

Exhibit D

Union Market

Design Guidelines for Public Streets

Draft Scoping Document, 01-23-2015

Introduction

Union Market is a 45 acre urban district located in northeast Washington DC. The neighborhood is bounded by Florida Avenue to the south, the CSX / WMATA rail lines to the west, New York Avenue to the north and 6th Street to the east. The northern edge of Capitol Hill lies just to the south, and Gallaudet University is on the other side of 6th Street. The NoMA / Gallaudet red-line metro stop is approximately a ten minute walk to the southwest.

The existing land uses in the neighborhood have included warehousing, wholesale trade, light industry and food vending. In 2012, the Applicant opened Union Market, an acclaimed food market with over 40 local artisanal vendors. The Market now is very active and is anchoring significant redevelopment within the neighborhood. The Applicant and other developers are planning new retail, residential, office and entertainment uses.

Existing streets and infrastructure are appropriate for the current industrial and warehousing land uses. Curb lines are set close to building facades to allow for convenient curbside loading, sidewalks are narrow, street lighting is sparse and there are almost no street trees. As the area redevelops, it will be critical that the street frontages are rebuilt to accommodate both new uses anchored by ground floor retail, as well as the existing uses which will remain in place for some time. That being said, there should be a common design language that unites the area and gives it a distinct sense of place. This document outlines the scope of work necessary to create the Union Market Design Guidelines for Public Streets, which will be adopted by the District Department of Transportation and used as a standard to guide redevelopment by all landowners within the district.

Vision and Core Principles

The existing neighborhood is unique in the District of Columbia: it is one of the few industrial areas that historically developed in the city, and the urban fabric is therefore atypical. The buildings are masonry and concrete, with simple, repetitive detailing. The streets are wide and paved in concrete to accommodate heavy truck traffic. There are many traces of past businesses and human activity, including painted signs, abandoned building entrances, and old infrastructure such as rail lines.

If new development is to remain true to the existing neighborhood, it cannot lose the authentic character of the place so clearly visible today. This implies that portions of the existing streets should be retained where at all possible. New hardscape materials should be selected which relate to the existing

palette, and might include concrete and mild steel, but would probably not include, for example, highly finished stone pavers or stainless steel.

At the same time, the new streetscape will need to accommodate a range of uses, from high-end fashion retail to wholesale distribution. While the material palette may be in keeping with the character of the existing neighborhood, the design and execution of the public realm will nonetheless be refined, durable and of the highest caliber.

Uses within Street

The streets and alleys in the Union Market District need to accommodate a number of different, and at times conflicting, elements. These include pedestrian circulation, pedestrian ‘activity zones’, vehicular circulation and loading, and ‘urban infrastructure’ (including for example street trees and furnishings). Depending on the street type, these elements may each take up more or less room or even overlap, for example in a plaza or alley. The Design Guidelines will address how space within the street section for each street type is allocated among these elements. A more expansive description of each is provided below.

The new streetscape will need to provide a clear, intuitive path for pedestrians to walk from one location to another. Typical clear widths will need to be established to accommodate a variety of different users, including families with strollers, friends out shopping, students from Gallaudet signing to one another, or office workers on their way to a meeting.

Pedestrian activity zones are analogous to DC’s longstanding public parking areas, and will accommodate uses such as outdoor cafés. Given the importance of ground floor retail and food uses within the Union Market District, these zones may be larger than existing standards.

The streets will also need to accommodate vehicular circulation, as well as on-street parking and commercial loading. The current demand for intensive curbside loading will decrease naturally over time as the district redevelops, but in the interim the streets may need to accommodate both intensive pedestrian use on one side, and heavier commercial loading on the other. The design will accommodate various tenant types including curbside loading.

Beyond circulation and pedestrian activities, the street will need to accommodate various elements of urban infrastructure, including the following:

- Green infrastructure (i.e. street trees, plantings and LID / SWM)
- Street lighting
- Street furnishings (e.g. benches, trash receptacles, bike racks, parking)

Street Designs

The existing rights-of-way within the Union Market District include 5th Street, 4th Street, a future 3rd Street on the existing DC land, Morse Street, Neal Place and Penn Street, as well as a number of smaller, unnamed alleys. Rights-of-way vary in width from 50' to 100', with narrower widths for the alleys. The area is bounded by busy arterials on three sides: Florida Avenue to the south, New York Avenue to the north, and 6th Street to the East. The design of these arterial streets will be outside the scope of these Design Guidelines, and it should be noted that recommendations for both 6th Street and Florida Avenue were included in the recent *Florida Avenue Multimodal Transportation Study* published by DDOT.

The Design Guidelines will include typical designs in plan and section for a number of different street types, including shopping streets (e.g. 4th Street, 5th Street), cross streets (e.g. More Street, Neal Place, Penn Street) and alleys. The design of the streets will vary to accommodate different priorities, whether they be shopping, loading, etc. It is also the intent that the designs be flexible enough to accommodate particular conditions (e.g. topography or infrastructure such as hydrants and mast arms) and good ideas from future users (e.g. expansive outdoor dining).

As noted above, the street design will need to accommodate both existing wholesale and light industrial uses, as well as new retail-driven mixed-use development. The phasing of improvements in the street will need careful consideration and the Guidelines will need to show how interim improvements tie into existing site conditions.

Finally, the design of the streets will need to take long-term maintenance into account. While some elements may be installed and maintained by private owners, others may be maintained by DDOT. There will need to be some flexibility for details and material selection to accommodate different maintenance programs. This need may be somewhat alleviated should an organization such as a business improvement district (BID) take over some maintenance obligations.

Critical Details

While the overall street design needs to be flexible enough to allow for particular local conditions and “better ideas”, there are a number of details that should be carried out throughout the Union Market District. This is important not only to foster a particular sense of place, but also to establish a set of standards that District agencies can support as many will depart from DDOT standards. These details may include the following:

- Curbs, gutters, drains and inlets
- Tree pits
- Transitions from flush curb to curb & gutter conditions
- Hardscape materials
- Light fixtures
- Street furniture

Design Guidelines Development Process

The Applicant will solicit proposals from qualified consultants and contract with them for this scope of work. The Applicant and its consultants will also work closely with DDOT to develop the Guidelines with the intention that DDOT adopt them as the new standards for the Union Market district. The consultants will also need to take into account the various planning documents and standards that pertain to Union Market, including the *Small Area Plan / Florida Avenue Market Study*, the *Florida Avenue Multimodal Transportation Study*, the *DDOT Design and Engineering Manual*, and the *Deaf Space Principles* that are currently being developed by Gallaudet University.

The particular steps in this process would include the following:

- i. Kickoff meeting to establish design principles
- ii. Review of existing planning documents and standards
- iii. Initial development of vision
- iv. Presentation of vision to DDOT senior staff
- v. Outreach to stakeholders within the Union Market district, including landowners and businesses
- vi. Finalize designs based on feedback from DDOT and Stakeholders
- vii. Adoption of Streetscape Guidelines by DDOT



UNION MARKET

precedent images **streetscape**



