

Bruce Monroe Redevelopment

**STATEMENT OF THE APPLICANT
TO THE
DISTRICT OF COLUMBIA ZONING COMMISSION
FOR A
CONSOLIDATED PLANNED UNIT DEVELOPMENT
AND ZONING MAP AMENDMENT**

May 13, 2016

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I. INTRODUCTION

Park View Community Partners and the District of Columbia (together, the "Applicant") submit this statement and the attached documents in support of its application to the Zoning Commission for the District of Columbia (the "Commission") for the consolidated review and approval of a Planned Unit Development ("PUD") and related Zoning Map amendment to rezone a portion of Lot 849 in Square 2890 (the "Subject Property") from the R-4 and C-2-A Districts to the R-5-B and C-2-B Districts. Concurrent with this application, the Applicant and the District of Columbia Housing Authority are filing an application for a PUD and related Zoning Map amendment for the Park Morton public housing site, located at Lots 124-126 and 844 in Square 3040 and Lots 128-134 and 846 in Square 3039. As described herein, redevelopment of the Subject Property will allow for the creation of off-site replacement public housing units for Park Morton.

The Subject Property has a land area of approximately 77,531 square feet and is bounded by Irving Street, NW to the north, Georgia Avenue, NW to the east, Columbia Road, NW to the south, and private property to the west. The eastern portion of the Subject Property along Georgia Avenue is presently zoned C-2-A and the western portion of the Subject Property is presently zoned R-4. The Applicant is seeking to rezone the eastern portion of the Subject Property to the C-2-B District and the western portion of the Subject Property to the R-5-B District in connection with this application.

As shown in the existing conditions photographs included in the Architectural Plans and Elevations (the "Plans") attached hereto as Exhibit A, the Subject Property is presently improved with a temporary park that includes playing fields, two basketball courts, a tennis court, playground equipment, community garden plots, and associated surface parking. The Applicant proposes to replace the existing facilities with a vibrant new mixed-income community that includes an

apartment house, a senior building and, eight townhome units. Although not part of this application, the Applicant is also developing a large new park to the immediate south of the Subject Property. The park will be developed on the remaining portion of Square 2890 and in coordination with DMPED, other applicable District agencies, the ANC, and other community stakeholders. The Subject Property is surrounded by a variety of uses, including retail, service, and dining opportunities along Georgia Avenue; a variety of elementary, middle, and high schools; Howard University; and dense residential urban development. The Subject Property is also well served by public transportation with the Columbia Heights and Petworth Metrorail stations located approximately a half mile from the Subject Property and multiple Metrobus routes running along the surrounding corridors.

The Applicant proposes to redevelop the Subject Property with a mixed use community with a total of 273 residential units, comprised of 189 apartment units, 76 senior apartment units, and 8 townhomes. The project will also include approximately 4,545 square feet of community service space. The majority of the new residential units will be subsidized housing for low or moderate income households as follows: 94 units will be public housing replacement units and 108 units will be set aside for moderate income households earning up to 60% of the AMI. The remaining 71 units (i.e. 56% of the total units) will be market rate. The Subject Property and proposed development will serve as the Build-First site for the Park Morton Public Housing Community, a targeted site that is part of the District's New Community's Initiative ("NCI"). The goals of NCI include revitalizing areas and developing new mixed income communities.

The Subject Property will be developed with approximately 274,333 total square feet of gross floor area (3.5 floor area ratio ("FAR")) and will have an overall lot occupancy of

approximately 53%. The apartment house will have a maximum height of 90 feet; the senior building will have a maximum height of 60 feet; and the townhomes will have a maximum height of 40 feet. A total of approximately 99 on-site parking spaces will be provided in a parking garage below the apartment house and senior building. Each townhome will have a designated on-site parking space, and eight additional on-street parking spaces will be provided on the Subject Property.

The Applicant is also working to help develop approximately 44,404 square feet of land area adjacent to the Subject Property as a new community park. The park will likely include a community gathering space, a playground, basketball court, dog park, and community garden. Although the park is not part of the PUD, the Applicant is working closely with the community and the District Department of Parks and Recreation to redevelop the park into a significant new permanent community amenity that will be privately owned and maintained by the Applicant but available for public use.

The Subject Property itself will also include approximately 17,976 square feet devoted to open spaces, including courtyards and a new, 22-foot wide north-south private street connecting Irving Street and Columbia Road. The new street will create enhanced circulation through and to the Subject Property, decrease traffic congestion on the surrounding streets, and significantly improve the experience for pedestrians and bicyclists. Hereinafter, the proposed development on the Subject Property is referred to as the “Project.”

The Project is intended to serve as “offsite” replacement housing for Park Morton, meeting the Guiding Principles of the NCI and the Park Morton Redevelopment Initiative Plan, and in particular the Principle of “Build First,” wherein new housing is built in the immediate

neighborhood of the public housing property prior to the demolition of existing housing. To date, 27 replacement units have been built for Park Morton residents at The Avenue (83 units total), which delivered in 2012. The proposal for the Subject Property is a true “Build First” in that it provides for a critical mass of 94 replacement public housing units, and will be coordinated with the development plan for Park Morton, as both sites will be implemented by the same master development team.

Implementation of the Build First principle as conceived serves several key purposes: First, it minimizes displacement and any need for temporary relocation, while maximizing the opportunities for one-time, permanent moves for residents. Second, the Project at the Subject Property, and in particular the number of replacement units proposed, allows for the phased redevelopment of the Park Morton site while keeping existing residents on-site. Third, the Project spreads the density of the total Park Morton redevelopment as conceived under the Park Morton Redevelopment Initiative Plan across multiple land parcels in order to achieve the NCI Guiding Principles of one-for-one replacement of public housing units and mixed-income development. The development program for the Subject Property, paired with the redevelopment of the Park Morton site, incorporates a unit mix that accommodates the housing needs of current families of Park Morton. A copy of the Applicant’s proposed phasing plan showing the sequencing of delivery of all of the units is attached hereto as Exhibit B.

As set forth below, this statement and the attachments meet the filing requirements for a PUD and Zoning Map amendment application under Chapter 24 of the District of Columbia Zoning Regulations.

II. SURROUNDING AREA

The Subject Property is situated amongst a diverse mosaic of neighborhoods with strong identities and rich historic fabric. The Subject Property is also located adjacent to the dynamic Georgia Avenue corridor in Ward 1, which is one of the most rapidly changing areas of the city, but still includes significant pockets of concentrated poverty where residents lack quality housing, supportive services, and access to quality open space, healthcare, and recreation. *See* Park Morton Redevelopment Initiative Plan (the “Park Morton Plan”), p. 6.

As part of the District’s Great Street Initiative, the vision for the Georgia Avenue corridor is a revitalized, pedestrian friendly corridor anchored by mixed use development at key sites. This vision for Georgia Avenue was conceived through the Georgia Avenue-Petworth Metro Station Area Plan, which was completed in 2004. A number of planned and under construction private developments are leading to the revitalization of the broader neighborhood. In addition, several public investments are being made on the Georgia Avenue corridor. *See* Park Morton Plan, p. 7.

III. PROJECT DESCRIPTION

A. Project Components and Design

As shown in the detailed plans, elevations, and renderings included in the Plans, the Project envisions a mixed-income community with a variety of residential unit types and new community open space. The Project will have superior design that has a contemporary identity while contributing to the spirit of the emerging growth along the Georgia Avenue corridor.

The Project’s design will create a unique building on a prominent site along a major thoroughfare in proximity to several bus routes and two Metrorail stations. The Project will consist of two multifamily buildings as well as eight townhouses. The apartment house fronting Georgia

Avenue will be a mixed-use building with approximately 189 residential units and ground floor amenity and community service space. The senior building will contain approximately 76 residential units and ground floor amenity space. The townhouses will each have three bedrooms.

The apartment house and the senior building will each have a private courtyard for use by building residents. The apartment house courtyard will be bounded on three sides by the building itself, and will be open to the community park to the south. The senior building courtyard will be bounded on two sides by the building, on one side by the apartment house, and will be open to Irving Street to the north. Both courtyards will be extensively landscaped. The townhouses will each have a front yard and path connecting the sidewalk to the front stoop as well as a rear yard.

As described above, the Project also includes a new private street running mid-block to connect Irving Street and Columbia Road. The new private street will provide access to underground parking as well as loading and trash for the apartment house and the senior building. The underground garage will span both the apartment house and the senior building to serve both buildings and provide approximately 99 parking spaces. Two 30-foot loading berths and one 20-foot service/delivery space will be located in the garage. In addition, the Project will provide ample bike parking in a dedicated bike storage room located in the underground garage. The new private street will also provide on-site parking for the townhouse residents and for public access to the community park.

The apartment residential lobby entrance will be located on the corner of Georgia Avenue and Irving Street, and the ground floor community service space will be located along Georgia Avenue to activate the street and enhance the pedestrian experience. The senior residential lobby

entrance will be located on the corner of Irving Street and the new private street. The upper stories of the Project will be residential.

The landscape design for the Project will include significant public space enhancements as well as ample outdoor green space for the residents. The improved sidewalks along Georgia Avenue, Irving Street, and Columbia Road will provide for a better pedestrian experience through the use of street trees and sidewalk connections to the community park. The new private street will provide a pedestrian mid-block connection with trees lining both sides.

The Project's design will contain various features to provide a superior quality of architecture and break up the massing into distinct elements. The apartment building will include bay windows and a corner glass element to create an iconic presence on Georgia Avenue. The massing of the senior building will respond to its context by stepping down in height along Irving Street to respect the lower density of the historic rowhouse fabric of the neighborhood. The townhouses will relate in massing to the surrounding rowhouse context while communicating to the character of the multifamily buildings to create a unified language of architecture.

The Project will incorporate durable and time-tested materials in a contemporary language for a design that will endure and will enhance the identity of the neighborhood. The distinct architectural styles of the apartment house and the senior building will follow a consistent color scheme through the use of contrasting white and grey brick and white and grey panel. The design of the Project will enhance the pedestrian experience through large display windows, corner entrances, varied materials, and balcony and bay elements that create a human-scaled design.

The Project will be designed to integrate a host of sustainable features and will be certified under the Enterprise Green Communities standards at a level that is the equivalent of Gold under

the LEED standards. *See* Conceptual Enterprise Green Communities scorecard included with the Plans.

B. Matter-of-Right Development under Existing Zoning Requirements

As shown on the Zoning Map attached hereto as Exhibit C, the eastern portion of the Subject Property along Georgia Avenue is presently zoned C-2-A, and the western portion of the Subject Property is presently zoned R-4. The R-4 District is designed to include those areas now developed primarily with row dwellings, but within which there have been a substantial number of conversions of the dwellings into dwellings for two or more families. 11 DCMR § 330.1. Very little vacant land should be included within the R-4 District, since its primary purpose shall be the stabilization of remaining one-family dwellings. 11 DCMR § 330.2. The R-4 District shall not be an apartment house district as contemplated under the General Residence (R-5) Districts, since the conversion of existing structures shall be controlled by a minimum lot area per family requirement. 11 DCMR § 330.3. As a matter-of-right, property in the R-4 District can be developed to a maximum building height of 40 feet and three stories. 11 DCMR § 400.1. The maximum lot area and width for a row dwelling or flat in the R-4 District is 1,800 square feet and 18 feet, respectively. 11 DCMR § 401.3.

The C-2-A District is designed to provide facilities for shopping and business needs, housing, and mixed uses for large segments of the District of Columbia outside of the central core. 11 DCMR § 720.2. The C-2-A districts shall be located in low and medium density residential areas with access to main highways or rapid transit stops, and shall include office employment centers, shopping centers, and medium bulk mixed use centers. 11 DCMR § 720.3. As a matter-of-right, property in the C-2-A District can be developed to a maximum building height of 50 feet,

a maximum density of 2.5 FAR, and a maximum lot occupancy of 60%. 11 DCMR §§ 770.1, 771.2 and 772.1.

C. Development under Proposed R-5-B and C-2-B Requirements

The Applicant proposes to rezone the Subject Property to the R-5-B and C-2-B Districts in connection with this application.

1. The R-5-B District

The R-5 Districts are designed to permit flexibility of design by permitting in a single district all types of urban residential development if they conform to the height, density, and area requirements. 11 DCMR § 350.1. In the R-5-B District, a moderate height and density is permitted. 11 DCMR § 350.2.

The R-5-B District permits, as a matter-of-right, a maximum building height of 50 feet with no limit on the number of stories, a maximum density of 1.8 FAR, and a maximum lot occupancy of 60%. 11 DCMR §§ 400.1, 402.4 and 403.2. For projects subject to the Inclusionary Zoning (“IZ”) regulations, a maximum density of 2.16 FAR is permitted. 11 DCMR § 2604.1. For a PUD in the R-5-B District, a maximum building height of 60 feet and a maximum density of 3.0 FAR is permitted. 11 DCMR § 2405.1 and 2405.2.

Rear yards in the R-5-B District must have a minimum depth of four inches per foot of vertical distance from the mean finished grade at the middle of the rear of the structure to the highest point of the main roof or parapet wall, but not less than 15 feet. 11 DCMR § 404.1. Except for detached and semi-detached single-family dwellings, a side yard is generally not required in the R-5-B District; however, if a side yard is provided, it must be at least three inches wide per foot of height of building, but not less than eight feet. 11 DCMR §§ 405.1, 405.2 and 405.6.

The parking and loading requirements for buildings are based upon the proposed use of the property. For example, an apartment house or multiple dwelling in the R-5-B District requires one parking space for each two dwelling units. 11 DCMR § 2101.1. A one-family dwelling requires one parking space for each dwelling unit. *Id.* Publicly assisted housing reserved for the elderly and/or handicapped requires one parking space for each six dwelling units. *Id.* An apartment house or multiple dwelling with 50 or more units in all zone districts is required to provide one loading berth at 55 feet deep, one loading platform at 200 square feet, and one service/delivery space at 20 feet deep. 11 DCMR §2201.1.

2. The C-2-B District

The C-2-B District is designated to serve commercial and residential functions similar to the C-2-A District, but with high-density residential and mixed uses. 11 DCMR § 720.6. The C-2-B Districts shall be compact and located on arterial streets, in uptown centers, and at rapid transit stops. 11 DCMR § 720.7. In the C-2-B District, building use may be entirely residential or a mixture of commercial and residential uses. 11 DCMR § 720.8.

The C-2-B District permits, as a matter-of-right, a maximum building height of 65 feet, a maximum density of 3.5 FAR, and a maximum lot occupancy of 80%. 11 DCMR §§ 770.1, 771.2 and 772.1. For projects subject to the IZ regulations, a maximum height of 70 feet and a maximum density of 4.2 FAR is permitted. 11 DCMR § 2604.1. For a PUD in the C-2-B District, a maximum building height of 90 feet and a maximum density of 6.0 FAR is permitted. 11 DCMR § 2405.1 and 2405.2.

Rear yards in the C-2-B District must have a minimum depth of 15 feet. 11 DCMR § 774.1. Except for detached and semi-detached single-family dwellings, a side yard is generally not

required in the C-2-B District; however, if a side yard is provided, it must be at least two inches wide per foot of height of building, but not less than six feet. 11 DCMR §§ 775.2, 775.3 and 775.5.

The parking and loading requirements for buildings are based upon the proposed use of the property. For example, an apartment house or multiple dwelling in the C-2-B District requires one parking space for each three dwelling units. 11 DCMR § 2101.1. A one-family dwelling requires one parking space for each dwelling unit. *Id.* Publicly assisted housing reserved for the elderly and/or handicapped requires one parking space for each six dwelling units. *Id.* An apartment house or multiple dwelling with 50 or more units in all zone districts is required to provide one loading berth at 55 feet deep, one loading platform at 200 square feet, and one service/delivery space at 20 feet deep. 11 DCMR §2201.1.

D. Tabulation of Development Data

The tabulation of the Project's development data is included in the Plans attached hereto as Exhibit A.

E. Flexibility under PUD Guidelines

The PUD process was created to allow greater flexibility in planning and design than might otherwise not be possible under conventional zoning procedures. Thus, the Applicant seeks flexibility with respect to the following provisions of the Zoning Regulations. As permitted under Section 2403, the Commission may grant such flexibility in its discretion.

1. Multiple Buildings on a Single Record Lot

Pursuant to 11 DCMR § 2516, the Applicant requests flexibility to permit multiple buildings on a single record lot. As described in the Multiple Buildings Flexibility Analysis attached hereto as Exhibit D, the eight townhomes will be located on a single subdivided lot, and

some of the townhomes will not have frontage on a public street. The development calculations for each lot are referenced in the Plans, and the analysis as to how the Project complies with the special exception standard of 11 DCMR § 2516 is set forth in Exhibit D.

2. Side and Rear Yards

As shown on the Plans, the Applicant is proposing to incorporate a new north-south private street through the Subject Property in order to create small, walkable blocks. The Applicant is also dividing Lot 849 in order to allow for the development of the large park that abuts the Subject Property to the south. Given these constraints, as well as the desire to have reasonable footprints and layouts for the proposed buildings, the Applicant is requesting side yard relief for the apartment house and the two end townhomes, and rear yard relief for the apartment house and the senior building.

As shown on the Plans, the apartment house has a side yard of 10 feet along Georgia Avenue, and the two end townhomes have side yards of three feet (northern-most townhome) and 9 feet, 3 inches (southern-most townhome). Although the Applicant is seeking flexibility, side yards are not required by the Zoning Regulations. However, the Applicant is providing the side yards to create additional open space, light, air, and ventilation for the occupants of the buildings.

Rear yard relief is necessary for the apartment house, which has a rear yard depth of five feet, and the senior building, which has a rear yard depth of eight feet. Granting flexibility for the rear yards will not result in any adverse impacts, since the rear yards are located adjacent to the proposed large public park that abuts the Subject Property to the south. Having the park in this location will provide ample light and air to building residents, despite the substandard rear yard

depth. Moreover, both the senior building and the apartment home have large courts at the ground level that can be accessed for exterior use.

The reduced side and rear yard dimensions will allow for an improved development over what is permitted as a matter-of-right and will not result in any adverse impacts. Providing the minimum required side and rear yards would adversely impact the layout and design of the Project and would hinder the Applicant's ability to provide a reasonable footprint and layout for the proposed buildings.

3. Loading

Section 2201.1 of the Zoning Regulations requires one loading berth at 30 feet deep and one loading berth at 55 feet deep; one loading platform at 100 square feet and one loading platform at 200 square feet; and one service/delivery space at 20 feet deep for the Project. The Applicant proposes to provide two loading berths at 30 feet deep, one loading platform at 100 square feet, and one service/delivery space at 20 feet deep, thus necessitating flexibility Section 2201.1. The proposed loading facilities are appropriate for the type of residential development provided. Moreover, the requested flexibility is consistent with the Comprehensive Plan's recommendations to consolidate loading areas within new developments, minimize curb cuts on streets to the greatest extent possible, and provide shared loading spaces. As shown on the Plans, the Applicant proposes to provide shared loading facilities for the residential uses, which will limit the amount of space dedicated to loading and minimize the number and extent of curb cuts. Given the nature and size of the residential units, it is unlikely that residents will need a 55 foot berth to move in and out of the buildings. Thus, the loading facilities as proposed will not create any adverse impacts and will adequately serve the proposed residential development.

4. Lot Occupancy

The Applicant requests flexibility from the lot occupancy requirements for the senior building. Pursuant to 11 DCMR § 772.1, 60% lot occupancy is required, but the Applicant proposes to provide 68% lot occupancy.

As shown on the Plans, the senior building is surrounded by Irving Street to the north, a large open court and the apartment house to the east, the community park to the south, and the newly created private street to the west. Thus, although the Applicant proposes to increase the lot occupancy by 8%, there is still significant open space surrounding the building. Together, the court, park, and surrounding streets will provide significant light, air, and ventilation to building residents, and the court and park will provide high-quality exterior amenity spaces for building residents to enjoy. Thus, the non-compliant lot occupancy will not result in any negative impacts to building residents or surrounding properties.

5. Additional Areas of Flexibility

The Applicant has made every effort to provide the highest level of detail in the drawings to convey the quality and appropriateness of the Project's design and uses for this location. Nonetheless, some flexibility is necessary with respect to certain details. Thus, the Applicant requests modest flexibility in the following areas:

- i. To be able to provide a range in the number of residential units of plus or minus 10%.
- ii. To vary the location and design of all interior components, including partitions, structural slabs, doors, hallways, columns, stairways, and mechanical rooms, provided that the variations do not change the exterior configuration of the buildings.

- iii. To vary or reduce the number, location and arrangement of parking (vehicular and bicycle) spaces, provided that the total is not reduced below the number required under the Zoning Regulations.
- iv. To vary the sustainable design features of the Project, provided the total number of points achievable for the Project is not below 50 points utilizing the Enterprise Green Communities rating standards.
- v. 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 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.
- vi. To vary the features, means and methods of achieving (i) the code-required Green Area Ratio (“GAR”) of 0.2, and (ii) stormwater retention volume and other requirements under 21 DCMR Chapter 5 and the 2013 Rule on Stormwater Management and Soil Erosion and Sediment Control.

IV. THE PROJECT MEETS THE STANDARDS OF THE ZONING REGULATIONS AND PUD REQUIREMENTS

A. Standards Applicable to an Application for a Zoning Map Amendment

The Zoning Act sets forth a number of criteria that must be applied by the Commission when adopting and amending the Zoning Regulations and zoning map. The Zoning Act states that the Zoning Regulations are designed to "promote the health, safety, morals, convenience, order, prosperity, or general welfare of the District of Columbia and its planning and orderly development as the national capital" D.C. Code § 6-641.01 (2001). The Zoning Act further provides that:

[z]oning maps and regulations, and amendments thereto, shall not be inconsistent with the comprehensive plan for the national capital, and zoning regulations shall be designed to lessen congestion in the street, to secure safety from fire, panic, and other dangers, to promote health and the general welfare, to provide adequate light

and air, to prevent the undue concentration of population and the overcrowding of land, and to promote such distribution of population and of the uses of land as would tend to create conditions favorable to health, safety, transportation, prosperity, protection of property, civic activity, and recreational, educational, and cultural opportunities, and as would tend to further economy and efficiency in the supply of public services. Such regulations shall be made with reasonable consideration, among other things, of the character of the respective districts and their suitability for the uses provided in the regulations, and with a view to encouraging stability of districts and of land values therein.

D.C. Code § 6-641.02 (2001). The Commission must apply those standards and criteria in determining whether to approve a requested map amendment. The proposed rezoning of the Subject Property from the R-4 and C-2-A Districts to the R-5-B and C-2-B Districts in conjunction with the PUD as requested herein will promote each of the purposes described above.

B. PUD Process is Appropriate Mechanism for the Project

The PUD process is the appropriate mechanism for guiding the development of the Subject Property. It allows the Project to be developed within the statutory purview of the Zoning Commission while at the same time providing opportunities for input from various agencies and parties. Through the PUD process, the Office of Planning and other District agencies will have the opportunity for greater participation in the fulfillment of the District's planning objectives for this area. Similarly, the adjacent property owners and area residents will have the opportunity to express their views about the Project. Accordingly, the use of the PUD process gives the community and District agencies an opportunity to work with the Applicant to ensure a well-planned development.

C. PUD Requirements under Chapter 24 of the Zoning Regulations

1. Area Requirements under Section 2401.1

The Zoning Regulations require a minimum land area of one acre for a PUD to be located in the R-5-B District and a minimum land area of 15,000 square feet for a PUD to be located in the C-2-B District. 11 DCMR § 2401.1. The Subject Property has a total land area of approximately 77,531 square feet, and therefore meets the requirements of 11 DCMR § 2401.1.

2. Height and FAR Requirements under Sections 2405.1 and 2405.2

The PUD regulations permit a maximum building height of 60 feet and a maximum density of 3.0 FAR in the R-5-B District, and a maximum building height of 90 feet and a maximum density of 6.0 FAR in the C-2-B District. The Project includes a maximum building height of 90 feet for the apartment building and an overall density of 3.6 FAR, and thus conforms with the PUD height and FAR allowances. Moreover, the proposed height and FAR for the project are consistent with other recently approved developments along the Georgia Avenue corridor, including 3321-3335 Georgia Avenue, NW – Z.C. Case No. 10-26 (approved PUD with a maximum height of 90 feet and a maximum density of 5.37 FAR); 3212 Georgia Avenue – Z.C. Case No. 13-10 (approved PUD with a maximum height of 87 feet and a maximum density of 5.95); 3232 Georgia Avenue, NW – Z.C. Case No. 08-26 (approved PUD with a maximum height of 80 feet and a maximum density of 4.54 FAR).

3. Impacts of the Project under Section 2403.3

The Project will have a favorable impact on the surrounding area and the existing community through its exceptional architectural design and the replacement of the outdated park facilities with a new apartment house, a new senior building, and eight new townhome units.

Together with new retail and amenity spaces, significant green space, and the private street, the Project will increase the vitality of the neighborhood and will have a positive economic and social impact. In addition, the Project's design carefully considers the nearby mix of uses and is intended to minimize any negative impacts on the surrounding area. Given the Subject Property's location in a walkable urban neighborhood, the abundance of public transportation options, and the provision of adequate on-site vehicle parking, the Project will not have an unacceptable impact on traffic. Moreover, the Project will significantly enhance the walkability of the neighborhood by establishing the new street connection between Irving Street and Columbia Road, putting additional "eyes and ears" on the street, and improving the pedestrian environment through significant new streetscape improvements.

The Applicant has already had significant engagement with the community surrounding the Subject Property and the Park Morton site. Attached hereto as Exhibit E is the Park Morton New Communities Initiative Community Engagement and Master Plan Update Summary, which sets forth all of the community engagement meetings and workshops to date, summarizes input and concerns received from the community, and provides details of the outcomes from the three major community planning and design workshops held by the Applicant in 2015 and 2016. The Applicant will continue to work closely with the community and the ANC as it moves forward with development of these important projects, particularly as it progresses through the zoning approval process. In addition, attached hereto as Exhibit F is a list of all formal meetings that the Applicant has attended with community members, stakeholders, and committees, regarding the development and design of the Projects.

4. Not Inconsistent with Comprehensive Plan Under Section 2403.4

As discussed at length below in Section V, the Project is not inconsistent with the Comprehensive Plan.

D. Public Benefits and Project Amenities

1. Overview

The PUD guidelines require the evaluation of specific public benefits and project amenities for a proposed project. Public benefits are defined as "superior features of a proposed planned unit development that benefit the surrounding neighborhood or the public in general to a significantly greater extent than would likely result from the development of the site under the matter of right provisions..." 11 DCMR § 2403.6. A project amenity is further defined as "one type of public benefit, specifically a functional or aesthetic feature of the proposed development that adds attractiveness, convenience or comfort of the project for occupants and immediate neighbors." 11 DCMR § 2403.7. Additionally, when deliberating the merits of a PUD application, the Zoning Commission is required to "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." 11 DCMR § 2403.8. Public benefits and project amenities may be exhibited in a variety of ways and may overlap with furthering of the policies and goals of the Comprehensive Plan.

The Project will help to achieve a number of the goals of the PUD process by creating a mixed-income and transit-oriented development with a thoughtful, high-quality, environmentally-friendly design. The Project will replace outdated park facilities and incorporate a significant supply of replacement public housing and affordable housing units. The Project also includes

significant open space for use by Project residents and the surrounding community, as well as a new 22-foot wide private street to enhance circulation to and through the Subject Property. Furthermore, the Applicant will also dedicate land by easement to widen a portion of the existing east-west alley that runs into the Subject Property. These and the other public benefits and amenities, described in more detail below, reflect and implement the goals of the PUD process, enhance the surrounding community, and benefit the District.

2. Urban Design, Architecture, Landscaping and Open Space (Section 2403.9(a)) and Site Planning, and Efficient and Economical Land Utilization (Section 2403.9(b))

The Project will implement a number of best planning practices within a site that has not seen significant improvement or redevelopment for decades. These practices include creating density within the Subject Property to establish a renewed neighborhood, incorporating a variety of building heights and residential unit types, introducing a new private street, and establishing new open green spaces that are adequately lit and easily surveyed. The proposed architecture is appropriately scaled to match the existing rowhouse character of the surrounding neighborhood, and the buildings will be made of high quality materials that will blend well with the surrounding urban context.

As described above, the apartment house and the senior building will both have large private courtyards for use by Project residents. The courts will be extensively landscaped with outdoor green amenity space to enjoy. The landscape design also includes significant public space enhancements as well as ample outdoor green space for the residents. The improved sidewalks along Georgia Avenue, Irving Street, and Columbia Road will provide for a better pedestrian experience through the use of street trees and sidewalk connections to the community park. The

new private street will provide a pedestrian mid-block connection with sidewalks trees lining both sides.

3. Transportation Features (Section 2403.9(c))

The Project will include a number of elements designed to promote effective and safe vehicular, pedestrian, and bicycle movement, transportation management measures, and connections to public transit services. For example, the Project proposes a new north-south private street that connects Irving Street to the north and Columbia Road to the south. The street will provide new access points and enhanced circulation, will include new streetscape features and improved facilities for vehicles, bicyclists, and pedestrians, and will increase community safety while beautifying the surrounding area.

The Project also incorporates designs for enhanced sidewalks and streetscapes throughout the Subject Property to encourage pedestrian activity. Vehicle parking will primarily be provided below-grade to preserve green space and minimize any spill-over effects into the surrounding neighborhood. Ample bike parking will be provided in a dedicated bike storage room located in the garage.

In addition to site-specific transportation features, the Subject Property is extremely well served by public transportation. The Subject Property is located approximately a half-mile from the Columbia Heights and Petworth Metrorail stations, which serve the Green and Yellow Metrorail lines, and is in close proximity to numerous Metrobus routes and stops, including the 70, 79, H1, H2, H3, and H4 bus lines which stop directly adjacent to the Subject Property.

In addition, the Subject Property is located within 0.3 miles of three Capital Bikeshare stations and three permanent car-share locations. The Subject Property is also located within

convenient walking distance of the Georgia Avenue commercial corridor and the heart of the Columbia Heights neighborhood, which provide a variety of dining, service, and entertainment options. The Applicant will collaborate with DDOT to formulate a Transportation Demand Management (“TDM”) Plan to encourage residents and visitors to use the abundant public transportation and bicycle options in the area.

4. Housing and Affordable Housing (Section 2403.9(f))

The Project’s most significant benefit is the creation of new housing, including public housing replacement units and additional new affordable housing units, consistent with the goals of the Zoning Regulations, the Comprehensive Plan, the NCI, and the Mayor's housing initiative. As described above, the Project will provide 94 off-site replacement housing units for Park Morton, allowing new public housing to be built prior to the demolition of existing public housing. Coordinated redevelopment of the Subject Property and Park Morton will minimize displacement, maximize opportunities for permanent moves, allow for phased redevelopment of Park Morton to keep existing residents on-site, and spread the density of Park Morton across multiple land parcels in order to achieve a one-for-one replacement of public housing units and mixed-income development.

Pursuant to Chapter 26 of the Zoning Regulations, the Project is only required to dedicate 8% or 10% of its residential gross floor area to households earning up to 80% of the AMI.¹ In this case, the Project includes a significantly greater amount of affordable housing and at a much steeper subsidy level.

¹ In the C-2-B District, 8% of residential gross floor area is required to be devoted to households earning up to 80% of the AMI. In the R-5-B District, 10% of residential gross floor area is required to be devoted to households earning up to 80% of the AMI. See 11 DCMR §§ 2603.1 and 2603.2.

Specifically, the Project includes a total of 273 residential units, with 189 apartment units, 76 senior apartment units, and 8 townhomes. The majority of the residential units will be subsidized housing for low or moderate income households as follows: 94 units will be public housing replacement units and 108 units will be set aside for moderate income households earning up to 60% of AMI. Thus, approximately 74% of the units will be devoted to affordable housing, which is significant.

The Project also includes a variety of housing types to serve households of all sizes. The townhomes will each have three bedrooms; the apartment building will have studio, one-bedroom, two-bedroom, and three-bedroom units; and the senior building will have one-bedroom units. This housing mix is carefully designed to meet local demand and to contribute to a vibrant, diverse, safe, and functional neighborhood.

The Applicant’s affordable housing proffer is as follows:

Residential Unit Type	GFA/Percentage of Total	Units	Income Type	Affordable Control Period	Affordable Unit Type
Total	266,618 sf of GFA (100%)	273	NA	NA	NA
Market Rate	74,819 sf of GFA (28%)	77	Market Rate	NA	NA
Public Housing Replacement Units	89,908 sf of GFA (34%)	94	HUD Requirements	For the life of the project	Rental
Affordable Housing	101,891 sf of GFA (38%)	108	Up to 60% AMI	For the life of the project	Rental

5. Employment and Training Opportunities (Section 403.9(e))

Expanding employment opportunities for residents and local businesses is a priority of the Applicant. Therefore, the Applicant will enter into a First Source Employment Agreement with the Department of Employment Services and will meet HUD’s Section 3 requirements.

6. Environmental Benefits (Section 2403.9(h))

The Project promotes environmental sustainability by implementing a variety of sustainable design features. For example, the proposed site plan opens the Subject Property to the surrounding community by creating a new private street, ensuring increased pedestrian access to public transportation options, and maximizing green park space. Moreover, the Project provides a host of environmental benefits consistent with the recommendations of 11 DCMR § 2403.9(h), including new landscaping, street tree planting and maintenance, energy efficient and alternative energy sources, methods to reduce stormwater runoff, and green engineering practices.

The Project will be designed to integrate a host of sustainable features and will be certified under the Enterprise Green Communities standards at a level that is the equivalent of Gold under the LEED standards. *See* Conceptual Enterprise Green Communities scorecard included with the Plans.

V. COMPLIANCE WITH THE COMPREHENSIVE PLAN

The PUD advances the purposes of the Comprehensive Plan, is consistent with the Future Land Use Map and Generalized Policy Map, complies with the guiding principles in the Comprehensive Plan, and furthers a number of the major elements of the Comprehensive Plan.

A. Purposes of the Comprehensive Plan

The purposes of the Comprehensive Plan are six-fold: (1) to define the requirements and aspirations of District residents, and accordingly influence social, economic and physical development; (2) to guide executive and legislative decisions on matters affecting the District and its citizens; (3) to promote economic growth and jobs for District residents; (4) to guide private and public development in order to achieve District and community goals; (5) to maintain and

enhance the natural and architectural assets of the District; and (6) to assist in conservation, stabilization, and improvement of each neighborhood and community in the District. D.C. Code §1-245(b) (¶ 1-301.62).

As discussed in more detail below, the Project significantly advances these purposes by promoting the social, physical and economic development of the District through the provision of a high-quality development that will increase the housing supply and improve the surrounding community.

1. Future Land Use Map

As shown on the Future Land Use Map attached hereto as Exhibit G, the Subject Property is designated in the Local Public Facilities category

As described by the Framework Element, the Local Public Facilities designation includes:

land and facilities occupied and used by the District of Columbia government or other local government agencies (such as WMATA), excluding parks and open space. Uses include public schools including charter schools, public hospitals, government office complexes, and similar local government activities. Because of the map scale, local public facilities smaller than one acre—including some of the District’s libraries, police and fire stations, and similar uses—may not appear on the Map. Zoning designations vary depending on surrounding uses.

10A DCMR § 225.15. The Comprehensive Plan further states that the intent of the Future Land Use Map is to show use rather than ownership. However, in a number of cases, ownership is displayed to note the District’s limited jurisdiction. Specifically, the Local Public designation includes high-impact uses such as solid waste transfer stations and stadiums, as well as low-impact uses such as schools. 10A DCMR § 226(g). The Future Land Use Map does not show density or intensity on Local Public sites. If a change in use occurs on these sites in the future, the new

designations should be comparable in density or intensity to those in the vicinity. 10A DCMR § 226(h).

In this case, the R-5-B and C-2-B Districts proposed for the Subject Property are appropriate for the Local Public Facilities designation given the surrounding uses, neighborhood context, and the density in the immediate vicinity. The surrounding area is largely residential, with a variety of housing types and densities including townhomes and apartment houses. Small-scale ground-floor retail uses are also interspersed in the surrounding neighborhood. Consistent with those uses and densities, the Applicant proposes to develop the Subject Property with a variety of much-needed new housing and affordable housing options, retail and amenity spaces, and public park uses, which are consistent with the surrounding context and appropriate for the Local Public designation of the Subject Property.

2. Generalized Policy Map

As shown on the Generalized Policy Map attached hereto as Exhibit H, the PUD Site is designated a Main Street Mixed Use Corridor.

Main Street Mixed Use Corridors are traditional commercial business corridors with a concentration of older storefronts along the street. Their common feature is that they have a pedestrian-oriented environment with traditional storefronts. Many have upper story residential or office uses. Conservation and enhancement of these corridors is desired to foster economic and housing opportunities and serve neighborhood needs. Any development or redevelopment that occurs should support transit use and enhance the pedestrian environment. 10A DCMR § 223.14.

The proposed Zoning Map amendment will enable the enhancement of the traditional corridor along Georgia Avenue. The Project will significantly improve the pedestrian environment along the street, increase safety, and the new private street will support transit use and improve connectivity to and through the Subject Property. The overall redevelopment will help to foster

economic and housing opportunities, and the new open spaces and landscaped areas will help create a neighborhood anchor as a valuable community amenity.

B. Compliance with Guiding Principles of the Comprehensive Plan

The PUD is consistent with many guiding principles in the Comprehensive Plan for managing growth and change, creating successful neighborhoods, increasing access to education and employment, connecting the city, and building green and healthy communities.

1. Managing Growth and Change.

The guiding principles of this element are focused on ensuring that the benefits and opportunities of living in the District are equally available to everyone in the city. The Project is fully consistent this goal. Specifically, the Project will help to attract a diverse population through the provision of a mix of housing types available for households of different incomes. 10A DCMR §§ 217.2 and 217.3. In addition, as shown on the Plans, the Project will help connect the Subject Property to the rest of the neighborhood and the overall urban fabric by creating a new north-south street, enhancing the pedestrian experience with new streetscape improvements and facilities, and building new open park spaces for the use and enjoyment of the public. 10A DCMR § 217.6.

2. Creating Successful Neighborhoods

One of the guiding principles for creating successful neighborhoods is improving the residential character of neighborhoods. 10A DCMR § 218.1. Moreover, the production of new affordable housing is essential to the success of neighborhoods. 10A DCMR § 218.3. Another guiding principle for creating successful neighborhoods is getting public input in decisions about land use and development, from development of the Comprehensive Plan to implementation of the plan's elements. 10A DCMR § 218.8. The Project furthers each of these guiding principles with

the construction of replacement public housing, affordable housing, and market-rate housing. As part of the PUD process, the Applicant has been working closely with Advisory Neighborhood Commission (“ANC”) 1A and other community stakeholders to ensure that the Project provides a positive impact to the immediate neighborhood and is designed to be consistent with community goals.

3. Connecting the City

The Project will help to implement a number of the guiding principles of this element. As shown on the Plans, the Project will include streetscape improvements to provide improved mobility and circulation through the Subject Property, as well as the overall neighborhood. 10A DCMR § 220.2. In addition, the access points for the required parking and loading facilities are designed to appropriately balance the needs of pedestrians, bicyclists, transit users, vehicles and delivery trucks, as well as the needs of residents and others to move around and through the city. *Id.* Moreover, the PUD and streetscape improvements will help to reinforce and improve the surrounding community. 10A DCMR § 220.3

4. Building Green and Healthy Communities

The Project is fully consistent with the guiding principles of the Building Green and Healthy Communities element, since the Project will increase the District's tree cover, minimize the use of non-renewable resources, promote energy and water conservation, and reduce harmful effects on the natural environment. *See* 11 DCMR §§ 221.2 and 221.3. In addition, the proposed streetscape improvements will also help to facilitate pedestrian and bicycle travel.

C. The Mid-City Area Element

The Subject Property is located within the Mid-City Area Element of the Comprehensive Plan, and the Project is consistent with many elements within this Area Element. For example, the Project is consistent with *Policy MC – 1.1.3: Infill and Rehabilitation* and *Policy MC – 1.1.7: Protection of Affordable Housing*, since the Project will be high-quality infill development that is compatible in scale and character with adjacent uses and involves the construction of significant new public and affordable housing units. Moreover, the Project is consistent with *Policy MC – 1.2.4: New Parks* and *Policy MC – 1.2.5: Neighborhood Greening*, which state that the “dearth of parks in the Mid-City area is a serious problem that must be addressed as its population grows.” In response, the Project will develop significant new open spaces and will undertake greening and planting projects along the streetscape.

D. Land Use Element

For the reasons discussed below, the Project supports a number of the policies of the Land Use Element:

i. Policy LU-1.2.2: Mix of Uses on Large Sites

The Project is compatible with adjacent uses and will provide a number of benefits to the immediate neighborhood and to the city as a whole.

ii. Policy LU-1.3 Transit-Oriented and Corridor Development

The Project exemplifies the principals of transit-oriented development. The Subject Property is located approximately a half mile from the Columbia Heights and Petworth Metrorail stations, which serve the Green and Yellow Metrorail lines, and is also located in close proximity to numerous Metrobus routes and stops, including the 70, 79, H1, H2, H3, and H4 bus lines which

stop directly adjacent to the Subject Property. In addition, the PUD is consistent with the following principles set forth in 10A DCMR § 306.4:

- A preference for diverse housing types, including both market-rate and affordable units;
- A priority on attractive, pedestrian-friendly design;
- Provision of well-designed, well-programmed, and well-maintained public open spaces;
- Convenient and comfortable connections to the bus system, thereby expanding access to the stations and increasing Metro’s ability to serve all parts of the city; and
- A high level of pedestrian and bicycle connectivity between the stations and the neighborhoods around them.

iii. Policy LU-1.3.4: Design to Encourage Transit Use

The Project has been designed to encourage transit use and will help to enhance the safety, comfort and convenience of passengers walking to local bus stops and Metrorail stations. The Project incorporates streetscape improvements, including lighting, landscaping, and pedestrian-oriented furniture, which will activate and animate the street frontages and create a safe and secure environment.

iv. Policy LU-2.1.3: Conserving, Enhancing, and Revitalizing Neighborhoods

In designing the Project, and consistent with this policy element, the Applicant has sought to balance the housing supply in the area and expand neighborhood commerce with the parallel goals of protecting the neighborhood character and restoring the environment.

v. Policy LU-2.2.4: Neighborhood Beautification

Policy LU-2.2.4 encourages projects to improve the visual quality of the District’s neighborhoods. As shown on the Plans, the Project includes a number of neighborhood beautification elements, such as landscaping, street tree planting, and the creation of significant

new open space. Moreover, development of the Subject Property will be a significant improvement to its current condition with the addition of new, well-designed buildings and brand new open space and green space for all to enjoy.

E. Transportation Element

The overarching goal of the Transportation Element is to create a safe, sustainable, efficient and multi-modal transportation system that meets the access and mobility needs of District residents, the regional workforce, and visitors; supports local and regional economic prosperity; and enhances the quality of life for District residents. *See* 10A DCMR § 401.1. The Project is uniquely situated to help further several policies and actions of the Transportation Element of the Comprehensive Plan as follows:

i. Policy T-1.1.4: Transit-Oriented Development

The PUD is an example of transit-oriented development and includes various transportation improvements, including the construction of a new mixed-income residential community along a major transportation and mixed-use corridor, bicycle parking and storage areas, and pedestrian improvements.

ii. Policy T-2.2.2: Connecting District Neighborhoods

The Project will help to encourage improved connections between District neighborhoods due to its location in a mixed-use community and its convenient access to Metrorail and Metrobus routes. Moreover, the new private street will connect the streets serving the Subject Property to the north and south, which will provide enhanced connectivity through the neighborhood.

iii. Policy T-2.3.1: Better Integration of Bicycle and Pedestrian Planning

As shown on the Plans and as described above, the Applicant has carefully considered and integrated bicycle and pedestrian planning and safety considerations in the development of the PUD.

iv. Action T-2.3-A: Bicycle Facilities

This element encourages new developments to include bicycle facilities. The Applicant proposes to provide secure indoor bicycle parking, as well as short-term exterior bicycle parking as Project amenities that accommodate and encourage bicycle use.

v. Policy T-2.4.1: Pedestrian Network

The Project will further this policy through constructing new sidewalks and upgrading existing sidewalks consistent with DDOT standards to ensure a safe pedestrian network within and around the Subject Property.

F. Housing Element

The overarching goal of the Housing Element is to "[d]evelop and maintain a safe, decent, and affordable supply of housing for all current and future residents of the District of Columbia." 10A DCMR § 501.1. The PUD will help achieve this goal by advancing the policies discussed below.

i. Policy H-1.1.1: Private Sector Support

The Project helps to meet the needs of present and future District residents at locations consistent with District land use policies and objectives. Specifically, the Project will include 273 new residential units, the majority of which will be subsidized housing for low or moderate income households. Ninety-four units will be dedicated as public housing and 108 units will be set aside

for moderate income households earning up to 60% of the AMI. The Project also includes a variety of housing types to serve households of all sizes, with units ranging in size from studios to three-bedrooms. Moreover, the provision of new housing at this particular location is fully consistent with the District's land use policies.

ii. Policy H-1.2.3: Mixed Income Housing

Consistent with this policy, redevelopment of the Subject Property will transform the outdated park space into a vibrant area that incorporates diverse new housing types into a mixed-income community with walkable streets and open public spaces. The Applicant will build a wide range of housing options for households at varying income levels. The new housing will be high-quality and energy-efficient, marketed for households at a range of sizes and income levels. The Project will significantly increase the subsidized and market-rate housing opportunities in the District and will leverage private sector development to assist in the redevelopment efforts.

G. Environmental Protection Element

The Environmental Protection Element addresses the protection, restoration, and management of the District's land, air, water, energy, and biologic resources. This element provides policies and actions on important issues such as energy conservation and air quality, and specific policies include the following:

- i. Policy E-1.1.1: Street Tree Planting and Maintenance* - encourages the planting and maintenance of street trees in all parts of the city;
- ii. Policy E-1.1.3: Landscaping* - encourages the use of landscaping to beautify the city, enhance streets and public spaces, reduce stormwater runoff, and create a stronger sense of character and identity;
- iii. Policy E-2.2.1: Energy Efficiency* - promotes the efficient use of energy, additional use of renewable energy, and a reduction of unnecessary energy expenses through

mixed-use and shared parking strategies to reduce unnecessary construction of parking facilities;

- iv. *Policy E-3.1.2: Using Landscaping and Green Roofs to Reduce Runoff* - calls for the promotion of tree planting and landscaping to reduce stormwater runoff, including the expanded use of green roofs in new construction; and
- v. *Policy E-3.1.3: Green Engineering* - has a stated goal of promoting green engineering practices for water and wastewater systems.

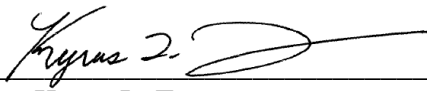
As discussed above, the Project will include street tree planting and maintenance, landscaping, energy efficiency, methods to reduce stormwater runoff, and green engineering practices, and is therefore fully consistent with the Environmental Protection Element.

VI. CONCLUSION

For the reasons stated above, the Applicant submits that the PUD and Zoning Map amendment meet the standards of Chapter 24 of the Zoning Regulations and are consistent with the purposes and intent of the Zoning Regulations and Zoning Map. Accordingly, the Applicant requests that the Zoning Commission determine that the application has merit and that a public hearing on the application should be scheduled.

Respectfully submitted:

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