

CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN



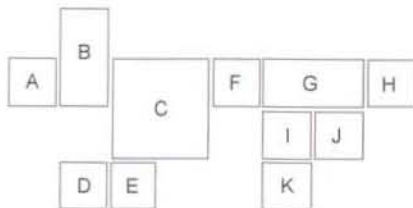
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DRAFT DEVELOPMENT GUIDE FOR A DIVERSE MIXED-USE NEIGHBORHOOD IN WASHINGTON, DC'S SHAW NEIGHBORHOOD

Pictures on Cover



- A. 600 block of Q Street, NW
- B. 1100 block of 7th Street, NW
- C. Washington Convention Center
- D. Ridge Street, NW
- E. O Street Market
- F. Westminster Playground

- G. 1330 7th Street, NW
- H. Montgomery Elementary School
- I. 10th and N Street, NW
- J. Bundy Field
- K. NW Cooperatives II

4 DEVELOPMENT GUIDE

This chapter focuses on specific recommendations for Sub-Areas and the public realm. Nine individual Sub-Areas are identified, with each area facing different issues and opportunities:

I. Historic Row-House - This area is defined by the consistent residential scale of the two- and three-story row houses and occasional apartment building. Both long-time and new residents live in this area. As buildings are restored and vacant lots filled with new row houses, change in this area will need to be monitored to ensure the existing character is protected and maintained.

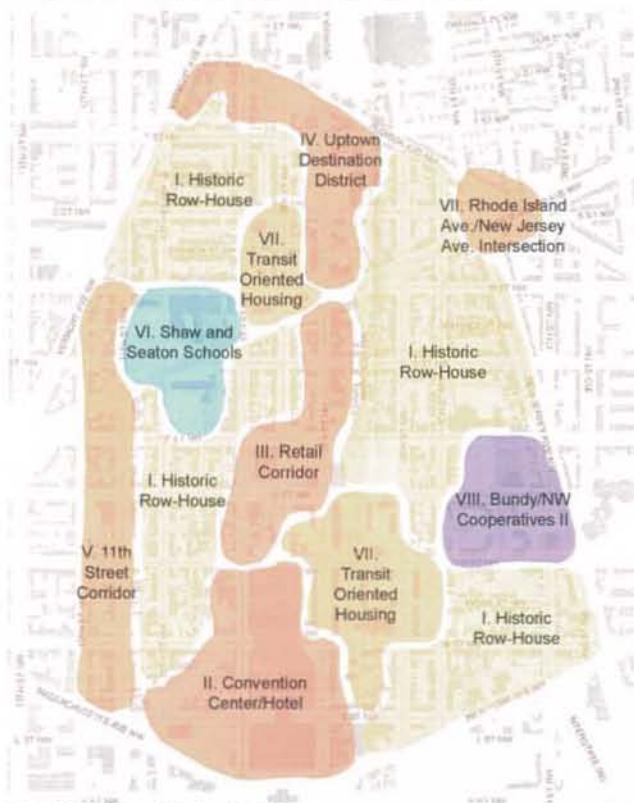
II. Convention Center Area - It is anticipated that crowds of people visiting Mount Vernon Square, Chinatown, and the Washington Convention Center will make the front entrance to the Convention Center an impressive and busy spot. But this area also includes adjacent retail blocks on 7th and 9th streets, which are more like a traditional "main streets" and will need to serve local residents as well as conventioners.

III. Retail Corridor - The Retail Corridor extends from the Convention Center in the south to the Uptown Destination District in the north. It is intended to serve the retail needs of the community, as well as drawing convention goers to a distinctive mix of stores and restaurants. The restored O Street Market is the focal point of the Retail Corridor and the neighborhood.

IV. Uptown Destination District - This area is defined by its numerous African American cultural landmarks and proximity to Howard University. The redevelopment of the Howard Theatre, and the extension of the lively street life between the Howard and the Lincoln theatres, will make this area a destination.

V. 11th Street Corridor - Today this area is a mix of retail and housing, but has the potential to become a dense residential corridor with a compact retail area.

A mix of market rate and affordable housing will make 11th Street a dynamic mixed-use corridor with historic buildings comfortably located between contemporary, medium-density apartments.



Map of Sub-Areas within the Study Area

VI. Shaw/Seaton Schools - The common physical appearance and use of these two buildings define this area. Both schools and adjacent recreation fields have the potential to be redesigned to provide new

school facilities, upgraded recreational space, and mixed-income residential development. The design of the public buildings should be civic in scale and character, with the greatest massing of this development on Rhode Island Avenue.

VII. Transit Oriented Housing - This area is defined by the common design of apartment developments guided by the Shaw Urban Renewal Plan and their proximity to metro stations. They provide a variety of unit types and include a substantial number of affordable housing units, but their unadorned facades and surface parking lots are distinctive characteristics that make them stand out from the surrounding historic row-houses, apartment buildings, and commercial blocks.

VIII. Bundy/Northwest Cooperatives II - The Bundy School and Northwest Cooperatives II are a distinct break in the otherwise continuous historic row-houses that surround them. The Bundy School, currently used as offices for a District agency, could become a use that is more compatible with the surrounding residential area. Northwest Cooperatives II is a less dense development than the other apartment buildings in the Transit Oriented Housing area, but shares their general characteristics.

IX. Rhode Island/New Jersey Avenue Intersection - This area is defined by the intersection of three avenues. It is a prominent intersection and a potentially attractive entrance to the neighborhood. The triangular island at its center is poorly defined, but this area could develop a distinct identity of its own.

The Development Guide for each Sub-Area includes an overview describing the area in ten years, analysis of current conditions, notes on elements from other plans, recommendations that this document makes for the area, and design guidelines (which are similar for many of the Sub-Areas). The intention of the Development Guide is to restore continuity in the Study Area, rather than to create more and greater contrasts.

SUB-AREA III: RETAIL CORRIDOR

Vision

New infill buildings have residential above ground floor retail. Larger projects include affordable units. Parking is located below grade or off alleys.

Retail is located in traditional store fronts. Shopping and restaurant activity expand onto sidewalks during business hours. Midway between the Convention Center and the Uptown Destination District is a supermarket and the restored O Street Market, which contains a variety of retail uses. The O Street Market is the focal point for the Retail Corridor, connecting the commercial sections of 7th and 9th streets.

Key Elements from Other Plans

Comprehensive Plan - The Comprehensive Plan calls for this area to be a mix of Moderate and Medium densities, both residential and commercial. The O Street Market block and 9th Street south of P Street allows for more intense levels of development.

Urban Renewal Plan - The Urban Renewal plan calls for a neighborhood shopping center at the O Street Market block; Medium-Density, High-Density, and community uses along 7th Street; and Low-Density and Medium-Density along 9th Street.

Zoning - Current zoning is, with one exception, C-2-A - 50'. The exception (the south side of O Street between 7th Street and 8th Street) is C-2-B - 65'.

Historic Resources - Portions of the area are in the Shaw and Blagden Alley/Naylor Court historic districts. O Street Market and Lafayette Apartments are historic landmarks. The area east of 7th Street and north of P Street are in an area recently surveyed and identified as potential historic districts.

Current Conditions and Analysis

There are several privately owned sites in the 1600 block of 7th Street that have the potential for redevelopment - two vacant lots and a 7-11 convenience store that is a non-contributing structure in the Shaw Historic District.

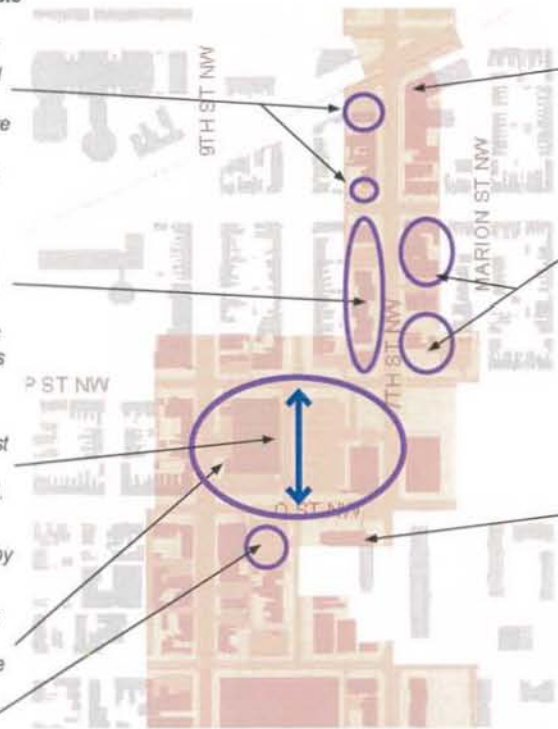
A developer with an interest in redeveloping Kelsey Gardens, a garden apartment building not built out to what the current zoning or comprehensive plan allows and not located in a historic district, includes 54 housing units whose Section 8 contract has expired.

O Street Market block is the largest privately owned site in the Study Area with redevelopment potential.

8th Street right-of-way is protected under an easement held by the city.

The 9th Street facade of Giant is a loading dock, creating a setback that provides enough space for infill development.

This parcel is controlled by NCRC.



Asbury Dwellings anchors the northeast corner of the intersection and has 147 Section 8 affordable housing units; its ground floor is not appropriate for retail use.

The east side of the 1500 block of 7th Street has several vacant sites and buildings not built out to what current zoning allows, including a property owned by NCRC. There are active businesses in this block.

1330 7th Street (Immaculate Conception Apartments) on the south side of O Street, includes ground floor retail; upper floors of the building are entirely residential and include 119 affordable housing units.

Key

Commercial zoning that allows, but does not require, almost 260,000 square feet of ground floor retail in the Sub-Area



The 1400 block of 9th Street has a pedestrian scale and vacant storefronts



The Giant grocery store is well located to serve the community



The Giant loading dock located in the 1400 block of 9th Street



Kelsey Gardens is a garden apartment complex in a retail corridor

Recommendations

- Provide incentives for affordable housing for all new development and encourage renewal of project-based Section 8 contracts; alternatively, redevelop with equivalent/increased number of affordable housing units.
- Re-zone 7th Street between O Street and Rhode Island Avenue, 9th Street between M and O streets, and O Street between 7th and 9th streets to require that new development include ground floor retail (approximately 200,000 square feet of retail space in this Sub-Area).
- Encourage a mixed-use development on the O Street Market block that is the focal point for the retail corridor.
- Encourage the National Capital Revitalization Corporation to develop their properties at 7th and P streets and 8th and O streets with ground floor retail and mixed-income housing on upper floors.
- Improve storefront facades on 7th and 9th streets.

Design Guidelines

GOAL: *Encourage mixed-use development that provides a distinct setting for both neighborhood serving and destination retail.*

- Retail space should have a minimum of 14' ceiling height
- A majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Tripartite arrangement of building elevation encouraged
- Window and door placements should be consistent with those on surrounding buildings
- Material shall be of high quality, providing a sense of detail, scale and visual interest
- Through-wall HVAC units are not allowed on public elevations
- Encourage outdoor uses, such as cafes and vending
- Garage and service entrances should be from alleys, not front elevations

Development Guide

