



TO: District of Columbia Zoning Commission
FROM: *JL for* Jennifer Steingasser, Deputy Director, Development Review & Historic Preservation
DATE: June 3, 2016
SUBJECT: Preliminary Report – ZC 16-07 – Consolidated PUD and Related Map Amendment at 810 O Street, N.W. Square 399, Lot 66

I. OFFICE OF PLANNING PRELIMINARY RECOMMENDATION

The Office of Planning (OP) recommends the Zoning Commission (the Commission) set down for public hearing the application by W-G 9th and O, LLC for a Consolidated PUD with a related map amendment from C-2-A to C-2-B, and with relief from loading requirements.

Additional information and the resolution of certain concerns are required before the public hearing. Items are noted throughout this report and summarized in Section VI.

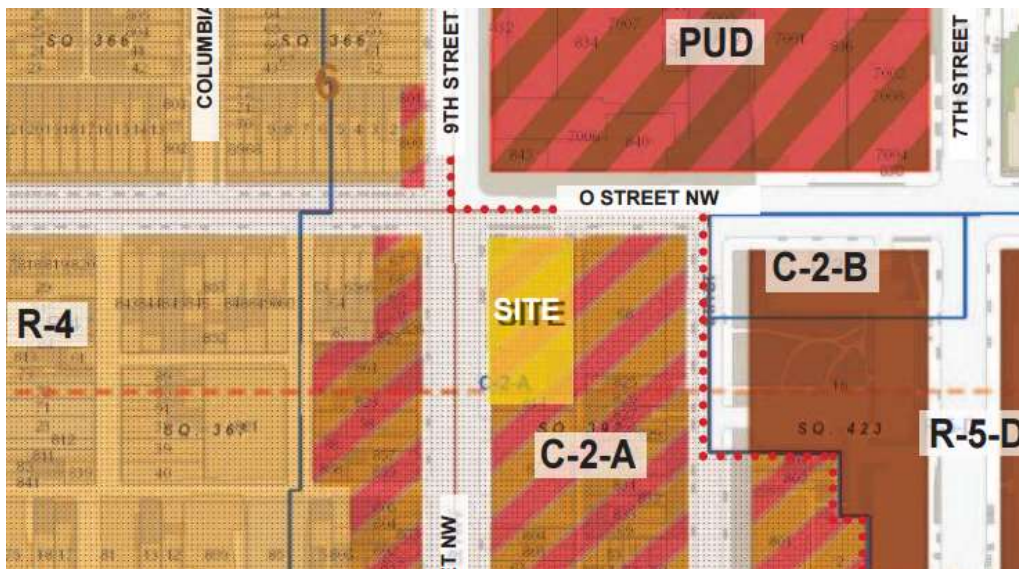


Figure 1. Proposed Consolidated PUD’s Location, Comprehensive Plan Future Land Use Map Designation, and Zoning Context

II. APPLICATION AND ANALYSIS SUMMARY

Context

The 15,093 site is within the Shaw neighborhood and historic district, one block north of the Washington Convention Center and across from the O Street Market mixed-use development approved in PUD 07-26. The Scripture Cathedral Church now on the site is not a contributing



building to the historic district. Mixed-use and denser/taller development is located along 9th and 7th Streets, while generally moderate density residential development is located on either side of the mixed-use spine. Immediately to the east of the property, across a north-south alley, the District has recently awarded development rights for 90-foot high residential development.

Proposed Project

The applicant proposes to demolish the church and construct a new mixed use development as a PUD with a related C-2-B zone map amendment. The proposed building would:

- Be 90 feet high as measured from O Street and contain 8 floors;
- Contain 90,458 SF of gross floor area and an FAR of 5.99, including:
 - 83,470 SF of residential use in approximately 66 dwelling units, and conforming with minimum Inclusionary Zoning standards;
 - 6,988 square feet of retail space on the ground floor;
- Have 52 – 58 conforming vehicular parking spaces and 10 tandem spaces, as well as 22 bicycle spaces;
- Provide one 30-foot loading berth, one 400 sf loading platform and one 20-foot service delivery space for residential uses, and share this loading with the retail uses;
- Provide a compliant rear yard and a compliant open court;
- Achieve a green area ratio of 0.3
- Be topped by an 18'6" tall 2-story penthouse with 4,526 gross square feet of habitable space generating an affordable housing requirement of 245 net square feet at 50% AMI.

The proposed PUD would be approximately 80% taller and 100% more dense than what could be developed by-right under the existing zoning.

Benefits and Amenities

- Approximately twice as much housing and affordable housing as could be constructed as under a by-right scenario;
- Larger than typical market rate and affordable units;
- LEED Gold equivalency;
- \$125,000 in total contributions to seven neighborhood or District-based non-profit organizations to support social service and arts programs.

Comprehensive Plan and Zoning

- Not inconsistent with Comprehensive Plan FLUM and Policy maps and written elements;
- Consistent with the Convention Center Area Strategic Development (Small Area) Plan;
- Generally consistent with the purposes of the PUD process;
- Generally consistent with proposed zone, other than:

- Relief is required and requested to permit modified dimensions for loading facilities and to permit sharing of facilities by residential and retail uses; and
- Possibly relief may be required and has not been requested for a proposed architectural element that may not comport with penthouse regulations.

Principal Issues to Be Addressed

- Inadequacy of relationship between project benefits and amenities and the flexibility requested: (The project would be twice as tall (+ 40 feet) and approximately 2.4 times more dense (+ 52,675 SF) than would be permitted by right under the existing zoning);
- Insufficient specificity and enforceability of community benefits;
- Need for transportation study, mitigation and transportation demand management (TDM);
- Clarification of zoning classification of rooftop element partially enclosing northern portion of roof deck and possible setback requirements; and
- Excessive projections into public space;

III. COMPREHENSIVE PLAN ANALYSIS

The proposed PUD is not inconsistent with the Comprehensive Plan or with the Convention Center Area Strategic Development Plan, which, as a Small Area Plan, contains additional guidance to the Comprehensive Plan.

As shown above in Figure 1, the Comprehensive Plan's Future Land Use Map (FLUM) indicates that all of Square 399 is appropriate for a mix of medium density residential and medium density commercial uses. While the project is taller and denser than a typical by-right medium density residential project, its proposed uses, requested C-2-B zone, 8 stories and 6.0 FAR are well within even the by-right parameters of the medium density commercial category noted in § 225 of the Comprehensive Plan's Citywide Element, where the FLUM categories are described in detail.

The Plan's Generalized Policy Map (Case Exhibit 3E) shows the location as part of a Main Street Mixed Use Corridor, where new development as described in the map's legend, is intended to "foster economic and housing opportunities and serve neighborhood needs...and enhance the pedestrian environment." The project would bring tax-generating residential and neighborhood-serving retail uses where there is now a non-profit institutional use, and would assist with activating 9th Street.

The Small Area Plan's development guide for the Square indicates that vacant sites in this locale should be considered for high and medium density residential development with improved storefront facades on the 9th Street corridor (Convention Center Area Strategic Development Plan, page 35). The development would provide this.

The proposed project would also be not inconsistent with written elements of the Comprehensive Plan. The Guiding Principles, and the Land Use, Transportation, Housing, Environmental,

Urban Design and the Near Northwest Area Elements include policies and recommended actions with which the proposal is congruent.

Guiding Principles: The mixed-use medium-density development is located within four blocks of the Mount Vernon Square/Convention Center WMATA station and is served by four bus lines on 9th Street. The ground floor retail spaces would help to activate 9th Street and will serve as a retail “bridge” between the Convention Center and the O Street Market. The upper stories would provide apartments as large as two bedrooms plus dens for income groups ranging from 80% AMI to upper income.

The design employs elements traditional to the Shaw historic district such as red brick, “punched” window openings and rhythmic bays. The Shaw neighborhood would be further strengthened by the proposed contributions to several local non-profit groups. Together, these characteristics adhere to the Guiding Principles for Managing Growth and Change (Comprehensive Plan page 2-23, numbers 3, 4, 6 and 7), and for Creating Successful Neighborhoods (Comprehensive Plan page 2-24, numbers 10 and 15). The building’s proposed LEED Gold equivalency is consistent with the principles for Building Green and Healthy Communities (Comprehensive Plan page 2-27, number 34).

The principal written Comprehensive Plan policies and actions with which the PUD would be not inconsistent are listed in Attachment 1 to this report.

IV. ZONING ANALYSIS

Table 1: Existing and Proposed Zoning, Development Potential, and Proposed Development. (Based on applicant’s summary figures).						
Item	Permissions and Requirements			Proposed by Applicant		
	C-2-A Zone - By Right	C-2-B by-right w/ IZ	C-2-B PUD	Proposed	(+) or (-) from Existing By- Right	Complies w/ C-2-B PUD?
Lot Size (SF)	---	---	15,000 min.	15,093	n/a	Complies
Height (ft.) §770.6	50 max	65 max	90 max	90 (+ penthouse)	+ 40 ft. +240%	Complies
Lot Occ. §772	100% (80% res.)	Same	Same	80% res. < 100% non-res	n/a	Complies
FAR §771	2.5 max. (1.5 non-res.) 3.0 max IZ (1.5 non-res.)	3.0 max. (2.0 non-res.)	6.0 total (2.0 non-res.)	5.99 (0.4 retail)	+ 3.49 FAR (+140%)	Complies

Permissions & Requirements			Proposed by Applicant			
Item	C-2-A Zone - By Right	C-2-B by-right w/ IZ	Item	C-2-A Zone - By Right	C-2-B by-right w/ IZ	Item
GFA (SF)	37,733	45,279	90,558 SF	90,458 TOTAL	+ 52,675 + ~ 240%	Complies
				79,061 res. 1,605 -res. amenity 6,879 retail		
Res. Units (Approx. @ 1,197 gsf/unit)	32 total	38 total	66 total ¹	66 total	+Approx. 34 total	Complies
IZ SF Chap. 26	6,850 total 3,225 low 3,225 mod. (10% res. GFA @ 50% low/ 50% mod)	---	6,686 total All at 80%	6,686 total at 80% + 362 sf @ 50% AMI generated by penthouse	Equivalent total, but ~ 3,000 SF less at 50% AMI	Complies
Affordable (IZ) Units (Approx. # @ 1,197 gfa/unit)	3 low AMI 3 mod AMI	~ 6 mod AMI		5-6 mod + 2 low related to penthouse	(-) 2 low (+) 3 mod.	Complies
Non-Bicycle Parking §2101.1	Res: 16 @ 1:2 du's Non-res: 0 @ 1/500 sf > 3,000 sf	Res.: 22 spaces @ 1:3 units Non-res: 0 @ 1/750sf > 3,000		Res 52-58 Non-res: 5	n/a	Complies
Bicycle Parking § 2119.1	Res: 11 @1 :3 units Retail: 5% vehicular = 0 to 1 space			Same Res.: 22 Retail: 0	n/a	Complies
Loading Residential and Non-Residential § 2201.1	Residential with > 50 units 1 berth @55' 1 platform@ 200 sf 1 delivery space @ 20' Retail s/ 5,000 – 20,000 gsf 1 berth @30' 1 platform @100 sf 0 delivery			TOTAL, ALL USES 1 berth @30' 1 platform @ 400 sf 2 delivery spaces @ 20'	n/a	Relief Requested: Size of 1 Res. Berth; No retail berth; No retail platform.

¹ The applicant must clarify whether the number of units would be 66, as indicated in the body of the application text, or 62, as indicated in the application's Figure 1 table.

Item	Permissions & Requirements		Proposed by Applicant		
	C-2-A Zone - By Right	C-2-B by-right w/ IZ	Item	C-2-A Zone - By Right	C-2-B by- right w/ IZ
Side Yard (ft.) §775	---	(If provided, ≥ 3 in. / foot of height or 8 ft.)	None provided	n/a	Complies
Rear Yard (ft.) §774.7	15 ft.	15 ft.	15 ft.	n/a	Complies
Open Court (ft.)§ 776	25.88 (If provided, the greater of 4 in. width / ft. of height or 15 ft.)	Same	105.33	n/a	Complies
Roof Structures § 411 5	Height: 20 ft. Stories: 2 (1 residential) Setback: 1:1 FAR 0.4 # Wall Heights: 2, (only one for habitable)		Ht: 18'6" Stories: 2 (1 residential) Setback: 1:1 exclusive of architectural embellishment FAR: ___	n/a	Penthouse complies, but architectural embellishment may not comply.
GAR	0.3	0.3	0.3	n/a	Complies

The request to associate C-2-B zoning with the PUD, rather than the existing C-2-A zoning, is the most significant relief requested by the applicant. Under the requested PU related-zoning the applicant has requested permission to build a mixed use structure that would be 80% taller and 140% larger than could be constructed under the site's by-right C-2-A zoning.

Within the context of a C-2-B PUD, the proposed project would conform to all zoning regulations other than loading requirements.

The applicant seeks loading relief to provide:

- one 30 foot berth for all uses, where one 55 foot berth is required for residential use and one 30 foot berth is required
- One 400 square foot loading platform for all uses, where one 200 square foot platform is required for residential use and one 100 square foot platform is required for retail use

However, two 20' long service delivery spaces would be provided, when only one is required between the different uses.

Finally, with respect to zoning, the design includes an 18'6" oval element that is atop the roof and tangent with the northern property line, and set back four feet (4 ft.) from the northern building wall that projects four feet (4 ft.) into public space. It is labelled "Outdoor Pavilion Space" on Sheet L01 of the architectural drawings. OP has informed the applicant that this element requires additional information and analysis of the proposed pavilion to determine whether it is:

- Covered with a roof as indicated on sheet L01 or open to the sky, as indicated in other drawings;
- An "architectural embellishment" that is not part of the penthouse and that does not require a 1:1 setback from the building wall, as has been suggested by the applicant; or,
- A part of the penthouse to which it appears to be directly attached and whose pattern of fenestration and materials it continues and that would, therefore, require a 1:1 setback; and, if so whether the setback is appropriately measured from the property line or from the building wall projecting into public space.

OP has advised the applicant to consult with the Zoning Administrator to determine the element's classification and zoning compliance.

V. COMPLIANCE WITH PUD REGULATIONS

A. Overview

As noted, the application is not inconsistent with the Comprehensive Plan, and meets minimum site-size requirements of § 2502.1(c). With the related map amendment the building would comply with all zoning standards other than the loading requirements, and possibly with a setback requirement for an unoccupied structure atop the roof. A PUD is the most appropriate vehicle for realizing the Comprehensive Plan's designation of the site as appropriate for medium density residential and commercial use on a Main Street Mixed Use Corridor and for achieving the Convention Center Area Small Area Plan's goals for the Square.

B. Zoning Relief / Flexibility Under PUD Guidelines

With the requested related zone, the PUD would meet all zoning regulations other than loading requirements, for which relief has been requested. OP has advised the applicant to work with the Zoning Administrator to resolve the potential embellishment/penthouse concern prior to a public hearing.

The loading relief requested by the applicant is not dis-similar to the relief requested for similar PUD's.

OP's principal concern, as it has informed the applicant and as is discussed in a later section of this report, is that the amenities and benefits of the project do not appear to be sufficiently robust, specific, enforceable or commensurate with the additional density and height the applicant seeks to achieve through the PUD process.

C. Transportation, Parking and Loading

The information provided for these topics will need to be significantly supplemented for the public hearing.

All parking and loading would be entered off of the north-south alley to the east of the property. The alley's effective width would be increased from 10 to 15 feet by the building's rear yard. The applicant will need to clarify whether a public easement would be provided over the 5 foot wide segment.

Sheet A 20 of the architectural plans indicates the applicant will provide 57 zoning-compliant parking spaces – a ratio of 1 space per 1.19 units, where a ratio of 1:3 is required. An additional 10 spaces are proposed to be located in vault space under O Street, although the District Department of Transportation (DDOT) has not typically permitted new vault-space parking. The applicant will need consult with staff of DDOT's public space committee to address these vault space concerns by the public hearing.

Relief has been requested from loading requirements, as noted in the zoning table above. It appears from Sheet A16 that loading would be at the ground floor level, adjacent to the alley. The applicant should address why this relief is requested and will need to provide dimensioned plans for the loading facilities and submit truck turning diagrams.

Preliminary information has been provided about traffic generation, the impact on the street and alley network, and the scope of work Gorove/Slade Associates, Inc. will perform for the Comprehensive Transportation Review (CTR). Prior to a public hearing the applicant will work with DDOT to refine information and analysis, develop mitigation measures, and produce a Transportation Demand Management (TDM) plan.

D. PUD Benefits, Amenities and Proffers

The public benefits and project amenities that are described on pages 14-19 of the application are sufficient for setdown, but, as noted above, are not yet commensurate with the additional height and density the PUD is requesting through the related map amendment with the requested loading relief, and with other relief that may be granted. The amount of detail provided in the application is significantly below what is expected of PUD application. OP is also concerned that the division of the proposed \$125,000 in total contributions divided among seven different non-profit groups will result in several difficult to track smaller proffers rather than a more substantial enforceable benefit, and that few if any of the items or services will last for anywhere near the life of the PUD project.

The applicant has not proffered a First Source Agreement, and OP encourages the applicant to address this by the public hearing.

TABLE 2: ITEM	MITIGATION	PUBLIC BENEFIT	PROJECT AMENITY	REQUIRED	IS IT A PROFER?	NOTES FOR POST-SETDOWN
Urban Design, Architecture, Landscaping and Streetscape, including upgraded paving, street trees, street furniture	No	Yes	No	Some of proposed streetscape may be required by DDOT.	No	The applicant will need to provide more details about how the quality and/or quantity of these elements are significantly better than would typically be provided for a by-right building for the intended market, or otherwise required by DDOT.
Transportation Features and Transit-Oriented Location	Insufficient information available	3 bicycle racks may be public benefits, but may also be mitigation	No	Not yet known	Three bike racks in public space are proffers subject to DDOT review	Applicant will need to explain what it is providing to enhance TOD sufficiently to be considered a benefit
Market Rate Housing	No	Yes. More market rate units than existing zoning permits; units larger than typical	No	Yes, inherent in project design and requested zoning	No	n/a
8% affordable @ 80% AMI	No	Possibly. Units larger than typical, but not greater in number than required, nor targeted to as deep an AMI level as would be required by existing by-right zone	No	Yes	No	OP encourages the Applicant to give serious consideration to strengthening the number of IZ units beyond the minimum required and/or target lower incomes
Environmental Benefits – Sustainable Design Features and LEED Gold Equivalent	No	Yes	Yes	Some may be, but LEED Gold equivalency is not	Likely yes	Applicant should summarize in narrative form, the sustainability information provided on Sheet C7.01 and following 8 pages of architectural plan packet,

TABLE 2: ITEM	MITIGA- TION	PUBLIC BENEFIT	PROJECT AMENITY	REQUIRED	IS IT A PROFER?	NOTES FOR POST- SETDOWN
						and indicate to which items the applicant is committed. Applicant should also clarify whether LEED target is Gold, as indicated in submission text, or Silver, as indicated in final sheets of architectural plans
\$35,000 to Bread for the City for groceries for seniors and low income families	no	yes	no	no	yes	Requires greater specificity and enforceability
\$ 15,000 to Emmaus Services for the Aging for 20 iPads to support senior workforce development program	no	yes	no	no	yes	Requires greater specificity and enforceability
\$ 15,000 to Family Life Center Foundation for child anti-human trafficking awareness program	no	yes	no	no	yes	Requires greater specificity and enforceability
\$ 15,000 to DC Artspace for after-school youth arts program, in association with Touchstone Foundation	no	yes	no	no	yes	Requires greater specificity and enforceability
\$ 15,000 to Banneker City Little league for baseball equipment	no	yes	no	no	yes	Requires greater specificity and enforceability

TABLE 2: ITEM	MITIGATION	PUBLIC BENEFIT	PROJECT AMENITY	REQUIRED	IS IT A PROFER?	NOTES FOR POST-SETDOWN
\$ 15,00 to Kennedy Recreation Center for youth league uniforms	no	yes	no	no	yes	Requires greater specificity and enforceability
\$15,000 to Shaw Main Streets for training/employing ex-offenders to maintain public space on 7 th and 9 th Streets	no	yes	no	no	yes	Requires greater specificity and enforceability

OP has no objection to the donations proposed by the applicant but additional details should be provided regarding how the contribution qualifies as a public benefit contemplated under section 2403.6 :

2403.6 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. All public benefits shall meet the following criteria:

- (a) *Benefits shall be tangible and quantifiable items; and*
- (b) *Benefits shall be measurable and able to be completed or arranged prior to issuance of a Certificate of Occupancy.*

Monetary contributions shall only be permitted if made to a District government program or if the applicant agrees that no certificate of occupancy for the PUD may be issued unless the applicant provides proof to the Zoning Administrator that the items or services funded have been or are being provided.

A. Affordable Housing

The applicant would be providing the minimum IZ-required set-aside of 8% of the residential square footage for the affordable housing, targeted to households earning no more than 80% of the Area Median Income (AMI). The existing zoning requires IZ units at both 50% and 80% AMI. While the PUD would deliver approximately 1 to 2 more IZ units at 80% than a by-right project, it would provide fewer units at 50% AMI.

Residential Unit Type	Res. GFA; % Total	Units (assumes approx. 1,197 GSF/unit)	Income Type	Affordable Control Period	Affordable Unit Type	Notes
Residential Total	80,591 GSF	66				
Market Rate	74,144 GSF	59 ²				
IZ Required @ 8% of Res. GFA	6,447 GSF	6	Moderate	Project duration	Rental	Differences between OP and applicant calculations to be clarified.
IZ Required by Penthouse	362 GSF	1	Low	Project duration		
IZ Total Required	6,809 GSF	7	Moderate & Low	Project duration for all IZ units		
Affordable/Non IZ	n/a	n/a	n/a	n/a	n/a	

OP strongly recommends that the applicant consider expanding its commitment to the number of Inclusionary Zoning units provided, and to including a portion of the units at a lower level of affordability.

B. Mitigation of Potentially Adverse Impacts

The applicant and DDOT will continue to work on identifying potentially adverse impacts and determining appropriate mitigation measures.

C. Urban Design and Architecture

The design is in scale with new and proposed development in the neighborhood. The masonry materials and colors, and the rhythm established by the projecting bays, are similar to those found throughout the Shaw neighborhood generally, and the historic O Street market in particular. The 9th Street façade establishes a strong, street-activating retail frontage at the base and provides variety to materials and scale within the residential stories. The setback at the top story reduces the apparent mass of the building and provides terraces for occupants. The gridded portions of the norther façade help relate the building to the design of the Cambria Suites hotel facing the building from across O Street.

While the oval pavilion atop the northern end of the roof may establish a signature design element, further examination of the zoning regulations may require modification of this element.

OP notes that the windows and inset balconies on the southern building face are at-risk, although the contributing status of the south-adjacent historic buildings may mitigate impacts of future construction on the southernmost units.

The public space projections add interest to the design but are 31.6' longer than what would be permitted on 9th Street and 11.45' longer than would be permitted on O Street. This will need to be reviewed by DDOT's public space staff prior to a hearing.

² Applicant and OP numbers require reconciliation prior to hearing.

VI. SUMMARY OF INFORMATION NEEDED TO ADDRESS CONCERNS REQUESTS, RESPONSES AND NEEDS

Table 3. Additional Information Needed After Setdown	
ITEM	NOTES
Benefits and Amenities in relation to additional height, density and zoning relief achieved through PUD	Relationship does not appear to be commensurate. Must be addressed at least by the pre-hearing statement is filed.
Benefits and Amenities detail.	Additional specificity and enforceability required
Width of alley	Clarification of whether 5 foot setback for rear yard adjacent to 10 foot alley will include an easement for public use
Rooftop “embellishment”	Clarification of whether it has a roof, its zoning classification and whether setbacks are required. Redesign or relocation may be necessary
Loading relief	Explanation of why it is needed and beneficial in pre-hearing statement
Report on Traffic, Parking and Transportation Demand Management Studies and Plans	To DDOT 45 days prior to the public hearing. To OP, ANC, Community 30 days before hearing. Pre-hearing statement to Commission.
Clarification of whether applicant is committed to LEED Gold equivalency or to LEED Silver equivalency	Pre-hearing statement
Recommended enhancement of proposed affordable housing numbers and depth of AMI	Pre-hearing statement
Public Space projection revisions, if needed, in conjunction with DDOT	Pre-hearing statement
Further explanation of how quality of design and materials is superior to what would be provided if project not developed as a PUD	Pre-hearing statement
Written Commitment to First Source Agreement	Pre-hearing statement
Materials samples	At hearing.

JLS/sic

Stephen Cochran, project manager

Attachment 1

PRINCIPAL WRITTEN ELEMENTS OF THE COMPREHENSIVE PLAN WITH WHICH THE PROPOSED PUD WOULD BE NOT INCONSISTENT

Land Use

LU-1.1 Strengthening the Core 304: Policy LU-1.1.7: Central Employment Area Edges Support the retention of the established residential neighborhoods adjacent to the Central Employment Area. Appropriate building setbacks, lot coverage standards, and a stepping down in land use intensity and building height shall be required along the edges of the CEA to protect the integrity and historic scale of adjacent neighborhoods and to avoid creating sharp visual distinctions between existing and new structures. 304.13

LU-1.3 Transit-Oriented and Corridor Development 306 ... Fully capitalizing on the investment made in Metrorail requires better use of the land around transit stations and along transit corridors.

LU-2.2 Maintaining Community Standards 310: Policy LU-2.2.4: Neighborhood Beautification Encourage projects which improve the visual quality of the District's neighborhoods, ...

Housing

H-1.1 Expanding Housing Supply 503 Expanding the housing supply is a key part of the District's vision to create successful neighborhoods.

Policy H-1.1.1: Private Sector Support Encourage the private sector to provide new housing to meet the needs of present and future District residents at locations consistent with District land use policies and objectives. 503.2

Policy H-1.1.4: Mixed Use Development Promote mixed use development, including housing, on commercially zoned land, particularly in neighborhood commercial centers, along Main Street mixed use corridors, and around appropriate Metrorail stations. 503.5

Policy H-1.1.6: Housing in the Central City Absorb a substantial component of the demand for new high-density housing in Central Washington and along the Anacostia River. Absorbing the demand for higher density units within these areas is an effective way to meet housing demands, create mixed-use areas, and conserve singlefamily residential neighborhoods throughout the city. Mixed income, higher density downtown housing also provides the opportunity to create vibrant street life, and to support the restaurants, retail, entertainment, and other amenities that are desired and needed in the heart of the city. 503.7

Policy H-1.2.3: Mixed Income Housing Focus investment strategies and affordable housing programs to distribute mixed income housing more equitably across the entire city, taking steps

to avoid further concentration of poverty within areas of the city that already have substantial affordable housing. 504.8
Environmental

Environmental

Policy E-1.1.1: Street Tree Planting and Maintenance Plant and maintain street trees in all parts of the city, particularly in areas where existing tree cover has been reduced over the last 30 years. Recognize the importance of trees in providing shade, reducing energy costs, improving air and water quality, providing urban habitat, absorbing noise, and creating economic and aesthetic value in the District's neighborhoods. 603.4

Policy E-1.1.2: Tree Requirements in New Development Use planning, zoning, and building regulations to ensure that trees are retained and planted when new development occurs, and that dying trees are removed and replaced. If tree planting and landscaping are required as a condition of permit approval, also require provisions for ongoing maintenance. 603.5

Policy E-1.1.3: Landscaping Encourage 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. 603.6

E-3 Promoting Environmental Sustainability 612

Policy E-3.1.2: Using Landscaping and Green Roofs to Reduce Runoff Promote an increase in tree planting and landscaping to reduce stormwater runoff, including the expanded use of green roofs in new construction and adaptive reuse, and the application of tree and landscaping standards for parking lots and other large paved surfaces. 613.3

Policy E-3.2.1: Support for Green Building Encourage the use of green building methods in new construction and rehabilitation projects, and develop green building methods for operation and maintenance activities. 614.2

Urban Design

Policy UD-2.2.5: Creating Attractive Facades Create visual interest through well-designed building facades, storefront windows, and attractive signage and lighting. Avoid monolithic or box-like building forms, or long blank walls which detract from the human quality of the street. (see Figure 9.12) 910.12

Policy UD-3.1.6: Enhanced Streetwalls Promote a higher standard of storefront design and architectural detail along the District's commercial streets. Along walkable shopping streets, create street walls with relatively continuous facades built to the front lot line in order to provide a sense of enclosure and improve pedestrian comfort. 913.13

Policy UD-3.1.7: Improving the Street Environment Create attractive and interesting commercial streetscapes by promoting ground level retail and desirable street activities, making

walking more comfortable and convenient, ensuring that sidewalks are wide enough to accommodate pedestrian traffic, minimizing curb cuts and driveways, and avoiding windowless facades and gaps in the street wall. 913.14

Near Northwest Element

Policy NNW-1.1.2: Directing Growth Generally direct growth within the Near Northwest Planning Area to the eastern side of the Planning Area (Logan Circle and Shaw), given the strong market demand and limited land available on the west side, and the need for reinvestment and renovation on the east side. 2108.3

Policy NNW-1.1.4: Neighborhood Commercial Revitalization Improve the neighborhood shopping areas along 7th, 9th, and 11th Streets NW. The success of the established businesses on these streets should be strongly encouraged, and new businesses that provide needed goods and services to area residents should be attracted. 2108.5

Policy NNW-2.1.3: Shaw/Howard University and Mount Vernon Square Metro Stations Encourage mixed-income residential development with underground parking adjacent to the Shaw/Howard and Mount Vernon Square Metro stations, particularly on existing surface parking lots. 2111.7

Policy NNW-2.1.5: 7th and 9th Street Corridors Locate retail development within the Shaw/Convention Center Area in a manner that best serves residents, creates the best environment for businesses to succeed, and uses land already zoned for commercial uses. Continuous ground floor retail uses should be encouraged along sections of 7th and 9th Streets as designated in the 2005 Strategic Development Plan to create a traditional pedestrian-oriented Main Street pattern and establish a unified identity for the community. These corridors should attract convention-goers, residents, and visitors, and should include both new and existing businesses. 2111.9

Policy NNW-2.1.7: Public Realm Improve streets and open spaces throughout the Shaw/Convention Center Area. Open space in the area should promote a sense of community, provide a high level of public safety, and address multiple needs. Connections between the area's parks and open spaces should be strengthened and opportunities for new recreational activities should be accommodated where feasible. 2111.11

Action NNW-2.1.F: O Street Market and Environs Support development of the O Street market site as a mixed use project that becomes the focal point for the 7th and 9th Street retail corridors. Encourage NCRC to develop their properties on adjacent sites along O and P Streets with mixed use projects containing ground floor retail and upper story housing. 2111.18

Action NNW-2.1.I: Street Hierarchy and Public Realm Undertake the following actions to improve the public realm in the Shaw/ Convention Center area: a. Develop, maintain, and enforce standards for residential and commercial streets that address sidewalks, tree boxes, and public rights-of-way;