



H St. NE Grows Green

Introduction and Goals

Progressive cities around the world are competing to attract green businesses, communities, and consumers. Washington, DC has identified H Street NE as a district that could be a model for other Main Streets that aim to be profitable, eco-friendly, and healthy. The H St. Grows Green initiative was created to encourage and coordinate environmentally sustainable growth as the corridor faces increasing attention from the city and developers.

The H St. NE Corridor is unique in many ways—historically, commercially, culturally, and economically. A revitalization effort is already underway; however, uncertain economic times and an unclear commitment from the surrounding community create challenges for revitalizing the corridor beyond the “bulldoze and build” strategy employed in many other neighborhoods. The H St. Grows Green initiative seeks to involve stakeholders throughout the H St. NE community in planning, designing, and implementing “green” business practices that are profitable, useful, and sustainable.

DC Greenworks, a local non-profit whose mission is to promote urban social revitalization through environmental restoration, and Green Living Consulting, a Capitol Hill-based company that helps businesses and households adopt eco-practices, have teamed up with H Street Main Street to help the H Street NE Corridor explore opportunities for greening local businesses and the surrounding community. As a historically and culturally unique corridor with many opportunities for redevelopment, H Street NE has an opportunity to create the greenest Main Street in the District of Columbia and possibly the country.

The main goal of the initiative is to help the H Street NE business community realize the increased benefits of being both an environmentally sustainable as well as a vibrant and economically successful main street commercial district. DC Greenworks and Green Living Consulting will provide resources and education to the H Street Business community that can help strengthen their economic potential while reducing their impact on the environment and business operating expenses.

GOALS

- Foster community and stakeholder collaboration to plan and carry out cost-effective, sustainable neighborhood revitalization
- Develop four to five community-driven environmental projects
- Identify and secure public and private investment for these projects
- Develop an environmental or “green” kit to help businesses that wish to commit to green revitalization
- Establish training programs for green jobs

BENEFITS

- Businesses in the H St NE corridor may benefit through:
 - Lowering operating expenses via cutting energy costs, reducing water use, decreasing waste, recycling, reducing packaging, local purchasing/sourcing, and related strategies
 - Improving indoor and ambient air quality
 - Increasing business from environmentally-conscious consumers
 - Improving employee health and morale
 - Building H Street NE’s reputation as a “green” business district
- Residents and consumers will enjoy more attractive, eco-friendly businesses and a more walkable, transportation-friendly street.
- Home, business, and property owners will see property values rise.
- DC residents will benefit from increasing H St. employment opportunities.
- Area youth will enjoy more desirable public spaces and more job and cultural opportunities.
- H St. NE community members and stakeholders will unite, share common goals, and experience greater pride in their community.

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