

APPLICATION TO THE
ZONING COMMISSION FOR THE DISTRICT OF COLUMBIA
FOR THE CONSOLIDATED REVIEW AND APPROVAL OF A
PLANNED UNIT DEVELOPMENT AND
AMENDMENT TO THE ZONING MAP



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1711 FLORIDA AVENUE PROPERTY, LLC

ZONING COMMISSION
District of Columbia

CASE NO. 11-11

EXHIBIT NO. 3

DEVELOPMENT TEAM

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PREFACE

This statement is submitted on behalf of 1711 Florida Avenue Property, LLC (**“Applicant”**) in support of an application for the consolidated review and approval of a Planned Unit Development (**“PUD”**) and corresponding amendment to the District of Columbia Zoning Map for property located in Square 2562, Lot 95 (**“Property” or “Site”**). The Property is located in the Adams Morgan neighborhood of Northwest, in Ward 1 and within ANC 1C07. The Site consists of 0.60 acres (25,921 sq. ft.) of land. The development project proposed for the Site will preserve and enhance the overall character of the neighborhood by transforming an existing, unattractive, three-story brick public garage with rooftop parking into an aesthetically-pleasing mixed-use development containing 125-130 residential units, new neighborhood-serving street-level commercial uses and parking garage (**“Project”**). The Project will create a vibrant entrance to the Adams Morgan neighborhood from Florida Avenue.

The Property is in the C-2-B Zone District and is also located at the edge of the southern and western boundaries of the Reed-Cooke Overlay District (the **“Overlay”**). The Applicant requests a change in zoning of the Property from RC/C-2-B to C-2-B.

Submitted in support of this application are the completed forms, a Notice of Intent to File a PUD (with property owners’ list and certification of mailing), architectural drawings and a map depicting the zoning district for the Property and the surrounding area. As set forth below, this statement and the attached documents meet the filing requirements for a PUD application under Chapter 24 of the District of Columbia Zoning Regulations and for an application to amend the Zoning Map.

I. INTRODUCTION

A. Summary of Requested Action.

This Statement supports the applications of 1711 Florida Avenue Property, LLC to the Zoning Commission for the District of Columbia for the review and approval of a consolidated Planned Unit Development and an amendment to the Zoning Map. The Property consists of 25,921 square feet of land in Square 2562, Lot 95. The Property is located in the Adams Morgan neighborhood in Ward 1, within the jurisdiction of Advisory Neighborhood Commission (“ANC”) 1C. As shown in Exhibit A, the Property is zoned C-2-B and abuts the southern and western boundaries of the Reed-Cooke Overlay.

The Applicant proposes to develop the Property with a mixed-use residential and neighborhood-serving commercial building with accessory and public parking. The building will have a total Floor Area Ratio (“FAR”) of 5.8 and a building height of 79 feet 8 inches. It will occupy 80% of the lot. The Project will contain 125-130 residential units of which ten percent (10%) will be devoted to affordable housing. The 10% of units devoted to affordable housing will exceed the minimum required by law (i.e., eight percent). The project will also contain approximately 5,500 square feet of neighborhood-serving commercial space. The ground floor facing Champlain Street will include 875 square feet of space which is planned to be dedicated for community oriented use. The Project will include 95 parking spaces.

The Applicant also requests a map amendment to change the zoning of the Property from RC/C-2-B to C-2-B.

B. Applicant

1. 1711 Florida Avenue Property, LLC

1711 Florida Avenue Property, LLC, a District of Columbia limited liability company, owns the Property. The individual partners of the Applicant have wide-ranging expertise in all

the functional aspects of local real estate. Importantly for the development of the Project, the partners benefit from their longstanding commitment to community interests. Various partners are or have recently been engaged in local government and community activities such as farmer's markets, art initiatives, public realm study participation, job training, health clinics, non-profit group activities, schools and local business associations. One partner started UrbanIgloo, a unique leasing firm matching potential residents with apartment homes in D.C., Maryland and Virginia, providing the Applicant with an informed view of market trends and a more balanced tenant view of the marketplace.

The partners each have over 20 years of experience in local real estate investment and development, completing new construction, renovation and the adaptive re-use of existing buildings that preserve and respect the communities in which they are located. Various sub-groups of the Applicant have been active in the development of mixed-use residential/commercial properties, as well as commercial - only projects and residential - only developments, the latter as rental properties and for-sale condominiums, largely in dense urban areas. A holistic focus on making a project successful beyond the bricks and mortar construction attests to the Applicant's member's community-based approach to development. Individual partners of Applicant have worked, developed and lived in Adams Morgan and their current offices are just a few blocks south at New Hampshire Avenue and Corcoran Street. Clearly the Applicant knows the neighborhood, appreciates its uniqueness and challenges and will be engaged with the community throughout the development process and ownership period.

The Applicant's partners have created projects worth more than \$100 million within one mile of the Property. Local projects of note include:

(1) Park Triangle Lofts and Flats (14th & Park Road): A co-winner of an international Urban Land Institute Award, this 6 story building, built on top of a Metro tunnel is located in the

heart of Columbia Heights at the public plaza. The 117 unit project has nearly 20,000 square feet of retail space and a 110 car garage. Retailers include such unique shops as Sticky Fingers, voted the best vegan bakery in the Washington area, and 826DC, a tutoring program for the under-privileged with a focus on creative writing;

(2) Adams Court (14th and Columbia Road): A Harry Wardman designed structure originally constructed at the turn of the last century, this 2000 renovation was the first major mixed-use rehabilitation in Columbia Heights, helping to usher in the activity which has led to the vibrant community that thrives today. The 4 story project included 67 condominium apartments, a job training center for the Latin American Youth Center and later a charter school for YouthBuild, an art display and street level retail;

(3) The Barcelona (1431 Chapin Street) and Verona Parc (1348 Euclid Street) condominiums: 63 units in two buildings, whose striking new condominium structures were a joint venture with NCRC, a government-related entity, and included 20% affordable housing;

(4) Pacific House Condominiums: 11 residential units and 25,000 square feet of office space at 1615 New Hampshire Avenue in Dupont Circle. In partnership with a tenant group, two of the partners redeveloped the existing building and converted it to commercial office and residential condominiums; and

(5) The Maycroft Apartments: a 1925 former luxury apartment building, near the border of Columbia Heights and Adams Morgan, with 67 apartments and non-profit office space. Owned for 15 years by two of the partners, the building underwent significant interior and exterior renovations. It was recently sold to Jubilee Housing which is planning a long term affordable housing project there.

The Applicant's partners have also been involved in other garage facilities, recreational-use buildings and diversified alternative energy projects. Their expertise in these areas will be incorporated into the adaptive re-use of the Property to create a LEED Silver building with transit and building-oriented energy efficiencies, enhanced recreational facilities at Marie H. Reed Recreation Center Park and Play Fields and retail tenants that will offer residents a live/work/play/hassle-free commute environment that will benefit the entire Adams Morgan neighborhood.

C. Project Goals and Objectives and Benefits of Using the PUD Process

The Applicant's vision for the Project is to create high quality housing and commercial opportunities by optimizing and adaptively reusing an existing public parking garage. The Project will help support small businesses by providing new commercial space; attract new residents to the District by offering new, highly desirable housing units; transform and enliven the streetscape; and provide an important demand generator for neighborhood-serving commercial uses along the southern boundary of Adams Morgan, including businesses along Florida Avenue.

This Project will achieve the goals of the PUD process by providing high quality development on the Property with significant public benefits to the neighborhood and the District as a whole. The PUD process is the appropriate means for review and approval of the Project in that it gives the community and District agencies the tools to ensure that the Project is well-designed and meets the needs of the community while making sure the scale and density is appropriate to the Site and surrounding neighborhood.

D. Development Timetable

The Applicant intends to commence construction of the Project by the end of 2013 and expects the construction will be completed by the second quarter of 2015.

II. THE PROJECT

A. Site Location and Description

The Property is located within the Adams Morgan neighborhood of Ward 1, in Square 2562, Lot 95 and contains 0.60 acres (25,921 sq. ft. of land). It is located at the northeast corner of Champlain Street and Florida Avenue, N.W. Florida Avenue is a major arterial in Washington, D.C. which was originally named "Boundary Street" because it formed the northern boundary of Pierre L'Enfant's original plan for the Federal City. Boundary Street was renamed in 1890 since the city had grown beyond the borders of the original plan.

The Property is surrounded largely by institutional, park and commercial/industrial uses. It is bounded on the north by a large and unsightly PEPCO substation, by Champlain Street and the Marie H. Reed Recreation Center Park and Play Fields to the west, by Florida Avenue to the south and the six-story Security Storage building directly adjacent to the east. See Photographs, Exhibit B.

The Property is unique to the Adams Morgan and Reed-Cooke neighborhoods because of the neighboring uses and the topography of the immediate area. Whereas Reed-Cooke is primarily a very densely developed neighborhood characterized by narrow streets and few open spaces, the subject site and its immediate surrounds is characterized by open spaces, public facilities and little adjacent or nearby development. In addition, the PEPCO substation to the north poses development challenges and limits use alternatives in the Project at its lower levels facing the PEPCO site, since purchasers of condominium units or tenants in an apartment building will be reluctant to buy or rent units that look directly into unsightly electrical equipment and power lines. The proposed adaptive reuse of the garage retains the lower levels of parking which provides a base on which housing will be built on upper levels. In addition, the existing garage is at a much lower elevation than points north due to a steep north-south slope of

the immediate area and, as a result, the residential addition developed on top of the garage will fit into the neighborhood with respect to its height and density.

The Property is located at a prominent corner at the intersection of Champlain Street and Florida Avenue. As such, the adaptive reuse of the existing garage will produce both improved and favorable views from nearby heavily traveled streets such as U Street (one block to the south) and 18th Street (one block to the west), the latter of which is separated from the Property by only the Marie H. Reed Recreation Center Park and Play Fields.

The Property is located in the C-2-B Zone District, on the edge of the southern boundary of the Reed-Cooke Overlay District. The Applicant requests a change in zoning of the Property from RC/C-2-B to C-2-B. Removing the Property from the Reed-Cooke Overlay will allow the Applicant to achieve the height and density proposed for the Project. In addition, since parking garages are not allowed within the Reed-Cooke Overlay, the removal of the Property from the Overlay will remove a grandfathered, nonconforming use and replace it with uses more compatible with the purposes of the Reed-Cooke Overlay, while still providing public parking. Furthermore, the Applicant has promised community representatives that it will record a Declaration of Covenants against title to the Property that prohibits the Site from being used for certain disfavored uses, such as a restaurant with a tavern ABC license.

The Existing Land Use Map of the Comprehensive Plan designates this property as “Transport, Communications, Utilities” and the Future Land Use Map designates this property as “Low Density Commercial.” The Low Density Commercial designation is used to define shopping and service areas that are generally low in scale and character, with retail, office, and service businesses being the predominant uses. Areas with this designation range from small business districts that draw primarily from the surrounding neighborhoods to larger business districts with uses that draw from a broader market area.

As stated in the Comprehensive Plan, the Future Land Use Map is intended to provide generalized guidance for development and conservation decisions. 10 DCMR § 224.24 While the Future Land Use Map is helpful in determining appropriate uses and density in areas of the city, it is not intended to serve as a “general” zoning map. Pursuant to the Comprehensive Plan, “the Map is to be interpreted broadly” and the granting of density bonuses through PUDs “may result in heights that exceed the typical ranges in the Map.”

The Future Land Use Map’s classification of the Property as “low density commercial” is significantly at variance with its current C-2-B zoning designation which would, in the absence of the Reed-Cooke Overlay, allow a PUD of ninety (90) feet in height and a FAR of 6.0. Amending the zoning of the Property from RC/C-2-B to C-2-B, thereby removing it from the Overlay, is appropriate because (i) the height and density of the Project will have no adverse impacts on nearby and adjacent property, including a PEPCO substation, the Security Storage building and Marie H. Reed Recreation Center Park and Play Fields, and (ii) the Property is located in an area that is suitable for its removal from the Overlay, at the bottom of a long hill, with the heart of the Adams Morgan and Reed-Cooke neighborhoods at a much higher elevation far to the north, and at the very edge of the Overlay and (iii) removal of the Property from the Overlay will, ironically, provide the Project with the ability to more effectively advance the purposes of the Reed-Cooke Overlay than if the Property were to remain subject to the Overlay. Specifically, the Project will “provide for the development of new housing,” “encourage small-scale business development” and “protect... nearby residences from damaging traffic, parking... and (other) impacts.” 11 DCMR 1400.2. In addition, the PUD is not inconsistent with the District Elements of the Comprehensive Plan, including the Land Use Element, Transportation Element, Housing Element, Urban Design Element, and the Mid-City Area Element.

B. Project Description

The Property is currently used as a parking garage with a limited amount of first floor retail for a dog daycare and retail store with a small second floor office. The current first floor uses are predominantly well above the grade of Florida Avenue due to the layout of the building and do not enliven or animate the streetscape.

The Applicant proposes an adaptive reuse of an existing three-story brick garage with rooftop parking. The Project will remove a portion of the existing garage and add a major addition on top of the current structure. The addition will be devoted to five (5) floors of residential use, with a total of 125-130 residential units in the Project. The building will be constructed to a height of 79 feet 8 inches. The existing retail space will be substantially altered, with all altered retail areas being constructed on grade, and will consist of approximately 6,000 square feet of high bay space. All of the new commercial space will have expanses of glass and will enliven the streetscape. The Project is depicted on the plans attached as Exhibit C.

Vehicular access for residents, commercial patrons and public parking will be provided from Champlain Street via two existing curb cuts. In addition, an existing curb cut on Florida Avenue will be used for egress from the loading and delivery services. See Traffic Impact Analysis, Exhibit D.

C. Development Parameters Under Existing Zoning

The existing RC/C-2-B Zone District permits a PUD development to an FAR of 3.5 and a building height of 40 feet. However, if the Property is removed from the Overlay, the C-2-B Zone will allow a PUD to be developed to an FAR of 6.0 and a height of 90 feet. Therefore, the Applicant requests a map amendment to remove the Property from the Reed-Cooke Overlay to accommodate the density and height needed for the Project and to offer uses now prohibited by the Overlay, including a public parking garage.

If the Property is removed from the Overlay, the Project will nevertheless still be in keeping with the purposes of the Overlay. Pursuant to Section 1400.2 of the Zoning Regulations these purposes are as follows:

1) Implement the objectives of the Reed-Cooke Special Treatment Area, which are to:

- Protect current housing in the area and provide for the development of new housing;
- Maintain heights and densities at appropriate levels; and
- Encourage small-scale business development that will not adversely affect the residential community.

2) Ensure that new nonresidential uses serve the local community by providing retail goods, personal services, and other activities that contribute to the satisfaction of unmet social, service, and employment needs in the Reed-Cooke and Adams Morgan community; and

3) Protect adjacent and nearby residences from damaging traffic, parking, environmental, social and aesthetic impacts.

A PUD in the C-2-B Zone permits a maximum 6.0 FAR (with a maximum non-residential FAR of 2.0) and a maximum building height of 90 feet. Since the Site contains 25,921 square feet of land, the development of a PUD in this zone would allow 155,526 square feet of gross floor area of residential development rights, of which 51,842 square feet of gross floor area may be dedicated to non-residential development. The maximum lot occupancy for a residential project in the C-2-B District is 20,737 square feet (i.e. 80% of the area of the site). The Applicant's proposal meets these C-2-B requirements with a 5.8 FAR, a building height of 79 feet 8 inches and lot occupancy of 80%.

In the C-2-B Zone no side yard is required and none is provided in the Project. The two closed courts proposed by the Project are located on the third floor, which are designated for residential only use. Therefore the width of each court required shall be a minimum of four inches per foot of height, but not less than 15 feet. The courts as proposed are 35 feet and 24 feet in width. The minimum area shall be at least twice the square of the width of the court based on the height of the court. The courts as proposed are 4,675 square feet and 624 square feet.

In the C-2-B Zone, the parking requirement for an apartment house is one parking space for each three dwellings. The parking requirement for retail is one space for each additional 750 square feet in excess of 3,000 square feet. The Project will provide 95 parking spaces within the building. The residential unit owners will have first priority for use of parking spaces and will be offered discounted monthly parking packages in order to reduce on-street parking. Unused parking spaces within the building will be available to the public and will serve the neighborhood-serving commercial uses in the Project. Within the building the Applicant will provide up to three (3) car charging stations based on demand studies over the first five (5) years of occupancy and reduce the parking rates by no less than thirty percent (30%) for a minimum of five (5) low-emitting, high fuel efficient vehicles. As demand warrants and building structural constraints (i.e., column placements) permit, the Applicant will increase the number of reduced rate parking spaces and make them available to the public as well. In addition, the Applicant is in discussions with a car sharing service to designate parking space for use by residents of the Project and surrounding community.

The Applicant also intends to provide a bike share station along Champlain Street. Final locations of both the car sharing and bike sharing areas will be determined in discussions with DDOT and the community, as well as the relevant vendors.

According to Section 2119.2 of the Zoning Regulations, the number of bicycle spaces provided shall be at least equal to five percent (5%) of the number of automobile parking spaces required. Since the Applicant is required to have forty-eight (48) parking spaces, two (2) bicycle parking spaces are required. Nevertheless, the Applicant proposes a total of twenty-eight (28) bicycle parking spaces, of which twenty (20) will be provided in the enclosed parking area and eight (8) will be parked in bike racks on the sidewalk in front of the building on Florida Avenue. See Plans, Exhibit C. The Applicant will make provisions to expand the number of bicycle and/or motorcycle and scooter parking spaces as demand warrants.

D. Flexibility Under the PUD Process

The PUD process was created to allow greater flexibility in planning and design than is possible under conventional zoning procedures. The PUD regulations also specifically allow the Zoning Commission to approve any zoning relief that would otherwise require approval of the Board of Zoning Adjustment

The proposed Project complies with the requirements for planned unit developments in the C-2-B Zone District, as set forth in the tabulation of data in Section E below. Nevertheless, the adaptive reuse of an existing structure has limitations and the design scheme proposed for the PUD has created a configuration that does not meet all of the requirements of this zone and, therefore, zoning relief is required from several zoning requirements, as discussed below.

The Applicant requests relief from the loading requirements. The minimum loading required for an apartment house with more than 50 units is: one (1) berth at 55 feet deep, one (1) platform at 200 square feet and one (1) service/delivery space at 20 feet deep. Because the Project will provide one (1) berth at 30 feet deep and one (1) platform at 100 square feet, the Applicant requests zoning relief so as to not be required to provide a 55 foot berth, a 200 square

foot platform or a 20 foot deep service/delivery space. The configuration of the existing curb cuts and the constraints of retaining and adaptively reusing the existing building make it impossible to provide the required 55 foot loading berth. The Applicant believes that with proper management the provided loading will be adequate to service the Project without creating any adverse impacts. Given the nature and size of the residential units, it is unlikely that the building will need to be served by 55 foot tractor-trailer trucks. Loading areas are likely to be used predominantly by residents for move ins and outs and such events can be coordinated to times least likely to pose conflicts with retail tenants. Similarly, retail usage can be coordinated to pose the least risk of conflict with residential users demands for loading space. Furthermore, the Applicant's transportation consultant met with the DC Department of Transportation and it was agreed that the proposed loading area, which will serve vehicles that are no larger than a standard 30 foot SU-30 box truck, will be sufficient for the limited demand.

No relief is required from the retail loading requirements. The minimum loading required for retail space with 5,000 to 20,000 of gross floor area is one (1) berth at 30 feet deep and 1 platform at 100 square feet. Pursuant to Section 2201.2 the Applicant is only required to provide loading for the use that occupies 90% or more of the gross floor area. Since residential use is more than 90% of the GFA of the Project, retail loading is not required per Section 2201.2.

The Applicant also requests relief from the rear yard requirement. In the C-2-B Zone a 15 foot rear yard is required. However, no rear yard is provided due to the proximity of the adjacent Security Storage building. In lieu of a rear yard, the Project will provide two (2) courtyards, both of which will comply with court width and area requirements and one of which will be very large in area.

The Applicant also seeks zoning relief, pursuant to Sections 411.3 and 411.5, for multiple rooftop structures on the roof of the building which are of varying heights. Section 411.3

requires that “all penthouses and mechanical equipment shall be placed in one (1) enclosure, and shall harmonize with the main structure in architectural character, material and color.” Section 411.5 requires penthouse walls from roof level to be of equal height, and to rise vertically to a roof. The roof structures and the varying heights of the roof structures of the Project will not adversely affect the use of neighboring property. To the contrary, the Applicant is reducing the possibility of adversely affecting neighboring property owners by providing separate roof structures and structures of varying heights rather than creating a single, overly large structure. Furthermore, all of the roof structures are relatively small and unobtrusive.

E. Tabulation of Development Data

Currently Zoned: RC/C-2-B

Site Area: 25,921 SF

Project: 7 Floors and 1 Below-Grade Parking Level

Requirement	C-2-B Matter of Right Guidelines	C-2-B PUD Guidelines	Project Design	Variance
FAR (MOR §771) (PUD §2405.2)	3.5 max (1.5 max for commercial)	6.0 max (2.0 max for commercial)	5.8 (.25 for commercial)	None
Building Height (MOR §770.1) (PUD §2405.1)	65 ft. max/no limit to number of stories	90 ft. max	79 ft. 8 inches	None
Lot Occupancy (MOR §772.1)	80%	80%	80%	None
Gross Floor Area	3.5 x 25,921 = 90,723.5 1.5 x 25,921 = 38,881.5 (max commercial)	6.0 x 25,921 = 155,526 2.0 x 25,921 = 51,842 (max commercial)	Residential = 116,796 Commercial = 6,415	None
Rear Yard (MOR §774.1)	15 ft.	15 ft.	None provided	15 ft.
Side Yard (MOR §775.4(b))	Not required, but if provided, shall be at least 3 inches per foot of height, but not less than 8 feet.	Not required, but if provided, shall be at least 3 inches per foot of height, but not less than 8 feet.	None provided	None

Requirement	C-2-B Matter of Right Guidelines	C-2-B PUD Guidelines	Project Design	Variance
Court (MOR §776.5(a))	Not required, but if provided: <u>Width:</u> the width shall be a minimum of 4 inches per foot of height, but not less than 15 feet. $4" \times 53' = 17.66 \text{ feet}$ 12 <u>Area:</u> the minimum area shall be at least twice the square of the width of the court based on the height of the court $2 \times 17.66^2 = 623.76$	Not required, but if provided: <u>Width:</u> the width shall be a minimum of 4 inches per foot of height, but not less than 15 feet. $4" \times 53' = 17.66 \text{ feet}$ 12 <u>Area:</u> the minimum area shall be at least twice the square of the width of the court based on the height of the court $2 \times 17.66^2 = 623.76$	2 Closed Courts: <u>The Larger Court:</u> Width: 35 feet Area: 4,675 square feet <u>The Smaller Court:</u> Width: 24 feet Area: 624 square feet	None
Inclusionary Zoning (MOR §2603)	Greater of 8% of the gross floor area being devoted to residential use or 50% of the bonus density being utilized for inclusionary units.	Greater of 8% of the gross floor area being devoted to residential use or 50% of the bonus density being utilized for inclusionary units.	10 (8% of 125-130 units) Plus an additional 3 units for artists or other moderate income families	None
Parking (MOR §2101.1)	<u>Apartment House or Multiple Dwelling:</u> 1 for each 3 dwellings 125 to 130 units = 42 to 43 spaces required <u>Retail:</u> in Excess of 3,000 sq ft, 1 for each additional 750 sq ft of gfa. 6,412 sf of retail 5 spaces required Total: 48 Spaces	<u>Apartment House or Multiple Dwelling:</u> 1 for each 3 dwellings 125 to 130 units = 42 to 43 spaces required <u>Retail:</u> in Excess of 3,000 sq ft, 1 for each additional 750 sq ft of gfa. 6,412 sf of retail 5 spaces required Total: 48 Spaces	95 (including 3 tandem parking spaces)	None
Bicycle (MOR §2119.2)	Number of bicycle spaces shall be at least equal to 5% of the number of auto parking spaces required 5% of 48 = 2 (minimum of 2 ft. in width and six feet in length)	Number of bicycle spaces shall be at least equal to 5% of the number of auto parking spaces required 5% of 48 = 2 (minimum of 2 ft. in width and six feet in length)	28 Total: (20 Indoors) (8 Outdoors)	None

Requirement	C-2-B Matter of Right Guidelines	C-2-B PUD Guidelines	Project Design	Variance
Loading (MOR §2201.1)	<u>Apartment House or Multiple Dwelling with more than 50 Units:</u> Min loading berth: 1 @ 55 ft. deep Min platform: 1 @ 200 square feet Min service/delivery space: 1 @ 20 ft. deep <u>Retail with 5,000 to 20,000 ft of gfa:</u> Min loading berth: : 1 @ 30 ft. deep Min platform: 1 @ 100 square feet	<u>Apartment House or Multiple Dwelling with more than 50 Units:</u> Min loading berth: 1 @ 55 ft. deep Min platform: 1 @ 200 square feet Min service/delivery space: 1 @ 20 ft. deep <u>Retail with 5,000 to 20,000 ft of gfa:</u> Min loading berth: : 1 @ 30 ft. deep Min platform: 1 @ 100 square feet	<u>Residential</u> berth: 1 @ 30 ft. deep platform: 1 @ 100 square feet <u>Retail</u> None pursuant to § 2201.2	Min berth: 1 @ 55 ft. deep Min platform: 1 @ 200 square feet Min service/delivery space: 1 @ 20 ft. deep

III. PLANNING ANALYSIS

A. Land Use Impact

From a land use perspective, the Project offers many significant public benefits and complies with sound planning principles. Furthermore, no negative impact will be caused by this Project. Notwithstanding removal of the Property from the Overlay, the Project (currently a garage) will become consistent with the Overlay's stated purposes which include: development of new housing, encouragement of small business development and ensuring that new nonresidential uses serve the local community. These objectives will be accomplished by the Applicant providing 125-130 residential units, including ten percent (10%) affordable housing units, and encouraging local ownership of the businesses located in the ground floor neighborhood-serving commercial space.

B. Zoning Impact

The Applicant proposes a Zoning Map Amendment from RC/C-2-B to C-2-B in order to accommodate the proposed density and height of the Project. Developing the Property according to the PUD standards and limitations will not adversely affect nearby and adjacent zone districts

or properties. In addition, the Applicant will not utilize the full increased development rights authorized by PUD standards, including the maximum allowed height of 90 feet or the maximum allowed FAR of 6.0. By contrast, the Project will be developed to a height of 79 feet 8 inches and an FAR of 5.8. Furthermore, the “net effective FAR” of the residential and commercial portions of the project is only 4.75 because the existing parking garage counts against FAR and parking cannot be provided below-grade, as is typical of comparable development projects.

C. Environmental Impact

The Project has been thoughtfully designed to prevent or minimize environmental impacts by (i) adaptively reusing an existing parking garage and developing it into a mixed-use project. Adaptive reuse reduces construction debris in landfills, reduces the demand for virgin building materials and also requires less erosion control (with less brown water runoff) and imposes less site disruption on the neighborhood during construction; (ii) recycling on-site construction waste; (iii) using low VOC adhesives, paints, and other construction materials to promote indoor air quality; (iv) planting native or adapted vegetation that provide habitat and promote biodiversity; (v) providing two (2) courtyards and rooftop areas, totaling 25% of the site; (vi) providing up to three (3) car charging stations; (vii) creating incentives for high fuel efficient vehicles; (viii) offering an area within the parking garage to house approximately 20 bikes (whereas only two bike spaces are required); (ix) participating in car sharing program, if feasible [Note: the Applicant is currently in discussions with a car sharing service to designate parking space for use by residents of the Project and surrounding community]; and (x) installing a bike share station. The Project was designed with smart growth principles in mind including an increase in housing density in close proximity to public transportation, bike lanes, offices and other workplaces and retail businesses including a full scale grocery store just four blocks away.

D. Facilities and Traffic Impact

The Project will not have an adverse impact on any public streets on which it will rely for access. The area is served by several Metrobus routes. As shown in the Traffic Impact Study, Exhibit D, the proposed Project will have minimal impact on the surrounding roadway network.

1. Water Demand

The average daily water demand for this project can be met by the existing District water system. The proposed connection for the fire and water supply will be made within the existing distribution system and will be coordinated with the DC Water and Sewer Authority.

2. Sanitary Sewer Demand

The proposed connection for the sanitary sewer line will be made with the existing distribution system and will be coordinated with the DC Water and Sewer Authority.

3. Solid Waste Services

Solid waste and recycling materials generated by the Project will be collected one-time per week by a private trash collection contractor.

4. Electrical Services

Electricity for the Project will be provided in accordance with the usual terms and conditions of service. All electrical systems will be designed to comply with the DC Energy Code. Transformers will be installed on the Project Site in accordance with PEPCO's design guidelines. The Applicant will work with PEPCO regarding the location of all vaults.

5. Energy Conservation

The Project will be constructed in full compliance with Article 24 (Energy Conservation) of the DC Building Code. Conformance to code standards will minimize the amounts of energy needed for the heat, ventilation, hot water, electrical distribution, and lighting

systems contained in the Project. The Project will also comply with the DC Green Building Act of 2006, as amended.

6. Erosion Control

During excavation and construction, erosion of soil within the Site will be controlled in accordance with District of Columbia law and District Department of Environment standards and specifications.

IV. PUD EVALUATION STANDARDS

Section 2403.9 of the Zoning Regulations provides the standards for evaluating PUD applications. This section provides categories of public benefits and project amenities offered by the Project for review by the Zoning Commission.

The objective of the PUD process is to encourage high quality development that provides public benefits and project amenities by allowing applicants greater flexibility in planning and design than may be possible under matter-of-right zoning. The subject Application will achieve the goals of the PUD process by creating a high-quality mixed-use project. As demonstrated below, the Project provides superior benefits in a large number of the categories listed in Section 2403.9.

A. Urban Design and Architecture

Section 2403.9(a) lists urban design and architecture as categories of public benefits and project amenities for a PUD. This project will adaptively reuse and significantly improve an outdated and aesthetically unattractive parking garage that has unarticulated, flat facades with severe massing, small slot windows, non-communicating retail spaces, and is completely out of character with its surrounding context. This project will establish a unique building that will support a new residential community contributing to the vitality of the surrounding Adams

Morgan/Dupont Circle neighborhoods and stimulate the use of the adjacent parks and retail services.

The subject site is uniquely located along Florida Avenue, NW (originally “Boundary Street”) at Champlain Street, outside the original city limits as depicted in Pierre L’Enfant’s plan for the City of Washington. The proposed design takes full advantage of this unique location and site geometry and activates what is currently an underutilized site between the Marie H. Reed Recreation Center Park and Play Fields to the west, Security Storage building to the east, residences to the south, and a PEPCO substation to the north. The proposed design transforms an otherwise ordinary and unattractive parking garage into a striking mixed-use residential building on this important gateway site. This corner site is highly visible from the south and west along its primary street faces. As seen from the southwest, the site is situated on an important visual axis looking northeast from U Street along Florida Avenue. From the north, the building’s location at the lowest elevation along steeply sloping Champlain Street maintains established views from the Marie H. Reed School and other residences higher up the hill.

This new mixed-use building design creates a striking corner tower marking the visual Florida Avenue axis while respecting the established urban street faces along both Florida Avenue and Champlain Street. Along each street face, there are six (6) levels of residences above the re-established streetfront commercial exposure and existing parking levels. The project design steps down in height from the corner to reinforce its relationship with the storage building to the east and Marie H. Reed School to the north by setting back the seventh floor at a 1:1 ratio. Colorful brick and stone façade materials in warm colors act to weave the building into its established context, and the facades are articulated in dark to light colors from bottom to top, allowing the building to lighten in form as it rises towards the sky.

The design relates architecturally to and respects the massing and height of the immediately adjacent storage building as well as the residential buildings across Florida Avenue to the south. At each façade, a strong residential vocabulary is established, both for purposes of architectural expression and functionality, utilizing a lively combination of masonry, articulated glass bays and steel balconies, and wood adorned trellises. Along Florida Avenue the primary façade is set parallel with the site's unusual property line geometry, orienting roughly one half of the façade turned slightly to the southwest, towards the Florida Avenue visual axis. The remainder of the façade along this exposure is co-planer with the storage building and articulated vertically through the creation of a secondary façade massing which centers over the garage exit door, along with an interstitial façade joining both parts. The south façade design is activated with a trio of glass bays and balconies projecting into public space with retail storefronts below, superimposing a lattice of glass and aluminum in a vertical and horizontal pattern on the masonry 'body' of the building. This offers opportunities for residents to enjoy panoramic views of the National Mall to the south. A series of large storefront windows foster the establishment of individual shops and establish a visual communication to the public sidewalk. A clearly differentiated main residential entry and glass-faced lobby punctuates the end of this building face at the midpoint of the site.

Along Champlain Street, the building massing is organized in a more formal composition to relate directly to the Marie H. Reed Recreation Center Park and Play Fields. The façade at this exposure is at a more level plane since projections into public space are prohibited here due to the limited street width. To create façade depth, enhance the building's shade and shadow characteristics, and create individual outdoor spaces for residents, balconies are recessed into the building rather than projecting beyond as on the south facade. In this way, the west façade is

more “glassy” as it utilizes larger window openings to allow afternoon sunlight to penetrate into the buildings narrow and deep residential units.

The proposed project features a warm palette of masonry materials with dark and light accent bricks used throughout the facades. These materials wrap the building along the north elevation, where strategically composed windows are located, forming the interior face of the main courtyard. The majority of the surface of the south facade shows a warm tan colored brick with darker and lighter accent bands. Gray colored metal bays and aluminum window systems are accented by warm colored wood veneer composite panels, adding a pleasing and symbolic residential element to the buildings aesthetic palette.

The proposed design incorporates vegetation in a number of unique ways. In reference to its western orientation and park frontage, a continuous trellis is located above the private terraces at the setback seventh floor. Sustainable features include landscaping at the street level, a skewed landscaped main courtyard that provides a lush focal point for the interior residences as well as orienting trees to form a visual screen from the adjacent PEPCO substation, and a secondary internal courtyard along the east party wall. The main courtyard is located adjacent to a common space for the building’s occupants and connected to the floor below with an open stair, allowing views up through the building from the ground floor lobby. Opportunities for residents to participate in this new residential community are fostered with the allocation of some planting beds on the roof deck for tenant use as well as private balconies that have been added for most of the residential units.

B. Site Planning

Pursuant to Section 2403.9(b) of the Zoning Regulations, “site planning, and efficient and economical land utilization” are public benefits and project amenities to be evaluated by the Commission. The Project makes efficient use of the site by adaptively reusing the existing

parking garage, thereby promoting efficient utilization of all existing structure. Adaptive reuse reduces construction debris in landfills, reduces the demand for virgin building materials and also requires less erosion control (with less brown water runoff) and imposes less site disruption on the neighborhood during construction.

The PUD serves the broader community by converting an eyesore into an attractive, pedestrian-friendly, mixed-use residential and commercial project. The additional height is offset by the fact that the Project is generally consistent with the height of the adjacent Security Storage building and is at a lower elevation than points north because of a steep north-south slope of the immediate surrounds. As a result of this slope and the wide spaces between the Project and the residential townhouses to the south of the Property and elsewhere, no shadows will be cast as a result of the height of the building.

The proposed scale and density of the Project is appropriate for the Property and neighborhood and is respectful of the nearby lower scale residential area, particularly given the adjacent Security Storage building and PEPCO substation and nearby Marie H. Reed Recreation Center Park and Play Fields.

C. Effective and Safe Vehicular and Pedestrian Access

Section 2403.9(c) of the Zoning Regulations states that “effective and safe vehicular traffic and pedestrian access” can be considered public benefits and amenities of a project. The Project will improve neighborhood pedestrian circulation on Champlain Street and Florida Avenue. It will also provide an ample supply of on-site parking in order to ensure that the Project does not increase pressure on the neighborhood for on-street parking.

Based on the Traffic Impact Analysis prepared by Gorove/Slade and Associates:

(i) all nearby intersections operate at acceptable levels of service and will continue to do so in the future;

(ii) neither commuter-based traffic nor local office-based traffic will be negatively affected by vehicle trips generated by the Project;

(iii) pedestrian and bicycle patterns in the vicinity of the site are not expected to be affected by the redevelopment of the Property and the proposed patterns would benefit from the proposed ground floor commercial uses; and

(iv) the four background developments included as part of the traffic study do not adversely affect the transportation network which would require implementing mitigation procedures at any of the study intersections. See Exhibit D.

The Project will be adequately served by the Metrobus since there are several lines located within walking distance between 500 to 1,000 feet from the Project. (See Table 1 and Figure 5 of the Traffic Impact Study, Exhibit D).

The Applicant agrees to develop and implement a Transportation Management Plan (“TMP”). (Exhibit D) Strategies proposed for the TMP include the following: transit incentives, bicycle amenities, car sharing (if this service is viable at the Property), bike share membership, parking management and ride-matching/ridesharing program. The combining of these strategies to create a unique urban transportation hub provides residents of the neighborhood, shoppers and visitors the ability to combine bike sharing, car sharing, car charging and use of public parking in their daily activities for work and play.

D. First Source Employment Program

Section 2403.9(e) of the Zoning Regulations states that “employment and training opportunities” are considered public benefits and project amenities. The Applicant will enter into an agreement to participate in the Department of Employment Services First Source Program to promote and encourage the hiring of District of Columbia residents during the development and construction process.

E. Housing and Affordable Housing

Pursuant to Section 2403.9(f) of the Zoning Regulations, the PUD guidelines state that the production of housing is a public benefit that the PUD process is designed to encourage. The Project will provide 125 to 130 new residential units. The Project will provide affordable housing units totaling no less than ten percent (10%) of the residential units offered, two percent (2%) of which will be devoted to artist studio use or other affordable housing families. The need for dedicated affordable housing is particularly acute in the neighborhood of the Project, where the lack of new residential development, increased with the neighborhood's desirability, has driven up overall housing prices.

F. Environmental Benefits

The Project will be designed in accordance with the standards for Leadership in Energy and Environmental Design ("LEED") standards for a Silver Rating. See preliminary LEED certification checklist, attached as Exhibit E.

The Applicant will conserve resources and reduce waste by adaptively reusing an existing garage structure and retaining a substantial portion of the structure, rather than demolishing it to build a new building. The Project will also incorporate a number of environmentally sensitive design features and construction practices that will provide significant environmental benefits to the District. The courtyards and a portion of the rooftop areas, totaling 25% of the site, will be planted with native or adapted vegetation that provide habitat and promote biodiversity. The Applicant will also provide car charging stations; create incentives for high fuel efficient vehicles; offer an area within the garage to house approximately 20 bikes; participate in car sharing program, if feasible [Note: the Applicant is currently in discussions with a car sharing service to designate parking space for use by residents of the Project and surrounding community]; and install a bike share station. All of these features, including the unique

combining of transportation options, will significantly diminish the Project's and its user's environmental footprint.

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

The addition of approximately 125-130 new households and neighborhood-serving commercial uses and the continuation of a parking garage will result in the generation of additional tax revenues for the District of Columbia. The potential for community use of the 875 square foot ground floor space facing Champlain Street, to be discussed more fully with neighborhood groups, could contribute to the enjoyment of the adjacent park by residents and provide a center for the coordination of community activities.

H. Comprehensive Plan

According to Section 2403.9(j), public benefits and project amenities include "other ways in which the proposed planned unit development substantially advances the major themes and other policies and objectives of any of the elements of the Comprehensive Plan." The proposed PUD is consistent with and advances the District's goals and objectives. Section V below discusses the proposed development in light of the Comprehensive Plan.

V. COMPLIANCE WITH COMPREHENSIVE PLAN

The proposed PUD is consistent with and fosters the goals and policies enumerated in the District of Columbia Comprehensive Plan ("**Comprehensive Plan**" or "**Plan**") 10 DCMR (Planning and Development) (2006), as amended, and is in compliance with a significant number of goals, objectives and policies set forth in the Citywide Elements and the relevant Area Element.

A. Compliance with Citywide Elements

1. Land Use Element

The underlying goal of the Land Use Element is to ensure the efficient use of land resources to meet long-term neighborhood, citywide, and regional needs; to help foster other District goals; to protect the health, safety, and welfare of District residents, institutions, and businesses; to sustain, restore, or improve the character and stability of neighborhoods in all parts of the city; and to effectively balance the competing demands for land to support the many activities that take place within District boundaries. (10 DCMR § 302.1.) The proposed project will advance this important goal by complying with the following policies set forth in the Land Use Element of the Comprehensive Plan.

(i) *Policy LU-2.1.4: Rehabilitation Before Demolition.* The Applicant will conserve resources and reduce waste by retaining a substantial portion of the existing building. The proposed development will adaptively reuse an existing parking garage structure rather than demolishing it to build a new building.

(ii) *Policy LU-2.2.4: Neighborhood Beautification.* The Project will further the important goal of neighborhood beautification by replacing an existing unattractive parking garage with a new development of architectural distinction. New commercial uses along Florida Avenue and Champlain Street will create a vibrant pedestrian streetscape. The Project will also provide a stronger gateway into the Adams Morgan Neighborhood.

(iii) *Policy LU-2.3.4: Transitional and Buffer Zone Districts.* The mixed-use Project will serve as a transitional buffer area between the residentially zoned area to the south and the commercially zoned area to the north and west. The Applicant will ensure that the development is harmonious with its surroundings, achieves appropriate height and density transitions, and protects neighborhood character. The proposed Project's commercial density is

well below the amount of commercial use permitted on site, providing a more appropriate transition from institutional/industrial/ commercial to the lower scale residential to the south. In addition, the top floor of the building will be set back along both Florida Avenue and Champlain Street.

2. Transportation Element

The Transportation Element of the Comprehensive Plan provides policies and actions to maintain and improve the District's transportation system and enhance the travel choices of current and future residents, visitors and workers. (10 DCMR § 400.) The Applicant's Project, including its TMP, is consistent with these policies of the Transportation Element of the Comprehensive Plan.

(i) *Policy T-3.1.1: Transportation Demand Management (TDM) Programs*

Provide, support, and promote programs and strategies aimed at reducing the number of car trips and miles driven (for work and non-work purposes) to increase the efficiency of the transportation system.

(ii) *Policy T-3.1.3: Car Sharing.* Encourage the expansion of car sharing services as an alternative to private vehicle ownership.

See Traffic Impact Study, Exhibit D for a discussion as to the manner in which the Project will clearly further these objectives.

3. Housing Element

The Housing Element of the Comprehensive Plan describes the importance of housing to neighborhood quality and housing opportunities for all segments of the population. (10 DCMR § 500.1.)

(i) *Policy H-1.1.4: Mixed Use Development.* This policy promotes mixed use development, "including housing, on commercially zoned land". The Project will consist of a

mix of neighborhood-serving street-level commercial uses, residential units and parking on commercially zoned land.

(ii) *Policy H-1.1.5: Housing Quality.* The residential units to be provided by the Project will be of high quality. Importantly, the affordable housing units within the Project will meet the same high-quality architectural standards required of market-rate housing and will be indistinguishable from the market-rate housing.

(iii) *Policy H-1.2.A: Inclusionary Zoning.* Ten percent (10%) of the total residential units in the Project will be reserved for affordable housing. This amount of affordable housing will exceed the IZ requirement.

4. Economic Development

The Economic Development Element addresses the future of the District's economy and the creation of economic opportunity

Policy ED-2.2.3: Neighborhood Shopping. The Project will promote the creation of locally-owned business establishments. As noted, the Applicant will enter into an agreement with neighborhood groups to restrict allowable retail uses to more closely align with the Reed Cooke Overlay use restrictions.

5. Urban Design Element.

The goal of the Urban Design Element is to enhance the beauty and livability of the city by protecting its historic design legacy, reinforcing the identity of its neighborhoods, harmoniously integrating new construction with existing buildings and the natural environment, and improving the vitality, appearance, and security of streets and public spaces. (10 DCMR § 901.1.). The design of the Project will further this goal.

(i) *Policy UD-1.4.2: City Gateways.* This policy references the importance of points of entry to individual neighborhoods. The Project is designed to make a strong and

positive visual impact at an important (but currently undistinguished) entry point to the Adams Morgan neighborhood. Given the busy nature of 18th Street traffic through Adams Morgan, the quieter Champlain Street provides a particularly pleasant connection to Columbia Road to the north for bikers and pedestrians.

(ii) *Policy UD-2.2.4: Transitions in Building Intensity.* The Project will provide a gateway to Adams Morgan and an effective transition from the residential neighborhoods on the east and to the south. The adaptive reuse of the existing parking garage was carefully designed to minimize its impact on the neighboring properties along Florida Avenue and V Street. The top floor of the building will be set back in order to reduce and mitigate the apparent height

(iii) *Policy UD-2.2.5: Creating Attractive Facades.* The existing three (3) story brick garage has flat facades and resembles an unattractive large brick box. The Project will drastically improve the appearance of the building with its undulating facades along both Champlain Street and Florida Avenue and choice of neutral brick with dark and light accents. The new facades will also significantly enhance the pedestrian experience along both Florida Avenue and Champlain Street. The design of the Project will improve the overall appearance of this gateway to Adams Morgan as well as the vistas overlooking the Project from the higher elevations to the north.

(iv) *Policy UD-2.2.11: Parking Structures.* This policy encourages creative solutions for designing structured parking to minimize its visual prominence. The Project will continue to provide parking within the building but will do so in a way that results in a design that “hides” the parking structure behind attractive facades, including at-grade commercial storefronts.

(v) *Policy UD-3.1.11: Private Sector Streetscape Improvement.* The

Applicant proposes to provide new pavers, benches and trash receptacles on Florida Avenue and on the west side of Champlain Street the Applicant will provide the hardware for a minimum of 15 bike slots and funding for one (1) year of operation and maintenance for a bike share station.

(vi) *Policy UD-3.2.5: Reducing Crime through Design.* Champlain Street has

experienced crime problems due to the somewhat secluded nature of a portion of the roadway as it passes through the Marie H. Reed School dropoff area. The Project will bring additional “eyes and ears” to the area, as well as improved lighting and glass exposure onto the sidewalk level, all which should help to reduce criminal activity in the immediate neighborhood.

B. Compliance with Area Element

The Comprehensive Plan also includes ten (10) area elements that focus on issues that are unique to particular parts of the District. The Property’s location is included in the “Mid-City” Area Element. The Comprehensive Plan lists general policies and actions to guide growth and neighborhood decisions in the Mid-City Planning Area. The Project is consistent with a number of these policies as set forth below.

(i) *Policy MC 1.1.7: Protection of Affordable Housing.* Strive to retain the

character of the Mid-City as a mixed income community by protecting the area’s existing stock of affordable housing units and promoting the construction of new affordable housing units.

The Project will provide affordable housing units in an amount not less than ten percent (10%) of the total constructed residential units, of which two percent (2%) will be devoted to artist studio space or affordable housing for low or moderate income individuals and families.

(ii) *Policy MC 1.1.8: Traffic and Parking Management.* Provide alternatives

to automobile use – including innovative personal transportation options for existing and new residents to reduce the necessity of auto ownership.

The Project will provide up to three (3) charging stations and a reduced parking rate for high fuel efficient vehicles within the building. The Applicant is currently in discussions with a car sharing service to designate parking space for use by residents of the Project and surrounding community.

(iii) *Policy MC 1.1-D: Off Street Parking.* Support the development of off-street parking facilities and maximize the use of existing parking resources.

The Project will provide 95 parking spaces within the building. The residential unit owners will have first priority for use of parking spaces and will be offered discounted monthly parking rates in order to reduce on-street parking. The remaining parking spaces within the building will be available to the general public and the neighborhood-serving commercial uses in the Project.

(iv) *Policy MC 1.2.1: Cultural Diversity.* Maintain the cultural diversity of the Mid-City by encouraging housing and business opportunities for all people and retaining affordable housing.

The Project will offer business opportunities to local entrepreneurs and provide ten percent (10%) new affordable housing units.

(v) *Policy MC 1.2.5: Neighborhood Greening.* Undertake neighborhood greening and planting projects, particularly on median strips, public triangles, and along sidewalk planting strips.

Native or adapted vegetation will be planted in the Project's two (2) courtyards and rooftop areas to provide habitat and promote biodiversity.

(vi) *Action MC-2.4.C: Marie H. Reed Community Learning Center.* The Applicant will continue the community dialogue with regard to present and future local needs, open space needs, and improving and maintaining the playing fields.

VI. CONCLUSION

For the foregoing reasons, the Applicant submits that the PUD meet the standards of Chapter 24 of the Zoning Regulations; the PUD and Zoning Map Amendment are consistent with the purposes and intent of the Zoning Regulations and Map; the Project will enhance the health, welfare, and safety and convenience of the citizens of the District of Columbia; the Project will provide significant public benefits; and the Project will advance important goals and policies of the District of Columbia. Therefore, the PUD and the Map Amendment should be approved by the Zoning Commission.

Accordingly, the Applicant respectfully requests the Zoning Commission to set this Application down for a public hearing at the earliest possible date.

Respectfully submitted,

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