



Public Meeting Summary

Plan/Project: Mt. Pleasant Street Revitalization Framework Plan

Meeting Date and Time: June 17th 2009 6:30- 8:30 pm

Location: Bell Multicultural School, 3101 16th St, NW

DC Government Attendees: Harriet Tregoning (Director, Office of Planning), Geraldine Gardner (Associate Director, Neighborhood Planning), Tarek Bolden, (Ward 1 Neighborhood Planner), Emily Yates (Ward 2 Neighborhood Planner), Andrea Limauro (Ward 3 Neighborhood Planner), Stephen Rice (East of River Community Planner), Melissa Bird (Ward 6 Neighborhood Planner), Gizachew Andargeh (Ward 7 Neighborhood Planner), George Escobar (Office of Latino Affairs).

AGENDA:

- Opening Remarks 6:30 – 6:50 PM
- Explanation of the Meeting Format 6:50 – 7:00 PM
- Open House 7:00 – 8:30 PM

SUMMARY:

The Office of Planning held its second public meeting on June 17th, 2009 at the Bell Multicultural School located at 3101 16th St, NW. The meeting took place from 6:30-8:30pm. The Director of the Office of Planning, Harriet Tregoning, gave opening remarks and took questions primarily pertaining to language access needs for the project and increasing outreach to the multi-family residential buildings in the neighborhood. All questions and answers were translated into Spanish by staff from the Office of Latino Affairs.



After the opening remarks, Tarek Bolden, the Ward 1 Neighborhood Planner, explained the meeting format . This meeting consisted of six stations at each of which the community provided input.

- Station #1 A Vision for Mt Pleasant St
 - At this station participants reviewed the elements of a vision for Mt Pleasant St that is based on the key aspirations we heard through earlier processes and made comments.
- Station #2 Assistance to existing businesses
 - Here the participants had the opportunity to prioritize what types of business assistance they felt was most needed in this commercial district.
- Station #3 New Economic Development
 - Here the participants were asked to prioritize what elements of new economic development (new businesses, stores, etc) they would like to see on Mt Pleasant St.
- Station #4 Mt Pleasant St Physical Enhancements
 - At this station participants were asked to prioritize what types physical enhancements are most needed along the corridor.
- Station #5 Land Use & Development
 - At this station participants were asked to identify sites on the corridor that could be developed to provide opportunity for business expansion, housing or increased community spaces.

FEEDBACK:

A) In regards to Station #1 A Vision for Mt Pleasant St, OP received the following comments:

- Need safety element of the vision, police presence
- posada - needed - center of community
- Improvements to the park-cultural destination similar to Cuernavaca, Mexico
- More emphasis on the arts-especially the performing arts & live performances
- Affordable products & services
 1. Preservation of Affordable Housing
 2. Residents supporting local businesses
- Captures everything- good vision
- Distinct local place contrast to C.H
- Senior Housing
- Develop a Community Center (there are empty blds. To be used)

- Should allow all businesses to come (Offices, non profits, retail) No McDonald’s or chains...some ok like Starbucks
- Develop a District Brand for the neighborhood, differentiated from surrounding areas
- In order to achieve vision we must address the restrictive nature of some voluntary agreements imposed on certain existing business
- Take a broader look at easing some restriction on ABC licenses
- Stop social engineering; allow neighborhood evolve organically based on free market principles.
- Big Signage that reads: “Welcome to Mt. Pleasant Historic ...” Similar to Chinatown
- An opportunity to show cultural diversity w/flags from peoples countries that live or reside in building/businesses
- More diverse retail choices- ex. Sit down restaurants- local retail; soul of Mt. Pleasant is young people- need more businesses to capture their spending power
- No single vision
- The vision is Mt. Pleasant as the Paris-style Latin Quarter featuring restaurants, culture, and unique lifestyles, history, quality of life and vibrant activity in green area
- Make Mt. Pleasant where you want to be, walk and enjoy, free time its small shops, friendly atmosphere and historic nature.

B) In regards to stations #2, #3, #4, the participants were given 2 Red Dots and asked to place a dot next to the top two items in each category that they felt had the highest priority and should be addressed first in the small area plan. The following chart shows the results:

Existing Small Business Development	New Economic Development	Mt Pleasant Street Physical Enhancements
<u>Technical small business assistance</u> <ul style="list-style-type: none"> • Help existing businesses with operational items like balancing books, marketing their stores, hiring staff, new product development, obtaining business credit, etc. ---- 7 Dots 	<u>Attract Family Oriented Restaurants and Retailers</u> <ul style="list-style-type: none"> • Marketing the commercial corridor to more family oriented restaurants and retailers----- 11 Dots 	<u>Building Façade Improvements:</u> <ul style="list-style-type: none"> • 34 Dots <u>Plantings</u> <ul style="list-style-type: none"> • Plant large trees in tree boxes & maintain security for plantings---- 16 Dots

<p><u>Physical Improvements</u></p> <ul style="list-style-type: none"> Upgrades such as storefront and signage improvements and interior upgrades (painting, lighting, new equipment, etc.)----- 37 Dots <p><u>Expand the Customer Base</u></p> <ul style="list-style-type: none"> Attract customers from outside the immediate neighborhood. (Newspaper ads, printed directories, citywide promotional sales, etc.)----- 11 Dots <p><u>Navigating Regulatory Processes and Requirements</u></p> <ul style="list-style-type: none"> Help in the dealing with retail tenant rights, city agencies, filing paperwork, working with regulatory boards (ABC, BZA, HPRB, etc)----- 27 Dots 	<p><u>Attract More Small Office Uses</u></p> <ul style="list-style-type: none"> Seek opportunities to increase the amount of daytime office uses on the corridor 11 Dots <p><u>Attract Arts/Creative Industry Uses</u></p> <ul style="list-style-type: none"> Seek opportunities to locate artist & Music studios, artist co-op spaces and arts retail on the corridor----- 22 Dots <p><u>Attract Largest Commercial Anchors</u></p> <ul style="list-style-type: none"> Actively seek larger commercial anchors (Bookstore, Music Retailers, Clothing retailer, etc.- --- 17 Dots <p><u>Attract New Retail Uses by enhancing M. Pleasant Street's image</u></p> <ul style="list-style-type: none"> Create a Buzz about Mt. Pleasant St. by having regular promotional events celebrating the historical and multicultural character of the community. Use that Buzz to attract new businesses Independent Businesses unique to Mt. Pleasant (Regardless of size) e.g. Ben's Chili Bowl-- 27 Dots 	<p><u>Street Furnishings</u></p> <ul style="list-style-type: none"> Benches, Chairs, outdoor cafés, etc ---26 Dots
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C) For Station #6, we asked the attendees to circle on provided maps which locations they felt would be a good place for potential redevelopment opportunities.

The five most frequently sites selected were:

- the Dauville Apt Building
- 1636 Kenyon St (Vacant Apt Building between Mt Pleasant St & 17th Street)
- The old grocery store at 3124 Mt Pleasant Street
- The private park next to 7-11
- Lamont Park

NEXT STEPS

Over the next two months the Office of Planning will continue to conduct outreach on these issues to gather additional input on the vision and community priorities for the revitalization of the commercial corridor. OP is contracting with a consultant firm to complete a market analysis of the commercial area which will be conducted this summer. In addition, OP will begin engaging other District agencies to explore what resources and programs are available for Mt Pleasant Street. A 3rd Public Meeting will be held early this fall; more specific date, time, and location details will be posted to the OP website and widely circulated in the community shortly.

TOTAL NUMBER OF PARTICIPANTS:

55

OP Project Manager: Tarek Bolden

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