



THE SHOPS AT PENN BRANCH – PARCEL 2

Project Update

Presented to: Penn Branch Neighborhood

January 13, 2022

AGENDA

- Progress To Date
- Design & Program Update
- Question & Answer





Progress to Date

PARCEL 1 SUCCESS TO DATE

\$15MM

Investment in Top to Bottom
Renovation

1st

Fitness center east of
Anacostia River

100%

Fully Leased 2nd Floor Office
Space

\$600K

Invested to bring first sit-down
restaurant/coffee shop to
neighborhood

5

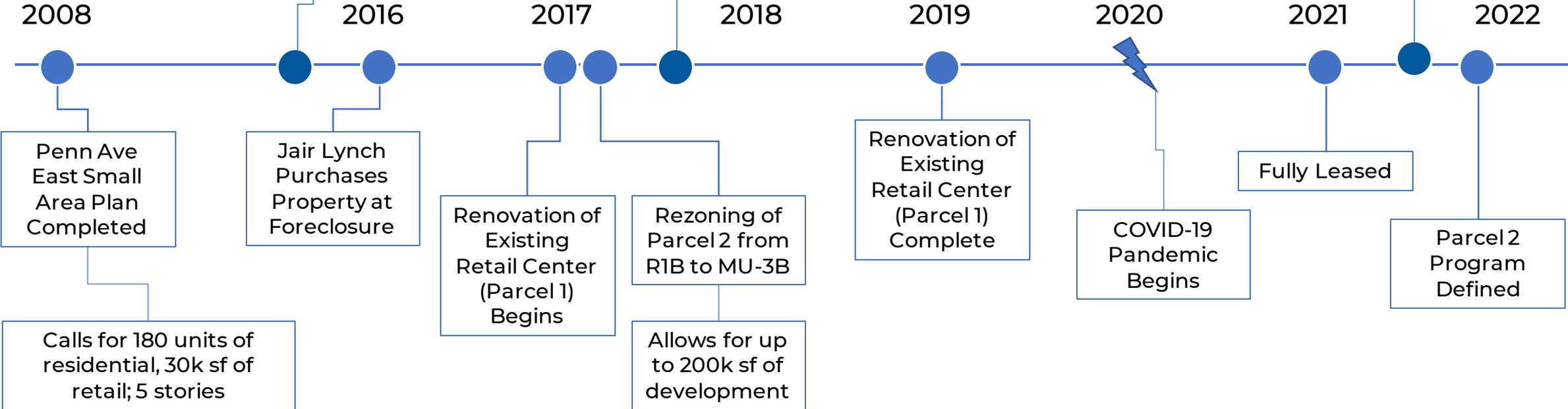
Convenient dining
Options, sit-down and
fast-casual

Office Mix

Diverse office tenants
including medical, government
& nonprofit



HISTORICAL SITE TIMELINE



COMMUNITY ENGAGEMENT TO DATE

9

ANC Presentations

8

OSNF Meetings

7

Other organization meetings

6

Penn Branch Citizens Civic Association Meetings

4

Public Hearings

Countless

Individual, informal and on-one one conversations





Design & Program Update

COMMUNITY VALUES OBSERVED

Desirable Uses

- Market Rate or Mixed-Income Housing
- Neighborhood serving retail – grocery and dining options
- Low/moderate density
- Abundant parking

Undesirable Uses

- Concentrated affordable and/or senior housing
- Charter School
- Low quality retail
- Minimal parking

Concerns Heard

- Limited construction hours
- Trash removal
- Pest & rodent control
- Parking & traffic management and considerations on residential streets

DESIGN & PROGRAM PLAN

- **Residential – Mixed-Income Housing**
 - 175 - 185 single and family-sized units
- **Design Updates**
 - 4 stories plus penthouse
 - Landscaped transition setbacks where the site borders single family homes
 - Additional setbacks at 3rd floor
 - All parking in below grade lot or “Q Place”
- **Potential Retail Component**
 - Possible 5,000 – 6,000 SF of ground floor retail
- **Affordability**
 - 10% of the units affordable at 60% of AMI (required by Zoning)
 - 90% of the units at market/workforce – 80% of AMI





VIEW FROM BRANCH AVE

10' setback adjacent to res. districts



4TH FLOOR PLAN



PENTHOUSE PLAN



73 SPACES

WATER

UTL

BRANCH AVE.

PARKING LEVEL PLAN

EXCEEDING ZONING REQUIREMENTS

Based on approved zoning, our plans exceed requirements in the following ways:

83%

More Parking Than
Required

10%

Lower Density Than
Allowed under Zoning

50%

Greater Transition Zone
Than Required

13%

Lower Lot Coverage Ratio
than Allowed Under
Zoning

110+

Fewer Units Than Typical
Urban Apartment Mix

75%

More “Family” Size Units
(2 bedrooms +) Than
Typical Urban Apartment
Mix



Q&A



Appendix

MEETING THE MARKET'S HOUSING DEMAND



Samantha, 34 Years Old

Samantha is an Amazon employee who grew up in the District and is looking to rent a home close to her work. She works long hours and is looking for a place that has nearby convenient food options and ideally a gym to help her keep up with the physical demands of her job.



Alex, 28 Years Old

Eager to rent a place of his own without roommates, Alex is running a successful green food truck in DC and has built his social circle in and around Capitol Hill. He's looking for a new neighborhood to call his own, one surrounded by convenient food and retail options.



Jade, 41 Years Old

Jade is a working mom of one, running her own online design business from the comfort of her home. She's looking for a 2-bedroom to suit her family and is interested in settling into a nice neighborhood. The gym and food options are convenient for her busy schedule.