

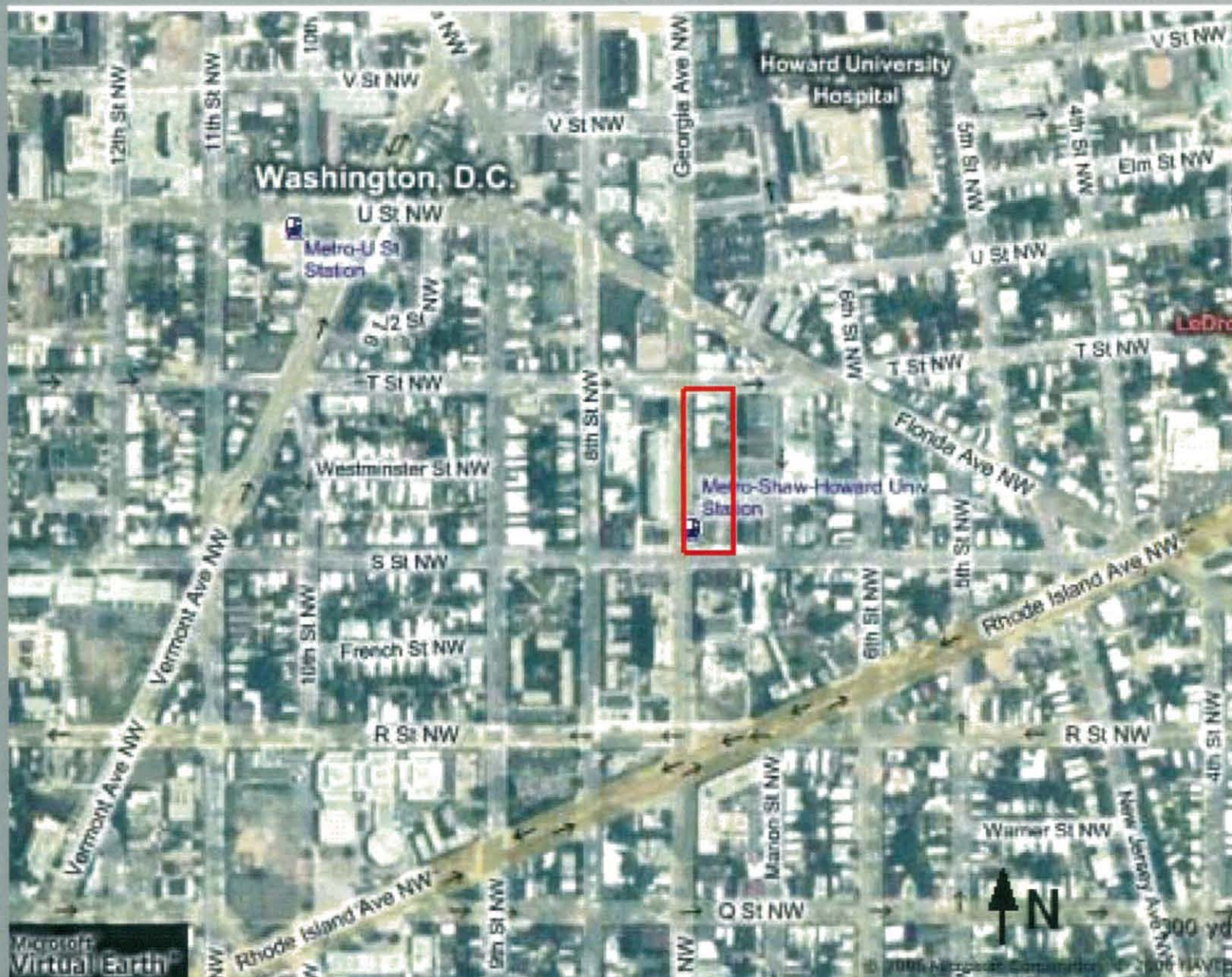
# BROADCAST CENTER ONE



**PUD HEARING**  
**September 20, 2007**

**ZONING COMMISSION**  
CASE No. 07-07  
EXHIBIT No. 37





VICINITY MAP

BROADCAST CENTER ONE

**devroux & purnell**

architects + planners, p.c.



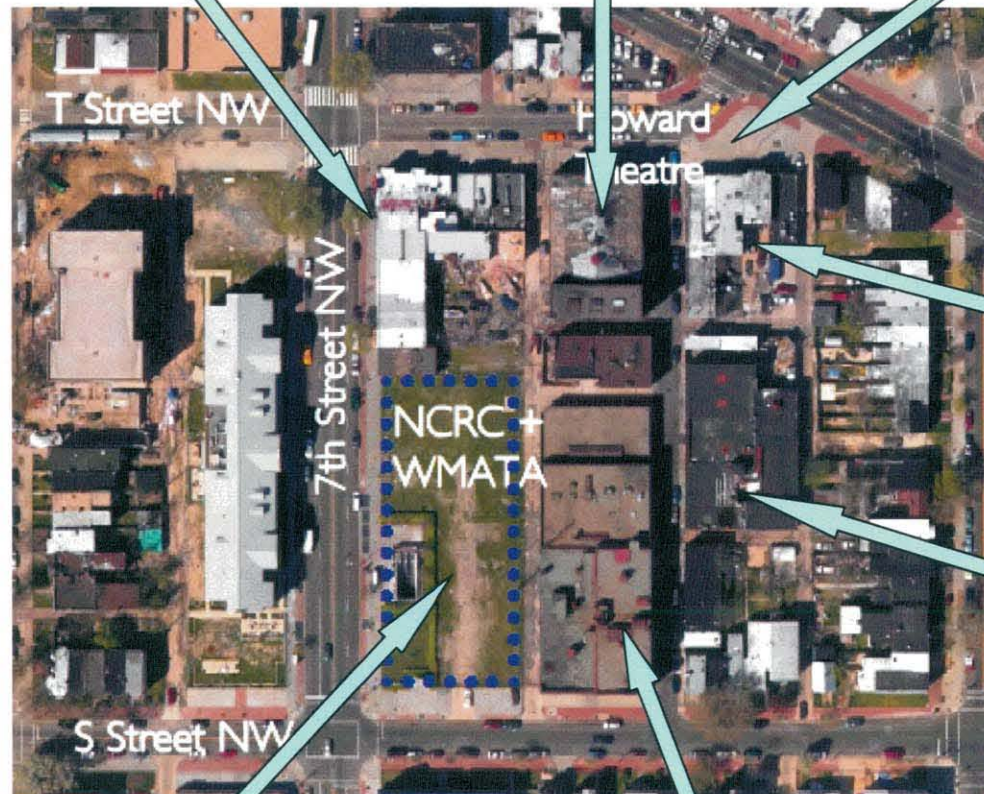
# Ellington Plaza Development Plan



Preservation of Historic Rowhouse / Retail Sites

Howard Theatre

Ellington Plaza



Cecilia's Stage Door

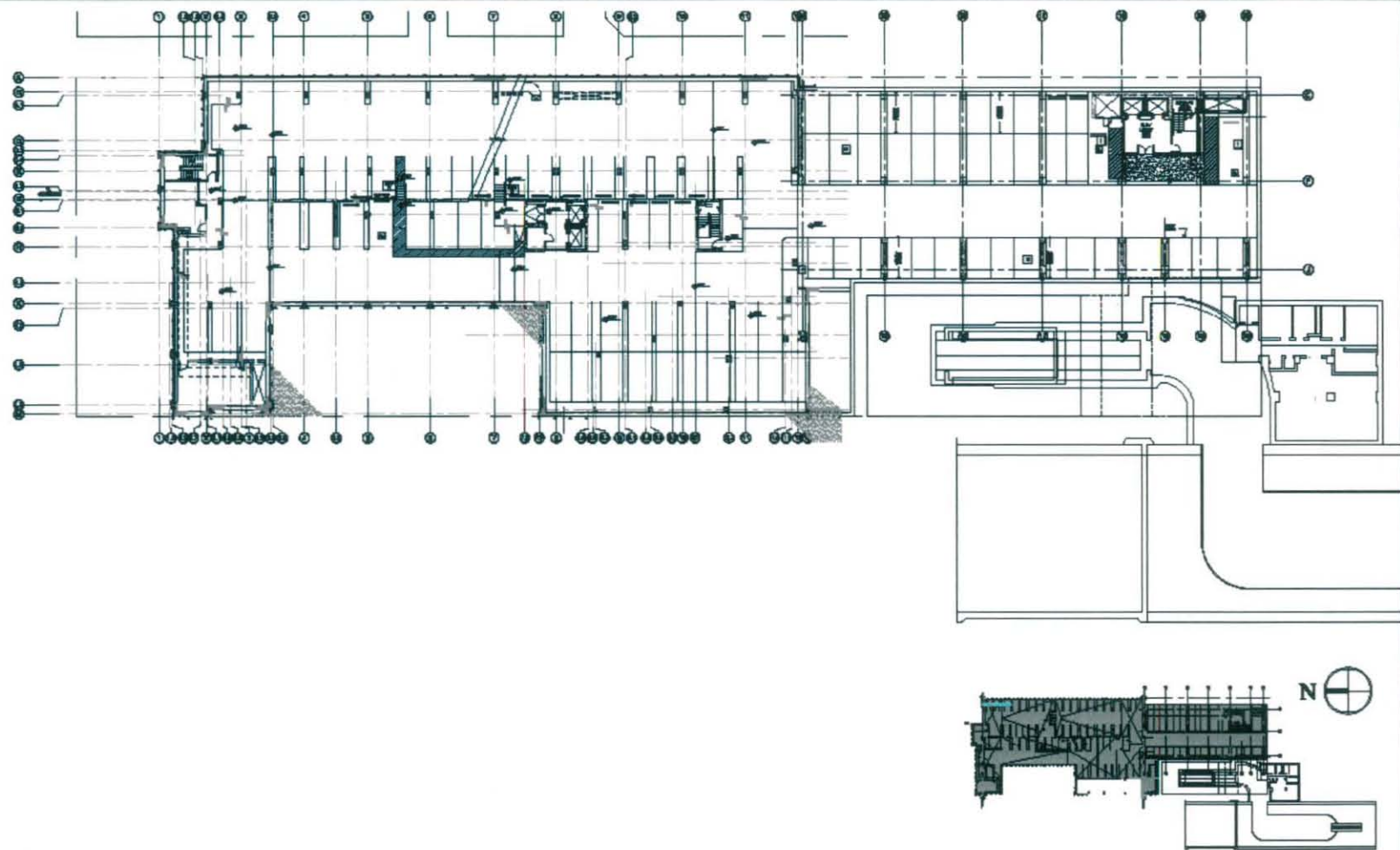
Wiltberger Warehouse  
(Future Arts District)

Broadcast Center / Radio One HQ  
(Shaw-Howard Metro)

Wonderbread Factory  
(Future Artists Studios or Lofts)





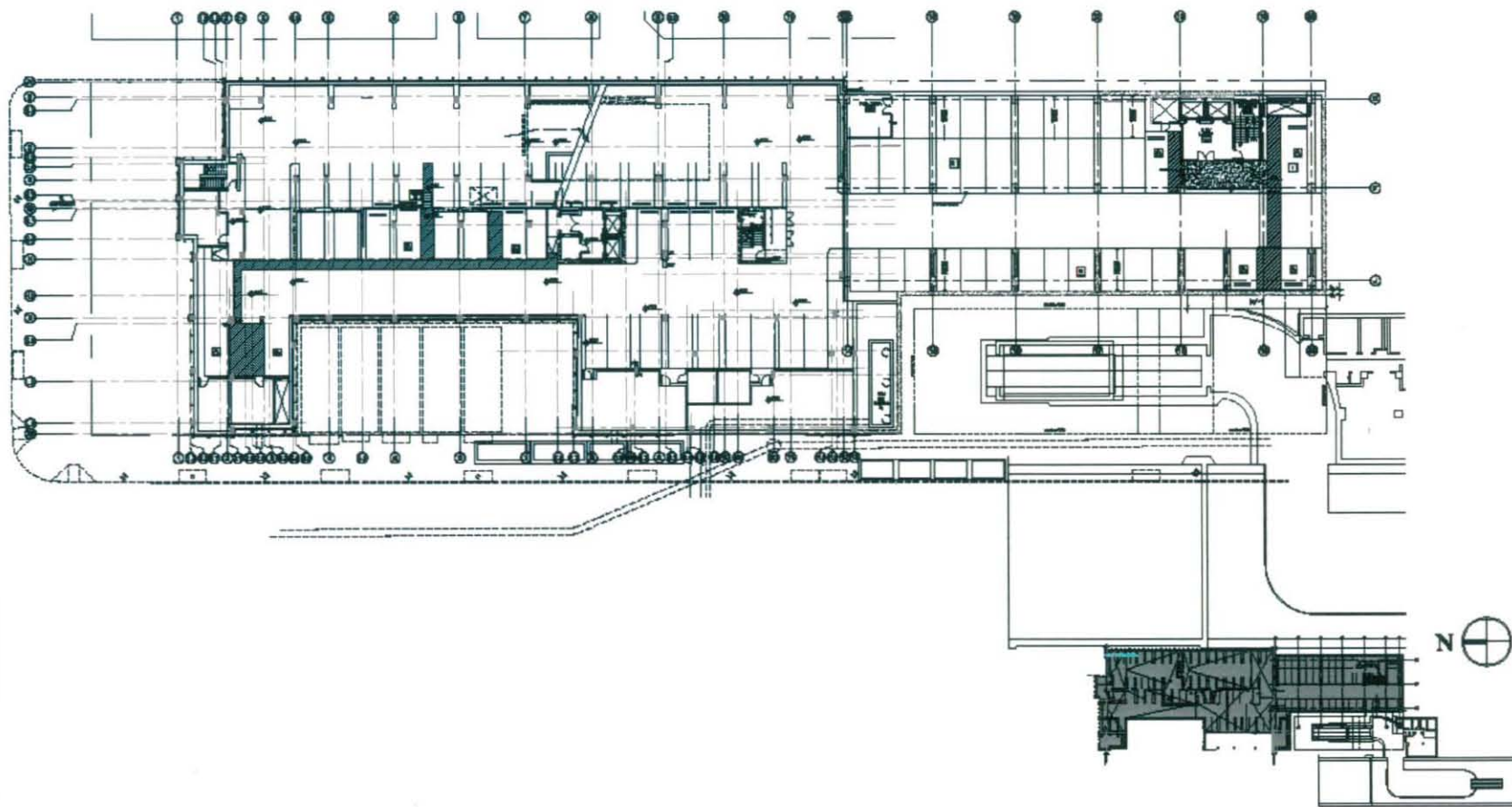


PARKING LEVEL P2 PLAN

BROADCAST CENTER ONE

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PARKING LEVEL P1 PLAN

BROADCAST CENTER ONE

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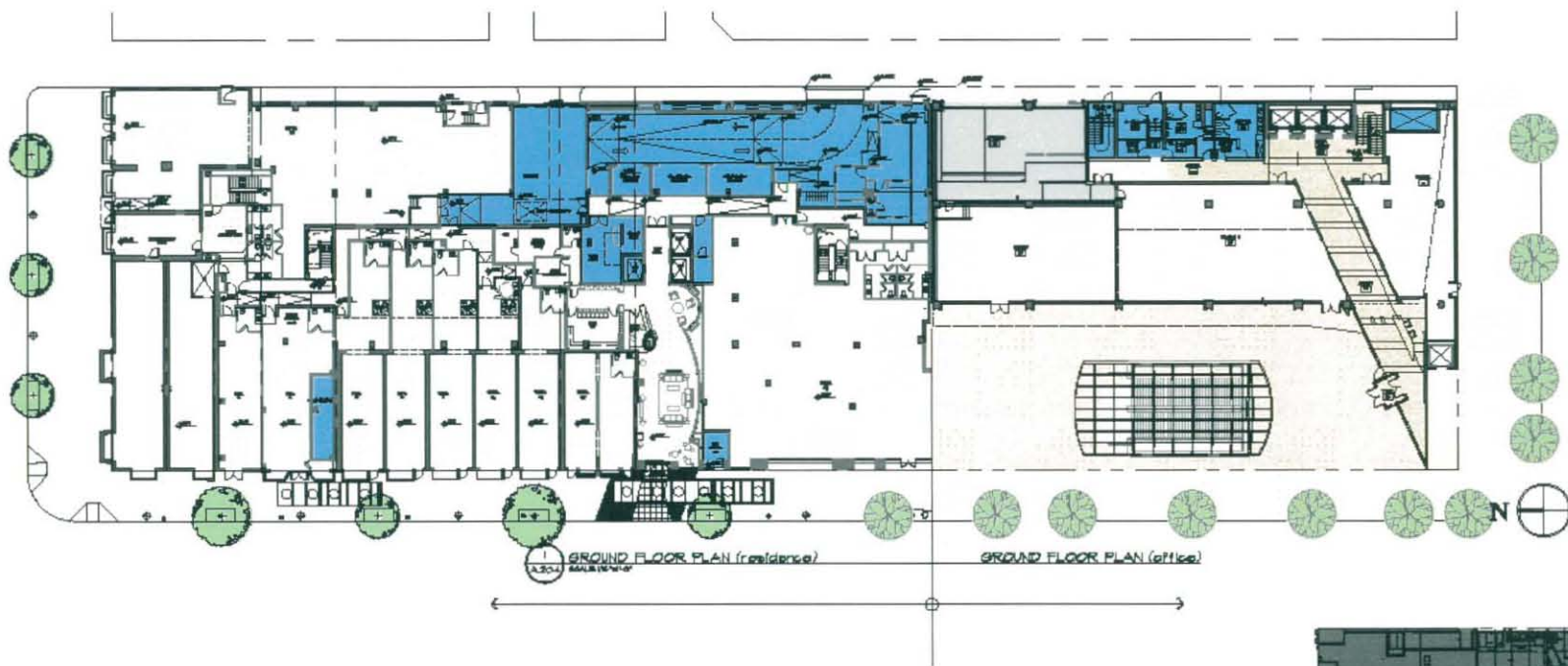
landscape PLAN

## BROADCAST CENTER ONE

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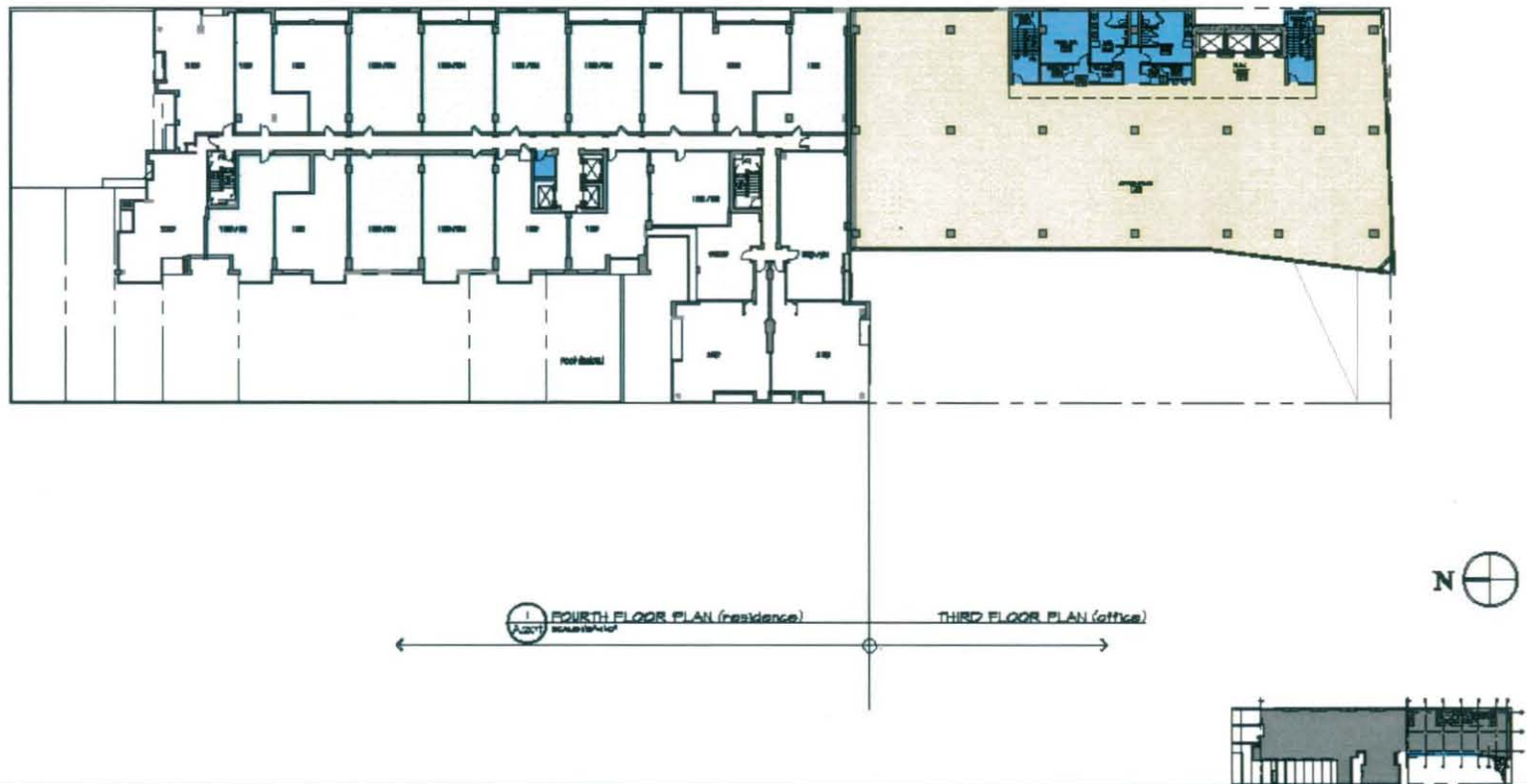


GROUND FLOOR PLAN

BROADCAST CENTER ONE

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TYPICAL FLOOR PLAN

BROADCAST CENTER ONE

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7<sup>TH</sup> STREET ELEVATION

BROADCAST CENTER ONE

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T STREET ELEVATION

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ALLEY ELEVATION

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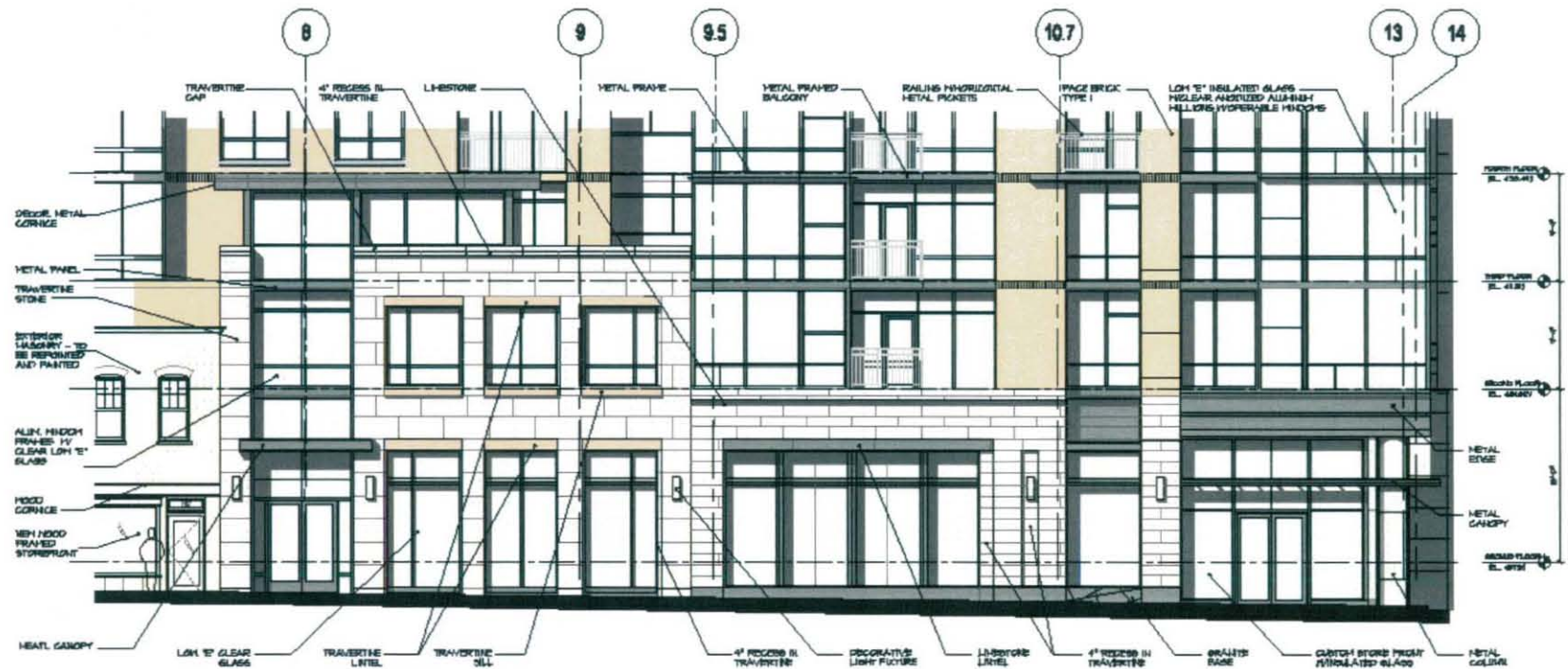
7<sup>TH</sup> STREET ELEVATION – RESIDENTIAL BUILDING

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ENLARGED ELEVATION 7<sup>TH</sup> STREET – RESIDENTIAL BUILDING ENTRY

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T STREET ELEVATION – RESIDENTIAL BUILDING

BROADCAST CENTER ONE

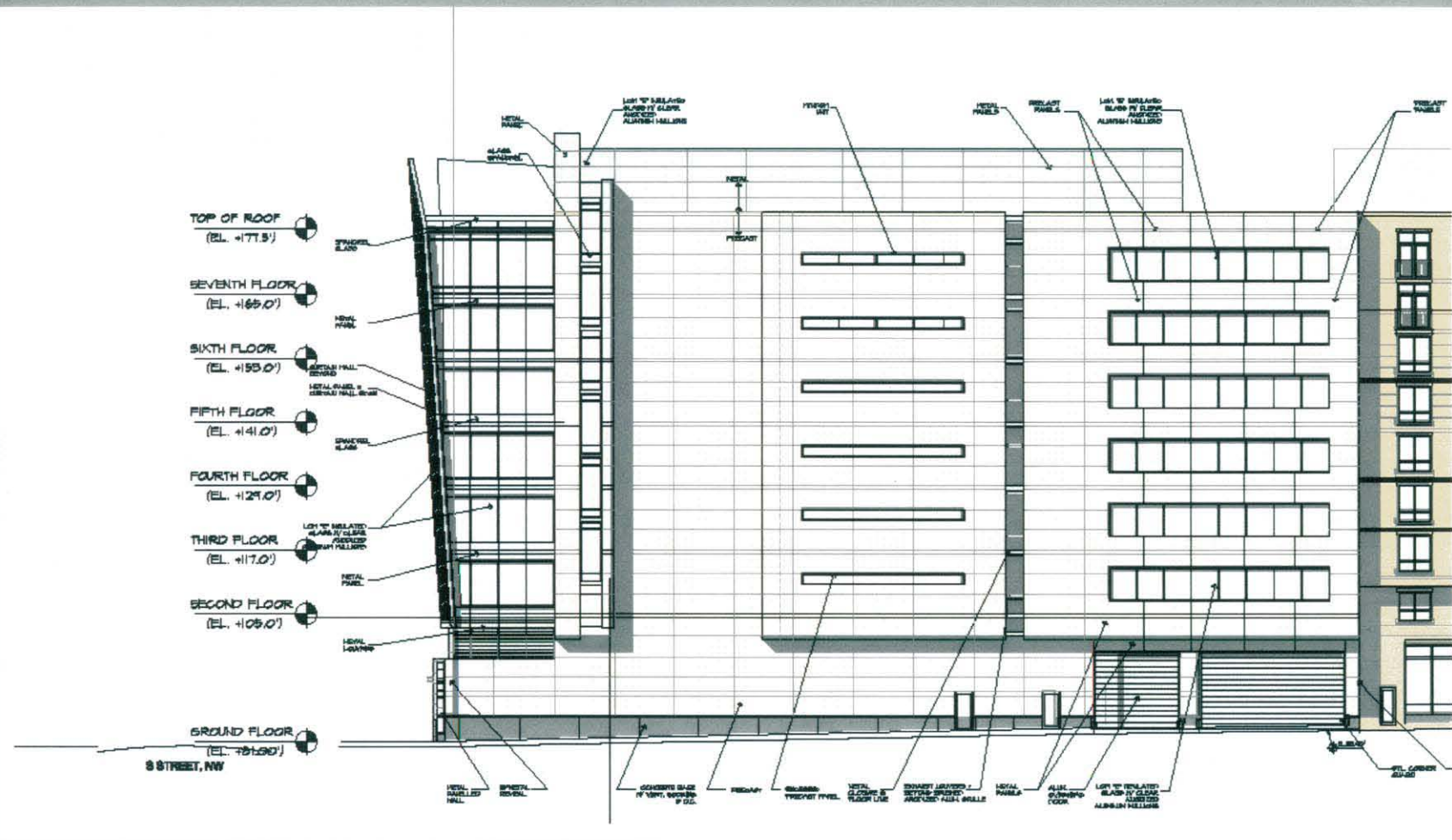
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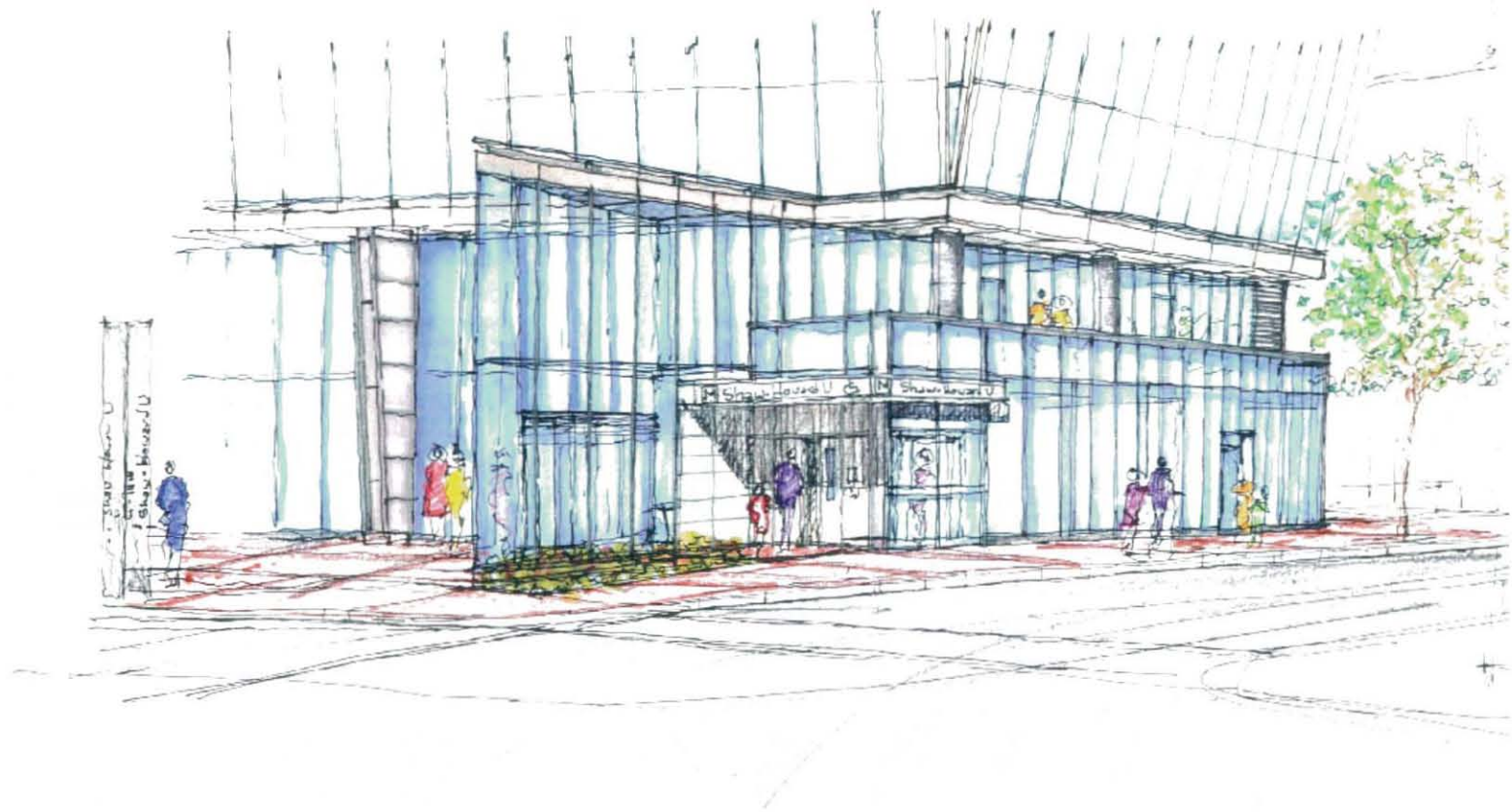




ALLEY ELEVATION – OFFICE BUILDING

BROADCAST CENTER ONE

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VIEW OF WMATA ELEVATOR ENTRY – 7<sup>TH</sup> & S STREET

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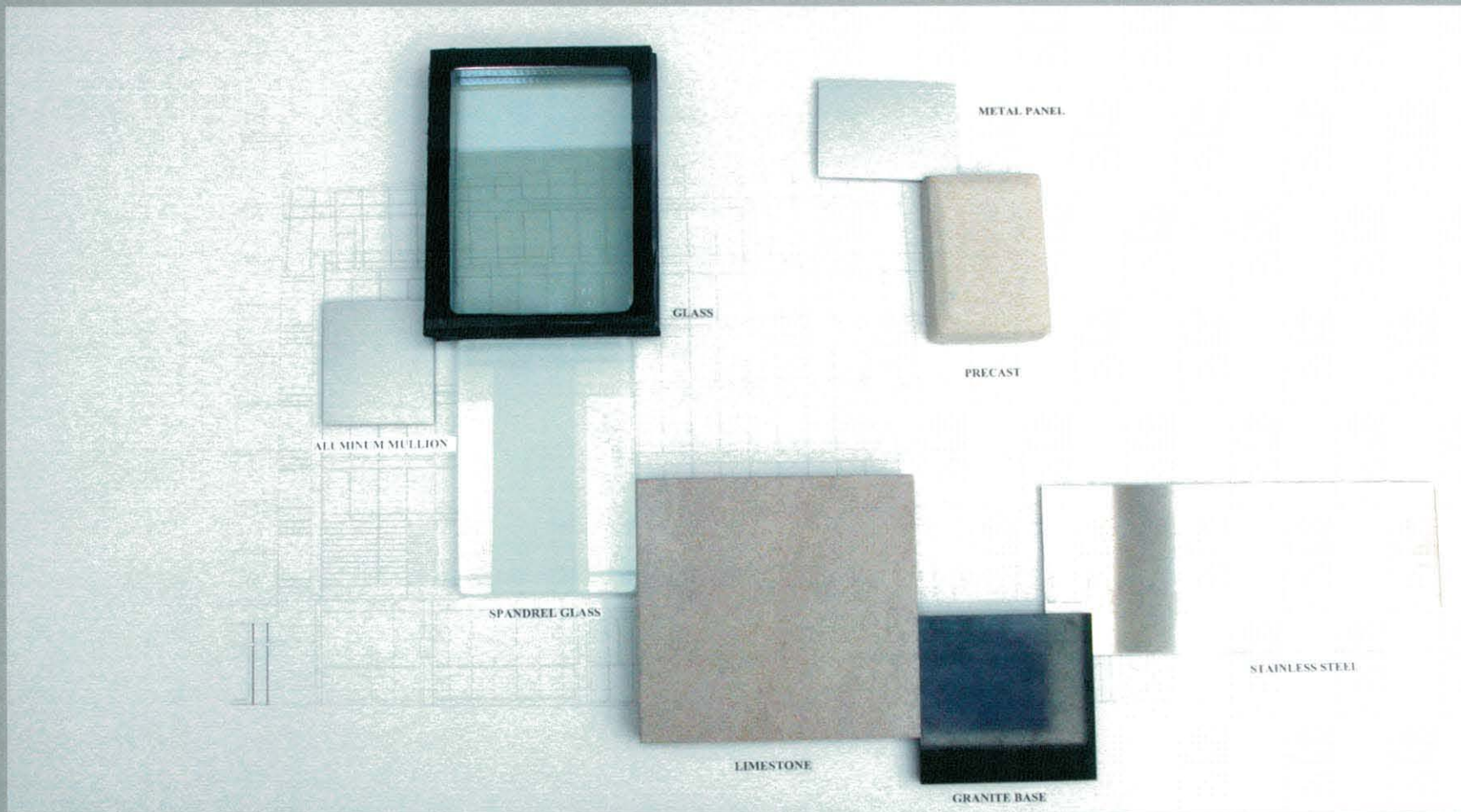


7<sup>TH</sup> AND T STREET VIEW LOOKING SOUTH

**BROADCAST CENTER ONE**

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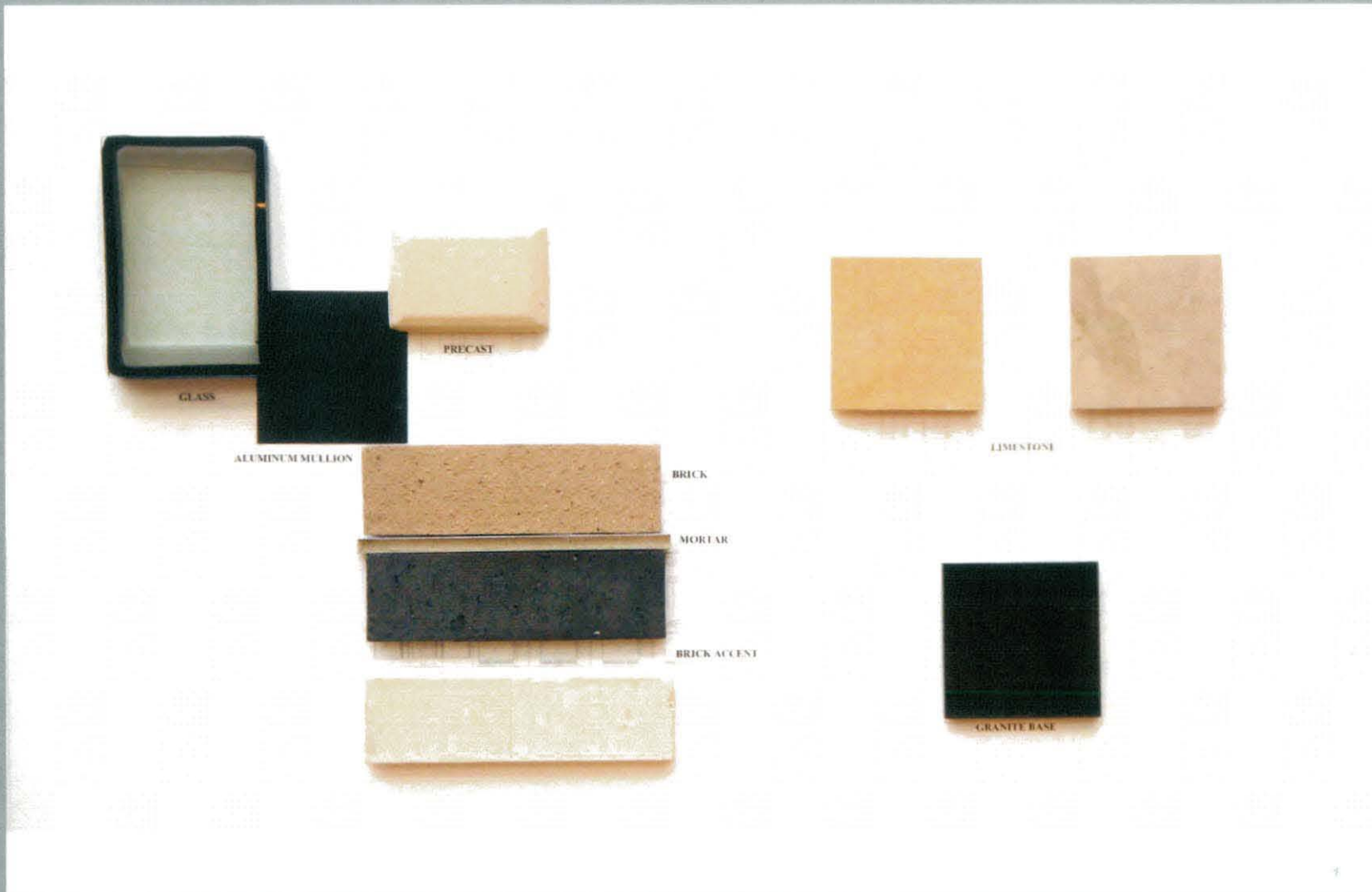


EXTERIOR FINISHES – OFFICE BUILDING

BROADCAST CENTER ONE

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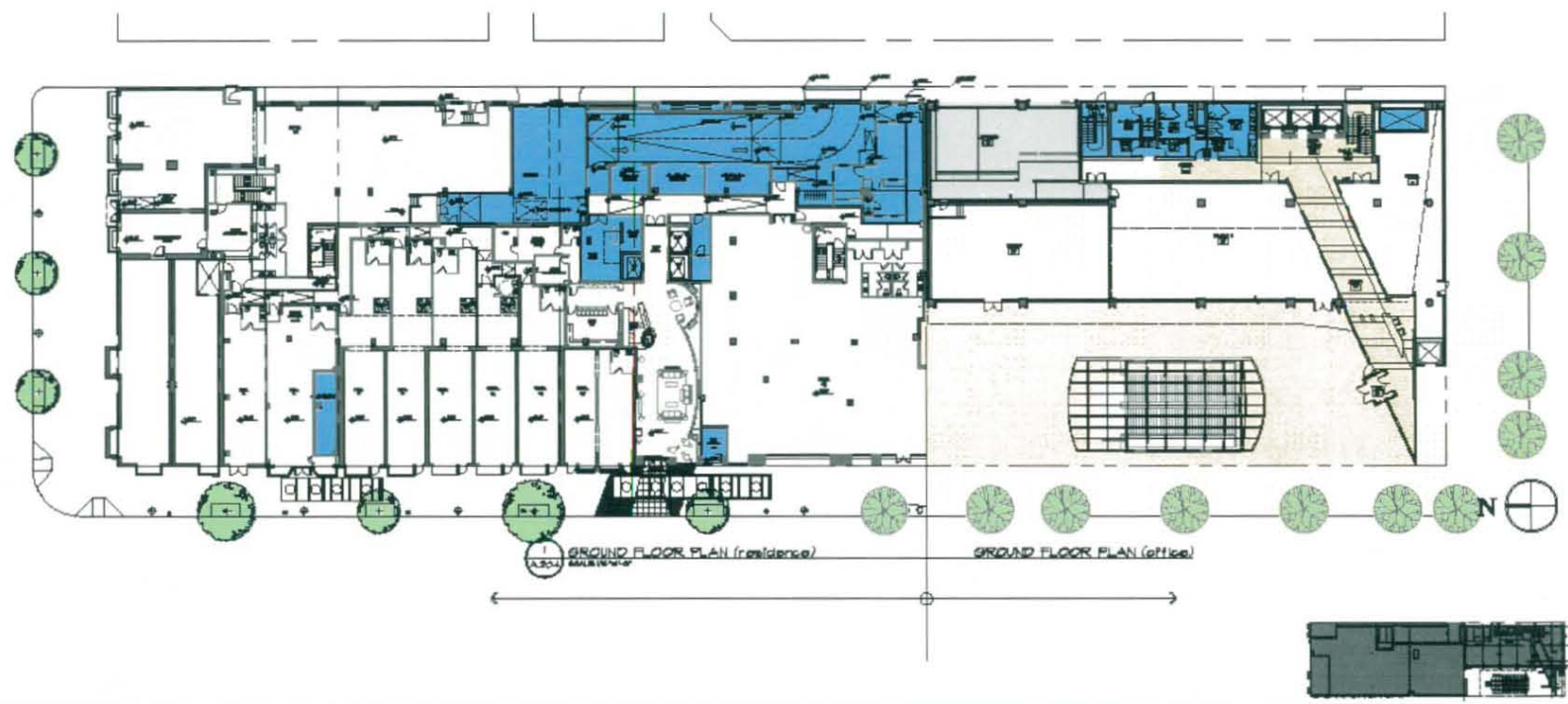




EXTERIOR FINISHES – RESIDENTIAL BUILDING

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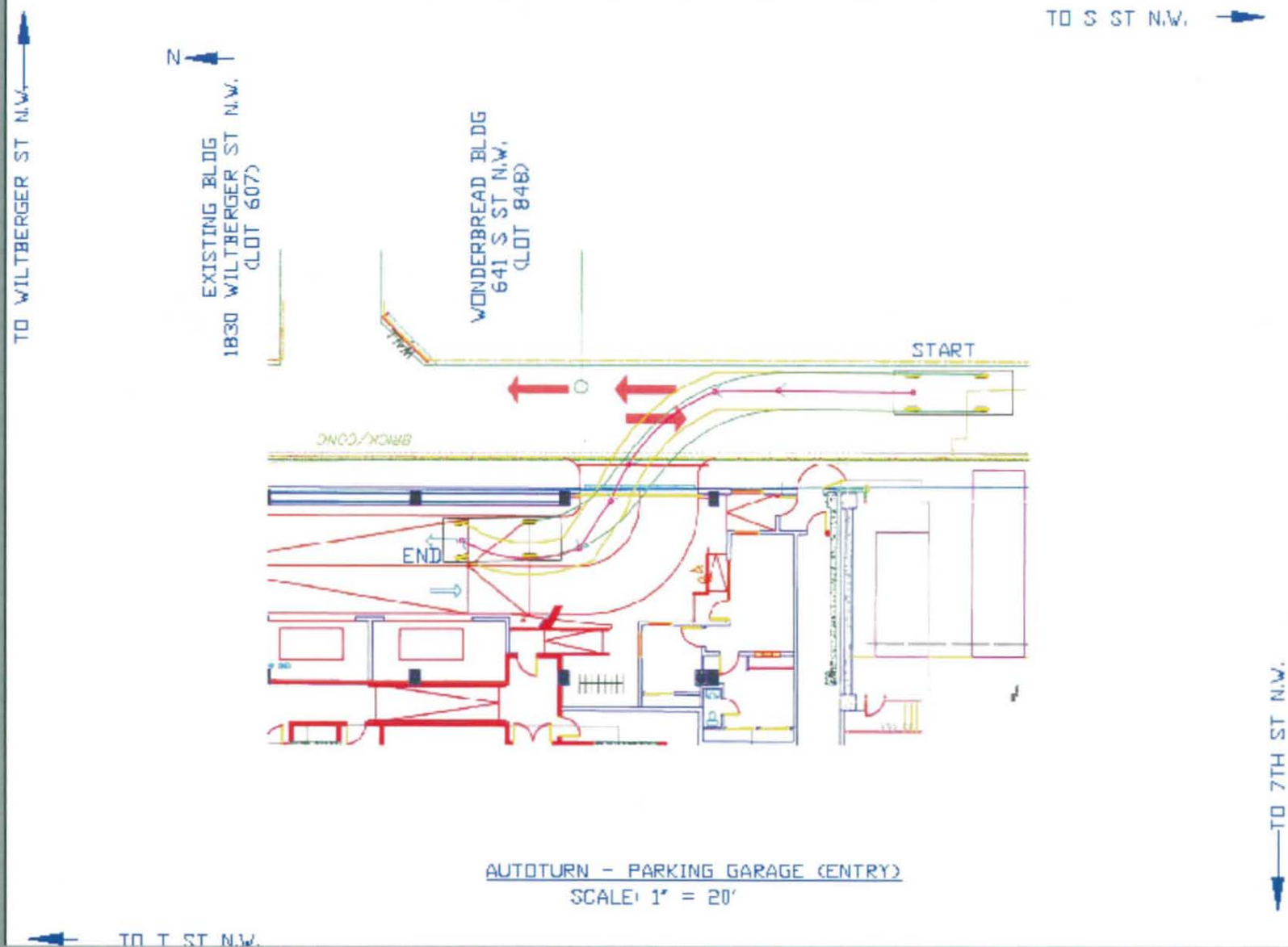
GROUND FLOOR PLAN

BROADCAST CENTER ONE

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AUTOTURN DIAGRAMS - PARKING GARAGE ENTRY

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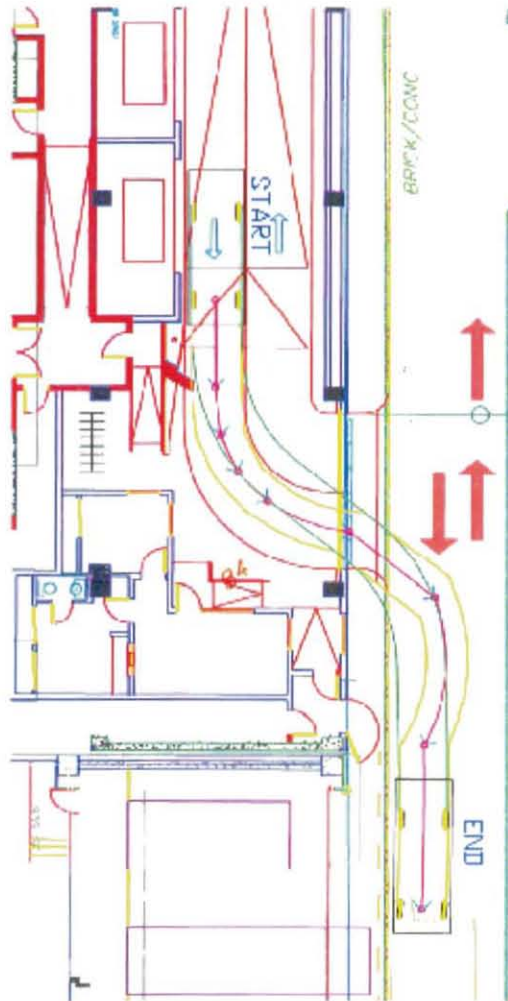


TO WILTBERGER ST N.W.

EXISTING BLDG  
1830 WILTBERGER ST N.W.  
(LOT 607)

WONDERBREAD BLDG  
641 S ST N.W.  
(LOT 848)

TO S ST N.W.



AUTOTURN - PARKING GARAGE (EXIT)

SCALE: 1" = 20'

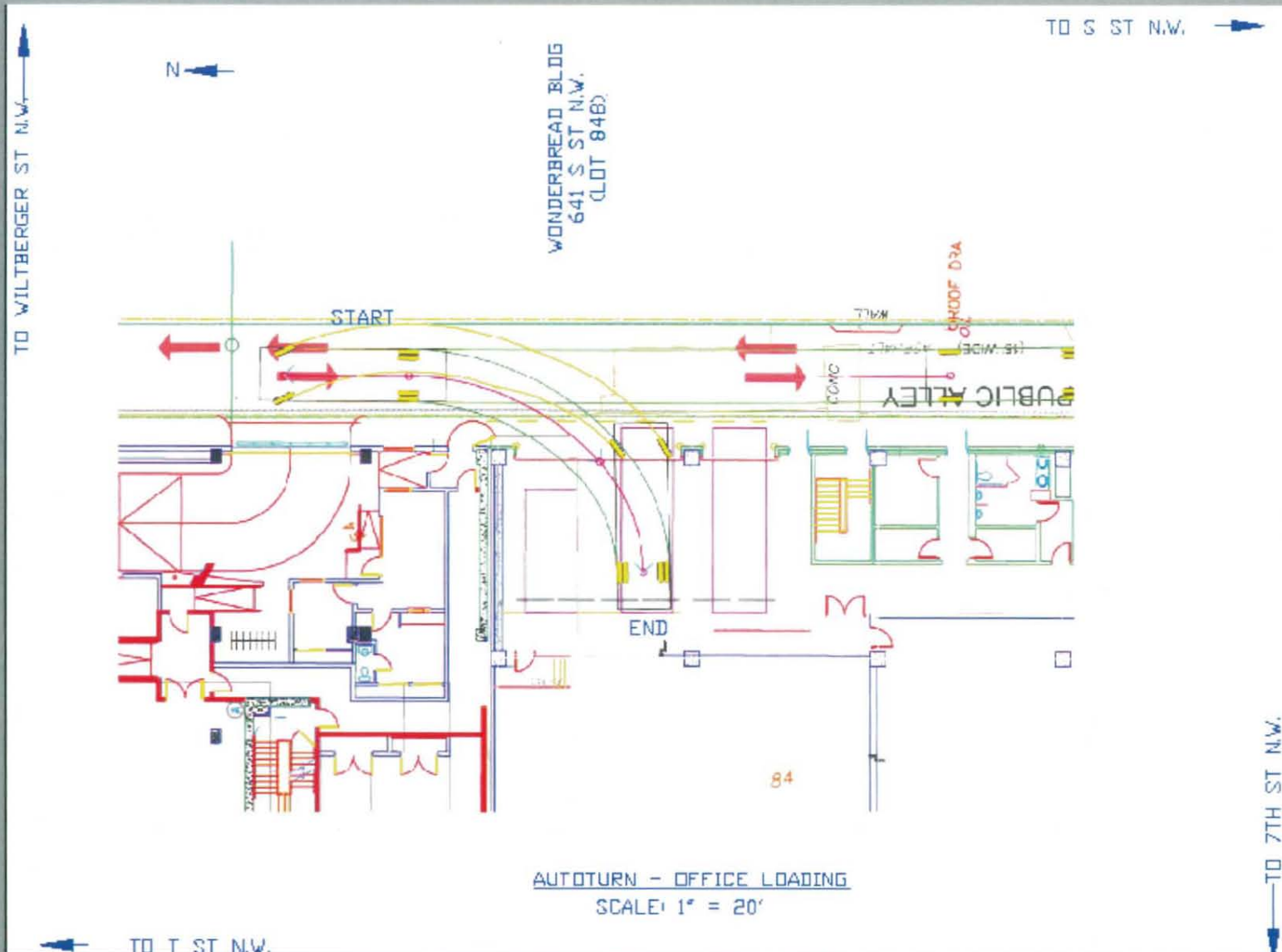
TO T ST N.W.

AUTOTURN DIAGRAMS - PARKING GARAGE EXIT

BROADCAST CENTER ONE

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AUTOTURN DIAGRAMS - LOADING IN OFFICE BUILDING

BROADCAST CENTER ONE

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# Public Benefit

- Broadcast Center Partners worked collaborative with MANNA / ONE DC to enter into a comprehensive Community Benefits Agreement.
- The Broadcast Center One project has the endorsement of ANC1B, Shaw Main Streets and ONE DC.
- According to Economic Benefit Analysis conducted in September, 2007, the Broadcast Center One project will:
  - Provide \$6.4 MM in direct financial benefit to the Shaw community
  - Produce \$18.9 MM in new tax revenues to the District over 20 years
  - Create 577 new employment opportunities for District residents
  - Result in \$22+ MM in new spending in DC

# Public Benefit

- Forty Five New Affordable Apartment Residences above Metro in rapidly gentrifying Shaw neighborhood
- High-Density, Mixed-use project (residential, office, retail) at public transportation hub.
- Major Arts / Music destination & anchor to U Street/Shaw corridor
- Linking of Convention Center to Howard University / Georgia Ave, including extending office/employment farther up 7<sup>th</sup> Street.
- Reversal of historic trend of indigenous DC business moving to suburbs
- Prototype Development project which will exceed *Inclusionary Zoning Requirements*



# Public Benefit, Cont.

- 35% LSDBE vendor participation in Broadcast Center One and Howard Theatre
- Participation in *First Source Employment Program* (DC's DOES).
- New Retail employment opportunities on 7<sup>th</sup> Street for members of Shaw/LeDroit community.
- Construction jobs and apprenticeship opportunities for members of Shaw/LeDroit community.
- Radio One job opportunities and relationship with Howard University business school to develop new young professionals for the communications industry.
- 10% of retail spaces subsidized for community retail businesses.
- \$350,000 of Community Development Initiative ("CDI") Funds
- \$250,000 of scholarship funds for Shaw High School students to attend Howard University Business School in addition to mentoring and training of Shaw High School students.

# Realization of DC Government Objectives



- Adherence to Major Themes and Elements of the Comprehensive Plan:
  - Stabilizing the District's Neighborhoods
  - Respecting and Improving the Physical Character of the District
  - Preserving and Ensuring Community Input
  - Compliance with the Major Elements of the Comprehensive Plan
- Adherence to Objectives of Duke Plan:
  - An increase in the density of land use designations
  - Creation of sustainable retail and ground-floor entertainment uses that enhance the public realm and develop an attractive streetscape;
  - Residential development that includes affordable housing
  - The preservation of existing historic resources through forward-thinking and innovative design solutions
  - Dense, compact, mixed-use transit-oriented development.
- Comprehensive Housing Strategy Task Force
  - Development of high density, high quality and high volume of new market-rate and affordable housing in DC
  - high architectural and urban design standards
- Compliance with OP's Transit-Oriented Development ("TOD") Objectives
  - High Density over WMATA sites
  - Creative Parking Management
  - Pedestrian-Friendly Realm
- Compliance with Objectives of Great Streets 7<sup>th</sup> Street / Georgia Avenue Corridor Plan



# BROADCAST CENTER ONE



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**September 20, 2007**