

The Ultimate Development

“Meeting Community Needs”

- ☐ **Day Care**
- ☐ **Landscaped Public Plaza in an Urban Setting**
- ☐ **Green Roof**
- ☐ **Retail Shops**
- ☐ **Large Parking Ratio (1:1 vs. 1:3 per code)**
- ☐ **Metro Station 800 Feet From Complex**
- ☐ **Improves and Modernizes the Neighborhood**
- ☐ **Construction to Begin in 12 Months**

Cohesive Urban Plan

- ☐ **Each Element of the Plan Complements the Other**
- ☐ **Height Allows Creation of a Secure Community Plaza With Landscaped Garden Areas**
- ☐ **Density Allows a Larger Ratio of Affordable Housing**
- ☐ **Largest Percentage of Affordable Housing Provided by a Private Developer on Private Land in DC**
- ☐ **Plan Allows Unique Residential Life Style in an Urban Setting**

History of Project

- ☐ Previously Approved PUD
- ☐ Two Thirds Office
- ☐ One Third Residential
- ☐ Metro Now Available Within 800 Feet
- ☐ Large Parking Ratio (1:2 in 1995 PUD, now increased to 1:1)

Economic & Fiscal Impact Evaluation Union Place PUD – 200 K Street NE

Methodology

- Utilized readily accepted methodology and procedures
- Impacts are quantified for construction period and at build out
- Figures presented in constant 2005 dollars to exclude inflationary impacts
- Only direct fiscal impacts are utilized
- In addition, other economic impacts (jobs, payroll) direct and indirect were examined utilizing Bureau of Economic Analysis (BEA) Econometric RIMS II model

Estimated Fiscal and Economic Impact Union Place PUD

Construction Period (2005 Dollars)

Economic Impact	Phase I	Phase II	Total
DIRECT			
Jobs (FTE)	190	463	653
Payroll	\$8.3 million	\$20.3 million	\$28.6 million
Material Purchases (regional)	\$14.3 million	\$34.8 million	\$49.1 million
Consumer Expenditures	\$7.1 million	\$17.4 million	\$24.5 million
INDIRECT			
Jobs (FTE)	161	391	552
Payroll	\$6.2 million	\$15 million	\$21.2 million

Estimated Fiscal and Economic Impact Union Place PUD

Construction Period (2005 Dollars)

Fiscal Impact to District	Phase I	Phase II	Total
Income Tax	\$382,000	\$1.6 million	\$2 million
Direct Sales Tax	\$82,000	\$348,000	\$430,000
Indirect Sales Tax	\$123,000	\$300,000	\$423,000
Building Permit Fees	\$83,000	\$255,000	\$338,000
TOTAL	\$671,000	\$2.5 million	\$3.1 million

Estimated Fiscal and Economic Impact Union Place PUD

Annual Operations at Build Out (2005 Dollars)

Economic Impact	Phase I	Phase II	Total
DIRECT			
Jobs (FTE)	22	49	71
Households	202	500	702
Payroll	\$574,000	\$1.1 million	1.7 million
Household Earnings	\$29.4 million	\$91.8 million	121.2 million
Consumer Expenditures	\$25.4 million	\$79.4 million	104.8 million
Retail Sales (on-site)	\$2.1 million	\$6 million	\$8.1 million
INDIRECT			
Jobs (FTE)	319	1,255	1,574
Payroll	\$7.7 million	\$23.7 million	31.4 million
Retail Sales (off-site in District locations)	\$12.7 million	\$39.8 million	\$52.5 million

Estimated Fiscal and Economic Impact Union Place PUD

Annual Operations at Build Out (2005 Dollars)

Annual Fiscal Impact to District	Phase I	Phase II	Total
Income Tax	\$2 million	\$6.4 million	\$8.4 million
Real Property Tax	\$1 million	\$3 million	\$4 million
Direct Sales Tax (on-site)	\$168,000	\$471,000	\$640,000
Indirect Sales Tax (off-site in District)	\$842,000	\$2.6 million	\$3.5 million
Corporate Franchise Tax	\$2,000	\$6,000	\$8,000
Personal Property Tax	\$3,000	\$9,000	\$12,000
Total	\$4.1 million	\$12.5 million	\$16.6 million

Summary

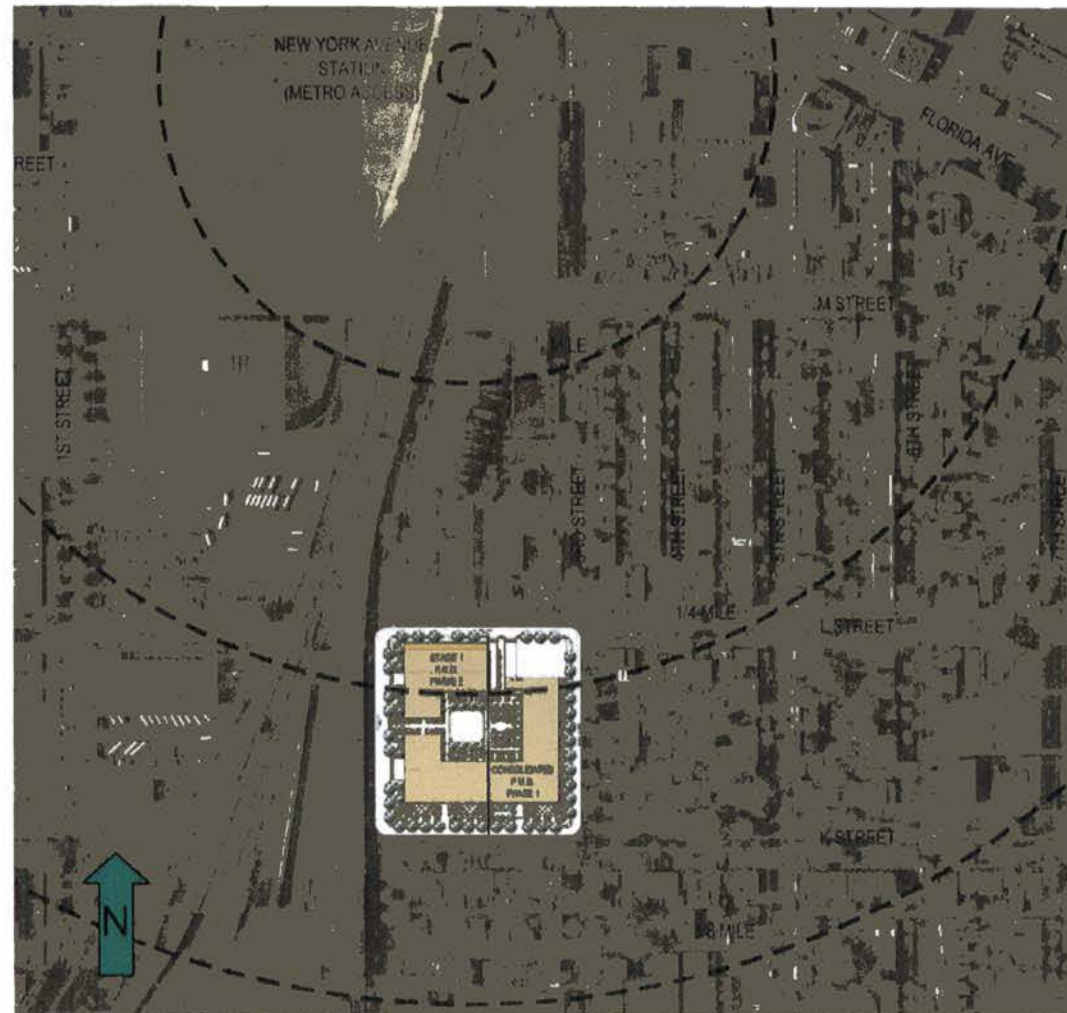
- Impacts at build out will continue on a sustained annual basis and will likely increase in real dollars (i.e. above inflation)
- Phase I is estimated to provide 202 residential units (households) with a total household income of \$29.4 million
- Phase II is estimated to provide 500 residential units (households) with a household income of more than \$91.8 million

Summary

- Phase I Direct District Tax Revenues:
\$4.1 million annually
- Phase II Direct District Tax Revenues:
\$12.5 million
- Total projected Tax Revenue on an annual basis:
\$16.6 million
- Phase I and II will also create additional spin-off economic and fiscal benefits (new jobs and additional tax revenue)

SITE LOCATION

- SITE BOUNDED BY 2ND, K, 3RD, & L STREETS NE
- INCLUDES ALL OF SQUARE 749 EXCEPT 3 LOTS AT THE NORTHEAST CORNER
- RAILROAD OVERPASS BORDERS THE SITE ON THE WEST
- INDUSTRIAL BUILDINGS & THE OLD ULIN ARENA ARE IN THE ADJACENT BLOCKS TO THE NORTH
- A VACANT LOT IS IN THE ADJACENT BLOCK TO THE EAST
- ROWHOUSES ON A HIGH SLOPE ARE IN THE ADJACENT BLOCK OF K STREET TO THE SOUTH

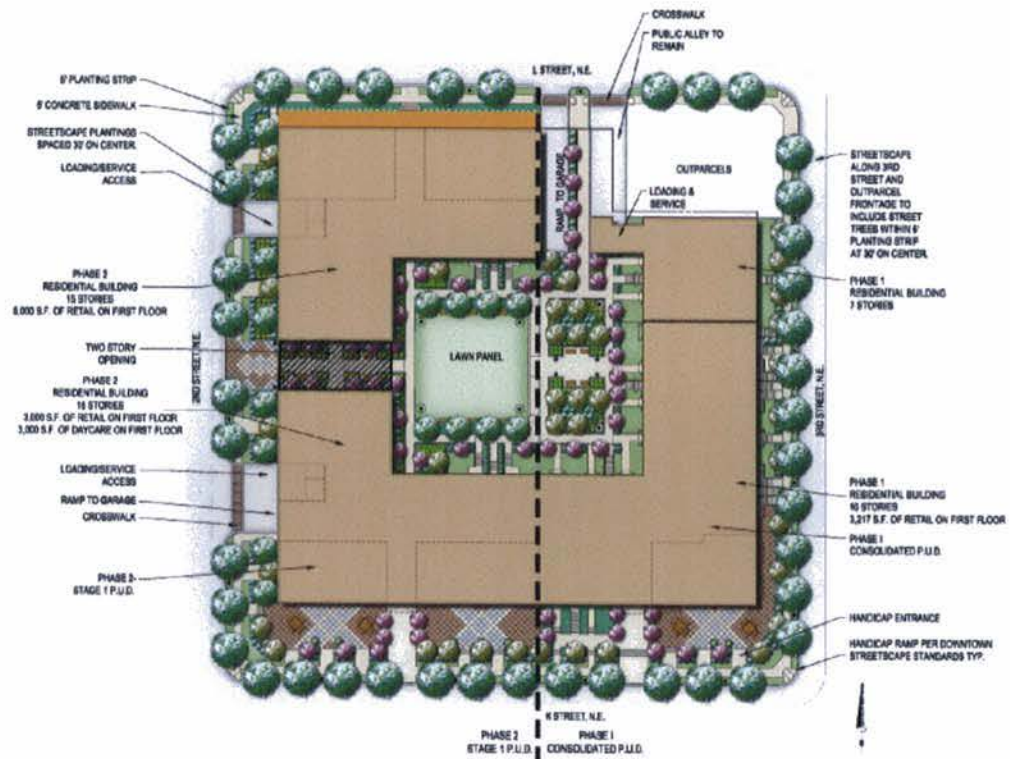


PHASE I – CONSOLIDATED P.U.D.

- 10 STORY RESIDENTIAL BUILDING WITH 7 STORY STEPDOWN
- ENTRANCE ON K STREET

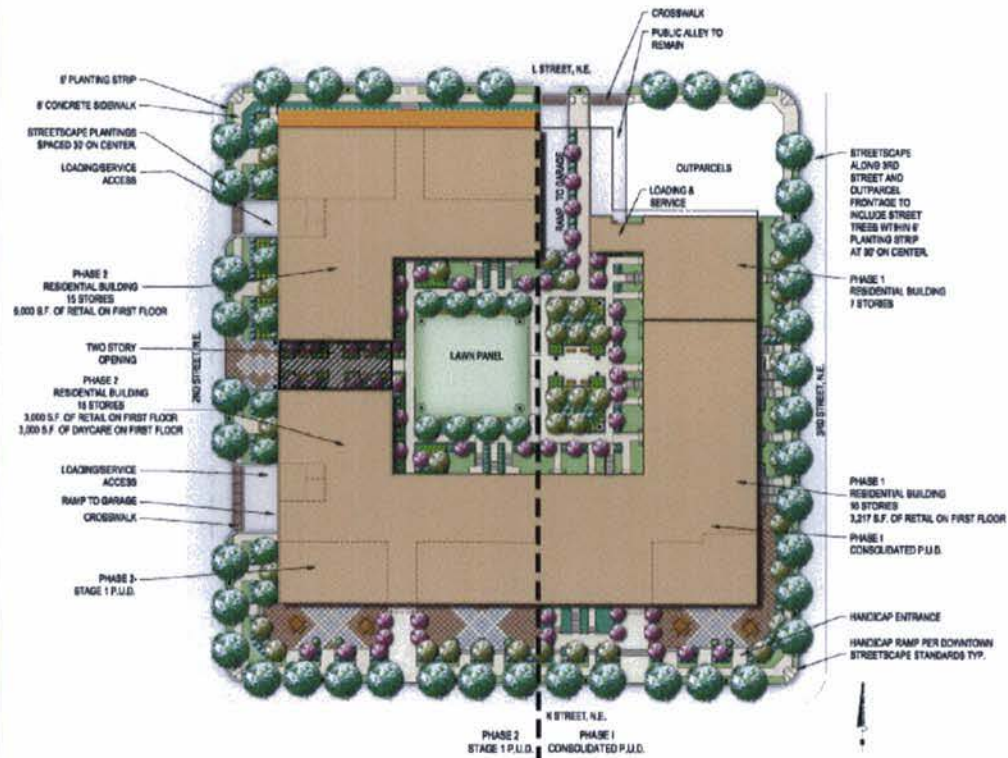
PHASE II – STAGE I P.U.D.

- 15 STORY RESIDENTIAL BUILDING
- ENTRANCE ON K STREET



**PHASE I & II DESIGNED AS
ONE COMPLEX TO PROVIDE
THE FOLLOWING:**

- GENEROUS PARKING RATIO (1:1)
- LANDSCAPED INTERNAL COURTYARD
- CONTINUOUS STREETSCAPES ON ALL SIDES
- DOUBLE HEIGHT PEDESTRIAN WALKWAY FROM 2ND STREET TO COURTYARD
- CLEAR SEPARATION OF VEHICULAR AND PEDESTRIAN ACCESS
- RETAIL AND DAYCARE AMMENITIES ALONG K & L STREETS
- ACCESSIBILITY TO ALL UNITS WITH ELEVATORS AND RAMPS





PHASE I & II DESIGNED AS A COHESIVE RESIDENTIAL COMPLEX...

PHASE I & II:

- SECURE AND CLEARLY IDENTIFIABLE ENTRANCES ON K STREET
- USE OF AESTHETICALLY PLEASING AND DURABLE MATERIALS
- BUILDING HEIGHTS RESPOND TO PLANNING AND ZONING REQUIREMENTS
- REDUCTION OF PHASE I BUILDING TO 90' FROM 130' APPROVED IN 1995 ORDER
- ELEVATIONS INCORPORATE SETBACKS IN THE FAÇADE, BAY WINDOWS, BALCONIES, CHANGES IN MATERIALS, AND CORNICES
- FACADES DESIGNED TO RESPOND TO THE EXISTING RESIDENTIAL FABRIC ALONG K & 3rd STREETS



1ST THRU 3RD FLOORS



4TH THRU 8TH FLOORS



9TH & 10TH FLOORS

BUILDING SETBACKS – PHASE I

SETBACK FROM 3RD TO 4TH FLOOR: 4 FEET WHERE LIGHTER COLOR BRICK MEETS 3RD FLOOR. HEAVY CORNICE LINE AT 3RD/4TH

SETBACK FROM 8TH TO 9TH FLOOR: 4 FEET

SETBACK WHERE BUILDING STEPS DOWN FROM 10 TO 7 FLOORS: 71 FEET

BALCONY SETBACKS: 1 FOOT/6 INCHES, FLOORS 4 THRU 8 (Balconies project 4 feet beyond face)
3 FEET/6 INCHES, FLOORS 9 & 10

BUILDING SETBACKS – PHASE II

COMPARABLE TO PHASE I









Public Benefits:
(10,000+ Sq. ft. Green Roof)

•**ALTERNATIVE STORMWATER MANAGEMENT PRACTICE.** THIS ROOF WILL STORE ABOUT 1,074 CU.FT. PER RAIN EVENT.

•**WATER QUALITY-** 70-80% OF THE RAINWATER WILL NEVER DISCHARGE DIRECTLY INTO THE STORM SEWER.

•**POLLUTION REDUCTION-** PLANTS FILTER OUT AIRBOURNE AND WATER CONTAMINATES SUCH AS SMOG, ACID RAIN, GROUND LEVEL OZONE.

•**REDUCES THE “HEAT ISLAND” EFFECT,** CAN LOWER ADJACENT TEMPERATURES SIGNIFICANTLY AND HELP TO REDUCE ENERGY COSTS.

•**ROOFTOP AMENITY-** TERRACE IS AESTHETICALLY PLEASING AND WELL DESIGNED.



Public Benefits:
(20,000+ Sq. ft. Central Plaza/Pocket Park)

- DESIGNED WITH CPTED (CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN) PRINCIPLES IN MIND. SAFE, SECURE, PROPERLY MAINTAINED**

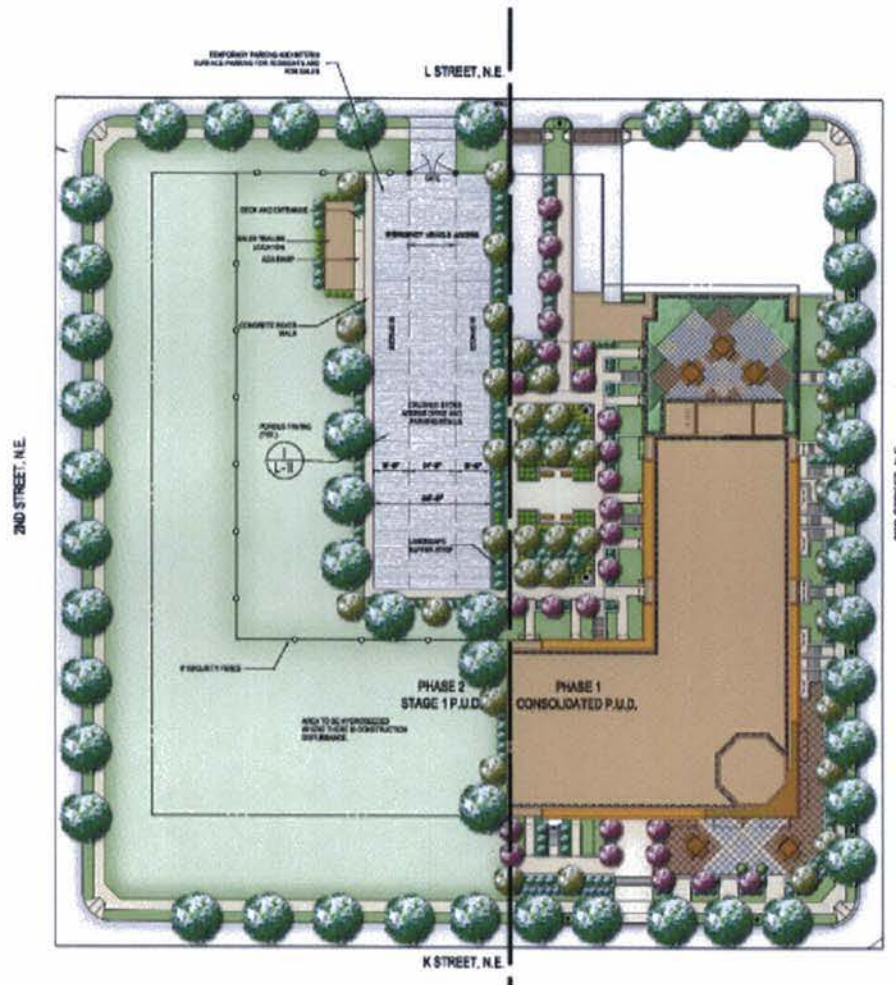
- PASSIVE RECREATION USES-**
PLENTY OF DIFFERENT SEATING
OPPORTUNITIES, NICE SITE
FURNISHINGS, AND VARIETY OF
PLANTINGS.

- STREETSCAPE**
BEAUTIFICATION- ATTRACTIVE
WIDE SIDEWALKS AND
PLANTING STRIPS, WELL LIT AND
AN OVERALL SAFE PEDESTRIAN
EXPERIENCE.



**Public Benefits:
(Interim Landscape Plan)**

- **INCREASED OFFSTREET SURFACE PARKING-** ADDITIONAL SPACES FOR VISITORS, GUESTS, RESIDENTS, AND SALES TRAILER. TEMPORARY UNTIL PHASE 2 UNDERGROUND PARKING COMES ON LINE. REDUCE CONGESTION AND COMPETITION FOR STREET PARKING.
- **POROUS PAVING-** CRUSHED GRAVEL PRODUCT USED IN PARKING LOT IS A LOW IMPACT DEVELOPMENT TECHNIQUE TO ALLOW FOR RAIN RUNOFF TO FILTER INTO THE GROUND.
- **ADDITIONAL LANDSCAPING-** SAFE AND LUSH ENVIRONMENT TO HELP SCREEN SURFACE PARKING.



Zoning Relief & Comprehensive Plan

- ☐ **Total site area – 101,082 s.f.**
- ☐ **Current zoning – C-2-B for 26,805 s.f.
C-M-3 for 74,277 s.f.**
- ☐ **Zoning requested -- Rezone to C-3-C**

PUD Standards

- ☐ In C-2-B, Matter-of-Right allows maximum height of 65 feet, maximum FAR of 3.5.
- ☐ In C-M-3, New residential use is prohibited.
- ☐ In C-3-C, PUD Standards allow maximum height of 130 feet, maximum FAR of 8.0.
- ☐ Sec. 2405.3 allows ZC to authorize FAR 5% above the maximum if “essential to successful functioning” of the project and consistent with PUD process.
- ☐ Relief requested:
8.4 FAR
130-foot height only for the Phase 2 building (preliminary PUD)
Phase 1 building (Consolidated PUD) will be built only to 90 feet, stepping down to 61 feet, 6 inches in the northeast portion

The 1995 ZC Order

- ☐ **Approved rezoning the entire site to C-3-C.**
- ☐ **Approved 130-foot maximum height for both buildings, with appropriate setbacks.**
- ☐ **Approved 8.0 FAR.**

Compatibility With The Area

To the west of the site, railroad property is zoned C-M-3.



**To the north of the site, industrial zoning extends
all the way to Rhode Island Avenue.**



To the east of the site, 3rd Street from just north of L Street extending south almost to I Street is zoned C-2-B. The 3rd Street portion across from the PUD site is a vacant lot.



To the south, K Street between 2nd and 3rd is zoned C-2-B and is presently occupied by rowhouses atop a high hill.



Consistency With The Ward 6 Comp Plan

- ☐ **Protects neighborhoods adjacent to Union Station from commercial encroachment by creating a new residential community in a buffer zone.**
- ☐ **Provides substantial private investment in housing.**
- ☐ **Replaces vacant residential properties with new residential property, rather than converting to commercial/office use.**
- ☐ **Expands the city's supply of affordable housing for low-income families.**

Consistency With Other City Policies

PUD Site is in the NoMa redevelopment area, shown on this OP map.

