

Penn Ave East

LIVE • WORK • PLAY • PAST • PRESENT • FUTURE

Pennsylvania Avenue East Economic
Development Committee

Welcome!

Pennsylvania Avenue “east of the river” or Penn Ave East provides residents and visitors alike the opportunity to live, work and play in a location steeped in a rich heritage. Rising “east of the river” with commanding views of U.S. Capitol and downtown DC, the neighborhoods running along Penn Ave East—from L’Enfant to Fort Davis —provide walkable, cozy, tree-lined streets in close proximity to National Parks. This is an emerging commercial corridor with numerous outdoor resources and historical sites. Penn Ave East, a community on the move, is an opportune region and where you want to be!

Pennsylvania Avenue East Economic
Development Committee





Our Promise

Penn Ave East is a place to live, work and play. Decade after decade, the neighborhoods along Pennsylvania Avenue have provided a place to live and raise a family in this “hidden gem,” just steps away from the nation’s Capitol. Located in Ward 7, the neighborhoods of Hillcrest, Dupont Park, Fort Dupont Park, Fairlawn, Twining, Randle Highlands, Fort Davis, Fairfax Village, Penn Branch, and L’Enfant Square are rife with natural parks and sprawling lawns—which provide newcomers, long-term residents, and aspiring businesses and investors with unique opportunities to enjoy a suburban feel just steps from downtown Washington, D.C.

The area has a strong history of social activism and political engagement, rendering a

population of sophisticated and passionate residents who take great pride in their neighborhood’s past and its future potential. Residents cherish the area’s walkable infrastructure and village character; and they would welcome providing insight to small businesses and residential developers of how their community would support innovation and retail/housing options for an evolving neighborhood population.

In short, Penn Ave East is a special region with numerous attributes and future potential. This document will provide a sneak peak into this urban village’s past, present and future—and how these periods of time interface with residents, “living, working, and playing” throughout its history.

Strategic Purpose

We are the Johns Hopkins University CityLab team. As a component of the University's commitment to the 21st Century Cities Initiative, we are focused on data-driven research and decision support. This publication was developed as an emotive tool, using diverse data points to quickly and powerfully demonstrate a value proposition for the Penn Ave East corridor. The document lays out the community's vision, together with its rich history so that the future growth is appropriately channeled back into that vision.

You will find the elements of the community filtered into the three sections of the document: Live, Work, and Play. For each of those elements, a chronological framework of past, present and future is applied. The Past showcases key historical treasures and cultural anchors. Taking stock of the Present highlights possible opportunities for repurposing, and also shows what is working well in the community. The Future shows the community's desires for the neighborhood, including opportunities for residents to have an open and living dialog about the direction of growth.

The underlying data in the document comes from both numerical analysis and personal interviews. A broad sampling of community and external sources was chosen to give a broad, and as unbiased perspective as possible. A visual focus on the data, supplemented with photographs and data visualizations, brings the community's perspective into focus. Ultimately, readers will gain a sense Penn Ave East's rich history and shining future.

This project is the Johns Hopkins CityLab's second collaboration with the Pennsylvania Avenue East Economic Development Committee which was formed in 2016 to focus on sustainable development of the community and consists of members from neighboring communities. The first project was the "Penn Branch Urban Village A Vision for a Community on the Move" developed in Summer 2016 by the John Hopkins Carey Business School.

Thank you,

The 2016 Johns Hopkins CityLab Team

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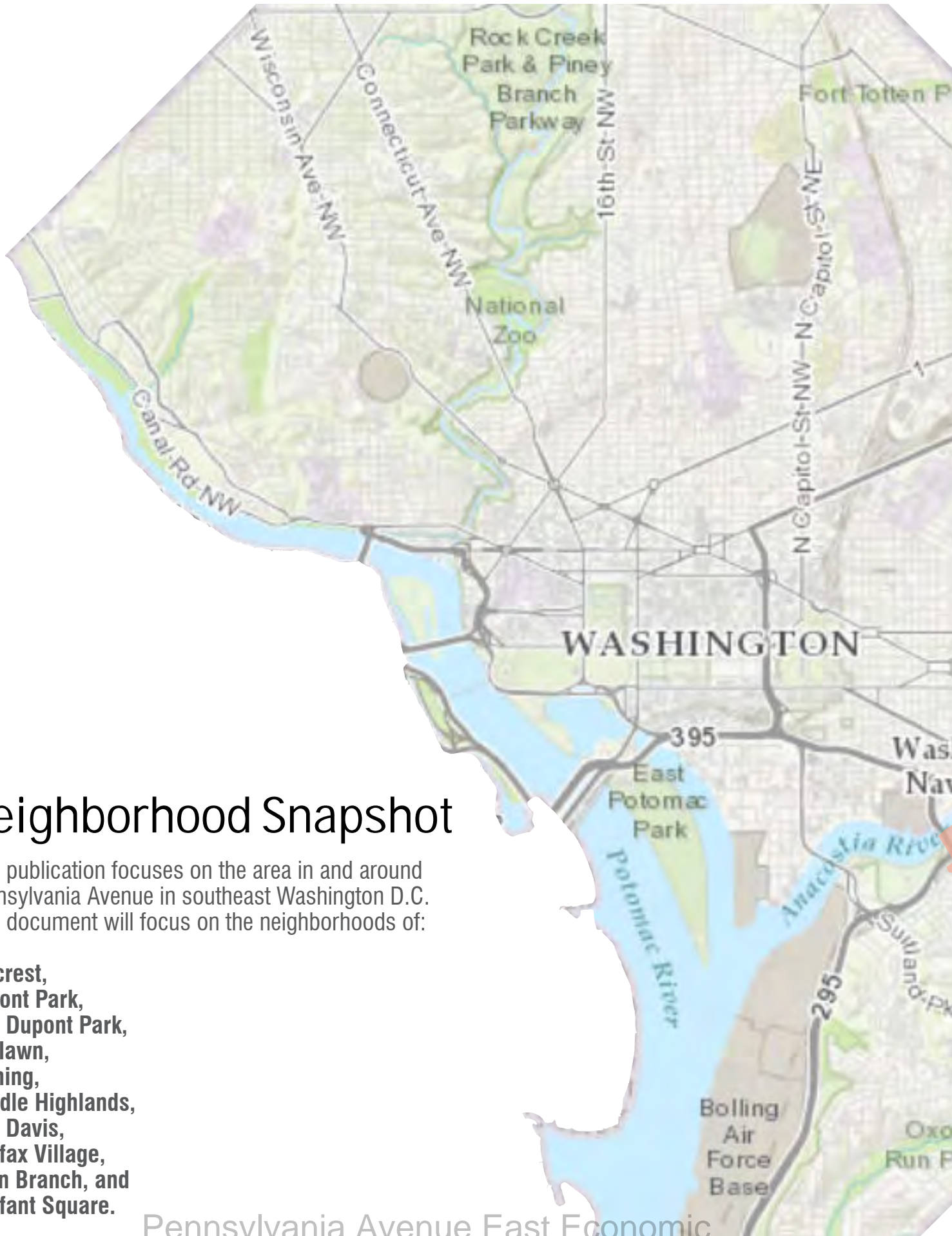
Live



Work



Play

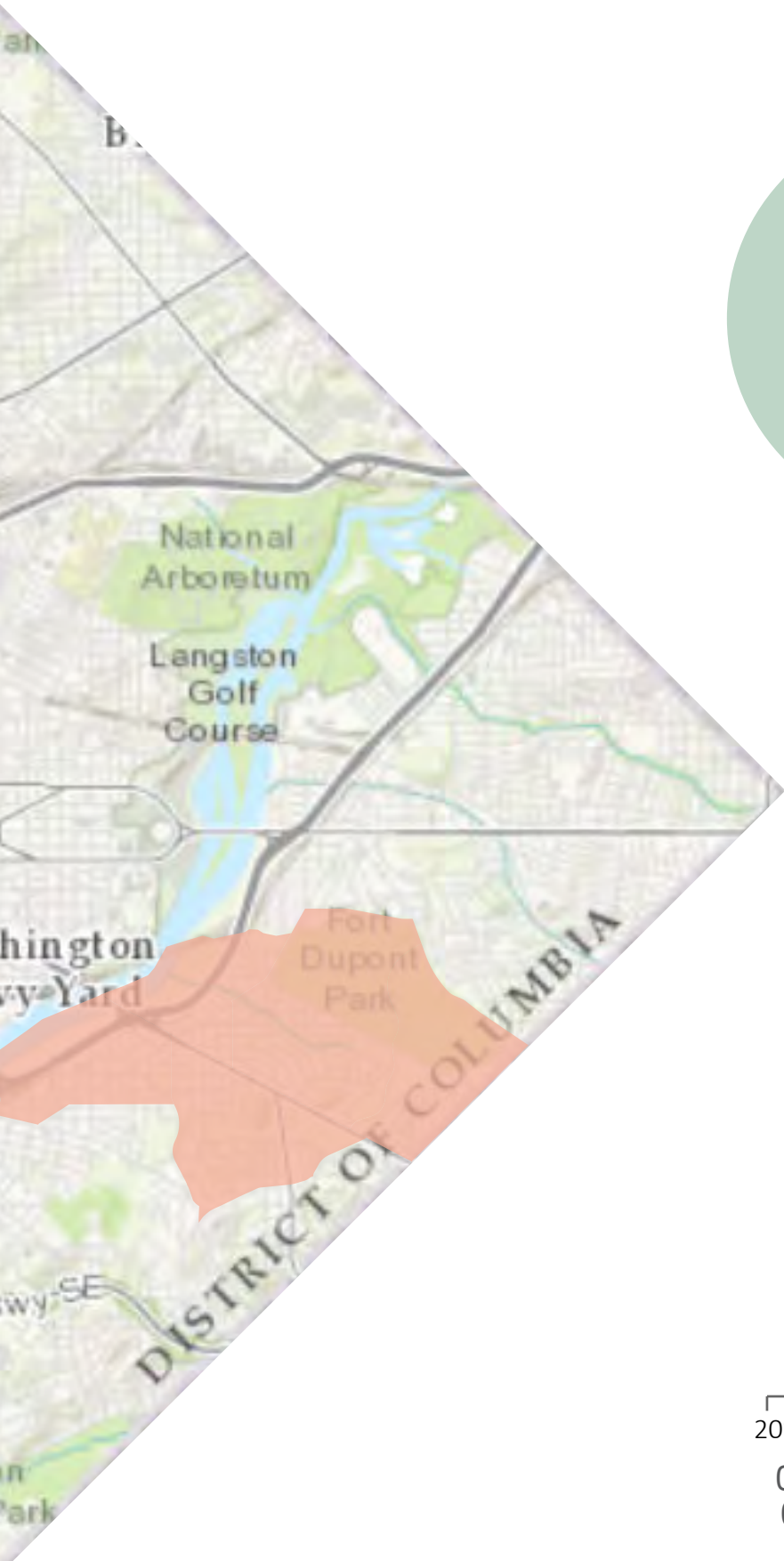


Neighborhood Snapshot

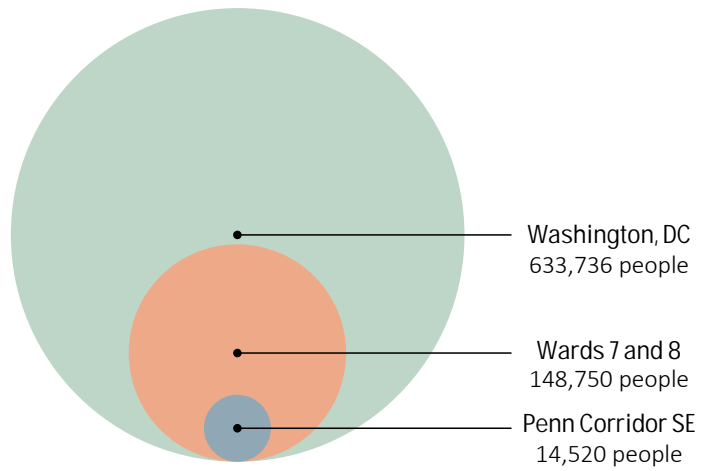
This publication focuses on the area in and around Pennsylvania Avenue in southeast Washington D.C. This document will focus on the neighborhoods of:

**Hillcrest,
Dupont Park,
Fort Dupont Park,
Fairlawn,
Twining,
Randle Highlands,
Fort Davis,
Fairfax Village,
Penn Branch, and
L'Enfant Square.**

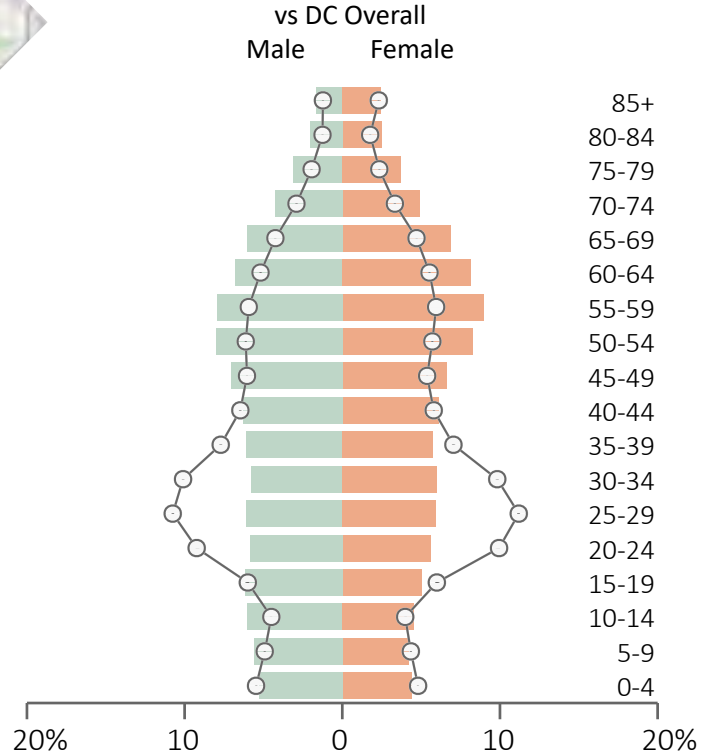
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Population



Age Distribution



Outside line represents the District population. Green and orange represent the population of Penn Ave East.



LIVE

A GREAT PLACE TO LIVE

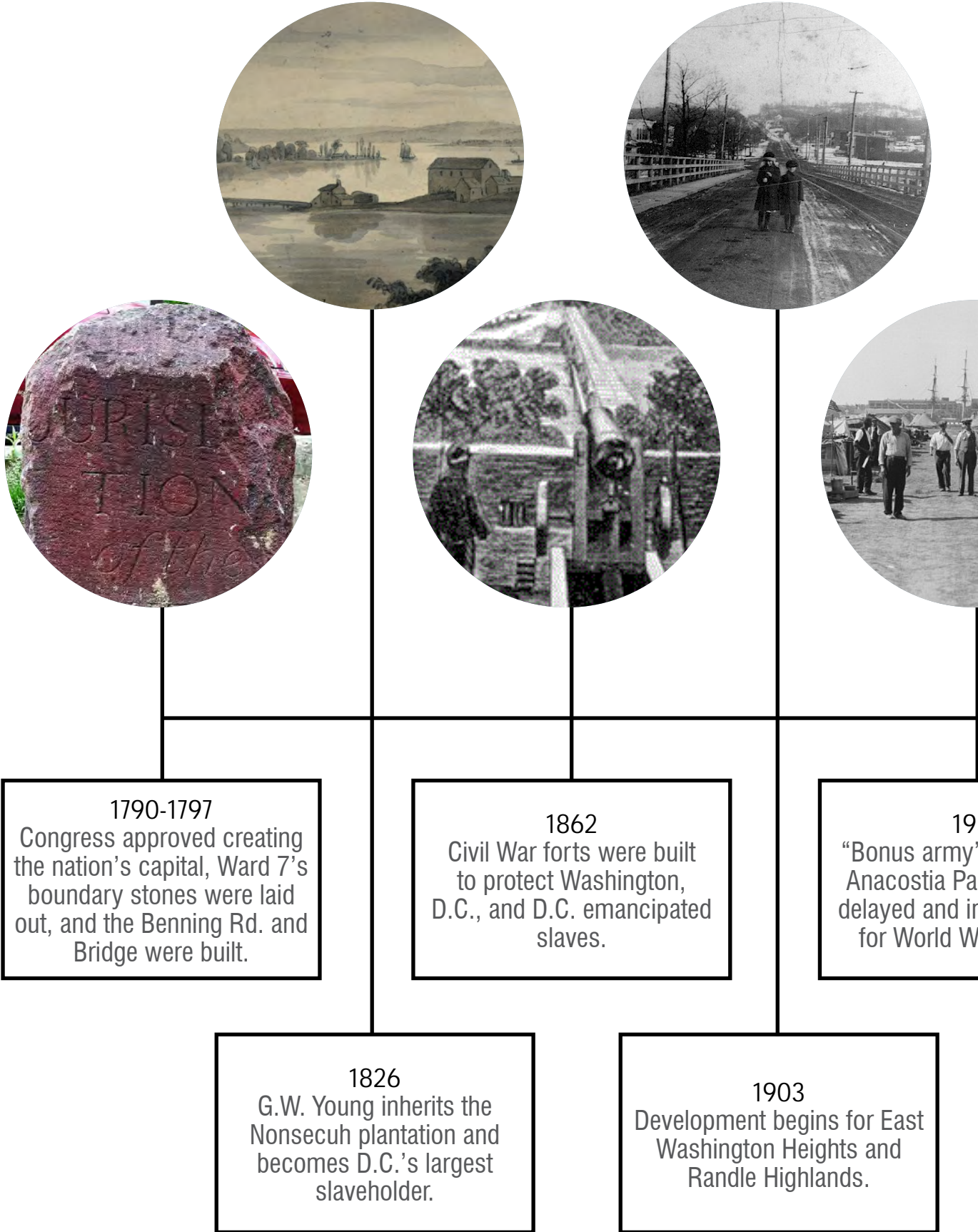
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"A Cathedral of Trees"
-Penn Ave East Resident

Past



Sources: See Page 74

History of Pennsylvania Avenue Corridor Southeast



1932
" camps out in
rk, protesting
adequate pay
for I service.

1950
Bolling v. Sharpe lawsuit to
integrate Sousa Junior High
School.

2009
Groundworks Anacostia
organization was established
to focus on environmental
restoration, including the
Heritage Trail.

1939-1945 (WW II)
Shift from black ownership
of housing to segregated
public housing.

1970
First Metro stop in Ward 7
Opens.



The Changing Nature of the Community

“I have a beautiful yard and trees, but I’m isolated from the rest of D.C.”

Local resident, Susan Hormuth describes the area as a unique marriage of natural beauty with close proximity to downtown D.C., which is brimming with civic-minded residents who take great pride in the area’s rich history. This resident recalls ample retail outlets in the 1950’s-1960’s, and mirrors other locals’ feedback that a revival of retail and medical services is imperative to halt many residents’ sense of isolation. As neighbors age and young families move to the area, it is important to keep the region’s history at the forefront, while at the same time cherishing the beautiful homes, national parks, and monuments that pepper the region. Penn Ave East has great potential to rise again as a bastion of retail options and other resources to support the community.

*right: Randle Highlands Elementary Schools - Present
top: Randle Highlands Elementary School - 1940*

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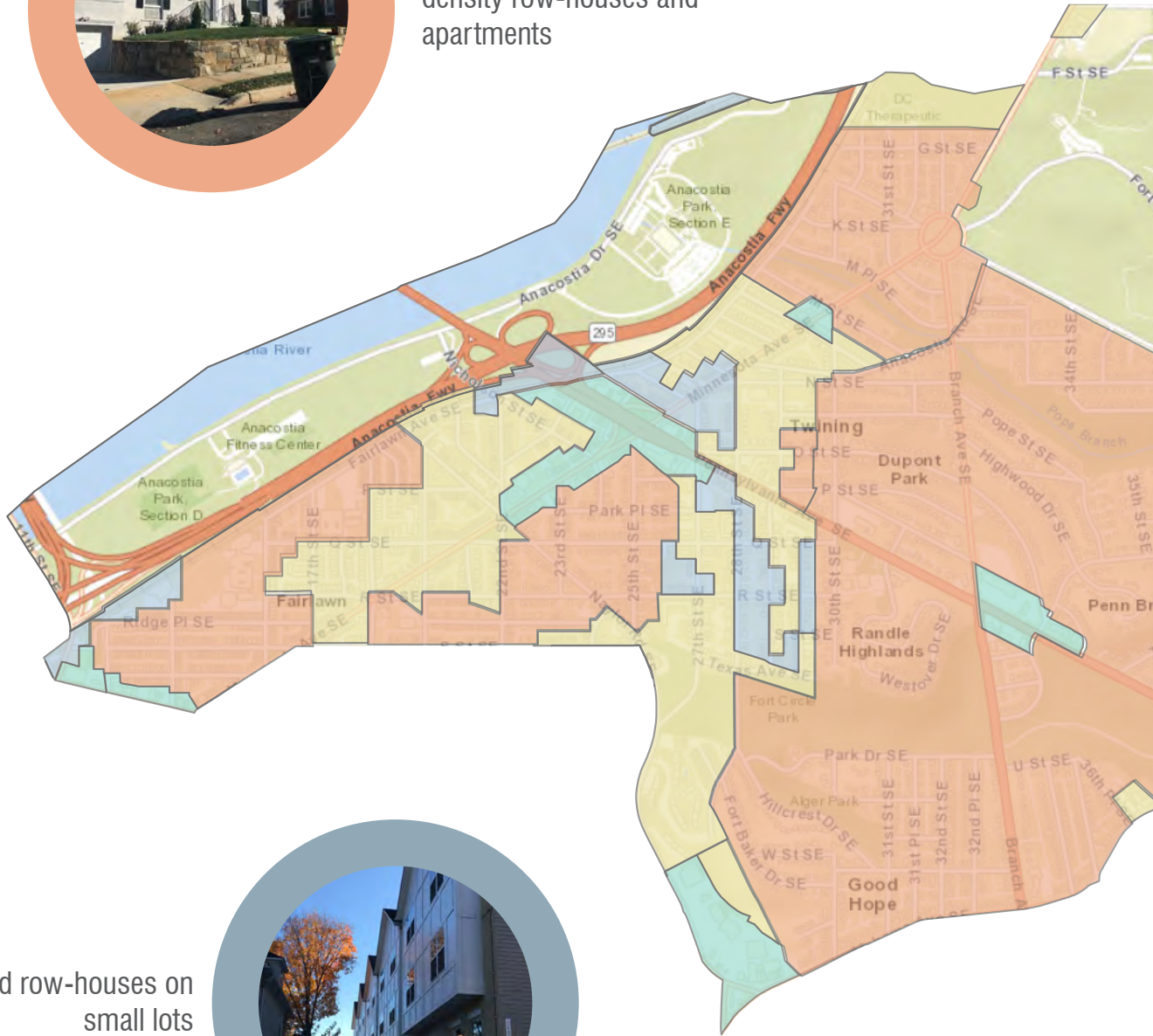




Present

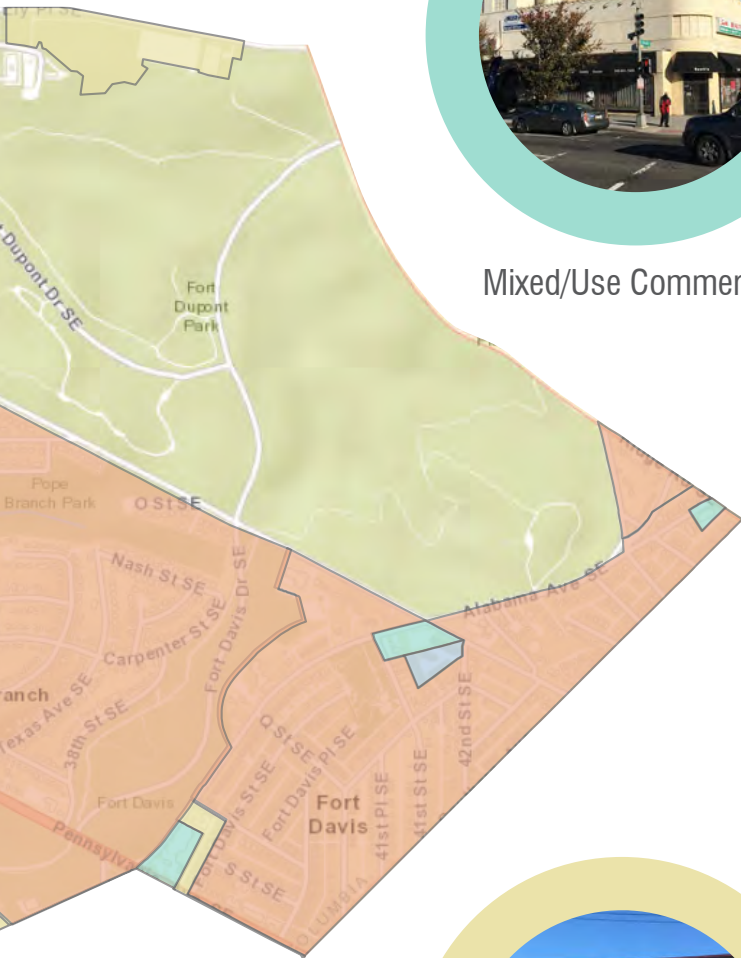


Moderate and medium-density row-houses and apartments



Attached row-houses on small lots



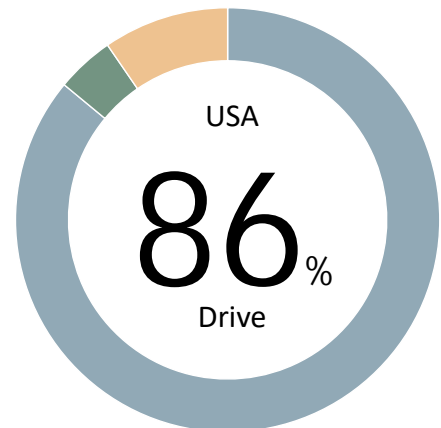
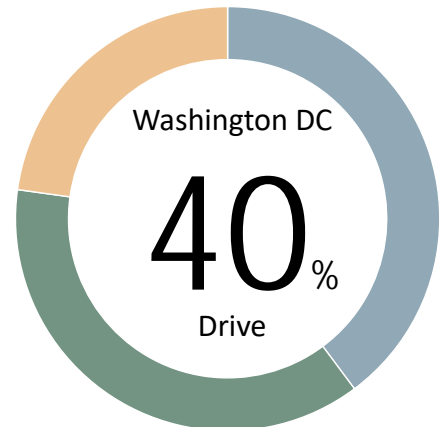
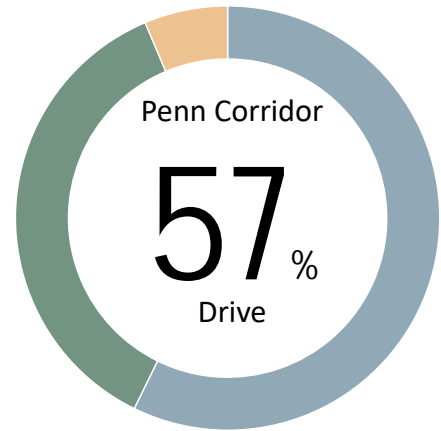


Mixed/Use Commercial



Moderate and medium-density row-houses and apartments

Commutes



Drive



Public Transportation



Walk/Bike/Other

A Home for Everyone
 Penn Ave East offers a diverse and mature housing stock consistent with the area's density. It is not surprising to see three different types of houses within the same block. These mixed housing styles, in addition to affordable housing options, offers prospective residents of all income levels the opportunity in one of Penn Ave East's neighborhoods.

Data Source: US Census Bureau, American Community Survey / DC Open Data Portal



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“People buy houses here because they have yards!”

-Local Resident





“We Got the View!”

It wasn't until the leaves began drifting off of the trees that Karen Williams realized that she and her husband Earl had landed a house with an incredible view. Like so many other residents of the Penn Ave East corridor, she had been attracted to the single-family homes with sizable yards found along the neighborhood's tree-lined streets. Having moved into the home she had always wanted, the view was an added bonus.

To anyone walking around the corridor, its appeal is obvious as the neighborhood is unlike any other in the District. The community offers all the benefits of a small town—including parks, walking paths, and close-knit neighbors—in close proximity to the heart of the nation's capital.

right: Zoom view of U.S. Capitol from Pennsylvania Avenue corridor side-street

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Houses of Worship

The houses of worship along the Penn Ave Corridor are historically significant and also provide useful resources to residents. Some examples include:

[Church of Jesus Christ](#): Founded in 1929, the church's Marian Miller Community Center (MMCC) summer day camp also helps at-risk youth succeed in DC employment programs.

[East Washington Heights Baptist Church](#): Founded in the late 1890s, the church provides health and exercise activities, and clothes donation and food pantry ministries.

[Lutheran Church of the Holy Comforter](#): The church serves as a meeting place for several community organizations, and was active in establishing the Hillcrest Civic Association.

[Mosque No. 4](#): The mosque hosts frequent events to get to know local residents, and has outreach initiatives to teach life skills to young men in the neighborhood.

[Pennsylvania Ave. Baptist Church](#): Pennsylvania Ave. Baptist Church describes itself as a "spirit-filled community transforming the local neighborhood and the world." This site of worship is a mainstay of the Ward 7 community.

[St. Francis Xavier Church](#): Established in 1924, St. Francis Xavier Church has provided spiritual sustenance to the community since before the World War I "bonus army" protested for delayed pay in nearby Anacostia. The church has certainly witnessed many difficult, historical events in the area.



*Underlined text denotes hyper links

Future

In-fill Development in Fairlawn
THE PARK 22, 22ND ST SE



Opportunities for In-fill Development and Affordable Housing

Opportunities abound in Penn Ave East for the community to assess availability of attractive, affordable housing options. Ideally, this evaluation would include:

1. repairing units with sufficient density,
2. contributing to the historic character of the neighborhood,
3. replacing units that have fallen into disrepair, and
4. targeting specific opportunities for in-fill development on vacant lots.

Some neighborhoods with great potential include Fairlawn and Dupont Park, 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. For more insight, refer to parcels 1 through 3 on the opposite page, which show currently vacant or underdeveloped properties with potential for infill development.





1401 22ND STREET



1413 YOUNG ST SE



1949 NAYLOR ROAD SE

Historic Appreciation & Smart Growth

Opportunities abound in the Pennsylvania Avenue and Branch Avenue corridors to simultaneously preserve neighborhood character while supporting “smart growth” through community partnerships with developers. An innovative example includes local churches entering into long term leases with developers. Specifically:

1) Developers would provide new space for the church, while they also build much-needed housing and other amenities that would benefit all Penn Ave East residents.

2) In addition to a steady income from leasing the land, the church members and broader community would be collocated by the newly created resources—which may include senior

housing, parochial education space, community outreach centers, and recreation space.

3) Churches located along well-trafficked corridors are ideal partners with developers. Residents in the densely populated area can maximize use of the amenities, while avoiding additional congestion and density within interior neighborhoods.

Imagine this scenario: Mr. Jackson, a local, elderly resident could move from an inaccessible home to a senior living apartment located next door to his church. Mr. Jackson is thrilled and grateful to stay in the neighborhood, and the fabric and culture of Penn Ave East is preserved—one resident at a time.



top: East Washington Heights Baptist Church
bottom: Home in Penn Ave East Neighborhood



top: The Grays on Pennsylvania, 2323 Pennsylvania Avenue, SE
bottom: Jenkins Row (1391 Pennsylvania Avenue, SE) provides a model for the mixed-use development possible for the parcel on the right



Future location of “Twining Row,” a mixed-income community.

Mixed-Use District & Density with Purpose

As part of a larger redevelopment strategy, community stakeholders can maximize housing density along the three to four blocks of Pennsylvania Avenue between Fairlawn Avenue and 28th Street SE. With easy access to I-295, I-395 and Downtown Washington, DC, L’Enfant (Twining) Square has the opportunity to bring tremendous value and distinction to the Penn Ave East corridor. Increased housing density would incentivize public and private sector officials to invest in long-term strategies and infrastructure that are critical to sustaining the Penn Ave East Mixed Use District.

Some strategies to consider include: efforts to simplify and increase development through community zoning and land use, combating the parking and traffic congestion between I-295 & Minnesota Ave, and providing amenities and density to the neighborhood without neglecting the residents and local businesses that make Penn Ave East what it is today.



WORK

EMERGING OPPORTUNITIES

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Past

Thriving Downtown



Top Left: Penn Ave East circa 1940s
Top Right: L'Enfant Square circa 1945
Bottom Right: Engine Company No. 9 circa 1915

Grand Boulevard



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Town Square



MORTON'S



Present

Great Streets Small Business Grants

The Great Streets Small Business Grant is the hallmark grant opportunity for the Great Streets program. It has helped hundreds of small businesses renovate their storefronts to attract new customers and drive profitability. The initiative is currently only taking applications for Lower Georgia Avenue, but more information can be found on the dc.gov website.

Community-Based Non-Profit Organizations

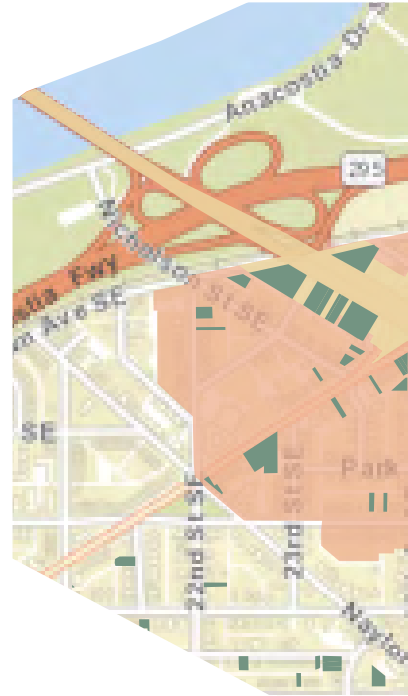
Community-based Non-Profit Organizations (CBOs) develop storefront façade improvement projects in low to moderate-income retail/commercial areas in the District of Columbia. CBOs provide qualified business and/or property owners with professional design and construction services, and they also provide construction grants to refurbish commercial storefronts. Façade improvement enhances the image and overall economic viability of DC neighborhoods.

To apply or receive more information, please contact: Anacostia Economic Development Corporation at (202) 889-5100.

DC Planning Small Area Plans

Initiatives across DC Departments listed in plans include:

1. Create a marketing plan for vacant and new retail spaces. Work with property owners to promote spaces to desired retailers and local business owners.
2. Expand the Commercial Façade Improvement Program to aid in the renovation of commercial properties along Pennsylvania Ave, SE.
3. Extend pre-development assistance at key on the corridor east of the Anacostia River.



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Opportunities for Businesses



Supermarket Tax Credit

Through the Supermarket Tax Exemption Act of 2000, the District waives certain taxes and fees to supermarkets that locate in specific neighborhoods. The incentive encourages investment in areas lacking access to groceries and fresh food.

Industrial Revenue Bond

The Industrial Revenue Bond program (IRB) provides access to tax-exempt financing to help businesses and non-profit organizations renovate and build new construction, make tenant improvements, and purchase capital by securing interest rates up 4% lower than a traditional commercial loan.

Qualified High Technology Companies.

The District of Columbia offers incentives to reduce the cost of doing business for high-tech companies. To qualify for incentives, businesses must be located in the District, employ at least two individuals, and derive a majority of revenue from qualifying high technology activities.

COMPTIA A+

NETWORK+

JEAN COOK
301 295 9973
JDC1200

Computer Repair

- Screen Replaces
- Virus Removal
- HDD Wiping
- Keyboard, mouse, webcam replacement
- Password Reset
- Boot-up issues
- Start-up issues



The H.O.P.E. Project

In 2009, Raymond Bell, a local resident, launched The H.O.P.E. Project, an information technology (IT)-based education and job training center for District residents. The organization is located in the Penn Branch Shopping Center, a central location in Ward 7 that is convenient to the majority of his students and the D.C. metro area jobs that await them.

The graduates of the H.O.P.E. project, empowered with a solid IT skill set, land top quality jobs all over the region- from downtown D.C. to as far away as Herdon and Baltimore. Along with the invaluable training that opens the door to employment, Mr. Bell Helps his students learn the life and personal finance skills to sustain their success beyond the classroom.

Mr. Bell noted that for many of his former students, the local neighborhoods often lacked the type of housing options for young professionals starting out in their careers, or who are later interested in first-time homeownership. These students have a strong sense of community and want to contribute to local growth; however, limited housing options often force these “local resources” to move elsewhere. Clearly, H.O.P.E. project graduates are the exact type of residents who are financially independent and would be attracted to a re-envisioned Penn Ave East area.



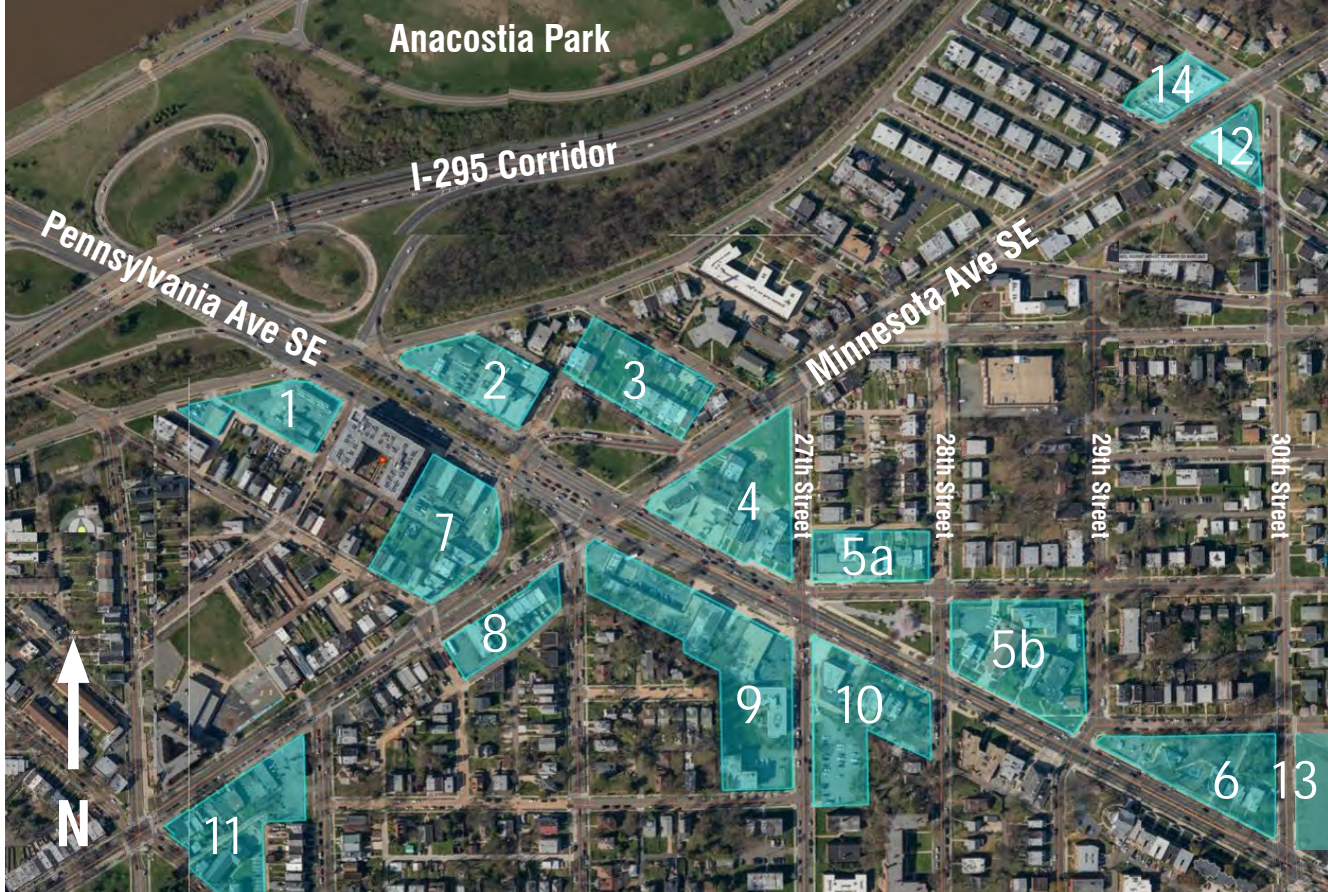
Thai Orchid's Kitchen

As a popular restaurant in the Penn Ave East corridor, Thai Orchid's Kitchen is deservedly a local "go-to" for delicious, authentic Thai cuisine. A 2010 robbery prompted the neighborhood to rally around this well-loved eatery, introducing an enduring era of a jam-packed restaurant, take out favorite and a first pick for catered gatherings.

As Penn Ave East is developed in the years to come, Thai Orchid's Kitchen is a prime partner to attract business to surrounding retail players. It has great potential to morph into a networking hub for D.C. professionals, and to expand its clientele to a younger, family focused generation.



Future



1. Sunoco Site & 2300 Block Penn Ave.
 - Residential over Retail
 - A Block from Anacostia Park
2. Morton's Site
 - Luxury Hotel over Retail
 - Preserve sign and façade
3. L'Enfant Row Site
 - Residential over Townhomes
 - Preserve Existing Townhouses
4. BP Site
 - Mixed-income Housing
 - Retail/Office along Penn Ave East
5. St. Xavier Sites
 - Potential Residential/Non-Profit
 - Potential Historic Preservation
6. 2910 Penn Ave East
 - Potential Residential/Non-Profit
7. **Post Office Site**
 - Residential Over Retail
 - Include Parking Garage Structure
8. Mario's Site
 - Residential w/ Corner Retail
9. Shell Site
 - Mixed-income Housing
 - Retail/Office along Penn Ave East
10. **DC Police Site**
 - Potential Residential/Non-Profit
11. Lee's Brunch Site
 - Potential Residential/Non-Profit
 - Retail along Minnesota Avenue
12. Earl's Auto Parts
 - Potential Residential/Non-profit
 - Retail along Minnesota Avenue
13. Penn Ave Baptist Church
 - Potential Residential/Non-profit
 - (see page 28)
14. 2902-2924 Minn Ave.
 - Residential Over Retail



PENNSylvania AVEnue **EAST of the River District**

No matter how you refer to the region: The Pennsylvania Avenue Corridor, “east of the river” or Penn Ave East—the heart of the neighborhood is L’Enfant (Twining) Square at the intersection of Pennsylvania and Minnesota Avenues. In conjunction with the previously outlined strategies of infill development and “smart growth,” Penn Ave East represents a singular opportunity to create a mixed-use, retail and housing district to complement the surrounding neighborhoods.

A Community Development Corporation (CDC) would be an ideal catalyst for eliciting

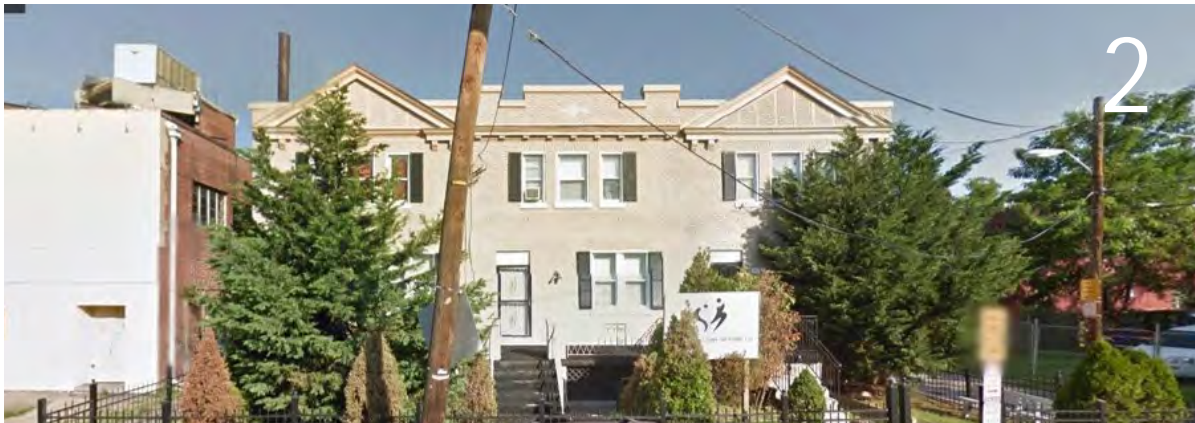
community involvement when working with public and private sectors on generating a balanced plan for the region. A “Penn Ave East Development Corporation” could sustain market fluctuations and drive long-term planning activities (such pre-development assistance, modifications to zoning, etc.), proffer negotiations with developers, infrastructure, and transportation officials to promote improvements and establish economic incentives such as Tax Increment Financing (TIF).

Sites with great development potential are identified on the opposite page.

Supporting Local Small Business & Attracting Institutional Investment

Long-term efforts toward the creation of a community-focused mixed-use district can be bolstered by incremental steps along the way. Two critical areas of focus are efforts to support the local business/non-profit community while improving the quality of the existing neighborhood one step at a time. Some suggestions include:

- **Property Improvements:** Provide funding/incentives to local businesses and landlords to improve the signage, facade and landscaping of commercial properties. Neighborhoods can set up Review Boards to assist in evaluating potential improvements based on the historic character of the neighborhood.
- **Promote Neighborhood Beautification:** Establish standards for both commercial and public space and protocol for engaging business owners and local municipalities
- **Get to know your small business and non-profit community:** Encourage the identification and creation of a stakeholder coalition to promote small and minority-owned businesses. Provide logistical support and engage owners in long-term economic development efforts.
- **Develop Contingency Plans:** As part of the development plan, create contingencies for the small business/non-profit community to address the physical plant and operational concerns of these valuable stakeholders. Ultimately, promote the businesses that reflect and support the local culture and exemplify the best of Penn Ave East. Find opportunities when and wherever possible for shared and sustained success.



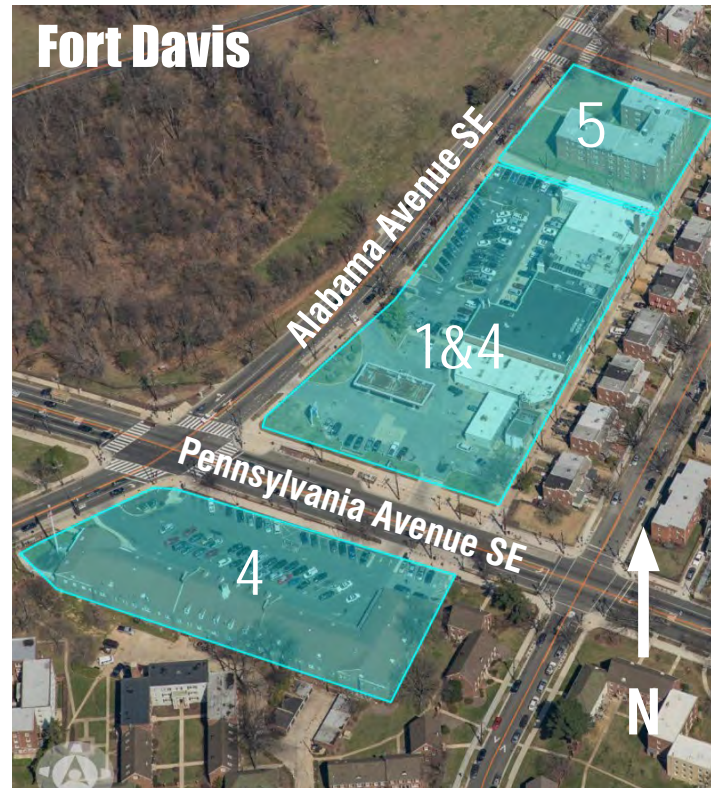
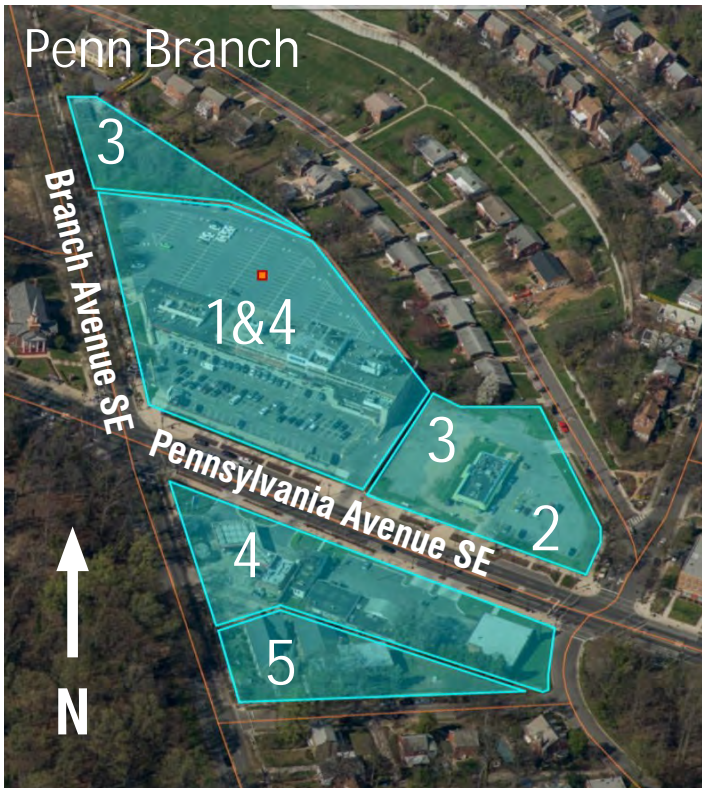
- 1. Earl Howard Studios, 2528 Pennsylvania Avenue, SE
- 2. Alternative Solutions for Youth, 1301 L'Enfant Square, SE
- 3. Woodland Tigers Youth Sports and Education Program, 533 Pennsylvania Avenue, SE

Neighborhood Centers The “Right Kind of Growth”

In contrast to, but equally important to the large-scale efforts to create a mixed-use district centered in L’Enfant (Twining) Square, is the focus on providing targeted growth to the small pockets of commercial property along the Pennsylvania Avenue corridor. Two locations of particular focus are the Penn Branch Shopping Center located at the intersection of Pennsylvania and Branch Avenues, as well as Fort Davis and Fairfax Village Shopping Centers at the intersection of Pennsylvania and Alabama Avenues, SE. These centers, along with immediately adjacent properties, represent the majority of commercially zoned property in an area dominated by single-family homes and garden style apartments. Focus should be centered on growth that caters to surrounding neighborhoods’ needs, while minimizing concerns over traffic congestion and parking availability.

Specific strategies include:

- Take advantage of sloping landscapes to increase density (height) without impacting surrounding neighborhoods on the hillside.
- Promote a community marketing plan for vacant and new retail space; and work with landlords and business owners to promote the services the community wants. Enlist Washington DC Economic Partnership and area developers to provide the market analysis.
- Work with landlords, such as Jair Lynch, as they begin the zoning and entitlements process to identify opportunities for shared benefit. Provide a conduit for substantive community engagement.
- 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).



1. Potential Future Tenants

- Commercial Kitchen (Union Kitchen)
- Share Office / Co-Working (WeWork)
- Healthcare / Out-patient clinic
- Anchor Grocery Store (365 by Whole Foods or Trader Joe's)
- National Chain Restaurant
- Senior Service center
- Coffee Shop/Bakery
- Local Government Services / Support
- Gym / Fitness / Yoga Studio

2. Pad Site for Restaurant

3. Areas Critical for Access / Buffering

4. Potential Residential Over Retail

5. Residential Over Church /Non-Profit



PLAY

EXTRAORDINARY NATURAL ASSETS
LOCATED IN THE HEART OF DC

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A scenic view of Anacostia Park. In the background, a concrete bridge with a metal railing spans across the scene, with a red car and a white car visible on it. Below the bridge, there are lush green trees with some autumn-colored leaves. In the foreground, three people are riding bicycles on a paved path. The person on the left is wearing a dark jacket and a helmet, riding a red bicycle. The person in the middle is wearing a dark jacket and a yellow helmet, riding a smaller bicycle. The person on the right is wearing a white jacket and a helmet, riding a bicycle with a brown bag. The path is bordered by a grassy area and a body of water in the background.

“Anacostia Park is a hidden gem.”
- Neighborhood Resident



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Past





Fortify the Greenway

Fort DuPont with the adjacent Forts Chaplin, Davis, and Stanton served an important historical purpose as a ring of forts around DC during the Civil War. The bluffs overlooking the Anacostia and Capitol Hill neighborhoods provided defensive positions for the District, and now provide a scenic backdrop to hiking, sports, community gardening, and a vibrant music pavilion. The park also hosts the District's only indoor ice skating facility (which was once the Washington Capital's practice site) and is now home to the Kids on Ice youth skating initiative. Improved access to the Penn Branch area's greenspaces and commercial hubs would open up an "urban trail" reaching south to the Smithsonian Anacostia Community Museum and west to the Anacostia Park. Community outreach and cross-branding of events would further cultivate the community's recreation. Fort DuPont can continue to lead a path for other communities such as Fort Totten to follow and become an integral part of the future community.

Some Gems of the Greenway Include:

1. Community Garden at Fort Dupont Park
2. Civil War Fort Battlements at Fort Davis
3. Francis A. Gregory Neighborhood & Park
4. Skyland Town Center, New Mixed-use Development
5. Historic Anacostia



Fort Dupont Ice Rink & Fort Dupont Ice Hockey Club

Located at the north end of Fort Dupont Park, the Fort Dupont Ice Rink (Friends of FDIA) was formed in 1996 in an effort to save the ice rink's pending closure by the National Parks Service.

The FDIA is celebrating its 20th anniversary as a staple in the Ward 7 community. Janet Rossi, the Business Office Manager, noted that no child who wants to learn to skate is turned away from the arena. For this reason, the Friends of FDIA created Kids On Ice[®] program to provide free figure skating, hockey and speed skating lessons.

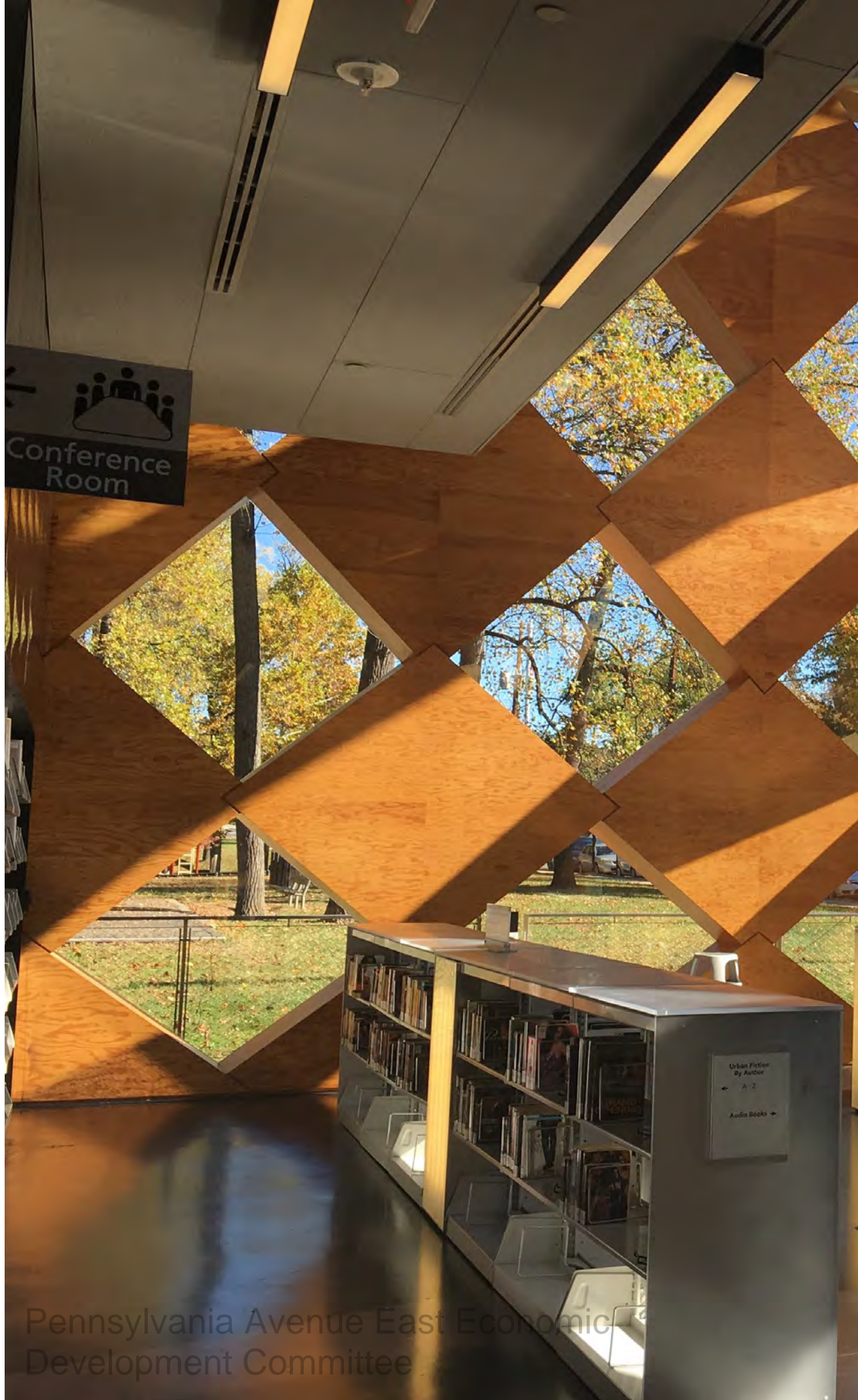
Ms. Rossi also noted that the rink is a big draw for other DC residents, such as those in Capitol Hill, into Ward 7 because of the fantastic programs. One such program is the Fort Dupont Ice Hockey Club. The Club was founded by Neal Henderson in 1978 as a developmental program that provides local and youth the opportunity to participate in organized hockey while instilling the values of discipline, self-esteem and a sense of purpose.

The Club is a member of the National Hockey League's (NHL) Hockey Is For Everyone (HIFE) Program, and is the oldest minority hockey program in the country. The color black in the Club's logo represents the black soldiers who defended Fort Dupont during the Civil War.


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Present



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The Francis A. Gregory Library

The Francis A. Gregory library was designed by world renowned architect David Adjaye, architect of the recently opened National Museum of African-American History and Culture. The building design pioneered the concept of libraries as community centers. The project, whose development was managed by Jair Lynch Real Estate Partners, the owners of the Penn Branch Shopping Center, brings iconic architecture to the Fort Davis and Fairfax Village neighborhoods. The library has also achieved LEED® (Leadership in Energy and Environmental Design) Silver certification.

Opened in 2012 as a replacement for an older facility that had been built in the 1960's, the light-filled library provides resources, events, and community gathering spaces. The contemporary design of the library is intended to encourage social interaction; and its ample meeting spaces frequently host community groups and events. Activities hosted by the library include after school programs, book clubs, meditation workshops, and story times for children.



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WOODLAND



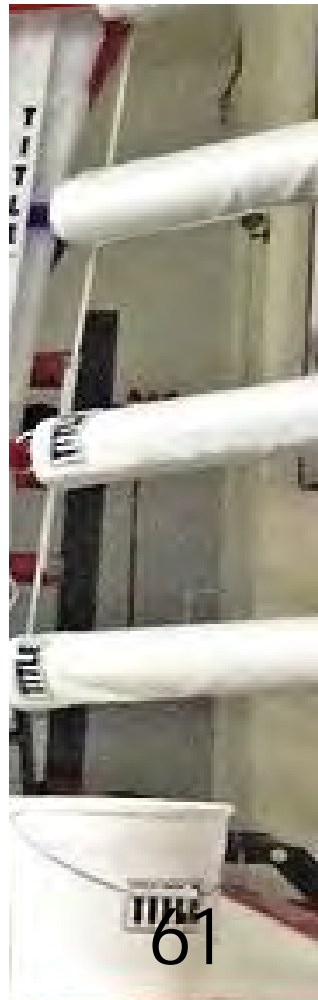
Woodland Tigers

In operation since 1989, the Woodland Tigers Youth Sports and Educational Program exists to provide academic and athletic programming to hundreds of at-risk youth in the District of Columbia. Woodlands strives to provide local youth with a safe haven, and an opportunity to experience extracurricular activities such as culinary arts, music, boxing, and dance. The program, founded and run by Steve and Franceris Zanders, operates out of the Highland Theatre Building at 2523 Pennsylvania Avenue, SE.

Franceris, a 27-year resident, has seen a lot of changes to area neighborhoods, including increased diversity melding well with the tight-knit community. The Zanders' program is growing strong; and it collaborates with other area programs, such as the DC Dream Center located at 2909 Pennsylvania Ave SE, as well as DC Public Schools, such as the neighboring Randle Highlands Elementary. Franceris noted that the local non-profit community needs support for securing grants, and opportunities to better improve the quality of life and opportunities for local youth. Ms. Zanders welcomes the opportunities of economic development and notes that investors can play an important role in supporting the community's evolution, as well as attracting amenities, such as grocery store and name-brand restaurants. She also noted that the parking and traffic congestion around L'Enfant (Twining) Square is already a great concern, so it needs to be considered as community plans unfold.

Woodlands represents an incredible complement to local churches' early childhood education programs and the DCPS schools' offerings by providing low-cost, after school, weekend, and summer activities for youth, which would otherwise not be available without this invaluable community resource.

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Washington Nationals Youth Baseball Academy

The Washington Nationals Youth Baseball Academy (Academy) is an organization dedicated to using baseball and softball as vehicles to foster positive character development, academic achievement, and improved health among youth in under-served communities in Washington, D.C. Operating out of a state-of-the-art, nine-acre education and recreation campus in Ward 7's Fort Dupont Park, the Academy offers an enduring environment for children to receive high quality, holistic youth development programming, imbued by meaningful relationships with caring adults.

The facility at the Academy features an 18,000 sq. ft. education center complete with six classrooms, a full teaching kitchen, and multi-purpose training/education space. Academy grounds also include three baseball/softball diamonds and a teaching garden, named the "Field of Greens," which includes 1,000 sq. ft. of in-ground rows and 12 raised beds, offering up fresh produce. The Academy stays busy throughout the year, hosting over 950 community games and events for more than 7,000 participants, college age and younger, in 2015.

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**WASHINGTON NATIONALS
YOUTH BASEBALL ACADEMY**

3675 ELY PLACE



Parks and Amenities



Park






Seeing Green

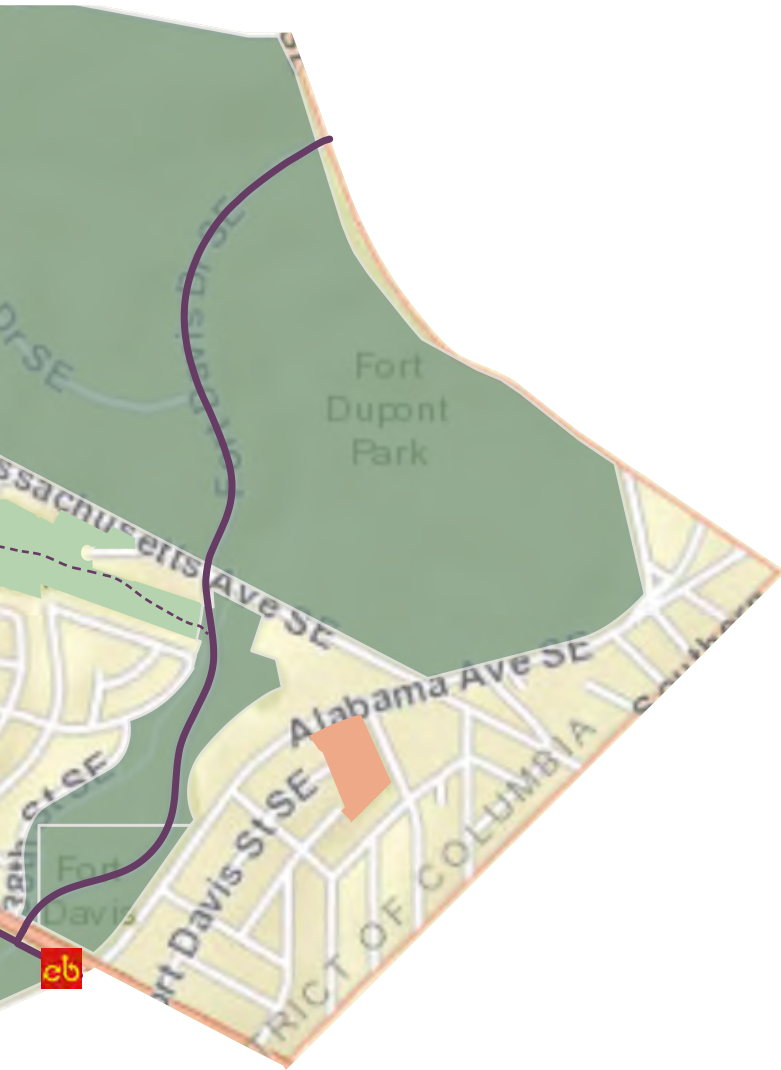
The Pennsylvania Avenue SE neighborhoods offer an incredible variety of green space, parks and recreational facilities. Some of these include:

- Fort Chaplin Park
- Fort Davis Park
- Fort Stanton Park
- Smithsonian Community Museum
- Benning Stoddert Recreation Center
- Alger Park
- Fort Battery Ricketts
- Avalon Playground
- Fort Dupont Park
- Anacostia Park
- Fort Circle Park
- 9/11 Memorial Park



US Park

-  Bike Share
-  Existing Bike Path
-  Potential Bike Path



Rec Center

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Twelve Fun Things **You Can Do** Here...

1. Go to the park
2. Ice skate
3. Go on a run
4. Walk your dog
5. **Do some gardening**
6. Learn to box
7. Play some hockey
8. **Play flag football**
9. Watch the birds
10. Attend a concert
11. **Go fishing**
12. Go swimming

Future



Connection Concepts

1. Move I-295 underground to reconnect the Penn Ave East District to the Anacostia Park to create a true waterfront District.
2. Enhance existing pedestrian and vehicular access to Anacostia Park through community way-finding and signage, along Pennsylvania Avenue.
3. Enhance the beauty of the John Philip Sousa Bridge through lighting, artwork and other strategies befitting one of the greatest streets in America.
4. Limit the intrusion of exits and on-ramps that add congestion and create accidents along Pennsylvania Avenue.
5. Limit turning traffic at the intersection of Minnesota Avenue to minimize congestion.
6. Move bus stops off road and/or further up Pennsylvania Avenue to minimize congestion at intersections.
7. Create a civic plaza space at L'Enfant (Twining) Square on par with the other square and circles that typify the fabric of Washington D.C.
8. Add a Metro stop along Pennsylvania Avenue.

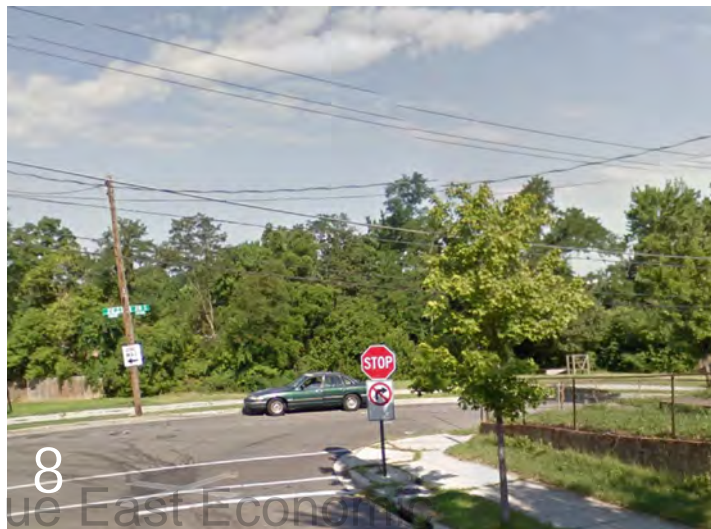
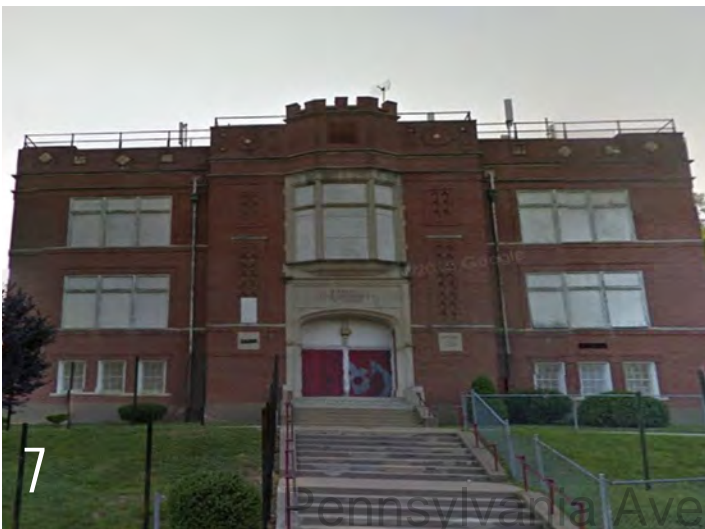


Connect Anacostia Park to Pennsylvania Avenue Gateway

Before the construction of the I-295 corridor, 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. One proposal, which was laid out in the Middle Anacostia River Crossings Transportation Study, would relocate I-295 so that it passes underneath and not above Pennsylvania Avenue. Doing so would remove obstructive barriers on one of the greatest streets in America and provide the Penn Ave East District with direct visual and physical access to the park and riverfront.

Other transportation proposals focus on limiting congestion in the three to four blocks between Fairlawn Ave. and 28th Street SE by limiting turning traffic and moving bus stops off-street. Investment can also be put into Bus Rapid Transit and other systems that limit the use of cars along Pennsylvania Avenue. Finally, transforming L'Enfant Square into a pedestrian-friendly plaza surrounded by retail, hotels, and restaurants would help to create a public space focused on the built environment and not just a place to pass through.



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Community Development

Between L'Enfant (Twining) Square and Fort Davis/Fairfax Village, siting atop the ridge are the neighborhoods of Randle Highlands, Westover View and Penn Branch. These neighborhoods are predominately single-family homes punctuated by churches, schools, non-profits and community services. The focus in these neighborhoods would be to promote and enhance these community assets while preserving the quality and character of the surrounding neighborhoods.

Vacant properties in these neighborhoods would be perfect opportunities for parks and playgrounds. The Old Randle Highlands school can serve as a community center and after school program that works in concert with groups like the Dream Center and Woodland Tigers. The Penn Branch Shopping Center can provide a destination for residents, whether shopping at a farmer's market on a Saturday, grabbing a cup of coffee with a friend, or scheduling a doctor's appointment. The churches and mosque, along with the ANC provide a focal point for community activism and outreach. The future focus in these neighborhoods should be to promote and support collaboration and outreach to serve all area residents regardless of age and economic status.

Development Ideas:

1. Penn Branch Shopping Center – Future location for Farmer's Market
2. Penn Branch Shopping Center – A neighborhood hub to grab some food or a cup of coffee with a friend
 - *Medical office and public services in office space on 1st and 3rd floors*
3. Ryland Epworth United Methodist & ANC Neighborhood Commission
 - *Town Hall & Village Green over Retail at Street level*
4. Future "Hillview Park" – A place to stay active and enjoy the view
 - *Future location for Nature Park built-into hillside with commanding views of the Capitol*
5. Mosque No. 4, 3160 Pennsylvania Avenue, SE
6. Pennsylvania Avenue Baptist Church, 3000 Pennsylvania Avenue, SE
7. Historic Randle Highlands School Building
 - *DCPS has planned to house a media center, resource room, computer lab, various reading rooms, administrative offices, learning centers, after-school programs and head start programs*
8. Future Location of a new Park, 1715-1717 28th Place SE
9. DC Dream Center / "South East White House" – 2909 Pennsylvania Ave. SE
 - *Mentoring and tutoring to personal development and legal assistance*
10. St. Francis Catholic Church & Southeast Family Center
 - *Focuses on keeping families in their homes and working to find employment or other forms of assistance to treat long-term challenges*
11. Engine Company No. 9 – Historic Structure & Active DC Fire & EMS Station



Penn Ave East



Pennsylvania Avenue East Economic
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Special Thanks

The Johns Hopkins Carey Business School CityLab team would like to thank the Pennsylvania Avenue Economic Development Committee for their guidance as we developed this document. Due to their expertise, kindness, and insight, this document represents the attributes of this beautiful community and the well-deserved pride of its residents.

Pennsylvania Avenue East Economic Development Committee

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Members

Viveca Miller - Member, Penn Branch Citizens Civic Association

Jimmie Williams - President, Penn Branch Citizens Civic Association

Kristina Giannotta - Member, Penn Branch Citizens Civic Association

Earl Williams - President, DC Federation of Citizens Associations

Kyle Boyd - Fort Dupont Park Resident

Karen Lee Williams - President, Hillcrest Community Civic Association

Joyce Smith - Dupont Park Resident

Robert Primus - Fort Dupont Park Resident

Jacquelyn Cannon - Correspondence Secretary, Penn Branch Citizens Civic Association

Roy Ward - Vice President, Penn Branch Citizens Civic Association

Abraham Helal - President-Elect, DC Rotary Club

Irv Kelley - Member, Penn Branch Citizens Civic Association

Additional Thanks

We also thank the following individuals who we interviewed:

Raymond Bell - The H.O.P.E. Project

Andy Ferlo, Washington Nationals Youth Baseball Academy

Susan Hormuth

Frank Muhammad, Mosque No. 4

Melissa Newberry, Friends of Dupont Ice Rink

Janet Rossi, Ft. Dupont Park Ice Rink

Steve & Franceris Zanders - Woodland Tigers Youth Sports and Education Program

Finally, we are truly grateful to our professor, Dr. Richard Milter, and David Wilk, Johns Hopkins faculty for their coaching and encouragement while we tackled this rewarding project.

Resources

Sources

[Ward 7 Heritage Guide](#)

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[ESRI](#)

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[DDOT, Middle Anacostia River Crossings Transportation Study](#)

[National Parks Service](#)

[City of Mississauga, Shaping our Brand](#)

[Johns Hopkins CityLab Summer Class 2016, “Penn Branch Urban Village - A Vision for a Community of the Move”](#)

Photo Credits

[National Archives](#)

[Washington Metro Area Transit Authority](#)

[National Parks Services](#)

[Smithsonian National Museum of American History](#)

[Groundwork Anacostia](#)

[National Committee on Segregation in the Nation’s Capital](#)

Private Collections

Theodor Horydczak

John Mueller

Mildred Keen

Casey Frazier

Amanda D’Luhy

EVACUATION ROUTE

Pennsylvania

Ave
Se



3000

7E052

VO
Statehood
YES
StatehoodYes.org

AV
CC III

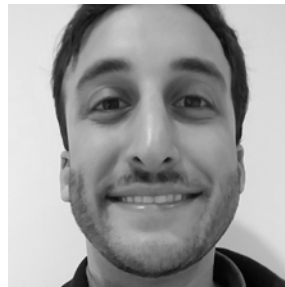
Johns Hopkins CityLab



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Richard Carder
Learning and evaluation
in philanthropy



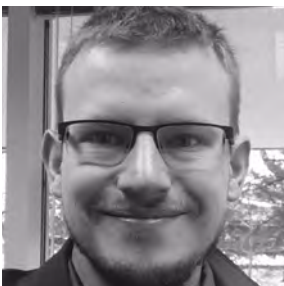
Arya Tavakoli
A helping hand in
commercial food
service, supply, and
development



Amanda D'Luhy
Communicating and
marketing the value of
design



Melissa Temkin
Empowering healthcare
providers to serve the
elderly



Casey Frazier, AIA
Dedicated to commercial
real estate investment
and development
with a dual vision of
placemaking and value
creation



Charles Swain
Community resiliency
and transportation

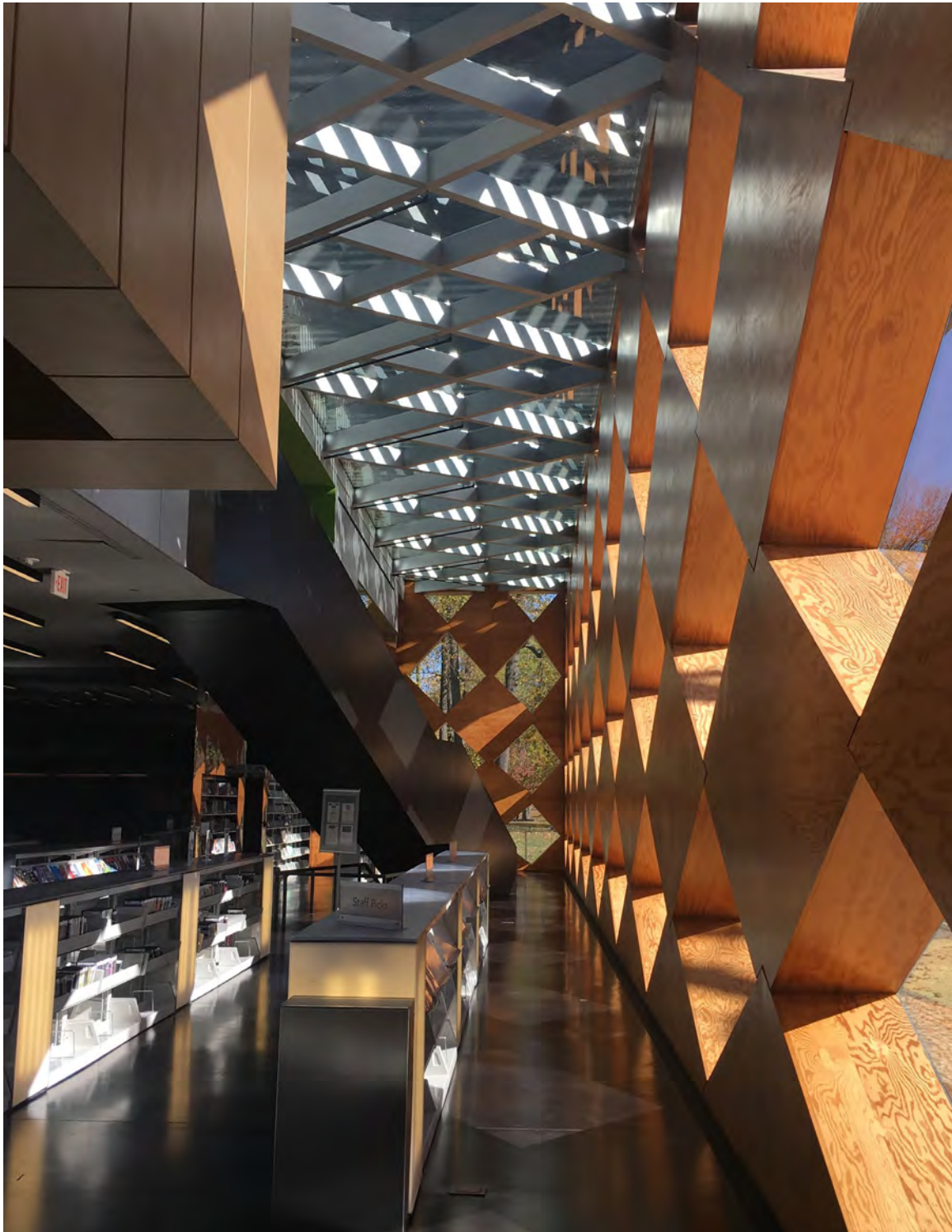
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RETAIL SPACE AVAILABLE

STAIRWAY

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