

DISTRICT OF COLUMBIA OFFICE OF PLANNING

RETAIL ACTION STRATEGY

Washington, DC is well poised to support both local retailers and larger format retailers. Some areas of the District have stabilized as entertainment and retail districts and other areas are transitioning to new use mixes. Despite the presence of major expenditure potential, many parts of the city have significant unfilled retail potential. Some neighborhoods remain significantly underserved in basic services including dining, grocery and specialty retail. Also, District residents currently spend more than \$1 billion annually outside the District. This means that local businesses struggling to maintain a presence are not supported, retail employment opportunities in the District are limited, traffic congestion worsens, and retail tax dollars that would be spent on providing better services to all residents are instead lost to other jurisdictions.

THE RETAIL ACTION STRATEGY

The Retail Action Strategy examines ways to strengthen the District's retail base at both the District-wide and local scale. The purpose of the Retail Action Strategy is to:

- Promote vibrant, attractive and walkable commercial districts with a broad range of retail businesses and street-enlivening uses
- Expand opportunities for small and local retailers
- Match retail opportunities with neighborhood needs and demand
- Help guide private investment
- Recapture spending leaking to other jurisdictions

The study focuses on understanding the unique characteristics of individual retail submarkets to create a path for neighborhood-specific strategies

RETAIL SUBMARKETS

The Retail Action Strategy examined twenty retail neighborhoods in the District of Columbia. Fifteen of the submarkets ("Comprehensive" submarkets) involved a retail demand analysis, Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and recommended strategies to improve retail. The remaining five submarkets ("Strategic" submarkets) underwent a strategic assessment which includes all elements except the detailed retail demand analysis.

Comprehensive Market Study Submarkets:

1. Anacostia
2. Benning Road-Minnesota Ave
3. Brookland
4. Capitol Riverfront
5. Central 14th Street NW
6. Convention Center-Shaw
7. Georgia Avenue Gateway
8. Georgia Avenue Petworth
9. H Street NE
10. Kennedy Street NW
11. Nannie Helen Borroughs
12. North Capitol Street
13. Bladensburg Road- New York Avenue
14. Pennsylvania Avenue SE
15. South Capitol Street SE



Strategic Submarkets: Adams Morgan, Downtown-Penn Quarter, Dupont Circle, Friendship Heights, Tenleytown

The Washington, DC Office of Planning (OP), in collaboration with the Washington DC Economic Partnership (WDCEP) initiated the creation of a comprehensive District of Columbia Retail Action Strategy ("RAS"). Participating organizations include the Mayors Office for Planning and Economic Development (DMPED) and the Department of Small, Local and Disadvantaged businesses (DSLBD). The Retail Action Strategy is the first ever District-wide assessment of DC's retail potential.

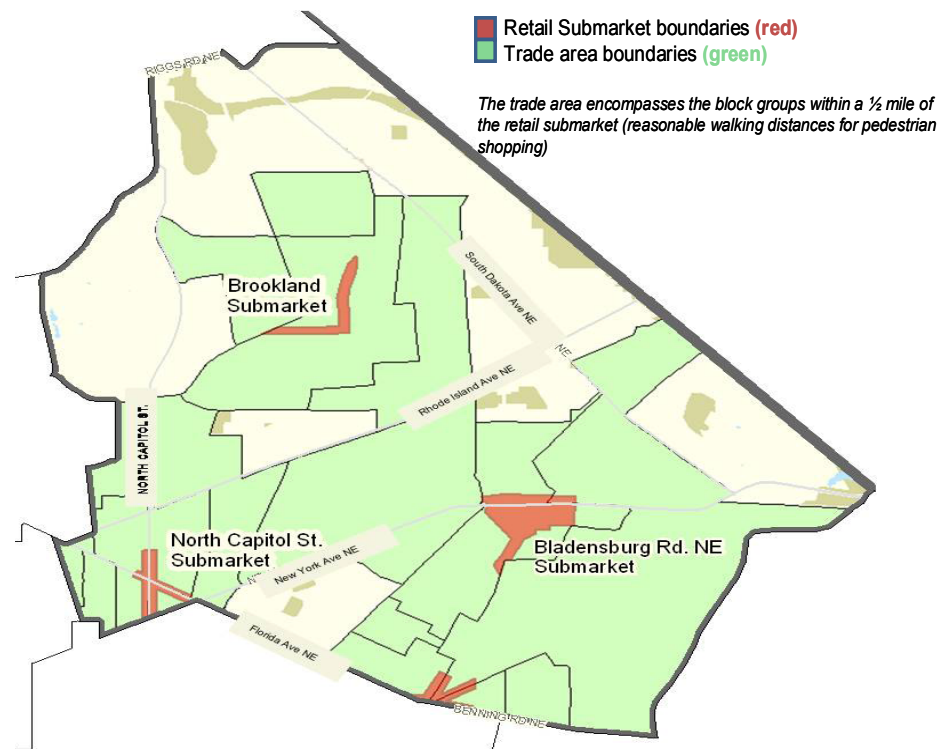
HOW CAN I FIND OUT MORE?

To learn more about the Retail Action Strategy and to get information contact: Rebecca Moudry or Sakina Khan at the DC Office of Planning: 202-442-7600 or by email at rebecca.moudry@dc.gov.

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WARD FIVE RETAIL SUBMARKETS



KEY FINDINGS

There is a mismatch of retail in District neighborhoods – too much of some kinds of retail, yet not enough of other types (e.g., grocery stores), plus potentially too much retail space in the pipeline.

The District is not reaching its potential to capture residents, daily worker and visitor expenditures.

Market potential exists in District neighborhoods to support a greater variety of retail.

NORTH CAPITOL STREET SUBMARKET

- Opportunity to increase service retail for residents and workers
- Surface parking lots offer high-density development opportunities
- Florida & P could be transformed into a prime retail corner with pedestrian activity, plazas or open space, and serve as a gateway to the area
- Pedestrian safety improvements at intersections, improve streetscaping with consistent signage and street furniture to link up the street
- Develop storefront retail in clusters, with residential and small office uses filling in between.
- Improve the quality of rowhouse retail through façade redevelopment

BROOKLAND SUBMARKET

- Fill storefront with high-quality restaurants and specialty stores
- Façade improvement assistance, 12th street streetscaping
- Activate the corridor through programming community events
- Maintain current mix of neighborhood-serving businesses: offer technical support, targeted marketing, merchandising consultations
- On Michigan Ave, create opportunities to serve a mix of consumers including community & students
- Improve intersections at Monroe and 7th Street as gateways
- Improve pedestrian amenities on the bridge above the Metro
- Upgrade open space including the Turkey Thicket Recreation Center

BLADENSBURG RD-NEW YORK AVE SUBMARKET

- Address current challenges & facilitate connections with new development that occurs within the triangle. Shift to a more pedestrian-oriented area
- Encourage transitional retail uses that will attract sales from the drive-by market, including quick service restaurant, coffeshop or bakery.
- Technical Assistance to prepare retailers to adjust their product or services and price points to accommodate both current & future customer bases
- Preserve industrial heritage of the area and seek new uses
- Identify retailers with the capacity to relocate from their current locations to sites within the new mixed-use development, as appropriate