

PENNSYLVANIA AVENUE DEVELOPMENT CORPORATION

425 THIRTEENTH STREET N.W.

WASHINGTON D.C. 20004

Square Guidelines: SQ. 254

Together with the General Guidelines, these Square Guidelines will control development on Square 254, and form the basis on which the PADC Board may give preliminary program and concept approval to development proposals. The Controls and Standards for Square 254 will be developed from these Square Guidelines, and will form the basis for final approval of development projects.



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Max N. Berry, Chairman

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REGULATORY SYSTEM FOR APPROVAL OF DEVELOPMENT PROJECTS

In addition to the Pennsylvania Avenue Plan - 1974 and other applicable policies governing development, the Pennsylvania Avenue Development Corporation will utilize design and development guidelines which reflect the Corporation's intent with regard to design and development on individual squares under its jurisdiction. Proposals for private development will be assessed and approved by the Corporation based upon compliance with the following:

1. General Guidelines which are applicable to all squares and indicate the Corporation's overall intent with regard to development and design objectives. The General Guidelines include a restatement and refinement of the Plan's goals and objectives, an outline of design and development criteria uniformly or generally applicable to all squares, and a glossary of terms used in the Square Guidelines and Controls and Standards.

AND

2. Square Guidelines which are applicable to each individual square, portion of a square, or group of squares, and indicate the Corporation's specific intent with regard to design and development objectives relative to that square. Each set of Square Guidelines is a preliminary document, and describes the substantive elements which will be treated in the Controls and Standards (as described below).

The Square Guidelines will enable private developers to begin the process of planning and design of private development prior to publication and formal adoption by the Corporation of the Controls and Standards. The PADC Board of Directors may give preliminary approval to development proposals based upon the General Guidelines and individual Square Guidelines, but final project approval shall be based on compliance with the Controls and Standards.

OR

3. Controls and Standards for each square which are developed from and supersede the Square Guidelines prepared for each square. The Controls and Standards constitute the Corporation's formal regulations with regard to design and development on each square. The Controls and Standards describe the elements of the Square Guidelines in precise terms, and may include an elaboration upon or modification of certain elements of the Square Guidelines.

The PADC Board of Directors shall give final project approval to development proposals based upon compliance with the General Guidelines and the Controls and Standards.

NOTE:

ANTICIPATED DEVELOPMENT

The Corporation has entered into a Lease Agreement with Square 254 Limited Partnership to develop the portion of Square 254 described as "Parcel A" in these Guidelines. This agreement is in accordance with the terms of a Development Prospectus issued by the Corporation on April 1, 1978, and the subsequent selection of the Quadrangle Development Corporation and the Marriott Corporation (partners in the Square 254 Limited Partnership) as the developers for the offered site.

These Square Guidelines are consistent with the 1974 Plan and generally consistent with the Planning and Design Objectives and Criteria contained in the Prospectus. However, since the Prospectus was issued prior to the establishment of the regulatory system of which these Guidelines are a part, the Corporation's final approval of the development proposal by Square 254 Limited Partnership will be based upon compliance with the executed Lease and the Prospectus.

All other development projects on Square 254, including future proposals for Parcels B and C, as well as other proposals for Parcel A, will be subject to these Guidelines and the regulatory system described herein.

GENERAL CRITERIA

New development on Square 254 will comprise the largest and most prominent mixed use development in the Western Sector of the Pennsylvania Avenue district. As such, it is critical to the successful realization of the Corporation's goal to attract people to the downtown area and the new public spaces to be created along the Avenue.

Square 254 forms the northern edge of Western Plaza, one of the major public spaces of L'Enfant's city plan. As part of the Corporation's public improvements program, Western Plaza has been redesigned and reconstructed to provide a more attractive setting for new development adjacent to it. Vehicular traffic has been rerouted around the plaza, creating a grand central space on the axis of the Avenue. This new civic square, with its granite parterre of the L'Enfant Plan, will provide a unique opportunity for residents and visitors alike to experience one of the city's most impressive vistas in an environment devoted entirely to pedestrians.

As a complement to Western Plaza, development on Square 254 should establish a new focal point for commercial activity in the downtown area. It should draw pedestrians through an exciting series of public interior spaces. It should include uses along the ground floor street frontages which promote activity on the sidewalk and on Western Plaza at all times of the day and night. In addition to hotels and offices, it should include a substantial component of retail and entertainment uses. The National Theatre in particular has had a long history at this location, and new development should be designed to strengthen the viability of theater use and to provide after-theater places for theatergoers to linger on the Avenue.

The design of development must be of an architectural quality suitable to its highly visible location. The facade along Western plaza must clearly define the boundary of the open space, and must also be designed to ensure a proper setting for adjacent landmark buildings. Development will be located directly across the street from the Willard Hotel, which will be restored to its former elegance, and across Western Plaza from the District Building, which is both architecturally distinguished and symbolically important as the seat of the city's government. New development should be compatible in scale and character with these existing landmarks, and should further enhance the area with equally fine examples of contemporary design.

Square 254 is also an important block along Washington's major shopping street, F Street, which forms an outdoor retail mall between 7th and 15th Streets. New development along F Street, which may include both new construction and renovation of existing buildings, should maximize the use of shops along the entire F Street frontage, and should incorporate other uses which increase F Street's attractiveness to both retailers and customers. Shops should, in general, be directly accessible from the street to provide continuous pedestrian activity along the sidewalk, and shop frontages should be as transparent as possible to provide maximum visibility from the street into the interior of development. Lively retail uses should be combined with such amenities as canopies, graphics, flags, street trees, and special sidewalk treatment, creating a colorful and festive atmosphere for shoppers and pedestrians.

SPECIFIC CRITERIA

1. Development Parcels

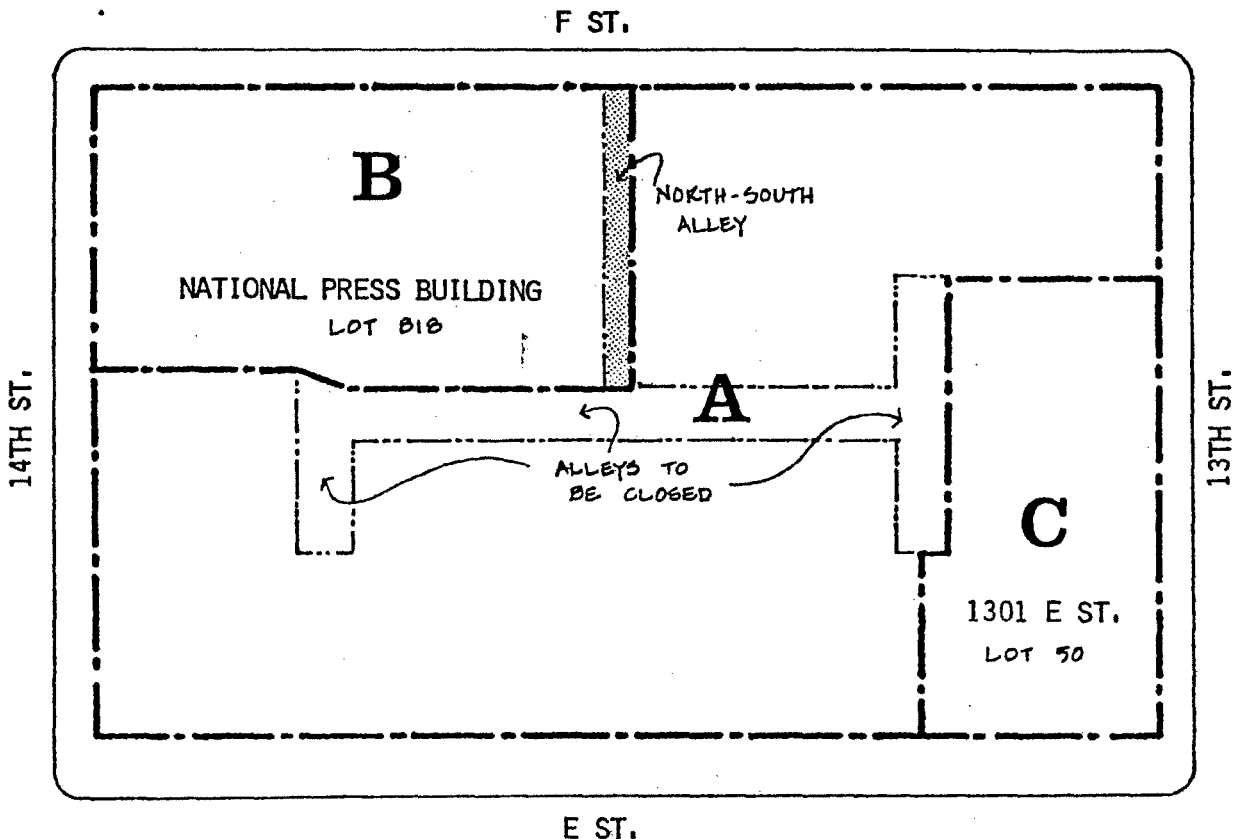
Square 254 shall be developed as no more than three development parcels. If the square is developed as three parcels, the parcels shall be as follows (See Diagram #1):

Parcel A: PADC land known as Parcel 254-A, not including the north-south alley.

Parcel B: Lot 818 (National Press Club) If the National Press Club is renovated or redeveloped, the Corporation may consider including the north-south alley as part of Parcel B.

Parcel C: Lot 50 (1301 E Street)

If two or more of these parcels are combined, the square may be developed as two development parcels, or as a single development parcel.



2. Comprehensive Planning and Design

New development and existing buildings on Square 254 should be integrated with regard to parking, loading, retail, and pedestrian elements. Pedestrian features which require coordination among separate development parcels include retail level connections, interior through-square circulation, public use of the National Theatre lobby, and elements such as store and entrance canopies and arcades.

3. Height of Development

On parcels A and C, the maximum height of development shall be 160 feet, exclusive of roof structures, measured from the curb of the thoroughfare presently known as "E" Street. If Parcel B is separately developed, the maximum height of development shall be the maximum allowed under the Zoning Regulations of the District of Columbia.

Along the entire frontage of E Street, the height of development shall not exceed 135 feet for a distance of 50 feet north of the E Street right-of-way line.

4. Build-to Line

Build-to lines are established along the entire frontages of E, F, 13th, and 14th Streets.

Establishment of a build-to line does not imply a corresponding required height of development, except where a build-to height is specified. Variations in the street facade above the ground level to articulate the scale of development, to establish a rhythm along the facade, or to allow for rooftop amenities, are encouraged as long as the sense of a continuous spatial enclosure is maintained.

5. Build-to Height

That portion of new development at the corner of 14th and E Streets shall be built to the full height of 135 feet.

6. Roof Structures

Roof structures should be located wherever possible so that they are not visible from the street. All roof structures should be attractively designed as integral parts of the overall building composition. The designer should treat roof structures as positive elements in terms of the building massing and architectural expression, rather than attempting to meet only the minimum requirements specified in D.C. Zoning Regulations. Roof structures should maintain the same quality of materials, design interest, and architectural detail as other parts of the building facade.

No roof structures are permitted on the 50-foot roof setback from E Street, except seasonal and temporary structures incidental to rooftop uses, and architectural embellishments.

All mechanical, elevator, and stair penthouses, except existing penthouses on buildings to be renovated, shall be set back twice their respective heights from those edges of the roof fronting on streets.

7. Subsurface Restrictions

Vaults are permitted beyond the lot lines, provided that their locations and configuration are consistent with the Corporation's Side Street Improvement Plan.

Vaults may extend up to 12 feet from lot line, but not within 20 feet of the E Street curb or 10 feet of the other curbs.

Except for existing conditions, subsurface structures incidental to electrical transformers are prohibited within the E Street and F Street sidewalks. Where possible, all connections to water, gas, electric, telephone and sewer lines shall be from 13th and 14th Streets.

8. Special Design Requirements

The architects of development on Square 254 are expected to work closely with the Corporation in treating the following special design elements:

- the massing and facade design of new development, particularly with regard to harmonizing with the Willard Hotel, Western Plaza, and the F Street shopping corridor in terms of scale, design and materials;
- modification of the National Press Club Building, including changes to the facade design, retail plan, ground floor uses, and truck access, the addition of parking facilities, and the relationship of these changes to adjacent development on Parcel A and surrounding areas;
- the integration of the National Press Club Building, if it is renovated, with development on Parcel A in terms of parking, loading, pedestrian connections, and retail uses;
- the design of ground level storefronts and building entrances;
- the retail plan, in terms of the type and size of stores, and their relations to exterior public spaces, especially along E and F Streets;
- the pedestrian environment created at the ground level, particularly along E and F Streets, by the various types of ground floor and sidewalk uses, the accessibility of interior spaces to pedestrians, and the physical design of the building face and sidewalk;
- the physical design of the arcade at the ground level of the National Theatre, and the functional integration of the Theatre building with the arcade and adjacent development;
- an interior court or atrium, if provided;
- awnings, canopies, arcades, or other means of weather protection;
- outdoor cafes and other sidewalk uses;
- structures and planting incidental to rooftop uses;
- the location and appearance of roof structures, especially mechanical penthouses and cooling towers; and,
- access for off-street parking and loading.

9. Uses

Square 254 shall be primarily devoted to hotel, office, and retail use. A special emphasis shall also be placed on maintaining and increasing theatrical and entertainment establishments. The ground floor of development shall be primarily devoted to retail, entertainment, restaurant, and institutional uses that will encourage lively activities at the street level. Uses which generate a low level of activity or engage in business for a limited period of time during the day are discouraged along E and F Streets.

Retail spaces on the ground level fronting on E and F Streets or pedestrian-related passages shall be directly accessible from those areas.

Cafes in the sidewalk on E Street are encouraged.

Rooftop uses such as cafes, restaurants, gardens, and recreational uses are permitted and encouraged.

10. Pedestrian Features

A north-south through-square connection shall be provided between E and F Streets. If the National Press Club Building is renovated, it is recommended that the interior circulation system of the building be connected to and integrated with the through-square connection and new development on Parcel A.

An open arcade shall be provided along the entire length of E Street. The arcade shall connect to the existing arcade of 1301 E Street. The ground floor lobby of the National Theater shall also be functionally integrated with the arcade, and the building shall be modified to provide a sense of continuous pedestrian flow along the arcade. The theater portion of the arcade may be an interior or exterior space, but it shall be accessible to the public during the evening and on weekends.

Weather protection shall be provided along the entire length of F Street.

11. Historic Preservation

The Fox Theater Arch shall remain in place.

12. Curb Cuts

No curb cuts shall be permitted along E and F Streets, except at the north-south alley as long as it remains a public alley. Access from this alley to loading and parking facilities is not permitted.

Along 13th Street, there shall be no more than two curb cuts. Along 14th Street, there shall be no more than three curb cuts, one of which may be located on Parcel B.

13. Off-Street Loading

Parcel 254-A shall provide consolidated loading facilities for Parcels B and C. Parcels B and C may each have additional off-street loading facilities so long as the number of curb cuts along 13th and 14th Streets does not exceed the maximum permitted.