

**Community Meeting  
May 4<sup>th</sup>, 2005**

THE GEORGE  
WASHINGTON UNIVERSITY

WILL HOST AN

OPEN PUBLIC MEETING

TO DISCUSS CAMPUS LAND USE ISSUES,  
THE REDEVELOPMENT OF SQUARE 54  
(THE OLD GW HOSPITAL SITE)  
AND THE UPCOMING URBAN LAND  
INSTITUTE PANEL

Where The George Washington University  
1957 E Street, NW  
7th Floor (City View Room)

When Wednesday, May 4, 2005  
6:30 pm – 8:30 pm

*Refreshments will be served*

For more information, contact Michael Akin,  
GW Director of District of Columbia and Foggy  
Bottom/West End Affairs, at 202.994.9132.

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WASHINGTON DC

*Ban in the Georgetown Current*

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*Ran in the GW Hatchet*

**THE GEORGE WASHINGTON UNIVERSITY**  
**WASHINGTON DC**

**Community Meeting**

**to discuss campus land use issues,  
the redevelopment of Square 54, the old GW Hospital site,  
and the upcoming Urban Land Institute Panel**

*Wednesday, May 4, 2005  
6:30 - 8:30 PM  
1957 E Street, NW (7<sup>th</sup> Floor)*

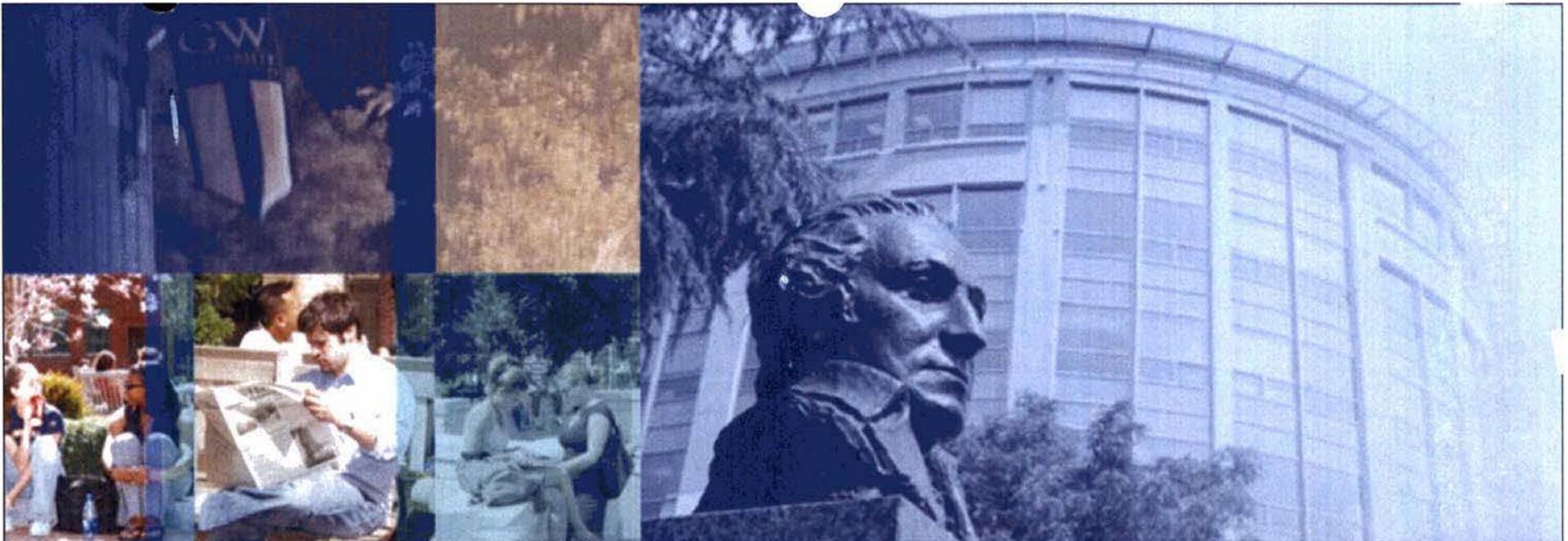
Order of Events

Welcoming Remarks/Overview of Meeting (Bernard Demczuk, Asst. VP for District Affairs)	15 minutes
Presentation: Campus Land Use & Square 54 (Louis H. Katz, Executive VP & Treasurer)	30 minutes
Introduction to Ehrenkrantz, Eckstut & Kuhn (EEK) Matthew Bell, Design Principal	10 minutes
Question & Answer Session (moderated by Bernard Demczuk)	60 minutes
Closing Remarks (Bernard Demczuk)	5 minutes

For more information, please visit:

<http://neighborhood.gwu.edu>

Or contact Michael Akin, Director of DC and Foggy Bottom/West End Affairs  
at 202.994.9132 or [talktogw@gwu.edu](mailto:talktogw@gwu.edu)



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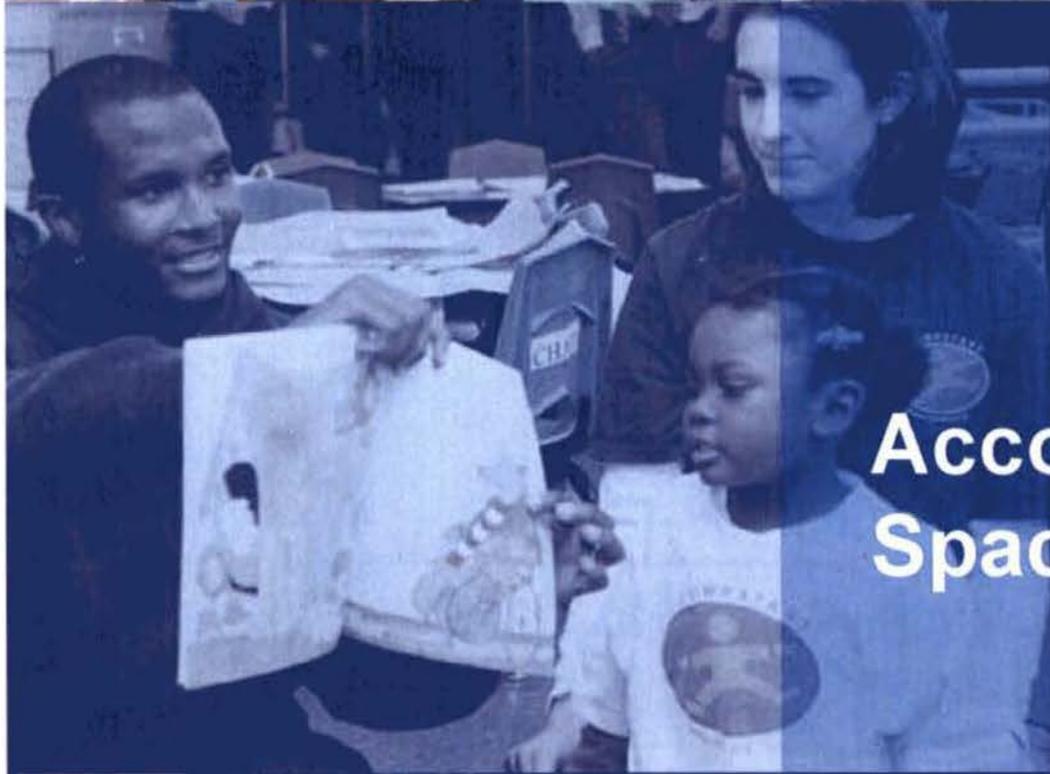
# Community Meeting: Campus Land Use & Square 54 Discussion May 4, 2005

# Overview of Presentation Goals

## To understand....

- How GW plans to accommodate its forecasted housing and academic **space needs** within our Foggy Bottom Campus
- The **interrelationship** between Square 54 and GW's space needs
- How engaging the Community & the District in a planning process can result in **shared benefits**
- The elements of the **community based planning process**, including the upcoming ULI panel





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# Accommodating Our Space Needs

# Student Housing Requirements

**GW is committed to meeting the student housing requirement set forth under its Campus Plan**

- Between 1998 and 2005, GW has added (or is in the process of constructing) more than 2,890 beds on its Foggy Bottom Campus

## ***Forecasted Space Needs:***

- Approximately 1,000 additional on-campus beds (+/-500,000 square feet of student housing) necessary to meet forecasted student demand for on-campus housing



## Academic Space Needs

- Planned growth is necessary to accommodate **changing and evolving academic programmatic needs**
- Demand for academic spaces includes
  - state-of-the-art **research labs**
  - facilities to support **interdisciplinary programs**
  - modern **classroom** spaces
- Additional space that accommodates GW's unique programs is critical to maintain its status as one of the world's leading universities



# Academic Requirements

## *Forecasted Space Needs:*

- Approximately 1.5 million square feet of academic, medical and administrative space, including
  - Science Center
  - School of Public Health
  - Cancer Center
  - Other academic and medical program requirements



# Planning Strategies

- Identify potential development sites and **strategically locate areas of density** on campus while **maintaining open space**
- **Replace underutilized facilities** with more efficient academic and residential facilities
  - e.g., replace existing University Parking Garage with an **academic building** and relocate lost parking by including underground parking in new developments, including Square 54 (if feasible)
- Continue strategy of **maintaining academic and key administrative functions on campus**, while relocating non-critical administrative functions to other campuses and locations

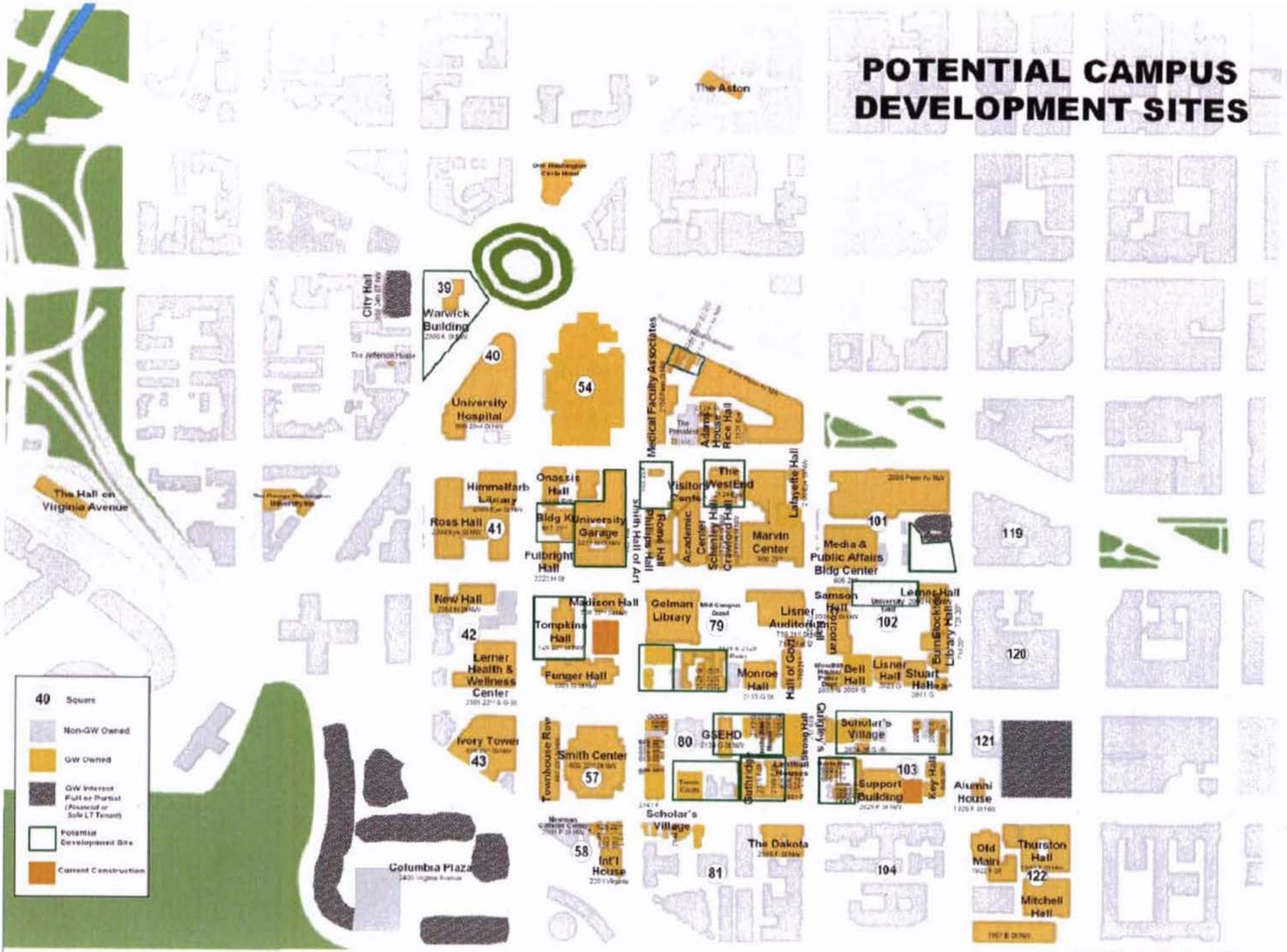


# The Solution: “Grow Up, Not Out”

- GW has identified sites that **would be able to accommodate its projected space needs on campus**, but not under the current Campus Plan cap of 3.5 FAR (development allowance)
  - With Square 54: 800,000 sf of capacity remaining on campus
  - Without Square 54: 400,000 sf remaining on campus
  - In either scenario, forecasted needs could not be accommodated
- An increase to an overall 4.5 FAR would accommodate GW's projected space needs, and allow Square 54 to be used for commercial purposes
- Campus would still remain below the surrounding land densities (6.0 – 10.0 FAR, except the Foggy Bottom Historic District)



# POTENTIAL CAMPUS DEVELOPMENT SITES



**40** Square

- Non-GW Owned
- GW owned
- GW Interest  
Full or Partial  
(Rented or  
Sub LT Tenant)
- Potential  
Developed Site
- Current Construction

# “Grow Up, Not Out”: Shared Benefits

- **For the Community**

- Incentivizes GW to **grow “up” within its campus** and not “out”
- Helps **alleviate some of the town/gown tensions** in the neighborhood

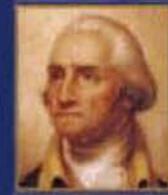
- **For the City**

- Maintains the District’s **property tax base** by keeping more properties on the tax rolls

- **For the University**

- Significant **programmatic benefits** associated with focusing future development within the campus
- Encourages **more efficient use** of existing campus resources





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# Square 54: A Unique Opportunity

## Why Is Square 54 Important?

- Revenue generated by commercial development on Square 54 is
  - key to funding GW's academic & housing needs
  - a revenue stream not dependent on enrollment
- Redevelopment of Square 54 presents a **unique opportunity** to achieve **shared benefits** for the Community, the City, and the University



# Selecting a Development Partner

## Development Team: Boston Properties & KSI Services, Inc.

- Selected by GW after extensive RFI & RFP process, based on criteria such as
  - Experience in mixed use development and in the District
  - Vision for the potential of Square 54
  - 60 year ground lease provides strong financial returns – key to funding future housing and academic needs
- Development Agreement with BP/KSI does not specify mix of uses on the site
  - allows GW the flexibility to recapture all or part of the site for University purposes, if necessary



# A Vision for Square 54

- A **mixed-use**, smart growth & transit oriented development
- Including **office, residential, retail**
- Neighborhood **amenities**
- World-class **design**
- Adjacent to the **Foggy Bottom Metro**
- An opportunity to revitalize **Washington Circle**
- A **vibrant “town center”** in Foggy Bottom/West End



# Town Center: Shared Benefits

- **For the Community**  
“Town center” development provides **community-serving retail** and a **vibrant neighborhood place**
- **For the City**  
Commercial mixed-used development **creates jobs, generates tax revenues**, and brings **additional residents** to the District
- **For the University**  
Mixed-use development adds to the dynamic nature of the urban experience of **students, faculty and staff** at the “front door” of the campus and *an important opportunity for GW to fund its academic and housing requirements*





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## The Campus and the Community

# Seeking Community Input

GW is engaging in an **open and inclusive** planning process that addresses campus land use issues and the redevelopment of Square 54 in the context of the surrounding neighborhood

- Process includes **many planning tools**
- Planning guidance from the **DC Office of Planning**
- **Ehrenkrantz, Eckstut & Kuhn (EEK)** Architects to advise GW, OP, and the Community through the planning process
- This is the first in a series of **open community meetings** throughout the summer
- Issue-oriented **small group sessions**
- ***<http://neighborhood.gwu.edu>*** website for up-to-date information, process updates, and community feedback



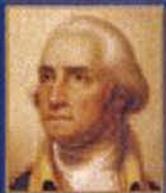
# What is the ULI Panel?

- **Urban Land Institute (ULI)** is an independent and highly-regarded advocate for outstanding urban planning and development
- Three day panel May 10 – 12 convened by GW in collaboration with the Office of Planning
- **Independent experts** from across the country chosen by ULI for their combined expertise
- Panel to **evaluate appropriate uses and design of Square 54** given its context
- Panel will seek direct **community input** through small roundtable discussion (a process controlled and designed by ULI)
- Findings will inform the continuing **planning process**



# Moving Forward

- Together, **continue to engage in discussions** regarding campus land use issues and the redevelopment of Square 54 in the context of the surrounding neighborhood
- Work with EEK to develop strategies for **accommodating future academic and housing needs on campus**
- Work with District agencies and planners to develop a plan for the campus and Square 54 that creates **sustained benefits** for the Community, the City, and the University



**Working together to achieve shared benefits for the  
Community, the City, and the University**

**<http://neighborhood.gwu.edu>**

for Information, your Ideas and Input...



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**The Campus and the Community**

COMMUNITY MEETING:  
CAMPUS LAND USE & SQUARE 54 DISCUSSION  
MAY 4, 2005

**Purpose.** In coordination with the DC Office of Planning, The George Washington University is engaging in a planning process designed to understand and evaluate the future development of GW's Foggy Bottom campus in light of the space needs of the University and within the context of the surrounding Foggy Bottom and West End neighborhoods. This meeting is part of the University's effort to integrate community input into the planning process.

**Process.** Tonight's meeting is the first in a series of community meetings and issue-oriented discussion sessions designed to address matters related to campus land use and the redevelopment of Square 54.

Ehrenkrantz, Eckstut & Kuhn Architects (EEK) has been retained to advise all parties throughout the planning process. The recommendations generated through the process will also be informed by the May 10-12 Urban Land Institute (ULI) Advisory Services Panel to evaluate the redevelopment potential of Square 54. These recommendations will be used to support the Planned Unit Development (PUD) and zoning proposals that will be advanced by GW and the Square 54 developer team – Boston Properties and KSI Services, Inc. (BP/KSI) – as part of the regulatory approval process.

**Perspectives.** The more complex and political the urban planning and design challenge, and the higher the stakes for all involved, the greater the ultimate benefit of multiple voices and perspectives. Your input and perspective is important to this process, which is aimed at maximizing sustainable benefits for the Community, the City and the University.

**Participate!** We invite your continued participation in this process. Visit <http://neighborhood.gwu.edu>, where you can get up-to-date information on meetings, check the planning process status, and share your views, input, and ideas. Or call Michael Akin, Director of Foggy Bottom/West End Affairs at 202.994.9132.

**FOGGY BOTTOM CAMPUS & NEIGHBORHOOD STUDY  
MAY 4, 2005 COMMUNITY MEETING**

**MEETING MINUTES**

Bernard Demczuk, Assistant Vice President for District Affairs (GW), opened the meeting by providing a brief overview of the planning process and introducing Lou Katz, Executive Vice President & Treasurer (GW).

Mr. Katz gave a presentation on campus land use, Square 54 and the planning process. In his remarks, Mr. Katz outlined the University's space requirements, its "*Grow Up, Not Out*" approach to campus development, and the vision of a neighborhood town center for Square 54. Mr. Katz introduced the open and inclusive planning process, stating that the May 4 meeting is the first in a series of open community meetings to be held throughout the summer. He provided an overview of additional planning process components, including issue-oriented small group sessions, a new GW neighborhood website, and the upcoming Urban Land Institute (ULI) Advisory Services Panel.

Following the presentation by Mr. Katz, Matthew Bell, a Principal in the DC office of Ehrenkrantz, Eckstut and Kuhn (EE&K) Architects, provided an introduction to EEK, the design firm retained to advise GW, the DC Office of Planning, and the community throughout the planning process.

For the majority of the meeting, the floor was opened for a question and answer session moderated by Mr. Demczuk, with responses provided by Mr. Katz. Participants raised questions, shared comments and identified issues of importance to the community, including the following:

- Clarify which sites will comprise the increase in square footage.
- Identify off-campus sites on the map, including The Aston and the Hall on Virginia Avenue (HOVA).
- Promote health and wellness through green building.
- Include health-conscious retail.
- Build more meeting and classroom space.
- Create a design for Square 54 that is contrasting, but complimentary, and not too bulky.
- Use underground space below open spaces for parking and administration.
- Student input needs to be heard throughout the planning process.
- The community needs to understand the architectural issues involved in the plan.
- The lack of a "front door" to GW ought to be considered as the University plans.
- There are still concerns about GW expansion.
- Consider having a national food store on Square 54.

At the conclusion of the question & answer and discussion session, Mr. Katz encouraged members of the community to stay involved in the process that would be continuing throughout the summer and the public regulatory process that would follow thereafter.

Mr. Demczuk thanked all for attending and adjourned the meeting.

**Attendance List**  
**Community Meeting # 1 - May 4th, 2005**

<b>Name</b>	<b>Address</b>	<b>Phone</b>	<b>Email</b>
Josh Stager	616 23rd Street, NW, #711, WDC	202-460-9005	<a href="mailto:jstager@gwu.edu">jstager@gwu.edu</a>
Charlie Leizear	950 24th Street, NW, #401, WDC	404-509-6611	<a href="mailto:chariel@gwu.edu">chariel@gwu.edu</a>
Lisa Bold	5068 Sherwin Place, NW, WDC	202-835-1612	
Peter Konwerski	SASS	202-994-6563	
Brian Hamluk	SASS	202-994-2599	<a href="mailto:hamluk@gwu.edu">hamluk@gwu.edu</a>
Don Lincoln	2506 Virginia Avenue, NW, WDC 20037	202-965-9559	<a href="mailto:drincoln@comcast.net">drincoln@comcast.net</a>
Barbara Kahlow	800 25th Street, NW, #704, WDC 20037	202-965-1083	<a href="mailto:Barbara.Kahlow@verizon.net">Barbara.Kahlow@verizon.net</a>
John Barnett	2475 Virginia Avenue, NW, WDC	202-338-2819	<a href="mailto:jbarnett@iopener.net">jbarnett@iopener.net</a>
Timothy Shea	1800 F Street, NW, WDC	510-330-3154	<a href="mailto:tshea@gwu.edu">tshea@gwu.edu</a>
Susi Baranaw	2000 F Street, NW, WDC	202-466-8510	
Martha			no email
Sandra Vonetes	2440 Virginia Avenue, NW, D-601, WDC	202-783-7263	no email
Ritwa Harry	2475 Virginia Avenue, NW, WDC		no email
Chrissy Caggiano			<a href="mailto:ccagg@gwu.edu">ccagg@gwu.edu</a>
Gary Griffith	1081 Wisconsin Avenue, NW, WDC, 20007	202-965-7515	<a href="mailto:gary@westendguide.com">gary@westendguide.com</a>
Jennifer de la		202-994-9500	
Dolores Stafford	Woodhull House	202-994-5563	<a href="mailto:dstafford@upd.gwu.edu">dstafford@upd.gwu.edu</a>
Thom Carr	on file		
P. Morton	on file		
S. Ambruster	on file		
David Anspach		301-981-6497	<a href="mailto:david0anspach@hotmail.com">david0anspach@hotmail.com</a>
S. Duckam			
Nancy Saum	1754 U Street, NW, #3, WDC, 20009	202-518-6057	<a href="mailto:nancy.saum@earthlink.net">nancy.saum@earthlink.net</a>
Jon Reilsing	1222 N. Cleveland, Arlington, VA 22201	202-271-4817	
Ben Benson	2475 Virginia Avenue, NW, WDC	202-337-1599	
Jay Gu	516 23rd Street, Columbia Plaza	202-285-7481	
Theo & Geoffa Sherpherd	3 Washington Circle, # 706, WDC, 20037	202-659-3771	<a href="mailto:TGShep@comcast.net">TGShep@comcast.net</a>
Vivien Kilnor			
Annette Thomson			<a href="mailto:annettem@gwu.edu">annettem@gwu.edu</a>
Steve Timlin	842 New Hampshire Avenue, NW, WDC 20037		
Esther Stiles	840 New Hampshire Avenue, NW, WDC, 20037		
Kurt Haglund	401 9th Street, NW, WDC	202-639-4556	<a href="mailto:kurt.haglund@staubach.com">kurt.haglund@staubach.com</a>
Mackenzie Yates	835 New Hampshire Avenue, WDC	202-994-2390	
Lamar Thorpe	2115 F Street, NW, #611, WDC, 20032	401-578-7016	<a href="mailto:thorpela@gwu.edu">thorpela@gwu.edu</a>
Allan & Marjorie Weingold	2510 Virginia Avenue, NW, 20037		
Matt Witfin		202-639-4542	
Peter Larkin		202-639-4577	
John Barham	2000 F Street, NW, WDC	202-648-3527	
Doris Edlund	725 24TH Street, NW		
Marie Huang	830 24th Street, NW	202-965-1377	
Meri Wolff	500 23rd Street, NW, #B805, 20037	631-252-4039	<a href="mailto:mwolff@gwu.edu">mwolff@gwu.edu</a>
Travis Parker	801 N. Capitol Street, WDC	202-741-5243	<a href="mailto:travisparker@dc.gov">travisparker@dc.gov</a>
Bill Schechter	2475 Virginia Avenue, NW, #900, WDC 20037	202-333-0737	<a href="mailto:bill.schechter@verizon.net">bill.schechter@verizon.net</a>
Peter Johnston	901 New York Avenue, NW, Suite 400	202-585-0840	
Rodney Lake		202-994-2784	<a href="mailto:rlake@gwu.edu">rlake@gwu.edu</a>
Karen Lanham		703-641-9000	<a href="mailto:klanham@ketsco.com">klanham@ketsco.com</a>
Janet Reingold		202-333-0400	<a href="mailto:reingold@reingold.com">reingold@reingold.com</a>
C. Gallagher			
Darrell Johnson	UPD	202-242-6645	<a href="mailto:djohnson@upd.gwu.edu">djohnson@upd.gwu.edu</a>
John Ziolkowski			<a href="mailto:ccojez@gwu.edu">ccojez@gwu.edu</a>
James Morris	2475 Virginia Avenue		
C. Szenker	624 N. Monroe Street, #4, Arlington, VA 22201	703-243-8060	
Laetitia Combrinch	532 20th Street, NW, #875, 20006		
Irene Hwatt	532 20th Street, NW, #875, 20006		
Jan Simko	725 24th Street, NW, #511 (St. Mary's Church)	202-429-8899	
D. Tai	PO Box 57090, WDC 20037	202-338-4339	<a href="mailto:dianeabc@gmail.com">dianeabc@gmail.com</a>
Michael Muttwiller	Rice Hall, 402	202-994-5017	

Tim Miller  
Maureen Dwyer  
Chris Shaheen  
Cynthia Jachles  
Audai Shakour  
Ken Durham

Pillsbury Winthrop  
801 N. Capitol Street, WDC  
2450 Virginia Avenue, NW  
Ivory Tower  
Foggy Bottom

202-663-8834  
202-442-7631 [chris.shaheen@dc.gov](mailto:chris.shaheen@dc.gov)  
[ashakour@gwu.edu](mailto:ashakour@gwu.edu)  
[durham22@bellatlantic.net](mailto:durham22@bellatlantic.net)