

# WISCONSIN AVENUE GIANT UPDATE



*Edition I, Vol. 1*

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## NEIGHBORHOOD DEVELOPMENT

Welcome to the inaugural issue of the *Wisconsin Avenue Giant Update*, a periodic newsletter to keep neighbors informed of and involved in planning the new Wisconsin Avenue Giant.

## A SHARED VISION

Over the past three years, Stop & Shop/Giant and its development consultant, Street-Works, has been working with the local community to create a shared vision for redeveloping the Wisconsin Avenue Giant. More than eleven meetings were held with community leaders, ANC Commissioners and residents; and, community input has shaped the project's scope, design, services, and focus. We feel that the resulting project best articulates the community's desire for a state-of-the-art supermarket, active sidewalks, affordable housing, neighborhood-serving retail, open spaces, and green building.

## WHAT IS BEING PLANNED?

After receiving extensive community input, Giant filed an application on May 16 with the District of Columbia Zoning Commission for approval of a Planned Unit Development (PUD) and related zoning map amendment for three lots it owns on Wisconsin Avenue. The PUD Application package may be viewed online at [www.wisconsinavegiant.com](http://www.wisconsinavegiant.com). The company envisions a mixed-use development with superior rental and for-sale housing, an enlivened streetscape with a new Giant supermarket, street-level retail, engaging open spaces, and below-grade parking.

## LOCATION

The triangular shaped property is along Wisconsin Avenue starting north of Cactus Cantina, going north to Idaho Avenue, and extending southwest down Idaho Avenue, across from the Police Station.

Newark Street runs east-west through the center of the site, dividing it in to two parcels.



## THUMBNAIL

- The property consists of approximately 178,236 sq. ft. of land
- A 56,000 sq. ft. state-of-the-art Giant supermarket
- A total of 140-150 residential units
- Active sidewalks with 55,000 sq. ft. of street level retail along Wisconsin Avenue and Newark and Idaho Streets at the North Parcel
- Approximately 354,820 sq. ft. of development for a total Floor Area Ratio (FAR) of about 1.99 and lot occupancy of nearly 76%
- A total of 530-540 parking spaces accessed off of Newark Street and 38th Street
- Loading separately accessed off of Idaho Ave.

## COMMUNITY FOCUS AREAS

Since initially meeting with neighbors in 2005, many changes have been made to the proposed plans. In making these changes, we have worked diligently to be sensitive to the surrounding uses and to respond to community members' concerns.

## Height

Each component of the proposed project has been designed to respect its immediate context. The two-story building containing the new Giant supermarket

on the South Parcel is adjacent to similarly-scaled two and three-story commercial buildings. Also, the townhouses proposed on Idaho Avenue across from the police station are similar in scale and height to the residential uses further south along Idaho Avenue. And finally, the five-story building we have proposed for the North Parcel is actually smaller in scale and height than buildings across Idaho and Wisconsin Avenues.

### **Traffic Impact**

Traffic is a natural concern when a new development is planned for a community. Knowing this, and also understanding that a supermarket relies on ease of customer access, we looked at existing traffic conditions and potential impacts early in the process and presented initial traffic impact findings at a May 2006 community meeting. In response to the community, we expanded our study area and the results of the expanded study were consistent with our initial findings: almost without exception, with minor signal timing modifications, **the area intersections that were studied will continue to operate at the same levels as they are today** or will improve in function when the project is complete

### **Loading**

We recognize that the location of the grocery store's loading zone on the South Parcel is an area of concern to our residential neighbors directly to the south. Since we have also proposed new residential townhouses to the north of the loading zone, we have been particularly sensitive to the potential impact of the loading. Therefore, we have placed, the loading function entirely beneath and within the building, which will serve as both an acoustic and visual buffer.

### **Green Building**

Stop & Shop/Giant has taken a lead among retailers in sustainability. The EPA recognized Stop & Shop/Giant as a 2007 Energy Star Leader – the only supermarket chain out of 16 organizations nationwide that received this award. Innovative systems planned for the project include the use of skylights over the sales floor that provide natural light, the reclamation of heat from the refrigeration system to heat the store interior, and the

incorporation of green roofs – one on the North Parcel and one on the South Parcel, which will double as amenity space for residents.

### **PROCESS**

The following is a general description of the process. The dates may change depending upon the development team's work and the District government's review and approval process.

May 16	Giant files PUD
July	Zoning Commission schedules vote to set down for public hearing
July/Aug	Giant files pre-hearing submission
Oct/Nov	Zoning Commission's public hearing
Dec/Jan	Zoning Commission schedules vote to approve project
2009	Construction begins

### **LET US HEAR FROM YOU**

Giant is eager to hear from local residents about the development plans. You can communicate directly with us by going to our website at [www.wisconsinavegiant.com](http://www.wisconsinavegiant.com) or by calling 202-494-5338. We will post questions and answers so the entire community can see our response.

### **COMMUNITY MEETINGS**

We want to continue our ongoing dialogue with the local community and keep residents informed of development plans. To this end, we are meeting with various community, neighborhood and civic groups. The Giant development team will present at the following meetings:

**June 3** 8:00 PM, Woodland Normanstone Neighborhood Association

**June 9** 6:30 PM, ANC Commissioner Richard Rothblum meeting for the Idaho Street and near neighbors.

**\* \* \* COMMUNITY MEETING \* \* \***  
**Wednesday, June 11, 6:30-9 PM**  
**Washington Hebrew Congregation**  
**3935 Macomb Street, NW**

*For additional information, contact Rose Jackson, Wisconsin Avenue Giant Development Team, 202-494-5338 or go to [www.wisconsinavegiant.com](http://www.wisconsinavegiant.com).*