

MEMORANDUM

TO: District of Columbia Zoning Commission

FROM: Michael Jurkovic, AICP, Development Review Specialist
MBR for Radhika Mohan, AICP, Deputy Director, Development Review

DATE: March 2, 2026

SUBJECT: Set Down Report for Zoning Commission Case No. 87-23A, Modification with Hearing to an approved Planned Unit Development at 2001 Pennsylvania Ave. NW

I. RECOMMENDATION

The Office of Planning (OP) **recommends** the Zoning Commission **set down for public hearing** the application submitted by The George Washington University (GW or Applicant) for a modification with hearing. The Applicant seeks modifications to the approved Planned Unit Development (PUD), ZC 87-23 to:

- (i) Modify Condition #2 to permit university uses within the upper stories and a portion of the ground floor; and
- (ii) Allow new building identification signage.

The Applicant also seeks flexibility to not provide the required number of short-term bicycle spaces.

The proposal does not increase the approved density or height, and overall, the modification would remain consistent with the Comprehensive Plan, including the Central Washington Area Element.

II. APPLICATION-IN-BRIEF

Applicant:	George Washington University (GW)
Address:	2001 Pennsylvania Ave. NW
Ward and ANC:	Ward 2, ANC 2A
Legal Description:	Square 0078, Lot 853
Property size:	14,450 square feet
Zoning: At approval/Current	C-3-C/ D-5
Future Land Use Map Designation:	High Density Commercial
Generalized Policy Map Designation:	Central Washington
Comprehensive Plan Area Element	Central Washington
Historic District:	This location (2001 Pennsylvania Ave. NW) is not within the GW University historic District

Existing Use of Property	Mixed-use building largely occupied by GW University
Proposal	See Section IV : Project Description

III. SITE DESCRIPTION AND VICINITY

The original PUD includes the subject property along with the buildings now known as the Pepperdine Building, the Monroe House, and Macfelly House, (the Arts Club Building) to the west of the subject site. This modification applies only to the subject property, which is approximately 14,450 square feet in area and located at the corner of 20th Street, NW and I Street, NW. The property is currently improved with an 8-story, mixed-use building consisting primarily of office uses and ground-floor retail. Of the two ground-floor spaces, one is occupied by a coffee shop and the other is currently vacant but was formerly occupied by a bank. The property is in the D-5 zone.

IV. BACKGROUND



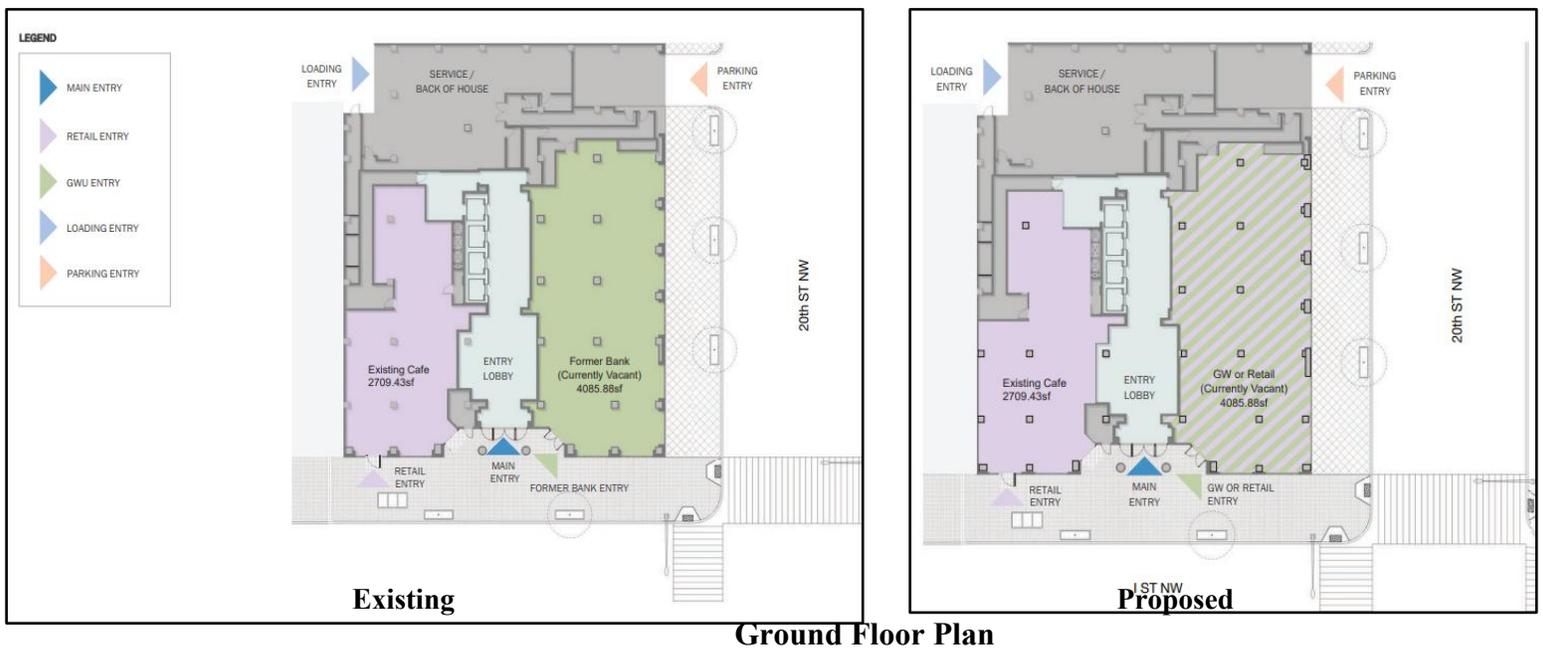
In 1990, the subject property was improved with the current structure based on the then approved PUD for an office building with ground floor retail. The original PUD included both the Pepperdine Building

and the Arts Club Building along with the property (Overall PUD Site). It was approved with an FAR of 10.48, and a height of 124.16 feet achieved using Transferable Development Rights (TDRs) from the original PUD's historic properties (Orders 563 and 563-A). At that time there was no change to base zone C-3-C which is currently D-5 in Zoning Regulations of 2016.

V. PROJECT DESCRIPTION

The Applicant seeks a modification to the PUD to (i) permit university use within a portion of the ground floor and the upper stories, and (ii) allow building identification signage. The proposal would amend Condition 2 of the Original Order which limits the use of the building to office and retail uses, requiring retail use on the ground floor only.

The proposed modification of the Order would permit university uses on all floors, including converting the vacant retail space on the ground floor to university use and retaining the coffee shop on the ground floor as shown in the plans in [Exhibit 3A](#). Pages 0.02 and 0.03 of the ground floor are reproduced here for ease of reference.



University uses are permitted as a matter-of-right in the D-5 Zone. The University is requesting that the upper floors permit a broad range of uses, including swing spaces, for academic and student use, that do not fall into the category use of office space. The University plans to use the upper floors in the near term as administrative offices and wishes to preserve the flexibility to pivot to academic offices or campus life uses in the future. The submission included a list of similar type repurposed office buildings downtown which have been converted to university uses at [Exhibit 3, Page 7](#).

The proposed university use would enable the reactivation of currently vacant space within the building and on the ground floor. As stated in the Applicant's submission, more than 130,000 square feet of

retail space within two blocks are currently vacant. The introduction of university use would provide an active, street-level presence as an alternative to the existing retail and office vacancies in the area and would help support surrounding neighborhood retail by providing a consistent client base, through its hours of operation. Limited noise levels would be comparable to office uses on the upper floors and should not generate adverse impacts on the surrounding area. Instead, it will reactivate a key downtown property and contribute to broader efforts to revitalize the area.

The Applicant has also requested that the university’s signage be included on its building, as this was not part of the older approved plans under the original PUD. The Applicant has provided several examples in its plans of nearby signage. As proposed, the signs do not seem to be significantly different to those in the neighboring vicinity. (See [Exhibit 3A, pages 1.0 through 1.04](#))

VI. ZONING ANALYSIS

The site is currently within the approved PUD-related D-5 zone.

	D-5 (Base zone)	D-5 (w/PUD)	Existing (87-23A PUD)	Proposed	Flexibility
Lot Area	n/a	n/a	14,450 sq. ft.	No Change	Conforms
Height I § 303 X § 203	130 ft. (Height Act)	130 ft. (Height Act)	124.16 ft.	No Change	Conforms
Penthouse Height G § 205	Within the matter-of-right height.	Within the matter-of-right height.	Not provided	No Change	Conforms
Total FAR I § 539 X § 203	No max with Residential & 6.5 max. non-res	No max with Residential & 7.8 max. non-res	10.48 FAR including a min. of 6,800 sq. ft. of retail.¹	10.48 FAR including a min. of 2,700 sq. ft. of retail.	Modification of Condition Requested (Retail reduced to 2,700 sf.)
Parking: C § 701.5	36 spaces	36 spaces	83 spaces	82 spaces	Conforms
Bicycle Parking: C § 802.1	Office: Short: 4 spaces Long: 55 spaces -- or -- University: Short: 62 spaces Long: 20 spaces		Short: 6 spaces Long: 22 spaces	Short: 36 spaces Long: 40 spaces	Zoning Flexibility Requested

VII. REQUESTED ZONING FLEXIBILITY

The applicant requests the following flexibility through this PUD modification:

¹ Additional non-residential FAR permitted through use of credits in accordance with Subtitle I, Chapters 8 and 9.

Bicycle Parking

The applicant has requested flexibility in both the amount and location of the required short-term bicycle parking spaces. OP notes that there are several bike share stations in public space along 20th Street, and the university proposes fifteen additional bike racks along I Street and 20th Street combined. (See [Sheet 0.04 at Exhibit 3A](#)). OP will provide detailed analyses of the requested flexibility prior to the public hearing, should the Commission set the application down. The District Department of Transportation will also provide its comments prior to the public hearing to the record.

VIII. COMPREHENSIVE PLAN

A. COMPREHENSIVE PLAN MAPS

The Guidelines for Using the Generalized Policy Map and the Future Land Use Map in the Framework Element state that the “*Generalized Policy Map and Future Land Use Map are intended to provide generalized guidance for development and conservation decisions and are considered in concert with other Comprehensive Plan policies.*” Additionally, “. . . *the zoning of any given area should be guided by the Future Land Use Map, interpreted in conjunction with the text of the Comprehensive Plan, including the Citywide Elements and the Area Elements.*”

As described below, on balance, the proposed modification of the PUD and related map amendment would not be inconsistent with the map designation.

Generalized Future Land Use Map (FLUM)

The Future Land Use Map (FLUM) recommends High Density Commercial on the site.

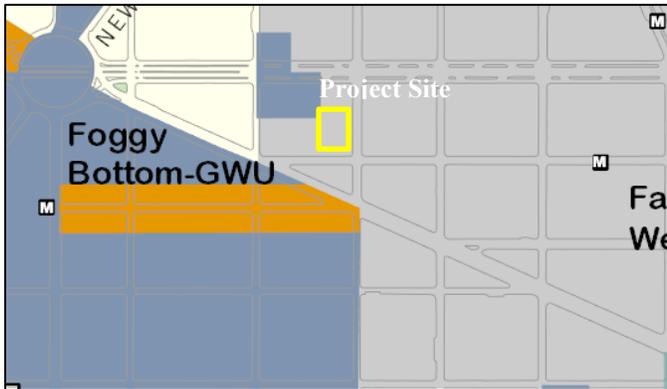


High Density Commercial: This designation is used to define the central employment district, other major office centers, and other commercial areas with the greatest scale and intensity of use in the District. Office and mixed office/retail buildings with densities greater than a FAR of 6.0 are the predominant use, although high-rise residential and many lower scale buildings (including historic buildings) are interspersed. The MU-9, D-3, and D-6 Zone Districts are consistent with the High-Density Commercial category, and other zones may also apply. 227.13

The proposal would not be inconsistent with the property’s High Density Commercial land use designation. Amending the restrictions of the original PUD condition to eliminate a vacancy on a prominent intersection in the central employment district would likely make the area a more attractive

location for new businesses seeking to locate in the downtown, thus better support the longevity of the district.

Generalized Policy Map



The property is within the Central Washington area on the Generalized Policy Map. The characteristics of Central Washington are described in the Central Washington Area Element. This project would not be inconsistent with the Central Washington designation as it encourages active retail uses, neighborhood serving retail, non-office uses, and educational uses. Therefore, this proposal should be consistent with the overall intent of the Map.

B. ANALYSIS THROUGH A RACIAL EQUITY LENS USING THE ZONING COMMISSION’S RACIAL EQUITY TOOL

The Comprehensive Plan requires an examination of zoning actions through a racial equity lens. The direction to consider equity “as part of its Comprehensive Plan consistency analysis” indicates that the equity analysis is intended to be based on the policies of the Comprehensive Plan and part of the Commission’s consideration of whether a proposed zoning action is “not inconsistent” with the Comprehensive Plan. The Comprehensive Plan recognizes that advancing equity requires a multifaceted policy approach and that many areas of policy must be brought to bear on the challenge:

Equitable development is a participatory approach for meeting the needs of underserved communities through policies, programs and/or practices that reduce and ultimately eliminate disparities while fostering places that are healthy and vibrant. Equitable development holistically considers land-use, transportation, housing, environmental, and cultural conditions, and creates access to education, services, health care, technology, workforce development, and employment opportunities. As the District grows and changes, it must do so in a way that encourages choice, not displacement, and builds the capacity of vulnerable, marginalized, and low-income communities to fully and substantively participate in decision-making processes and share in the benefits of the growth, while not unduly bearing its negative impacts. 213.7

The Commission’s four-part Racial Equity Tool outlines information to be provided to assist in the evaluation of zoning actions through a racial equity lens. The Applicant’s Racial Equity Analysis is provided in the Applicant’s statement at [Exhibit 3A](#) and OP’s analysis is provided below.

Equity is conveyed throughout the Comprehensive Plan, particularly in the context of zoning. The Comprehensive Plan encourages building more housing and affordable housing in Central Washington. This would allow for more diverse households to live in one of the District’s most amenity-rich and transit-accessible areas.

RACIAL EQUITY TOOL PART 1 – COMPREHENSIVE PLAN GUIDANCE

In the context of zoning, certain priorities of equity are explicit throughout the Comprehensive Plan, including affordable housing, displacement, and access to opportunity. Below is an outline of Comprehensive Plan policies related to this project which, when viewed through a racial equity lens, provides the Commission with a framework for evaluating this request.

The project would not be inconsistent with both the Comprehensive Plan's Generalized Policy and Future Land Use Maps. On balance it would not be inconsistent with the Citywide Elements of the Comprehensive Plan and would particularly further the general policies of the Land Use, Transportation, and Housing elements. It would also further many of the policies in the Central Washington Area Element. For the complete wording of each policy statement, refer to Appendix I to this report.

Citywide Elements:

Land Use Element

- *Policy LU-1.2.1: Sustaining a Strong District Center*
- *Policy LU-3.3.2: Corporate Citizenship*

The project would not be inconsistent with the Land Use Element policies in the Comprehensive Plan. It would activate a partially vacant building on a key corridor in the Central Employment area.

Economic Development Element

- *Policy ED-2.41: Institutional Growth*

The project would not be inconsistent with the Economic Development Element policies in the Comprehensive Plan. This application only seeks to convert an underutilized property into institutional use for the continued growth of the university and vibrancy of the neighborhood.

Central Washington Area

- *Policy CW-1.1.1: Promoting Mixed Use Development*
- *Policy CW-1.1.3: Incentives for Non-Office Uses*
- *Policy CW-1.1.20: Design Character*

The project would not be inconsistent with the Central Washington Area policies in the Comprehensive Plan. It would convert a mostly inactive office building to institutional use, adding an occupant to better realize the goals in the Central Washington Element. The project would not cause displacement, as the primary goal of the application is to fill vacant spaces within the building. The pedestrian experience would be enhanced by the project's signage and streetscape improvements.

Comprehensive Plan policies related to racial equity will potentially not be advanced by approval of the zoning action?

At this time OP is unaware of Comprehensive Plan policies that would not be advanced by this map amendment.

RACIAL EQUITY TOOL PART 2 – APPLICANT/PETITIONER COMMUNITY OUTREACH AND ENGAGEMENT

The Applicant states that they have discussed the project with ANC 2A and ANC 2A08 Single Member District Commissioner. They expect to present to the ANCs at upcoming meetings prior to the public hearing if the application is set down.

RACIAL EQUITY TOOL PART 3 – CENTRAL WASHINGTON PLANNING AREA DATA

Part 3 of the Racial Equity Tool asks for disaggregated data to assist the Commission in its evaluation of zoning actions through a racial equity lens for the planning area. The data source is the 2012-2016 and 2019-2023 American Community Survey 5 Year Estimates by Planning Area available via the OP State Data Center (ACS DATA). Part 3 also asks if the planning area is on track to meet affordable housing goals.

The subject property is in the Central Washington Planning Area (“planning area”). Each table below compares data for this planning area with District-wide data.

Population by Race or Ethnicity (Demographic Summary)

Between 2012–2016 and 2019–2023, Central Washington’s (CW) population increased from **17,976 to 24,357 (+35.5%)**, compared with a districtwide increase from **659,009 to 672,079 (+2.0%)**. Within CW, the share of **White** residents rose (51.5% → 57.5%), while the share of **Black** residents declined (32.0% → 23.3%) and **Asian** residents decreased slightly by share (11.0% → 8.6%) despite a small count increase. **Two or more races** (3.0% → 8.2%) and **Hispanic or Latino** (8.3% → 10.4%) both grew notably.

Table 1: Population/Race or Ethnicity Districtwide and in the Planning Area

Race or Ethnicity	Districtwide 2012-2016	CW 2012-2016	CW % 2012-2016	Districtwide 2019-2023	CW 2019-2023	CW % 2019-2023
Total Population	659,009	17,976	100%	672,079	24,357	100%
White alone	266,035	9,250	51.45%	262,549	14,000	57.5%
Black alone	318,598	5,698	32%	290,772	5,680	23.3%
American Indian and Alaskan Native alone	2,174	5	0.03%	2,044	47	0.2%
Asian alone	24,036	2,010	11%	27,465	2,105	8.6%
Native Hawaiian and Other Pacific Islander alone	271	0	0%	378	0	0%
Some other race alone	29,650	481	2.68%	32,338	530	2.2%

Two or more races	18,245	532	2.96%	56,533	1,995	8.2%
Hispanic or Latino	69,106	1,493	8.3%	77,760	2,523	10.4%

Median Income

By race/ethnicity, incomes rose in most groups Districtwide and in CW. In 2019–2023, CW medians exceeded Districtwide for **Hispanic or Latino** and **Some other race**, but trailed Districtwide for **White, Black, Asian, and Two or more races**. CW estimates for **American Indian & Alaska Native** and **Native Hawaiian & Other Pacific Islander** were not available due to data limitations.

Central Washington had a higher median income than the District’s median income during both five-year periods. However, during both periods when looking at each race/ethnic group in comparison with their Districtwide counterpart, most groups in the planning area had a lower median income. In the 2019 to 2023 period only the Hispanic/Latino and Some Other Race groups had a higher median income.

As with the Districtwide trend the group with the highest median income was the White residents’ group. Different from the Districtwide trend was that the group with the second highest median income during the 2019 to 2023 was the Hispanic/Latino residents’ group.

During both five-year periods the Black or African American population had the lowest median income of all segments of the population with available income information during both time periods, (\$24,232 and \$31,365). They, along with White, Asian, and Hispanic residents saw an increase in median income between the two periods. Between the two five-year periods both Some other Race and Two or More Races experienced a decrease in their median income with a decrease of \$7,450 and \$2,253, respectively.

Table 2: Median Income Districtwide and in the Planning Area

Median Income (disaggregated by race and ethnicity)	Districtwide 2012-2016	CW 2012-2016	Districtwide 2019-2023	CW 2019-2023
Median Household Income	\$72,935	\$86,637	\$106,287	\$121,010
White alone	\$119,564	\$110,772	\$166,774	\$149,493
Black or African American alone	\$ 40,560	\$24,232	\$ 60,446	\$31,365
American Indian and Alaskan Native alone	\$ 51,306	Not Available	\$ 63,617	Not Available
Asian alone	\$ 91,453	\$66,925	\$121,619	\$83,795

Median Income (disaggregated by race and ethnicity)	Districtwide 2012-2016	CW 2012-2016	Districtwide 2019-2023	CW 2019-2023
Native Hawaiian and Other Pacific Islander alone	N/A	Not Available	Not Available	N/A
Some other races	\$ 41,927	\$114,149	\$74,754	\$106,699
Two or more races	\$ 83,243	\$119,122	\$116,869	\$106,659
Hispanic or Latino	\$60,848	\$91,589	\$106,435	\$129,751

Unemployment/Poverty/Cost Burden

In 2012-2016, Central Washington had an unemployment rate of 6.3%, which was lower than the District’s 8.7% rate. In the 2019 to 2023 period both unemployment rates improved by decreasing to Central Washington’s 3% and the District’s 6.5%. In the 2012-2016 period Central Washington and the District had essentially the same cost burden (38%) and poverty rates (17.9%). During the 2019-2023 period both the District’s and Central Washington’s cost burden and poverty rates slightly improved but the District’s rates improved more than Central Washington’s rates. Therefore, Central Washington’s cost burden and poverty rates were slightly higher than the District’s rates.

Table 3: General Characteristics of the District and the Planning Area

Characteristic	Districtwide 2012-2016	CW 2012-2016	Districtwide 2019-2023	CW 2019-2023
Unemployment Rate	8.7%	6.3%	6.5%	3%
Cost Burdened Households²	38.6%	38%	34%	36%
Poverty Rate	17.9%	17.9%	14.5%	17.3%

The Project’s Potential Impact

Based on the demographic and income trends summarized earlier, the proposed conversion of the building from office to institutional use by the university is not expected to generate significant equity-related impacts. Several factors support this conclusion:

² Percentage of households spending 30% or more of their income on housing

1. No Residential Displacement

The property contains **no residential units**, and the proposal does not introduce or remove housing. Without a residential component, the modification does **not pose risks of direct displacement** of existing residents.

2. Limited Risk of Indirect Displacement

Central Washington’s population increased while the share of higher-income White residents grew and the share of Black residents declined. However, the proposed PUD modification affects only **institutional** occupancy within an existing commercial building and does not change the zoning, height, density, or allowed uses in ways that would influence surrounding residential markets. The Applicant proposes to fill vacant space, and indirect displacement pressures, such as increased rents for nearby residents, are unlikely to result from this action.

3. Potential Office Tenant Displacement

Existing office tenants not affiliated with GW may be displaced over time as the upper floors transition to institutional use. This displacement, however, does **not affect residents** and occurs in a submarket already experiencing significant office and retail vacancies, making relocation options more available.

4. Minimal Effect on Vulnerable Populations

The groups with lower median incomes in CW, particularly Black and Asian households, are not directly affected, as the proposal does not alter housing supply, affordability, or neighborhood-serving retail in a way that would change access for these populations.

5. Community-Serving Uses Maintained

The existing coffee shop will remain, preserving a neighborhood-serving retail use. Institutional uses such as university programming may add daytime activity and foot traffic without significantly changing economic conditions for residents.

Overall, the proposed PUD modification is **not anticipated to result in adverse equity impacts**. It largely involves reactivating vacant commercial space, does not affect residential uses, and is unlikely to generate displacement or disproportionate burdens for any racial or socioeconomic group.

Zoning Commission Evaluation Factors

When considering the following themes/questions based on Comprehensive Plan policies related to racial equity, what are the anticipated positive and negative impacts and/or outcomes of the zoning action? (Racial Equity Tool)

Factor	Question	OP Response
Direct Displacement	Will the zoning action result in displacement of tenants or residents?	The proposal would activate currently vacant ground-floor space and, over time, transition the upper-floor office space to the university’s institutional use. The property contains no residential uses, and the Applicant has committed to retaining the existing coffee shop in the remaining ground-floor retail

Factor	Question	OP Response
		space. However, the existing office tenants not affiliated with the university are likely to be displaced as the conversion occurs.
Indirect Displacement	What examples of indirect displacement might result from zoning action?	Indirect displacement is not anticipated as part of this PUD modification. The Applicant proposes only to occupy currently vacant space within the building and to install university-branded signage on the façade.
Housing	Will the action result in changes to: <ul style="list-style-type: none"> ▪ Market Rate Housing ▪ Affordable Housing ▪ Replacement Housing 	Residential uses are not proposed with this application.
Physical	Will the action result in changes to the physical environment such as: <ul style="list-style-type: none"> ▪ Public Space Improvements ▪ Infrastructure Improvements ▪ Arts and Culture ▪ Environmental Changes ▪ Streetscape Improvements 	Physical changes to the building are not proposed beyond the new façade signage.
Access to Opportunity	Is there a change in access to opportunity? <ul style="list-style-type: none"> ▪ Job Training/Creation ▪ Healthcare ▪ Addition of Retail/Access to New Services 	The application would expand the presence of an academic institution that has maintained a longstanding role within the District.
Community	How did community outreach and engagement inform/change the zoning action? <ul style="list-style-type: none"> ▪ (e.g., did the architectural plans change, or were other substantive changes made to the zoning action in response to community input/priorities etc.?) 	The Applicant’s community engagement efforts are in the early stages. As of March 2, 2026, the Applicant has received opposition from the Arts Club of Washington, a party to the original PUD approval.

IX. Other District Policy Documents

Downtown Action Plan

The subject property is covered in the 2024 Downtown Action Plan and is within the designated Penn West Equity, Innovation, & University District. The Action Plan provides strategies to ensure the long-

term success of downtown DC's commercial core. It aims to reimagine downtown DC and focuses on five foundational elements. One of the designated area goals is to identify buildings ripe for conversions and utilize the University base for 24/7 activities. This application would advance this goal by bringing this building into the university's portfolio, while adding additional foot traffic to the vicinity.

X. PUD EVALUATION STANDARDS

The Zoning Regulations define a Planned Unit Development (PUD) as “*A plan for the development of residential, institutional, and commercial developments, industrial parks, urban renewal projects, or a combination of these, on land of a minimum area in one (1) or more zones irrespective of restrictions imposed by the general provisions of the Zoning Regulations, as more specifically set forth in Subtitle X, Chapter 3.*” (Subtitle B§28). The purpose and general standards for a Planned Unit Development are established in Subtitle X§300:

300.1 The purpose of the planned unit development (PUD) process is to provide for higher quality development through flexibility in building controls, including building height and density, provided that the PUD:

- (a) Results in a project superior to what would result from the matter-of-right standards;*
- (b) Offers a commendable number or quality of meaningful public benefits; and*
- (c) Protects and advances the public health, safety, welfare, and convenience, and is not inconsistent with the Comprehensive Plan.*

300.2 While providing for greater flexibility in planning and design than may be possible under conventional zoning procedures, the PUD process shall not be used to circumvent the intent and purposes of the Zoning Regulations, or to result in action that is inconsistent with the Comprehensive Plan.

The proposed modification would not alter the facts upon which the original PUD was approved. No aspect of the building's physical structure would be altered. The Applicant has outlined the commitments under the PUD, including the financial contributions to the Arts Club of Washington to support the historic upkeep of those buildings and the Arts Club programming. The University continues to honor those commitments since its acquisition in late 2024.

Since its approval in 1988, several million dollars in financial benefits were paid, with contributions continuing through ongoing lease payments. It also required that the below-grade garage be made available for general public parking and that the owner use best efforts to provide free or reduced-price parking for members of the Arts Club during evenings and weekends. In addition, a First Source Agreement and a Memorandum of Understanding with the Minority Business Opportunity Commission have been executed.

The current Modification does not seek additional development incentives or create new impacts; it simply requests flexibility to permit matter-of-right uses consistent with the high-density commercial zone and to install signage consistent with nearby buildings.

Collectively, these commitments constitute a substantial package of public benefits and amenities. Therefore, OP does not believe additional public benefits are necessary to maintain the PUD's overall balance.

Public Benefits and Amenities:

Chapter X Section 305.2 states that “*Public benefits are superior features of a proposed PUD that benefit the surrounding neighborhood or the public in general to a significantly greater extent than would likely result from development of the site under the matter-of-right provisions of this title.*”

Subtitle X § 305.5 provides a summary of categories for potential PUD benefits and amenities. While the final benefits amenities proffer is typically refined and resolved later in the PUD process, at this point, the applicant has proffered the following for the proposed modification to the PUD:

Superior urban design and architecture

The project would introduce new university signage to the façade but does not propose to alter any other aspect of the property.

Superior Landscaping and Preservation of Open Spaces

No physical improvements are proposed at the site.

Site planning and efficient and economical land utilization

The project would reuse an existing office building and convert it almost entirely to institutional use.

Historic Preservation

Though the building is a non-contributing structure in the historic district, this project would retain the existing building’s character and features.

Housing and Affordable Housing

Housing is not proposed with this application.

XI. AGENCY REFERRALS

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

- District Department of Transportation (DDOT)

XII. COMMUNITY OUTREACH

The Applicant provided an outline of its outreach efforts with the community including:

Community Outreach Timeline

- April 25, 2025 – Meeting with the Office of Planning (OP)
- June 10, 2025 – Presentation to ANC 2C at its regularly scheduled monthly meeting
- June 16, 2025 – Presentation to the Campus Plan Advisory Committee (CPAC)
- July 16, 2025 – Presentation to ANC 2A at its regularly scheduled monthly meeting
- Ongoing (no specific date provided) – Discussion with the West End Citizens Association (WECA)
- Various dates (not specified) – Meetings and communication with the Arts Club of Washington, a party to the PUD

- Various dates (not specified) – Meetings with Pepperdine University and Spear Street Capital, both neighboring property owners supportive of the application.

OP notes that there are letters in opposition by the Arts Club at [Exhibits 4A, 4A1, 4A2, 4A3, 4A4, 4A5](#), and a response by the Arts Club noted at Exhibit 12 of the record.

XIII. SUMMARY

The proposed PUD modification is not anticipated to change the material facts upon which the original application was approved. However, the PUD was approved prior to the Comprehensive Plan and related zoning amendments since 2016, and economic conditions subsequent to COVID have drastically changed office patterns District-wide. Therefore, many office building conversions have become necessary to alleviate vacancies and to help reactivate streets with other permitted uses within their designated zones. In addition, the application of equity principles has also been a consideration in PUD application since 2016. OP's preliminary analysis finds that the proposal is not inconsistent with the Comprehensive Plan or its associated equity considerations. OP is supportive of the requested modifications. However, OP requests that the Applicant provide additional information regarding potential future uses to better assess any impacts and address any issues the Commission may determine at setdown prior and to a public hearing. Accordingly, OP recommends that the Commission **set down the proposed modification with hearing.**

Attachment:

1. Comprehensive Plan Policies

Appendix I: Comprehensive Plan Policies

Land Use Element

Policy LU-1.2.1: Sustaining a Strong District 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 District buildings, infrastructure, and public spaces; continued preservation and restoration of historic resources; and continued efforts to create safe, attractive, and pedestrian-friendly environments, while minimizing displacement of residents and community-focused businesses. 305.6

Policy LU-3.3.2: Corporate Citizenship

Support continued corporate citizenship among large institutions, including colleges, universities, hospitals, private schools, and nonprofits. Given the large land area occupied by these uses and their prominence in the community, institutions (along with the District itself) should be encouraged to be role models for smaller employers in efforts to improve the physical environment. This should include a continued commitment to high-quality architecture and design on local campuses, expanded use of green building methods and low-impact development, and adaptive reuse and preservation of historic buildings. 317.8

Economic Development Element

Policy ED-2.4.1: Institutional Growth

Support growth in the higher education and health care sectors. Recognize the potential of these institutions to provide employment and income opportunities for District residents, and to enhance the District's array of cultural amenities and health care options. 710.4

Central Washington

Policy CW-1.1.1: Promoting Mixed Use Development

Expand the mix of land uses in Central Washington to attract a broader variety of activities and sustain the area as the hub of the metropolitan area. Central Washington should be strengthened as a dynamic employment center, a high-quality regional retail center, an internationally renowned cultural center, a world-class visitor and convention destination, a vibrant urban neighborhood, and the focus of the regional transportation network. New office and retail space, hotels, arts and entertainment uses, housing, and open space should be encouraged through strategic incentives and preservation so that the area remains attractive, exciting, and economically productive. 1608.2

Policy CW-1.1.3: Incentives for Non-Office Uses

Take action to attract non-office uses within the area to create a vibrant collection of central neighborhoods. Continue using zoning and other regulatory mechanisms to incentivize mixed-use

development, including housing, ground floor retail, educational uses, and arts facilities in locations consistent with the Comprehensive Plan. 1608.4