



MEMORANDUM

TO: District of Columbia Zoning Commission
JLS

FROM: Jennifer Steingasser, Deputy Director
Development Review and Historic Preservation

DATE: June 17, 2016

SUBJECT: Setdown Report for ZC #16-10, Consolidated PUD and related Zoning Map Amendment from the C-M-1 District to the C-3-C District, 400 Florida Avenue NE (Square 3588, Lots 4, 25 and 803)

I. SUMMARY RECOMMENDATION

The Applicant, EAJ 400 Florida Avenue LLC c/o Ranger Properties, submitted a request for a consolidated Planned Unit Development (“PUD”) and related zoning map amendment for the property located at 400 Florida Avenue NE (the “Property”) in the Florida Avenue Market (“FAM”) area.

The proposed development results in an FAR of 8.0 and is comprised of 98,836 sf of residential use (110 units), 65,540 sf (164 rooms) and 1,000 sf of retail use within two (2) attached buildings with heights of 109’-7” (hotel, west building) and 120’ (residential, east building). Flexibility with regard to certain zoning regulations has been requested to facilitate the proposed development, which has been summarized in Section II and listed in Section VI in this report.

As described in Section IV of this report, the proposed height and density would not be inconsistent with the Comprehensive Plan and the small area plan known as the Florida Avenue Market Study subject to a determination that the requested flexibility to permit the PUD is balanced by the public benefits.

The Office of Planning recommends the application be **set down** for a public hearing. The following information should be provided prior to a public hearing:

- A refined ground floor plan and in order to ensure activation at primarily the residential ground floor.
- An increase in the amount of gallery space, particularly in the hotel, and partnering with a third-party arts manager in order for the gallery space to be considered a benefit.
- A list of potential locations for off-site parking.
- A chart of average unit sizes and amount of unit type (1 bedroom, 2 bedroom, etc.).

- Floor plans showing the distribution of IZ units in all locations of the residential building.
- Details on how and where deaf space principles will be incorporated into the design.
- A redesign of the residential mechanical penthouse area to meet 1:1 setback or a discussion of why relief is needed.
- Revised plans that reflect discussions with DDOT and public space regarding modifications to the proposed building overhangs beyond the Property boundary.

OP notes that the amount of gallery space does not appear to be significant to the point of being a “public benefit”, particularly in a hotel lobby. OP suggests the space be increased, more defined as a discrete space from the hotel lobby and that the applicant partner with a third-party arts manager in order for the gallery space to be considered a benefit.

II. APPLICATION-IN-BRIEF

Location: Square 3588, Lots 4, 25 and 803. A rectangular property of 20,455 sf bounded by Florida Avenue NE to the south, 4th and 5th Street NE to the east and west respectively and an alley and low-scale wholesale, original market buildings to the north. The Property is within a .3 mile walk from the NOMA-Gallaudet U (New York Avenue) Metro Station.

Ward/ANC: Ward 5, ANC 5D

Applicant: EAJ 400 Florida Avenue LLC c/o Ranger Properties

Current Zoning: C-M-1 Commercial-Light Manufacturing District

Existing Use of the Property: Vacant land and two (2) two-story brick buildings.

Comprehensive Plan Future Land Use Map Designation: Striped one-third each High-Density Commercial, Medium-Density Residential and Production, Distribution and Repair

Property Size: 20,455 sf (.4695 acres)

Proposal: Together with a related map amendment to C-3-C, develop a consolidated PUD with a total FAR of 8.0 comprised of 98,863 sf of residential use (110 units), 65,540 sf of hotel use (164 rooms) and ~1,000 sf of retail use in two (2) connected buildings with heights of 109'-7" (hotel) and 120'(residential).

Relief and Zoning: Pursuant to 11 DCMR Chapter 24, the Applicant seeks:

1. Consolidated PUD and related map amendment to the C-3-C District;
2. Flexibility from the Off-Street Parking Requirements (§2101.1);
3. Flexibility from Loading Requirements (§2201.1);
4. Flexibility from Roof Structure Requirements (§411.18)

Additional Design Flexibility:

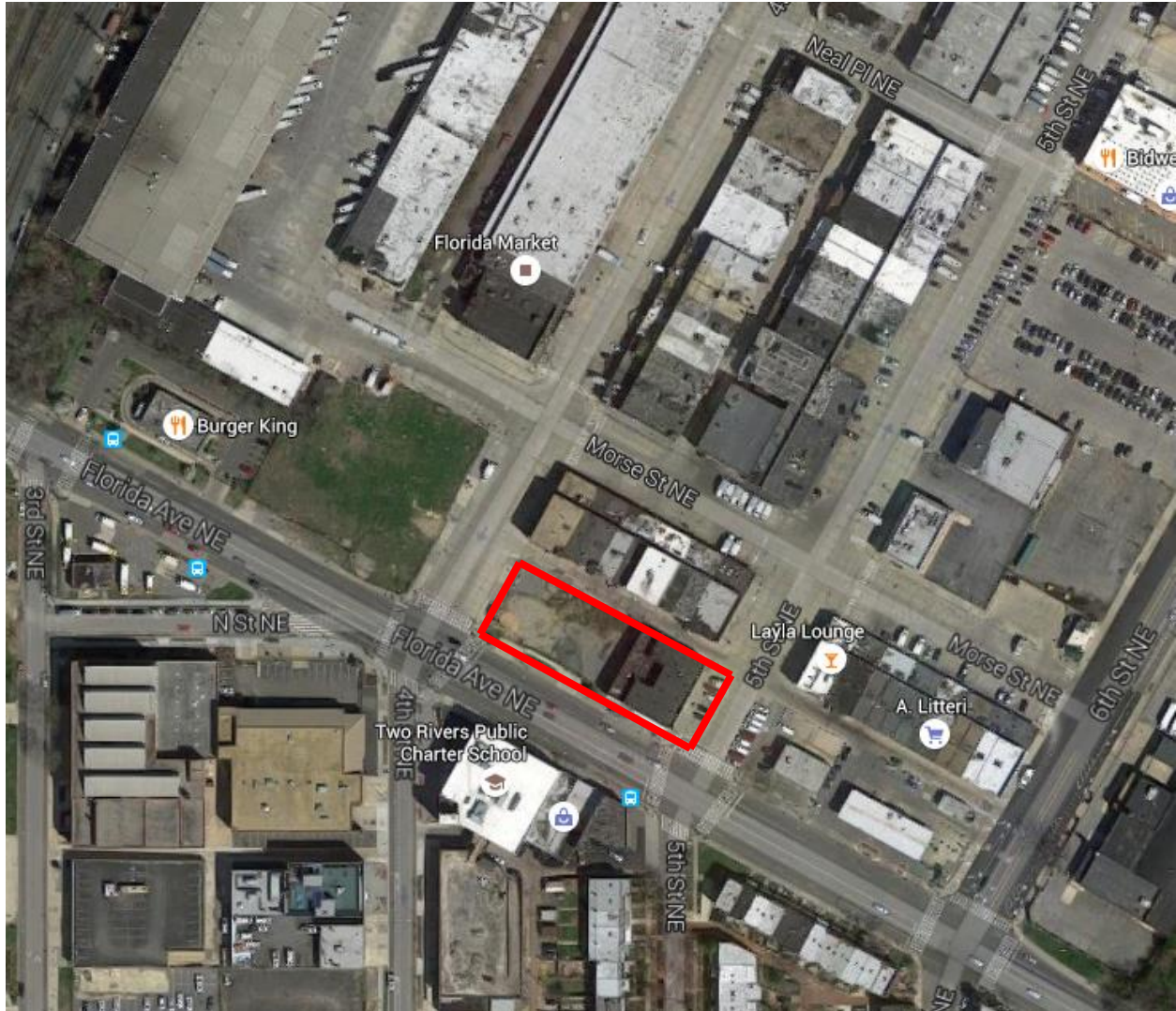
5. Flexibility to vary the number of proposed residential and hotel units (+/- 10%).
6. Flexibility to vary the location and design of all interior components, including partitions, structural slabs, doors, hallways, columns, stairways, and mechanical rooms provided variations do not change the exterior configuration of the building;
7. Flexibility to vary the number of electric charging stations and the number of car sharing spaces.
8. Flexibility to vary the sustainable design features of building provided that the total number of LEED points achievable for the residential portion of the Project is not below the LEED Gold rating standards and that the total number of LEED points achievable for the hotel portion of the Project is not below the LEED Silver rating standards;
9. Flexibility to vary the final selection of the exterior materials within the color ranges and material types as proposed, based on availability at the time of the construction without reducing the quality of the materials; and to make minor refinements to exterior details, locations, and dimensions, including: window mullions and spandrels, window frames, doorways, glass types, belt courses, sills, bases, cornices, railings, canopies and trim; and any other changes in order to comply with all applicable District of Columbia laws and regulations that are otherwise necessary to obtain a final building permit; and
10. Flexibility to vary the features, means and methods of achieving the Green Area Ratio of .2.

OP will review these areas of requested flexibility as part of the final report, but notes that some of the items, such as electric car charging and car sharing spaces are also listed as benefits of the PUD and this section would allow for their removal. The requested flexibility should not result in any needed zoning relief or variance that is not already specifically identified.

III. SITE AND AREA DESCRIPTION

The large, irregularly-shaped Property consists of three (3) record lots totaling 20,455 sf (.4695 acres) in area. There is vacant land and two (2), two-story brick structures on the Property, one of which may have been an original market building. The Property fronts on Florida Avenue NE, a 25' alley to the north and 4th and 5th Streets NE to the east and west respectively. More broadly, the original market structures lay to the north, Two Rivers Charter School lies across Florida Avenue, and proposed PUDs are located in the immediate surrounding area, both in the Florida Avenue Market and across Florida Avenue NE.

The Property is approximately .3 miles from the entrance of the NOMA-Gallaudet U (New York Avenue) Metro Station to the southwest. Please refer to the aerial vicinity map below. The topography of the Property is generally flat, but includes a slight rise in elevation of ~4' from Florida Avenue to the alley to the northern property boundary.



Vicinity Map/ Aerial Photo. Approximate bounds of the Property in red. 2016 Google.

The Property is within the small area plan known as the Florida Avenue Market Study Area which is detailed more specifically below in Section IV. The Florida Avenue Market Study Area is currently undergoing a significant amount of development interest. Within the forty (40) acre market area, there are several approved PUDs, several PUDs currently under review, and others are anticipated to be filed in the near future.

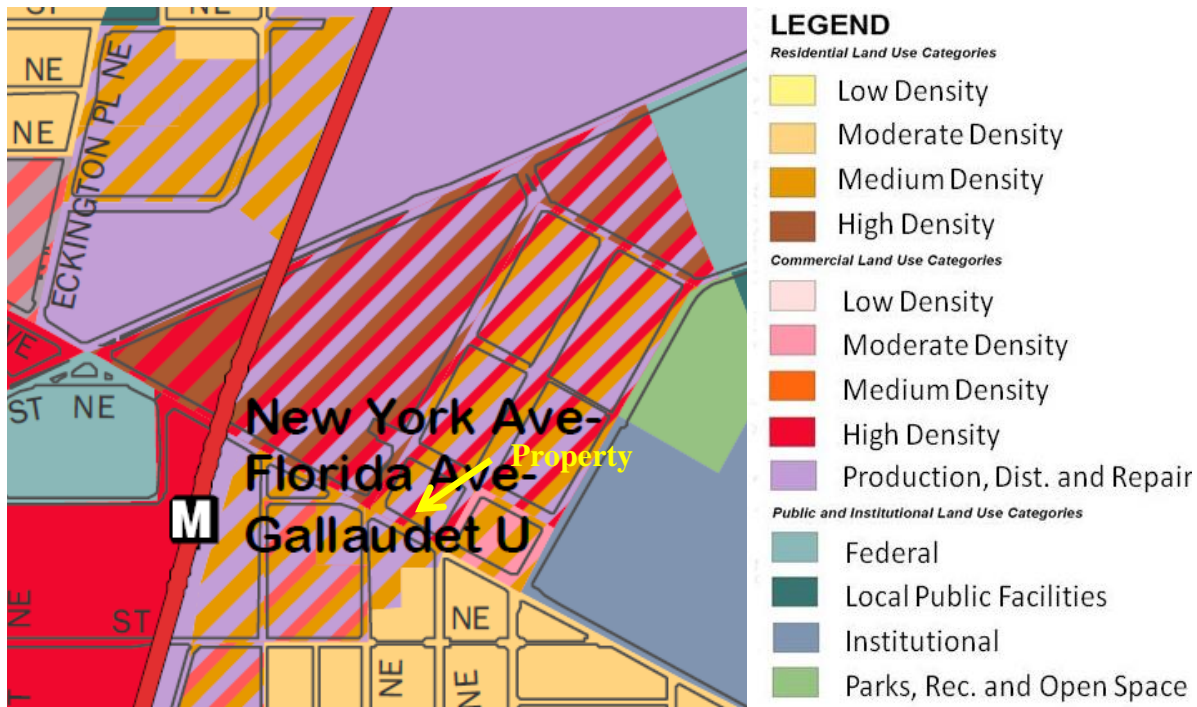
Additionally, the area to the southwest and west of the Property, known as NOMA, subject to the NOMA small area plan, has undergone significant and transformative private and public investment through private development and infrastructure improvements. There are several NOMA PUDs in close proximity to the Property.

IV. COMPREHENSIVE PLAN MAPS AND POLICIES

The proposed PUD must be determined by the Zoning Commission to be not inconsistent with the Comprehensive Plan and with other adopted public policies (§ 2403.4). The map amendment also must be determined not to be inconsistent with the Comprehensive Plan and other adopted policies.

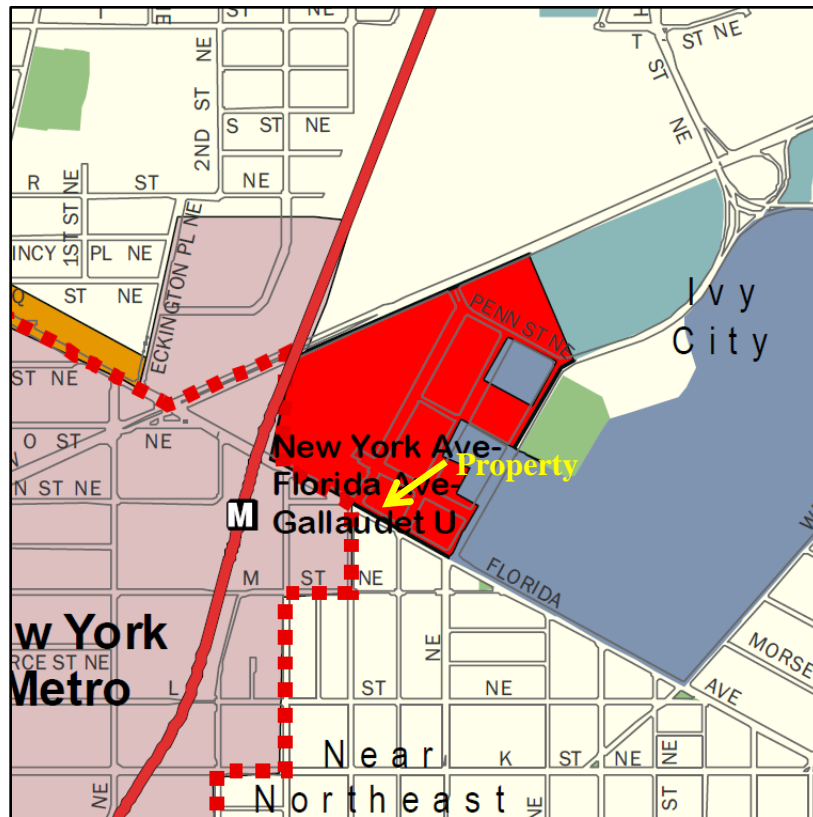
A. Future Land Use Map

The Future Land Use Map designation for the Property is striped for mixed use High-Density Commercial, Medium-Density Residential and Production, Distribution and Repair.



B. General Policy Map

The Generalized Policy Map designates the Property as part of a “Multi-Neighborhood Center” which is to meet the day-to-day needs of residents and workers in the adjacent neighborhoods in terms of both depth and variety. The service areas of Multi-Neighborhood Centers are typically one (1) to three (3) miles. These centers are generally found at major intersections and along key transit routes. These centers might include supermarkets, general merchandise stores, drug stores, restaurants, specialty shops, apparel stores, and a variety of service-oriented businesses. These centers also may include office space for small businesses, although their primary function remains retail trade. Mixed-use infill development at these centers should be encouraged to provide new retail and service uses, and additional housing and job opportunities. Transit improvements to these centers are also desirable. (Comprehensive Plan, §§ 223.4 and 223.5)



C. Comprehensive Plan Policies

The Property is located in the Upper Northeast Area of the Comprehensive Plan. There are several policies within the Upper Northeast Area Element, as well as policies in the Citywide Framework (primarily the Land Use Element), which encourage a mix of uses in the Florida Avenue Market/Capital City Market Area, medium-high density development and hotel uses for economic development.

More specifically, the Property is located within the Florida Avenue Market Area Study (2009), a small area plan adopted by City Council, which includes general guidance for the immediate area, as well as site-specific guidance.

Finally, the area is included in the “Ward 5 Works: Ward Five Industrial Land Transformation Study” area. The ways in which this study is applicable to the Property is detailed below.

Ultimately, a map amendment-related PUD development facilitated by the regulations of the C-3-C zone would help achieve the applicable policies. Please note bold text are portions that relate to this PUD request.

Upper Northeast Area Element (“UNE”):

- Planning and Development Priority h.: “Upper Northeast did not experience the kind of large-scale development experienced elsewhere in the city between 2000 and 2005, but that is likely to change in the next few years. **Proposals to redevelop the Capital City Market as ‘new town’ are being discussed...Growth and development must be carefully managed to avoid**

negative impacts, and should be leveraged to provide benefits for the community wherever possible. (§2407.2)

- UNE-1.1.8: Untapped Economic Development Potential: Recognize the **significant potential** of the area's commercially and industrially-zoned lands, particularly along the New York Avenue corridor...and **around the Capital City Market, to generate jobs, provide new shopping opportunities, enhance existing businesses, create new business ownership opportunities, and promote the economic well-being of the Upper Northeast community.** The uses, height and bulk permitted under the existing M and C-M-1 zones are expected to remain for the foreseeable future. (§2408.9)
- UNE-1.2.1: Streetscape Improvements: **“Improve the visual quality of streets in Upper Northeast, especially along...Florida Avenue...Landscaping, street tree planting, street lighting, and other improvements should make these streets more attractive community gateways.”** (§2409.1)
- UNE-2.1.2: Capital City Market: **“Redevelop the Capital City Market into a regional destination that may include residential, dining, entertainment, office, hotel and wholesale food uses...”** (§2411.6)
- Action UNE-2.1.A: Capital City Market: **“Develop and implement plans for the revitalization and development of the Capital City Market into a mixed use residential and commercial destination.** Redevelopment plans for the site shall be achieved through a collaborative process that involves the landowners and tenants, the project developers, the District government, and the community.” (§2411.9)

Citywide Guiding Principles:

- Land Use (“LU”)-1.3.2: Development Around Metrorail Stations: **Concentrate redevelopment efforts on those Metrorail station areas which offer the greatest opportunities for infill development and growth,** particularly station in areas...with large amounts of vacant or poorly utilized land in the vicinity of the station entrance... (§306.11)
- LU-3.1.4 Rezoning of Industrial Areas: **“Allow the rezoning of industrial land for non-industrial purposes only when the land can no longer viably support industrial or PDR activities or is located such that industry cannot co-exist adequately with adjacent existing uses. Examples include land in the immediate vicinity of Metrorail stations...”** (§314.10)
- Housing-1.1.4: Mixed Use Development: **Promote mixed use development, including housing, on commercially zoned land,** particularly in neighborhood commercial centers, along Mains Street mixed use corridors, and **around appropriate Metrorail stations.** (§503.5)
- Urban Design-1.4.1: Avenues/Boulevards and Urban Form: **Use Washington’s major avenues/boulevards as a way to reinforce the form and identity of the city, connect its neighborhoods, and improve its aesthetic and visual character. Focus improvement efforts on avenues/boulevards in emerging neighborhoods, particularly those that provide important gateways or view corridors within the city.** (§906.4)
- LU-2.4.11: Hotel Impacts: Manage the impacts of hotel on surrounding areas, particularly in the New Northwest neighborhoods where large hotels adjoin residential neighborhoods. **Provisions**

to manage truck movement and deliveries, overflow parking, tour bus parking, and other impacts associated with hotel activities should be developed and enforced.

- Economic Development-2.3.1: Growing the Hospitality Industry: **Develop** an increasingly robust tourism and convention industry, which is underpinned by **a broad base of arts, entertainment, restaurant, lodging, cultural and government amenities**. **Strive to increase: (a) the total number of visitors to Washington; (b) the number of visitors staying in the District** (rather than in suburban hotels); and (c) longer visitor stays in Washington. Promote the District not only as the preferred base for exploring the city's attractions but also the preferred overnight base for visiting regional attractions. (§709.5)
- 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)
- ED-2.3.9: Hospitality Workforce Development: Recognize the **potential for the hospitality sector to generate entry level jobs and opportunities for upward mobility** for District residents by promoting vocational, job training, and job placement initiatives in this sector, and by working with local hotels, the District of Columbia Hotel Association, the Washington Convention and Tourism Corporation, and others. (§709.13)

D. Florida Avenue Market Study

The Florida Avenue Market Study ("FAMS") was completed by the Office of Planning in March 2009 as a result of several catalysts which included development pressure within and around the NOMA-Gallaudet (New York Avenue) Metro Station, guidance from the Comprehensive Plan, the New Town at Capital City Market Revitalization Development and Public/Private Partnership Emergency Act of 2006, the Northeast Gateway Revitalization Strategy, and the Gallaudet University Campus Plan. It was adopted by City Council and is a small-area plan. Within the FAMS, is a "Development Framework." The purpose of the FAMS "Development Framework" is to provide opportunities, guidance and direction for developers and property owners as they propose redevelopment solutions of the ~40 acre area (p.6). It defines a redevelopment vision which includes a recognition of the "grittiness" of the wholesale, ethnic market retail niche in its current state, as well as its turn-of-the century historic Capital Market past; future development as a mixed-use neighborhood with a focus on retail and food-related retail; inclusion of historic market structures that are to remain; new bustling and alluring ground floor uses; pedestrian and bicycle connections to the NOMA-Gallaudet (New York Avenue) Metro station and to the Metropolitan Branch Trail; and finally an improved public realm of streets, sidewalks, open spaces, plazas and gathering places. The following includes general guidance for the redevelopment Property, which is primarily taken from the Development Framework section of FAMS (p.49-76):

- Zoning and Intensity Plan (Figure 6.01) p. 56-57: Designated as "Medium - High Density," which corresponds to a PUD development of 70' to 130' in height and an FAR range of 5.0 to 8.0 FAR.

- “To fulfill the public real and sense of place vision for the Study Area, it is essential that street-activating or pedestrian-enlivening activities are featured in the ground floors of development or within public space of key streets ...”(p.54)
- “Sense of Place: Utilize design techniques in new construction to enhance the sense of place and pedestrian character of the FAMS.” (p.58)
- “Public Realm: Create a pedestrian-friendly environment with clear pathways throughout the market...Improve sidewalk conditions...encourage active ground-floor uses (such as restaurants and retail) along expected pedestrian routes to increase visual interest and safety...” (p. 59)
- “Transportation: Evaluate each new development proposal to ensure that vehicular navigation, truck traffic in particular, runs smoothly, encouraging the separation of vehicular and pedestrian traffic whenever possible and placement loading docks to the rear and side of buildings. (p.59)
- The property is designated as “Pedestrian Active—community services, entertainment, restaurant or retail” on Illustrative Site Plans. (p. 77 and 79)

The proposed development generally fulfills the zoning, use and intensity plan guidance in the FAMS, as well as the guidance regarding street-activation, pedestrian character and public realm with its landscaped streetscape, canopy and ground floor uses; however more retail could be considered. Additionally, a 16’ sidewalk is called for on 5th Street and the Applicant proposes a 10’ wide sidewalk and generous 12’ wide street tree planting bed.

E. “Ward 5 Works: Ward 5 Industrial Land Transformation Study”

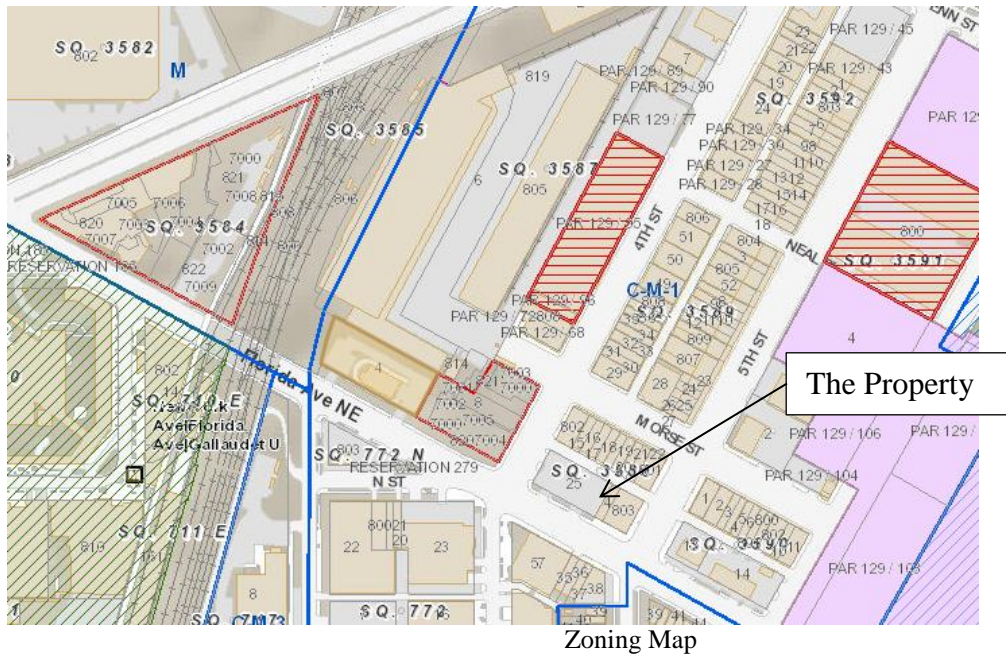
Through mayoral executive order in 2013, a task force was established to create a strategy for the modernization and adaptive use of industrial land in Ward 5. The resultant study strives to do the following: guide the development of existing industrial land into cutting-edge and sustainable production, distribution and repair industry that diversifies the District economy; recommend the preservation of industrial lands; serve as a hub for low-barrier employment and job-training; allow for cheaper land costs; complement and enhance the integrity of neighborhoods; and provide opportunities for arts, recreation and other community amenities, as well as creative start-up maker businesses.

The Property is within the 1,030 acre “Ward 5 Works” study area, and is specifically within the area named the ‘New York Avenue South’ area. While the proposed map amendment-related PUD would preclude future light industrial uses on the Property, the “Ward 5 Works” study acknowledges the FAMS and the market’s revived food distribution and production role, the fast-growth rate of the District, and market pressures for development by Metro that have resulted in zoning map changes that allow for residential uses and a mix of uses that do not otherwise allow for industrial uses (p.20-22). It also states: “In some ways, this area [FAM] is already sustaining production distribution and repair (PDR) growth—particularly among food industries based in the FAM, though this zone also features several blighted and underperforming properties as well...sites in this zone feature somewhat better vehicular

pedestrian connectivity as...Florida Avenue connect[s] to the broader city. This area still requires improved pedestrian and transit access to meet its potential as a PDR hub.” (p.49). In terms of request and its acknowledgement of the Ward 5 Works study, the proposed ground-floor retail uses provide an opportunity for certain creative, maker uses that complement the food-focused retail of Union Market.

V. ZONING

The Property is currently zoned to the “C-M-1” Commercial-Light Manufacturing District, which is intended to provide sites for light manufacturing activities including warehousing, office and automotive usage at a low intensity level. It does not permit residential use or mixed use development with a residential component. The Applicant proposes C-3-C Major Business and Employment Center District which is designed to accommodate major business and employment centers, housing and mixed use development. It allows for compact, medium-high density development, including office, retail housing and mixed-use development.



The following table compares the existing matter-of-right development capacity of the C-M-1 District with the requested C-3-C District regulations:

Standard	C-M-1 By Right	C-3-C By Right	C-3-C PUD	Proposal
Uses	Industrial, commercial	Office, retail, residential and mixed use	Office, retail, residential, hotel and mixed use	Residential and hotel with 1,000 sf of ground floor retail
Height in feet/stories	40 ft./3-stories	90 ft.	130 ft.	109'-7" (hotel) and 120' (residential)
FAR	3.0	6.0	8.0	8.0
Lot Occupancy %	Not specified	100%	100%	Overall 75.23%
Rear Yard	For the portion of the structure above 20' in height, 12 ft.	2.5"/vertical feet in height, but $\geq 12'$	2.5"/vertical feet in height, but $\geq 12'$	45' (measured from the CL of 4 th St. NE)
Side Yard	None required	None required, but if provided, then 2" in width/vertical feet in height, but $\geq 6'$	None required, but if provided, then 2" in width/vertical feet in height, but $\geq 6'$	0'/None provided
Courts	If provided, 6' width for open court and 2.5"/foot of height in width	Width of Open Court: 4"/foot in vertical height, > 15'; Area of Closed Court: 2x the square of the width of the court, but >350 sf	Width of Open Court: 4"/foot in vertical height, > 15'; Area of Closed Court: 2x the square of the width of the court, but >350 sf	40' required; 57' (hotel) and 84' (residential) provided
Parking (spaces)	1/1000 sf of manufacturing, industrial or whole sale establishment	1 space/1,800 sf office; 1 space/750 sf retail (if more than 3,000 sf); 1 space per 4 units	1 space/1,800 sf office; 1 space/750 sf retail (if more than 3,000 sf); 1 space per 4 units/rooms	Relief Requested, 69 spaces required, 0 provided on-site, 3 reserved on site for car sharing/car charging
Loading	Berth: 1 @ 30' deep Platforms: 1 @ 100 sf & 1 @ 200 sf	Multifamily > 50 units 1 berth @ 55 ft. 1 platform @ 200 sf. 1 svc space @ 20 ft. Office & Retail (8,000 sf+): 1 berth @ 30 ft. 1 platform @ 100 sf 1 svc space @ 20 ft.	Multifamily > 50 units 1 berth @ 55 ft. 1 platform @ 200 sf. 1 svc space @ 20 ft. Hotel: 1 berth @ 30 ft. 1 platform @ 100 sf 1 svc space @ 20 ft.	Relief Requested to provide: 1 berth @ 30' 1 platform @ 500 sf For both uses

VI. FLEXIBILITY

The following zoning flexibility is requested to facilitate the PUD -related map amendment:

- Roof Structures Setback (§411.18):
The mechanical penthouses of both the hotel and residential buildings are not setback from the rear open court. The Applicant states that in both cases the amenity/habitable space within the penthouses will be setback 1:1. OP requests the Applicant to study the setback requested at the residential building as it would appear a portion of the mechanical penthouse could be setback 1:1, as this area is not stairs or elevator shafts.
- Loading (§ 2201.1):
The Applicant has requested loading relief to provide one berth at 30' deep and one platform at 500sf, where 1 berth at 30', one berth at 55', one platform at 200 sf and two service delivery spaces at 20' deep. OP will consult with DDOT regarding the adequacy of the provided loading.
- Required Off-Street Parking Relief:
The Applicant requests to provide 0 parking spaces where 69 are required for both uses. Three (3) spaces are proposed as reserved for car sharing and/or car charging. While the Applicant states there will be best efforts made to provide temporary 50 spaces nearby, the location has not been identified. More information is needed to evaluate this issue.
- Number of Residential Units: The Applicant requests the ability to provide a range of the number of residential units within 10%.
- Interior Components, Exterior Materials: The Applicant requests the ability to vary interior components and exterior materials.
- Sustainable Features: The Applicant requests the ability to vary sustainable design features provided the total number of LEED points meets LEED Silver and Gold for the hotel and residential building respectively, as well as the features, means, and methods of achieving the requisite GAR.

VII. PUD EVALUATION STANDARDS AND PUBLIC BENEFITS AND AMENITIES

The purpose and standards for Planned Unit Developments ("PUD") are outlined in 11 DCMR, Chapter 24. Section 2400.1 and 2400.2 states "The PUD process is designed to encourage high quality developments that provide public benefits...The overall goal is to permit flexibility of development and other incentives, such as increased building height and density; provided, that the project offers a commendable number or quality of public benefits and that it protects and advances the public health, safety, welfare, and convenience." The Applicant has requested various flexibilities detailed above and also offers several public benefits and amenities.

The Applicant requests a PUD and related map amendment, which is not inconsistent with the Comprehensive Plan, to allow approximately **70 and 80' of additional building height** above the C-M-1 limits, as well as a **density increase of 5.0 FAR or 103,011 sf**.

Per § 2403.3 PUD Evaluation Standards, the PUD regulations further state that "[t]he impact of the project on the surrounding area and upon the operations of city services and facilities shall not be

unacceptable, but shall instead be found to be either favorable, capable of being mitigated, or acceptable given the quality of public benefits in the project.”

Sections 2403.5 – 2403.13 of the Zoning Regulations state the definition and evaluation standards of public benefits and project amenities. Public benefits are tangible, quantifiable superior features of a proposed PUD that benefit the surrounding neighborhood or public in general to a significantly greater extent than would likely result from a by right project. A project amenity is type of public benefit that is a functional or aesthetic feature of a development that adds to the attractiveness, convenience or comfort of the occupants and immediate neighbors.

In its review of a PUD application, § 2403.8 states that “...the Commission shall 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.” To assist in the evaluation, the Applicant is required to describe amenities and benefits, and to “show how the public benefits offered are superior in quality and quantity to the typical development of the type proposed...” (§2403.12).

The Applicant has offered the following amenities and benefits as an offset to the additional development gained through the application process:

- (a) *Urban design, architecture, landscaping, or creation or preservation of open spaces - § 2403.9(a)*

Urban Design

In terms of urban design, the Applicant will improve the current pedestrian realm from its current state through the ground floor building design and the streetscape elements.

Ground Floor Building Design: The building design at the ground floor includes base articulation through the use of masonry, metal-framed windows, and canopies that help establish a comfortable pedestrian-scale. The ground floor uses include a small amount of retail, hotel lobby, hotel office, hotel lounge residential gym, lobby and library. While there will be multiple entrances, OP is unclear if the proposed uses along the residential building will serve to activate Florida Avenue NE. OP requests the Applicant study this further.

Streetscape Elements: The Applicant will provide new streetscapes, all of which are in keeping with the streetscape design guidelines of the FAMS (which include tree pit, clear sidewalk etc. with certain widths for each street), except for 5th Street NE, where the Applicant is providing less clear sidewalk (10’) than recommended (16’). However, the Applicant is providing larger than typical planting beds/tree pits of 12’ in width along 5th Street NE. OP will seek DDOT input in this regard.

Architecture

The proposed architecture is considered contemporary. The hotel building façade includes red brick with case stone accents, and the loggia includes stucco and metal panel or a composite material. OP seeks more detail on the material hanging from the ceiling of the loggia and asks the Applicant to consider brick on the main façade wall of the loggia, instead of stucco, to add texture. The residential building façade will include composite material or metal panel, and brick, with an aluminum window system. The residential façade appears flat and OP seeks additional building articulation through materials or other modifications, if possible.

Landscaping and Creation of Open Space

The Applicant proposes to provide landscaping and open space in the form of an expanded street tree planting strip of 12’-wide along 5th Street NE, planting bed/buffers along Florida Ave NE and 5th Street NE, and a private hotel terrace on the first or second level of the hotel, facing the alley. The Applicant

also intends to provide trees and a planting strip along the alley at the rear of the hotel. On the roof and penthouse levels, the Applicant depicts green roofs for the majority of the roof. The hotel and residential amenity terrace will face Florida Avenue NE on both buildings. The Applicant also shows green roof on the 2nd story roof covering the loading area, at the residential building.

(b) Site planning, and efficient and economical land utilization - § 2403.9(b)

The proposal would maximize use of an underutilized site located within .3 miles of a Metro station.

(c) Historic preservation of private or public structures, places, or parks - § 2403.9(d)

The existing Property has no historic buildings on site. OP Historic Preservation Staff analyzed 418 Florida Avenue NE with regard to its inclusion in the historic spine of the FAM area. They have determined it is not to be included in the historic spine of the FAM area.

(d) Housing - § 2403.9(f)

The Applicant proposes to provide 98,836 square feet of residential use. The minimum IZ requirement of 8% of the residential GFA would be 7,906 sf with units at 80% AMI. The Applicant proposes 12% of the residential GFA, or 11,860 sf, with half of the units (5,930 sf) at 80% AMI and half at 50% AMI. OP considers the IZ benefit beyond the minimum IZ requirement a benefit of the PUD.

(e) Environmental benefits- § 2403.9(h)

The Applicant will register the project for a LEED Silver rating from USGBC for the hotel and LEED Gold rating for the residential building, which OP considers a benefit.

OP encourages the Applicant to achieve LEED Gold for the hotel as well.

(f) Uses of special value to the neighborhood or the District of Columbia as a whole § 2403.9 (i)

The Applicant intends to bring a hotel to the FAM area, which helps spur economic growth and activity including job creation. It will help serve the density and uses planned for the market area. Additionally, residential use with an affordable housing component serves the District in its housing needs due to a growing population.

Hotels offer an employment opportunity for a wide range of skills and related services. OP encourages the Applicant to participate in the DSLBD programs to hire locally and to use local support services such as laundry, wherever possible.

VII. AGENCY REFERRALS

If this application is set down for a public hearing, the Office of Planning will refer it to the following government agencies for review and comment:

- Department of the Environment (DDOE);
- Department of Transportation (DDOT);
- Department of Housing and Community Development (DHCD);
- Department of Parks and Recreation (DPR);
- Department of Public Works (DPW);
- DC Public Schools (DCPS);
- Fire and Emergency Medical Services Department (FEMS);
- Metropolitan Police Department (MPD);
- Washington Metropolitan Area Transit Authority (WMATA); and
- DC Water.

VIII. COMMUNITY COMMENTS

The site is located in ANC 5D. To date, the Applicant has met with the adjacent ANC 6C. OP encourages the applicant to continue its community outreach efforts throughout the public review process.

JS/mcr