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## Opposing Action MC-2.5.D in the Comprehensive Plan

Concerning the Mid-City Element of the Comprehensive Plan, ANC1D advises against the incorporation of Action MC-2.5.D: Market the Unique Character of Mount Pleasant Street: Led by the Mount Pleasant Main Street, coordinate a marketing campaign to promote Mount Pleasant businesses to District residents outside the neighborhood.

That recommendation is directly contrary to the advice of the Mount Pleasant Street Market Analysis of 2009, which concluded the following:

Mt. Pleasant Street does not have the infrastructure necessary to serve as a destination retail location. As a neighborhood route, Mt. Pleasant Street does not have the dimensions or the capacity to support destination-oriented traffic. Parking concerns, including limited site availability for new parking construction, would also place severe limitations on the street's ability to draw from and serve a larger trade area.

Furthermore,

Setting aside the traffic and wayfinding difficulties, attracting a larger customer base will compromise the small, local customer base. Retail character and clientele will become less "Mt. Pleasant-oriented" and less special. The foundation of the street's prosperity would almost certainly be compromised by clogged roadways and parking lots.

Mount Pleasant Street is currently doing well as a neighborhood retail area serving residents within walking distance. The high population density and prosperity of the immediate neighborhood suffice to provide patronage to the local business establishments. From the market study, again: Mt. Pleasant's "buy local" shopping attitude essentially guarantees a baseline of retail demand that is immune from nearby retail growth and emerging competition.

*Resolution passed, 3 to 0 vote, at the legally noticed, public meeting of ANC1D on December 17, 2019, with a quorum present. Voting "yes": Commissioners McKay, Sandenburgh, Stewart. A quorum for this commission is three; three commissioners were present.*



Jack McKay, Secretary, ANC1D