

REDEVELOPMENT OF THE FRIENDSHIP SHOPPING CENTER
(CLEVELAND PARK GIANT)



BY FRIENDSHIP-MACOMB SC INC.
c/o THE STOP & SHOP SUPERMARKET CO.

APPLICATION TO THE
DISTRICT OF COLUMBIA ZONING COMMISSION FOR
CONSOLIDATED REVIEW AND APPROVAL OF A
PLANNED UNIT DEVELOPMENT AND
ZONING MAP AMENDMENT

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District of Columbia
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PREFACE

This statement and the attached documents support the application of Friendship-Macomb SC Inc. to the Zoning Commission for consolidated review and approval of a Planned Unit Development and Zoning Map Amendment for the property known as Square 1920, Lot 831 and Square 1920-N, Lots 1 and 2, to allow for the redevelopment of the existing Friendship Shopping Center into a mixed use retail and residential neighborhood commercial center. The property that is the subject of this application is located on Wisconsin Avenue in the Cleveland Park neighborhood of Ward 3. Approximately 140-150 residential units and approximately 136,484 square feet of retail space, including a new state-of-the-art Giant grocery store, will be created as a result of this project.

This PUD application is consistent with the District of Columbia Comprehensive Plan, D.C. Law 12-275, 10 DCMR (Planning and Development) § 100 et seq. (2006) (the “Comprehensive Plan”), as well as numerous goals and policies of the District of Columbia. This project will benefit the District by transforming the existing strip retail site into a true “Main Street” mixed-use neighborhood center. It will provide convenient and high-quality neighborhood shopping opportunities as well as enliven the neighborhood through the creation of new housing units. Most importantly, the PUD will provide a new Giant grocery store.

Submitted in support of this application are completed application forms, a copy of the notice of intent to file a PUD that was mailed to surrounding property owners (with the certification of mailing and list of property owners), architectural drawings, plans, and elevations of the proposed project, and a map depicting the existing and proposed Zone Districts for the property and surrounding area. As set forth below, this statement and the attached documents

I. INTRODUCTION

A. *Summary of Requested Action*

This document supports the application of Friendship-Macomb SC, Inc. (“Applicant”) to the Zoning Commission of the District of Columbia (“Commission”) for the consolidated review and one-step approval of a Planned Unit Development (“PUD”) and Zoning Map Amendment for the Friendship Shopping Center. The project site consists of Lot 813 in Square 1920 and Lots 1 and 2 in Square 1920-N (the “Subject Property”). The Subject Property is located in the Cleveland Park neighborhood of Ward 3 and consists of approximately 178,236 square feet of land area.

The Subject Property currently includes the strip retail and second-story commercial development and surface parking lot located at 3400-3430 and 3440 Wisconsin Avenue (the “North Parcel”) and the existing Giant supermarket, retail stores, and surface parking lot located at 3336 Wisconsin Avenue, NW (the “South Parcel”). The Applicant proposes to demolish the existing structures and construct the following:

- North Parcel: The Applicant will construct a five-story mixed use building featuring ground-level retail uses and four stories of residential units above.
- South Parcel: The Applicant will construct a building featuring a new Giant grocery store as well as small street-related retail uses and second-story flex space and residential units. On the Idaho Avenue frontage of the South Parcel, the Applicant will construct 8 single-family townhouses.

In total, the project will contain approximately 136,484 square feet of retail space and 140-150 residential units, including approximately 13,184 square feet of affordable housing.

Anchored by a new state-of-the-art Giant supermarket, the redevelopment of the Friendship Shopping Center will transform the Subject Property into a vibrant community center. The Project will reinforce the existing character and scale of the adjoining neighborhoods, striking a balance between the residential character of Idaho Avenue to the west and the

commercial character of Wisconsin Avenue to the east. The PUD takes advantage of its central location convenient to multiple surrounding residential neighborhoods, and will feature neighborhood-serving retail uses as well as the new Giant supermarket. The mixed-use development will also be well-served by Metrobus service along Wisconsin Avenue, providing connections for residents, shoppers, employees and visitors to the rest of the District.

The Subject Property is currently located in the MW/C-1 and R-5-A Zone Districts, and in the Low Density Commercial and Low Density Residential categories on the Future Land Use Map. The majority of the site is designated as a Neighborhood Commercial Center on the Generalized Policy Map. The Applicant requests a Zoning Map Amendment for approximately 152,848 square feet of the site to the C-2-A Zone District to accommodate the height, density, and use of the proposed development plan. The balance of the property, approximately 25,388 square feet, will remain in the R-5-A Zone District. The Applicant will also use the PUD process to achieve relief from certain other requirements of the Zoning Regulations detailed below. The Map Amendment and other relief is essential to permit the redevelopment of the Friendship Shopping Center into a true Neighborhood Commercial Center, and rezoning of the Subject Property to the C-2-A Zone District is therefore consistent with the overarching goals and policies of the Comprehensive Plan of the District of Columbia, as discussed in detail herein.

B. The Applicant

The Subject Property is controlled by the Stop & Shop Supermarket Co., which operates Stop & Shop stores in New England, New York, and New Jersey and Giant Food Stores in the District, Maryland, Virginia, and Delaware. Stop & Shop has commissioned Street-Works LLC, an urban mixed-use developer and design consultant, to create a comprehensive plan for redeveloping the Friendship Shopping Center. In 2005, Street-Works developed an initial

development plan with ground floor retail on both parcels and residential use on the North Parcel. Following community meetings that were held in February and December 2006, which were each attended by well over 100 interested neighbors, Street-Works made a number of design revisions to the project in response to community comments and concerns, including:

- Separation of the loading and parking driveways, and relocation of the loading entrances to Idaho Avenue;
- Reconfiguration of the South Parcel to allow the addition of a vehicular and pedestrian access point from 38th Street NW;
- Addition of second-story residential space on the South Parcel along Newark Street to create a variety of housing types;
- Addition of second-story “flex” space on the South Parcel along Wisconsin Avenue to accommodate desirable neighborhood uses that require lower rents; and
- Addition of below-grade parking for the residential units on the North Parcel.

In order to keep the community up-to-date on the development planning and solicit additional feedback, the Applicant has set up a website at www.wisconsinavegiant.com. Representatives of the Applicant have continued to meet with representatives of the community, including members of ANC 3C and the Cleveland Park Citizens Association, and have continued to refine the project proposal in response to input from these meetings. For example, the Applicant agreed to retain residential zoning along Idaho Avenue. The Applicant’s team, led by Street-Works, will continue to meet with representatives of the surrounding community throughout the PUD process.

Stop & Shop has recently established itself as a leader in sustainable design and practice. In February 2008, the company was recognized as an “Energy Star Leader” by the Environmental Protection Agency for its leadership in designing and operating energy-efficient supermarkets, which use approximately 40% less energy than average supermarkets. Stop & Shop has also joined the EPA’s “SmartWay Transport Partnership,” an initiative intended to improve the fuel efficiency and decrease the air pollution of its freight fleet.

C. *Project Goals and Objectives*

Consistent with the goals of the District as outlined in the Land Use Element of the Comprehensive Plan, and utilizing leading principles of urban design, the Applicant desires to redevelop the existing Friendship Shopping Center into a mixed-use residential and retail neighborhood center anchored by a new Giant supermarket that will contribute to the vitality of the surrounding area. In doing so, the Applicant seeks to create a pedestrian-oriented project that uses low-impact development practices and substantial streetscape enhancements in a development of a height and mass that is compatible with the surrounding neighborhood.

D. *Development Timetable*

The Applicant intends to start construction by 2009 and expects that the total construction period will last approximately 24-36 months.

II. THE PROPOSED PUD PROJECT

A. *Site Location*

The Subject Property consists of approximately 178,236 square feet of land area bounded by Idaho Avenue on the west, Wisconsin Avenue on the east, and adjacent property fronting on Macomb Street to the south. Newark Street runs east-west through the center of the site, dividing it into two parcels. Retail stores, office/commercial space, and a surface parking lot are located north of Newark Street at 3400-3430 and 3440 Wisconsin Avenue. The North Parcel is located entirely in the MW/C-1 Zone District. The existing Giant Supermarket (which contains approximately 18,500 square feet of gross floor area), vacant retail storefronts including the former G.C. Murphy store, and a large surface parking lot are located south of Newark Street at

3336 Wisconsin Avenue NW. The South Parcel is located in the MW/C-1 and R-5-A Zone Districts. The site slopes downward from northeast to southwest approximately 22 feet.

The Subject Property is located between the McLean Gardens development to the west and the Cleveland Park neighborhood to the east. Further to the south and east are the Cathedral Heights and Woodley Park neighborhoods. Due to its location on Wisconsin Avenue, the site is well-served by a number of Metrobus routes, which connect the site to the Tenleytown Metrorail Station to the north and the Cleveland Park Metrorail Station to the east.

The surrounding area features a variety of uses and zone categories. Immediately to the south, fronting on Macomb Street, are a mix of commercial retail and residential uses located in the MW/C-1, R-5-B, and R-1-B Zone Districts. To the west across Idaho Avenue is the Second District Police Station located in the R-5-A Zone District. Also to the west is a five-story office building and nine-story residential building with ground floor retail space. These structures were developed in the 1980s as part of the Village at McLean Gardens PUD approved by the Commission in Order Nos. 383 and 421, which rezoned that site to the C-2-B Zone District. To the east across Wisconsin Avenue are a series of residential houses and apartment buildings as well as the Northwest Health Care Center, which are located in the R-5-A, R-5-B, MW/R-5-D, and MW/R-5-B Zone Districts.

B. Project Description

The Project will replace the existing Friendship Shopping Center with a mixed-use development featuring a new Giant grocery store and a balance of new residential and retail uses. As shown on the architectural plans, elevations, and drawings attached as Exhibit A, the Project consists of three components that have been designed to build on the eclectic existing mix of architectural styles surrounding the site and reinforce the character and scale of the surrounding

neighborhood. Together, these components will enliven the surrounding streetscape and provide the community with a revitalized neighborhood center.

On the North Parcel, the Applicant will construct a new five-story building featuring ground-level retail uses and approximately 124 apartment units above. The building will rise to 65 feet, as measured from the building's front on Wisconsin Avenue. At the street level, retail shops will be located along Wisconsin Avenue and Newark Street. To enhance the Newark Street streetscape, the Applicant has designed a triangular public space on the north side of the street as a place for gathering and activity. In addition, at the intersection of Wisconsin Avenue and Idaho Avenue, the Applicant will construct and design a focal element that will serve to establish a neighborhood identity. Pedestrian entrances to the residential lobby will be located off both Wisconsin Avenue and Idaho Avenue. At the second level, the building will open up on the Newark Street side to allow for a semi-private roof garden for residents of the building. The residential component will also include an amenities space at the ground level off Idaho Avenue.

The Applicant will construct a two-story building on the South Parcel. On the ground level, this building will contain retail shops along both Wisconsin Avenue and Newark Street that will front the new Giant grocery store. The main pedestrian entrance to the Giant, which will contain approximately 56,210 square feet of gross floor area, will be located off Newark Street near its intersection with Wisconsin Avenue. The new Giant grocery store will be both user and neighborhood-friendly, and will represent a vast improvement over the existing outdated facility. It will feature wide aisles and additional checkout counters to improve customer comfort and service. The expanded Giant will be able to provide its customers with both everyday necessities as well as specialty foods that respond to evolving customer patterns and demands. The new Giant will also include additional departments such as a florist and

pharmacy that complement the food options and improve customer convenience. To enhance the shopping experience, the new building will feature skylights that improve the openness and feel of the grocery while also serving as a daylight harvesting mechanism that helps conserve energy in the store. The supermarket will be constructed to LEED certification standards, as discussed elsewhere in this statement.

The new grocery, along with the surrounding retail tenants, will transform the Friendship Shopping Center into a true one-stop shopping experience for the surrounding neighborhood. On the second level, the Wisconsin Avenue street frontage will feature a commercial “flex” space to accommodate desirable neighborhood commercial uses that require lower rents similar to the second-story uses on the North Parcel today. The Newark Street frontage will feature 14 residential flats on the second level. These flats will be arranged around a semi-private roof garden and some will also feature pop-up staircases to private terraces.

On the western edge of the South Parcel along Idaho Avenue, the Applicant proposes to construct eight three-story townhouses. These townhouses complement existing residential development along Idaho Avenue, and will provide a transition from the commercial center to the surrounding residential neighborhood. Behind the townhouses, the Applicant has designed a deck over the townhouses’ parking area that will create private open spaces for each townhouse. Also along Idaho Avenue, the Applicant has designed a public green space just south of the townhouses.

The Project includes a total of 536 parking spaces in two stories of below-grade parking on both the North and South Parcels. There are 124 parking spaces on the North Parcel, which will be exclusively used by the residents of the Project, and 396 parking spaces on the South Parcel, which will be available to customers and employees of the Giant and other retail

establishments. The primary vehicular access point for both the North and South Parcels will be off Newark Street near its intersection with Idaho Avenue. In addition, the Applicant has designed a second entrance to the South Parcel from 38th Street to the south. The townhouses will each feature 2 below-grade parking spaces accessed off Idaho Avenue, for a total of 16 spaces. Loading for the Project will also be accessed off Idaho Avenue, and is discussed in greater detail elsewhere in this statement.

In total, the Project will feature approximately 136,484 square feet of retail uses and 140 – 150 residential units for a total gross floor area of approximately 354,820 square feet (1.99 FAR). Consistent with requirements of the approved Inclusionary Zoning Regulations, the Applicant will set aside 8% of the gross floor area devoted to residential use, or approximately 13,184 square feet, as affordable housing, with 50% of the units set aside for low-income households and 50% set aside for moderate-income households. The Project will have a maximum height of 65 feet and occupy approximately 76% of the PUD Site at ground level. It will contain approximately 536 parking spaces. A complete tabulation of development data is attached as Exhibit C.

C. Flexibility Under the PUD Guidelines

The PUD process was created to allow greater flexibility in planning and design than is possible under conventional zoning procedures. The PUD regulations specifically allow the Zoning Commission to approve any zoning relief that would otherwise require the approval of the Board of Zoning Adjustment (“BZA”).

1. Relief from the Area Requirements

Section 2405.4 of the Regulations allows the Commission to approve a lot occupancy that is greater than the normal requirement. For the portion of the Project that is zoned C-2-A, the portions of the buildings devoted to residential use will occupy approximately 75% of the underlying lot area. (The townhouses occupy approximately 30% of the lot that will remain in the R-5-A Zone District.) Under the existing Regulations, the maximum permitted lot occupancy for portions of the building devoted to residential use in the C-2-A Zone District is 60%. However, under the recently adopted Inclusionary Zoning requirements, a project in the C-2-A Zone District that is subject to IZ would be permitted to achieve a lot occupancy of 75%. Since the IZ Regulations are not yet effective, the Applicant requests that the Commission approve a lot occupancy of 75% for the Project as an area of flexibility of the PUD.

The Applicant also requests flexibility from the roof structure provisions of the Zoning Regulations, including the requirement that roof structures be contained under a single enclosure of an equal height and the requirement that roof structures be set back at a ratio of one-to-one from all exterior walls. This relief is required in order to accommodate the combination of uses within each building on the South Parcel as well as the specific requirements of the new Giant grocery store.

- First, for reasons of building efficiency and operation, the elevator core for the grocery store is located along the south wall of the building. As a result, the roof structure containing the elevator core is not set back from the building wall at a one-to-one ratio, and the Applicant requests relief to accommodate the lack of setback. The impact of the roof structure will not be significant because the south façade of the building itself is set back approximately 21 feet from the property line, and the roof structure is the same height as the parapet wall.
- Second, some of the flats on the second floor of the building on the South Parcel will contain pop-up roof structures containing stairways for the occupants to reach private roof terraces. These roof structures will not be set back from the exterior walls. Furthermore, there will be multiple structures. The building is well under the maximum

height permitted in the C-2-A Zone District and the roof structures will be sensitively designed so that they do not have an adverse visual impact.

Relief from these roof structure requirements is also required for the North Parcel, which has two roof structures of unequal heights, one of which is not set back from the exterior wall.

2. Relief from the Parking and Loading Requirements

Section 2405.6 of the Regulations permits the Commission to reduce or increase the amount of off-street parking and loading facilities depending on the uses and the location of the project. The Applicant requests flexibility from the strict parking and loading requirements in order to efficiently develop the Property. Specifically, as designed the North Parcel contains 31 fewer parking spaces than its mix of residential and retail uses would require under the Regulations. These spaces have been accommodated in the parking garage on the South Parcel, and the Applicant therefore requests approval of the location of these parking spaces on the South Parcel. (Such approval is ordinarily granted as a special exception under Section 2116.5.) The reallocation of parking reflects the planned use of the two below-grade parking garages; the North Parcel garage will be reserved for use by the residents of the Project while the South Parcel will be open for use by the customers and employees of all of the retail uses, including the retail on the North Parcel (as well as other neighboring retail uses).

The Applicant also requests flexibility from the Zoning Regulations in order to accommodate the planned loading on the North and South Parcels. Again, under the strict requirements of the Zoning Regulations, the North Parcel and South Parcel contain separate buildings that trigger separate loading and parking requirements. As a result, the North Parcel requires three loading berths as well as two service/delivery spaces to accommodate its mix of retail and residential uses. The Applicant proposes two loading berths on the North Parcel that

will also serve as service/delivery spaces. This will be adequate to serve the needs of the building. The Applicant believes that two berths are sufficient since the retail and residential uses will trigger demands for the loading dock at different times.

The South Parcel requires four berths and two additional service/delivery spaces to accommodate the grocery store as well as the retail uses, and the Project design contains adequate space to accommodate the loading required for these uses. However, in order to access the loading dock, the trucks must cross the portion of the Property that will remain in the R-5-A Zone District. Therefore, the Applicant must request relief from the use requirements in order to permit commercial loading activity to transverse the R-5-A Zone District. Furthermore, the Applicant requires relief to accommodate the proposed 30-foot wide curb cut that is necessary to ensure that the trucks accessing the loading area will have an adequate turning radius from Idaho Avenue.

3. Relief from the Use Requirements

Finally, Section 2405.7 permits the Commission to approve any use that is permitted as a special exception and would otherwise require the approval of the Board of Zoning Adjustment. Under Section 2405.8 of the Regulations, the Commission is not required to apply the special exception standards normally applied by the Board. Pursuant to this authority, the Applicant requests that the Zoning Commission approve the proposed single-family townhouses as a permitted new residential development under Section 353. Furthermore, the Applicant intends to construct the townhouses on the same underlying record lot as the principal mixed-use building containing the new Giant grocery store (i.e the South Parcel), and therefore also requests approval of these structures as multiple buildings on a single record lot under Section 2516.

III. PLANNING ANALYSIS

Through the PUD Process, the Applicant will implement numerous goals of the District of Columbia.

A. Land Use Impact

As detailed in Subsection III.B. and in Section V, the proposed PUD and Zoning Map Amendment are fully consistent with the goals and policies of the recently-adopted Comprehensive Plan. The PUD will result in the redevelopment of an underutilized site to create an attractive pedestrian-oriented commercial center for the surrounding neighborhoods, anchored by a new Giant supermarket. It will also provide new housing opportunities, including affordable housing, on a strategic commercially-zoned parcel located along a major corridor that is well-served by public transit. At the same time, the height and density of the PUD have been appropriately designed to respond to and transition from the varied elements of scale surrounding the property. For all of these reasons, the PUD will have a positive land use impact that is consistent with the Comprehensive Plan and other planning goals of the District of Columbia.

B. Zoning Impact

As shown on the Proposed Zone District Plan attached as Exhibit B, the Applicant requests a Zoning Map Amendment for approximately 152,848 square feet of the site to the C-2-A Zone District. The balance of the property, approximately 25,388 square feet, will remain in the R-5-A Zone District.

This proposed zone plan is consistent with the Comprehensive Plan. As shown on the excerpt from the Future Land Use Map of the Comprehensive Plan included with Exhibit B, the majority of the Subject Property is located in the Low Density Commercial category.

Accordingly, the Applicant has proposed two mixed-use buildings with ground floor retail uses and upper-story residential uses for this portion of the PUD Site. The proposed C-2-A zoning is necessary to accommodate these uses. The Comprehensive Plan states that the proposed C-2-A Zone District is consistent with the Low Density Commercial designation.

The western portion of the Subject Property is designated as Low Density Residential. Consistent with this designation, the Applicant has proposed 8 townhouses for this portion of the Project. The existing R-5-A Zone will remain in place, and is consistent with the residential land use designation.

The Comprehensive Plan provides additional guidance on the interpretation of its maps. It states that the Future Land Use map's designations should be interpreted broadly and in conjunction with the text of the Comprehensive Plan. Moreover, the Comprehensive Plan explicitly recognizes that the additional density and height achieved through the PUD process are bonuses that may exceed the general recommendations. Finally, property to the northwest in the Village of McLean Gardens PUD site was rezoned to the C-2-B Zone District as a part of that PUD, and surrounding properties are located in the Moderate and Medium Density Residential as well as the Mixed Use Medium Density Residential / Low Density Commercial categories on the Future Land Use Map. Accordingly, the proposed rezoning of a portion of the site to the C-2-A Zone District is consistent with the Comprehensive Plan.

C. Environmental Impact

Consistent with Stop & Shop's emphasis on sustainable design, the new Giant supermarket will be constructed to LEED certification standards and will incorporate sustainable features that are customary to new stores. These include a state-of-the-art energy management system that controls and monitors refrigeration, lighting, and HVAC systems. For example, the

building will use skylights to provide natural light during the day and allow for the lighting system to be dimmed automatically in response to the amount of daylight harvested. In addition, heat from the refrigeration systems will be reclaimed and utilized to heat the sales floor and the water used in the restrooms and preparation areas. Finally, the roof of the store will be well-insulated and use a white reflective surface as a “cool roof.” The rest of the Project will also incorporate sustainable elements including stormwater management features, water use reduction features, and multiple plantings of mature 8-inch caliper trees in the streetscape and open public spaces.

As more specifically detailed in Exhibit I, no adverse environmental impact will result from the construction of this project. The project’s proposed stormwater management and erosion control plans will minimize impact on the adjacent properties and existing stormwater systems. This project will meet or exceed the current stormwater management requirements of the D.C. Department of the Environment. Furthermore, the project will utilize Low Impact Development in coordination with the District Department of Transportation and the D.C. Department of the Environment to address aspects of stormwater management quality and quantity for private and public space when possible.

D. Facilities Impact

The proposed project will not have an adverse impact on the public facilities that it will rely on for service. Numerous bus lines, particularly the “30” buses along Wisconsin Avenue, service the Subject Property, and it is expected that residents, customers, employees, and visitors to the site will use public transit. Bicycle usage will also be coherently integrated into the design of the project.

IV. EVALUATION STANDARDS

A. Public Benefits and Project Amenities

Section 2403.9 provides categories of public benefits and project amenities for review by the Zoning Commission. The objective of the PUD process is to encourage high-quality development that provides public benefits and project amenities by allowing applicants greater flexibility in planning and design than may be possible under matter-of-right zoning. The instant consolidated application will achieve the goals of the PUD process by providing new housing and retail opportunities, including a new Giant grocery store, in a well-designed project that incorporates several new public gathering spaces and enhances the surrounding public space. This furthers several goals set forth by the District of Columbia.

1. Housing and Affordable Housing

Pursuant to Section 2403.9(f) of the Zoning Regulations, the PUD guidelines state that the production of housing and affordable housing is a public benefit that the PUD process is designed to encourage. This project will create approximately 140-150 new residential units in a variety of forms that are likely to include flats, lofts, and townhouses. It will also create approximately 13,148 square feet of affordable housing, with 50% set aside as low-income affordable housing (i.e. for households earning below 50% of the average median income) and 50% set aside as moderate-income affordable housing (i.e. for households earning below 80% of the average median income).

2. Urban Design, Architecture, Landscaping, or Creation and Preservation of Open Spaces

Section 2403.9(a) lists urban design and architecture as categories of public benefits and project amenities for a PUD. As shown on the detailed plans, elevations, and renderings

included as Exhibit A, the proposed project exhibits all of the characteristics of exemplary urban design. Specific features include the use of a variety of public spaces, well-designed sidewalks with street trees of significant size around both blocks, inviting and active storefronts along each commercial street edge, well-located and carefully designed customer-friendly parking garages and vertical circulation cores, clear separation of the major loading functions from pedestrian and vehicular pathways, and enclosure of the supermarket loading facilities to provide acoustic and visual buffering for neighbors.

Moreover, the Project will improve the existing streetscape. The existing streetscape lacks pedestrian activity and public gathering places that would otherwise enliven the sidewalks. In order to capitalize on the pedestrian activity generated by the retail and residential features of the Project, the Applicant has proposed significant streetscape improvements as a key benefit and amenity of the Project. All street frontages will be enhanced in a manner that builds on their existing uses and identity. At the center of the project, Newark Street will be reconstructed and transformed into a “complete street” that accommodates all travel modes for the retail and residential components of the project. Streetscape enhancements will include large street trees, special paving features, and marked crosswalks at all intersections. The Applicant will also work with District officials to make streetscape improvements to both Wisconsin Avenue and Idaho Avenue that are sensitive to each street’s particular use and character.

Finally, the PUD provides for the creation of a number of public spaces throughout the project. First, the Applicant will create a tree-canopied public space on the north side of Newark Street that, with its water feature, benches, planters, tables and chairs, will become a vibrant community gathering place that will enhance the pedestrian experience along Newark Street. Second, at the pedestrian entrance to the Giant on Newark Street at its intersection with

Wisconsin Avenue, the Applicant will create a second public space different but no less appealing in characters, which will enhance the entrance to the grocery anchor. Third, along Idaho Avenue, the Applicant will create a public green space appropriate to the residential context just south of the townhouses. And last, a vertical element in a small hardscape plaza at the corner of Idaho and Wisconsin Avenues will mark the entrance to this revitalized commercial district on Wisconsin Avenue.

3. Site Planning and Efficient and Economical Land Uses

Pursuant to Section 2403.9(b) of the Zoning Regulations, “site planning, and efficient and economical land utilization” are public benefits and project amenities to be evaluated by the Zoning Commission. The site currently contains one- and two-story buildings with large amounts of surface parking and multiple curb cuts that discourage pedestrian activity. The proposed project has been designed to provide residents, customers, and visitors with open and inviting public and private spaces for entertainment and relaxation as detailed above. The PUD transforms an underutilized and dated shopping center into an attractive 21st century mixed-use development.

4. Effective and Safe Vehicular and Pedestrian Access

The Zoning Regulations, pursuant to Section 2403.9(c), state that “effective and safe vehicular and pedestrian access” can be considered public benefits and project amenities of a project. The existing site features large amounts of surface parking that service the retail uses that are accessed from multiple curb cuts along the streets surrounding the Property. The proposed design for the Project eliminates the surface parking and reduces the number of curb

cuts around the perimeter of the site from eight to five. This will enhance vehicular access to the site and also improve pedestrian access and safety.

Wells & Associates, Inc., the traffic and parking engineer for this project, has prepared a traffic assessment, attached as Exhibit K. Based on their findings, the proposed project will have no significant impact on the surrounding road network with the implementation of certain improvements that will mitigate the impact of the proposed development. These improvements include (1) the conversion of the existing one-way stretch of Idaho Avenue between Wisconsin Avenue and Newark Street into a two-way street; (2) the installation of a traffic signal and pedestrian crosswalks at the Wisconsin/Idaho intersection; and (3) the optimization of signal timings. The Applicant will work with the District to coordinate the implementation of these improvements. In addition, the Applicant is working with District and WMATA officials to coordinate improvements to the public transit system with the proposed development.

The North and South Parcels will both feature adequate loading facilities to accommodate the planned retail and residential activities. The North Parcel contains a two-berth loading dock that will adequately serve the loading and delivery needs of the retail and residential components of the North Parcel. The South Parcel features a four-berth loading dock that will service the Giant grocery store. This loading dock efficiently takes advantage of the significant grade difference between Wisconsin Avenue and Idaho Avenue to create an “at-grade” internal loading dock that is nevertheless below the ground-level grocery store and other uses. As a result, the supermarket’s loading dock is entirely separate from the customer circulation on-site, and the loading area is enclosed beneath the building to minimize the noise associated with the loading functions. The loading area also features an open truck turnaround area that will permit truck traffic to turnaround within the site and minimize the impact of loading activity on Idaho

Avenue. Loading access for both the North and South Parcels has been located on Idaho Avenue in order to reduce potential conflicts with vehicular and pedestrian circulation.

5. Environmental Benefits

Section 2403.9(h) states that environmental benefits are considered to be public benefits and project amenities of a PUD. As described in Section III.C. above, the Project will provide a number of environmental benefits that improve the sustainability of the site. Consistent with Stop & Shop's emphasis on sustainable design, the new Giant supermarket will be constructed to LEED certification standards and will incorporate sustainable features that are customary to new stores. The rest of the Project will also incorporate sustainable elements including stormwater management features, water use reduction features, and multiple plantings of mature 8-inch caliper trees in the streetscape and open public spaces that will represent a significant improvement over the existing development.

6. Uses of Special Value

According to Section 2403.9(i), "uses of special value to the neighborhood or the District of Columbia as a whole" are deemed to be public benefits and project amenities. The most significant use of special value generated by this PUD will be the provision of an expanded and modernized Giant grocery store for the surrounding neighborhoods. The other retail uses proposed for the Project are also uses of special value, and the project will result in an enhanced neighborhood core. Finally, the Applicant is working with the existing retail and service tenants to explore potential opportunities to include them within the redeveloped site. As appropriate, some space in the new development could be offered at a lower rent in order to retain some existing tenants.

7. Revenue for the District

Again, Section 2403.9(i) states that “uses of special value to the neighborhood or the District of Columbia as a whole” are deemed to be public benefits and project amenities. The addition of approximately 140-150 new residential units and expanded retail uses will result in the generation of significant additional tax revenues in the form of property, income, sales, use and employment taxes for the District.

8. First Source Employment Program

According to Section 2403.9(e), “employment and training opportunities” are representative public benefits and amenities. Therefore, the Applicant will voluntarily enter into an agreement to participate in the Department of Employment Services (“DOES”) First Source Employment Program to promote and encourage the hiring of District of Columbia residents.

9. Comprehensive Plan

According to Section 2403.9(j), public benefits and project amenities include “other ways in which the proposed planned unit development substantially advances the major themes and other policies and objectives of any of the elements of the Comprehensive Plan.” As described in greater detail in Section V, the PUD is consistent with and furthers many goals and policies of the Comprehensive Plan.

10. Public Benefits of the Project

Sections 2403.12 and 2403.13 require the Applicant to show how the public benefits offered are superior in quantity and quality to typical developments of the type proposed. This PUD meets those standards and provides:

- Exemplary/superior architecture
- Housing and affordable housing
- A full-service grocery store and other neighborhood retail uses
- Low-impact and green development features
- Significant public space

For all of the reasons set forth above, the Project contains ample benefits and amenities that are superior to typical developments.

V. COMPLIANCE WITH THE COMPREHENSIVE PLAN

The proposed PUD is consistent with and fosters numerous goals and policies in the Comprehensive Plan.

The purposes of the District elements of the Comprehensive Plan for the National Capital are to: (1) Define the requirements and aspirations of District residents, and accordingly influence social, economic and physical development; (2) Guide executive and legislative decisions on matters affecting the District and its citizens; (3) Promote economic growth and jobs for District residents; (4) Guide private and public development in order to achieve District and community goals; (5) Maintain and enhance the natural and architectural assets of the District; and (6) Assist in the conservation, stabilization, and improvement of each neighborhood and community in the District.

D.C. Code § 1-301.62 (2006). The proposed project significantly advances these purposes by furthering the social and economic development of the District through the redevelopment of the existing Friendship Shopping Center to include a new supermarket, enhanced retail opportunities and new residential units.

A. *Compliance with Citywide Elements*

1. Framework Element and Maps

The Framework Element provides guidelines for using the Policy and Future Land Use Maps. This Element states that the Future Land Use Map should be interpreted “broadly” and notes that the zoning for an area should be guided by the Future Land Use Map interpreted in

conjunction with the text of the Plan. The Element also clearly provides that density and height gained through the Planned Unit Development process are bonuses that may exceed the typical ranges cited for each category.

The Subject Property is mapped in the Low Density Commercial and Low Density Residential land use categories on the Future Land Use map. The Low Density Commercial Land Use category defines “shopping and service areas that are generally low in scale and character,” with retail and service uses among the predominant uses. The corresponding Zone Districts are generally the C-1 and C-2-A Zone Districts. The Low Density residential category defines single family neighborhoods with detached and semi-detached housing units. The R-1 and R-2 Zone Districts are noted as the typical zone districts, though the text notes that “other zones may apply.”

The Subject Property is designated as a Neighborhood Commercial Center on the Generalized Policy Map. Neighborhood Commercial Centers “meet the day-to-day needs of residents and workers in the adjacent neighborhoods” and typical uses include supermarkets, branch banks, restaurants, and basic services. 10 DCMR § 223.15. They are intended to include both auto-oriented centers and pedestrian-oriented shopping areas. Redevelopment should “conserve the economic viability of these areas while allowing additional development that complements existing uses.” 10 DCMR § 223.16.

The proposed PUD and Zoning Map Amendment are consistent with the PUD Site’s Low Density Commercial and Low Density Residential designations on the Future Land Use Map, particularly when considered in conjunction with the site’s designation as a Neighborhood Commercial center and the relevant provisions of the Comprehensive Plan. The proposed Map Amendment to the C-2-A Zone District and overall project density of 1.99 FAR is consistent

with the Low Density Commercial land use category designation. Furthermore, the PUD will result in the development of the site as a true commercial center for residents of the surrounding neighborhoods. Finally, the proposed height does not conflict with the Plan, which explicitly provides that the additional height achieved through the PUD process is permitted as a bonus.

2. Land Use Element

One of the key policies of the Land Use Element calls for transit-oriented and corridor development that fully capitalizes on the significant public investment in mass transit. 10 DCMR § 306.2. The policy focuses on enhancing not just Metrorail stations but also the city's premium transit corridors that serve those Metrorail stations, which include Wisconsin Avenue. 10 DCMR § 306.6. The policy calls for the location of transit-oriented development on commercially zoned land and notes that rezoning of such land in a manner that is consistent with the Future Land Use Map should be considered. 10 DCMR § 306.9.

The Land Use Element includes a series of policies applicable to neighborhood commercial centers. Policy LU-2.4.1 calls for the promotion of the vitality of these commercial centers and their continued growth to meet the needs of District residents. This policy notes that neighborhood centers should be inviting and attractive places and should support social interaction and ease of access for nearby residents. Policy LU-2.4.2 states that each center should reflect its intended role as defined by the Framework Element (here, meet the day-to-day needs of adjacent neighbors), and should be expanded to meet community needs. Policy LU-2.4.5 encourages the development of pedestrian-oriented "nodes" of commercial development and key locations along neighborhood corridors. This policy also calls for height, mass, and scale that respects the character of and is compatible with surrounding residential areas. See also Policy LU-2.4.6.

The PUD is consistent with the Land Use Element of the Comprehensive Plan. First, it provides focused development at a key transit-oriented location that is accessible by multiple bus routes along a major corridor, Wisconsin Avenue. Second, it results in the development of the site as an inviting and attractive pedestrian-oriented “node” along that corridor. Third, it provides differing elements of scale and use that respond to the varied height, density, and uses surrounding the PUD site.

3. Other Elements

The PUD is also consistent with other District Elements of the Comprehensive Plan, including the Housing Element and the Economic Development Element, because it will create new housing units, including affordable housing, and expanded retail opportunities, especially a new Giant grocery store. The Housing Element states that the expansion of the city’s housing supply is, along with improved shopping and improved design and identity, essential to the future of the District’s neighborhoods. 10 DCMR § 503.1. Policy H-1.1.2 specifically states that zoning incentives that permit greater building area for commercial projects that include housing should be provided in order to meet housing production goals. Policy H-1.1.4 calls for mixed use development including housing on commercially zoned land, particularly in neighborhood commercial centers. Accordingly, the proposed redevelopment of the site to include housing units is consistent with the goals and policies of the Comprehensive Plan.

Policy ED-2.2.3 of the Economic Development Element calls for the creation of additional shopping opportunities in the District’s neighborhood commercial districts through appropriately-scaled retail infill development on vacant and underutilized sites. Policy ED-2.2.6 specifically deals with supermarkets and grocery stores; it states that the development of new grocery stores should be promoted and supported by adjustments to zoning standards to

accommodate these uses. The Economic Development Element also includes an action element that notes the importance of higher ground-floor retail ceiling heights in commercial and mixed-use zone districts. Finally, the Economic Development Element includes specific policies calling for the strengthening of neighborhood commercial centers through revitalization and investment. See ED-3.1. The use of the PUD process to provide a new grocery store and other retail opportunities is therefore fully consistent with the goals and policies of the Comprehensive Plan.

B. Compliance with Area Elements

The Rock Creek West (RCW) Area Element includes the Subject Property. Policies in this Area Element include:

- Policy RCW-1.1.3, which calls for compatible new uses such as multi-family housing or limited low-cost neighborhood-serving office space above local-serving ground-floor retail uses within the RCW's commercial centers.
- Policy RCW-1.1.4, which calls for infill development within areas designated for commercial land use on the Future Land Use Map, and specifically calls for projects that combine housing and commercial uses
- Policy RCW-1.1.5, which calls for new commercial development that provides the range of goods and services necessary to meet the needs of local residents.
- Policy RCW-2.2.1 recognizes the opportunity for additional housing with some retail and office space on underutilized commercially zoned sites on Wisconsin Avenue.

The proposed Project will provide improved retail opportunities that respond to the needs of local residents and upper-story housing on a key commercially-zoned site along Wisconsin Avenue, and is therefore consistent with the goals and policies of the Rock Creek West Element of the Comprehensive Plan.

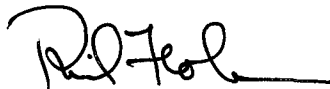
VI. CONCLUSION

For the foregoing reasons, the Applicant submits that the consolidated PUD application meets the standards of Chapter 24 of the Zoning Regulations; is consistent with the purposes and intent of the Zoning Regulations and Map; will enhance the health, welfare, safety and convenience of the citizens of the District of Columbia; satisfies the requirements for approval of a consolidated PUD; provides significant public benefits; and advances important goals and policies of the District of Columbia. Therefore, the consolidated PUD application should be approved and adopted by the Zoning Commission.

Accordingly, the Applicant respectfully requests that the Zoning Commission set the PUD application down for a public hearing at the earliest possible date.

Respectfully submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP



Phil T. Feola



David M. Avitabile

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