

# **SOUTHWEST WATERFRONT REDEVELOPMENT**

**HOFFMAN-STRUEVER WATERFRONT, L.L.C.**

**APPLICATION TO THE D.C. ZONING COMMISSION  
FOR A PLANNED UNIT DEVELOPMENT  
AND RELATED MAP AMENDMENT**

## **STATEMENT OF THE APPLICANT**

**FEBRUARY 10, 2011**

**Submitted by:**

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## **PREFACE**

This statement and the attached documents are submitted to the District of Columbia Zoning Commission in support of an application for a major new redevelopment project at the Southwest Waterfront in Washington, D.C. The project site is generally bounded by the Washington Channel of the Potomac River and Maine Avenue, between 11th Street on the west to 6th Street on the east, all in Southwest Washington.

Hoffman-Struever Waterfront, L.L.C., on behalf of the District of Columbia through the Deputy Mayor for Planning and Economic Development, the owner of the property, and the Vestry of St. Augustine's Church, the owner of Lots 83 and 814 in Square 473, seeks preliminary approval of a Planned Unit Development ("PUD") and a related map amendment in order to implement an exceptional revitalization plan envisioned by the city to enliven and reactivate the Southwest Waterfront. The project will include approximately 3,165,000 square feet of gross floor area, or an aggregate floor area ratio of 3.19. Proposed uses will include approximately 1,200 mixed-income residential units; no less than 400,000 square feet of office space; limited- and full-service hotels with a total of approximately 625 keys; approximately 200,000 square feet devoted to retail uses; approximately 100,000 square feet devoted to cultural activities; approximately 25,000 square feet of space devoted to maritime activities, and approximately twelve acres of parks and open space.

The property that is the subject of this application consists of portions of Squares 390, 391, 471W, 472, 473 and 503; certain streets to be closed including portions of Water Street, S.W., and limited portions of 7th, 9th and N Streets, S.W., and M Place, S.W.; and certain riparian rights along the Southwest Waterfront. The site has approximately 991,113 square

feet (22.7 acres) of land area. More than twelve acres of the land area will be devoted to public parks and open spaces. The PUD site also includes approximately 820,309 square feet (18.8 acres) of riparian area. The riparian area will feature four public or public use piers, as well as 43,000 square feet of maritime-related commercial development and 50,000 square feet of pier townhomes. The property is presently either unzoned or located in the W-1 District.

The Applicant also requests an amendment to the Zoning Map to rezone the site to the W-1 and C-3-C Districts. This request is consistent with the Comprehensive Plan and the Southwest Waterfront Plan adopted by the Council, which are designed to reactivate the Southwest Waterfront as a true urban waterfront where maritime, commercial, cultural, residential and neighborhood uses will thrive together.

As set forth below, this statement and the attachments meet the filing requirements for a PUD application under Chapter 24 of the District of Columbia Zoning Regulations.

### **DEVELOPMENT TEAM**

|   |  |
|---|--|
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## **LIST OF EXHIBITS**

### **Description**

### **Exhibit**

Architectural Plans and Drawings, including  
Detailed Landscaping and Grading Plan  
Circulation Plan  
Tabulation of Development Data

A  
(submitted separately)

Zoning Map

B

Generalized Policy Map and  
Future Land Use Map

C

Building Plats

D

Statement of Consistency with the Comprehensive Plan

E

Traffic Study: Existing Conditions Analysis

F

Notice of Intent to File, Certificate of Service, and List  
of Property Owners within 200 Feet of Project

G

Letters of Support

H

First Source Employment Agreement

I

Certified Business Enterprise Agreement

J



**I.**  
**INTRODUCTION**

**A. Overview**

Hoffman-Struever Waterfront, L.L.C., submits this statement and the attached documents to the District of Columbia Zoning Commission in support of its application for a major new redevelopment project at the Southwest Waterfront in Washington, D.C. The Southwest Waterfront project is a public-private partnership between the District of Columbia and Hoffman-Struever Waterfront, L.L.C. The District of Columbia, as owner of the property, and Hoffman-Struever Waterfront, L.L.C, the master developer selected by the City to implement the project (collectively, the “Applicant”), seek preliminary approval of a First-Stage Planned Unit Development (“PUD”) and a related map amendment in order to fulfill the revitalization plan envisioned by the city to reactivate the Southwest Waterfront. The project site fronts on the Washington Channel in Southwest Washington and is generally bounded on the northwest by the Maine Avenue Fish Market and Case Bridge (part of the highways comprising the 14th Street Bridge), Maine Avenue to the northeast, Washington Channel to the southwest, and on the southeast by N Street, S.W. The project will include approximately 3,165,000 square feet of gross floor area, or an aggregate floor area ratio of 3.19. Proposed uses will include approximately 1,200 mixed-income residential units; no less than 400,000 square feet of office space; limited- and full-service hotels with a total of approximately 625 keys; approximately 200,000 square feet devoted to retail uses; approximately 100,000 square feet devoted to cultural activities; approximately 25,000 square feet of space devoted to maritime activities, and more than twelve acres of parks and open space on the land side. The

riparian area will feature four public or public use piers, as well as 43,000 square feet of maritime-related commercial development and 50,000 square feet of pier townhomes.

The PUD site is comprised of Squares 390, 391, 471W, 472, 473 and 503; certain streets to be closed including portions of Water Street, S.W., and limited portions of 7th, 9th and N Streets, S.W., and M Place, S.W.; and certain riparian rights along the Southwest Waterfront. The site has approximately 991,113 square feet (22.7 acres) of land area and approximately 820,309 square feet (18.8 acres) of riparian area; the riparian area includes 167,393 square feet of piers. The property is presently either unzoned or located in the W-1 District.

In conjunction with its First-Stage PUD application, the Applicant requests an amendment to the Zoning Map to rezone the site to the W-1 and C-3-C Districts. This request is consistent with the Southwest Waterfront Plan adopted by the Council, which is designed to reactivate the Southwest Waterfront as a true urban waterfront where maritime, commercial, cultural, residential and neighborhood uses will thrive together. The Comprehensive Plan Future Land Use Map designates almost the entire area for high density commercial and high density residential development.

## **B. Background**

In 2006, the Anacostia Waterfront Corporation ("AWC"), a District-owned corporation chartered to redevelop land along the Anacostia River and initiate the environmental clean-up of the waterway, issued a Request for Expressions of Interest ("RFEI") to redevelop approximately 22 acres of land and associated riparian areas along the Southwest Waterfront.<sup>1</sup>

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<sup>1</sup> The Anacostia Waterfront Corporation was dissolved in 2008, with its powers and duties transferred to the Office of the Deputy Mayor for Planning and Economic Development. See National Capital Revitalization Corporation and Anacostia Waterfront Corporation Reorganization Act of 2008, D.C. Law 17-138, 55 DCR 1689 (April 25, 2008).

The RFEI was an open invitation for development concepts from qualified local, national, and international developers with experience in large-scale, mixed-use, retail, residential and public/private development. After careful review of seventeen responses, the AWC selected the Hoffman-Struever team as the master developer for the Southwest Waterfront. In 2008, the parties signed an Exclusive Rights Agreement for the property and in 2009, a Land Disposition Agreement for the property. Over the past four years the master developer, in conjunction with the Office of the Deputy Mayor for Planning and Economic Development (“DMPED”), the Southwest community and stakeholders, and District agencies have developed the master plan for a world-class waterfront for Washington, D.C. This plan is the culmination of decades of studies, plans, proposals, and initiatives for redeveloping a waterfront for Washington, including the 2003 Draft Anacostia Waterfront Plan adopted by the Council in 2003 and the 2010 amendments to the Comprehensive Plan.

The PUD and map amendment applications submitted herewith are a direct result of the Anacostia Waterfront Initiative, the Request for Expressions of Interest, and the District’s Comprehensive Plan and bring to fruition its goals and objectives. The Hoffman-Struever master plan will produce an active, vibrant urban riverfront and will provide significant waterfront parks and open spaces. The Southwest Waterfront will build upon the history of the Wharf as a multicultural, mixed-use commercial hub for the District and the existing strong waterfront community. The vision of this new master plan is to recreate the Southwest Waterfront as an exceptional world-class destination. It is intended to draw visitors and residents alike to a new waterfront community with a full array of office, retail, service, residential, cultural, maritime and recreational, including over twelve acres of open space.

A fundamental design component of the Southwest Waterfront project is the Wharf. The Wharf is a primarily pedestrian environment that is typically 60 feet wide, immediately adjacent to the Washington Channel and that spans the length of the PUD project. It will be a dynamic mixed-use environment that includes areas for outdoor seating and café's, pedestrian promenade and a limited use travel lane. The Wharf will provide pedestrian access, limited vehicular and emergency egress, and the potential inclusion of streetcar within the project.

**C. The Applicant**

The applicant is Hoffman-Struever Waterfront, L.L.C., which was selected by DMPED to be the master developer of the project. Hoffman-Struever Waterfront, LLC, brings together the talents and energy of P.N. Hoffman, Inc. and Madison Marquette, Inc., two of the most successful developers in the District of Columbia and the Washington region. P.N. Hoffman has been developing upscale condominium residences and mixed-use properties in the Washington, D.C. area since 1993. Its projects include the planned unit developments Union Row at 14th and V Streets, N.W., Chase Point and the Lofts at Adams Morgan. P.N. Hoffman has joined forces with Madison Marquette, a Washington-based retail developer that has distinguished itself by creating successful retail-oriented developments throughout the country to reflect the local community's personality and culture. It is responsible for such projects as the Cityline at Tenleytown, which transformed a former Sears Department Store and Art-Deco landmark into a mixed use residential and retail project featuring the city's first Best Buy and Container Store.

The team also includes several District-based developers that add to the strengths of the Hoffman and Madison Marquette. These firms include District-based Certified Business

Enterprises (CBE) E.R. Bacon Development, Paramount Development and Triden Development, as well as District-based CityPartners.

## II. PROJECT DESCRIPTION

### A. Site Description and Vicinity

The project site is located along the Washington Channel, one of the most promising yet underutilized urban waterfronts in the city. The Southwest neighborhood is the smallest quadrant of the city yet has a rich history that dates back centuries to the early settlement of our nation's capital. Building upon L'Enfant's Plan for the City of Washington, the city's southernmost shoreline of the Potomac River was home to some of the earliest townhouses with ground-floor shops. By the mid-nineteenth century, Southwest Washington was a diverse community serving local residents as well as the federal government. The Southwest Waterfront was a major commercial hub for the District during this period. A century later, though, its housing stock was severely neglected and in disrepair. Truck transportation began replacing marine traffic, causing further deterioration of the once-vibrant area. This decline prompted grand schemes for massive urban renewal, which would demolish much of the community's built environment, and replace it with a bold new vision for a neighborhood that dramatically transformed the area. The visionary plan, however, was not without its own consequences. It displaced and dispersed the longtime residents to communities east of the river, and eliminated the traditional neighborhood patterns of mixed uses to create more discrete clusters of residential, commercial and office uses. The segment of southwest along the waterfront was designed as a commercial and recreational destination in the 1960s and, while well-intentioned, it resulted in a stretch of waterfront lacking in character and

excitement. It became dominated by single-user, large format restaurants and hotels along an over-engineered Water Street that featured vast expanses of surface parking lots.

Today, the Southwest Waterfront continues to be the home of many of these single use developments, including the Channel Inn and Phillips Flagship Restaurant. Many businesses have closed, such as H2O (Hogates) and Zanzibar, after outliving the useful lifespan of the buildings and a declining base of customers. The Capital Yacht Club, a private club featuring a land-side clubhouse and marina, remains with its tenant, Jenny's Restaurant. The Capital Yacht Club has been a fixture at the Southwest Waterfront for over 110 years, even surviving the urban renewal efforts of the 1950s and 1960s. It will become an integral component in the future redevelopment. The Fish Market at the northern end of the site, though not part of the PUD, will also become a central feature of the merchandising and branding of the Southwest Waterfront redevelopment. The Fish Market is the iconic symbol that defines Southwest Washington for District residents and visitors alike.

The Southwest Waterfront is isolated from areas to the north and east by the vast expanse of Water Street, Maine Avenue, and the Southeast-Southwest Freeway. The area immediately to the north and east is characterized by several parcels of open space in federal ownership, the Disabled Veterans Association, the Riverside Baptist Church, the recently expanded Arena Stage and several residential communities developed as part of the Southwest Urban Renewal Plan in the 1950s and 1960s.

## **B. Proposed Redevelopment**

### **1. Background.**

The primary goal of the redevelopment of Southwest Waterfront is to reconnect Washington to its waterfront. With over 20 miles of shoreline, the District is decidedly a riverfront city but is virtually devoid of access points and neighborhoods that might otherwise enjoy this exceptional amenity. Most waterfront locations in the District are federally controlled and, consequently, there is limited opportunity to integrate the riverfront into the urban fabric of the city. Through this phased redevelopment plan, however, the Applicant will replace the existing inaccessible and inhospitable land use patterns along the Southwest Waterfront with a new, visionary mixed use development that will activate the channel, reconnect with the city and create a new destination center for Washington and its residents. It will add significant retail diversity, mixed-income urban living, three hotels at a variety of price points, commercial office space, substantial public amenities, below grade parking to allow for smaller city blocks and dramatically improved vehicular and pedestrian circulation.

### **2. Proposed Land Development Pattern**

The overarching design principle for the project is superior pedestrian circulation to and through the site to the water's edge, and the provision of enhanced view corridors from public space. Currently, large single-use buildings on vehicle-centric "super blocks" with partially sunken parking lots, expansive rights-of ways, and infrequent signal crossings at Maine Avenue block views and make access in and around the site difficult. The solution to maximizing views, site access and pedestrian "flow" is to create a land use pattern that balances tall buildings on small blocks with dimensions of approximately 200 to 250 linear feet on a side. These block

sizes are nearly half the size of a typical block in the District and other major cities across the country. This planning strategy allows for exceptional views of the water and welcoming pedestrian access through the site. It is achievable primarily by providing underground parking throughout the site, at great expense. Development of this underground parking is at a premium because of the proximity to the water, the relatively high water table, and the need to extend garages beyond parcel lines into areas below parks, streets, the Wharf, and other public spaces. In addition to providing superior access and views, the small blocks provide greater efficiency and improved “way-finding” throughout the development.

The development maximizes height opportunities of 130 feet where practical in order to reduce the building footprint and create the most public space and views possible. The setbacks and variety of heights are designed to provide sufficient relief and interest with the goal of utilizing maximum height potential whenever practical so as to maximize public space, pedestrian circulation, and public views. Buildings will generally be constructed to the parcel boundaries at lower levels providing a consistent one to four story building base which creates a pedestrian zone that provides activity and interest for at least the first twenty feet vertically. Above the building base, each building will be unique, but will generally be setback to the taller tower. Building mass will be broken down with a variety of heights, diversity of uses, multiple architectural vernaculars, and a consistent human scale quality to the street level experience. Towards the southeast end of the site, buildings step down to a height that is consistent with the development of the park and M Street landing and provide a transition to the townhouse developments within the existing community. Collectively, the tower elements reaching the maximum height of 130 feet are only roughly half of the total building footprints within the



PUD. The proposed density on the site is 3.19 FAR, which is only slightly more than the allowable PUD density of 3.0 FAR under existing W-1 zoning. Matter-of-right density for the W-1 District is 2.5 FAR. The use of height with setbacks on small blocks, combined with expanded underground parking, also allows for considerably more public parks and open space – more than twelve acres, which is over half of the development site.

3. Water Development Plan.

In addition to the land-side development, the PUD also incorporates an extensive “water plan” that reflects the full range of uses and activities that are found on the water today, including recreational boating, transient marinas, sailing schools and house boats. This water plan formed the foundation for a strong land plan that works in harmony with the waterfront activities. The river, the new public access piers, and the Wharf along its edge are the centerpiece to the success of the redevelopment. Buildings and activities will flow out onto the Wharf and the views of and access to the water will be celebrated. The Wharf will become a place where boats, pedestrians, cyclists, retail and restaurant users and cultural programs converge.

The PUD project will include the first of its kind residential waterfront community in the District, with the most significant quantity of mixed-income residences built in the District in the last several decades. Consisting of both rental and for-sale units, approximately 1,200 housing units will be offered at a variety of price points including market rate, workforce levels, and low to moderate income levels. Both the Gangplank Marina and the Capital Yacht Club Marina will be completely reconstructed to provide slips for a variety of vessels and will draw new visitors to the site through additional transient boat slips. The unique live-aboard

community at Southwest will be maintained in the new redevelopment. The PUD building program will also include a 2500-seat multi-use music hall that will provide a venue for live-music events, staged theatrical productions, sporting events, and meetings and conventions.

4. Public Places, Open Space and Parks.

The public spaces within the project are fundamental to the pedestrian-oriented nature of the Wharf. At the major intersections with Maine Avenue –the Fish Market, 9th Street, 7th Street, and M Street – the design introduces significant public spaces, all with a different character. At the Fish Market, a new “Market Square” area will be developed that builds upon the heavily trafficked commercial activities of the Fish Market. It will be treated as a tight urban plaza reminiscent of Pike Place Market in Seattle, Washington, or Granville Island in Vancouver, British Columbia. At 9th Street, which will be the main vehicular entry to the site, “City Square” and “City Pier” will be formed as a large, coherent urban plaza suitable for formal civic events, something that is lacking today in this part of the District. Seventh Street will be developed as the “7th Street Park,” which will provide a quiet, contemplative green space in the center of the project. It is designed to connect the neighboring Southwest communities to the Wharf and the 7th Street recreation pier. Finally, the new “M Street Landing” will feature a new urban plaza incorporating water features and showcasing views of the evocative forms of the Arena Stage, bringing the Washington Channel closer to the city.

5. Pedestrian and Vehicular Circulation.

The success of the Wharf will rely heavily on proposed pedestrian and bicycle connections back to the core of the city through the adjacent areas under federal control. The proposed stair connection from Banneker Overlook at the terminus of 10th Street to the new

surface intersection at the Fish Market will for the first time allow pedestrians to safely access the waterfront. The District's Department of Transportation's proposed widening of the sidewalk and bike lanes from the Jefferson Memorial to the site will provide another safe, multimodal access point to the waterfront. In addition, the project will complete one of the last remaining segments of the Anacostia Riverwalk trail through the installation of a multi-use pathway along Maine Avenue, which will promote safe bicycle connections through the site. The introduction of new surface intersections at Maine Avenue and the provision for on-street parking at all times will vastly improve pedestrian safety and connectivity back to the adjacent Southwest neighborhoods. Details of the plan are described below.

**C. Description of Project Components**

**1. Summary.**

The project site consists of eleven mixed-use development parcels that have been organized into four segments. The segments are provided for ease of review only. No individual segment is anticipated to stand alone or is intended to imply any sequencing of construction phasing for the project. Rather, the segments are integrally linked in form and use to create one successful waterfront community. The overall total amount of space for the project will be approximately 3,165,000 square feet of gross floor area, or a density of approximately 3.19 FAR. Within each segment, a range of square footage numbers is provided to allow flexibility as the master development plan is transformed into specific building plans under consolidated second-stage PUDs, over the course of several years. If one parcel is developed at the high-end of the range, adjoining parcels will be developed at the lower end of the range to ensure that the overall maximum FAR is not exceeded.

The primary outcome of the development segments is to ensure the critical mix of uses that will make the project a success. Secondly, the development segments will allow the needed flexibility for a project of this size and scale to respond to the availability of credit, market demand and timing for a large, long-term project such as Southwest Waterfront. The buildings within each segment will be constructed to varying heights. On most parcels, the street frontages of the building will generally rise to a height of approximately two to five stories, while the portion of the buildings on the interior of the parcel, generally around half of the parcel size, will be constructed to the maximum height. This massing and design strategy will help protect the view corridors to the water while also creating active streetscapes and a variety of visual, pedestrian experiences, in the tradition of great cities around the world.

## 2. Segment A

Segment A, as shown on Sheet 2.5, located at the northwestern end of the site, contains Parcels 1 and 2 and will provide up to 775,000 square feet of gross floor area devoted to a full range of commercial, residential and cultural uses, including the Market Pier, the Transit Pier and a performing arts center. It is bounded on the northwest by the Fish Market and the Market Square and on the southeast by City Square.

Given its retail and theater components, as well as its proximity to the Mall, Segment A will draw a more regional and tourist-based audience. As shown in attached architectural drawings, Parcel 1 within Segment A will be developed with a building of stepped height. The building will rise to a height of two to four stories at the base and will have a six to ten story tower, achieving a maximum height of 130 feet. Retail uses consistent with the adjacent

market redevelopment, will be located on the ground floor, with commercial office space or mixed-income residential uses above.

Parcel 2 will house the music hall at its core. The music hall will have a clear span roof at approximately 65 feet in height that provides sight lines from 10th Street and Banneker Overlook toward East Potomac Park. That hall will be lined with ground floor retail and restaurants to provide for an immersive pedestrian environment along the Wharf and on City Square. The retail and theater base will have two eight- to eleven-story towers built at the perimeter, to a total building height of 130 feet, that could accommodate residential or hotel uses. A new "Theater Alley" will be created along the music hall, which will connect Maine Avenue to the Wharf. It will provide a distinctive environment incorporating theater activities, residential entrances, and unique retail locations.

Segment A will connect the lower Fish Market elevation to the higher-elevation Wharf, providing for a distinctive pedestrian experience and a multi-level retail/pedestrian environment. The Market Pier and Transient Pier will provide day docks and commercial activity, including more transient boat slips and restaurant barges to supplement the already successful Fish Market.

### 3. Segment B

Segment B is at the heart of the development and is the primary vehicular access point to the site. Segment B contains three development parcels (Parcels 3, 4 and 5), the new City Pier, the relocated Capital Yacht Club and a recreational pier. As shown on Sheet 2.6 of the architectural drawings, it will provide up to 1,100,000 square feet of gross floor area devoted to retail, residential, office and hotel uses. Parcel 3 will consist of two buildings with a building

base of two to four stories and towers of six to eleven stories for a total building height of up to 130 feet in height. One building will house office or residential with ground floor retail. The second building will include a luxury hotel with approximately 185-250 rooms. Parcel 4 will be developed with two buildings, with a building base of two to four stories and towers of eight to eleven stories for a total building height of up to 130 feet. The ground floor will include retail and the remainder of the building will be devoted to commercial office or residential uses, including affordable housing. Parcel 5 will include a limited-service and extended-stay hotel combination, with approximately 400 rooms, or a residential building. The ground floor will include retail. This building will have a building base of two to three stories with towers of seven to eleven stories for a total building height of up to 130 feet.

The reconstructed Capital Yacht Club building along the Wharf will include facilities stretching from the Wharf into the marina. The marina will be located adjacent to the land-side development between 7th and 9th Streets, S.W., and will include a minimum of 87 boat slips. Segment B is bounded on the northwest by City Square and to the southeast by 7th Street Park. At the center of Segment B will be the Yacht Club Plaza, which will create a distinct urban piazza and pedestrian mews connecting Maine Avenue to the Wharf and the Yacht Club. This mews and the mews between Parcels 4 and 5 will provide exceptional pedestrian environments and attractive locations for retail and cafés.

The new recreational pier included in Segment B will be located at the terminus of 7th Street Park. At the Wharf level, this recreational pier will serve as a narrow quay for enjoying views of the water and the monuments. A lower floating pier will house kayak rentals and

sailing programs. Segment B will also include smaller scale buildings providing retail and service uses for the City Pier, the Capital Yacht Club and the recreational pier.

The City Pier, adjacent to City Square, will serve as the maritime hub for the District. Tall ships and larger commercial vessels will be able to dock at a new and vibrant venue.

#### 4. Segment C

Segment C, as shown on Sheet 2.7, will be developed with up to 1,105,000 square feet of gross floor area devoted to a mixture of residential, office, retail and marina. It is bounded on the north by 7th Street Park and the south by M Street Landing, a significant new public plaza linking Maine Avenue and M Street to the water. Segment C contains four development parcels (Parcels 6, 7, 8 and 9), the Gangplank Marina, a reconstructed Pier 3 and the M Street Landing. Segment C begins the transition from an active urban waterfront with a regional and tourist draw to a more neighborhood-focused development pattern that emphasizes residential building forms and neighborhood-serving retail. Parcel 6 will include two multi-family buildings and will have a building base of one to three stories with towers of nine to twelve stories for a total building height of up to 130 feet.. Parcels 7 and 8 will each include one building and will have a building base of one to three stories with towers of seven to twelve stories for a total building height of up to 130 feet which will be devoted to either residential or commercial office uses. Parcel 9 will be developed as a residential building with ground floor retail. The building base will be one to two stories with a residential tower of ten to twelve stories for a total building height of up to 130 feet. Segment C includes the reconstruction of the Gangplank Marina facilities along the Wharf in a two-story building of up to 40 feet in height, which will extend out into the marina.

The M Street landing will include a 20-foot tall building encompassing retail pavilions. This segment will also include the rebuilt Pier 3 (Gangplank Pier) which serves as the home for all dinner boat cruises at the Wharf. The Pier 3 structures will be constructed to a height of up to 30 feet, and will include restaurant and office uses, as well as a new marine facility for maintenance and loading of dinner boat and tour vessels. The existing Gangplank Marina will be refurbished and feature new floating docks, new marina facilities, and a reconfigured layout with additional slips for larger boats and more transient visitors.

5. Segment D

Segment D, as shown on Sheet 2.8, will include up to 185,000 square feet of development on two development parcels (Parcels 10 and 11) and approximately 45,000 square feet of development built on the existing Pier 4. It is bounded on the northeast by M Street Landing and includes to the South the East End Park, an area containing more than five acres of open space connecting the PUD to the existing promenade and Titanic Memorial Park to the South. Segment D will complete the neighborhood transition and includes smaller, less dense buildings and significant public open spaces. The building on Parcels 10 will have a one to two story base and a tower of three to five -stories up to 70 feet in height. Parcel 10 will include ground floor retail with either residential or office above. Parcel 11 will be developed with a one to three story church (the reconstructed St. Augustine's Church) along Maine Avenue and four to five story residential along 6<sup>th</sup> Street and M Place up to 45 feet in height.

Segment D will also include Pier 4, which may include a four-story residential building up to 60 feet built on the pier and subject to U.S. Army Corps of Engineers permits. A new marina



associated with the Pier 4 residences will also be constructed and may contain space for additional live-aboard vessels.

6. Transportation and Circulation Features of the Project

Today the Southwest Waterfront is primarily an auto-oriented destination within the Washington, D.C. region. Most trips to the waterfront originate by automobile, with fewer number of visitors arriving by transit, bicycle or on foot. The goal of the redevelopment when completed is to create a thriving mixed-use, pedestrian friendly neighborhood along the Washington Channel.

a. *Automobiles*

Located immediately south of the Case Bridge, one of the spans associated with the 14th Street Bridge, the project is well positioned to capture traffic arriving from Virginia with dedicated Maine Avenue exits off both the 14th Street Bridge and the Southeast-Southwest Freeway. The ease of access to the site will reduce automobile trips on neighborhood streets. In addition, cross District routes such as 9th Street and 12th Street provide ready access from northern neighborhoods. A traffic study, attached as Exhibit F, has been completed by Gorove/Slade Associates documenting the current existing conditions at intersections at and near the Southwest Waterfront.

b. *Maine Avenue*

Maine Avenue will be the city-side of the PUD site along on the east frontage of the project. Automobiles will turn from Maine Ave into the mews streets at the rear of the building to enter garages and service areas. Automobile arrivals were purposefully designed to be at locations other than directly off of Maine Avenue or the primary pedestrian spaces and parks,

such as City Square, 7th Street Park, and M Street Landing, in order to disperse traffic throughout the site and provide a positive pedestrian experience. Maine Avenue will be recast as an urban boulevard with 24-hour parallel parking along the curb on both sides of the street, and streetcar lines running on both sides of the roadway while maintaining the central median. Intersections at 7th and 9th Streets will be reconstructed and new intersections will be provided at the Fish Market entrance, the North entry to Arena Stage, and a new traffic island at M Street Landing.

c. *The Wharf*

Located along the water's edge, the Wharf is intended to be a low volume thoroughfare providing access to business fronts, restaurants, and valet parking. Designed as a "woonerf"<sup>2</sup> or "shared space," the Wharf will provide circulation for pedestrians, streetcars, bicycles, and low-speed vehicles in a curbless paved street environment that encourages safety and coordination among all modes of transport. The Wharf will draw its influence and inspiration from successful shared-space designs on waterfronts in Scandinavia, great cities throughout Europe and elsewhere around the world, as well as innovative American precedents. The Wharf is, in its typical section, a 60-foot right of way immediately parallel to the Channel, which will replace the 40-foot wide bi-level promenade that exists today. The Wharf will carefully program café zones, vehicular zones, and pedestrian zones within the 60-foot expanse. Care will be taken to comply with the requirements of the Americans with Disability Act and to create a safe and inviting environment for all users. It is envisioned that the Wharf will be closed periodically during special events and certain nights and weekends to allow for a primarily pedestrian

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<sup>2</sup> A "woonerf" is the Dutch term for a street where pedestrians and cyclists have priority over automobiles.

experience. The Wharf may accommodate parallel or diagonal parking at times. This is the main water-side entrance to the project. Here, the Wharf will serve as the spine for riverfront activities and be the primary connection through the project's three-quarter mile length.

*d. Mews or Alleys*

The narrow interstitial space between building sites are currently planned as "mews" thoroughfares or alleys. These connectors will allow vehicular traffic, but are intended to be primarily pedestrian in nature. Each will have a unique character. The mews and alleyways will provide view corridors and pedestrian access to the water. Mews areas will be the primary entrance points for loading, service, and below grade parking closest to Maine Avenue and will transition more to pedestrian and retail environments closer the Wharf.

*e. Parking*

Virtually all parking for the PUD will be located in below-grade garages. Only limited on-street meter parking will be provided on Maine Avenue, The Wharf, and at the Fish Market. The below grade garages allow much smaller development parcels than if above grade garages were used. This, in turn, provides significantly improved pedestrian connections to and through the site. On-site parking will be determined using a shared parking analysis to optimize the efficiency of the garages and reduce the total amount of spaces needed to be constructed. Careful analysis of the traffic study and use by parcel will be evaluated to ensure that on-site uses are adequately parked. The parking demand may vary greatly through the life of the Southwest Waterfront project and the construction of costly below grade garages will need to be implemented selectively. Currently it is anticipated that approximately 1,900-3,050 parking spaces will be constructed in six separate garages. At the outset of the project, many visitors

will likely arrive to the site by automobile. After full build-out the PUD, it is anticipated that the Southwest Waterfront will provide a full range of transportation alternatives – bicycle, public transit, water taxi, and foot traffic – typical of the mode-share balance envisioned for a central business district.

*f. Transit*

The PUD project is currently located within walking distance of both the L'Enfant Plaza transit stop (Metrorail Orange, Blue, Green and Yellow lines and Virginia Railway Express) and the Waterfront-SEU Metrorail Station (Green Line). DDOT Circulator buses pass through the site and serve north-south connections into the city. As part of the project, streetcar lines have been planned for the Wharf right-of-way and on both sides of Maine Avenue. The Southwest Waterfront will play a central role in the next development cycle for the streetcar lines and will be a stop on the service line connecting Southeast Washington to the convention center and points in between.

*g. Pedestrian Access*

The Southwest quadrant of Washington was largely cut off from the rest of the city with the construction of the Southeast-Southwest Freeway. Currently, it is difficult for residents from outside of Southwest to walk to and enjoy the Southwest Waterfront. From the Tidal Basin area, narrow and dark sidewalks make pedestrian travel dangerous and uninviting. From Banneker Overlook and the federal buildings to the north, well-worn dirt paths provide the only pedestrian access to the Fish Market. From the neighborhoods to the east, Water Street, with its 70-foot right of way and sunken parking lots, is a redundant collector road that functions as a barrier to pedestrian access. One of the chief goals of the new PUD will be to re-establish

pedestrian connectivity with the rest of the city and improve connections to the Federal core to the north.

*h. Bicycle Access, Connectivity and Facilities*

Maine Avenue will be the location for a ten-foot wide, grade-separated, multi-use trail that will serve as an extension of the Anacostia Riverwalk Trail. It will also connect with the rest of the District's bicycle network. The Maine Avenue trail will also provide a seamless transition to the future "Complete Street" redesign of M Street, S.W. This link will make a critical connection for bicycle commuters coming from Virginia via the 14th Street Bridge and Mount Vernon Trail, as well as District residents coming from points north of the PUD. The project will provide a variety of bicycle storage options, including groupings of bicycle racks at building entrances and public spaces, as well as secured and covered facilities. These bike storage facilities will help promote bicycling in the District by ensuring that cyclists have safe facilities for storing their bicycles. Bicycle racks and storage facilities will be coordinated with major Streetcar and Circulator stops to encourage multi-modal transportation and enhance project accessibility. To further encourage the use of active transportation, Capital Bikeshare stations will be included at major public spaces. The project strives to be a model of bicycle-friendly development and will showcase the latest in bicycle transportation, storage, and technology.

**7. Open Space**

*a. Pedestrian Thoroughfares*

*i) The Wharf*

The Wharf is currently intended to be, first and foremost, a pedestrian environment adjacent to the Washington Channel, but also a low volume right-of-way providing access to

business fronts, restaurants, and valet parking along the water's edge. It is envisioned that the Wharf will be closed periodically during special events and certain nights and weekends to allow for a primarily pedestrian experience. The Wharf will be constructed with stamped concrete and/or specialty pavers. It may alternatively feature traditional curb and gutter, no curb, a rolled curb, and/or a series of bollards for traffic control. The Wharf may accommodate parking. The Wharf will be programmed carefully to mix pedestrian uses, vehicular uses, and commercial uses such as kiosks and café zones within its typical sixty foot width.

*ii) Mews or Alleys*

The narrow interstitial space between building sites are currently planned to be designed as mews streets or alleys. These connectors will not only provide primary entrances for garages and access to loading/service areas in the areas closest to Maine Avenue, but are also intended to be pedestrian in nature and support unique retail and restaurants closer to the Wharf. The mews and alleyways will provide view corridors and pedestrian access to the water as well as unique retail environments.

*b. Parks*

*i) Market Square*

Market Square will be constructed between the Fish Market and Parcel 1 and will be a primarily hardscape public plaza. This plaza will provide a connection to The Wharf and Market Pier from Maine Avenue and Banneker Overlook. It will accommodate vehicular access and parking as well as pedestrians.

ii) *City Square/City Pier*

City Square/City Pier will be constructed between Parcel 2 and 3 and will be a primarily hardscape plaza. This plaza will feature a venue for outdoor events, musical concerts, outdoor festivals, and other public gatherings. The square will be further refined during the Master Plan process.

iii) *7th Street Park*

The 7th Street Park will be constructed between Parcels 5 and 6 will be a primarily green park. This park will feature an opportunity for outdoor seating and small concerts. The park will be ringed by a limited use roadway that provides entrances to hotels, residences, and offices on either side of the park and provides access to the Wharf and Promenade.

iv) *The Grove*

The small green space adjacent to the Gangplank Marina entrance and pavilion and Parcel 7, to be known as "The Grove," will feature a bosque of trees and/or a landscaped, trellis-covered patio for outdoor seating. The Grove provides a unique experience within the typical Wharf section.

v) *M Street Landing*

M Street Landing will be constructed between Parcels 9 and 10 and will link Maine Avenue with the Wharf and adjacent piers and marinas. This plaza space will provide a gracious transition from the Maine Avenue grade to those of the Wharf and Dinner Pier, the docking area for dinner cruise boats and commercial vessels. Combinations of generous terraces and

ramps will provide a variety of accessible routes and activity zones within the site. Water features and tree plantings will reinforce view corridors.

*vi) Waterfront Park*

The Waterfront Park will be constructed at the east end of the project. Approximately four acres in size, it will be a primarily landscaped public use area with a continuous waterfront walkway. Waterfront Park will contain a variety of programmed and unprogrammed spaces that include a large lawn, formal garden, playground, dog run and parking for the existing Police Pier. Vehicular access to this area will be limited.

*vii) East End Promenade*

East End Promenade is situated between the Waterfront Park and the Titanic Memorial at 4th and P Streets, S.W. The Promenade is outside the PUD and is the property of the National Park Service. It encompasses a continuous multi-use waterfront path that connects one of the District's bike routes to M Street and the Navy Yard. It is approximately one acre in size. In cooperation with the National Park Service, it is anticipated that existing trees will be preserved and protected and much of the concrete and hardscape portions of the non-waterfront path will be replaced with landscaped areas in order to extend the Waterfront Park character to the eastern terminus of the project.

*c. Piers*

*i) Market Pier*

The Market Pier, a public access pier, is located at the extension of Market Square. Its primary use is for seasonal events and food and beverage barges that will continue the lively



character of Market Square and the Fish Market. The pier will also accommodate transient private boats. The pier will be at the same elevation as the adjacent Wharf.

*ii) Transit Pier*

The Transit Pier, a public access pier, is located opposite Parcel 2 and will have generous open space adjacent to The Wharf before narrowing down to a more typical pier configuration. Within the wider section, terraced steps will provide seating for events, performances, river views and sunsets, and a location for water taxis, day tours, and public safety vessels. The pier will be at the same elevation as the adjacent Wharf.

*iii) City Pier*

The City Pier, a public access pier adjacent to City Square, will serve as the maritime hub for the District. Tall ships and larger commercial vessels will be able to tie up for the first time at a new urban maritime venue. The City Pier will have a covered structure that will allow events, festivals, and other active programming.

*iv) 7th Street Pier*

The 7th Street Pier is a public access pier at the terminus of 7th Street Park. It will be constructed at two levels that provide access to a viewing pavilion on the upper level and kayak rentals and a sailing school at the lower level.

*v) Dinner Pier*

The Dinner Pier will be a reconstruction of the current pier and its use for dinner cruise vessels. A new ticketing terminal and passenger waiting area will be located farther out on the pier. The pier will be at the same elevation as the existing bulkhead. Service vehicles will access the pier from the Waterfront Park.

vi) *Residential Pier*

The Residential Pier will house private townhomes with mooring slips. The pier will be at the same elevation as the existing bulkhead. Access to the pier will be provided from the Waterfront Park.

**D. Matter of Right Development Under Existing Zoning**

The PUD Site is located almost exclusively in the W-1 District. The remaining portions of the site are unzoned. The W Districts are waterfront areas designed to encourage a diversity of compatible land uses at various densities, including combinations of residential, offices, retail, recreation, arts and cultural, and other miscellaneous uses.

In W-1 Districts, only a low height and density are permitted. The maximum height permitted in the W-1 District is 45 feet. Development may achieve a maximum density of 2.5 FAR. A PUD in the W-1 District may achieve a density of 3.0 FAR. Lot occupancy is restricted to 80 percent.

**E. PUD Development Under Proposed Zoning**

The PUD requests a related zoning map amendment to the W-1 District in the riparian areas and the C-3-C District at land-side, consistent with the high density commercial/high-density residential designation on the Future Land Use Map of the Comprehensive Plan. The C-3 Districts are major business and employment centers supplementary to the Central Business (C-4) District. The C-3-C District permits medium-high density development, including office, retail, housing and mixed-use development. The maximum height permitted under the PUD standards is 130 feet, with a maximum density of 8.0 FAR for residential and nonresidential uses.

**F. Tabulation of Development Data**

The Tabulation of Development Data for the Stage One PUD is located on Sheet 2.2 of the architectural drawings included as Exhibit A.

**G. Flexibility Under PUD Guidelines**

**1. Phasing**

Under section 2407.10 of the Zoning Regulations, a Stage One PUD is normally valid for a period of one year. The Applicant requests flexibility from this provision to allow this Stage One PUD to be valid for a period of three years from the effective date of the order granting the same. Within such time, the Applicant shall file a Second Stage PUD application for one or more additional buildings on the site.

**2. Loading**

The Applicant requests flexibility to adjust the number of loading berths, platforms and service spaces provided for each segment of the project as the project progresses through to the second-stage/consolidated PUD review process. Pursuant to section 2201 of the Zoning Regulations, the Applicant is required to provide nine loading berths at 55 feet deep, nine berths at 30 feet deep, 18 loading platforms and 14 delivery spaces. Presently, the Applicant proposes to provide three 55-foot deep loading berths, 21 loading berths at 30 feet deep, 11 platforms and 13 delivery spaces. The loading requirements are set forth in the zoning tabulations at Sheet 2.2 of the architectural drawings. Generally, residential buildings no longer require loading berths for 55-foot trucks and the Zoning Commission has granted relief from this provision in several PUDs in recognition of present-day practical needs. See, for example, Z.C. Order Nos. 08-26, 07-16, 07-07, and 07-02, among others. Because of the coordinated

planning and development of the overall site, the loading facilities for each parcel can be more carefully configured based on the final mix of uses to eliminate redundancies and increase efficiencies, circulation and maneuverability. The Applicant will work with the District's Department of Transportation on the layout of the loading facilities as part of its overall transportation management plan.

### **III.**

#### **THE PUD MEETS THE STANDARDS OF THE ZONING REGULATIONS AND PUD REQUIREMENTS**

##### **A. PUD Process is Appropriate Mechanism for the Project**

The PUD process is the appropriate mechanism for guiding the development of the Southwest Waterfront site. It allows the Applicant to replace in a coordinated fashion outmoded uses on an underutilized site with an exceptional planned community comprised of approximately 1,200 mixed-income residential units; no less than 400,000 square feet of office space; approximately 625 keys of hotel including limited and full service hotels; approximately 200,000 square feet devoted to retail uses; approximately 100,000 square feet devoted to cultural activities; approximately 25,000 square feet of space devoted to maritime activities, and approximately twelve acres of parks and open space. The proposed density mixture of uses and maritime activities included in the PUD project directly fulfills the goals of the Comprehensive Plan Southwest Waterfront Plan.

In addition to providing the Zoning Commission with jurisdiction both over permitted uses, building envelope, percentage of lot occupancy and circulation of proposed new construction on the First Stage PUD site, the PUD review and approval process also assures the participation and input in the process of community stakeholders and relevant District

agencies. To that end, the Applicant has already held well over one hundred community meetings and informational presentations to District and Federal government agencies to introduce them to this ambitious plan. DMPED has been closely involved in discussions with the Applicant regarding salient points of development including street alignments, design guidelines and community amenities. As these discussions indicate, the PUD process gives adjacent residents, the community at-large and District agencies ample opportunities to work with the Applicant to ensure an exceptionally well-planned development.

**B. PUD Requirements Under Chapter 24 of the Zoning Regulations**

**1. Area Requirements Under Section 2402.1(c)**

The minimum area requirement for a PUD in the C-3-C District is 15,000 square feet. At approximately 22 acres of land area, the PUD site more than satisfies this requirement.

**2. Height and FAR Requirements Under Section 2405.1 and 2405.2**

The PUD Project meets the building height and density requirements under §§2405.1 and 2405.2 of the Zoning Regulations. The numerous buildings proposed for the PUD Site will have heights ranging from 15 feet to 130 feet within the area to be zoned C-3-C. The maximum building height permitted under the PUD guidelines in the C-3-C District is 130 feet. In the riparian areas to be zoned W-1, all buildings will fall below the maximum permitted height of 60 feet under the PUD guidelines.

The total aggregate density to be developed on the PUD site is 3.19 FAR. Thus, the density proposed by the Applicant is well below the maximum permitted PUD standards of 8.0 FAR in the C-3-C District. The riparian area will be developed to a density of approximately 0.11

FAR, which also falls well below the total maximum permitted PUD density of 3.0 FAR and 1.0 FAR for commercial uses.

3. Impacts of Project Under Section 2403.3

The proposed PUD will have a positive affect on the surrounding area and the operation of city services and facilities. The development of a mixed-use project at this site will complement the surrounding area and help revitalize this sector of Ward 6 and the Waterfront community. The PUD has been design to reintegrate this segment of Southwest Washington with the rest of the city and provide a world-class riverfront development providing a full range of uses and activities.

The PUD will greatly enhance the operation of city services and facilities by providing extensive new transportation and utilities infrastructures to support the new development, including storm water management features consistent with the Anacostia Waterfront Standards Act of 2008 and Chesapeake Bay Watershed Initiatives. Furthermore, the Project will have no unacceptable impact on traffic. A study of existing traffic conditions prepared by Gorove/Slade Associates indicates that area roadways operate at acceptable levels and can accommodate the proposed new development. A copy of that report is included as Exhibit F. A supplemental traffic study analyzing the impacts of the proposed PUD will be prepared and submitted prior to any hearing scheduled on this application.

4. Consistency with the Comprehensive Plan under Section 2403.4

The proposed PUD advances the purposes of the Comprehensive Plan, is consistent with the Future Land Use Map, complies with the guiding principles in the Comprehensive Plan, and furthers a number of the major elements of the Comprehensive Plan. The proposed PUD

significantly promotes the social, economic and physical development of District through the creation of an extraordinary, high-quality mixed-use development; reclaiming and enlivening the Southwest Waterfront and its maritime assets to provide a new physical identity and image to the city to rival destination harbors throughout the world; achieving the goal of housing and affordable housing; providing unparalleled cultural activities and new parks and open space; conserving and improving the environmental quality of our rivers; and enhancing our historic resources by re-establishing the street grid of the L'Enfant Plan and reconnecting the city to Southwest Washington.

The Future Land Use Map of the Comprehensive Plan designates the subject property for high-density residential and high-density commercial uses. The proposed rezoning of the property to W-1 and C-3-C and the proposed mixed-use redevelopment is consistent with this designation. The existing W-1 land-side zoning is inconsistent with the Comprehensive Plan.

The proposed project is also consistent with the site's designation as part of the "Land Use Change Areas" on the Generalized Policy Map, which are areas where current land uses will likely be replaced with different ones. 10 DCMR § 223.9. The purpose of Land Use Change Areas is "to encourage and facilitate new development and promote the adaptive reuse of existing structures. Many of these areas have the capacity to become mixed-use communities containing housing, retail shops, services, workplaces, parks and civic facilities." 10 DCMR § 223.11. Here, the Southwest Waterfront PUD project will fulfill exactly the types of changes envisioned under the Generalized Policy Map. It will create a new high-quality environment that include exemplary site and architectural design, which are compatible with and do not negatively impact nearby neighborhoods. 10 DCMR § 223.11 - .12.

A detailed discussion of the project's compliance with the Comprehensive Plan, including the most recent 2010 amendments, can be found in the summary attached as Exhibit E.

**C. Goals and Objectives of the Proposed PUD**

The goals and objectives of the proposed PUD are to undo the urban renewal legacy of the past and recreate the Southwest Waterfront as a new, great world-class destination. At the crossroads of a monumental and local Washington, the Applicants envision the creation of a vital thriving, activated spaces catering to visitors and residents alike. The project will include a waterfront with direct public access to the water from public piers for the first time in 50 years at Southwest Waterfront. The Wharf, a dynamic mixed-use environment, unlike anything in Washington will be lined by cafes and restaurants where people meet, congregate and enjoy Washington as a riverfront city. The PUD will create a wide range of parks of different sizes and uses that provide recreational opportunities immediately adjacent to the water. The Wharf, the parks, and the piers will all be actively programmed throughout the year to create a wonderful waterfront neighborhood.

Maine Avenue will transformed into a tree-lined, grand Boulevard becoming a pedestrian-friendly thoroughfare with numerous safe crossings and complemented by traditional Washington streetscape fixtures, including street lamps, park benches, and signage. A dozen new streets and access points between new waterfront buildings will provide visibility to the water and promenade activity. Biking, walking, and running trails will circulate along Maine Avenue and the promenade connecting to the Anacostia Riverwalk and ultimately linking



to the vast Washington, D.C. trail system. The PUD project will be an inclusive waterfront neighborhood which seeks out tourism, engages the community and caters to its residents.

#### **D. Public Benefits and Project Amenities**

##### **1. Overview**

The PUD provisions of the Zoning Regulations require the Zoning Commission to evaluate specific public benefits and project amenities of a proposed project. Public benefits are defined as “superior features of a proposed planned unit development that benefit the surrounding neighborhood or the public in general to a significantly greater extent than would likely result from development on the site under the matter of right provisions of this title.” 11 DCMR § 2403.6. A project amenity is defined as “one type of public benefit, specifically a functional or aesthetic feature of the proposed development that adds to the attractiveness, convenience or comfort of the project for occupants and immediate neighbors.” 11 DCMR § 2403.7. Further more, in deciding a PUD application, the Zoning Commission is required to “judge, balance and reconcile the relative value of amenities and public benefits offered, the degree of development incentives requested, and any potential adverse effects according to the specific circumstances of the case.” 11 DCMR § 2403.8.

Public benefits and project amenities may be exhibited in a variety of ways and may overlap with furthering the policies and goals of the Comprehensive Plan. In the present case, the project and its exceptional features of land planning, architecture, design, infrastructure, waterfront development, and place-making discussed below, including the reconnection of this segment of Southwest Washington to the rest of the city, provide significant and exceptional

public benefits to the area and the District as a whole, thus satisfying the requirements of Chapter 24.

Pursuant to section 2403.8, the Commission shall judge, balance and reconcile the relative value of the project amenities and public benefits offered with the degree of development incentives requested and any potential adverse affects according to specific circumstances of the case. In this case, the proposed PUD is in accordance with the Comprehensive Plan, the development envisioned by numerous actions of the District of Columbia Council, and various agencies within the District government. The height and density requested is well within the range for a C-3-C PUD and the W-1 zone for the riparian area. This is in distinct contrast to the existing W-1 zoning, which is inconsistent with the high density residential and high density commercial designation of the Comprehensive Plan. As set forth in Section 2403.5, the commission's judgment and balancing is to be done in the context of the Comprehensive Plan. Because the recently adopted amendments to the Comprehensive Plan and the existing Land Use Map designations are intended to foster and encourage this major waterfront development, the Applicant submits that, as set forth in this statement and the attachments, this proposal readily meets the PUD evaluation standards.

2. Urban Design, Architecture, Site Planning, Landscaping, and Open Space  
(Sections 2403.9(a) and (b))

The single largest benefit to the area and the city as a whole is the creation of a new visionary mixed-income, mixed use community that reactivates and embraces the full potential of the Southwest Waterfront, replacing one the city's most underutilized and isolated assets. The breadth and scale of the project is the most comprehensive undertaking since the urban renewal efforts of the 1950s. The master plan for the PUD is intended to celebrate the

waterfront, by creating a “theater” where boats, public piers, pedestrians, cyclists, retail users, residents and cultural programs come together. The PUD will activate the Channel and create an 18-hour environment by adding retail diversity, mixed-income urban living, hotels, commercial office space, expanses of public parks and green space, concealed parking that replaces existing surface parking, and dramatically improved vehicular and pedestrian circulation. One of the primary goals of the PUD is to reconnect the Southwest Waterfront to adjacent residential areas, the Mall, riverfront trails and the city as a whole.

The architectural firm of Ehrenkrantz Eckstut & Kuhn has designed the overall Master Plan for the site that will include an outstanding collection of mixed use buildings and in a new waterfront community that restores this pivotal segment of Southwest Washington and the waterfront community. It re-establishes view sheds to the water by extending the L’Enfant Streets to the river’s edge. The project will complement the surrounding neighborhood while providing a new urban space along the water. The size of the new city blocks, the street network, the massing of buildings, the piers and waterfront promenades have been painstakingly studied, coordinated and integrated into an exceptional master plan. The overall composition reinforces the broad and lively elements of the city and creates a new, world class waterfront destination.

The placement of parking below grade comes at considerable cost to the project. Previous studies showing above grade parking required blocks of lengths 400-600 feet long to accommodate efficient parking layouts. By undergrounding parking, the project provides much smaller blocks and much better pedestrian access to the site.

Among other things, the PUD will feature first-class public space improvements, ranging from roadway infrastructure, sidewalk paving, street lighting, street furniture, trees and signage to major new promenades and thoroughfares, including the Wharf. New expanses of public parks and open spaces will be incorporated throughout the development, such as Market Square, City Plaza, the 7th Street Park, M Street Landing, and Civic Park. One of the most extraordinary planning features of the PUD will be the enhancements of the areas adjacent to the waterfront and the riparian areas through the construction of four new public piers, including the Transportation Pier, the City Pier, the Recreation Pier and the extension of the existing pier at the terminus of M Street, S.W., known at Pier 3.

3. Housing and Affordable Housing (Section 2403.9(f))

The proposed PUD will create new housing and home ownership opportunities consistent with the goals of the Zoning Regulations and the Comprehensive Plan. The housing will be offered for rent and for sale at a mix of price points, including low income housing (30 percent of the Area Median Income ("AMI") or lower), moderate income housing (60 percent of AMI or lower), workforce housing (100-120 percent of AMI or lower) and market rate housing. The project will provide at a minimum 160,000 square feet of low and moderate income housing, which represents approximately eight to ten percent of the housing component of the project. Additionally, the Applicant will set aside as workforce housing 20 percent of the units built over and above a threshold of 500 units. The addition of such a substantial amount of market rate and affordable housing to a site that present does not have any is significant in re-establishing the residential character of this area of Southwest.

4. Transportation Features (Section 2403.9(c))

The PUD will feature a multi-modal transportation system that accommodates automobile travel but that also encourages increased reliance on public transit, bicycles and foot travel. The project has been designed to incorporate new streetcar lines along Maine Avenue and The Wharf. Locations for water taxi stops are provided in the PUD and waterside transportation has been addressed as a major component of the PUD. Virtually all automobile parking will be located below grade and loading and service located on mews streets and alleys to preserve public spaces and the overall attractiveness of the development. Access points have been sensitively designed along the rear of buildings to minimize vehicular impacts and enhance the pedestrian experience. Upon completion, the PUD project will create a new destination spot that will reconnect the Southwest Waterfront with the city.

5. Environmental Benefits (Section 2403.9(h))

The PUD project will incorporate numerous sustainable design features under such categories as smart location and linkage; neighborhood pattern and design; green infrastructure and buildings, innovation in design process, and regional priority credits. The project stands out for its location, compact development, walkable streets. Presently, the applicant anticipates that a minimum of Silver LEED certification will be achievable for this project. A detailed list of likely LEED points is included with the architectural drawings.

a. *PUD Master Plan – LEED-Neighborhood Development*

The project will be designed to achieve the LEED-Neighborhood Development (ND) certification at a Gold level or higher and will embody the core principles and priorities of the

U.S. Green Building Council, the Congress for New Urbanism, and the Natural Resources Defense Council, the three partner organizations responsible for the development of the LEED for Neighborhood Development rating system. This rating system integrates concepts of smart growth, new urbanism and green infrastructure and building.

*b. New Building Construction/Vertical Development*

Each new building or vertical development component of the project will be designed to achieve a LEED-NC (new construction) or LEED-CS (core and shell) Silver rating or higher. Development guidelines will be established to ensure that the vertical development is designed in accordance with LEED-ND objectives and that all buildings will not only meet individual certification requirements, but will also comply with the overall larger framework of LEED-ND criteria.

*c. Stormwater Management*

The current PUD site is characterized by a predominance of paved parking lots and roadways. The stormwater management system that is presently in use for the area is a closed pipe system that is a combination of separated storm and combined sewer systems. Pipes tie into a large Municipal Separate Storm Sewer System (MS4s) that discharges high flows of runoff from large land areas directly into the Potomac River. This results in an overflow of unwanted pollutants and trash into the river. Given the site's size and location, the PUD project has a unique opportunity to reduce the negative effects of polluted runoff to the Potomac River, the Anacostia Watershed, and the Chesapeake Bay. The stormwater management strategy employed by the project will use low impact development (LID) strategies to reduce as much runoff from leaving the site as is practical and will filter one inch of rainfall before discharging

from the site. Additionally, all individual buildings within the project will meet the LEED stormwater requirements for both quality and quantity in conformance with the certification process sought for each building.

6. Training and Employment Opportunities

The PUD project will generate a significant amount of new employment opportunities for District residents. It is estimated that 650 to 1000 new jobs will be created during construction, as well as 1000 service jobs and 1800 professional jobs in the future development. In furtherance of Mayor's Order No. 83-265 and D.C. Law 5-93, the Applicant has execute a First Source Employment Agreement, Attached as Exhibit J, with the Department of Employment Services ("DOES") in order to achieve the goal of utilizing District residents for at least 51 percent of the jobs created by the PUD project. The Applicant will use DOES as its first source for recruitment, referral, and placement of new hires for employees whose jobs are created by the PUD.

Additionally, in order to ensure that the maximum number of District residents are qualified and prepared to take advantage of the projected employment opportunities generated by the PUD project, the Applicant has already funded \$250,000 in a workforce intermediary program, an entity that will serve as a clearing house for jobs, a means of identifying District residents with training opportunities and a mechanism for ultimately connecting job-ready District residents with new employment at the Southwest Waterfront project. The Applicant is continuing to work with DOES to establish the workforce intermediary program. Already the Applicant has established excellent relationships with organizations in Wards 5, 6, 7 and 8 that are involved in workforce training, and with the D.C. Housing

Authority, many of whose residents seek employment. The Applicant will also work closely with its contractor, and with construction trades organizations to maximize participation of District residents in the training and apprenticeship opportunities those companies offer, with Cardozo Trades Academy, which trains high school students and adults for employment primarily in the construction industry, and with other training and job placement community-based organizations.

7. Business Opportunities for D.C. Certified Business Enterprises

The Applicant has entered into a Certified Business Enterprise (“CBE”) Agreement, attached as Exhibit J, with the D.C. Department of Small and Local Business Development (“DSLBD”) in order to achieve, at a minimum, a thirty-five percent participation by small, local, and disadvantaged businesses in the contracted development costs for the design, development, construction, maintenance, and security for the project to be created as a result of the PUD. Since its selection as Master Developer, the Applicant has established relationships with the Business Development Councils and related organizations in its target wards – Wards 5, 6, 7 and 8 – to introduce the project and the exceptional business opportunities it will present. The Applicant is working closely with the DSLBD to maximize opportunities for CBEs during the pre-development period. Business opportunities are posted on the DSLBD website, and the Applicant will give opportunities to CBE businesses for smaller contracts, such as catering, trash collection, and delivery service. The Applicant will continue to work cooperatively with DSLBD, its contractors and with the Business Development Councils and other local community organizations to maximize opportunities for CBE firms throughout the process.



In addition to the CBE requirement , the Applicant has committed that 20 percent of the retail space will be set aside for “unique” and/or “local” businesses, which will include CBEs. The rents for such spaces will be reduced to make them more affordable for small businesses. The Applicant will work collaboratively with business and community organizations throughout the District to identify and, where possible, mentor potential small restaurateurs and retailers to help them lease and successfully operate these designated retail spaces. The Applicant also plans to have kiosks along the promenades, and in parks and other public spaces, where even smaller local businesses can try out their retail concepts on a low-risk basis; those kiosk operators who are successful will have the opportunity to move indoors, into one of the spaces reserved for unique and local business enterprises, thereby growing their business.

8. Uses of Special Value to the Neighborhood or the District of Columbia as a Whole

The proposed PUD will also include several exceptional benefits of particular value to the Southwest community and the District of Columbia as a whole. First, the Applicant will provide for the continuing presence within the PUD of the Capital Yacht Club, a non-profit organization that has called the Washington Channel and the Wharf home for over 110 years. The Capital Yacht Club and its associated marina will be rebuilt in a prominent location along the water and the combined Yacht Club and associated retail will include up to 11,000 square feet of program.

Second, the Applicant will perform significant upgrades to the municipal Fish Market immediately adjacent to the PUD site. The improvements will include extensive sitework, hardscape and landscaping improvements; relocation of existing overhead utilities to underground conduits; replacement and/or renovation of the 1300 square-foot structure

known as the "Fish Cleaning Building;" furnishings to accommodate outdoor dining and seating; as well as several other enhancements.

Third, in coordination with the U.S. National Park Service, the Applicant will seek approvals to construct pedestrian connections from the L'Enfant Promenade and Banneker Overlook to the Waterfront. The new links would include a staircase from the 10th Street Overlook to the Fish Market, surface pedestrian connections from the north side of Maine Avenue to the Fish Market, and new signage and street furniture, where appropriate.

Fourth, the Applicant will provide below-grade accessory parking for the benefit of such uses as the Fish Market and the public marinas.

Finally, the Applicant will create and fund, at its own expense, a new business improvement district or similar entity to manage, operate and maintain the public elements of the PUD, including the parks, open spaces and public marinas.

#### **IV. CONCLUSION**

For the foregoing reasons, the Applicant submits that the application meets the standards of Chapter 24 of the Zoning Regulations; is consistent with the purposes and intent of the Zoning Regulations and Zoning Map; is consistent with the land use objectives of the District of Columbia; will enhance the health, welfare, safety and convenience of the citizens of the District of Columbia; satisfies the requirements for approval of a first-stage PUD and related map amendment; provides significant public benefits and project amenities; advances important goals and policies of the District of Columbia and, therefore, should be adopted by the Zoning Commission. Accordingly, the Applicant requests that the Zoning Commission

approve the First –Stage PUD application and related map amendment to the C-3-C and W-1  
Districts for the site.

Respectfully submitted,

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