

American Art Museum), the Corcoran Gallery of Art, the Newseum, and the numerous Downtown theaters. 1608.8

See also the Economic Development Element for further policies relating to growth of the tourism and hospitality economy, and policies in the Arts and Culture Element on the promotion of Downtown arts and live-work housing for artists.

Policy CW-1.1.8: Promote Central Washington Retail

Develop and promote Central Washington as a regional retail destination. Particular emphasis should be placed on sustaining a concentrated regional shopping area at:

- a. The F and G Street corridors between 7th and 15th Streets NW;
- b. Seventh Street NW in the Gallery Place and Penn Quarter neighborhoods; and
- c. The Old Convention Center site.

The design of streets and facades in these areas should be conducive to pedestrian-oriented shopping, with wide sidewalks, window displays, well managed on-street vending activities, outdoor seating areas, and other shopper amenities. A mix of traditional large-format retail anchors and specialty shops should be encouraged. In particular, support should be provided to attract one or two additional boutique department stores to these areas. 1608.9

See also the Economic Development and Urban Design Elements for additional policies relating to the retail sector.

Policy CW-1.1.9: Neighborhood-Serving Retail in Central Washington

Ensure that Central Washington’s retail uses serve not only the regional market, but also the local neighborhood market created by residential development within the area. This should include basic consumer goods like drug stores, hardware stores, and grocery stores, to supplement the major anchors and specialty shops. 1608.10

Policy CW-1.1.10: Central Washington Hotels and Hospitality Services

Encourage the development of additional hotels in Central Washington, especially in the areas around the new Convention Center and Gallery Place, along Pennsylvania Avenue NW and Massachusetts Avenue NW, in the Thomas Circle area, and in the area east of Third Street NW. A range of hotel types, including moderately priced hotels, and hotels oriented to family travelers as well as business travelers, should be encouraged. Hotels generate jobs for District residents and revenues for the general fund and should be granted incentives when necessary. Retain existing hotel uses by allowing and encouraging the expansion of those uses, including the addition of one



Gallup Building at 9th and F Streets



Recent Downtown construction

floor, approximately 16 feet in height subject to coordination with federal security needs, to the Hay-Adams Hotel. ^{1608.11}

Policy CW-1.1.11: Leveraging Public Development Sites

Use publicly-owned development sites, such as urban renewal sites, WMATA joint development sites, and the former Washington Convention Center site to implement key objectives and policies of the Central Washington Area Element, especially with respect to land use and urban design. These sites should be viewed as a portfolio of assets that must be strategically managed to meet the long term needs of the District. ^{1608.12}

Policy CW-1.1.12: Reinforcing Central Washington’s Characteristic Design Features

Reinforce the physical qualities that set Central Washington apart from all other major American city centers, including the L’Enfant framework of diagonal avenues and park reservations, relatively low building heights, the great open spaces of the National Mall and Tidal Basin, the large number of historic and/or monumental buildings, and the blending of historic and contemporary architecture. ^{1608.13}

Policy CW-1.1.13: Creating Active Street Life and Public Spaces

Promote active street life throughout Central Washington through the design of buildings, streets, and public spaces. This should include:

- a. Discouraging second-level pedestrian bridges or underground walkways that drain activity from Central Washington streets;
- b. Encouraging multiple entrances in large projects to increase street-level activity;
- c. Managing certain streets so they can be easily closed to traffic on special occasions for use by pedestrians;
- d. Providing streetscape improvements that make Downtown streets more comfortable and attractive;
- e. Encouraging active ground floor uses, and discouraging wide building entrances, large internal lobbies, and street-facing garage entrances and loading areas;
- f. Creating and managing well designed public spaces that provide space for spontaneous performances, programmed entertainment, and social interaction;
- g. Supporting collaboration with the National Park Service on measures to allow for recreation space as well as local and federal monuments and national memorials on federally-owned parks in the heart of the central business district such as Pershing Park, and Franklin, McPherson, and Farragut Squares; and

through land use and urban design decisions, regulatory controls, business development and economic assistance, and tourist promotion. 1613.10

Action CW-2.3.C: Chinese Park at 5th Street and Massachusetts Avenue

Support redesign of the park reservation at 5th Street NW and Massachusetts Avenue NW with a Chinese landscape theme, providing a symbolic gateway to Chinatown from Massachusetts Avenue NW. 1613.11

CW-2.4 Mount Vernon District 1614

The Mount Vernon District includes the blocks adjacent to and including historic Mount Vernon Square and the newly developing Mount Vernon Triangle area on its east. Located at the crossroads of New York and Massachusetts Avenues, the Mount Vernon District provides a transition between the lower-scale residences of Shaw on the north and the high-density commercial areas of Downtown on the south. The area suffered from disinvestment and blight during the late 20th Century. Much of its building stock was abandoned or demolished, and large areas were converted to parking or became vacant. The area has undergone a turnaround since 2000 and is currently one of the city's most active development areas. 1614.1

Mount Vernon Square itself was designed to be a focal point in Washington's ensemble of great civic landmarks. Its focus is the 1902 former Carnegie Library building, an elegant historic structure that is now in use by the Washington Historical Society. Facing the north edge of the Square is the 2.3 million square foot Washington Convention Center, completed in 2003. To the southwest, the now vacant site of the former Convention Center is awaiting redevelopment. Immediately northwest of the Square, a major convention hotel is planned. Large-scale office buildings occupy other sides of the Square, framing it as a potentially great public space. 1614.2

In 2004, the Office of Planning prepared a design workbook for Mount Vernon Square to enhance the Square's identity as the heart of a new urban neighborhood. The workbook explored alternatives to make the Square more accessible to pedestrians, more active and animated, and more visually dramatic. Its recommendations include enhancing the L'Enfant Plan "bow-tie" parks along Massachusetts and New York Avenues, improving access to the square, using placards to formalize the identity of Mount Vernon Square as an urban center, and re-inventing the Square itself as a 21st Century landmark. 1614.3

East of Mount Vernon Square, the 30-acre Mount Vernon Triangle is bordered by Massachusetts Avenue, New Jersey Avenue, and New York Avenue. An "Action Agenda" for this area was developed in 2003 to guide its transformation to a new mixed use neighborhood. Since that time, projects like Sovereign Square, the Meridian, and 555 Massachusetts have redefined the area and generated momentum for additional development on the

remaining vacant sites. A 55,000 square foot grocery store and more than 600 housing units are currently under construction in the City Vista project at 5th and I Streets NW, and more than 1,000 more new units are in the construction or planning stages nearby. A limited number of office buildings are also planned, but the emphasis is on housing with supporting retail and cultural uses. ^{1614.4}

The Mount Vernon District provides an important opportunity to draw residents from outside the city as well as to attract residents looking for a unique urban experience not available in other Washington neighborhoods. The expected population growth will require the improvement of public facilities, parks, streets, transit, infrastructure, and community services. It will require ongoing planning to protect historic resources, respect the fabric of adjacent communities, and ensure that new uses are compatible with and connected to their surroundings. As Mount Vernon Triangle and Mount Vernon Square evolve into Downtown's newest neighborhood, coordinated public and private investment will be needed to create economic value, and to ensure that a quality environment for new residents, workers and visitors is created. ^{1614.5}

Policy CW-2.4.1: Re-envisioning Mount Vernon Square

Improve Mount Vernon Square as a center of cultural activity, a memorable civic landmark, and a crossroads between Downtown on the south and the historic Shaw neighborhood on the north. The Square's function should be reinforced by encouraging active ground floor uses and prominent entries on the blocks that front it, and promoting high quality architecture and streetscape design on its perimeter. Redesign of the Square itself should be explored, retaining it as an important civic open space but modifying pathways, landscapes, paving patterns, street furniture, lighting, and access points to make it more usable and inviting. ^{1614.6}

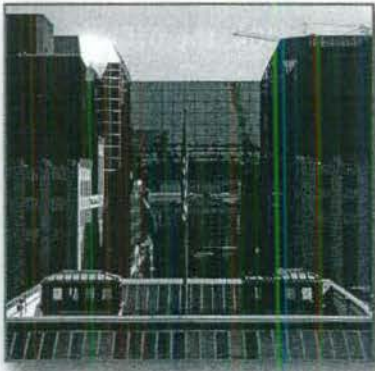
Policy CW-2.4.2: Emphasizing the Avenues and Visual Axes

Emphasize and reinforce the historic elements of the L'Enfant Plan in the planning and design of the Mount Vernon District. This should include the creation of more dramatic and well-lit gateways along Massachusetts and New York Avenues, capitalizing on the 8th Street NW view corridor (mitigating the effects of the TechWorld "bridge"), creating a park-like promenade along the K Street axis (on both sides of the Square), and reinforcing the continuity of 7th and 9th Streets as access points to the Square. ^{1614.7}

Policy CW-2.4.3: Convention Center Area Land Uses

Encourage land uses around Mount Vernon Square which capitalize on the presence of the Washington Convention Center. Such uses include hotels, restaurants, retail, and entertainment uses. Convention-related hotel construction should be focused on vacant or underutilized land immediately

In 2004, the Office of Planning prepared a design workbook for Mount Vernon Square to enhance the Square's identity as the heart of a new urban neighborhood. The workbook explored alternatives to make the Square more accessible to pedestrians, more active and animated, and more visually dramatic.



View corridor from Mt. Vernon Square south to National Portrait Gallery

adjacent to the Convention Center to minimize impacts on the surrounding neighborhood. 1614.8

Policy CW-2.4.4: Mount Vernon Triangle Residential Development

Develop the Mount Vernon Triangle (east of Mount Vernon Square) as a high-density residential neighborhood. Zoning incentives for this area should encourage the production of housing, as well as local-serving ground floor retail, arts, and small office uses. Public and private sector improvements to parking, infrastructure, transit, and other community services and facilities should be provided as development takes place. 1614.9

Policy CW-2.4.5: Creating a Sense of Community in Mount Vernon Triangle

Foster a stronger sense of community in Mount Vernon Triangle by including affordable housing as well as market rate housing, providing family-oriented amenities such as larger housing units and parks, encouraging small-scale cultural uses and small businesses, and preserving historic landmarks within the area. The 5th and K Street area should be emphasized as the area’s “neighborhood center” and the 3rd and K Street area should be emphasized as its “residential core.” 1614.10

See also the Near Northwest Area Element, and the Urban Design Element for additional policies regarding development along the edges of Central Washington.

Policy CW-2.4.6: Mount Vernon District Parks

Improve the network of public open spaces in the Mount Vernon Square and Triangle area to meet the needs of residents, workers, and visitors. Special attention should be given to enhancing the “bow-tie” shaped park reservations on Massachusetts and New York Avenues, and providing more active, programmed uses in Mount Vernon Square itself. This will require coordination with the National Park Service and the National Capital Planning Commission. Eventual transfer of park management responsibilities to the District should be pursued for these spaces. 1614.11

Policy CW-2.4.7: Creating Pedestrian-Oriented Streets in the Mount Vernon District

Promote active, pedestrian-friendly streets throughout the Mount Vernon District. Place a particular emphasis on improving K Streets as a major east-west pedestrian route, with wide sidewalks and abundant street trees and landscaping. Pedestrian amenities should also be provided along 5th, 7th, 8th, and 9th Streets to improve the connections between the Mount Vernon District and the Gallery Place and Chinatown areas to the south. 1614.12

Action CW-2.4.A: Mount Vernon Square Design Vision and Mount Vernon Triangle Action Agenda

Implement the recommendations of the Mount Vernon Square Design Workbook and the Mount Vernon Triangle Action Agenda, particularly as they relate to zoning, urban design, streetscape improvements, capital improvements, and development of priority sites. ^{1614.13}

Action CW-2.4.B: Convention Center Hotel

Develop a major convention center hotel in close proximity to the Washington Convention Center. The hotel should be sited and designed to complement adjacent uses and add activity and aesthetic value to the Mount Vernon Square neighborhood. ^{1614.14}

Action CW-2.4.C: Parking Management Program

Develop and implement parking management programs to protect residential areas from spillover parking associated with the Convention Center, Downtown office and retail growth, and new attractions on the Old Convention Center site and elsewhere on the northern edge of Downtown. ^{1614.15}



New housing along Massachusetts Avenue NW

CW-2.5 Downtown East/Judiciary Square ¹⁶¹⁵

The Downtown East/Judiciary Square Focus Area is roughly bounded by Massachusetts Avenue NW on the north, North Capitol Street and Louisiana Avenue NW on the east, Pennsylvania Avenue on the south, and 5th Street NW on the west. The area is dominated by government and institutional uses, including the US Department of Labor, General Accounting Office, and Federal Courthouse; the District Municipal Building and Superior Court; Georgetown Law School; and the National Building Museum. The area also includes new housing development along Massachusetts Avenue, private office buildings like the award-winning National Association of Realtors building, and several large hotels. ^{1615.1}

The Downtown East/Judiciary Square area currently suffers from a weak sense of identity—even its hotels are advertised as being on Capitol Hill rather than Downtown. East-west circulation is interrupted by I-395, which effectively carves a wide channel through the area between 2nd and 3rd Streets NW. Massive government buildings further block circulation and in some instances obstruct historic sight lines. The area also contains a large number of parking lots, curb cuts, and buildings that are devoid of ground level activity. ^{1615.2}

Downtown East has the potential to be much more than it is today. It could be much better integrated with the booming Gallery Place/Penn Quarter area on its west, the emerging Mount Vernon Triangle and NoMA neighborhoods on its north, and the Capitol complex and Union Station



The economic impact of tourism includes both direct employment in the hospitality industry and spending by tourists and business travelers during their stays in the District. The Washington Convention Center alone is estimated to have generated more than \$700 million in direct spending by attendees in 2005.

ED-2.3 The Tourism and Hospitality Economy ⁷⁰⁹

The District is a premier tourism, convention and special events destination. Its array of attractions and cultural venues, particularly the national museums and federal monuments, rivals that of other great cities around the globe. With 19 million annual visitors, the District ranks fourth among the top United States destinations for domestic travelers and eighth among foreign visitors. Away from the National Mall, an increasingly rich and diverse set of visitor amenities has been developed, including theaters, galleries, restaurants, night clubs, historic trails, and historic home museums, which are enjoyed by visitors and residents alike. Added to this are the District's newly expanded convention facilities and the associated increase in convention travel. ^{709.1}

The economic impact of tourism includes both direct employment in the hospitality industry and spending by tourists and business travelers during their stays in the District. Hotels, bars, and restaurants directly provide more than 45,000 jobs in the city. The Washington Convention Center alone is estimated to have generated more than \$700 million in direct spending by attendees in 2005. New hotels such as the 400-room Mandarin Oriental in Southwest have added to the lodging choices in the District. Additional hotels, including a new Convention Center headquarters hotel, are planned to attract larger conventions. ^{709.2}

Future growth is expected in both the tourism and convention sectors, with strong job gains projected during the next five years. The opening of new attractions such as the renovated National Portrait Gallery and the US Capitol Visitors Center will attract new visitors and also bring repeat visitors back to the capital. The new ballpark, scheduled to open in 2008, will have a particularly strong impact on visitor spending. In addition, features such as the African-American Heritage Trail, the Fort Circle Parks, the National Arboretum, Kenilworth Aquatic Gardens, and the Frederick Douglass Home offer an opportunity to explore the city "beyond the monuments" while also supporting neighborhood businesses and providing a better understanding of the city's history and culture among visitors. ^{709.3}

Meeting the increased demand for visitor services will require sustained efforts to improve the hospitality workforce, upgrade transportation capacity, address public concerns about security, and maintain public access to key attractions and amenities. It will also require proactive measures to address neighborhood concerns about tour buses, parking, and other tourism impacts. ^{709.4}

Policy ED-2.3.1: Growing the Hospitality Industry

Develop an increasingly robust tourism and convention industry, which is underpinned by a broad base of arts, entertainment, restaurant, lodging, cultural and government amenities. Strive to increase: (a) the total number of visitors to Washington; (b) the number of visitors staying in the District (rather than in suburban hotels); and (c) longer visitor stays in Washington. Promote

the District not only as the preferred base for exploring the city's attractions but also the preferred overnight base for visiting regional attractions. 709.5

Policy ED-2.3.2: Visitor Attractions

Provide new and enhanced visitor attractions and entertainment venues in the District, particularly attractions that complement the traditional museums and monuments and draw more international visitors and young adults to the city. New attractions should create a clear identity for the District as the region's major entertainment center. 709.6

Policy ED-2.3.3: Amenities Beyond the Mall

Promote the development of cultural amenities beyond the Mall in an effort to more fully capitalize on the economic benefits of tourism. 709.7

See also the Arts and Culture Element for policies on promotion of the visual and performing arts, and the Historic Preservation Element for policies on heritage tourism.

Policy ED-2.3.4: Lodging and Accommodation

Support the development of a diverse range of hotel types, serving travelers with varying needs, tastes, and budgets. New hotels should be encouraged both within Central Washington and in outlying commercial areas of the city, particularly in areas which presently lack quality accommodation. 709.8

Policy ED-2.3.5: Federal Coordination

Continue to work with federal entities in the planning of visitor attractions, including new federal monuments and memorials, so that the District can plan for complementary amenities and incorporate these features into its marketing programs. The District should also coordinate with the federal government to address security measures which may affect the accessibility and appearance of visitor attractions. 709.9

Policy ED-2.3.6: Entertainment Districts

Support the continued concentration of entertainment uses in the Gallery Place/Convention Center area to create a stronger and more visible destination for visitors, workers, and residents, and to avoid the over-concentration of these uses in neighborhoods where they might have adverse impacts. Improve streetscape and transportation connections between this area and the National Mall to foster its continued success. 709.10

Policy ED-2.3.7: Visitor Information Services

Provide more effective visitor information services, including information on tourist attractions and services, and transportation, lodging, dining, cultural and entertainment options. 709.11

See the Transportation Element for additional guidance on improved signage to attractions and destinations within the District.

not mean that additions or new construction should try to mimic historic buildings, but rather should achieve harmony with the historic surroundings through basic good design and close attention to the characteristics and design principles of the historic environment. Good contemporary architecture can fit within this context; in fact, it is necessary in an evolving and dynamic city and is welcomed as an expression of our time. ^{1011.4}

Compatibility with the historic environment also means that new construction should be suited to the fundamental character and the relative importance of a wide range of historic buildings and environments. Delicate historic environments like a quiet residential street demand design restraint at a uniform scale, while more robust historic environments can sustain stronger design statements and more striking juxtapositions of scale—high-style and densely packed downtown, or daring and cutting-edge on an industrial waterfront. ^{1011.5}

Policy HP-2.4.1: Rehabilitation of Historic Structures

Promote appropriate preservation of historic buildings through an effective design review process. Apply design guidelines without stifling creativity, and strive for an appropriate balance between restoration and adaptation as suitable for the particular historic environment. ^{1011.6}

Policy HP-2.4.2: Adaptation of Historic Properties for Current Use

Maintain historic properties in their original use to the greatest extent possible. If this is no longer feasible, encourage appropriate adaptive uses consistent with the character of the property. ^{1011.7}

Policy HP-2.4.3: Compatible Development

Preserve the important historic features of the District while permitting compatible new infill development. Within historic districts, preserve the established form of development as evidenced by lot coverage limitations, yard requirements open space, and other standards that contribute to the character and attractiveness of those areas. Ensure that new construction, repair, maintenance, and improvements are in scale with and respect historic context through sensitive siting and design and the appropriate use of materials and architectural detail. ^{1011.8}

Policy HP-2.4.4: Suitability to the Historic Context

Apply design standards in a manner that accounts for different levels of historic significance and different types of historic environments. Encourage restoration of historic landmarks while allowing enhancements of equivalent design quality, provided such enhancements do not damage the landmark. Exercise greater restraint in residential historic districts and areas with a clear prevailing development pattern or architectural style. Allow greater flexibility where the inherent character of historic properties can accommodate greater intervention or more dramatic new design, for example, in non-residential areas and in areas without a significant design pattern. ^{1011.9}

Policy HP-2.4.5: Protecting Historic Building Integrity

Protect historic buildings from demolition whenever possible, and protect the integrity of whole buildings. Discourage treatments like facadism or relocation of historic buildings, allowing them only when there is no feasible alternative for preservation, and only after a finding that the treatment is necessary in the public interest. Waivers or administrative flexibility should be provided in the application of building and related codes to permit maximum preservation and protection of historic resources while ensuring the health and safety of the public. 1011.10

Policy HP-2.4.6: Preservations Standards for Zoning Review

Ensure consistency between zoning regulations and design standards for historic properties. Zoning for each historic district shall be consistent with the predominant height and density of contributing buildings in the district. Where needed, specialized standards or regulations should be developed to help preserve the characteristic building patterns of historic districts and minimize design conflicts between preservation and zoning controls. 1011.11

Action HP-2.4.A: Conceptual Design Review Process

Sustain and improve the conceptual design review process as the most effective and most widely used means to promote good preservation and compatible design. Support the use of this process by property owners and developers by committing sufficient resources and appointing highly qualified professionals to the Historic Preservation Review Board. Enhance public participation and transparency in the process through increased use of electronic means to provide public notice, process applications, and post documents for public review. 1011.12

Action HP-2.4.B: Design Standards and Guidelines

Expand the development of design standards and guidelines for the treatment and alteration of historic properties, and for the design of new buildings subject to preservation design review. Ensure that these tools address appropriate treatment of characteristics specific to particular historic districts. Disseminate these tools widely and make them available on the Internet. 1011.13

Action HP-2.4.C: Zone Map Amendments in Historic Districts

Identify areas within historic districts that may be “overzoned” based on the scale and height of contributing buildings, and pursue rezoning of such areas with more appropriate designations. 1011.14

HP-2.5 Historic Landscapes and Open Space 1012

More than almost any other feature, the exceptional width and openness of Washington’s parks and streets define the basic character of the city. These spaces include the major monumental greenswards of the Mall, riverfront