



# Community Meeting #4

January 6, 2020

## AGENDA

### 1 Review of Feedback and Goals

- Translating feedback into zoning goals

### 2 Consultant Introduction and Background

- How can zoning yield the development and benefits we want?

### 3 Western Avenue Redesign

- Review of feedback
- Conceptual design options

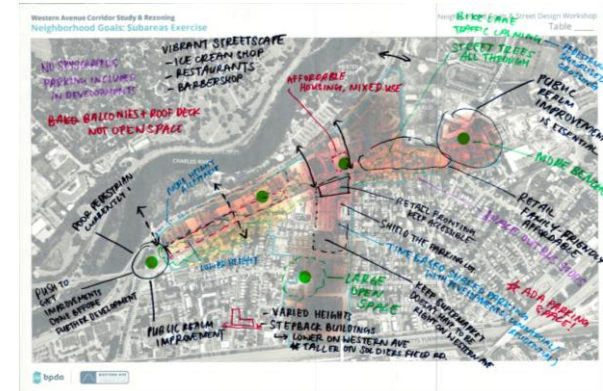
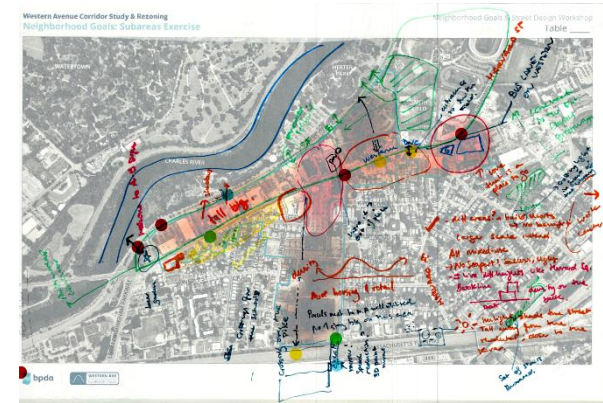
# Western Avenue Corridor Study & Rezoning

Preserve. Enhance. Grow.



# 1

## Review of Feedback and Goals



Workshop, October 30, 2019

# Western Avenue Corridor Study & Rezoning

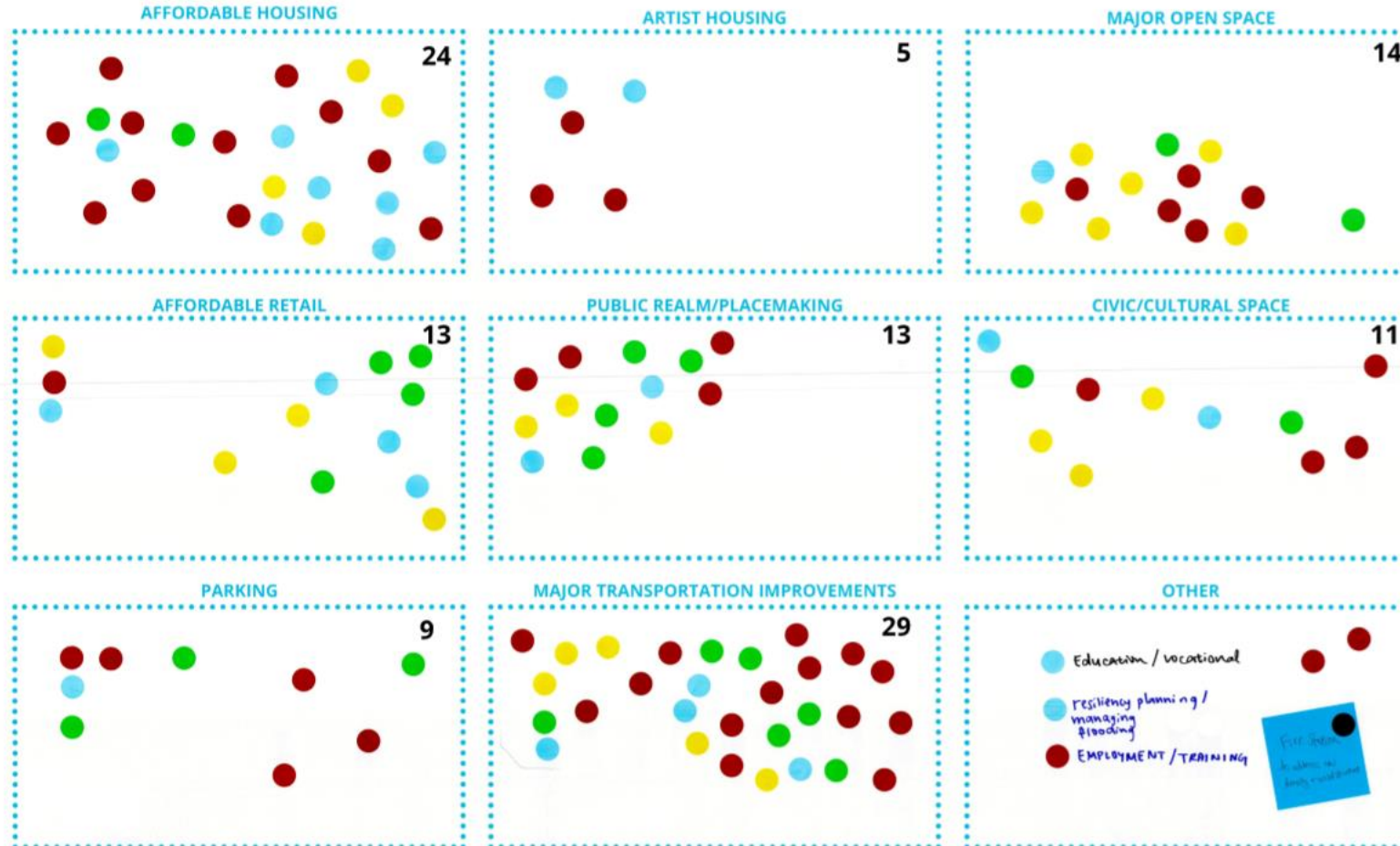
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## Western Avenue Corridor Study & Rezoning

### Benefits Prioritization

Place your stickers in the boxes representing the different benefits. You can place one in each box, all of them in one box, or distribute them according to your preferences. We'll tally up the totals to rank the different options.



## DEVELOPMENT BENEFITS PRIORITIES

- 1. Major Transportation Improvements (29)**
- 2. Affordable Housing (24)**
- 3. Major Open Space (14)**
- 4. Affordable Retail AND Public Realm/Placemaking (13 each)**
- 5. Civic/Cultural Space (11)**
- 6. Parking (9)**
- 7. Artist Housing (5)**
- 8. Other: Educational, Resilience Planning, Employment/Training**

## GOALS FOR ZONING AND OTHER POLICIES

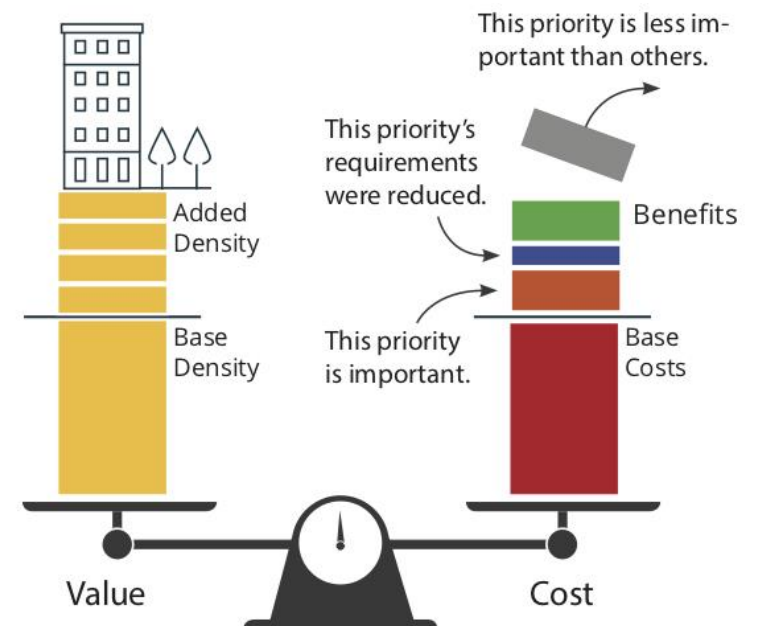
### 1. Get the density right!

- Ensure high-quality redevelopment is feasible and attractive.
- Ensure baseline development provides high-quality design, public realm improvements, street activation.
- Inform zoning with analysis of market, construction, retail.

## GOALS FOR ZONING AND OTHER POLICIES

### 2. Capture a fair portion of the value created through zoning for the public.

- If zoning permits densities greater than what is minimally feasible, commensurate benefits should be required.





## GOALS FOR ZONING AND OTHER POLICIES

### 3. Create an active streetscape, great public realm, and neighborhood retail.

- Zone for adequate density and a mix of land uses in the corridor.
- Use zoning and other tools to regulate form of buildings, ground floor uses, size of retail spaces, and other variables.
- Require setbacks with redevelopment.
- Use policy tools to align retail supply and demand now and in the future.
- Preserve grocery store use in neighborhood.

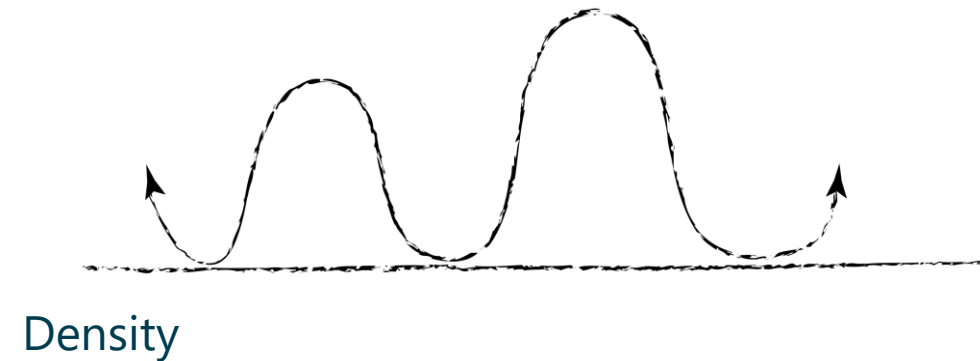




## GOALS FOR ZONING AND OTHER POLICIES

### 4. Vary building heights and massing on Western Avenue to avoid a “canyon.”

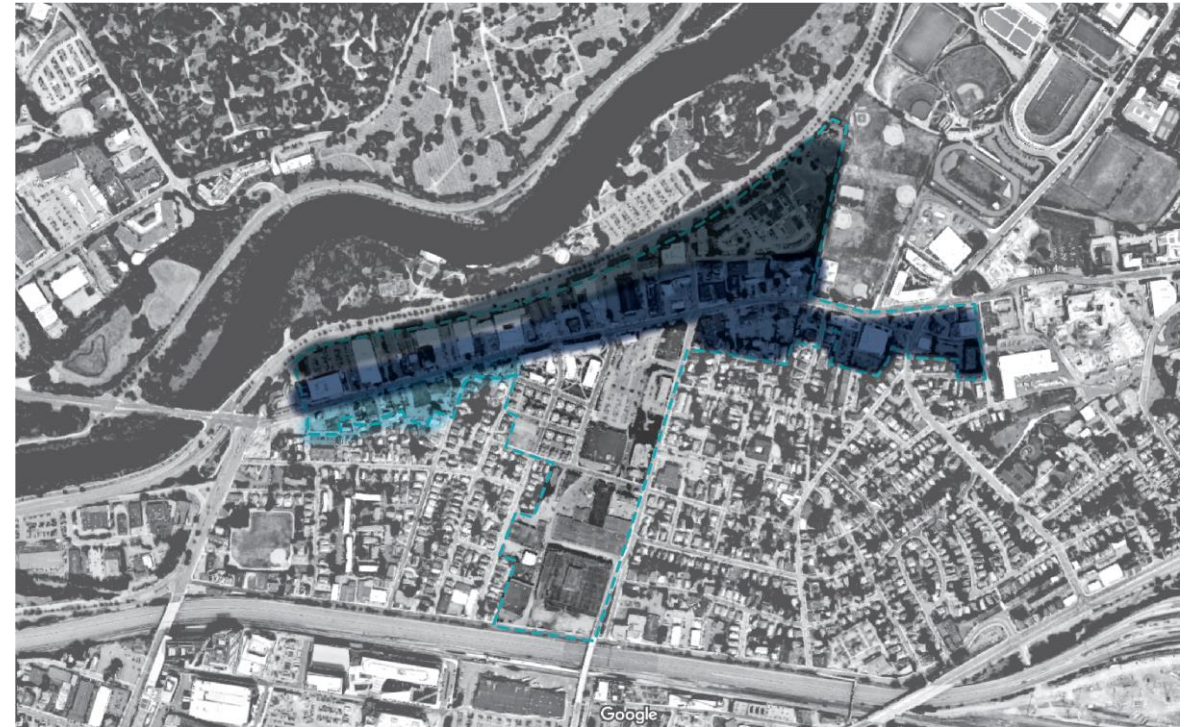
- Determine where greater height is appropriate and can be supported and where it is not.
- Regulate building form to ensure appropriate massing and variety of character.



## GOALS FOR ZONING AND OTHER POLICIES

### 5. Keep most of the height and density closer to Soldiers Field Road.

- Generally, any taller buildings should be north of Western Avenue, with step-backs so height is massed closer to Soldiers Field Road.
- Consider shadow impacts on Herter Park.
- New developments should have two fronts: on Western Avenue and Soldiers Field Road



## GOALS FOR ZONING AND OTHER POLICIES

### 6. Zone for a new residential area south of Western Avenue.

- Build on 2008-2009 Community Wide Plan recommendations to zone for significant medium-density housing with a neighborhood-serving open space.
- Include open space as a development requirement.
- Inform zoning with analysis of market conditions and development costs.

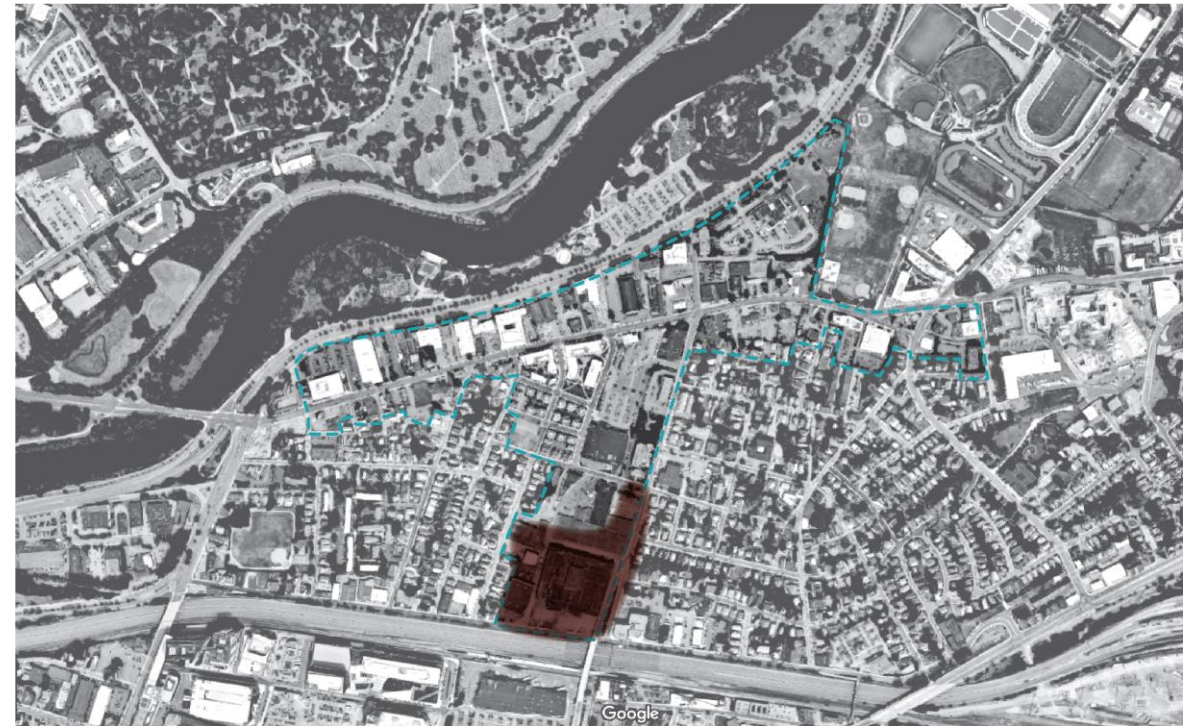




## GOALS FOR ZONING AND OTHER POLICIES

### 7. Zone for a mix of uses close to Lincoln Street.

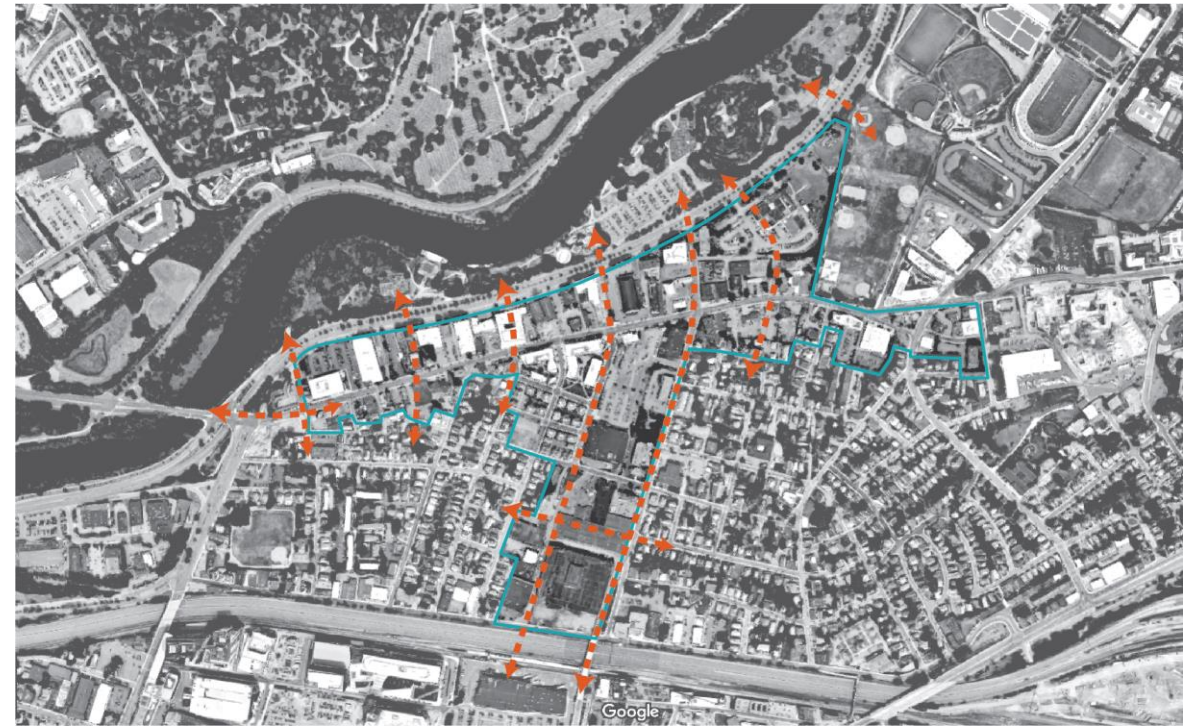
- Zoning should consider the previous industrial character of Lincoln Street and proximity of I-90.
- Create a transition to the proposed residential Holton Street corridor.



## GOALS FOR ZONING AND OTHER POLICIES

### 8. Use zoning and development review to create and reinforce key connections.

- Work with public and private partners to create more connections from Western Avenue to Soldiers Field Road and across Soldiers Field Road to the Charles River at key locations for all modes.
- Improve Telford and Everett Streets connections across I-90 and from Lincoln Street north for all modes.



# 2

## Consultant Introduction and Background





## ABOUT JS&A

- **Who We Are**
- **Firm Experience**
- **Study Role**
- **Where We Are in the Process**

Jon Stover & Associates

Bridging the Gap Between Business, Local Government, Nonprofits, and the Community

JS&A

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Team

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Economic Development Consulting

## ZONING UPDATE AIMS TO ALIGN WITH AREA CHANGES

- Increase in Recent and Proposed Development
- Neighborhood Regional, and National Changes
- Change in Resident Needs and Wants



*Continuum, Barry's Corner*



*Artists' Way at NEXUS (Proposed)*

## STUDY AREA GOALS (TO DATE)

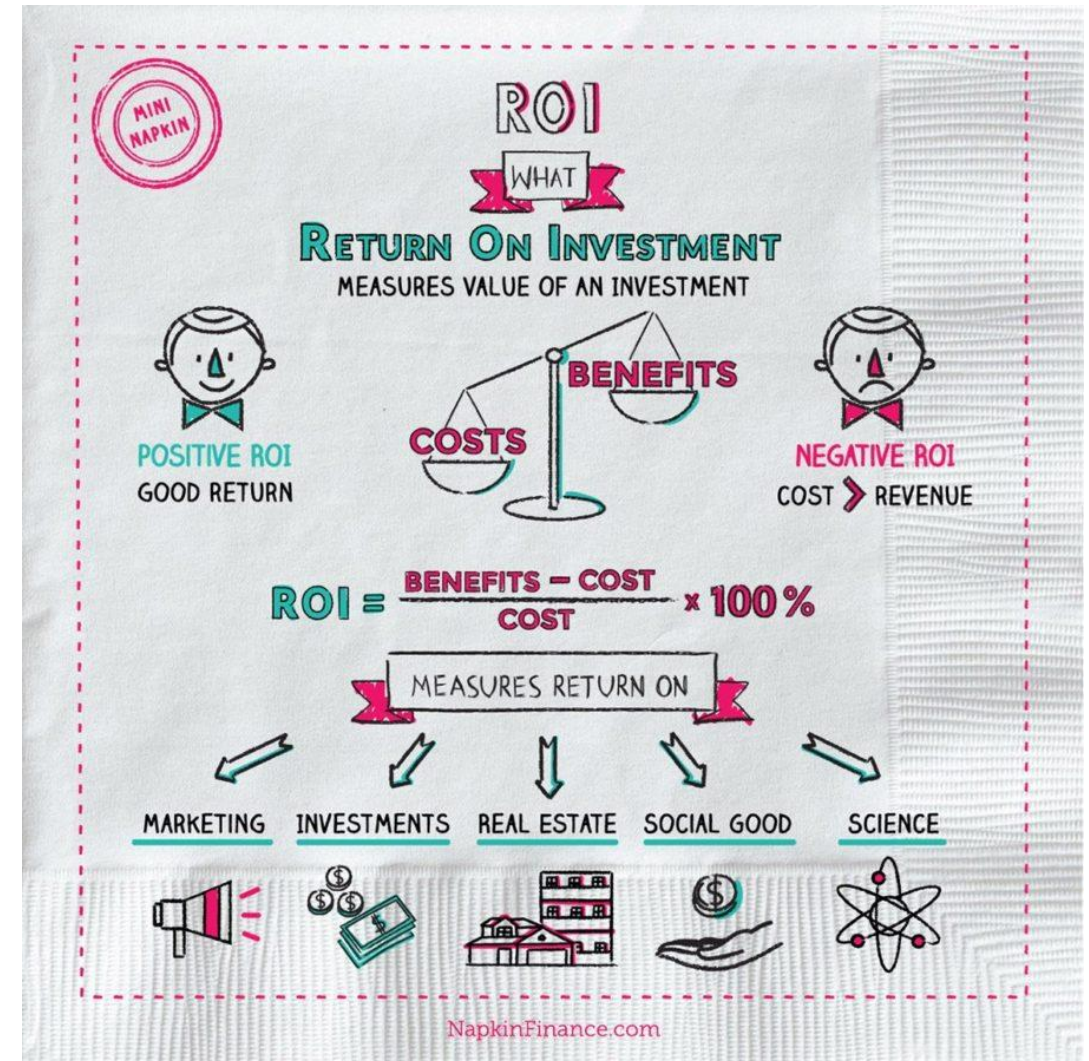
- **Get the density right**
- **Capture a fair portion of the value created through zoning for the public**
- **Create an active streetscape, great public realm, and neighborhood retail**
- **Vary building heights and massing on Western Avenue to avoid a “canyon.”**
- **Keep most of the height and density closer to Soldiers Field Road**
- **Keep heights and densities lower on south side of Western Avenue west of Telford Street**
- **Zone for a new residential area south of Western Avenue**
- **Zone for a mix of uses close to Lincoln Street**
- **Use zoning and development review to create and reinforce key connections**

**In Short: Use Zoning to Best Serve the Public**



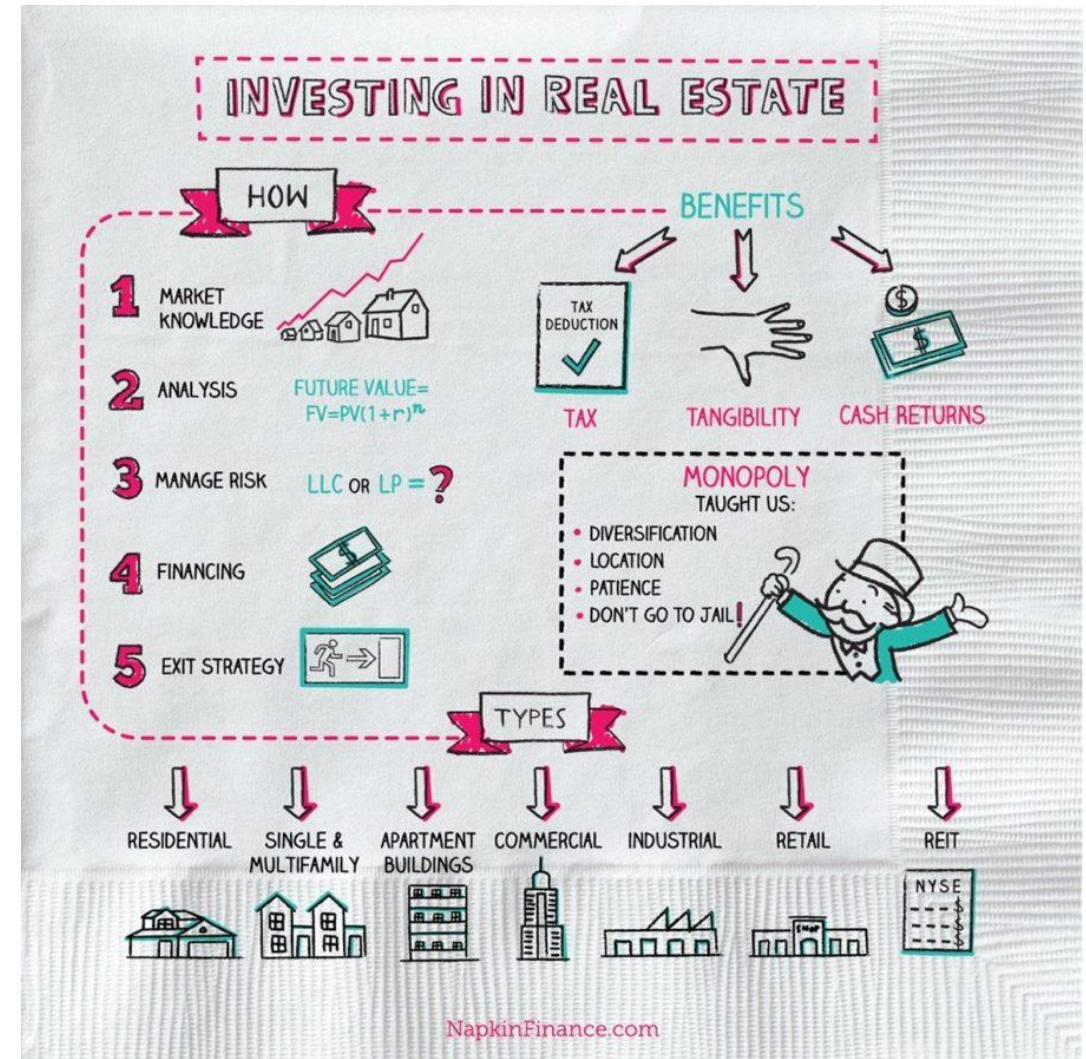
## WHAT IMPACTS DEVELOPMENT FEASIBILITY FOR DEVELOPERS?

- Balance of policy and development feasibility: where is there room to guide development and deliver community benefits?
- How developers and investors think about return on investment
  - Going-in vs. stabilized property
  - Cap rate =  $\text{NOI} / \text{Cost}$
  - Anticipated return reflects risk



## WHAT IMPACTS DEVELOPMENT FEASIBILITY FOR DEVELOPERS?

- Recent challenges:
  - Community benefits impact profitability
  - Sellers often unwilling to reduce sales price
  - More density does not necessarily mean more value (materials, parking, etc.)
  - Low interest rates and lots of capital = low returns
  - Costs in Boston are very high (labor, materials, time, taxes)
  - Future market uncertainty





## HOW DOES CITY POLICY IMPACT DEVELOPMENT FEASIBILITY?

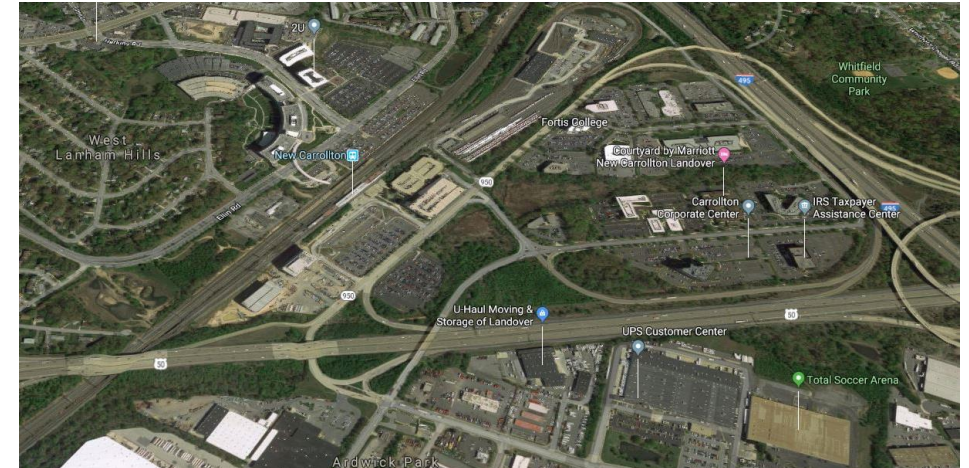
- Height and Density
- Affordable Housing
- Retail
- Civic and Cultural Uses
- Parking
- Transportation Improvements
- Streetscape Improvements
- Public Spaces
- Trade off increased density (more value creation) vs. community benefits (less value creation)





## EXAMPLE: HEIGHT AND PARKING REQUIREMENTS

- **New Carrollton, MD**
- **Prince George's County Re-Zoning**
- **Obstacles: TOD Height and Parking**





## EXAMPLE: AFFORDABILITY AND COMMUNITY IMPACT

- **Reunion Square, Washington, DC**
- **Fiscal & Economic Impact**
- **Community Benefits and City Consistency**





## EXAMPLE: RETAIL AND CREATIVE USES

- Lake Worth, FL
- Retail Viability



## EXAMPLE: MIXED-USE DEVELOPMENT

- **U Street Redevelopment Strategy, Washington, DC**
- **Mandates vs. Incentives**



### Recommendations for District Implementation

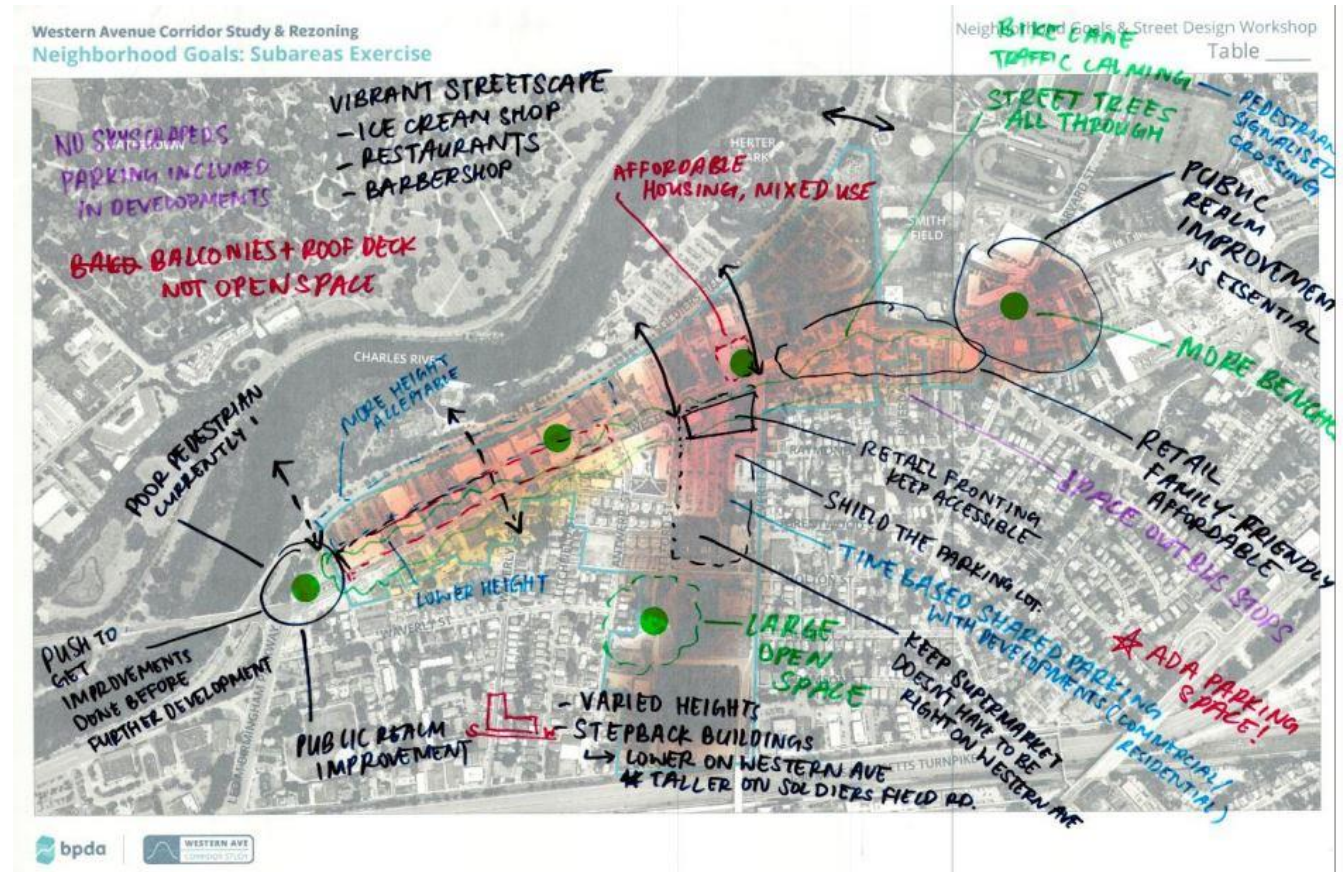
The following recommendations for incorporating potential land uses on the Subject Sites are based market suitability and demand, on-site opportunities and vulnerabilities, and site evaluation criteria as identified in this analysis document.

Proposed On-Site Land Uses	Value Creation	Community Impact	Recommended Land Uses Preferences or Requirements for Subject Site Development		
			Land Use Should Be Required On-Site	Land Use Should Be Encouraged On-Site	Incentives Likely Not Necessary
<p><b>Market-Rate Multi-family Rental Residential.</b> Residential land uses are recommended on all subject sites given strong market suitability and demand. Developers will likely incorporate market-rate rental residential land uses without mandates or substantial incentives based on recently completed nearby development. However, if the District would like to increase affordable housing, artist-use rental housing, or for-sale condominiums, in the Study Area, the District may need to incentivize or require these on-site uses.</p>	High	Moderate	n/a	n/a	2000 14 <sup>th</sup> Street NW 1620-1624 V Street NW 1325 S Street NW
<p><b>Retail.</b> The District should mandate ground floor retail use along U Street and 14<sup>th</sup> Street to bolster the public realm experience, activate the ground floor, and continue the character of the corridor.</p>	High	Moderate	2000 14 <sup>th</sup> Street NW 1620-1624 V Street NW	1325 S Street NW	n/a
			n/a	2000 14 <sup>th</sup> Street NW 1620-1624 V Street NW 1325 S Street NW	n/a
			n/a	2000 14 <sup>th</sup> Street NW 1620-1624 V Street NW 1325 S Street NW	n/a
			14 <sup>th</sup> Street NW	1620-1624 V Street NW 1325 S Street NW	n/a



## PROCESS AND NEXT STEPS

- Community Engagement and Corridor Goals
- Local Policy Tools, Case Studies, and Best Practices
- Interviews with the Development Community
- Market Analysis & Financial Feasibility Analysis
- Scenario Testing
- End goal: help BPDA and community determine ideal zoning along the corridor



# 3

## Western Avenue Redesign





## WESTERN AVENUE REDESIGN: CHALLENGE 1 (EXISTING ROW)

**1. Buffered/Protected bike lane**

**2. Bus lane**

**2. Bike lane**

**Highest Priorities**

4. Planting zone

5. On-street parking

6. Bus/Bike lane

7. *Street furnishing zone*

8. *Cafe seating zone*

- *Not a lot of interest in street furnishing or café seating zone*
- *Priority clearly given to improving bicycle and bus accommodations*

## WESTERN AVENUE REDESIGN: CHALLENGE 2 (EXPANDED R.O.W)

**1. Buffered/Protected bike lane**

**1. Planting zone**

**3. Café seating zone**

**Highest Priorities**

4. Bus/Bike lane

5. Bus lane

6. On-street parking

7. *Street furnishing zone*

8. *On-street bike lane*

- *More interest in planting and café in this one*
- *Bike lane scores low because buffered/protected bike facility is the clear preference*
- *Bus lane?*

## SCENARIOS



Bicycle Paradise



Magic Bus

## IMPORTANT CONSIDERATIONS

1. Conditions vary along the corridor and we can't just apply the same cross-section throughout.
2. Need to identify improvements in the short term as well as the longer term, as conditions and demand change.
3. Bicyclists need high-quality infrastructure along the entire corridor in order to be safe, while buses may benefit most from strategically located interventions like queue jump lanes.
4. However, we want to make sure that we're planning for future conditions, which should include MORE and BETTER bus service in dedicated lanes.



## TYOLOGY OF STREET CONDITIONS

1. Places where we can achieve a wider cross-section in the short term. Setback = A good thing!
2. Places where a setback already exists and we may be able to work with property owners on private land
3. Places where the right-of-way is constrained

# Western Avenue Corridor Study & Rezoning

Preserve. Enhance. Grow.



Big Daddy's & 419-441 Western Ave

McDonald's & Skating Club

Nexus & Zone 3



## Building Blocks for the Mobility & Streetscape Design





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## Nexus & Zone 3



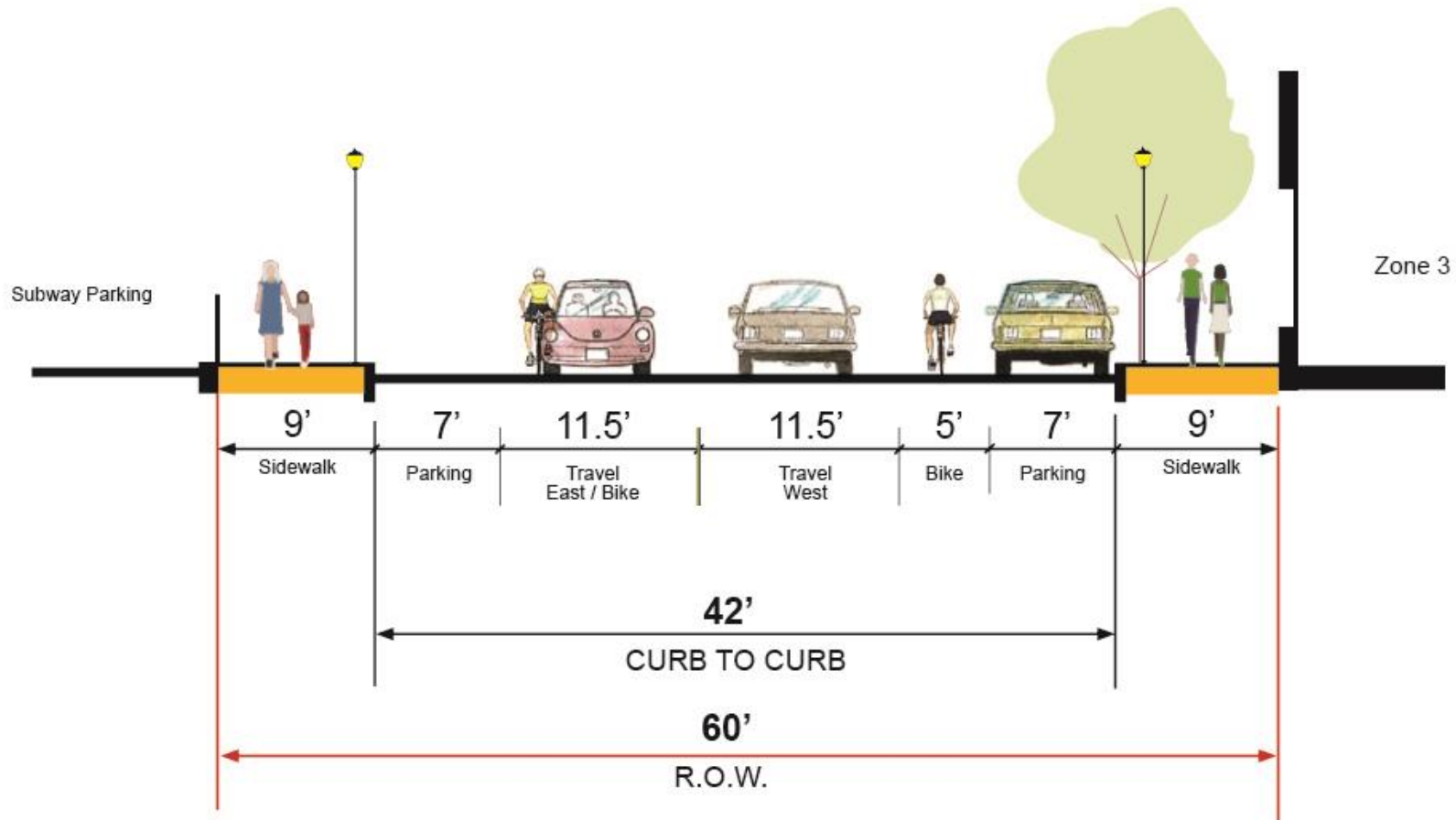


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## Nexus & Zone 3: Current Conditions

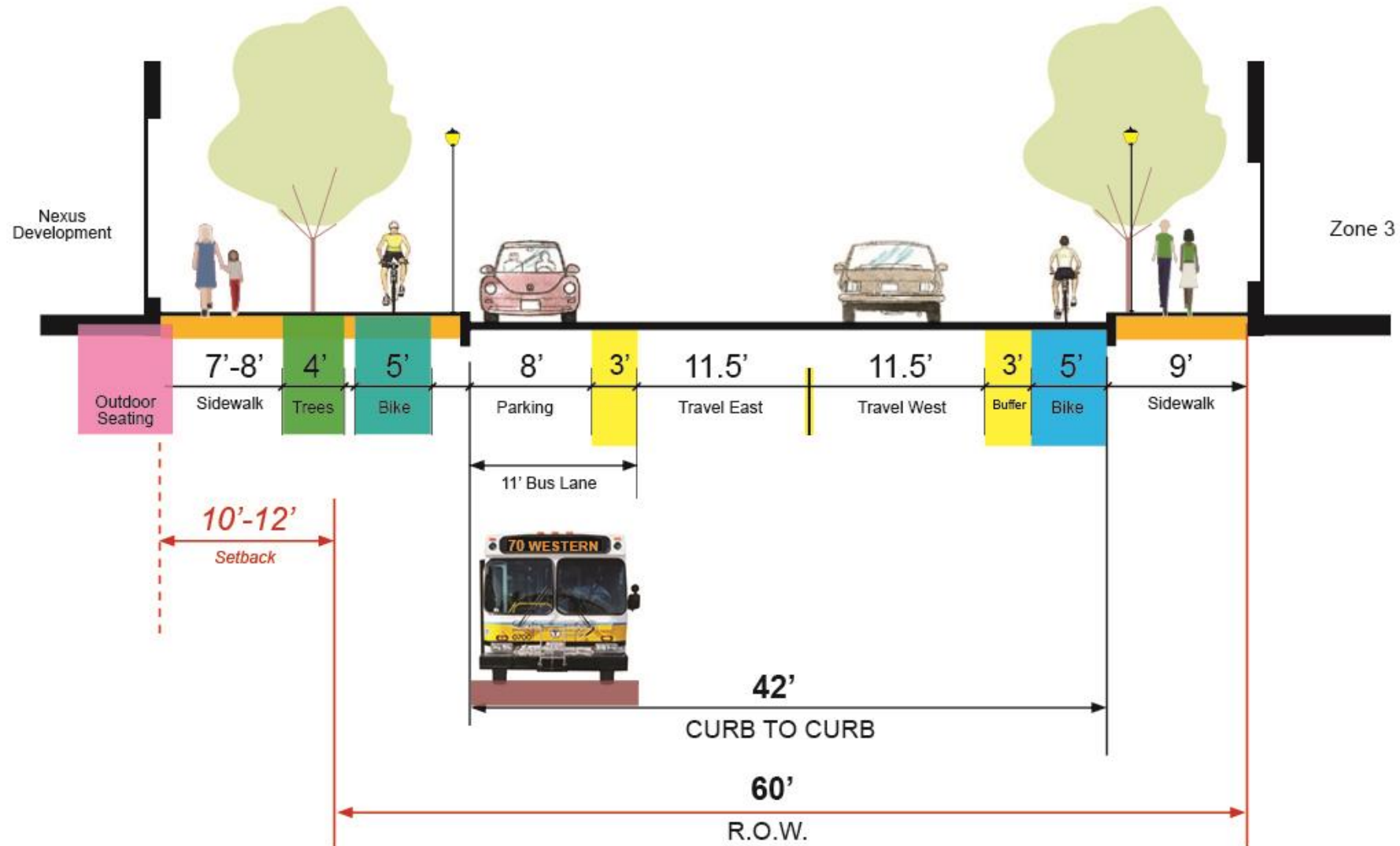


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## Nexus & Zone 3: Near Term with the Nexus Development

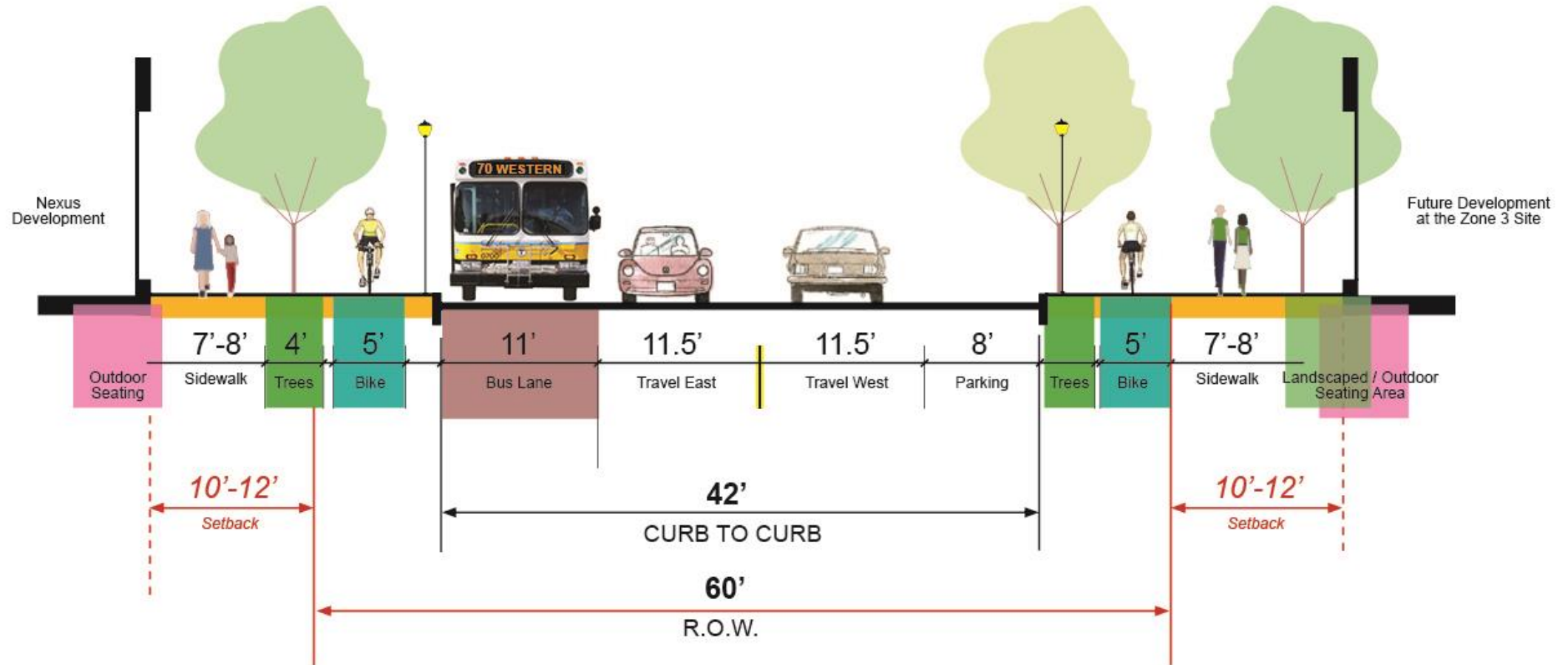


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## Nexus & Zone 3: Longer Term





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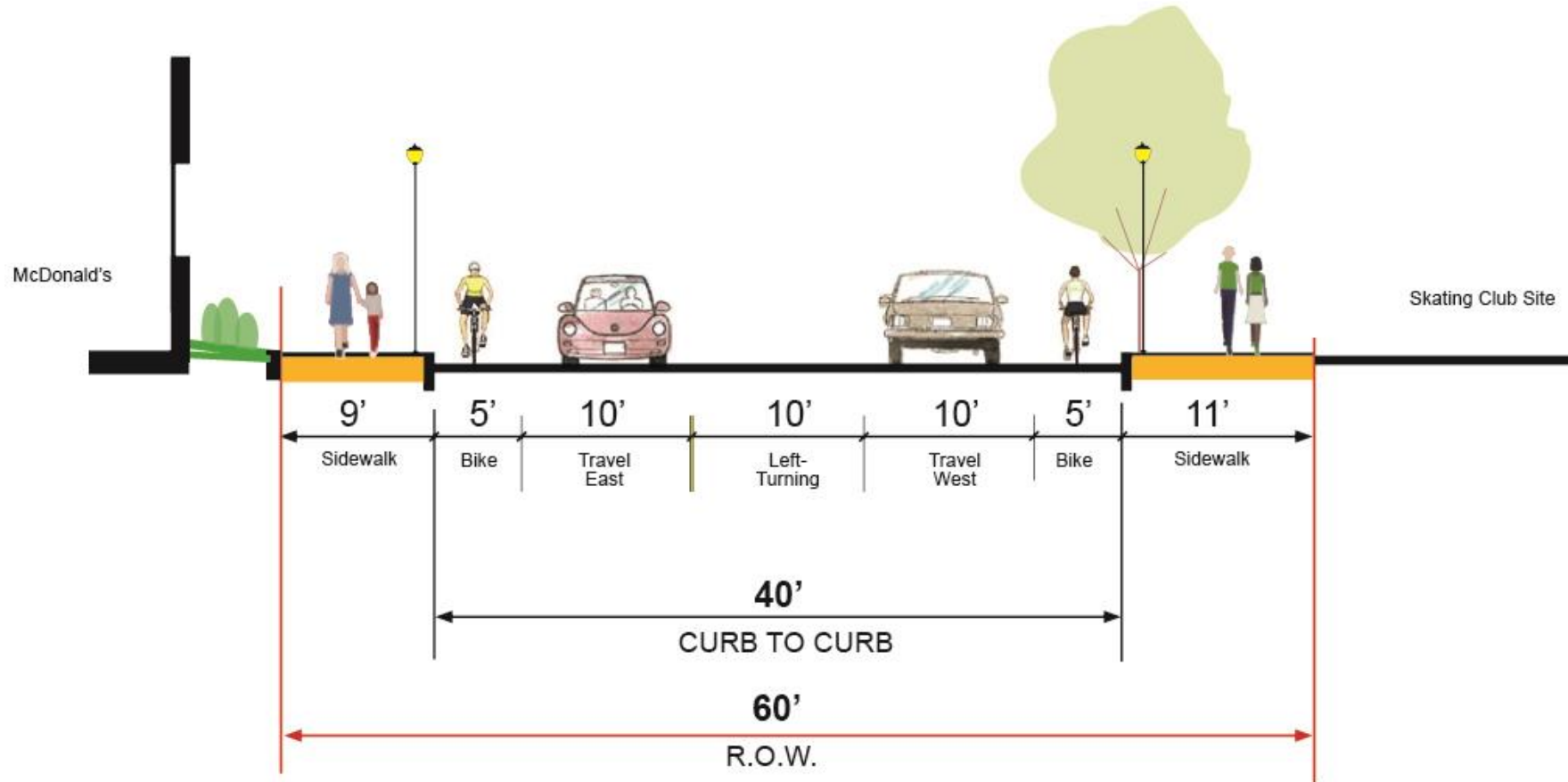


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## McDonald's & Skating Club: Current Conditions



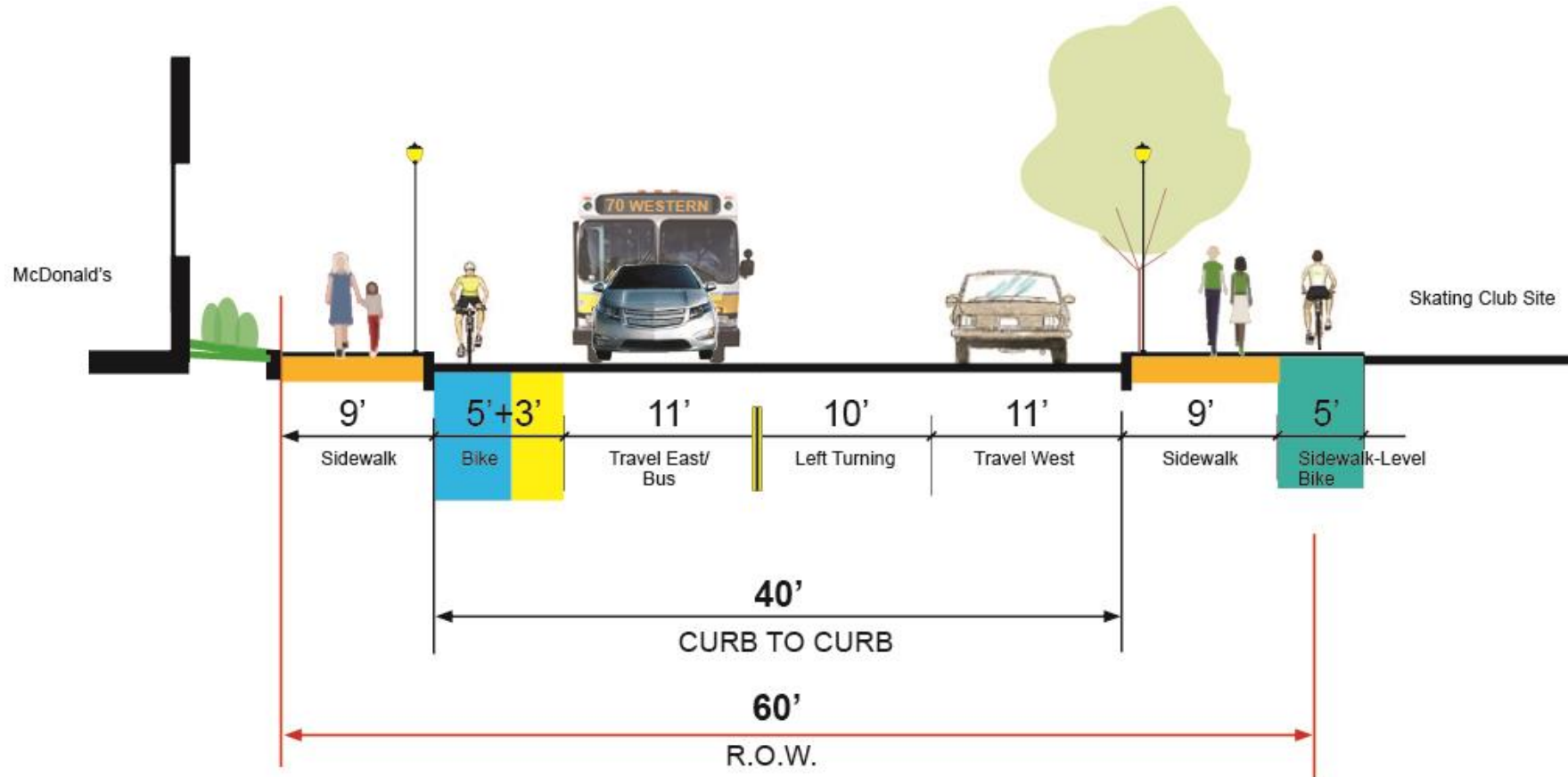


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## McDonald's & Skating Club: Interim

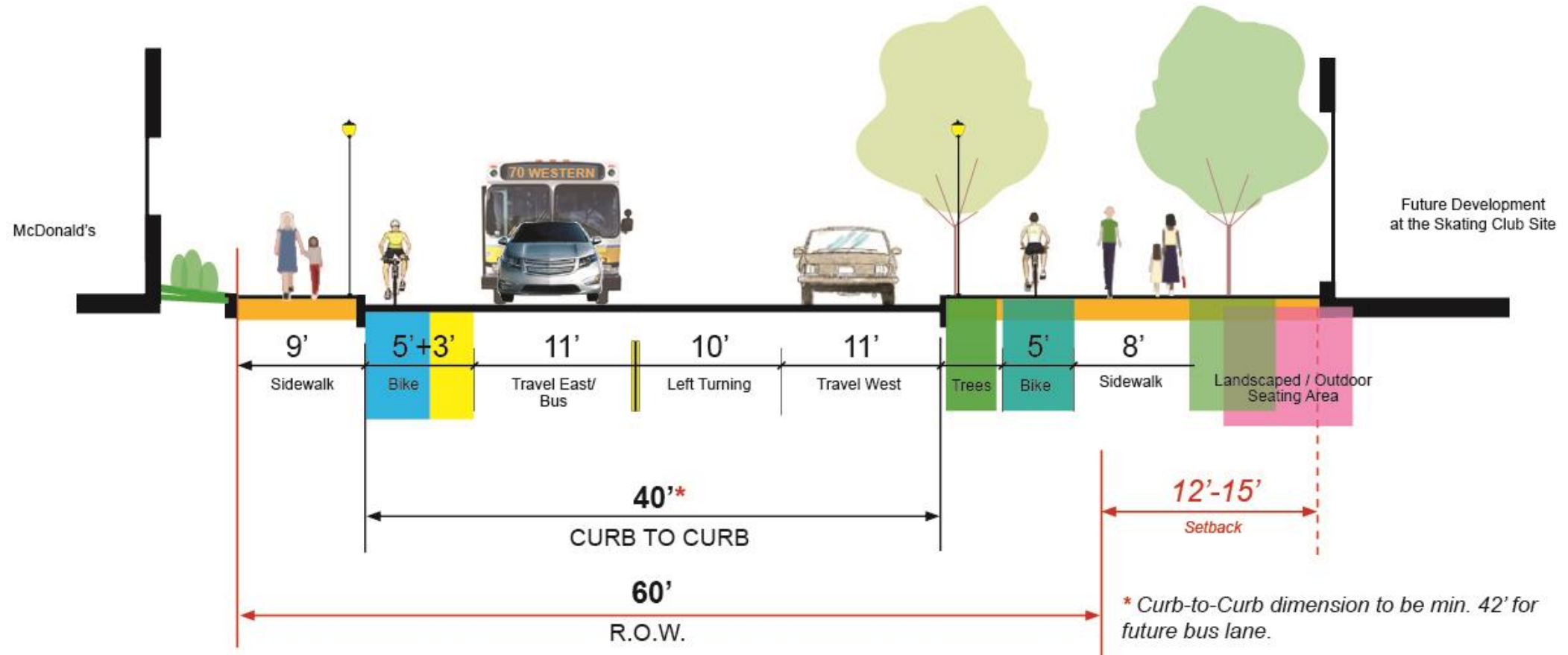


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## McDonald's & Skating Club: Development at the Skating Club Site



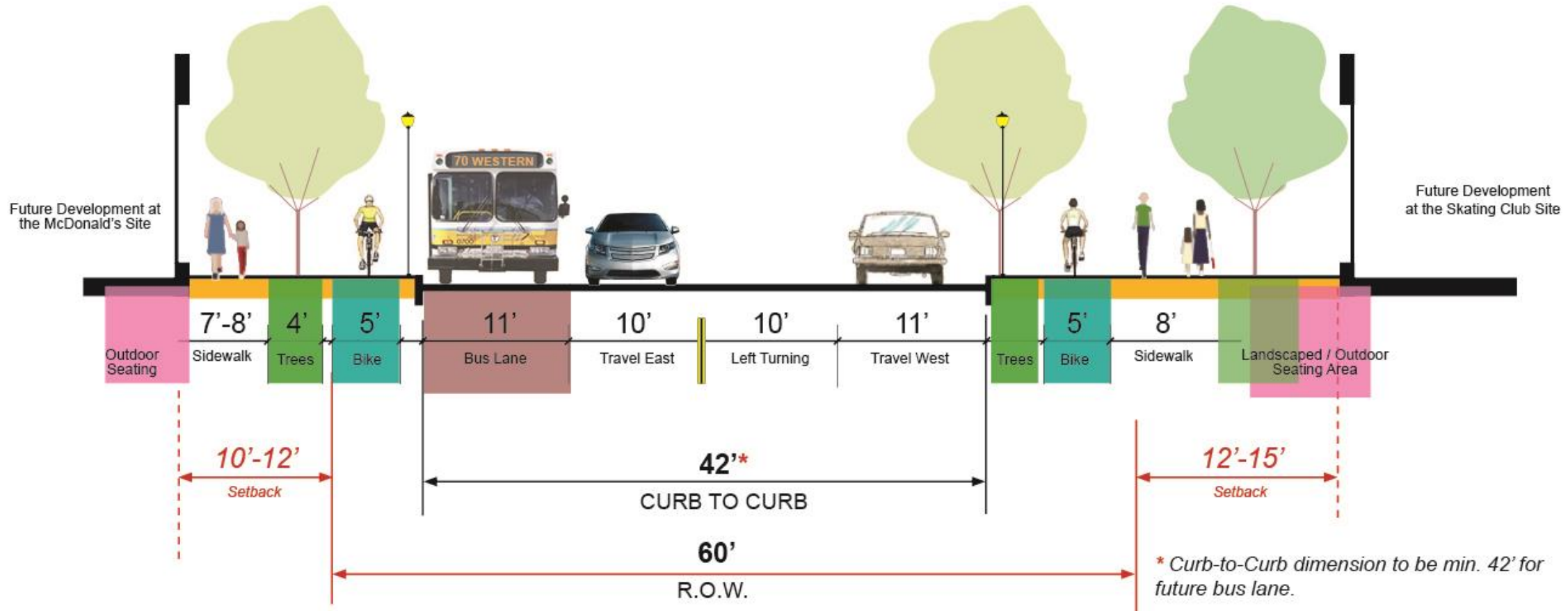


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## McDonald's & Skating Club: Longer Term





# Western Avenue Corridor Study & Rezoning

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**Big Daddy's & 419-441 Western Ave**



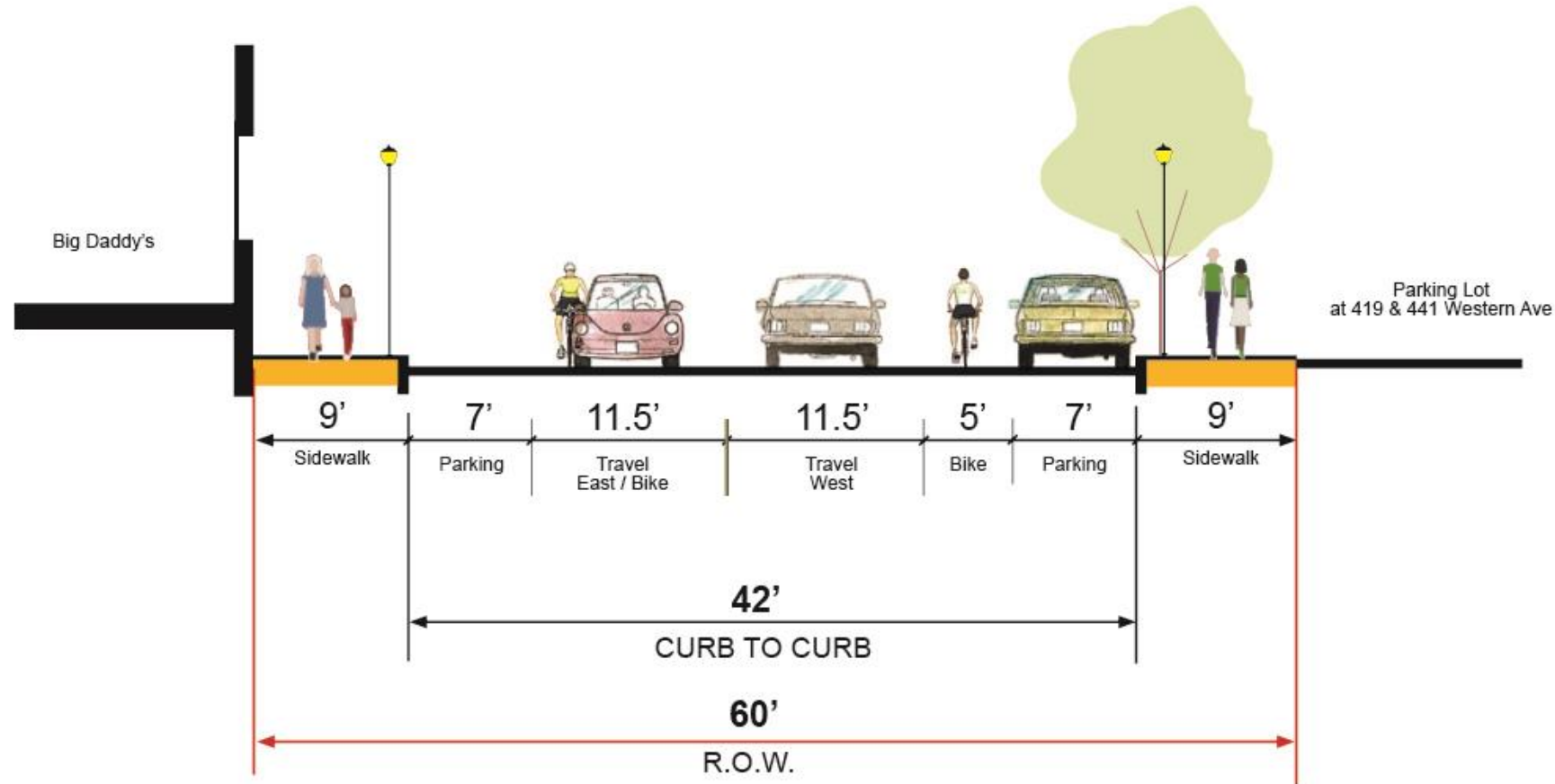


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## Big Daddy's & 419-441 Western Ave: Current Conditions

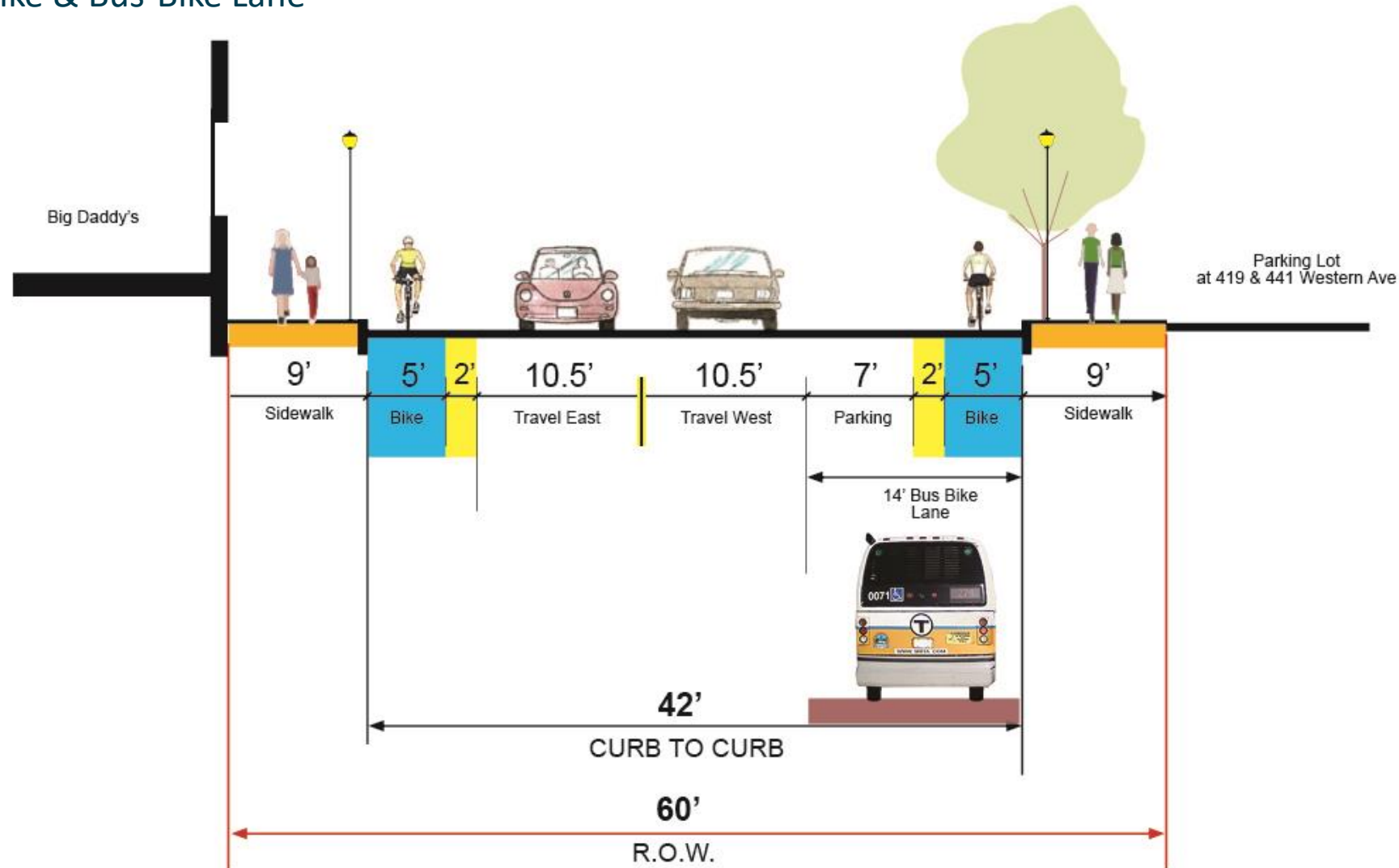


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## Big Daddy's & 419-441 Western Ave: Interim w/ Westbound Parking Protected Bike & Bus-Bike Lane



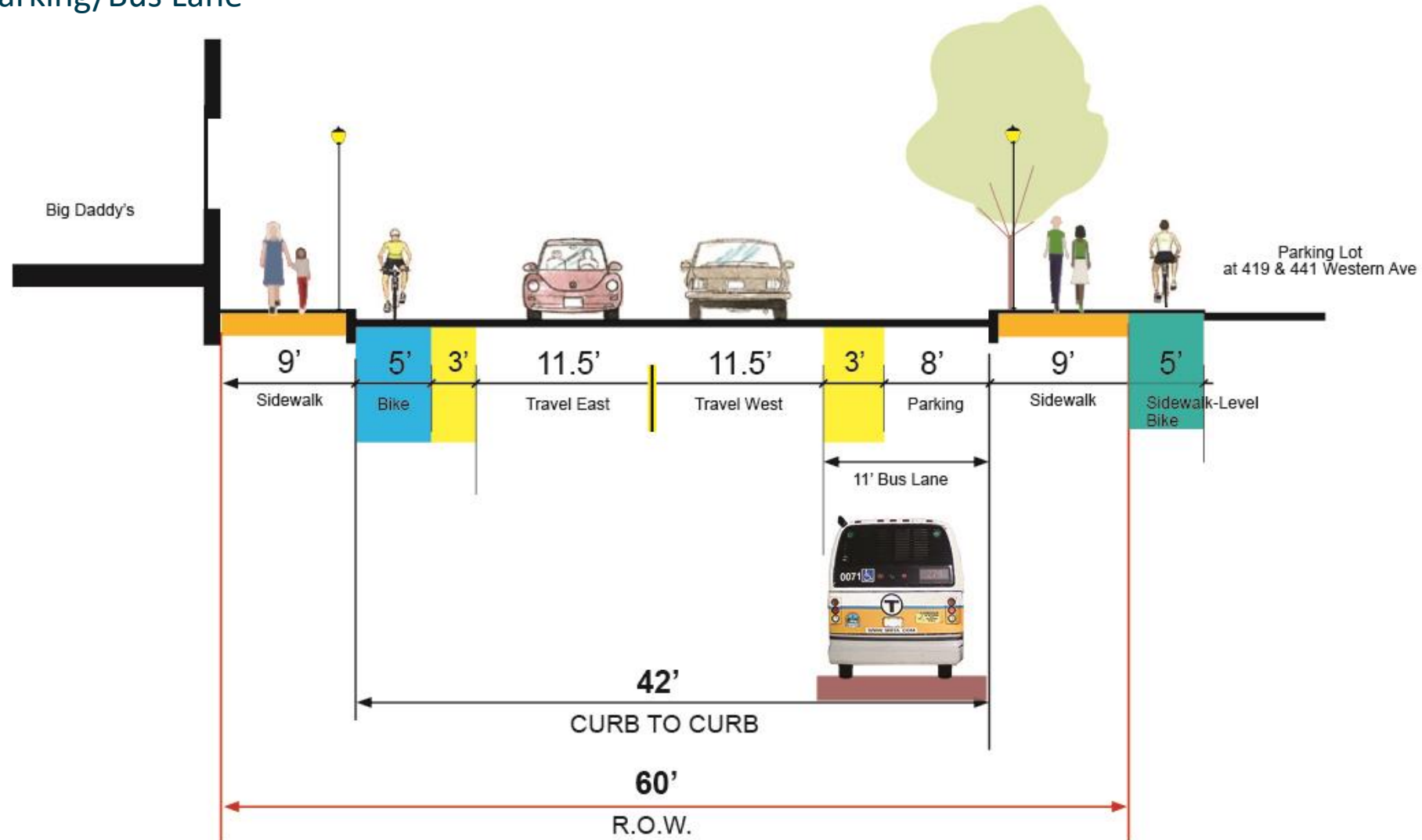


# Western Avenue Corridor Study & Rezoning

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## Big Daddy's & 419-441 Western Ave: Interim w/Westbound Sidewalk-level Bike & Parking/Bus Lane



# Western Avenue Corridor Study & Rezoning

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## Big Daddy's & 419-441 Western Ave: Longer Term

