OP
CASE #
02-28

INTRODUCTION



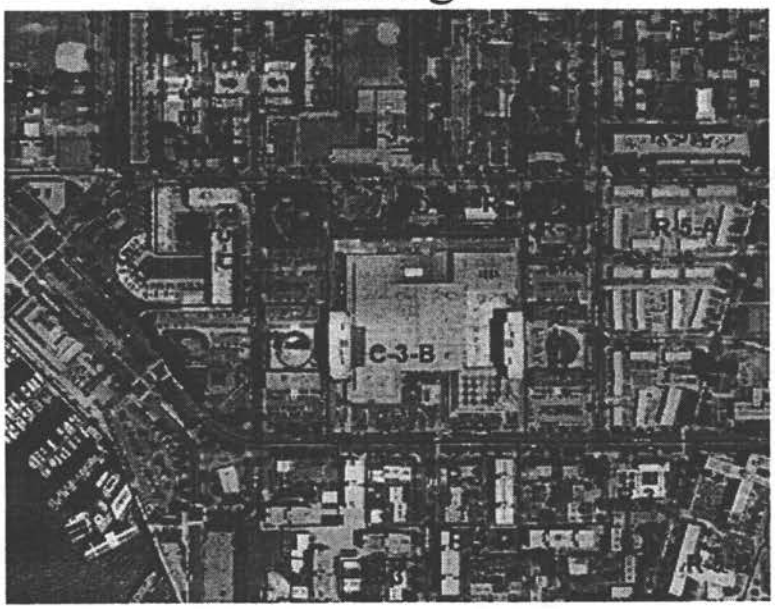
Waterfront Mall PUD

- Application is for:
  - A **Stage I** PUD with related Map Amendment
    - Bulk and Massing only
  - For Flexibility regarding Height Only
- Application Does NOT include
  - the Reconnection of 4th Street
  - Density above By-right standards
  - Height above 112 feet

ZONING COMMISSION
District of Columbia
Case 02-38
Exhibit 59

ZONING COMMISSION
District of Columbia
CASE NO.02-38
EXHIBIT NO.59

Zoning



STAGE I PUD involves:

- General review of the site's suitability for use as a PUD
- Appropriateness, character, scale, mixture of uses, and design of the uses proposed;
- Compatibility of the proposed development with city-wide, ward, and area plans of the District of Columbia, and
- Other goals of the PUD process;

The Stage I - PUD

- Current Zone C-3-B
- Requested with PUD/C-3-C
- Flexibility: **Height only**

Zone	C-3-B (as-of-right)	C-3-C/PUD	Proposed
FAR	5.0	8.0	4.33
Height	70 feet	130 feet	79-112 feet

Project Evolution

- In 1999, Southwest Neighborhood Assembly (SWNA) hosts meeting with Mayor and Planning Director regarding Waterside Mall and other Southwest projects;
- At that meeting, the Mayor commits to address departure of US EPA from the project and overall redevelopment of the project;
- In the summer of 2000, Forest City (FCE) and Kaempher approached the District with a revitalization plan;
- At that time, the project included:
  - As-of-right development
  - No residential
  - No 4th Street SW reconnection

Project Evolution

- In fall of 2001, District, FCE and Kaempher Co. agree to create opportunity to redevelop and re-design mall with a reconnected 4th Street SW;
- FCE and Kaempher also agree to go through PUD process with redevelopment plans;
- Later that month, District holds community meeting to discuss redevelopment and street re-introduction;
- Listening to community concerns and through negotiations with the developer, the District is able to obtain a series of major concessions.

#	Description	Original Proposal	Final Proposal (Current PUD)
1	Ground Floor Retail	50,000 square feet	75,000 square feet
2	Residential Uses	400,000 s.f. of residential uses *after* 800,000 s.f. of new commercial built *or* 2,050,000 s.f .of total new/renovated commercial space constructed	200,000 s.f. residential uses *after* 1,600,000 s.f. of total commercial has been built (350,000 s.f. of this total commercial is new) *plus* another 200,000 s.f. of residential after 1,850,000 s.f. total commercial built (600,000 s.f. of this total would be new construction)
3	Building Heights	130' on NE & NW corners 110' on other two corners 90' on 4th Street buildings	112' on all corners 79' on 4th Street buildings
4	Building frontage along M Street	No building set back (abuts sidewalk 16 feet wide in public way)	Set building back 10 feet from 16 foot sidewalk

#	Description	Original Proposal	Final Proposal (Current PUD)
5	Maintain balance of public park north of site	Not in proposal	Provided as public amenity
6	Continue all public access to the service road along northern boundary	Not in proposal	Provided as public amenity
7	Plaza Area	20,000 square feet	20,000 square feet
8	Sidewalks along 4th Street 17.5 feet wide	Sidewalks along 4th Street 17.5 feet wide	Sidewalks along 4th Street 17.5 feet wide
9	Reopen the 4th Street right-of-way	Not in proposal	Contracted with District to reopen right-of-way

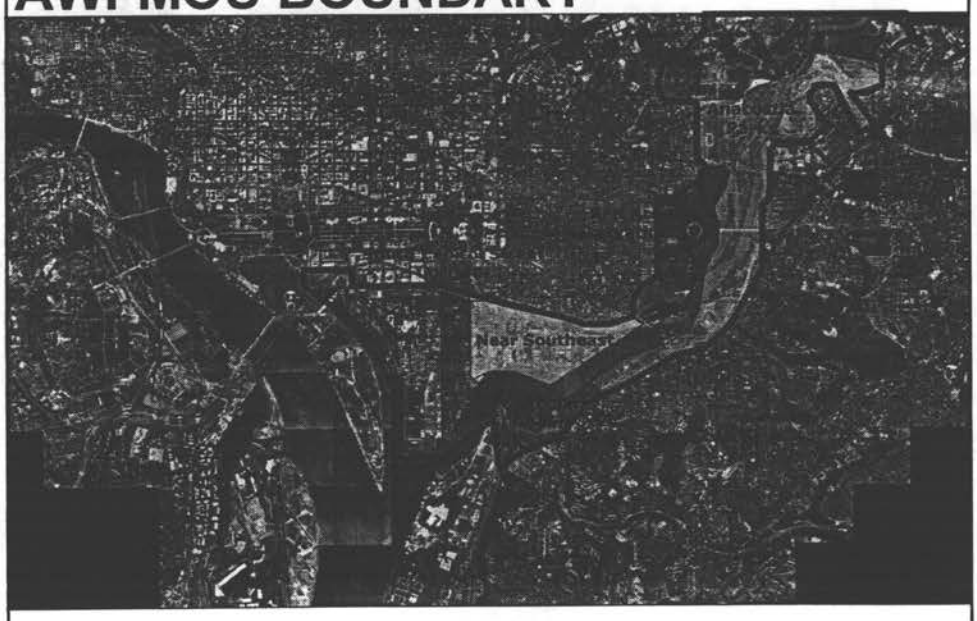
Project Context



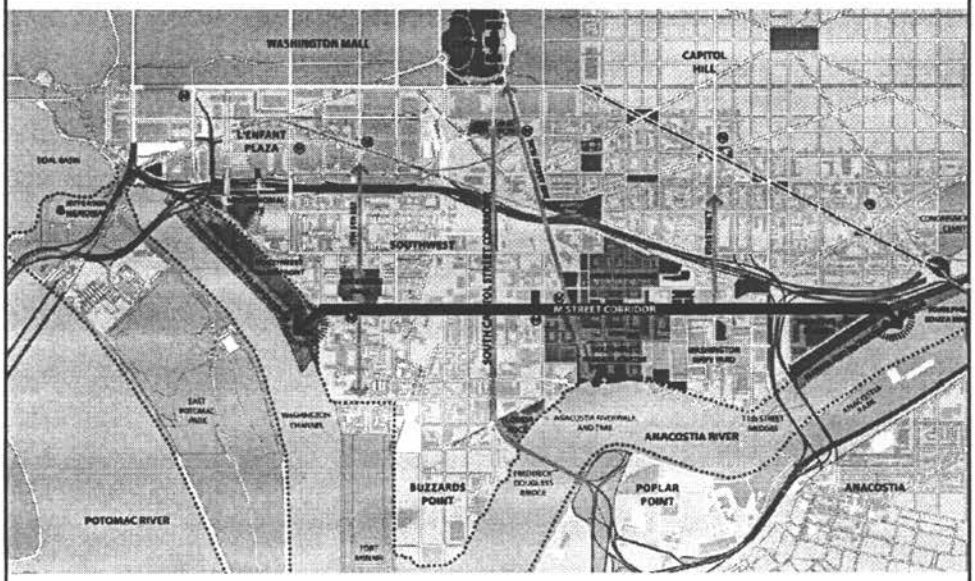
Part of A Larger City Effort

- The PUD is just one part of a larger city effort to revitalize and redevelop the SW
- Other Efforts include:
  - Anacostia Waterfront Initiative
  - ULI Southwest Plan for Redevelopment
  - Southwest Waterfront Plan
  - Transit-Oriented Development
  - Reconstruction of 4th Street into historic city grid

AWI-MOU BOUNDARY



NEAR SOUTHEAST – Urban Context Plan

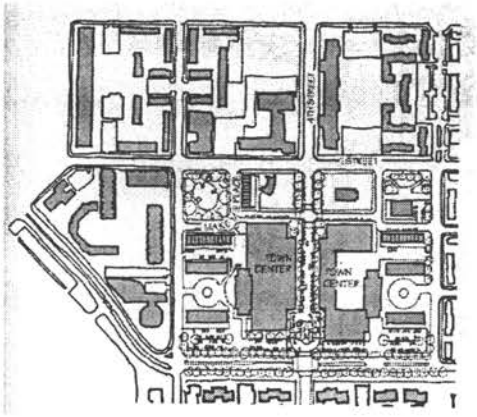


1998 UL I Study

- The SW Neighborhood Assembly commissioned the Urban Land Institute to study concepts that would improve the neighborhood, including the potential for redeveloping Waterside Mall and the Southwest waterfront.

ULI Recommendations:

- Reunite the two halves of 4th Street by opening up Waterside Mall.
- Create a completely new Main Street-oriented retail center (§ 1367.3)



ULI Recommendations:

- New roads and pedestrian paths to link Southwest with:
  - the monuments, museums, and Downtown;
  - new street patterns with more green space, squares, and parks; …

ULI Recommendations:

- Provide new housing opportunities between ninety-five and one hundred seventy-five (95 and 175) units of new, market- rate housing

- Support new initiatives to strengthen jobs, education, and economic development for community residents

Comprehensive Plan

- Now in Ward 6, Waterside Mall was Previously in Ward 2 and the Ward Plan includes detailed text about the redevelopment of the site and reference to the ULI report:

Comprehensive Plan

§ 1343.2 "The Waterside Mall in Southwest has not become a vital commercial center ...The opening of the Waterfront Metrorail Station may allow the mall to operate at least as a multi-neighborhood shopping center".

§1345.1 (c) "Improve Waterside Mall in Southwest to ensure that new businesses will service the adjacent residential neighborhood; ..."

Comprehensive Plan

- § 1367.2- Forty years after urban renewal began, Southwest provides a mature and pleasant environment... Attention needs to be directed to key problems in the area, *including improving retail services at Waterside Mall, ...*

Comprehensive Plan

- § 1367.3 "…(a) Reuniting the two halves of 4th Street by opening up Waterside Mall. A completely new Main Street-oriented retail center

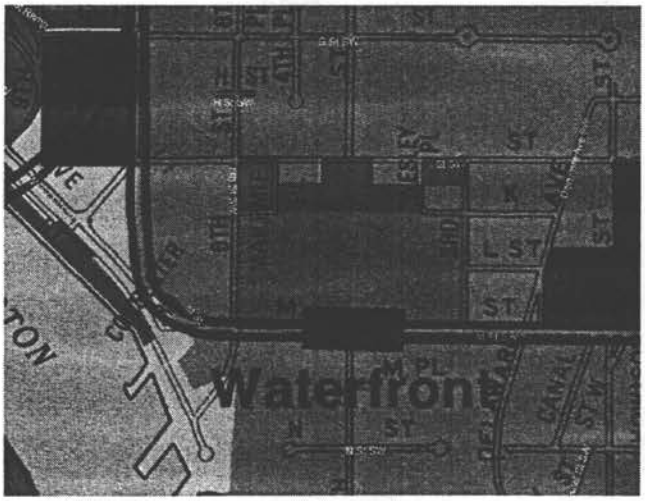
Comprehensive Plan

- 1367.3 e) "Between ninety-five and one hundred seventy-five (95 and 175) units of new, market-rate housing…"
- 1367.3(h) "New roads and pedestrian paths to link Southwest with the monuments, museums, and Downtown; new street patterns with more green space, squares, and parks;

Comprehensive Plan
Land Use Element

- § 1100.2 b)" … encourages a substantial amount of new housing… *near Metrorail stations*, in order for the District to perform its critical role as the region's urban center providing the greatest density of jobs and housing

Generalized Land Use Map – Medium Density Commercial



- Shopping and service areas
- generally a large concentration and variety of goods & services outside the CEA
- Most customers arrive by car, bus, or subway.

Comprehensive Plan

METRORAIL STATION AREA DEVELOPMENT

- § 1134.1 "...**concentrate planning and development attention on metrorail station areas which offer opportunities for redevelopment** and new growth, ..., thus
  - increasing ridership,
  - assisting the District to perform its critical role as the urban center of the region,
  - providing increased amount of housing and jobs, and generally enhancing the District's economic development efforts.

Transit-Oriented Development

- The redevelopment of this mall also supports the TOD efforts by:
  - Increasing housing opportunity by a Metro station
  - Improving the public access to a Metro Station
  - Improving and concentrating employment opportunities around a Metro Station

National Best Practices



Best Practices

1. Develop a Vision and a Plan
2. Break Up Superblocks
3. Optimize Connectivity
4. Embrace Mixed Use
5. Human Scale and Pedestrian- Friendly Place
6. Integrate usable public spaces/plazas/sidewalks whenever possible
7. Transit – Oriented Density

- Paraphrased from "Ten Principles for Reinventing America's Suburban Business Districts" published by the Urban Land Institute, 2000

Mall Redevelopment Precedents



MIZNER PARK, FLORIDA

A failed shopping mall has been converted into a mixed-use district including residences, offices, and shops designed around a central esplanade. Mizner Park is now one of the most successful regional shopping districts in the country.

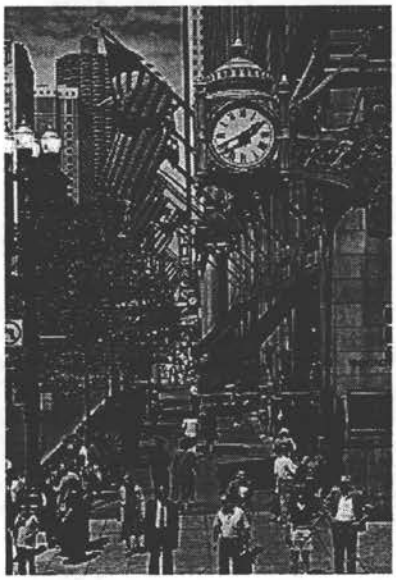
Designed by Cooper Carry, Inc. Photo courtesy of Cooper Carry, Inc.





Street-Oriented Retail

State Street Chicago



Street-Oriented Retail

4th Street Berkeley, CA



Street-Oriented Retail

Bethesda Row, MD



Broad Sidewalk and Retail

Newbury Street, Boston

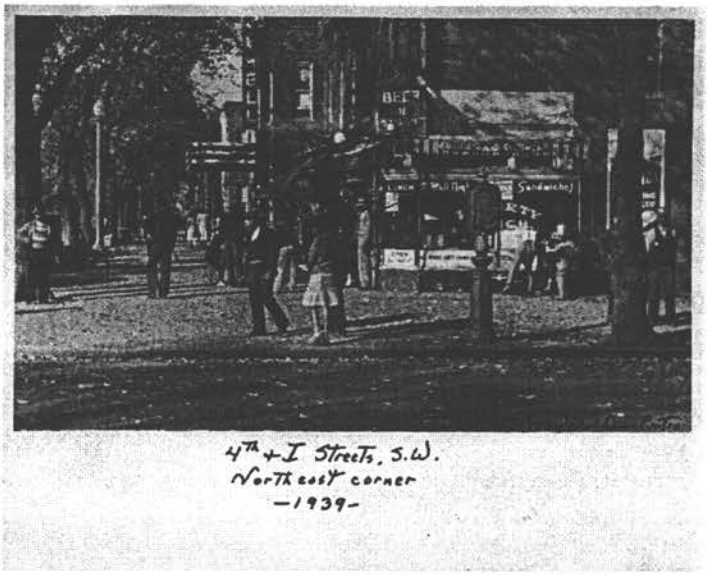


Historic Context



4th and I Streets, SW

circa 1939



4th and M Streets, SW

circa 1950s



4th and L Streets, SW

Circa 1950s



Community Outreach



Community Outreach

Organizer/Organization	Meeting Dates
Councilman Jack Evans' Office	November of 2000
Advisory Neighborhood Commission (ANC)	November 12, 2001 April 8, 2002 May 13, 2002 November 18, 2002 January 13, 2003
Southwest Neighborhood Assembly (SWNA)	November 26, 2001 January 28, 2002 April 22, 2002 May 20, 2002 November 25, 2002
Washington Waterfront Association	November 8, 2001 June 13, 2002

Community Outreach

Organizer/Organization	Meeting Dates
OP- 4th Street Retail Panel Discussion	October 16, 2002
Waterfront Marketing Center – Small Grp	November 19, 2002 December 2, 2002 December 4, 2002 December 11, 2002
Town Square Towers Condominiums	January 23, 2003

Citizen Concerns: Height

- PUD and Map *Possibility:* 130 feet

Project Height Proposal:

- center of site **79 feet**
- On M Street **112 feet**
- "Step back" **above 90 feet**

EXISTING Towers	130 feet
Adjacent Apartments	90 feet
M Street right-of-way	120 feet

Citizen Concern: Size and Density

Project is less than could be achieved as a matter of right:

- C-3-B FAR = 5.0
- Project Total = 4.3

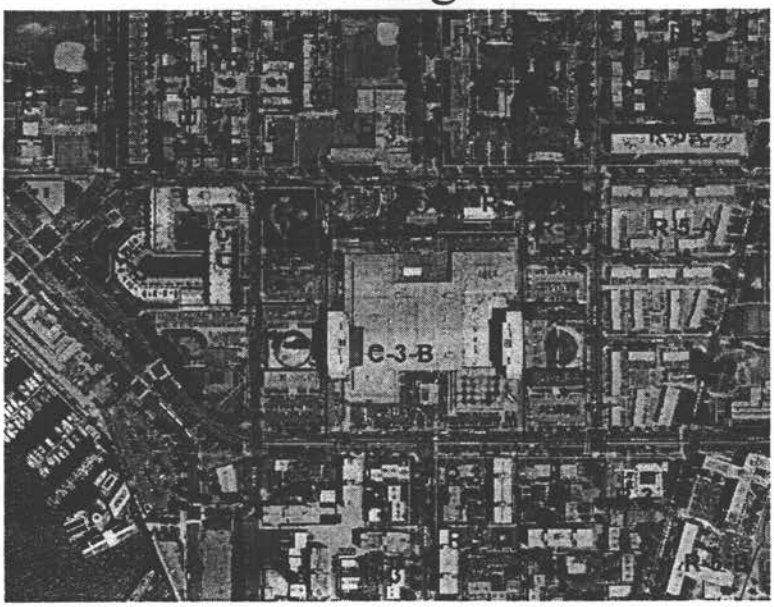
Citizen Concerns: Public Amenities

- In deciding a PUD application, the ZC shall judge, balance, and reconcile the relative value of the project amenities and public benefits offered, the degree of development incentives requested, and any potential adverse effects according to the specific circumstances of the case.

Citizen Concerns Public Amenities

Flexibility	Amenity
Height = 112 ft	Street Retail
	400 Residential units
	Public Plaza at Metro
	Pedestrian Access to Metro
	L Street Park
	Maintenance
	10' setback along M St.
	17.5' Sidewalk on 4th
	Town Center style

Zoning



The PUD

- Current Zone C-3-B
- Requested with PUD C-3-C
- Flexibility: **Height only**

Zone	C-3-B (as-of-right)	C-3-C/PUD	Proposed
FAR	**5.0**	**8.0**	**4.33**
Height	**70 feet**	**130 feet**	**79-112 feet**

AMENITIES

- **Street-oriented retail:** minimum 75,000 sf and full length of 4th and M Streets
- **Residential use:** 400,000 sf
- **Landscaped Public Plaza:** 20,000 sf, by Metro
- **Public Park by L Street**: maintain the park at applicant's expense

AMENITIES

- **10 foot setback along M Street**: for landscape and streetscape improvements
- **17 foot sidewalks along 4th Street**
- **Streetscape improvements** along M Street

Proximity of Other Tall Buildings



Citizen Concern: Sidewalk width

M St., S.W.
700 Block



Citizen Concern: Sidewalk Width

F Street, N.W.
1200 Block



Citizen Concerns: 4th Street

- The re-introduction of 4th Street is not part of the PUD application
- Re-introduction of the street is a DDOT project
- 4th Street will be a public street

Public Benefits

- Breaking up the massive 13-acre "superblock" development
- Creation of retail frontages that interact with pedestrians
- Enhanced Pedestrian access along 4th and M Streets to the Metro

Public Benefits

- Creation of a "Town Center"
- Maintaining existing Retail and Service Establishments during construction
- Additional residents

Conclusion

Flexibility	Amenity
Height = 112 ft	Street Retail
	400 Residential units
	Public Plaza at Metro
	Pedestrian Access to Metro
	L Street Park
	Maintenance
	10' setback along M St.
	17.5' Sidewalk on 4th Town Center style

Conclusion

- Proposal for Height only
- Consistent with the Comp Plan
- Consistent with ULI Report
- Consistent with TOD Principals

- Amenities far out way the Flexibility requested