



CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

SUB-AREA III: RETAIL CORRIDOR

Vision

New infill buildings have residential above ground floor retail. Larger projects include affordable units. Parking is located below grade or off alleys.

Retail is located in traditional store fronts. Shopping and restaurant activity expand onto sidewalks during business hours. Midway between the Convention Center and the Uptown Destination District is a supermarket and the restored O Street Market, which contains a variety of retail uses. The O Street Market is the focal point for the Retail Corridor, connecting the commercial sections of 7th and 9th streets.

Key Elements from Other Plans

Comprehensive Plan - The Comprehensive Plan calls for this area to be a mix of Moderate and Medium densities, both residential and commercial. The O Street Market block and 9th Street south of P Street allows for more intense levels of development.

Urban Renewal Plan - The Urban Renewal plan calls for a neighborhood shopping center at the O Street Market block; Medium-Density, High-Density, and community uses along 7th Street; and Low-Density and Medium-Density along 9th Street.

Zoning - Current zoning is, with one exception, C-2-A - 50'. The exception (the south side of O Street between 7th Street and 8th Street) is C-2-B - 65'.

Historic Resources - Portions of the area are in the Shaw and Blagden Alley/Naylor Court historic districts. O Street Market and Lafayette Apartments are historic landmarks. The area east of 7th Street and north of P Street are in an area recently surveyed and identified as potential historic districts.

Current Conditions and Analysis

There are several privately owned sites in the 1600 block of 7th Street that have the potential for redevelopment - two vacant lots and a 7-11 convenience store that is a non-contributing structure in the Shaw Historic District.

A developer with an interest in redeveloping Kelsey Gardens, a garden apartment building not built out to what the current zoning or comprehensive plan allows and not located in a historic district, includes 54 housing units whose Section 8 contract has expired.

O Street Market block is the largest privately owned site in the Study Area with redevelopment potential.

8th Street right-of-way is protected under an easement held by the city.

The 9th Street facade of Giant is a loading dock, creating a setback that provides enough space for infill development.

This parcel is controlled by NCRC.



The 1400 block of 9th Street has a pedestrian scale and vacant storefronts



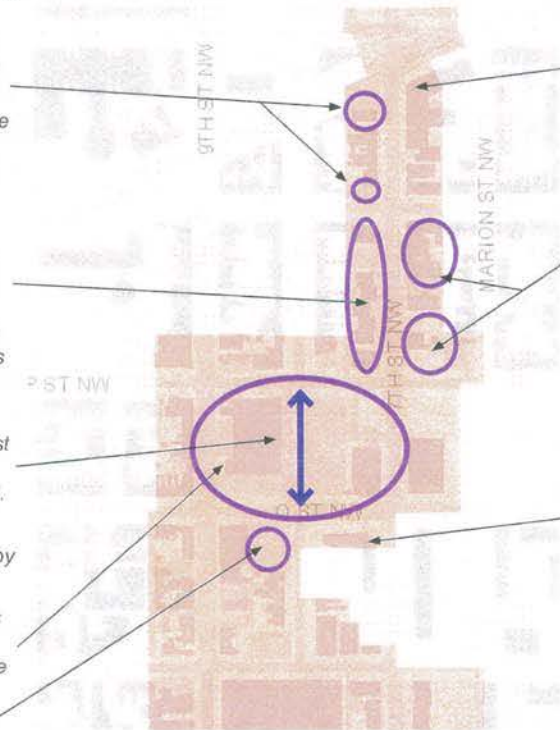
The Giant grocery store is well located to serve the community



The Giant loading dock located in the 1400 block of 9th Street



Kelsey Gardens is a garden apartment complex in a retail corridor



Asbury Dwellings anchors the northeast corner of the intersection and has 147 Section 8 affordable housing units; its ground floor is not appropriate for retail use.

The east side of the 1500 block of 7th Street has several vacant sites and buildings not built out to what current zoning allows, including a property owned by NCRC. There are active businesses in this block.

1330 7th Street (Immaculate Conception Apartments) on the south side of O Street, includes ground floor retail; upper floors of the building are entirely residential and include 119 affordable housing units.

Key

Commercial zoning that allows, but does not require, almost 260,000 square feet of ground floor retail in the Sub-Area

Recommendations

- Provide incentives for affordable housing for all new development and encourage renewal of project-based Section 8 contracts; alternatively, redevelop with equivalent/increased number of affordable housing units.
- Re-zone 7th Street between O Street and Rhode Island Avenue, 9th Street between M and O streets, and O Street between 7th and 9th streets to require that new development include ground floor retail (approximately 200,000 square feet of retail space in this Sub-Area).
- Encourage a mixed-use development on the O Street Market block that is the focal point for the retail corridor.
- Encourage the National Capital Revitalization Corporation to develop their properties at 7th and P streets and 8th and O streets with ground floor retail and mixed-income housing on upper floors.
- Improve storefront facades on 7th and 9th streets.

Design Guidelines

GOAL: *Encourage mixed-use development that provides a distinct setting for both neighborhood serving and destination retail.*

- Retail space should have a minimum of 14' ceiling height
- A majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Tripartite arrangement of building elevation encouraged
- Window and door placements should be consistent with those on surrounding buildings
- Material shall be of high quality, providing a sense of detail, scale and visual interest
- Through-wall HVAC units are not allowed on public elevations
- Encourage outdoor uses, such as cafes and vending
- Garage and service entrances should be from alleys, not front elevations

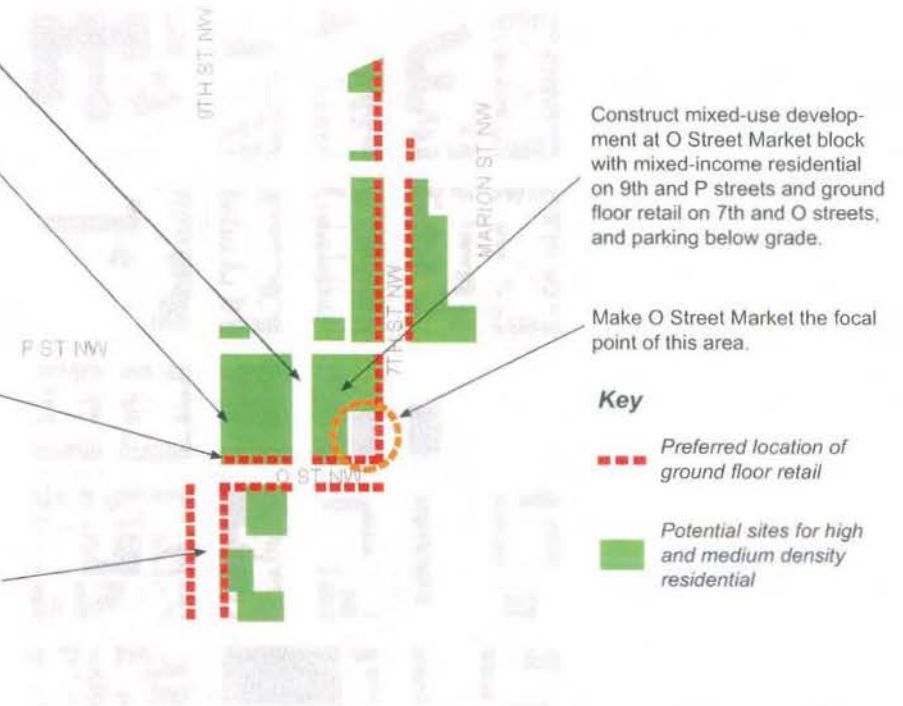
Development Guide

Restore 8th Street right-of-way.

Encourage three-to-four floor, mixed-income residential development behind Giant on 9th Street.

Provide new loading facilities for Giant within building envelope.

Improve storefront facades on 9th Street corridor.



Construct mixed-use development at O Street Market block with mixed-income residential on 9th and P streets and ground floor retail on 7th and O streets, and parking below grade.

Make O Street Market the focal point of this area.

Key

--- Preferred location of ground floor retail

■ Potential sites for high and medium density residential