



Pennsylvania Avenue East Small Area Plan

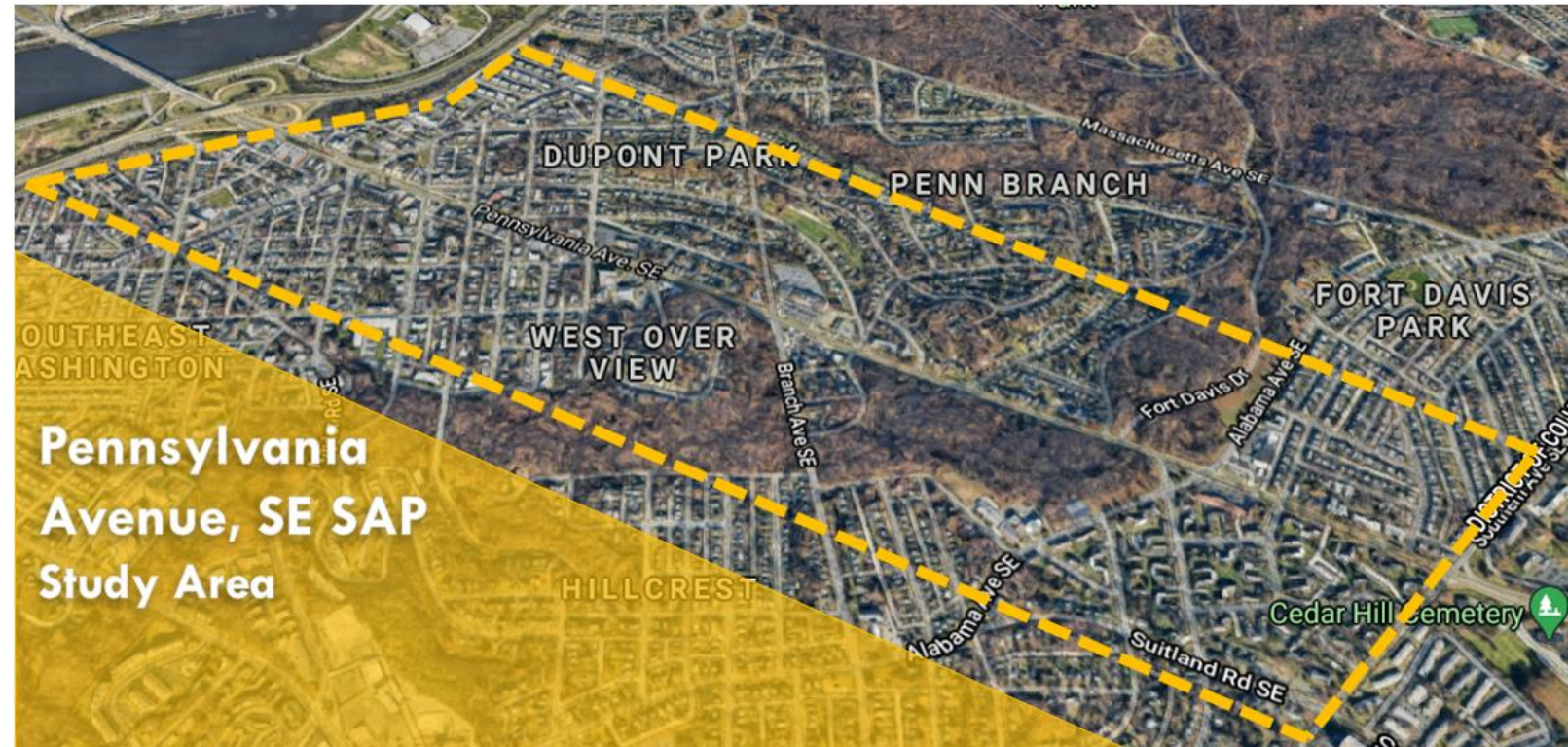
CAC Meeting 3

May 4, 2021



Agenda

- I. Introductions
- II. Engagement Summary
- III. Visioning Phase
- IV. Next Steps



Introductions

New CAC Member:

- Mazen Zaatari, MCN Builds

Round Robin Introductions:

- Name, organization, length of time affiliated with the corridor

Ice Breaker!

- *If you've been vaccinated or are safely convening in public space – what activities have you enjoyed doing?*
- *Haven't been convening in public space yet – what activities do you hope to do?*

Ice Breaker!

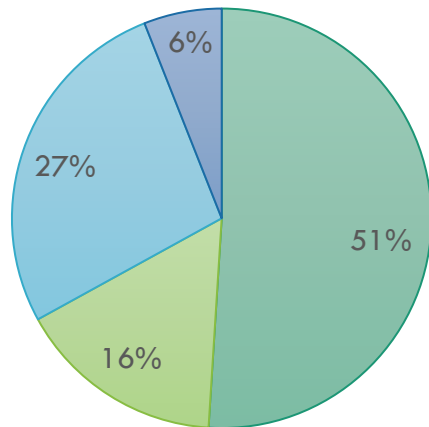
- *How did you travel to the last errand you ran? What did you enjoy about your chosen mode? What would you have improved?*

Community Engagement Summary

Plan Engagement:

- 621 participants (+86 since TH)
- 175 subscribers (up 7% since TH)
- 360+ responses

How long have you lived, works, or been involved along the Pennsylvania Avenue, SE corridor?



■ 10 or more years ■ 5-10 years ■ 1-5 years ■ Less than 1 year

Rank the project goals in order of importance to the future of Pennsylvania Avenue, SE

Rank 1	To encourage economic development and retail opportunities
Rank 2	To enhance safe, accessible, and vibrant public spaces, parks, and sidewalks
Rank 3	To improve transportation access and connectivity
Rank 4	To explore housing opportunities and affordability

Community Kick-off Meeting Summary

61 participants contributed to the discussion

What would a successful Small Area Plan look like...

- *Walkable, bikeable, and transit friendly*
- *Retail, restaurants, and entertainment*
- *Economic development while retaining current residents*
- *Historic preservation*
- *Revitalization*

What is the most important goal you would like the Small Area plan to address...

- *Establish Penn Ave as a retail destination*
- *Provide safe and accessible multimodal options*
- *Improve the look and feel of the corridor – including façade upgrades and cleaning and maintaining the corridor*
- *Provide opportunities for affordable housing*
- *Support black owned businesses, improve access to food, and quality goods and services*

Engagement Feedback

- 1. What feedback or questions from the community stuck out to you the most?*
- 2. What recommendations or suggestions for improvement do you have for the next Townhall?*
- 3. Any additional reflections or thoughts you would like to share regarding the kick-off meeting?*

Project Timeline

We are here!

Dec 2020- March
2021

Project Roll-Out

- Existing conditions and market research
- Convene Interagency Advisory Committee
- Convene Community Advisory Committee

April – October 2021
Plan Development

- Community learning
- **Community visioning**
- Recommendation development

Winter 2021/22
Legislative Process

- Public Comment Period
- Mayoral Hearing
- Council Review
- Council Approval

Spring 2022 on
Implementation

- Implementation and neighborhood technical support
- Plan recommendation implementation

Visioning

Community shares vision & aspiration for the corridor

Community Surveying

Launched April 14

Community Visioning Conversations

Weekly Themes

**Wednesday,
May 26**

**Vibrant Public
Realm**
DDOT, DSLBD,
DMPED
Commissioner
Nash

**Wednesday,
June 2**

Transportation
DDOT
Travis Swanson

**Wednesday,
June 9**

Housing
DHCD, DMPED
Commissioner
Kelvin Brown

**Wednesday,
June 16**

**Retail & Econ
Dev**
DMPED, DSLBD
Latisha Atkins

**Wednesday,
June 30**

Townhall 2

Community Visioning Conversations

The goals for each meeting include:

- Giving space to community members to share their aspirations for the corridor and current challenges, topic-by-topic
- Provide community members with information on current initiatives
- Draw out information that will be used to inform recommendation development

Community Visioning Conversations, cont.

The proposed format for each meeting will be:

- 10 minutes* OP sets context for planning along Pennsylvania Avenue East and highlights the breadth of exploration under each planning goal
- 60 minutes* CAC will facilitate the discussion
 - IAWG and OP will provide context where appropriate
 - Answer questions from the community
- 10 minutes* OP and IAWG will share next steps and recap the discussion
- 10 minutes* Hold for Q&A

Community Visioning Conversations – Roles

OP

- Introduce plan, meeting purpose and structure
- Help facilitate Q&A and group discussion
- Share relevant agency updates and resources
- Encourage next steps for engagement

Interagency Working Group

- Share relevant agency and project updates
- Share resources or opportunities with community during Q&A
- Provide feedback and feedback during Q&A

Community Advisory Committee

- Facilitate discussion
- Lead Q&A
- Encourage community participation

Questions about the Visioning Phase

- 1. Are there questions or suggestions regarding the format or approach for each meeting?*
- 2. Are there others who are interested in helping to facilitate the meeting discussions?*
- 3. Does the timeframe 6-7:30pm work for these conversations? If not, what is preferred?*

Review Community Visioning Conversation Questions

Community Visioning Conversation

On the Horizon...

Shoplet Pop-Up Events

- OP, Penn Ave Main Street, Soufside Market, and Creative Junkfood
- Partnered events taking place in May - June (dates TBD)
- Opportunity to engage residents, promote local entrepreneurs, highlight public realm activations, build capacity for local entrepreneurs, and help market Pennsylvania Avenue as an active retail environment

DC Fridge Collective

- Community organizers help distribute fresh foods to communities in Wards 1, 4, 5, and 8
- Work with community partners to find a central, safe location (with electric) to add community fridges
- ***Interested? Know of a property owner who might be? Let me know!***

Homework!

- ✓ *Share project fliers with friends and neighbors*
- ✓ *Share locations and times for in-person surveying and flier distribution*
- ✓ *Volunteer for community survey shifts*
- ✓ *Take the visioning survey: publicinput.com/PennAveSEVisioning*
- ✓ *Sign-up and join a visioning meeting (and encourage others too!)*
- ✓ *For CAC Meeting June 1 – please bring one photo, article, or idea that either highlights a challenge faced in the community OR a potential SAP recommendation*