

INCLUDING THE  
**Year Three Report**  
**(FY2024)**

NoMa



**NOMA BUSINESS IMPROVEMENT DISTRICT**

# Making NoMa Magnetic

**2022-2026 STRATEGIC PLAN**



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## LETTER FROM THE PRESIDENT & BID BOARD CHAIR

Partners, friends, and colleagues,

It's an incredibly exciting time for NoMa. The neighborhood has grown into a vibrant and vital part of DC, and is still being shaped into what it will ultimately become. For the past year, the NoMa Business Improvement District (NoMa BID) has been reflecting, studying, analyzing, and envisioning—both to assess where we are and to plan for what lies ahead. We are pleased to present the NoMa BID's strategic plan for the years 2022-2026.

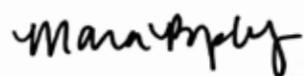
Over the past five years, NoMa has continued to experience phenomenal growth. At the end of 2016, the NoMa BID included 15.9 million square feet of built space. Today, that number is nearly 21 million. Much of this growth came in the residential sector, with the volume of multifamily units increasing from about 3,400 to 7,300 (a 115% increase). Goals of adding retail and parks were realized, with retail square footage increasing from 378K to 538K over that same period and NoMa's third state-of-the-art park about to start construction. Over the next two years, that rate of residential and retail growth is expected to be exceeded, and the number of hotel rooms in NoMa will more than double. Meanwhile about 80 residents are moving to NoMa each month, in 2021, and office occupancy continues to outperform the rest of the District of Columbia.

NoMa is greater and more vibrant than we could have even dreamed a decade ago—which tells us we need to be dreaming bigger. This Plan lays out our strategies to ensure that NoMa's future continues to exceed our expectations and becomes an even more prominent, connected, and desirable urban destination. Not only will this plan guide our work over the next five years, it will allow us to position the neighborhood for continued growth and maturation over the next ten, fifteen, twenty years, and beyond.

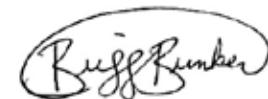
The NoMa community was essential to the development of this plan and we are grateful to those who helped shape it. More than thirty people—including industry experts, local business owners, and residents—generously lent their time, expertise, and perspective to this process and the plan is richer because of it.

The NoMa BID will continue to build on the tremendous strengths of the community and guide the neighborhood towards its future. We hope you will join us on this journey.

Sincerely,



Maura Brophy



Brigg Bunker

## Our Vision for the NoMa of 2026

One of the most exciting things about NoMa is that it's continuously evolving. It's a wonderful place today, yet still becoming what it will ultimately be. We envision the NoMa of 2026 as a vibrant, resilient neighborhood that is growing into its full potential as a new nexus of DC life.

NoMa occupies a unique space in the District, both physically and culturally. We are a neighborhood at the crossroads where Northeast meets Northwest, where commercial meets residential, where the federal core meets everyday life. Thanks to the anchor of Union Station at the southern end of NoMa, we're hardwired into a transportation network that connects DC to thriving cities up and down the east coast. NoMa is the District's launchpad and its inviting front porch, inspiring workers and residents to think big and embrace the world beyond while providing travelers and visitors a unique and joyful mix of bon voyage and bienvenidos.

NoMa has begun to grow into this extraordinary connective potential through infrastructural investments, cultural activations, and a vision that is not constrained by lines on a map. This strategic plan sets our ambitions for the future of NoMa and outlines the ways in which we will work to realize it. The plan is where the BID's purpose meets its vision, and establishes a common goal for the BID and its partners to work towards. Among other things, the plan will help us agree to actions that will contribute to NoMa's success, align resources accordingly, and communicate effectively with the partners that we will work with towards shared goals.

GOAL:

# Making NoMa Magnetic

## Uplifting NoMa Initiatives

Serve the Needs of People Living in NoMa – Housed and Unhoused Alike  
Work to Make Justice, Equity, Diversity, and Inclusivity Foundational to the NoMa BID  
Deliver a Stable & Sustainable Pandemic Recovery

## Vibrant NoMa Initiatives

Attract, Incubate, and Support an Intentional Mix of Retail Businesses  
Establish a Cultural Anchor in NoMa  
Enliven Public and Private Ground-floor Spaces in NoMa  
Leverage the Redesigned Virtual Circle to Connect, Beautify, and Enhance NoMa

## Dynamic NoMa Initiatives

Deepen and Broaden the NoMa BID's Core Services to Meet the Changing Needs of the Neighborhood and its Parks  
Champion the Expansion of Metro Connectivity in NoMa  
Ensure that the Redevelopment of Union Station Maximally Benefits NoMa  
Reimagine North Capitol Street as a Community Boulevard

### PILLARS:

CONNECTIVITY  
ECONOMIC DEVELOPMENT  
INCLUSIVITY  
BRAND & REPUTATION  
PLAY  
SAFETY

## Strategic Plan Overview

We aim to use the next five years to advance the immediate term opportunities that contribute towards our vision while also positioning NoMa for the next 5, 10, 20 years and beyond. This strategic plan will thread the successes of the past and opportunities for the future together and will serve as another steppingstone along the path of NoMa's progression.

Through this plan, the NoMa BID will create opportunities to reinforce connections and connectivity, to cultivate our community, and to provide the spaces, the ideas, and the resources that will continue to make NoMa a place people want to be. It will also work on its own and with others to position the neighborhood to benefit from long-term key opportunities that will have a unique impact.



## NoMa Now (2021)

### The NoMa BID: NoMa's Champion & Steward

NoMa Business Improvement District strives to be both a vocal champion and an effective steward of the NoMa neighborhood on behalf of all of its businesses, employees, residents, visitors, and the city as a whole.

In our role as cheerleader, we promote NoMa, attracting attention and business activity. We host our own events and sponsor the events of others. We create and celebrate public art. And we connect visitors, workers, and residents to experiences and opportunities they can enjoy.

Our stewardship of the neighborhood is evident in the work of our Ambassador Operations team, cleaning and beautifying the streets and public spaces. And behind the scenes, our staff is coordinating and communicating, building relationships and engaging stakeholders to create long-lasting investments and commitments to what NoMa can become.

### Supporting & Growing NoMa Businesses

The NoMa BID provides a vital layer of support for the businesses within Greater NoMa. We know that a thriving business community runs on diversity—diversity of ideas, of sectors, of sizes, and of target markets. We work hard to connect businesses to the people who live and work in NoMa, and to cultivate a physical and cultural environment where everyone can flourish.

We connect NoMa's businesses with advice, guidance and promotional support, we conduct and analyze research, and perhaps most impressively, we build and maintain dazzling public spaces. We're always on the lookout for new ideas and approaches to serving businesses and their employees, and we create adaptive communication channels for owners, tenants, managers, and workers to connect with us and provide feedback.

## Cultivating Community & Identity

NoMa has experienced dramatic change since the NoMa – Gallaudet University Metro Station was built in 2004. Its identity continues to develop as a growing volume of new residents, businesses, institutions, and public space improvements make their mark.

When residents, employees, and visitors of these parts think about NoMa, they don't think of lines on a map, but instead think of a growing and vibrant neighborhood that provides convenient access to the rest of DC and the region. When employers think about NoMa, they see an affordable and accessible alternative to downtown.

Throughout the input phase of this plan, we heard from employees, residents, and stakeholders that community & identity represented a next frontier for NoMa, but conversely that the BID could not directly create them. Instead, the strategy we've embraced is to create the spaces, experiences, and opportunities that will help community and identity develop, grow, and flourish.

## Our Successes & Assets

NoMa's success is evident in everything from the large number of cranes dotting the skyline to the thriving businesses that line the streets and fill the office towers. As this plan kicks off, the neighborhood is in the middle of another construction boom, continuing to attract large volumes of private investment. Currently (Summer 2021), the NoMa BID comprises 12.6 million square feet of office space, 5,922 multifamily residential units, 622 hotel rooms, and 425,000 square feet of retail. When the buildings currently being built are completed, all of these numbers will have increased, some quite dramatically:

	OFFICE (SF)	RETAIL (SF)	RESIDENTIAL (UNITS)	HOTEL (ROOMS)
<b>APRIL 2018</b>	11,603,628	387,058	4,327	622
<b>APRIL 2021</b>	12,642,628	424,758	5,922	622
<b>APRIL 2024 (ESTIMATE)</b>	12,679,628	691,808	12,121	1,676

Public investment in NoMa has been just as foundational to the neighborhood's success. The NoMa Parks Foundation is wrapping up its execution of the District of Columbia's \$50 million investment in NoMa for the creation of public park spaces. And tens of millions more will be applied to projects such as the reconfiguration of the intersection at New York and Florida Avenues NE to calm traffic and create stunning new public plaza and green spaces, the replacement of the H Street Bridge, the addition of bike lanes on Florida Avenue NE and K Street NE, and new Bus Priority measures on H Street NW.

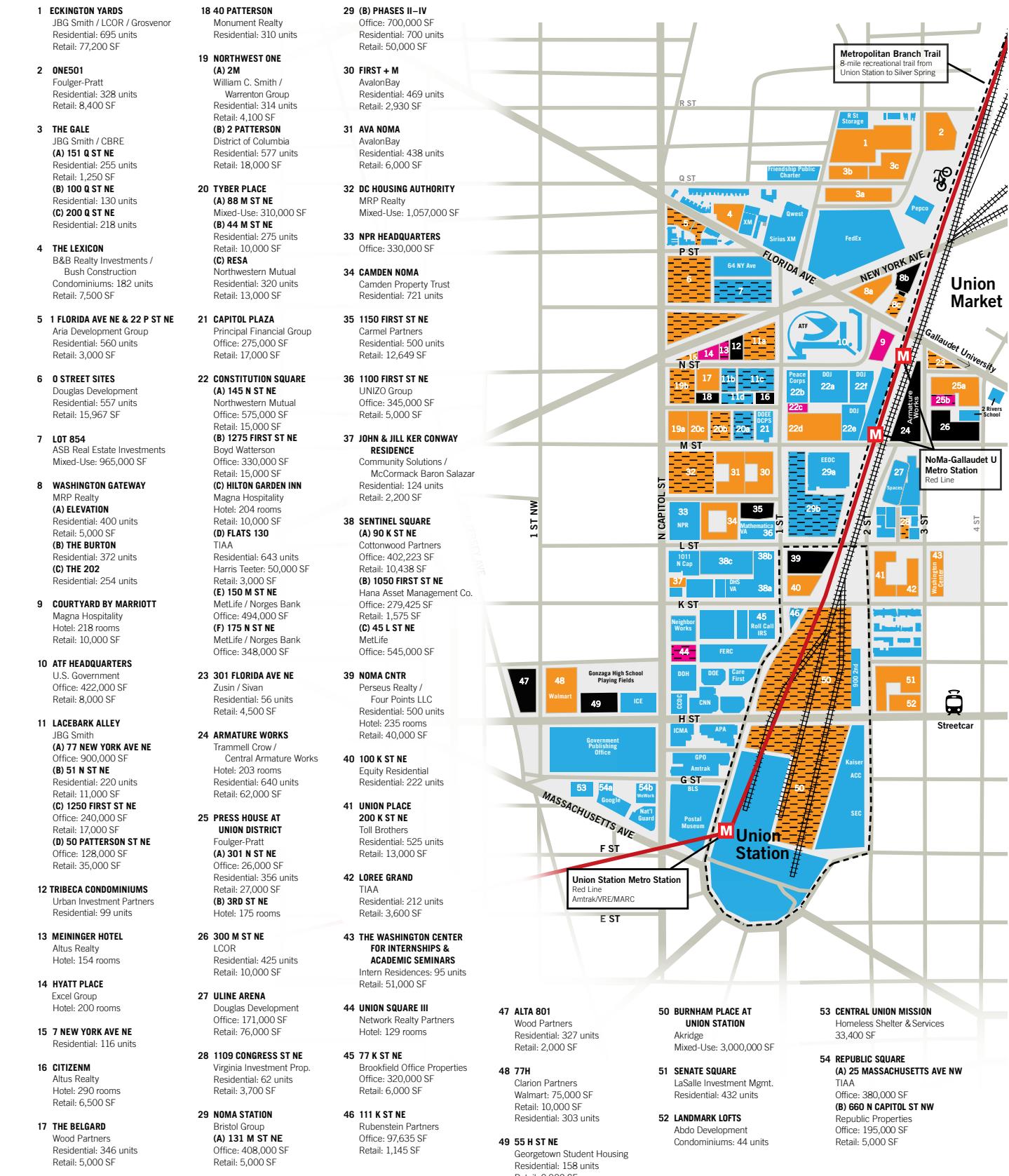
But NoMa's oldest and best asset remains the same: location, location, location. As the business focus and cultural attention of the city shift eastward, NoMa is perfectly positioned to become a new hub of DC life.

## NoMa Development Map

New construction and planned development projects, as of August 2021.

Building Type	Office (SF)	Retail (SF)	Residential (units)	Hotel (rooms)	Total* (SF)	% of Total
Commercial	14,259,628	464,108	—	—	14,723,736*	38.7%
Residential	—	265,050	7,776	—	7,489,956*	19.7%
Hotel	—	20,000	—	622	418,510*	1.1%
Under Construction	—	154,099	3,363	728	3,786,100*	10.0%
Planned	4,088,497	382,258	6,821	1,344	11,588,305*	30.5%
<b>TOTAL</b>	<b>18,348,125</b>	<b>1,285,515</b>	<b>17,960</b>	<b>2,694</b>	<b>38,006,607*</b>	

\*Estimate



## The Ground Floor: NoMa's Retail

As retail-heavy districts around the world suffered from the effects of the pandemic, a growing residential population in NoMa continued to support neighborhood businesses even as offices emptied out. NoMa's retail establishments pivoted swiftly to meet the changing needs of the neighborhood, and while some closed temporarily, most have since reopened their doors and resumed normal operations. Meanwhile, retail vacancy is around 12 percent, and interest in the neighborhood remains high. By several metrics, NoMa is on the cusp of a retail boom, with ten new establishments opening in 2021, and more than 240,000 square feet of retail space now under construction (a 57% increase in supply). As you'll see below, we will adapt our retail strategy for NoMa to make the most of these opportunities, and we are excited about what the future holds in this space.

## The NoMa Lifestyle: Residential

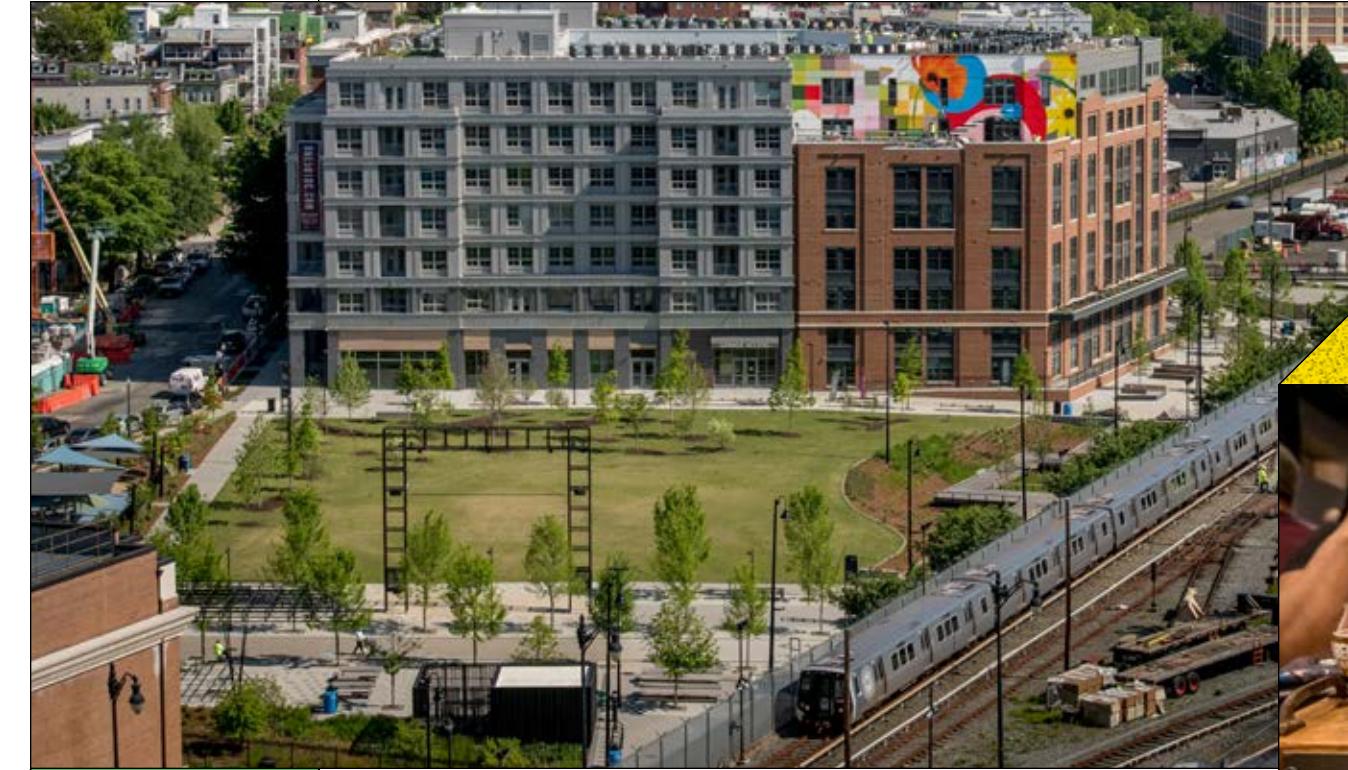
Living in NoMa is ideal for anyone interested in being a part of the culture and vibrancy of the District of Columbia. Our location can't be beat, and that, along with our relative affordability, is the main draw for current and prospective residents alike. The NoMa BID added about 1,600 multifamily residential units over the past few years (a 37% increase), including the NoMa BID's first condo buildings. Construction in this sector continues at a rapid pace, and at a scale that will reshape the neighborhood over the next several years. As of this writing, 3,500 multifamily housing units are under construction within the NoMa BID. Upon completion, this would constitute a 58% increase in the supply of NoMa's multifamily residential stock and include additional homeownership opportunities. All told, more than 12,200 people now live in NoMa / Union Market today, with roughly twice that expected by the end of Fiscal Year 2026.

## Staying Power: NoMa's Offices

NoMa's office market is strong and balanced. Vacancy numbers have been stronger compared to that of the rest of the District of Columbia, hovering around 6% since early 2019, while District-wide vacancies increased to above 12%. The key to our office resiliency is reliable long-term office tenants, such as federal government agencies, landmark anchor office tenants like National Public Radio, and a healthy mix of residential, retail, and hotel offerings that support the office market.

## NoMa's Parks & Public Spaces

Five years ago, we laid out an ambitious public spaces agenda that built on the 2012 Public Realm Design Plan and we committed to delivering outstanding public spaces. Since then, the NoMa Parks Foundation (NPF) has used its \$50 million grant from the District of Columbia to create dazzling, inviting green spaces throughout the neighborhood and has invested in establishing outdoor recreational space in a rapidly developing and formerly parks-starved community.



Today, NoMa's public spaces are varied, unique, and establish the neighborhood as a place where everyone is welcome to spend some time:

- The Underpass Art Parks, located on L and M Streets NE where they pass under the train tracks, introduced colorful and interactive light displays in historically dark settings to improve the connection between the west and east sides of the neighborhood.
- Swampoodle Park was completed in the fall of 2018 and makes the most of just 8,200 square feet of space. The park includes a highly-designed dog park, a unique children's play structure known as a "Walholla," bench seating, planting beds, a public notice board, and a complex bioretention structure.
- Alethia Tanner Park, opened in June of 2020, is a hidden gem in Eckington. It is named in honor of a woman who was born enslaved in Maryland, but ultimately purchased her own freedom and the freedom of many of her relatives and friends. Ms. Tanner also supported education, entrepreneurship, and churches for the Black community in the District. Since opening, the park has swiftly become a much-loved space for relaxation, respite, and exercise, where people from across the District could enjoy wide-open green space, a playground, and a dog park. Alethia Tanner Park also includes a key connection from Q Street to the Metropolitan Branch Trail, a café kiosk perfect for providing tasty treats to park goers, and a built-in performance space for movies or plays that will play host to our outdoor movie series.

# NoMa PARKS, PLAZAS & ART



## PLAZAS

- 1. Quincy Lane
- 8. Morse Street Plaza
- 10. N Street Metro Plaza
- 15. Breezeway
- 16. NoMa Meander
- 19. REI Plaza
- 28. Union Square Plaza
- 31. CNN-CareFirst Plaza
- 32. G Place Plaza

## PUBLIC ART

- 7. Gateway Wings
- 12. The Chicken & The Egg
- 14. Journeys
- 17. Torqued Tensility
- 18. Rain Underpass Art
- 23. Lightweave Underpass Art
- 26. 100 K sculpture
- 29. Composition for the Axemen
- 30. Trigadilly

## MURALS

- 3. 2 Florida (West Wall)
- 4. Metropolitan Branch Trail (West Wall)
- 5. PEPCO (North Wall)
- 6. PEPCO (East Wall)
- 9. 1300 First (North Wall)
- 11. 37 New York (West Wall)
- 13. 33 New York (East Wall)
- 20. Ava (West Wall)
- 25. Kerr Conway (East Wall)
- 27. 15 K (North Wall)
- 28. 300 New York (East Wall)
- 29. 300 New York (West Wall)
- 30. 300 New York (East Wall)
- 31. 300 New York (West Wall)
- 32. 300 New York (East Wall)

## PARKS

- 2. Alethia Tanner Park
- 21. Banner Lane Community Park
- 22. Swampoodle Park II
- 24. Swampoodle Park

And more public spaces are on the way in NoMa, including:

- The redevelopment of the infamous Florida Avenue/New York Avenue interchange, aka “Dave Thomas Circle.” With the roadway design finalized by DDOT, NPF partnered with renowned architecture firm SWA/Balsley to design appealing and usable community spaces that will occupy three parcels of land (totaling 1.3 acres!) created by the new configuration. The design for the new public spaces was enthusiastically supported by the community and was also approved by the U.S. Commission of Fine Arts, the National Capitol Planning Commission and the DC State Historic Preservation Office. Construction by DDOT is expected to begin in early 2022.
- To the excitement of the neighborhood, NPF was able to purchase the 8,400-SF parcel of land directly across L Street NE from the existing Swampoodle Park to create a sister park with a similar footprint. This new neighborhood park — which is being designed by Lee and Associates — will feature more “passive” elements aimed at relaxation and contemplation that couldn’t be included in its more activity-focused elder sibling. The NPF expects to finalize design and begin construction (and an official naming process) in 2022.
- Two new developments in NoMa—Eckington Yards in the north and Central Armature Works in the east—will incorporate pedestrianized retail plazas that will provide exciting spaces to explore, shop, and enjoy a stroll. Quincy Lane, the “woonerf”-style plaza at Eckington Yards is open now, while the plaza at Armature Works is expected in 2022.
- A new public park is being built as part of the development at 2 Patterson St. NE that will open onto North Capitol Street and include a yet-to-be-designed water feature. This park is expected to open in 2026.



## Greater NoMa

There is even more to the NoMa neighborhood beyond the BID's boundaries. Today, the NoMa cultural footprint extends farther than our founders could have imagined. This concept of what comprises Greater NoMa is fluid, of course, and context-dependent, but there were some consistent ideas of what was included:

- Dense and relatively new mixed-use development in the BID and parts of Union Market
- Stable single-family residences east of the BID and in Eckington
- High-density affordable housing immediately west of North Capitol Street
- Diverse, popular retail offerings mixed with warehouses and wholesalers at the core of Union Market.

Since 2016, the Union Market area has grown into an incredible destination on NoMa's doorstep, with about two million square feet of mixed-use development, including more than 1,900 residential units and about 220,000 square feet of office space. The residential projects were the first large scale multifamily developments to deliver, illustrating a notable shift from the primarily retail and warehouse uses that had characterized the area. With new properties also came new vibrant and unique retail tenants and restaurants. Up to three million additional square feet could deliver in the next five years, with continued focus on residential projects.

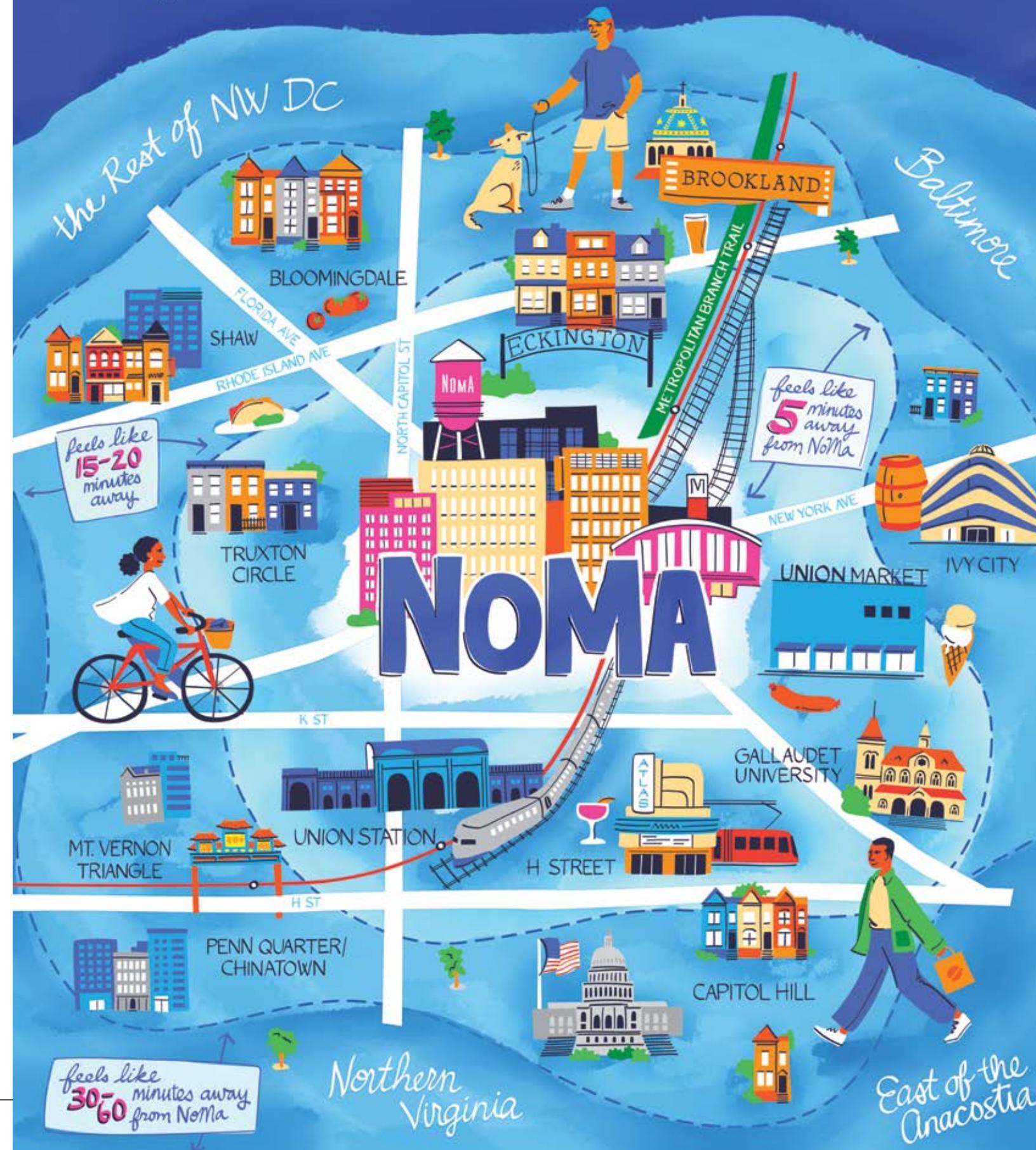
The built environment on the west side of North Capitol Street is also changing. Historically, affordable housing projects such as Sursum Corda, Tyler House, and Sibley Plaza have characterized the area. However, Sursum Corda is currently being replaced by a project that will include an even larger volume of affordable units, in addition to 900 new market rate units. This redevelopment, in addition to MRP's Northwest One project (both currently under construction), promise at least two million square feet of residential development with a relatively high proportion of affordable housing units.

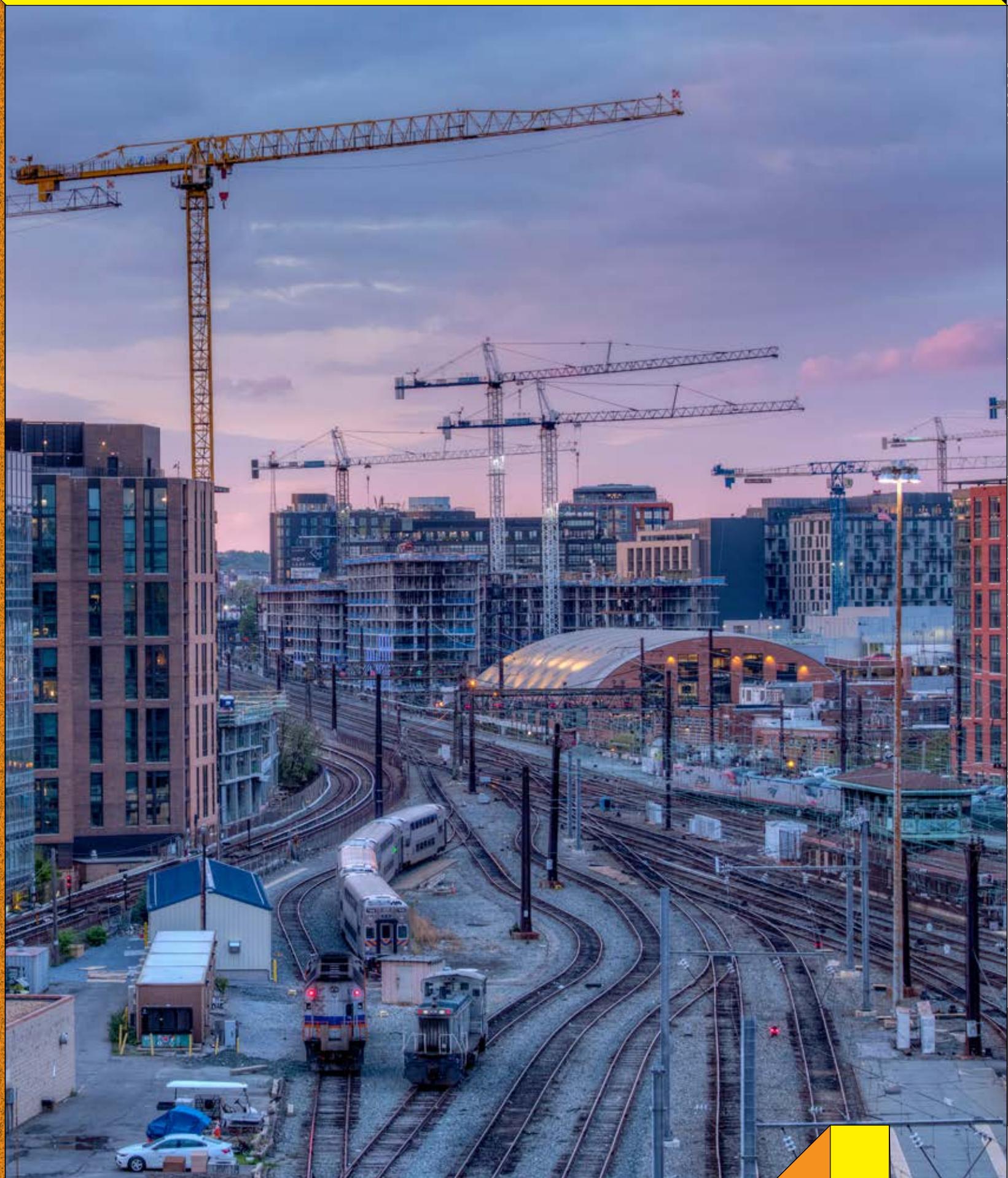
NoMa sits at the center of a web of growing and exciting neighborhoods. To the east, H Street NE is a rapidly developing, transit-oriented, and retail-dense corridor that is only a 15-minute walk from the core of NoMa, with DC's historic Capitol Hill neighborhood only a few blocks to the south. Northeast lies thriving Union Market, and beyond that, the trendy industrial triangle of Ivy City. The more downtown-like Mt. Vernon Triangle lies due west, while Truxton Circle and Shaw extend northwest. Northward, neighborhoods like Eckington, Brookland, and Brentwood connect to NoMa via the Metropolitan Branch Trail, a critical biking and walking corridor that brings walkers, joggers, and bicyclists through our streets every day.



A vision of the MBT at night

# NoMa: At the Center of it All





# Our 2022-2026 Strategic Design

Building on the previous strategic plan's goal of creating a "dazzling, connected" NoMa, we've developed an interconnected system of strategic initiatives that are aimed at achieving one over-arching goal. These initiatives are supported by six strategic pillars that embody the foundational aspects of our work. The goal, initiatives, and pillars mutually reinforce one another and will define and guide our work over the next five years, allowing us to create, curate, and activate NoMa's working, playing, and living spaces for the benefit of all.

Join us as we envision the dynamic, uplifting, and vibrant NoMa of 2026.

## OUR GOAL:

# Making NoMa Magnetic

Magnetic places have a gravitational pull, they draw us in and encourage us to stay awhile, to dig deeper, to get comfortable. These places feel vital to us, and that vitality is visceral—we feel it when we walk around a place, we hear it in the rhythms of work and life. This goal rose to the top over the course of our planning process for a clear reason: the success of the NoMa neighborhood and NoMa businesses hinges on it. Our mix of office, retail, and residential provides a resilient foundation for NoMa's drawing power; but our success depends on the people who live, work, and play here, and it's the BID's role to focus and amplify that power.

To us, a Magnetic NoMa is:

- **UPLIFTING** – a Magnetic NoMa raises up and supports its community, and ensures that living in NoMa is fun, dignified, and rewarding for everyone.
- **DYNAMIC** – a Magnetic NoMa draws a line from the past to the future, and doesn't shy away from either, changing and growing along with the entire District.
- **VIBRANT** – a Magnetic NoMa lights up the skyline and ignites the imagination, feeding the senses, the sensibilities, and the appetites of all.

And above all else, a Magnetic NoMa is an undeniable part of what makes life in DC great.

It's worth noting too that this goal is not new for the BID. Indeed, it has been present in everything the BID has done since its inception. Reiterating the goal of a Magnetic NoMa here at the apex of our strategic design for the next five years ensures that it will remain top-of-mind for our staff and board and rightly centers it as we build our work on the foundation provided by this plan and the BID's history.



## Our Strategic Initiatives

The goal of Making NoMa Magnetic led us directly to a set of key initiatives. The initiatives outlined here are important, ambitious, cross-cutting projects that will require work from everyone at the BID—and the BID's partners—in order to achieve success. What these initiatives share is a common set of building blocks: the context of **what**, **where**, and **when**.

None of these things are static. They have always been changing and will always change. So it's important for our strategy to be able to reflect those changes over time.

These strategic initiatives cannot and will not define the BID's work entirely. Some of them may be pushed out of the timeframe of this plan by circumstances beyond our control, or another set of initiatives may become a higher priority as the context in NoMa changes. Even as we pursue them and achieve them, the everyday work of the BID will continue. The elements of our strategy are flexible, so long as the overarching goal continues to be served. This combination of a clear framework and adaptable implementation maximizes our capability to achieve our goal, and to do good work along the way.

**THE WHAT** is the work of the BID as embodied by our core services, our commitment to the people of the neighborhood, and our belief in always building towards a better NoMa.

**THE WHEN** is our moment, here in 2021, but also the five years imagined in this plan, the history of the spaces we occupy, and where we will go in the long-term.

**THE WHERE** is the neighborhood itself, its location and connections, its streets and sidewalks, green spaces and architecture, its businesses and its people.

# A Magnetic NoMa is Uplifting

We will make NoMa's success a platform, shared with and accessible to all

## Work to Make Justice, Equity, Diversity, and Inclusivity Foundational to the NoMa BID

Systemic racism has been embedded into American institutions since before the nation's founding. Unless directly confronted and perpetually fought against, structural imbalances will continue to exist at the foundation of our civic, economic, and cultural society. Despite its history and place as a center of Black culture and progress, DC is not immune from this, nor are the District's Business Improvement Districts.

In order to successfully execute this initiative, Justice, Equity, Diversity, and Inclusion (JEDI) must be more than buzzwords for the NoMa BID. These concepts must be the compass that points the way forward.

NoMa's diversity is its greatest strength, and the only way to preserve and fortify that diversity is to invest the time, money, and work in preventing its erosion.

### This initiative involves:

- Committing to support for NoMa Ambassadors, including paying a living wage and providing education support, job opportunities and placements (internally and externally), career counseling, and more.
- Seeking out BIPOC candidates for leadership positions and diversifying the Board of Directors
- Attracting and incubating Black-owned businesses and cultivating and supporting BIPOC entrepreneurs
- Creating an paid Fellowship position for emerging BIPOC leaders in the fields of community development, urban planning, or placemaking to spend a year guiding and contributing to the BID's work at the highest level.

PILLARS:  
ECONOMIC  
DEVELOPMENT  
INCLUSIVITY  
BRAND &  
REPUTATION

## Build on the Foundation of a Stable & Sustainable Pandemic Recovery

As we all gradually and inconsistently emerge from the pandemic, one thing is clear: the impacts of the coronavirus are widespread and unavoidable. This plan—and the future it envisions—is dependent on NoMa, the District, and the nation achieving an effective and sustainable recovery.

NoMa and its businesses were more fortunate than some, and the neighborhood's resilience is a testament to the work, vision, and adaptability of everyone here. But it is how we build on these critical characteristics that will determine how effectively we will pivot from recovery to resurgence.

### This initiative involves:

- Creatively activating public and private spaces – A NoMa tradition and hallmark of the BID's role. While the spaces may change, the need to creatively showcase the neighborhood and excite people is evergreen.
- Ongoing business communication & support – Finding new ways to connect with businesses and provide them with resources, access, and assistance will always be a priority.
- Centering events & culture – In addition to maintaining our calendar of successful—and even beloved—annual events, the BID can create spaces for the community to inhabit (culturally speaking) and nurture events and culture as they happen organically.
- Prioritizing public health & safety – Our public space team—including our incredible Ambassadors—view themselves as the stewards of NoMa, not just the sidewalks and street poles, but the people and the businesses too. The goal is simple and won't change: to keep NoMa healthy and safe.
- Resilient planning & vision – NoMa weathered the pandemic well, because of our mix of tenant types, connection to governments (both city and federal), and the adaptability of our businesses. This resilience did not happen by accident, and visionary planning from the Board-level on down is how we will stay resilient into the future.
- Marketing NoMA as the post-pandemic neighborhood of choice for residents and retail—a neighborhood that allows businesses to thrive by giving them a breadth of residents and workers to serve. Whether they come to work in an office or stay to work from home, there will be people in NoMA.



PILLARS:  
CONNECTIVITY  
ECONOMIC  
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PLAY  
SAFETY

## Serve the Needs of People Living in NoMa - Housed and Unhoused Alike

The issue of people experiencing homelessness is not unique or new to NoMa, but NoMa's experience does present unique challenges and opportunities. Since 2019, the NoMa BID has been partnering with the h3 Project to deliver targeted, individualized outreach services to people who are unhoused in the neighborhood. In spite of the successes achieved in that time, activity in the underpass encampments have grown, both physically and in terms of the work and attention of the BID.

While the way forward towards permanent housing for people experiencing homelessness in NoMa can only be determined by the District government, we are not powerless. We will hold them accountable, and be an engaged and valuable partner in their efforts. Whatever the District's approach, we must be intentional and strategic in our work to serve all residents in NoMa, housed and unhoused alike.

### This initiative involves:

- Enhancing existing outreach capabilities through scaling up current approaches, employing complementary contractors, and increasing staff and board support
- Working with other BIDs, Main Street organizations, businesses, and our representatives in the District government to create more opportunities for people experiencing homelessness in NoMa to secure housing and support.
- Implementing a comprehensive communications strategy that tells the story of the BID's work and connects NoMa residents and businesses to ways they can help and support their encamped neighbors
- Prioritizing significant investments in the well-being of and outcomes for people experiencing homelessness in NoMa
- Encouraging and advocating for public initiatives that ensure that the encampments are safe, hygienic, and temporary—with the goal of permanent housing for all

PILLARS:  
INCLUSIVITY  
BRAND & REPUTATION  
SAFETY

## A Magnetic NoMa is Vibrant

We will ensure that NoMa is a place where life can be seen, heard, and felt on every corner

### VIBRANT NOMA INITIATIVES

## Attract to NoMa, Incubate, and Support an Intentional Mix of Retail Businesses

NoMa's retail has proven to be resilient and community-focused, and that creates a strong foundation for attracting and incubating businesses that both appeal to NoMa residents and workers and draw people to NoMa from across the city and the region. Cultivating locally-owned businesses, businesses that speak to the identity and culture of NoMa, and businesses owned by women and/or BIPOC will help to complement current retail and forge a resilient and empowering retail community for the future.

While NoMa's retail profile is strong, targeted investments of time, resources, and the attention will result in a vibrant retail community existing in partnership with the residents and workers in the neighborhood. Specific categories of retail include destination-oriented retail and multi-purpose arts-and-performance spaces.

### This initiative involves:

- Redoubling our commitment and service to NoMa businesses to help them succeed
- Creating and maintaining an annual strategic retail assessment that looks at the current retail profile against our targets
- Convening NoMa BID businesses to establish a strong network of BID-led and peer-based support
- Leveraging the BID's history of incubation to attract interested entrepreneurs and business owners and to help make the case to property owners and managers
- Prioritizing support and resources for businesses that reinforce the strategic Pillars and other initiatives through microloans and/or other creative mechanisms
- Targeting the BID's own purchasing and procurement in line with these elements and in support of the strategic Pillars

PILLARS:  
ECONOMIC DEVELOPMENT  
INCLUSIVITY  
BRAND & REPUTATION  
PLAY





## Establish a Cultural Anchor in NoMa

In the previous strategic plan, the NoMa BID committed to the creation of landmark parks that would bring people to NoMa. With Swampoodle Park, Alethia Tanner Park, and the new parks, plazas, and public spaces in the pipeline, that promise has largely been fulfilled.

The next chapter of NoMa's story will be cultural, told in the imaginations of residents, workers, and visitors. It will be written with murals and sculpture, streetscapes and projection art, music and movie nights, and in the communities that flourish here.

Central to this story is the establishment of a cultural "anchor" location in the neighborhood, a focal point for the ongoing cultural conversation in NoMa. While the form and function of such a space will ultimately be determined by that conversation, the need for such a space is clear, and the groundwork necessary for its creation can begin today.

### This initiative involves:

- Creating a board- and community-led process for the identification and establishment of a cultural anchor
- Initiating funding conversations with the District, private-sector foundations, and the performing arts community
- Identifying opportunities in the 5-10 year horizon for possible development of a site
- Building support across the greater NoMa community

**PILLARS:**  
ECONOMIC DEVELOPMENT  
BRAND & REPUTATION  
PLAY

## Enliven Public and Private Ground-floor Spaces in NoMa

NoMa has a history of finding creative and unique ways to use existing spaces through pop-up businesses, temporary parks and plazas, event activations, and more. That eye for possibility is baked into our approach, and while the number of unused or underused spaces may be dwindling, the opportunities are only increasing.

The BID can play a thoughtful leadership role in the community, acting as a matchmaker between spaces and activators, providing guidance and both direct and indirect support in the planning stages, as well as promoting the activations themselves. Current spaces may close or vanish, but new public and private spaces will continue to be created, and the community's appetite for unique and engaging activity will be high.

Success here means developing methods for standing out in a crowded cityscape of things to do and places to go. The connection to NoMa's public art and our history of creating fun, unique spaces in the unused corners of an urban neighborhood will serve this initiative well.

### This initiative involves:

- Marketing NoMa as a home for space activations and cultivating relationships with the "activation community"
- Developing a guide and resources for space activations that can be distributed to community groups and individuals interested in getting involved
- Working with property owners to identify spaces and implement guidelines for their use
- Focusing BID resources and programming on spaces that can be successfully activated

Retail spaces can go from vacant to vibrant



**PILLARS:**  
ECONOMIC DEVELOPMENT  
BRAND & REPUTATION  
PLAY

## Leverage the Redesigned Virtual Circle to Connect, Beautify, and Enhance NoMa

The NoMa Parks Foundation has worked with DDOT to design and build an incredible trio of public plazas and green space at the heart of NoMa. These yet-to-be-named spaces form a green and walkable bridge between the southern core of NoMa and the Eckington end of the neighborhood. While these spaces are designed to be a draw for the community of residents and workers, the BID will utilize programming and core services to truly bring them to life.

The strategy to do so is necessarily different from a space like Tanner Park, and must be centered on creating a communal sense of investment and ownership in the spaces, while finding creative ways to connect people with them that feel organic and comfortable.

### This initiative involves:

- Programming the new spaces, including grand opening celebrations, weekly farmers' markets, festivals, and more
- Coordinating and encouraging community use of the spaces for events
- Establishing and supporting a “friends” organization to help with regular upkeep and care of the spaces
- Creation of a “gateway” art piece that welcomes people into NoMa
- Regularly closing the new segment of First St. NE during low-traffic days/ hours, combining two of the open spaces for community programming and events and affirming that public space is for people first and cars second



PILLARS:  
ECONOMIC  
DEVELOPMENT  
BRAND &  
REPUTATION  
PLAY

## A Magnetic NoMa is Dynamic

NoMa has become something great, and we will ensure it keeps getting better

### DYNAMIC NOMA INITIATIVES

## Deepen and Broaden the NoMa BID's Core Services to Meet the Changing Needs of the Neighborhood and its Parks

The NoMa BID delivers services to businesses, property owners, developers, residents, workers, and visitors. Each of these audiences interacts differently with the neighborhood, and has different needs, wants, and experiences. Our core services were established to meet those needs and as the neighborhood changes, so too will our role in serving it.

The keystone of this initiative is evolving BID services in concert with NoMa, anticipating needs and adapting to them as seamlessly as possible. Built into this idea is a creative and flexible staff that is happy and well-managed, and an internal structure that elevates communication and collaboration across departments.

### This initiative involves:

- Refining our ability to gather information through community relationship management, surveys, social listening tools, and more.
- Sharpening communication methods to connect the right information to the right audiences
- Deploying the physical and digital infrastructure to boost peoples' experiences in the neighborhood and online
- Connecting NoMa businesses to the BID, the community, external resources, and each other
- Capitalizing on the potential of NoMa's safe, clean, and welcoming public spaces
- Establishing a dedicated, sustainable source of funding for the ongoing maintenance of NoMa's parks
- Expanding the BID boundary where and when appropriate or desired

PILLARS:  
CONNECTIVITY  
ECONOMIC  
DEVELOPMENT  
INCLUSIVITY  
BRAND &  
REPUTATION  
PLAY  
SAFETY

## Champion the Expansion of Metro Connectivity in NoMa

NoMa's story is inextricably linked to Metro, starting with the creation of the NoMa-Gallaudet Metro station in 2004, and access to Metro—and through Metro, access to everything the region has to offer—will continue to be a defining feature of the neighborhood well into the future. Connecting NoMa to its Metro stations through redesigned entrances that serve the community is a critical priority.

The proposed 3rd St. NE entrance to the NoMa-Gallaudet station would serve residents and businesses east of the train tracks and would tie the burgeoning Union Market area even more closely to NoMa, as well as provide a faster connection for the Gallaudet University's shuttle bus service.

Similarly, the refresh of the 1st St. NE entrance to Union Station will offer improved access not only to Metro, but to all of the amenities of Union Station (soon to begin its own long-awaited redesign).

The need for these station improvements is clear, however the BID cannot execute these projects itself. The BID will be a champion of these projects and work with the appropriate decision-makers and parties to ensure their completion.

### This initiative involves:

- Promoting the concepts and communicating the benefits of these improvements to the residents and businesses in NoMa, and to local decision-makers
- Tracking the funding and construction processes relevant to the creation of these new Metro entrances
- Marshaling support and lending the BID's voice to funding/construction/coalition-building efforts as needed

**PILLARS:**  
CONNECTIVITY  
ECONOMIC DEVELOPMENT  
INCLUSIVITY  
BRAND & REPUTATION

## Ensure the Redevelopment of Union Station Maximally Benefits NoMa

Union Station is one of NoMa's greatest assets and is positioned for expansion. The Washington Union Station Expansion Project (SEP) will cement the station as a world-class multi-modal facility in the heart of NoMa. Improvements will include new intercity and commuter rail passenger platforms, tracks and concourses, a new integrated intercity bus facility, and enhanced intermodal connections to the Metro, pedestrian, and vehicular modes at the station. The SEP will also create vibrant spaces in and around the historic station, tying the station even more closely into the neighborhood.

While construction for the project is still years away, the decisions being made today will directly affect NoMa and the impact of the SEP on the neighborhood. As the most transformative project in NoMa's future, the BID must be a champion for a successful SEP and will make sure that the neighborhood's interests are represented as plans move forward.

### This initiative involves:

- Promoting the benefit of the SEP to the NoMa neighborhood and surrounding communities
- Representing the interests of the greater NoMa community during SEP planning and coalition-building
- Ensuring that the strategic needs of NoMa and the BID are served throughout the SEP process and in the final product
- Working with the appropriate parties to ensure the project's completion and success

**PILLARS:**  
CONNECTIVITY  
ECONOMIC DEVELOPMENT  
BRAND & REPUTATION



# Reimagine North Capitol Street as a Community Boulevard

More than just the street that represents NoMa's western boundary, North Capitol Street exists as a barrier to east-west connectivity across the District. At once both a business-lined neighborhood street and a bustling arterial for commuter traffic, the street is the cause of or contributor to a host of safety and community issues.

NoMa needs connectivity to the west—to the thriving Mount Vernon triangle, to Truxton Circle and Shaw, and to Chinatown and beyond—but true connectivity must be more than roads. A reimagined North Capitol Street should serve the neighborhoods, residents, and businesses that depend on it, protect vulnerable users, and integrate communities rather than divide them.

The NoMa BID will seek both short-term and long-term ways to alleviate the challenges of North Capitol Street, through focused core services, relationship-building with communities to the west, and intentional collaboration with ongoing efforts to recreate the corridor at the city level.

## This initiative involves:

- Being a champion for the improvement of North Capitol Street. Continued engagement with the North Capitol Street community stakeholder coalition
- Building relationships with residents, communities, and businesses west of North Capitol Street and connecting them with targeted services
- Improving and increasing NoMa neighborhood branding on North Capitol Street itself
- Programming events strategically focused on North Capitol Street, its businesses, and its residents

### PILLARS:

CONNECTIVITY  
ECONOMIC  
DEVELOPMENT  
INCLUSIVITY  
SAFETY



# Our Strategic Pillars

- CONNECTIVITY**
- ECONOMIC DEVELOPMENT**
- INCLUSIVITY**
- BRAND & REPUTATION**
- PLAY**
- SAFETY**

These strategic pillars are the fundamentals of the strategy, clearly identifying the work areas of the BID and supporting the goal. They are organizational priorities that work in concert with each other rather than in conflict, and they underlie all of the BID's internal departments and programs. Each is important on its own, but it is in their interaction with and influence upon each other that their true value lies. It's no exaggeration to say that without work on all six pillars, work on any one of them would be much more difficult. As you may have noticed earlier in the plan, each of our initiatives is in service to multiple of Pillars.

	CONNECTIVITY	ECONOMIC DEVELOPMENT	INCLUSIVITY	BRAND & REPUTATION	PLAY	SAFETY
Establish a Cultural Anchor in NoMa		●		●	●	
Serve the Needs of People Living in NoMa – Housed and Unhoused Alike			●	●		●
Work to Make Justice, Equity, Diversity, and Inclusivity Foundational to the NoMa BID		●	●	●		
Champion the Expansion of Metro Connectivity in NoMa	●	●	●	●		
Reimagine North Capitol Street as a Community Boulevard	●	●	●			●
Attract, Incubate, and Support an Intentional Mix of Retail Businesses		●	●	●	●	
Activate Public and Private Ground-floor Spaces in NoMa	●	●		●	●	●
Ensure the Redevelopment of Union Station Maximally Benefits NoMa	●	●		●		
Leverage the Redesigned Virtual Circle to Connect, Beautify, and Enhance NoMa	●			●	●	●
Build on the Foundation of a Stable & Sustainable Pandemic Recovery	●	●	●	●	●	●
Deepen and Broaden the NoMa BID's Core Services to Meet the Changing Needs of the Neighborhood and its Parks	●	●	●	●	●	●

## Connectivity

Connectivity as a strategic Pillar means understanding NoMa's streets, sidewalks, trails, and rails as spaces that must serve people first. It means connecting communities and people to one another, enhancing pedestrian conditions and experiences, improving transportation and mobility resources and access, creating innovative ground-level activations and experiential art, actively supporting transit, and reimagining key roads as safe spaces that connect communities instead of dividing them.

## Economic Development

Economic development goes hand-in-hand with physical development, but is not a foregone conclusion. It must be planned for, shepherded, and safeguarded through policies, programs, priorities, and placemaking. As a strategic Pillar, economic development means ensuring that NoMa remains a resilient engine of growth at the heart of DC and lives up to the ideal of mixed-use—living, working, and playing that mutually reinforce one another provide the foundation for a thriving neighborhood economy.

## Inclusivity

NoMa is a diverse community, and needs to ensure that justice, equity, diversity, and inclusion are foundational concepts for the neighborhood's future. For NoMa as a whole to succeed, the wellbeing of all of the residents, tenants, workers, and visitors must be a part of that success. Strategically, cementing inclusivity in NoMa creates the foundation for all of the BID's future work. This work is both forward-looking and inward-looking, and while it will not be easy or quick, it is both necessary and overdue. Making inclusivity a Pillar means taking a hard look at ourselves, asking questions, and listening to the answers, but most importantly it means declaring the neighborhood's ideals and living up to them.

## Brand & Reputation

NoMa is not just a physical place or a place on a map, bounded by roads and railways, but also a conceptual place in peoples' minds and in their homes. NoMa has a sterling reputation for businesses and their employees, and for residents old and new. Making brand & reputation a strategic Pillar means more than resting on the neighborhood's success. It means building a name for the neighborhood that is synonymous with fun, with play, with arts, and with culture, and promising that NoMa will be a destination for everyone week in and week out, day or night.

## Play

NoMa needs more play, and making this a strategic Pillar will elevate fun to the top of the list for the BID's efforts, and will inform the way decisions are made around marketing, events, public space operations, and even planning. New spaces like Alethia Tanner Park create opportunities for unique new events, while better connections to surrounding neighborhoods allow new communities to discover and enjoy NoMa for the first time. New mobility options, new retailers, new partners and stakeholders, and a new approach to using public streets for the benefit of the public will set the stage for dynamic changes. Strategically, play sets high expectations for our work, but meeting them will certainly be fun.

## Safety

Safety is always a priority for any neighborhood, but making it a strategic Pillar in NoMa means thinking differently. Using art to slow down traffic, empowering residents to take care of one another, finding the right experts to provide the right solutions, and using the latest technology to connect people with the resources they need are some of the concepts that strategically prioritizing safety makes possible in NoMa. NoMa is not unique in the safety challenges it faces—roadway hazards, violent and nonviolent crime, public health issues, and more—but thanks to the mix of people, businesses, and communities that come together here, we may be able to create unique solutions.

# Approach

## How We Developed the Plan

Strategic plans have long lives, and this one began well before the end of the previous plan. As tracking of key performance indicators and evaluation of the 2016 plan was underway at the start of the 2020 fiscal year, the first elements of this plan began to take shape.

With the hiring of Chief of Staff Daniel Hoagland in January, the BID began devoting resources specifically to the formulation and design of the new plan. BID leadership built out an 18-month process designed to deliver a plan by the summer of 2021, in time for the plan to begin with the 2022 fiscal year that October.

We began by seeking input from as many stakeholders and sources as possible. We brought together the staff, board, and community to form committees that would provide guidance and feedback. We commissioned original research and analyzed the work of experts in planning, placemaking, real estate, and more.

We worked with a public opinion firm to convene focus groups of people who live and work in NoMa and conduct individual interviews with prominent individuals in development, retail, and real estate. Our committees dedicated their time and energy to key topics: culture and identity, connectivity, community and inclusivity, the pandemic.

On the quantitative side, we built a comprehensive research framework examining retail, residential, and office outlooks for the five years of the plan, together with best-in-field predictions for post-pandemic recovery, and a range of financial projections. To this we added the results of our own biannual community surveys and the outcomes from the 2016 plan.



## Acknowledgements

This strategic plan would not have been possible without the contributions of the following people, organizations, and businesses. We thank them for their work and for their confidence in and support of the NoMa BID.

### We acknowledge:

The leadership of Robin-Eve Jasper, NoMa BID President 2008-2021

The leadership of Maura Brophy, NoMa BID President 2021-

The work of NoMa BID staff past and present, and specifically the contributions of:

- Daniel Hoagland, Chief of Staff
- Jesse London, Planning and Economic Development Senior Manager

The guidance and work of the NoMa BID Board of Directors, and specifically the members of the Strategic Planning Committee:

- Caiti Anderson of REI
- Brigg Bunker of Foulger-Pratt
- Josh Dix of Trammel Crow Company
- Mike Ponticelli of Bisnow Media
- Matt Robinson of MRP Realty
- Pam Tapscott of Mathematica

The NoMa community, and specifically the members of the Community Strategic Planning Committee:

- Drew Courtney, ANC 6C commissioner
- Kim Cox, Father McKenna Center
- Heather Edelman, NoMa resident
- Anne Phelps, NoMa resident
- Conor Shaw of the Eckington Civic Association
- Eric Shin of Seoul Spice
- Gerard Wall, NoMa resident
- Kamille Warren, NoMa resident

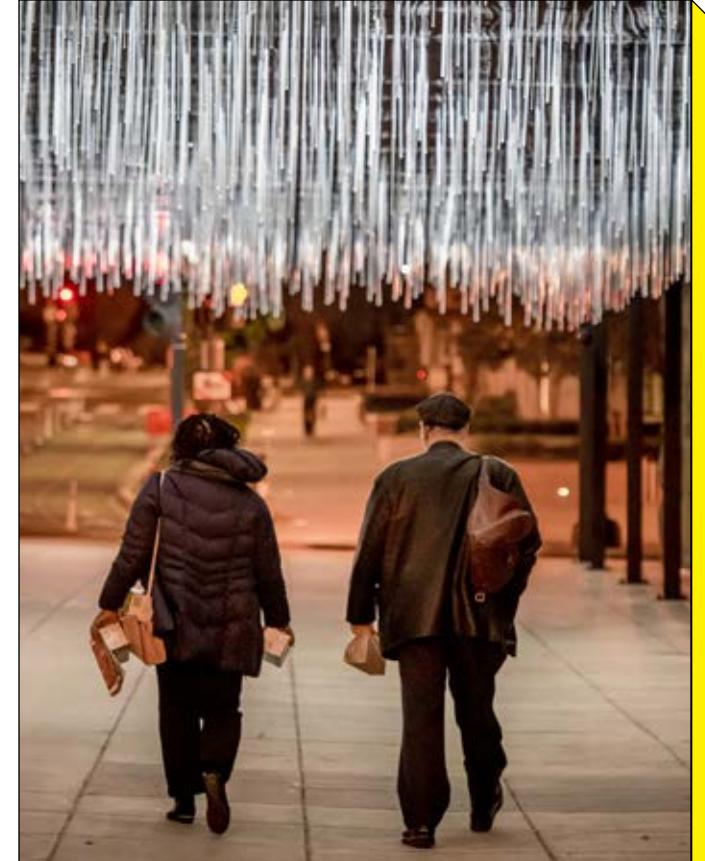
The facilitation, skill, and guidance of Bill Potapchuk and the Community Building Institute

The time and thoughtfulness of our interviewees and focus group participants

The insightful work of our research partners:

- Gensler
- The DC Policy Center
- RKG
- OpinionWorks

The photography of Sam Kittner, as well as Allen Russ and Emma McAlary.



## Deriving Targets & Tracking Outcomes

Tracking progress against this plan will be critical to our success. As such, the BID will identify key performance indicators, set targets, and monitor progress. The approach we take to establishing these targets will reflect the strategic vision we've identified, in that it will consider targets that can be achieved within the 5-year plan period, and also the "positioning" of the neighborhood for growth beyond the next five years given its longer-term trajectory. For instance, while we will certainly track progress towards achieving our overarching goal of "making NoMa magnetic," we will also aim to evaluate our progress within our strategic Pillars and our vision for the growth of NoMa long-term. An important thing to note given the nature of this plan is that some measures will be quantitative while others will be qualitative, however they will all be integral to our success.

## Evaluation & Feedback

A successful strategic plan is a living document that is periodically reviewed by both its creators and its users, with an eye towards changing contexts and constraints as opportunities for adaptations are evaluated.

For this plan, periodic evaluations by the staff and the board (and additional stakeholders) will include the following questions:

- Is the goal still effective and achievable?
- Are the Pillars still valid and connected to achieving the goal?
- What progress has been made on the initiatives and are there any that have been completed?
- What new initiatives may have arisen that should be included?



# Conclusion

This plan finds NoMa as a neighborhood on the cusp. We're emerging from our past as the new kid on the block, as the place with the odd name, as the construction capital of DC, and the next phase of our growth has arrived. The vision laid out at the beginning of the plan is rooted in the fundamentals of NoMa—our past, our people, our places—and shows us that we can be a new nexus for District life, an uplifting, vibrant, and dynamic hub of business, culture, art, and community. This vision points the way, and this plan maps the route.

As always with plans such as these, we are well aware that the future is fundamentally unpredictable, but we feel that this plan represents not only our best attempt to foresee it, but also our best approach to achieve it. We could not be prouder of this strategic plan nor more inspired and excited by the vision of NoMa laid out in its pages.

Our goal is straightforward—Make NoMa Magnetic—but it encompasses an incredible amount of hard work, thoughtful intention, meaningful partnership, and enthusiastic dedication on the part of our staff, board, and stakeholders. Succeeding will be challenging, but the NoMa BID team is ready to rise and meet it head-on.

We invite you, whether you are a NoMa resident, worker, business owner, visitor, partner, or just an interested observer, to come and see what NoMa has to offer, today and tomorrow.





STRATEGIC PLAN ADDENDUM

# Year Three Report (FY2024)



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# Introduction

This addendum report looks back at 2024, the third year of the NoMa BID's current strategic plan, "Making NoMa Magnetic." The plan was designed to advance immediate-term opportunities that contribute towards our vision while also positioning NoMa for the next five years and beyond. Born amidst the global COVID-19 pandemic, the plan was built with inherent flexibility to adapt to the changing needs of a neighborhood and a world in flux. The plan also served to codify one of the fundamental truths about NoMa: this is a neighborhood that is still growing and maturing and will be for years to come.

This year, we continued to make progress on our strategic initiatives; strengthened our partnerships; welcomed new businesses, visitors, and residents to NoMa; and redoubled our cultural and arts activations with a focus on our own community. Three years in, we are more confident than ever that NoMa's magnetism is only growing, and that through this plan, our staff and stakeholders are doing more than ever to ensure NoMa's future success.

This addendum report details that work and its impacts, capturing the myriad ways that the BID's efforts push NoMa to new heights, open new doors, and create new opportunities for the neighborhood to thrive.



## NoMa Now (2024)

NoMa in 2024 continues to grow, though the lasting impacts of the pandemic are increasingly evident. This year, we celebrated the completion of nearly all remaining buildings under construction in the neighborhood. However, the challenging economic climate has slowed new development, and, for the first time in many years, there is only one construction crane in NoMa's skies. Even so, there are promising signs that momentum will return. The question facing NoMa is not whether it will grow, but when.

The NoMa Business Improvement District worked hard to fill its streets with vibrant art, lively street life, and dynamic events that highlighted the best of what the neighborhood has to offer. The NoMa BID in 2024 is incredibly thankful for the unwavering dedication of our stakeholders, residents, and hardworking staff, and we remain committed to the continued health, stability, and success of NoMa, whatever the future may bring.

NoMa's continued growth remains our best measure of success this year. The ongoing construction boom is drawing to a close, with all of the remaining buildings under construction having been delivered in 2024, comprising 1,383 new residential units and 18,500 square feet of retail space. With those additions, the NoMa BID currently (Fall 2024) comprises 12.65 million square feet of office space, 12,299 multifamily residential units, 1,356 hotel rooms, and 657,805 square feet of retail.

### NoMa's Retail

NoMa is early in its current retail boom with more than 175,000 square feet of retail space delivered in the past two years. Our retail strategy—still in its preliminary stages—will allow us to make the most of these opportunities, bringing exciting and unique operators to NoMa like Ted's Bulletin. Retail vacancy is around 40 percent (an increase of 6% over 2022), largely driven by the above increase in supply.

## NoMa's Residential

After a strong year in 2023, residential growth has slowed. NoMa added 640 residential units, but is still seeing strong leasing activity, showing that the appeal of the neighborhood remains high. Construction of residential buildings continues to reshape the neighborhood. As of this writing, an additional 1,383 multifamily housing units were added within the NoMa BID in 2024, with still more on the horizon to be completed within the life of this Strategic Plan. Remarkably, though not surprising to us, the zip code that includes NoMa (20002), outranked every other zip code in the country in apartment deliveries between 2017 and 2023.

## NoMa's Offices

NoMa has weathered the pandemic-related impacts on the office market better than most neighborhoods, mixed-use or otherwise. Office vacancy in NoMa rose again this year, currently at 14%, but is still outperforming every other submarket in DC. The key to our relative office performance is reliable long-term office tenants, such as federal government agencies, landmark anchor office tenants like National Public Radio, and a healthy mix of residential, retail, and hotel offerings that support the office market.

## NoMa's Parks & Public Spaces

Following the completion of the NoMa Parks Foundation's work to deliver parks in NoMa by the end of 2022, the NoMa BID has stepped in as the steward and caretaker of these precious public spaces. To that end, the BID built internal capacity to provide oversight of parks and allocated additional resources towards parks maintenance and operations.



# Our Strategic Initiatives: Year Three Report

The success of “Making NoMa Magnetic” hinges on 11 key initiatives—important, ambitious, and cross-cutting projects that require collaboration from everyone at the BID and our partners.

Here's a look at how we advanced these initiatives in 2024:

## Work to Make Justice, Equity, Diversity, and Inclusivity Foundational to the NoMa BID

To successfully execute this initiative, Justice, Equity, Diversity, and Inclusion (JEDI) must be more than buzzwords for the NoMa BID. These concepts must be the compass that points the way forward.

NoMa's diversity is its greatest strength, and the only way to preserve and fortify that diversity is to invest time, money, and work in preventing its erosion.

### Progress on this initiative in 2024 included:

- Centering diversity, equity, and inclusion in recruitment efforts for both staff and the NoMa BID Board of Directors.
- Further increasing the base wages across the board for the BID's Ambassador staff to a minimum of \$19.76/hour.
- Offering a bigger slate of NoMa BID events at no cost to participants and ensuring that they are accessible and welcoming to all.
- Working with Diverse Markets Management, which recruits local Black, Indigenous, and people of color (BIPOC) makers, to manage the NoMa Farmers Market, ensuring vendor diversity.
- Preparing for the launch of a locally-owned operator for the café space at Alethia Tanner Park.
- During Black History, Women's History, and Pride months, spotlighting and celebrating on social media members of the NoMa community who represent these diverse communities.
- Contracting with small, local, queer-owned, woman-owned, and BIPOC-owned vendors for the BID's equipment and supply needs.
- Supporting Eckington Hall, an art gallery and flexible creative and event space led by a local Black entrepreneur, through social media promotion and paid sponsorship.
- Selecting films for the CiNoMatic movie series that represent diversity in front of and behind the camera.
- Taking on the curation of NoMa's signature mural festival, shifting the focus to be exclusively on a diverse group of local artists.
- Deepening connections with Gallaudet University, including partnering on public safety initiatives, supporting legislation for open captioning, and the provision of closed captioning services at all CiNoMatic movies.

**PILLARS:**  
ECONOMIC  
DEVELOPMENT  
INCLUSIVITY  
BRAND &  
REPUTATION

- Partnering with the Kennedy Center and VOCA, a DC-based non-profit supporting deaf and hard-of-hearing BIPOC artists.
- Co-producing the Deaf Enlightenment and Arts Festival at Alethia Tanner Park in September 2024.
- Sponsoring the Home Rule Festival at Alethia Tanner Park in October 2024, bringing thousands of people together for a free concert celebrating DC's musical legacy with an emphasis on jazz, soul, and go-go performances.
- Partnering with the non-profit District Coalition to bring the Latin-American musical genre and dance tradition of Cumbia to Swampoodle Terrace for a neighborhood concert and activation.
- Establishing an internal goal-setting structure that incorporates Inclusivity and Equity as required parameters for all staff.
- Ensuring an equitable artist selection process that resulted in more than 50% BIPOC and/or women artists chosen for the NoMa in Color Mural Festival and K Street Virtual Gallery.

### Targeted work on this initiative for 2025 will include:

- Enhanced storytelling, especially through art, of the historical and current contributions of Black people, Indigenous people, people of color, and the LGBTQ+ community to NoMa.
- Partnering with the cultural non-profit Capital House Music Festival to plan and produce a kickoff celebration at Alethia Tanner Park to the World Pride celebration, which Washington, DC, is hosting in May 2025.



## Build on the Foundation of a Stable & Sustainable Pandemic Recovery

The effects of the coronavirus pandemic are still evident in the neighborhood, though they have evolved over time. The community's resilience remains a testament to the hard work, vision, and adaptability of everyone here, even as the economic impacts continue to be felt by many.

### Progress on this initiative in 2024 included:

- Hosting another full calendar year of in-person events, from small-scale pop-ups to signature celebrations, including place activations, art openings, movie nights, festivals, business socials, board meetings, and the NoMa BID's annual meeting.
- Inviting residents, employees, and businesses to participate both in-person and virtually in NoMa events and meetings.
- Bolstering the local business community by hosting quarterly business socials that provide opportunities for returning employers to get to know one another, develop mutual support structures, and plan collaborations.
- Expanding and relaunching the Metropolitan Beer Trail, a free digital passport and prize-incentivized marketing program, and inviting thousands of customers to visit 11 NoMa and NoMa-adjacent breweries and bars along the Metropolitan Branch Trail.
- Realizing a slow but steady increase in the neighborhood's average pedestrian count.
- Supporting and participating in business attraction and retention efforts through partnership with the Washington, DC, Economic Partnership (WDCEP) and site selector visits.
- Preparing and supporting the regrowth of the business travel market segment to bring people to NoMa through targeted destination marketing and the creation of unique neighborhood draws like the Metropolitan Beer Trail.

### Targeted work on this initiative for 2025 will include:

- Implementation of a "residential roadshow" — a showcase of the BID's work and offerings that takes place inside residential buildings.
- Continuing to grow and expand participation in the Metropolitan Beer Trail, which is on track to achieve 70% year-over-year growth in participation.
- Explore ways to engage with residents working from home via activations, targeted outreach, and/or events.

**PILLARS:**  
CONNECTIVITY  
ECONOMIC DEVELOPMENT  
INCLUSIVITY  
BRAND & REPUTATION  
PLAY  
SAFETY



## Serve the Needs of People Living in NoMa – Housed and Unhoused Alike

NoMa is home to thousands of people who build their lives and raise their families here. Though we are a business improvement district, working to serve the residents is critical to the neighborhood's success.

This past year, as crime trends rose across the neighborhood and city, public safety emerged as a top priority for the BID. In response, we expanded staff capacity and intensified our efforts to meet the community's needs. We're proud to share that these efforts have paid off, with crime trends now showing a promising decline.

### Progress on this initiative in 2024 included:

- Delivering the BID's core services, among them the daily work of the Ambassador team in ensuring the neighborhood is clean and cared-for.
- Hiring a seasoned Senior Director of Public Space Operations with a strong background in public safety who would be a liaison to both BID stakeholders and MPD to address crime and public safety concerns.
- Enhancing data collection processes to better document and report public space activities.
- Reducing response times and improved planning for public space maintenance.
- Working with the h3 Project in NoMa led to—among many other things—102 housing matches for unhoused persons (24% increase over 2023), with 26 move-ins (3% decrease over 2023).
- Hosting a special in-person public safety forum in February in response to several violent crimes in the early weeks of the year.

**PILLARS:**  
INCLUSIVITY  
BRAND & REPUTATION  
SAFETY



in support of their effectiveness during DC's budget process.

- Providing direct financial support and coordination/communication support to businesses that experienced incidents of crime, such as King Street Oyster Bar.
- Working with property owners on specific actions that can be taken to address areas with high incidents of crime both inside and outside the BID boundary.
- Expanding the BID's network of outdoor security cameras with additions at Alethia Tanner Park, and planning new camera installations for Swampoodle Park, Swampoodle Terrace, the NoMa Meander, and other locations.
- Enrolling the BID's cameras into MPD's Real Time Crime Center.
- Piloting a mobile camera unit emplacement to provide monitoring and deterrence to crime at specific locations in NoMa.
- Securing a \$55,000 grant that allows the NoMa BID to work with private property owners to install a security camera that is connected to both MPD's Real Time Crime Center and our own CCTV system.
- Coordinating with MPD to strategically place their police vehicles (empty) randomly in locations throughout NoMa to deter crime.
- Working with MPD to launch a QR code check-in system for MPD at key locations so officers check in with property staff.
- Conducting a quarterly streetlight audit to report outages and request replacements to improve visibility and increase the feeling of safety at night.
- Working with other BIDs to encourage the city on public safety, housing-first solutions to homelessness, and other initiatives, including attending trainings organized by the US Attorney's Office aimed at increasing BID awareness of and access to public safety interventions.



**Targeted work on this initiative for 2025 will include:**

- Revising and rewriting our public space aesthetic guidelines for property owners and developers.
- Working with local stakeholders to remove the underpass barriers on M and L Streets NE.
- Planning and executing new, unique placemaking activations to enliven street-level spaces with positive activity and promote safety throughout the neighborhood.
- Delivering on the \$55,000 city grant that allows the NoMa BID to work with private property owners to install a security camera that is connected to both MPD's Real Time Crime Center and our own CCTV system.

## Attract to NoMa, Incubate, and Support an Intentional Mix of Retail Businesses

Intentionally cultivating locally owned businesses that speak to the identity and culture of NoMa, and businesses owned by women and/or BIPOC individuals helps to complement current retail and forge a resilient and empowering retail community for the future.

While NoMa's retail profile is strong, targeted investments of time, resources, and the attention will result in a vibrant retail community existing in partnership with the residents and workers in the neighborhood.

### Progress on this initiative in 2024 included:

- Redesigning and launching a new BID website, with an interactive business directory, to drive digital door swings and entice more foot traffic, shoppers, and diners to the neighborhood.
- Launching the NoMa Retail Store by offering both mural prints and apparel with profit-sharing between the BID and the artists' whose creations are featured in the limited-edition merchandise.
- Establishing the BID's first Retail Opportunity Fund, which provided \$70,000 in grants to eight local businesses to enhance their storefronts and contribute to a more vibrant streetscape in NoMa.
- Attracting exciting regional fixtures and one-of-a-kind businesses to make their home in NoMa, including Ted's Bulletin, Nice & Easy, Chopsmith, and Manifest, a tavern and speak-easy.
- Expanding the Metropolitan Beer Trail, a free digital passport and prize-incentivized marketing program, and inviting thousands of customers to visit 11 NoMa and NoMa-adjacent breweries and bars accessible from the Metropolitan Branch Trail.
- Supporting one-of-a-kind pop-up activations at parks and public spaces with vendors like Gelat-oh, a female and Black-owned startup.
- Prioritizing meeting BID procurement needs via NoMa and NoMa-adjacent businesses, including event support, printing, catering, and more.

### Targeted work on this initiative for 2025 will include:

- Opening the cafe at Alethia Tanner Park.
- Expanding the NoMa BID retail experience.
- Helping to promote the opportunity of vacant retail spaces and engage with retail brokers directly.
- Expanding the activation strategy for the box car space at Swampoodle Terrace.

**PILLARS:**  
ECONOMIC DEVELOPMENT  
INCLUSIVITY  
BRAND & REPUTATION  
PLAY

## Establish a Cultural Anchor in NoMa

The next chapter of NoMa's story will be cultural, told in the imaginations of residents, workers, and visitors. It will be written with murals and sculpture, street-scapes and projection art, music and movie nights, and in the communities that flourish here.

Central to this story is the establishment of a cultural "anchor" location in the neighborhood, a focal point for the ongoing cultural conversation in NoMa. While the form and function of such a space will ultimately be determined by that conversation, the need for such a space is clear, and the groundwork necessary for its creation has begun.

### Progress on this initiative in 2024 included:

- The opening of a new live music venue in NoMa, Nice & Easy, a bluegrass bar and lounge with weekly performances.
- Delivering a year-long slate of arts activations and events, including the second year of the signature event campaign NoMa in Color, which included a reimagined mural festival focused on a diverse slate of DMV-area artists.
- Expanding the annual concert series with the partnership of Songbyrd Music House to create the new Sunset Sounds series that brought live music to Alethia Tanner Park every Tuesday for 10 weeks.
- Partnering with arts non-profits and cultural organizations, including DC Home Rule Music Festival, the Kennedy Center, Visionaries of the Creative Arts (VOCA), and District Coalition to bring live concerts featuring diverse musical genres including go-go, jazz, soul, and cumbia, to both Alethia Tanner Park and Swampoodle Terrace Park.
- Ensuring that live music has a place at many NoMa events, including NoMa in Bloom, the weekly Farmers Market, and PumpkinPalooza.
- Providing Mosaic Theater free vendor space at BID-sponsored events to help promote their brand and upcoming productions.
- Celebrating the inclusion of wall art on newly delivered buildings, showing how NoMa's arts reputation has begun influencing developers.
- Nurturing and growing arts support from local businesses, including sponsoring STABLE Arts 5th Anniversary and an independent film festival, District Dreamers.
- Supporting Eckington Hall, the unique art gallery and flexible creative and event space launched by David Ross, a local Black entrepreneur, through social media promotion and paid sponsorship.
- Cultivating relationships with NPR, which sponsored NoMa's 2022 D.C. Walls mural festival, and exploring future partnerships and ways to engage local talent and bring live programming to NoMa.

#### PILLARS:

ECONOMIC  
DEVELOPMENT  
BRAND &  
REPUTATION  
PLAY

- Finalizing a new mission and strategy for the NoMa Parks Foundation emphasizing community engagement and stewardship of NoMa's parks.
- Collaborating with NoMa employer Hickok Cole architects by supporting their annual arts fundraiser to benefit Washington Project for the Arts.

#### Targeted work on this initiative for 2025 will include:

- Proactive relationship building with outside partners to bring events and activations to the neighborhood.
- Working with District Coalition to bring the "No Strings Attached" concert to Alethia Tanner Park, with grant funding provided by the DC Commission on Arts & Humanities.
- Developing arts and culture events and activations such as NoMa in Color.
- Continuing the Sunset Sounds free summer concert series at Alethia Tanner Park.
- Engaging with theater groups like Mosaic Theater.



## Enliven Public and Publicly Accessible Spaces in NoMa

The BID plays several roles in public space, acting as a matchmaker between spaces and activators, providing guidance and both direct and indirect support in the planning stages, as well as creating and promoting our own activations.

### Progress on this initiative in 2024 included:

- Hosting a full calendar year of in-person events, from small-scale pop-ups to signature celebrations, including place activations, art openings, movie nights, festivals, business socials, board meetings, and the NoMa BID's annual meeting, with a combined total attendance of more than 25,000 people.
- Expanding and relaunching the Metropolitan Beer Trail, a free digital passport and prize-incentivized marketing program, and inviting thousands of customers to visit 11 NoMa and NoMa-adjacent breweries and bars accessible from the Metropolitan Branch Trail.
- Hosting mural tours to raise the profile and awareness of the neighborhood's deep stockpile of public wall art, and to raise the profile of local artists.
- Reestablishing and enhancing the Third Street Art Garden, a year-long activation at 1225 Third St. NE that created an outdoor neighborhood gathering space and served as the site of more than 25 BID- and community-supported activations from May–October.
- Expanding the BID's capacity to deliver events through a partnership with DC Fray, which brought a weekly bocce ball series to the Third Street Art Garden.
- Completing the first phase of the NoMa Meander, a North Capitol-adjacent public plaza space that will create an enhanced experience for pedestrians and attract new businesses.
- Supporting and promoting community activations at Alethia Tanner Park, such as Eckington Day, DC Family Bike Fest, and the Mommy En Blanc event to promote Black motherhood.
- Supporting Eckington Hall, the unique art gallery and flexible creative and event space launched by David Ross, a local Black entrepreneur, through social media promotion and paid sponsorship.
- Working with Diverse Markets Management, which recruits local BIPOC makers, to manage the NoMa Farmers Market, ensuring vendor diversity and expanding the roster of vendors to more than 20.

PILLARS:  
ECONOMIC  
DEVELOPMENT  
BRAND &  
REPUTATION  
PLAY

### Targeted work on this initiative for 2025 will include:

- Working with local activators including DC Fray to create a "sports court" at the JBG-owned empty lots at First and N Streets NE with space for pickleball, volleyball, basketball, and more.
- Enhancing activation spaces to accommodate use in all seasons.
- Exploring opportunities to further connect community stakeholders to spaces for independent activation.
- Building stronger relationships with building managers and retailers.
- Bringing back holiday lighting and/or activation to NoMa.
- Exploring the placemaking possibilities for the former site of the Kaiser Permanente building at L Street.



# Leverage the Redesigned Virtual Circle to Connect, Beautify, and Enhance NoMa

The NoMa Parks Foundation has worked with DDOT to design and build an incredible trio of public plazas and green space at the heart of NoMa. These plazas will form a green and walkable public space bridging between the core of NoMa and the south end of Eckington. While these spaces are designed to be a draw for the community of residents and workers, the BID will utilize programming and core services to truly bring them to life.

The strategy to do so is necessarily different from a space like Alethia Tanner Park and must be centered on creating a communal sense of investment and ownership in the spaces, while finding creative ways to connect people with them that feel organic and comfortable.

## Progress on this initiative in 2024 included:

- Publicizing the upcoming infrastructure changes and promoting the value of the new plaza/park spaces.
- Managing the public naming process for the new spaces, a months-long effort to engage with both the NoMa and District-wide communities who will experience the plazas, culminating in more than 1,000 suggested names and more than 4,000 votes. The final name will be Mamie “Peanut” Johnson Plaza, which took 40% of the vote.
- Partnering with DDOT and other city agencies for the demolition of the Wendy’s property, kicking off the streetscape project and drawing public attention to the forthcoming public spaces.
- Ensuring that DDOT develops the plans for the spaces as designed, by connecting the project team with the design team.
- Establishing working relationships with Eckington stakeholders, including the staff of Councilmember Parker’s office, the new leadership of the Eckington Civic Association, and the new Area Neighborhood Commissioner for the area that includes the BID.

## Targeted work on this initiative for 2025 will include:

- Actively working to maintain the connection between the north and south ends of NoMa during construction work on the intersection.
- Initial planning of operations and community engagement around the new spaces, including working with ANCs and civic associations, and launching ongoing communications to stakeholders.
- Working with WMATA to market Metro and educate employers about mass transit.
- Including commuter education for employers in the BID’s business services portfolio.
- Managing the work of SWA Balsley in order to oversee the build-out of the new public spaces.
- Planning for the opening and use of the new public spaces, currently scheduled for early 2025.

**PILLARS:**  
CONNECTIVITY  
BRAND &  
REPUTATION  
PLAY  
SAFETY



Announcing the name for the trio of new public spaces.



NE corner of First Street and New York Avenue looking north.



SW corner of First Street and Florida Avenue looking south.



SE corner of Florida Ave and New York Avenue looking west.



## Deepen and Broaden the NoMa BID's Core Services to Meet the Changing Needs of the Neighborhood and its Parks

The NoMa BID delivers services to businesses, property owners, developers, residents, workers, and visitors. Each of these audiences interacts differently with the neighborhood, and has different needs, wants, and experiences. Our core services were established to meet those needs and as the neighborhood changes, so will our role in serving it.

The keystone of this initiative is evolving BID services in concert with NoMa, anticipating needs and adapting to them as seamlessly as possible. Built into this idea is a creative and flexible staff that is happy and well-managed, and an internal structure that elevates communication and collaboration across departments.

### Progress on this initiative in 2024 included:

- Finalizing a new mission and strategy for the NoMa Parks Foundation (NPF) emphasizing community engagement, maintenance, and stewardship of NoMa's parks.
- Developing a Capital Needs Assessment tool which will help the BID and NPF work with District agencies to advocate and plan for the future needs of the parks.
- Greatly expanding our attention to public safety, including adding new staff, expanding the role of the Public Space Operations Senior Director and the oversight of the Board's Public Wellbeing Committee, organizing and attending public safety walks, ANC and civic association meetings, and strengthening collaboration and coordination with the Metropolitan Police Department.
- Deepening our knowledge of public safety tools that can be deployed by NoMa businesses to protect themselves.
- Growing our social media presence and following significantly, enhancing our ability to connect with and inform the community about events, initiatives, and important updates.

### PILLARS:

- CONNECTIVITY
- ECONOMIC DEVELOPMENT
- INCLUSIVITY
- BRAND & REPUTATION
- PLAY
- SAFETY

- Building on the success of the quarterly business social gatherings to create a connected network of business managers and owners that can support and engage with one another.
- Copying the successful business social model to launch a new property management social on a quarterly schedule.
- Adding and reorganizing staff to build capacity and expand the breadth of our core services.
- Relocating to a new office in the neighborhood that consolidates office and ambassador operations.
- Reorganizing administrative and HR management tasks to a streamlined web platform, reducing overhead and freeing up capacity for core service work.
- Continuing investment in BID staff, both in terms of capacity-building and professional development.
- Repositioning our Community Resource Management (CRM) platform to allow for more effective internal data management.
- Conducting our biannual Community Survey to measure the effect of the BID's work on the community and to gather information for future development of the BID.

### Targeted work on this initiative for 2025 will include:

- Advocating for dedicated maintenance funding for NoMa's parks.
- Automating internal processes related to the BID's revenue collection process.
- Working with local government and private sector partners to prepare for the new presidential administration.

## Champion the Expansion of Metro Connectivity in NoMa

Connecting NoMa to its Metro stations through redesigned entrances that serve the community is a critical priority. The need for station improvements at both NoMa metro stations is clear, however the BID cannot execute these projects itself. The BID will be a champion of these projects and work with the appropriate decision-makers and parties to ensure their completion.

The proposed Third Street NE entrance to the NoMa-Gallaudet station would better serve residents and businesses east of the train tracks and would tie the burgeoning Union Market area even more closely to NoMa, as well as provide a faster connection for the Gallaudet University's shuttle bus service.

Similarly, the refresh of the First Street NE entrance to Union Station will offer improved access not only to Metro, but to all of the amenities of Union Station (soon to begin its own long-awaited redesign).

### Progress on this initiative in 2024 included:

- Consistent coalition-building, research, and groundwork helped encourage the Mayor to include funding and support for the Third Street Metro entrance in her FY25 six-year capital allotment budget for the first time.
- Continued success of the neighborhood has led the NoMa-Gallaudet station to become the seventh busiest station in the entire system and experience the busiest ever one-day ridership in October 2024.
- Successful collaboration with WMATA to engage planners and budget officials in the next phase of the project's development resulting in the Third Street Metro entrance being included in the agency's FY25 budget.
- Successful collaboration with DC City Councilmembers and staff to ensure the inclusion of \$50 million in funding for the Third Street Metro entrance in the city's FY25 budget.
- Promoting the Third Street Metro entrance to stakeholders and the general public with a series of new renderings and images.
- Moving the NoMa Farmers Market to Third Street, adjacent to the upcoming Third Street NE entrance, which helped increase visibility for the entrance and, at completion, will create a symbiotic relationship for market visitors and vendors.
- Cleaning and activating Metro-adjacent spaces to highlight the station, including the N Street stairs, the Breezeway, and the Metropolitan Branch Trail.
- Working with WMATA to highlight the benefits of bus priority projects on H Street NE/ NW and Florida Avenue.
- Building effective communication channels between the BID's public space management team on Metro Police department on the sharing of emergency incidents when they occur real time at or around the metro station.

#### PILLARS:

CONNECTIVITY  
ECONOMIC  
DEVELOPMENT  
INCLUSIVITY  
BRAND &  
REPUTATION

#### Targeted work on this initiative for 2025 will include:

- Continuing to advance progress towards the construction of a third entrance at the NoMa-Gallaudet Metro station onto Third Street NE.
- Enhancing advocacy for the Third Street NE entrance by highlighting and celebrating the 20th anniversary of the station's 2004 opening throughout the year.
- Working with WMATA to include NoMa-specific information and/or advertising inside of the NoMa-Gallaudet station.
- Engaging with the WMATA bus route redevelopment project to ensure the needs of NoMa are represented.
- Promoting NoMa as a multimodal destination and promoting all transportation options work with businesses to engage employees.





BBB/Grimshaw Architects

## Ensure that Union Station Maximally Benefits NoMa

Union Station is one of NoMa's greatest assets and is positioned for expansion. The Washington Union Station Expansion Project (SEP) will cement the station as a world-class multi-modal facility in the heart of NoMa. Improvements will include new intercity and commuter rail passenger platforms, tracks and concourses, a new integrated intercity bus facility, and enhanced intermodal connections to the Metro, pedestrian, and vehicular modes at the station. The SEP will also create vibrant spaces in and around the historic station, tying the station even more closely into the neighborhood.

While construction for the project is still years away, the decisions being made today will directly affect NoMa and the impact of the SEP on the neighborhood. As the most transformative project in NoMa's future, the BID must be a champion for a successful SEP and will make sure that the neighborhood's interests are represented as plans move forward.

### Progress on this initiative in 2024 included:

- Championing the public release of the long-awaited Environmental Impact Statement (EIS).
- Promoting the benefit of the SEP to the NoMa neighborhood and surrounding communities.
- Representing the interests of the greater NoMa community during SEP planning and coalition-building.
- Ensuring that the strategic needs of NoMa and the BID are served throughout the SEP process and in the final product.
- Working with the appropriate parties to ensure the project's completion and success.
- Promoting positive stories about the station, including new retail openings.

### Targeted work on this initiative for 2025 will include:

- Utilizing Union Station more frequently for space activations and events.
- Exploring the use of NoMa branding/advertising inside of Union Station.
- Working with Union Station management to clean the bike station facility and make it ready for new activation and use.
- Adding wayfinding signage to Union Station itself or the areas immediately outside.

**PILLARS:**  
CONNECTIVITY  
ECONOMIC  
DEVELOPMENT  
BRAND &  
REPUTATION

## Reimagine North Capitol Street as a Community Boulevard

NoMa needs enhanced connectivity to the west—to thriving neighborhoods like Mount Vernon Triangle, to Truxton Circle and Shaw, and to Chinatown and beyond—but true connectivity must be more than roads. A reimagined North Capitol Street should serve the neighborhoods, residents, and businesses that depend on it, protect vulnerable users, and integrate communities rather than divide them.

The NoMa BID seeks both short-term and long-term ways to alleviate the challenges of North Capitol Street, through focused core services, relationship-building with communities to the west, and intentional collaboration with ongoing efforts to recreate the corridor at the city level.

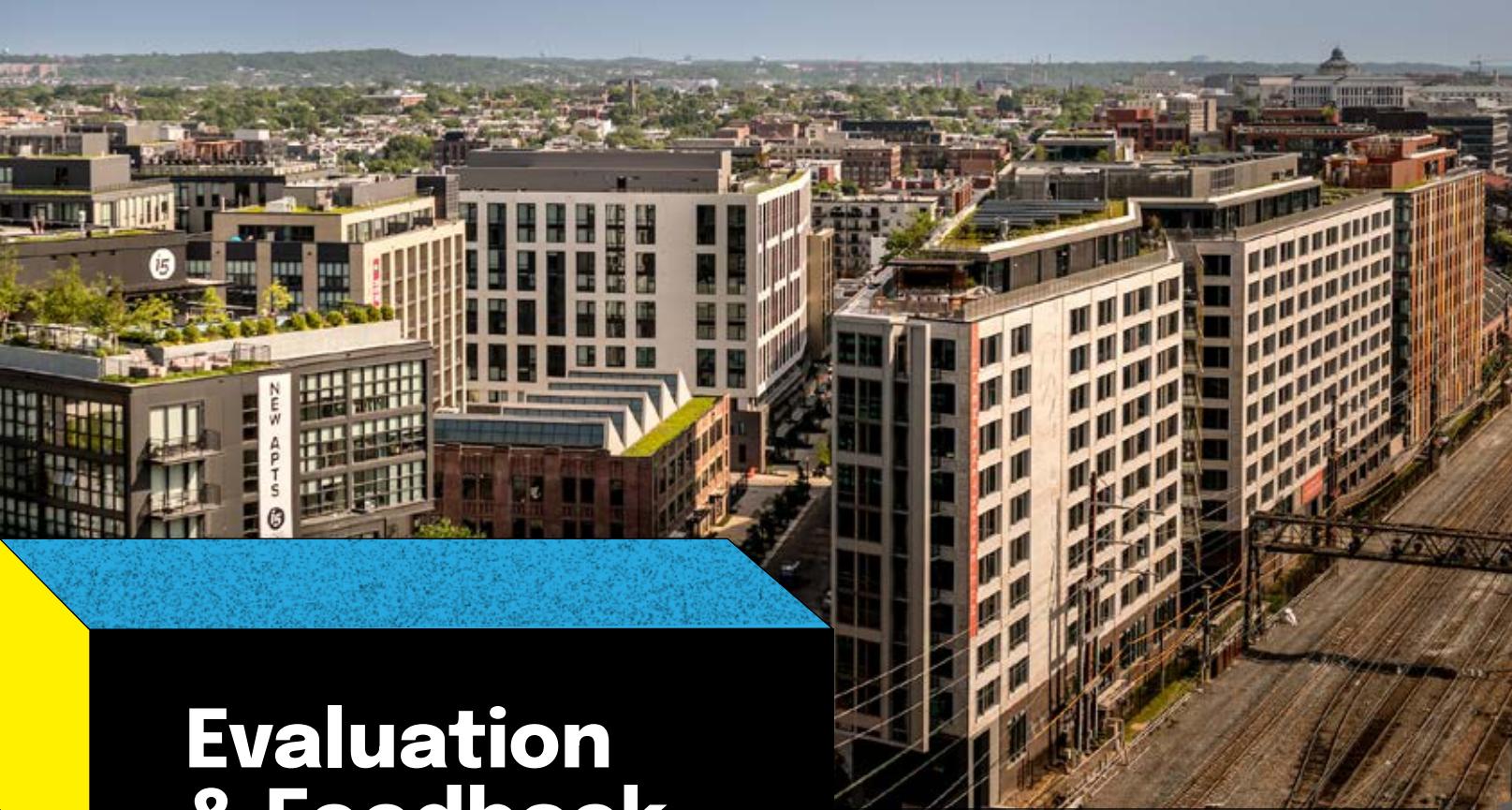
### Progress on this initiative in 2024 included:

- Being a champion for the improvement of North Capitol Street in as many avenues as we can.
- Collaborating with the North Capitol Street community stakeholder coalition, to address issues and create opportunities for collaboration and partnership, both with the BID and with one another.
- Building relationships with residents, communities, and businesses west of North Capitol Street and connecting them with targeted services, including the new developments at Banner Lane and NW One.
- Improving and increasing NoMa neighborhood branding on North Capitol Street through new street pole banners and fence banners on currently empty lots.
- Supporting North Capitol businesses, on both sides of the street, through both promotion and direct support.
- Establishing a dedicated public safety coalition, including ANC representatives, DC Council staff, law enforcement, residents, businesses, and more to directly address issues at P Street NE and North Capitol.
- Progressing work on the NoMa Meander, a North Capitol-adjacent public plaza space that will create an enhanced experience for pedestrians and attract new businesses.
- Working with DDOT to repair damaged sidewalks and repave portions of Patterson Street NE and N Street NE to improve approaches to and from North Capitol.
- Partnering with new buildings like the Florian to support NoMa events and cross-promote.

### Targeted work on this initiative for 2025 will include:

- Exploring the placemaking possibilities for the former site of the Kaiser Permanente building at L Street and North Capitol.
- Re-engaging with the North Capitol Main Street organization and exploring partnership opportunities.
- Helping activate and promote new residential and commercial properties along the corridor.
- Engaging with the community in response to the North Capitol Street Corridor Study conducted by DDOT upon its release.

**PILLARS:**  
CONNECTIVITY  
ECONOMIC  
DEVELOPMENT  
INCLUSIVITY  
SAFETY



## Evaluation & Feedback

A successful strategic plan is a living document that is periodically reviewed by both its creators and its users, with an eye on changing contexts and constraints on the ground. Evaluation is ongoing as opportunities for adaptation and evolution are evaluated.

For this plan, periodic evaluations by the staff and the board (and additional stakeholders) will include the following questions:

- Is the goal still effective and achievable?
- Are the pillars still valid and connected to achieving the goal?
- What progress has been made on the initiatives and are there any that have been completed?
- What new initiatives may have arisen that should be included?

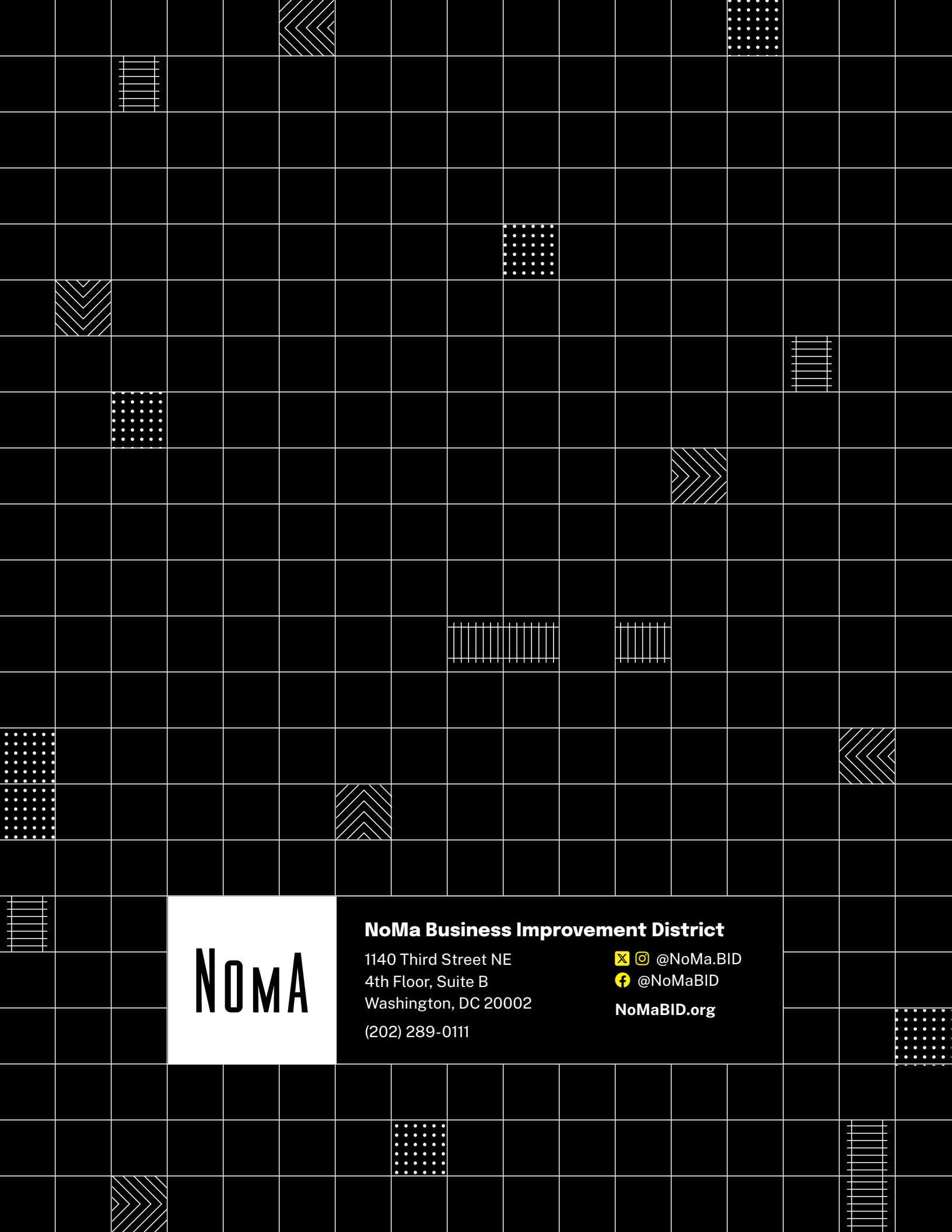
In October 2024, the BID staff dedicated time to asking and answering these questions as a group and, as in 2022, we emerged with a renewed appreciation for and dedication to the goal and the pillars. The progress on initiatives is outlined above, and no new initiatives or changes to the existing initiatives were suggested.

In 2024, opportunities and challenges arose that affected various parts of the organization differently, and strategic work progressed at different paces and in different ways across the staff. With the clarity of experience, we prioritized, shifted capacity, and adapted to the neighborhood's needs as they changed. As an example, with crime rates and public concern rising in tandem, we shifted capacity to focus internal and community resources on public safety, creating spaces for collaboration and communication that help NoMa stakeholders work together to address their needs. That work, and the work outlined above shows the impressive efforts of our small but dedicated staff, the care they take in that work, and the pride they have for this thriving neighborhood.

## Conclusion

The third year of a strategic plan is a pivotal moment, where the lessons of year two crystallize into refined strategies and a deeper understanding of what it truly takes to achieve the BID's goals. The initial idealism and energy have matured, and now, with two years behind us, the urgency of 2027 feels more tangible than ever.

Much like NoMa itself, the vision and flexible framework embodied in this plan last year has proven its effectiveness, its value, and its strength. The work of "Making NoMa Magnetic" continues into 2025, in service to this vision and this plan. The future of NoMa is arriving every day, ushered into place by the commitment and dedication of all those who work, live, and play here.



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