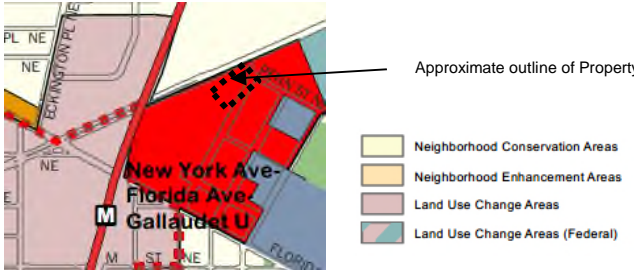
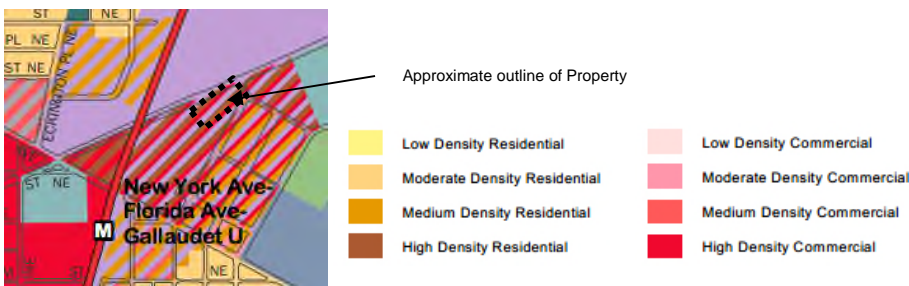


Exhibit E

Analysis of this Application’s Consistency with the Comprehensive Plan and Florida Avenue Market Study Small Area Plan

Map Designation	Application to the Project
<p>The Property is designated on the Generalized Policy Map as a “Multi-Neighborhood Center,” which is intended as “include a greater depth and variety” of uses relative to Neighborhood Commercial Centers and “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 residential and office space for small businesses, although their primary function remains retail trade.” 10-A DCMR §§ 225.17.</p> 	<p>The Project* is not inconsistent with the Generalized Policy Map’s Multi-Neighborhood Center designation for the Property given the proposed amount of residential and retail/restaurant/service and related uses within the Project.</p> <p>*Unless otherwise defined in this Exhibit, all capitalized terms used herein have the meaning first set forth in the Statement to which this Exhibit is attached.</p>
<p>The Property is shown on the Future Land Use Map as “Mixed Use” “High-Density Residential,” “High-Density Commercial,” and “PDR” which allows for mixed office/retail buildings and high density residential uses, all with FARs above 6.0. <i>Id.</i> §§ 227.8, 227.13, 227.14.</p> 	<p>The Project is not inconsistent with the Future Land Use Map’s designation for the Property. The mixed-use Project with an FAR in excess of 9.0 is not inconsistent with this designation, especially given its proximity to the Metro and its proceeding as a PUD. Moreover, the Project accommodates and incorporates PDR/Maker uses consistent with the PDR designation for the Property.</p>

Analysis of Consistency of this Application with the Comprehensive Plan and the Small Area Plan

Policy Objective	Application to the Project
Framework Element: Guiding Principles	
<p>2. Change in the District of Columbia is both inevitable and desirable. The key is to manage change in ways that protect the positive aspects of life in the city . . . and reduce negatives such as poverty, crime, and homelessness. <i>Id.</i> § 219.2¹</p>	<p>The Project represents positive, desirable change, and improvement of a currently underutilized lot that currently includes a large amount of surface parking and four curb cuts.</p>
<p>4. Diversity also means maintaining and enhancing the District’s mix of housing types. Housing should be developed for households of different sizes, including growing families as well as singles and couples. <i>Id.</i> § 219.4</p>	<p>The Project includes a substantial amount of new housing including several large units that add unit type diversity to the housing stock, including three-bedroom family-sized units.</p>
<p>4. The District needs both residential and non-residential growth to survive. Nonresidential growth benefits residents by creating jobs and opportunities for less affluent households to increase their income. <i>Id.</i> § 219.5</p>	<p>The Project adds both residential and non-residential uses in support of this principle.</p>
<p>6. A large component of current and forecasted growth in the next decade is expected to occur on large sites that are currently isolated from the rest of the city. Rather than letting these sites develop as gated or self-contained communities, they should be integrated into the city’s urban fabric through the continuation of street patterns, open-space corridors and compatible development patterns where they meet existing neighborhoods. Since the District is landlocked, its large sites must be viewed as extraordinarily valuable assets. Not all should be used right away — some should be “banked” for the future. <i>Id.</i> § 219.5</p>	<p>The Project is located on a large site that will be developed in a manner that improves the surrounding street grid to become integrated into and compatible with surrounding development.</p>
<p>7. Redevelopment and infill opportunities along corridors and near transit stations will be an important component of reinvigorating and enhancing our neighborhoods. Development on such sites must be designed to respect the integrity of stable neighborhoods and the broader community context, and encourage housing and amenities for low-income households, who rely more on transit. Adequate infrastructure capacity should be ensured as growth occurs. <i>Id.</i> § 219.7</p>	<p>The Project is a redevelopment of an infill site near transit. The Project respects the high density and mixed-use character of the surrounding Union Market District.</p>
<p>9., 10., and 18. . . Residents and communities should have meaningful opportunities to participate in all stages of planning, policy, public investment, and development decision-making. . . . We should encourage collaborative, community-led processes that bring together diverse perspectives. These processes should be clear, open and transparent. Notification procedures should be timely, provide appropriate information, and allow adequate, but not unnecessarily prolonged, time to respond. . . . Public input in decisions about land use and development is an essential part of creating successful neighborhoods, from development of the Comprehensive Plan to every facet of its implementation. <i>Id.</i> §§ 220.1, 220.2, and 220.10</p>	<p>The Project’s design and mix of uses are the result of several months of community engagement and public participation. The Applicant expects that such engagement and participation will continue through the PUD process.</p>

¹ All references to and excerpts 10-A DCMR ch. 2 are to the amended Framework Element, which is now effective as of the date of this Updated Application.

Analysis of Consistency of this Application with the Comprehensive Plan and the Small Area Plan

<p>13. The recent population boom has triggered a crisis of affordability in the city, creating a hardship for many District residents and changing the character of neighborhoods. The . . . production of new affordable housing, especially for low-income and workforce households, [is] essential to avoid a deepening of racial and economic divides in the city, and must occur city-wide to achieve fair housing objectives. Affordable renter-and owner-occupied housing production and preservation is central to the idea of growing more inclusively. <i>Id.</i> § 220.5</p>	<p>At least 10% of the Project’s residential gross floor area is affordable at a mix of 50% MFI and 60% MFI in furtherance of this objective.</p>
<p>28. Increased mobility can no longer be achieved simply by building more roads. The priority must be on investment in other forms of transportation, particularly transit. Mobility can be enhanced further by improving the connections between different transportation modes, improving safety and security of users of all transportation modes, and increasing system efficiency. <i>Id.</i> § 222.1</p>	<p>The Project encourages multi-modal access given the location to the Metrorail, its prioritization of walking and bicycling, and its relative de-emphasis of vehicles.</p>
<p>29. Transportation facilities, including streets, bridges, transit, sidewalks, and paths, provide access to land and they provide mobility for residents and others. Investments in the transportation network must be equitably distributed, prioritize safety, access and sustainable transportation, and balance the needs of pedestrians, bicyclists, transit users, autos and delivery vehicles, as well as the needs of residents and others to move around and through the city. <i>Id.</i> § 222.2</p>	<p>The Project supports and serves pedestrians and cyclists. Loading for the Project occurs entirely out of the public realm.</p>
<p>34. The District’s communities are connected by a shared heritage of urban design, reflecting the legacy of the L’Enfant Plan, the McMillan Plan, the Height Act of 1910, and preservation of much of the historic urban fabric. After more than two centuries of building, the nation’s capital is still a remarkable place. Urban design and streetscape policies must retain the historic, majestic, and beautiful qualities that make Washington unique among American cities. <i>Id.</i> § 222.7</p>	<p>The Project applies urban design principles that are compatible with the surrounding buildings and that reinforce contemporary best practices such as orientation to the street and a lack of surface parking.</p>
<p>35. Focus the city’s resilience goals on supporting inclusive growth for all residents, preparing the city for the impacts of climate change, and embracing advances in technology, while minimizing the negative impacts of change. <i>Id.</i> § 223.1</p>	<p>The Project is constructed entirely outside of the 500-year floodplain to avoid adverse climate change impacts.</p>
<p>38. As the nation’s capital, the District should be a role model for environmental sustainability. Building construction and renovation should minimize the use of nonrenewable resources, promote energy and water conservation, encourage the use of distributed energy resources like rooftop solar, and reduce harmful effects on the natural environment. <i>Id.</i> § 223.4</p>	<p>The Project is constructed on an infill, unforested location and will result in the planting of new trees. The Project is designed with environmentally-progressive principles and will be certified LEED v. 4 Gold. The Project adds many other green features.</p>
<p>39. Planning decisions should improve the health of District residents by reducing exposure to hazardous materials, improving the quality of surface and groundwater, and encouraging land-use patterns and land uses that reduce air pollution and facilitate pedestrian and bicycle travel. <i>Id.</i> § 223.5</p>	<p>The Project’s transit-oriented location is considered to be environmentally preferable. The Project includes stormwater and landscaping elements that improve surface and ground water quality.</p>

Analysis of Consistency of this Application with the Comprehensive Plan and the Small Area Plan

Florida Avenue Market Study – Small Area Plan (June 2009)	
<p>The Small Area Plan includes an eight-point summary (enumerated below) of the vision statement for the future of the Union Market District² plus recommendations for “Land Use and Development,” “Urban Design” and “Transportation and Public Realm,” relevant excerpts from which are recited below and, where applicable, are grouped with the corresponding high-level vision statement. In addition, the Small Area Plan includes intensity and use maps, also excerpted below. In general, the Project is remarkably consistent with each of the eight recommendations and with the urban design and open space commentary in the Small Area Plan except arguably with respect to one “Urban Design” objective. The Project’s high-density nature is consistent with the “Zoning and Intensity Plan” designation for the Property as appropriate for “high density” development. The Small Area Plan’s “Illustrative” (i.e., land use) map identifies the Property as appropriate for mixed-use development including potentially wholesale/retail market space, which is consistent with the Project’s mix of uses.</p>	
Recommendation from Small Area Plan	Application to Project
<p>1. Function: New residential, office, and retail uses create a vibrant mixed use destination that retains a revitalized wholesale/retail market.</p>	<p>The Project is consistent with the “Function” (i.e., use) recommendation of the Small Area Plan insofar as the Project contributes to the vibrant, mixed-use nature of the Union Market District that accommodates retention of the food-based wholesale and retail uses.</p>
<p>2. Character: A mix of densities ranging from moderate to medium to high density, designed in such a way to be integrated into surrounding development and community fabric.</p> <ul style="list-style-type: none"> • Provide opportunities for additional density and associated building height, especially in areas designated as "High Density" or "Medium-High Density" • Facilitate the preservation, renovation and adaptive reuse of the potentially historic structures in the Study Area • Provide for a broader range of uses in keeping with the vision for the area. • “The high density sub-area encourages the development of larger scale projects adjacent to the rail line and along New York Avenue, which is considered one of the "gateways" to the city. The width and traffic volumes of New York Avenue support this level of building height and density. It is also consistent with the density approved for the Washington Gateway Project PUD. High density development at these locations is in accordance with the goals of the Northeast Gateway Revitalization Strategy and the New York Avenue Corridor studies.” 	<p>The Project is consistent with the “Character” (i.e., density) recommendation reaching a high-density level yet integrated into the overall form of the Union Market District.</p> <ul style="list-style-type: none"> • The Property is within the area designated “High Density” in the Small Area Plan. • The Project does nothing to harm the preservation, renovation or reuse of the historically contributing structures in the District. • The Project includes a range of uses that are consistent with the overall “Function” vision for the area, as identified above. • The Project is consistent with the high density recommendation along New York Avenue and with the heights and densities of the Washington Gateway Project PUD (and now the 500 Penn Street, NE and other PUDs).

² The Small Area Plan refers to the Union Market District as the “Florida Avenue Market.”

Analysis of Consistency of this Application with the Comprehensive Plan and the Small Area Plan

<p>3. Sense of Place: An environment that is functional, safe, dynamic and appealing to the senses.</p> <ul style="list-style-type: none"> • Renovate and adaptively reuse the core of original market buildings to increase the opportunity for street enlivening uses on the ground floor. • Utilize design techniques in new construction to enhance the sense of place and pedestrian character of the [Union Market District]. • Utilize the public realm to strengthen the site's long tradition of food-oriented businesses through vending, cafes, display windows, etc. 	<p>The Project helps advance the functional, safety, dynamism, and appealing recommendations. The Project is functional, with core housing and commercial/retail uses. It is safe, with care given to pedestrian safety and eyes on the street and street-activation to improve public realm safety. It is dynamic with a mix of uses that will promote 18-hour activity. It is also appealing with an innovative and bold design that will draw visitors to the District to appreciate the architecture and views.</p> <ul style="list-style-type: none"> • Neither renovation nor adaptive reuse of the existing structures on the Property is desirable in light of other recommendations, and neither of the existing structures on the Property are original market buildings. • The Project's streetscape is designed pursuant to the Union Market Streetscape Design Guidelines, which are intended to enhance the sense of place and pedestrian character of the Union Market District. • Finally, the Project advances the food-economy origins of the Union Market District.
<p>4. Allure: A site that capitalizes on its unique assets and appeals to residents, office workers, market workers, visitors, and students.</p>	<p>The Project helps reinforce the appeal of the Union Market District as a neighborhood with a unique mix of uses and architecture. The Project's modern design contrasts with the grittier mercantile nature of the center spine wholesale buildings, highlighting their historic nature. The Project's density and mix of uses capitalizes on the Property's proximity to Metrorail and the street grid and fabric of the District. It provides features that will draw residents, workers, shoppers, wholesale and retail market vendors, visitors from across the region, students from Gallaudet and other universities, and students from KIPP and other nearby schools.</p>
<p>5. Public Realm: A vibrant public realm that creates user friendly spaces and active ground floor uses with common design elements and human scaled development and design.</p> <ul style="list-style-type: none"> • Create a pedestrian-friendly environment with clear pathways throughout the market and visual links with surrounding communities and resources. • Improve sidewalk conditions, increase street trees, and improve lighting, • Encourage active ground-floor uses (such as restaurants and retail) along expected pedestrian routes to increase visual interest and safety. • Create distinctive wayfinding signage, business façade signage and banners, etc. to identify the market area and improve navigation. 	<p>The Project creates a pedestrian-friendly public realm.</p> <ul style="list-style-type: none"> • The Project features textural materials to create a connection between passersby and the building itself. • The Project includes streetscape improvements and wayfinding in accordance with the Design Guidelines to create a unique identity in the District. • It also includes a highly usable and desirable ground-level streetscape that promotes activity. The entire ground level of the Project (apart from the residential lobby) is devoted to a mix of retail and PDR/Maker uses.

Analysis of Consistency of this Application with the Comprehensive Plan and the Small Area Plan

<p>6. Connectivity: Streetscapes that promote improved vehicular circulation and traffic calming while enhancing pedestrian circulation and access and decreasing pedestrian and truck conflicts.</p> <ul style="list-style-type: none"> • Increase pedestrian connectivity to/from the New York Avenue Metro Station, the market area, and other surrounding institutions. • Reestablish a more complete street grid in the study area — such streets may be pedestrian-only or multi-modal, so long as they provide safe, convenient and welcoming environments. • 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 the placement of loading docks to the rear and side of buildings. 	<p>The Project helps create pedestrian-oriented streetscapes. All vehicular access is de-emphasized and moved to the functional rear of the Property.</p> <ul style="list-style-type: none"> • The Project enhances pedestrian connectivity to the Metrorail and within the Union Market District and includes improvements to the sidewalks. • The Project also removes existing curb cuts and relegates all vehicular activity to existing alley networks in order to reduce pedestrian-vehicle conflicts. • Importantly, the Project’s streetscape plans are safe, convenient, and welcoming for pedestrians.
<p>7. Sustainability: Development that embraces site and system sustainability features including applicable requirements of the Green Buildings Act of 2006, LEED certification, and best practices in stormwater management.</p>	<p>The Project advances this element of the vision by seeking LEED v.4 Gold certification and satisfying stormwater requirements.</p>
<p>8. Historic Preservation: [Include] preserved and adaptively reused market buildings and commemorate[] the site's unique history with signage and other design features.</p>	<p>The Project does not include any historic structures in the core of the District.</p>
<p>Urban Design: the general urban design approach that will guide future development is as follows:</p> <ul style="list-style-type: none"> • Enhance and respect the unique architectural features of the original market buildings through preservation and adaptive reuse of those buildings. • Develop innovative architectural solutions that seamlessly blend new construction into its surroundings in order to enhance architectural and scale compatibility; opportunities to reflect and interpret the unique architectural features of the original market buildings in new construction are highly encouraged. • Feature a variety of building heights in all sub-areas, paying particular attention to designing new construction to step down in height to existing lower scale structures, specifically the potentially historic structures within the study area and the adjacent row-house neighborhood across Florida Avenue. • Utilize design features on the ground floor and building facades to contribute to a pedestrian-friendly, safe, publicly accessible, and active public realm. • Enhance connectivity and the openness of the site by featuring pedestrian scaled blocks or using design features that break up building façades. 	<p>The Project adheres to these objectives:</p> <ul style="list-style-type: none"> • The Project does not affect or involve any contributing structures. • This second bullet point is perhaps the primary item in the Small Area Plan that requires a deeper consideration relating to the Project’s design. However, the Project is architecturally compatible with other new buildings in the Union Market District, and its canopies and ground level design reflect and reinterpret the existing historic structures. Further, the Project is unmistakably bold and contemporary in its overall form and materiality. As a result, it cannot be said to “seamless blend” into its surroundings but its design approach is exactly what the Small Area Plan envisions for the Union Market District. • The Project maintains a relatively uniform 130-foot height, which varies from other nearby buildings by approximately 10 feet but matches the heights of others recently approved to the south. • The Project’s ground floor and façade design are pedestrian-friendly with large retail windows, high ceilings, and no blank expanses. The streetscaping is pedestrian-activating. • Multiple pedestrian entrances and articulation at the ground level create a pedestrian scaling.

