



District of Columbia  
Department of Housing and Community Development

**“Big K” Site Advisory Group Update  
and Stabilization Meeting**

Thursday, September 22, 2011





# Meeting Overview

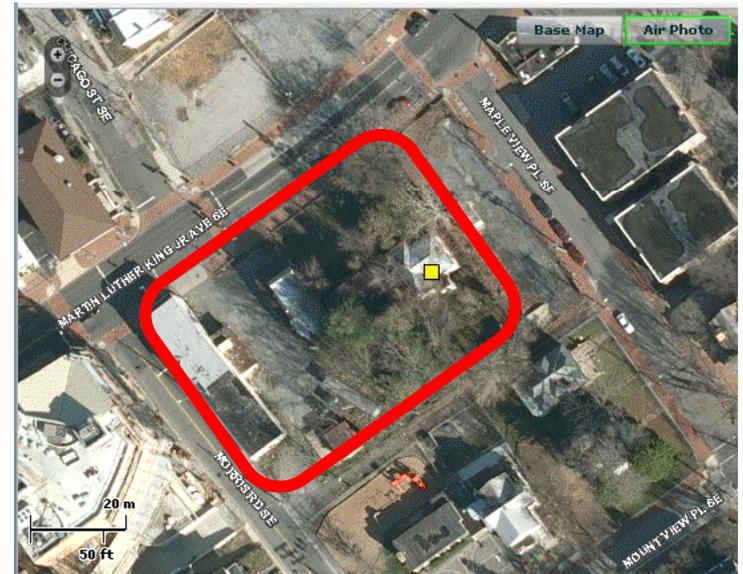
- Introductions (5 minutes)
- Purpose and goals (5 minutes)
  
- Review Advisory Group Task (10 minutes)
- Advisory Group Conclusion(10 minutes)
- Questions for Advisory Group (10 minutes)
  
- DHCD Stabilization update (20 minutes)
- Stabilization Questions (10 minutes)
  
- Next steps / close out (5 minutes)



**2228 – 2252 Martin Luther King Jr Ave SE**

# Purpose and Goals

- To provide an update regarding the recommended land uses determined by the Advisory Group in August.
- To inform the community about stabilization efforts.
- To share a proposed timeline for issuing a Solicitation for Offers.





# Advisory Group Goals

- To **select one group of land-uses** that the community would support and would want to see addressed through a Solicitation for Offers (SFO) in the fall.
- Once the advisory group has come to a consensus, the advisory group members will report on their findings to the community at-large.
- The **goal of the advisory group was not to balance the variables of development or to determine what is feasible**, but to narrow the options of what land uses fit the community and what may spur further investment in the neighborhood.



# Determination of Alternatives presented to the Advisory Group

- **The alternatives were developed based on:**
  - Spring 2011 DHCD Big K Site Revitalization Community survey
  - DHCD NSP Housing and Commercial Market Studies
  - Ward 8 Summit July Preliminary Report
  - Site characteristics including zoning and historic preservation
  - Determined potential development of approximately 65,000 sf
  - *\*Summary data of these reports are included at the end of this PowerPoint presentation.*



# Advisory Group Land Use Alternatives

- **Alternative #1 - Small business offices with retail**
  - Retail would be approximately 20,000 sf.
  - Office would be approximately 45,000 sf.
- **Alternative #2 - Small business offices with housing**
  - Office would be approximately 30,000 sf, including ground floor.
  - Housing would be approximately 35,000 sf / 33, 2-3 bedroom units.



# Advisory Group Land Use Alternatives, cont.

- **Alternative #3 – Small business offices with youth center**
  - Youth center would be approximately 5,000 sf, including ground floor.
  - Office would be approximately 60,000 sf.
- **Alternative #4 – Small business food market and cultural space**
  - Food market for small vendors would be approximately 20,000 sf.
  - Cultural space would be approximately 45,000 sf.



# Advisory Group Land Use Alternatives, cont.

- **Alternative #5 – Hotel with full service restaurant\***
  - Small-medium operator
  - 45,000 sf could fit 112-125 rooms
  - 10,000 sf lobby / restaurant use



# Advisory Group Final Recommendation

- Hybrid combination of Alternative #1 and #4:
- Place cultural, culinary school, food market, restaurant, small business retail niche in the historic homes at 2228, 2234, and 2238 MLK.
- Place small business office space and other ground floor retail on the corner site of 2252 MLK. Incorporate a small business incubator site somewhere on the entire site.
- Goal to have jobs and commercial retail serve resident needs.



# DHCD actions to date

- **Purchased site July 23, 2010**
- **On-going maintenance**, every 2-weeks and as-needed
- **Meetings with Historic Preservation office**, on-going since Purchase
- **Pest control report**, August 2010
- **3 Structural reports** performed September 2010, January 2010, update and **drawings** September 2011
- Initial community meeting to solicit input held on 11/10/10
- Inter-agency charette, February 2011
- Housing and commercial market analyses performed in Winter-Spring 2011, Finalized May 2011
- **Optira scan** of 2228 and 2234 MLK Jr Ave (May – August), finalized September 2011
- Community Use Survey (April – May), update made at June 9, 2011 meeting
- Advisory group meetings – August 2011
- **Hazmat study** – July-August 2011
- **Soil erosion plan**, required for permitting, underway September 2011



# Big K Site - Stabilization Plan



2228 – 2252 Martin Luther King Jr Ave SE 12



# Stabilization Plan

- From the time of purchase, DHCD's goal has been to:
  - Perform detailed documentation of buildings; preserve structures;
  - complete partial demolition of additions and/or porches, as needed;
  - stabilize / support structural elements that are sound.



# Stabilization Plan, cont.

- *Interim stabilization*
  - Explored removal of rear and front porches / additions for 2228 and 2234 MLK Jr Ave SE to prevent further damage from the pressure of stressed sections of the buildings.
  - Documented structures (2228 and 2234 MLK Jr Ave SE) using laser technology.
  - Developed and researched building conditions for stabilization drawings from May – September 2011.



# Stabilization Plan, cont.

2228 MLK Jr Ave SE:

- In September 2011, after multiple site visits since May, the structural engineer has determined that 2228 MLK be demolished.
- An application to the Historic Preservation Review Board will be submitted for an October 27th hearing for approval of the demolition.
- DHCD is open to rebuilding the structure through new construction, as part of the overall redevelopment of the site.



# Stabilization Plan, cont.

2234 MLK Jr Ave SE:

- Will be stabilized by adding new floor supports and new framed wall sections to reinforce the building structure.
- A stretched white tarp will be placed over the roof to prevent water damage .
- The foundation bricks will be re-pointed.
- The rear addition of the building, which is not original to the structure, will be demolished. This will reduce stress on the main portion of the house.

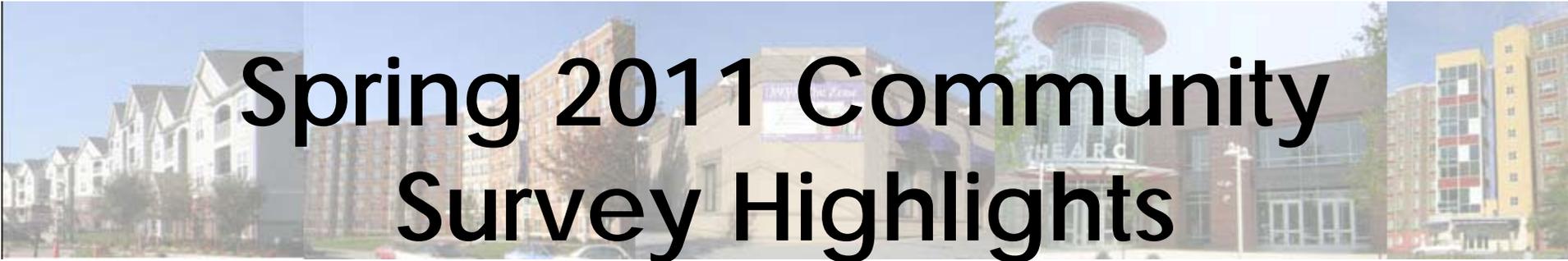


# Next Steps

- Apply to HPRB for approval to raze 2228 MLK
- Apply for permits for 2234 MLK in Oct. 2011
- HPRB Hearing, Oct. 27<sup>th</sup>
- Target issuance of a Solicitation for Offers (SFO) to developers in Nov. 2011 with a closing date after the new year
- Stabilize 2234 MLK by end of Dec. 2011
- Target demolition of 2228 MLK by new year



# Advisory Group Summary Data



# Spring 2011 Community Survey Highlights

- Desire mixed-use project
- Project that will support/benefit the community
- Prefer commercial use over housing
- Full-service restaurant was top choice for retail
- Interest in having cultural use / community garden on-site



# Anacostia Neighborhood Stabilization Program Market Study

- Housing market analysis –
  - Completed by Zimmerman/Volk Assoc.
  - Evaluated market potential and absorption rates of for-sale and for-rent newly constructed and rehabbed units.
  - Defined target markets (such as empty nesters, traditional/non-traditional families, and young singles and couples).
  - Broke down market by Area Median Income (for purposes of potential DHCD subsidy).



# Anacostia Neighborhood Stabilization Program Market Study

- Housing market conclusions –
  - Anacostia will continue to draw new households from DC neighborhoods.
  - Majority of the new households will be young singles and couples.
  - Short term (2-3 years) study area could support an average of –
    - Up to 88 units per year - 52 rental units, 36 home ownership units.
  - Long term (3-5 years) study area could support an average of –
    - Up to 151 units per year – 88 rental and 63 home ownership units.



# Anacostia Neighborhood Stabilization Program Market Study

- Commercial market analysis –
  - Completed by Green Door Advisors
  - Near term growth will be driven primarily by the residents of Anacostia, not dependent on large scale projects.
  - Resident survey indicates demand for high-quality commercial development.
  - New retail often requires initial incentives to encourage and support investments - success requires aggregation at key locations.
  - Opportunities for small and mid-scale offices are substantial, developments should be located near Metro.

# Anacostia Neighborhood Stabilization Program Market Study

60,000 – 70,000 SF of Retail supported over next 5 years

*Retail Demand Analysis Total Supportable Stores, 2010-2015*

	Avg. Store Size	Estimated Demand (SF)	2010 Total Stores Supported	Net New Supportable SF
Furniture & Home Furnishing Stores	N/A	7,480	0	0
Electronics & Appliance Stores	N/A	7,424	1	2,500
Bldg Materials, Garden Eqpm & Supply	2,500	2,603	1	2,500
Grocery Stores <sup>1</sup>	20,000	30,865	1	20,000
Convenience Stores	1,500	1,852	1	1,500
Health and Personal Care Stores	10,000	20,671	2	20,000
Clothing and Clothing Accessories	N/A	14,065	3	12,000
Sporting Goods, Hobby, Book, & Music	N/A	3,346	0	0
Miscellaneous Store Retailers	N/A	0	2	3,000
Full-Service Restaurants	2,000	2,700	1	2,000
Limited-Service Eating Places	2,000	0	0	0
Drinking Places (Alcoholic Beverages)	1,500	572	0	0
General Merchandise	60,000	34,041	0	0
<b>TOTAL:</b>		<b>125,619</b>	<b>12</b>	<b>63,500</b>

Many of these types of small retailers are good fit for entrepreneurs either as local or franchise opportunities

Key retailers include (bold items mentioned in resident survey):

- **Small hardware/homes goods – *Ace Hardware***
- **1-2 full service/sit down restaurants**
- **Small grocery store – *Yes, FreshGrocer***
- **Pharmacy – *Walgreens/CVS***
- **Small clothing/accessories, office supply, convenience – *Fedex Kinkos, 7-11***

# Anacostia Neighborhood Stabilization Program Market Study

125,000 – 130,000sf of office supported over next 5 years

*Office Demand Analysis, 2010-2015*

Selected Industries	Avg. Tenant Size	2010 Current Supportable SF
Commercial Banking & Credit Union	5,000	0
Mortgage Brokers	2,500	0
Securities, I-banking, etc	5,000	0
Insurance Agencies	2,500	0
Real Estate Agencies/Prop Mngmt	2,500	0
Law Services	5,000	5,000
Accounting Services	2,500	7,500
Arch./Eng/ Services	5,000	10,000
Interior & Graphic Design Services	2,500	0
Mgmt Consulting	5,000	10,000
Advertising & Media Agencies	5,000	0
Photographic Services	1,500	0
Veterinary Services	2,500	0
Business Support Services	5,000	5,000
Travel Agencies	1,500	0
Landscaping	2,500	0
Physicians	2,500	0
Dentists	1,500	0
Chiropractors	1,500	0
Optometrists	2,500	0
Outpatient Care Centers	5,000	0
Child Day Care Services	5,000	0
Personal Care Services	2,000	0
Dry Cleaner	1,500	0
Associations and Non-Profit Orgs 4	2,000	90,000
		<b>127,500</b>

- Nonprofits and associations looking for alternative to higher priced DC submarkets ~ 90,000sf
- Neighborhood services – law offices, accountants, design, business support services ~ 35,000sf

Additional future opportunities for DHS/federal government contractors



# Commercial Market Study – Site Specific Recommendations for Big K

1) Prime site to locate offices that will meet market demand for close proximity to Metro (within 5 minute walk) and ground floor retail anchor of pharmacy or small scale grocer.

Total potential market driven sq. feet – 60,000sf +/-

This redevelopment scenario would require reconfiguration of historic sites.

***Key challenges: structural condition of historic homes***

2) Alternative option to re-use historic homes as unique office space for nonprofit/associations, smaller scale retail/office or cultural uses, as suggested in the resident survey.

***Key challenges: parking requirements, historic requirements***

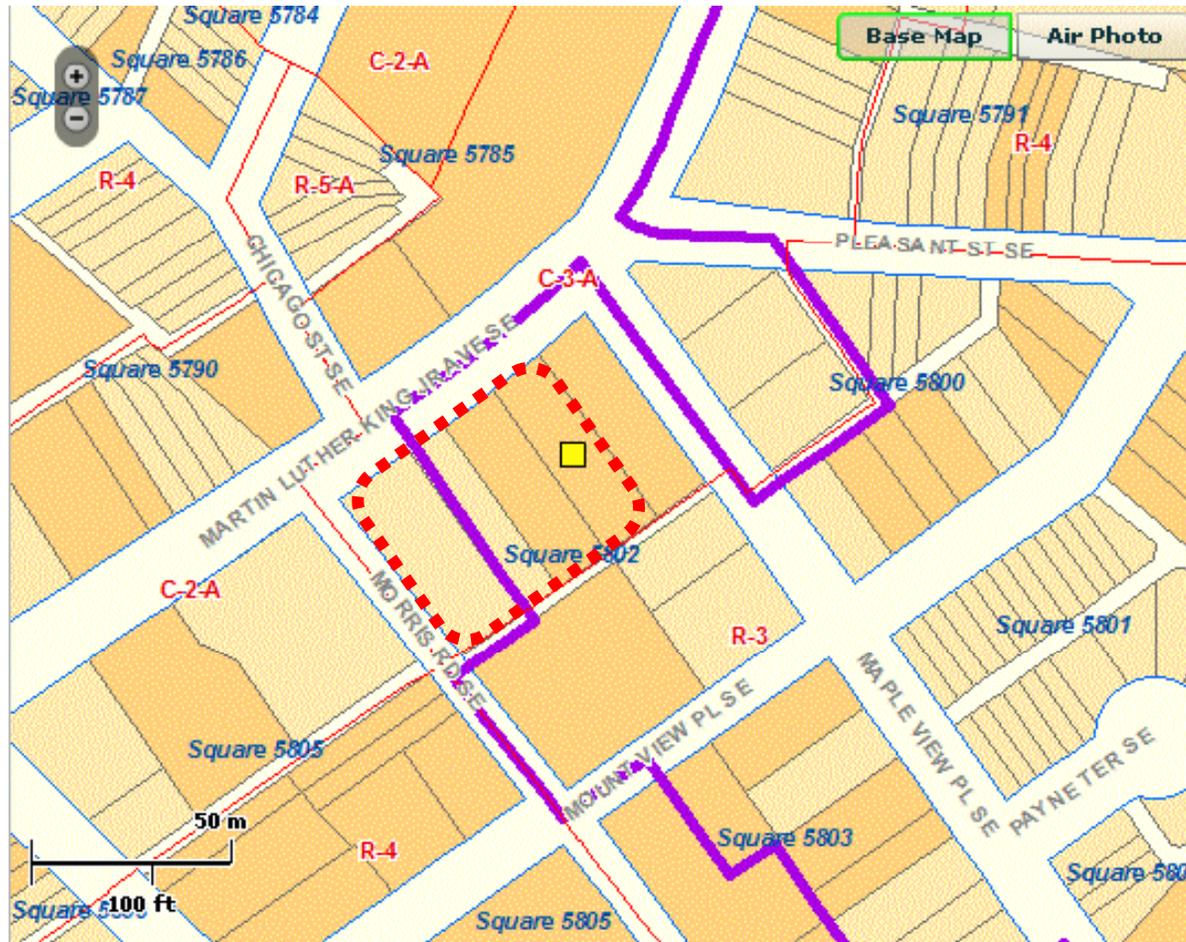


# Site Characteristics

- **Zone:** C-3-A. Permits matter-of-right medium density development.
- **Square Footage of entire site:** Approx. 32,975 SF or  $\frac{3}{4}$  of an acre .
- **Building Footprints:** 2228 MLK Jr Ave SE - 2238 MLK Jr Ave SE – Approx. 5,600 SF.
- **Historic Designation:** 3 of the 4 buildings are historic.
  - 2228, 2234, and 2238 MLK Jr Ave SE are all in the Anacostia Historic District.
  - 2252 MLK Jr Ave SE is not; however, the structure dates to approximately 1890.



# Zoning at Big K Site





# Big K Site – Potential Redevelopment



This is one way to visualize how to achieve historic preservation with the addition of new density on the site. 28