

MEMORANDUM

TO: District of Columbia Zoning Commission

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

DATE: July 20, 2022

SUBJECT: ZC 22-19 - Set Down Report: Petition for a Map Amendment to Rezone 4950 South Dakota Avenue, NE from the MU-3A to the MU-7B zone.

Late Report Request:

The following report concerning Zoning Commission Case 22-19 is being submitted less than 10 days prior to the Zoning Commission's public meeting. The Office of Planning respectfully requests that the Commission waive its rule and accept this report into the record.

I. RECOMMENDATION

McDonald's Corporation ("Applicant") has submitted a request for a map amendment to rezone the property at 4950 South Dakota Avenue, NE (Square 3786, Lot 0001) from the MU-3A zone to the MU-7B zone. The proposal is intended to implement changes to the recently updated Comprehensive Plan and on balance would not be inconsistent with the Comprehensive Plan and would be appropriate for IZ Plus.

OP recommends **setting down** the proposal for a rezoning from MU-3A to MU-7B with IZ Plus for a public hearing.

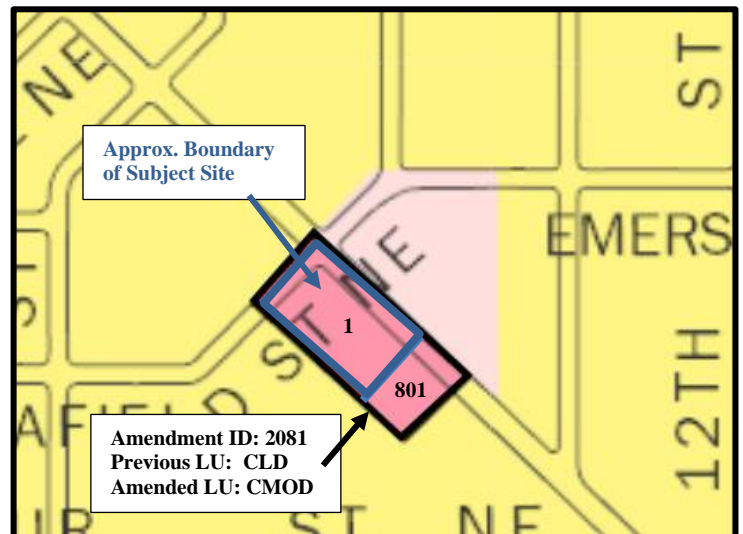
II. APPLICATION-IN-BRIEF

Petitioner	McDonald's Corporation represented by Holland & Knight LLP
Proposed Map Amendment:	MU-3A to MU-7B
Legal Description	Square 3786, Lot 0001
Address	4950 South Dakota Avenue, NE.
Ward and ANC:	Ward 5/ANC-5A
Property Size:	Approximately 21,000 square feet
Existing Development	3,100 square foot eating and drinking establishment (McDonald's Restaurant)

Future Land Use Map Designation:	Moderate Density Commercial
Generalized Policy Map Designation:	Neighborhood Commercial Center

III. BACKGROUND

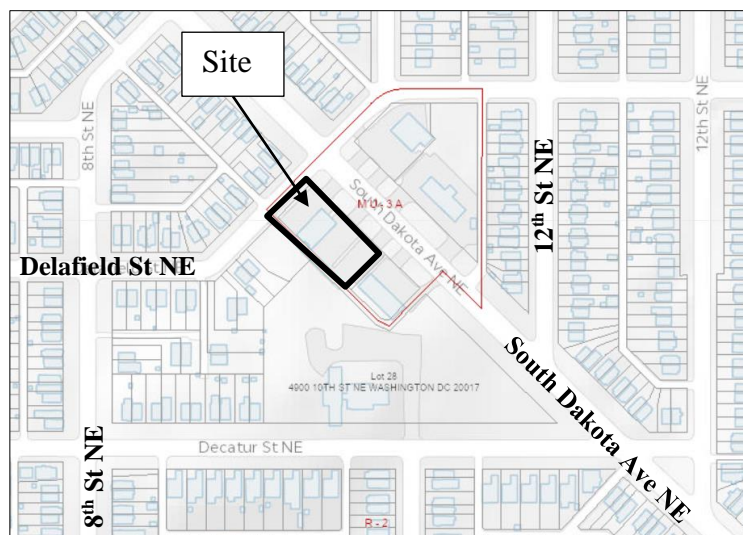
As part of the 2021 Comprehensive Plan Update, the Future Land Use Map (FLUM) designation for Square 3786, Lots 0001 and 0801 was changed from Low Density Commercial to Moderate Density Commercial (Change # 2081). The proposed zoning map amendment is only proposed for Lot 0001 in Square 3786. OP suggested to the Applicant that it would be better land use planning if the application covered both lots in this fairly small area. The Applicant noted they do not own lot 801 and cited feedback from community residents who indicated opposition to a potential larger development as a result of the map amendment on both lots. The zoning will remain MU-3A for Lot 0801.



IV. SITE AND AREA DESCRIPTION

The subject property, 4950 South Dakota Avenue, NE, has a total land area of approximately 21,000 square feet and is bounded by Delafield Street, NE to the northwest; South Dakota Avenue, NE to the northeast; a three-unit commercial building to the south; a vacant property to the west; and the Faith United Church of Christ church to the south and southwest. This site is currently developed with a McDonald's restaurant.

SITE LOCATION



Generally, the wider neighborhood in all directions around the property is developed with two-story, residential duplex buildings in the R-2 zone, except for the properties across South Dakota Avenue to the east, which are developed with a one-story convenience store and a gas station in the MU-3A zone. The Fort Totten Metro Station is approximately half-mile walk to the northeast of the property and the site is served by the #80 Metrobus.

V. DEVELOPMENT CAPACITY OF EXISTING AND PROPOSED ZONES

The Applicant requests a rezoning of the property from the MU-3 to the MU-7B zone. The intent of the existing MU-3 zone is as follows (Subtitle G § 400.2)

- (a) *Permit low-density mixed-use development; and*
- (b) *Provide convenient retail and personal service establishments for the day-to-day needs of a local neighborhood, as well as residential and limited community facilities with a minimum impact upon surrounding residential development.*

The intent of the proposed MU-7 is as follows (Subtitle G § 400.7):

- (a) *Permit medium-density mixed-use development with a focus on employment and residential use;*
- (b) *Be located in uptown locations, where a large component of development will be office-retail and other non-residential uses; and*
- (c) *Be located in or near the Central Employment Area, on arterial streets, in uptown and regional centers, and at rapid transit stops.*

Although the Zoning Regulations still describe the MU-7 zones as “medium” density, the Comprehensive Plan specifically states that “**Density typically ranges between a FAR of 2.5 and 4.0, with greater density possible when complying with Inclusionary Zoning or when approved through a Planned Unit Development. The MU-5 and MU-7 Zone Districts are representative of zone districts consistent with the Moderate Density Commercial category, and other zones may also apply.**” (227.11) (emphasis added)

Both the MU-5 and the MU-7 zones allow for mixed use with heights of 65 to 75 feet and FARs of 3.5 to 4.0. The MU-7B allows for more non-residential.

ZONE	Floor-Area Ratio		Height (feet)
	Total	Non-Residential	
MU-5A	3.5 (4.2 IZ)	1.5	65 (70 IZ)
MU-5B	3.5 (4.2 IZ)	1.5	75
MU-7A	4.0 (4.8 IZ)	1.0	65
MU-7B	4.0 (4.8 IZ)	2.5	65

The main difference is in the Use Groups for the MU-5 (Use Group E) and MU-7 (Use Group F). In the Use Group F, an eating and drinking establishment is allowed without restrictions whereas in the Use Group E an eating and drinking establishment may not have a drive-through and a prepared food shop is limited to 18 seats in many of the zones. The site is already developed with an existing fast-food establishment thereby making the MU-7 Use Group F the appropriate zone.

The following table compares the development standards of the MU-3A zone and the proposed MU-7B zone.

	Existing Zone: MU-3A	Proposed Zone: MU-7B
Permitted Uses:	Uses permitted as matter of right in any R, RF, or RA zones, MU-Use Group A, and MU-Use Group D (Subtitle U Section 510)	MU-Use Group F, which permits uses permitted matter of right in any R, RF, or RA zones, and MU-Use Group E (U § 515)
Height:	40 ft. max./3 stories feet max.	65 feet max.
Floor Area Ratio (FAR):	1.0 max. 1.2 max. with IZ 1.0 max. non-residential use	4.0 max. 4.8 max. with IZ 2.5 max. non-residential use
Penthouse Height:	12 ft. max. 15 ft. for mechanical space	12 ft. max., 18.5 ft. for penthouse mechanical space
Lot Occupancy:	60% max.	75% 80% with IZ
Rear Yard:	20 feet min.	A minimum rear yard of 2.5 in./1 ft. of vertical distance but not less than 12 ft.
Side Yard:	1 side yard shall be provided unless the building is a multiple dwelling that contains 3 or more dwelling units per floor, in which case 2 side yards shall be provided; in either case such side yards shall have the minimum distance equal to 3 in. per foot of building height but not less than 8 feet.	None. If a side yard is provided it shall be at least 2 in. wide/1 ft. of height, but no less than 5 ft.
GAR:	0.3 min.	0.25 min.

IZ PLUS

Subtitle X § 502.1 presumes that IZ Plus will apply to all map amendments except as provided for in Subtitle X § 502.2:

502.1 Except as provided in Subtitle X § 502.2, the requirements of this section shall apply to:

(a) A map amendment that rezones a property:

- (1) From a PDR zone to an ARTS, CG, D, MU, R, RA or RF zone;*
- (2) From any zone other than a PDR zone to a D zone without a prescribed residential FAR; or*
- (3) From unzoned to an ARTS, CG, D, MU, R, RA or RF zone; or*

(b) A map amendment not described in paragraph (a) of this subsection 502.1, which rezones a property from any zone to a zone that allows a higher maximum FAR, both exclusive of the twenty percent (20%) IZ bonus density, if applicable.

An IZ Plus set-aside requirement would be appropriate pursuant to Subtitle X § 502 (b) because:

1. The map amendment would rezone the properties to MU-7B, which allows a significantly higher maximum permitted FAR than the existing MU-3B zone; and
2. The 2019 Housing Equity Report¹ prepared by the Office of Planning and the Department of Housing and Community Development reports that:
 - a. Ward 5, within which the subject property is located, had 0.2 percent of the District's total number of affordable housing units as of 2018;
 - b. The Upper Northeast Planning Area contain 9% of the District's total number of affordable housing units as of 2018; and
 - c. The Upper Northeast Planning Area is targeted to produce 1,350 affordable units by 2025 to meet the affordable housing goals for the District.

IZ Plus requires a higher affordable housing set-aside than Regular IZ, which prescribes a set-aside requirement based on either:

- a sliding-scale that is correlated to the total floor area built, or
- the amount of IZ bonus density built.

Rezoning applications are evaluated for consistency with the Comprehensive Plan and not a specific development proposal. OP has provided two examples below to demonstrate possible IZ Plus set-aside requirements pursuant to Subtitle C § 1003.3 if a new residential development was built under the MU-7B zone. The examples are based on an apartment house that is stick-built (non-Type I construction) on (21,000 square feet) under the MU-7B zone.

Example 1 – Utilizes IZ Bonus Density

FAR Built:	4.8 IZ FAR (4.8 x 21,000 sq. ft) 100,800 sq. ft.
Regular IZ Set-Aside Requirement:	12.5% or 12,600 sq. ft.
Regular IZ Dwelling Units ² :	13 units
Percent Increase in Total FAR Built ³ :	433%
IZ Plus Set-Aside Requirement:	18% or 18,144 sq. ft.
IZ Plus Dwelling units:	18 units

Example 2 – Does Not Utilize IZ Bonus Density

FAR Built:	4.0 FAR (21,000 x 4.0) 84,000 sq. ft.
Regular IZ Set-Aside Requirement:	10% or 8,400 sq. ft.
Regular IZ Dwelling Units:	8 units
Percent Increase in Total FAR Built:	344%
IZ Plus Set-Aside Requirement:	14% or 11,000 sq. ft.
IZ Plus Dwelling units:	12 units

¹ [Housing-Equity-Report](#)

² The OP typically uses a density factor 1,000 sq. ft. to estimate number of dwelling units.

³ The percent increase between the maximum permitted FAR of the existing/prior zone (MU-3A), not including IZ bonus density, and the total FAR built in the IZ Plus Development.

In both examples above, the set-aside requirement would exceed the Regular IZ percentage and be between 14 to 18 percent. The amount of residential floor area built in any future development under the MU-7B zone would determine the actual IZ Plus set-aside requirement.

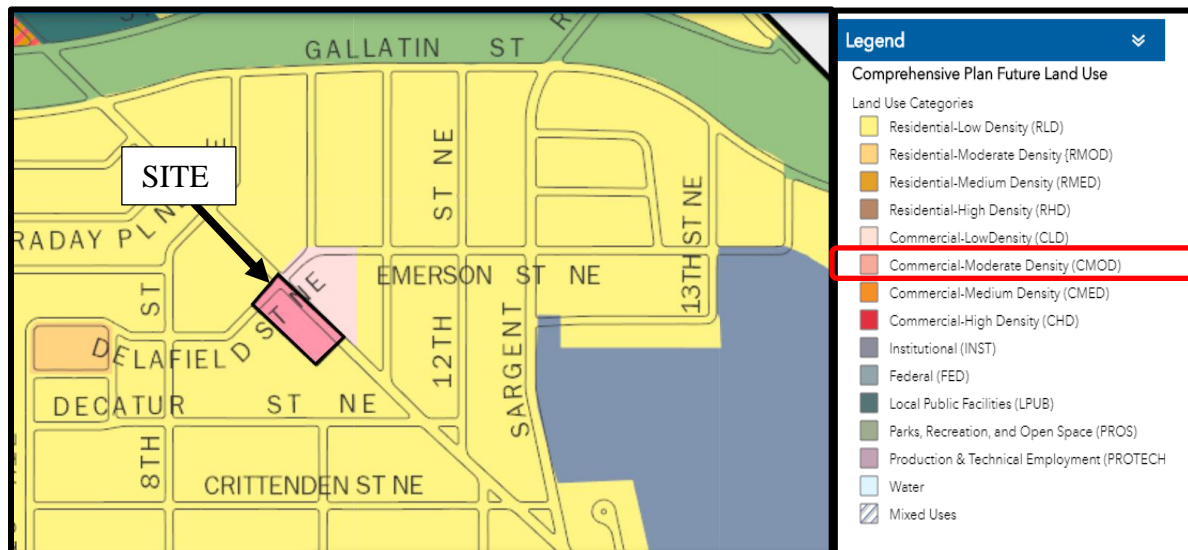
VI. PLANNING CONTEXT

a. Comprehensive Plan Maps

The Guidelines for using the Generalized Policy Map and the Future Land Use Map in the Framework Element state that the “*Generalized Policy Map and Future Land Use Map are intended to provide generalized guidance for development and conservation decisions and are considered in concert with other Comprehensive Plan policies.*” (228). Additionally, “*the zoning of any given area should be guided by the Future Land Use Map, interpreted in conjunction with the text of the Comprehensive Plan, including the Citywide Elements and the Area Elements.*” (228.1(d))

As described below, the proposed zoning map amendment would not be inconsistent with the map designations or the Citywide and Area Elements.

Generalized Future Land Use Map (“FLUM”)



The Future Land Use Map (FLUM) shown above, indicates that the subject property is appropriate for moderate-density commercial uses.

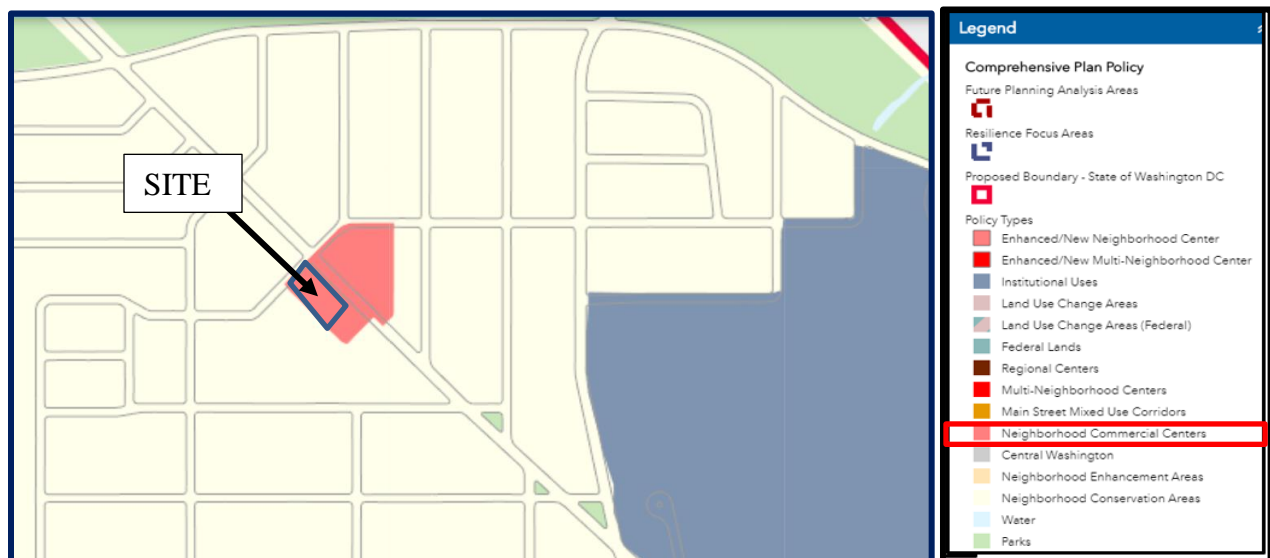
Moderate Density Commercial: This designation is used to define shopping and service areas that are somewhat greater in scale and intensity than the Low-Density Commercial area. Retail, office, and service businesses are the predominate uses. Areas with this designation range from small business districts that draw primarily from the surrounding neighborhoods to larger business districts uses that draw from a broader market area. Buildings are larger and/or taller than those in Low Density Commercial areas. **Density typically ranges between a FAR of 2.5 and 4.0**, with greater density possible when complying with Inclusionary Zoning or when approved through a Planned Unit Development. The MU-5 and MU-7 Zone Districts are representative of zone district

consistent with the Moderate Density Commercial category, and other zones may also apply.227.11

The Framework Element describes the Moderate Density Commercial category as permitting densities of 2.5 to 4.0 FAR, and specifically identifies the MU-7 zones as being compatible with this designation. The MU-7B zone permits a maximum density of 4.0 FAR (4.8 FAR with IZ), with 2.5 FAR maximum for non-residential uses.

The map amendment to MU-7B is consistent with the FLUM designation. The MU-7B zone is an appropriate zone for the subject property given its alignment along a main arterial road, on a bus route which connects to nearby Metrorail lines. It would meet the goal of allowing more neighboring serving uses close to and convenient to residents for their day-to-day needs.

Generalized Policy Map



The Generalized Policy Map designate the site as within a Neighborhood Commercial Center.

The areas identified as commercial or mixed use correspond to the city's business districts, many of which form the heart of the city's neighborhoods. Five categories are used, defining the physical and economic character of each area along with generalized long-range conservation and development objectives. The commercial areas are: "Main Street Mixed Use Corridors," "Neighborhood Commercial Centers," "Multi-Neighborhood Centers," "Regional Centers," and the "Central Employment Area." All categories allow commercial and residential uses. 225.13

Neighborhood Commercial Centers: Neighborhood Commercial Centers meet the day-to-day needs of residents and workers in the adjacent neighborhoods. The area served by a Neighborhood Commercial Center is usually less than one mile. Typical uses include convenience stores, sundries, small food markets, supermarkets, branch banks, restaurants, and basic services such as dry cleaners, hair cutting, and childcare. Office space for small businesses, such as local real estate and insurance offices, doctors and dentists, and similar uses, also may be found in such locations. Many buildings have upper-story residential uses. 225.15

Unlike Main Street Retail Corridors, the Neighborhood Commercial Centers include both auto-oriented centers and pedestrian-oriented shopping areas. Examples include Penn Branch Shopping Center on Pennsylvania Avenue, S.E. and the Spring Valley Shopping Center on Massachusetts Avenue, N.W. New development and redevelopment within Neighborhood Commercial Centers must be managed to conserve the economic viability of these areas while allowing additional development, including residential, that complements existing uses. 225.16

The proposed map amendment is not inconsistent with the Framework Element description of a Neighborhood Commercial Center. The density permitted in the proposed MU-7B zone would be consistent with the guidance of the FLUM and Comprehensive Plan policies. A rezoning would facilitate redevelopment of the subject properties in the future with additional retail, service or residential uses as anticipated by the FLUM. The increased density would allow more residential and more affordable residential, than allowed under the current zoning.

The convenient location along South Dakota Avenue anticipates future redevelopment that would also support improvements to public space and the pedestrian realm. The amendment would provide an opportunity for improved neighborhood development viewed through the equity lens.

b. Comprehensive Plan Analysis Through a Racial Equity Lens

The Implementation Element calls for “*the Zoning Commission to evaluate all actions through a racial equity lens as part of its Comprehensive Plan consistency analysis*”^{2501.8}. Achieving equity and more specifically racial equity, requires a broad range of policies and tools, some of which fall under the zoning authorities granted to the Zoning Commission and some of which do not. Zoning Commission actions are land use focused, but the broader equity goal include public policies, budget investments, civic improvements and social services which are beyond the scope of the Zoning Commission.

The direction to consider equity “as part of its Comprehensive Plan consistency analysis” indicates that the equity analysis is intended to be based on the policies of the Comprehensive Plan and part of the Commission’s consideration of whether a proposed zoning action is “not inconsistent” with the Comprehensive Plan.

The scope of evaluation of “all actions through a racial equity lens” will vary depending on the type of zoning action before the Commission and what aspects of the outcome the Zoning Commission can control. A map amendment, such as requested in this application, establishes what can be allowed and potentially developed on a property, but it cannot guarantee a specific project or development.

The Commission’s racial equity tool serves as a guide in analyzing the Comprehensive Plan and considering potential impacts of the proposal. The tool starts by asking “What is the expected goal of the zoning action?” and then “What are the anticipated positive and negative impacts and/or outcomes of the zoning action?”. The zoning action requested by this application is for the approval of a zoning map change from MU-3A to MU-7B.

Displacement

The proposed amendment would not result in physical displacement of residents as the site does not currently include a residential use. Neither would the proposal lead to displacement of businesses.

The density gained in increased commercial use on the site could provide an opportunity for residents to have a place to meet and gather.

Demographics

The site is located in the Upper Northeast Planning Area. The 2020 Census identify the median household income as \$62,423 for the Planning Area which is lower than the median household income of \$77,367 for Ward 5, and the District-wide median household income of \$131,164. The 2020 Median Household Income data for Ward 5 is broken down by race in the table below and shows Blacks and Hispanics having a significantly lower median household income than whites and Asian households.

2020 Median Household Income – Ward 5⁴

Black	White	Asian	Hispanic and Latino	Total
\$ 59,441	\$ 150,147	\$ 143,667	\$ 64,268	\$ 77,367

The rezoning would facilitate the redevelopment of an underutilized site with access to transit and a metro station. Although redevelopment of the site is not currently anticipated, the rezoning would provide a future opportunity for additional housing options – including a significant amount of affordable housing – on a major corridor, with transit access and the ability to reach major employment areas either on transit or by biking or walking.

In the Upper Northeast Planning Area approximately 70 percent of the area’s residents are Black, which is higher than the District-wide total of 48 percent. Since 2000, the Black population has decreased from 51,705 residents to 49,614 residents. Approximately ten percent (10%) of the area’s residents are of Hispanic/ Latino origin, which is an increase compared to three percent (3%) in 2000. The area has also experienced an increase in the foreign-born population, increasing from five percent in 2000 to 12 percent in 2017. The foreign-born population is lower than the District-wide total of 14 percent.

Relative to the District, the area has a higher percentage of seniors. Almost one in seven residents of Upper Northeast is 65 and over, and the percentage is higher in neighborhoods like North Michigan Park and Woodridge. The percentage of older adults has decreased since 2000 by almost three percent, and the percentage of residents under the age of 18 has decreased slightly since 2000 but is higher than the District-wide total (19 percent compared to 18 percent District-wide). 2403.3

Housing

The proposed map amendment would facilitate the addition of new residential units on the site, including a significant number of IZ units through IZ Plus.

Transportation

The property is located along a main arterial and has access to transit, as it would be located within 0.6 miles of the Fort Totten Metro station and is served by the Metro Bus with a bus shelter directly in front the property along South Dakota Avenue. Pedestrians would be served by a network of wide sidewalks and other modes of travel. Other improvements to the transportation network may be required for mitigation when the specifics of any development of the property are known.

⁴ US Census American Community Survey 2016-2020

Employment

The proposed rezoning would have the potential to create additional retail jobs. Because the site is accessible by various modes of transportation, it would be accessible to residents of the neighborhood seeking employment. The density gained in increased commercial use could provide an opportunity for residents to have a place to meet and gather.

Education/Health/Wellness

The subject property is located near several public facilities and gathering places in the neighborhood, including the North Michigan Park Center, the Boys Town Washington DC, the St. Anselm's Abbey School and the Lamond-Riggs Library.

Environmental

Any development on the property would be required to demonstrate compliance with the Green Building Act, meet current DDOT standards, and to upgrade stormwater to current requirements.

d. Citywide Elements of the Comprehensive Plan

The proposed map amendment is generally not inconsistent with policies of the Citywide Elements of the Comprehensive Plan and would primarily further the policies of the Land Use, Transportation, Economic Development and Housing Elements, as summarized below. A compilation of relevant policies can be found in Appendix A.

Land Use Element

The proposed map amendment would permit a moderate density commercial or mixed-use development, which could include retail, office, service businesses, and apartments. These uses would be permitted in the current MU-3A zone, but at a density and height that is lower than what is envisioned for this site in the Comp Plan, and lower than what would be permitted in the proposed MU-7B zone. Overall, the MU-7B zone would accommodate a development that would allow for additional space for a broader range of locally serving retail establishments to better serve the surrounding community, along a main arterial, and within approximately a half mile of a Metro Station. Additionally, the proposed map amendment would support revitalization of the small commercial area at the intersection of South Dakota Avenue/Delafield Street and Emerson Street, NE.

Transportation Element

The site has access to both Metrobus and to Metrorail via bus, would afford future residents' easy access throughout the region without the need for an automobile to access employment and other services throughout the region. Future, secure, long-term bicycle parking would be provided in a new development, with minimal vehicle parking as desired by the Regulations.

The proposed zone allows for drive-throughs which are not fully consistent with the policy to discourage auto-oriented uses:

Policy T-1.2.3: Discouraging Auto-Oriented Uses

Discourage certain uses, like drive-through businesses or stores with large surface parking lots and minimize the number of curb cuts in new developments. Curb cuts and multiple vehicle access points break up the sidewalk, reduce pedestrian safety, and detract from pedestrian-oriented retail and residential areas. 404.6

OP will further analyze the uses and Comp Plan policies as part of the hearing report.

Housing Element

The proposed map amendment could accommodate a mixed use-development with new housing and neighborhood shopping to complement the existing neighborhood character around South Dakota Avenue. With its Metrobus and Metrorail-accessible location, new development would generate affordable and market rate units and revitalization of the area.

Economic Development Element

The proposed map amendment would facilitate future development that would help to meet the day-to-day retail needs of the surrounding neighborhood. New retail and additional residents would reinforce the existing businesses. The commercial area could also revitalize and promote the vitality of this neighborhood commercial area through providing a mix of goods and services to residents.

Urban Design Element

The proposed map amendment would facilitate essentially infill development of a site on a major corridor.

d. Upper Northeast Area Element

The property is within the Upper Northeast Area Element. The proposed map amendment would direct growth to an area designated for redevelopment that could include additional retail and housing. Neighborhood-serving retail is strongly encouraged in this area designated for commercial or mixed-uses. In addition, any redevelopment including housing would provide market rate and affordable housing.

Relevant policies that would apply to the subject property would include:

Policy UNE-1.1.1: Neighborhood Conservation

Encourage growth while enhancing the neighborhoods of Upper Northeast, such as Michigan Park, North Michigan Park, University Heights, Woodridge, Brookland, Queens Chapel, South Central, Lamond-Riggs, and Arboretum. The residential character of these areas should be preserved while allowing new housing opportunities for all incomes. Places of historic significance, gateways, parks, and important cultural and social places should likewise be preserved and enhanced. 2408.2

Policy UNE-1.1.2: Compatible Infill

Encourage compatible residential infill development throughout Upper Northeast neighborhoods, especially in Brentwood, Ivy City, and Trinidad, where numerous scattered vacant residentially-zoned properties exist. New and rehabilitated housing in these areas should meet the needs of a diverse community that includes renters and owners; seniors, young adults, and families; and persons of low and very low-income, as well as those of moderate and higher incomes. 2408.3

Policy UNE-1.1.6: Neighborhood Shopping

Improve neighborhood shopping areas throughout Upper Northeast. Continue to enhance 12th Street NE in Brookland as a walkable neighborhood shopping street and encourage similar pedestrian-oriented retail development along Rhode Island Avenue, Bladensburg Road, South Dakota Avenue, West Virginia Avenue, Florida Avenue, and Benning Road. New pedestrian-oriented retail activity should also be encouraged around the area's Metro stations. 2408.7

Policy UNE-1.2.4: Linking Residents to Jobs

Improve linkages between residents and jobs within Upper Northeast so that more of the area's working-age adults fill the jobs located within the Planning Area. Achieve this linkage by developing additional vocational and trade schools within Upper Northeast, such as the streetcar maintenance facility, encouraging apprenticeships and internships, and creating new partnerships between the area's major employers, the District, the public and charter schools, local churches, and major institutions. 2409.4

Policy UNE-1.2.5: Increasing Economic Opportunity

Create new opportunities for small, local, and minority businesses within the Planning Area, and additional community equity investment opportunities as development takes place along New York Avenue, Bladensburg Road, Benning Road, West Virginia Avenue, and around the Metro stations. 2409.5

The proposed map amendment is not inconsistent with the guidance found in the Citywide and Area Elements of the Comprehensive Plan and future redevelopment could implement the desired policies.

e. Small Area Plan

The subject property is not covered by a Small Area Plan, and the 2021 Comprehensive Plan did not identify this area for Future Planning Analysis or additional studies.

VIII. SUMMARY OF PLANNING CONTEXT ANALYSIS

MU-7 is a zone typically associated with an area designated for moderate density commercial development on the FLUM and the recommendation for a neighborhood commercial center on the Generalized Policy Map. The proposed map amendment to MU-7B would also, on balance, further important and specific goals and objectives of the Comprehensive Plan and the Upper Northwest Area Element of the Plan. The written elements of the Comprehensive Plan are generally supportive of the proposed map amendment.

The existing structure on the site is an older building that could be rehabilitated or redeveloped which would improve the current condition and enhance the quality of the commercial center and the entire community. The map amendment would promote the efficient use of land in a manner that would enhance the city's image and provide day-to-day services to residents and would facilitate progress towards achieving racial equity in the District.

IX. AGENCY COMMENTS

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

- Department of Energy and the Environment (DOEE)
- District Department of Transportation (DDOT)

Attachments:

APPENDIX A – Comprehensive Plan Written Elements

APPENDIX A – COMPREHENSIVE PLAN WRITTEN ELEMENTS

Chapter 3, Land Use

Policy LU-1.4.6: Development Along Corridors

Encourage growth and development along major corridors, particularly priority transit and multimodal corridors. Plan and design development adjacent to Metrorail stations and corridors to respect the character, scale, and integrity of adjacent neighborhoods, using approaches such as building design, transitions, or buffers, while balancing against the District's broader need for housing. 307.14

Policy LU-2.4.1: Promotion of Commercial Centers

Promote the vitality of commercial centers and provide for the continued growth of commercial land uses to meet the needs of residents, expand employment opportunities, accommodate population growth, and sustain Washington, DC's role as the center of the metropolitan area. Commercial centers should be inviting, accessible, and attractive places, support social interaction, and provide amenities for nearby residents. Support commercial development in underserved areas to provide equitable access and options to meet the needs of nearby communities. 313.9

Policy LU-2.4.5: Encouraging Nodal Development

Discourage auto-oriented commercial strip development and instead encourage pedestrian-oriented nodes of commercial development at key locations along major corridors. Zoning and design standards should ensure that the height, mass, and scale of development within nodes respects the integrity and character of surrounding residential areas and does not unreasonably impact them. 313.13

Chapter 4 Transportation

Policy T-1.2.3: Discouraging Auto-Oriented Uses

Discourage certain uses, like drive-through businesses or stores with large surface parking lots and minimize the number of curb cuts in new developments. Curb cuts and multiple vehicle access points break up the sidewalk, reduce pedestrian safety, and detract from pedestrian-oriented retail and residential areas. 404.6

Chapter 5, Housing

Policy H-1.1.1: Private Sector Support

Encourage or require the private sector to provide both new market rate and affordable housing to meet the needs of present and future District residents at locations consistent with District land use policies and objectives. 503.3

Policy H-1.1.3: Balanced Growth

Strongly encourage the development of new housing, including affordable housing, on surplus, vacant, and underused land in all parts of Washington, DC. Ensure that a sufficient supply of land is planned and zoned to enable the District 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. 503.5

Policy H-1.1.4: Mixed-Use Development

Promote moderate to high-density, mixed-use development that includes affordable housing on commercially zoned land, particularly in neighborhood commercial centers, along Main Street mixed-use corridors and high-capacity surface transit corridors, and around Metrorail stations. 503.6

Policy H-1.2.2: Production Targets

Consistent with the Comprehensive Housing Strategy, work toward a goal that one-third of the new housing built in Washington, DC from 2018 to 2030, or approximately 20,000 units, should be affordable to persons earning 80 percent or less of the area-wide MFI. In aggregate, the supply of affordable units shall serve low-income households in proportions roughly equivalent to the proportions shown in Figure 5.8: 30 percent at 60 to 80 percent MFI, 30 percent at 30 to 60 percent MFI, and 40 percent at below 30 percent MFI. Set future housing production targets for market rate and affordable housing based on where gaps in supply by income occur and to reflect District goals. These targets shall acknowledge and address racial income disparities, including racially adjusted MFIs, in the District, use racially disaggregated data, and evaluate actual production of market rate and affordable housing at moderate, low, very low, and extremely low, income levels. 504.9

Policy H-1.2.7: Density Bonuses for Affordable Housing

Provide zoning incentives, such as through the PUD process, to developers proposing to build affordable housing substantially beyond any underlying requirement. Exceeding targets for affordable housing can refer to exceeding the quantity or depth of affordability otherwise required. The affordable housing proffered shall be considered a high priority public benefit for the purposes of granting density bonuses, especially when the proposal expands the inclusiveness of high-cost areas by adding affordable housing. When density bonuses are granted, flexibility in development standards should be considered to minimize impacts on contributing features and the design character of the neighborhood. 504.15

Chapter 7, Economic Development

Policy ED-2.2.1: Expanding the Retail Sector

Pursue a retail strategy that will allow the District to fully capitalize on the spending power of residents, workers, and visitors, and that will meet the retail needs of communities across the District and particularly in underserved communities. 708.6

Policy ED-2.2.3: Neighborhood Shopping

Create and support additional shopping opportunities in Washington, DC's neighborhood commercial districts to better meet the demand for basic goods and services. Reuse of vacant buildings in these districts should be encouraged, along with appropriately scaled retail infill development on vacant and underused sites. Promote the creation and growth of existing locally owned, nonchain establishments because of their role in creating unique shopping experiences, as well as in generating stronger local supply chains that facilitate community wealth building. 708.8

Policy ED-3.1.1: Neighborhood Commercial Vitality

Promote the vitality and diversity of Washington, DC's neighborhood commercial areas by retaining existing businesses, attracting new businesses, supporting a strong customer base through residential density, and improving the mix of goods and services available to residents. 713.5

Chapter 9, Urban Design

Policy UD-2.2.3: Neighborhood Mixed-Use Centers

Undertake strategic and coordinated efforts to create neighborhood mixed-use centers that reinforce community identity and form compact, walkable environments with a broad mix of housing types, employment opportunities, neighborhood shops and services, and civic uses and public spaces. New buildings and projects should support the compact development of neighborhood centers and increase the diversity of uses and creation of public spaces where needed. 909.8

Policy UD-2.2.5: Infill Development

New construction, infill development, redevelopment, and renovations to existing buildings should respond to and complement the defining visual and spatial qualities of the surrounding neighborhood, particularly regarding building roof lines, setbacks, and landscaping. Avoid overpowering contrasts of scale and height as infill development occurs. 909.10

Policy UNE-1.1.6: Neighborhood Shopping

Improve neighborhood shopping areas throughout Upper Northeast. Continue to enhance 12th Street NE in Brookland as a walkable neighborhood shopping street and encourage similar pedestrian-oriented retail development along Rhode Island Avenue, Bladensburg Road, South Dakota Avenue, West Virginia Avenue, Florida Avenue, and Benning Road. New pedestrian-oriented retail activity should also be encouraged around the area's Metro stations. 2408.7