

MOUNT VERNON SQUARE DEVELOPMENT STRATEGY

Washington, D.C.



Project Areas

- Affordable/Workforce Housing
- Corridor Planning
- Design Economics
- Downtown Revitalization
- Economic Development
- Economic & Fiscal Impact
- Industrial City Turnaround
- Metropolitan Growth Strategy
- Neighborhood Planning
- Public-Private Partnerships
- Transit-Oriented Development

D.C. Office of Planning

Scope of Work

- Cluster Analysis
- Economic Impact
- Financial Modeling
- Fiscal Impact
- Implementation
- Market Analysis
- Partnership Structuring
- Public Financing
- Public Outreach
- Regional Economics
- Retail Tenanting
- Strategy Planning

The Challenge

The Mount Vernon Square District was the last downtown-adjacent area in the District of Columbia suitable for large-scale mixed-use development. Despite the completion of the Walter E. Washington Convention Center, the largest in the country at the time, the area languished as other areas of the District experienced significant new development, investment, and activity. Moreover, the planning area lacked a coherent identity, brand, or steward willing to champion its cause or execute a coordinated development program.

Solution

Working hand-in-hand with designers, architects, planners, engineers, and multiple agency representatives, RCLCO conducted forward-looking analyses to identify a feasible market niche and development strategy for the planning area, taking into account its role as a regional destination in D.C. as well as the built-in neighborhood-driven opportunities. RCLCO outlined the potential development trajectories—including office space, residential units, and retail tenants—that could take place in the planning area and articulated public and private actions that could jump-start investment and development.

RCLCO also worked with public and private stakeholders to define an implementation plan for the planning area—one which is comprised of historic structures, new catalytic development, many landowners, Federal and local stakeholders, and politically-sensitive not-for-profit institutions. RCLCO conducted development charrettes to get buy-in from public and private-sector players for the implementation strategy, as well as identify timelines for action, funding mechanisms, and expected outcomes.

Impact

RCLCO helped the D.C. Office of Planning and the Downtown D.C. BID move the implementation strategy forward and solidify the funding stream and manpower necessary to execute the vision articulated in the planning exercise. The private and public stakeholders agreed to work together to implement the strategy, and RCLCO provided financial/market analysis as well as strategic implementation advice to the emerging leadership and soon-to-be formalized stewardship entity for Mount Vernon Square District.