

Beauregard Design Advisory Committee – September 26, 2016
JBG Town Center
Blocks G and F1 - Concept II Submission

Proposal Background

The property is located at the intersection of N. Beauregard Street and Reading Avenue. The Beauregard Small Area Plan (“BSAP”) and Beauregard Urban Design Standards and Guidelines (“Design Guidelines”) envision compact, pedestrian-oriented, mixed-use development with an interconnected network of streets, a range of housing types, concentration and variety of uses at transit stops, and a range of parks, squares, playgrounds and open space distributed throughout the neighborhoods.

Any redevelopment proposal in the BSAP area must accommodate a number of significant site constraints, including existing development, topography, and major future infrastructure improvements such as the Transitway along Beauregard.

The applicant, The JBG Companies (“JBG”), previously met with BDAC in 2014 to present its Concept I submission for the Beauregard Town Center. At that time, JBG was proposing to construct Blocks E, F, G and H in one phase. Since then, JBG has refocused its efforts and the proposal has been revised with the Concept II submission to include only Blocks G and F1 as the first phase of the Town Center, with development of Blocks E and H anticipated shortly thereafter. See attached map of the blocks in the Town Center.

Proposal Overview

The proposed development for Phase I of the Town Center is generally consistent with the recommendations of the BSAP, CDD #21, and the Design Guidelines. The proposal has been further developed since Concept I in response to comments from staff and BDAC. The applicant is requesting some modifications to the Design Guidelines in order to facilitate the first phase of development. Such modifications were anticipated during the plan approval and rezoning process and are subject to BDAC review to ensure that the overall intent and vision of the BSAP is maintained.

The mixed-use Phase I contains 573 multifamily units and approximately 110,000 sf of retail uses, including a full-sized grocery store on Block G. The proposal also features an enhanced public plaza on Block G at the intersection of N. Beauregard Street and Reading Avenue. Approximately 198 residential units will be demolished with this phase and the existing retail center will be reconfigured. The proposed development in Phase I will create an economically viable, active mixed-use Town Center, which will in turn incentivize additional development within the Town Center and the BSAP area.



Town Center Blocks