

# NANNIE HELEN BURROUGHS CORRIDOR SMALL AREA PLAN

Existing Conditions Report  
January 2024

District of Columbia  
Office of Planning





Mosaic of Marvin Gaye in Marvin Gaye Park

# TABLE OF CONTENTS

<b>INTRODUCTION.....</b>	<b>1</b>
- <b>BACKGROUND &amp; CONTEXT</b>	
- <b>ENGAGEMENT OVERVIEW</b>	
- <b>SUMMER 2023 ENGAGEMENT</b>	
<b>SECTION 1: DEMOGRAPHICS.....</b>	<b>7</b>
- <b>COMMUNITY PROFILE</b>	
<b>SECTION 2: LAND USE &amp; DEVELOPMENT.....</b>	<b>11</b>
- <b>COMMUNITY HISTORY</b>	
- <b>CURRENT ZONING AND LAND USE</b>	
- <b>HOUSING</b>	
- <b>FUTURE LAND USE</b>	
- <b>WALKING, BIKING, AND TRANSIT</b>	
- <b>COMMUNITY ECONOMICS</b>	
<b>SECTION 3: COMMUNITY EXPERIENCE.....</b>	<b>21</b>
- <b>SURVEY SNAPSHOT</b>	
- <b>ENVIRONMENTAL CONDITIONS</b>	
- <b>COMMUNITY EXPERIENCE</b>	
<b>ACKNOWLEDGEMENTS &amp; RESOURCES.....</b>	<b>26</b>



# STUDY AREA MAP



# INTRODUCTION

# INTRODUCTION

## BACKGROUND AND CONTEXT

The DC Office of Planning (OP) is developing a Small Area Plan (SAP) for the Nannie Helen Burroughs Corridor (NHBC-SAP). SAPs supplement the Comprehensive Plan by providing detailed direction for specific geographic areas to manage growth, promote revitalization, or achieve other long-range planning goals. SAPs are developed through a collaborative public process that provides opportunities for community input on priorities in the planning area. SAPs are approved by resolution of the DC Council, and their key recommendations may be incorporated into the Comprehensive Plan in the future.

The NHBC-SAP will become a guide for the development of neighborhood-serving mixed uses including retail, housing, enhanced green spaces, and public space activation along the corridor.

This existing conditions report shares information on community characteristics, demographic trends, and land use conditions. The Nannie Helen Burroughs Corridor Study focuses on the commercial main street which is highlighted in pink on the map on the next page.

The data gathered in this report provides a foundation for deeper analysis of Nannie Helen Burroughs Avenue NE. It begins to tell the story of a historic community east of the Anacostia River, connected by a once thriving commercial corridor that serves several distinct neighborhoods. Data and community input from this report will inform the future Small Area Plan.

## OBJECTIVES

The SAP will:



Analyze opportunities for new mixed-use development including underserved types of retail businesses.



Provide recommendations for both the public realm and building design features supporting retail.



Host a community workshop supporting both the Development Opportunity Analysis and Retail Recommendations, and Public Realm and Design Guidelines.

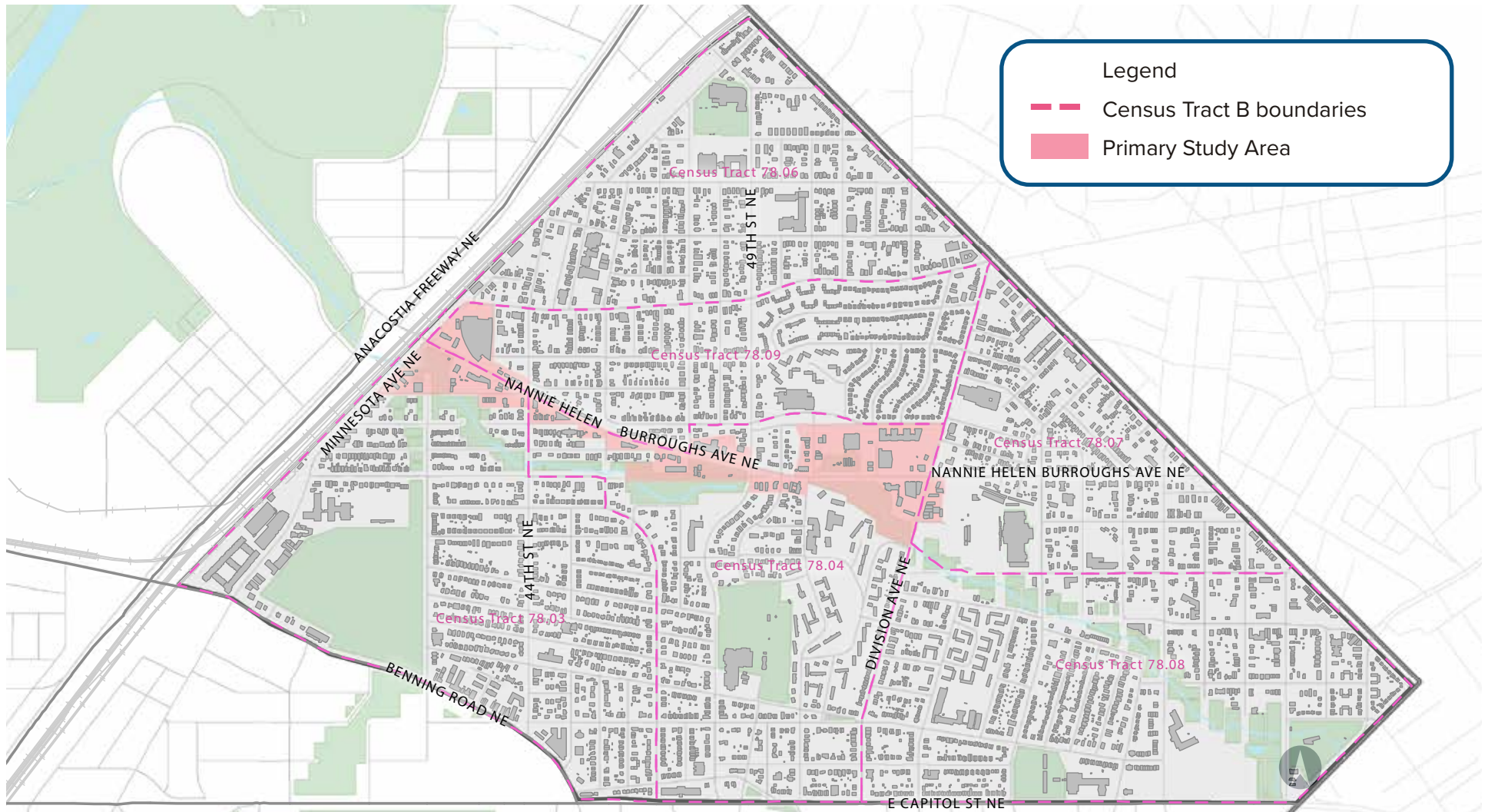
## PROJECT SCHEDULE



## STUDY AREA

The study area is a one-mile stretch of the corridor that runs from Minnesota Avenue, NE as its western boundary to Division Avenue, NE as its eastern boundary. It is predominantly a commercial corridor in the northeast end of Ward 7, crossing through multiple neighborhoods. Some of these neighborhoods are recognized as the oldest and longest-

standing Black communities in DC. The corridor includes properties mainly zoned for multi-family residential and mixed-uses, as well as public parks and green spaces.



# ENGAGEMENT OVERVIEW

## ENGAGEMENT

**INCLUSIVE COMMUNITY ENGAGEMENT** is the foundation of Small Area Planning. During the 2023 engagement, OP engaged residents, business owners, neighborhood associations, and Advisory Neighborhood Commissioners as well as young people in the community. The goal for this engagement process was to understand what the community would like to see related to public space, urban design, retail, and Marvin Gaye Park.

The Choice Neighborhood Initiative and the Nannie Helen Burroughs Corridor Small Area Plan (NHBC-SAP) utilize the same District government agencies for information and support. Both planning processes involve robust community and DC agency engagement. To support the shared outreach and engagement needs for both efforts, the NHBC-SAP Inter-agency committee and the Choice Neighborhood Committee are engaging in coordinated planning efforts.



Graphic recorder interviews residents and stakeholders

## DATA POINTS

**4** COMMUNITY WALKS

**255** TOTAL ATTENDEES AT SUMMER ENGAGEMENT EVENTS

**116** COMPLETED SURVEYS

**93** COMMENTS SUBMITTED ON PROJECT WEBSITE

**1** COMMUNITY ADVISORY COMMITTEE MEETING

**1** INTER-AGENCY/NEIGHBORHOOD COMMITTEE

**In July 2022, the DC Housing Authority (DCHA) and OP coordinated on a successful application to the U.S. Department of Housing and Community Development for the Choice Neighborhood Initiative (CNI) Grant. The goal of the OP/ DCHA partnership is to successfully link two separate planning processes, the NHBC-SAP and the CNI, while accomplishing distinct objectives for each. The communities for these two plans overlap, creating opportunities for coordinated community engagement and events.**



# SUMMER 2023 ENGAGEMENT

OP partnered with the Coalition for Nonprofit Housing and Economic Development to organize and facilitate three community-based events in the summer of 2023 to draw area-wide in-person participation, kicking-off the NHBC-SAP. These three events drew over 250 participants who learned about the planning process and provided critical feedback about the corridor while enjoying a variety of family-friendly activities.

## “NANNIE HELEN BURROUGHS MARKETPLACE AT THE RIVERSIDE CENTER”

This first event was the community-wide kick-off of the NHBC-SAP. Residents learned about the planning process while shopping from a variety of locally owned vendors.



Marketplace at Riverside Center



Community input at Conversations in the Park event

## “BACK TO SCHOOL FEST IN MARVIN GAYE PARK”

Participants were able to enjoy Marvin Gaye Park while trying out new activities in the park, such as meditation, painting, and fitness classes. Participants provided thoughts and ideas on how to improve the park space.

## “CONVERSATION IN THE PARK”

The community came together for a relaxing Sunday afternoon in the park. Participants enjoyed light refreshments, shared stories of life in their community, and completed engagement exercises, including the survey for the corridor.



Back to School Fest



Conversations in the Park event

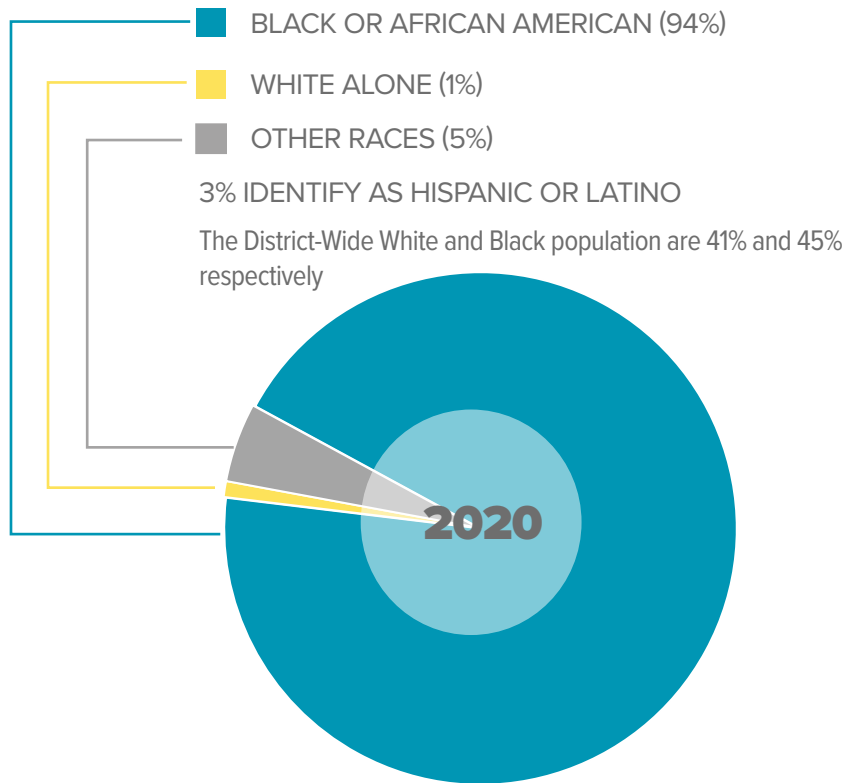


# **SECTION 1: DEMOGRAPHICS**

# COMMUNITY PROFILE

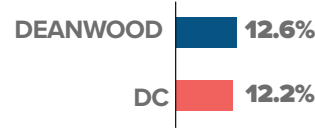
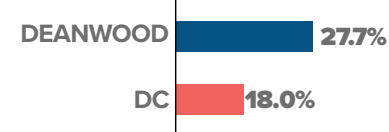
The Community Profile provides a snapshot of life in the study area. OP analyzes demographic data to understand the community's unique characteristics including its residents, race, ethnicity, age, income, where residents live, and how residents travel. This information helps plan for a growing and thriving community.

## RACE AND ETHNICITY



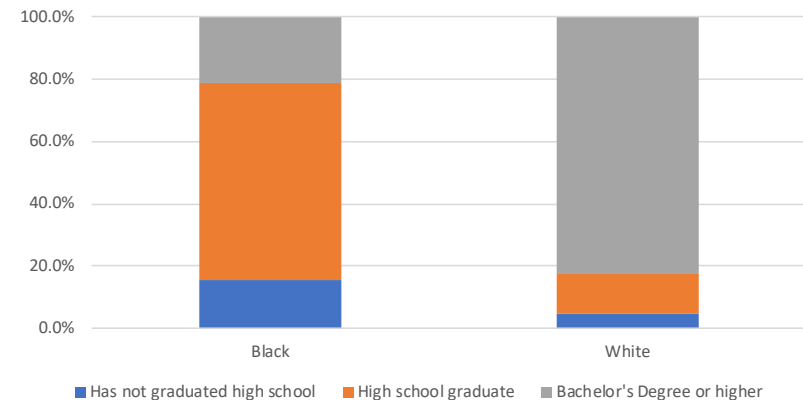
**17,525** TOTAL POPULATION IN THE DEANWOOD AREA  
 (COMPARED TO 701,974 IN WASHINGTON DC)

## AGE BREAKDOWN



Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.

## EDUCATIONAL ATTAINMENT BY RACE IN DEANWOOD



Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

## HOUSEHOLD DEMOGRAPHICS

**7,484** TOTAL HOUSEHOLDS

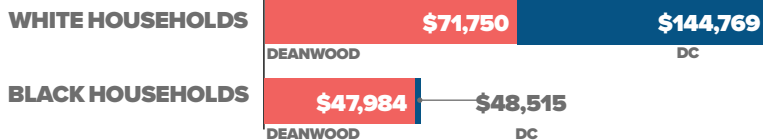
AVERAGE HOUSEHOLD SIZE: OWNER-OCCUPIED UNITS



AVERAGE HOUSEHOLD SIZE: RENTER-OCCUPIED UNITS



## MEDIAN INCOME



## ECONOMICS AND POVERTY RATE

**24%** UNEMPLOYMENT RATE IN DEANWOOD  
(COMPARED TO 7.1% IN WASHINGTON DC)

**13%** OF DEANWOOD HOUSEHOLDS THAT RECEIVE PUBLIC ASSISTANCE INCOME

**38%** OF DEANWOOD HOUSEHOLDS THAT RECEIVE SNAP BENEFITS

PERCENTAGE OF FAMILIES WHOSE INCOME IS BELOW THE POVERTY LEVEL

**22%** IN DEANWOOD

**11.3%** IN WASHINGTON DC

*2023 Federal poverty rate for a family of four is \$30,000 in 2023*

*Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.*

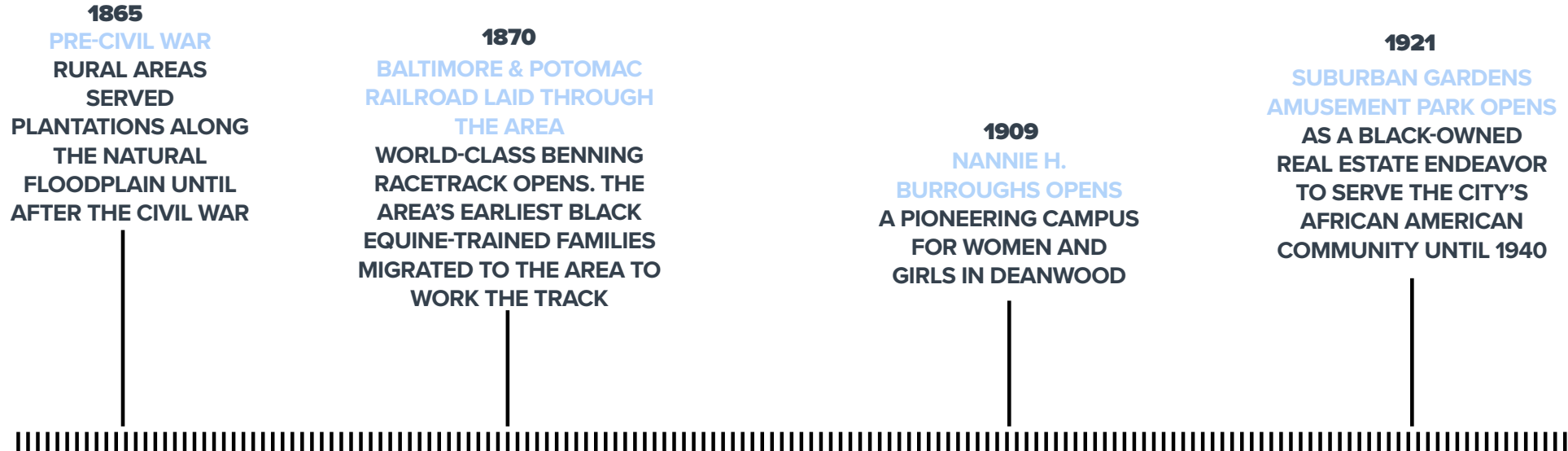
**A NOTE ABOUT THE DATA:** The Greater Deanwood Study Area includes census tracts 78.3, 78.4, 78.6, 78.7, 78.9, and 78.9. The Nannie Helen Burroughs Corridor includes portions of census tracts 78.3, 78.4, 78.7 and 78.9. Data from these tracts includes those outside the area of the corridor.



Lady Bird Johnson Meadow - Marvin Gaye Park

# SECTION 2: LAND USE & DEVELOPMENT

# COMMUNITY HISTORY



The Nannie Helen Burroughs corridor features some of Washington DC's oldest African American neighborhoods, including Lincoln Heights, Hillbrook, Burrville, and Deanwood. Situated along the Watts Branch of the Anacostia River, the area has a rich history dating from Native American settlement to rural farmland. The earliest residents were the Nacotchtank Indians who fished, hunted, and traded along the banks of the Eastern Branch River. Fort Mahan's construction after the Civil War spurred development, followed by the arrival of the Baltimore and Potomac Railroad in 1871, shaping a working-class community. The commercial scene flourished with various industries and architectural styles like Folk Victorian and Craftsman houses, as well as schools and businesses supported by the community.

Historic landmarks include the Benning Racetrack (established in 1890), and the Strand Theater (established in 1928); a community hub for three decades. African American life in the District played a crucial role in developing the corridor and fostering a community that was constructed by African American architects, backed by African American businesses,

and upheld by a flourishing African American population. In the early part of the 20th century, Deanwood was home to Suburban Gardens, DC's only amusement park that served the city's African American community when such facilities were segregated.

The corridor's churches, such as Contee African Methodist Episcopal Zion Church, founded in 1884, contributed to the legacy of Christian leadership and education. The Deanwood Civic Association, founded in 1893, was among the city's first civic organizations which helped guide the community's interest in development along the corridor. The 1940s and 1950s witnessed a self-sufficient African American community with a thriving local business scene. However, the corridor now faces challenges from neglect-driven demolitions, eroding the historical fabric crucial for establishing representative historic districts. In 2023, The National Training School for Women and Girls campus was designated as a historic district within the district.



**1928**  
**STRAND THEATER**  
**OPENS**  
AS THE FIRST  
PURPOSE-BUILT  
THEATER DEVELOPED  
EAST OF THE  
ANACOSTIA RIVER  
FOR AFRICAN  
AMERICAN PATRONS

**1930**  
**SARGENT MEMORIAL**  
**UNITED PRESBYTERIAN**  
**CHURCH**  
MOVES TO GRANT  
STREET AND GAINED  
A REPUTATION FOR  
ACTIVISM AND CIVIC  
AFFAIRS AROUND THE  
CITY

**1976**  
**15 YEARS AFTER NANNIE**  
**HELEN BURROUGHS DEATH**  
THE CITY COUNCIL VOTED  
TO RENAME DEANE  
AVENUE NE IN HONOR  
OF THE EDUCATOR AND  
ACTIVIST

**PRESENT DAY**  
**THE CORRIDOR TODAY**  
HOME TO A THRIVING  
AFRICAN AMERICAN  
COMMUNITY THAT  
STRIVES TO SUSTAIN ITS  
BUSINESSES, CHURCHES,  
SCHOOLS, AND PARKS



Historic Resource: Strand Theater



Historic Resource: National Training School

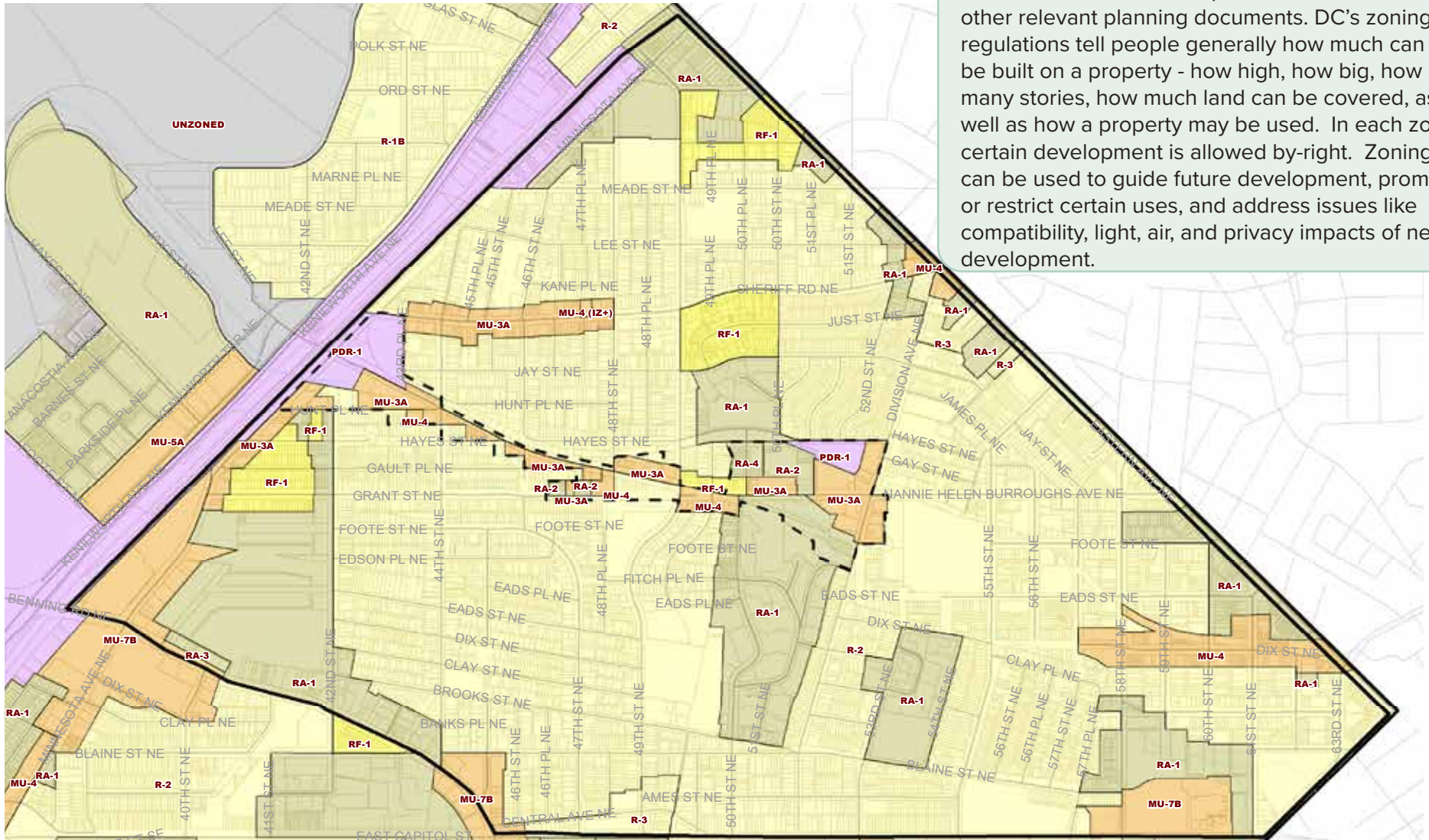
# CURRENT ZONING AND LAND USE

## ZONING

There are four Zones identified along the 1-mile study area. They range from low-density residential to moderate density mixed-use commercial and residential.

### “How Do We Use Zoning in DC?”

The DC zoning regulations and map break the city into “Zones” or “Zoning Districts”. Cities use zoning to guide future development of communities in accordance with the Comprehensive Plan and other relevant planning documents. DC’s zoning regulations tell people generally how much can be built on a property - how high, how big, how many stories, how much land can be covered, as well as how a property may be used. In each zone, certain development is allowed by-right. Zoning can be used to guide future development, promote or restrict certain uses, and address issues like compatibility, light, air, and privacy impacts of new development.



# HOUSING

## AFFORDABILITY AND TYPOLOGY

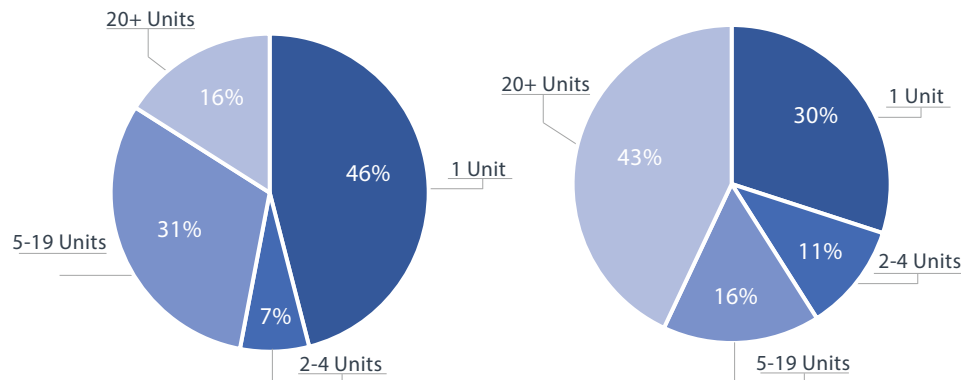
Currently, there is very little housing lining the corridor. However, the corridor is surrounded by several residential neighborhoods. These areas contain a mix of multi-family and single-family houses comparable to DC as a whole. Notable exceptions include a greater share of single-dwelling homes; almost double the share of small buildings of 5 to 19 units; and less than half the mix of units in larger buildings with 50 units or more.

**3,345** TOTAL DEDICATED AFFORDABLE UNITS  
(50% OF THE RENTAL SUPPLY)

## HOUSING TENURE



## NUMBER OF UNITS BY BUILDING TYPE



UNITS BY BUILDING TYPE IN DEANWOOD

UNITS BY BUILDING TYPE IN DC

## HOUSING COSTS

**\$452,632** AVERAGE HOME VALUE IN DEANWOOD (COMPARED TO \$618,100 IN WASHINGTON DC)

**\$1,059** AVERAGE RENT IN DEANWOOD (COMPARED TO \$1,607 IN WASHINGTON DC)

**54%** OF RENTERS IN DEANWOOD ARE COST-BURDENED

\*Households are considered cost-burdened if they spend more than 30% of their income on housing costs.

## AVERAGE SALES PRICE FOR A THREE-BEDROOM TOWN HOUSE IN DEANWOOD

The minimum income to afford the unit ranges between 85% and 100% of the median family income.



**TOWNHOUSE SALES**  
\$452,632 (2022)



**CONDO/CO-OP SALES**  
\$210,983 (2017)  
\$316,748 (2021)

Sources: Redfin.com, DC Office of Planning

# FUTURE LAND USE

**THE COMPREHENSIVE PLAN'S FUTURE LAND USE MAP (FLUM)**, shown on the following page, identifies several designations within the study area. Land uses along the corridor were changed during the 2021 Comprehensive Plan update to allow for greater densities at key locations. The updated land uses will support additional housing, commercial, and retail development which creates a more vibrant commercial corridor. On the eastern and western ends of the corridor, the designations recommend a mix of Medium Density residential uses and Medium Density Commercial land uses. The remaining planning area recommends Moderate Density Commercial and Medium Density Residential land use mix.

**The Mixed-Use Category** indicates areas where the mixing of two or more land uses is especially encouraged. The particular combination of uses desired in a given area is depicted in striped patterns, with stripe colors corresponding to the defined categories.

**The Medium Density Commercial designation** is for shopping and service areas that are somewhat greater in scale and intensity than the Moderate Density Commercial areas. Predominant uses include retail, office, and service businesses, although residential uses are common. Building heights typically range between 65 and 90 feet. Heights may also be increased when Inclusionary Zoning affordable housing is provided or when approved through a Planned Unit Development. The MU-8 and MU-10 Zone Districts are consistent with the Medium Density category, and other zones may also apply.

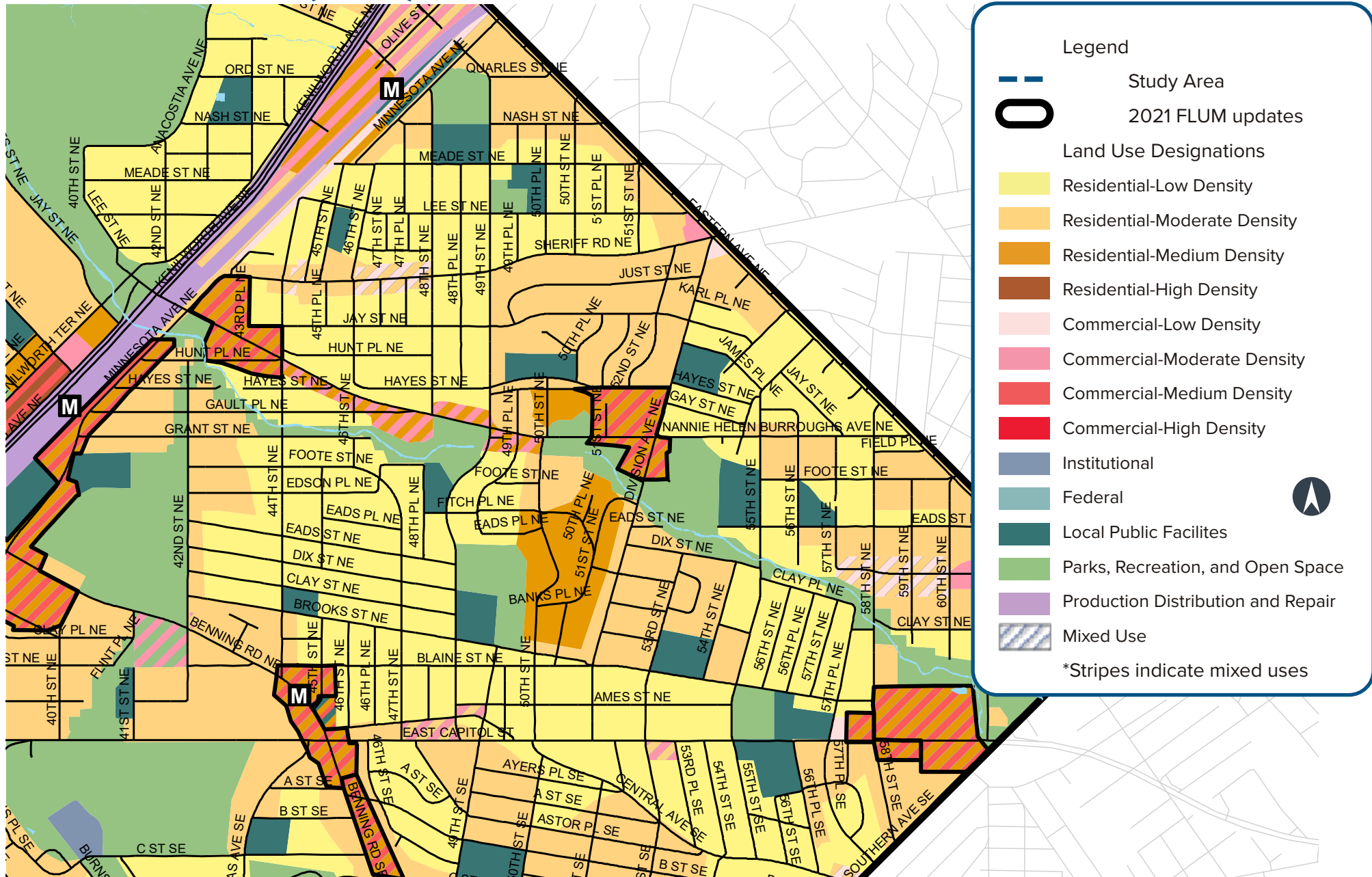
**The Medium Density Residential designation** is for neighborhoods or areas generally, but not exclusively, suited for mid-rise apartment buildings. Heights typically range between 60 and 75 feet, which may also be increased when approved through a Planned Unit Development. The RA-3 Zone District is consistent with the Medium Density Residential designation and other zones may apply.

**The Moderate Density Commercial designation** is for shopping and service areas that are somewhat greater in scale and intensity than the Low-Density Commercial areas. Retail, office, and service businesses are the predominant uses. Buildings are larger and/or taller than those in Low Density Commercial areas. Building heights typically range between 50 and 65 feet. It may also be increased when Inclusionary Zoning affordable housing is provided or when approved through a Planned Unit Development. The MU-5 and MU-7 Zone Districts are representative of zone districts consistent with the Moderate Density Commercial category.

**In December 2022, the DC Housing Authority was awarded a Choice Neighborhood Planning Grant (CNPB),** from the U.S. Department of Housing and Community Development. This launched the beginning of a coordinated, consensus-based process that engages various local government agencies, community partners, and residents. The process will support the development of a comprehensive Transformation Plan that will revitalize the Lincoln Heights and Richardson Dwellings public housing sites in Ward 7.

As part of its collaboration with DCHA, OP will help inform and align the Transformation Plan with the SAP vision for the study area. Once approved by HUD, the Transformation Plan will be the guiding document for all future development at the public housing sites.

# FUTURE LAND USE MAP (FLUM)

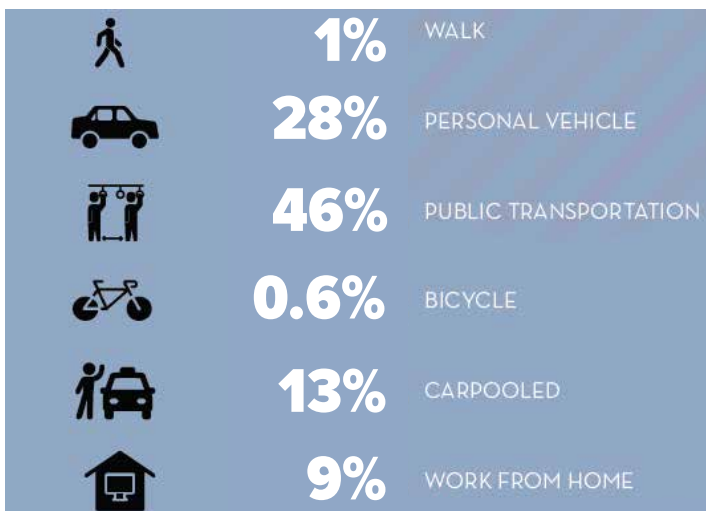


# WALKING, BIKING, AND TRANSIT

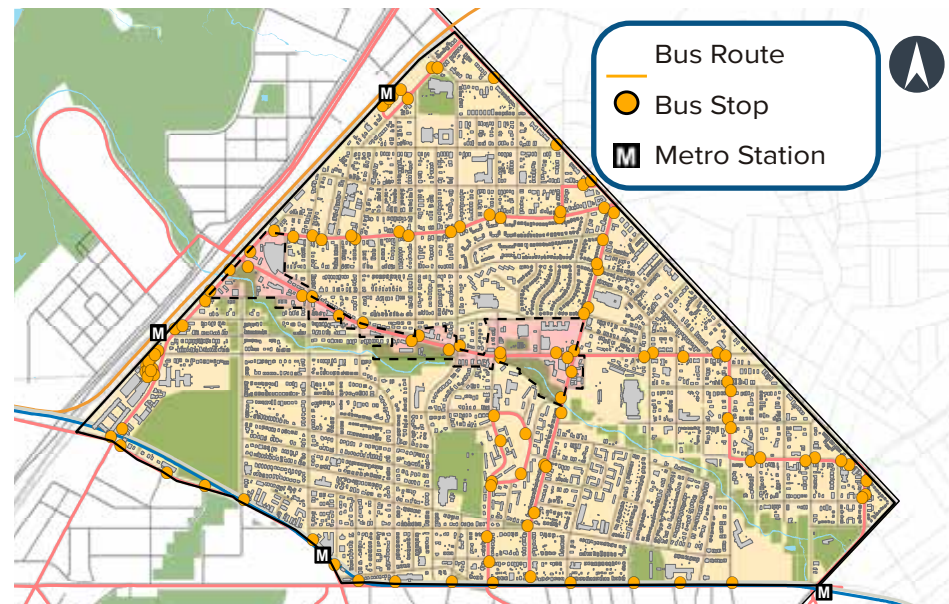
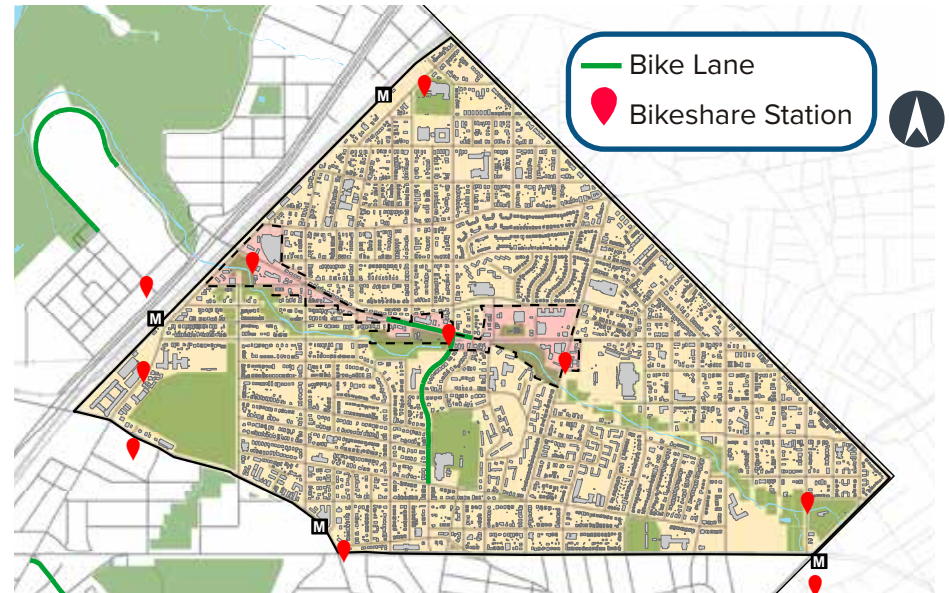
A study completed in 2022 by the DC Office of Capital Programs found that Greater Deanwood neighborhood residents spent on average \$10,364 annually on transportation costs, which is 13% more than the citywide average of \$8,995.

In 2020, out of the 6,239 employed residents living within neighborhood boundaries, 98.8% commuted outside of the neighborhood to work. According to the ACS Five-Year 2015-2019 Survey, 1% of study area residents walked to work while 46% drove, 28% used public transportation, 0.6% traveled by bicycle, 9% carpooled, and 13% worked from home. The Greater Deanwood Study Area is served by four Metrorail stations (Deanwood, Minnesota Ave, Capitol Heights, and Benning Road), which connect to the Blue, Silver, and Orange lines. Each station places residents within reach of an estimated 357,912 jobs within a 45-minute commute time. On average, nearly half of all residents within a half mile of the four stations drove alone on their commute.

Dedicated bike lanes and shared lanes are available on 49th Street (a north to south path) and Nannie Helen Burroughs Avenue (an east to west path). A paved off-street option is available to both bikers and pedestrians on the Marvin Gaye Trail, connecting neighborhoods from the northwest to southeast.



## BIKE LANES AND BIKE SHARE



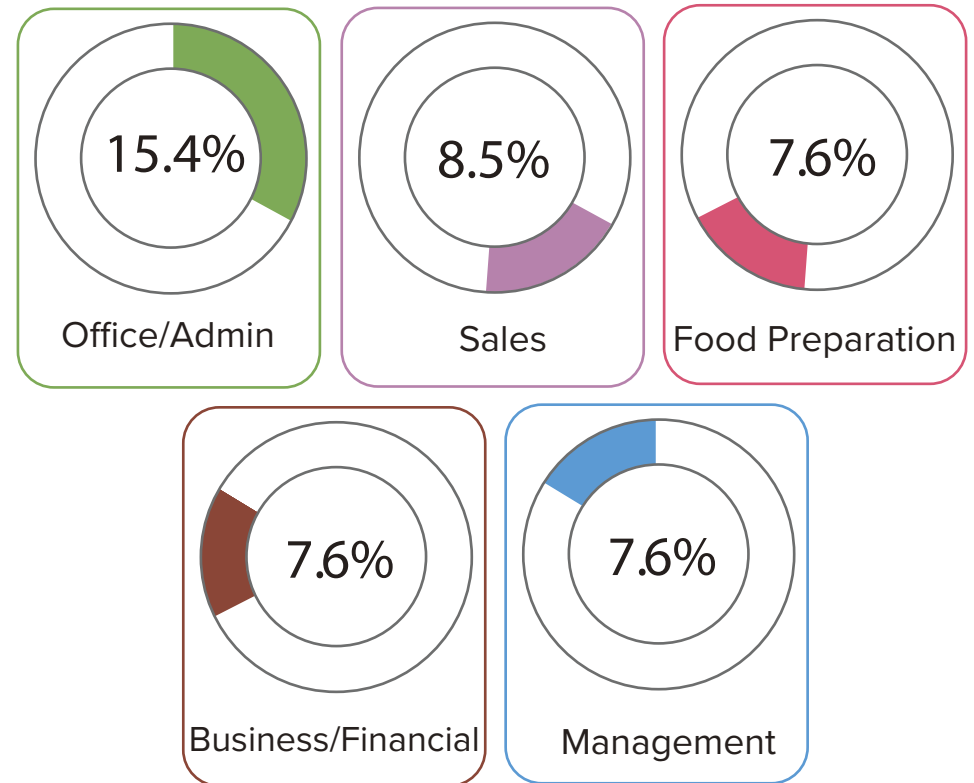
Sources: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimate; Baker Tilly Market Analysis July 2023

# COMMUNITY ECONOMICS

## MOST COMMON BUSINESSES IN STUDY AREA BY SECTOR



## MOST COMMON JOBS IN STUDY AREA BY SECTOR





Community outreach banner





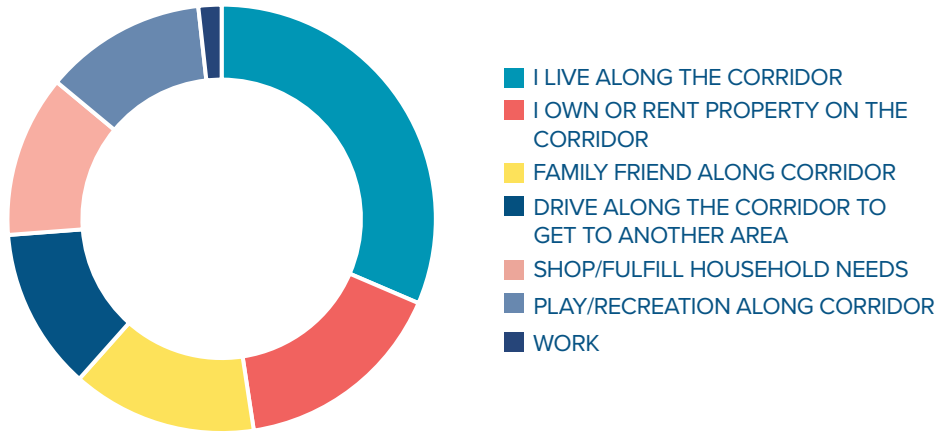
# **SECTION 3: COMMUNITY EXPERIENCE**

# SURVEY SNAPSHOT

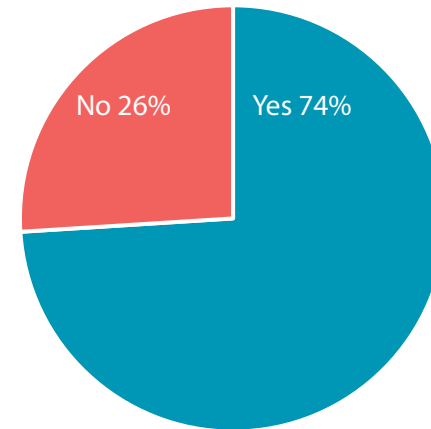
The OP planning team crafted a survey tool to help understand how the community uses the Nannie Helen Burroughs Corridor along with the adjacent parks and open spaces. OP initiated a survey that began in the summer of 2023 and was completed in October 2023. Based on 116 responses, respondents typically worked or lived in the

community and relied most heavily on cars for transportation in and out of the community. Overall, respondents expressed appreciation for Marvin Gaye Park and local community gardens. Respondents would like to see additional shopping and entertainment options along the corridor and greater investment in public assets and amenities.

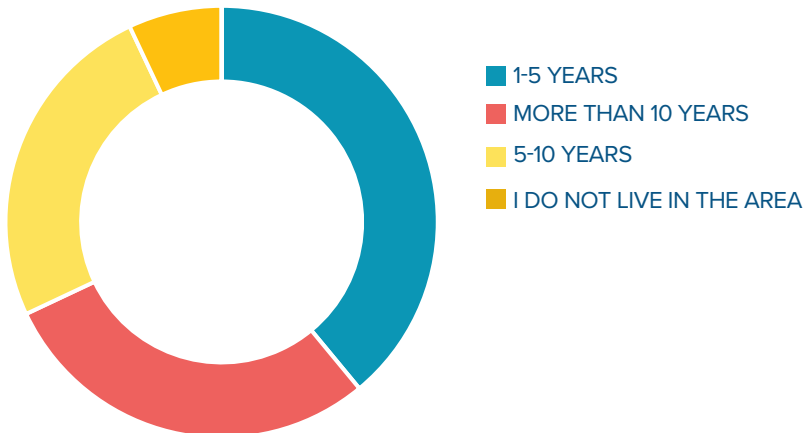
## RESPONDENT RELATIONSHIP TO STUDY AREA



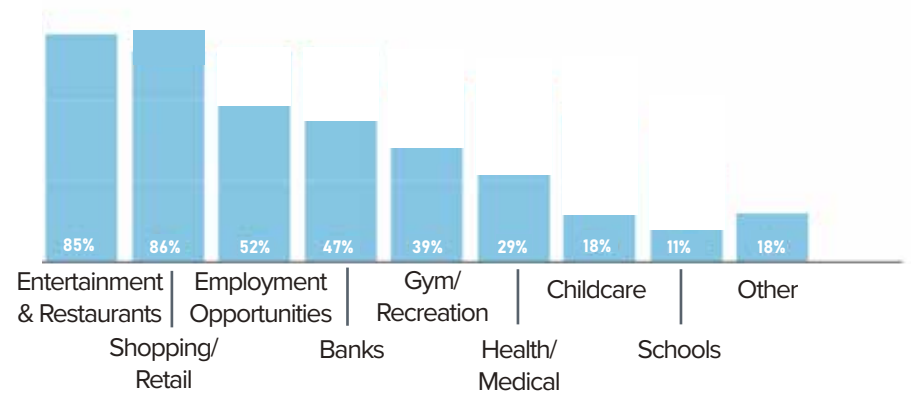
## IS THERE A PLACE ON THE CORRIDOR WHERE YOU CAN ENGAGE IN OUTDOOR ACTIVITIES?



## RESPONDENT PERIOD OF RESIDENCY IN STUDY AREA



## RESIDENTS WISH THERE WERE MORE OF:



## DESIRED PUBLIC SPACE IMPROVEMENTS

- 74% Public art and murals
- 70% Regularly occurring neighborhood + cultural events
- 63% Recreation or play areas
- 59% Street lighting or other lighting features
- 52% Community garden
- 52% Monuments and memorials
- 52% Benches/seating
- 48% Signage and wayfinding
- 48% Additional trees or other plantings
- 41% Fitness equipment
- 33% Table and chairs
- 26% Other



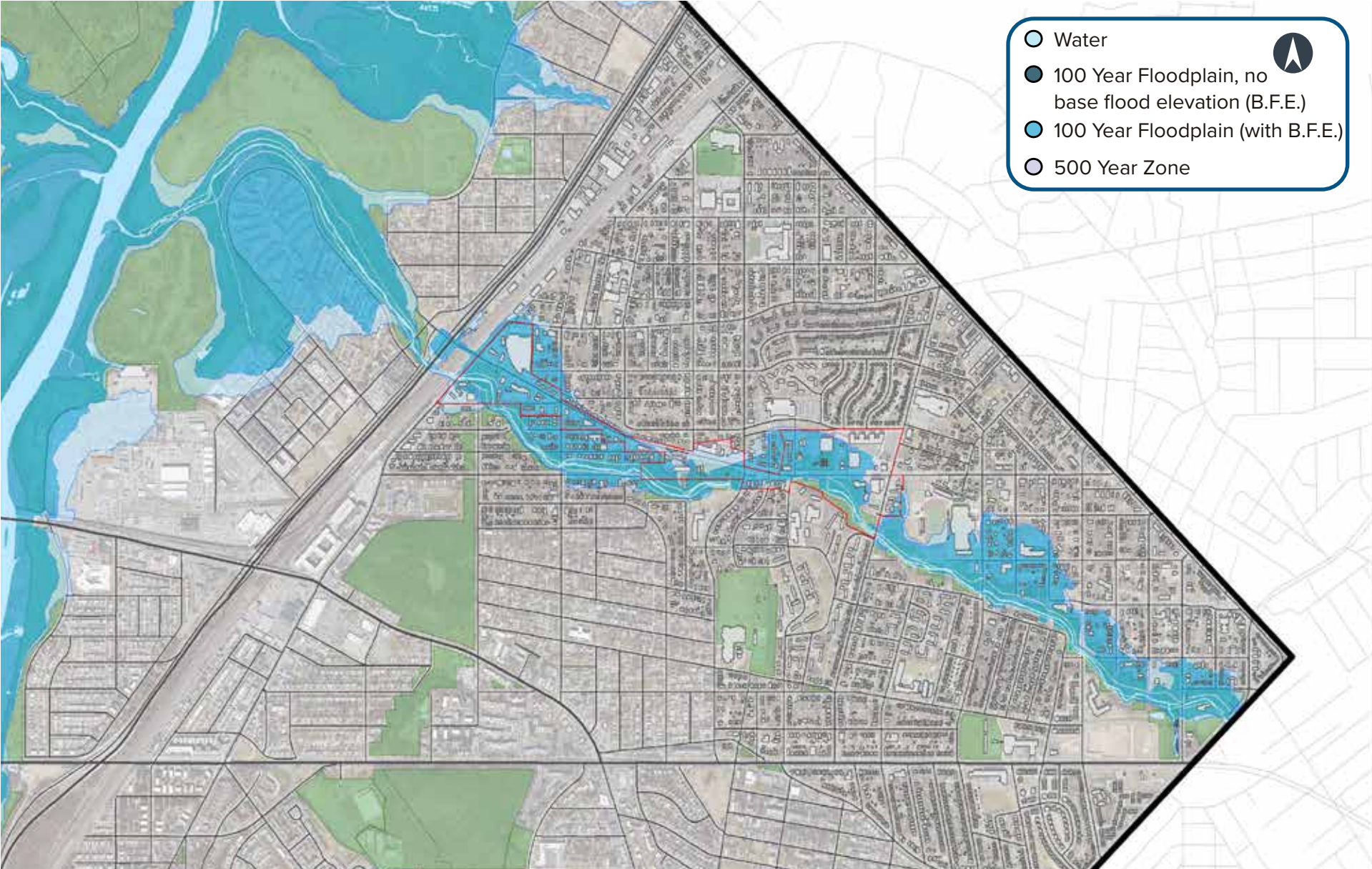
Presentation by neighborhood residents to planning staff



Residents work with planning team to map future amenities like retail

# ENVIRONMENTAL CONDITIONS

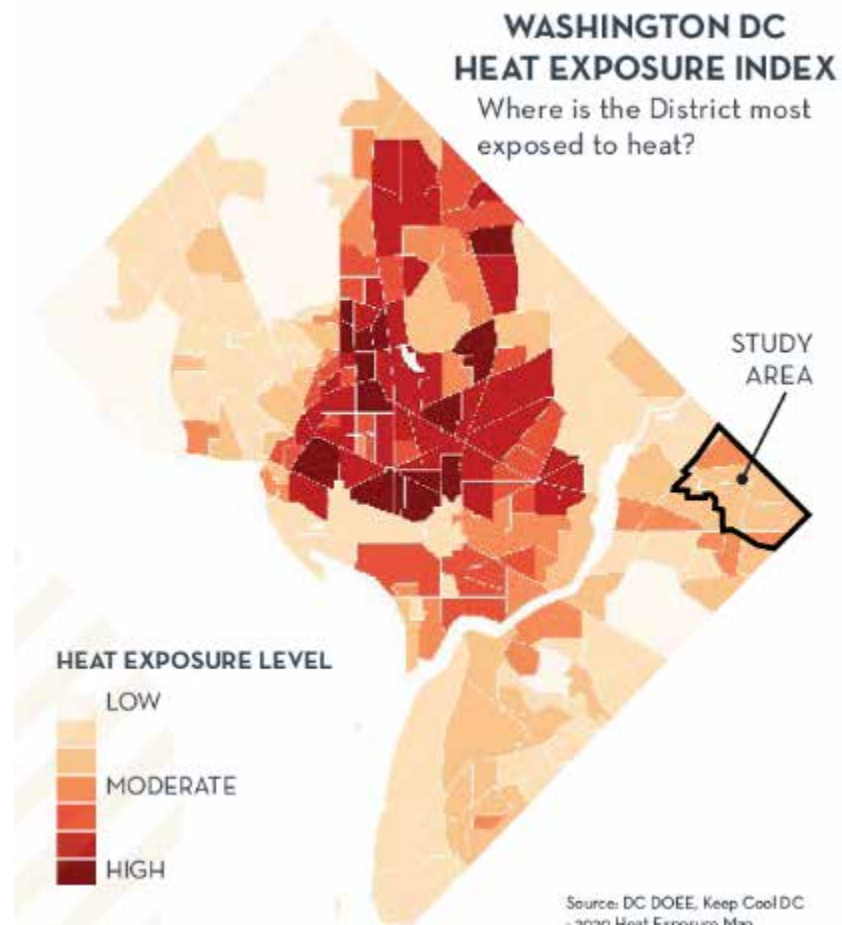
## FLOODPLAIN MAP



# COMMUNITY EXPERIENCE

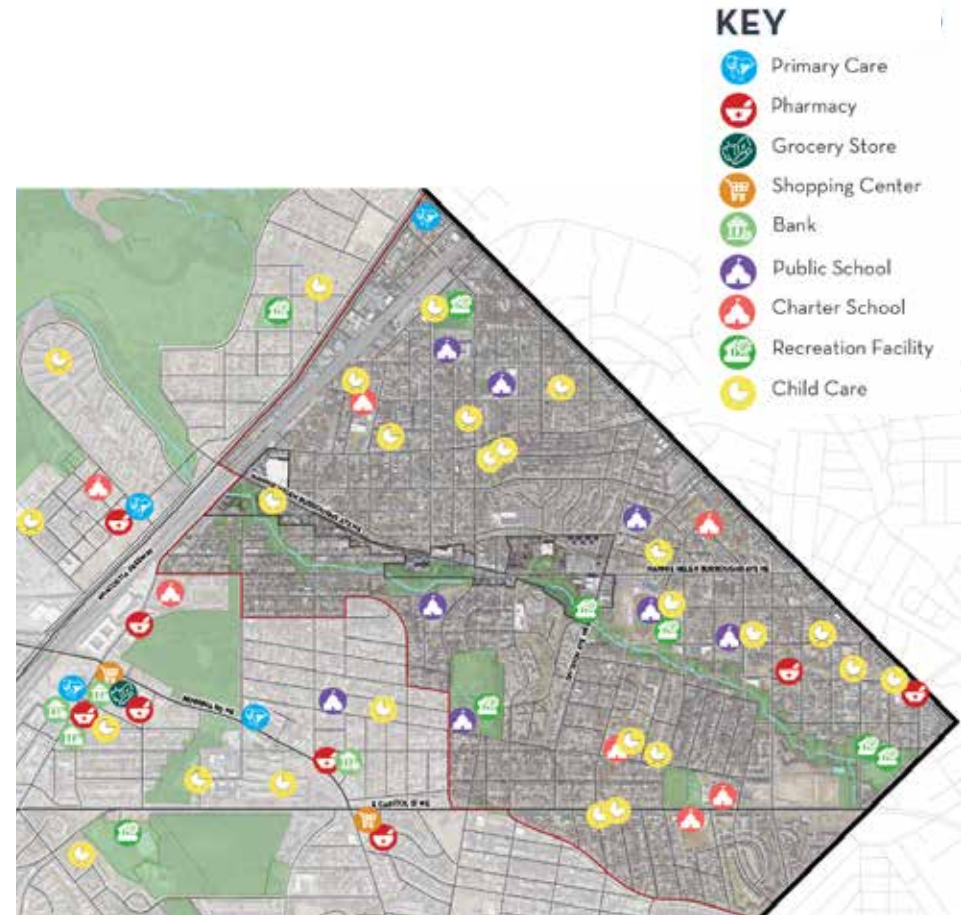
## URBAN HEAT ISLAND EFFECT

The heat island effect occurs in areas where sunlight is absorbed and retained by paved surfaces and roofs. In dense urban areas, this absorbed heat is combined with heat released by technologies like air conditioners and automobiles to create an “island” that is significantly warmer than surrounding rural areas.



## COMMUNITY AMENITIES

During the Summer 2023 community engagement events, participants worked with the Office of Planning to highlight existing assets within the greater Deanwood neighborhood. These amenities include commercial properties, as well as community services including schools and recreational facilities.



# ACKNOWLEDGMENTS

## ACKNOWLEDGEMENTS

DC OFFICE OF PLANNING  
ANC 7C

## COMMUNITY AND CIVIC ASSOCIATIONS

Capitol View Civic Association  
Deanwood Citizens Association  
Northeast Boundary Civic Association  
Lincoln Heights Resident Council  
Richardson Dwellings Resident Council

## CONTACT US!

For up-to-date information on the Nannie Helen Burroughs Corridor Small Area Plan visit:

[WWW.PUBLICINPUT.COM/NHBSAP](http://WWW.PUBLICINPUT.COM/NHBSAP)



855-925-2801 EXT 2569



PUBLICINPUT.COM/NHBSAP



NHBSAP@DC.GOV



TEXT PLAN TO 855-925-2801

# RESOURCES

## AFFORDABLE HOUSING:

- [36,000 Housing Count](#) (DMPED Economic Intelligence Dashboard)
- [Housing Equity Report](#) (2019)
- [Housing Production Trust Fund](#)
- [Inclusionary Zoning \(IZ\) Affordable Housing Program](#)

## COMPREHENSIVE PLANNING:

- [The Comprehensive Plan for the National Capital: District Elements](#) (2021)
- [Comprehensive Community Development Model](#)

## DEVELOPMENT AND ZONING:

- [DC Interactive Zoning Map](#)
- [DC Zoning Handbook](#)
- [Interactive Zoning Information System Case Search](#)

## HISTORIC PRESEVATION:

- [Ward 7 Heritage Guide](#)

## PARKS, RECREATION, AND LIBRARY:

- [DC Statewide Comprehensive Outdoor Recreation Plan](#) (2020)

## PUBLIC SPACE ACTIVATION AND DESIGN:

- [Commemorative Works Program](#)
- [Our City, Our Spaces!](#) (2021)
- [Public Life initiatives](#)
- [Public Realm Design Manual](#) (2019)
- [Public Space Activation & Stewardship Guide](#) (2018)

## SCHOOL PLANNING:

- [DC Edscape](#)

## SUSTAINABILITY AND RESILIENCE:

- [Building Energy Performance Helpdesk](#)
- [Sustainable DC](#) (2018)
- [Resilient DC](#) (2019)

## TRANSPORTATION:

- [Bus Priority Plan](#) (2021)
- [moveDC: Multimodal Long-Range Transportation Plan](#) (2021)



District of Columbia  
Office of Planning

