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Since 1968 • Serving Washington D.C.'s Intown Neighborhoods

Adams Morgan Day Festival Set for Sunday, Sept. 10

By Janet Lugo-Tafur*

The lazy hazy days of August hide the bustle of activity as residents and businesses prepare for the 28th annual Adams Morgan Day Festival, to be held on Sunday, September 10th, between 12 Noon and 7 p.m. Successfully reorganized by Adams Morgan Main Street in 2004, the popular cultural street festival now attracts both local residents and patrons from around the metro region. "One of our best accomplishments is the wonderful crowd flow around the single row of vendors, which safely accommodates throngs of thousands while retaining the neighborhood feel," explained festival Co-Chair Maria Gomez of Mary's Center for Maternal and Child Care.



photo—courtesy, DCPages.com

The behind-the-scenes diligent work by the Adams Morgan Main Street Group and its volunteers underpins a festival now profiled in national travel guides, and known for celebrating international cuisine, cultures, diversity, and music. Festival-goers will enjoy a variety of live music and dance acts across several stages, interesting and diverse vendors, and the unique Dance Plaza and Kids Fair on the Marie Reed School grounds.

Adams Morgan Main Street is proud of the support shown by the local businesses and non-profit community organizations that are participating in various ways. "We

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www.intowner.com

Explosion of New Retail Set for 14th From Thomas Circle to Columbia Hghts.

By Michael K. Wilkinson

The Mid-City Business Association hosted the 7th annual "Dog Days of Summer" event during the weekend of August 5-6, 2006, to promote the many businesses around the 14th and U Streets corridors. In conjunction with the "Dog Days" event, the Cardozo-Shaw Neighborhood Association (CSNA) held a "MidCity Development Showcase," during which developers with current and future projects in the 14th Street corridor met with community residents to discuss their projects.



photo—Michael K. Wilkinson—The InTowner.

Emblematic of the ongoing construction along the 14th Street corridor is this shadow image of a member of the crew building the Tivoli Square parking structure on Park Road.

While 14th Street is over a decade into a remarkable resurgence, there is still a steady stream of new residential and commercial developments, from Thomas Circle to upper Columbia Heights, to report on; hence this survey of the retail and other commercial spaces that are under construction or planned. They range from "signed and sealed" deals in which all parties are willing to be named, through the "letter of intent" stage where negotiations between specific parties are underway but the deals are not complete or public, to tentative discussions and parties openly marketing their spaces to general categories of retailers.

Lower 14th Street Thomas Circle to Q St.

- **The Alta at Thomas Circle.** The Alta is a 126-unit luxury condominium building on 14th Street just south of Thomas Circle, and with residents set to begin moving in around press time, the building is essentially complete. It features two retail spaces on the ground floor. The larger, at 4,000 square feet, has not been leased yet, but developer PN Hoffman is in discussions with a number of restaurant groups in the fine dining (non-chain) category. An agreement is expected in the fall. Generally, once a deal is inked, restaurants take about six months to build out, so it is likely that the space will be open some time during 2007.

The other space, at 1,100 square feet, will be occupied by **Daily 14**, a locally owned coffee shop and newsstand which will be geared to residents in the building and the immediate vicinity. The business is re-opening (under a different name) after it was forced to close due to renovations at its previous location at 1101 Vermont Avenue. Build-out is expected to commence within

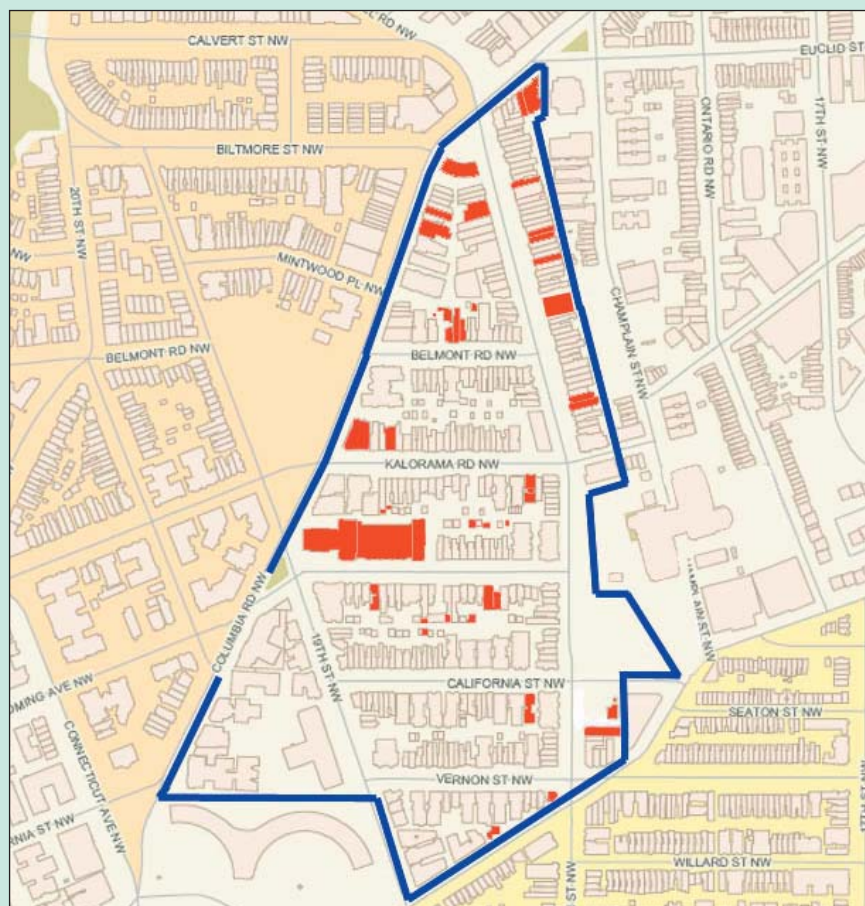
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Washington Heights Historic District Now Official in Adams Morgan Despite 82% of Business Owners in Opposition

By Anthony L. Harvey

After a brief presentation of a wealth of fascinating architectural and historical data regarding early to mid-20th century buildings located in the Adams Morgan area, and identified on an 1888 subdivision plat as Washington Heights, the city's Historic Preservation Review Board (HPRB) unanimously adopted a motion by Board Member James Kane to establish Washington Heights as the District's newest, statutorily protected historic district.

Within the boundaries of a roughly triangularly shaped section bordered by 18th Street on the east, Florida Avenue on the south, and 19th Street to Columbia Road on the west and north, the new district comprises 386 individual structures which were mostly built between the late 1890s and 1930s



map—EHT Tracerics, courtesy DC Historic Preservation Office.

The overall final boundaries are denoted by the thick border line; specific properties highlighted in red are designated as "non-contributing" structures.

Armed with a voluminous and professionally constructed formal application, and a crisply informative 20-minute Power Point presentation, both prepared by Laura Trieschmann of EHT Tracerics — under a contract with the Office of Planning's Historic Preservation Office (HPO) — and supported by the indefatigable efforts of Ann Hughes Hargrove and members of the Kalorama Citizens Association (KCA), HPRB Board members and a packed hearing room audience were visually and articulately informed of a stunningly intact section of handsome turn-of-the-century and early 20th century houses and apartment buildings which, together with colorfully and eclectically altered commercial structures, are located in the heart of one of the city's most vibrant mixed-use commercial and residential neighborhoods — Adams Morgan.

The individual dwellings and row house structures, together with the small

apartment buildings in the purely residential portion of this neighborhood range in style from Queen Anne to Romanesque and Classical Revival; this five-block wedge of residences from Vernon Street to Belmont Road presents an instructive sampler of a dozen distinguished architectural expressions, many with façades and fenestration of extraordinary beauty.

Although tear-downs and defacements within this area have been few, such recent controversial out-of-scale additions to existing row houses on Belmont and Ontario Roads, popularly referred to by neighbors as "towers," the first of which involved destruction as well, alarmed historic preservations throughout Adams Morgan. And, tall penthouse apartment structures constructed on top of the old Alwyn — now Kalorama — apartments on Columbia Road, and

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the month, with doors opening to the public in around 90 days.

- **Abdo Development** at 14th Street and Rhode Island Avenue. As reported previously by *The InTowner*, developer Jim Abdo plans to redevelop the northwest corner of 14th Street and Rhode Island Avenue, where a **Caribou Coffee** store is currently located. (See, "From Logan to Petworth: New Projects Promise Residential & Retail Energy," February 2004, page 1.) The developer plans to build out the air rights over the coffee retailer (which is housed in a single-story structure at the prominent corner) without disrupting its operation, and to integrate the retailers at 1400 and 1402 14th Street into a larger, mixed-use (office/retail) development. Construction is at least three years away, Abdo told *The InTowner*, so neighbors can expect some stability in the current retail mix for a few more years.

- **Cooper Lewis Condominium and Lofts 14-2.** Metropolis Development delivered its Lofts 14 condominium project, which houses furniture retailer **Storehouse**, in 2005. The next two buildings in its pipeline are Lofts 14-2 at 14th and Church Streets and Cooper Lewis Condominium at 14th and P Streets. While the retail space on the ground floor of Cooper Lewis has all been leased, the developer was set to ink a deal for the space at Lofts 14-2 but it fell apart at settlement, leaving the developer with a prime, 5,000-square-foot space to market. They have been in discussions with clothing and home furnishing retailers, and are offering the space



photo—Michael K. Wilkinson—*The InTowner*.

Union Row construction at 14th and V well underway.

in its entirety or divided into two different stores.

PNC Bank will occupy the prominent corner retail space (4,110 square feet) in the Cooper Lewis project, and real estate brokerage **Hounshell Real Estate** (formerly the Hounshell Group/ReMax) will move into the space in the northern half of the building, facing 14th Street. Owner Bill Hounshell told *The InTowner* that they plan to use the 13-foot ceiling height in their space to create a gallery-like atmosphere, with offices clustered in the center of the

space, leaving the perimeter walls open to hang local artists' work; the real estate broker plans to participate in the neighborhood's monthly "gallery crawl."

- **The Metropole**, 1515 15th Street. Just a block away, Metropolis Development is doing groundwork on the Metropole, which will feature two retail spaces. The flagship space, at 22,000 square feet, will house **Vida Fitness**, a modern fitness center opening its first branch in the Penn Quarter later this month. The Metropole will be Vida's second location, and is expected to be completed sometime in 2007.

The developer will begin to look for tenants for the building's second retail space (at 8,000 square feet) closer to when the building nears completion, targeting primarily local, neighborhood-oriented retailers whose planning timelines are much shorter.

- **1515 Arts Space**, 1515 14th Street. Developer and long-time local arts booster Giorgio Furioso redeveloped the former Hudson Automobile showroom building into a bustling center for the arts, with an organic restaurant on the ground floor featuring frequently changing art shows, and two levels of art galleries on the second and third floors, including some of the city's best known – **G Fine Art**, **David Adamson**, and **George Hemphill** among them. Furioso is planning to add an ultra-modern addition to the top and side of the existing building, but has been held up in zoning and permitting. The new building will include additional arts-oriented retail, but a construction schedule has not been determined.

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CRIME

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- **7th & Q:** man accosted by 3 others demanding money & when he said "no" he was struck on head with gun & then shot in his leg & then robbed [2:15am, Fri., 7/7]
- **8th & T:** man walking home robbed by another who came from behind, stuck an unknown object in his back & demanded his wallet, which he handed over [8am, Sun., 7/2]
- **8th & T:** man robbed at gunpoint of car keys as he walked away from having parked it by man who then drove off in it [10:15pm, Fri., 7/14]
- **10th, 1300 blk.:** man accosted by 3 others, one of whom pulled a gun & demanded money but man was able to flee & call for help while the would-be robbers took off [9:30pm, Sun., 7/16]
- **10th, 3600 blk.:** 2 persons accosted by 6 others who came from behind, striking one of them in the face & robbing them of cell phone & other property [10:15pm, Mon., 7/3]
- **11th & M:** man accosted by 2 others who robbed him at knifepoint [2am, Wed., 7/19]
- **11th, 2000 blk.:** man walking along & listening to music on his portable CD player through his headphones accosted by 3 others who surrounded him, demanding, "Give me your wallet, there is [sic] three of us," whereupon they robbed him [7:45pm, Mon., 7/31]
- **11th, 2700 blk.:** woman's purse forcibly snatched from her wrist by man who came from behind [7am, Sun., 7/23]
- **12th, 1400 blk.:** man robbed at gunpoint by 2 others who approached from behind [11:30am, Sat., 7/15]
- **13th, 2200 blk. (rear):** man who had walked into alley to enter his house from the back accosted by 2 others who came from behind who struck him in the face & robbed him [10:45pm, Sun., 7/16] (*This robbery was followed 5 minutes later in the same block by a second robbery by the same 2 men.*)
- **13th, 2200 blk.:** man accosted by 2 others who came from behind who punched him on the neck knocking him to the ground & robbed him [10:50pm, Sun., 7/16] (*This robbery committed by the same 2 men as the one in the same block 5 minutes earlier. Later that same evening, at about 11:50pm, MPD officers from the Mobile Force detail, along with Third District officers, stopped 17-year-old juveniles at 13th and Corcoran Streets. Both, were subsequently charged with three counts of robbery, force & violence and placed under arrest in connection with these two robberies.*)
- **14th, 1300 blk.:** man accosted by another who motioned as if he had a gun demanding money (robbery not successful & case closed with arrest) [8pm, Mon., 7/3]
- **14th & Irving:** man exiting Metro station accosted from behind by 2 others who struck him around his head & face, knocking him to the ground & then robbing him of wallet [12:45am, Wed., 7/19]
- **14th & Monroe:** man approached by 2 others on bikes who blocked his way, whereupon another appeared with gun, hit him on his head with it, causing him to fall to the ground & was robbed [12:30am, Fri., 6/30]
- **15th, 2400 blk.:** man accosted by 3 others who punched him in the face causing him to fall to the ground & then robbed him [8:45pm, Tue., 7/25]
- **15th, 2600 blk.:** person robbed at gunpoint by another [11:45pm, Sun., 7/2]
- **16th & Monroe:** 2 persons approached by another asking for a dollar "to get something to drink" and when told they had no money, 2 others approached, knocked one of them to the ground & brandished a knife [1:15am, Tue., 7/4]
- **16th & Park:** woman's purse snatched "without permission" by man who came from behind [2am, Sun., 7/16]
- **16th, 3700 blk.:** as 2 persons got out of car, 2 others approached, one of whom pointed a knife at one of them while the other, wielding a baseball bat, chased & struck the 2nd person [8:30am, Tue., 7/4]
- **17th, 1600 blk.:** Dupont Circle ANC Commissioner Mark Borge, while riding his bike & calling police to report a possible criminal act, accosted from behind by the man about whom he was calling to report & who snatched the cell phone from his hand & fled from the scene but was apprehended shortly thereafter following complainant having encountering an officer at the 7-Eleven a block north & enlisting his assistance in going after the man [10:15am, Wed., 7/19]
- **17th, 1700 blk.:** man approached by another asking for a dollar & after giving it to him continued walking, whereupon was confronted by same man again who this time punched him in the stomach, causing him to fall to ground, and was robbed [2:30am, Fri., 7/7]
- **17th, 3300 blk.:** man robbed at gunpoint (semi-automatic) by 3 others [7pm, Wed., 7/26]
- **18th & Ingleside:** woman sitting in her car has it car-jacked by man who approached, demanded the keys while stating, "You want me to shoot you?," whereupon she handed them over & he drove off through the alley [9:15pm, Mon., 7/10]
- **18th, 1700 blk.:** 2 person accosted by 2 others who approached from behind, one of who brandished a gun & demanded, "Give up all the cash or I'll use this," whereupon they complied [3am, Fri., 6/30]
- **19th & Kalorama:** 2 persons robbed by 2 others with guns who had approached from behind, threatened to shoot them & then robbed them [2:30am, Sat., 7/1]
- **19th & N:** 2 persons robbed by man at gunpoint [2:45am, Thu., 7/27]
- **19th, 1700 blk.:** 2 persons robbed at gunpoint by 2 others who came from behind & demanded the purse of one & the wallet of the other [12:45am, Sun., 7/2] (*Note similarity to incident a couple of blocks away in the 1700 blk. of S St. about 30 minutes later*)
- **19th, 1700 blk.:** man accosted by 2 others who jumped out from behind some bushes, one of who brandished a gun & demanded, "Give me your money," whereupon man ran from the scene but in the process dropped his cell phone which was picked up & made off with [1:45am, Fri., 6/30] (*Note similarity to incident several blocks north in the 1800 blk. of Mintwood Pl. about one hour later*)
- **19th, 2300 blk.:** 2 persons accosted from behind by 2 others, one of whom was hit on the back of the head with gun which was then pointed at head while the other person was grabbed & held until they gave up their property [3:30am, Sat., 7/8]
- **19th, 2300 blk.:** 2 persons robbed at gunpoint by man who ordered them to the ground, demanding their money [3:45am, Sat., 7/15]
- **20th & Kalorama:** woman who responded to request by man in car who called her over to ask for directions had her purse snatched by man who then sped off [10:30pm, Mon., 7/17]

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RETAIL

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• **The Matrix**, 1529 14th Street. Two newly built wings flank the early 20th century structure of a former automobile dealership in this loft condominium building under construction on the east side of 14th between P and Q streets. There is one retail space in each of the three sections of the building: in the new construction, the smaller space covers 1,650 square feet and the larger space is 2,330 square-feet. The original building contains a much larger,



photo—Jon-Michael Higgins, courtesy Level 2 Development. Shown here during the well-attended “groundbreaking” event on July 25th is a clear sign that the old Petrovitch building demolition is moving along, to be replaced by the ambitious View 14 development.

two-level retail space, with 3,835 square feet on the ground floor and an additional 1,250 square feet below grade. *The InTowner* was unable to contact the retail brokerage company handling the commercial leasing at the building by press time.

• **The Q14**, 1600 14th Street. This building, developed by Georgetown developer Fred Bahrami of Commercial Real Estate Services, contains two commercial spaces, one at 1,410 square-feet which will be leased, and another at 1,600 square feet which will be sold as a commercial condominium. The developer is in discussions with a settlement company, a coffee retailer, a furniture retailer and a high-end electronics manufacturer (which sells its merchandise through its own retail stores).

Mid-City

14th & U (R to Belmont Sts.)

• **Source Theater**, 1835 14th Street NW. After a long period of uncertainty, the Source Theater building has been purchased by the Cultural Development Corporation, a private, non-profit group, and will be reopened as **The Source**, a center for the promotion of the arts with new office space and classrooms, and a refurbished 149-seat theater. For a period, the building was under contract to Bedrock Management, which had planned a restaurant and billiards hall for the building. The well-known local restaurateur withdrew its bid for the building in light of strong public support, particularly among theatergoers and supporters, for keeping the building within the arts community. The Source Theater was one of the original arts institutions to put roots down on 14th Street, laying the foundation for the neighborhood’s current revival, but had become saddled with overwhelming rent, utility, tax and building maintenance costs.

• **T Street Flats**, 14th and T streets. A luxury condominium combining the original structure facing 14th Street, for many years used by the Church of the Rapture, with a glassy, modern addition at the rear,

T Street Flats (initially to be known as “Rapture Lofts”; see “Historic Preservation Design Decisions Seen as Being Unfair and Inconsistent,” *InTowner*, July 2005, page 1) will have a total of 5,800 square feet of retail. Because construction has not begun yet, very little marketing has been done. Oddly, the space is divided into two sections by an interior wall which the Historic Preservation Review Board has deemed historic and which thus must be preserved. Consequently, there are 1,500 and 3,300-square-foot spaces available.

• **2001 14th Street NW**. The biggest news in Mid-City comes surrounding perhaps one of its smallest developments. Long vacant and boarded up, the 10,500-square-foot building at the prominent northeast corner of 14th and U streets is set to undergo renovations and be reintroduced to the commercial fabric of U Street. A building permit has recently been issued and construction is set to begin on this elegant two-story structure. The owner, while initially just building out a “vanilla box” to be able to accept a range of tenant categories, is seeking a “landmark tenant” which will contribute significantly to the neighborhood, and is actively marketing the building to a bank or a fine dining restaurant/lounge. “Discussions are underway with a very reputable local restaurateur,” owner’s broker Ken Naroozi told *The InTowner*, “who is looking to build a flagship restaurant.” If a restaurant is built, it will contain two floors of dining, lounge and service area plus a mezzanine, in addition to a roof terrace.

• **Union Row**, 2125 14th Street. One of the largest and most significant developments in the Mid-City section of 14th Street, Union Row is a large loft condominium building by PN Hoffman, under construction with delivery expected in Summer 2007. It contains the largest commercial space available in the submarket, at 27,000 square feet, and the developer has been in various levels of discussions with several different grocery store retailers, most generally considered “upscale,” “gourmet” or “boutique,” to take a majority of the space.

David DeSantis, Vice President of Sales and Marketing for PN Hoffman, told *The InTowner* that they are “very committed to having a grocery in that building; the neighborhood has told us very clearly that they want and need it, and the DC government has indicated that it believes a grocery is an important use for at least some of that space.” Neighborhood activists have been pushing for a **Trader Joe’s**, petitioning both the developer and the budget-oriented gourmet grocer’s corporate offices to sign a lease. DeSantis indicated that the developer has been in discussions with seven different companies, and stated, “It’s definitely going to happen.” With the first residents expected to move into the building in the summer of 2007, the commercial space could be built out on the same timeline if an agreement is reached soon enough, with doors to the grocery opening at the same time as the condo building.

The developer is looking at other neighborhood-oriented retailers to occupy the remaining commercial space. Categories include coffee shops, small restaurants, drug stores/pharmacies, even small furniture retailers, hair salons and dry cleaners.

• **The Solea**, 14th Street and Florida Avenue. This prominent corner has been called “the gateway to Columbia Heights,” and has been the subject of both design and

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retail debate in the community. (See “New Projects Bridging Gap on 14th Street; U Street & Columbia Heights Linking Up, *InTowner*, May 2005, page 1.). Community activists had originally been calling for **Trader Joe’s** to locate in the building’s 4,800 square-foot commercial space, but the developer, Jair Lynch, won the rights to develop the parcel partially on the basis that they promised to sell a portion of the commercial space (50 percent, or two, 1,200 square-foot spaces) to two local retailers who had been feeling the pressure of rising rents in the neighborhood. With commercial and retail development blossoming throughout the neighborhood, the pressure to locate the grocer in the “gateway” space has abated, and the two retailers, **Trade Secrets** and **Zawadi**, are firmly under contract. The remaining 2,400 square feet, also a retail condominium, are being marketed to neighborhood-oriented retailers such as a coffee shop. With groundbreaking scheduled for fall 2006, grand openings could come in 2007.

- **View14**, 2303 14th Street and **Nehemiah Center**, 2400 14th Street. Level 2 Development is planning two large condominium buildings across 14th Street from each other. The first, View14, which was the subject of an extensive report on the sale of the landmark Petrovitch building a year ago in this newspaper (“Longtime 14th St. Auto Repair Business Sells Property to Developer,” July 2005, page 1), includes 36,000 square feet of commercial space. At grade, the developer is marketing 16,000 square feet of retail space to small grocers, restaurants, banks and other neighborhood-oriented, pedestrian friendly businesses. There are plans for an outdoor seating area on the Belmont Street side of the building. In the 20,000 square-feet of commercial space on the building’s lower level, the developer is in negotiations to install a state-of-the-art fitness center.

Across the street, the developer plans to replace the Nehemiah Center, a one-story complex with surface parking, with a 225-unit condominium building designed by noted architect Shalom Baranes. The building will feature a rooftop pool and green spaces that extend from the lobby outside to the courtyard of the building, with units ranging from studios to two-bedrooms. It will include 18,000 square feet of retail at grade, which the developer will market in the same way as the street-level retail at View14.

Upper 14th Street Columbia Heights

- **The Heights of Columbia**, 2750 14th Street. This 56-unit condominium building, almost complete at press time, will include 5,000 square feet of retail space and half of its residential units set aside as affordable housing. The developer is looking at a number of combinations for the retail space, but has established a 2,500 square-foot sit-down restaurant as its top priority and is in discussions with a number of national food-service companies. Once the lead tenant is identified, the remainder of the space, including some below grade if appropriate, will be marketed, as noted by leasing broker Len Harris, to “banks to fitness studios and everything in between.” Harris noted that the developer is “trying to do right by the neighborhood, which they recognize is moving in an upward direction.”

- **Kenyon Square and Highland Park**, 14th Street at Irving and Kenyon Streets. Donatelli Development was awarded the rights to develop two prominent parcels



photo—Michael K. Wilkinson—*The InTowner*.

View looking east from the 14th and Kenyon Streets intersection. Construction of Donatelli Development’s Kenyon Square project is well-advanced, as can be seen to the right; on the left is shown the just completed Park Triangle rental apartment building.

across the street from each other, both directly over entrances to the Columbia Heights Metro station. Construction on Kenyon Square, on the east side of 14th Street, is further along and includes 19,000 square feet of retail space. At the building’s northwest corner, along Kenyon Street, the developer has signed a lease with renowned local restaurant group EatWell DC, whose other establishments include **Logan Tavern**, **Grillfish** and **Merkado Kitchen**. The new restaurant will feature a high-end but relaxing atmosphere similar to the other restaurants in the group. It will also feature a 1,600 square-foot outdoor seating area along Kenyon Street, and will include brunch in its programming. The restaurant is tentatively dubbed “**The Heights**.” Build-out is expected to begin in January 2007, with an anticipated grand opening in the spring or summer.

For space elsewhere in the building, the developer is close to finalizing leases with **BB&T Bank**, which will be located in the corner next to the entrance to Metro, and **Starbucks**, which will be located in one of the spaces along the 14th Street side of the building.

Across the street at Highland Park, Donatelli is holding the prominent corner space (facing Metro) for a well-known food service establishment, as the terms of the lease are worked out. Additional negotiations are under way with other retailers including a day spa, a national pizza retailer, a branch of a local burger chain, and a national copy shop/small business support services store. They have also received strong interest from two veterans of their Ellington project at 13th and U Streets, restaurants **Alero** and **Sala Thai**.

For the remaining space not currently under negotiation, the developer is looking to place home furnishings and clothing retailers, and a small restaurant.

While the developer has no mandate to offer discounted terms to local small, minority or disadvantaged business enterprises (LSMDBEs), president Chris Donatelli told *The InTowner* they would be willing to “work with the smaller guys on terms that are flexible and meet their specific needs, with negotiable items including lease start dates, build-out allowances and security deposits,” among other things.

- **Park Triangle**, 1375 Kenyon Street. One of the first of the big new residential buildings to deliver in Columbia Heights, with residents already filling the hallways, Park Triangle has signed leases for nearly all of the 18,000 square feet of retail space in its prominent location facing the public plaza at the intersection of Kenyon Street, Park Road and 14th Street. Tenants will include **Sticky Fingers**, a vegan bakery which will serve sandwiches and soups and

feature outdoor seating; **Pollo Campero**, a Salvadoran chicken restaurant with a combination of sit-down, take-out and outdoor seating; a **T-Mobile** cellular phone retailer; a dry cleaner; a **Citibank** branch, which developer Ernie Markus notes is “architecturally more interesting than most other banks;” a **Lafayette Federal Credit Union**; and an **Allstate Insurance** branch office.

Two slots remain available, one at 1,200 square feet and the other at 2,400 square feet. Presently the developer is in negotiations with a locally-owned “Tryst-style place, more lounge than coffee house,” as Markus describes it; and a frozen dessert retailer.

- **DC-USA**, 14th Street between Irving Street and Park Road. Over six years in the making and the centerpiece of the Columbia Heights redevelopment, DC-USA is a 585,000 square-foot, retail-only

development with over 1,000 underground parking spaces. Of all the developments along 14th Street, DC-USA has been the most publicized and debated, particularly as all parties involved (the developer, the city and the neighborhood) worked to find a solution for how to finance a three-level underground parking structure.

With construction under way, retail broker Peter Mallios of Newmark Knight Frank reports to *The InTowner* that 13 leases have been signed and many more are under negotiation.


The project will have three levels of retail, with anchor retailer **Target** occupying half of the second and third floors of the project. The second half of the top floor will be occupied by **Washington Sports Center** (WSC) in what Mallios referred to as the company’s “largest prototype urban location,” with a full-size pool and basketball courts. There is one more small space available on the top floor.

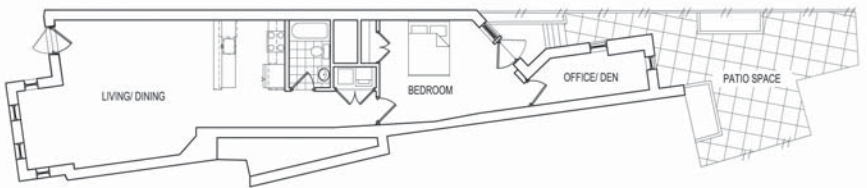
Sharing the second floor with Target will be **Bed, Bath & Beyond** and **Best Buy**, with one more large space available, over which the developer is negotiation with a large sporting goods chain. Several smaller spaces remain available on the second level.

On the street level, **Caribou Coffee** will occupy the marquis corner space facing the Metro station. Elsewhere along Irving, 14th and Park: **Lane Bryant**, a women’s clothing retailer; **Marshall’s**, a discount clothing and home goods retailer; **Mattress Discounters**; **Panda Express**, a Chinese food restaurant; **Quizno’s**, a locally-owned sandwich shop; **Radio Shack**; **Staples**; and the **Vitamin Shoppe**.

Approximately 80,000 square feet remain available, half of which has been covered by Letters of Intent, and half of which is open to new opportunities. The developer has been in discussions with a shoe store, food

Cont., RETAIL, p. 23





The Windsor




1822 New Hampshire Ave. NW in Dupont Circle

from \$469,500

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photo—Michael K. Wilkinson—The InTowner.

This view looking south on 14th Street shows the DC-USA project construction site as the structure is very soon to emerge from below grade following foundation work and completion of the basement levels; groundbreaking, as reported by *The InTowner* three months ago, was celebrated on May 5th. (See, "Long-Awaited Major Columbia Heights Project Underway," page 1.) Shown to the east of 14th Street are the Kenyon Square and Park Triangle buildings, with Kenyon Street separating them.

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stores (casual to full-service), a children's store, a hair salon, and a locally owned ice cream retailer.

The developer had been close to an agreement with **Whole Foods Market**, but the high-end grocer eventually walked away from the project because of differences of opinion over dedicated parking, much to the disappointment of both the developer and the neighborhood. Discussions continue, however, as neighborhood activists steadily pelt the corporate offices of Whole Foods with letters and petitions imploring the grocer to reconsider. The developer has kept intact the space it originally designed for Whole Foods, but as the project fills up, it becomes increasingly difficult to keep the space blocked off. "At some point in the near future," broker Mallios told *The InTowner*, "we're going to have to start giving up parts of that chunk of space as tenants sign up. Then it's over for Whole Foods at DC-USA. With so much support coming from the neighborhood, though, we remain hopeful."

- **Tivoli Square**, 14th Street between Park Road and Monroe Street. The first of the new Columbia Heights retail developments to open its doors has been filling space steadily. Long home to just a **Wachovia Bank**, an empty storefront with **Blockbuster** posters in the windows and several other empty storefronts, the original Tivoli Theater building was slower to lease up than anticipated. Conditions in the home-video rental industry doomed the Blockbuster for Columbia Heights, but opened up opportunities for local, non-chain retailers, including **Destiny DeVe**, a salon and spa with hair styling and coloring, nail and massage services; **Nash's Sports**

and **Casuals**; **Rumbero's** Latin-American Cuisine, Art and Bar; and **Kudos Beans**, a coffee shop and lounge which is seeking a liquor license presumably to be able to operate a neighborhood place for folks to hang out, much like **Tryst** in Adams Morgan. A couple national names have made it into the building as well, including the Wachovia branch, a **Carvel** ice cream and **Cinnabon** cinnamon roll shop and **Ruby Tuesday's** in the newly built structure on the prominent corner of 14th and Monroe Streets.

- **Washington Dance Institute**, 3400 14th Street. Nearing completion, the new showcase headquarters of the institute will not initially contain any retail, but will focus on the organization's offices and dance studios. However, in a second phase, the institute's director, Fabian Barnes, told *The InTowner*, they plan to open a small dance boutique, filling a void in the market left when the region's only two such stores, in Bethesda and Clarendon, closed up shop, leaving wholesalers and out-of-state retailers as the only source of supplies for the many university and private dance studios in the Washington area.

- **Allegro Condominiums**, 14th Street between Newton Street and Meridian Place. The site of the former Giant Foods, which was a suburban-style one-story grocery store with a large surface parking lot, will host a new condominium building developed by Metro Properties, with retail at street level. The project is still in the planning stages, but the developer states that they plan to eschew the stability of national chains in marketing the retail space in favor of small, local and highly upscale retailers. □

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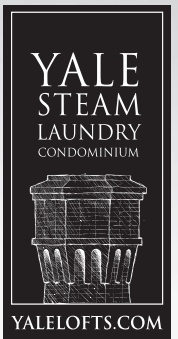
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