ECONOMIC DEVELOPMENT

GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN

Proposed Corridor-Wide Business & Economic Development Strategy (Wards 1 & 4)

Priority	Issue	Proposed Actions	Partners	Timeline - Projected
1	A major economic development tool is needed to attract new development to the corridor	Establish a Tax Increment Financing (TIF) district for Georgia Avenue, from Shepherd Street in Ward 4 to Park Road in Ward 1	DMPED, CFO	1-2 yrs
1	Existing marginal to viable businesses currently located in key areas of the corridor that need assistance to upgrade/expand/relocate to effectively compete with current and future market forces.	Create and/or link business assistance/development programs that cater to the needs of corridor businesses	Georgia Avenue Business Resource Center, Howard University SBA Program and Center for Urban Progress, DMPED	On-going
1	Some storefronts are in need of façade improvements as well as technical assistance for the businesses, so that overall business viability is increased.	Restructure the Georgia Avenue Façade Improvement Program to include technical assistance to businesses	DHCD, Georgia Avenue Business Resource Center	On-going

Abbreviations **DHCD** - Dept. of Housing and Community
CFO - Chief Financial Officer
DMPED - Deputy Mayor for Planning and Economic

HOUSING

GEORGIA AVENUE REVITALIZATION STRATEGY - ACTION PLAN

Proposed Housing Strategy - Ward 1

Priority	Issue	Proposed Actions	Partners	Projected Completion
1	There is a significant amount of blighted/dilpidated residential properties in the blocks surrounding Georgia Avenue. The neighborhood's housing stock is aging with minimal construction since the 1960's. Fifty-eight percent of the existing units were built prior to 1939. Many owners are in need of assistance to maintain/rehab properties.	Establish a pilot project, the **"Targeted Block Initiative"** to take 1 or 2 existing neighborhood blocks that have high levels of deteriorated residential properties and work with property owners to channel technical and financial resources (both public and private) to improve exterior and interior physical appearance. The "Targeted Block Initiative" will provide financial assistance to homeowners and focus scarce resources one block at a time while creating a targeted, visible impact in the community. The initiative will also serve as a catalyst for improvement in surrounding neighborhood blocks.	DHCD, DCHFA	2-5 yrs
1	There is a large amount of vacant/abandoned residential properties in neighborhood blocks surrounding Georgia Avenue. This has contributed to a decrease in population density which is needed to support surrounding businesses as well as to attract quality neighborhood commercial services. It is also a negative visible sign of instability and economic decline.	Increase and improve the community's housing supply through the **Home Again Initiative** which works to put vacant and abandoned properties into productive use. Identify all the residential properties in the Georgia Avenue study area to be included in the Home Again Initiative's inventory. This includes residential properties along the Georgia Avenue corridor as well as the surrounding neighborhood blocks.	DMPED (Home Again Initiative)	On-going
1	Park Morton Public Housing Complex has a poor physical layout and design. The physical component contributes to a visible exclusion from the surrounding community, as the physical design does not fit with the overall neighborhood character. As such it, it lacks private space which leads to attracting and fostering negative activity to the area.	Establish a **Park Morton Task Force** to focus on and address the issues surrounding the Park Morton public housing complex.	Park Morton Resident Council, DCHA, DCHFA, DMPED, DHCD, OP, MPD, NCRC	On-going

Abbreviations **DHCD** - Dept. of Housing and Community Development
DCHFA - Housing Finance Authority
DMPED - Deputy Mayor for Planning and Economic
OP - Office of Planning