



# U Street Safety Initiative

Advisory Committee Meeting 3

# Agenda

1. Welcome and introductions
2. Goal and purpose review
3. Community engagement process review
4. Plan Overview
5. Discussion
6. Next Steps

# Goal for today

1. Review process and findings
2. Review draft plan



# Goal & Purpose Review



**Brianne K. Nadeau**  
Councilmember, Ward 1

# U Street Safety Initiative

## GOALS & PURPOSE

Develop a place management action agenda to support a **safe** and **vibrant** U Street that:

- Complements and strengthens the Mayor's Nightlife Taskforce (currently active on U Street, Connecticut Ave, H Street)
- Is grounded in extensive and ongoing stakeholder feedback
- Includes immediate actions and long-term Planning Framework
- Lays groundwork for ongoing collaboration



# Community Engagement Process Review



# Project timeline



# Engagement Overview



25

People interviewed



50

Residents and business owners from  
town halls and focus groups



300+

Survey respondents



**Brianne K. Nadeau**  
Councilmember, Ward 1



# Collaborative planning tools

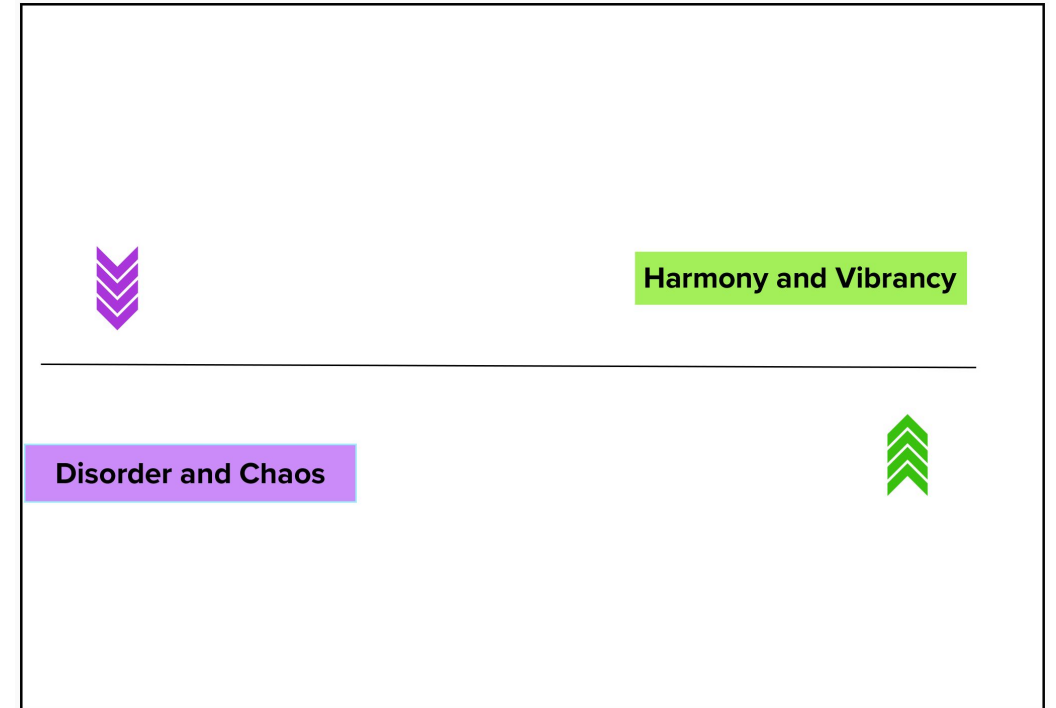


- Used during meetings and roundtables
- Open to users after meetings to provide input



# Methodology: Factor Analysis

- Enables stakeholders to focus on cross-cutting interventions needed to change the current trajectory
- Recognizes that interventions need to work across systems and involve changes in mindsets, policies, design strategies, and more.



# Acknowledging & Overcoming Key Tensions

- Strict enforcement vs. technical assistance/capacity building
- Needs of Residents vs. needs of businesses
- More Police vs. more social investment

# Key Findings



**Brianne K. Nadeau**  
Councilmember, Ward 1

# Summary of feedback on the Mayor's Nightlife Task Force

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Overall, businesses and residents report reductions in crime and disruption, improved traffic management, and ability for MPD to focus on violence. Uncertainty about Task Force ending/sustainability of these efforts.

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Street closures improve overall experience but have made it difficult for rideshare vehicles to drop customers near businesses. There's a need for pick up drop off zones.

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Code enforcement teams requesting documents during a businesses' most intense hours pulls manager's away from their core work and doesn't effectively enforce in-the-moment operations. Couldn't paperwork compliance checks happen during daytime hours?

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Violent incidents, car break-ins, illegal alcohol sales and tailgate parties continue to occur in alleys and side streets. There's a need to ensure there isn't "spillover," both to adjacent blocks and temporally.

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Residents and businesses alike requested more of a community policing approach with officers walking and biking the corridor and getting to know individual business owners/managers and neighborhood. Concern about "crime scene" feel with number of cruisers, flashers.

What does a  
safe and  
vibrant U  
Street look  
like to you?





What is your  
number one  
concern when  
it comes to  
safety on U  
Street



 **Brianne K. Nadeau**  
Councilmember, Ward 1

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Councilmember, Ward 1



# Factor Analysis (roundtables, interviews, survey)

Balance of livability and vibrancy

Anger

Litter  
strewn and  
dirty,



Care

Disorder and chaos

General sense  
that no one's  
watching and no  
one cares about  
decline

Monolithic  
business mix -  
not enough  
daytime retail

intensive and  
unmitigated impact  
of nightclubs on  
residential life  
(noise, trash,  
sidewalk flow)

Isolation and  
disconnection  
(no one's  
working  
together)

the sense that  
basic laws and  
regulations  
aren't being  
enforced

Gun  
Violence

Cops in  
cars and  
not on  
beat

Basic  
pedestrian  
safety

ATVs (noise  
and  
pedestrian  
safety)

Disrespect

More  
daytime  
retail

Community oriented  
policing  
(officers on bikes  
and out of cars)  
Getting to know the  
community

Robust  
Enforcement  
across the  
board

A well  
resourced  
Place  
Management  
Organization

Respect

Attracting  
and  
supporting  
cultural uses

Music,  
Culture,  
Markets

Pedestrian  
and Bike  
Infrastructure

collaboration

Enhanced  
Street  
cleaning and  
litter removal

# Key Themes from Factor Analysis

- A strong positive vision for the future of U Street that elevates its cultural and arts assets
- The importance of the pedestrian experience
- Need for deep level of coordination across stakeholder groups
- Robust enforcement is a critical part of the equation
- Current cleaning and maintenance services are inadequate
- Need for more community gathering spaces
- Desire for more community policing strategies – officers out of cars, on the beat, getting to know the community

# Other important findings

The Main Street model and current commercial clean team programming lack capacity or the right tools to manage complexities of U Street's 18 hour economy

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While there are ample forums to discuss problems, there is no single coordinating body that can implement solutions or work around a positive future.

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Current tools to curb irresponsible business practices and to mitigate impacts on residents don't work or at best are minimally effective

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Business owners and residents alike noted that many nearby residents and staff don't frequent or feel safe and welcome on U Street at night

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Part of U Street's current issues result from the lack of a coherent positive identity.



**Brianne K. Nadeau**  
Councilmember, Ward 1

# There are many assets to build upon

- U Street's cultural legacy
- The Duke Plan
- The strong small business community
- High level of civic engagement
- Potential for dynamic partnerships (Howard University, NAACP, etc)
- The success of Mayor's Nightlife Taskforce (aligning resources with realities of the nighttime economy)
- New development opportunities



**Brianne K. Nadeau**  
Councilmember, Ward 1



# Areas for focused action



Commit focused attention to reducing gun violence



Mitigate impacts of nightlife activity on residential neighbors and support more daytime attractions and add cultural and recreational amenities



Reduce traffic congestion, improve the bike and pedestrian experience and create a public square



Improve the public environment through enhanced cleaning, maintenance and design



# Overview of Draft Plan



**Brianne K. Nadeau**  
Councilmember, Ward 1

# Plan Elements



Short term Actions



Long Term Planning Framework



**Brianne K. Nadeau**  
Councilmember, Ward 1



# Short-Term Actions

- Explore new strategies to bring irresponsible operators and bad actors into compliance because current tactics aren't working
- Expand coordination with the Mayor's Nightlife Taskforce to integrate stakeholder feedback to document and improve overall outcomes
- Develop a Pickup and Drop Off zone plan in strategic points within the district to ensure for-hire vehicles and food delivery services can navigate the corridor
- Gather feedback through outreach with groups and individuals who aren't typically involved in U Street civic groups
- Request that MPD deploy officers on bikes and assign officers to meet and get to know businesses up and down the corridor
- Request more continued and more focused attention on parking enforcement and disorder on residential blocks surrounding high-intensity nightlife areas
- Maintain and expand presence of Traffic Control Officers (TCOs) and parking enforcement during nightlife hours
- Nominate a Ward 1 ABC Board representative

# Long-term Planning Framework



**Brianne K. Nadeau**  
Councilmember, Ward 1

# 4 Building Blocks

Create and fund a place  
management entity

Pilot a Nightlife Venue  
Safety Initiative with U  
Street Businesses

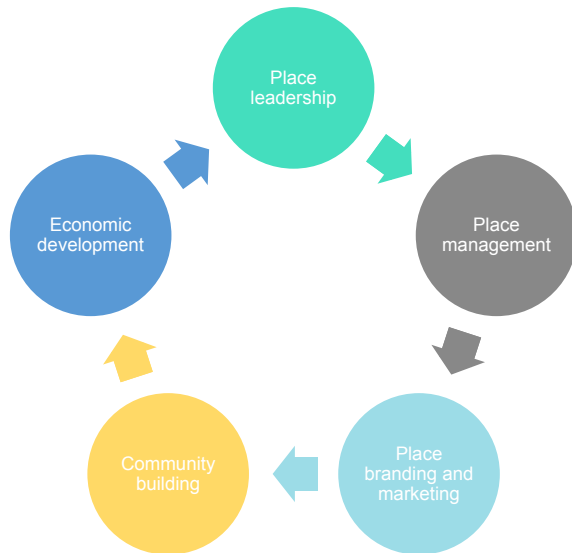
Expand and strengthen the  
commercial clean team  
program

Invest in Greater U Street's  
public realm, infrastructure,  
and mix of uses



# Building Block 1

## Create and fund a place management entity



### This entity will:

- Align with widely agreed upon Greater U Street business district boundaries
- Honors and builds upon U Street's cultural assets and legacy
- Bring together place-based stakeholders including businesses, residents, nonprofits, property owners, and universities to collaborate on building a thriving, inclusive, and vibrant U Street.
- Work across multiple systems to provide enhanced cleaning, public safety, marketing, and community-building programming.
- Be governed by a non-profit organization with broad stakeholder representation
- Leverage long-term sustainable funding mechanisms from both the public and private sector

# Building Block 2

## Pilot a Nightlife Venue Safety Initiative with U Street businesses



### **This initiative will:**

- Focus on at-risk businesses (those with persistent violations and neighborhood complaints)
- Combine robust enforcement with well resourced technical assistance to improve venue safety and mitigate noise/trash impacts on residential neighbors
- Involve a partnership with Mayor's Office of Nightlife and Culture to intervene with at risk operators and provide code compliance support to operators throughout the corridor
- Work with ABC Board and ABRA to focus enforcement resources on persistent violators. They need to be given a choice - get technical assistance to mitigate negative impacts/curb irresponsible business practices or face meaningful enforcement action.

# Building Block 3

Pilot a nightlife  
zone commercial  
clean team program



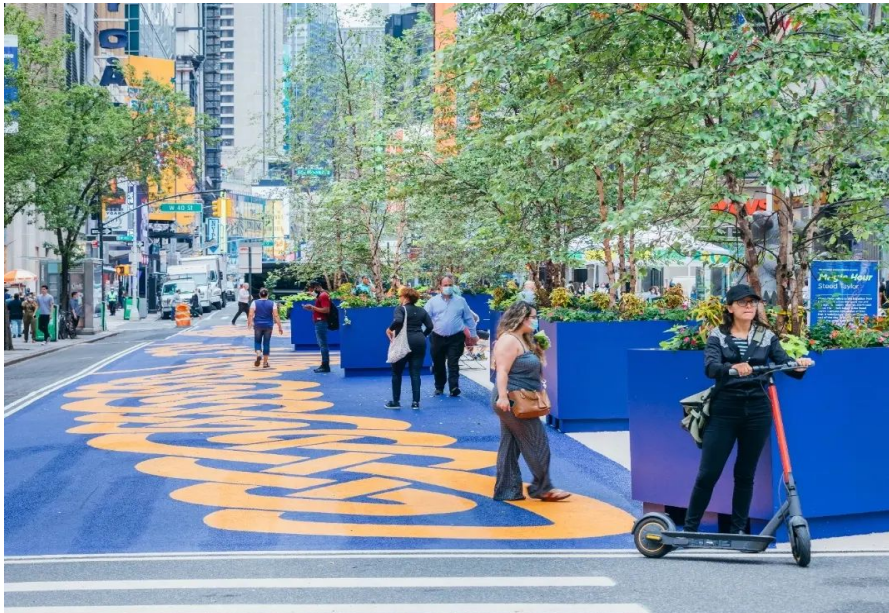
## **This program will:**

- Have a service area aligned with Greater U Street's boundaries
- Have the capacity, hours and funding to match the cleaning needs of an intensely used nightlife area
- Include a safety ambassador program that works closely with neighborhood stakeholders and MPD



# Building Block 4

Invest in Greater U Street's public realm, infrastructure, and mix of uses



- Invest in infrastructure improvements to create a Greater U Street corridor that is safer, easier to maintain, and responsive to the change in U Street uses throughout the day. (Expanded streetscape, commercial trash management)
- Establish and maintain welcoming public spaces that reinforce U Street's identity and its special place in DC's cultural history (13th & 10th St Metro Plazas, 14th/U, T Street)
- Employ a range of traffic calming strategies and design interventions to improve the pedestrian experience and make it easier to navigate by foot, transit, and bike.
- Implement planning and land use recommendations in the *Duke Plan* including the creation and support of more public gathering places and venues for arts and culture.



# Place Management Entity



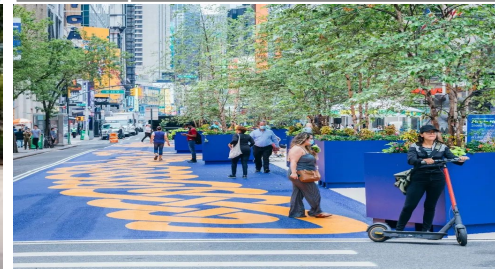
Nightlife Venue Safety



Pilot a nightlife zone commercial clean team program



Improve Greater U Street's pedestrian experience and public environment



Eventually, these building blocks will be part of the Place Management Entity's core programming.

# Next Steps

