

NARRATIVE SUMMARY OF THE PUD AND ZONING MAP AMENDMENT APPLICATIONS FOR THE DEVELOPMENT OF THE SKYLAND SHOPPING CENTER PROPERTY

Skyland Holdings, LLC, which consists of: The Rappaport Companies; William C. Smith & Company; Harrison Malone Development LLC; the Marshall Heights Community Development Organization; and the Washington East Foundation submitted applications to the Zoning Commission of the District of Columbia for the consolidated review and one-step approval of a Planned Unit Development (“**PUD**”) and a corresponding amendment to the Zoning Map of the District of Columbia on February 17, 2009. The PUD and Zoning Map Amendment applications propose the creation of a Town Center, mixed-use retail and residential, project. Our goal is to create a unique mixed-use pedestrian-oriented development that will result in a vibrant living, shopping and gathering experience.

The property lies at the intersection of Naylor Road, Good Hope Road, and Alabama Avenue, SE and is currently the home of the Skyland Shopping Center. The Subject Property consists of approximately 18.7 acres of land area. The Subject Property is located within the boundaries of Advisory Neighborhood Commission (“**ANC**”) 7B and abuts the boundaries of ANC 8B.

The proposed PUD project will create approximately 450-500 residential units, with approximately 20% of the units (90-100) reserved for households earning up to 80% of the Area Median Income (“**AMI**”) and an additional 10% of the units (45-50) reserved for households earning up to 120% of AMI. The residential units will be provided in three multi-family buildings and approximately 20 townhouses. The project will include approximately 315,000 square feet of retail (280,000 leasable square feet) and related uses. The retail use will include a large format retail store, multi-neighborhood retailers, local retailers offering a variety of hard and soft goods and restaurants. In general, the retail uses will have clear floor to ceiling heights of 14 – 22 feet.

The proposed PUD project will introduce a new private street system on the property that will create a mixed-use project including a “Main Street” shopping experience and a significant residential community in five distinct and self-sufficient development parcels. The Applicant intends to pursue a retail strategy that will create a lively mix of uses on the project that will create a Town Center destination serving the shopping needs of residents of Wards 7 and 8, in addition to the neighboring residential communities. An active and exciting streetscape will be created along the Good Hope Road, Naylor Road, and Alabama Avenue frontages, and the project’s Main Street, through the creation of appropriately sized planting strips, street trees, sidewalks and café zones.

The retailers in the project will be provided the opportunity to create their own distinctive signage and facades at the ground level, rather than having to satisfy a uniform

signage and façade requirement for the entire project. Projections beyond the building face in the forms of awnings, canopies and individual retailer signage will create a dynamic and vibrant streetscape.

The project will enhance pedestrian activity not only on the development, but also in the surrounding community by undertaking significant transportation infrastructure improvements to foster safe pedestrian and vehicular interaction along the adjacent major arterial streets (Good Hope Road, Naylor Road, and Alabama Avenue). New signalized intersections will be created at the intersections of Naylor Road and the new Main Street, and Alabama Avenue and the new residential street entrance into the Subject Property. In addition, high visibility crosswalks will be created at all adjacent intersections.

Several Metrobus routes currently operate in the street system adjacent to the Subject Property. Four bus routes currently include two stops on the site. The Applicant has engaged in significant dialogue with the District Department of Transportation (“DDOT”) and WMATA representatives regarding the continuation of those bus services on the new Main Street and/or along the adjacent roadways.

Skyland Holdings LLC proposes to provide transit supporting facilities, including a designated bus stop and shelter along the new Main Street and bus shelters along the adjacent roadways, in this project. We are working with representatives of DDOT and WMATA, in addition to neighborhood residents, to review the possibility of including a bus station/commuter store in the overall design of the project. The transit improvements included in this project will foster enhanced Metrobus ridership by residents and employees of this project, and residents of the surrounding area. These transit improvements will also reduce the unsafe and uncontrolled mid-block pedestrian crossings that currently occur along the adjacent streets.

The development team is committed to creating an environmentally sensitive project. Low-impact development strategies will be incorporated throughout the development and an extensive landscaped buffer will be created along the eastern boundary of the Subject Property that abuts neighboring residential properties.

The property is currently located in the C-3-A, R-5-B and R-1-B Zone Districts and is also located in the moderate density commercial category on the District of Columbia Future Land Use Map. The Applicant requests a Zoning Map amendment to the C-3-A Zone District for all of the property in order to allow for the proposed retail and commercial uses, and the facilities that support those uses. The proposed rezoning is consistent with the overarching goals and policies of the Comprehensive Plan of the District of Columbia, as discussed in detail herein.

The Applicant has already engaged in an extensive public outreach program and has had numerous meetings with various community stakeholder groups and organizations such as ANC 7B and the Hillcrest Community Civic Association. Upcoming community meetings and presentations regarding the project will be posted on the project’s website which is www.skylandtowncenter.com.

Copies of the complete PUD and Zoning Map Amendment applications and supporting materials filed with the Zoning Commission can be obtained from the District of Columbia Office of Zoning, located at 441 4th Street, NW, Suite 210.