

GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF PLANNING



RECEIVED
D.C. OFFICE OF ZONING
2008 JUL 18 PM 4: 35

Memorandum

TO: District of Columbia Zoning Commission
FROM:  Jennifer Steingasser, Deputy Director
DATE: July 18, 2008

ZONING COMMISSION
District of Columbia

CASE NO. 08-15
EXHIBIT NO. 11

SUBJECT: Setdown Report - ZC #08-15 (Friendship Shopping Center, 3336 Wisconsin Avenue, NW
Consolidated PUD, First Stage PUD and Related Map Amendment
Square 1920, Lot 831; Square 1920-N, Lots 1 and 2

I. APPLICATION

The applicant, Friendship-Macomb SC, proposes a consolidated Planned Unit Development (PUD) for the redevelopment of the Friendship Heights Shopping Center site at 3336 Wisconsin Avenue, NW with a mixed use development consisting of retail and residential uses. To accommodate this development the applicant is also requesting an accompanying zoning map amendment for a portion of the property from the MW/C-1 and R-5-A to the C-2-A district; the remaining portion would remain in the R-5-A district.

Since the submission of the application, the plan has been revised based on comments and feedback from the Office of Planning (OP), the District Department of Transportation (DDOT) and the community. The revised Site Plan shows the entrance to the loading area from Idaho Avenue, NW being relocated so as to provide a larger open space area and buffer between the loading area and the adjacent single-family detached residences. Secondly, the façade and architectural details of the mixed use buildings have been changed.

II. RECOMMENDATION

The Office of Planning (OP) recommends that the proposal be setdown for a public hearing. The redevelopment of the property would provide improved neighborhood serving retail uses in addition to a greatly improved supermarket. OP concludes that the redevelopment proposal for the site would be of benefit to the District and to the immediate neighborhood.

The proposal is not inconsistent with the 2006 Comprehensive Plan Future Land Use and Generalized Policy maps, and furthers many important policies for the Far North West Area.

The applicant has been receptive to the recommendations of OP, DDOT, and the community regarding ways to improve the project and has already integrated some of these recommendations in the design and architecture of the proposal. OP and DDOT will continue to work with the applicant and other District agencies to ensure coordination of this PUD and to

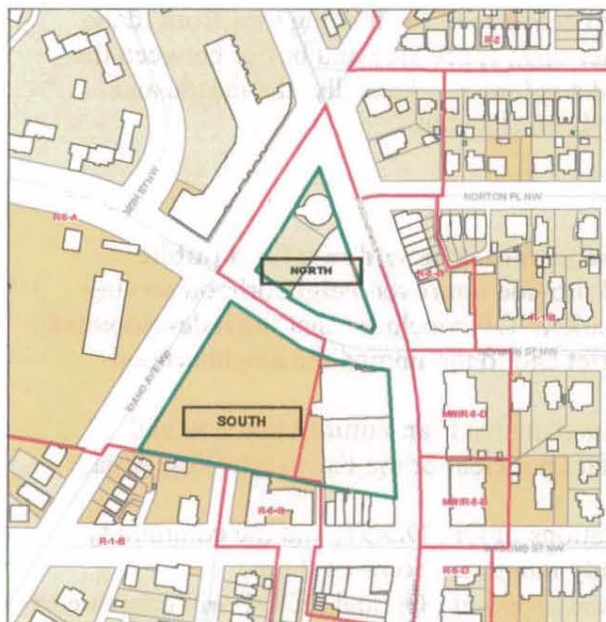
ensure that the following issues are more fully addressed by the applicant prior to the public hearing:

1. Details of all environmental/green building initiatives proposed;
2. Traffic and Truck Management Plan;
3. Elevations of roof structures with labeled dimensions and setbacks;
4. Locations of bicycle parking;
5. Details of the flexibility requested for the theoretical lots and a more comprehensive analysis of the theoretical lots against the regulations and standards of §2516;
6. Further refinement of the architecture, building facades, materials, and landscaping; and
7. The level of affordability for the proposed affordable units and their location on the floor plans.

III. SITE AND SURROUNDING AREA

The subject property, located on Square 1920, Lot 831 and Square 1920-N, Lots 1 and 2, has a total land area of approximately 178,236 square feet. The site is bounded by Idaho Street to the west, Wisconsin Avenue to the east, and Macomb Street to the south, and is divided by Newark Street in an east to west direction.

As shown on the map below, the subject property has been divided into the “North Parcel” and the “South Parcel”. Currently, the South Parcel is developed with a Giant supermarket, other vacant retail space and a surface parking lot. The North Parcel is developed with a two-story building that houses the Giant pharmacy on the first floor and offices on the second floor, a second building that houses a bank, and a surface parking lot.



Site Location



Aerial Photograph

The site's topography slopes downward from the northeast along Wisconsin Avenue towards Idaho Avenue to the southwest. The North parcel is zoned MW/C-1 and the South Parcel is zoned MW/C-1 and R-5-A.

The site is located in the Cleveland Park neighborhood of Ward 3 and is adjacent to the McLean Gardens neighborhood. To the east of the site are a mixture of single-family detached homes, rowhouses, up to 9 story apartment buildings, and the Northwest Health Care Center in the R-5-A, R-5-B, MW/R-5-D and MW/R-5-B districts. Directly to the south are single-family detached homes, a 6-story apartment building and 2-3-story retail buildings in the R-1-B, R-5-B, and MW/C-1 districts. To the west of the site is the Second District Police Station in the R-5-A district, and an office building and an apartment building with ground floor retail uses in the C-2-B district. To the north-east are 5-8 story residential buildings with some ground floor retail along Wisconsin Avenue and Idaho Avenue.

IV. PROPOSAL

The applicant proposes to demolish all of the existing buildings and redevelop the site as a mixed use neighborhood center. The North Parcel would be redeveloped with a 5-story building with ground floor retail uses and approximately 124 apartments in the upper 4 floors. The retail uses would wrap the building along Wisconsin Avenue and Idaho Avenue. The Newark Street frontage would feature a triangular public open space, while at the second level of the building which fronts on Newark Street would be a roof garden for use by residents only.

The South Parcel would house a two-story building and for the new Giant supermarket surrounded by retail uses fronting on Wisconsin Avenue and Newark Street. On the second floor of that portion of the building which fronts on Wisconsin Avenue would be office/flex space. The second floor of the building fronting on Newark Street would have 14 loft-style apartments.

The main pedestrian entrance to the supermarket would be off Newark Street near the entrance to Wisconsin Avenue, while vehicular entrance would be off Newark Street near its intersection with Idaho Avenue, and from 38th Street at the rear of the property. At the intersection of Newark Street and Idaho Avenue would be eight townhouse units that would be accessed from Idaho Avenue. Vehicular access to these houses would be to the rear of each unit and accessed from a shared driveway that is also shared with the loading for the supermarket.

Use	North Parcel	South Parcel	Total
Residential	156,800 sq. ft.(124 units)	38,796 sq. ft. (30 units)	195,596 sq. ft.
Commercial (Retail and Office)	30,799 sq. ft.	159,224 sq. ft.	190,023 sq. ft.
Parking	124 spaces	412 spaces	536 spaces

Parking spaces for the proposed uses would be provided below grade on both Parcels with provisions made for some short-term, on-street parking along Newark Street. The below grade parking on the North Parcel would only accommodate the parking for the residential use. The required parking for the retail use on the North Parcel would be provided on the South Parcel. The below grade parking on the South

Parcel would be for the supermarket, the other retail uses on the parcel, the 14 loft-style residential units and the retail space on the North Parcel. The 8 rowhouse units would each have two internal spaces.

The community has requested that the applicant allow residents to use the retail parking lot for overnight parking. The applicant has stated that they are willing to consider such a request provided that an agreement regarding the hours of use and who would be allowed to park can be reached. OP has requested that applicant have more detail discussion with the community with the aim of reaching an agreement prior to the public hearing.

V. ZONING

The North Parcel is zoned MW/C-1 and the South Parcel is zoned MW/C-1 and R-5-A. The applicant proposes to rezone the MW/C-1 and portions of the R-5-A to C-2-A and develop it utilizing the PUD standards. A portion of the site would be retained in the R-5-A district.

A portion of the property is currently within the Macomb-Wisconsin Neighborhood Commercial Overlay District. Neighborhood commercial districts are established to “. . . *preserve and enhance neighborhood shopping areas, by providing the scale of development and range of uses that are appropriate for neighborhood shopping and services.*” Specifically, the Macomb – Wisconsin Neighborhood Commercial Overlay District in Section 1308 states:

1308.1 The Macomb-Wisconsin Neighborhood Commercial (MW) Overlay District applies to the neighborhood commercial area near and extending from the intersection of Macomb Street and Wisconsin Avenue, N.W., comprising those lots zoned C-1 in Squares 1920 and 1920N.

1308.2 In addition to the purposes in § 1300, the purpose of the MW Overlay District is to provide for public review of large developments as to their proposed uses, vehicular access, and the scale and massing of proposed buildings so as to ensure compatibility with and enhancement of the primary neighborhood retail function of the commercial area and to advance the other purposes of this overlay district.

The C-1 district is a neighbor shopping district that is designed to provide convenient retail and personal services that have minimum impact on the surrounding residential development, and to only permit low-bulk development. Community facilities, housing, and mixed uses establishments are also permitted.

The R-5 Districts are designed to permit flexibility of design by permitting in a single district, all types of urban residential development if they conform to the height, density, and area requirements.

The proposed C-2-A district is designed to provide facilities for shopping and business needs, housing, and mixed uses located in low and medium density residential areas with access to main highways or rapid transit stops, and shall include office employment centers, shopping centers, and medium-bulk mixed use centers.

The existing zoning would permit a total of approximately 178,200 square feet of development on the site and the proposal is for approximately 354,800 square feet of building space. The following table outlines a comparison of the existing MW/C-1 and R-5-A districts to the proposed C-2-A/PUD standards, and the development proposal for the project:

Requirement	Existing R-5-A and MW/C-1	R-5-A and C-2-A/PUD	Proposal
Gross Floor Area	178,236 sf. / 172,887 sf.	483,932 sf. / 305,696 sf. (PUD)	354,820 sf. (total) 190,022 sf. (commercial)
FAR	1.0	1.0 / 3.0	1.99
Lot Occupancy	n/a	n/a	69% (residential)
Height	40 ft. / 3 stories	40 ft. / 65 ft.	37 ft / 61 ft.
Parking	<u>Retail:</u> In excess of 3,000 sf., 1 per 300 sf. GFA and CFA <u>Multi-Family Dwelling:</u> 1per 2 dwelling units <u>One-Family Dwelling:</u> 1 space per dwelling unit	<u>North Parcel:</u> 30,799 sf. retail = 93 spaces 124 units = 62 spaces Total: = 155 spaces <u>South Parcel</u> 105,685 sf. retail = 342 spaces 14 units = 7 spaces Total = 349 total spaces <u>Townhouse Parcel:</u> 8 townhouses = 8 spaces Total = 8 spaces <u>Total: 512 spaces</u>	<u>North Parcel:</u> 124 spaces <u>South Parcel:</u> 396 spaces <u>Townhouse Parcel:</u> 16 spaces <u>Total: 536 spaces</u>
Loading	<u>Non-Residential</u> 2 berth @ 30 ft. deep 2 berth @ 55 ft. deep 2 platforms @ 100 sf. 2 platforms @ 200 sf. 2 space @ 20 ft. deep <u>Residential</u> 1 berth @ 55 ft. deep 1 platform @ 200 sf. 1 space @ 20 ft.	<u>Non-Residential</u> 2 berth @ 30 ft. deep 2 berth @ 55 ft. deep 2 platforms @ 100 sf. 2 platforms @ 200 sf. 2 space @ 20 ft. deep <u>Residential</u> 1 berth @ 55 ft. deep 1 platform @ 200 sf. 1 space @ 20 ft.	<u>South Parcel</u> 2 berth @ 55 ft. deep 2 berths @ 30 ft. deep 2 platforms @ 100 sf. 2 platforms @ 200 sf. 2 spaces @ 20 ft. deep <u>North Parcel:</u> 2 berths @ 30 ft. deep 2 platforms @ 100 sf. 1 platform @ 200 sf.

VI. FLEXIBILITY

The applicant has requested flexibility for those areas in which they do not meet the zoning requirements.

FAR

Section 2405.2 allows the FAR to be calculated based on the aggregate of the project and that it does not exceed 3.0 FAR. The overall FAR of the project is 1.99 which is below the maximum FAR allowed under the C-2-A/PUD.

Lot Occupancy

The overall lot occupancy for the consolidated PUD is 69% for the residential use. Under the requested C-2-A/PUD the maximum FAR is 60%. Under the Inclusionary Zoning (IZ) regulations of Section 2604.2 (not yet enacted), a lot occupancy of up to 75% would be allowed if affordable units are provided in the development. However, because the regulations are not yet effective the applicant has requested the flexibility to increase the lot occupancy based on their provision of affordable units.

Parking

Based on OP's analysis, flexibility to reduce the required retail parking is necessary. The applicant submits that the number of parking spaces provided, 536, exceeds the 512 spaces required for the project. However, the number of spaces required for the retail uses is not met. All of the parking for the retail use would be on the South Parcel. A total of 435 retail spaces are required, whereas the applicant is providing 389 retail spaces. Therefore, there is a deficit of 46 retail spaces.

The development is located along a main thoroughfare where the new Bus Route 30 has improved service and increased ridership. In addition, this is a neighborhood center to which many users would walk or be encouraged to walk. The provision of bicycle parking would also encourage residents to be less vehicular dependent. The existence of Residential Permit Parking (RPP) on adjacent neighborhood streets will also help to discourage parking on neighborhood streets.

As such, the proposed reduction in retail parking spaces should not have a negative impact on the adjacent community. The overall impact of parking will be further analyzed in the applicant's traffic and parking management program for DDOT's analysis prior to the public hearing.

Loading

Loading facilities to accommodate the North Parcel requires a 55-foot berth for both the retail and residential units. The applicant proposes to provide 30-foot berths. The applicant states that the use of 55-foot berths would be infrequent and could be loaded from the curb from an assigned period of time. The proposed retail uses would be small and it is envisioned that deliveries would be made by smaller trucks. The applicant has also requested a reduction in the loading requirement, with both the retail and residential uses sharing the facilities. The applicant has been requested to include details of how use of the facilities would be coordinated in a Truck Management Plan.

Loading for the supermarket and the other retail uses on the South Parcel would be accommodated mainly off Idaho Avenue. The elevation of this loading dock would be lowered below the existing grade to provide a visual and noise buffer from adjacent residential use. An acoustic wall, the change in elevation, and an extensive landscaped area would minimize spill

over noise. The area is large enough that all turn around and storage of trailers would take place on-site.

Due to the supermarket on this portion of the site, the applicant is providing an additional 55-foot berth as many deliveries would be made by trucks of this size. Some loading for the smaller retail uses and the flex space would also be accommodated at the rear of the building via a 20-foot wide alley off Macomb Street. This location allows the trucks to dock close to the uses they would serve. Using the larger loading area off Macomb Street would necessitate traversing the supermarket area and could be quite unyielding and time consuming. Some truck drivers could be tempted to pull up and load from Wisconsin Avenue or Newark Street instead, which is strongly discouraged.

Currently, the plans do not show how the retail use which fronts on Newark Street would be serviced. The applicant has been made aware of this and stated that the plans would be revised to show a connection to the main loading dock area.

The applicant has also requested flexibility to access the retail use by crossing the R-5-A portion of the site. OP is generally supportive of the proposed parking and loading facilities provided that it is that no adverse impacts would accrue to the immediate neighborhood.

Roof Structure

As shown on Sheet A110, Roof Plan, the structures on top the supermarket building would not meet the requirement of Section 411 that all roof structures should be within one enclosure and setback a distance equal to the height of the exterior walls. The Plan shows two sets of HVAC equipment and an elevator core that are not within a single enclosure and the elevator has no setback. The elevator has been placed at the rear of the building and does not provide any setbacks for functional reasons. The HVAC equipment has been placed so that they are far away from adjacent residential buildings so as to minimize any visual or noise impact.

The applicant has also proposed the some of the flats on the second floor have pop-up roof structures containing stairways to private roof terraces. These multiple structures would not be setback from the exterior walls. The structures would not be visible from adjacent roadways.

Similarly, relief is being sought for roof structures on the North Parcel for structures that are not setback from the exterior wall, and for multiple enclosures of unequal heights. Roof structures include the elevator core, stairs and possibly HVAC equipment. The proposed deviations would not impact the light and air of adjacent buildings. OP has requested that a more detailed Roof Plan showing all roof structure elevations and setbacks with further demonstration of the pop-up stairs on the lofts.

New Residential Developments in an R-5 District and Multiple Buildings on a Single Lot

The applicant requests approval of a proposal for 8 townhouses as required by Section 353 for new residential development in an R-5-A district. The review required by the specified District agencies would be conducted if the application is setdown. Secondly, the townhouses would be constructed on the same record lot as the supermarket resulting in multiple structures on a single

lot, so is subject to the requirements of Section 2516. A more comprehensive review by the applicant of the proposal against the requirements and standards of Section 2516 should be provided prior to the public hearing.

VII. 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.” In order to maximize the use of the site consistent with the zoning regulations and to utilize opportunities for additional FAR, the applicant is requesting that the proposal be reviewed as a consolidated PUD. This would 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.”

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

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.

PUBLIC BENEFITS AND AMENITIES

The objectives of a PUD are to permit flexibility of development in return for the provision of superior public benefits, provided the PUD process is not used to circumvent the intent and purposes of the Zoning Regulations, or results in an action inconsistent with the Comprehensive Plan.

Public amenities are defined in Section 2407.3 as including “one type of public benefit, specifically a functional or aesthetic feature of the proposed development that adds to the attractiveness, convenience or comfort of the project for occupants and immediate neighbors”.

The proposed redevelopment targets an under-utilized neighborhood center that is located along a major mixed-use corridor. The amenity package evaluation is partially based on an assessment of the additional development gained through the application process. The proposal requests a PUD related amendment to the C-2-A district to permit a 1.99 FAR and a height of up to 61 feet OP estimates the following density and height increases would be achieved through this PUD:

	Existing Zoning	Proposal	Difference
Total square footage	178,236 sq.ft.	345,820 sq.ft.	167,584 sq.ft.
Non-residential square footage	178,236 sq.ft.	180,022 sq.ft.	1,786 sq.ft.
Height	40 ft. max.	37 to 61 feet	up to about 21 ft.

The applicant has listed a number of areas which they feel contribute towards their amenity package:

Urban Design, Architecture and Site Planning

The applicant has submitted revised and improved architectural plans since their original application. The property would be developed with basically three buildings; the residential building, the supermarket and the townhouses. The architectural expression of the residential building on the North Parcel is one of multiple buildings, at a scale that is comparable to, or lower than other multifamily buildings in the area. OP would continue to work with the applicant to further refine and improve the design and materials of the buildings.

The applicant proposes significant improvement to the public space adjacent to the property, including pedestrian circulation, landscaping and vehicular traffic around and through the site. The applicant has met with DDOT at a preliminary design review meeting (PDRM) at which recommendations were made regarding improvements to the public space. Many of the recommendations have been incorporated into the submitted Landscape Plan (C-107). OP recommends that the applicant continue discussions regarding the public realm and vehicular and pedestrian movement aspects of the proposed development.

Housing

As part of the overall development, the applicant is proposing 13,148 square feet (8%) of the housing to be dedicated to affordable housing. 50% of the units would be set aside as low-income housing (below 50% of AMI) and 50% would be for moderate-income housing (below 80% of AMI). The applicant should provide the location of all affordable units prior to a public hearing. The Zoning Commission has approved an inclusionary housing (IZ) program. Although this program is not yet in effect, the applicant has requested additional lot occupancy based on the IZ regulations and their provision of affordable housing. The affordable housing proposed on this site would be expected to meet or exceed those requirements.

Retail

The provision of new retail space would improve the urban fabric and increase pedestrian activity to create a livelier and more inviting streetscape experience for residents and visitors. The new retail, and most significantly the supermarket, would be of great benefit to the surrounding neighborhood. The proposed retail uses would be neighborhood serving. The applicant states that the stores would vary in size but they are expected to generally be of similar size to the existing retail spaces.

Local Business Opportunities and First Source Agreements

The applicant should enter into a Memorandum of Understanding with the District of Columbia Local Business Opportunity Commission, and would include participation by small, local and disadvantaged businesses in the contracted development costs in connection with the design development, construction, maintenance and security of the project.

Similarly, the applicant should work with the Department of Employment Services and use DOES as its first source for recruitment, referral and placement of new hires for employees.

whose jobs are created by the PUD and would hire fifty-one (51) percent of District's residents for all new jobs in connection with the project construction.

Additional Considerations: Green Elements

The developer proposes to include a number of environmentally sensitive elements consistent with the applicant's emphasis on sustainable design for their supermarkets, and construction to LEED certification standards. The applicant has stated that they would include sustainable elements such as rain gardens, the use of permeable pavers, green roof and tree box filters. OP is supportive of this initiative but has informed the applicant that it is expected that the entire development would be LEED certified at an exceptional level of sustainability. The applicant has been advised to provide details of the green elements that would be incorporated into the development, including the submission of a completed LEED checklist.

Transportation Demand Management

The proposal exceeds the parking requirements for the residential use, but does not meet the retail parking. The applicant believes that the reduction would not negatively impact off-site parking in the area. Concerns have been expressed regarding parking on neighborhood streets, cut through traffic, speeding, and truck traffic. The applicant has met with DDOT to discuss all of these issues and is working with DDOT to evaluate various options for mitigating or preventing these problems.

The applicant has committed to placing a signal at the intersection of Wisconsin Avenue and Idaho Avenue to facilitate safe pedestrian crossing at this location and increased truck traffic that would be going to and from the loading area along Idaho Avenue.

The proposal also includes some bicycle parking racks near the intersection of Newark Street and Idaho Avenue. The applicant should include additional racks along the sidewalk around the property as well as in the parking garages. Potential for a car-share parking space on-site and transportation demand management strategies (TDM) to reduce the reliance on car ownership and automobile use in the neighborhood should also be discussed with DDOT and added to this application prior to a hearing.

OP is very supportive of the initiatives taken to-date and recommends that the applicant continues to work with DDOT and community representatives to address traffic and truck management issues of the development prior to the public hearing.

2006 COMPREHENSIVE PLAN

The proposal is not inconsistent with the 2006 Comprehensive Plan Future Land Use Maps. The Future Land Use Map designates the North Parcel as low density commercial and the South Parcel as Low Density Commercial and Low Density Residential. The proposed zoning and proposed development are not inconsistent with this designation.

The North Parcel and portions of the South Parcel are identified as a Neighborhood Commercial Center on the 2006 Comprehensive Plan, Generalized Land Use Map. A Neighborhood Commercial Center is described as meeting the "... day-to-day needs of residents and workers

in adjacent neighborhoods. Their service area is usually less than one mile. Typical uses include convenience stores, sundries, small food markets, supermarkets, branch banks, restaurants, and basic services such as dry cleaners, hair cutting, and child care. Office space for small businesses, such as local real estate and insurance offices, doctors and dentists, and similar uses, also may be found in such locations. Now development and redevelopment within Neighborhood Commercial Areas and must be managed to conserve the economic viability of these areas while allowing additional development that complements existing uses.” The proposal for a supermarket and other neighborhood serving retail is consistent with this designation.

The proposed development also meets or furthers many of the policies of the Comprehensive Plan as outlined below.

Chapter 3 - Land Use Element

Policy LU-2.1.3: Conserving, Enhancing, and Revitalizing Neighborhoods

Recognize the importance of balancing goals to increase the housing supply and expand neighborhood commerce with parallel goals to protect neighborhood character, preserve historic resources, and restore the environment. The overarching goal to “create successful neighborhoods” in all parts of the city requires an emphasis on conservation in some neighborhoods and revitalization in others.

Policy LU-2.4.1: Promotion of Commercial Centers

Promote the vitality of the District’s commercial centers and provide for the continued growth of commercial land uses to meet the needs of District residents, expand employment opportunities for District residents, and sustain the city’s role as the center of the metropolitan area. Commercial centers should be inviting and attractive places, and should support social interaction and ease of access for nearby residents.

Policy LU-2.3.3: Buffering Requirements

Ensure that new commercial development adjacent to lower density residential areas provides effective physical buffers to avoid adverse effects. Buffers may include larger setbacks, landscaping, fencing, screening, height step downs, and other architectural and site planning measures that avoid potential conflicts.

Policy LU-2.4.5: Encouraging Nodal Development

Discourage auto-oriented commercial “strip” development and instead encourage pedestrian-oriented “nodes” of commercial development at key locations along major corridors. Zoning and design standards should ensure that the height, mass, and scale of development within nodes respects the integrity and character of surrounding residential areas and does not unreasonably impact them.

Policy LU-2.4.6: Scale and Design of New Commercial Uses

Ensure that new uses within commercial districts are developed at a height, mass, scale and design that is appropriate and compatible with surrounding areas.

Chapter 6 – Transportation

Action T-2.3.A: Bicycle Facilities

Wherever feasible, require large new commercial and residential buildings to be designed with features such as secure bicycle parking and lockers, bike racks, shower facilities, and other amenities that accommodate bicycle users.

Policy T-3.3.4: Truck Management

Manage truck circulation in the city to avoid negative impacts on residential streets and reduce the volume of truck traffic on major commuter routes during peak travel hours.

Chapter 5 - Housing Element

Policy H-1.1.4: Mixed Use Development

Promote mixed use development, including housing, on commercially zoned land, particularly in neighborhood commercial centers, along Main Street mixed use corridors, and around appropriate Metrorail stations.

Policy H-1.2.3: Mixed Income Housing

Focus investment strategies and affordable housing programs to distribute mixed income housing more equitably across the entire city, taking steps to avoid further concentration of poverty within areas of the city that already have substantial affordable housing.

Chapter 6 - Economic Development Element

Policy ED-2.1.6: Local-Serving Office Space

Encourage the development of small local-serving offices within neighborhood commercial districts throughout the city to provide relatively affordable locations for small businesses and local services (such as real estate and insurance offices, accountants, consultants, and medical offices).

Policy ED-2.2.3: Neighborhood Shopping

Create additional shopping opportunities in Washington's neighborhood commercial districts to better meet the demand for basic goods and services. Reuse of vacant buildings in these districts should be encouraged, along with appropriately-scaled retail infill development on vacant and underutilized sites. Promote the creation of locally-owned, non-chain establishments because of their role in creating unique shopping experiences.

Policy ED-2.2.6: Grocery Stores and Supermarkets

Promote the development of new grocery stores and supermarkets, particularly in neighborhoods where residents currently travel long distances for food and other shopping services. Because such uses inherently require greater depth and lot area than is present in many commercial districts, adjustments to current zoning standards to accommodate these uses should be considered.

Chapter 9 - Urban Design Element

Policy UD-1.4.1: Avenues/Boulevards and Urban Form

Use Washington's major avenues/boulevards as a way to reinforce the form and identity of the city, connect its neighborhoods, and improve its aesthetic and visual character. Focus improvement efforts on avenues/boulevards in emerging neighborhoods, particularly those that provide important gateways or view corridors within the city.

Policy UD-2.2.3: Neighborhood Centers

Undertake strategic and coordinated efforts to create neighborhood centers, civic buildings, and shopping places that reinforce community identity.

Policy UD-2.2.5: Creating Attractive Facades

Create visual interest through well-designed building facades, storefront windows, and attractive signage and lighting. Avoid monolithic or box-like building forms, or long blank walls which detract from the human quality of the street.

Policy UD-3.1.7: Improving the Street Environment

Create attractive and interesting commercial streetscapes by promoting ground level retail and desirable street activities, making walking more comfortable and convenient, ensuring that sidewalks are wide enough to accommodate pedestrian traffic, minimizing curb cuts and driveways, and avoiding windowless facades and gaps in the street wall.

Policy UD-3.1.8: Neighborhood Public Space

Provide urban squares, public plazas, and similar areas that stimulate vibrant pedestrian street life and provide a focus for community activities. Encourage the “activation” of such spaces through the design of adjacent structures; for example, through the location of shop entrances, window displays, awnings, and outdoor dining areas.

Chapter 23 – Rock Creek West Area Element

Policy RCW-1.1.3: Conserving Neighborhood Commercial Centers

Support and sustain local retail uses and small businesses in the area’s neighborhood commercial centers. These centers should be protected from encroachment by large office buildings and other non-neighborhood serving uses. Compatible new uses such as multi-family housing or limited low-cost neighborhood-serving office space (above local-serving ground-floor retail uses) should be considered within the area’s commercial centers to meet affordable housing needs, sustain new neighborhood-serving retail and small businesses, and bring families back to the District.

Policy RCW-1.1.5: Preference for Local-Serving Retail

Support new commercial development in the Planning Area that provides the range of goods and services necessary to meet the needs of local residents. Such uses are preferable to the development of new larger-scale or “big-box” retail uses that serve a regional market. “Destination” retail uses are not appropriate in smaller-scale commercial areas, especially those without Metrorail access. Regardless of scale, retail development must be planned and designed to mitigate traffic, parking, and other impacts on adjacent residential areas.

Policy RCW-2.2.1: Housing Opportunities

Recognize the opportunity for additional housing with some retail and limited office . . . and on underutilized commercially zoned sites on Wisconsin Avenue. Any development in these areas should be compatible with the existing residential neighborhoods.

VIII. AGENCY COMMENTS

The application will be referred to the following agencies for comments:

1. District Department of Transportation;
2. Metropolitan Police Department;

3. Fire and Emergency Medical Services Department;
4. Department of Public Works, Tree and Landscape Division;
5. District of Columbia Public Schools; and
6. District Department of the Environment.
- 7.

IX. COMMUNITY COMMENTS

The property is within ANC-3C and the applicant has had numerous meetings with the ANC as well as with the general community. Community reaction to the proposal has been mixed. Issues of concerns to residents include the density, cut through traffic on residential streets, truck traffic, and the type of retail uses. Other residents strongly support the development of the site with the mix and density proposed. The applicant has met with DDOT, OP, and representatives of the community to address these issues, and will continue to do so.

X. RECOMMENDATION

OP concludes that the redevelopment proposal for the site would be of benefit to the District and to the immediate neighborhood. The project would be at a scale which is compatible with its location, and with surrounding development. The project includes elements that would be an improvement over the existing development, including a new state-of-the-art supermarket with additional goods and services not provided today; the placement of all parking below grade; the provision of affordable housing; the provision of new neighborhood serving retail; environmental improvements; public open space; and improvements to the adjacent sidewalks.

The proposal is not inconsistent with the 2006 Comprehensive Plan Future Land Use and Generalized Policy maps, and furthers many important policies for the Far North West Area.

OP recommends that the Commission setdown the requested proposal for a public hearing. OP will continue to work with the applicant and other District agencies to ensure coordination of this PUD, and to ensure that the following issues are more fully addressed by the applicant prior to the public hearing:

1. Details of all environmental/green building initiatives proposed;
2. Traffic and Truck Management Plan;
3. Elevations of roof structures with labeled dimensions and setbacks;
4. Locations of bicycle parking;
5. Details of the flexibility requested for the theoretical lots and a more comprehensive analysis of the theoretical lots against the regulations and standards of §2516;
6. Refinement of the architecture, building facades, materials, and landscaping;
7. The level of affordability for the proposed affordable units and their location on the floor plans.