

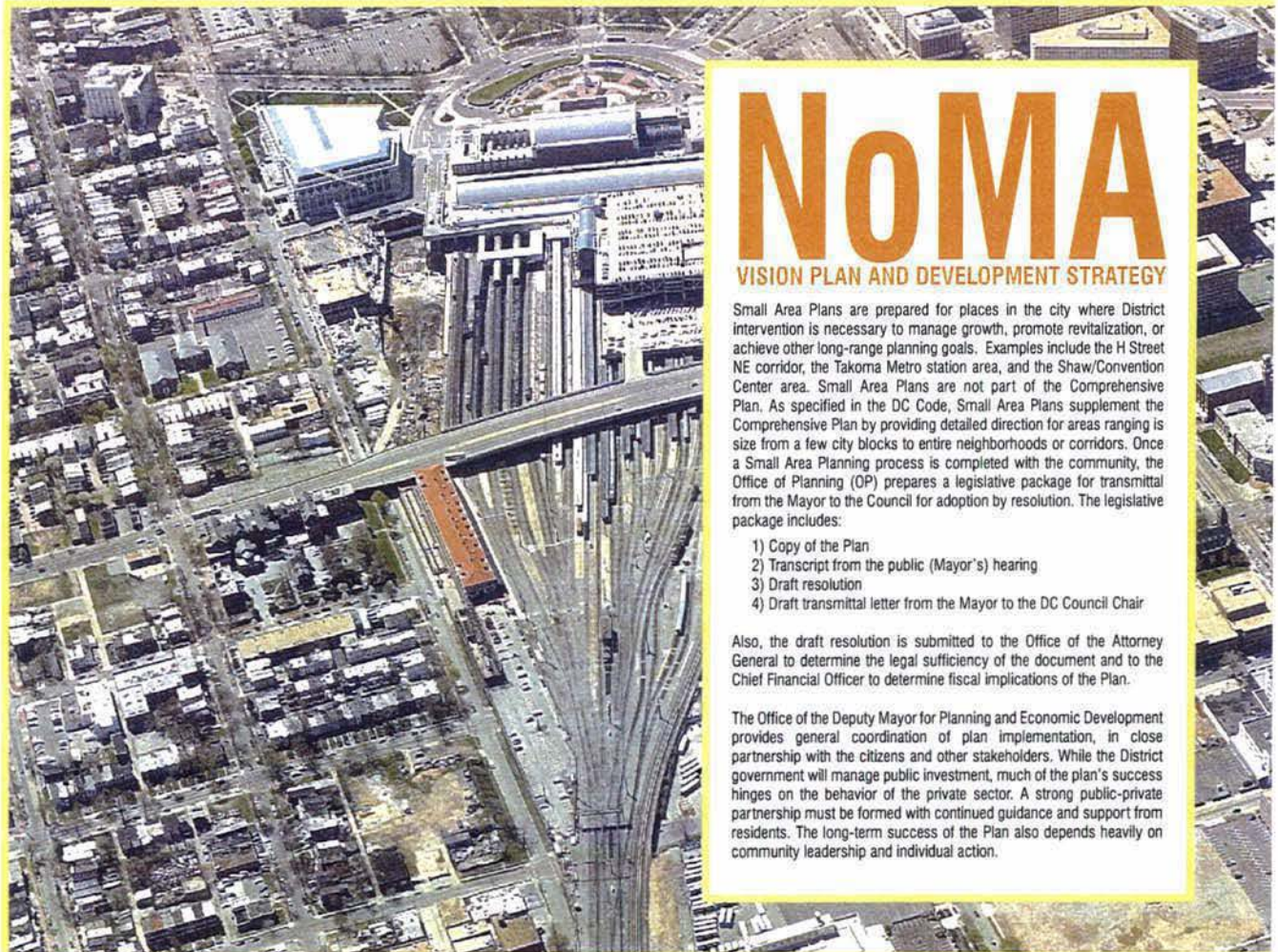
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NoMA

VISION PLAN AND
DEVELOPMENT STRATEGY

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ZONING COMMISSION
District of Columbia
DRAFT JULY 18, 2006
CASE NO.05-23
EXHIBIT NO.32F1



NoMA

VISION PLAN AND DEVELOPMENT STRATEGY

Small Area Plans are prepared for places in the city where District intervention is necessary to manage growth, promote revitalization, or achieve other long-range planning goals. Examples include the H Street NE corridor, the Takoma Metro station area, and the Shaw/Convention Center area. Small Area Plans are not part of the Comprehensive Plan. As specified in the DC Code, Small Area Plans supplement the Comprehensive Plan by providing detailed direction for areas ranging in size from a few city blocks to entire neighborhoods or corridors. Once a Small Area Planning process is completed with the community, the Office of Planning (OP) prepares a legislative package for transmittal from the Mayor to the Council for adoption by resolution. The legislative package includes:

- 1) Copy of the Plan
- 2) Transcript from the public (Mayor's) hearing
- 3) Draft resolution
- 4) Draft transmittal letter from the Mayor to the DC Council Chair

Also, the draft resolution is submitted to the Office of the Attorney General to determine the legal sufficiency of the document and to the Chief Financial Officer to determine fiscal implications of the Plan.

The Office of the Deputy Mayor for Planning and Economic Development provides general coordination of plan implementation, in close partnership with the citizens and other stakeholders. While the District government will manage public investment, much of the plan's success hinges on the behavior of the private sector. A strong public-private partnership must be formed with continued guidance and support from residents. The long-term success of the Plan also depends heavily on community leadership and individual action.

Acknowledgements



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Anthony A. Williams, Mayor

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A Letter from Mayor Williams

Dear Citizen,

Gallia est omnis divisa in partes tres, quarum unam incolunt Belgae, aliam Aquitani, tertiam qui ipsorum lingua Celtae, nostra Galli appellantur. Hi omnes lingua, institutis, legibus inter se differunt. Gallos ab Aquitanis Garumna flumen, a Belgis Matrona et Sequana dividit. Horum omnium fortissimi sunt Belgae, propterea quod a cultu atque humanitate provinciae longissime absunt, minimeque ad eos mercatores saepe comeant atque ea quae ad effeminandos animos pertinent important, proximique sunt Germanis, qui trans Rhenum incolunt, quibuscum continenter bellum gerunt. Qua de causa Helvetii quoque reliquos Gallos virtute praecedunt, quod fere quotidianis proeliis cum Germanis contendunt, cum aut suis finibus eos prohibent aut ipsi in eorum finibus bellum gerunt. Eorum una, pars, quam Gallos obtinere dictum est, initium capit a flumine Rhodano, continetur Garumna flumine, Oceano, finibus Belgarum, attingit etiam ab Sequanis et

Helvetiis flumen Rhenum, vergit ad septentriones. Belgae ab extremis Galliae finibus oriuntur, pertinent ad inferiorem partem fluminis Rheni, spectant in septentrionem et orientem solem. Aquitania a Garumna flumine ad Pyrenaeos montes et eam partem Oceani quae est ad Hispaniam pertinet; spectat inter occasum solis et septentriones. Apud Helvetios longe nobilissimus fuit et ditissimus Orgetorix. Is M. Messala, [et P.] M. Pisone consulibus regni cupiditate inductus coniurationem nobilitatis fecit et civitati persuasit ut de finibus suis cum omnibus copiis exirent: perfacile esse, cum virtute omnibus praestarent, totius Galliae imperio potiri. Id hoc facilius iis persuasit, quod undique loci natura Helvetii continentur: una ex parte flumine Rheno latissimo atque altissimo, qui agrum Helvetium a Germanis dividit; altera ex parte monte Iura altissimo, qui est inter Sequanos et Helvetios; tertia lacu Lemanno et flumine Rhodano, qui provinciam nostram ab Helvetiis dividit. His rebus fiebat ut et minus late

Sincerely,

Anthony A. Williams

Anthony A. Williams,
Mayor, Washington, D.C.

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NoMA

North of Massachusetts Avenue Vision Plan & Development Strategy



NoMA: Washington's Newest Neighborhood

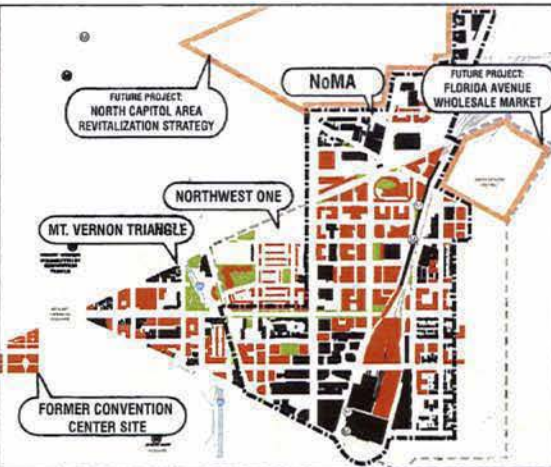
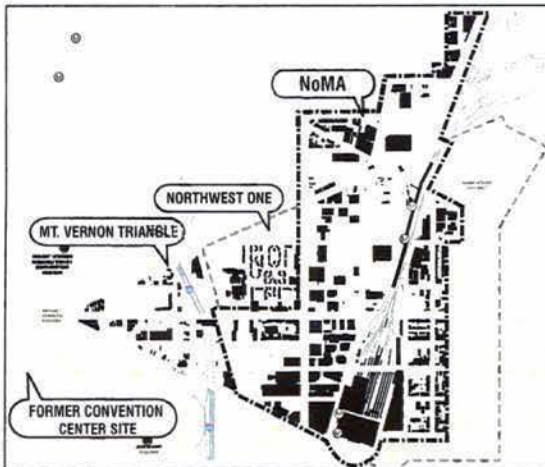
"NoMA", meaning North of Massachusetts Avenue, is one of Washington's newest neighborhoods. Once an isolated industrial area, NoMA today is an attractive area for development, combining availability of land, links to the regional road network, and proximity to Downtown and other assets like the Washington Convention Center. Perhaps most importantly, the opening of the New York Avenue Metrorail station has connected this once remote area to the city's transit system. These strengths have drawn robust private investment to the area, which is already in the process of transforming NoMA. Among numerous other initiatives, the neighborhood will soon be the home of the headquarters of the U.S. Department of Alcohol, Tobacco, Firearms & Explosives.

Like the Near Southeast and other areas on the fringes of Downtown, NoMA serves a critical role in the long-term economic health of the city, as a key location for the growth of Downtown office space. Taken as a whole, the future expansion of Downtown, extending into the Mount Vernon Triangle, NoMA, and to the shores of the Anacostia River, defines the future of "Central Washington", as the economic and urban core of the District.

NoMA cannot become simply another office district, however. The neighborhood lies at the edge of Downtown, where the central city borders on many surrounding small-scale residential neighborhoods; NoMA must be a good neighbor to these areas. Also, as the District grows into areas like NoMA, it must grow sustainably, in a manner that provides both new commercial space, but also housing for the expected growth of the population. "Mixed-use" development can meet this need, while also creating a vibrant, active "24/7" community.

Anchored by Union Station and unparalleled transportation access, NoMA is the ideal site for a thriving and dynamic urban neighborhood. Once considered a barrier between communities, the redevelopment of this area will reconnect long-isolated parts of the city. Combining bold new architecture with a heritage of dramatic industrial structures, NoMA can become one of the District's most exciting and attractive places. The purpose of this plan is to weave together this dynamic tapestry of new and old into a coherent and enduring whole, linked by a walkable network of open spaces, "green" streets, and a remarkable elevated greenway. Building on this plan and the area's current economic momentum, a well-coordinated combination of public and private actions will transform NoMA into a model 21st century community to live, work and play for District residents and visitors alike.

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NoMA today is an isolated area that divides the surrounding communities. Apart from a few recent developments, it consists primarily of numerous empty lots with a few remaining unique industrial buildings and structures. Union Station and the Northeast Corridor rail lines cut through the area's eastern edge.

NoMA tomorrow will be Washington's newest neighborhood. A vibrant, mixed-use community will reconnect the surrounding neighborhoods and join the redevelopment of Northwest One, Mount Vernon Triangle and the former Convention Center site in the transformation of a vast area of Washington



RECOMMENDATIONS: A Development Strategy in 6 Parts

ONE: Land Use Mix

Provide a diverse mix of uses that creates a variety of options for living, working, shopping, recreation, and culture.

For NoMA to become a mixed-use, active neighborhood, this plan aims for: a 50-50 mix of commercial and residential use west of the tracks, that incorporates a high-quality office/working environment; a distinctive "Production/ Arts & live-work" area, offering job diversity east of the tracks; hotel development that takes advantage of NoMA's proximity to transit, major transportation corridors, and the Capitol complex; a coordinated retail strategy that plans for vibrant, neighborhood and worker-serving ground floor retail in key locations and potential retail concentrations to serve a District-wide draw; and a diversity of housing products and household types.

TWO: Transportation & Infrastructure

Pursue a balanced approach to transportation, creating a pedestrian friendly neighborhood with improved transit accessibility and vehicular circulation.

In order to achieve a neighborhood that balances walking, biking, transit, and automobiles, this plan proposes a number of improvements for accessibility, function, and safety, including: the redesign of the New York-Florida Avenue intersection; the re-introduction of smaller blocks and finer-grained street system; the extension of 2nd Street NW from N to L Street (for improved pedestrian, bus, trolley, and car accessibility to NY Avenue Metrorail Station); the consolidation of service, loading and parking access away from pedestrian-oriented streets; improvements to the in-progress redesign of 1st Street NW; and traffic calming & diversion to improve neighborhood streets. Improvements to the Metropolitan Branch Trail will highlight its importance as a major transportation amenity. Union Station's role as a multi-modal hub will be enhanced, with improved access from the north. Expansion of NoMA's citywide transit connections will be planned for.

THREE: Public Realm & Open Space

Create a vibrant, highly walkable environment with landscaped, attractive streets & open spaces, active ground floor uses, & strong pedestrian links.

With limited public land ownership for public open space, NoMA will capitalize on: streets with substantial existing widths (especially at K and 1st Streets) and potential as landscaped "linear parks"; streetscape/landscape design that strengthens the distinct identities of major corridors, such as K Street (linear park), 1st Street (NoMA's "Main Street"), North Capitol Street (NoMA/ Northwest One "front porch" and seam), and H Street (East-West neighborhood connector); enhancement and extension of the Metropolitan Branch Trail with a distinct open space identity and recreational use; and, public art opportunities at railway underpasses. Future opportunities for more substantial public spaces (west of the tracks) and recreational spaces (Uline Arena) should be explored as NoMA's population increases. In the meantime, there is an opportunity for the incremental coordination and strategic location of new privately-owned public spaces to create a linked open-space network.

FOUR: Identity & Building Design

Design to inspire a new standard of exciting, modern architecture and urban design, with high-quality materials and creative security design solutions, to create a lasting, competitive identity.

Create identity and market strength through innovative contemporary architecture and distinct product types. Build upon NoMA's historic resources through a combination of preservation, renovation, adaptive re-use, and architectural design that responds to NoMA's warehouse/ industrial/ transportation-oriented past. Design excellence is a high priority, with special emphasis on the ground-floor, pedestrian experience. Innovative security design will be required to support the goal of a high-quality pedestrian environment.

FIVE: Existing Neighborhoods

Preserve and enhance historic landmarks and surrounding neighborhoods, and guide redevelopment to address unmet community needs.

Sensitivity to existing, surrounding neighborhoods is critical. Existing rowhouse fabric and other historic properties must be conserved, with new, encroaching development providing for appropriate scale transitions. Transportation and parking issues must be addressed with improvements that discourage neighborhood "cut-throughs" on quiet residential streets and mitigate potential parking impacts. This plan limits office and destination-retail uses to streets designated for special retail concentrations, not scattered throughout potentially incompatible areas. Finally, all parties involved in the long term redevelopment of NoMA must work to meet the needs of the extended NoMA community, through continued community involvement and mitigation of negative, long-term construction impacts.

SIX: Environment & Sustainability

Address sustainability with high performance design and environmentally friendly planning and construction methods.

With the current planning and development momentum in and around the boundaries of NoMA, there is a significant opportunity to pursue environmental sustainability measures in an expanded area. Encourage environmental innovation in current and future planning to develop an approach to inter-agency coordination and specialized resource management entities. Employ environmentally-friendly techniques for energy efficiency, storm water management, and improved air quality. Promote high performance building techniques to minimize environmental impact and increase sustainability.

GOAL THREE: REDUCED TO ZERO THE FOOTPRINT

THE NoMA ACTION AGENDA

STRATEGY	ACTION	YEAR	LEAD ROLE
Land Use Mix	• Develop and adopt residential incentive Tax Abatement Program	FY2006-2007	OP/DMPED/Council
	• Communicate that TDR Receiving Zones are not in Inclusionary Zoning	FY2006	OP/ZC
	• Develop pilot program for targeted retail concentrations	FY2007	OP/DMPED
	• Create and adopt Retail Overlay Zoning with an incentive structure for high priority retail areas designated on Recommended Retail Plan, page 3.9	FY2007	OP
Transportation	• Convene Zoning Overlay Task Force	FY2006	OP
	• Make transportation improvements to signalization and street direction as recommended	FY2007-2009	OP/DDOT
	• Create a NoMA Transportation Management Plan (including pedestrian, bicycle & transit)	FY2006-2007	DDOT
	• Strengthen north-south transit within NoMA with shuttle service connecting the New York Avenue Metro station/Florida-New York Avenue intersection area with Union Station to the south.	FY2006	OP/WMATA
	• Study the relocation of bus stops and bus connections closer to New York Avenue Metro station	FY2007-2009	OP/WMATA
	• Adapt currently proposed 1st Street, NE re-design to support the new NoMA vision	FY2006	OP/DDOT
	• Proceed with the design and construction of the 2nd Street, NE extension between M and N Streets	FY2007-2011	DDOT/WMATA
	• Work with WMATA in developing their Metro Station Area Access Plan	FY2006-2007	OP/DDOT/WMATA
	• Develop strategy for implementing new roadway and alley proposals and roadway extensions	FY2006-2007	OP/DDOT
	• Improve existing north-south shuttle service as more developments are completed	FY2006-2007	OP
Stormwater	• Develop better city-wide connections with extension of K Street transit way to the tracks	FY2009-2010	OP/WMATA
	• Relocate Greyhound bus depot within the transit hub at Union Station	FY2007-2008	NoMA BID/DDOT/ Union Station Dev. Corp.
	• Provide sidewalks and basic streetscape improvements at appropriate locations including a possible public plaza in the block of 1st Street between Pierce and M Streets.	FY2006-2007	OP/DDOT
Public Realm & Open Space	• Develop a comprehensive stormwater and utilities capacity study for NoMA and surrounding areas	FY2006-2007	OP/WASA/PEPCO
	• Encourage PUD proffers towards public space	Ongoing	OP
	• Encourage coordinated design of accessible private open spaces	Ongoing	OP
	• Continue to work with DC Commission on the Arts and Humanities to begin the scope and selection process for public art program for railway underpasses	FY2006-2007	OP
Identity & Building Design	• Create and adopt a Public Realm Plan - comprising Streets, Sidewalks, Open Spaces, and Transit Hubs, with the creation of detailed streetscape and landscape guidelines	FY2007	OP
	• Engage in a dialogue to create a strategy for ensuring high quality construction and architectural design in NoMA	Ongoing	OP
Environment & Sustainability	• Develop a coordinated approach to environmental planning, and engage "sustainable-design" consultant to study and coordinate low-impact-development strategies	FY2006-2007	OP
Organization	• Create Business Improvement District for the NoMA neighborhood or extend the existing Downtown BID to include all of NoMA.	FY2006	OP/Key Stakeholders
	• Continue community involvement process with timely development updates	Ongoing	OP
	• Initiate a marketing campaign (coordinated with NoMA Stakeholder Coalition) to attract investors and tenants.	FY2006-2007	NoMA BID

NoMA

North of Massachusetts Avenue
Vision Plan & Development Strategy

Potential Build-Out

AREA:

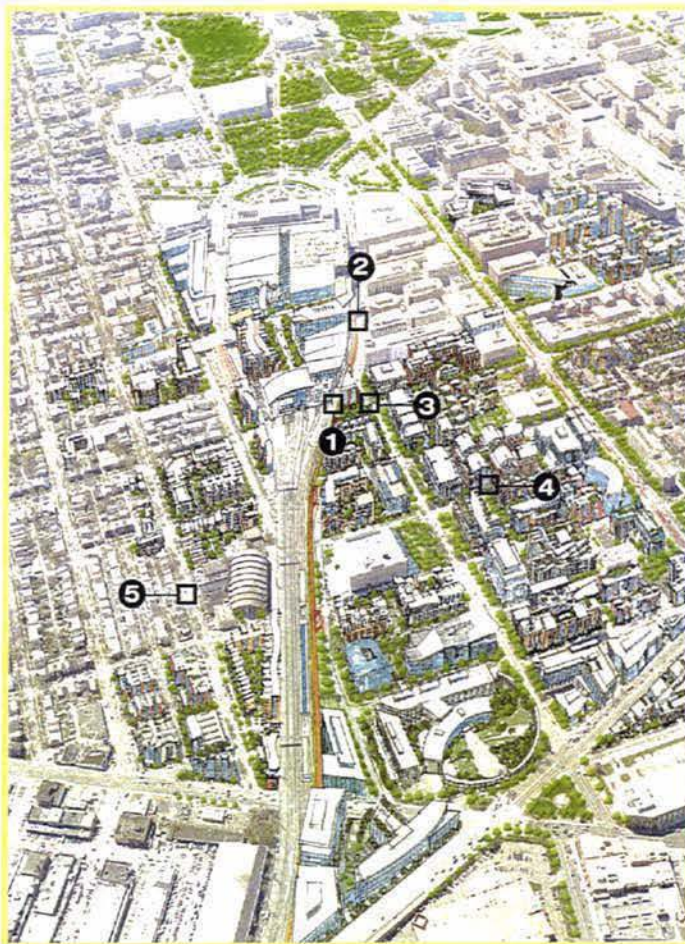
The NoMA planning area (represented by the black boundary on page X.2) covers approximately 358 acres and 50 city blocks, much of which is vacant or otherwise subject to redevelopment.

DEVELOPMENT POTENTIAL:

Potential development in the NoMA planning area could range between twenty and twenty-six million square feet, including approximately two million square feet of "air-rights" development above the railway tracks.

As described in this plan, this development would include an approximate 50/50 split between residential and commercial space. This would translate into:

- 10,000 - 13,000 residential units, providing new housing for between 16,000 and 24,000 people.
- 10 - 13 million square feet of new office space, providing employment for between 40,000 and 58,000 daytime workers.



Looking South Towards the U.S. Capitol

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Why we need a plan...

The rapid pace of development in NoMA is quickly transforming the face of the neighborhood. The purpose of this plan is to provide a strong and clear direction for the future, building on this momentum while representing a collective vision that reflects a wide range of interests and needs. The plan places the redevelopment of NoMA in the context of surrounding changes to the urban pattern, as well as the enduring character of existing residential neighborhoods. It provides a strong vision for how various individual developments will work together to form a coherent neighborhood, and how these developments will be connected by a public system of streets, open spaces and infrastructure that supports the dramatic growth expected in the area. The open space system is particularly critical, since the area has little park space; to become a viable neighborhood, a pedestrian-friendly street system must link development to transportation systems, while providing locations for active and vibrant street life and services for new residents and workers. The NoMA Vision Plan and Development Strategy provides this vision, as well as a clear and targeted implementation plan of public and private actions to achieve it.

A collaborative effort

The District of Columbia Office of Planning (DCOP) led an experienced team of urban planners and technical advisors in creating the NoMA Vision Plan and Development Strategy. The team collaborated with a wide spectrum of stakeholders and advisors throughout, to ensure an inclusive planning process.

- An Advisory Committee representing a wide range of stakeholders in the neighborhood's future met regularly throughout the process.
- A Technical Advisory Committee also met regularly to coordinate the complex technical and infrastructure support needs created by the large-scale redevelopment of NoMA. Key staff from various District agencies and representatives from other technically-relevant stakeholder groups engaged in discussion and follow-up guidance based on a meeting's particular theme.
- Three public meetings were held to provide open forums for community input, solicited through discussion and written questionnaires, in addition to presentations to local community groups and Advisory Neighborhood Commissions.
- The perspectives of property owners and developers were obtained through an extensive series of one-on-one stakeholder interviews, along with an ongoing dialogue with the NoMA Corridor Stakeholders Coalition and a series of "Developers Forums".



1

"Burnham Spine" At K and First Streets, NE

EXECUTIVE SUMMARY

1.5

EXECUTIVE SUMMARY

1.6



2 Looking North, First St, NE
New Construction Along the "Burnham Spine"



3 Burnham Park at First and K Streets, NE

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4 Looking East in Central NoMA
New Construction Along An East-West Residential Street



5 Proposed Relationship Between New Infill Residential and Surrounding Rowhouse Neighborhood

Plan Economics

This vision plan is formed both as a response to the existing market, and also as an effort to consider ways in which planning and infrastructure investments can change and shape that market in the future. The overall market in Washington D.C. has been strong over a sustained period of time, and this underlying strength creates an opportunity for a range of outcomes within NoMA.

Given the available land in NoMA and current market conditions, NoMA offers an important chance for the District to capture its share of future office, retail, hotel, and residential growth for the region. The area offers the attractive potential to create a mix of office and residential development, with the retail necessary to support both, resulting in a new, 24-hour neighborhood. At full build-out, NoMA appears capable of generating an even split of new office and residential development (10 million SF of each) that would support a conservative estimate of 300,000 SF of retail. Strong demand in a variety of sectors without any dominant single segment presents an invaluable opportunity for DC to grow long-term.

However, the market analysis also suggests that the development of NoMA into a 24-hour community depends on reaching a compelling, shared vision to improve the public realm and create an attractive identity for the neighborhood. The cost of implementing this vision will be repaid through significant long-term gains to the city. Assuming a 10-year build-out of the area, an additional \$468 million of tax revenue would be collected over 10 years and an additional \$922 million collected over 20 years. Assuming a 20-year build-out, an additional \$303 million of tax revenue would be collected over 10 years and an additional \$618 million collected over 20 years.

Implementation

Transformation of a neglected neighborhood requires a revitalization strategy that aims to improve both the physical environment and the area's image and identity. Further, in the context of limited public resources, the goal must be to achieve as much success as possible in early stages to set a precedent and harness the existing momentum of the private market, allowing public investment to taper off over time. Because early success is so critical to triggering catalytic momentum, the implementation strategy of the NoMA Vision Plan is rooted in the following: short-term investment in quality planning, design, and infrastructure upgrades to transform NoMA's image into a viable location for immediate development; and, long-term planning for the accommodation of this development in ways that are compatible with nearby neighborhoods.

The most immediate catalyst for improving the outlook for NoMA is an expedited schedule of public infrastructure improvements. Additional public incentives could drive private development in a direction that enhances the NoMA area and serves the needs of the District. Four specific approaches to direct and support development are identified for NoMA: tax increment financing (TIF), payment in lieu of taxes (PILOT), a special assessment on area property owners, and tax abatement for preferred development.

NoMA VISION

ENVISIONING A NEW NoMA NEIGHBORHOOD
PLANNING FUNDAMENTALS
BUILDING ON NoMA'S HISTORY
GREAT PLACES IN NoMA

DRAFT: JULY 10, 2006

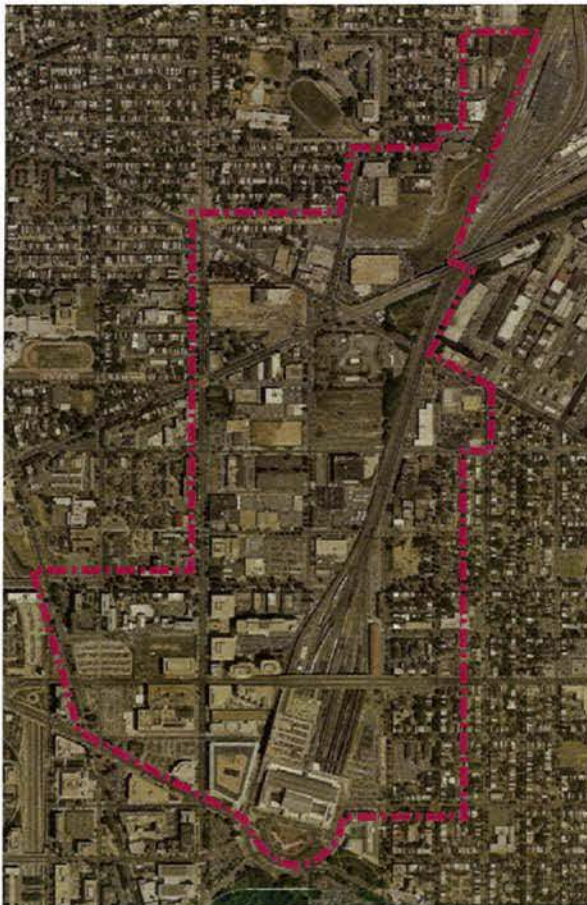
Envisioning a New NoMA Neighborhood

"NoMA will be a vibrant, diverse and highly pedestrian-oriented mixed-use neighborhood, defined by its unique industrial heritage, linked to its surrounding neighborhoods, built with enduring character, and strengthening central Washington with long term economic viability and environmental sustainability"

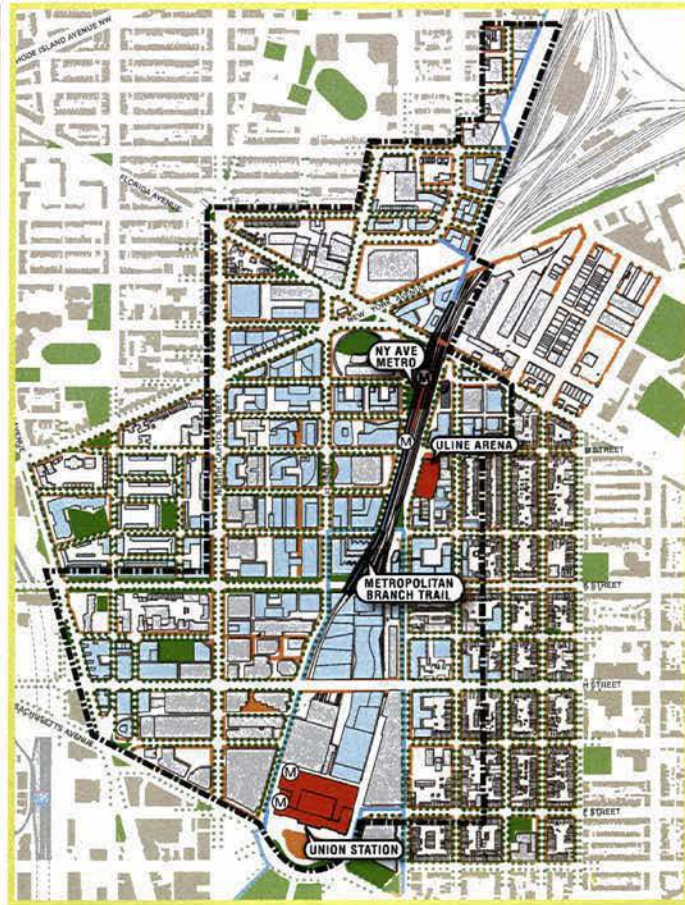
The plans (below) and bird's eye view (at right) illustrate the magnitude of development that may occur over the next 20 years in NoMA. These illustrative and conceptual views of the larger neighborhood structure provide a context for the more specific recommendations in the following chapters. This chapter describes the big ideas underlying the NoMA Vision; while Chapter 3, "NoMA Development Strategy" breaks down these big ideas into specific details and action steps according to six major categories: "Land Use Mix", "Infrastructure & Transportation", "Public Realm and Open Space", "Identity & Building Design", "Existing Neighborhoods", and "Environment & Sustainability". The vision shows how all

of these elements taken together form a whole which is greater than the sum of its parts; a complete neighborhood that will become an integral part of the District's growth, while maintaining a strong and unique identity of its own.

Some of the recommendations of this plan are very general, and some are very specific, such as the NoMA Action Agenda (see page 1.10). All of these initiatives, however, are implemented with an understanding of how they relate to each-other and to their surroundings, working together to form the future shape of the NoMA neighborhood.



Existing Conditions



Potential long-term build-out



Looking South Towards the U.S. Capitol

Planning Fundamentals

These 8 principles, along with the preceding vision statement, form the core values which have guided the creation of the NoMA Vision Plan and Development Strategy. How do you plan an authentic neighborhood that is greater than the sum of its various buildings, streets, and open spaces? These principles define the challenge to which this plan responds, and will next be taken up by the builders of NoMA.

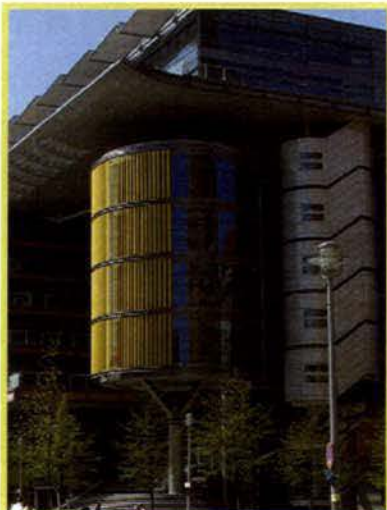
PROVIDE A DIVERSE MIX of uses that creates a variety of options for living, working, shopping, recreation, and culture



PURSUe A BALANCED APPROACH to transportation, creating a pedestrian friendly neighborhood with improved transit accessibility and vehicular circulation



CREATE A VIBRANT, HIGHLY WALKABLE ENVIRONMENT with landscaped, attractive streets and open spaces, active ground floor uses, and strong pedestrian links



DESIGN TO INSPIRE a new standard of exciting, modern architecture and urban design, with high-quality materials and creative security-design solutions, to create a lasting, competitive identity



PRESERVE AND ENHANCE historic landmarks and surrounding neighborhoods, and guide redevelopment to address unmet community needs



ADDRESS SUSTAINABILITY with high performance design and environmentally friendly planning and construction methods



Building on NoMA's History

The area North of Massachusetts Avenue (NoMA) extends past the original northwest boundary of Washington, D.C., known as Boundary Street (Florida Avenue today). It served as a dividing line between the paved, planned streets laid out in the L'Enfant plan of 1791, and the countryside, where landowners maintained orchards, large country estates, and a mixture of commercial properties.

The rural nature of the neighborhoods north of Boundary Street changed in the late 1880's. The Eckington neighborhood became valued as a provider of light industrial merchandise, and as the location of train yards and transportation routes into and out of the city. Washington's first electric streetcar line was the Eckington & Soldiers' Home Railway, chartered in 1888.

Near Northeast, a historically working-class and ethnically diverse neighborhood, was slower to develop, due to the Union Station tracks bordering the west, and its proximity to the swamp and marsh conditions around Tiber Creek, which ran along First Street, NE. The construction of the H Street Bridge in 1962 further visually and physically segregated the neighborhood from the east, while preserving the neighborhood's mostly low scale residential buildings, with some light industrial uses near the tracks.

Also located near the banks of Tiber Creek, the area bound by North Capital, 1st, A, and H Streets, NE was the heart of a community commonly referred to as Swampoodle, home to mainly working class Irish and Italian immigrants. Between 1886 and 1889, the neighborhood included Swampoodle Grounds, home to Washington's baseball team. Swampoodle's population was displaced during the construction of Union Station, which opened its doors in

October of 1907. The terminal quickly became the portal to the Capital City, with as many as 200,000 people passing through in a single day.

H Street, NE became one of the city's major commercial hubs during the early 20th century. The 12 blocks from 3rd to 15th Streets once made up the third busiest commercial area in Washington, serving both local and city-wide residents. H Street served as a critical connection between the city's commercial center and Bladensburg Road, which connected the District with the eastern port towns of Bladensburg and Annapolis. Commercial operations on H Street abruptly declined as a result of citywide rioting following the assassination of Dr. Martin Luther King, Jr.

At present, the NoMA is characterized by numerous empty or underutilized lots forming potential sites for redevelopment. Because of this, the identity of the neighborhood is largely undefined. NoMA is not a blank slate, however; within NoMA are examples of the site's heritage of industrial architecture, and along its edges are intact historic residential neighborhoods. The new NoMA should, first and foremost, reflect this existing architectural heritage and development history, responding with development that is both sensitive to historic structures, and pro-active in enhancing these structures with compelling adaptive re-use and/or preservation. Buildings such as One NoMA Station (the old Woodies warehouse), and the XM Radio renovation are successful examples of adaptive reuse of existing industrial buildings. Attention to the preservation of existing residential areas and scale transitions to the surrounding rowhouse blocks is critical. Finally, new architecture in NoMA can build upon the spirit of the industrial past, while creating bold and dynamic new identities.

Union Station, the "Gateway" to the City



The Eckington & Soldiers' Home Railway, 1888



Swampoodle Grounds, 1888



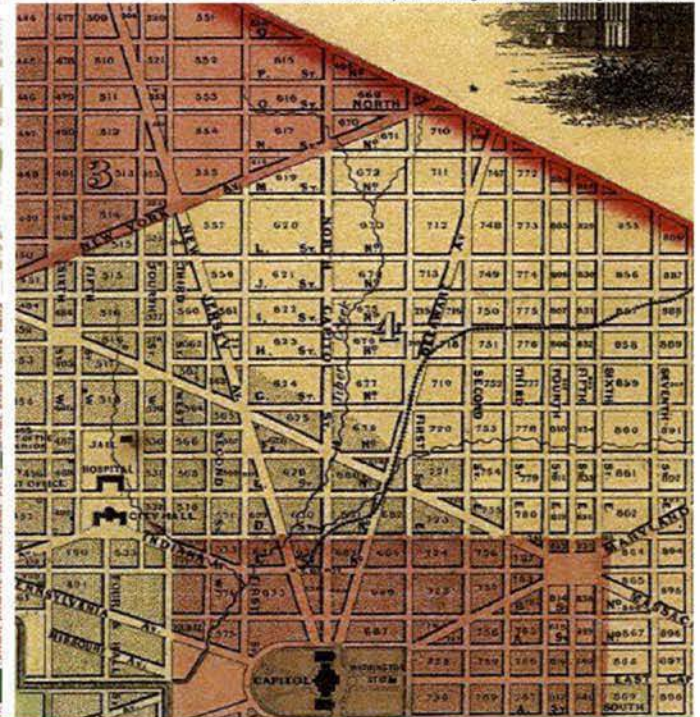
Pierce, L. 1st & N. Capitol Streets, 1935



Planned Blocks and Land Reservations, as Laid Out in the L'Enfant Plan, 1791



Johnson's Map of Washington D.C. and Georgetown, 1862



Great Places in

A Real Mixed-Use Neighborhood



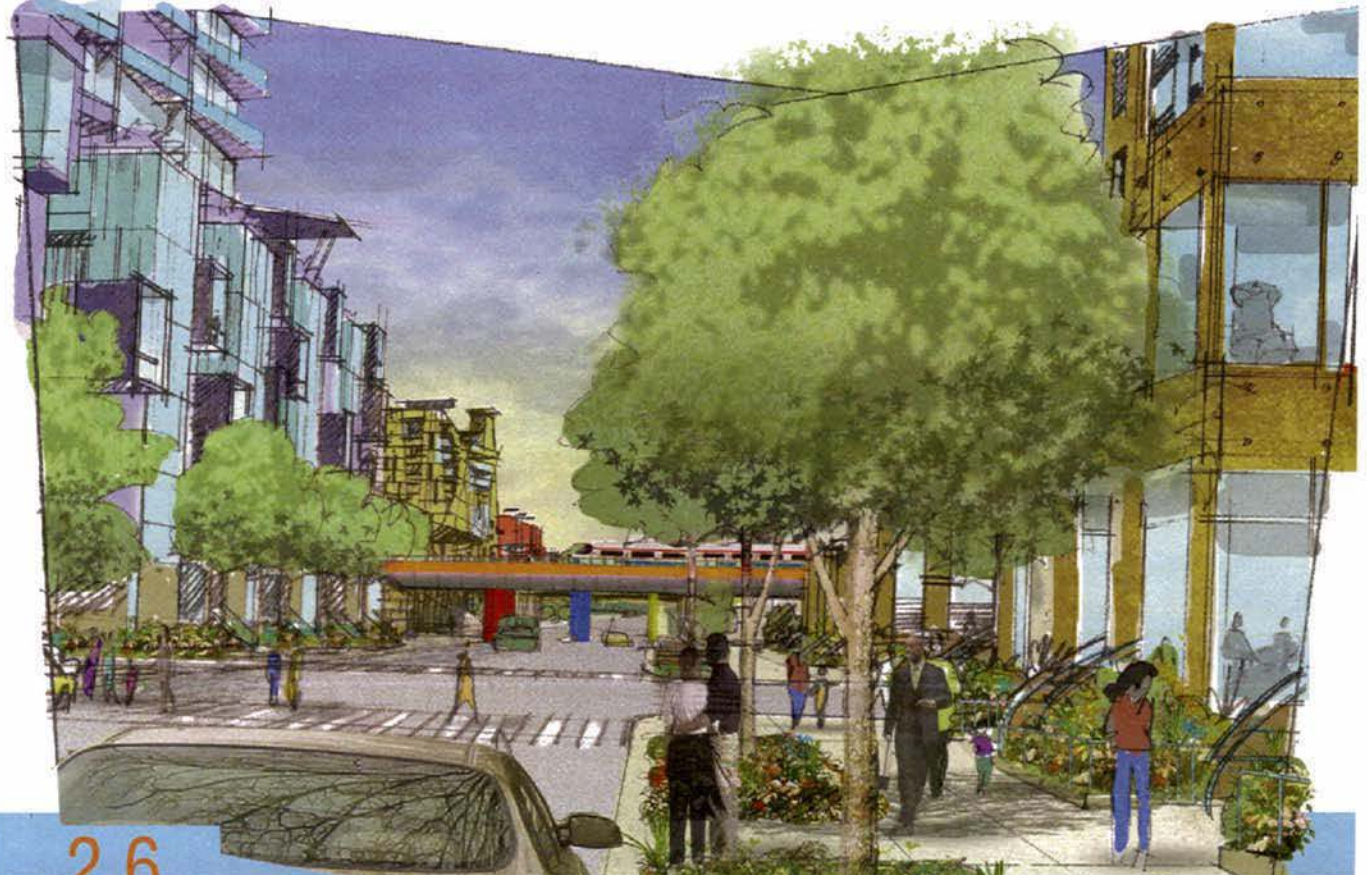
***A vibrant neighborhood
with a mix of residential,
commercial, and
supporting retail is the
right set of uses for
NoMA***

NoMA, with its proximity to Downtown and the U.S. Capitol, is a logical location for the long-term expansion of the Downtown commercial market. However, NoMA can be much more than another typical office district, with inactive streets after business hours, and generic office building architecture. A balance of residential and commercial uses will help create a vibrant mix of residents, workers, and visitors, while making appropriate transitions to the surrounding residential communities.

As Americans rediscover the benefits of downtown living, cities across the United States, including Washington DC, have leveraged residential development as a successful catalyst for urban regeneration. Downtown residents bring a sense of community and civic pride, benefit from easy access to employment and services, enjoy shopping, dining, and cultural activities, create safe, vibrant and active streets and parks, reduce traffic congestion, and strengthen the tax base. An expanded urban population can invigorate the physical and cultural core of the city, reinforcing the emerging trends of investment occurring throughout Downtown and increasing the likelihood of enduring economic sustainability. A wide variety of retail and cultural uses can support this residential development, activating the streetscape and providing needed services and amenities for residents of both NoMA and adjacent neighborhoods. The residential development itself should be appropriately dense, to ensure a critical mass of population and a strong sense of community. Varied housing types, including townhouses, apartments and lofts, with both rental and homeownership opportunities, will ensure a diverse population similar to traditional urban neighborhoods.

The mix described above is essential for achieving balanced, sustainable development: balancing travel patterns through appropriate land use strategies; reducing auto-dependence; taking the pressure off of continued sprawl; utilizing the investment in transit for two-way travel.

Looking East in Central NoMA
New Construction Along East-West Residential Street



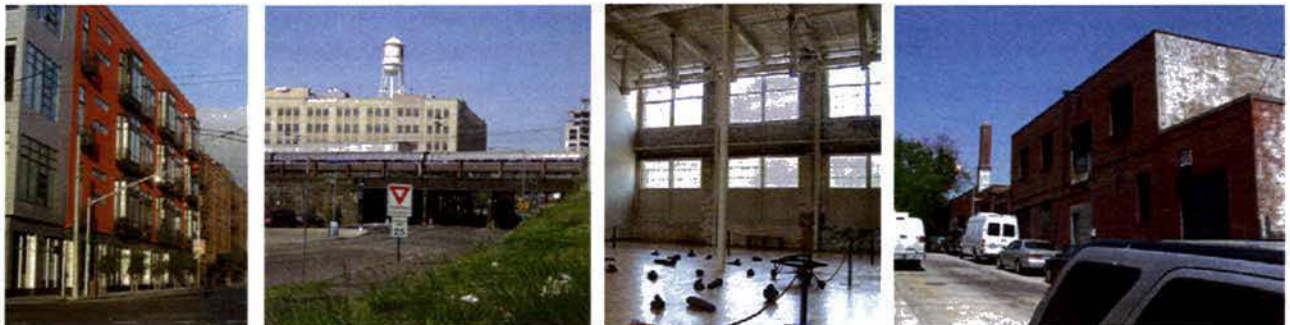
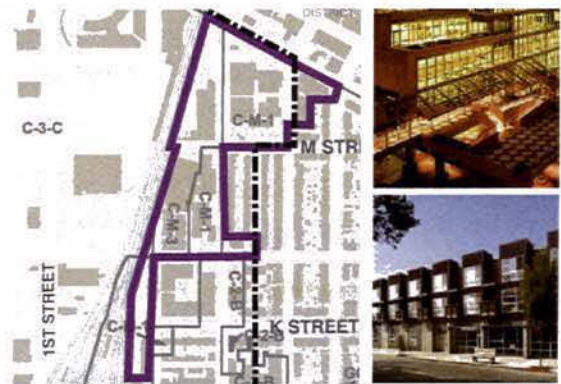
NoMA

A Real Mixed-Use Neighborhood
Production/Arts & Live-Work
Streets as Neighborhood Places
Burnham Spine
Burnham Park
K Street Linear Park
Union Station Hub
Uline Arena & Plaza

Production/Arts & Live-Work District

A mixed-use district (including the Uline Arena block) with a specialized focus on arts and production uses will serve as a transition, both in terms of use and scale, between the Near Northeast neighborhood and the Florida Avenue Wholesale Market to the north. While a mix of residential and non-residential uses is consistent with the goals of the central NoMA area, this area would differ primarily in the make-up of the non-residential uses. These could consist of a combination of retail, cultural, community, arts, production, and limited office space. Live-work and other flexible arrangements are encouraged, and the office uses may accommodate arts and design-related, smaller scale tenants. The area's character will be linked to that of the "Burnham Spine", and railroad underpasses improved with Public Art; building form will allow for higher density near the tracks and Metrorail station to create transit-oriented development, then stepping down to transition to the nearby rowhouse blocks.

A special area within NoMA can accommodate a unique mix of uses, while serving as a transition between industrial and residential areas.



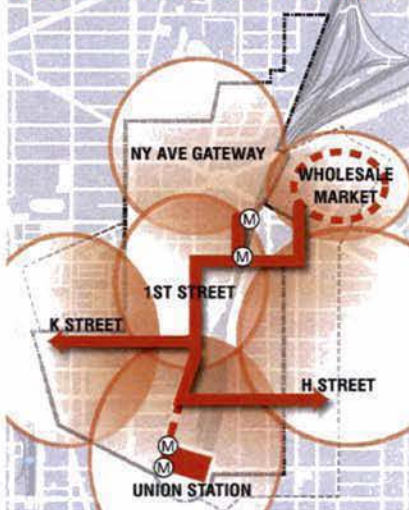
Proposed Relationship Between New Infill Residential and Surrounding Rowhouse Neighborhood





Streets as Neighborhood Places

RETAIL IN THE RIGHT PLACES



PEDESTRIAN-FRIENDLY PUBLIC REALM

NoMA's streets, sidewalks, and open spaces are the glue that holds the fabric of the neighborhood together. They are the places for social interaction, shopping, movement, and recreation. A hierarchy of streets with varying emphasis will create a diverse and interconnected network of pedestrian-friendly streetscapes and open spaces. Some streets will be more pedestrian-oriented (1st Street, for example), while others will accommodate service and parking access to major development sites (a proposed 2nd Street extension, for example). Privately-developed and owned public spaces will contribute to the overall NoMA neighborhood in an interconnected network; this plan proposes options for at least one public open space (see below). This plan will also set the stage for a more detailed Streets & Sidewalks public realm plan that will work within the proposed framework to develop the materials, landscapes and details of the NoMA streetscapes.

RETAIL & RESIDENTIAL IN THE RIGHT PLACES

Active streets are dependant on the uses that line them. Since not every street can be lined with active retail space, this must be located strategically throughout NoMA in ways that tie in to surrounding retail patterns and reinforce the street hierarchy. However, retail is not the only active use: residential uses in the right configuration can enliven streets with both people and visual interest. In NoMA, there is a great opportunity to strengthen the east-west connections to surrounding neighborhoods with ground floor residential activity on minor streets, while emphasizing ground floor retail in the north-south direction along 1st Street and along some of the existing major east-west corridors.



Burnham Park at First and K Streets, NE



Burnham Spine

PULLING TOGETHER THE NEIGHBORHOOD

Currently, the tracks leading to Union Station create a major physical and psychological barrier between neighborhoods to the east and west of the tracks. The "Burnham Spine" creates a dramatic new public space connecting the street level with the upper level of the elevated METRO station platform and rail lines. It is based on an extension of the existing Metropolitan Branch Trail, which follows the tracks from the north but stops short just south of M Street. By extending this greenway farther south, a remarkable upper-level connection will link NoMA to Union Station and the proposed "air-rights" development over the rail yard, allowing people to walk or bike across ten blocks without ever crossing a street. The Burnham Spine follows the historic stone wall designed by the architect of Union Station, Daniel Burnham. This new open space element will help transform the barrier of the tracks into a seam, pulling together areas east and west of the tracks, and creating connections to areas north and south of NoMA. The Burnham Spine will provide both a unique pedestrian connection for NoMA and a recreational amenity for the wider community, connecting into the Metropolitan Branch Trail and regional trail systems.

TWO-LEVEL ATTRACTION

The Burnham Spine will consist of recently-built portions of the Metropolitan Branch Trail (portions elevated above-grade), and proposed extensions (above grade), along with connections to at-grade trails (both on and off-street). In addition, it can connect to the H Street bridge, future air-rights development over the tracks, and Union Station. This multi-level configuration creates a unique experience and opportunities for vertical transitions and upper-level entrances and connections to adjacent buildings. Like the proposed High-Line development in New York City, and the Promenade Plantee in Paris, the Burnham Spine has the potential to exploit the design possibilities of a "two-level city". The elevated open space allows for a secondary means of circulation that bypasses many of the permanent barriers in NoMA, and allows for unexpected views and vistas over the neighborhood and the city.

IMAGE AND IDENTITY

The Burnham Spine will be a neighborhood landmark that contributes to the new identity of NoMA. As a unique piece of urban infrastructure and open space, it will include several defining design features, such as color, signage, vertical connections (stair towers, ramps, etc), and landscaping. The Burnham Spine will reflect an interesting cross-section of the area's history, from the solid monumentality of the Burnham wall, to the functional, utilitarian character of NoMA's industrial past.

PUBLIC ART

Public art in strategic locations will further advance neighborhood connectivity and a strong neighborhood identity. Re-designing the underpasses at K, L, M Streets, and Florida Avenue, will create an opportunity to redefine dark, inhospitable barriers into well-lit, walkable, east-west connections with a strong artistic vision. This same focus on public art can also connect to the upper level greenway, creating an exciting "art-walk" along NoMA's Burnham Spine.

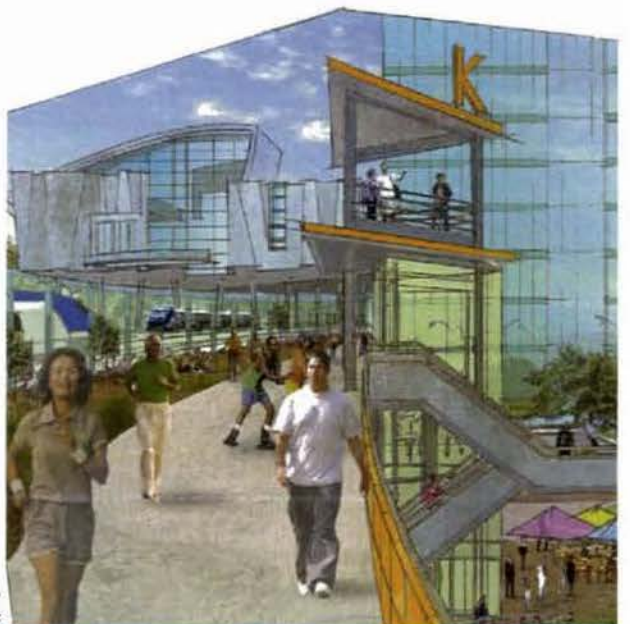
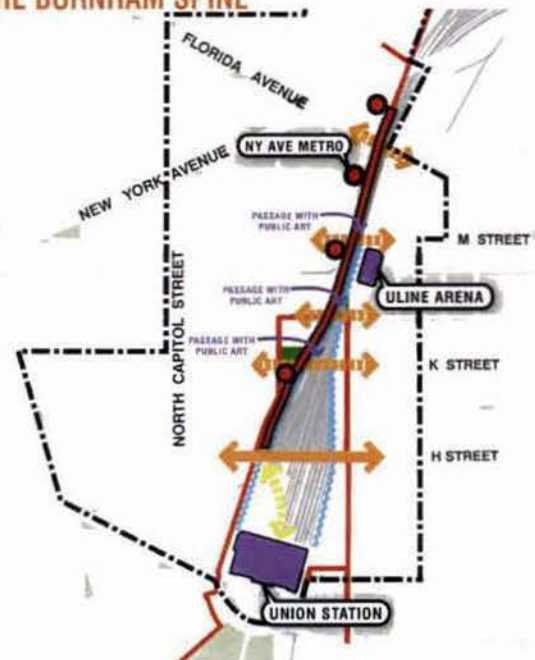
Open space, neighborhood connections, transportation, and recreation are tied together in a unique, linear open space.

As the tracks move north through NoMA, developments with exposed sections of the Burnham wall should have higher attention paid to level of material quality, scale and detail. (Example at left.)



Looking North, First St, NE
Depicting New Construction Along the "Burnham Spine"

THE BURNHAM SPINE



"Burnham Spine"
At K and First Streets, NE



Burnham Park

Every neighborhood requests a recognized public gathering place to serve as the heart of the community. NoMA's lack of a major public open space may eventually turn into an even greater weakness with the potential influx of thousands of new residents. This plan anticipates a long-term need for one or more small to medium size open spaces that can function as the heart of the NoMA neighborhood. Given the difficulties of anticipating long-term market conditions and potential property ownership issues, short-term recommendations for parks are limited to areas within extra-wide street rights-of-way under public control. The most visible of these proposed spaces, is the new "Burnham Park". As a placemaking idea, it is important that the park have close physical proximity to the "Burnham Spine" and/or 1st Street, and a prominent and accessible location within the NoMA neighborhood. The intersection of K and 1st Street is ideally located at the confluence of the Burnham Spine, 1st Street, and the terminus of the K Street linear park (described below). As NoMA continues to grow, with significant increases in the residential population, new opportunities for expanding Burnham Park, or creating additional public open spaces in the vicinity of 1st Street and central NoMA, will require serious consideration.

K Street, Before



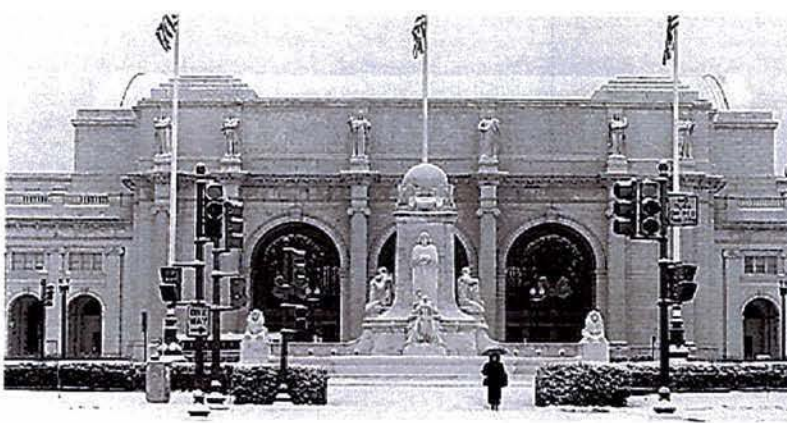
K Street, After



Burnham Park

K Street Linear Park

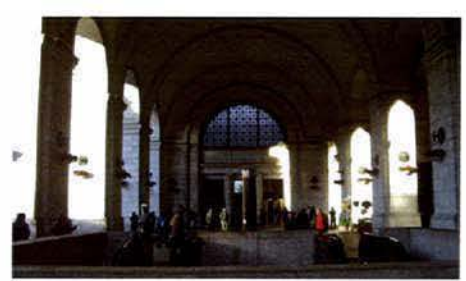
K Street is one of the few significant east-west connections that extends through most of Central Washington, extending from east to west all the way to the Potomac Riverfront in Georgetown. It has unusually deep building setbacks, allowing for generous sidewalks and landscaping. Plans for K Street in the Mount Vernon Triangle area propose new landscaping creating the feeling of a linear park with ample space for sidewalk cafes, sidewalk seating, and pedestrian circulation. This concept can be extended eastward through NoMA, and developed into one of the area's primary open spaces. Terminating the linear park at the intersection of K and 1st Streets will be a major hub, or "punctuation" of activity. Here, the K Street Linear Park flows into Burnham Park (one of its four potential locations), lined with ground floor retail at all four corners.



Union Station Hub

Union Station was designed by architect Daniel Burnham in 1908 to serve as a gateway for the capital city. Following three years of renovation, Union Station reopened on September 29, 1988; it has become a bustling retail center and intermodal transportation facility, with the possibility of intercity bus lines re-located to Union Station in the future. In addition to over 130 unique shops and restaurants, it is the hub for Amtrak's headquarters and executive offices. It currently serves approximately 25 million visitors a year; the station is both the District's transportation center and one of its greatest communal gathering places.

Union Station is a major asset for the NoMA neighborhood, but does not take full advantage of connections to the north; it literally turns its back on NoMA. Air rights development over the tracks will help connect this commercial hub through the NoMA site to First and K Streets, NE and the Metropolitan Branch Trail/ "Burnham Spine". This connection will finally give Union Station a NoMA neighborhood front.

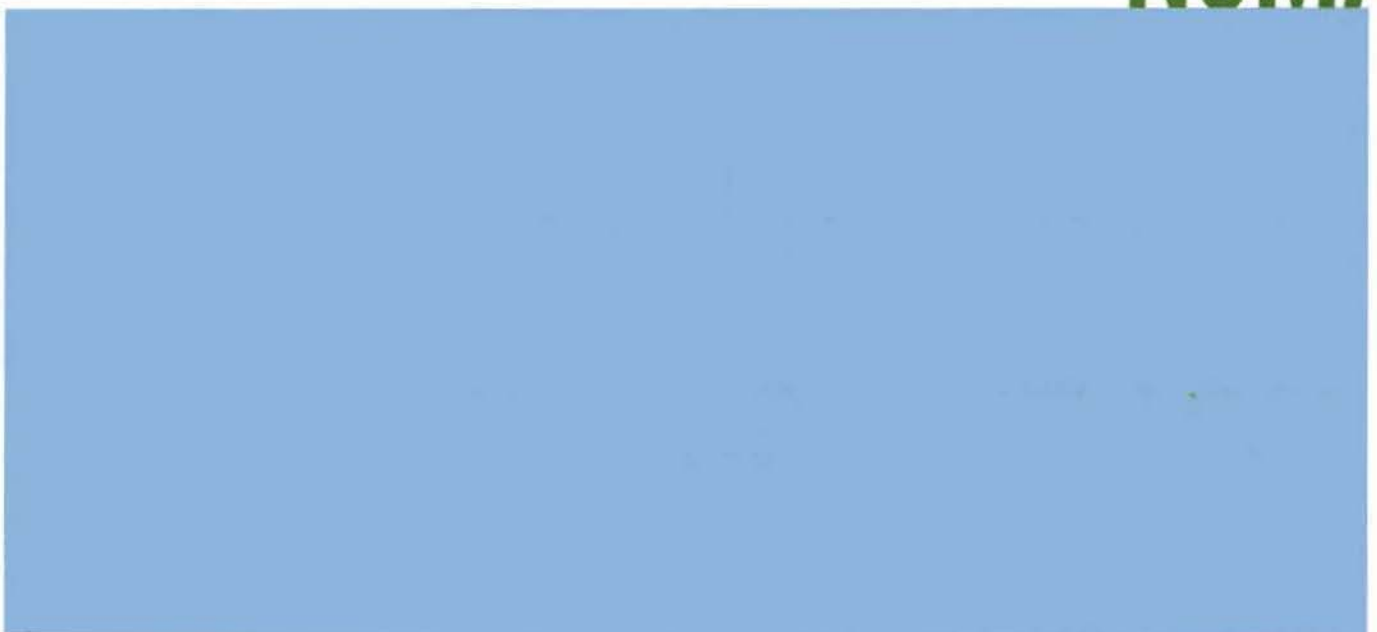


Uline Arena & Plaza

Uline Arena is an existing historic industrial structure east of the railway lines on M Street. Currently it is used as a parking garage, but feels like an urban 'ruin', or a ghost of the past. Its unusual history includes diverse uses (ranging from the Beatles first U.S. concert, to ice hockey games, to speeches and gatherings with prominent African-American speakers). The arena could serve as a community gathering place, exploiting its distinctive architectural and spatial features. By incorporating recreational or cultural/performance spaces, Uline Arena could once again become an active part of both the local NoMA neighborhood and the entire District. Adjacent structures (like the old ice house) can be programmed to complement uses in the Arena, ensuring that it accommodates activity throughout the day, and allowing for shared parking arrangements in nearby locations. Finally, the small plaza at the entrance to the arena has the potential to be a community gathering space, lined with active uses.

With a rich background of social and recreational uses, Uline Arena should build upon its history to re-create a new neighborhood hub.

NoMA

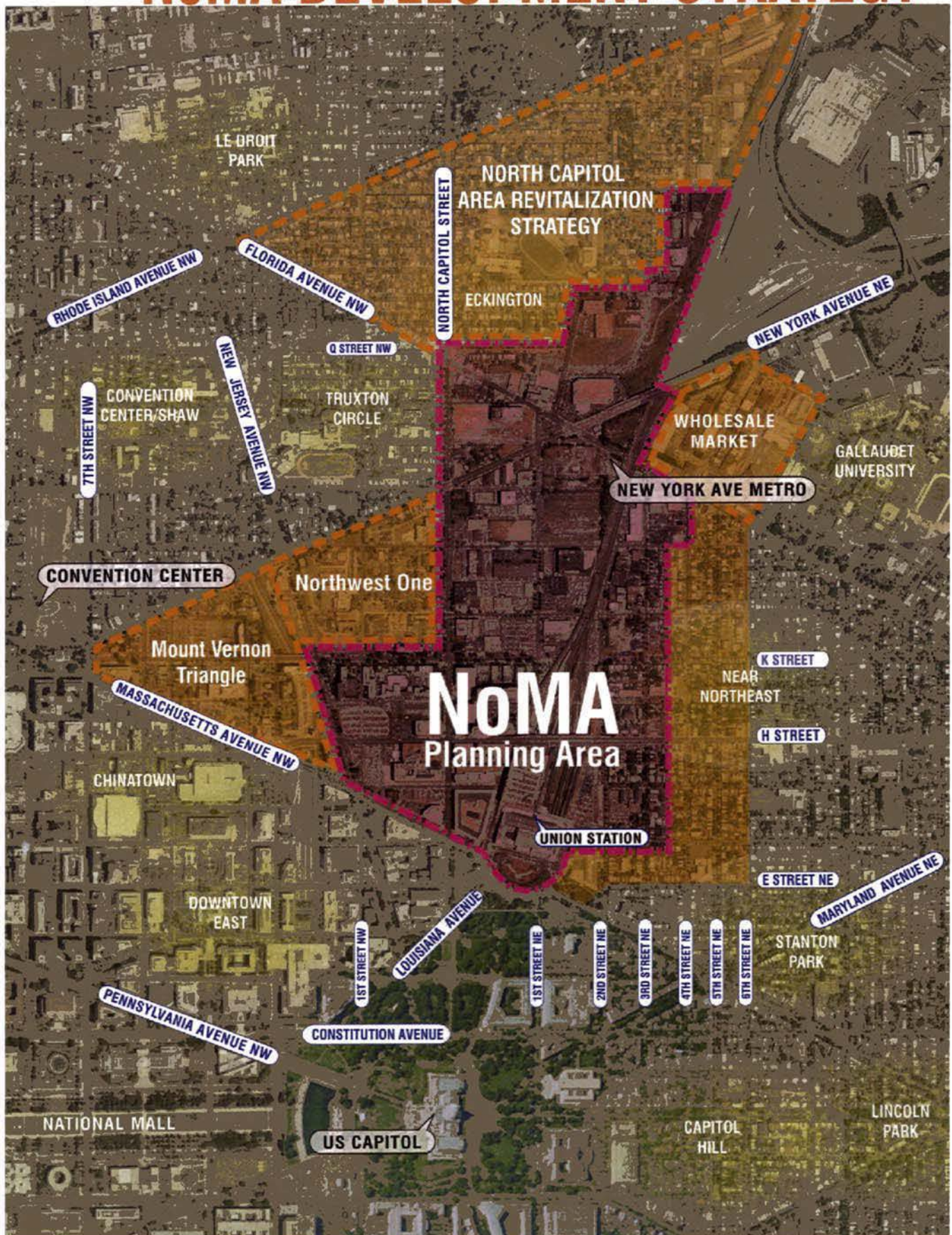


A DEVELOPMENT STRATEGY

ONE: LAND USE MIX
TWO: INFRASTRUCTURE & TRANSPORTATION
THREE: PUBLIC REALM & OPEN SPACE
FOUR: IDENTITY & BUILDING DESIGN
FIVE: EXISTING NEIGHBORHOODS
SIX: ENVIRONMENT & SUSTAINABILITY

DRAFT: JULY 10, 2006

NoMA DEVELOPMENT STRATEGY



INTRODUCTION

Function

The Development Strategy is a comprehensive set of Recommendations based on the Planning Fundamentals and place making concepts of the Vision. The 6 Planning Fundamentals of the Vision serve as the basis for the 6 Sub-Sections of the Development Strategy. The 37 Recommendations of the Development Strategy, while organized into 6 Sub-Sections, are all highly interconnected and mutually dependant, and, together, they have the potential, working with market forces and community interests, to shape the NoMA neighborhood.

The Development Strategy attempts to marry the concepts of the Vision with the realities of the current development scene, market conditions, and physical planning conditions. Early phases in the planning process focused on in-depth analysis of strengths, weaknesses, and opportunities (summarized briefly on the following page); and ongoing analysis of market conditions supporting both the Vision and Development Strategy are covered in the following Chapter.

Context

Today, Central Washington is thriving with activity. Taking advantage of NoMA's proximity, this plan aims to capture some of that momentum.

NoMA is located within a sequence of ambitious redevelopment plans (currently in varying stages of development), and is poised to fill one of the few remaining 'voids' in the compact fabric of the Downtown area. Mount Vernon Triangle is moving forward rapidly, with significant portions of its Action Agenda already implemented. The planning process for Northwest One is well underway. The North Capitol Area Revitalization Strategy will soon be entering the planning stages. And the Wholesale Market is slated for study in the longer term. This gradual eastward march of infill and new development, paired with sound planning principles, promises to awaken a vast underutilized, strategically located area of DC.

Other Planning Projects around NoMA...



Northwest One

Supported by the proximity to New York Avenue and North Capitol Street, Northwest One became the site of many historic and significant civic, religious and educational institutions early in its history. By the end of World War II, Northwest One had become infamous for its blighted housing conditions. Re-development included many housing projects, most notably the construction of Sursum Corda in 1968.

With the Central Business District to its south, the historic Shaw neighborhood to its north and Mount Vernon Triangle to its west, Northwest One is set to become a key mixed-use downtown neighborhood in the revitalization process of the NoMA area. The Northwest One master plan's key concepts include:

- New residentially-scaled blocks that are compatible with urban family living
- The extension of K Street as a vibrant mixed-use main street for the neighborhood
- Mixed-income apartment buildings along K and North Capitol Streets
- A community center at the heart of the neighborhood, including a new school, recreation center, and recreation fields
- The reintroduction of a grid pattern of streets
- Infill development along North Capitol Street and other sites to create new housing and provide Build First opportunities



North Capitol Area Revitalization Strategy

The North Capitol Area study area is generally bound by Rhode Island Avenue to the north, the rail lines to the east, Florida Avenue to the south connecting with Rhode Island Avenue to the west. Within its boundaries lie the historic rowhouse neighborhoods of Eckington, Edgewood, Truxton Circle, Bates Street and Bloomingdale. Zoning within the area ranges from low density residential to medium-bulk commercial and light manufacturing.

The community is in need of a strategy for revitalization of the commercial corridor along North Capitol Street and Florida Avenue, protection of affordable housing, and an attractive new mixed-use community. The revitalization strategy will deal with the following issues:

- **Land Use, Zoning, & Development** to locate increase mixed-income housing and public services
- **Retail Environment** to analyze the impact of new Metrorail station to existing and potential retail nodes
- **Transportation** including proximity to the Metrorail, potential traffic and parking management systems and ensuring a safe and assessable bicycle environment
- **Urban Design/Public Realm & Pedestrian Environment** to establish urban design guidelines foster an active, safe, and pedestrian friendly public realm.
- **Cultural Tourism & Heritage Development** to promote the rich neighborhood history and resources, and to link this heritage development to economic development.



Florida Avenue Wholesale Market

Sited on over 40 acres, the Florida Avenue Wholesale Market is located just north of the NoMA site, with New York Avenue to its north, Florida Avenue to its south and Gallaudet University at its eastern edge. Formally the Union Market Terminal, the market was built to relocate businesses displaced from downtown sites due to government building expansions. It soon became a one-stop shop for the city, offering produce, meats, seeds, tobacco, paper bags, and ethnic specialties.

Today, the Wholesale Market continues to evolve in its identity. The site has the potential of a substantial amount of growth; including developing under the model of SoHo in New York City. New growth plans for the Florida Avenue Wholesale Market will deal heavily with many key issues, including:

- **Land Use, Zoning, & Development** to encourage mixed-use growth, while respecting the preservation of the historic buildings and the wholesale market functions.
- **Retail Environment** including expansion and the impact of potential development at the New York Avenue Metrorail Station, NoMA, the Capitol Commerce Center and New York and Florida Avenues
- **Transportation** issues including traffic congestion, parking, Metrorail proximity and establishing a safe, accessible bicycle environment
- **Urban Design/Public Realm & Pedestrian Environment** to create a safe and pedestrian friendly environment
- **Cultural Tourism & Heritage Development** that highlights the rich history and historic resources of the Florida Avenue Wholesale Market



Current Development Scene

The Development Map on the facing page illustrates recent, planned, and potential development. (See Appendix A for a detailed breakdown of each numbered site). Potential development sites are those which are currently on the market or have been the subject of preliminary development inquiries and/or conversations with the Office of Planning. The map does not indicate various "soft sites", or underutilized parcels that have a potential for redevelopment in the longer term.

Clearly, much of NoMA is in transition, and the Development Strategy is an essential tool for guiding this explosive anticipated growth. Within the actual NoMA Planning area (red boundary), initial projections indicate the potential for an approximate build-out in the range of 26 million square feet of development. Within the neighboring areas enclosed by the grey boundary, there is the

potential for an additional 2.8 million square feet of development (primarily the result of the Northwest One redevelopment).

Current proposed land uses vary based on location:

- West of the tracks, and south of New York Avenue ("Central NoMA"), completed projects and projects under construction are primarily office uses (with the exception of the Northwest One parcels). Several developments propose a mix of residential and commercial, but residential uses are typically designated as a future phase.
- East of the tracks (with the exception of Station Place), projects are primarily residential.
- North of New York Avenue, there is a mix of commercial and residential.

Strengths, Weaknesses, & Opportunities...

The Vision Plan and Development Strategy were preceded by an initial assessment of the area, including an analysis of strengths, weaknesses, and opportunities in NoMA. The following is a brief summary of those findings:

STRENGTHS

Despite a lack of neighborhood identity throughout significant portions of NoMA, there are a number of substantial assets for the Development Strategy to build upon:

- **Historic Resources:** A detailed map of historic resources can be found on page 3.28 in the Development Strategy. All of these assets will contribute to the identity and historical richness of NoMA; some of the most prominent of these include Union Station, the U.S. Government Printing Office buildings, Uline Arena (site of the first U.S. concert by the Beatles), One NoMA Station (the old Woodward & Lothrop Warehouse); and the imposing, textured, Burnham-designed stone wall stretching north from Union Station.
- **Existing Nearby Neighborhoods:** NoMA's potential as a vibrant, mixed-use neighborhood with a strong residential component is magnified by the presence of several well-established rowhouse neighborhoods (Eckington, Near Northeast, Stanton Park, and Truxton Circle); and emerging residential and mixed-use neighborhoods (Northwest One, and Mount Vernon Triangle/ Chinatown), all within a 5-10 minute walk of NoMA.
- **Proximity to the U.S. Capitol and Downtown:** Straddling North Capitol Street, one of the city's most symbolic view corridors, and located within a portion of the historic L'Enfant plan, NoMA has tangible roots in the underlying historic structure of DC, and physical proximity to the heart of Central Washington. This proximity, combined with the number of available development sites, signals NoMA as the obvious location for the long-term expansion of Central Washington.
- **Existing nearby institutions:** Gallaudet University and Georgetown Law Center add to the rich diversity of NoMA's surroundings, both in terms of architectural excellence (Gallaudet's exceptional campus) and diversity of population (students).
- **Transit Access:** Union Station is a regional multi-modal hub, the New York Avenue Metrorail station is a recent addition to the city's subway

system, and a regional/national bus station is located just north of Union Station. In addition, several bus routes, including one of the new Circulator routes, pass through NoMA.

• **Metropolitan Branch Trail:** The Metropolitan Branch Trail, running alongside the tracks, is a major recreational and transportation link, connecting into regional trail systems, and transit hubs.

• **Proximity to Existing and Planned Retail Concentrations:** The Florida Avenue Wholesale Market (described in greater detail on page 3.3) is a retail institution unique in the District, with a distinctive urban form, and a tremendous potential for future improvements and connections to NoMA. Union Station is a major anchor and regional retail draw. The H Street corridor to the east is in the midst of significant revitalization planning, and will eventually connect into NoMA and future air-rights development over the tracks.

• **Industrial/ Warehouse Identity:** One NoMA Station, the XM Satellite Radio building, and other existing warehouse structures scattered throughout NoMA provide the beginning of a familiar identity rooted in the area's industrial past. The stripped down, simple, muscular aesthetic of these utilitarian structures provides clues for the future architectural expression of NoMA.

• **Branding Identity:** The neighborhood name "NoMA" has already eased its way into the geographic lexicon of DC. The water tower labeled "One NoMA Station" has become a recognizable neighborhood landmark.

• **Existing Street Trees:** Portions of K, L, 1st, and 3rd Streets have mature, intact street trees with substantial canopies, and offer a preview of the potential for more comprehensive 'greening' of NoMA's streets.

WEAKNESSES

NoMA is burdened by a number of significant weaknesses and challenges:

- **Pedestrian Barriers:** New York Avenue, with its heavy traffic flows, presents a major pedestrian barrier between northern and southern areas of NoMA. The railroad tracks dividing eastern and western NoMA create a major physical and psychological barrier, with awkward transitions below the tracks with dark, unsafe-feeling underpasses, and above the tracks, with the elevated H Street bridge.
- **Block Structure:** Currently, NoMA contains a number of extremely large blocks (superblocks) that were originally broken down into smaller blocks. This erosion over time of the fine-grained street system has led to over-sized blocks that are less pedestrian-friendly and contribute to traffic congestion.
- **Zoning:** Since a large portion of NoMA is designated as a "Transfer of Development Rights" (TDR) receiving zone, developers are able to utilize development rights purchased from other locations in the city. This allows, in many cases, for development sites to maximize the zoning envelope with as-of-right development, limiting potential floor-area bonus

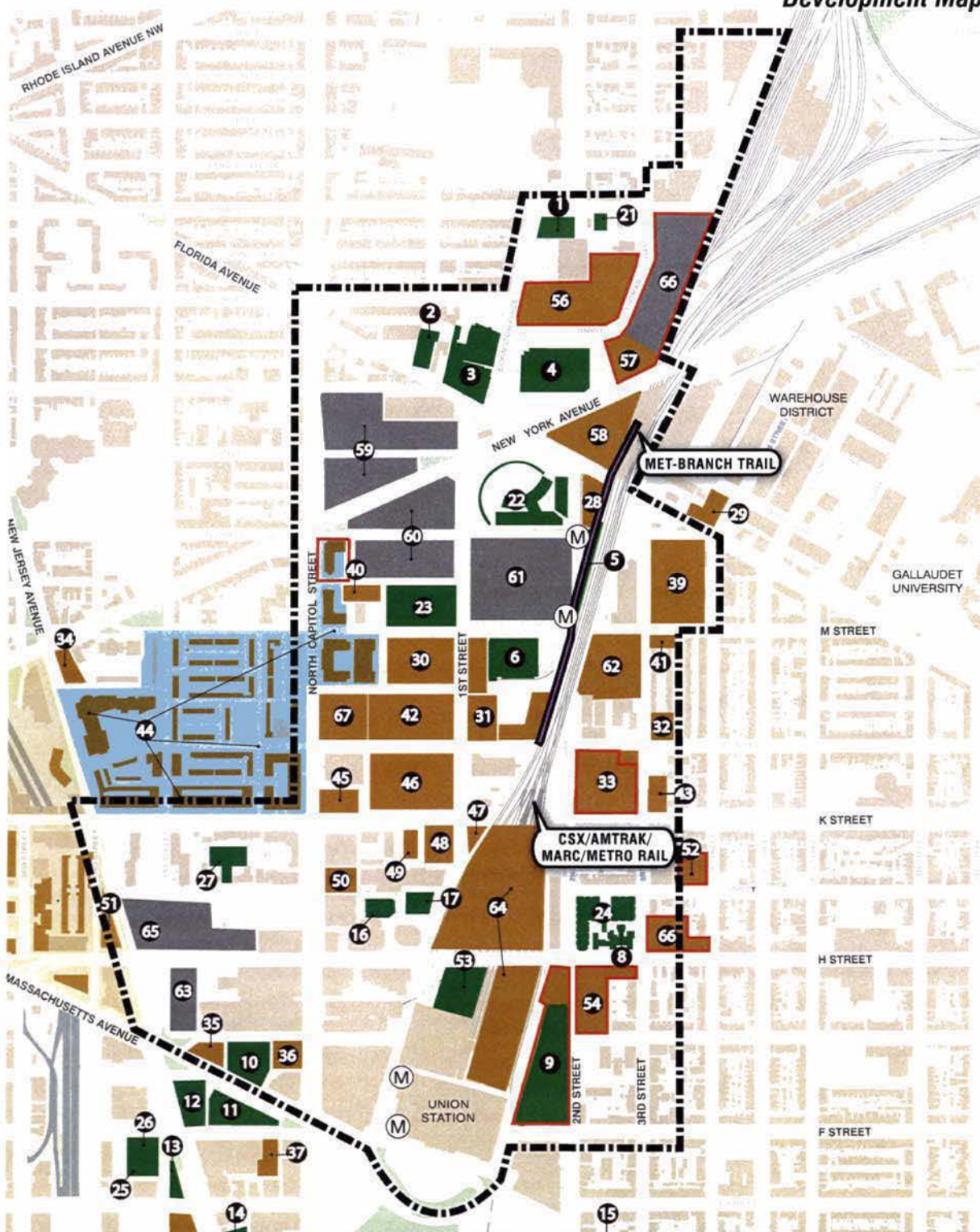
incentives from the City in cases where the City is looking to incentivize certain public amenities or qualities.

• **Aging Utility Infrastructure:** Initial findings indicate that the condition of sewer and water lines may be a more pressing issue than capacity. Further analysis will be needed to determine the extent of both condition and capacity. Localized flooding in the NoMA area, however, seems to indicate an immediate need to deal with effective storm water management.

• **Lack of Public Spaces and Land in Public Ownership:** Vision Plans, Development Frameworks, Action Agendas, and other planning initiatives often maintain a great deal of leverage for future implementation because of public ownership or control of key locations within the planning area. This is not the case with NoMA, where there is very little remaining public ownership that can be utilized for the creation of new open spaces or other catalytic projects.

OPPORTUNITIES

Initial analyses of opportunities were developed, refined, and, ultimately, formed the basis for the Development Strategy's recommendations. These recommendations propose multiple ways to address the strengths and weaknesses and turn them into real opportunities that capture current momentum to create a great new DC neighborhood.



LEGEND

Construction Complete/Near Complete

- 1 175 R Street
- 2 XM Satellite Radio
- 3 XM Satellite/Owest
- 4 Federal Express
- 5 New York Avenue Metrolink Station
- 6 One NoMA Station, Bristol Group
- 7 Landmark Lofts, ASDO Development
- 8 Station Place I-III, LDPG
- 9 Republic Square, Republic Properties
- 10 20 Massachusetts Avenue
- 11 601 New Jersey Avenue
- 12 National Association of Realtors
- 13 Holiday Inn on the Hill
- 14 208 Massachusetts Avenue
- 15 Union Center Plaza III
- 16 Union Center Plaza V
- 21 Capitol Overlook
- 22 ATF Headquarters, GSA
- 23 Capitol Plaza I, The Goldberg Co./Prudential
- 24 Senate Square, ABOD Dev.
- 25 Erik Højberg Int. Law Center
- 26 Scott Ginsburg Fitness Center
- 27 Gonzaga College High School
- 53 Union Station Parking Garage Ext.

Planned/Site Cleared/Proposed

- 28 The Eckington, Trammel Crow
- 29 Washington Beef RFP
- 30 Capitol Plaza II-IV, The Goldberg Co.
- 31 NoMA Station, Bristol Group
- 32 The New Yorker, KI Associates
- 33 Union Place, Cohen Cos.
- 34 Augusta/Louisa Apartments
- 35 Gales School (Homeless Shelter)
- 36 Republic Square Phase II, Republic Prop.
- 37 20 F Street
- 38 Hyatt Regency Washington
- 39 Wilkes Company, Wilkes Company
- 40 Electronic Equipment Facility
- 41 300 M Street
- 42 First Place, Tishman Speyer
- 43 Greenbaum & Rose, Greenbaum & Rose
- 44 North West One & Mount Vernon Redevel.
- 45 20 K Street
- 46 90 K, Greenbaum & Rose
- 47 First K Data Center
- 48 Capitol City Plaza, Carter-Carlitz
- 49 65 K Street
- 50 Union Square III, Akridge
- 51 Prevocational School Site
- 52 318 Eye Street, The Broadway Group
- 54 Capital Place, Louis Dreyfuss
- 55 415 New Jersey Avenue
- 56 Capital Commerce Center, Fairfield
- 57 Pepco
- 58 Washington Gateway, MRP
- 62 Uline Arena, Douglas Dev.
- 64 Burnham Place, Akridge
- 66 3rd & H Streets NE, Stewart
- 67 C & P Telephone Comp. Warehouse, J Street Development

Potential Development

- 59 Jemal's Gateway, Douglas Dev.
- 60 Capitol Square, Morgan Stanley
- 61 Constitution Square
- 63 G & New Jersey Avenue
- 65 801 New Jersey Avenue
- 66 PEPCO Disposition Site

- Northwest One (Hope VI)
- Mount Vernon Triangle
- Planned Unit Developments Underway
- Study Area Boundary

One: Land Use Mix

Provide a diverse mix of uses that creates a variety of options for living, working, shopping, recreation, and culture

A balanced land use mix is critical to the success of NoMA, and will contribute to the following:

- *Sustainability (economic and environmental)*
- *Transportation efficiencies (effective use of infrastructure investment with Metrorail two-way usage, spreading the peaks, decreasing trips, and decreasing parking demand)*
- *Vibrancy characteristic of a true neighborhood (the mix and overlap of populations will add life on the streets - 24/7 instead of 9 to 5, activity, safety, interest, walkability)*
- *Integration with surrounding neighborhoods*
- *Unanticipated synergies and interactions (that combine individual urban elements into neighborhood features that are more than the sum of the parts)*

Even with the current real estate market inclined to mixed-use development, there is still a need for guidance and direction to achieve the right mix in the right locations. NoMA's distinct sub-areas require land uses that address their unique situations.





1 MIXED-USE, ACTIVE NEIGHBORHOOD

NoMA, with its proximity to Downtown and the U.S. Capitol, is a logical location for a long-term extension of the Downtown commercial market. However, NoMA can be much more than another typical office district, with empty, inactive streets after business hours. A balance of residential and commercial uses will help create a vibrant mix of residents, workers, and visitors, and will make the necessary transitions to surrounding residential uses.

Attracting potential residents and developers interested in residential construction will be critical to achieve a mixed use neighborhood. Urban design, landscaping and the creation of functional public open space is essential to the redevelopment plan, as residents cannot envision living in an urban environment dominated by hardscape. A critical mass of residents will sustain supporting retail, entertainment, recreational (and potentially cultural) uses, which enliven streets and contribute to "24/7" neighborhood activity.



2 APPROPRIATE MIX OF COMMERCIAL/ RESIDENTIAL

WEST OF THE TRACKS

A critical mass of NoMA residents is key to its success as a neighborhood. Even though current development proposals include or anticipate a residential/office mix, current trends or slight shifts in the market could result in predominantly office uses. Currently, there is no guarantee that residential uses will be built. Several of the multi-phase large-parcel development proposals are planning the residential component as a later phase of development, which could easily be changed. Further District-wide policy initiatives, such as requirements for Inclusionary Zoning (affordable housing) could potentially tilt the scale in favor of office over residential, since current market conditions don't appear to be favoring one over the other.

A near-equal mix of office and residential is the goal. In addition to critical residential mass, neighborhood and community-building and active streetscapes, a 50/50 mix also provides the maximum opportunity for innovative resource-sharing, such as energy-efficiency techniques and shared-parking strategies.

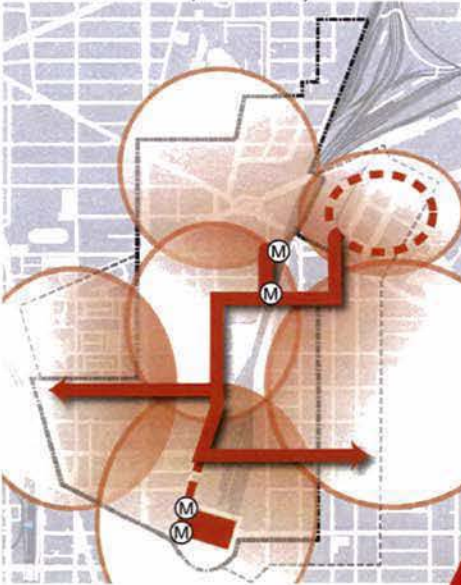
EAST OF THE TRACKS

East of the tracks, there is an opportunity to reinforce the residential character of the nearby neighborhoods with a continuation of a primarily residential neighborhood, with neighborhood-serving retail.

DISCOURAGED: Scattered or auto-oriented retail that dilutes potential for vibrant, interconnected corridors and draws automobile traffic off principle and minor arterials and onto streets where it creates problems.



RECOMMENDED: Concentrated retail that builds upon, strengthens, and connects existing retail patterns and reinforces transit and pedestrian activity



3 VIBRANT MIX OF GROUND FLOOR RETAIL IN KEY LOCATIONS

Common problems faced by rapid neighborhood redevelopment include the combination of: a time lag for the market to materialize, developer specialization, and lack of coherent larger plan or focus for where retail should occur. The retail suggestions below, combined with the "Market Conditions" chapter attempt to provide guidance and relate to larger retail strategies for the surrounding areas as well.

A vibrant mix of ground floor retail in key locations should strive for the following:

STRENGTHEN EXISTING RETAIL

Union Station: Improve connections and build off of its status as an "urban mall" retail anchor

North Capitol Street: Encourage improvements and infill of empty storefronts between New York and Florida Avenues

IMPROVE CONNECTIONS INTO EXISTING AND PLANNED RETAIL CONTEXT

K Street: Continue K Street retail momentum from Mount Vernon Triangle area. Retail should be of high quality, with generous floor-to-ceiling heights, and continuous wherever possible, culminating in a NoMA retail hub at the intersection of K and 1st Streets. Encourage a minimum 14' clearance.

H Street: Extend planned H Street Corridor retail hub westward, with intermittent, neighborhood serving retail.

Wholesale Market: Provide opportunities for connections from NoMA into Wholesale Market area. Encourage detailed analysis and study of the Wholesale Market to evaluate future opportunities and strategies for this unique retail hub.

ENCOURAGE A NEIGHBORHOOD-SERVING RETAIL SPINE ALONG 1ST STREET, NE

Retail could consist of restaurants, dry-cleaners, hardware store, and other smaller-scale opportunities that would serve residents and day-time workers. 1st Street retail could be more intermittent and less continuous than K Street retail, and would follow the incremental demands. It is important,

though, that buildings along 1st Street that may not initially contain retail spaces preserve future retail opportunities through design creativity and flexibility of their ground floors. The intersections of K & 1st Streets (described previously), and 1st & M Streets are higher priority, with retail strongly encouraged; the K & 1st Street intersection is a pivotal point for emphasizing the east-west connections along M Street towards Uline Arena and Wholesale Market.

ENCOURAGE REGIONAL-SERVING RETAIL IN THE AIR-RIGHTS PROJECT OVER THE TRACKS BEHIND UNION STATION

Take advantage of this significant development opportunity to activate the H Street Bridge with multiple entrances; activate the southeast corner of the intersection of K and 1st Streets with vertical connections to the air-rights development; create pedestrian retail connections to existing retail in Union Station.

ENCOURAGE TEMPORARY VENDOR RETAIL ALONG 1ST STREET, NE

Temporary vendor retail will activate the long expanse of the Burnham historic stone railway wall, and take advantage of the high level of existing pedestrian traffic in the area to provide much needed services to the area.

PURSUE OTHER STRATEGIC RETAIL OPPORTUNITIES

Possible adaptive re-use of either of the U.S. Government Printing Office buildings northwest of Union Station. With the Printing Office's possible departure, the historic buildings provide a range of potential retail opportunities, including medium box.

Explore the possibility of a major potential anchor with hotel uses framing New York Avenue, to emphasize the avenue's gateway qualities, and tie into retail momentum along 1st Street.

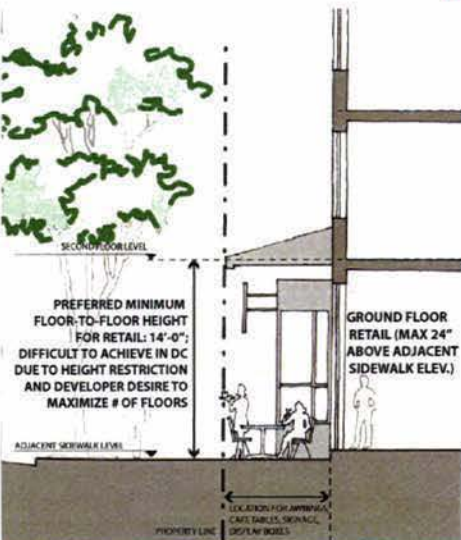
4 PRODUCTION/ARTS & LIVE-WORK MIXED-USE DISTRICT EAST OF THE TRACKS, NORTH OF ULINE ARENA (See location on map, p 3.9)

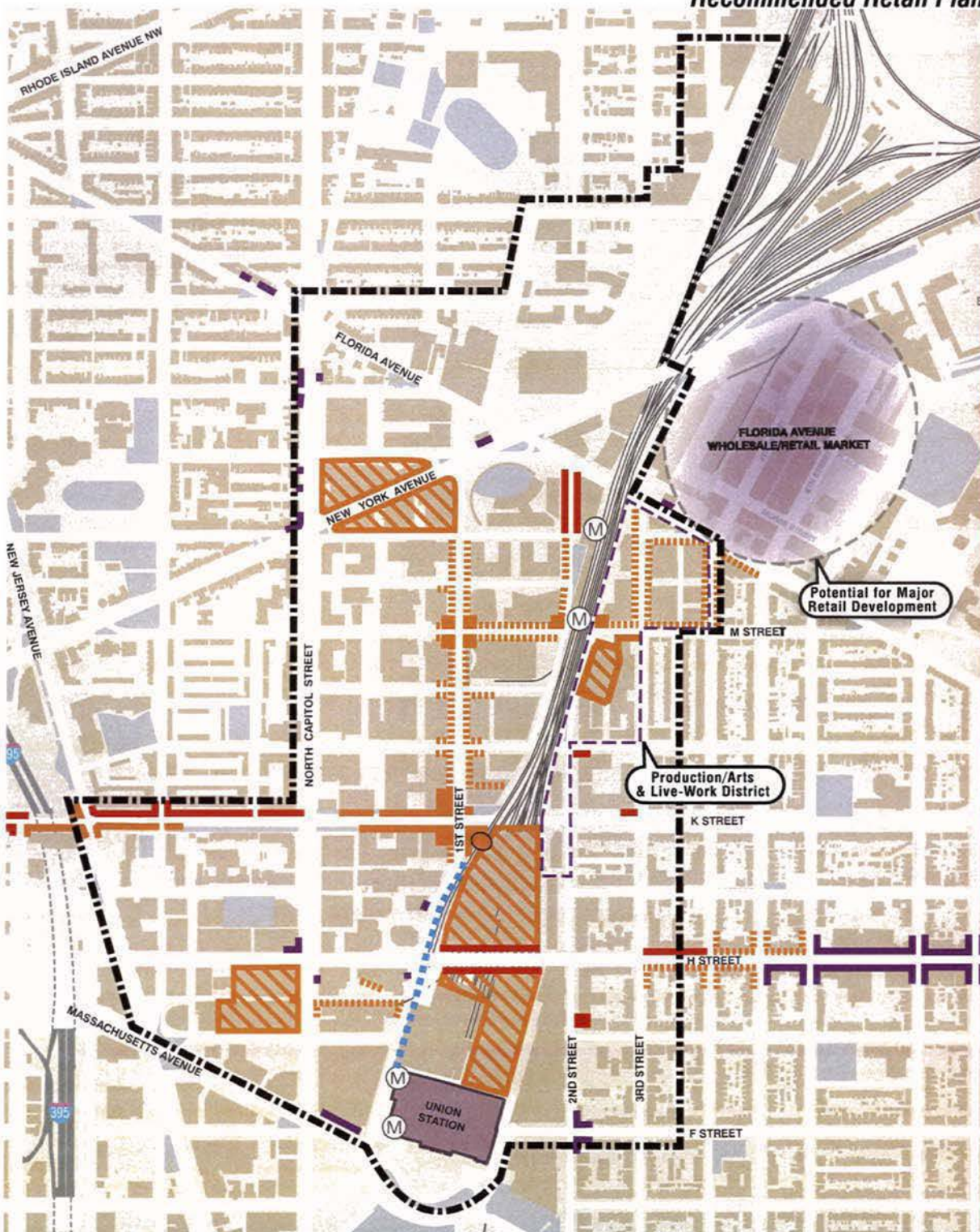
East of the tracks, the area south of Florida Avenue and north of (and including) the Uline Arena block, and bounded by 3rd Street east of the Uline Arena block and 4th Street north of the Uline block, as well as two sites between K and L Streets along the tracks, is an area that sits at an important hinge. It is adjacent to the New York Avenue Metrorail station, the Florida Avenue Wholesale Market District, and residential blocks of the Near Northeast neighborhood. It can accommodate an interesting, vibrant mix that can serve as: transition in scale between low density residential and potential higher density development closer to the Metrorail station; transition in use between the Wholesale Market, and neighborhood residential; transition in pedestrian experience along the path from residential neighborhood to the Metrorail station.

A mixed-use district with a specialized focus on arts and production uses could consist of a mix of residential/other non-residential uses. The 'other

uses' could include retail, cultural, community, arts, production/manufacturing; with Uline Arena potentially serving as an indoor recreation or entertainment element. Single-use office development is not recommended; office uses may be accommodated as an accessory use or with smaller-scale, arts and design-related tenants. The retail, cultural, community, and arts uses provide enough ground floor vitality to aid in the pedestrian transition from the Near Northeast neighborhoods to the Metrorail station. The production uses allow for existing manufacturing to remain, and to be supplemented (if there's a future demand), with a potential shift to more arts-related production uses.

In general, higher density is advocated closer to the tracks and Florida Avenue (more easily accommodated for scale transitions); and closer to the Metrorail station (in support of smart growth strategies) with step-downs closer to the rowhouse neighborhood fabric.





LEGEND

- Existing Retail
- Proposed Retail in Existing Plans
- Recommended High-Priority Retail
- Recommended Intermittent Retail with Potential to Become Continuous
- Temporary/Vendor Retail
- Link From First Street and K Street to Air Rights Development
- Major Proposed Retail/Cultural Anchors Including Hotel (Except for Uline Arena)
- Study Area Boundary

SUMMARY OF RECOMMENDATIONS

- "High Priority Retail" indicates areas guided by potential Zoning Overlay for limited first floor area. The PILOT program (described in "Ch. 5: Implementation, p. 5.14") may be utilized to provide incentives for development of high quality ground-floor retail in these locations.
- "Recommended Intermittent Retail" indicates desired, but not required, retail locations that support a coordinated retail strategy, linking and reinforcing existing and planned retail patterns.

5 WELL-INTEGRATED OFFICE USES

Office uses should be distributed and designed in a way that complements the streetscape and neighborhood qualities of an active, mixed-use neighborhood. Deep setbacks, suburban-style drop-offs, and monotonous architectural expression should be avoided in favor of more pedestrian-friendly configurations.

A District-wide policy of dispersion should be encouraged for the most security-intensive tenants. Fine-grained,

successful, neighborhood building fabric can survive the negative impacts of the occasional, or isolated, 'object' building, or urban anomaly (see #28, 3.22); it is much more difficult to survive the impacts of multiple pedestrian-unfriendly buildings. Given the presence of the new high-security Alcohol, Tobacco, Firearm and Explosives building in NoMA, great care should be taken to minimize future, high-security buildings in the area.

6 HOTELS THAT TAKE ADVANTAGE OF TRANSIT & PROXIMITY TO DOWNTOWN

There is currently a planned hotel adjacent to the New York Avenue Metrorail Station, and future opportunities for additional hotel should be explored. The triangular site on the southeast corner of 1st and K Streets could be an interesting hotel site, given its potential pedestrian connections to Union Station. The triangular site configuration makes efficient parking structures difficult, and could benefit from the lower hotel parking

requirements. The link from 1st Street to future air-rights development could also make an interesting hotel feature. Hotel use along the New York Avenue corridor is another opportunity. Here, a larger-scale hotel could be used as a buffer between New York Avenue and smaller-scale residential. Proximity to Metrorail and the possibility of framing a prominent entry into Downtown are additional desirable attributes.

7 RESIDENTIAL DIVERSITY & STREET LEVEL CHARACTER

A DIVERSE MIX OF HOUSING

A mix of residential housing types should be encouraged: apartments (rental and condominium), townhouses, townhouse/duplex units embedded in the bases of larger buildings, live-work units. The mixture of types allows for various household sizes and configurations, and makes it possible for residents to relocate within their own neighborhood when necessary (such as elderly homeowners who want to downsize).

The unique character of NoMA should influence the potential housing types. As an "emerging" neighborhood, the first residents may be those who enjoy the benefits of proximity to Downtown, access to transit, and the 'edginess' of living on the fringe of established neighborhoods, in an area with an industrial feeling and few pre-existing amenities. There may be an untapped market in the District for this type of place, where less conventional housing types might include live-work spaces, raw/unfinished lofts, or other types of flexible space.

Affordable/workforce housing is currently planned in the Northwest One redevelopment. Approximately 520 units of deeply subsidized housing will be developed to replace existing units in the area. In addition, approximately 591 affordable units are planned in a range of low to high-density configurations. While additional affordable housing in NoMA is possible, it may not be required. Pending inclusionary

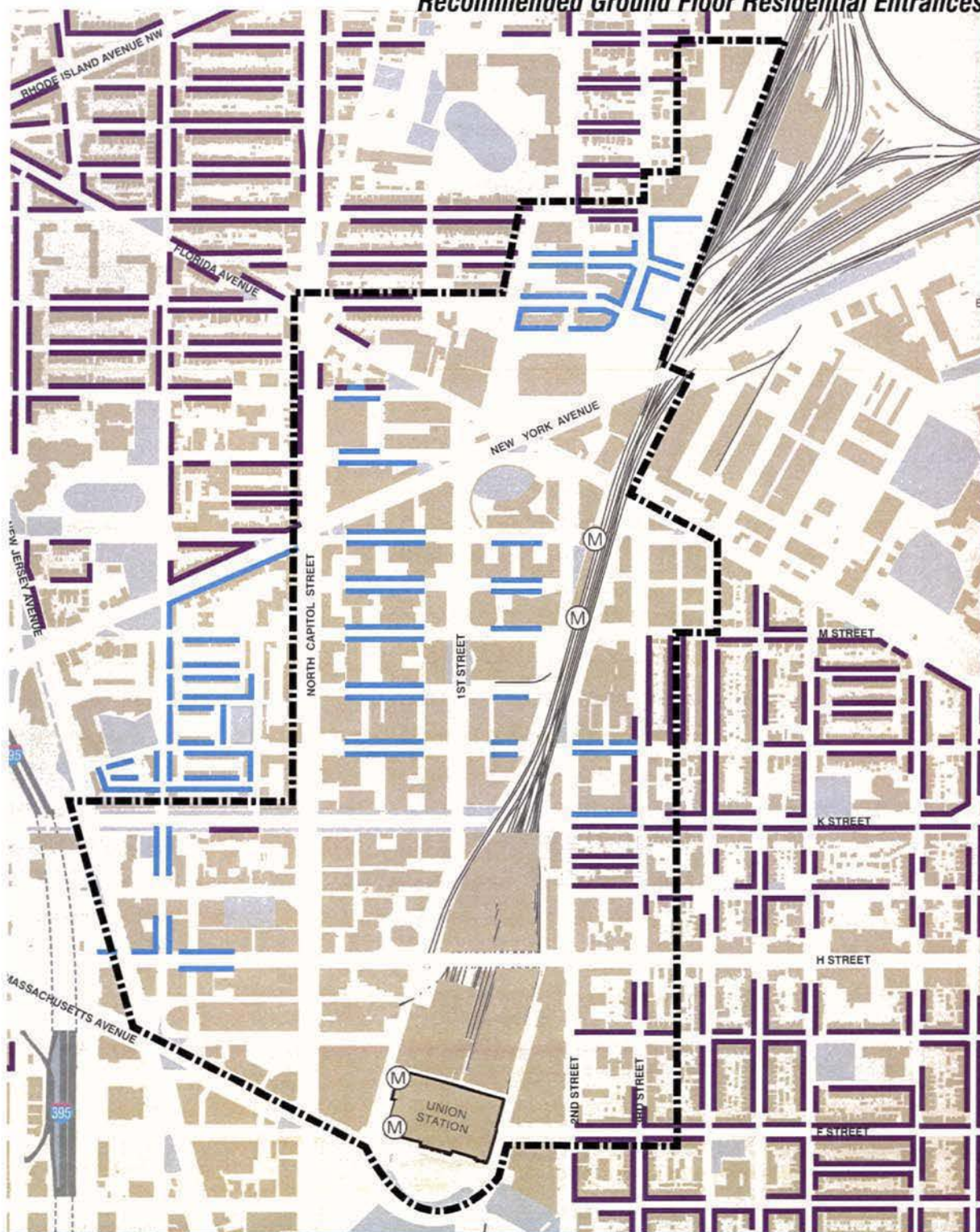
zoning legislation in the District may not be applicable in areas with pre-existing "transfer-of-development-rights" (TDR) areas. Much of NoMA contains TDR rights, which means that an affordable housing requirement cannot be counterbalanced with density bonuses, since the TDR process allows, as-of-right, a maximization of building density. To mandate subsidized housing in this situation may shift economic feasibility to commercial only, and decrease the possibility of NoMA becoming a truly mixed, active neighborhood.

STREET-LEVEL CHARACTER

To complement the long-term retail strategy, and to create a distinct hierarchy of street types that connects seamlessly into the surrounding neighborhoods, a general distribution for ground-floor residential elements is illustrated in the accompanying map. East-west streets, with smaller rights-of-way, and direct connections into surrounding residential areas, should have ground floors with a primarily residential character. Entrances to large apartment buildings should be combined with repetitive entrances into individual units, and interspersed with semi-private gardens. While the overall scale in some areas may exceed that of traditional DC rowhouse neighborhoods, the rich texture of the lower floors will create the necessary scale transitions to create a human scaled environment that evokes the best of other DC neighborhoods.



Ground Floor Residential Entrance Examples, Including "Embedded" Townhouses in Larger Residential Buildings



LEGEND

- Existing Ground Floor Residential with Multiple Entrances
- Recommended Ground Floor Residential with Multiple Entrances
- - - Study Area Boundary

SUMMARY OF RECOMMENDATIONS

- "Recommended Ground Floor Residential Entrances Including Imbedded Townhouses" illustrates opportunities for the creation of a neighborhood-wide street hierarchy that locates multiple, active residential entrances along east-west minor streets (see photos on facing page). The recommended locations shown on the diagram specifically indicate: entrances into multiple street-level residential units (potentially "embedded" in the base of larger buildings, or individual/ stacked townhouses), along with residential lobby entrances of larger apartment buildings. The key goal is the creation of repetitive entrances, stoops, and locations for residents to actively engage the street, all of which will contribute to a pedestrian-friendly environment.