

SQUARE 54



**PLANNED UNIT DEVELOPMENT
PRE-HEARING SUBMISSION
ZONING COMMISSION CASE NO. 06-27**

BOSTON PROPERTIES, INC.

KSI SERVICES, INC.

THE GEORGE WASHINGTON UNIVERSITY

JULY 14, 2006

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**ZONING COMMISSION
District of Columbia**

CASE NO. 06-27
EXHIBIT NO. 14

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This pre-hearing submission is submitted by Boston Properties, Inc. (“Boston Properties”), KSI Services, Inc. (“KSI”) and The George Washington University (“University” or “GW”) (collectively “Applicant”) in connection with the application for consolidated review and approval of a Planned Unit Development (“PUD” or “Project”) and a corresponding amendment to the District of Columbia Zoning Map for the property known as Square 54 in Northwest Washington, DC (“Property”).

Due to its location, size and development potential, the future of Square 54 is of critical importance not only to the University but also to a wide range of interested stakeholders, including residents of the Foggy Bottom and West End neighborhoods. As detailed more fully in the PUD application, the vision for the future of Square 54 in the context of GW’s Foggy Bottom campus and the surrounding neighborhoods has been the subject of well over a year of planning and discussion.

SECTION 1: AN INTEGRATED DEVELOPMENT STRATEGY: SQUARE 54 AND THE FOGGY BOTTOM CAMPUS PLAN: 2006 – 2025

In recent years, several factors prompted The George Washington University to closely evaluate its land use planning efforts, including the fundamental constraints of limited space and financial resources, a desire to proactively address the concerns expressed by residents of the surrounding neighborhoods with respect to University growth and development – and the unique opportunity presented by the redevelopment potential of Square 54. In light of these considerations and the planning opportunities they present, the University has worked for nearly two years with the District of Columbia Office of Planning to develop an inclusive planning process that would build upon the fundamental principles set forth in GW’s existing Campus Plan and address a wide range of stakeholder issues. The process has drawn upon various planning resources, including land use planners, architects, traffic consultants, and historic preservation experts, providing continuous opportunities for community input and feedback.

The University’s recently filed *Foggy Bottom Campus Plan: 2006 – 2025* is a result of this comprehensive planning effort. The proposed Campus Plan sets forth a framework for development over the next twenty years that accommodates the University’s forecasted academic and student housing space needs within the existing Campus Plan boundaries, addresses concerns regarding GW expansion into surrounding residential neighborhoods, preserves and enhances the District’s tax base by making more efficient use of properties already owned by the University – and allows Square 54 to be developed for mixed-use commercial purposes.

GW’s integrated development strategy – including the *Grow Up, Not Out* philosophy underpinning the Foggy Bottom Campus Plan: 2006 – 2025 and the proposed redevelopment of Square 54 as a mixed use “town center” – **reflects the University’s broader strategic planning initiatives aimed at creating a world-class university within the nation’s capital.**

SECTION 2: SQUARE 54 PROJECT OVERVIEW

The Square 54 site, adjacent to the Foggy Bottom-GWU Metrorail Station and at the “front door” of the campus and the Foggy Bottom and West End neighborhoods, presents a key transit-oriented development location and an opportunity to create a unique and dynamic “town center”

that would benefit a wide range of stakeholders. The PUD application requests the approval of a mixed-use project of world-class design that will provide housing, employment and neighborhood-serving retail opportunities on the 2.66 acre site. The proposal includes approximately 870,000 square feet of gross floor area with the resulting Floor Area Ratio (FAR) of approximately 7.5. Specifically, the Project proposes approximately 333 dwelling units, 454,000 square feet of office space and 84,000 square feet of retail space at and below grade.

2.1 Design & Uses

The proposed design concept for the Project includes multiple distinct elements that reflect and complement the diversity of the residential, institutional, and commercial uses surrounding the site. The office element is positioned on Pennsylvania Avenue and will create a signature statement that will serve as an appropriate transition to the District's central business district. The two residential buildings located on I Street between 22nd and 23rd Streets are scaled to complement the existing and proposed residential and institutional buildings adjacent to Square 54.

The retail program is a key element in the development plan for the Project, which is designed to create a unique, vibrant and successful retail destination. Notably, Square 54 is contemplated to serve as the anchor of the I Street Retail Corridor proposed in the *Foggy Bottom Campus Plan: 2006 – 2025*, aimed at establishing a “critical mass” of neighborhood-serving retail in the heart of the Foggy Bottom/West End.

The site also incorporates significant and functional open spaces, including a unique urban landscaped interior courtyard and a street retail plaza along I Street. Through the incorporation of well-designed landscaping in the courtyard and retail plaza and around the perimeter of the Project, the design team has worked to enhance the streetscape experience and to bolster the retail elements of the Project. To further enliven the pedestrian experience, all parking and loading is proposed to be accommodated below grade.

2.2 Urban Land Institute Panel Study

In addition to the public meetings and events associated with the University's comprehensive community-based planning process, in May 2005, GW and the Office of Planning convened a three-day Urban Land Institute (ULI) panel to specifically evaluate the redevelopment potential of Square 54. At the conclusion of the study, the ULI panel recommended mixed-use commercial development of Square 54 at a density between 7.0 and 8.0 FAR, under the assumption that GW demonstrates the ability to accommodate its forecasted academic and student housing space needs on the balance of the Foggy Bottom campus. The development proposal presented in this PUD application is consistent with the recommendations of the ULI panel and is responsive to issues raised by members of the community and the Office of Planning throughout the community-based planning process.

2.3 Project Benefits and Amenities

The Square 54 proposal provides a wide range of benefits to all key stakeholders – the Community, the District, and the University – including:

- Providing new neighborhood-serving retail services, anchoring the proposed I Street Retail Corridor
- Enhancing the public environment and pedestrian experience through landscaping and streetscape improvements
- Creating an architecturally significant project at a premier location in the heart of the Foggy Bottom and West End communities
- Providing opportunities for new business development and enhances the District's tax base
- Attracting additional residents to the District by providing market, affordable and workforce housing options
- Enhancing the vibrant and collegial *GW Experience* for students, faculty, and staff
- Providing key source of non-enrollment driven revenue to support the University's core academic mission

SECTION 3: RESPONSE TO COMMENTS OF THE OFFICE OF PLANNING AND ZONING COMMISSION

3.1 Office of Planning Setdown Report

The DC Office of Planning (OP) filed a report with the Zoning Commission addressing the Square 54 PUD application on June 30, 2006, recommending that the application be set down for public hearing. In its report, OP noted that the public was provided with numerous opportunities to review various iterations of the Square 54 development plans as they evolved through the University's community-based planning process. Furthermore, the report indicated that the proposed development plan included in the PUD application has changed significantly to address OP and community concerns. OP concluded that the project is of very high quality design, successfully eliminating above-ground parking and loading activities, activating all four street frontages, and incorporating large amounts of public and private open space.

In its report, the Office of Planning requested that the applicant address the following three issues with respect to public benefits and amenities associated with the Project:

1. Grocery Store. As set forth in the PUD application, "a key element in the development plan for Square 54 is creating a unique, inviting, and successful retail program." (Square 54 PUD application, page 12). Specifically, the proposed retail concept described in the PUD application calls for approximately 84,000 square feet of retail space at and below grade including a combination of neighborhood-serving shops, restaurants and cafes, and a contemplated grocery store. In response to ongoing discussions between the Applicant and the Office of Planning, and the specific request included in the OP setdown report, the Applicant has agreed to make a commitment to include a grocery store use in the retail program for Square 54, and has already initiated efforts to secure a potential grocery store tenant with the goal of obtaining a letter of intent prior to the public hearing. At the public hearing, the Applicant will provide an economic analysis of the impact of the grocery store use on the Project's retail program.

2. Affordable Housing. The PUD application indicated that “[t]he Project will provide approximately 333 new dwelling units with a goal of setting aside up to 13% of these units as workforce and affordable housing.” (Square 54 PUD application, page 20). In response to continued discussions between the Applicant and the Office of Planning, and the specific request included in the OP setdown report, the Applicant has made a firm commitment to the 13% goal set forth in the PUD application, broken down as follows:

- a. Affordable Dwelling Units (ADUs) at 80% of AMI (area median income): 8% of total residential units
- b. Workforce Housing Units at 100% of AMI: 5% of total residential units

This program results in an overall commitment to workforce and affordable housing units of 13% of the project’s total residential units. These units will be distributed throughout the residential component of the Project, consistent with the following proposed unit mix:

Unit Type	Total Number of Units	Affordable Dwelling Units (8% total units)	Workforce Housing Units (5% total units)
Studio	61	4	3
1 BR/1BA	152	12	8
1 BR/1BA/Den	39	4	2
2 BR/2 BA	58	5	3
2 BR/2 BA/Den	21	2	1
3 BR/2 BA	2	0	0
Total	333	27	17

While the OP setdown report called for a commitment of 13% affordable units at 80% AMI, subsequent conversations between the Applicant and OP have confirmed that OP’s intent was to require a commitment of 13% total of affordable and workforce housing units. Based on these conversations, it is the Applicant’s understanding and belief that the workforce and affordable program commitment set forth herein is fully acceptable to the Office of Planning and fulfills their request with respect to the affordable/workforce housing component of the Project.

3. Metro Entrance. The Office of Planning has indicated its interest in a study currently being coordinated by WMATA to evaluate the demand for and feasibility of a potential second entrance at the Foggy Bottom-GWU Metrorail station. It is the Applicant’s understanding that this study has not yet been completed, but that preliminary findings of the study suggest that Square 54 is not the preferred location for a potential new Metro entrance. Nonetheless, the Applicant will continue to participate in discussions with the Office of Planning and WMATA regarding the ongoing study.

3.2 Zoning Commission July 10, 2006 Public Meeting

At its public meeting on July 10, 2006, the Zoning Commission unanimously setdown the Square 54 PUD application for public hearing. As part of their preliminary discussion of the Square

54 PUD application, in addition to addressing the aforementioned issues raised in the OP report, members of the Commission inquired about environmentally sensitive design and construction features that would be included in the proposed development. Both the developers and the architect team involved in the Square 54 project have a demonstrated record of environmentally-conscious design, construction and facilities operations.

With respect to the Square 54 Project, the Applicant will provide a green roof on the office building and one of the residential buildings, specific plans for which will be provided prior to the public hearing. In addition, the Applicant will commit to achieving the equivalent of a LEED score of 16 points for both the office and residential components of the Project, utilizing a variety LEED-recognized "green building" elements.

SECTION 4: COMPLIANCE WITH PUD FILING REQUIREMENTS

The application and supplemental information provided in this pre-hearing submission complies with the provisions of Section 3103 of the Zoning Regulations as set forth more fully below:

3013.1(a)	Information Requested by the Commission; Additional Information, Reports or Other Materials Which the Applicant Wishes To Introduce	See Application, Pre-Hearing Submission
3013.1(b)	List of Witnesses	See Section 5, Pre-Hearing Submission
3013.1(c)	Summary of Testimony of Applicant's Witnesses and Reports for the Record	See Section 5, Pre-Hearing Submission
3013.1 (d)	Additional Information, Reports or Other Materials Which the Applicant Wishes to Introduce	See Application and Pre-Hearing Submission
3013.1(e)	Reduced Plans	See Exhibit A, Application
3013.1(f)	List of Publicly Available Maps, Plans and Other Documents	See Exhibit A, Pre-Hearing Submission
3013.1(g)	Estimate Time Required for Presentation of Applicant's Case	1.5 hours
3013.2	Two Sets of Full Size Plans	Submitted with Application
3013.3 and 3013.6(a)	List of Names and Addresses of Property Owners within 200 Feet of the Subject Property	See Exhibit B, Pre-Hearing Submission

There are no persons or organizations that have a lease for any portion of the property involved in the application, therefore § 3013.6(b) is satisfied. Furthermore, no modifications and refinements have been made to the Project and materials provided to the Zoning Commission since the original application except those included in this pre-hearing submission.

SECTION 5: HEARING WITNESSES AND OUTLINES OF TESTIMONY

The following witnesses are expected to testify on behalf of the Applicant in support of the Square 54 Consolidated PUD application.

5.1 Louis H. Katz

Executive Vice President and Treasurer, The George Washington University

Outline of testimony:

- I. Introduction and Background
- II. Building a World-Class University in the Nation's Capital
 - A. Strategic Excellence: Academic Programs, Research and Technology
 - B. GW's Integrated Development Strategy
 - 1. The Foggy Bottom Campus Plan: 2006 – 2025: *Grow Up, Not Out*
 - 2. Square 54: A Unique Opportunity
- III. Partnership with Boston Properties and KSI Services, Inc.
- IV. Community-Based Planning Process
- V. Shared Benefits of GW's Integrated Development Strategy
 - A. Project Benefits and Amenities
 - B. University Benefits
 - 1. Key Source of Non-Enrollment Driven Revenue to Support GW's Core Academic Mission
 - 2. Enhancing the *GW Living and Learning* Experience

5.2 Raymond Ritchey, Executive Vice President and National Director of Acquisitions and Development and/or Trey Dempsey, Project Manager, Boston Properties, Inc.

Outline of testimony:

- I. Introduction and Background
 - A. Composition of Team
 - B. Recent Projects and Experience

- II. Requested Relief
 - A. Consolidated Review and Approval of Square 54 PUD
 - B. Rezoning Square 54 to C-3-C Zone District
- III. Goals and Objectives of the Project
 - A. Creating a Signature Project at a Preeminent Location
 - B. A Model for Mixed-Use, Transit-Oriented Design
 - C. Office Program Overview
 - D. Retail Program Overview
 - E. Providing Shared Benefits: A Neighborhood Gathering Place
- IV. Gathering Community Input
 - A. Square 54 and GW's Community-Based Planning Process
 - B. www.square54.com website
 - C. Additional Community Meetings and Outreach
- V. Urban Land Institute Panel
 - A. Description of ULI Panel Process
 - B. Recommendations of ULI Panel
- VI. Benefits and Amenities of Project

5.3 Edward Murn, Vice President of Multi-Family Development, KSI Services, Inc.

Outline of testimony:

- I. Introduction and Background
 - A. Composition of Team
 - B. Recent Projects and Experience
- II. Goals and Objectives for the Residential Component of the Project
 - A. Overview
 - B. Unit Mix

C. Affordable and Workforce Housing

5.4 Rafael Pelli, Principal, Pelli Clarke Pelli Architects and Michael Hickok, Principal, Hickok Cole Architects

Outline of testimony:

- I. Introduction and Background
 - A. Composition of Team
 - B. Recent Projects and Experience
- II. Site Location and Description
 - A. Overview of Site, Surrounding Area, and Land Use
 - B. Site Planning
- III. Project Design
 - A. Design Considerations
 - B. Site Layout
 - C. Building Massing and Heights
 - D. Exterior Spaces and Features
 - E. Parking & Loading
- IV. Consistency with District's Goals and Policies
 - A. Comprehensive Plan
 - B. Zoning Regulations

5.5 Alan Ward, Principal, Sasaki and Associates

Outline of testimony:

- I. Introduction and Background
 - A. Composition of Team
 - B. Recent Projects and Experience
- II. Project Design
 - A. Design Considerations
 - B. Landscape Plans
 - C. Connections to Public Open Space

D. Streetscape Elements

5.6 Richard Heapes, Founding Principal, Street-Works LLC

Outline of testimony:

- I. Introduction and Background
 - A. Composition of Team
 - B. Recent Projects and Experience
- II. Overview of Site: Opportunities and Challenges
- III. Overview of Retail Program
- IV. Consistency of Project with Great Urban Experiences

5.7 Martin Wells, President, Wells & Associates, LLC

Outline of testimony:

- I. Introduction and Background
 - A. Composition of Team
 - B. Recent Projects and Experience
 - C. Integration of Foggy Bottom Campus Plan and Square 54 Traffic & Parking Studies
- II. Square 54 Traffic & Parking Study Overview
 - A. Roadway and Parking Conditions
 - 1. Site Location
 - 2. Existing Traffic Conditions
 - 3. Existing Parking Conditions
 - B. Impact Assessment of Project
 - 1. Vehicular Trip Generation
 - 2. Parking Considerations
 - C. Site Circulation Analysis

1. Vehicular Circulation
2. Truck Access and Circulation
3. Pedestrian Circulation

III. Consistency with Transportation Element of the Comprehensive Plan

EXHIBIT A

EXHIBIT A

List of Publicly Available Maps, Plans And Other Documents

- Zoning Regulations and Map of the District of Columbia
- Generalized Land Use Map of the District of Columbia
- Ward 2 Plan
- District of Columbia Comprehensive Plan
- Metrobus and Metrorail Route Maps
- Orders of the District of Columbia Zoning Commission and Board of Zoning Adjustment
- Publications of the District of Columbia Office of Planning
- Publications of the District of Columbia Office of Planning and Economic Development

EXHIBIT B

**NAME AND MAILING ADDRESS OF THE OWNERS OF
ALL PROPERTY WITHIN 200 FEET IN ALL DIRECTIONS FROM
ALL BOUNDARIES OF THE PROPERTY INVOLVED IN THE APPLICATION**

<u>SQUARE</u>	<u>LOT</u>	<u>PREMISES ADDRESS</u>	<u>OWNER AND MAILING ADDRESS</u>
40N 53	800 800	NW Pennsylvania Ave, NW	US Government Property National Park Service Mr. John Parsons, Director Cooperative Activities 1100 Ohio Drive, SW Washington, DC 20024
40	36	900 23 rd St., NW	George Washington c/o Universal Health SVC Inc 367 S. Gulph Road King of Prussia, PA 19406-3121
41 55 75	40 28 855 23	2300 I St., NW 817 23 rd St., NW 2212 I St., NW 2134 Pennsylvania Ave., NW	George Washington University c/o Rice Hall 2121 I Street, NW 7 th Floor Washington, DC 20052-0001
	33 34 41 42 46 47	2138 Pennsylvania Ave., NW 2138 Pennsylvania Ave., NW 2140 Pennsylvania Ave., NW 2136 Pennsylvania Ave., NW 2150 Pennsylvania Ave., NW 2142 Pennsylvania Ave., NW	
77	59 864	801 22 nd St., NW 831-833 22 nd St., NW	
74	49	2121 Pennsylvania Ave., NW	International Finance Corporation 2121 Pennsylvania Avenue, NW Washington, DC 20433-0005
75	2001 thru 2125	2141 I St., NW	Board of Directors / President Condominium Association 2141 I Street, NW Washington, DC 20037-2323
77	51	837 22 nd St., NW	George Washington University 2025 F Street, NW; #205 Washington, DC 20052-0001

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CERTIFICATE OF SERVICE

I HEREBY CERTIFY that a copy of this letter and the Applicant's Pre-Hearing Submission were hand delivered to the persons listed below on July 14, 2006.

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