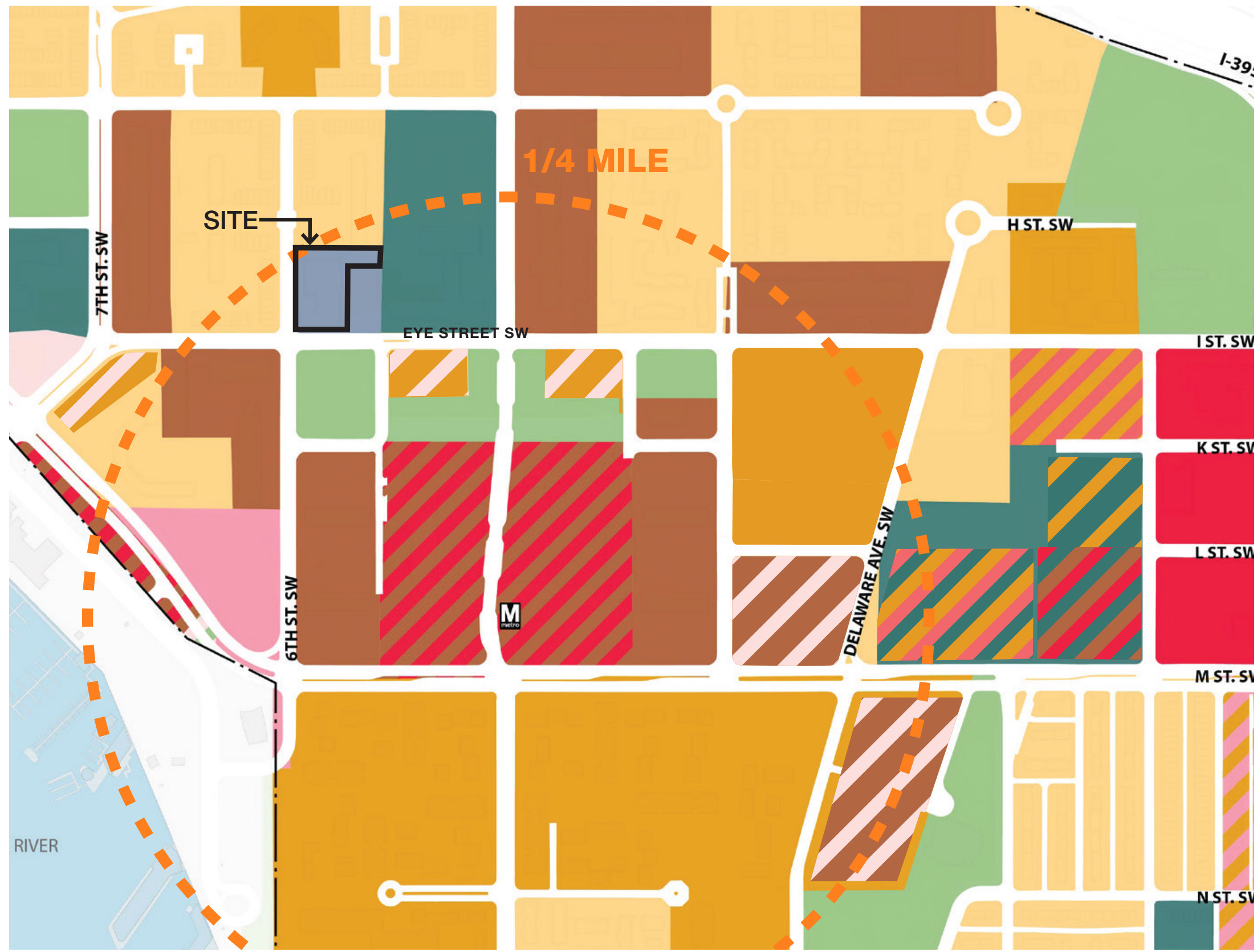


# FUTURE LAND USE MAP WITH SW SMALL AREA PLAN CHANGES



- MODERATE DENSITY RESIDENTIAL (1-3 STORIES)
- MEDIUM DENSITY RESIDENTIAL (4-7 STORIES)
- HIGH DENSITY RESIDENTIAL (8+ STORIES)
- LOW DENSITY COMMERCIAL
- MODERATE DENSITY COMMERCIAL
- MEDIUM DENSITY COMMERCIAL
- HIGH DENSITY COMMERCIAL
- PARKS AND OPEN SPACE
- LOCAL PUBLIC
- PUBLIC, INSTITUTIONAL
- STRIPING INDICATES A MIX OF USES

## THE BARD REDEVELOPMENT

## PLANNING BACKGROUND

shalom baranes associates architects

## RECOMMENDATIONS

*Goal: Build on and market existing cultural assets and institutions to reinforce the concept of an arts and cultural destination.*

- AC.1** Foster the Southwest neighborhood arts hub by expanding events, such as Jazz Night at Westminster, Southwest Night at Arena Stage, activities with Blind Whino, and future events with the proposed Rubell Museum at the Randall School.
- AC.2** Promote the arts as a community amenity in neighborhood marketing materials and communicate current and planned activities involving the arts to residents throughout the District of Columbia. Develop a single source to advertise and promote all arts events in one place for easier access and more effective marketing.

*Goal: Strengthen 'I' Street as a cultural corridor.*

- AC.3** Renovate the Randall Recreation Center to support both recreation and multi-purpose arts focused programming while maintaining existing playing fields and greenspaces.
- AC.4** Market the required affordable units in the new Randall School development to artists who meet the affordability requirements.
- AC.5** Encourage the creation of incubator space for local arts organizations or other creative entrepreneurs (e.g., web designers, film editing, production, culinary space, etc.) or local business start-ups on the ground floors of new buildings on M and 'I' Streets.

*Goal: Grow the presence of the arts throughout the Southwest neighborhood.*

- AC.6** Initiate a pilot improvement project for at least one underpass to include unique public art and lighting.
- AC.7** Support the use of grants, pilot programming or public/private partnerships to help fund "pop-up" programming, short-term events and other efforts by the Neighbors of the Southwest Duck Pond to expand activities in this location.



SOUTHEASTERN UNIVERSITY



## SOUTHEASTERN UNIVERSITY SITE

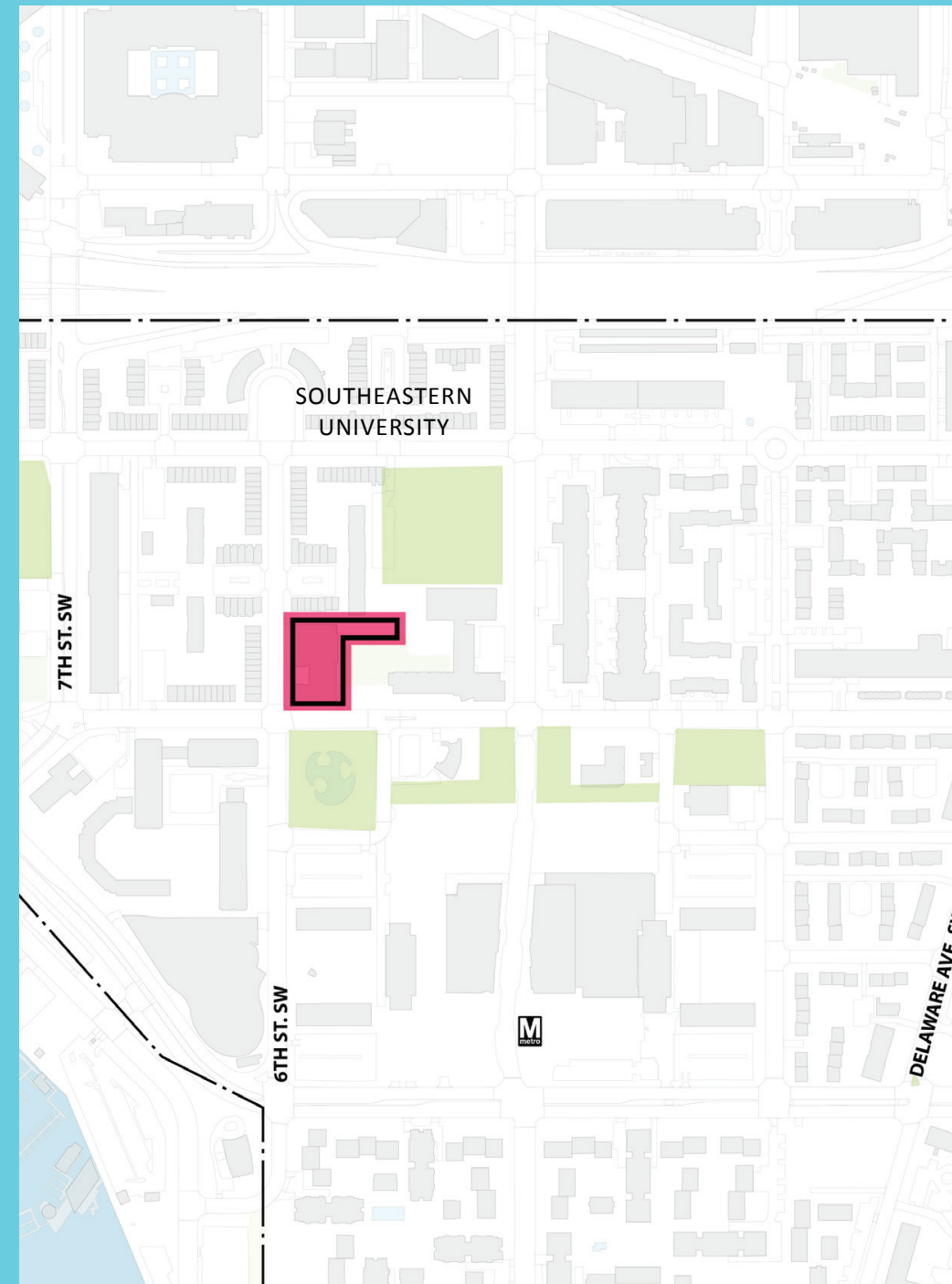
This site, located at 501 'I' Street SW, was initially constructed in 1948 as the Metropolitan Boys Club. It was later expanded by Modernist architect Charles Goodman to become the Hawthorne School. Additional wings were added as was the concrete façade that is still in existence. The building was sold in 1972 to Southeastern University which operated an adult education campus until closing permanently in 2010. Since that time, that building has been vacant and fallen into disrepair.

During this planning process, a prominent theater company, Shakespeare Theater Company (STC), proposed a plan to convert the property into its new headquarters with artist space by tearing the existing building down and erecting a larger building in its place. STC planned to partner with a private developer to include additional market rate housing as well as housing specifically for visiting actors. This site is a preferred location for an arts and cultural use as it complements and augments the arts uses already in Southwest and further anticipates the Plan's vision for cultural uses along 'I' Street. Convenient access to Metro is also a plus for many of the visiting actors who would use the rehearsal space.

The site itself is currently designated "Institutional" on the Comprehensive Plan Future Land Use map which is in keeping with its historic educational and nonprofit uses. It is zoned R-3 which permits low density residential uses such as townhomes.

During this planning process, the community expressed an understanding of the theater's need for additional space and recognized the merits of having a world class theater headquartered in Southwest. However, it was clear that many adjacent residents have serious concerns about the compatibility of a 6-9 story building within the existing townhome community. The land use designation would need to be changed to facilitate the full building program as required by the theater company and its development partner.

At this time, the Southwest Neighborhood Plan is not making a recommendation for a land use designation change for this site until further outreach efforts can be conducted by the STC and its development partner to address community concerns. A cultural use at this site would be a preferred use going forward and efforts to change the land use should seriously be considered by the community and the ANC. The theater is encouraged to continue the dialogue with the Southwest neighborhood through the upcoming Comprehensive Plan Amendment process which will get underway in 2015.



KEY SITES



FIGURE 7.1 | DISTRICT PROPERTIES





