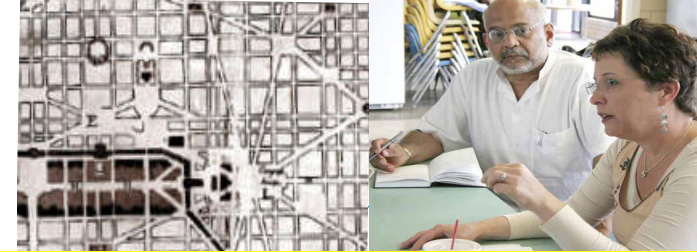




## Your Community, Your Voice

Case Studies in Negotiation



## Leveling the Playing Field

Policy Recommendations  
for Change



### BENEFITS:

- At least 25% Affordable and Workforce Housing
- Employment and Training Opportunities: "Shall require commercial tenants of the Project to make reasonable efforts to employ residents of the community"
- Local, Small Disadvantaged Business Enterprises requirement: 35-50% participation by local, small business vendors
- Community serving retail space
- Established Community Development Initiative Fund

**Radio One HQ, Ward 1**  
7th & S Streets, NW

Broadcast Center Partners  
LLC/Ellis Development and  
Four Points LLC



### BENEFITS:

- Sustained involvement of ANC 6C, ANC 6A, Stanton Park Neighborhood Association and Capitol Hill Restoration Society resulted in significant package.
- Of note is the inclusion of a micro-grant program. The Applicant agreed to the funding of two funds. First program, funded at \$150,000, for neighboring property owners to apply for a grant for making repairs and improvements to the portions of their homes which are within public space or viewed from public space.
- The second program, funded at \$80,000, for property owners only within Square 752 can apply for a grant for the purpose of making energy efficient and other upgrades to their homes, as approved by the CHRS.

**Capitol Place, Ward 6**  
200 Block of H Street, NE

Developer: Station Holdings  
LLC / Louis Dreyfus  
Property Group



### BENEFITS:

- Affordable housing: 20% of residential component for incomes equal or less than 80% of the Area Median Income (AMI)
- Workforce housing: Additional 20% of residential portion will be dedicated to individuals making between 80-120% AMI.
- Transit-oriented development
- Urban design promotes walkable neighborhood, with improved linkages to the Anacostia Waterfront
- Eligible for LEED-ND Certification
- Considered "transformational for Ward 7"

**Kenilworth-Parkside,**  
**Ward 7**  
701 Kenilworth Terrace, NE

Developer: Parkside  
Residential LLC

# CLAIMING YOUR SEAT AT THE TABLE:

## Identifying Opportunities for Enhanced Public Engagement Through the Planned Unit Development Process

### The Planned Unit Development:

A building, a process.

- Achieved through a city's zoning regulations, supports mixed-use development and advances long-term development goals and objectives.
- In exchange for increased building density, a developer must provide a community benefits package or agreement.

### Benefits Defined

Benefits often take the following forms:

- Affordable housing set asides
- Living-wage jobs and First-Source Hiring Agreements
- Funding for parks and green space
- Environmentally sensitive/green building materials and systems



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District of Columbia Neighborhood College—Cohort IV  
The George Washington University  
Center for Excellence in Public Leadership  
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The DC Zoning Ordinance has taken the first step by codifying the requirements by which the community benefits element of a Planned Unit Development application is assessed. The following are suggest policies to improve the PUD process in support of increased community engagement.

**Establish a PUD Review Task Force.** Establish a Task Force comprised of a broad cross section of stakeholders. The Task force would be responsible for conducting a comprehensive study to assess the effectiveness of the process, offering recommendations for process improvement.

**Creation of a searchable PUD Database.** The database, searchable by case number, should clearly indicate what benefits were negotiated, and should reflect the timeframe in which the benefits were realized. A yearly report should be presented to council indicating which PUDs have yet to realize agreed upon benefits.

**Establish Transparent Methodology for Reviewing Community Benefits Under the PUD Process.** A primary objectives of the PUD Review Task Force would be to develop a calculation for determining the value of a community benefits package. There is no set dollar amount--whatever is negotiated (or not) is what the community gets. The second area for Task Force review would be to develop clarity around the often subjective component of "enhanced project design". The Task Force would offer recommendations on the type of architecture and urban design that define a quality project.

**Support activities and programs to develop greater neighborhood capacity.** Create training and leadership development activities for civic organizations and Advisory Neighborhood Commissions to build an understanding of zoning review process. Learning modules could focus on topics such as community planning and urban design. Where capacity at the ANC level does not exist, provide training on additional resources to make the body more effective.

**Establish the District of Columbia Neighborhood Fund.** Civic Associations would have the ability to apply for financial assistance in support of activities associated with community-driven improvement projects and processes. Funds could be used to hire consultants and other subject matter experts to assist in the review of development activities.