

Flower Center + State Farm

1611-1625 Eckington Place +
1500 Harry Thomas Way, NE



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

June 17, 2015

ZONING COMMISSION
District of Columbia
CASE NO.15-15
EXHIBIT NO.2

DEVELOPMENT TEAM

APPLICANT: JBG/Boundary 1500 Harry Thomas Way, L.L.C.
JBG/Boundary Eckington Place, L.L.C.
4445 Willard Avenue, Suite 400
Chevy Chase, MD 20815

PROJECT ARCHITECTS: Eric Colbert & Associates
717 5th Street, NW
Washington, DC 20001

**TRAFFIC/PARKING
CONSULTANT:** Gorove-Slade Associates, Inc.
1140 Connecticut Avenue, NW, Suite 600
Washington, DC 20036

PROJECT CIVIL ENGINEER: Bowman Consulting
2121 Eisenhower Ave, Suite 302
Alexandria, VA 22314

LANDSCAPE ARCHITECTS: LandDesign
200 S. Peyton Street
Alexandria, VA 22314

LAND USE COUNSEL: Goulston & Storrs, PC
1999 K Street, NW, 5th Floor
Washington, DC 20006

LIST OF EXHIBITS

Description	Exhibit
Architectural Drawings, Elevations, Renderings, Sections, Streetscape Designs, Landscaping, Civil, Pictures of Property and Surrounding Area, Site Plans, Maps, and Other Plans	Appendix
Application Forms and Agent Authorization Letters	A
Plat and 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
Certificate of Notice and Notice of Intent to File	E
Property Owner List	F
Building Plat	G
Parking and Traffic Memo	H

PREFACE

This statement is submitted by JBG/Boundary 1500 Harry Thomas Way, L.L.C. and JBG/Boundary Eckington Place, L.L.C. (collectively, the “**Applicant**”)¹ in support of an application for the consolidated review and approval of a Planned Unit Development and Map Amendment for the property known as 1611-1625 Eckington Place, NE (Lots 2001-2008, also known as Lot 805, Square 3576) (the “Washington Flower Center”) and 1500 Harry Thomas Way, NE (Lot 814, Square 3576) (the “State Farm building”) 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 between Eckington Place, NE and Harry Thomas Way, NE. The property currently contains surface parking lots and one and two story commercial buildings.

The property that was the subject of Z.C. Order No. 05-23 (the “Trilogy” site) is immediately south of the Property. The Property is bordered by rowhouses, an alley, a vacant lot and a self-storage facility to the north. The related Map Amendment proposes to rezone the site from the M Zone District to the CR Zone District.

The Property consists of approximately 135,099 square feet of land area and is zoned M. The M Zone District permits a maximum height of 90 feet and a maximum floor area ratio (“**FAR**”) of 6.0. The Property is included in the Medium Density Residential and Production, Distribution, and Repair (“**PDR**”) land use categories on the District of Columbia Future Land Use Map.

The Applicant is requesting approval of this Planned Unit Development (“**PUD**”) in order to create a unique mixed use retail and residential project on the site that will further catalyze the Eckington emergence while remaining consistent with the goals and guidelines of the Ward 5 Industrial Land Transformation Study (“**Ward 5 Works Study**”) and the Comprehensive Plan for the National Capital adopted in 2006 (the “**Comprehensive Plan**”).

The Applicant proposes to construct mixed-use building comprised of four connected structures containing residential units, ground floor commercial uses, and underground parking. Three of the structures will be constructed to a height of approximately 75 feet and one of the structures will be constructed to a height of up to approximately 110 feet. The project will contain approximately 671,600 gross square feet (“**GSF**”), which is equivalent to an FAR of approximately 5.0. Specifically, the Project will provide approximately 691 residential units and approximately 49,400 GSF of retail and service uses. The building will occupy approximately 83.1% of the lot. The underground parking area will accommodate approximately 292 parking spaces.

¹ The Applicant is submitting on behalf of The State Farm Mutual Automobile Insurance Company (the owner of 1500 Harry Thomas Way, Lot 814), Paul Investment Company Limited (the owner of 1611-1617 Eckington Place, Lots 2005-2008), 1619 Eckington Place Limited Partnership (the owner of 1619 Eckington Place, Lot 2004), 1621 Eckington Place Limited Partnership (the owner of 1621 Eckington Place, Lot 2003), 1623 Eckington Place Limited Partnership (the owner of 1623 Eckington Place, Lot 2002), and 1625 Eckington Place Limited Partnership (the owner of 1625 Eckington Place, Lot 2001). Lots 2001-2008 comprise Lot 805. The lots comprising the Property will be consolidated into one record lot.

Submitted in support of this application are completed PUD and Zoning Map amendment application forms, authorization letters, a notice of intent to file a PUD (with property owner list and certification of mailing), architectural drawings, and maps depicting the zoning districts for the property and the surrounding area along with Comprehensive Plan designations, among other items. 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

The Applicant hereby submits an application to the Zoning Commission of the District of Columbia (“**Commission**”) for consolidated review and approval of a PUD and related Zoning Map amendment from the M Zone District to the CR Zone District.

The project site consists of property known as 1611-1625 Eckington Place, NE (Lots 2001-2008, also known as Lot 805, Square 3576) (the “Washington Flower Center”) and 1500 Harry Thomas Way, NE (Lot 814, Square 3576) (the “State Farm building”) (collectively, the “**Property**”). The Property consists of approximately 135,099 square feet of land area and is currently improved with surface parking lots and one and two story commercial buildings. The Property is located within the boundaries of Advisory Neighborhood Commission (“**ANC**”) 5E.

As shown on Exhibit B, the Property is presently zoned M. The M Zone District permits a maximum height of 90 feet and an FAR of 6.0. The Property is included in the Medium Density Residential and PDR land use categories on the District of Columbia Future Land Use Map.

The Applicant is seeking approval of the PUD and Zoning Map amendment in order to create a unique mixed-use commercial/retail and residential project on the Property (the “**Project**”) as shown on the plans enclosed herewith as the Appendix (the “**Plans**”). The Project will implement the goals of the Comprehensive Plan and the Ward 5 Works Study.

The Project places a premium on integrating into the existing neighborhood while focusing on “place-making”, creating “maker” economy space, and including significant public recreation space on the ground floor. In fact, the Project’s central design element is an “alley” and plaza that bifurcates the site, connecting Eckington Place to Harry Thomas Way mid-block, and essentially continuing Quincy Place, NE from the west. This private “alley” and plaza will

be accessible to the public and provide enhanced landscaping and recreation areas, while also allowing for interplay with the adjacent retail and “maker” shops. The result will be that the Project will be an essential and exciting step towards the Comprehensive Plan’s vision and will foster further similar investments in this immediate vicinity.

In total, approximately 691 residential units (containing approximately 622,200 GSF of residential space) and approximately 49,400 GSF of commercial/retail will be created as a result of the Project. The Project will have an FAR of approximately 5.0, for a total of approximately 671,600 GSF, and will have building heights ranging from 75 to 110 feet.

The Applicant proposes amenities such as significant public space and streetscape upgrades intended to stimulate and enhance pedestrian activity, the provision of a publicly-available promenade and plaza connecting Eckington Place and Harry Thomas Way, the furtherance of neighborhood connectivity to the Metropolitan Branch Trail and Metro, affordable housing, exemplary architecture, approximately 49,400 GSF of unique, engaging retail, and other amenities.

Over the past few months, the Applicant has met with many Project stakeholders. The Applicant has met with the Office of Planning (“**OP**”) and the District Department of Transportation (“**DDOT**”) to present its proposed application. Additionally, the Applicant has presented the Project to ANC 5E (where the Property is located) and the Eckington Civic Association and reached out to neighbors to ensure the Project simultaneously achieves the goals of the District of Columbia, the community, and the Applicant. The development team will continue to meet with the community, neighbors and District agencies.

B. Applicant

The Applicant is a joint venture between The JBG Companies (“**JBG**”) and The Boundary Companies (“**Boundary**”).

JBG is a world-class investor, owner, developer and manager of real estate properties in the Washington Metropolitan Area. JBG is committed to being an engaged and responsible member of the communities in which it operates and has done so for over 50 years. JBG invests almost exclusively in urban-infill, transit-oriented developments, and holds a diverse portfolio that encompasses over 23.6 million square feet of office, residential, hotel and retail space.

Boundary is a locally-based development firm that focuses on emerging neighborhoods and aims to deliver creative, fresh projects to the communities where it invests. Boundary also focuses on urban in-fill sites where it can re-energize underutilized properties for more productive use.

II. SITE AND AREA DESCRIPTION AND ZONING

A. Location and Current Use

The Property is located in the Northeast quadrant of the District of Columbia bounded by rowhouses, a vacant lot, and a self-storage facility to the north, Eckington Place to the west, the multi-family property that is the subject of Z.C. Order No. 05-23 (“Trilogy”) to the south, and Harry Thomas Way to the east. It is in the Eckington neighborhood. It is approximately 1/4 mile from the entrance to the NoMA-Gallaudet University Metrorail station to the southwest. The Property consists of approximately 135,099 square feet of land area.

The PUD site is in Single Member District 5E03 of ANC 5E in Ward 5. The main portion of the Eckington neighborhood is to the north and west, with the railroad/Metro right of way and the Union Market district to the east, and NoMA to the south. The site is currently improved with parking lots and one single-story commercial structure operated by State Farm

Insurance and one two-story commercial structure operating as the “Washington Flower Market”.

B. Surrounding Area

The Property is located at the southeast corner of Eckington, where rowhouses meet an industrial warehouse and commercial district. The area surrounding the PUD site is becoming the center of substantial commercial and residential development projects, some under construction, some awaiting zoning approval, and some in preliminary planning stages. The NoMA area south of the Property has seen a surge in development and investment to create a new primarily office and residential neighborhood community, yet it still remains devoid of sufficient retail offerings. Among the major recent and pending developments within a half-mile radius of the Property are: (i) Constitution Square, which includes 2.5 million square feet of mixed-used space including office, hotel, residential, and retail in NoMA; (ii) the 200-room Hyatt Place at 33 New York Avenue, NE; (iii) the 218-room Courtyard by Marriott at 1325 Second Street, NE; (iv) the roughly 1 million square foot Washington Gateway project at the intersection of Florida and New York Avenues approved in Z.C. Case No. 06-14; (v) the Gateway Market project at 340 Florida Avenue, NE approved in Z.C. Case No. 06-40; (vi) the Union Market project located at 1309 5th Street, NE approved in Z.C. Case No. 14-12; and (vii) the 1270 4th Street NE (“Shapiro”) project approved in Z.C. Case No. 14-07.

As shown on Exhibit B, the area south and east of the Property is primarily zoned M currently. The areas northwest and southwest of the Property are zoned C-M-2. The areas to the west and north of the Property are zoned R-4. However, in accordance with the recommendations of the Comprehensive Plan, the site immediately to the south of the Property

has been rezoned to C-3-C (under Zoning Commission Order Nos. 05-23 and 05-23A, which approved the “Trilogy” project at 151 Q Street, NE).

III. PROJECT DESCRIPTION

The Project is a unique implementation of a mixed use development – with residential uses built atop a particularly active and interactive promenade and plaza area flanked by significant retail and maker uses. The Project will act as an essential foundational element to the revitalization of the south portion of the Eckington neighborhood. It will be the next step of the redevelopment in the vicinity, allowing for a human-scaled approach to the development activity continuing north from NoMA while staying true to the character of the Eckington neighborhood and this particular location.

The Project is a retail and residential structure with underground parking. The Project will contain approximately 671,600 GSF, which is equivalent to an FAR of approximately 5.0, and will provide approximately 691 residential units and approximately 49,400 GSF of retail, maker, and service uses. The building will occupy approximately 83.1% of the lot. The underground parking area will accommodate approximately 292 parking spaces on two levels to serve the Project’s residents and retail tenants.

The Project is designed as four connected structures including one structure of 110 feet and 10-stories at the northwest quadrant of the Property and three structures of 75 feet and 7-stories on the remaining three quadrants of the Property. The 110 foot structure and one 75 foot structure will front on Eckington Place. The two remaining 75 foot structures will front on Harry Thomas Way. The entirety of the Project will act as one building for zoning purposes. The four masses will be connected by a variety of bridges and structural elements, including those spanning the “alley” and plaza area bisecting the site.

From a height and massing perspective, the Applicant proposes to locate the Project's highest structure at the northeast of the site – adjacent to the existing warehouse. That adjacent property's blank party wall is located along such façade and it is where the Project will have the least amount of impact on the adjacent parcels. The Project proposes a structure of 75 feet at the northeast of the Property due to the proximity of rowhouses fronting on R Street, NE. The Applicant proposes to carry that 75 foot height maximum through the remainder of the site, which loses elevation as one travels south.

The Project will be comprised of four connected components:

- “Flower Center North” – The structure at the northwest of the Project will be constructed to a maximum of approximately 110 feet. It will contain approximately 164,000 GSF of residential space (approximately 166 residential units) over approximately 35,000 GSF of commercial/retail use.
- “Flower Center South” – The structure at the southwest of the Project will be constructed to a maximum of approximately 75 feet. It will contain approximately 236,800 GSF of residential space (approximately 299 residential units) over approximately 14,400 GSF of commercial/retail use.
- “State Farm North” – The structure at the northeast of the Project will be constructed to a maximum of approximately 75 feet. It will contain approximately 184,400 GSF of residential space (approximately 181 residential units).
- “State Farm South” – The structure at the southeast of the Project will be constructed to a maximum of approximately 75 feet. It will contain approximately 59,400 GSF of residential space (approximately 45 residential units).

Design Considerations

Aesthetically, the Project's façades strive to capture the feeling of the industrial architecture that was present on the site and is still visible along the nearby railroad tracks. Historically, train yards with supporting industrial warehouse structures were situated on the Property. Existing adjacent conditions include structures such as the old Sanitary Grocery Company warehouse to the north which has windowless walls facing the Property. The Applicant intends to employ façade elements that are a modern abstracted version of the warehouse and production aesthetic. Due to the façade lengths of the Project, the Applicant's project architect created a variety of façade expressions which strive to break down the scale of the building and create hierarchy. These varied façade groupings help to alleviate the horizontality of the development while corresponding to a separate functional area within the structure.

A further design goal of the project is to maximize the Project's interaction with the public and allow for light and a feeling of openness over a long site, east to west. Similarly, blank walls along the north and south property lines must be recognized when laying out the apartment blocks. Existing north facing courts on the north side of the Trilogy complex can be mirrored on the Property.

Additional specific design strategies include creating upper floor setbacks along Eckington Place, forming a smooth transition to the row dwellings across the street. A central courtyard punctuates the middle of the private "alley" (as discussed below). The south side of this pedestrian "alley" has several setback courts above the retail level to create openness and assure abundant sunlight along the "alley".

In addition to striving for an aesthetically pleasing project, the design team put a premium on achieving excellent functionality. Internal circulation allows for easy access to

parking and loading. Vehicular and truck circulation around the site is arranged to minimize pedestrian and vehicular conflicts. Adequate light and air is being provided for all dwelling units.

The Applicant also aims to incorporate a high degree of sustainable elements into the Project. The current layout has been developed to comply with DC's "Green Area Ratio" which mandates significant roof planting areas. On a 3.1 acre site, the resulting green area required is sizable. Such area is provided here. Storm water management is another element of design that the design team will incorporate as the plans evolve. The choice of façade and other building materials will be made with sustainability in mind.

As shown on the Plans, the Project will use a wide variety of materials to assist in breaking up the massing of the structures. The primary material will include brick masonry, metal panels, high-pressure laminates, precast concrete panel, and floor to ceiling aluminum windows, which will be accented by structural steel frame, garage windows, steel balconies and railings, metal and wood pergolas, painted galvanized steel channel, metal brise soleil, and metal and glass canopies. A horizontal steel railing system will be utilized throughout the Project, punctuated with some glass railings.

Private "Alley" and Plaza

A central design element of the Project is the creation of the promenade and plaza through the center of the site. This "alley" is essentially the extension of Quincy Place through the Property and will operate as a pedestrian oriented focal point for the Project that also allows some vehicular circulation. The "alley" has a width of 30 feet for the western ("Flower Market") portion of the site and a width of 20 feet for the eastern ("State Farm") portion². The plaza created at the middle of the size is approximately 80 feet by 79.5 feet – for a total area of 6,360

² The eastern portion of the "alley" maintains a 30 feet width from building face-to-building face, but the through-width is reduced to 20 feet by the presence of ground floor patios and stoops.

square feet. The total length of the “alley” and plaza from east to west is approximately 638 feet. The Applicant refers to the private “alley” as a “woonerf”. Prototypes for the woonerf include Cady’s Alley in Georgetown and Hoffman’s Union Row. The woonerf is intended to function hand-in-hand with the “maker” type manufacturing and retail uses flanking the space on its western half on the Project’s ground floor. Discouraging significant vehicular use of the woonerf will be achieved through the implementation of a narrow wandering path for cars. There will be no curbs along such area to encourage pedestrian use of the entire “alley”.

Such “alley” and plaza space is intended to augment and enhance the significant public space upgrades adjacent to the Project. As shown on Pages A-1.0 to A-2.5 of the Plans, this space will contain enhanced landscaping, hardscaping, furniture, lighting, decorative elements and other similar items. The areas will be programmed with civic functions, tenant events, resident events, and other similar active community uses to activate the public realm and significant publicly accessible portions of the Property. The plaza space in particular will be heavily programmed with events and functions and will be intended to be a highly flexible, highly accessible open space.

Retail/Maker Use

Approximately 49,400 GSF of innovative “maker” type manufacturing and retail uses are to be located on our ground floor, along the western portion of the woonerf and on Eckington Place. The Applicant designed the ground floor layout to provide the maximum amount of retail and maker space on that level to create a critical mass of retail, maker and service offerings. These spaces are intended to be heavily interactive with the woonerf and many such spaces will incorporate overhead roll-up “garage” doors to open these spaces into the promenade and plaza.

Such commercial space will exist on the western half of the Property – with the intention of creating a focused, symbiotic, amenity-rich critical mass.

The maker commercial space also will have taller ceiling heights than a typical ground story – at 19 feet of height or more floor-to-ceiling – to accommodate tenants who might have production requirements for such additional height. This retail space will accentuate the Project’s industrial materials and form, providing a unique and rich experience for patrons and visitors.

Applicant requests flexibility to design the commercial facades in accordance with tenant and market requirements.

Residential Use

The residential component will be constructed atop the commercial components on the western quadrants of the site and will be designed to appear as two separate components on the eastern portion of the site (without commercial components at the ground level). In total, the residential component will include approximately 622,200 square feet.

Unlike the majority of current residential developments in DC, the Project will include a significant percentage of three bedroom units and larger, two-story dwellings to encourage occupancy by families. As mentioned above, the building will contain a mix of units that range in size from studios through three-bedroom units and multilevel units. As shown on page A1.04 of the Plans, the unit mix includes ~7% studios, ~18% junior one bedrooms, ~33% one bedrooms, ~27% two bedrooms, ~3% three bedrooms, and ~11% multilevel units. The building also will include numerous interior amenity spaces for residents. The residential component will provide approximately 49,774 GSF to be set aside for affordable housing, reserved for affordability levels in excess of those required by Inclusionary Zoning.

The residential lobbies for the buildings will be accessed from the woonerf, integrated among the retail spaces. In fact, both residential structures on the eastern portion of the Property will interact directly with the woonerf at the ground level.

The residential components will have significant landscaped and hardscaped areas throughout the structures – particularly focusing on outdoor recreational and communal activities on the roof terraces of the building. The Applicant and its design team intends to deliver a wide, interesting variety of differentiated areas throughout the Project including spaces as a sun deck, an airwalk, a skypark, and multiple courtyards. As discussed elsewhere in this statement, these design elements will also have beneficial sustainability and stormwater implications.

Self-Storage Use

The Applicant proposes an approximately 38,400 square foot self-storage facility on levels B1 and B2 of the Project. The self-storage use would also include a small 1,221 GSF office along Eckington Place at the northwest corner of the Property.

Such location was chosen to allow for the maximum contiguous retail and maker space to be located towards the center of the site and to locate the self-storage use as close to the vehicular entrance and ramping as possible. Further, the vast majority of such space is located below grade, in order to allow for the maximum retail and maker space components to exist on the first floor. This use has also been located to be as non-objectionable as possible. That is, it has been located so as minimize the use's presence on any street frontage of the Project. It is also adjacent to a site that is currently utilized for self-storage.

Similarly, the parking and loading for the use have been brought entirely on site including the maneuvering of trucks and storage items.

Parking, Loading, and Access

Parking for approximately 292 cars will be provided on two underground levels. The parking entrances will be accessed from the alley at the northeast of the Property and from Eckington Place at the northwest of the Property. Such location will minimize impacts on streets and reduce the number of pedestrian/vehicular conflicts as much as possible.

Further, significant amounts of bicycle parking will be provided on the B1 level, in a designated area, as shown on Pages A3.03 and A3.04 of the Plans. The Applicant will include approximately 230 permanent bicycle parking spaces in such area, in accordance with the Zoning Regulations. The Applicant will work with DDOT to locate temporary bicycle parking adjacent to the Project.

Similar to the Project's parking approach, the Project's loading will occur in three places: through the existing 20-foot-wide public alley at the northeast of the Property, through the central private "alley", and from a curb cut on Eckington Place at the northwest of the Property for the potential self-storage use within the garage, and from the private "alley". The eastern loading dock's location in the alley facilitates truck maneuvering that will not adversely impact operations or pedestrian safety on Harry Thomas Way. Similarly, the garage configuration will allow trucks to turn around on site and therefore not adversely impact operations or pedestrian safety on Eckington Place. Such loading facilities will allow space for the types of trucks, delivery vans, and service vehicles anticipated to service the Project.

A memo regarding the traffic and parking scoping and analysis relating to the Project is attached as Exhibit H. The Applicant has met with DDOT regarding the Project and will continue to do so throughout the PUD and permitting process and beyond. The Applicant will submit its Traffic Impact Study no less than 45 days prior to the hearing on this case.

Overview

The Zoning & Development Data included as Page A1.03 of the Plans provides a detailed overview of the proposed building and the requirements and restrictions of the CR zoning. The following table illustrates the zoning parameters of the proposed Project:

	<u>Proposed</u>	<u>Allowed/Required by CR Matter-of-Right</u>	<u>Allowed/Required by CR PUD</u>
<u>Height</u>	110' and 75'	90'	110'
<u>Number of units</u>	~691	No maximum	
<u>FAR</u>	~5.0	7.2	8.0
<u>Square footage</u>	~671,600 GSF	972,713 GSF	1,080,792 GSF
<u>Lot occupancy</u>	~83.1%	80%	
<u>GAR</u>	0.2	0.2 required	
<u>Parking</u>	~292 spaces	1 for each 3 dwelling units (230 spaces); 1 for each 750 SF of retail above 3,000 (62 spaces); total = 292	
<u>Affordable housing</u>	~49,774 GSF	8% of residential GFA	8% of residential GFA

A. Development Parameters Under Existing Zoning

The PUD guidelines for the CR District allow a height of 110 feet and a maximum FAR of 8.0. The CR District, as a matter-of-right, permits a maximum height of 90 feet (or 100 feet under IZ), a maximum lot occupancy of 75% (or 80% under IZ), and a FAR of 6.0 (or 7.2 under IZ).

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 its input on whether the proposed uses, density, height and design are complementary to the existing community. The Property is an important site for promoting further enhancement to the Eckington neighborhood. The Applicant believes that through the PUD process, it will create an exemplary mixed-use development that will enable residential use to be constructed on the site along with community-serving or community-anchoring retail which will begin to realize the District's, the community's, and the Applicant's vision for this area. 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 itself.

C. Zoning Flexibility Requested.

In addition to the rezoning of the Property from M to CR 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. Flexibility from the lot occupancy requirements to allow for a lot occupancy of 83.1% when a lot occupancy of 80% would otherwise be required for residential uses.
2. Flexibility to accommodate the special exception under Section 611 of the Zoning Regulations necessary to allow for a storage use in a CR Zone District.
3. Flexibility from the minimum closed court dimensional requirements to allow for the unique open spaces created by the Project's design.
4. Flexibility from the roof structures requirements to allow for roof structures that do not have uniform heights and exceed the limitation to have one roof structure enclosure on portions of the building.

D. Development Timeline

Development and permitting will begin upon the receipt of the Order approving this application, should this application be approved. Construction would commence upon receipt of building permits and is expected to take approximately 24 months from such point.

The Applicant requests approval to allow the Project to proceed in a phased fashion if market conditions require. That is, due to the size of the Project, the Applicant requests the approval of a phasing concept that would extend the validity of the second phase of the Project – the eastern/“State Farm” portion of the Project – such that a building permit application for that portion of the Project could be submitted to DCRA within two years of the issuance of the first Certificate of Occupancy on the western portion of the Project. Construction on the second phase is expected to take approximately 18 months once commenced.

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 much needed new market rate and affordable housing, retail,

and jobs to the neighborhood, 2) provide community-serving retail to the immediate neighborhood, 3) promote the goal of transit-oriented development, 4) deliver “maker” space in accordance with the Ward 5 Works Study which will assist to enrich and diversify the economy of the District and the Eckington neighborhood, and 5) germinate additional development within the immediate blocks. It will create a place that will highlight the history and integral location of Eckington so that it becomes a destination within the District for residents of the neighborhood, the District at large, and visitors to the District.

Moreover, the Project’s proposed height and massing are consistent with current development projects in the area and with the District’s planning goals for the future of this area. Given the Project’s position in the early stages of development within the Eckington rejuvenation lifecycle, it will establish and promote a high standard for future development. Specifically, the Project achieves the essential “place-making” and public realm themes of the Comprehensive Plan, as it creates a vibrant living, production, shopping and dining experience on an underutilized parcel and a lively, unique public streetscape adjacent to the Property, while retaining and enhancing the character of the immediate environment.

The Project will create approximately 691 new housing units on property located less than 1/4 mile from the entrance to the NoMA-Gallaudet Metrorail station. The Property is within a half-mile radius of several high-density office, retail, and residential developments. These nearby projects will bring into the area several thousand workers, many of whom may be in the market for nearby housing and retail goods. The Project’s residential component will help to meet the housing needs for the area’s new workers as well as current neighborhood residents seeking new housing opportunities. Importantly, the Project will include housing for families in

its three bedroom and multilevel units, which will account for approximately 14% of the total unit count, and a much larger percentage of the residential component.

The Project's commercial/retail component also will have a favorable impact by creating new jobs and providing neighborhood-serving retail amenities to an underserved neighborhood. Specifically, the Project's commercial component will feature innovative "maker" economy spaces that will allow for the Project to become a unique, thriving destination that will mix production with a more interactive retail and living experience. In addition, the significant retail portion of the Project will assist to reverse the retail 'leakage' experienced by the District of Columbia.

The Project will also improve the attractiveness and usability of Eckington Place. The Project will contribute to the overall revitalization of the area, and specifically allow for the beautification, activation and cultivation of the portion of Harry Thomas Way to the east of the Property. These street segments are essential for the connectivity of Eckington to NoMA and to the Metro. These street segments will be traveled by many pedestrians and cars, and the Project will help create the sense of place along these important streets. Similarly, the Project will deliver a private "alley" and plaza through the site – effectively breaking down the block and connecting Harry Thomas Way and Eckington Place (along with extending Quincy Place).

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

Impact Study 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 and study scoping. A preliminary overview of the Applicant's traffic and parking study and a description of intended scoping is attached as Exhibit H. Due to the scale of the Project, the Applicant is aware of the transportation-related impacts of the Project and intends to mitigate them to the extent feasible. Since the Property is located in the vicinity of the NoMA-Gallaudet Metrorail Station, the Applicant intends to capitalize on Traffic Demand Management measures related thereto.

As part of the Project, the sidewalks and streetscapes abutting the Property will be upgraded to provide a more pedestrian-friendly experience. As part of such effort, the Applicant will bring the public space adjacent to the project on Eckington Place into conformance with the recently-released Mid-City East Plan. Based on coordination with DDOT and the community, the Applicant will work to provide similar public space improvements along Harry Thomas Way adjacent to the Project, a street segment that has been long neglected.

The Applicant's design for the open space – both for the public space adjacent to the Project and the publicly accessible private “alley” and plaza – is particularly noteworthy. The “public realm” design will maximize the pedestrian experience at the street level, while integrating the retail space. It will uniquely engage visitors and residents to create an area where people want to congregate.

The Property is also close to established bicycle routes, notably the Metropolitan Branch Trail, which connects to the NoMA-Gallaudet Metrorail Station and Union Station, the neighborhoods of NoMA and Capitol Hill, as well as Catholic University, Takoma Park and Silver Spring to the north. Anticipated bicycle usage by residents of the Project has been integrated into the design. A significant amount of secure bike storage area – to allow for

approximately 230 bicycles – will be located on the B1 level of the garage. The Applicant will support and encourage bicycle use through its traffic demand management plan. Further temporary bike spaces will be introduced around the exterior of the Project in coordination with DDOT standards and subject to DDOT approval if located in public space.

The Project will provide approximately 292 underground automobile parking spaces, which satisfies the requirements of the Zoning Regulations. Residential parking will be provided at a ratio of approximately 0.42 spaces per residential unit (assuming all parking is devoted towards residential component 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. In fact, the Project will dramatically reduce the current impervious surface on the site, significantly reducing the storm sewer requirement compared to existing conditions. 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 Langley Elementary at 101 T Street, NE; Garrison Elementary School at 1200 S Street, NE; Browne Education Campus at 850 26th Street, NE; and Dunbar Senior High School at 101 N Street, NW. DCPS data shows that all of the Property’s

neighborhood schools are below capacity. 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 Wheatley Education Campus at 1299 Neal Street, NE; McKinley Technology High School located at 151 T Street, NE; Two Rivers Public Charter School at 1227 4th Street, NE; J.O. Wilson Elementary School at 660 K Street, NE; Holy Name at 1217 West Virginia Avenue, NE; Kendall Demonstration Elementary is located at 800 Florida Avenue, NE; Model Secondary School for the Deaf, also at 800 Florida Avenue, NE; and KIPP DC College Preparatory at 1401 Brentwood Parkway, NE.

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 is able to accommodate the school-age children that 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 meets numerous goals and policies enumerated in the Comprehensive Plan.

The purposes of the Comprehensive 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 §1-245(b).)

Generally, the Project advances these purposes by furthering the social and economic development of the District through the construction of new residential units – including a significant affordable housing component – on underutilized land, introducing innovative maker commercial space in accordance with principles of the Ward 5 Works Study, providing new retail offerings in a revitalizing area where little existed previously, and upgrading the public space surrounding the Property.

1. Compliance with Citywide Elements

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

a. Future Land Use Map

As shown on Exhibit C, the Future Land Use Map includes the Property in the Medium Density Residential Land and Production, Distribution and Repair land use categories. Such designation supports the construction of a high-quality residential and commercial/retail project on a site that is currently underutilized. The proposed Project, with an FAR of approximately 5.0 and building heights of 75 and 110 feet, and the requested Zoning Map amendment to the CR Zone District are consistent with the land use categories for the Property.

b. Generalized Policy Map

As shown on Exhibit C, the Generalized Policy Map (“GPM”) includes the Property in the “Land Use Change Area” category. The GPM notes that, for this category, change to a different land use is anticipated. The GPM states that the guiding philosophy in these areas is to encourage and facilitate new development and that many of these areas have the capacity to

become mixed-use communities containing housing, retail shops, services, workplaces, parks and civic facilities. As a mixed-use infill development with new housing and retail, 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 and the importance of mixed-use development on large sites. The Project advances the following policies of the Land Use Element:

- **Policy LU-1.2.6: New Neighborhoods and the Urban Fabric** – On those large sites that are redeveloped as new neighborhoods, integrate new development into the fabric of the city to the greatest extent feasible. Incorporate extensions of the city street grid, public access and circulation improvements, new public open spaces, and building intensities and massing that complement adjacent developed areas. Such sites should not be developed as self-contained communities, isolated or gated from their surroundings. 305.11
- **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. 306.10
- **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-1.3.6: Parking Near Metro Stations** – Encourage the creative management of parking around transit stations, ensuring that automobile needs are balanced with transit, pedestrian, and bicycle travel needs. New parking should generally be set behind or underneath buildings and geared toward short-term users rather than all-day commuters. 306.15
- **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-3.1.2: Redevelopment of Obsolete Industrial Uses** – Encourage the redevelopment of outmoded and non-productive industrial sites, such as vacant warehouses and open storage yards, with higher value production, distribution, and repair uses and other activities which support the core sectors of the District economy (federal government, hospitality, higher education, etc.). 314.7

- **Policy LU-3.1.4: Rezoning of Industrial Areas** – Allow the rezoning of industrial land for non-industrial purposes only when the land can no longer viably support industrial or PDR activities or is located such that industry cannot co-exist adequately with adjacent existing uses. Examples include land in the immediate vicinity of Metrorail stations, sites within historic districts, and small sites in the midst of stable residential neighborhoods. In the event such rezoning results in the displacement of active uses, assist these uses in relocating to designated PDR areas. 314.9

The Project will revitalize an underutilized parcel of industrial land at a central location in the District and will make it inviting to the general public through a mixed-use development incorporating residential and commercial/retail uses.

The Project will be the ideal infill development that will allow an underutilized site to be brought to its highest and best use with new housing and retail and innovative maker space close to public transportation, all without the displacement of residents. It complements, augments and enhances the existing urban fabric – a rare result for a 3.1 acre site so near to a Metro station. Rather than being a self-contained or isolated development, the Project’s very design focus is to bring the surrounding neighborhood into the Property – weaving the Project’s ground floor into the public space and private activated “alley” and plaza.

The Project offers an opportunity to redevelop outmoded and underutilized industrial or commercial uses with higher value, creative economy space that will catalyze other similar uses. The result will be the delivery of more production uses on the Property than those currently in place while also allowing for a more efficient use of the Property and its location to help subsidize such “maker” economy space. The new production uses as proposed will also be able to harmonize with the existing Eckington neighborhood and immediate residential neighbors. The Flower Market itself will be offered to return to the site, should that business choose to do so.

The Project is replacing a more suburban form of buildings with a concept that emphasizes and capitalizes on its location. The Project proposes to locate the parking beneath the building to maximize the productive use and interaction on the ground floor. This Project will encourage other nearby underutilized or obsolete sites to be similarly developed.

The Project leverages its proximity to a Metrorail Station by promoting density on the site, and it is designed to serve and promote the pedestrian at this key nexus between Eckington and NoMA/Union Market. The Project design will encourage Metro and mass transit use by integrating such items and the connector to the Metropolitan Branch Trail on the PEPCO property, improving the public space adjacent to the site to encourage pedestrian activity, and an enhanced Traffic Demand Management plan.

d. Transportation Element

The proposed development is consistent 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 and commercial/retail at a site well-served by mass transit. The Project will be strategically located near the Red Line's NoMA-Gallaudet Metrorail station, as well as along a major transportation and Metrobus corridor. The Property's proximity to public transportation makes it a prime location for additional density and residential and commercial/retail uses. The Project design also encourages bicycling and walking with its substantial bike storage facilities and integration into, and enhancement and extension of, the area's public streetscape. Altogether, the Project will encourage the use of alternate modes of transportation by providing the infrastructure for

walking and biking and Traffic Demand Management measures directed at encouraging the use of various modes of public transportation.

e. Urban Design Element

The Project furthers many of the policies of the Urban Design Element:

- **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
- **Policy UD-3.1.1: Improving Streetscape Design** – Improve the appearance and identity of the District’s streets through the design of street lights, paved surfaces, landscaped areas, bus shelters, street “furniture”, and adjacent building façades. 913.7
- **Policy UD-3.1.2: Management of Sidewalk Space** – Preserve the characteristically wide sidewalks of Washington’s commercial districts. Sidewalk space should be managed in a way that promotes pedestrian safety, efficiency, comfort, and provides adequate space for tree boxes. Sidewalks should enhance the visual character of streets, with landscaping and buffer planting used to reduce the impacts of vehicle traffic. 913.8
- **Policy UD-3.1.3: Streetscape Design and Street Function** – Use variations in lighting and landscaping to highlight and clarify the function of different streets. The design features of streets should make the city’s circulation system easier to navigate and understand for residents and visitors. 913.9
- **Policy UD-3.1.4: Street Lighting** – Provide street lighting that improves public safety while also contributing to neighborhood character and image. 913.10
- **Policy UD-3.1.6: Enhanced Streetwalls** – Promote a higher standard of storefront design and architectural detail along the District’s commercial streets. Along walkable shopping streets, create street walls with relatively continuous facades built to the front lot line in order to provide a sense of enclosure and improve pedestrian comfort. 913.13
- **Policy UD-3.1.7: Improving the Street Environment** – Create attractive and interesting commercial streetscapes by promoting ground level retail and desirable street activities, making walking more comfortable and convenient, ensuring that sidewalks are wide enough to accommodate pedestrian traffic, minimizing curb cuts and driveways, and avoiding windowless facades and gaps in the street wall. 913.14

The Project design acknowledges and embraces the importance of the site location and the need to “fit” with its surroundings. The building design will relate to both its history and location in the Eckington neighborhood and the new design forms of the nearby NoMA

subdistrict. The PUD design will successfully create a sense of place, while infusing the unique, existing industrial influences located on and near the site. As such, the design effectively incorporates elements of the warehouse aesthetic within the vicinity of the Property along with creating a more pedestrian-focused place with inviting retail and “maker” shops and an improved streetscape. At the same time, the Project will be of scale, height, and density appropriate for a site at the crossroads between the Eckington neighborhood and the NoMA district.

Regarding the importance of streetscape design in particular, the Project will integrate enhanced streetwalls since the Applicant will celebrate and accentuate the existence of the retail and “maker” shops on the ground floor with notably tall ceiling heights. Such approach will maximize the storefront design and architectural details at the pedestrian level, further encouraging pedestrians to interact with the Project along its entire extensive frontage – including the substantial frontage it will offer in the private “alley” itself. The result will be an improved and attractive street environment that will foster pedestrian activity and neighborhood vitality. In addition, the Project will enhance the pedestrian environment by improving public space walkways (by incorporating such items as street furniture and lighting) and bringing them into compliance with the Mid-City East Plan. This improvement will create a safer and more inviting experience for pedestrians walking around and through the Eckington neighborhood and ultimately draw more people to the streets. It will also be an ideal implementation of the Comprehensive Plan’s vision to create a walkable community.

The Project will not only improve the street environment but it will expand the publicly accessible space significantly while providing wide, welcoming and interesting streetscape environments, richly programmed and landscaped.

f. Housing Element

The PUD is consistent with 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-1.1.4: Mixed Use Development** – Promote mixed use development, including housing, on commercially zoned land, particularly in neighborhood commercial centers and around appropriate Metrorail stations. 503.5
- **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-1.2.7: Density Bonuses for Affordable Housing** – Provide zoning incentives to developers proposing to build low- and moderate-income housing. Affordable housing shall be considered a public benefit for the purposes of granting density bonuses when new development is proposed. 504.14

The Project will expand the District’s housing supply in a mixed-use setting. By providing approximately 691 new residential units in a neighborhood with a housing dearth, the Project promotes the Housing Element’s multi-unit residential development objectives. The Project will produce housing on an underutilized commercial site and will stimulate the development of additional housing in the area. It should be noted that the Applicant is not requesting additional density through this process since it is proposing an approximately 5.0 FAR project, below the currently allowed 6.0 FAR envelope of the M Zone District. Rather, the Applicant is primarily requesting the ability to construct residential use on the Property while adding height to the northwest quadrant of the Property.

The Project will also offer affordable housing on a site where housing is not permitted as a matter of right. The Project will additionally step beyond the IZ regime by providing housing for residents at lower income levels than those required under IZ. The Applicant will provide 20% of its affordable housing component to households earning 50% or less of the Washington, DC Area Median Income (“AMI”).

Perhaps most importantly, the Project will provide unique unit types in the District – both three bedroom units and multilevel units – that will be attractive to families wishing to either move into or stay in the District. This is particularly noteworthy at this close of a proximity to mass transit. Therefore, the Project is not simply expanding the housing supply (an important goal on its own) but it is expanding housing types highly desired by the District and community throughout City.

g. Economic Development Element

The Project is consistent with the following Economic Development Element policies:

- **Policy ED-2.2.1: Expanding the Retail Sector** – Pursue a retail strategy that will allow the District to fully capitalize on the spending power of residents, workers and visitors, and that will meet the retail needs of underserved areas. 708.5
- **Policy ED-2.2.3: Neighborhood Shopping** – Create additional shopping opportunities in Washington’s neighborhood commercial districts to better meet the demand for basic goods and services. Reuse of vacant buildings in these districts should be encouraged, along with appropriately-scaled retail infill development on vacant and underutilized sites. 708.7
- **Policy ED-3.1.1: Neighborhood Commercial Vitality** – Promote the vitality and diversity of Washington’s neighborhood commercial areas by retaining existing businesses, attracting new businesses, and improving the mix of goods and services available to residents. 713.5
- **Policy ED-3.1.2: Targeting Commercial Revitalization** – Continue to target government economic development programs to areas of greatest need, including older business areas and commercial centers that inadequately serve surrounding areas. Focus on those areas where the critical mass needed to sustain a viable neighborhood commercial center can be achieved. 713.6

The Project will significantly expand the retail and shopping offerings in the Eckington neighborhood and will allow the District to capitalize on the retail spending of new residents, workers and visitors. The neighborhood will be infused with quality neighborhood-serving retail and the unique “maker” shops will likely act as a destination. This will help create the critical mass necessary to implement the Ward 5 Works Study and the neighborhood’s vision for the area. It will lure new businesses to the site and encourage new business to locate and grow nearby, thereby helping to further a virtuous cycle started nearby, particularly at the Union Market district.

The Project will also provide basic goods and services at an infill site for a neighborhood in need of such localized amenities.

h. Community Services and Facilities

The commercial/retail provided as part of the Project will fulfill many of the goals of traditional community service facilities. The commercial/retail component of the Project will provide an amenity base for the community and allow the neighborhood to develop a critical mass to create a thriving, bustling center.

The Project’s significant improvements to the public space adjacent to the Property will enhance the community’s experience and offer a safer and upgraded public setting that the public can enjoy, whether it is accessing the new retail amenities, traversing between Eckington and the Metro station or the NoMA district, or enjoying the ample recreational areas surrounding and woven into the Project.

In addition, the Applicant is working to include the Metropolitan Branch Trail connector on PEPCO’s land to the southeast as part of its benefits and amenities package. Such link will be highly utilized by the community and leverage the location of the Metropolitan Branch Trail. It will also make the Metro more accessible to a large area of Eckington.

B. Mid-City Area Element

The PUD site is located in the Mid-City Area Element of the Comprehensive Plan. The Project is consistent with the following policies of the Area Element:

- **Policy MC-1.1.2: Directing Growth** – Stimulate high-quality transit-oriented development around the Columbia Heights, Shaw/Howard University, and U St./African American Civil War Memorial/Cardozo Metrorail station areas, as well as along the Georgia Avenue corridor and the North Capitol Street/Florida Avenue business district. Opportunities for new mixed income housing, neighborhood retail, local-serving offices, and community services should be supported in these areas, as shown on the Comprehensive Plan Policy Map and Future Land Use Map. 2008.3
- **Policy MC-1.1.3: Infill and Rehabilitation** – Encourage redevelopment of vacant lots and the rehabilitation of abandoned structures within the community, particularly along Georgia Avenue, Florida Avenue, 11th Street, and North Capitol Street, and in the Shaw, Bloomingdale, and Eckington communities. Infill development should be compatible in scale and character with adjacent uses. 2008.4
- **Policy MC-1.1.4: Local Services and Small Businesses** – Protect the small businesses and essential local services that serve Mid-City. Encourage the establishment of new businesses that provide these services in areas where they are lacking, especially on the east side of the Planning Area. 2008.5
- **Policy MC-1.1.7: Protection of Affordable Housing** – Strive to retain the character of Mid-City as a mixed income community by protecting the area’s existing stock of affordable housing units and promoting the construction of new affordable units. 2008.8
- **Policy MC-1.2.5: Neighborhood Greening** – Undertake neighborhood greening and planting projects throughout the Mid-City Area, particularly on median strips, public triangles, and along sidewalk planting strips. 2009.5

As mentioned above, in accordance with Policies MC-1.1.2 and MC-1.1.3, the Project will provide an ideal infill project on a site that is close to the NoMA-Gallaudet Metrorail station and near multiple Metrobus lines. The Project will greatly improve the aesthetics of Property and thereby, the Eckington neighborhood, without losing the charm and character of, or threatening the scale of, the area. The Project will create a better built environment that will make this immediate area, particularly along Harry Thomas Way, more enticing to further development. The Project will replace a centrally-located underutilized site with hundreds of residences for all types of living configurations, all-day and evening activity, numerous retail options, innovative maker economy spaces, and myriad visitors.

Pursuant to Policy MC-1.1.4, the Project will unlock the significant potential of the area’s commercially and industrially-zoned lands to generate jobs, provide new shopping opportunities where they are lacking, and promote the vitality and economic well-being of the Eckington and Mid-City community – all on the “east side of the Planning Area” as desired by the Comprehensive Plan. It will implement the goals of the Ward 5 Works study by allowing large welcoming areas to exist for unique, innovative “maker” spaces.

In accordance with Policy MC-1.1.7, the Project will deliver a high degree of affordable housing on a site where housing is currently not permitted as a matter-of-right. In addition, the Project will offer affordable housing at levels beyond what would be required by Inclusionary Zoning, if it were to be applied to the site. Such affordable residences, along with all residences in the Project, will be constructed without displacing any residents from the site.

Also, the Project is in accordance with Policy MC-1.2.5 since it will add a high degree of landscaping to the site – both at street level and on the roofs of the building. The Project will also implement the Mid-City East Plan as it significantly upgrades the public space along its Eckington Place frontage, and works with DDOT and the community for a similar upgrade to the Harry Thomas Way frontage.

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.

Working with the District and the community, the Applicant is in the process of developing a comprehensive package of public benefits and project amenities.

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.” We submit that the Project provides superior public benefits and project amenities 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 approximately 691 new residential units in the Eckington neighborhood, where more housing is needed.

As part of the approximately 622,200 GSF of residential use provided in the Project, approximately 49,774 GSF (or 8% of the residential component) will be provided as affordable housing. 20% of those affordable residential units (or approximately 9,955 GSF) will be set aside for households earning no more than 50% AMI and 80% of those affordable residential units (or approximately 39,819 GSF) will be set aside for households earning no more than 80% AMI. Such affordable units will be distributed evenly though throughout the Project (other than the top 2 floors of the structures) and across unit types equivalent to the total Project unit type distribution.

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. Since the Property is currently zoned M, the entirety of the affordable housing component should be considered a public benefit. However, the degree of affordable housing proffered by the Project is well beyond what would otherwise be required by Inclusionary Zoning since it will supply approximately 9,955 GSF of housing at 50% AMI.

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 the site location and history while efficiently integrating a variety of uses that will directly benefit the community.

The Project's design will create a visually interesting sense of place, incorporating elements from the site's industrial past, while tying it to an exciting and reenergized future of new retail, production, and residential opportunities. As mentioned above, the Project design utilizes elements in the vicinity in order to infuse the industrial/commercial aesthetic into the building without overpowering the neighborhood that has long existed around the site. The building as a whole employs traditional, time-tested materials in new and modern ways in a design that is aesthetically enduring and which adds to the urban texture of the neighborhood. The multiple masses of the residential component and the introduction of the private "alley" will break up the long frontages of the Property along both Eckington Place and Harry Thomas Way

to provide a varied and visually interesting experience. The design will also provide a notable retail and “maker” presence that will encourage all day and evening activity.

At present, the site is bare of an attractive streetscape or sense of place. The existing buildings operate during only limited times of day and create only a small amount of activity on the site. Nighttime is nearly devoid of any activity and the site does not encourage pedestrians to walk through the area. However, the Project proposes a dramatic change to the existing streetscape. The storefronts will also present an inviting exterior face to passers-by during the day and a sidewalk illumination source at night. This is particularly important on one of Eckington’s primary connection points to the Metro.

The Project will implement the Mid-City Plan’s elements and aspirations for improved public streetscapes along Eckington Place. New improvements to the public space accessways will invite pedestrians to the sidewalks; trees and plantings will provide shade and soften the street edge, and benches and receptacles will create a pleasant pedestrian environment. Similarly, the Applicant will upgrade the public space along Harry Thomas Way. The Applicant’s streetscape beautification plan for the proposed Project will make a significant contribution to the overall appearance of the development and its appeal to residents and visitors traversing Eckington Place and Harry Thomas Way. Through the use of a variety of materials, landscape, lighting elements, and furnishings, the Applicant expects to create an atmosphere that will encourage pedestrian circulation and achieve a true “place-making”. Multiple outdoor seating areas for food-based users will further stimulate activity in the public realm. The “maker” space will be designed to heavily interact with the public space and private “alley” when possible.

Finally, extra-height retail space with active, open storefronts are a project amenity benefiting shoppers, passersby, and retail and maker tenants. Rather than trying to install another

interstitial floor along this street frontage, the Applicant is proposing significant 19-foot high ceilings (or more) in the ground floor retail space. This feature will be a particularly unique draw to retailers, production businesses, and customers since it is not often found in the District due to the height limits.

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 design reflects creativity and engineering to synthesize the highly-beneficial residential and commercial/retail uses at the Property, with loading facilities and approximately 292 underground parking spaces on a large parcel. The Project will successfully provide loading facilities, underground parking, drive aisles, and ramps on site without compromising the large and open retail spaces as experienced from Eckington Place and the private "alley". In addition, the innovative design will provide the significant 19 foot ceiling heights for the retail/maker space.

The Project achieves the principles of transit-oriented development, as it strikes a careful balance between household density for a successful urban project and overcrowding. The building will incorporate the character of the warehouses in the vicinity while providing open and inviting public spaces, along with vibrant, innovative retail/maker spaces and residential entrances. The Project will introduce a significant amount of community-serving or community-anchoring retail in an area that is currently underserved.

4. Social services/facilities (§ 2403.9(g))

According to Section 2403.9(g), "social services/facilities" are deemed to be public benefits and project amenities. As mentioned above, the Project includes substantial enhancement to the public space surrounding the Property and the private "alley" and plaza. This publicly-accessible space will be enhanced for use by pedestrians, including bringing Eckington Place into conformance with the Mid-City Plan and making similar upgrades to Harry Thomas Way (subject to DDOT approval). In addition, the private "alley" and plaza will open a significant amount of the site to the public, and allow for connectivity between Eckington Place and Harry Thomas Way. The result will be that a "superblock" at the south of the Eckington neighborhood will be broken down and made more usable and accessible by the community at large.

5. 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 achieve the equivalent a LEED Silver rating.

In addition, the Project will incorporate extensive sustainable features. They include large areas of green roof, water efficiency measures such as low-flow plumbing fixtures, a highly efficient residential mechanical system, construction waste management, and low-emitting finishes for a healthier interior environment. The Applicant will continue to review opportunities for additional sustainable features and/or LEED points to add to the Project.

6. 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 approximately 691 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 have an interest on the block of a City that has been somewhat overlooked, and they will add neighborhood activity from dawn till night, where little currently occurs.

The provision of 19 foot clear ground floor commercial/retail space will also be a use of special place-making value by creating new, important "maker" space along with high-quality shopping and dining opportunities. The commercial/retail space will drive a significant amount of income and sales taxes for the District and will create new jobs.

The provision of "maker" spaces in the Project will allow for unique, innovative uses to locate on the Property. These will have the effect of retaining, fostering, or recapturing an important stratum of the job market essential to ensuring that this part of the District economy is retained and grown at a key Metro-accessible location.

The Applicant will work with OP and the community to establish incentive packages to locate and, in some cases assist with the start-up costs of, "maker economy" users at the site. Such incentive package could include reductions in rent, assistance with business creation and "launch" costs, or other similar innovative concepts.

The Project's retail uses will allow the District to reverse the retail leakage that has afflicted it for decades and, in fact, will create a retail migration that will allow the District to capture retail spending from neighboring jurisdictions.

Further, the Applicant will work with PEPCO, DDOT, the community, and other property owners as necessary to implement a connective path to the Metropolitan Branch Trail southeast of the Property, roughly adjacent to Q Street, NE. The Applicant will design and construct such trail segment.

7. 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 is appropriately located within 1/4 mile of a Metrorail Station and will provide potential new riders for the Metrorail system at this location. Also, its proximity to Metrobus, Downtown, and the Central Employment Area (including NoMA) will help to reduce dependence on the private personal vehicles and allow residents to experience a live/work urban environment. 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. Others will be able to work at the site, particularly in the "maker" spaces to be located thereon.

Furthermore, as will be articulated in the full traffic report to be submitted with the pre-hearing statement, the Project will incorporate a traffic management plan in and around the PUD site to properly manage the traffic flow in the area. The traffic management plan will include such features as car sharing benefits and significant, easily accessible bicycle storage.

The proposed Project will provide a below-grade parking garage with approximately 292 parking spaces. The vehicular entrances and exits as well as the loading for the Project will be

accessed from the alley at the east side of the Property and from one curb cut on Eckington Place at the northwest of the Property. Such configuration will allow for the reduction of vehicular and pedestrian conflicts. Further, the location of the loading and the provision of ample space for those facilities will significantly reduce the amount of truck maneuvering within the streets surrounding the Property.

Perhaps most importantly, the Project essentially introduces the continuation of Quincy Place access through the Property, thereby allowing for public connectivity between Eckington Place and Harry Thomas Way. The Property will feature a great deal of publicly-accessible area that will be further enhanced by the association of such space with the retail and “maker” uses themselves.

8. 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 commercial/retail and residential portions of the building. The commercial use of 49,400 GSF would require a significant work force to operate. In particular, the maker economy aspect of the commercial use on the Property – and the Applicant’s support of those businesses as discussed above – will provide a rich source of desirable jobs and training opportunities. Such commerce will be in accordance with the Ward 5 Works Study. The Ward 5 Works Study and other similar studies indicate that such businesses are more likely to create higher paying jobs.

9. 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 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 flexibility provided through the PUD process that the Applicant is able to construct such a well-designed project with the public benefits described herein.

VII. ENVIRONMENTAL ANALYSIS FOR SECOND STAGE APPLICATION

A. Water Demand

The Project will contain approximately 671,600 square feet of development, and the average daily demand for water is estimated to be approximately 191,880 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.

A. Sanitary Sewer Demand

The average daily demand on the sanitary sewer system for the Project is estimated to be approximately 191,880 (0.2969 cfs) 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.

B. 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.

C. Solid Waste Services

Solid waste will be collected by the District of Columbia from covered receptacles for appropriate disposal.

D. 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.

E. 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. Indeed, the Applicant is incorporating a highly efficient residential mechanical system.

F. 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 with ANC 5E and the Eckington Civic

Association and will work with these groups throughout the process. In addition, the Applicant has reached out to neighbors and will continue to do so.

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 and other adopted public policies and active programs related to the subject site; 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.

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,

By:  _____
Jeffrey Utz