The Ultimate Development

"Meeting Community Needs"

ZONING COMMISSION
CASE No. 01-28
EXHIBIT No. 77

- ❑ Day Care
- ❑ Landscaped Public Plaza in an Urban Setting
- ❑ Green Roof
- ❑ Retail Shops
- ❑ Large Parking Ratio (1:1 vs. 1:3 per code)
- ❑ Metro Station 800 Feet From Complex
- ❑ Improves and Modernizes the Neighborhood
- ❑ Construction to Begin in 12 Months

ZONING COMMISSION
District of Columbia
CASE NO.01-28
EXHIBIT NO.77

History of Project

- Previously Approved PUD
- Two Thirds Office
- One Third Residential
- Lowered 3rd Street Building Height From 15 Stories to 7 and 10 Stories in Response to Community Input
- Metro Now Available Within 800 Feet
- Large Parking Ratio (1:2 in 1995 PUD, now increased to 1:1)

Cohesive Urban Plan

- Each Element of the Plan Complements the Other
- Height Allows Creation of a Secure Community Plaza With Landscaped Garden Areas
- Density Allows a Larger Ratio of Affordable Housing
- Largest Percentage of Affordable Housing Offered in District of Columbia
- Plan Allows Unique Residential Life Style in an Urban Setting

Economic & Fiscal Impact Evaluation
Union Place PUD – 200 K Street NE

Methodology

- Utilized readily accepted methodology and procedures
- Impacts are quantified for construction period and at build out
- Figures presented in constant 2005 dollars to exclude inflationary impacts
- Only direct fiscal impacts are utilized
- In addition, other economic impacts (jobs, payroll) direct and indirect were examined utilizing Bureau of Economic Analysis (BEA) Econometric RIMS II model

Site Development Assumptions & Phasing

	Gross Square Feet (GSF)	No. of Units	No. of Parking Spaces
PHASE I			
Residential – Market	166,552	174	
Residential – Affordable	26,664	28	
Subtotal	193,216	202	
Retail	3,217		
Parking	54,870		177
Subtotal	**251,303**	**202**	**177**
PHASE II			
Residential – Market	544,118	450	
Residential – Affordable	54,472	50	
Subtotal	598,590	500	
Retail	9,000		
Daycare Center	3,000		
Parking	163,680		528
Subtotal	**774,270**	**500**	**528**
TOTAL	**1,025,573**	**702**	**705**

Estimated Fiscal and Economic Impact
Union Place PUD

Construction Period (2005 Dollars)

Economic Impact	Phase I	Phase II	Total
DIRECT			
Jobs (FTE)	190	463	**653**
Payroll	$8.3 million	$20.3 million	**$28.6 million**
Material Purchases (regional)	$14.3 million	$34.8 million	**$49.1 million**
Consumer Expenditures	$7.1 million	$17.4 million	**$24.5 million**
INDIRECT			
Jobs (FTE)	161	391	**552**
Payroll	$6.2 million	$15 million	**$21.2 million**

Estimated Fiscal and Economic Impact
Union Place PUD

Construction Period (2005 Dollars)

Fiscal Impact to District	Phase I	Phase II	Total
Income Tax	$382,000	$1.6 million	**$2 million**
Direct Sales Tax	$82,000	$348,000	**$430,000**
Indirect Sales Tax	$123,000	$300,000	**$423,000**
Building Permit Fees	$83,000	$255,000	**$338,000**
TOTAL	**$671,000**	**$2.5 million**	**$3.1 million**

Estimated Fiscal and Economic Impact
Union Place PUD

Annual Operations at Build Out
(2005 Dollars)

Economic Impact	Phase I	Phase II	Total
DIRECT			
Jobs (FTE)	22	49	**71**
Households	202	500	**702**
Payroll	$574,000	$1.1 million	**1.7 million**
Household Earnings	$29.4 million	$91.8 million	**121.2 million**
Consumer Expenditures	$25.4 million	$79.4 million	**104.8 million**
Retail Sales (on-site)	$2.1 million	$6 million	**$8.1 million**
INDIRECT			
Jobs (FTE)	319	1,255	**1,574**
Payroll	$7.7 million	$23.7 million	**31.4 million**
Retail Sales (off-site in District locations)	$12.7 million	$39.8 million	**$52.5 million**

Estimated Fiscal and Economic Impact
Union Place PUD

Annual Operations at Build Out
(2005 Dollars)

Annual Fiscal Impact to District	Phase I	Phase II	Total
Income Tax	$2 million	$6.4 million	**$8.4 million**
Real Property Tax	$1 million	$3 million	**$4 million**
Direct Sales Tax (on-site)	$168,000	$471,000	**$640,000**
Indirect Sales Tax (off-site in District)	$842,000	$2.6 million	**$3.5 million**
Corporate Franchise Tax	$2,000	$6,000	**$8,000**
Personal Property Tax	$3,000	$9,000	**$12,000**
Total	**$4.1 million**	**$12.5 million**	**$16.6 million**

Summary

- Impacts at build out will continue on a sustained annual basis and will likely increase in real dollars (i.e. above inflation)
- Phase I is estimated to provide 177 residential units (households) with a total household income of $29.4 million
- Phase II is estimated to provide 500 residential units (households) with a household income of more than $91.8 million

Summary

- Phase I Direct District Tax Revenues:
  $4.1 million annually
- Phase II Direct District Tax Revenues:
  $12.5 million
- Total projected Tax Revenue on an annual basis:
  $16.6 million
- Phase I and II will also create additional spin-off economic and fiscal benefits (new jobs and additional tax revenue)

SITE LOCATION

- SITE BOUNDED BY 2ND, K, 3RD, & L STREETS NE
- INCLUDES ALL OF SQUARE 749 EXCEPT 3 LOTS AT THE NORTHEAST CORNER
- RAILROAD OVERPASS BORDERS THE SITE ON THE WEST
- INDUSTRIAL BUILDINGS & THE OLD ULINE ARENA ARE IN THE ADJACENT BLOCKS TO THE NORTH
- A VACANT LOT IS IN THE ADJACENT BLOCK TO THE EAST
- ROWHOUSES ON A HIGH SLOPE ARE IN THE ADJACENT BLOCK OF K STREET TO THE SOUTH



PHASE I – CONSOLIDATED P.U.D.

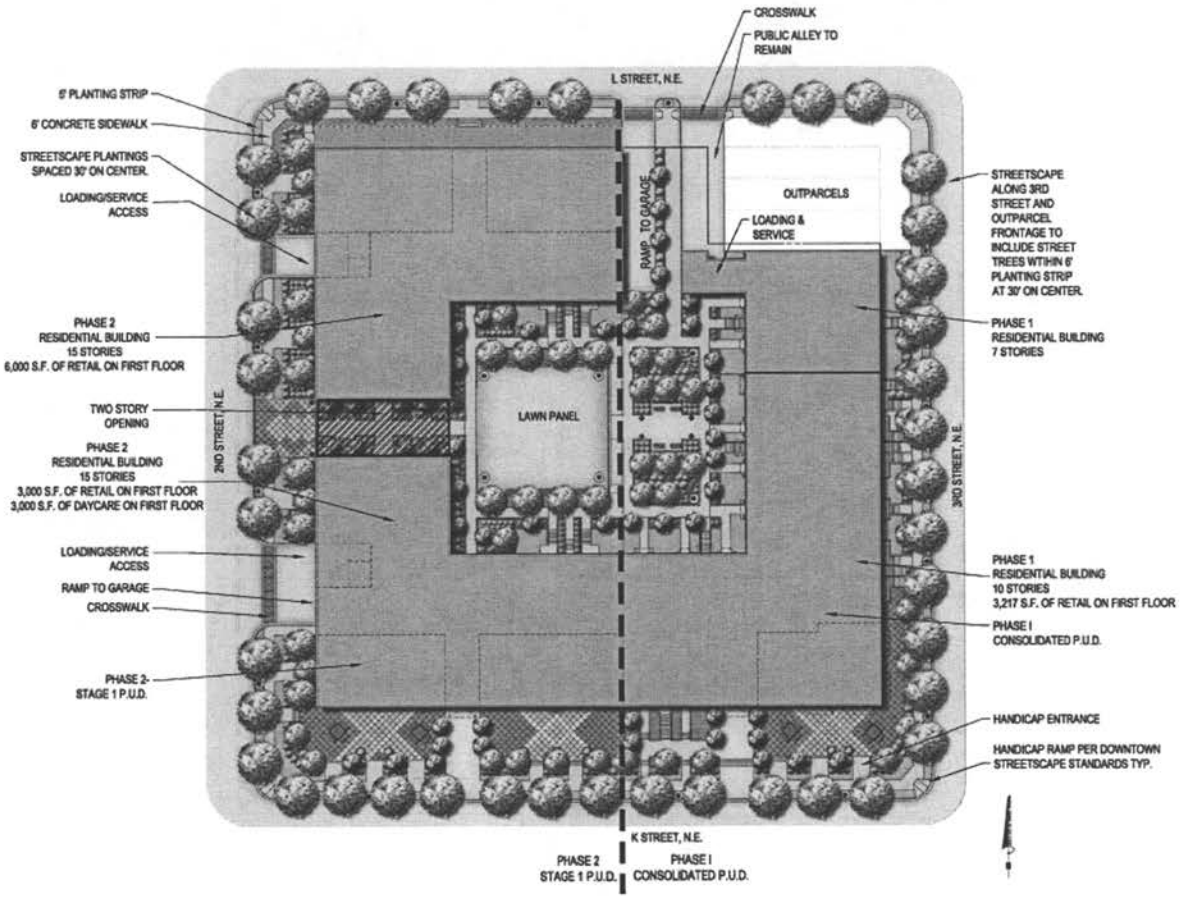
- 10 STORY RESIDENTIAL BUILDING WITH 7 STORY STEPDOWN

- ENTRANCE ON K STREET

PHASE II – STAGE I P.U.D.

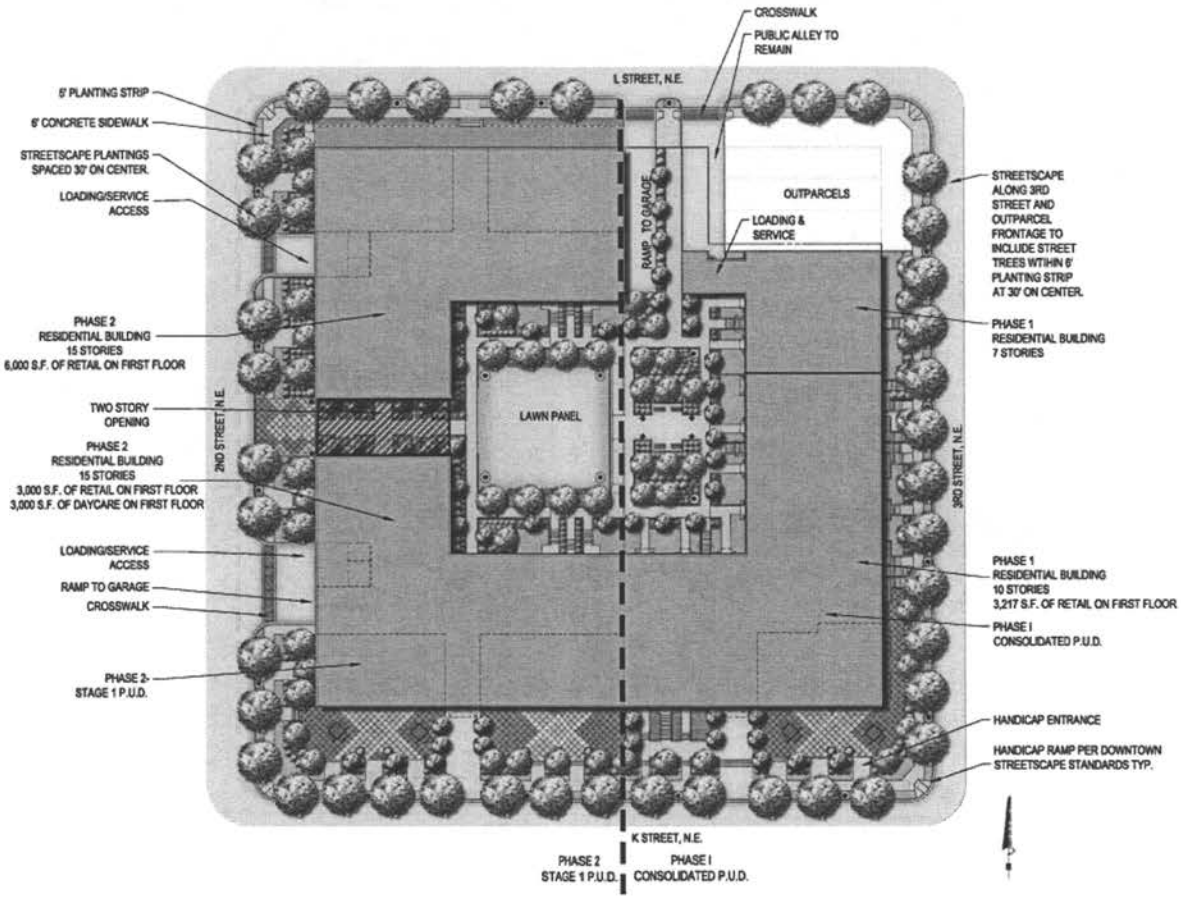
- 15 STORY RESIDENTIAL BUILDING

- ENTRANCE ON K STREET



PHASE I & II DESIGNED AS ONE COMPLEX TO PROVIDE THE FOLLOWING:

- GENEROUS PARKING RATIO (1:1)
- LANDSCAPED INTERNAL COURTYARD
- CONTINUOUS STREETSCAPES ON ALL SIDES
- DOUBLE HEIGHT PEDESTRIAN WALKWAY FROM 2ND STREET TO COURTYARD
- CLEAR SEPARATION OF VEHICULAR AND PEDESTRIAN ACCESS
- RETAIL AND DAYCARE AMMENITIES ALONG K & L STREETS
- ACCESSIBILITY TO ALL UNITS WITH ELEVATORS AND RAMPS







PHASE I & II DESIGNED AS A COHESIVE RESIDENTIAL COMPLEX…

PHASE I & II:

•SECURE AND CLEARLY IDENTIFIABLE ENTRANCES ON K STREET

•USE OF AESTHETICALLY PLEASING AND DURABLE MATERIALS

•BUILDING HEIGHTS RESPOND TO PLANNING AND ZONING REQUIREMENTS

•REDUCTION OF PHASE I BUILDING TO 90' FROM 130' APPROVED IN 1995 ORDER

•ELEVATIONS INCORPORATE SETBACKS IN THE FAÇADE, BAY WINDOWS, BALCONIES, CHANGES IN MATERIALS, AND CORNICES

•FACADES DESIGNED TO RESPOND TO THE EXISTING RESIDENTIAL FABRIC ALONG K & 3rd STREETS





1ST THRU 3RD FLOORS

4TH THRU 8TH FLOORS

9TH & 10th FLOORS

BUILDING SETBACKS – PHASE I

SETBACK FROM 3RD TO 4TH FLOOR: 4 FEET WHERE LIGHTER COLOR BRICK MEETS 3RD FLOOR. HEAVY CORNICE LINE AT 3RD/4TH

SETBACK FROM 8TH TO 9TH FLOOR: 4 FEET

SETBACK WHERE BUILDING STEPS DOWN FROM 10 TO 7 FLOORS: 71 FEET

BALCONY SETBACKS: 1 FOOT/6 INCHES, FLOORS 4 THRU 8 (Balconies project 4 feet beyond face)
3 FEET/6 INCHES, FLOORS 9 & 10

BUILDING SETBACKS – PHASE II

COMPARABLE TO PHASE I

Public Benefits:
(10,000+ Sq. ft. Green Roof)

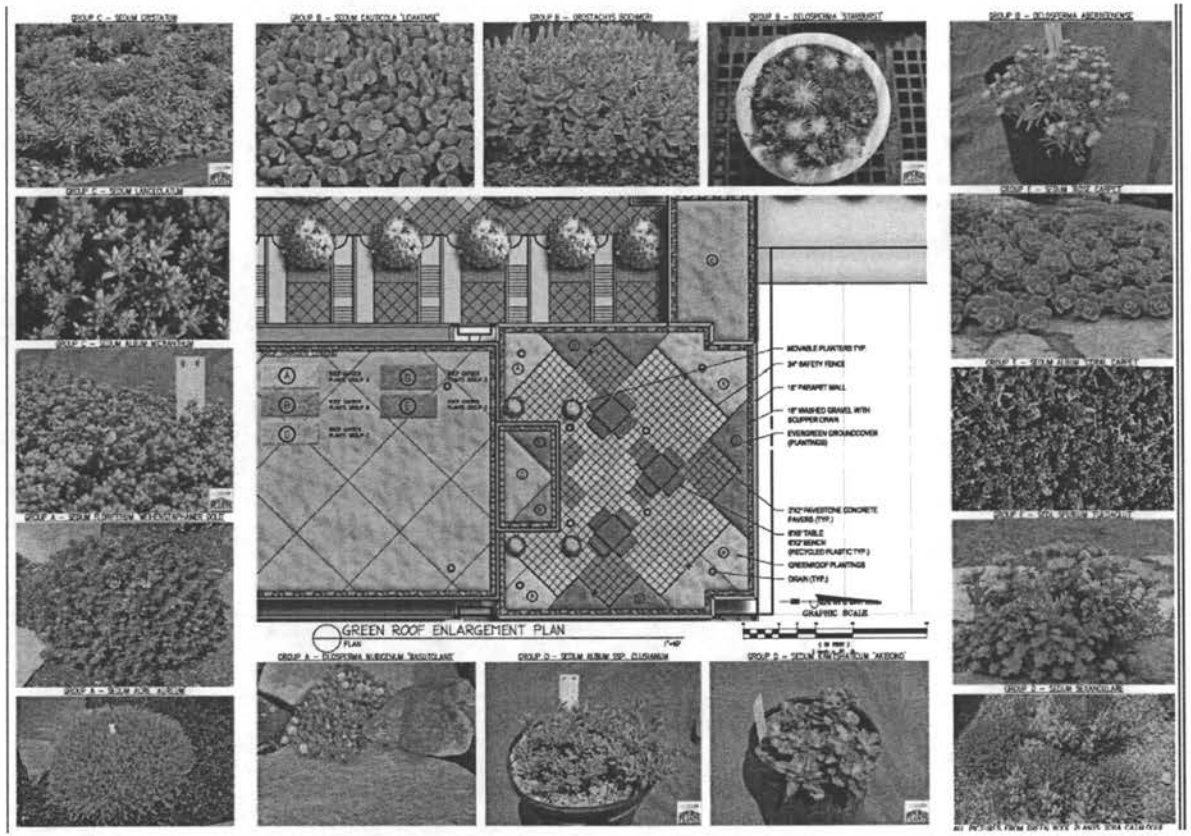
•**ALTERNATIVE STORMWATER MANAGEMENT PRACTICE.** THIS ROOF WILL STORE ABOUT 1,074 CU.FT. PER RAIN EVENT.

•**WATER QUALITY-** 70-80% OF THE RAINWATER WILL NEVER DISCHARGE DIRECTLY INTO THE STORM SEWER.

•**POLLUTION REDUCTION-** PLANTS FILTER OUT AIRBOURNE AND WATER CONTAMINATES SUCH AS SMOG, ACID RAIN, GROUND LEVEL OZONE.

•**REDUCES THE "HEAT ISLAND EFFECT,** CAN LOWER ADJACENT TEMPERATURES SIGNIFICANTLY AND HELPS TO REDUCE ENERGY COSTS.

•**ROOFTOP AMENITY-** TERRACE IS AESTHETICALLY PLEASING AND WELL DESIGNED.

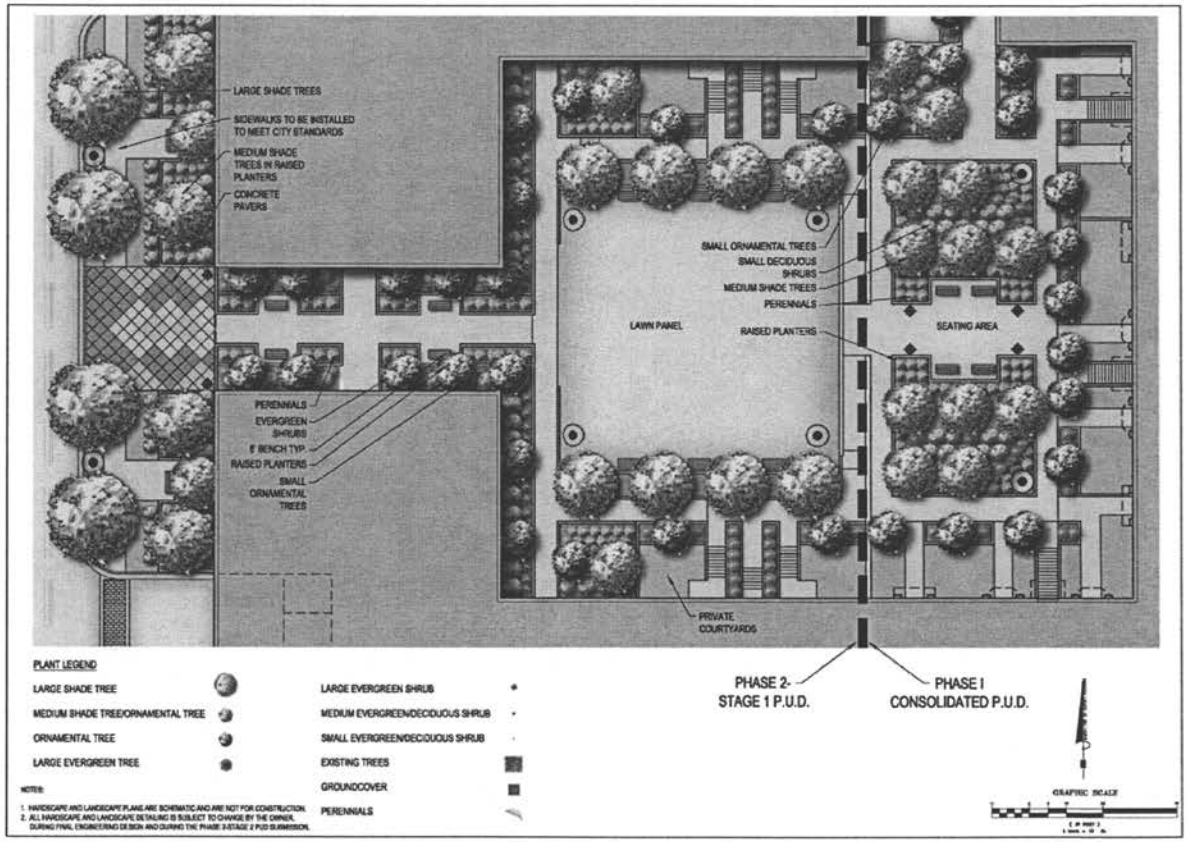


Public Benefits: (20,000+ Sq. ft. Central Plaza/Pocket Park)

• DESIGNED WITH **CPTED (CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN)** PRINCIPLES IN MIND. SAFE, SECURE, PROPERLY MAINTAINED

•**PASSIVE RECREATION USES-** PLENTY OF DIFFERENT SEATING OPPORTUNITIES, NICE SITE FURNISHINGS, AND VARIETY OF PLANTINGS.

•**STREETSCAPE BEAUTIFICATION-** ATTRACTIVE WIDE SIDEWALKS AND PLANTING STRIPS, WELL LIT AND AN OVERALL SAFE PEDESTRIAN EXPERIENCE.

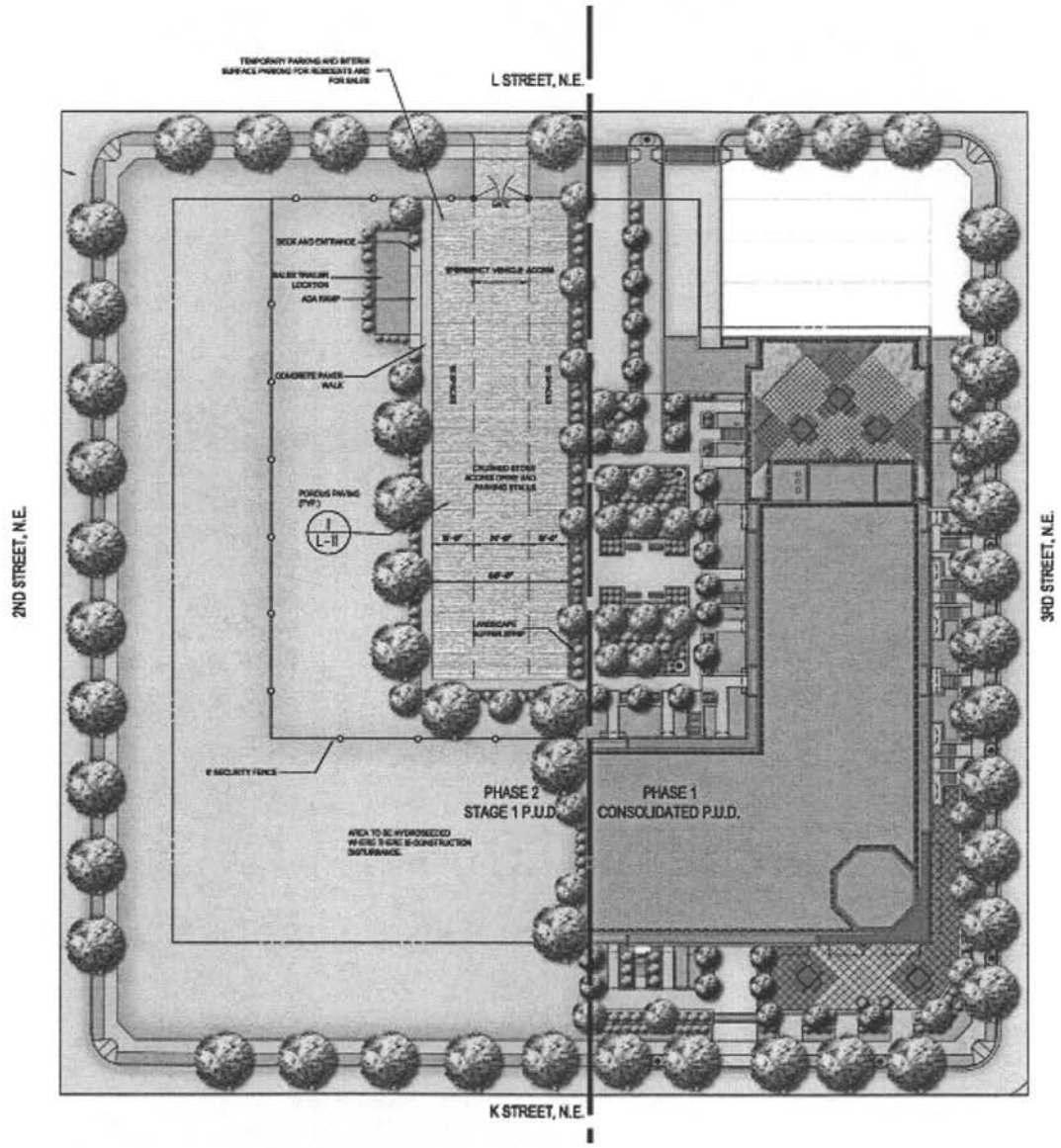


Public Benefits:
(Interim Landscape Plan)

• **<u>INCREASED OFFSTREET SURFACE PARKING-</u>** ADDITIONAL SPACES FOR VISITORS, GUESTS, RESIDENTS, AND SALES TRAILER. TEMPORARY UNTIL PHASE 2 UNDERGROUND PARKING COMES ON LINE. REDUCE CONGESTION AND COMPETITION FOR STREET PARKING.

•**<u>POROUS PAVING-</u>** CRUSHED GRAVEL PRODUCT USED IN PARKING LOT IS A LOW IMPACT DEVELOPMENT TECHNIQUE TO ALLOW FOR RAIN RUNOFF TO FILTER INTO THE GROUND.

•**<u>ADDITIONAL LANDSCAPING-</u>** SAFE AND LUSH ENVIRONMENT TO HELP SCREEN SURFACE PARKING.



TRIP GENERATION FOR UNION PLACE

	MORNING PEAK HOUR			EVENING PEAK HOUR		
	IN	OUT	TOTAL	IN	OUT	TOTAL
Union Place						
High Rise Condo Units (ITE-232, Units)						
418 units	28	122	150	98	60	158
General Office (ksf, ITE-710)						
303,602 sq.ft.	401	55	456	71	348	419
Shopping Center (ksf, ITE-820)						
19,217 sq.ft.	12	8	20	35	37	72
Pass-by Trips	-6	-4	-10	-21	-22	-43
New Trips	6	4	10	14	15	29
Total	**435**	**181**	**616**	**183**	**423**	**606**
Union Place (New Plan)						
High Rise Condo Units (ITE-232, Units)						
500 units	33	141	174	115	70	185
High Rise Condo Units (ITE-232, Units)						
202 units	17	70	87	52	32	84
Shopping Center (ksf, ITE-820)						
17,497 sq.ft.	11	7	18	32	34	66
Pass-by Trips	-6	-4	-10	-19	-20	-39
New Trips	5	3	8	13	14	27
Total	**55**	**214**	**269**	**180**	**116**	**296**
Difference	**-380**	**33**	**-347**	**-3**	**-307**	**-310**

The Traffic Group

Note: Trips Generation Rates obtained from ITE Trip Generation, 7th Edition.

TRIP GENERATION COMPARISON FOR UNION PLACE

Zoning Relief & Comprehensive Plan

- Total site area – 101,082 s.f.
- Current zoning – C-2-B for 26,805 s.f.
  C-M-3 for 74,277 s.f.
- Zoning requested -- No change in C-2-B
  Rezone C-M-3 to C-3-C

PUD Standards

- In C-2-B, PUD Standards allow maximum height of 90 feet, maximum FAR of 6.0.
- In C-3-C, PUD Standards allow maximum height of 130 feet, maximum FAR of 8.0.
- Sec. 2405.3 allows ZC to authorize FAR 5% above the maximum if "essential to successful functioning" of the project and consistent with PUD process.
- Relief requested: 90-foot height in C-2-B
  130-foot height in C-3-C
  Total 8.4 FAR

The 1995 ZC Order

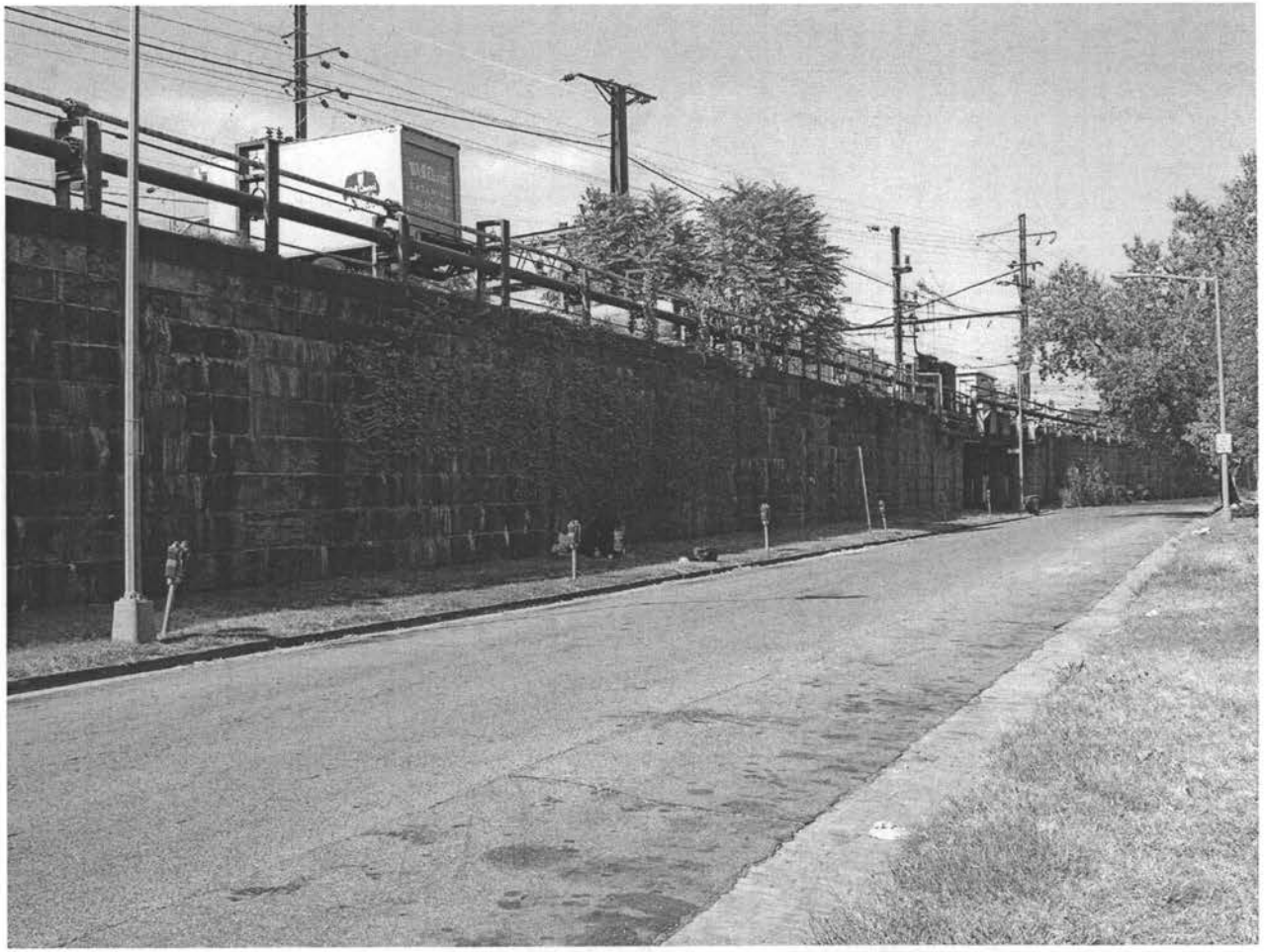
- Approved rezoning the entire site to C-3-C.

- Approved 130-foot maximum height for both buildings, with appropriate setbacks.

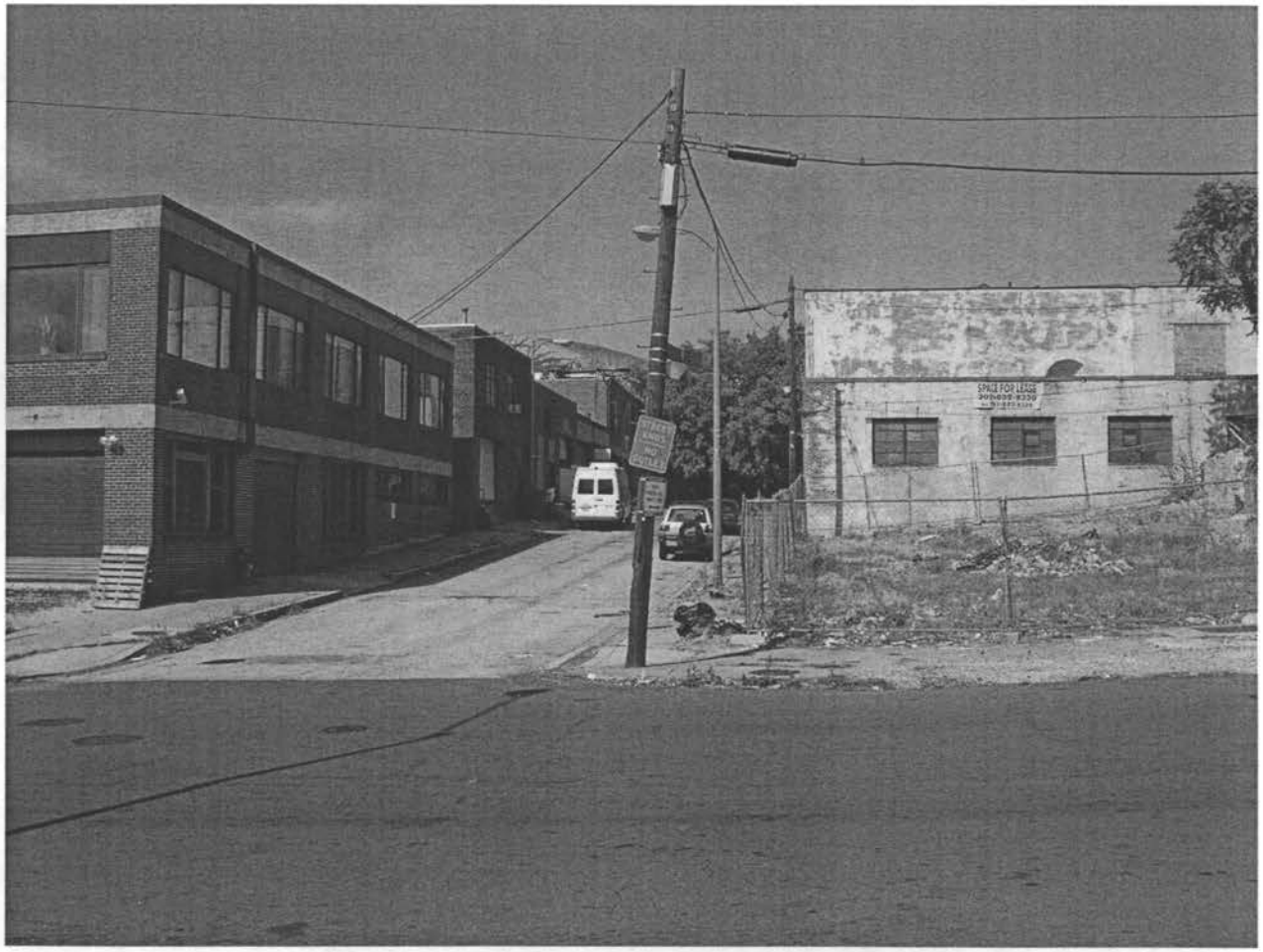
- Approved 8.0 FAR.

Compatibility With The Area

To the west of the site, railroad property is zoned C-M-3.



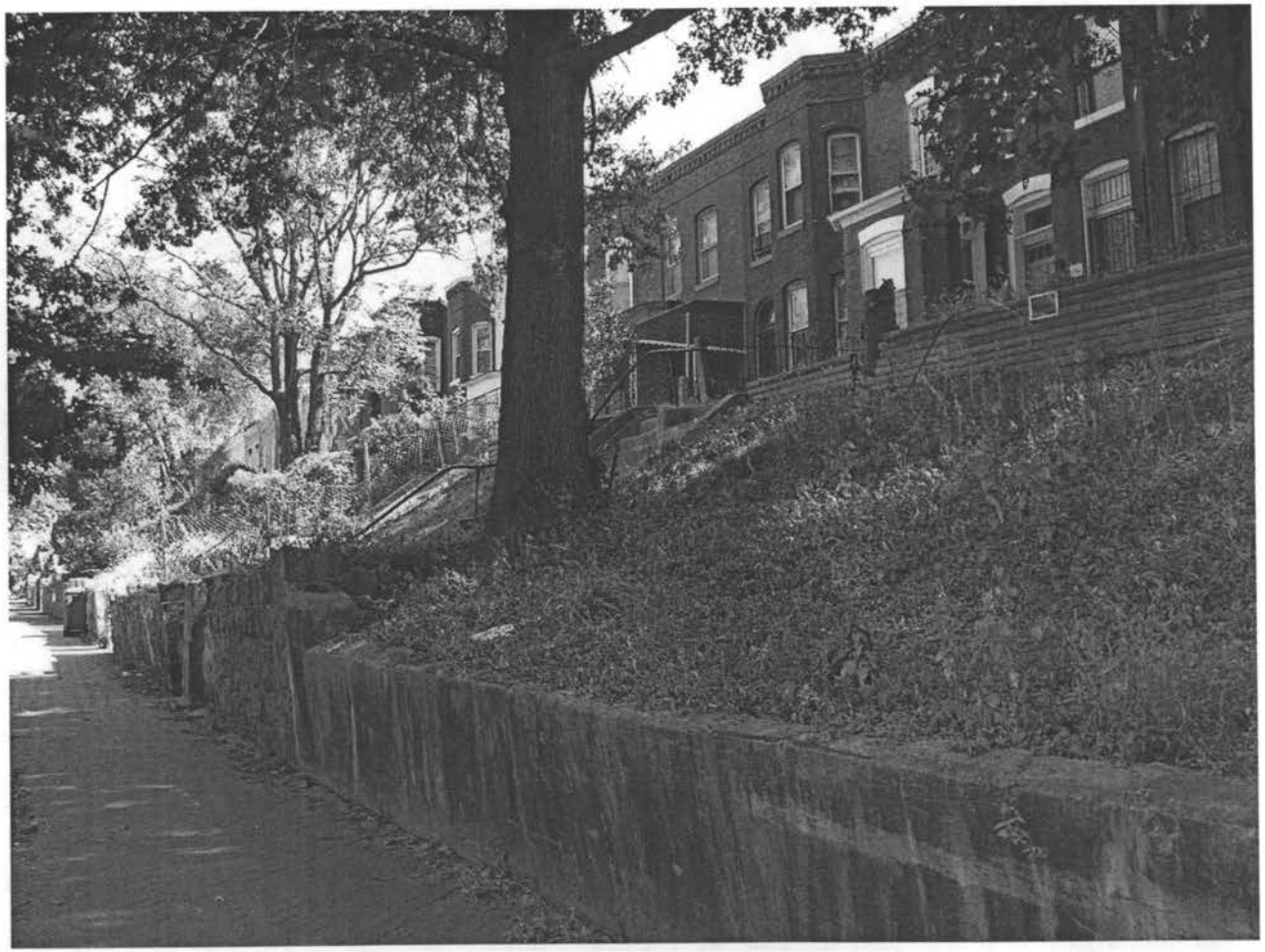
To the north of the site, industrial zoning extends all the way to Rhode Island Avenue.



To the east of the site, 3rd Street from just north of L Street extending south almost to I Street is zoned C-2-B. The 3rd Street portion across from the PUD site is a vacant lot.



To the south, K Street between 2nd and 3rd is zoned C-2-B and is presently occupied by rowhouses atop a high hill.



Consistency With The Ward 6 Comp Plan

- Protects neighborhoods adjacent to Union Station from commercial encroachment by creating a new residential community in a buffer zone.
- Provides substantial private investment in housing.
- Replaces vacant residential properties with new residential property, rather than converting to commercial/office use.
- Expands the city's supply of affordable housing for low-income families.

Consistency With Other City Policies

PUD Site is in the NoMa redevelopment area, shown on this OP map.

