



**Mount Vernon Triangle CID
Annual Meeting
June 13, 2018**



**MOUNT
VERNON**
TRIANGLE • DC



Opening Remarks
Berkeley M. Shervin
Chairman, MVT CID



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Host Welcome
Robert Spagnoletti
CEO, D.C. Bar



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State of the CID
Kenyattah A. Robinson
President & CEO, MVT CID



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(Re-)Introduction to MVT

Mount Vernon Triangle, one of the District's fastest-growing neighborhoods, is a vibrant, inclusive and popular community that contributes to the District's international reputation as an attractive place to live, work, do business and entertain.

Since the Mount Vernon Triangle Community Improvement District (MVT CID) was formed in 2003, the neighborhood has grown into a diverse residential and commercial destination that is both an integral part of downtown as well as a neighborhood with its own distinct and emerging identity.



MVT At-A-Glance: Place Stats

72
total acres

.11
square miles

4.8
sidewalk miles

7 office
buildings

1.8M SF
of office space

20 multifamily
buildings by July 2018

4,545
residential units
by July 2018

2 hotel
properties
with 4 more in
pipeline

238 hotel
rooms with 719 more in
pipeline

1 District-
owned park

5 NPS
reservations*

*Excluding NPS Reservation 72 – Seaton
Park also referred to as “Chinatown Park”

MVT At-A-Glance: People Stats

57% of residents
age 20-34

38% of residents
age 35-64

3 faith-based
institutions in service
400+ combined years

20% of residents
have lived in MVT
for <1 year

36% of residents
have lived in
MVT for 1-3 years

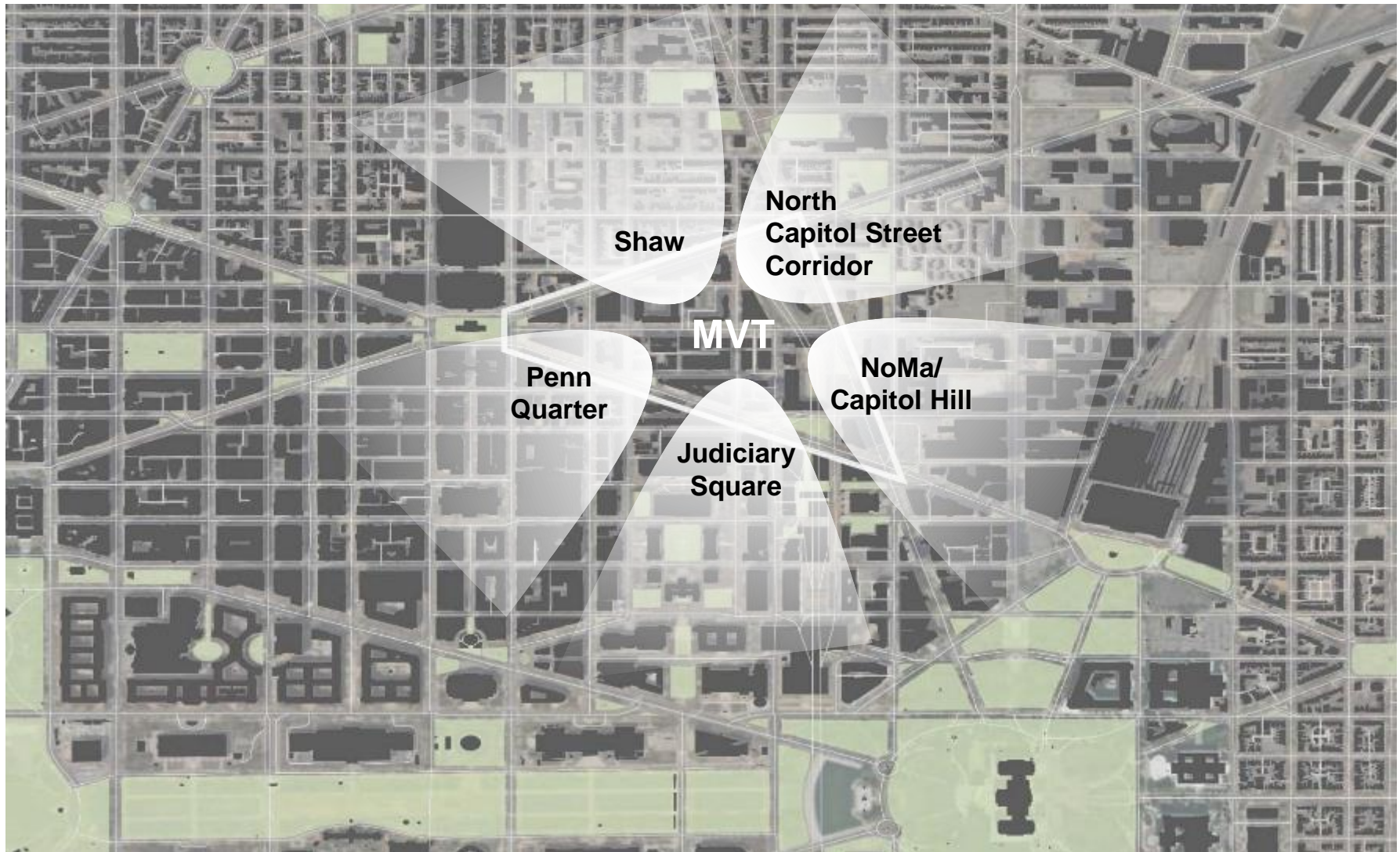
6,800+
residents

28% of residents
own at least one pet

5% of residents
have children

8,700
employees

But It's About More Than MVT



MVT at Epicenter of a Dynamic Downtown



72,000

Residents within
one mile by 2022

7,700

MVT residents
by 2020

9,000+

Pre-K through Post
Secondary students
within 3 blocks of
MVT in 2018

200,000

Workers within
one mile by 2022



**1+
million**

Annual visitors to
Convention Center

**1.8+
Million**

Annual visitors at
Capital One Arena

13,700

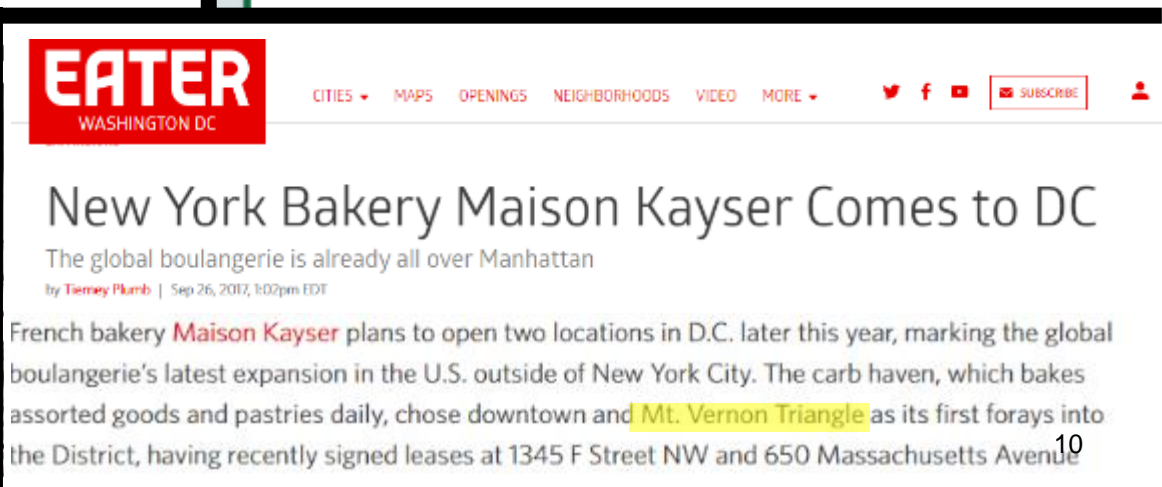
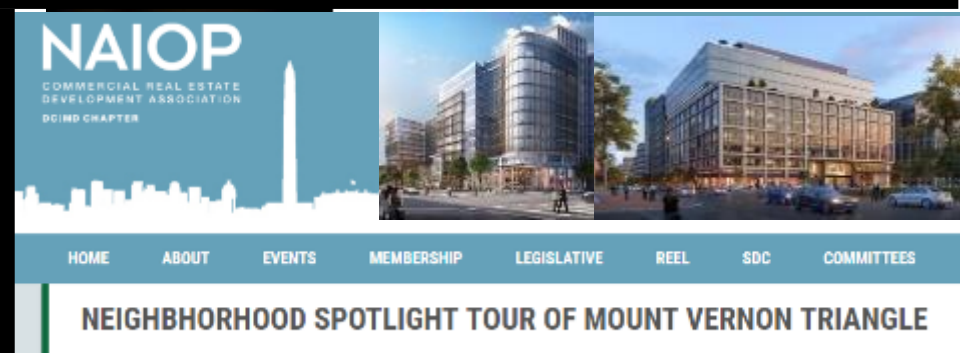
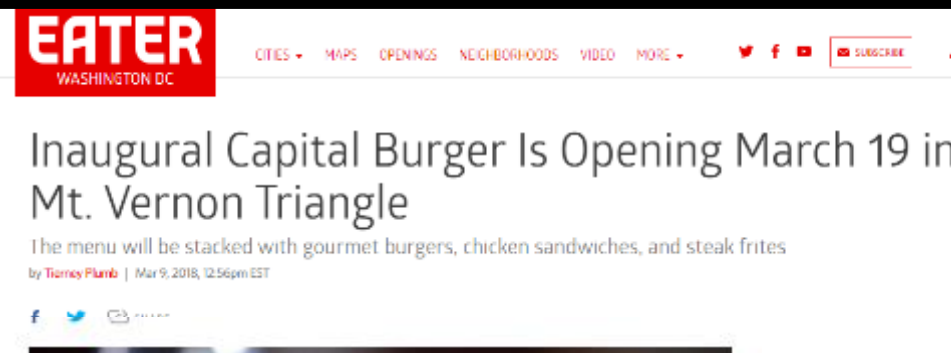
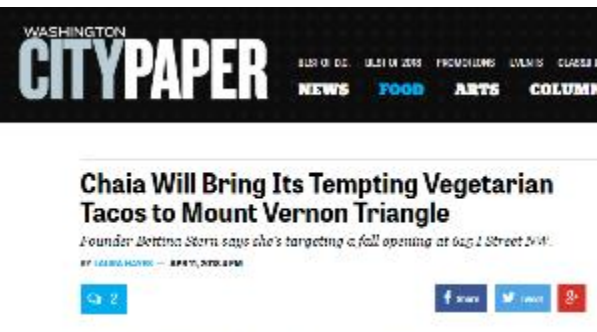
MVT Office/Retail
workers at Build-Out



Dramatic increase
projected with
Apple Project at
Carnegie Library



MVT's Brand Extends Beyond Our Borders



But it Wasn't Always This Way



But it Wasn't Always This Way



But it Wasn't Always This Way



But it Wasn't Always This Way



But it Wasn't Always This Way



How We Got Here



The Mount Vernon Triangle Action Agenda

Creating a vibrant new downtown neighborhood

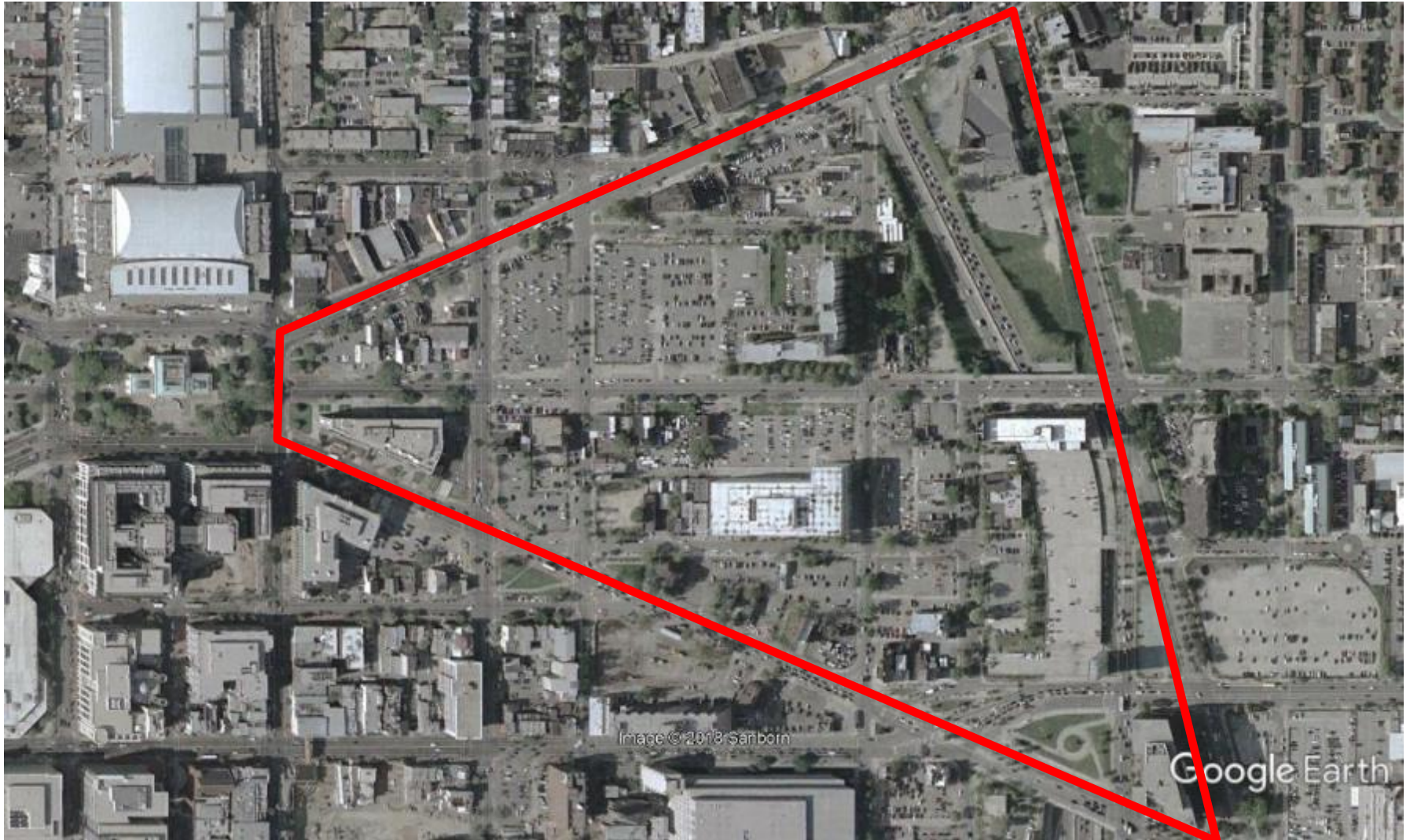


Government of the District of Columbia, Office of Planning • Mount Vernon Triangle Alliance • National Capital Revitalization Corporation

October, 2003



MVT Circa 2003: Parking Lots

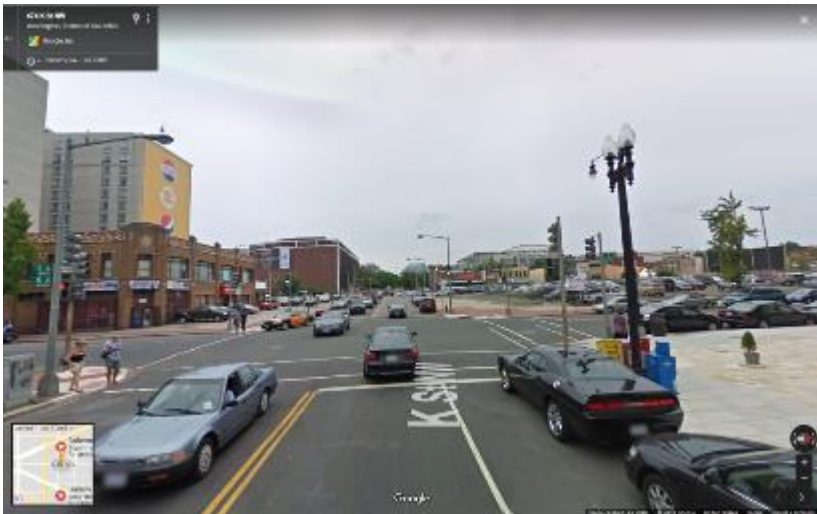


MVT Today: Rooftops



At the Intersection of 5th & K

2009



Today



455 Eye Street: Then & Now



Some Are Starting To Notice

The Washington Post

Democracy Dies in Darkness

Real Estate

Mount Vernon Triangle gets ringing endorsements from the people who live there

By Harriet Edleson November 30, 2017

Where We Live | Mount Vernon Triangle in Northwest Washington



If you're looking for a mixed-use neighborhood that's central to everything, this one is it.



DC Real Estate in Real Time
The Authority on Real Estate in the Nation's Capital

Mount Vernon Triangle: A Nexus Neighborhood in Need of Green

April 13, 2018

by Zak Salih



Like 97 people like this. Be the first of your friends.

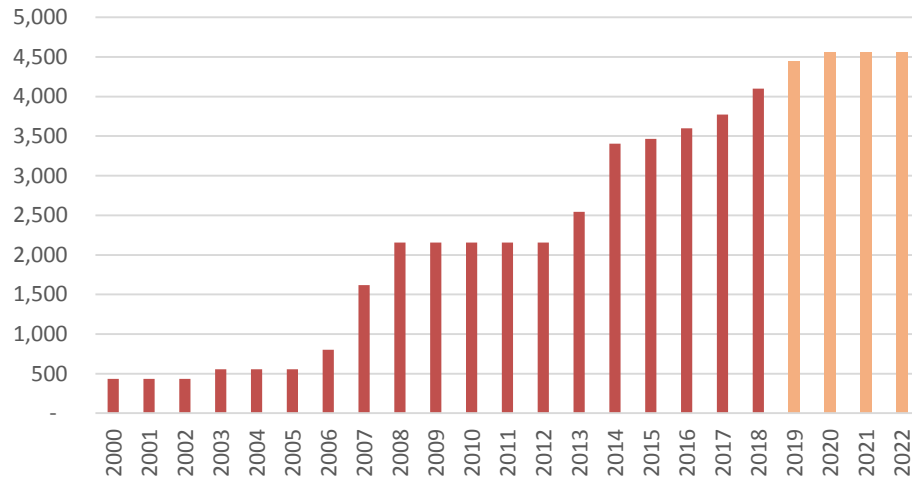


City Vista in Mount Vernon Triangle.

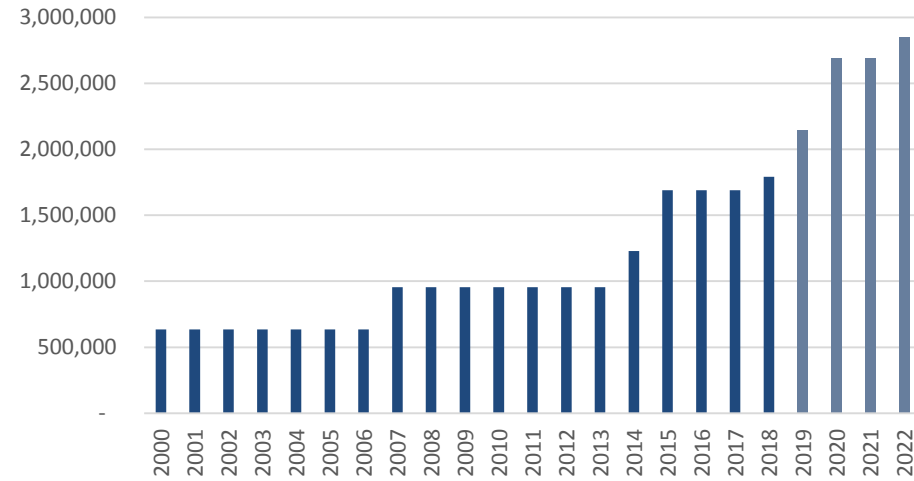
UrbanTurf has profiled more than 50 neighborhoods in the DC area. We are now revisiting each of those neighborhoods to update our profiles and see how they've changed over the years.

Current Development Status

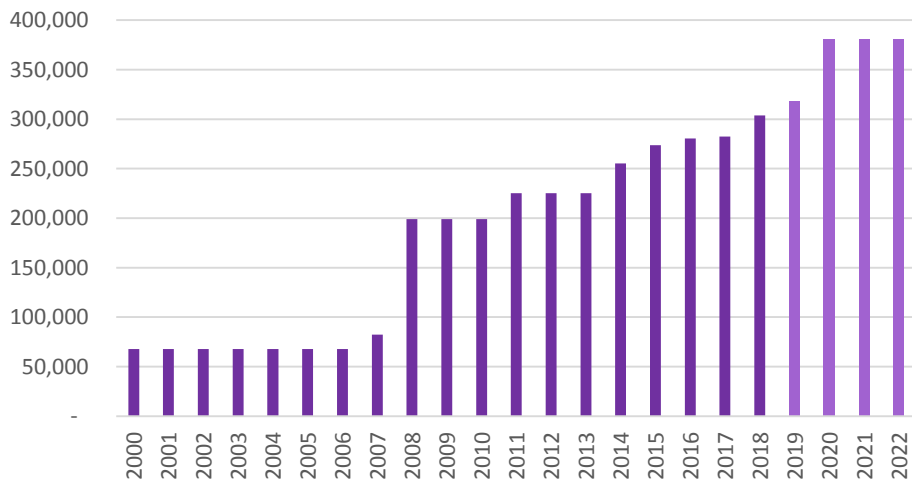
Residential Units



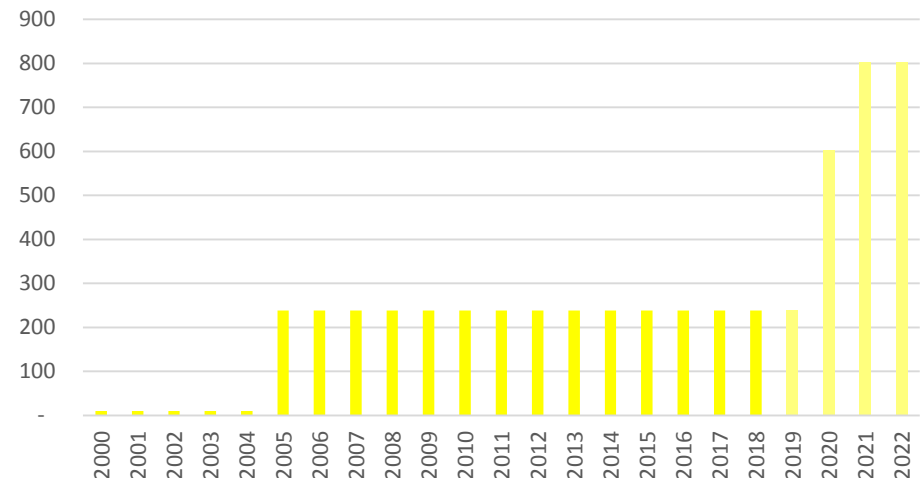
Office SF



Retail SF

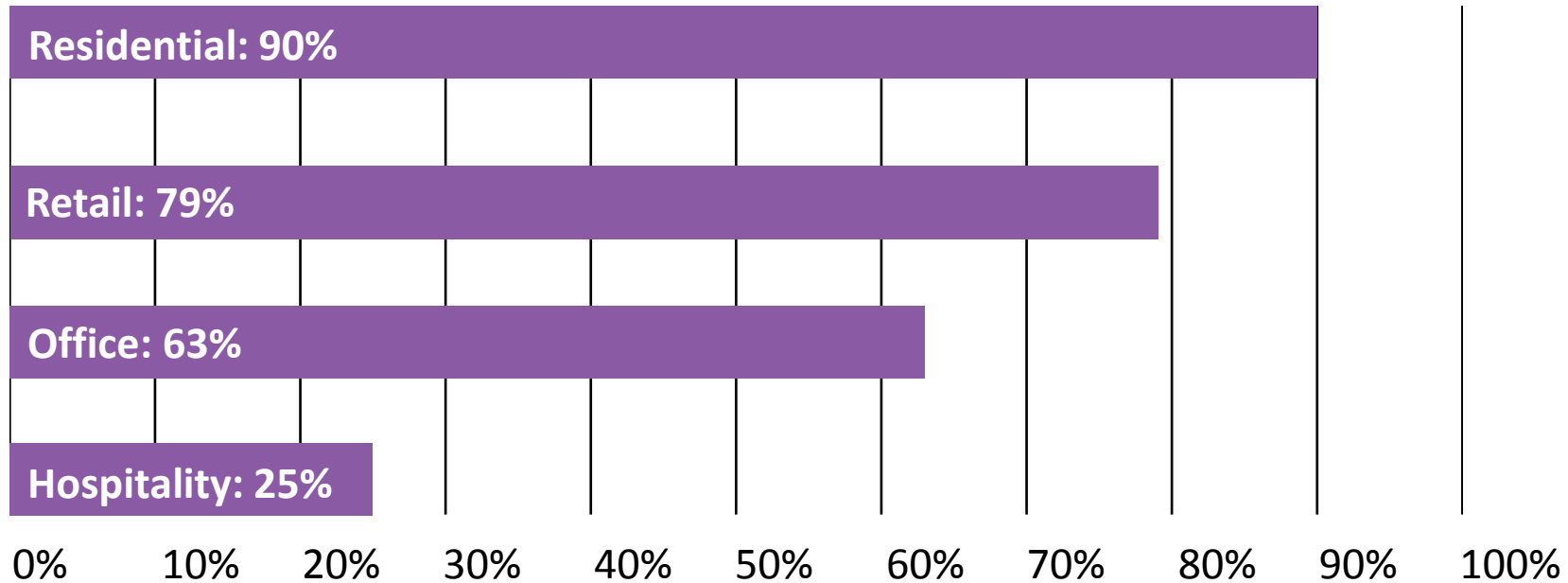


Hotel Keys



Development Status: In Perspective

Development Build-Out: Percent Complete by Product



**Development Build-Out
70-80% Complete**

MVT: A Rising Tide that Lifts (Some) Boats?

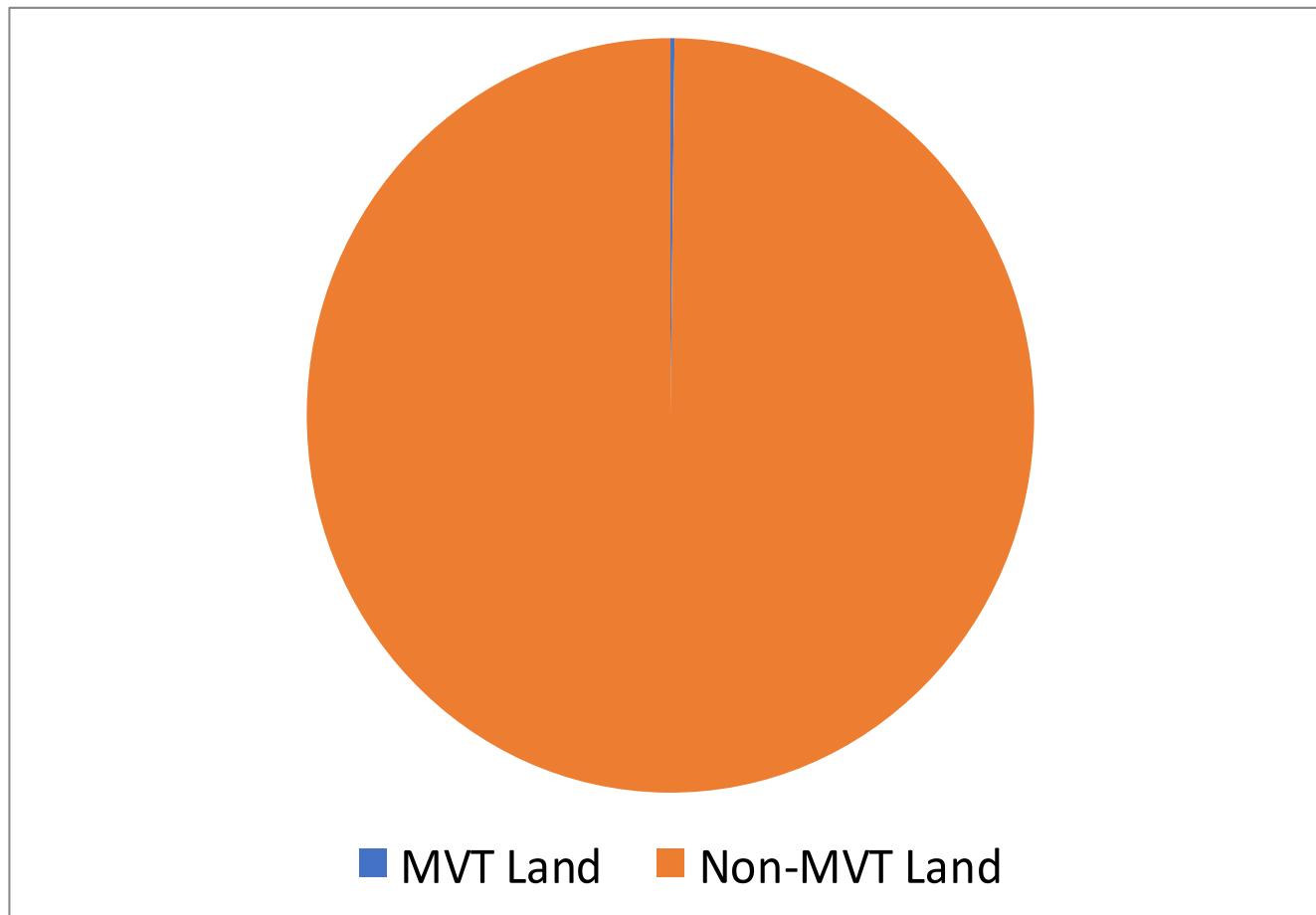


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MVT Has a Very Small Physical Presence

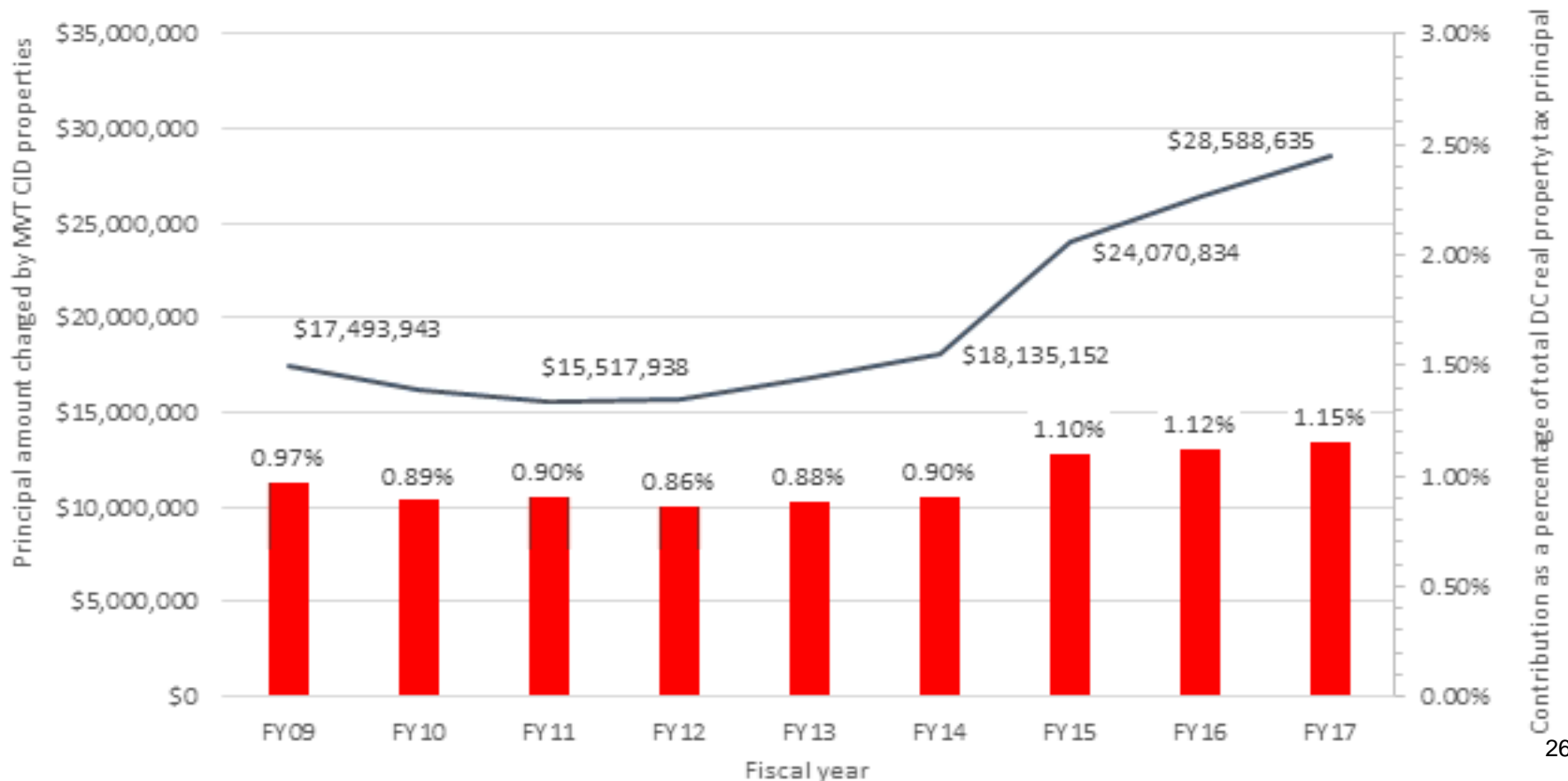
Fact 1: MVT's footprint comprises just 0.25% of all non-federal District land



MVT Adds Measurable Fiscal Value to DC



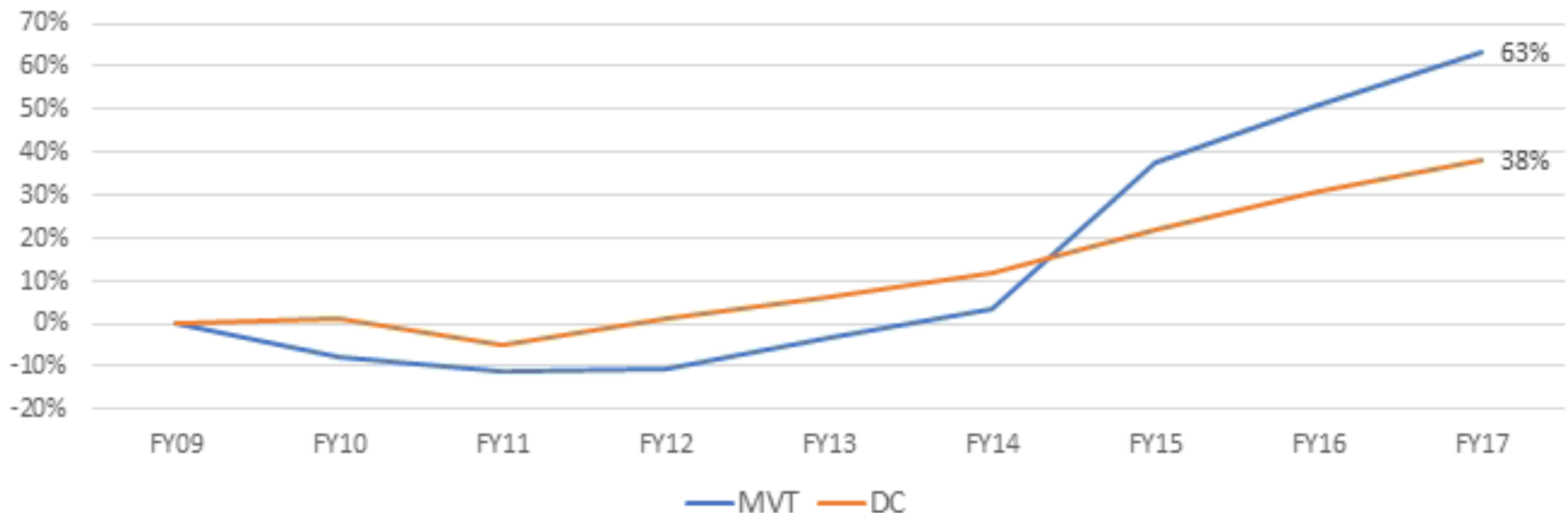
Fact 2: Yet in FY 2017, MVT was responsible for 1.15% of all real property taxes collected in the District—rising from 0.97% in FY 2009



MVT's Growth Sustains DC's Growth



Fact 3: MVT's compounded annual rate of growth in real property taxes collected – at 6.3% – rose faster than the District-wide average – at 4.2% – over the same period



Where We Left Off Last Year

Residential Momentum Continues

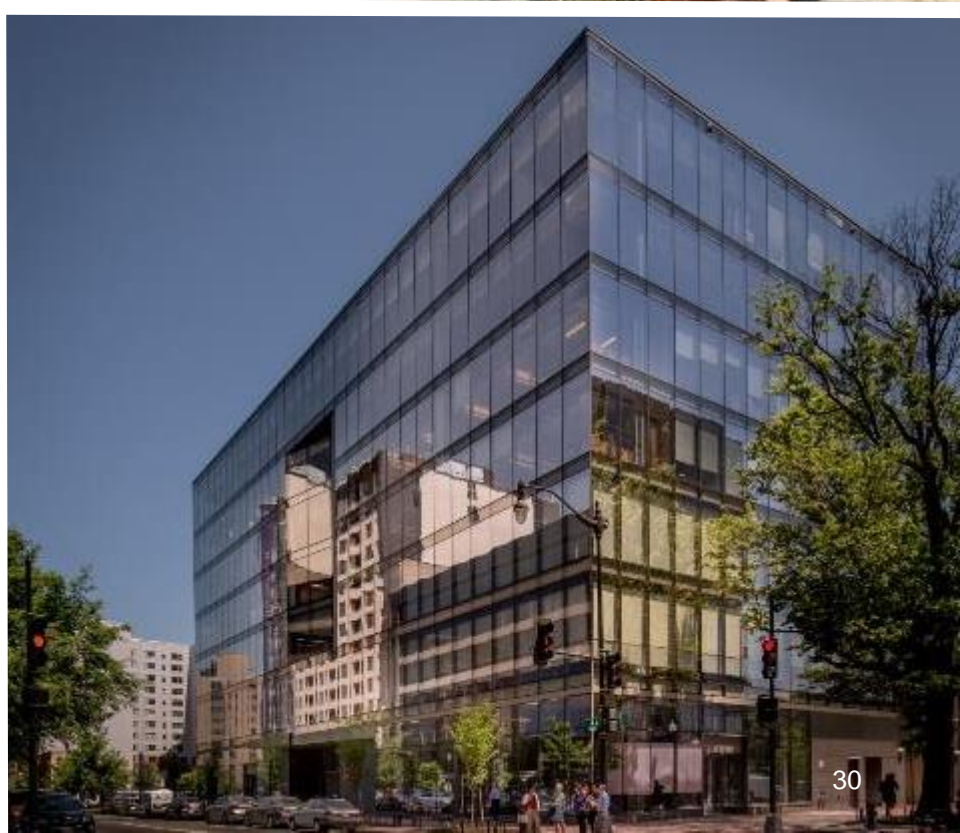
Latest Delivery: The Aspen (October 2016)



April 2017



Nothing but cranes in the sky...
...but then projects delivered



What's Next: Development Pipeline







And then we're all built out

So what happens next?

MVT Perceptions & Aspirations



How MVT is perceived today...

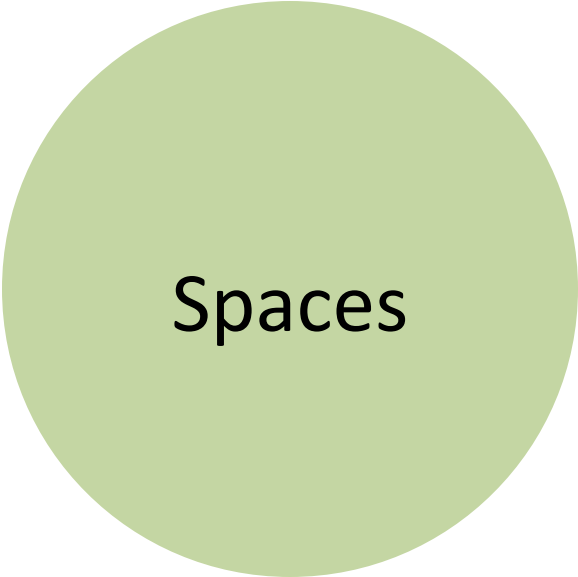
Convenient Growing Vibrant Improving
Central Developing Construction Clean

...and future aspirations for the neighborhood

Vibrant Community Destination Exciting
Thriving Fun Safe Green

Source: Eight most commonly used words in each category from the MVT Neighborhood Perception Survey covering calendar year 2017

Building Community



Spaces

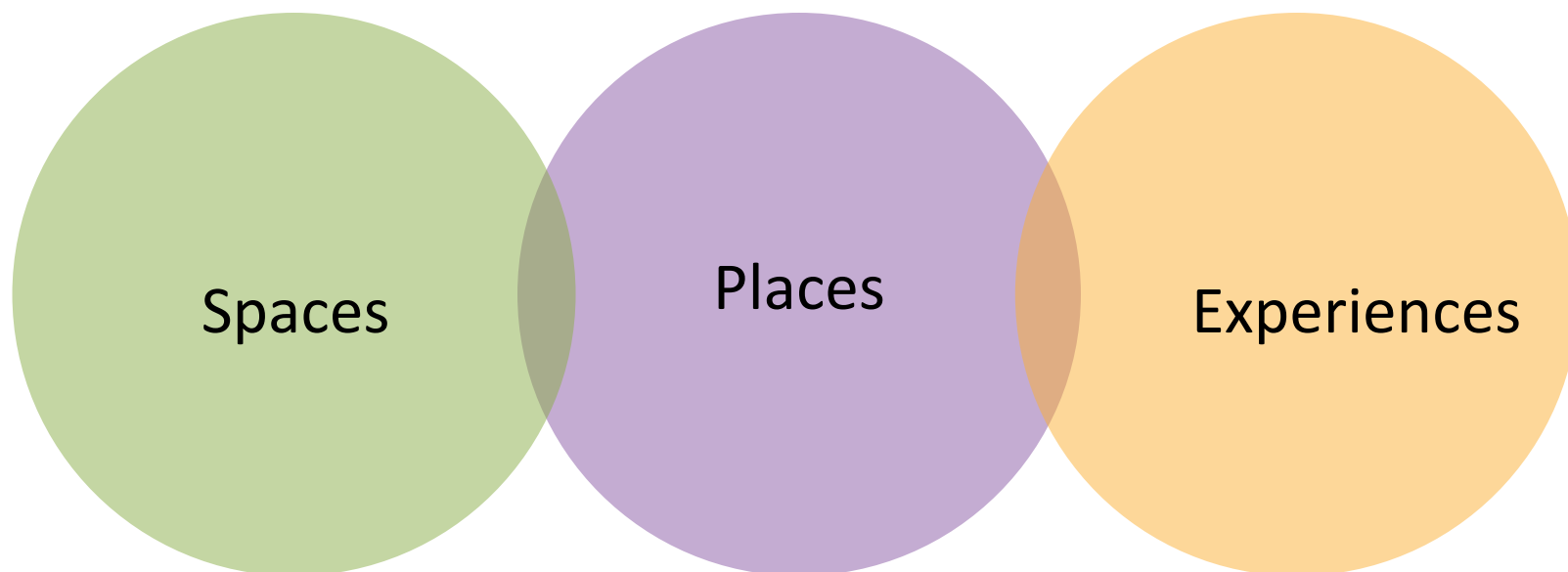


Places

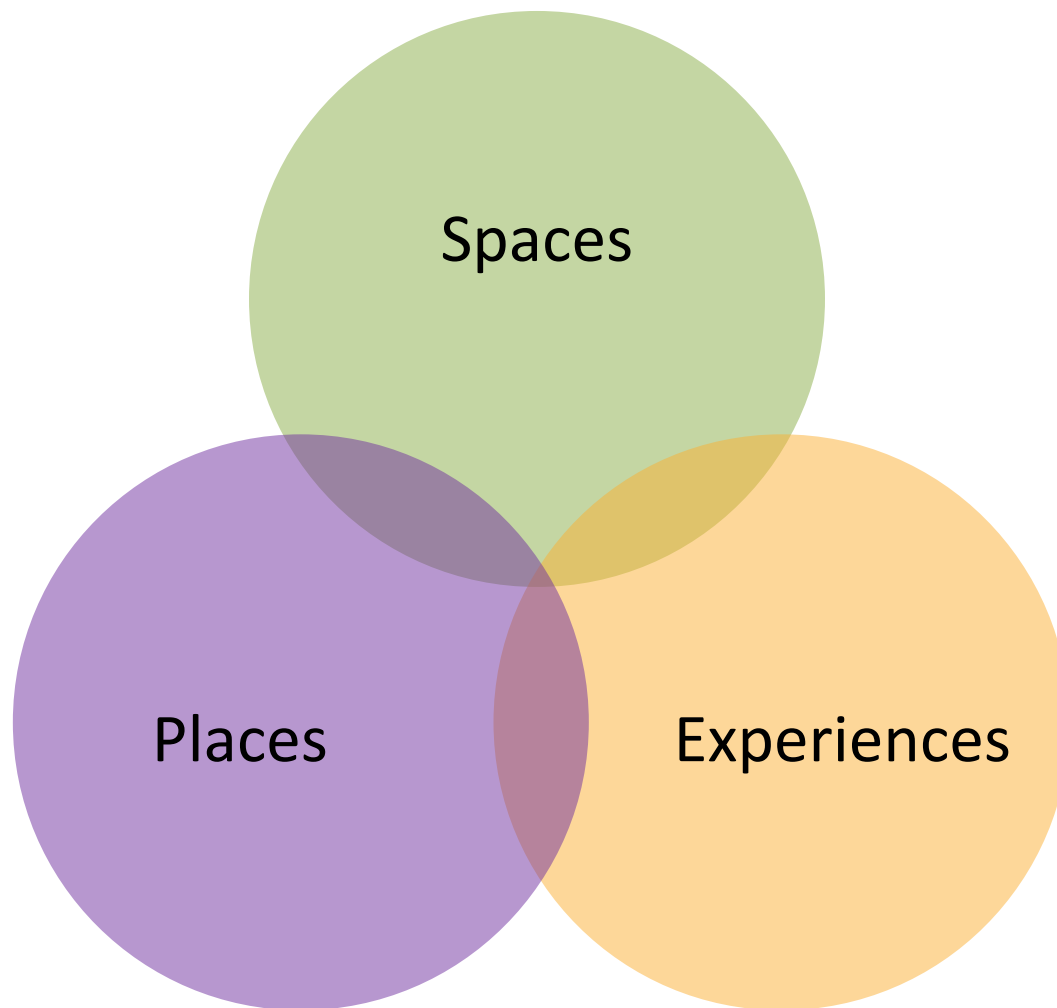


Experiences

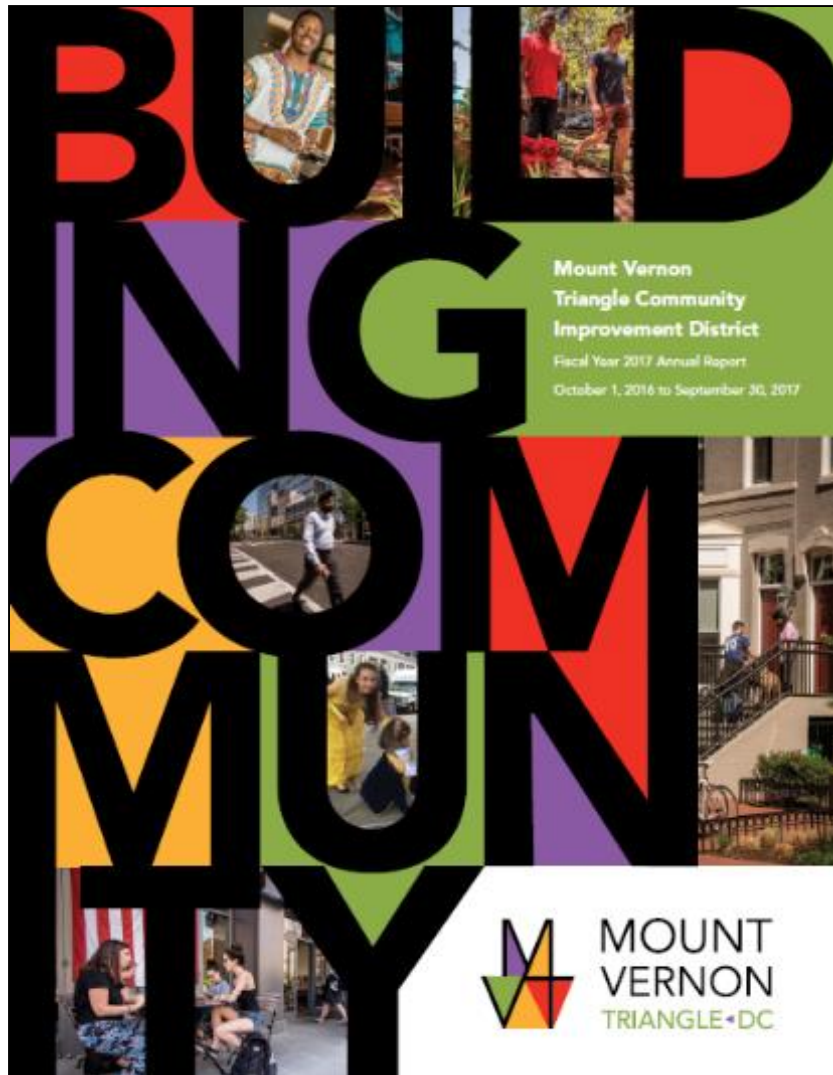
Building Community



Building Community



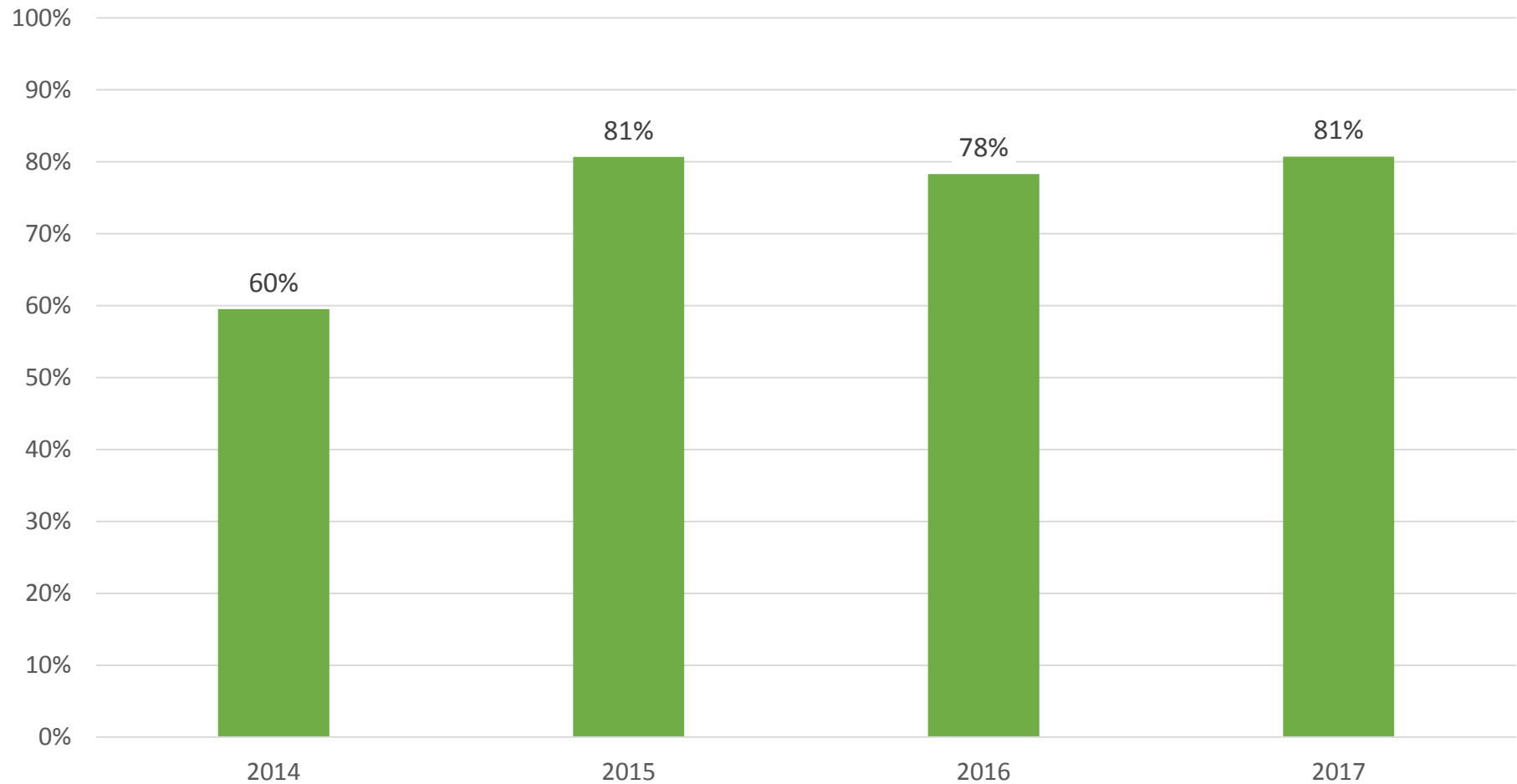
How MVT is Building Community



- **By Keeping MVT Clean & Safe**
- By Enhancing Our Green & Open Spaces
- By Creating Opportunities to Gather
- By Finding Solutions through Partnerships

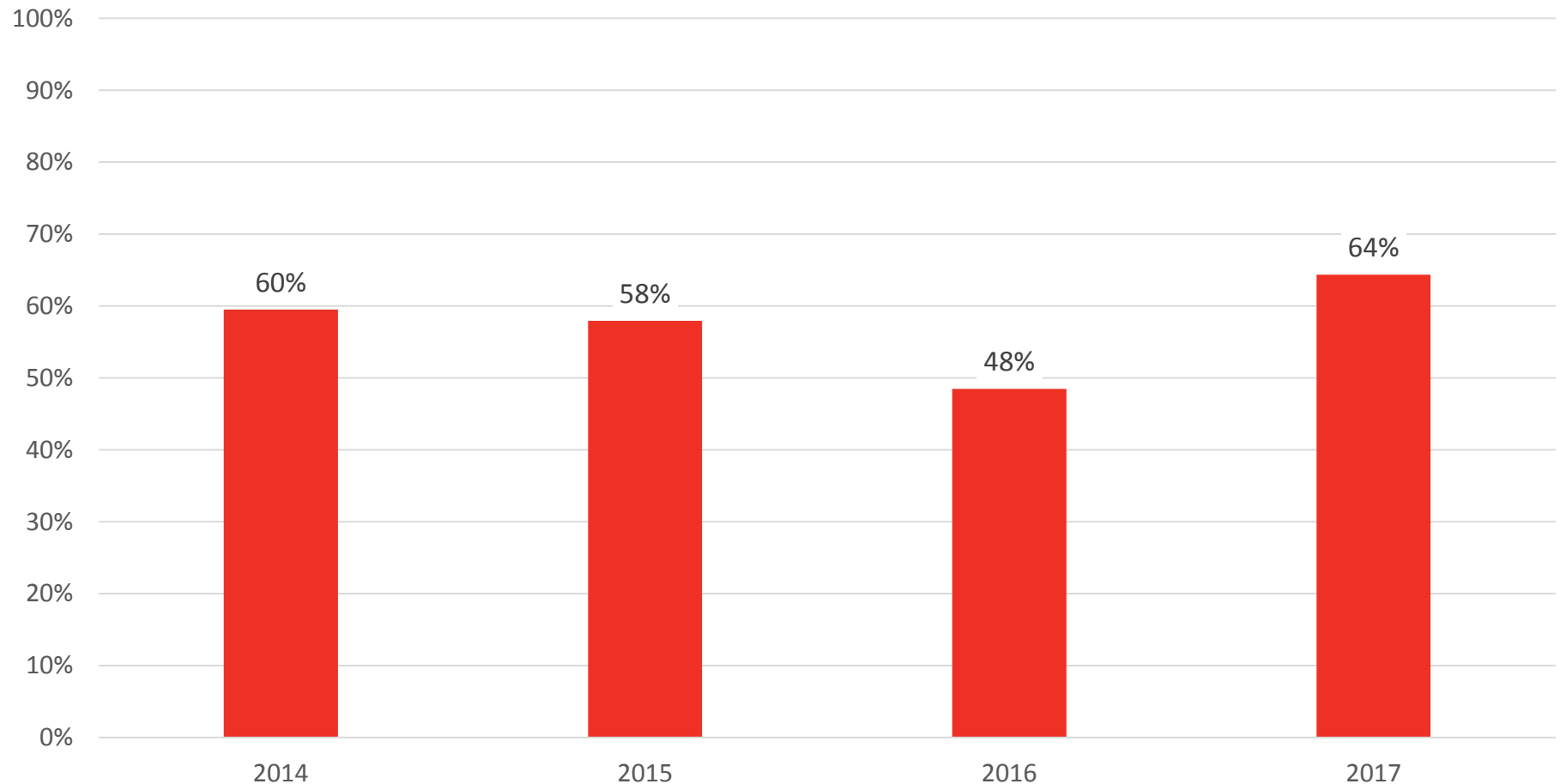
Perception of MVT as Clean or Very Clean

Since 2014

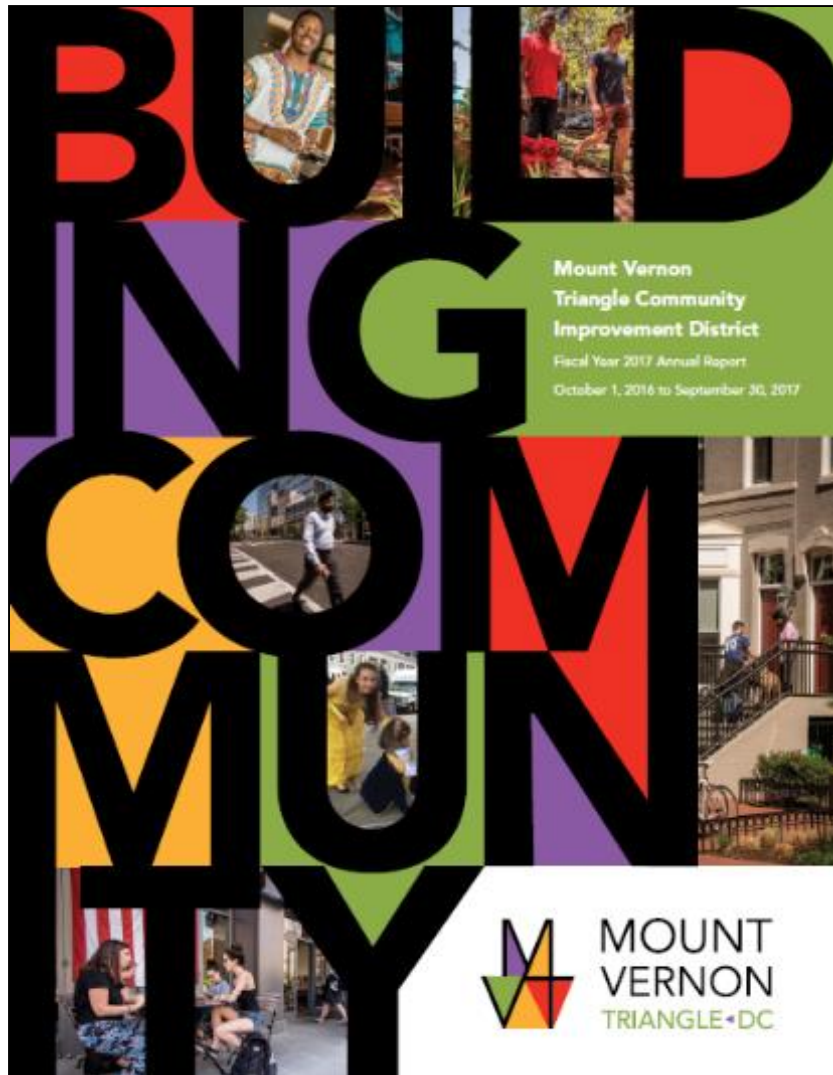


Perception of MVT as Safe or Very Safe

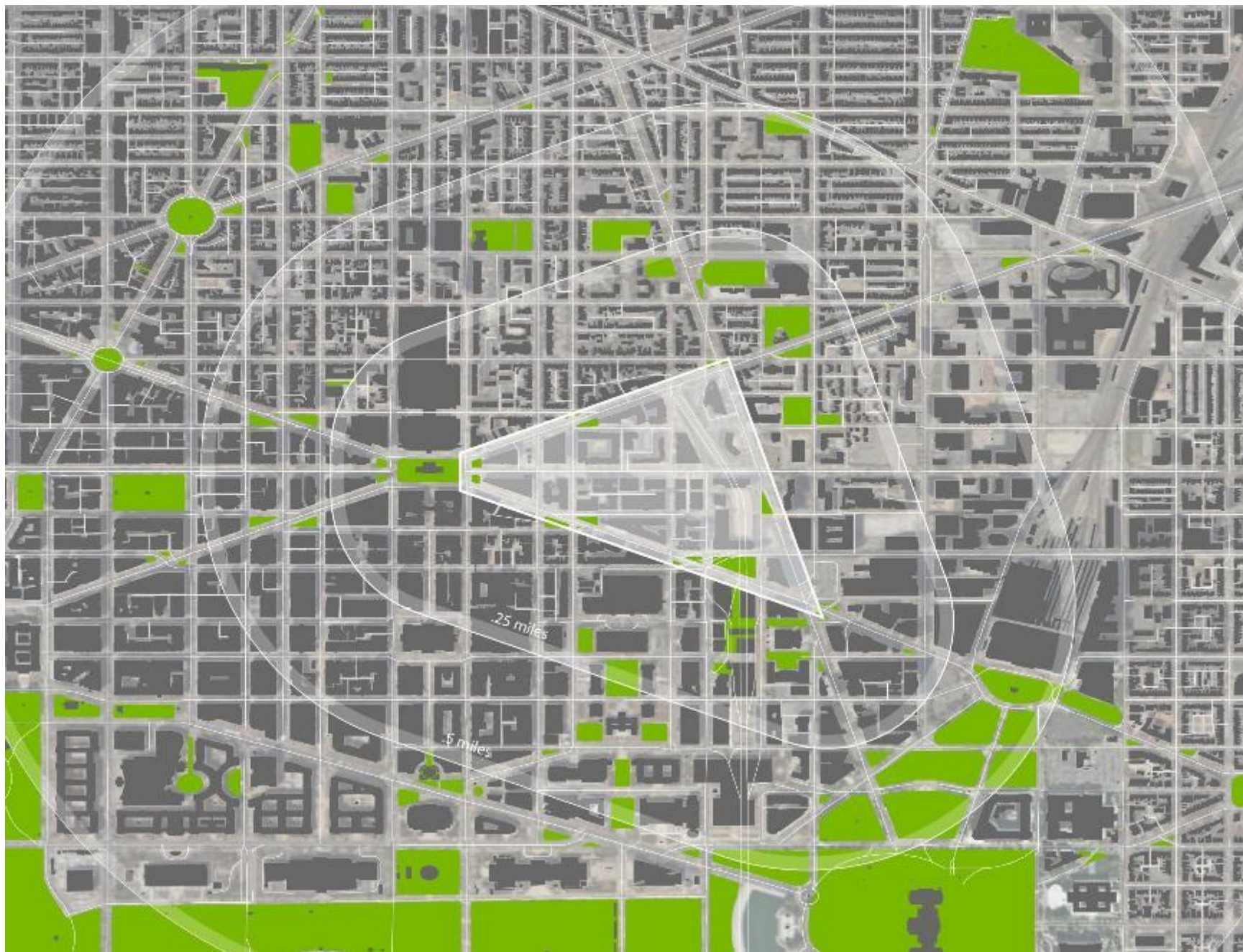
Since 2014



How MVT is Building Community



- By Keeping MVT Clean & Safe
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Need Reinforced by District Planning



Mount Vernon Triangle Neighborhood:

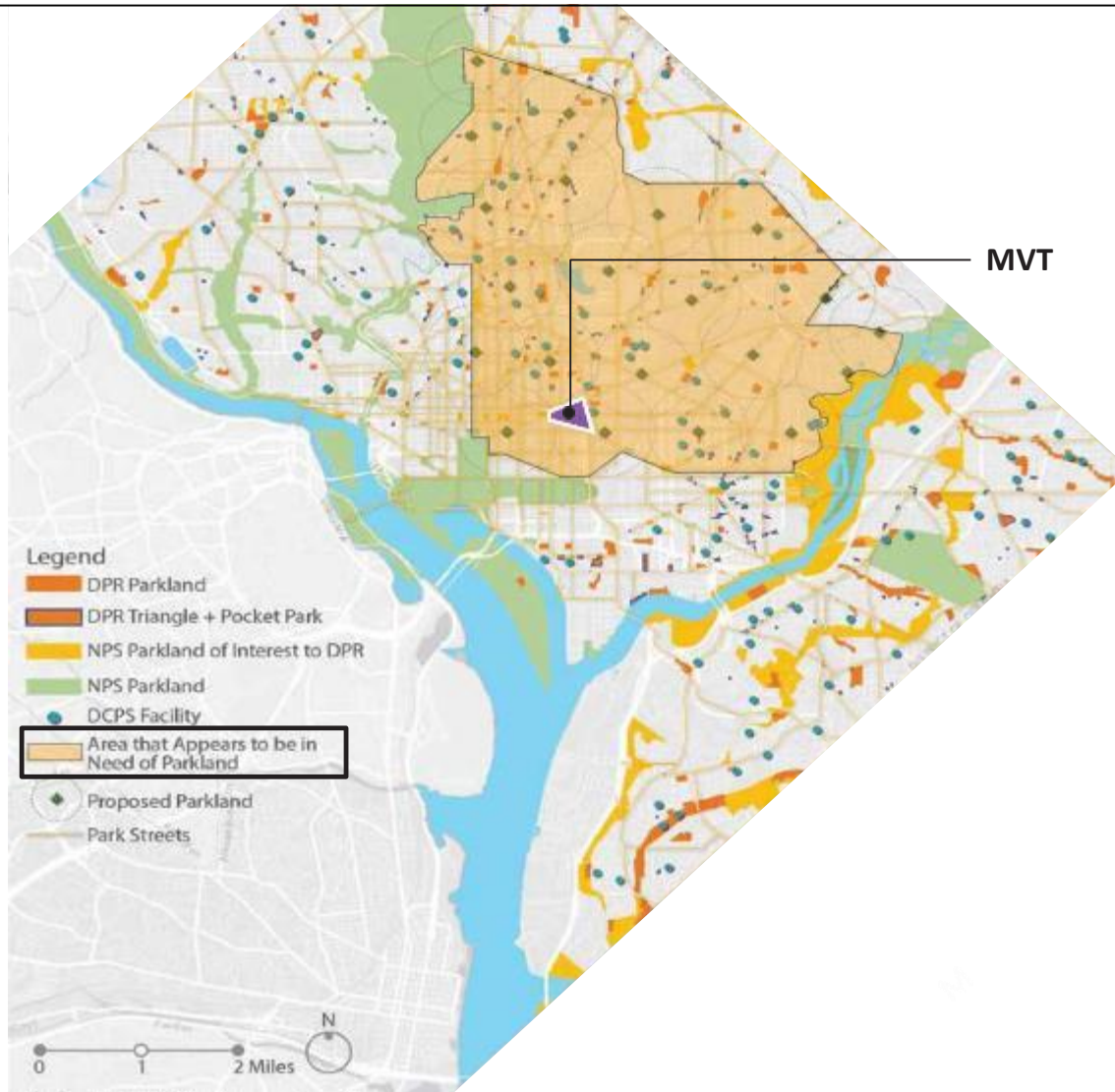
9th most populous area in District, but
(including Downtown, Chinatown and Penn Quarters)

4th lowest provision of open space,
out of 45 areas in District, and

3^x the number of residents per
playground in MVT area as the
District average

**Top priority needs identified
by the MVT community
include:**

- small neighborhood parks
- walking trails
- running/walking tracks
- indoor swimming pool
- playgrounds

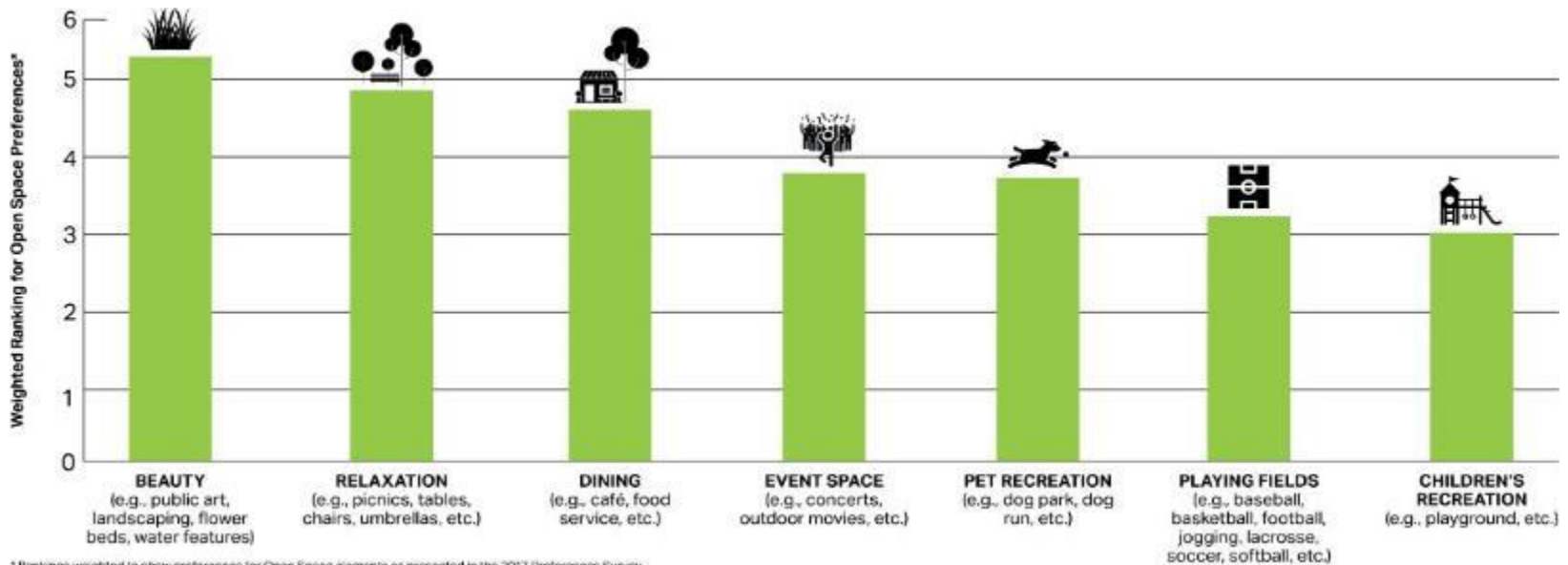


Need Reinforced by the Community

Based on 722 Responses to 2017 Neighborhood Perception Survey (Winter 2018)

only **1 of 4** say there is sufficient quality and availability open space

a **top 5** reason people leave MVT is lack of greenspace



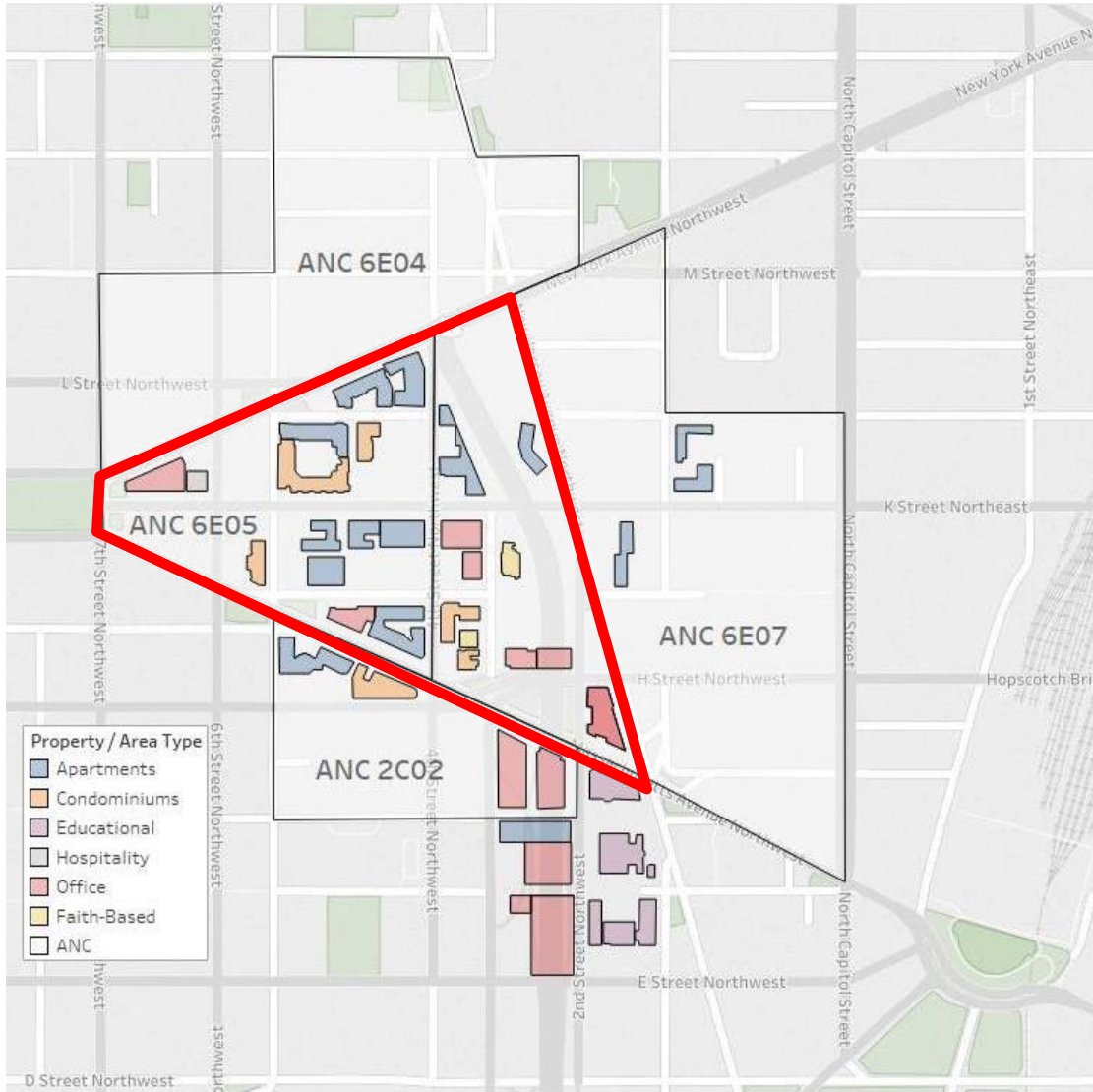
* Rankings weighted to show preferences for Open Space elements as presented in the 2017 Preferences Survey.

Park Prioritization Rises Sharply

Respondent Feedback on Preferred Order of MVT CID Priorities Ranked in Order of Importance

Priorities	2017	Change from 2016	Change from 2015
Public safety	1	-	-
Cleanliness / landscaping	2	-	-
Park / green space / open space activation	3	+2	N/A
Business attraction (office / retail)	4	-	-1
Homeless outreach	5	-2	-1
Transportation / accessibility	6	+1	-
Marketing / community events	7	-1	-

Community Consent Requested First



Endorsements of support:

- **Residential properties** comprising nearly 4,500 existing, under construction & planned units
- **Commercial office properties** comprising approximately 3.3 million SF of current and planned commercial space
- **Institutional users** representing thousands of worshippers, students, faculty and staff
- Four surrounding **Advisory Neighborhood Commission** single-member districts



Mount Vernon Triangle DC: MVT Open Space Study

Analysis, Findings & Recommendations – Final Report
April 2018



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AECOM



ROBINSON
PUBLIC AFFAIRS

Want More Green & Open Space In Your Neighborhood?
If So, We Need **Your** Input!
Please Attend This Important Community Meeting.

MVVT

OPEN SPACE STUDY
PUBLIC MEETING & PLANNING WORKSHOP
Wednesday, January 31 • 6:00-8:30 PM

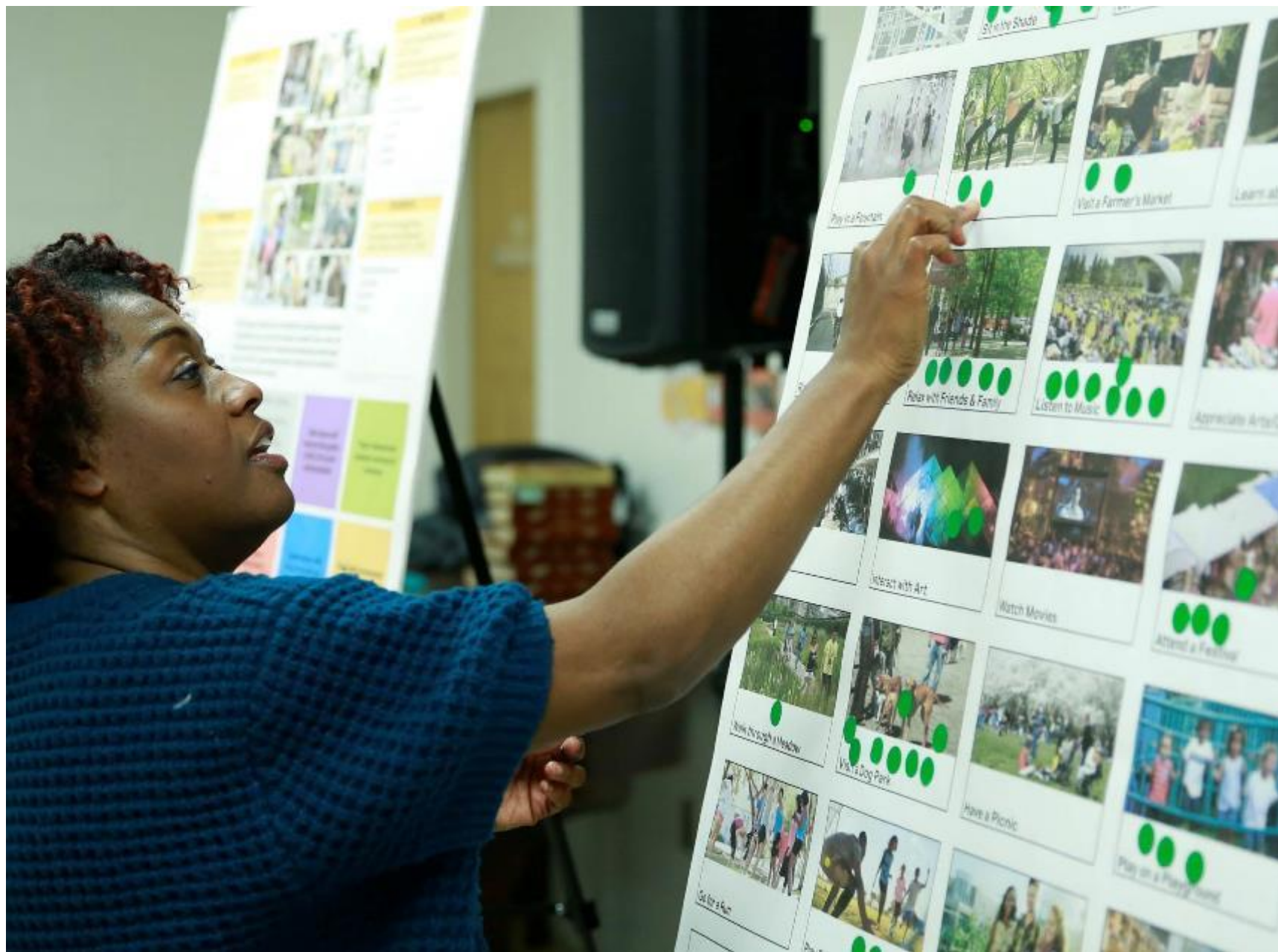
LOCATION:
Mount Carmel Baptist Church
901 3rd Street NW
Washington, DC 20001

Families Welcome • Light Refreshments Served

- Come learn about prior and ongoing green and open space studies
- Examine suggested ideas and locations for safe green and open spaces
- Talk with neighbors about what works best for your community
- Help us tell city leaders why preserving and expanding green and open spaces are vital to this vibrant community

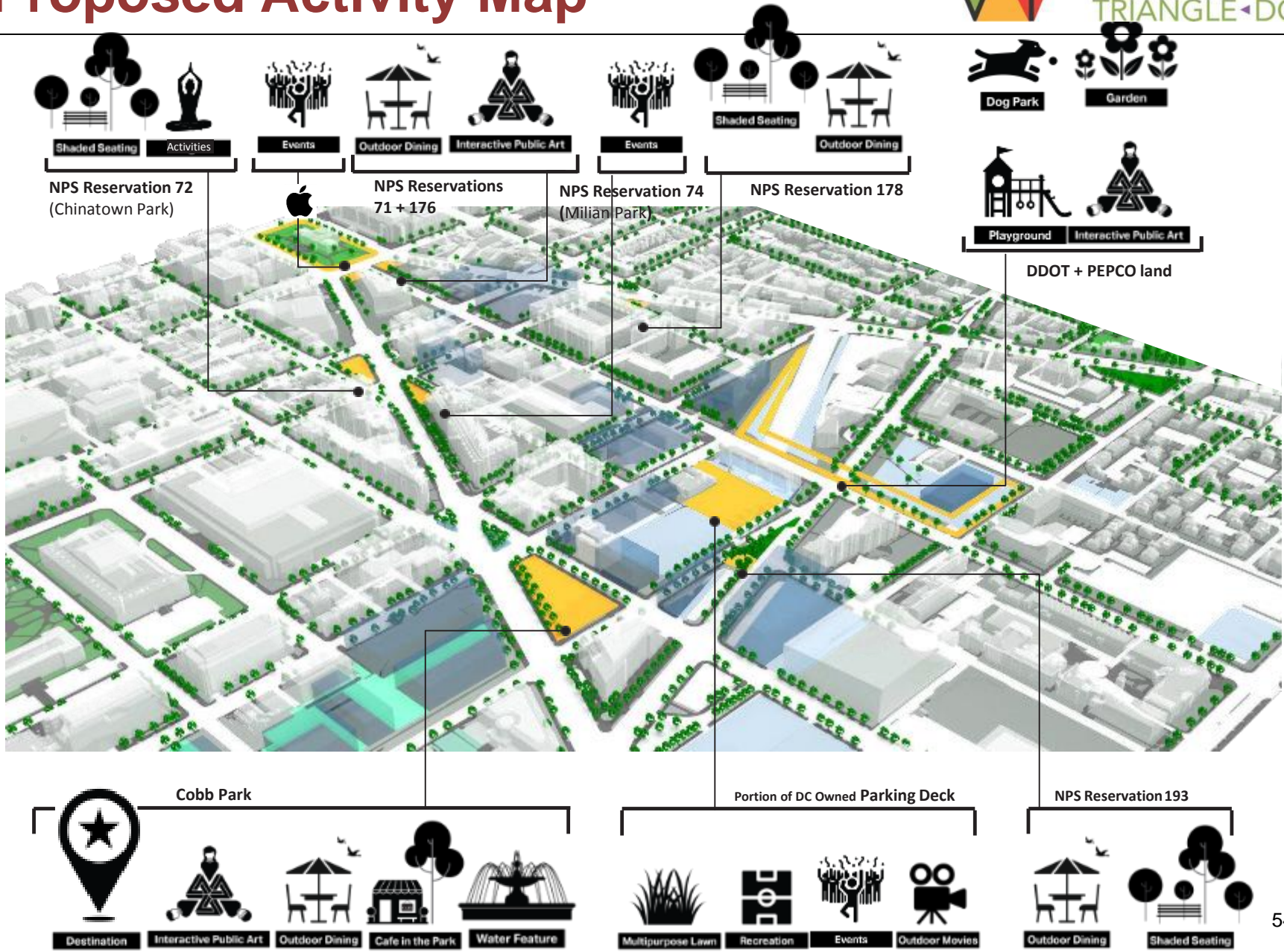








Proposed Activity Map



Cobb Park: Today



Cobb Park: “Re-Imagined”

Iconic
interactive art

Elevated
experience

Gateway
Sign

Flexible
seating

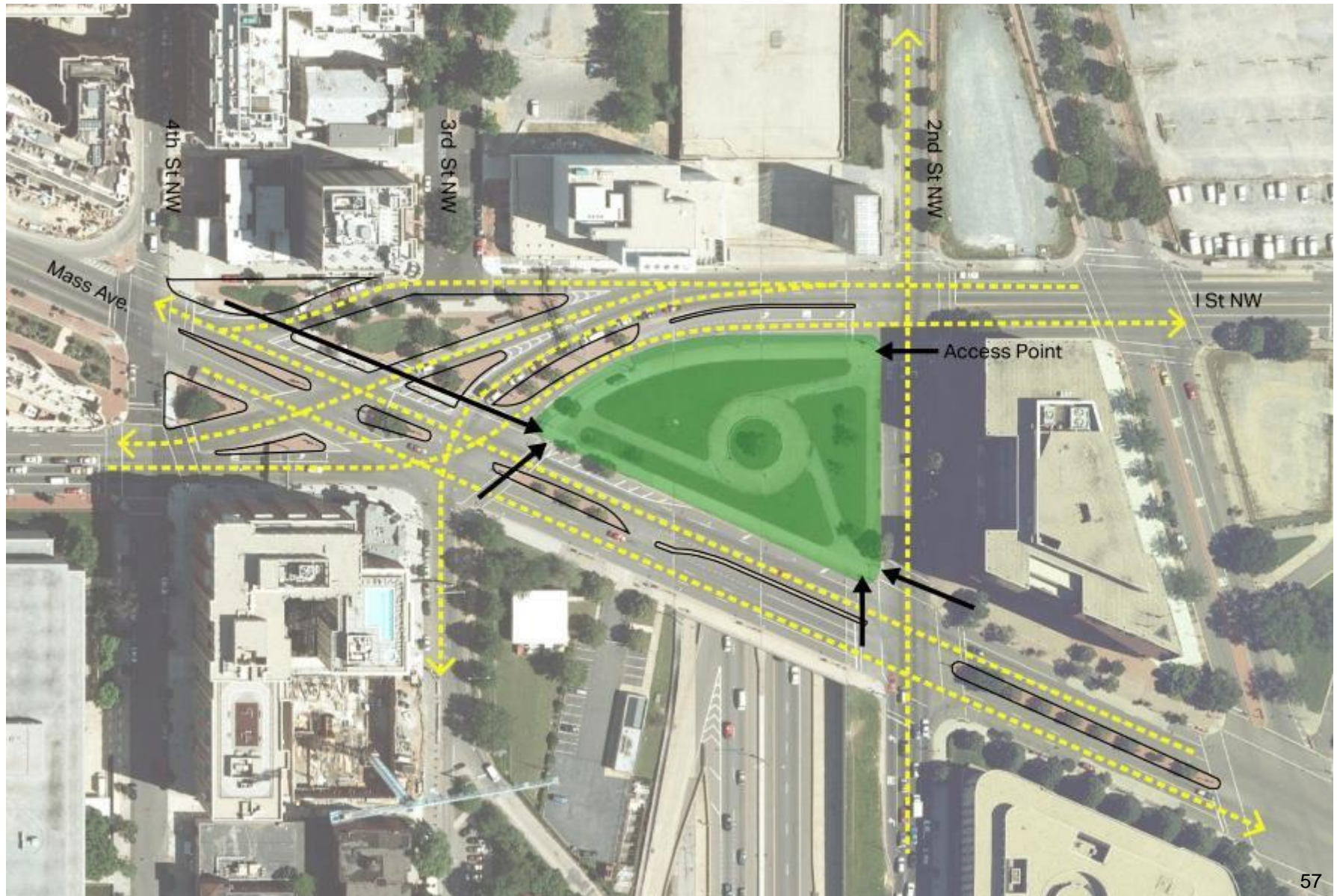
Plaza space
for events

Landscape buffers
adjacent street

Interactive
water
feature

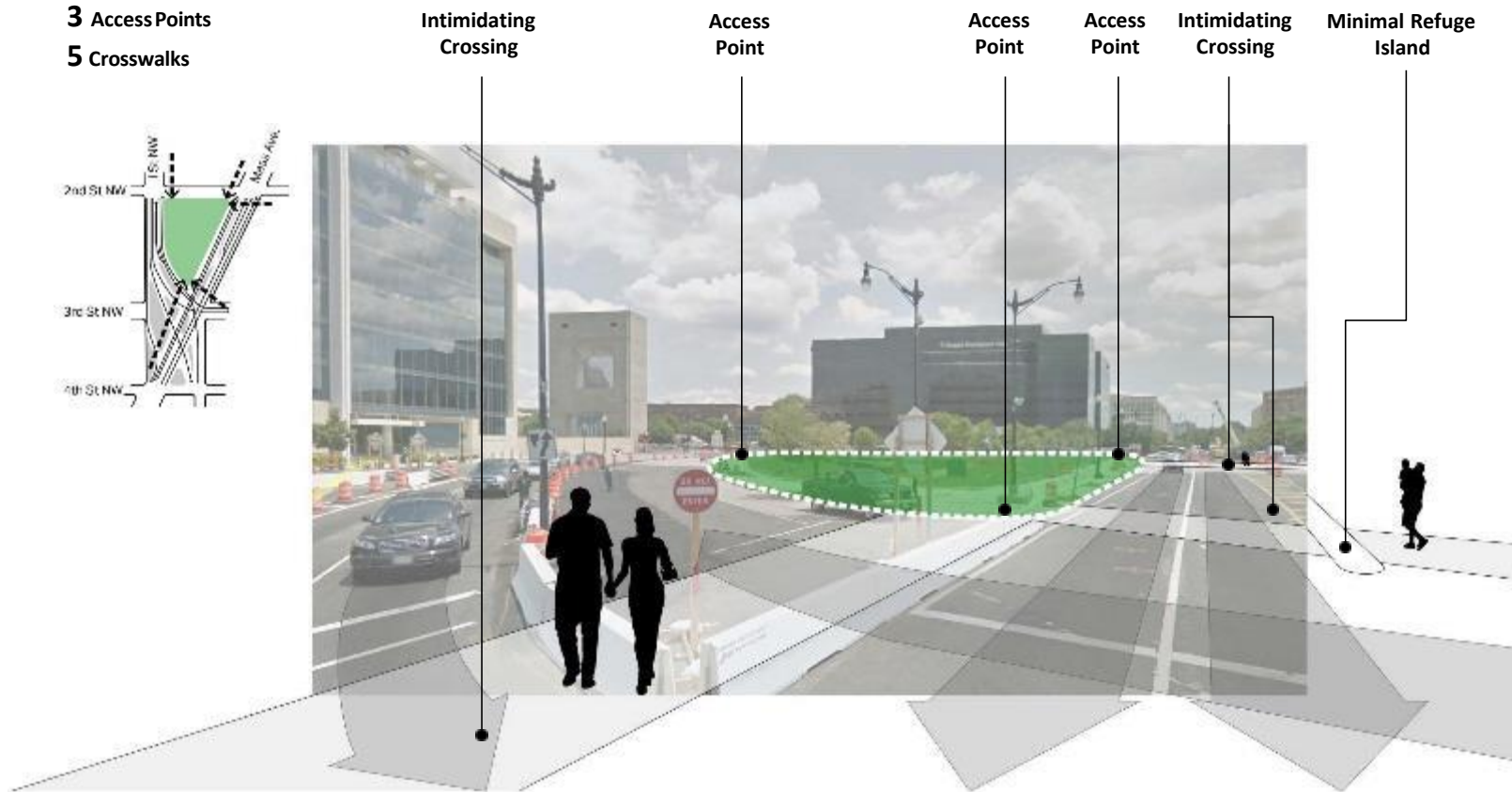


Previous Access

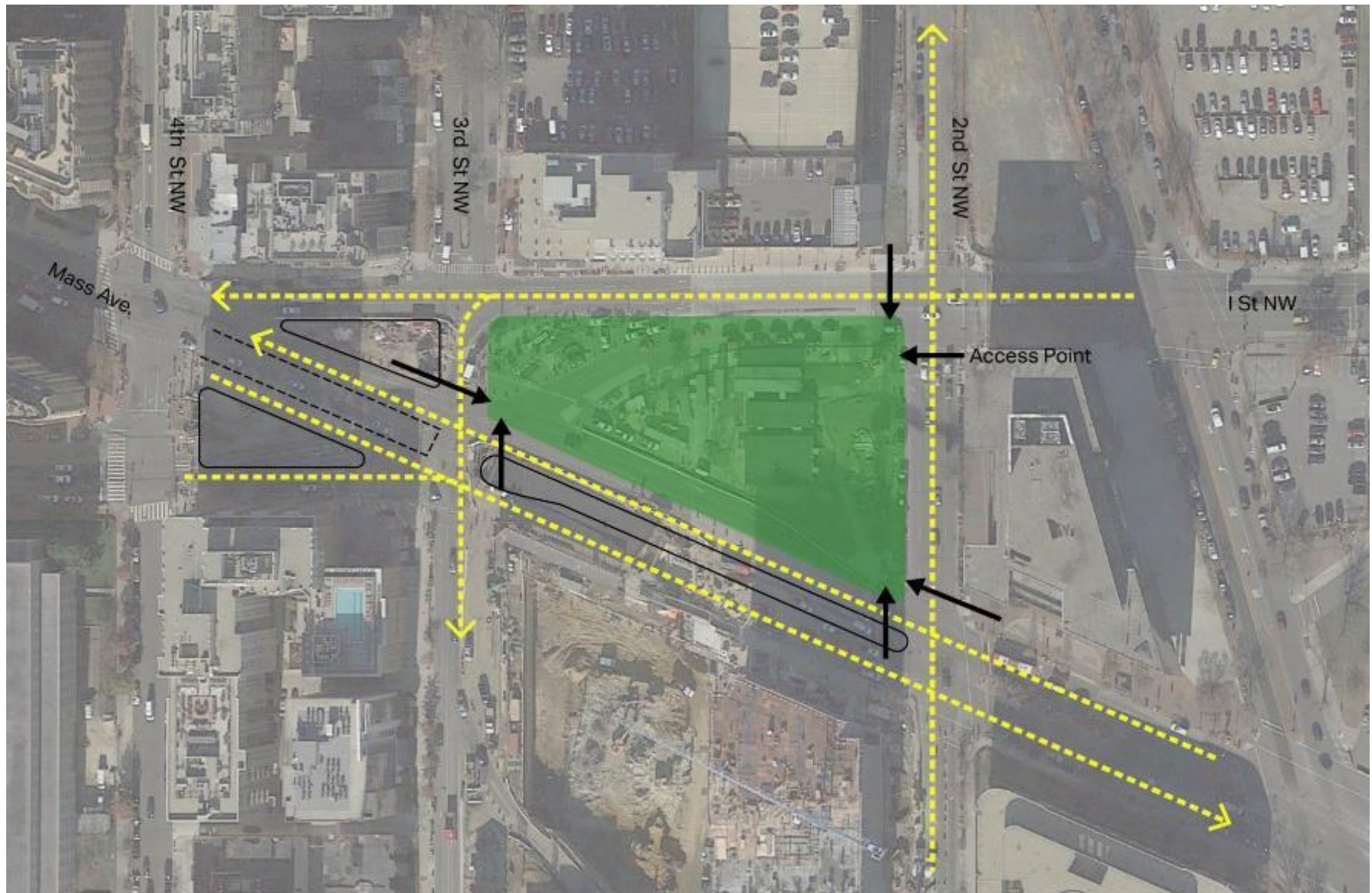


Previous Access from Pedestrian POV

Prior planning prioritized vehicular travel over pedestrian access, influencing perceived and actual feelings of safety



Current Access

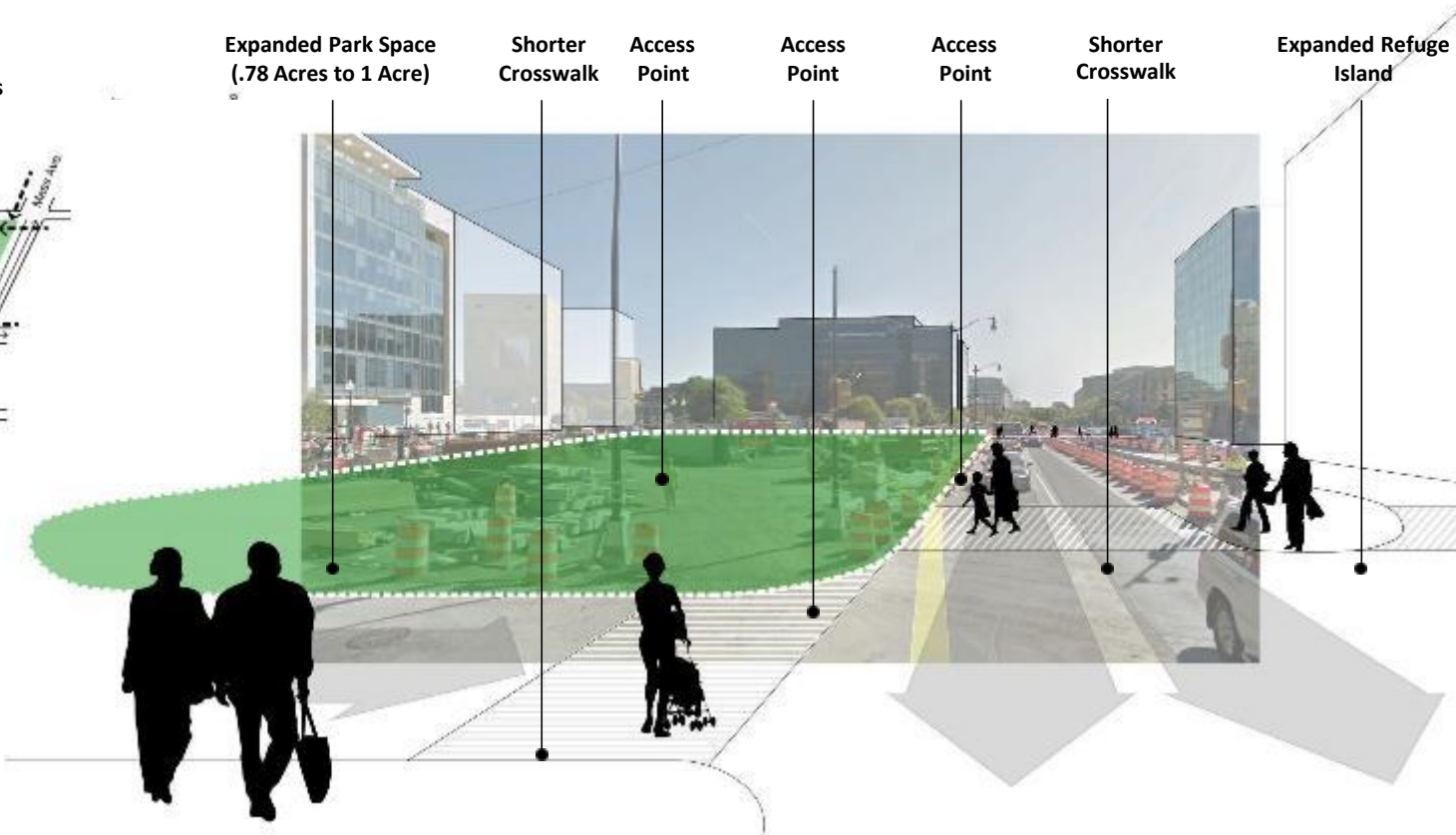
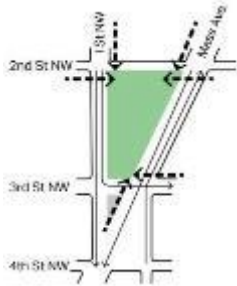


Current Access from Pedestrian POV

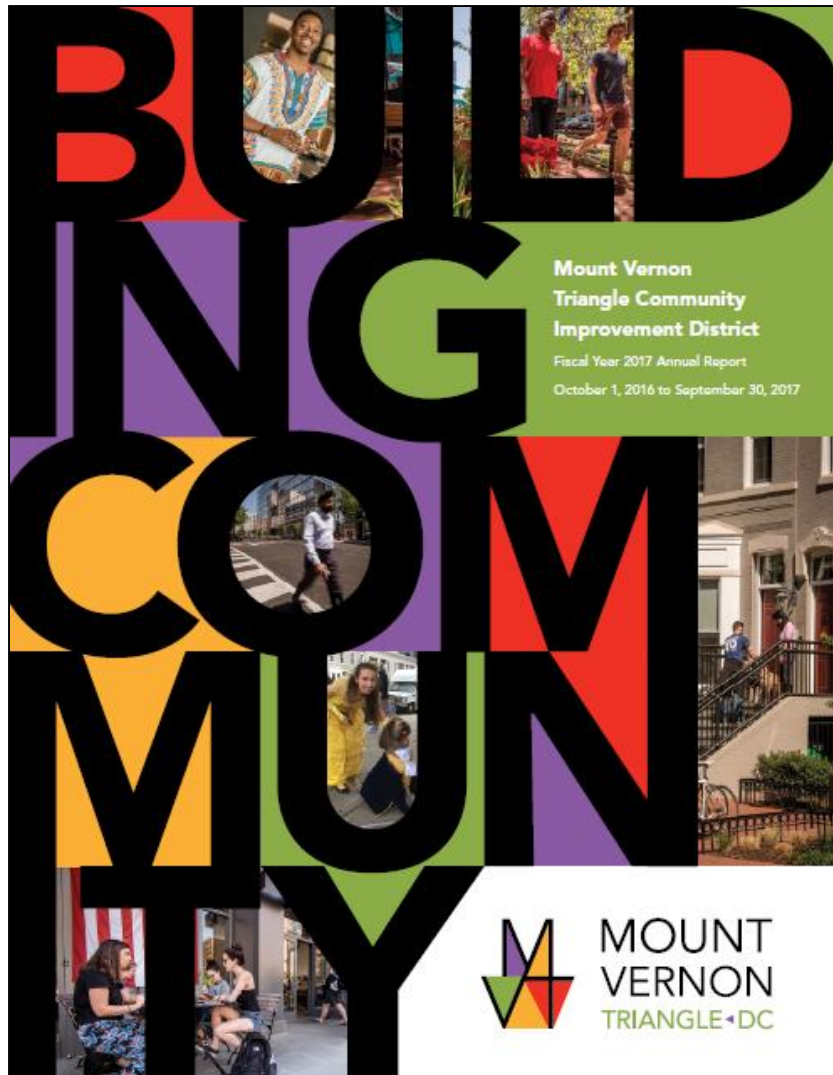
DDOT-approved traffic enhancements in support of Capitol Crossing Project simplify vehicular travel, improve pedestrian access and safety

3 Access Points

6 Crosswalks



How MVT is Building Community



- By Keeping MVT Clean & Safe
- By Enhancing Our Green & Open Spaces
- **By Creating Opportunities to Gather**
- By Finding Solutions through Partnerships



Community Builds Value



BISNOW
(ALMOST) NEVER BORING

CITIES

TV

EVENTS

JOB

EDU

ABOUT

CONTACT US

United States News > National Real Estate News

News

National

Technology

Make 3 Friends And You'll Renew Your Lease – Community Is Everything For Real Estate Today

January 22, 2018 | Mike Phillips, Bisnow London ✉

Property owners of all sectors are striving to find the new Shangri-La of real estate: a sense of community. And PropTech is one of the tools being used to find it.

Fostering a sense of community can entice people to use your property, and stay there for longer once they are through the door.

Leveraging Shared Spaces, Communal Places & Unique Experiences to Bring People Together



Leveraging Shared Spaces, Communal Places & Unique Experiences to Bring People Together



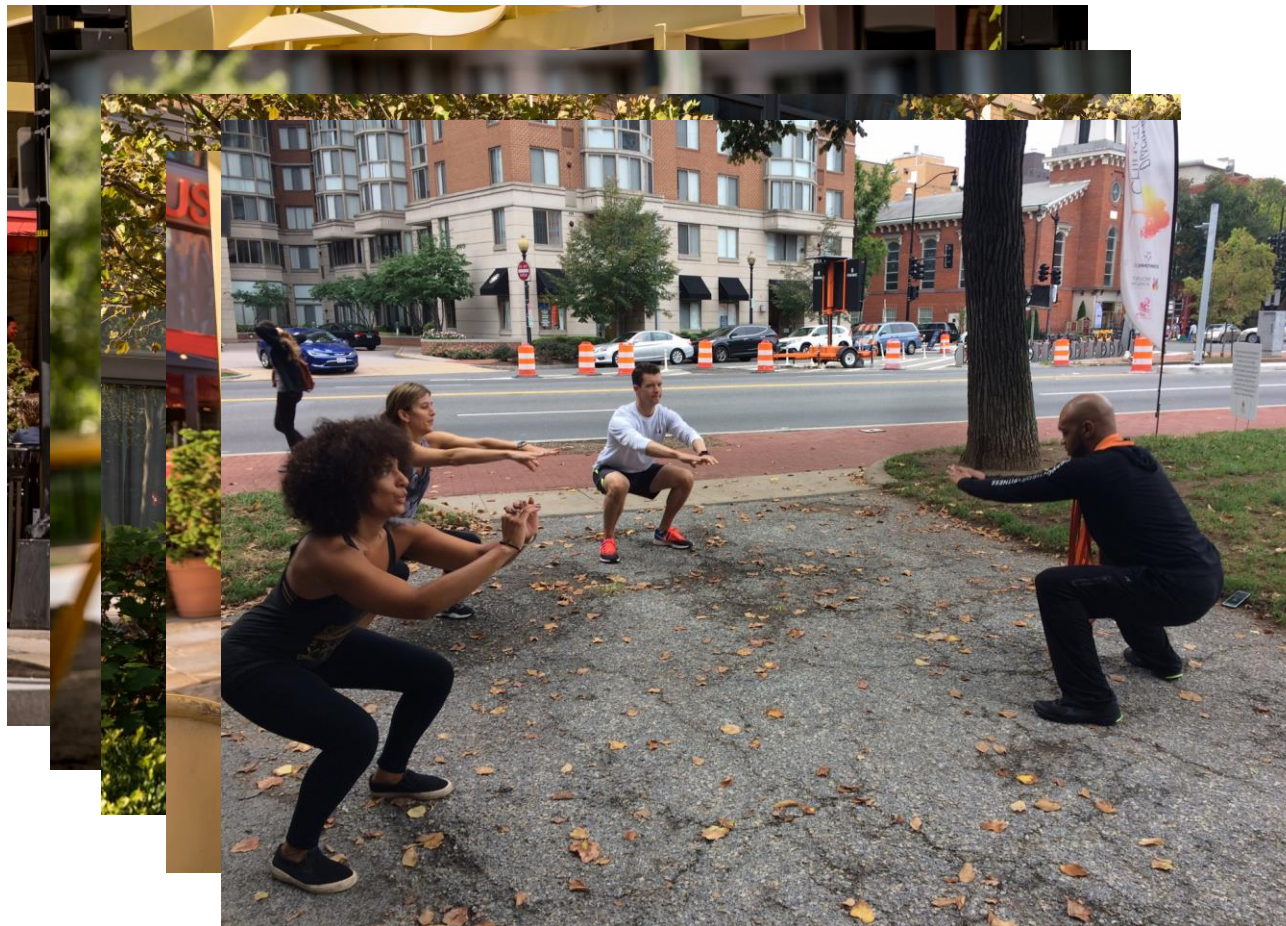
Leveraging Shared Spaces, Communal Places & Unique Experiences to Bring People Together



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Leveraging Shared Spaces, Communal Places & Unique Experiences to Bring People Together



Leveraging Shared Spaces, Communal Places & Unique Experiences to Bring People Together



2017 FRESHFARM Highlights:

- 69% increase in customers
- 83% increase in sales revenue
- 117% increase in nutrition assistance to neighbors supported by a federally sponsored nutrition program to enhance access to fresh food and reduce nutritional risk

Leveraging Shared Spaces, Communal Places & Unique Experiences to Bring People Together




The MVT CID
Presents

Wine Down

W E D N E S D A Y

For Residents of Lydian + Lyric
Wednesday, June 20
5:30pm 'til 7pm
Lyric 440 K Rooftop

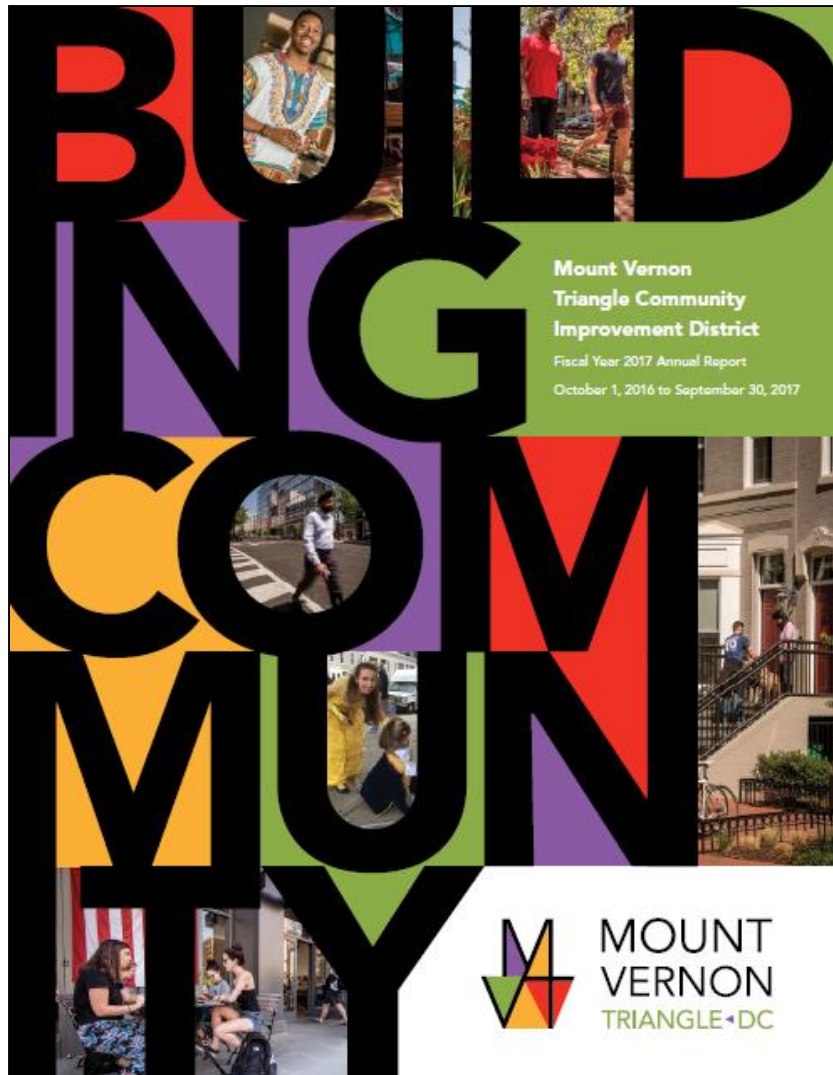


MOUNT VERNON TRIANGLE DC

LYDIAN + LYRIC

The graphic is a promotional flyer for a 'Wine Down' event. It features a mix of handwritten-style and clean, sans-serif fonts. The event details are clearly laid out. At the bottom, there is a photograph of four diverse young adults (two men and two women) smiling and clinking their glasses of wine and beer in a toast. The background of the photo is warm and slightly blurred, showing an outdoor setting with string lights.

How MVT is Building Community



- By Keeping MVT Clean & Safe
- By Enhancing Our Green & Open Spaces
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- **By Finding Solutions through Partnerships**

Everything We Accomplish is Through Partnership



Partnering for a Mid-Block Crossing



“MVT Rewards” Retailer Partnership



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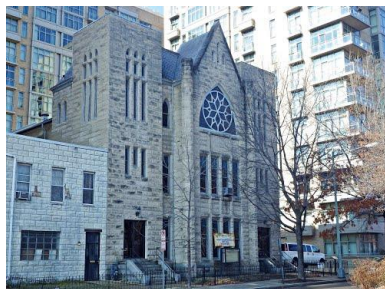
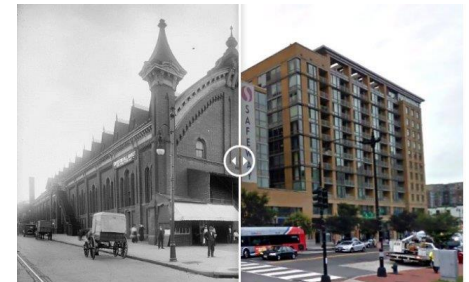
OUR FUTURE VISION:

To become a recognized and established
“destination of choice” for anyone who chooses
to live, work, do business or entertain in the
District of Columbia.



70%

RESTAURANTS ARE
LOCALLY OWNED





MVT CID Clean Team Awards

Leon Johnson, MVT CID Operations Director
Lauren Adkins & Saba Fassil, DSLBD
Community Representatives



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Resident Testimonial



Certificate of Appreciation

- A constant presence in MVT for the last seven years
- Can be counted on to keep Mass Ave and the surrounding area free from litter and graffiti.
- Pays close attention to those who work and live along Mass Ave and provides an extra set of eyes to keep people and property safe.
- MVT was built around this team member.
- Congratulations to **Mr. Ronald Brown** for your hard work and dedication to Mount Vernon Triangle.



Outstanding Performance

- Four-year MVT veteran.
- Adept at assembling our sheds, shelves, office furniture and anything else that requires attention to detail—and built one of shed from scratch with wood, screws and hinges.
- Serves as MVT's full-time landscaper.
- Congratulations to **Mr. Bobbie Truesdale** for his dedicated service to Mount Vernon Triangle.



Employee of the Year

- A consistent performer during his three years of service to MVT.
- Demonstrates attention to detail in all of his task.
- Sets his own bar and surpasses it on a daily basis.
- Will jump in to assist fellow team members without hesitation and never complains.
- Can be counted on to come in early, stay late and at times come in on one his days off to make sure the neighborhood is well maintained.
- Go-to team member for setting up for the Farmers Market and all of our outdoor events.
- Serves as an example for his co-workers and consistently goes the extra mile to take care of MVT.
- Congratulations to **Mr. Samuel Wilkerson**, our Employee of the Year.





Keynote Address
Charles Allen
Ward 6 Councilmember



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Community Partner of the Year Award



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TRIANGLE DC



Board Election Results
Elena Anderson de Lay,
MVT CID Board Secretary



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www.mvtcid.org
@MVT CID