

**GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF PLANNING**



**Upper Wisconsin Avenue Corridor Study - Strategic Framework Plan
Summary of Recommendations**

RECOMMENDATIONS

Managing Growth

- Preserve neighborhood character by steering growth along Wisconsin Avenue, particularly to areas near Metro Stations.
- Instead of initiating zoning change, a framework should be adopted as a guide for building height and massing in review of development proposals.
- Building heights along Upper Wisconsin Avenue should range from 2 to 10 stories with higher densities concentrated near Metro Stations.
- Establish clear boundaries for the Housing Opportunity Areas.
- Develop procedures for consistent evaluation of proposed planned unit development (PUD) public amenities, including affordable housing.

Protecting Neighborhoods

- Establish a “Growth Restriction Area” within which zoning changes or PUD applications would not be supported.
- Conversion of institutional uses within the Growth Restricted Area to non matter-of-right zoning will not be supported.

Encourage a Greater Retail Mix

- Continue the Comprehensive Plan designation of Friendship Heights as a Regional Center.
- The character of Jenifer Street and Western Avenue should be changed and upgraded to better connect the retail along Wisconsin Avenue with the Lord and Taylor site.
- Keep heights and densities of commercial buildings from Ellicott to Fessenden low to foster neighborhood-serving retail; have greater densities, parcel sizes and heights in Friendship Heights and Tenleytown concentrated near Metro Stations to attract retail with a larger draw.
- Encourage a greater intensity of mixed uses near Metro Stations to support more retail diversity.
- Establish a business improvement district (BID) and/or merchant’s association to strengthen the retail environment and attract new businesses.

Creating an Attractive Streetscape and Improved Public Realm

Public Realm and Pedestrian Environment

- Reinforce the boundary between pedestrians and vehicles by creating a consistent edge to the sidewalk, such as street trees.

- Reduce curb cuts where possible. Driveways for new development should be minimized unless the location off of the corridor would negatively impact the surrounding neighborhood.
- Improve roadway crossings at River Road, Belt Road, 40th Street/Fort Drive and 39th Street to increase pedestrian safety and environment.

Building Placement

- Buildings should provide a consistent streetwall, with no setbacks permitted along Wisconsin Avenue.

Greenspace and Parks

- Define the edges of the “Circle” of Tenley Circle by consolidating green spaces, reworking two road intersections and improving landscape design.
- Encourage the creation of more public open spaces north of the Circle.
- Open spaces adjacent to the corridor, such as Fort Reno, should be maintained, enhanced and better linked to the corridor, where possible, so that the community can fully realize their potential.

Traffic and Parking

- The District Department of Transportation (DDOT) is planning to undertake a transportation study for the entire corridor to complement the Friendship Heights Study.

Historic Preservation

- Respect the historic Fort Circle Park system.
- Protect and enhance the corridor’s existing historic resources.
- Create a series of interpretive historical markers throughout the study area.