

Figure 3-2 Block Number Key

Amended 10/14/17, Ordinance 5089
Amended DATE, Ordinance XXXX

new office space does not in itself guarantee a successful development. While the master plan outlines an excellent set of guidelines for future developers to follow, it is important to recognize that proactive public leadership will be required in the following areas:

- Planning of the town center in order to ensure that core activities are provided that serve community needs and provide maximum convenience;
- Planning of public spaces as part of the town center and the urban boulevard experience;
- Utilizing economic incentives in order to guarantee a balanced, mixed use live-work community; and
- Developing adequate infrastructure and careful management of the transportation system, including the integration of public transit systems, existing Metro facility and parking for the town center to ensure public access and convenience.

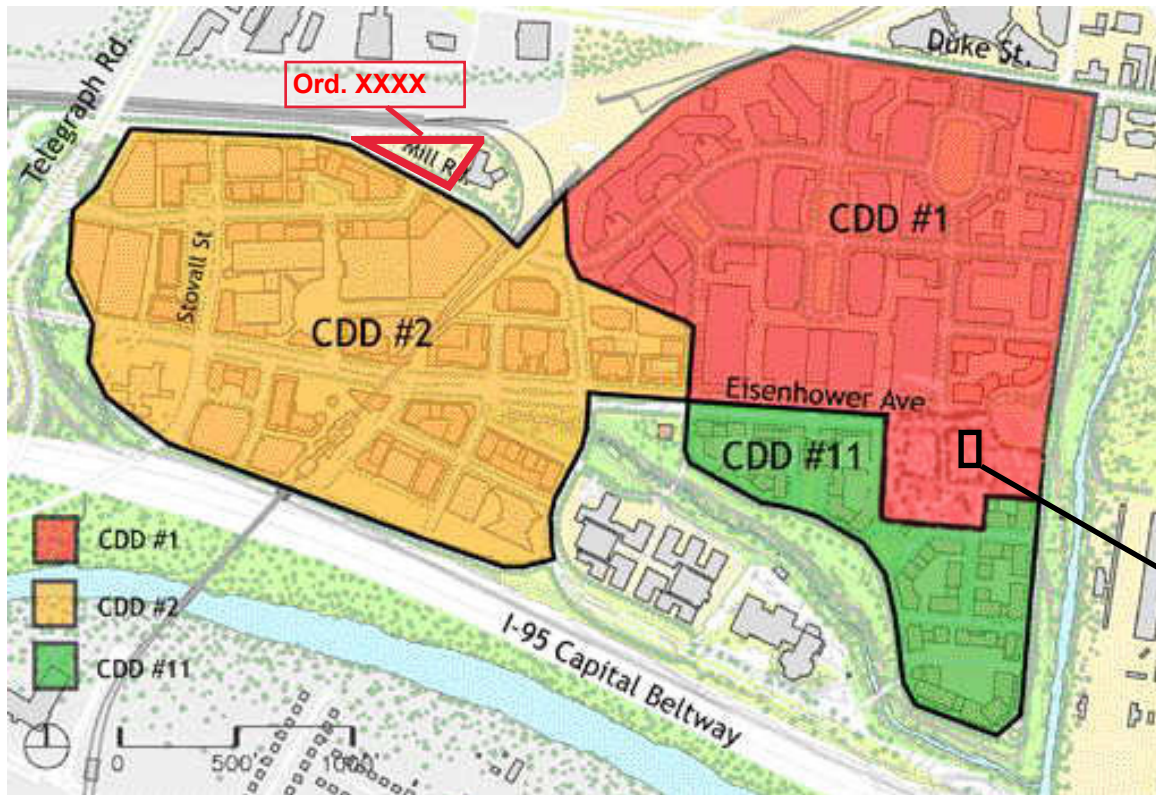


Figure 4-8, Block Numbers, indicates the block designations used in the Plan. Figures 4-9 and 4-10, Development Controls for CDDs 2 and 11, outline the primary use, the allowable gross square footage (AGSF), the maximum building height, retail area, and the other general development controls for each of the undeveloped or partially developed blocks within each proposed CDD.

The allowable gross floor area for each block includes a factor to accommodate the above-grade parking that cannot be incorporated in two levels of underground parking. The methodology for calculating the AGSF is outlined in Parking Strategy.

Figure 4-7 Proposed CDD Boundaries

the timing of new construction, and flexibility is incorporated within the Plan to shift the principal land use from one block to another. Change in the primary use of the property (e.g., from residential to office or vice versa) may be permitted during the development approval process, provided that the overall 50/50 balance is maintained, a receiving site is defined and accepted, and the change is

consistent with the principles and intent of the Plan.

A change of use that results in the transfer of an equal amount of square footage from one parcel to another may be done administratively. A change that increases the amount of building area on a parcel shall be made as an amendment to the Master Plan.

Amended 1/23/10, Ord. 4643

Retail Centers

The City commissioned a market study by a national real estate economist to assess the potential for retail within the Eisenhower East study area (see discussion above - Real Estate Market Context). The results of the study indicate that, given the proposed scale and development intensity of Eisenhower East, the central location of the Metro and the potential for a regional draw with the existing and potential entertainment venues, there is a market for a regional serving retail/entertainment center focused on the Metro and contained within the Hoffman Town Center, as well as a neighborhood serving convenience retail center at the east end of the study area south of Eisenhower Avenue and located on the extension of John Carlyle Street.

Figure 4-11 indicates the primary concentrations of retail/entertainment uses and the general street frontages where ground floor retail must be located.

The Plan envisions retail/entertainment uses as an integral part of the development of Eisenhower East. The intent is to create carefully planned retail centers integrated into the other uses to create the desired vibrant mixed-use community.

The retail and entertainment uses must be carefully planned to create a modern, cohesive urban retail environment, rather than just accommodating retail in the ground floor of buildings along street frontages. Several quality retail environments have

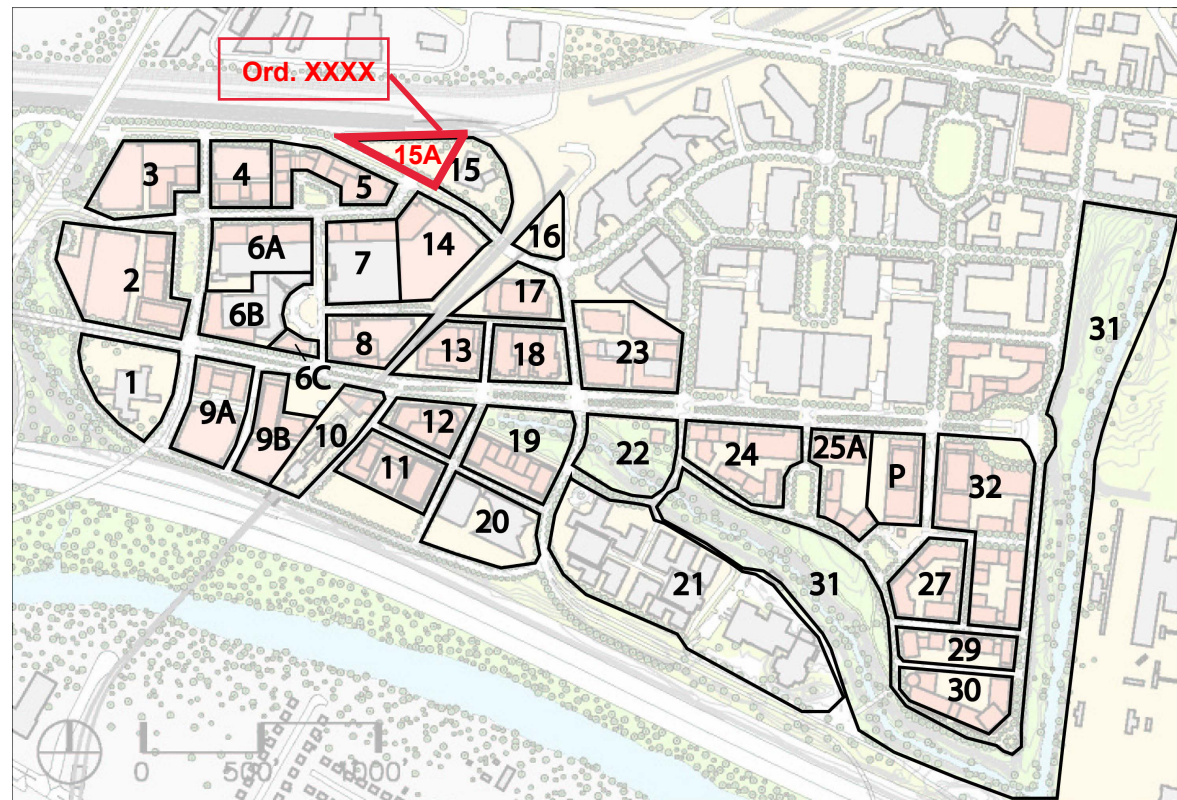


Figure 4-8 Block Numbers Amended 10/14/17, Ord. 5089
Amended DATE, Ord. XXXX

Figure 4-9 Development Controls CDD 2, **as amended (see page 4-13a)**

Block	Net Development Site Area ⁹	Principal Use	Allowable Gross Floor Area	Building Heights (Stories)	Maximum Tower Height (in feet)	Ground Floor Retail ¹⁰
1	179,119	Hotel	101,000	10-15	150	
2 ^{4,6}	168,400	Office	661,386	15-22	260	
West Side Gardens	34,800	Open Space				
3 ⁴	98,700	Office	187,873	10-15	210	
4 ⁶	59,700	Office	459,508	10-22	220	36,950
5	56,400	Residential	329,841	10-22	220	24,050
5	10,900	Open Space				
4 /5 w/ Regional Grocery Anchor ⁸	220,940	Residential/Office	1,755,000	10-22	220	54,000
4 /5 w/ Regional Grocery Anchor ⁸	10,900	Open Space				
6A ⁷	65,161	Residential	665,552	16	210	36,500
6B ⁷	92,898	Office	362,066	10-15	150	39,100
6C ⁷	9,815	Office	7,900	10-15	150	7,900
7	105,800	Retail	25,000	1-2	20-40	25,000
7		Retail	136,000			136,000
8 ⁴	59,200	Office	697,417	20-25	250	31,000
9A	82,500	Hotel	551,206	15-20	220	
9B ⁶	74,100	Office	779,284	20-25	250	30,000
9B	21,200	Open Space				
10	9,700	Retail	8,000	1-2	20-40	8,000
11 ³	66,600	Residential	626,456	20-35	370	50,000
12 ³	48,300	Residential	545,762	20-30	339	15,000
13	59,260	Residential	490,000	15-25	250	12,000
14	109,400	Retail	18,000	1-2	20-40	18,000
14 (Approved Parking)					100	
15A	90,000	Office	425,187	10-15	200	0
16 ¹	20,822	Hotel	127,000	10-15	150	
17 ¹	77,540	Office	406,000	15-25	200	4,000
18	76,700	Residential	525,000	15-25	220	14,000
19 ⁵	57,800	Residential	432,000	15-25	284	
19	55,000	Open Space				
20 ⁷	154,101	Residential/Hotel	585,000	10-30	310	
23	60,100	Office	98,000	10-15	200	
23	92,400	Office	304,000	10-15	200	

Ord. XXXX

Figure 4-9 has been amended by the following:

1. MPA2006-0002, Ord No. 4462 (See Also DSUP 2005-0011)
2. MPA2008-0006, Ord No.4617, 9/12/2009
3. MPA2009-0002, Ord No.4758. 4/14/2012
4. MPA2011-0005, Ord No.4758, 4/14/2012
5. MPA2013-0002, (Ord No. Unknown), 6/15/2013
6. MPA2014-0009, Ord No.4917, 12/13/2014
7. MPA2017-0006, Ord No. 5089, 10/14/2017
 - a. With adaptive reuse of the building on Block 6A, above grade parking will not count against AGFA, as long as the parking is screened and integrated into the design of the building.
 - b. Block 20 must provide 95,000 sq. ft. minimum hotel or office use.
8. MPA2017-0009, Ord No. 5114
 - a. With the provision of an 80,000 sq. ft. minimum regional grocery anchor and 54,000 sq. ft. minimum ground floor retail, Blocks 4 and 5 may:
 - i. Combine into one development block without the provision of a mid-block street connection identified in the Plan;
 - ii. Exceed the parking standards for the 80,000 sq. ft regional grocery anchor but may not exceed 6 parking spaces per 1,000 sq. ft.
9. The net development site area does not reflect surveyed information and is based on the best available information. This site area may be adjusted in the actual creation of the block areas.
10. Reflects desired location and amounts. Accessory retail may be provided on sites not noted for retail.
11. MPA2019-0002, Ord. XXXX, DATE