

**Community Meeting  
July 26<sup>th</sup>, 2005**

ANC 2A, THE DC OFFICE OF PLANNING &  
THE GEORGE WASHINGTON UNIVERSITY

INVITE YOU TO ATTEND AN

OPEN COMMUNITY MEETING

TO DISCUSS THE POTENTIAL FUTURE DEVELOPMENT OF THE FOGGY BOTTOM CAMPUS  
AND SQUARE 54 (THE OLD GW HOSPITAL SITE)

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**July 26, 2005: Presentation & Discussion of Design Concepts**

Park Hyatt Hotel, Park Ballroom

24<sup>th</sup> & M Streets, NW

6:30 pm – 8:30 pm

EE&K Architects, the planning and design firm working on the  
GW Foggy Bottom Campus and Neighborhood Study, and representatives  
from Boston Properties and KSI Services, Inc., GW's development partners  
for Square 54, will present preliminary design concepts with respect to  
the Foggy Bottom Campus and Square 54.

◆ ALL ARE INVITED ◆

For more information visit [www.neighborhood.gwu.edu](http://www.neighborhood.gwu.edu) or contact  
Community Facilitator David Julyan at 202.367.0800 or [julandjul@aol.com](mailto:julandjul@aol.com)

*Ran in the Georgetown Current and GW Hackett.*

**FOR IMMEDIATE RELEASE**  
July 14, 2005

**CONTACT:** Tracy Schario  
(202) 994-3566, [tschario@gwu.edu](mailto:tschario@gwu.edu)

**\*\*\* MEDIA ADVISORY \*\*\***

**THE ANC 2A, D.C. OFFICE OF PLANNING AND THE GEORGE WASHINGTON UNIVERSITY  
HOST AN OPEN COMMUNITY MEETING  
JULY 26**

**EVENT:** The ANC 2A, D.C. Office of Planning, and The George Washington University will host an open community meeting to discuss the design concepts regarding the potential future development of the Foggy Bottom Campus and Square 54, the former GW hospital site.

**WHEN:** Tuesday, July 26, 2005  
6:30 p.m. – 8:30 p.m.

**WHERE:** Park Hyatt Hotel, Park Ballroom  
24th & M streets, N.W.

**BACKGROUND:**

This meeting is part of a process intended to capture community input and perspectives as GW prepares its conceptual framework for moving forward with the future of the Foggy Bottom Campus, including Square 54. The community process was developed in consultation with the D.C. Office of Planning and is a primary means of gathering feedback from the many interested stakeholders, including civic groups, District agencies, residential and business communities in the neighborhoods surrounding Square 54 and GW's Foggy Bottom Campus, the University community, and GW's development partners for Square 54, Boston Properties and KSI Services.

The University in consultation with OP has hired land use and development professionals in different capacities to support this planning process. Community Facilitator David Julyan of Julyan and Julyan serves as the primary contact person for the process as well as the interface between the community, the City, GW, and the planning consultants. His role is to facilitate and document public participation in a series of community meetings that will gather community input and feedback to inform the planning process. Ehrenkrantz Eckstut & Kuhn Architects, an architecture/planning firm that has extensive experience within the District as well as with the complex land use issues faced by urban universities, is evaluating GW's Foggy Bottom Campus development and considering the future use of Square 54 within the larger context of the Foggy Bottom/West End area, including Washington Circle and Pennsylvania Avenue. Specific to Square 54, the Urban Land Institute advisory panel convened in May 2005 to bring together experts from a variety of disciplines to evaluate land use and redevelopment opportunities for the former GW Hospital site and to provide recommendations as to its appropriate densities and uses. A final report will be issued late summer.

**For more information, visit [www.neighborhood.gwu.edu](http://www.neighborhood.gwu.edu) or contact Community Facilitator David Julyan at 202.367.0800 or [julandjul@aol.com](mailto:julandjul@aol.com).**

**For more news about GW, please visit [www.gwnewscenter.org](http://www.gwnewscenter.org).**

**- GW -**

# COMMUNITY MEETING # 4

## AGENDA

DATE JULY 26, 2005  
TIME 6:30-8:30PM  
LOCATION PARK HYATT HOTEL (24<sup>TH</sup> & M STREETS, NW)

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**INTRODUCTION**  
(DAVID JULYAN, JULYAN & JULYAN)

- Welcome
- Overview of the Process
- Tonight's Agenda

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**RECAP OF OFFICE OF PLANNING GOALS**  
(CHRIS SHAHEEN, OFFICE OF PLANNING)

- Overview of OP Goals

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**PRESENTATION OF DESIGN PRINCIPLES AND CONCEPTS FOR GW'S FOGGY BOTTOM CAMPUS**  
(MATTHEW BELL, EEK)

- Campus/Neighborhood Study – Design Concepts

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**PRESENTATION OF DESIGN CONCEPTS FOR SQUARE 54**  
(PETER JOHNSTON, BOSTON PROPERTIES; DICK KNAPP, KSI SERVICES; RAFAEL PELLI, CESAR PELLI & ASSOCIATES; RICHARD HEAPES, STREET-WORKS)

- Introduction of BP/KSI developer team
- Overview of Design Concepts for Square 54 Site
- Discussion of Retail/Town Center Concept

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**DISCUSSION SESSION**  
(DAVID JULYAN)

- Discussion of Design Concepts

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**WRAP UP & NEXT STEPS**  
(DAVID JULYAN)

- Overview of Next Meetings
  - Update on Post Meeting Contact & Access to Information
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# *JULYAN & JULYAN*

## FACILITATOR'S STATEMENT COMMUNITY MEETING

DATE JULY 26, 2005  
TIME 6:30-8:30PM  
LOCATION Park Hyatt Hotel (24<sup>th</sup> and M Streets, NW)

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WELCOME. THANK YOU ALL FOR COMING TONIGHT.

THIS CURRENT VOLUNTARY AND INFORMAL PROCESS IS BEING CO-SPONSORED BY ANC2A, THE DISTRICT'S OFFICE OF PLANNING, AND THE GEORGE WASHINGTON UNIVERSITY. IT IS INTENDED TO CAPTURE COMMUNITY AND OP INPUTS AND PERSPECTIVES AS GW PREPARES ITS *CONCEPTUAL FRAMEWORK* FOR MOVING FORWARD WITH THE FUTURE OF THE FOGGY BOTTOM CAMPUS INCLUDING SQUARE 54.

THAT *FRAMEWORK* WILL PROVIDE A GUIDE TO WHAT GW'S CAMPUS COULD LOOK LIKE IN THE FUTURE. IT WILL IDENTIFY SPECIFIC SITES WITHIN GW'S EXISTING BOUNDRIES WHERE GW WOULD PROPOSE FUTURE DEVELOPMENT OF UP TO 2 MILLION SQUARE FEET TO MEET ITS ACADEMIC AND HOUSING REQUIREMENTS. THE FRAMEWORK WOULD ALSO SHOW THE DEVELOPMENT PROGRAM AND TYPE OF USES THAT WOULD BE ACCOMODATED AT SQUARE 54 FOR UP TO 1 MILLION SQUARE FEET OF COMMERCIAL (MIXED USE) DEVELOPMENT. THE FRAMEWORK WILL ALSO ADDRESS OPEN SPACE, STREETScape, ENVRONMENTAL, AND DESIGN ISSUES, AMONG OTHERS.

WE HAVE MADE PROGRESS ON BOTH THE DESIGN AND INFORMATION PATHS ASSOCIATED WITH THIS EFFORT. DESIGN HAS DEVELOPED FROM DESIGN ISSUES TO DESIGN PRINCIPLES AND CONCEPTS (WHERE WE ARE TONIGHT) LEADING TO THE FRAMEWORK. TONIGHT YOU WILL

SEE THE PRELIMINARY DESIGN CONCEPTS FOR BOTH SQUARE 54 AND THE FOGGY BOTTOM CAMPUS. AFTER THESE PRESENTATIONS, IT IS YOUR TURN AND OPPORTUNITY TO BE HEARD. REMEMBER THE FOCUS FOR THIS PROCESS IS TO LISTEN TO YOU. LET THESE FOLKS KNOW WHAT YOU THINK ABOUT WHAT YOU SEE. SPECIFICALLY, FROM WHAT YOU SEE TONIGHT, WHAT NEEDS CLARIFICATION OR ATTENTION?

YOUR FEEDBACK TONIGHT WILL BE USED BY THE ARCHITECTS AND PLANNERS AS THEY PROCEED WITH THEIR WORK.

DURING AUGUST THEY WILL PREPARE THE CONCEPTUAL FRAMEWORK WE'VE BEEN TALKING ABOUT AND PRESENT THAT TO THE COMMUNITY AT A PUBLIC MEETING IN SEPTEMBER.

SIMILARLY, WE'VE MADE PROGRESS ON IDENTIFYING THE ISSUES, TOO.

AT LAST WEEK'S ANC MEETING, ADDITIONAL ISSUES WERE IDENTIFIED. THESE ARE BEING ADDED TO THE *ISSUES EXHIBIT*, WHICH NOW SEEMS TO HAVE ALL RELEVANT ISSUES IDENTIFIED.

DURING AUGUST, WE WILL ADDRESS THE ISSUES RAISED AND BEGIN POSTING INFORMATION ON THE WEBSITE. WHEN WE MEET AGAIN IN SEPTEMBER, YOU SHOULD HAVE BOTH A CONCEPTUAL FRAMEWORK TO EVALUATE AND ANSWERS TO THE INFORMATION ISSUES RAISED.

AND THAT WILL TAKE US TO THE END OF THE CURRENT PROCESS.

AFTER THAT, DECISIONS WILL HAVE TO BE MADE ABOUT WHAT SHOULD FOLLOW; EITHER SUBMISSIONS THAT TRIGGER THE DISTRICT'S REGULATORY PROCESS OR CONTINUED DISCUSSIONS AMONG THE

PARTIES. THERE ARE LOTS OF OPTIONS, BUT FOR NOW, NO COMMITMENTS FROM ANYONE.

AS I MENTIONED AT THE OUTSET, THERE ARE THREE COSPOSNORS TO THIS PROCESS; ANC2A, GW, AND THE DISTRICT'S OFFICE OF PLANNING. OP'S ROLE IN THIS PROCESS IS CRITICAL AND THEY HAVE BEEN AN ACTIVE AND INFORMED PARTICIPANT. BEFORE WE BEGIN THE DESIGN CONCEPT PRESENTATIONS, CHRIS SHAHEEN FROM OP WILL REVIEW OP'S GOALS FOR THIS PROCESS.

### OP'S PRESENTATION

### FOGGY BOTTOM CAMPUS AND SQUARE 54 DESIGN CONCEPT PRESENTATIONS

#### DISCUSSION OF DESIGN CONCEPTS:

YOU'VE HEARD THE PRESENTATIONS, NOW IT'S TIME TO HEAR FROM YOU. WE WILL CAPTURE YOUR COMMENTS, EITHER ABOUT SQUARE 54 OR ABOUT THE REST OF THE CAMPUS, ON THESE FLIP CHARTS AND THEY WILL BE USED BY THE ARCHITECTS AND PLANNERS AS THEY PREPARE THE FRAMEWORK YOU WILL SEE IN SEPTEMBER.

#### END OF MEETING AND FOLLOW UP:

AS WE DISCUSSED EARLIER, THE NEXT PUBLIC MEETING WILL BE HELD IN SEPTEMBER. DATE AND LOCATION FOR THAT MEETING WILL BE ANNOUNCED IN AUGUST. THAT'S A GOOD REMINDER THAT IF YOU ARE NOT ALREADY ON OUR CONTACT LIST AND YOU WANT TO BE, PLEASE BE SURE YOU'VE PROVIDED YOUR NAME AND CONTACT INFORMATION ON THE SIGN UP SHEET.

NEXT WEEK, MATT AND I WILL HOLD THE THIRD IN OUR SERIES OF "OFFICE HOURS." THIS IS AN OPPORTUNITY FOR ANYONE TO COME AND TALK TO US ABOUT ANY ISSUE OR QUESTION YOU WANT. ON TUESDAY, AUGUST 2<sup>ND</sup>, WE WILL BE AT THE STATE PLAZA HOTEL (2116 F STREET) FROM 6:30 TO 8:00 PM. PLEASE COME BY.

ALSO, ALTHOUGH THERE WILL BE NO PUBLIC COMMUNITY MEETINGS LIKE THIS IN AUGUST, WE WILL CONTINUE TO MEET WITH ANY ASSOCIATION, GROUP, OR INDIVIDUALS WHO WANT TO PARTICIPATE IN THIS PROCESS. FOR EXAMPLE, WE'VE MET OR ARE SCHEDULED TO MEET WITH SOME APARTMENT BUILDING ASSOCIATIONS AND BUSINESS GROUPS. IF YOU OR YOUR GROUP WANTS TO DISCUSS GETTING TOGETHER, PLEASE CONTACT ME.

HOW TO DO THAT?

THERE'S A HANDOUT TONIGHT ENTITLED "FOR FURTHER INFORMATION." PLEASE TAKE A COPY. IT HAS ALL MY CONTACT INFORMATION ON IT. I ALSO ENCOURAGE YOU TO VISIT THE DEDICATED WEBSITE FOR THIS PROCESS AT: [WWW.NEIGHBORHOOD.GWU.EDU](http://WWW.NEIGHBORHOOD.GWU.EDU). (THAT ADDRESS IS ALSO ON THE HANDOUT) THERE YOU WILL FIND ALL PRESENTATIONS AND KEY DOCUMENTS FROM PREVIOUS MEETINGS, A SCHEDULE FOR UPCOMING MEETINGS, AS WELL AS ADDITIONAL INFORMATION ON THE PROCESS.

AND FINALLY, THERE ARE ALSO FEEDBACK FORMS WHICH I ENCOURAGE YOU TO TAKE A MINUTE AND FILL OUT. I CAN USE ALL THE HELP I CAN GET. IF YOU THINK THIS PROCESS CAN BE IMPROVED, PLEASE TELL ME HOW. IF THERE ARE THINGS YOU LIKE OR DISLIKE, LET ME KNOW.

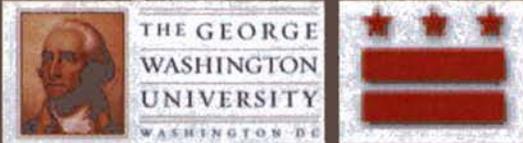
THANK YOU ALL FOR COMING AND PARTICIPATING. PLEASE STAY INVOLVED. THE PROCESS IS MADE BETTER BY EACH OF YOU BEING HERE.

GW- Foggy Bottom Campus and Neighborhood study



# Design Concepts

July 26, 2005



***Ehrenkrantz  
Eckstut  
&  
Kuhn  
Architects***

***Julyan & Julyan***



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## Presentation Outline



- OP's Design Goals
- Design concepts for campus and its relationship with Foggy Bottom/West End
- GW Development Program
- 5 Places:
  - Pennsylvania Avenue, "Washington Circle" and 23rd street
  - "College Walk" or H Street
  - G Street
  - F Street
  - "The Town Center": Square 54 and I Street Retail Corridor
- Summary



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## OP Goals: Review and Recap



- Process – creating a transparent and accessible planning process that increases communication between all stakeholders and addresses their concerns and issues
- Planning coordination – maintaining an open and frank dialogue with all District and Federal agencies to make sure that strategies for growth are consistent with other plans for the District
- GW Development Program - Identifying a guide for growth that demonstrates that GW can accommodate its projected academic, housing and administrative requirements within the existing campus boundary, including for each site projected square footage, massing and uses
- Land Use – demonstrating use of current land use planning principles endorsed by the District, such as protecting residential neighborhoods, Transit Oriented Development, and establishing a neighborhood town center and retail area in Foggy Bottom / West End
- Environment - Ensuring that additional development in the Foggy Bottom/West End area will maintain or improve existing acceptable levels of air quality



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## OP Goals : Review and Recap



- Regulations and compliance – establishing a regulatory mechanism that guarantees the strategy for growth will be adhered to
- Design – incorporating exceptional design and sustainable practices (i.e. green buildings, LEED certification, etc.) in all new construction
- Historic Preservation – retaining historic resources in the District and incorporating them in plans for new development
- Open Space – increasing the amount of and access to open space that can be used by all District residents
- Community Benefits – enhancing access and amount of cultural and academic benefits, as well as employment opportunities, available to residents of the District



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## Open Space



### Design Principle:

- Planning and streetscape design for the neighborhood to promote improved access to important places just outside the neighborhood, such as the Kennedy Center, Rock Creek Park and the Potomac Riverfront





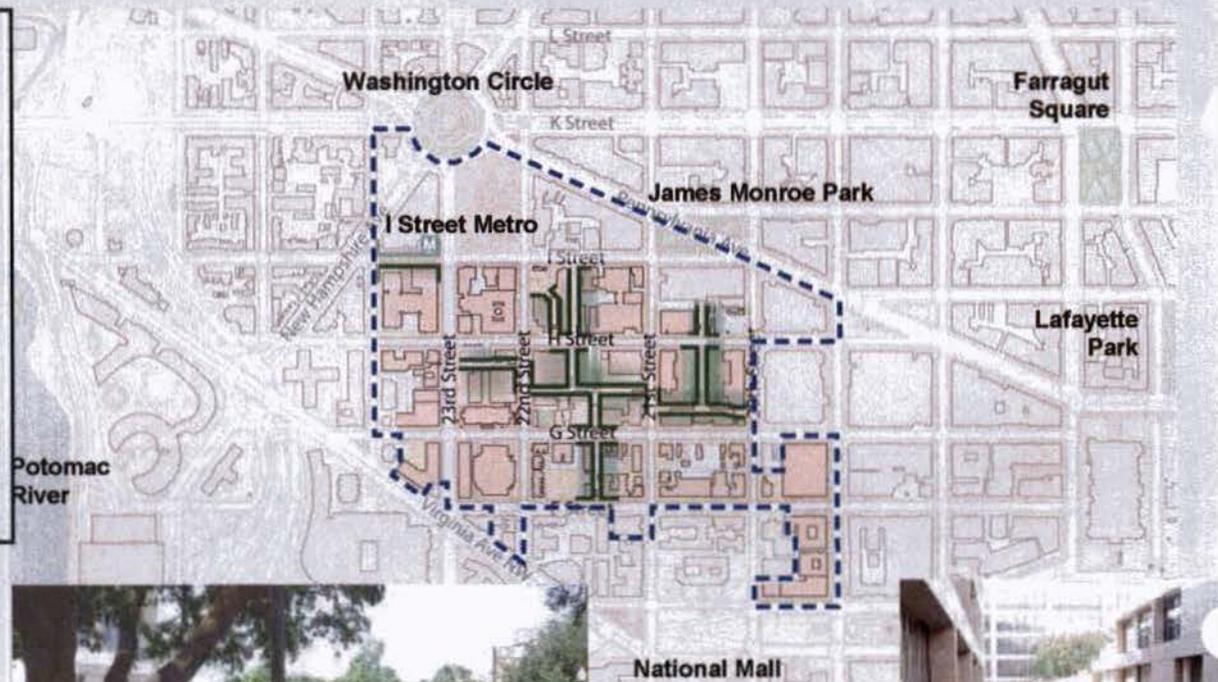
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# Open Space



## Design Principle:

The Foggy Bottom/West End neighborhoods are enhanced by pedestrian pathways both within the neighborhoods and leading to green spaces and parks at the neighborhood perimeters



Pedestrian path between H & I Streets



Washington Circle



Pathway thru Academic Center



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## Architectural Character



### Design Principle:

- Preserve and enhance contributing structures with distinct and/or historic architectural character (e.g. Law School addition) to the greatest extent possible, and build new facilities that are compatible with the scale and character of the neighborhood (e.g. Townhouse Row)



Townhouse row



Law School Addition from 20<sup>th</sup> & G Streets



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# Environment

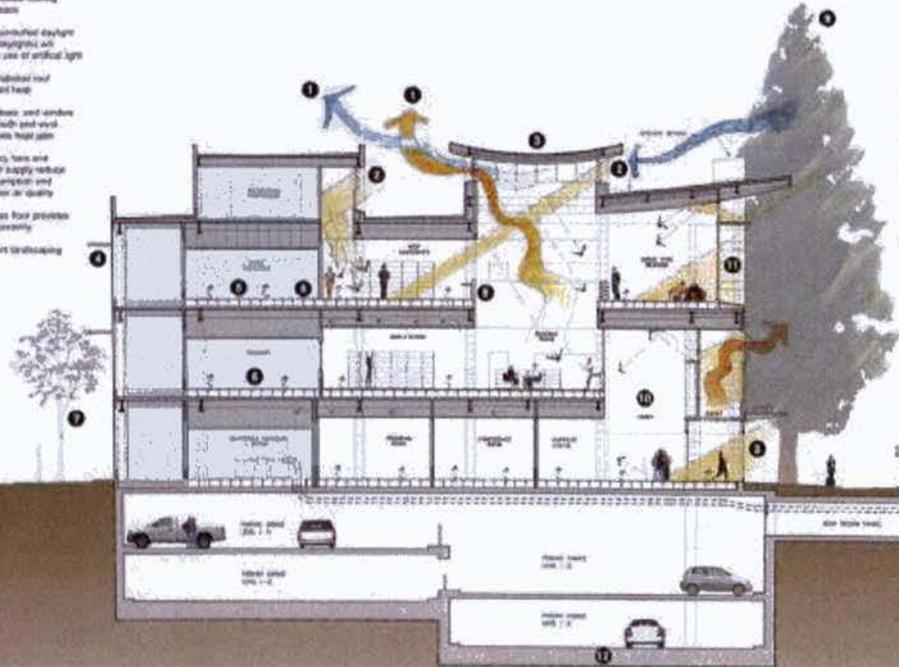


## Design Principle:

- State-of-the-art sustainable architectural design principles should be explored in the design and construction of all new building projects on the campus.



- 1 Warm exhaust air through skylight and ultra-coring western breezes
- 2 Maximizing unobstructed daylight (cornices & eaves) and minimize the use of artificial light
- 3 Strong solar thermal roof reflects (air) heat
- 4 Greater windows and window shades on south and west facade reduces heat gain
- 5 High efficiency fans and underfloor air supply reduce energy consumption and improve indoor air quality
- 6 Railed access floor provides terminology flexibility
- 7 Water-efficient landscaping



- 8 Low Volatile Organic Compound (VOC) emitting materials such as adhesives, resins and paints
  - 9 Existing mechanical areas above roof structure such as reduce heat gain
  - 10 Lobby is open and large
  - 11 High performance, low-emissivity glazing reduces heat gain
  - 12 Concrete will contain high volume fly ash (a recycled industrial by-product)
- Other green features:**  
 Bicycle storage with convenient charge/replacement facilities for rent  
 Utilizing Green-Paint:  
 Ultra-low flow water conserving plumbing fixtures  
 Recycled content insulation and materials that are non-halocarbon  
 rigorously

San Mateo Library Conceptual "Green" section



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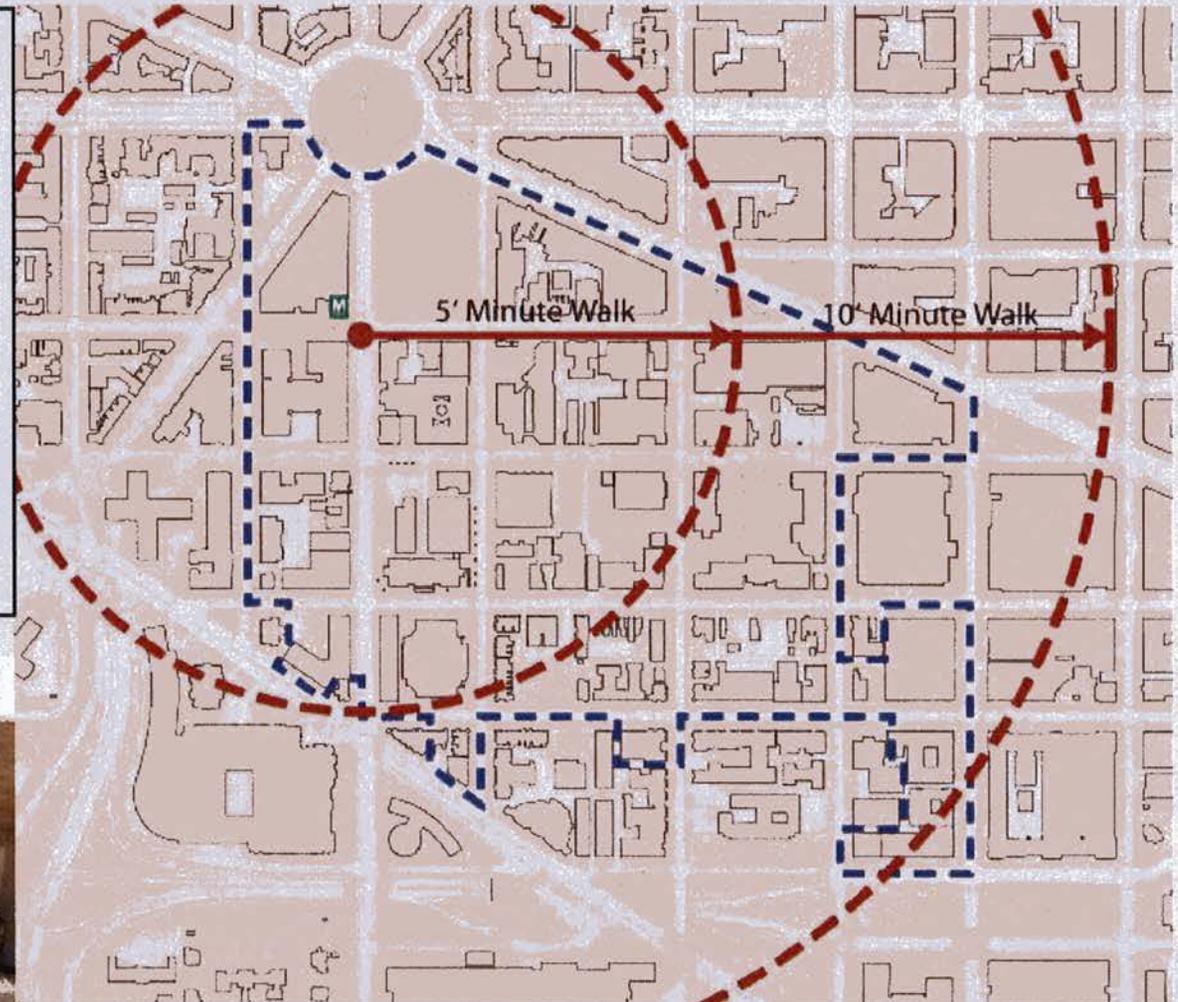
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## Environment



### Design Principle:

- Physical design and programming promotes more pedestrian access and less reliance on the automobile
- Promote alternate means of transportation that reduces the need for car use





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## Design



### Design Principle:

- New projects maximize opportunities for “positive surveillance” and reduce places where “unviewed” activities could occur





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## GW Development Program



### Design Principle:

- Accommodate GW forecasted academic and housing space needs inside campus boundary
- Concept: 2.0 million GSF of future growth for GW at identified sites
- Academic uses include: classrooms, labs, offices, support spaces and other university facilities





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## GW Development Program

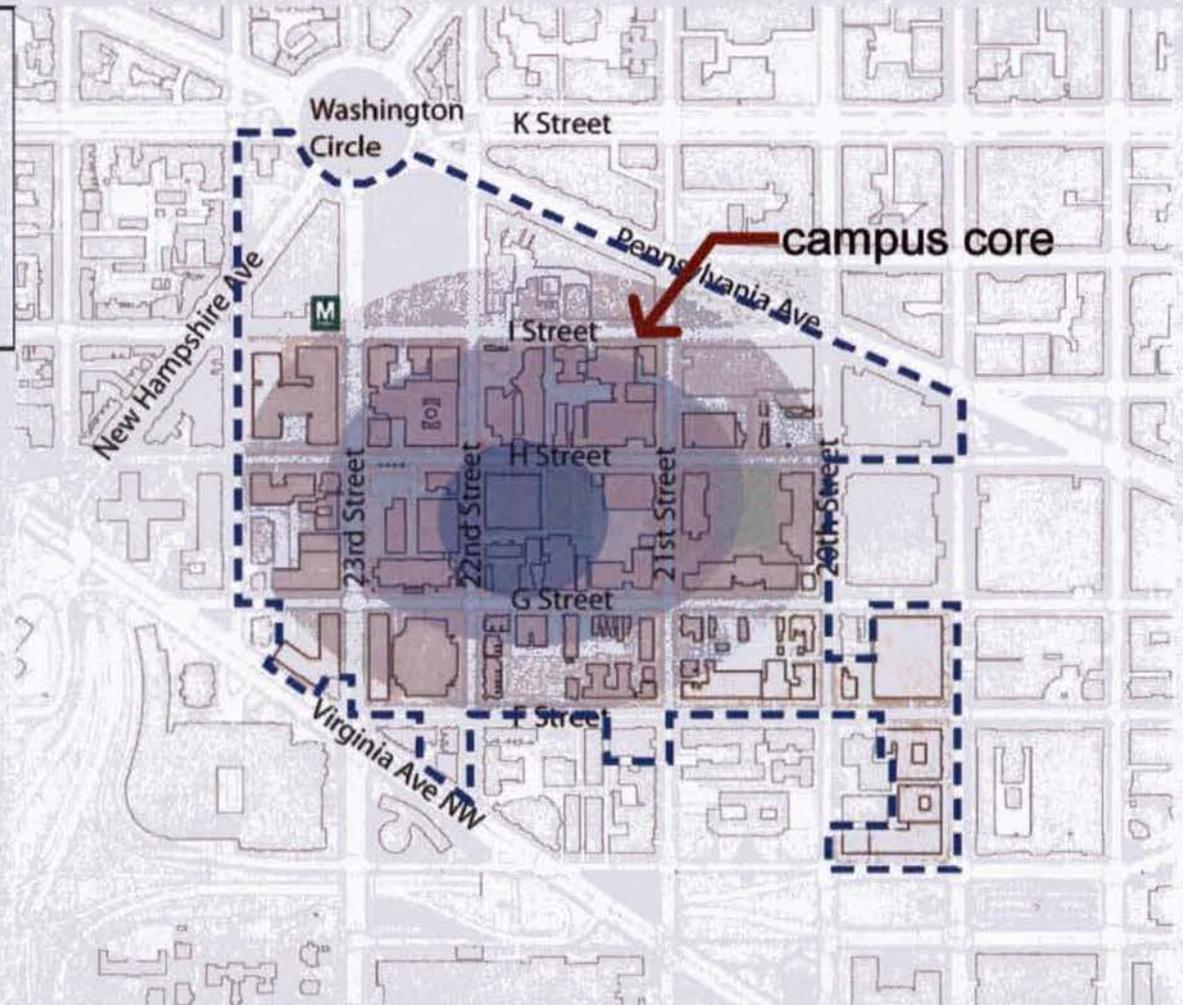


### Design Principle:

- Emphasize GW identity in areas where university uses are more intense

### Concept:

- New GW academic and housing growth is within campus boundaries and concentrated in areas where university uses are more intense





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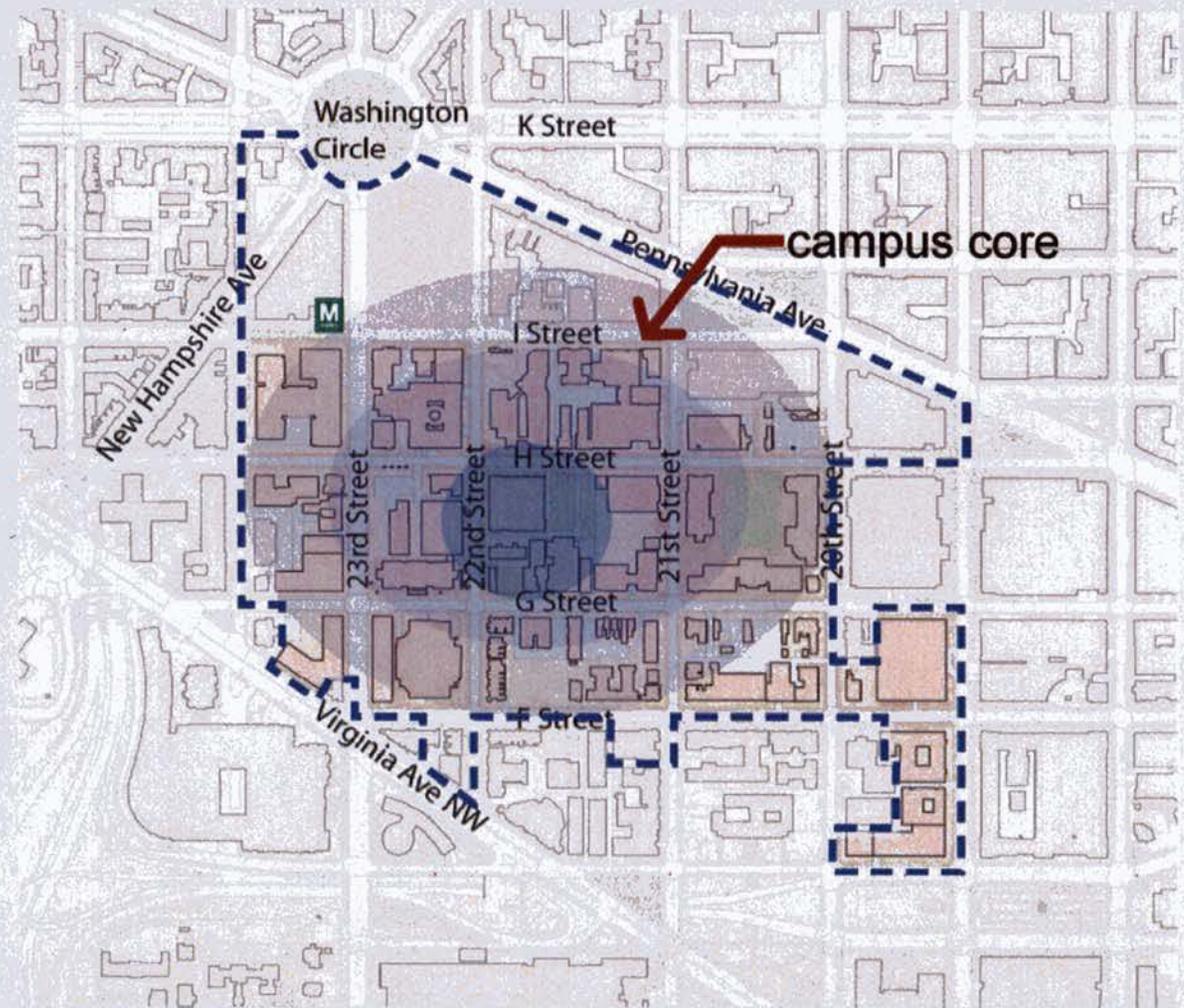
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## GW Development Program



### Concept:

- GW's activities are concentrated in areas where university uses are more intense
- Branding becomes prominent in areas where university uses are more intense





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## Potential Parking Sites

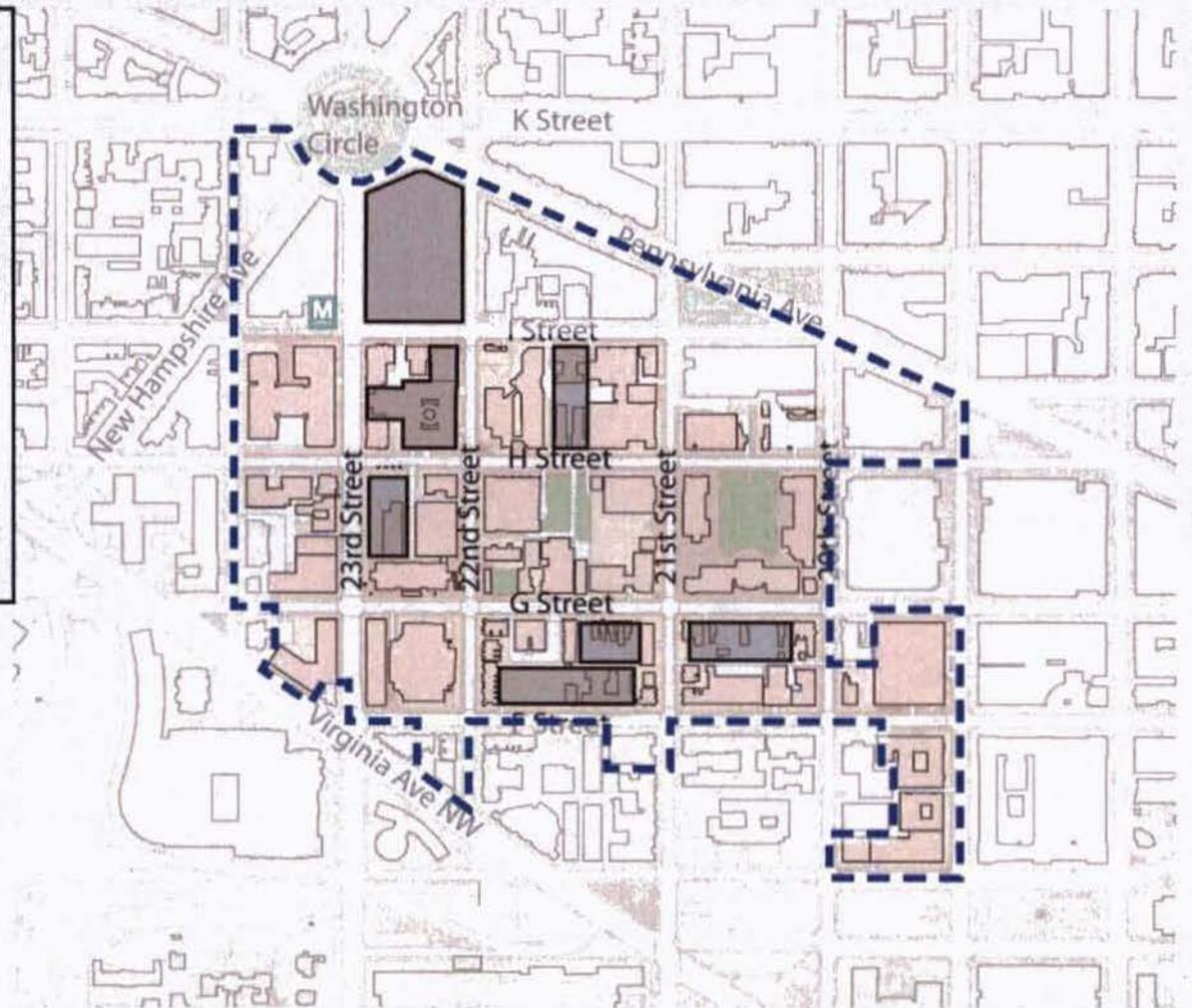


### Design Principles:

- Parking structures are sized throughout the campus to minimize impact on surrounding neighborhoods and provide convenient access to major commuting routes

### Concept:

- Potential University parking underground at Square 54
- Parking underground at other sites, with easy access to commuter routes





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## Potential Parking Sites and Loading Entries

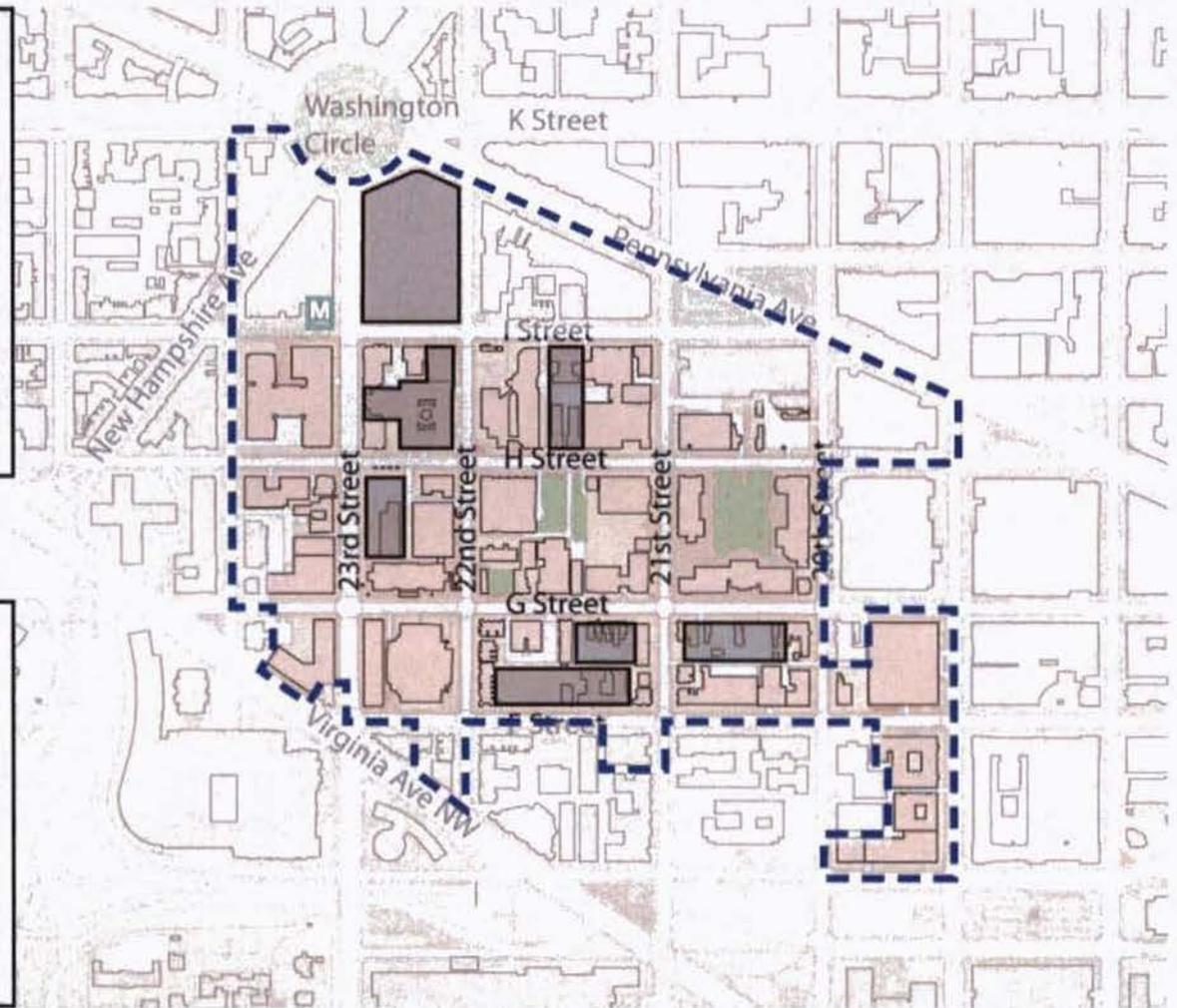


### Design Principle:

- Loading docks and entries to parking garages are located and/or screened to minimize negative effects on existing residential streets

### Design Principle:

- Vents are located to minimize negative impact on public places and air quality in general





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## Branding and Identity



### Design Principle:

- Effort to concentrate GW branding in areas where university uses are more intense

### Concept:

- “Branding” with special lighting, signage, paving, materials, etc...
- Toward the campus boundaries, those elements become more consistent with standard city design





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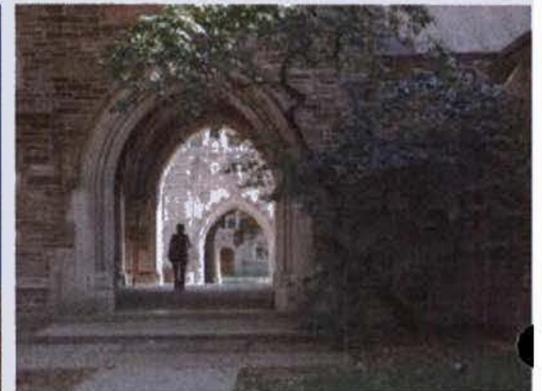
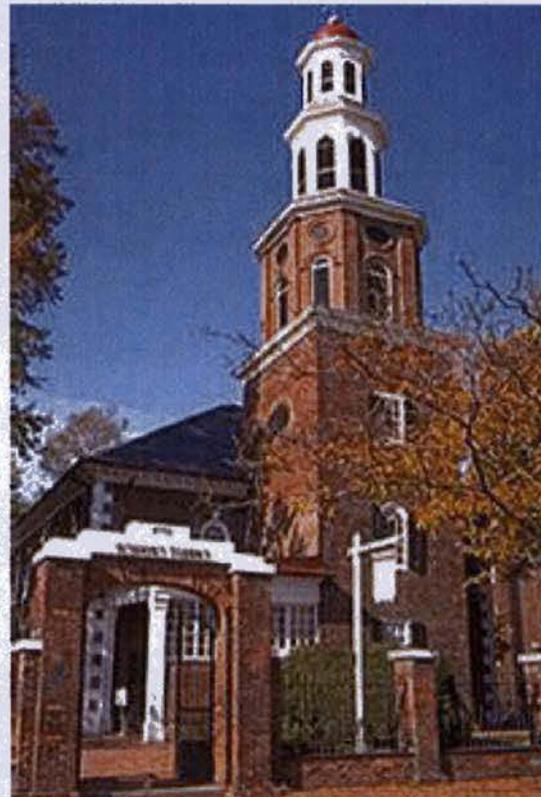
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## Branding and Identity



### Concept:

- Comes in many forms; with buildings, signage, statutes, busts, landscape, etc...





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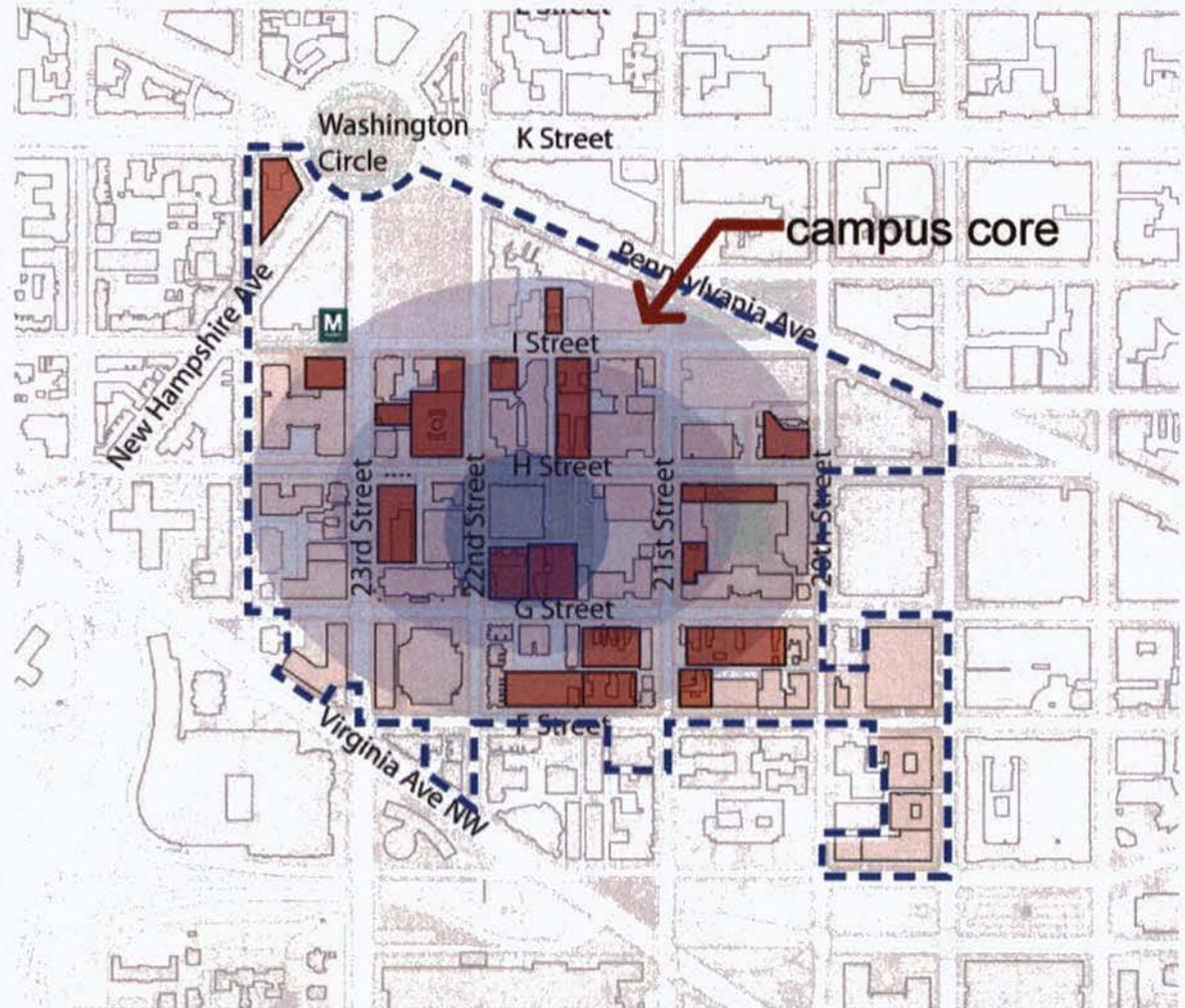
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## All potential Sites



### Concept:

- University future growth in 2,000,000 gsf of academic and residential uses (active uses)
- Concentrate future university development in areas where university uses are more intense
- New student housing is designed to minimize direct impact on existing private residential buildings





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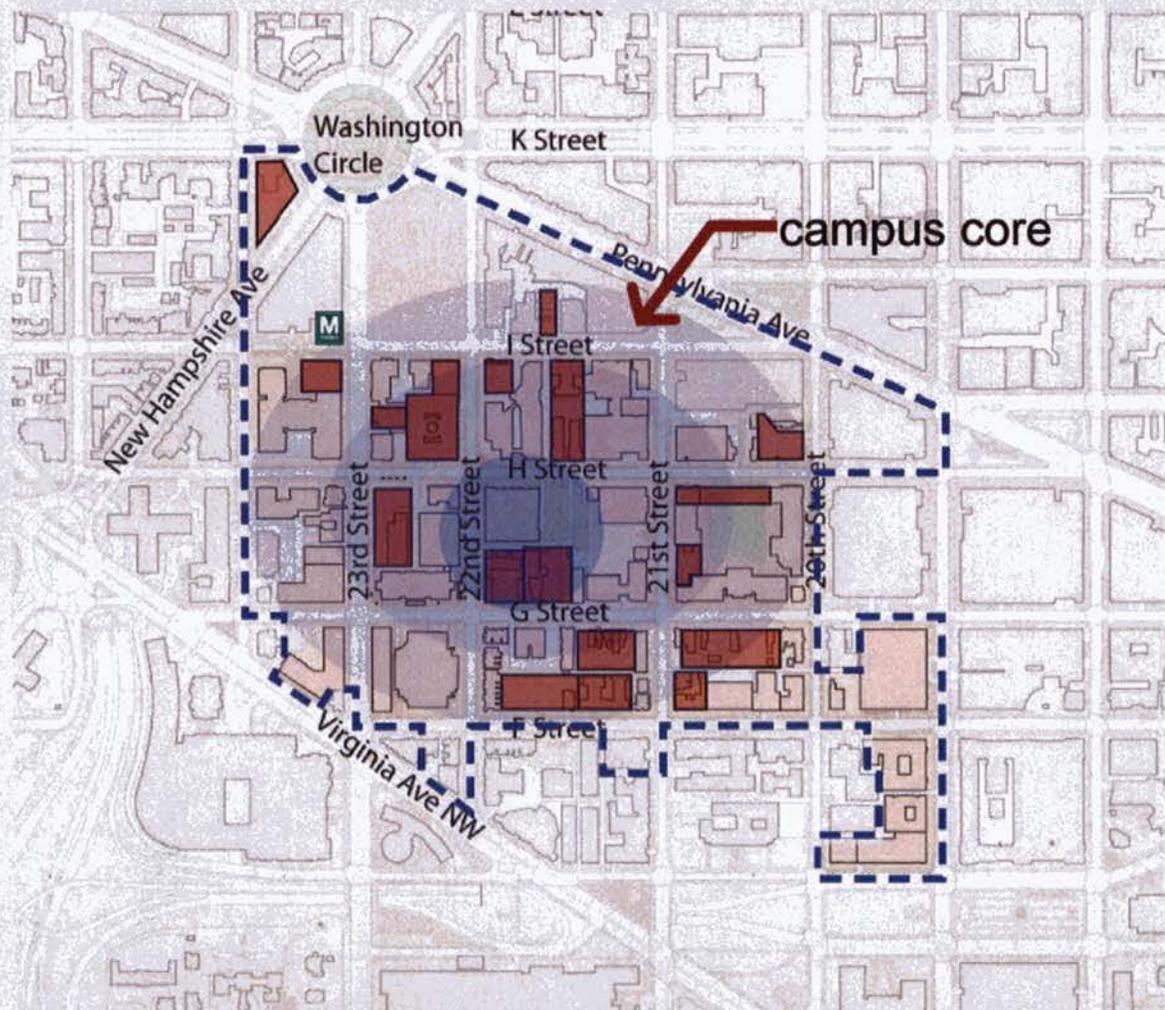
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## All potential Sites



### Concept:

- +/- 1,000 beds on a combination of buildings on existing open sites and new construction where there are existing buildings





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## Places



### Places:

- Pennsylvania Avenue, “Washington Circle” and 23<sup>rd</sup> Street
- “College Walk” or H Street
- G Street
- F Street
- “The Town Center”: Square 54 and I Street Retail Corridor



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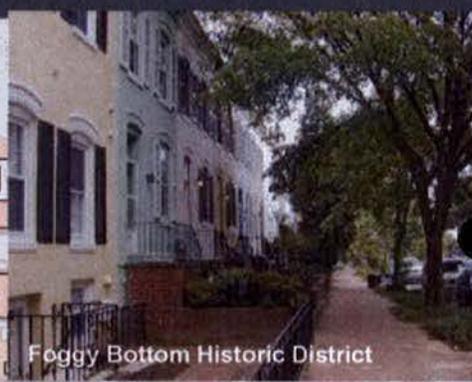
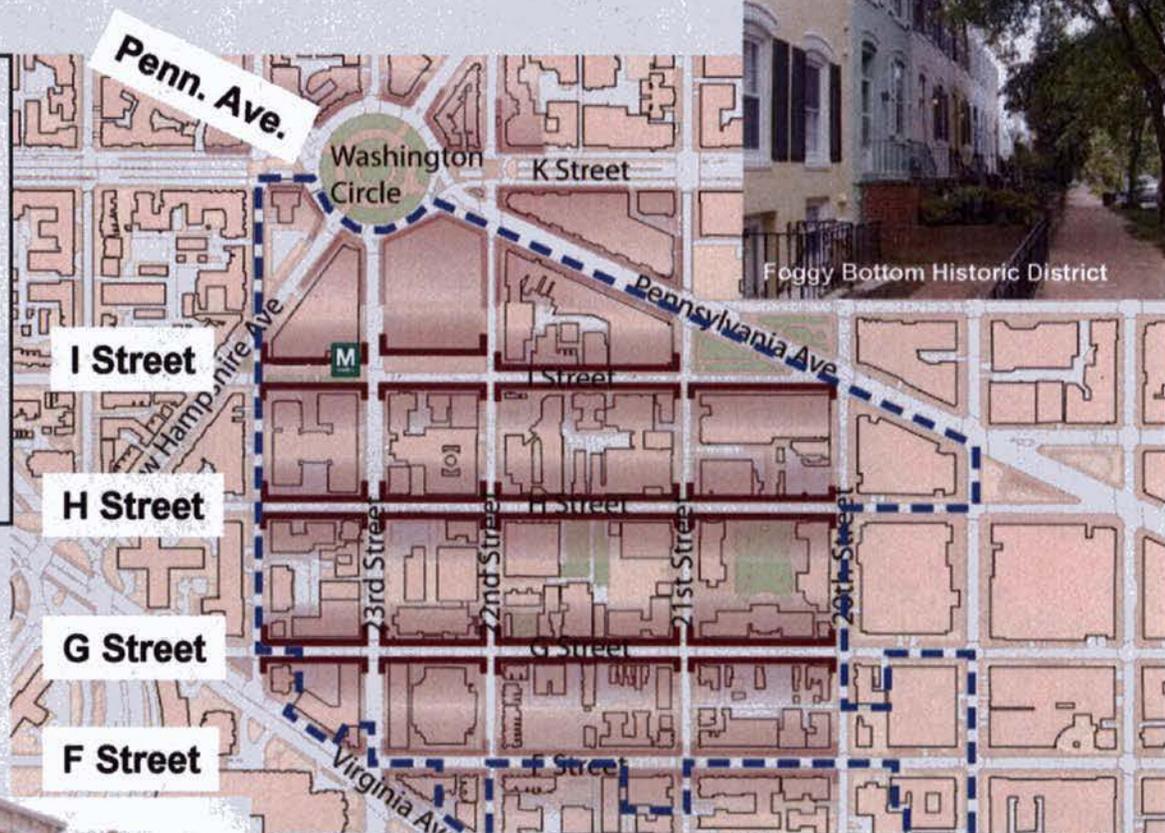
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## 5 Streets



### Design Principle:

- New buildings are designed to complement the character of the Foggy Bottom-West End area and the GW Campus



Foggy Bottom Historic District



F Street



G Street Character



H Street Character



I Street



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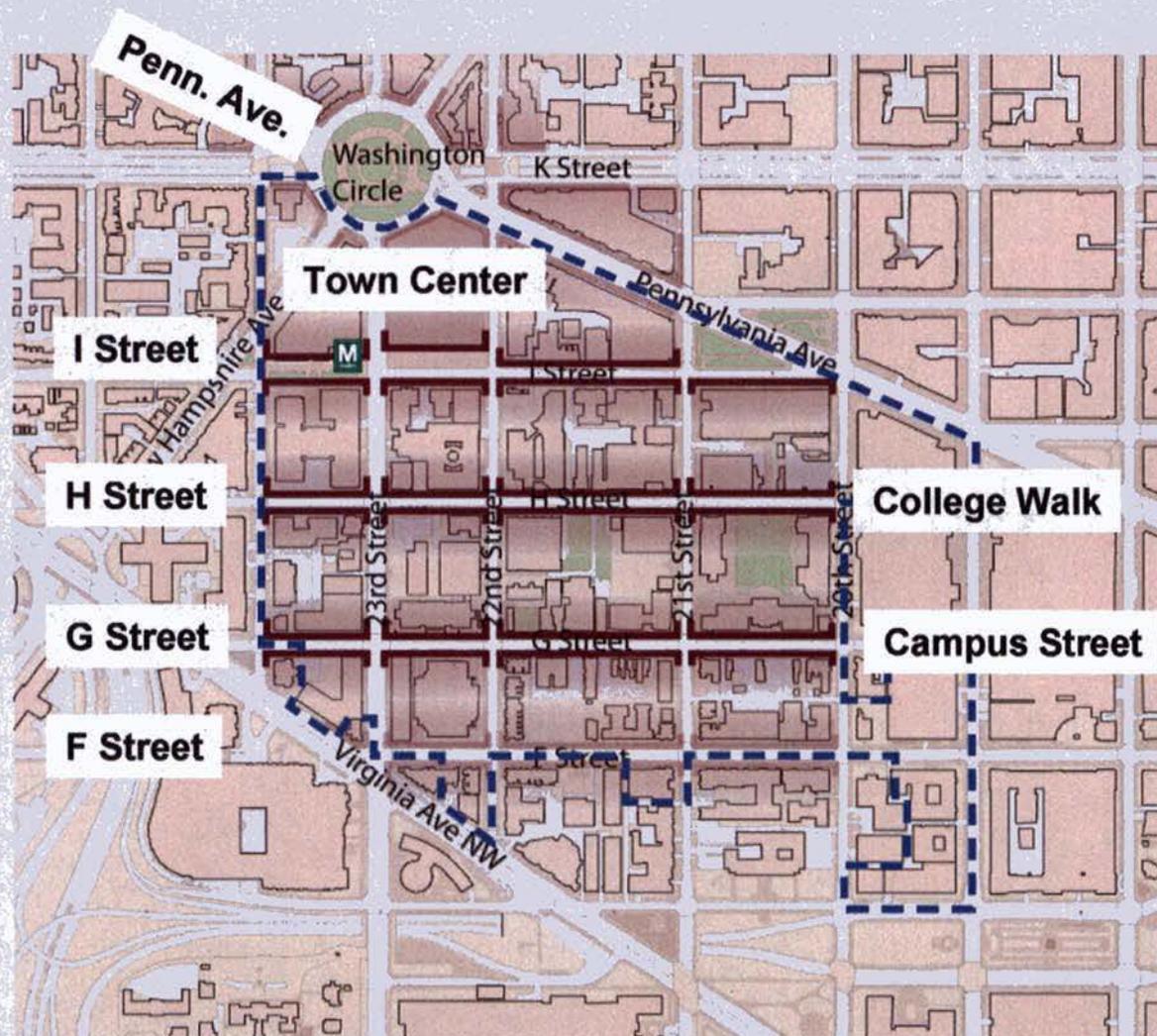
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## 5 Streets



- Make the new places distinct from one another
- Square 54 and I Street retail corridor - the mixed use, town center
- College Walk – Main Street
- Campus street - the alternative
- Penn. Avenue & F Street



G Street



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## 5 Streets

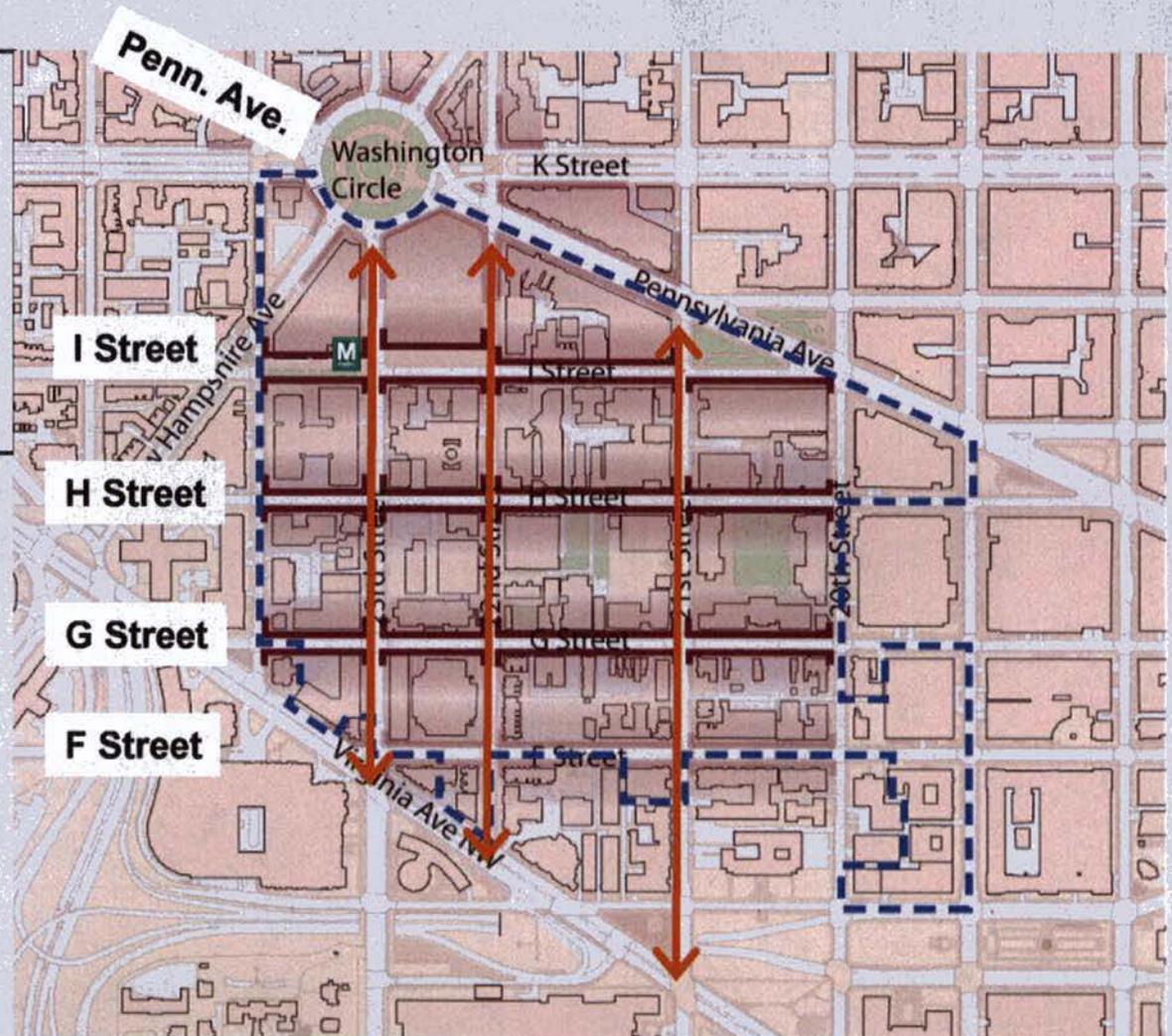


### Design Principle:

- Five main streets provide variety of character and use within the campus and along its boundaries

### Concept:

- Develop diverse streets
- Concentrate East / West Streets for the pedestrian environment
- Maintain North/South streets for traffic movement





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Pennsylvania Ave, Washington Circle and 23<sup>rd</sup> St.

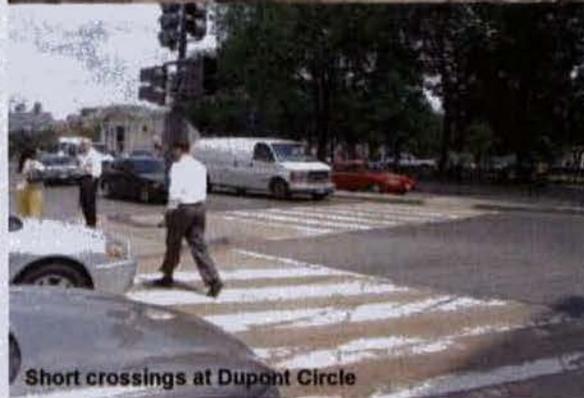


### Design Principle:

- The approaches to Washington Circle provide a safe environment with streets that are convenient and easy to cross

### Concept:

- Redesign Washington Circle
- New design to include ground-level uses, improved traffic flow, crosswalks and arrangement of the park itself



Short crossings at Dupont Circle



Difficult access to Washington Circle



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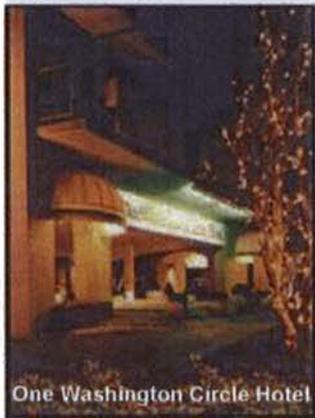
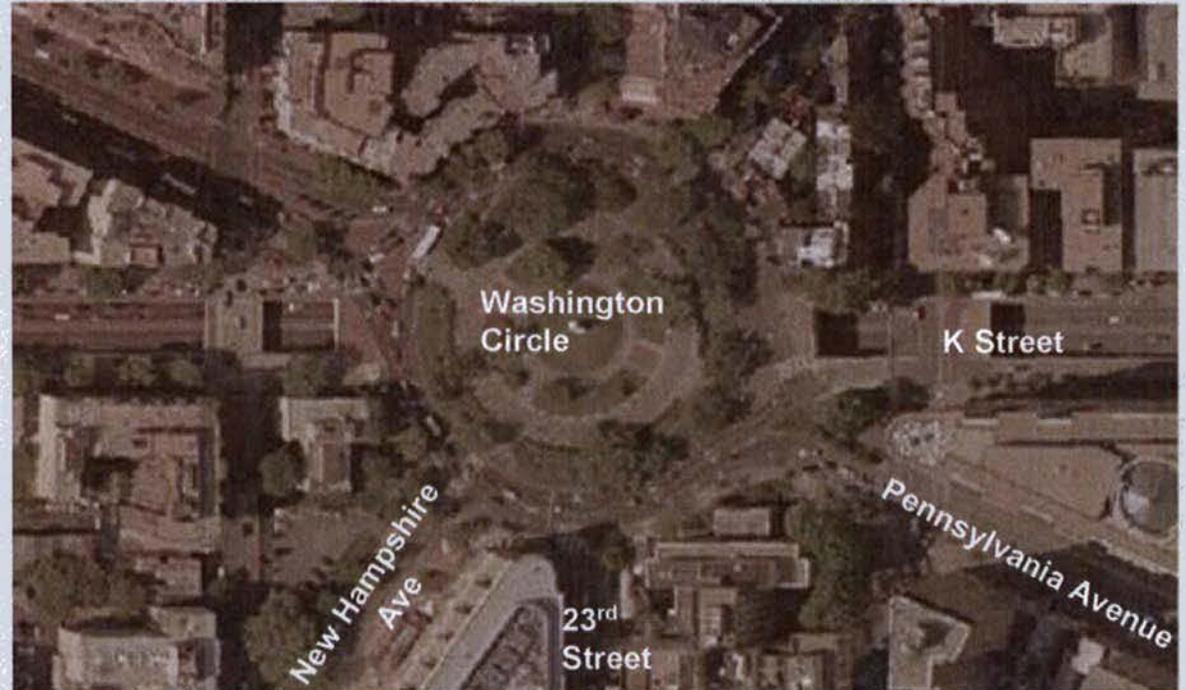
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Pennsylvania Ave, Washington Circle and 23<sup>rd</sup> St.



Concept:

- Buildings are higher and more dense
- Office / retail / civic
- "Part of the city"



One Washington Circle Hotel



View south on New Hampshire Avenue



Historic Facades



Washington Circle Seating



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Pennsylvania Ave, Washington Circle and 23<sup>rd</sup> St.

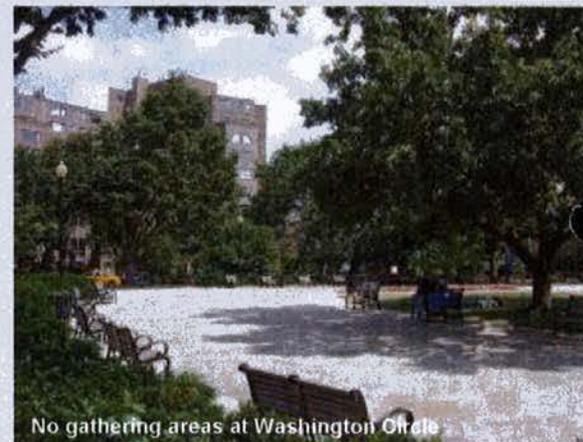


### Design Principles:

- Washington Circle is designed to accommodate a variety of individual and group activities



Playing chess at Dupont Circle



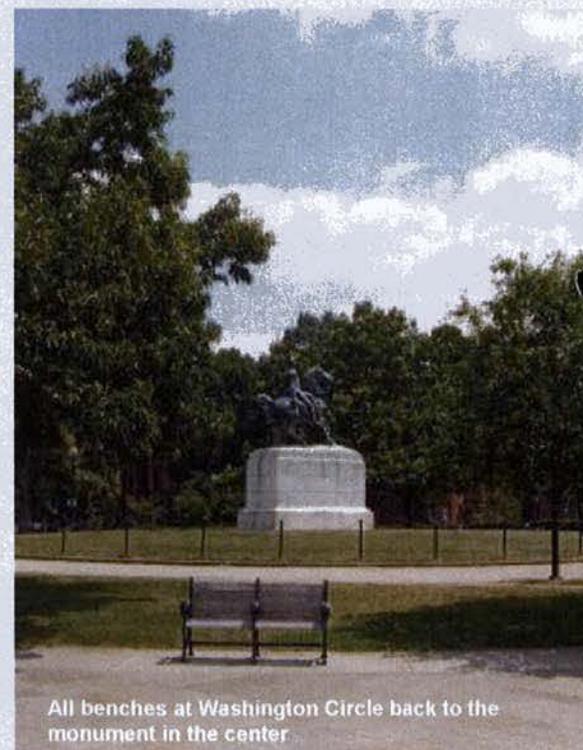
No gathering areas at Washington Circle

Special emphasis should be put in the use of:

- Furniture
- Landscape
- Shading structures



The Fountain at the center of Dupont Circle concentrates visitors' attention



All benches at Washington Circle back to the monument in the center



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## Pennsylvania Ave, Washington Circle and 23<sup>rd</sup> St.

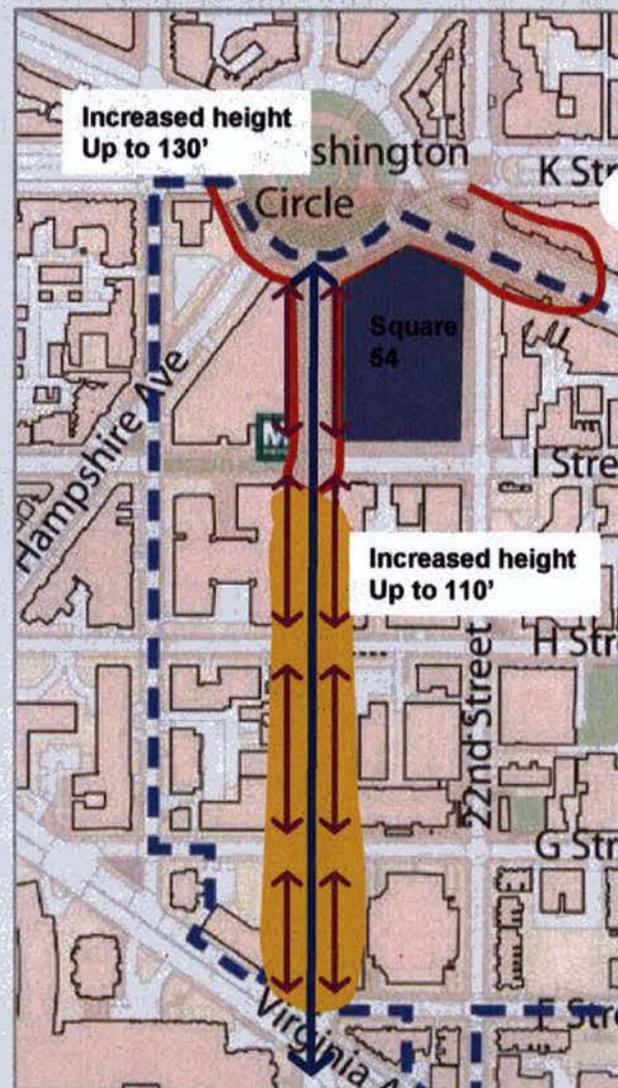


### Design Principle:

- 23<sup>rd</sup> Street remains an important vehicular street for the region yet could be supported by an improved pedestrian environment at Square 54 and the Metro station

### Concept:

- Density is highest adjacent to the Foggy Bottom Metro station along 23<sup>rd</sup> Street, Washington Circle and Pennsylvania Ave.





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Pennsylvania Ave, Washington Circle and 23<sup>rd</sup> St.



- Tall buildings up to 130' on Pennsylvania Ave and Washington Circle, transition to up to 110' down 23<sup>rd</sup> Street
- Active ground levels
- Improved crosswalks at Circle
- Square 54 frontage and ground level design helps to define a new Washington Circle





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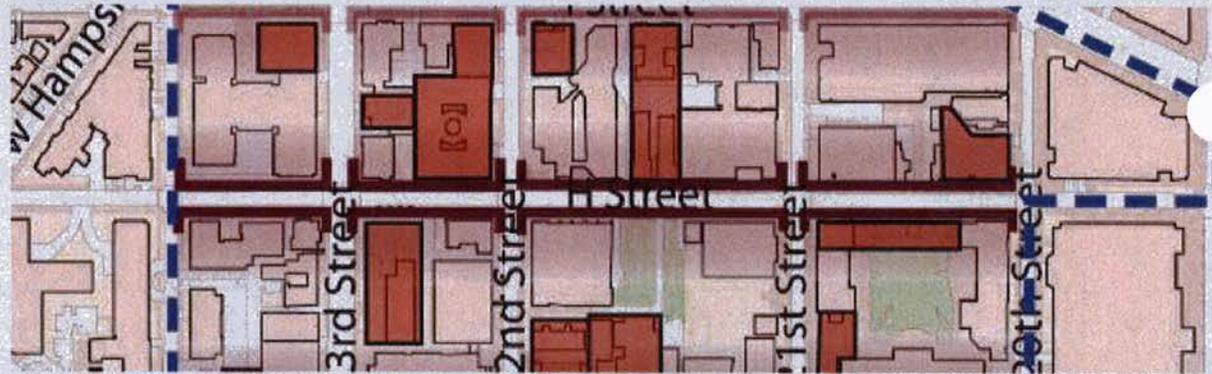
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## H Street - College Walk



### H Street Concept

- Preferred location of future academic facilities and some limited residential
- Location of Marvin Center, Library, Academic Center, Law School, Main campus uses
- Future sites for continued development of the academic center



H Street and 21<sup>st</sup>, NE corner



H Street and 21<sup>st</sup>, NW corner



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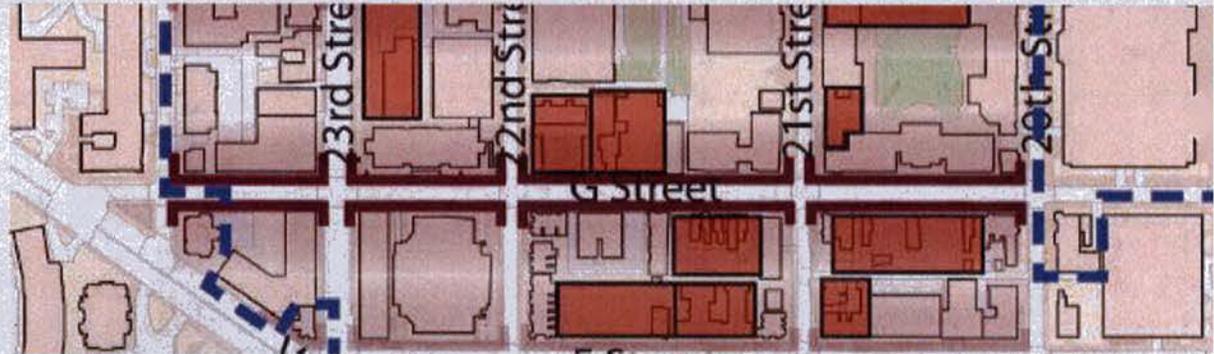
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## G Street



### G Street Concept

- Future uses  
both academic and residential
- Retain architectural character
- Include diverse scales and sizes
- Combine residential and  
academic



Quigley's Pharmacy



G Street Character



School Without Walls



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## F Street

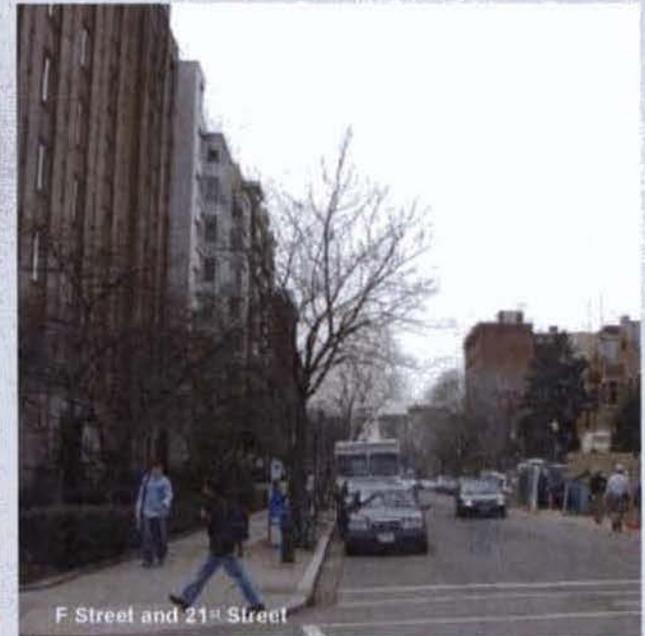


### F Street Concept:

- Future use for residential halls and some academic facilities
- Buildings up to 90'
- New student housing is designed to minimize direct impact on existing private residential buildings



F Street Aerial at 21<sup>st</sup> St (looking north)



F Street and 21<sup>st</sup> Street



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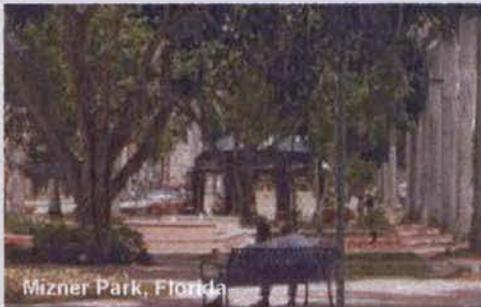
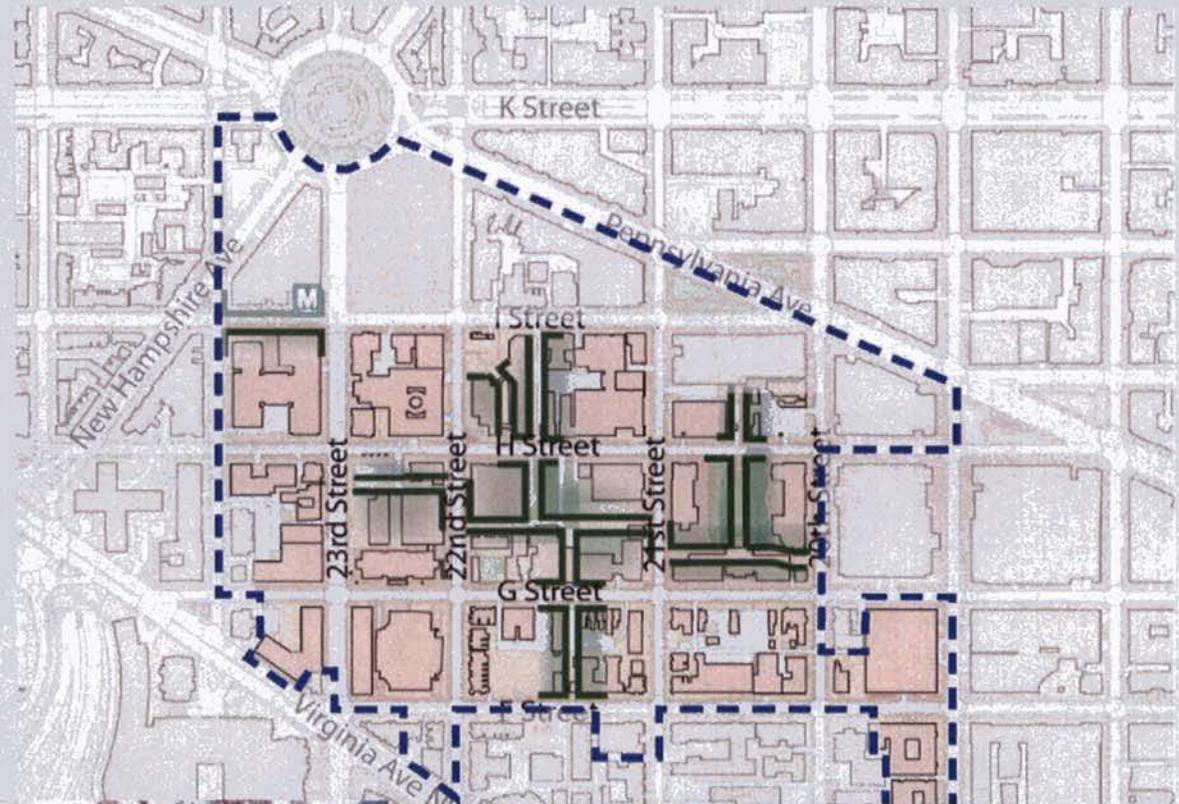
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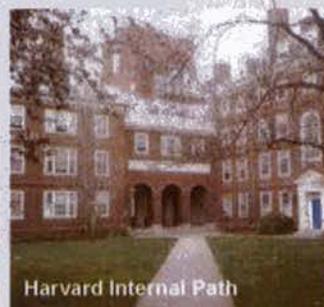
## College Mews – Pathways & Linkages



- Informal paths thru campus
- Pedestrian only
- Small scale spaces and landscapes
- Access to University buildings
- Intimate scale
- Out of classroom learning
- Quality landscape



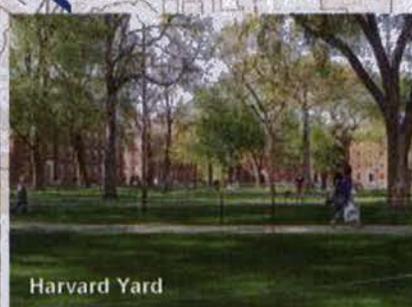
Mizner Park, Florida



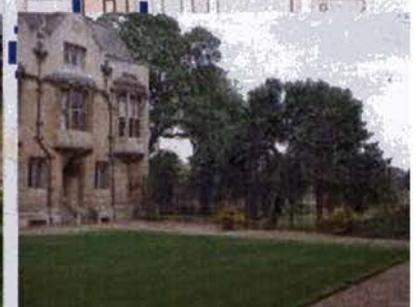
Harvard Internal Path



Yale Courtyard



Harvard Yard





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## Town Center: Square 54 & I Street Retail Corridor



### Design Principles:

- The town center provides variety in architecture, community-serving retail and activities
- Designs for Square 54 and I street promote an improved pedestrian environment on all sides





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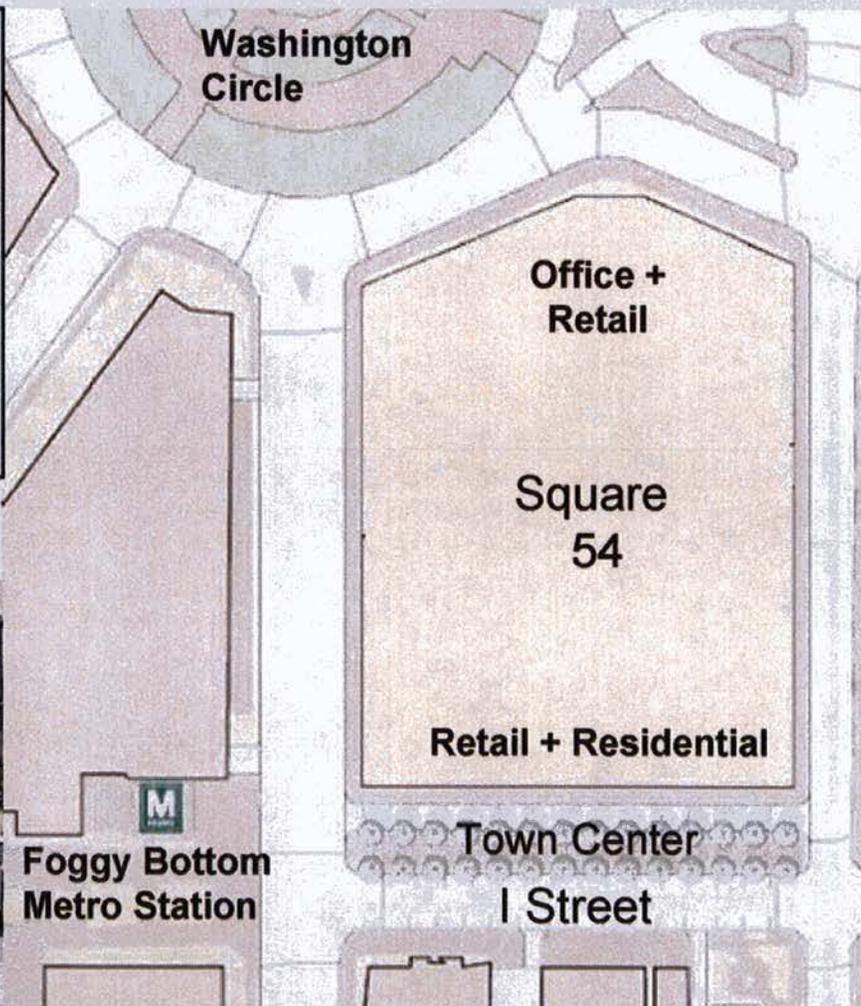
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# Town Center: Square 54 & I Street Retail Corridor



## Draft Design Principle:

- Square 54 and Metro plaza at 23<sup>rd</sup> and I Street make a new town center square that is supported by new neighborhood retail





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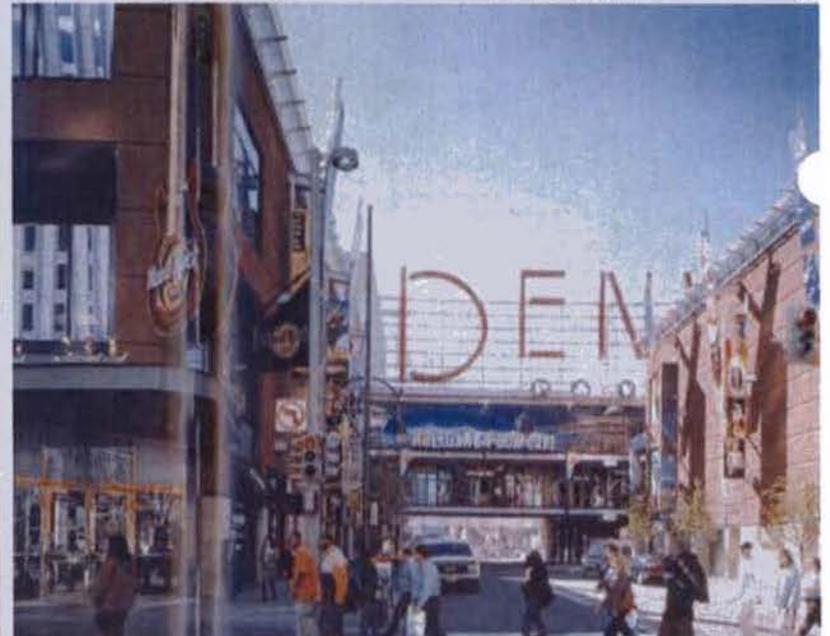
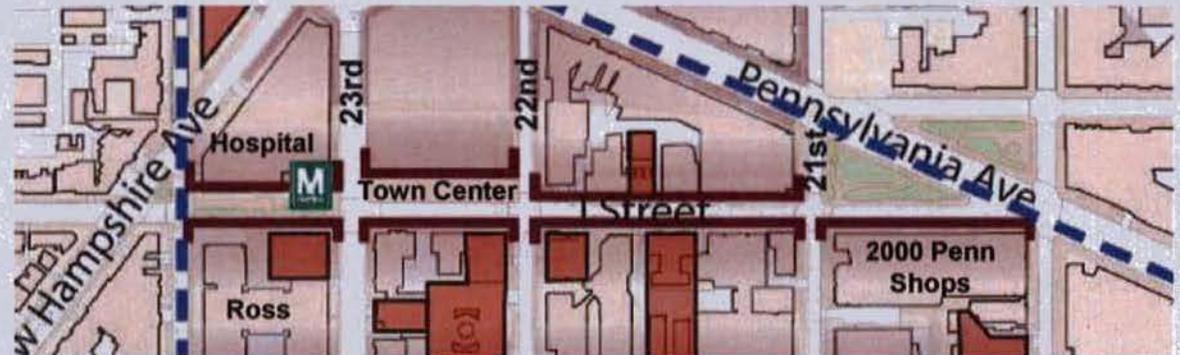
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## Town Center: Square 54 & I Street Retail Corridor



### I Street Concept:

- Transforms to become extension of town center with new retail on both sides of the street as the university redevelops
- Anchored at 2000 Penn and the metro station



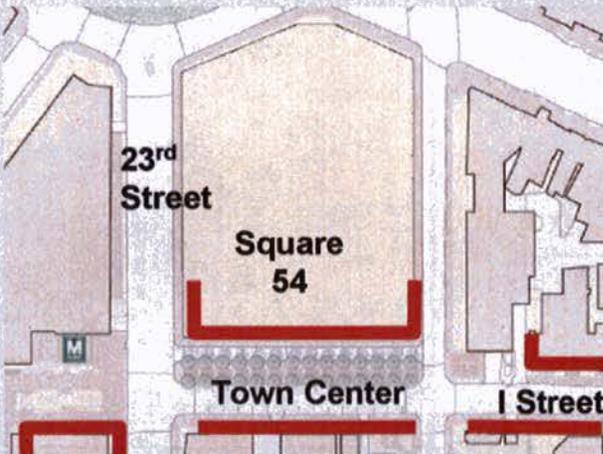


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## Town Center: Square 54 & I Street Retail Corridor



- Concentrate retail to make a critical mass
- Ground level of GW buildings facing I Street have retail





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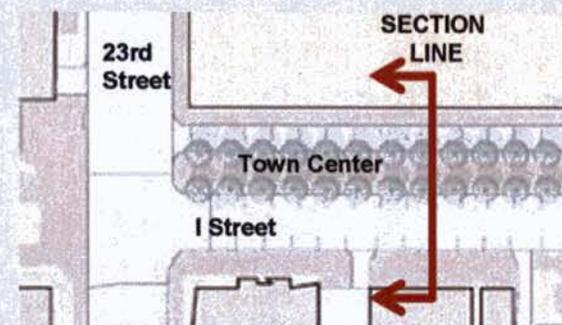
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## Town Center: Square 54 & I Street Retail Corridor



### Concept:

- Square 54 and I Street Retail Corridor are the Town Center
- Active and Passive Uses on the square
- As University rebuilds along I Street, new retail is included at ground levels.





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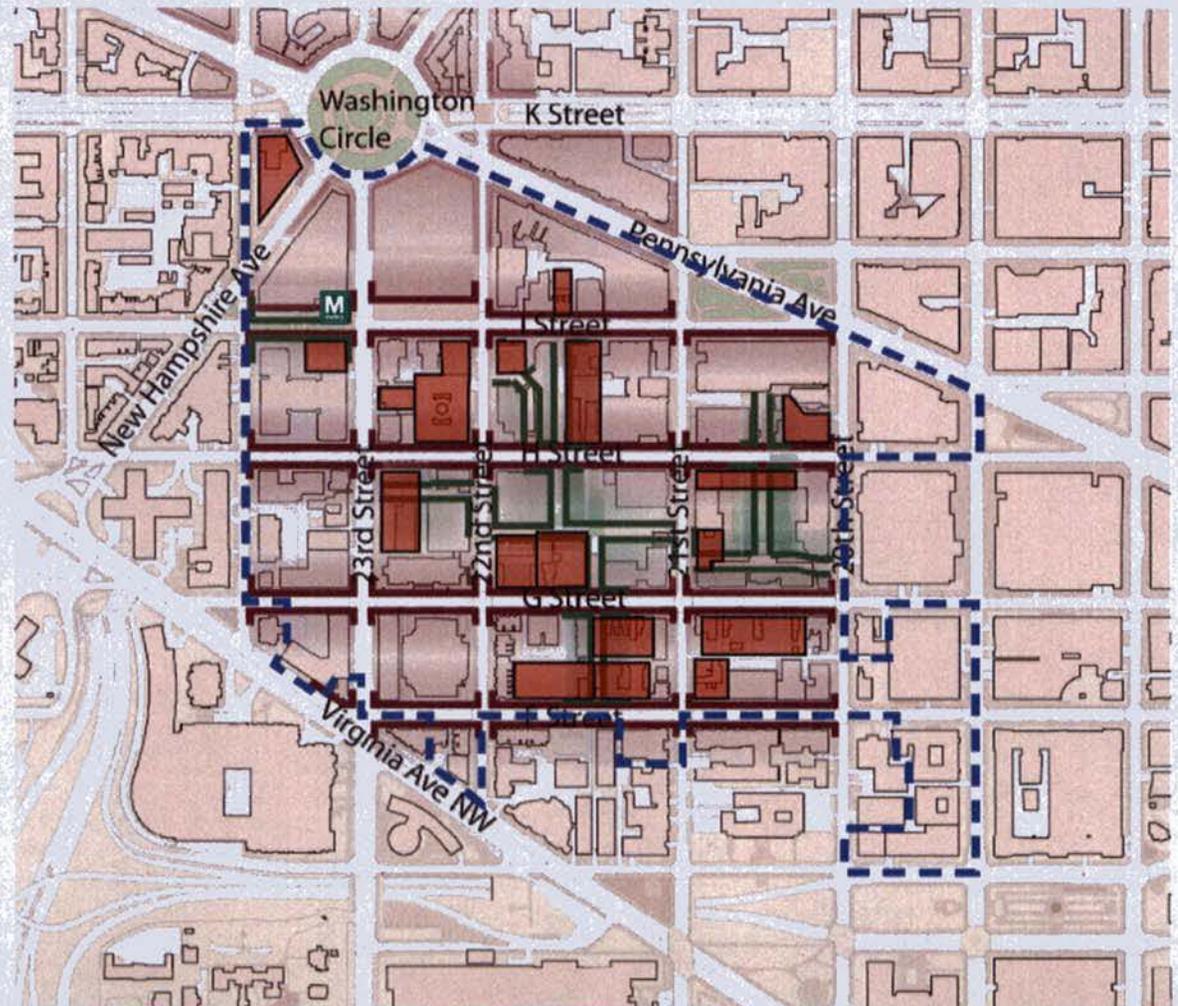
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## Summary



- University development and most active uses concentrated in areas where university uses are more intense
- Square 54 and I Street retail add significant community benefits
- Architectural character is enhanced through distinct streets and places throughout campus and neighborhood





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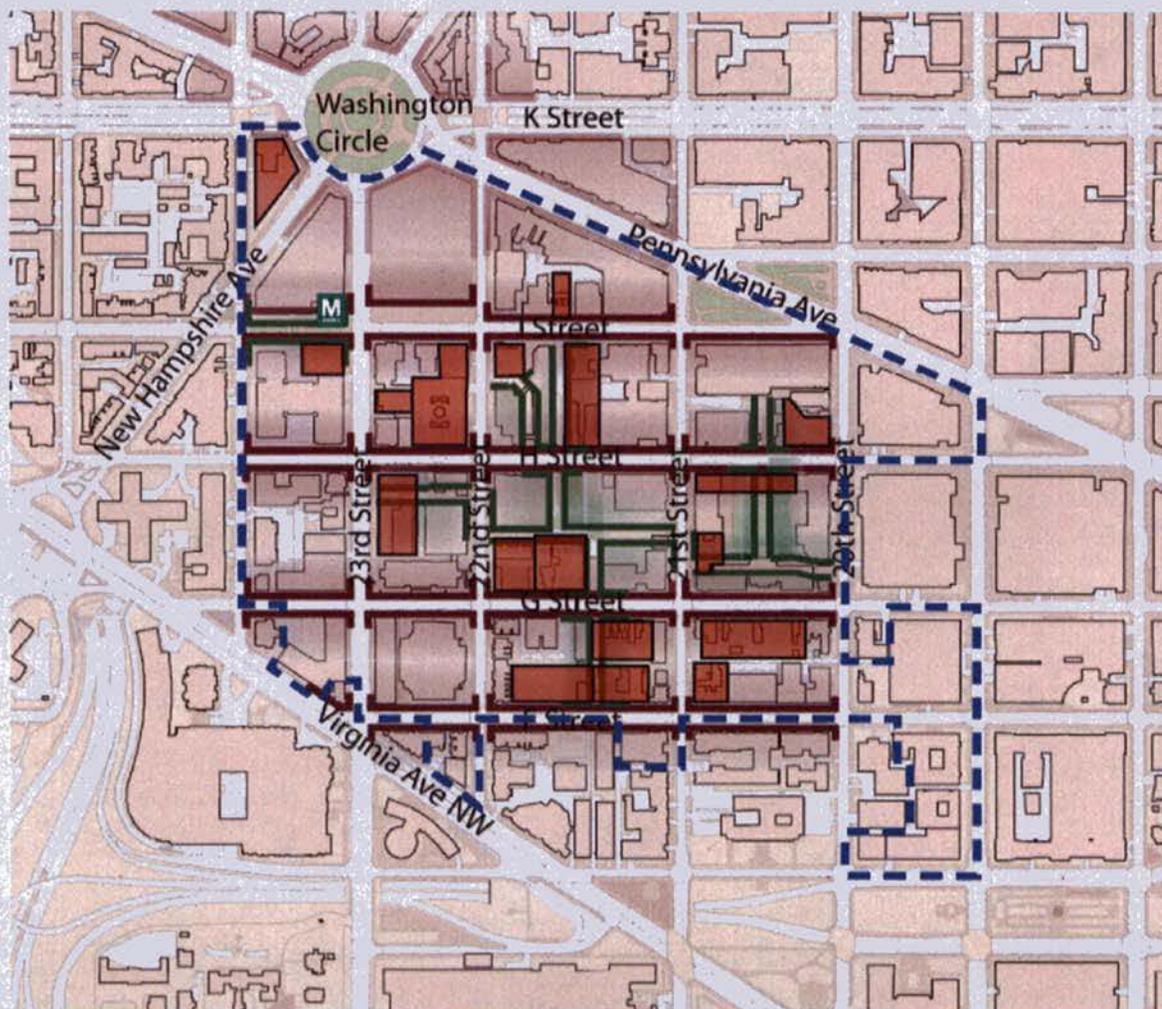
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## Summary



- Open spaces improve Foggy Bottom / West End pedestrian connectivity
- University concentrates image in areas where university uses are more intense
- New buildings grow with predictable height and density according to their location in the city neighborhood and the campus





# Design Concepts

July 26, 2005

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