

**GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF PLANNING**



**Upper Wisconsin Avenue Corridor Study - Strategic Framework Plan
Summary of Issues and Opportunities**

ISSUES

Land Use

- The exact boundary of the Housing Opportunity Area is not defined by the Comprehensive Plan.
- Ward 3 lacks affordable housing opportunities near Metro Stations.
- Growth is a controversial issue in the community. Some residents believe that growth, particularly around a Metro Station makes sense. Other residents prefer no growth or little growth.
- There is skepticism about whether public amenities will justify proposed planned unit developments (PUDs).
- Suburban style retailers like Marten's Volvo and the Buick dealership that exist in Middle Wisconsin add little to the vitality of street life.
- Tenleytown lacks a good variety of retail uses and needs revitalization.
- Many residents have expressed concern about new development along Wisconsin Avenue, in particular, Marten's Volvo property, Babe's Billiards and the WMATA bus garage site.

Public Realm and Pedestrian Environment

- There is no coordination among the design elements in Friendship Heights or Tenleytown to unify the retail districts and create a sense of place.
- Streetscape is in poor condition on many parts of the corridor.
- There are excessive numbers of curb cuts along the corridor that interrupt the pedestrian flow.
- Crosswalks at road intersections are often poorly marked, inhospitable and too wide.

Building Placement

- Several locations along Wisconsin Avenue have inconsistent building frontage, which poorly defines the street edge.

Topography and Land Forms

- Views from Fort Reno have historic relevance.
- Retail does not address the street well north of Tenleytown because of the hill.

Greenspace and Parks

- The park space surrounding Tenley Circle is not well defined, interrupted by roads, and not well used.
- There are no signature open spaces along most of Upper Wisconsin Avenue.
- Triangular parks along Wisconsin Avenue are small, surrounded by roads, not well maintained, and overwhelmed by the traffic.

Traffic and Parking

- While the concurrent Friendship Heights transportation study, conducted by DDOT, is indicative about the remainder of the corridor, a detailed study of the entire corridor was not undertaken, but is planned.
- Parking restrictions on adjacent streets are not regularly enforced.
- It is more difficult to coax short-term users into parking garages, particularly if it is costly. Many of the parking structures in the shopping areas are not fully utilized, as people prefer to use on-street parking rather than pay for parking within a garage.
- Parking is not readily available for small retailers in the Middle Wisconsin Avenue area because of the age of most of the buildings.

Historic Characteristics

- There are few buildings that would qualify as historic landmarks, but there are several older buildings and clusters of older buildings that provide a sense of place and historic continuity, and merit consideration in redevelopment of the corridor.

OPPORTUNITIES

Wisconsin Avenue is likely to experience growth over the next ten years.

- According to the market study, there is a market potential for:
 - 325,000 to 450,000 square feet of office space, primarily Class B space.
 - Between 1,500 to 1,800 residential units: 1,000 units in Friendship Heights; between 100 to 200 units in Middle Wisconsin; between 200 to 400 units in Tenleytown; and approximately 200 units in South of Tenleytown.
 - Between 112,000 to 277,000 square feet of retail space: 32,000 to 157,000 square feet in Friendship Heights (above existing and planned inventory); and between 80,000 to 120,000 square feet of additional retail in Tenleytown.
- There are several underdeveloped parcels along the corridor that are in close proximity to a Metro Station.
- There is significant buying power surrounding the Upper Wisconsin Avenue corridor.