

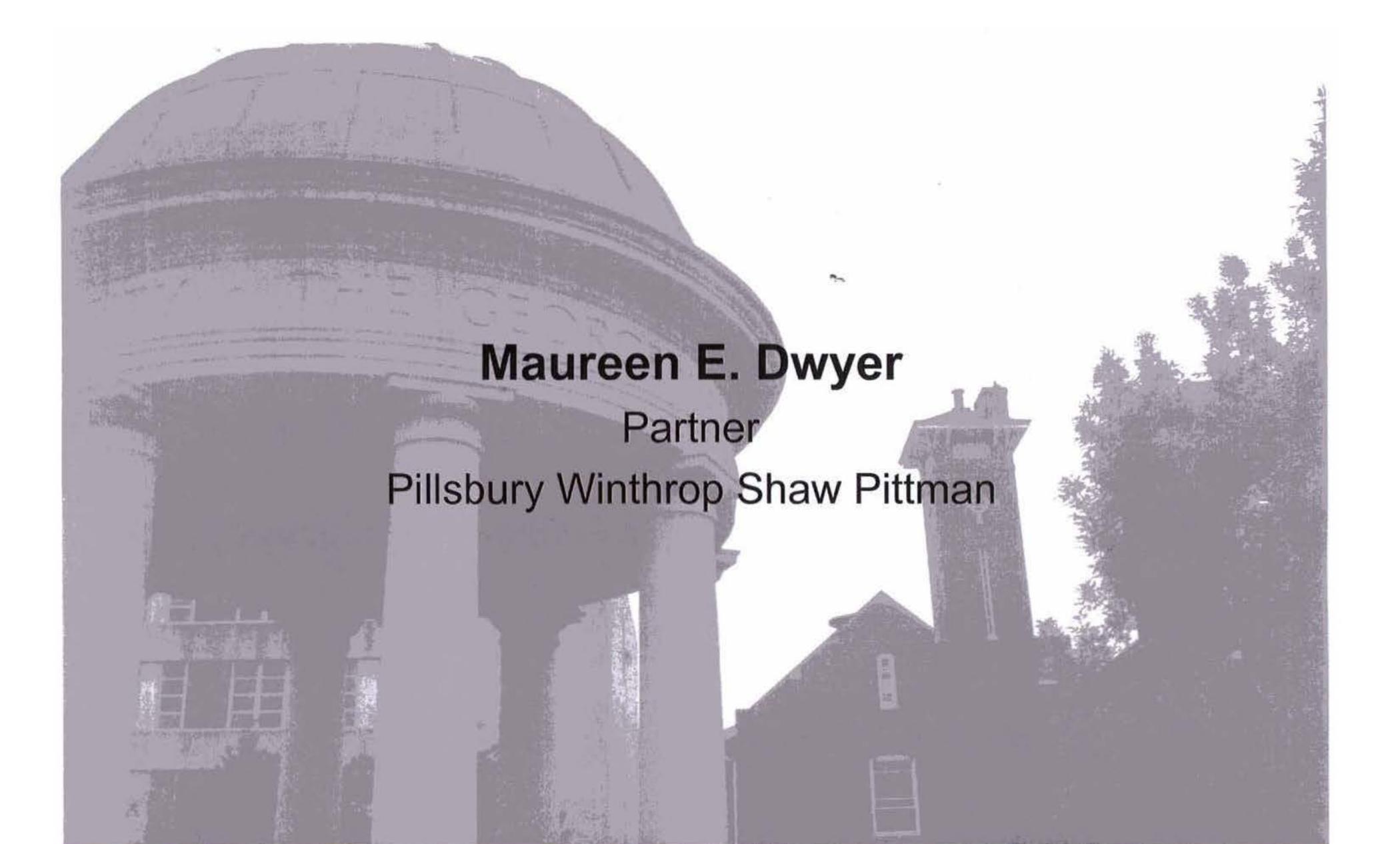
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The Foggy Bottom Campus Plan: 2006 – 2025 & First-Stage PUD

**Zoning Commission Cases
06-11 and 06-12**

September 14, 2006

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Maureen E. Dwyer

Partner

Pillsbury Winthrop Shaw Pittman



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Foggy Bottom Campus Plan: 2006 - 2025

Overview

- Zoning Applications for the **Foggy Bottom Campus Plan case**
 - New 20-year **Campus Plan**
 - Accompanying **First-Stage PUD and Map Amendment**
- While filed separately, the **two** are interdependent



Overview

- As reflected in the OP report, case represents the culmination of an **extensive collaborative process** between the **University**, the **Office of Planning** and the **community** to craft a development plan that:
 - Accommodates the University's **forecasted academic and student housing needs** within existing campus boundaries
 - Builds upon the important **undergraduate student housing condition** of the existing Campus Plan
 - Provides **certainty and predictability** for the future
 - Addresses **long-standing issues of community concern**
 - Minimizes potential for objectionable **impact to neighboring property**



The Campus Plan & PUD

- The **PUD** is the ideal zoning mechanism to achieve the appropriate level of **certainty, predictability and control** for the community, the District, and the University
 - The appropriateness of the PUD process for campus plan development affirmed by the Commission in the Square 103 (Potomac House) PUD
 - The appropriateness of the two-stage PUD process for master plans/large phased-development projects affirmed by the Commission in the MedStar PUD and Master Plan case
- For these reasons, OP recommended and GW pursued the PUD approach for the Foggy Bottom campus



The Campus Plan & PUD

- In many respects, the **two-stage PUD process** mirrors the **two-stage Campus Plan process** set forth in Section 210
 - **First-stage PUD approval is parallel to the approval of a Campus Plan** which is the first step under Section 210, however requires additional detail and specificity
 - **Second-stage PUD approval is similar to the further processing stage** of the Campus Plan process in terms of evaluating consistency with the previously approved PUD (or Campus Plan), but requires heightened review



The Campus Plan & PUD

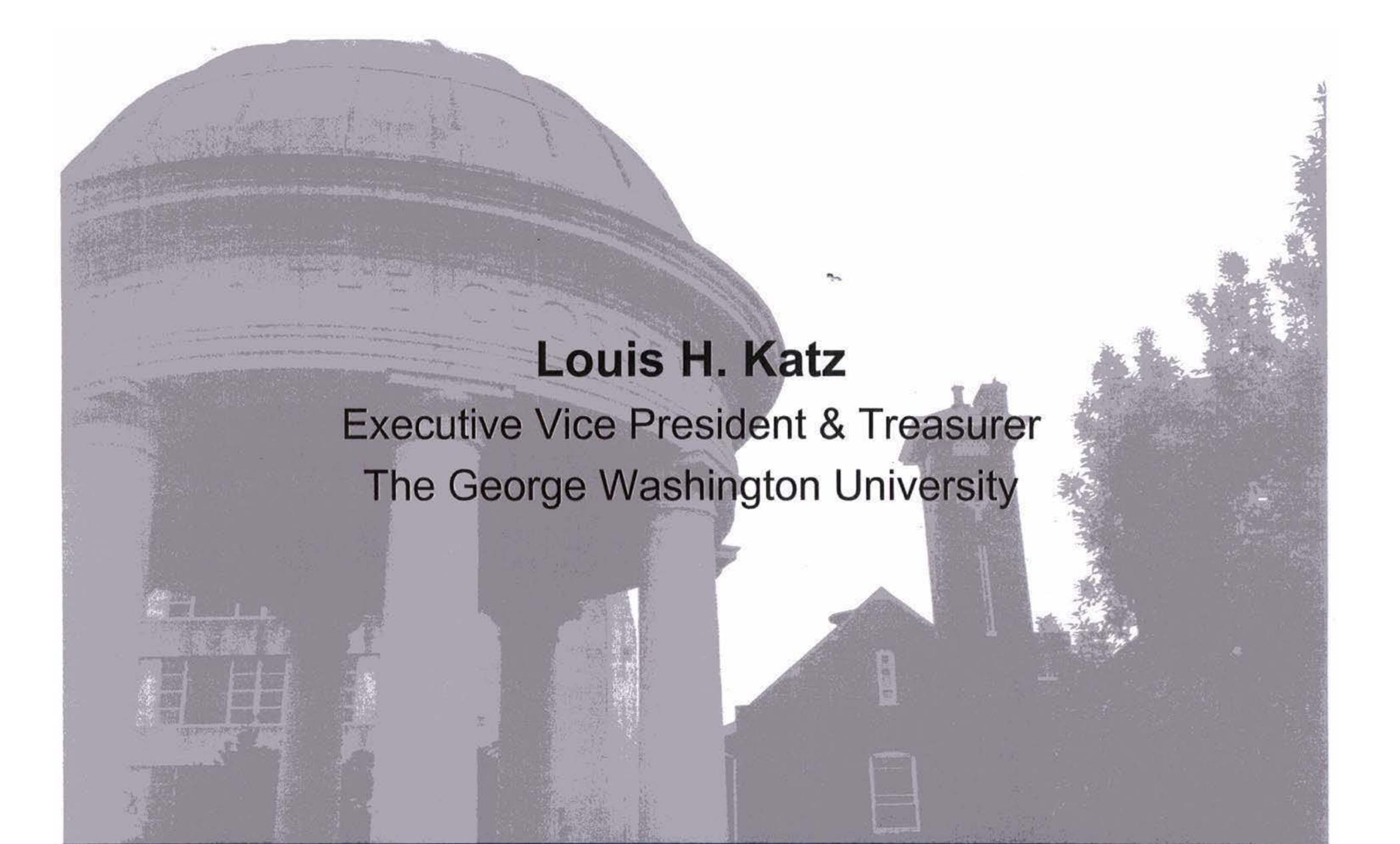
- In summary, the two-stage PUD process provides:
 - Greater **controls and specificity** at both the first- and second-stage review levels
 - Important **public benefits and amenities**
 - **Limitation of new campus development** to identified sites and densities set forth in the Campus Plan
 - An accompanying **change in zoning** to certain sites in the core of campus to accomplish the Plan objectives
 - **Vesting of proposed zoning and densities** once 70% of proposed development is completed or approved, to provide certainty for the proposed development plan



Fact and Expert Witnesses

- **Louis H. Katz**
 - Executive Vice President & Treasurer, GW
- **Lydia W. Thomas**
 - GW Board of Trustees and President & CEO, Mitretek Systems, Inc.
- **Charles K. Barber**
 - Senior Counsel, GW
- **Sherry K. Rutherford**
 - Managing Director of Real Estate Planning & Development, GW
- **Matthew A. Bell** (lead architect)
 - Principal, Ehrenkrantz, Eckstut & Kuhn
- **Laura H. Hughes & Anne H. Adams** (historic preservation consultants)
 - EHT Traceries & Pillsbury Winthrop Shaw Pittman
- **Martin Wells** (parking and traffic consultants)
 - Wells & Associates, LLC





Louis H. Katz

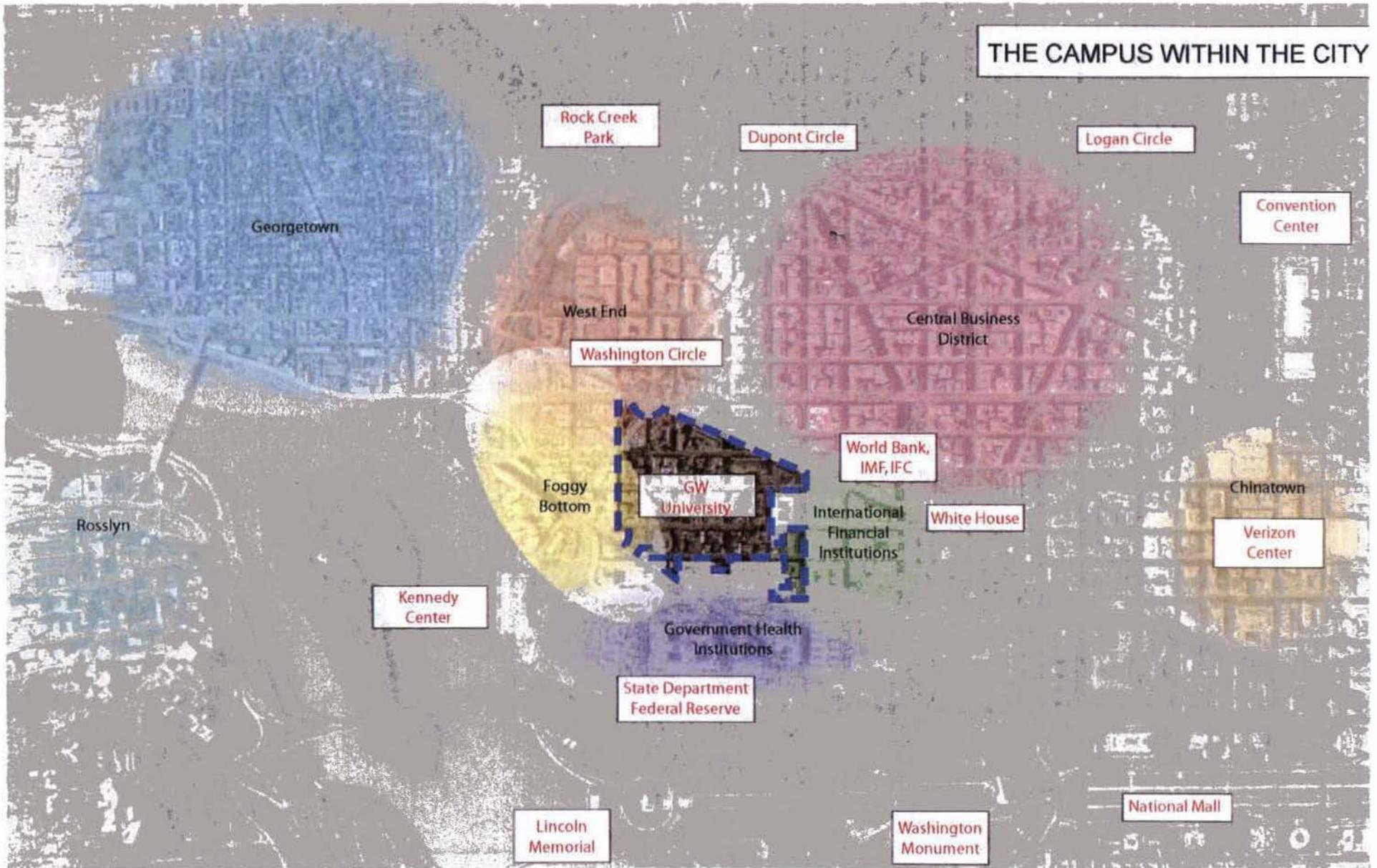
Executive Vice President & Treasurer
The George Washington University



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Foggy Bottom Campus Plan: 2006 - 2025

THE CAMPUS WITHIN THE CITY



The George Washington University & The Foggy Bottom Campus

- **GW and the Foggy Bottom/West End community**
 - a **thriving community** is a key component of the *GW Experience* for all who study, teach, research & work at GW
 - GW's commitment to and value of the neighborhoods of which we are a part is reflected in many **University initiatives and programs**
 - GW provides a variety of resources for our neighbors outlined in *Discover GW*, and available at www.neighborhood.gwu.edu
 - relationship between GW and our neighbors underpins the broad and inclusive **community-based planning process** from which this Campus Plan was developed



*Following two years of study from within and without, Boston College is about to make a set of dramatic advancements ... **because universities that don't move forward move backward and lose consequence.***

*William P. Leahy, SJ
President, Boston College
May 2006*



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Foggy Bottom Campus Plan: 2006 - 2025

Building a World-Class University: GW's Integrated Development Strategy

- **The Foggy Bottom Campus Plan: 2006 – 2025**
 - *Grow Up, Not Out* to accommodate forecasted academic and student housing space needs on campus
- **Square 54**
 - Commercial redevelopment of old hospital site as a mixed-use “town center”

Reflect GW's strategic planning initiatives to create a world-class university in the nation's capital

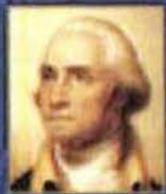


GW's Integrated Development Strategy

The Campus Plan: The Need for Space

Academic Facilities

- Respond to **evolving technological & academic program needs**
- Enhance **interdisciplinary programs** unique to GW
- Continue to **attract top-tier faculty and students**
- Further GW's status as a **world-class University**



GW's Integrated Development Strategy

The Campus Plan: The Need for Space

Student Housing

- addresses **student demand** and **Campus Plan requirement**
- Requirement enhances undergraduate *Living & Learning* environment
- nearly **2,800 on-campus beds added since 1999**
- Plan proposes **up to 1,000 additional on-campus beds** (including SWW project)



GW's Integrated Development Strategy

The Campus Plan: The Need for Space

- Additional space needs will not **increase student, faculty, and staff populations** beyond already approved levels
- **Growth required to further GW's core academic mission** and enhance quality of the University's educational programs
- Plan calls for addition of **approximately 1.5 million square feet of academic space** and up to **1,000 additional beds** within the campus boundaries



GW's Integrated Development Strategy

Square 54: A Unique Opportunity

- Signature location at the “**front door**” of the campus and the Foggy Bottom/West End neighborhood
- **Smart Growth**, transit-oriented development location
- Proposed **mixed-use “town center”**
 - Retail, residential and office uses
- **Key element of GW's integrated development strategy**
 - Provides major source of **non-enrollment driven revenue** to fund the core academic mission
 - Will **enhance urban campus experience** for students, faculty and staff who study, live and work in Foggy Bottom



GW's Integrated Development Strategy

Shared Benefits

- **For the Community**

- Concentrates new University **development in targeted locations** in the core of the campus, **away from surrounding residential neighborhoods**
- Provides **neighborhood-serving retail services** on **Square 54** and along the proposed **I Street Retail Corridor**
- Enhances the **public environment and pedestrian experience** through landscaping and streetscape improvements
- Includes significant **new University commitments**, including a schedule for the **transition of off-campus properties** and **limitations on the use of any additionally-acquired off-campus properties** in the Foggy Bottom/West End neighborhood



GW's Integrated Development Strategy

Shared Benefits

- **For the District**

- Establishes a framework for **predictable, planned growth** guided by **smart growth** and **transit-oriented development** principles advanced by the DC Office of Planning
- Provides opportunities for **new business development** and **enhances the District's tax base**
- Maintains **architectural and historic resources** that enhance the unique character of Washington, DC through the creation of a **potential historic district** and the **landmark designation** of several additional buildings on campus
- Sustains and promotes a **world-class university** in the District of Columbia



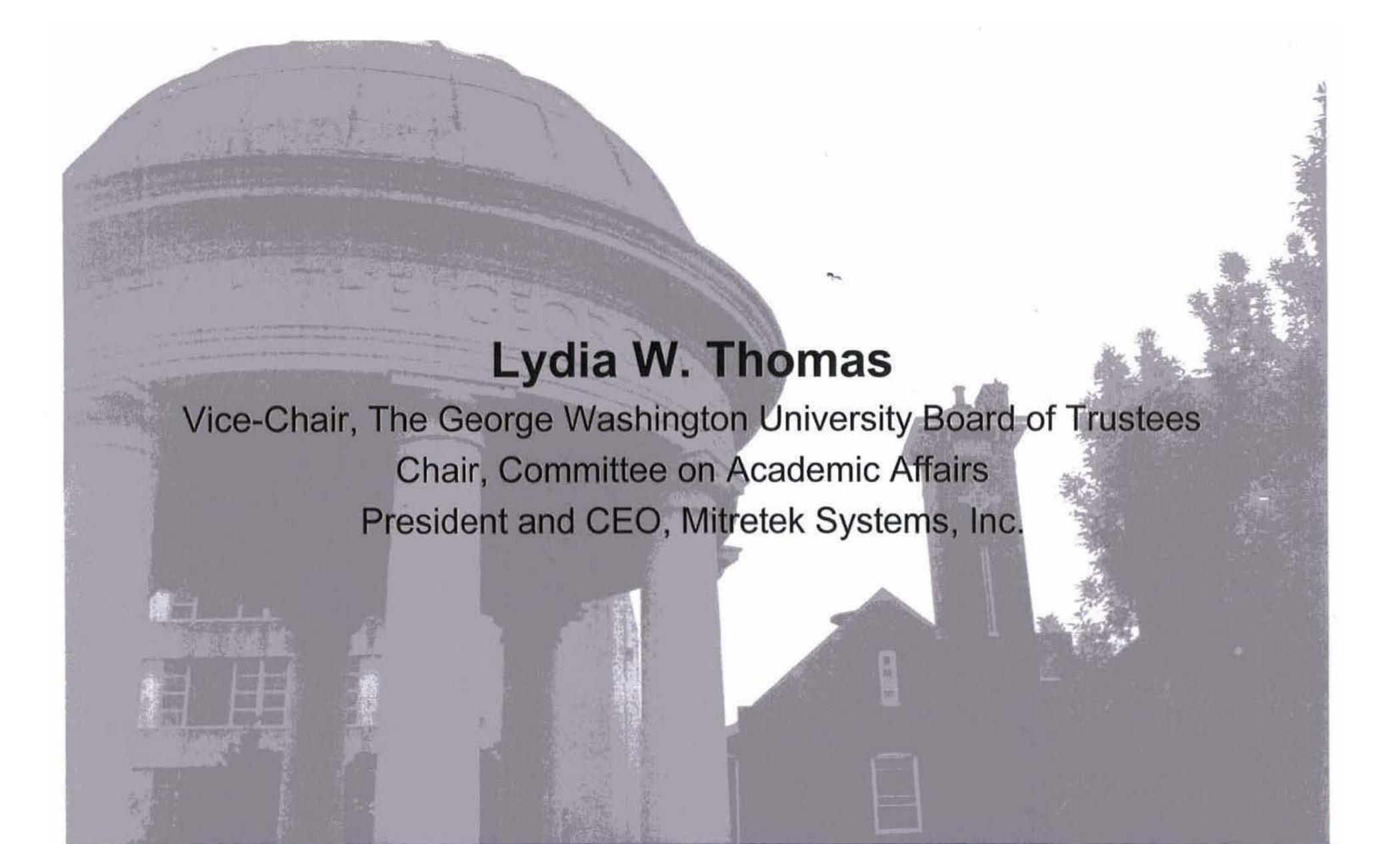
GW's Integrated Development Strategy

Shared Benefits

- **For the University**

- Accommodates GW's forecasted **academic and student housing space needs** within the **existing Campus Plan boundaries**
- Provides **programmatic benefits** and promotes **efficient use of resources**
- Allows for the mixed-use commercial development of **Square 54**, providing a **vibrant "town center"** and a **key source of non-enrollment driven revenue** to support the University's core academic mission
- Reflects GW's broader strategic planning initiatives aimed at **creating a world-class university within the nation's capital**





Lydia W. Thomas

Vice-Chair, The George Washington University Board of Trustees

Chair, Committee on Academic Affairs

President and CEO, Mitretek Systems, Inc.



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Foggy Bottom Campus Plan: 2006 - 2025

Plan for Academic Excellence

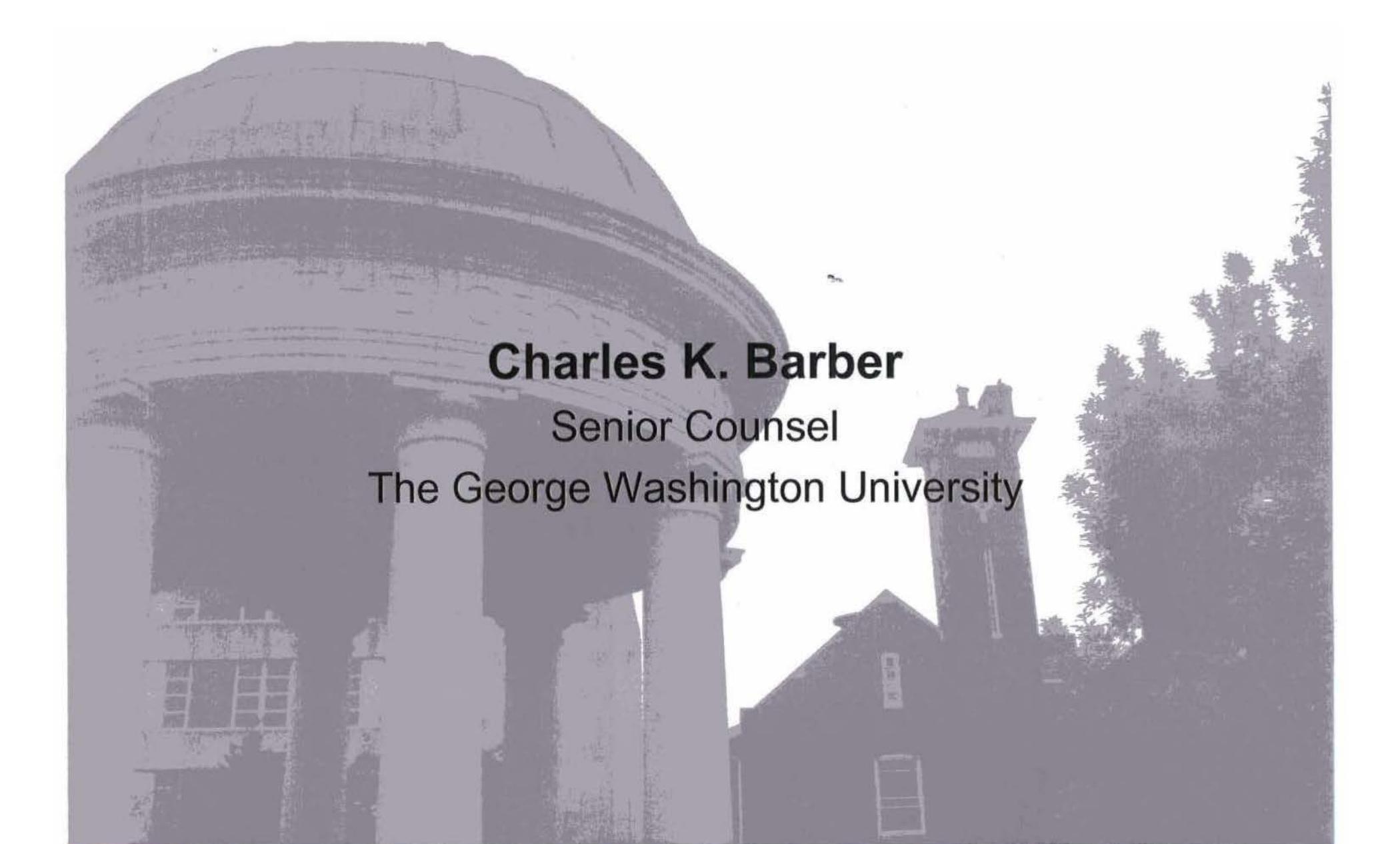
The academic vision is that GW become one of the preeminent urban research universities in the nation and the world, recognized for its excellence in selected areas that are primarily derived from existing programmatic strengths in teaching, scholarship, and externally-funded research across the disciplines. The vision derives from society's need for continuing scientific discovery, applications of technology, and synthesis of information to create new understanding of, and solutions to, human and societal problems.

GW Strategic Plan for Academic Excellence:
Sustaining Momentum, Maximizing Strength



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Foggy Bottom Campus Plan: 2006 - 2025



Charles K. Barber
Senior Counsel
The George Washington University



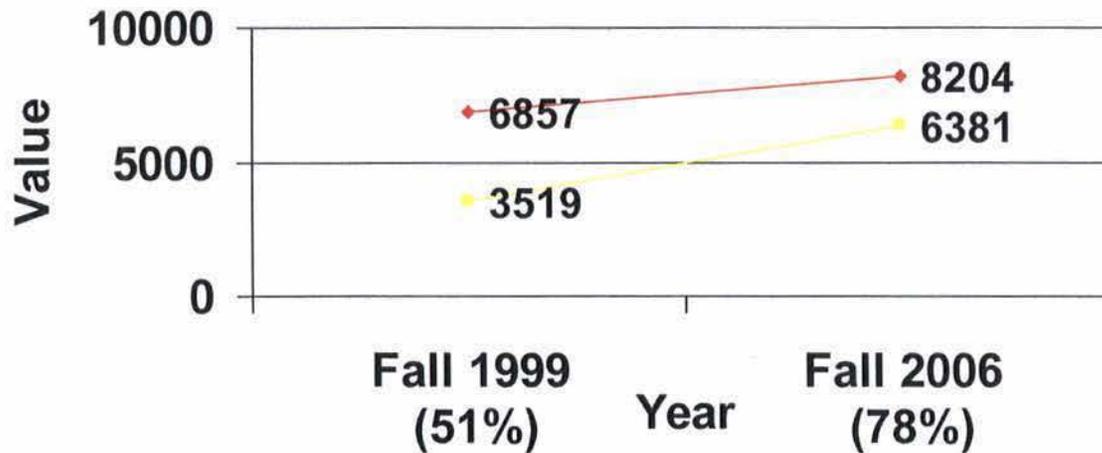
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Foggy Bottom Campus Plan: 2006 - 2025

Student Housing Requirement

GW Foggy Bottom Campus Plan

Housing of Foggy Bottom Full-Time Undergraduates
on the Foggy Bottom Campus



—●— Full-Time Foggy Bottom Undergraduate Enrollment —●— On-Campus Beds Available to Undergraduates

1999 data was included in the 2000 Foggy Bottom Campus Plan. 2006 data was provided in the Condition 9 compliance report dated August 28, 2006.



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Foggy Bottom Campus Plan: 2006 - 2025

Campus Plan Compliance: Key Issues

- **Existing Campus Plan conditions include**
 - **Population caps** on Foggy Bottom student enrollment, faculty & staff
 - **Mandatory on-campus housing** for **freshmen and sophomores**
 - **Complete compliance status reports** required at each further processing application
 - **Biannual reporting** requirement
 - Full-time Foggy Bottom undergraduate enrollment and bed count
 - Audited census of local addresses of Foggy Bottom undergraduates not living in GW housing
- **Record of consistent and continued compliance**
 - Commission has repeatedly found GW in compliance
- Relevant existing **conditions carried forward** to proposed Foggy Bottom Campus Plan: 2006 – 2025



Unresolved Issues Addressed in New Plan

- Existing **off-campus undergraduate student housing** facilities
- Expansion of **University uses in residentially-zoned areas** off-campus in Foggy Bottom/West End
- Future use of **Square 54**
- Appropriate **compliance reporting dates**
- Clear and detailed **definitions**
 - e.g., student enrollment, faculty and staff



Sherry K. Rutherford

Managing Director, Real Estate Planning & Development
The George Washington University



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Foggy Bottom Campus Plan: 2006 - 2025

The Planning Process

- **Building upon the existing Campus Plan**
 - New Plan draws upon key tenets and conditions in the existing Plan
- **Factors shaping GW's planning effort**
 - Fundamental constraints of **limited space and financial resources**
 - Desire to **proactively address concerns expressed by members of the community** with respect to university growth and development
 - Opportunity presented by the **redevelopment potential of Square 54**
- **Planning guidance from the DC Office of Planning**
 - Worked closely with **Development Review, Neighborhood Revitalization, and Historic Preservation staff** throughout the two year planning process



The Planning Process

- **The Community-Based Planning Process**
 - Foggy Bottom Campus & Neighborhood Study
 - Urban Land Institute Advisory Services Panel
 - ANC-2A, OP & GW co-sponsored series of open community meetings (moderated by independent facilitator)
- **Additional Meetings & Outreach**
 - Several other meetings, briefings, brown bag lunch sessions, with various members of the GW and Foggy Bottom/West End communities
 - Continued engagement with District Agencies
- **Neighborhood website: www.neighborhood.gwu.edu**



The Planning Process

