

Appendix A

Economic Development Recommendations Specific to ANC2F

1. Tax Policy: First, recommend to Councilman Jack Evans' office that further and temporary (2-3 years) property tax relief in the city's previously identified Neighborhood Investment Fund areas is advisable to help sustain small business and employment through the economic downturn. The Committee suggests that, as with prior relief, the measure should be targeted to the first \$3 million of assessed value to ensure the measure is targeted to small business, and there should be a measurable decrease in the assessment rate for the next 2-3 years.

Second, ANC2F should request the city's CFO, Office of Planning, and Deputy Mayor for Planning and Economic Development study creative tax policies to determine whether there could be specific tax policies instituted to support arts uses and arts districts. This tax policy could be directed to the Preferred Arts Use List now being developed in the zoning process, as amended by the zoning recommendations made in Part 1 of this report.

2. Neighborhood Investment Fund: Pending in the FY10 budget is approximately \$835,000 for the Logan NIF. ANC2F should call upon city officials to ensure that the NIF categories for funding in FY10 and beyond are sufficiently flexible with respect to economic development that the neighborhood can take advantage of the money to develop the arts district. Once the funding categories are broadened to specifically include economic development, the ANCs can further consider how to encourage specific projects. In addition, the ANCs should also remain current on the NIF requests for proposal to be issued by the Deputy Mayor for Planning and Economic Development in the October-November time frame. Once the rules are public, the neighborhood should work to ensure that NIF grants can be obtained by a qualified group or groups in support of the commercial corridor to the extent allowed under the rules.²⁰

3. Uses of the NIF: The Committee recommends that to support the Arts Overlay district, ANC2F work with neighborhood organizations to seek to use the available funding on the following projects, in descending priority: (1) financial support for the Mid-City Business Association in support of retail activities in the Uptown Arts District, including a pilot Hospitality Business Orientation program; (2) visual branding/visual identity of neighborhood including, for example, banners; (3) planning for development of an ongoing arts event to help develop the neighborhood's "brand" as an arts location; (4) development of the Circulator routes to better support the community and alleviate pressures on parking; (5)

²⁰ At its September 2, 2009 meeting, the ANC2F adopted this recommendation, and on September 11, 2009, sent a letter to the Deputy Mayor recommending revision of the funding categories.

planning for expanded street vending to focus on dead zones; (6) improving the use of vacant windows. ANC2F is supposed to have an opportunity to sign off on grants before the DMPED announces them, and ANC2F should insist that it have the opportunity to review these grants prior to DMPED's announcement to ensure consistency with these priorities.

4. Streetscape: ANC2F should adopt an immediate resolution addressed to the City Council and to DDOT supporting the 14th Street streetscape project, calling for funding of the project as soon as possible. Request that the city consider providing matching funds in order to get the project initiated in FY11, and failing that, to do so for FY12. In addition, the ANC2F resolution should request that the engineering design now beginning remain as true to the award-winning design concept as possible.

5. Parking: The ANC2F should call upon DDOT to do the following: (a) DDOT should perform a 14th Street parking study called for in the city's Comprehensive Plan.²¹ and (b) DDOT should install the new credit-card meters either as part of the streetscape project (in the case of U Street) or in advance of the 14th Street streetscape project. Adjusting the pricing of parking and the time of day could benefit neighborhood retailers whose customers may need short-term parking.

6. Industrial Revenue Bonds: With the upcoming census, it is unclear whether the 14th and U Street area, now mostly designated as an Enterprise Zone, will continue with that designation, due to differences in poverty rates in the area from a decade ago. If the designation is lost, private enterprise will no longer be eligible for loans supported by IRBs. Even if private enterprise cannot take advantage of IRB-sourced borrowing, city-based 501(c)(3) organizations can do so even if the corridor loses its Enterprise Zone status. To the extent a section 501(c)(3) entities is formed or identified to promote an arts district (per the recommendation below), ANC2F should recommend to that entity to further explore the parameters of the IRB program. Participation in the program would mean that the non-profit entity sees an opportunity to acquire or renovate real property. An example of such future development is the public property now operated between S & T and 13th and 14th Streets NW.

7. Commission on Arts and Humanities: ANC2F acting itself, through a committee, or pursuant to a new 501(c)(3) organization discussed below, work with the Commission to integrate the Uptown Arts District into the Commission's strategic plan. To the extent a new 501(c)(3) is created, consider launching a street arts festival and/or other cultural events to establish and brand the neighborhood as an arts district, and consider whether to apply for a grants for a public arts project in FY11.

²¹ Action NNW-2.3.B: 14th Street Parking Study, The Comprehensive Plan for the National Capitol: District Elements.

8. Retail Action Strategy and Creative Action Agenda (Office of Planning): The ANC should monitor the release of these planning documents (expected in fall of 2009) and pursue how to use them in support of arts and retail in our neighborhood. In particular, finding additional funding toward branding the neighborhood and highlighting the arts presence here is a top priority.

9. Artist Live/Work: In addition to the zoning recommendations made in Part 1 of this report, ANC2F should work with developers to create live/work options for artists in new developments, and should further work with the Cultural Development Corp. to ensure that such projects developed are well-designed and will enhance the arts district.

10. Heritage Trails: The Cultural Tourism DC is in the final process of selecting projects for its remaining trails. While U Street has a completed trail, the 14th Street area in Logan does not have a trail and is not currently on the list to receive one. The Logan Circle Community Association is interested in leading this activity, and volunteers are in the process of contacting Cultural Tourism DC for more information relative to forming a design committee. Longer term, Cultural Tourism DC is considering how it might work to define “cultural corridors” that overlay the Heritage Trails, and ANC2F should pursue this longer term strategy with Cultural Tourism DC, since it appears to align well with the community’s goals for an arts district.

10. Reeves Center: ANC2F should recommend to the Office of Planning that this city-owned building should house an arts component. While not in the ANC2F district, the Reeves Center is one of the more important buildings in the Uptown Arts Overlay, and currently lacks a relationship to the arts district around it. Adding an arts component would further the overall advancement of the arts district, including the area represented by ANC2F.

11. Central Union Mission project: ANC2F should recommend to Councilman Jack Evans and Attorney General Peter Nickles that the city resolve the lawsuit that is currently stalling the development of this important site on 14th Street. As the ANC is well aware, this development project has been stalled repeatedly leaving a large “dead zone” on the east side of 14th between Corcoran and R Streets. In the latest development, a lawsuit filed by the ACLU concerning a constitutional question about the city’s ability to support an organization that has a religious purpose has stopped the project’s forward momentum. The city needs to resolve the lawsuit and allow the creation of a new facility serving homeless individuals, thereby allowing development on the site to proceed. The Committee views redevelopment of this site as critical to the success of retail and arts in the Arts Overlay District.

11. Verizon building at 14th and R Streets: This site of a Verizon central office facility, at the corner of 14th Street and R Streets, is presently a retail “dead zone”. The building is partially bricked in on the first floor. As a corner location, it

is a critical site for the future of a successful retail corridor. The ANC2F should request that the Office of Planning and the Deputy Mayor for Planning and Economic Development and Committee hold a meeting with Verizon officials to discuss whether there are opportunities to utilize the space inside and outside the building, in a different way and for first floor retail use.

12. City-owned property: In the Office of Planning's final reports on the Logan NIF areas, there is an appendix listing all publicly owned properties. ANC2F should ask the Deputy Mayor for Planning and Economic Development, the Office of Planning and the Zoning Commission that future development of these publicly owned properties should be targeted to arts and/or artist live/work space, as appropriate.

13. New neighborhood-based economic development organization: ANC2F should consider whether existing non-profit organizations in the neighborhood are sufficient to support ongoing and coordinated economic development activity including, but not limited to, the development of an economic development strategy for the Uptown Arts District, acting as a grants recipient (e.g., for economic development and branding activity), and promoting and cultivating the continued growth and success of the Uptown Arts District. Throughout the recommendations, the Committee has referred to the need of non-profit organizations to carry out the work of building a strong and vibrant arts district. In part, this is driven by city regulations, such as entities eligible to receive economic development grants. In addition, the Committee found in its review that many successful arts districts around the country are supported by this type of non-profit entity, normally a "501(c)(3)". Importantly, these entities do not compete for arts funding with arts institutions, but act as a promotion and development vehicle for the district. In the Committee's view, a similar institution (or institutions) is needed to foster and promote the Uptown Arts District.