

# 1200 3rd Street, NE

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APPLICATION FOR REVIEW AND APPROVAL OF A CONSOLIDATED PLANNED UNIT  
DEVELOPMENT AND RELATED MAP AMENDMENT

(Square 747, Lot 8)

April 19, 2016

## **DEVELOPMENT TEAM**

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**LIST OF EXHIBITS**

<b>Description</b>	<b>Exhibit</b>
Application Form and Agent Authorization	A
Property Owner List	B
Zoning Map with Property Outlined in Red and Marked with an Asterisk	C
Excerpts of Comprehensive Plan Future Land Use Map and Generalized Policy Map	D
Certificate of Compliance with Chapter 24	E
Certificate of Notice and Notice of Intent to File	F
Architectural Drawings, Elevations, Renderings, Sections, Streetscape Designs, Landscaping, Civil, Photos of Property and Surrounding Area, Site Plans, Maps, and Other Plans, including Surveyor's Plat	G

## PREFACE

This statement is submitted by 1200 3<sup>rd</sup> Street LLC, on behalf of the Trammell Crow Company and its High Street Residential operating subsidiary (collectively, “**Applicant**”), in support of an application for the consolidated review and approval of a Planned Unit Development and related Zoning Map Amendment for the property known as 1200 3<sup>rd</sup> Street, NE (Square 747, Lot 8), before the District of Columbia Zoning Commission. The related Map Amendment proposes to rezone the site from the C-M-3 Zone District to the C-3-C Zone District.

The Applicant is requesting approval of this PUD in order to create a mixed-use residential and commercial project that is not inconsistent with the goals of the District of Columbia Comprehensive Plan. The project site is currently home to Central Armature Works, an electrical apparatus repair, supply and construction company, which uses the property in a manner consistent with its industrial zoning designation. Given the site’s proximity to the NoMa-Gallaudet U Metrorail Station and the goals and objectives of both the NoMa Vision Plan and the nearby Florida Avenue Market Small Area Plan, the Applicant is proposing to shift the site from industrial use and instead construct residential, hotel and retail uses. The project will establish approximately 650 residential units, approximately 200 hotel rooms, and about 50,000 square feet of retail on a site that was formerly dedicated to motor and apparatus repairs, installation and distribution.

The proposed mixed-use project will consist of an approximate FAR of 6.98 and will have a maximum height of 120 feet. The project will also take advantage of the proximity of the site to the Metrorail station and incorporate a Metro plaza through the site, allowing pedestrians to access Metro more easily once a connection is established beneath the existing railroad tracks.

Submitted in support of this application is a completed PUD application form, a notice of intent to file a PUD (with property owner list and certification of mailing), architectural drawings, and a map depicting the zoning districts for the property and the surrounding area. As set forth below, this statement and the attached documents meet the filing requirements for a PUD application under Chapter 24 of the District of Columbia Zoning Regulations.

## I. INTRODUCTION

### A. Summary and Purposes of the Application

Trammell Crow Company and its High Street Residential operating subsidiary, as the development agent for 1200 3<sup>rd</sup> Street LLC hereby submit an application to the Zoning Commission of the District of Columbia (“**Commission**”) for consolidated review and approval of a Planned Unit Development (“**PUD**”) and related Zoning Map amendment to the C-3-C Zone District.

The project site consists of Lot 8 in Square 747 (“**Property**”) and contains approximately 106,139 square feet of land area. The Property immediately abuts the railroad tracks to its west and is currently improved with a large warehouse and surface parking lot. The Property is located within the boundaries of Advisory Neighborhood Commission (“**ANC**”) 6C and is presently zoned C-M-3.

The Applicant is using the PUD process as an avenue for transforming the Property to a higher and better use that contributes to the surrounding community. The Applicant is proposing a true mixed-use project that will include retail, introduce residential units and establish a hotel on-site (“**Project**”). The Project is more specifically described in this statement and depicted in the plans attached as Exhibit A (“**Plans**”). Whereas the existing industrial use on-site is insular and detached from the community, the Project will integrate the parcel with the neighborhood and will facilitate connections with the broader community that do not currently exist.

The first level of the Project will include a podium that is between 14 -22 feet in height. Retail will be located in the podium at street level, with service uses and some parking tucked behind, along the railroad tracks. Three towers are proposed above the podium: two residential and one hotel. The podium provides the height needed for each of the three structures to raise the first floor of each tower on their western face level with the railroad tracks so they will be

exposed to daylight. The residential structures will each be 120 feet tall (including the height of the podium) and will have a floor area ratio (“FAR”) of 5.24. They will include a total of approximately 650 units. The hotel structure will also be 120 feet tall and will have a FAR of 1.14 and include approximately 200 rooms. Approximately 50,000 square feet of retail uses will line M Street, 3<sup>rd</sup> Street, and Florida Avenue. The towers will occupy 64% of the podium. In total, the Project will have a floor area ratio of 6.98, a maximum height of 120 feet, and a lot occupancy at grade of 96%, and 64% above the podium.

The PUD process is appropriate because it will advance the Project, which in and of itself, will benefit the community by transforming a site characterized by an industrial use into a mixed-use development more consistent with neighboring properties, while it also delivers benefits and amenities to further benefit the community. Though the benefits and amenities will be discussed in more detail below, it is worth noting that the Project will provide a superior pedestrian experience by incorporating a series of open spaces and public artwork, facilitating a connection to the NoMa-Gallaudet U. Metrorail station, and providing continuous, uninterrupted retail along 3<sup>rd</sup> Street.

#### B. Applicant

The Applicant is 1200 3<sup>rd</sup> Street NE, a special purpose entity of the Trammell Crow Company. Established in 1976, Trammell Crow Company’s MidAtlantic Business Unit specializes in developing or redeveloping office, healthcare, residential, retail, mixed-use and industrial projects in Washington, DC, Virginia and Maryland. It is consistently ranked as one of the most prominent developers in the region because of its commitment to creating and delivering the right product in the right market while supporting economic growth for the neighboring communities. Since 1990, Trammell Crow Company’s MidAtlantic Business Unit

has completed over 18 million square feet of projects in the region representing in excess of \$3.8 billion in project values.

Trammell Crow Company orchestrates residential development through its wholly owned subsidiary, High Street Residential, which is focused on resurrecting old or creating new urban neighborhoods to provide more environmentally sound, user-friendly communities and has completed over 6,300 residential units. High Street Residential specializes in blending office, retail, housing and civic venues within organized public gathering spaces through leading-edge master plan/master developer services and residential development expertise. With the capability to develop unique mixed-use communities, such as urban infill, edge city and the adaptive re-use of historic buildings, the Company applies strengths in neo-traditional planning, design and architecture to create these human scale, immersive places.

## **II. SITE AND AREA DESCRIPTION AND ZONING**

### **A. Location and Current Use**

The PUD Site is located in the northeast quadrant of the District of Columbia. It is bounded by M Street NE to the south, Florida Avenue NE to the north, 3<sup>rd</sup> Street NE to the east, and railroad tracks to the west. The Property is triangular in shape, with its narrowest frontage along Florida Avenue. It is in Single Member District 6C06 of ANC 6C in Ward 6. It is considered a part of the NoMa neighborhood and is located just south of the Union Market, which is north of Florida Avenue. The NoMa-Gallaudet U Metro station is directly to the west, across the railroad tracks.

The Property is currently improved with an approximately 40 foot tall warehouse and a surface parking lot used by the Central Armature Works. The warehouse does not have windows for the first twenty feet of building height and incorporates windows only at the roofline. For

pedestrians walking along 3<sup>rd</sup> Street, there is no view into the building, only a view of sheet metal and a cinder block façade; the pedestrian experience is further degraded by a barbed wire fence lining a portion of 3<sup>rd</sup> Street. The sidewalk does not extend for the length of 3<sup>rd</sup> Street between M Street and Florida Avenue; it is cut off by a dirt road used by Amtrak to access their railroad tracks. The west side of the Property is dedicated to surface parking and truck storage. In sum, the Property does not currently engage pedestrian traffic or encourage interaction with the community.

Other challenging features of the Property include the easements that encumber it. Amtrak and D.C. Water both have easements across the Property, which must be accommodated in any future development. Amtrak maintains a number of high voltage electrical cables along its tracks that necessitate a 15 foot setback for the entire length of the western façade.<sup>1</sup> Amtrak also has a permanent easement across the site (east-west) to access the rail bed, which must be accommodated in the Project. D.C. Water has a below grade easement in the former N Street right-of-way that requires a clearance of at least 25 feet and must be at least 25 feet wide. These are significant features greatly complicate the building design.

#### B. Surrounding Area

The surrounding area is mostly a mix of industrial, commercial, and institutional uses. To the north of Florida Avenue is the Union Market, which is historically industrial but is currently in different stages of redevelopment.<sup>2</sup> To the south of the Project is the former Uline Arena, which is being converted to a REI retailer and office space. Directly east of the Project,

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<sup>1</sup> A ten foot setback is required from the power lines, per OSHA and an additional five feet is required for new construction.

<sup>2</sup> *E.g.*, ZC Cases No. 15-01 and 06-40C



between N Street and Florida Avenue, a mixed-use residential building is planned.<sup>3</sup> Across 3<sup>rd</sup> Street to the east and just south of N Street is another planned mixed-use development with hotel, office, retail, and residential uses.<sup>4</sup> Finally, another mixed-use residential development was approved for the parcel of land to the east of 3<sup>rd</sup> Street and just north of M Street.<sup>5</sup>

The immediately surrounding blocks contain primarily a mix of industrial and commercial uses, but new developments are planned throughout, particularly in the Union Market area, where several new projects are pending. To the west, across the railroad tracks, is the heart of NoMa, which includes high-rise office buildings, apartment buildings, hotels, and the NoMa-Gallaudet U. Metrorail station. Further to the east, the neighborhood is primarily residential with two- and three-story townhouses and flats. Gallaudet University, a large institutional anchor in the community, is located to the northwest of the Property. Further to the south and southeast of the Property, the neighborhood is primarily residential with two- and three-story townhouses and flats.

The immediate neighborhood includes a mixture of zones. The properties immediately surrounding the Property are located in the C-M-1 or C-M-3 Zone Districts. The Properties to the east and north, which are going through an entitlement process, have either rezoned or are seeking to rezone their properties to the C-3-C Zone District. The Uline Arena redevelopment was pursued as a matter-of-right, retaining the existing C-M-3 and C-M-1 zoning. The NoMa neighborhood west of the railroad tracks is located in the C-3-C Zone District. Residential properties further from the Property are zoned primarily R-4.

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<sup>3</sup> ZC Case No. 15-22

<sup>4</sup> ZC Case No. 15-28

<sup>5</sup> ZC Case No. 14-19

### III. PROJECT DESCRIPTION

As noted above, the Project will engage passersby and the community in a way that the existing Property does not. The Project is comprised of five primary parts: the podium, the northern residential building, the southern residential building, the hotel, and open spaces, each of which is described in more detail below.

#### *Podium*

Given the physical challenges of the site, including its proximity to the railroad tracks, its triangular shape and its grade changes, the proposed podium affords design opportunities that would not otherwise exist at the ground floor. The podium, including covered but pedestrian accessible space, will cover approximately 96% of the lot and will be 14-22 feet in height, which will provide the base of the building the height needed to elevate bedroom and hotel windows above the retaining wall required alongside the railroad tracks.

The podium will include over approximately 800 linear feet of retail frontage along both M and 3<sup>rd</sup> Streets. The retail frontage is broken intermittently by residential or hotel entrances, service exitways and the Metro plaza, described in more detail below. The retail facades will be broken down into “frames” that will vary in material, fenestration and articulation. Multiple retailers may be located within each frame or a single retailer may occupy more than one frame. The frames will exhibit a unique design based on the retailer, which will customize it for its own purposes. For instance, one frame will include a living green wall and the specific retail space will be more fully designed by the retailer. This will help create a vibrant pedestrian experience as one strolls alongside the Project and enjoys the nearly 50,000 square feet of retail the Project has to offer.

The Applicant is incorporating a Metro plaza above the former N Street right-of-way. The plaza is 30 feet tall and 70 feet wide and consists of 6,680 square feet of gross floor area. The plaza will cut through the entire width of the site before terminating at the train tracks' retaining wall, allowing access between 3<sup>rd</sup> Street and the future Metro tunnel, which will stretch below the railroad tracks to the NoMa-Gallaudet U Station to the west. The plaza will afford direct access for the neighboring community to the Metro tunnel, via the Applicant's private property. Not only will the plaza be an incredible convenience for the community but it will also be a visual point of interest for passersby. The Applicant will incorporate artwork throughout the plaza to create a visually exciting and comfortable space. The Applicant will install an acrylic sound guard at the western edge of the plaza, to buffer the space from noise and to allow views of train activity. The sound guard will run for the length of the building; however, only the portion at the face of the plaza will be clear.

A portion of the Metro Plaza will also be used periodically for Amtrak vehicles to access the tracks. Amtrak will use a ramp located on the western edge of the podium, adjacent to the planned Metro tunnel for access. It is expected that Amtrak will utilize this ramp approximately four times per day. Visual cues (either bollards, a change in material or pattern, or the use of a curb) will be incorporated into the design to alert pedestrians that it is a shared space. In addition, no backing-up vehicular maneuvers will take place in the Metro plaza, which will further minimize the potential for vehicular/pedestrian conflicts.

Access to loading and parking for the Project will also be made via the podium. The Project will utilize a single curbcut for its parking and loading and it will be located in the southwestern corner of the Property at a signalized intersection. All parking will enter the garage

and proceed to the two lower levels of the garage, where approximately 300 spaces will be reserved. All parking, with the exception of hotel valet parking, will be located below grade.

Loading for the entire Project will also take place from the single curbcut on M Street. Loading will take place on the first level of the garage, where three berths at 30 feet deep will be provided. Service corridors serving each of the three buildings will be easily accessible from the loading area, making it an ideal location for loading. Finally, all truck maneuvers will be accommodated within the garage space and do not require any back-in maneuvers from M Street. As a part of this Project, the Applicant will reconfigure the traffic signal at the curb cut, as well as install a separate bike signal for the cycle track that will be located on the south side of M Street.

#### *Northern Residential Building*

The northern residential building will be the largest of the three buildings. In addition to the retail uses in the podium, the northern residential building will consist of approximately 450 residential units. The building will be 120 feet tall and include approximately 410,000 square feet of residential use. The mass of the building will occupy the entirety of the northern portion of the Property, from 3<sup>rd</sup> Street to the railroad tracks. The break at the southern end of the building coincides with the view corridor of Patterson Street to the west, which creates a visual connection with the NoMa neighborhood west of the railroad tracks, while also visually establishing open space consistent with the street grid through the site.

The residential building will be bifurcated on the first three levels by the Metro Plaza. The parcel to the north of the Metro Plaza will have its own separate entrance that can be used to access the lower floors of the building. There will be two levels of retail uses, one below grade and one at grade, which will give the building a strong presence on Florida Avenue. The

building is set back 15 feet from Florida Avenue for a height of 35 feet in order to improve the retail experience. This will expand the sidewalk space, making for more comfortable pedestrian maneuvers along Florida Avenue, which would otherwise be limited to the existing width of the sidewalk at six feet. The two parts of the floor plate will unite at the fourth level.

The building's exterior will be approximately 50% glass and 50% solid wall surface. The majority of the solid wall surfaces will be brick – light gray blended brick at levels four and up and dark gray blended brick below level four. The N Street right-of-way, which previously bisected the northern end of the site, is formally expressed by the Metro Plaza's open space at the lower three levels. Above that space, a change of color and pattern in the building's exterior marks the width of the former N Street right-of-way. On 3<sup>rd</sup> Street, a light gray metal and glazed armature flanks the right-of-way. The inset zone between the darker and lighter metal and glass armatures is clad in an orange brick and modulated with overscaled openings and stacked/paired balconies.

#### *Southern Residential Building*

The southern residential building will be located in the southeast corner of the Project and abuts 3<sup>rd</sup> Street to the east, the hotel to the west, the northern residential building to the north and M Street to the south. The building will be 120 feet tall and include approximately 175,000 square feet of residential use. The building's exterior will be approximately 60% glass and 40% solid wall surface. The primary solid wall surfaces are made up of vertically corrugated metal panels in varying shades of dark gray. Smooth, lighter gray panels are employed in the recesses. The building's aesthetic plays with the proportions of the traditional industrial window, which features a grid-like array of horizontal and vertical mullions and small glass panes. By scaling up

this traditional window to contemporary residential dimensions, the southern residential building recalls industrial style but exemplifies modern architecture.

### *Hotel*

The hotel will be located to the west of the southern residential building, north of M Street, east of the railroad tracks and south of the northern residential building. It will include approximately 200 rooms and 130,000 square feet of space. Similar to the other two buildings, the hotel will be 120 feet tall. The building's exterior will be approximately 50% glass and 50% solid wall surface. The solid wall surfaces on the west (track) façade are marked by composite concrete panels in varying shades of brown and gray. From a distance, these subtle color variations produce an abstract patchwork of vertically stacked panels. The solid wall surfaces of the east (courtyard) façade are constituted by a precast concrete framework infilled with composite wood panels tiered in three level assemblies. Again, these subtle color and texture variations produce an abstract patchwork enhancing this building's interior facade.

### *Open Spaces*

The landscape of the Armature Works is a story of conveyance and connections. It is a story of linear movement through and around the site, the passage of people through the train corridor by Metro and Amtrak, and the movement of commodities aboard freight rail through the corridor in the past. It is also a story recalling the movement through the existing Central Armature Works facility during the fabrication and refurbishment process. The long, triangular site, roughly 760 feet in length from north to south lends itself to the telling of this story. The industrial history of the site will be reflected in the landscape through repetition, pattern, conveyance, graphics, style, and a muted industrial color palette.

The Project provides a significant amount of attention to its open spaces. Open spaces of varying sizes, shapes and purposes are incorporated throughout the site. The most significant open space is the Metro Plaza, included in the design of the northern residential building (also discussed above in relation to the podium). The Metro Plaza will provide access for residents east of the railroad tracks to the NoMa-Gallaudet U Metrorail station via a planned tunnel connection. This will facilitate use of the Metrorail station for residents in the community, as well as those wishing to visit the community. The plaza space will not be “dead” space, but at 30 feet tall, will be open, dramatic and vibrant. The space will include works of art to provide visual interest and will even incorporate the railroad tracks themselves as a point of interest through the use of an acrylic sound screen. The space is meant to be a passive gathering space that can be enjoyed by more than just those utilizing Metro.

The Metro Plaza will be a mostly covered hardscape plaza that will be flanked on the north and south sides by retail and on the west by the elevated railway system. The plaza has been designed to accommodate extended outdoor retail opportunities such as outdoor dining adjacent to the retail spaces. An access drive for Amtrak maintenance vehicles has been embedded into the plaza design through a change in paving materials in the covered plaza and through the use of a mountable curb on 3rd Street with a creative installation of linear pavers and planting bands within the tree amenity zone and the tenant zone to discourage other vehicular traffic from entering the plaza. Accommodations for the potential future Metro pedestrian tunnel connection under the train tracks to the New York Avenue Metro Station are being provided. The path to the tunnel will be defined by special paving and paving patterns and will include an accessible path. This portal under the building may provide an excellent opportunity for art installations such as murals, interactive video projection or other installations.

A temporary condition plan has also been provided to illustrate how the plaza will function prior to the Metro tunnel installation. In this scenario, pop-up retail spaces and movable furniture located at the western end of the plaza will activate and draw people into the space. Both plans incorporate DeafSpace principles to pair deaf experiences with the built environment through the thoughtful analysis of space and proximity, sensory reach, mobility and proximity, light and color, and acoustics.

The Project also creates open spaces through building setbacks. On the southern edge of the Property, the podium is set back to create a triangle plaza, or M Street Plaza, that corresponds with the open space provided in connection with the REI project to the south of M Street. The M Street Plaza will be a unique urban pocket park where people will meet, mingle and connect with each other. This plaza will blur the lines between what is public and what is private. Terraced levels defined by monumental stairs will allow for free flowing circulation through space while points for access will be provided to each level for individuals with disabilities. The prominent staircases will allow for leisurely seating and gathering opportunities in the plaza. A focal feature in the form of a water scrim will begin in a linear water trough cantilevered from the second level terrace ending in a pool of water in the plaza. The scrim, water trough and a gantry crane element on the second level will visually connect the plaza and the second level open spaces. The plaza will be animated by the retail on the northern edge, the entrance to the hotel and restaurant, and all of the outdoor dining associated with those establishments. The edges of the plaza will be lined with large timber benches.

The M Street Plaza will continue to wrap around the building to the corner of 3rd Street via open space provided by pulling back the corner of the southern residential building from the property line. By setting back the building, the Applicant is able to open 1,100 square feet of



space along the sidewalk at this corner to be dedicated to pedestrians and visitors to the site. Widening the sidewalk space at this location creates a more pedestrian friendly experience and encourages walking along the retail uses on 3<sup>rd</sup> Street. The Applicant has also widened the sidewalk in the middle of its 3<sup>rd</sup> Street frontage between M Street and the proposed Metro Plaza to create visual interest in the street level façade by introducing movement to it, as well as to create more opportunities for retail uses to engage with pedestrians and the public realm to make the entire project more open and inviting to the public.

In coordination with properties currently being developed on the east side of 3<sup>rd</sup> Street, the west side of the street will have a distribution that will include a two foot transition zone including curb, a six foot tree amenity zone, a 10 foot sidewalk zone, and a 10 foot tenant zone. Trees, low impact development basins, permeable pavers, and city standard streetlights, trash receptacles, and bike racks will be integrated along the length of the street. The tenant zone will be activated by plantings and opportunities for interactive sculpture. The project seeks to potentially upgrade the paving in the tenant zone by using standard DDOT materials implemented with different scoring, size, pattern or color. To further activate the streetscape experience, the projects on 3<sup>rd</sup> Street are exploring the possibilities of installing festival lighting between buildings down the block.

Finally, the Project sets back from the lot line a distance of 15 feet along Florida Avenue for a height of 35 feet. Again, this was done to improve the safety and experience of the pedestrian. The existing sidewalk on Florida Avenue is narrow (six feet wide), creating discomfort with pedestrians as they are pushed close to a busy roadway. Widening the sidewalk provides a more comfortable space for pedestrians, which eases the current path between the Property and the NoMa-Gallaudet U. Metrorail Station.

In addition to these public spaces, the Project incorporates a significant amount of open private space, including its second story plaza and its rooftop amenity space. The second level terrace delicately balances the needs, functions and levels of access for the three different uses adjacent to the courtyard which are the hotel, the southern residential building and the northern residential building. A restaurant dining terrace on the southwest corner of the terrace will provide activity and vibrance to both the second level and the plaza below. Located at the eastern edge of the dining terrace is the main focal feature of the design, a gantry crane that ties the second level terrace to the M Street Plaza at street level below. A gantry crane that currently operates inside the Central Armature Works was the inspiration for this feature. Seating pods suspended from the crane above the water feature will be made of modified shipping containers.

The southern residential building will feature a great lawn, a bar and grilling stations. The great lawn will be the location of the gantry crane water feature water source further integrating the landscape. The northern residential building will also have outdoor amenity spaces on this level. They will include a multi-purpose lawn, seating areas, grilling stations, a bar and a video screen. The landscape will be lush and feature groves of trees providing buffers and visual separation between the buildings and the amenity spaces.

Each building will offer rooftop amenities as well. It is anticipated that the hotel will have a small pool for guests, various seating areas and a small bar with great views of the city. The southern residential building will have lounge seating, a grilling bar, and an outdoor fireplace all in an intimate setting. The northern residential building will take advantage of the spectacular view to the south and showcase a generous pool and outdoor amenity terrace with strong connections to the indoor amenity space. Features that could be included in this amenity terrace are a bar, grilling stations, pergolas, televisions, and fire elements.

A composite of extensive and intensive green roof systems will be created for the roof and penthouse levels of each building. These green roof systems will reduce storm water runoff, conserve water, mitigate the urban heat island effect, reduce noise, create habitat for birds, insects and butterflies, provide great aesthetic value and even aide in fire protection. The planting design will utilize native and adaptive plants throughout the project. In storm water filtration and bio-retention planters, plants will be specifically selected to thrive in those locations and to perform the filtration function.

C. Zoning Overview

The Zoning Tabulations Sheet included as page 1.03 of the Plans provides a detailed overview of the proposed building and the requirements and restrictions of the C-3-C zone. The following table illustrates the zoning parameters of the proposed Project:

	<u>Proposed</u>	<u>Allowed/Required by C-M-3 MOR</u>	<u>Allowed/Required by C-3-C MOR</u>	<u>Allowed/Required by C-3-C PUD</u>
<u>Height</u>	120'	90'	90'	130' (but limited for this Project to 120' by Height Act)
<u>Number of residential/hotel units</u>	650 (residential) 200 (hotel)	0 (residential) No maximum (hotel)	No maximum	
<u>FAR</u>	6.98 (1.4 commercial)	6.0 (commercial)	7.8 (6.5 commercial) <sup>6</sup>	8.0
<u>Square footage</u>	767,858	636,834	827,884	849,112

<sup>6</sup> Includes Inclusionary Zoning bonus density.

<b><u>Lot occupancy</u></b>	96% at podium  64% above podium	NA	100%	
<b><u>GAR</u></b>	0.2	0.3	0.2 required	
<b><u>Parking</u></b>	353 spaces (293 fully accessible spaces and 60 valet spaces)	Hotel- 1 per room (200 spaces)  Retail – 1 per 750 square feet in excess of 3000 square feet (33 spaces)  Residential - NA	Residential – 1 for each 4 dwelling units (159 spaces) required  Retail – 1 per 750 square feet in excess of 3000 square feet (67 spaces) required  Hotel – 1 per 4 rooms (56 spaces) required plus 1 for every 300 sf of largest function space	
<b><u>Loading</u></b>	3 30-foot berths  3 200-square foot platforms  2 20-foot delivery space	Retail – 2 30-foot berths; 1 100-square foot platform and 1 20-foot space  Hotel – 1 30-foot berth; 1 100-square foot platform; and 1 20-foot space	Residential – 1 55-foot berth; 1 200-square foot platform; and 1 20-foot space required per building  Retail – 2 30-foot berths; 1 100-square foot platform; and 1 20-foot space required  Hotel - 1 30-foot berth; 1 100-square foot platform; and 1 20-foot space required	
<b><u>Affordable housing</u></b>	8% of residential GFA; 25% at 50% AMI and 75% at 80% AMI	NA	8% of residential GFA or 50% of bonus density used at 80% AMI	8% of residential GFA at 80% AMI

D. Development Parameters Under Existing Zoning

The C-M-3 Zone District, as a matter-of-right, permits a maximum height of 90 feet and a maximum FAR of 6.0.

E. Project Goals and Objectives and Benefits of Using PUD Process

The PUD process is the appropriate means for realizing this development because it will provide the community and the District the tools to ensure that the Project is well-designed and best meets the needs of the community. It further will allow the public to provide input on whether the proposed uses, density, height, and design are complementary to the existing community and the vision for the neighborhood. The Project will provide high-quality housing, retail, and hotel in an emerging mixed-use neighborhood in close proximity to transit. The PUD process will provide the framework for realizing the potential of this site, and highlight the benefits and amenities the Project will offer that will enhance the surrounding community.

F. Zoning Flexibility Requested

In addition to the rezoning of the Property from C-M-3 to C-3-C and the application of the PUD standards in Chapter 24 of the Zoning Regulations, the Applicant requests the following relief from strict application of the relevant provisions of the Zoning Regulations through the flexibility allowed by the PUD process:

1. Section 411.4(c): The Applicant seeks special exception relief to allow a restaurant in the hotel penthouse.
2. 411.9: The Applicant seeks special exception relief to allow varied heights for the habitable space in both the hotel and residential penthouses. The penthouses will maintain a 1:1 set back from the exterior walls of the buildings.
3. Section 775.5: Though no side yard is required, the Applicant is providing a 15 foot side yard along the western property line, along the railroad tracks. If a side yard is provided, it must be a minimum of 20 feet wide; accordingly, the Applicant seeks relief from this requirement.

4. Section 2115.9: The Applicant is providing 60 valet parking spaces for the hotel use; however, the project as a whole is not considered a “commercial” project and therefore permitted to include valet parking spaces in its parking supply. The Applicant seeks relief from this section so that the hotel valet parking spaces are included in the proposed parking supply.
5. Section 2201.1: The Applicant seeks variance relief from the requirement to provide a 55 foot loading berth for the residential uses.
6. Section 2605: The Applicant is exploring the potential for establishing the southern residential building as a condominium building. In the event it does so, it seeks flexibility to place its affordable units in the northern residential apartment building. The units will otherwise comply with all distribution requirements of Section 2605.

In addition to the relief required from the Zoning Regulations, the Applicant seeks flexibility in the implementation of the Project, including:

1. Unit range: The Applicant seeks flexibility to vary the proposed residential unit range and hotel room range by 10%.
2. Parking range: The Applicant seeks flexibility to vary the number of proposed parking spaces by 10%.
3. Garage footprint: The Applicant seeks flexibility to extend the footprint of the garage toward the southern lot line so long as it remains within the lot lines and below grade along both M and 3<sup>rd</sup> Streets.

4. Retail façade design: The Applicant seeks flexibility to vary the design of the retail space per the specifications of the retailer.
5. Streetscape: The Applicant seeks flexibility to coordinate with other stakeholders and relevant District agencies in finalizing the details of the 3<sup>rd</sup> Street streetscape.
6. Phasing: The Applicant anticipates constructing the Project in one phase; however, it would like the flexibility to construct it in two phases should market conditions change. The proposed phasing would allow the Applicant to apply for a building permit for the northern residential building, and corresponding portion of the podium, within two years of approval of this PUD and to apply for a building permit for the southern residential building, hotel, and corresponding podium within 4 years of the approval of this PUD.

#### **IV. THE APPLICATION MERITS APPROVAL PURSUANT TO THE PUD EVALUATION STANDARDS**

The Zoning Regulations, at 11 DCMR § 2403.1 *et seq.*, set forth the evaluation standards for Commission approval of PUD applications. The PUD must not have an unacceptable impact on the surrounding area and the operation of city services and facilities, it must not be inconsistent with the Comprehensive Plan and other adopted public policies and programs, and it must offer project amenities and other public benefits that are superior to what would likely be provided under matter-of-right development. The Project's impact on the surrounding area and city services and facilities is discussed below. Consistency with the Comprehensive Plan is addressed in Section V, and public benefits and project amenities are described in Section VI.

#### A. Project Impact on the Surrounding Area

The PUD Evaluation Standards, at 11 DCMR § 2403.3, state: “The impact of the project on the surrounding area and the operation of city services and facilities shall not be found to be unacceptable, but shall instead be found to be either favorable, capable of being mitigated, or acceptable given the quality of public benefits in the project.”

The impact of the Project on the surrounding area will be favorable because it will convert an underutilized, industrial site into a mixed use development that will introduce 650 residential units, including approximately 50 affordable units. It will introduce a much improved pedestrian experience along 3<sup>rd</sup> Street, with an improved streetscape and the introduction of a continuous retail façade. The Project will also provide direct access, through private property, to a future Metro tunnel, connecting the community directly with the NoMa – Gallaudet U. Metrorail Station. These, along with many additional contributions, will transform a site that does not contribute to the vibrancy of the community into one that will contribute on a multitude of levels.

Moreover, the Project’s proposed height and massing are appropriate for the location and are not inconsistent with the Comprehensive Plan’s goals and policies for this area. The Project will replace an underutilized site in a transit-oriented location with thoughtfully designed buildings that bring housing choices for District of Columbia residents and lodging options for those visiting the District. These uses complement and balance the heavier concentration of office uses in the western portion of the NoMa neighborhood, making it a true mixed-use and self-sufficient community.



## B. Project Impact on City Services and Facilities

The proposed Project will not have an adverse impact on the public facilities that it will rely on for service, as described below.

### i. *Transportation and Parking*

The Applicant engaged a transportation consultant to further study the area's traffic conditions and the Project's traffic generation. The Applicant will submit its Traffic Impact Study once this case is set down for a public hearing, and it will continue to work with DDOT to refine the Project's transportation-related elements and impacts. Nevertheless, the Property is proximately located to a number of alternative modes of transportation: it is approximately 300 feet from the NoMa – Gallaudet U. Metrorail Station, it is served by two Metrobus lines on Florida Avenue, a Capital Bikeshare station is located just south of the site at M Street and Delaware Avenue, and the Metropolitan Branch Trail runs along the western edge of the railroad tracks and a future cycle track is planned along 4<sup>th</sup> Street.

The Project will include approximately 300 parking spaces in two below-grade levels of the garage, with an additional 60 valet spaces for the hotel. In addition to the vehicle spaces, the Project will incorporate a bike storage area that can accommodate over 230 bicycles. The Applicant expects to satisfy the demand for both vehicular and bicycle parking on-site.

### ii. *Water/Sewer Demand*

The water and sanitary service usage resulting from the Project will have an inconsequential effect on the District's delivery systems. The site is currently served by all major utilities. The Project's proposed storm water management and erosion control plans will minimize impact on the adjacent properties and existing storm water systems. In fact, the

Applicant is proposing to use the required 15 foot setback along the western property line to house its bioretention facilities.

Further, as more specifically detailed in Section VII, no adverse environmental impact will result from the construction of this Project.

iii. *Public Schools*

Regarding the impact on the District of Columbia Public Schools (“DCPS”) system, the Project is within the boundaries of Walker Jones Education Campus at 1125 New Jersey Avenue, NW and Dunbar High School at 101 N Street, NW. Several other schools are also in the general vicinity of the Project, offering schooling options to residents who may seek alternatives to the neighborhood public schools, including Two Rivers Public Charter School, Center City Public Charter School, and KIPP DC – College Preparatory Public Charter School.

In the city as a whole, the population of school-age children is declining while the population of childless households is increasing. Due to these trends and the relatively convenient access to charter schools in the vicinity, the Applicant expects that the public school network will be able to accommodate the school-age children who may reside at the Project.

C. The Application is “Not Inconsistent with the Comprehensive Plan and with other Public Adopted Policies [...] Related to the Subject Site.” 11 DCMR § 2403.4.

i. *Comprehensive Plan*

The proposed PUD is not inconsistent with the Comprehensive Plan and will advance numerous goals and policies enumerated in the Comprehensive Plan for the National Capital adopted in 2006 (the “**Comprehensive Plan**”). The Project includes a 5.19 FAR of residential uses and a 1.4 FAR of hotel and retail uses. This proposal is not inconsistent with its designation as Medium Density Residential and PDR under the Comprehensive Plan.

The purposes of the Plan are to: (a) define the requirements and aspirations of District residents, and accordingly influence social, economic and physical development; (b) guide executive and legislative decisions and matters affecting the District and its citizens; (c) promote economic growth in jobs for District residents; (d) guide private and public development in order to achieve District and community goals; (e) maintain and enhance the natural and architectural assets of the District; and (f) assist in conservation, stabilization and improvement of each neighborhood and community in the District (D.C. Code § 1-245(b)).

The Project will advance these objectives by furthering the social and economic development of the District through the construction of a new mixed-use residential, retail, and lodging project on underutilized land. The Project brings with it new residential uses and neighborhood-serving retail to a site that does not currently allow residential use and it facilitates access to the NoMa-Gallaudet U Metrorail Station, while also greatly improving the overall pedestrian experience around the perimeter of the Property.

ii. *Compliance with Citywide Elements*

The Project will serve the goals of several of the citywide elements of the Comprehensive Plan, as follows:

**a. Future Land Use Map**

The Future Land Use Map (“FLUM”) includes the Property in the mixed-use Medium Density Residential/Production, Distribution and Repair land use category. The proposed C-3-C zone is not inconsistent with such a designation in this location, and this zone is important to allow the construction of a high-quality mixed-use project. The proposed Project is consistent with the FLUM designation. The Comprehensive Plan speaks to density and the proposed density of 6.9 (5.24 FAR residential and 1.4 FAR hotel and retail) is not inconsistent with the medium density and PDR designations for the Property. As a threshold matter, it is difficult to reconcile

these seemingly conflicting designations as PDR zone districts do not allow residential uses and residential zones do not allow PDR uses. Given that the two designations are mapped in concert, it stands to reason that they should be applied in concert: both the PDR and medium density residential designations apply to the property, it isn't simply either one or the other. Accordingly, when one delves into what is being proposed for the Property with more specificity, it is clear that the proposal fits squarely within its Comprehensive Plan designation: the Project includes a 5.19 FAR of residential use, 1.14 FAR of hotel use and .26 FAR of retail use. The residential proposal fits squarely within a medium density residential project and the hotel and retail uses fit squarely within the PDR designation.

It is important to also consider the specific context of the Property when analyzing its consistency with the Comprehensive Plan. The Property immediately abuts railroad tracks to its west, which creates obvious challenges and necessitates raising the residential level above the railroad tracks. Accordingly, the podium allows for a vertical buffer between the residential use and the railroad tracks. The Project includes a podium that varies in height from 14 feet to 22 feet in order to create this differentiation. Of course, the entirety of the podium counts against the gross floor area of the site; yet, it functions as a new "grade" for the base of the Project. Whereas some of the podium uses would typically be located below-grade and would not have a FAR consequence, they do in this instance because it is located above grade.

#### **b. Generalized Policy Map**

The Generalized Policy Map ("GPM") includes the Property in the Land Use Change Area category. This GPM category is described as follows: "Land Use Change Areas are areas where change to a different land use from what exists today is anticipated." The Project will convert an underutilized industrial site to a mixed-use development that engages and contributes to the community and is consistent with its GPM designation.

### c. Land Use Element

The Plan devotes a great deal of attention to the preeminence of transit-oriented development and to the Central Employment Area, in which the Property is included. The Project will advance the following policies of the Land Use Element:

- **Policy LU-1.3.1: Station Areas as Neighborhood Centers** – Encourage the development of Metro stations as anchors for economic and civic development in locations that currently lack adequate neighborhood shopping opportunities and employment. The establishment and growth of mixed use centers at Metrorail stations should be supported as a way to reduce automobile congestion, improve air quality, increase jobs, provide a range of retail goods and services, reduce reliance on the automobile, enhance neighborhood stability, create a stronger sense of place, provide civic gathering places, and capitalize on the development and public transportation opportunities which the stations provide. This policy should not be interpreted to outweigh other land use policies which call for neighborhood conservation. Each Metro station area is unique and must be treated as such in planning and development decisions. The Future Land Use Map expresses the desired intensity and mix of uses around each station, and the Area Elements (and in some cases Small Area Plans) provide more detailed direction for each station area.
- **Policy LU-1.3.2: Development Around Metrorail Stations** – Concentrate redevelopment efforts on those Metrorail station areas which offer the greatest opportunities for infill development and growth, particularly stations in areas with weak market demand, or with large amounts of vacant or poorly utilized land in the vicinity of the station entrance. Ensure that development above and around such stations emphasizes land uses and building forms which minimize the necessity of automobile use and maximize transit ridership while reflecting the design capacity of each station and respecting the character and needs of the surrounding areas.
- **Policy LU-1.3.3: Housing Around Metrorail Stations** – Recognize the opportunity to build senior housing and more affordable “starter” housing for first-time homebuyers adjacent to Metrorail stations, given the reduced necessity of auto ownership (and related reduction in household expenses) in such locations.
- **Policy LU-1.4.1: Infill Development** – Encourage infill development on vacant land within the city, particularly in areas where there are vacant lots that create “gaps” in the urban fabric and detract from the character of a commercial or residential street. Such development should complement the established character of the area and should not create sharp changes in the physical development pattern.
- **Policy LU-2.1.3: Conserving, Enhancing, and Revitalizing Neighborhoods** – Recognize the importance of balancing goals to increase the housing supply and expand neighborhood commerce with parallel goals to protect neighborhood character, preserve historic resources, and restore the environment. The overarching goal to “create successful neighborhoods” in all parts of the city requires an emphasis on conservation in some neighborhoods and revitalization in others.

- **Policy LU-2.2.4: Neighborhood Beautification** – Encourage projects which improve the visual quality of the District’s neighborhoods, including landscaping and tree planting, facade improvement, anti-litter campaigns, graffiti removal, improvement or removal of abandoned buildings, street and sidewalk repair, and park improvements.
- **Policy LU-2.4.1: Promotion of Commercial Centers** – Promote the vitality of the District’s commercial centers and provide for the continued growth of commercial land uses to meet the needs of District residents, expand employment opportunities for District residents, and sustain the city’s role as the center of the metropolitan area. Commercial centers should be inviting and attractive places, and should support social interaction and ease of access for nearby residents.
- **Policy LU-2.4.5: Encouraging Nodal Development** – Discourage auto-oriented commercial “strip” development and instead encourage pedestrian-oriented “nodes” of commercial development at key locations along major corridors. Zoning and design standards should ensure that the height, mass, and scale of development within nodes respects the integrity and character of surrounding residential areas and does not unreasonably impact them.
- **Policy LU-3.1.4: Rezoning of Industrial Areas** – Allow the rezoning of industrial land for non-industrial purposes only when the land can no longer viably support industrial or PDR activities or is located such that industry cannot co-exist adequately with adjacent existing uses. Examples include land in the immediate vicinity of Metrorail stations, sites within historic districts, and small sites in the midst of stable residential neighborhoods. In the event such rezoning results in the displacement of active uses, assist these uses in relocating to designated PDR areas.

The Project not only promotes transit-oriented development, it enables it. The Project includes a Metro plaza that will facilitate a connection with the NoMa-Gallaudet U Metrorail station to the west of the railroad tracks. The Project dedicates what would otherwise be approximately 17,000 square feet of project density to a plaza area that cuts through the entire width of the Project to allow access directly from the Metro plaza to 3<sup>rd</sup> Street. This promotes the accessibility of transit and establishes a pedestrian-friendly circulation pattern through and around the site.

The Project also promotes several other land use goals but converting an underutilized industrial site to residential housing, hotel, and retail adjacent to the Metrorail. The mix of uses on-site will provide a depth of use to the community and create a new vitality that does not currently exist in the neighborhood.

#### **d. Transportation Element**

The Project will promote the following Transportation Element policies:

- **Policy T-1.1.4: Transit-Oriented Development** – Support transit-oriented development by investing in pedestrian-oriented transportation improvements at or around transit stations, major bus corridors, and transfer points.
- **Policy T-1.2.3: Discouraging Auto-Oriented Uses** – Discourage certain uses, like “drive-through” businesses or stores with large surface parking lots, along key boulevards and pedestrian streets, and minimize the number of curb cuts in new developments. Curb cuts and multiple vehicle access points break-up the sidewalk, reduce pedestrian safety, and detract from pedestrian-oriented retail and residential areas.

As noted above, this Project not only exemplifies transit-oriented development but it facilitates future transit-oriented development. The Project incorporates a Metro plaza into its design, which creates access between the greater community and the future access to the Metrorail station. But for the foresight in the design of this project, the greater community would be cut off from direct access to the NoMa-Gallaudet U. Metrorail Station.

The Project also promotes alternative modes of transportation through its site plan. All vehicular access for the Project is through to a single curb cut on M Street at Delaware Avenue. All loading and passenger vehicles will utilize this one curb cut in order to access the garage. Additionally, the design of the Project allows for all vehicular maneuvers, including all loading maneuvers, to take place on-site, within the garage. Minimizing vehicular/pedestrian conflicts supports the Project’s emphasis on pedestrian accessibility. Concentrating all vehicular access to a single curbcut also allows for an uninterrupted strip of retail along 3<sup>rd</sup> Street, again, creating a safe haven for pedestrians by allowing them to avoid vehicular conflicts. The design of this curbcut as an extension of an existing signalized intersection is also intended to create a safer pedestrian experience by providing clear visual indicators to pedestrians. This is in keeping with the Project’s intention to design its streetscape following deaf space design guidelines.

Finally, the Project is providing 230 bicycle spaces in an effort to encourage its residents and hotel guests to utilize bicycles rather than vehicles for errands. This further demonstrates the Applicant's commitment to encouraging use of modes of transportation other than the vehicle.

#### **e. Housing Element**

The proposed PUD will advance the following goals and policies of the Housing Element:

- **H-1.1 Expanding Housing Supply** – Expanding the housing supply is a key part of the District's vision to create successful neighborhoods. Along with improved transportation and shopping, better neighborhood schools and parks, preservation of historic resources, and improved design and identity, the production of housing is essential to the future of our neighborhoods. It is also a key to improving the city's fiscal health. The District will work to facilitate housing construction and rehabilitation through its planning, building, and housing programs, recognizing and responding to the needs of all segments of the community. The first step toward meeting this goal is to ensure that an adequate supply of appropriately zoned land is available to meet expected housing needs.
- **Policy H-1.1.1: Private Sector Support** – Encourage the private sector to provide new housing to meet the needs of present and future District residents at locations consistent with District land use policies and objectives.
- **Policy H-1.1.3: Balanced Growth** – Strongly encourage the development of new housing on surplus, vacant and underutilized land in all parts of the city. Ensure that a sufficient supply of land is planned and zoned to enable the city to meet its long-term housing needs, including the need for low- and moderate-density single family homes as well as the need for higher-density housing.
- **Policy H-1.1.4: Mixed Use Development** – Promote mixed use development, including housing, on commercially zoned land, particularly in neighborhood commercial centers, along Main Street mixed use corridors, and around appropriate Metrorail stations.
- **Policy H-1.1.6: Housing in the Central City** – Absorb a substantial component of the demand for new high-density housing in Central Washington and along the Anacostia River. Absorbing the demand for higher density units within these areas is an effective way to meet housing demands, create mixed-use areas, and conserve single-family residential neighborhoods throughout the city. Mixed income, higher density downtown housing also provides the opportunity to create vibrant street life, and to support the restaurants, retail, entertainment, and other amenities that are desired and needed in the heart of the city.

The Project introduces approximately 650 residential units into the District housing supply, along with 200 hotel rooms and 50,000 square feet of retail. The residential use will bring new residents to the District and provide new housing options to those that already live



here; it will fill a demand that is clearly evident in Central Washington. It will also provide an opportunity to integrate additional affordable housing into market-rate projects – it provides more housing options not only for market rate households but for affordable households as well.

#### f. **Urban Design Element**

The Project will promote the following polices of the Urban Design Element:

- **Policy UD-2.2.1: Neighborhood Character and Identity** – Strengthen the defining visual qualities of Washington’s neighborhoods. This should be achieved in part by relating the scale of infill development, alterations, renovations, and additions to existing neighborhood context.
- **Policy UD-2.2.3: Neighborhood Centers** – Undertake strategic and coordinated efforts to create neighborhood centers, civic buildings, and shopping places that reinforce community identity.
- **Policy UD-2.2.5: Creating Attractive Facades** – Create visual interest through well-designed building facades, storefront windows, and attractive signage and lighting. Avoid monolithic or box-like building forms, or long blank walls which detract from the human quality of the street.
- **Policy UD-3.1.7: Improving the Street Environment** – Create attractive and interesting commercial streetscapes by promoting ground level retail and desirable street activities, making walking more comfortable and convenient, ensuring that sidewalks are wide enough to accommodate pedestrian traffic, minimizing curb cuts and driveways, and avoiding windowless facades and gaps in the street wall.

The Project incorporates several public spaces on-site including the retail plaza and the Metro plaza and it creates opportunities for local artwork in both locations. The artwork will help integrate the public spaces into the existing community by reflecting the history of the site and the neighborhood of which the neighborhood.

The PUD includes 50,000 square feet of neighborhood-serving retail in attractive spaces that will attract high quality tenants. The retail street wall will have ceiling heights of at least 14 feet to create a comfortable street scale for the pedestrian and provides flexibility of space for the retail tenant. The retail façade along 3<sup>rd</sup> Street will be approximately 485 feet long without interruption from vehicular traffic. By dedicating the entirety of the 3<sup>rd</sup> Street façade, save the

area of the Metro plaza, the Applicant demonstrates that the community is a priority and creating safe and inviting environments is of utmost importance in this Project.

**g. Central Washington Area Element**

The PUD site is located in the Central Washington Area Element, NoMa and Northwest One Policy Focus Area of the Comprehensive Plan. The Project will be consistent with the following policies of the Area Element:

- **Policy CW-1.1.1: Promoting Mixed Use Development** – Expand the mix of land uses in Central Washington to attract a broader variety of activities and sustain the area as the hub of the metropolitan area. Central Washington should be strengthened as a dynamic employment center, a high-quality regional retail center, an internationally-renowned cultural center, a world-class visitor and convention destination, a vibrant urban neighborhood, and the focus of the regional transportation network. New office and retail space, hotels, arts and entertainment uses, housing, and open space should be encouraged through strategic incentives so that the area remains attractive, exciting, and economically productive.
- **Policy CW-1.1.4: New Housing Development in Central Washington** – Encourage the development of new high-density housing in Central Washington, particularly in the area north of Massachusetts Avenue and east of Mount Vernon Square, and the L’Enfant Plaza/Near Southwest. This area includes Mount Vernon Triangle, Northwest One, and NoMA, and the L’Enfant Plaza/Near Southwest. Ground floor retail space and similar uses should be strongly encouraged within these areas to create street-life and provide neighborhood services for residents. A strong Downtown residential community can create pedestrian traffic, meet local housing needs, support local businesses in the evenings and on weekends, and increase neighborhood safety and security.
- **Policy CW-1.1.10: Central Washington Hotels and Hospitality Services** – Encourage the development of additional hotels in Central Washington, especially in the areas around the new Convention Center and Gallery Place, along Pennsylvania Avenue NW and Massachusetts Avenue NW, in the Thomas Circle area, and in the area east of Third Street NW. A range of hotel types, including moderately priced hotels, and hotels oriented to family travelers as well as business travelers, should be encouraged. Hotels generate jobs for District residents and revenues for the general fund and should be granted incentives when necessary. Retain existing hotel uses by allowing and encouraging the expansion of those uses, including the addition of one floor, approximately 16 feet in height subject to coordination with federal security needs, to the Hay-Adams Hotel.
- **Policy CW-2.8.1: NoMA Land Use Mix** – Promote NoMA’s development as an active mixed use neighborhood that includes residential, office, hotel, commercial, and ground floor retail uses. A diverse mix of housing, serving a range of household types and incomes, should be accommodated.

- **Policy CW-2.8.3: NoMA Transportation Improvements** Design NoMA to accommodate a wide array of transportation options, with a particular emphasis on walking, bicycling, and improved transit connections. Improve the accessibility, functionality, and safety of the area’s street grid, introducing new streets as needed to improve circulation through the area. This should include the redesign of the New York/Florida Avenue intersection to improve pedestrian safety, enhance access to the New York Avenue metro station, and create a landscaped neighborhood gateway, possibly including a new national memorial.

The Project supports several aspects of the Central Washington Area Element, particularly the latter element regarding transportation improvements. As noted previously, the Project will greatly improve access on the eastern side of the railroad tracks to the Metrorail station on the western side of the railroad tracks. This will help penetrate the physical barrier between NoMa and the community to the east and it will help create access for the community that didn’t previously exist.

In addition to the transportation improvements, the Project will introduce a mix of uses that will support the existing community and create a diversity of use and character. The site plan complements its context in that it responds to the physical constraints created by the railroad tracks, while also incorporating nearly 35% of open space at the podium level that can be enjoyed by residents and hotel guests in a downtown neighborhood where open space is at a premium.

iii. *NoMa Vision Plan and Development Strategy*

The Property is included within the boundaries of the NoMa Vision Plan and Development Strategy (“**NoMa Plan**”), which the Comprehensive Plan identifies for implementation. The Project will advance the following goals, policies, and recommendations of the NoMa Plan:

- **Provide a diverse mix of uses that creates a variety of options for living, working, shopping, recreation, and culture** - For NoMA to become a mixed-use, active neighborhood, this plan aims for a 50-50 mix of commercial and residential uses west of the railroad tracks, and primarily residential uses east of the tracks. It envisions a lively

work environment; a distinctive “Creative Industries, Mixed-Use” area, focused on Uline Arena; hotel development that takes advantage of NoMA’s proximity to the New York Avenue Metrorail Station and Union Station, major transportation corridors, and the Capitol complex; a coordinated retail strategy with ground floor retail in key locations; and a diversity of housing products and household types.

- **Design to a new standard of architecture and urban design to create a lasting, competitive identity** – Identity and market strength can be created through innovative contemporary architecture and distinct product types. The Plan calls for highlighting NoMA’s historic resources through a combination of preservation, renovation, adaptive re-use, and taking advantage of the area’s warehouse and transportation-related history. Emphasis is placed on the ground-floors and sidewalk-level pedestrian experience, ensuring a high-quality public realm.
- **Mixed Use District with Creative Industries** - By building on the area’s unique character, comprised of existing alleys and industrial buildings, and adding new infill construction; a distinctive, creative enclave can be created. New mixed-use buildings that change the area to a live-work district with residents and workers in flexible arrangements is envisioned. Through the use of Planned Unit Developments (PUDs), this area could include diverse uses such as residences, non-profit offices, studios, arts, technology, production, media, film, graphics, etc., and community and recreation uses, to achieve the density that takes advantage of proximity to the Metrorail Station. Building form can reinforce the goal for transit-oriented development by locating higher density near the rail tracks and Florida Avenue, then stepping down and limiting office uses closer to nearby rowhouse blocks.

In addition to the goals and recommendations identified above, the Project will advance or fulfill many other specific goals and recommendations. The NoMa Plan recommends concentrating height and density along the railroad tracks, closest to the Metrorail station, which the PUD proposes to do. It also suggests incorporating a mix of uses that includes residential, hotel, and retail uses, which reflects the mix of uses proposed in this PUD. Finally, the Plan emphasizes the importance of successful ground floor retail, which is consistent with the retail proposed in the application for the reasons delineated previously.

D. The Project will Provide Superior Public Benefits and Project Amenities

The PUD Evaluation Standards, at 11 DCMR §§ 2403.5-2403.7, require the Commission to “evaluate the specific public benefits and project amenities of the proposed Development.”

That Section continues:

Public benefits are superior features of a proposed PUD that benefit the surrounding neighborhood or the public in general to a significantly greater extent than would likely result from development of the site under the matter-of-right provisions of this title. A project amenity is one type of public benefit, specifically a functional or aesthetic feature of the proposed development that adds to the attractiveness, convenience, or comfort of the project for occupants and immediate neighbors.

Based on its meetings with the Office of Planning, the ANC, and the community, the Applicant has developed a public benefits and amenities package best suited to the desires of the community.

i. *Review of Project under Section 2403.9*

The PUD Evaluation Standards, at Section 2403.10, provide that “a project may qualify for approval by being particularly strong in only one or a few” of the public benefits and project amenities listed in Section 2403.9, “but must be acceptable in all proffered categories and superior in many.” The Applicant submits that the Project provides superior public benefits and project amenities in these categories. The Applicant’s benefits and amenities are in the following categories:

**a. Housing and affordable housing (§ 2403.9(f))**

Pursuant to Section 2403.9(f), the PUD guidelines state that the production of housing is a public benefit that the PUD process is designed to encourage. The Project will create approximately 650 new residential units, including 50 affordable units, on a site where no residential use currently exists.

**b. Urban design, architecture, and landscaping (§ 2403.9(a))**

Section 2403.9(a) lists urban design, architecture, and landscaping as categories of public benefits and project amenities for a PUD. As shown in the detailed plans, elevations, and renderings included in the Plans, the Project exhibits the characteristics of exemplary urban design, architecture, and landscaping. The Project effectively incorporates public spaces into the

site plan: whether it is through building setbacks, a Metro plaza or an enhanced streetscape, the site plan has been thoughtfully crafted. The Applicant is coordinating with other stakeholders to establish a uniform and pedestrian-friendly streetscape along 3<sup>rd</sup> Street. In addition to these improvements, the retail spaces that are proposed establish a rhythmic pattern along 3<sup>rd</sup> Street that varies with each façade. The streetwall will not be monotonous and uniform; rather it will incorporate varying materials and unique articulations to create an active pedestrian experience. It also opens view corridors along both N and Patterson Streets that do not currently exist and will emphasize the openness of the site. In addition to the public spaces, the Project includes generous courtyards on the second level that will be enjoyed by residents, guests and patrons of the hotel.

The overall massing of the Project was designed with specific thought to its context. It utilizes a podium to address the challenges posed by the neighboring railroad tracks. It will also utilize a soundwall along the western façade and double glazed windows to minimize the impacts of sound from the railroad. The height of the building helps to establish the uses adjacent to the railroad tracks, which might otherwise compete with the site. Each building was designed as an independent building and incorporates its own unique design and materials, all of which are of high quality.

Finally, the Project incorporates several pieces of art, including a mural wall in the Metro plaza and a water feature in the southern plaza. The art is meant to engage visitors and to create an inviting and attractive environment.

**c. Site planning, and efficient and economical land utilization (§ 2403.9(b))**

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 Project will transform an underutilized warehouse and surface parking lot into a mixed-use development that brings numerous advantages to the community, including access to a future Metrorail pedestrian tunnel, connecting the east and west sides of the railroad tracks. Its location helps infill sites that will bridge the existing gap between NoMa and the Florida Avenue Market, creating a continuous community comprised of a true mix of uses.

**d. Environmental benefits (§ 2403.9(h))**

According to Section 2403.9(h), "environmental benefits such as [...] stormwater runoff controls in excess of those required by the Stormwater Management Regulations; use of natural design techniques that store, infiltrate, evaporate, treat and detain runoff in close proximity to where the runoff is generated, and preservation of open space or trees" are deemed to be public benefits and project amenities. The Project will be designed to meet LEED Silver level requirements, but it will provide additional environmentally-sustainable features that will allow some of the structures to exceed the requirements of the basic level of LEED Silver. Additional details regarding the environmental benefits of the Project will be provided in a supplemental submission.

**e. Effective and safe vehicular and pedestrian access, transportation management measures, connections to public transit service, and other measures to mitigate adverse traffic impacts (§ 2403.9(c))**

The Zoning Regulations, pursuant to Section 2403.9(c), state that "effective and safe vehicular and pedestrian access, transportation management measures, connections to public

transit service, and other measures to mitigate adverse traffic impact" can be considered public benefits and project amenities of a project.

The Project is utilizing a single curbcut for access to its parking and loading. All vehicular maneuvers will take place within the garage and will not require any back-up maneuvers over public space. By limiting all vehicular access to a single curbcut and by eliminating back-up maneuvers, the Project reduces significantly the likelihood of a pedestrian/vehicle conflict. The Project will also pay for a new traffic signal at the south side of the M Street and Delaware intersection to ensure that there are no vehicle/bicycle conflicts as bikes cross over to the cycle track on the southern side of M Street.

One of the more prominent features of the Project is the Metro plaza, which facilitates connections with the NoMa-Gallaudet U. Metrorail Station. The plaza directly responds to this objective as it will facilitate a direct connection with the Metrorail Station, whereas, the community east of the railroad tracks is otherwise forced to use Florida Avenue for access.

**f. Employment and training opportunities (§ 2403.9(e))**

According to Section 2403.9(e), "employment and training opportunities" are representative public benefits and project amenities. The Project will create several types of job opportunities, some temporary during the construction of the Project and others permanent in conjunction with the proposed uses. The Applicant is undertaking an economic analysis of the site to quantify the number of jobs the hotel, retail and residential uses will bring. It will supplement the record once the analysis is completed.

**g. Uses of Special Value (§ 2403.9(i))**

Section 2403.9(i) states that "uses of special value to the neighborhood or the District of Columbia as a whole" can be considered public benefits and project amenities of a PUD. The construction of 650 new households, a 200-room hotel, and new retail will result in the



generation of significant additional tax revenues in the form of property, income, and employment taxes for the District. In addition, these new uses will enliven the block and the neighborhood, and contribute to the “place-making” sought by the District for this neighborhood.

ii. *Public Benefits of the Project*

Sections 2403.12 and 2403.13 require the Applicant to show how the public benefits offered are superior in quality and quantity to typical development of the type proposed. The Applicant has addressed this issue in the text of the statement, particularly Section VI above. It is only as a result of the zoning change and additional height and density provided through the PUD process that the Applicant is able to construct such a well-designed project. Indeed, the existing zoning designation of the Property precludes residential use altogether, confirming that the proposed Project simply is not feasible but for the PUD process.

E. Environmental Analysis for Second Stage Application

i. *Water Demand*

The average daily demand for water from the Project is estimated to be approximately 132,309 gallons per day. This demand can be met by the existing District water system. The proposed connection for fire water supply will be made within the existing distribution system and will be coordinated with DC Water.

ii. *Sanitary Sewer Demand*

The average daily demand on the sanitary sewer system for the Project is estimated to be approximately 132,309 gallons per day. The proposed connection for the sanitary sewer line will be made with the existing distribution system and will be coordinated with DC Water.

iii. *Stormwater Management*

The Project will accommodate its stormwater run-off with a stormwater management system in compliance with standards set by the Department of Energy & Environment. The

proposed systems will be designed, constructed, and maintained in accordance with standards set by the Department of Energy & Environment.

iv. *Solid Waste Services*

Solid waste will be collected by a private company three times per week. All trash will be stored inside the Project in locations close to the loading area.

v. *Electrical Service*

Electricity for the Project will be provided by the Potomac Electric Power Company in accordance with its general terms and conditions of service. All electrical systems will be designed to comply with the District of Columbia Energy Code.

vi. *Energy Consumption*

The Project will be constructed in full compliance with Article 24 (Energy Conservation) of the District of Columbia Building Code. Conformance to code standards will minimize the amounts of energy needed for the heat, ventilation, hot water, electrical distribution and lighting systems contained in the buildings.

vii. *Erosion Control*

During excavation and construction, erosion on the project site will be controlled in accordance with District of Columbia law.

## **V. COMMUNITY OUTREACH**

The development team has engaged in discussions about the Project with many stakeholders. Over the past few months, the Applicant has met with both the Office of Planning and the District Department of Transportation to discuss its proposal. The Applicant also met with representatives of ANC 6C and it has presented the Project to the ANC's Planning, Zoning and Environment Committee. It will continue its dialogue with these entities, and others, as it progresses through the PUD process.

## VI. CONCLUSION

The Applicant submits that the Project complies with the requirements of Chapter 24 and related provisions of the Zoning Regulations applicable to Zoning Commission review and approval of Consolidated PUD and Related Map Amendment applications; complies with the 1910 Height of Buildings Act; is not inconsistent with the Comprehensive Plan; it will provide significant public benefits that would not be provided by matter-of-right development; and will enhance the health, welfare, safety, and convenience of the citizens of the District of Columbia. The Applicant's objective is to make this a project that is a credit to the community.

For the foregoing reasons, the Applicant submits that the Consolidated PUD and related Map Amendment application should be set down for a hearing by the Zoning Commission at its earliest convenience.

Respectfully submitted,  
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By:   
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