ZONING COMMISSION
District of Columbia
CASE NO.02-05
EXHIBIT NO.1A2

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

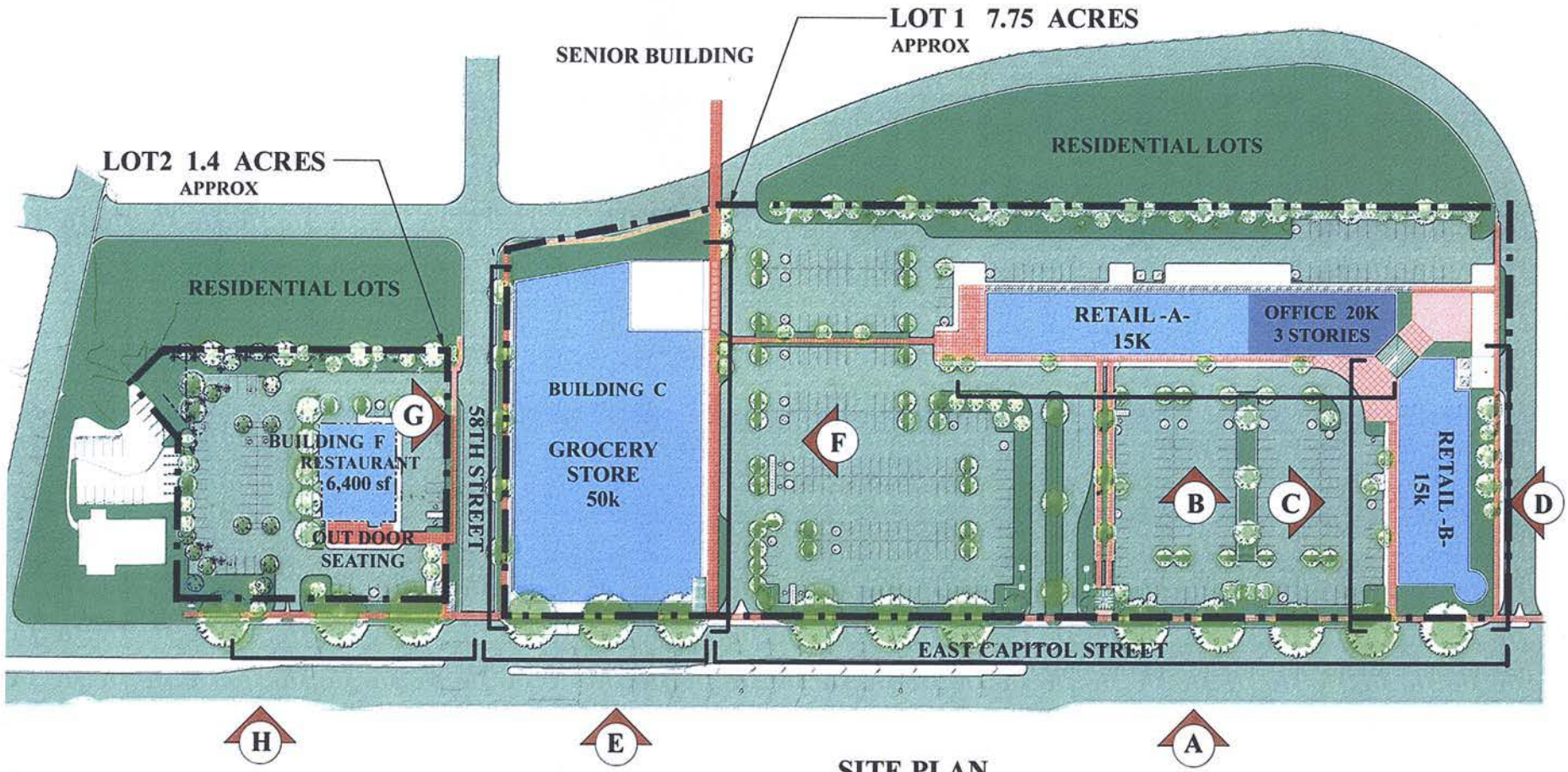
The retail buildings sit on a base of brick from which rises a light colored filed that frames each storefont with accent bands and moldings in complementary colors capping the parapets. The rhythm of storefonts is punctuated with feature retail elements at the center and ends of the buildings. The feature 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.

NEW EAST CAPITOL - Market Place
Washington, D.C.

The Jenco Group
01/30/02



SITE PLAN

Bignell Watkins Hasser
ARCHITECTS P.A.





Bignell Watkins Hasser
ARCHITECTS P.A.



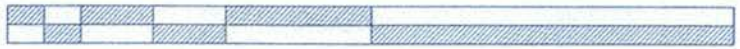
ELEVATION B

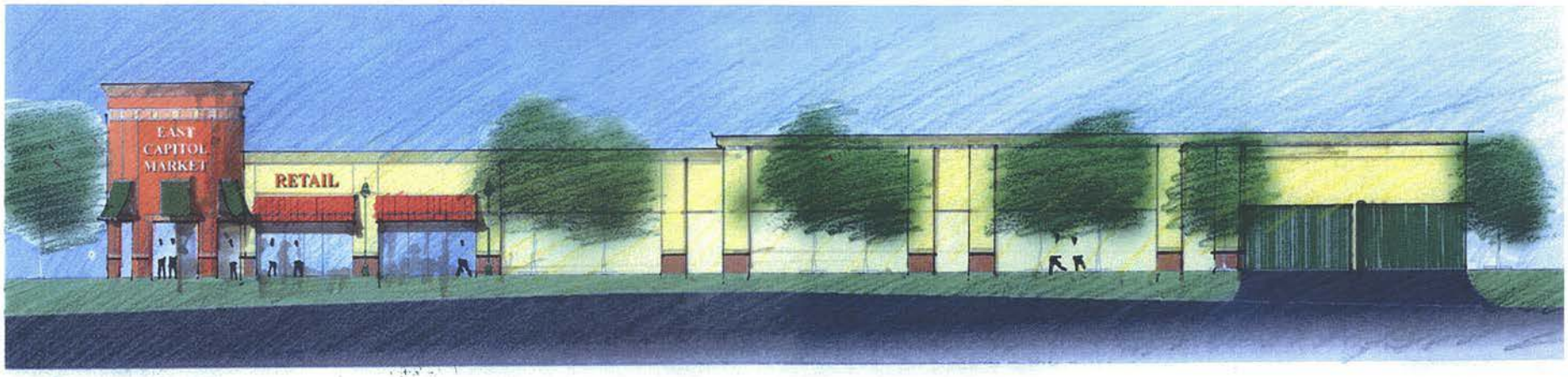
0' 10' 100'



ELEVATION C

0' 10' 100'





ELEVATION D

0' 10' 100'



Bignell Watkins Hasser
ARCHITECTS P.A.



ELEVATION E

0' 10' 100'



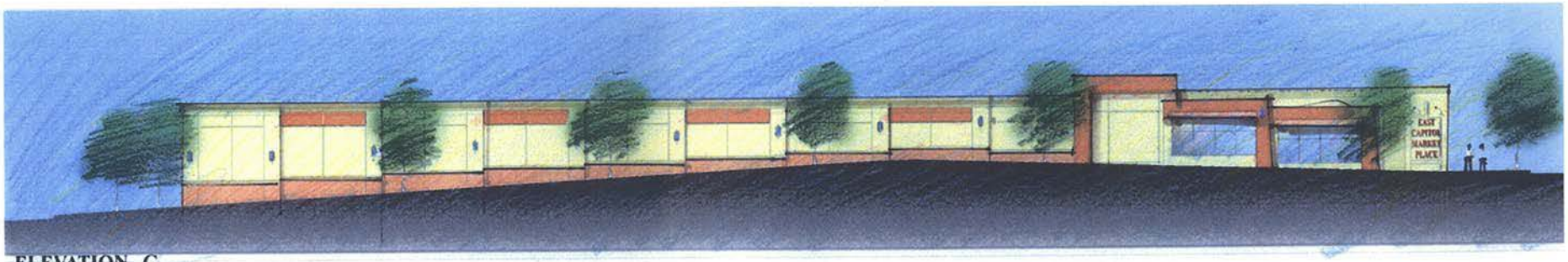
Bignell Watkins Hasser
ARCHITECTS P.A.



ELEVATION F

0' 10' 100'

Bignell Watkins Hasser
ARCHITECTS P.A.



ELEVATION G

0' 10' 100'

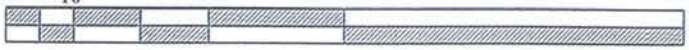


Bignell Watkins Hasser
ARCHITECTS P.A.



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.

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.

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.