



# MT. PLEASANT NEIGHBORHOOD SURVEY OVERVIEW

November, 2007

In August of 2007 the Mount Pleasant Main Street organization worked with a consultant from the Washington DC Dept of Small and Local Business Development and the Mt. Pleasant Business Association to conduct a survey of residents and observe public spaces. The survey was composed of an online survey, street surveys and visual observations of public spaces.

## Online Survey Results

About the respondents: Total of 204 surveys received - Mostly Caucasian (81%)  
Household income (52% Over \$80K, 12% \$65K-80K, 18% \$50K-65K)

### Businesses Rating

- Best rated for customer service and prices ("Good or Excellent <50%)
- Businesses need to dramatically improve: store cleanliness, product display, variety of products/services, interior lighting, and quality of products/services.

### Commercial Corridor Rating

- Better government services required, including street cleaning, parking, green space, safety, street lights.
- Businesses need to improve: window displays, variety of stores, facades, street cleaning.
- Respondents most like convenience, location, and customer service
- Respondents most dislike the lack of variety, dirty streets and businesses, vagrants/loitering, and facades.

### Where Mt. Pleasant Residents currently get goods and services

- In Mt. Pleasant residents most frequent Restaurants, Grocery stores & supermarkets; they also use convenience stores, bars/lounges. They tend to go out shopping on the weekend, especially Saturdays.
- In Mt. Pleasant residents mostly buy baked goods, wine/liquor, groceries and use dry cleaning, carry out, and shoe repair
- Outside of Mt. Pleasant residents buy groceries and good from the pharmacy, go to restaurants, buy books, go to hair salons, buy clothing, use medical and dental care and go to the movies
- Residents say they do not need children's clothing, spa, and gym.

### In the future, the types of businesses respondents prefer to see in Mt. Pleasant

- Residents clearly prefer "local and independently run" businesses - only 1% support for "large chain" businesses
- Would like more restaurants (29%), such as Café/sidewalk café, Sit-down, Upscale, and Vegetarian
- Other retails (16%) includes Bookstores, Music, Home furnishing/appliances, Office supplies
- Would like Grocery/supermarket/beer/Wine & Liquor (14%), but strongly prefer upscale stores
- Some want Bar/Lounge/Club (12%), including lounges, bars, and upscale venues

## Street Survey Results

About the respondents: Total of 13 surveys completed (English and Spanish) - Mostly Hispanic/Latino (92%)  
Household income (54% less than \$20K, 16% \$20K-\$50K, 23% No answer)

### Businesses Rating

- Best rated for quality of products/services and variety of products /services (Good or Excellent < 64%)
- Businesses need to dramatically improve: store cleanliness and product display.
- Businesses need to improve interior lighting, and customer service.

### Commercial Corridor Rating

- Need better Government services: safety, street cleaning, trees & green space, and street lights.
- Businesses need to dramatically improve: window displays, street cleaning, and facades.
- Respondents most like the availability of Latin and international products.
- Respondents most dislike vagrants and loitering.

### Where Mt. Pleasant Residents currently get goods and services

- Respondents mostly go to grocery stores/mini-markets (52%) and restaurants/eateries (22%). They tend to go out shopping on the weekend, especially on Sundays.
- In Mt. Pleasant respondents buy groceries, baked goods, gifts, goods from the pharmacy, home goods, and men's clothing and tend to use hair salons/barber, sit-down dining, carry out, and dental care.
- Buy most goods in Mt. Pleasant, and buy nearly nothing in other DC neighborhoods. Do buy some items in Maryland.
- Respondents said they do not need wine/beer/liquor, children's clothing, books, gym, tailor, spa, dry cleaner.

### In the future, the types of businesses respondents prefer to see in Mt. Pleasant

Because of the small sample, it is difficult to extract out what residents most want. Three (or 30%) responded they would like grocery/supermarket/beer, wine liquor. Two said they would like clothing. One person each said they would like automotive, electronic music/appliances, hotel, toy store, and decoration.

### Share Opinions and Suggestions

"have more cultural events to keep local youth busy"

Other: Need a cleaner area, support Latinos with lower rents/housing costs; too many vagrants.

For more information about the survey or to see complete survey results go to [www.mtpmainstreet.org](http://www.mtpmainstreet.org) or contact Rebecca Moudry – 202.725.7281 – [Rebecca@mtpmainstreet.org](mailto:Rebecca@mtpmainstreet.org)



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## Public Spaces Visual Observations

### I. LAMONT PARK

- A central gathering place for Mt. Pleasant residents and visitors
- The only large open space in the neighborhood for community interaction

#### Strengths

1. In the middle of a very dense and diverse community
2. Privileged location on the neighborhood business corridor
3. Shopping destination for area Latinos
4. Venue for the Farmer's Market
5. Venue for arts and culture (MP Heritage Trail, Music in the Park, Hear Mt. Pleasant)
6. Transportation Hub for buses, very close to Metro

#### Main Issues

1. Capital Improvements
2. Maintenance
3. Potential for community partnership (Mt. Pleasant Main Streets Mt. Pleasant Business Association, and other community groups)

#### Contacts

Department of Parks & Recreation - Jesse Rounds, Community Planner - [jesse.rounds@dc.gov](mailto:jesse.rounds@dc.gov). Telephone (202) 6710416

### II. BICYCLE PARKING

Although parking bicycles on parking meters and street signs is legal in DC, improved bicycle parking can achieve tangible benefits for the community:

- Creates safer sidewalks for pedestrians
- Promotes more appealing sidewalks
- Protects bicycles, fences, and flowerbeds from damage
- Provides parking

Community Partners and DDOT Identified 16 Potential Bike Rack Locations

Mt. Pleasant Main Street worked with DDOT to request bike racks, working with businesses to install in desired locations

#### Contact

Steve Pinkus, [steve@mtpmainstreet.org](mailto:steve@mtpmainstreet.org), Mt. Pleasant Main Street

### III. STORE FACADES

#### What can be Improved?

- Outside bars
- Brick pointing
- Signage
- Outside lights
- Awnings

#### Next Steps

- Coordinate façade improvement process between MPBA & Main Streets with LEDC
- Outreach to property owners and business owners to take advantage of funding available for facades

#### Contacts

- Melisa Rodriguez, [Melisarodriguez@ledcdc.org](mailto:Melisarodriguez@ledcdc.org), Latino Economic Development Corporation (LEDC)
- Jean Lujan, [jeanlujan@hotmail.com](mailto:jeanlujan@hotmail.com), Mt. Pleasant Business Association (MPNA)
- Rebecca Moudry, [Rebecca@mtpmainstreet.org](mailto:Rebecca@mtpmainstreet.org), Mt. Pleasant Main Street