



Office of Planning OP (OP)

MISSION

The mission of the Office of Planning (OP) is to guide development of the District of Columbia, including the preservation and revitalization of our distinctive neighborhoods, by informing decisions, advancing strategic goals, encouraging the highest quality development outcomes, and engaging all communities.

SUMMARY OF SERVICES

OP performs planning for neighborhoods, corridors, historic preservation, public facilities, parks and open spaces, and individual sites. In addition, OP engages in urban design, land use, and historic preservation review. OP also conducts historic resources research and community visioning, and manages, analyzes, maps, and disseminates spatial and US Census data.

ACCOMPLISHMENTS

✓ Creation and Implementation of Small Area Plans

During FY 2011 OP launched or completed several small area plans that offer innovative approaches for revitalization and future economic development for the District's neighborhoods
OP:

- Completed and obtained Council approval for the Mt. Pleasant Street Small Area Plan, *December 2010*
- Completed draft Small Area Plans for Maryland Avenue SW and 14th Street Corridor Vision Plan & Revitalization Strategy, *September 2010*
- Initiated the St. Elizabeth's East Campus Master Plan (*April 2011*) and the Walter Reed Army Medical Center Base Reuse Plan and Small Area Plan after the Army's notice of new boundaries/surplus property (*August 2011*)

Since the success of completed small area plans depends upon implementation of plan recommendations by a variety of stakeholders, OP planned, developed, and managed Mayor Gray's Ward 8 Community Summit in July 2011, in partnership with DMPED and other agencies.

- Ward 8 has been the focus of previous and ongoing planning efforts by OP and other agencies
- Nearly 600 Ward 8 residents, business owners, District officials, and guests joined Mayor Gray and Councilmember Barry at the event and used keypad polling to register their views and engaged in facilitated discussions about the future of their neighborhoods. A preliminary report was created and distributed at the end of the event.
- OP also worked with District agencies to plan and hold the first Summit follow-up meeting, in September 2011
- OP gave attendees progress reports from various agency directors at the event
- OP and other lead agencies continue to strategize with EOM on the FY 2013 budget initiative and how to move implementation projects forward
- A Summit follow-up community meeting is being planned for FY12

Fiscal Stability and Job Creation



✓ **Completion of Streetcar Land Use Study (Phase I)**

OP completed Phase 1 of a Streetcar Land Use Study. OP initiated the study to ensure that the city and its residents gain the greatest possible benefits from the new 37-mile streetcar system planned by DDOT, and that the overarching vision and goals for the District are furthered by the new system. The Study provides an assessment of the citywide benefits of the system in terms of access to jobs and schools, quality of life, transportation costs for households, job growth, and the real estate market. The study also considers challenges of the introduction of streetcar service, such as the impact on historic and cultural resources, housing costs, and small business retention. The report examines the benefits and challenges along each proposed corridor and proposes alterations to phasing and small segments to maximize mobility and economic development of the investment. The Streetcar Land Use Study serves as baseline information which OP, DDOT, and other involved agencies may use to make recommendations regarding the District's streetcar system. [September 2011]

Fiscal Stability and Job Creation

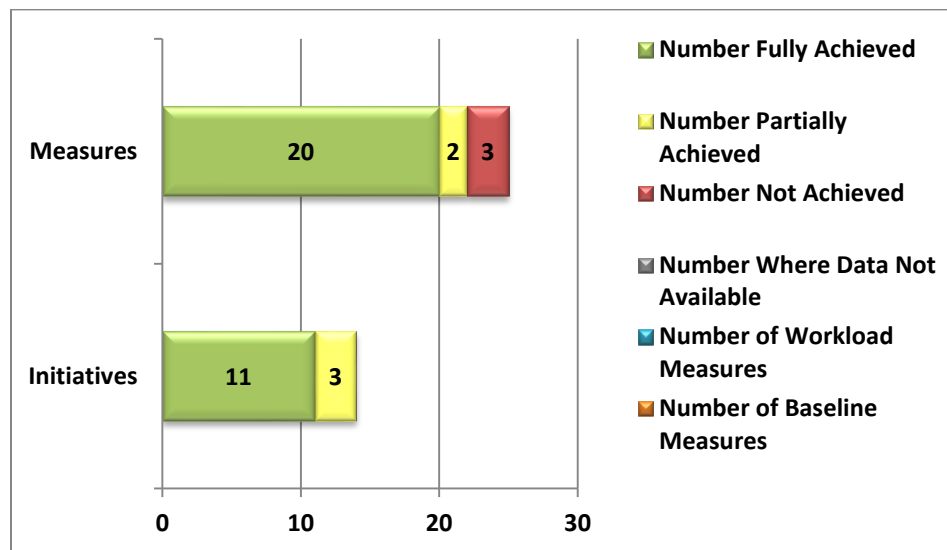
✓ **Launch of Sustainable DC**

In conjunction with DDOE and the Mayor, OP launched *Sustainable DC*, the Mayor's initiative to create a comprehensive sustainability strategy for the District. The Mayor's vision for Sustainable DC is to make the District the most sustainable city in the nation. Sustainable DC is a multi-agency and multi-stakeholder initiative that will create the District's sustainability vision in nine topic areas including the built environment, climate, and the green economy, and develop recommendations for implementation. The initiative kicked off with "Start in September," using a website (www.sustainable.dc.gov) to allow residents to share their ideas on how to make DC a greener, healthier, more livable place. More than 1,400 residents participated in 27 meetings/discussions during the month of September, and more than 300 suggestions were logged in on the website. [July–September 2011]. [Note on continuing progress: OP also held a "Twitter Town Hall Meeting" and Mayor Gray launched nine topic area working groups in November 2011.]

Fiscal Stability and Job Creation





OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

Citywide Planning

OBJECTIVE 1: Use data to inform planning.

- **INITIATIVE 1.1: Link comprehensive planning; capital budgeting and investment; and master facilities planning.** (fully achieved)

After the Census Bureau released population data by geography from the 2010 Census, OP analyzed the data and developed demographic profiles on the neighborhood level, and shared it with other District agencies and the public to assist stakeholders make capital investments and plan the future of the District neighborhoods. OP conducted CIP/facilities visioning sessions in FY 2011. OP coordinated a work session with Deputy Mayor for Education cluster agencies (DME, DCPS, OPEFM, DRES, and OSSE) in July, and is now serving on the Public Education Facilities Task Force and providing input into the revision of DCPS's Master Facilities Plan and providing mapping and demographic analysis. Note that although OP planned to work with FEMS and DPR this year, those agencies declined mid-year, explaining that their capital programs are moving over to the new Department of General Services. OP expanded its temporary urbanism program and partnered with District agencies to activate two underutilized properties. For the first time, OP issued grants under its temporary urbanism program, to two organizations which developed successful "Temporiums" that activated underutilized space and brought foot traffic to streets in Shaw and Mt. Pleasant. OP also applied for and won a \$250,000 ArtPlace grant that will fund temporary urbanism projects to activate more underutilized properties in FY 2012. And finally, OP worked with DMPED staff to identify and assist in implementing at two unfunded CIP projects through the PUD process: 1) Parkside – OP made major modifications to a previously-approved PUD to facilitate a campus of the Community College of DC, a private health clinic (the only one in Ward 7), and a new public park, and 2) West End Library/Fire Station – a new replacement library and new replacement fire hall in Ward 2.

- **INITIATIVE 1.2: Support redistricting activities based on results of the 2010 decennial Census.** (fully achieved)

OP prepared for FY 2011 redistricting activities by prototyping geographic database tools in anticipation of the final Census data files and maps delivery. Once final Census data arrived, OP worked with Council members and their staff and the Board of Elections and Ethics to graphically represent political boundaries, including wards, Advisory Neighborhood Commissions, Single Member Districts, and voting precincts, and showed how those changes affect population numbers. On July 12, 2011, OP delivered new ward maps based on new Census information to the Council and BOEE, as required by District Code.



- **INITIATIVE 1.3: Use multiple channels to improve communications.** (fully achieved)
OP leveraged social media outlets and its web site in FY 2011 to improve the ability of citizens to participate in the planning process. OP launched a Facebook page and a Twitter account during the year, in an effort to bring new populations into the planning process. OP updates its Facebook page regularly, and posts often on its Twitter account to its 943 followers (and counting). OP also launched its new web site (planning.dc.gov) in Fall 2011, using OCTO's second-generation content management system to completely rework content and features. The public now has greater access to OP's recommendations, strategies, data, and reports, and can more easily provide feedback on draft small area plans and other planning documents.

OBJECTIVE 2: Better inform decisions about public and private investments.

- **INITIATIVE 2.1: Make the most of the District's planned growth and competitive strengths.** (partially achieved)
To build on the District's future growth and competitive strengths, OP accomplished the following implementation items contained in the city's Comprehensive Plan. OP encouraged business incubation, entrepreneurship, temporary urbanism, and creative space by financially supporting and promoting two Temporiums (or, temporary/pop-up retail units), in the underserved retail neighborhoods of Mt. Pleasant and Shaw; and facilitated the development of a "space finder" tool for the creative economy industry, which links needs for space with available space in city-owned and other underutilized spaces. Note that OP was not able to prepare a feasibility report on building a "digital garage" (a marketplace where providers of creative products and services can be matched with those in need of those products and services) in FY 2011 due to a lack of *staffing availability*. In December 2010 OP coordinated the production of an online/digital progress report on Actionomics DC activities and projects. OP drafted an innovation cluster strategy for the St. Elizabeths Campus that leverages the consolidation of the U.S. Department of Homeland Security and promotes incubation and small business development. OP and its partners will finalize and announce the strategy in FY 2012. OP drafted a Streetcar Land Use Study to coordinate land use planning along the 37-mile citywide streetcar route proposed by DDOT. The study explores how to leverage the potential of the new transit investment to revitalize neighborhoods, expand economic development opportunities, and bring more walkability and amenities to communities citywide. In August OP published a Housing/Transportation Affordability Index study that examines the cost of living for residents of the Washington area looking through the lenses of housing and transportation. The study shows the benefits of living closer to work and closer to public transportation, and highlights how improving transportation options can help families realize overall household cost savings. OP has used the study's web-based modeling tool to test the impact of forecasted growth and transit infrastructure investments to estimate future changes in household transportation cost. And OP also created a new Live Near Your Work pilot program in FY 2011: OP will partner with two DC-based institutions to support home purchases by their employees near their office and/or near public transportation to help increase District population, reduce traffic, improve air quality, and activate neighborhoods.



Revitalization/Design & Neighborhood Planning

OBJECTIVE 1: Catalyze improvements in neighborhoods and central Washington to continue economic competitiveness, enhanced livability, and environmental harmony. (partially achieved)

● **INITIATIVE 1.1: Complete four plans and initiate two plans/projects.**

OP pledged to complete in FY 2011 four plans that were initiated in FY 2010. 1) OP drafted the 14th Street Corridor Revitalization Plan in September, and the plan is out now for public comment. 2) In September OP resumed the small area planning process for the Walter Reed Army Medical Center Small Area Plan, after a delay due to uncertainty in federal plans for the site, and changes not finalized by the feds until August regarding what property will become the District's and what property will not. 3) OP completed the Benning Terrace Recreation Center Site Plan in January. And 4) OP completed the Chinatown Public Realm Plan in September. OP also initiated the Maryland Avenue SW Corridor Plan in October, and initiative and finished the Center City East End Reconnection Plan. The benefits of doing these plans include: the removal of significant physical barriers in their respective parts of the city and laying the ground work for connecting disconnected and isolated areas; the enhancement of the real estate value of the areas; the identification and packaging of sites for redevelopment; improvements to the functionality of the public realm for walking, biking, driving, and transit; and raising awareness of opportunities for sustainable approaches to development.

● **INITIATIVE 1.2: Lead coordination with federal partners for major planning and development projects.** (partially achieved)

In FY 2011 OP, in partnership with other District agencies, continued to lead coordination efforts with the federal government on critical planning and development projects. OP coordinated District participation in two federal working groups for the St. Elizabeths Campus. Successes included identifying pilot projects for federal/local collaboration and providing input on the GSA's Draft Environmental Impact Statement for St. E's.

OP planned to complete an innovation cluster strategy and phase 1 site plan for the East Campus in FY 2011, but the complexity of the projects slowed progress. Regarding the strategy, OP worked on it throughout the year, but ended the year without a final product given the unexpected need for additional stakeholder engagement and loss of the OP project manager to maternity leave. OP anticipates completion in FY 2012. For the site plan, OP is coordinating this master planning effort in concert with DDOT's Environmental Assessment (EA) for the roads on the East Campus. The master plan and EA are interrelated, and at year end the EA was still under development to establish a preferred alternative for the roads. Once the EA is complete in FY 2012, OP will finalize the master plan and draft zoning text for the site. OP will also host one more public meeting in FY 2012.

OP planned to complete a draft Poplar Point Small Area Plan in FY 2011, but the plan was unexpectedly on hold all year, and will continue to be until the U.S. National Park Service approves the Draft Environmental Impact Statement for public release.

OP participated in federally-initiated plans in Center City DC. OP participated in the 10th Street Corridor Task Force Initiative (which is run by the National Capital Planning Commission and is



now called the Southwest Ecodistrict Task Force Initiative). OP's director sits on the Task Force and OP staff attends regular Working Group meetings. OP staff worked with multiple federal partners and the Trust for the National Mall to develop a major design competition for the National Mall. OP served on the Steering Committee, participated in all meetings and workshops, was instrumental in shaping the way the competition is structured, and provided technical information to the federal government regarding the District and local community considerations.

OP worked with the National Park Service, NCPC, the U.S. Commission of Fine Arts, and the city's Department of Parks and Recreation on the implementation of CapitalSpace, including a Small Park Initiative pilot project. FY 2011 accomplishments include developing a Model Small Park Initiative, and developing a concept plan for implementing landscape improvements in Reservation 68 (that is, Edmund Burke Park, Massachusetts Avenue NW, and 11th Street NW) to include 1) the Downtown BID maintaining landscape improvements in the park, 2) DDOT making improvements to public space surrounding the park such as widening tree boxes and installing new tree boxes, and 3) Casey Trees providing ten trees for Spring 2012 planting.

● **INITIATIVE 1.3: Coordinate implementation of Small Area Plans, Revitalization Plans, and the Center City Action Agenda.** (fully achieved)

Since implementing plans is as important as creating plans, the following describes OP's activities implementing recent plans. OP worked with community groups to implement three successful projects: 1) Planned and held the 3rd annual Green Living Expo (NSIP), 2) Assisted two neighborhood businesses with applying for public space permits in Mt. Pleasant, and 3) Provided technical assistance to faith-based institutions and their related community development organizations to facilitate the redevelopment of their properties in Deanwood.

In FY 2011 OP published online implementation progress reports and brochures for plans OP completed between 2002 and 2006, capturing five years of implementation progress, investment to date, and remaining items to be completed. Areas covered: Anacostia, Convention Center Area/Shaw, Georgia Ave/Petworth, H Street NE, and Center City (including Chinatown and NoMa). OP's Neighborhood Planning division also coordinated plan implementation activities with OP's Temporary Urbanism by assisting in the selection of Shaw and Mt. Pleasant as the first "temporium" projects.

OP pursued new funding opportunities in FY 2011, with a pair of successes. OP applied for and was awarded an ArtPlace grant and a U.S. EPA "Greening America's Capitals" technical assistance award for work in Ward 8.

In February, OP also hosted a Center City forum to report on implementation progress and to further prioritize initiatives for emerging areas there.



OBJECTIVE 2: Increase the transparency and predictability of the planning process to better engage stakeholders and to increase the dialogue around key planning tools and topics.

- **INITIATIVE 2.1: Launch a Design Excellence Campaign to increase awareness and community interest in the importance of design and the public realm in achieving neighborhood livability and economic competitiveness.** (fully achieved)
OP launched a *Citizen Planner* program that focuses on neighborhood livability, including design quality, walkability, and amenities. OP created an education series on public space, highlighted by 15 “Public Space 101” sessions conducted in FY 2011.

Development Review and Historic Preservation

OBJECTIVE 1: Deliver resources, clarified regulations, and technical assistance to enhance the quality of the built environment.

- **INITIATIVE 1.1: Improve transparency and public understanding of preservation processes.** (fully achieved)
In FY 2011 OP took steps to make the preservation designation and review processes more transparent and predictable.

OP’s new historic preservation website became active in December 2010, and OP made further enhancements throughout 2011. OP created a new sustainability page, added more design guidelines and information sheets, and posts copies of all pending landmark applications. HP staff regularly updates the site with new feature items, staff reports, notices, and monthly reports, and developed an email interface for stakeholders to get easier delivery of public notices.

OP’s Historic Preservation Office (HPO) rewrote four informational handouts to improve the transparency of the review process for property owners seeking concept and permit review: 1) “Historic Preservation Review Process for Property Owners,” 2) “Historic Preservation Review Process Flow Chart,” 3) “Historic Preservation Review Application,” and 4) “Historic Preservation Filing Fees.” All four handouts have been posted on OP’s website and are available in hard copy form at the Permit Center.

The HPO also completed revised procedures outlining changes to the process for designating historic properties.

- **INITIATIVE 1.2: Ensure compatibility with historic resources.** (fully achieved)
OP collaborated with a local preservation organization (DC Preservation League) to develop a web-based database for the public to obtain information on preservation services and products. OP also produced three new preservation design guidelines for historic property (for basement entrances, masonry maintenance, and window restoration and replacement), and posted them on OP’s website.
- **INITIATIVE 1.3: Capitalize on historic resources to promote economic development.** (fully achieved)
OP collaborated with a local preservation organization (Cultural Tourism DC) to add 12 sites to and fully complete (at a total of 100 sites) the African American Heritage Trail. CTDC and the HPO



celebrated the 100th installation milestone with a press event in August. OP's HPO helped to integrate preservation and economic development goals by participating in OP's streetcar land use study to identify opportunities to strengthen the economic viability of historic neighborhoods and ways to accommodate additional growth in a manner compatible with historic resources.

- **INITIATIVE 1.4: Bring clarity and cohesiveness to the District's zoning regulations via a multi-year effort.** (fully achieved)

OP presented seven draft zoning chapters and amendments to the Zoning Commission for public hearing. The chapters are on parking, loading, bike parking, height, use text, new industrial zones, and low-density residential. OP will draft final regulations and begin roll out in FY 2012.

- **INITIATIVE 1.5: Provide timely and high-quality policy and technical analyses to applicants and recommendations to Boards and Commissions.** (fully achieved)

OP reviews all applications that go before the Board of Zoning Adjustment, Zoning Commission, and Historic Preservation Review Board. In FY 2011, OP created and used a new format for its reports, to include more maps and clearer regulation citations to improve the information available to board and commission members.

- **INITIATIVE 1.6: Create innovative zoning techniques to address the reuse of federal lands; coordinate implementation of Small Area Plans, Revitalization Plans, Action Agendas.** (fully achieved)

OP's Development Review division developed a strategy to coordinate implementation of completed plans with the zoning review, and prepared draft language for creating a livability element for the zoning of federal lands that will be transferred to private or municipal use. OP also worked with federal agencies (such as the National Capital Planning Commission on the Southwest Eco-District, and the U.S. General Services Administration on St. Elizabeths and the Walter Reed Army Medical Center) to coordinate federal urban policies and livability goals to include in draft zoning for the reuse of federal sites. OP also drafted zoning for the implementation of plans for St. Elizabeths and for the Green Area Ratio (a flexible, green, site design requirement where property owners may choose from a range of environmental landscaping practices to achieve the required GAR.)

Office of the Director

OBJECTIVE 1: Efficiently manage the resources and operations of the agency.

No Initiative for this Objective

Through the leadership of Director Harriet Tregoning, OP efficiently managed resources in FY 2011, including operational, capital, and grant funding, and the deployment of 70 positions.



Key Performance Indicators – Details

Performance Assessment Key:

● Fully achieved
 ● Partially achieved
 ● Not achieved
 ● Data not reported

		Measure Name	FY2010 YE Actual	FY2011 YE Target	FY2011 YE Revised Target	FY2011 YE Actual	FY2011 YE Rating	Budget Program
●	1.1	% of subgrantees' budget spent on programmatic costs	0	65%		77.35%	119%	AGENCY MANAGEMENT
●	1.2	% of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award	0	100%		100%	100%	AGENCY MANAGEMENT
●	1.1	Develop facility plans, identify public-private partnerships or co-location opportunities, and conduct demographic analyses for targeted agencies	5	3		3	100%	CITYWIDE PLANNING
●	1.2	% of OP-responsible Comp Plan implementation items from the current plan and future amendments that are newly achieved during the fiscal year	36.71%	25%		36.81%	147.24%	CITYWIDE PLANNING
●	1.3	Change in retail indicators relative to the baseline, as measured by change in Gross Sales and Use Tax.	0	1		2.87%	287%	CITYWIDE PLANNING
●	1.4	Change in retail indicators relative to the baseline, as measured by change in Retail Trade Employment.	0.68	1		-3.34%	-334.29%	CITYWIDE PLANNING
●	1.5	% change in transit ridership	0	2.5%		0.82%	32.80%	CITYWIDE PLANNING



		Measure Name	FY2010 YE Actual	FY2011 YE Target	FY2011 YE Revised Target	FY2011 YE Actual	FY2011 YE Rating	Budget Program
●	1.6	Use Walkscore to compare DC's walkability to other US cities	0	1		1	100%	CITYWIDE PLANNING
●	2.1	Positive change in neighb. indicator - Change in median single family home sales price	0	2.2%		3.20%	145.45%	CITYWIDE PLANNING
●	2.2	Positive change in neighb. indicator - Change in median household income	0	3%		2.72%	90.68%	CITYWIDE PLANNING
●	2.3	Positive change in neighb. indicator - Change in District population	0	0.5%		3.06%	611.65%	CITYWIDE PLANNING
●	2.4	% of customers who have the data and analysis needed to fulfill their role in planning the city & influencing quality neighborhood outcomes	94.26%	90%		95.11%	105.67%	CITYWIDE PLANNING
●	2.5	% change to citizens' access to fresh and healthy food relative to the baseline	0%	5%		0.80%	16%	CITYWIDE PLANNING
●	2.6	% change in number of green jobs in District	0%	1%				CITYWIDE PLANNING
●	2.7	Median number of hours needed to successfully complete a mapping request	2.3	2		1	200%	CITYWIDE PLANNING
Revitalization/Design & Neighborhood Planning								
●	1.1	% of OP small area plans approved by the Council	100%	90%		100%	111.11%	REVITALZATN/ DESIGN & NEIGHBORHOO D PLANNG
●	1.2	% of plans completed in 18 months or less	100%	65%		100%	153.85%	REVITALZATN/ DESIGN & NEIGHBORHOO D PLANNG



		Measure Name	FY2010 YE Actual	FY2011 YE Target	FY2011 YE Revised Target	FY2011 YE Actual	FY2011 YE Rating	Budget Program
●	1.3	Cost of consultant services per plan completed	\$104,595	\$250,000		\$198,373	126.03%	REVITALZATN/ DESIGN & NEIGHBORHOOD PLANNING
Development Review and Historic Preservation								
●	1.1	% of permit applications reviewed over the counter	94.54%	90%		93.77%	104.19%	DEVELOPMT REVIEW & HISTORIC PRESERVATION
●	1.2	\$ of historic homeowner grants issued	\$201,486	\$250,000		\$229,746	91.90%	DEVELOPMT REVIEW & HISTORIC PRESERVATION
●	1.3	% of historic landmark designations without owner objection	100%	85%		100%	117.65%	DEVELOPMT REVIEW & HISTORIC PRESERVATION
●	1.4	% of DC government project applications responded to within 5 business days	89.7%	90%		90.48%	100.53%	DEVELOPMT REVIEW & HISTORIC PRESERVATION
●	1.5	% of Dev. Rev. reports that meet the expectations of boards/commissions	93.84%	90%		94.31%	104.79%	DEVELOPMT REVIEW & HISTORIC PRESERVATION
●	1.6	Average cases reviewed per zoning review staff	41.06	20		37.3	186.50%	DEVELOPMT REVIEW & HISTORIC PRESERVATION
●	1.7	Average cases reviewed per historic preservation staff	0	500		634.86	126.97%	DEVELOPMT REVIEW & HISTORIC PRESERVATION