

# CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

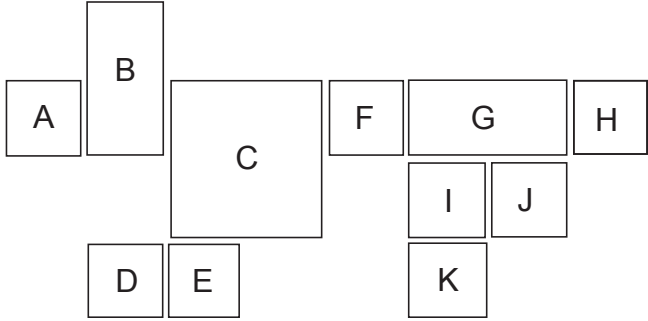


Government of the  
District of Columbia  
DC Office of Planning

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The plan was approved on June 20, 2006 through Resolution 16-0687.

**Pictures on Cover**



- A.

600 block of Q Street, NW
- B.

1100 block of 7th Street, NW
- C.

Washington Convention Center
- D.

Ridge Street, NW
- E.

O Street Market
- F.

Westminster Playground
- G.

1330 7th Street, NW
- H.

Montgomery Elementary School
- I.

10th and N Street, NW
- J.

Bundy Field
- K.

NW Cooperatives II



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## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

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**I. INTRODUCTION**

Background	1
Plan Objectives	2
Process	3

**II. NEIGHBORHOOD ASSESSMENT**

Current Neighborhood Context	
History	5
Demographics	
Development Pressures	6
Comprehensive Plan and Zoning	8
Mass Transit and Public Realm	10
Schools	12
Parks, Recreation Centers, and Open Space	12
Historic Sites and Districts	14
Current Conditions	16
Residential	16
Commercial	18
Opportunity Sites	19
Summary of Issues and Opportunities	20

**III. DEVELOPMENT GUIDE FRAMEWORK**

Framework for Recommendations	23
Strategic Framework Plan	24
Tools for Implementation	25
Residential	25
Retail and Business Development	26

**IV. DEVELOPMENT GUIDE RECOMMENDATIONS**

Sub- Areas	29
Historic Row House Fabric	30
Convention Center/Hotel	32
Retail Corridor	34
Uptown Destination District	36
11th Street Corridor	38
Shaw and Seaton Schools	40
Transit Oriented Housing	42
Bundy/Northwest Cooperatives	44
Rhode Island/New Jersey Avenue Intersection	46
Streets and Public Right-of-Way	47

**V. Summary of Recommendations** 49

**APPENDICES WILL BE INCLUDED  
WITH FINAL DOCUMENT**



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

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## 1 INTRODUCTION

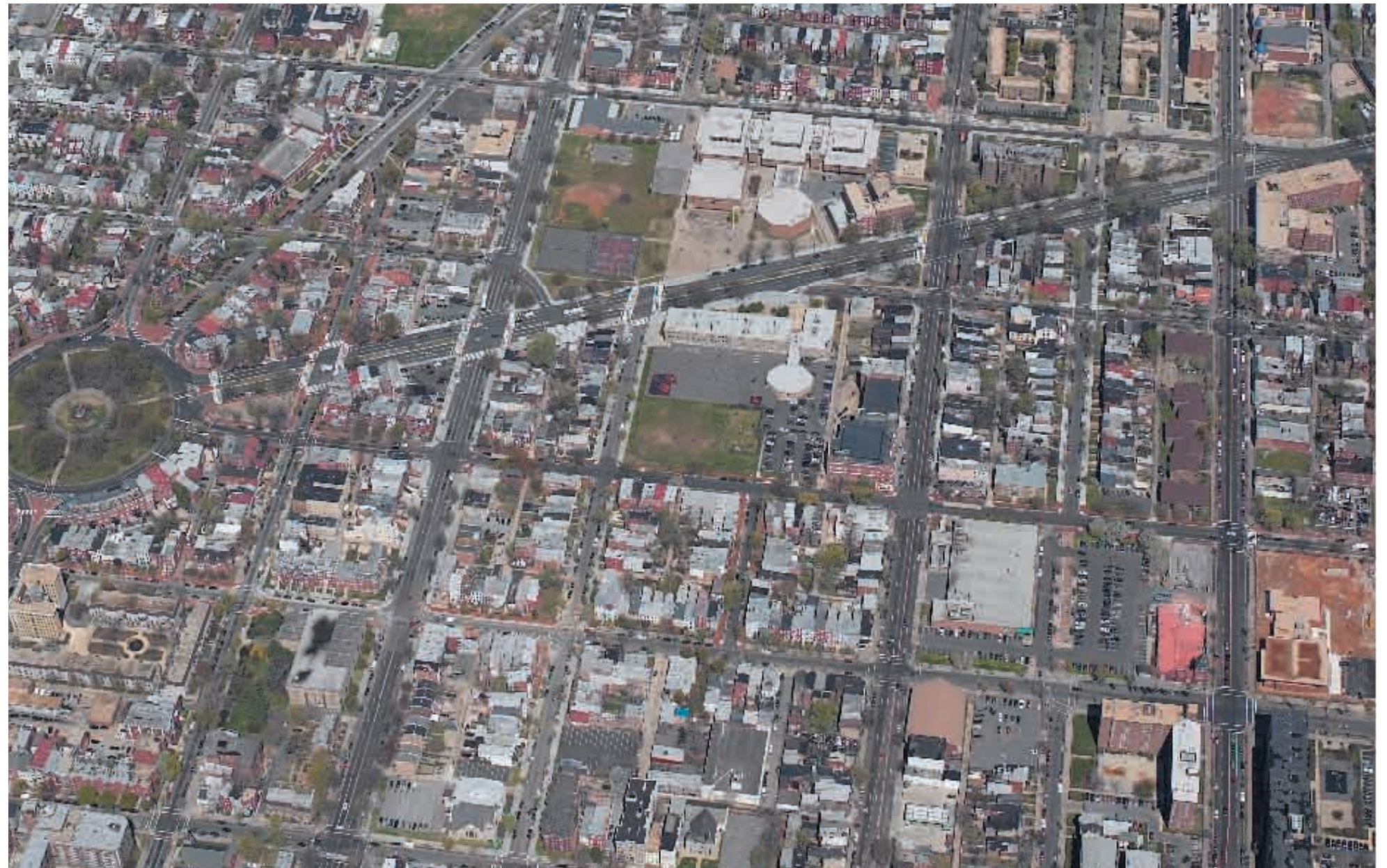
### Background

Located just north of the District's central business district and in the easternmost section of Ward 2, the neighborhoods located in the area around the new Convention Center are known for their diversity and urban character. In addition to being conveniently located within the District, the mix of housing types and number of affordable housing units has throughout the latter part of the 20<sup>th</sup> century ensured that the area has retained its diversity. Today, this area is being rediscovered. With concerns about losing affordable housing, a desire to attract retail, and many demands placed on its public spaces, this study was initiated to develop a strategy for guiding new development so that it benefits existing residents as well as those that are new to the neighborhood, and to ensure that the District uses its resources as effectively as possible to address these issues.

Today, the Study Area is experiencing an influx of investment spurred, in part, by the construction of the new Washington Convention Center. Other factors contributing to recent investment are the areas proximity to downtown, good building stock, excellent accessibility to mass transit, and the regional real estate market. Many of the changes taking place in the neighborhood today are include private investment in renovating existing homes and businesses.

Private investment in the community is long over due and residents view on new development is varied. For some, the investment is seen as positive, bringing more residents to the neighborhood and increasing opportunities for much needed neighborhood serving retail. For others, the increased cost of housing and retail space and the decreasing number of affordable housing units bring concerns of displacement of long-time residents and local businesses.

Over the years, many studies and plans have been conducted for the area to address housing needs and economic development challenges. One of the plans, the Urban Renewal Plan for the Shaw School Urban Renewal Area, was adopted in 1969 and is still in affect. This



**Project Area** - The Study Area is located north of Washington's Central Business District and includes a mix of row houses, apartments, retail uses, and public facilities. It is bounded by New York Avenue, Massachusetts Avenue, 12<sup>th</sup> Street, Vermont Avenue, U Street, Florida Avenue, and New Jersey Avenue. The area is generally referred to as Shaw, but includes a number of neighborhoods identified by area residents. These include Logan Circle, French Street, Westminster Street, Blagden Alley, O Street Market, East Central, and Mount Vernon Square.



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN



*Urban renewal-era housing next to historic building*

plan was developed during a time when municipalities first dealt with urban decline – the plan opted for more selective intervention in a community rather than wholesale demolition and reconstruction, a planning strategy that was used in the District’s Southwest community. Much of the Convention Center area’s affordable housing, as well as the neighborhood retail center at 7th and O streets, was built during this time and as part of the Urban Renewal Plan.

In another effort to control growth in the Study Area, two historic districts were created around the Convention Center - one to the east and one to the west - to mitigate the impact of new development on adjacent neighborhoods. Design review of buildings in this area has been in effect since the districts were established in 1999.

Completed in November 2000, the Downtown Action Agenda is one of the more recent plans calling for the strengthening and protection of the existing Shaw community. The



*Giant Supermarket developed as part of the Urban Renewal Plan*

Downtown Action Agenda, along with the completion of the Strategic Neighborhood Action Plans (SNAPs) for Clusters 7 and 8 in 2002, led to the funding and development of the Convention Center Area Strategic Development Plan. The three plans called for protecting affordable housing in the community and strengthening existing and new retail serving the community. Other plans for this project area, like the *Public Art Study for the Shaw, Blagden Alley/Naylor Court, and Mount Vernon Square Historic Districts and Area*, were developed to guide growth in the community, strengthen its character and appeal as a desirable neighborhood, and to address quality of life issues of existing residents and business owners.

### **Plan Objectives**

Building off of and reinforcing the goals of previous plans, the Convention Center Area Strategic Development Plan will help the District and community guide private and public investment to realize several key objectives:



*Park at NJ Avenue and O Street built as part of the Urban Renewal Plan*

- 1) Strengthen Neighborhood Businesses - Retain existing businesses and attracting new businesses in Shaw through capital investment, meet the needs of visitors and tourists, and create job opportunities and tax revenues for local services;
- 2) Generate Quality Housing - Preserve historic housing and create additional housing that will ensure the community remains demographically diverse and will continue to offer a wide range of housing types, and;
- 3) Improve the Public Realm - Determine the best use of public assets in the community; balance the need for pedestrian and vehicular movement; coordinate the activities of critical District agencies; and, create a streetscape environment that draws from the corridor’s existing character and accommodates contemporary business requirements.



discussed the strengths and weaknesses of each alternative. Residents voiced a clear preference for the linear alternative.

In March 2004, the third public meeting focused on a preferred alternative for guiding neighborhood development. Residents reviewed specific recommendations for the neighborhood and provided feedback. Based on comments received at this meeting and at community meetings throughout the months of March and April, the preferred alternative was further modified.

The last public meeting, held in July 2004, provided participants the opportunity to comment on a refinement of the preferred plan, as well as design guidelines for new development. Comments received at this meeting were also incorporated into the final draft plan.

Throughout the planning process, the Office of Planning met with the District agencies who would be responsible for coordinating and implementing many of the Plan's proposed recommendations. Meetings were held with the following agencies:

- Office of the Deputy Mayor for Planning & Economic Development
- Office of Property Management
- Department of Parks and Recreation
- District Department of Transportation
- District Department of Housing and Community Development
- DC Housing Authority
- DC Public Schools
- National Capital Revitalization Corporation

**Process**

The Convention Center Area Strategic Development Plan is the product of a collaborative effort between the District of Columbia government, area citizens and businesses organizations, neighborhood stakeholders, and a consultant planning and design team.

The Plan was developed through a participatory process that included four public workshops, as well as multiple meetings with community groups. The Office of Planning reviewed this documents recommendations directly with 23 different community groups and routinely briefed ten neighborhood organizations at their regular meetings. Notices of public meetings were announced at community meetings, advertised in community newsletters and newspapers, distributed on flyers hand delivered throughout the project area, and posted on E-mail lists. Community participation included residents, business owners and other stakeholders from all parts of the project area.

Four public meetings covered a range of topics and concluded with a development guide for the future of the neighborhood. The first meeting, held in October 2003, included an introduction of the consultant team and an overview of their initial observations of the area. This meeting also provided residents with an opportunity to share what they wanted to see happen in the neighborhood over the next ten years, their concerns about housing and building density, and support needed for local businesses.

The second public meeting was held in January of 2004. This meeting included a review of three conceptual plans describing how future development in the community could be guided. The three concepts included different alternatives for guiding retail and residential development in the project area. The most significant differences in the concepts were the location of retail, which defined the three alternatives as linear, nodal, or dispersed. At this meeting residents



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

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2 NEIGHBORHOOD ASSESSMENT

Neighborhood History

The name “Shaw” is relatively new. Until that late 1960s, residents did not have one name for this part of the District. Rather, it was referred to by place names such as Logan Circle and U Street. In 1966, the area was slated for urban renewal, and the Redevelopment Land Agency began concentrated planning efforts in the area bounded by Florida Avenue and M Street on the north and south, and North Capitol Street and 15<sup>th</sup> Street on the east and west. This area reflected those of Shaw Junior High School’s attendance boundary, and the plan for this area came to be known as the Shaw School Urban Renewal Plan. Today, the Study Area is generally referred to as Shaw, but includes distinct neighborhood areas such as Blagden Alley, Logan Circle, U Street, and Mount Vernon Square.

The Study Area has traditionally been a dense, urban



1200 block of 9th Street, NW, during the 1940s

neighborhood with a great diversity of residents, housing types, businesses, commercial areas, and neighborhood institutions. When it first developed in the late 19<sup>th</sup> century, it was home to a mix of professional and working class residents. During this time, a number of “alley dwellings” were built in the neighborhood. Alley dwellings in the District first appeared after the rapid increase in the city’s population during and after the Civil War. The influx of free blacks, among other new residents moving to the District, had precipitated a housing crisis. As a way to maximize the development potential of large city blocks, property owners took advantage of the lack of regulations and created developable parcels accessible only by an alley and sold them or rented them to the city’s poorest residents. Alley dwellings increased the density of urban neighborhoods and, wherever they occurred, created a consistent pattern. Houses that faced the

public street tended to be inhabited by middle-class residents and were similar to those on adjacent streets. Properties facing the alley housed a different population - by the turn of the century, 16,046 out of 17,244 residents living in alley dwellings throughout the District were black.



Mid-20th Century plan developed by NCPC, showing alley dwellings and plans for housing

By the 1890s, significant African American leaders and opinion makers had made this part of the city their home. Between 1900 and 1920 the area became predominately African American. While the rest of the city and surrounding jurisdictions experienced growth and new development, the Shaw neighborhood remained stable through the first half of the 20<sup>th</sup> century and saw little change. Despite federal and local initiatives to address the poor housing conditions found in the city’s alley dwellings, they remained in this part of the city well into the 20<sup>th</sup> century.

From the late 19<sup>th</sup> century until 1968, commercial areas that developed along the 7<sup>th</sup>, 9<sup>th</sup>, and 11<sup>th</sup> streets street car lines served residents living in nearby areas, as well as those heading home to areas further north. The O Street Market at 7th and O streets, built in 1881, is one of three markets remaining in the city and a local landmark.

The 1968 riots that occurred after the assassination of Martin Luther King severely damaged the commercial areas. The riots were a significant

turning point for the community, after which outsiders perceived the area as increasingly unsafe. The 7<sup>th</sup> Street corridor was the hardest hit, sustaining so much damage that entire blocks were razed for redevelopment. Concurrently, the Shaw School Urban Renewal Plan called for selective demolition of housing in poor condition, specifically targeting many of the alley dwellings that remained in the area. The majority, if not all, of new development occurring in the Study Area after 1968 was built as part of the urban renewal plan and on sites that replaced commercial blocks damaged by riots or that had included alley dwellings. The plan guided construction of affordable housing, new schools, a library, and retail.

During the 1980s and 1990s, long time residents who remained in the community aggressively fought to keep their neighborhood free of crime. Local orange hat patrols, led by community leaders, played a significant role in ridding the neighborhood of open-air drug markets and crack houses. This played a significant role in improving the safety of the area, and is one of the factors that has prompted a recent resurgence of investment, particularly in residential development.



Carter G. Woodson was a prominent African American who lived in the 1500 block of 9th Street

Commercial business on 7th Street, NW



Commercial business on 7th Street, NW

Riots on 7th Street, NW, in 1968

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Riots on 7th Street, NW, in 1968



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At the same time that residents were fighting to protect their neighborhood from crime, the District opened its first modern convention center at 9th and H streets, in 1983. Soon after it was completed it was deemed too small and District officials began discussing potential sites for a new convention center. In 1986, the Mount Vernon Square site was identified as the preferred location. The District’s Comprehensive Plan was amended in 1994 to designate the six blocks north of Mount Vernon Square, cleared as part of urban renewal plans for an unrealized urban campus for the University of the District of Columbia, as the site for the convention center. The Convention Center is another factor that has prompted reinvestment in the Shaw community.

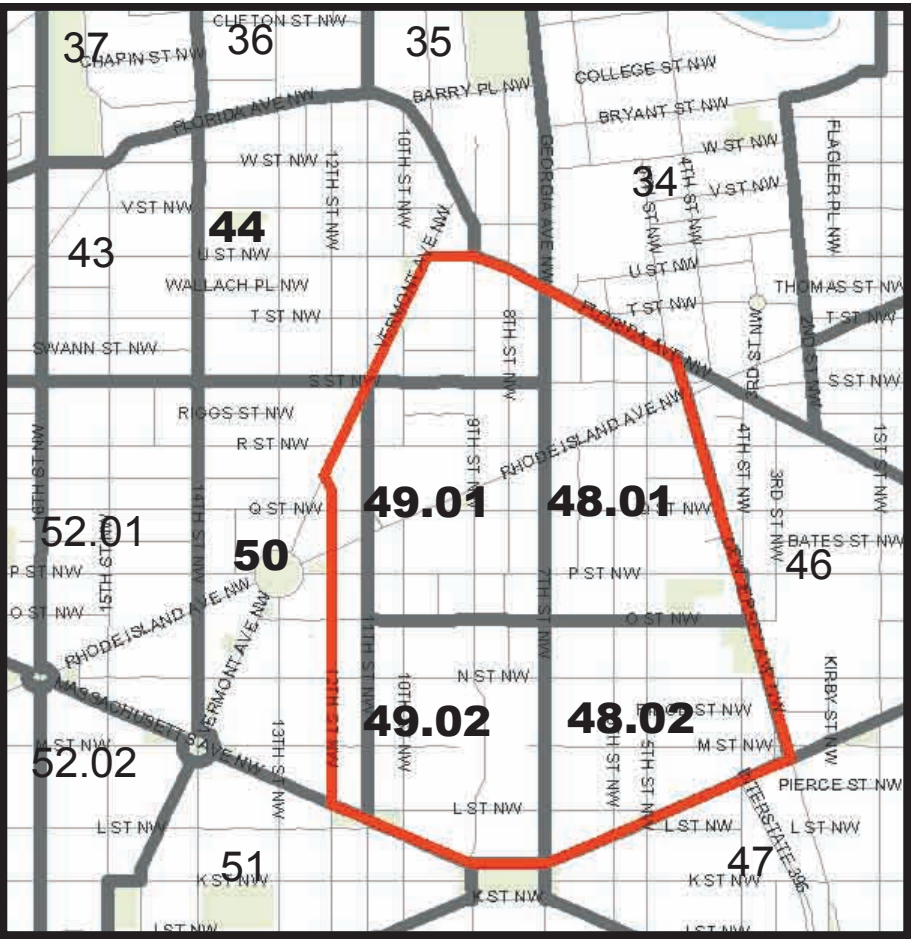
Rapid investment has brought about a number of concerns for existing residents and the District. The ongoing efforts to improve this community, combined with an increasingly strong real estate market and a desire on the part of municipal government to expend its funds strategically, has focused efforts to guide new development in a way that complements and enhances the lives of existing residents and the community.

Demographics

The changing demographics of the Study Area reinforce the notion this is a neighborhood undergoing transition. The area includes four census tracts entirely within it’s boundaries. Two census tracts include part of the Study Area but extend to 16th Street. To better understand the changes in the neighborhood, census data is presented for all six tracts, the four tracts in the Study Area, and the two tracts that include part of the Study Area.

Although Washington, DC, has been losing population since the mid-1990s, this decline has been slowing in recent years as the close-in neighborhoods of the District have seen a modest increase in population. The Convention Center Area is one of the neighborhoods that saw an increase in population between 1990 and 2000.

The areas diversity reflects that of the city - the age of residents mirrors that of all District residents, and their race and ethnicity is increasingly diverse. However, despite significant increases in the median household income for residents and the



The CCASDP area, shown in red, includes all of census tracts 48.01, 48.02, 49.01, and 49.02, and parts of 44 and 50

percentage of housing units occupied by their owners, both are well below that of the citywide average.

Census data in all tracts share some characteristics but also significant differences. All tracts show similar number of residents, a significant decrease in residents over the age of 65, an increase in residents between the age of 18 and 65, and similar changes in race and ethnicity. Residents under the age of 18 remained fairly consistent, but included a slight increase in western areas and a slight decrease in eastern areas.

Differences include a higher median income and higher percentage of owner-occupied housing units in census tracts to the west. This reinforces the notion that trends - including changes in the racial and ethnic make-up of the neighborhood, the arrival of new residents with higher incomes, and an

Census Data for Tracts 44, 48.01, 48.02, 49.01, 49.02, and 50 (all tracts)

	CCASDP Area - 1990	CCASDP Area - 2000	City-wide: 2000
Population	17,011	18,895	572,059
Age			
Under 18	18%	18%	20%
Between 18 and 65 years	61%	73%	68%
Over 65 years	21%	9%	12%
Race and Ethnicity			
African American	73%	57%	60%
White	18%	25%	31%
Hispanic Origin	11%	19%	8%
Income			
Median Household Income	\$20,751	\$29,103	\$40,127
Housing			
Occupied Housing Units	7,250 units	8,637 units	248,338 units
% Owner Occupied	16%	22%	41%

Census Data for Tracts 48.01, 48.02, 49.01, and 49.02 (within Study Area)

	CCASDP Area: 1990	CCASDP Area: 2000	City-wide: 2000
Population	8,813	9,028	572,059
Age			
Under 18	26%	24%	20%
Between 18 and 65 years	51%	66%	68%
Over 65 years	23%	10%	12%
Race and Ethnicity			
African American	73%	57%	60%
White	18%	25%	31%
Hispanic Origin	11%	19%	8%
Income			
Median Household Income	\$19,298	\$25,974	\$40,127
Housing			
Occupied Housing Units	3,185 units	2,871 units	248,338 units
% Owner Occupied	15%	19%	41%

Census Data for Census Tracts 44 and 50 (primarily west of Study Area)

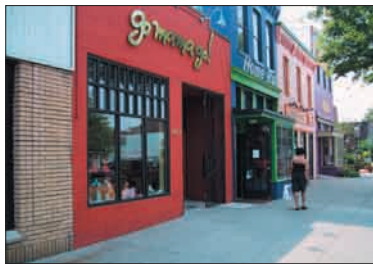
	CCASDP Area: 1990	CCASDP Area: 2000	City-wide: 2000
Population	8,198	9,867	572,059
Age			
Under 18	13%	14%	20%
Between 18 and 65 years	68%	79%	68%
Over 65 years	19%	8%	12%
Race and Ethnicity			
African American	63%	43%	60%
White	25%	35%	31%
Hispanic Origin	16%	25%	8%
Income			
Median Household Income	\$27,607	\$37,879	\$40,127
Housing			
Occupied Housing Units	7,250 units	8,637 units	248,338 units
% Owner Occupied	16%	24%	41%

Census data for the all six tracts that include areas within the study area, as well as census data for tracts entirely or partially in the Study Area

increasing percentage of housing units that are owner occupied - are moving west to east.



U Street



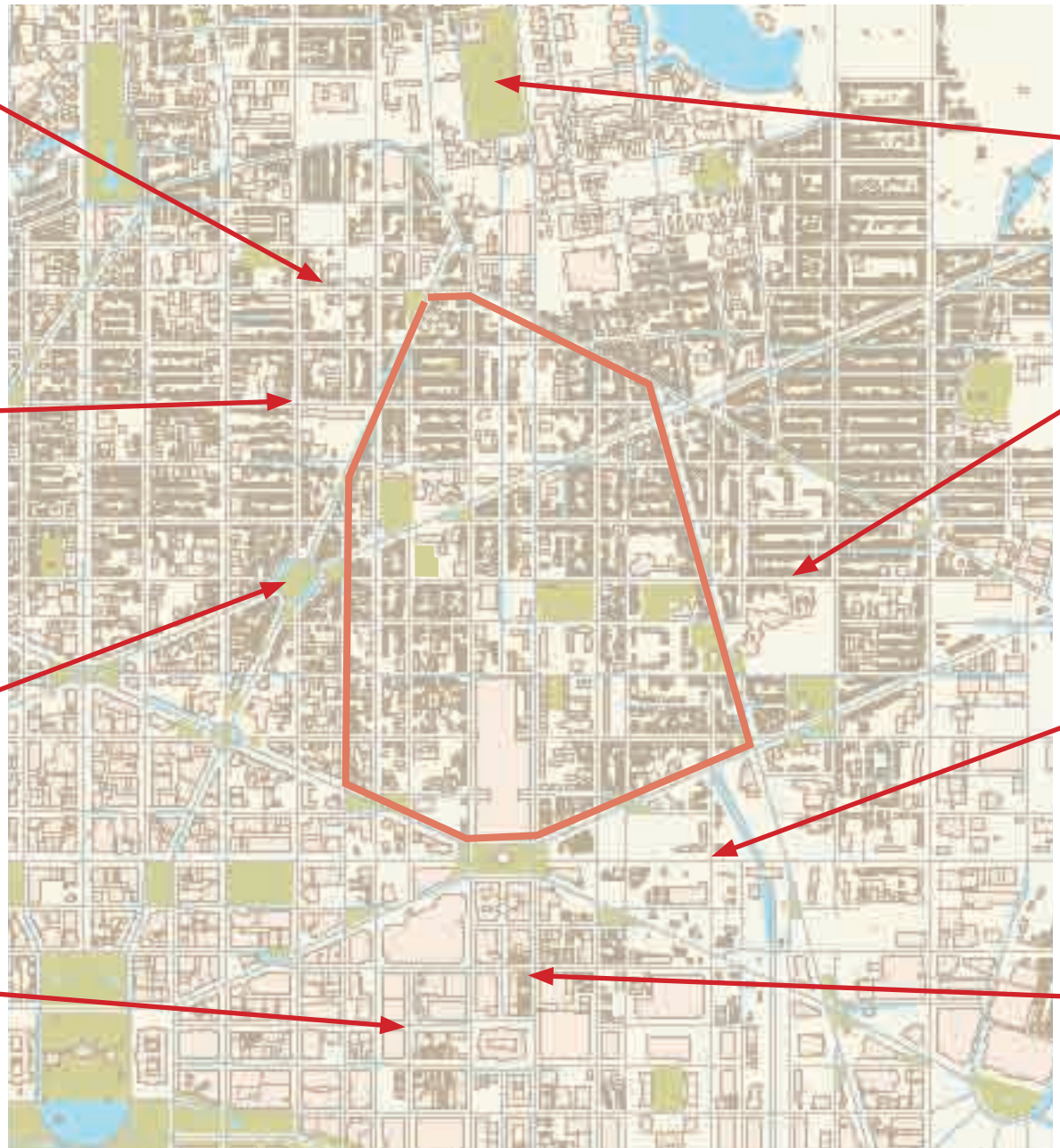
14th Street



Logan Circle



Downtown



Howard University



100 block of P Street, NW



Mount Vernon Triangle



Chinatown

4. Low-priced areas with large housing units
5. Low-priced areas with recent appreciation

The Urban Institute applied these characteristics to the District. It found areas with multiple indicators concentrated along the 14<sup>th</sup> Street, NW, corridor, close-in neighborhoods in NW, and areas surrounding Capital Hill. The entire Study Area had at least one indicator; the area west of 7<sup>th</sup> Street had all five.

Development and investment in neighborhoods surrounding the Study Area is contributing to development pressure in Shaw. New investment to the south is the most dramatic. The convention center itself and Gallery Place - a mixed-use development with retail, movie theaters, condominiums, and offices - are just two examples. The southeast boundary of the Study Area - New York Avenue - defines the boundary of Mount Vernon Triangle, an area about to undergo a major transformation from surface parking lots to a neighborhood including a mix of residential, retail, and office development.

To the west is an area known for Logan Circle and the stately residential homes that line Rhode Island Avenue and Vermont Avenue. Primary retail streets for this area are 14<sup>th</sup> Street and U Street, two corridors that have recently seen an influx of private investment. Neighborhoods to the east are also seeing investment, but not on the scale of areas to the west. These residential streets have well-built, but smaller, townhouses. This area does not have a clearly defined commercial center. There are local efforts underway to encourage retail on North Capitol Street and near the intersection of Rhode Island Avenue and First Street.

Howard University, Howard University Hospital, and other residential neighborhoods are located to the north. The Georgia Avenue corridor is also to the north and is lined with retail, homes, and apartment buildings. This corridor is also seeing new investment, specifically around the Georgia Avenue/Petworth Metro Station.

### Development Pressures

A number of factors, many beyond the boundaries of this study, are responsible for the dramatic changes that are occurring in the area around the Convention Center. In 2001, the Urban Institute studied the District with regards to patterns of gentrification, the process of urban renewal caused by middle-income residents moving into distressed urban areas that often

displaces low-income residents. Their study, "Leading Indicators of Gentrification in DC Neighborhoods", identified five characteristics of areas susceptible to gentrification.

1. Low-priced areas adjacent to higher priced areas
2. Low-priced areas with good metro access
3. Low-priced areas with historic architecture



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### Land Use and Zoning

#### Comprehensive Plan

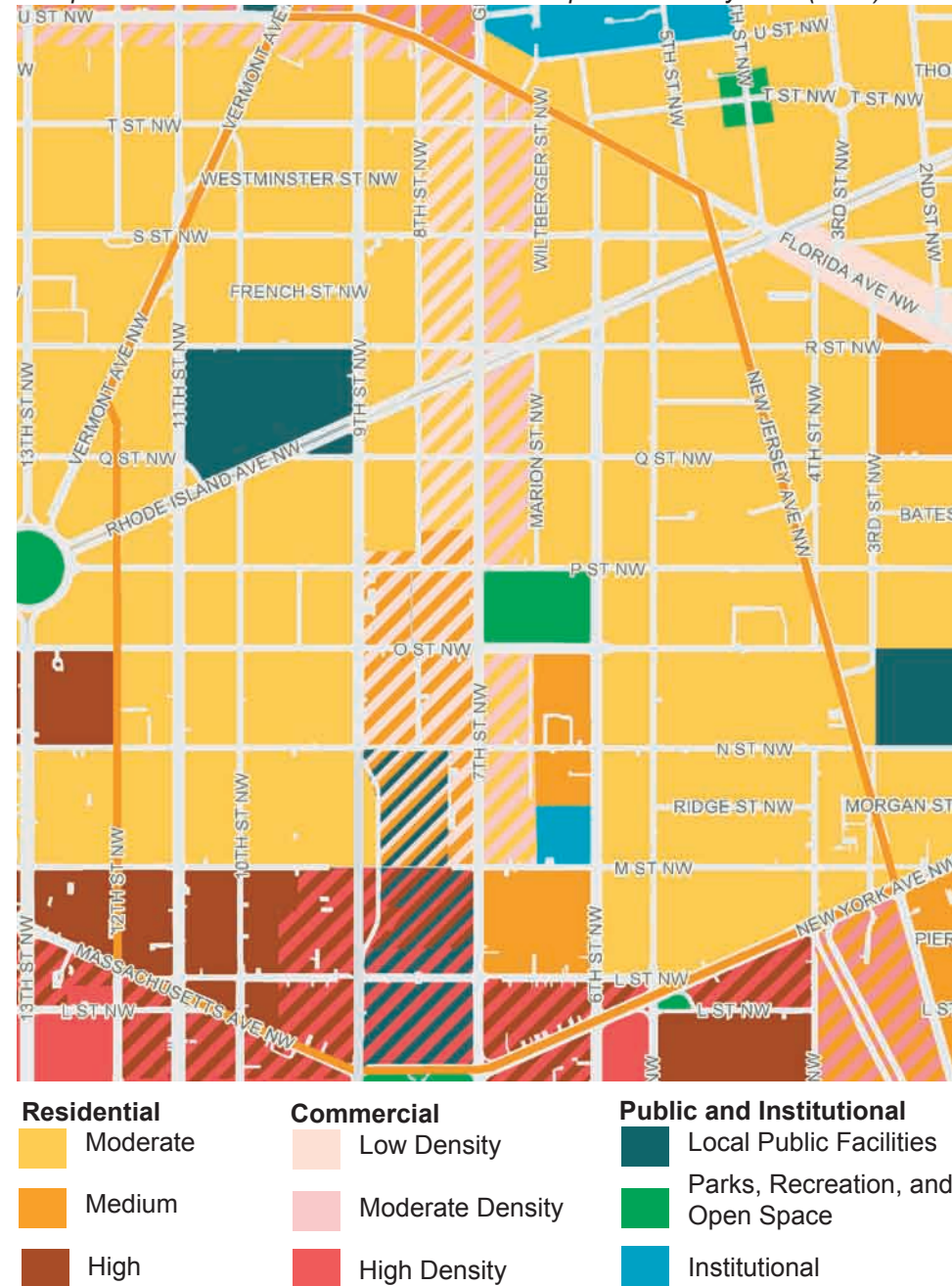
The Home Rule Act of 1973 requires that the District develop a Comprehensive Plan, which is a long-range (20 year) general policy document that provides overall guidance for future planning development of the city. The first Comprehensive Plan was adopted in 1985. The plan is updated periodically, most recently in 1999. The Office of Planning is currently revising the District Elements of the Comprehensive Plan. Small Area Plans, like the CCASDP, that are approved by the District Council become supplements to the Comprehensive Plan.

The Comprehensive Plan and Generalized Land Use Policies Map identifies the Mount Vernon Square area as a Housing Opportunity Area, where significant housing development is encouraged to occur due to its proximity to the central employment area and to metro stations. It also includes a strong emphasis on minimizing the displacement of elderly and the need to retain and develop housing for low- and moderate-income residents. Ensuring that housing is included in commercial areas is also highlighted. The Comprehensive Plan also identifies the need to conserve and enhance existing residential neighborhoods.

The Generalized Land Use Map identifies three residential land use categories for the Study Area: moderate, medium, and high density. The majority of residential areas are medium density, with high and moderate density located south of M Street, adjacent to metro stations, or in retail corridors. Residential high-density allows for high rise apartment buildings; medium density allows multiple-unit housing and mid-rise apartments; and moderate density allows row houses and garden apartments.

All designated commercial land use categories are along 7<sup>th</sup>, 9<sup>th</sup>, and U Streets, and New York, Massachusetts, and Florida avenues. It includes classifications for three types of densities: high, moderate, and low. High density allows for a mix of employment, retail, office, cultural and entertainment uses; moderate allows shopping and service areas providing a broad range of goods and services; and low density call for shopping and services that are low in scale, character, and activity. Other

Comprehensive Plan Generalized Land Use Map for the Study Area (2002)



recommendations for commercial uses include reinforcing land use policies that encourage better use of transit oriented development and locating a new hotel near the Convention Center. Like the residential classification, high-density use is located south of M Street and reinforces protection of residential neighborhoods to the north. Low and moderate commercial uses are concentrated on

7<sup>th</sup> and 9<sup>th</sup> streets.

There are three public and institutional use designations in the Study Area. These allow for a range of uses including, but not limited to, parks, recreation centers, open space, educational facilities, hospitals, and religious institutions.

#### Zoning

The Zoning Regulations of the District of Columbia control land use, density, height, and bulk characteristics of development. The District of Columbia Zoning Map identifies the designated zoning for all parcels of land in the city. All construction or rehabilitation on private land must conform to the requirements imposed by the Zoning Regulations and Zoning Map adopted by the DC Zoning Commission or seek relief before the appropriate bodies. Zoning Regulations also must be consistent with the Comprehensive Plan. For the majority of the Study Area zoning categories correspond to existing conditions, but not all. In some cases allowable heights and development significantly exceed what currently exists, and some areas identified for residential use are zoned commercial.

The Study Area has a number of different zoning classifications that reflect the diverse building pattern and type found in the neighborhood. The majority of residential areas are zoned R-4. This zone is intended to protect the small scale of the residential neighborhoods from inappropriate development and allows single-family residential uses, churches, and public schools. There are two concentrations of R-5-B and R-5-D areas; one at the Shaw Metro Station and the other at the Mount Vernon Square/Convention Center Metro Station. R-5-B and R-5-D both allow general residential uses such as single-family dwellings, flats, and apartment buildings; the density, height, and lot coverage allowed increases by zoning classification. The area south of M Street and west of the Convention Center includes areas zoned R-5-E. This zone allow the greatest density of residential development.

Much of the commercial zoning is C-2-A, with concentrations of higher density located near the Convention Center and north of Rhode Island Avenue. C-2-A zones are located on 7<sup>th</sup> Street, 9<sup>th</sup> Street, and 11<sup>th</sup> Street. This is a mixed-use zone that allows retail, office and all kinds of residential uses. The highest



**Floor Area Ratio (FAR)** - FAR refers to Floor Area Ratio and is a measure of density. It is expressed as a ratio for total floor area in all above grade floors of a building to the land area of the lot that the building is situated. For example, an FAR of 1.0 could be a one-story building covering 100 percent of the lot, a two-story building covering 50 percent of the lot, a four-story building covering 25 percent of the lot, etc.

**Matter-of-Right** - A matter-of-right development is one that complies with current stated standards of the Zoning Regulations. The District's Department of Consumer and Regulatory Affairs (DCRA) manages the permit process for matter-of-right uses. This process does not provide for public input with regard to either design or use.

**Planned Unit Development (PUD)** - A planned unit development (PUD) is a planning tool intended to achieve developments and public benefits that are superior to those that would result from "matter-of-right" projects. A PUD involves extensive review by public bodies and neighborhood residents. The Zoning Commission may only approve a PUD if it finds that the project will not cause adverse impacts on the neighboring area due to traffic, noise, etc., and will provide public benefits and amenities that are greater than the

flexibility (generally increased density) requested. District agencies such as the Department of Transportation, Department of Health, Police, Fire and Emergency Medical Services and other agencies such as the DC Public Schools and WASA review each application and indicate whether it will cause any problems.

Through the PUD process, a developer may be permitted greater flexibility in matters such as site plan, building height or density in return for providing qualities or benefits such as superior architecture, more rational and environmentally sound land use, improved public space or facilities, contributions to neighborhood-serving institutions or the provision of affordable housing. Although PUDs allow for greater flexibility, they are not permitted to circumvent the intent and purposes of the Zoning Regulations, nor may they be inconsistent with the Comprehensive Plan. When a project is designated a PUD, the Zoning Commission usually mandates development standards and other requirements tailored to the specific project. If a PUD includes a zoning change, that zoning change applies only to the approved project. If the project is not built, or is someday demolished, the zoning reverts to what it was before the project was approved.

Residential Zones

Zone	Purpose	FAR	FAR w/ PUD	Max. Height	Max. Height w/ PUD
R-4	Row houses and row conversions	n/a	1.0	40'	60'
R-5-B	Moderate density apartments	1.8	3.0	50'	60'
R-5-C	Medium density apartments	3.0	4.0	60'	75'
R-5-D	Medium-high density apartments	3.5	4.5	90'	90'
R-5-E	High density apartments	5.0	5.0-6.0	90'	90'

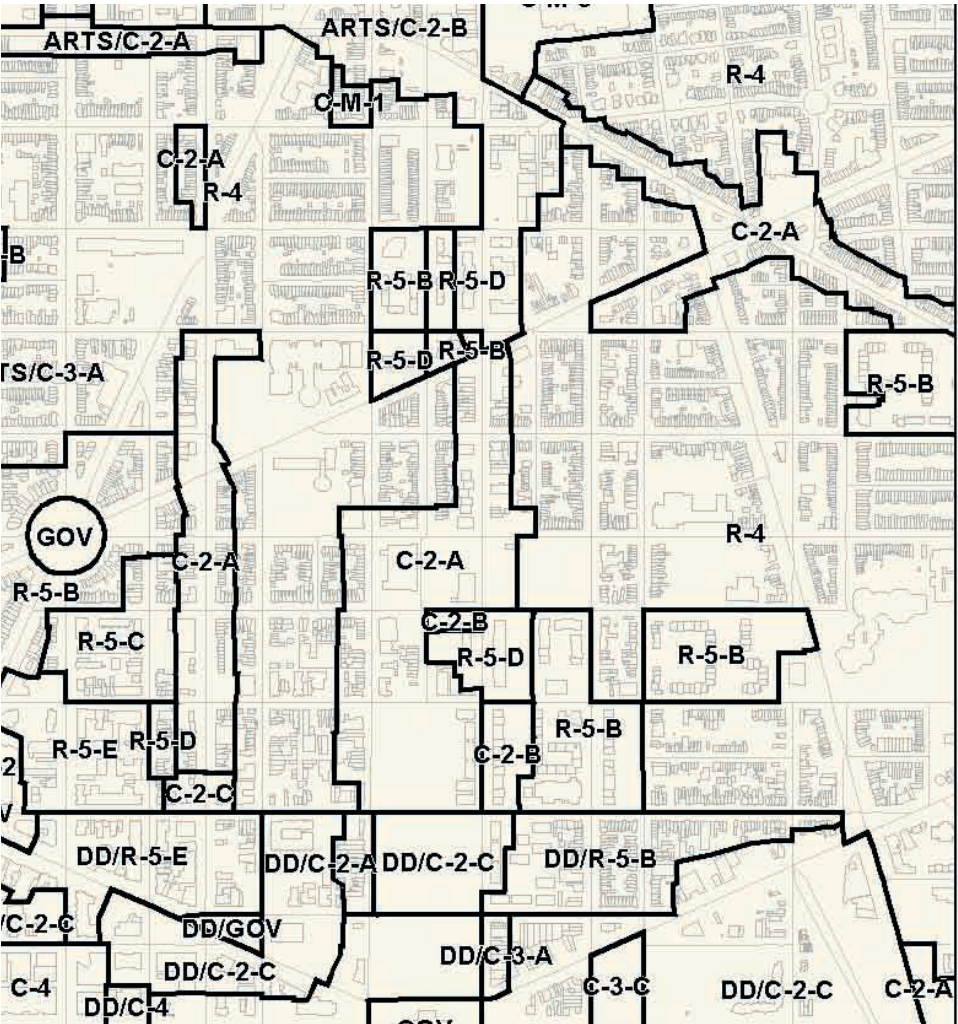
commercial zone classification in the Study Area is C-2-C and located next to the Convention Center. This area has C-2-A, C-2-B, and C-3-A zones. All of these zones allow a mix of retail, office, and all kinds of residential uses, but at different densities. Other commercial areas zoned C-2-B include the southwest corner of 7<sup>th</sup> Street and O Street and areas north of Rhode Island Avenue. The west side of the 1900 block of 9<sup>th</sup> Street is zoned C-M-1. This classification allows development of low bulk commercial and light manufacturing uses with standards of external effects and new residential development prohibited.

Commercial/Industrial Zones

Zone	Purpose	FAR	FAR w/ PUD	Max. Height	Max. Height w/ PUD
C-2-A	Community Business Center	2.5	3.0	50'	65'
C-2-B	Community Business Center	3.5	6.0	65'	90'
C-2-C	Community Business Center	6.0	--	90'	--
C-3-A	Major Business and Employment Center	4.0	4.5	65'	90'
C-M-1	Commercial and Light Manufacturing	3.0	3.0	3 stories or 40'	3 stories or 60'

There are two overlay zone classifications in the Study Area. The Downtown Development District Overlay (DD) includes the entire area south of M Street. This overlay includes development incentives and requirements for transferring development rights and for combined lot development, both intended to promote retail, hotel, residential, entertainment, arts/cultural uses, and historic preservation. The second is the Uptown Arts Overlay (Arts). It is only applied to areas north of Rhode Island Avenue and includes most of the properties along 7<sup>th</sup> Street, Florida Avenue, and U Street. This overlay promotes arts and arts/cultural related uses, includes design requirements,

Map of existing zones in the Study Area



encourages pedestrian activity through increased residential, retail, and entertainment uses, and encourages the reuse of older buildings.

There are a number of small businesses located in residential zones that do not conform to the zoning regulations. The businesses are locally owned and typically corner markets. Since they predate the zoning ordinance, they are allowed to continue operating as legal nonconforming uses. However, these businesses are not allowed to expand without a use variance. A commercial use of the same type (ie. market, Laundromat, carryout, etc.) can continue to operate on the site as long as three years do not pass without the property having a valid Certificate of Occupancy for the commercial use.



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### Transportation and Public Realm

The grid of streets established by the 1791 L'Enfant Plan provides the network for moving in and around the Study Area. The public right-of-way dedicated for streets includes sidewalks, street trees, and on-street parking, and serves pedestrians, cars, trucks, busses, and bikes.

#### Public Realm

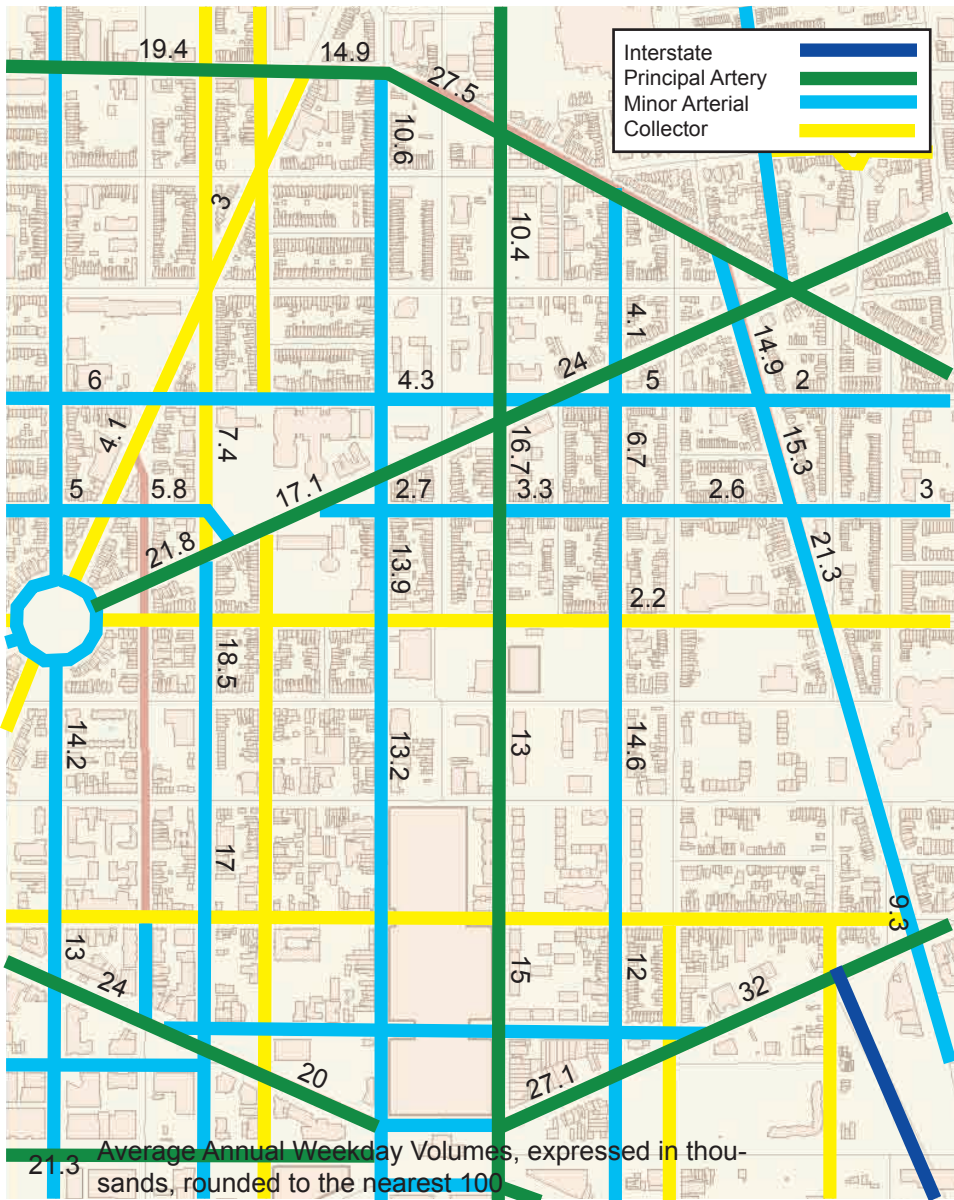
There are a number of different street-to-building relationships in the Study Area. On some streets, the roadway, sidewalk, and building setbacks are appropriate for the amount of traffic and adjacent uses. For example, the relationship of the street to commercial buildings in the 1100 block of 7<sup>th</sup> Street and between the street and single-family homes on the 600 block of Q Street creates an environment that is appropriate for current traffic and land use. On 7<sup>th</sup> Street, the sidewalk allows for pedestrians, outdoor seating, and vending, and on Q Street the setback between the street and residences establishes a boundary between the public street and private residence. On other streets, like the 1900 block of 9<sup>th</sup> Street and the 1500 block of 6<sup>th</sup> Street, the majority of the right-of-way is roadway, leaving little room for anything else. The narrow sidewalk in the retail area restrains pedestrian movement and limits activity - on 6<sup>th</sup> Street, the sidewalk provides inadequate space for street trees and creates an uncomfortable environment, putting small-scale residential buildings immediately adjacent to a six-lane road.

#### Traffic

All roads in the Study Area fall under one of four classifications that the Department of Transportation (DDOT) uses to represent their use and function. The categories range from Principal Arterials (major traffic carriers in the city) to Local (predominantly local traffic and carrying little to no through traffic). The functional classification is a guide for traffic planning. It provides no guidance for streetscape treatment or amenities. DDOT currently has a backlog of 25 streetscape projects with a combined total estimated cost of \$200 million, an amount that far exceeds current funding levels for these types of projects.

Traffic counts from 2001 indicate that several roads may be overbuilt to serve current traffic levels. For example, 7<sup>th</sup>

Functional Classification and Traffic Counts for Streets



Street carries more traffic than 6<sup>th</sup> Street, but 6<sup>th</sup> Street has four lanes of traffic while 7<sup>th</sup> Street between N Street and Florida Avenue has two. There is currently not enough information to determine if the public right-of-way on streets in the Study Area are designed appropriately for the amount of traffic they carry.

#### Alternate Modes of Transit

The majority of space in the public right-of-way is dedicated to thru-traffic and on-street parking, but the 2000 Census data shows that the percent of residents in the Study Area using alternate modes of

Mode of Transit to Work in Percentages

	Study Area	District of Columbia
Car, Truck, or Van	33%	49%
Public Transportation	38%	33%
Bicycle	3%	1%
Walk	21%	12%
Other	5%	5%

2000 census data from Census Tracts 44, 48.01, 48.02, 49.01, 49.02, and 50

Subway Stations, Bus Lines, and Number of Daily Riders

Subway Station	Enter	Exit
U Street/African-Amer. Civil War Mem./Cardozo	4,500	4,300
Shaw/Howard University	4,100	3,900
Mount Vernon Sq./7th Street/Convention Center	3,100	3,100

Bus Route	Line	Ridership
66/68	Petworth-11th Street	2,900
70/71	Brightwood-Petworth/Georgia Ave./7th Str.	20,000
90/92/93	U Street-Garfield	16,400
96/97	East Capitol Street-Cardozo	5,200
98	Adams Morgan-U Street	150
G2	P Street-LeDroit Park	1,900
G8	Rhode Island Avenue	4,300
P1/P2/P6	Anacostia/Eckington	4,100
X1/X3	Benning Road-Potomac Park	1,700



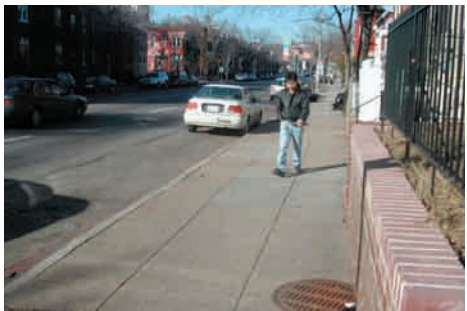
1100 block of 7th Street



600 block of Q Street



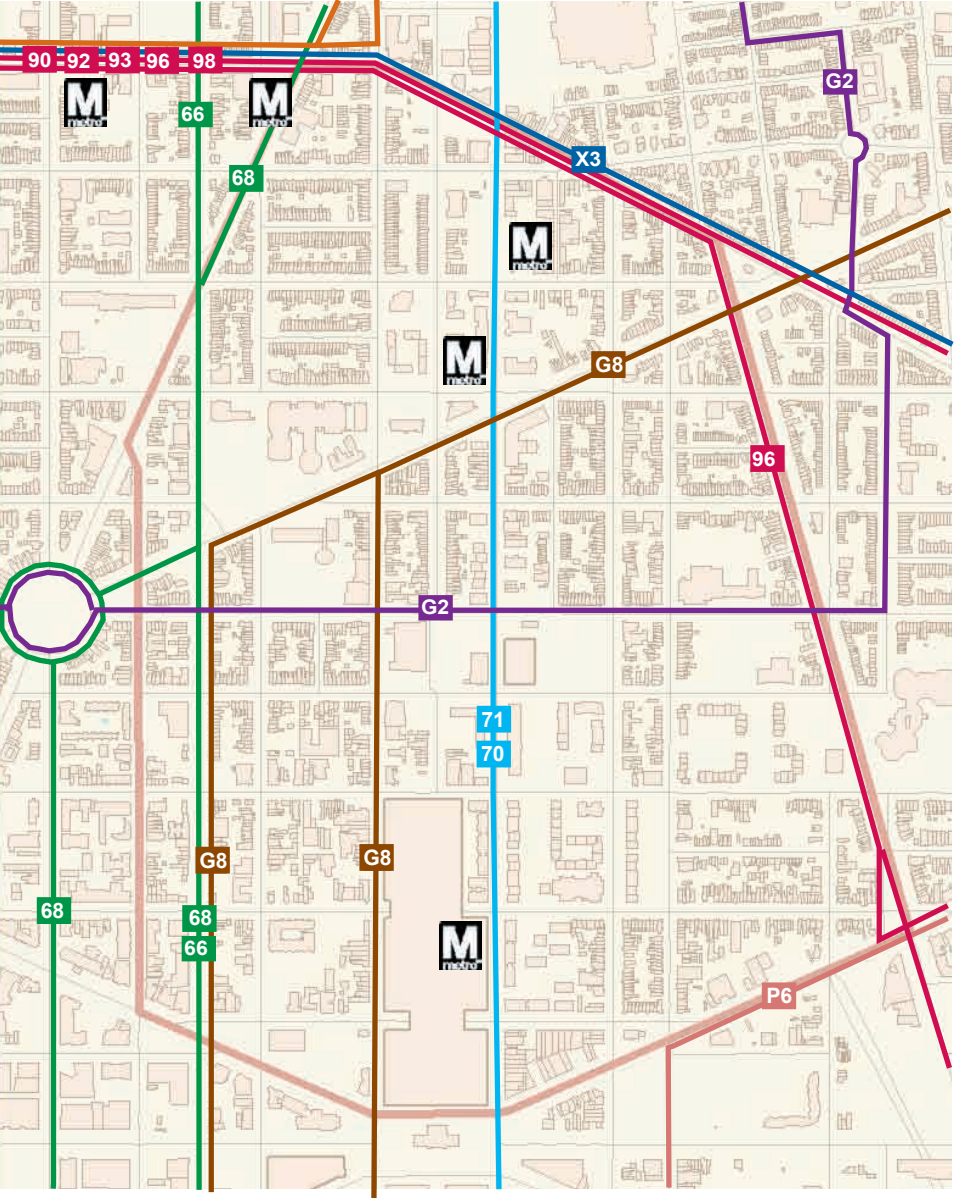
1900 block of 9th Street



1500 block of 6th Street



Subway Stations and Bus Lines in Study Area

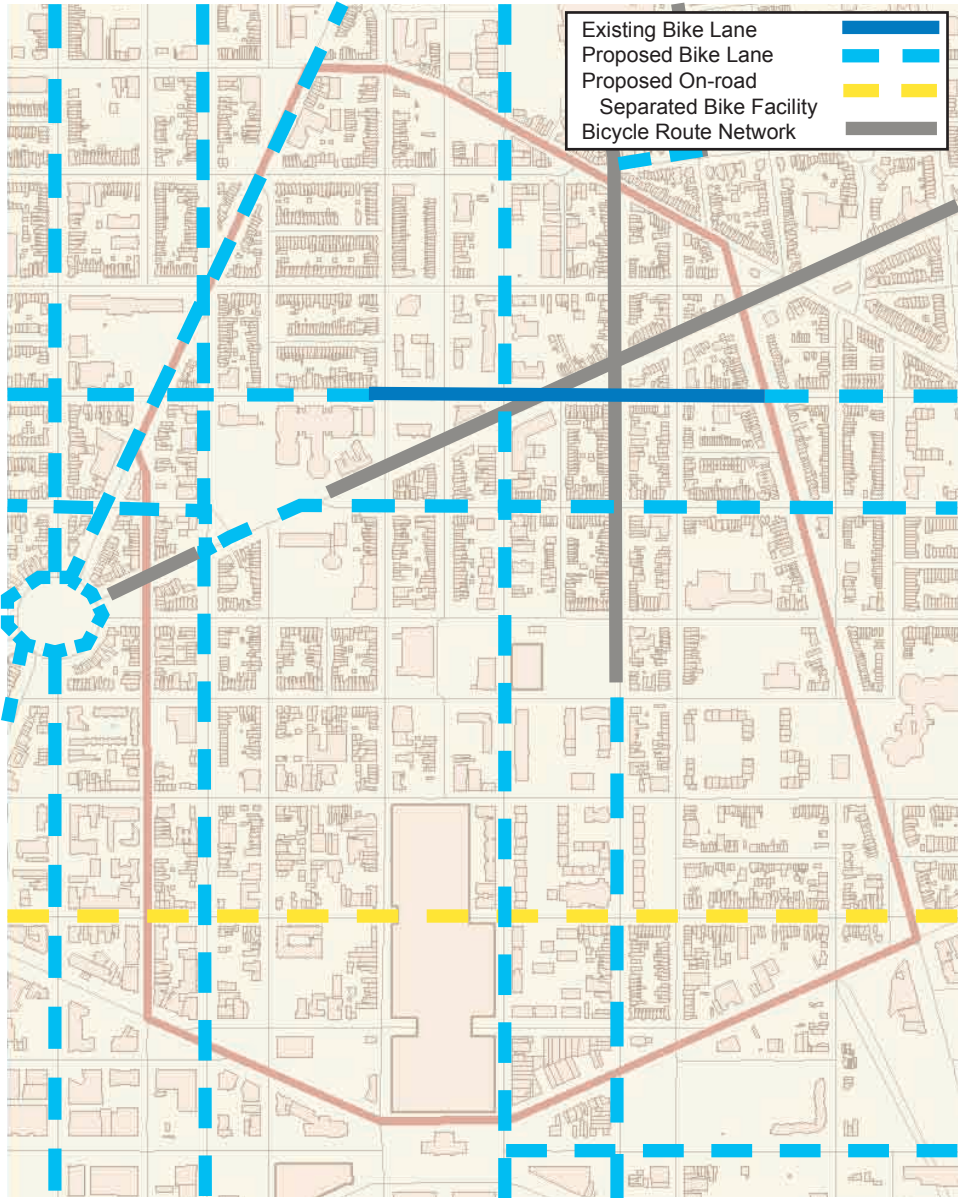


Mt. Vernon Square/Convention Center Metro Station



R Street Bike Lane

Proposed Bike Lanes in the District's Bicycle Master Plan



transit to get to work outnumber those who drive almost two to one: 33% of area residents drive to work while 62% use an alternate mode of transit. Subway and bus are the most heavily used mode of transit, and 21% of residents walk to work.

The high percentage of mass transit users is directly related to the subway and bus service provided in the Study Area. This includes 17 bus routes and one subway line with access to all parts of the District and region. With the exception of one bus line on P Street, all transit lines are located on Principal Arteries or on streets zoned

for commercial use. Two subway stations are centrally located on the 7<sup>th</sup> Street corridor; bus lines run throughout the area, concentrating on avenues at the perimeter of the Study Area or 7<sup>th</sup>, 9<sup>th</sup>, and 11<sup>th</sup> streets. Bus routes on U Street/Florida Avenue/New Jersey Avenue (90/92/93/96) and 7<sup>th</sup> Street (70/71) carry the most riders; consequently, the intersection at 7<sup>th</sup> Street and Florida Avenue is the most active transfer point for bus riders.

As part of plans to accommodate bikes on roadways, the Department of Transportation's Draft Bicycle Master Plan identifies eight streets in the Study Area for bike lanes. According to the 2000 census, three percent of residents in the Study Area ride a bike to work. The southwest section of the Study Area, west of 9<sup>th</sup> Street and south of O Street, has the most number of bikers. Some census block groups in this area rank among those with the highest percentages of residents biking to work in the District, with between 5 and 8.7 % of residents using that mode of transportation.

Parking

On-street parking is increasingly becoming an issue in the Study Area. The Mayor's Parking Task Force Report, completed in 2003, estimates that there are between 3,222 and 5,471 on-street parking spaces in the Study Area and between 4,308 and 6,200 registered cars. The section of the Study Area between 7<sup>th</sup> and 12<sup>th</sup> streets ranks among the highest in the District in terms of the number of cars to on-street parking spaces; the area east of 7<sup>th</sup> Street has less competition for on-street parking. There are more than 40 religious institutions in the Study Area that have additional parking needs, primarily on Sundays, when the street right-of-way is used to double-park during services.

With so many demands being put on the public right-of-way, the District needs to make sure that it is being used as efficiently as possible



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### Schools

Schools located in or that draw students from the Study Area have had a steady decline in students between the 1998-2004 school years, reflecting a similar trend occurring across the District. Within the Study Area are four traditional public schools and one charter school: Cleveland Elementary, Montgomery Elementary, Seaton Elementary, Shaw Junior High, and Maya Angelou Charter School. With the exception of Seaton, the remaining traditional public school have seen student numbers decrease significantly between 1998 and 2004. Seaton is operating near its student capacity; the remaining schools are well under. Maya Angelou is open to all students living in the District and focuses on a post-high school, work environment in addition to traditional academics.

There are other public schools located outside the Study Area but whose enrollment boundaries cross into the Study Area. Cardozo Senior High is the only designated high school (the western boundary for Dunbar Senior High is New Jersey Avenue). Garrison, Thomson, and Walker-Jones elementary, Terrell Junior High, and Garnett-Patterson Middle schools also draw student from the area. All of the elementary schools have seen a decline in students between 1998 and 2004. Student numbers for the junior high and senior high schools serving this area are inconsistent, showing both declines and increases in students. An overall decline of students has slowed, but as a consequence of an overall decrease the majority of school facilities are overbuilt to serve their current student bodies.

Almost all school facilities in and adjacent to the Study Area are deemed to be in poor condition. Financial constraints has limited the District of Columbia Public Schools (DCPS) capacity to implement its capital program. Significant upgrades underway for local facilities include the total rehabilitation of Cleveland and Thomson elementary schools. In the Fall 2003 Facilities Master Plan Update, five area schools - Cardoza, Garnett-Patterson, Shaw, Terrell, and Walker-Jones - are designated a "tier" school, meaning that they are identified as a priority school for reconstruction or modernization. The remaining four schools – Dunbar, Garrison, Montgomery, and Seaton – are identified as being in poor condition but not as sites for renovation. Of these four schools, Shaw and Seaton are particularly poorly designed and do not take full advantage of their sites. For example, both schools have concrete plazas that are poorly designed, rarely used, and disrupt the urban development pattern of the neighborhood. Shaw's open-school plan is also inefficiently designed. Both

Public Schools located within Study Area and their Enrollment History, Student Capacity, and Condition

School	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	Student Capacity	DCPS Students in Enrollment Area (2003-04)	DCPS Students in Enrollment Area Attending Local School (2003-04)	School Condition	Tier
Cleveland Elem.	338	320	279	238	222	209	320	153	80	New Facility	Tier 0
Montgomery Elem.	417	412	395	371	314	266	426	243	145	Poor	No Tier
Seaton Elem.	451	449	436	437	441	420	444	326	194	Poor	No Tier
<b>Sub-total</b>	<b>1,206</b>	<b>1,181</b>	<b>1,110</b>	<b>1,046</b>	<b>977</b>	<b>895</b>	<b>1,190</b>	<b>722</b>	<b>419</b>		
Shaw Jun. High	693	590	552	546	534	492	693	592	277	Fair	Tier 3
<b>Sub-total</b>	<b>693</b>	<b>590</b>	<b>552</b>	<b>546</b>	<b>534</b>	<b>492</b>	<b>693</b>	<b>592</b>	<b>277</b>		
<b>Area Total</b>	<b>1,899</b>	<b>1,771</b>	<b>1,662</b>	<b>1,592</b>	<b>1,511</b>	<b>1,387</b>	<b>1,883</b>	<b>1,314</b>	<b>696</b>		

Public Schools with student boundaries within Study Area and their Enrollment History, Student Capacity, and Condition

School	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	Student Capacity	DCPS Students in Enrollment Area (2003-04)	DCPS Students in Enrollment Area Attending Local School (2003-04)	School Condition	Tier
Garrison Elem.	506	485	433	384	386	379	385	419	227	Poor	No Tier
Thomson Elem.	359	354	335	292	276	285	320	413	203	New Facility	Tier 0
Walker-Jones Elem.	612	608	586	550	529	509	552	743	507	Poor	Tier 1
<b>Sub-total</b>	<b>1,477</b>	<b>1,447</b>	<b>1,354</b>	<b>1,226</b>	<b>1,191</b>	<b>1,173</b>	<b>1,257</b>	<b>1,575</b>	<b>937</b>		
Terrell Jun. High	342	287	240	286	294	284	546	295	142	Poor	Tier 2
Garnett-Patterson Middle	352	309	306	317	328	345	390	375	206	Poor	Tier 3
Cardozo Sen. High	779	825	720	771	749	814	1,019	2,074	593	Poor	Tier 2
Dunbar Sen. High	855	845	914	990	1,078	912	993	978	375	Poor	No Tier
<b>Sub-total</b>	<b>2,328</b>	<b>2,266</b>	<b>2,180</b>	<b>2,364</b>	<b>2,449</b>	<b>2,355</b>	<b>2,948</b>	<b>3,722</b>	<b>1,130</b>		
<b>Area Total</b>	<b>3,805</b>	<b>3,713</b>	<b>3,534</b>	<b>3,590</b>	<b>3,640</b>	<b>3,528</b>	<b>4,205</b>	<b>5,297</b>	<b>2,067</b>		

sites have surface or structured parking that could be better incorporated into a new building that improves the efficiency of land use.

DCPS is currently reviewing its current facilities master plan, which includes tiered schools. The tier classification will still be in affect, but capital funds may be redirected to schools currently not in a tier.

### Parks, Recreation Centers, and Open Space

There are currently fifteen parks, recreation centers, or recreation fields within the Study Area. They are controlled and maintained by three agencies: District of Columbia Public Schools (DCPS), District of Columbia Parks and Recreation (DPR), and the National Park Service (NPS). When combined these areas amount to over 17 acres.



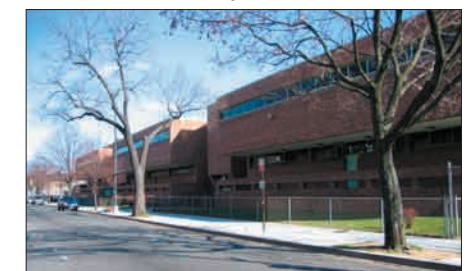
Montgomery Elementary School



Seaton Elementary School



Cleveland Elementary School



Shaw Junior High School



Westminster Street Playground



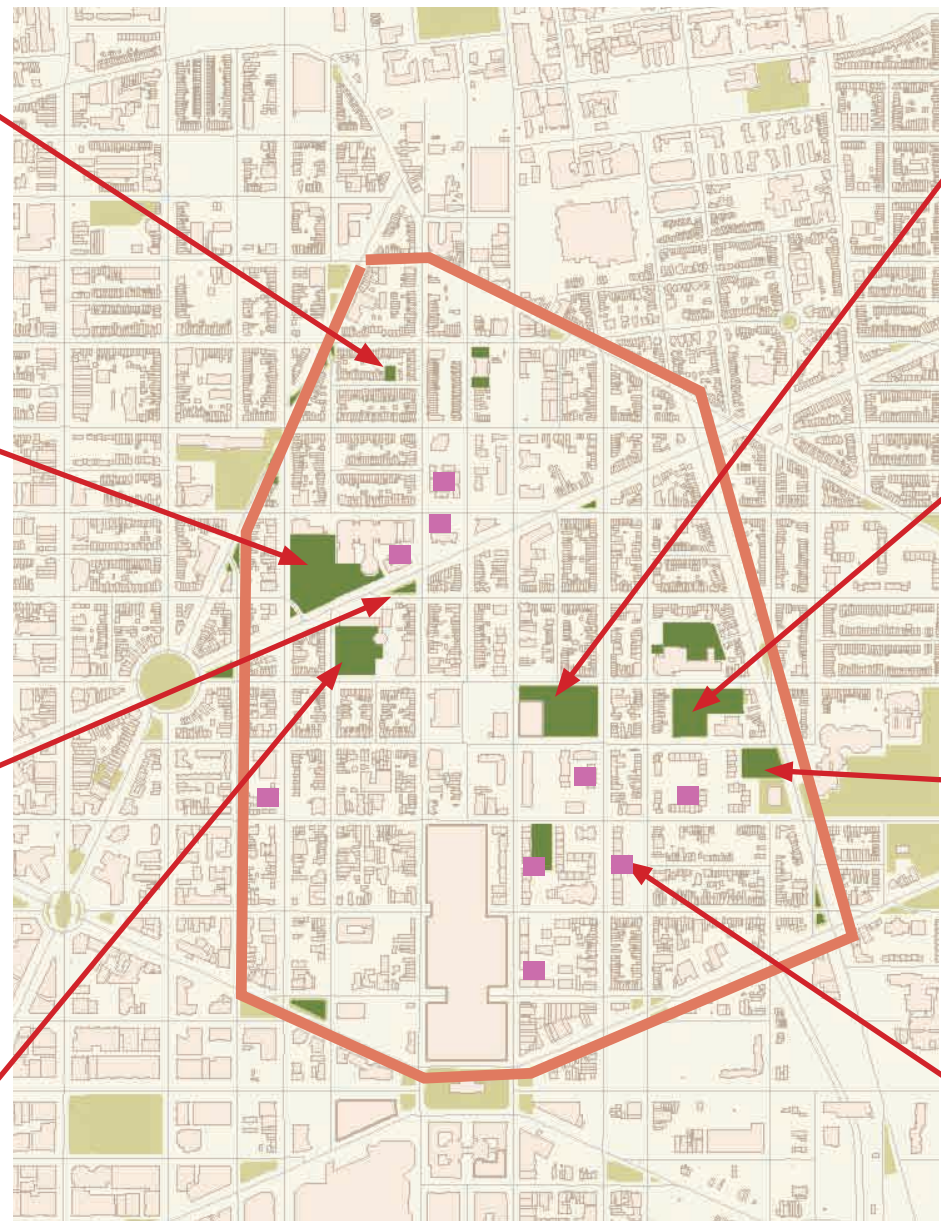
Shaw Recreation Area



Carter G. Woodson Park



Seaton Field and Playground



Park or Open Space Open to Public Playground on Private Property



Kennedy Recreation Center



Bundy Field



Open Space at NJ Ave. and O Str.



Washington Apartments Playground

Park and Open Space Inventory

Jurisdiction	Site	Type	Acreage
DC Public School	Cleveland Elementary	Playground	0.5
	Montgomery Elementary	Playground and Recreation	1.5
	Seaton Elementary	Playground, Recreation and Field	2
	Shaw Junior High	Amphitheater and Plaza	1
Department of Parks and Recreation	Bundy School	Field	2.5
	Shaw Recreation Field	Skate Board Park, Basketball Courts, and Field	3
	Kennedy Recreation Center	Playground, Recreation, and Field	3.8
	N Street Playground	Playground and Recreation	1
	New Jersey Avenue and O Street Park	Open Space	1
	Westminster Playground	Playground	0.17
	Carter G. Woodson Park	Memorial and Open Space	0.14
	Mother Cooper	Memorial and Open Space	0.05
National Park Service	New Jersey and New York Avenues	Open Space (2)	0.1
	Gompers Park	Open Space	0.35
	Vermont Avenue and 10 <sup>th</sup>	Open Space	0.05
		Total Acreage	17.16

surfaces used for basketball courts, skate board parks, tennis courts, or playgrounds. Triangle parks along avenues are too small for active recreational use, but they provide green space at intersections and are used for passive recreation, seasonal plantings, and commemorative sites. Garden apartments in the Study Area are also designed with open space and often with there own playground equipment. Open space and playgrounds on private land were not included in acreage calculations for the neighborhood.

A preliminary review of neighborhood parks and open space across the District indicates that Neighborhood Cluster 7, which includes the Study Area, is one of six clusters with the least amount of open space per 1000 residents in the District.

In terms of amount of park space for the entire city, the District ranks well nationally. 19.3 % of the land area is devoted to parkland - the average for comparable cities is 8.8 % - and spends \$155 per resident on parks, ranking 4<sup>th</sup> among 48 comparable cities. These numbers do not reflect the park and recreation needs for residents, nor does it represent how well park resources are distributed in neighborhoods. DPR has recently developed standards for plant material, maintenance, park design, and playgrounds,

and is in the process of establishing them for determining park and recreation services needed at the neighborhood level. DPR is beginning two planning processes - one looking at DPR facilities alone and a second looking at all open space - that will include the information necessary to make this assessment.

There are three types of open space in the community, some better suited to active recreation than others. They include ball fields or passive open space, grassy areas located at public schools or sites maintained by DPR. Others are recreation areas, paved



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### Historic Sites and Districts

Approximately fifty percent of the Study Area is located in designated historic districts. The residential area north of N Street and east of 7<sup>th</sup> Street is the only area with historic buildings that is not currently in a historic district. This area has been surveyed as part of the East Shaw Historic Resource survey, which recommends that the area north of Rhode Island Avenue be included in an expansion of the Greater U Street Historic District and the area south of Rhode Island Avenue be included in the Mount Vernon Square Historic District. Currently, the community is exploring the possibility of this area one day becoming an historic district or including it in expansions of existing districts. Properties not in a historic district or designated a landmark are subject to normal permitting and zoning requirements, not historic review for compatibility with the neighborhood.

A historic district is typically established at the request of the local community, which works closely with the Office of Planning's Historic Preservation Office to prepare a nomination to the DC Inventory of Historic Sites and National Register of Historic Places. Once a landmark or district is designated, all demolitions, new construction, and exterior changes to buildings must be reviewed by the Historic Preservation Office and found compatible with the character of the building, site or district before work can commence. Historic review does not address issues of use, which is regulated solely by zoning, nor does it include review of any interior work.

The seventeen historic landmarks and six historic districts in the Study Area were established because of significant events that occurred in this area, significant people associated with the area, and for their architectural character. The most recent historic districts, Shaw and Mount Vernon Square, were designated in 1999, in part to minimize the impact of anticipated development in response to the construction of the Convention Center. Many of the districts and landmarks in the Study Area are historically significant for their association with local and national African-American history and their architectural character.

When a historic district or landmark is designated, it establishes a "period of significance" that is most important to its history. For example, the Blagden Alley/Naylor Court Historic District is significant because of the development pattern of streets, alleys, and buildings, and the people that lived there between the early 19<sup>th</sup> through the mid-20<sup>th</sup> century. The period of significance for this district has been established as between 1833 to 1941, and all buildings, structures and improvements made

1	Southern Aid Society/Dunbar Theater	1901-1903 7th Street
2	Howard Theater	620 T Street
3	Lincoln Congregational Temple United Church	1701 11th Street
4	Phyllis Wheatley YWCA	901 Rhode Island Avenue
5	Lafayette Apartment Building	1605-1607 7th Street
6	Carter G. Woodson House	1538 9th Street
7	O Street Market	7th and O Street
8	Immaculate Conception Church	707-711 N Street
9	The Plymouth Apartments	1236 11th Street
10	Blanche K. Bruce House	909 M Street, NW
11	Morrison and Clark Houses	1013-1015 L Street
12	American Federation of Labor Building	901 Massachusetts Avenue, NW
13	Carnegie Library	Mount Vernon Square
14	1000 block of 7th Street	East side of block
15	Yale Steam Laundry	437 and 443 New York Avenue
16	Fletcher Chapel	401 New York Avenue

Historic Landmarks in the Study Area



Carter G. Woodson House



Phyllis Wheatley YWCA



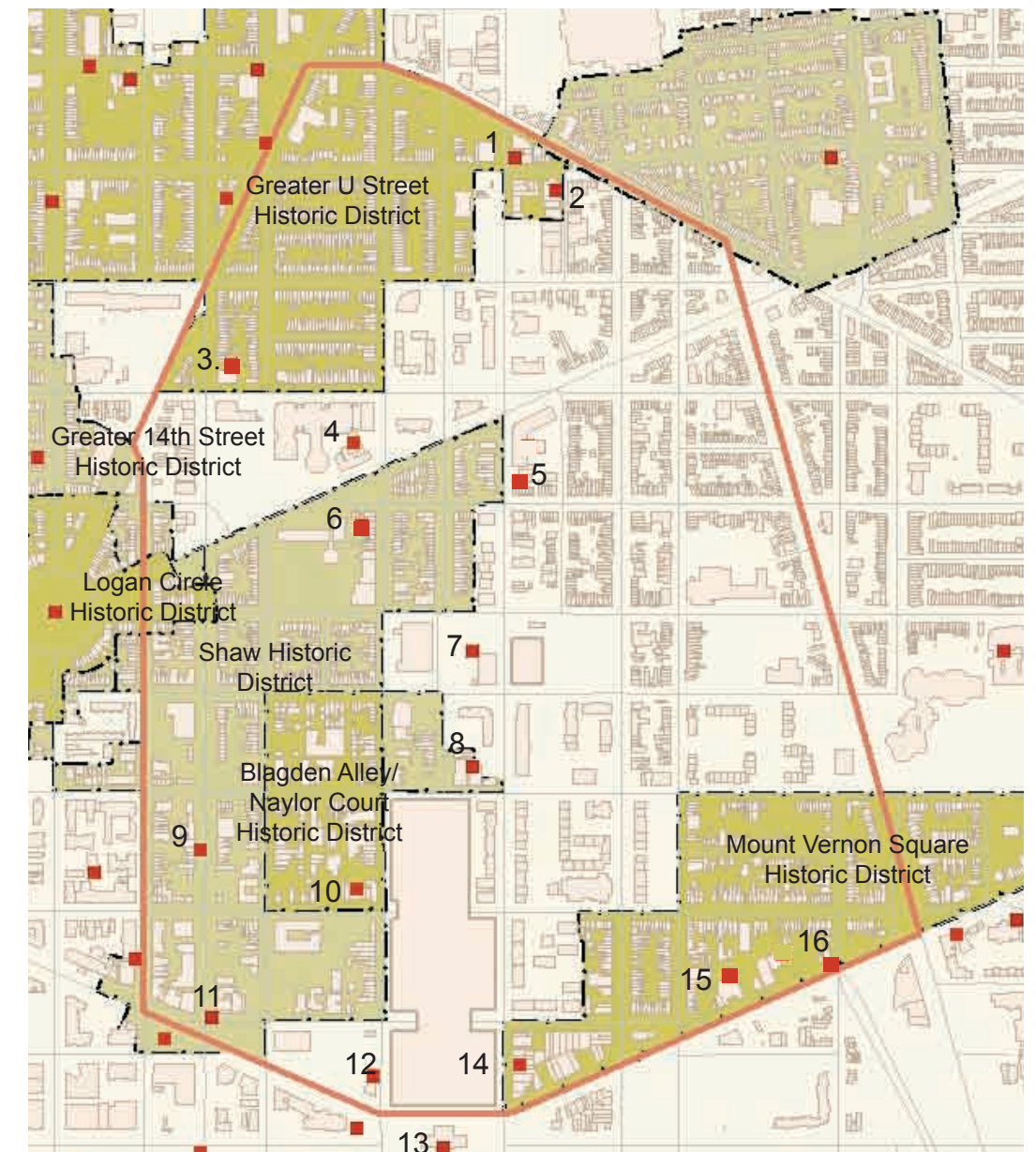
O Street Market



The Plymouth Apartments



Fletcher Chapel



Historic districts and historic landmarks located in and adjacent to the Study Area



Historic District	Period of Significance	Cultural Significance
Blagden Alley/ Naylor Court	1833 to 1941	This district is notable for the network of alleyways in the middle of the block and behind middle-class homes that face residential streets. In the mid- and late-19th century, many working poor lived in isolated and cramped conditions in these alleys, next to stables and warehouses. This development pattern was found in many of the older sections of the District, but Blagden Alley in particular inspired humanitarian reformers to address the poor living conditions in alleys and alley dwellings. African-Americans were the primary residents living in alleys, but the surrounding area developed as an economically and racially mixed neighborhood with a wide demographic mix and a variety of building types. In addition to middle- and upper-class whites, the area included freed slaves - some free prior to emancipation - and Blanche K. Bruce, the first African-American to serve a full term as a U.S. Senator.
Greater U Street	1862 to 1948	The residential and commercial center of Washington's African-American community between 1900 and 1950, this "city within a city" shows how African-Americans responded to intense racial segregation and discrimination by creating their own neighborhood with businesses, schools, churches, institutions, and entertainment facilities. The area was home to prominent intellectuals, educators, and entertainers, as well as civic, civil rights, and religious leaders. A number of the areas institutional buildings were designed and built by African-American architects. The buildings in the district record the full development of a Victorian-era streetcar neighborhood from the time that the first streetcar line crossed through the area in 1862 to its full development during the late 19 <sup>th</sup> century and early 20 <sup>th</sup> century.
Greater 14 <sup>th</sup> Street	1855 to 1940	This diverse mid-city neighborhood had its origins in the post-Civil War development boom along one of the city's first streetcar lines. The buildings in this area represent all time periods when streetcars were the primary way of moving around the city. A number of buildings in this district were built as car dealerships and show rooms during the early 20 <sup>th</sup> century.
Logan Circle	1875 to 1900	This district is a virtually unchanged example of a prosperous, late-19th century residential neighborhood constructed around one of the L'Enfant circles. After the Civic War the circle and the surrounding streets developed with large homes on the avenues and the circle, with middle class residents on number and letter streets, and working class residents on narrower streets and alleys. The area was home to many prominent African-Americans in the early 20 <sup>th</sup> century, including Charles Manual "Sweet Daddy" Grace and Mary McLeod Bethune.
Mount Vernon Square	1845 to 1945	This is the second of two remaining sections of the neighborhood that had surrounded Mount Vernon Square. Its oldest buildings are simple frame houses built by working-class homeowners. By the Civil War, the area had grown into an economically and racially mixed neighborhood served by a public market in Mount Vernon Square and a streetcar line along 7 <sup>th</sup> Street. More substantial brick and stone row houses and elaborate storefronts on 7 <sup>th</sup> Street date from a prosperous time during the 1880s and 1890s. By then, a residential area emerged that included working-class residents clustered in smaller homes on narrow side streets surrounded by larger homes on primary streets. By the early 20 <sup>th</sup> century, the character of the neighborhood changed when auto repair shops, laundries, and warehouses located on New York Avenue. Today, the district represents the complex social dynamic and urban environment of a late-19 <sup>th</sup> and early-20 <sup>th</sup> century neighborhood, where residents of all incomes and races lived side by side with businesses and light industry.
Shaw	1833 to 1932	This district is part of one neighborhood that used to surround Mount Vernon Square and developed along streetcar lines on 7 <sup>th</sup> , 9 <sup>th</sup> , and 11 <sup>th</sup> Streets. The neighborhood developed primarily after the Civil War and was economically and racially mixed with many different building types. Row houses dominate this area, but it also includes churches, apartment buildings, and some commercial buildings. Some of the homes were owner-built, but most of the housing stock was built by developers using late-19 <sup>th</sup> century mass-production technology and who catered to home buyers looking for stylish residences built in the popular architectural style of the day.

during this period are protected as part of the historic district. Protected structures are called “contributing” because they contribute to the district’s historic character. Buildings constructed outside the period of significance, such as a 1970s gas station, are “non-contributing” and therefore not protected as part of the historic district. While there is greater flexibility in what changes can be made to a non-contributing buildings, because it is located in a historic district, the Historic Preservation Office must still approve alterations or new construction on its site.

There are plans to better interpret the historic resources in the area. The National Park Service (NPS) plans to acquire the Carter G. Woodson home and establish a national historic site that will interpret the life and writing of Carter G. Woodson. The site would include the home and adjacent properties, and NPS is working on establishing a cooperative agreement with the Association for the African American Life and History, the association founded by Carter G. Woodson that still owns the home. Once NPS acquires the site, more detailed plans will be developed with public involvement.

Cultural Tourism DC, an organization dedicated to promoting local historic sites, has two African American Heritage Trails that include sites in the Study Area. The Howard Theater is one of the Greater U Street trail’s ten sites; signs for this trail are already installed. All of the sites for a trail that includes Mount Vernon Square and Shaw are in the project area and located on 7th and 9th streets. This trail is currently being developed and sign installation is planned for the Spring of 2005.

Comprehensive list of historic districts, period of significance, and cultural significance of districts in the Study Area



French Street - Greater U Street Historic District



10th Street - Shaw Historic District



Ridge Street - Mount Vernon Square Historic District



5th Street - Mount Vernon Square Historic District



1200 block of O Str. - Greater 14th Street Historic District



Blagden Alley - Blagden Alley/Naylor Court Historic District



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### Current Conditions

Recent investment in the area has been predominantly residential, including new construction of apartments, condominiums, and rehabilitation of existing buildings. New development in commercial corridors has, to date, been small in scale and entirely local businesses locating in existing buildings. Significantly larger commercial projects have been proposed but not yet realized.

### Residential

The housing stock in the Study area is diverse and includes row houses, small apartments, garden apartments, and high-rise apartment buildings. Row houses and small apartments tend to be located on letter streets (ie. M Street, Q Street, etc.) that run east to west. Most of these buildings date to the late 19<sup>th</sup> and early 20<sup>th</sup> century and define the character of most residential areas. Garden apartment and high-rise apartment buildings tend to be located on numbered streets (ie. 7<sup>th</sup> Street, 9<sup>th</sup> Street, etc.) that run north and south. The majority of these buildings were built after 1968.

The Study Area has provided affordable housing to District residents throughout the 19<sup>th</sup> and 20<sup>th</sup> centuries. Alley dwellings, like those that remain in Blagden Alley, Naylor Court, Warner Street, Ridge Street, and Marion Street, provided an early type of affordable housing. Many alley dwellings were demolished and replaced with garden or high-rise apartments that include many of the affordable units in the neighborhood today. Of the 8,617 residential units in the Study Area, 1,292, of the units (15% of the total) receive some kind of affordable housing assistance: 105 are public housing, 920 receive Section 8 assistance, and 267 receive Housing Choice Vouchers.

Much of the affordable housing in the Study Area today is at risk. Eight of the eleven contracts with private property owners that have Section 8 contracts that are scheduled to expire in 2004-05. Section 8 housing is provided through a Federal program begun in 1974 and administered by the Department of Housing and Urban Development. It is the Federal governments primary program for providing housing assistance to low and very-low income people. It provides a voucher, or government payment, to a household that must be used for housing and is intended to cover the a gap that is the difference between 30% of the recipients income and the typical, yearly cost for housing. Using 30% of one's income to determine monthly housing costs illustrates the importance of this

program in the Study Area. The \$29,103 median income is significantly less then the \$44,000 income necessary for a \$1,100 monthly payment, the cost for a new one-bedroom apartments in the area.

Section 8 contracts are between a private property owner and the Federal government, limiting the influence of the District government in preserving affordable housing through this program. If a Section 8 contract is terminated, residents have the legal right to a voucher that they can use someplace else that excepts Section 8 vouchers, and are given one year to move. The options that residents have in this situation will vary - ie. finding a new home that accepts Section 8 vouchers, enhanced vouchers that allow residents to stay in their home, residents buying their building, etc. - depending on the specific situation. It is critical that residents be organized, understand there rights, and take the necessary steps to protect their self interests. The District is committed to helping residents protect the current units, but it is ultimately the property owners decision to extend the contract.

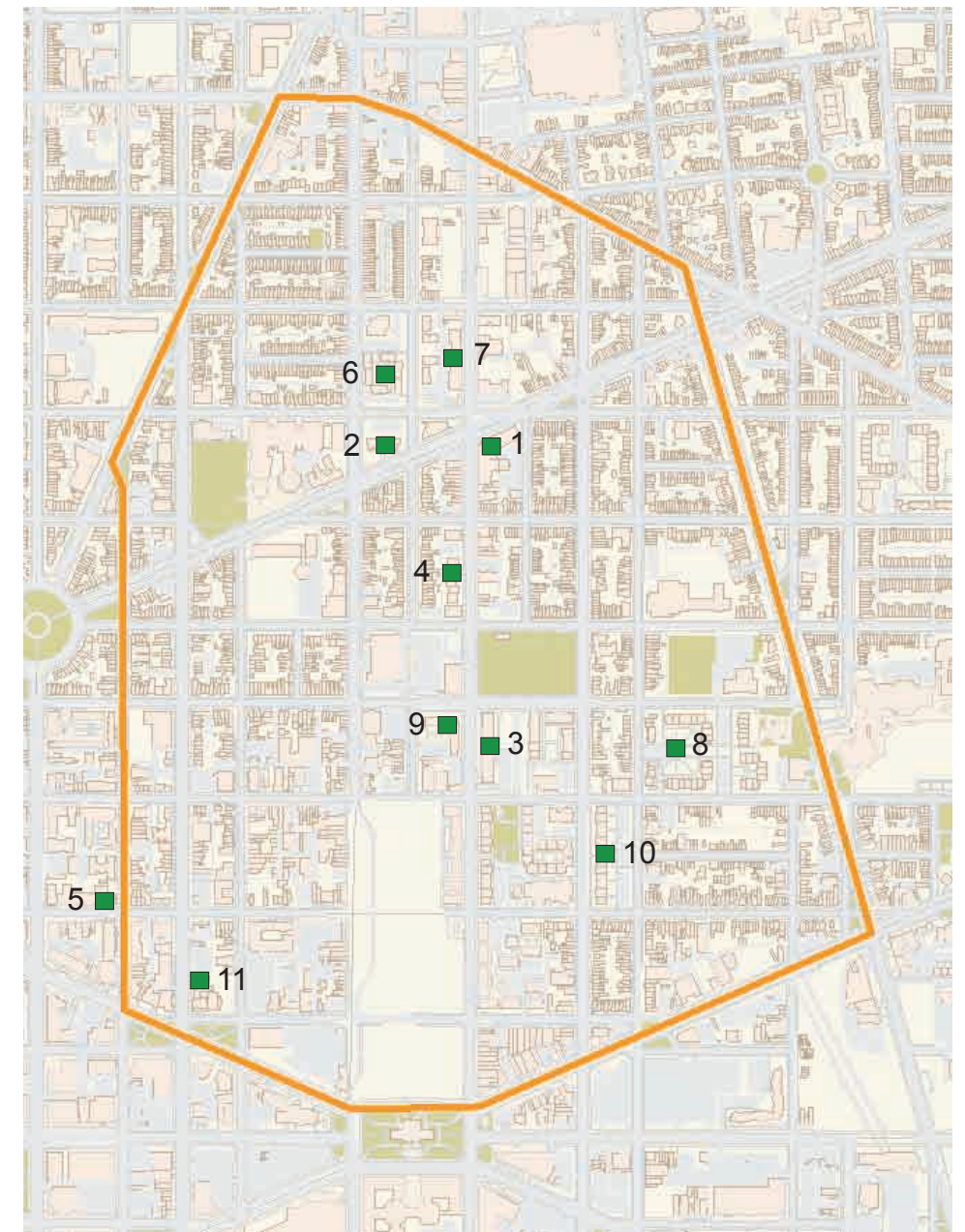
Because District programs use federal funds they must use Federal definitions of affordable housing. This creates another challenge for District agencies. For example, a family of four making \$68,480 can qualify for certain levels of affordable housing. "Affordable" as defined by these standards can result in housing that is not considered affordable to very low-income persons.

Compounding the issue is the rising cost of housing in the Study Area, which has increased dramatically in recent years. Between 1999 and 2002, housing prices increased

### Current Section 8 Housing Contracts in Study Area\*

Site	Units	Expiration Date
1. Asbury Dwellings	147	5/08
2. Foster House	76	15-7/00 and 59-7/05
3. Gibson Plaza	114	7/04
4. Kelsey Gardens	54	43-6/04 and 11-9/04
5. King Towers	25	8/04
6. Lincoln-Westmoreland I	82	7/05

\*The most current information released by the US Department of Housing and Urban Development for expiring Section 8 contracts is from October 2004.



Site	Units	Expiration Date
7. Lincoln-Westmoreland II	121	1/05
8. NW Cooperatives No. 2	46	8/04
9. Immaculate Conception Apartments	119	Expired 10/03 - Saved through public funding
10. Washington Apartments	105	5/05
11. Washington Towers East	31	1/06



Housing Snapshot for the Study Area	
Total Number of Units	6,974
Number of Units Receiving Housing Assistance in Study Area	1,292
Vacancy Rate (2002)	6%
Owner Occupied	23%
Renter Occupied	65%
Median Rent (Six census tracts that include the Study Area in 2000)	\$561 a month
Median Sales price for Single-family Unit (2002)	\$320,000
Income Required to Buy Median-price Single-family Unit (2002)	\$78,113
Increase in Median Price for Single-family Unit and Required Income from 1999 to 2002	+50%
Median sales price for condominium (2002)	\$260,500
Conversion from rental to owner since 1999	15% of residential purchases from 2000 through 2003

Federal Income Standards for Determining Level of Affordability in Subsidized Housing (2004)					
Family Size	1	2	3	4	5
% of AMI					
100%	\$58,833	\$67,167	\$75,667	\$84,000	\$90,667
80%	\$47,067	\$53,733	\$60,533	\$68,480	\$72,533
60%	\$35,300	\$40,300	\$45,400	\$51,360	\$54,440
50%	\$29,400	\$33,600	\$37,800	\$42,000	\$45,350
40%	\$23,533	\$26,867	\$30,367	\$33,600	\$36,267
30%	\$17,650	\$20,150	\$22,700	\$25,200	\$27,200

50% for single-family homes and 86% for condominiums in the larger Shaw community, an area that extends from North Capitol Street to 15<sup>th</sup> Street and from M Street to Florida Avenue. Properties between 7<sup>th</sup> and 15<sup>th</sup> Streets were more expensive with the median home sale price at \$460,000. The biggest change in housing cost was in the area between 7<sup>th</sup> Street and North Capitol Street, where the median price increased from \$105,000 in 1999 to \$240,000 in 2002 - an increase of 179%.

The cost of rental housing in the Study Area has also increased. According to 2000 census data, the median rent for a one bedroom unit was \$560 a month, just under the median rent for one bedroom units in all of the District. Between 1990 and 2000, all census tracts in the Study Area had an increasing number of units renting above \$750, an indicator of gentrification and a sign of rising housing costs. In areas west of 7<sup>th</sup> Street, 25 to 50% of rental units were above \$750; east of 7<sup>th</sup> Street, 5 to 15% of rents were above \$750. New one-bedroom units being rented in the neighborhood rent for \$1,100 a month. With rising housing costs, it is also difficult for residents that currently live in the area to buy a home nearby. The median income for the Study Area is \$30,558 - the income required to buy a median-priced single-family unit in the area is \$78,113.

The Comprehensive Plans establishes policy and goals for development in the Study Area, but zoning and design review in historic districts are the only tools that the city has for regulating residential development. The Office of Planning is currently looking at how the District can encourage or require the inclusion of affordable housing in residential development, but no such policy is in place currently. Under existing regulations, Planned Unit Developments are the only way the District can negotiate with developers building residential units on privately owned land to provide affordable units.

The Department of Housing and Community Development's (DCHA) annual Notification of Funding Availability (NOFA) process is the Districts primary strategy for encouraging the private market to provide affordable housing. This is a competitive process for developers to secure funding from a variety of public sources including Community Development Block Grants, the Housing Production Trust Fund, and Low Income Housing Tax Credits. In recent years DHCD has also worked collaboratively with the D.C. Housing Finance Agency (DCHFA) and DCHA to strategically invest in affordable housing projects.

The District of Columbia has been successful in protecting and retaining a number of affordable housing units in the Study Area. For example, \$900,000 in HOME funding was awarded through DHCD to help offset \$4.6 million of restoration, renovation, and expansion of 901-913 Rhode Island Avenue, NW, the historic Phyllis Wheatley Young Women's Christian Association. This financing assisted in the organizations plans to combine three existing buildings into one that houses its offices and 117 Single Room Occupancy units.

In February 2004, the D.C. Housing Finance Agency (HFA) provided \$13.6 million in tax-exempt bond financing for the acquisition and rehabilitation of 1330-7<sup>th</sup> Street Apartments, formerly known as Immaculate Conception. The Section 8 contract for this 136-unit apartment building that included 119 affordable units expired in October 2003. A partnership between HFA, Community Preservation & Development Corporation (CPDC), and the Immaculate Conception 2002 Tenant Association, Inc., was developed to ensure that the building would receive a much-needed renovation and still remain affordable. More than 85% of the units will remain affordable for low- and moderate-income families earning less than 60% of the Area Median Income (AMI), and 60 of the units will remain affordable for those earning 30% of the AMI. The renovations are expected to take 12 months, and no tenants will be displaced during the rehabilitation.

Another example of the District's efforts to protect affordable housing in the Study Area is the conversion of the Frontiers, 23 affordable housing units in the 11<sup>th</sup> Street corridor, to an affordable homeownership community. Between 1999 and 2003, all of the units were sold to residents as low-income condominiums in a price range of \$89,000 to \$142,000. DCHA estimates that 3 units were



Row houses in the 600 block of R Street



Small apartment on 10th Street



NW Cooperatives II Garden Apartments



Gibson Plaza, 7th Street.



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

sold to residents below 30 AMI, 10 between 30-50 AMI, 9 at 60-80% AMI, and one unit for a community room.

New developments with a residential component on nearby publicly owned land will also include affordable units. Residential development at the old convention center site and the former Wax Museum site will include affordable units, but these sites are neither physically nor psychologically connected to the Study Area.

### Commercial

The Study Area is home to a wide variety of businesses with concentrations of existing retail located along 7<sup>th</sup>, 9<sup>th</sup>, and 11<sup>th</sup> streets. The Giant grocery at 7th and P Street is the center of current retail activity.

Retail on 7th and 9th streets, near Mount Vernon Square, is adjacent to the primary entrance for the Convention Center and the proposed location of the Convention Center hotel. 7<sup>th</sup> Street, once lined with retail between Mount Vernon Square and Florida Avenue, is now a mix of residential and retail uses with the majority of retail located north of O Street. Retail on 9<sup>th</sup> Street is concentrated south of O Street with a second concentration between T and U streets. 11<sup>th</sup> Street has scattered retail between M Street and Rhode Island Avenue. The majority of corner stores, once located throughout the Study Area are located east of 7<sup>th</sup> Street.

A market analysis of the Study Area found that stores and restaurants are primarily small in size and fail to meet the retail needs of residents. For example, opportunities for buying clothing and household items are very limited. While no single type of business dominates the area, the most common type of business is “limited service restaurant” with 26 out of 124 businesses falling in this category. Other existing retail that is common includes convenience type grocers, liquor stores, and used car dealers. Due to lack of retail and services, it is estimated that residents spend more than \$31 million outside the Study Area.

To meet this current retail demand, the market analysis estimates that the Study Area can support approximately 650,000 square feet of retail over the next ten years. This assumes that a small percentage of people attending events at the Convention Center will patronize local businesses. It also assumes that retail includes a mix of national chain and locally-owned stores.

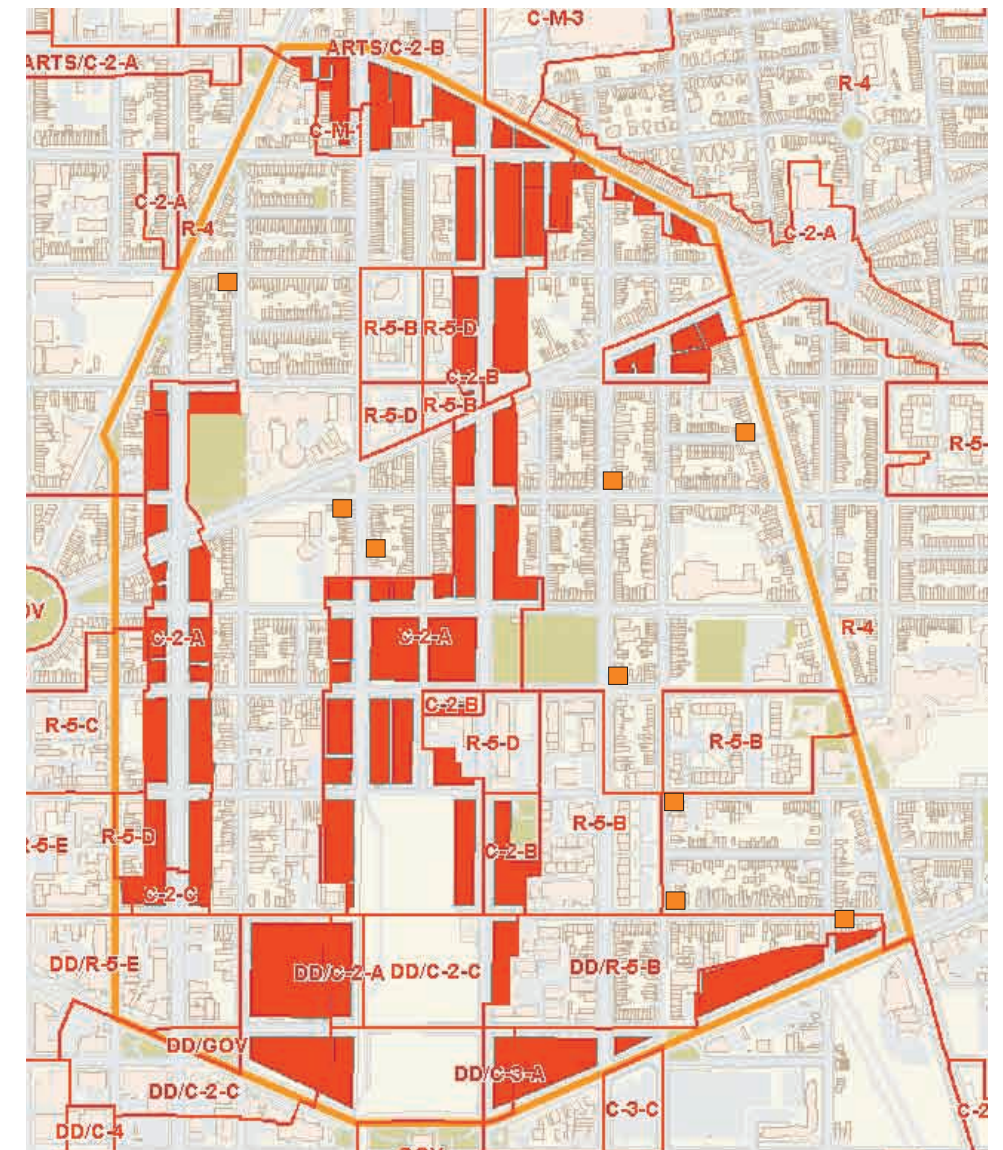


O Street Market as it appeared during renovations in 1983 (Library of Congress, HABS DC-342).



Corner Store at 5th and N streets.

Current zoning allows far more retail than what the neighborhood can currently, and is projected to, support. Commercial zoning in the Study Area permits a potential for 1.2 million square feet of ground floor retail and a total of 2.1 million square feet for all commercial use. In public meetings, residents expressed a strong preference for retail located on 7th and 9th Street, clustered on 11th Street, and located in corner stores in the area east of 7th Street. Zoning permits ground floor retail but does not require it; with no plan or strategy guiding where ground floor retail is built, only zoning and the market place will determine how much and where ground floor retail is located.



Areas Zoned for Commercial Development  
Corner Stores in Residential Zones

### Summary of Potential Commercial Development by Zone

Zone	Square Feet	Ground Floor Retail Potential	Total Commercial Potential
C-2-A	1,025,661	615,396	923,095
C-2-B	58,287	34,972	52,458
C-2-B/Arts	381,581	228,948	343,423
C-2-C	505,344	303,206	606,413
C-3-A	31,571	18,942	47,356
C-3-C	38,126	22,875	148,691
Total	2,040,568	1,224,341	2,121,434



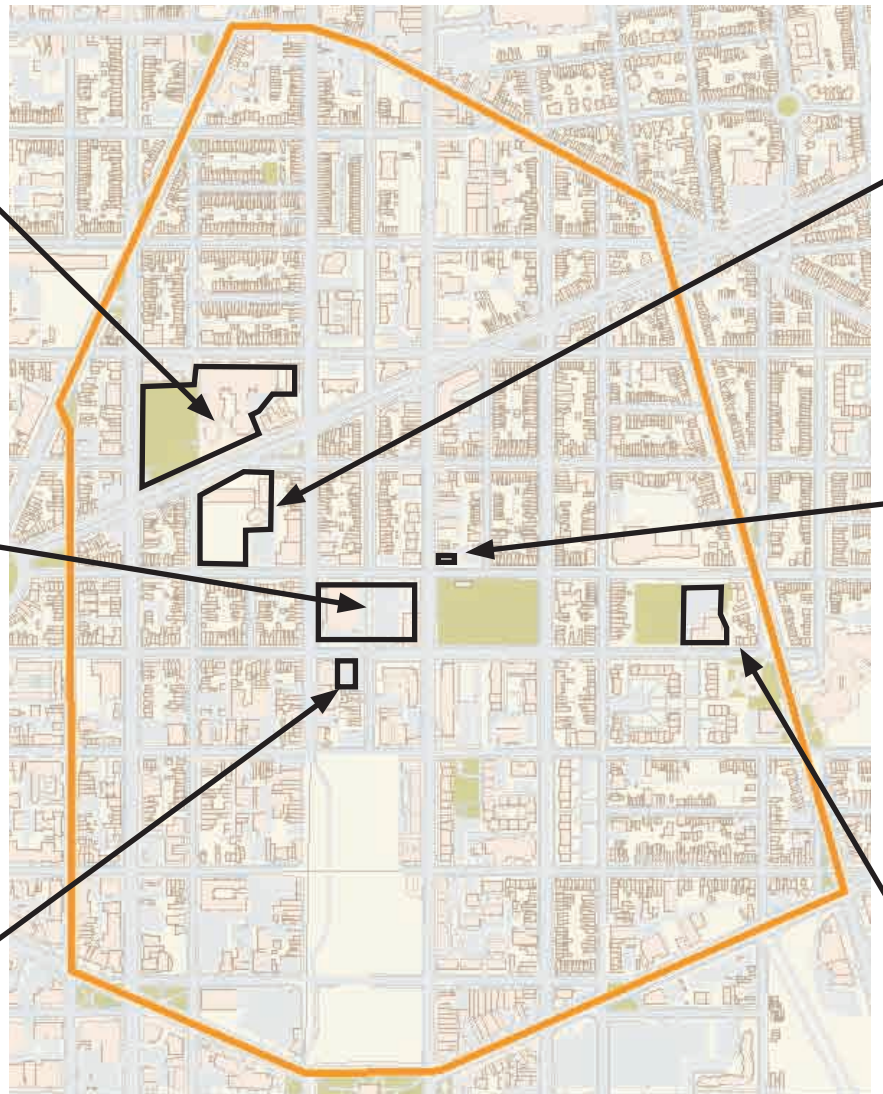
Shaw Junior High School and Recreation Area



O Street Market Block



8th and O Street Site



Seaton Field and Playground



7th and P Street Site



Bundy School and Parking Lot

The following sites have been identified as having strong redevelopment potential, no current development plans, and that can most directly influenced with regards to there future:

*Shaw Junior High School and Athletic Field.* This 6-acre site includes a school building that is in poor condition and an adjacent athletic field under the jurisdiction of DPR. DCPS proposes that the school - with an inefficient design, large plaza that is not used, and stand-alone parking structure - be demolished and rebuilt on the site.

*Seaton Elementary School.* This 3.2 acre site includes the Seaton school building, which DCPS has identified as being in poor condition. It is located in the Shaw Historic District but is considered a non-contributing structure. The design of the building and grounds does not take full advantage of the site, which includes surface parking and a plaza that is not used.

*Northeast Corner of 7<sup>th</sup> and P Streets.* This property is in public ownership and under the jurisdiction of the National Capitol Revitalization Corporation (NCRC). It is located in a mixed-use zone, adjacent to under-developed properties to the north and east, and across the street from the Giant/O Street Market block.

*Southwest Corner of O and 8<sup>th</sup> Streets.* This property is in public ownership and under the jurisdiction of NCRC. It is located across the street from the Giant/O Street Market block and in a mixed-use zone.

*Bundy School Site.* The Bundy School currently houses half of the Mental Retardation and Developmental Disabilities Administration, and is adjacent to a surface parking lot and baseball field under the jurisdiction of DPR.

*Giant/O Street Market Block.* This property is in private ownership, but the low density and inward orientation of the Giant/O Street Market block are typical of the Urban Renewal retail projects.

There are several sites that share these characteristics and are located north of Rhode Island Avenue. These sites are identified in *Duke*, a parallel planning process led by the Office of Planning that was coordinated with the development of this plan. More information on what is proposed for those sites can be found in that planning document.

The Study Area is not considered an office market and it is unlikely that there will be significant pressures for it to evolve into one. There is the potential opportunity for niche office uses, such as spaces for mid-size non-profit organizations.

Small, locally-owned businesses once lined the retail corridors. Today, most of the businesses are still independent and there are few chains stores in the community. Residents expressed a preference for new retail that included a mix of chain and locally owned stores, but were concerned that local stores would get priced out of retail space. There are three local organizations active in the Study Area that represent and work on small-business issues: Shaw Main Streets, 9th Street Business Association, and the Mount Vernon Square Business Association.

### Opportunity Sites

Due to the existing building pattern in the Study Area, there are few large sites for redevelopment. The majority of recent development has been on small, vacant lots located in residential areas, new construction on surface parking lots, and additions to and rehabilitation of existing buildings. Certain characteristics make sites more suitable for redevelopment then others. These include sites with: a significant amount of surface parking; development that does not realize its full potential under existing zoning; under-developed sites near Metro; those with buildings that are considered non-contributing to a historic district.



### Summary of Issues and Opportunities

#### Issues

##### Residential

The increasing rent and purchase price of housing in the neighborhood makes it difficult for low- and moderate-income residents to afford housing within the boundaries of the Study Area.

The District has few tools to require developers to include affordable housing in new residential developments.

742 of the 1,292 units of Section 8 housing are scheduled to expire between 2004 and 2005.

There are limited options for the District to preserve and retain existing Section 8 housing provided through contracts between the Federal government and property owners.

There are limited opportunities for the District to be proactive in providing affordable housing due to few publicly owned sites.

Traditional municipal programs that assist low- to moderate-income residents acquire homes are difficult to apply in this area due to the high cost of housing.

##### Retail

Market analysis indicates that there is an excess of property zoned for commercial use within the project area.

Current zoning does not ensure that new development in a commercial zone will include ground floor retail where it will best serve the community.

Amount and variety of retail in the project area does not meet the needs of the community.

Retail is scattered throughout the neighborhood and there are no continuous corridors in the neighborhood with a strong retail presence.

New development and increasing rents potentially threaten locally owned businesses and could result in retail corridors dominated by national chains.

##### Public Realm

Lack of framework for streetscape provides no guidance for the public or private sector in providing public amenities.

The District Department of Transportation has limited dollars to spend on streetscape and public realm improvements.

There is no distinction between public improvements made on retail corridors, residential streets, or in historic districts.

There is not enough information on traffic counts to evaluate whether or not the public right-of-way on existing streets is being used to its greatest level of efficiency or benefit to the community.

Lack of on-street parking is increasingly becoming an issue for neighborhood residents.

##### Public Facilities

The District currently does not maintain standards for the amount of open space or type of recreation facilities in neighborhoods, but residents value all open space in the community and are opposed to the loss of any open space.

Public schools in the neighborhood are outdated and obsolete, but the District does not have the funds to provide new facilities.

##### Historic Preservation

Mid- and late-20<sup>th</sup> century development in the neighborhood is inconsistent with the traditional urban form of the built environment.

Areas located outside the boundaries of current historic districts are threatened with inappropriate infill that detracts from community character.

#### Opportunities

##### Residential and Retail Development

The Study Area has a long history of including a range of housing types, demographic diversity, and providing affordable housing – precedents to build on.

Current neighborhood demographics show a neighborhood that currently has a mix of residents with diverse ranges of age, race, and ethnicity.

The location of the Study Area in the District makes it an attractive area for private investment for residential and retail development.

The comprehensive plan and existing zoning allow for a wide range of residential and retail development in retail corridors and at metro stations.

Current zoning and historic districts ensure stable and predictable development patterns in many residential areas.

Mass transit accessibility reduces the daily need for driving and increases development potential at sites near metro stations.

Spending power of Study Area residents combined with lack of retail and services in the Study Area create an attractive market for new stores and services to meet local demand.

Convention goers attending events at the Convention Center, located at the end of two Study Area retail corridors, provides a market niche for local businesses.

Existing publicly owned sites are vacant or are currently not being used to their greatest efficiency.

##### Public Realm

Re-design of public right-of-way on several Principal Arteries and Minor Arterials could result in greater benefit to area residents and businesses.



**Public Facilities**

Public school facilities in the Study Area, or that have boundaries in the Study Area, are operating under capacity and can accommodate any additional students.

Redevelopment of the inefficient site design at Shaw Junior High and Seaton Elementary schools could result in new development that includes mixed-income housing.

**Historic Preservation**

Existing historic districts protect community character and ensure that new development is compatible with the neighborhood.

Expansion of existing historic districts into undesignated areas can protect community character and encourage retention of existing mix of housing.

Continued development of historic trails in the area will encourage visitors to come to the Study Area and benefit small businesses.

Redevelopment of sites with non-contributing buildings in historic districts have the potential to include ground floor retail where desired and mixed-income housing.





3 DEVELOPMENT GUIDE FRAMEWORK

Framework for Recommendations

The Office of Planning’s role in guiding growth in the Study Area includes researching and recommending land use policies, providing professional guidance to the Board of Zoning Adjustment and Zoning Commission on all cases requesting a zoning change or variance, working with developers submitting Planned Unit Developments, reviewing all permits for work on historic landmarks or properties located in historic districts, and coordinating with other agencies to ensure that their capital projects and work programs are consistent with

neighborhood plans. In these capacities, the Office of Planning intends to preserve and enhance the quality of life for all residents living in the Study Area. This section defines the principals guiding the recommendations for residential and retail development in the Study Area. It also reviews the strategies and tools that the community and the District have for implementing these recommendations.

The Study Area is a section of the District that is currently attracting new residents, includes many threatened affordable housing units, and is underserved by retail. With the private market already

active in this area, the District needs to ensure that new development is consistent with the goals it establishes for this area, addresses issues facing the community, and is guided as much as possible to locations where it is most suitable and attractive to residents and the District. The District must also make sure that municipal programs best suited to address the challenges facing this area are in place and made available for this area, and that public property is being used to its greatest benefit for the community. This development guide establishes principles to guide residential, retail development, and changes to the public realm, as well as instruct municipal agencies when they prioritize programs and capital budgets.

**GOAL: Maintain a diverse housing stock with a range of affordability, enhance the variety and appearance of retail areas, and ensure that properties, facilities, and right-of-way maintained by the District are used to their greatest benefit.**

Residential

Without guidance or goals for new residential development, a housing market responding to the private sector only would likely result in the loss of affordable housing and lost opportunities for strategic growth. With current housing and land costs high, the cost for providing affordable housing is greater than other parts of the District. To address this goal, there are six over-riding principles guiding recommendations for dense residential development that can support affordable units, but protect the character of low-density residential areas nearby:

- Maintain or increase existing number of affordable housing units.
- Locate multi-unit buildings in areas already zoned for greater density;
- Concentrate multi-unit buildings in areas with good access to mass transit;
- Identify publicly-owned sites that have the potential to include affordable housing;
- Maximize development opportunities on sites suitable for multiple-unit buildings; and,
- Reinforce existing patterns of residential development.

Retail

Retail development needs to locate where it will best serve residents and create the best environment for businesses to succeed. As new retail and businesses join those already existing in the community, they should do so in locations appropriate for the neighborhood and that respond to current market conditions. Concentrating shops in areas so that businesses can build off of each other’s clients, allowing residents to take care of multiple errands in a small area, and reinforcing a sense of community that is distinct to the neighborhood are desired goals. Maintaining a healthy mix of businesses that offer a variety of goods and services, includes local businesses and national chain stores, creates a safe environment, and providing an attractive and safe environment for heritage tourism and visitors are also priorities. There are five principles guiding recommendations for locating retail:

- Concentrate ground floor retail in locations that reinforce a traditional “main street” pattern of commercial development and creates a unified identity for the community;
- Establish a hierarchy of retail that includes primary and secondary commercial areas, as well as corner stores;
- Locate retail in areas already zoned for commercial development;
- Develop a retail corridor that will attract convention goers, tourists and residents from other parts of the DC metropolitan area; and,
- Create a successful retail environment that includes mixed-use developments with old and new businesses.

Public Realm

The streets, parks and other open spaces in the Study Area are what visually and functionally connect the neighborhood. Design of open spaces should be conducive to the types of activities that promote community, attract visitors, and address multiple needs. Any development impacting open space will need to be consistent with goals for neighborhood recreation facilities and open space, that will be defined in the Department of Parks and Recreation’s Agency Master Plan (to be completed in 2006). There are three principles guiding recommendations for the public realm:

- Reinforce a clear street hierarchy that differentiates between residential streets and commercial streets;
- Reinforce and strengthen parks and open space and the connections between them; and,
- Accommodate additional recreational activities in existing parks and recreation centers.



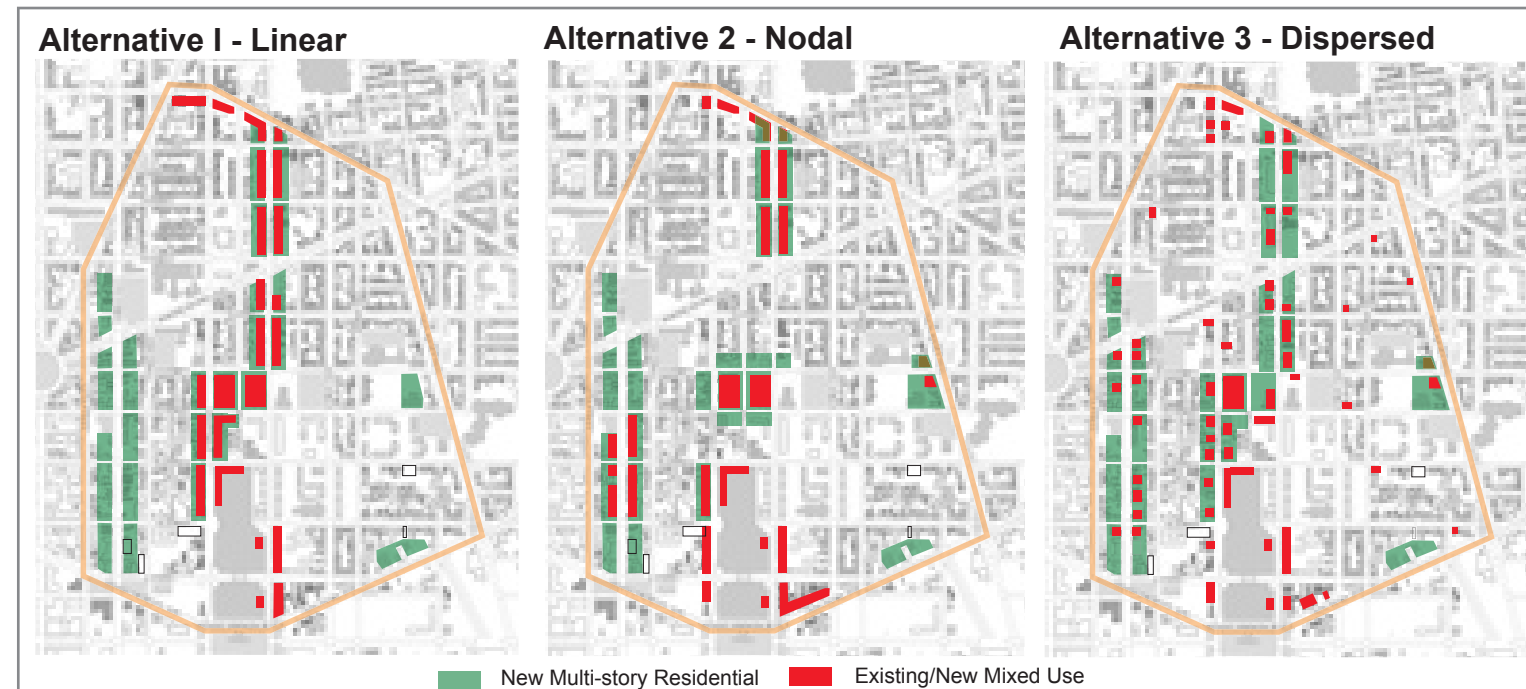
## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### Strategic Framework Plan

The preferred alternative for guiding the future of this area takes these principles and applies them to the neighborhood. It also reflects comments received from the community, as well as the

comprehensive plan, zoning, historic preservation, and existing conditions. Community comments were based on three concepts for guiding development discussed at multiple community meet-

ings throughout the planning process. The preferred alternative incorporates elements from each of the alternatives. Specific recommendations are included in the Development Guide in Chapter 4.



#### Significant Features

- Concentrates commercial and multi-family residential development on 7th and 9th streets.
- Reinforces residential character of the Study Area.
- Creates opportunity for a continuous commercial corridor along 7<sup>th</sup> and 9<sup>th</sup> streets.
- Unifies neighborhood with linear connection between Convention Center, Uptown Destination District and U Street.

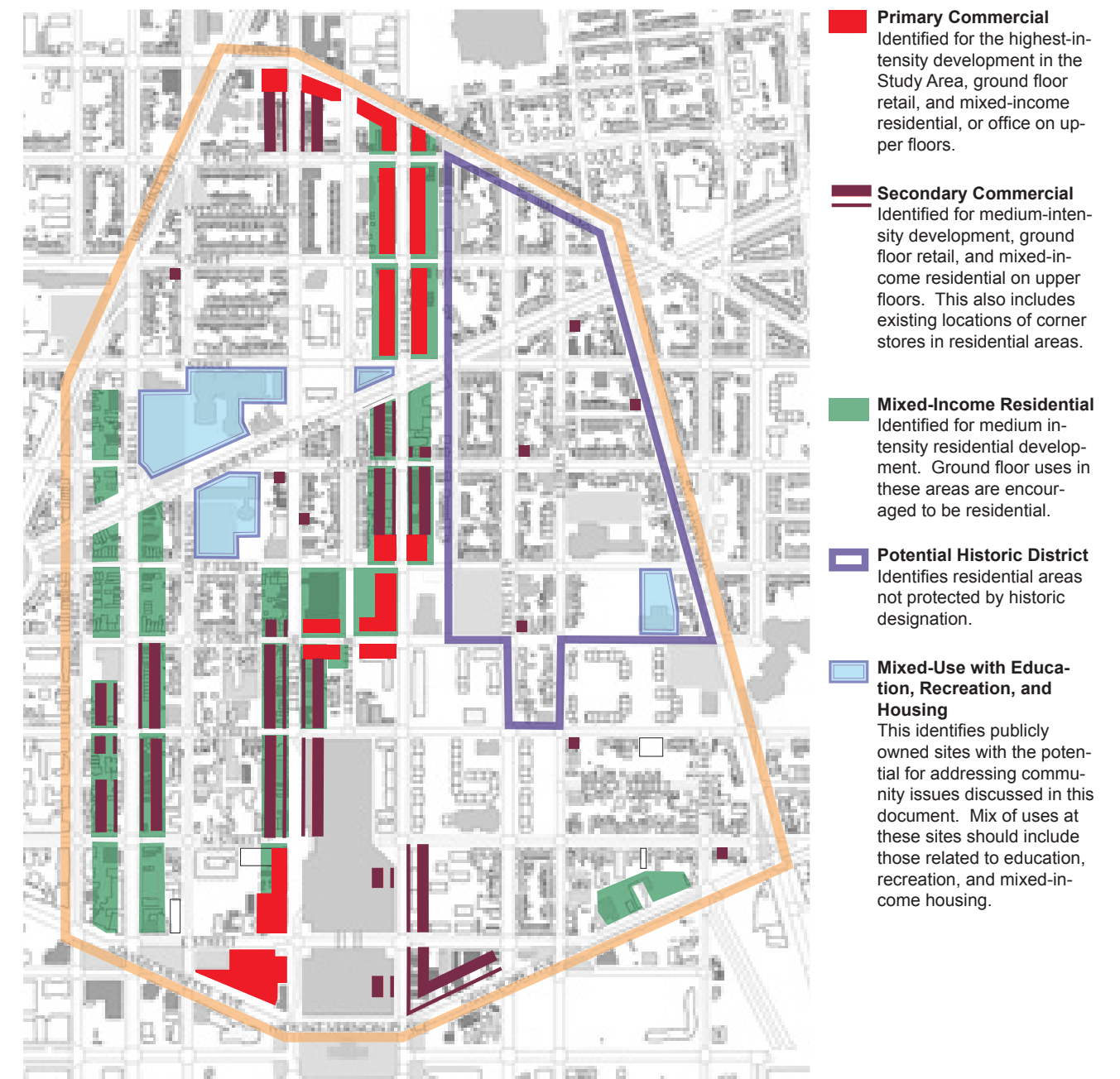
#### Significant Features

- Concentrates commercial uses and multi-family residential development at Metro stations and neighborhood centers.
- Creates opportunity sites in underdeveloped areas.
- Concentrates activity in neighborhood centers and destination commercial nodes.
- Varied experience for pedestrians between Convention Center and U Street.

#### Significant Features

- Locates commercial uses and multi-family residential development throughout study area.
- Reinforces distinct neighborhoods within the Study Area.
- Concentrates development at key sites throughout the Study Area.
- Minimal changes to existing distribution of commercial uses.

### Preferred Alternative





**Tools for Implementation**

The Convention Center Area Strategic Development Plan both guides future development and is action oriented. While much of the neighborhood will be shaped by private development, the city has regulations and programs that can help guide development to meet the goals discussed here.

Realizing the most efficient use of District controlled properties is also important for allowing the District to be pro-active in addressing neighborhood issues. Development projects will have challenges and opportunities that will vary based on specific site conditions and municipal regulations - no one program or initiative will address the goals of this plan. The programs listed here are identified as the primary strategies for achieving the community's goals for retail and residential development.

**Residential**

Since the market place has begun to attract middle- and upper-income housing to the neighborhood - a trend that is expected to continue - the tools listed here focus on ways to protect and encourage the development of affordable housing. These tools will be most effective and produce the best results through the collaborative efforts of residents, municipal government, non-profit organizations, and developers.

*Tenant Organization and Public Education*

The first step in protecting affordable housing in a building with a Section 8 contract is organizing a tenant association and being knowledgeable about tenants rights. By acting together, residents are in a better position to purchase their building, challenge rent increases, or negotiate with a building owner or developer. There are non-profit, community, municipal agencies, and private groups who work with tenant associations and can provide organization, legal, and development assistance. The *Tenant Survival Guide*, published by Harrison Institutes for Public Law, provides a comprehensive overview of current regulations, government programs, and tenants right. Manna, CDC, a local non-profit organization located in Shaw, has received over \$440,000 in two grants from DHCD to work with tenants in Shaw, specifically those receiving Section 8 vouchers with expiring contracts to help them organize and

assess their options for either purchasing the building or finding alternative housing. The District's Department of Housing and Community Development and Housing Finance Agency have a number of programs that residents can take advantage of, but being focused on goals, clear on the actions residents want to take, and specific in requests for assistance is the first step necessary to take advantage of these programs.

*Inclusionary Zoning*

Inclusionary Zoning is a technique used to create mixed-income communities. In its basic form, it requires that each new housing development make a certain percentage of units affordable to a specific income range. The Office of Planning maintains a voluntary Inclusionary Zoning policy as part of the PUD review process. However, it is in the process of completing a study that will better define the amount of, and at what levels of affordability, it will use as a standard to include in future projects. The study will also make recommendations for possible ways to expand Inclusionary Zoning other than solely through a PUD. Final recommendations from this study will be released in Spring 2005.

*Taking Full Advantage of Publicly Owned Land*

Municipal ownership of land allows the District to exert greater control over its development. Publicly owned land is typically developed after the District issues a Request For Proposal (RFP) with a desired program for the site. For District owned sites that include residential development, typically 20-30% of the total units are made available at affordable rents or sale prices. Any specific development on municipally owned land in the project area would include additional community participation. In the Study Area, large sites for development are scarce, but there are several publicly owned sites in areas designated for medium-density residential development. This development guide includes an evaluation of these sites and makes development recommendations based on their highest and best use.

*Tax Abatements for New Residential Development*

The Tax Abatement for New Residential Development Program, included in the Housing Act of 2002, provides incentives for developers to build new affordable, mixed-income housing in high-cost areas of the District. In eligible areas, including the entire Study Area, developers can receive tax abatements on residential

real property tax if their development includes 10 or more units of affordable housing and provides the required number of affordable units at required levels of affordability. The tax abatement will be paid for ten years; affordable housing units must be maintained for 20 years.

There are two levels of abatement, the abatement increasing with the greater number of affordable units provided. Seventy-five (75%) percent of the residential real property tax can be abated if:

- a) 5% of the total number of units are made available to households earning between 50 to 80% of the Area Median Income (AMI); and,
- b) 10% of the units are made available to households earning less than 60% AMI.

One-hundred (100%) percent can be abated if:

- a) 5% of the total number of units are made available to households earning between 50 to 80% of the Area Median Income (AMI); and,
- b) 10% of the units are made available to households earning less than 60% AMI; and,
- c) 5% of the units are made available to household earning less than 30% AMI.

This abatement can be used by anyone developing housing, including private developers or non-profits. It can also be used in combination with other District programs for affordable housing to make deeper levels of affordability financially practical.

*Public-Private Partnerships*

Public-private partnerships are contractual arrangements between public and private entities to deliver a service or build a facility. This type of arrangement is a useful development tool for governments with budget limitations by leveraging publicly owned assets to provide the capital needed for construction of facilities. A public-private partnership was used to build the Oyster School, the first new school building in the District in over



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

20 years. It is considered a national model for public-private partnerships. By working with a private real estate development company, the District of Columbia Public Schools was able to build a state-of-the-art facility with a modern computer lab, gym and library. The developer who built the school benefited by constructing an apartment building on part of the school site. In this case the public benefit was a new school, but the specific benefits for each public-private partnership needs to be tailored to the community the project is in and can include a wide range of building types or services.

Benefits could include affordable housing. They could also include a civic facility like a library, performing arts center, public school, or recreational amenity like a roller/ice rink or bowling alley. To make the development attractive to a private investor, there is often a commercial component included in the project, such as market rate retail space or housing.

### *Zoning and Planned Unit Developments*

Traditional zoning is not typically used to provide affordable housing, but it is the most direct role that the Office of Planning has to influence developers.

Applicants seeking relief from existing zoning regulations or a change in the existing zoning must submit their request to the Board of Zoning Adjustment (BZA) or the Zoning Commission (ZC). The BZA hears cases in which the applicant requests that one or more of the requirements stipulated in the underlying zone be waived. The ZC hears cases in which the applicant requests that the zoning for a particular site be changed; it also hears cases being developed as a Planned Unit Development and reviews all campus plans. The Office of Planning reviews all Board of Zoning Adjustment and Zoning Commission cases, often discussing cases with applicants prior to their formal hearing. When it meets with applicants, OP can review the District's goals for the community, make sure the zoning change is consistent with plans for the area, and encourage them to take advantage of incentives for including affordable housing.

A Planned Unit Development (PUD) zoning procedure is intended to achieve development and public benefits that are superior to those that would result from "matter-of-right"

projects. The process allows greater density and height in exchange for equivalent public benefits such as affordable housing.

### *Transit Oriented Development (TOD)*

TOD is development concentrated around and oriented toward transit stations – either MetroRail stations or major bus stops – and is designed to promote transit-riding. The increased density typical in transit areas is an ideal location for a Planned Unit Development or other development large enough to support affordable housing. The more intense focus at the core of a transit-area provides greater opportunity for more housing units of various types and sizes, allowing some to be offered at lower prices and maintaining the housing diversity of the Study Area. Due to the cost of housing and land in the Study Area, realizing greater density of development makes it more financially practical to build affordable housing.

### *Other District Housing Programs*

The Department of Housing and Community Development and the Housing Finance Agency administer housing programs including First-Right-to-Purchase, Federal Section 8 program, Single Family Residential Rehabilitation Program, Housing Trust Fund, and DHCDs NOFA process to access funding. While these District programs are not under the purview of the Office of Planning, it does coordinate with the agencies that are and encourages their use in the Study Area when appropriate. A complete list of housing programs maintained by the District is included in the Appendix.

### **Retail and Business Development**

There is strong potential for a vibrant and active retail environment in the Study Area. The tools listed here are intended to help define priority areas for businesses to locate and to support local and small businesses, a critical component to retaining diverse retail and a distinct local character. A more extensive, annotated list of programs available for local businesses can be found in the Appendix.

### *Zoning*

This is the primary tool available to the Office of Planning that would impact the development of retail in the Study Area. The District currently maintains one zoning district - the Uptown Arts-Mixed Use Overlay District - that requires ground floor retail. Part

of the Study Area north of Rhode Island Avenue lies within this district, but not other retail areas. This overlay can be complicated because it addresses many issues in addition to retail requirements. A simplified overlay requiring ground floor retail with minimum 14' ceiling heights, design requirements for display windows, and standards for locating building entrances and storefront widths would encourage well-designed retail in desired locations. It would also ensure that new construction would be of a design and character that is compatible with the community's vision for the future.

### *Public-Private Partnerships*

As described on page 26, this type of arrangement is useful for governments with budget limitations or that do not have the resources to provide specific services or facilities for their constituencies. Public benefits for a development project in a commercial area could be linked to retail or business development, such as including a type of retail desired by the community, incubator space for local businesses, or exceptional design of retail space. Specific benefits for each public-private partnership need to be tailored to the community and the project.

### *reSTORE DC*

This program, administered by the Office of the Deputy Mayor for Planning and Economic Development, helps revitalize neighborhood business districts and small businesses by assisting in the organization, design, promotion, and economic restructuring of commercial areas. It administers two grant programs, the Commercial District Technical Assistance Program (CD-TAP) and the Commercial Property Acquisition and Development Program (CP-A&D). CD-TAP provides assistance and funding to non-profit organizations to support commercial revitalization. Projects such as financial planning, organizational development, market analysis, streetscape design, and parking and traffic analysis and management are eligible under this program. The CP-A&D Grant Program provides grant funds for non-profit corporations to support the retention, expansion, and recruitment of local retail businesses and the improvement of commercial properties and business districts in the District through acquisition, development and reuse of commercial properties.



Shaw Main Streets, a local organization working to revitalize the 7th and 9th street corridors, is one of eleven Main Street programs in the District participating in reSTORE DC's *DC Main Streets* program. DC Main Streets provides five years of comprehensive technical and financial assistance to local Main Street groups. Local volunteers and community groups worked together to organize Shaw Main Streets, which is actively working to promote the area as a retail corridor, protect and enhance local businesses, and improve the design of storefronts and quality of the retail environment.

*Facade Improvement Programs*

There are several sources of public financing to help businesses make improvements to facades of commercial buildings. The Department of Housing and Community Development's (DHCD) Community Development Block Grants (CDBG) program is one source. In 2004 DHCD identified the 7<sup>th</sup> and 9<sup>th</sup> Street corridors in the Study Area as preferred locations for façade improvement grant applicants. The Latino Economic Development Corporation's (LEDC) Retail Storefront Loan Program is another source that targets existing retail business owners operating in Washington, DC, who want to upgrade or renovate their façade or business storefront signage. Under this program, loans are offered at prime interest rate, there are no processing fees, and LEDC provides flexible collateral and credit requirements. This program is funded by a grant from reSTORE DC.

*The Enhanced Business Information Center (e-BIC)*

e-BIC provides the Washington metropolitan area with business planning tools, free on-site resources, staff, training courses and workshops to help entrepreneurs start, grow and expand their business. Located at the King Memorial Library, it features a state-of-the-art video conference room, computer terminals, a business information resource library, and reading room. e-BIC also organizes an active series of business seminars to support entrepreneurs and small business owners. e-BIC enables the District of Columbia Government, the District of Columbia Public Library and the US Small Business Administration to work collectively in providing cutting edge programs and services to foster growth and development of local entrepreneurs.

*US Small Business Administration's (SBA) 504 Loan Program*

This program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. Advantages to businesses include:

- A down payment as low as 10%, which does not eat into a business' working capital; and,
- A repayment period as long as 20 years, which allows the business plenty of time to pay back the loan; and,
- An extremely competitive fixed interest rate.

To help business people take advantage of the 504 Loan Program, DC's Enhanced Business Information Center (e-BIC) sponsors monthly sessions with the SBA and a Certified Development Company, Virginia Asset, that explain the advantages of the 504 loan and that walk potential borrowers through the loan process.

*Other District Retail Programs*

The District administers a number of programs that offer small business support, such as Georgia Avenue Business Resource Center and the Small Business Development Center Network. These District programs are available to all residents and businesses located in the District. More on these and other programs can be found in the Appendix.



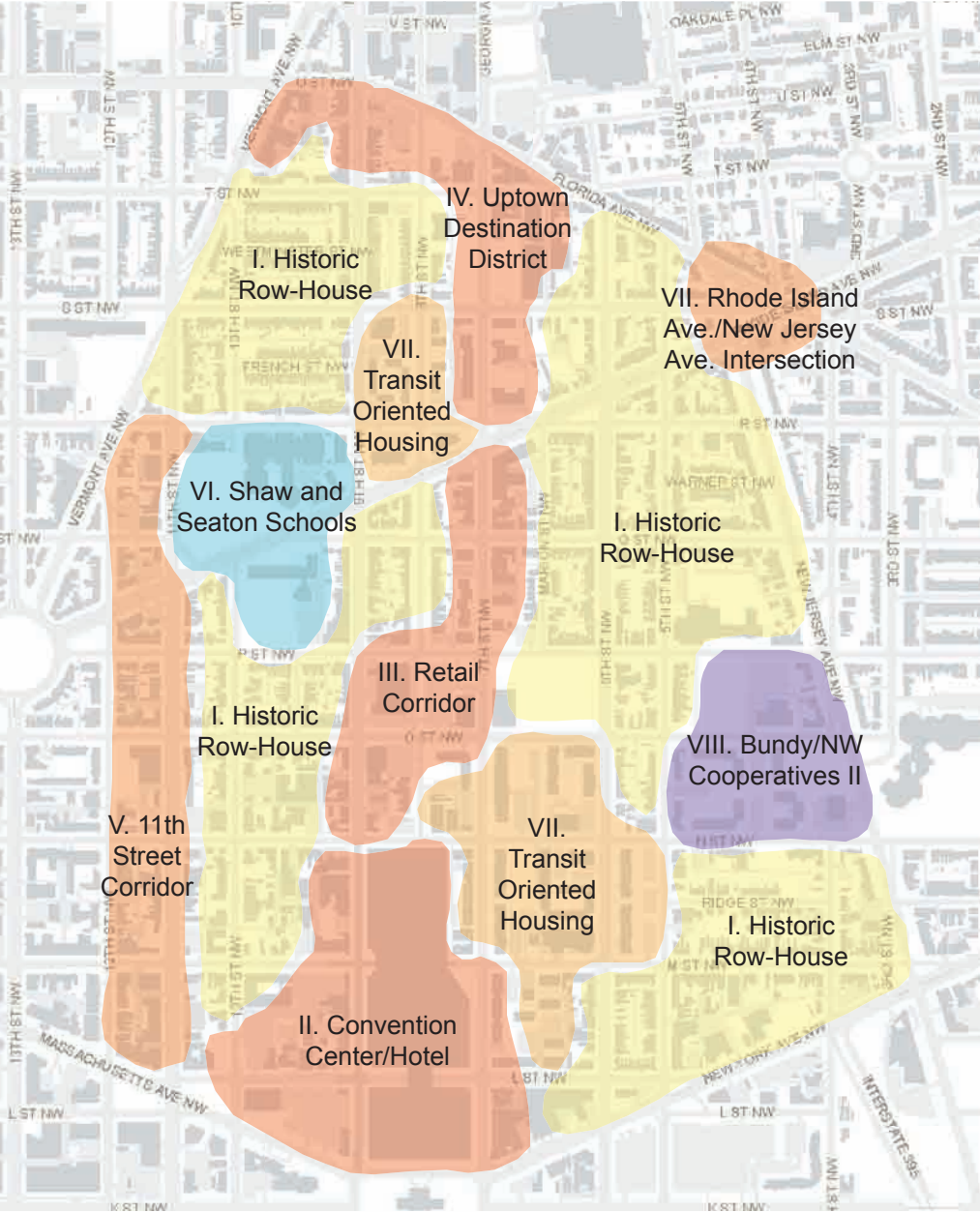


4 DEVELOPMENT GUIDE

This chapter focuses on specific recommendations for Sub-Areas and the public realm. Nine individual Sub-Areas are identified, with each area facing different issues and opportunities:

- I. Historic Row-House** - This area is defined by the consistent residential scale of the two- and three-story row houses and occasional apartment building. Both long-time and new residents live in this area. As buildings are restored and vacant lots filled with new row houses, change in this area will need to be monitored to ensure the existing character is protected and maintained.
- II. Convention Center Area** - It is anticipated that crowds of people visiting Mount Vernon Square, Chinatown, and the Washington Convention Center will make the front entrance to the Convention Center an impressive and busy spot. But this area also includes adjacent retail blocks on 7th and 9th streets, which are more like a traditional “main streets” and will need to serve local residents as well as conventioners.
- III. Retail Corridor** - The Retail Corridor extends from the Convention Center in the south to the Uptown Destination District in the north. It is intended to serve the retail needs of the community, as well as drawing convention goers to a distinctive mix of stores and restaurants. The restored O Street Market is the focal point of the Retail Corridor and the neighborhood.
- IV. Uptown Destination District** - This area is defined by its numerous African American cultural landmarks and proximity to Howard University. The redevelopment of the Howard Theatre, and the extension of the lively street life between the Howard and the Lincoln theatres, will make this area a destination.
- V. 11th Street Corridor** - Today this area is a mix of retail and housing, but has the potential to become a dense residential corridor with a compact retail area.

A mix of market rate and affordable housing will make 11th Street a dynamic mixed-use corridor with historic buildings comfortably located between contemporary, medium-density apartments.



Map of Sub-Areas within the Study Area

**VI. Shaw/Seaton Schools** - The common physical appearance and use of these two buildings define this area. Both schools and adjacent recreation fields have the potential to be redesigned to provide new

school facilities, upgraded recreational space, and mixed-income residential development. The design of the public buildings should be civic in scale and character, with the greatest massing of this development on Rhode Island Avenue.

- VII. Transit Oriented Housing** - This area is defined by the common design of apartment developments guided by the Shaw Urban Renewal Plan and their proximity to metro stations. They provide a variety of unit types and include a substantial number of affordable housing units, but their unadorned facades and surface parking lots are distinctive characteristics that make them stand out from the surrounding historic row-houses, apartment buildings, and commercial blocks.
- VIII. Bundy/Northwest Cooperatives II** - The Bundy School and Northwest Cooperatives II are a distinct break in the otherwise continuous historic row-houses that surround them. The Bundy School, currently used as offices for a District agency, could become a use that is more compatible with the surrounding residential area. Northwest Cooperatives II is a less dense development than the other apartment buildings in the Transit Oriented Housing area, but shares their general characteristics.

**IX. Rhode Island/New Jersey Avenue Intersection** - This area is defined by the intersection of three avenues. It is a prominent intersection and a potentially attractive entrance to the neighborhood. The triangular island at its center is poorly defined, but this area could develop a distinct identity of its own.

The Development Guide for each Sub-Area includes an overview describing the area in ten years, analysis of current conditions, notes on elements from other plans, recommendations that this document makes for the area, and design guidelines (which are similar for many of the Sub-Areas). The intention of the Development Guide is to restore continuity in the Study Area, rather than to create more and greater contrasts.



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### SUB-AREA I: HISTORIC ROW-HOUSE

#### Vision

In residential areas, row houses vary in height from two to four stories and multi-story apartment buildings are interspersed on residential streets. Some are very modest and others impressive in their scale and design.

Residents value the tradition of the corner store, of which there are many in the Sub-Area. Exteriors are being renovated, store-fronts are open and inviting, and the interiors are visible from the sidewalks. Stores express their individuality with special signs and window displays. Store operators are respectful of nearby residents and keep their premises neat and clean.

#### Key Elements from Other Plans

**Comprehensive Plan** - Most of the Sub-Area is designated Moderate-Density Residential. Some parts in the south portion are Medium- and High-Density Residential, or a Mixed Use designation that allows High-Density Commercial and Residential.

**Urban Renewal Plan** - The Urban Renewal Plan designates the Sub-Area variously as Low-, Medium-, and High-Density, and a few are designated Public/Community.

**Zoning** - Current zoning for the Sub-Area is predominantly R-4 - 40'. The 400-500 blocks of Florida Avenue and Rhode Island Avenue are zoned C-2-A. Areas south of M Street are DD/R-5-B - 50'; DD/C-2-C - 130'; and DD/R-5--E - 90'.




**Historic Resources** - The majority of this Sub-Area is in the Greater U Street, Shaw, Blagden Alley/Naylor Court or Mount Vernon Square historic districts, except for the area north of N Street and east of 7th Street. There are 5 individually designated historic landmarks in this Sub-Area: Lincoln Congregational Temple United Church, Carter G. Woodson House, Blanche K. Bruce House, Yale Steam Laundry, and Fletcher Chapel.

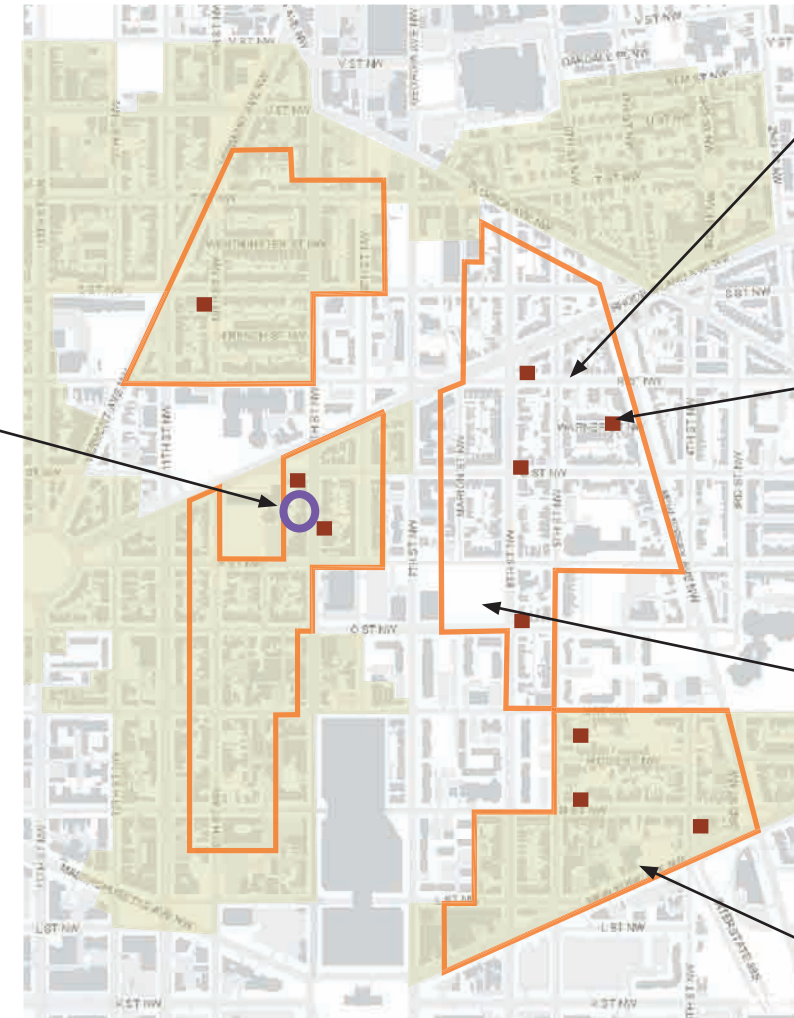
### Current Conditions and Analysis

*Limited number of large development sites in this Sub-Area, combined with rising housing costs, make it difficult to develop multi-unit buildings with an affordable housing component.*

*The Carter G. Woodson National Historic Site is located on the 1500 block of 9th Street; maintaining the residential setting for the home is a priority for the National Park Service. The relationship between the home and the Phyllis Wheatley YWCA is also important to interpreting the site. Comparable visitation for other urban NPS sites ranges from 15,000 to 30,000 annually.*

#### Key

-  Historic Row-House Sub-Area
-  Designated historic districts
-  Active commercial uses located in residential areas



*This area is not designated a historic district, making it vulnerable to inappropriate development on vacant lots or changes to existing buildings.*

*Corner stores in the historic Row House areas east of 7th Street provide basic services, are supported by residents, and require a zoning variance to expand existing commercial use or to introduce a new commercial use.*

*Kennedy Recreation Center is one of three open spaces in the Study Area on P Street.*

*Under current zoning, the Yale Laundry site can be redeveloped to a height of 90'.*



*Some alleys in the Study Area, like the Blagden Alley/Naylor Court Historic District, are densely developed*



*Multi-family residential buildings like the one at the corner of 10th and N streets are located throughout residential areas*



*1500 block of 9th street includes residential buildings and store-fronts*



*Vacant lots like the one in the 400 block of M Street, are located throughout the Study Area*



Recommendations

- Ensure that development on infill sites scattered throughout residential areas is designed to be consistent with neighborhood character.
- Establish an historic district in Shaw East Survey Area.
- Recognize the importance of non-conforming retail uses in existing residential area and further investigate zoning tools to maintain neighborhood serving retail in these locations.
- Coordinate with the National Park Service to ensure that more detailed plans for the Carter G. Woodson Home National Historic Site consistent with goals for the neighborhood.

Design Guidelines

GOAL: Protect character and intimate scale of residential streets

- Maintain typical row house width, and similar pattern of windows, doors, and roof line for front façades
- Multi-family residential buildings shall have a prominent building entrance and lobby
- Tripartite arrangement of multi-story building elevations is encouraged
- Materials shall be of high quality, providing sense of detail, scale and visual interest
- Provide a sense of privacy for ground floor residential units
- Through-wall HVAC units not allowed on public elevations

Development Guide

Construct new housing on vacant lots and on parcels with underutilized non-contributing buildings.

Maintain the residential character of the area surrounding the Carter G. Woodson home.

Key

- Historic Row-house Sub-Area
- Active commercial uses located in residential areas



Allow small, local-serving retail as non-conforming use, with conditions imposed for hours of operation, noise, odors, trash storage, signs, etc.

Designate East Shaw Survey Area as an historic district and construct compatible new buildings on vacant lots and on parcels with underutilized non-contributing buildings.

Redevelop Yale Laundry site so that it provides a transition between scale proposed for Mount Vernon Triangle to the south and the Mount Vernon Historic District to the north.





## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### SUB-AREA II: CONVENTION CENTER/HOTEL

#### Vision

Shops and restaurants are located in the Convention Center itself, in the new hotel, and in historic buildings that line the streets. Many of the historic buildings have been restored; new developments on vacant parcels have storefronts that open onto 9th streets. Ground floor interiors are visible from the street, and during business hours activities spill out onto the sidewalk.

On the upper levels of the historic and new buildings there is space for businesses requiring small offices near the Convention Center and downtown.

Some historic and new buildings have residences on the upper floors, ideal for a mix of market rate and affordable units.

#### Key Elements from Other Plans

**Comprehensive Plan** - The Convention Center/Hotel Retail Sub-Area includes Medium-Density and High-Density Residential categories, with a mixed use designation including High-Density Residential, and High-Density Commercial, and Local Public Facilities).

**Urban Renewal Plan** - This Sub-Area north of M Street is designated Low-Density and Public/Community.

**Zoning** - Current zoning includes C-2-A - 50', R-4 -40'; DD/C-2-C - 130'; DD/C-2-A - 50'; and DD/C-3-C - 130'.

**Historic Resources** - Portions of the Sub-Area are included in the Shaw, Blagden Alley/Naylor Court and Mount Vernon Square historic districts. The American Federation of Labor Building and the 1000 block of 7th Street are designated historic landmarks.

#### Current Conditions and Analysis

40,000 square feet of retail space in the Convention Center is vacant and creates areas of inactivity in the retail corridor; retail on N Street does not reinforce linear pattern of retail on 7th and 9th streets.

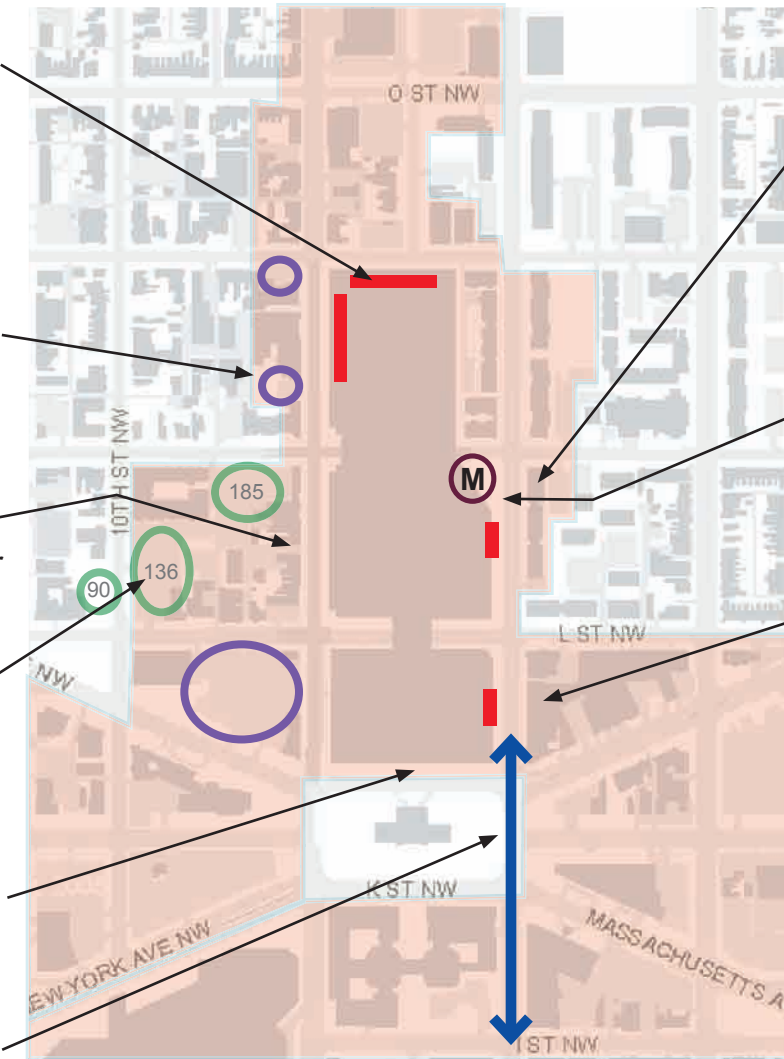
Vacant lots and storefronts in the 1100 and 1200 blocks of 9th Street detract from the retail corridor and inhibit pedestrian movement between downtown, Convention Center, and the neighborhood.

Historic building facades along 9th Street create a "Main Street" character that distinguishes it from downtown.

Three high-density residential projects - Quincy Court, Quincy Park, and The Whitman - include 411 market rate residential units.

Current pedestrian activity outside the convention center is limited to its main entrance on Mount Vernon Square.

7th Street is the primary connection to the vibrant Chinatown area and the MCI Center.



The building in the 1100 block of 7th Street is an example of a mixed-use development type, with retail below and residential above; the arcade in front of the building creates a potential space for outdoor seating, but limits visibility of businesses.

The Mount Vernon Square Metro Station generates pedestrian activity on 7th Street, is located at a key intersection with significant pedestrian activity, and needs greater visibility.

The 1000 block of 7th Street has a "Main Street" character that distinguishes it from downtown.

#### Key

Commercial zoning that allows, but does not require, over 270,000 square feet of ground floor retail in the Sub-Area

Storefront commercial space located in the convention center

Vacant sites

Recent residential development with number of residential units



Prominent building located at the corner of 7th Street and New York Avenue



7th Street is lined with retail, some under an arcade and with residences on upper floors



Early 20th century buildings line 9th Street across from Convention Center



Main entrance to Convention Center is on Mount Vernon Square



## Recommendations

- Locate Convention Center headquarters hotel at 9th and Massachusetts Avenue as the southern anchor of the retail corridor.
- Re-zone 7th Street between Mount Vernon Square and M Street and on 9th Street between Mount Vernon Square and N Street to require ground floor retail in new development or as part of redevelopment or rehabilitation of buildings on (approximately 60,000 square feet of retail space).
- Ensure that the pedestrian scale and main street character of the historic buildings are retained or sensitively incorporated into new development.
- Create safe, on-street pedestrian connection between Convention Center and headquarters hotel.
- Improve facades and preserve architectural history of retail buildings on 7th and 9th streets.
- Provide incentives for mixed-income housing above retail on 7th and 9th streets.
- Lease storefront retail space in the Convention Center and focus retail activity on 7th and 9th streets as much as possible.

## Design Guidelines

**GOAL:** Create vibrant retail area around the Convention Center that establishes southern anchor for the retail corridor

- Retail space should have a minimum of 14' ceiling height
- The first floor facade of buildings with ground floor retail shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Maintain typical storefront width for block and similar pattern of windows and doors of adjacent buildings
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Garage and service entrances should be from the alley, not on front elevations
- Materials shall be of high quality, providing a sense of detail scale and visual interest
- Through-wall HVAC units are not allowed on public elevations

## Development Guide

*Improve historic facades of storefronts located on 9th Street; ensure that existing and new developments include ground floor retail.*

*Develop well designed street level pedestrian crossing between proposed Convention Center hotel and Convention Center.*

*Development at the corner of 9th and Massachusetts Avenue should anchor the southern end of the 9th Street and encourage activity on 9th Street.*



*Improve facades of retail buildings on 7th Street and increase the visibility of retail space in 1100 block of 7th street.*

## Key

- Preferred location of ground floor retail
- Potential sites for high and medium density residential





## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### SUB-AREA III: RETAIL CORRIDOR

#### Vision

New infill buildings have residential above ground floor retail. Larger projects include affordable units. Parking is located below grade or off alleys.

Retail is located in traditional store fronts. Shopping and restaurant activity expand onto sidewalks during business hours. Midway between the Convention Center and the Uptown Destination District is a supermarket and the restored O Street Market, which contains a variety of retail uses. The O Street Market is the focal point for the Retail Corridor, connecting the commercial sections of 7th and 9th streets.

#### Key Elements from Other Plans

**Comprehensive Plan** - The Comprehensive Plan calls for this area to be a mix of Moderate and Medium densities, both residential and commercial. The O Street Market block and 9th Street south of P Street allows for more intense levels of development.

**Urban Renewal Plan** - The Urban Renewal plan calls for a neighborhood shopping center at the O Street Market block; Medium-Density, High-Density, and community uses along 7th Street; and Low-Density and Medium-Density along 9th Street.

**Zoning** - Current zoning is, with one exception, C-2-A - 50'. The exception (the south side of O Street between 7th Street and 8th Street) is C-2-B - 65'

**Historic Resources** - Portions of the area are in the Shaw and Blagden Alley/Naylor Court historic districts. O Street Market and Lafayette Apartments are historic landmarks. The area east of 7th Street and north of P Street are in an area recently surveyed and identified as potential historic districts.

#### Current Conditions and Analysis

*There are several privately owned sites in the 1600 block of 7th Street that have the potential for redevelopment - two vacant lots and a 7-11 convenience store that is a non-contributing structure in the Shaw Historic District.*

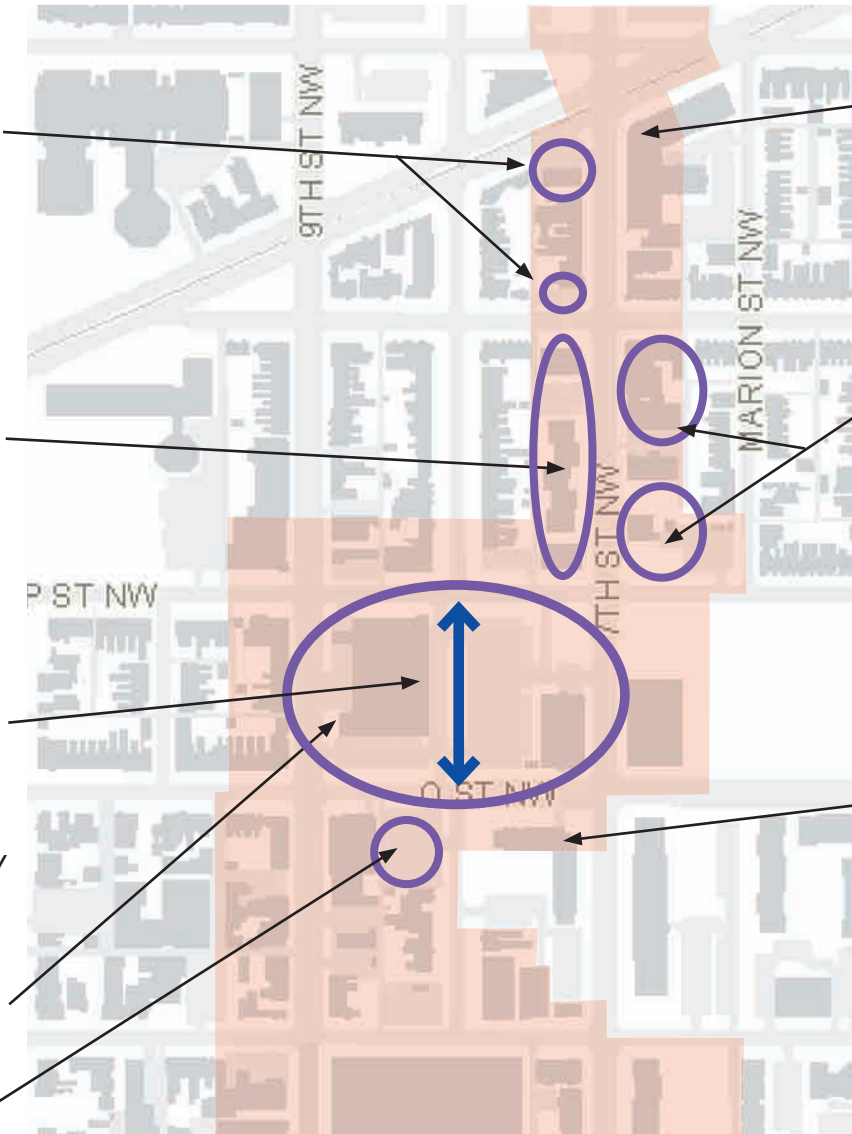
*A developer with an interest in redeveloping Kelsey Gardens, a garden apartment building not built out to what the current zoning or comprehensive plan allows and not located in a historic district, includes 54 housing units whose Section 8 contract has expired.*

*O Street Market block is the largest privately owned site in the Study Area with redevelopment potential.*

*8th Street right-of-way is protected under an easement held by the city.*

*The 9th Street facade of Giant is a loading dock, creating a setback that provides enough space for infill development.*

*This parcel is controlled by NCRC.*



*Asbury Dwellings anchors the northeast corner of the intersection and has 147 Section 8 affordable housing units; its ground floor is not appropriate for retail use.*

*The east side of the 1500 block of 7th Street has several vacant sites and buildings not built out to what current zoning allows, including a property owned by NCRC. There are active businesses in this block.*

*1330 7th Street (Immaculate Conception Apartments) on the south side of O Street, includes ground floor retail; upper floors of the building are entirely residential and include 119 affordable housing units.*

#### Key

*Commercial zoning that allows, but does not require, almost 260,000 square feet of ground floor retail in the Sub-Area*



*The 1400 block of 9th Street has a pedestrian scale and vacant storefronts*



*The Giant grocery store is well located to serve the community*



*The Giant loading dock located in the 1400 block of 9th Street*



*Kelsey Gardens is a garden apartment complex in a retail corridor*

### Recommendations

- Provide incentives for affordable housing for all new development and encourage renewal of project-based Section 8 contracts; alternatively, redevelop with equivalent/increased number of affordable housing units.
- Re-zone 7th Street between O Street and Rhode Island Avenue, 9th Street between M and O streets, and O Street between 7th and 9th streets to require that new development include ground floor retail (approximately 200,000 square feet of retail space in this Sub-Area).
- Encourage a mixed-use development on the O Street Market block that is the focal point for the retail corridor.
- Encourage the National Capital Revitalization Corporation to develop their properties at 7th and P streets and 8th and O streets with ground floor retail and mixed-income housing on upper floors.
- Improve storefront facades on 7th and 9th streets.

### Design Guidelines

**GOAL:** *Encourage mixed-use development that provides a distinct setting for both neighborhood serving and destination retail.*

- Retail space should have a minimum of 14' ceiling height
- A majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Tripartite arrangement of building elevation encouraged
- Window and door placements should be consistent with those on surrounding buildings
- Material shall be of high quality, providing a sense of detail, scale and visual interest
- Through-wall HVAC units are not allowed on public elevations
- Encourage outdoor uses, such as cafes and vending
- Garage and service entrances should be from alleys, not front elevations

### Development Guide

Restore 8th Street right-of-way.

Encourage three-to-four floor, mixed-income residential development behind Giant on 9th Street.

Provide new loading facilities for Giant within building envelope.

Improve storefront facades on 9th Street corridor.



Construct mixed-use development at O Street Market block with mixed-income residential on 9th and P streets and ground floor retail on 7th and O streets, and parking below grade.

Make O Street Market the focal point of this area.

### Key

- Preferred location of ground floor retail
- Potential sites for high and medium density residential



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### SUB-AREA 4: UPTOWN DESTINATION DISTRICT RETAIL

#### Vision

Streets are lined with ground floor shops, restaurants, and clubs. Activity spills onto the sidewalks, which are furnished with new trees, lights and public art.

The upper levels of some buildings are devoted to office space. Office workers enjoy the close proximity to local restaurants and contribute to the vitality of the area during the day.

The upper levels of other buildings are residential; the larger projects include affordable units. Public and private development sites are challenged to include mixed-income development with 20-30% affordable units.

#### Key Elements from Other Plans

**Comprehensive Plan** - The areas along 7th Street and directly south of U Street are designated Mixed-Use (Moderate-Density Residential and Moderate-Density Commercial). The area east of Wiltberger Street is designated Moderate-Density Residential.

**Urban Renewal Plan** - The Urban Renewal Plan designates this Sub-Area as Low-Density, Medium-Density, High-Density, and Public/Community.

**Zoning** - This Sub-Area is currently zoned C-2-A - 50', ARTS/C-2-B - 65', R-4 - 40', and C-M-1.

**Historic Resources** - Portions of this Sub-Area are located in the Greater U Street Historic District. The Howard Theatre and the Southern Aid Society/Dunbar Theater are designated historic landmarks.

#### Current Conditions and Analysis

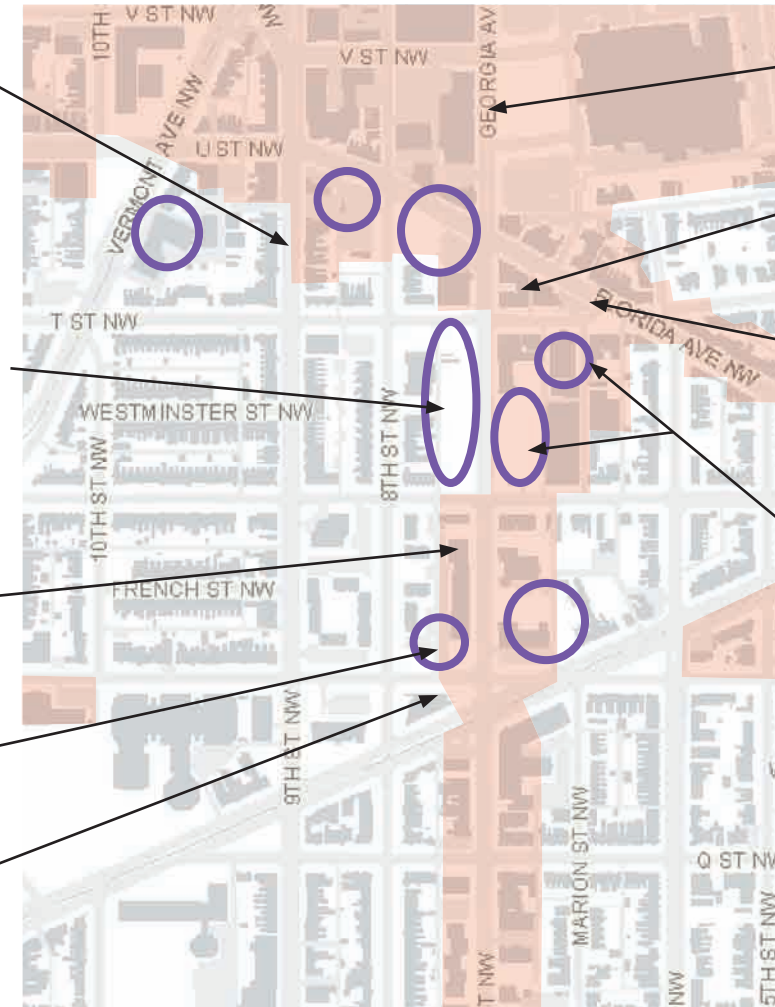
The 1900 block of 9th street is zoned to allow a mix of commercial, residential and industrial uses; commercial uses in residential zones are no consistent with zoning or the comprehensive plan; storefronts are in need of renovation.

Howard University's building is not an ideal use for its location - adjacent to a Metro station - and is architecturally insignificant; its current configuration fails to take advantage of its proximity to Metro, and ground floor ceiling heights are lower than desirable for retail; the site, on the west side of the 1800 block of 7th Street, is zoned R-4 and not consistent with the surrounding commercial zones.

Lincoln-Westmoreland I has a contract for 82 affordable units that expires in 1/2005.

The parking structure and ground floor of the Lincoln-Westmoreland apartment building do not contribute to street life

Watha T. Daniel/Shaw Neighborhood Library is an undistinguished building at a prominent intersection and gateway to the neighborhood; it is planned to be demolished and rebuilt.



Retail development in this area can connect the Study Area Retail Corridor to U Street and Upper Georgia Avenue.

The historic Dunbar Theatre has been rehabilitated for mixed use, including retail on the ground floor and residential units on upper floors.

The 600 block of T Street, "Ellington Plaza", is a short block immediately adjacent to the Howard Theatre, suitable for outdoor performances, special events, cafe's, etc.

Vacant parcels on the Howard Theatre block should be developed in coordination with one another.

#### Key

Priority development sites that are part of the concurrent Uptown Destination District study

Commercial zoning that allows over 270,000 square feet of ground floor retail in the Sub-Area



The Lincoln-Westmoreland apartment building in the 1700 block of 7th Street maximizes its immediate proximity to transit



The 1900 block of 9th Street is a mix of commercial and residential uses



The Howard Theatre is a designated landmark and located in the Greater U Street Historic District



The CVS store and parking lot are located at the prominent intersection of 7th and Florida Avenue

### Recommendations

- Encourage retail uses on U Street, Florida Avenue, 7th, and 9th streets (approximately 250,000 square feet of ground floor retail and office in this Sub-Area).
- Restore Howard Theatre and redevelop it in conjunction with adjacent NCRC and WMATA sites and as the northern anchor for the retail corridor.
- Re-zone west side of the 1800 block of 7th Street - between S and T streets - to be compatible with adjacent commercial zones and include in Arts Overlay District.
- Re-zone C-M-1 area in the 1900 block of 9th to a commercial zone.
- Re-zone 9 1/2 Street and part of the 900 block of T Street from C-M-1 to a residential zone.
- Improve storefront facades on U, 7th and 9th streets, and Florida Avenue.
- Provide incentives for affordable housing for all new development.
- Encourage renewal of Project-based Section 8 contract; alternatively, redevelop with equivalent/increased number of affordable residential units.

### Design Guidelines

**GOAL:** *Create vibrant retail area that establishes northern anchor for neighborhood retail corridor.*

- Retail space should have a minimum of 14' ceiling height
- A majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Tripartite arrangement of building elevations encouraged
- Provide design that animates street through projections or openings
- Materials shall be of high quality, providing a sense of detail, scale and visual interest
- Through-wall HVAC units are not allowed on public elevations
- Encourage outdoor uses, such as cafes and vending
- Garage and service entrances should be from the alley, not on front entrances

### Development Guide

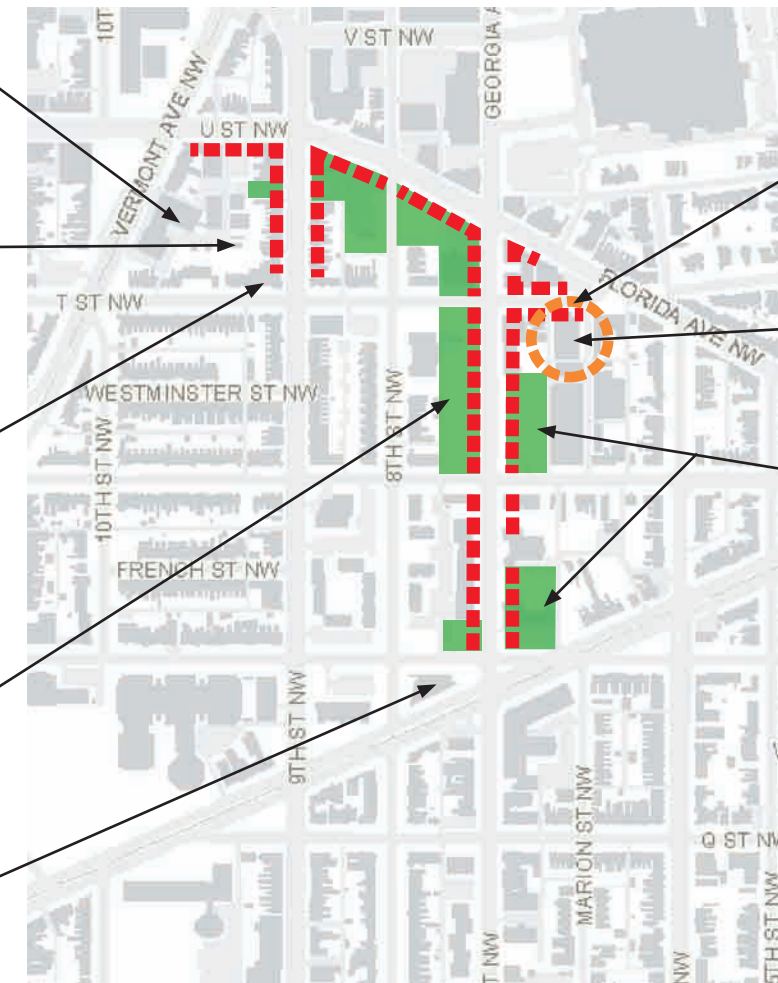
Potential site of cultural use located adjacent to an active public plaza.

Support rezoning of residential properties on 9 1/2 Street to be consistent with adjacent residential zones.

Support rezoning of C-M-1 properties on 9th Street to an appropriate commercial zone.

Support rezoning of the east half of the 1800 block of 7th Street to be consistent with adjacent properties on 7th Street.

Develop architecturally distinct buildings to create a neighborhood gateway and unifies the intersection.



Incorporate cultural heritage in public art, plazas, and other elements to create a cohesive and dynamic streetscape, especially at "Ellington Plaza".

Restore Howard Theatre in conjunction with mixed-use development and shared parking.

Encourage new and infill construction with ground floor retail and residences above with target for 20-30% of units being affordable.

### Key

- Preferred location of ground floor retail
- Potential sites for high and medium density residential





## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### SUB-AREA V: 11TH STREET CORRIDOR

#### Vision

The corridor is enhanced by a concentration of retail on two blocks. For residents, it provides one-stop shopping in the neighborhood. A short walk to Downtown and the Convention Center, this lively commercial area with restaurants and neighborhood-serving retail draws people from outside the community that are attracted to its intimate scale.

Well-designed, five-story apartments line the street and are sited between historic townhouses and apartment buildings. Balconies overlook the street and large windows provide views to street trees. Since smaller properties were combined to create larger, developable lots, developers were able to include a mix of market-rate and affordable housing units in their projects.

#### Key Elements from Other Plans

**Comprehensive Plan** - The plan calls for High-Density Residential south of M Street and Medium-Density Residential north of M Street.

**Urban Renewal Plan** - The Urban Renewal Plan calls for Low-Density along the entire 11th Street Corridor.

**Zoning** - The corridor is zoned DD/R-5-E - 90'; C-2-C - 90'; and C-2-A - 50'. C-2-A, the dominate zoning district in this area, and C-2-C promote a community business center and allow a mix of residential and commercial uses.

**Historic Resources** - The Sub-Area is located in the Shaw, Logan Circle, and Greater 14th Street historic districts. The Morrison and Clark Houses and The Plymouth Apartments are designated historic landmarks.

#### Current Conditions and Analysis

*Buildable lots in this corridor range in size. A building that includes a mix of market rate and affordable units would need to be built in an existing large building or a building built on a large lot created by combining adjacent, small lots.*

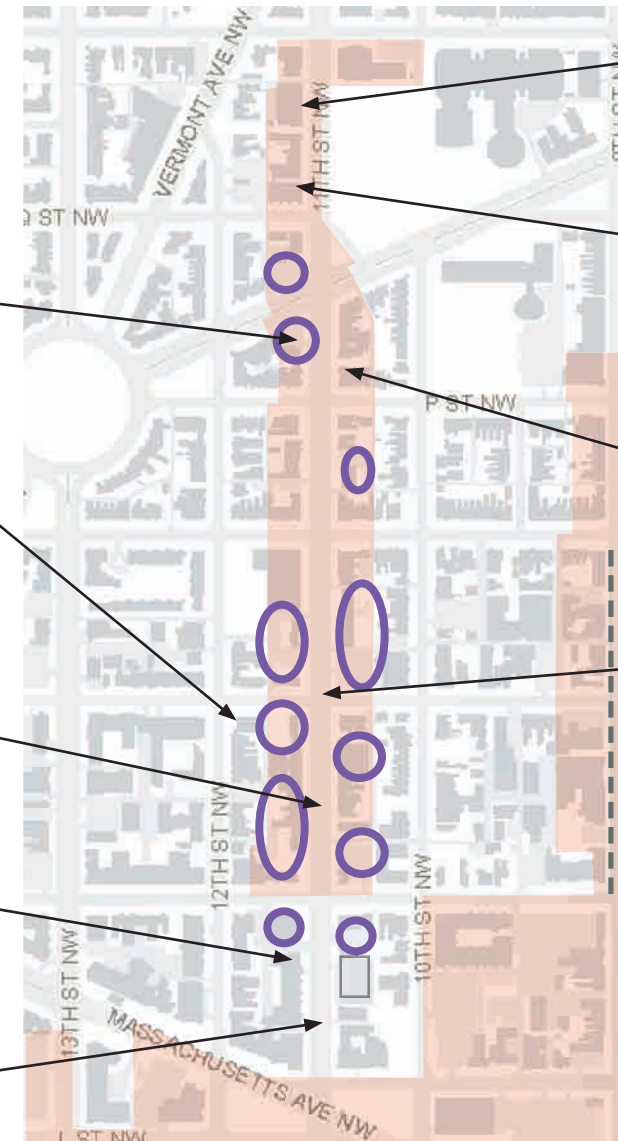
*Southwest corner of 11th Street and Rhode Island Avenue is prominent, has high visibility, and is not built out to what the existing C-2-A zoning allows.*

*Blocks between M and O Streets have a significant number of buildings that are non-contributing to the Shaw Historic District and not built out to what the existing C-2-A zoning allows.*

*Where there are commercial businesses, there is no street furniture that contributes to a retail environment.*

*Washington Tower East has a contract for 31 Section 8 affordable units that expires 1/2006.*

*The majority of the buildings between L and M streets are residential and do not provide ground floor retail.*




*11th Street north of Rhode Island Avenue is not in a historic district; this area is residential in scale but includes residential, commercial, and office uses.*


*A five-story building currently under construction is entirely residential, multi-unit, and includes no ground floor retail.*

*There is a mix of commercial and residential buildings in the north section of 11th Street; existing ground floor ceiling heights, and conversion of residential facades into storefronts make it difficult to retrofit existing residential buildings for commercial use.*

*The intersection of 11th and N streets has vacant lots and non-contributing buildings in the Shaw Historic District on each corner.*

#### Key

 Vacant sites or non-contributing buildings located in the Shaw, Logan Circle, and Greater 14th Street historic districts

 Commercial zoning that allows, but does not require, almost 220,000 square feet of ground floor retail in the Sub-Area



Historic three story Italianate and early Victorian homes line the corridor



Old and new residential development on the 1600 block of 11th Street



Some sections of 11th Street include small scale retail



The Frontiers are an 1970s-era affordable housing development on several blocks of 11th Street



### Recommendations

- Re-zone blocks on 11th Street between M and O streets to require that new development include ground floor retail (approximately 120,000 square feet of retail space in this Sub-Area).
- Provide incentives for affordable housing in new residential development.
- Encourage development of multi-family apartments and condominiums on parcels that are vacant or that have buildings identified as non-contributing to historic districts on 11th Street.
- Encourage renewal of Project-based Section 8 contract; alternatively, redevelop with equivalent/increased number of affordable residential units.

### Design Guidelines

GOAL: Create lively, medium-density mixed-use corridor

- Retail space should have a minimum of 14' ceiling height
- In retail areas a majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly clear glass
- Retail signs shall be designed to reinforce the architecture of the building and be pedestrian oriented
- Residential buildings shall have a prominent building entrance and lobby and provide a sense of privacy for ground level units
- Garage and service entrances should be from the alley, not on front elevations
- Tripartite arrangement of building elevation encouraged
- Materials shall be of high quality, providing a sense of detail, scale and visual interest
- Through wall HVAC units are not allowed on public elevations
- Encourage outdoor uses, such as cafes and vending, in retail areas
- Encourage landscaping and planted areas in residential areas

### Development Guide

*Encourage redevelopment of multi-unit residential buildings that take full advantage of existing zoning in the area north of Rhode Island Avenue.*

*Emphasize intersection of 11th and N streets as retail hub with distinct streetscape treatment.*



*Support redevelopment of the southwest corner of 11th Street and Rhode Island Avenue with signature, residential building that takes advantage of the high visibility of the site.*

*Encourage residential development on 11th Street between O and Rhode Island Avenue, redevelopment of sites that have non-contributing buildings in historic districts, and build medium density apartments with a mix of market rate and affordable units.*

*Support development of a neighborhood-serving retail node between M and O streets with retail on ground floor and medium density apartments with a mix of market rate and affordable units.*

### Key

Red dashed line: Preferred location of ground floor retail

Green rectangle: Potential sites for high and medium density residential





## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### SUB-AREA VI: SHAW AND SEATON SCHOOLS

#### Vision

School yards are programmed, designed and constructed to include a variety of outdoor educational activities. They are generously landscaped, well maintained, and assets to the area. Parks are redesigned and provide areas for active and passive recreation.

Residential development on the school sites provides valuable subsidies for school construction. The multi-family buildings provide residential units in a range of sizes and affordable units are included in each new development. At the Shaw Junior High School site, a recreational amenity has been included and is open to the community.

#### Key Elements from Other Plans

**Comprehensive Plan** - The northern portion of the Sub-Area, including Shaw School and the adjacent park, is designated as Local Public Facilities. The southern portion, including Seaton School, is Moderate-Density Residential.

**Urban Renewal Plan** - With the exception of the YWCA, which is designated Low-Density, the Sub-Area is all Public/Community. Schools are identified as focal points of the community with recreational amenities incorporated into their development.

**Zoning** - With the exception of the church on the southeast corner of 11th and R streets, which is C-2-A - 50', the Sub-Area is all R-4 - 40'. The west side of 11th street is zoned C-2-A - 50'.

**Historic Districts** - The portion of the Sub-Area south of Rhode Island Avenue is in the Shaw Historic District and includes Seaton Elementary, which is considered a non-contributing building. Shaw Junior High School is located outside the boundaries of the Greater U Street Historic District. The Phyllis Wheatley YWCA is a designated historic landmark.

#### Current Conditions and Analysis

Residential area north and south of the Sub-Area is small in scale, defined by two and three story row houses.

11th Street Corridor is zoned C-2-A, the highest zoning classification to the west.

Urban street grid is disrupted where Q Street and 10th Street do not extend through the site; site line of 10th Street, part of the historic L'Enfant plan, is disrupted.

Shaw Recreation Center, managed by the Department of Parks and Recreation, is heavily used.

Shaw Junior High School's 43,000 square foot plaza is barren and unused.

#### Shaw Junior High School

2003/04 Student Enrollment: 534  
Student Projection: 500

DCPS Fall 2003 Facilities Master Plan Update: Calls for a new building. The school is classified as a Tier 3 school. No funds have been allocated for this project.



Plaza behind Shaw Junior High on Rhode Island Avenue



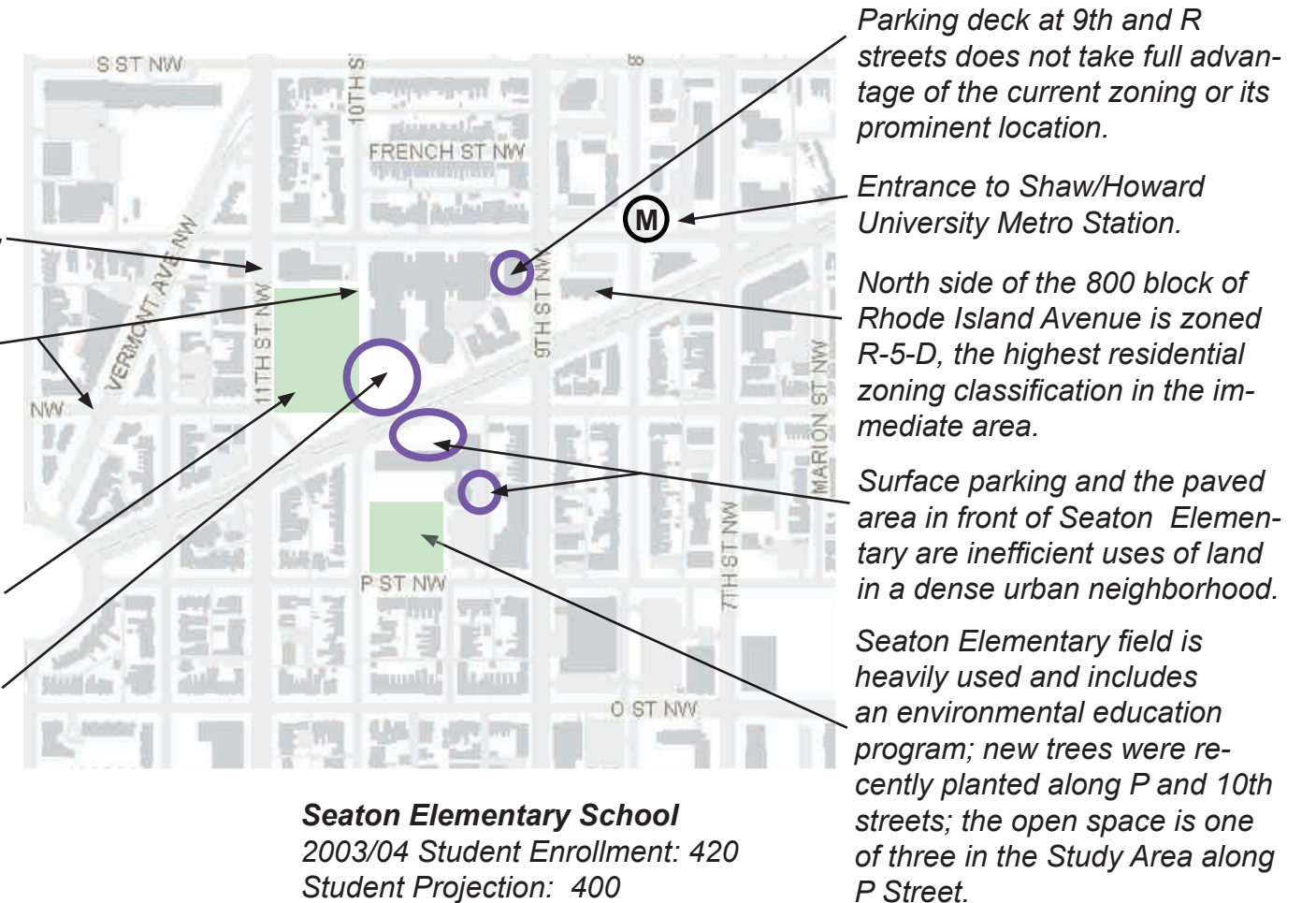
Shaw Recreation Center has a play field, basketball courts and a skateboard park



Seaton Elementary faces Rhode Island Avenue



The Seaton School playground has a play field, basketball court and environmental education center



#### Seaton Elementary School

2003/04 Student Enrollment: 420  
Student Projection: 400

DCPS Fall 2003 Facilities Master Plan Update: Includes no plans to modernize the school. DCPS has currently received an unsolicited proposal for a public/private partnership for this site that includes a new school, housing, and underground parking.



## Recommendations

- Encourage greater concentrations of development to allow for additional mixed-income housing adjacent to Metro stations.
- Determine feasibility of redeveloping Shaw Junior High School and Shaw Recreation Center through a public-private partnership that includes a school, recreational facility, mixed-income housing, and restored 10th and Q streets.
- Determine feasibility of redeveloping Seaton School site through a public-private partnership that includes a school, adequate open space that includes recreation space and an outdoor environmental lab, and mixed-income housing.

## Design Guidelines

GOAL: Redevelop school sites as mixed-use developments that are compatible with adjacent residential areas.

- Provide designs that animate streets through projections and openings
- Materials shall be of high quality, providing a sense of detail, scale and visual interest
- Maintain setback typical for streets
- Tripartite arrangement of building elevation encouraged
- Materials shall be of high quality, providing a sense of detail, scale and visual interest
- Through-wall HVAC units are not allowed on public elevations
- Provide a sense of privacy for ground-level residential units
- Garage and service entrances should be from the alley, not on front elevations

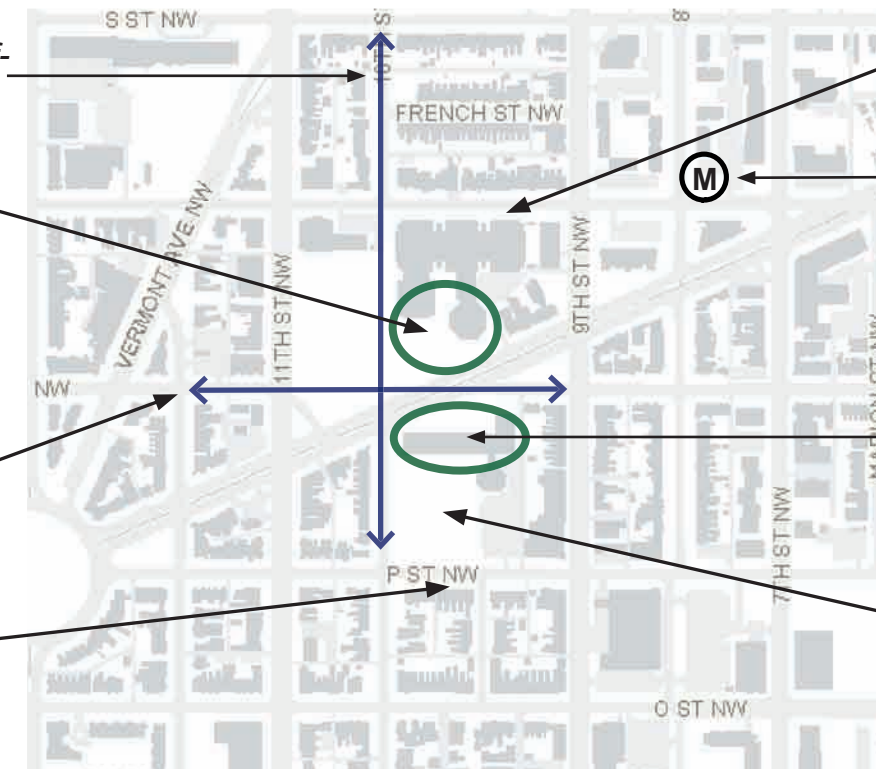
## Development Guide

*Retain site line for 10th Street right-of-way.*

*Greatest height and density on Shaw Junior High School site - should be located on Rhode Island Avenue.*

*Retain site line for Q Street  
right-of-way.*

*Less intense uses should be oriented toward residential neighborhood.*



- ✓ *Less intense uses should be oriented toward residential neighborhood.*

*Entrance to Shaw/Howard  
University Metro Station.*

– *Greatest height and density on Seaton Elementary site should be located on Rhode Island Avenue.*

*Retain open space with outdoor environmental classroom, potentially built over underground parking, on P Street.*

*If a public-private partnership is deemed feasible, specific recommendations for locating housing, schools, and recreation facilities will need to be determined in a separate planning process including the Department of Parks and Recreation and District of Columbia Public Schools.*





## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### SUB-AREA VII: TRANSIT ORIENTED HOUSING

#### Vision

The mix of high and low residential buildings are being modified to create gradual height transitions. Residents identify more with the street they live on than with a particular building or complex. Units are predominantly apartments and condos with a significant number of affordable units.

With many transit riders walking to and from the stations, sidewalks are welcoming and safe. Residential units open to the street through large windows and balconies.

#### Key Elements from Other Plans

**Comprehensive Plan** - The south portion of this Sub-Area adjacent to the Mount Vernon Square/Convention Center Metro Station is designated Moderate-Density Residential, Medium-Density Residential, Institutional, and Mixed-Use (Moderate-Density Residential with Low-Density Commercial). The northern portion of the Sub-Area adjacent to the Shaw/Howard University Metro Station is designated Moderate-Density Residential and Mixed-Use (Moderate-Density Residential with Low-Density Commercial).

**Urban Renewal Plan** - The southern portion of the Sub-Area is designated Low-Density, Medium-Density, High-Density and Public/Community. The northern portion of the Sub-Area is designated Low-Density, Medium-Density, High-Density, and Public/Community.

**Zoning** - Zoning in the southern portion of this Sub-Area is DD/R-5-B - 50'; DD/C-2-C - 130'; C-2-B - 65'; and R-5-B - 50'. Zoning in the northern portion is R-5-D - 90' and R-5-B - 50'.

**Historic Resources** - The Immaculate Conception Church is a historic landmark.

#### Current Conditions and Analysis

*Metro station at 7th and R provides direct access to mass transit.*

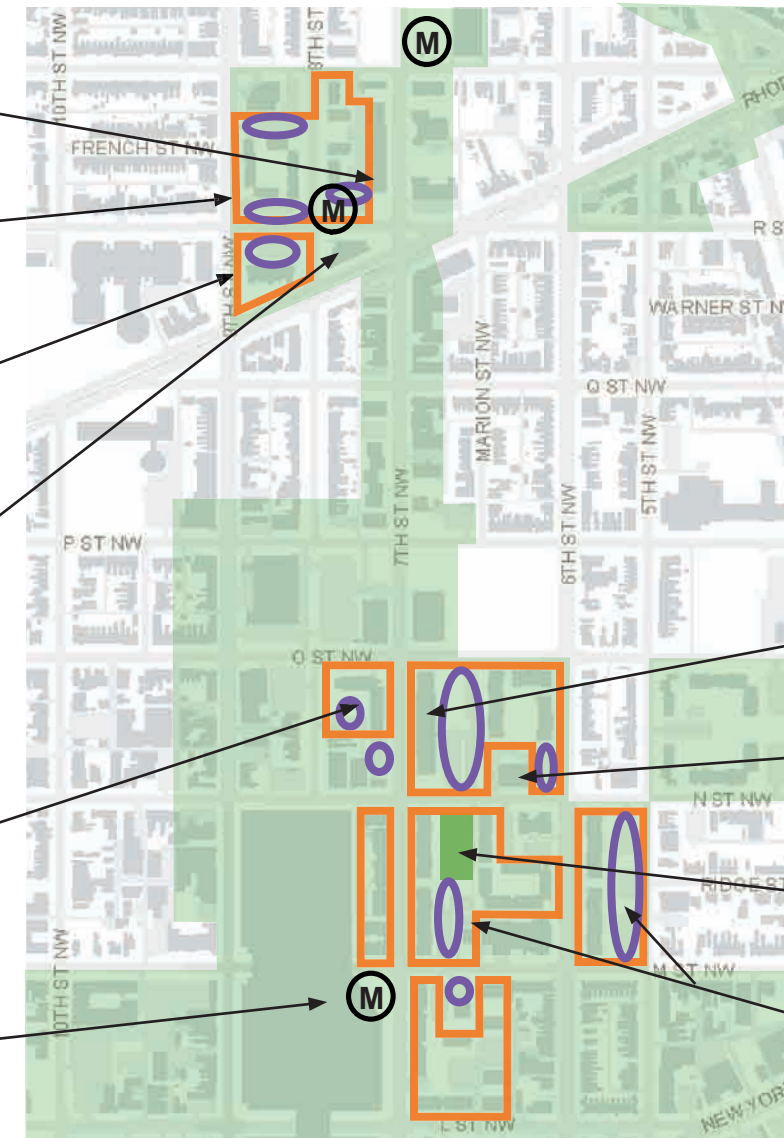
*Lincoln-Westmoreland II has a contract for 121 Section 8 residential units that expires in 01/2005.*

*Foster House has a contract for 76 Section 8 residential units; 15 were scheduled to expire 07/2000 and 59 in 07/2005.*

*Watha T. Daniel Shaw Neighborhood Library contributes little to the street life of the neighborhood; it is a well-used community facility that is planned to be demolished and rebuilt.*

*1330 7th Street received \$13.6 million in tax-exempt bond financing from the District to renovate the building and retain 119 affordable housing units.*

*Metro station at 7th and M streets provides direct access to mass transit.*



#### Key

- Existing residential and commercial zone districts that allow greater densities of residential development
- Apartment complexes in the Sub-Area
- Surface parking lots located in areas near metro stations
- Entrance to Metro station

*Gibson Plaza has a contract for 114 Section 8 residential units that expires in 7/2004.*

*One story building at 6th and N streets is not built out to current zoning.*

*City owned park in the 600 block of N Street is poorly maintained.*

*Washington Apartments has a contract for 105 Section 8 residential units that expires in 05/2005.*



*Shaw/Howard University Metro Station entrance at 8th and R streets*



*Common open space at the Lincoln-Westmoreland complex in the 1700 block of 8th Street*



*Washington Apartments on 6th Street between N and O streets*



*Surface parking lot at 5th and M streets*



**Recommendations**

- Encourage mixed-income residential development with underground parking on surface parking lots adjacent to Metro stations.
- Encourage renewal of Project-based Section 8 contracts; alternatively, redevelop with equivalent/increased number of affordable residential units.

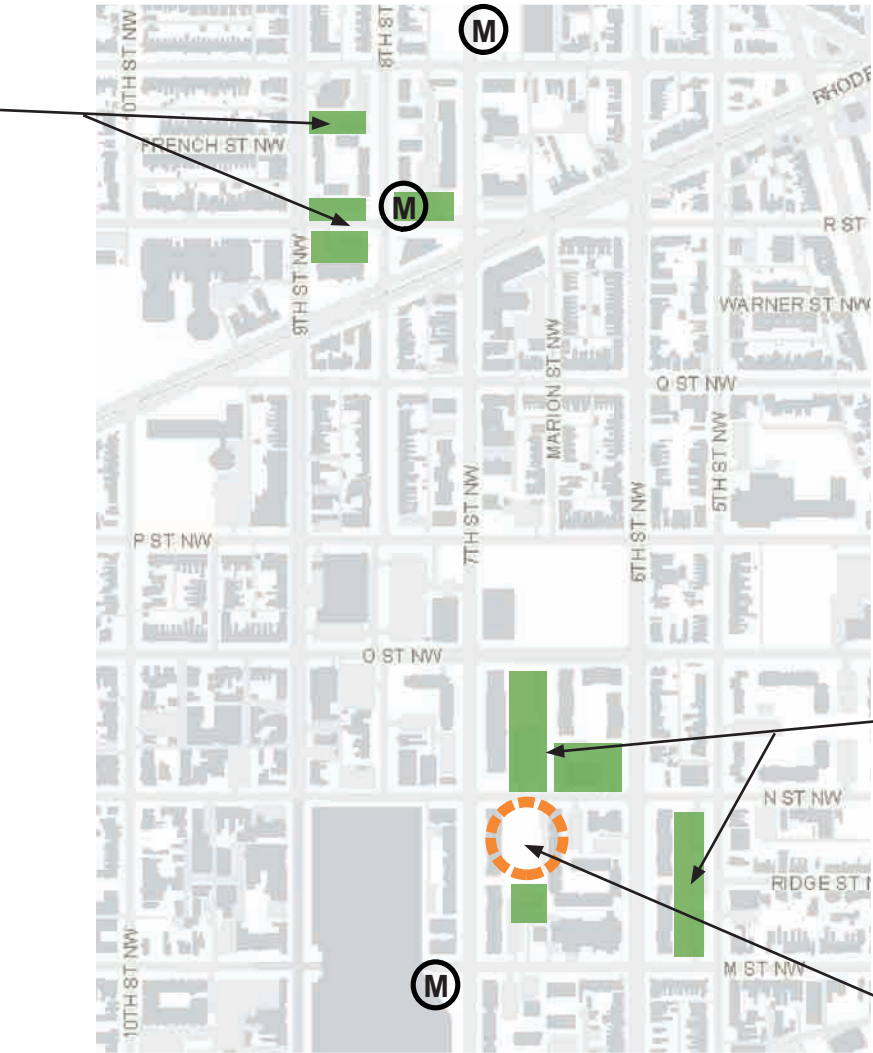
**Design Guidelines**

GOAL: *Encourage additional new construction of mixed-income housing at and near Metro stations that are compatible with adjacent residential areas*

- Provide prominent building entrances and lobbies
- Provide design that animates street through projections or openings
- Tripartite arrangement of building elevation encouraged
- Material shall be of high quality, providing a sense of detail, scale and visual interest
- Provide a sense of privacy for ground level residential units
- Through-wall HVAC units are not allowed on public elevations
- Garage and service entrances should be from alleys, not on front elevations

**Development Guide**

*Encourage infill developments built to property line on street frontage with open space oriented to the interior of the block.*



**Key**

- Potential infill development sites with mixed-income housing and underground parking
- Entrance to Metro station

*Encourage infill developments built to property line on street frontage with open space oriented to the interior of the block.*

*Redesign and make improvements to park.*





## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### SUB-AREA VIII: BUNDY SCHOOL/NW COOPERATIVES II Vision

The Bundy School Building has been rehabbed for residential development. A mixed-income, multi-family building has been constructed on the parking lot behind the Bundy School and includes a recreational amenity for the community, as well as underground parking. NW Cooperatives II is a mixed-income residential community with that is compatible with adjacent residential areas.

#### Key Elements from Other Plans

*Comprehensive Plan* - The entire Sub-Area is designated Moderate-Density Residential.

*Urban Renewal Plan* - The Sub-Area is designated Low-Density and Public/Community.

*Zoning* - The northern half of the Sub-Area is zoned R-4 - 40'. The southern half is zoned R-5-B - 50'.

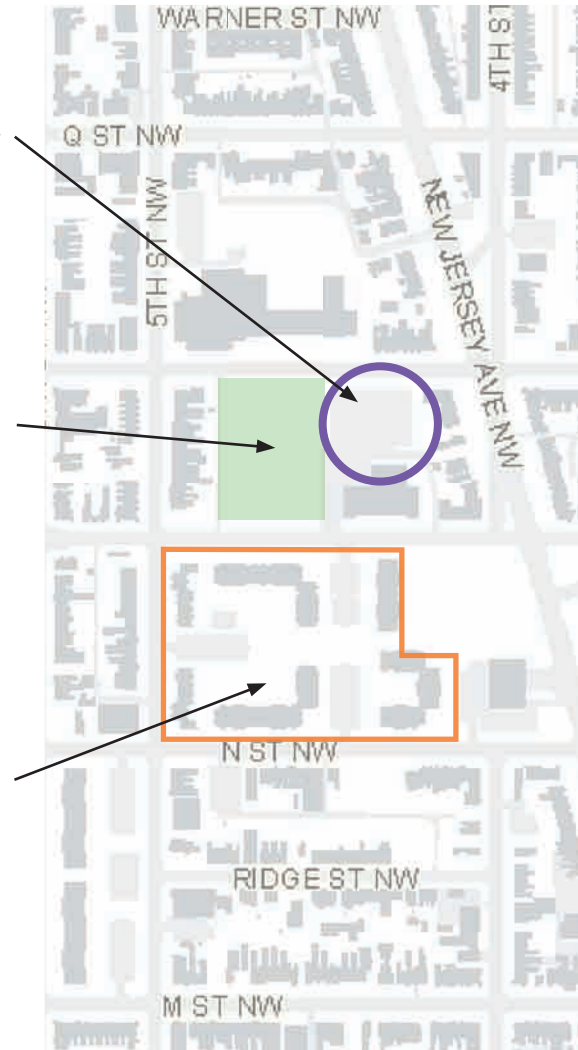
*Historic Districts* - The Sub-Area is not located in an historic district, but is adjacent to existing and proposed historic districts. A recent historic survey of the area identified the area north of O Street as a potential historic district and the Bundy School as a potential historic landmark.

### Current Conditions and Analysis

*Present use of Bundy School as an office, and the adjacent surface parking, is inappropriate for a residential area.*

*The Bundy School field includes one of the only regulation size baseball diamonds in the area; it is one of three open spaces in the Study Area along P Street.*

*Northwest Cooperative II has a contract for 46 affordable residential units that expires 8/2004.*



### Recommendations

- Explore re-zoning of, and partnering with property owners adjacent to, the Bundy School as part of potential redevelopment that would allow for additional mixed-income housing.
- Ensure that any redevelopment of Bundy School parking lot includes a recreational amenity for the community.
- Encourage renewal of Project-based Section 8 contract; alternatively, redevelop with equivalent/increased number of affordable residential units.

### Design Guidelines

**GOAL:** *Redevelop Bundy School for mixed-use development that is compatible with adjacent areas*

- Provide a sense of privacy for ground level residential units
- Tripartite arrangement of building elevation encouraged
- Step down building height to adjacent two-story row houses
- Materials shall be of high quality, providing a sense of detail, scale, and visual interest
- Through-wall HVAC units not allowed on public elevations
- Maintain front yard setback typical for street
- Garage and service entrances should be from alleys, not on front elevations



*Parking lot behind Bundy School*



*Buildings on New Jersey Avenue have a generous setbacks*



*Northwest Cooperatives II viewed from N Street.*





**SUB-AREA IX: INTERSECTION OF RHODE ISLAND AVENUE AND NEW JERSEY AVENUE**

**Vision**

Land uses around the triangle have evolved over time to residential and civic uses that include buildings whose architecture define this wide intersection.

The majority of this Sub-Area is located outside the Study Area. More specific guidelines for this area are included in the Historic Row House Sub-Area.

**Key Elements from Other Plans**

*Comprehensive Plan* - The Sub-Area is designated Moderate-Density Residential.

*Urban Renewal Plan* - The Urban Renewal Plan designates the intersection as a Neighborhood Shopping node. The triangular island is designated as Public/Community, and blocks to the west and south as High-Density.

*Zoning* - The intersection is currently zoned C-2-A - 50'.

*Historic Resources* - The area directly north of the intersection is included in the LeDroit Park Historic District; areas west of New Jersey Avenue and south of Florida Avenue are identified in a recent historic survey as a potential historic district.


**Current Conditions and Analysis**

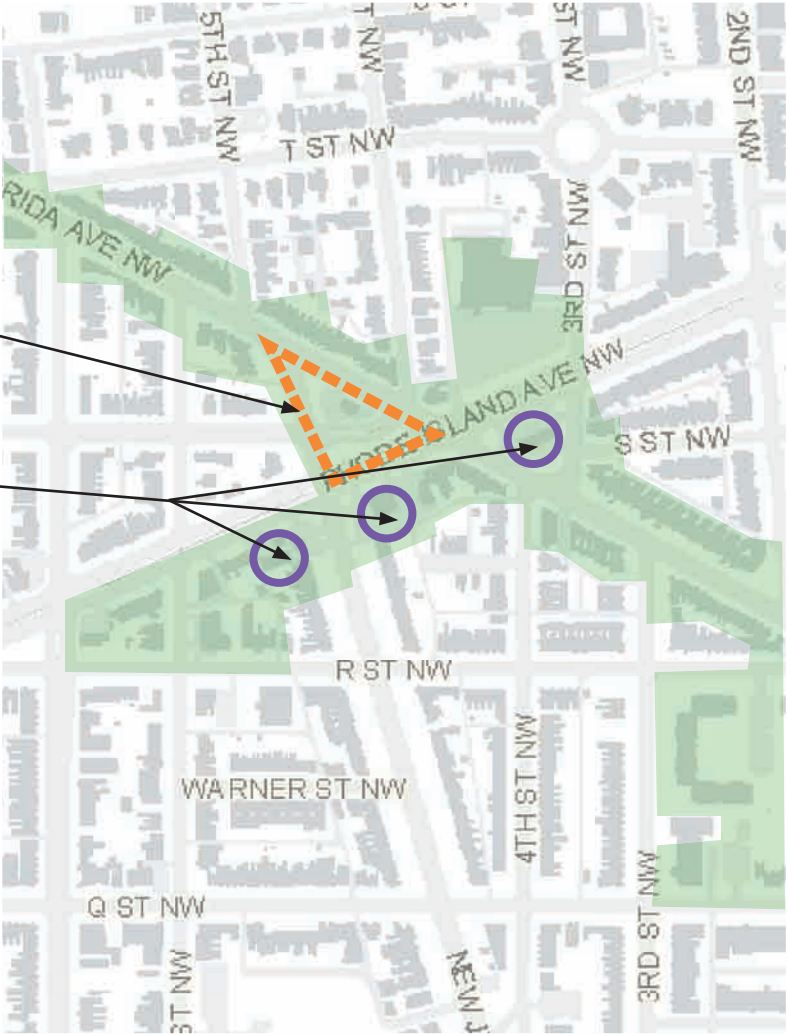
Predominate zoning around the intersection is C-2-A - 50', a zoning district that allows residential use and over 37,000 sq' of ground floor retail in the Sub-Area.

This intersection is defined by the three avenues that create a triangle.

The south side of Rhode Island Avenue is dominated by three gas stations catering to out-bound traffic on Rhode Island Avenue.

**Key**

 Existing residential and commercial zone districts that allow greater densities



**Recommendations**

GOAL: *Re-envision the intersection as a focal point and gateway to the neighborhood and the downtown.*

- Undertake additional study of intersection to address land use, circulation and design.
- Improve street frontage along avenues to reinforce building line.



*Approaching the intersection from Florida Avenue*



*Filling stations predominate the land use on the south side of the intersection*



*The southwest corner of New Jersey and Rhode Island avenues is visibly prominent*



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

### STREETS AND PUBLIC RIGHT-OF-WAY

#### Vision

There are six types of streets in the neighborhood; each should have a distinct function and consistent character.

**Avenues** - Developed on a grand scale, these are the widest streets in the Study Area and tend to carry traffic through the neighborhood. Public right of way should allow for adequate sidewalks and regularly spaced street shade trees.

**Greenway** - This street type connects significant open spaces. A continuous planting area between the sidewalk and curb should differentiate this street from others in the Study Area.

**Primary Retail and Secondary Retail** - These streets carry high levels of traffic through the primary and secondary retail areas of the Study Area. The public right-of-way should include sidewalks that encourage outdoor uses such as cafes and vending, and allow as much on-street parking as possible.

**Primary Residential and Secondary Residential** - These streets are lined with residential uses. Primary Residential streets carry high levels of traffic passing through the neighborhood. Secondary Residential streets are used predominantly by local traffic. The public right-of-way on these streets should allow for open space between the street and residential buildings, sidewalks, and regularly spaced street trees.

#### Current Conditions and Analysis

*P Street connects three parks or open spaces along P Street.*



*Bundy Field in the 400 block of P Street*



*Kennedy Recreation Center in the 600 block of P Street*



*1900 block of 9th Street*



*Bikes locked to the exterior of The Plymouth Apartment on 11th Street*



*1600 block of 6th Street*



*1800 block of 9th Street*

Intersections throughout the Study Area could be more inviting as gateways to retail and residential areas.



*Intersection at 6th and Rhode Island Avenue*



*Intersection at Rhode Island Avenue and 11th Street*



*Brick sidewalks in the 1100 block of 7th Street*



*Gray pavers at the Metro station at 7th and M streets*



*Intersection at U Street and Florida Avenue*



*Intersection at U Street and 9th Street*



*Concrete sidewalks in the 400 block of N Street*



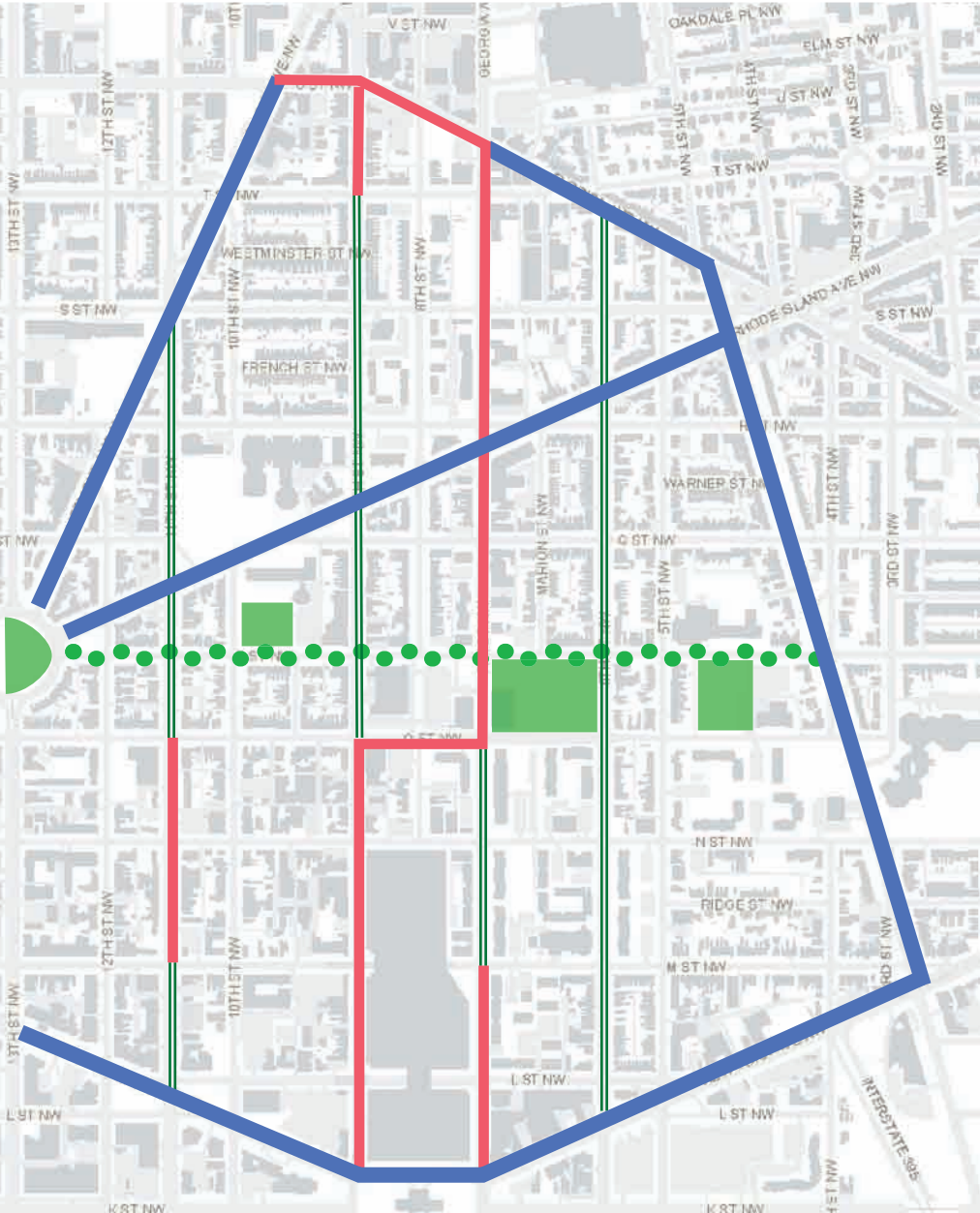
*Brick sidewalks in a residential block of Q Street*

Residential uses on 6th and 9th streets lack a buffer between homes and streets, and lack a separation between public and private space..

Physical conditions and design of streets, sidewalks, and tree boxes vary throughout the Study Area and contribute to the discontinuity of the neighborhood.



Development Guide



Key for Streets

- Avenue
- Primary/Secondary Retail
- Greenway
- Parks along Greenway
- Primary Residential

All other streets in Study Area are Secondary Residential Streets



New Jersey Avenue has a consistent residential character and streetscape



O Street has a continuous planting area between the sidewalk and curb that unites the block and provides better conditions for street trees

Recommendations

- Study 6th, 7th, 9th, and 11th streets to determine current levels of traffic and necessary number of travel lanes, and make recommendations to improve use of public right-of-way.
- Develop, maintain, and enforce standards for different street types that address sidewalks, streets, tree boxes, and public right-of-way.
- Explore designation of P Street as a greenway and opportunities for connecting open spaces along the street.
- Improve appearance of gateway intersections.



## CONVENTION CENTER AREA STRATEGIC DEVELOPMENT PLAN

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5 Summary of Recommendations

The action items listed here are the same recommendations that appear in Chapter 4 by Sub-Area. In this list they are organized by the guiding principles for development discussed in Chapter 3. This section summarizes all the recommendations and is intended to be used by groups with a special interest in a subject rather than a geographic area.

RESIDENTIAL

*Maintain or Increase Existing Affordable Housing in the Area*

- Provide incentives for affordable housing for all new development and encourage renewal of project-based Section 8 contracts; alternatively, redevelop with equivalent/increased number of affordable housing units.

*Reinforce Existing Patterns of Residential Development*

- Establish an historic district in Shaw East Survey Area.
- Ensure that development on infill sites scattered throughout residential areas is designed to be consistent with neighborhood character.
- Re-zone 9 1/2 Street and part of the 900 block of T street from C-M-1 to a residential zone.
- Coordinate with the National Park Service to ensure that more detailed plans for the Carter G. Woodson House are consistent with goals for the neighborhood.

*Locate Multi-unit Buildings in Areas Already Zoned for Greater Density*

- Provide incentives for mixed-income housing above retail on 7th and 9th streets.
- Encourage development of multi-family apartments and condominiums on parcels that are vacant or that have buildings identified as non-contributing to historic districts on 11<sup>th</sup> Street.
- Undertake additional study of intersection at Rhode Island Avenue, New Jersey Avenue, and Florida Avenue to address land use, circulation and design.

*Identify publicly-owned sites that have the potential to include affordable housing*

- Explore re-zoning of, and partnering with property own-

ers adjacent to, the Bundy School as part of potential redevelopment that would allow for additional mixed-income housing.

- Determine feasibility of redeveloping Shaw Junior High School and Shaw Recreation Center through a public-private partnership that includes a school, recreational facility, mixed-income housing, and restored 10th and Q streets.
- Determine feasibility of redeveloping Seaton School site through a public-private partnership that includes a school with adequate open space for recreation and an outdoor environmental lab, and mixed-income housing.
- Encourage the National Capital Revitalization Corporation to develop their properties at 7<sup>th</sup> and P streets and 8<sup>th</sup> and O streets with ground floor retail and mixed-income housing on upper floors.

*Concentrate Multi-unit Buildings in Areas with Good Access to Mass Transit*

- Encourage mixed-income residential development with underground parking on surface parking lots adjacent to Metro stations.

RETAIL

*Concentrate ground floor retail in locations that reinforce a traditional “main street” pattern of commercial development and create a unified identity for the community*

- Re-zone 7th Street between Mount Vernon Square and M Street and on 9th Street between Mount Vernon Square and N Street to require ground floor retail in new development or as part of redevelopment or rehabilitation of buildings on (approximately 60,000 square feet of retail space).
- Re-zone 7th Street between O Street and Rhode Island Avenue, 9th Street between M and O streets, and O Street between 7th and 9th streets to require that new development include ground floor retail (approximately 200,000 square feet of retail space).
- Encourage retail uses on U Street, Florida Avenue, 7th, and 9th streets (approximately 250,000 square feet of ground floor retail and office).
- Re-zone west side of the 1800 block of 7th Street - between S and T streets - to be compatible with adjacent commercial zones and include in Arts Overlay District.
- Re-zone C-M-1 area in the 1900 block of 9th to a commercial zone.
- Lease storefront retail space in the Convention Center and focus retail activity on 7th and 9th streets as much as possible.

*Establish a hierarchy of retail that includes primary and secondary commercial areas, as well as corner stores*

- Locate Convention Center headquarters hotel at 9th and

Massachusetts Avenue as the southern anchor of the retail corridor.

- Encourage a mixed-use development on the O Street Market block that is the focal point of the retail corridor.
- Restore Howard Theatre and redevelop it in conjunction with adjacent NCRC and WMATA sites and as the northern anchor for the retail corridor.
- Re-zone blocks on 11<sup>th</sup> Street between M and O streets to require that new development includes ground floor retail (approximately 120,000 square feet of retail space).
- Recognize the importance of non-conforming retail uses in existing residential area and further investigate zoning tools to maintain neighborhood serving retail in these locations.

*Develop a retail corridor that will attract convention goers, tourists and residents from other parts of the DC metropolitan area*

- Create safe, on-street pedestrian connection between the Convention Center and the headquarters hotel.
- Ensure that the pedestrian scale and main street character of the historic buildings are retained or sensitively incorporated into new development.
- Improve storefront facades and preserve architectural history of retail buildings on U, 7th and 9th streets, and Florida Avenue.

PUBLIC REALM

*Reinforce a clear street hierarchy that differentiates between residential streets and commercial streets*

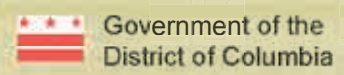
- Study 6th, 7th, 9th, and 11th streets to determine current levels of traffic and necessary number of travel lanes, and make recommendations to improve use of public right-of-way.
- Develop, maintain, and enforce standards for different street types that address sidewalks, streets, tree boxes, and public right-of-way.
- Improve appearance of gateway intersections.

*Reinforce and strengthen parks and open space and the connections between them*

- Explore designation of P Street as a greenway and opportunities for connecting open spaces along the street.
- Ensure that any redevelopment of Bundy School parking lot includes a recreational amenity for the community.
- For additional improvements to parks, see recommendations for Shaw and Seaton schools under Residential.







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