



**Pennsylvania Avenue, SE
Small Area Plan**

Community Advisory Committee | Kickoff Meeting

March 2, 2021



Welcome & Introductions

Tell us your...

- Name
- Role in the community
- Favorite spot, view, or memory in the study area

House Keeping

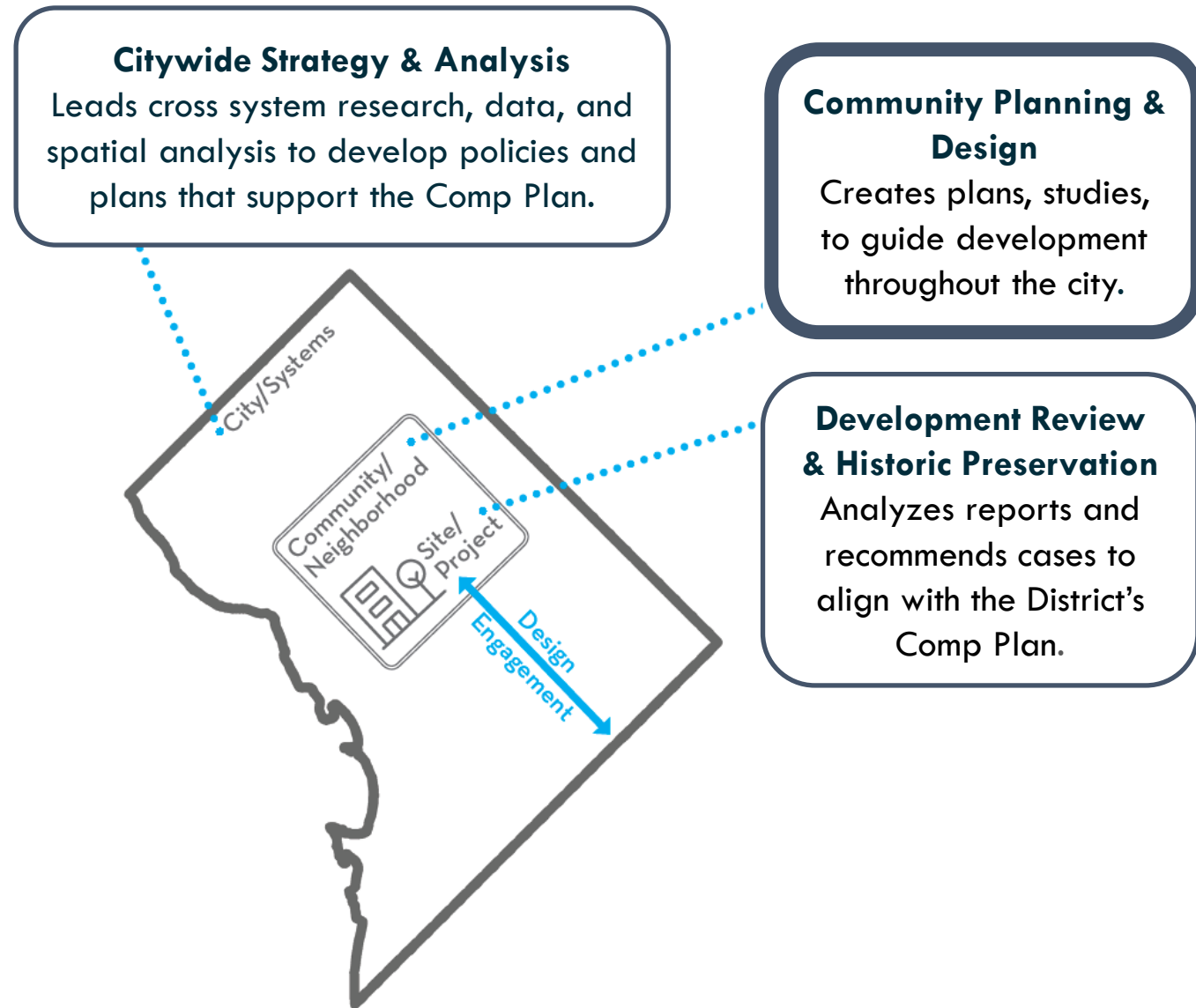
About the Community Advisory Committee Meetings moving forward:

- Reoccurring throughout the planning process:
<https://forms.gle/bdUR3CbM35Myf95g6>
- Held on WebEx
- Recorded
- Recordings, meeting notes, and supplemental materials will be available after each meeting

About the Office of Planning

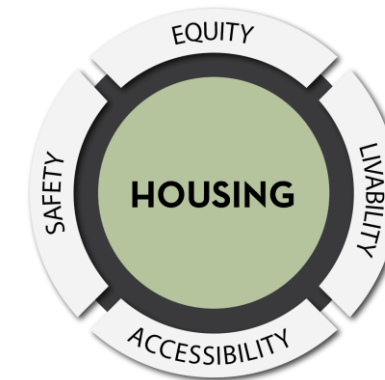
The DC Office of Planning (OP) plans for our residents through the lens of our **neighborhoods** and ensures the long-term growth of the District of Columbia advances our values of an inclusive and vibrant city. We plan for a positive future in which all District residents can thrive, regardless of income, race, age, or background.

OP guides development in DC's distinctive neighborhoods by engaging stakeholders and residents, performing research and analysis, and publishing planning documents, including the Comprehensive Plan.



The Comprehensive (Comp) Plan

- 20-year vision for the District's future planning & development
- The Comp Plan is a high-level guiding document that sets a positive, long-term vision for the District, through the lens of its physical growth and change
 - Adopted as legislation in 2006
 - First amended in 2011 for technical corrections
 - 2nd amendment cycle launched in 2016
 - Information at: <https://plandc.dc.gov/>



About Neighborhood Planning

Core Functions:

- Prepare small area plans and corridor studies to guide growth and development at the neighborhood scale
- Coordinate and monitor small area plan implementation
- Participate in city-wide initiatives that have a neighborhood impact: Comp Plan, Mayor's Housing Goals, Ward development activity and participate in key discussions with property owners, community stakeholders and other OP divisions
- Serve as a liaison to elected officials and community stakeholders on land use, development, and planning issues

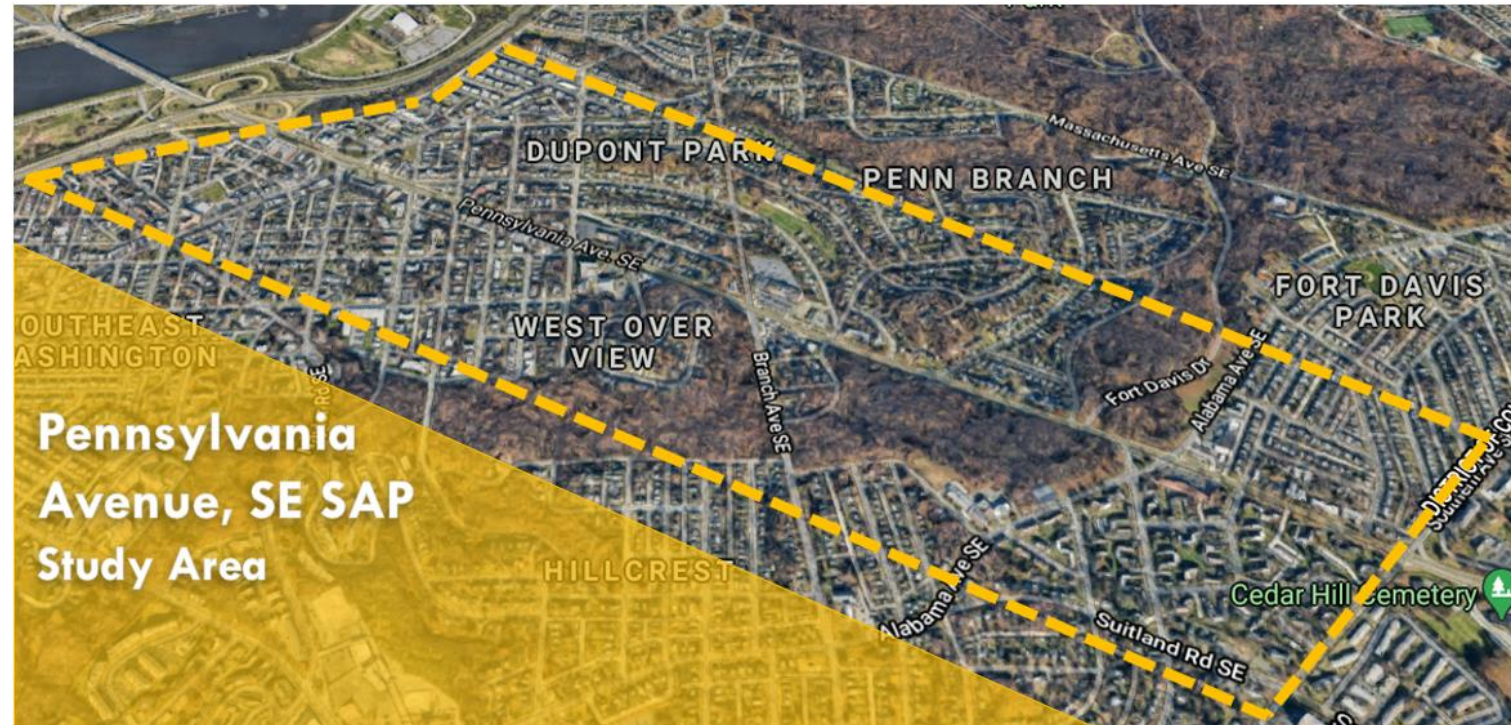
What Are Small Area Plans?

- Supplement the Comp Plan with neighborhood specific recommendations
- Allow residents to develop a vision for the corridor that can identify strategic priorities and shape future development
- Identify gaps and opportunities
- Guide budget decisions and agency investment
- Are approved by Council as legislation

About the Plan

With community support and involvement, OP will develop an updated vision and implementation plan for Pennsylvania Avenue SE, east of the Anacostia River. We are planning again in order to:

- Build on the lessons learned from the [2008 Pennsylvania Avenue SE Corridor Land Development Plan](#);
- Revisit existing recommendations and implementation challenges; and
- Uplift new community needs and desires.



Plan Goals

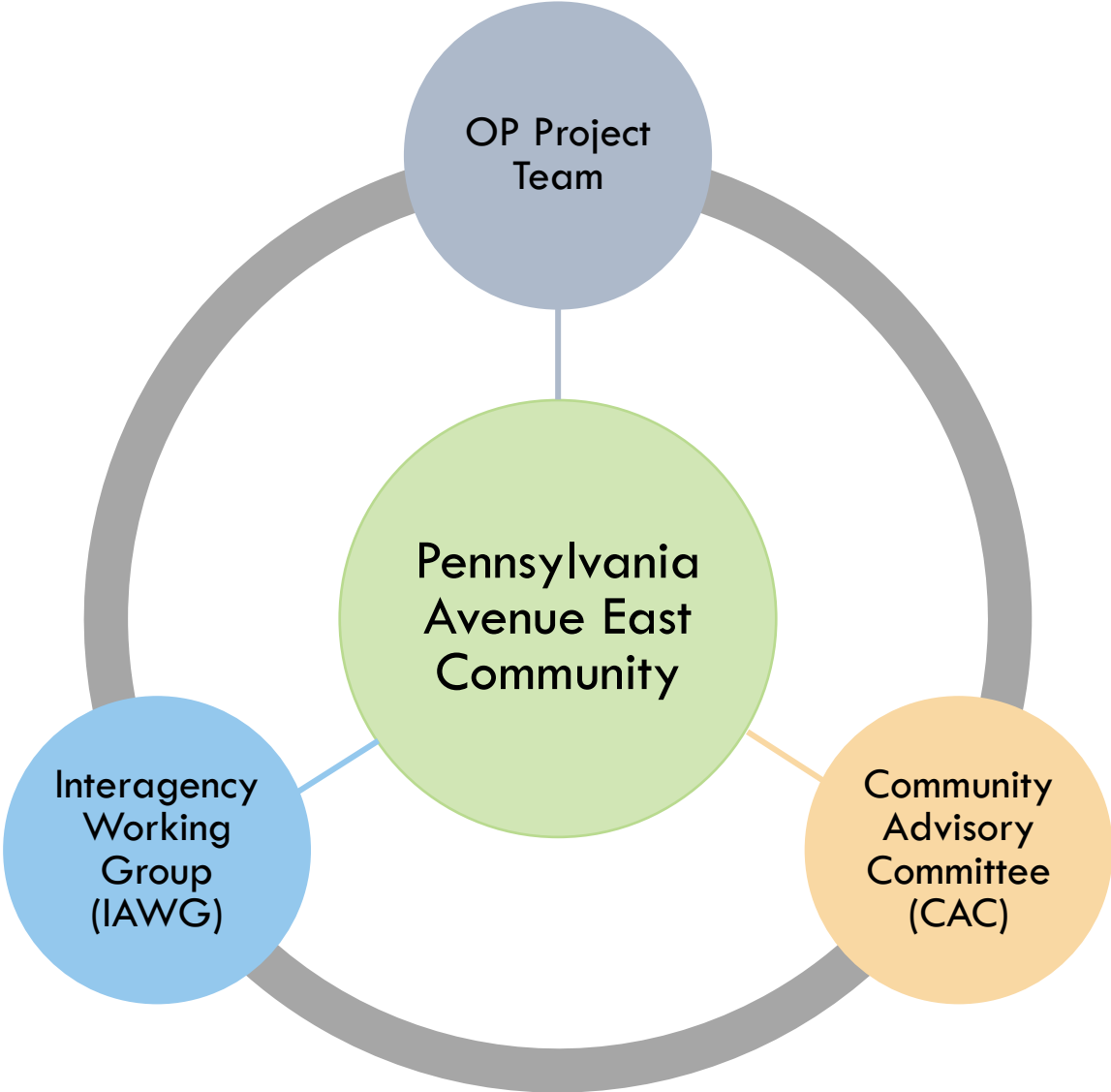
The SAP will establish a framework that will guide development and reinvestment in the neighborhood to meet the following goals:

- Encourage economic development and retail opportunities;
- Improve transportation access and connectivity;
- Enhance a safe, accessible, and vibrant public realm; and
- Explore housing opportunities and social and economic resiliency strategies to improve access for upward mobility.

Discussion:

- 1. What is your vision for your community or the corridor at large?*
- 2. What strategic priorities and/or future development do you care most about?*
- 3. What gaps or challenges are you confronted with in your community or along the corridor?*

Plan Team



Role of OP

- Provide technical expertise, data collection, and analysis for the study area
- Convene community and interagency advisory meetings
- Collaborate with community stakeholders
- Coordinate with ongoing initiatives
- Host community conversations and town halls
- Co-develop recommendations
- Write and produce the plan
- Work with DC Council

Role of the IAWG

- Information sharing
- Fill data gaps
- Community engagement support
- Co-development and vetting of recommendations
- Representation during legislative process as needed
- Input into the implementation strategy and stewardship over agency recommendations

Role of the CAC

- Provide knowledge about issues, needs, and desires
- Disseminate information
- Learn about the planning process and have direct access to interagency partners
- Work with District government to brainstorm and codevelop recommendations for the plan
- Participate in and help steward recommendation implementation

Discussion:

Are there communities or voices not represented on this Advisory Committee?

Role of the Community

Stay engaged online
with the project
website

Participate in
community meetings

Spread the word

Request project team
attend regular
community meetings

Complete surveys
online (less than 10 min
each)

Participate in the
public comment period
and the DC Council
hearing once the plan
is complete

Leave comments, call,
and email

Discussion:

What recommendations do you have for community engagement?

- *Monthly digital newsletter*
- *Print newsletter distribution*
- *Project fliers distributed through Block Captains and MOCRS*
- *Virtual Office Hours*
- *Topic-based Focus Group discussions*
- *Marshall Heights Community Development Organization Radio Show*
- ***What else?***

Project Timeline

We are here!

**First Townhall:
Wednesday, April 14**

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 visioning
- Community meetings
- 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

Next Steps

- Share project information with friends and community networks;
- Encourage community members to sign-up online and take the community survey; and
- Invite OP team to upcoming community meetings.



Project Website: publicinput.com/PennAveSEPlan



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