

315 H STREET, NE



APPLICATION FOR REVIEW AND APPROVAL OF A CONSOLIDATED PLANNED UNIT
DEVELOPMENT

March 2015

DEVELOPMENT TEAM

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LIST OF EXHIBITS

Description	Exhibit
Architectural Drawings, Elevations, Renderings, Sections, Landscaping, Civil, Photos of Property and Surrounding Area and Buildings, Site Plans, Maps, and Other Plans	A
Application Forms and Agent Authorization Letters	B
Baist Plats with Property Highlighted in Red	C
Excerpts of Comprehensive Plan Future Land Use Map	D
Certificate of Compliance with Chapter 24	E
Certificate of Notice and Notice of Intent to File	F
Property Owner List	G
Building Plat	H
Map of H Street Developments	I

PREFACE

This statement is submitted by MRP Realty in support of an application for the consolidated review and approval of a Planned Unit Development for the property known as 313-327 H Street, NE (Lots 24-28 and 813-815 in Square 777) before the District of Columbia Zoning Commission. The property that is the subject of this application is in the Northeast quadrant of the District of Columbia along H Street, NE, between 3rd and 4th Streets NE. The project is located in the C-2-B Zone District.

The Applicant is requesting approval of this PUD in order to construct a multifamily, mixed-use building on an underutilized site consistent with the goals of the DC Comprehensive Plan. In total, approximately 125 residential units will be created as a result of this project. The project will have a maximum FAR of 6.0 (approximately 87,000 square feet of gross floor area) and have a height of 90 feet. The project will introduce affordable housing options for different Area Median Income (“AMI”) levels in an effort to integrate greater economic diversity into the project and the fast-growing H Street corridor.

Submitted in support of this application is a completed PUD application form, a notice of intent to file a PUD (with property owner list and certification of mailing), architectural drawings, and a map depicting the zoning districts for the property and the surrounding area. As set forth below, this statement and the attached documents meet the filing requirements for a PUD application under Chapter 24 of the District of Columbia Zoning Regulations.

I. INTRODUCTION

A. Summary and Purposes of the Application

MRP Realty (the “**Applicant**”) hereby submits an application to the Zoning Commission of the District of Columbia (“**Commission**”) for consolidated review and approval of a Planned Unit Development (“**PUD**”). The Applicant is the contract purchaser of the property; the property owners have each submitted application forms and agent authorization forms, which are attached as Exhibit B.

The project site consists of Lots 24-28 and 813-815 in Square 777 (the “**Property**”) and contains approximately 14,485 square feet of land area. The Property is currently vacant, offering a rare opportunity for infill development in a corridor primed for development. The Property is located within the boundaries of Advisory Neighborhood Commission (“**ANC**”) 6C05 and is presently zoned C-2-B in the Housing Subdistrict of the H Street Overlay.

The Applicant is seeking approval of the PUD in order to create a multifamily building befitting of its location along a prominent and historically significant corridor (the “**Project**”), as shown on the plans attached hereto as Exhibit A (the “**Plans**”). The Project is an infill development improving underutilized, vacant land in an area that the District has designated for development. H Street is a culturally rich neighborhood steeped in District history, yet the contemporary design of the project looks to the community’s future. The Project will create a sense of place along a heavily traveled and deeply regarded streetscape.

The Project will incorporate approximately 125 residential units into the H Street community, with approximately 2% of them being affordable to households with a median income of 60% AMI and 6% being affordable to households with a median income of 80% AMI.

Providing units at different affordability levels ensures that the project will be economically inclusive and make this prime location available to households of different income levels.

The Applicant proposes additional amenities including improvements to the community alley and to the H Street streetscape, onsite bicycle repair facilities, and a robust transportation demand management plan. The Applicant will continue its dialogue with the community to determine items the community would like to see included in the benefits and amenities package for this PUD. In addition to meeting with key community stakeholders, the Applicant has met with District agencies including the District Department of Transportation and the Office of Planning over the course of a year to ensure that its development plans are consistent with the desires of those who are best informed on the needs and wants of the H Street community. The Applicant's goal is to ensure that the project embraces the prominence of its location and reflects the District's vision for H Street.

B. Applicant

MRP Realty offers exceptional experience combined with a creative, entrepreneurial approach to the business of real estate. Its integrated skills and knowledge of the Washington metropolitan market enable MRP to identify opportunities and guide the development process effectively, yielding consistent value and superior results. MRP works closely with its investment partners and project teams to deliver properties that set new standards in this dynamic market. Its professionals embrace bold opportunities with a discerning eye—exploring true potential to realize optimal investment value for our partners.

MRP knows that great ideas in real estate require careful thought and a meticulous course of action. Its strategies are built around critical benchmarks throughout the life of a project—

from the earliest acquisition and pre-development phases through final marketing and leasing. At every key step, it assesses and refines its approach—ensuring that it takes advantage of the most resourceful and productive strategies from start to finish.

MRP is recognized for the superior quality of its residential work. MRP is currently under construction with its Riverfront project in the Capital Gateway Overlay and it recently delivered Elevation, a 400 unit mixed-use development in the NoMa neighborhood of Washington, DC.

II. SITE AND AREA DESCRIPTION AND ZONING

A. Location and Current Use

The rectangular-shaped Property is located in the Northeast quadrant of the District of Columbia and contains approximately 14,485 square feet of land area. It is bounded by a public alley that ranges from approximately 10 feet wide off 4th Street to 20 feet wide at the rear of the building before narrowing again to 16 feet wide to the south. H Street borders the Property to the north, a three story commercial rowhouse to the east and a three story commercial rowhouse to the west. The Property is located along the H Street streetcar line and less than ½ mile from Union Station, which offers a plethora of transit options.

The PUD site is in Single Member District 6C05 of ANC 6C in Ward 6. The Project is an infill development that will improve a vacant and underutilized parcel of land. The development of the H Street Corridor has largely taken place to the east of the Property; extending the success of the street to the west provides an important connection to key transit nodes and creates more fluid boundaries to the District's neighborhoods. This development will provide an important portion of the western link to H Street that will help bridge the gap from the

burgeoning corridor to locales further west and north such as NoMA, Union Market, and Union Station.

B. Surrounding Area

The Property sits along a bustling commercial corridor yet abuts residential rowhouses to its south. The building is designed to maximize its presence along H Street but set back its massing as it moves toward the residential uses. The Applicant has met with representatives of the townhouse community to the south on two occasions and pledges to work tirelessly to obtain their full approval.

Though the Property currently sits amid a series of underutilized parcels, development is proposed for many of the parcels in the near future, including a 42-unit residential building at the corner of 3rd and H Streets, 26 townhomes built atop condominiums in the 400 block of H Street, and a mixed-use residential and retail building further east at 501 H Street, which will include approximately 30 units and two floors of retail use. Attached as Exhibit I is a map depicting development sites along the H Street Corridor.

H Street may be the premier location for the District streetcar. As currently planned, the Project will be nestled between streetcar stops proposed for 3rd and H Streets and 5th and H Streets. The streetcar will provide direct access to Union Station, as well as points further east on H Street. DDOT has invested over \$53 million in streetscape improvements, including the streetcar line, along the H Street corridor. The streetscape has been designed to cater to the pedestrian experience and to encourage pedestrian activity. The Project has been designed to complement and enhance the existing streetscape and to further bolster the pedestrian experience along H Street.

II. PROJECT DESCRIPTION

The proposed Project will be a mixed-use residential building with ground floor retail. It will be constructed to a 6.0 FAR and have a maximum height of 90 feet. The contemporary design of the project helps ensure that the building will not be overwhelmed by its mid-block location but it will establish itself as an iconic destination. The building will concentrate its mass along H Street and will be set back from the residential uses to the south. The Project provides a lush greenspace and hardscape/softscape amenity zone with intensive landscaping that abuts the southern properties.

Approximately 6,000 square feet of retail will be provided on the ground floor. While no commitments have been made, the Applicant anticipates the retail space will be occupied by neighborhood serving retailers, which will add to the convenience of living in this neighborhood.

All vehicular access to the site will be made via a public alley from 4th Street, which is ten feet wide. The project will include 29 below-grade parking spaces that will be available to residents and will be leased separately from the units on a monthly basis. Passenger vehicles will enter and exit via 4th Street. There is a second point of entry via alley access from 3rd Street; however, residents will be encouraged, and will find it more direct and convenient, to use the entrance from 4th Street.

The narrow width of the alley presents challenges to providing the required loading on-site. The residential component of the Project requires a 55 foot loading berth; however, a 55 foot truck cannot access a loading berth via the existing alley system due to its narrowness. The retail uses trigger a requirement for a 30 foot berth, which will be provided in the public alley. The primary challenge with providing loading on-site is that it would further diminish the amount of parking provided in the garage. The further reduction in parking would affect the community moreso than the use of the alley space for loading functions; the leg of the alley that

the Applicant is proposing to use immediately abuts its property and is a “dead-end” knob that only the Applicant would use. The Applicant will implement a loading management plan that will coordinate the timing of all resident move-ins and move-outs, and retail deliveries to minimize conflicts in the alley. The Applicant will also limit use of the loading area to 30 foot trucks. A turn-around area will be maintained in the alley so that the trucks can nose-in and nose-out and without disrupting traffic on 4th Street. Trucks will not be permitted to access the loading berth from 3rd Street; they will only be permitted use the alley entrance on 4th Street.

A. Overview

The Zoning Tabulations Sheet included as Sheet A1 of the Plans provides a detailed overview of the proposed building and the requirements and restrictions of the C-2-B/HS-H zone. The following table illustrates the zoning parameters of the proposed Project:

	<u>Proposed</u>	<u>Allowed/Required by C-2-B//HS-H Matter-of- Right</u>	<u>Allowed/Required by C-2-B PUD</u>
<u>Height</u>	90'	75'	90'
<u>Number of units</u>	125	No maximum	
<u>FAR</u>	6.0	4.2	6.0
<u>Square footage</u>	86,676	62,286	86,910
<u>Lot occupancy</u>	81%	80%	
<u>GAR</u>	.3	0.3	
<u>Parking</u>	29 spaces	4 retail spaces 42 residential spaces	
<u>Affordable housing</u>	6% at 80% AMI 2% at 60% AMI	8% at 80% AMI	8% at 80% AMI

A. Development Parameters Under Existing Zoning

The C-2-B/HS-H Zone District, as a matter-of-right, permits a maximum height of 75 is feet, a maximum lot occupancy of 80% for residential uses, and a FAR of 4.2.¹ The Property is also located in the H Street Overlay, which imposes additional parameters on the Project:

i. H Street Overlay Requirements

- **Section 1302.4:** *The designated uses listed in §1302.2 shall occupy no less than 50% of the gross floor area of the ground level of the building, subject to the following requirements: (a) No more than 20% of the ground level floor area shall be devoted to banks, loan offices or other financial institutions, travel agencies, or other ticket offices; (b) the ground level floor shall be the floor that is nearest in grade elevation to the sidewalk; and (c) in those parts of the affected building or lot other than as delineated in this section, the use provisions of the underlying zone district shall apply:* The Project will dedicate approximately 6,163 square feet of gross floor area, or .425 FAR to retail uses outlined in Section 1302.2, subject to the limitations outlined above.
- **Section 1321.2:** *The floor area ratio for new construction in the HS-H Sub-district may not exceed .5 FAR for non-residential uses, except as provided in § 1321.3:* The Project provides 6,163 square feet of gross floor area, or .425 FAR to retail uses, which is consistent with this section.
- **1324.2:** *Buildings shall be designed and built so that not less than 75% of the streetwall(s) to a height of not less than 25 feet shall be constructed to the property line abutting the street right of way. Buildings on corner lots shall*

¹ Includes bonus density for Inclusionary Zoning.

be constructed to both property lines abutting public streets: The Applicant seeks flexibility from this requirement. The proposed design pulls the retail component to the property line to a height of 16 feet; however, the building sets back so that the first residential floor is not flush with the property line. The purpose in doing this is to highlight and focus attention on the retail uses and to distinguish the residential portion of the building. The Applicant is making a conscious effort to design the retail and residential components as distinct aspects of the building. Beyond the second floor there is a projecting bay of residential use that extends beyond the property line by 4 feet; again, in contrast to the first floor that is set back from the property line.

- **Sections 1324.4 and 1324.5:** *In C-2 Districts within the HS Overlay District, a seventy percent (70%) residential lot occupancy shall be permitted. For the purposes of this Section, the percentage of lot occupancy may be calculated on a horizontal plane located at the lowest level where residential uses begin:* The Applicant seeks flexibility from this requirement as it is proposing a lot occupancy of 81%. The site is 14,485 square feet in size, which provides an opportunity for a limited residential footprint. Limiting the lot occupancy to 70%, would create significant challenges in creating a workable floor plan that incorporated all required building elements such as ingress and egress stairs and the elevator core.²
- **Section 1324.8:** *Each commercial use with frontage on H Street, NE... shall devote not less than 50% of the surface area of the streetwalls at the ground*

² Section 1326.3 allows a maximum lot occupancy of 80% for projects including affordable housing. Because the Project includes affordable units, the maximum permitted lot occupancy is 80%; nevertheless, the Applicant still seeks flexibility from this requirement since the proposed lot occupancy is 81%.

level of each building to display windows having clear or clear/low-emissivity glass, except for decorative or architectural accent, and to entrances to commercial uses or to the building: the Project design is consistent with this requirement.

- **Section 1324.9:** *Security grilles shall have no less than 70% transparency: the Project design is consistent with this requirement.*
- **Section 1324.10:** *Each commercial use with frontage on H Street ... shall have an individual public entrance directly accessible from the public sidewalk. Multiple dwellings shall have at least one primary entrance on H Street directly accessible from the sidewalk: the Project design is consistent with this requirement.*
- **Section 1324.11:** *Buildings shall be designed so as not to preclude an entrance every forty feet on average, for the linear frontage of the building, excluding vehicular entrances, but including entrances to ground floor uses and the main lobby: the Project design is consistent with this requirement.*
- **Section 1324.12:** *The ground floor level of each new building or building addition shall have a uniform minimum clear floor to ceiling height of 14 feet if the building fronts H Street: The Project has a ground floor to ceiling height of 16 feet.*
- **Section 1324.13:** *Buildings subject to Section 1324.12 shall be permitted an additional five feet of building height over that permitted in the underlying zoning: The Applicant is proposing a maximum building height of 90 feet, which is the permitted height for a PUD in the C-2-B Zone District.*

- **Section 1324.14:** *Projection signs shall have a minimum clearance of eight feet above a sidewalk and fourteen feet above a driveway, project no more than three feet, six inches from the face of the building, and end a minimum of one foot behind the curbline or extension of the curbline:* The Project design is consistent with this requirement.
- **Section 1324.15:** *Façade panel signs shall not be placed so as to interrupt windows or doors and shall project no more than 12 inches from the face of the building:* The Project design is consistent with this requirement.
- **Section 1324.16:** *Roof signs are prohibited:* The Project design is consistent with this requirement.

B. Project Goals and Objectives and Benefits of Using PUD Process

The PUD process is the appropriate means for realizing this development because it will provide the community and the District the tools to ensure that the Project is well-designed and best meets the needs of the community. It further will allow the public to provide input on whether the proposed uses, density, height and design are complementary to the existing community. The Property is an important site for providing more housing in a centrally-located and transit-oriented location that has a high demand for housing. The PUD process will provide the framework for realizing the potential of this site capturing the benefits and amenities that will enhance the surrounding community. It will also maximize the amount of residential uses, as it affords needed flexibility with respect to height and density for the project.

C. Zoning Flexibility Requested

In addition to the flexibility afforded by the application of the PUD standards in Chapter 24 of the Zoning Regulations for the C-2-B Zone District and the flexibility needed from the H

Street requirements as noted above, the Applicant requests the following relief from strict application of the relevant provisions of the Zoning Regulations through the flexibility allowed by the PUD process:

1. The minimum area requirements: Section 2401.1(c) requires a minimum area of 15,000 square feet for a PUD in the C-2-B Zone District. The PUD site is 14,485 square feet, which is 515 square feet short of the minimum requirement. Section 2401.2, however, authorizes the Zoning Commission to waive this requirement for residential projects of exceptional merit that are in the best interests of the District.
2. Lot occupancy: Section 772.1 imposes maximum limit on lot occupancy at 80% for residential uses. The Applicant is proposing a maximum lot occupancy of 81%.
3. Parking: Pursuant to Section 2101.1, the Project requires 4 retail spaces and 42 residential parking spaces for a total of 46 parking spaces. The Project provides, however, only 29 spaces. Because the retail uses will be neighborhood-serving, the entirety of the 29 spaces will be allocated to the residents.
4. Loading: Pursuant to Section 2201.1, the Project requires one loading berth at 30 feet for retail uses and one loading berth at 55 feet for the residential uses. Given constraints due to the size of the alley, the Applicant is only providing a 30 foot loading berth and it will be located in the public alley, not on the Property.
5. Rear yard: Section 774.1 requires a minimum fifteen foot rear yard; however the Applicant provides a ten foot setback, as measured to the centerline of the alley,

for a portion of the site to a height of 20 feet; above 20 feet, the full 15 foot setback is provided. Balconies will, however, be located in the required rear yard.

6. Roof structures: The proposed roof plan is consistent with pending text amendments in Case No. 14-13. In the event the text amendments are not adopted by the time the public hearing for this application takes place, the Applicant seeks flexibility from the roof structure requirements in order to implement its vision for the rooftop. The Applicant has adjusted its affordable housing allocation to include the area of the roof dedicated to residential use in the baseline gross floor area used to calculate the minimum affordable requirement.

III. THE APPLICATION MERITS APPROVAL PURSUANT TO THE PUD EVALUATION STANDARDS

The Zoning Regulations, at 11 DCMR § 2403.1 *et seq.*, set forth the evaluation standards for Commission approval of PUD applications. The PUD must not have an unacceptable impact on the surrounding area and the operation of city services and facilities, it must not be inconsistent with the Comprehensive Plan and other adopted public policies and programs, and it must offer project amenities and other public benefits that are superior to what would likely be provided under matter-of-right development. The Project's impact on the surrounding area and city services and facilities is discussed below. Consistency with the Comprehensive Plan is addressed in Section V, and public benefits and project amenities are described in Section VI.

A. Project Impact On the Surrounding Area

The PUD Evaluation Standards, at 11 DCMR § 2403.3, state: "The impact of the project on the surrounding area and the operation of city services and facilities shall not be found to be

unacceptable, but shall instead be found to be either favorable, capable of being mitigated, or acceptable given the quality of public benefits in the project.”

The Applicant submits that the impact of the Project on the surrounding area will be favorable because it will: 1) bring new market rate and much needed affordable housing to the neighborhood, 2) revitalize an underutilized, vacant parcel along a vibrant commercial corridor, 3) promote the goal of transit-oriented development, and 4) bridge the gap between H Street and Union Station.

The Project’s proposed height and massing are consistent with current development projects in the area and with the Comprehensive Plan’s goals and policies for this area. The Project will replace an underutilized parcel of land and improve it with a modern, infill apartment building with neighborhood-serving retail. The Project will create approximately 125 residential units in close proximity to the Union Station and New York Avenue Metrorail Stations. The residential units will help establish a critical mass of people along the western edge of H Street, which will help continue the energy of the corridor and reinvigorate an underutilized parcel on the corridor. The new residential units will attract new District residents and will provide a mix of affordable units. The affordable units will be made available to households with annual income levels that are 60% and 80% of the AMI, which encourages economic diversity among the tenants and presents affordable housing opportunities that would not otherwise exist.

The Project will also create retail on the ground floor, which will serve the residents and its neighbors. It will also facilitate the growth of pedestrian traffic and establish interest as H Street stretches west to the H Street Bridge and to other neighborhoods, such as NoMA and

Union Market. The ground floor retail will be critical in filling the gap between the more developed stretches of H Street and communities to the west.

B. Project Impact on City Services and Facilities

The proposed Project will not have an adverse impact on the public facilities that it will rely on for service.

i. Transportation and Parking

The Applicant engaged a traffic consultant, Gorove/Slade Associates, to further study the area's traffic conditions and the Project's traffic generation. The Applicant will submit its traffic analysis in the Applicant's Pre-Hearing Submission (or earlier) and will continue to work with DDOT to refine the Project's vehicular and pedestrian circulation plans. The Property is located between and in close proximity to the NoMA and Union Station Metrorail stations on the red line. It is also well-served by Metrobus lines and is located along the streetcar line. The Project is also located within two blocks of four different Zipcar spaces, and there is a Capital Bikeshare located on 3rd and H, less than 100 yards from the project. There is a great amount of diversity in the transportation options that are available to residents.

Though there is easy access to transit, residents will be able to walk to many neighborhood amenities. The Project is located across the street from a newly constructed Giant grocery store, which will provide residents with easy access to groceries and sundries. There are several public and private elementary schools within a few short blocks of the site, which may make the two-bedroom units attractive to families. Additionally, there are numerous eating and drinking establishments within close walking distance as well as other retailers.

While the Project is strategically located to maximize alternative transportation methods such as walking, using the streetcar, metro, bikes or car-shares, the Project will still provide 29

below-grade parking spaces for those residents who opt to have a car and 24 long-term bicycle spaces. Given all of the transportation options available to residents, the Applicant does not believe there will be an adverse effect on the on-street parking supply as a result of the Project.

ii. Water/Sewer Demand

The water and sanitary service usage resulting from the Project will have an inconsequential effect on the District's delivery systems. The site is currently served by all major utilities. The Project's proposed storm water management and erosion control plans will minimize impact on the adjacent properties and existing storm water systems. The requisite erosion control procedures stipulated by the District will be implemented during construction of the Project.

Further, as more specifically detailed in Section VII, no adverse environmental impact will result from the construction of this Project.

iii. Public Schools

The Project is within the boundaries of Stuart-Hobson Middle School at 410 E Street, NE, and Eastern High School at 1700 East Capitol Street, NE, Ludlow-Taylor Elementary School at 659 G Street, NE. In addition, several other schools are in the general vicinity of the Project, offering schooling options to residents who may seek alternatives to the neighborhood public schools, including charter and private schools.

In this neighborhood, as in the city as a whole, the population of school-age children is declining while the population of childless households is increasing. Due to these trends, the current under-enrollment of the neighborhood public schools, and the relatively convenient access to charter and private schools in the vicinity, the Applicant expects that the school network will be able to accommodate the school-age children that may reside at the Project.

IV. THE APPLICATION IS “NOT INCONSISTENT WITH THE COMPREHENSIVE PLAN AND WITH OTHER PUBLIC ADOPTED POLICIES [...] RELATED TO THE SUBJECT SITE.” 11 DCMR § 2403.4.

A. Comprehensive Plan

The proposed PUD is not inconsistent with the Comprehensive Plan and will advance numerous goals and policies enumerated in the Comprehensive Plan for the National Capital adopted in 2006 (the “**Comprehensive Plan**”).

The purposes of the Plan are to: (a) define the requirements and aspirations of District residents, and accordingly influence social, economic and physical development; (b) guide executive and legislative decisions and matters affecting the District and its citizens; (c) promote economic growth in jobs for District residents; (d) guide private and public development in order to achieve District and community goals; (e) maintain and enhance the natural and architectural assets of the District; and (f) assist in conservation, stabilization and improvement of each neighborhood and community in the District (DC Code Section 1-245(b)).

Generally, the Project will advance these purposes by furthering the social and economic development of the District through the construction of new residential units on underutilized land, providing additional affordable residential units, constructing an environmentally sustainable structure, and infilling a gap in the development on a corridor in which the District is heavily invested.

1. Compliance with Citywide Elements

The Project will serve the goals of several of the citywide elements of the Comprehensive Plan, as follows:

a. Future Land Use Map

The Future Land Use Map includes the Property in the Medium Density Residential and Moderate Density Commercial land use category. Such designation supports the construction of

a high-quality residential project on a site that is currently underutilized. The proposed Project, with an FAR of 6.0 and a height of 90 feet, is consistent with the future land use designation for the Property.

b. Generalized Policy Map

The Generalized Policy Map (“GPM”) includes the Property in the “Main Streets Mixed-Use” category. Under the terms of the GPM, for this category, new development is appropriate since it will be multifamily residential with ground floor retail, which is consistent with surrounding uses. As an infill development with new housing, the Project will be consistent with the Property’s designation on the GPM.

c. Land Use Element

The Plan devotes a great deal of attention to the preeminence of transit-oriented development. The Project will advance the following policies of the 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-1.3.4: Design To Encourage Transit Use** – Require architectural and site planning improvements around Metrorail stations that support pedestrian and bicycle access to the stations and enhance the safety, comfort and convenience of passengers walking to the station or transferring to and from local buses. These improvements should include lighting, signage, landscaping, and security measures. Discourage the development of station areas with conventional suburban building forms, such as shopping centers surrounded by surface parking lots. 306.13
- **Policy LU-1.4.1: Infill Development** – Encourage infill development on vacant land within the city, particularly in areas where there are vacant lots that create “gaps” in the urban fabric and detract from the character of a commercial or residential street. Such development should complement the established character of the area and should not create sharp changes in the physical development pattern. 307.4
- **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-2.1.10: Multi-Family Neighborhoods** – Maintain the multi-family residential character of the District’s Medium-and High-Density residential areas. Limit the encroachment of large scale, incompatible commercial uses into these areas, and make these areas more attractive, pedestrian-friendly, and transit accessible. 309.15
- **Policy LU-2.2.4: Neighborhood Beautification** – Encourage projects which improve the visual quality of the District’s neighborhoods, including landscaping and tree planting, facade improvement, anti-litter campaigns, graffiti removal, improvement or removal of abandoned buildings, street and sidewalk repair, and park improvements. 310.5

The Project will improve an underutilized parcel of land in the center of a thriving corridor in which the District has invested tens of millions of dollars. The Project is consistent with the District’s housing goals for the Property, as set forth in the H Street Overlay regulations and its “Urban Living” vision in the H Street After the Small Area Plan (“ASAP”). The Project provides additional residential units at different affordability levels for residents and the new design will improve the streetscape aesthetic. The Project will be the quintessential infill development that will allow an underutilized site to be brought to its highest and best use with new housing and neighborhood serving retail close to public transportation and amenities. The Project proposes density in a transit corridor and along key transit nodes, just as envisioned by District policy. The Property is located along the H Street Streetcar line, is in close proximity to Union Station and the New York Avenue Metrorail stops, and has a plethora of bus lines that run in the vicinity of the Project, making the Property ripe for development.

d. Transportation Element

The Project will promote the following Transportation Element policy:

- **Policy T-1.1.4: Transit-Oriented Development** – Support transit-oriented development by investing in pedestrian-oriented transportation improvements at or around transit stations, major bus corridors, and transfer points. 403.10

As mentioned above, the Project will be an ideal example of transit-oriented development since it will make such a significant contribution of new housing at a site served by mass transit and surrounded by services and amenities. The Project will be strategically located near the Red Line's Union Station and New York Avenue Metrorail stations, as well as along a major transportation and Metrobus corridor, and the streetcar line. The Property's proximity to public transportation makes it a prime location for additional density and residences. The Project design also will encourage bicycling with its substantial bike storage facilities. Altogether, the Project will encourage alternate modes of transportation by providing the infrastructure for walking, biking, and various modes of public transportation.

e. Urban Design Element

The Project will further many of the policies of the Urban Design Element:

- **Policy UD-2.2.1: Neighborhood Character and Identity** – Strengthen the defining visual qualities of Washington's neighborhoods. This should be achieved in part by relating the scale of infill development, alterations, renovations, and additions to existing neighborhood context. 910.6
- **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. 910.12
- **Policy UD-2.2.7: Infill Development** – Regardless of neighborhood identity, avoid overpowering contrasts of scale, height and density as infill development occurs. 910.14

The Project design acknowledges and embraces the importance of the site location in a vibrant retail and residential neighborhood. By incorporating new construction and contemporary design, the building will facilitate the vibrancy and growth of the neighborhood. The PUD design will successfully create a sense of place that will promote the pedestrian experience, enhance housing options, and link communities. The design effectively incorporates modern elements as a nod to H Street's resurgence and its place in the modern District.

f. Housing Element

The PUD will advance the following goal and policies of the Housing Element:

- **H-1.1 Expanding Housing Supply** – 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-1.2.1: Affordable Housing Production as a Civic Priority** – Establish the production of housing for low and moderate income households as a major civic priority, to be supported through public programs that stimulate affordable housing production and rehabilitation throughout the city. 504.8
- **Policy H-2.1.1: Protecting Affordable Rental Housing** – Recognize the importance of preserving rental housing affordability to the well-being of the District of Columbia and the diversity of its neighborhoods. Undertake programs to protect the supply of subsidized rental units and low-cost market rate units. 509.5

The Project will expand the District’s housing supply in an established and growing residential neighborhood. By providing 125 new residential units in a neighborhood with a significant housing demand, the Project will promote multi-unit residential development objectives. The Project will produce new housing on an underutilized site in a thriving community for varying income levels. The residential building will be a high quality design and will incorporate high quality materials. Perhaps more importantly, the Project will provide some of its affordable housing at deeper levels of affordability than the Inclusionary Zoning regulations require.

B. Capitol Hill Area Element

The PUD site is located in the Capitol Hill Area Element of the Comprehensive Plan.

The Project will be consistent with the following policies and action of the Area Element:

- **Policy CH-1.1.3: Upgrading Commercial Districts:** Reinforce and upgrade the major commercial districts of Capitol Hill, including the H Street and Benning Road corridors, the Pennsylvania Avenue corridor, 7th and 8th Streets SE, and Massachusetts Avenue between Union Station and Stanton Park. Support the further development of these areas with local-serving retail services, provided that such uses are compatible with surrounding land uses and the historic architecture and scale of the shopping districts themselves. Support the retention of existing neighborhood-serving businesses in these areas through programs that provide technical and financial assistance to small, locally-owned establishments. 1508.4
- **Policy CH-1.1.4: Directing Growth:** Direct growth in the Capitol Hill Planning Area to commercially zoned land, with a particular emphasis on the H Street/Benning Road corridor. Mixed Row Houses near Eastern Market use development combining ground floor retail and upper story residential uses should be supported in this area, along with streetscape improvements that improve visual and urban design qualities and enhance pedestrian, bus, and auto circulation. As in all parts of the city, the scale of development must be sensitive to adjacent uses and should reflect the capacity of roads, infrastructure, and services to absorb additional growth. 1 development should be compatible in scale and character with adjacent uses. 1508.5
- **Policy CH-2.1: H Street/Benning Road:** At one time, the mile-long stretch of H Street between Union Station and the “starburst” intersection at Bladensburg and Benning Roads was the second busiest commercial area in the District of Columbia. The area declined during the 1950s and 1960s and was heavily damaged by the riots of 1968. An Urban Renewal Plan sparked some reinvestment on the corridor in the 1970s and 1980s, including the Hechinger Mall development on the eastern end, but the strip has yet to fully recover. H Street’s retail space has not kept up with the rapidly expanding buying power of the surrounding neighborhoods, or the burgeoning office market north and east of Union Station. 1511.1
 - In 2003, the Office of Planning completed a Small Area Plan for the H Street corridor, designed to guide community, private sector, and public agency action and investments. The Plan lays out a vision for H Street as a great neighborhood shopping street, serving resident needs, providing connections to the larger city, and improving the livability of the surrounding community. The Plan segmented the corridor into four parts, each with a unique identity and character (see Policy CH-2.1.1 below). The potential for over 750 units of new housing, 200,000 square feet of new office space, and 300,000 square feet of retail space was identified. However, these projections may have been low; just two years after the Plan’s completion, there were already 450 units of housing under construction on the 200 block of H Street (the former Children’s Museum site), and another 300 units proposed across the street. 1511.2

- Land use recommendations in the H Street Plan were accompanied by transportation recommendations, some of which are already being implemented. A transitway will be developed along the corridor, with streetcars sharing the right-of-way with vehicles. The streetcar line will connect Union Station to Minnesota Avenue, providing a “loop” between Metro’s Red Line and Orange Line and increasing transit access for Northeast Capitol Hill residents. The 2003 Plan also recommended the retention of on-street parking and development of new off-street parking structures. 1511.3
 - Extensive streetscape, signage, and façade improvements also are planned, including new pedestrian crossings and a civic plaza at the eastern gateway near Hechinger Mall. The H Street Plan also calls for increased code enforcement, the use of preservation tax credits, new incentive and assistance programs, and the creation of a Business Improvement District (or incorporation of H Street into the Capitol Hill BID). 1511.4
- **Policy CH-2.1.1: H Street Revitalization:** Support the revitalization of the H Street corridor between North Capitol Street and 17th Street NE in a manner that is consistent with the approved 2003 H Street Strategic Development Plan. This Plan recommended the development of four thematic areas along the H Street corridor:
 - a. **Western Gateway, between North Capitol Street and 7th Street NE.** This area includes air rights development over the CSX railroad (Burnham Place) and an “urban living” district between 2nd Street and 7th Street NE. The Urban living district is intended for medium to high density residential development, with limited ground floor retail uses.

The Project will provide infill development along a key corridor, increasing the amount of housing available and supplementing neighborhood serving retail uses. It will complete the streetscape on the south side of H Street between 3rd and 4th Streets and will welcome those traveling eastbound on H Street to the dynamic corridor.

C. After the Small Area Plan (“ASAP”)

The ASAP follows the progress of the H Street Area Plan, which was the catalyst for millions of dollars of investment in the corridor. The plan breaks H Street into “thematic areas” that are determined by their geographical location. As the western end of H Street, the Property is included in the “Urban Living” subarea. The vision for the Urban Living area is “architecturally distinctive with 4-8 story buildings strengthen within a mixed income, walkable,

transit-oriented community easily accessible to quality goods and services and work opportunities.” The Project is consistent with this vision as it focuses on providing residential housing on an underutilized parcel.

V. THE APPLICATION PROVIDES SUPERIOR PUBLIC BENEFITS AND PROJECT AMENITIES

The PUD Evaluation Standards, at 11 DCMR §§ 2403.5-2403.7, require the Commission to “evaluate the specific public benefits and project amenities of the proposed Development.”

That Section continues:

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. A project amenity is one type of public benefit, specifically a functional or aesthetic feature of the proposed development that adds to the attractiveness, convenience, or comfort of the project for occupants and immediate neighbors.

Based on its meetings with the ANC, the Applicant has developed a public benefits and amenities package best suited to the desires of the community.

A. Review of Project under Section 2403.9

The PUD Evaluation Standards, at Section 2403.10, provide that “a project may qualify for approval by being particularly strong in only one or a few” of the public benefits and project amenities listed in Section 2403.9, “but must be acceptable in all proffered categories and superior in many.” The Applicant submits that the Project provides superior public benefits and project amenities in these categories. The Applicant’s benefits and amenities are in the following categories:

1. Housing and affordable housing (§ 2403.9(f))

Pursuant to Section 2403.9(f) of the Zoning Regulations, the PUD guidelines state that the production of housing is a public benefit that the PUD process is designed to encourage. The Project will create 125 new residential units on the H Street corridor, where housing is in high demand. The site is currently vacant so this represents a net gain in residential units and affordable units.

Section 2403.9(f) notes that affordable housing may be considered a public benefit to the extent it exceeds what would have been required through matter-of-right development under existing zoning. Eight percent of the residential gross floor area will be dedicated to affordable housing and a portion of this set aside will be made available to households with an annual income that is no greater than 60% of the AMI. This exceeds the affordable levels that are otherwise required in the C-2-B Zone District and it provides an opportunity for more households to gain access to housing in this thriving community.

2. Urban design, architecture and landscaping (§ 2403.9(a))

Section 2403.9(a) lists urban design, architecture, and landscaping as categories of public benefits and project amenities for a PUD. As shown in the detailed plans, elevations, and renderings included in the Plans, the Project exhibits the characteristics of exemplary urban design, architecture, and landscaping. The Project provides a superior design that fully responds to its prominent location on the H Street corridor by incorporating high quality materials and a modern design reflective of H Street's resurgence.

The Project will be a new eight story, mid-block, residential building with mixed-use ground floor, below-grade bicycle storage, and below-grade automobile parking located on the

south side of H Street, NE between 3rd Street and 4th Street. The building design plays with the juxtaposition of a contextual, yet modern, masonry and glass base and the use of clean, sophisticated, contemporary forms and materials above. The first two stories facing H Street have been designed to emulate the rhythm and scale of the neighboring, two- and three-story retail buildings while being distinct and contributing to the eclectic nature of the H Street corridor. The upper six stories are a combination of high-gloss panels and glass framed within a more textured frame that together provide a backdrop for a glass and paneled accent bay.

The proposed Project fronts on H Street with the main residential entry, as well as three (3) potential retail entries, off H Street and service entries located off the public alley on the south side of the site. The Project will have a roughly 65 foot long by four foot deep glass and panel bay projected into the H Street right-of-way roughly twenty-four feet (24 feet) above the street that will play a major part in the visual identity of the building. The proposed Project is set back from the rear lot lines between ten feet and roughly 34 feet, with a good portion of private amenity space located at grade in order to provide a landscaped buffer between the Project and adjacent townhomes to the south. In addition to the intensive green space being provided at grade in the rear of the building, the majority of the project's roof will also be an intensive green roof with an assortment of plantings and urban garden zones.

3. Site planning, and efficient and economical land utilization (§ 2403.9(b))

Pursuant to Section 2403.9(b) of the Zoning Regulations, "Site planning, and efficient and economical land utilization" are public benefits and project amenities to be evaluated by the Zoning Commission.

The Project will capitalize on the Property's transit-rich and retail-dense location to create market-rate and affordable housing on an underutilized site. It will also preserve the

fluidity of the H Street corridor by providing all access to the site from 4th Street and not directly from H Street. Not only will this promote the continuity of the building design but it will also promote the pedestrian experience, as it allows pedestrians to maneuver the streetscape unimpeded.

The Project also centers its massing along H Street, setting the building back from the residential uses to the south. The density respects the existing rowhouses to the south and provides a heavily landscaped green buffer between the residences and the proposed building. The Applicant also proposes improvements to the alley that will be used by its residents, as well as all of the other properties in Square 777.

4. Environmental benefits (§ 2403.9(h))

According to Section 2403.9(h), "environmental benefits such as [...] stormwater runoff controls in excess of those required by the Stormwater Management Regulations; use of natural design techniques that store, infiltrate, evaporate, treat and detain runoff in close proximity to where the runoff is generated, and preservation of open space or trees" are deemed to be public benefits and project amenities. The Project will be designed to meet LEED Certified requirements and the recently adopted GAR requirements, and it will incorporate large amounts of landscaping and open space.

In addition, the Project will incorporate extensive sustainable features. They include energy efficient lighting and appliances; low-flow plumbing fixtures; a green roof; significant landscaping; access to daylight and views; bike storage; TDM measures; recycled or local/regional materials; and an extensive green roof, where applicable.

5. Uses of special value to the neighborhood or the District of Columbia as a whole (§ 2403.9(i))

According to Section 2403.9(i), "uses of special value to the neighborhood or the District of Columbia as a whole" are deemed to be public benefits and project amenities. The addition of 125 new households will result in the generation of significant additional tax revenues in the form of property, income, sales, use, and employment taxes for the District. In addition, these new residents will add to the vibrancy of the neighborhood and the block.

6. Effective and safe vehicular and pedestrian access, transportation management measures, connections to public transit service, and other measures to mitigate adverse traffic impacts (§ 2403.9(c))

The Zoning Regulations, pursuant to Section 2403.9(c), state that "effective and safe vehicular and pedestrian access, transportation management measures, connections to public transit service, and other measures to mitigate adverse traffic impact" can be considered public benefits and project amenities of a project.

As previously described above, the Project site is located within ½ mile of two Metrorail stations. Also, its proximity to a major Metrobus corridor, the streetcar line, and multiple Zipcar locations will help to reduce dependence on the private personal vehicles and will allow residents to experience an urban environment free from personal automobiles. Residents in the Project will be able to use public transit to and from work, and then they will be able to shop and dine near home.

The Project will incorporate an appropriate traffic demand management plan in and around the PUD site to properly manage the traffic flow and parking in the area. The traffic management plan will include such features as easily accessible bicycle storage and strategies to encourage alternative modes of transportation.

The proposed Project will provide a below-grade parking garage with approximately 29 parking spaces. This vehicular entrance and exit as well as the loading for the building will be

accessed from the public alley. This allows for uninterrupted pedestrian and vehicular traffic along H Street and helps to focus attention on the building and its retailers rather than its access points.

7. Employment and training opportunities (§ 2403.9(e))

According to Section 2403.9(e), "employment and training opportunities" are representative public benefits and project amenities. The Project will create several types of job opportunities. During its construction phase, the Project will provide jobs primarily in the construction and related fields. Once operational, the Project will provide jobs for the management of the residential building.

8. Comprehensive Plan (§ 2403.9(j))

According to Section 2403.9(j), public benefits and project amenities include "other ways in which the proposed planned unit development substantially advances the major themes and other policies and objectives of any of the elements of the Comprehensive Plan." As described in greater detail above in Section V, the Project is consistent with and furthers many elements and goals of the Comprehensive Plan.

B. Public Benefits of the Project

Section 2403.12 and 2403.13 require the Applicant to show how the public benefits offered are superior in quality and quantity to typical development of the type proposed. The Applicant has addressed this issue in the text of the statement, particularly Section IV above.

VI. ENVIRONMENTAL ANALYSIS FOR SECOND STAGE APPLICATION

A. Water Demand

The Project will contain approximately 87,000 square feet of development, and the average daily demand for water is estimated to be approximately 22,190 gallons per day. This

demand can be met by the existing District water system. The proposed connection for fire water supply will be made within the existing distribution system and will be coordinated with DC Water.

B. Sanitary Sewer Demand

The average daily demand on the sanitary sewer system for the Project is estimated to be approximately 17,750 gallons per day. The proposed connection for the sanitary sewer line will be made with the existing distribution system and will be coordinated with DC Water.

C. Stormwater Management

The Project will accommodate its storm water run-off with a stormwater management system in compliance with standards set by the District Department of the Environment. The proposed systems will be designed, constructed, and maintained in accordance with standards set by the District Department of the Environment.

D. Solid Waste Services

Solid waste will be collected by a private company from covered receptacles kept inside the building for appropriate disposal.

E. Electrical Service

Electricity for the Project will be provided by the Potomac Electric Power Company in accordance with its general terms and conditions of service. All electrical systems will be designed to comply with the District of Columbia Energy Code.

F. Energy Consumption

The Project will be constructed in full compliance with Article 24 (Energy Conservation) of the District of Columbia Building Code. Conformance to code standards will minimize the

amounts of energy needed for the heat, ventilation, hot water, electrical distribution and lighting systems contained in the buildings.

G. Erosion Control

During excavation and construction, erosion on the project site will be controlled in accordance with District of Columbia law.

VII. COMMUNITY OUTREACH

The development team has engaged in discussions about the Project with many community stakeholders. The Applicant has met with its Single Member District representative, as well as other community leaders, including the housing association to its south. The Applicant has presented to the ANC's Planning and Zoning Committee and will make a formal presentation to the ANC. The Applicant and development team will continue to meet with the ANC throughout the course of the Project entitlement process as well as with other neighbors, such as nearby condominium associations and other community groups, to ensure inclusion in this process.

As discussed above, the Project's mixed-use development is consistent with objectives and policies that the Comprehensive Plan identifies for this part of the District of Columbia.

VIII. CONCLUSION

The Applicant submits that the Project complies with the requirements of Chapter 24 and related provisions of the Zoning Regulations applicable to Zoning Commission review and approval of the Consolidated PUD application; complies with the 1910 Height of Buildings; is consistent with the Comprehensive Plan; will provide significant public benefits that would not be provided by matter-of-right development; and will enhance the health, welfare, safety, and

convenience of the citizens of the District of Columbia. The Applicant aspires to make this a distinguished project that will be a credit to its developers and to the community.

For the foregoing reasons, the Applicant submits that the Consolidated PUD application should be set down for a hearing by the Zoning Commission at its earliest convenience.

Respectfully submitted,
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A copy of this statement and the attached materials was simultaneously sent to the addresses referenced below on March 19, 2015 by either first-class mail, hand delivery, or email:

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