

MEMORANDUM

TO: District of Columbia Zoning Commission

FROM: Maxine Brown-Roberts, Project Manager
JLS
 Jennifer Steingasser, Deputy Director, Development Review & Historic Preservation

DATE: May 4, 2020

SUBJECT: ZC Case 19-28 – Hearing Report to Rezone 1840 7th Street, NW from the RF-1 zone to the ARTS-3 zone.

I. RECOMMENDATION

At its public meeting on February 24, 2020, the Zoning Commission set down for a public hearing the request to rezone, 1840 7th Street, NW (Square 417, Lots 53 and 54) from the RF-1 zone to the ARTS-3 zone.

The Comprehensive Plan provides that the zoning of any given area should be guided by the Future Land Use Map (FLUM) interpreted in conjunction with the text of the Comprehensive Plan, including the city-wide and area elements, as well as the approved Small Area Plans (10-A DCMR § 226.1 (d)). The proposed ARTS-3 zone is not inconsistent with the FLUM recommendation for mixed-use, medium density residential and medium density commercial, the General Policy Map, the text of Comprehensive Plan, the Convention Center Strategic Development Plan and the Duke Plan as demonstrated in this report. Therefore, the Office of Planning (OP) recommends **approval** of the proposed map amendment from the RF-1 zone to the ARTS-3 zone.

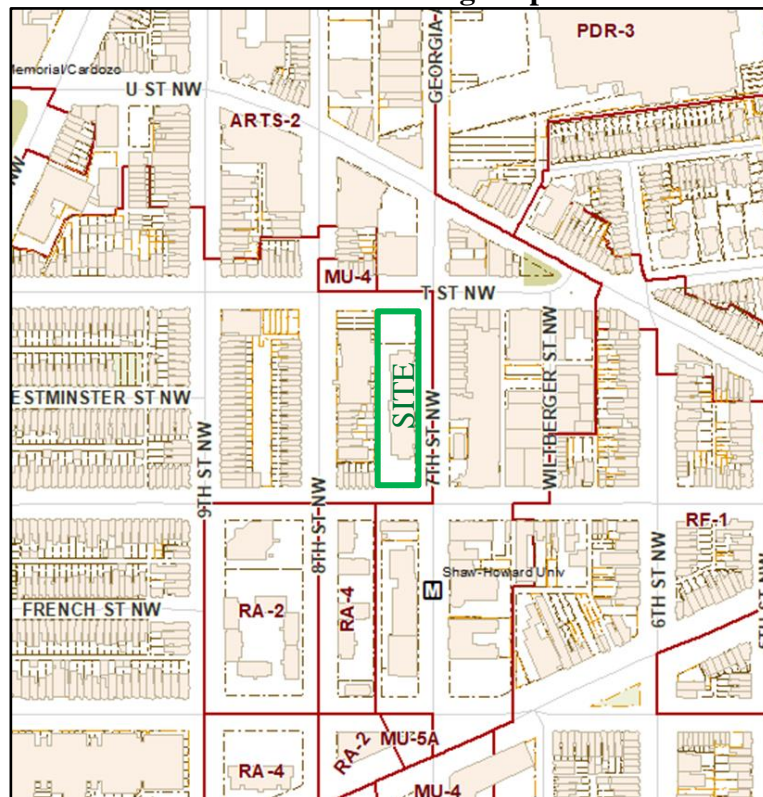
II. APPLICATION-IN-BRIEF

Applicant	Square 417, LLC
Proposed Map Amendment	RF-1 to ARTS-3
Address	1840 7 th Street, NW
Ward and ANC	1/ANC-1B
Legal Description	Square 417, Lots 53 and 54
Property size	42,751 square feet
Future Land Use Map Designation	Mixed Use - Medium-Density Residential and Medium-Density Commercial
Generalized Policy Map Designation	Neighborhood Enhancement Area
Historic District	None

III. SITE AND AREA DESCRIPTION

The subject property consists of Square 417, Lots 53 and 54. Lot 53 is developed with a three-story building which fronts on the 7th Street/Georgia Avenue corridor and is occupied by Howard University offices and a surface parking lot while the adjacent Lot 54 is a surface parking lot all within the RF-1 zone. This portion of the corridor is developed with a variety of retail, service, residential and office uses. To the east are the Shaw/Howard University Metro Station and the Progression Place development consisting of residential, office and ground floor retail uses in the ARTS-2 zone. To the south are a one-story liquor store and a nine-story residential building with ground floor retail uses in the ARTS-2 zone. To the west are row dwellings and the Cleveland Elementary School in the RF-1 zone, while to the north is a one-story CVS Pharmacy in the ARTS-2 zone a one-story retail store in the MU-4 zone.

Location and Zoning Map



IV. DEVELOPMENT CAPACITY OF EXISTING AND PROPOSED ZONES

The applicant's petition is to rezone the lots which combine for a total of 42,751 square feet of land area from the RF-1 zone to the ARTS-3 zone. The Zoning Regulations in Subtitle E § 300.1 state the existing RF-1 zone allows for areas predominantly developed with row houses on small lots within which no more than two (2) dwelling units are permitted.

The Zoning Regulations at Subtitle K § 800.1 states the purposes of the Mixed-Use-Uptown Arts (ARTS) zones (ARTS-1 through ARTS-4) are to:

- (a) *Promote the creation of arts, arts-related, and art-supporting uses;*

- (b) *Encourage a pedestrian scale of development, a mixture of building uses, adaptive reuse of older buildings, strengthened design character, public safety, and eighteen (18) hour activity;*
- (c) *Require uses that encourage pedestrian activity, especially retail, entertainment, and residential uses;*
- (d) *Provide for an increased presence and integration of the arts and related cultural and arts-related support uses;*
- (e) *Expand the area's housing supply in a variety of rent and price ranges;*
- (f) *Expand business and job opportunities, and encourage development of residential and commercial buildings;*
- (g) *Strengthen the design character and identity of the area by means of physical design standards;*
- (h) *Encourage adaptive reuse of older buildings in the area and an attractive combination of new and old buildings; and*
- (i) *Foster eighteen (18) hour activity and increased public safety.*

In addition, the ARTS-3 zone is intended to permit medium-density, mixed-use development, with a focus on employment. As described in the Site and Area Description section above, all the adjacent properties to the north, east and south are within the ARTS-2 category which is intended to permit *medium-density, compact mixed-use development, with an emphasis on residential development.*

The following table compares the development standards of the RF-1 zone, the ARTS-2 zone and the proposed ARTS-3 zone.

	Existing Zone: RF-1	ARTS-2	Proposed Zone: ARTS-3
Permitted Uses:	Use Group E	Arts Uses Subtitle U, Chapter 7 and MU Use Group E	Arts Uses Subtitle U, Chapter 7 and MU Use Group F
Height	50 feet max.	65 feet max. 70 feet (IZ)	65 feet max. 75 feet (IZ)
FAR	2.5 max. (1.5 max. res.) 3.0 IZ	3.5 4.2 (IZ) 1.5 Non-Residential	4.0 4.8 (IZ) 2.5 Non-Residential
Penthouse Height	12 feet max.; 1 story 15 feet mechanical max..	12 feet max.; 1 story 18.5 feet mechanical max.; Second story permitted for penthouse mechanical space	12 feet max.; 1 story 18.5 feet mechanical max.; or as limited by Subtitle K § 803.3 adjacent to a RF zone.
Lot Occupancy	60% max. 75% (IZ)	60 % max. (residential) 80 % (IZ) 100% (non-residential)	75% max. (residential) 80% (IZ) 100% (non-residential)
Rear Yard	15 feet min.	15 feet min.	2.5 inches/ft. of vertical distance from 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 12 feet

	Existing Zone: RF-1	ARTS-2	Proposed Zone: ARTS-3
Side Yard	None required. If provided 5 ft. min.	None required. If provided 5 ft. min.	None required. If provided 5 ft. min.
GAR:	0.3 min.	0.3 min.	0.25 min.

The ARTS-2 and ARTS-3 zones are both described as being intended to permit medium-density mixed-use development. As shown on the table above, when considering the bonus density that is available, there is very little difference between the two zones in terms of overall density. The ARTS-3 zone is more appropriate since it allows for slightly more density than the ARTS-2 zone that would ultimately provide for a greater amount of housing on the subject property.

The ARTS-3 is more appropriate for the subject property than the ARTS-2 as it relates to the allowable building height and the adjacent RF-1 zone to the west. Both the ARTS-2 and ARTS-3 zone permit a maximum height of 65 feet. An additional 5 feet (70-foot maximum) is permitted in the ARTS-2 zone for IZ developments, and an additional 10 feet (75-foot maximum) is permitted in the ARTS-3 zone for IZ developments. However, while the maximum height in the ARTS-3 zone is slightly taller, buildings and structures in the ARTS-3 zone are also subject to penthouse height limitations and building setbacks that are not applicable in the ARTS-2 zone.

As shown in the table above, a building in the ARTS-3 zone can be constructed to 75 feet; however, with the setback requirements, building inclusive of a penthouse may not exceed a height of 83.5 feet. Thus, if a building happens to be constructed to 75 feet that would only leave 8.5 feet available for the penthouse. This is the same height as would be achieved in the ARTS-2 and ARTS-3 zone if a building was constructed to 65 feet with an 18.5 foot mechanical penthouse.

The ARTS-2 zone is not subject to the 83.5-foot height limitation, therefore a building in the ARTS-2 zone can achieve a greater height than a building in the ARTS-3 zone (70 feet (IZ) + 18.5 feet = 88.5 feet). Furthermore, buildings in the ARTS-3 zone that abut a residential zone or, as in this case, an alley that serves as a zone boundary line of an adjacent residential zone, shall not project above a 45 degree plane starting at 50 feet above the property line that abuts the residential zone or alley. Therefore, rezoning the property to ARTS-3 will likely result in a development that is similar in height, or lower, than a development under ARTS-2, and would be setback 1:1 above 50 feet along the alley where no such requirement would apply if the site were rezoned to ARTS-2.

The ARTS-3 zone is also an appropriate zone for the subject property given its close proximity to Metrorail station and the current emphasis on achieving the Mayor’s housing goals by 2025. In addition, the slightly higher overall density permitted in the ARTS-3 zone would be comparable to the density of the PUD directly to the east (Z.C. Order No. 07-07) with a 90 foot height and 6.3 FAR density.

V. COMPREHENSIVE PLAN

A. COMPREHENSIVE PLAN MAPS

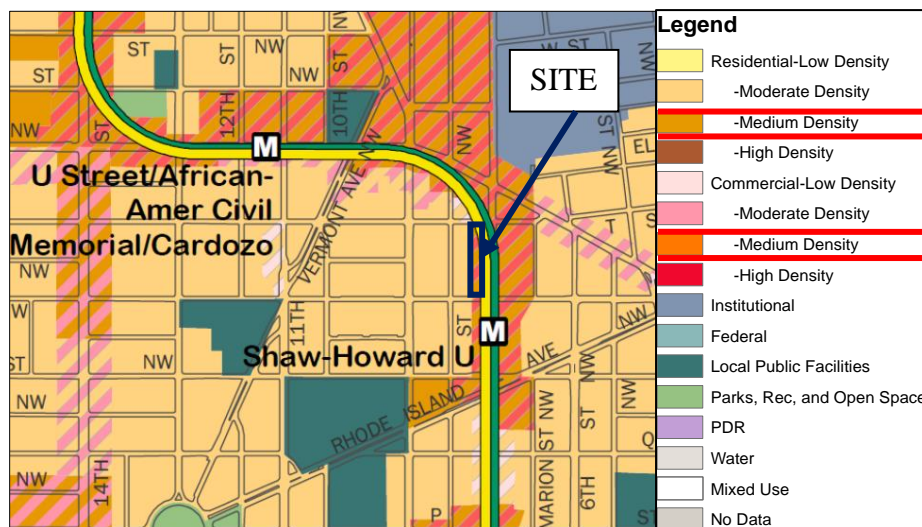
As described in the Framework Element, *Guidelines for Using the Generalized Policy Map and the Future Land Use Map* (10A DCMR Section 228) the maps are intended to provide generalized

guidance for development and conservation decisions and are considered in concert with other development policies.

As described below, the proposed zoning map amendment would be not be inconsistent with the map designations.

Generalized Future Land Use Map (FLUM)

The Future Land Use Map (FLUM) indicates that the site is appropriate for medium-density residential and medium-density commercial.



Mixed Use Categories: The Future Land Use Map indicates areas where the mixing of two or more land uses is encouraged. The particular combination of uses desired in a given area is depicted in striped patterns, with stripe colors corresponding to the categories defined on the previous pages. A Mixed Use Future Land Use Map designation should not be confused with the Mixed Use (MU) zoning districts, although they frequently apply to the same area or parcel of land. The Mixed-Use category generally applies in the following three circumstances:

- a. Established, pedestrian-oriented commercial areas which also include substantial amounts of housing, typically on the upper stories of buildings with ground floor retail or office uses;
- b. Commercial corridors or districts which may not contain substantial amounts of housing today, but where more housing is desired in the future. The pattern envisioned for such areas is typically one of pedestrian-oriented streets, with ground floor retail or office uses and upper story housing;
- c. Large sites (generally greater than 10 acres in size), where opportunities for multiple uses exist but a plan dictating the precise location of these uses has yet to be prepared; and
- d. Development that includes residential uses, particularly affordable housing, and residentially compatible industrial uses, typically achieved through a Planned Unit Development or in a zone district that allows such mix of uses. 227.20

Medium Density Residential

Medium Density Residential: This designation is used to define neighborhoods or areas generally, but not exclusively, suited for mid-rise apartment buildings. The Medium Density Residential designation also may apply to taller residential buildings surrounded by large

areas of permanent open space. Pockets of low and moderate density housing may exist within these areas. Density typically ranges from 1.8 to 4.0 FAR, although greater density may be possible when complying with Inclusionary Zoning or when approved through a Planned Unit Development. The RA-3 Zone District is consistent with the Medium Density Residential category, and other zones may also apply. 227.7

Medium Density Commercial

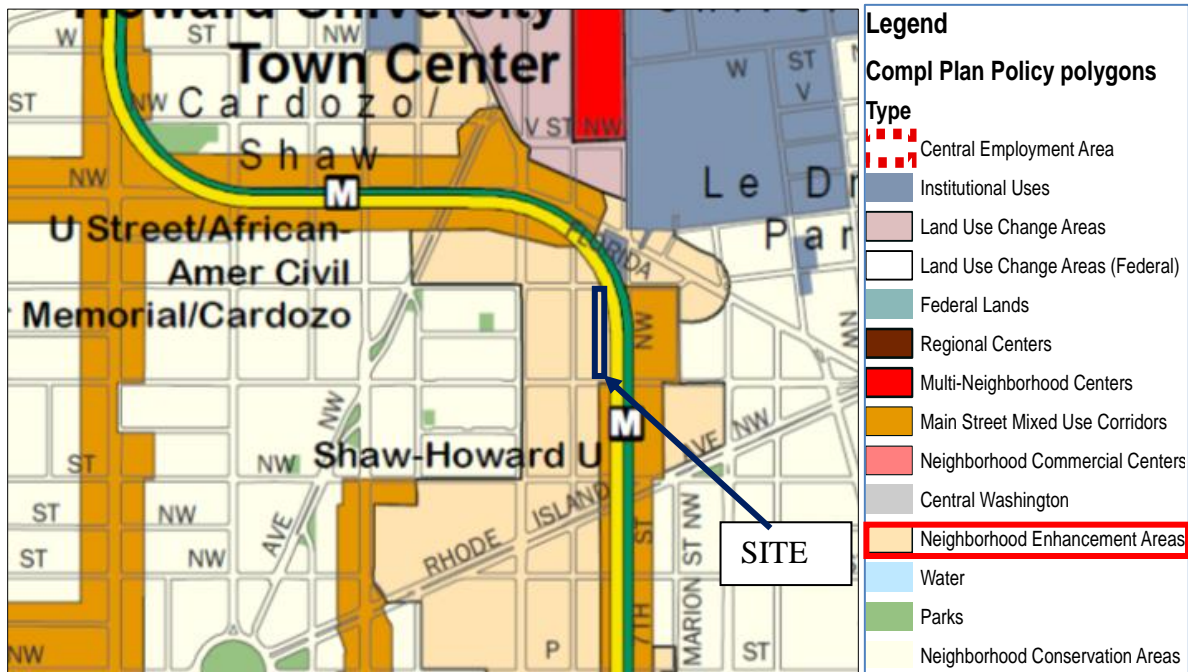
Medium Density Commercial: This designation is used to define shopping and service areas that are somewhat greater in scale and intensity than the Moderate Density Commercial areas. Retail, office, and service businesses are the predominant uses, although residential uses are common. Areas with this designation generally draw from a citywide market area. Buildings are larger and/or taller than those in Moderate Density Commercial areas. Density typically ranges between a FAR of 4.0 and 6.0, with greater density possible when complying with Inclusionary Zoning or when approved through a Planned Unit Development. The MU-8 and MU-10 Zone Districts are consistent with the Medium Density category, and other zones may also apply. 227.12

The existing RF-1 zoning of the Subject Property is currently inconsistent with the FLUM which designates the site Mixed Use (Medium Density Commercial, Medium Density Residential). As described in the adopted Framework Element, the mixed use designation indicates areas where the mixing of two or more land uses is encouraged and generally the density and intensity of development is determined by the specific mix of uses shown. Notably, the Framework Element states that for areas designated as “mixed use,” if the desired outcome is to emphasize one use over the other the FLUM may note the dominant use by showing it at a slightly higher density than the other use in the mix. The Comprehensive Plan Area Elements may also provide detail on the specific mix of uses envisioned. In this case, the FLUM does not express a desired outcome. Rather, it merely designates the subject property for medium density/residential medium density commercial (mixed use) development without an expressed preference for one use over another.

While the ARTS zones are not expressly referred to the ARTS-2 and ARTS-3 zones both can be considered medium density commercial zones when considering the overall densities permitted under ZR16 compared to the density ranges stated in the Framework Element.

Generalized Policy Map

The Generalized Policy Map indicates that the area of the proposed amendment is within the policy area designated as Neighborhood Enhancement Areas.



Neighborhood Enhancement Areas

Neighborhood Enhancement Areas are neighborhoods with substantial amounts of vacant and underutilized land. They include areas that are primarily residential in character, as well as mixed-use and industrial areas. Many of these areas are characterized by a patchwork of existing homes and individual vacant lots, some privately owned and others owned by the public sector or non-profit developers. These areas present opportunities for compatible infill development, including new single-family homes, townhomes, other density housing types, mixed-use buildings, and, where appropriate, light industrial facilities. Land uses that reflect the historical mixture and diversity of each community and promote inclusivity should be encouraged. 225.6

The guiding philosophy in Neighborhood Enhancement Areas is to ensure that new development responds to the existing character, natural features, and existing/planned infrastructure capacity. New housing should be encouraged to improve the neighborhood and must be consistent with the land-use designation on the Future Land Use Map and with Comprehensive Plan policies. The unique and special qualities of each area should be maintained and conserved, and overall neighborhood character should be protected or enhanced as development takes place. Publicly owned open space within these areas should be preserved and enhanced to make these communities more attractive and desirable. 225.7

The main difference between Neighborhood Enhancement Areas and Neighborhood Conservation Areas is the large amount of vacant and underutilized land that exists in the Enhancement Areas. Neighborhood Enhancement Areas often contain many acres of undeveloped lots, whereas Neighborhood Conservation Areas appear to be mostly “built out.” Existing housing should be enhanced through rehabilitation assistance. New development in these areas should support neighborhood and city-wide housing needs, reduce crime and blight, and attract complementary new uses and services that better serve the needs of existing and future residents. 225.8

The property is currently underutilized. The rezoning would allow a mixed-use development with residential use above ground floor retail that would be to be consistent with this portion of 7th Street and would improve and enhance the neighborhood and as demonstrated above would be consistent with the land-use designation on the Future Land Use Map and the Policy Map described prior.

B. COMPREHENSIVE PLAN POLICIES

Citywide Elements:

Land Use Element

Policy LU-1.3.2: Development Around Metrorail Stations

Concentrate redevelopment efforts on those Metrorail station areas which offer the greatest opportunities for infill development and growth, particularly stations in areas with weak market demand, or with large amounts of vacant or poorly utilized land in the vicinity of the station entrance. Ensure that development above and around such stations emphasizes land uses and building forms which minimize the necessity of automobile use and maximize transit ridership while reflecting the design capacity of each station and respecting the character and needs of the surrounding areas. 306.11

Policy LU-1.3.3: Housing Around Metrorail Stations

Recognize the opportunity to build senior housing and more affordable “starter” housing for first-time homebuyers adjacent to Metrorail stations, given the reduced necessity of auto ownership (and related reduction in household expenses) in such locations. 306.12

Policy LU-2.1.1: Variety of Neighborhood Types

Maintain a variety of residential neighborhood types in the District, ranging from low-density, single family neighborhoods to high-density, multi-family mixed use neighborhoods. The positive elements that create the identity and character of each neighborhood should be preserved and enhanced in the future. 309.5

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

Recognize the importance of balancing goals to increase the housing supply and expand neighborhood commerce with parallel goals to protect neighborhood character, preserve historic resources, and restore the environment. The overarching goal to “create successful neighborhoods” in all parts of the city requires an emphasis on conservation in some neighborhoods and revitalization in others. 309.8

Policy LU-2.4.1: Promotion of Commercial Centers

Promote the vitality of the District’s commercial centers and provide for the continued growth of commercial land uses to meet the needs of District residents, expand employment opportunities for District residents, and sustain the city’s role as the center of the metropolitan area. Commercial centers should be inviting and attractive places and should support social interaction and ease of access for nearby residents. 312.5

The proposed amendment would allow for a development with multifamily units and new affordable housing across from the Shaw-Howard University Metrorail station and would reduce the necessity of auto ownership and related reduction in household expenses in this location. The redevelopment of the site would allow for ground floor uses that would help to continue the revitalization of the Shaw neighborhood. With the required setbacks from the adjacent row

dwellings and schools the massing of a building would have to be weighed towards 7th Street. The redevelopment of the site with more active uses would help to promote the 7th Street Corridor with a variety of retail and commercial uses and enhance its proximity to the Florida Avenue Corridor.

Housing Element

H-1.1 Expanding Housing Supply 503

Expanding the housing supply is a key part of the District's vision to create successful neighborhoods. Along with improved transportation and shopping, better neighborhood schools and parks, preservation of historic resources, and improved design and identity, the production of housing is essential to the future of our neighborhoods. It is also a key to improving the city's fiscal health. The District will work to facilitate housing construction and rehabilitation through its planning, building, and housing programs, recognizing and responding to the needs of all segments of the community. The first step toward meeting this goal is to ensure that an adequate supply of appropriately zoned land is available to meet expected housing needs. 503.1

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-1.1.3: Balanced Growth

Strongly encourage the development of new housing on surplus, vacant and underutilized land in all parts of the city. Ensure that a sufficient supply of land is planned and zoned to enable the city to meet its long-term housing needs, including the need for low- and moderate-density single family homes as well as the need for higher-density housing. 503.4

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-1.2.3: 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

Policy H-1.2.5: Workforce Housing

In addition to programs targeting persons of very low and extremely low incomes, develop and implement programs that meet the housing needs of teachers, fire fighters, police officers, nurses, city workers, and others in the public service professions with wages insufficient to afford market-rate housing in the city. 504.12

Policy H-1.3.2: Tenure Diversity

Encourage the production of both renter-occupied and owner-occupied housing. 505.7

The proposed map amendment would permit future development with additional density to support expanding the housing supply, including additional IZ units within a mixed-use development. The location of the property along the 7th Street/Georgia Avenue Corridor and across from the Metrorail

station is identified as an area for increased residential uses and retail/service uses on underutilized land.

Area Element:

Near Northwest Area Element

These policies and actions should be considered in tandem with those in the citywide elements of the Comprehensive Plan. 2108.1

Policy NNW-1.1.1: Residential Neighborhoods

Maintain and enhance the historic, architecturally distinctive mixed density character of Near Northwest residential neighborhoods, including Burleith, Georgetown, Foggy Bottom, Dupont Circle, Sheridan-Kalorama, Logan Circle, Mount Vernon Square, and Shaw. Ensure that infill development within these areas is architecturally compatible with its surroundings and positively contributes to the identity and quality of each neighborhood. 2108.2

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-1.1.9: Affordable Housing

Protect the existing stock of affordable housing in the Near Northwest Planning Area, particularly in the Shaw and Logan Circle neighborhoods. Sustain measures to avoid displacement, such as tax relief and rent control, and to encourage the production of new affordable housing throughout the community. 2108.10

The proposed amendment would allow for the replacement of an office building with no retail or affordable units with a residential building, including affordable units, ground floor retail and service uses for area residents. The development would be consistent with the direction to direct growth to the Shaw area and would allow for a development that contributes more to the identity and quality of the neighborhood.

NNW-2 Policy Focus Areas 2110

The Comprehensive Plan has identified five areas in the Near Northwest as “policy focus areas”, indicating that they require a level of direction and guidance above that on the Area and Citywide Elements. The subject property is identified as being within the Shaw/Convention Center Area. Based on the recommendation for further direction and guidance, the Plan identifies that in 2005 OP completed the *Convention Center Area Strategic Development Plan to guide development, revitalization, and conservation of this area*. The Plan states that the *Convention Center Area Strategic Development Plan* identified several issues, including the need to protect affordable

housing, generate new quality housing, revitalize local businesses, improve sidewalks and public space, upgrade parks and public facilities, provide stronger design controls, and expand the Shaw Historic District.

Policy NNW-2.1.1: Affordable Housing

Protect existing affordable housing within the Shaw/Convention Center area, and produce new affordable housing and market rate housing on underutilized sites. Use a range of tools to retain and develop affordable housing in the study area, including tenant organization and public education, inclusionary zoning, renewing project-based Section 8 contracts, tax abatements, public-private partnerships, and including affordable housing when development on publicly owned land includes a residential component. 2111.5

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

Action NNW-2.1.D: New Housing

Provide incentives for mixed-income housing above retail space on 7th and 9th streets, and encourage development of multi-family apartments and condominiums on parcels that are vacant or that contain buildings identified as non-contributing to the Shaw Historic District on 11th Street. 2111.16

The proposed amendment would allow for new housing and new mixed-income housing along with affordable housing and market rate housing to replace the underutilized development with surface parking. The development would have ground floor retail/service uses along 7th Street/Georgia Avenue and allow for the continuous pedestrian experience along this Corridor.

C. SMALL AREA PLAN

The property is within the boundaries of the *DUKE- Development Framework for a Cultural Destination District within Washington, DC's Greater Shaw/U Street*, approved by the DC Council on June 21, 2005 (PR 16-176) (Duke Plan) and within the boundaries of the *Convention Center Strategic Development Plan*, approved by the DC Council, June 20, 2006 by Resolution 16-0687.

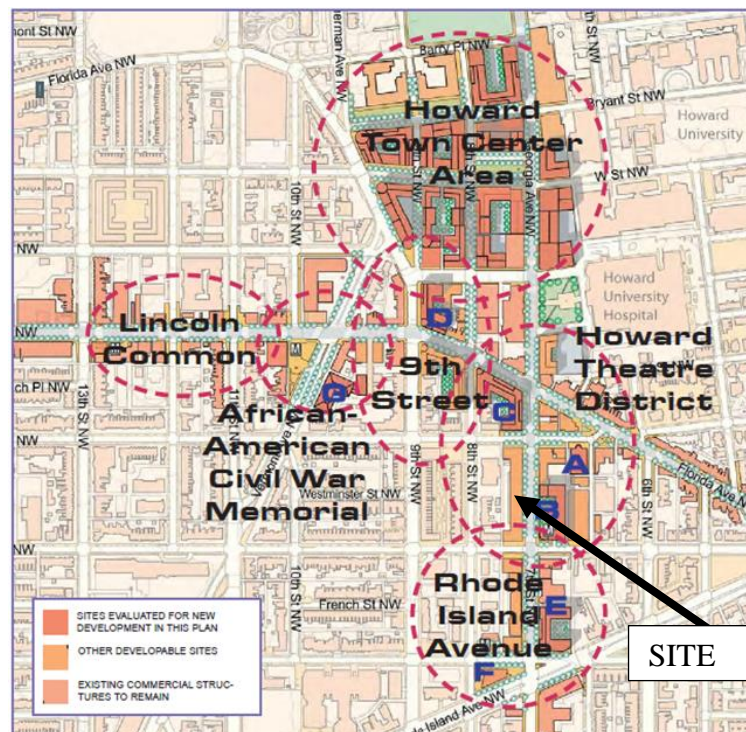
The Framework Element outlines that *Small Area Plans are prepared with community input, to provide more detailed planning guidance, and typically are approved by resolution of the Council. Unless a Small Area Plan has been made binding on the Zoning Commission through its enactment as part of a Comprehensive Plan amendment, a Small Area Plan provides only supplemental*

guidance to the Zoning Commission and it does so only to the extent it does not conflict with the Comprehensive Plan. 224.5

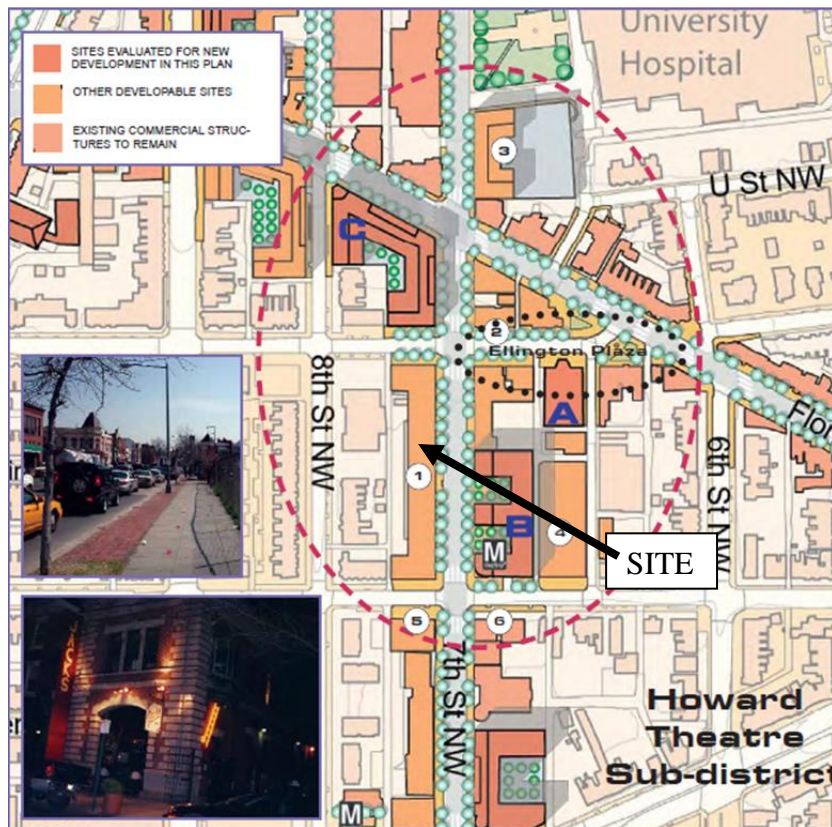
During the 2006 Comprehensive Plan Amendment, the subject property designation of low density commercial/moderate density residential was changed to mixed-use medium density commercial/medium density residential to be reflective of the recommendations of the two plans.

DUKE Plan

The Duke Plan provides guidance based on technical land development analysis, community input and the areas' locational advantages, to provide direction to the community, private sector and public agencies in revitalizing the transit area neighborhood and to achieve a cohesive and inclusive district which meets the community and District Government goals. The Plan at page 13 (below) shows the Plan area divided into six sub-areas. This property is mostly within the Howard Theater Area and is identified as a "developable site".



The Plan at page 14 (below) recommends, "Demolish HU's 125 bed site and allow mixed use redevelopment, including active, ground floor retail, which complement other proposed destination and optimizes density."



On page 36, the Plan recommends knitting new development with the surrounding neighborhood and is identified as area “F” which recommends:

F. Change land use regulation to allow for greater density up to 6.0 Floor Area Ratio and more lot coverage. Increase capacity of site to produce expanded variety of residential unit types, more affordable housing, more office use, and shared parking possibilities. Allow up to 65 feet in height, provide ability to rise to a maximum of 9 feet with one to one setback from the cornice after 65 feet on the public street in height. Each additional floor above the 65 foot height should utilize not less than 75% of the envelope created by the additional height up to 90 feet. . .”

Further, the Plan at page 38 recommends ground floor retail and upper floor residential use.

Convention Center Strategic Development Plan

The Convention Center Area is subdivided into eight sub areas. This property is within Sub-Area 4: Uptown Destination District Retail which has a vision of streets lined with ground floor retail shops, restaurant and clubs with upper floors for office or residential uses to include affordable units. For the subject property the plan states:

“Howard University’s building is not an ideal use for this location – adjacent to a Metro Station – and is architecturally insignificant; its current configuration fails to take advantage of its proximity to Metro, and ground floor ceiling heights are lower than desirable for retail; the site on the west side of the 1800 block of 7th Street, is zoned R-4 and is not consistent with the surrounding commercial zones.”

Further, at page 37 (map below) the Plan specifically recommends:

“Rezone the west side of the 1800 block of 7th Street - between S and T Streets – to be compatible with adjacent commercial zones and include in Arts Overlay District.”

The Development Guide for the area recommends:

“Support rezoning the east half of the 1800 block of 7th Street to be consistent with adjacent properties on 7th Street.”

DRAFT DEVELOPMENT GUIDE FOR A DIVERSE MIXED-USE NEIGHBORHOOD IN WASHINGTON, DC'S SHAW NEIGHBORHOOD

Recommendations

- Encourage retail uses on U Street, Florida Avenue, 7th, and 9th streets (approximately 250,000 square feet of ground floor retail and office in this Sub-Area).
- Restore Howard Theatre and redevelop it in conjunction with adjacent NCRC and WMATA sites and as the northern anchor for the retail corridor.
- Re-zone west side of the 1800 block of 7th Street - between S and T streets - to be compatible with adjacent commercial zones and include in Arts Overlay District.
- Re-zone C-M-1 area in the 1900 block of 9th to a commercial zone.
- Re-zone 9 1/2 Street and part of the 900 block of T Street from C-M-1 to a residential zone.
- Improve storefront facades on U, 7th and 9th streets, and Florida Avenue.
- Provide incentives for affordable housing for all new development.
- Encourage renewal of Project-based Section 8 contract; alternatively, redevelop with equivalent/increased number of affordable residential units.

Design Guidelines
GOAL: Create vibrant retail area that establishes northern anchor for neighborhood retail corridor.

- Retail space should have a minimum of 14' ceiling height
- A majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Tripartite arrangement of building elevations encouraged
- Provide design that animates street through projections or openings
- Materials shall be of high quality, providing a sense of detail, scale and visual interest
- Through-wall HVAC units are not allowed on public elevations
- Encourage outdoor uses, such as cafes and vending
- Garage and service entrances should be from the alley, not on front entrances

Development Guide

- Potential site of cultural use located adjacent to an active public plaza.
- Support rezoning of residential properties on 9 1/2 Street to be consistent with adjacent residential zones.
- Support rezoning of C-M-1 properties on 9th Street to an appropriate commercial zone.
- Support rezoning of the east half of the 1800 block of 7th Street to be consistent with adjacent properties on 7th Street.
- Develop architecturally distinct buildings to create a neighborhood gateway and unifies the intersection.

Incorporate cultural heritage in public art, plazas, and other elements to create a cohesive and dynamic streetscape, especially at "Ellington Plaza".

Restore Howard Theatre in conjunction with mixed-use development and shared parking.

Encourage new and infill construction with ground floor retail and residences above with target for 20-30% of units being affordable.

Key

- Red dashed line: Preferred location of ground floor retail
- Green shaded area: Potential sites for high and medium density residential

District of Columbia Office of Planning
Chapter 4: Development Guide for Sub-Areas - Page 37

The proposed map amendment is not inconsistent with the recommendations of Convention Area Strategic Plan and would enable the development envisioned by the Plan.

D. SUMMARY OF PLANNING CONTEXT ANALYSIS

The subject property is a targeted location in both the DUKE Plan and the Convention Area Strategic Development Plan the Small Area Plan for redevelopment with a mix of higher density residential and retail uses than currently exist on the site or permitted by the current RF-1 zone. The property is located along a transit-rich, mixed-use corridor would support future development that would not be inconsistent with the medium-density, mixed-use development anticipated by the FLUM.

OP recommends **approval** of the requested map amendment from the RF-1 zone to the ARTS-3 zone as it is not inconsistent with the policies and goals of the Comprehensive Plan and the referenced DUKE Plan and the Convention Center Strategic Plan.