Preserving and Developing Urban Industrial Spaces

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Overview

1) Context
2) Defining Characteristics
3) DC’s Vision
4) What has worked
In 1975 DC had 120 million Square feet of Industrial Land

Today DC has 90 million square feet of industrial land
25% less than 1975
## Industrial 2.0: PDR

<table>
<thead>
<tr>
<th>Production</th>
<th>Distribution</th>
<th>Repair</th>
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[Image of people working in a production facility, a warehouse with high shelves, and a mechanic working under a car.]
PDR Policy Drivers

• Support New Businesses and Innovation
• Promote Inclusive Job Growth
• Enable Certified Business Enterprise Expansion
• Improve Environmental Stewardship
• Serve Municipal Functions
• Provide Community Transitions and Amenities
• Create Authentic Places
• Support a Growing City
Local Economy and Equity

Reimagining Industrial Areas in Washington, D.C.

- Stabilizes adjacent land prices
- In DC, PDR jobs pay on average $4 to $7 more
- Provides job diversity
- Training on the Job
- Career-ladder Opportunities
- Low-barrier to entry, more open to returning citizens than jobs in service and security
- Stabilizes adjacent land prices

Median PDR wage
$60,000

Median Retail wage
$30,000
Major PDR Land Users in DC
Defining Characteristics
PDR Land in the District

- Developed along rail lines and waterfront areas; highly concentrated in NE
- Older, outdated buildings do not meet current demand
- Pressure to rezone and redevelop; flexibility in zoning allows for a variety of uses
- Still relatively inexpensive pricing, but less competitive than surrounding jurisdictions
- Historically not an economic driver of the District

Reimagining Industrial Areas in Washington, D.C.
Why Ward 5

Ward 5 is home to about 50% of DC’s industrially zoned Land

Ward 5 residents have voiced a desire for improvements and amenities

Opportunity for businesses to be improved neighbors and better serve local residents

Capitalize on the District’s changing economy and demographics

Leverage the demand for green, technological and creative services
Zoning

Current Zoning Presents Challenges

- Mix of allowed uses creates conflicts (e.g. schools)
- Some high value uses generate price pressure for traditional PDR (e.g. hotels and storage)

Source: Office Chief Technology Officer; Ayers Saint Gross
Most areas lack buffers between industrial uses and residential neighborhoods.
Parcel Sizes

Only 20% of parcels are 10 acres or more – these are mostly controlled by government and semi-government entities like Amtrak, CSX, WMATA

Smaller properties are mostly owned by private sector entities

Source: Office Chief Technology Officer; Ayers Saint Gross
Public Entities Own 15% of the PDR areas in Ward 5

Federal Government – National Arboretum & Postal Service

DC Government – DDOT, DPW, DDOE

Source: Office Chief Technology Officer; Ayers Saint Gross
Transportation Infrastructure

Transport Entities Own 30 of the PDR areas in Ward 5

Extensive Rail Yards along New York Avenue

Metro Red Line Extends North-South

Source: Office Chief Technology Officer; Ayers Saint Gross
Ward 5’s building stock is not price or quality competitive with commodity grade space in neighboring jurisdictions.

Less than 5% of space is 5,000 sq ft or less – the ideal size for start-ups.
Market Pressure
DC’s Vision for Production Distribution and Repair
"Vision

Existing industrial land will be adapted to meet the needs of a Sustainable Cutting-edge Production, Distribution, and Repair industry that diversifies the District’s economy, serves as a hub for low-barrier employment, complements and enhances the integrity of neighborhoods, and provides opportunities for arts, recreation and other community amenities."
Key Factors

- Over **500 Businesses**
- Nuisance uses affect *quality of life* for nearby residents
- Opportunity to modernize and attract *emerging sectors*
- Increasing demand for smaller spaces for *creative and food businesses*
- **Good Jobs:** PDR Annual Average Wages Range from $37k (Warehousing) to mid-$60k (Wholesale and Construction) Compared to $33k in Retail
- **Career-Ladder Opportunities:** Entry Level PDR Jobs Allow for Advancement
8 GOALS FROM WARD 5 WORKS

01. Diversify Economy & Bolster Businesses
02. Grow New & Emerging Businesses
03. Promote Inclusive Job Growth
04. Address Nuisance Issues
05. Improve Environmental Stewardship & Performance
06. Optimize Municipal Functions
07. Provide Community Amenities
08. Create Great Places & Connectivity
Possible Tools to Attain the Goals

1. Leverage District Government property to pilot maker economy activities
2. Pursue partnerships for co-location opportunities
3. Support skill development programs
4. Leverage CDFI resources by showcasing demand
5. Develop financial and zoning incentives similar in nature to affordable housing
6. Better connect makers to existing resources and adjust programs to better assist
7. Continue to leverage existing planning processes & preserve Industrial Land through Zoning Code
8. Pursue federal resources – both physical and financial
9. Foster the development of an Industrial Advocacy Organization
What Has Worked
The Made in DC Program supports and promotes the city's makers. Discover locally-made products making the District unique.
Inclusive Technology
Ward 5 Works - December 8, 2014 Community Meeting

- Community/Business Industrial Forum
- Maker space initiative

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Thank You

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