ULI Washington
Regional Land Use Leadership Institute
Mini-Technical Assistance Panel

Hecht Company Warehouse
Redevelopment & Surrounding
Land Use Transformation/Connectivity

District of Columbia, Office of Planning

May 14, 2013
Framework

• Introduction
• Site Background
• Project Goals & Objectives
• Q&A
The Project Team

- Elizabeth Askew, Mission First Housing Development Corp.
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- Jeremy Hurlbutt, City of Rockville
- Stephanie Leedom, U.S. General Services Administration
- David Lieb, Maryland-National Capital Park & Planning Commission
- Duncan Slidell, The Bozzuto Group
Site Background – Physical Character & Land Use

- Project area bound by New York Ave, West Virginia Ave & Mt. Olivet Rd
- Industrial, commercial, residential, and institutional uses
- No unifying neighborhood character
- Auto-oriented streets (not Metro accessible, no designated bike lanes, busiest intersection in DC at NY Ave and Bladensburg)
- Lacking quality public spaces, recreational areas, and pedestrian-friendly streetscapes
- Low rise buildings
- Off street parking
Site Background – Demographics

- Historically – a working class neighborhood
- Primarily African American community
- Today - Low income residential
- Low commercial rents ($25/SF)
- Deaf population at Gallaudet University
**Site Background – Major Features**

- Hecht Company / Douglas Development
- Other warehouse / commercial / distribution
- DPW, MPD, DDOT fleet maintenance facilities
- Ivy City / Trinidad communities
- Mt. Olivet Cemetery
- Love Nightclub
- Metro rail yards
- Union Market
- Future Walmart
- Gallaudet University
- National Arboretum
- Crummel School
Site Background – Planned Development

- Hecht Company warehouse redevelopment
- Walmart development
- Gallaudet University 2022 Campus Plan
- New acquisitions by DPW and Willco
- Public realm studies – Sustainable DC, Parks DC, Trinidad/Ivy City Greening Initiative, and Ward 5 Industrial Land Transformation Study
Project Goals & Objectives

Creating a place: Building a sense of community identity

1. Northeast gateway
2. Improving streetscapes
3. Super green district / Sustainable DC pilot
4. Embracing industrial character
5. Land use strategies
6. Catalyst projects
The Northeast Gateway

NY Ave at Bladensburg Rd - The busiest intersection in DC

- Focus on Montana Circle as city entry
  - Improve neighborhood access, identity
  - Create an iconic landmark in the circle
- Guide redevelopment of surrounding parcels
  - Gas station, liquor store, garden store, hotel
- Create neighborhood identity
  - Utilize train bridge as signage element
The Northeast Gateway

NY Ave Railroad Bridge becomes a gateway element

Bricktown- Oklahoma City, OK
The Northeast Gateway
Streetscapes – New York Ave

New York Ave as “Art” Corridor

- Utilize heroic signage / public art as buffer to balance scale of Hecht Company warehouse with rail yards across NY Ave
- Improve sidewalks, street trees, and lighting
- Embrace industrial feel
- Connect into NoMa
- Partner with local schools
- Create new uses near Crummel School
New York Ave Art Corridor

Before

After
New York Ave Art Corridor – Case Study

Pueblo Levee Mural Project

- A world record holder – 3 mile long continuous mural in Pueblo, CO
- Originally started in the 1970s as graffiti
- Screening concrete levee in an Industrial area with rail uses
- A patchwork of art works that speak about the history and culture
New York Ave Art Corridor – Case Study

5 POINTZ Aerosol Art Center, Inc.

- 5 POINTZ is an outdoor art exhibit space in Long Island City, NY
- Considered to be the world’s premiere “graffiti Mecca,” where aerosol artists from around the globe display their art
- Paint colorful pieces on the walls of a 200,000-square-foot factory
Streetscapes – West Virginia Ave

West Virginia Ave as “neighborhood” corridor

- Multi-modal street with Capital Bikeshare / dedicated bike lanes
- Deaf space design guidelines to connect with Gallaudet
- Program streetscape with street trees/seating/lighting/signage
- Partner with Arboretum for trees/plantings
- Redevelop DPW into decked facility screened with street-front retail
- Connect to Trinidad and Ivy City
- Sponsor alternative street festivals
- Neighborhood serving retail
Add street trees

Underground utilities

Joint development to fund parking structure or sell and consolidate D.C.

Widen sidewalks

Provide landscape buffer

Add bike lanes

Reduce curb cuts

Improve screening of vehicular storage

Add new lighting fixtures

Bring Storefronts to the street

Follow deaf space design principles

West Virginia Ave
West Virginia Ave – Case Study

Cascade Parking Garage, Colorado Springs, CO

- Parking Structure Built with fake storefronts on the ground floor, to form a consistent street wall
- Store front currently parking, but designed structurally to be converted to retail or offices space in later phases
West Virginia Ave – Streetscape

Gallaudet/Deaf Space Design Guidelines

- Sensory reach – allow for person to see 360 degrees
- Space/proximity - wide sidewalks, flexible seating, conversation circles
- Mobility and proximity - Rounded, transparent building corners
- Light and color - reduce glare, backlighting, and skin tones color in design
- Acoustics – limit reverberation and other sources of background noise
Sustainable DC Pilot Area

Focus on Implementing Sustainable DC Goals

- Temporary arts, community, and business uses
- Revolving loan fund for DC start-ups
- Incentivize cultural or business incubators (Crummel School)
- Network for hiking and biking, improve links to open space
- Green roofs, green alleys, urban Agriculture, green jobs
- Super green district
Super Green District

The Next Eco-District Neighborhood in DC

- Implement district energy model with other green infrastructure
- Extend Ivy City & Trinidad Greening Initiative
- Create a green-TIF district as incentive
- Partner with Gallaudet on cogeneration plant
- Partner with Arboretum to implement green roofs and urban farming/community gardens
- LEED ND
District Energy System – How It Works

- Partner with Gallaudet to produce thermal energy at a central plant to be distributed to the whole community

Eliminates capital costs, interest payments, property taxes, insurance costs, and maintenance contracts for new in-building boilers and chillers

Demonstrated reliability to support mission critical requirements

Lower ongoing O&M and labor costs

Increase revenue generating space (removal of mechanical rooms for boilers and chillers)

Transfer of energy risks to district energy provider

Improved safety by removing on-site fuel and chemical storage

Reduced initial capital cost investment
District Energy System - Benefits

Sustainable DC 2030 Goals:

- Higher building value
- Increase usable space for other uses in buildings
- Eliminate conventional boilers, chillers, and air conditioners
- Reduce or eliminate rooftop equipment requirements
District Energy System - Implementation

Gallaudet University:

- Evaluating options to improve/replace old and inefficient central plant
- High energy demands justify on-site energy generation
- Share cost and house district energy facility

Government plays critical role:

- Attract financing
- Facilitate system development in infrastructure improvements
- Work with owners to build a shared understanding of district energy
District Energy System - precedents

Baltimore, MD

Context

District energy serves approximately 270 customers in the central business district of Baltimore, as well as in Inner Harbor East, with three district energy networks.

Services

Heating
Cooling
Thermal Ice Storage System
Cogeneration / CHP

District heating and cooling network with CHP - energy network serves more than 30 million sf of customer space in the Baltimore CBD and Inner Harbor

Major Customer Sectors Served

- Universities, federal, state, and city government facilities
- Public housing complexes and prestigious office buildings
- Healthcare facilities
- Hotels in downtown locations and Inner Harbor East
- 11 miles of chilled water pipe distribution network
- Use of CHP to produce “green steam” avoids 40,000 tons of CO2 annually
- Impact equivalent to 7,000 cars off the road or 75 football fields’ worth of solar PV panels
District Energy System - Precedents

Atlanta, GA

District cooling network that serves 3 million square feet of customer space at the Atlantic Station mixed-use development.

**Major Customer Sectors Served**
- Prestigious office building, hotel, and mixed-income residential
- Retail shopping mall
- Movie theater complex
- Grocery store

**Production Capacity**
- 7,500 tons of chilled water
- 2 miles of chilled water pipe distribution network

**Context**
Atlantic Station is a model for smart growth and sustainable development – an innovative, 140-acres of mixed-income housing with restaurants, theaters, and retailers.

**Services**
- Cooling
- Chilled Water
Industrial Character and Other Assets

Embrace Industrial Character and Other Unique Qualities

- Proximity to Arboretum, Gallaudet, and Union Market
- Industrial / warehouse buildings provide affordable, flexible space
- Industrial character lends area a genuine feel
- Combination of affordability and genuine feel attract start-up and niche businesses (i.e. gin distillery, brewery)
- Industrial character compatible with existing civic uses
Land Use Strategies

Create Overlay District including the following:

- Green guidelines and incentives
- Bonus incentives of Density, Height, CLDs
- Pedestrian friendly design guidelines and street guidelines
- Allow for flexibility in uses (residential, mixed-use, commercial, retail)
- Prohibit high impact activities (e.g., waste management)
- Overlay green requirements should also apply to industrial uses
Land Use Strategies

Create a Business Improvement District

- Economic development
- Community building
- Safety and maintenance
- Marketing and branding

Explore Opportunities for Land Owned by DPW, MPD, DDOT

- Consolidation / co-location efficiencies
- Creative land opportunities
- Limit high impact activities
- Create buffer requirements
- Embrace new technology or green initiatives
Catalyst Projects

Crummel School:

- Redevelop with private sector investment
- Community serving / job training facility / after school programs
- Develop surrounding parcels with recreation/public space
- Culinary Arts program for Gallaudet

Kickstarter / 1776 Incubator:

- Facilitate start-ups and tech incubators, small businesses
- Grants for new businesses
Catalyst Projects

Hecht Company Warehouse

- Reinforce as historic iconic building
- Encourage flexibility (new garage can support residential or office)
- Starrett-Lehigh Building in New York or Ponce City Market, Atlanta as examples of redevelopment

Willco property – 1345 New York Ave

- Could be mixed use retail / residential
Catalyst Projects

DPW/MPD Properties

- Think Regionally
- Create flexibility in planning

Club Love

- 24 hour use with central kitchen or recreation center during the day
- Food Enhancement Services opportunity, Union Kitchen
- Bright Farms / urban farming
- Utilize Overlay District to drive desired activities and prohibit less desirable activities.
Thank you!

Questions and Feedback?