



Pennsylvania Avenue East Main Street Retail Market Analysis



Prepared For:

Pennsylvania Avenue East Main Street

DC Department of Small and Local Business Development

Prepared By:

Jon Stover & Associates

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JS&A Economic
Development
Consultants

*Analysis And Report
Created By:*

Jon Stover & Associates
www.jonstoverandassociates.com

Study Participants

Pennsylvania Avenue East Main Street

The Marshall Heights Community Development Organization's Pennsylvania Avenue East Main Street program (PAEMS) works with residents, community stakeholders and businesses to revitalize, develop, and promote the Pennsylvania Avenue SE commercial corridor, from the John P. Sousa Bridge to Southern Avenue SE.

Jon Stover & Associates

Jon Stover & Associates (JS&A) specializes in economic analysis, retail revitalization, and helping public, private, and nonprofit organizations collaborate to meet economic development objectives. JS&A has helped a wide range of clients implement plans and programs that have successfully enhanced urban neighborhoods and commercial corridors.

Dept. of Small and Local Business Development

The DC Department of Small and Local Business Development (DSLBD) supports the development, economic growth, and retention of District-based businesses, and promotes economic development throughout the District's commercial corridors. DSLBD manages the DC Main Street program and provides resources to local programs.

This analysis relies on data provided by PAEMS, the Washington DC Economic Partnership, ESRI, CoStar, CARTo, WalkScore.com, a large variety of local planning and visioning documents, local real estate blogs such as CurbedDC and UrbanTurf, in-person site visits, and conversations with local business owners and staff. Retail metrics and evaluation criteria correspond with the DC Office of Planning Vibrant Retail Streets Tool Kit. All findings presented in this report reflect the conditions at the time of the analysis.



Defining Retail

For the purposes of this study, retail is defined in three categories that are common in the retail landscape and used by DC's Office of Planning.



Neighborhood Goods & Services

Establishments serving residents and workers such as dry cleaners, fresh produce stands, pharmacies, florists, nail salons, barber shops, convenience stores, and more.



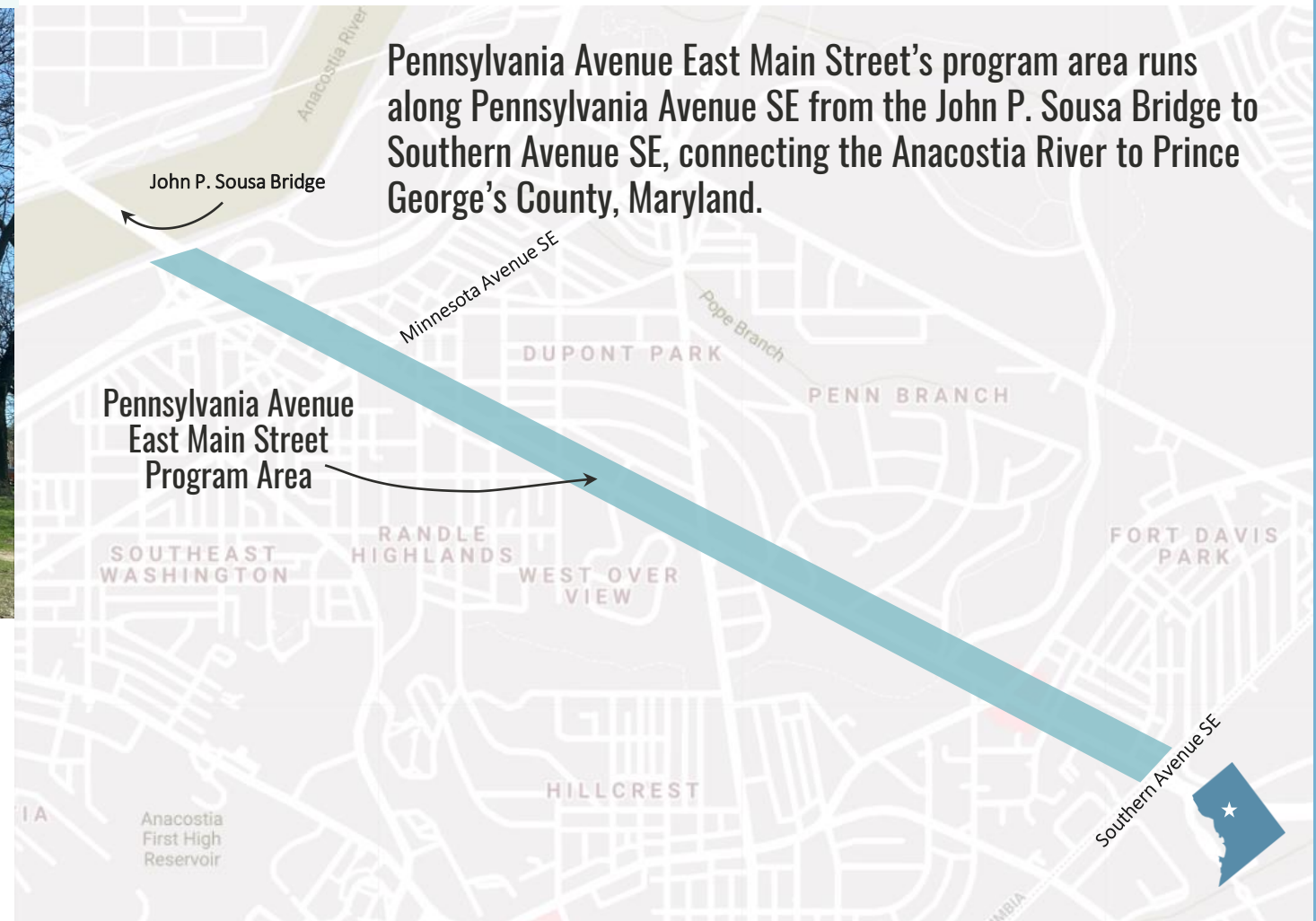
Food & Beverage

Restaurants, cafes, bars, nightclubs, fast-casual dining, take-out establishments, coffee shops, and more.



Merchandise

Businesses selling general merchandise, accessories, furniture, apparel, electronics, and more.



About This Analysis

Pennsylvania Avenue East Main Street (PAEMS) was formed in 2020 and is in the process of establishing awareness, understanding its constituency, developing organizational objectives and programs, and building lasting relationships with a variety of stakeholders.

This report summarizes retail market analysis findings for the Pennsylvania Avenue East corridor. The purpose of this study is

to help PAEMS understand its neighborhood retail environment within a city-wide context; identify collective preliminary needs, constraints, and concerns of the business constituency; and identify opportunities for the Main Street to capitalize on retail conditions, trends, and projections to play a leading role in helping to serve local businesses.

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Pennsylvania Avenue East Demographics

Surrounding Residential Population

9,687 residents live within a ¼-mile radius.
17,146 residents live within a ½-mile radius.
47,377 residents live within a 1-mile radius.

\$54,272

Median Household Income

Household incomes within a half-mile radius around Pennsylvania Avenue East fall 37% below the city-wide median of \$85,663.

44

Median Age

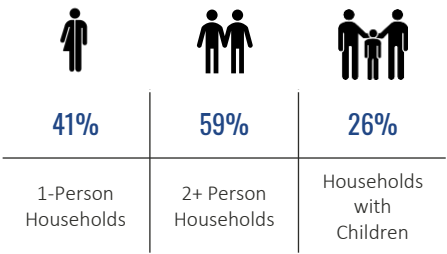
The area around Pennsylvania Avenue East has a relatively old surrounding population, with a median age eight years older than the city-wide median of 36.

Daytime Population (Workers + Residents)

8,404 within a ¼-mile radius.
14,530 within a ½-mile radius.
39,612 within a 1-mile radius.

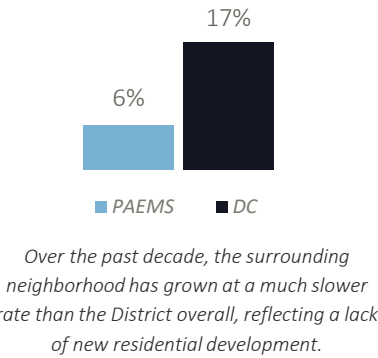
A lack of nearby office space or major commercial uses limits the surrounding daytime population of the PAEMS program area.

Household Summary



The half-mile radius around Pennsylvania Avenue East has a relatively high percentage of households with children (26%) compared to the city-wide rate of 21%.

Population Growth Rate (Since 2010)



Note: Data reflects demographics of a ½ mile radius around program boundary of Main Street.
Data Sources: ESRI Community Analyst (2020)



Photo: WDCEP

Pennsylvania Avenue East serves as the primary commercial corridor for the southern portion of Ward 7, running through multiple residential neighborhoods.

The corridor borders several neighborhoods, including Fairlawn, Dupont Park, Penn Branch, and Fairfax Village. These neighborhoods are predominantly composed of detached single-family homes and small apartment complexes, limiting the size of the surrounding population. There is a limited supply of nearby office space or major institutional uses, which limits the surrounding daytime population that can patronize area businesses during the day on weekdays. This limited residential density, paired with a relatively small daytime population, increases the need for retail businesses along Pennsylvania Avenue SE to capture spending from commuters and other customers who live outside the immediate area.



Mural and image by Pose Two. "One Sip" mural located at 2314 Pennsylvania Avenue SE

Approximately 30,000 Vehicles Drive Along Pennsylvania Avenue East Daily

Pennsylvania Avenue SE is a major commuting route for drivers traveling between downtown DC, Navy Yard, Ward 7, and Prince George’s County. As a result, retail businesses benefit from substantial visibility and capture spending from commuters on their way to and from work. The intersection of Pennsylvania Avenue SE and Minnesota Avenue SE is a particularly busy node, averaging 51,000 vehicles per day.

Data Sources: DDOT (2018)



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Where Are PAEMS Customers Coming From?

Pennsylvania Avenue East businesses primarily draw customers who live east of the Anacostia River in DC and nearby areas of Prince George’s County. This customer base accounts for nearly 80% of all customer traffic.

Primary Market Area (One-Mile Radius) Customers who live in neighborhoods within one mile account for approximately 35% of customer traffic at businesses within the study area. These neighborhoods include Dupont Park, Randle Highlands, Penn Branch, Fort Davis Park, and Fairfax Village.

Secondary Market Area (Ward 7, Ward 8, nearby Prince George’s County neighborhoods) PAEMS’s secondary market area covers the entirety of Ward 7, Ward 8, neighborhoods immediately west of the Anacostia River, and nearby areas of Prince George’s County, west of I-495 and south of Route 50. This area accounts for approximately 45% of customer traffic in the study area. These customers include nearby residents and commuters regularly traveling through the Pennsylvania Avenue East corridor.

Tertiary Market Area (DC Region) Approximately 20% of customers along the corridor originate from DC neighborhoods west of the Anacostia, Montgomery County, and Northern Virginia.



Pennsylvania Avenue East Customer Base

Pennsylvania Avenue East businesses serve a mix of nearby residents, commuters, and other visitors from eastern DC and nearby areas of Prince George’s County.

Pennsylvania Avenue East’s secondary market area is home to over a half-million residents and features a notably higher median household income than the corridor’s smaller, more proximate primary market area.

35%
Primary Market Area
One-Mile Radius around PAEMS Program Area

Residential Population	Daytime Population	Median Household Income	% w/ Bachelor's Degree
47,377	39,612	\$57,539	33%

45%
Secondary Market Area
Ward 7, Ward 8, Inner Prince George’s County

Residential Population	Daytime Population	Median Household Income	% w/ Bachelor's Degree
539,409	490,095	\$76,203	30%

20%
Tertiary Market Area
Entire DC Region

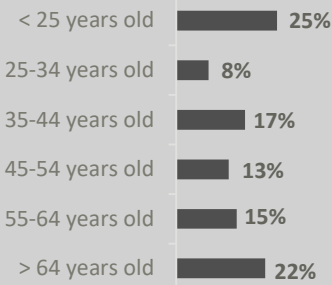
Residential Population	Daytime Population	Median Household Income	% w/ Bachelor's Degree
4,222,858	4,453,137	\$104,116	58%

Note: Customer base estimates based on CARTO data. These figures are approximate and should be used to understand the overall composition of customers frequenting the establishments within the Main Street.
Source: CARTO, Esri

Retail Customer Profile

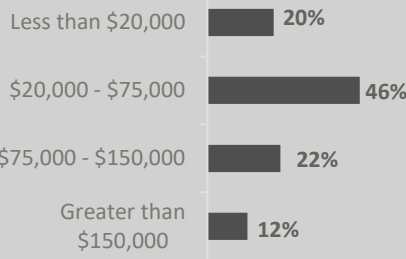
Demographics of all retail customers within PAEMS program area

Customer Age

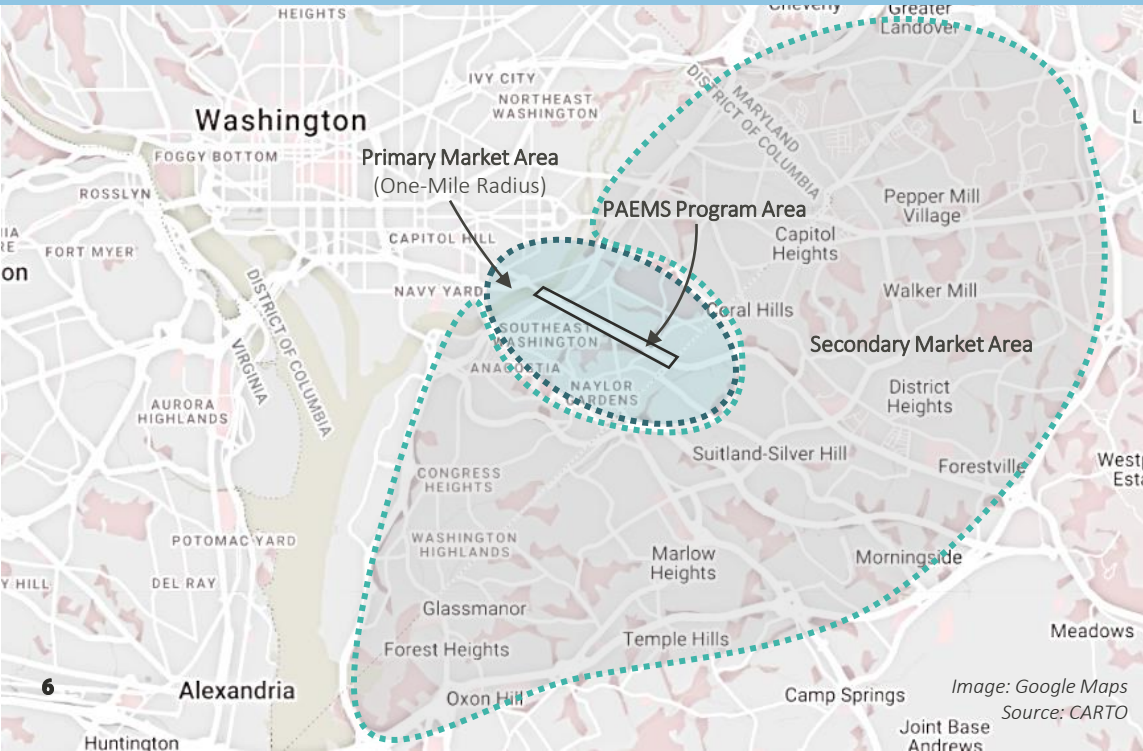


The customer base of Pennsylvania Avenue East has a notably high share of older customers, over 64 years old.

Household Income of Customers



Reflecting the income levels of the surrounding area, approximately two-thirds of customers along Pennsylvania Avenue live in households earning below \$75,000 a year.



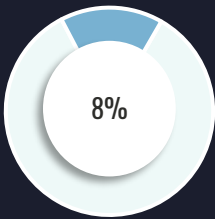
Most Common Customer Zip Codes	
35%	20020 (Penn Branch, Fairfax Village, Anacostia, Skyland, Hillcrest)
8%	20019 (Deanwood; Benning; Marshall Heights; Fort Dupont)
5%	20003 (Capitol Hill; Hill East; Capitol Riverfront/Navy Yard)
4%	20748 (Hillcrest Heights; Temple Hills; Marlow Heights, MD)
4%	20747 (District Heights, Forestville, MD)

Image: Google Maps
Source: CARTO

Retail Real Estate Conditions

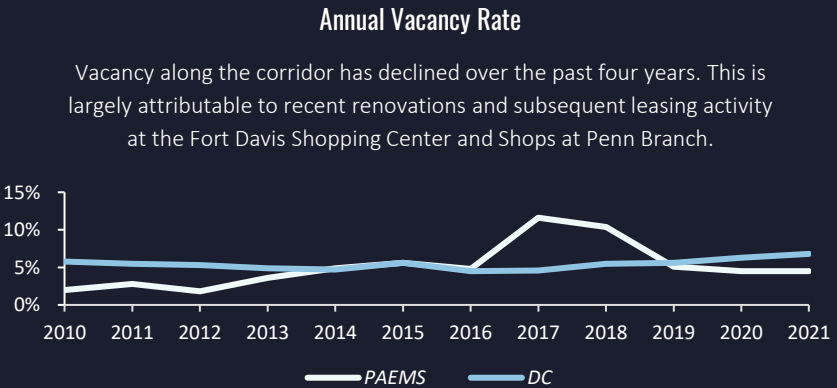
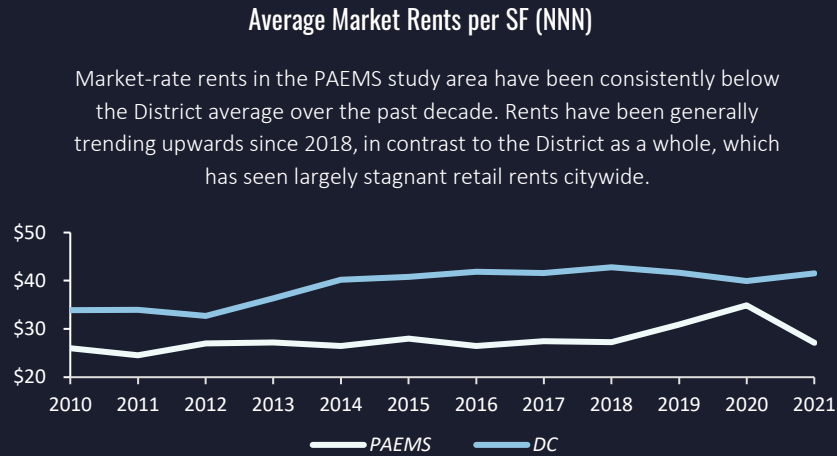
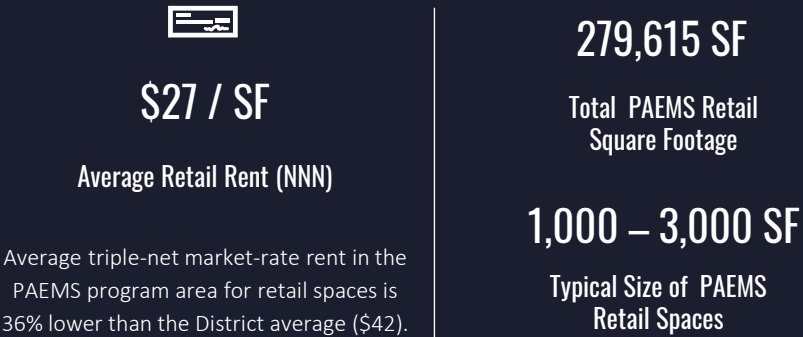
Retail spaces along Pennsylvania Avenue East feature relatively affordable retail rents and strong occupancy rates.

Retail leasing in recent years has been concentrated in the three large strip shopping centers in the eastern half of the Main Street program area. All three of these centers are nearly fully leased, feature rents around \$36/SF, and are in strong physical condition, with the Shops at Penn Branch and Fort Davis Shopping Center having recent undergone major renovations. The western half of the corridor features lower rents and a higher vacancy rate than its eastern counterpart. This largely reflects the node’s supply of older, Class C and D retail spaces and a lack of anchor stores or destination businesses to draw high levels of consistent customer traffic.

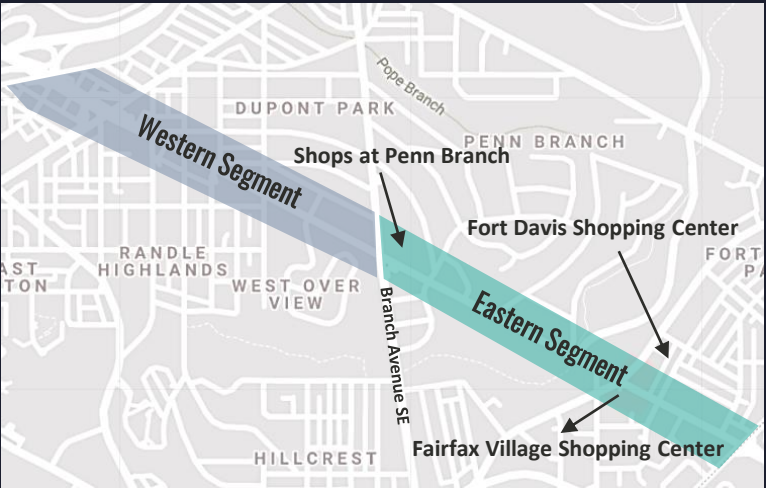


Vacancy Rate

The study area features an overall vacancy rate of 8%, slightly above the District-wide average of 7%.



Note: Average Market-Rate Rent reflects rate a property would be expected to command on the open market, as of Q2 2020. Source: Costar



Pennsylvania Avenue East Main Street’s long program area spans multiple neighborhoods and two distinct retail typologies.

The eastern node of the corridor features three major strip shopping centers: Shops at Penn Branch, Fort Davis Shopping Center, and Fairfax Village Center. These centers, each with on-site large surface parking, particularly benefit from the corridor’s regional accessibility. The western portion of the corridor is comprised of older, Class C and D commercial buildings, with a small cluster of ground-floor storefronts located between Minnesota Avenue and Fairlawn Avenue SE.

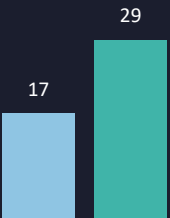


Western Segment
2300 Block of Pennsylvania Ave. SE

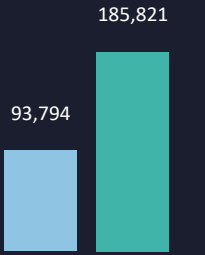


Eastern Segment
Shops at Penn Branch (left), Fairfax Village Shopping Center (right)

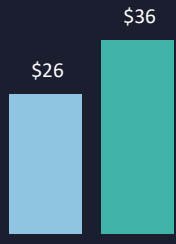
Total Businesses



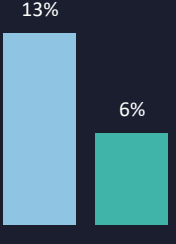
Total Retail Square Footage



Average Rent



Vacancy Rate



Western Segment Eastern Segment

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Pennsylvania Avenue East Retail in the Greater DC Context

Pennsylvania Avenue East’s supply of three shopping centers, coupled with a high traffic volume and relatively small surrounding population, create a more suburban-style commercial experience than most retail clusters in the District.

These conditions, along with moderately priced rental rates, have resulted in strong occupancy rates along the corridor and likely attract businesses that may otherwise locate in Prince George’s County. The study area’s retail mix features an above-average proportion of businesses offering day-to-day goods and services, allowing the corridor to avoid a major decline in sales throughout the COVID-19 pandemic. The corridor features a below-average share of food and beverage establishments and merchandise retail, though several food and beverage tenants have signed leases at the Shops at Penn Branch within the past year.



As a major transportation corridor with multiple, highly accessible shopping centers, the study area attracts higher rents than Ward 7 at-large. Rents closely align with retail spaces in Congress Heights and on Rhode Island Avenue NE.

The study area has a typical, healthy level of retail vacancy, closely aligning with nearby commercial corridors east of the Anacostia river and DC at-large.

Pennsylvania Avenue East is one of the most highly trafficked corridors in Ward 7 or Ward 8, with greater daily vehicular traffic than Minnesota Avenue NE or Alabama Avenue SE in Congress Heights.

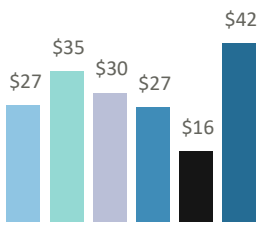
The study area’s daytime population is slightly lower than comparable commercial corridors, given its limited supply of nearby office space and slightly smaller surrounding residential population.

With a relatively small surrounding population, retail businesses along Pennsylvania Avenue East particularly rely on spending from commuters and other customers who live outside the immediate surrounding area.

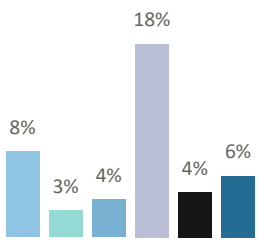
Business Mix Comparison By Number of Establishments

Pennsylvania Avenue East’s retail mix features a relatively large share of businesses offering day-to-day goods, beauty and personal care services, and specialized health care services. The corridor has a relatively small share of food and beverage stores, nearly all of which are fast-food or quick-service dining establishments. This reflects the corridor’s positioning as a commuter and auto-friendly shopping location. This orientation may be shifting as multiple new restaurants have recently signed leases.

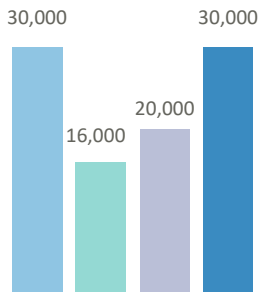
Average Rent
Market-Rate NNN Rent In Comparison Neighborhoods



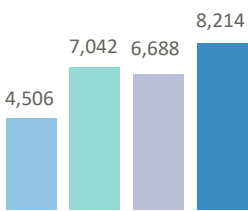
Vacancy Rate
In Comparison Neighborhoods



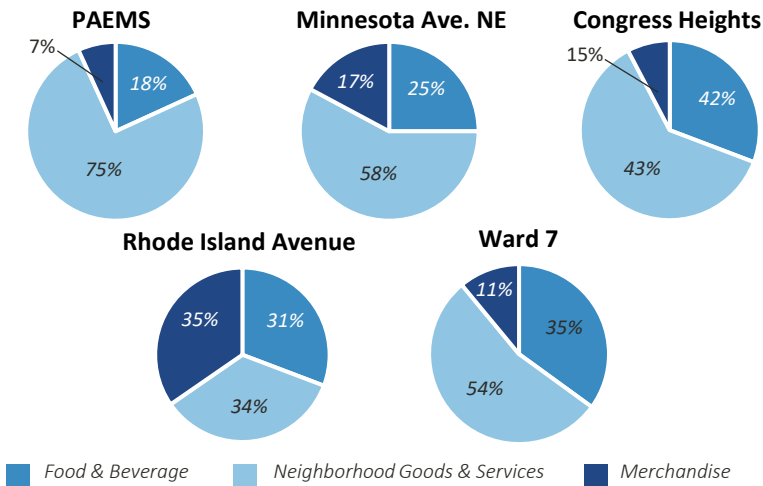
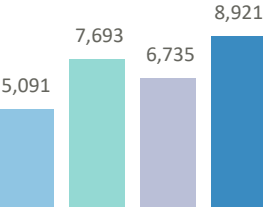
Daily Vehicular Traffic Count
In Comparison Neighborhoods



Daytime Population
In Comparison Neighborhoods (Half-Mile Radius)



Residential Population
In Comparison Neighborhoods (Half-Mile Radius)



Retail Viability of Pennsylvania Avenue East

The existing and projected physical and demographic conditions of a community play a role in the viability for additional retail in the neighborhood. Changes to the commercial district, either through new development or retail trends impact future viability. Key retail viability factors include:



Population

Different types of retailers require various nearby population sizes. The population immediately surrounding a commercial district is a major factor for the viability of neighborhood goods and services retailers, while GAFO merchandisers draw customers from a larger geographic base.



Spending Capacity

Household spending capacity, often measured by the area's median household income, influence the viability of different retailers. Areas with moderate or lower discretionary spending often feature higher proportions of retailers that align with everyday spending needs such as convenience retailers and local services.



Daytime Population

The population patterns throughout different times of the day and week influence the operations and viability of certain retailers. Because the area is larger residential rather than offices, retailers along Pennsylvania Avenue likely see more customers on weekday evenings and on weekends.



Pedestrian Activity

Physical environments that encourage more pedestrian activity often attract more retailers. Creating safe, enjoyable walking environments often brings higher volumes of pedestrians, or potential customers, in a commercial district.



Transportation Accessibility

Because Pennsylvania Avenue East has limited Metrorail access, current and future retailers are more reliant on vehicular traffic and bus riders.



Retail Competition

Certain types of retail, such as restaurants and day-to-day goods and services, perform best when there is an agglomeration of similar businesses. The existing cluster of local-serving goods and services along Pennsylvania Avenue East creates a strong base for additional complimentary businesses. Upcoming dining concepts will also serve as important proofs-of-concept for the viability of future sit-down or fast-casual dining uses.



Regional or Local Draw

Areas with a regional draw tend to have higher proportions of non-local residents. Neighborhoods, such as H Street or the Wharf, bring significant volumes of shoppers and diners from outside the area through tourism and branding. However, well-performing anchor retailers, such as a grocery store, can similarly generate customer attraction.



Retail-Ready Spaces

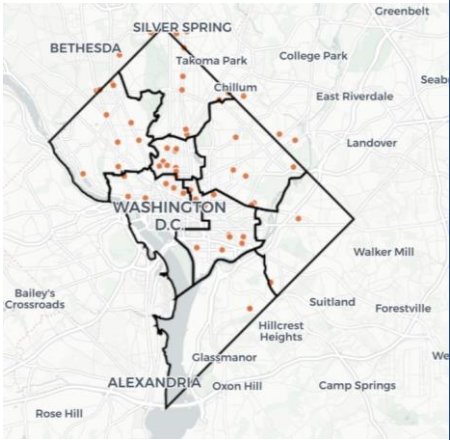
The availability of retail space for tenants is a key factor in attracting new businesses. Pennsylvania Avenue East's blend of older retail spaces with newly renovated spaces at The Shops at Penn Branch and Fort Davis Shopping Center provide options for businesses at all stages of their business. National chain retailers and retailers with substantial loading dock needs may be more attracted to newly developed or renovated spaces.

Note: The above retail viability factors are used by DC's Office of Planning to measure retail conditions as defined by the OP's Retail Toolkit.



Grocers in the District

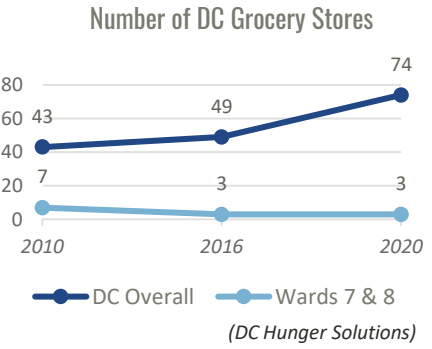
Currently, only three full-scale grocery stores are located in DC east of the Anacostia River. The adjacent map shows full-service grocers marked in orange throughout the District. Although the past ten years has brought 31 new full-scale grocery stores to DC, half of the grocery stores in Wards 7 and 8 closed. (DC Hunger Solutions)



(DC Policy Center)

Why aren't there more grocery stores in the area?

According to the DC Policy Center, the two main reasons why more grocery stores have not located in Wards 7 and 8 is the larger portion of low-income households and a lack of vehicular ownership. Despite local incentive programs, the number of area grocery stores has shrunk from 7 to 3. The Yes! Organic Market at Prout St SE and Pennsylvania Ave SE closed in 2014 and has not been replaced. High population density, more large-floorplate retail-ready spaces, and a more pedestrian friendly streetscape could help attract more supply.



Residents in Ward 7 and 8, particularly around Pennsylvania Avenue East, face limited local grocery stores – a distinct retail need in the area.

On average in the District, there is a grocery store per 9,500 residents. However, in Wards 7 and 8, the ratio of full-service grocery stores to residents is 1 store per 52,600 residents.

Although 22% of the District's population live in Wards 7 and 8, only 4% of the full-service grocery stores are in these Wards.

The typical urban full-service grocery store ranges from 12,000 SF up to 40,000+ SF depending on the retailer.

In place of full-service grocery stores, the Pennsylvania Avenue East corridor is served by numerous small-scale grocers and convenience stores. Many residents leave their neighborhood to do their grocery shopping.



New development and planning efforts along and around Pennsylvania Avenue East demonstrate area investment and will bring additional retail and commercial tenant opportunities, including new sit-down and quick-service restaurants.

This new commercial development will provide Class A spaces, attract new retailers to the area, and enhance the physical conditions of the corridor. However, with limited residential and office development planned along the corridor, Pennsylvania Avenue East's real estate conditions and customer base are not expected to significantly change over the coming years.

Underway Development: Skyland Town Center

As the first town center development in Southeast, Skyland Town Center is an 18-acre mixed-use development at Alabama Avenue, Naylor Road, and Good Hope Road in Ward 7. The development brings living, shopping, dining, and gathering spaces for residents and visitors alike. Planning efforts for the 300,000 SF of retail and office space and hundreds of residential units began 30 years ago. Residents began moving into Skyland Town Center in 2021. Lidl, a full-service grocery store, is anticipated to open in 2022.

On-Site Uses: Residential, Retail, Office
Developer: Rappaport, WC Smith

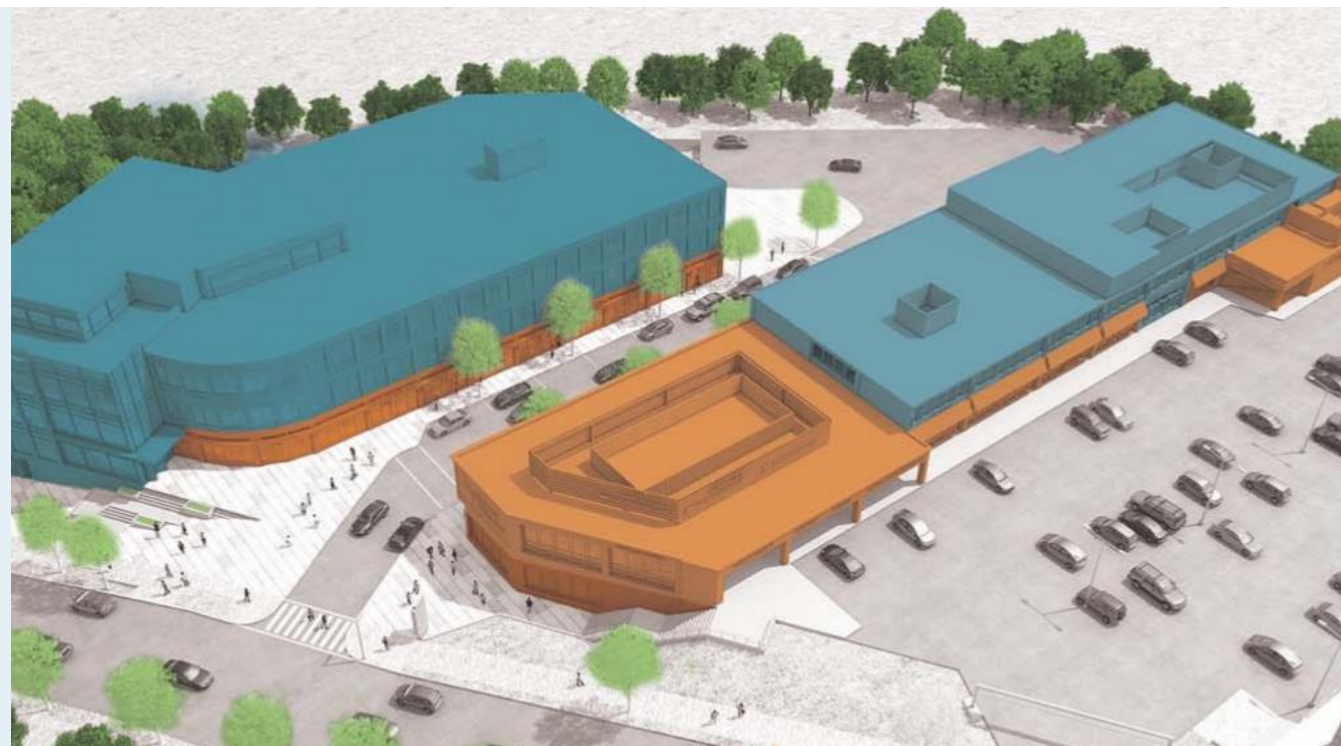
Note: MHCDO is a development partner for this project.



Proposed Development: The Shops at Penn Branch

Formerly known as Penn Branch Shopping Center, The Shops at Penn Branch is a vital asset to the community with its retail and commercial spaces. With renovations to the 89,000 SF, 50-year-old shopping center recently completed, The Shops at Penn Branch currently features a 96% occupancy rate, with tenants that include Planet Fitness, Subway, Wells Fargo, 7-Eleven, T-Mobile, CVS, and Best Nail Salon. Several limited-service food and beverage businesses have recently signed leases in the shopping center, including Chipotle, and Shark's Fish and Chicken. The shopping center will also be home to what will be the second and third sit-down restaurants along the corridor, Highlands Café, which plans to open in Fall 2022, and Miss Toya's Southern Cajun Kitchen, which plans to open in Spring 2022. The 16,000 square feet of second-floor office space is also 100% leased, as of June 2021. Jair Lynch intends to expand The Shops at Penn Branch with an additional multistory building behind the existing shopping center, bringing additional Class A retail and office spaces to the corridor.

On-Site Uses: Retail, Office
Developer: Jair Lynch



Planning Initiatives: Pennsylvania Avenue East Small Area Plan

Efforts are underway with the DC Office of Planning to establish a ten-year vision for Pennsylvania Avenue East bringing vibrancy to the important gateway corridor. This Small Area Plan will refresh the prior 2008 Pennsylvania Avenue SE Corridor Land Development Plan. Planning goals explored in the plan include:

- Enhancing the safety, accessibility, and vibrancy of the public realm.
- Encouraging economic development and commercial opportunities.
- Improving connectivity and transportation access.
- Exploring housing opportunities focused on upward mobility.



The Impact of COVID-19 Pandemic

Pennsylvania Avenue East's supply of essential businesses and neighborhood-serving orientation helped the corridor remain relatively stable throughout the COVID-19 pandemic.

Pennsylvania Avenue East's high proportion of quick-service dining establishments and businesses offering essential goods, such as gas stations and convenience stores, largely avoided the significant decline in sales experienced by businesses in Downtown DC, Georgetown, or other more destination and entertainment-oriented commercial areas.

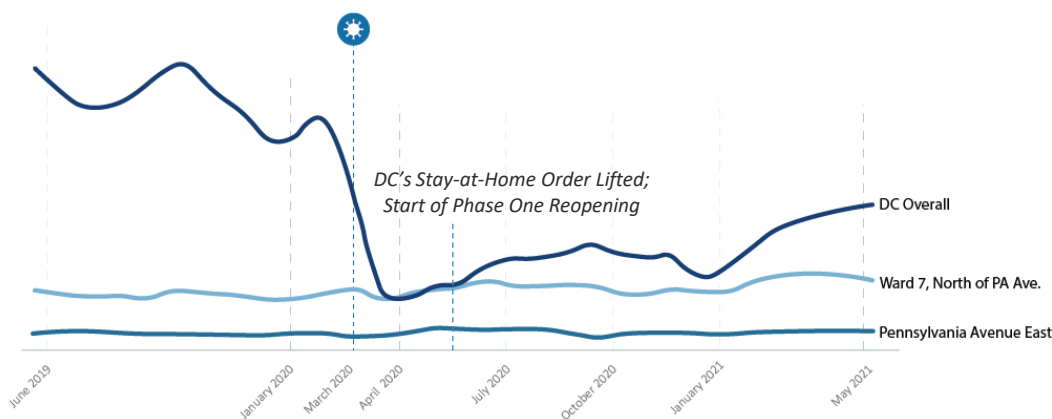
3% Drop in Expected Retail Sales since February 2020

The COVID-19 pandemic created a 3% decline in total retail sales along Pennsylvania Avenue East. This drop in sales is equivalent to approximately \$1.4 million in total lost revenue from February 2020 through May 2021.

Note: Rate of decline reflects decrease from expected sales from February 2020 to May 2021. Expected sales figures based on 2019 monthly sales.

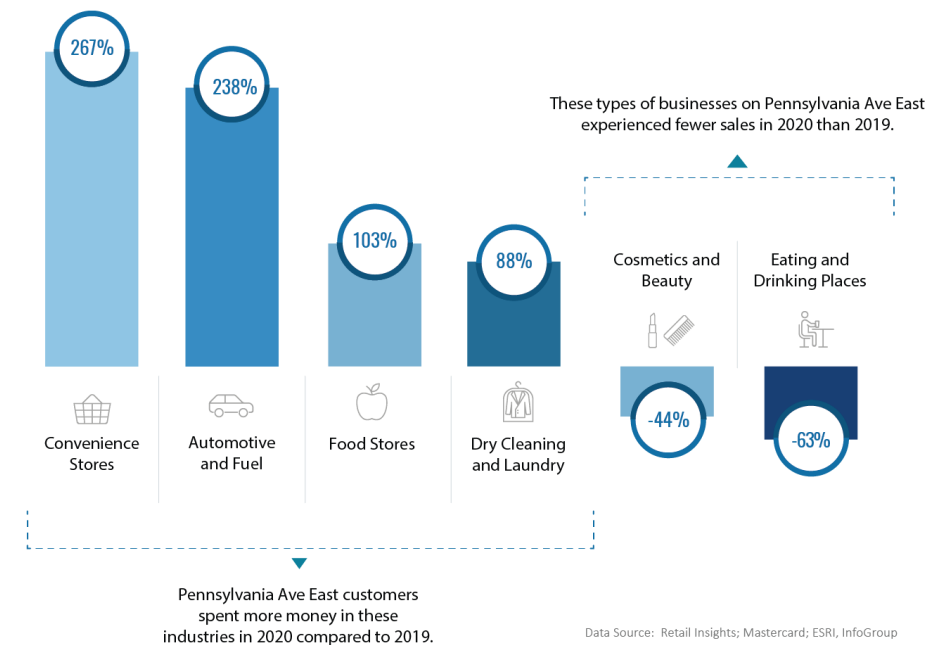
Change in Retail Sales

Businesses along the corridor experienced the largest drop-off sales, relative to 2019 monthly sales levels, in April 2020 and February and March of 2021. April 2021 sales surged to above 2019 sales levels, reflecting the regional decline in COVID cases and removal of COVID-related business restrictions.



Note: Chart above reflects Mastercard Retail Location Insights' Spend Score, an index that reflects change in overall retail spending within a geographic area, benchmarked to 2018 averages.

Source: CARTO



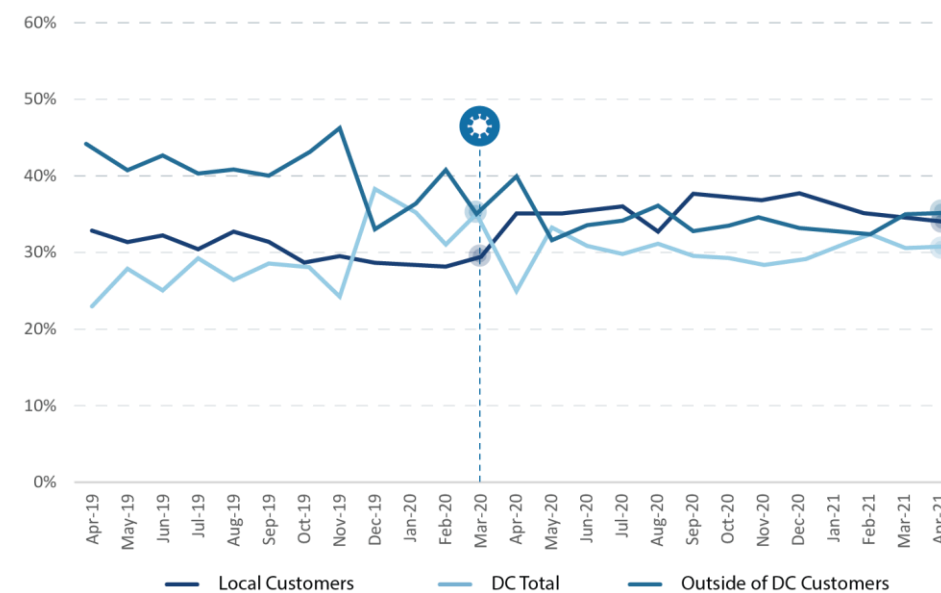
Data Source: Retail Insights; Mastercard; ESRI, InfoGroup

Change in Sales by Business Type from 2019 to 2020

Gas stations and convenience stores saw the largest increases in sales from 2019 to 2020 – reflecting customers' need for essential goods and services during the COVID-19 pandemic. Meanwhile, eating and drinking establishments, hair salons, nail salons, and other cosmetic/beauty-related businesses saw steep declines in sales, though customer traffic in 2021 is trending upwards as public health conditions improve.

Year-to-Year Change in Total Transactions by Pennsylvania Avenue East Customers

The composition of Pennsylvania Avenue East's customer base remained largely consistent throughout the COVID-19 pandemic. The corridor's strong accessibility helped businesses retain customers coming from elsewhere in the region. This helped the corridor avoid the sales decline experienced by other retail clusters in the District who lost customer traffic originating from outside surrounding neighborhoods.



Nearby residents continued to comprise 30-40% of the corridor's overall customer base throughout the pandemic.

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Competitive Advantages

Pennsylvania Avenue East is a highly accessible and affordable commercial corridor, with high levels of vehicular traffic, modest rental rates, and multiple shopping centers with on-site parking.



17,146

Residents
(½ Mile Radius)



14,530

Daytime Pop.
(½ Mile Radius)



29,400

Average Daily
Traffic Count

High Levels of Vehicular Traffic

Pennsylvania Avenue East is a major commuting corridor that attracts about 30,000 vehicles per day. Many retail spaces are in shopping centers with surface-level parking lots—a limited resource in DC that allows customers to easily make quick stops at businesses and provides confidence in parking availability.

Strong Regional Accessibility

Pennsylvania Avenue East directly connects to 295 and is easily accessible from 695, making the corridor accessible for customers traveling throughout the region. The corridor extends directly into Prince George's County, allowing businesses to also capture spending from nearby Maryland residents.

Large and Loyal Local Customer Base

As the primary commercial corridor serving western Ward 7, businesses along Pennsylvania Avenue East have the opportunity to build a loyal customer base of nearby residents from surrounding neighborhoods,

Affordable Retail Rents

Rents along Pennsylvania Avenue East average \$27/SF, making the corridor a particularly viable location for new businesses with limited startup capital and existing businesses looking to reduce fixed expenses or expand their square footage while avoiding a significant increase in overall rental costs.

Strong Recent Retail Performance

PAEMS's shopping centers feature high occupancy rates — reflecting the strong overall performance of its retail tenants. During the pandemic retail sales on the corridor have been much more stable than most other areas in DC.

Surge in Recent and Upcoming Investment

The Shops at Penn Branch were recently renovated, the construction of Skyland Town Center is underway, and the city is creating a new small area plan to outline future public realm and infrastructure investments to enhance vibrancy along the corridor. PAEMS has also recently attracted several national brands, including a Planet Fitness and Chipotle, as well as two new sit-down restaurants.

Implications for Main Street Programming and Operations

Pennsylvania Avenue East Main Street has an opportunity to promote the corridor as an affordable, accessible place to do business, facilitate efforts to improve pedestrian conditions, and help businesses expand their individual customer bases.



Tailor technical assistance to align with PAEMS's unique retail conditions & business needs

Conduct a strategic plan to identify programming priorities and develop small business technical assistance specific to the corridor's needs, length, and range of conditions. The traditional street-facing storefronts depend on consistent foot traffic and will likely benefit more from signage and façade enhancements and other efforts to improve the pedestrian experience. In contrast, technical assistance for businesses in the shopping centers will likely be more oriented around interior enhancements and marketing efforts to retain and expand individual customer bases.



Play an active role in improving pedestrian conditions along the corridor, especially at intersection of Pennsylvania Avenue SE and Minnesota Avenue SE

The Main Street should advocate for the prioritization of ongoing efforts by the National Park Service and DDOT to redesign Twining Square into a usable park space and better connect the separate park parcels on the north and south sides of Pennsylvania Avenue. PAEMS should play a strong supporting role in improving vehicular and pedestrian safety, connectivity, and aesthetics by serving as the city's link to both the commercial and residential community and advocating for the interests of local stakeholders. Safety measures should be prioritized between Fairlawn Avenue and 27th Street SE, which has the highest concentration of pedestrian and vehicular accidents along the corridor. Enhanced streetscapes, crosswalks, and traffic calming measures are particularly in need to boost foot traffic and curb appeal on the 2300 block of Pennsylvania Avenue.



Support efforts to lease available retail spaces

The Main Street should play an active role in promoting available retail spaces along the corridor. With the potential addition of 11,500 square feet of retail space behind the Shops at Penn Branch, the Main Street has an opportunity to leverage its social media channels and MHCDO's existing relationships with community leaders and real estate brokers familiar with the area to promote new spaces and help attract potential grocery or restaurant tenants. The Main Street may also consider leveraging MHCDO's experience with business incubators and co-working spaces to develop pop-up and space activation strategies for vacant retail spaces along the corridor.



Help market new businesses — especially restaurants — to draw more outside customers

PAEMS has an opportunity to help Pennsylvania Avenue East start to form an identity as a shopping and dining destination by promoting and marketing businesses that have the potential to draw customers from outside of the immediate neighborhoods. Increasing the draw area of the customer base would be a helpful step in corridor-wide catalytic change.