



EAST TERRACE OFFICE BUILDING AS VIEWED FROM FIRST STREET LOOKING SOUTH-  
WEST TOWARD THE RIVER



HALF STREET AS VIEWED FROM POTOMAC AVENUE LOOKING TOWARD THE  
ANACOSTIA RIVER



HOTEL AND RESIDENTIAL BUILDINGS AS SEEN FROM THE SOUTHWEST LOOKING  
NORTHEAST ALONG THE ESPLANADE

## URBAN DESIGN STUDY

DAVIS BUCKLEY ARCHITECTS  
AND PLANNING CONSULTANTS

### 100 POTOMAC AVENUE, SE MODIFIED SUPPLEMENTAL PREHEARING SUBMISSION

ZONING COMMISSION CASE NO. 04-14C/01-31TE/98-17F/95-16P

AUGUST 25, 2006

FLORIDA ROCK PROPERTIES, INC  
SPARKS, MARYLAND

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CASE NO. 04-14C  
EXHIBIT NO. 23  
ZONING COMMISSION  
District of Columbia  
CASE NO.04-14  
EXHIBIT NO.33

## 100 POTOMAC AVENUE PLANNED UNIT DEVELOPMENT

### Urban Design Study - Update

#### I. EXECUTIVE SUMMARY:

##### The Purpose:

This Study examines the context in which the Planned Unit Development at 100 Potomac Avenue, SE, will be developed, including the impacts of the new Washington Nationals Baseball Stadium, the proposed replacement of Frederick Douglass Bridge and the South Capitol Street Roadway Modifications associated with the bridge replacement. It describes, from a planning and urban design perspective, how 100 Potomac Avenue, SE, will relate to and interact with the Stadium, which occupies the five city blocks directly north of the FRP PUD site.

##### The Question(s):

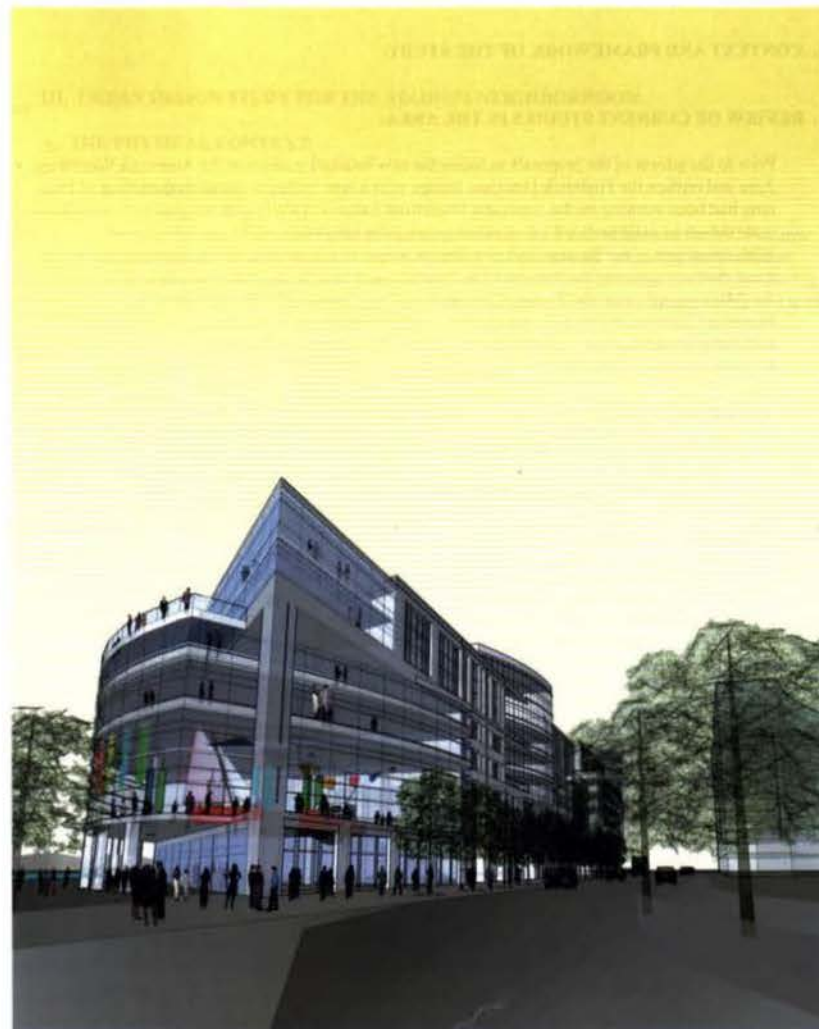
1. Does 100 Potomac Avenue compliment the Stadium, and, if so, how will this complimentary relationship function to benefit the surrounding neighborhoods and the District of Columbia?
2. Does 100 Potomac Avenue fit appropriately within the modified context of the replacement Frederick Douglass Bridge and the associated changes to South Capitol Street?

##### The Method:

- Review of Current Studies in the Area
- Identification of Key Considerations
- Study of Physical Context (Opportunities & Constraints)
- Analysis of Key Considerations & Context
- Study of Urban Design Possibilities
- Development of Conclusions & Recommendations

##### The Answer(s):

- The combined 100 Potomac Avenue and Stadium developments will transform this once industrial area into a complimentary, synergistic, year-round attraction that will, together, with the Stadium, become a vibrant, mixed-use neighborhood that is more than the sum of its parts.
- 100 Potomac Avenue conforms to and reinforces the goals and objectives of the Anacostia Waterfront Initiative (AWI), and can help the Stadium to achieve these goals as well.
- 100 Potomac Avenue compliments the Stadium in massing, geometry, view and vista corridors and augments the retail venues of the Stadium with its full compliment of mixed-uses.
- The combined 100 Potomac Avenue and Stadium developments will provide retail services, entertainment venues and jobs that will revitalize the neighborhood and attract people to the area.
- 100 Potomac Avenue, as now reconfigured, supports the goals of the South Capitol Street Plan with appropriately scaled mixed-use Hotel, Residential, Retail and Office uses.



## II. CONTEXT AND FRAMEWORK OF THE STUDY:

### A. REVIEW OF CURRENT STUDIES IN THE AREA:

Prior to the advent of the proposals to locate the new baseball stadium in the Anacostia Waterfront Area and replace the Frederick Douglass Bridge with a new bridge to the west, the Office of Planning had been working on the Anacostia Waterfront Initiative (AWI) with the goal to "...transform a once industrial neighborhood into a vibrant waterfront neighborhood."

With the advent of the Stadium and new Bridge proposal, a number of urban planning and entitlement studies examining the impacts of the Stadium and New Bridge have been produced by and for the following agencies: the Zoning Commission of the District of Columbia, the National Capital Planning Commission (NCPCC), the District of Columbia Office of Planning (OP), the District of Columbia Department of Transportation (dDot), and the Anacostia Waterfront Corporation (AWC) for various pieces of the context.

#### **These studies include:**

1. The August 21, 2006 "Concepts and Options" - Power Point Presentation - Cooper Robertson & Partners.
2. The December 2005 "South Capitol Street Waterfront District - Summary of Recommendations" - Power Point Presentation by Uwe Brandes, AWC.
3. The September 2005 "Ballpark District Urban Development Strategy" by ROMA Design Group in Association with 360 Architects and Chan Krieger & Associates.
4. The 2005 "South Capitol Street" study by the National Capital Planning Commission.
5. The January 2005 (effective date) "Capitol Gateway Overlay" (Order No. 971) by the Zoning Commission of the District of Columbia.
6. The October 2004 "South Capitol Gateway Corridor and Anacostia Access Studies" and Addendum for the District Department of Transportation (dDot) by Parsons, Brinckerhoff Quade & Douglas, Inc.
7. The November 2003 "South Capitol Street Corridor - Washington, D.C. - Implementation Plan" report by the Advisory Services Panel of the Urban Land Institute.
8. The November 2003 "Anacostia Waterfront Framework Plan" by the District of Columbia Office of Planning.
9. The March 10, 2003 "Zoning Commission Order No. 910-B (Florida Rock Properties PUD Extension)" by the Zoning Commission for the District of Columbia.
10. The 2001 "Museums and Memorials Master Plan" by the National Capital Planning Commission.
11. The 1996 "Extending the Legacy" plan by the National Capital Planning Commission.

See Appendix A for excerpts from these studies. Salient guidance from these studies has been incorporated into this study as appropriate.

### B. IDENTIFICATION OF KEY CONSIDERATIONS:

The following are identified as key considerations of this study:

#### **1. Considerations of Context:**

**a. The Neighborhood's ability to accommodate the proposed Stadium and 100 Potomac Avenue PUD.**

**b. Complementarity of 100 Potomac Avenue PUD with the Stadium and Neighborhood.**

**c. Views and Vistas to, from, and through the 100 Potomac Avenue PUD project for the Stadium and surrounding areas.**

**d. Compatibility of the 100 Potomac Avenue PUD with the Vision and Theme of the Stadium and plans for the Neighborhood.**

#### **2. Considerations of Circulation:**

**a. Vehicular Circulation**

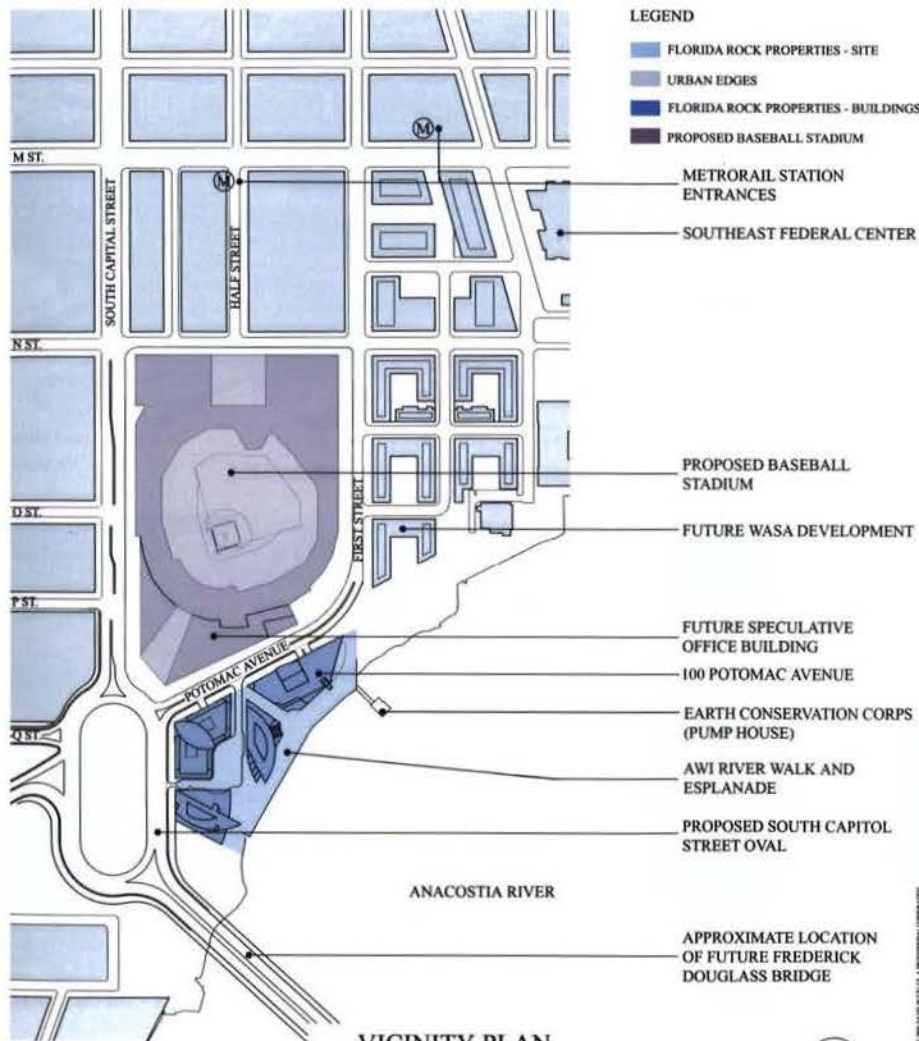
**b. Pedestrian Circulation**

#### **3. Considerations of Mixed-Use Interdependence:**

**a. Mutually beneficial relationship between the Stadium and 100 Potomac Avenue**

**b. Importance of density, intensity, and frequency of use**





**VICINITY PLAN**  
ZONING COMMISSION CASE NO. 01-311E/98-17E/95-14P  
100 POTOMAC AVENUE, SE

FRP MODIFICATION  
AUGUST 25, 2006

fig. 1

### III. URBAN DESIGN STUDY FOR THE STADIUM NEIGHBORHOOD:

#### A. THE PHYSICAL CONTEXT:

##### 1. Vicinity Plan:

The vicinity plan (fig. 1) shows the relationship between the Stadium site and the 100 Potomac Avenue site as well as elements of the surrounding "neighborhood" including the Southeast Federal Center and the Anacostia River Waterfront. It also shows the alignment of the existing Frederick Douglass Bridge and a proposed future alignment of the replacement bridge and traffic oval.

##### 2. Existing Conditions:

The area chosen for this study (fig. 1) is bounded by M Street, SE on the north; First Street, SE on the east; the Anacostia River on the south; and, South Capitol Street on the west. These boundaries generally define the immediate neighborhood of 100 Potomac Avenue and the Stadium. The defined study area is seen as defining the immediate area of interaction between the two projects.

Since the Stadium is expected to demolish all existing structures on the five blocks that make up its site, the existing conditions are of no consequence to this study.

The area to the east of the study area contains limited access and secure government facilities and the Southeast Federal Center, zoned SEFC/CR; the new Department of Transportation building, zoned C-3-C with development being governed by an approved 100 Potomac Avenue PUD, and WASA facilities, zoned CG/W-2.

To the north, the Navy Yard Metro stop of the Green line has a station entrance located on the southeast corner of the intersection of M Street, SE and Half Street, SE, as well as another station entrance at the northwest corner of M Street and New Jersey Avenue, SE.

To the immediate west of the study area lies South Capitol Street and the ramps to the existing Frederick Douglass Bridge. West of South Capitol Street, there are a number of small, light-industrial buildings housing an assortment of businesses. Further west is the Carrolsburg residential neighborhood.

100 Potomac Avenue is immediately south of the Stadium site, across Potomac Avenue, and is currently used for industrial purposes, principally sand and gravel and concrete batching operations.

### 3. Images of Proposed Stadium:

Images of the proposed Stadium, now under construction, taken from the Zoning Application document for that project that was submitted May 3, 2006 are included here for reference.

The sheets referenced below are from the May 3rd document:

- Sheet 28 of 53: Southeast Watercolor Aerial
- Sheet 30 of 53: View from Potomac Avenue & First - Grand Stair
- Sheet 40 of 53: South Building Elevation (Potomac Ave.)
- Sheet A1: Option 1 DC Major League Baseball Park
- Sheet A4: Option 2 (Aerial View of First Street Enhanced Retail option)

### 4. Stadium Iconography, Architectural Style and Urban Design:

The Stadium design, following the charge of the District, is an effort to enclose the utilitarian Stadium function in a contemporary, early 21st century "modern" mode. Following the guidance of the District's agencies charged with reviewing the Stadium design, the inward looking Stadium function is wrapped, where possible, with outward looking functions. The orientation of the home plate to second base line is toward the Northeast, in keeping with traditional stadium design recommended best practices. The axis of this orientation is reflected on the exterior by a History of DC Baseball Plaza (Plaza) whose centerline appears to be on this axis. This Plaza area terminates at the Stadium wall with a "Game Day" entrance and is shaped into a forced perspective that focuses the view from the South Capitol Street Oval on the upper wall of the Stadium where the Washington Nationals name appears. The Plaza has a surface paving graphical timeline of major events in the history of baseball in Washington, DC. This Plaza and an adjacent area that is earmarked for a future speculative office building is directly across Potomac Avenue from the west end of the 100 Potomac Avenue site. It is expected that the design of this future building will follow the design idiom of the Stadium and rise to a height of 130 feet.

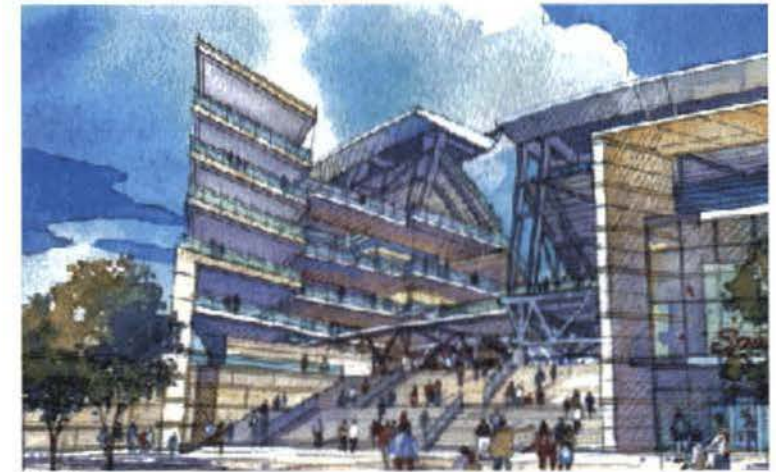
To the east of the speculative office building site, a multi-story pedestrian access ramp is positioned at a skew to the Potomac Avenue right-of-way in order to focus the views from the various ramp levels up-river. Adjacent to this ramp structure is a 100' + wide "Grand Stair" (Sheet 30 of 53) which also functions as a Game Day entrance and exit from the southeast corner of the Stadium.

Further to the east, at the intersection of Potomac Avenue and First Street, SE, the Stadium plans indicate an open area as shown on Sheet A4 but which is shown on Sheet A4 (Option 2) as indoor ground level retail space. The Stadium approval from the Zoning Commission was for Option 2.



Sheet 28

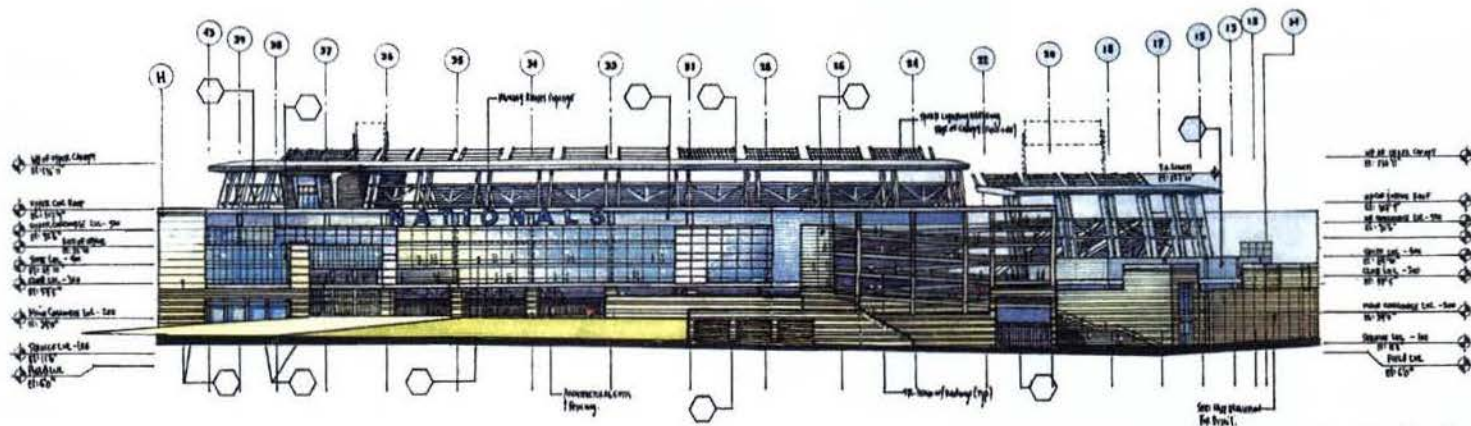
Southeast Aerial View



Sheet 30

View from Potomac Ave. & First St. - The Grand Stair





Sheet 40

South Building Elevation (Potomac Avenue)



Sheet A-1

Option 1



Sheet A-4

Option 2

## **B. OPPORTUNITIES & CONSTRAINTS:**

The Opportunities and Constraints diagram (fig.2 on the following page) illustrates a series of urban design opportunities, and physical and legal constraints and other planning issues associated with the Stadium, 100 Potomac Avenue and neighboring sites including:

### **1. OPPORTUNITIES:**

#### **a. Views to and Vistas from the Stadium:**

To the extent possible, views of the Stadium Complex and vistas from it should be optimized to enhance the orientation and entertainment experience of patrons of both the Stadium and PUD.

*As the Opportunities and Constraints diagram shows, there are two view/vista corridors that run through the middle of the 100 Potomac Avenue complex and a third that is created and framed by the east end of the East Office/Retail Building of the PUD and future development that may occur on the WASA property further east. The first view follows the alignment of the extension of the former Half Street, NE; and, the second one is angled at approximately 60 degrees off the other toward the southeast, running through 100 Potomac Avenue as a pedestrian/retail alley. In addition, as the diagram shows, there is a third vista from the southeast corner of the Stadium toward the River and Anacostia beyond. The first view/vista corridor provides a vista from the Stadium Speculative Office Site down-river and the opposite view from the water up to the south side of the Stadium. The second provides a vista from the Stadium's Speculative Office site up-river and to Anacostia beyond and offers a view of the stadium Name Wall or future speculative office building from the river. Each of these view corridors open up and frame the view from the waterfront to the Stadium and connect the Stadium to the waterfront both visually and physically.*

In addition to the exterior view corridors, both Office buildings and the Residential Building have through lobbies that provide vistas of the Anacostia River and in the case of the Office buildings, public access during building hours through the buildings, at ground level to the Anacostia River.

#### **b. Synergy between 100 Potomac Avenue and Stadium:**

Opportunities for a symbiotic synergism between the Stadium and the PUD should be capitalized on.

*The 100 Potomac Avenue and Stadium projects will foster a symbiotic synergy between the two whereby patrons of the Stadium can avail themselves of 100 Potomac Avenue's dining and retail venues and tenants and residents of 100 Potomac Avenue can avail themselves of the Stadium's activities and programs. As shown on the Opportunities and Constraints diagram (fig. 2), there are multiple sites in 100 Potomac Avenue for outdoor dining facilities as well as retail opportunities in the Retail Allee and other ground floor retail venues. The provision of the additional ground floor retail on First Street as shown in Option 2 of the Stadium plans, in conjunction with the retail of 100 Potomac Avenue will help to assure the creation of a "critical mass" of destination oriented retail at the Stadium neighborhood, especially along Potomac Avenue.*

#### **c. Creation of a mixed-use destination retail that serves neighborhood as well as Stadium:**

The ground floor retail environment of both the Stadium (along First Street, SE) and the PUD should include components that serve both the Stadium/PUD and the surrounding neighborhood.

The location of the proposed Stadium and 100 Potomac Avenue combination will serve as a catalyst for the redevelopment of the Anacostia waterfront and the nearby Southwest residential neighborhood to the west by providing a complimentary assortment of services and attractions. This local neighborhood draw can also help to assure the viability of any retail associated with the Stadium and 100 Potomac Avenue, particularly when the Stadium is not in use, which is approximately 275 days per year.

### **2. CONSTRAINTS:**

#### **a. Zoning Regulations:**

The height, bulk and mass of the PUD and Stadium projects as regulated by the District of Columbia Government are indicated on the Opportunities and Constraints diagram.

*The operative Zoning Regulations with relevance to the Stadium include the CR sections of the Zoning Regulations along with the CG (Capital Gateway) Overlay and proposed text amendment to the CG Overlay. 100 Potomac Avenue is governed by the C-3-C District, to be developed in accordance with the approved Stage 1 PUD and the design guidelines*



**OPPORTUNITY:**  
RETAIL AT STADIUM WOULD HELP  
ADD CRITICAL MASS OF RETAIL TO  
FIRST STREET AND HELP CREATE  
DESTINATION RETAIL.

**OPPORTUNITY:**  
CIRCULATION AND ACCESS NODE -  
SHUTTLE STOP

**OPPORTUNITY:**  
FOCAL POINT/ IMAGE FOR  
STADIUM

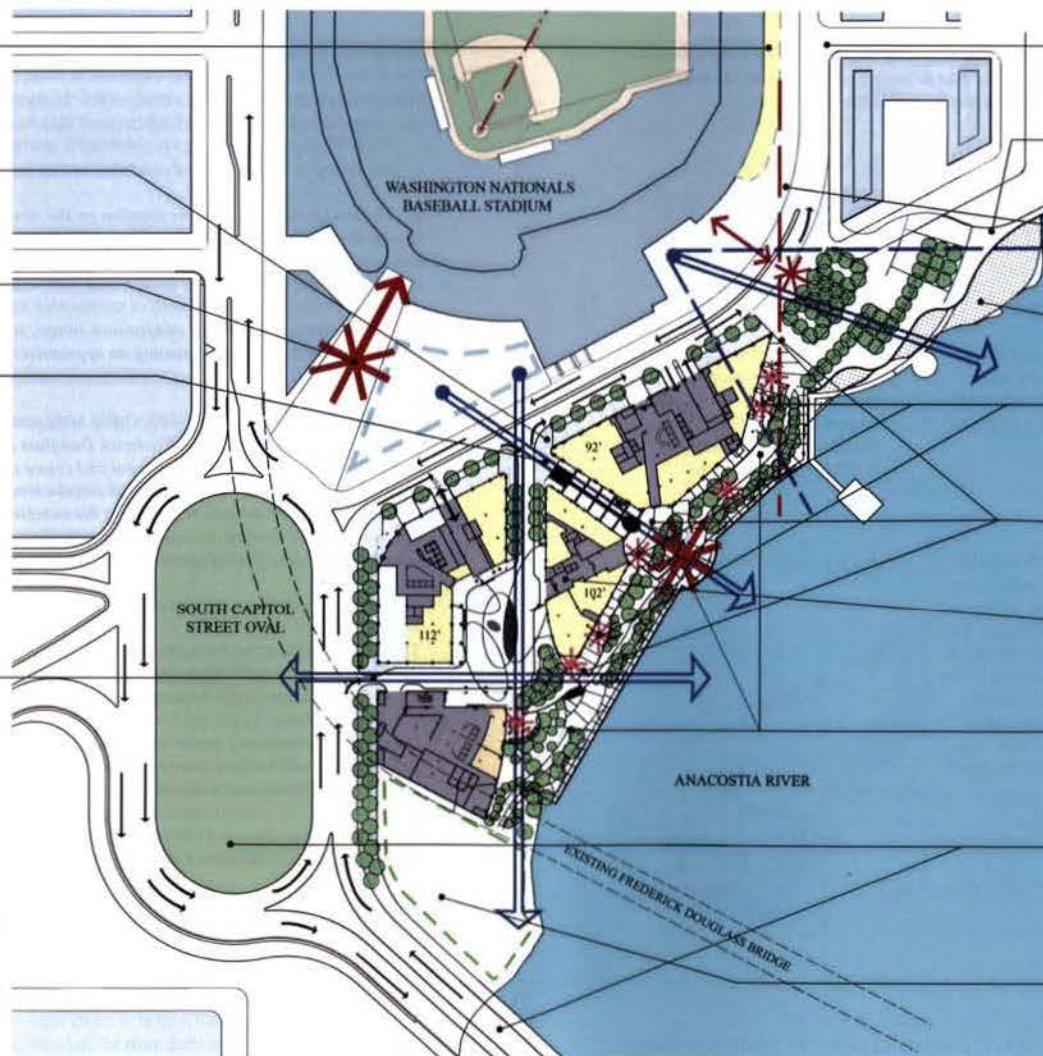
**CONSTRAINT:**  
NEED TO PROVIDE OPENINGS IN  
STREET WALL FOR VISTAS FROM  
STADIUM'S SPEC. OFFICE SITE

**CONSTRAINT:**  
HEIGHT OF BUILDINGS  
LIMITED BY ZONING ORDER  
#910-B. FAR LIMITED TO  
TOTAL 4.4.

**OPPORTUNITY:**  
MIDDLE OF BLOCK ACCESS  
CREATES VISTA TO RIVER

#### LEGEND

- RETAIL
- HOTEL RETAIL
- BALLPARK ENTRY
- AUTOMOBILE CIRCULATION
- VIEW/ VISTA
- FOCAL POINT/ NODAL POINT
- OUTDOOR DINING
- SERVICE VEHICLE ACCESS



**OPPORTUNITY:**  
DIRECT ACCESS FROM METRO  
TO WATERFRONT VENUES

**OPPORTUNITY:**  
CONTINUITY OF WATERFRONT  
ACCESS PROVIDES MORE  
AMENITY OPTIONS TO TENANTS  
OF SEFC AND 100 POTOMAC

**CONSTRAINT:**  
PER ZONING ORDER #910-B:  
BUILDING WALL MUST SET BACK  
10' ABOVE G5

**OPPORTUNITY:**  
BIO-FILTRATION DEMONSTRATION  
PARK/ EDUCATION RESOURCE

**OPPORTUNITY:**  
A SYMBIOTIC/SYNERGISTIC RETAIL  
& ENTERTAINMENT PLACE THAT  
FEEDS OFF THE INTERACTION  
BETWEEN THE STADIUM AND 100  
POTOMAC AVENUE

**OPPORTUNITY:**  
MULTIPLE POINTS OF ACCESS  
TO WATERFRONT ACTIVITY

**OPPORTUNITY:**  
RESIDENTIAL COMBINED WITH  
RETAIL & OFFICE MAKES FOR  
VIBRANT 24/7/365 ENVIRONMENT

**OPPORTUNITY:**  
TERRACED WATERFRONT  
ESPLANADE TO PROVIDE MULTIPLE  
OUTDOOR DINING VENUES

**CONSTRAINT/PROBLEM ELEMENT:**  
TIMETABLE FOR NEW BRIDGE &  
REMOVAL OF OLD PREVENTS DEV'T  
OF WEST SIDE OF SITE FOR YEARS

**OPPORTUNITY:**  
RECONFIGURATION OF PROPERTY  
BOUNDARIES TO IMPROVE  
RELATIONSHIP OF 100 POTOMAC  
AVE. PUD TO OVAL & NEW ADOT  
DEVELOPMENT PARCEL

DAVIS BUCKLEY  
ARCHITECTS & PLANNERS



## OPPORTUNITIES & CONSTRAINTS

ZONING COMMISSION CASE NO. 01-311E/96-17F/95-16P  
100 POTOMAC AVENUE, SE

PRE-HEARING SUBMISSION  
August 25, 2006

fig. 2

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*developed in a collaborative process by the Office of Planning and FRP which were subsequently adopted by the Zoning Commission's order 910B. The following constraints on the uses and height, bulk and mass of developments in these areas is summarized as follows:*

<u>Development Entity:</u>	<u>Height Limitation</u>	<u>Floor Area Ratio (FAR) Limitation</u>
Stadium*	130' (Height Act of 1910) + any portion of Stadium that exceeds 110 feet in height shall be stepped back at 1:1 on South Capitol Street.	6.0 far; however, per Section 1606.4 of the proposed text amendment to the CG Overlay, no portion of the FAR need be used for residential purposes within the Ballpark Area.
100 Potomac Avenue PUD	110' for the West Office Building and Hotel; 100' for the Residential Building; and, 90' for the East Office Building per the approved Design Guidelines for the PUD as part of Zoning Order #910-B. (Note: an additional 2 feet of height is provided in order to allow for 14 foot ceiling heights in most of the Retail Areas	4.4 per Design Guidelines by O.P.

*\* per the March 4, 2005 "Ballpark" amendment to the CG Overlay proposed to the Zoning Commission.*

#### **b. Existing Frederick Douglass Bridge:**

The existing Frederick Douglass Bridge (the "Bridge") represents a constraint on the ideal redevelopment of the Stadium Neighborhood on several counts:

- 1. The Bridge is in deteriorated condition and as such represents an eyesore;*
- 2. The Bridge occupies a prime location on the Anacostia waterfront that effectively breaks the continuity of the esplanade development proposed for 100 Potomac Avenue and acts as a barrier to interaction between 100 Potomac Avenue and any future development to the southwest of the existing bridge; and*
- 3. The current configuration of approach ramps, starting at O Street, SE, because it is elevated, is not conducive to creating an appropriate streetscape for a principal approach to the city.*

*This issue is being addressed by the Office of Planning, dDot and NCPC as part of the integration of the Stadium and Frederick Douglass Bridge replacement planning into the earlier plans to revitalize the waterfront and create the new Gateway into the city. It is not anticipated that the current bridge or its interim modifications while the new bridge is being built will have a long term impact on the complementarity of the Stadium/100 Potomac Avenue alliance; however it does impact two aspects of the PUD project— the phasing of the build-out of the project and the ultimate site configuration.*

#### **c. Phasing of 100 Potomac Avenue PUD:**

The build-out of the 100 Potomac Avenue will have to be phased due to the necessity to keep the existing Frederick Douglass Bridge in place, in modified form, to serve until the new bridge is able to be opened for service.

*Design work is currently under way for the replacement bridge and the configuration of the roadway modifications has been established. The proposed new bridge alignment and roadway configuration are shown in the Opportunities and Constraints diagram.*

*The 100 Potomac Avenue PUD is envisioned to be built-out in four phases. Preliminary Phasing Diagrams are shown in fig. 3.*

#### **d. Ultimate site configuration of the 100 Potomac Avenue PUD:**

The current configuration of the 100 Potomac Avenue property does not work well with the newly proposed configuration of the Replacement Bridge and South Capitol Street Oval that connects it to the existing South Capitol Street right-of-way above P Street.

*On Florida Rock Properties' initiative, dDOT and Florida Rock have preliminarily agreed to a land exchange, as set forth in the memorandum from John Deatrick of dDOT to Florida Rock dated, August 22, 2006. This land exchange creates usable frontage for both Florida Rock and dDOT along the South Capitol Street Oval right-of-way. An explanatory diagram, illustrating the proposed land exchange is shown in fig. 4.*

### C. ANALYSIS OF KEY CONSIDERATIONS AND CONTEXT:

The following portion of this study examines the relationship of 100 Potomac Avenue to the Stadium and its surroundings with respect to the contextual and other issues enumerated above.

#### 1. Considerations of Context:

##### a. Neighborhood Accommodation of and "Fit" of 100 Potomac Avenue and Stadium:

The District of Columbia's decision to locate the Stadium near the Anacostia River waterfront reflects an initiative, envisioned by the AWI, to jump-start the neighborhood's planned revitalization. This vision makes use of the presently bleak, industrial waterfront, by transforming it into a safe, environmentally friendly, economically viable, and energetic mixed-use neighborhood.

100 Potomac Avenue has been designed in consultation with the District of Columbia's Office of Planning (OP), the Anacostia Waterfront Corporation (AWC) and the DC Sports and Entertainment Commission, to promote and further the goals of the AWI (see Appendix B for a history of these consultations.) The Stadium also has great potential to foster and achieve these goals by making use of its extensive perimeter for year-round, ground-level, street-front retail along First Street, SE. The approved design for the Stadium (with Option 2) has street level retail along First Street, SE. The construction of that street level retail will be an important part of the Stadium's commitment to the re-vitalization of the waterfront area.

##### b. Complementarity of 100 Potomac Avenue massing with the Stadium and Neighborhood:

The Capitol Gateway Overlay reinforced and codified the AWI vision for the Southeast and Southwest Anacostia Waterfronts by emphasizing the creation of a dynamic, vibrant, mixed-use context through which a new southern gateway to the city would be built. Prior to the advent of the Stadium, the massing concept for the area called for buildings closer to the water to taper down in height, making them as visually permeable as possible to allow for views of the river from areas to the north. By stepping the building massing up from the water and creating view corridors through the site, the 100 Potomac Avenue PUD supports this massing concept.

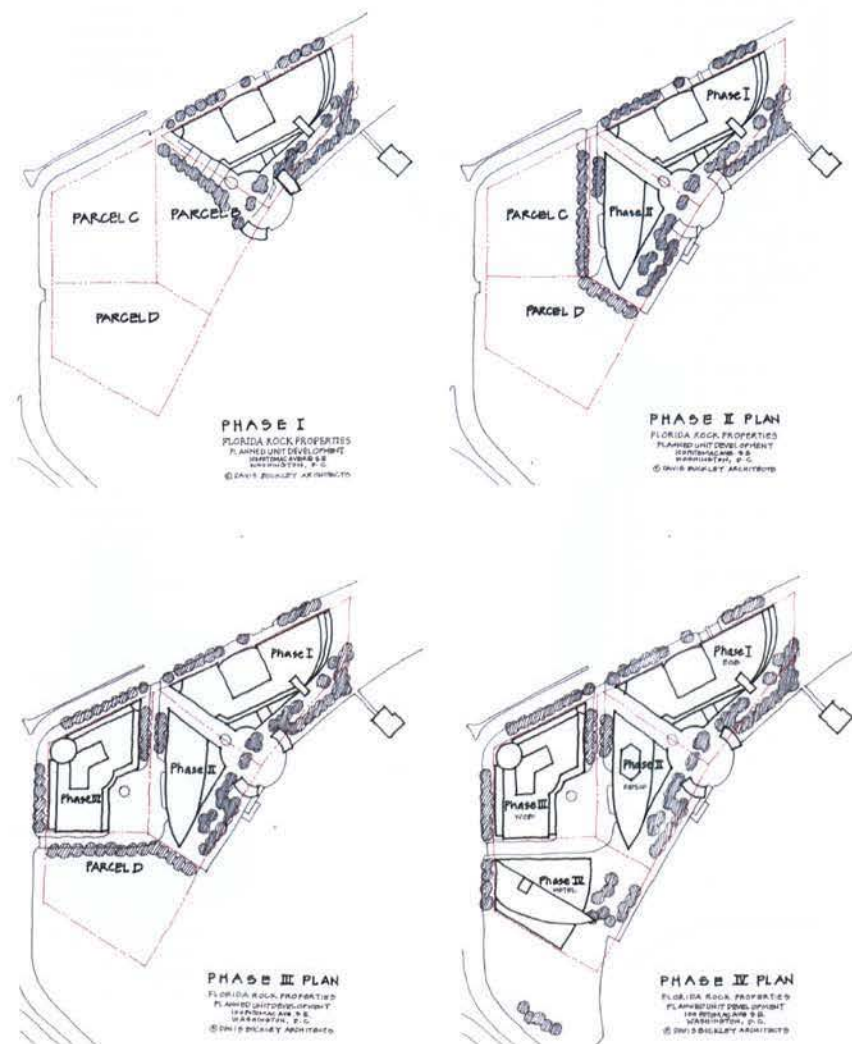


fig. 3

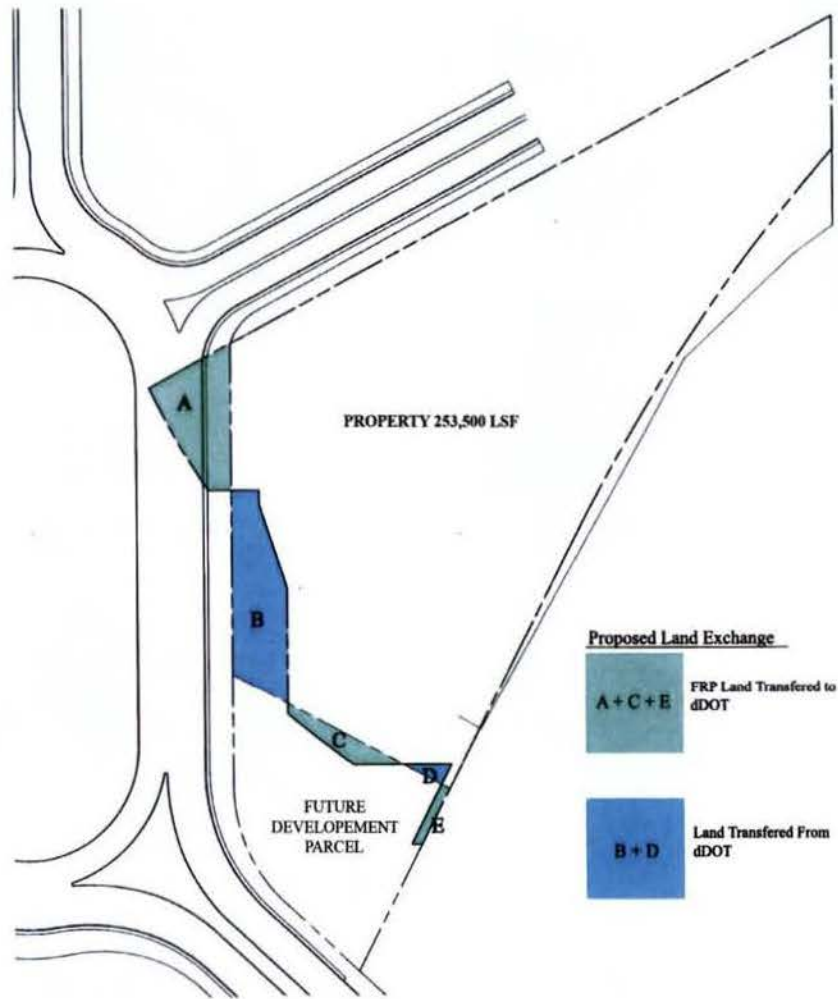


fig. 4

With the advent of the Stadium, the massing issue becomes more dynamic. The Stadium is generally inwardly focused, with a few exceptions where viewing points have been "designed-in" (See the discussion of views and vistas in item c. below.) This means the permeability issue for views from the Stadium through the 100 Potomac Avenue project is less important, except at those "designed-in" viewing points which are only important when entering and leaving the Stadium during 25% of the year. There is, however, a component of the Stadium site design, other than the viewing points where the permeability is more important. This is where, on the Stadium Plan, a future speculative office building site has been identified on Potomac Avenue. As discussed above in B1a, and below in C1c, the design of the 100 Potomac Avenue PUD has been specifically configured to take that need into account by providing two view corridors through the project at mid block, right across the street from the speculative office building site.

Another issue raised by the design and location of the Stadium is the view of the Capital Gateway area from the Anacostia River and the opposite shore line. Because of its location and size (the Stadium's 130' height is measured from a significantly higher ground plane - estimated to be approximately 20 feet higher than any of 100 Potomac Avenue's measuring points - and bulk - 5 city blocks), the Stadium could easily dominate the scale of the surrounding cityscape, as viewed from across the river. While the Stadium attempts to break down the scale of its mass by articulating various pieces of its component program, the sheer size of the assemblage is large next to other building types in the area. The 100 Potomac Avenue PUD, by stepping down from the west toward the east and limiting the height of the tallest of the buildings to 112' (measured from a point approximately 20 feet lower than the Stadium) provides a transition up from the waterfront to the height of the Stadium. This will assure that the "Crown" of the Stadium roof and lighting racks will be visible from across the river.

#### c. Views and Vistas to and from 100 Potomac Avenue, Stadium and Surroundings:

As described above, one of the concerns addressed by the AWI was the view sheds to and from the Stadium. The Stadium Architects attempted to establish points within the Stadium structure where views of the river and surroundings could be enjoyed by the Stadium patrons. As described above in item a. Views and Vistas to and from the Stadium under Opportunities and Constraints, the design of the 100 Potomac Avenue PUD has successfully taken this urban design constraint into account.

#### d. Compatibility of Vision and Theme:

The AWI envisions a vibrant, urban, mixed-use waterfront environment that, through linkages to adjacent neighborhoods, provides services and a lively local center of urban activity while supporting the parallel effort to establish South Capitol Street as an urban boulevard and the southern gateway to the Capitol. As articulated in the various planning studies, this area is to be a rich mix of retail, cultural, commercial and residential uses whose synergy will provide a "Place" for residents and visitors to live, work and play.



The Stadium, dominant in its size, will provide the local landmark that will give this portion of the city and the waterfront its identity. However, the Stadium is only planned to be used for baseball games 81 days a year. The retail currently associated with the Stadium cannot stand on its own and will not serve to activate the neighborhood when the Stadium is dark. 100 Potomac Avenue will be reinforced by the presence of this landmark and has the potential to provide the desired mixed-use environment envisioned by the various studies for the area.

The Stadium, together with 100 Potomac Avenue, will create an anchor attraction at the waterfront that will provide a year-round, 24/7, vibrant, urban environment. Additionally, the PUD will provide support to the Stadium with its extensive retail and hospitality services, ensuring the success of the Stadium as a catalyst for urban revitalization. The Stadium, a part-time venue, could not do this alone. As such, the PUD project will have a symbiotic compatibility with the Stadium and the goals articulated for the Waterfront neighborhood.

## **2. Considerations of Circulation:**

### **a. Vehicular:**

**1. Stadium Access:** The Stadium has three vehicular access points on Potomac Avenue that are grouped together slightly to the east of the center of the block. These include a Trash and Recycling truck access, Service Access and a Parking Entry/Exit. Other Stadium related vehicular access points are planned to occur on First Street, SE, and N Street, SE.

It is anticipated at this time that these vehicular access and egress points do not represent a conflict with the PUD vehicular access points. See Traffic Study and Analysis by Grove Slade.

**2. 100 Potomac Avenue Project Access:** When complete, the PUD will have four access points: Three with both ingress and egress on Potomac Avenue and one ingress only access point off the South Capitol Oval. Egress for the vehicles entering from the ingress only point will be via one of the three access points on Potomac Avenue.

It is anticipated at this time that these vehicular access and egress points do not represent a conflict with the Stadium vehicular access points. See Traffic Study and Analysis by Grove Slade.

### **b. Pedestrian:**

Pedestrian access from the Stadium to 100 Potomac Avenue and other destinations in the neighborhood, including the Waterfront, the Navy Yard Metrorail Station, and the

Southeast Federal Center, will be accommodated via the existing network of sidewalks along the waterfront. 100 Potomac Avenue provides an important series of pedestrian linkages, from the waterfront and the PUD's esplanade to Potomac Avenue and the Stadium, and to the areas to the east and south of the Stadium.

## **3. Considerations of Mixed-use Interdependence:**

### **a. Mutually beneficial relationship between the Stadium and 100 Potomac Avenue:**

As previously described, the Stadium, in combination with the development of 100 Potomac Avenue, has the potential to revitalize the area. The Stadium will only be used for baseball 81 days a year during the baseball season, and an anticipated 11 additional days for special events. In light of this pattern of useage, it is unlikely that any retail development built into the Stadium plans will thrive without more critical mass with which to create a symbiotic and synergistic relationship.

100 Potomac Avenue will create this critical mass by providing destination retail, residential, hotel, and commercial development that will provide a year-round waterfront attraction.

### **b. Importance of density, intensity and frequency of use:**

The success of a mixed-use development is dependent on three factors: density, intensity and frequency of use. A mixed-use development that is limited to one or two elements such as retail and recreational uses lacks the density of day to day users. A successful mixed-use development must have a rich mix of retail, residential and commercial uses that provides a variety of venues for dining, staying over, working and playing that is found in the most popular urban environments.

The AWI seeks to create such an environment at the waterfront. The Stadium in connection with 100 Potomac Avenue and other developments in the near Southeast area and the Southeast Federal Center will provide this mix to create a vibrant area. With only the Stadium, the AWI vision of a continuous, year-round, vibrant and active neighborhood with an extensive array of opportunities for varied activities cannot be achieved. Without the critical mass of activity that will be provided by 100 Potomac Avenue the chances of achieving the AWI vision are substantially diminished.

#### ***The 100 Potomac Avenue PUD Project provides:***

- ***in excess of 91,500 square feet of retail (with nearly 70,000 square feet at the ground floor level)***
- ***Commercial office space***
- ***A full service hotel***
- ***Residential building with a minimum of 160 units***
- ***1,100 below-grade parking spaces***

## E. CONCLUSION & RECOMMENDATIONS:

It is the conclusion of this study that the Stadium and 100 Potomac Avenue are compatible and will further the goals for this area for the following reasons:

- All of the issues that precipitated the AWI are still present in the neighborhood. 100 Potomac Avenue is entirely consistent with the goals of the AWI because it provides all of the elements of the desired mix. Further, it contains the characteristics of successful urban environments: density, intensity and frequency of use.
- The Stadium can and should be incorporated into the existing urban fabric rather than resorting to the failed planning approaches that produced the Stadium's predecessor, RFK Stadium.
- 100 Potomac Avenue will help to reduce the apparent mass of the Stadium and focus the views from the waterfront to the Stadium, including, as is indicated on the Opportunities and Constraints diagram, a potential focal, iconic tower.
- 100 Potomac Avenue represents a planned development that supports the goal of promoting a mixed-use environment on the Anacostia waterfront. The mix of office, residential, hotel and retail at 100 Potomac Avenue will assure a vibrant, active, "street life" in the neighborhood. 100 Potomac Avenue also furthers the goal of providing inter-connectivity between various areas surrounding it, including an important visual and physical connection between the waterfront and the Stadium.
- 100 Potomac Avenue provides an exceptional, and environmentally enriching experience. A generous amount of open space has been created through setbacks, the waterfront esplanade, the Half Street view corridor, the pedestrian alley, and the development of park settings to the east of the site. 100 Potomac Avenue makes a major contribution to establishing the open space character of the area.
- 100 Potomac Avenue is consistent with NCPC's South Capitol Study's vision of development on the 100 Potomac Avenue site. 100 Potomac Avenue will be a true mixed-use development as envisioned by the Anacostia Waterfront Initiative: it includes more office, retail and residential space that will be essential to the viability and vitality of the Stadium and the re-development of the neighborhood. 100 Potomac Avenue, when combined with the Stadium and its potential retail component, will establish a "critical mass" essential to a successful retail environment.
- The combination of the Stadium with a ground floor retail component and 100 Potomac Avenue's mix of urban amenities will create a symbiotic critical mass that will serve the neighborhood and the District through a synergy that will be greater than the sum of its parts.

The AWI contemplated an active, vibrant, mixed-use waterfront that will serve as a stimulus to help revitalize the adjacent neighborhood(s). 100 Potomac Avenue promotes and furthers the AWI's goals and vision for the Anacostia River waterfront and will serve as a catalyst for future development along the waterfront.

The advent of the new Washington Nationals Baseball Stadium in the vicinity of the waterfront inserts a new and significant element into the milieu but it does not change the underlying intention to transform the Anacostia Waterfront. The Washington Nationals has the potential to make a major contribution to the realization of the AWI vision but it will not do it on its own. The 100 Potomac Avenue PUD will provide the mixed-use 24/7/365 environment that will accelerate the transformation, allowing the synergy to begin soon after the Stadium's opening.



DAVIS BUCKLEY  
ARCHITECTS & PLANNERS



# URBAN DESIGN - ILLUSTRATIVE SITE PLAN



ZONING COMMISSION CASE NO. 01-3110/08-17/05-10P  
100 POTOMAC AVENUE, SE

PREP ARCHITECTURE  
AUGUST 27, 2008

fig. 5

FLORIDA ROCK PROPERTIES, INC.  
SPARKS, MARYLAND



## APPENDIX A: Excerpts from Previous Studies in the Capitol Gateway Area

A review of the available material from these recently completed and, in some cases, in-progress studies yields a number of important policy positions that have relevance to and have provided guidance for the Florida Rock 100 Potomac Avenue proposal. These points are noted below under the heading of the document from which they were extracted:

### ***“South Capitol Street”:***

- “...NCPC has had its sights on a long-range vision for this neglected area - a vision to transform the avenue into a boulevard with magnificent spaces for public plazas, parkland, national monuments and commercial and residential uses. NCPC first proposed this concept in the agency’s 1997 *Legacy Plan*.”
- “Anacostia Waterfront would become a mixed-use ... area.”
- “South Capitol Street/South of M Street would have a larger scale with longer blocks, fewer street crossings and a green median to connect with the river.”

### ***“Capitol Gateway Overlay”:***

- Zoning Commission expressed “concern for the creation of an active pedestrian streetscape.”
- “The CG Overlay will create an opportunity for an active mixed-use community in the Buzzard Point-South Capitol Street area.”
- Purposes of the CG Overlay District are to:
  - (a) “Assure development of the area with a mixture of residential and commercial uses, and a suitable height, bulk and design of buildings, as generally indicated in the Comprehensive Plan...”
  - (b) “Encourage a variety of support and visitor related uses such as retail service entertainment, cultural and hotel or inn uses.”
  - © “Allow for continuation of existing industrial uses, which are important economic assets to the city, during the extended period projected for redevelopment.”
  - (d) “Provide for a reduced height and bulk of buildings along the Anacostia Waterfront in the interest of ensuring views over and around waterfront buildings, and provide for continuous open space along the waterfront with frequent public access points.”

### ***“South Capitol Gateway Corridor and Anacostia Access Studies” (Including the ‘Ballpark Addendum’:***

- Study “Performed at the direction of the United States Congress...was ‘a study of methods to make improvements to promote commercial, recreational, and residential activities and to improve pedestrian and vehicular access on South Capitol Street and the Frederick Douglass Memorial Bridge...’” also included the Anacostia Access Study.
- “...encourage mixed-use development...”
- “The addition of the ballpark to the mix does not significantly affect the corridor concept or benefits because the previously conceived plan for the Gateway anticipated development of the scale of the Ballpark.”

### ***“South Capitol Street Corridor, Washington, DC”:***

- The study identified the “Anacostia Waterfront as an east-west connector and activity magnet.”
- The study recommended that the City “Create economic connections between existing and potential residents and commercial tenants and the developers who serve them.”
- “Estimated capture rates for the South Capitol Study area suggest that demand for both residential and office space in the district may meet or exceed estimated supply over the next 20 year period.”
- With respect to the quadrant southeast of M and South Capitol: “The area south of M Street to the Anacostia River has already been established as predominantly a market for office and mixed-use development.”
- “...the office space available for development along the South Capitol Street Corridor will barely be sufficient.” (To meet projected demand)
- With respect to market demand: “It seems likely that a more substantial, mixed-use urban development program with street level retail and above-grade residential and office can be achieved.”
- With respect to the Frederick Douglass Memorial Bridge viaduct: Altering the viaducts to land at Potomac Avenue instead of at the intersection of N Street will:
  - (a) Double the at-grade length of South Capitol Street, creating more available street frontage for ground level retail or commercial development, while stitching the neighborhood together into a cohesive whole; and
  - (b) Initiate the process of street improvement potentially as much as 12 years before it otherwise could begin (i.e. before the new bridge is in place).
- With respect to the Florida Rock (100 Potomac Avenue PUD) site: “The continuation of Anacostia Riverside Park is envisioned as a 75- to 100-foot wide public right-of-way along the north bank of the river to Buzzard’s Point...Larger parks could be located adjacent to the Riverside Park (adjacent to the Florida Rock Site) south of Potomac Avenue.”

### ***“The Anacostia Waterfront Framework Plan”***

- “If this development is guided by a comprehensive vision, the infusion of billions of public and private dollars can transform a once industrial area into a vibrant waterfront neighborhood.”
- “Planning Principles” (for the Near Southeast Waterfront):
  1. Extend the surrounding urban fabric to the waterfront, bringing the city to the Anacostia River.
  2. Build upon the current wave of public and private development to create a comprehensive vision for the Near Southeast, integrating diverse projects.
  3. Create continuous public access to the Anacostia River waterfront, as part of the Anacostia Riverwalk and Trail.
  4. Create a linked network of public parks, open spaces, greenways, and tree-lined streets to tie the Near Southeast neighborhood together and to the waterfront.
  5. Create a major waterfront park destination for residents, employees, and visitors.
  6. Maximize access to the waterfront from residential areas by extending existing streets and view corridors to the river.
  7. Emphasize mixed-use development, integrating commercial and residential areas, to form a lively and active neighborhood throughout the Near Southeast.
  8. Provide diversity in housing types and income levels to ensure a strong and balanced

neighborhood.

9. Encourage commercial development to maximize economic growth and job creation, emphasizing major street corridors and transit connections.

10. Create linkages to the adjacent neighborhoods of Capitol Hill and Southwest by overcoming the physical and psychological barriers of the highway network.

11. Encourage low-impact development with “green building techniques for sustainable architecture and landscape design.”

- “Vision (for the South Capitol Street Corridor): This area will become a mixed-use employment corridor and a significant gateway to the Capitol...”

***“Zoning Commission Order No. 910-B (Florida Rock Properties PUD Extension)”***

- Attachment to Z.C. Order No 910-B “Design Guidelines for Modification of Planned Unit Development, Florida Rock Properties, Inc (“FRP”), Zoning Commission Case No.: 01-31TE/98-17F”:

**100 Potomac Avenue**

**1. Site Plan Organization**

a. The site plan for the PUD Site shall be modified to reflect the proposed development of a minimum of three (3) independent buildings, creating a minimum of two (2) publicly-accessible, primarily pedestrian oriented passages through the PUD site for access from Potomac Avenue to the Anacostia River waterfront (the “Waterfront”).

**2. Site Perimeter Setback and Build-top Requirements**

a. Potomac Avenue, SE - Buildings fronting Potomac Avenue, SE shall be designed to face the Potomac Avenue, SE right-of-way with no setback from that right-of-way, except for facade articulation, fenestration, and breaks for pedestrian access to the Waterfront.

b. First Street, SE - No building, fronting on what would be a theoretical extension of the right-of-way of First Street, SE through the PUD Site to the Waterfront, shall extend into the area of the PUD site covered by this theoretical extension of the First Street, SE right-of-way.

c. Anacostia River - To provide space for a broad esplanade for the full length of the PUD site along the Waterfront, buildings would be set back at least seventy-five (75) feet from the exterior face of the Anacostia River bulkhead along the PUD site. This setback line shall be perpendicular to the Anacostia River Bulkhead. The design of the facades of buildings fronting the Waterfront shall be further modulated behind this setback line to achieve a variety of setback dimensions for the buildings fronting the Waterfront.

d. Frederick Douglass Bridge - All buildings on the PUD Site shall be set back from the eastern edge of the structure of the bridge. Buildings shall not be located closer to the structure of the Bridge than the eastern boundary of the established right - of - way fixed in the official records of the District of Columbia, within which the bridge structure is located. Building site locations fronting the Bridge shall be coordinated with the DC DOT Corridor Study for the South Capitol Street and Bridge relocation being undertaken as of the date of these Design Guidelines (“DC COT Corridor Study”).

**3. Mid-block Points of Public Access to the Waterfront**

a. Half Street, SE - The development plan for the PUD Site shall include the theoretical extension of Half Street, SE to the Waterfront as a pedestrian-focused, open-to-the sky, publicly-accessible passageway, with a width of no less than sixty (60) feet at any point along the

passageway. A limited number of motorized vehicles may be permitted to use the passageway to permit vehicular access to the proposed residential development, including a possible hotel fronting on the Waterfront.

b. Additional access through the PUD site - The development plan for the PUD Site shall include a minimum of one additional pedestrian-oriented, open-to-the sky, publicly-accessible passageway, with a width of no less than forty (40) feet at any point along the passageway; the passageway shall be located east of Half Street, SE, and west of First Street, SE, with this passageway having the intended purpose of providing an additional pedestrian-oriented passageway from Potomac Avenue, SE to the Waterfront.

**4. Building Height, Bulk Restrictions, and Design Objectives**

a. General - Height of buildings on the PUD Site shall create a varied silhouette of building heights, as seen from across the Anacostia River. With that in mind, any building(s) located in the area of the PUD Site west of the theoretical extension of Half Street, SE (as described in Item 3 above), will have a height not to exceed 110 feet. To the area east of the extension of Half Street, SE and west of the additional access through the PUD site (as described in Item 3.b. above), the height of any building shall not exceed 100 feet, provided that OP and FRP may explore an increase in height of any building proposed to be located in this area if the same would increase the amount of non-transient residential housing in the PUD. The area east of the additional pedestrian passageway described above and First Street, SE, the height of building may not exceed ninety (90) feet.

b. Potomac Avenue, SE - The building(s) fronting Potomac Avenue, SE shall rise to allowable heights with no setbacks in the massing. Building facades shall be developed so as to create a street-wall condition, which engages the historic L’Enfant grid, provided that facade articulation, fenestration, and possible setbacks of the building facades at upper elevations of the buildings shall be permitted.

c. First Street, SE - At a minimum, the buildings fronting First Street, SE (including the theoretical extension thereof) shall setback a minimum of ten (10) feet above the height of sixty-five (65) feet. Primary building material may be glass.

d. Anacostia River Waterfront - The buildings fronting on the Waterfront shall be articulated with varying setbacks of different widths and dimensions at various elevations along the Waterfront facing facades to avoid a monolithic appearance for the buildings along the Waterfront, the intent being to create a multifaceted and interesting project appearance along the Anacostia River, coordinated with the various vistas, views, passageways, and open spaces on the PUD Site to be developed with any application for modification of the PUD as approved.

e. Frederick Douglass Bridge Facade - The facade of buildings fronting the Bridge and its right-of-way will reflect this area as a major gateway to the monumental core of Washington, D.C. at the foot of South Capitol Street. Facade development will also be evaluated within the recommendations of the DC DOT Corridor Study.

f. Facade Materials of PUD Buildings - Building materials shall be primarily masonry and glass in character. Variation in material colors shall distinguish the buildings on the PUD Site from one another so as to create an ensemble of buildings rather than the appearance of a single large structure.

**5. Development Program Requirements**

a. General - The intention of the development program is to create a mixed-use, waterfront

environment of residential, office, and commercial uses.

b. The ground levels of all buildings shall maximize uses, which open to and activate the adjacent streets and planned open spaces. A minimum of fifty percent (50%) of the net useable area of the aggregate of all ground levels in the PUD shall be designated to retail, cultural, or community uses, which uses it is believed will promote and encourage visitation of the Waterfront. All ground level areas shall be designed to allow a fourteen (14) foot floor-to-ceiling height and shall be designed to anticipate future changes in program use. Ground level areas fronting the Waterfront should be designed to give the appearance from the esplanade that those ground level spaces are multi-storied, spacious and open.

Understanding that there is an elevation change in the PUD site from Potomac Avenue, SE down to the Anacostia River, net useable areas of the ground levels of the buildings shall be those areas at ground level that directly front Potomac Avenue, SE, First Street, SE, the passage-way described in item 3 above, and the Waterfront, and which would be reasonably accessible from those areas and useable for the purposes described above. The term "useable area" shall specifically exclude those levels designated or used for building entrances, lobbies and related facilities; elevator banks, staircases and corridors related thereto; mechanical, electrical and fire control rooms; parking garage entrances and other related facilities; off-street loading facilities and other related facilities; and service corridors related to any of the above.

c. The ground levels of buildings fronting the Bridge will be evaluated in light of the recommendations of the DC DOT Corridor Study to determine if a more animated ground level area in that location would be appropriate to ensure that these areas can appropriately address possible pedestrian presence in those locations.

d. All legally required, on-site parking shall be located below grade; other parking provided may be located above grade, but shall be located so as not to impede pedestrian uses of the open spaces, vistas and views on the PUD Site or prevent the dedication of ground level spaces to preferred uses as specified in paragraph 5.b. above.

e. The remaining development program above ground levels shall include commercial and residential uses (including potential hotel uses) with a maximum allowable commercial development potential of 625,000 gross square feet; and a minimum residential development of 440,000 square feet of gross floor area of hotel and residential uses, provided that no less than 160 units of residential, non-transient housing, based upon an average gross floor area of 1,200 square feet per unit would be provided for.

f. The maximum permitted building area on the PUD Site shall be 1,115,400 gross square feet for a total of 4.4 FAR

#### 6. Project Amenities of PUD

a. General - The general approach to the PUD amenities shall consist of public space improvements in and about the vicinity of the PUD Site, including areas to the north and east of the PUD Site.

b. Public Access to the Waterfront - Access through the PUD Site to the Waterfront, including plaza connections from Potomac Avenue, SE, shall be maintained as privately-owned, publicly-accessible, and appropriately landscaped open spaces.

c. Anacostia Esplanade and Riverwalk - The PUD shall provide for continuous publicly-accessible esplanade of no less than seventy-five (75) feet in width, on the PUD Site, including designated walkways and bicycle lanes. In addition to development of the esplanade on the PUD Site, FRP would design and develop a riverwalk/pathway of no less than twelve (12) feet in width

stretching eastward from the PUD Site to the site known as the Southeast Federal Center ("SEFC"), over sites owned by the District of Columbia and the DC Water and Sewer Authority. The riverwalk/pathway would be intended to afford a pedestrian and bicycle connection between the esplanade on the PUD Site and the proposed SEFC riverside facilities. Waterfront redevelopment is not contemplated as being part of this amenity. FRP would maintain the riverwalk/pathway for a period of no less than five (5) years after its development.

d. Parks and Plazas - In addition to the esplanade and open spaces on the PUD Site and the riverwalk/pathway described above, FRP shall design and develop public open spaces at two locations adjacent to the PUD Site as urban parks. The first space would be the triangle park reservation to the north of the FRP site on Potomac Avenue ("Reservation 247"), containing approximately 16,000 square feet of land area; the second space would be an area at the terminus of First Street, SE immediately adjacent to the PUD Site and fronting on the ECC pump house. Florida Rock Properties shall maintain each of these public spaces for a period of no less than five (5) years after its development.

e. Sustainable Design - All buildings on the PUD Site shall be designed to achieve US-GBC LEED certification, including state-of-the-art best practices for all open spaces and amenity areas.

#### ***"Memorials and Museums Master Plan"***

- "One reason for distributing new memorials and museums throughout the city is to increase opportunities for direct spending on hotels, restaurants, shops, theaters and transportation."
- "New memorials and museums are to be encouraged in all quadrants of the city as a way of reinforcing local communities and local revitalization efforts."
- "Memorials and museums should support established land uses and local planning objectives."
- "Candidate Memorial/Museum Sites:
  - (a) South Capitol Street terminus at the Anacostia River ( Florida Rock 'amenity' site [Sq. 664e])
  - (b) On the north shore of the Anacostia River, immediately east of the Douglass Bridge, SE

#### ***"Extending the Legacy"***

- Regarding the Monumental Core: "...it is the economic center of Washington, where hundreds of thousands of people work and live."
- "Untangled from its maze of freeways and railroad tracks, South Capitol Street could serve as a new southern gateway to central Washington, at the scale of Pennsylvania Avenue, with a lively mix of shopping, housing and offices."
- Of the South Capitol and M Street area: "Thousands of new employees will require ... services that could spark the commercial rebirth of South Capitol and M Streets, SE."



## **APPENDIX B: Memorandum for the File**

### **MEMORANDUM**

**Date: August 22, 2006**

**To: 100 Potomac Avenue File**

**From: Davis Buckley FAIA**

#### **Summary AWC Developer Entitlement Studies and Developer Initiatives:**

We attended thirty-five meetings with the Developer Group including general meetings, small break out group meetings, and individual meetings with the Anacostia Waterfront Corporation (AWC), the participating developers and consultants. The process formally began January 27 following interviews and the selection of Cooper Robertson and Partners to assemble the various studies. Meetings were held twice a week through May, 2006. In addition to the meetings, documents were transmitted between us and all the parties during this time to assist in establishing the base geometries of the Stadium District upon which development entitlements for the District could be organized according to subject properties and functional developer groups. These properties North of N Street consisted of three developers— Monument Realty, The Cordish Companies, and Forest City; South of N Street consisted of Western development and Forest City; and the Waterfront consisted of Florida Rock Properties, Western Development and Forest City, the later being the designated developer for the Southeast Federal Center. In addition, an overall retail/entertainment focus group was formed. At milestones in the process, General Meetings were held to present and discuss the findings and efforts of the four break out groups which were assembled by Cooper Robertson and then put into geometric plan options. Many of these options pushed the known regulatory requirements such as Floor Area Ratios (FAR), building heights, changes to street configurations, and substantial development initiatives into the Anacostia River. The intent was to explore, in an open manner, options that are more synonymous with “visioning”, but are not based on known regulations, nor are consistent with the intent of the original plan as described by L’Enfant. This is not unusual to explore and push beyond known limits. The practical constraint was the need to establish entitlements rights which would be used to establish the value of the various development parcels.

#### **DDOT Infrastructure Coordination**

Concurrent with the AWC developer Baseball District entitlement and visioning studies, the District Department of Transportation continued to move forward with plans to transform South Capitol Street into an urban boulevard, including the replacement of the existing Frederick Douglass Memorial Bridge with a new bridge which will be re-aligned south of the existing bridge. The concept of the South Capitol Street boulevard has its genesis in studies by the National Capitol Planning Commission and through a study by dDOT. FRP has been working cooperatively with dDOT and their consultants in developing alternate configurations for the terminus of South Capitol Street, exploring the best alternatives in providing the needed additional land area for the terminus and transportation improvements planned for the area including Potomac Avenue and First Street, SE.

Out of this collaborative efforts between FRP and dDOT, the potential for adjusting the irregular property lines on the southern most portion of FRP’s property was discussed, and a decision was

made that an exchange of land between the two (like kind exchange) will provide both the need land area for dDOT’s SCS improvements (the Circus) and provide a site configuration and development that will face this urban oval, or Circus. A diagram indicating the land areas was developed along with a Memorandum from John Deatruck, dated August 22, 2006, stating that dDOT is comfortable with FRP’s development, including the adjustment and straightening of the property lines.  
DC Sports and Entertainment Commission

In the fall of 2005 we were contacted by the DCSEC regarding the PUD. We met and presented the PUD project to commission members, staff, the stadium architects, and their consultants. We continued to meet on the progress of the stadium through the fall of 2005 and through 2006. We provided technical documents to the commission for their use as they moved forward on their time sensitive schedule of the stadium development.

#### **DC Office of Planning**

We met multiple times since December 2005 and had numerous communications with the Office of Planning discussing the direction of the PUD and the modifications being proposed to the project in conjunction with their strategies and entitlement studies for the Baseball Stadium District.

#### **Summary**

The Planned Unit development is a vibrant and environmentally enriching mixed use project defining the waterfront experience for the Stadium District. The project is linked to the stadium and will be an essential and integral part of the city’s economic development goals in bringing the people to the waterfront. This will be achieved through an aggressive retail program within an engaging pedestrian setting that has strong linkages to and along the waterfront. The project meets and exceeds the goals of the Anacostia Waterfront Initiatives and is compatible with the development program for the District including the mixed use, retail program, and pedestrian friendly environment with generous and easy vehicular access. The project is a critical anchor to the District and through its waterfront retail esplanade will provide a contiguous waterfront linking South Capitol Street to the Southeast Federal Center.

#### **Project Enhancements**

The result of FRP’s participation was a substantial increase to the projects retail space, from 36,000 sf to 91,000 sf (15,000 included with the hotel), and the crafting of the phase I building at First Street and Potomac Avenue which will serve as an anchor to the terminus of First Street, SE at Potomac Avenue with an aggressive multi-level retail venue. This East Office Building, the first of a four phase building program, will provide direct pedestrian access to the esplanade.

The 100 Potomac Avenue PUD, while delaying its approval, took the opportunity to further craft the design: its architecture, landscape, retail, residential, office and hotel use all in response to the Baseball District goals and objectives. The PUD will be in the forefront of those projects that will enhance the Anacostia River experience while providing an appropriately designed project that will be a substantial, economic engine for the city, the neighborhood, and the Baseball District.