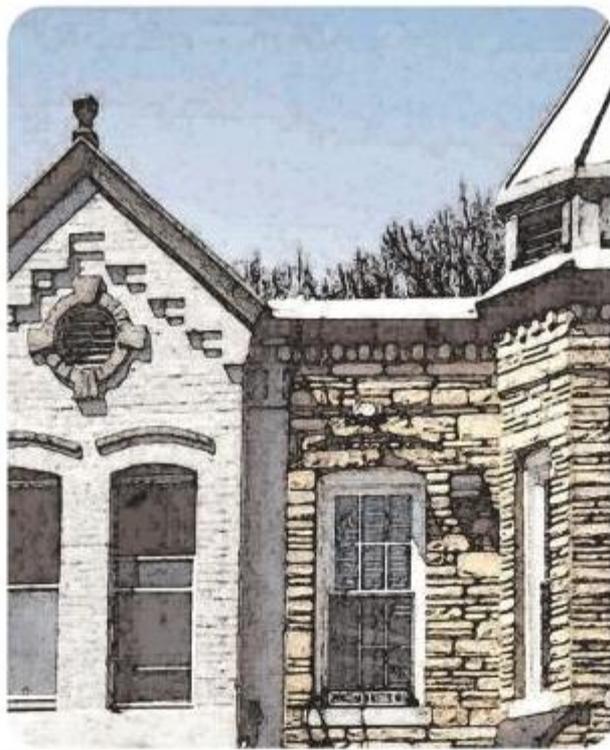


H STREET NE



Background

- Founding Board Member
- Former Business Owner
- Past Chair of H Street Merchants & Professionals Association



Why?



→ 12

→ 12A



Merchants Association

- Dormant since 2002
 - Considering reviving it
 - 501(c)6 organization
 - Governed by a Board
 - Festival, Clean & Safety Committees
 - Focused on Holiday Advertising
- Dues
 - \$50, annually, for retail stores
 - \$100, annually, for national corporations & professionals



Main Street

- Created in 2002
 - Sponsored by the Merchants Association
 - 501(c)3 organization linked to DC Main Streets and National Main Street Center
 - Governed by Board with several committees
 - Volunteers include residents AND businesses



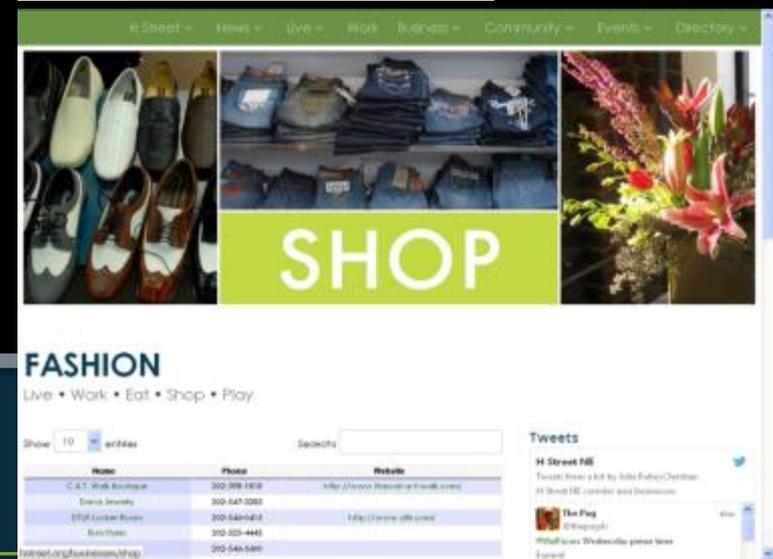
Funding

- Annual grant from DC Government
 - \$525,000
 - Was \$70,000 in 2012
- Possible additional funds
 - \$495,000 from DC to repair public space
 - \$185,000 to expand the summer youth jobs program to all Main Street districts
- \$3 million
 - TIF funding to pay for storefront improvements and counseling
 - Administered by DC Government
- \$300,000 funds raised privately
 - Sponsorships
 - General donations



Marketing Successes

- H Street Festival
- Art All Night
- DC Fashion Week Pop-Up
- Farmers' Market
- Branded as a “hip” district
- Print ads
- Website
- Mobile App
- Working On Free WiFi
- GAMSA Recipient



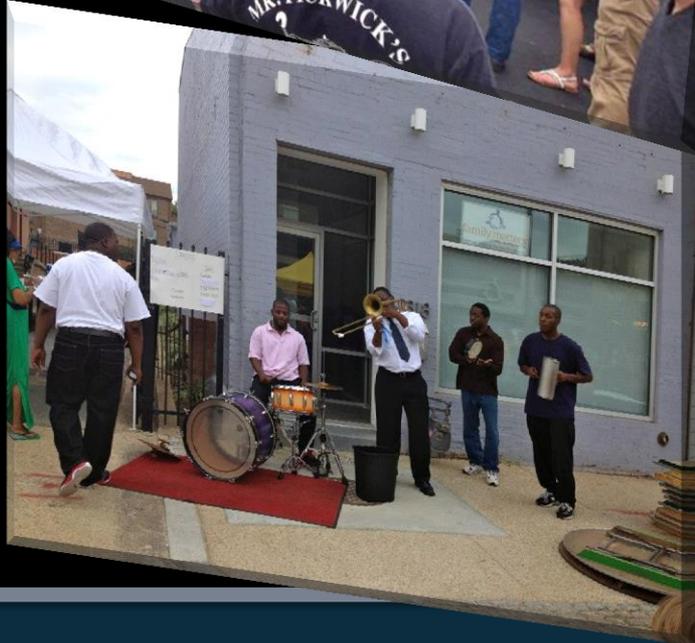
H Street Festival

- Early branding tool
- Attracted 100,000 people last year
- Generates \$80,000 in net revenues
- Inherited from the Merchants Association



H Street Festival





H Street Festival



H Street Festival





AMARU

AMARU







GUITAR PEDDON
BALTIMORE I SOCIETY





Planning



"The Hub"

Bustling regional center of major transportation modes. Downtown-East End employment and thriving national retailers/restaurants with H Street addresses.

"Urban Living" (Western Gateway)

Architecturally-distinctive, 5 to 8 story residential buildings for a mixed income community that highly values being within walking distance of transit, quality goods and services and work opportunities.

"The Shops" (Central Retail District)

Inviting and unique neighborhood goods and services in an mix of successfully preserved existing buildings and sensitively-infilled, new buildings.

"Arts & Entertainment District"

Eclectic restaurants, cafes, bookstores, galleries, artist workshops, boutiques, live music, etc centered around the successful H Street Playhouse and The Atlas Performing Arts Center.

"Arboretum Place"

Vibrant mixed-income residential and regional retail development beyond more pedestrian-friendly crossings at the "spider" streets.



Illustrative Site Plan

"The Hub"

- 2 - 3 million square feet of Class A office
- Multimodal transit center
- 3000-4000 parking spaces
- Potential hotel uses
- Dynamic public realm at along bridge and at bold H Street entrances

"Urban Living" (Western Gateway)

- 500 - 600 units of mixed income housing
- 5,000 - 10,000 square feet of retail
- 100,000 square feet of Class B office space for local professionals
- "Gateway" streetscape treatment and public art at 3rd and H Street

"Central Retail District"

- 120,000 - 200,000 square feet of retail
- 100 units of mixed income housing
- 50,000 square feet of Class B office space for local professionals or organizations
- Distinctive streetscape treatment and public art at 8th and H Street neighborhood transit center
- Coordinated technical assistance to existing businesses

"Arts & Entertainment District"

- 15,000 - 40,000 square feet of retail
- 100 units of mixed income housing
- 50,000 square feet of Class B office space for local professionals and arts related groups
- New library building at 13th and H Street
- Public art at both 13th Street and Maryland Avenue

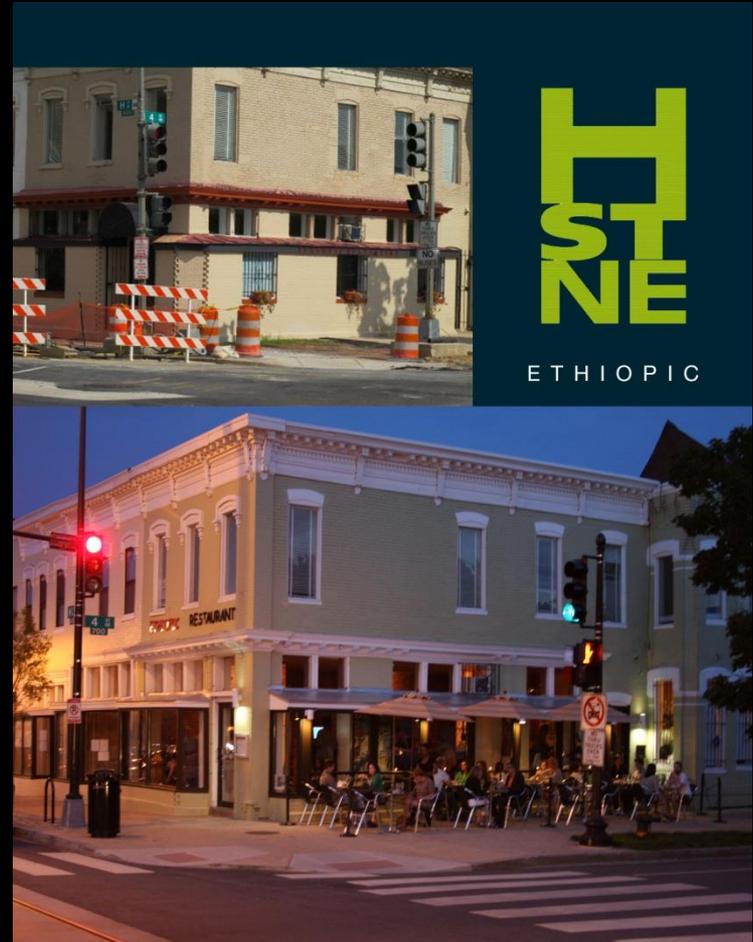
"Arboretum Place"

- Retail with mixed income housing on Old Sears Site
- Redevelopment of Hechinger Mall site with a mix of uses (long term)
- Pedestrian-friendly intersections
- Maryland Avenue as a prominent axial corridor between the National Arboretum and the US Capitol



Supporting Businesses

- Events
 - H Street Festival is better than day after Thanksgiving
- In-store counseling
 - Someone is in every store once a week
- Access to grants
- Advertisements
- Pop -ups



**H
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ETHIOPIC



Supporting Businesses



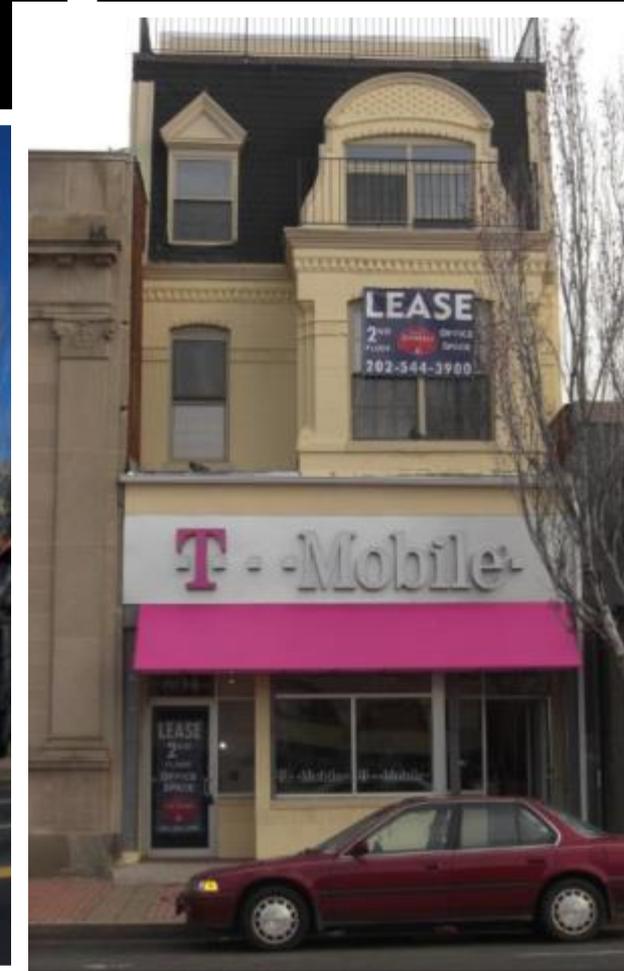
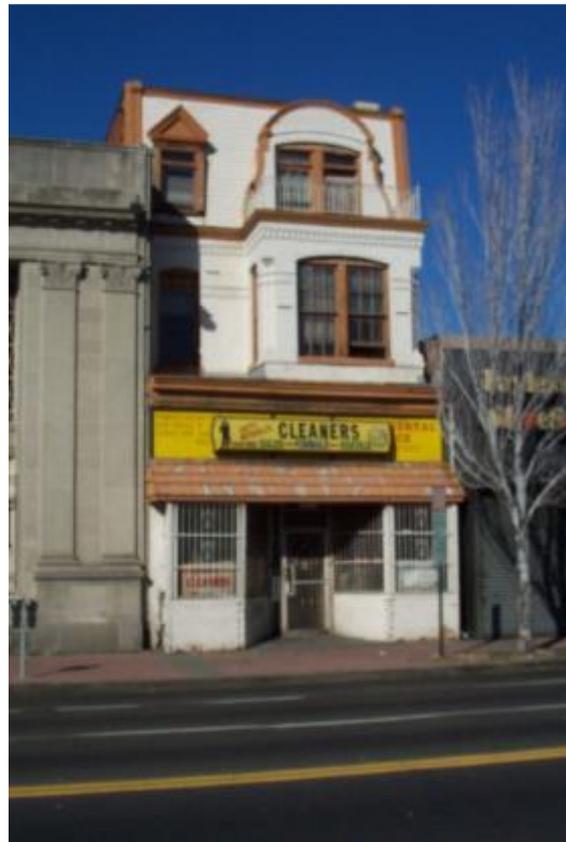
Storefront Improvements



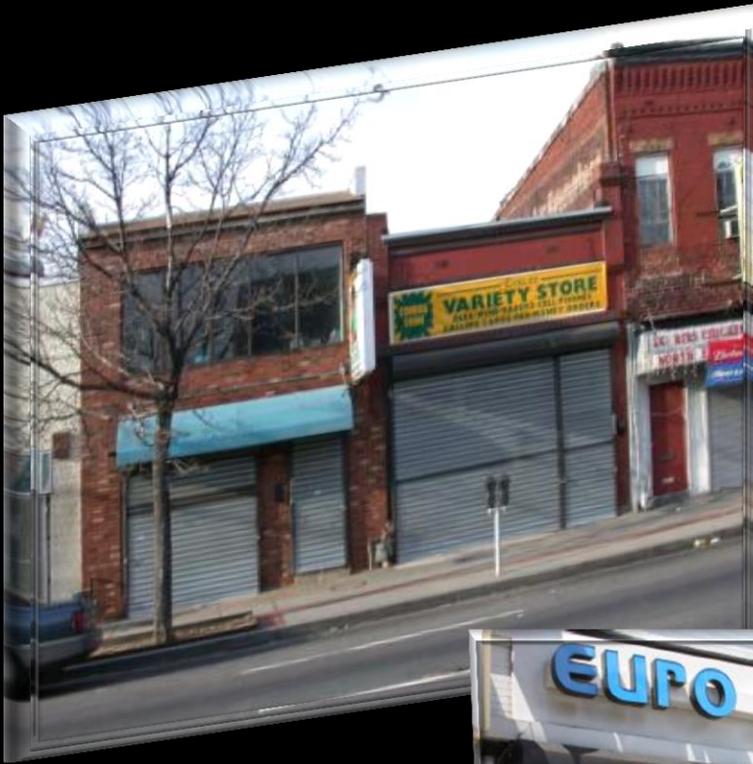
Storefront Improvements



Storefront Improvements



Storefront Improvements

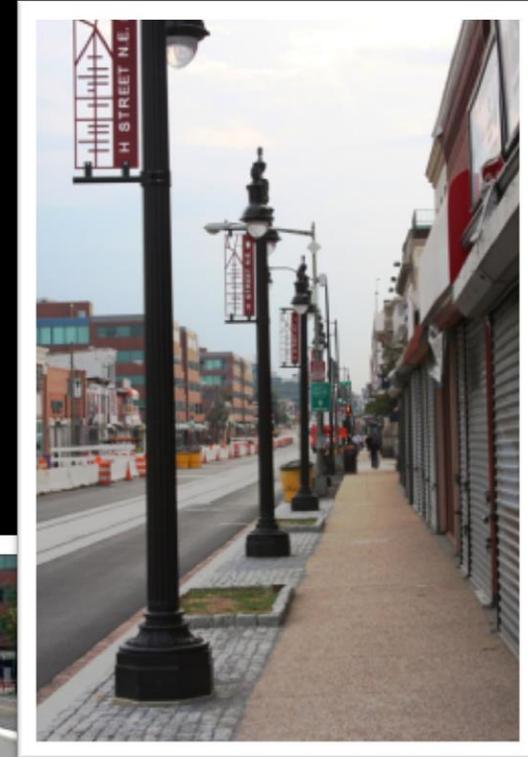


Storefront Improvements



Public Realm

- Clean Teams
 - Funded by DC grant
- Transit improvements
- Streetscape improvements



Public Realm



Public Realm



Economic Development



Economic Development



TOOLS

- H Street NE Retail Priority Area Great Street Grants – \$5 million annually
- H Street Main Street Technical Assistance
- Zoning changes to allow full building use
- “THRIVE: Storefront Guidelines” for successful business operations
- Housing & festivals



PARCELS

54 + **232** = **286**
Vacant Occupied Total
8.72 ac 29.94 ac 38.66 ac

STOREFRONTS

29% + **71%** = **100%**
Vacant Occupied Total
126,729 sf 369,107 sf 495,836 sf

UPPER FLOORS

33% + **77%** = **100%**
Vacant Occupied Total
159,166 sf 532,681 sf 691,847 sf



Measuring the problem (2002)

OUTCOMES

- 286 new businesses
- Over 2600 new jobs
- Two supermarkets
- 2500-3500 new housing units
- Office: 3 million sf
- Hotel: 500 keys
- Retail vacant: **10%**
- Development pipeline: **\$7.8 billion**



CONTACT



Anwar Saleem
Executive Director
H Street Main Street
202.439.0470
anwar.saleem@hstreet.org
www.hstreet.org

