

# EXHIBIT E

**NoMA**

***VISION PLAN AND  
DEVELOPMENT STRATEGY***

**WOWV**

NORTH of MASSACHUSETTS AVENUE



## Transition Area A: East NoMA Neighborhood

*An eclectic mix of the new and old, and a carefully designed transition between high and low buildings*



(orange w/ purple border on Recommended NoMA Character Areas map, page 5.7)

Boundaries: Any C-2-A and C-2-B zoned area, east of the tracks, that borders an R-4 zone; and the C-M-1 zone east of the tracks between I and K Streets.

### VISION

- A residential neighborhood with neighborhood-oriented retail. The scale is larger near the tracks and H Street and tapers-down towards the existing neighborhood fabric.
- Residential projects should include small scale retail to support residents.
- Encourage creative, adaptive re-use of historic structures with special consideration for structures currently pending historic designation.
- Ensure that additions or alterations maintain historic integrity of structures.
- Further relate to scale of adjacent residential neighborhoods with human-scaled architectural and streetscape elements.
- New architecture should be comfortable with adjacent neighborhoods, without resorting to false historic elements. Contemporary architecture should be encouraged as long as scale transitions and related architectural elements provide continuity and visual interest.

### DESIRED LAND USE MIX

#### OFFICE /RESIDENTIAL GOALS:

- Moderate to medium densities.
- Residential/neighborhood-serving retail mix.

#### RETAIL GOALS:

- Limited neighborhood-serving retail recommended: smaller scale uses such as restaurants, coffee shops, dry cleaners, etc.
- Emphasize fine-grained street grid with strong residential character (multiple individual entrances) on east-west streets.
- Essentially no office uses (office allowed only as an accessory use).

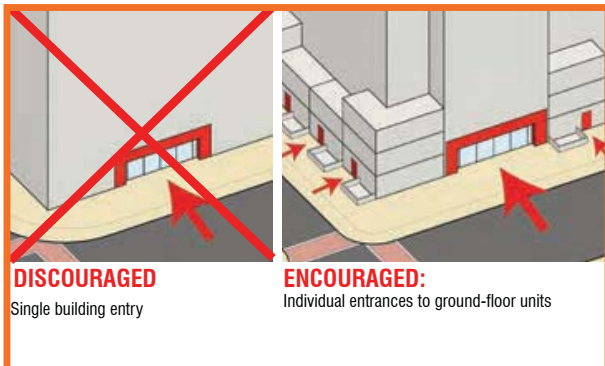
### INFRASTRUCTURE, TRANSPORTATION, ENVIRONMENT & OPEN SPACE

- Proceed with the next step in planning: a Conceptual Public Realm Plan, comprising streets, open spaces, transit hubs, landscape guidelines, etc.
- Work with DDOT to develop a Pedestrian Plan for the area
- Discourage truck and commuter traffic flow through neighborhood 'short-cuts'.
- Neighborhood traffic calming, including discouragement of Florida Avenue Market truck traffic, construction traffic, and other neighborhood cut-throughs along 3rd Street.
- Metropolitan Branch Trail amenities and upgrades for at-grade segments east of the tracks).
- Engage DC Commission on the Arts and Humanities to pursue and fund artist/underpass projects.

### BUILDING DESIGN

- Encourage residential townhouses embedded in base of larger buildings.
- Develop height and massing criteria for all new infill structures with proximity to existing neighborhood rowhouse fabric.
- Height limits on new PUD development or any development requesting zoning changes or relief should step down close to existing rowhouse fabric; and may step up towards the railroad tracks.
- See Scale Transition Diagram below.

### INDIVIDUAL RESIDENTIAL ENTRANCES



**DISCOURAGED:**  
Single building entry

**ENCOURAGED:**  
Individual entrances to ground-floor units

### CREATIVE FACADE COMPOSITION



- ENCOURAGED:**
- Break facade repetition both vertically and horizontally
  - Variety of window types and scale
  - Changes in material
  - Recess lines
  - Roof gardens
  - Expression of building openings
  - Bay windows
  - Balconies
  - Overhangs
  - Screens
  - Low garden walls