

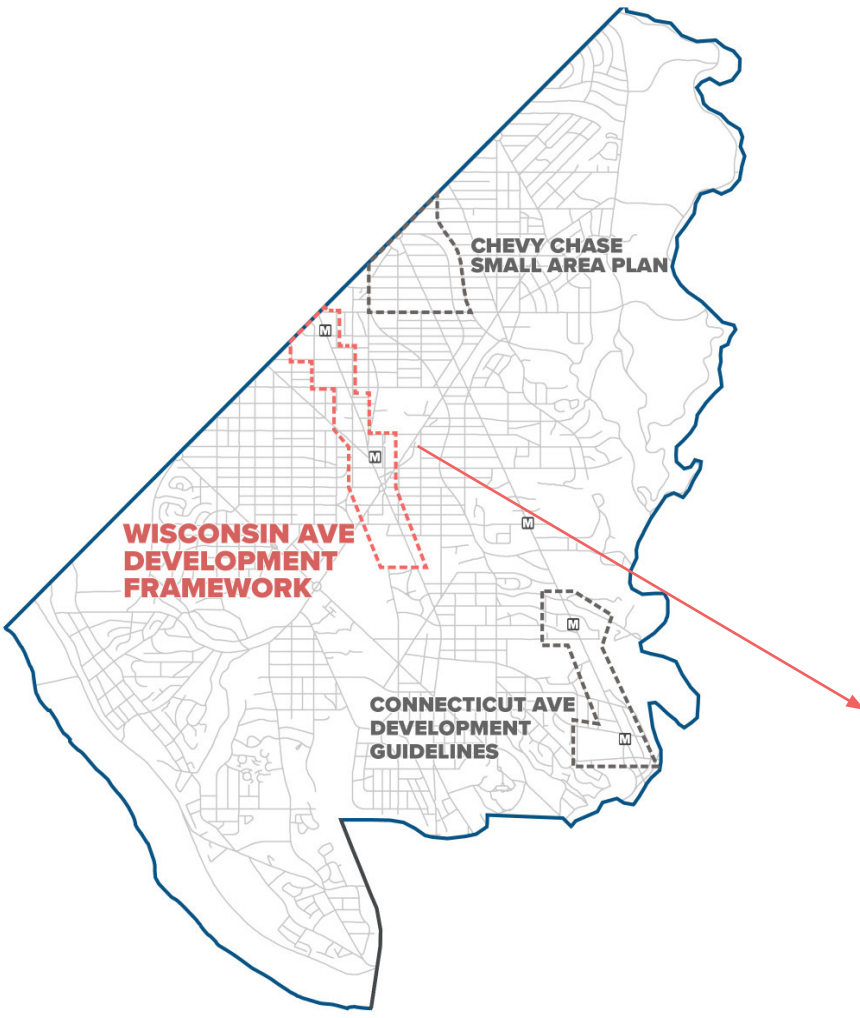
The image is a circular architectural rendering of a city street scene. In the background, a large building is labeled "Friendship Market" with signs for "Fresh Produce" and "Fresh Deli & Bakery". In the foreground, there is a paved walkway with a green-painted bicycle lane. A person is riding a bicycle in the lane. To the right, a street with a crosswalk and a few cars is visible. In the lower part of the rendering, a building is labeled "LNT Bookstore" and "W Ave. Pizza". The scene is populated with various people walking and interacting in the public space.

WISCONSIN AVENUE DEVELOPMENT FRAMEWORK

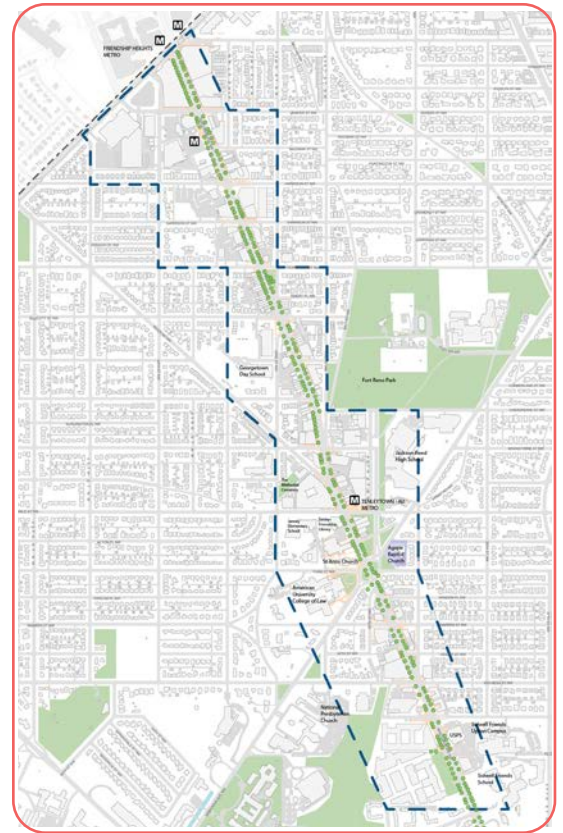
DRAFT | SEPTEMBER 2023

District of Columbia
Office of Planning





The Wisconsin Avenue Development Framework is a part of a broader Rock Creek West Corridors Planning Initiative to implement land use and housing policies outlined in the 2021 amendment to the District's Comprehensive Plan and the 2021 Rock Creek West Roadmap.



Rock Creek West is one of 10 planning areas in the District of Columbia. All streets discussed in this document are in the NW quadrant, unless noted otherwise.

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Executive Summary

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

This framework applies to over 100 development sites along a 1.5-mile segment of Wisconsin Avenue with a focus on Friendship Heights and Tenleytown-AU Metro station areas. Consistent with the Comp Plan, this framework envisions a corridor of well-designed blocks that create walkable urban places with new mixed-income housing. With residential demand driving change along Wisconsin Avenue, supportive retail and cultural uses will be delivered through redevelopment. The framework also recommends the design and activation of new public spaces, providing opportunities for people of all ages, backgrounds and abilities to enjoy.

Part of a broader Rock Creek West Corridors Planning Initiative, this development framework implements land use and housing policies outlined in the 2021 amendment to the Comp Plan and the 2021 Rock Creek West Roadmap. Recommendations in this development framework encourage the full use of height and density allowed in the Comp Plan to achieve policy priorities for more equitable development, leveraging tools like Inclusionary Zoning (IZ). Rezoning the corridor can provide more flexibility in development with clarity in outcome and process for community stakeholders and property owners alike.

The Wisconsin Avenue Development Framework was produced through a robust year-long community engagement process, building on past studies like the 2019 Tenleytown Public Life Study. The DC Office of Planning (OP) coordinated the framework with concurrent planning for transportation improvements led by the District Department of Transportation (DDOT) and Washington Metropolitan Area Transit Authority (WMATA), as well as planning in Montgomery County, Maryland.

Sections of the Framework

- An **Introduction** outlines the economic and regulatory context for achieving residential and commercial goals along the corridor.
- The **Corridor Plan** outlines four guiding principles for Wisconsin Avenue's redevelopment and public realm opportunities.
- Recommendations for **Friendship Heights, Tenleytown, and the area South of Tenley Circle** outline how mixed-use development can frame new urban spaces and enhance neighborhood placemaking.
- A **Zoning Strategy** translates recommendations into guidance for zoning changes consistent with the Comp Plan.
- **Wisconsin Avenue Streetscape** recommendations support a safe, green, and convivial public realm to complement development.
- The **Planning Process** describes public engagement activities, with additional resources, a glossary of terms, and acknowledgments.

FOUR GUIDING PRINCIPLES FOR THE WISCONSIN AVENUE CORRIDOR

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.



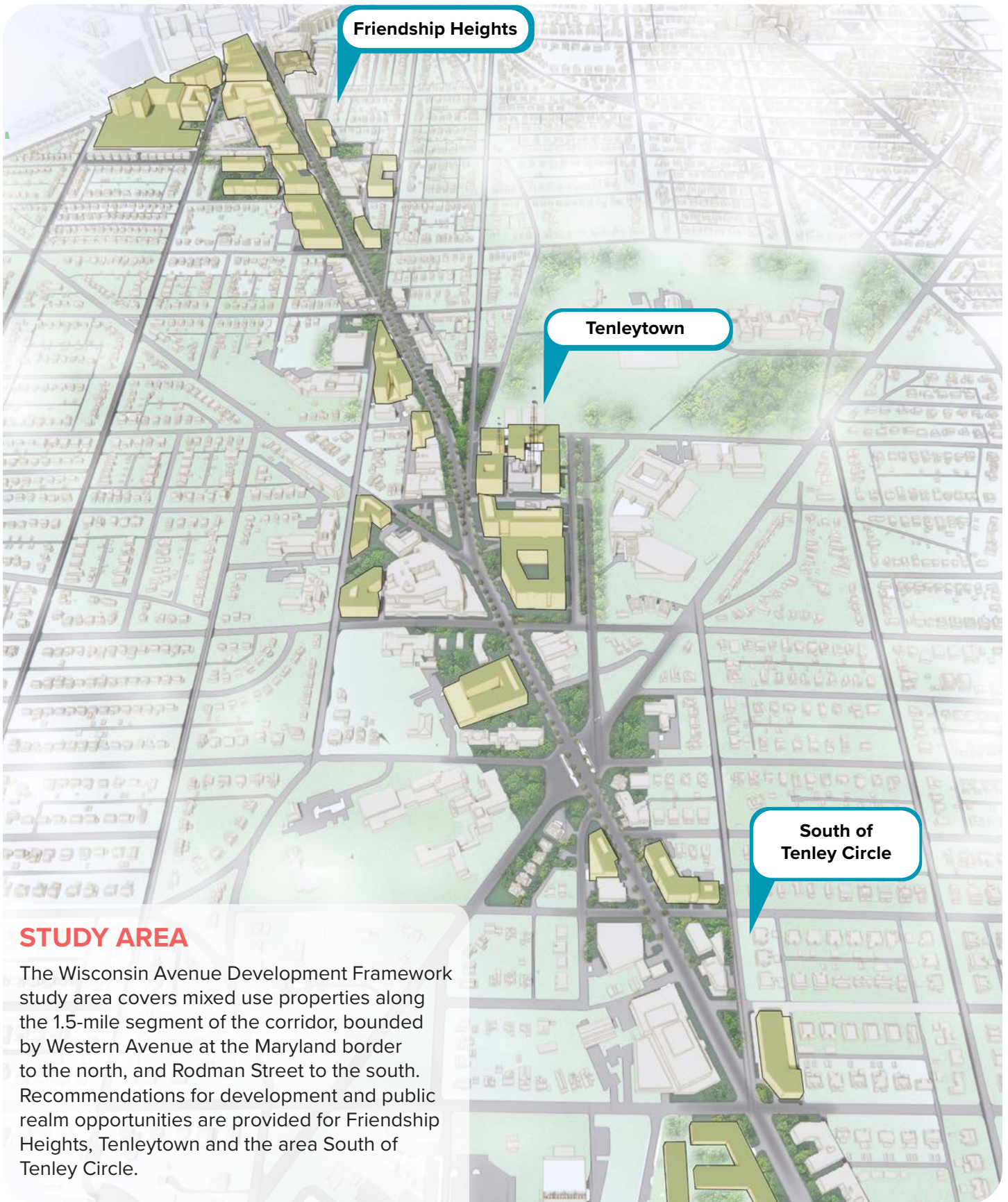
2. DESIGN PUBLIC SPACES TO ENCOURAGE WALKABILITY, CONNECTIVITY, AND ACCESS TO TRANSIT.



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.



Friendship Heights

Tenleytown

South of
Tenley Circle

STUDY AREA

The Wisconsin Avenue Development Framework study area covers mixed use properties along the 1.5-mile segment of the corridor, bounded by Western Avenue at the Maryland border to the north, and Rodman Street to the south. Recommendations for development and public realm opportunities are provided for Friendship Heights, Tenleytown and the area South of Tenley Circle.



Applying the Development Framework

Within the Wisconsin Avenue Development Framework study area, there are multiple stakeholders working on development projects and public space improvements. The Framework is intended to be used by:

- Property owners seeking commercial tenants, making exterior building improvements, and undertaking large-scale redevelopments;
- OP when considering zoning changes for the Wisconsin Avenue corridor and reviewing Zoning Commission (ZC) and Large Tract Review cases;
- The ZC in its evaluation of future zoning map amendments and Planned Unit Developments (PUDs);
- The Public Space Committee in its review of temporary and permanent uses of public space;
- The Historic Preservation Review Board (HPRB) in its review of development proposals affecting historically landmarked buildings;
- The Advisory Neighborhood Commissions (ANCs) and other community groups in reviewing development applications or public realm projects;
- The Friendship Heights Alliance and Tenleytown Main Street when marketing the corridor's commercial nodes, convening local stakeholders, and activating public spaces;
- District and federal agencies considering public investments and planning to accommodate projected growth along the corridor; and
- District agencies and Council when evaluating public street or alley closures or dedications.

Introduction

The Wisconsin Avenue Development Framework supports Comp Plan goals of housing equity, commercial success and sustainability, and enhancing a sense of place through thoughtful urban design. The framework’s recommendations are flexible in their application as development will occur incrementally over several years.

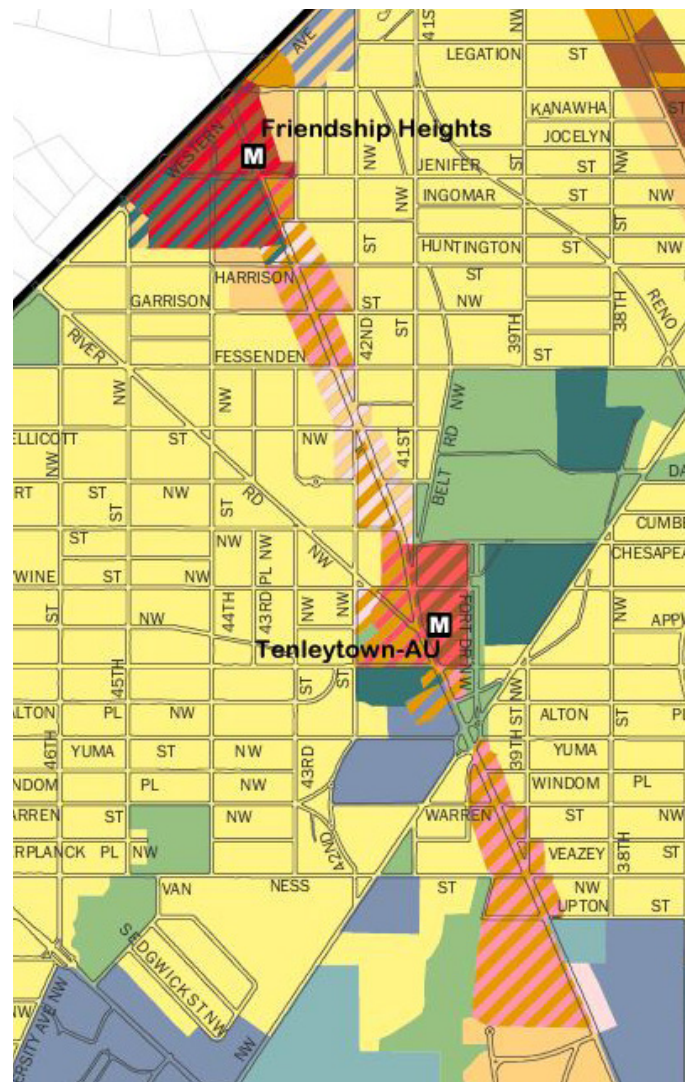
This framework considers independent development sites of varied size and ownership in a coordinated way to encourage well-designed blocks that create walkable urban nodes. Development recommendations of the Comp Plan and this framework related to building heights, densities, uses, and forms will be codified through new zoning designations. With residential demand driving change along Wisconsin Avenue, supportive retail and cultural uses will be delivered through redevelopment. This framework provides recommendations for their types, sizes, and prioritized locations along the corridor.

The Framework’s recommendations will support a vibrant public life for people of all ages, backgrounds, and abilities. The Framework identifies locations and types of new public spaces and how their design and activation can be delivered. This will occur through private development and coordinated by commercial management districts in partnership with applicable public agencies such as DDOT, the District Department of Parks and Recreation (DPR), and National Park Service (NPS).

Implementing the Comp Plan

The Comp Plan guides future growth and development in the District. It was amended in 2021 to allow greater heights and densities in mixed-use development within the Rock Creek West (RCW) Planning Area in support of citywide housing equity goals. The Wisconsin Avenue Development Framework advances implementation of these land use and housing policies with a focus on urban design that guides future changes to the built environment.

Developers’ reluctance to access additional density through discretionary approvals in RCW has limited the production of housing and affordable housing in this high-opportunity area of the city. OP will advance zoning informed by this framework to encourage height and density allowed in the Comp Plan to achieve policy priorities for more equitable development, leveraging tools like Inclusionary Zoning (IZ). Rezoning the corridor can provide more flexibility in development with clarity in outcome and process for community stakeholders and property owners.



The Future Land Use Map in the Comp Plan envisions mixed-use development at mostly high and medium densities along the Wisconsin Avenue corridor in the study area.

SUPPORTING RETAIL AND CULTURE ON THE CORRIDOR

Wisconsin Avenue has enjoyed a long history of commercial activity, prominence as a multi-modal arterial corridor, an engaged community, and existing legacy office and retail uses. However, a highly competitive retail and commercial environment has evolved in the District and suburbs, with development in nearby Bethesda, Maryland and other DC neighborhoods attracting retailers, entertainment options and other businesses. As a result, Wisconsin Avenue has struggled in recent years to maintain its position as a regional and luxury retail destination and has become primarily neighborhood-serving.

However, the changing conditions also present opportunities. With the decreased demand for office space in particular, Wisconsin Avenue is poised for growth in multifamily residential buildings, which will be accomplished through conversions and redevelopment. This transition will be supported by rightsizing retail, restaurant, and other neighborhood services and introducing new arts, culture, and entertainment uses.

Friendship Heights can redefine its role from a regional shopping destination to a node with a balance of regional and neighborhood-oriented offerings. Compared to other communities, Friendship Heights has limited existing arts and cultural assets. As redevelopment continues, opportunities should be explored to activate existing vacant retail spaces and prioritize permanent cultural spaces.

Tenleytown can further strengthen its significant cluster of civic and educational institutions. Tenleytown can also continue to grow its retail prominence as a midpoint between Georgetown and Bethesda. This approach will allow Tenleytown to serve as the civic commons for both the study area and broader Rock Creek West community.



A movie theater is popular anchor at Bethesda Row, about 1.5 miles north of Friendship Heights. Source: coopercarry.com.



Formed in 2022, the Friendship Heights Alliance has been activating Wisconsin Avenue with arts and community focused events. Source: Albert Ting for Friendship Heights Alliance

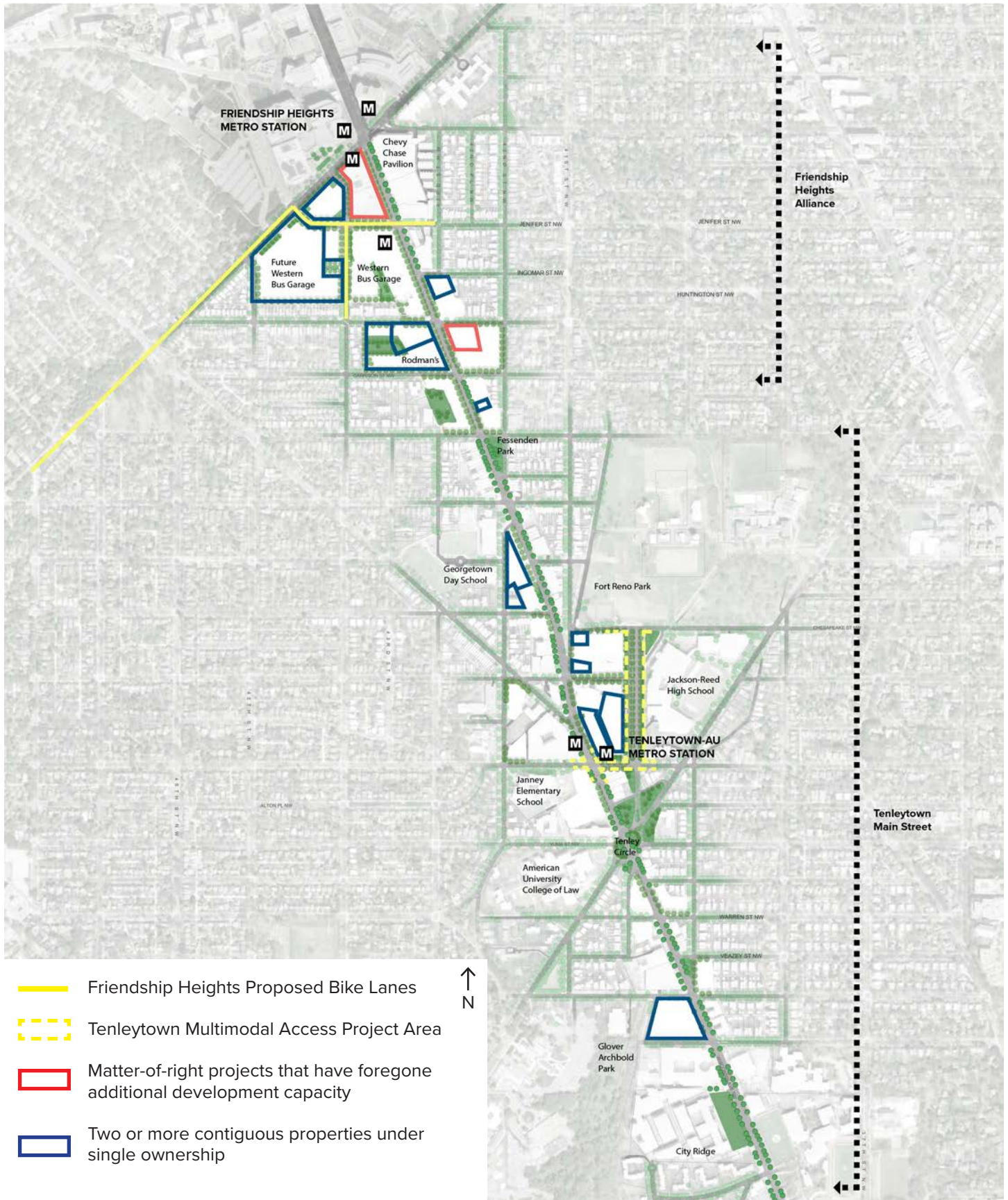


Tenley / Friendship Library is an important civic anchor in Tenleytown.

DEVELOPMENT CONTEXT

The following conditions characterized the development context in the study area in 2022-2023. These conditions informed the recommendations of the Wisconsin Avenue Development Framework.

1. Property ownership is mostly dispersed, with some owners in control of two or more contiguous properties, forming larger development sites in 12 distinct clusters. In contrast to some areas of the District, the Development Framework will be implemented through independent owners rather than by a master developer.
2. Many properties along the corridor have multi-decade ownership legacies controlled by private institutions, families, or trusts, which can impede redevelopment, even for underused sites.
3. Developers are reluctant to pursue discretionary approvals through PUDs in RCW, as property owners have foregone additional development capacity due to associated costs of delay and risk of litigation.
4. Commercial management organizations have a growing presence along the corridor, offering opportunities to convene commercial stakeholders, develop placemaking strategies, and manage shared public spaces;
 - Tenleytown Main Street was formed in 2016 and expanded its boundary south to include the City Ridge development in 2022.
 - Friendship Heights Alliance was formed in 2022, a unique cross-jurisdictional place-management organization seeking legislative status as a Business Improvement District in DC and an Urban District in Montgomery County, MD.
5. There has been a shift in recent years towards increased community support for affordable housing in RCW by local organizations focused on this high opportunity area, signaling greater receptivity to more inclusive forms of development along the corridor.
6. Capital investments in transportation infrastructure will support multimodal mobility options, shaping public space use and urban form over the next decade:
 - DDOT will install protected bike lanes on Western Avenue and Jenifer Street in Friendship Heights, establishing safe and comfortable bike access from the west (estimated completion 2024).
 - WMATA will relocate a new Western Bus Garage in Friendship Heights to the former Lord and Taylor site in Friendship Heights serving an all-electric fleet (estimated completion 2030).
 - DDOT's Tenleytown Multimodal Access Project will establish a preferred concept for the transit transfer area and public plaza on 40th Street and Fort Drive (concept in 2024, completion pending future funding).
7. In coordination with District agencies, the Montgomery County Planning Department initiated the Friendship Heights Urban Design Study in 2023. Ongoing planning coordination between DC and Maryland will help Friendship Heights' successful transition into a more cohesive neighborhood-serving center.



-  Friendship Heights Proposed Bike Lanes
-  Tenleytown Multimodal Access Project Area
-  Matter-of-right projects that have foregone additional development capacity
-  Two or more contiguous properties under single ownership



EQUITABLE HOUSING STRATEGY

The Role of Inclusionary Zoning (IZ) and Inclusionary Zoning Plus (IZ+) in Rock Creek West

A more equitable housing strategy for Wisconsin Avenue aims to increase the types of rental and ownership housing through regulatory tools and targeted financial incentives that implement land use changes and policy updates made in the 2021 Comp Plan.

As a regulatory tool, IZ complements financial tools to support the creation of dedicated affordable housing and achieve the Mayor’s Housing Equity goals. Specifically, IZ contributes to a more geographically equitable distribution of dedicated affordable housing in the District, playing an outsized role in RCW, where other forms of dedicated affordable housing are mostly absent. RCW has the lowest number of dedicated affordable homes of the District’s 10 planning areas.

Affordable housing units produced through IZ are not publicly subsidized, but rather, are cross-subsidized by market-rate units within the building. An associated density bonus is provided to offset the premium required to cross-subsidize the IZ units, with an affordable set-aside between 8% to 12.5% of the building’s residential square footage. IZ provides socio-economic diversity within new buildings by including moderate income households but is not designed to target more deeply affordable housing for households below 50% median family income (MFI). Most IZ units require maximum MFIs of 60% for rental and 80% for ownership, with a smaller number at 50%. Deeper affordability below 50% MFI can be supported through financial programs administered at the local and federal levels.

IZ+ was adopted in 2021 to achieve higher affordability set asides than the District’s regular IZ program when properties receive a change in zoning that permits greater density, consistent with the Comp Plan. The IZ+ affordable set-aside can be up to 18% or 20%, depending on the amount of additional density and a building’s construction type.

How Does IZ+ Work?

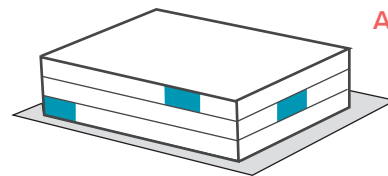
Affordable set-aside requirements increase after a rezoning that increases residential density, measured in Floor Area Ratio (FAR). The scenario below demonstrates how IZ+ works in a hypothetical change in zoning.

Old Zone (Regular IZ)

3.0 FAR

20% Bonus Density

10% Affordable Set-Aside

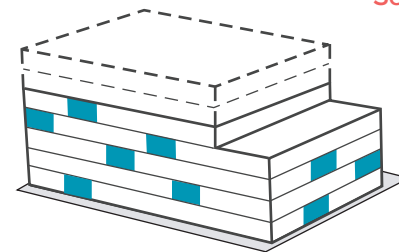


New Zone (IZ+)

6.0 New FAR

20% Bonus Density

20% New Affordable Set-Aside



What is MFI?

The Washington Statistical Area MFI is published annually by the U.S. Department of Housing and Urban Development, at which half of households have income above that level and half below. In 2022, 100% MFI in the Washington Area by household size is:

One-Person Household	\$99,600
Two-Person Household	\$113,850
Three-Person Household	\$128,050
Four-Person Household	\$142,300

Rezoning to Maximize IZ+

A property owner may choose not to pursue the full development density on a site through a rezoning for a variety of reasons. Across the city and in RCW in particular, developers have identified the risks associated with discretionary zoning approvals in the form of longer time horizons and potential post-approval litigation as deterrents to accessing increased density on a site.

Two active projects in Friendship Heights illustrate these circumstances. For the redevelopment of Mazza Gallerie and the former Fox 5 building, the respective developers opted not to seek higher densities through a discretionary rezoning. As a result, less market-rate housing and affordable housing will be produced on the Wisconsin Avenue corridor than the Comp Plan envisions.

The production of more IZ units can be encouraged along the Wisconsin Avenue corridor by implementing the Comp Plan's height and density provisions through zoning map amendments and PUDs and by proactively communicating the urban design vision for added density, height, and affordable housing in this development framework. These steps provide greater certainty for community stakeholders while reducing risk for prospective developers. Development scenarios on Wisconsin Avenue applying IZ+ were modeled as financially feasible in 2022.



Rendering of 5300 Wisconsin Avenue (Former Mazza Gallerie).



Rendering of 5151 Wisconsin Avenue (Former Fox 5).

Units with Three or More Bedrooms

Since the year 2000, approximately 5% of all multifamily units produced in RCW had three or more bedrooms. Along Wisconsin Avenue, large multifamily buildings skew heavily towards one-bedroom units. While in line with the existing housing stock across DC, one-bedroom units do not meet the needs and demands of larger households.

In contrast, smaller residential buildings tend to include more units with three or more bedrooms. Regarding affordability, new multifamily buildings along the corridor will be the primary opportunity for dedicated affordable housing. The smaller building sites are less likely to trigger current IZ regulations which are applicable to buildings with 10 or more units, while larger sites can provide both new affordable units and a greater mix of units with three or more bedrooms.

The site conditions on the Wisconsin Avenue corridor offer opportunities for more multi-bedroom units in future developments. Large development lots with multiple street frontages can accommodate more exterior-facing walls providing the window exposure required for bedrooms. Buildings designed to carefully frame new public spaces with more corners and more window-walls can also support more multi-bedroom units.

Three-bedroom market-rate units in new multifamily buildings are likely to be expensive on a square foot basis, but should be less expensive than the area's single family homes. New multifamily buildings are the main opportunity to expand the diversity of housing opportunities to serve both larger and lower income households through IZ and financial subsidies along Wisconsin Avenue.



Conversions of four-unit flats on Harrison Street increase the number of for-sale homes in Friendship Heights with two to four bedroom units, but each building contains fewer than 10 units and do not trigger IZ. Source: Compass.com.



The triangular Modo building in Petworth was designed with entirely three-bedroom, 2-bathroom units. Of the building's 17 units, two are IZ. Source: Communitythree.com.



The articulated massing of 2101 Connecticut Avenue allows for each of the building's large 64 units to have light on three exposures. Source: washingtonpost.com.

Sustaining and Attracting Families

Families are attracted to residential buildings with other families and family-supportive amenities, such as:

- Ample and conveniently accessible storage spaces for strollers, bikes, and other outdoor equipment;
- Indoor common spaces for family gathering, such as a library, small kitchen, or play area;
- Fitness center with equipment for adult use and child supervision;
- Outdoor common spaces, such as a rooftop garden, terrace, or playground;
- A swimming pool;
- On-site childcare, especially for very young children; and
- Pet-friendly facilities for grooming and exercise.

The greater proportion of families that live on the corridor, the greater the demand there will be for family- and neighborhood-serving retail spaces, supporting Wisconsin Avenue's ongoing transformation.



Large sites within the study area (highlighted in red) with multiple street frontages could accommodate a greater share of units with three or more bedrooms.



The 431-unit Apollo Apartments on H Street NE includes 25 three-bedroom units (6%), more than is typical for multifamily buildings in DC. The larger units are intended to attract both empty nesters and families. Source: skiarch.com.



The Apollo Apartments has multiple indoor and outdoor amenity spaces for residents of various household sizes and compositions. Source: theapollodc.com.



The Queens Court affordable housing community in Arlington, VA includes a county-run public park and playground at the ground level. Source: apah.org

Corridor Plan

Three Focus Areas on the Corridor

The Wisconsin Avenue Development Framework focuses on three areas along the 1.5-mile corridor; Friendship Heights, Tenleytown, and the area south of Tenley Circle. The recommendations for these focus areas are based on analysis of specific sites, which have the potential to provide mixed-income housing supported by vibrant commercial, retail, and cultural uses.



FRIENDSHIP HEIGHTS

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



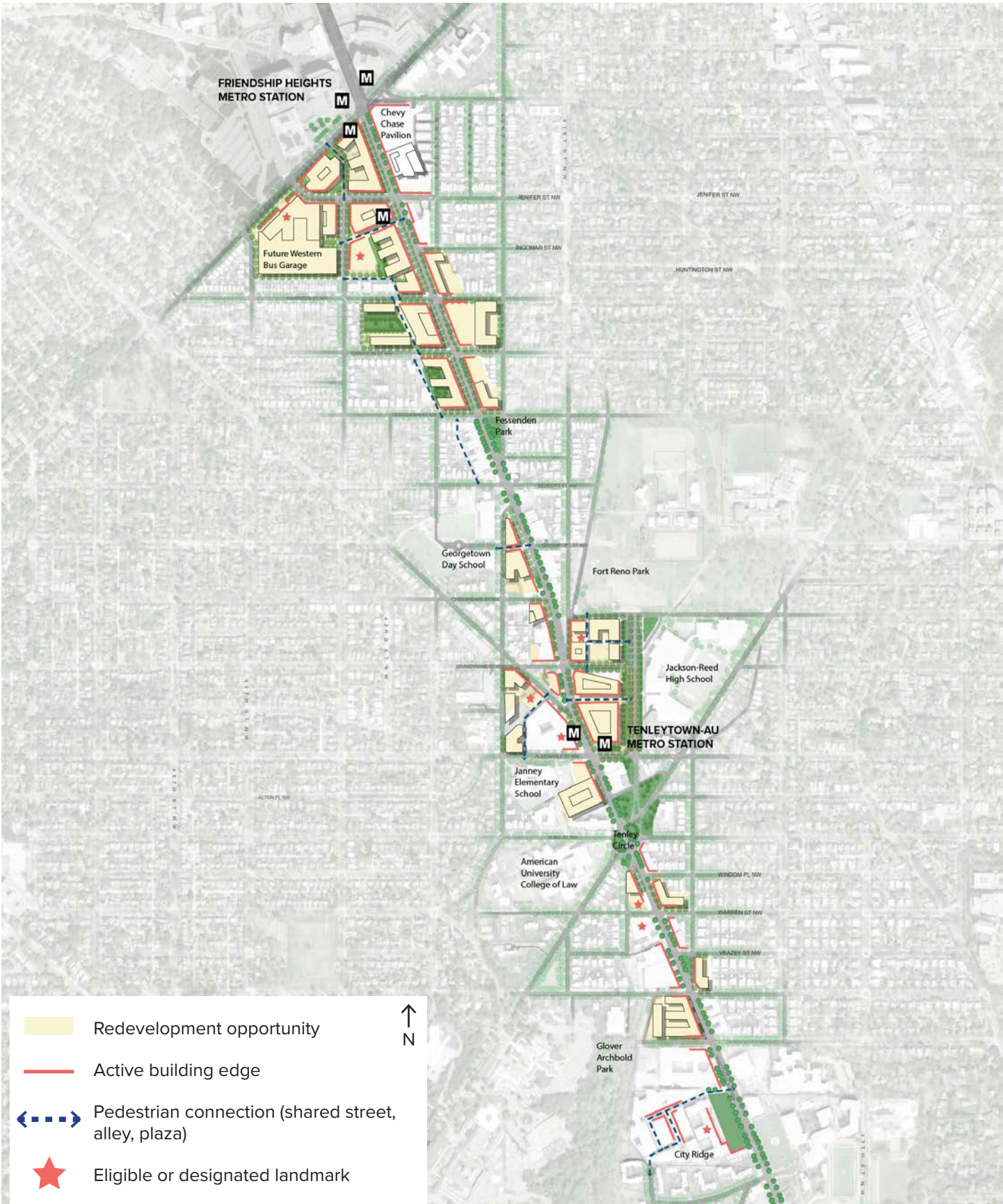
TENLEYTOWN

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.



- Redevelopment opportunity
- Active building edge
- Pedestrian connection (shared street, alley, plaza)
- Eligible or designated landmark

FOUR GUIDING PRINCIPLES FOR THE CORRIDOR

1. Prioritize housing, especially affordable housing, supported by active retail, restaurants, and cultural/entertainment uses.

Recommendations:

- Housing is the primary opportunity based on both market demand and the established need for affordable housing in this part of the District; it should be the principal use along the corridor.
- Retail stores and restaurants should continue to be key supporting uses, serving local and city-wide residents and activating public spaces.
- Small office tenants such as medical or accounting can occupy space in flexibly-designed buildings.
- Education-supportive uses that serve the large population of elementary, high school, and university students in the area, such as housing, casual food-related retail, and other amenities are encouraged.
- Cultural and entertainment uses along the corridor should be located to complement the existing mix and leverage large development site opportunities.
- Open spaces should be designed for social interaction and inclusive gatherings. Key opportunity sites should incorporate public open spaces in redevelopment.
- Flexibility in land use and adaptability to change over time will be key to ensuring long-term development viability.
- Parking associated with redevelopment should prioritize pedestrian movements and be located below grade.



A diversity of housing types is the priority on Wisconsin Avenue.
Source: teeplearch.com.



Repurposed existing building activates the public realm in Raleigh, NC.

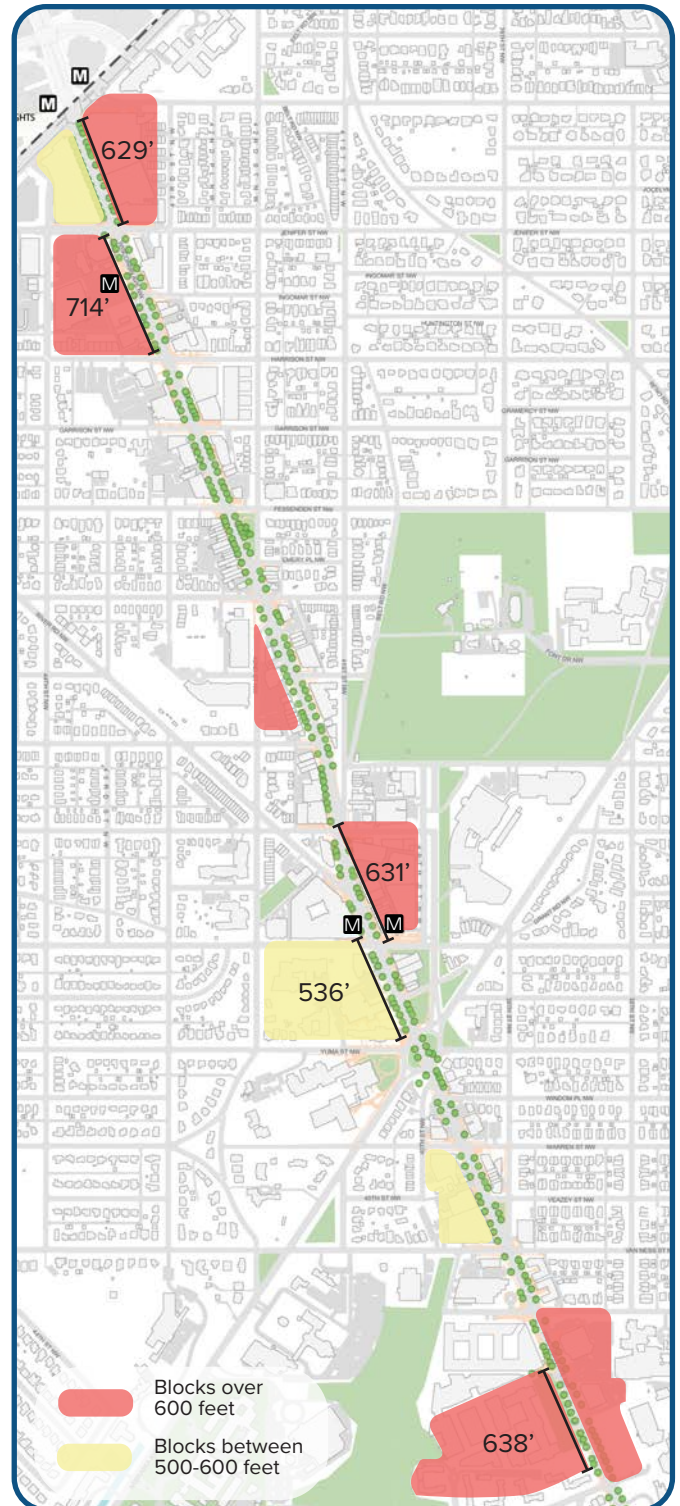


The pedestrian passages at CityCenter DC are activated with storefronts, seating, and public art.

2. Design public spaces to encourage walkability, connectivity, and access to transit.

Recommendations:

- Break down the mass of superblocks (blocks over 500 feet in length) with new shared streets, plazas, or pedestrian-only passages.
- Activate Wisconsin Avenue's streetscape and adjoining side streets and pedestrian passages with storefronts, smaller food-based businesses, seating, vegetation, and public art.
- Design a building's streetwall to a minimum of 15 feet in height. Incorporate interesting and transparent storefronts and building lobby entries to activate the sidewalk, making use of building projections to accentuate façades.
- Focus retail, restaurants, building lobbies, and other active uses on Wisconsin Avenue and key side streets (Jenifer and 44th streets in Friendship Heights; Albemarle, Brandywine, Chesapeake, 40th, and 41st streets in Tenleytown) to activate the street level and public realm.
- Concentrate retail in walkable retail priority nodes.
- Retail entrances should be at grade with the sidewalk. Maximum storefront widths should be 40 feet or 25 feet in walkable retail priority nodes.
- Encourage vibrant retail by improving the mobility for people walking and biking along the corridor, especially crossing Wisconsin Avenue.



Within the Wisconsin Avenue study area, there are multiple 'super-blocks' exceeding 500' in length.

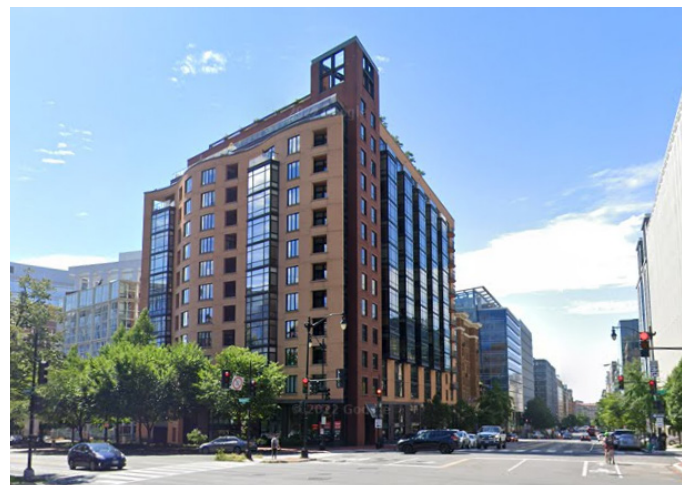
3. Design building massing and height to complement the existing neighborhood context and emphasize local landmarks.

Recommendations:

- Orient building massing to emphasize sidewalk-level views of key neighborhood landmarks.
- Use tower projections on buildings to enhance prominent intersections or corners along Wisconsin Avenue.
- Break down long horizontal building façades through vertical and horizontal divisions, bays, setbacks, and other design approaches.
- Transition building scale, massing, and height along Comp Plan Future Land Use Map (FLUM) boundaries from higher density areas to abutting low-density residential areas.
- Design and orient the shape and massing of buildings to maximize energy efficiency, increase access to light and air, and capture interesting views or vistas.
- Skywalks connecting buildings are discouraged, as they reduce pedestrian activity at the street level.



Buildings framing the pedestrian-only Pearl Street at the DC Wharf create a view terminus of the Jefferson Middle School chimney, emphasizing sense of place for the new development.



A tower projection accentuates the corner intersection of Massachusetts Avenue and 10th Street in DC.



The massing of the Liz steps down to lower scale buildings off of 14th Street in DC. Source: coredc.com

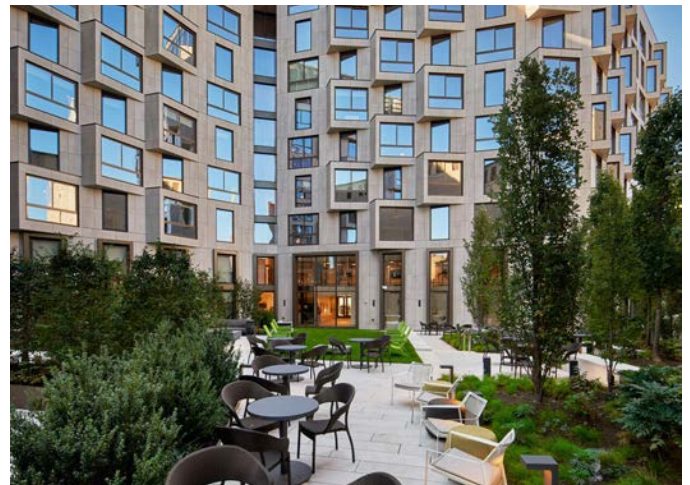
4. Design buildings to maximize the availability, variety, flexibility, and sustainability of housing and retail.

Recommendations:

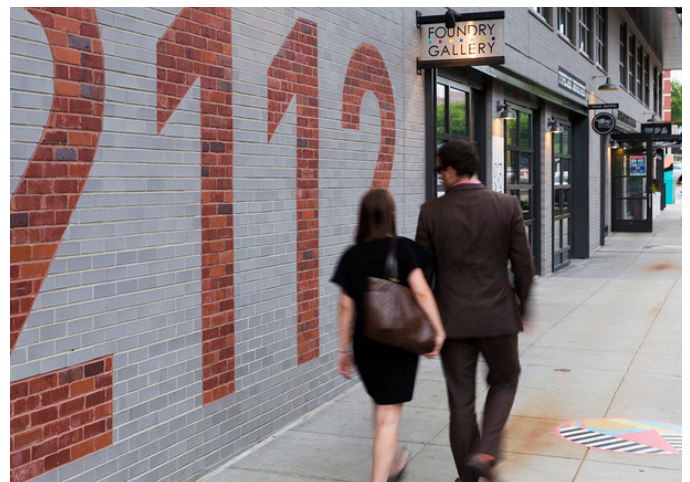
- Include balconies, terraces, and other private outdoor spaces for residents.
- Modulate building massing to increase corners and accommodate more three-bedroom units.
- Design buildings to be attractive to a range of household types and sizes, including families with children and older adults.
- Use courtyards and/or elevated terraces to provide light, air, vegetation, and amenities.
- Upper level building rooftops should be prioritized for housing, residential amenity space, green roofs, and solar photovoltaic panels.
- Café seating can be located on second level rooftop terraces to complement street-level public life.
- Increase the availability of smaller storefronts (under 2,000 square feet). Where possible, activate the groundfloor with smaller food-based businesses.



The building massing of 555 E Street SW is articulated with both horizontal and vertical breaks, accommodating balconies and terraces at various levels.

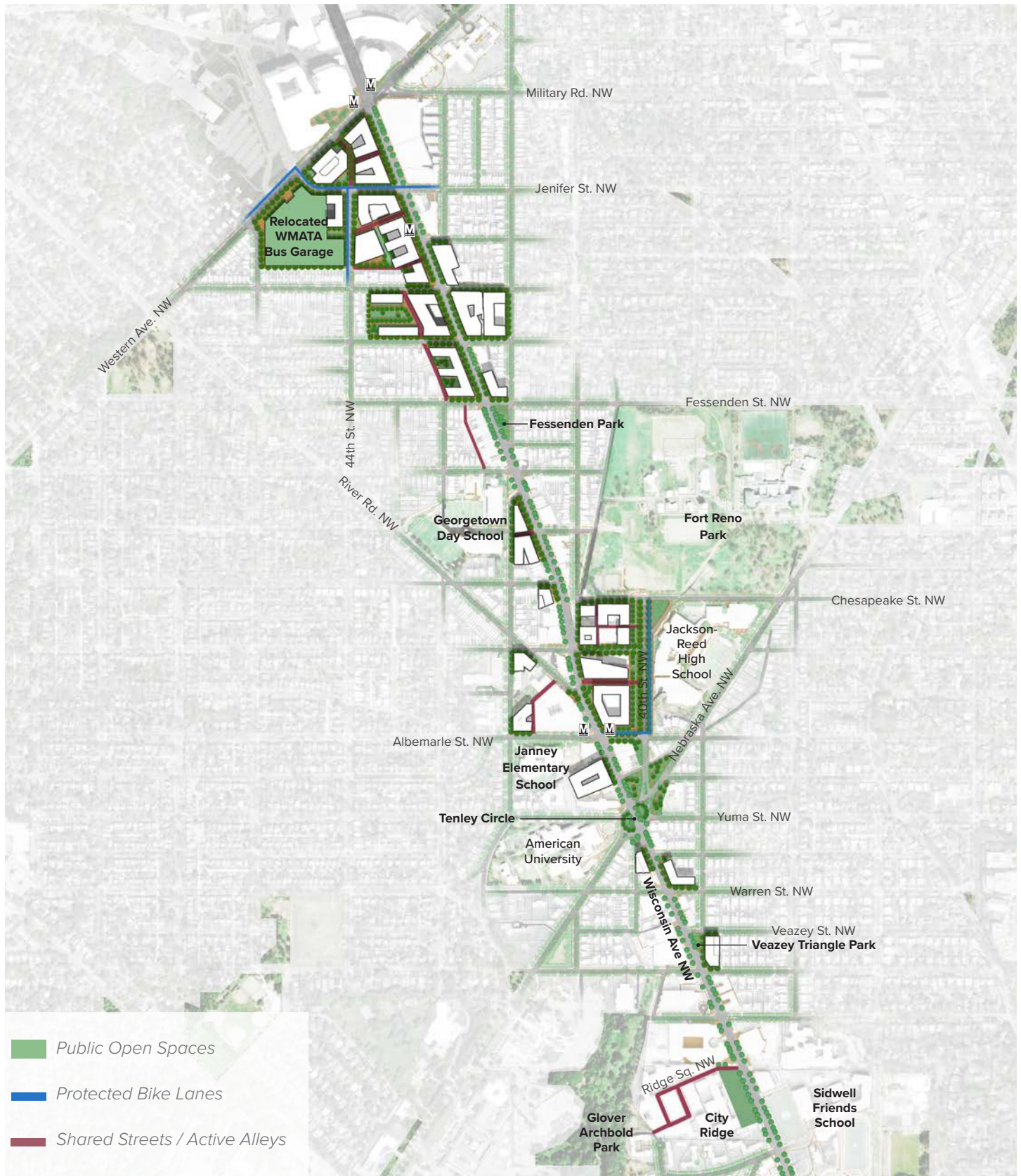


A lush courtyard is a valued residential amenity while angled building projections increase views and privacy in units at the Silva building on Columbia Road in DC. Source: coredc.com.



Galleries, restaurants, and small storefronts line the 8th Street facade of the Atlantic Plumbing building in DC. Source: ma.com.

CORRIDOR-WIDE PUBLIC REALM OPPORTUNITIES



Wisconsin Avenue Streetscape

The Wisconsin Avenue streetscape will be a more socially active and greener place that is comfortable and accessible for people of all ages and abilities. With more densely built blocks along Wisconsin Avenue and adjacent streets there will be multiple competing commercial-serving curbside needs. Centralized and accessible off-street parking serving retail nodes will limit the need for curb cuts while providing predictability for those arriving by car.

Existing and New Open Space Opportunities

On Wisconsin Avenue, the successful activation of Fessenden Park can be replicated at the Veazey Triangle Park south of Tenley Circle to support new development and complement the programming at the City Ridge Great Lawn.

In Tenleytown, improvements to 40th Street/Fort Drive and abutting areas can be designed as a central transit and civic plaza framed by the high school and aquatic center on the east, future high-density mixed-use on the west, and Fort Reno Park on the north. Improvements to NPS' Tenley Circle open spaces should be considered holistically with 40th Street/Fort Drive, establishing a north-south connection to Fort Reno Park.

New public open spaces created through redevelopment will support a range of activities for future residents, shoppers, and workers. Portions of the large roof area of the future Western Bus Garage over which there is no additional development provide an opportunity to explore locating a full-sized recreational field in Friendship Heights. Plazas located at key locations along Wisconsin Avenue can enhance placemaking by opening ground-level views showcasing the corridor's unique topography and architectural landmarks.



Fessenden Park on Wisconsin Avenue.



Activated public open space at Capitol Riverfront in DC.



New public open space was part of the Sursum Corda redevelopment in DC.

Shared Streets, Active Alleys, and Bikeways

Shared streets on private property can break up large blocks and provide pedestrian priority areas. Well-used public and private alleys will continue functioning as service support to existing businesses and residential buildings while enhancing the pedestrian network.

Protected bikeways planned for Western Avenue, Jenifer Street, and 44th Street in Friendship Heights and along 40th/Fort Drive in Tenleytown will expand safe access and use of bikes and scooters.



A shared street on private property at the Atlantic Plumbing 091W / Whyte building in DC. Source: ma.com



A shared street on private property at the Wharf in DC.

What is a Shared Street?

Shared streets prioritize pedestrians but allow access for vehicles operating at low speeds and are designed to permit easy loading and unloading for trucks at designated hours. They are designed to slow or divert traffic using pedestrian volumes, landscaping, differing surface materials and striping, and other cues. A shared street is sometimes called a *woonerf*, a Dutch term meaning ‘living street.’

In commercial areas, shared streets can significantly contribute to the public space network, adding vibrancy and activity with outdoor dining, public seating, artwork, and landscaping.

Many developments in DC have applied private shared streets in recent years, including the Wharf, 901W in Shaw, and at Eckington Yards.



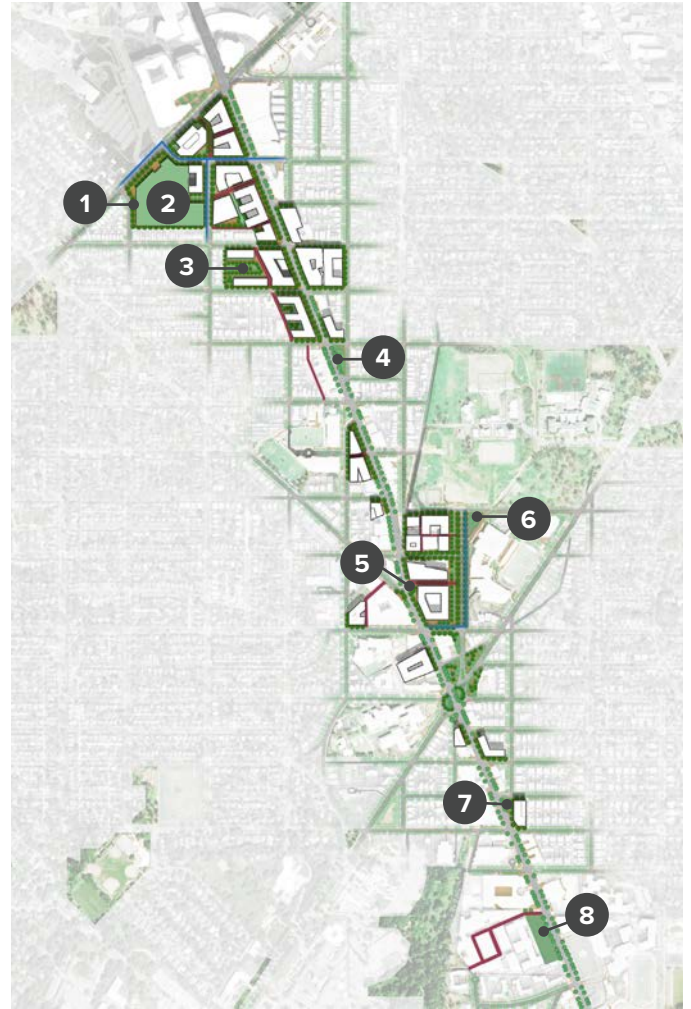
District Square is part of a curbsless shared street network at the Wharf in DC that accommodates people walking and biking, trucks unloading, cars picking up and dropping off passengers, and even outdoor dining. Source: perkinseastman.com.

Places for Play

As the population along the corridor increases, opportunities for family-oriented play for all ages and physical abilities should be incorporated into the area's existing and future open spaces. Playgrounds, sculptural play elements, open space and lawns, skateparks, and both temporary or permanent interactive art offer memorable experiences for children and families.

Potential locations for play include (numbers correspond to diagram at right):

1. The landscaped setback on 45th Street on the west wall of the future bus garage
2. The roof of the future bus garage
3. The west side redevelopment opportunity on the 5100-block of Wisconsin Avenue
4. Fessenden Park
5. The east side redevelopment opportunity on the 4500-block of Wisconsin Avenue
6. The triangular green space on Chesapeake Street between Jackson-Reed High School and Fort Reno Park
7. Veazey Triangle Park
8. The Great Lawn at City Ridge



Potential locations for playful elements along the Wisconsin Avenue corridor.



Seating can double as playful elements like these pebble benches at the Wharf in DC. Source: perkinseastman.com.



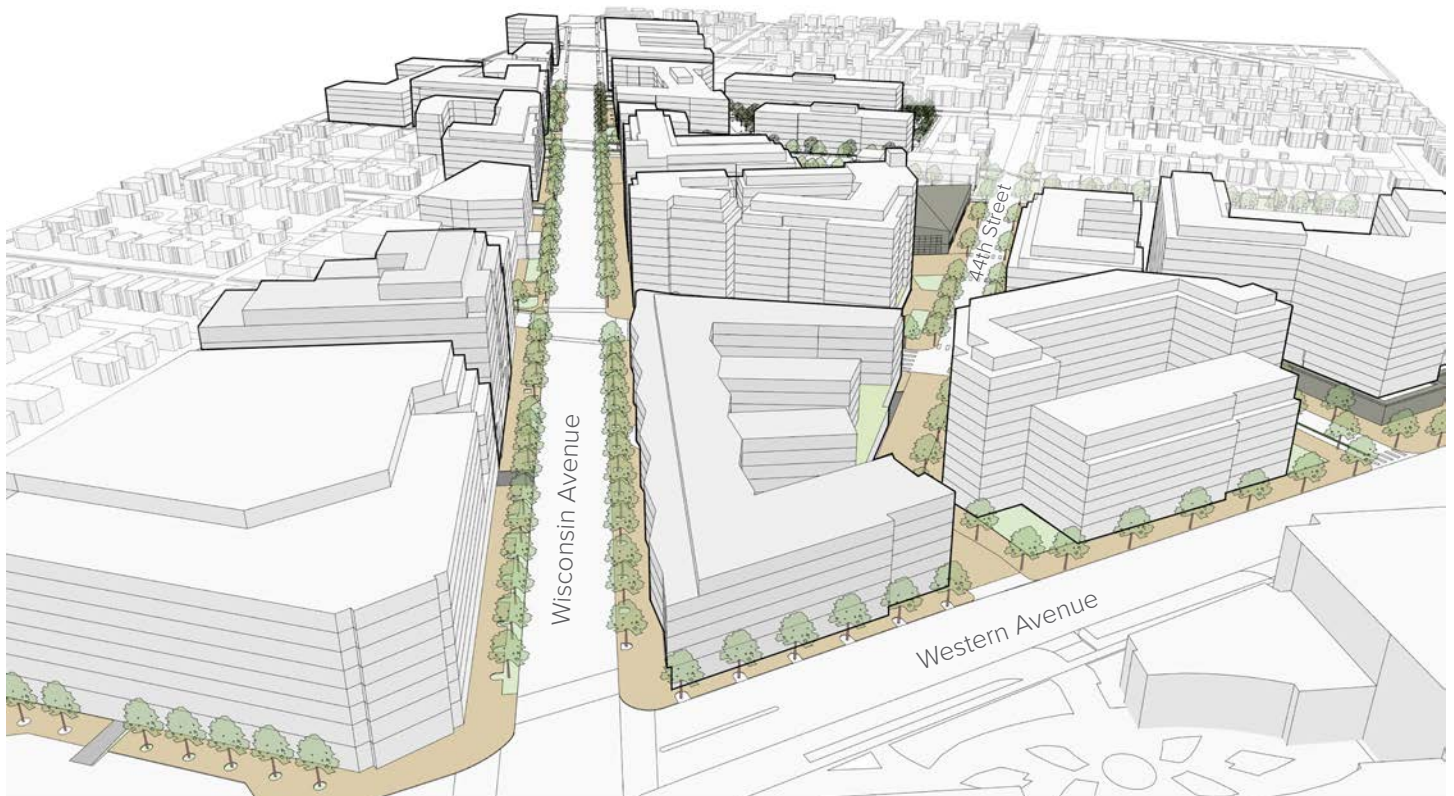
Playable Art sculptures encourage social interaction outside of the Anacostia Library in DC.

Friendship Heights

THROUGH THOUGHTFUL AND COORDINATED REDEVELOPMENT AND URBAN DESIGN, FRIENDSHIP HEIGHTS WILL REALIZE SIGNIFICANT OPPORTUNITIES FOR AFFORDABLE HOUSING, RETAIL DIVERSIFICATION, AND PLACEMAKING.

Key Opportunities

- Welcome a significant amount of new housing for households of varying sizes and compositions to foster racial, ethnic, and economic diversity of the growing neighborhood.
- Enhance walkability by breaking down the scale of large blocks around Jenifer and 44th Streets with through-block pedestrian-priority connections activated with diverse ground floor uses.
- Redefine neighborhood identity by creating vibrant and welcoming public open spaces framed by retail, restaurants, and other businesses.
- Thoughtfully redevelop a new Western Bus Garage on the former Lord & Taylor site and adaptively reuse the existing garage structure on 44th Street as a neighborhood amenity if feasible in a redevelopment.



A development concept for blocks around the Friendship Heights Metro looking south down the Wisconsin Avenue corridor from Maryland.



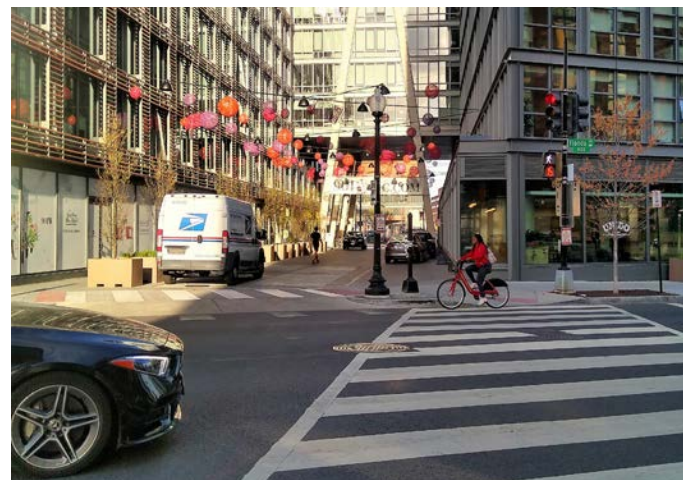
A MODERN NEIGHBORHOOD CENTER

Friendship Heights is the area of greatest opportunity along the corridor for new housing and affordable housing, as well as for revitalized retail, and for new cultural spaces and permanent arts and entertainment venues. To compete with nearby Bethesda's larger retail presence, Friendship Heights will need to identify and pursue opportunities for creating a convenience-oriented tenant mix that appeals to surrounding residents and employees.

Transformative development in Friendship Heights will occur over several years on a project-by-project basis which can create challenges for current and prospective retailers. Coordinated redevelopment planning and retail activation strategies can support a sustained and vibrant neighborhood center through this transition.

Establish 44th Street and Jenifer Street as secondary retail streets supporting Wisconsin Avenue.

- Develop 44th Street as a secondary retail street with retail on both sides, from the alley north of Harrison Street up to Western Avenue. For the public segment of 44th Street from the alley to Jenifer Street, include wide sidewalks for outdoor dining and street activation. For the private segment of 44th Street from Jenifer to Western Avenue, brick-and-mortar retail may not be feasible. The private ownership allows for public space design flexibility and program (e.g. a shared street) to facilitate mobile vending food trucks and farmers' markets.
- Develop Jenifer Street as a secondary retail street with retail on both sides where feasible. include wide sidewalks for outdoor dining and street activation with bicycle parking amenities to complement protected bike lanes.



The intersection of Jenifer and 44th Streets could function like Florida Avenue (with bike lanes) and W Street, which transitions to a private shared street.

Activate vacant and transitioning spaces in Friendship Heights.

- Promote the adaptive reuse of existing WMATA Garage on 44th Street as an anchor retail opportunity such as a food hall, experiential grocer (potentially a relocated/expanded Rodman's), or entertainment venue such as a bar or arcade.
- Incorporate a mid-block pedestrian connection on the 5200 block (west side) of Wisconsin Avenue to allow flexibility for storefronts, live/work spaces, or residential frontages that activate the space, as well as retail. Encourage a maximum frontage width of 25 feet.



Adaptive reuse of the Evergreen Brickworks in Toronto, Ontario.

Ground-floor retail should be thoughtfully designed and located.

- Require retail entrances face Wisconsin Avenue between Western Avenue and Jenifer Street. South of Jenifer Street to Fessenden Street, allow flexibility for storefronts, live/work residential, and office, among other active ground floor uses.
- All ground floor uses should have a minimum of 50% transparency.
- Allow double-height retail signage for retailers fronting Wisconsin Avenue between Jenifer Street and Western Avenue.



Urban formats of traditionally larger stores like Ikea are providing retail diversification in places like Paris (pictured), Toronto, and soon the DC metropolitan area. Source: blogto.com

PUBLIC REALM OPPORTUNITIES IN FRIENDSHIP HEIGHTS

Friendship Heights should transition into a modern neighborhood center composed of walkable blocks, dynamic open spaces, and a pedestrian-friendly streetscape along Wisconsin Avenue and adjoining streets to encourage business patronage and support a thriving public life.

Open spaces integrated with development can provide opportunities for public recreation, social gathering, and connection to nature, identified as a priority for Friendship Heights in Ready2Play, the District's 2023 Parks and Recreation Master Plan.

Improve safety and comfort of walking across Wisconsin Avenue to support retail on both sides of the street.

- Design intersections to be visually unobstructed with longer crossing intervals and high-visibility crosswalks.

Break down Friendship Heights' larger blocks with east-west pedestrian connections.

- Create an east-west pedestrian plaza across the 5200-Block of Wisconsin Avenue (west side) that connects the Metro Station elevator entrance on Wisconsin Avenue with 44th Street. Design this open space as a "retail room" with seating, and landscape features.
- Make the private portion of 44th Street between Western Avenue and Jenifer Street a shared street that can accommodate vehicles, while prioritizing pedestrians, bicycles, and socializing.



The Brookland Arts Walk in DC provides a pedestrian connection framed by artists' studios that can be programmed for pop-up markets and community gatherings in all seasons.



A mid-block pedestrian through-way creates a 'retail room' in Bethesda, Maryland. Source: Visit Montgomery



The private shared street in Eckington Yards in DC includes multiple residential and commercial entrances, a loading area, and a small plaza framed by retail.

Design public realm enhancements into the redeveloped Western Bus Garage.

- Explore using the large flat roof area of the redeveloped Western Bus Garage as publicly accessible open green space. If public, provide inviting connections to the roof for people of all abilities.
- Incorporate play features into the garage's landscaped setback on 45th Street.

Design and program open spaces to support social gathering.

- Consider sun orientation and prevailing winds to improve pedestrian comfort and encourage use and activation of public open spaces.
- Program open spaces with year-round and seasonal activities such as farmer's markets, playful features, food festivals, and other cultural and performing arts events.
- Design the public realm of 44th Street and Jenifer Street to support their multimodal emphasis, which will include a bike lane, bus circulation, and wide sidewalks for walking and outdoor dining.



AlexRenew includes a county-run recreational field on the roof of a large wastewater treatment center in Alexandria, VA. Source: Landdesign.com



Adult work out equipment, trees, and landscaping wrap a transformer station at Julius Deutsch Park in Toronto.



The Friendship Heights Alliance has organized regular events along Wisconsin Avenue since forming in 2022. Source: Albert Ting for Friendship Heights Alliance.

A WESTERN BUS GARAGE FOR THE 21ST CENTURY

WMATA plans to build a new zero-emission electric bus garage on the former Lord & Taylor site. The transit facilities will occupy a large portion of the site area. Some preservation of the existing department store façade is possible if the HPRB approves the landmark nomination. The garage is likely to be one-story at 44th Street and two stories at 45th Street, to account for the sloping terrain.

WMATA is exploring the potential for mixed-use development above the new bus garage, subject to structural engineering considerations and a willing development partner. Neighboring properties on 44th and Jenifer Streets could partner with WMATA to expand the development potential of the block.

A mix of uses and mixed-income housing above the garage is recommended. Community-serving uses to support the residential growth in Friendship Heights include passive or active recreational areas with seating, lighting, and gardens/vegetation that are publicly accessible. Development above the future bus garage should step down toward moderate- and low- density residential zones along Harrison and 45th Streets.

If there is no development above the future bus garage, its roof could be designed as a green area with community-serving uses and incorporate solar photovoltaic panels to generate energy for the facility. Elements could include terraced stairs with seating, vegetation, water, lighting, and public art.

While the façades of the garage along 44th and Jenifer Streets should be lined with active uses, the façade along the south (facing the alley) and 45th Street should be designed to reduce its visual impact on neighboring residences. Vegetation such as hanging or climbing vines, trees, shrubs, and flowers should be employed.



Various site plan scenarios for the future Western Bus garage block with residential development, a full-sized recreational field, and solar panels on the garage roof. These scenarios could involve a joint development partnership with neighboring properties on 44th and Jenifer Streets.



A living green wall could be employed on the southern and 45th street façades of the garage, like this one in Warwick, UK. Source: Archello.com

Open Spaces

These spaces could include pathways, seating areas, small play structures, vegetation, and community gardens.



Wall Edge Treatment

Reduce the visual impact of the bus garage façade by creating a vegetated buffer using climbing greenery, trees, shrubs, and flowers.



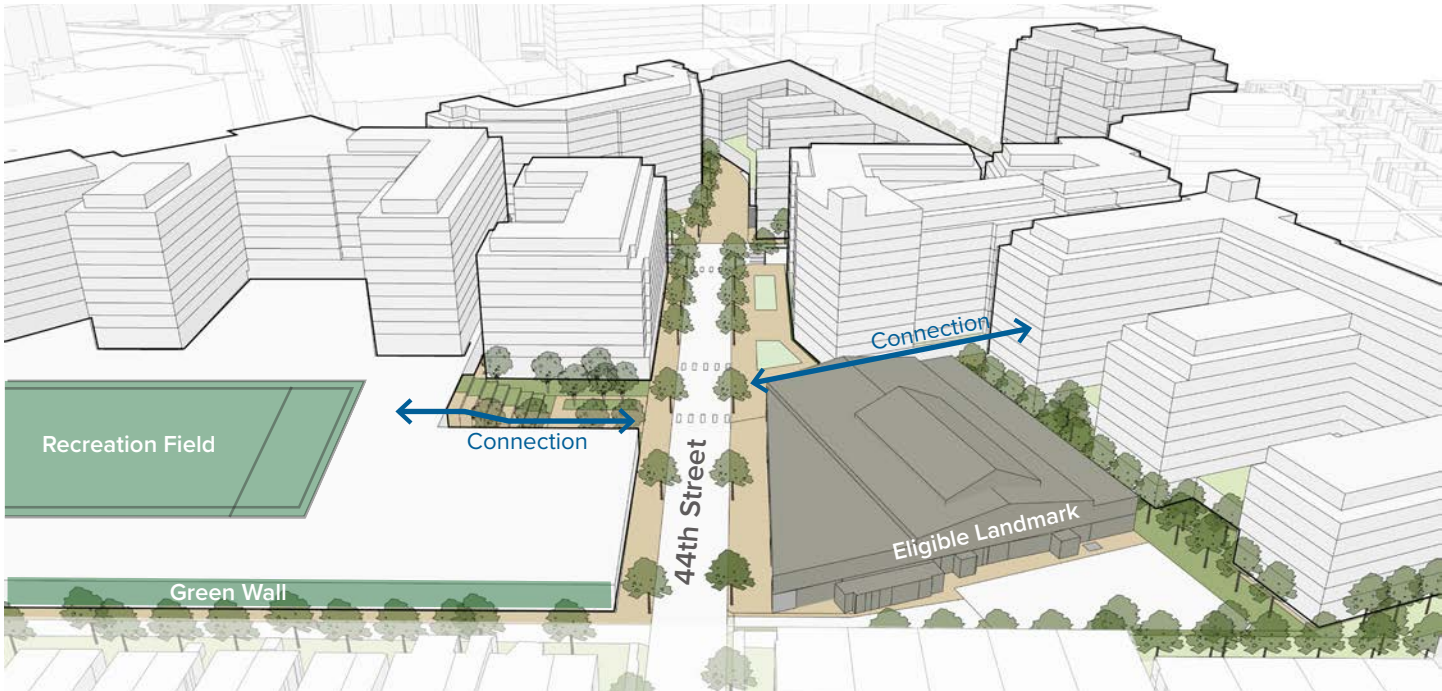
Connectivity Across the Site

If a connection to the top of the garage is feasible, it should be a welcoming and activated space, accessible with an elevator or ramp.



Massing Transitions

Massing of development above the future bus garage should step down toward existing residential along Harrison and 45th Streets.



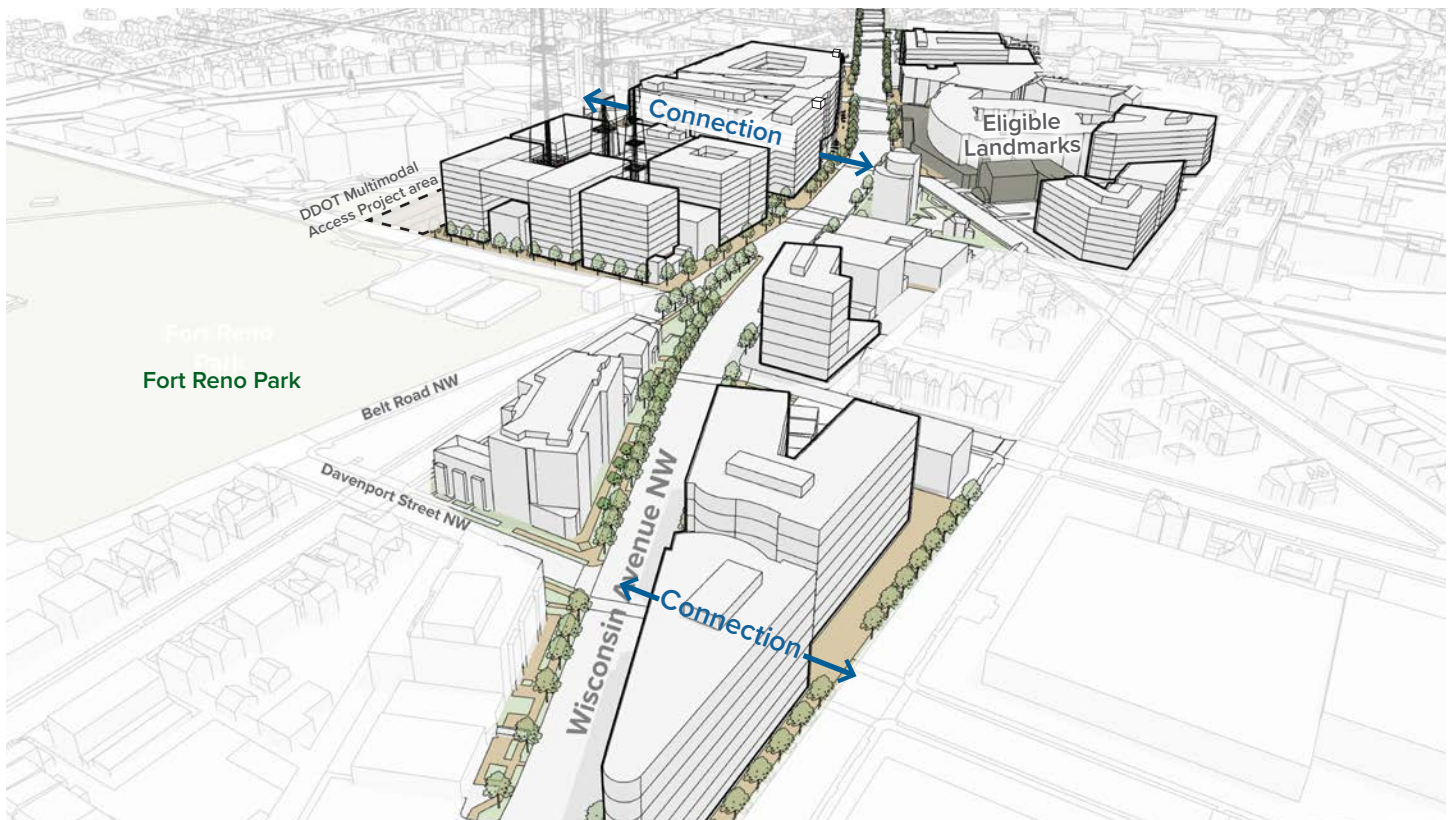
A development concept for blocks around the current and future Western Bus Garage in Friendship Heights looking north up 44th Street.

Tenleytown

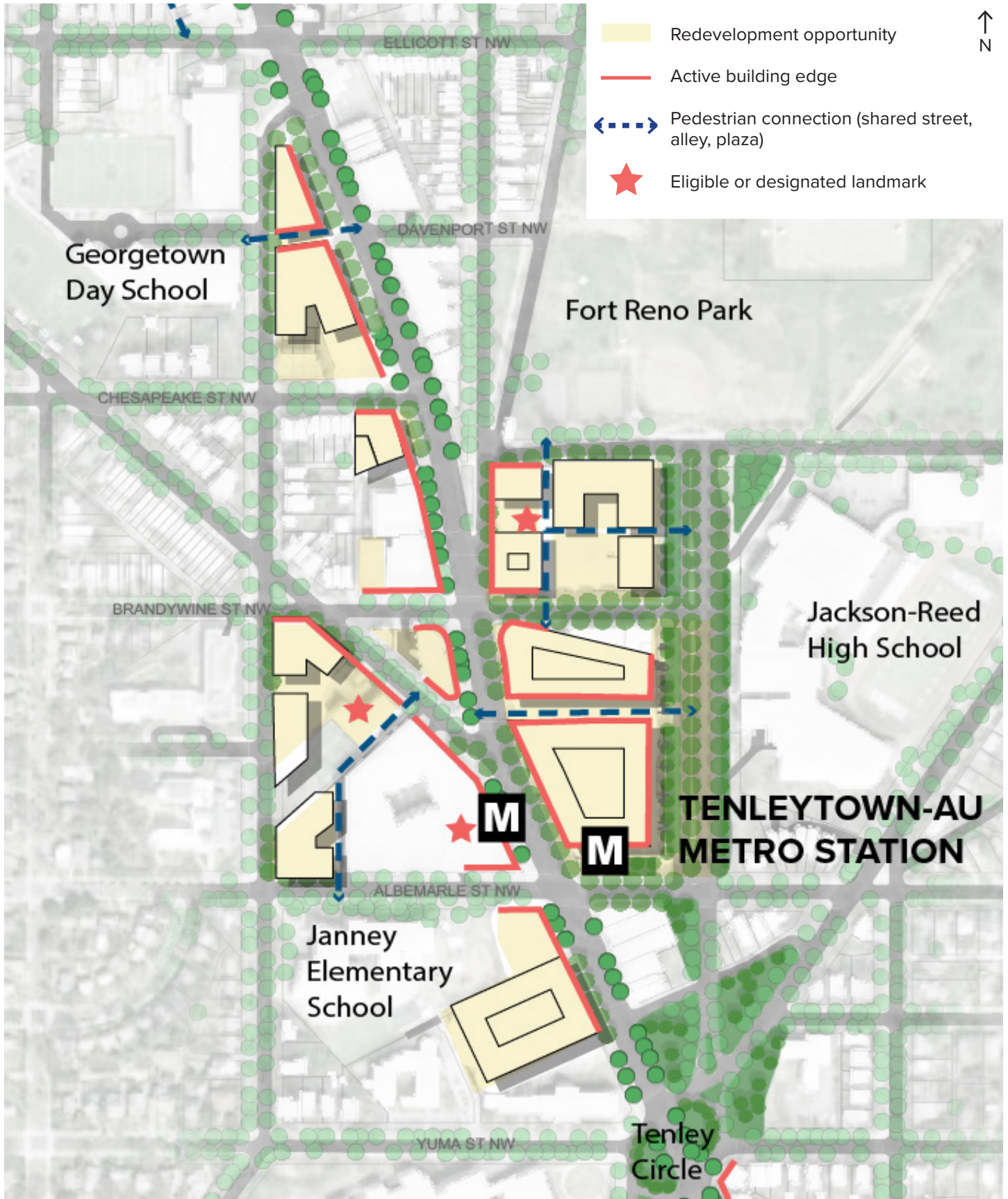
BY INCREASING HOUSING AND BUILDING ON EXISTING CIVIC ASSETS, TENLEYTOWN WILL SUPPORT ADDITIONAL CITYWIDE AND NEIGHBORHOOD-SERVING USES FRAMING ACTIVATED PUBLIC SPACES.

Key Opportunities

- Welcome a significant amount of new housing for households of varying sizes and compositions to foster racial, ethnic, and economic diversity of the growing neighborhood.
- Enhance walkability by breaking down the scale of large blocks between Wisconsin Avenue and 40th Street/Fort Drive with through-block pedestrian-priority connections activated with diverse ground floor uses.
- Position new buildings to enhance visibility of historic landmarks while masking the bases of telecommunications towers.
- Create a cohesive public realm experience for people of all ages and abilities from Tenley Circle north to Fort Reno Park leveraging improvements to the bus turnaround on 40th Street/Fort Drive and adjacent redevelopment potential on the blocks between Albemarle and Chesapeake Streets.



Tenleytown Subdistrict



WISCONSIN AVENUE'S CIVIC COMMONS

Tenleytown accommodates over 30,000 people moving through the area daily for work, school, shopping, recreation, and socializing. With additional residential density expected, Tenleytown can foster an identity around its cluster of civic and educational facilities to drive placemaking and attract commercial activity.

To address the range of preferences of the diverse customer base of students, families, and other groups, prioritize small and micro-sized retailers in Tenleytown. These spaces can be occupied by a mix of food and beverage tenants, alongside emerging direct-to-consumer brands (e.g. Casper, Bonobos) not presently located in Georgetown or Bethesda.

Activate public spaces in Tenleytown's urban blocks in advance of future redevelopment.

- Introduce a weekly farmers' market in Tenleytown to provide smaller format retail opportunities in the near term.
- Improve the well-used alleys on the east side of the 4500 block of Wisconsin Avenue with pedestrian amenities such as lighting, seating, and colorful paint on the ground and walls.
- Explore pedestrian improvements at key intersections of Wisconsin Avenue through the application of DDOT's Arts in the Right-of-Way (AROW) program.
- Activate underused green spaces and parks with cultural and educational activities.



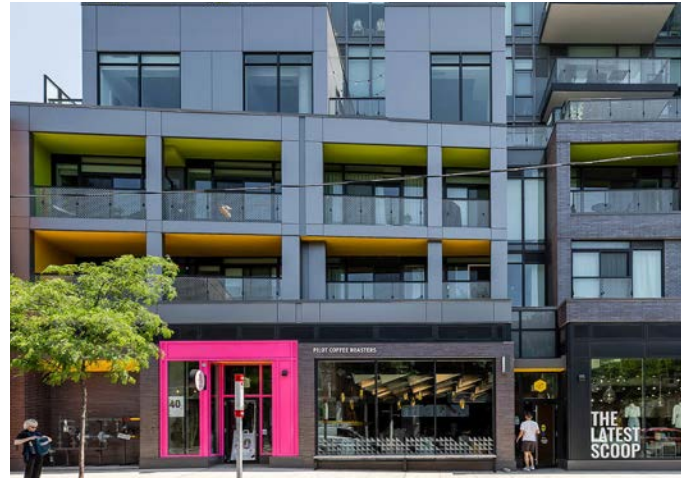
An AROW program installation at a crosswalk on 17th Street.



The farmers market in Columbia Heights occurs every Saturday morning in the Civic Plaza.

The retail experience on the east side of the 4500-block of Wisconsin Avenue is key to Tenleytown’s success.

- Provide opportunities for retail kiosks adjacent to Metro station plaza on Albemarle Street.
- Prioritize food and beverage tenants with ample café seating framing a mid-block pedestrian connection through the east side of the 4500 block of Wisconsin Avenue in future redevelopment. Restaurant frontage should not exceed 40 feet and other uses 25 feet.
- If the east side of the 4500 block of Wisconsin Avenue does not substantially redevelop, encourage retail frontage in the public and private alley and along 40th Street to activate all pedestrian-facing façades.



Storefronts with ample windows and clearly demarcated entrances provide legible, active streetscapes.

Ground-floor retail in Tenleytown should be thoughtfully designed and located.

- Require retail entrances face Wisconsin Avenue between Albemarle Street and Brandywine Street.
- Allow flexibility for storefronts, live/work residential, and office, among active other ground floor uses between Brandywine Street and Ellicott Street, Grant Road and Albemarle Street, and Rodman Street and Windom Place; all ground floor uses should have 50% minimum transparency.
- Discourage retail on Wisconsin Avenue between Windom Place and Grant Road, around Tenley Circle.



The Wren on Florida Avenue is a prominent apartment building with a grocery store at ground level. Source: hcm2.com.



In DC, private alleys or pedestrian connections can be activated with painted surfaces and overhead lights. Source: Greater Wichita Partnership.

PUBLIC REALM OPPORTUNITIES IN TENLEYTOWN

Tenleytown's role as a thriving commercial node and the corridor's civic commons should be strengthened by new and improved public spaces thoughtfully integrated with redevelopment. Flanking Wisconsin Avenue, urbanized blocks will benefit from a network of open spaces, plazas, and multimodal streets and alleys for circulation and enhanced public life.

Break down Tenleytown's larger blocks with east-west pedestrian connections.

- Establish an east-west connection across the 4500-block of Wisconsin Avenue (east side) through future redevelopment as a shared street that prioritizes pedestrians. This requires consolidation of existing driveways/curb cuts and likely closure of the existing public alley on the block. The ground floor along the mid-block connection should be active and transparent.
- Establish an east-west pedestrian connection through future redevelopment of the triangular property bounded by Wisconsin Avenue and 42nd Street, approximately aligned with Davenport Street.

Coordinate public and private investment at the Tenleytown-AU Metro Station block to enhance the area's role as a civic and commercial center.

- Improve the pedestrian experience at the Tenleytown-AU Metro Station, prioritizing pedestrian circulation while establishing the area as a gateway for visitors. Fixed seating and movable furniture can activate the plaza and provide a more dignified experience for transit users.
- Coordinate improvements to 40th Street/Fort Drive with the abutting NPS parkland and public rights-of-way as a central transit and civic plaza framed by the high school and aquatic center on the east, future high-density redevelopment on the west, Tenley Circle to the south and Fort Reno Park on the north. Consider the area holistically with improvements such as shade trees, ground cover planting, seating, lighting, and recreational features (especially for the large school-aged population) including play amenities, features that invite skateboarding, exercise equipment, and a spray park.



The Brookland Arts Walk in DC connects educational anchors and Metro station with an active pedestrian promenade.



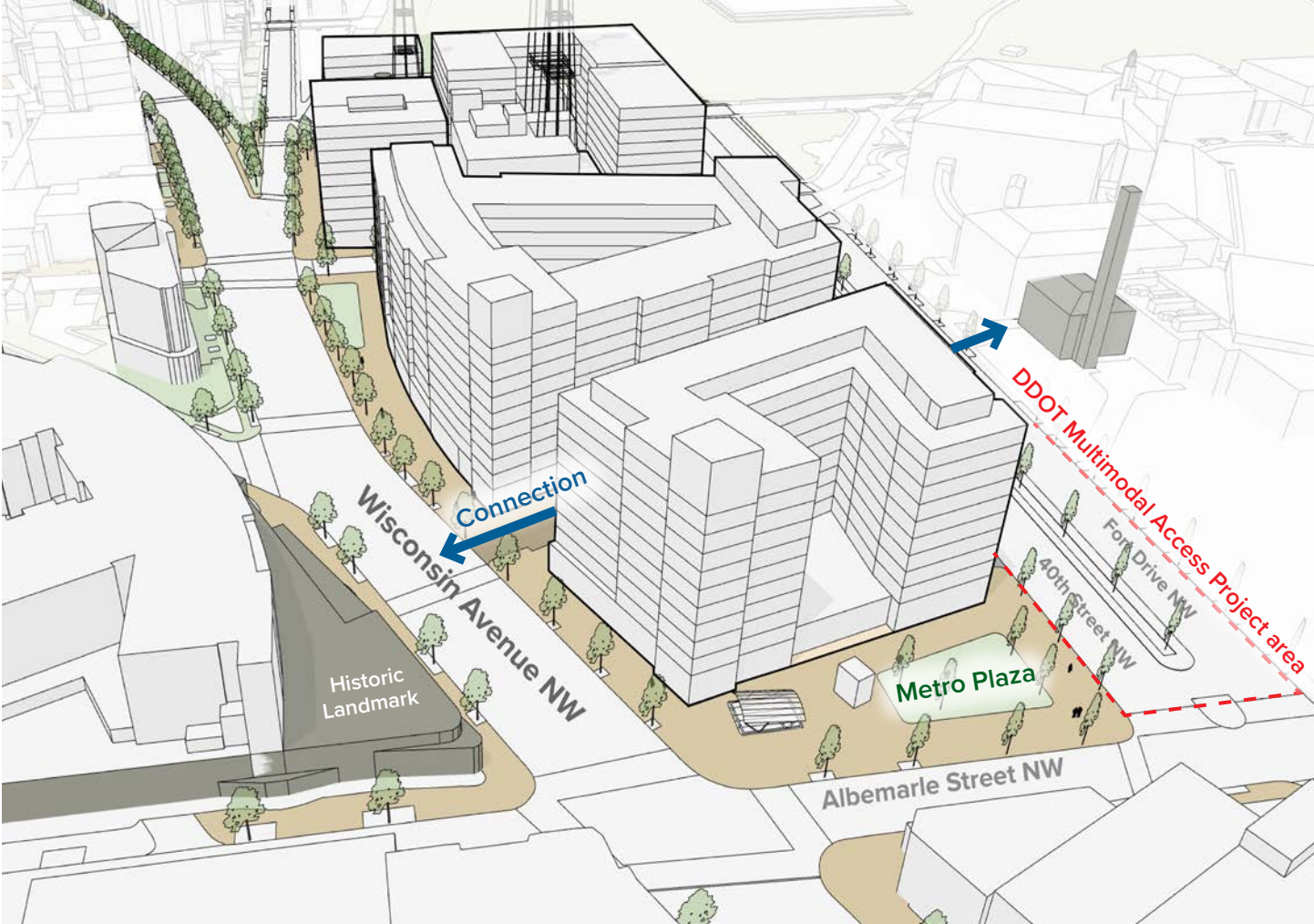
Musicians perform in the small Tenleytown Metro plaza at Albemarle Street which could be expanded and improved with amenities through redevelopment.



Plaza at the Forks is a central public space in downtown Winnipeg, Canada designed as a skateable sculpture plaza with integrated landscaping. Source: newlineskateparks.com



The plaza at CityCenter DC includes a playable water feature. Source: architecturehistory.org



A development concept for blocks around the Tenleytown-AU Metro looking north up Wisconsin Avenue shows an east-west connection through the block, an expanded plaza at the Metro station and the DDOT Multimodal Access Project area on 40th Street / Fort Drive.

Explore improvements to Fessenden Park and the alley network behind the 4900 block on Wisconsin Avenue’s west side.

Fessenden Park is an important neighborhood asset activated with movable seating and recurring neighborhood programming. The park can continue to be improved in the following ways:

- Preserve existing large healthy trees and add understory trees and other plantings to provide seasonal interest.
- Retain and/or define flexible lawn areas that can be used for events and as a location for movable tables and chairs.
- Add walkways to structure circulation through the park and bicycle parking on 42nd Street.
- Add an iconic public art feature as a playable and/or culturally important element.



Fessenden Park public realm concept

Alley Activation Opportunity



Commercial uses on deep narrow lots along the west side of Wisconsin Avenue’s 4900 block offer an opportunity to activate the rear alley network and triangular parking lot with engaging alley-facing uses scaled to the lower density neighborhood.

Temporary or permanent activation strategies could include public art, shade structures over café seating areas, and landscaping. Signage can direct people to explore these alleys and discover hidden gems.



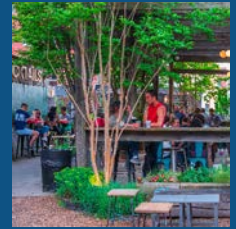
Connecticut Odds Alley



Naylor Court



Washington Alley Project



Williams Alley

The NPS-owned green spaces around Tenley Circle can contribute to an improved public realm both along Wisconsin Avenue and in a connection to improvements along 40th Street/Fort Drive.

Future improvements should be programmed and designed cohesively, in the following ways:

- Enhance the open spaces' landscape by adding sidewalks, shade trees, understory trees, shrubs, and ground cover plantings.
- Retain open lawns to allow for flexible programming opportunities such as outdoor festivals, concerts, farmers markets, and other community-centered events.
- Relate improvements to the current and future pedestrian circulation routes of the intersecting streets, incorporating traffic calming where feasible.



Flexible lawn and garden/planted areas. Source: RHI



Tenley Circle public realm concept

South of Tenley Circle

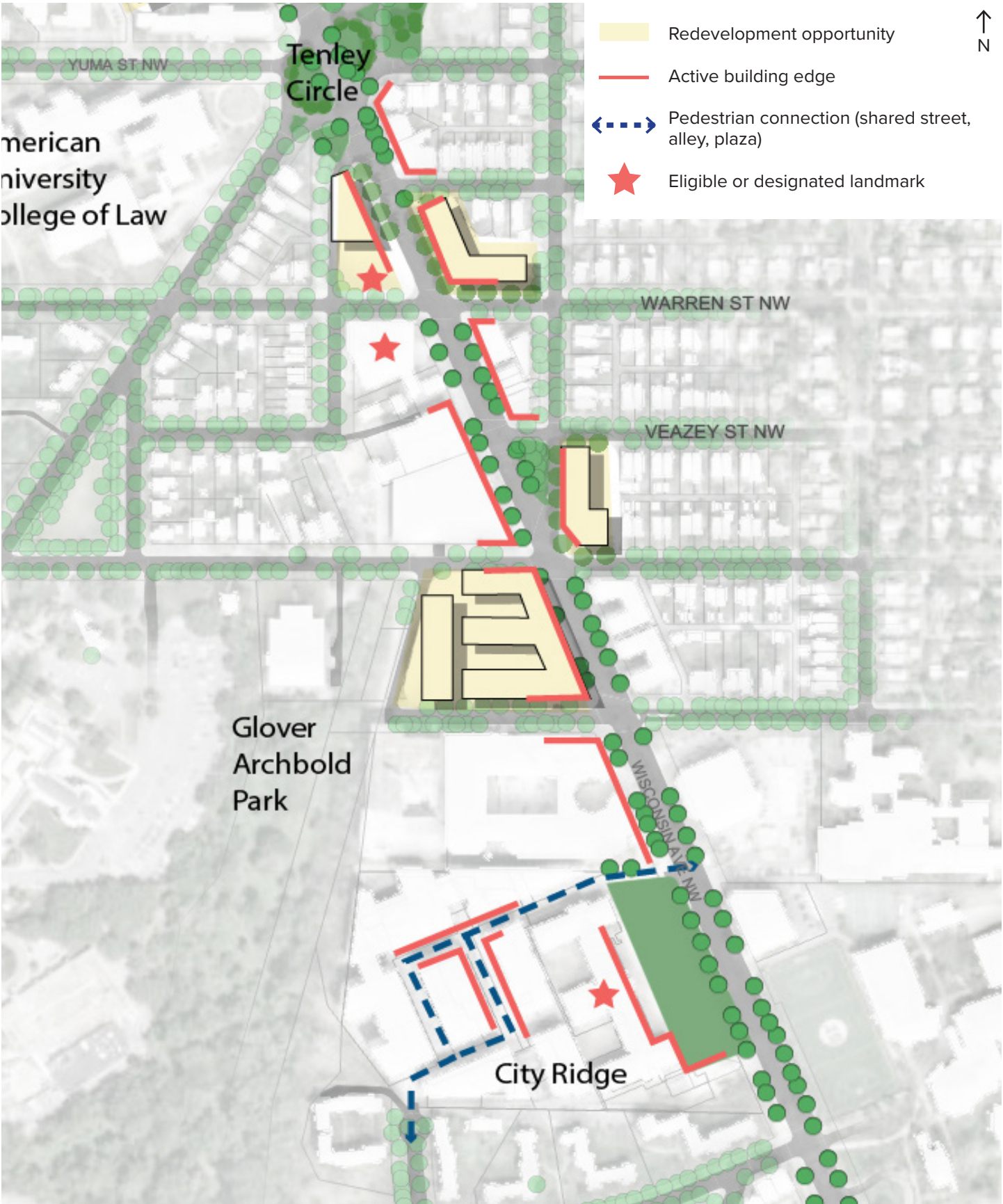
WISCONSIN AVENUE SOUTH OF TENLEY CIRCLE WILL PROVIDE A MORE ENJOYABLE EXPERIENCE FOR WALKING AND SHOPPING FRAMED BY NEW INFILL BUILDINGS WITH STREET-FACING USES.

Key Opportunities

- Welcome a significant amount of new housing for households of varying sizes and compositions to foster racial, ethnic, and economic diversity of the growing neighborhood.
- Enhance walkability by improving crosswalks along Wisconsin Avenue south of Tenley Circle to better connect the City Ridge and Upton Place developments with the Tenleytown-AU Metro Station.
- Transform Veazey Triangle Park into an inviting place for both passive enjoyment and active public gathering for neighbors of all ages.
- Frame the northern entrance to Glover Archbold Park at Van Ness Street and 43rd Street with new development.



A development concept for the blocks around the Veazey Triangle Park looking north up Wisconsin Avenue from Van Ness Street.



PUBLIC REALM OPPORTUNITIES SOUTH OF TENLEY CRICLE

South of Tenley Circle, the Great Lawn at City Ridge provides a programmed open green space for the neighborhood. Existing public spaces such as Veazey Triangle Park can be improved to support additional activity along the corridor. The pedestrian connection between Tenleytown and City Ridge can be improved with new streetscapes associated with redevelopments as well as safety enhancements at intersections.

Improve the pedestrian experience between City Ridge and the Tenleytown-AU Metro Station.

- Improve walkability from Tenley Circle south to Upton Street with crosswalk safety improvements and enhanced sidewalks that reduce the number of curb cuts.
- Activate private surface parking lots with outdoor seating and programmed events.
- Activate public alleys with thoughtful redevelopment that prioritizes the pedestrian experience.



As part of the Georgetown Day School expansion, the segment of 42nd Street was closed to create a small pocket park with safer intersection at Wisconsin Avenue and Ellicott Street.



Underutilized surface lots can be used to activate the corridor with small temporary and mobile vendors, like at 4800 Wisconsin Avenue. Source: popville.com.

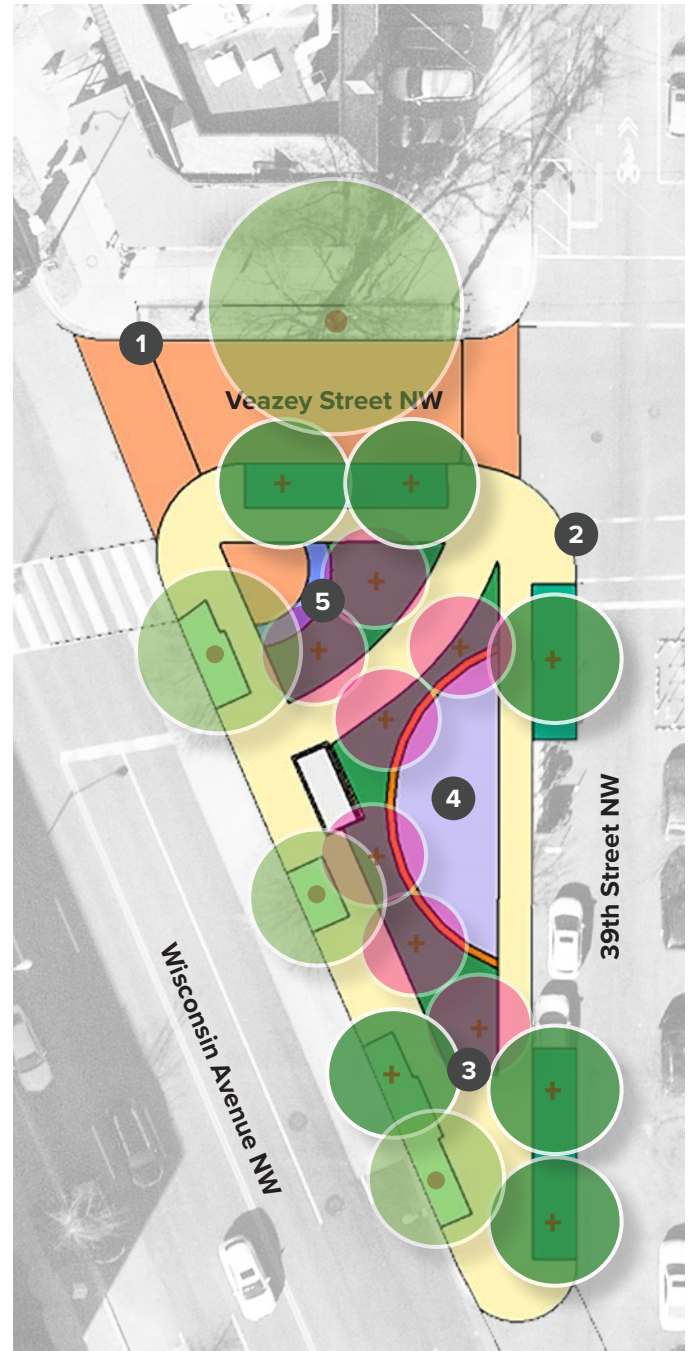


Entrances activate the alley between W and V streets on the rear of Collection 14 in DC with access to retail, leasable office space, and event space. Source: perkinseastman.com.

Transform Veazey Triangle Park into an inviting place for both passive enjoyment and active public gathering for neighbors of all ages.

Potential improvements include (numbers correspond to diagram at right):

1. Special paving on Veazey Street between Wisconsin Avenue and 39th Street designed to accommodate vehicular traffic and also serve as temporary programmable space for community events, enlarging the plaza.
2. Curb extensions where feasible along Veazey Street and 39th Street to enlarge the space, provide a place for green infrastructure, and increase the tree canopy.
3. Amenities such as walkways, shade and ornamental trees, shrubs, and flowers.
4. Movable chairs and tables and a play area for children and families.
5. A site for hosting a ceremonial space of national importance, as identified in the District’s strategy for locating commemorative works.



Veazey Triangle Park concept



The Petworth Meditation Garden, a triangle park at 13th Street and Kansas Avenue, supports both programmed activities and organic social gatherings.

Zoning Strategy

Zoning will be an important tool to implement the height, density, and use mix guidance of the Comp Plan, as well as the more detailed land use and design guidance of this Development Framework. Four zoning categories are recommended for properties within the Wisconsin Avenue corridor study area, consistent with Comp Plan land use designations and policies:

- Friendship Heights Metro Zone
- Friendship Heights Transition Zone
- Tenleytown Metro Zone
- Mixed Use Corridor Zone

When built to these new zoning standards, a significant amount of housing, including dedicated affordable housing, will be added along the entire corridor. Rezoning is not recommended for properties governed by active PUDs.

Within these four new zoning categories, the percent set-aside for IZ will be based on the IZ+ calculations outlined in 11 DCMR 1003.3 and 1003.4, which require between 8.5% and 20% affordable housing per eligible development, based on construction type and density of proposed development. The Floor Area Ratio (FAR) for each zoning category accounts for IZ+. The heights for each zoning category are not inclusive of rooftop penthouses, and are subject to conformance with the federal Height of Buildings Act of 1910.

To achieve the urban design vision of this Development Framework, OP will work with property owners and developers whenever possible. Available zoning tools include the PUD process and the existing Design Review process. Design Review, as currently described in the zoning regulations, could be applied to the high-density mixed-use areas such as the Friendship Heights Metro Zone and Tenleytown Metro Zone. The purpose of Design Review is to promote high-quality, contextual design, by allowing for review against specified criteria as identified in this Framework. The process entails a public hearing with review and approval by the Zoning Commission.

Friendship Heights Metro Zone

This high-density mixed-use zone enables coordinated redevelopment of larger blocks at the Friendship Heights Metro station while accommodating the redeveloped Western Bus Garage. Development integrates public open spaces and retail for thoughtful placemaking.

FAR (IZ+): 9.0

Height: 130 feet

Friendship Heights Transition Zone

This moderate-density zone enables residential redevelopment on blocks between Garrison and Harrison Streets as well as on the west side of the future Western Bus Garage providing a transition to lower-scale neighborhoods.

FAR (IZ+): 2.16

Height: 50 feet

Tenleytown Metro Zone

This high-density mixed-use zone enables coordinated redevelopment of larger blocks at the Tenleytown/AU Metro station. Development integrates public open spaces and retail for thoughtful placemaking.

FAR (IZ+): 7.8

Height: 110 feet

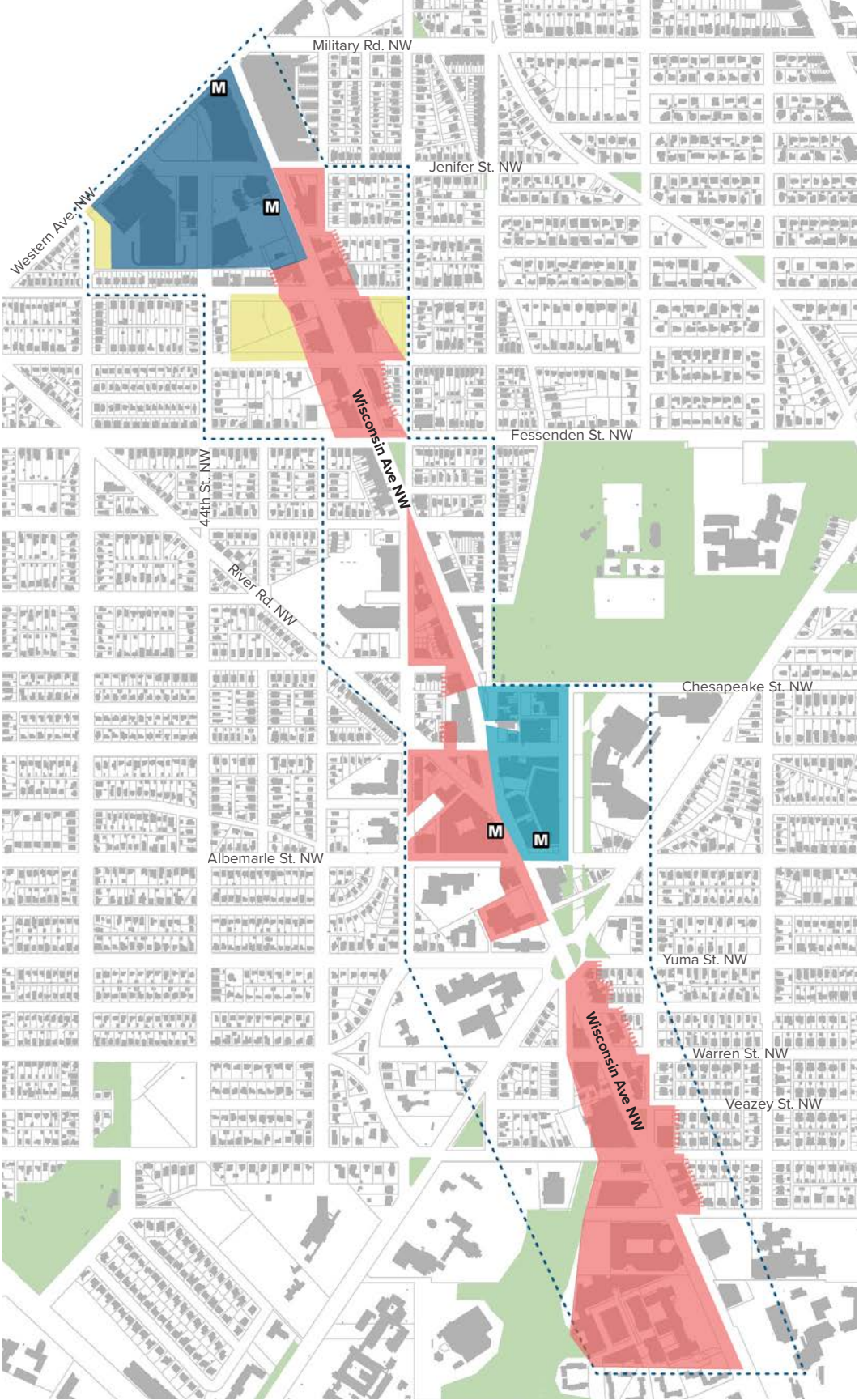
Mixed Use Corridor Zone

This medium-density mixed-use zone enables mostly infill redevelopment along the Wisconsin Avenue corridor, with small open spaces such as plazas or pocket parks, and neighborhood-serving retail/cafes.

FAR (IZ+): 5.4

Height: 75 feet

Map of Zoning Recommendations



- Friendship Heights Metro Zone (High-Density)
- Friendship Heights Transition Zone (Moderate-Density)
- Tenleytown Metro Zone (High-Density)
- Mixed-Use Corridor Zone (Medium-Density)
- Study Area
- Parks (District and Federal)
- Building Footprints

FRIENDSHIP HEIGHTS CUSTOM ZONES (HIGH-DENSITY MIXED-USE)

Purpose

Build high-density mixed use blocks around the Friendship Heights Metro Station that include a future redeveloped Western Bus Garage and provide for an inclusive public realm that prioritizes pedestrian movements and supports transit use.

Building Height: 130 feet plus penthouse

FAR: 9.0 Residential (IZ+)
6.0 Non-residential

Lot Occupancy: 80% (except for future bus garage)

Building Massing

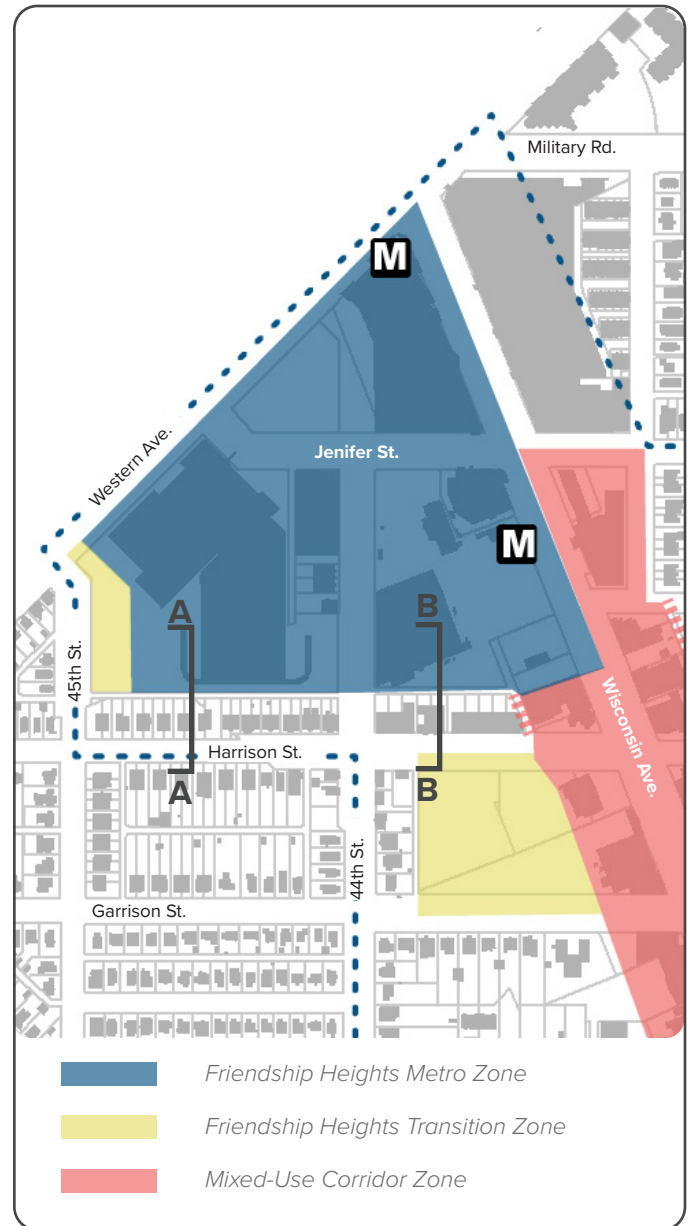
Provide a 1:1 stepback (45-degree angular plane) of building massing above 110 feet. A tower projection compliant with the projection regulations can accentuate corners.

Provide a 1:1 stepback (45-degree angular plane) of building massing from the property line above 65 feet when abutting moderate- or low-density residential zones or an alley abutting moderate- or low-density residential zones.

On the former Lord & Taylor site (Square 1580):

- Provide a 15-foot minimum setback from the property line along the south alley (parallel to Harrison Street). The setback should be improved with landscaping and vegetation.
- Provide a 50-foot minimum stepback from the property line along the south alley (parallel to Harrison Street) and from 45th Street for any building massing rising above 50 feet.

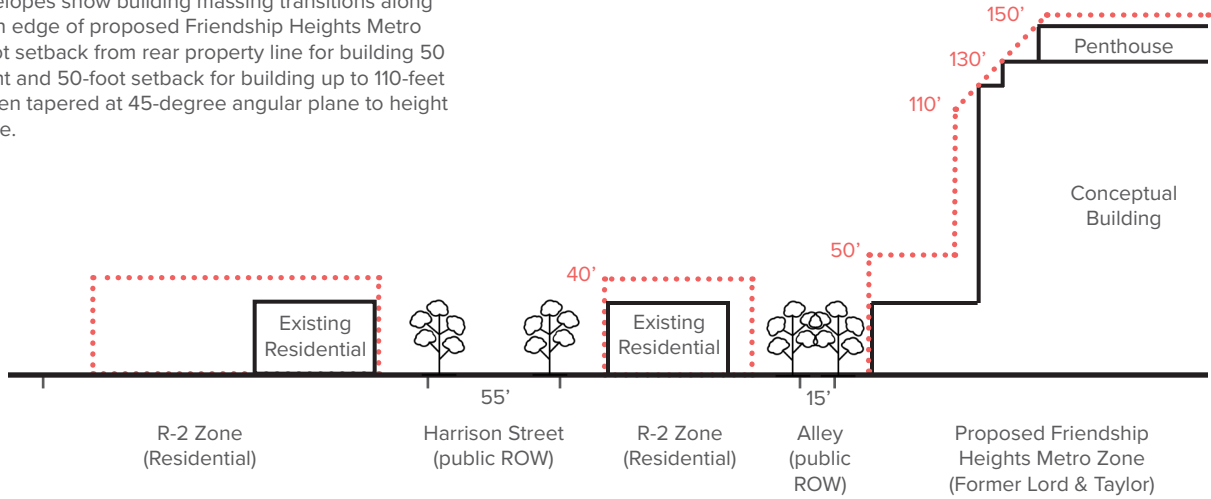
On the current WMATA Western Bus Garage property (Square 1657, lot 0024), establish an east-west pedestrian plaza connecting the Friendship Heights Metrorail elevator entrance on Wisconsin Avenue to 44th Street, near the current north-facing façade of the existing garage structure.



On the “Homeplate” property (Square 1660, lots 0809-0811), establish the private section of 44th Street, subject to current public and private access easements, as a shared street connecting Jenifer Street and Western Avenue.

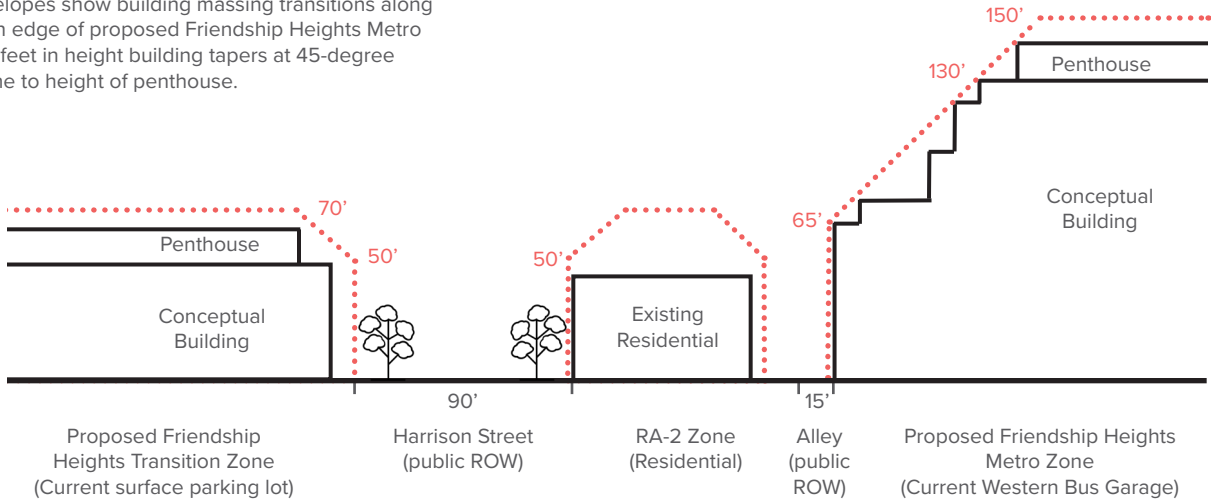
Section A-A

Zoning envelopes show building massing transitions along the southern edge of proposed Friendship Heights Metro Zone: 15-foot setback from rear property line for building 50 feet in height and 50-foot setback for building up to 110-feet in height, then tapered at 45-degree angular plane to height of penthouse.





Section B-B

Zoning envelopes show building massing transitions along the southern edge of proposed Friendship Heights Metro Zone: at 65 feet in height building tapers at 45-degree angular plane to height of penthouse.



Sections Key

 Zoning Envelope (existing and proposed)

 Building (existing and conceptual)

Sections are 500 feet in length (1 inch = 80 feet). All measurements approximate. Minor elevation change (<3% grade) not shown.

FRIENDSHIP HEIGHTS TRANSITION ZONE (MODERATE-DENSITY)

Purpose

1. Build moderate-density multifamily residential along on the blocks between Garrison and Harrison Streets to establish more urbanized blocks transitioning from medium-density development on the Wisconsin Avenue corridor to lower-scale neighborhoods to the east and west (split zoned with Mixed-Use Corridor Zone).
2. Provide a transition in scale on the west side of the future Western Bus Garage (split zoned with Friendship Heights Metro Zone).

Building Height: 50 feet plus penthouse

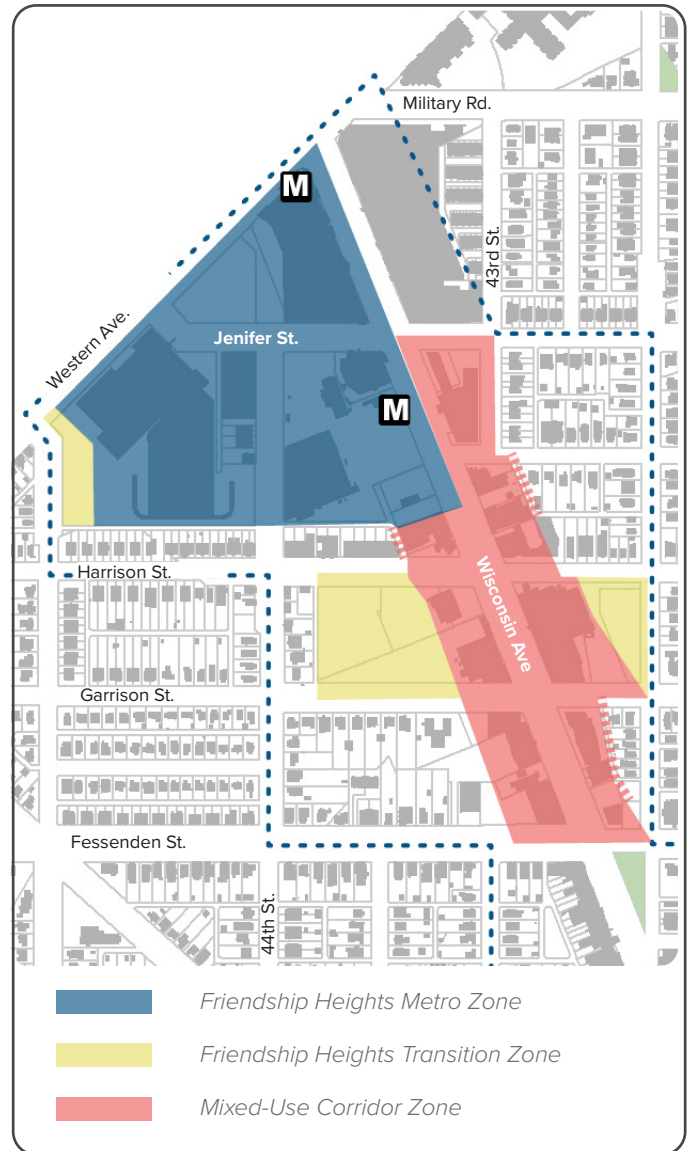
FAR: 2.16 Residential (IZ+)

Lot Occupancy: 70% (except for future bus garage)

Building Massing

Provide a 12-foot minimum setback from the rear property line (rear yard).

On the former Lord & Taylor site (Square 1580), provide a 15-foot minimum setback from the property line on 45th Street. The setback should be enhanced with landscaping and vegetation.



TENLEYTOWN METRO ZONES (HIGH-DENSITY MIXED-USE)

Purpose

Build high-density mixed-use blocks around the Tenleytown-AU Metro Station with an inclusive public realm that prioritizes pedestrian movements and supports transit use.

Building Height: 110 feet plus penthouse

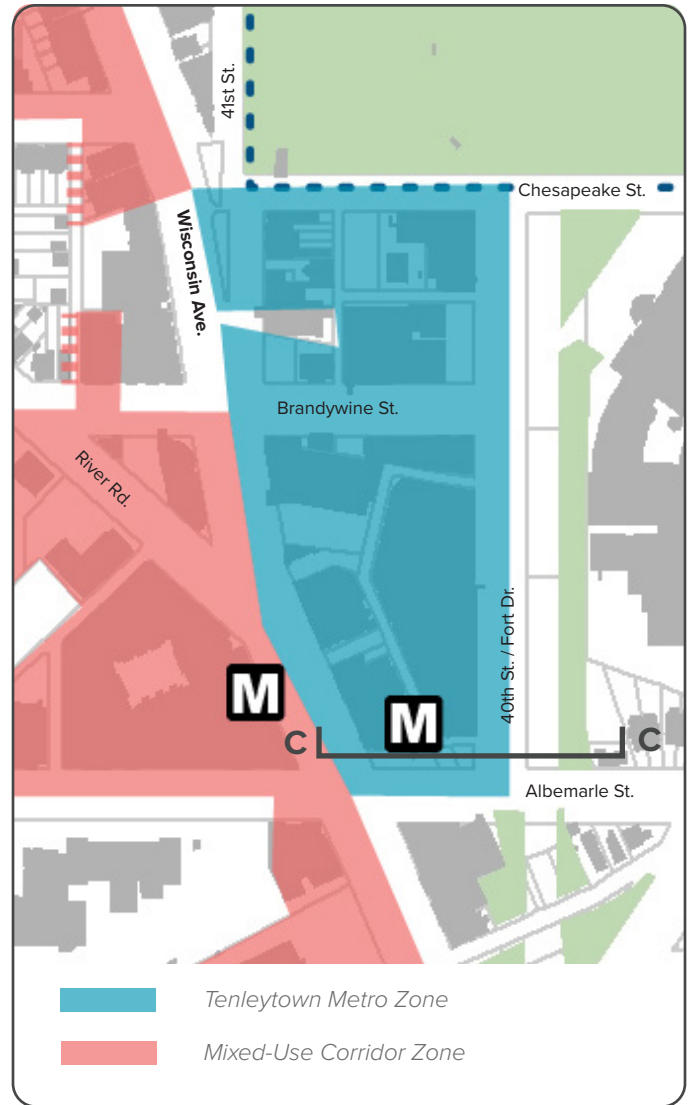
FAR: 7.8 Residential (IZ+)
4.0 Non-residential

Lot Occupancy: 80%

Building Massing

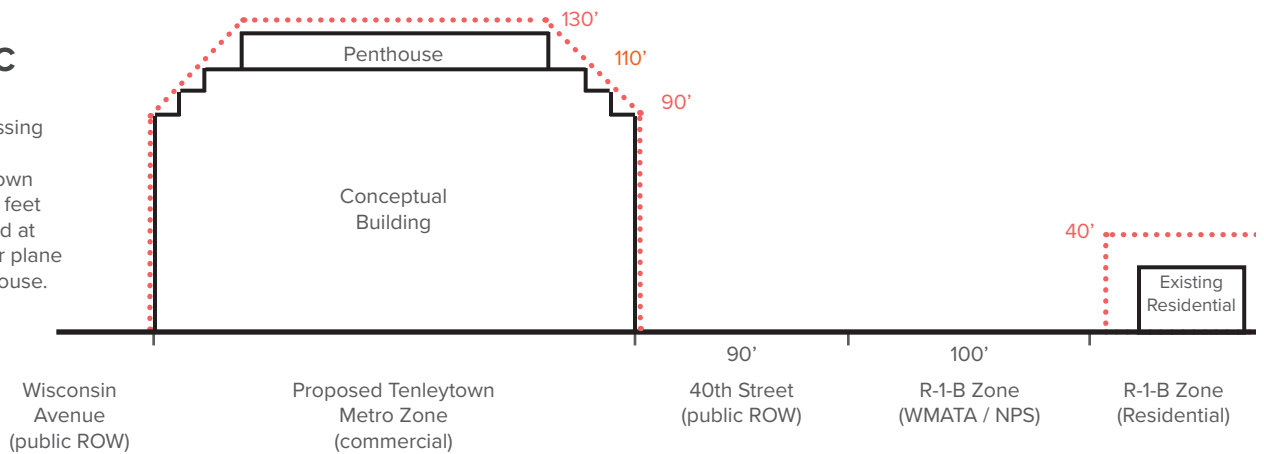
Design buildings with a 1:1 stepback (45-degree angular plane) above 90 feet. A tower projection compliant with the projection regulations can accentuate corners.

On the block bounded by Wisconsin Avenue, Brandywine Street, 40th Street/Fort Drive (Square 1770), and Albemarle Street, establish an east-west pedestrian plaza, private shared street, or reconfigured public alley connecting Wisconsin Avenue and 40th Street/Fort Drive. If redevelopment on this block requires closure of the existing public alley, this development framework should inform District agencies' and Council's evaluation.



Section C-C

Zoning envelopes show building massing transitions of the proposed Tenleytown Metro Zone: at 90 feet in height, a tapered at 45-degree angular plane to height of penthouse.



Section Key

Zoning Envelope (existing and proposed)

Building (existing and conceptual)

Section is 500 feet in length (1 inch = 80 feet). All measurements approximate. Minor elevation change (<3% grade) not shown.

MIXED-USE CORRIDOR ZONE (MEDIUM-DENSITY)

Purpose

Build medium-density multifamily residential above active uses such as retail, restaurants, and residential lobbies along Wisconsin Avenue and on the block bounded by River Road and 42nd Street (Square 1730).

Building Height: 75 feet plus penthouse

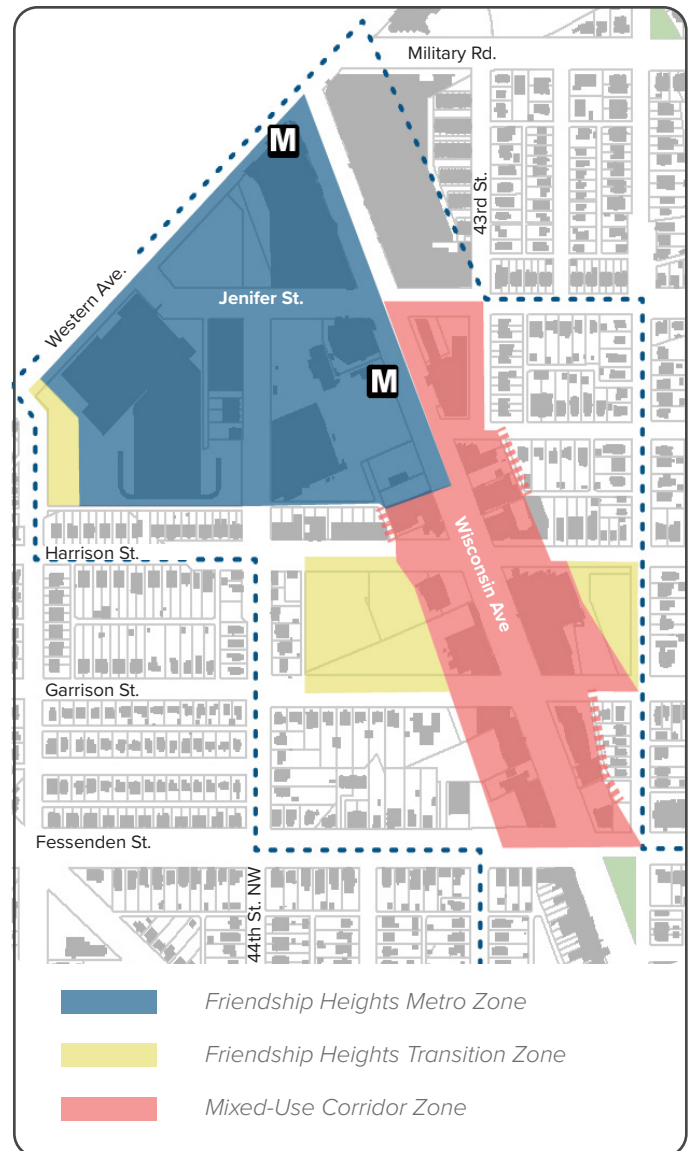
FAR: 5.4 Residential (IZ+)
1.0 Non-residential

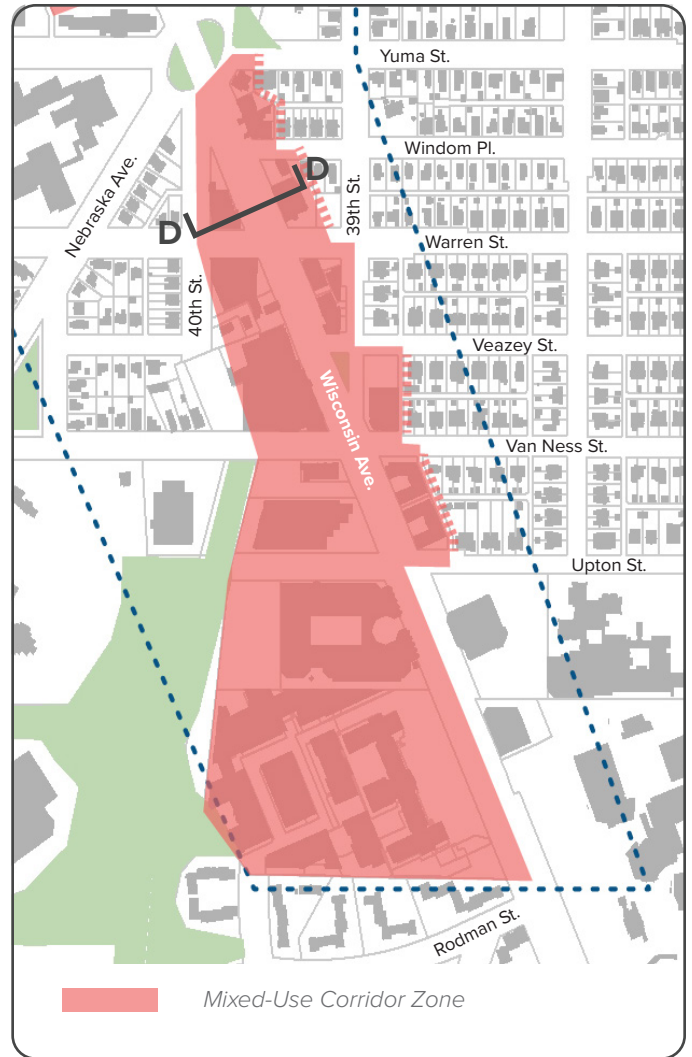
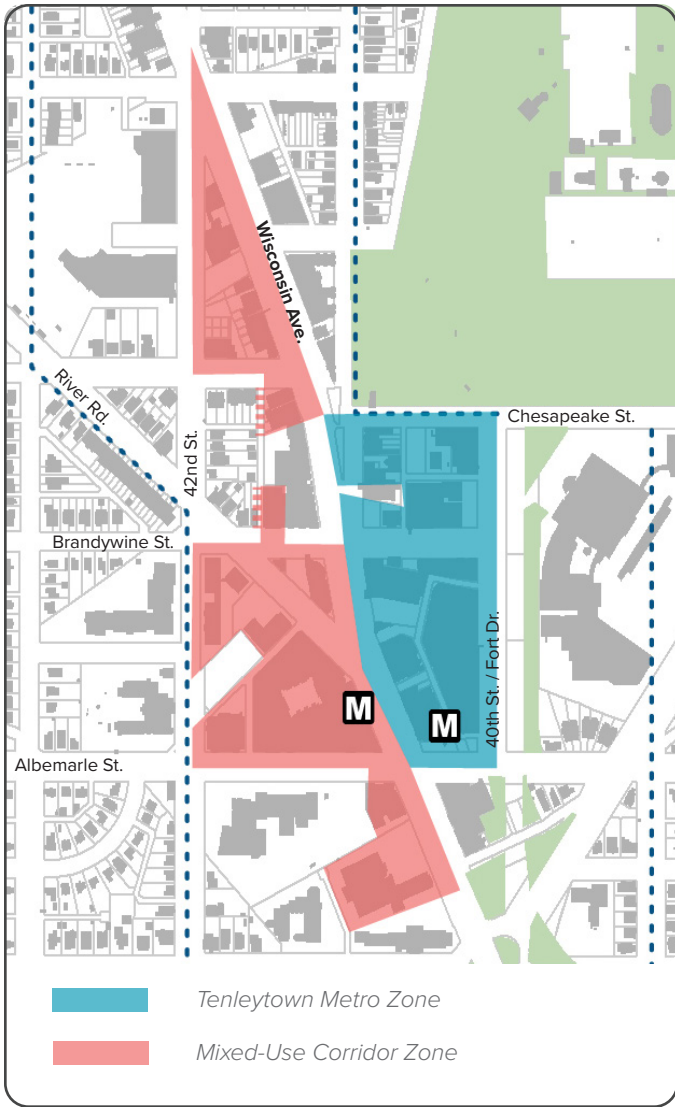
Lot Occupancy: 80%

Building Massing

Provide a 12-foot minimum setback from the rear property line (rear yard).

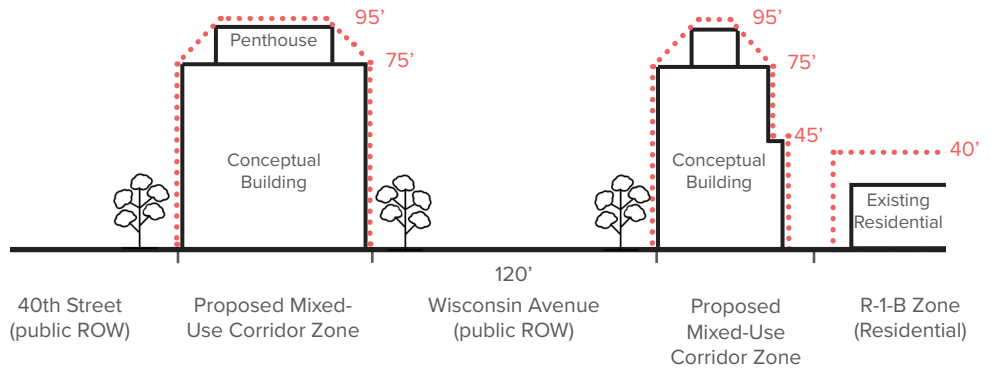
Provide a 6-foot minimum stepback from the property line above 45 feet when abutting low-density residential zones or 55 feet abutting an alley abutting low-density residential zones.





Section D-D

Zoning envelopes show building massing transitions along the eastern edge of proposed Mixed-use Corridor Zone abutting a low density property (with no alley): a 12-foot rear yard setback at ground level, then a 6-foot stepback at 45 feet in building height.



Section Key

Zoning Envelope (existing and proposed)

Building (existing and conceptual)

Section is 400 feet in length (1 inch = 80 feet). All measurements approximate. Minor elevation change (<3% grade) not shown.

Wisconsin Avenue Streetscape

Wisconsin Avenue will become a street that invites walking because it is attractive, interesting, safe, and comfortable. The corridor will have consistent sidewalks, tree boxes, streetlights, and street trees that unify the avenue for its entire length. Commercial and residential streetscape along the corridor will provide public amenities to complement the active ground floors of buildings and support comfortable, walking, shopping, and socializing.

Wisconsin Avenue is one of the District’s major thoroughfares and as a “long-established road,” its irregular alignment follows natural topography to connect communities that pre-dates the L’Enfant plan for the city. The relationship between public space and adjacent buildings can contribute to the character of Wisconsin Avenue by:

- Enhancing memorable views along the corridor that frame important neighborhood and national institutions and parks, or along streets that terminate or connect to key public spaces, and
- Creating a distinctive gateway at the Western Avenue point of entry to the District that provides a sense arrival through improvements in the form of landscaping, public art, commemoration, and roadway design.

Streetscape Identity

While the public space along the corridor is envisioned to accommodate a range of activities, there should be elements that unify the avenue. This is achieved through standardized placement and treatments for tree boxes, street trees, sidewalk materials, and furniture. These elements are consistently arranged in the public space between curb and property line into three areas:

The Amenity Area at the curb is for tree boxes, street trees, streetlights, trash and recycling receptacles, benches, bicycle racks, and other standard amenities.

The Circulation Area for uninterrupted and continuous pedestrian travel that is well-defined and clear of obstructions.

The Tenant Zone or **Landscaped Area** lies between the Circulation Area and property line designed in response to the ground floor use of the adjacent building. There is flexibility for how this area is designed, in accordance with public space and projection regulations allowances.

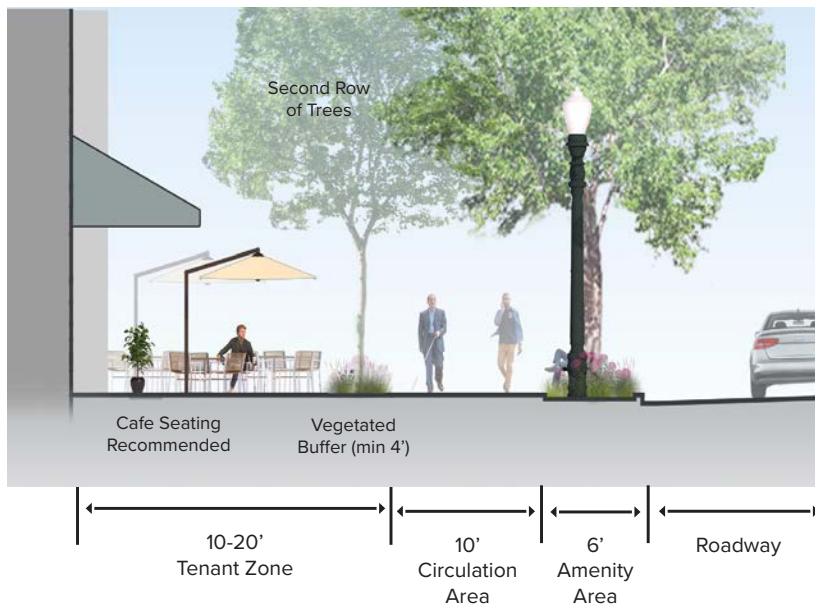


The Amenity Area on Connecticut Avenue in DC includes seating, lighting, street trees, and landscaped planting beds.



1101 K Street in DC includes a second row of trees, special lighting, and greenery in the Tenant Zone of the streetscape. Source: mkskstudios.com

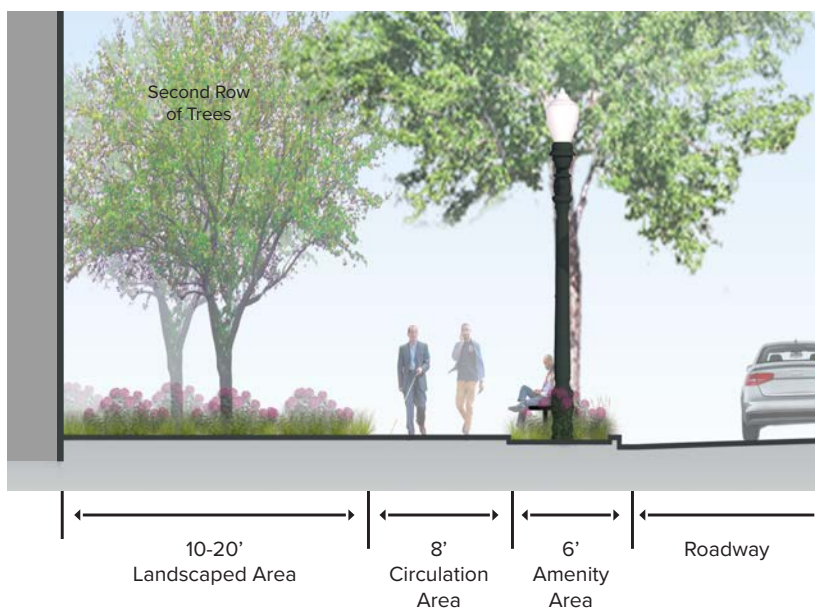
Commercial Streetscapes



Wisconsin Avenue’s commercial streetscapes should have wider sidewalks to accommodate greater volumes of pedestrian travel in the Circulation Area and flexibility for uses that support active public life in the Tenant Zone, such as sidewalk cafés, sidewalk sales, public art, and neighborhood gatherings. Where the building frontage is not fully activated and where conditions allow, include at the back of the sidewalk a vegetated buffer with a minimum width of four feet for a second row of trees.

The Tenant Zone should be paved with grey, poured-in-place concrete with three-foot by three-foot scoring*. Public amenities should be incorporated that support walking and socializing for people of all ages and abilities, such as benches, bike racks, and lighting. Unique amenities such as public art, fountains, and special lighting are encouraged to create destinations with distinct identities.

Residential Streetscapes



Wisconsin Avenue’s residential streetscapes should incorporate a greater amount of green space to support a comfortable walking environment and an increased residential population.

The Landscaped Area should be predominantly dedicated to landscaping, with exceptions for building entrances*. The width of the Landscaped Area on Wisconsin Avenue is ideal for supporting a second row of trees defining the pedestrian clear path of travel while enhancing the District’s tree canopy. Like the Tenant Zone in the Commercial Streetscapes, the Landscaped Area is to be maintained by the abutting property owner.

* Special paving that is twice the width the primary entrances and one-third the width of the sidewalk between back of curb and property line is allowed and encouraged.

STREETSCAPE ENHANCEMENTS

Continuous Walkway

The corridor's Circulation Area should provide a continuous pedestrian clear path of travel comprised of grey, poured-in-place concrete with three-foot by three-foot scoring. Minimum widths should vary based on abutting density, mix of uses, and proximity to metro stations, as follows:

- 10 feet on blocks between Western Avenue and Fessenden Street;
- Eight feet on blocks between Fessenden Street and Brandywine Street;
- 10 feet on blocks between Brandywine Street and Tenley Circle; and
- Eight feet on blocks between Tenley Circle and Rodman Street.

Curb Cuts

New curb cuts on Wisconsin Avenue are strongly discouraged, except where multiple driveway accesses are consolidated and designed such that they are of the least width possible when crossing the sidewalk.

Street Trees

Preserve existing street trees in good to excellent condition. Space new trees in areas without overhead wires between 30 to 40 feet on center. Where overhead wires remain, space new trees 20 to 25 feet. In areas where many new trees can be planted in a row (e.g. with new development or sidewalk reconfiguration) the spacing should be approximately 30 feet on center. Tree boxes should be between four and six feet wide and as long as possible.

Native varieties with similar form and habit should be used and a diversity of species is ecologically healthier. Coordinate tree species and spacing with DDOT's Urban Forestry Division.

Ground Cover Planting

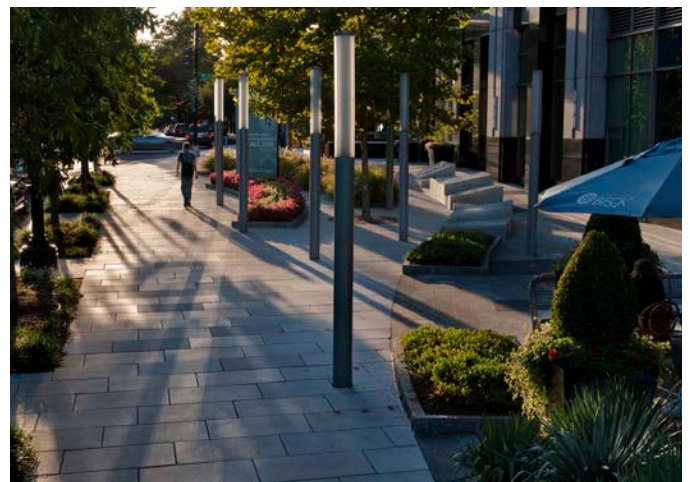
Well-landscaped spaces enhance the urban environment by remediating stormwater, reducing heat island effects, improving air quality, and increasing biodiversity. Planting beds in the streetscape should create a lush, full effect.

Green Infrastructure

Incorporate green infrastructure such as permeable pavement at locations approved by DDOT, additional street trees, and bioretention planters where feasible the reduction of impervious paving, and use of local, native materials.

Lighting

Typical street lighting should follow DC's Streetlight Policy and Design Guidelines. Special lighting can add visual interest, variety, and depth to the streetscape at strategic locations such as plazas, parks, intersections, and within tenant areas and should avoid glare. Special lighting may highlight public art, be integrated into furnishings. All special lighting are subject to DDOT review on a case-by-case basis and cannot be used as an alternative to traditional street lighting.



Special lighting, additional street trees and ground cover at 1101 K Street create a garden-like environment intended to mitigate urban heat on the southern exposure. Source: mkskstudios.com

Street Furnishings

Street furniture along the corridor should accommodate a range of ages and abilities. Café seating and other comfortable seating areas are recommended to enhance opportunities for outdoor dining and socializing. Seating should be located to enable pedestrians to view street and sidewalk activities while being outside of the immediate flow of pedestrian traffic.

Trash and recycling receptacles and bike racks should be included along the corridor to support activity areas near commercial areas, transit stops, plazas, and parks. Furnishings can include neighborhood branding, such as logos and colors.

Public Art and Wayfinding Signage

Public art and wayfinding signage can thematically differentiate commercial nodes while enhancing people’s experience navigating busy urban areas. Locations for public art include intersections, plazas, parks, and Tenant/Amenity Areas. Wayfinding signage should be placed at transit plazas, bus stops, and parks.

Business directories developed and maintained by commercial management associations should be located at key commercial nodes. Parking wayfinding signage will make off-street visitor parking locations more apparent.



Seating in the streetscape should be located to provide comfortable places to sit and socialize. Source: Lee & Associates

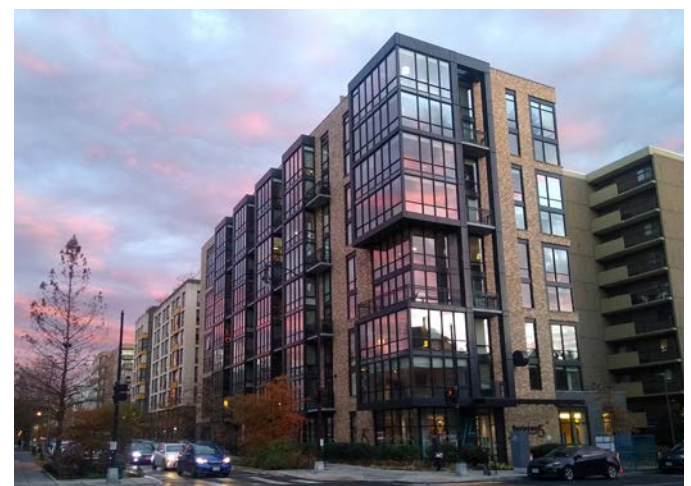
Building Projections

The city’s projection regulations allow for building elements in the streetscape, such as bay and oriel windows, balconies, show windows, roof overhangs and architectural trims. These architectural elements should be used to enhance the public realm to break down the building mass along the streetwall and create a comfortable and human-scale experience along the streetscape. Tower-like projections are recommended at the terminus of visual corridors or next to open spaces.

Utilities

Overhead utilities should be placed underground as part of ongoing redevelopment projects and streetscape improvements to avoid obstructing pedestrian travel and minimize impacts on the visual character of the streetscape.

Grated PEPCO vaults are not allowed in pedestrian walkways and banks of above-grade utility meters are not allowed in public space. When supported by District agencies, PEPCO vaults can be located in alleys or in public space when surrounded with a minimum three feet of landscaping. Utility meters located in areaways are also acceptable.



Building projections on V Street in DC create a more dynamic streetwall and contribute to the city’s public life.

Planning Process

The Wisconsin Avenue Development Framework is a part of the broader Rock Creek West Corridors Planning Initiative to support the need for housing, particularly affordable housing, at high-capacity transit nodes, while supporting an active public realm and commercial sustainability along the corridor. With future land uses established in the Comp Plan, this development framework focused on urban design to explore how increased building heights and densities would be implemented along the corridor.

An Existing Conditions Report completed at the outset of the planning process contains background information on demographics, housing, economic, retail, and social trends, as well as spatial analysis of the built environment of the study area.

The planning approach centered the Comp Plan's priority of racial equity by exploring a key question: How has planning influenced the more racially homogenous landscape in the study area today and how can this trajectory change towards a more equitable future? This framing has helped guide the planning process in the following ways:

- Documentation and acknowledgment of historical discriminatory land use and development practices through an existing conditions analysis;
- Disaggregating demographic and community participation data by race, gender, and other socio-economic factors, where possible, to indicate inequitable outcomes and tailor outreach and design recommendations accordingly;
- Underscoring the equity policies identified in the Comprehensive Plan for transportation, housing, urban design, and historic preservation; and
- A transparent and open engagement process that begins with acknowledging and listening to diverse voices from the neighborhood and seeking to expand opportunities for participation, particularly in underrepresented groups such as residents of color, renters, young families, and small business owners.

Racial Equity in the Comp Plan

The Comp Plan states that racial equity is achieved when “race no longer determines one’s socioeconomic outcomes; when everyone has what they need to thrive, no matter where they live or their socioeconomic status; and when racial divides no longer exist between people of color and their white counterparts.”

Communicating the project process and outcomes required a community engagement strategy that centered a clear and honest presentation of information to consider a future Wisconsin Avenue that achieves multiple complementary policy goals. The project explored the intersecting topics of streetscape and building design, housing and affordable housing development, land use economics, retail strategy and viability, racial equity, and a critical understanding of history.

Goals for community engagement included:

- Design and implement creative and meaningful ways to invite residents to participate in the planning process;
- Engage a diverse audience in the process and amplify underrepresented voices; and
- Obtain robust ideas for creating expanded housing opportunities for current and future residents across broad demographic lines and increase access to the corridor's rich amenities.

To achieve these goals, a range of in-person and online activities were designed that were both open to the broad public or targeted to specific groups. Participation in planning processes often skew to an older, whiter (often home-owning) demographic, which was confirmed by observation of participants at project meetings as well as demographic data from online surveys.

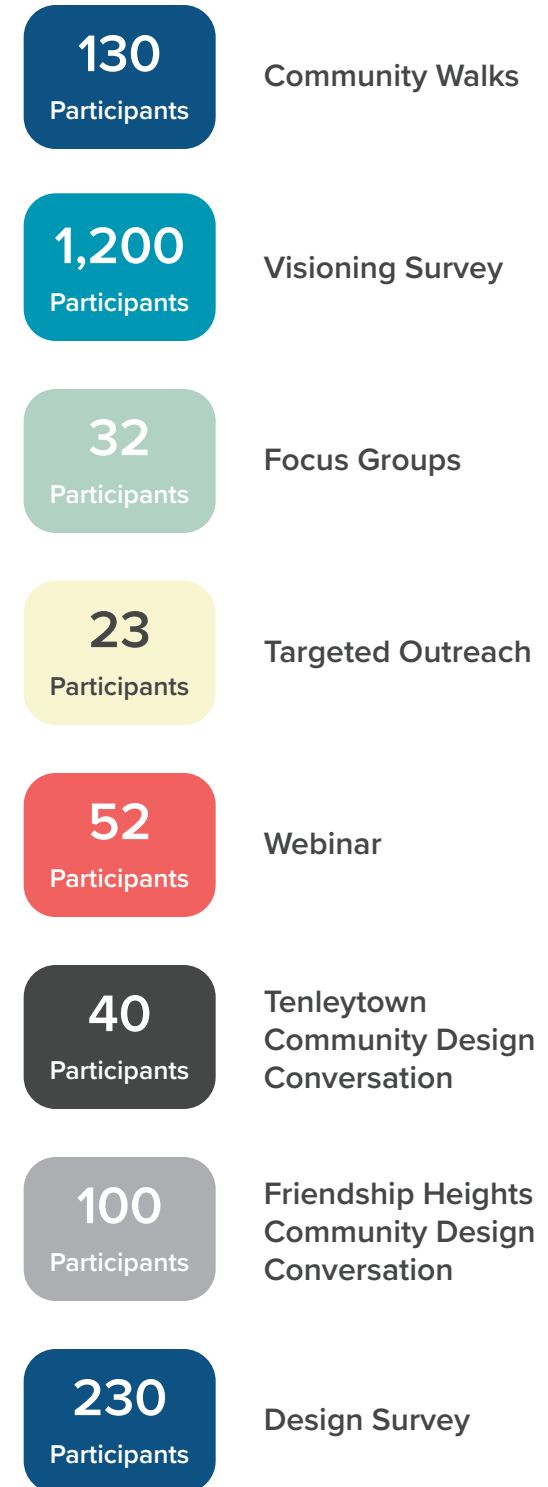
Opportunities to participate online, focus group conversations with targeted groups/perspectives, pop-ups at neighborhood events, and door-to-door discussions with local business owners provided the project team with more representative community inputs. At each of these events there were clear opportunities for public feedback that have informed these development guidelines. A record of all the outputs shared and key feedback received was posted to the project website for the duration of the planning process.

In addition to these activities, the planning process included multiple check-ins with ANC 3E, local advocacy groups such as Ward 3 Housing Justice Working Group, Ward 3 Vision, and the Coalition for Smarter Growth, as well as the two place management groups, the Friendship Heights Alliance and Tenleytown Main Street. These groups were key partners in developing and promoting engagement activities for the guidelines, hosting opportunities for thoughtful community dialogue, and advancing city policy goals along the corridor. The project team also coordinated with DDOT and WMATA, actively managing projects in the study area, as well as the Montgomery County Planning Department, exploring urban design considerations on the Maryland side of Friendship Heights.



Friendship Heights Community Design Conversation was held on December 3, 2022 in Chevy Chase Pavilion.

Engagement by the Numbers



The Wisconsin Avenue Development Framework’s recommendations were informed by the following themes that emerged from the engagement activities in the planning process:



HOUSING

Create more multifamily housing, especially affordable housing, that accommodates a range of household types and sizes.



INCLUSIVITY

Identify types and locations of urban public spaces, including small plazas, playgrounds, and gardens, for people of all ages and abilities.



SAFETY

Prioritize a safe and enjoyable walking experience that minimizes conflicts with automobiles, transit, bicycles, and scooters while enhancing access between Metro station entrances and bus stops.



COORDINATION

Coordinate development activities with future transit investments including the Tenleytown Multimodal Access Project and the WMATA Western Bus Garage redevelopment.



PLACEKEEPING

Highlight, enhance, and adaptively reuse neighborhood historic assets and public spaces.



SUSTAINABILITY

Use site and building design strategies, systems, and materials that reduce energy and water use, and benefit the environment.



COMMERCE

Increase support for thriving and resilient local businesses that serve the neighborhood and broader community along an active corridor.



ACTIVITY

Enliven the public realm with uses and design elements that promote a welcoming and active street life, celebrate the neighborhood, and showcase design creativity.

DC PLANNING RESOURCES

Planning and Development

- [Wisconsin Avenue Development Framework Existing Conditions Report](#) (2022)
- [Rock Creek West Roadmap](#) (2021)
- [Tenleytown Public Life Study](#) (2019)
- [Public Realm Design Manual](#) (2019)
- [DC Interactive Zoning Map](#)
- [DC Zoning Handbook](#)
- [Commemorative Works Program](#)

School Planning

- [DC Edscape](#)

Parks and Recreation

- [Ready2Play](#)

Housing

- [36,000 Housing Count](#) (DMPED Economic Intelligence Dashboard)
- [The Housing Production Trust Fund](#)
- [Housing Equity Report](#) (2019)

Historic Preservation

- [HistoryQuest](#) (online map)
- [Ward 3 Heritage Guide](#) (2020)

Transportation

- [moveDC: Multimodal Long-Range Transportation Plan](#) (2021)
- [DDOT Green Infrastructure](#)

GLOSSARY OF TERMS

Affordable Housing: Income- and rent-restricted housing supported or subsidized by local and federal programs for households ranging from extremely low-income, earning less than 30 percent of the Median Family Income (MFI), up to households earning less than 80 percent of the MFI.

Floor Area Ratio (FAR): The ratio of the total gross floor area of a building to the area of its lot measured in accordance with Subtitle 303 of the Zoning Regulations.

Inclusionary Zoning Plus (IZ+): Adopted in 2021, IZ+ seeks to achieve higher affordability set-asides from the District's regular IZ program when properties receive a change in zoning that permits greater density. The affordable set-aside requirements for IZ+ can increase the affordability requirements from the existing requirement of 8% to 12.5% to as much as 20%.

Median Family Income (MFI): The median household income for the Washington Metropolitan Area (including suburban Maryland and Virginia), stratified by household size. The MFI for a household of four in the Washington Metropolitan Area, as published by the U.S. Department of Housing and Urban Development in 2022, was \$142,300.

Placemaking: The intentional use of public space to create experiences that connect people, inspire action, support creativity, and celebrate the unique aspects of neighborhoods.

Planned Unit Development (PUD): PUDs provide developers additional density and zoning flexibility when they seek to build projects that exceed existing matter-of-right zoning regulations. In exchange for this flexibility, developers are required to provide community benefits, such as increased affordable housing.

Pedestrian-Scale / Human-Scale: The proportional relationship between the dimensions of a building or building element, street, outdoor space or streetscape element and the average dimensions of the human body, taking into account the perceptions and traveling speed of a typical pedestrian.

Public Realm: The area under public and private ownership that is publicly accessible and experienced from public space.

Streetwall: Refers to the line of building façades that face a street. They shape the level of visual interest on each block and create a sense of enclosure for travelers.

Urban Design: Addresses a neighborhood's design and visual qualities, ultimately shaping perceptions of the District and contributing to the way people interact and experience the environment around them.

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Additional Partners

Washington Metropolitan Area Transit Authority

Montgomery County Planning Department

Friendship Heights Alliance

Tenleytown Main Street

Ward3Vision

Coalition for Smarter Growth

Ward 3 Housing Justice Working Group

Washington Interfaith Network Ward 3 Affordable Housing Work Group

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CBI

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DRAFT
WISCONSIN AVENUE
DEVELOPMENT FRAMEWORK

