

# **COLUMBIA PLACE SQUARE 369**

**APPLICATION TO THE D.C. ZONING  
COMMISSION  
FOR A PLANNED UNIT DEVELOPMENT  
AND RELATED MAP AMENDMENT**

## **STATEMENT OF THE APPLICANT**

**June 17, 2014**

**Submitted by:**

**HOLLAND & KNIGHT LLP  
800 17<sup>th</sup> Street N.W., Suite 1100  
Washington, D.C. 20006  
(202) 955-3000  
Whayne S. Quin  
Mary Carolyn Brown  
Counsel for the Applicant**

## PREFACE

QC 369, LLC ("Applicant"), through undersigned counsel, submits this statement and the attached documents in support of an application to the Zoning Commission for the District of Columbia for the approval of a consolidated planned unit development ("PUD") and related map amendment for property located at the northwest corner of 9<sup>th</sup> and L Streets, N.W., in Square 369. The application is filed in cooperation with the property owner, Square 369 Hotel Associates LLC. The property consists of Lots 40, 62, 65- 67, 801-805, 838, 839, 842, 848, 859, 878, and portions of two public alleys to be closed in Square 369 (the "Site"). The Site consists of approximately 70,787 square feet of land area and is bounded by 9<sup>th</sup> Street to the east, L Street to the South, and private property to the north and west, all in northwest Washington, D.C. The Site is located across 9<sup>th</sup> Street from the Washington Convention Center to the east and across L Street from the new Marriot Marquis Hotel to the south.

The Applicant seeks approval of this application in order to construct a new 12-story residential building, Marriott hotel, and retail and service uses. Portions of the buildings contributing to the Shaw Historic District along 9<sup>th</sup> Street, and an historic apartment building on L Street, will be incorporated into the design. The hotel portion of the building will be constructed as Phase 1 of the PUD, and will be comprised of two hotel uses: a Residence Inn by Marriott, providing spacious suites designed for extended stay travelers, and a Courtyard Marriott, providing more typical short term hotel accommodations. The hotel will consist of approximately 346,894 square feet of gross floor area and approximately 501 guest rooms. The residential portion of the building will be built as Phase 2 and will consist of approximately 222,027 square feet of gross floor area with approximately 200 units. The building is designed with underground parking on two levels that can accommodate approximately 233 vehicles, with

138 parking spaces devoted to the hotel portion of the building and 95 parking spaces devoted to the residential portion of the building. The proposed project will have various building heights, with the new construction rising to a maximum height of 110 feet. The maximum proposed density for the Site is 8.04.

The Site is located in the Shaw Historic District. As part of redevelopment of the Site, the Applicant proposes to demolish two contributing buildings and incorporate retained portions of nine contributing buildings. The building at 919 L Street will be retained, but its structural floors reconfigured. The Historic Preservation Review Board has endorsed the height and massing of the proposed project.

The Applicant also seeks approval of a zoning map amendment to rezone Lots 62, 801-805, 848, and 859 from the DD/C-2-C District to the DD/C-3-C District, and to rezone the rear portions of Lots 40, 65, 66, 838, 839, 842, and 878 from the DD/C-2-A District to the DD/C-3-C District in connection with the PUD. The contributing buildings in Lots 65, 66, 838, 839, and 842, with frontage on 9<sup>th</sup> Street, N.W., will remain in the DD/C-2-A District to a depth of approximately 41.5 feet.

The development of the Site promotes the planning and redevelopment initiatives for the Convention Center/Mount Vernon Square area, as set forth in the District of Columbia Comprehensive Plan for the National Capital ("Comprehensive Plan"). The request is consistent with the Comprehensive Plan Future Land Use Map, which designates the Site for High Density Commercial and High Density Residential development, and with the Comprehensive Plan Generalized Policy Map, which designates the Site as a Land Use Change Area and a Neighborhood Conservation Area. Excerpts of these maps are attached as Exhibit C.

Notice of the intent to file this application was mailed on May 23, 2014, to Advisory Neighborhood Commission 2F and to the owners of all property within 200 feet of the Site in accordance with sections 2406.7 and 2406.9 of the Zoning Regulations.

As set forth below, this statement and the attached Exhibits meet the filing requirements for a PUD application under Chapter 24 of the District of Columbia Zoning Regulations.

## **DEVELOPMENT TEAM**

<b>Applicant</b>	QC 369, LLC c/o Quadrangle Development 1001 G Street, N.W. Washington, D.C. 20001
<b>Owner</b>	Marriott International Inc. 10400 Fernwood Road Bethesda, MD 20817
<b>Architect</b>	Cooper Carry 191 Peachtree Street, N.E. Suite 2400 Atlanta, GA 3030
	TVS Design 1230 Peachtree Street N.E. Atlanta, GA 30309
<b>Civil Engineer</b>	AMT Associates 800 King Farm Blvd, Fourth Floor Rockville, MD 20850
<b>Landscape Architect</b>	Studio 39 Landscape Architecture 6416 Grovedale Drive, Suite 100 Alexandria, VA 22310
<b>Traffic and Transportation</b>	Gorove/Slade Associates 1140 Connecticut Avenue, N.W. Washington, D.C. 20001
<b>Historic Preservation Consultant</b>	EHT Traceries 1121 5 <sup>th</sup> Street, N.W. Washington, D.C. 20001
<b>Land Use Counsel</b>	Holland & Knight LLP 800 17 <sup>th</sup> Street N.W., Suite 1100 Washington, D.C. 20006

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## **LIST OF EXHIBITS**

<b><u>Description</u></b>	<b><u>Exhibit</u></b>
Architectural Plans and Elevations	A (submitted separately)
Zoning Map	B
Future Land Use Map and Generalized Policy Map	C
ANC 2F Support Letter	D
Historic Preservation Review Board Staff Report	E
Notice of Intent to File, Certificate of Service, and List of Property Owners within 200 Feet of Project	F
Surveyor's Plat	G

I.  
**INTRODUCTION**

**A. Overview**

QC 369, LLC ("Applicant"), through undersigned counsel, submits this statement and the attached documents in support of an application to the Zoning Commission for the District of Columbia for the approval of a consolidated planned unit development ("PUD") and related map amendment for property located at the northwest corner of 9<sup>th</sup> and L Streets, N.W., in Square 369. The application is filed in cooperation with the property owner, Square 369 Hotel Associates LLC. The property consists of Lots 40, 62, 65- 67, 801-805, 838, 839, 842, 848, 859, 878, and portions of two public alleys to be closed in Square 369 (the "Site"). The Site consists of approximately 70,787 square feet of land area and is bounded by 9<sup>th</sup> Street to the east, L Street to the South, and private property to the north and west, all in northwest Washington, D.C. The Site is located across 9<sup>th</sup> Street from the Washington Convention Center to the east and across L Street from the new Marriot Marquis Hotel to the south.

The Applicant seeks approval of this application in order to construct a new 12-story residential building, Marriott hotel, and retail and service uses. Portions of the buildings contributing to the Shaw Historic District along 9<sup>th</sup> Street, and an historic apartment building on L Street, will be incorporated into the design. The hotel portion of the building will be constructed as Phase 1 of the PUD, and will be comprised of two hotel uses: a Residence Inn by Marriott, providing spacious suites designed for extended stay travelers, and a Courtyard Marriott, providing more typical short term hotel accommodations. The hotel will consist of approximately 346,894 square feet of gross floor area and approximately 501 guest rooms. The residential portion of the building will be built as Phase 2 and will consist of approximately 222,027 square feet of gross floor area with approximately 200 units. The building is designed

with underground parking on two levels that can accommodate approximately 233 vehicles, with 138 parking spaces devoted to the hotel portion of the building and 95 parking spaces devoted to the residential portion of the building. The proposed project will have various building heights, with the new construction rising to a maximum height of 110 feet. The maximum proposed density for the Site is 8.04.

#### **B. Background of the Applicant**

The Applicant is a subsidiary of Quadrangle Development Corporation, a leading vertically-integrated commercial real estate firm in Washington, D.C. Quadrangle has a portfolio of over 88 properties, representing more than 25 million square feet and \$9.6 billion in investment. Founded in 1971, Quadrangle has built a distinguished reputation for integrity and vision, based on its extensive experience in the local market. The firm develops, purchases, and owns and operates office, multi-family, and hotel properties with a visionary approach that has helped lead urban and suburban revitalization throughout the District and the greater metropolitan region.

## **II. PROJECT DESCRIPTION**

#### **A. Site Description and Vicinity**

The Site is located at the northwest corner of 9<sup>th</sup> and L Streets, N.W. in Square 369. Square 369 is bounded by 9<sup>th</sup> Street to the east, L Street the South, 10<sup>th</sup> Street to the west, and M Street to the north, all in the northwest quadrant of Washington, D.C. The Square is split zoned, with the existing historic buildings fronting on 9<sup>th</sup> Street located in the DD/C-2-A District, and the remaining western portion of the square located in the DD/C-2-C District.

The Site is improved with nine street-fronting buildings located on lots 65, 66, 801, 802, 838, 839, 842, 878, and 881. Each of these buildings dates from the period of significance for

the Shaw Historic District (1833-1932). While the structures have been neglected and are deteriorated as a result, they retain sufficient integrity to continue to be contributing to the historic district (*see* HPRB Staff Report and Recommendation, dated May 1, 2014, and attached hereto as Exhibit F).

The remaining portions of Square 369 primarily include apartment houses and condominiums, two- and three- story row dwellings with ground floor retail, and surface parking lots. Square 369 is bisected by a 15-foot wide public alley that runs north-south between L and M Streets. Several other east-west and north-south alley segments provide access to the majority of the lots within the square. The Site contains approximately 70,787 square feet of land area, and includes the southern portion of the existing 15-foot wide public alley (approximately 3,143 square feet) and the southern portion of a north-south, 30-foot wide alley located behind the historic row dwellings facing 9<sup>th</sup> Street, N.W. (approximately 2,682 square feet). Portions of those alleys will be closed to facilitate development, with the dedication of public access easements to promote efficient traffic circulation at the interior of the Site.

## **B. Description of Surrounding Area**

The Site is located in the Mount Vernon Square/Shaw neighborhood and is within the Shaw Historic District. Located on the east side of downtown Washington, D.C., the Mount Vernon Square neighborhood is emerging with a vibrant mix of residential, office, retail, service, and restaurant establishments. The area is easily walkable and accessible from all areas of the city. Public transportation is abundant, with four Metrorail stations (Mount Vernon Square-Convention Center, Gallery Place-Chinatown, Judiciary Square, and Union Station) ringing the neighborhood, and extensive bus service, including numerous Metrobus routes and the DC Circulator. The Washington Convention Center is located directly east of the Site, on the

east side of 9<sup>th</sup> Street, N.W., between Massachusetts Avenue and N Street, N.W., which draws over one million visitors to the D.C. metropolitan area annually.

### **C. Project Design and Components**

The Applicant proposes to construct a new 12-story mixed residential and hotel building at the Site. The hotel uses will consist of a Residence Inn by Marriott and a Courtyard Marriott. The Residence Inn will provide spacious studios and one and two-bedroom suites with rooms designed for extended stay travelers with separate living and sleeping areas, kitchens, and work areas. This portion of the hotel will be located on the southeast corner of the Site, with the majority of the suites facing L Street to the south, and the remaining suites facing 9<sup>th</sup> Street to the east or into an interior courtyard. The Applicant proposes to provide approximately 124 guest rooms marketed as part of the Residence Inn, all of which will be located in new construction.

The Courtyard Marriott will be located at the northeast portion of the Site and will be comprised primarily of one-bedroom units with two queen beds or one king-sized bed per room. This segment of the hotel will include approximately 377 hotel guest rooms, all facing, north, south, or west into a courtyard, or east toward 9<sup>th</sup> Street, N.W.

The project will provide separate lobbies for the two different hotel typologies, both accessed from L Street. The ground floor of the hotel will contain two meeting rooms and assembly spaces accessed through the main lobbies, as well as a restaurant and bar, business center, and back of house hotel uses. The Residence Inn will provide a separate hearth and breakfast area/buffet for guests, as well as a small market. The ground floor will also include retail space accessed from 9<sup>th</sup> Street, N.W. This retail space, as well as the two meeting rooms, hearth, and breakfast room, will all be located in the historic structures, which will be renovated and incorporated into the new construction.

The second floor of the hotel will include nine separate meeting rooms and pre-function spaces, a fitness center, a laundry room, and additional back of houses and storage areas. Floors 3-12 will house the hotel guest rooms. An internal court is located in the center of the building and will include artificial turf with lounge seating, wood plank pavers and benches, landscaped areas with a green wall, a fire pit, a water feature, and an optional yoga deck. The building will also incorporate an outdoor terrace at the fourth level of the hotel, which will provide lounge seating nooks and benches, ornamental grasses and perennial banding, wood plank paving, and a water feature, for use and enjoyment by hotel guests. The overall streetscape at the ground level will incorporate linear paving and lighting, landscaped areas with ornamental fencing, new and existing street trees, lighted bollards, and pedestrian-oriented new sidewalk furniture.

Below-grade parking for hotel guests will be accessed from the alley to the north of the Site and will contain approximately 138 parking spaces located on two levels. Loading will be provided on the ground level, accessed from the rear alley, with separate loading facilities provided for the hotel and residential uses.

The residential portion of the building is located on the western side of the Site. The new apartment house will rise to a height of 110 feet and will include approximately 200 units comprised of studios, one- and two-bedroom units on floors two through twelve. The existing 52-foot tall brick apartment building facing south onto L Street (the "Lurgan Building") will be retained, preserved and converted into 15 residential units, with three units on the ground floor, and four units on floors 2-4. The ground floor of the main residential portion of the building will include a lobby accessed from L Street, an exercise room, and a mail room. Below-grade residential parking will be accessed from the alley to the west of the Site and will contain approximately 95 parking spaces for residential use.

#### **D. Historic Preservation and New Construction**

As part of the PUD process, the Applicant proposes to demolish two contributing buildings and incorporate retained portions of nine contributing buildings on the Site in the Shaw Historic District. As described in the HPRB report, attached hereto as Exhibit F, the six buildings with frontage on 9<sup>th</sup> Street illustrate the evolution of the 9<sup>th</sup> Street corridor from residential to primarily neighborhood-serving commercial uses in the late nineteenth and early twentieth centuries. These buildings retain a strong sense of their early twentieth century character, with minimal intrusions and a historical continuity to its streetscape. The three buildings along L Street reflect L Street's residential character as it evolved from row houses predating the Civil War to a denser neighborhood of apartment buildings in the early twentieth century. As described above, all of the buildings date from within the period of significance for the Shaw Historic District (1833-1932), despite their deteriorated condition.

The project calls for demolition of 911 and 913 L Street, removal of the rear portions of the six buildings along 9th Street, and retention of the exterior masonry walls of the Lurgan Apartments. As indicated in the HPRB report, dated May 1, 2014, the demolition applications for 911 and 913 L Street will be forwarded to the Mayor's Agent for a hearing, which is expected later this summer. The proposal includes many design aspects that successfully integrate the historic structures with the new construction, including significant set backs along 9<sup>th</sup> Street. The Applicant will return to HPRB for further design refinements on the 9<sup>th</sup> Street façade of the hotel and the glass connection between the Lurgan Building and the residential component prior to any Zoning Commission hearing on this PUD application.

## **E. Matter of Right Development Under the Existing Zoning**

### **1. Overview**

The Site is split-zoned DD/C-2-C and DD/C-2-A, is located within Housing Priority Area A, as that area is defined in section 1706.8 of the Zoning Regulations. In order to facilitate the proposed development of the Site, the Applicant seeks to modify the current zone designations for the majority of the Site from the DD/C-2-C and DD/C-2-A Districts to the DD/C-3-C District. The historic properties fronting 9<sup>th</sup> Street, N.E. will remain in the DD/C-2-A District to an average depth of approximately 41.5 feet. The boundary line will follow the rear portions of the retained buildings.

### **2. Matter-of-Right Development Under Existing DD/C-2-A District**

The Downtown Development ("DD") Overlay is applied to the core of the Downtown area, including the Convention Center and Mount Vernon Square areas. Among other things, the purpose of the DD is to create a balanced mixture of uses by means of incentives and requirements for critically important land uses identified in the Comprehensive Plan, including retail, hotel, residential, entertainment, arts, and cultural uses.

The C-2-A District is designed to provide facilities for shopping and business needs, housing, and mixed uses for large segments of the District outside of the central core (11 DCMR § 720.2). C-2-A Districts are located in low and medium density residential areas with access to main highways or rapid transit stops, and include office employment centers, shopping centers, and medium-bulk mixed use centers (11 DCMR § 720.3). The C-2-A Districts permit development to medium proportions and accommodate a major portion of existing commercial strip developments (11 DCMR §§720.4-5).

The development parameters under the DD/C-2-A District are as follows:

Zoning Parameter	DD/C-2-A
<b>Height (§ 770.1)</b>	50 feet
<b>FAR (§§ 771.2, 2604.1)</b>	2.5 max; 1.5 non resid; (3.0 with IZ bonus)
<b>Lot Occupancy</b>	60% resid; 100% nonresid. (75% w IZ bonus)
<b>Rear Yard</b>	15 ft.
<b>Side Yard</b>	None required; if provided, 3 in/ft of ht but not less than 8 ft
<b>Parking</b>	Apts = 1 per 2 units; Hotel = 1 per 2 sleeping rooms; + 1 per 150 sf in largest function room or exhibit space
<b>Loading</b>	<p><i>Apt Hse &gt; 50 units:</i>      <i>Hotel &gt; 200 rooms:</i></p> <p>1 berth @ 55 ft      1 berth @ 30 ft</p> <p>1 platform @ 200 sf      1 platform @ 100 sf</p> <p>1 svc space @ 20 ft      1 svc space @ 20 ft</p> <p>&gt;10,000 sf function space = 1 berth @ 30 ft + platform @100 sf</p>

### 3. Matter-of-Right Development Under Existing DD/C-2-C District

The western portion of the Site is currently zoned DD/C-2-C. The C-2-C zoning classification is designed to serve commercial and residential functions with relatively high densities and mixed uses (11 DCMR § 720.9). C-2-C Districts are compact and located in or near the Central Employment Area (11 DCMR § 720.11). Buildings in the C-2-C District may be entirely residential or may be a mixture of commercial and residential uses (11 DCMR § 720.12). The development parameters under the DD/C-2-C District are as follows:

Zoning Parameter	DD/C-2-C
<b>Height (§§ 770.1, 1701.7)</b>	110 feet (per 1910 Ht Act)
<b>FAR (§§ 771.2, 2604.1)</b>	8.0 max; 4.5 min residential
<b>Lot Occupancy</b>	80% resid (90% w IZ); 100% nonresid.
<b>Rear Yard</b>	15 ft.
<b>Side Yard</b>	None required; if provided, 3 in/ft of ht but not less than 8 ft
<b>Parking</b>	Apts = 1 per 2 units; Hotel = 1 per 2 sleeping rooms; + 1 per 150 sf in largest function room or exhibit space
<b>Loading</b>	<p><i>Apt Hse &gt; 50 units:</i>      <i>Hotel &gt; 200 rooms:</i></p> <p>1 berth @ 55 ft      1 berth @ 30 ft</p> <p>1 platform @ 200 sf      1 platform @ 100 sf</p> <p>1 svc space @ 20 ft      1 svc space @ 20 ft</p> <p>&gt;10,000 sf function space = 1 berth @ 30 ft + platform @100 sf</p>

## **F. Matter-of-Right Development Under Proposed DD/C-3-C District Regulations**

The Applicant proposes to rezone the majority of the Site to the DD/C-3-C District, except for the historic structures with frontage on 9<sup>th</sup> Street, N.W., which will remain in the DD/C-2-A District. The C-3 Districts are designed to accommodate major business and employment centers supplementary to the Central Business District, and shall provide substantial amounts of employment, housing and mixed uses (11 DCMR §§ 740.1-2). The C-3-C Districts permit medium-high density development, including office, retail, housing, and mixed-uses, and shall be compact in area (11 DCMR §§ 740.8). The development parameters under the DD/C-3-C District are as follows:

<b>Zoning Parameter</b>	<b>DD/C-2-C</b>
<b>Height (§§ 770.1, 1701.7)</b>	110 feet (per 1910 Ht Act)
<b>FAR (§§ 771.2, 2604.1)</b>	9.5 max; 3.5 min residential
<b>Lot Occupancy</b>	80% resid (90% w IZ); 100% nonresid.
<b>Rear Yard</b>	15 ft.
<b>Side Yard</b>	None required; if provided, 3 in/ft of ht but not less than 8 ft
<b>Parking</b>	Apts = 1 per 2 units; Hotel = 1 per 2 sleeping rooms; + 1 per 150 sf in largest function room or exhibit space
<b>Loading</b>	<i>Apt Hse &gt; 50 units:</i> 1 berth @ 55 ft 1 platform @ 200 sf 1 svc space @ 20 ft <i>Hotel &gt; 200 rooms:</i> 1 berth @ 30 ft 1 platform @ 100 sf 1 svc space @ 20 ft >10,000 sf function space = 1 berth @ 30 ft + platform @100 sf

## **G. Tabulation of Development Data**

The tabulation of the project's development data is included as part of the Architectural Plans and Elevations attached hereto as Exhibit A.

## **H. Flexibility Under the PUD Guidelines**

The PUD process was created to allow greater flexibility in planning and design than may otherwise be possible under conventional zoning procedures. Thus, the Applicant seeks flexibility from several provisions of the Zoning Regulations. As permitted under section 2403,

the Commission may grant such flexibility in its discretion. Here, the Applicant is requesting flexibility from the roof structure enclosure requirements, loading requirements, and the compact space requirements of the regulations.

1. Roof Enclosures

Section 411 of the Zoning Regulations requires that all penthouses and mechanical equipment be placed in one enclosure of equal height. The Applicant proposes to have separate roof structure enclosures for the residential portion of the building and thus seeks flexibility to have multiple roof structures.

2. Loading Facilities

The Applicant seeks flexibility from the loading requirements under section 2201 for both the hotel and the residential building. The hotel with more than 200 guest rooms is required to provide one loading berth at 55 feet deep, one loading berth at 30 feet deep, one service platform at 100 square feet and another platform at 200 square feet, and a service/delivery space at 20 feet deep. Instead, the Applicant will provide two berths at 45 feet deep, and a service/delivery space at 25 feet deep.

For the apartment building, the Applicant is required to provide 1 loading berth at 55 feet deep, one service platform at 200 square feet, and one service/delivery space at 20 feet deep. Instead, the Applicant will provide three loading berths at 30 feet deep.

3. Compact Parking Spaces

Section 2115.4 of the Zoning Regulations requires compact parking spaces to be located in groups of five with access to the same drive aisle. Some of the compact spaces will not be in groups of five and the Applicant therefore requests flexibility from this provision.

#### 4. Other Flexibility

The Applicant has made every effort to provide a level of detail that conveys the significance and appropriateness of the project's design for this location. Nonetheless, some flexibility is necessary that cannot be anticipated at this time. Thus, the Applicant also requests flexibility in the following areas:

- i. To provide a range in the number of residential and hotel units of plus or minus ten percent from the number shown on the Architectural Plans and Elevations.
- ii. To vary the location and design of all interior components, including partitions, structural slabs, doors, hallways, columns, stairways, amenity spaces, and mechanical rooms, provided that the variations do not materially change the exterior configuration of the building.
- iii. To vary the number, location, and arrangement of parking spaces, provided that the total is not reduced below the number required under the Zoning Regulations.
- iv. To vary the sustainable design features of the building, provided the total number of LEED points achievable for the project does not decrease below the LEED Silver rating under the LEED 2009 for New Construction and Major Renovations rating standards.
- v. To vary the final selection of the exterior materials within the color ranges and material types as proposed, based on availability at the time of construction without reducing the quality of the materials; and to make minor refinements to exterior details, locations, and dimensions, including curtainwall mullions and spandrels, window frames, doorways, glass types, belt courses, sills, bases, cornices, railings and trim; and any other changes to comply with all applicable District of Columbia laws and regulations that are otherwise necessary to obtain a final building permit.
- vi. To vary the final selection of all exterior signage on the building.
- vii. To vary the location and design of the ground floor components of the building in order to comply with any applicable District of Columbia laws and regulations, including the D.C. Department of Health, that are otherwise necessary for licensing and operation.
- viii. Minor variations in design as may be necessary to coordinate the approval of the Historic Preservation Review Board.

**III.**  
**THE PROJECT MEETS THE STANDARDS OF THE  
ZONING REGULATIONS AND PUD REQUIREMENTS**

**A. PUD Process is Appropriate Mechanism for the Project**

The PUD process is the appropriate mechanism for guiding the development of the Site. It allows the project to be developed within the purview of the Zoning Commission while at the same time providing opportunities for input from various agencies and parties. Through the PUD process, the Office of Planning and other District agencies will have the opportunity for greater participation in the fulfillment of the District's planning objectives for this area. Accordingly, the use of the PUD process gives the community and District agencies an opportunity to work with the Applicants to ensure a well-planned development.

**B. PUD Requirements under Chapter 24 of the Zoning Regulations**

1. Area Requirements Under Section 2401.1

The Site has a land area of 70,787 square feet. The Zoning Regulations require a minimum land area of 15,000 for a PUD to be located in the C-3-C or C-2-A District. 11 DCMR § 2401.1(c). Thus, the Site meets the area requirement of section 2401.1 of the Zoning Regulations.

2. Height and FAR Requirements Under Sections 2405.1 and 2405.2

The PUD regulations permit a maximum building height of 130 feet and a maximum FAR of 8.0 in the C-3-C District, while the DD overlay permits a maximum FAR of 9.5. The new construction located in the proposed DD/C-3-C District has a maximum building height of 110 feet and a maximum FAR of 7.93 and thus complies with the PUD and the DD height and FAR requirements.

In the C-2-A District, the PUD regulations permit a maximum building height of 65 feet and a maximum FAR of 3.0 for residential uses, or 2.0 for commercial uses including hotels. The part of the PUD that includes the existing historic structures located in the C-2-A District will have a maximum height of approximately 45 feet, and a maximum FAR well below the permitted 8.0 under the DD regulations (§ 1706.4(a)).

3. Impacts of the Project Under Section 2403.3

The proposed PUD will have a positive impact on the surrounding area and on the District as a whole. Overall, the proposed development will significantly improve the existing area by virtue of the exceptional architectural design of the building, which carefully considers the nearby uses and aesthetics. The proposed PUD will provide new housing and hotel opportunities to District residents, will put additional "eyes and ears" on the street, and will create an improved pedestrian experience along 9<sup>th</sup> and L Streets, N.W.

As will be described in detail in the Transportation Impact Study, currently being prepared by Gorove/Slade Associates, the project will not have any unmitigated adverse traffic impacts on the surrounding neighborhood.

4. Not Inconsistent with the Comprehensive Plan Under Section 2403.4

As discussed at length in Section IV below, the PUD project is not inconsistent with the Comprehensive Plan.

5. Public Benefits and Project Amenities

The PUD guidelines require the evaluation of specific public benefits and project amenities for a proposed project. Public benefits are defined as "superior features of a proposed planned unit development that benefit the surrounding neighborhood or the public in general to a significantly greater extent than would likely result from the development of the site under the

matter of right provisions...." 11 DCMR § 2403.6. A project amenity is further defined as "one type of public benefit, specifically a functional or aesthetic feature of the proposed development that adds attractiveness, convenience or comfort of the project for occupants and immediate neighbors." 11 DCMR § 2403.7. Additionally, when deliberating the merits of a PUD application, the Zoning Commission is required to "judge, balance and reconcile the relative value of the project amenities and public benefits offered, the degree of development incentives requested, and any potential adverse effects according to the specific circumstances of the case" 11 DCMR § 2403.8. Public benefits and project amenities may be exhibited in a variety of ways and may overlap with furthering the policies and goals of the Comprehensive Plan. As discussed below, the proposed project offers a number of public benefits and project amenities.

a. Urban Design, Architecture, Landscaping and Open Space - Section 2403.9(a)

The project implements a number of urban design and architectural best practices, which will contribute to the ongoing development of the Mount Vernon Square neighborhood as a major mixed-use district within the city. The construction of a new building with hotel and residential uses will provide a formal presence at the corner of 9<sup>th</sup> and L Streets, N.W. The architectural design and elements of the project will reflect an appropriate level of modernity while respecting the traditional Washington, D.C. architecture and highlighting the existing historic structures. The building facades will have articulations that break up the massing of the building, similar to the Convention Center, so as to not overwhelm the existing urban scale and aesthetic. High-quality exterior building materials will enhance the urban building fabric, and high-quality landscape materials, patterns, and pedestrian-oriented lighting and street fixtures will improve the streetscape surrounding the project. Glass exposure at the street level, coupled with the preservation of the existing historic structures along 9<sup>th</sup> Street, N.W., will animate the

streets and enliven the area with new residents and visitors to the Mount Vernon Square/Shaw neighborhood.

b. Site Planning and Efficient and Economical Land Utilization - Section 2403.9(b)

The design of the proposed PUD provides several examples of exemplary site planning and efficient and economical land utilization. The building will incorporate a ground floor interior courtyard, which will include artificial turf with lounge seating, wood plank pavers and benches, landscaped areas with a green wall, a fire pit, a water feature, and an optional yoga deck. The building will provide an outdoor terrace at the fourth level of the hotel, which will include lounge seating nooks and benches, ornamental grasses and perennial banding, wood plank paving, and a water feature. The residential portion of the building will have a roof-top communal recreation space and pool deck with a grill area, lounge seating, a fire pit, and chess board turf. The overall streetscape at the ground level will incorporate linear paving and lighting, landscaped areas with ornamental fencing, new and existing street trees, and lighted bollards.

Furthermore, traffic impacts will be mitigated, since access to the parking garage and loading facilities will be located from public alleys to the north and west of the Site. Hotel drop off and pickup, including buses and taxis will be accommodated in a layby located on L Street, N.W., thus minimizing conflict on 9<sup>th</sup> Street, N.W. Finally, as described below, the project will preserve and incorporate nine buildings on the Site.

c. Historic Preservation of Private or Public Structures, Places, or Parks – Section 2403.9(d)

As stated above, the Site includes nine historic buildings, located along L and 9<sup>th</sup> Streets, N.W. The project calls for demolition of 911 and 913 L Street, removal of the rear portions of the six buildings along 9th Street, and retention of the exterior masonry walls of the Lurgan

Apartments. The Applicant will work with HPO to seamlessly integrate the existing structures into the design and program of the new construction. The PUD will highlight the historic nature of the existing structures, as well as their street presence, and will preserve and protect the salvageable portions of the deteriorated historic buildings.

d. Environmental Benefits - Section 2403.9(h)

The Applicant is fully committed to providing a new high-quality building that is sensitive to the natural environment. The Applicant will implement a number of strategies to enhance the inherently sustainable nature of the Site's infill, transit-rich location, and to promote a healthy, desirable facility that will fully benefit the project's residents and visitors while minimizing environmental impacts. The project provides environmental benefits, such as street tree planting and maintenance, landscaping, energy efficient sources, methods to reduce stormwater runoff, and green engineering practices. The PUD will be designed to meet rigorous energy and environmental design standards using the LEED 2009 for New Construction and Major Renovations rating system as a guide and performance metric, and the building will not be designed or constructed below the LEED Silver rating equivalent.

e. Use of Special Value to the Neighborhood or the District as a Whole - Section 2403.9(i)

The proposed PUD will be of special value to the District by (i) providing lodging and conference facilities and other ancillary meeting space to support the Washington Convention Center, (ii) providing additional lodging options that support the District's hospitality and tourism industry, (iii) constructing a substantial amount of new, high-density housing, and (iv) preserving and incorporating nine historic structures into the design and program of the proposed building. The project also has special value to the Mount Vernon Square/Shaw neighborhood because it will replace an underutilized site and abandoned buildings with an exemplary, well-

designed convention hotel and apartment house that promotes the continued redevelopment of this segment of the District. In addition, the restaurant and bar at the ground floor of the hotel will provide services to the neighborhood and enliven the streetscape.

## **IV. COMPLIANCE WITH THE COMPREHENSIVE PLAN**

The PUD advances the purposes of the Comprehensive Plan and is consistent with the Future Land Use Map and Generalized Policy Map. The proposed PUD significantly promotes social, economic, and physical development of the District through the creation of a new residential/hotel project that adaptively reuses historic row structures and incorporates high-quality new architectural design.

### **A. Purposes of the Comprehensive Plan**

The purposes of the Comprehensive Plan are six-fold: (1) to define the requirements and aspirations of District residents, and accordingly influence social, economic and physical development; (2) to guide executive and legislative decisions on matters affecting the District and its citizens; (3) to promote economic growth and jobs for District residents; (4) to guide private and public development in order to achieve District and community goals; (5) to maintain and enhance the natural and architectural assets of the District; and (6) to assist in conservation, stabilization, and improvement of each neighborhood and community in the District. D.C. Code §1-245(b) (¶ 1-301.62).

The PUD project significantly advances these purposes by promoting the social, physical and economic development of the Mount Vernon Square/Shaw neighborhood and the Near Northwest Area through the development of an under-utilized parcel of land with a high-quality, well-designed residential and hotel project that will create approximately 200 new residential units and approximately 501 hotel guest rooms. The project will generate hundreds of new jobs

for District residents and provide significant revenue for the general fund. The project will also provide desirable new residential units and additional lodging and service opportunities to support the Washington Convention Center.

## **B. Future Land Use Map**

The PUD is consistent with the District of Columbia Future Land Use Map, which designates the Site for High Density Commercial and High Density Residential development. The High Density Commercial designation is used to define the central employment district of the city and other major office employment centers on the downtown perimeter. It is characterized by office and mixed office/retail buildings greater than eight stories in height, although many lower scale buildings, including historic buildings, are interspersed. The corresponding zone districts are generally C-2-C, C-3-C, C-4, and C-5, although other districts may apply (10A DCMR § 225.11). The High Density Residential designation is used to define neighborhoods and corridors where high-rise (eight stories or more) apartment buildings are the predominant use. The corresponding zone districts are generally R-5-D and R-5-E, although other districts may apply (10A DCMR § 225.6).

The Applicant's proposal to rezone the Site to the DD/C-3-C District to construct a major new residential/hotel project on the Site is consistent with the Comprehensive Plan's designations. The proposed C-3-C zoning classification is specifically identified to accommodate major business and employment areas and provide substantial amounts of employment, housing, and mixed uses (11 DCMR §§ 740.1-2). The C-3-C Districts permit medium-high density development, including office, retail, housing, and mixed-use development, and shall be compact in area (11 DCMR §§ 740.8). The proposed PUD

incorporates all of these elements into a single, high-density building with a mix of residential, hotel, retail, and employment opportunities.

### **C. Generalized Policy Map**

The Site is designated as a Land Use Change Area and a Neighborhood Conservation Area on the District of Columbia Comprehensive Plan Generalized Policy Map. The guiding philosophy in Land Use Change Areas is to encourage and facilitate new development and to promote the adaptive reuse of existing structures (10A DCMR §223.11). As Land Use Change Areas are redeveloped, the District aspires to create high quality environments that include exemplary site and architectural design and that are compatible with and do not negatively impact neighborhoods (10A DCMR § 223.12). The guiding philosophy in Neighborhood Conservation Areas is to conserve and enhance established neighborhoods. Limited development and redevelopment opportunities exist in these areas, and new development and alterations should be compatible with the existing scale and architectural character of the area (10A DCMR § 223.5).

### **D. Compliance with the Guiding Principles of the Comprehensive Plan**

The project is consistent with many guiding principles in the Comprehensive Plan for managing growth and change, creating successful neighborhoods, increasing access to education and employment, and building green and healthy communities, as set forth in the Comprehensive Plan.

#### **1. Managing Growth and Change**

In order to manage growth and change in the District, the Comprehensive Plan encourages, among other factors, the growth of both residential and non-residential uses, particularly since non-residential growth benefits residents by creating jobs and opportunities for

less affluent households to increase their income (10A DCMR §§ 217.4). The Comprehensive Plan also states that redevelopment and infill opportunities along corridors are an important part of reinvigorating and enhancing neighborhoods. Development on such sites must not compromise the integrity of stable neighborhoods and must be designed to respect the broader community context (10A DCMR § 217.6). The proposed PUD is fully-consistent with these goals. Redeveloping the Site into a vibrant mixed-use development will further the revitalization of the neighborhood by providing new infill housing in Housing Priority Area A, creating jobs and opportunities for District residents, and incorporating the historic fabric of the Site and surrounding area to respect and reinvigorate the entire neighborhood.

## 2. Creating Successful Neighborhoods

One of the guiding principles for creating successful neighborhoods is getting public input in decisions about land use and development, from development of the Comprehensive Plan to implementation of the Plan's elements (10A DCMR § 218.8). The proposed PUD furthers this goal since, as part of the PUD process, the Applicant has with Advisory Neighborhood Commission 2F to ensure that the development provides a positive impact to the immediate neighborhood. By letter dated April 11, 2014, ANC 2F recommended approval of the project before the Historic Preservation Review Board. A copy of the letter is attached as Exhibit D. In addition, the Comprehensive Plan states that the District contains many buildings and sites that contribute to its identity. Protecting historic resources ... is essential to retain the heritage that defines and distinguishes the city (10A DCMR § 218.4). The PUD supports this principle by protecting and rehabilitating nine historic structures on the Site and carefully integrating their existing identity into the larger development project.

### 3. Increasing Access to Education and Employment

The Comprehensive Plan states that downtown D.C. should be strengthened as the region's major employment center, as its cultural center; as a center for government, tourism, and international business; and as an exciting urban mixed-use neighborhood (11 DCMR §§ 219.8). Expanding the economy means increasing shopping and services for many District neighborhoods, and bringing tourists beyond the National Mall and into the city's business districts (11 DCMR 219.9). The proposed PUD accomplishes these goals by providing a major new downtown development that will attract business and employment, appeal to tourists, and create a high-quality infill development that will push forward the revitalization and excitement of the surrounding area.

### 4. Building Green and Healthy Communities

One of the guiding principles for building green and healthy communities is that building construction and renovation should minimize the use of non-renewable resources, promote energy and water conservation, and reduce harmful effects on the natural environment (11 DCMR § 221.3). As discussed in more detail above, the building will include a significant number of sustainable design features.

## **E. Land Use Element**

The Comprehensive Plan provides that "[b]ecause the Land Use Element integrates the policies and objectives of all the other District Elements, it should be given greater weight than the other elements as competing policies in different elements are balanced" 10A DCMR § 300.2. The underlying goal of the Land Use Element is to:

[e]nsure the efficient use of land resources to meet the long-term neighborhood, citywide, and regional needs; to help foster other District goals; to protect the health, safety, and welfare of District residents and businesses; to sustain, restore, or improve the

character and stability of neighborhoods in all parts of the city; and to effectively balance the competing demands for land to support the many activities that take place within District boundaries.

10A DCMR § 302.1. The proposed project will advance this important goal by complying with the policies set forth in the Land Use Element of the Comprehensive Plan.

1. *Policy LU-1.1.1 - Sustaining a Strong City Center* - Consistent Policy LU-1.1.1, the proposed PUD will support the continued vitality of Central Washington as a thriving business, government, retail, financial, hospitality, cultural, and residential center. The project will promote continued reinvestment in central city buildings, infrastructure, and public spaces; preserve and restore historic resources; and create safe, attractive, and pedestrian-friendly environments.

2. *Policy LU-1.4.1 - Infill Development* - The PUD supports the city's goal of infill development by building on partially vacant land that currently create "gaps" in the urban fabric and detracts from the character of the street. The proposed development will complement the established character of the area and will not create any sharp changes in the physical development pattern of the surrounding neighborhood.

3. *Policy LU-2.4.6 - Scale and Design of New Commercial Uses* - Consistent with Policy LU-2.4.6, the PUD will be developed at a height, mass, scale, and design that is appropriate and compatible with the surrounding area.

## **F. Housing Element**

The overarching goal of the Housing Element is to "[d]evelop and maintain a safe, decent, and affordable supply of housing for all current and future residents of the District of Columbia." 10 DCMR § 501.1. The proposed project will help achieve this goal by advancing the policies discussed below.

1. *Policy H-1.1.3 - Balanced Growth* - The project supports Policy H-1.1.3 by creating housing on vacant and underutilized land in the city and by helping to ensure that the city meets its long-term housing needs, including the need for higher-density housing.
2. *Policy H-1.1.4 - Mixed Use Development* - In accordance with Policy H-1.1.4, the project will help to promote mixed use development, including housing, on commercially zoned land in a neighborhood commercial center that is well served by public transportation.
3. *Policy H-1.1.6 - Housing in the Central City* - The PUD will support this policy by absorbing a substantial component of the demand for new high-density housing in Central Washington and by creating a mixed-use neighborhood to conserve single-family residential neighborhoods throughout the city. Mixed income, higher density downtown housing will create vibrant street life to support the restaurants, retail, entertainment, and other amenities that are desired and needed in the heart of the city.

## **G. Economic Development Element**

The Economic Development Element addresses the future of the District's economy and the creation of economic opportunity for current and future District residents. The overarching goal for the Economic Development Element in the District is to "[s]trengthen the District's economy by sustaining its core industries, attracting new and diverse industries, accommodating future job growth, fostering the success of small businesses, revitalizing neighborhood commercial centers, improving resident job skills, and helping a greater number of District residents find and keep jobs in the Washington regional economy." The proposed PUD exemplifies these goals as described below.

1. *Policy ED 1.1.1 - Core Industries* - The PUD will support Policy ED 1.1.1 by supporting and growing the District's core industries, including hospitality.

2. Policy ED 2.3.1 - Growing the Hospitality Industry - Consistent with Policy ED

2.3.1, the PUD will help to develop an increasingly robust tourism and convention industry. The hotel will allow more visitors to stay overnight in the District rather than in suburban hotels, and to stay for longer periods of time. The Site will become a preferred base for tourists to explore the city's attractions, as well as a preferred overnight base for visiting regional attractions.

3. Policy ED 2.3.4 - Lodging and Accommodation - The PUD will support Policy ED 2.3.4 by developing two new hotel typologies serving travelers of varying needs, tastes, and budgets. This policy also encourages new hotels within Central Washington.

## **H. Historic Preservation Element**

The Historic Preservation Element guides the protection, revitalization, and preservation of the city's valuable historic assets. The overarching goal of this element is to "[p]reserve and enhance the unique cultural heritage, beauty, and identity of the District by respecting the historic physical form of the city and the enduring value of its historic structures and places, recognizing their importance to the citizens of the District and the nation, and sharing mutual responsibilities for their protection and stewardship." The proposed PUD project encompasses these goals as follows:

1. Policy HP 2.4.1 - Rehabilitation of Historic Structures - The PUD promotes Policy HP 2.4.1 by preserving the nine historic buildings through an effective design review process. The Applicant will apply design guidelines without stifling creativity, allowing for a new development project that achieves an appropriate balance between restoration and adaptation that suitable for the Site.

2. Policy HP 2.4.3 - Compatible Development - Consistent with this policy, the Applicant will preserve the important historic features of the existing structures on the Site while

constructing compatible new infill development. The Applicant will preserve the established form of development, while ensuring that new construction, repair, maintenance, and improvements are in scale with and respect the historic context through sensitive siting and design and the appropriate use of materials and architectural detail.

3. Policy HP 2.4.5 - Protecting Historic Building Integrity - The PUD supports this goal by protecting the historic buildings on the Site from demolition and protecting their integrity as whole buildings. The project will not incorporate treatments such as facadism or relocation.

## **I. Environmental Protection Element**

The Environmental Protection Element addresses the protection, restoration, and management of the District's land, air, water, energy, and biologic resources. This element provides policies and actions on important issues such as energy conservation and air quality, among others. The PUD is consistent with the following specific policies:

1. Policy E-1.1.1 - Street Tree Planting and Maintenance - encourages the planting and maintenance of street trees in all parts of the city;
2. Policy E-1.1.3 - Landscaping - encourages the use of landscaping to beautify the city, enhance streets and public spaces, reduce stormwater runoff, and create a stronger sense of character and identity;
3. Policy E-2.2.1 - Energy Efficiency - promotes the efficient use of energy, additional use of renewable energy, and a reduction of unnecessary energy expenses;
4. Policy E-3.1.2: Using Landscaping and Green Roofs to Reduce Runoff - calls for the promotion of tree planting and landscaping to reduce stormwater runoff, including the expanded use of green roofs in new construction; and

5. Policy E-3.1.3: Green Engineering - promotes engineering practices for water and wastewater systems.

**J. Near Northwest Area Element**

The PUD is consistent with many of the policies of the Near Northwest Area Element. For example, *Policy NNW 1.1.4 - Neighborhood Commercial Revitalization*, calls for the improvement of the neighborhood shopping areas along 9<sup>th</sup> Street, N.W. (among other streets), and *Policy NNW 2.1.5 - 7<sup>th</sup> and 9<sup>th</sup> Street Corridors*, encourages the location of retail development within the Shaw/Convention Center Area in a manner that best serves residents, creates the best environment for businesses to succeed, and uses land already zoned for commercial uses. The 7<sup>th</sup> and 9<sup>th</sup> Street corridors should attract convention-goers, residents, and visitors, and should include both new and existing businesses. Consistent with these goals, the new PUD will include residential, hotel, and retail space that will improve the neighborhood shopping area along 9<sup>th</sup> Street, N.W. and improve the pedestrian experience. The PUD will serve residents within the building and in the surrounding neighborhood, will create an excellent environment for businesses to succeed, and will attract all types of residents and visitors to the area.

**IV.  
CONCLUSION**

For the foregoing reasons, the Applicant submits that the application meets the standards of Chapter 24 of the Zoning Regulations; is consistent with the purposes and intent of the Zoning Regulations and Zoning Map; is consistent with the land use objectives of the District of Columbia; will enhance the health, welfare, safety and convenience of the citizens of the District of Columbia; satisfies the requirements for approval of a consolidated PUD and related map amendment; provides significant public benefits and project amenities; advances important goals

and policies of the District of Columbia and, therefore, should be adopted by the Zoning Commission. Accordingly, the Applicant requests that the Zoning Commission approve the First Stage and Consolidated PUD application and related map amendment to the DD/C-3-C District for the Site.

Respectfully submitted,

HOLLAND & KNIGHT LLP

By: Mary Carolyn Brown

Whayne S. Quin  
Mary Carolyn Brown

800 17<sup>th</sup> Street, N.W., Suite 1100  
Washington, D.C. 20006  
(202) 955-3000