

**Statement of Lindsley Williams**  
**Supporting Application by the Zoning Commission of a Planned Unit Development in**  
**Square 369, Washington, DC (ZC Case 14-09)**  
**Submitted by QC 369, LLC**

**Before the Zoning Commission of the District of Columbia**  
**Hearing Date: January 29, 2015**  
**Washington, DC**

**Introduction:**

QC 369, LLC is seeking approval of a Planned Unit Development (“PUD”) and related map amendment located on the southeast portion of Square 369 for a mixed-use project to include –

- Two hotels sharing a common lobby providing, between them, just over 500 rooms, mostly under Marriott Hotel’s Courtyard brand, the rest under its “Residence Inn” brand.
- Approximately 200 apartments, most located in a 12-story residential tower, but some in a renovated 4-story existing apartment building (the “Lurgan”), and
- Retail/service uses, some part of the hotels’ guest services, others to be leased after the project is approved and as occupancy dates can be foreseen.

The site faces the portions of 9<sup>th</sup> Street and L Street closest to the southeast portion of Square 369, located one block north of Mt. Vernon Square and faces the western side of Walter E. Washington Convention Center. Specifically, the property consists of Lots 40, 62, 65- 67, 801-805, 838, 839, 842, 848, 859, 878, and portions of two public alleys to be closed in Square 369 (the “Site”), but with a new private alley with public access leading into the interior of the Square from L Street and a private alley segment and curb cut (with public access) leading into and out of the site from 9<sup>th</sup> Street. The site totals approximately 70,787 square feet of land.

The site is also located within the southeastern portion of the Shaw Historic District and includes nine buildings that are deemed as “contributing” to the historic character of the area, one of which was built in the 1850’s, prior to the Civil War. The plans have been presented to and are now approved by the Historic Preservation Review Board (“HPRB”), with only one of the nine buildings, a dwelling on L Street from the 1890s, being razed. The rear half of the pre-Civil War building will also be removed, with the critical street frontage preserved and relocated to flank another contributing building, the Lurgan apartment building. The relocated building would be utilized by the hotel, with its third floor being a guest sleeping area. The Mayor’s Agent for Historic Preservation held a hearing on the proposed demolition on December 12, 2014, and a decision is pending.

In the present application before the Commission, the Applicant seeks approval of a zoning map amendment to rezone Lots 62, 801-805, 848, and 859 from the DD/C-2-C District to the DD/C-3-C District, and to rezone the rear portions of Lots 40, 65, 66, 838, 839, 842, and 878 from the DD/C-2-A District to the DD/C-3-C District in connection with the PUD. The contributing

buildings in Lots 65, 66, 838, 839, and 842, with frontage on 9th Street, N.W., will remain in the DD/C-2-A District to a depth of approximately 41.5 feet.

This statement sets out the many ways in which the overall project is consistent with the Comprehensive Plan and how the project satisfies the applicable requirements of Chapter 24 of the Zoning Regulations as to “public benefits” that the project would bring upon approval and completion.

**PUD Guidelines:**

PUD guidelines require the evaluation of specific public benefits and project amenities for 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 the development of the site under the matter of right provisions....” 11 DCMR § 2403.6.

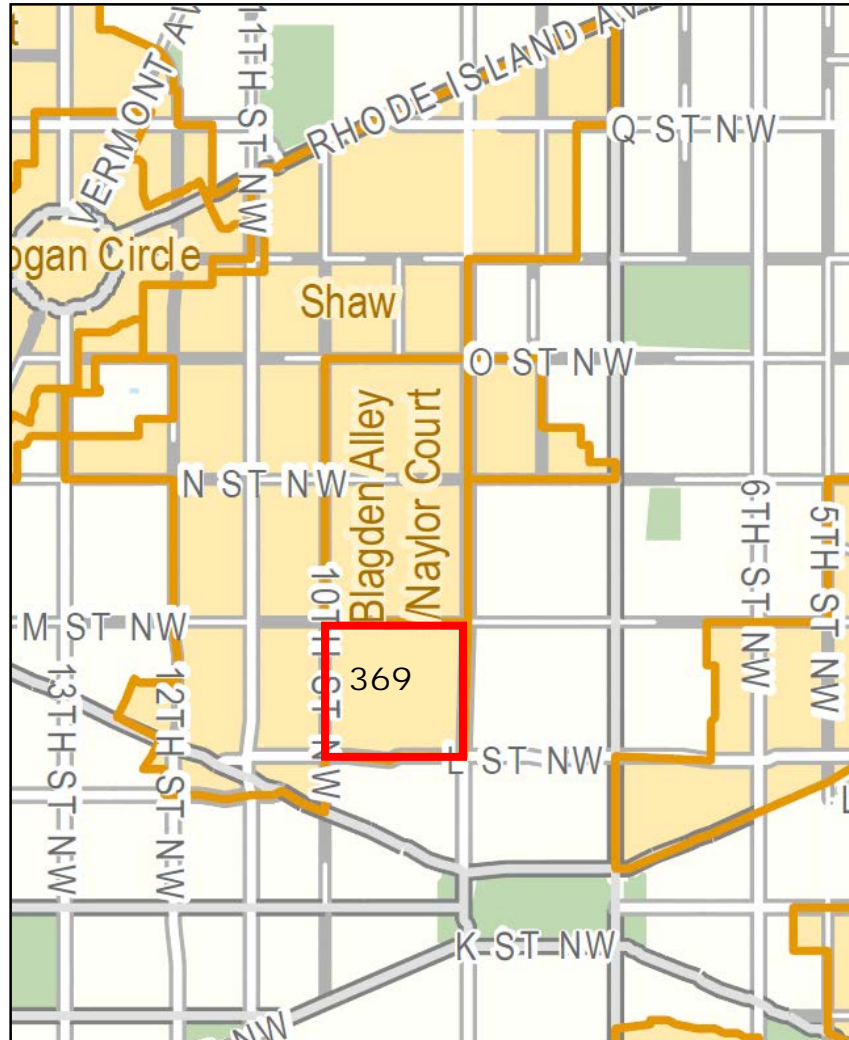
A project amenity is further defined as “one type of public benefit, specifically a functional or aesthetic feature of the proposed development that adds attractiveness, convenience or comfort of the project for occupants and immediate neighbors.” 11 DCMR § 2403.7.

Additionally, when deliberating the merits of a PUD application, the Zoning Commission is required to “judge, balance and reconcile the relative value of the project 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. As discussed below, the proposed project offers a number of public benefits and project amenities.

(continued on next page)

**Diagram of Shaw Historic District and Square 369 Within That:**



This project, once built and operating as planned, "completes" the overall plan for a range of hotels to serve the needs of the **Walter E. Washington Convention Center**, which is a facility built with public funds that provides spacious, centrally-located display and meeting rooms for international, national, regional, metropolitan and local functions. As such, it is essential that there be ample hotel rooms nearby, and the overall supply must span a range of service, amenity, and cost levels.

Over and above this, the District has long established the need to create housing for long-term residents when major developments occur, particularly when the development is facilitated by approvals that confer added development rights on a property, as would be the case here.

Thus, this report lays out how the overall project fulfills both of these goals and demonstrates consistency with the overall Comprehensive Plan that guides zoning and other public determinations.

**Development and Plans for Area of Square 369 --**  
**What Are (or Were) We Looking At?**

**A Visual History Thru Aerial Images, with Annotations 1999-2012:**  
**Area between N Street (North), H (South), 5<sup>th</sup> (East) and 11<sup>th</sup> (West) -- March 31, 1999**



- The entire M Street frontage of Square 369 was demolished, except the store at the corner of 9<sup>th</sup> and M. The Mt. Vernon Plaza apartments, at 10<sup>th</sup> and M were built in the late 1980's.
- Note the trapezoidal shape "Old Convention Center" southwest of Mt. Vernon Square, which closed "I" Street between 9<sup>th</sup> and 11<sup>th</sup> Streets. "Techworld" complex is due east of the convention center, south of Mt. Vernon Square.
- See the stages of the construction for the Walter E. Washington Convention Center due east of Square 369.
- Note, too, the extensive surface parking overall, including along both 10<sup>th</sup> and M Streets in Square 369.



Area between N Street (North), H (South), 5<sup>th</sup> (East) and 11<sup>th</sup> (West) -- April 5, 2000



- New Convention Center site is in later stages of foundation work
- Square 369 remains essentially unchanged from 1999



Area between N Street (North), H (South), 5<sup>th</sup> (East) and 11<sup>th</sup> (West) -- March 17, 2002



- New Convention Center reflects its finished form
- Square still 369 remains essentially unchanged from 1999



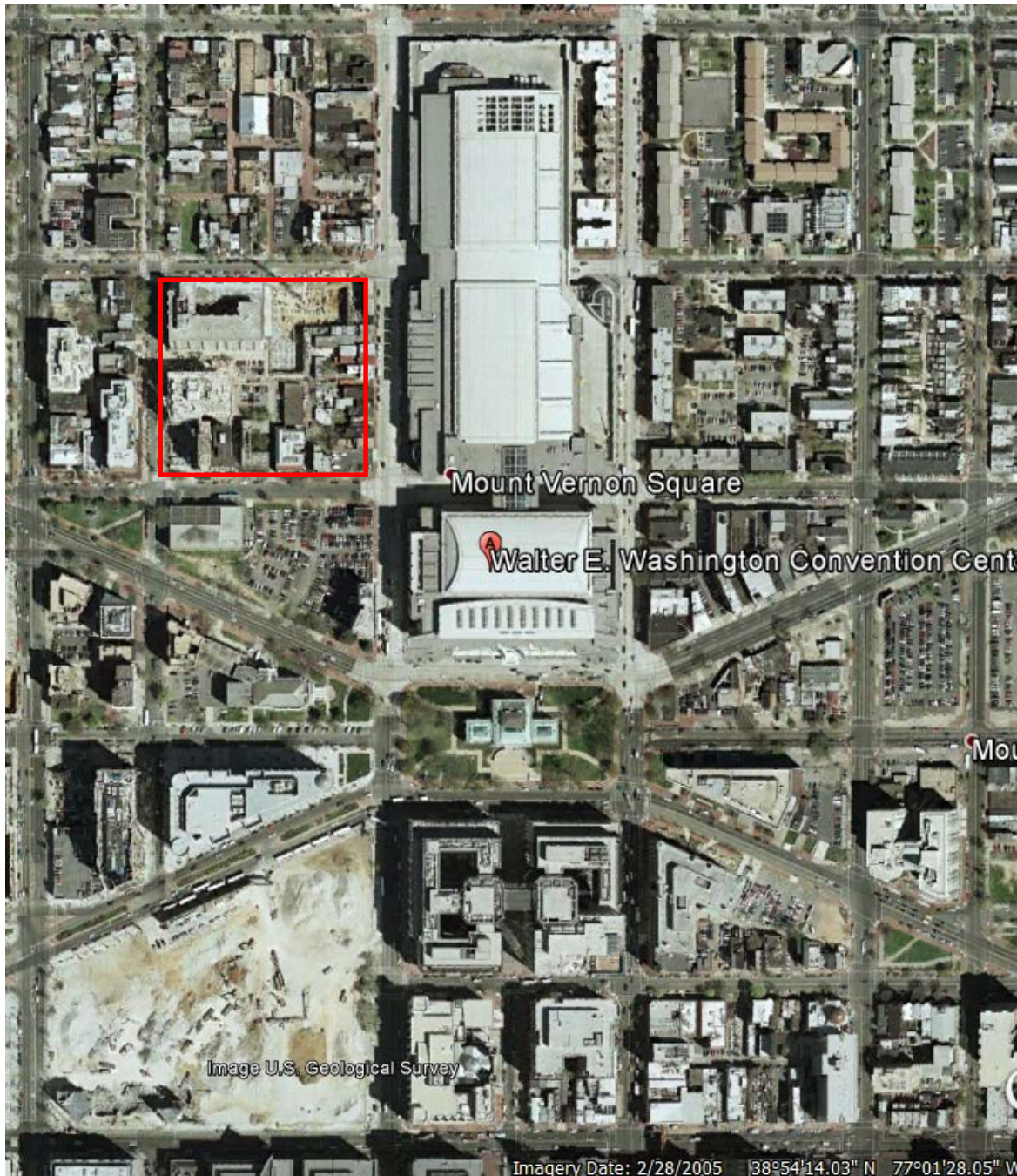
Area between N Street (North), H (South), 5<sup>th</sup> (East) and 11<sup>th</sup> (West) -- August 9, 2004



- Though image is murky, see new Quincy Court condominium midway between L and M on 10<sup>th</sup> Street
- Balance of Square still 369 remains essentially unchanged from 1999
- Squares immediately north of Old Convention Center redeveloped or in process, no more surface parking there



Area between N Street (North), H (South), 5<sup>th</sup> (East) and 11<sup>th</sup> (West) -- February 28, 2005



- Balance of Square still 369 remains essentially unchanged from 2004
- Eye Street remains invisible in area of demolished Old Convention Center



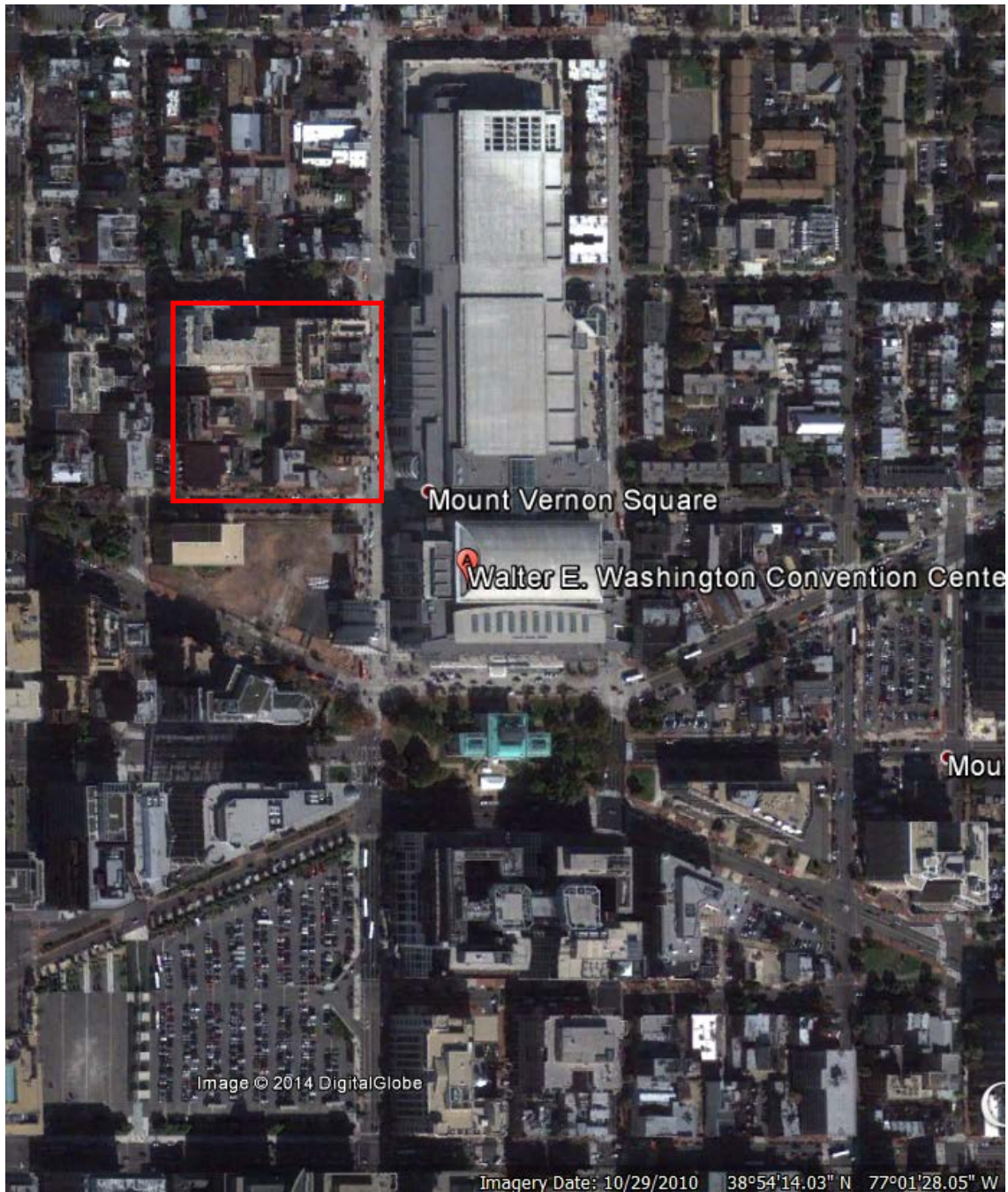
Area between N Street (North), H (South), 5<sup>th</sup> (East) and 11<sup>th</sup> (West) -- December 21, 2007



- By 2007, the Whitman apartments at 910 M Street are readily evident within Square 369
- Balance of Square still 369 remains essentially unchanged from 2005
- Eye Street remains invisible, except at parking lot entrance along 9<sup>th</sup> in area of form Old Convention Center



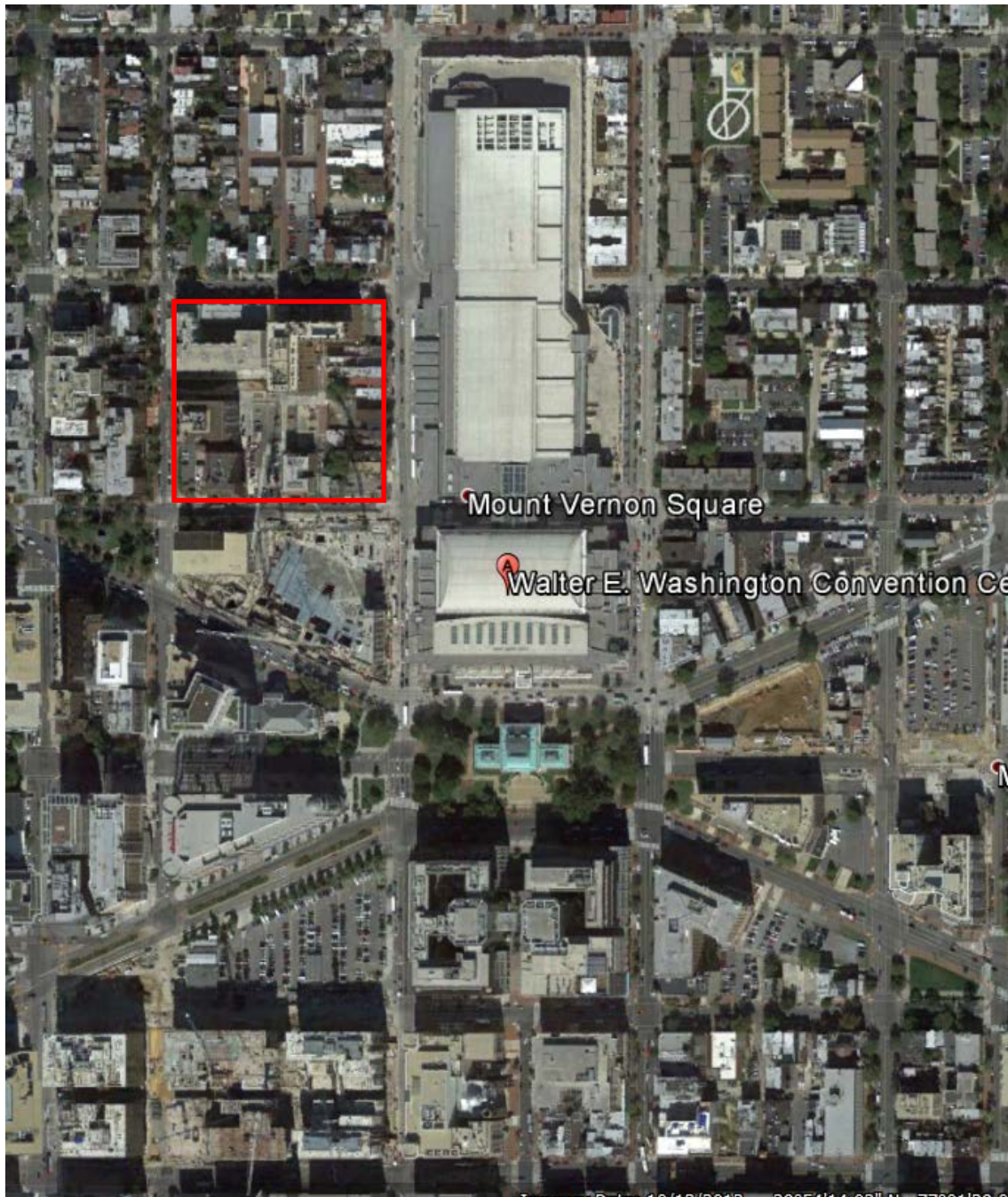
Area between N Street (North), H (South), 5<sup>th</sup> (East) and 11<sup>th</sup> (West) -- October 29, 2010



- Square 369 remains essentially unchanged from 2007
- Eye Street remains invisible, except at parking lot entrance along 9<sup>th</sup> in area of form Old Convention Center
- Parking that had been active on Square 370 (now Marriott Marquis) is no longer there



Area between N Street (North), H (South), 5<sup>th</sup> (East) and 11<sup>th</sup> (West) -- October 21, 2012



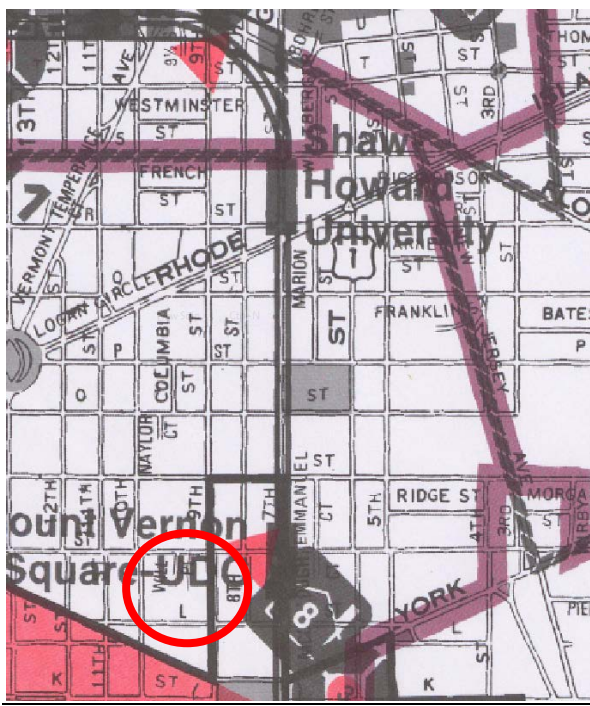
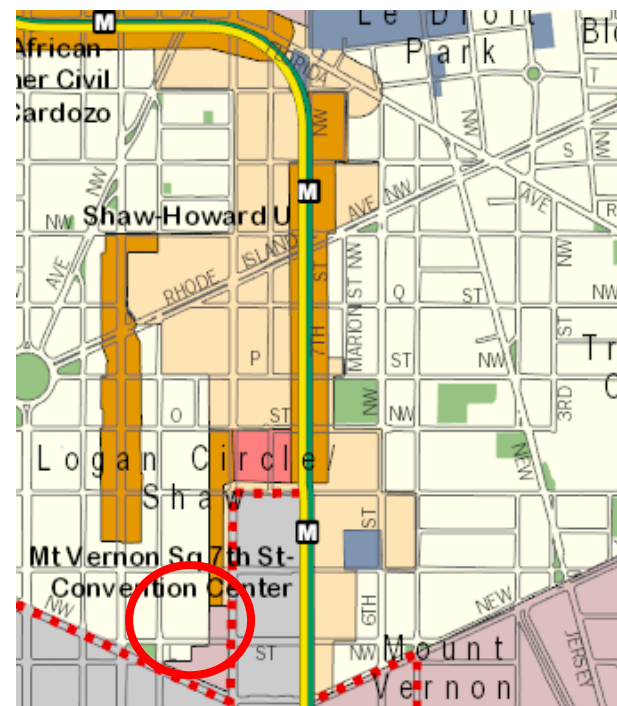

- Square reflects some demolition of one non-contributing structure along L Street (939 L)
- Eye Street remains invisible, except at parking lot entrance along 9<sup>th</sup> in area of Old Convention Center
- On Square 370 (now Marriott Marquis), there is active construction.
- Eye Street is re-emerging between 9<sup>th</sup> and 11<sup>th</sup> on Old Convention Center site.

Changes in the area, and within Square 369, were fundamentally shaped by deliberate changes in adopted overall planning principles and mapping (Comprehensive Plan), zoning parameters ("not inconsistent with the Comprehensive Plan"), the Convention Center Small Area Plan (2006), and District agreements with winning bidders for flanking hotel sites (tax incentives, etc.). They were also shaped by a change in the initial plan for a single large hotel complex that would have extended along the west side of 9<sup>th</sup> Street from Mt. Vernon Square perhaps reaching M Street along Square 369's 9<sup>th</sup> Street frontage. There was also the realization, not inconsequentially, that while the Convention Center's visitors and exhibitors would utilize at least 2000 hotel rooms, the area limitations within Square 370 were insufficient to accommodate this, leading to more hotel planning within Square 369.

| 2002   | 2008   |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
|--|--|---|--------------------------|-------------------------|--------------------------|-------------------------------------|-----------------|-------------------------|---|--------------|--------------------|----------------------|--|---------------------|-------------------------|------------------------------|--------------------------|------------------------|-----------------------------|-------------------------|-------------------------------|--------|----------------------|------------|----------------------------------|--------------|-------|
| <p><i>Comprehensive Plan Generalized Land Use Map for the Study Area (2002)</i></p> <table border="1"> <caption>Legend for 2002 Map</caption> <thead> <tr> <th>Residential</th> <th>Commercial</th> <th>Public and Institutional</th> </tr> </thead> <tbody> <tr> <td>Moderate (Light Orange)</td> <td>Low Density (Light Pink)</td> <td>Local Public Facilities (Dark Blue)</td> </tr> <tr> <td>Medium (Orange)</td> <td>Moderate Density (Pink)</td> <td>Parks, Recreation, and Open Space (Green)</td> </tr> <tr> <td>High (Brown)</td> <td>High Density (Red)</td> <td>Institutional (Blue)</td> </tr> </tbody> </table> | Residential  | Commercial                                | Public and Institutional | Moderate (Light Orange) | Low Density (Light Pink) | Local Public Facilities (Dark Blue) | Medium (Orange) | Moderate Density (Pink) | Parks, Recreation, and Open Space (Green) | High (Brown) | High Density (Red) | Institutional (Blue) | <table border="1"> <caption>Legend for 2008 Map</caption> <thead> <tr> <th>Land Use Categories</th> </tr> </thead> <tbody> <tr><td>Low Density Residential</td></tr> <tr><td>Moderate Density Residential</td></tr> <tr><td>High Density Residential</td></tr> <tr><td>Low Density Commercial</td></tr> <tr><td>Moderate Density Commercial</td></tr> <tr><td>High Density Commercial</td></tr> <tr><td>Public Institutions and Parks</td></tr> <tr><td>School</td></tr> <tr><td>Community Facilities</td></tr> <tr><td>Industrial</td></tr> <tr><td>Parks, Recreation and Open Space</td></tr> <tr><td>Neighborhood</td></tr> <tr><td>Other</td></tr> </tbody> </table> | Land Use Categories | Low Density Residential | Moderate Density Residential | High Density Residential | Low Density Commercial | Moderate Density Commercial | High Density Commercial | Public Institutions and Parks | School | Community Facilities | Industrial | Parks, Recreation and Open Space | Neighborhood | Other |
| Residential  | Commercial   | Public and Institutional                  |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Moderate (Light Orange)  | Low Density (Light Pink)   | Local Public Facilities (Dark Blue)       |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Medium (Orange)  | Moderate Density (Pink)  | Parks, Recreation, and Open Space (Green) |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| High (Brown)   | High Density (Red)   | Institutional (Blue)                      |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Land Use Categories  |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Low Density Residential  |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Moderate Density Residential   |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| High Density Residential   |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Low Density Commercial   |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Moderate Density Commercial  |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| High Density Commercial  |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Public Institutions and Parks  |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| School   |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Community Facilities   |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Industrial   |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Parks, Recreation and Open Space   |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Neighborhood   |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| Other  |  |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |
| <p>369: mixed high density residential and commercial<br/>Moderate density residential north</p>   | <p>369: mixed high density residential and commercial,<br/>with slight edge adjustments</p> <p>Mixed <b>but greater density</b> residential north; some mixed with low density commercial along 11<sup>th</sup> (pre-existing)</p> |   |                          |                         |                          |                                     |                 |                         |   |              |                    |                      |  |                     |                         |                              |                          |                        |                             |                         |                               |        |                      |            |                                  |              |       |

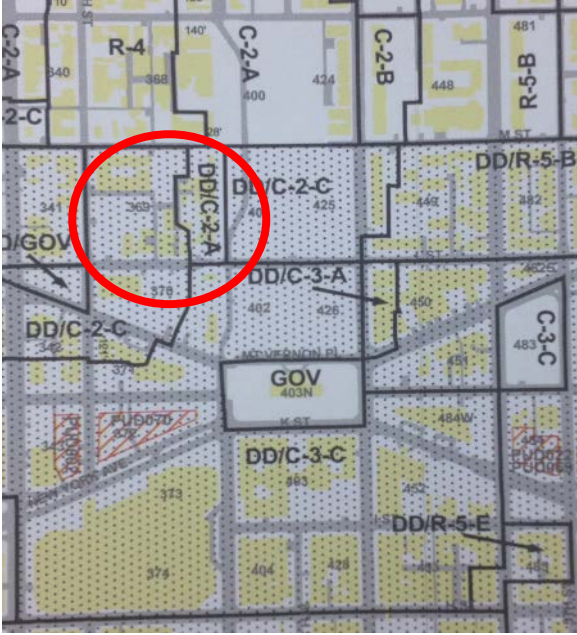
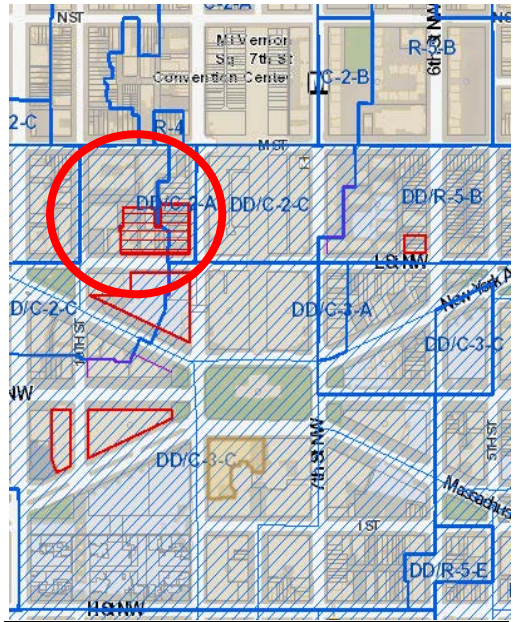


### **Adopted Generalized Policy Maps (2002 and 2008)**

| 2002   | 2008   |
|--|--|
|    |   |
| <p>[Relevant aspects of legend noted below]</p> <p>Central Employment Area ("CEA") extends into area earlier planned for UDC. Red triangle therein denotes "upgraded."</p> <p>No specific designations for either Square 369 or 370.</p> <p>The "8" in the shape of a home designates the area (shown east of the UDC area, a one of 28 "housing opportunity areas" across the District.</p> |  <p>While limit of Central Employment Area remains unchanged, new policies that "cross 9<sup>th</sup> Street"</p> <p>Edges appear to follow land assemblages or exposures more closely</p> |



**Adopted Zoning Maps (1/1/2003 and 2008)**

| 2003  | 2014   |
|---|--|
|    |    |
| <p>With exception of 9<sup>th</sup> Street frontage, by right zoning in Squares 369 authorizes considerable height and density.</p> <p>Square 370 is in yet more permissive by right (DD/C-3-C) on the portion facing 9<sup>th</sup> Street, NW</p> | <p>By right zoning in Squares 369 and 370 remain unchanged, but the diagram also reveals the approved PUD in solid red outline for Square 370 and the pending PUD in cross-hatched red within Square 369 that is the focus of this application</p> |
| <p>Square 369 allowed greater density than others in Shaw for some time, thus allowing Mt. Vernon Plaza "by right" in the late 1980s. Eldon was conforming, generally speaking.</p>   | <p>(In this as well as 2003 diagram, area of Walter E. Washington Convention Center shows zoning, but in this area there is "in lieu" review by NCPC instead.)</p>   |

**Overall Official Policies from the Adopted Comprehensive Plan of the National Capitol  
Now in Effect with which Support This Request for Approval to Demolish**

**Compliance with Area Elements of the Comprehensive Plan**

**Near Northwest (NNW) Area Element**

The site is in the Near Northwest Area as established in the DC “Elements” of the Comp Plan, and abuts the Central Washington Area (see below).

In that element's contextual introduction, the plan notes "The Shaw and Mount Vernon Square neighborhoods also experienced modest residential development prior to the Civil War and were known as 'Northern Liberties.' 2101.2"

Among the more specific provisions is the following, which the project strongly supports the uses that will be established along its 9<sup>th</sup> Street frontage are the following:

**"Policy NNW 1.1.4: Neighborhood Commercial Revitalization:**

**"Improve the neighborhood shopping areas** along 7<sup>th</sup>, 9<sup>th</sup>, and 11<sup>th</sup> Streets, N.W. The success of the established businesses on these streets should be strongly encouraged, and new businesses that provide needed goods and services to area residents should be attracted. 2108.5."

**"Policy NNW-2.1.1: Affordable [and market rate] Housing**

**"Protect existing affordable housing within the Shaw/Convention Center area, and produce new ... market rate housing on underutilized sites. \* \* \* \* 2111.5"**

**Policy NNW 2.1.5: 7th and 9th Street Corridors:**

"Locate retail development **within the Shaw/Convention Center Area** in a manner that best serves residents, creates the best environment for businesses to succeed, and uses land already zoned for commercial uses. Continuous ground floor retail uses should be encouraged along sections of 7th and 9th Streets as designated in the 2005 Strategic Development Plan to create a traditional pedestrian-oriented Main Street pattern and establish a unified identity for the community. These corridors should attract convention-goers, residents, and visitors, and should include both new and existing businesses. 2111.9."

## **Central Washington Area Element**

The site is located just west of the Walter Washington Convention Center, which is part of the overall Central Washington area, but this facility is surrounded on three sides by the Near Northwest element and has policies that bear on the site "from across 9<sup>th</sup> Street" as it were.

"Policy CW-1.1.10: Central Washington Hotels and Hospitality Services

**"Encourage the development of additional hotels in Central Washington, especially in the areas around the new Convention Center** and Gallery Place, along Pennsylvania Avenue NW and Massachusetts Avenue NW, in the Thomas Circle area, and in the area east of Third Street NW. **A range of hotel types, including moderately priced hotels, and hotels oriented to family travelers as well as business travelers, should be encouraged.** Hotels generate jobs for District residents and revenues for the general fund and should be granted incentives when necessary. \* \* \* \* 1608.11"

"Policy CW-2.4.3: Convention Center Area Land Uses

**"Encourage land uses around Mount Vernon Square which capitalize on the presence of the Washington Convention Center. Such uses include hotels, restaurants, retail, and entertainment uses. Convention-related hotel construction should be focused on vacant or underutilized land immediately adjacent to the Convention Center** to minimize impacts on the surrounding neighborhood. 1614.8"

"Action CW-2.4.B: Convention Center Hotel

**"Develop a major convention center hotel in close proximity to the Washington Convention Center. The hotel should be sited and designed to complement adjacent uses and add activity and aesthetic value to the Mount Vernon Square neighborhood. 1614.14"**



## Compliance with Citywide Elements of the DC Comprehensive Plan

### Land Use Element:

#### Introduction

### Overview 300

**T**HE LAND USE ELEMENT IS THE CORNERSTONE OF THE COMPREHENSIVE Plan. It establishes the basic policies guiding the physical form of the city, and provides direction on a range of development, conservation, and land use compatibility issues. The Element describes the balancing of priorities that must take place in order to accommodate a multiplicity of land uses within the boundaries of the District of Columbia. 300.1

The critical land use issues facing the District of Columbia are addressed in this element. These include:

- Promoting neighborhood conservation
- Creating and maintaining successful neighborhoods
- Strengthening Downtown
- Enhancing neighborhood commercial districts and centers
- Balancing competing demands for finite land resources
- Directing growth and new development to achieve economic vitality while minimizing adverse impacts on residential areas and open space
- Siting challenging land uses. 300.2

More than any other part of the Comprehensive Plan, this Element lays out the policies through which the city will accommodate growth and change while conserving and enhancing its neighborhoods, commercial districts, and other areas. Because the Land Use Element integrates the policies and objectives of all the other District Elements, it should be given greater weight than the other elements as competing policies in different elements are balanced. 300.3

and

### Land Use Goal 302

The Land Use Goal is:

*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. 302.1*

The overall purposes and goal of the entire element align with the benefits the project will bring<sup>1</sup>.

---

<sup>1</sup> The **red text** in the quoted Land Use Goal is a result of the word "institutions" being added as an amendment to the text originally recommended by the Mayor.

## **Some highlights:**

### "Policy LU-1.1.1: Sustaining a Strong City Center

"Provide for the continued vitality of Central Washington as a thriving business, government, retail, financial, hospitality, cultural, and residential center. Promote continued reinvestment in central city buildings, infrastructure, and public spaces; continued preservation and restoration of historic resources; and continued efforts to create safe, attractive, and pedestrian-friendly environments. 304.6"

Here, the project epitomizes the adopted specification.

### "Policy LU-1.4.1: Infill Development

"Encourage infill development on vacant land within the city, particularly in areas where there are vacant lots that create "gaps" in the urban fabric and detract from the character of a commercial or residential street. Such development should complement the established character of the area and should not create sharp changes in the physical development pattern. 10A DCMR § 307.5."

Here, a critical "gap" is filled.

### "Policy LU-2.1.3: Conserving, Enhancing, and Revitalizing Neighborhoods

"Recognize the importance of balancing goals to increase the housing supply and expand neighborhood commerce with parallel goals to protect neighborhood character, preserve historic resources, and restore the environment. The overarching goal to 'create successful neighborhoods' in all parts of the city requires an emphasis on conservation in some neighborhoods and revitalization in others. 309.8"

Here, the project balances both commerce but also adds 200 housing units.

### "Policy LU-2.1.4: Rehabilitation Before Demolition

"In redeveloping areas characterized by vacant, abandoned, and underutilized older buildings [as Square 369 now is, in the portion of this overall project], generally encourage rehabilitation and adaptive reuse of existing buildings rather than demolition. 309.9"

The Lurgan is rehabilitated and 9<sup>th</sup> Street properties are restored with commercial uses appropriate for the area and hotel complex of which they become a part.

### "Policy LU-2.4.6: Scale and Design of New Commercial Uses:

"Ensure that new uses within commercial districts are developed at a height, mass, scale and design that is appropriate and compatible with surrounding areas."

Here, the HPRB recommended approval of the design concept as compatible with the historic district.

## **Economic Development Element**

### **ED-2.3 The Tourism and Hospitality Economy <sup>709</sup>**

The District is a premier tourism, convention and special events destination. Its array of attractions and cultural venues, particularly the national museums and federal monuments, rivals that of other great cities around the globe. With 19 million annual visitors, the District ranks fourth among the top United States destinations for domestic travelers and eighth among foreign visitors. Away from the National Mall, an increasingly rich and diverse set of visitor amenities has been developed, including theaters, galleries, restaurants, night clubs, historic trails, and historic home museums, which are enjoyed by visitors and residents alike. Added to this are the District's newly expanded convention facilities and the associated increase in convention travel. <sup>709.1</sup>

The economic impact of tourism includes both direct employment in the hospitality industry and spending by tourists and business travelers during their stays in the District. Hotels, bars, and restaurants directly provide more than 45,000 jobs in the city. The Washington Convention Center alone is estimated to have generated more than \$700 million in direct spending by attendees in 2005. New hotels such as the 400-room Mandarin Oriental in Southwest have added to the lodging choices in the District. Additional hotels, including a new Convention Center headquarters hotel, are planned to attract larger conventions. <sup>709.2</sup>

### **"Policy ED-2.3.4: Lodging and Accommodation**

"Support the development of a diverse range of hotel types, serving travelers with varying needs, tastes, and budgets. New hotels should be encouraged both within Central Washington and in outlying commercial areas of the city, particularly in areas which presently lack quality accommodation. 709.8"



## Historic Preservation Element

### **Historic Preservation Goal** 1001

The overarching goal for historic preservation is:

*Preserve and enhance the unique cultural heritage, beauty, and identity of the District of Columbia by respecting the historic physical form of the city and the enduring value of its historic structures and places, recognizing their importance to the citizens of the District and the nation, and sharing mutual responsibilities for their protection and stewardship. 1001.1*

The text includes a discussion on "Defining Historic Significance," whose last paragraph is particularly germane to the case at hand:

"Historic preservation also must respond as history evolves. As the pace of change in modern life accelerates, and as more modern properties are lost before their value is fully understood, there is growing awareness of the need to protect the historic properties of the future. History is not static; part of looking forward is continuously redefining what was most significant about the past. 1003."

Here, all the surviving properties along 9<sup>th</sup> Street on the site are retained and adapted, the Lurgan remains now to be flanked with the oldest remaining property on the Site, while its companion (of more recent origin and not unique in the Shaw area is allowed, if approved, to be fully demolished as others survive to provide examples of that later era). In addition, consider the following provisions against this case's particulars:

#### Policy HP-2.3.1: The Plan of the City of Washington

"Preserve the defining features of the L'Enfant and McMillan plans for Washington. Work jointly with federal agencies to maintain the public squares, circles, and major reservations as landscaped open spaces that provide a means to experience the legacy of the city plan. **Preserve the historic pattern of streets and associated minor reservations, and protect these historic rights-of-way from incompatible incursions and intrusions.** 1010.3"

Here, the original L'Enfant plan for rights of way is maintained (unlike some prior plans).

#### Policy HP-2.4.1: Rehabilitation of Historic Structures

"Promote appropriate preservation of historic buildings through an effective design review process. Apply design guidelines without stifling creativity, and **strive for an appropriate balance between restoration and adaptation as suitable for the particular historic environment.** 1011.6."

Here, the balance is achieved by the relocation of 911 L and its incorporation in the project, along with the preservation of other contributing buildings on 9<sup>th</sup> Street and another on L Street.

#### Policy HP-2.4.2: Adaptation of Historic Properties for Current Use

“Maintain historic properties in their original use to the greatest extent possible. **If this is no longer feasible, encourage appropriate adaptive uses consistent with the character of the property.** 1011.7.”

Here, the Lurgan and the 9<sup>th</sup> Street properties retain much of their earlier original uses, updated or course.

#### Policy HP-2.4.3: Compatible Development

“Preserve the important historic features of the District while permitting compatible new infill development. Within historic districts, preserve the established form of development as evidenced by lot coverage limitations, yard requirements open space, and other standards that contribute to the character and attractiveness of those areas. **Ensure that new construction, repair, maintenance, and improvements are in scale with and respect historic context through sensitive siting and design and the appropriate use of materials and architectural detail.**1011.8.”

Here, HPRB approved the design concept as compatible with the character of the Shaw Historic District.

#### Policy HP-2.4.5: Protecting Historic Building Integrity

“Protect historic buildings from demolition whenever possible, and protect the integrity of whole buildings. Discourage treatments like facadism or relocation of historic buildings, **allowing them only when there is no feasible alternative for preservation, and only after a finding that the treatment is necessary in the public interest.** Waivers or administrative flexibility should be provided in the application of building and related codes to permit maximum preservation and protection of historic resources while ensuring the health and safety of the public. 1011.10.”

Here, while the case proposes an officially "discouraged" solution, doing so allows a project of great civic importance to provide a balanced overall design and produce the number of hotel rooms the Convention Center itself needs to succeed in its efforts to attract quality gatherings and support them with a range of nearby, convenient hotel rooms and facilities at a variety of market levels, as well as develop some 200 residential units.

## Urban Design Element

### **Urban Design Goal** 901

The overarching goal for urban design in the District is:

*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. 901.1*

#### "Policy UD-1.1.2: Reinforcing the L'Enfant and McMillan Plans

"Respect and reinforce the L'Enfant and McMillan Plans to maintain the District's unique, historic and grand character. This policy should be achieved through a variety of urban design measures, including appropriate building placement, view protection, enhancement of L'Enfant Plan reservations (green spaces), limits on street and alley closings (see Figure 9.3), and the siting of new monuments and memorials in locations of visual prominence. Restore as appropriate and where possible, previously closed streets and alleys, and obstructed vistas or viewsheds. 903.7."

Here, as noted above, the L'Enfant plan is kept firmly in place with no loss of width of L Street at any point the property faces, as is also the case with the project's 9<sup>th</sup> Street frontage.

#### Other Policies

While the Comprehensive and other plans have proposed hotels to serve the Convention Center, the number of rooms needed were estimated to be in the range of 2,000 to 3,000. Thus, with the combined total between "convention center hotels" on Square 369 and 370, the room count is still shy of that objective by at least 300 and as many as 1,300 rooms. **Thus, the need for rooms is not just something of pecuniary interest to the proposed owner/operator, but to the overall success of the Convention Center itself.**

#### Office of Planning Support/Zoning Orders

Finally, although written in relation to an earlier plan for this hotel complex, one that would have demolished both 911 and 913 L Street, the Office of Planning recommended that the Zoning commission "set down" the application for approval of a Planned Unit Development with the same fundamentals --

- Provide about 500 hotel rooms
- Restore the 9<sup>th</sup> Street frontage and an occupy with commercial uses consistent with their original uses
- Preserve the Lurgan and with that an apartment component, yield about 200 dwelling units



It identified many of the same elements of the Comprehensive Plan as those noted in this report, none found deficient. I will provide a copy for the record if not already provided.

### **Scope of Project within Area of 911, 913 and now-vacant 915 L Street, NW**

The overall land area of the entire project is 70,787 square feet, much of which would be developed with hotel or apartment units rising 110 feet (12 floors).

The application also provides for the retention and adaptive reuse of the Lurgan apartment building as part of the overall residential apartment program in that buildings existing upper levels; the ground floor includes a public lobby and three more apartments.

The Lurgan's overall profile would remain, as it is now, at four stories -- notched into the overall design of the site.

The present application also calls for the partial demolition and relocation of the oldest property at 911 L Street to flank the Lurgan on its eastern side with its original façade and about **half** of the depth of the original portion of 911 as first built (pre-Civil War), sliding it into the now vacant land of former 915 L Street.

Indeed, creating a notch in the overall envelope planned to retain the both existing dwellings and a corresponding portion of the vacant site of 915 L Street would result in substantial loss of total project floor area that would jeopardize the entire development as essential street frontage for hotel lobby and emergency egress would be lost.

There is also the matter of street face. While the Lurgan is retained, its present width and height punctuate the overall L Street façade and complement the overall project. While of a lesser scale, the variation it provides is contextually sensible and its juxtaposition to the relocated 911 supports the latter's somewhat smaller scale far better than if 911 were left alone where it now sits or with its present flanking, but more recently built neighbor, at 913 L Street. The project can be "made to work" as a hotel of about 500 rooms "sliding" 911 west and allowing the full demolition of 913.

Starting in 1980 with the development of Mt. Vernon Plaza apartments at the northwest corner of Square 369, then the Quincy Courts in early 2000's along 10<sup>th</sup> Street (south of the Mt. Vernon Plaza apartments), and the Whitman in the mid-2000s (along M Street, east of the Mt. Vernon Plaza apartments), this area of Shaw has become: medium to high density, heights of 90 and more feet being common. And, the other side of L street is even taller, at 130 feet and a largely unbroken face along the opposite side of L Street from the limits of this overall project. Recall, as well, that the policy for overall development of this area is now for conservation of existing character (here, dense and mostly high rise) and "enhancement" of the 9<sup>th</sup> Street frontage of Square 369.

### **Conclusion:**

**Thus, I conclude that the project satisfies all Comprehensive Plan requirements of Chapter 24 and, in a very important sense, fulfills (at last) long-standing civic goals and objectives to**

**provide adequate numbers of proximate hotel rooms at a range of costs to those who would be drawn to the “new” Convention Center facility and area. The parameters of the proposed project contribute both to civic and community objectives, and overcome prior concerns of those living or owning properties elsewhere on the Square.**

**Moreover, it does so in a way that retains important historic elements, leveraging these for future benefits.**

Lindsley Williams