

1401 Pennsylvania Ave. SE



APPLICATION FOR REVIEW AND APPROVAL OF A CONSOLIDATED PLANNED UNIT
DEVELOPMENT AND RELATED MAP AMENDMENT

May 29, 2015

DEVELOPMENT TEAM

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LIST OF EXHIBITS

Description	Exhibit
Architectural Drawings, Elevations, Renderings, Sections, Streetscape Designs, Landscaping, Civil, Photos of Property and Surrounding Area, Site Plans, Maps, and Other Plans	A
Zoning Map with Property Highlighted in Red	B
Excerpts of Comprehensive Plan Future Land Use Map and Generalized Policy Map	C
Certificate of Compliance with Chapter 24	D
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Application Forms and Agent Authorization	F
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PREFACE

This statement is submitted by J River 1401 Pennsylvania Avenue LLC in support of an application for the consolidated review and approval of a Planned Unit Development and related Map Amendment for the property known as 1401-1433 Pennsylvania Avenue SE (Square 1065, Lots 30, 31, 32, 33, 142, & 820) before the District of Columbia Zoning Commission. The related Map Amendment proposes to rezone the site from the C-2-A and R-4 Zone Districts to the C-2-B Zone District.

The Applicant is requesting approval of this PUD in order to create a landmark mixed-use multifamily residential building with ground floor retail on an underutilized and largely vacant site, consistent with the goals of the D.C. Comprehensive Plan. In total, approximately 170-190 residential units will be created as a result of this project. The project will contain an approximate FAR of 5.29 (approximately 148,638 gross square feet) and have a height of 78 feet, including the mechanical equipment. As part of this project, based upon feedback from members of the community and the ANC, the Applicant proposes to include family-oriented three-bedroom units in the project, partner and coordinate with other developers active in the neighborhood to create a package of improvements to the neighborhood's streetscapes and public open space, widen the rear alley behind the project, and reserve retail space for local retailers.

Submitted in support of this application are 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.

INTRODUCTION

A. Summary and Purposes of the Application

J River 1401 Pennsylvania Avenue LLC (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**”) and related Zoning Map amendment to the C-2-B Zone District.

The project site consists of Lots 30, 31, 32, 33, 142, & 820 in Square 1065 (“**Property**”). The Property contains approximately 28,098 square feet of land area. It is partially improved with a free-standing one-story fast food restaurant and accompanying surface parking lot and a two-story vacant commercial building; the remainder of the Property is unimproved. The Property is located within the boundaries of Advisory Neighborhood Commission (“**ANC**”) 6B. The Property is presently zoned primarily C-2-A, with a small portion zoned R-4.

The Applicant is seeking approval of this PUD and Zoning Map amendment in order to create landmark mixed-use residential project with underground parking and significant ground floor retail offerings (the “**Project**”), as shown on the plans attached hereto as Exhibit A (the “**Plans**”). The Project will replace an outdated automobile-oriented restaurant and a vacant site with new high-quality construction and design across the street from a Metrorail station. The Project will activate a prominent neighborhood corner with enough new residents critical to attracting new neighborhood-serving retailers and services that will enhance an established residential community with a dearth of retail services. The Project is designed to integrate into the neighborhood with context-sensitive design elements, while taking advantage of a prominent location that is on a gateway boulevard and has abundant transit access.

In total, 170-190 residential units will be created as a result of the Project. The Project will contain a FAR of approximately 5.29, or approximately 148,638 gross square feet, and it

will have a height of approximately 78 feet (seven stories), including rooftop mechanical equipment. The Project will not have an additional mechanical penthouse.

In addition to the new residences and retail that the Project will bring to this corner, the Project will offer many public benefits and amenities. The Applicant proposes amenities such as exemplary architecture, a widening of an existing public alley, design to the LEED Silver standard, large and modern retail spaces with 14-17 foot ceilings, the inclusion of larger three-bedroom units, improvements to public facilities and public open space, and reservation of retail space for local retailers.

Over the past few months, the Applicant has met with many stakeholders in the Project. The Applicant met twice with both the Office of Planning and the District Department of Transportation to discuss its proposal. Additionally, the Applicant met with the ANC Single Member District representative and hosted two open neighborhood meetings to solicit feedback about the Project. The Applicant will continue its communication with all stakeholders to ensure the Project achieves the goals of the District of Columbia and of the community.

B. Applicant

The Applicant is an entity of the CAS Riegler Companies. CAS Riegler is a locally-owned real estate development and investment company based in Washington, D.C. Its mission is to create unique real estate products in urban-infill locations that meet the needs of today's city dwellers, workers and retail customers. CAS Riegler's unique projects are defined by creativity, strategic design, and long term sustainability. CAS Riegler has delivered many distinguished and successful residential and mixed-use residential projects in Washington D.C., such as the The Edmonds School (901 D Street NE), the Lock and Electric Lofts (1324 14th Street NW), and The Colonel (1250 9th Street NW).

C. Architect

Antunovich Associates is an Architectural, Planning, and Interior Design firm with offices located in Chicago and Washington, D.C. The principals of the firm possess a broad range of professional expertise that has encompassed both private and public sector work throughout the country. This experience has included the master planning of university campuses and large mixed-use commercial developments, programming and design of corporate campuses, historic preservation and adaptive re-use projects, museums, high-rise residential and office buildings, higher education facilities, residential complexes and retail stores. Antunovich Associates has extensive mixed-use development experience having completed numerous urban, high-rise and mid-rise retail, apartment and condominium projects. For example, the firm completed the master planning and architectural design for the exciting mixed-use project, The Market Common Clarendon, located in Arlington, Virginia. This nationally recognized project includes 240,000 square feet of retail, 87 townhomes, and 300 apartments.

II. SITE AND AREA DESCRIPTION AND ZONING

A. Location and Current Use

The PUD Site is located in the southeast quadrant of the District of Columbia. It is bound by Pennsylvania Avenue SE and Potomac Avenue SE to the north, a 10-foot wide public alley and residential properties to the south, a residential property to the east, and 14th Street SE to the west. The Property is roughly triangular in shape but is rather irregular.

The Property is in Single Member District 6B06 of ANC 6B in Ward 6. The neighborhood is generally considered Capitol Hill, but Hill East and Lincoln Park are nearby. The Potomac Avenue Metrorail Station is less than one block directly north across Pennsylvania Avenue. The western portion of the Property is currently improved with a one-story building

used as a fast food restaurant and an accompanying surface parking lot, and the eastern portion is improved with a vacant two-story brick building; the remainder of the Property is unimproved. Two curb cuts currently serve the restaurant and parking lot, and an additional illegal curb cut off Pennsylvania Avenue is at the eastern portion of the Property.

B. Surrounding Area

The surrounding area is mostly a mix of residential uses and commercial/retail uses. Across Pennsylvania Avenue to the north is a row of commercial retail/service buildings and the Potomac Avenue Metrorail station. Further north beyond the Metro station are primarily townhouses/flats and small apartment buildings. Directly across 14th Street to the west, properties are used primarily as small apartment buildings and townhouses/flats. Slightly further to the west, at the corner of Potomac Avenue and Pennsylvania Avenue is the Jenkins Row mixed-use development (also a PUD), with ground floor retail, including a Harris Teeter supermarket, and condominiums above. Properties to the south are primarily townhouse/flats and small apartment buildings. Properties to the east and west along Pennsylvania Avenue are townhouses/flats, small retail/commercial buildings, or mixed uses.

The immediately surrounding blocks contain a mix of primarily residential buildings with some retail/commercial uses also nearby. The surrounding residential uses consist mostly of two- and three-story townhouses and flats, but various apartment buildings, with a range of heights and densities, are also in the surrounding blocks. The Jenkins Row PUD is approximately 60 feet tall (excluding penthouse), and a group of apartment buildings at 13th and G Streets/Pennsylvania Avenue are approximately 60 feet tall.

The nearby commercial uses primarily line Pennsylvania Avenue, and they include gas stations, retail/service establishments, and fast food establishments. The selection of

retail/service establishments is limited, but it includes a few restaurants/bars, a liquor store, commercial offices, and a tattoo parlor. Other small retail uses are scattered throughout the surrounding blocks.

The architectural style of the neighborhood is eclectic. Most of the townhouses and flats are designed in the Federal style and were constructed in the first part of the 20th Century, but some new townhouses and flats are contemporary in style. Most of the multifamily buildings are newer, so they are designed in a more contemporary style.

The immediate neighborhood has a mixture of zones. Most properties along Pennsylvania Avenue are zoned C-2-A, but the Jenkins Row project (less than one block west) is zoned C-2-B. The apartment buildings at 13th and G Streets are zoned R-5-B. Other nearby properties off Pennsylvania Avenue are zoned R-4.

III. PROJECT DESCRIPTION

The proposed Project will be an attractive, street-activating, and neighborhood-defining building on a prominent site that is currently underused and across from a Metro station. The current use of the site does not take advantage of the Property's transit-oriented location on a significant avenue in a thriving and growing residential community that lacks significant retail options. The Project will include a mixture of 170-190 apartments, street-activating ground floor retail, underground parking, and at-grade loading off an alley. The Project will include outdoor amenity spaces for residents and a significant green roof. The Project will provide extensive landscaping and public space improvements, such as trees and special paving.

The Project will have a maximum gross floor area of approximately 148,638 square feet, for an effective FAR of 5.29. Approximately 123,631 gross square feet (4.4 FAR) will be dedicated to residential use, and approximately 22,478 gross square feet (0.8 FAR) will be

dedicated to retail use. The residential lot occupancy on the second through fourth floors will be 80%. The maximum height of the Project will be 78 feet, including all mechanical equipment.

The Project will eliminate the existing curb cuts on Pennsylvania Avenue and 14th Street, which will reduce automobile-pedestrian conflicts in the neighborhood. All vehicular traffic will be directed to the newly-widened alley at the rear of the Property. Access to the underground parking from the alley will be via a ramp at the southeast corner of the Property. Access to the ramp will be controlled by a garage door. The underground parking garage will contain approximately 56 parking spaces serve the Project's residents. The ratio of parking spaces provided will be approximately one per three units. Because of the expected neighborhood-serving character of the retail, the Project's program does not include parking for the retail. In addition, the Project will provide bike parking. Approximately 76 secure bike parking spaces will be available for residents in an at-grade bicycle room on the first floor at the rear adjacent to the garage entrance. This provision of bicycle parking will exceed the DDOT requirement. Additional bicycle parking will be added to the garage level depending on available space following final design development. Additionally, two 30-foot access-controlled loading berths will be located off the alley to service the entire building.

The Project will create a truly transit-oriented urban mixed-used residential community that will integrate into the neighborhood while creating much-desired retail options along a prominent corridor. The ground floor retail will wrap all street frontages of the building, and it will extend to the Pennsylvania and 14th Street property lines to create an active pedestrian experience that will complete the street wall of the block. In addition, the alley façade of the building off of 14th Street will be fully designed to greater enhance the visual experience in the alley and to create an attractive building on all sides. Improvements in public space, such as

outdoor seating and changes in paving, will create an engaging visitor experience. The retail spaces will have up to 17-foot ceilings, box windows, and abundant glass fronts to create an inviting retail experience for pedestrians. For the retail program, the Applicant envisions multiple neighborhood-serving retailers – such as restaurants, cafés, specialty goods, and other services – consistent with the character of Pennsylvania Avenue to the west. The corner of 14th Street and Pennsylvania Avenue will be activated with a squared-off prominent retail entrance and bays that will be a distinguishing feature of the Project.

The second through seventh stories of the building will contain the apartments. The residential lobby and leasing/building offices will be located on the ground floor of the building, with access from both the front and rear of the building, thereby activating the alley and creating a light-filled residential lobby.

Open space and green features will be incorporated throughout the Project. At the rear of the second floor, the Project will offer a large outdoor terrace for resident recreation. Additional outdoor terraces for individual units will be provided for various other units on upper floors. A green roof will occupy a significant portion of the building's roof.

The apartments will be a mix of studios/junior one-bedrooms (15-20%), one-bedrooms (40-50%), two-bedrooms (30-35%), and three-bedrooms (5-8%). Because of this unit mix, the Project will offer housing to a variety of family types: from singles to families with children, including three-bedroom units that are not typical for new apartment buildings. The Project will devote 8% of the residential floor area for affordable units, as required.

The unique site plan will accommodate the irregular shape of the Property and the narrow alley to the rear. The rear of the building, adjacent to the alley, will be set back from the property line by ten feet to widen the alley to 20 feet. Though this ten-foot setback will remain

private property, the Applicant will enter into a surface easement agreement with the District of Columbia so that this strip of property will both appear and be used as a public alley. This widened alley will better accommodate the parking entrance to the Project and the loading facilities for the Project. In addition, it will benefit the neighbors in the square who use the alley to access their properties by improving overall circulation in the alley. The site plan will also improve the overall pedestrian experience for the Property by eliminating two curb cuts for a surface parking lot and an illegal curb cut on Pennsylvania Avenue, and by directing all vehicular traffic to the Property through the widened rear alley.

The Project's architectural style will reflect its intended function. One of the main priorities of the Project is to provide a first-class retail environment at this important corner. To achieve this very high quality retail mix, generous ceiling heights and distinctive, high-quality architecture are a main focus of the project. The building will consist primarily of masonry and large expanses of glass, with varying colors and finishes of masonry punctuating the façade, and differentiating it in an attempt to seamlessly fit in the neighborhood's scale. The building is designed with numerous set-backs, so that it relates naturally with the surrounding buildings of the neighborhood, and breaks down its mass throughout the project, to be more directly relatable to a pedestrian experience. The ground level retail presence will be a high priority, with large expanses of glazing, strong, metal detailing, building mounted signage and lighting, and space for streetscape seating, to create an interactive, lively interior/exterior experience for patrons and pedestrians alike.

The Project's design will contain various features to provide a superior quality of architecture that will distinguish the Project while ensuring its compatibility with the neighborhood. First, the building will not contain a mechanical penthouse. All mechanical

equipment will be contained within the seventh floor of the building, so the overall maximum height of the building will be 78 feet. This will also provide a better design by creating a uniform appearance of height without the potentially imposing appearance of a roof structure. Second, the building's design will include step backs in the areas where it is adjacent to residential properties and at the top story. At its eastern property line, the Project will rise to three stories, but above the third story, the building's façade will set back from the property line by 10 feet to transition the height from the adjacent three story building. Also, at its southeast property line, where the Property is adjacent to the rear yards of some row dwellings, the building will be set back to allow a gradual transition to the residential neighborhood. For the building's second and third stories, the setback will be 9 feet-11 inches, and for the fourth through seventh stories, the setback will be 15 feet-6 inches. In addition, at the seventh story along the 14th Street and Pennsylvania Avenue frontages, the façades will be set back by six feet. These setbacks are shown on pages 15-17 of the Plans.

The materials for the Project's exterior will be masonry, metal paneling, glazing, cast stone, and cementitious finish system. The masonry will be both red wire-cut brick to set a more historic tone, a lighter cream extruded brick, and a more modern, refined gray brick, to differentiate different volumes of the building. The metal paneling will be both a painted break-metal product to express certain areas of the Project, and a more refined insulated metal panel system highlighting the main residential entry and vertical circulation core. The glazing at the ground level will be a super-clear, low-reflecting product to highlight the exciting retail inside, and a more energy-efficient, Low-E coated glass material on all of the residential levels. Cast stone will be included at some pedestrian levels for a strong water table, and a cementitious finish system will be included at a portion of the rear areas of the Project.

Overview

The Zoning Tabulations Sheet included as page 1 of the Plans provides a detailed overview of the proposed building and the requirements and restrictions of the C-2-B zone. The following table illustrates the zoning parameters of the proposed Project:

	<u>Proposed</u>	<u>Allowed/Required by C-2-B Matter-of-Right</u>	<u>Allowed/Required by C-2-B PUD</u>
<u>Height</u>	78'	70'	90'
<u>Number of units</u>	170-190	No maximum	
<u>FAR</u>	5.29 (0.8 commercial)	4.2 (1.5 commercial) ¹	6.0 (2.0 commercial)
<u>Square footage</u>	148,638	118,012	168,588
<u>Lot occupancy</u>	80% (residential) (floors 2-4 only)	80% (residential)	
<u>GAR</u>	0.3	0.3 required	
<u>Parking</u>	56 spaces	Residential – 1 for each 3 dwelling units (57 - 63 spaces) required Retail – 1 per 750 square feet in excess of 3000 square feet (30 spaces) required	
<u>Loading</u>	2 30-foot berths 2 200-square foot platforms	Residential – 1 55-foot berth; 1 200-square foot platform; and 1 20-foot space required Retail – 2 30-foot berths; 2 100-square foot platforms; and 1 20-foot space required	
<u>Affordable housing</u>	8% of residential GFA	8% of residential GFA	8% of residential GFA

¹ Includes Inclusionary Zoning bonus density.

A. Development Parameters Under Existing Zoning

The C-2-A Zone District, as a matter-of-right, permits a maximum height of 50 feet and a maximum FAR of 3.0.

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 high-quality housing and retail in a desirable residential neighborhood and for taking advantage of a transit-oriented location. 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.

C. Zoning Flexibility Requested.

In addition to the rezoning of the Property from C-2-A and R-4 to C-2-B, and the application of the PUD standards in Chapter 24 of the Zoning Regulations, 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 required number of parking spaces in § 2101.1. The required number of parking spaces for the Project is 87-93, but the required number for only the residential portion of the building is 57-63. Therefore, the Project's provided 56 spaces will effectively satisfy the residential requirement without providing parking for the retail component. Because the Project is across the street from a Metro station and all of the retail will be neighborhood-serving, the Applicant

expects that there will be very little demand for retail parking. In addition, the Applicant will implement a transportation demand management plan to minimize the use of cars. Providing the amount of required retail parking would necessitate another level of underground parking at an unnecessary and excessive cost. This would detract from the Project's ability to be transit-oriented and would detract from other amenities that would have to become trade-offs. The Commission has the authority to grant this relief pursuant to § 2405.6.

2. The loading requirements in § 2201.1. The requirement for the Project is one 55-foot loading berth (residential) and two 30-foot loading berths (retail); three loading platforms; and two delivery spaces. The Project will provide two 30-foot berths and two 200-square foot platforms. Thus, the Applicant requests flexibility from the requirements for one 55-foot berth, one 100-square foot platform, and two 20-foot delivery spaces. The Applicant's experience is that the demand for a 55-foot loading berth rarely ever exists any more. Also, because many of the retailers will be neighborhood-serving, they will not have large deliveries, so the loading berths can be shared with the residential use. Further, accommodating a third loading berth and platform and delivery spaces in the building would consume much of the large retail space that is a key amenity of the Project. Because of the nature of the retail and residences, the berths and platforms will be sufficiently large to accommodate loading and deliveries to the Project without delivery spaces. Also, the Applicant will devise a loading plan to manage all deliveries using the two berths. The Commission has the authority to grant this relief pursuant to § 2405.6.

IV. 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 affordable housing to the neighborhood, 2) develop underused site currently used as a fast food restaurant on a prominent retail corridor, 3) promote the goal of infill development and concentration of housing close to a Metrorail station, and 4) provide highly-desired neighborhood-serving retail in a location that lacks much of it.

Moreover, the Project's proposed height and massing are appropriate for the location and are consistent with the Comprehensive Plan's goals and policies for this area. The Project will

replace an underutilized site on a prominent corner in a transit-oriented location with a landmark building that will offer many new retail options.

The Project will create new housing units of multiple sizes in a transit-oriented location that will add to the population base to ensure the success of the retailers at the ground floor. While an eclectic mix of uses are within close proximity to the PUD site, the predominant character of Pennsylvania Avenue is a mix of commercial and residential uses. However, this section of Pennsylvania Avenue lacks a significant retail presence desired by nearby residents. This location is highly desirable for residents because of its close proximity to transit and the retail potential for significant retail offerings. The Project will be the catalyst that will allow for more thriving neighborhood-serving retail, but the Applicant has designed the Project in a sensitive way that will ensure compatibility with the character of the broader neighborhood.

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 transportation consultant, Gorove/Slade Associates, to further study the area's traffic conditions and the Project's traffic generation. The Applicant will submit its Traffic Impact Study with the 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 less than 300 feet from the Potomac Avenue Metro station, and it is served by multiple Metrobus lines on Pennsylvania Avenue. A Capital Bikeshare station is also within 300 feet.

The Project will provide approximately 56 underground automobile parking spaces. This number of spaces equates to a ratio of approximately one space per three residential units, which

is consistent with the requirement. It is expected that because the retail will be neighborhood-oriented, there will be very little – if any – demand for retail parking. Thus, the provided number of parking spaces will satisfy the expected demand of residents without unnecessarily providing retail parking that will generate congestion in the alley.

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

Regarding the impact on the District of Columbia Public Schools (“**DCPS**”) system, the Project is within the boundaries of Tyler Elementary School at 1001 G Street SE, Jefferson Middle School Academy at 801 7th Street SW, and Eastern High School at 1700 East Capitol 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 Cesar Chavez Public Charter School for Public Policy, Capitol Hill Day School, and St. Peter School.

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 and the relatively

convenient access to charter and private schools in the vicinity, the Applicant expects that the public school network will be able to accommodate the school-age children who may reside at the Project.

V. 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 (D.C. Code § 1-245(b)).

Generally, the Project will advance these purposes by furthering the social and economic development of the District through the construction of a new mixed-use residential and retail project on underutilized land, providing much-needed neighborhood-serving retail, providing affordable residential units, activating a prominent street corner with a high-quality building, and concentrating new housing near a Metrorail station.

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 (“**FLUM**”) includes the majority of the Property in the Moderate Density Commercial land use category. The proposed C-2-B zone is not inconsistent with such a designation in this location, and this zone is important to allow the construction of a high-quality mixed-use residential project with ground floor retail. The proposed Project – with an FAR of 5.29, a maximum height of seven stories without a mechanical penthouse (78 feet including mechanical equipment) – and the requested Zoning Map amendment to the C-2-B Zone District is consistent with the Moderate Density Commercial land use category for the Property given its location across the street from a Metro station and on a prominent corner of a gateway avenue. Further, as described above, the Project’s sculpted design to respond to the neighborhood context supports the Project’s consistency with its FLUM designation.

b. Generalized Policy Map

The Generalized Policy Map (“**GPM**”) includes the majority of the Property in the Main Street Mixed Use Corridor category. This GPM category is described as follows:

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

Thus, the Project will promote traditional street-oriented retail storefronts with residential uses above. While the Project will be new, it will preserve the character of the corridor by adding attractive single-story new retail to serve the neighborhood while providing new housing

opportunities. Therefore, 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-1.3.1: Station Areas as Neighborhood Centers** – Encourage the development of Metro stations as anchors for economic and civic development in locations that currently lack adequate neighborhood shopping opportunities and employment. The establishment and growth of mixed use centers at Metrorail stations should be supported as a way to reduce automobile congestion, improve air quality, increase jobs, provide a range of retail goods and services, reduce reliance on the automobile, enhance neighborhood stability, create a stronger sense of place, provide civic gathering places, and capitalize on the development and public transportation opportunities which the stations provide. This policy should not be interpreted to outweigh other land use policies which call for neighborhood conservation. Each Metro station area is unique and must be treated as such in planning and development decisions. The Future Land Use Map expresses the desired intensity and mix of uses around each station, and the Area Elements (and in some cases Small Area Plans) provide more detailed direction for each station area
- **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.
- **Policy LU-1.3.3: Housing Around Metrorail Stations** – Recognize the opportunity to build senior housing and more affordable “starter” housing for first-time homebuyers adjacent to Metrorail stations, given the reduced necessity of auto ownership (and related reduction in household expenses) in such locations.
- **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.
- **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.

- **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.
- **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.
- **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.
- **Policy LU-2.4.6: Scale and Design of New Commercial Uses** – Ensure that new uses within commercial districts are developed at a height, mass, scale and design that is appropriate and compatible with surrounding areas.

The Project will anchor development in the neighborhood by establishing a mixed-use project in close proximity to the Metro and will allow the Property to be used to its highest and best potential given the neighborhood context. The Project will support transit-oriented development, provide more housing, and will create a greater sense of place by capitalizing on its location along Pennsylvania Avenue. The Project will promote the policy of better infill development and concentrating development (and housing in particular) around Metro stations, which is important in this case of the Metro station being less than 300 feet away. This Property’s location, in particular, will allow the Project to balance the goals of a neighborhood-defining development with a greater concentration of housing around a Metro station while preserving the residential character nearby through high quality design and compatible features. The Project will advance the goals of nodal development with its neighborhood-serving retail options that are consistent with the scale and design that is compatible with the neighborhood.

d. Transportation Element

The Project will promote the following Transportation Element policies:

- **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.
- **Policy T-1.2.3: Discouraging Auto-Oriented Uses** – Discourage certain uses, like “drive-through” businesses or stores with large surface parking lots, along key boulevards and pedestrian streets, 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.

The Project will be a transit-oriented development since it will contribute multiple new housing units of various sizes across the street from a Metro station and adjacent to a major Metrobus corridor. The Property’s proximity to public transportation makes it a prime location for additional density, new residences, and more retail. Also, in support of the applicable policy, the Project will eliminate the auto-oriented fast food restaurant with surface parking that currently exists on the Property and replace it with street-facing, pedestrian-focused retail.

e. Urban Design Element

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

- **Policy UD-1.4.1: Avenues/Boulevards and Urban Form** – Use Washington’s major avenues/boulevards as a way to reinforce the form and identity of the city, connect its neighborhoods, and improve its aesthetic and visual character. Focus improvement efforts on avenues/ boulevards in emerging neighborhoods, particularly those that provide important gateways or view corridors within the city.
- **Policy UD-1.4.5: Priority Avenues/Boulevards** – Focus the city’s avenue/boulevard design improvements on historically important or symbolic streets that suffer from poor aesthetic conditions. Examples include North and South Capitol Streets, Pennsylvania Avenue SE, and Georgia Avenue and the avenues designated by the “Great Streets” program.
- **Policy UD-2.2.3: Neighborhood Centers** – Undertake strategic and coordinated efforts to create neighborhood centers, civic buildings, and shopping places that reinforce community identity (see Figure 9.11).
- **Policy UD-2.2.4: Transitions in Building Intensity** – Establish gradual transitions between large-scale and small-scale development. The relationship between taller, more visually prominent buildings and lower, smaller buildings (such as single family or row houses) can be made more pleasing when the transition is gradual rather than

abrupt. The relationship can be further improved by designing larger buildings to reduce their apparent size and recessing the upper floors of the building to relate to the lower scale of the surrounding neighborhood.

- **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.
- **Policy UD-2.2.6: Maintaining Facade Lines** – Generally maintain the established facade lines of neighborhood streets by aligning the front walls of new construction with the prevailing facades of adjacent buildings. Avoid violating this pattern by placing new construction in front of the historic facade line, or by placing buildings at odd angles to the street, unless the streetscape is already characterized by such variations. Where existing facades are characterized by recurring placement of windows and doors, new construction should complement the established rhythm.
- **Policy UD-2.2.7: Infill Development** – Regardless of neighborhood identity, avoid overpowering contrasts of scale, height and density as infill development occurs.
- **Policy UD-3.1.7: Improving the Street Environment** – Create attractive and interesting commercial streetscapes by promoting ground level retail and desirable street activities, making walking more comfortable and convenient, ensuring that sidewalks are wide enough to accommodate pedestrian traffic, minimizing curb cuts and driveways, and avoiding windowless facades and gaps in the street wall..

The Project will embody many urban design goals and will promote many urban design policies. The Project will be the quintessential infill project that will close a gap in the streetscape. Its design will enhance and improve the aesthetics of one of the city's most important avenues: Pennsylvania Avenue. The Project will be along a stretch of Pennsylvania Avenue that is still redeveloping, so the Project will help foster the improvements. The Project also will help establish a neighborhood landmark with a well-designed structure and significant retail options. The Project's design will incorporate many elements to create an attractive façade (material changes, box windows for retail, tall retail ceilings) that will avoid a monolithic street wall, but the Project will maintain the historic façade line of Pennsylvania Avenue by constructing the building to the property line (other than projections consistent with the neighborhood). The design will also include transitions to the adjacent and nearby properties to make the overall Project compatible and not overpowering. The street environment will be

entirely pedestrian-oriented since all curb cuts will be eliminated, and all street frontages will contain retail spaces to allow for a more active pedestrian experience.

f. Housing Element

The proposed 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.
- **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.
- **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.
- **Policy H-1.1.4: Mixed Use Development** – Promote mixed use development, including housing, on commercially zoned land, particularly in neighborhood commercial centers, along Main Street mixed use corridors, and around appropriate Metrorail stations
- **Policy H-1.1.6: Housing in the Central City** – Absorb a substantial component of the demand for new high-density housing in Central Washington and along the Anacostia River. Absorbing the demand for higher density units within these areas is an effective way to meet housing demands, create mixed-use areas, and conserve single-family residential neighborhoods throughout the city. Mixed income, higher density downtown housing also provides the opportunity to create vibrant street life, and to support the restaurants, retail, entertainment, and other amenities that are desired and needed in the heart of the city.
- **Policy H-1.3.1: Housing for Families** – Provide a larger number of housing units for families with children by encouraging new and retaining existing single family homes, duplexes, row houses, and three- and four-bedroom apartments.

The Project will expand the District’s housing supply in an established, central residential neighborhood on a prominent site along Pennsylvania Avenue that is currently underutilized.

The Project will embody the policy of mixed use development by contributing significant

neighborhood-oriented retail with the additional residents to support it. By providing approximately 173 new housing units, the Project will promote housing in the central part of the city. Also, the Project will offer a sizeable number of two- and three-bedroom units, which will accommodate families.

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 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.
- **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 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.
- **Policy CH-1.1.6: Inappropriate Commercial Uses** – Prevent the proliferation of fast food outlets, self-service gas stations, convenience mini-marts, and other “drive-through” businesses along Capitol Hill’s commercial corridors, recognizing that these streets are part of the historic L’Enfant Plan and shape the city’s identity and national image.
- **Policy CH-2.2.1: Pennsylvania Avenue “Great Street”** – Improve Pennsylvania Avenue SE as the ceremonial gateway to the U.S. Capitol. The design of the avenue, including adjacent buildings, land uses, and public spaces should adhere to high aesthetic standards and should enhance the avenue’s role as a neighborhood commercial center and walkable street.
- **Policy CH-2.2.2: Neighborhood Shopping Improvements** – Sustain existing businesses and encourage additional neighborhood serving retail uses along Barracks Row, on 7th Street SE between Pennsylvania Avenue and North Carolina Avenue, and along Pennsylvania Avenue between 2nd Street and 4th Street SE, 6th and 9th Streets SE, and 12th and 16th Streets SE. Any improvements or alterations in these

areas should protect and preserve the historic texture, scale, and features of the existing buildings and adjoining neighborhoods.

- **Policy CH-2.2.6: Potomac Avenue Metrorail Station** – Support the revitalization of vacant commercial space and additional moderate density mixed use development around the Potomac Avenue Metro station. Such development should be located on existing commercially zoned property and developed in a manner that is consistent with existing zoning (including established provisions for planned unit developments and pending programs for inclusionary housing). Any infill development should be relatively low-scale, respecting the character of the adjacent row house community.

The Project will advance six important policies of the Capitol Hill Area Element by enhancing Pennsylvania Avenue with an infill project on commercially-zoned land with much-desired pedestrian-oriented new retail and by eliminating a low-density automobile-oriented use. The Project’s design will enhance this part of Pennsylvania Avenue with attractive new architecture, so it will contribute to the “gateway” feel of Pennsylvania Avenue that currently lacks in this location. The Project will contribute significantly more retail options that are currently available on the Property. Importantly, the Project will concentrate mixed-use development near the Potomac Avenue Metro station in a way that is compatible with the existing neighborhood fabric.

VI. 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 and the community, 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 170-190 new residential units in the established residential Capitol Hill neighborhood and across from the Potomac Avenue Metro station, where new housing is highly desirable. Furthermore, approximately 5% of the units will be three-bedrooms. Whereas most new apartment buildings – especially near Metro stations – provide only studios, one-bedrooms, and two-bedrooms, the Project will provide some larger three-bedroom units targeted specifically at families.

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 will have a superior design that fully responds

to the site location and history while efficiently integrating a new building that will provide new housing for the community.

The Project's design will create a unique landmark building on a prominent site on one of the city's most iconic avenues. The Project's contemporary design will respect the character and scale of the existing residential neighborhood with appropriate transitions, but it will create a noteworthy building on an otherwise overlooked and underused prominent corner across from a Metro station. The Project will incorporate traditional, and time-tested materials in a modern fashion for a design that will endure, will contribute to the character of the neighborhood, and will enhance the aesthetics of the block. The building will be contemporary and urban in style, but it will incorporate elements, such as bay projections, box windows, and high retail ceiling heights that will maintain the commercial character of Pennsylvania Avenue further to the west, while attracting new retailers and patrons. The exemplary urban design of the Project will create an urban pedestrian experience with the density needed to support the retail without detracting from or encroaching on the established residential character of the neighborhood. As described above, the design of the Project will enhance the street corner and provide a signature retail experience through the use of setbacks, breakdown of massing, and high-quality materials.

The landscape design of the Project will be comprised of four primary zones: public space streetscape along Pennsylvania Avenue Southeast, public space streetscape along 14th Street Southeast, a private roof deck on the 2nd floor, and green roof planting on the top floor. The landscape architecture along Pennsylvania Avenue is designed to enhance the pedestrian experience and provide a buffer between pedestrians and the street. Investigation into the conditions and preservation of existing street trees is still ongoing and will be addressed in a future report. Special paving areas will mark residential entrances and commercial areas. The

landscape on 14th Street will be arranged to allow for areas of flexible space for building tenants and understory planting to complement the canopy trees. The second floor shared amenity roof deck will offer opportunities for outdoor gathering and exercise in sun and shade outlined with tree and perennial planting. The green roof at the top floor around the perimeter of the building will attenuate the roofline while reducing cooling loads and capturing stormwater. Together, the overall landscape will enhance the public space and soften public/private boundaries.

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 take advantage of the rare opportunity to create a new mixed-use development on an underutilized commercial site in a transit-oriented, high-profile location. The Project will strike the balance between ushering change to an overlooked stretch of Pennsylvania Avenue with abundant transit access, while enhancing and respecting the character of the neighborhood. The Project will accomplish this by efficiently using the land near a Metro station and on an important avenue to provide an appropriate level of density for new retail and housing units.

In addition, the Project's site plan will double the width of the rear alley off 14th Street to 20 feet. Ten feet of width at the Property's rear adjacent to the alley will be reserved for public use and paved to match the alley. To any user or passer-by it will look and function like a 20-foot public alley. This significant public amenity will greatly improve the experience of using this alley. In addition, it will minimize congestion in the alley by allowing trucks easier turning access to and from the loading docks.

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 Silver requirements, and it will incorporate an extensive green roof, as well as other environmentally-sensitive features. The Project will include environmentally-sustainable features as dual flush toilets, energy star appliances, LED Lights, and separated trash and recycling chutes. Further, the Applicant is exploring possibilities for reusing gray water throughout the Project. The Project will introduce landscaping and other green features, like an extensive green roof, (consistent with GAR) that will significantly increase the water retention on the site.

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 170-190 new households and new retail, on a parcel that surely has a significantly lower taxable value than after the Project, will result in the generation of significant additional tax revenues in the form of property, income, 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 across the street from the Potomac Avenue Metro station, and it is on a major Metrobus and retail corridor. Residents in the Project will be able to use public transit to and from work, and, with the construction of the Project, they will be able to shop for most basic necessities, such as groceries, and to find multiple service options near home.

Furthermore, as will be articulated in the full traffic report to be submitted with the Pre-Hearing statement, the Project will incorporate a transportation demand management plan in and around the Property to properly manage the traffic flow in the area.

All vehicular entrance and exit for the underground parking and at-grade loading will be from the alley off of 14th Street. This location for vehicle access will eliminate the need for any curb cuts and will minimize pedestrian-automobile conflicts.

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 building fields. Once operational, the Project will provide jobs for its management as well as for the retail tenants.

8. Uses of Special Value (§ 2403.9(i))

Section 2403.9(i) states that "uses of special value to the neighborhood or the District of Columbia as a whole" can be considered public benefits and project amenities of a project. The Project will provide the following public benefits:

1. The Applicant is continuing its discussions with the community to propose publicly-accessible improvements to the area immediately surrounding the Property. Such improvements may include streetscape upgrades, a park/open space, and/or a playground. The Applicant will have a more specific proposal prior to the public hearing.
2. The Applicant is continuing its discussions with two other developers proposing PUDs in the immediate neighborhood to offer a joint proposal for public space improvements for the benefit of the greater neighborhood. The Applicant will have a more specific proposal prior to the public hearing.
3. The Applicant will devote a 10-foot wide strip along the rear alley for a widening of the alley to 20 feet (described in greater detail above).
4. The Applicant will reserve at least one retail bay for local retailers (at least 15% of the retail net floor area). Local retailers are defined as those having five or fewer other establishments in the Washington, D.C. metropolitan region. The Applicant will make all reasonable efforts to secure as many local and neighborhood-serving retailers for the Project as possible.

9. Other Public Benefits and Project Amenities (§ 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 VI above. It is only as a result of the additional density provided through the PUD process that the Applicant is able to construct such a well-designed project.

VII. ENVIRONMENTAL ANALYSIS FOR SECOND STAGE APPLICATION

A. Water Demand

The average daily demand for water from the Project is estimated to be approximately 62,122 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 62,122 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 multiple times per week. All trash will be stored inside the building adjacent to the loading docks.

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.

VIII. COMMUNITY OUTREACH

The development team has engaged in discussions about the Project with many community stakeholders. The Applicant has met on multiple occasions with the ANC 6B06 Single Member District representative and with individual nearby residents. The Applicant also hosted two “town hall” community meetings to answer questions and solicit additional community feedback. The Applicant and development team will continue to meet with the ANC throughout the course of the Project entitlement process. In addition, the Applicant will meet with other neighbors, such as nearby residents 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.

IX. 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 Consolidated PUD and Related Map Amendment applications; 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 and related Map Amendment application should be set down for a hearing by the Zoning Commission at its earliest convenience.

Respectfully submitted,
GOULSTON & STORRS, PC

By: 
John Epting

By: 
Cary Kadlecek