

9TH AND V STREETS, NW

05-17



BROADWAY ATLANTIC ONE LLC

**APPLICATION TO THE
DISTRICT OF COLUMBIA ZONING COMMISSION FOR
CONSOLIDATED REVIEW AND APPROVAL OF A
PLANNED UNIT DEVELOPMENT
AND ZONING MAP AMENDMENT**

June 14, 2005

ZONING COMMISSION

CASE No. 05-17

EXHIBIT No. 2

District of Columbia
CASE NO.05-17
EXHIBIT NO.2

DEVELOPMENT TEAM

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<u>Exhibit</u>	<u>Description</u>
A	Application Forms
B	Certificate of Notice
C	Notice of Intent to File
D	List of Owners of Site within 200 feet of the Subject Site
E	Compliance with Consolidated PUD Requirements and Environmental Analysis
F	Architectural Drawings, Elevations, and Photographs of the Site and Surrounding Area
G	Tabulation of Development Data

PREFACE

This statement is submitted by Broadway Atlantic One LLC (“Applicant”) in support of the two applications before the Zoning Commission for the consolidated review and approval of two Planned Unit Developments (“PUD”), one of which includes a corresponding amendment to the Zoning Map of the District of Columbia, for the Atlantic Plumbing site, which includes the following properties: Square 2875, Lots 1107, 2012, and 2026 (“Parcel A”); Square 2875, Lot 2030 (“Parcel B”); Square 2873, Lot 864 (“Parcel C”); and Square 2875, Lot 1106 (“Parcel D”) (the “Site”). The Site currently is improved with a mixture of undesirable uses, including parking lots, concrete-block industrial buildings, and warehouses, all of which will be demolished. To replace those buildings, the Applicant proposes to construct four buildings, with 297, 99, 173, and 10 units each, for a combined total of 579 residential units (the “Project”). One of the PUD applications includes the portion of the Project located east of 9th Street (Parcels A, B, and D). This portion of the Project comprises the majority of the Site and is located in the CR zone north of V Street and the Arts/C-2-B Zone south of V Street. The Applicant requests a Zoning Map amendment for Parcel B, the portion of the Site zoned Arts/C-2-B, to be rezoned to CR. The second PUD application includes the portion of the Project located west of 9th Street (Parcel C). The Applicant plans to develop this portion of the Site under the existing CR zoning. The Applicant requests that the public hearings for the two applications be consolidated into one public hearing.

The Applicant is requesting this relief in order to create an exciting mixed-use project on a highly visible site that will transform the Greater Shaw/U Street neighborhood. The Project will provide approximately 30,000 square feet of affordable housing – the largest affordable

housing component ever offered as a PUD amenity – and much-needed ground floor retail that will transform and enliven the streetscapes of the neighborhood. The Project will provide a total of approximately 677 parking spaces. This project has been thoughtfully designed to complement the existing structures and properties near the Site.

In support of this application, the Applicant submits completed application forms for each PUD, a Notice of Intent to File a PUD (with property owner list and certification of mailing), architectural drawings, and a map depicting the Zoning Districts for the Site and the surrounding area. As set forth below, this statement and the attached documents meet the filing requirements for a PUD and Zoning Map Amendment application under Chapter 24 of the District of Columbia Zoning Regulations.

I. INTRODUCTION

A. Summary of Requested Action

This document supports the application of Broadway Atlantic One LLC to the Zoning Commission of the District of Columbia for the consolidated review and one-step approval of a PUD and a corresponding amendment to the Zoning Map for the portion of the Site located in the ARTS/C-2-B Zone. The Site consists of Lot 864 in Square 2873 and Lots 1106, 1107, 2012, 2026 and 2030 in Square 2875. It is located in Ward 1 and consists of approximately 81,462 square feet of land area.

The majority of the Site is zoned CR with ARTS/C-2-B zoning on Lot 2030 (Parcel B), which is located south of V Street. The Applicant requests a Zoning Map amendment to the CR District for that portion of the Site to accommodate the proposed mixed-use project. The proposed height is significantly less than that allowed under the PUD guidelines for the CR District, and the proposed density is within those requirements as well. The Applicant proposes to develop a signature residential project on the Site that will help to enhance and revitalize this neighborhood. In total, the Project will include 579 new residential units in four buildings, with 297, 99, 173, and 10 units each. The Project will also include 30,000 square feet of affordable housing and a retail presence along V Street.

B. The Applicant

Applicant's parent company, The Broadway Group ("Broadway"), is an owner, manager and developer of both commercial and residential properties. Since 1978, Broadway has owned and managed in excess of twenty-three million square feet of income-producing property. Broadway's initial area of specialty was the renovation, rehabilitation, and upgrade of

commercial office buildings located primarily in New York City. Under-performing assets were given substantial makeovers, both structurally and aesthetically, and repositioned in the market.

In more recent years, Broadway has entered the D.C. market and has positioned itself to be a major developer of residential projects in the District. In addition to this site in the vicinity of 9th and V Streets, NW, current projects include a residential project at 318 I Street, NE, a high-profile site at 425 Massachusetts Avenue, NW, and, in partnership with Abdo Development, Senate Square, which is the former Capital Children's Museum site. The site at 318 I Street, NE is located one block east of the Senate Square complex and is approximately 28,000 square feet. The Applicant plans to raze the existing structure, formerly a commercial bakery, and construct a building featuring 120 condominium apartments. The project at 425 Massachusetts Avenue, NW in the Mount Vernon Triangle, will contain 400,000 square feet of residential space in a 14-story building. The 370 condominium apartments will contain a mix of sizes ranging from studios to three bedrooms in a wide variety of layouts. Finally, Senate Square is an all residential project that will span the square block bounded by H and I Streets, NE and 2nd and 3rd Streets, NE and will consist of approximately 500 condominium apartments.

C. Project Goals and Objectives and Benefits of Using the PUD Process.

The PUD process provides a means for creating a "well-planned development." The objectives of the PUD process are to promote "sound project planning, efficient and economical land utilization, attractive urban design, and the provision of desired public spaces and other amenities." The notice and hearing requirements of the PUD regulations ensure that adjacent property owners and area residents will have the opportunity to express their views about the application. The use of the PUD process gives the community and District agencies an opportunity to work together with the Applicant to ensure a well-planned development. The

PUD process will provide the Zoning Commission with an opportunity to review the design of the Project.

D. Development Timetable.

The Applicant plans to start construction no later than the Fall of 2006 and expects that the total construction period will last approximately 24 months.

II. THE PROPOSED PROJECT

A. Site Location

The Site comprises approximately 81,462 square feet of land area. Currently, it is improved with a mixture of uses, including parking lots, concrete-block industrial buildings, and warehouses. All existing structures will be demolished. The majority of the Site is located north and east of Florida Avenue, west of 8th Street and north of V Street. A portion of the Site is located just north of the 9:30 Club, a popular night club. There also is a small portion of the Site located south of V Street. This parcel abuts the Housing Finance Agency building and is located across the street from the General Baking Co. building. The entire Site is located just south of the Howard University parking lot.

The surrounding area is an emerging and underdeveloped neighborhood that is experiencing a renaissance in residential development. Several new residential condominium buildings are under development near the Site. The Rhapsody, located at Florida Avenue and W Street, N.W. will feature 162 condominium units with loft-like features and a large rooftop terrace with underground parking. P. N. Hoffman is developing Union Row north of the Site. This project will feature a conversion of existing warehouse structures into an eight-story mixed-use building housing more than 250 condominium units and townhomes with a vibrant urban streetscape including shops and cafes. The Floridian, a condominium building near the Site at

Florida Avenue and V Streets, N.W., will feature two eight-story towers of condominium loft units. The Project will be a signature development in this emerging area, and will provide ample parking and the pedestrian-oriented retail uses to service the new residents who will be entering the community.

The majority of the Site is designated Moderate Density Residential, Moderate Density Commercial, and Institutional, as shown on the District of Columbia Generalized Land Use Map. The Lot south of V Street (Lot 2030) is designated Medium Density Residential and Medium Density Commercial, as shown on the District of Columbia Generalized Land Use Map, reflecting the presence of Howard University. The properties to the east of the Site are included in the Institutional Land Use Category. To the north of the Site, the land is designated as Parks, Recreational and Open Space on the District of Columbia Generalized Land Use Map. The properties directly to the west of the Site running from north to south are located in the Moderate Density Residential, Low Density Commercial and Local Public Facilities Land Use Categories, respectively. The properties to the south of the Site are located in the Moderate Density Residential Land Use Category.

B. Project Description.

The plans, elevations, and drawings for the Project are attached as Exhibit F. The Applicant plans to create four unique and inviting residential buildings with the introduction of 579 residential units on four separate parcels in the vicinity of 9th and V Streets, NW. The building to be constructed on Parcel A will feature approximately 297 residential units and approximately 19,275 square feet of ground floor retail. The building to be constructed on Parcel B will feature approximately 99 residential units with approximately 6,025 square feet of ground floor retail. The building to be constructed on Parcel C will feature approximately 173

residential units with approximately 4,253 square feet of ground floor retail. Finally, the building to be constructed on Parcel D will feature approximately 10 residential units with approximately 1,444 square feet of ground floor retail. The Project will have combined footprints totaling approximately 66,000 square feet. All of the residential units will be for-sale units. The buildings also will contain retail components on Florida Avenue, 9th Street, 8th Street, and V Street. In addition to the ground floor retail, the Project will enliven the street by having ground floor access to individual units along Florida Avenue, 9th Street, and 8th Street. Three of the new buildings will be built to a height of 100 feet. The building located on Parcel C, fronting 9th Street, will be built to a height of 60 feet.

The architect for the Project will be Esocoff & Associates. The buildings will be constructed primarily of masonry with metal windows and precast concrete and stone trim. The massing of the buildings, bays, and rooftop tower elements will create a richness of expression appropriate to this neighborhood. Along 8th and V Streets, the design provides soft edges through the use of the secondary massing of bays, balconies and setbacks. Elevational elements within these bays, ornamental brickwork, and window patterns will further establish an appropriate scale relationship to nearby buildings. The bays have been designed to provide ample room for the growth of street trees, further enhancing the proposed streetscape. The exteriors of the individual buildings, as currently illustrated, are quite similar to each other and to other projects by Esocoff & Associates. The design of the elevations will evolve through the PUD process as the Applicant meets with the community to develop appropriately idiosyncratic expressions for each building reflective of the history, character and culture of this socially diverse, artistic rich and academically renowned community. Esocoff & Associates and its principal, Philip Esocoff, are known for incorporating ornamental programs that are specific to each project, whether in the

bus insignias incised in the exterior of the Historic Greyhound Terminal project at 1100 New York Avenue, the donkey and elephant cable anchorages at 2401 Pennsylvania, NW, the flag-like color tiles at the Torpedo Factory in Alexandria, or the Jeffersonian plant forms in the ornamental metalwork at the Jefferson at Penn Quarter.

The roofs of the new buildings will serve as landscaped recreation spaces. The need for shade will allow a lively visual ending to the building that will give them a memorable skyline. Esocoff & Associates has created similar emblematic roofscapes at 220 H Street, NE, 1499 Massachusetts Avenue, NW, 616 E Street, NW and 400 Massachusetts Ave., NW. Mr. Esocoff also was the architect for 2401 Pennsylvania Ave., NW. Each of these projects is well known for adding character and quality to the urban fabric of Washington. The last three projects also received public design review by various District agencies, including the Office of Planning, GSA Design Excellence, HPRB, the Zoning Commission, the BZA, and the Commission of Fine Arts.

The building to be constructed on Parcel C will feature an attractive open courtyard and loggia, providing a public gathering place. Each of the buildings will be set back five feet along the street frontages in order to provide a more lively, pedestrian-oriented space for the retail uses.

Access to the below-grade parking garage for the building to be constructed on Parcel C, along Florida Avenue and north of V Street, will be from 9th Street. This parking garage will include three levels below grade and will provide approximately 194 parking spaces. Access to the below-grade parking garage for the building to be constructed on Parcel B, south of V Street, will be from V Street. This garage will include four levels below grade and will provide approximately 132 parking spaces. Access to the below-grade parking garage for the building to be constructed on Parcel A, which fronts on 9th and V Streets, will be from a driveway off 9th

Street. This parking garage will include three levels below grade and will provide approximately 351 parking spaces. There will be no on-site parking provided for the building to be constructed on Parcel D, which fronts on 9th Street. The Project will provide a total number of approximately 677 parking spaces.

The Project will include extensive landscape and hardscape improvements on the Site. The courtyard area of the Project will feature private gardens. Ground-level units along 8th Street will have direct access to the street and their own personalized landscaped areas. A central courtyard, which will be richly paved and landscaped, will be a common amenity for all residents.

The total gross floor area included in the proposed PUD is approximately 660,000 square feet for residential and retail uses, for a total Floor Area Ratio ("FAR") of approximately 8.0. The buildings on Parcels A, B, and C will each have a height of approximately 100 feet. The building on Parcel D will have a height of approximately 60 feet. The Project will have a lot occupancy of approximately 80-85%. The Project is within the requirements of the CR District PUD Guidelines (maximum FAR of 8.0 and a maximum building height of 110 feet).

C. Development Parameters Under Existing Zoning

The CR District allow a matter-of-right height of 90 feet, a maximum lot occupancy of 75% for residential uses, and a maximum FAR of 6.0, with a limit of 3.0 for non-residential FAR. The C-2-B District, as a matter-of-right, permits a maximum height of 65 feet, a maximum lot occupancy of 80% for residential uses, and a FAR of 3.5, with a limit of 1.5 for non-residential FAR.

D. Flexibility under the PUD Guidelines

The PUD Process was created to allow greater flexibility in planning and design than is possible under conventional zoning procedures. The PUD regulations allow the Zoning Commission to approve any zoning relief that otherwise would require the approval of the Board of Zoning Adjustment (“BZA”).

Although the Project complies with the broad parameters of the CR Zone District, the proposed design has created a configuration that does not completely meet the requirements of this zone. The Applicant requests flexibility with respect to lot occupancy, the rear yard requirements, and the minimum court width requirements provided in the Project. Furthermore, the Applicant requests relief from the residential recreation space requirement of 15% of residential gross floor area; instead, the Applicant seeks to create residential recreational space in the amount of approximately 10% of the residential gross floor area. This reduction will not conflict with the spirit or intention of the requirement, as the very close proximity of the Banneker Recreation Center (an extensively-equipped park including a computer lab, fitness classes, pool, tennis courts, track, and athletic fields), ground floor retail and arts space, and expanded sidewalk space will provide ample diversionary and recreational outlets for residents of all ages.

The proposed zoning parameters for the Project are shown on the plans attached as Exhibit F and the Tabulation of Development Data attached as Exhibit G. These changes will allow the Applicant to construct a high quality mixed-use project that will satisfy the District’s and neighborhood’s planning goals for the area.

III. PLANNING ANALYSIS

A. Introduction

Through the PUD process, the Applicant will implement numerous goals of the District of Columbia and provide significant amenities, including increased housing and affordable housing, superior urban design and architecture, and improved pedestrian and vehicle access. This signature mixed-use project will provide approximately 30,000 square feet of affordable housing – the largest amount of affordable housing provided as a PUD amenity to date. The Project will be consistent with the initiatives of the DUKE Plan developed by the Office of Planning to create a cultural destination district within Washington, DC's Greater Shaw/U Street neighborhood.

B. Land Use Impact

The Project will create a significant residential development with ample parking and an improved streetscape. The Project also will feature ground floor retail uses that will provide services to the new residents who will moving into the area. The Project will widen the sidewalks five additional feet along V Street, 8th Street, and Florida Avenue, and will widen the sidewalk an additional ten feet along 9th Street. This will allow for an ample planting strip, area for pedestrians and area for seating. The improved sidewalk space, together with the pedestrian-oriented uses, will help enliven the street level to provide an 18-hour destination. The Project also is consistent with the initiatives proposed for the Howard Town Center Area Sub-District of the DUKE Plan. The plan for this sub-district includes restaurants, residential units, clubs, and neighborhood-serving retail and services. The new retail and restaurant uses will help preserve and build upon the success of the 9:30 Club. Ground floor areas in each the buildings are treated as retail frontage and have generous glass areas and opportunities for lively, yet organized,

signage and commercial entries. The Applicant will discuss with the community the possibility of identifying a portion of the ground floor retail as affordable live/work lofts for sale to arts-related, locally-owned shops and service providers. These retail spaces could include a craftsperson who makes and repairs musical instruments and lives in the same space, a dancer's home and studio, or an independently-owned, alternative bookstore or sheet music store, for instance. The Project will provide a chance for these otherwise economically-challenged types of businesses to buy into the neighborhood, since, unlike in many projects, the ground level space is not for rent but instead for sale. The ground floor spaces have been configured to allow subdivision into modest-sized units that, in size alone, will be more affordable. So-called "big box" retailers would find this type of arrangement less appealing. Further, by designating parts of the retail space for affordable, live-work lofts for arts-related uses, the likelihood of these spaces being inhabited by chain stores and fast food restaurants will be diminished, if not eliminated.

The neighborhood-serving retail and service uses will be located along V Street as provided for in the DUKE Plan, as well as along 8th Street, 9th Street, and Florida Avenue. The Project will provide a significant amount of underground parking. The proposed height and massing of the Project is consistent with recently constructed projects in the area and with the District's planning goals for the future of this area of the City.

C. Zoning Impact

The proposed Zoning Map Amendment application can be granted without adversely affecting nearby and adjacent Zone Districts. The proposed CR Zone District is consistent with the Moderate Density Residential and Moderate Density Commercial Land Use Category

designations for the Site and the surrounding Generalized Land Use Map designations. It also is consistent with the DUKE Plan's vision of a highly complementary mixed use sub-district.

D. Environmental Impact

As more specifically detailed in Exhibit E, no adverse environmental impact will result from the construction of the Project. In addition, the increased use of water and sanitary services that will occur as a result of the project will have an inconsequential effect on the District's delivery systems. The Site currently is served by all major utilities. The Project's proposed stormwater management and erosion control plans will minimize impact on adjacent areas and existing stormwater systems. The requisite erosion control procedures stipulated by the District will be implemented during construction of the Project.

E. Facilities Impact

The Project will not have an adverse impact on public facilities. The Site is located within easy walking distance of the U Street/Cardozo Metrorail Station. In addition, numerous Metrobus lines utilize the major thoroughfares in the immediate vicinity of the Site. Bicycle usage by residents of the Project has been coherently integrated into the design of the Project. Secure bike storage areas with convenient access to a shuttle elevator that provides street-level egress will support and encourage bicycle use.

IV. EVALUATION STANDARDS

Section 2403 of the Zoning Regulations provides the standards for evaluating a PUD application.

A. Public Benefits and Project Amenities

Section 2403.9 provides categories of public benefits and project amenities for review by the Zoning Commission. The objective of the PUD process is to encourage high quality

development that provides public benefits and project amenities by allowing applicants greater flexibility in planning and design than may be possible under matter-of-right zoning. The Project will achieve the goals of the PUD process by creating a high quality residential development with a significant affordable housing component on the Site, which will help to enliven and revitalize this section of Ward 1.

1. Housing and Affordable Housing

Pursuant to Section 2403.9(f) of the Zoning Regulations, the PUD guidelines state that the production of housing is a public benefit that the PUD process is designed to encourage. This project will create approximately 579 new, for-sale, residential units in the U Street/Cardozo neighborhood. In addition, the Project will result in the creation of 30,000 square feet of affordable housing units for low and moderate-income residents. This is the largest amount of affordable housing provided as a PUD amenity to date.

2. Urban Design and Architecture

Section 2403.9(a) lists urban design and architecture as categories of public benefits and project amenities for a PUD. As shown in the detailed plans, elevations, and renderings included in Exhibit F, the Project exhibits all of the characteristics of exemplary urban design and architecture. The landscaping, raised first floor-level access, and alternating composition of projecting bays all combine to create a sense of scale and visual interest. The open courtyard will be an attractive amenity for the buildings' residents. The buildings have been set back from the street in order to widen the sidewalks by at least five feet. This will be a significant benefit to pedestrians and will make available the option of sidewalk cafes and other lively pedestrian-oriented uses. The bays of the buildings have been designed to provide ample room for street trees to grow and thrive; indeed, the bay projections above the third floor, while reclaiming a

portion of the setback from the property line, will alternate with the tree locations to allow the trees' crowns to properly develop and spread. Similarly, access points to garages and loading docks are similarly placed to minimize disruption to the rhythm of trees, as trees provide an important sense of civic order as well as all of the established benefits of shade, beauty, and character. Finally, the Project as a whole employs traditional, time-tested materials in new and modern ways in a design that is aesthetically enduring and which adds to the fine urban texture of the city.

3. Site Planning

Pursuant to Section 2403.9(b) of the Zoning Regulations, “Site planning, and efficient and economical land utilization” are public benefits and project amenities to be evaluated by the Zoning Commission. The Project has been designed to provide residents and their guests with open and inviting spaces for entertainment and relaxation. These spaces include the large landscaped open space on the interior of the Site, rooftop recreation areas, and private garden areas. The buildings have been set back five feet from the property line to provide improved pedestrian access to the ground floor retail areas.

4. Effective and Safe Vehicular and Pedestrian Access

The Zoning Regulations, pursuant to Section 2403.9(c), state that “Effective and safe vehicular and pedestrian access” can be considered public benefits and project amenities of a project. The Project will provide a below-grade parking garage with approximately 677 parking spaces. In addition, it will widen the sidewalk in front of the buildings, providing safer and more effective pedestrian access.

5. Revenue for the District

According to Section 2403.9(i), “uses of special value to the neighborhood or the District of Columbia as a whole” are deemed to be public benefits and project amenities. The addition of 579 new households will result in the generation of significant additional tax revenues in the form of recordation, transfer, property, income, sales, use and employment taxes for the District.

6. First Source Employment Program

According to Section 2403.9(e), “employment and training opportunities” are representative public benefits and project amenities. Therefore, the Applicant will voluntarily enter into an agreement to participate in the Department of Employment Services (“DOES”) First Source Employment Program to promote and encourage the hiring of District of Columbia residents.

7. Local Business Opportunity Program

Pursuant to Section 2403.9(e), the use of local firms in the development and construction of the Project is a representative public benefit and project amenity. The Applicant will enter into a Memorandum of Understanding (“MOU”) with the Local Business Opportunity Commission (“LBOC”) to use the resources of the LBOC to utilize local business enterprises in the development of the Project.

8. Comprehensive Plan

According to Section 2403.9(j), public benefits and project amenities include “other ways in which the proposed planned unit development substantially advances the major themes and other policies and objectives of any of the elements of the Comprehensive Plan.” As described in greater detail in Section V, the PUD is consistent with and furthers many elements and goals of the Comprehensive Plan.

9. Public Benefits of the Project

Section 2403.12 and 2403.13 require the Applicant to show how the public benefits offered are superior in quality and quantity to typical development of the type proposed. The Applicant believes that this issue is more thoroughly addressed in the text of the statement, rather than in the annotated table required by Section 2403.11, which is attached as Exhibit G. It is only as a result of the additional density provided through the PUD and Zoning Map Amendment process that the Applicant is able to construct such a well-designed project. The architectural detailing of the proposed building and the large open spaces provided in the Project set it apart from a matter-of-right residential project. In addition, a matter-of-right project would not be required to provide any affordable housing. The approval of this PUD and Zoning Map Amendment application will result in the creation of much-needed affordable housing. This project will be a signature mixed-use development essential for the revitalization of the Greater Shaw/U Street neighborhood. It will be a significant contribution toward realizing the vision set forth in the DUKE Plan for a cultural, 18-hour destination district. The Applicant is in the process of meeting with ANC 1B to develop additional project amenities that respond specifically to neighborhood concerns.

V. COMPLIANCE WITH THE COMPREHENSIVE PLAN

The Project is consistent with, and fosters the goals and policies enumerated in, the District of Columbia Comprehensive Plan, (“**Comprehensive Plan**”) D.C. Law 12-275, 10 DCMR (Planning and Development) § 100 et seq. (1998).

The purposes of the District of Columbia Comprehensive Plan Act are to:

- (1) Define the requirements and aspirations of District residents, and accordingly influence social, economic and physical development;
- (2) Guide executive and legislative decisions and

matters affecting the District and its citizens; (3) Promote economic growth in jobs for District residents; (4) Guide private and public development in order to achieve District and community goals; (5) Maintain and enhance the natural and architectural assets of the District; and (6) Assist in conservation, stabilization and improvement of each neighborhood and community in the District (D.C. Code § 1-245(b) (1994 Supp.)).

The Project significantly advances these purposes by furthering the social and economic development of the District through the creation of 579 new residential units on an underutilized site.

A. Compliance with Major Themes

Three major themes applicable to the Project were adopted as part of the Comprehensive Plan. The Applicant's proposal is consistent with these themes as follows:

1. Stabilizing the District's Neighborhoods

The creation of 579 new residential units which will be sold rather than rented will help enhance and stabilize the U Street/Cardozo neighborhood. The creation of a significant residential development on the Site also is likely to attract additional residential and retail development and stabilize the neighborhood.

2. Respecting and Improving the Physical Character of the District

The Project has been designed to improve the Site's integration with the surrounding neighborhood and to dramatically improve the streetscape on Florida Avenue and V, 8th, and 9th Streets. In addition to the street trees, which will be such an integral part of the project, the tree grates, historic light posts, and trash containers will be part of an overall streetscape design package that meets the Main Street standards in other parts of the District. Sidewalks will be the standard District brick paver. Alleys will be improved with the unit pavers now in use by Department of Transportation -- either brick or asphalt pavers, depending upon the overall plans

being developed by Department of Transportation for the neighborhood. The 8th and V Street facades, landscaping, raised first floor level access, and alternating composition of projecting bays, all combine to create a sense of scale and visual interest. The Project as a whole employs traditional, time-tested materials in new and modern ways in a design that is aesthetically enduring and which adds to the fine urban texture of the city. Finally, the construction of a high quality residential project will be an important asset for the community.

3. Preserving and Ensuring Community Input

Through the PUD process, the Applicant will work with representatives of ANC 1B, as well as the surrounding neighborhood, to create a new residential community that is a benefit to the neighborhood and the District of Columbia.

B. Compliance with Major Elements.

The Comprehensive Plan also contains 11 major elements. The Project furthers the objectives and policies of several of these elements as follows:

1. Housing Element

The Comprehensive Plan includes the following goals with regard to the production of new housing:

“Encourage the private sector to provide **new housing** to meet the needs of present and future District residents at locations consistent with District land-use policies and objectives” (10 DCMR § 302.2(a));

“Review and recommend **suitable regulatory zoning**, tax and financing incentives under appropriate controls to meet housing production goals, particularly for low-income, **moderate income** and elderly households” (10 DCMR § 302.2(b)); and

“Encourage **housing** on suitably located public or private properties that are vacant, surplus, **underutilized**, or unused . . .” (10 DCMR § 302.2(e)); and

“Encourage the private sector to meet housing needs through the development of infill housing . . .” (10 DCMR § 302.2(f)).
(Emphasis added.)

The Comprehensive Plan includes the following goals of the District with regard to the production of low and moderate-income housing:

“Provide zoning incentives, as appropriate to developers prepared to build low-and moderate-income housing, such as permitting additional densities in exchange for incorporating low-and moderate-income housing in development projects” (10 DCMR § 303.2(d)) (Emphasis added.)

The creation of 579 for-sale residential units on this currently underutilized site fully satisfies all of the above-noted provisions of the Housing Element of the Comprehensive Plan. As previously stated, the Project will provide affordable housing. The inclusion of these affordable units in the Project also is entirely consistent with the provisions of the Comprehensive Plan noted above.

2. Urban Design Element

It is the goal of the District to:

“Encourage in-fill development to be complementary to the established character of the area. In-fill development in stable areas shall not create sharp changes in physical pattern which might lead to deterioration.” (10 DCMR § 711.2(a))

As shown in the detailed plans, elevations, and renderings included in Exhibit F, the Project exhibits all of the characteristics of exemplary urban design and architecture. The construction of a prominent residential building will complement the established residential neighborhood that surrounds the Site.

3. Generalized Land Use Map

As previously mentioned, the Generalized Land Use Map includes the Site in the Moderate Density Residential, Moderate Density Commercial, and Institutional Land Use

Categories. The Project and CR Zone District are consistent with the flexibility that these land use categories provide for the Site. In addition, the proposed residential project is foregoing a majority of the commercial density that would otherwise be allowed on the Site in the existing CR Zone District.

4. Ward 1 Goals and Policies

The Ward 1 Element of the Comprehensive Plan seeks to stimulate production of new housing, maintain and strengthen the quality and construction of housing, and promote low and moderate-income housing development opportunities. (See 10 DCMR § 1206.1 and 10 DCMR § 1207.1). The Project is consistent with these provisions of the Ward 1 Elements of the Comprehensive Plan and the “appropriate study” discussed below.

5. DUKE Plan

The Site is located within the area of land studied under the Draft Development Framework for a Cultural Destination District within Washington, DC’s Greater Shaw/U Street Plan (“DUKE Plan”). The DUKE Plan has been proposed by the Office of Planning to celebrate and re-create an historical economic, cultural, social and institutional center for the District’s African-American community. The DUKE Plan seeks to guide future development of the area of the Site by capitalizing on the area’s historic context to restore the neighborhood with 18-hour destinations. As discussed in depth above, the Project will be consistent with the DUKE Plan’s vision.

Several goals of the DUKE Plan will affect the Atlantic Plumbing site. The DUKE Plan seeks: (1) an increase from moderate to medium density land use designations, (2) the designation of V Street as a neighborhood retail and service center, (3) residential development which includes affordable housing, and (4) the development ground floor retail/entertainment

uses and a mix of national and unique, locally-owned retail establishments on 7th, 9th and U Streets, and Florida Avenue.

The redevelopment of the Site is an integral component of the Plan's goals for the revitalization of the Greater Shaw/U Street area. The Project is consistent with the guidelines established in the DUKE Plan and will help achieve the goals and policies of the Plan by providing a signature residential project with both affordable housing and ground floor retail components, and by creating a critical mass of future residents in the area that will patronize the restaurants, shops and services that will be offered within this district.

VI. CONCLUSION

For the foregoing reasons, the Applicant submits that this consolidated PUD and Zoning Map Amendment application meets the standards of Chapter 24 of the Zoning Regulations; is consistent with the purposes and intent of the Zoning Regulations and Map; will enhance the health, welfare, safety and convenience of the citizens of the District of Columbia; satisfies the requirements for approval of a consolidated PUD; provides significant public benefits; and advances important goals and policies of the District of Columbia. Therefore, the consolidated PUD application should be approved and adopted by the Zoning Commission.

Accordingly, the Applicant respectfully requests the Zoning Commission to set the PUD application down for a public hearing at the earliest possible date.

Respectfully submitted,

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Allison C. Prince

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