ZONING COMMISSION
District of Columbia
CASE NO. 10-28
EXHIBIT NO. 359

APPLICANT'S ORAL ARGUMENT PRESENTATION

FEBRUARY 26, 2015

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Nature and Role of the Comprehensive Plan in Relation to the Zoning Commission's Consideration of a PUD

At the request of the Zoning Commission at the conclusion of the first public hearing in this case, the Office of Planning provided additional information on:

- How the various components of the Comprehensive Plan are used together in guiding recommendations and decisions on Planned Unit Developments;
- The relationship between the Comprehensive Plan and an adopted Small Area Plan; and
- The guidance provided by the Comprehensive Plan and the Brookland/CUA Small Area Plan with respect to evaluating PUD applicant 10-28. (Ex. 320)

The Office of Planning noted that:

- The Framework Element makes it clear that the maps [Generalized Policy Map and the Future Land Use Map] are not zoning maps and are to be interpreted broadly. The Maps, do not in and of themselves, determine whether an application or a particular zoning designation is not inconsistent with the Comprehensive Plan. They are to be interpreted in conjunction with other written elements and an adopted Small Area Plan. (Ex. 320, p.2)

This Project is Appropriately Deemed to be Moderate Density and Not Medium Density

The Applicant submits that the moderate-density category, as defined and guided by appropriate elements and policies of the Comprehensive Plan, accurately describes the approved project. Approval of this application as a moderate density project is supported by ample evidence in the record of this case.

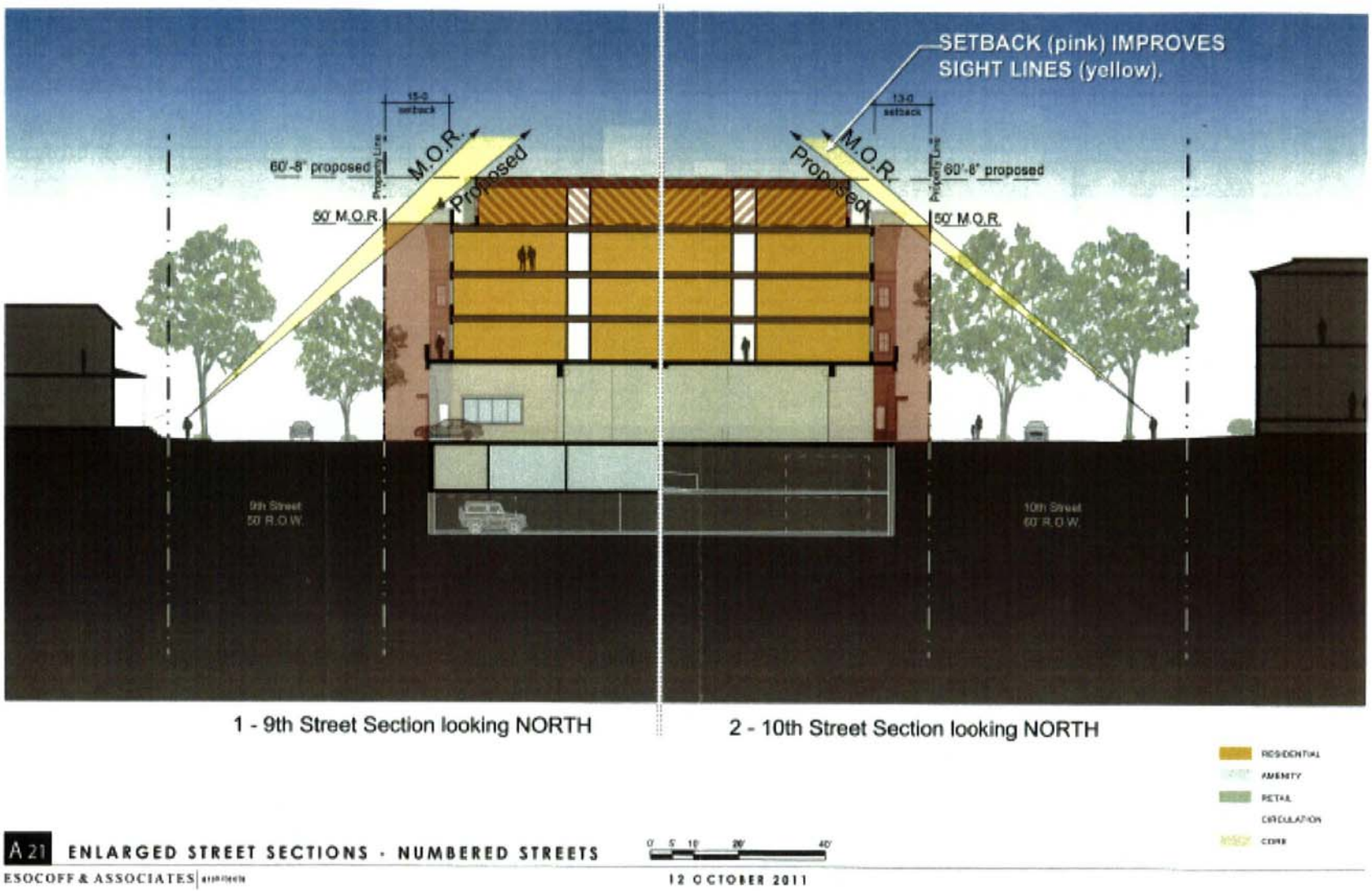
The definition of the moderate-density land use designation in the Comprehensive Plan is not on its face inconsistent with a project of the height and massing approved by the Zoning Commission in this case:

> The R-3, R-4, R-5-A Zone districts are generally consistent with the Moderate Density Residential category; the R-5-B district **and other zones** may also apply in some locations. (emphasis added)10-A DCMR §225.4

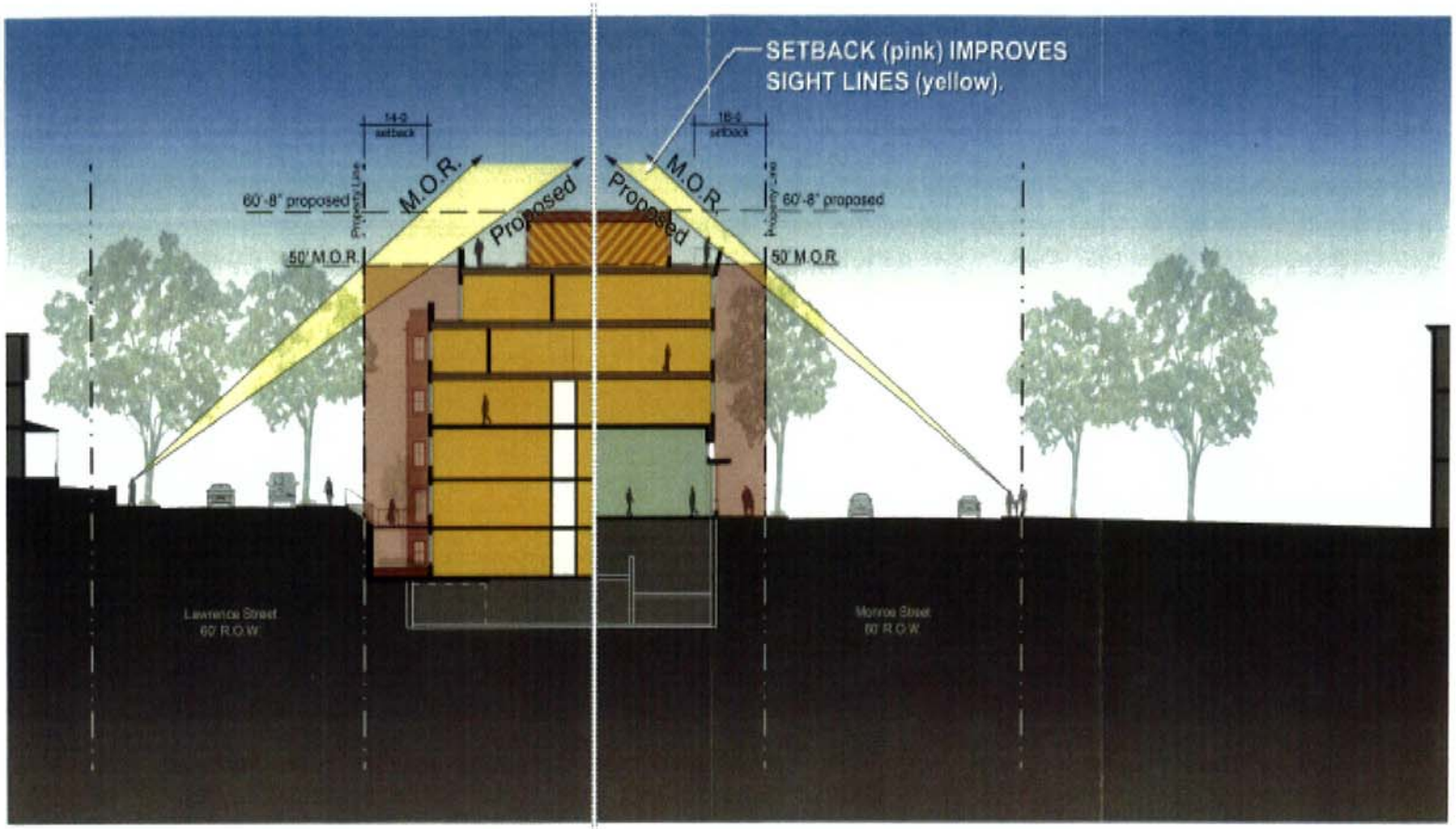
A PUD project in the R-5-B Zone is allowed a maximum building height of 60 feet and a maximum FAR of 3.0. This project includes a maximum building height of 60 feet, 8 inches and a maximum FAR of 3.31.

This Project is Appropriately Deemed to be Moderate Density and Not Medium Density

As shown in the following slides which were presented to the Zoning Commission in the Applicant's pre-hearing statement (Ex. 25), at the January 19, 2012 public hearing in this case (Ex. 260), and at the February 2, 2012 public hearing in this case. (Ex. 318). This building has the appearance, impact, and feel of a moderate-density project.



Setbacks Minimized Appearance of Height and Massing



3 - Lawrence Street Section looking WEST

4 - Monroe Street Section looking WEST

901 MONROE STREET NE

Horning Brothers

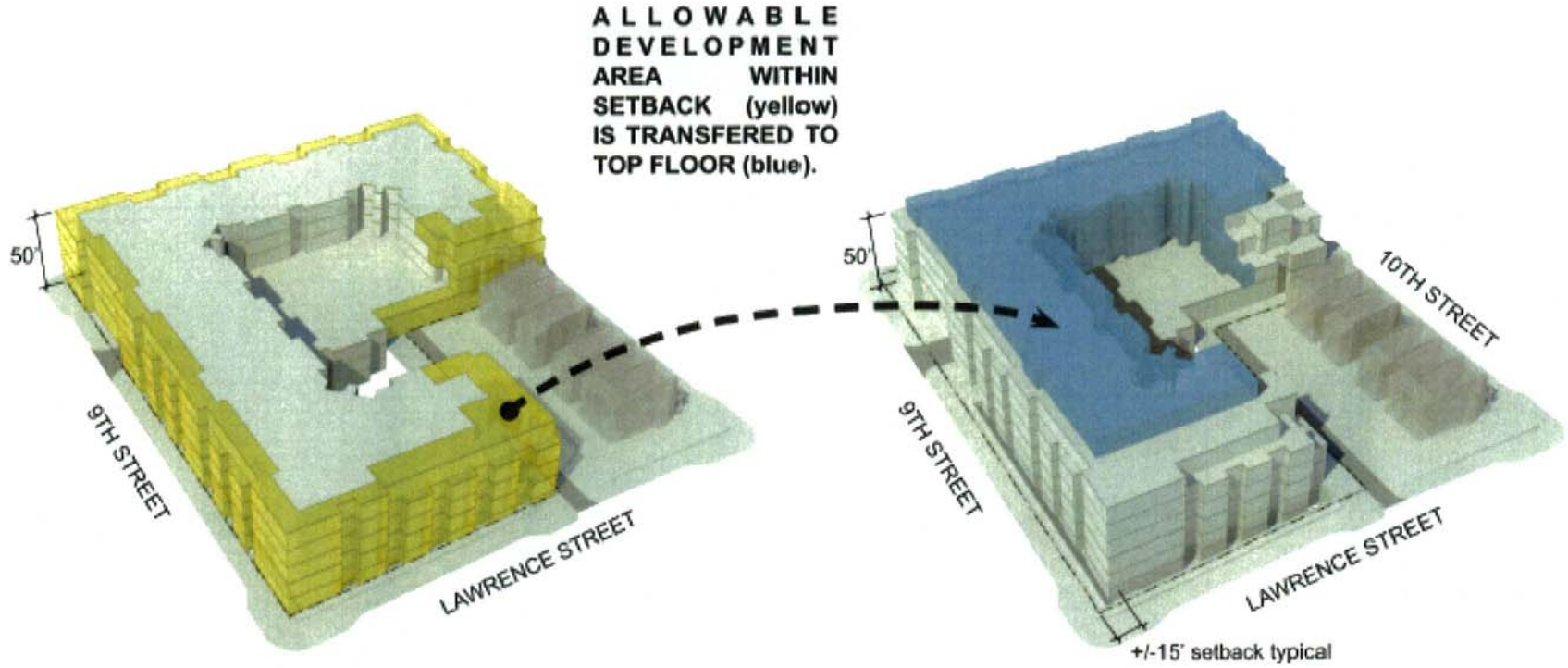
0' 5' 10' 20' 40'

12 OCTOBER 2011

ENLARGED STREET SECTIONS - NAMED STREETS A 22

ESOCOFF & ASSOCIATES

Setbacks Minimized Appearance of Height and Massing



M.O.R MASSING
TO PROPERTY LINE

PROPOSED MASSING
WITH +/-15' SETBACK

The proposed project with +/-15' setbacks and an additional floor results in equal or less development area compared to a project built to the property line at 50' in height.

901 MONROE STREET NE
Horning Brothers

12 OCTOBER 2011

F.A.R. COMPARISON DIAGRAM A48
ESOCOFF & ASSOCIATES

<u>Massing was altered to minimize building size consistent with moderate density</u>

901 MONROE STREET NE

Horning Brothers

25 FEBRUARY 2012

RENDERING FROM 10TH STREET LOOKING SOUTH A 52

ESOCOFF & ASSOCIATES

Building reads as 4-5 stories and moderate density.

A 53 RENDERING FROM MONROE STREET LOOKING WEST

ESOCOFF & ASSOCIATES | architects

23 FEBRUARY 2012

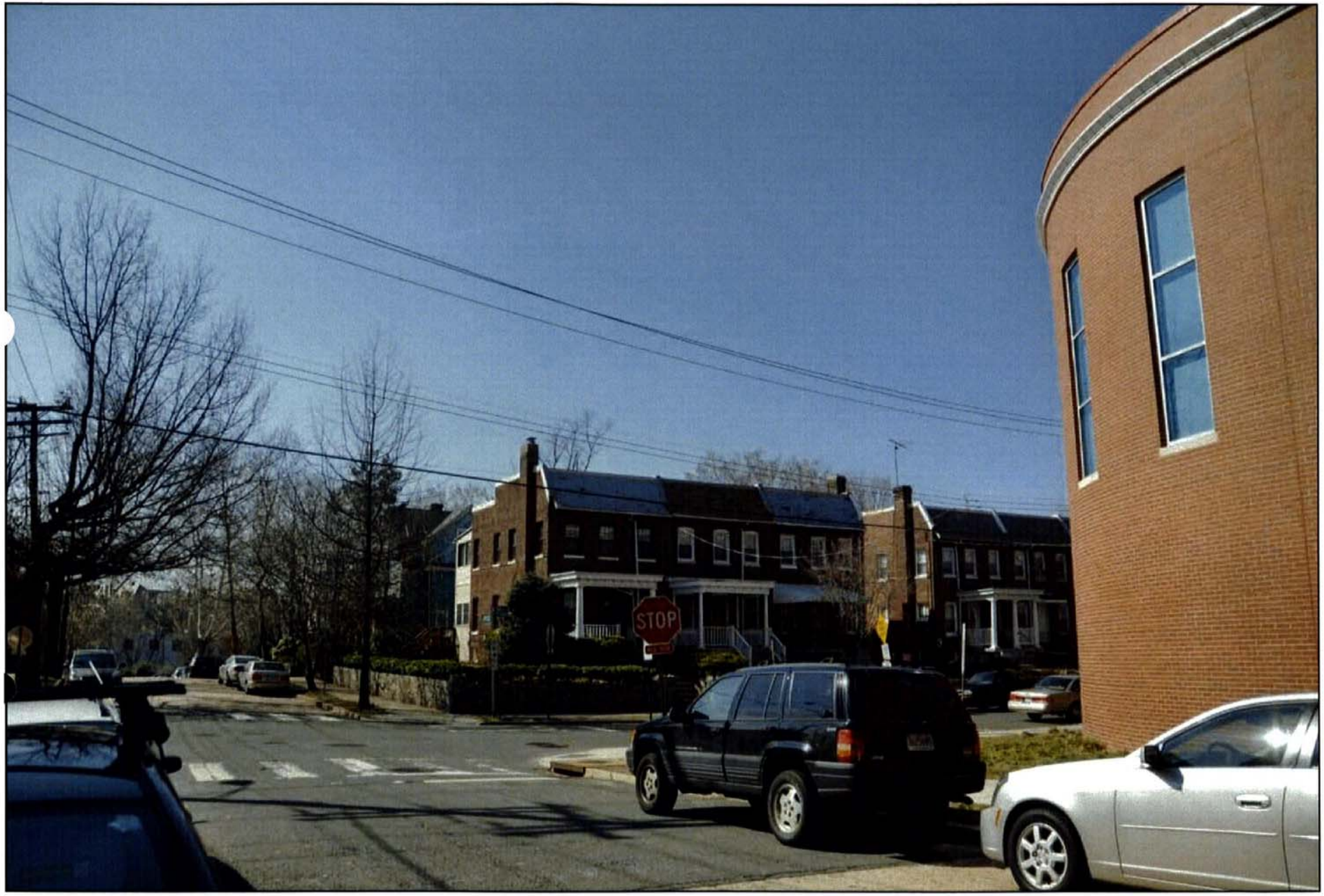
Setbacks and articulation make building consistent with moderate density.

Existing context looking south at Monroe and 9th Streets

Massing and articulation are context-sensitive while remaining consistent with moderate density.

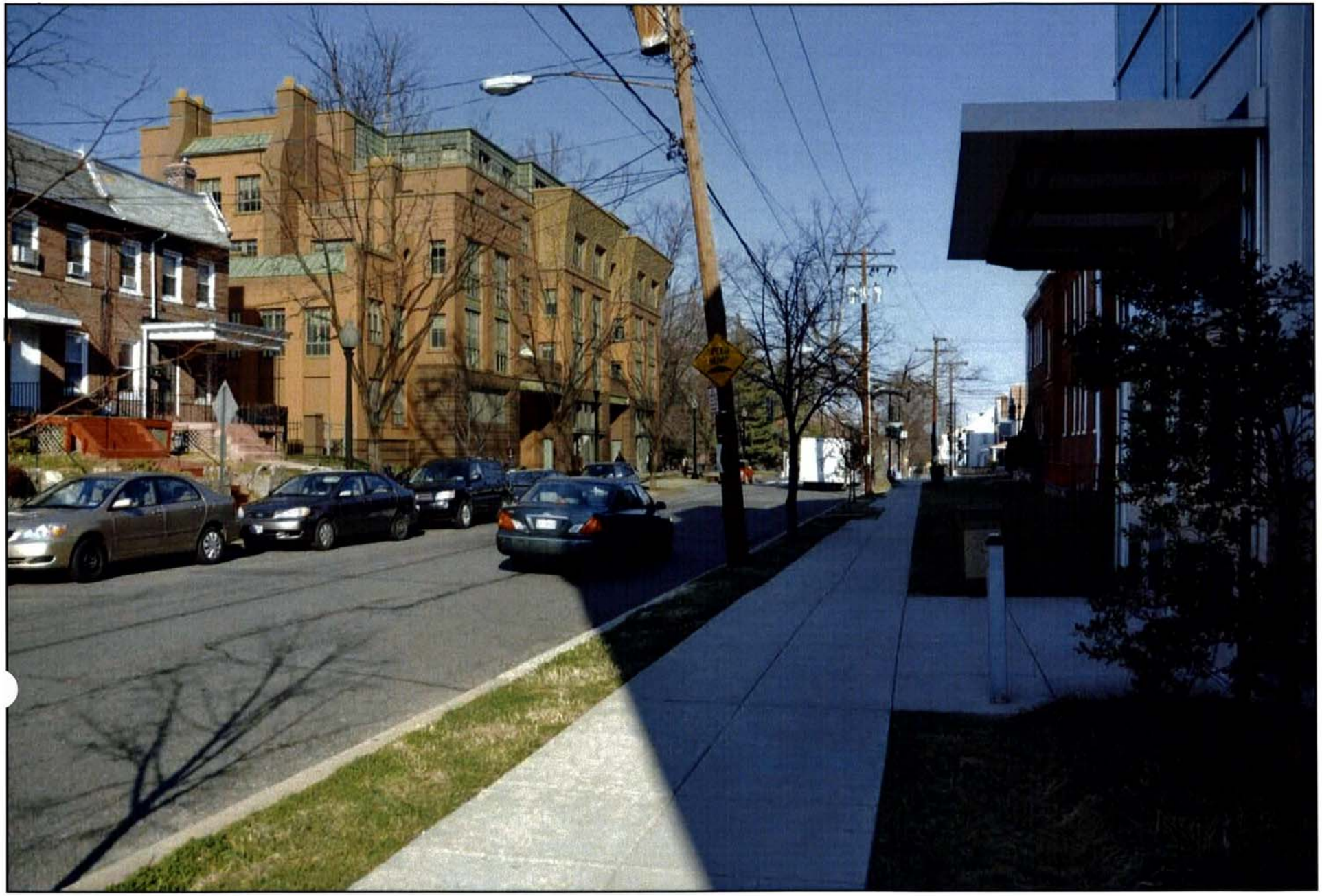
The Project Appropriately Addresses the Relationship with the Lower Scale Residential Uses Along 10th Street

The Court of Appeals remanded this case to the Commission to further consider and better explain the conclusion regarding the consistency of this project with UNE-2.6.1. "[S]pecial care should be taken to protect the existing low-scale residential uses along and east of 10th Street NE." The Court stated that the Commission "did not give adequate consideration to the policy favoring special care for the residences along 10th Street."

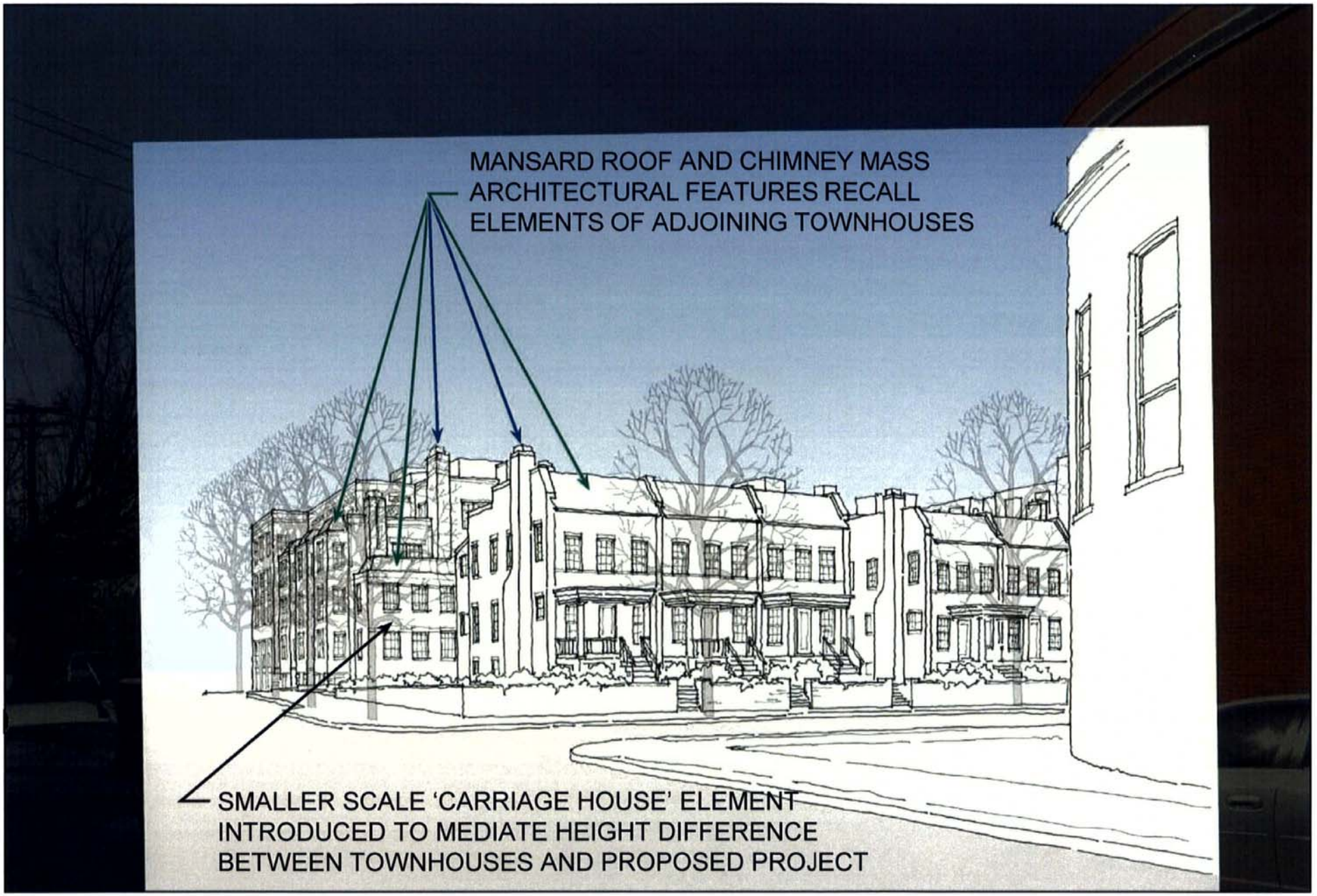


10th Street and Lawrence Street existing context

Building design incorporates and preserves the low-scale residential uses on 10th Street.

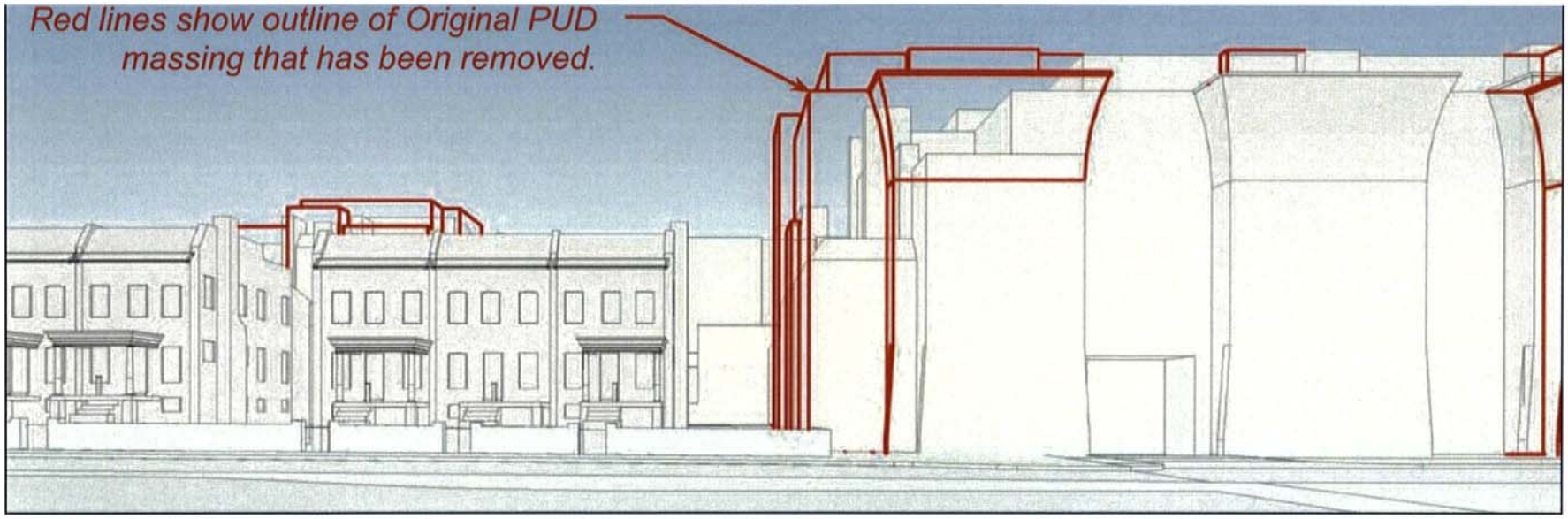


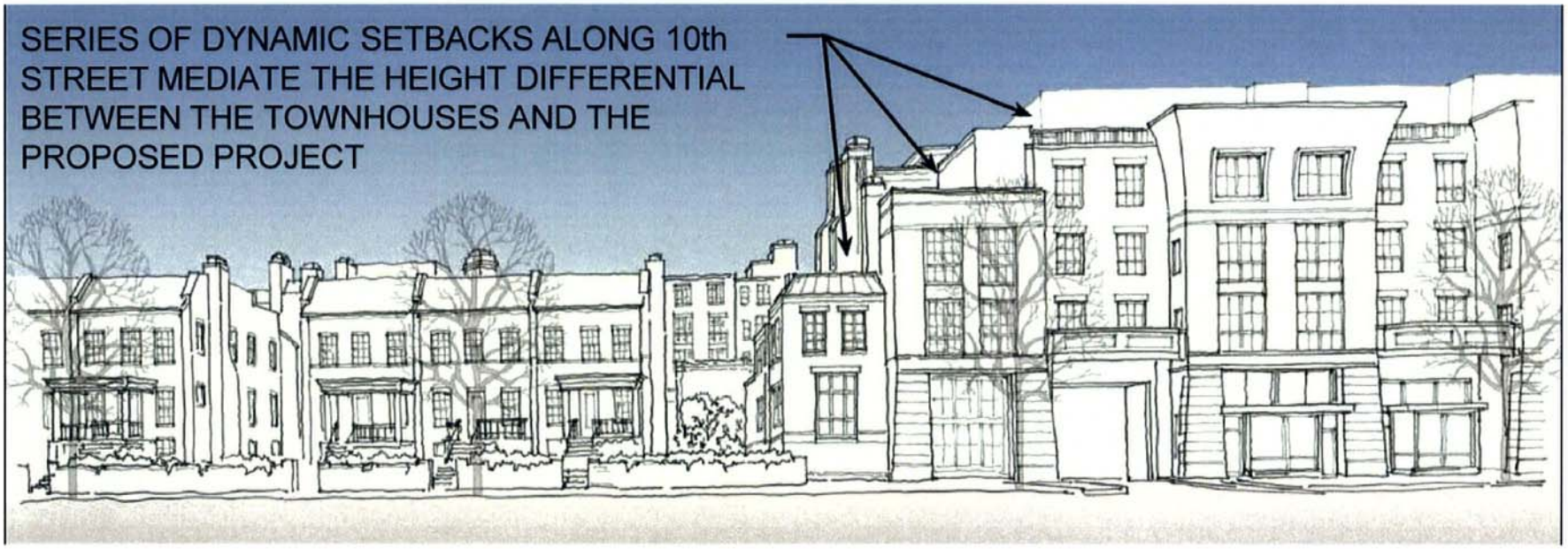
Building design preserves low-scale residential uses on 10th Street looking north.



Design elements incorporated to preserve the low scale residential uses.

Design elements incorporated to preserve low-scale residential use on 10th Street.





Design incorporates many setbacks to preserve low-scale residential use on 10th Street.

Setbacks transition building from more height on Monroe Street to low-scale residential on 10th Street.

Careful articulation preserves low-scale residential uses on 10th Street for new and existing buildings.

Approval of the PUD and Zoning Map Amendment Application

The Commission has approved this project several times and should approve it again The clarifications regarding moderate-density use and 10th Street only make the case for approval that much stronger

The Office of Planning concluded that

The proposed project would strike an appropriate balance among several policies, including those addressing transit oriented-development, commercial revitalization and neighborhood conservation Given the location and proposed design, height and FAR restrictions and uses of the PUD, the project and the associated zoning request would not be inconsistent with the Comprehensive Plan (Ex. 320, p 4)

A 53 RENDERING FROM MONROE STREET LOOKING WEST

ESOCOFF & ASSOCIATES architects 23 FEBRUARY 2012

The building design strikes the appropriate balance among Comprehensive Plan policies and is neighborhood compatible.