

WARD 4

BARNABY WOODS BRIGHTWOOD CRESTWOOD
INVESTMENT 16TH STREET HEIGHTS PETWORTH
BRIGHTWOOD PARK CHEVY CHASE MANOR PARK
LAMOND-RIGGS INNOVATION COLONIAL VILLAGE
NORTH PORTAL ESTATES SHEPHERD PARK TAKOMA
FORT TOTTEN HAWTHORNE REVITALIZATION

WARD

4

From its tree-lined residential streets to its vibrant shopping areas, Ward 4 is like no other area of the District.



Ward 4's diverse neighborhoods are filled with new mixed-use developments, open storefronts in developing pedestrian streetscapes, and historic areas of single family homes.

The District's ongoing commitment to this Ward makes now an ideal time to invest in this area. Georgia Avenue's streetscape will be transformed as a part of the Great Streets Initiative. The Hattie Holmes Senior Wellness Center on Kennedy Street and the Petworth and Emory Recreation Centers expand resources available to residents of all ages. The recently opened Brightwood Heritage Trail will bring visitors to walk around neighborhoods rich with Civil War history.





Revitalization

Ward 4 has enormous potential for new developments. Even with over \$670 million committed to the neighborhoods in the next few years, there is still a great deal of underutilized space waiting to be developed to suit our changing neighborhoods.

Due to the influx of residents and business owners into Ward 4, there is a high demand for new development of residential and retail spaces. Public investments and development plans will focus on pedestrian-friendly streetscapes and community centers—ideal for mixed-use development projects that centralize living, dining and shopping for residents.

Innovation

As a community in the midst of renewal, Ward 4 holds a vast amount of potential for retail growth. High home-ownership rates, combined with new residential development, present significant buying power on top of a retail demand that has yet to be matched.

Retail opportunities in Ward 4 are as diverse as its residents. Busier neighborhoods like Fort Totten and Petworth, with convenient Metrorail access, present opportunities for national chains and big name stores, while corridors like Brightwood and Kennedy Street offer small, unique business owners a community that will support them. Opportunities for retail infill abound as Ward 4 continues to develop and residents desire higher quality goods and services in their neighborhoods.

Streetscapes that are currently under development will create an ideal setting for retail investment, enticing the tens of thousands of commuters who travel through Ward 4 every day to stop and experience all that the area has to offer.

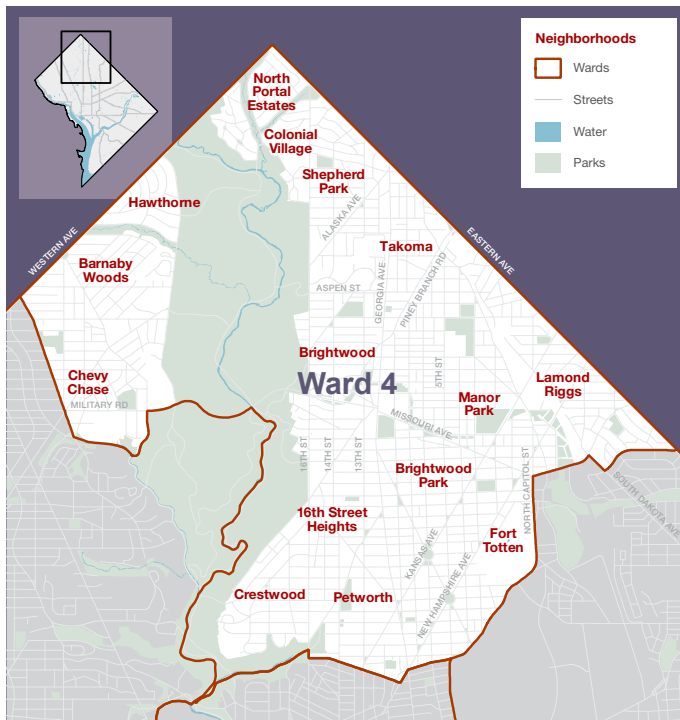
Investment

Location, amenities, a sense of community and ongoing investment and development opportunities are just a few of the characteristics Ward 4 has to offer its residents.

Ward 4 is ideal for anyone who wants to live close to downtown but still experience the feel of a small community. Commuting downtown has always been a breeze with three Metrorail lines running through the Ward. New public transportation investments will make commuting to and from Ward 4 more convenient than ever.

The community amenities in Ward 4 are unmatched in the District. With Rock Creek Park just steps away and Ward 4's public schools leading the District in performance, the Ward is an ideal place to raise a family.

Millions of dollars of both public and private investments are pouring into Ward 4. Unique shopping and dining opportunities are being created across the area, as well as community centers that will serve every resident of the Ward, from seniors to toddlers. ■

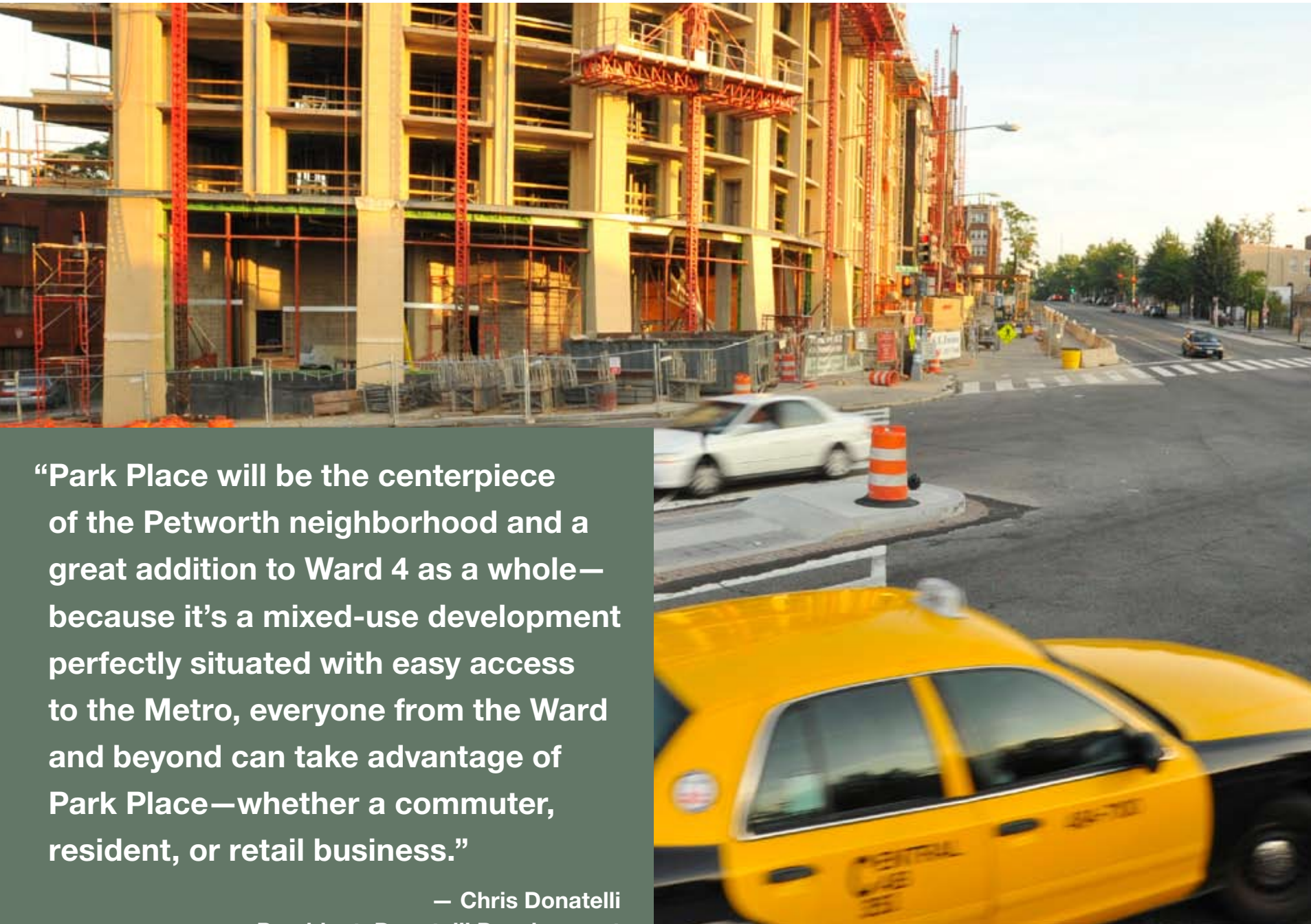


Ward 4 is an area with the feel of a close-knit community but with the amenities and services available in an urban setting.

As a gateway connecting Silver Spring, Maryland and downtown DC, Ward 4's Georgia Avenue brings nearly 30,000 cars across the area every day. In the midst of a complete revitalization, Georgia Avenue offers remarkable opportunities for retail and commercial development in the heart of the Ward.

Getting to and from Ward 4 has never been easier with the latest transportation investment, the Metro Extra express buses. These buses run up and down 16th Street and Georgia Avenue, bringing visitors to the area as well as allowing residents to easily travel downtown.

Revitalization & development



“Park Place will be the centerpiece of the Petworth neighborhood and a great addition to Ward 4 as a whole—because it’s a mixed-use development perfectly situated with easy access to the Metro, everyone from the Ward and beyond can take advantage of Park Place—whether a commuter, resident, or retail business.”

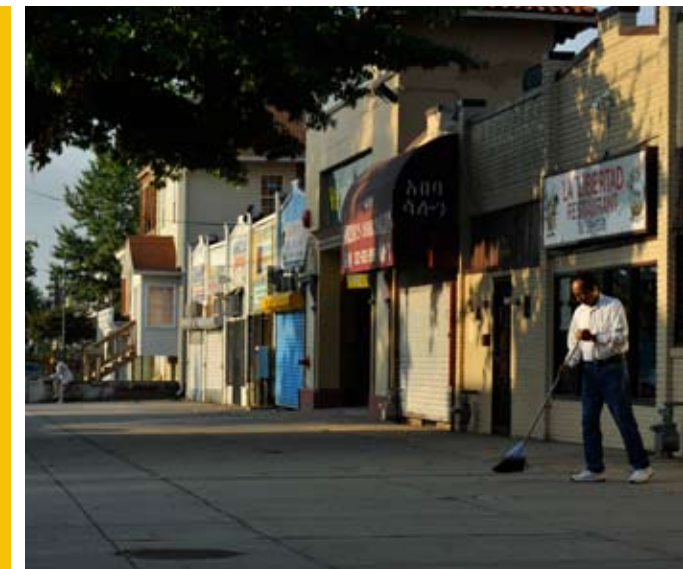
— Chris Donatelli
President, Donatelli Development

As a gateway between Maryland and downtown DC, Ward 4 is ideally positioned for mixed-use development opportunities. With over \$670 million in planned development and a growing community of residents and businesses driving the high demand for more development, Ward 4 boasts quality opportunities for developers. The area’s growing commuter, residential and retail sectors welcome even more private sector investment. Ward 4’s undeveloped and underdeveloped spaces make it perfectly situated for project growth and expansion. And public incentives available for developers throughout Ward 4, including Revenue Bonds and Great Streets Tax Increment Financing, make investing in Ward 4 even more appealing. ■

Development Incentives Available

- Supermarket Tax Exemption Act of 2000
- DC Revenue Bond—Enterprise Zone Program (Tax-Exempt Bond Financing)
- Tax Increment Financing
- Community Development Block Grant Funds
- Neighborhood Investment Funds
- Great Streets

Learn more at www.dcbiz.dc.gov



14th Street Heights

Georgia Avenue

Success stories and new opportunities alike abound on Georgia Avenue. As a commercial district of picturesque storefronts and streets catering to its middle-income residential communities—with an average household income of \$86,300—Georgia Avenue is ideally situated for residential and retail development. Over the next several years nearly 1,000 new residential units and more than 92,000 square feet of new retail space will be added along Georgia Avenue. The Park Place residential development currently under construction at 3700 Georgia Avenue is just one example of the mixed-use development that has been welcomed by the Ward 4 community.

With the recent building successes along Georgia Avenue, the new development market remains strong. The 34 new storefronts and beautiful public spaces in the GATEWAY Georgia Avenue corridor, along with its middle-income residents and nearly 30,000 daily commuters by car, place Georgia Avenue at the forefront of desirable development corridors in the District and in Ward 4. GATEWAY Georgia Avenue’s 2,256 employees and 395 businesses make the neighborhood ripe with development—enticing residential, retail and business prospects that show no signs of abating.

With Georgia Avenue patrons ranging from Montgomery College students to commuters from downtown Silver Spring, Ward 4 eagerly awaits new development projects to serve these diverse interests. ■



“We want to ensure that both current residents and new neighbors have access to great urban amenities, new homes, public transportation options and retail opportunities right in their own community.”

Harmar Thompson
Senior Vice President, Lowe Enterprises

Forttotten

Fort Totten features similar success stories and opportunities in the development sector. With access to Metrorail’s Green, Red and Yellow lines, and major thoroughfares into the city and community, Fort Totten is rapidly expanding and increasing its need for major development projects.

Proposed developments illustrate the recent growth of the Fort Totten neighborhood and its status as a competitive and attractive location for mixed-use development. The Fort Totten Square project, which will be located at South Dakota Avenue and Riggs Road, will feature 900 residential units and 100,000 square feet of retail space, including a grocery store—serving both the residential and retail markets that are ready to take advantage of new opportunities for living and shopping in the Ward.

The new ART Place development will bring a cultural center to the neighborhood, with arts facilities, a library, a senior center, a day care facility and over 100,000 square feet of retail space that will include a grocery store, in addition to over 1,200 residential units.

Neighborhood amenities include LaSalle School and the brand new Riggs LaSalle Community Center and ball fields.

With high traffic and Metrorail access for travel downtown, Fort Totten is perfectly positioned for further development and opportunities to serve its rapidly-growing residential and commercial markets. ■

“These types of residential developments are going to entice even further investment in the Ward as a whole and bring great economic opportunities to the area.”

Adrian Washington, Principal
The Neighborhood Development Company



Innovation_{in retail}



Ward 4 Demographics¹

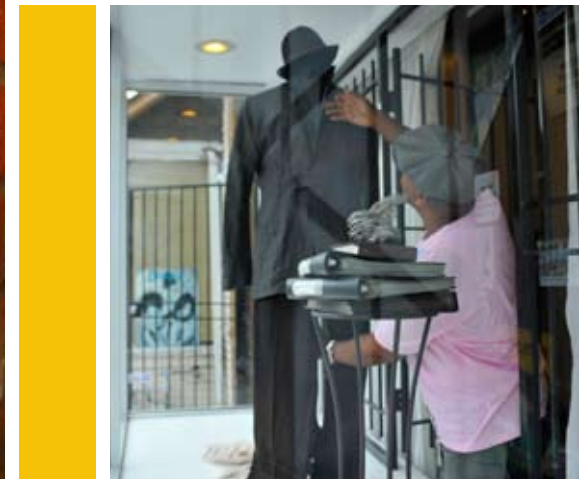
Population: 76,005
Median Age: 40²
Households: 29,572
Avg. Household Income: \$86,313
Owner-Occupied Housing Units: 62%²

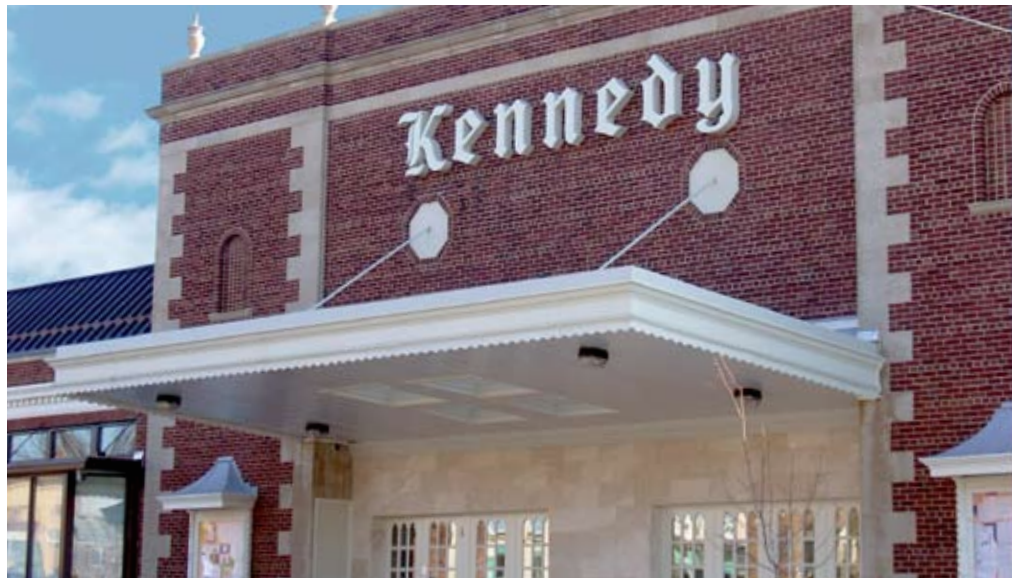
Retail & Restaurant Demand

Avg. Household Spending: \$29,583
Estimated Leakage: \$299 million³

1. ESRI, Estimates & Projections (2007); 2. Indices (Sept 2007);
3. Social Compact DrillDown (2007)

The Ward 4 retail market is rapidly growing—between the stable and supportive nature of the communities of Ward 4 and their significant buying power, retailers thrive in Ward 4. The area attracts emerging and established retailers, individually owned shops and large chains alike because of its diversity of interests and markets. Infill retail opportunities making use of currently underutilized space are plentiful. Attractive and pedestrian-friendly streetscapes and public spaces, as well as several new planned residential and retail developments make Ward 4 a magnet for commercial opportunity. A current business owner describes Ward 4’s neighborhoods as “interconnected to each other by a genuine sense of community.” And with thousands of commuters traveling down Georgia Avenue every day, retailers in Ward 4 are sure to see business from these commuters as well as area residents. ■





Georgiaavenue

Georgia Avenue—with its landscaped public spaces, clean brick sidewalks, and its status as a major commuter route—is arguably one of the most appealing locations in the District for retailers.

The Georgia Avenue Storefront Improvement Program is one example of how Ward 4 is taking retail development seriously and investing in the commercial progress of the Ward. Through the distribution of funds, the program assists local business owners to enhance their commercial and retail properties. Ward 4 cares about serving its residents by bringing retail opportunities to its communities. The Storefront Improvement Program is just one incentive that contributes to expanded retail in the area.

Georgia Avenue has certainly seen commercial successes, with many new retail stores over the last few years. But with a growing residential population and consumer sector including commuters from Maryland and college students with diverse interests, the Ward is sure to welcome even more commercial activity.

Buying in Ward 4 means a stronger Ward 4 community and economy—not to mention avoiding the hassle of traveling downtown for shopping. As one resident points out, the many shopping opportunities in Ward 4 provide the convenience to find great buys without the hassle and expense of going downtown. Ward 4 residents want to shop in Ward 4—and they want the increased retail development in the area that will allow them to patronize their own neighbors, strengthen their community, and attract others in the District to Ward 4 as a prime commercial center. ■

Diversity and stability are two defining characteristics of Kennedy Street—with a variety of commercial interests and over 60% home ownership in the surrounding neighborhoods, this area welcomes a wide array of retail establishments.

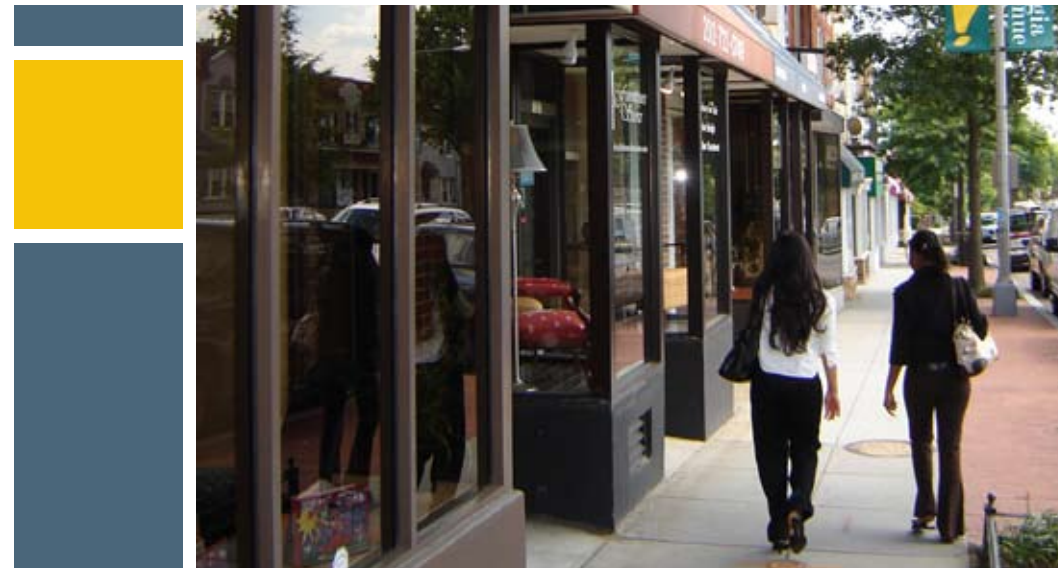
The Kennedy Street area is a desirable target market for retailers thanks to the significant buying power of its neighboring residents. Ward 4 Councilmember Muriel Bowser and the District are currently implementing major reinvestment initiatives—investment that will attract more and more commercial enterprises to this growing area.

Public investments include the Hattie Holmes Senior Wellness Center and the recently launched six-day a week Ward 4 Clean & Safe Green Team.

The most significant investment project—the Kennedy Street Revitalization Plan—presents major goals for the neighborhood that aim to improve economic vitality in the area: ensuring a safe neighborhood; creating special places that are welcoming and pedestrian friendly; and encouraging new housing and economic development.

The ultimate achievements of a safe neighborhood, residential development and a welcoming atmosphere are all characteristics that will entice emerging retailers to the area and that are sure to produce growth in the commercial sector. The Revitalization Plan will also enhance the close-knit neighborhood feel of the Kennedy Street corridor, providing a particularly strong market for niche and independent retailers alike. ■

Kennedystreet



“Businesses in Ward 4 find very supportive local clients and tight-knit communities.”

Ward 4 Resident

Investment in neighborhoods



“Ward 4 is a warm, diverse neighborhood on the verge of great things.”

— Ward 4 Resident

Between neighborhood amenities, cohesive communities, public investments and access to unique shopping and dining opportunities and great schools, one thing is clear—residents love living in Ward 4. The location of Ward 4’s neighborhoods and the great opportunities to work, live and play make it an ideal location for District residents. Stable communities and schools appeal to families with children. Attractions such as Rock Creek Park and the Brightwood Heritage Trail highlight Ward 4’s natural beauty and rich cultural legacy. Situated on the Green, Yellow, and Red Metrorail lines and on the new Metro Extra express bus lines, Ward 4’s location is also perfect for any commuter. ■





“Ward 4 has some extraordinarily friendly and caring residents... The sense of community in Ward 4 is truly great.”

Ward 4 Resident

Here’s what residents are saying about living in Ward 4:

“**Transportation is convenient.** [Ward 4 is] nature oriented with more parks and recreation than other areas.”

“Ward 4 is full of friendly people, **independent restaurants, parks and community gardens.**”

“**A beautiful and conveniently located part of town** that is wonderful to live in...”

“Immediately, visitors will be drawn to the small, unique communities that define Ward 4. Truly an international mixture of people that stretches the socio-economic spectrum. **Each of its neighborhoods are interconnected to each other by a genuine sense of community**—a feeling that is hard to duplicate in other sections of Washington, DC.”

Petworth

Petworth’s proximity to DC’s hospital and university districts as well as businesses and recreational amenities make it a popular residential neighborhood. Ward 4 residents describe Petworth as a charming and historical neighborhood and highlight its great neighborhood attractions—such as the Petworth Library and the Petworth Recreation Center—as some of the most appealing places to visit in the Ward.

In the words of a current Petworth resident, the neighborhood is “a typical Ward 4 community that is slowly developing into a diverse neighborhood. Young families are frequently spotted strolling through the neighborhood visiting each other or eating dinner at a local restaurant.” This secure and stable community is quickly becoming one of the most popular in the Ward thanks to its combination of urban access and neighborhood feel. Neighborhoods near the

Petworth Metrorail Station will see over \$380 million in new development over the next several years, including more than 1,000 residential units and nearly 80,000 square feet of new retail opportunities.

Here is how one resident described what new Ward 4 residents will find in the Ward—“In downtown Petworth, they will find a neighborhood under construction and revitalization, making lots of changes for the better, making things look cleaner and newer. In Petworth north of the Metro, they will find a very friendly neighborhood, increasingly diverse, where residents are proud...” ■



“[Petworth is] a typical Ward 4 community that is slowly developing into a diverse neighborhood. Young families are frequently spotted strolling through the neighborhood visiting each other or eating dinner at a local restaurant.”

Petworth Resident



Takoma

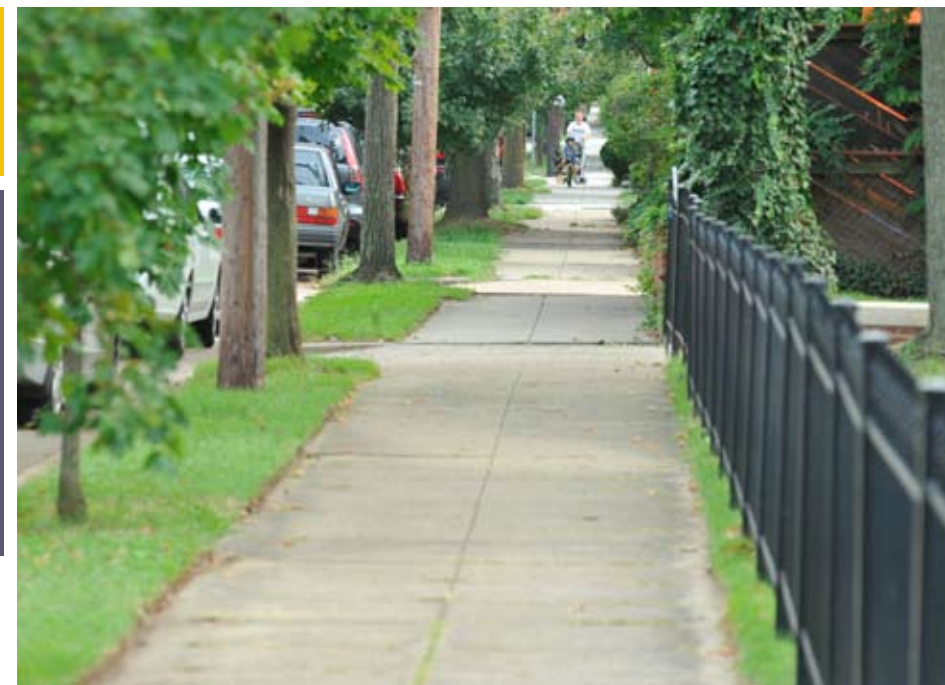
Takoma is a neighborhood of large, historic single family homes and beautiful streets lined with trees. According to Ward 4 residents, Takoma is one of the best places to visit in the Ward. One resident states that “Takoma DC is the place to live in Ward 4. Tree-lined streets, walkable community, access to Metrorail, diversity in population, friendliness of residents, and great housing.”

The Takoma Farmer’s Market, Takoma Library, and Takoma Station all drive visitors and residents alike to this neighborhood. And of course, the Takoma Recreation Center and Pool is an all-time favorite of many Ward 4 residents. ■

The success and popularity of the Brightwood neighborhood depend on its stable residential communities surrounded by thriving retail areas. The Brightwood Neighborhood Investment Fund plan includes major initiatives that aim to even further increase the residential appeal of this area—including creating affordable housing, preserving existing

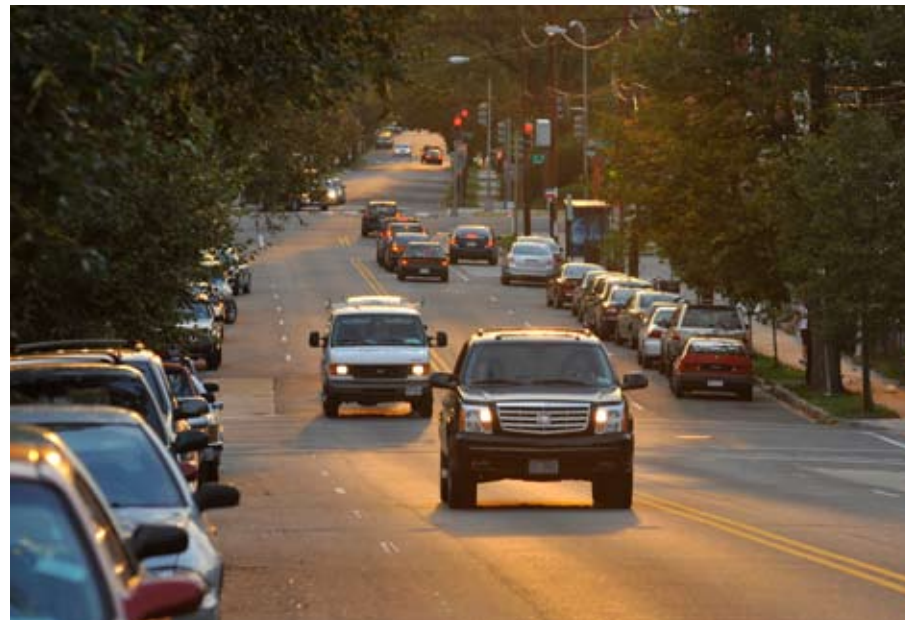
affordable rental and homeownership within Brightwood, and creating new or implementing existing programs to ensure that lower-income and senior homeowners maintain their properties. Ward 4 clearly works hard to ensure that Brightwood residents are secure and stable and that the neighborhood appeals to new residents as an affordable and attractive location to live. ■

Brightwood



“A relaxing neighborhood close to the city but minus the downtown stress.”

Takoma Resident



Ward 4 schools

Between better physical infrastructure developments and enhanced curriculum, Ward 4 schools are becoming a major reason why District residents choose Ward 4.

There are 15 public schools in Ward 4, in addition to several public charter schools, giving families and students great opportunities for educational success in the Ward. For example, at Ward 4's Coolidge Senior High School, math scores on the DC Comprehensive Assessment Test jumped 29 points in 2008—the highest gains among secondary schools in the District.

L. Nelson Burton, Coolidge Senior High School's principal, focused on the fact that "We're not just moving the top-tier students; we're getting kids out of the basement as well" (*Washington Post*: July 11, 2008). Ward 4 takes education seriously, and its focus on creating great schools with challenging curriculum is clearly paying off through the success of its students. ■

Imagine immaculately groomed green spaces, tree-lined streets, and a small, supportive community with a high housing stock—this is Shepherd Park. Shepherd Park is not only one of the most beautiful places to live in the Ward and the District, but is described by a resident as "perhaps the most diverse neighborhood in the Washington region.

Our ranges of ages, background, race, religion, and income level are richly represented at community meetings, picnics and yard sales...Our strong identity as a neighborhood follows from our commitment to Shepherd Park and to each other as neighbors." ■

Shepherd park



Ward 4 resources

Ward 4 Councilmember Muriel Bowser

1350 Pennsylvania Avenue NW, Suite 406, Washington, DC 20004
202.724.8052 | www.murielbowser.com

Office of the Deputy Mayor for Planning and Economic Development

1350 Pennsylvania Avenue, NW, Suite 317, Washington, DC 20004
202.727.6365 | www.dcbiz.dc.gov

District of Columbia Office of Planning

801 North Capitol Street, NE, Suite 4000, Washington, DC 20002
202.442.7600 | www.planning.dc.gov

District of Columbia Department of Small and Local Business Development

441 4th Street, NW, Suite 970N, Washington, DC 20001
202.727.3900 | www.dslbd.dc.gov

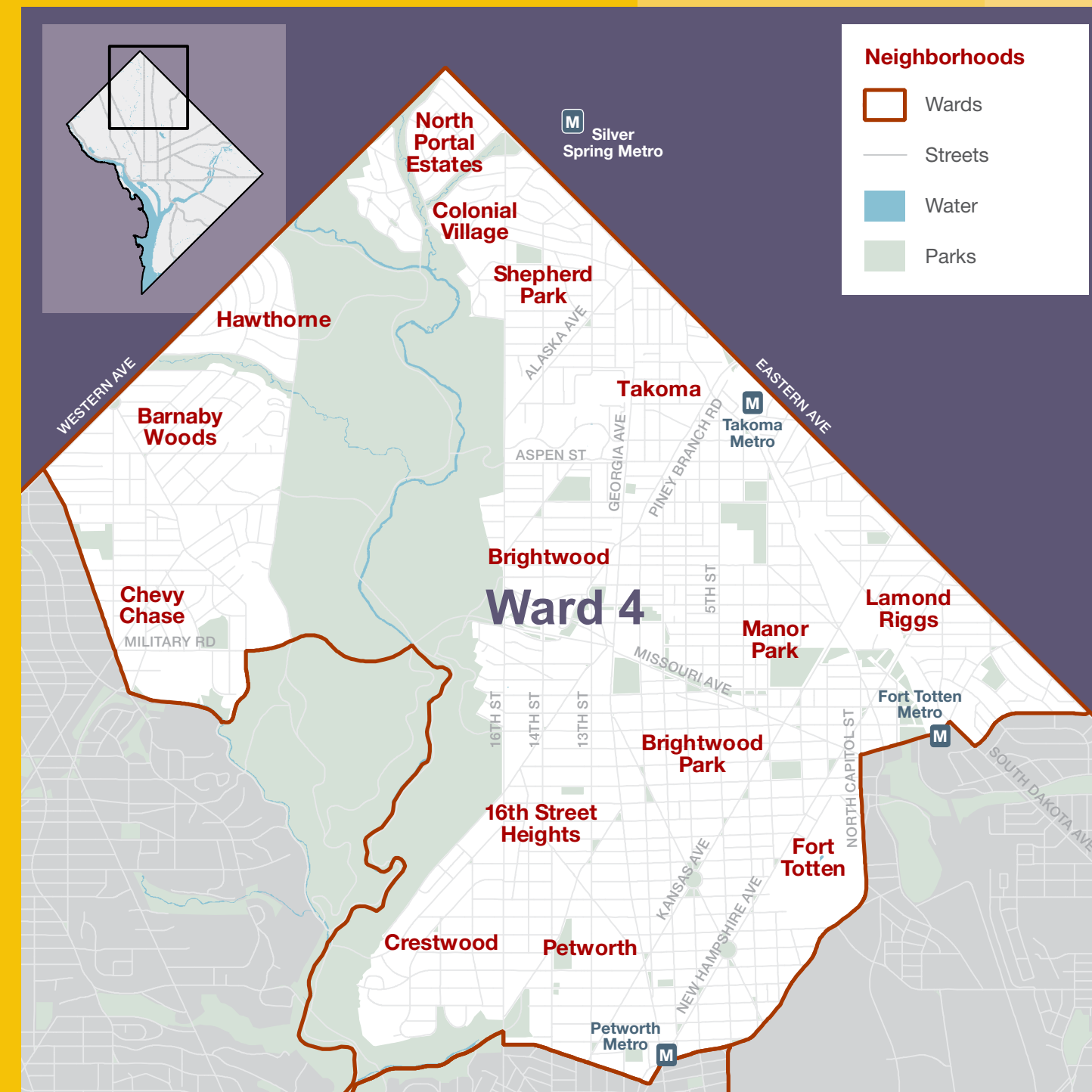
Washington, DC Economic Partnership

1495 F Street, NW, Washington, DC 20004
202.661.8670 | www.wdcep.com

GATEWAY Georgia Avenue Main Street

7826 Eastern Avenue, NW, Suite 311, Washington, DC 20012
202.291.2400 | www.gatewaycdc.com

Cover image of Riggs Row at Fort Totten Square courtesy of Hickok Cole Architects and Lowe Enterprises Real Estate Group



Ward 4 Metro Daily Ridership*

Fort Totten:	6,782 riders
Georgia Ave/Petworth:	4,801 riders
Silver Spring:	14,478 riders
Takoma:	6,312 riders

Ward 4 Daily Traffic

Georgia Avenue:	29,600 cars
Riggs Road:	28,700 cars

*WMATA: FY'08 Average Weekday Ridership – Entries only



WARD4

www.ward4dc.com