Sfoglina, Rosedale, etc.
  - Farmers Market (UDC)

Images: @Tenleytown411 on X (Tenleytown & Around)

Establish a genuine and effective partnership

UDC (and other institutional stakeholders) and Van Ness Stakeholders build a genuine partnership across all of these identities, in order to leverage these assets and amplify inherent potential.
-   Lift up UDC as a public resource for the entire city

Neighborhood Identity   Housing Strategy   Retail Strategy

Art & culture is both a component of a vibrant/thriving place and a strategy to achieve it.

Leverage art & culture as an early step.
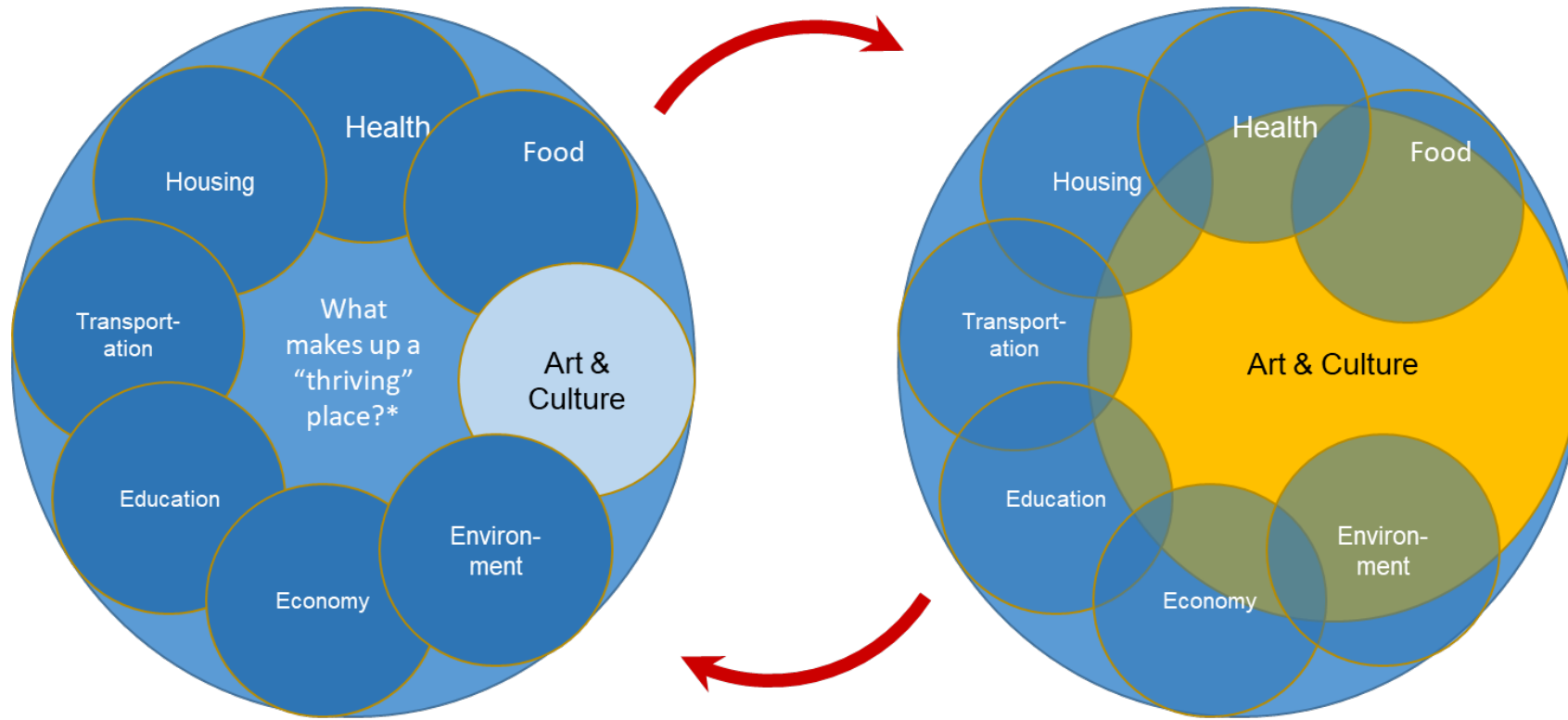
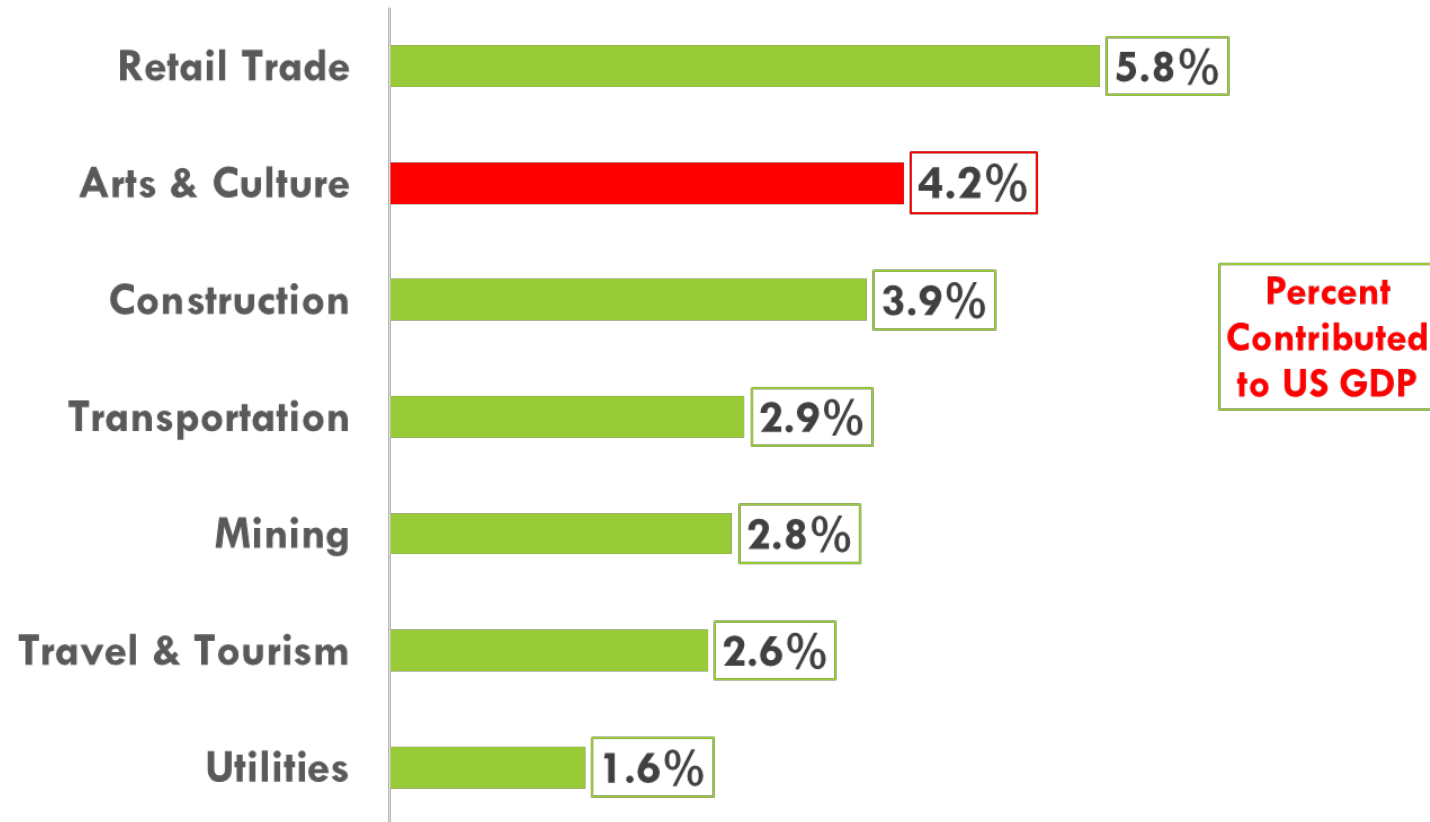*Adapted from Policy Link: "What makes up an equitable community?"

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Art attracts people to place and drives revenue to local businesses.

Attendees Spent
$38.46 Per Person, Per Event

Food & Drink $14.81

Shopping & Clothing $9.45

Supplies & Groceries $2.99

Childcare $0.62

Lodging $5.02

Local Transportation $4.09

Other $1.48

All US Arts Industries (2014)

$730B = 4.2% US GDP

Industry	Percent
Retail Trade	5.8%
Arts & Culture	4.2%
Construction	3.9%
Transportation	2.9%
Mining	2.8%
Travel & Tourism	2.6%
Utilities	1.6%

Percent Contributed to US GDP

Source: U.S. Bureau of Economic Analysis

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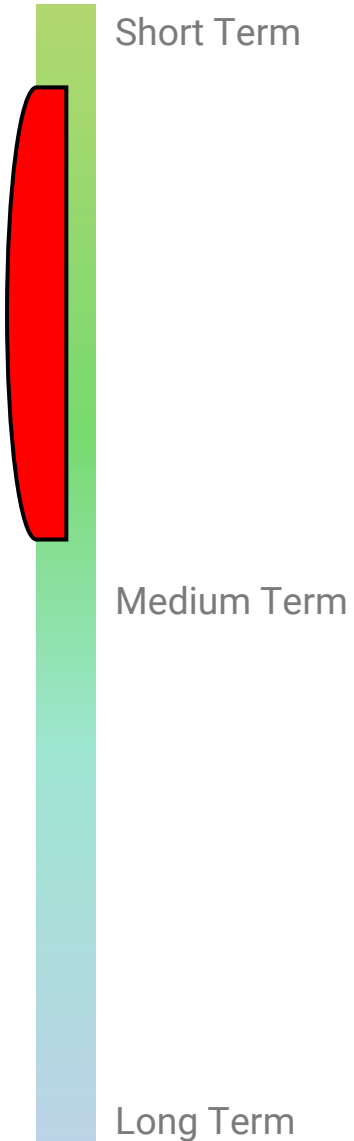
Leverage art to tell the story of Van Ness/UDC's rich history

Art & Culture

- More Public art + mural(s)
  - Engage local artists
  - Mural @ metro station
- UDC
  - Theater / access
  - Art collection / access
- Historical markers (interpretive signage) + walking tours
  - Identify all historical resources (ex. Richard Sanders home)

Source: Golden Triangle BID

Short Term

Medium Term

Long Term

Neighborhood Identity   Housing Strategy   Retail Strategy

Activate the Streets

Art & Culture

Leverage Stakeholders / Street activation + on-going programming
- Cultural festivals (ex. Embassy/Passport DC)
- Music
- Food trucks
- Farmer's Market (continue)

•Images: Top: Van Ness Main Street / Bottom: Dance Place

Neighborhood Identity | Housing Strategy | Retail Strategy

Collaborate with property owners to explore viable uses for the building and site

Art & Culture

4000 Connecticut Ave (former Intelsat HQ)

- o Proposed uses have fallen short
- o Obtain and review past studies from owner
- o Recommend further study
- o Future use should consider activation of Connecticut Ave and story-telling of the past.

•Images: Google Maps

Short Term

Medium Term

Long Term

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Neighborhood Identity   Housing Strategy   Retail Strategy

Implement a comprehensive communications strategy plan for the study area

Education

UDC becoming more public facing, through communications, opening more programming, etc.

Identify other institutions in the study area to strategically collaborate with

•Images: Lee and Associates, Inc. / Sam Kittner

Short Term

Medium Term

Long Term

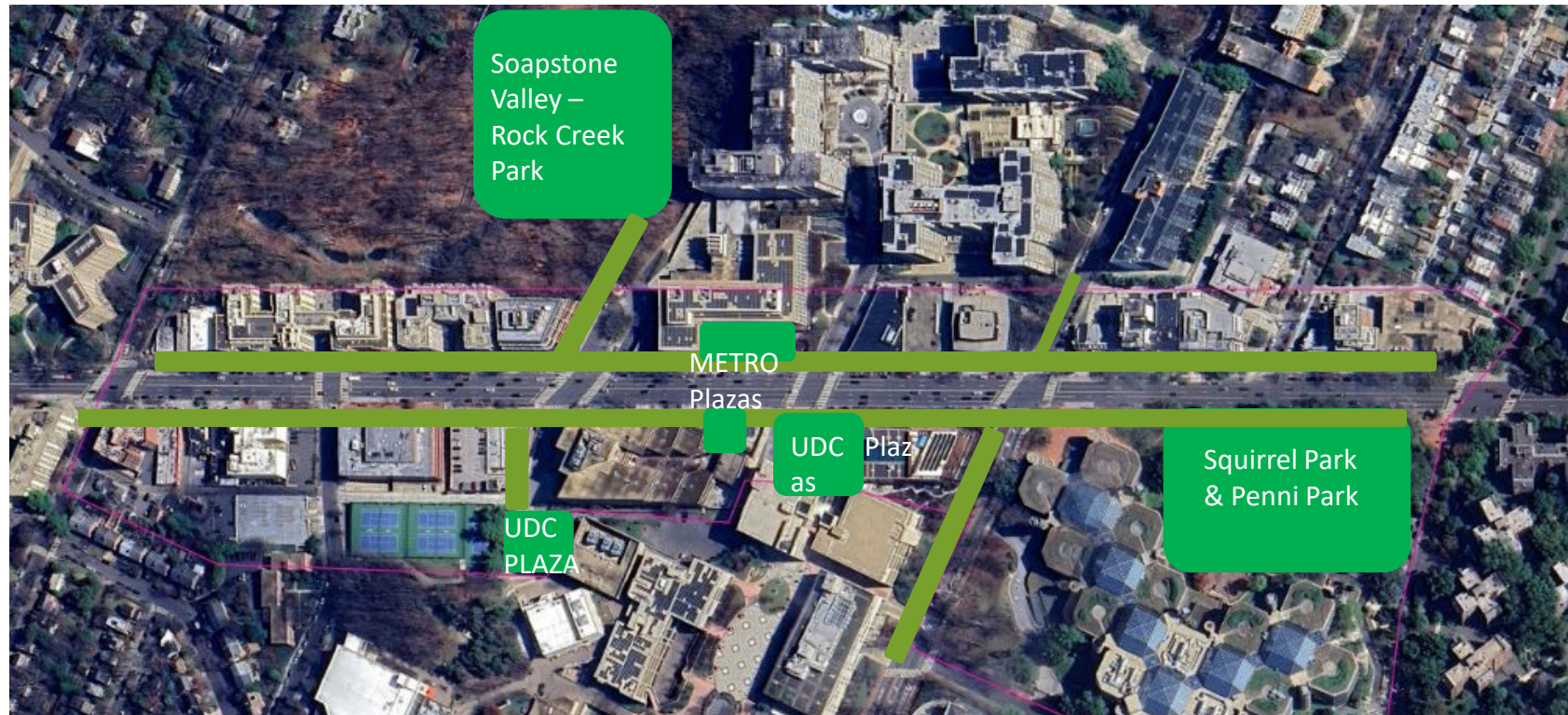Neighborhood Identity   Housing Strategy   Retail Strategy

Connect and Activate Public Open Spaces

Nature + Sustainability - Public Open Space Opportunities

- Connected + activated public spaces:
  - Connecticut from Albermarle to Tilden / Metro Entrances / Squirrel & Penni Park @ 4000 Connecticut / UDC entrance / Soapstone Valley + Rock Creek Park

Soapstone Valley – Rock Creek Park

METRO Plazas

UDC Plazas

UDC PLAZA

Squirrel Park & Penni Park

•Images: ULI / Google Maps

Short Term

Medium Term

Long Term

Neighborhood Identity | Housing Strategy | Retail Strategy

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Improve the Streetscape Character

Nature + Sustainability

- Implement a comprehensive streetscape improvement project
- Continuous Street Tree Planting
- Widen Treepit Planting areas (e.g. Pollinator gardens, bioretention)
- Unified signage (e.g. wayfinding, interpretive/historical, etc.)
- Unified benches, street lighting, paving, etc.
- Improved crossing (e.g. traffic signal timing study)
- Recommend stormwater management study and resolution as part of a comprehensive design.

•Images: Lee and Associates, Inc.

Short Term

Medium Term

Long Term

Implement public realm enhancements
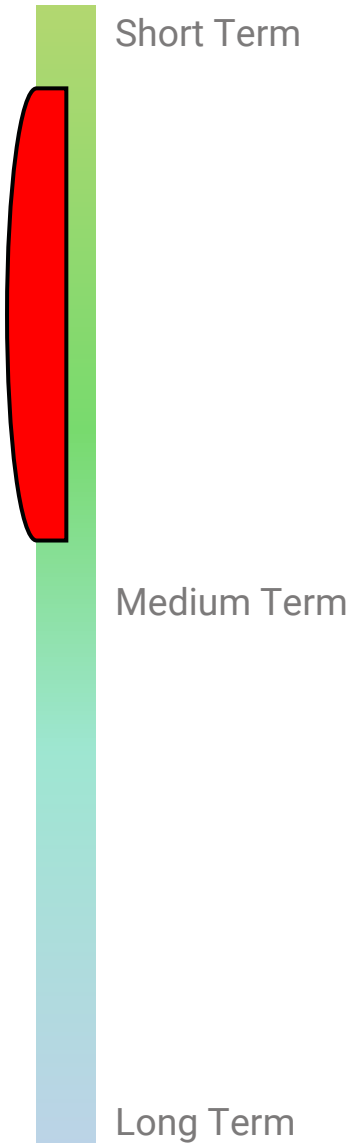
Nature + Sustainability

- Public realm character (e.g. streetscape and public space)
  - Façade improvements
  - Ground level activation (e.g. Café seating)
    - Including vacant storefronts (ex. Hyattsville)
  - Unified benches, street lighting, paving, etc.

Medium Term

Long Term

•Images: Lee and Associates, Inc.

Neighborhood Identity | Housing Strategy | Retail Strategy

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Develop a funding strategy that involves all stakeholders.
Financing

- All vested stakeholders should participate in the funding strategy.

  o District
  o UDC and other institutions
  o Main Streets
  o Private developers (need to be incentivized… zoning, policy incentives, etc.)
  o Philanthropic

Neighborhood Identity   Housing Strategy   Retail Strategy

Section 2:
Housing Strategy

Washington

What types of housing are appropriate for target markets?

An intentional progression of housing types, programs and experiences that mirror student developmental stages.

Freshmen ➡ Sophomores ➡ Juniors Seniors Grad Faculty / Staff

Freshmen
- Small communities of students who live together within the larger community
- High degree of structured interactions led by peer leaders or other staff
- Upperclass leaders and mentors
- Programs / activities designed to facilitate community interaction, peer bonding and community formation

Sophomores
- Loose knit groups of varying sizes
- Frequently driven by student initiative (interest or affinity)
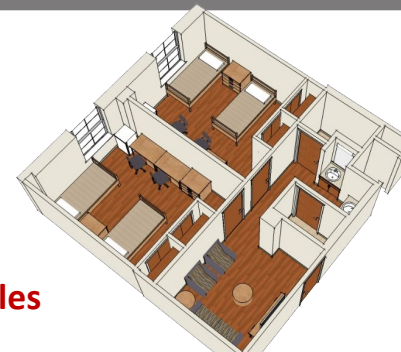
Juniors Seniors Grad Faculty / Staff
- Loose informal affiliation of members
- Limited institutional structure in living environment

Images from ULI Panel
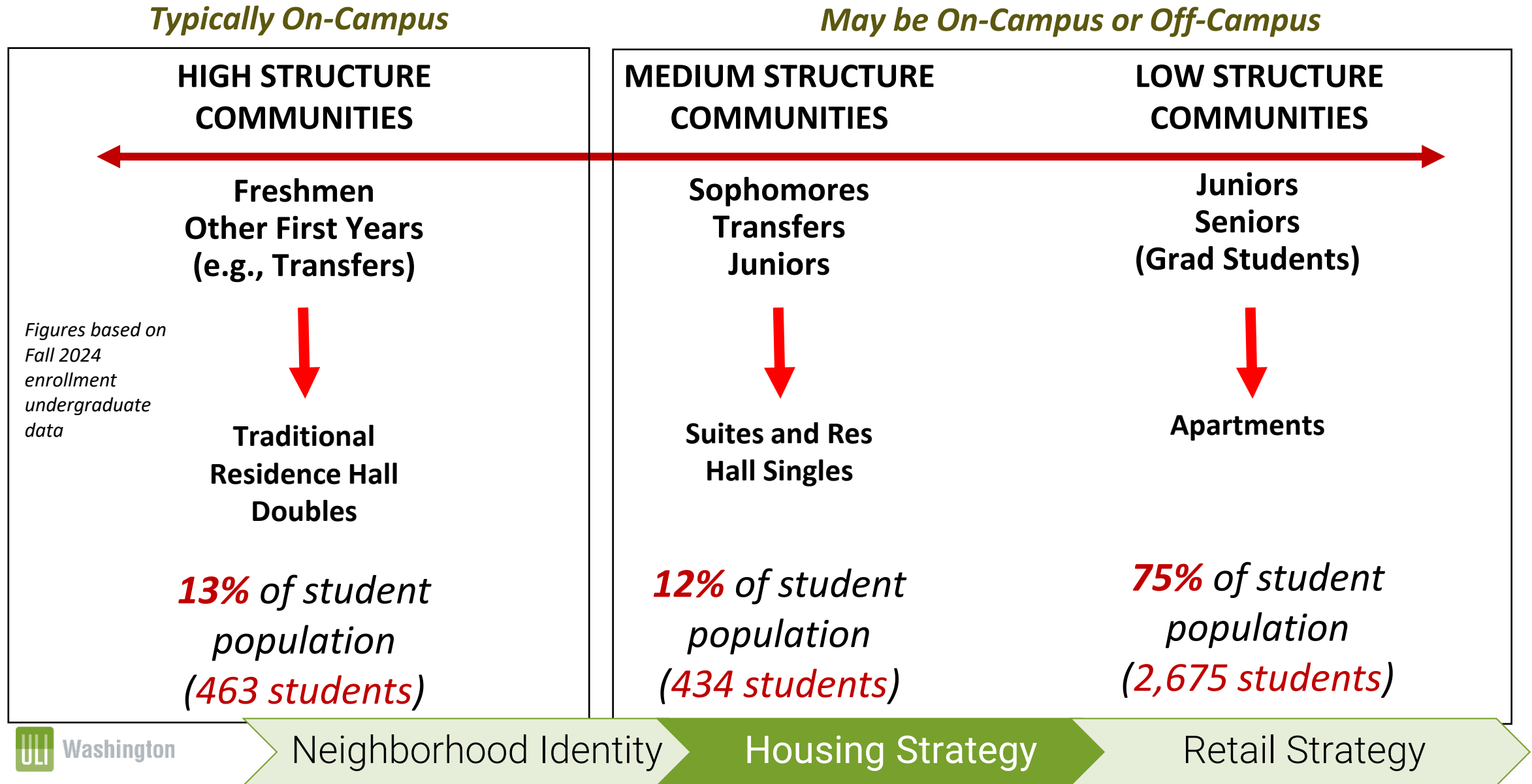
HIGH STRUCTURE
Traditional Residence Hall Doubles

MEDIUM STRUCTURE
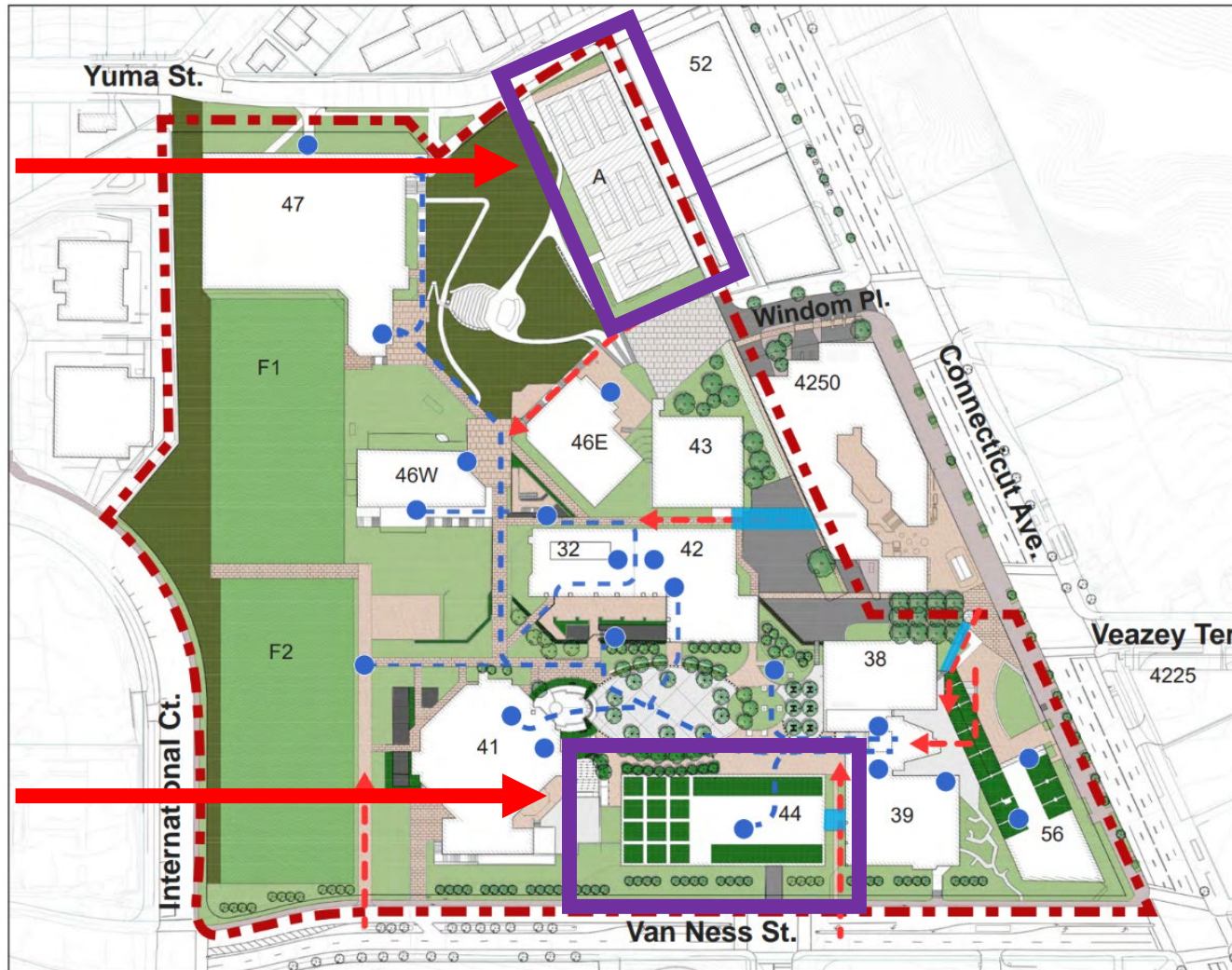**Suites and Res Hall Singles**

LOW STRUCTURE
Apartments

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Neighborhood Identity ➤ Housing Strategy ➤ Retail Strategy

Demand versus Demographics?

HIGH STRUCTURE COMMUNITIES	MEDIUM STRUCTURE COMMUNITIES	LOW STRUCTURE COMMUNITIES
Freshmen **Other First Years** **(e.g., Transfers)**	**Sophomores** **Transfers** **Juniors**	**Juniors** **Seniors** **(Grad Students)**
↓	↓	↓
Traditional Residence Hall Doubles	**Suites and Res Hall Singles**	**Apartments**
13% *of student population* (*463 students*)	**12%** *of student population* (*434 students*)	**75%** *of student population* (*2,675 students*)

Figures based on Fall 2024 enrollment undergraduate data

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Neighborhood Identity ▶ **Housing Strategy** ▶ Retail Strategy

Site Options

On-Campus Sites

Site A – Tennis Courts

Site 44

Source: UDC Campus Master Plan

Opportunities for mixed-university uses

- Housing ("high structure")

- Academic spaces (e.g., classrooms, class labs)

- Co-curricular spaces (e.g., maker spaces, group study)

- Social / Community spaces

- Student Success Center

Neighborhood Identity | Housing Strategy | Retail Strategy

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Site Options

▲ Existing Off-Campus Housing (AVA)

3 4221 A&B Connecticut (Warehouse Building)

4 Walgreens Building (vacant)

5 In-Line Retail (4300-4310 Connecticut)

6 Days Inn

7 Burger King (vacant)

Source: ULI Panel

Neighborhood Identity | Housing Strategy | Retail Strategy

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Precedent Developments

Mixed Use Campus-Adjacent: Housing + Retail

Monroe Street Market Development
Catholic University

Source: Monroe Street Market Website


Neighborhood Identity | Housing Strategy | Retail Strategy

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Zoning Considerations

Comprehensive Plan

- The Comprehensive Plan guides the District's development through maps and policies that address the physical development of the District. It provides the "big picture" of how change will be managed in the years ahead.

- Zoning of any given area should be guided by the Comprehensive Plan's Future Land Use Map ("FLUM") interpreted in conjunction with the text of the Comprehensive Plan and any applicable approved Small Area Plans.

- The FLUM designates most of the study area shown to the right.

Source: DC Office of Planning
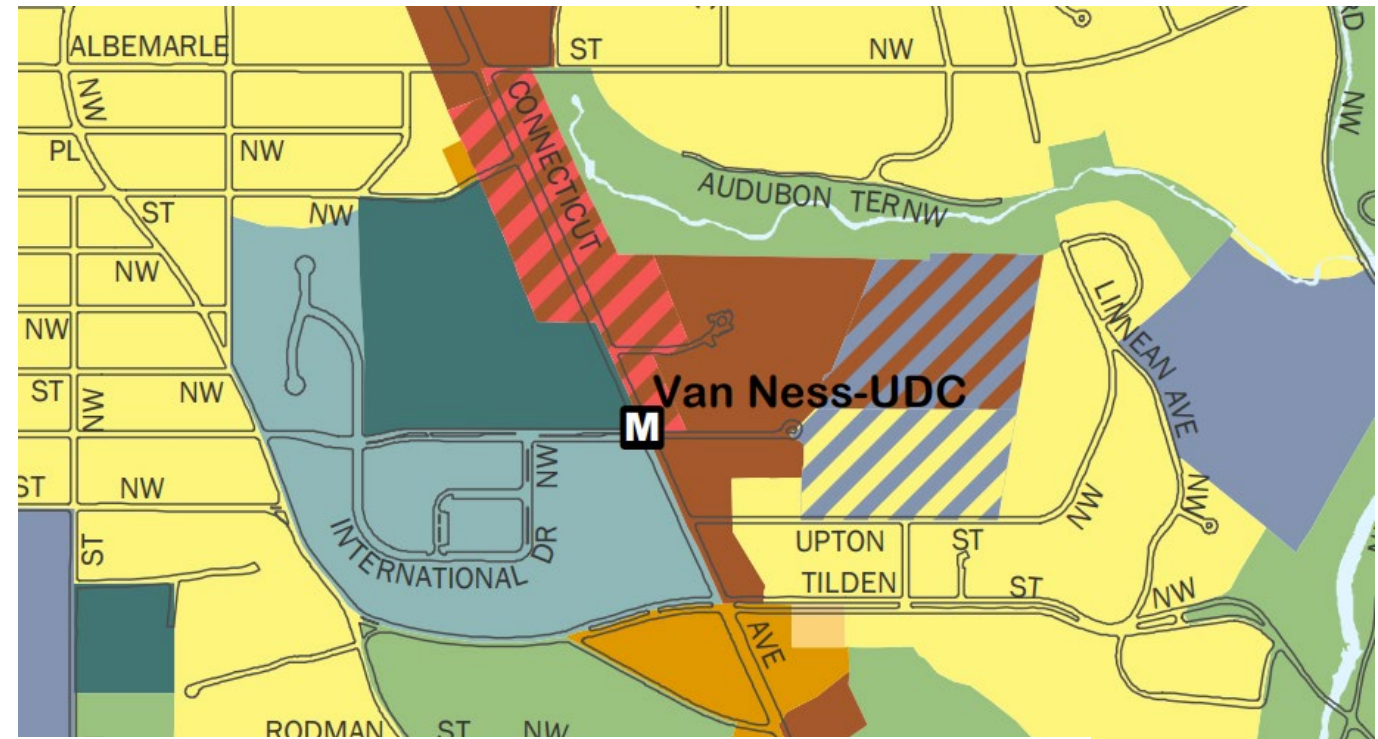
High Density Residential
Defines neighborhoods and corridors generally, but not exclusively, suited for high-rise apartment buildings. Pockets of less dense housing may exist within these areas.

Medium Density Commercial
Defines shopping and service areas that are somewhat greater in scale and intensity than the Moderate Density Commercial areas. Retail, office, and service businesses are the predominant uses, although residential uses are common. Areas with this designation generally draw from a citywide market area. Buildings are larger and/or taller than those in Moderate Density Commercial areas.

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Neighborhood Identity | Housing Strategy | Retail Strategy

Zoning Considerations

Framework Element Definitions of FLUM Definitions

- High Density Residential:
  - Density is typically greater than a FAR of 4.0, and greater density may be possible when complying with Inclusionary Zoning or when approved through a Planned Unit Development. **The RA-4 and RA-5 Zone Districts are consistent with the High-Density Residential category, and other zones may also apply**.

- Medium Density Commercial:
  - Density typically ranges between a FAR of 4.0 and 6.0, with greater density possible when complying with Inclusionary Zoning or when approved through a Planned Unit Development. **The MU-8 and MU-10 Zone Districts are consistent with the Medium Density category, and other zones may also apply.**

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Neighborhood Identity → Housing Strategy → Retail Strategy

Zoning Considerations
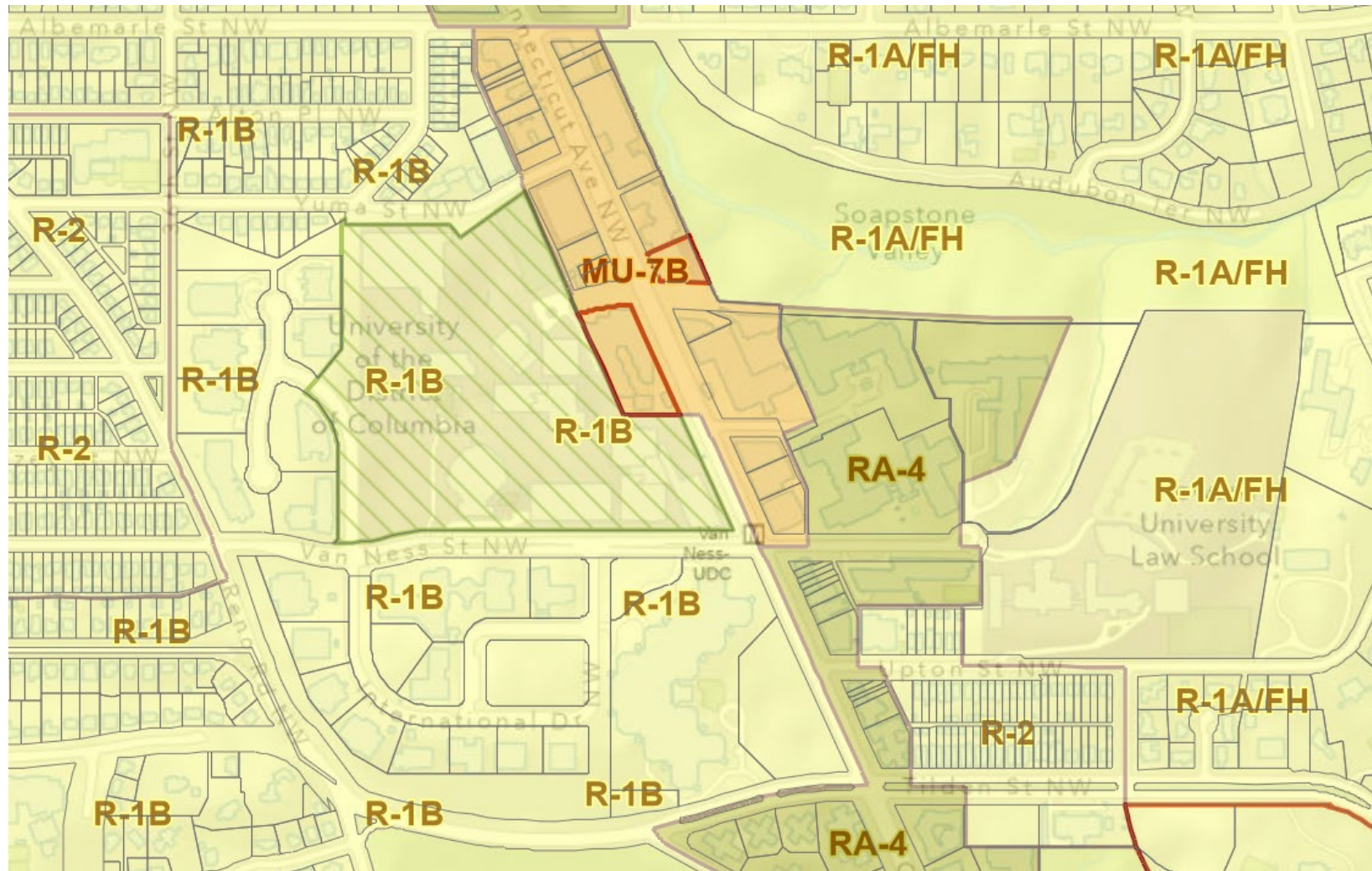
Existing Zoning

Source: DC Office of Zoning

Neighborhood Identity | Housing Strategy | Retail Strategy

Zoning Considerations

Existing Zoning

Based on the FLUM, we recommend **pursuing rezoning opportunity sites in the study area** to the MU-8 zone or the MU-10 zone in order to improve the development potential of the opportunity sites.

Existing and Proposed Zones

	Existing Zoning MU-7B	Potential Proposed Zoning MU-8	Potential Proposed Zoning MU-10
Height	65	70	90
			100 (IZ)
FAR	4	5	6
	4.8 (IZ)	6.0 (IZ)	7.2 (IZ)

Short-Term Action Items

Program Development and Management Structure

- Assess student demand for housing (e.g., demographic analyses, surveys)

- Enhance Residential Life program (including foodservice)

- Develop housing space program (amount and type of housing, common spaces, etc.)

- Identify desired management structure (i.e., University-managed vs. outsourced management)

Source: University of the District of Columbia

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Neighborhood Identity | **Housing Strategy** | Retail Strategy

Medium-Term Action Items

Architectural / Planning Process

- Identify and test sites suitable for housing types

- Engage in architectural design process

Explore Financing Options

- Revenue bonds (bond capacity?)

- Partner with private (student housing) developer

Source: BCT Design Group
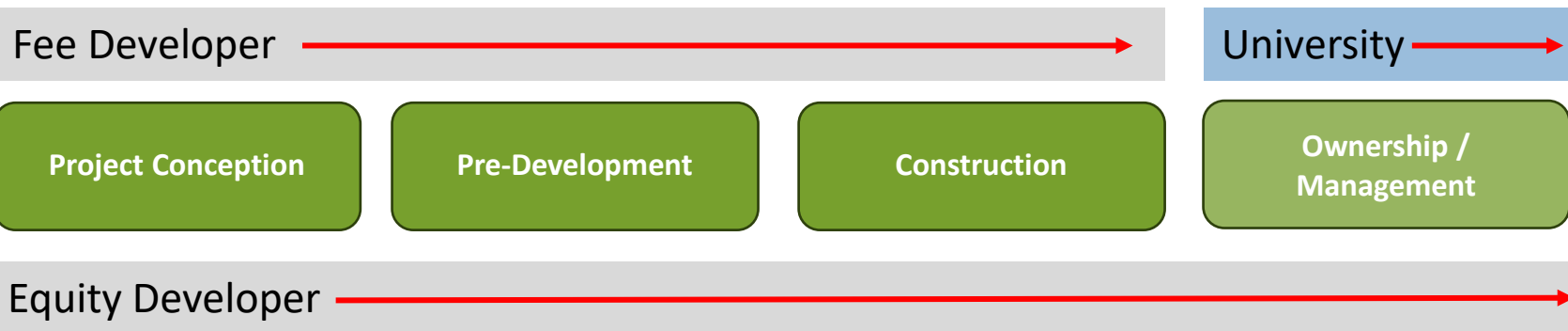
Neighborhood Identity | Housing Strategy | Retail Strategy

Long-Term Action Items

Explore Real Estate Development / Management Options

- Fee developer (with University ongoing management of housing)

- Ground lease with private development firms (e.g., firms that specialize in student housing) – outsourced development and management

- Third party asset manager

Fee Developer →	University →
Project Conception	**Pre-Development**	**Construction**	**Ownership / Management**

Equity Developer →

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Neighborhood Identity | Housing Strategy | Retail Strategy

Section 3:
Retail Strategy

Washington

We are **reimagining retail** by prioritizing **human-scale** design—creating vibrant, walkable spaces that foster connection, engagement, and a true sense of place.

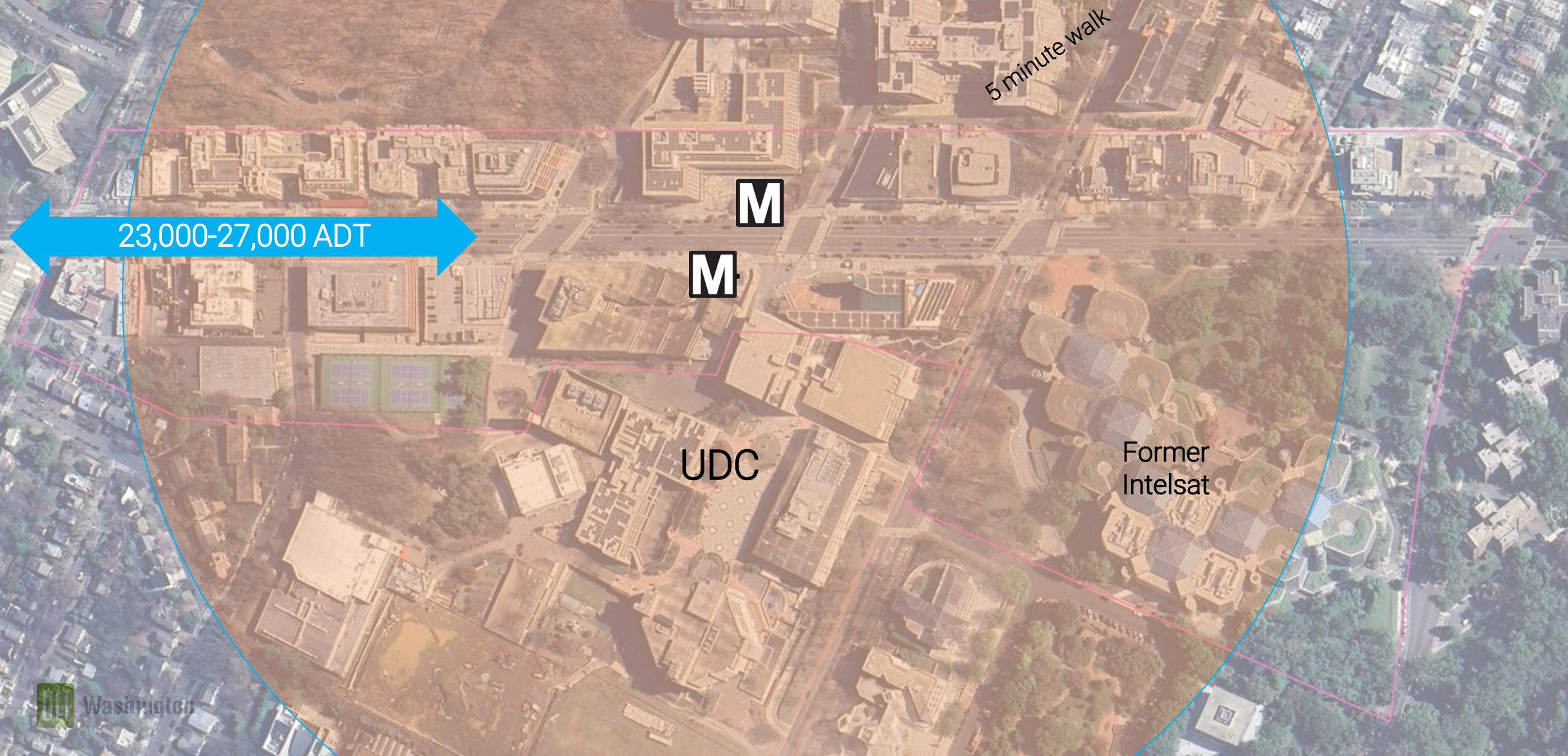ULI Washington
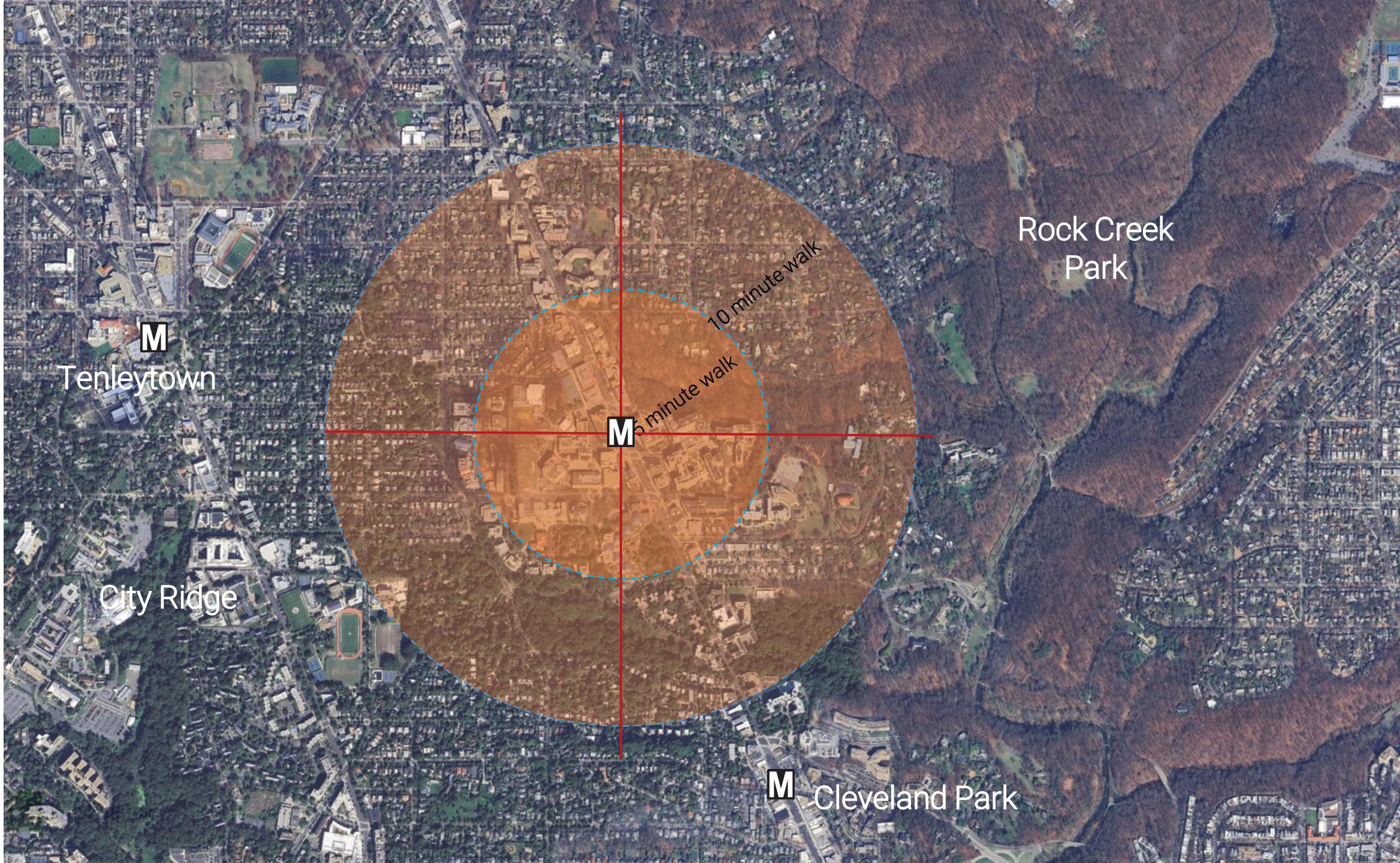
Rock Creek Park

M Tenleytown

City Ridge

10 minute walk

5 minute walk

M

M Cleveland Park

- **6,879 residents within 3,730 households**
- **2.6 million visitors in 2024**

5 minute walk

M

M

23,000-27,000 ADT

UDC

Former
Intelsat

Washington

Retail Challenges

Retail at a Crossroads: Overcoming Barriers to Growth

- Limited Foot Traffic:
  - Lacks significant **daytime population**
  - Harder for retailers to attract customers and maintain consistent sales

- No Destination Retail:
  - **No high-profile retail** destinations
  - Harder to create vibrant, active environment

- Connectivity and Visibility:
  - Could benefit from **improved pedestrian and transit access**
  - Visibility limited to people outside the immediate neighborhood

- Inconsistent Demographics:
  - **Mix of student, residential, and office demographics** in the area make it difficult for retailers to cater to a single customer base
  - Potential for more diversity in retail offerings but understanding and catering to different consumer needs could be a challenge

- Perception of Safety and Convenience:
  - Retail areas **need to feel safe and welcoming**

- Multi-Ownership
  - **Not a continuous** retail strategy

Competitive Landscape

A number of neighborhoods have retail nodes that cater to the local population, as well as attract nearby residents, including those from Van Ness.
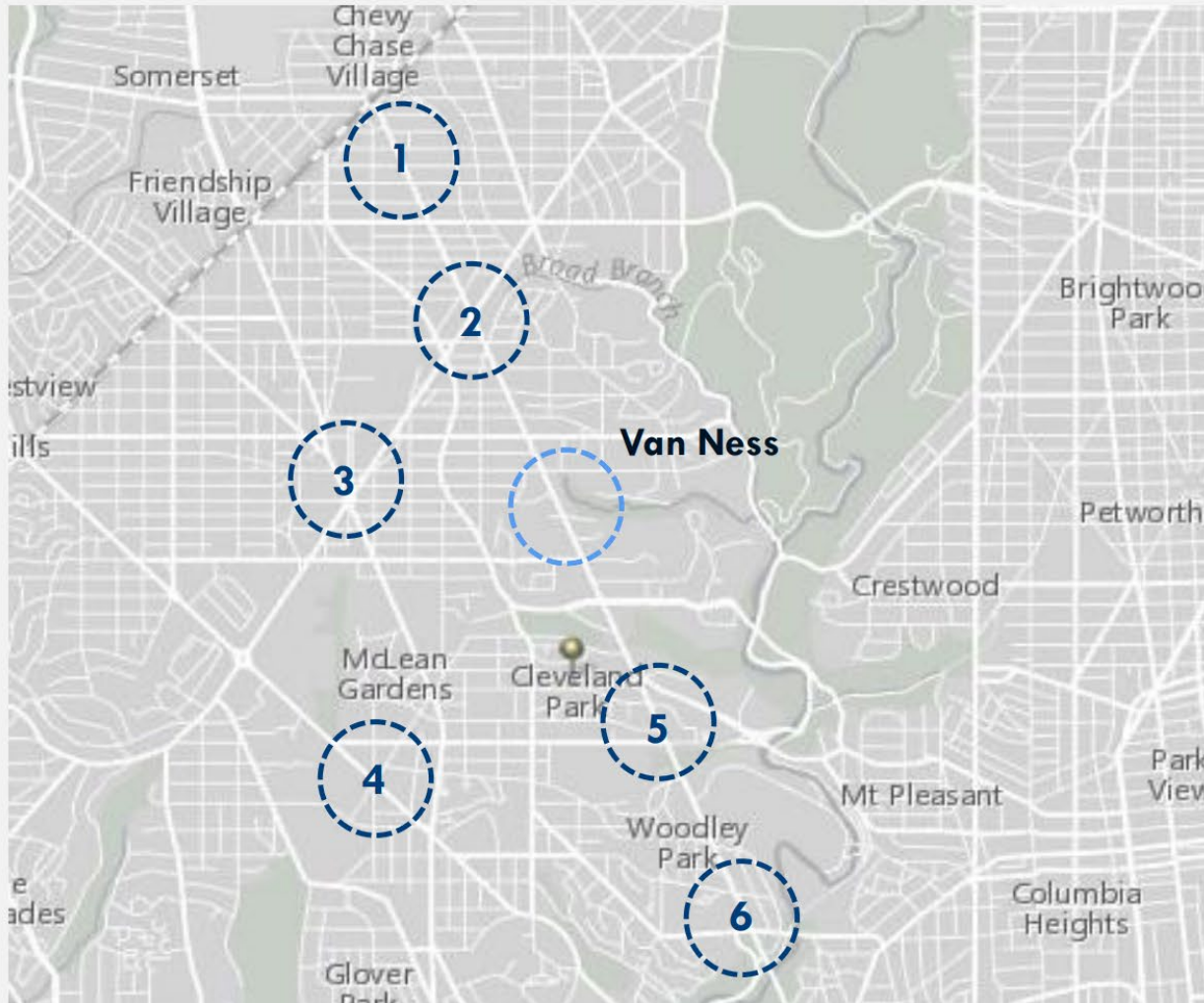
① Chevy Chase
Notable tenants: Blue 44 Restaurant and Bar, The Avalon Theatre, Barston's Child's Play

② Nebraska/Connecticut Ave
Notable tenants: Politics and Prose, Little Red Fox, Comet Ping Pong

③ Tenleytown
Notable tenants: Best Buy, Whole Foods, The Container Store, CAVA, Panera Bread

④ Cathedral Heights
Notable tenants: Bluemercury, Core72, Chef Geoff's, Wagshal's

⑤ Cleveland Park
Notable tenants: Uptown Theater, Firehouse Bakery & Coffeehouse, Fat Pete's BBQ, All Fired Up

⑥ Woodley Park
Notable tenants: Open City, Nandos, District Kitchen

Van Ness Retail

The current retail mix in Van Ness is made up largely of convenience, service, and dining options that serve neighborhood residents, students, and workers.
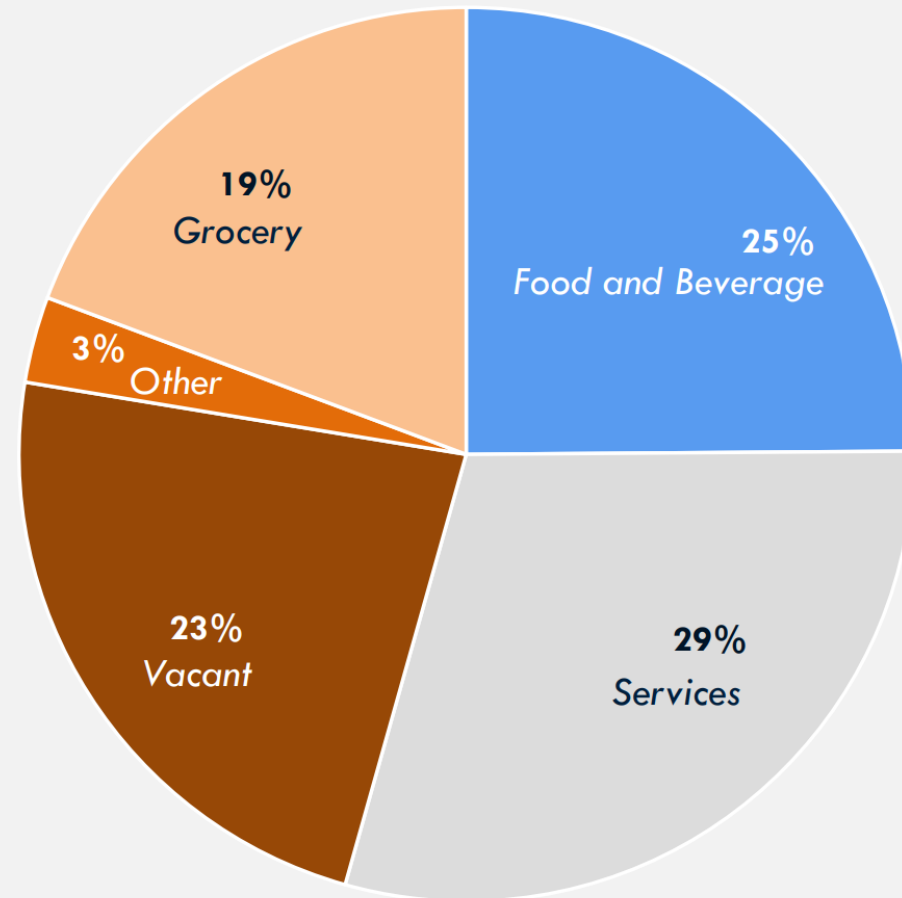
130,000 SF

Total retail space*

30,000 SF

Vacant retail space

RETAIL SQUARE FOOTAGE BY USE

- 19% Grocery
- 3% Other
- 25% Food and Beverage
- 29% Services
- 23% Vacant

*See Appendix A for full retail inventory

Source: CoStar, Retail broker interviews, HR&A

Individual Owners

Saul Center Inc

Smith Partners

American University

Van Ness Associates LLC

UDC

Douglas Develop.

Other

Individual Owners

Days Inn/ Mott

UDC

Roadside

UDC

UDC

UDC

UDC

Other

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Shemalis
Italian Pizza Kitchen
Nail Salon + Thai Pad
Rosedale
Sfogliina
Calvert Woodley
Giant/CVS
Pho 14
Bread Furst
Mom's Organic
Starbucks
UDC Food Court

Destination

Future Destination

Neighborhood Anchor

Retail/Activation Potential

Improve Retail Viability

Strategies for Sustainable Growth and Vibrant Storefronts

- **Better Retail Mix:**
  - **Blend** of convenient services, niche retailers, and experiential offerings could make the area more engaging.

- **Residential Growth:**
  - **Increased** number of residents and creating mixed-use developments would naturally drive more foot traffic and retail demand

- **Improved Connectivity:**
  - **Enhancing access** to public transit and creating more pedestrian-friendly streets would make the area more attractive for visitors

- **Community Engagement:**
  - Focus on community-oriented events, pop-up shops, and local partnerships could **create buzz and attract** people to the area

- **Cultural and Educational Offerings:**
  - **Leveraging UDC's presence** for educational or cultural activities

- **Design Relevance and FF& E jewelry**
  - **Invest** in signage, lighting, furniture, etc.

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Neighborhood Identity > Housing Strategy > Retail Strategy

Attracting Retail

"What strategies do you think are most effective for attracting and retaining retail businesses in areas like Van Ness and UDC, where foot traffic and visibility are more limited?"

- **Targeted Marketing and Brand Positioning:**
  - Retailers work with local businesses or organizations create a unique brand identity for the area.
  - Targeted marketing campaigns that highlight the area's strengths

- **Incentives and Support for Retailers:**
  - Offering **incentives** lower rent for startup businesses or subsidies for businesses that align with the community's needs can attract small business owners
  - Local government or private developers could provide these incentives to jumpstart the retail sector

- **Pop-Up Events and Temporary Spaces:**
  - Organizing pop-up shops, temporary art galleries, or food markets can **generate** buzz, **attract** new visitors, and help retailers **test** the waters before committing to a long-term lease

- **Utilize Technology:**
  - Encouraging retailers to use **e-commerce or hybrid models** (like click-and-collect) can also be a good strategy to attract businesses that might otherwise be hesitant to open in lower-foot-traffic areas
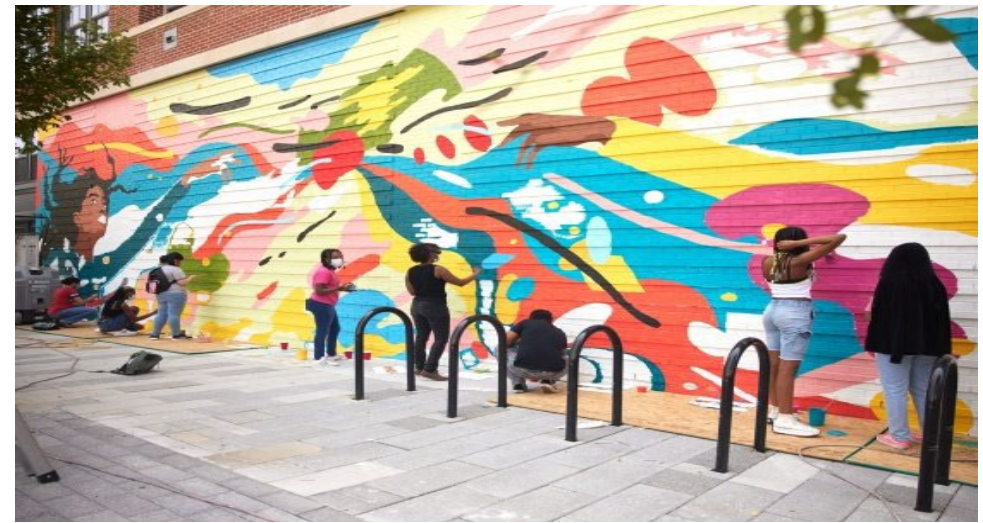
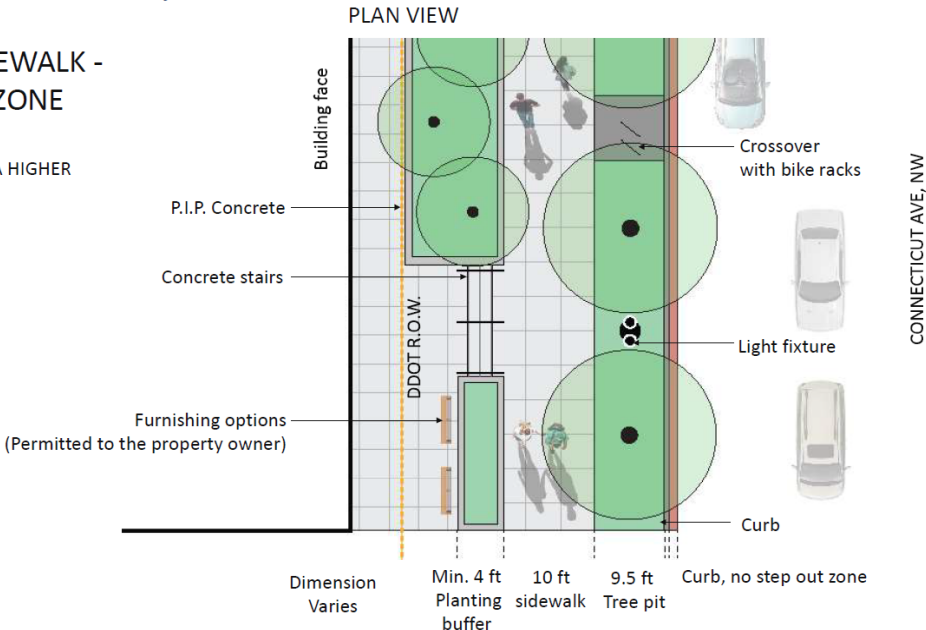# Elevation Vision – Rethinking Retail Facades

Source: ULI Panel
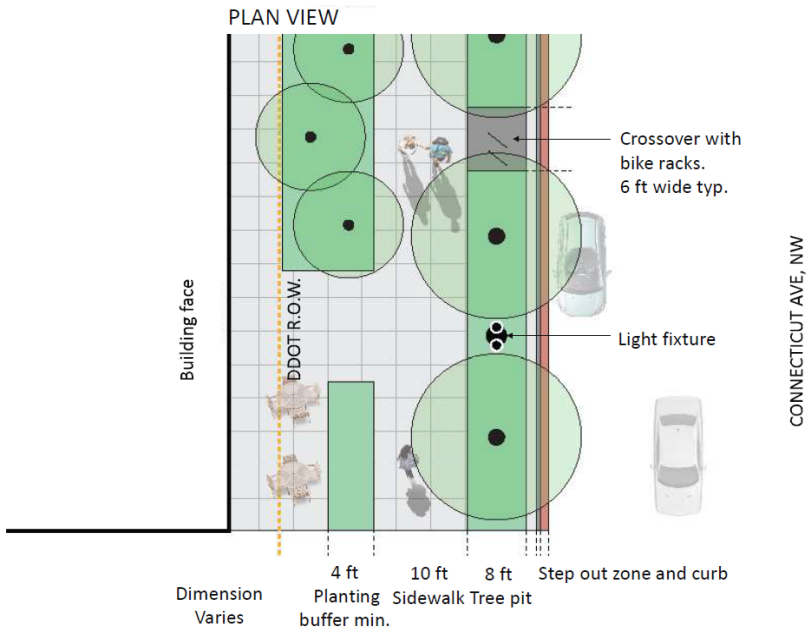
ULI **Washington**
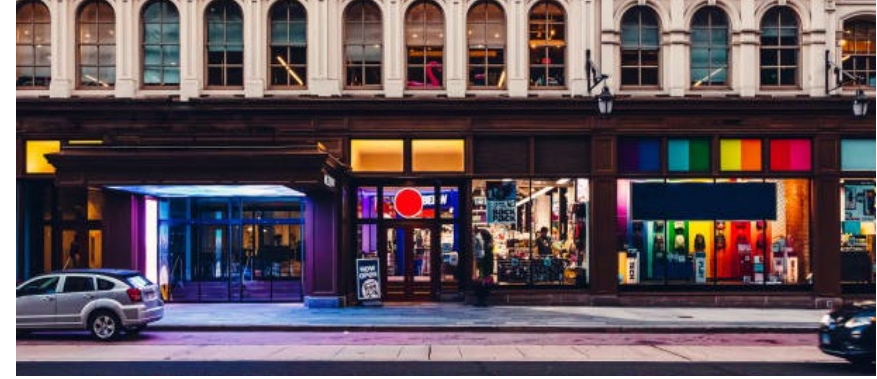
APPROACH TO CONCEPT DEVELOPMENT
Connecticut Avenue, N.W.

TYPICAL 10 FOOT SIDEWALK - WITHOUT STEP OUT ZONE

NOTE: ADJACENT BUILDING IS AT A HIGHER ELEVATION

PLAN VIEW

Building face

DDOT R.O.W.

P.I.P. Concrete

Concrete stairs

Furnishing options
(Permitted to the property owner)

Crossover with bike racks

Light fixture

Curb

CONNECTICUT AVE, NW

Dimension Varies

Min. 4 ft Planting buffer

10 ft sidewalk

9.5 ft Tree pit

Curb, no step out zone

TYPICAL 10 FOOT SIDEWALK - WITH STEP OUT ZONE

PLAN VIEW

Building face

DDOT R.O.W.

Crossover with bike racks.
6 ft wide typ.

Light fixture

CONNECTICUT AVE, NW

Dimension Varies

4 ft Planting buffer min.

10 ft Sidewalk

8 ft Tree pit

Step out zone and curb

Retail Offerings

"With the diverse mix of student, residential, and office populations in the Van Ness and UDC area, what types of retail offerings would best meet the needs of these varying demographic groups?"

- **Affordable Dining and Convenience:**
  - Given the student and office populations, affordable restaurants, cafes, and fast-casual dining options would thrive
  - Mix of international flavors or healthy grab-and-go food could cater to students and professionals on the go

- **Co-working and Community Spaces:**
  - Flexible workspaces or co-working hubs would **attract** those in need of a quiet space or collaboration opportunities
  - Integrating spaces for networking events, seminars, or creative workshops could also serve as a draw for young professionals and entrepreneurs

- **Retail that Serves Daily Needs:**
  - **Convenience is key**—grocery stores, pharmacies, dry cleaning services, and other essential retailers would attract the residential crowd
  - Adding a fitness studio, yoga center, or wellness offerings would also support a healthy lifestyle that appeals to both students and residents

- **Niche and Experiential Retail:**
  - Opportunity to cater to **niche markets**—such as bookstores, educational supplies, or art galleries—that appeal to the academic and student communities.
  - Pop-up art galleries, community-driven retail experiences, or experiential stores could also create a **more vibrant** atmosphere in the area

- **Nighttime experience**
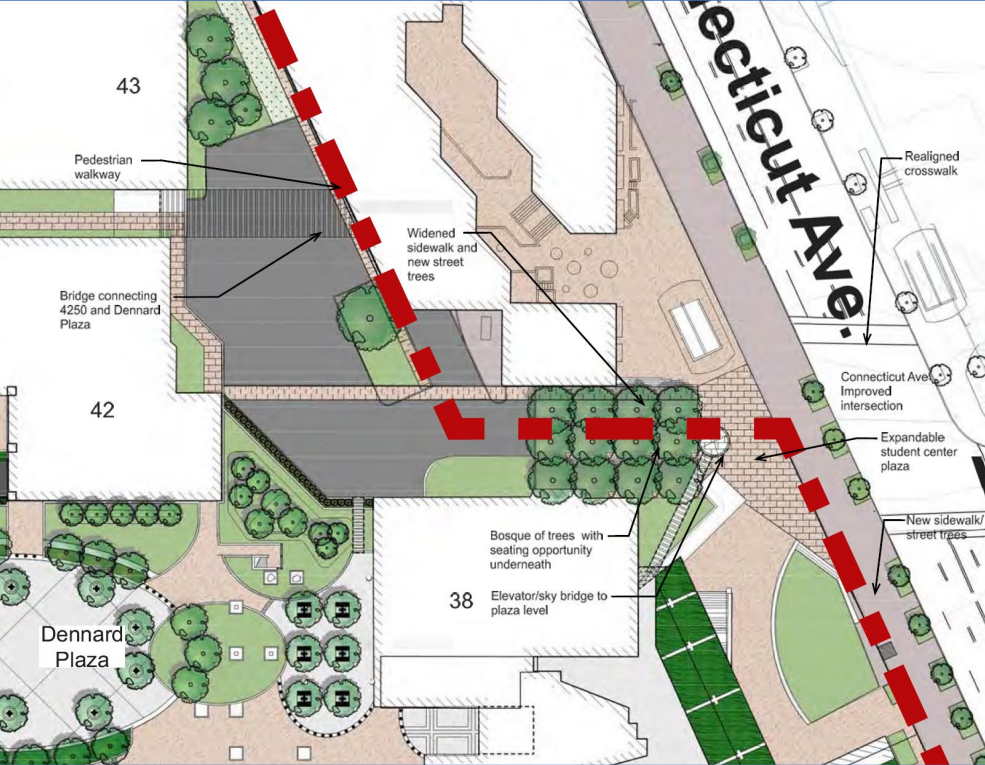 - **Cultivate** retail that creates evening and weekend vibrancy

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Neighborhood Identity > Housing Strategy > **Retail Strategy**

Public Realm Priority Spaces

Metro Plaza

UDC
Performing
Arts Entrance

Source: UDC Campus Plan

Source: DDOT Van Ness
Commercial Corridor

Community & Public-Private Engagement

"How can community engagement and public-private partnerships play a role in revitalizing retail spaces and creating a more vibrant and active neighborhood in this area?"

- **Public-Private Partnerships for Infrastructure**
  - **Collaborate with the city** to enhance sidewalks, transit access, and green spaces.
  - Improve public infrastructure to create a more inviting environment for businesses and visitors.

- **Event Programming & Cultural Activation**
  - **Partner with local businesses and organizations to host farmers' markets, live music, and fitness events.**
  - Use programming to attract foot traffic and create direct engagement opportunities for retailers.

- **Leveraging UDC & Educational Institutions**
  - **Align retail offerings with student needs**—study cafes, bookstores, and tech shops.
  - Develop academic partnerships for internships and student-driven initiatives that contribute to local growth.

- **Community-Driven Business Development**
  - Establish **advisory boards or business improvement** districts for ongoing feedback.
  - Ensure development aligns with local needs through consistent engagement with residents and retailers.

Short-Term Actions

- **Enhance** UDC Student Center Frontage

- **Update Retail Assessment** Report

- **Create a cohesive retail vision** through collaboration with UDC and Main Street

- **Collaborate with Local Artists** for Instagram Moment Art Installations

- Engage with local retail brokers to **understand the challenges prospective tenants** are facing to open in DC.

Short Term

Medium Term

Long Term

ULI Washington

Neighborhood Identity > Housing Strategy > **Retail Strategy**

Medium-Term Action Items

- **Focus on back-filling** the vacant retail spaces with pop-up opportunities.

- **Upgrade Streetscape** with Lighting & FF&E Enhancements

- Work with WMATA to **introduce Art-in-Transit** Program

Short Term

Medium Term

Long Term

Long-Term Action Items

- Redevelop low-rise properties to **maximize height and residential density** with active storefronts

- Reconsider Veazey Terrace and Windom Place as **pedestrian-scaled and pedestrian-first** spaces

- Improve **night life thru retail and residential** development to expand the hours of use in the neighborhood

Medium Term

Long Term

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Neighborhood Identity 〉 Housing Strategy 〉 **Retail Strategy**

Key Recommendations and Next Steps

Washington

Key Recommendations

ESTABLISH A <u>TASK FORCE</u> TO STEWARD FORWARD THIS WORK:

1. **Strengthen Neighborhood Identity through Art & Partnerships**

2. **Enhance Public Communication and Spaces**

3. **Support Housing Development for Students and Community**

4. **Prioritize Retail Revitalization and Human-Scale Design**

5. **Develop Long-Term Urban Planning and Engagement Strategies**

Q&A

More Questions?
Contact ULI Washington at:
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