

10410  
D.C. 20002  
1513  
78 11 3, 11 3:43

GOVERNMENT OF THE DISTRICT OF COLUMBIA  
OFFICE OF PLANNING



Office of the Director

## Memorandum

**TO:** District of Columbia Zoning Commission

**FROM:** *JSF*  
Harriet Tregoning, Director  
Office of Planning

**DATE:** March 30, 2007

**SUBJECT:** Setdown Report for Broadcast Center One - ZC #07-07  
Consolidated Planned Unit Development and Map Amendment

---

### APPLICATION

Broadcast Center Partners LLC has petitioned the Zoning Commission to setdown its request for a Consolidated Planned Unit Development (PUD) to construct a new mixed-use building on 7<sup>th</sup> Street NW between S and T Streets N.W. The site is Square 441, Lots 21, 66, 97, 814, 815, & 854.

### SUMMARY RECOMMENDATION

The Office of Planning **recommends that the application be set down for public hearing** and that a PUD-related map amendment to ARTS/C-2-C be advertised in the alternative.

### DESCRIPTION OF THE SITE AND SURROUNDING AREA

The project includes 51,062 square feet on the entire east side of 7<sup>th</sup> Street N.E. between S and T Streets. The site includes the northern entrance to the Shaw-Howard University Metro Station. The southern portion of the property is currently vacant, with the exception of the Metro entrance, while the northern portion contains historic two-story commercial structures. The historic Howard Theatre and Wonderbread buildings are both located directly across the alley to the east of the site.

The area has been the object of much planning work over the past two years. It was the object of study in two major Office of Planning initiatives, the "DUKE" Plan for Greater Shaw/U Street, and the Convention Center Area Strategic Development Plan. Both plans recommended a strong mixed-use project at this location, preferably one that incorporates or supports the redevelopment of the Howard Theatre.

The site and properties to the north, south, and east are zoned ARTS/C-2-B. The square to the west is zoned R-4. Both the DUKE and Convention Center plans contemplate a change in the R-4 zoning to the west to match the remainder of the area while the ARTS/C-2-B zoning would remain.

ZONING COMMISSION  
District of Columbia



Figure 1: Aerial View

## PROPOSAL

The proposal is to construct a new, 90 foot high mixed-use facility on the site. The building would contain the relocated headquarters of Radio One. The total office space would be 103,083 square feet. The proposal calls for 24,323 square feet of retail uses and 192,511 square feet of residential, totaling approximately 180 apartments. The proposed project will comprise a seven-story glass office structure on the southern portion of the site, and a nine-story masonry residential structure to the north. The existing historic structures will be incorporated into the northern portion of the building and contain ground floor retail uses.

The proposal calls for two levels of underground parking for a total of approximately 201 spaces. Both parking and loading would be accessed through the eastern alley. The overall development on the site would be 319,917 square feet for an FAR of 6.3, of which 2.5 would be non-residential. The building is proposed at 90' in height and 88% lot occupancy.

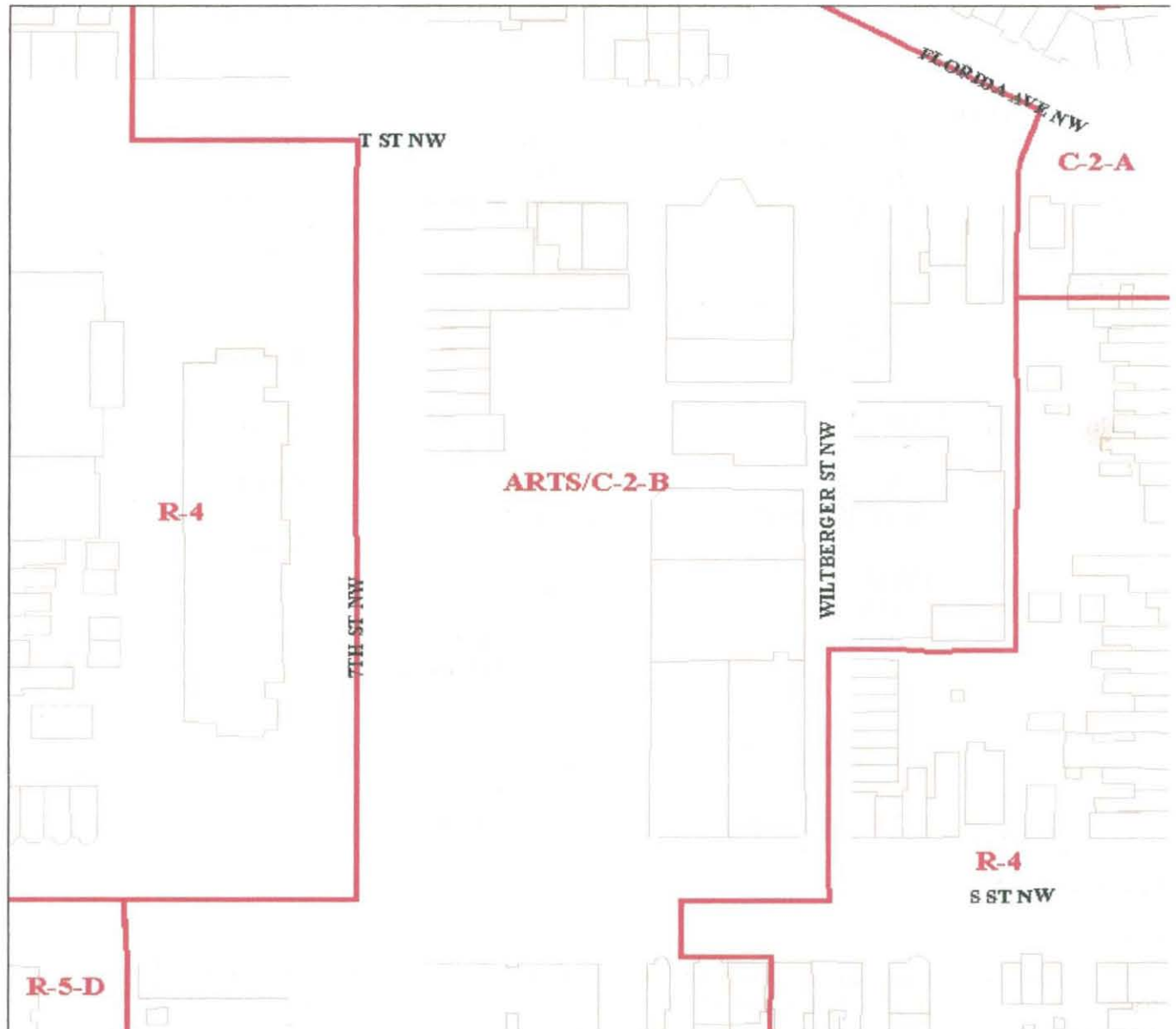


Figure 2: Site Area

## ZONING

The site is zoned C-2-B in the ARTS Overlay District. Under PUD guidelines, the C-2-B district allows a total FAR of 6.0 with a non-residential FAR of 2.5 and a height of 90'. The applicant is requesting a total FAR of 6.3, which includes a request for 5% increase above the maximum standard per §2405.3. The applicant is also requesting that the maximum non-residential FAR of 2.0 provided in §2405.2 be waived to allow a non-residential FAR of 2.5. OP would recommend that in the alternative the Zoning Commission consider a map amendment to ARTS/C-2-C which would maintain the 6.0 total FAR cap while allowing 2.5 non-residential FAR on the site.

### Zoning Tabulation

	ARTS/C-2-B MOR	ARTS/C-2-B PUD	Proposed
Minimum lot area	N/A	15,000	51,062
FAR	178,717 sf (3.5)	306,372 sf (6.0)	319,917 sf (6.3)
Height	65'	90'	90'
Lot Occupancy	80%	80%	88%
Rear Yard	15'	15'	45'
Parking	60 residential 56 office 28 retail	60 residential 56 office 28 retail	101 residential 80 commercial
Loading	Office: 2-30 ft berth 1-20 ft space 2-100 sf platform  Retail: 2-30 ft berth 1-20 ft space 2-100 sf platform  Residential: 1-55 ft berth 1-20 ft space 1-200 sf platform	Office: 2-30 ft berth 1-20 ft space 2-100 sf platform  Retail: 2-30 ft berth 1-20 ft space 2-100 sf platform  Residential: 1-55 ft berth 1-20 ft space 1-200 sf platform	Office:  Retail:  Residential:

## FLEXIBILITY

### FAR

The applicants are seeking density above the matter-of-right for the subject zone district. The C-2-B district allows a matter of right FAR of 3.5 of which 1.5 may be non-residential uses. The PUD standards for C-2-B allow 6.0 FAR of which 2.0 may be non-residential use. The proposal is for a 6.3 total FAR with approximately 2.5 FAR of non-residential uses. This requests the full allowable FAR under the PUD guidelines, plus 5% available at the discretion of the Commission. In addition, achieving a non-residential FAR of 2.5 would require either waiving the limitations of §2405.2 or a map amendment to ARTS/C-2-C. The requested FAR appears to be consistent with the planning guidance for the site and for the wider area.

### Height

The application calls for an increase in height for the overall project above the matter-of-right 65' height to the full 90' allowed under PUD guidelines. This height is appropriate based on the recommendations of the DUKE and Convention Center Plans.

### Roof Structures

The applicant has requested minor relief from the roof structure requirements, specifically the requirements for a one to one setback for all roof structures. Approval of the site by Historic Preservation Review Board resulted in the location of the roof structures as far to the rear of the property as possible, away from the street frontage. The resulting roof structures do not meet the required setback from the rear alley and thus require additional relief.

### Lot Occupancy

The lot occupancy allowed for the residential portion of buildings in the C-2-B and C-2-C districts is 80%. The first and second floors, due to the retention of the existing historic structures in front of the new building, have a lot occupancy of approximately 88%. While relief is required for the technical lot occupancy on these floors, the floors above the existing structures have a lot occupancy of only about 70%.

### Recreation Space

The C-2-B and C-2-C zones require residential developments to provide recreation space in the building at a rate of 15% of the total residential gross floor area. The applicant is proposing to create recreation space of approximately 3.5% of the residential gross floor area. The recreation space requirement has been removed by the Zoning Commission and this relief has only been requested pending the release of the final order.

### Loading

The site has a requirement for four 30' loading berths and one 55' berth. The layout of the site, with all parking and loading being accessed from the rear alley does not facilitate the creation of a 55' loading dock. The applicant proposes five 30' berths with relief for the one larger required berth.

## **PUD EVALUATION STANDARDS**

The purpose and standards for Planned Unit Developments are outlined in 11 DCMR, Chapter 24. Section 2400.1 states that a PUD is "designed to encourage high quality developments that provide public benefits." The proposed development will be constructed in a neighborhood that has been planned for significant new mixed-use development. In order to maximize the use of the site consistent with the zoning regulations and be compatible with the surrounding community, the applicant is requesting that the proposal be reviewed as a consolidated PUD. This will allow the utilization of the flexibility stated in Section 2400.2.

*The overall goal is to permit flexibility of development and other incentives, such as increased building height and density; provided, that the project offers a commendable number of quality public benefits and that it protects and advances the public health, safety, welfare, and convenience."*



The proposed development brings with it a number of qualities that will benefit the public and in particular this neighborhood. The development provides the opportunity to bring the Radio One headquarters back to the District while redeveloping a significantly underused parcel on top of a metro station. The project will add approximately 180 new residential units and over 100,000 square feet of office use. The building will contain ground level neighborhood serving retail that will serve to help solidify and improve the 7<sup>th</sup> Street corridor. The project will support the redevelopment and reuse of the historic Howard Theater next door, including allowing off-peak parking for use by Howard Theater patrons.

Section 2403 further outlines the standards under which the application is evaluated.

*2403.3 The impact of the project on the surrounding area and the operation of city services and facilities shall not be found to be unacceptable, but shall instead be found to be either favorable, capable of being mitigated, or acceptable given the quality of public benefits in the project.*

The development of the site will contribute to the general improvement of the area, redevelop an unused transit site, and will have a positive impact on the revitalization of the area. City services such as water and sewer are currently available on the site. OP will confirm with WASA prior to the public hearing that there is sufficient capacity for the proposed development.

#### **PUBLIC BENEFITS AND AMENITIES**

The community benefits appear generally commensurate with the additional FAR and other flexibility requested.

*2403.9 Public benefits and project amenities of the proposed PUD may be exhibited and documented in any of the following or additional categories:*

- (a) Urban design, architecture, landscaping, or creation or preservation of open spaces;*
- (b) Site planning, and efficient and economical land utilization;*
- (c) Effective and safe vehicular and pedestrian access, transportation management measures, connections to public transit service, and other measures to mitigate adverse traffic impacts;*
- (d) Employment and training opportunities;*
- (f) Housing and affordable housing;*
- (h) Environmental benefits, such as stormwater runoff controls and preservation of open space or trees;*
- (i) Uses of special value to the neighborhood or the District of Columbia as a whole;*

#### **1. Affordable Housing**

Of the 180 units being built as a part of this application, approximately 45, or 25% of the total, will be affordable. The applicant has committed to 18 units (10%) at 31-50% AMI, 9 units (5%) at 51-80% AMI, and 18 units (10%) at 81-120% AMI. The units should be distributed evenly throughout the building and at unit sizes proportional to the rest of the building.

## *2. Green Building Design*

The applicant has committed to implement some level of green building design practices in the construction of the new facility. They have outlined 16 potential areas of green design. OP encourages a more firm proffer and target number of LEED-ND points prior to the public hearing.

## *3. Site Design*

The design for this site has been the result of more than two years of work on the part of the applicant with input from several outside parties. The latest design enhances and utilizes the existing metro entrance while creating a prominent feature at the intersection of 7<sup>th</sup> and S Streets N.W. The northern half of the site was designed in consultation with Historic Preservation staff to preserve and complement the existing commercial structures. It allows adaptive reuse of the buildings along with substantial new density at this prime location. The Historic Preservation Review Board reviewed and granted conditional approval to the design on October 28, 2006.

## *4. Neighborhood Contributions*

The applicant is proposing contributions of \$250,000 for neighborhood scholarships and \$350,000 for a community fund for neighborhood improvements. Prior to the public hearing, the applicant should provide letters with more detailed descriptions of how this money is to be distributed and spent.

## *4. First Source Employment Agreement*

The applicant will execute a First Source Employment Agreement with the Department of Employment Services to achieve the goal of utilizing District residents for at least 51% of the jobs created by the project.

## *5. LSDBE*

The applicant will use Local, Small or Disadvantaged Business Enterprises to achieve a minimum of thirty-five percent participation in contracted costs associated with the project.

## **COMPREHENSIVE PLAN AND PUBLIC POLICIES**

The Generalized Land Use Map recommends the subject site for a mix of moderate density residential and commercial uses. The Draft Land Use Map of the new Comprehensive Plan shows the square at a slightly higher medium density for residential and commercial. The proposed development would not be inconsistent with either designation. In addition, the proposed PUD is consistent with general and specific goals of the plan as outlined below. The proposed development would further these goals and remain consistent with land use policies of the comprehensive plan.

The PUD is also consistent with other sections of the Comprehensive Plan including the following Major Themes of the Plan:

- Section 102 - Stabilizing and Improving District Neighborhoods,
- Section 103 - Increasing the Quantity and Quality of Employment Opportunities in the District
- Section 106 – Respecting and Improving the Physical Character of the District
- Section 107 - Preserving and Ensuring Community Input

The Housing Element of the Comprehensive Plan outlines objectives to support residential development and the provision of affordable housing. Policies established in support of housing objective include:

- 302.2 (a) *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;*

The proposal will provide significant investment and a catalyst for further redevelopment in the area. Nearly 180 new residential units are being provided through this development with approximately 25% of those as affordable units.

- 302.2 (e) *Encourage housing on suitably located public or private properties that are vacant, surplus, underutilized, or unused;*

This application involves property currently vacant and underutilized in a development priority area. The proposed project would redevelop over 50,000 square feet for a significant amount of housing and office space.

These same goals are carried forward in the new draft 2006 Comprehensive Plan as well. Sections H-1.1.1 & H 1.1.4 encourage private sector, mixed-use development especially near Metro stations and important corridors.

The Urban Design Element of the Comprehensive Plan, outlines policies in support of Areas in Need of New and Improved Character.

- 712.2 *The policies established in support of the areas in need of new and improved character objective are as follows:*
- (a) *Encourage well-designed developments in areas that are vacant, underused, or deteriorated. These developments should have strong physical identities;*
  - (b) *Encourage in-fill development of attractive design quality in deteriorated areas to stabilize the physical fabric and to encourage renovation and redevelopment;*

The subject property does not contribute much to a positive experience in the Shaw area. The proposed development will have a superior physical identity that will promote activity on the street and in-fill of other commercial sites on the corridor.

Sections of the Ward 1 Plan offer objectives that specifically deal with the redevelopment of this area. Section 1202.1 encourages stimulation of economic activity centers and the development of commercial areas. Multiple sections of the Ward 1 Plan encourage development and activity around the Shaw/Howard University Metrorail Station (§§ 1202.1(a), 1202.1(b), 1206.1(d), 1229.1(f)).

The proposed development will meet the above objectives by providing a significant amount of new housing as well as a major neighborhood serving retail component including a large grocery store. Physically, the proposed development will improve the character of the area. The property is located where existing city infrastructure is already in place and is easily accessible.



### **“DUKE” & CONVENTION CENTER AREA PLANS**

The proposal is consistent with both the DUKE plan and the Convention Center Plan. Each calls for the development of a retail corridor along 7<sup>th</sup> Street anchored by a medium-density mixed-use development at this location. The applicant worked closely with OP throughout the development of this project to ensure compatibility with plans for the area.

Specifically, the DUKE plan addressed this site in calling for sustainable retail and destination uses along with “placemaking” around the Howard Theater. The DUKE plan contemplated 6.0 FAR and 90’ in height on this site along with strong affordable housing and local business components, both of which are provided by this project.

### **AGENCY REFERRALS AND COMMENTS**

OP and the applicant have worked with DDOT to review the site design, loading, and parking. If this application is set down for a public hearing, it will be referred to the following District government agencies for review and comment:

1. Metropolitan Police Department
2. Fire and Emergency Medical Services Department
3. Department of Public Works
4. Water and Sewer Authority
5. Department of Housing and Community Development

### **COMMUNITY COMMENTS**

OP is not aware of any ANC or community comment on this project to date. OP will work with the ANC for a full review prior to the public hearing.

### **RECOMMENDATION**

OP believes that the proposed PUD is not inconsistent with the elements of the Comprehensive Plan and recommends that the application be set down for public hearing with a C-2-C PUD-related map amendment in the alternative. OP will continue to work with the applicant towards a more detailed review prior to the public hearing.