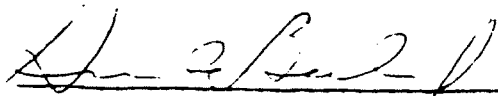


Square Guidelines:

Market Square (Sqs. 407, 408, 431, & 432)

Along with The Pennsylvania Avenue Plan - 1974 and the General Guidelines, these Square Guidelines will control development on Squares 407, 408, 431, and 432, and form the basis on which preliminary approval to development proposals may be granted by the PADC Board and final approval may be granted by the Chairman, as outlined in the Development Policies and Procedures.



Henry A. Berliner, Chairman

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SQUARE GUIDELINES: MARKET SQUARE DEVELOPMENT
(Squares 407, 408, 431, and 432)

A. Background

One of the most important goals of the Pennsylvania Avenue Plan - 1974 (as amended--"the Plan") is to establish a new residential community as part of mixed-use development along Pennsylvania Avenue. This community will be located in the area east of the FBI building, between 6th and 9th Streets, Pennsylvania Avenue and E Street, NW (the "Eastern Sector"). Residential use will enhance the Avenue by promoting an active street life, adding variety to the downtown, and supporting the operation of local businesses and entertainment establishments.

The symbolic heart of this community will be on Pennsylvania Avenue at Market Square. Market Square is one of the most important plazas of L'Enfant's plan for Washington, lying at the midpoint between the Capitol and the White House, where the 8th Street cross-axis intersects the Avenue. It is also historically important because, for more than a century, the presence of the Central Market made it a focus of the city's commercial life.

B. Urban Design Objectives: Market Square

The Corporation intends to re-establish Market Square as one of the grand civic spaces along Pennsylvania Avenue. This will be accomplished through a cooperative effort combining public improvements with private development. On the public side, the Corporation will develop a major new park that will include a memorial to the U.S. Navy featuring a performance facility for the Navy Band and other groups. Private development will complete the architectural setting for this park and provide the cafes, restaurants, and shops that will help to enliven it.

The fundamental design and development challenge at Market Square is to balance the monumentality that is appropriate to the "Main Street of the Nation" with a vitality and humanity that is appropriate to a popular park at the center of a residential community. This will require the creation of both a distinguished architectural setting and a special atmosphere that makes the park become a natural civic gathering place.

The monumental architecture that now dominates Market Square can instill a sense of civic pride by enabling individuals to identify with the larger scale of city, society, and government. To be fully successful, however, Market Square also needs another, less formal character that attracts people to participate in organized or spontaneous public events, to watch and be watched, to stroll in a crowd, or simply to be in a public environment. To establish this more informal aspect, the Square will include the intimate as well as the monumental--small scaled and finely detailed elements, and opportunities for enjoyment and amusement.

development projects will be required to follow a uniform design for streetscape improvements, including sidewalk paving, street trees, and street furnishings. New buildings should be considered elements in a classical urban composition centered on the Archives and Portrait Gallery buildings as focal points. Special cornice height restrictions have been established to maintain the balance of this composition.

Along the 7th Street frontage, new development is intended to reinforce the street's commercial and historic character, as well as its status as a center for the city's arts community. Street level spaces should be devoted to shops, restaurants, and arts-related uses. New construction should maintain the visual rhythm of the streetscape, with highly detailed facades and variations in the building massing and cornice line. Preservation of many of the existing structures along 7th Street, as well as the reconstruction of dismantled facades relocated from other sites along Pennsylvania Avenue, is provided for in the Corporation's historic preservation program.

New development along 9th Street should be built to the maximum height to help balance the bulk of the FBI Building on the west side. The absence of retail uses on the FBI side of the street and the heavy vehicular traffic present particularly difficult planning and design problems. However, these guidelines provide for projections over the 9th Street sidewalk that are intended to improve the street in several ways--by providing weather protection, giving the street a special design character, and establishing a scale more appropriate to pedestrian use.

D Street is composed of short blocks that do not allow a continuous retail frontage. It also provides the most appropriate (and in some cases, the only) location for off-street loading facilities. For these reasons it will be primarily a service street, although some retail uses (such as dry cleaners or copy centers, for example) could be located there. D Street should be seen as an opportunity to concentrate the elements that are necessary to development but not desirable on the pedestrian-oriented streets.

E Street lacks a strong identity, but will change considerably when new development occurs on the north side of the street (Square 406). New construction on E Street should re-establish the street wall by providing strong corners and a continuous building frontage at the sidewalk.

D. New Private Development:
General Planning and Design Criteria

Development on these squares shall address several major objectives that support the achievement of the Corporation's overall goal for the Eastern Sector. These objectives are:

E. New Private Development: Specific Planning and Design Criteria

1. Coordinated Planning Area

The coordinated planning area is the area bounded by Pennsylvania Avenue, E Street, 7th and 9th Streets, NW (Squares 407, 408, 431, 432, and the adjacent streets and open spaces).

2. Development Parcels

The coordinated planning area shall be developed according to the development parcels delineated in Diagram #1. These development parcels represent minimum areas that may be developed. Any combination or number of development parcels may be developed as a single project.

Phased construction on a development parcel may be permitted, subject to the Corporation's specific approval. Agreements regarding the program of uses developed in each phase, the timing of construction, and various performance guarantees will be required for such approval. The Corporation may also choose to hold a development competition for selected sites within this four-block area.

The minimum development parcels are defined as follows (see Diagram #1):

Parcel A: On Square 408, all lots except 807, 808, 816, and 817 (the Federal Triangle Building). All or portions of the existing alley will be closed and included in the development parcel.

On Square 432, all lots. The existing alley will be closed and included in the development parcel.

A 20-foot setback along the former Market Space right-of-way and a semicircular area of 240 feet in diameter at the intersection of 8th Street and Market Square will be developed by the Corporation as part of Market Square Park. This setback area is included in the private development parcel, but is subject to the development controls in these guidelines. For the purpose of calculating the size of the building footprint, the setback area measures approximately 10,375 sq.ft. within the present building lines on Square 408, and 10,675 sq.ft. on Square 432 (see Diagram #1).

Parcel B: On Square 431, lots 806, 807, 814, 815, and 822. Portions of the existing alley will be closed and included in this development parcel.

Parcel C: On Square 407, all lots except 17, 807 810, and a portion of 812 where the PEPCO substation is located.

In addition to the above development parcels, each of the following buildings is designated as a separate development parcel that may be developed individually, as part of a group, or combined with any of the parcels described above:

Parcel D: Square 407, lot 807.
(Herman's)

Parcel E: Square 407, lots 17 and 810.
(Stables Building)

Parcel F: Square 408, lots 807, 808, 816, and 818.
(Federal Triangle Bldg.)

Parcel G: Square 431, lot 816.
(406 Galleries)

Parcel H: Square 431, lot 23.
(Jenifer Building)

Parcel J: Square 431, lot 3.
(Union Hardware)

Parcel K: Square 431, lot 4.
(717 D Street)

Parcel L: Square 431, lot 800.
(PEPCO Building)

Parcel M: Square 407, portion of lot 812 (PEPCO substation)

3. Comprehensive Planning and Design

The planning framework for the development program is established in the Plan. Specific attention is directed to the "Eastern Sector" amendments to the Plan, which were approved by the Corporation's Board of Directors in October, 1982.

In order to achieve the goals set forth in the Plan, new development shall be part of a comprehensive program. This requires coordination of the following critical items:

- a. Uses shall be distributed as described in the Plan. In general, there shall be residential concentrations along 8th Street and portions of the Market Square frontage,

4. Uses

Uses shall be developed in accordance with the program described in the Plan and more fully described below. This program includes residential, retail, office, and arts uses.

a. Residential.

The residential program for these squares is as follows:

| | | | |
|------------|---|-----------|------------------------|
| Square 407 | : | 275 units | (225,000 sq.ft. gross) |
| Square 408 | : | 100 units | (85,000 sq.ft. gross) |
| Square 431 | : | 225 units | (185,000 sq.ft. gross) |
| Square 432 | : | 125 units | (105,000 sq.ft. gross) |

All residential units specified above shall be developed on Parcels A, B, and C. Additional residential units are encouraged on these parcels, if feasible. Residential use is also encouraged on other parcels.

With adequate guarantees, the residential allocations specified above may be transferred among the squares within a development parcel. The Corporation also reserves the authority at its discretion to transfer residential allocations from one parcel to another.

Residential uses shall be concentrated in the locations which afford maximum exposure to the area's existing and planned amenities (such as park frontages, views, isolation from street noise, light and air, preservation enclaves, and the like). These locations include 8th Street, portions of the frontages around Market Square Park, and the upper levels of development.

Residential units should include a mix of unit types in accordance with the projected housing program in the Plan. Residential development may include either rental or sale units, or a mixture of both.

b. Retail.

The majority of retail uses on these squares shall be concentrated at specific locations and shall include a carefully programmed mix of tenants. The Corporation's economic and marketing study of the Eastern Sector area indicates that there will not be sufficient market support for continuous retail along all ground level frontages, and recommends instead that retail be developed in concentrations. The major retail concentrations in this area shall be at Market Square and along 7th Street. Retail development at these locations is expected to serve the entire area rather than any single development project.

Cafes in the public spaces on 8th Street and Market Square are encouraged. Rooftop recreational uses and retail uses such as cafes and restaurants are permitted and encouraged.

c. Office.

Office uses are intended to support the economic feasibility of residential use in mixed-use development. Office uses should be of high quality and should be appropriately located so as not to intrude on the character of predominantly residential areas.

d. Arts.

Seventh Street has emerged as a major center for the city's arts community. This development is supported by the proximity to the National Gallery of Art, the National Portrait Gallery, and the National Museum of American Art. The Tariff Commission building at 7th and E Streets also has been proposed for rehabilitation for museum use.

The Plan provides for the establishment of a community arts facility on Square 407 and Square 431. Other arts uses including private art galleries, framing shops, craft shops, antique shops, jazz clubs, dinner theatres, and the like are encouraged in the area. Along the frontages where major retail concentrations are located (such as Market Square and 7th Street), most galleries and arts uses that do not draw a large number of users should be located on upper floors of development. Arts organizations as office tenants are also encouraged.

e. Parking.

Adequate off-street parking shall be provided to serve all uses. In determining the amount of parking provided, developers shall consider the following factors:

- 1) The Corporation's Environmental Impact Assessment recommends several mitigating measures to ensure an adequate parking supply in the Eastern Sector area. The Corporation will review each development project to determine the potential to provide additional levels of off-street parking. Developers are encouraged to institute measures to ensure maximum utilization of parking facilities, including joint use arrangements and special rates for carpools and

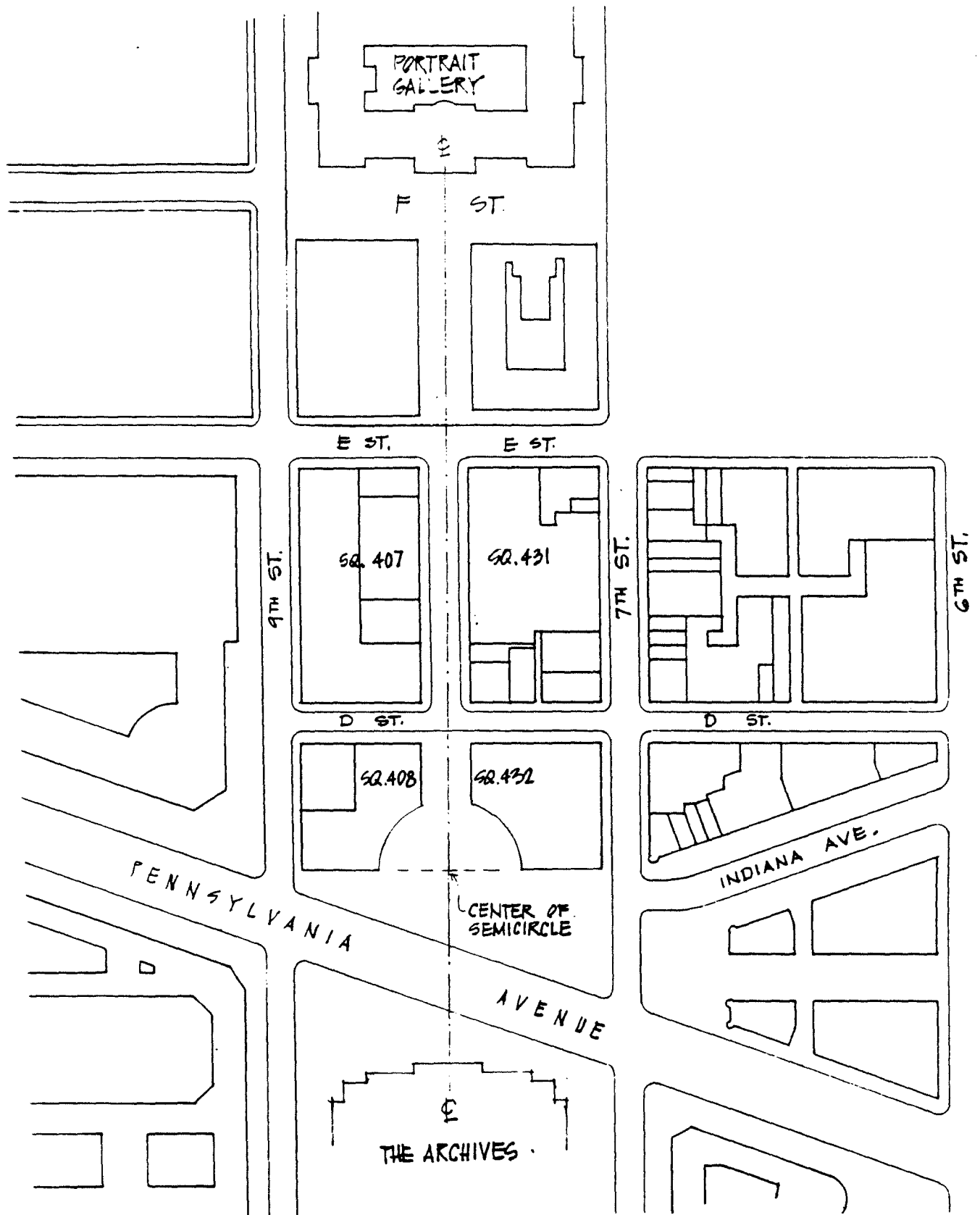


DIAGRAM #2: LOCATION OF THE SEMICIRCLE

THE CENTER OF THE SEMICIRCLE SHALL BE LOCATED AT THE INTERSECTION OF THE LINE ESTABLISHED BY CONNECTING THE CENTER POINT OF THE PORTICOS OF THE ARCHIVES BUILDING AND THE PORTRAIT GALLERY BUILDING AND THE LINE ESTABLISHED BY CONNECTING THE SOUTHERN BUILDING RESTRICTION LINES ON SQUARES 408 AND 432.

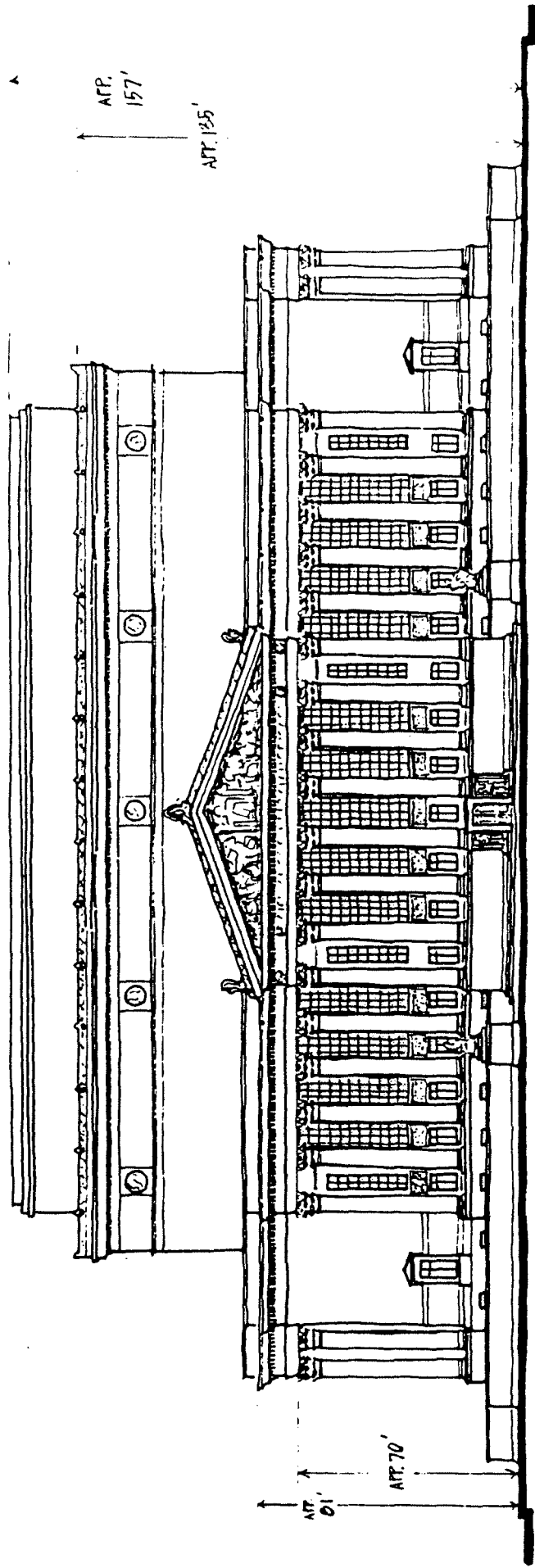


DIAGRAM #5: PA. AVE. ELEVATION OF THE NAT'L ARCHIVES

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- c. Seventh Street. Along the 7th Street frontage of both Squares 431 and 432, articulations and variations in building height are encouraged, so as to break up the apparent bulk of larger new buildings and to respond to the lower scale and variety of building heights along the street. Building heights may range up to the zoning maximum for limited portions of the frontage, provided that the overall expression and massing modulates between the varied heights of existing buildings. This restriction is intended to establish a compatible relationship with the mini-historic district along 7th Street, while at the same time allowing adequate building bulk.
- d. Historic Buildings. Additional or modified height restrictions may apply to development in conjunction with buildings in the Corporation's preservation program. These are described more fully in Section 15. In some cases, deep setbacks may be required; in some cases, a sympathetic design may be obtained for particular buildings if new construction rises directly above the existing facade. The overriding consideration that the Corporation will consider is that the height and design of new development must respect the integrity of the individual building and its context.

8. Build-to-Height

New construction along 8th Street and the building restriction lines at Market Square shall be built at least to the uniform cornice height as established in Section 7a. In the event that the PEPCO substation remains, the existing facade shall be replaced with a new facade built to the height of the uniform cornice line. New construction along 7th Street shall be built to a minimum height of approximately 35 feet so as to maintain a continuous street wall.

9. Market Square Facade

On Squares 408 and 432, the section of the semicircular facade below the uniform cornice height shall be designed as a symmetrical backdrop to Market Square Park. This section of the facade is intended to serve as a balancing element to the Archives Building and as a gateway to the 8th Street axis to the Portrait Gallery. The remaining portions of the facade (including the portions above the uniform cornice height and the frontal sections parallel to the former Market Space right-of-way) should establish an appropriate

10. PEPCO Substation

The PEPCO substation on Square 407 is expected to remain for economic reasons. However, the Corporation encourages developers to explore a new configuration for the PEPCO substation in order to allow more efficient development of the square and to enhance opportunities for additional residential frontage along 8th Street. In the event that the substation remains in its current location, new development on Parcel C shall include a new facade treatment and provisions for show windows along the ground level to make the substation more compatible with a residential environment.

11. Roof Structures

All roof structures should be attractively designed as integral parts of the overall building composition. Roof structures should be treated as positive elements in terms of the building massing and architectural expression, rather than attempting to meet only the minimum requirements specified in the 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.

Roof structures are not permitted in required setback areas. This restriction does not apply to existing roof structures or to seasonal and temporary structures, incidental to rooftop use. Rooftop terraces, trellises, canopies, and the like are permitted and encouraged.

12. Pedestrian Features

Pedestrian features at the ground level of development, including weather protection, sidewalk paving and landscaping, street furniture, signage, lighting, building entrances, and lobbies, shall be attractively and appropriately designed, and shall be consistent with the Corporation's urban design objectives.

Sidewalks on all side streets shall be developed in a manner consistent with the Corporation's Side Street Improvements Program. Special care shall be given to landscaping and pedestrian features along 8th Street.

- 1) They shall be consistent with the Corporation's Public Improvements Program and Side Street Improvements Program; and,
 - 2) They may extend up to 12 feet beyond the property line, but not within 10 feet of a curb.
- b. Subsurface construction is permitted under portions of Market Square Park as follows (see Diagram #6):
- 1) On Square 408, it may extend south of the 20-foot setback line as far as the property line;
 - 2) On Square 432, it may extend south of the 20-foot setback line as far as the limit of Metro construction, and may include connection to the Metro station;
 - 3) It may occupy the area between the building frontages along the former 8th Street right-of-way;
 - 4) It shall be at least 7 feet below grade to allow for the planting of trees;
 - 5) It shall accommodate any structures, easements, or landscaping in connection with Market Square Park or the Metro station; and,
 - 6) It shall accommodate the two existing 69-KV PEPCO lines and any other utilities that remain.

The location and layout of electrical transformers in public space will be subject to a special review by the Corporation. It is recommended that electrical transformers be located in the basement or on the roof of the building. Electrical transformer vaults are not permitted beyond the Market Square building footprint or on 8th Street.

Where possible, all connections to water, gas, telephone, and sewer lines shall be from 7th, 9th, D, or E Streets.

15. Noise Abatement

The Corporation's Environmental Assessment for the Eastern Sector has determined that the predicted traffic noise for the area is expected to have an average day/night sound level

(Ldn) in the range of 68 to 75 decibels. This noise level falls in the normally unacceptable noise range (65-75 dB) for dwelling units under the Department of Housing and Urban Development's Environmental Criteria and Standards. In order to ensure acceptable noise levels in residential units, developers will be required to determine during the design phase of the project, in consultation with the Corporation, whether noise abatement measures should be incorporated in the project design. These measures are as follows:

- a. In general, dwelling units on the perimeter frontage of buildings should be equipped with forced air ventilation systems that allow occupants the choice of keeping windows closed to achieve an acceptable interior noise level.
- b. If an average noise level less than 65 dB is projected, no further noise abatement measures are required.
- c. If an average noise level between 65 and 70 dB is projected (most likely in buildings along 8th and D Streets), a 5 dB sound attenuation is required. This level of attenuation can be achieved by providing forced air ventilation systems and limiting the percentage of window area to total wall area in dwelling units to a maximum of 35 percent.
- d. If an average noise level between 70 and 75 dB is projected (most likely at locations along 7th, 9th, and E Streets, and Pennsylvania Avenue), a 10 dB sound attenuation is required. This level of attenuation can be achieved by providing, in addition to the measures above, window assemblies having a minimum sound transmission class (STC) of 28. Such windows would be double glazed in either a fixed sash or operable frame. An operable window assembly would have a gasketed frame that would seal tightly when the window is in the closed position.

Dwelling units along these frontages should be located on upper levels of development, where exposure to lower noise levels can be expected.

E STREET

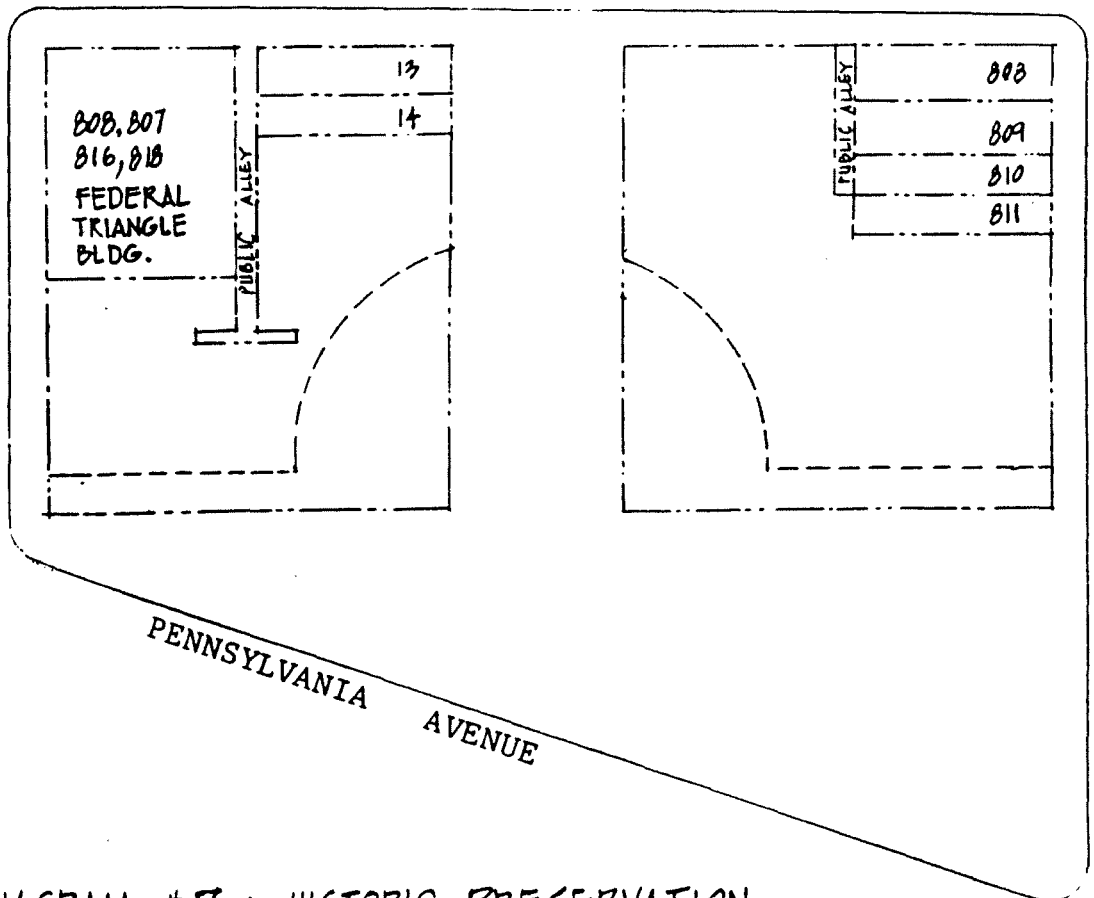
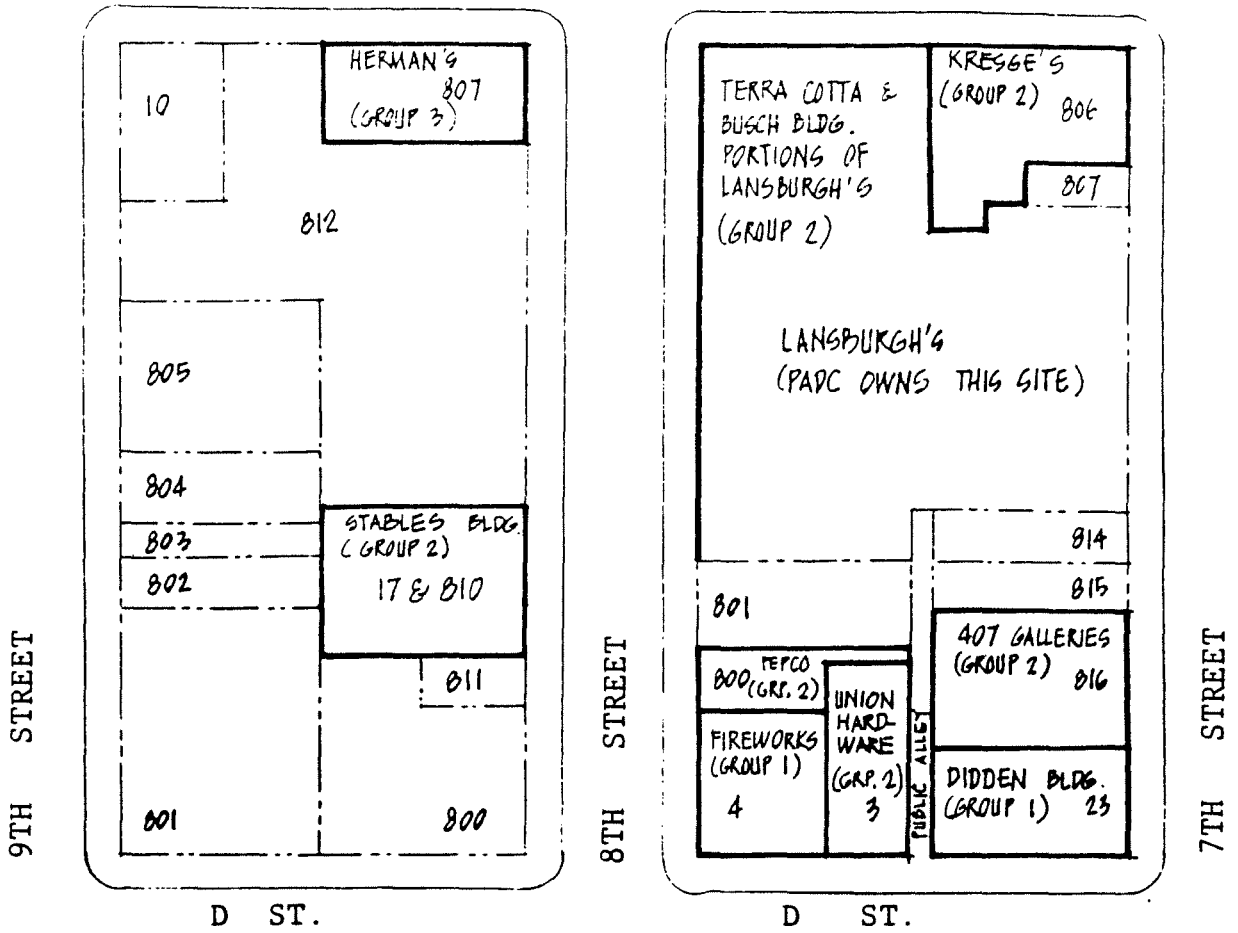


DIAGRAM # 7 : HISTORIC PRESERVATION

The following buildings shall be treated in accordance with the Plan (see Diagram #7):

| | | | |
|-------------------|----|----------|--|
| <u>Square 407</u> | -- | Group 2: | 410 8th Street (Stables Building) |
| | | Group 3: | 800 E Street (Herman's) |
| <u>Square 431</u> | -- | Group 1: | 400 7th Street (Jenifer Building) 717 D Street |
| | | Group 2: | 707 D Street (Union Hardware-- old building only) 406 7th Street (406 Galleries) 405 8th Street (PEPCO Building) Lansburgh's (terra-cotta portion) |
| | | Group 4: | 634 7th Street (Kresge Building) 710 E Street (Busch Building) |

17. Curb Cuts

Curb cuts are restricted as follows:

- a. On Square 407, only curb cuts required for the operation of the PEPCO substation are permitted on 8th Street. It is recommended that all other curb cuts on the square be located on D or E Streets.
- b. On Squares 408 and 432, curb cuts are permitted only on D Street.
- c. On Square 431, curb cuts are not permitted on 7th or E Streets. All curb cuts for Parcel B shall be consolidated at a single location.

18. Off-Street Loading

Access to all off-street loading facilities shall be prohibited from 7th and 8th Streets, except that on Square 431, a single access from 8th Street is permitted for off-street loading facilities on Parcel B.

It is recommended that a joint facility serve all buildings on Parcel A, Squares 408 and 432, by means of an underground connection. This connection must be designed so as not to require relocation of the 69-KV electrical lines along 8th Street.

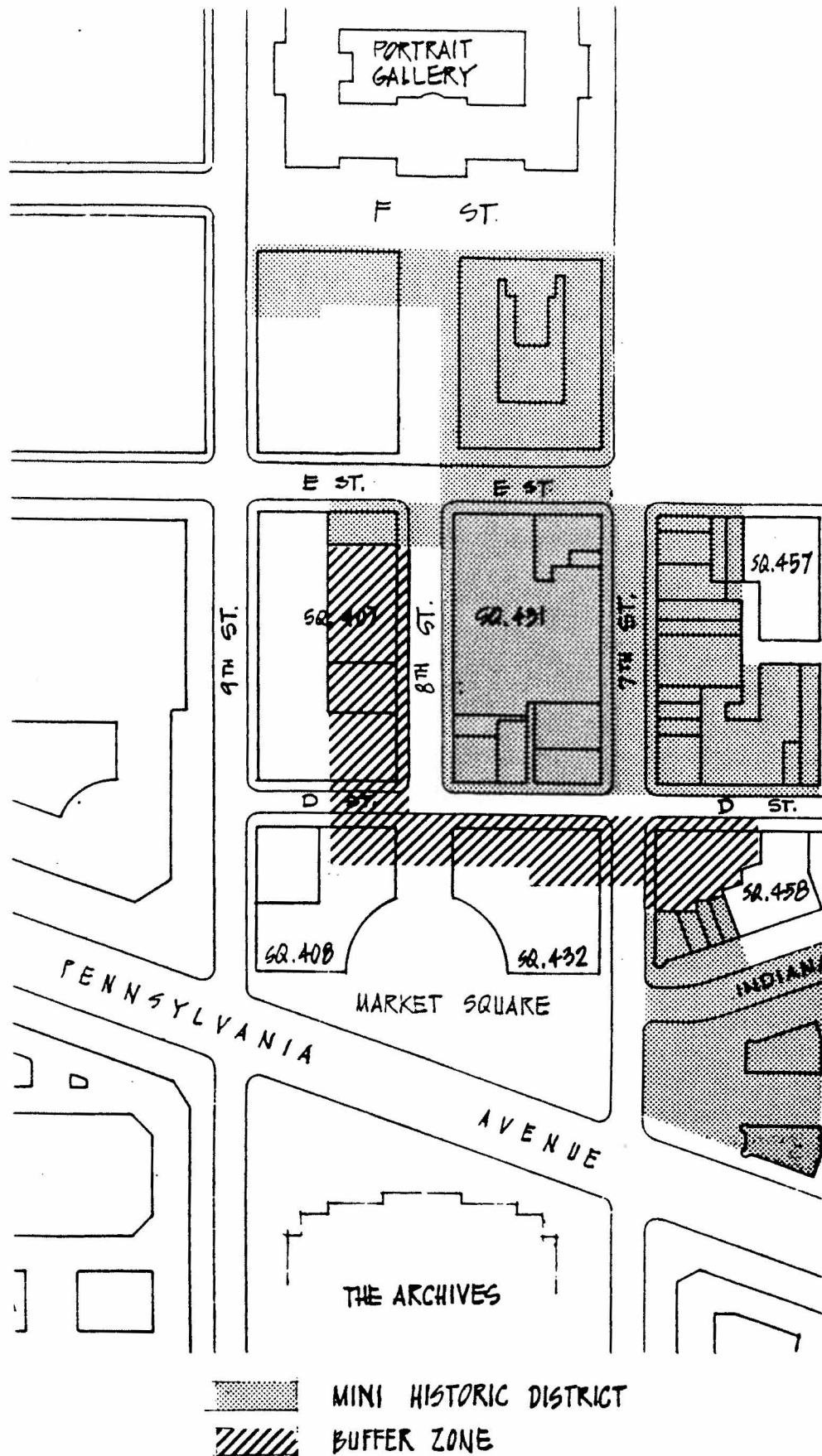


DIAGRAM #9: HISTORIC PRESERVATION DISTRICT/ZONE