

EXHIBIT E
1109 CONGRESS STREET NE – PUD AND MAP AMENDMENT
CONSISTENCY WITH THE COMPREHENSIVE PLAN
AND NoMA VISION PLAN

LAND USE ELEMENT

***Policy LU-3.1.1: Conservation of Industrial Land** – Recognize the importance of industrial land to the economy of the District of Columbia, specifically its ability to support public works functions, and accommodate production, distribution, and repair (PDR) activities. Ensure that zoning regulations and land use decisions protect active and viable PDR land uses, while allowing compatible office and retail uses and development under standards established within CM- and M- zoning. Economic development programs should work to retain and permit such uses in the future.*

The proposed PUD promotes this land use policy through a commitment to provide PDR uses in the building. Approximately 3700 square feet of space will be devoted to PDR uses, which might include an urgent care center, a small neighborhood hardware and/or paint store, a package distribution center (i.e., FedEx), and possible relocation of certain function of Union Kitchen, which is located on the west side of Congress Street, N.E.

***Policy LU-3.1.3: Location of PDR Areas** – Accommodate Production, Distribution, and Repair (PDR) uses— including municipal public works facilities—in areas that are well buffered from residential uses (and other sensitive uses such as schools), easily accessed from major roads and railroads, and characterized by existing concentrations of PDR and industrial uses. Such areas are generally designated as “PDR” on the Comprehensive Plan’s Future Land Use Map.*

The proposed PUD uses have been carefully selected to focus on the retail component of such uses so that they will blend well with residential uses.

***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 proposed PUD is located in a land use change area on the Generalized Policy Map and is designated for both residential and PDR uses. As such, the Applicant is proposing the least intrusive type of PDR uses on the site in order to ensure compatibility with the residential uses contemplated for the upper floors. The PUD site is a small one located adjacent to a stable residential neighborhood across Third Street to the east, and thus its rezoning from C-M-1 to C-2-B through the PUD process is an appropriate mechanism to protect both PDR uses and nearby stable residential uses, in furtherance of this policy.

Policy LU-3.1.5: Mitigating Industrial Land Use Impacts – Mitigate the adverse impacts created by industrial uses through a variety of measures, including buffering, site planning and design, strict environmental controls, performance standards, and the use of a range of industrial zones that reflect the varying impacts of different kinds of industrial uses.

The proposed PUD will fulfill this policy goal by selecting low-impact PDR uses that will blend well with the surrounding neighborhood and meet the needs of residents all while preserving some PDR uses in the area.

Action LU-3.1.A: Industrial Zoning Use Changes – Provide a new zoning framework for industrial land, including: ...• Creating a Mixed Use district where residential, commercial, and lesser-impact PDR uses are permitted, thereby accommodating livework space, artisans and studios, and more intensive commercial uses.

The proposed PUD will also fulfill this action plan by selecting low-impact PDR uses that will blend well with the proposed residential uses in the building.

TRANSPORTATION ELEMENT

Action T-2.2.C: Bicycle and Car-Pool Parking Increase investment in bicycle parking and provide more visible parking for car-sharing operations at Metrorail stations, key bus transit stops, and future streetcar stations.

The proposed PUD promotes this transportation action goal by providing almost twice the number of required bicycle parking spaces.

Action T-2.3.A: Bicycle Facilities Wherever feasible, require large new commercial and residential buildings to be designed with features such as secure bicycle parking and lockers, bike racks, shower facilities, and other amenities that accommodate bicycle users.

The PUD project will provide secure bicycle parking, lockers and bike racks in two different locations in the building. The main bike storage room with 22 spaces will be located just north of the residential lobby with secure access from Congress Street. A second storage area in the garage will provide another 20 bike spaces.

Policy T-2.4.1: Pedestrian Network Develop, maintain, and improve pedestrian facilities. Improve the city's sidewalk system to form a network that links residents across the city.

Action T-2.4.B: Sidewalks Install sidewalks on all major streets throughout the District where there are missing links to improve pedestrian safety, access, and connectivity. Continue to monitor the sidewalk network for needed improvements. Consult with ANC's and community organizations as plans for sidewalk construction are developed. All sidewalks shall be constructed in conformance with the American with Disabilities Act Accessibility Guidelines.

In fulfillment of this goal and action item, the Applicant will undertake streetscape improvements to Congress Street to make it more inviting to pedestrians. New lighting, paving and greenery will help create a unique character to this narrow roadway that has historically functioned more as an alley than a street. It is envisioned to have an urbane, industrial and yet residential quality to it.

HOUSING ELEMENT

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.

As a private developer, the Applicant will help meet this housing goal by providing new housing at a location specifically designated for residential and PDR uses.

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 PUD site is located in the Central Washington area and will provide new medium-density housing on an underutilized site, in fulfillment of this housing goal. It will mix residential uses with PDR retail/service uses, thereby contributing to the vibrancy of this segment the area.

CENTRAL WASHINGTON AREA

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.

The proposed PUD will help achieve this goal by providing a mixed-use building that includes residential and PDR uses. The project will include affordable housing, ensuring that a range of households are served in this segment of the NoMA neighborhood.

Policy CW-2.8.2: East of the Tracks and Eckington Place Transition Areas – Create a production/arts and live-work, mixed-use area east of the CSX railroad tracks between H Street NE and Florida Avenue NE, and in the area east of Eckington Place and north of New York

Avenue. Some of this area is shown as “Mixed Use Production Distribution Repair/Residential” areas on the Future Land Use Map. The intent of this designation is not to blend industrial uses with housing, but rather to retain viable industrial activities until market conditions support their conversion to live-/work space, housing, artists’ studios, and similar uses. Mixed use squares in the NoMA area have unique characteristics that allow for a balance of industrial, residential, and office uses. The industrial striping on the Future Land Use Map anticipates some office use. These two areas should generally not be developed with as large-scale commercial office buildings areas. Mixed use development, including housing, should be encouraged in both locations.

As described in this policy, the PUD site is shown as “mixed use production distribution repair/residential uses” on the Future Land Use Map. In order to accommodate these seemingly conflicting uses, the Applicant proposes to provide low-impact PDR retail/service uses in the base podium of the building with residential units above. In so doing, the project accomplishes the balance of industrial and residential uses described in this policy, without resorting to large-scale commercial development on the site.

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 PUD project satisfies this NoMA goal by emphasizing walking and cycling to transit locations. The building provides over 40 bike spaces for residents and visitors, and the public realm on Congress Street will be improved to enhance the pedestrian experience. The site is located 0.2 miles from the NoMA-Gallaudet Metrorail Station and on along several key bus lines.

Policy CW-2.8.5: NoMA Architectural Design — *Establish a unique architectural and design identity for NoMA, based in part on the area’s heritage as an industrial area. This identity should preserve, renovate, and adaptively reuse NoMA’s important historic buildings.*

The project architect for the PUD has designed a building that skillfully blends a contemporary residential vocabulary with an Art Deco idiom that is reflective of the unique character of the NoMA’s industrial heritage. The Congress Street façade is punctuated with a regular pattern of windows, with the verticality of the building emphasized with vertical brick piers not unlike the Woodies Warehouse just west of the railroad tracks. The curved vertical façade of the L Street elevation pays subtle homage to the barrel vaulted-roof of the landmark Uline Arena immediately to the north. Like the

surrounding light industrial buildings in the immediate vicinity, including Uline, the new residential project is clad in brick but injects modern references through its use of metal panels and glass.

NoMA SMALL AREA PLAN

Mixed-Use District with Creative Industries: Uline Arena & Plaza as Neighborhood Anchor – An area around Uline Arena is designated for change from industrial zoning to a unique mix of residential and creative uses in older existing and new infill buildings, providing a graceful transition between the Florida Avenue Market and existing residential areas.

The proposed PUD is located in a designated change area that will provide a unique mix of residential and low-impact PDR uses in a new infill building that will provide a graceful transition between the Florida Avenue Market and existing residential areas. Residents of this new project could help support the vision for a live-work district that takes advantage of proximity to the Metrorail Station. Located adjacent to the railroad tracks, the project will achieve higher density as envisioned in the NoMA Vision development guidelines, while transitioning down to the smaller scale rowhouses to the east.

East of the Tracks: East of the tracks, there is an opportunity to reinforce the residential character of the nearby neighborhoods with a continuation of a primarily residential development, with neighborhood-serving retail, thus avoiding large scale office developments and destination retail that draws incompatible traffic onto quieter streets. (Section 3.7).

The proposed project is located east of the tracks and will reinforce the residential character of the nearby neighborhood by providing approximately 60,000 square feet of new market-rate and affordable housing in the NoMA community. Only a small portion of the project – approximately 3700 square feet – will be devoted to low-impact PDR uses, thereby respecting the residential quality of the NoMA neighborhood east of the tracks.

A Diverse Mix of Housing: NoMA offers the opportunity for a mix of residential housing types, including rental apartments and condominiums, townhouses, townhouse/duplex units embedded in the bases of larger buildings, studio, and live-work units. A mixture of types accommodates various household sizes and configurations, a range of income levels, and makes it possible for residents to relocate within their own neighborhood when necessary, including elderly homeowners who want to downsize....

The proposed PUD will provide multi-family units to a neighborhood east of the tracks predominated by single-family rowhouses, thereby added to a diverse mix of housing in support of the NoMA Vision Plan. Both market-rate and affordable units will be incorporated into the project, ensuring that a range of households is served by the new development.

Increasing Walking, Biking and Transit Usage. NoMA offers a mix of transportation options. Opportunities for improved transit access, biking, walking, and automobile movements can all be strengthened....

The proposed PUD takes advantage of its proximity to Metrorail and promotes walking, biking and transit usage through several mechanisms. First, it provides ample bike storage for residents and visitors. Second, it will provide transit subsidies to first-time residents/tenants of the building to ensure transit over private vehicle usage. The public realm along Congress Street will be enhanced to create a safe, attractive and inviting pedestrian experience to encourage walking and biking.

Identity and Building Design – Design to a new standard of urban design, architecture, and high-quality materials that create a lasting competitive identity. The character, image, and marketability of NoMA will be shaped by its architecture....Employing the best contemporary design and the latest environmentally sustainable building technologies; highlighting NoMA’s historic resources; emphasizing pedestrian experience, detail, and the design and maintenance of public space; this approach will provide a humane, memorable, and lasting place.

Create Identity & Market Strength through Innovative, Contemporary Architecture. Architecture is a means for crafting a strong competitive identity for a district, a district with qualities and characteristics that do not exist elsewhere in the regional marketplace. Design decisions made with “neighborhood-building” in mind suggest a kind of architecture that goes beyond incremental block-by-block developments to carry out multi-block concepts, such as high-performance building design, green roofs, and many other concepts laid out in this vision and development strategy....

As noted above, the design of the new PUD is an infill development inspired by the area’s industrial heritage through a use of historic brick materials and mixed modern metal and glass panels, to create a contemporary architectural statement. The curved wall of the L Street façade evokes the barrel-vaulted roof of the Uline Arena, creating a comfortable sense of place along Congress Street and reinforcing the dominant feature of the nearby landmark.

Ground Floor Design Excellence. Excellent ground floor design will contribute to NoMA’s success in attracting sustainable concentrations of retail and neighborhood services and realizing the safe, walkable streets that will attract office and residential tenants. Maximizing the street presence and viability of retail will allow NoMA to attract local and national retailers....

The street elevations of the PUD project have been attractively designed for low-impact PDR retail/service uses. The 10-foot grade differential on the site allows for ample exposure of these ground floor uses, creating a pedestrian-friendly retail environment.

Environment & Sustainability. Address sustainability with high performance building design and environmentally friendly planning and construction methods.... Of particular relevance to the NoMA neighborhood, given its lack of parks, open space and planted areas, is the reduction of the “heat island” effect caused by solar build-up in urban areas and the reduction of excessive stormwater runoff. Such approaches work best when several buildings in an area use similar techniques, creating an combined benefit for the neighborhood.

The PUD project has been designed to achieve a LEED-Gold rating and includes many environmentally sustainable features, including water-efficient landscaping, measures to reduce of heat-island effect, stormwater management elements, a green roof to lower energy cost and reduce impervious surface runoff, and other sustainable construction practices.