The District of Columbia
Office of Planning

Draft Wisconsin Avenue Development Framework

November 2, 2023

Introductions

Erkin Ozberk
Senior Neighborhood Planner

Joel Lawson
Associate Director, Development Review

Agenda

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- **About the Wisconsin Avenue Development Framework**
- **Overview of the Draft Wisconsin Avenue Development Framework**
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  - Three Focus Areas
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About the DC Office of Planning

OP plans for our residents through the lens of our neighborhoods and ensures the long-term growth of the District advances our values of an inclusive and vibrant city. We plan for a positive future in which all District residents can thrive, regardless of income, race, age, or background. We guide development by engaging stakeholders and residents, performing research and analysis, and publishing planning documents, including the Comprehensive Plan.

Civic + Open Spaces

Environment

Economy + Land Use

Housing

Infrastructure

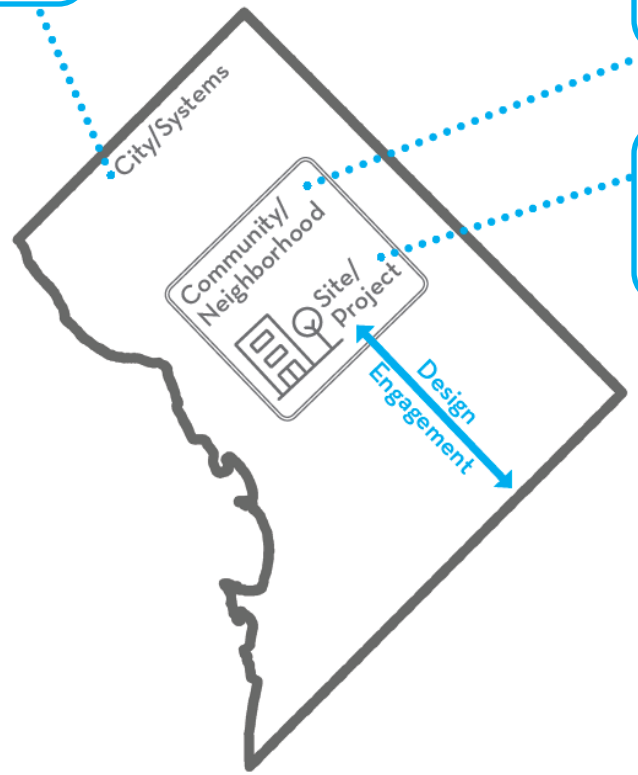
How do we plan?

We guide development by engaging stakeholders and residents, performing research and analysis, and publishing planning documents.

We work at the citywide level by conducting cross-system research, data and spatial analysis.

We work at the neighborhood level by creating plans and studies to guide development in certain areas.

We work at the project site level by reviewing and analyzing development and Historic Preservation requests.

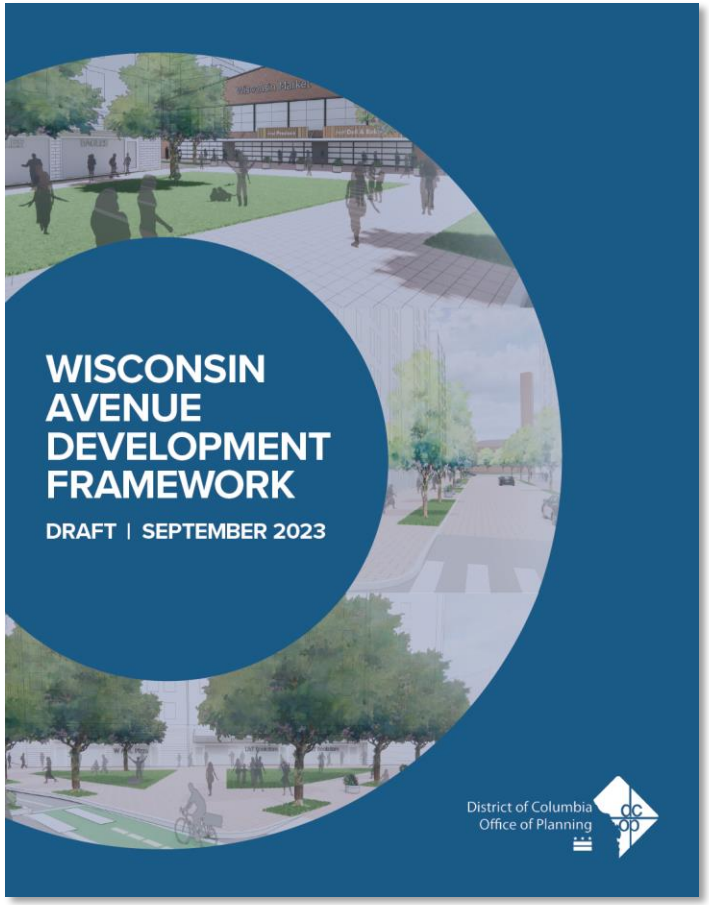


Wisconsin Avenue Development Framework

The Wisconsin Avenue Development Framework provides guidance for zoning changes consistent with the District's Comprehensive Plan to deliver needed housing units on this high-opportunity, mixed-use corridor.

The Wisconsin Avenue Development Framework was produced through a robust year-long community engagement process and coordination with partner agencies planning for infrastructure improvements along the corridor as well as in Montgomery County, Maryland.

Project website: publicinput.com/rcw-wisconsin



Project Website

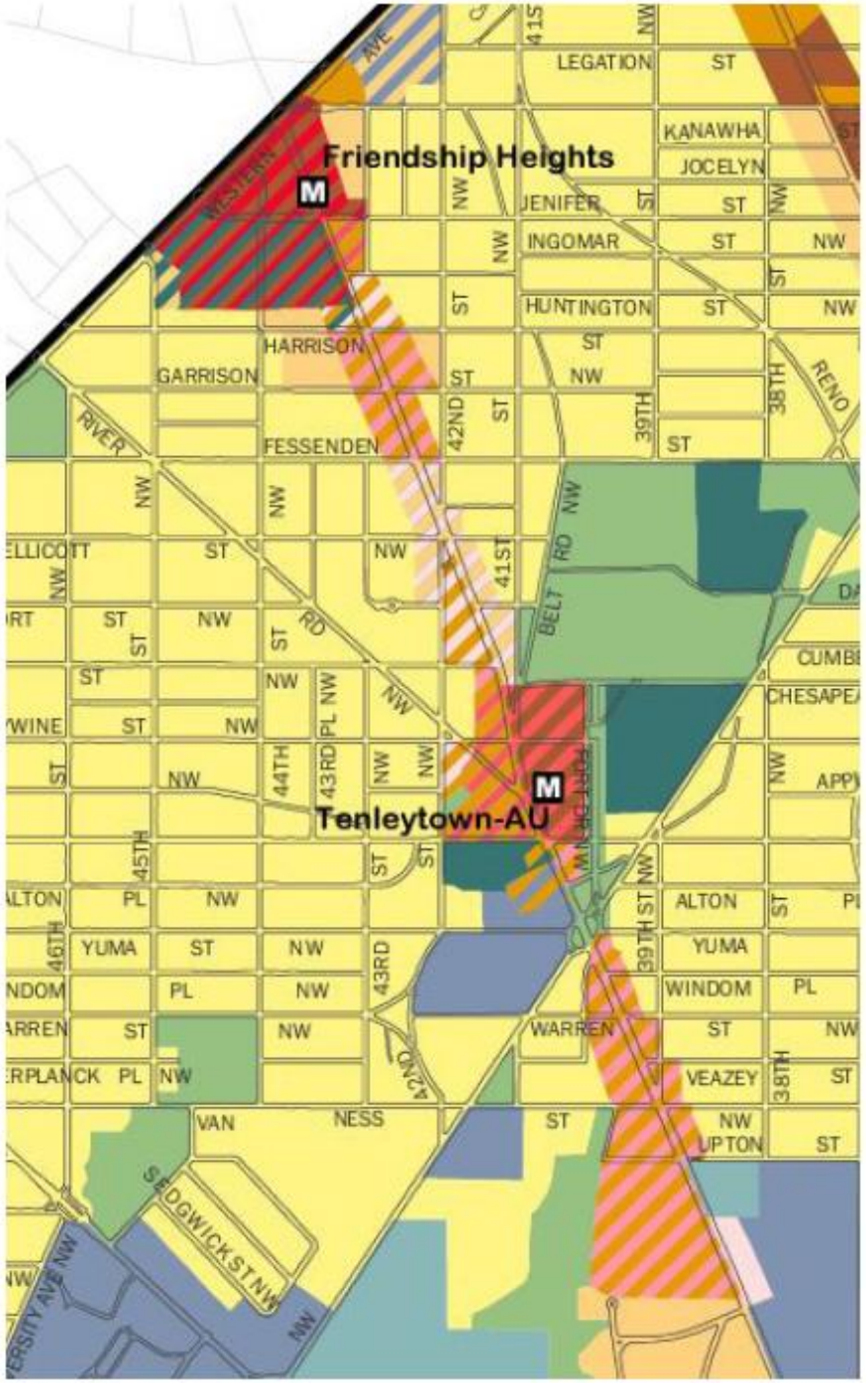
publicinput.com/rcw-wisconsin

In addition to the downloadable Draft Wisconsin Avenue Development Framework and public comment form, the project website includes sections covering:

- **Past Events** - outlines all past public activities associated with the project to date
- **Resources** – lists relevant publications for download
- **Frequently Asked Questions** – includes definitions, such as for affordable housing

Wisconsin Avenue: Introduction

The introduction discusses how the Development Framework implements the District's Comprehensive Plan in light of changing economic conditions on the corridor, highlighting the role of inclusionary zoning to support the production of dedicated affordable housing for a range of household types in Rock Creek West.



Wisconsin Avenue: Four Design Principles

The Wisconsin Avenue Development Framework realizes the Comp Plan's vision for equitable development through four guiding principles for the corridor rooted in urban design. Urban design focuses on how people experience the city and affects the way people interact with each other and the built environment around them.

1. PRIORITIZE HOUSING, ESPECIALLY AFFORDABLE HOUSING, SUPPORTED BY ACTIVE RETAIL, RESTAURANTS, AND CULTURAL/ENTERTAINMENT USES.

2. DESIGN PUBLIC SPACES TO ENCOURAGE WALKABILITY, CONNECTIVITY, AND ACCESS TO TRANSIT.

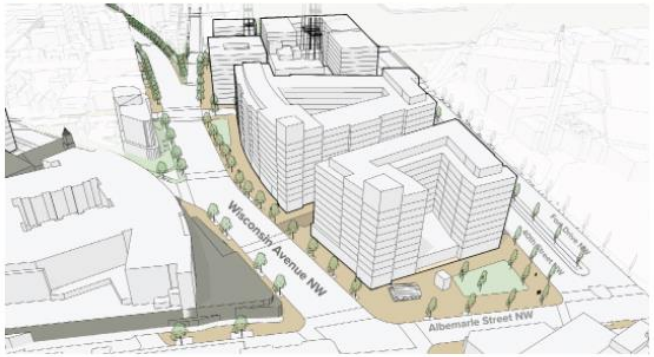
3. DESIGN BUILDING MASSING AND HEIGHT TO COMPLEMENT THE EXISTING NEIGHBORHOOD CONTEXT AND EMPHASIZE LOCAL LANDMARKS.

4. DESIGN BUILDINGS TO MAXIMIZE THE AVAILABILITY, VARIETY, FLEXIBILITY, AND SUSTAINABILITY OF HOUSING AND RETAIL.

Wisconsin Avenue: Three Focus Areas

FRIENDSHIP HEIGHTS

Through thoughtful and coordinated redevelopment and urban design, Friendship Heights will realize significant opportunities for affordable housing, retail diversification, and placemaking.

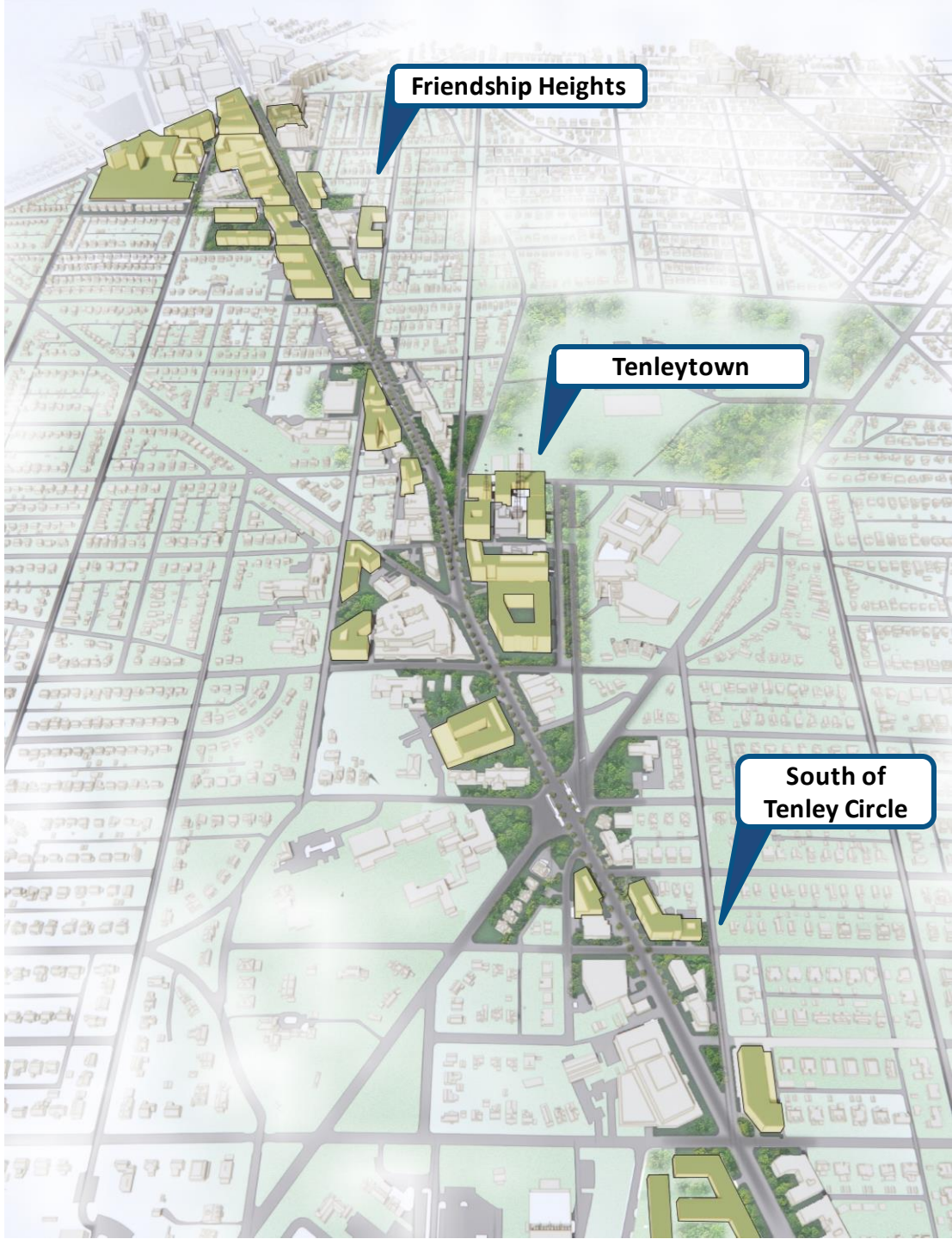


TENLEYTOWN

By increasing housing and building on existing civic assets, Tenleytown will support additional citywide and neighborhood-serving uses framing activated public spaces.

SOUTH OF TENLEY CIRCLE

The Wisconsin Avenue corridor South of Tenley Circle will provide a more enjoyable experience for walking and shopping framed by new infill buildings with street-facing uses.



Wisconsin Avenue: Zoning Strategy

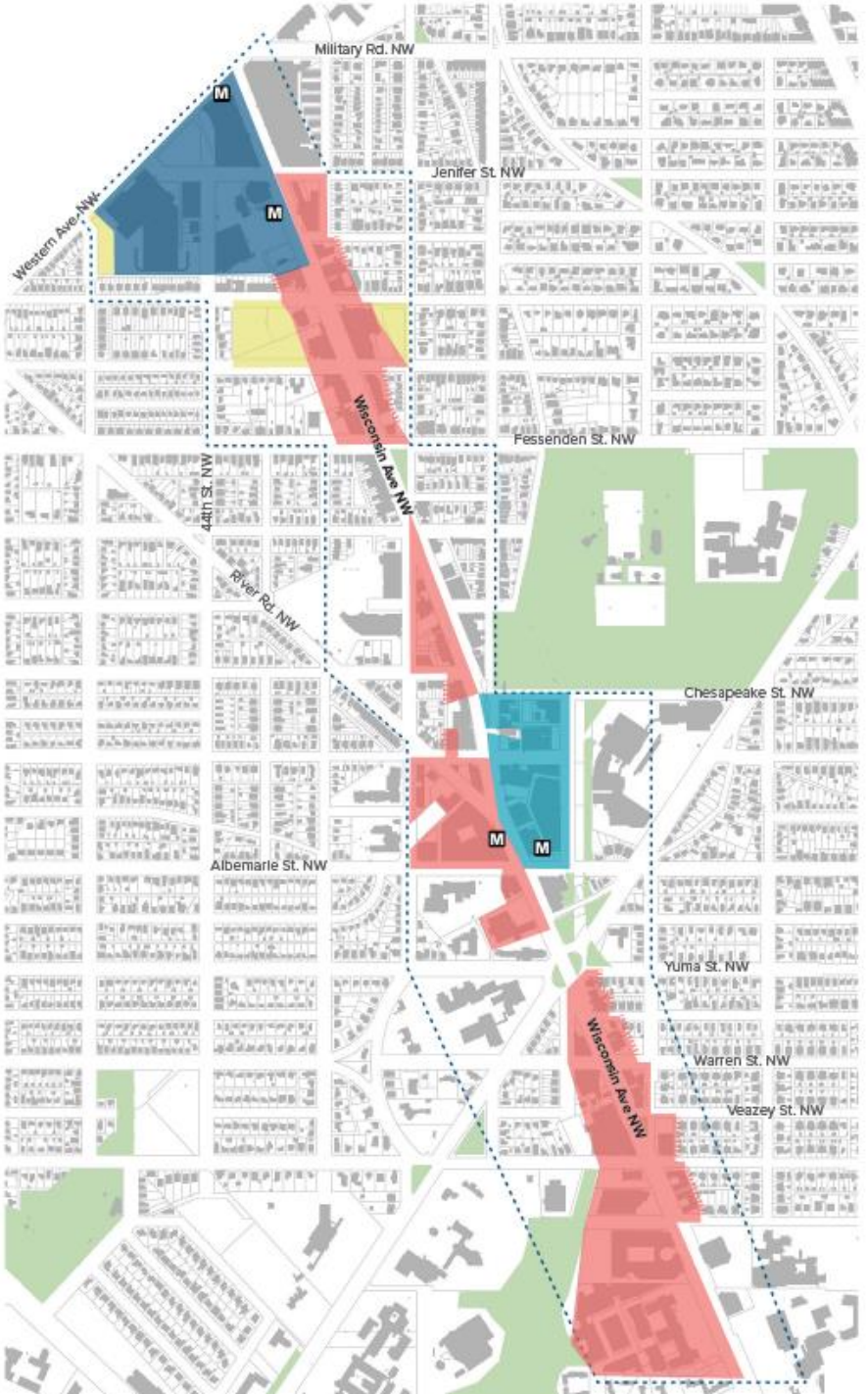
Four zoning categories are recommended for properties within the study area, consistent with land use designations and policies in the Comprehensive Plan :

Friendship Heights Metro Zone (High Density)

Friendship Heights Transition Zone (Moderate Density)

Tenleytown Metro Zone (High Density)

Mixed-Use Corridor Zone (Medium Density)



Design Review Process

Intent:

- Provide a shorter and more directed Zoning Commission review process than a PUD but allow less deviation from matter-of-right zone standards
- Current design review processes for areas such as the Ballpark and The Yards, parts of downtown, North Howard Road, parts of North Capitol Street
- Provide for review of site plan, building design, transition and open space guidelines of the Development Framework

Purpose:

- Promote high-quality, contextual building and site design
- Provide for limited flexibility without an increase in density

Review Process:

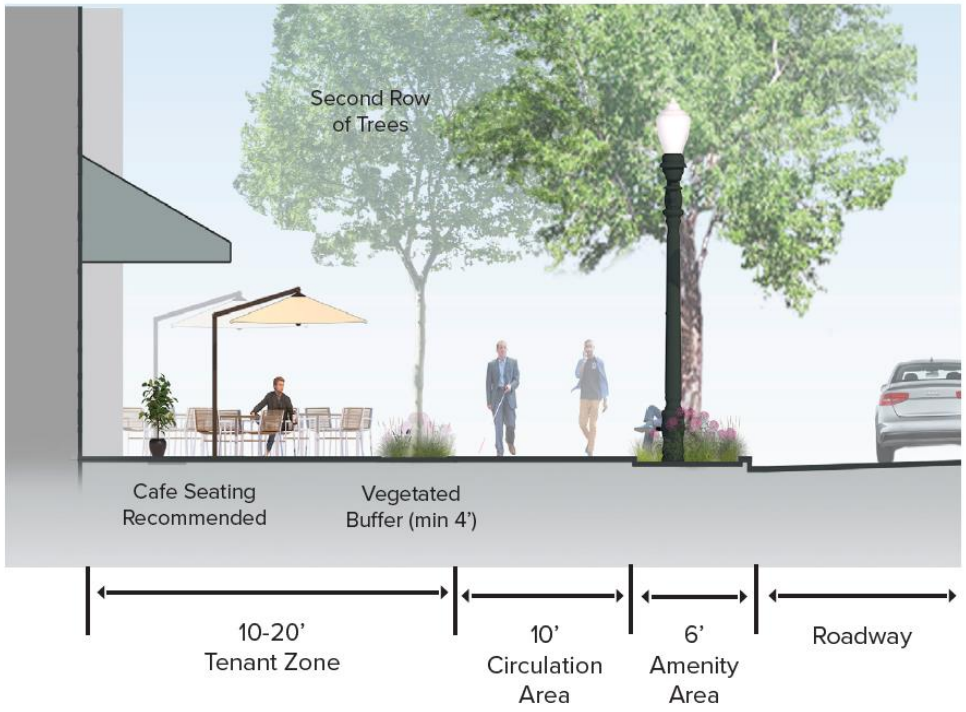
- Mandatory for any new development
- Requires a public hearing before the Zoning Commission
- Would not include bonus height or density (like a PUD)
- Review of proposal against criteria established in zoning, based on direction from the Framework Plan

Approved design review on North Howard Rd.

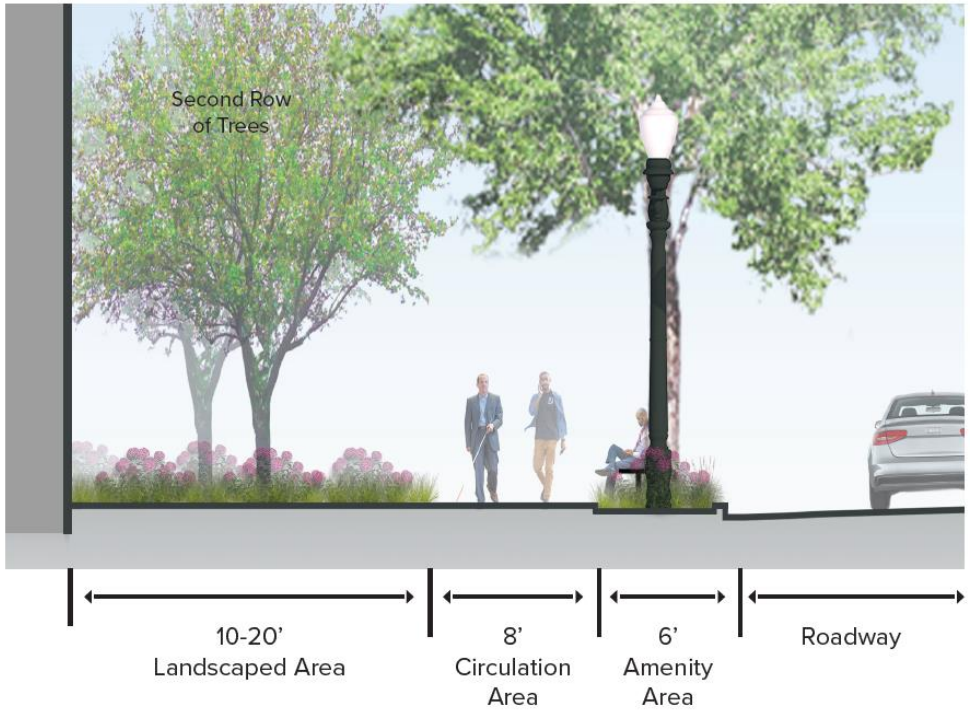
Wisconsin Avenue: Streetscape Recommendations

Recommendations for Wisconsin Avenue's commercial and residential streetscapes will provide public amenities to complement the active ground floors of buildings and support comfortable, walking, shopping, and socializing.

Commercial Streetscapes



Residential Streetscapes



Wisconsin Avenue: Planning Process

The Wisconsin Avenue Development Framework was produced through a robust year-long community engagement process, centered the Comp Plan's priority of racial equity.

A range of opportunities to participate in person and online included neighborhood walks, surveys, open-house events, targeted small group conversations, pop-ups at neighborhood events provided the project team with a broad representation of community inputs.

Next Steps in the Process

We are here!

Council

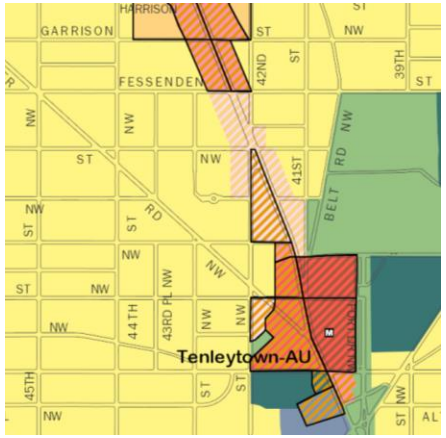
Comprehensive Plan
- Citywide Elements
- Area Elements
- Maps

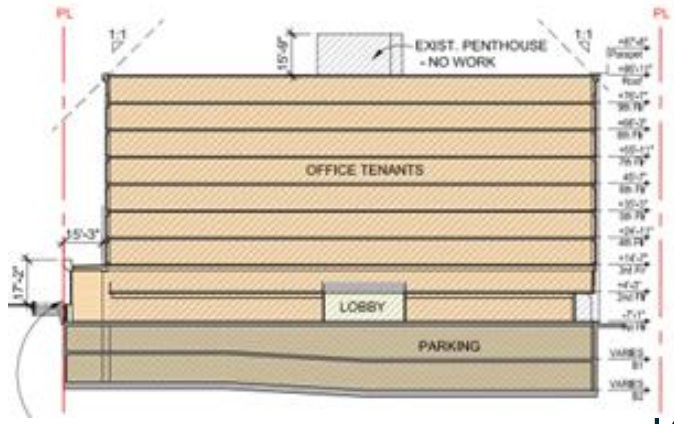
OP / Community

Wisconsin Avenue Development Framework

Zoning Commission

Zoning
- Zoning Text and Map
- Zoning Report with Racial Equity Analysis
- Design Review





Public Comment Period

The Draft Wisconsin Avenue Development Framework was released on September 26 for a public comment period running through **Wednesday, November 15, 2023**.

Please use the online comment form to provide feedback on the draft, accessible from the project website:

publicinput.com/rcw-wisconsin

After the public comment period, OP will revise and release the completed Wisconsin Avenue Development Framework with a summary of any changes made in response to public comments and a record of the comments received.

Questions?

CONTACT

Office of Planning
Erkin Ozberk, Senior Neighborhood Planner
Erkin.ozberk@dc.gov

Joel Lawson, Associate Director, Development Review
Joel.lawson@dc.gov

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