



Crowne Plaza Redevelopment 901 N. Fairfax Street

Master Plan Amendment #2017-0007

Rezoning #2017-0004

Development Special Use Permit #2017-0011

Special Use Permit #2017-0112 (Theater)

Special Use Permit #2017-0114 (Theater Signage)

Transportation Management Plan SUP #2017-0113

Encroachment #2017-0006

City Council

April 14, 2018

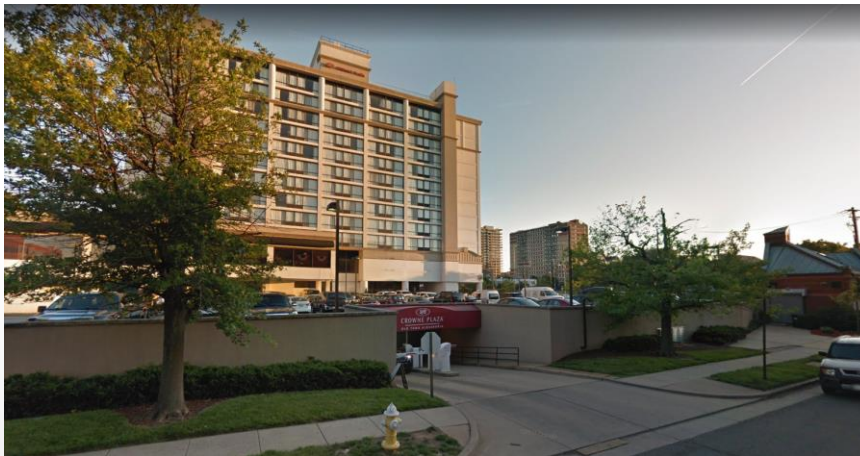
Project Location



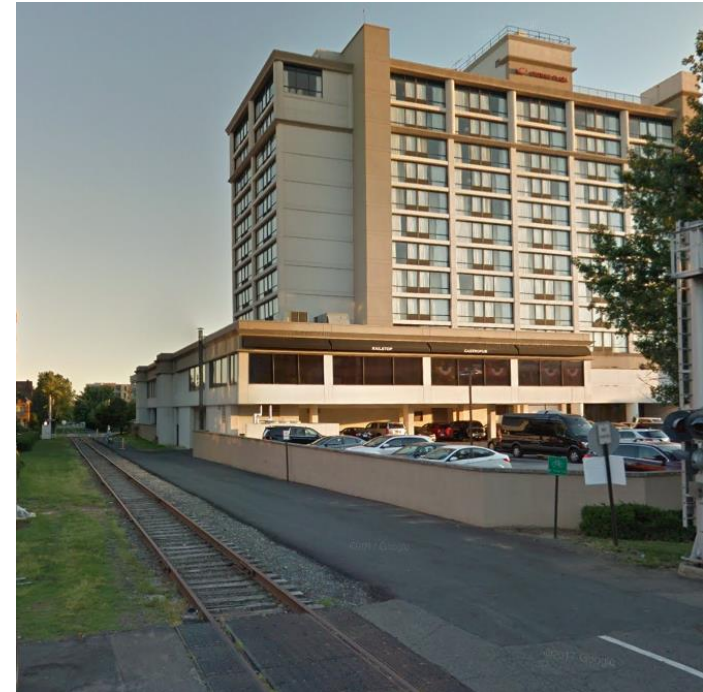
Site Conditions



Northeast corner of N. Fairfax and Montgomery Streets



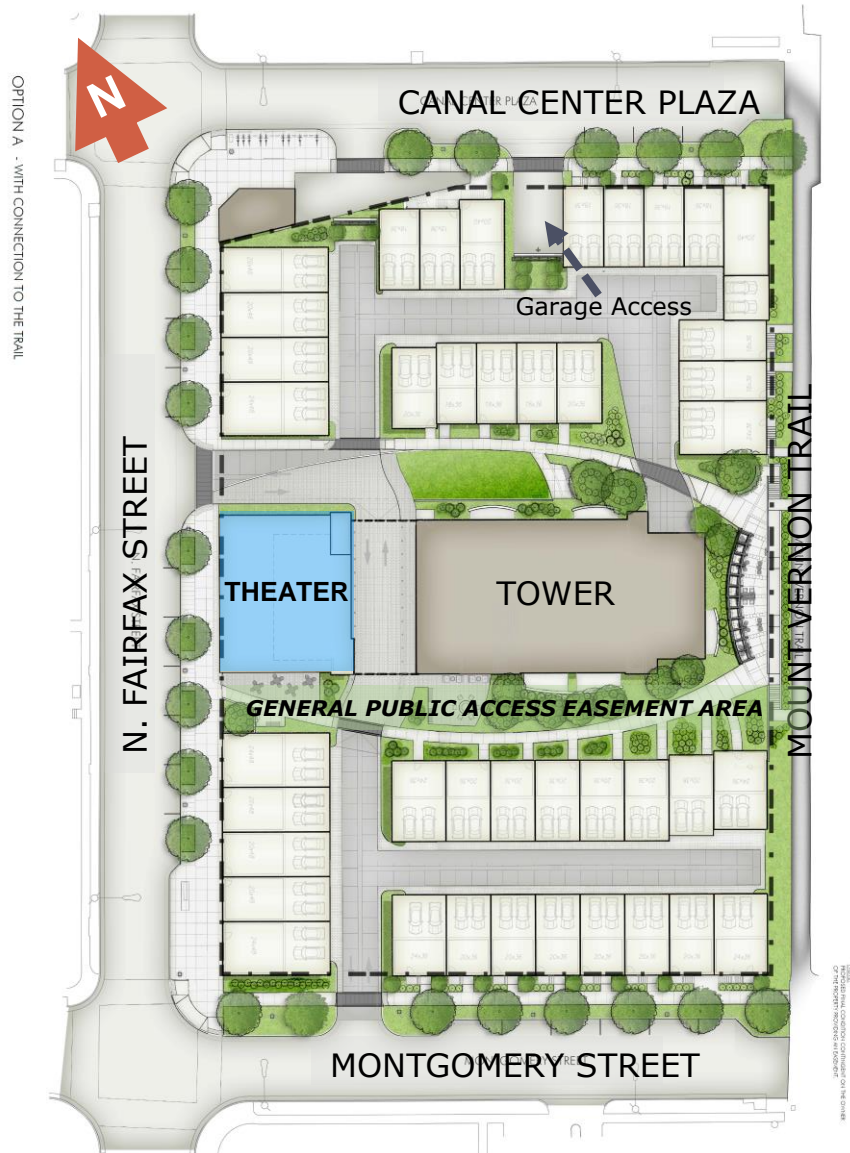
Canal Center Plaza frontage (looking southwest)



Mount Vernon Trail frontage (looking south)



Project Description



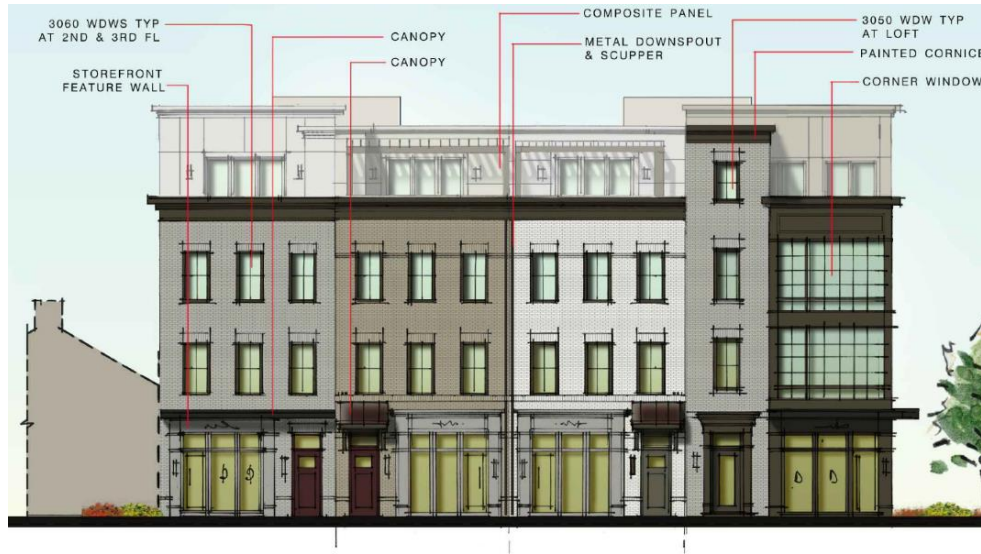
- Conversion of 13-story hotel into residential building, with addition of 41 townhouses and theater
- The theater is an “arts and cultural anchor,” per Old Town North Small Area Plan
- Public access easement connects N. Fairfax Street directly with Mount Vernon Trail through
- New, widened sidewalks and street trees on all three street frontages
- Underground parking structure accessed from Canal Center Plaza to remain and serve residential tower
- Internal alleys serve rear-loaded townhouse garages

Building Design



Residential Tower: West Elevation with theater in foreground (left), East Elevation South Elevation (right)

Building Design



Townhouses: N. Fairfax Street (above), Montgomery Street (below)

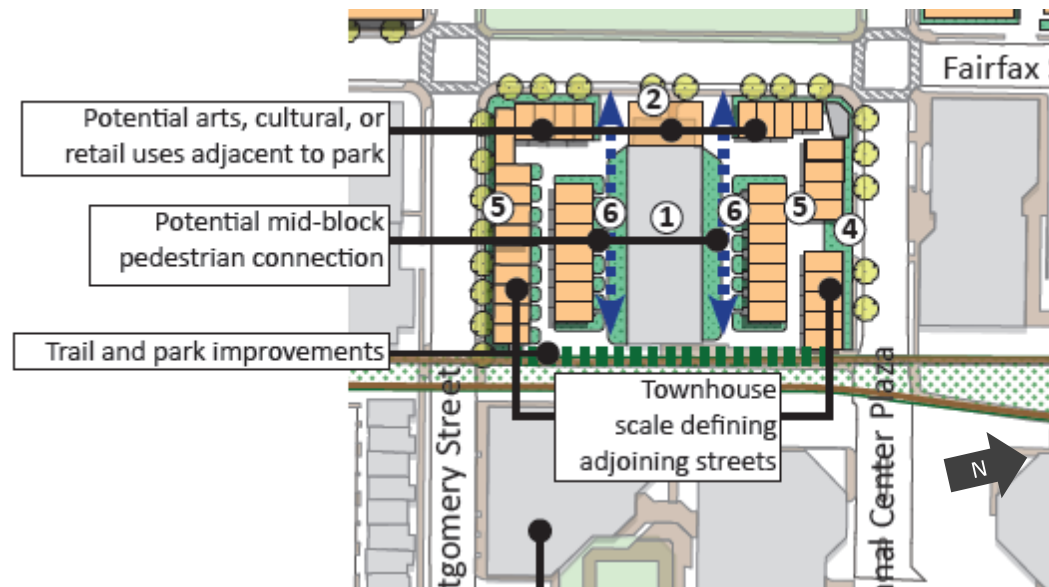
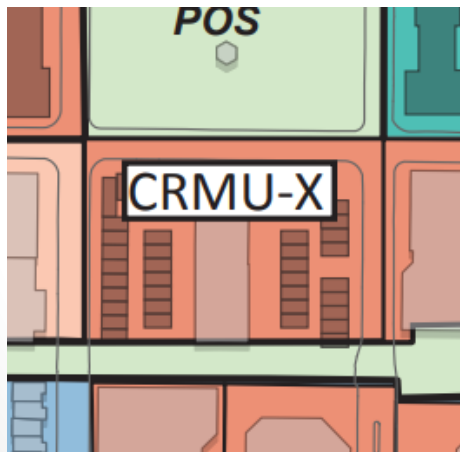
Arts & Cultural Anchor

- Proposed 7,300 sq. ft. live theater fronting N. Fairfax Street
- Qualifies as an “arts and cultural anchor” per Old Town North Arts and Cultural District zoning text amendment
- The use will remain a theater or other arts and cultural anchor for a minimum of 30 years
- Theater will be parked off-site at 901 N. Pitt Street



Rezoning & Compliance with Master Plan

- Requested rezoning from OCM(50) to CRMU-X recommended in Old Town North Plan
- Addition of 30-percent density bonus for arts-related uses in Old Town North allows for placement of townhouse rows along each site frontage on existing parking deck
- General site layout and massing consistent with “illustrative layout” in Old Town North Plan



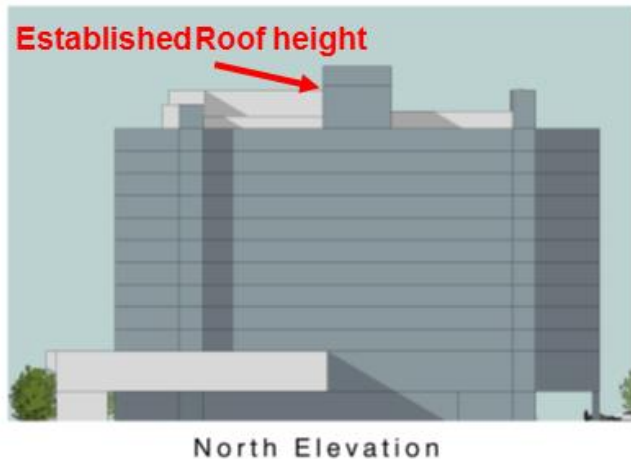
Old Town North Small Area Plan Recommended Rezoning (Left) and Illustrative Layout (Right)

Master Plan Amendment

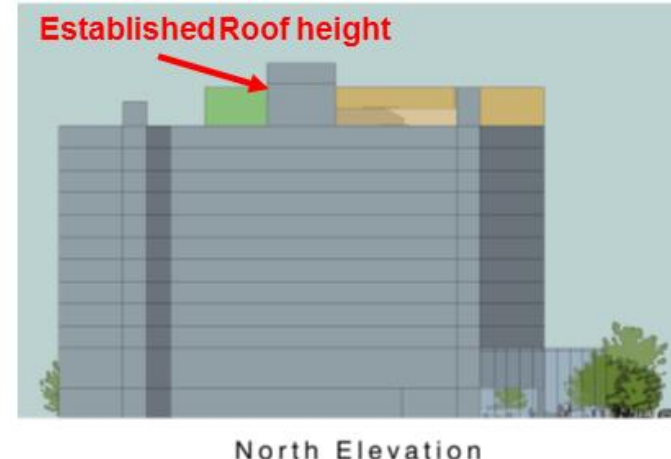
(Old Town North Small Area Plan Height Map)

- Applicant proposes height map amendment to bring existing building into compliance and allow for an expanded 13th-floor building footprint
- The proposed additions to the tower will not increase the overall building height and will create minimal visual impact from street level

EXISTING



PROPOSED



 Club Room Addition

 Residential Units Addition



Special Use Permits & Modifications

Special Use Permits

- Multifamily dwellings in the CRMU-X zone
- Increase to 2.5 FAR in the CRMU-X zone
- Density bonus (30% maximum) for constructing an arts and cultural anchor in Old Town North
- Theater use (amusement enterprise)
- Increase in allowed signage area for the theater
- Transportation management plan (TMP)

Modifications

- Height to setback ratio
- Vision clearance
- Crown coverage requirement

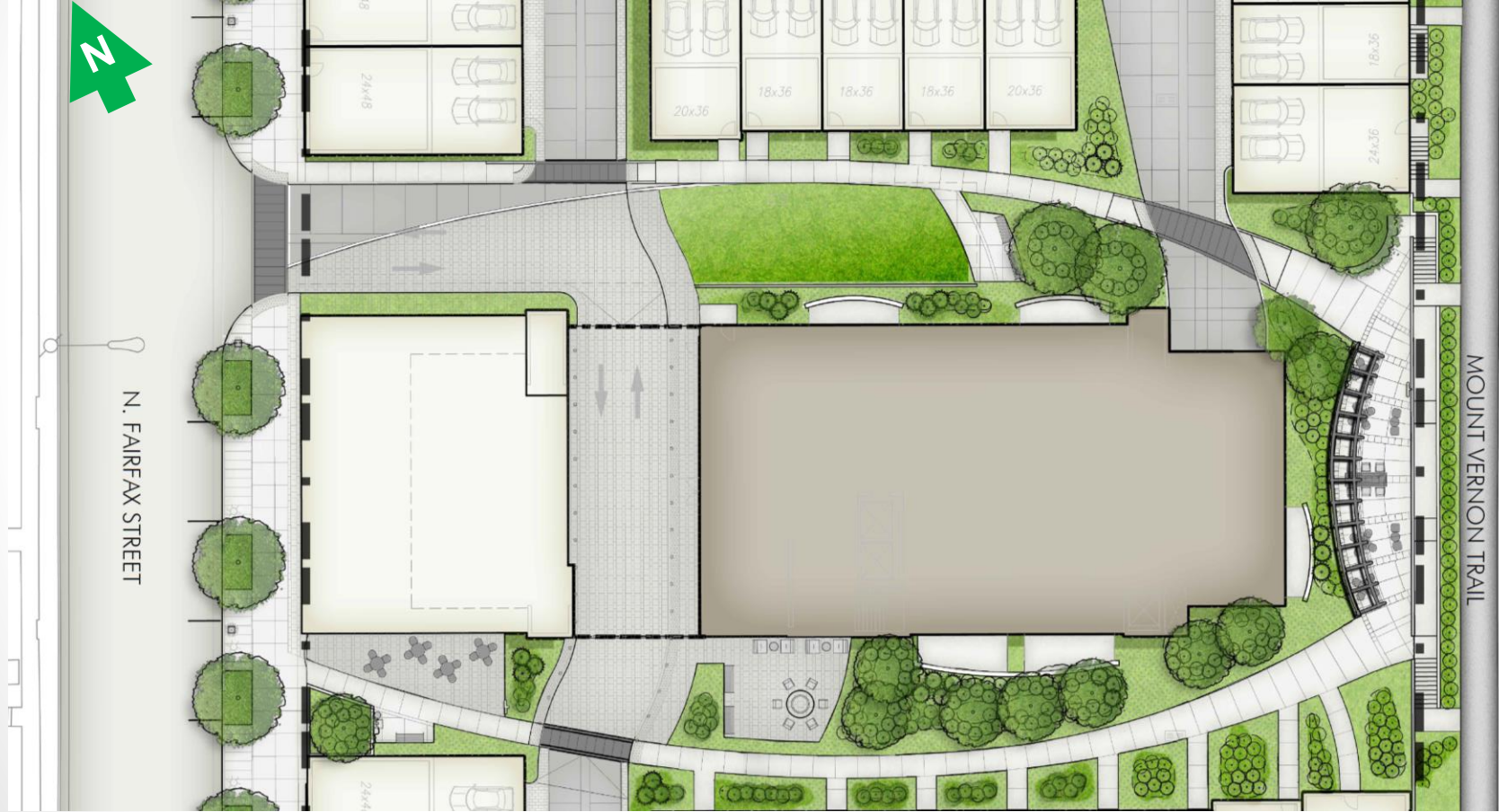
Trail Ownership + Encroachment

- Encroachment ordinance is required for stair and landing for a trail-facing townhouse and stair and ramp for trail overlook terrace
- City research has concluded that Mount Vernon Trail right-of-way is City-owned approximately south of Second Street
- Stairs and ramp provide direct access to Mount Vernon Trail, including from publicly accessible portions of site



3 Mt. Vernon Trail

Open Space + Trail Improvements



Community

Community Meetings	
October 9, 2017	NOTICE Presentation
January 9, 2018	NOTICE Presentation
City Meetings	
October 4, 2017	Urban Design Advisory Committee for Old Town North (UDAC)
November 16, 2017	Urban Design Advisory Committee for Old Town North (UDAC)
December 13, 2017	Urban Design Advisory Committee for Old Town North (UDAC)
January 10, 2018	Urban Design Advisory Committee for Old Town North (UDAC)

- Applicant presented to UDAC four (4) times, and received an endorsement from the committee
- UDAC discussed:
 - The massing and character of the townhouse rows
 - Design and materials of the tower and theater
 - Streetscape improvements along the site frontages
 - Functionality and design of the internal alley system and linear open spaces



Project Benefits

- An arts and cultural anchor for Old Town North
- LEED Silver (or equivalent) building design for the theater and LEED Certified (or equivalent) for the residential uses
- New, widened sidewalks and street trees on all three street frontages
- Proposed improvements to the Mount Vernon Trail segment adjacent to the property up to \$772,677
- \$448,153 affordable housing contribution
- \$10,000 Living Landscape Fund contribution
- Applicant proposes on-site public art installation on garage wall facing the Mount Vernon Trail (at a minimum value of \$30,447)

Conclusion



