

## Transition Area A: East NoMA Neighborhood

*An eclectic mix of the new and old, and a carefully designed transition between high and low buildings*



(orange w/ purple border on Recommended NoMA Character Areas map, page 5.7)

Boundaries: Any C-2-A and C-2-B zoned area, east of the tracks, that borders an R-4 zone; and the C-M-1 zone east of the tracks between I and K Streets.

### VISION

- A residential neighborhood with neighborhood-oriented retail. The scale is larger near the tracks and H Street and tapers-down towards the existing neighborhood fabric.
- Residential projects should include small scale retail to support residents.
- Encourage creative, adaptive re-use of historic structures with special consideration for structures currently pending historic designation.
- Ensure that additions or alterations maintain historic integrity of structures.
- Further relate to scale of adjacent residential neighborhoods with human-scaled architectural and streetscape elements.
- New architecture should be comfortable with adjacent neighborhoods, without resorting to false historic elements. Contemporary architecture should be encouraged as long as scale transitions and related architectural elements provide continuity and visual interest.

### DESIRED LAND USE MIX

#### OFFICE /RESIDENTIAL GOALS:

- Moderate to medium densities.
- Residential/neighborhood-serving retail mix.

#### RETAIL GOALS:

- Limited neighborhood-serving retail recommended: smaller scale uses such as restaurants, coffee shops, dry cleaners, etc.
- Emphasize fine-grained street grid with strong residential character (multiple individual entrances) on east-west streets.
- Essentially no office uses (office allowed only as an accessory use).

### INFRASTRUCTURE, TRANSPORTATION, ENVIRONMENT & OPEN SPACE

- Proceed with the next step in planning: a Conceptual Public Realm Plan, comprising streets, open spaces, transit hubs, landscape guidelines, etc.
- Work with DDOT to develop a Pedestrian Plan for the area
- Discourage truck and commuter traffic flow through neighborhood 'short-cuts'.
- Neighborhood traffic calming, including discouragement of Florida Avenue Market truck traffic, construction traffic, and other neighborhood cut-throughs along 3rd Street.
- Metropolitan Branch Trail amenities and upgrades for at-grade segments east of the tracks).
- Engage DC Commission on the Arts and Humanities to pursue and fund artist/underpass projects.

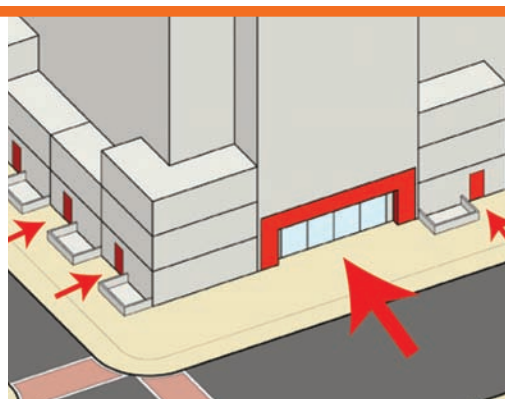
### BUILDING DESIGN

- Encourage residential townhouses embedded in base of larger buildings.
- Develop height and massing criteria for all new infill structures with proximity to existing neighborhood rowhouse fabric.
- Height limits on new PUD development or any development requesting zoning changes or relief should step down close to existing rowhouse fabric; and may step up towards the railroad tracks.
- See Scale Transition Diagram below.

### INDIVIDUAL RESIDENTIAL ENTRANCES



**DISCOURAGED**  
Single building entry



**ENCOURAGED:**  
Individual entrances to ground-floor units

### CREATIVE FACADE COMPOSITION



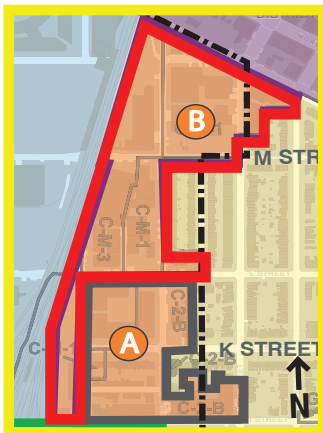
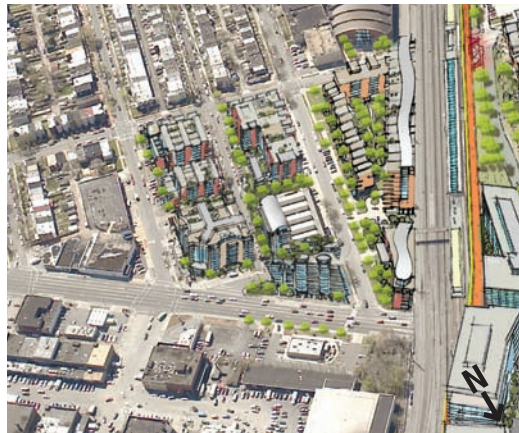
#### ENCOURAGED:

- Break facade repetition both vertically and horizontally
- Variety of window types and scale
- Changes in material
- Recess lines
- Roof gardens
- Expression of building openings
- Bay windows
- Balconies
- Overhangs
- Sunscreens
- Low garden walls



# CHARACTER AREA DEVELOPMENT GUIDELINES

## Transition Area B: Creative Industries/Mixed-Use



*An area anchored by the Uline Arena where existing historic buildings and alley patterns are infused with new higher-density infill construction to create a mix of uses and a transition between the Florida Avenue Market, the Metrorail Station and the existing rowhouse neighborhoods.*

*(Orange w/ purple border on Recommended NoMA Character Areas map, page 5.7)*

Boundaries: East of the tracks, including the areas zoned C-M-1 and C-M-3 south of Florida Avenue and north of L Street and the sites along the tracks, north of I Street.

### VISION

A mixed-use precinct with a diversity of uses including creative industries, residential and non-profit office uses, studio and live-work spaces, and a performing arts or recreation venue at Uline Arena. The area's location along the tracks, near the New York Avenue Metrorail Station and the Florida Avenue Market, makes it ideal for an urban neighborhood, based on its inherent characteristics and gritty quality. A study of the Florida Avenue Market will be proceeding in the near future. It will help determine appropriate uses along Florida Avenue and further define the opportunities for a relationship between this area and the Market.

- Support infill architecture inspired by the area's working past, its brick and concrete frame construction, the existing stone walls and the topography of sites along the tracks. Encourage imaginative loft-type buildings and flex space and take advantage of adaptive re-use opportunities.
- Call for historic preservation, adaptive re-use of certain existing structures and expansion of alley typology.
- Enhance connections to the Florida Avenue Market and strive for a synergy of uses in new project plans.
- Determine historic designation eligibility of the area, including National Capital Press Printing Plant, (301 N Street, NE) built in 1931. This brick and concrete warehouse has a distinctive saw-tooth monitor roof—an industrial roof type not common in DC.
- Consider adaptive re-use in the entire Uline Arena block, including alley, recognizing the uniqueness of the ensemble of residential, light industrial, and assembly-hall building typologies.
- Work with DC Commission on the Arts and Humanities to ensure a strong art presence in streets and public spaces, to include visual artists in preliminary phases of projects, and to fund artist/underpass projects.

- Mix of diverse residential and non-residential uses, with greatest height and density along rail tracks, Florida Avenue and N Street, transitioning to lower-density along streets facing existing rowhouses.

### RESIDENTIAL GOALS:

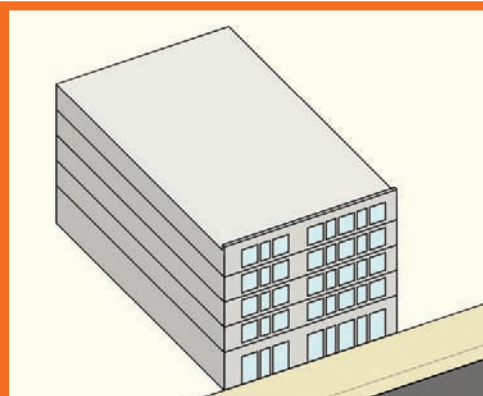
- Encourage diversity of housing types, including live-work and flexible space for artists and artisans.

### NON-RESIDENTIAL GOALS:

- Arts and design-oriented businesses and creative industries can be broadly defined around the goal of creating job diversity. Potential tenants could include: technology companies, furniture manufacturers and designers, architects, engineers, electronics distributors, sign-makers, metal fabricators, jewelers, artists/sculptors, graphic designers, software engineers, video, radio, and television production, motion picture and sound recording, broadcasting, publishing industries, internet-related services, in addition to other uses.
- Non-profit office uses.
- Retail, in particular at ground floor, neighborhood-serving, smaller scale, such as coffee shops, dry cleaners, restaurant/café/bar/club; including design-related retail, showroom component of live-work uses, and uses that reinforce the connection between the Florida Avenue Market and the Metrorail Station entrance at M Street.
- Community and cultural uses, in particular Uline Arena, for indoor recreation or entertainment activity, functioning as a neighborhood anchor with open space/plaza in front.
- Some neighborhood areas, including those along the tracks, may not be suitable for residential; other uses, including hotel, retail and office may be appropriate. Single-use office projects are not recommended.

### DESIRED LAND USE MIX

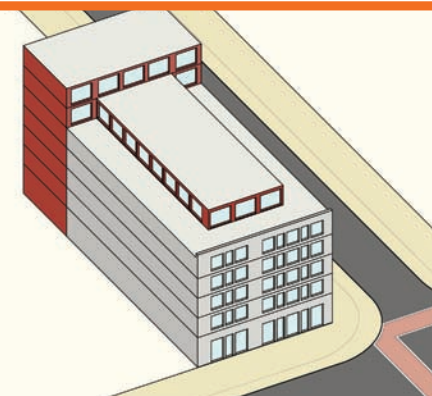
#### RESPECT FOR HISTORIC BUILDINGS



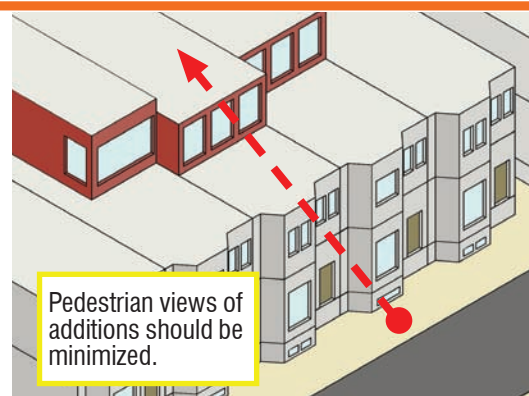
**EXISTING BUILDING**



**DISCOURAGED:** 'Facadectomy'



**ENCOURAGED:** Potential Addition



**ENCOURAGED:** Potential Addition.

Pedestrian views of additions should be minimized.

## INFRASTRUCTURE, TRANSPORTATION, ENVIRONMENT & OPEN SPACE

- Work with WMATA to study improvement of bus routes and connections to New York Avenue Metro Station.
- Limit truck and commuter traffic cut-throughs on neighborhood streets.
- Implement traffic calming measures and limit construction and Florida Avenue Market delivery truck traffic from cutting-through the neighborhood on 3rd Street.
- Construct Metropolitan Branch Trail amenities and upgrades on at-grade segments.
- Engage DC Commission on the Arts and Humanities to pursue and fund underpass art projects.
- Encourage finer-grained street grid with potential continuation of Abbey Place or pedestrian link north from M Street to N Street, and pedestrian links between Florida Avenue Market and Metrorail Station.
- Encourage public art in streetscape design as part of the proposed public realm plan and in individual projects.

## BUILDING DESIGN

- Conduct design review for significant projects for prominent sites, large developments, and modification of historic resources, etc.
- Concentrate higher density and development taller buildings near NY Avenue Metrorail station and along Florida Avenue and N Streets; stepping down along M Street (frontage facing existing rowhouse fabric on the other side of the street), which would be limited to approximately 45', for a depth of approximately 40'.
- Establish special height and massing criteria for all structures that are adjacent to existing rowhouse fabric. See Scale Transition Diagram on page 5.10.

- Buildings designed for live-work situations and for artist housing have special characteristics, including:
  - High floor-to-floor heights
  - Units with access to freight elevators
  - Extra high and wide unit entry doors
  - Adequate electrical supply, cable and other technology infrastructure
  - Units capable of sustaining sufficient loads related to proposed new uses

## IMPLEMENTATION RESOURCES

### Cultural Development Corporation

*Engages artists and arts organizations in community development and neighborhood revitalization efforts*

Anne Corbett, Executive Director

Work: 202.315.1308 direct

E-Mail: [anne@culturaldc.org](mailto:anne@culturaldc.org)

916 G Street, NW

Washington, DC, 20001

[www.culturaldc.org](http://www.culturaldc.org) | [www.flashpointdc.org](http://www.flashpointdc.org)

### Artspace Projects, Inc. Minneapolis, MN

*Develops living and working space for artists*

<http://www.artspaceusa.org>

612-333-9012

E-mail: [info@artspaceusa.org](mailto:info@artspaceusa.org)

Contact: Mr. L. Kelley Lindquist

### Artscape

*Unlocks the creative potential of people and places by building creative places and developing creative districts and clusters, on a local, national and international level*

Tim Jones, Chief Executive Officer

Telephone: 416-392-1038

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Address: 60 Atlantic Avenue

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Toronto, ON M6K 1X9

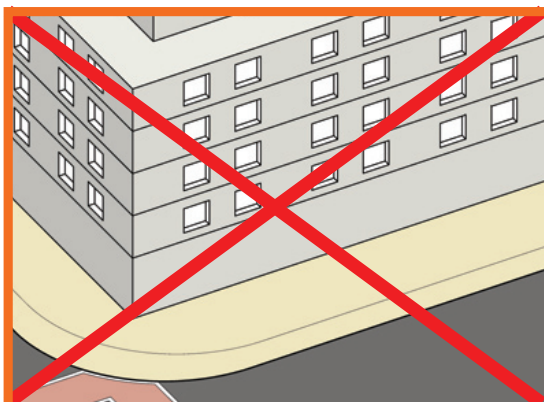
E-mail: [liz@torontoartscape.on.ca](mailto:liz@torontoartscape.on.ca)

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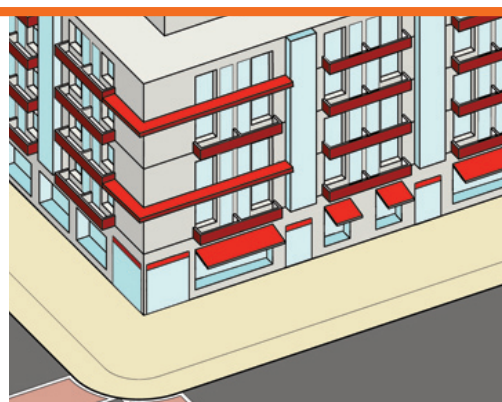
## FACADE ARTICULATION

***In preservation and adaptive re-use of buildings with historic value:***

Entire structure should be maintained, historic fabric should be restored, significant interior spaces maintained; rooftop and rear additions are permitted.



**DISCOURAGED**



**ENCOURAGED:** Balconies and bay windows to animate residential building facades.