ZONING COMMISSION
District of Columbia
CASE NO.02-05
EXHIBIT NO.16B2

# VI. EAST CAPITOL COMMUNITY BUILDING

**Project Description**

The East Capitol Community Building is a significant element of the New East Capitol development project. The facility will accommodate a flexible utilization with multi generational potential. The building and its attendant on site uses will be constructed on a strategically selected one-acre site along the western boundary of the new East Capitol project.

**Site and Environs**

The Community Building will be located at the southeast corner of the intersection of East Capitol Street and 56th Place. Directly across East Capitol Street is a junior high school and across 56th Place, to the west, is an elementary school. Both facilities will remain to become part of the newly unfolding fabric generated by the New East Capitol Development.

**Zoning and Street Alignment**

The project site is currently zoned R-2 and primarily surrounded by residential and attendant uses that do not contribute to an optimum quality of life for the occupants, a circumstance the new East Capitol Development Plan will rectify. Changes in the existing street network will be necessary to extend 57th Place across East Capitol to the south and create a new east-west street to the south, resulting in a parcel for the Community Building with roadways on all four sides.

**Program**

The Community Building proposed uses are multifaceted. The facility will provide the space needs for:

- Community Meetings
- Recreation / Entertaining
- Training and Outreach Programs, and
- Child Care and Development.

**Design Concept**

The architectural design objective is to generate an attractive built-form for the Community Building that will make a noticeable visual statement as the initial element of the New East Capitol Development as one approaches from the west along East Capitol Street and to create a harmony of form, color and textures with the overall new developmental fabric.

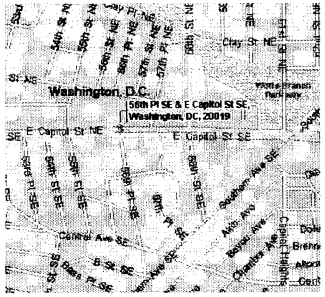
The building is one story with lot coverage of 32 percent. Pedestrian access to the building is via a North (secondary) entrance and a South (primary) entrance, both arriving at a central building point of control in the main lobby. A separate entry from the South accesses the child care center east wing of the building. Automobile drop-off for all building functions is on the south side and 33 parking spaces are allocated there. Up to 45 spaces are provided with the inclusion of adjacent on-street spaces. The building service entrance is located at the northeast edge of the site near the newly proposed extension of 57th Place and is artfully landscaped to minimize its visibility. The color palate will have a brick compatibility with finish-textured variations. Metal windows or other visible metal in accent color and masonry units with attention to scale detailing will be provided. Introduction of octagonal elements to appropriately profile building spaces, where logical, will introduce visual impact interest in an otherwise very horizontal and low building on a slope. Landscaping is esthetically and functionally a key consideration because of the prominent location of this building on East Capitol Street.

**NEW EAST CAPITOL - East Capitol Community Building**

*Washington, D.C.*

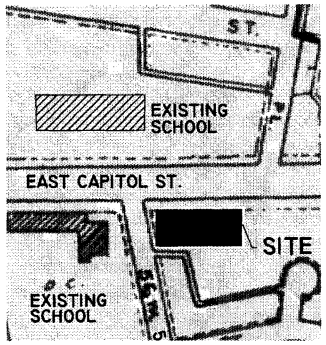
*A&R/THC, LLC.*

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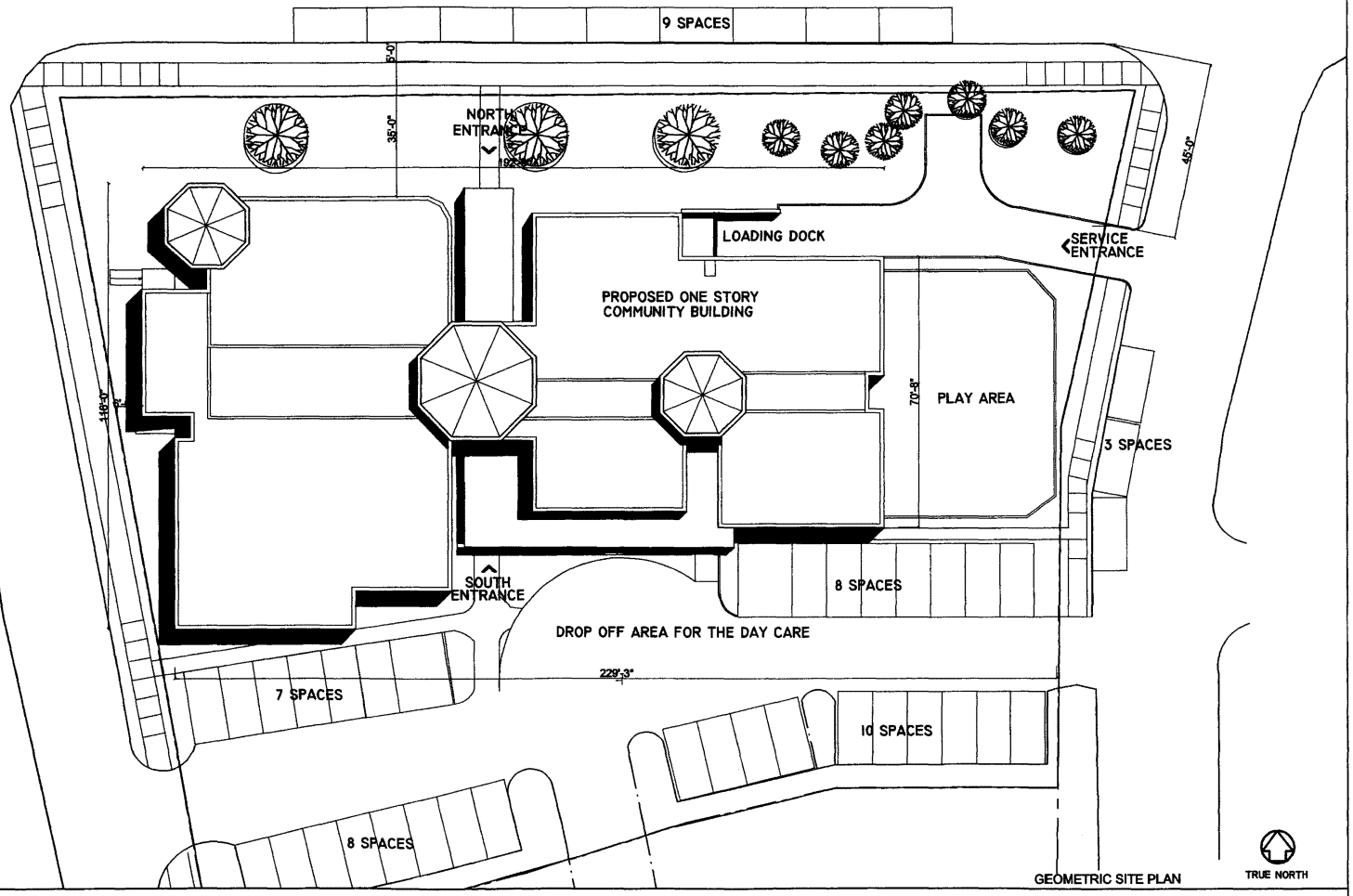

VICINITY.MAP
N.T.S

TRUE NORTH




DEVELOPMENT.MAP
N.T.S

TRUE NORTH




GEOMETRIC SITE PLAN

TRUE NORTH

20' 0 20'

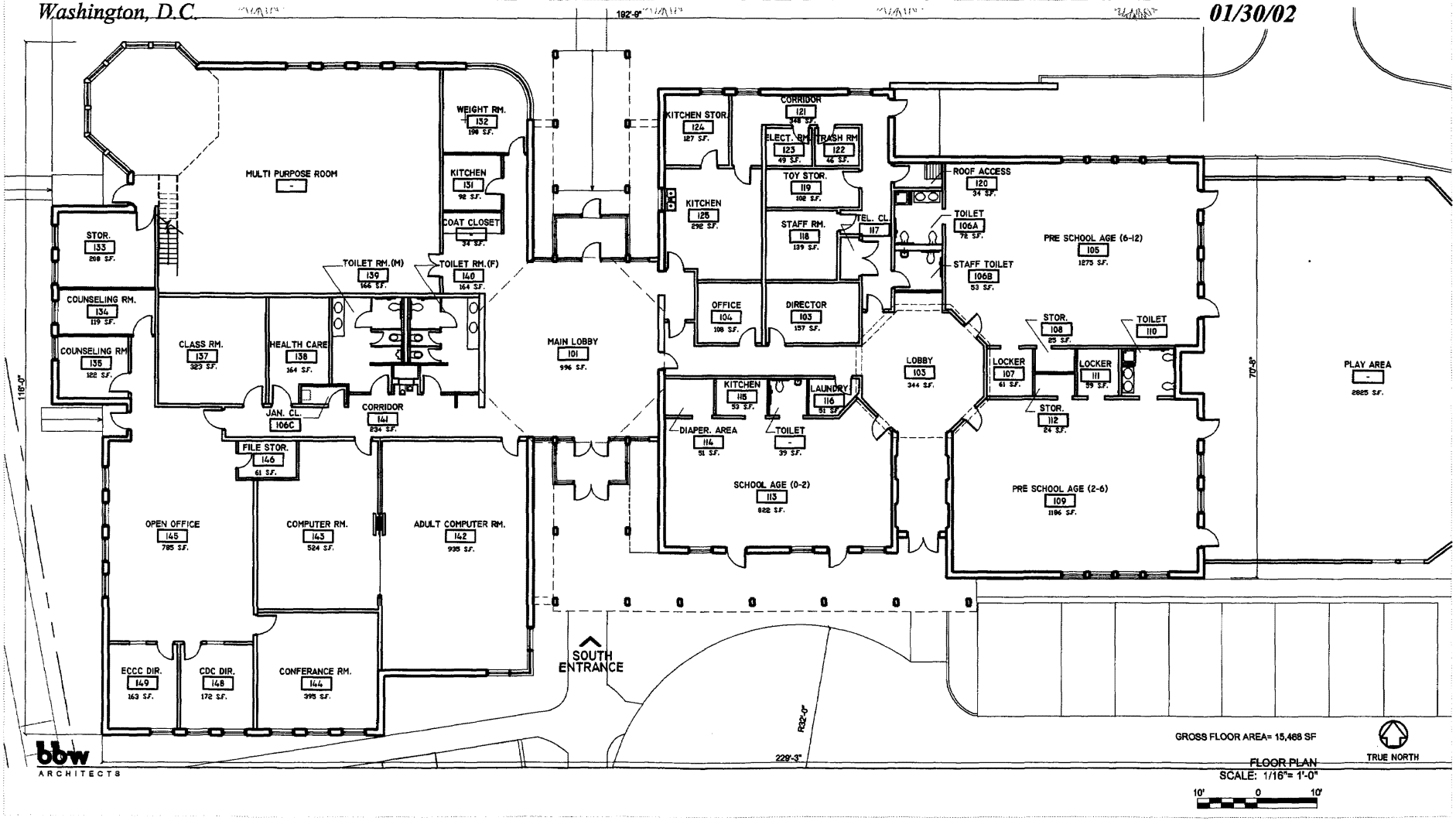
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ARCHITECTS

# NEW EAST CAPITOL - East Capitol Community Building

*Washington, D.C.*

*A&R/THC, LLC.*

***01/30/02***




bbw ARCHITECTS



NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION



EAST ELEVATION

## VII. EAST CAPITOL MARKETPLACE

The goal of the New East Capitol Market Place is to provide a safe, festive, and enjoyable shopping environment with emphasis on enhancing the neighborhood by creating a focal point of activity, and by facilitating pedestrian circulation to and from the Market Place. The Architecture, circulation patterns and landscaping and hardscaping work in concert to achieve this goal.

**Pedestrian Circulation**

The pedestrian walkway in front of the site along East Capitol Street is articulated with a knee wall of brick punctuated with low landscaping on the interior side and by the existing great Elms on the street side. The effect is a visually open walkway where both landscaping and hardscaping combine to offer spatial protection to pedestrians from the automobiles on the Street and in the parking area. At the driveway entry to the retail site the brick knee wall is terminated with two ground mounted monument signs where the name of the project and key tenants are displayed. Adjacent is a pedestrian kiosk that marks the main pedestrian entry and continues toward the retail buildings with a tree lined walkway. Once at the retail buildings the pedestrian circulation connects the retail buildings with the office building at a plaza, crosses the parking field with a tree lined walkway to connect to the grocery store, and then continues north to the Senior Housing and South to East Capitol Street.

To the west side of 58th street is the proposed restaurant site. The brick knee wall continues along East Capitol Street with a kiosk at the walkway to the restaurant where a small plaza is planned for possible utilization as an outdoor dining area.

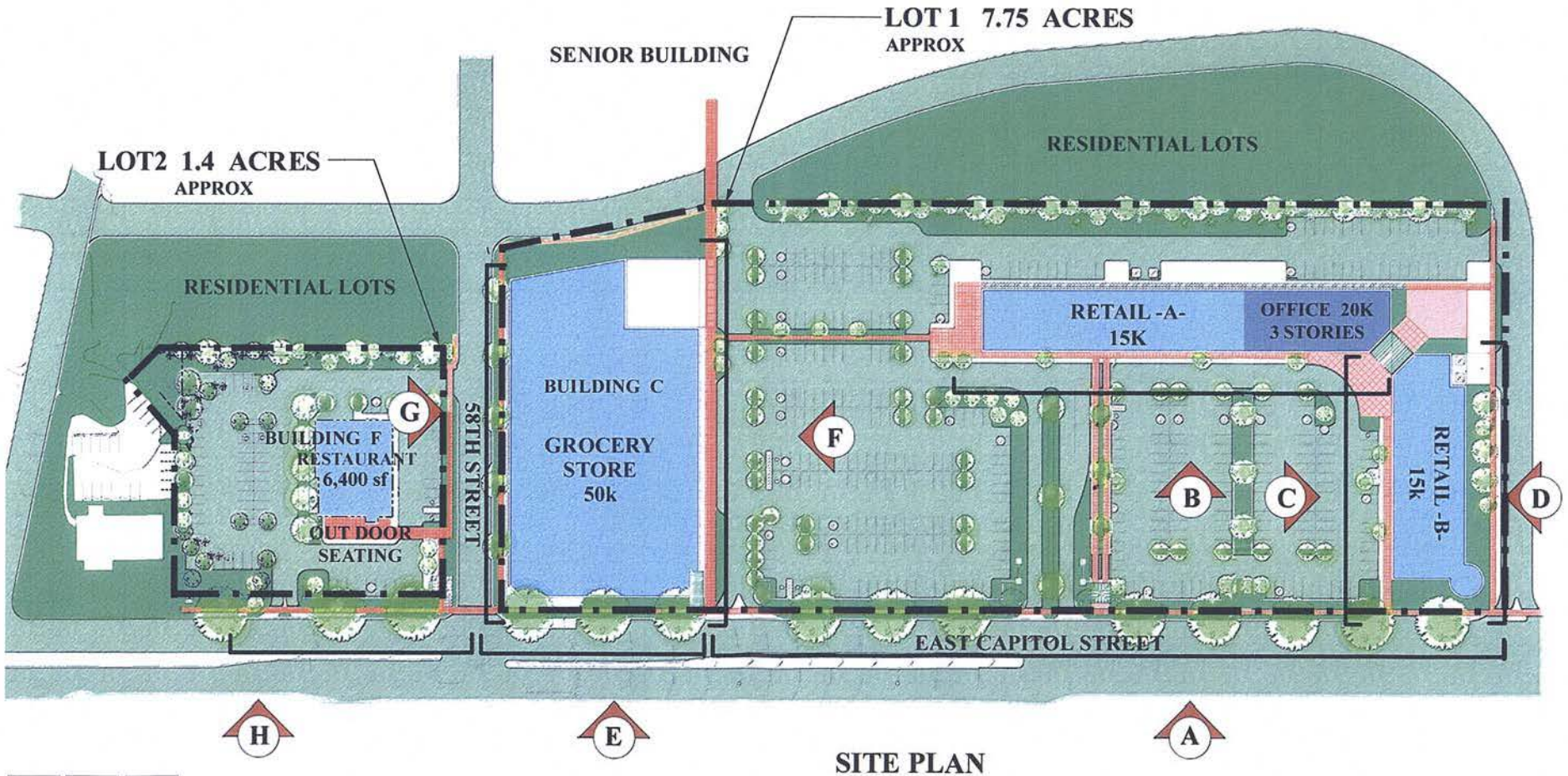
Where the retail and office uses share a lot line with residential uses effective screening is utilized in the form of a 6' high board on board wooden fence, and planting of alternating evergreen and deciduous trees of varied species, and low flowering bushes.

**Building Architecture**

The retail buildings sit on a base of brick from which rises a light colored filed that frames each storefont with accent bands and moldings in complementary colors capping the parapets. The rhythm of storefonts is punctuated with feature retail elements at the center and ends of the buildings. The feature elements are of contrasting color and their parapets rise above the adjacent stores to act as anchor and accent. Each storefront has large display and entry windows and a colorful fabric awning to provide shelter from rain and sun with a sign area above. The sidewalk and building pilasters have alternating street lamps and wall sconces to illuminate and decorate. The combined effect of these elements creates a safe and welcoming environment for shopping. Wide sidewalks and a plaza area at the intersection in front of buildings A and B provide opportunities at several locations for outdoor seating and dinning areas for various tenants. At the south east corner of the site and along East Capitol Street is a round retail feature element that anchors the corner of the site and acts as a marquee that announces the new neighborhood and invites visitors as they drive west into Washington DC.

The office building is of a more formal design that sets it apart from the retail buildings while maintaining the overall scale and color pallet of the whole. It is a three story building with a barrel vaulted transitional element at the intersection with retail building B that connects the main lobby and office parking area with the retail buildings creating a strong hub of pedestrian activity.

The grocery store building anchors the corner of East Capitol Street and 58th street. The corner of the building is a decorative architectural feature that incorporates a monument sign announcing "New East Capitol Market Place" and the major tenant names. The facade on both streets is animated with large display windows that will be provided for the use of community groups to display community announcements and information, and artwork etc. The brick base of the building falls and rises with the sloping road to maintain a human scale relationship between the building and the pedestrians. The display cases continue along East Capitol Street to a quarter barrel vault that covers the pedestrian walkway to the entrance of the grocery store. The main entrance to the grocery store has a monumental entry feature decorated with moldings and indents of complementary colors. The remainder of the front elevation has a full length colorful pedestrian canopy and facade articulated into bays with pilasters and cornices. On the north side of the building the Loading area is effectively screened from the adjacent Senior Housing and other residential units by a wall matching the materials of the Grocery Building.




**SITE PLAN**

Bignell Watkins Hasser
ARCHITECTS PA


ELEVATION A
0'
10'
100'


TaG
Retail Store
MARKET PLACE
BOOK STORE
RETAIL
ELEVATION A PARTIAL ENLARGED
0'
10'
100'



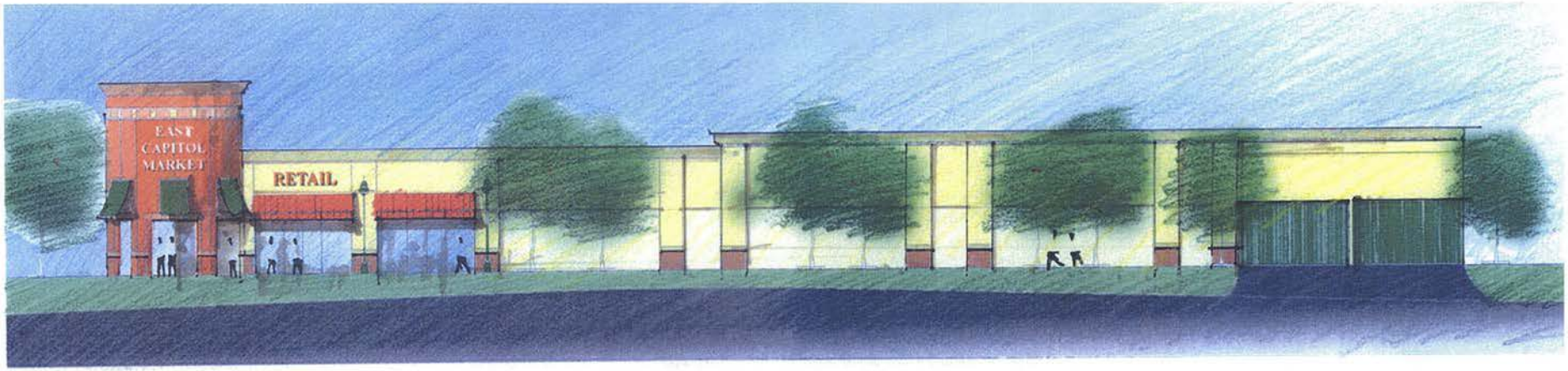

**ELEVATION B**

0' 10' 100'




## ELEVATION C

0' 10' 100'

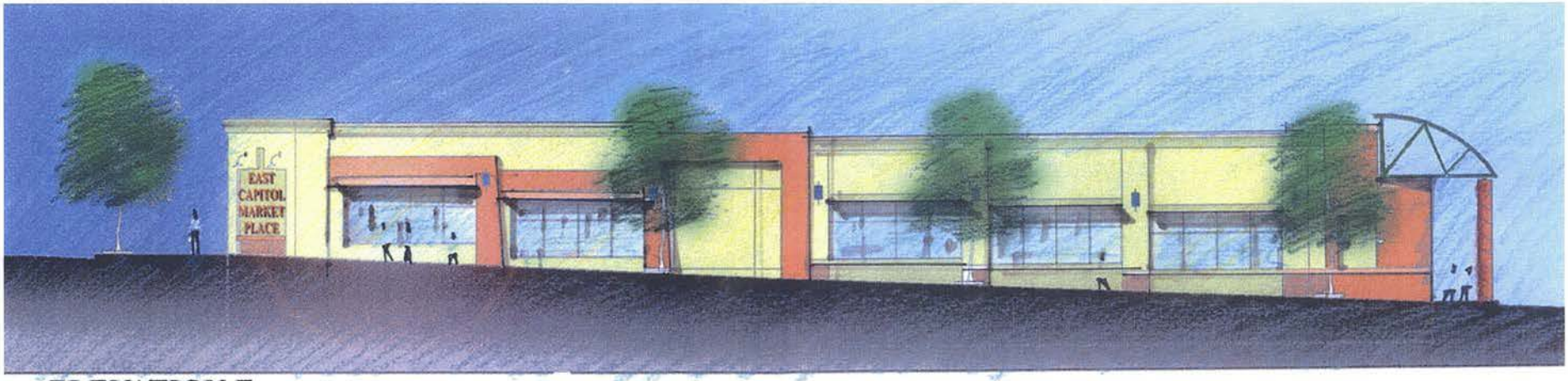



**ELEVATION D**

0' 10' 100'



Bignell Watkins Hasser
ARCHITECTS P.A.




## ELEVATION E

0' 10' 100'

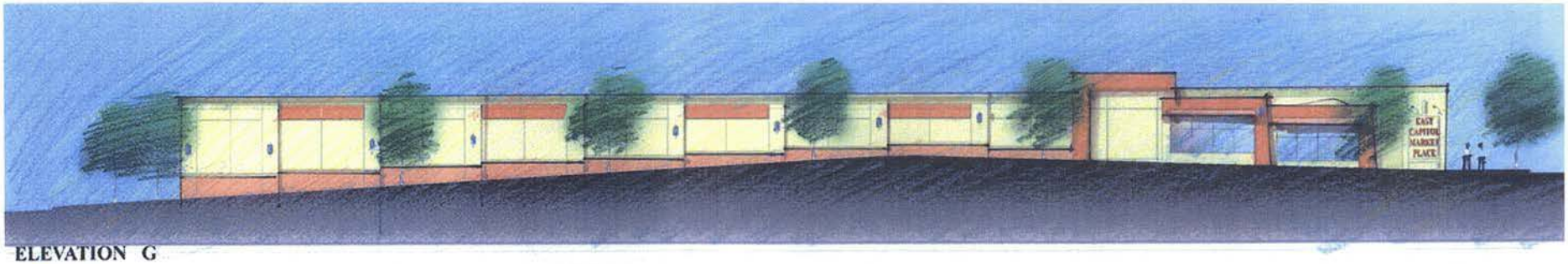


Bignell Watkins Hasser
ARCHITECTS P.A.




**ELEVATION F**

0' 10' 100'




**ELEVATION G**

0' 10' 100'

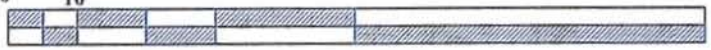


Bignell Watkins Hasser
ARCHITECTS P.A.




**ELEVATION H**

0' 10' 100'



## VIII. PUBLIC BENEFITS OF THE PUD

Section 2403 (Evaluation Standards) of the PUD regulations provides that the Zoning Commission must find that the proposed PUD is "not inconsistent" with the Comprehensive Plan and other adopted public policies for the subject site (§2403.4); that the proposed development includes public benefits and project amenities as set forth in §2403.9: and that the proposed project's impacts on the surrounding area and on public facilities and services shall be acceptable commensurate with the public benefits of the PUD or capable of mitigation (§2403.3). These factors are discussed below.

### PUBLIC PLANS AND POLICIES

*1.* ***Major Local Development Initiative: Hope VI.*** Clearly the proposed replacement of multiple public housing complexes that have endemic and widespread social, physical and environmental problems with a new, high-quality mixed-income residential community with associated retail and social services is a high priority planning objective for the District of Columbia. New East Capitol is a Hope VI project with major funding from HUD, represents a major policy initiative and commitment of resources by the D.C. Housing Authority, and brings together private sector residential and commercial developers in partnership with government agencies and nonprofit organizations to make the plans a reality. The project was developed with substantial community participation, including a full relocation plan and housing options for existing public housing residents. A full network of social and economic services will be provided continuing into the future with the intent of assisting existing and future residents reach educational, job, homeownership and personal achievement goals. The Hope VI application states on page 32:

> *We have collaborated with residents and community stakeholders to design a neighborhood worthy of its status as D.C.'s eastern gateway. The revitalization plan features a housing mix tailored to homeowners and renters with a wide spectrum of incomes and physical abilities. This proposed comprehensive revitalization will eliminate a concentrated, isolated pocket of poverty, replacing it with an environment that creates personal opportunities for self-sufficiency, lasting connections to the larger community and its resources – an environment that will sustain itself as a healthy neighborhood.*

*2.* ***Comprehensive Plan: Housing Opportunity Area.*** In the *Comprehensive Plan for the National Capitol* ("Comprehensive Plan," the "Plan") East Capitol Dwellings is one of the designated Housing Opportunity Areas in the Land Use Element. These areas are characterized by having large amounts of vacant or poorly used land, including surplus public property; being located near a Metrorail station or major Metrobus interchange point; situations with potential for successful public-private joint ventures; areas with unrealized employment and economic development potential; and where development "can be used to improve neighborhood quality and stability." (10 DCMR §1118.7)[1] The proposed PUD exhibits virtually all of the indicated criteria and in that respect can be considered a beneficial implementation of the Housing Opportunity Areas policies.

*3.* ***Comprehensive Plan: Compliance with Major Themes.*** The New East Capitol residential and mixed-use community strongly exemplifies fully seven of the ten Major Themes set forth in the Comprehensive Plan in Chapter 1, including:

*Stabilizing and Improving the District's Neighborhoods (§ 102).* The proposed new community will completely transform the affected properties and will help stabilize and improve the surrounding neighborhoods by providing a high quality, affordable and mixed-income housing project with commercial and social services. The result will be an attractive and stable community. The housing plan is designed so that the units occupied by market-rate renters or buyers will be identical to units in the same building category occupied by subsidized renters or buyers.

*Respecting and Improving the Physical Character of the District (§106)* and *Preserving and Promoting Cultural and Natural Amenities (§105).* The high quality of the proposed development, as to housing, open space, design, and environmental features, will help improve the physical character of this neighborhood and the quality of life therein. Troubled housing complexes will be replaced by new housing at a suitable range of densities and with a high quality design and site plan. As to natural amenities, the Watts Branch stream valley and park will be significantly upgraded and restored.
*Preserving and Ensuring Community Input (§107).* As required by the Hope VI program and as desired by DCHA and the developer partners, very extensive community participation has been undertaken in preparing the revitalization and redevelopment plans.

*Increasing the Quantity and Quality of Employment Opportunities In the District (§103)* and *Providing for Diversity and Overall Social Responsibilities (§111).* The East Capitol Market Place, which will include a neighborhood shopping center, supermarket and office space, will provide much-needed retail services to a seriously underserved part of the city. Retail jobs are especially accessible to neighborhood residents in term of geography and moderate skill requirements. As indicated previously in this statement, the developer team is substantially minority-owned. Also, the developers of the shopping center have a track record of securing a high percentage of minority businesses in the shopping centers they have previously developed in Washington. In The East Capitol Market Place, they have made a commitment that at least 60 percent of the businesses will be minority-owned. In addition to the permanent jobs and business development noted above, the entire redevelopment process will create a significant number of construction and related jobs over a period of years.

*Promoting Enhanced Public Safety (§110).* The site plans and building plans consciously include principles of defensible space, designed to eliminate places of congregation out of public visibility and replacing these with a new street and building layout in some locations so as to maximize safety. The curtailment of the current crime pattern on parts of the site by a complete redevelopment and a new mixed-income residential community is expected to reduce the crime rate in the surrounding neighborhoods as well as on-site.

*4.* ***Comprehensive Plan: Affordable Housing Policies.*** Numerous policies in the Housing Element in Chapter 3 and the Ward 7 Element of the Comprehensive Plan emphasize the importance of housing that is affordable to low and moderate income households and affordable to elderly persons, as well as housing for homeownership. The Major Policies (Housing) in §300.1 highlight the importance of partnerships between the government, the private sector and nonprofit organizations in achieving housing goals. The General Housing Goals in §302, the Low- and Moderate-Income Housing goals in §303 and the Housing for the Elderly goals in §304 all include numerous policies the New East Capitol community will help implement on a major scale.

The Ward 7 Objectives for Housing in §1808.1 also emphasize affordable housing, homeownership, improvements to public and assisted housing, elderly housing and public regulatory and financial actions in furtherance of the housing objectives.

*5.* ***Comprehensive Plan: Economic Development.*** The 10.4-acre East Capitol Market Place will provide a shopping center and a supermarket to serve the new community as well as residents and workers of surrounding neighborhoods. The extreme shortfall of retail services generally and supermarkets specifically in Ward 7 and

[1] Comprehensive Plan citations are from the codified version in 10 DCMR 1999.

areas east of the Anacostia River is a well-documented fact. The proposed commercial center will be well-integrated into the comprehensive plans for the new residential community, will improve the quality of life in the neighborhood, and will enhance the marketability of the dwelling units.

The location of the Market Place near a Metrorail station and on a major arterial street are favorable conditions as well. The proximity to the border with the state of Maryland means that, in contrast to the typical situation of Washington residents shopping at nearby suburban shopping centers, the District of Columbia may capture significant purchases, tax revenues and related economic benefits from suburban customers. Jobs, business development and minority business development are also clearly public benefits supported by a wide variety of public policies and plans.

Section 200.11 of the Economic Development Element states that economic development outside the CEA will "expand the economic base of the District, create jobs, enhance residential neighborhoods, and attract businesses and consumers from the entire region."

Although the Generalized Land Use Map of the Comprehensive Plan includes all of the PUD site within the Moderate Density Residential category without specifically indicating the goal of a commercial center, the Plan does include formal policies specifically supporting a retail center at this location. Section 206 (Economic Development Policies Outside the Central Employment Area) includes the following:

> *206.1 . . . Expand economic activity and employment centers in target areas outside the Central Employment Area.*
>
> *206.2(a) ...Stimulate well-planned economic centers . . . at the neighborhood level.*
>
> *206.2(b) Support the appropriate economic development of the New York Avenue Industrial corridor . . . the Capitol View (East Capitol Street) area, . . .making these redevelopment efforts priority items on the working agenda of the economic development entity.* (Emphasis added.)

The policies for Housing Opportunity Areas in the Land Use Element are also explicit regarding an economic development component. The criteria in §1118.7 include Paragraph (e): "Areas that represent unrealized employment and economic development potential, such as regional or other shopping areas." In terms of straightforward, good development practices, it is clearly beneficial to include retail services as an integral part of redeveloping an entire new community. The "Strategic Areas" policies in §209.6 of the Economic Development element include Sub-Paragraph (b)(6), which directly supports not only the commercial component but the New East Capitol redevelopment as a whole:

> *Action 32: Rebuild East of the River With Major Stores and Homeownership – Produce a comprehensive development plan for East of the River neighborhoods promoting community and regional retail and office space around Metro stations and other large sites . . . combined with a strong focus on increasing homeownership and reducing the concentration of blighted and vacant apartment buildings.*

Finally, as to the support in the Comprehensive Plan for inclusion of the Market Place and the proposed rezoning in part from residential to commercial, Section 112 indicates that the policies in the Plan are inherently overlapping, and that various policies within and between elements must be balanced and interpreted together to reach specific policy decisions. Moreover, §112.2 states:

> *The interpretation of the District elements of the Plan should also be guided by the major themes set forth in §101.1, which establish the overall priorities of the District elements of the Plan.*

As was discussed previously, the New East Capitol PUD exemplifies the great majority of the Plan's themes, including "strengthening employment opportunities in the District (§101.1(b)) and "reaffirming and strengthening the District's role as the economic hub of the National Capital Region." (101.1(h))

***6. Comprehensive Plan: Human Services Element, Transportation Element, Environmental Protection Element, and Urban Design Element.*** Numerous policies in the foregoing elements of the Comprehensive Plan can be cited in support of the proposed PUD. In the interests of brevity, these will not be cited in the application, but may be included in the Pre-Hearing Submission and/or testimony at the public hearing, if granted.

**PUBLIC BENEFITS AND PROJECT AMENITIES**

The Zoning Commission, pursuant to the PUD regulations at §2403.5, must evaluate the specific public benefits and project amenities of the proposed PUD. Public benefits are defined as "superior features of a proposed planned unit development that benefit the surrounding neighborhood or the public in general to a significantly greater degree than would likely result from development of the site under matter-of-right provisions." A project amenity is defined as 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." Section 2403.9 lists nine potential public benefits and amenities in Paragraphs (a) through (i), plus an "open-ended" category in (j).

The proposed PUD clearly provides superior features that will benefit the surrounding neighborhood and the public to a significantly greater extent than would likely result from matter-of-right development of the site. The applicable project benefits and amenities from 11 DCMR §2403.9 are indicated below. Because many of these items have been discussed above under public policies and plans, little or no commentary is included. The PUD's public benefits and amenities include the following:

1. Housing and Affordable Housing (2403.9(f)). Discussed previously.

2. "Urban Design, Architecture, Landscaping, Creation or Preservation of Open Spaces" (2403.9(a). "Site Planning, Efficient and Economical Land Utilization" (2403.9(b)). The proposed development creates a complete new community with attractive urban design and new landscaping. The open space at Watts Branch stream and park will be restored and upgraded, and a new elliptical shaped park will be created along Central Avenue and 57th Place, S.E.. An improved street network will be created, and a balanced mixture of housing types and densities are proposed according to planning principles.

3. "Environmental Benefits, such as storm water runoff controls and preservation of open space or trees" (2403.9(h)). Given the hilly nature of the site and challenging soil conditions, the plans carefully address storm water runoff, slope stability, open spaces and related matters. Numerous entrenched soil erosion, sewage backup, site planning, structural faults in buildings, and similar problems are exhibited in the existing buildings and site conditions. These adverse environmental conditions will be removed and replaced by carefully planned new development.

4. "Effective and Safe Vehicular and Pedestrian Access" (2403.9(c)). The New East Capitol community will have approximately half as many dwelling units as currently exist on the site, so that automobile trip

generation will be reduced. The Capitol Heights Metrorail station and bus lines are convenient to the site. An improved street network will be created. The most effective way of accommodating traffic into and out of the Market Place is substantially resolved. The report of the applicant's traffic consultant will be submitted with the Pre-Hearing Submission.

**POTENTIAL IMPACT ON SURROUNDING AREA AND CITY SERVICES**

The surrounding neighborhoods are expected to benefit from the development of the New East Capitol community in numerous ways. These include: reduced crime; improved building and site aesthetics, favorably affecting property values and enjoyment of neighborhood life; convenient retail services, business and job opportunities; improved social services; restoration of Watts Branch steam bed and park; reduced traffic due to reduced population density; and no adverse effect on local school capacity because of reduced population and households. The applicant believes that the affect of the built PUD on surrounding neighborhoods and city facilities will be entirely positive.

**CONCLUSION**

For the foregoing reasons, the applicant submits that the proposed PUD plan meets the standards of Chapter 24 of the Zoning Regulations. It is consistent with the purpose and intent of the Zoning Regulations and Map; will enhance the health, welfare, safety and convenience of the citizens of the District of Columbia; is not inconsistent with the Comprehensive Plan; satisfies the requirements for approval of a consolidated PUD; provides significant public benefits; and advances important goals and policies of the District of Columbia.

Accordingly, the Applicant respectfully that the Zoning Commission schedule a public hearing to consider adopting the PUD. Adoption as requested herein would include adopting the proposed Senior Building as a Consolidated PUD and the remainder of the proposal as the first stage of a two-stage PUD.