

## EXECUTIVE SUMMARY

### Overview

The Brookland/CUA Metro Station Small Area Plan is a framework plan - the result of an intensive 18-month long community-based planning process. The Plan has been developed for the purpose of guiding the growth, development and revitalization of under-utilized areas within a quarter mile or ten-minute walk of the Brookland/CUA Metro Station, as called for in the *2006 DC Comprehensive Plan*:

*"The goal of the study is to guide future development in the station vicinity in a manner that respects the low density scale of the nearby residential area (particularly the area along 10th St NE and east of 10th Street NE), mitigates parking and traffic impacts, and improves connections to nearby institutions and shopping areas." UNE-2.6*

In addition to the framework, the Small Area Plan study includes conducting an Existing Conditions Analysis, a Historic and Cultural Resources Report, a Market Conditions Analysis, a Transportation Analysis, and a Decking Feasibility Study.

This document conveys a shared vision for the Small Area Plan, records the Guiding Principles that were developed through the community-based planning process, and illustrates the resulting concepts. It includes an implementation strategy with recommendations regarding specific elements of the plan. It provides residents, land owners, developers and city officials and District agencies with a framework and recommendations to guide future development in the study area.

### Small Area Plan Concepts

The urban design concepts of the Brookland/CUA Metro Station Small Area Plan were derived by applying the Guiding Principles developed for the plan to the setting of the neighborhood and context, creating a physical framework plan. These Guiding Principles are grouped into four categories: Land Use and Neighborhood Character; Econom-

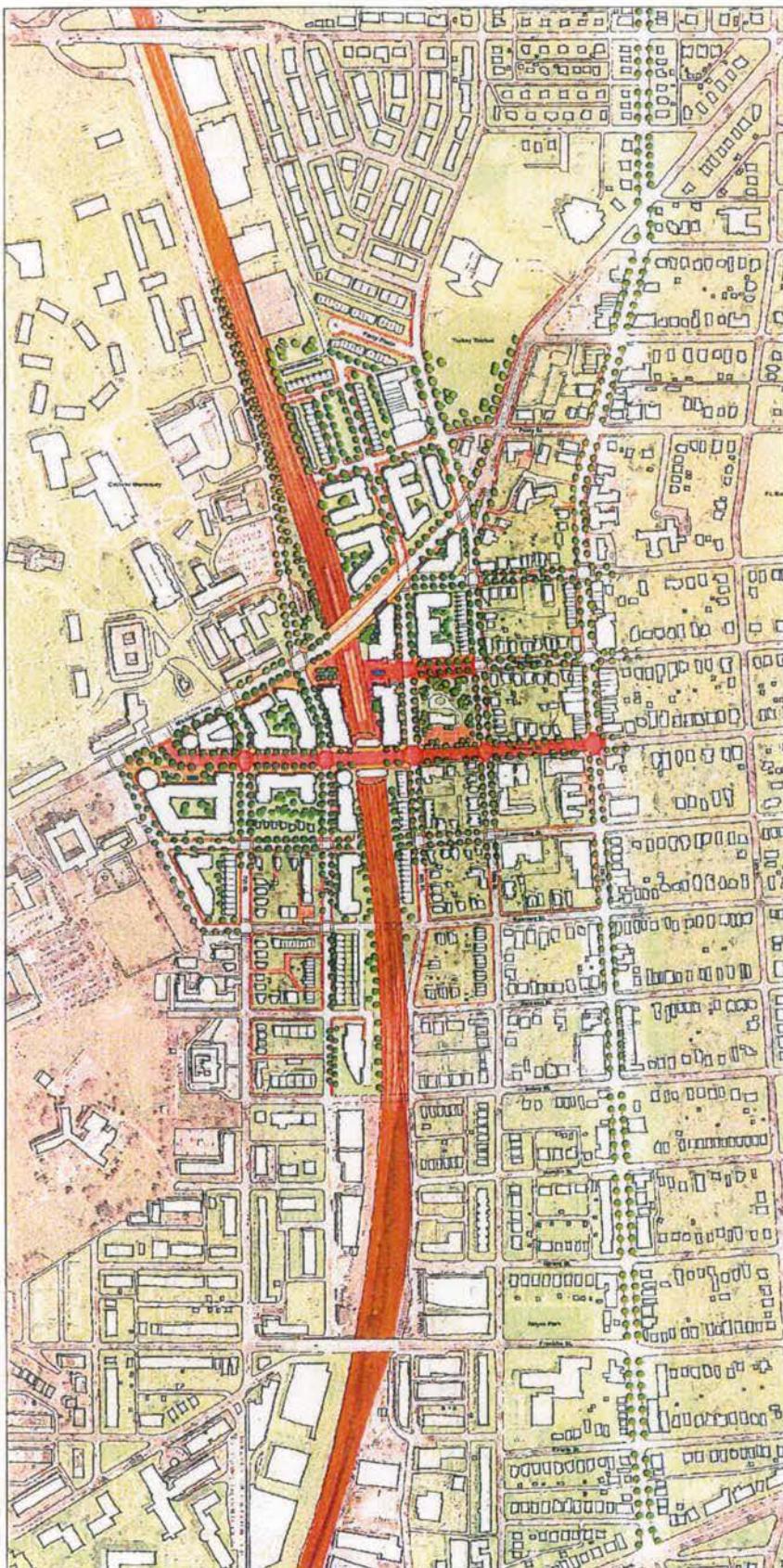


Fig. 1 – Brookland/CUA Metro Station Small Area Plan Illustrative drawing

ic Development and Neighborhood Amenities; Transportation, Walkability and Connectivity; and Green Space, Open Space and Environment.

### **Land Use and Neighborhood Character**

The Metro Station is envisioned to become a mixed-use, transit-oriented and civic core for the community, with the arts as a key element. A new Civic Plaza and green space is proposed at the Metro Station along an extension of Newton Street, and is integrated with Brooks Mansion. It is the place for community gathering and interaction, cultural and arts activities, and for the Brookland Farmers Market. Residential units above the retail overlook the plaza.

The plan envisions the relocation of the two Metro Station portals slightly south of their current location to align with Newton Street bringing residents and visitors to activate the plaza and to support the new development at the Metro station, Monroe Street, and 12th Street. The openness along Newton Street at the Station will maintain views toward the National Shrine of the Immaculate Conception from the east.

Brooks Mansion, and the green space around it, are envisioned to become an important green civic element for the community in the future. It could serve as a community building such as a community center or library, while its green space could become a community park space.

Monroe Street is the primary gateway and connector between the east and west sides of Brookland. A green space and plaza are proposed for Monroe Street at its intersection with Michigan Avenue, creating a western gateway to the neighborhood. Monroe Street is envisioned as a tree-lined mixed-use street, with neighborhood-serving retail, restaurants, arts and cultural uses on the ground floor, and residential above.

Components of Catholic University's arts programs, as well as neighborhood organizations such as Dance Place could become cultural features of Monroe Street, potentially establishing a Brookland Arts District.

12th Street is envisioned as the strengthened Main Street of Brookland and the focus of mixed-use infill development. Implementation of proposed streetscape improvements, additional infill mixed-use development, and improved connectivity with Monroe Street and the Metro Station will enhance businesses and the civic life of 12th Street.

### **Economic Development and Neighborhood Amenities**

The Small Area Plan proposes new mixed-use and residential development to bring people to the neighborhood, and to provide needed neighborhood retail, amenities and services.

The Metro Station area will include residential units above neighborhood-serving retail together with public

spaces for community gathering and interaction. Monroe Street will be lined with a mix of uses, including retail, restaurants, arts and cultural uses on the ground floor, and residential above stores west of the tracks, infill and redevelopment east of the tracks to 12th Street. 12th Street will be the focus of mixed-use infill development.

The commercial areas north and south of the Metro station are envisioned to be new residential and small office areas. The commercial area north of the station is envisioned to be formed along new streets and blocks that extend the existing fabric of the neighborhood. Residential units, consisting of townhouses and apartments or condominiums, compatible with the existing neighborhood, would taper down in height toward existing residential. The

## **Brookland/CUA Metro Station Small Area Plan**

### **Guiding Principles**

#### **Land Use and Neighborhood Character**

- Protect existing neighborhood character;
- Highlight neighborhood historic and cultural resources;
- Create an active pedestrian neighborhood with mixed-use development and housing;
- Provide civic and cultural amenities;
- Promote quality in design of buildings and public spaces.

#### **Economic Development & Neighborhood Amenities**

- Strengthen and support the 12th Street Main Street commercial core;
- Add new retail and businesses to compliment 12th Street and provide needed services;
- Acquire services from and provide jobs for local residents;
- Create an enhanced civic infrastructure and support local schools;
- Create opportunities for cultural events and public art;
- Enhance the public realm by addressing safety and cleanliness issues.

#### **Transportation, Walkability and Connectivity**

- Address traffic impacts and protect neighborhood from additional traffic;
- Promote and integrate bus, shuttles, bikes, rail and other transit options;
- Provide adequate parking while in keeping with Transit-Oriented Development principles;
- Improve east-west connectivity across the neighborhood;
- Improve walkability around the neighborhood and connectivity to Metro and 12th Street;
- Enhance the public realm through improved streetscape, wayfinding, lighting, landscaping and burying of utilities.

#### **Green Space, Open Space and Environment Guiding Principles**

- Improve and maintain existing park spaces;
- Increase green space throughout the neighborhood;
- Improve and maintain street trees and plantings;
- Employ sustainable building and site design strategies;
- Employ on-site green stormwater management strategies.

commercial area south of the Metro Station is envisioned as additional residential, cultural development, compatible with the neighboring residential area.

### Transportation, Connectivity, Walkability

The Small Area Plan proposes strategies to create better and more efficient pedestrian and vehicular connectivity and linkages to neighborhood destinations. Reestablishing the fabric and grid of streets and blocks through street extensions and realignments wherever possible will reconnect the neighborhood by allowing for better circulation around the neighborhood and better pedestrian connectivity.

Street extensions include include 8th Street, 9th Street, Newton Street, Perry Street, Kearny Street, and Lawrence Street. Street realignments include 7th Street at Michigan Avenue, 8th Street with John McCormack Road at Michigan Avenue, and Monroe Street at Michigan Avenue.

The Small Area Plan also proposes improved east-west connectivity across the neighborhood and to 12th Street primarily along a revitalized Monroe Street. It further includes the integration of the Metropolitan Branch Trail on the west of side of the CSX/Metro tracks along 8th Street and John McCormack Road.

### Green Space, Open Space and Environment

New public spaces, green spaces, and civic plazas are envisioned for the Metro Station area and along Monroe Street. Specific areas include Monroe Street, west of 7th Street; along Newton Street between 9th and 10th Streets, at Brooks Mansion, with a future active community green space or park to include the current parking lot, and in the Commercial North sub-area, a new park central to the new residential development.

Sidewalks should include green space potentially in the form of continuous tree and planting areas. Improved streetscape including paving, lighting and trees should be implemented with all new development. Green spaces and new street trees, made possible by the undergrounding of utilities, are envi-

sioned to be part of every new development.

New development will be subject to the requirements of the DC Green Building Act of 2006. In concert with this, buildings should be sited for the best solar orientation, wherever possible, to maximize energy efficiency. Green strategies for on-site stormwater management should be implemented with each new development and any new buildings, public spaces, roadways and infrastructure.

### Sub-Areas

The Small Area Plan focuses on underutilized areas in and surrounding the Metro Station which are within a quar-

ter of a mile of the station. These sub-areas include the station itself, Monroe Street between Michigan Avenue and 12th Street, 12th Street itself, and the commercial areas north and south of the station along the tracks.

Proposed zoning changes or planned unit developments that are consistent with this small area plan are discretionary and require separate approval by the District's Zoning Commission. Each application requires public notification, as well as review by the affected Advisory Neighborhood Commission. The next pages summarize the vision, framework plan, recommendations and development opportunities envisioned for the sub-areas.

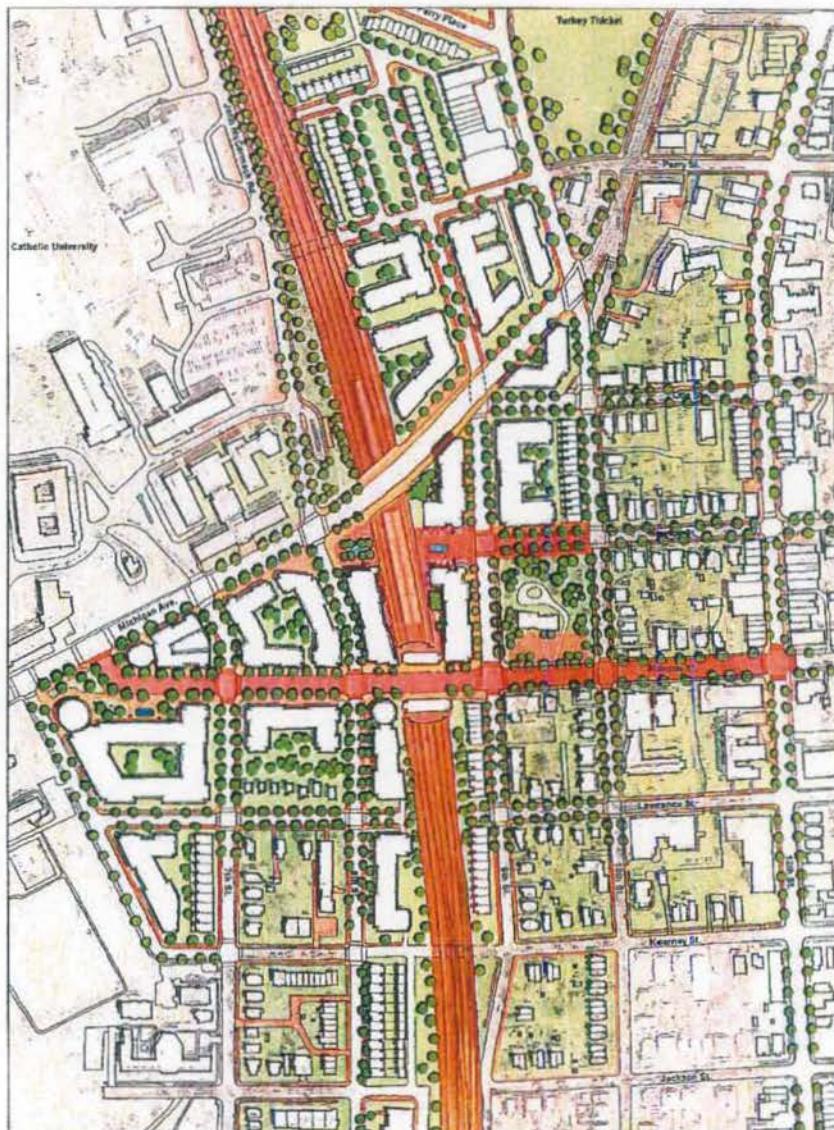


Fig. 2 Small Area Plan

## Small Area Plan Concepts Summary

### Land Use and Neighborhood Character

- Mixed-use transit-oriented community civic core with arts elements;
- Community civic plaza and green space at Metro station and Newton Street;
- Relocated Metro entrances to activate plaza;
- Views to National Shrine;
- Brooks Mansion as future civic building, and its green space integrated with civic plaza;
- Monroe Street as primary east-west connector with mixed-use development;
- 12th Street as revitalized and strengthened main street for Brookland.

### Economic Development and Neighborhood Amenities

- Mixed-use transit-oriented development.
- Strengthened 12th Street core;
- Redeveloped Metro station with a mix of uses;
- Mixed-use redevelopment along Monroe Street from Michigan Avenue to 12th street;
- Infill and redevelopment opportunities along 12th street;
- Residential uses north and south of the Metro Station.

### Transportation, Walkability and Connectivity

- Restoration of street fabric through extensions and realignments of streets;
- Monroe Street as strengthened east-west connector;
- Gateways and arrival points along Monroe Street at Michigan Avenue and 12th Street;
- Integration of Metropolitan Branch Trail west of the tracks.

### Green Space, Open Space and Environment

- New plaza and green space at Metro station along Newton Street;
- Brooks Mansion as civic building and green space;
- New green spaces integrated into new development;
- Use of green building techniques and site design.

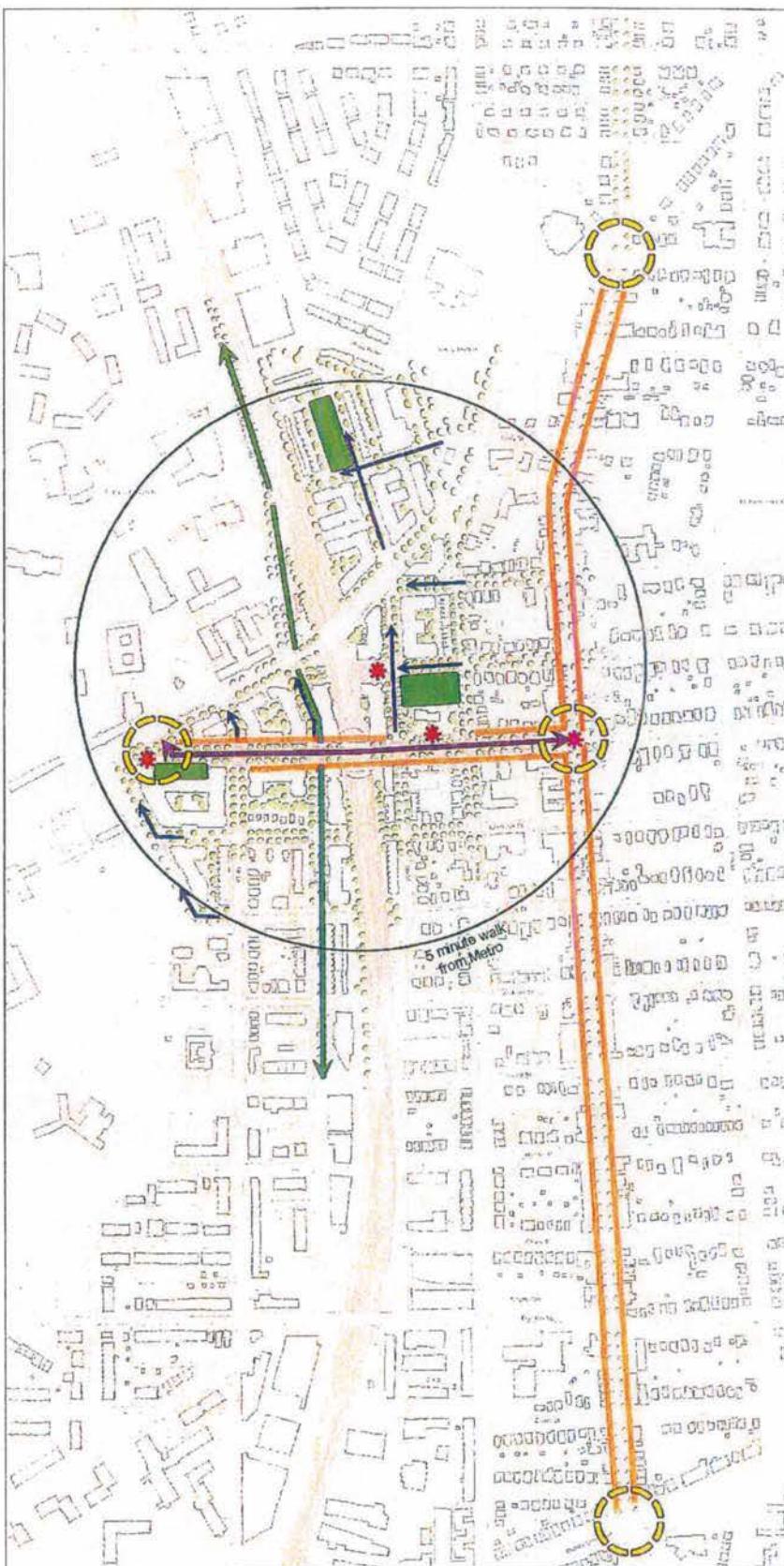


Fig. 3 - Concept diagram

## Metro Station Sub-Area

### Vision:

Metro Station as a new mixed-use transit-oriented civic core for Brookland.

### Framework Plan:

- Reestablished street fabric through extensions, realignments, and reconstructions of streets;
- Mixed-use development including community-serving retail and residential surrounding public spaces;
- Metro Station entries relocated to align with Newton Street and integrated with public spaces;
- Public spaces for civic and cultural activities, community gathering and the Farmers Market at Newton Street and at Metro portal, Newton Street integrated with Brooks Mansion;
- Buses, shuttles, kiss 'n ride and short-term parking integrated with street grid.

### Recommendations:

1. Develop a moderate-density mix of uses including retail, office, residential and cultural uses at the Metro Station.
2. Provide adequate parking but at low transit-oriented development parking ratios.
3. Extend 9th Street, Otis Street and Newton Street into the Metro Station area.
4. Place bus routes on the street grid with bus stops along 9th Street.
5. Kiss 'n ride, short-term parking along 9th and Newton Streets.
6. Relocate shuttle bus operations to 8th Street and/or John McCormack Road.
7. Develop a shuttle consolidation strategy to implement a more efficient shuttle pick-up and drop-off system.
8. Create a community civic and green space along Newton Street, integrated with Brooks Mansion and its grounds.

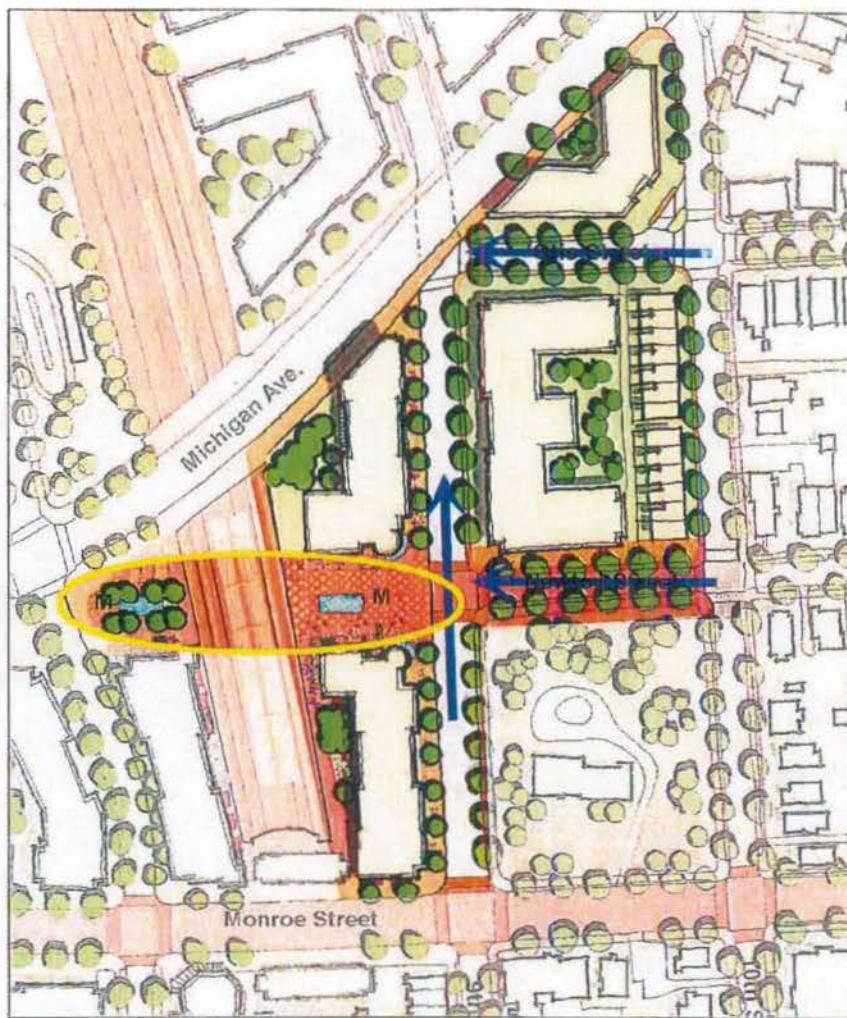


Fig. 4 – Metro Station sub-area framework plan

9. Relocate the Metro Station portals to align with Newton Street.
10. Develop low-density residential along the west side of 10th Street between Otis Street and Newton Street.
11. Work with residents, local business, cultural and civic associations to program activities, such as the weekly Farmers Market, and arts/cultural exhibits and performances at neighborhood public spaces.
12. Development up to 6 stories or a maximum 70 feet may be allowed through a Planned Unit Development, a discretionary approval by the District's Zoning Commission.
13. Building facades facing a public street in the sub area should step back in height at a ratio of one half (1/2) to one above 50 feet. For example, for every 10 feet in height above 50 feet, the building facade should step back 5 feet from the building edge.
14. Building facades along Newton Street and the Metro Plaza should step back in height at a ratio of one to one above 50 feet in order to preserve views to the Basilica of the National Shrine of the Immaculate Conception. For example, for every 10 feet in height above 50 feet, the building facade should step back 10 feet from the building edge.

### Development Opportunity:

- Residential 200-250 units;
- 30-35K Retail/Restaurant/Cultural;
- 220-265 parking spaces.

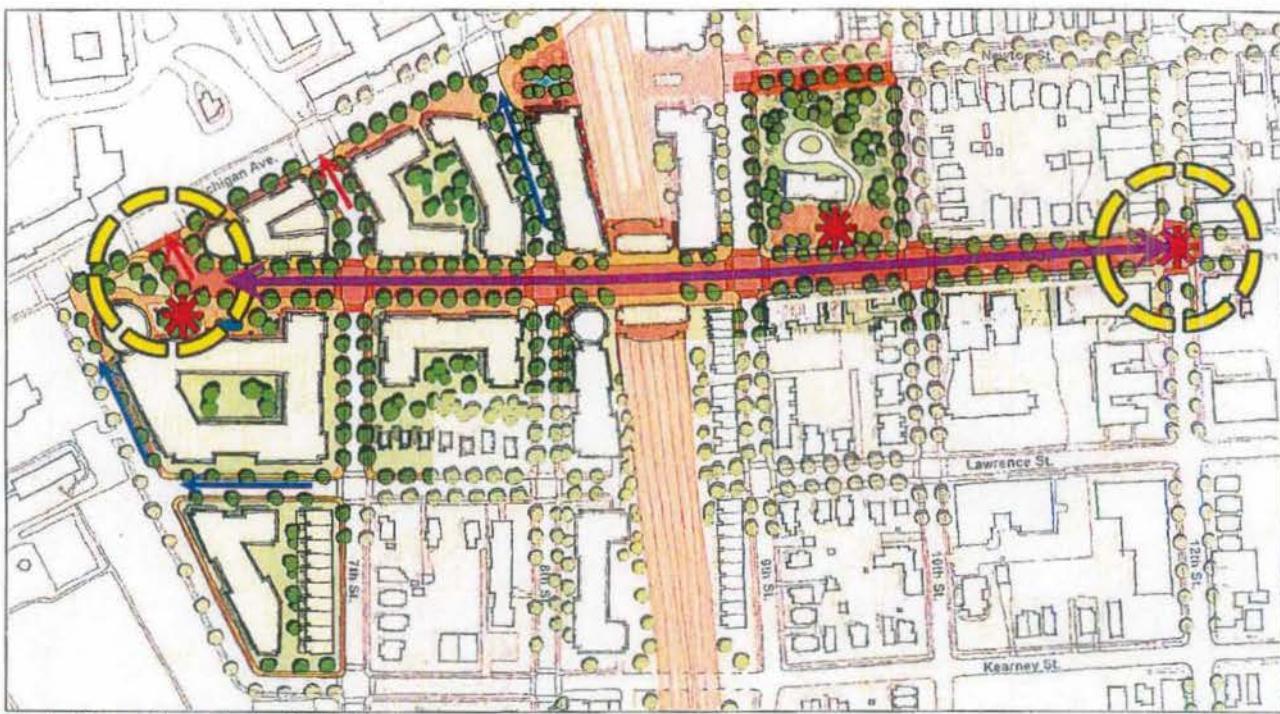


Fig. 5 – Monroe Street sub-area framework plan

## Monroe Street Sub-Area

### Vision:

Monroe as a revitalized, tree-lined urban street, connecting Brookland from west to east with retail, residential and cultural and arts uses.

### Framework Plan:

- Reestablished street fabric through extensions, realignments, and reconstructions of streets.
- Mixed-use development with community-serving retail, residential, cultural uses and public spaces along Monroe Street from Michigan Avenue to 12th Street to connect Brookland from west to east.
- A gateway to Brookland at Monroe Street and Michigan Avenue, and an arrival point at Monroe Street and 12th Streets.
- Civic and green spaces west of tracks and at Brooks Mansion.

### Recommendations:

1. Realign Monroe Street with Michigan Avenue at western end.
2. Realign 7th Street north of Monroe Street at Michigan Avenue with

entrance to Catholic University.

3. Extend 8th Street north of Monroe Street to align with John McCormack Road at Michigan Avenue.
4. Develop a moderate-density mix of uses along Monroe Street west of the WMATA/CSX tracks with community-serving retail, residential, cultural uses and public spaces.
5. Provide adequate parking but at low transit-oriented development parking ratios.
6. Development along Monroe Street west of the WMATA/CSX tracks may be allowed up to 6 stories or a maximum 70 feet through a Planned Unit Development, a discretionary approval by the District's Zoning Commission. Building heights should taper down to transition to adjacent lower scale residential structures.
7. Allow infill and redevelopment along Monroe Street east of the WMATA/CSX tracks.
8. Development along Monroe Street east of the WMATA/CSX tracks may be allowed up a maximum 50 feet through a Planned Unit Develop-
- ment, a discretionary approval by the District's Zoning Commission.
9. Buildings in the sub area should step back in height at a ratio of one half (1/2) to one above 50 feet. For example, for every 10 feet in height above 50 feet, the building façade should step back 5 feet from the building edge.
10. Coordinate a retail strategy to encourage complimentary retail and businesses for both 12th and Monroe Streets.
11. Create a large civic green space as part of new development along Monroe Street west of the WMATA/CSX tracks.
12. Reposition Brooks Mansion as a community civic building and its grounds as a civic/green space. Consider removing the surface parking area to reclaim additional green space and integrate with the Newton Street public space.

### Development Opportunity:

- Residential 750-900 units;
- 80-100K Retail/Restaurant/Cultural;
- 650-850 parking spaces.

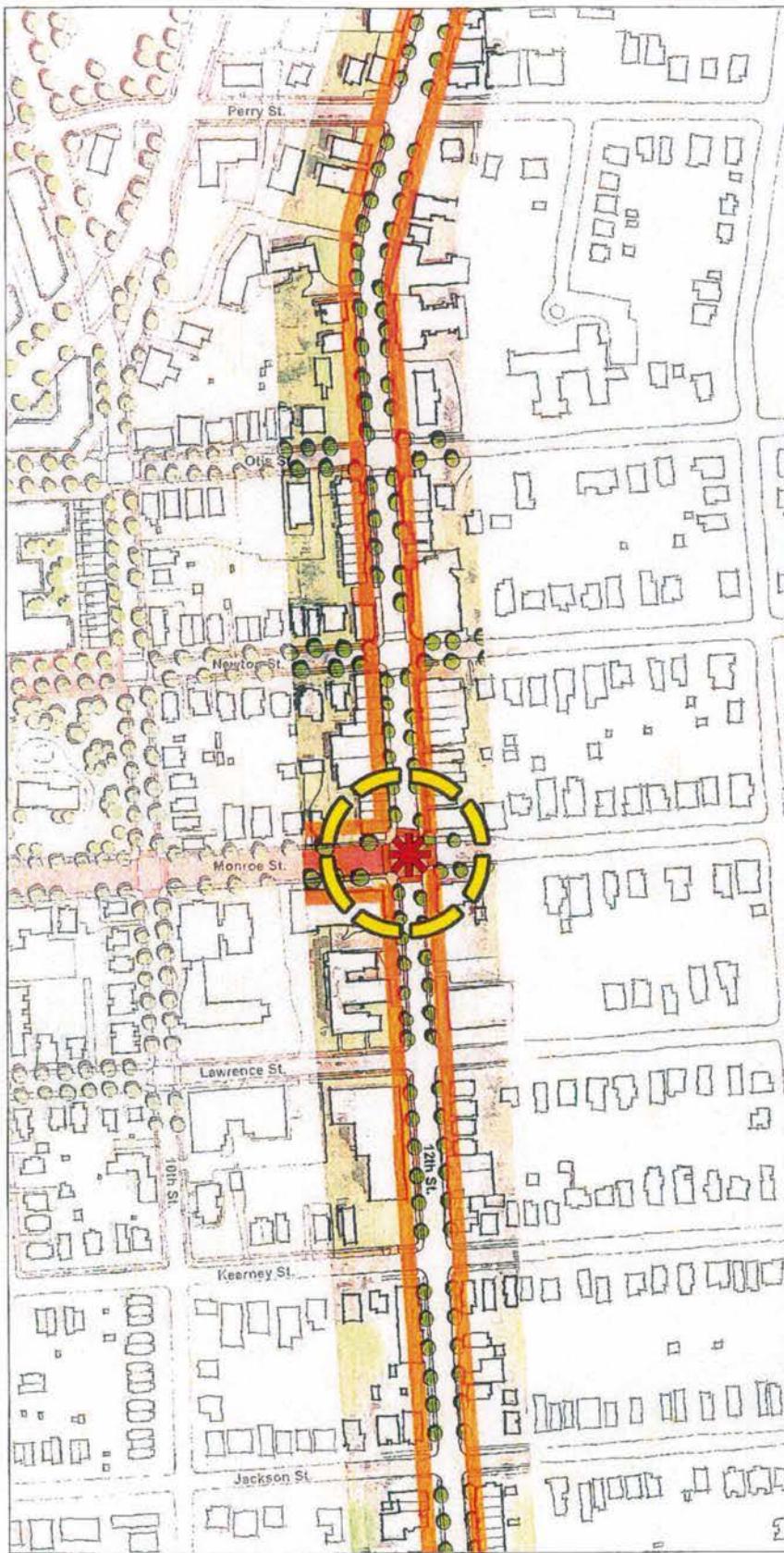


Fig. 6 – 12th Street sub-area framework plan

## 12th Street Sub-Area

### Vision:

12th Street as Brookland's revitalized and strengthened Historic Main Street.

### Framework Plan:

- Improved connectivity to western part of Brookland and Metro station along Newton and Monroe Streets;
- New streetscape, landscape, lighting, and storefront improvements;
- Infill, redevelopment and revitalization opportunities for retail, office, and residential.

### Recommendations:

1. Develop mix of uses including retail, office, residential and cultural uses as redevelopment and infill development along 12th Street.
2. Development along 12th Street may be allowed up to a maximum of 50 feet. Between Otis Street and Randolph Street and between Monroe and Rhode Island Avenue, additional height up to 50 feet may be allowed through a Planned Unit Development, a discretionary approval by the District's Zoning Commission.
3. Coordinate a retail strategy to encourage complimentary retail and businesses for both 12th and Monroe Streets.
4. Work with District government agencies, the business community and business organizations to establish storefront design guidelines for businesses along 12th Street.

### Development Opportunity

- Commercial core of 12th Street between Monroe and Randolph Streets;
- Residential and some commercial infill north of Randolph Street and south of Monroe Street.

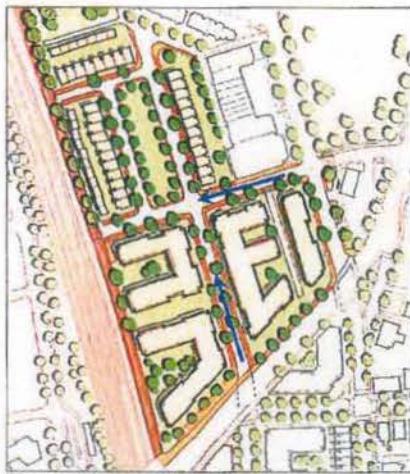


Fig. 7 – Commercial North sub-area framework plan

### Commercial Area North of Metro Station Sub-Area

#### Vision:

New residential and small office area woven into neighborhood fabric.

#### Framework Plan:

- Reestablished street fabric through extensions, realignments, and reconstructions of streets;
- New residential and small office uses along a fabric of streets and blocks;
- New central green space surrounded by residential.;
- Buffering and screening from tracks and PDR (Production, Distribution and Repair) uses.

#### Recommendations:

1. Extend Perry Street west and 9th Street north to create a new fabric of streets and blocks.
2. Development north of an extended Perry Street should consist of low to moderate density residential development.
3. Develop new residential and small office uses, created along a fabric of streets and blocks, extending and integrating with the existing neighborhood character.
4. Create a community green space as part of development in this sub-area.
5. Provide adequate parking but at low transit-oriented development parking ratios.

6. Provide new streetscaping, landscaping and lighting.
7. Development between Michigan Avenue and an extended Perry Street may be allowed up to 6 stories or a maximum 70 feet through a Planned Unit Development, a discretionary approval by the District's Zoning Commission. Building heights should taper down to transition to adjacent lower scale residential structures.

8. Building facades facing a public street in the sub area should step back in height at a ratio of one half (1/2) to one above 50 feet. For example, for every 10 feet in height above 50 feet, the building facade should step back 5 feet from the building edge.

9. Provide visual and noise buffers from train tracks and neighboring production, distribution and repair (PDR) uses.

#### Development Opportunity

- Residential condominiums/apartments/townhouses – 400-500 units;
- 20,000 sf of office space;
- 200-330 parking spaces.

### Commercial Area South of Metro Station Sub-Area

#### Vision:

New residential and cultural uses woven into the neighborhood street fabric.

#### Framework Plan:

- New residential infill including artists housing and cultural facilities;
- Improved streetscape, landscape and lighting;
- Integration of Metropolitan Branch Trail;
- Buffering and screening from tracks and PDR uses.

#### Recommendations:

1. Develop new residential uses, extending and integrating with the existing street fabric.

2. Development south of Kearny Street should consist of low to moderate density residential and limited commercial or cultural facilities.

3. Provide adequate parking but at low transit-oriented development parking ratios.

4. Development south of Monroe Street to Kearny Street may be allowed up to 5 stories or a maximum of 60 feet through a Planned Unit Development, a discretionary approval by the District's Zoning Commission. Building heights should taper down to transition to adjacent lower scale residential structures.

5. Building facades facing a public street in the sub area should step back in height at a ratio of one half (1/2) to one above 50 feet. For example, for every 10 feet in height above 50 feet, the building facade should step back 5 feet from the building edge.

6. Integrate Metropolitan Branch Trail along 8th Street.



Fig 8 - Commercial South sub-area framework plan

2. Development south of Kearny Street should consist of low to moderate density residential and limited commercial or cultural facilities.

3. Provide adequate parking but at low transit-oriented development parking ratios.

4. Development south of Monroe Street to Kearny Street may be allowed up to 5 stories or a maximum of 60 feet through a Planned Unit Development, a discretionary approval by the District's Zoning Commission. Building heights should taper down to transition to adjacent lower scale residential structures.

5. Building facades facing a public street in the sub area should step back in height at a ratio of one half (1/2) to one above 50 feet. For example, for every 10 feet in height above 50 feet, the building facade should step back 5 feet from the building edge.

6. Integrate Metropolitan Branch Trail along 8th Street.

#### Development Opportunity:

- Residential - 150-200 units;
- Arts and cultural uses;
- 75-100 parking spaces.



Fig. 1.1 – Bird's eye view of Metro Station and surroundings (source: Windows Live)

## 1. INTRODUCTION

For a variety of reasons, the coming decade will likely be a time of rapid change in our city. As a nation, Americans are entering uncharted territory. Inflation-adjusted energy prices are higher than they have ever been and while experts are divided, many predict prices will steadily climb for the foreseeable future, based on steady or dwindling supplies and growing global demand.

While traffic and concerns about car movements have been a dominating concern in the development of this plan, as is true for many plans underway around the city, we think travel behavior is poised to change significantly. Admittedly, we cannot accurately predict exactly how that behavior will change. We have no past behavior in the US to look back upon to help us forecast how our citizens will choose to travel, or how many trips they will now take, or where and how they will now want to live. However, it is already clear that higher energy prices are shifting some trips from single occupancy vehicles to transit, walking or biking.

After growing inexorably for decades, our region is already seeing a historic

decrease in vehicle use (down nearly 4% since last year). At the same time, the recent difficulties in the home mortgage industry have revealed the relative strengths and weakness of home values in the region. Neighborhoods like Brookland with development around transit have fared much better, with auto-dependent communities enduring steep declines. We are already seeing changes in housing preferences. Commuting up to two hours a day is demanding enough. But as people realize a close-to-the center residence is cheaper than a far away home plus commuting, people are newly weighing their alternatives.

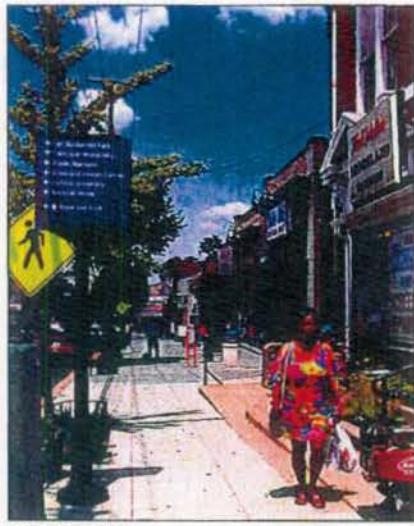
And transit use is rapidly increasing (up nearly 4% since July of last year), with 5 of the past 10 peak ridership days occurring in the past year. Nationally, transit use has reached a 50-year high and is climbing, up 30% or more in some communities around the country.

Before cars became so dominant on our roads, people traveled (and kept fit) by meeting the demands of daily life, largely on foot. Today, more than 40% of all car trips taken are 3 miles or less – short trips that might be more likely to shift to another mode. As people increasingly look at the cost of driv-

ing to a store or event as they decide how to travel, more of them may opt to bike, walk, or take transit. Walkability is becoming the sine qua non of a livable community.

There is an intimate connection between the changes happening in our region, elsewhere in the United States, and around the globe and the impacts in our communities. Energy, climate and environmental concerns will increasingly shape development preferences and goals for the types of uses and transit options that are desired by communities; our own choices of how we grow and develop, what form that growth takes, and the choices we make also will have their impact on climate, energy demand, and the environment.

This inter-relationship underscores how important it is to make sure our neighborhoods contain the services and amenities that allow our citizens to meet their daily needs in their neighborhoods and provide them real and economical choices about how they travel to work, school and play.



12th Street NE



Brookland/CUA Metro Station



Monroe Street



Commercial Area - North



Commercial Area - South

## Overview

The Brookland/CUA Metro Station Small Area Plan is a community-based plan developed for the purpose of guiding the growth, development and revitalization of underutilized areas within a quarter mile, or ten-minute walk, of the Metro Station. As areas of the city grow, underutilized land, especially at and near Metro Stations, is under pressure for redevelopment. This document serves as a framework for guiding that future growth.

The Small Area Plan document conveys a shared vision for the neighborhood, records the Guiding Principles that were developed through the community-based planning process, and illustrates the resulting concepts. It includes an implementation strategy for transforming the plan into reality with recommendations regarding specific issues. It provides residents, land owners, stakeholders, developers and city officials and agencies with a framework and recommendations for guiding future development in the study area.

### Goals of the Area Plan

The 2006 DC Comprehensive Plan established goals and policies for development and revitalization in the District of Columbia. The Comprehensive Plan specifically calls for the development of a Small Area Plan for the Brookland Neighborhood:

*"The goal of the study is to guide future development in the station vicinity in a manner that respects the low density scale of the nearby residential area (particularly the area along 10th St NE and east of 10th Street NE), mitigates parking and traffic impacts, and improves connections to nearby institutions and shopping areas." UNE-2.6*

The Brookland/CUA Metro Station Small Area Plan incorporates the goals stated for the neighborhood in the *Comprehensive Plan* as well as the goals derived through the community and stakeholder-driven planning process. The following is a summary of the goals of the Small Area Plan:

#### Neighborhood Character

- Protect the existing residential character of Brookland;
- Highlight local historic and cultural resources.

#### Neighborhood Shopping

- Improve neighborhood shopping with community-serving retail;
- Enhance 12th Street retail.

#### Development and Land Use Changes

- Encourage moderate-density mixed-use development on vacant and underutilized properties;
- Support long-term land use changes on industrially zoned land in the station vicinity, particularly in the

area immediately north of Michigan Avenue and in the area to the southwest along 8th Street.

#### Connectivity

- Improve pedestrian safety and access to the Metro station, particularly eastward along Monroe Street (linking to the 12th Street NE shopping area) and Michigan Avenue (linking to Catholic University).

#### Transportation

- Retain the number of bus bays at the station;
- Develop strategies to deal with overflow parking and cut-through traffic in the station vicinity;
- Reduce heavy truck traffic on residential streets-Taylor Street NE, 8th Street NE.

#### Buffering

- Reduce the effects of excessive noise and vibration from the CSX/Metro tracks on the neighborhood.

#### Open Space

- Incorporate parks and open space in institutional and other redevelopment;
- Address shortage of parkland in the southwest part of Brookland.

#### Planning Context

The Brookland/CUA Metro Station Small Area Plan was prepared in response to

the 2006 DC Comprehensive Plan which states:

*"Action UNE-2.6-A: Brookland Metro Small Area Plan: Prepare a Small Area Plan for the Brookland Metro station area to provide guidance on the future use of vacant land, buffering of existing development, upgrading of pedestrian connections to Catholic University and 12th Street, urban design and transportation improvements, and the provision of additional open space and community facilities in the area. Ensure that community partners such as Catholic University and CSX are involved in this process."*

In addition, there have been a number of previous neighborhood planning efforts and studies including:

- A Historic Survey sponsored by the Brookland Community Development Corporation, completed in 2001.
- A Main Street Business District designation for 12th Street by DC Main Street in 2003. The goal is to support retail investment in the District through the retention and expansion of existing businesses and the recruitment of new businesses in traditional neighborhood business districts. DC Main Streets is a program of the Department of Small and Local Business Development and is based on the National Trust for Historic Preservation's model.
- DC's Industrial Land Use Study: Industrial Land in a Post-Industrial City was completed in 2006. While stating that DC needs areas for industrial and PDR (Production, Distribution, and Repair) uses, it recommends that such areas along the CSX rail and WMATA Red Line near Metro Stations be redeveloped.
- In 2007, DDOT completed the Brookland Multi-modal Transportation and Streetscape Study which proposed overall roadway and streetscape improvements for the area. The Plan incorporates those improvements.
- Upon completion of the Small Area Plan, WMATA will prepare a Station Access Study for the Brookland/CUA

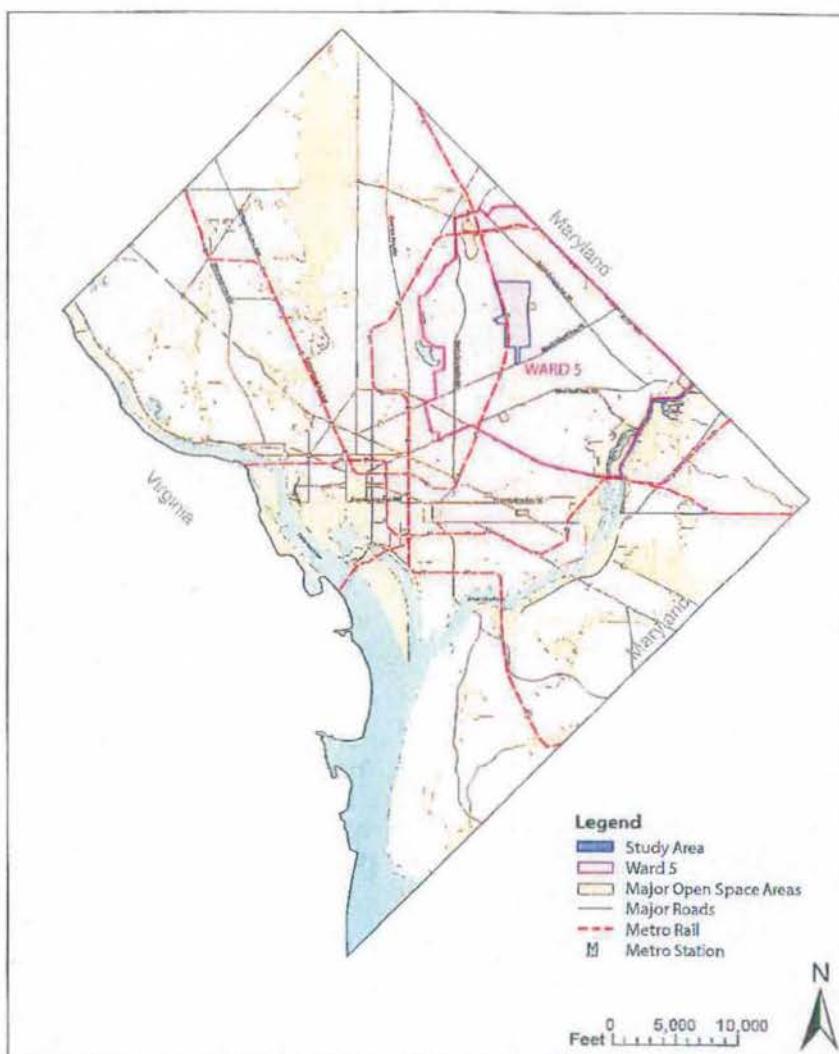


Fig. 1.2 – Location Map (Source: DC GIS)

Metro Station, with an in-depth focus on circulation and pedestrian access to and from the Metro station.

- Upon the City Council's adoption of the Small Area Plan, the document will be used to guide the community, developers, and city agencies, in making decisions with regard to proposed development in Brookland.

## Process and Methodology

The District of Columbia Office of Planning engaged a multi-disciplinary team to conduct an inclusive, collaborative, community-driven planning process. The team included SmithGroup for urban design, planning and project management, Bay Area Economics for the

market study, Gorove/Slade Associates for the transportation study, Justice and Sustainability Associates for community engagement and facilitation, Robinson and Associates for the historic and cultural resources study, and A. Morton Thomas for cost estimating.

## Community Planning Process

Community members and stakeholders came together during an intensive 18-month long process, which included numerous public meetings and workshops, meetings with residents, land owners, stakeholders, as well as city agencies and officials. An Advisory Committee was formed to guide the process and its members served as essential participants in the process. The engagement process encouraged all community members to participate in a

forward-thinking and collaborative way.

### Project Methodology

The study began with an analysis of the existing conditions around the study area, including field work by the consultant team, neighborhood tours and discussions with community members, and an assessment of the urban design and public realm conditions focusing on connectivity issues.

- A detailed Existing Conditions Report was prepared as a separate document at the beginning of the planning process. A brief summary of that document is found in Appendix of this report.
- A Historic and Cultural Resources Study was prepared detailing the history and cultural highlights of the neighborhood.
- A Market Analysis was conducted to assess the current market conditions in Brookland, and guide the consultant team in developing illustrative plans addressing the future market conditions of the neighborhood. This analysis took into consideration a regional view of the market area around Brookland.
- A Land Use and Zoning Analysis

was prepared to look at existing and potential densities in the study area. The current density, by-right maximum density and potential increased density for parts of the study area were assessed.

- An initial Transportation Conditions Assessment was conducted as part of the study. Members of the community expressed concerns about the potential impacts of proposed future development in the larger area. The assessment was expanded into a larger, more comprehensive area Transportation Study.
- A Decking Feasibility Study was undertaken to explore the design and cost of a community-generated concept to deck over the Metro/CSX tracks between Michigan Avenue and Monroe Street.

Base plan information for the Small Area Plan was derived from GIS (Geographic Information System), from planimetric datasets provided by the DC Geographic Information System (DC GIS) on behalf of the D.C. Office of the Chief Technology Officer (OCTO) and participating D.C. government agencies. Information on the location of street trees was derived from (DC GIS) database provided by the Casey Trees

Foundation and managed by the District Department of Transportation and Urban Forestry Administration (UFA).

### Report Format

The Small Area Plan is described in the next sections of this report:

Section 2 describes the Guiding Principles which guided the planning process.;

Section 3, describes the overall concepts and urban design elements of the Small Area Plan;

Section 4, describes specific plan elements related to each of the sub-areas including the vision, framework plan, recommendations and development opportunity;

Section 5 describes the recommendations and an implementation strategy for the Small Area Plan;

The Appendices contain a summary of the Existing Conditions Analysis and the alternative concepts that were explored through the process.

#### Small Area Plan Public Meetings

##### Walking & Bus Tours:

- December 9, 2006
- January 27, 2007
- April 21, 2007

##### Advisory Committee Meetings:

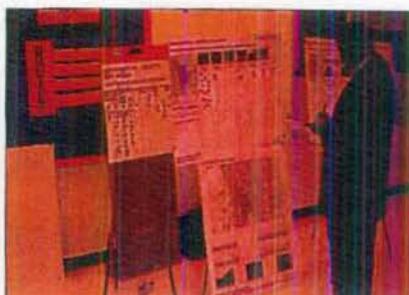
- October 19, 2006
- February 1, 2007
- March 21, 2007
- April 30, 2007
- June 6, 2007
- June 19, 2007
- July 2, 2007
- April 2, 2008

##### Community Meetings and Workshops:

- November 29, 2006 - Existing Conditions
- February 22, 2007 - Land Use, Zoning and Market Analysis
- March 8, 2007 - Visioning
- April 21, 2007 - Guiding Principles
- May 16, 2007 - Concept Alternatives
- June 23, 2007 - Draft Concept Plan
- July 19, 2007 - Concept Plan Options and Transportation Study
- April 26, 2008 - Final Presentation



Advisory Committee Meeting



Community Visioning Workshop



Community Workshop



Community Walking Tour

### 3. GUIDING PRINCIPLES

During a series of workshops, community members participated in exercises through which they expressed their vision for the Brookland neighborhood. The following pages summarize the Guiding Principles which resulted from that process. Guiding Principles are statements about particular issues which serve to guide the development of the Small Area Plan. The Guiding Principles are grouped under the following headings:

#### Land Use and Neighborhood Character

This refers to Guiding Principles regarding the types of land uses envisioned for the underutilized properties in the study area, and descriptions of the important elements of neighborhood character.



#### Economic Development & Neighborhood Amenities

These Guiding Principles describe the types of economic development desired for the underutilized parcels in the study area, and the community and amenities that should accompany development.



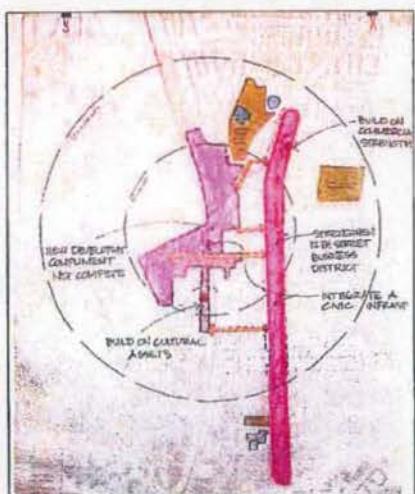
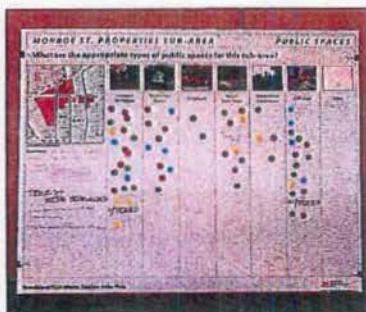
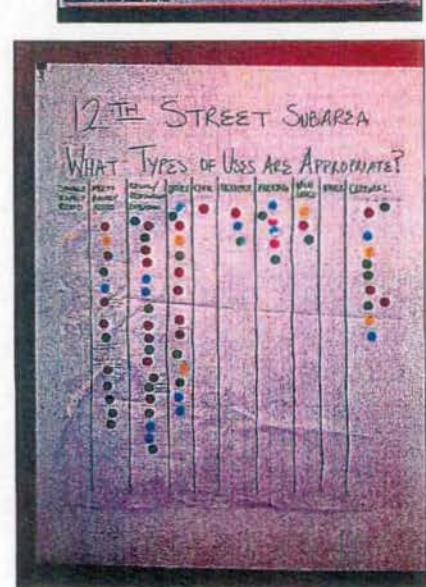
#### Transportation, Walkability and Connectivity

These Guiding Principles express community ideas about vehicular and pedestrian circulation, and connectivity throughout the neighborhood.



#### Green Space, Open Space and Environment

This refers to Principles regarding the open and green areas, the public realm and environmental considerations in the Small Area Plan.



Visioning exercise examples

Community workshop photos

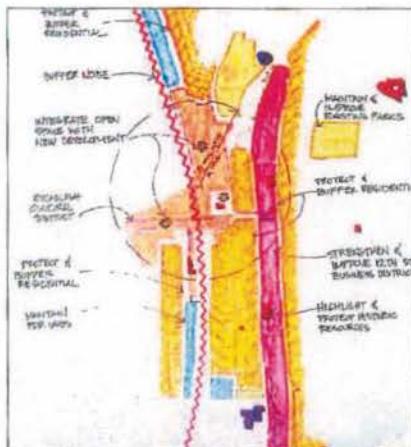
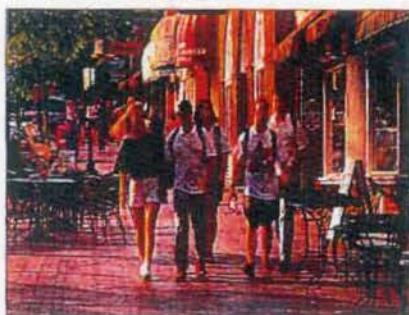


Fig. 3.1 – Land Use and Neighborhood Character concept diagram

## Land Use and Neighborhood Character Guiding Principles

- Protect existing neighborhood character;
- Highlight neighborhood historic and cultural resources;
- Create an active pedestrian neighborhood with mixed-use development and housing;
- Provide civic and cultural amenities;
- Promote quality in design of buildings and public spaces.



Active pedestrian neighborhood examples

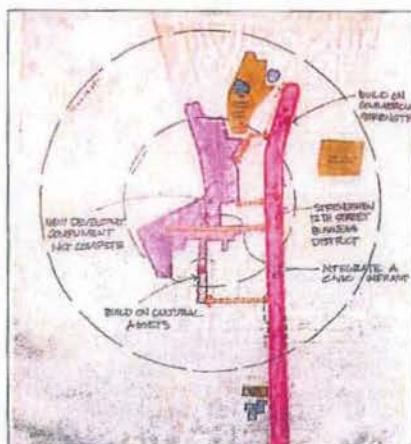
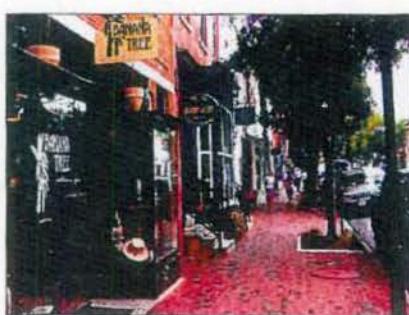


Fig. 3.2 – Economic Development & Neighborhood Amenities concept diagram

## Economic Development & Neighborhood Amenities Guiding Principles

- Strengthen and support the 12th Street Main Street commercial core;
- Add new retail and businesses to compliment 12th Street and provide needed services;
- Acquire services from and provide jobs for local residents;
- Create an enhanced civic infrastructure and support local schools;
- Create opportunities for cultural events and public art;
- Enhance the public realm by addressing safety and cleanliness issues.



Neighborhood retail examples

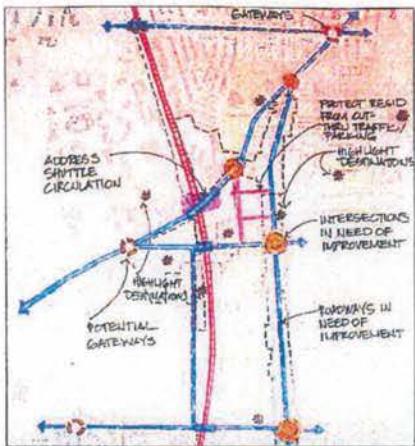


Fig. 3.3 – Transportation, Walkability and Connectivity concept diagram

## Transportation, Walkability and Connectivity Guiding Principles

- Address traffic impacts and protect neighborhood from additional traffic;
- Promote and integrate bus, shuttles, bikes, rail and other transit options;
- Provide adequate parking while in keeping with Transit Oriented Development principles;
- Improve east-west connectivity across the neighborhood;
- Improve walkability around the neighborhood and connectivity to Metro and 12th Street;
- Enhance the public realm through improved streetscape, wayfinding, lighting, landscaping and burying of utilities.

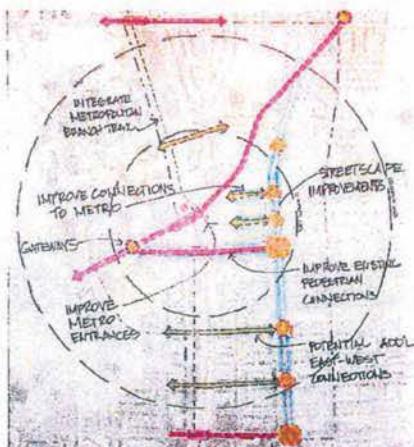


Fig. 3.4 – Green Space, Open Space and Environment concept diagram

## Green Space, Open Space and Environment Guiding Principles

- Improve and maintain existing park spaces;
- Increase green space throughout the neighborhood;
- Improve and maintain street trees and plantings;
- Employ sustainable building and site design strategies;
- Employ on-site green stormwater management strategies.



## 4. SMALL AREA PLAN

### Urban Design Concepts

The Brookland/CUA Metro Station Small Area Plan guides the growth and development of the neighborhood. The following are the urban design concept elements of the plan.

#### Land Use and Neighborhood Character

The Metro Station is envisioned to become a mixed-use, transit-oriented and civic core for the community, with the arts as a key element.

A new civic plaza and green space is proposed at the Metro Station along an extended and extended Newton Street, integrated with Brooks Mansion. It is the place for community gathering and interaction, cultural and arts activities, and for the Farmers Market. Residential units above retail overlook the plaza.

The plan envisions the relocation of the two Metro Station entrances slightly south to align with Newton Street. These portals act as Metro gateways to Brookland bringing residents and visitors to activate the plaza and to support the new development at the station, Monroe Street, and on 12th Street. The openness along Newton Street at the Station will maintain views toward the Shrine from the east.

Brooks Mansion, and the green space around it, are envisioned to become an important green civic element for the community in the future. It could serve as a community building such as a community center or library, while its grounds could become a park or green space.

Monroe Street is the primary gateway and connector between the East and West sides of Brookland. A green space and plaza are proposed for Monroe Street at its intersection with Michigan Avenue, creating a western gateway to the neighborhood. Monroe Street is envisioned as a tree-lined mixed-use street, with neighborhood-serving retail, restaurants, arts and cultural uses on the ground floor, and residential above.

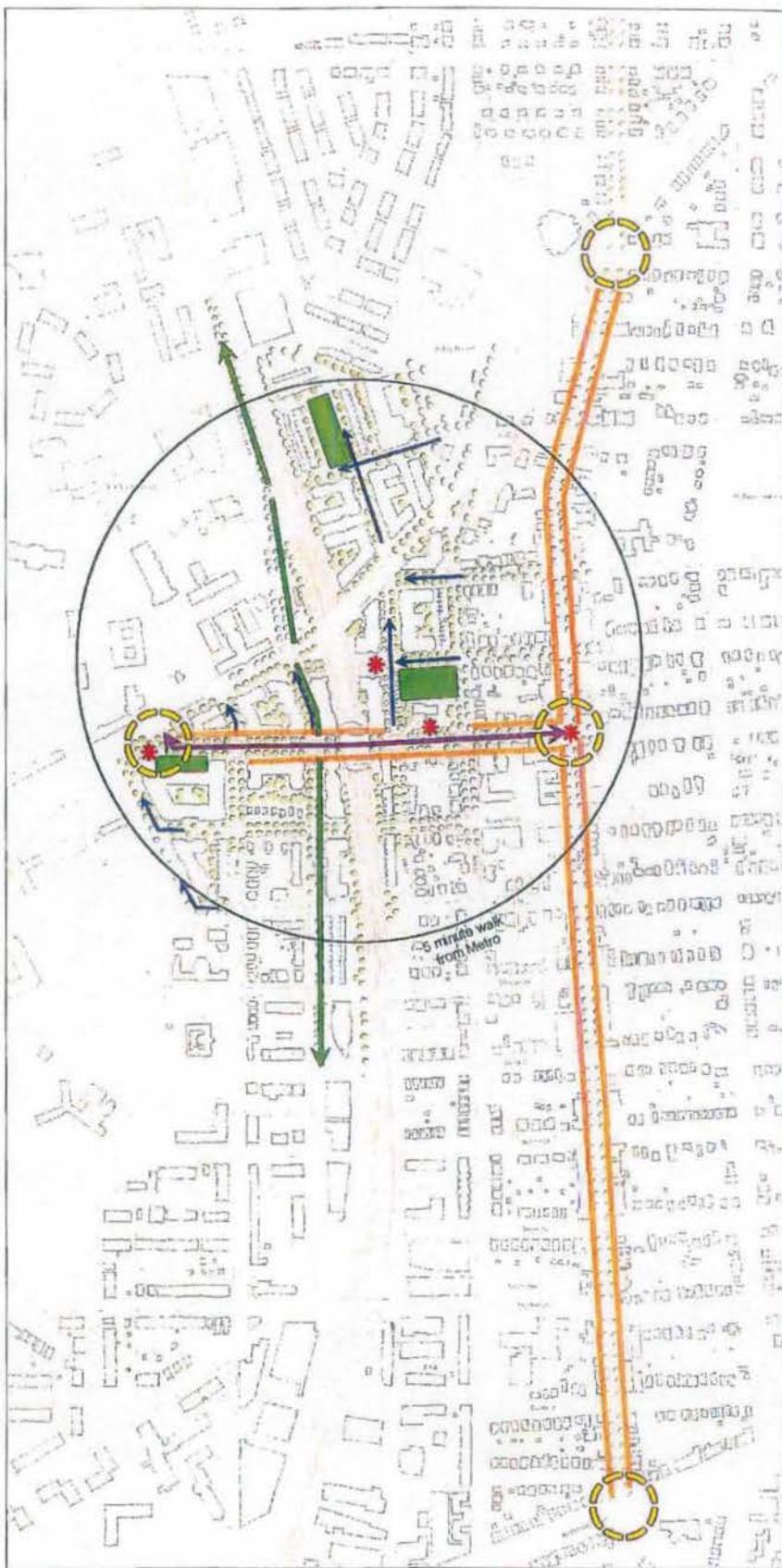


Fig.4.1 – Concept diagram

Components of Catholic University's arts programs, as well as neighborhood organizations such as Dance Place could become cultural features of Monroe Street, potentially establishing a Brookland Arts District.

12th Street is the strengthened Main Street of Brookland and the focus of mixed-use infill development. Implementation of proposed streetscape improvements, additional infill mixed-use development, and improved connectivity with Monroe Street and the Metro station will enhance businesses and the civic life of 12th Street.

### Economic Development and Neighborhood Amenities

The Small Area Plan proposes new mixed-use and residential development to bring people to the neighborhood, and to provide needed neighborhood retail, amenities and services.

The Metro Station area will include residential units above neighborhood-serving retail together with public spaces for community gathering and interaction. Monroe Street will be lined with a mix of uses, including retail, restaurants, arts and cultural uses on the ground floor, and residential above stores west of the tracks, infill and redevelopment east of the tracks to 12th Street. 12th Street will be the focus of mixed-use infill development.

The commercial areas north and south of the Metro station, are proposed to be new residential and small commercial areas. The commercial area north of the station is envisioned to be formed along new streets and blocks that extend the existing fabric of the neighborhood. Residential units, consisting of townhouses and apartments or condominiums would be compatible with the existing neighborhood, tapering down in height toward existing residential. The commercial area south of the Metro Station is envisioned as additional residential development, compatible with the neighboring residential area.

### Transportation, Connectivity, Walkability

The Small Area Plan proposes strategies to create better and more efficient

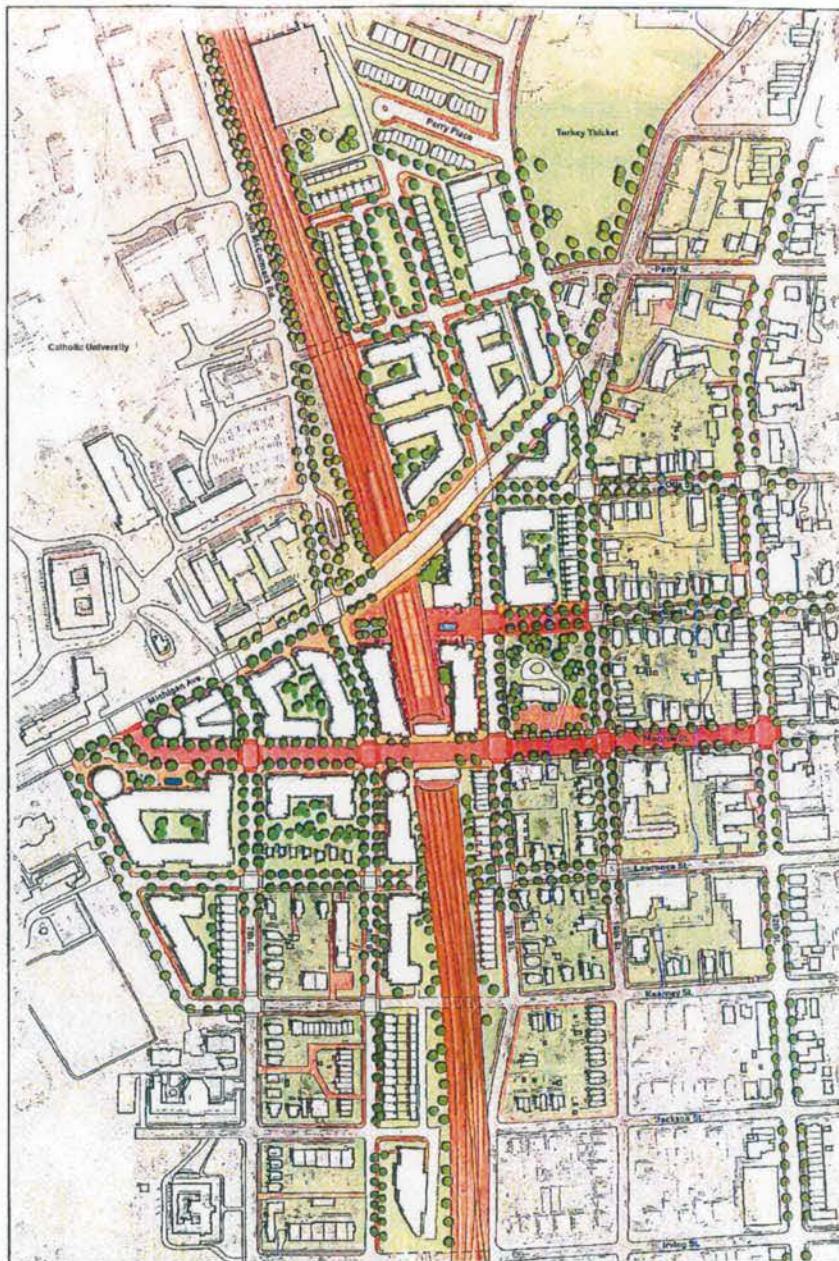


Fig. 4.2 – Small Area Plan Illustrative drawing

pedestrian and vehicular connectivity and linkages to neighborhood destinations. Reestablishing the fabric and grid of streets and blocks wherever possible will reconnect the neighborhood by allowing for better circulation around the neighborhood and better pedestrian connectivity.

Street extensions and realignments include:

- The extension of 9th Street north and Newton Street west into the Metro Station;

- The extension of Perry Street west into the commercial area north of the Metro Station to create a new fabric of streets and blocks for that area;
- The extensions of Kearny and Lawrence Streets west to create new blocks south of Monroe Street;
- The extension of 8th Street north of Monroe Street;
- The connection of 8th Street with John McCormack Road at Michigan Avenue;

## Green Building

Green building is an approach to buildings design, construction and operations that conserves resources while it protects human health. Green buildings use less energy, consume fewer natural resources such as water and forest products, and emit fewer pollutants into the environment. Because they are designed to make use of natural light and good ventilation, green buildings provide a healthier indoor environment for their occupants. Studies show that students in green buildings learn better and workers in green buildings are more productive.

Green building is an integral part of the District's sustainable development strategy. The Green Building Act of 2006 requires that all District public buildings meet the US Green Building Council's LEED certification standards for environmental performance. The District supports private sector innovation by expediting LEED Gold-level projects through the permitting process. By 2012, all new private development projects will be required to meet LEED certification.

### Sustainable Development Resources:

#### *Guide to Green Buildings*

Contains principles, practices and resources that help make sustainable, green development part of our everyday practices for both new construction and renovations.

#### *U.S. Green Building Council*

Oversees the Leadership in Energy and Environmental Design (LEED) Green Building Rating System affecting all types of green buildings, including commercial, schools and homes.

#### *Green Building Act of 2006*

Establishes high-performance building standards that require the planning, design, construction, operation and maintenance of building projects, and a green buildings incentive program.

- The realignment of 7th Street with the entrance to Catholic University at Michigan Avenue;
- The realignment of the intersection of Monroe Street with Michigan Avenue;
- The extension of 9th Street north under Michigan avenue.

The Small Area Plan also proposes improved east-west connectivity across the neighborhood primarily along a revitalized Monroe Street. It includes the integration of the Metropolitan Branch Trail on the west of side of the CSX/Metro tracks along 8th Street and John McCormack Road.

## Green Space, Open Space and Environment

New public spaces, green spaces, and civic plazas are envisioned for the Metro Station area and along Monroe Street. Specific areas include Monroe Street, west of 7th Street; along Newton Street between 9th and 10th Streets; at Brooks Mansion, with a future active community green space to include the current parking lot; and in the Commercial North sub-area, a new park central to the new residential development.

Sidewalks should include green space potentially in the form of continuous tree and planting areas. Improved streetscape should including paving, lighting and trees will be implemented with all new development. Green spaces and new street trees, made possible by the undergrounding of utilities, are envisioned to be part of every new development.

New development will be subject to the requirements of the DC Green Building Act of 2006. In concert with this, buildings should be sited for the best solar orientation, wherever possible, to maximize energy efficiency. Green strategies for on-site stormwater management should be implemented with each new development and any new buildings, public spaces, roadways and infrastructure. These could include vegetated roofs, porous paving, and vegetated curb extension swales for the on-site collection, storage and filtering of storm water runoff.



Fig. 4.3 – Concept diagram

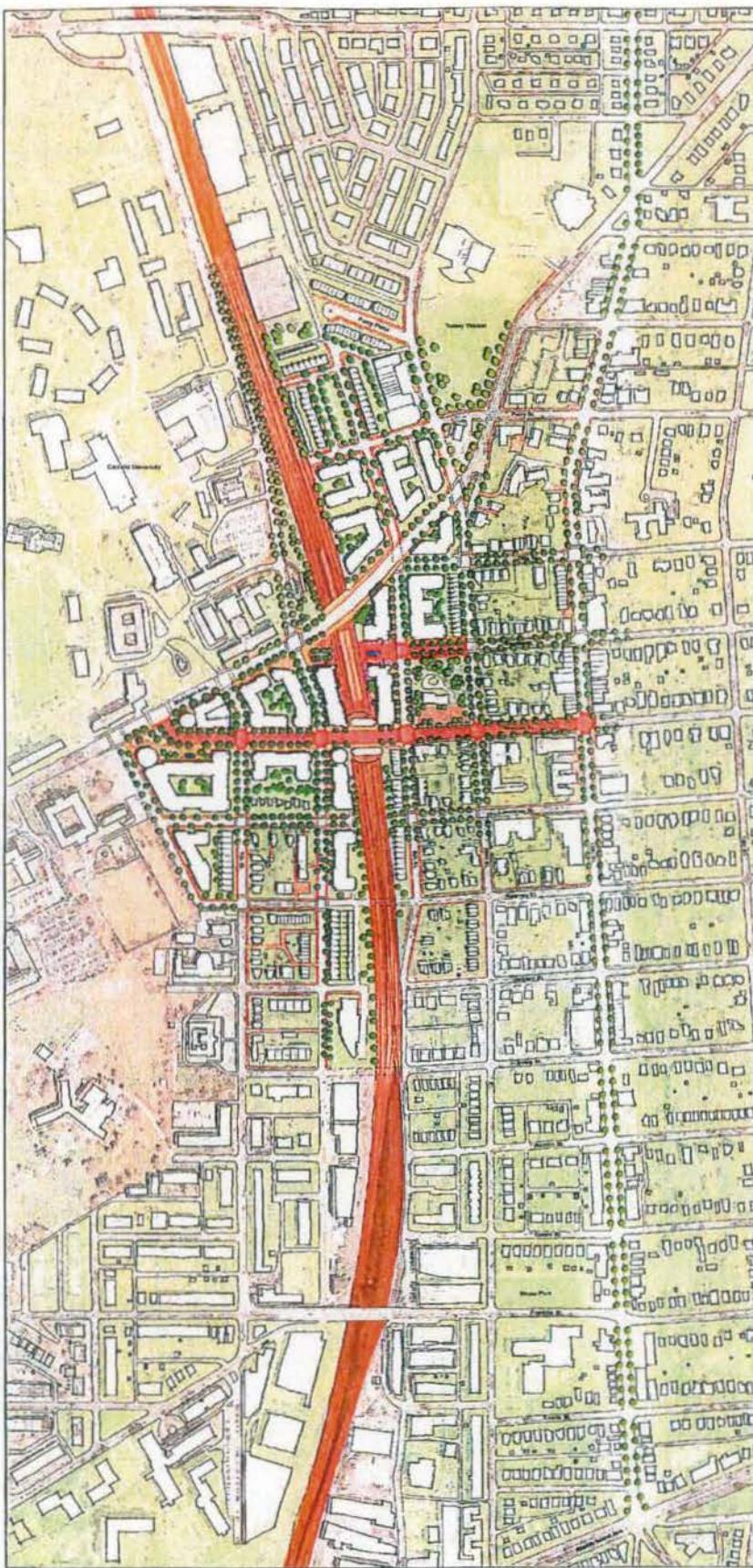


Fig. 4.4 – Small Area Plan Illustrative drawing

## Small Area Plan Urban Design Concepts Summary

### Land Use and Neighborhood Character

- Mixed-use transit-oriented community civic core with arts elements;
- Community civic plaza and green space at Metro station and Newton Street;
- Relocated Metro entrances to activate plaza;
- Views to the National Shrine;
- Brooks Mansion as future civic building, and its green space integrated with civic plaza;
- Monroe Street as primary east-west connector with mixed-use development;
- 12th Street as revitalized and strengthened main street for Brookland.

### Economic Development and Neighborhood Amenities

- Mixed-use transit-oriented development.
- Strengthened 12th Street core;
- Redeveloped Metro station with a mix of uses;
- Mixed-use redevelopment along Monroe street from Michigan Avenue to 12th Street;
- Infill and redevelopment opportunities along 12th Street;
- Residential uses north and south of Metro Station.

### Transportation, Walkability and Connectivity

- Restoration of street fabric through extensions and realignments of streets;
- Monroe Street as strengthened east-west connector;
- Gateways and arrival points along Monroe Street at Michigan Avenue and 12th Street;
- Integration of Metropolitan Branch Trail west of the tracks.

### Green Space, Open Space and Environment

- New plaza and green space at Metro station along Newton Street.
- Brooks Mansion as civic building and green space;
- New green spaces integrated into new development;
- Use of green building techniques and site design.

Sub-Area	Item	Recommendations	Partner Agencies/ Organizations	Public Funding Needed	Time Frame
Monroe Street	1	Realign Monroe Street with Michigan Avenue at western end.	DDOT		MID-TERM
	2	Realign 7th Street north of Monroe Street at Michigan Avenue with entrance to Catholic University.	DDOT		LONG-TERM
	3	Extend 8th Street north of Monroe Street to align with John McCormack Road at Michigan Avenue.	DDOT		LONG-TERM
	4	Develop a moderate-density mix of uses along Monroe Street west of the WMATA/CSX tracks with community-serving retail, residential, cultural uses and public spaces.	DCOP, DCOZ		LONG-TERM
	5	Provide adequate parking but at low transit-oriented development parking ratios.	DCOP, DCOP		LONG-TERM
	6	Development along Monroe Street west of the WMATA/CSX tracks may be allowed up to 6 stories or a maximum 70 feet through a Planned Unit Development, a discretionary approval by the District's Zoning Commission. Building heights should taper down to transition to adjacent lower scale residential structures.	DCOP, DCOZ		LONG-TERM
	7	Allow infill and redevelopment along Monroe Street east of the WMATA/CSX tracks.	DCOP, DCOZ		LONG-TERM
	8	Development along Monroe Street east of the WMATA/CSX tracks may be allowed up to a maximum 50 feet through a Planned Unit Development, a discretionary approval by the District's Zoning Commission.	DCOP, DCOZ		LONG-TERM
	9	Buildings in the sub area should step back in height at a ratio of one half (1/2) to one above 50 feet. For example, for every 10 feet in height above 50 feet, the building façade should step back 5 feet from the building edge..	DCOP, DCOZ		LONG-TERM
	10	Coordinate a retail strategy to encourage complimentary retail and businesses for both 12th and Monroe Streets	DMPED, DSLBD, RE-STORE DC		LONG-TERM
	11	Create a large civic/green space as part of new development along Monroe Street west of the WMATA/CSX tracks.	DCOP, DCOZ		LONG-TERM
	12	Reposition Brooks Mansion as a community civic building and its grounds as a civic/green space. Consider removing the surface parking area to reclaim additional green space and integrate with the Newton Street public space.	OPM,	X	LONG-TERM
12th Street Corridor	Item	Recommendations	Partner Agencies/ Organizations	Public Funding Needed	Time Frame
	1	Develop mix of uses including retail, office, residential and cultural uses as redevelopment and infill development along 12th Street.	DCOP, DCOZ		MID-TERM
	2	Development along 12th Street may be allowed up to a maximum of 50 feet. Between Otis Street and Randolph Street and between Monroe and Rhode Island Avenue, additional height up to 50 feet may be allowed through a Planned Unit Development, a discretionary approval by the District's Zoning Commission.	DCOP, DCOZ		MID-TERM
	3	Coordinate a retail strategy to encourage complimentary retail and businesses for both 12th and Monroe Streets.	DMPED, WDCEP, DSLBD, RE-STORE DC	X	MID-TERM
	4	Work with District government agencies, the business community and business organizations to establish storefront design guidelines for businesses along 12th street.	DCOP, RE-STORE DC	X	SHORT-TERM

Table 6.2 – Sub-area recommendations, cont'd.