

HOSPITALITY
ZONE



ASSESSMENT



Dining & Entertainment



Public Safety



Service and Safety



Multi-use Sidewalk



Transportation



Quality of Life



Mount Pleasant Leadership Summit

Summary Report

MANAGING THE NIGHTTIME ECONOMY

HOSPITALITY ROUNDTABLE
SAFETY ROUNDTABLE
DEVELOPMENT ROUNDTABLE
COMMUNITY ROUNDTABLE
JUNE 3 AND 4, 2009

LEADERSHIP SUMMIT
JULY 8, 2009

Final Report

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HOSPITALITY
ZONE



ASSESSMENT

MOUNT PLEASANT SUMMARY REPORT

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EXECUTIVE SUMMARY

Mount Pleasant is home to some of Washington's most important and recognizable landmarks, a diverse community and milestones of innovation and talent. From its early distinction as Washington's first streetcar suburb to the legacy of great musicians, artists and writers who called Mount Pleasant their home, the area remains a magnet for creative, dedicated and inspiring people with a passion for preserving all that is good about the neighborhood.

The commercial corridor of Mount Pleasant is an unpolished gem on the verge of a renaissance. With resources channeled from many directions to support the neighborhood's evolution, the challenge is not if Mount Pleasant will be reborn again, but rather who and what will guide the transformation.

The Responsible Hospitality Institute (RHI) was commissioned by Mount Pleasant Main Street, with funding provided by Councilman Jim Graham's office and administered by the DC Alcoholic Beverage Regulation Administration (ABRA), to conduct a Hospitality Zone Assessment (HZA). A hospitality zone is an area with a concentration of dining and entertainment, and often a location for fairs, festivals and events.

The HZA involves stakeholder groups representing hospitality, safety, development and community perspectives. Through the HZA information gathering process, a primary goal is to assess the following core elements of a hospitality zone:

- ◆ **Dining and Entertainment:** Nurturing talent and venues for multi-generational and multi-cultural dining and entertainment options.
- ◆ **Public Safety:** Adapting regulatory compliance and policing for an active nighttime economy.
- ◆ **Service and Safety:** Internal policies and procedures in dining and entertainment businesses.
- ◆ **Multi-use Sidewalks:** Managing the sidewalks as a venue, creating more activity, entertainment and seating.
- ◆ **Late-night Transportation:** Assuring coordinated late-night transportation options.
- ◆ **Quality of Life:** Managing impacts from sound, trash, traffic, pedestrians and disorder.

This report summarizes information collected from the HZA events, including, meetings and webinars with a Transformation Team, an Orientation held on May 6, four Roundtables held on June 2 and 3, Leadership Summit on July 8, as well as interviews held with individuals unable to attend the events. Internet research also informed the report about the 2006 Comprehensive Plan, the Office of Planning Small Area Plan and the mission and activities of Mount Pleasant neighborhood and business organizations.

While there are many threads of consensus among those participating or interviewed, including commitment to Mount Pleasant and its rich history and diversity, interest in overcoming past conflicts and perceptions and build a more unified system to balance the interests of residents, business, government and investors. Some of the challenges in Mount Pleasant were also identified in three other D.C. neighborhoods RHI worked in, indicating not only a need for local action, but a similar unifying system at the city level.

Remaining true to the efforts to-date, this process and report will attempt to support a vision defined in the 2006 Comprehensive Plan. This vision, reaffirmed in the Roundtables and interviews, strives to transform Mount Pleasant Street into a culturally diverse, pedestrian-oriented local-serving retail, dining, entertainment street that:

- ◆ **Protects** cultural diversity and historic landmarks
- ◆ **Supports** incubators and small businesses that combine cultural and small-scale technological initiatives
- ◆ **Provides** people of all incomes, cultures, lifestyles and backgrounds options to live, work, shop and socialize
- ◆ **Encourages** local artists, photographers, writers, chefs, musicians and other creative people to display and perform
- ◆ **Preserves** public safety and the quality of life of residents

Recommendations

An analysis of the information presented in the Six Core Elements section as well as additional feedback and discussions was organized and consolidated into five action items.

Mount Pleasant Connection

Convene a working group of Mount Pleasant neighborhood organizations, businesses and associations to document resources into a central directory. The MP Connection will evaluate current dining and entertainment options, utilize the planned market survey to determine demand and if there is a community need for additional options, propose a more uniform system to assure new and existing businesses understand rules, regulations and community standards.

Mount Pleasant Innovation Zone

Utilize Mount Pleasant Street as a pilot of innovation for planning and managing day, evening and late-night activity by developing a universal Mount Pleasant Commercial Corridor Standards (MPCCS) for all businesses and property owners within the zone, as well as to define the role of all stakeholders for increased compliance.

Mount Pleasant Street as a Venue

Utilize the Mount Pleasant Connection to capitalize on the success of the Saturday Market, the history of street life and entertainment, streetscape improvements, and talent and resources within Mount Pleasant to create a safe, diverse and vibrant destination for residents and visitors.

Mount Pleasant Fix-it Team

Request that the Mayor's Office of Community Relations and Services coordinate an inventory of current and potential impacts on safety and quality of life. Use the Mount Pleasant Commercial Corridor Standards as a benchmark to measure the current status and determine what resources exist or are needed to upgrade to contemporary standards.

DC Dining and Entertainment Connection

Invite the District of Columbia through relevant liaisons to convene a working group of DC regulatory and enforcement agencies, hospitality and nightlife associations, representatives of districts with high and low concentration of dining and entertainment activity, ANCs, civic associations, and other interest groups to evaluate the current system for developing and managing hospitality zones in commercial districts, music and entertainment venues, and how the Mount Pleasant Innovation Zone can serve as a model for other areas after its success is proven..

BACKGROUND

To make progress in Mount Pleasant, it is important to acknowledge recent history, challenges overcome, and the resources coming to the district for change. There are important lessons that have been learned and corresponding improvements that are apparent in local organization, communication and collaboration, as well as at the city level in regards to technical support and follow-through. Blending the forces for change and the resources for control requires a leap of faith and trust. If the right people and organizations work together, positive change can happen.

The primary business corridor of Mount Pleasant has been the center of many periods of the neighborhood's history. As the demographics of the area has changed, with fluctuations in the racial and ethnic make-up of residents, income levels, and mix of rental units and owner occupied residences. Along with these changes, so too is the make-up of businesses and activity on the street shifting. The flavor and tone of the cultural diversity of the food and music brought by the many groups living in and around Mount Pleasant is what adds to its richness and potential.

A unique triangular shaped plaza, the variety of small storefront businesses, with some operating on the second floor, and the diversity of people living in the area are all elements of a neighborhood village shopping area.

While some people participating in the Roundtables saw the neighborhood as “unsafe and unsavory”, many others stated they sought out Mount Pleasant as one of the few integrated, diverse urban places in the city. Mount Pleasant has a rich history of diverse music and arts ranging from the blues and jazz with Bo Diddley to authentic music from Central America (El Salvador, Mexico, Guatemala and Nicaragua) and performing mariachis to internationally recognized punk, alternative and world beat bands such as Fugazi and Thievery Corporation – all spawning musical trends and movements that still resonate today.

Narrow sidewalks, small retail space, limited parking, rising rents, vacant storefronts and buildings and the devastating fire at the Deauville Apartments as well as a small residential market area tucked between 16th and Rock Creek Park are all factors that may limit future development. Others see opportunities as debris and vacancies are removed, and the neighborhood’s small scale may ultimately be an asset, while limiting large scale development of concern to residents.

While some participants seek more diversity in dining and entertainment, especially for families, others argue the demographics of the market would not support them. The shuttles and buses provide convenience, but the loading areas also results in late-night noise for nearby residents.

Finally, Mount Pleasant continues to offer a diverse array of housing options including rental apartments units, condominiums, group houses and owner occupied houses with increasing market value. This scale of income disparity and underlying tensions linger as a barrier to the process of change.

Forces Converging for Transformation

An overarching process occurring simultaneously with the HZA is the **2006 Comprehensive Plan** and the current DC Office of Planning **Small Area Plan** for Mount Pleasant. Information gathered through the Roundtables and interviews reaffirm the recommendations of the Comprehensive Plan as stated:

Arts should be recognized as an essential part of community life, particularly in multi-cultural neighborhoods of the Mid-City where, for more than 100 years, ethnic and racial groups have lived and creatively expressed themselves. Continued dialogue about future development along Mount Pleasant Street is required to find the right balance between residents who desire denser mixed-use development, with new affordable and market rate housing above retail space and others concerned about density impacts, on traffic, parking, and historic character, and the effects of retail and restaurant growth on nearby residential uses.

Over the years, a number of neighborhood groups have organized to address issues of concern and advance their mission in Mount Pleasant. Driven by motivated and dedicated volunteers, these organizations have brought about positive change. The Mount Pleasant Neighborhood Alliance, the Mount Pleasant Main Street, Hear Mount Pleasant, the Mount Pleasant Business Association and Latino Association of Mount Pleasant are among the many community organizations seeking to remove impacts on safety and quality of life while assuring the revitalization of the commercial corridor to meet the needs of residents and visitors.

Closing the gaps among leading organizations in Mount Pleasant, and creating a unified platform to educate residents, elected officials and regulatory and enforcement agencies can enhance progress already being made. A dedicated staff person to manage the logistics and coordination of these efforts would improve the efficiency and impact.

Concierge Government – Business Networks

Simultaneous to the evolution of the voluntary agreement as a tool for residents to assume a more direct role in the licensing process, DC government agencies have improved, and systems have been established to address many of the concerns of the residents. With economic growth and development, the introduction of the Business Improvement District (BID) that promotes clean and safe practices in many areas of the city, as well as the success of Main Street programs in organizing residents and businesses working together, some believe the VA is a tool that is becoming

obsolete. While Mount Pleasant has never had a BID, it relies on its Business Association, Main Street, ANC and other grass-roots supported efforts.

Another tool provided by the city is the **Mayor's Office on Community Relations** and the Fix-it Team, consisting of front line employees from District agencies who come together to identify, create and implement a plan to resolve persistent problem areas in each ward. Traditionally, tasks supported by the Fix-it Team include alley cleaning, abatement of bulk trash, overgrowth, ticketing and towing abandoned vehicles, abatement of rates and inspection of potential vacant properties.

In Ward 1, these groups meet weekly to discuss progress on work plans as they are implemented, discuss obstacles or alternate methods to achieve success in the wards. Members assist each other in resolving problems and working together to deliver services to each ward.

The past decade also saw the evolution of the **Restaurant Association Metropolitan Washington** into a visible and effective association, with the **DC Nightlife Association** emerging as a network and advocate for business. Both associations recognize the need for open communication with residents and government, as well as the importance of training, and both promote and offer service and safety training.

Between No Longer and Not Yet

Mount Pleasant is a district that overcame many challenges, and maintains a cadre of dedicated volunteers to perpetuate progress into the future. Forces are mobilizing to bring about dramatic changes, and some believe the diversity inherent in Mount Pleasant is threatened.

While development and promotion of dining and entertainment venues and better use of public space for community gatherings run through various recommendations for the district, disagreements still exist about the most appropriate mix of businesses and standards governing the activities of businesses.

Mount Pleasant is no longer what it was and is not yet what it will be. But by joining forces and consolidating efforts, this new movement that seeks a common vision can build a bridge to the future.

Next Steps

The final stage of the HZA is creation of an Implementation Team, formalizing a mechanism for on-going communication and collaboration on reviewing, revising and updating the recommendations in the Action Plan.

ACTION PLAN

The following are the Action Steps recommended and supported by the remainder of the document.

I. Mount Pleasant Connection

Convene a working group of Mount Pleasant neighborhood organizations, businesses and associations to document resources into a central directory. The MP Connection will evaluate current dining and entertainment options, utilize the planned market survey to determine demand and if there is a community need for additional options, propose a more uniform system to assure new businesses understand rules, regulations and community standards.

| Hospitality Zone Core Elements | | | | | | | | | | | |
|--------------------------------|---------------------|---|---------------|---|------------------|---|---------------------|--|----------------|---|-----------------|
| X | Music-Entertainment | X | Public Safety | | Security-Service | | Multi-use Sidewalks | | Transportation | X | Quality of Life |
| Implementation Tools | | | | | | | | | | | |
| X | Research | X | Policy | X | Education | X | Compliance | | Marketing | X | Economic |

1. **Guiding Principle:** Organizations with differing perspectives often draw boundaries and challenge others to cross them. It is only when bridges are built that everyone can get to the same destination – safe and vibrant places for all residents and visitors to meet and socialize. For sharing food, beverages, music, dance and culture are important ingredients of a healthy society and a sociable city.
2. **Implementation Team:** Establish an Implementation Team with representatives from the Mount Pleasant Main Street, Hear Mt Pleasant, Mount Pleasant Business Association, Mount Pleasant Advisory Neighborhood Commission, Mount Pleasant Neighborhood Alliance, Latino Association of MTP, Tenant and Condominium Associations, with representatives from Alcoholic Beverage Regulation Administration, the Office of Planning, and Councilman Jim Graham as liaison to city government.
 - a. Oversee the implementation of the recommendations
 - b. Identify all Mount Pleasant organizations to be invited to participate as part of the Mount Pleasant Connection and to serve on task forces for the various action items
 - c. Identify staff and obtain resources to support staff in monitoring and recording progress. Staff's role is to convene and facilitate meetings, prepare agendas, record outcomes, monitor task force progress, and prepare final recommendations for approval by MP Connection.
3. **Connection Representation:** The primary goal is to involve all established and emerging organizations in Mount Pleasant that operate as a representative of a constituency group (i.e. residents, businesses, commercial property owners, etc.). This could include but is not limited to:
 - a. All-Ways Mount Pleasant
 - b. Hear Mount Pleasant
 - c. Historic Mount Pleasant
 - d. Latino Economic Development Corporation
 - e. Sol y Soul
 - f. Latin American Youth Center
 - g. Latino Association of Mount Pleasant
 - h. Latino federation of Greater Washington
 - i. Mount Pleasant Advisory Neighborhood Commission
 - j. Mount Pleasant Business Association
 - k. Mount Pleasant Main Street
 - l. Mount Pleasant Neighborhood Alliance
 - m. Neighborhood Services Ward 1 Fix-it Team
 - n. Tenant Organizations or Rental Agents
 - o. Condominium Boards
 - p. Others to be determined.

4. **Resource Directory:** Document a brief history, constituencies represented, mission, accomplishments and on-going programs and resources of each organization.
 - a. Create a complete directory of contacts for all organizations, including tenant associations and rental agents, and best method of contact (phone, email, paper).
 - b. Organize the information about each organization into a resource directory and into web pages that can be linked from all organizations.
 - c. Create a print version to be made available as a resource at the public library and through MP Connection representatives.
 - d. Create a speaker program so members of each organization can present at other organization meetings to develop better communication and collaboration.
 - e. Identify at least one joint project for all organizations to participate in to highlight resources and collective accomplishments.
5. **Dining and Entertainment in Mount Pleasant:** To develop a common vision of dining and entertainment in Mount Pleasant, it is first necessary to document what currently exists, and potential sites to supplement gaps in variety of dining and entertainment businesses.
 - a. Conduct an inventory of current dining and entertainment options, including number of businesses, seating occupancy, clientele, menu price points, beverages available, type of cuisine, hours, staff, entertainment offered, hours open, years in business, ownership/management.
 - b. Determine total number of businesses, total occupancy of the zone, number of staff and peak hours of operation.
 - c. Determine if there is a gap between what is needed and what is provided.
 - d. Utilize the market study planned for September and begin matching market, current options, and identified need.
 - e. If more places are sought, identify vacant spaces conducive to dining and/or entertainment, areas that are not suitable and what opportunities exist for current businesses to upgrade or expand their operations.
 - f. Identify businesses within the city or region as high priority candidates to recruit and develop a plan for recruitment.
 - g. Work with property owners interested in recruitment and collaborate on outreach.

II. Mount Pleasant Commercial Corridor Standards (MPCCS)

Utilize Mount Pleasant Street as a pilot of innovation for planning and managing day, evening and late-night activity by developing universal standards for all businesses, commercial property owner, residents and patrons within the zone that are culturally aware, as well as to define the role of all stakeholders for increased compliance.

| Hospitality Zone Core Elements | | | | | | | | | | | |
|--------------------------------|---------------------|---|---------------|---|------------------|---|---------------------|---|----------------|---|-----------------|
| | Music-Entertainment | | Public Safety | | Security-Service | X | Multi-use Sidewalks | X | Transportation | X | Quality of Life |
| Implementation Tools | | | | | | | | | | | |
| X | Research | X | Policy | X | Education | X | Compliance | | Marketing | X | Economic |

1. **Guiding Principle:** People and businesses act irresponsibly because either they don't know; they know, but don't know how; or they know how and don't care. The first can be corrected with education, the second, training and skill development, the third, enforcement and extreme social and legal pressure.
2. **Priority Task:** The Implementation Team will identify one consensus task that is achievable within three months utilizing existing resources. This could include a project identified at the Leadership Summit – developing standards on outdoor seating for restaurants, cafes and public space.
3. **Commercial Corridor Standards:** The ability to attract new businesses to Mount Pleasant and to maintain and support the economic well being of existing businesses requires an improved set of standards for expediting the permit, license and renewal process. The improvements made by the Department of Consumer and Regulatory Affairs and the Alcoholic Beverage Regulation Administration have begun this

process on a city level. The local process can be improved without sacrificing the rights of residents to assure a business meets the needs and standards of the community.

Three templates exist for a voluntary agreement in Mount Pleasant with proven strategies for education and compliance. These can be merged and developed as one common document that can be used to level the playing field for existing business, orient new businesses and non-compliant businesses regarding current rules and regulations, along with generally accepted community standards that address the following:

- a. **Time of Day:** A set of standards can be developed for businesses that would address four periods of use. Daytime (5 am to 6 pm), Evening (6 pm to 10 pm), Late-night (10 pm to 3 am) and 24 hour.
 - b. **Type of Business:** Business types can be distinguished by four types of operation: With or without food; with or without alcoholic beverage service; with or without entertainment; and with or without outdoor dining.
 - c. **All Businesses:** The Mount Pleasant Commercial Corridor Standards for all businesses operating in the zone could include but not be limited to:
 - i. **Deliveries:** When, where and frequency of deliveries. Designated unloading areas, etc.
 - ii. **Trash:** Storage, pick-up schedule, maintenance of storage equipment and area in immediate proximity, rodent and pest control.
 - iii. **Lighting:** Proper maintenance of lighting in and around facilities and property, including requirements for vacant property or storefronts and lighting during off hours to provide for a more pedestrian friendly environment.
 - d. **Businesses That Sell Alcohol**
 - e. **Policies: Bilingual** written policies for staff on procedures for age identification, intoxication, intervention, crowd management, noise and sound, conflict resolution and community relations.
 - i. **Training:** Documentation of training for all management, key service and safety staff.
 - ii. **Incident Report:** Documentation of incidents and interventions.
 - iii. **Management Contact:** Identification of owners and managers on duty for all shifts with cell phone numbers available to the police for immediate response to incident reports.
 - f. **Businesses That Offer Entertainment**
 - i. **Policies: Bilingual** written policies on procedures for managing music and entertainment and how to address impacts on residents and neighboring businesses.
 - ii. **Sound Management:** Documentation of a sound management assessment by a qualified expert for controlling impacts on residents from sound in and around the establishment.
 - iii. **Promotion:** Documentation of procedures for promotions and use of promoters.
 - iv. **Conflict Resolution:** Bilingual procedures for documentation of incidents and resolution of conflicts.
 - g. **Property Owners**
 - i. **Lease Agreements:** Integration of the Commercial Corridor Standards into lease agreements with dining and entertainment businesses.
 - h. **Residents**
 - i. **Unified Messaging System:** Establish a centralized clearinghouse to document incidents and follow-up resolution.
4. **Mentors:** Establish a team from members of the MP Connection and its networks of “mentors” and bilingual associates willing to assist with regular monitoring of businesses and street activity, provide education and training, and serve as an idea incubator for businesses wanting to strengthen existing markets, , tap into new markets, aid businesses wanting to locate to Mount Pleasant, and assist creative talent to start a business venture.
5. **Compliance:** Monitoring compliance and motivating improvements becomes the responsibility of the MP Connection representatives, through awareness, education and voluntary compliance checks.
 - a. **Education:** The Mount Pleasant Business Association and Mount Pleasant Main Street can be the catalyst for bilingual education through 1-on-1 support and regular meetings with guest speakers from key agencies (ABRA, Police, Fire, Health, etc.) and quarterly assessments presented by the MP Connection.

Comment [SBB1]: Something got messed up here, I think.

- b. **Early Assistance:** New businesses opening in the district can meet with the MP Connection to be briefed on resources available, guiding principles and expectations for their business in meeting the needs of the community.
- c. **Compliance:** Non-compliant businesses can receive incremental incentives for improvement, including bi-lingual Mentor consultation, Fix-it Team inspection and penalties up to and including loss of privileges, license to operate and lease of property.

III. Mount Pleasant Street as a Venue

Utilize the Mount Pleasant Connection to capitalize on the success of the Saturday Market, the history of street life and entertainment, the richness of its diversity, streetscape improvements, and talent and resources within Mount Pleasant to create a safe and vibrant destination for residents and visitors. Incorporate results from a market and business development plan, impact management plan, transportation and parking plan, and code compliance plan that supports dining and entertainment. *Allowing undesirable behaviors to continue unchecked reinforces them as social norms and perpetuates low community standards. Sanctioned street vitality such as buskers and vendors, taxi stands and clean streets indicate that the community cares while enforcement demonstrates that the community is in control.*

Comment [SBB2]: I think "illegal" should remain in. There is a big difference between illegal and undesirable, and both should be included.

| Hospitality Zone Core Elements | | | | | | | | | | | |
|--------------------------------|---------------------|---|---------------|--|------------------|---|---------------------|---|----------------|---|-----------------|
| X | Music-Entertainment | X | Public Safety | | Security-Service | X | Multi-use Sidewalks | X | Transportation | X | Quality of Life |
| Implementation Tools | | | | | | | | | | | |
| X | Research | X | Policy | | Education | X | Compliance | X | Marketing | | Economic |

1. **Guiding Principle:** A neighborhood shopping area is the living room of a community. It is where people gather to meet, make plans, socialize, and showcase their art, music, culture and other interests. It is where people begin their journey to dining and entertainment venues.
2. **Mount Pleasant Art, Culture and Entertainment:** Mount Pleasant is home to a diverse group of artists, authors and musicians, and many organizations and discussion groups working on promoting these talents. A working group of talent, event planners, venue managers and historians can be a guiding force in planning and promotion and define a vision of how to showcase local talent through community events, recruitment of businesses, and commercial venues. Establish a process to integrate street performers (buskers) and vendors into peak periods of activity and at key locations to remove current barriers from vacant locations and dead zones.
3. **Common Calendar:** Organizations can coordinate events and activities to avoid conflicts or duplication, integrate promotions (store promotion themes tied to community events) and enhance the brand for Mount Pleasant with a greater focus art, music and cultural center.
4. **Streetscape:** Continue to work with DC Department of Transportation in defining a vision for upgrading the corridor with more public space, efficiency of traffic, expanded use of sidewalks for outdoor dining, improved lighting for both vehicular and pedestrian traffic, integration of bicycles and public transit, and improved taxi and shuttle service.
5. **Transportation:** Establish transportation and parking task force to coordinate better systems for Mount Pleasant business employees and patrons to relieve impacts on residential parking availability and increase safety for evening and late-night pedestrians.
 - a. **Improve Taxi Service :** Develop strategies to improve taxi service, especial late at night. .
 - b. **Public or Private Valet Alternative:** Outreach to Metro or other services to integrate smaller bus vehicles as shuttles to area parking garages and Metro stops to the Mount Pleasant corridor.
 - c. **Signage:** Improved signage for public parking, mass transit, taxi/bus stands, bicycles share the road and safe pedestrian crossings

d. Cycling???

6. **Lighting:** Advocate adding pedestrian oriented lighting and encouraging property owners and businesses to light storefronts, store interiors and parking areas during off-hours of operation. As activity on the street increases, retail businesses can use their storefronts as marketing tools, and lighting creates a unified pedestrian path, with opportunities to window shop while traveling from place to place.
7. **Sound and Trash Management and Public Facilities:** As activity increases so do impacts from trash and need for public facilities. Establish a quality of life task force to analyze trends and prepare a plan for trash management, pick-up schedule, and additional receptacles during peak periods, and accommodations for rest rooms (public facilities) during peak periods.
8. **Business Retention & Development:** Following the vision of the street as a venue, the opportunity to capitalize on the current configuration of storefronts, the cultural diversity of Mount Pleasant and the talent living in or near the district could be a catalyst for defining the district.
 - a. **Second Floor Space:** A couple of stores utilize the second floor for retail. Though current zoning is not oriented to this use, it might be an innovation to pilot an integrated multi-level district with artist studios and galleries, specialty book stores, unique clothing and jewelry stores as second floor shopping areas, with first floor social space for dining and entertainment. Property owners could maximize revenue for first floor space, while offering discounted rates for professional services or creative ventures. If possible, create business-to-business connectivity to avoid having to enter and reenter businesses.
 - b. **Branding:** Develop a process to create a unifying brand of Mount Pleasant that captures the “cohesion created by diversity” and opportunity for businesses seeking a venue that taps into potential.
 - c. **Education & Consulting:** Provide marketing and business support to existing businesses through seminars, workshops and one-on-one services. Allow DC neighborhoods such as Mount Pleasant and non-profit support groups to provide education and business mentoring services targeted to the diverse cultural and economic needs of the neighborhood and which are realistic to most local business owners.

IV. Mount Pleasant Fix-it Team

Enhance the focus and force of the Mayor's Office on Community Relations in Mount Pleasant and invite them to assist in an inventory of current and potential impacts on safety and quality of life. Utilize the Code of Conduct as a benchmark to measure current status (i.e. lighting, traffic, parking, sidewalk repair, building maintenance, licensed establishment practices on age identification and safety management, sound, trash, etc.) and what resources exist or are needed to upgrade to contemporary standards.

| Hospitality Zone Core Elements | | | | | | | | | | | |
|--------------------------------|---------------------|---|---------------|---|------------------|---|---------------------|--|----------------|---|-----------------|
| | Music-Entertainment | X | Public Safety | | Security-Service | X | Multi-use Sidewalks | | Transportation | X | Quality of Life |
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| X | Research | | Policy | X | Education | X | Compliance | | Marketing | | Economic |

1. **Guiding Principle:** Create and maintain an environment which is inviting, usable, clean and safe.
2. **Polishing the Lens on the Street:** The Green Team and the Mayor's Office on Community Relations Fix-it Team are two resources to work with neighborhood and business organizations in identifying short and long term needs for making the district a safer and more vibrant place to visit and patronize. Information gathered from their weekly activities can be consolidated.

3. **Street Improvement Inventory:** Schedule a day and night tour of the district with representatives of the MP Connection to walk from one end to the other documenting safety and quality of life impacts, including damaged sidewalks, dead zones, gaps of activity, lights out, litter or trash, sound from venues, and areas where sidewalks do not safely accommodate large crowds.
 - a. **Baseline:** Document results of the inventory and categorize as short-term or long-term issues, resources required to address the issue, and who would be the primary contact to remedy the situation - the property owner, business, or city.
 - b. **Monitoring:** Set a timeline for periodic review of improvements, identification of new issues and gaps yet to be fixed.
4. **Venue Inventory:** Schedule a day and night tour of the district's dining and entertainment venues to document internal operations that might impact safety and quality of life, providing specific feedback on steps to take for corrective action.
 - a. **Baseline:** Document results of the inventory and categorize situation as low, medium or high risk with recommendations for improvement.
 - b. **Monitoring:** Set a timeline for periodic review of improvements, identification of new issues and gaps yet to be fixed.
5. **Public Recognition:** Schedule periodic recognition of businesses, property owners, government agencies most responsive to improvement and sustaining best practices, either as a press release or a special event.

V. DC Dining and Entertainment Connection:

Invite the District of Columbia through relevant liaisons to convene a working group of DC regulatory and enforcement agencies, hospitality and nightlife associations, representatives of districts with high and low concentration of dining and entertainment activity, ANCs, civic associations, and other interest groups to evaluate the current system for developing and managing hospitality zones in commercial districts, music and entertainment venues, and how the Mount Pleasant Innovation Zone and other neighborhoods with new creative programs can serve as a model for other areas after its success is proven.

| Hospitality Zone Core Elements | | | | | | | | | | | |
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| X | Music-Entertainment | X | Public Safety | X | Security-Service | | Multi-use Sidewalks | | Transportation | X | Quality of Life |
| Implementation Tools | | | | | | | | | | | |
| X | Research | X | Policy | X | Education | X | Compliance | | Marketing | X | Economic |

1. **Guiding Principle:** As a center of government, tourism, conventions and regional business enterprises, the District of Columbia depends upon a safe and vibrant nighttime economy, and dedicate resources to match the need and impact on the neighborhoods where there is nightlife activity.
2. **Task Force:** Recruit representatives of key agencies, associations and neighborhood representatives including but not limited to:
 - a. Alcoholic Beverage Regulation Administration
 - b. Business Improvement Districts - Representatives
 - c. DC Nightlife Association
 - d. Department of Consumer and Regulatory Affairs
 - e. Department of Transportation
 - f. Main Street Programs
 - g. Metropolitan Police Department
 - h. Mayor's Office on Community Relations in Mount Pleasant
 - i. Office of Advisory Neighborhood Commissions – ANC Representatives

- j. Planning and Economic Development
 - k. Latino Federation of Greater Washington
 - l. DC and Latino Chamber of Commerce
 - m. Restaurant Association of Metropolitan Washington
 - n. Others for special projects, i.e. trash haulers, vendors, sound engineers, etc.
3. **Purpose:** Establish a mission and process for improving communication and collaboration to better serve the interests of neighborhoods and districts challenged by growth and development of nightlife and related issues

SIX ELEMENTS FOR A SUCCESSFUL HOSPITALITY ZONE

There are six core elements generally associated with an active and successful hospitality zone. Overall there was a great deal of consensus about issues, resources and gaps from the four RHI facilitated roundtable discussions.

The following are notes taken during the Roundtables highlighting the perspectives and opinions of the people participating. They do not represent a consensus, and may not be factual, but are included to demonstrate the range of opinions about the six core elements of a successful hospitality zone.



Dining and Entertainment

Singles, Mingles (Young adult friends and couples), Families and Jingles (Retirees and business travelers with disposable income) demand lifestyle appropriate venues, as well as a variety of music, entertainment, food and beverage choices.

Dining and Entertainment in Mount Pleasant

Current Status

- ◆ **Vision:** There are differing visions regarding how much dining and entertainment the commercial corridor can support. However, there is a shared vision that supports the neighborhoods cultural diversity and diverse business needs. Widespread consensus also lies on a vision of Mt. Pleasant that supports and celebrates its cultural diversity and offers places to share music, food and art. Consensus does lie in a preference for independent businesses over chains, with more menu options, better quality food and beverage choices. Further, businesses and streets with more energy, but not so dense that it discourages a feeling of belonging, were stated as goals. Interesting, hip, artistic businesses, including retail open at night with second floor artist live/work spaces are also desired.
- ◆ **Music in Voluntary Agreements (VAs):** Two to three years ago when VAs came up for renewal, some businesses asked that the board terminate their current agreements limiting live music so that they could sign new ones that allowed live entertainment but that also addressed community concerns around trash, safety and noise. Two establishments won the ability to offer live entertainment with some time constraints. Another establishment was allowed to offer live music but only if it was “roaming mariachis.” Some directives regarding entertainment are more specific than licensing and permitting and can prescribe hours and type of entertainment, i.e. designating roaming Mariachi music only. Some business owners would like to be able to offer patrons music later than the VA currently allows. Some residents prefer limits to protect their quality of life.
- ◆ **Venue for Music:** After the music ban, La Casa, a building on Mount Pleasant Street owned by Community of Christ, was the only local place where live music was permitted because they didn’t serve alcohol. They opened their space to the community to provide a variety of music types. Nationally recognized acts performed in the space and it incubated the now successful Transformer Gallery, a non profit arts organization located in Logan Circle. After winning the right to offer live entertainment, Haydee Vanega has opened her restaurant to a wide array of musical genres including New Orleans and Latin Jazz, zydeco, mariachi, and open mike nights. Her restaurant has attracted new customers who come to dine and enjoy the lively entertainment in a unique environment. Other live music is available in nearby districts such as Adams Morgan and Columbia Heights..
- ◆ **Business Climate:** There is concern that Mount Pleasant has gained a reputation as a difficult place to do business, and that this perception is causing entrepreneurs to choose other areas of

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D.C. to open their business. There is an opportunity to identify those practices that are real obstacles to economic development and to develop and promote incentives to encourage existing business to invest in their businesses and make improvement and to attract new business development.

- ◆ **Marketing:** Destination DC and Cultural Tourism DC are resources that help market the neighborhood and its businesses. Cultural Tourism DC has already hosted three walking tours of Mount Pleasant focused on the neighborhood's rich cultural and musical heritage.
- ◆ **Image:** Mount Pleasant Business Association's marketing committee is working to improve area's image to current residents and visitors and to communicate a friendly business climate to new businesses.
- ◆ **Adaptation:** Some participants **expressed** that existing businesses need to adapt to consumer trends and that new businesses need to adapt to the neighborhood.
- ◆ **Community-minded:** Businesses host community fundraisers, providing 30% of the night's income to local schools and non-profits.
- ◆ **Competition:** Retail shopping can be a form of entertainment. DC USA, Giant and the proximity of the transport center has caused new competition for Mount Pleasant businesses and, in concert with the troubled national economy, may be responsible for increased retail vacancies.
- ◆ **Destination:** Unlike a district that users target as a destination then decide which venues to patronize, customers come to Mount Pleasant with a particular business as their destination.
- ◆ **Displaced Customers:** The Deuville fire displaced more than 200 residents that used to shop and patronize Mount Pleasant. Another apartment building has also emptied.
- ◆ **Property Owners:** The majority of businesses are not owner occupied. Participants expressed that property owner more than tenants are critical to changing the face of Mount Pleasant. There is a need to educate and involve property owners in the community.
- ◆ **Gaps**
 - There is a lack of continuous retail vitality in the area. One restaurant closes as early as 2:30pm, while others don't open until 4:00pm.
 - "There's not a lot to do at night."
 - A few restaurants' atmospheres are not conducive to welcoming families with children.
 - Limited size of retail spaces was identified as a barrier to some but as an asset to others who see that small, funky independent retailers tend to want smaller spaces.
 - More variety of food types, experiences and price points are desired: different ethnic foods not represented here yet, American food, vegetarian and health options, a well-lit moderately priced venue like a diner and a nice place to go out for special nights.
- ◆ **Common Ground:** Though there is a perception that residents east and west of 17th street don't patronize the same places, the Saturday Farmers' Market represents a common event that both residents from east and west of 17th Street enjoy.
- ◆ **High rents:** Merchants from other areas comment that though they'd like to relocate or expand to Mount Pleasant, the rents are too high. Some participants commented this was due to property owners/investors banking on market forces changing the mix, or waiting to see how other plans materialize.
- ◆ **Vacancies:** There are currently seven retail vacancies, two of which were large markets. Participants thought it might be suitable for a gallery or a café like Kramer Books or Busboys and Poets.
- ◆ **Economic Study:** A Market study is going to be done in 6 months which will include who lives and spends money in Mount Pleasant. Information from this study can help existing business

owners know how to improve and can inform a business recruitment strategy, and can form the basis for decision making on how to plan any new development or growth in dining and entertainment businesses.

◆ **Markets**

- East of 17th Street: The primarily low income, working class residents of Mount Pleasant and the western edge of Columbia Heights are primarily comprised of Latinos, who DO shop locally in Mount Pleasant.
- West of 17th Street: TSIngle family homes, group houses and shared living space represent less of the total population of the area, but the vast majority of potential spending. They represent the professional and public sector class. Many don't shop or dine in Mount Pleasant.
- High density condos located near DC USA have a potential customer base for dining and entertainment business located in Mount Pleasant.
- People populating the area work on different schedules and, therefore, have different social schedules.
- Lunchtime crowd is busy.
- Walking traffic in the evening from Adams Morgan.
- There is a creative class that might be interested in leasing retail space on upper floors. Many of the artists who live in the area are being priced out and are either moving or renting homes as a group.
- City investment in improving Park Road that comes to Mount Pleasant could open up foot traffic market from Columbia Heights.



Community Policing in Hospitality Zones

Community policing in hospitality zones is a collaborative partnership among police, enforcement agencies, businesses, community organizations and residents, each with something to offer and something to take. The purpose is to reduce risk to public safety and impacts on quality of life through traditional law enforcement, prevention, problem-solving and community engagement.

Community Policing in Mount Pleasant

Current Status

- ◆ **Police Presence:** Participants felt that Mount Pleasant has good police presence at all times of day. The police also enjoy the area's food. Medians allow them easy access to park temporarily while they obtain carryout food.
- ◆ **Police Detail:** Reimbursable details can be requested by businesses for police officers to work outside, but not inside venues. In some districts, businesses pay 50% through an organization like a BID or Business Association, and ABRA pays the other 50%. **Business/Police Relations:** Reported to be good, but this positive aspect is not communicated to the community at large.
- ◆ **Fix-it Team:** Previously the CORE Team organized through Mayor's office under neighborhood services and comprised of government representatives assigned to a particular ward (Mayor rep, core team organizer, police, street sweeper, fire, ABRA, DCRA, etc). The Ward 1 team meets weekly or bi-weekly. Included in their discussions are incident reviews.
- ◆ **Gap in City Level Collaboration:** The Team is community driven, working as a full community at the Ward level. On City level, there is no longer such cross agency interaction. ABRA, Police, DCRA used to do collaborative compliance checks wherein they also provided education to the businesses. Since budget cuts necessitated its elimination, collaboration only occurs when writing up businesses and rarely at night.
- ◆ **Fix Its:** Occasionally the CORE team will collaborate and do "Fix Its": wherein they walk and observe a given neighborhood, and each department determines what can be done from their department's standpoint to improve the neighborhood. The community is engaged to partner in the process and is empowered to manage the situation after the City hands leadership back over to the neighborhood.
- ◆ **Operation Live link:** This resource managed by MPNA links callers with the cell phone of the Officer on Duty so that beat officers can respond to problems. Livelink has been promoted through listservs, but could benefit from promotion through neighborhood groups and businesses so that it can be a useful resource for the entire community. Utilization statistics should be compiled regularly and reported at PSA meetings.
- ◆ **VAs and Licensing:** Voluntary agreements aren't a pre-requisite for approval of alcohol licenses and renewals. However, as used in MT. Pleasant, businesses and many residents view them as an impediment to economic development. Businesses have not been able to obtain or renew their liquor licenses without entering into the MPNA agreements. Once approved by ABRA, they become part of the license and all provisions are enforceable by ABRA inspectors. **Stipulated Licenses:** ANCs can write letters for new businesses to obtain a stipulated license, which allows them to open a little earlier while their ABC license is processed.
- ◆ **Future Trends:** Smoking ban created drive to develop rooftop areas, it also increased sidewalk congestion and litter. Proper storage of propane and heat lamp usage will need to be reviewed in codes and added to inspections, as well as management of sound issues.

- ◆ **Land Lock:** Mount Pleasant, like many of DC's other dense neighborhoods, has land lock issues for egress. i.e. locked gate between businesses that prevents emergency access.



Service and Safety

Changing demographics of DC and influx of non-residents seeking places to meet and socialize, there is increased pressure for licensed beverage establishments to better regulate sales and service to underage and intoxicated persons, as well as assure the safety of patrons leaving their establishments.

Service and Safety Mount Pleasant

Current Status

- ◆ **Safety Staff:** Most businesses are either not large enough or of the operation type to necessitate Safety Staff. For those that do, the staff was easily identifiable.
- ◆ **Security Plans:** A security plan requirement went into effect just months prior to this process, which requires businesses licensed as nightclubs, and sometimes taverns, to have a security plan. Plans must include numbers of security staff and do not allow promoters to take charge of a licensee's security operation.
- ◆ **Fire Inspections:** In alcohol licensed premises, inspections primarily look for blocked exits and overcrowding. Bars in general (not particularly Mount Pleasant) sometimes stack items at back doors to prevent people from sneaking in.
- ◆ **Posted occupancy:** DCRA allows for different occupancy for day and night, but you have to apply for it. The difference is meant to address accommodation of sidewalk dining in the evening.
- ◆ **Food & Drink Ratios:** Restaurants are required to derive 45% of their sales from food while taverns are required 25%. As patrons seek lower food price points in the current economy, restaurants are having difficulty meeting the required food ratios, and may lower drink prices, creating alternate impacts.
- ◆ **Preventing Access to Minors:** ABC provides bilingual training on fake ID's.
- ◆ **Door Security Training:** DC Nightlife Association and the Restaurant Association of Metropolitan Washington host security trainings and server trainings.
- ◆ **Training Resource:** Restaurant Association of Metro DC has training expertise and will make available any training that needs Spanish interpretation.
- ◆ **Communication:** Like-type businesses were reported as having good relations, but communication could be improved upon between different business types and between new and existing businesses.
- ◆ **Professional Development:** Businesses could benefit from continuing education classes in English and Spanish. While there are existing programs, owners and managers don't have time to leave their business to access them.
- ◆ **Resource:** Department of Small and Local Business Services has classes and available funds that often go unused.
- ◆ **Adapting Merchandise:** Weekday clientele differs from weekend clientele in desired options. Weekday workers seek different food choices that are more affordable and convenient, while evening diners seek full meals.



Multi-use Sidewalks

The role of the sidewalk has expanded from a mere pathway for pedestrians to a new and vibrant venue that serves various social and cultural functions. The sidewalk of modern times, the 'multi-use sidewalk', offers unique opportunities for dining, street entertainment, vendor shopping, and most importantly, people watching.

Multi-use Sidewalks in Mount Pleasant

Current Status

- ◆ **Dark Streets:** Overall the area is not well-lit at night, particularly on the east side of Mount Pleasant Street where the businesses are daytime oriented and closed at night.
- ◆ **Activity:** While there may be people inside businesses on Mount Pleasant Street, there isn't much activity outside on the sidewalks or streets at night.
- ◆ **Loitering:** There are reports of loitering outside of some stores is of concern, especially at night.
- ◆ **Positioning:** Many venues don't face the street and others are located in basements or upstairs, so that street vitality outside is not observable from inside the small venues, and windows are covered.
- ◆ **Narrow Passages:** Sidewalks are narrow and pedestrian congestion easily occurs. This forced proximity paired with darkness makes people uncomfortable even when only a couple of people are passing one another.
- ◆ **Sightlines:** During the day, you can see from one end of the street to another. At night there are few places open and those are not visible from one another. Additionally, the Deuville blocks sightlines for consumers on the street to see what exists beyond it.
- ◆ **Outdoor Seating:** Some expressed that outdoor seating would communicate that it's a district.
- ◆ **Wayfinding:** There is a need for signage, particularly for visitors to distinguish Mount Pleasant from the surrounding neighborhoods and particularly to direct people from the Metro stop at DC USA.
- ◆ **Planned Improvements:** A streetscape study recommends changes such as widening sidewalks, improving lighting with pedestrian-scale strategy, addressing the Deauville and planning for parking should dovetail to assure timing for funding.



Late-night Transportation System

Planning for a comprehensive network of transportation services that complement and maximize the safety of each, cities can ensure safer and more efficient access and exiting of the hospitality zone for those who socialize and work there, and reduce alcohol-related crashes.

Late-night Transportation in Mount Pleasant

Current Status

- ◆ **Circulator** bus doesn't run until bar closing on weekdays or come all the way in to Mount Pleasant.
- ◆ **Metro Stop:** While there is a Metro stop at DC USA, it is a dark walk from Columbia Heights on narrow sidewalks.

- ◆ **Bus:** Public buses and circulators move people to and through Mount Pleasant.
- ◆ **Parking:** More parking is needed to support the current resident and business clientele.
- ◆ **City Support:** There is a perception that the City is “sinking money into other neighborhoods.” If more housing and businesses are to be attracted, parking will need to be addressed and will likely need support from the City.
- ◆ **Conflict:** Sufficient numbers of parking spaces for both business clientele and residents is a source of tension. Residents are beginning to confront employees about their parking in the area.



Quality of Life

Mixed-use development places residents and commercial businesses in close proximity and raises new issues for policymakers, managers, businesses and residents. Impacts include noise, deliveries, trash, litter, public urination, traffic and vandalism, as well as unintended outcomes of smoking bans.

Quality of Life in Mount Pleasant

Current Status

- ◆ **Scale** of neighborhood is a manageable size.
- ◆ **Local Pride:** Local residents are attached to and proud of their neighborhood and events.
- ◆ **Perceptions:** While the neighborhood was previously perceived by some as dangerous, some feel that there is less crime than in previous years. Restaurants are perceived to generate eyes on the street and are a contributing factor to people feeling safer after dark.
- ◆ **Visual Cues for Neglect:** The burned out Deuville building was reported in all groups as an eyesore and a source of negative perceptions of safety. There is belief that it “screams” neglect and reinforces Mount Pleasant as “forgotten” by the City.
- ◆ **Foot traffic** from Adam’s Morgan has to pass two dark parks at night. Female participants said they also associate these parks with crime, a probable deterrent for potential female consumers from Adam’s Morgan.
- ◆ **Noise:** Complaints from neighbors about noise as a disturbance primarily originate from nighttime businesses that leave windows open and music noise emanating from cars. The 42 bus is also a source of noise at midnight.
- ◆ **Impact of Live Music:** has been in place for one year with little to no complaints or police calls.
- ◆ **Smokers** convene outside dining establishments. While they provide eyes/ears on the street, their vocal noise could become problematic as the area grows.
- ◆ **Public Intoxication/Urination:** There is a homelessness problem in and around Mount Pleasant, as well as many street alcoholics who do not drink within establishments. Nevertheless, businesses get blamed, sometimes unfairly, for a problem they are not contributing to.

APPENDIX 1: PARTICIPANTS

The process of gathering information and developing this report involved the time and involvement of many people. Multiple schedules prevented some from participating in all of the events. Participation in the Transformation Team, the Orientation, Roundtables and Leadership Summit, or individual interviews are all part of the evolution of the recommendations. The following is a list of everyone who participated in one or more events. Their participation does not imply an endorsement of the recommendations, only that they participated in the process.

Coordinator

| | | |
|---|---|--|
| Lydia C. Charles Independent Consultant Phone: 202-669-2935 Email: lydcharles@yahoo.com | Adam Hoey Mount Pleasant Main Street Phone: 202-588-5272 Email: achoey001@gmail.com | Jim Peters Responsible Hospitality Institute Phone: 831-438-1404 Email: Jim@RHlweb.org |
|---|---|--|

T = Transformation Team: Individuals who met to identify individuals to invite, coordinate invitations and provide RHI staff with background

O = Orientation: Large group assembly with a presentation and small group discussions

R = Roundtables: Facilitated focus groups held with four stakeholders – hospitality, safety, development and community. Majority of report content and recommendations come from these sessions

S = Leadership Summit: Final draft report presented and discussed, with feedback incorporated into the report

P = Phone interviews with people unable to attend the Roundtables

| Code | Name, Position, Representing |
|---------|--|
| T R | Mark Aguirre , Argyle Condominium, LLC |
| T O R | Edgar E. Alvear Jr. , Fire Inspector, District of Columbia Fire and EMS Department |
| T O R S | Pedro Aviles , Long time resident, Mount Pleasant Residents |
| O | Luis Ayala , Resident, Mount Pleasant Residents |
| T O | Laurie Ballenger , Member, Historic Mount Pleasant |
| R | Devon Bartlett , Resident, Mount Pleasant Residents |
| R | Tarek Bolden , Ward 1 Planner, District of Columbia Office of Planning |
| P S | Sam Broeksmit , Mount Pleasant Neighborhood Association |
| R | Tavarious Butts , BB&T Financial Center Leader, BB&T Bank |
| O | Tamika Cain , Supervisory Parking, City of Washington, DC |
| R | Jaime Carrillo , Owner, Don Jaime's |
| R | Lydia C. Charles , Commercial Specialist, DC Department of Small and Local Business Development |
| T O R S | Lydia Charles , Mount Pleasant Main Street |
| O | Anne Crowley , Partner, Studio: Anne Crowley |
| P S | Gregg Edwards , Chair, Mount Pleasant ANC |
| R | Alberto Ferrufino , Owner, Don Juan Restaurant |
| R | Jackie Flanagan , Resident, Mount Pleasant Residents |
| O | Wayne Gleason , Argyle Condominium, LLC |
| O | Linda Grant , Public Information Officer, City of Washington, DC |
| P | Michelle Hannahs , President, Renaissance Condominium Association |
| T R | Len Harris , Realtor, Vanguard Realty |
| T O | Barbara Hayden , ALL-Ways Mount Pleasant |
| T O S | Adam Hoey , President, Mount Pleasant Main Street |
| T O S | Alice Kelly , Historic Mount Pleasant |

| Code | | Name, Position, Representing |
|------|-------|--|
| T | O | Alex Kramer , Owner, Dos Gringos Café |
| | R S | Donal Leace , musician, Donal Leace |
| | R S | Jennifer Lehman , Membership & Training Director, Restaurant Association of Metropolitan Washington |
| T | O R S | Phil Lepanto , Commissioner, ANC Advisory Neighborhood Commission 1D |
| T | O | Jean Lujan , Property Owner, Marx Café |
| | O | Nicholas Majett , Deputy Director, District of Columbia Department of Consumer & Regulatory Affairs |
| | O R | Michelle Miller , Resident, Mount Pleasant Residents |
| T | O R S | Gabriela Mossi , Executive Director, Mount Pleasant Business Association |
| T | O | Rebecca Moudry , Economic Director Chair, Mount Pleasant Main Street |
| | R | Justin Moyer , Musician/promoter, Justin |
| T | O | Shelly Nickelson , Battalion Fire Chief, DC Fire and Emergency Medical Services Department |
| | R | Joyce Njoroge , M.S. Accountancy, Baraka Accounting Services |
| | O | David Sachdev , Owner, Innotac |
| T | O R | Claudia Schlosberg , Steering Committee, Hear Mount Pleasant |
| | O | Najiya Shanaa , Resident, Mount Pleasant Residents |
| | R | Yonce Shelton , Choreographer, Community Of Christ |
| T | O R S | Cynthia Simms , Community Liason, Alcoholic Beverage Regulation Administration |
| | O | Roy Spooner , General Manager, Yellow Cab CFDC |
| | R S | Alexandra Stroud , Principal, Urban Focus LLC |
| | P | Marika Torok , Member, Mount Pleasant Neighborhood Association |
| | R | Stuart Tipograph , Realtor, Vanguard Realty |
| | O R | Janelle Treibitz , resident, Mount Pleasant Residents |
| T | O R S | David Vacca , DC City Council, Jim Graham's Office |
| T | O R S | Nimia Vanegas , Owner, Haydee's Restaurant |
| | O R | Mario Vanegas , Owner, Haydee's Restaurant |
| T | O R | Wanako , DJ, Radio CPR |
| | O | Clifton Weaver , Parking Officer, City of Washington, DC |
| | O | Jermaine Whren , Lead Parking Officer, City of Washington, DC |
| T | O | Alejandro Yepes , Volunteer MPMS, Mount Pleasant Main Street |