



### **Florida Rock Properties**

Planned Unit Development Submission

Waterfront Retail Vision

August 24, 2006

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Development of the 5.8 acre Florida Rock site will include nearly 90,000 square feet of retail space that will provide a critical anchor for development of the waterfront on Potomac Avenue between South Capitol and First Streets.

The Florida Rock development fits within the context of the South Capitol Street Waterfront District (Ballpark District) which includes the area between South Capitol Street and New Jersey Avenue from M Street to the waterfront. The pedestrian retail environment in this District will be its unifying element and the “glue” that holds it together. The retail development on the Florida Rock site is critical to the Ballpark District, providing the eastern frontage of the waterfront plaza to be created at First Street and Potomac Avenue. The Florida Rock development also provides the western anchor point for the creation of a contiguous waterfront experience spanning from South Capitol Street through the Southeast Federal Center.

### **Development Context – The Ballpark District**

The Ballpark District is envisioned as a mixed-use, mixed-income, retail and entertainment district with distinct activity centers and gathering places, connected to one another by pedestrian-friendly streets lined with shops and restaurants. The Anacostia Waterfront Corporation outlined the following core objectives for the redevelopment of this area, which established the importance of creating a pedestrian retail environment extending from M Street to the waterfront:

- Development of shops, restaurants and entertainment venues along Half Street, First Street and the Anacostia River.
- Creation of an engaging pedestrian environment with strong linkages to and along the waterfront.
- Inclusion of major public gathering spaces along Half Street, at the ballpark, and at the foot of First Street at the river.
- Development of a grand promenade along the Anacostia River and Potomac Avenue.

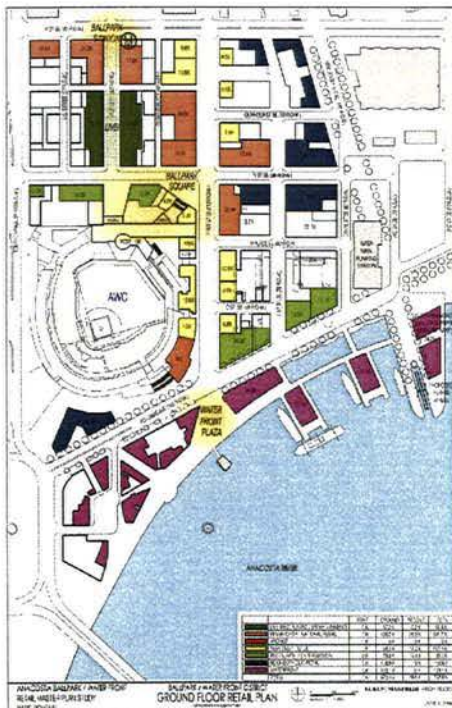
- Support for the retail development from upper-level offices, hotel rooms and housing that create a diverse population of residents, workers and visitors.

These objectives are of paramount importance to creating a waterfront district that is vibrant and active throughout the year, and not just on the 81 baseball game days.

AWC recently completed its process to create a collaborative Development Strategy for this area to continue its pursuit of these objectives. The purpose of the Development Strategy was to create a District providing a positive fan experience on game days, and active pedestrian corridors on First Street and the waterfront, intersecting in a civic, waterfront plaza at First Street and Potomac Avenue (First & Potomac Plaza) that would enliven the area on non-game days. The conceptual framework of the Development Strategy was based on the creation of activity “nodes” to draw pedestrians from the Navy Yard Metro station to First & Potomac Plaza.



### The Vision – A Retail District



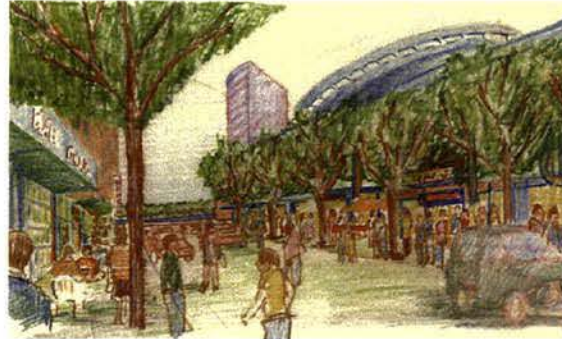
The Development Strategy further sought to facilitate the creation of specific retail zones within the Ballpark District, to differentiate the pedestrian environment on Half Street leading to the entry plaza on the Ballpark Site from the environment along the waterfront. These zones were defined as:

- **Half Street:** National and anchor tenants with LIVE! entertainment & restaurant district.
- **First Street:** High-end retailers with local and neighborhood retail on the N Street and N Place blocks to the east.

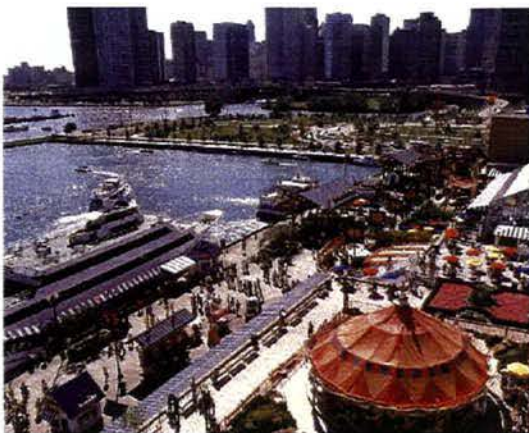


- **The Waterfront:** Retail and restaurant destination tenants surrounded by civic and cultural uses.

From the perspective of creating a pedestrian-oriented, mixed-use environment, the baseball stadium is a catalyst 81 days per year. During the remaining 284 days of the year, the vast structure in the middle of a neighborhood adds no life or vitality to its surroundings. In fact, it can be a detriment. The creation by Florida Rock of a significant public asset at First & Potomac Plaza will help to alleviate this issue and will draw pedestrians down First Street to the waterfront. In addition, implementing the ideas that emerged during AWC's Development Strategy process, such as the development of retail along First Street with single-loaded residential units above, is also critical to maximizing the potential of the waterfront and adjacent properties.



The First Street corridor leading to First & Potomac Plaza will create the gateway from M Street to the Riverfront, allowing the retail portion of Florida Rock to thrive, and the core elements of AWC and the District's vision for the waterfront to be achieved:



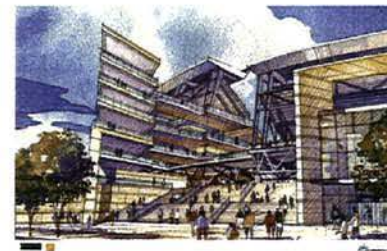
- Continuous retail frontage on First Street with maximum retail depth.
- Publicly accessible open spaces on the north and south sides of the ballpark to enable non-game day movement through the area.
- A civic identity for the ballpark on game days and non-game days at First & Potomac Plaza.



## **The Waterfront – First & Potomac Plaza**

One of the themes that emerged during the Development Strategy process was the critical importance of the First Street and Potomac Avenue intersection. This intersection needs to act as a magnet to draw pedestrians from M Street to the waterfront on both game days and non-game days. Florida Rock's property and the First Street and Potomac Avenue intersection in particular present a unique opportunity to create a vibrant waterfront plaza to anchor the western end of the waterfront area spanning from the Fredrick Douglass Bridge to the 11<sup>th</sup> Street Bridges.

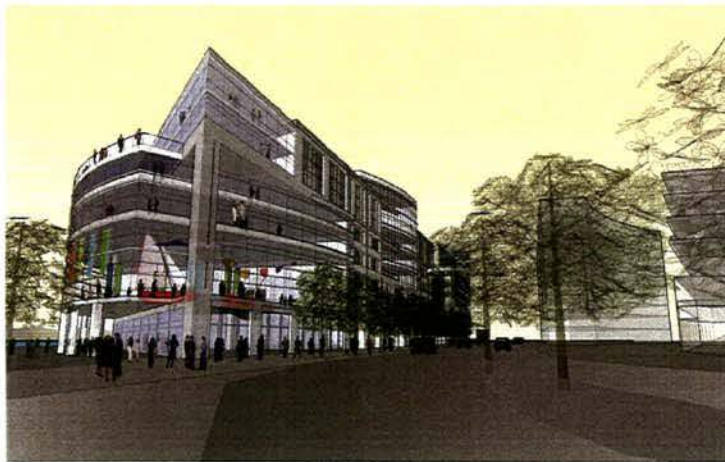
Due to the critical importance of First & Potomac Plaza to the success of the Ballpark District, Florida Rock has focused development of their first building on the eastern edge of their site (see Phasing below). The first phase of the Florida Rock development will form the western edge of First & Potomac Plaza, and will face the Potomac Avenue entrance to the ballpark, making it a critical focal point of the neighborhood on both game days and non-game days.



**Ballpark Entrance at First & Potomac**

## **First & Potomac Plaza – Amenities**

Immediately to the east of the FRP Site, the District owns a parcel of land containing approximately 39,000 square feet of land including the low tide area. As part of its amenities package, FRP proposes to landscape this parcel and maintain the landscaping improvements for a period of five years. The landscaping serves as an important design aspect of the Project and connection to the Stadium. The design includes a terrace as a public gathering place that will be used by the Stadium patrons as well as the general public.



**Florida Rock First Phase – East Office Building**

Clusters of trees, providing a much needed canopy of shade for protection from the hot summer sun of baseball season, extend across this area and is recommended to extend across the intersection to the open area adjacent to the Stadium steps. At the river's edge, the existing shoreline will be restored as a tidal marsh that will provide bio-filtration of storm water from Potomac Avenue and First Street as well as from the District's parcel. This marsh area will be overlooked by the tree-covered terrace above and will be accessible via ramp to all who wish to study and enjoy the marsh's natural environment.

Florida Rock proposes the construction of a pedestrian viewing pier extending into the Anacostia River. This pier will be located at the western end of the project and thus will not be constructed until the construction of Phase Four. This pier is intended for pedestrian use only and will not be a place for boats to dock.



**Pedestrian Viewing Pier**

FRP has agreed to install a water taxi dock at the belvedere along the Esplanade at the foot of the allée (i.e., immediately to the west of the circle on the Esplanade). This dock will provide further activity to the Esplanade and will serve a transportation function (if a water taxi system begins operating).

As the Baseball District develops, the neighborhood will become increasingly compelling for residents, office workers, visitors and importantly retailers. The evolution of this area has been dramatically accelerated by the District's actions in securing the Baseball Stadium and consequently tax revenues and other benefits will occur as much as a decade ahead of when they otherwise might have. Florida Rock's initiative in designing an architecturally distinctive first building, their commitment to constructing First & Potomac Plaza as a gathering place and their thoughtful landscape plan designed to enhance the pedestrian and retail experience will also most certainly accelerate the attractiveness and success of the baseball district.

Nonetheless, the current location remains pioneering from a retail perspective, with no civic waterfront amenities yet designed or budgeted, a lack of clarity about the character of First Street, uncertainty about the timing for development of the WASA site and the ultimate build-out of the retail plan. Numerous reports and discussions have indicated that to achieve maximum success, the Baseball District should have a minimum of 700,000 square feet of retail.

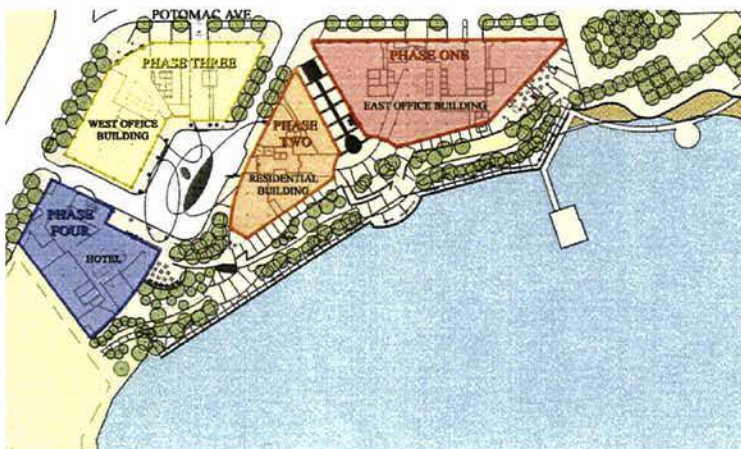
Florida Rock will represent approximately 90,000 square feet of that retail at the completion of Phase Four of its development in 2015. For these reasons, the ability to



accurately project the exact nature of the retail during the next five years is challenging. The ultimate retail vision described in this report will be more quickly achieved due to Florida Rock's early presence and their commitment to assure that spaces are designed to attract the highest quality restaurants and retailers. In addition, Florida Rock is committed to working diligently to assure that each space is activated in the early years to assist in assuring a pleasant "first experience" with the Anacostia Waterfront. What is certain is that by dominating the southwest corner of the First Street and Potomac Avenue intersection, Florida Rock controls a critical portion of the retail experience, and one of the best retail sites in the baseball district.

### **Phasing – Florida Rock**

Florida Rock is committed to play an active role in jump-starting the development of the southeast waterfront and achievement of the vision for the Baseball District. Florida Rock is committed to building as part of phase one, the first waterfront promenade at the western edge of the East Office building.



This in turn enhances the prospects for the East Office Building ground floor retail spaces which, at the time of its opening, will be the only spaces on the water where one can sit at a restaurant or sidewalk café and enjoy the views of the Anacostia. This "waterfront zone" will be primarily food -oriented with a smaller mix over time of boutiques and unique retailers.

Within this first building, considerable time has been spent in creating an iconic element at the eastern edge adjacent to the intersection to assist in defining this crucial First Street and Potomac Avenue intersection. A prime unique anchor retail space is contemplated, with 9,163 square feet on the ground level, with the potential to spill outward beyond the footprint of the building into the pedestrian experience. Second and third floors of 10,989 square feet each, and even a fourth floor of 5,410 square feet is planned as retail space, providing a true sizeable anchor tenant the ability for wonderful visibility and the A+ location at this corner.

The priority for leasing this space will be given to a retailer that provides interactivity with the pedestrian, whether through, as one example, a wonderful two-story climbing wall at the entrance to a state-of-the-art recreational sports store or another equally compelling and participatory attraction in addition to pure retail. Visibility of this anchor



tenant by a pedestrian or passenger in an automobile is assured as they proceed down First Street due to the strategic placement of the building.

The see-through nature of the design captures the eye of the baseball patron from the southern viewing platform of the Baseball Stadium, and at the same time, allows wonderful visibility of the Anacostia literally through the glass walls of the building. Baseballs fans one day, become drawn to and want to experience the exciting environment they have viewed during the game, thereby becoming visitors and consumers on subsequent days. In addition to a substantial and interactive anchor tenant, service retail intermixed with specialty retail will front Potomac Avenue, with the “continuation of First Street toward the water” and the southern edge of the buildings facing the Anacostia Waterfront being primarily restaurant and food oriented activities in addition to the anchor tenant described. These smaller shops will maintain an interesting street front and a strong pedestrian character and will be inter-mixed with the larger floor plate uses.



**Waterfront Promenade**

The waterfront promenade, the circular plaza created by Florida Rock, and the sweeping curve of the Eastern Office Building that produces extra wide sidewalk and public spaces all overlook the Anacostia River and will be activated and defined by retail and restaurant uses that will become an important “event” along the waterfront, providing the principal connection between the Ballpark and the river, an arrival point for waterborne transit, and a grand events space at the water’s edge.





**Waterfront Promenade**

Ultimately, the waterfront retail spaces will be activated by a concentration of shops, restaurants and entertainment uses on the Florida Rock site and the WASA site that will energize the open space with a critical mass of activity. The ultimate connection to the Southeast Federal Center park and waterfront promenade will further assure success of this area.

An intensive mix of upper-level office, residential and hotel uses on these sites will be important in establishing a day and nighttime population along the waterfront and in animating the public open space. In addition, the creation of First and Potomac Plaza, a civic space at the terminus of First Street, will further enhance the neighborhood and the ability to attract and retain high quality and productive restaurants and retail uses.

### **The Future – Challenges**

Achieving the vision for Florida Rock and for the Waterfront District requires cooperation among many different constituencies, and Florida Rock, as both a land owner and developer and a long-time corporate citizen of the District of Columbia is committed to helping to achieve these goals. As such, Florida Rock participated in the Development Strategy process that was undertaken by The Anacostia Waterfront Corporation, Forest City Enterprises, Monument Realty, Western Development and The Cordish Company.

When the public and private sectors come together and work toward mutual goals the process of transforming underutilized land into a vibrant, thriving waterfront community can be accelerated. The baseball stadium is one aspect of this transformation, but this must also be accompanied by creation of continuous retail along First Street and civic waterfront amenities if the District of Columbia's larger goals of a 24-hour community with a tax-generating base of retail, office, residential and hotel uses that provide community benefits to be utilized throughout the city is to be achieved. Florida Rock is committed to helping to achieve these goals.