



Memorandum

TO: District of Columbia Zoning Commission

FROM: Jennifer Steingasser, Deputy Director
Historic Preservation and Development Review

DATE: June 15, 2012

SUBJECT: ZC 12-02 – Setdown Report
Consolidated PUD and Related Map Amendment – Square 3516 Lot 134, Lot 819

I. RECOMMENDATION

OP recommends this consolidated PUD and PUD-related map amendment application be set down for public hearing as it conforms to the 2010 Comprehensive Plan's objectives for the area and to the Generalized Land Use and Policy Maps, and will contribute to the redevelopment of the Florida Avenue/New York Avenue, Eckington and NoMa neighborhoods.

II. PROPOSAL

The applicant, B&B 50 Florida Avenue LLC, has petitioned the Zoning Commission for a consolidated PUD and related map amendment from the C-2-A and C-M-2 District to the C-3-B District to permit construction of a mixed-use residential with ground floor retail development at Square 3516, Lots 134 and 819. The proposal consists of:

- A contemporary mixed use building expressed through its façade by a combination of metal, masonry and glass;
- 77% lot occupancy;
- FAR of 4.83, with a combined gross floor area of 203,887 square feet, of which 149,915 square feet would be dedicated to residential uses and 15,500 square feet to ground floor retail use. The proposed FAR is greater than what would be permitted in the base C-2-A and C-M-2 zones, but is less than the 5.5 FAR permitted under the C-3-B PUD (6.0 FAR under IZ bonus);
- Varied building height from 60 feet at the rear to reflect the lower scale of the residential row homes beyond the alley to the north of the site, to a maximum height of 90 feet at the Florida Avenue frontage;
- 185 residential units ($\pm 10\%$) with 18 units assigned to residents earning up to 80% AMI apportioned as follows:

Unit Type	#	Affordable	Percentage of Total
Efficiencies	29		16%
One Bedroom Units	106	14	57% (13% of proposed 1br units would be affordable)
One Bedroom Lofts	12		6%
Two Bedroom Units	31	4	17% (13% of proposed 2 br units would be affordable)
Two Bedroom Lofts	7		4%
Total	185	18	10% of all units affordable

- A minimum of 72 parking spaces below grade, with 48 bicycle spaces. A bicycle rack would be located above grade near to the garage entrance off Florida Avenue. Two below-grade parking levels are currently shown, although the applicant requests flexibility to provide one level.

Flexibility is requested from the loading and roof structure requirements. The applicant has committed to:

- Landscaping and other improvements to the public space’s hardscape, consistent with current enhancements along 1st Street NE in the NoMa neighborhood.
- Provision of easements to widen the existing alley system abutting the property, including the north-south alley from 12 feet to 20 feet and the east-west alley at the rear from 16 feet to 20 feet to facilitate vehicular traffic.
- The installation of bike racks on Florida Avenue to promote bicycle use.

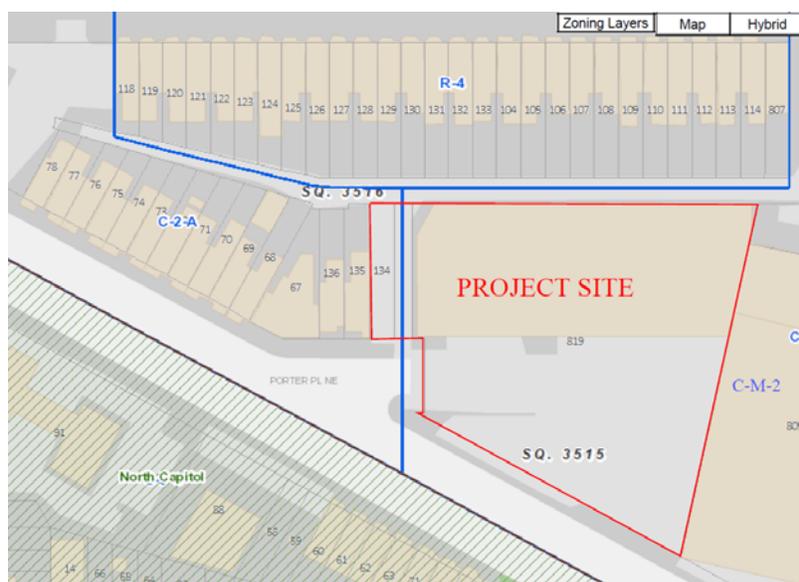
Subsequent to the plan’s submittal to the Zoning Commission, the applicant submitted revised plans dated June 1, 2012 which responded to OP’s initial comments by providing:

- Additional architectural detail and perspectives of the project’s relationship with existing development including street level views;
- Reconsideration of the proposed curb design; and
- Relocation of the utility grates previously shown abutting the residence to the west.

III. SITE and AREA DESCRIPTION

The combined lots of Square 3515, Lot 819 and Square 3516, Lot 134 create a 40,659 square foot parcel now known as 50 Florida Avenue located in Square 3516. It is positioned on the northeast side of Florida Avenue, midway between North Capitol Street NE and Eckington Place NE and east of a remaining portion of what was originally known as Porter Street, which has been closed. Generally, the square is comprised of row structures in the C-2-A Zone along Florida Avenue and row dwellings which front on Q Street NE within the R-4 District to the north of the site.

Surrounding squares have some mixed-use, moderate density commercial buildings in the C-M-2 Zone, as well as stable moderate density single-family and multi-family dwellings within the R-4 Zone. The area between 4th Street, NE and the rail tracks is a mix of residential, storage, and light-industrial uses. The site is within 2,000 feet of the New York Avenue Metro Station.



Location and Zoning

IV. COMPREHENSIVE PLAN AND PUBLIC POLICIES

An evaluation standard for PUD's also requires that the proposed PUD is not inconsistent with the 2010 Amendments to Comprehensive Plan and with other adopted public policies (§ 2403.4). The development proposal is consistent with the Comprehensive Plan including the Land Use, Housing and Mid-City Area elements and their related policies.

Land Use Element

- *The city's aging building stock still requires refurbishment and replacement. The renewed popularity of city living generates the need for more housing and new amenities. 300.4*
- *Land use changes have the potential to make the city more vibrant, economically healthy, exciting, and even more environmentally sustainable than it is today. 300.5*
- *Fully capitalizing on the investment made in Metrorail requires better use of the land around transit stations and along transit corridors. 306.2*
- *Looking forward, certain principles should be applied in the management of land around all of the District's neighborhood stations. These include:*
 - *A preference for mixed residential and commercial uses rather than single purpose uses, particularly a preference for housing above ground floor retail uses;*
 - *A preference for diverse housing types, including both market-rate and affordable units and housing for seniors and others with mobility impairments;*
 - *A priority on attractive, pedestrian-friendly design and a de-emphasis on auto-oriented uses and surface parking; 306.4*

The proposed mixed use development would enable future residents to capitalize on the location's proximity to several transit options, and would help to address the District's housing demand. It would help to enliven and transform this section of Florida Avenue between North Capitol Street and New York Avenue.

Housing Element

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, along Main Street mixed use corridors, and around appropriate Metrorail stations. 503.5*

The development proposes to add 185 residential units along a mixed use corridor consistent with the policies of the Housing Element.

Urban Design

Policy UD-2.2.4: Transitions in Building Intensity *Establish gradual transitions between large-scale and small-scale development. The relationship between taller, more visually prominent buildings and lower, smaller buildings (such as single family or row houses) can be made more pleasing when the transition is gradual rather than abrupt. The relationship can be further improved by designing larger buildings to reduce their apparent size and recessing the upper floors of the building to relate to the lower scale of the surrounding neighborhood. 910.11*

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. 910.15

Policy UD-3.1.11: Private Sector Streetscape Improvements As appropriate and necessary, require streetscape improvements by the private sector in conjunction with development or renovation of adjacent properties. 913.18

The project’s design is respectful of the nearby row dwellings to the north of the site as it steps down from Florida Avenue from 90 feet to the alley at 60 feet which is at the rear of the row dwellings. The façade is separated in two areas by a glass tower which acts as a division between the east and west elevations. The applicant is also committed to streetscape improvements consistent with current District standards.

MidCity Area Element

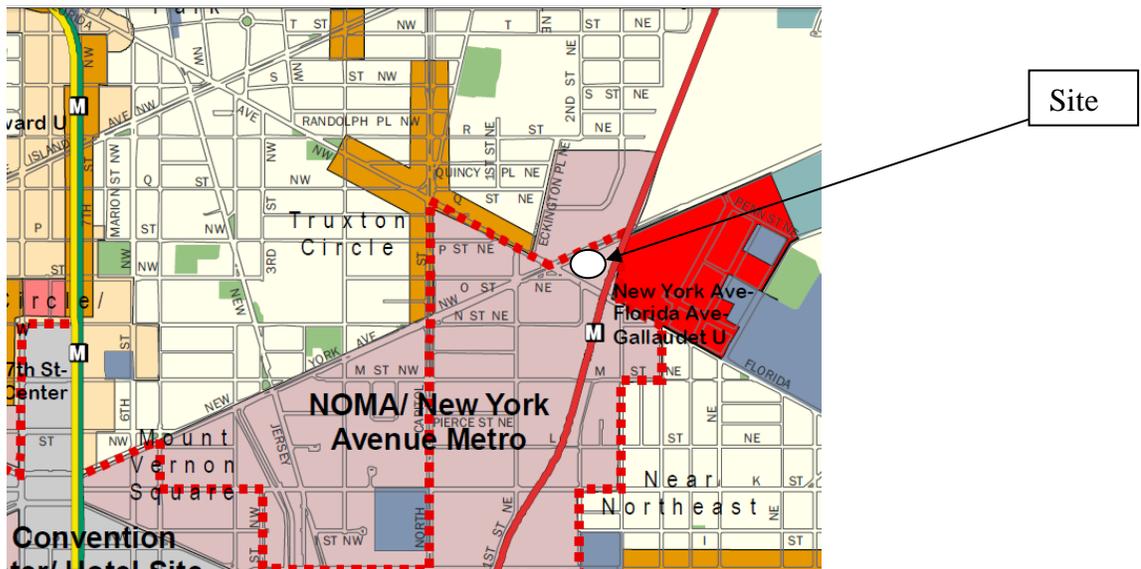
The property is located in the MidCity area and the area around North Capitol Street, New York Avenue and Florida Avenue intersections provides the commercial center for the surrounding neighborhoods of Bloomingdale, Eckington and Truxton Circle.

Policy MC-2.7.1: North Capitol/Florida Business District Upgrade the commercial district at Florida Avenue/North Capitol/New York Avenue, restoring vacant storefronts to active use and accommodating compatible neighborhood-serving infill development. 2017.4

The proposal would redevelop a currently vacant ice making facility and the permitted ground floor uses may be more appropriate in serving the surrounding neighborhood needs.

B. Comprehensive Plan Generalized Policy Map

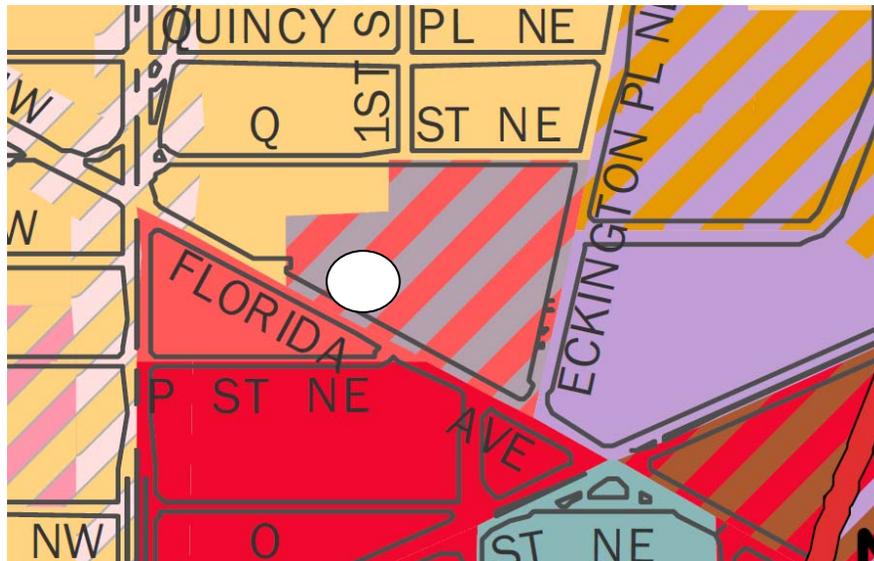
The Generalized Policy Map locates the subject site within a main street mixed use corridor. This type of corridor is a traditional commercial business corridor with a concentration of older storefronts along the street. Conservation and enhancement of these corridors is desired to foster economic and housing opportunities and serve neighborhood needs. Any development or redevelopment that occurs should support transit use and enhance the pedestrian environment.



C. Future Land Use Map

The map indicates that the property is within a mixed landuse category of Medium Density Commercial and Production Distribution and Repair. The medium density category defines areas where development is greater in

density than the moderate density category, but would not exceed 90 feet in height. This proposed map amendment to the C-3-B District and the proposed density are not inconsistent with this designation, while residential or mixed use developments are permitted and encouraged in most commercial areas.



V. ZONING

The following table compares the matter of right standards of the underlying C-2- A and C-M-2 districts and the C-3-B district, with the C-3-B/PUD proposed for the project.

Standard	C-2-A	C-M-2	C-3-B	C-3-B/PUD	Proposed
Area (sf.)	1,564	40,659	-	42,223	42,223
Height (ft.)	50	60	70	90	90
Lot Occupancy %	60%	N/A	100%	100%	77% (32,522 sf)
FAR residential/non res.	3.0 max/ 1.5 max	4.0 non res	5 (6 with IZ)/ 4.0 non res.	5.5/4.5	3.55/1.28
GFA (sf) residential/retail	-	-	-	-	149,915/15,500
Number of units	-	-	-	-	185
IZ	10 % of gfa of res. use	-	8% of gfa of res. uses (11,993 sf)	8% of gfa of res. uses	18 units
Rear Yard (ft.):12 ft. min. or 2.5"/ft. ht	15'	13'	13'	13'	27'8"
Side Yard (ft.)					
Court Width: 4"/ft. of ht, not < 15 ft.	24	2.5"/ft. ht. < 12ft= 15'	24	24	24.5'
Parking (spaces) residential	1 per 2	1 per 600 sf gfa	1 per 4 du	1 per 4 du	55
Parking (spaces) retail in xs of 3,000 sf	1 per 300 sf gfa -	1 per 300 sf gfa -	1 per 750 sf 17	1 per 750 sf 17	17
Bike (spaces) 5% req. retail		-	1	1	48
Loading berth residential (ft. deep)	1 @ 55	-	1 @ 55	1 @ 55	1 @ 30 FR*
Loading berth retail		1 @ 55	1 @ 30	1 @ 30	1 @ 30
Loading platform residential (sf)	1 @ 200	-	1 @ 200	1 @ 200	1 @ 200
Loading platform retail		1 @ 200	1 @ 100	1 @ 100	1 @ 100
Delivery space residential (ft. deep)	1 @ 20	-	1 @ 20	1 @ 20	FR*
Delivery space retail		1 @ 20	1 @ 20	1 @ 20	FR*

FR* = Flexibility Requested

Additional Flexibility

The applicant has listed additional items where flexibility might be warranted as the design is finalized prior to construction, including:

1. The requested range in the number of units, 185 units +/- 10%;
2. Location and design of interior components;
3. Number, location and arrangement of parking spaces and to provide one level of parking;
4. Variation in the number of LEED elements but not below 50 points;
5. Materials selection; and
6. Variation in the location and design of the ground floor components.

OP will continue to work with the applicant to provide a more complete analysis of the relief required prior to the public hearing, and to further define the parameters of the additional flexibility requested.

VI. PUD EVALUATION STANDARDS

In order to maximize the use of the site consistent with the Zoning Regulations and be compatible with the surrounding community, the applicant is requesting that the proposal be reviewed as a consolidated PUD. The purpose and standards for Planned Unit Developments are outlined in 11 DCMR, Chapter 24.

§ 2400.1 states that a PUD is “designed to encourage high quality developments that provide public benefits.” This will allow the utilization of the flexibility stated in § 2400.2.

The overall goal is to permit flexibility of development and other incentives, such as increased building height and density; provided, that the project offers a commendable number of quality public benefits and that it protects and advances the public health, safety, welfare, and convenience.”

The proposed development will be constructed on a site which served a former light industrial use. The development would add to the District’s housing stock and complement the revitalization of a vital intersection of major District arterials. OP will request comments from the District Department of Transportation (DDOT), the Department of Public Works (DPW) and DC Water.

PUBLIC BENEFITS AND AMENITIES

§ 2403.9 addresses the requirement for public benefits and amenities as follows:

“Public benefits and project amenities of the proposed PUD may be exhibited and documented in any of the following or additional categories:

(a) *Urban design, architecture, landscaping, or creation or preservation of open spaces*

The design attempts to address the revitalizing neighborhood’s character with respect to the building’s materials and its articulation along Florida Avenue. The transition of the building’s height attempts to minimize the apparent height of the building and acknowledge the residential homes to the north. Contemporary materials for the building’s facade include brick, glass and metal railings with metal frame architectural embellishments. The main entrance features an architectural embellishment as a tower, which differentiates the east and west elevations. The design is typical of other mixed-use buildings under construction on First Street in the NoMa neighborhood.

(b) *Site planning, and efficient and economical land utilization*

The site is irregularly shaped and abuts an accessible alley system, which has been effectively widened to facilitate ease of use of the loading areas and vehicular access to the building. The proposed design ensures the availability of light and air to the proposed residential units with the inclusion of the wide courtyard, and the creation of open spaces features, including the roof terraces which would be provided for residential recreation.

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

The applicant's statement indicates that a preliminary traffic analysis concluded that the proposal would not have any appreciable adverse traffic impacts on the local area. On-site parking in excess of the requirements of Section 2101 would be provided. The North Capitol and Florida Avenue corridors are served by many Metrobus routes, and the site is pedestrian-accessible to the New York Avenue Metro Station, and via Metrobus to the Green Line to the east (Shaw/Howard U. Metro Station) or the main transportation center at Union Station, to the south. The applicant has shown that pedestrian crosswalks would be included near the alley entrance where none currently exists to facilitate pedestrian movement along the busy corridor. The alley has also been effectively widened to 20 feet to support the residential traffic and turn movements anticipated by increased vehicular movement. The applicant is also reconfiguring and improving the existing sidewalk condition adjacent to the site. DDOT's comments would be forthcoming at the public hearing regarding the traffic analysis provided by the applicant.

(d) *Historic preservation of private or public structures, places, or parks*

There are no applicable historic elements to be considered at this site.

(e) *Housing and affordable housing*

The applicant has committed to approximately 185 new residential units, of which up to 18 units would be designated as affordable housing, in accordance with IZ.

(f) *Social services/facilities*

No social services are to be provided by this proposal.

(g) *Environmental benefits:*

The proposed development provides a number of environmental benefits and includes street tree planting and maintenance, landscaping, energy efficiency and alternative energy sources, methods to reduce stormwater runoff, and green engineering practices, including a 5,400 sf green roof.

(h) *Uses of special value to the neighborhood or the District of Columbia as a whole;*

As a public benefit, the applicant has committed to streetscape improvements, including new paving for the sidewalks, new tree boxes and lights. OP encourages the applicant to work with DPW and DDOT to finalize public space improvements in accordance with their standards.

The applicant is continuing to work with Advisory Neighborhood Commission ("ANC") 5C, to develop additional benefits and amenities identified as needs within the community. Potential amenities discussed thus far include renovation of the existing playground at the Harry Thomas Recreation Center; installation of neighborhood "welcome signs" at various locations; and public space improvements in the neighborhood. The Applicant is continuing to work with the community to finalize the amenities prior to a public hearing on this application.

VII. AGENCY REFERRALS AND COMMENTS

Prior to a public hearing, the application will be referred to the following District agencies for review and comment:

- District Department of Transportation (DDOT);
- DC Water;
- District Department of the Environment (DDOE) and
- D.C. Fire and Emergency Management Systems (DCFEMS).

VIII. COMMUNITY COMMENTS

The applicant has advised OP that, to date, they have presented plans to the single member Commissioner Sylvia Pickney of ANC 5C 02 on May 18, 2011. The applicant also met with the Eckington Civic Association on June 6, 2011 and March 5, 2012 and the Edgewood Civic Association on April 23, 2012.

IX. CONCLUSION

The proposed PUD is not inconsistent with the elements of the Comprehensive Plan and OP recommends the application be set down for public hearing. OP will work with the applicant to supplement the proposal as noted in this report, and to respond to any requests for additional information by the Commission.