

GATEWAY MARKET & RESIDENCES

340 FLORIDA AVE NE



**ZONING COMMISSION HEARING
ZONING COMMISSION CASE NOS. 06-40B AND 06-40C
DECEMBER 5, 2013**

**GATEWAY MARKET CENTER, INC.
EDENS / SANG OH & COMPANY**

**ZONING COMMISSION
District of Columbia
CASE NO.06-40C
EXHIBIT NO.28**

DEVELOPMENT TEAM

- Gateway Market Center, Inc. - EDENS / Sang Oh & Company
 - Jeff Kaufman
 - Rahul Sood
- Goulston & Storrs
 - Jeff Utz
 - Maureen Dwyer
- SK&I
 - Dennis Connors
- Wells & Associates
 - Jami Milanovich
- Bohler Engineering
 - Dan Duke
- LAB
 - Jonathan Fitch

SITE HISTORY

TIMELINE

- Sang Oh Choi assembled parcels in 2004 (Purchased Washington Beef Parcel from DHCD)
- Original PUD was submitted in 2006 by Choi
- City asked Choi to wait until the Florida Avenue Small Area Plan was complete
- In 2008 the Small Area Plan was still in process, Choi asked to move forward with PUD
- April 2009 PUD was approved
- April 2011 PUD was extended
- EDENS opened Union Market in September 2012
- EDENS was approached by Choi and got involved in Gateway Project in October 2012
- Submitted a PUD modification and extension application in April 2013
- Set Down Meeting in July 2013
- Submitted 20 Day Pre-Hearing Package in November 2013
- Zoning Commission Hearing December 5, 2013

EDENS

MARKET-DOMINANT
EAST COAST PLATFORM



Founded in 1966, 47-year track record of success

Owner and Operator of Institutional-Quality Neighborhood
Retail Centers Deeply Connected to Surrounding
Communities

95.4% Grocery-Anchored Portfolio

31 Properties in DC Metro, Representing 3.6 MM SF



- Target Primary Markets
- Additional Complementary Markets
- ▲ Regional Headquarters
- ▲ Regional Leasing / Management Offices
- Operating Properties

EDENS

UNIQUE PERSPECTIVE ON DEVELOPMENT



UNION MARKET

RICH IN HISTORY



UNION TERMINAL MARKET

In 1871, Centre Market, once the largest market in Washington, DC, opened to the public. After years of success, it was torn down to make way for the National Archives. In 1931, business relocated and created Union Terminal Market.

MARKET EVOLUTION 1871-NOW

1871

Centre Market opened to the public.

1931

Businesses relocated and created Union Terminal Market at 4th Street and Florida Avenue NE.

1967

A new indoor market was built, which is now the revitalized Union Market.



1962

The city banned the outdoor sale of meats and eggs, killing much of the farmer's market foot traffic.

1970s

Wholesale operations continued to grow in the broader market area.

1980

Aging industrial spaces began to show signs of wear and tear. Many original merchants left the area for modern distribution centers and supermarkets in the suburbs.

2013

In the current market district, more than 100 businesses employ 1,500 people in food production and distribution.

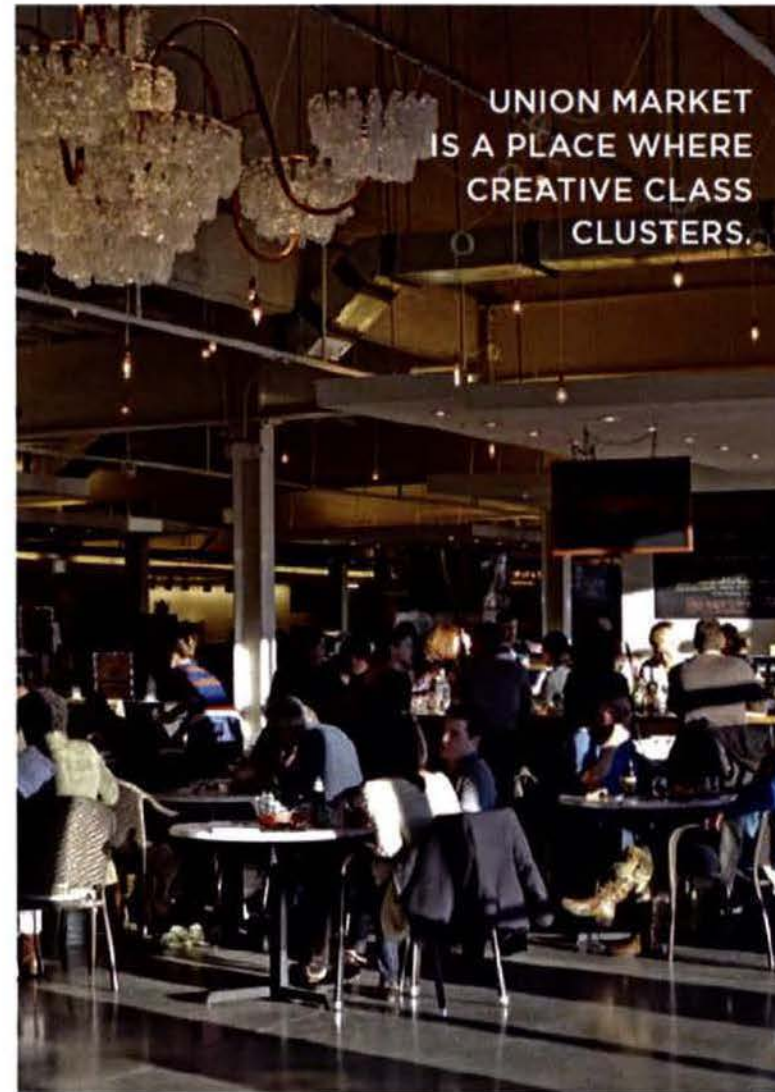
FUTURE

The Union Market District will once again be the heart and soul of the broader market district. This allows the market district to regain steam and continue to be the engine of entrepreneurial spirit.

OUR VISION FOR THE NEIGHBORHOOD

VISION

Union Market is a district with authentic soul that permeates the people on the street; the architecture; the retail; the food; the sights and the sounds. This is a place where people are comfortable and energized; a place where creativity is inspired; and a place that attracts people who are great thinkers and creators.



NEIGHBORHOOD VISION



UNIQUE NATIONALS



UNIQUE REGIONAL



UNIQUE SPECIALTY



LIFESTYLE "POP-UP"



FOOD FESTIVALS



ART GALLERIES



PRIVATE EVENT SPACE

NEIGHBORHOOD VISION



NEIGHBORHOOD VISION

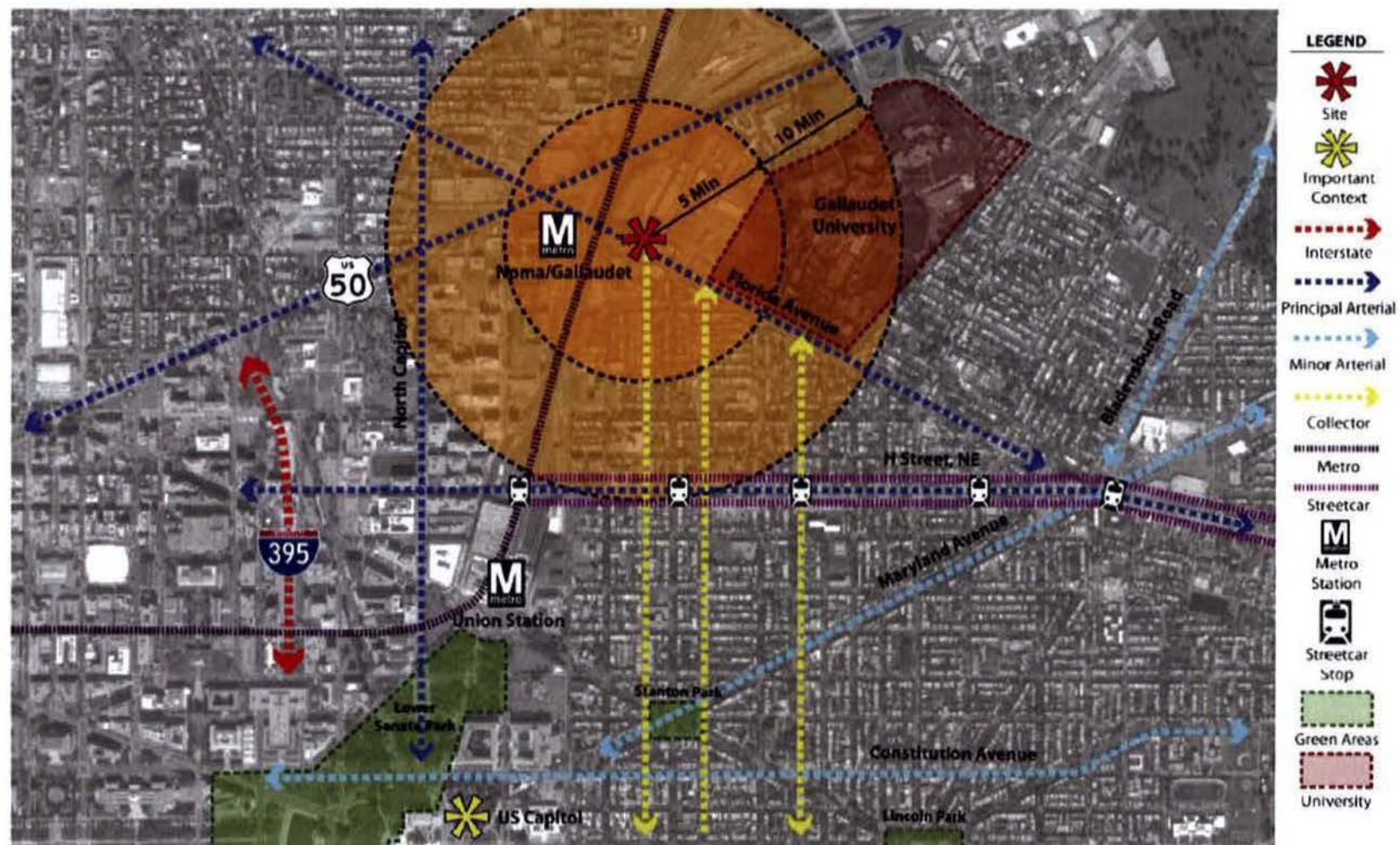


NEIGHBORHOOD VISION



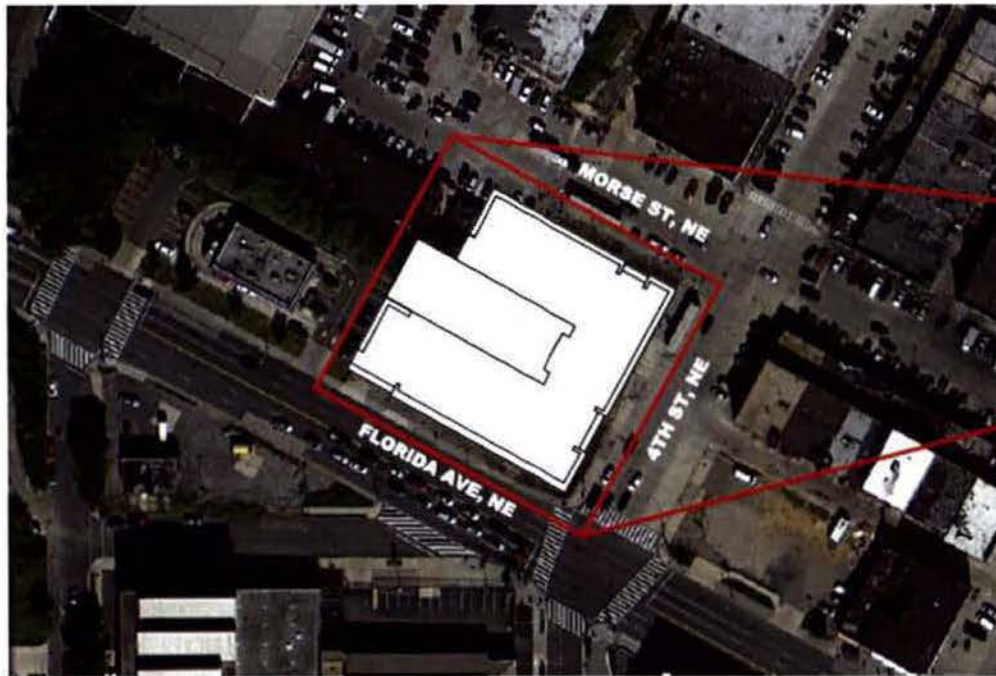
SITE OVERVIEW

REGIONAL ANALYSIS



SITE OVERVIEW

LOCATION MAPS



Site Aerial: 1"=100'-0"



Context Aerial: 1"=1000'-0"



SITE OVERVIEW

NEIGHBORHOOD PHOTOGRAPHS



1



2



3



4



5



6



7



8



Key Plan



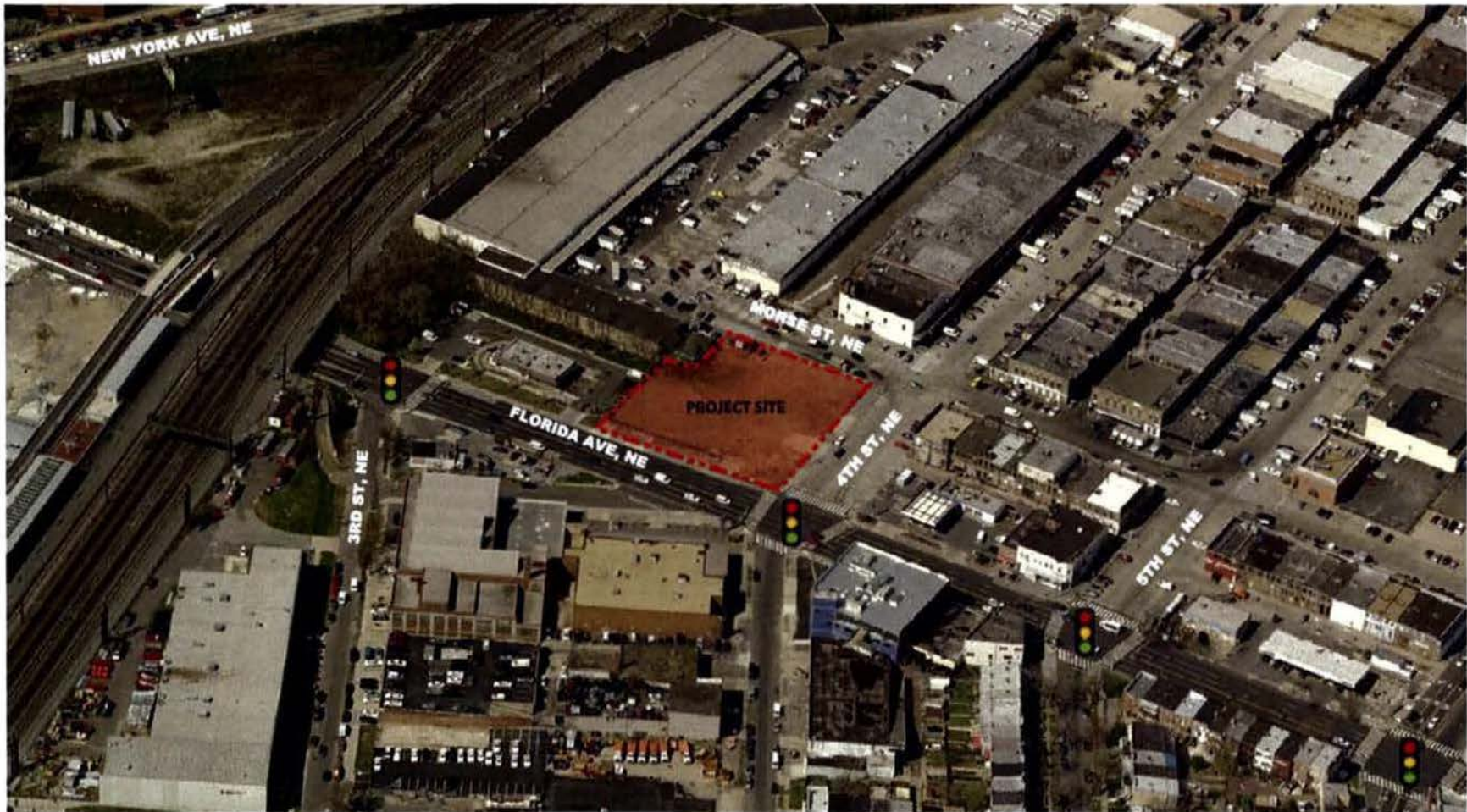
9



Union Market: 1 block northeast of site

SITE OVERVIEW

AERIAL FROM THE SOUTH



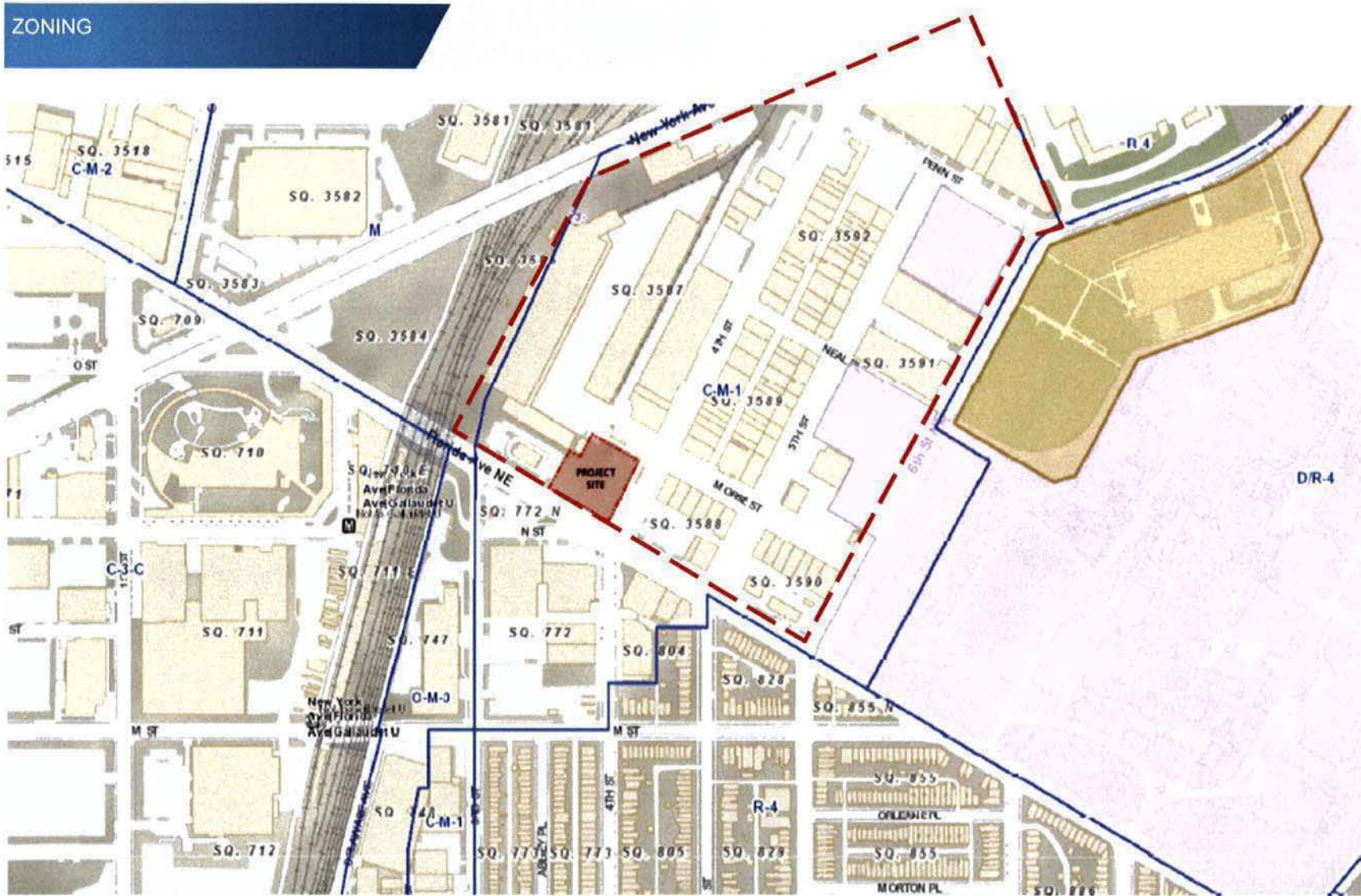
SITE OVERVIEW

AERIAL FROM THE NORTH



ZONING

ZONING



ZONING COMMISSION COMMENTS 7/29/2013



1. Work Closely with ANC Regarding Proposed Amenities Package
2. Provide More Information / Comparison to Original Submission
3. Provide Sections Showing How Material is Joined Together
4. Provide Sample Board of Materials
5. Submit More Detailed Roof Plan
6. Further Refine Project Drawings, Especially Western Party Wall Facade

RESPONSES TO ZONING COMMISSION

COMMUNITY OUTREACH

COMMUNITY MEETINGS/PRESENTATIONS

ADVISORY NEIGHBORHOOD COMMISSION (ANC)

SMD 5D01 (Formerly 5B06)

- 10/1/2012
- 7/16/2013

ANC 5D (Formerly 5B)

- 10/4/2012
- 11/12/2013

ANC 6C06/6C

- 11/6/2013
- 11/13/2013

NEIGHBORHOOD ASSOCIATIONS

TRINIDAD NEIGHBORHOOD ASSOCIATION

- 9/25/2012
- 6/25/2013

CAPITOL HILL NORTH NEIGHBORHOOD ASSOCIATION

- 3/19/2013



Trinidad Neighborhood Association Meeting

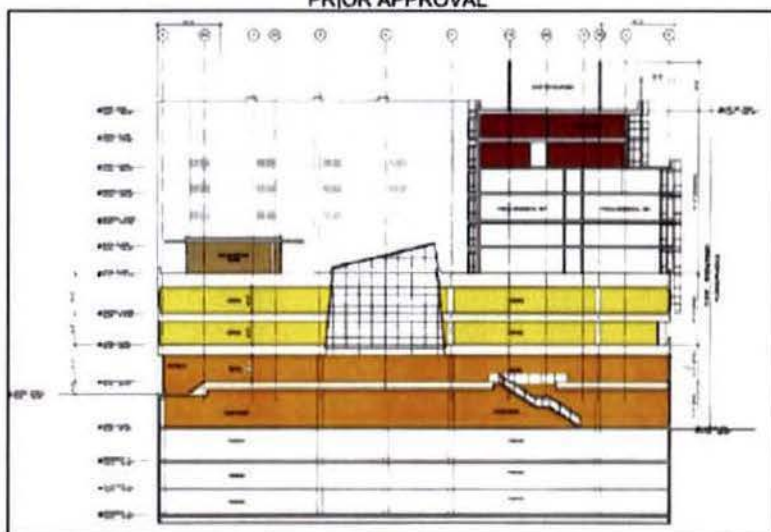


Ward 5: Wheatley Education Campus Market Tour

RESPONSES TO ZONING COMMISSION

PUD SUBMISSION COMPARISONS

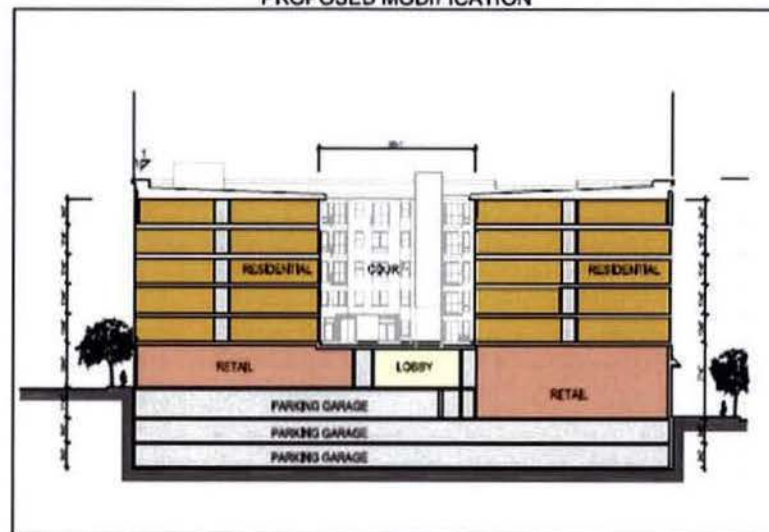
PRIOR APPROVAL



SITE TABULATION AND BUILDING CALCULATIONS- 2008

TOTAL BUILDING		
LEED POINTS	24	Points
TOTAL RESIDENTIAL UNITS	116	UNITS
AREA OF RESIDENTIAL UNITS	134,237	GSF
AREA OF RETAIL	26,026	GSF
AREA OF OFFICE	69,704	GSF
CORE/SUPPORT/CIRCULATION AREA	71,318	GSF
AREA OF COMMUNITY SPACE	4,311	GSF
AREA OF RESIDENTIAL MULTIPURPOSE ROOM	1,788	NSF
TOTAL BUILDING AREA	307,384	GSF
TOTAL PARKING AREA	111,451	GSF
TOTAL PARKING SPACES	188	SPACES
TOTAL BIKE SPACES	44	SPACES
SITE AREA	38,452	GSF
F.A.R.	7.7	
AFFORDABLE HOUSING	26,847.0	GSF
RESIDENTIAL LOT COVERAGE	71%	%
LOT COVERAGE	93%	%

PROPOSED MODIFICATION



SITE TABULATION AND BUILDING CALCULATIONS- 2013 PUD

TOTAL BUILDING		
LEED POINTS	29	Points
TOTAL RESIDENTIAL UNITS	188	UNITS
AREA OF RESIDENTIAL UNITS	153,310	GSF
AREA OF RETAIL	27,410	GSF
AREA OF OFFICE	Not Applicable	GSF
CORE/SUPPORT/CIRCULATION AREA	18,989	GSF
AREA OF COMMUNITY SPACE	2,422	GSF
AREA OF RESIDENTIAL MULTIPURPOSE ROOM	2,050	NSF
TOTAL BUILDING AREA (including bay projections)	189,036	GSF
TOTAL PARKING AREA	101,404	GSF
TOTAL PARKING SPACES	215	SPACES
TOTAL BIKE SPACES	72	SPACES
SITE AREA	38,452	GSF
F.A.R.	5.0	
AFFORDABLE HOUSING	30,662	GSF
RESIDENTIAL LOT COVERAGE	78.9%	%
LOT COVERAGE (at first floor)	100%	%

DESIGN APPROACH



How Do You Build a New Building in a Place With Significant Historic Context?



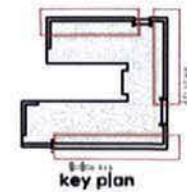
ARCHITECTURAL PRECEDENTS



1. 1150 18TH STREET NW, WASHINGTON, DC



2. NEW YORK CITY, NEW YORK



RETAIL STORE FRONT PRECEDENTS



1. STOREFRONT



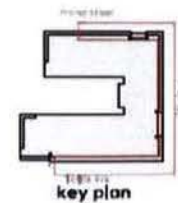
2. STOREFRONT



3. STOREFRONT

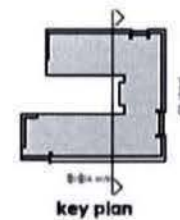
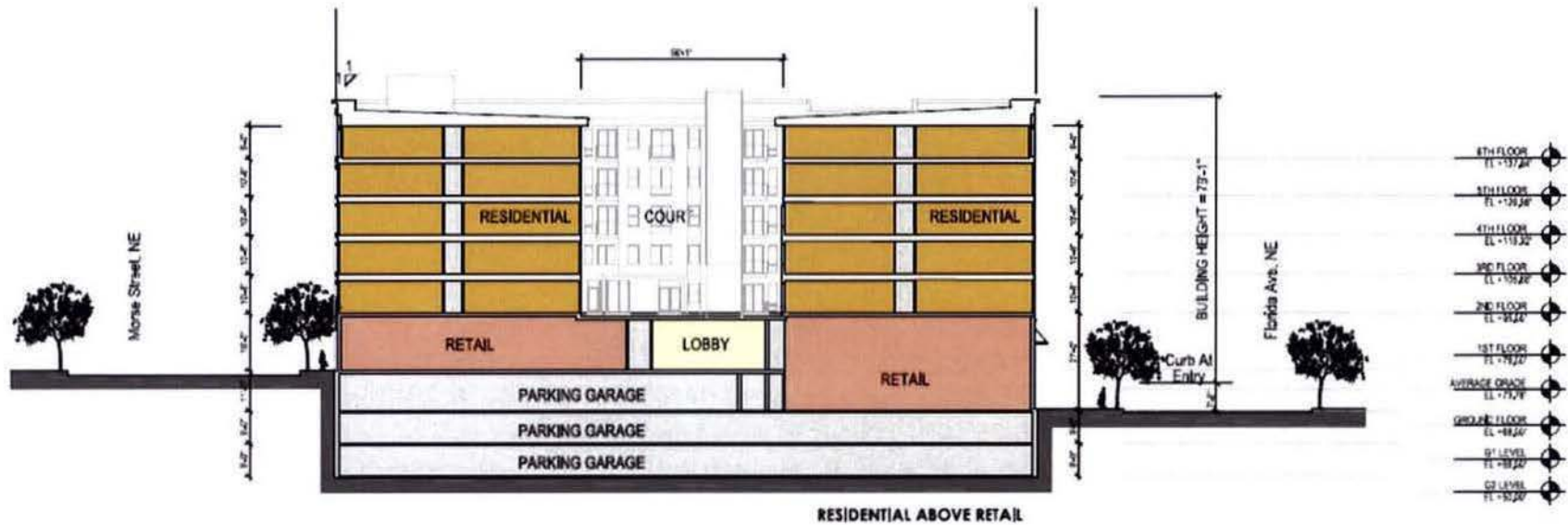


4. STOREFRONT



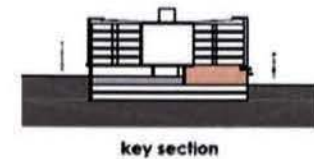
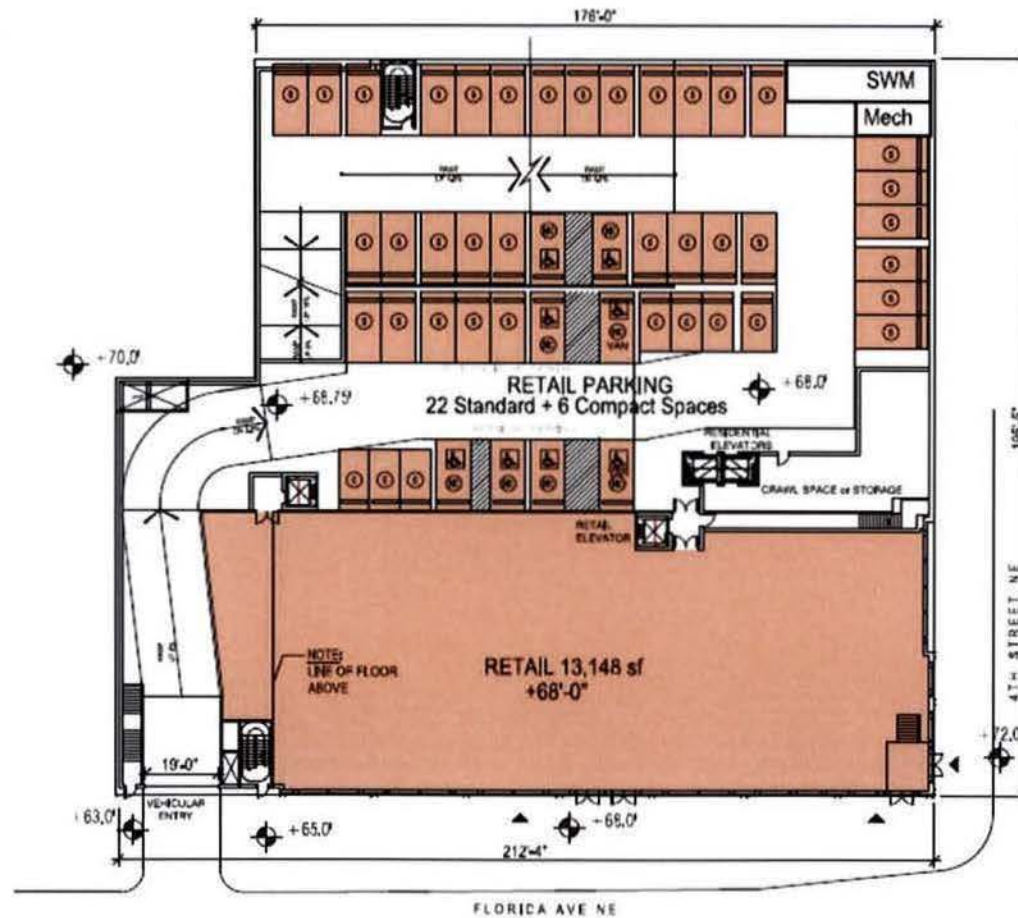
ARCHITECTURAL

BUILDING SECTION FACING EAST



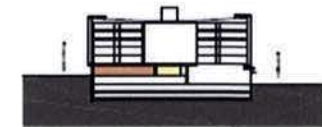
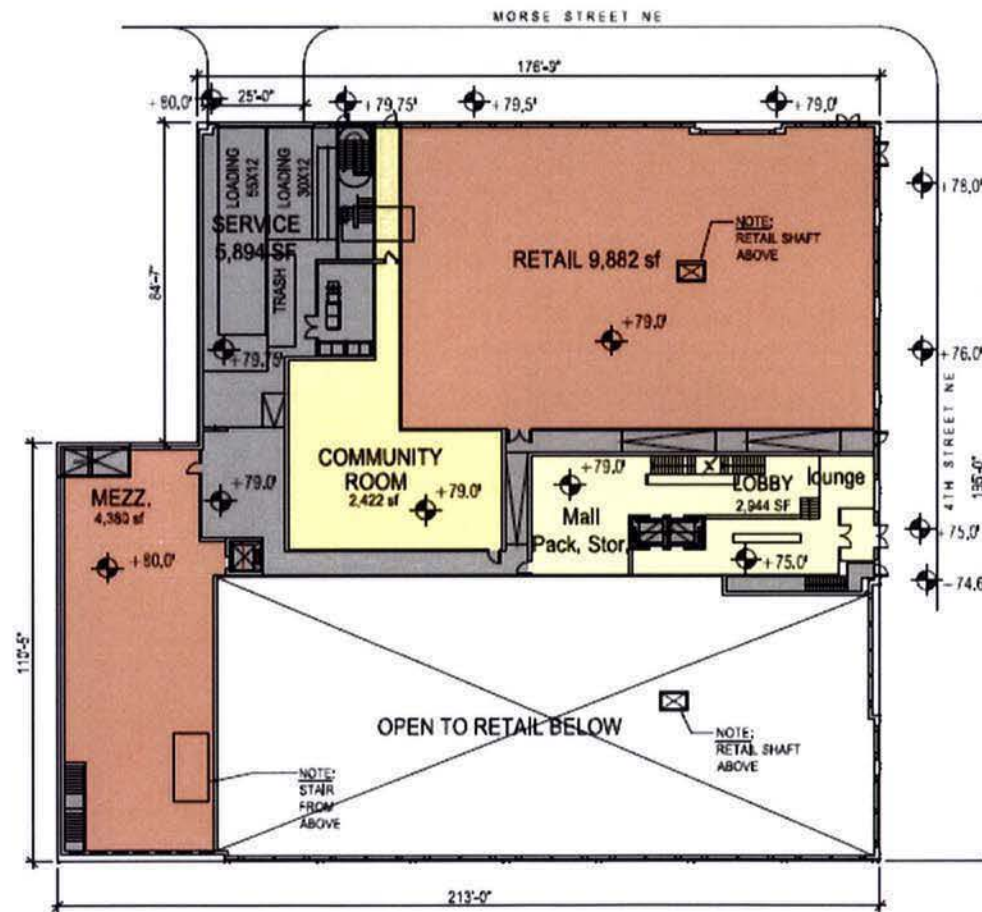
BUILDING PLANS

GROUND FLOOR PLAN



BUILDING PLANS

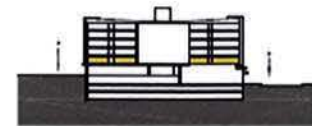
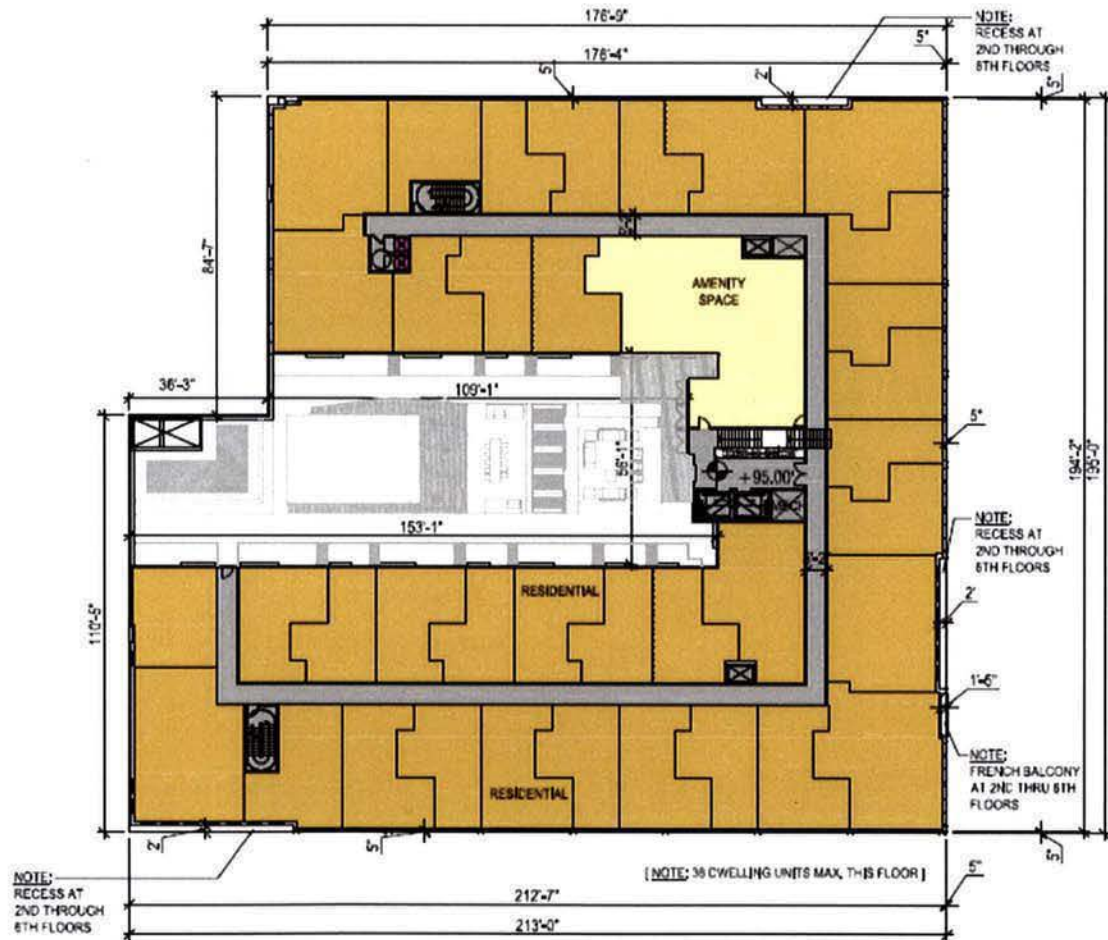
1ST FLOOR PLAN



key section

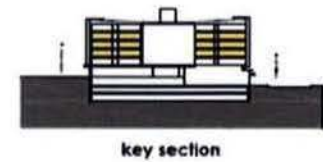
BUILDING PLANS

2ND FLOOR PLAN



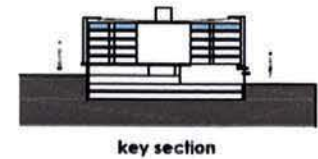
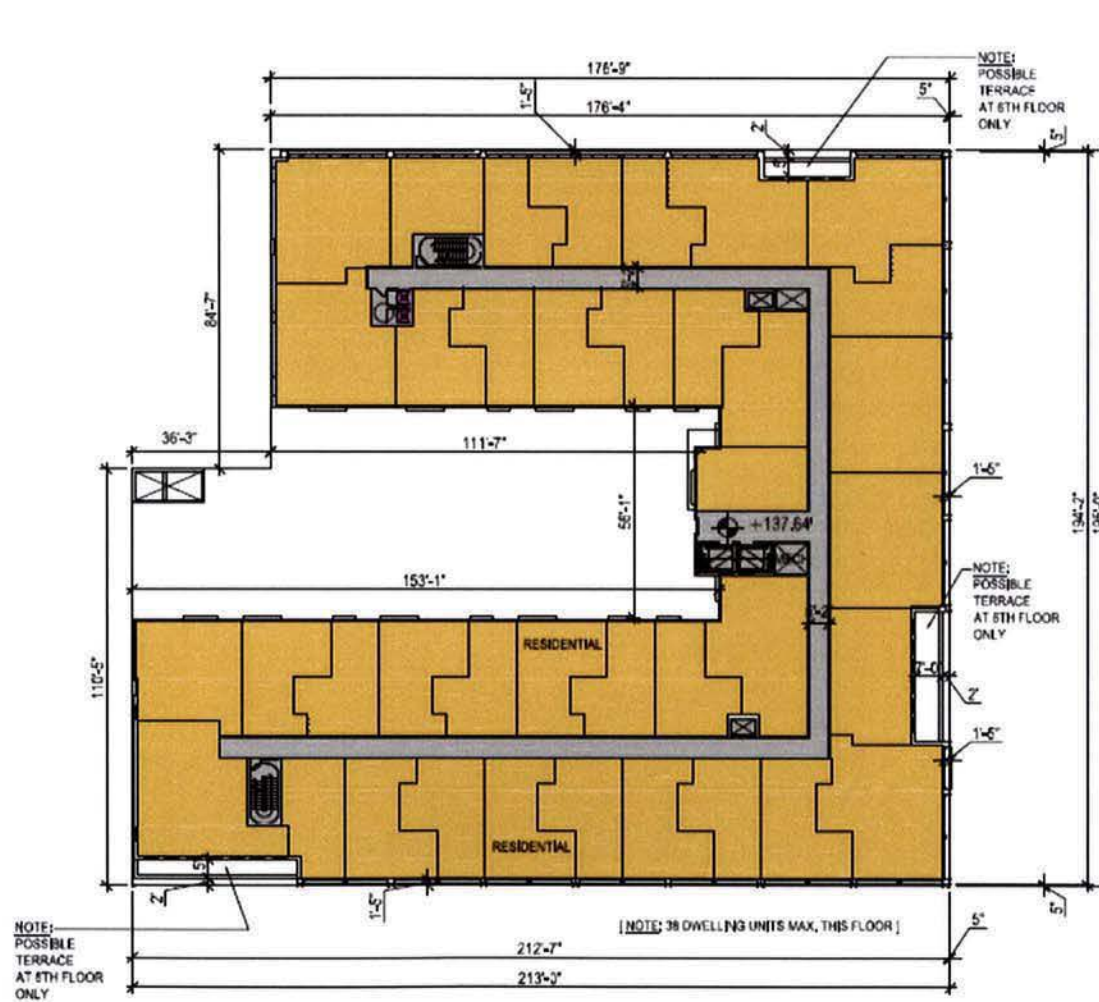
key section

TYPICAL FLOOR (3RD TO 5TH)



BUILDING PLANS

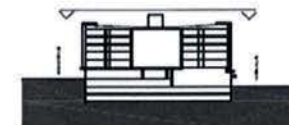
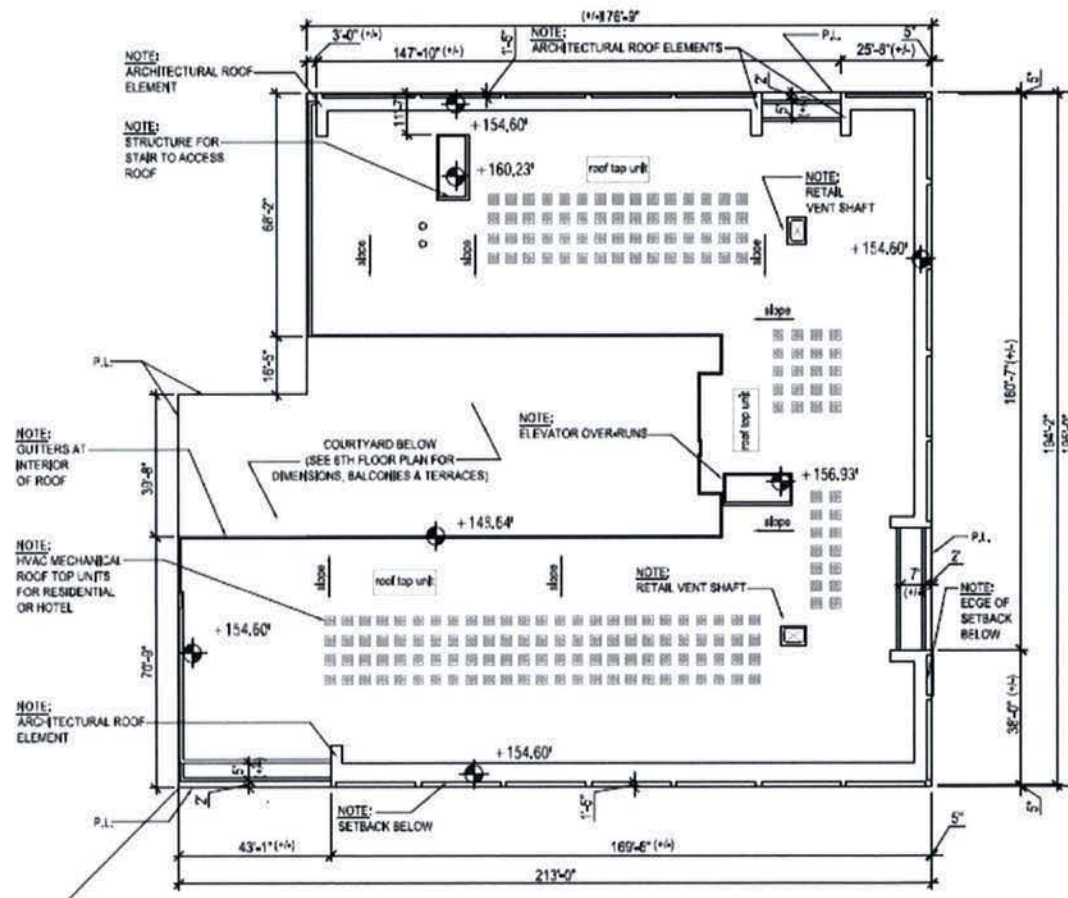
6TH FLOOR PLAN



BUILDING PLANS

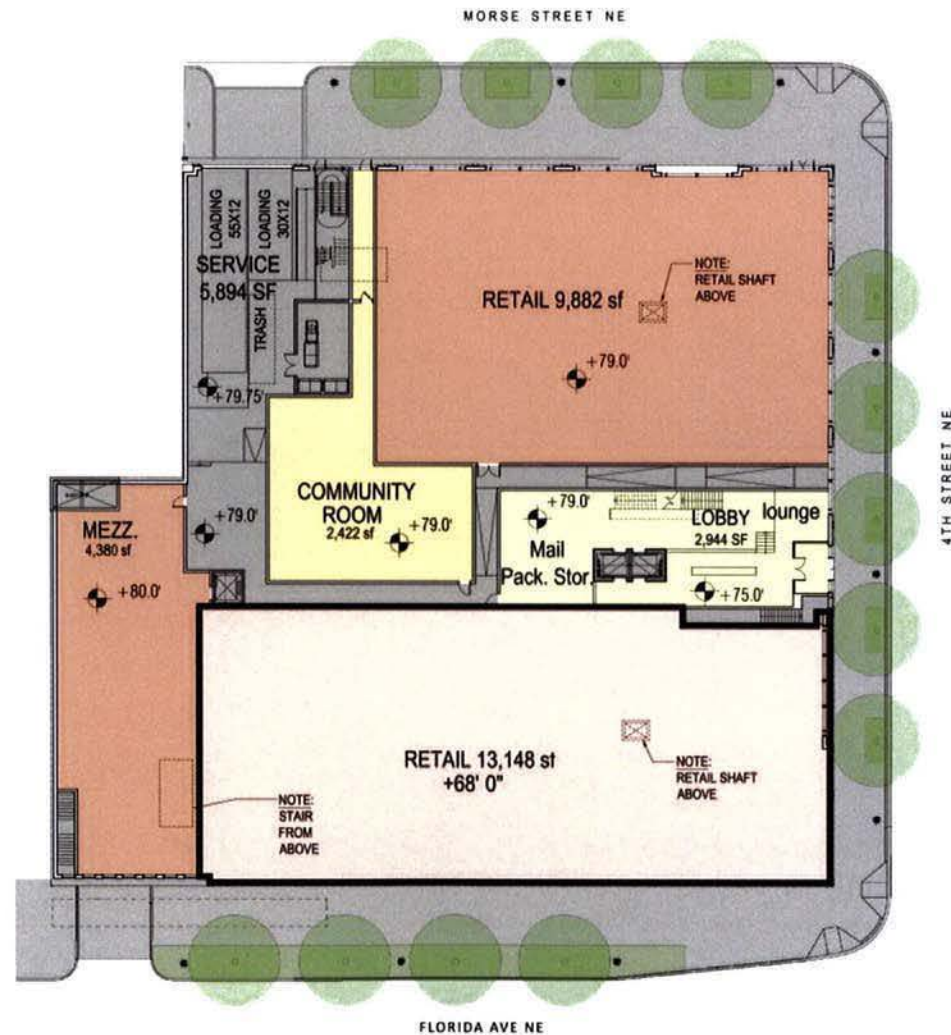
ROOF PLAN

RESPONSE TO ZONING COMMISSION COMMENT



key section

RETAIL DESIGN & LEASING



ARCHITECTURAL

CORNER OF FLORIDA AVE AND 4TH ST.



ARCHITECTURAL

4TH ST. CORNER OF MORSE ST.



ARCHITECTURAL

4TH ST. LANDSCAPE



ARCHITECTURAL

SOUTH ELEVATION



ARCHITECTURAL

EAST ELEVATION



ARCHITECTURAL

NORTH ELEVATION



ARCHITECTURAL

WEST ELEVATION

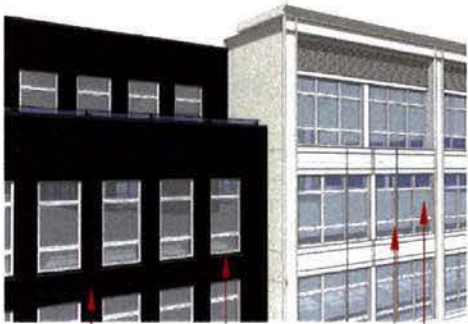
RESPONSE TO ZONING COMMISSION COMMENT



RESPONSES TO ZONING COMMISSION

MATERIALS

RESPONSE TO ZONING COMMISSION COMMENT



brick and mortar range



cast stone range



metal panel / mullion color range



glazing sample

ARCHITECTURAL

MATERIALS

RESPONSE TO ZONING COMMISSION COMMENT



ARCHITECTURAL

MATERIALS

RESPONSE TO ZONING COMMISSION COMMENT



PRE-FINISHED METAL
WINDOW SYSTEM

PAINTED STEEL
CANOPY SYSTEM

STOREFRONT WINDOW &
DOOR SYSTEM AT RETAIL

PRE-FINISHED METAL OR
PAINTED STEELPIER AT RETAIL

BRICK VENEER

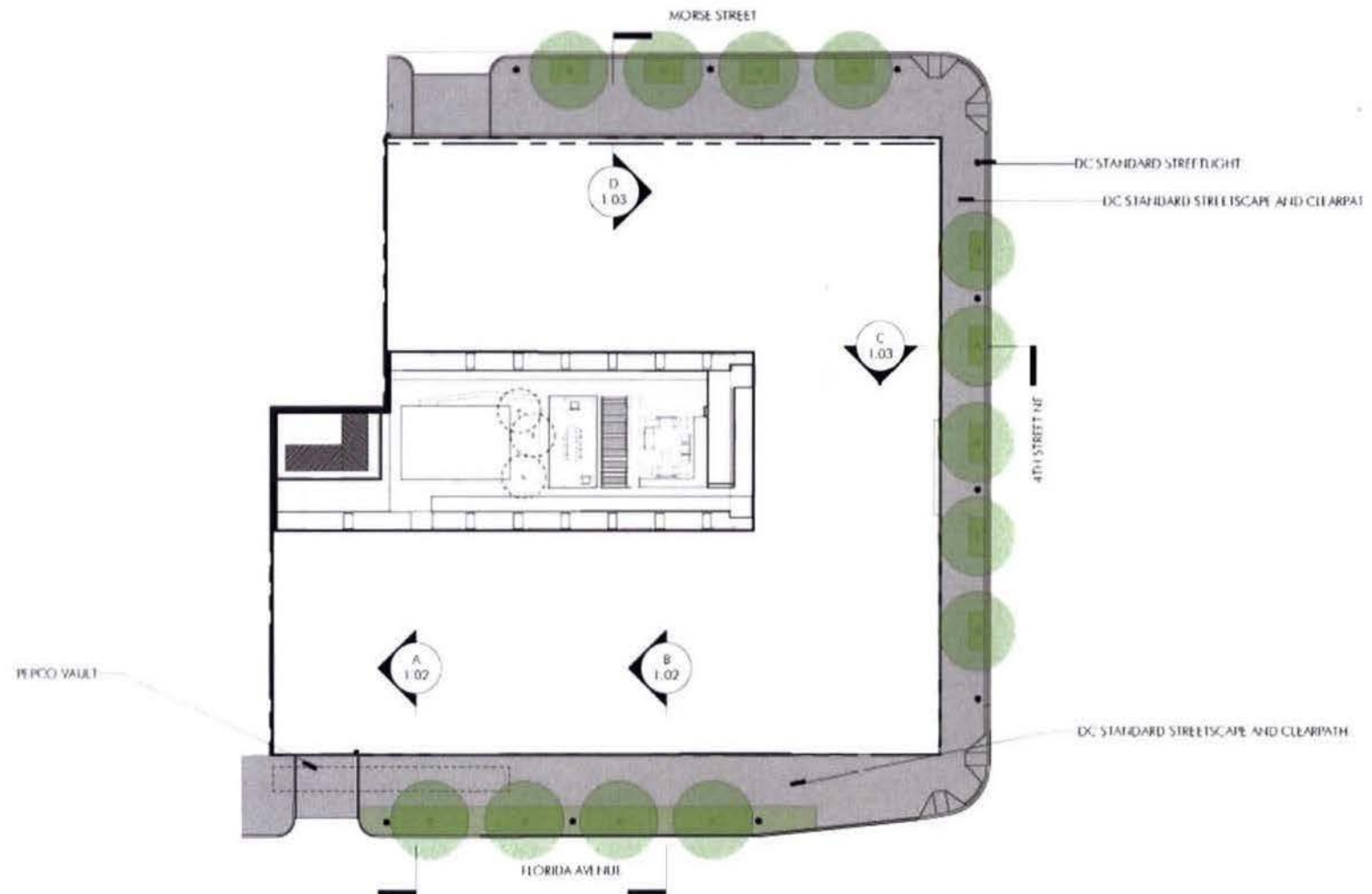
STONE BASE AT PIERS

PRE-FINISHED METAL ACCENTS

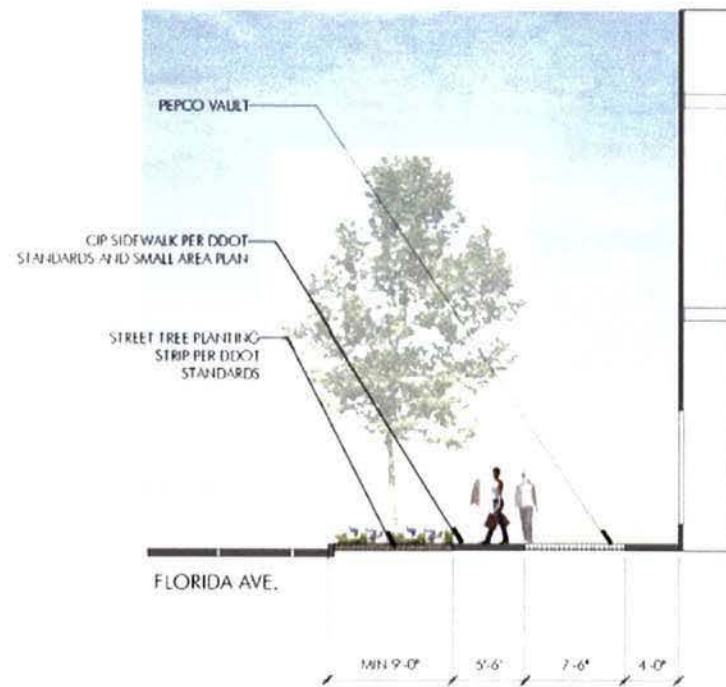


key elevation

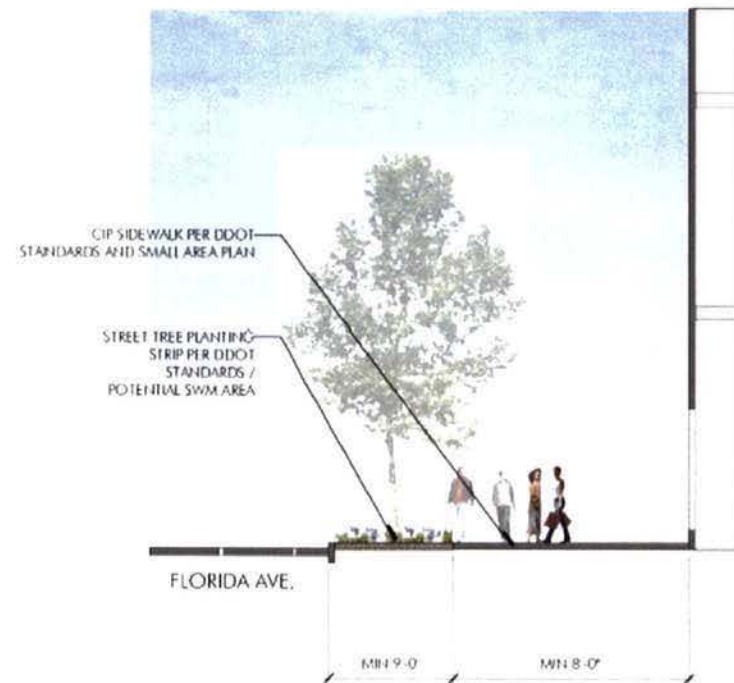
STREETSCAPE & COURTYARDS



STREETSCAPE & COURTYARDS

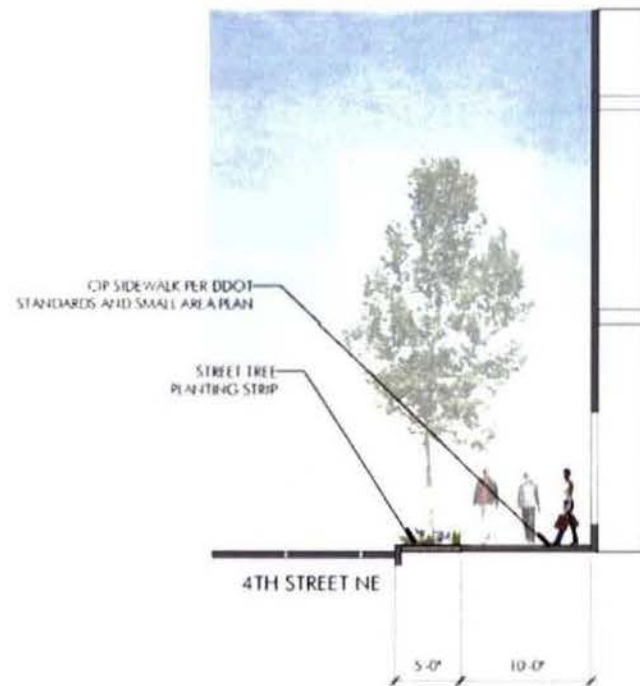


SECTION A



SECTION B

STREETSCAPE & COURTYARDS



SECTION C

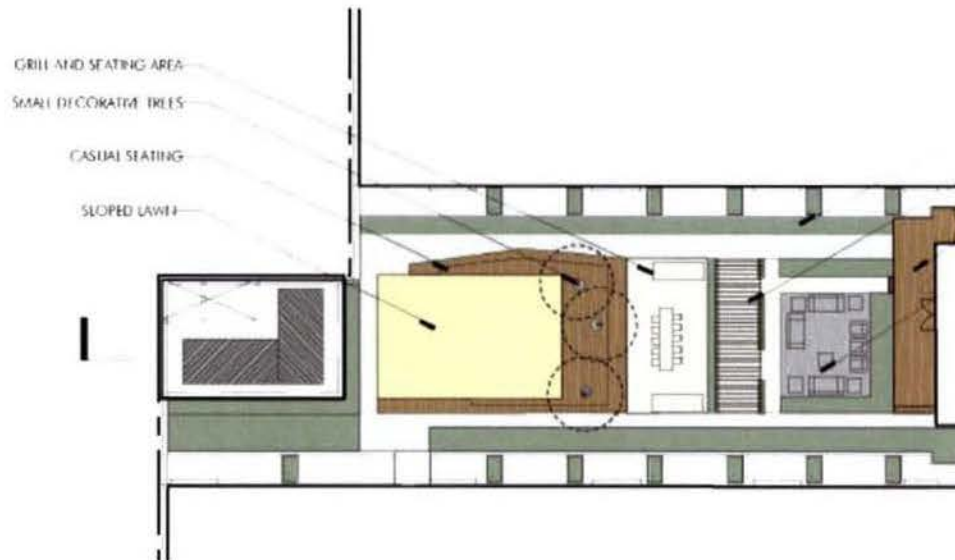
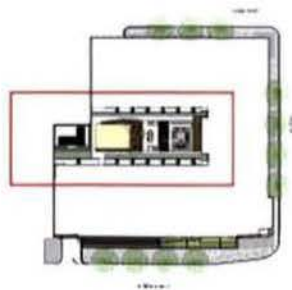


SECTION D

STREETSCAPE & COURTYARDS

The proposed courtyard is envisioned as a series of rooms designed for different aspects of outdoor living, with particular attention to the enjoyment of food, given the project's adjacency to Union Market. In addition to these specific issues, each space is also designed for maximum flexibility for varied programming and multiple uses throughout the year.

Entering the courtyard from the amenity space in the building to the east, residents step off a deck into the outdoor living room. Moving west the living room connects to the dining room via an occupiable trellis walk. An outdoor kitchen and bar allows food and drink to be prepared and shared. A more casual experience of picnicking and relaxing is available on the tilted lawn with a wall available for potential projection of art and / or films.

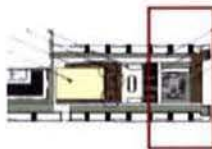


SHRUB PLANTINGS
TRELLIS WALK
PORCH
COURTYARD AREA

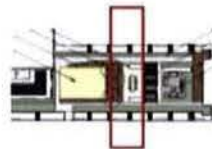
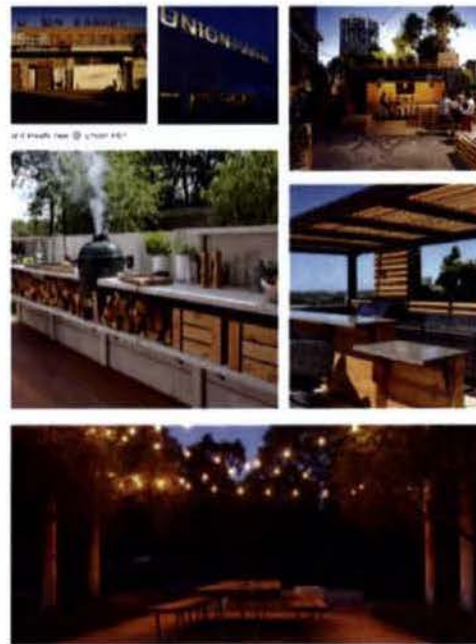


STREETSCAPE & COURTYARDS

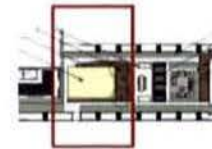
living room



kitchen and dining

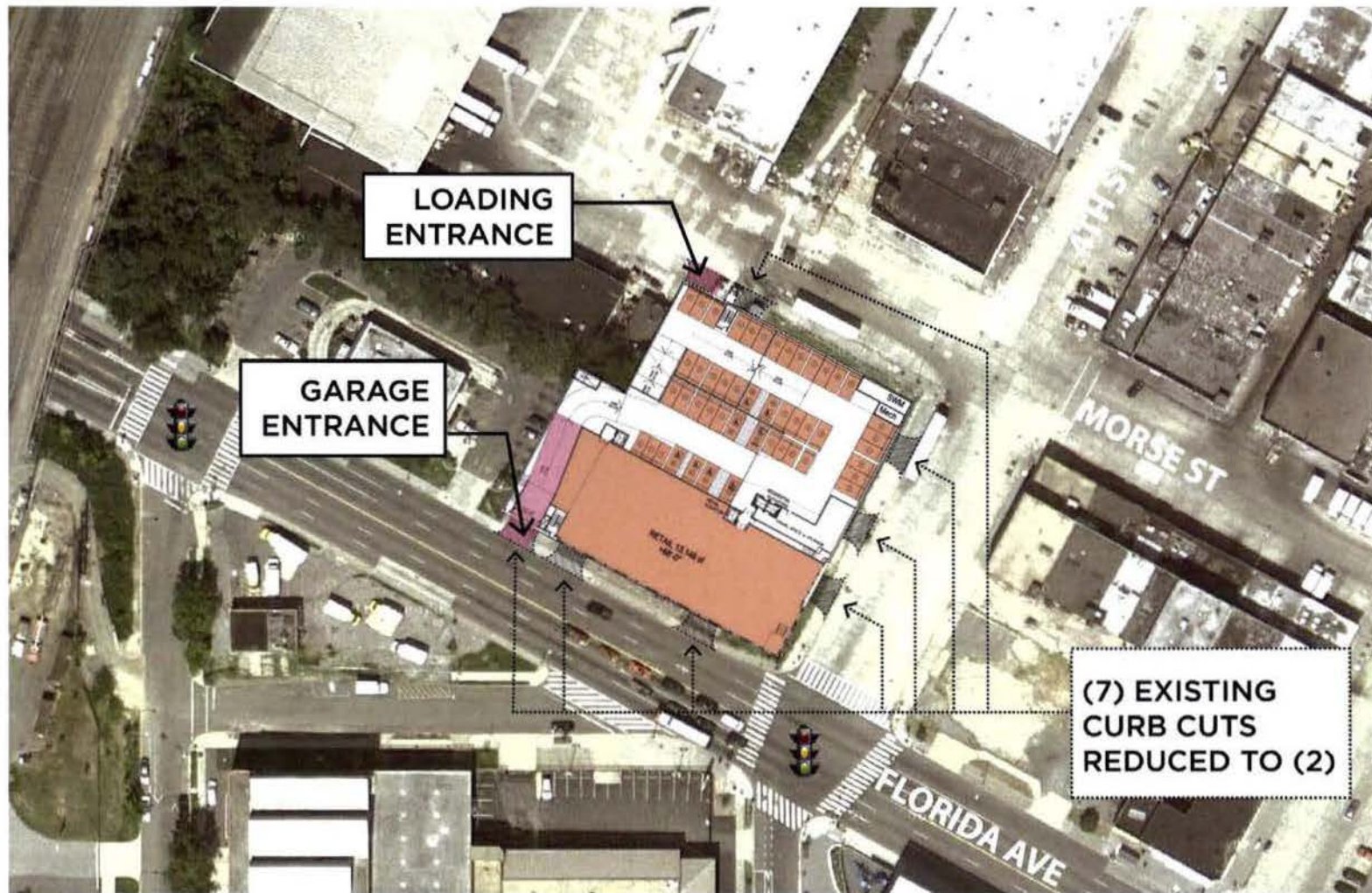


lawn + casual seating



SITE CIRCULATION

EXISTING VS PROPOSED CURB CUTS



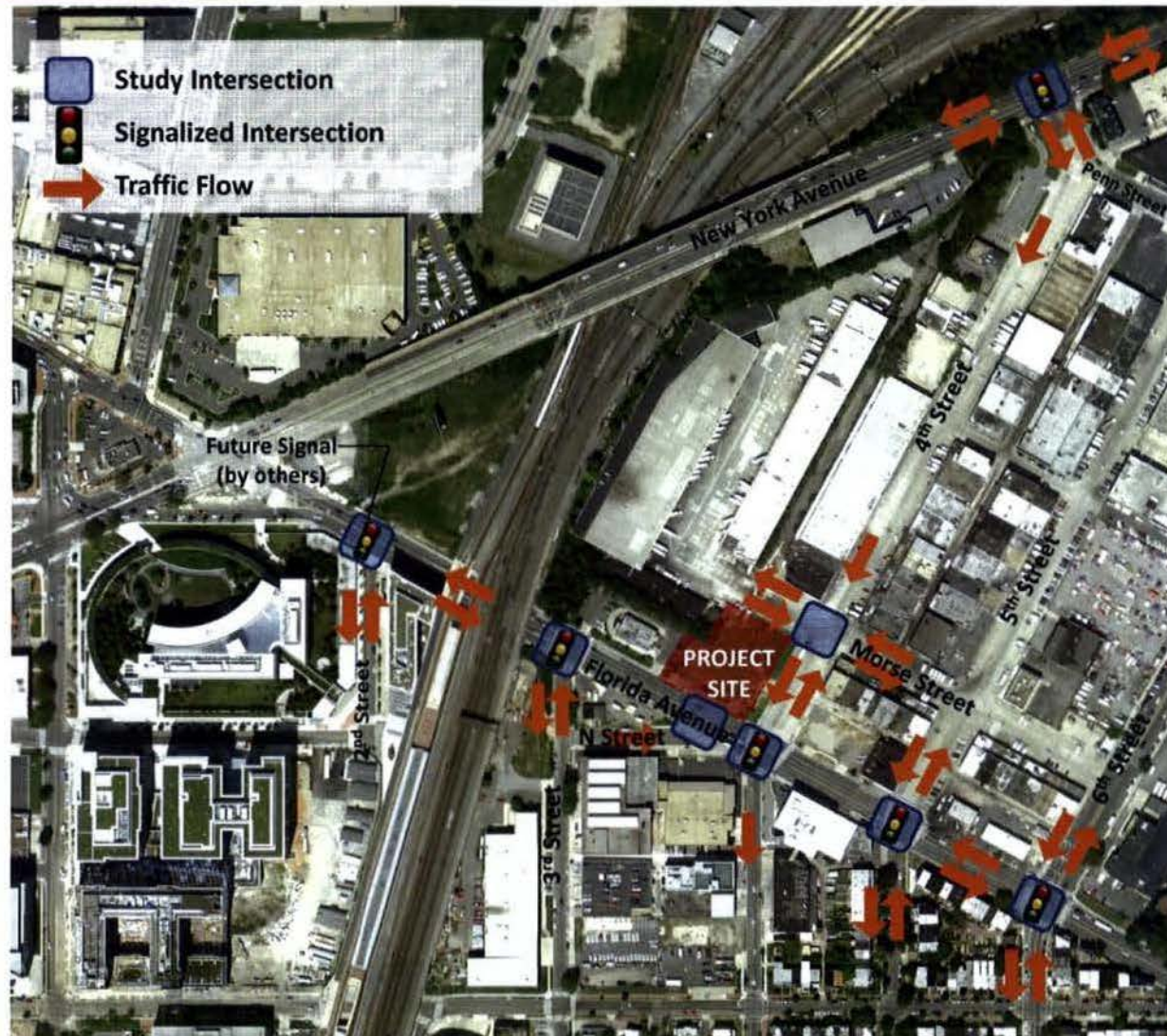
TRANSIT AND NON-AUTO TRANSPORTATION OPTIONS



TRAFFIC GENERATION SUMMARY

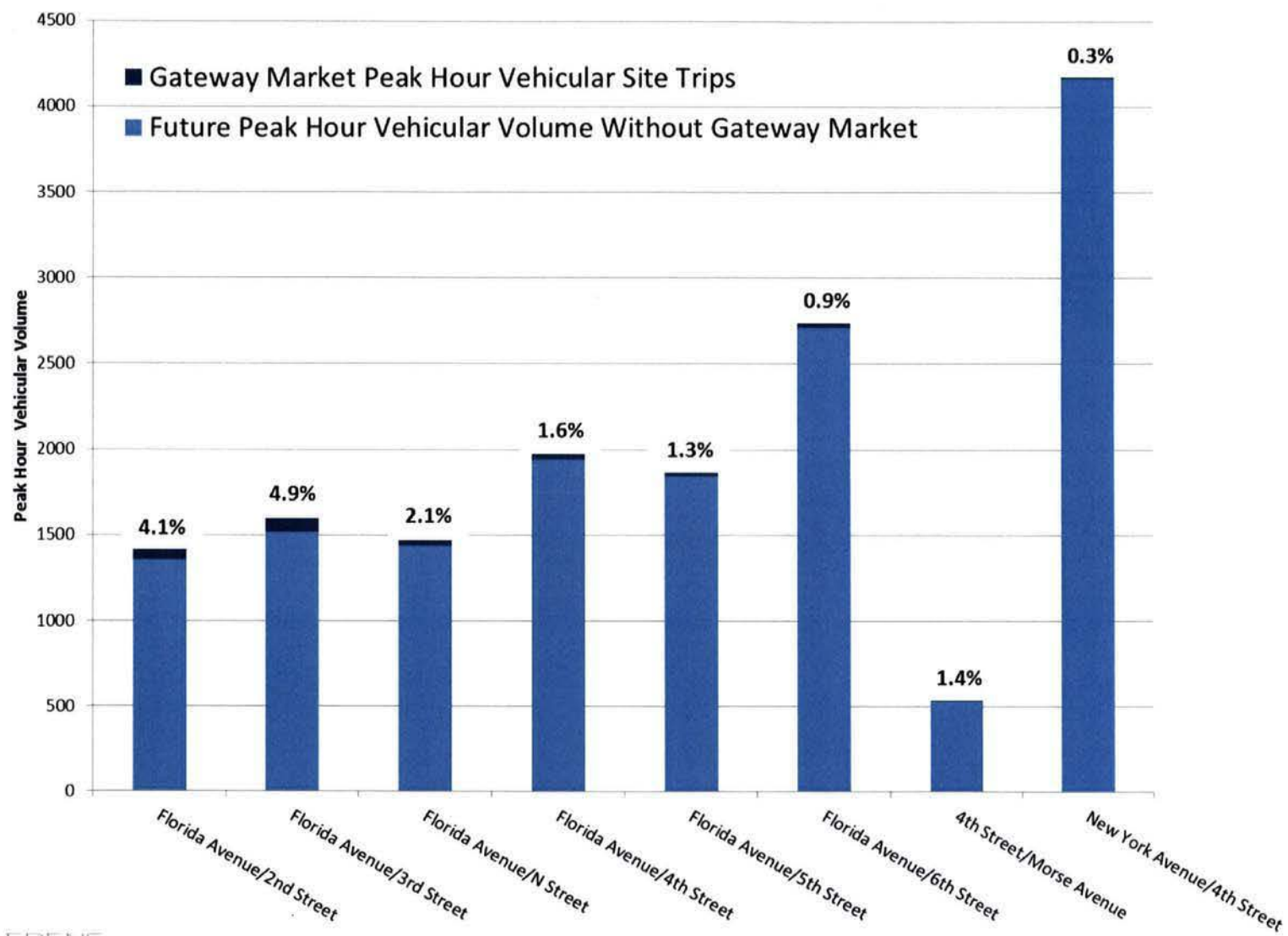
LAND USE	AM PEAK HOUR			PM PEAK HOUR		
	In	Out	Total	In	Out	Total
Apartments – 216 DU (LUC 220)						
New Vehicle Trips	10	43	53	36	18	54
Retail – 27,410 SF (LUC 820)						
Total Vehicle Trips	29	17	46	77	80	157
New Vehicle Trips	24	14	38	51	53	104
Total Development						
Vehicle Trips	39	60	99	113	98	211
New Vehicle Trips	34	57	91	87	71	158

STUDY AREA



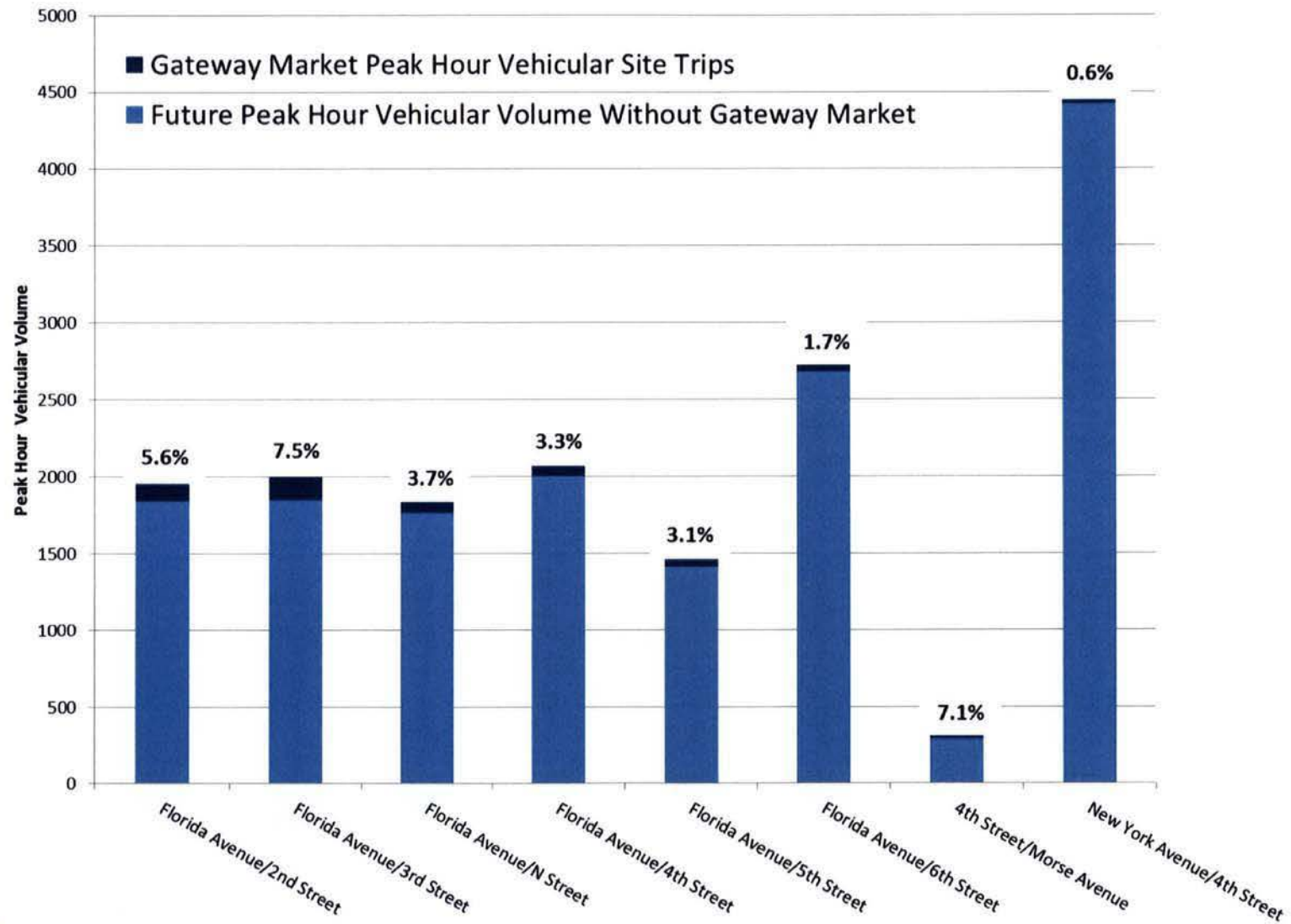
PROPORTIONAL IMPACT ANALYSIS

AM PEAK HOUR



PROPORTIONAL IMPACT ANALYSIS

PM PEAK HOUR



PROPOSED IMPROVEMENTS

1. Florida Avenue /4th Street
 - Modify Signal Timings During the PM Peak Hour to Better Accommodate Future Traffic Volumes
2. 4th Street/Morse Street
 - Install a Stop Bar on Morse Street for Eastbound Traffic
 - Install a New Stop Sign on Morse Street for Eastbound Traffic Located Adjacent to the Stop Bar and Two Feet Behind the Curb
 - Install a “No Parking” Sign to Indicate That No On-Street Parallel Parking is Permitted Within 25 feet of the Stop Bar or Within 40 feet of the Edge of 4th Street
3. Implement a Transportation Demand Management Plan With the Following Components:
 - Designate a Property Transportation Coordinator
 - Provide Links to Information Regarding Non-Auto Transportation Options on the Property Management and Developer Websites
 - Develop an Employer Outreach Program to Encourage the Use of Non-Auto Means of Transportation by Employees of the Retail Tenants and Provide info Regarding Non-Auto Transportation Options
 - Provide Complementary SmarTrip cards (With \$20 Metro Fare Value) to Initial Residential Occupants
 - Provide Car-Sharing Fee Subsidy (\$40) to Initial Residential Occupants
 - Provide 72 Bicycle Parking Spaces in the Garage

PROPOSED IMPROVEMENTS



4. Implement a Loading Management Plan with the following components:
 - Designate a Loading Coordinator
 - Manage All Loading Activities for the Building, Including Residential Move Ins/Move Outs, Retail Deliveries, and All Other Regularly Scheduled and Occasional Deliveries
 - Inform Tenants of the Guidelines and Procedures for Loading and Delivery Operations
 - Assist Tenants with Obtaining Necessary Permits for Oversize and Overweight Vehicles in the District, as Required by DDOT
 - Identify Preferred Truck Routes
 - Prohibit Truck Idling on Site

RESPONSES TO DDOT



1. Applicant Has Received Letter From DDOT Confirming Their Acceptance of the Curb Cut Location and Which States Any Restrictions to Operation Will be Addressed in Public Space Committee
2. Applicant is Providing the Amount of Parking Essential for the Success of the Retail as Well as Community Relations
3. Applicant Will Implement a Loading Management Plan to Promote Safe and Efficient Travel for All Users and Facilitate the Use of the Loading Docks Including Ingress To and Egress from the Loading Area
4. Applicant Will Implement a TDM Plan, Which Will Encourage the Use of Non-Auto Transportation Options by Both Residents and Employees of the Development

AMENITIES AND BENEFITS

1. Community Benefits

- ANC Office and Meeting Space for ANC 5D and Community Organizations
- Neighborhood Serving Amenities
- Streetscape Improvements Along Florida Ave, 4th St, and Morse St
- Executed First Source Employment Agreement With DC Department of Employment Services
- Executed Agreement with DC Department of Small and Local Business Development

2. Affordable Housing

- 20% of Residential SF (Approximately 30,662 SF) Reserved for Residents Earning $\leq$ 80% of AMI

3. Site Planning & Efficient Land Utilization

- Develop Currently Vacant Site Located Within Proximate Distance to NoMa/Gallaudet Metro Station and Several Metrobus Lines
- Building Design Takes Advantage of Significant Grade Change, Optimizing Retail Frontage and Street Activation On Florida Ave and 4th St
- Begins to Knit the Urban Fabric Together Across Florida Ave

AMENITIES AND BENEFITS

4. Urban Design, Architecture, Landscaping & Open Space
 - Architectural Design
 - Pedestrian Friendly Urban Streetscape
 - Upgraded Streetscape Improvements
 - Sustainable Design with Commitment to Achieving Minimum of 29 LEED Points
5. Transportation Features
 - Transit Oriented Development
 - Extensive Transportation Demand Management Plan
 - Garage Parking for Approximately 72 Bicycle Spaces
 - Car-Sharing Membership Fee Subsidy of \$40 per Residential Unit to Initial Residential Occupants
 - Complimentary SmarTrip Cards with \$20 Value, Per Person, to Initial Residential Occupants
 - Transportation Coordinator
 - Employer Outreach Program to Encourage Non-Auto Use for Employees of Retail Tenants

CONCLUSION



1. Approval of Modification to Zoning Commission Order Nos. 06-40 and 06-40A
2. Approval of Two Year Extension Orders Nos. 06-40 and 06-40A
 - From the Date of the Issuance of Order

APPENDIX

