

**AMENDMENT SUBMISSION SUMMARY FOR
DC Comprehensive Plan
Chapter 17 – Far Northeast Southeast Area Element
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Revised Submission 6/22/2017**

1 of 32 - FNS-2.6 Pennsylvania Avenue Southeast Corridor 1716

Pennsylvania Avenue SE is one of the busiest arterials in the District of Columbia, carrying 96,000 vehicles a day across the Sousa Bridge and 53,000 vehicles per day between DC 295, Minnesota and Branch Avenues. The avenue is one of “America’s Main Streets” and is bordered by middle class neighborhoods and residents who are civic-minded and love their neighborhoods. It provides amenities to a community of rolling hills, manicured lawns, red brick colonials, ramblers, American Craftsman Bungalow, Federal, Mid-Atlantic Colonial Revival, and Tudor Revival homes. The area is convenient to the Southeast-Southwest Freeway and is also popular for its streets lined with oak, maple and dogwood trees. The area has an altitude higher than most of Washington. The surrounding communities, Penn Branch, Hillcrest, Dupont Park, Fort Dupont Park, Fairlawn, Twining, Randle Highlands, Fort Davis, and Fairfax Village once considered suburbs of Washington, DC, are conveniently located close to Capitol Hill and are about 15 minutes from the US Capitol. The combination of numerous mature trees, parks, green spaces, and unusually large lots, make these neighborhoods desirable. Metro bus service provides direct transportation to and from downtown or the Potomac Avenue Metro and the Naylor Road Metro.

For the past 16 years various community groups have explored strategies for addressing traffic congestion on the avenue to mitigate related problems such as noise, pedestrian safety, and cut-through traffic on local streets. Parallel efforts by the District have looked at land use and design issues, including the character of the street environment and the quality of the business districts in Fairlawn, Penn Branch, and Fort Davis. In 2005, plans

to redesign the Sousa Bridge/DC 295, I-295 on and off-ramps were announced as part of a broader strategy to improve the corridor and invest in new sidewalks, lighting, and trees. 1716.1 In addition, some changes were implemented as a result of the 11th Street Bridge Project, however it is imperative that efforts continue to redesign the traffic flow to relieve the gridlock along this corridor.

In 2008 the Pennsylvania Avenue SE Corridor Land Development Plan (Small Area Development Plan), a product of an 18-month public planning process initiated in September 2006 by the Office of Planning, in collaboration with residents, community stakeholders, and District government agencies, to develop a coordinated and comprehensive revitalization strategy for the Pennsylvania Avenue SE corridor, was approved by the City Council. This plan indicates that the current range of uses along the corridor does not mesh with the expressed needs of the community, nor does it provide the range of goods and services specified by the residents during this and earlier public input processes. Nine years later, Pennsylvania Avenue SE West of the River has benefited from economic development in accordance with the plan, but the residents who live along the Pennsylvania Avenue SE Corridor East of the River are still waiting for change. The future of Pennsylvania Avenue has profound impacts on the adjacent neighborhoods. Its designation by the city as an official “Great Street” speaks both to its historic reputation as “America’s Main Street” but also its capacity to shape the appearance and impression of the surrounding community. The Pennsylvania Avenue SE Corridor deserves and requires special attention and consideration to restore its stature and vitality.

While all commercial areas of corridor need attention, particular emphasis should be placed on revitalizing the shopping area between Fairlawn Avenue and 29th Street SE/28th Place SE. This corridor, initially developed as a walkable shopping street, suffers from a lack of continuity, poor retail choices, many vacant storefronts, parking management issues, and traffic patterns that are dangerous for pedestrians. Lack of improvements to the Pennsylvania Avenue SE Corridor has resulted in potentially millions of retail dollars bypassing this community in search of more attractive, updated and trendy retail establishments located west of the Sousa Bridge,

Maryland, and Virginia. The ultimate objective of this plan is to retain more disposable income from local residents as well as attract more disposal income from the consumers passing through the Pennsylvania Avenue SE Corridor from Maryland, Virginia and beyond. 1716.2

Impact of the Proposed Amendment:

The District of Columbia has experienced a revitalization that has been evident in many parts of the city; however, the once vibrant stretch of Pennsylvania Avenue East of the River, has not kept pace with the rest of the city. DC Income and Property Tax paying residents who live along the Pennsylvania Avenue East Corridor are entitled to equal or similar amenities enjoyed by DC residents in other areas of the city. This proposed amendment elevates the changes that need to occur to ensure that the city addresses the needs of the community.

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2 of 32 - Policy FNS-1.1.12: Support Local Small Business & Attract Investors

Support local business/non-profit community while improving the quality of the existing neighborhood.

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amendment elevates the changes that need to occur to ensure that the city addresses the needs of the community. It will also allow local businesses to flourish and increase in number, improving the neighborhood's collection of businesses whose owners are more likely to be DC residents as well.

3 of 32 - Action FNS-1.1.E: Promote Neighborhood Beautification and Property Improvements

Establish standards for both commercial and public space and protocol for engaging business owners and local municipalities in the obligation and opportunity of improving the neighborhood's appearance.

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4 of 32 - Action FNS-1.1.F: Business and Zoning Assistance

Provide funding/incentives to local businesses and landlords to improve the signage, facade and landscaping of commercial properties. Implement programs to improve retail success including technical, zoning and financial assistance to small, locally-owned businesses, grant and loan programs, facade improvement programs, Small Business Administration loans, and the creation of a Business Improvement District.

Impact of the Proposed Amendment:

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the city. DC Income and Property Tax paying residents who live along the Pennsylvania Avenue East Corridor are entitled to equal or similar amenities enjoyed by DC residents in other areas of the city. This proposed amendment elevates the changes that need to occur to ensure that the city addresses the needs of the community. It will also help local businesses succeed and increase in number further supporting the tax base and improving the neighborhood's collection of businesses whose owners are more likely to be DC residents as well.

5 of 32 - Policy FNS-1.2.10: Healthy Anacostia River

Support a healthy Anacostia River and waterfront parks by working with the National Park Service to clean up the Anacostia River, provide funding to remove toxic chemicals on the bottom and along the shores of the river, and provide investments that improve parklands with increased community access for the benefit of long-term and current residents.

Impact of the Proposed Amendment:

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6 of 32 - Policy FNS-1.2.11: Improve Park and Recreation Services

Improve safety, security, and maintenance levels at all parks located along and around the Corridor. Recognizing that most of the parkland in and around the Planning Area is owned and operated by the National Park Service, a high level of coordination will be required between the District and Federal governments to ensure that this land is managed in the best interest of residents.

Impact of the Proposed Amendment:

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7 of 32 - Action FNS-1.2.D: Anacostia and Fort Circle Parks

Enhance existing pedestrian, biking and vehicular access to Anacostia and Fort Circle Parks through community signage, along Pennsylvania Avenue. Create Anacostia Park workout/walking trails, similar to Rock Creek Park.

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8 of 32 - Action FNS-1.2.E: John Philip Sousa Bridge

Enhance the beauty of the John Philip Sousa Bridge through lighting, artwork and other strategies befitting one of the greatest streets in America. Encourage pedestrian and biking traffic between the Capitol Hill and

Pennsylvania Avenue SE communities to utilize retail and community attractions for the mutual benefit of both communities.

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9 of 32 - Action FNS-1.2.F: Connect to the Anacostia River

Connect the neighborhoods of the Far Northeast & Southeast Corridor to the Anacostia River, particularly through the redevelopment of Anacostia Park, implementation of the Anacostia Waterfront Initiative, and trail improvements.

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10 of 32 - Action FNS-1.2.G: Riverfront Parks

Ensure that the proposed Anacostia waterfront parks are designed and planned to benefit Far Northeast & Southeast Area residents, with efforts taken to create safe pedestrian, bicycle, and transit connections to the shoreline and to provide park facilities and services that respond to the needs of the surrounding neighborhoods.

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11 of 32 - Action FNS-1.2.H: L'Enfant Square

Create a civic plaza space at L'Enfant (Twining) Square on par with the other square and circles that typify the fabric of Washington DC. With easy access to DC 295, I-295, I-695, I-395 and Downtown Washington, DC, L'Enfant (Twining) Square has the opportunity to bring tremendous value and distinction to the Pennsylvania Avenue SE Corridor.

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for residents of the area surrounding the public space, especially families with children, giving all a safe place to gather and for children to play.

12 of 32 - Action FNS-1.2.I: Clean up the Anacostia River Toxic Sediments

In collaboration with the National Park Service, implement hazardous material remediation in the Anacostia River to include Anacostia and Kenilworth Park and other contaminated adjacent land areas such as Poplar Point and Kenilworth Landfill. The Anacostia River is a valuable District natural resource and priority should be given to restore years of damage.

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13 of 32 - Policy FNS-2.6.1: Pennsylvania Avenue "Great Street"

Plan the Pennsylvania Avenue SE Corridor in a manner that reduces traffic impacts on adjacent neighborhoods, transforms its role as a Far Northeast and Southeast commercial center, and restores its ceremonial importance as a principal gateway to and from the nation's capital. 1716.3

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14 of 32 - Policy FNS-2.6.2: Neighborhood Shopping Improvements

Promote a wider variety and better mix of neighborhood-serving retail shops. Focus on providing targeted growth to the small pockets of new and existing commercial property along the Pennsylvania Avenue SE Corridor.
1716.4

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15 of 32 - Policy FNS-2.6.3: Transportation Improvements along the Pennsylvania Avenue SE Corridor

Revisit existing transportation studies and reports to develop strategies to ease the access/exit to major expressways (295/395/695/etc.) so that current congestion along the Pennsylvania Avenue SE Corridor is significantly reduced. This design should ease the ability of pass-through consumers to patronize improved local businesses as developed. Study dedicated bus lanes between 2nd St SE through to Southern Avenue.

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Pennsylvania Avenue East of the River, has not kept pace with the rest of the city. DC Income and Property Tax paying residents who live along the Pennsylvania Avenue East Corridor are entitled to equal or similar amenities enjoyed by DC residents in other areas of the city. This proposed amendment elevates the changes that need to occur to ensure that the city addresses the needs of the community. It will also ease the traffic burden and congestion that is typical of the corridor and specifically the Pennsylvania Ave/Minnesota Ave intersection. In addition, it will raise the level of safety for vehicle, bike and pedestrian traffic.

16 of 32 Policy FNS-2.6.4: Revitalization of and Development of Shopping Centers (e.g., Penn Branch, Fort Davis and Fairfax Village) located along the Pennsylvania Avenue SE Corridor

Revitalize these centers to function as the primary business district for adjacent neighborhoods, providing a diverse array of quality goods and services for area residents. Focus should be centered on growth that caters to surrounding neighborhoods' needs, attracts pass-through consumers, while minimizing concerns over traffic congestion, height, density, and parking availability. Mixed-Use housing should be considered to increase housing density thereby providing an incentive for public and private sector officials to invest in long-term strategies and infrastructure.

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17 of 32 - Policy FNS-2.6.5: Mixed-Use and Affordable Housing

Create attractive, mixed-use, retail-anchored residential sites, and affordable housing options along the Pennsylvania Avenue SE Corridor. Some neighborhoods with great potential include Fairlawn, Randle Highlands and Twining, which surround the mixed-use corridor identified along Pennsylvania and Minnesota Avenues. The population density along this corridor provides an attractive market for the types of amenities that residents are looking for, including hotels, restaurants, and national retailers. In addition, mixed-income housing units that combine residential and retail space would be valuable commodities to residents moving to the area. Invest in the development of mixed-use housing and retail at these locations: 2320-3100 Block of Pennsylvania Avenue, 2200-2320 Block of Minnesota Avenue, and 2900 Block of Minnesota Avenue.

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18 of 32 - Action FNS-2.6.A: Pennsylvania Avenue SE Transportation Study

Review and implement relevant recommendations of the Pennsylvania Avenue SE Transportation Study to improve community and retail access and circulation. These recommendations include streetscape, signage, parking improvements, speed controls, signal timing changes, pedestrian and bicycle safety improvements, travel lane and pavement marking adjustments, traffic calming measures to avoid cut-through traffic on local

side streets, and changes to the DC 295/Pennsylvania Avenue interchange.
1716.5

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19 of 32 - Action FNS-2.6.B: Great Street Improvements

Complete the implementation of the “Great Street” Plan from Fairlawn Avenue to 27th Street SE in accordance with the “Revitalization of Pennsylvania Avenue, SE For the Great Streets Initiative Concept Design – Final Report” to finalize the beautification of Pennsylvania Avenue. Improve access/exit to/from retail establishments from Pennsylvania Avenue, and take other steps to manage traffic flow in the area and avoid negative effects and cut-through traffic on adjacent neighborhoods. 1716.6

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The Pennsylvania Avenue Great Streets project originally included the area from the base of the Sousa Bridge /Fairlawn Avenue to Southern Avenue SE. However, due to pending negotiations with the National Park Service regarding land/property at Twining Square the project was changed to start from 27th Street SE to Southern Avenue SE. As a result, the “Great Street” plans for the remaining area were never completed.

20 of 32 - Action FNS-2.6.C: Pennsylvania Avenue SE Corridor Land Development Plan

Revisit the recommendations in the Pennsylvania Avenue East Corridor Land Development Plan dated January 2008.

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21 of 32 - Action FNS-2.6.D: Directing Growth

Direct the growth along the Pennsylvania Avenue SE Corridor. Mixed use development combining ground floor retail and upper story residential uses should be supported in this area, along with streetscape improvements that improve visual and urban design qualities and enhance pedestrian, bus, and auto circulation. As in all parts of the city, the scale of development must be sensitive to adjacent uses and should reflect the capacity of roads, infrastructure, and services to absorb additional growth. In addition,

contribute to and maintain the historic character of the neighborhood. Make use of historic setbacks to bring retail frontage closer to Pennsylvania Avenue and maximize opportunities for rear parking and access (thus easing traffic congestion and flow).

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22 of 32 - Action FNS-2.6.E: Promote Revitalization of Commercial Properties

Provide technical assistance and financial assistance to current property owners as they begin to revitalize properties. Provide a conduit for substantive community engagement. Promote a community marketing plan for vacant and new retail space; and work with landlords and business owners to promote housing and services the community wants.

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23 of 32 - Action FNS-2.6.F: Inappropriate Commercial Uses

Prevent the proliferation of fast food outlets, self-service gas stations, liquor stores, convenience mini-marts, and other “drive-through” businesses along the Pennsylvania Avenue SE Corridor, recognizing that this street is designated as one of America’s “Great Street” and should shape the city’s identity and national image.

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24 of 32 - Action FNS-2.6.G: Physical Improvements

Improve the infrastructure and physical appearance of the Pennsylvania Avenue SE Corridor as a way to enhance its market perception, and to attract investors, visitors, shoppers, residents, new retail businesses and services that benefit the adjacent community and attract pass-through consumer shoppers traveling to/from DC 295.

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amendment elevates the changes that need to occur to ensure that the city addresses the needs of the community. It will remove one of the major barriers to growth and development of the Pennsylvania Ave SE corridor: the perception of blight and of a lack of safety.

25 of 32 - Action FNS-2.6.H: DC 295 Pennsylvania Avenue Exit

Revisit the recommendation to relocate DC 295 so that it passes underneath and not above Pennsylvania Avenue in accordance with the Middle Anacostia River Crossings Transportation Study dated June 22, 2005. Doing so would remove obstructive barriers on one of the greatest streets in America and provide the Pennsylvania Avenue SE Corridor with direct visual and physical access to the park and riverfront. Before the construction of DC 295, the L'Enfant (Twining) Square at the intersection of Pennsylvania and Minnesota Avenues was the location of a thriving group of small businesses supporting the local customer base. After the construction of the highway and the widening of Pennsylvania Avenue, the location as a place for commerce was severely constrained by traffic congestion traveling to and from downtown DC. The area as a destination for retail and commerce has been on a steady decline ever since.

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26 of 32 - Action FNS-2.6.I: Reroute Bus Stops at the Intersections of Pennsylvania and Minnesota Avenues SE

Reroute bus stops off Pennsylvania Avenue at Minnesota Avenues SE by adding a roundabout, service road for buses, similar to the Potomac Avenue and 15th Street SE Metro bus stop to minimize congestion at intersections and improve the appearance of the area.

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27 of 32 Action FNS-2.6.J: Pennsylvania Avenue Metro Rail Stop

Add an additional Metro rail stop along the Pennsylvania Avenue Corridor to reduce traffic congestion.

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needed public transportation option for accessing this area which is currently underserved by transportation options.

28 of 32 Action FNS-2.6.K: In-fill Development

Target specific opportunities for in-fill development on vacant lots to include: 1401 22nd Street SE, 1415 Young Street SE, and 1949 Naylor Road SE. Where infill development occurs, its scale and character should be compatible with prevailing neighborhood densities and its design should contribute to neighborhood continuity and quality.

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29 of 32 - Action FNS-2.6.L: Pennsylvania Avenue Street Car Line

Consider replacing the M6 bus route with a street car line along the Pennsylvania Avenue Corridor from the Potomac Avenue metro station to Southern Avenue/Fairfax Village in conjunction with rush hour dedicated lanes.

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enjoyed by DC residents in other areas of the city. This proposed amendment elevates the changes that need to occur to ensure that the city addresses the needs of the community. It will also provide a strong and needed public transportation option for accessing this area which is currently underserved by transportation options.

30 of 32 - Action FNS-2.6.M: Promote Transit Accessibility of Pennsylvania Avenue Corridor

Add M6 bus route to official WMATA Metro map found in metro stations and onboard trains as a way of promoting the Pennsylvania Avenue corridor and demonstrating it is easily accessible via public transportation from the rest of the city.

Impact of the Proposed Amendment:

The District of Columbia has experienced a revitalization that has been evident in many parts of the city; however, the once vibrant stretch of Pennsylvania Avenue East of the River, has not kept pace with the rest of the city. DC Income and Property Tax paying residents who live along the Pennsylvania Avenue East Corridor are entitled to equal or similar amenities enjoyed by DC residents in other areas of the city. This proposed amendment elevates the changes that need to occur to ensure that the city addresses the needs of the community. It will also allow city residents to easily identify the one mode of public transportation that provides access to this area.

31 of 32 - Action FNS-2.6.N: MU-4 Zoning for Penn Branch Shopping Center and other proposed development sites along the Pennsylvania Avenue East of the River Corridor from Fairlawn to Southern Avenue

Change the current zoning approved for the Penn Branch Shopping Center from split zoning of MU-3 and R-1-B to MU-4 Zoning. The rear parking lot on the shopping center is a separate parcel of land that is currently zoned to only allow for low density residential uses. To provide more retail options and amenities for the community, the zoning would need to be changed to allow for commercial use.

Also change current zoning for other sub areas such as L'enfant Square, Randall Highlands, Penn Branch, and Fairfax Village to MU-4 Zoning to allow for more retail and housing options along the Pennsylvania Avenue East of the River Corridor.

Impact of the Proposed Amendment:

The MU-4 zones permit moderate density mixed-use development which allows for the development of both residential and commercial (office and retail) uses of up to 50' in height with 60% lot coverage. Examples of other areas in the District with MU-4 zoning include the Fort Davis Shopping Center at Pennsylvania Ave and Alabama Ave SE; the stretch of Pennsylvania Ave SE between Potomac Ave and Barney Circle; Wisconsin Ave NW in Georgetown, portions of upper Georgia Ave NW and much of Rhode Island Ave NE.

Also, the Pennsylvania Avenue SE Corridor Land Development Plan dated 2008 recommended a mix of multifamily residential, additional retail, and office uses for the Penn Branch Shopping Center. It states that the current split zoning of MU-3 and R-1-B is an impediment to redevelopment and recommends a zoning change.

In addition, ANC7B Commissioners on June 15, 2017 approved a Resolution to support Real Estate Developer and current owner of the Penn Branch Shopping Center, Jair Lynch's, Zoning Map Amendment request to the DC Zoning Commission to change the Zoning at the shopping center to MU-4. We were unable to obtain a copy of the resolution for inclusion in this amendment.

**32 of 32 - Volume One: Citywide Elements,
Chapter 3 Land Use Element,
Land Use Profile of the District of Columbia
Map 3.1: Existing Land Use 2005 301.3**

Change Map 3.1: Existing Land Use 2005 301.3, Land Use Designation for the Far Northeast Southeast Area Element, Pennsylvania Avenue East Corridor to reflect MU-4 Zoning changes specifically for the Pennsylvania Avenue Southeast Corridor for sub areas such as L'enfant Square, Randall Highlands, Penn Branch, and Fairfax Village to allow for more retail and housing options along the Pennsylvania Avenue East of the River Corridor.

Impact of the Proposed Amendment:

The District of Columbia has experienced a revitalization that has been evident in many parts of the city; however, the once vibrant stretch of Pennsylvania Avenue East of the River, has not kept pace with the rest of the city. DC Income and Property Tax paying residents who live along the Pennsylvania Avenue East Corridor are entitled to equal or similar amenities enjoyed by DC residents in other areas of the city. Zoning changes will permit moderate-density mixed-use development and provide facilities for shopping and business needs, housing, and mixed uses for large segments of the District of Columbia outside of the central core.

The MU-4 zones permit moderate density mixed-use development which allows for the development of both residential and commercial (office and retail) uses of up to 50' in height with 60% lot coverage. Examples of other areas in the District with MU-4 zoning include the Fort Davis Shopping Center at Pennsylvania Ave and Alabama Ave SE; the stretch of Pennsylvania Ave SE between Potomac Ave and Barney Circle; Wisconsin Ave NW in Georgetown, portions of upper Georgia Ave NW and much of Rhode Island Ave NE.

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split zoning of MU-3 and R-1-B is an impediment to redevelopment and recommends a zoning change.

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