

ZONING COMMISSION
District of Columbia
CASE NO. 11-03
EXHIBIT NO. 63

SOUTHWEST WATERFRONT

ZONING COMMISSION



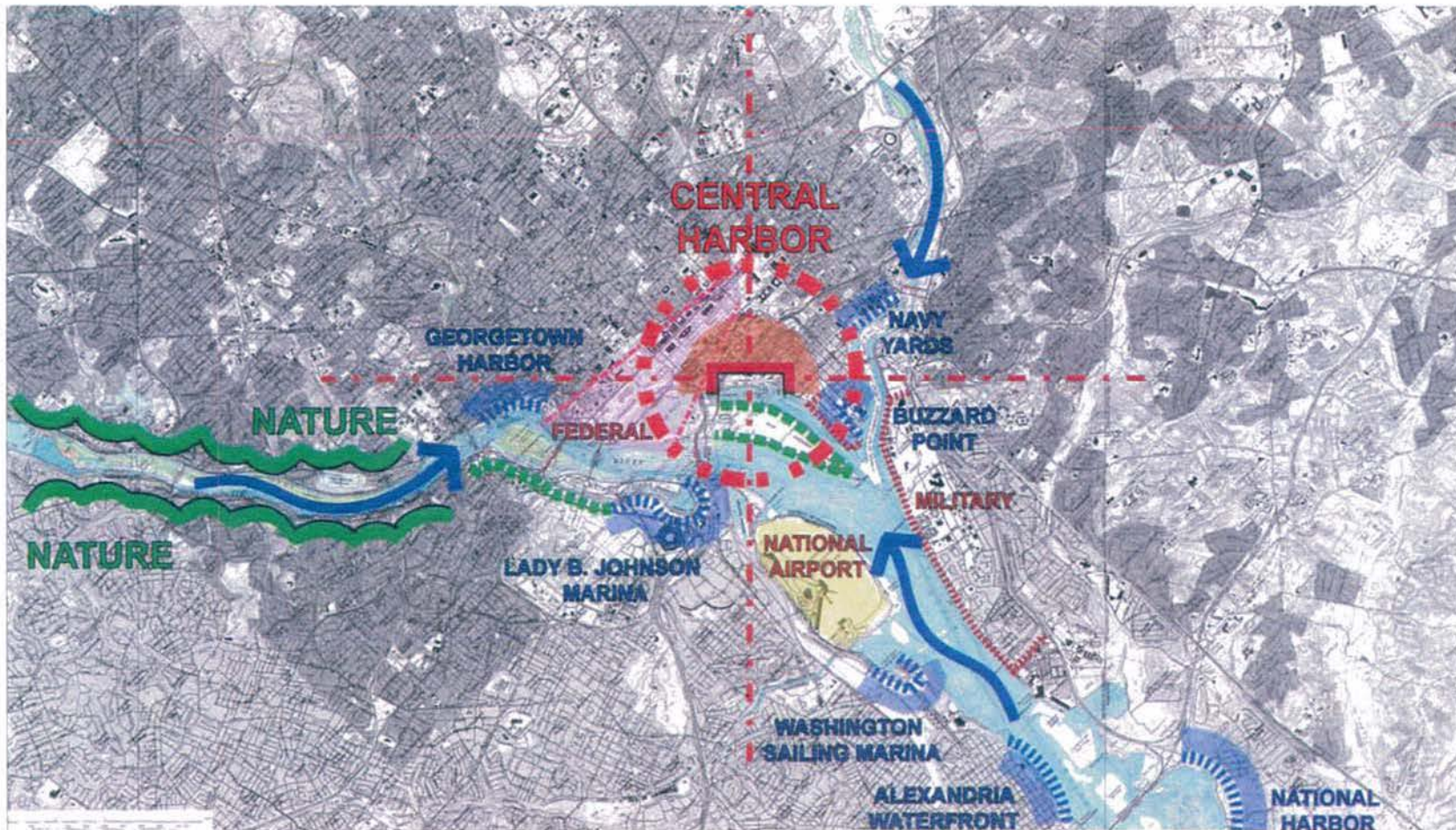
JULY 18, 2011

ZONING COMMISSION
District of Columbia
CASE NO. 11-03
EXHIBIT NO. 63A

Hoffman-Madison Waterfront Team

- PN Hoffman & Associates
- Madison Marquette
- E.R. Bacon Development
- Triden Development
- CityPartners
- Paramount Development
- Struever Bros. Eccles and Rouse

DC's Substantial Shoreline



Southwest Urban Renewal



World-Class Design



Land Transfer

- NCRC
- AWC
- Executive Branch

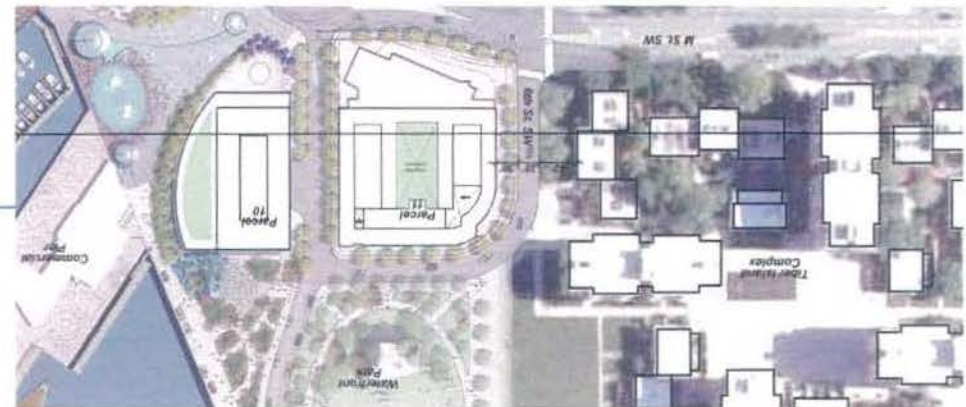
Transaction Agreements

- Channel Inn
- Zanzibar/Brookland
- Phillips
- Spirit Cruises/Pier 4
- Capital Yacht Club

- Existing Slipholders



- St. Augustine's



- Fish Market



\$198 Million TIF/PILOT

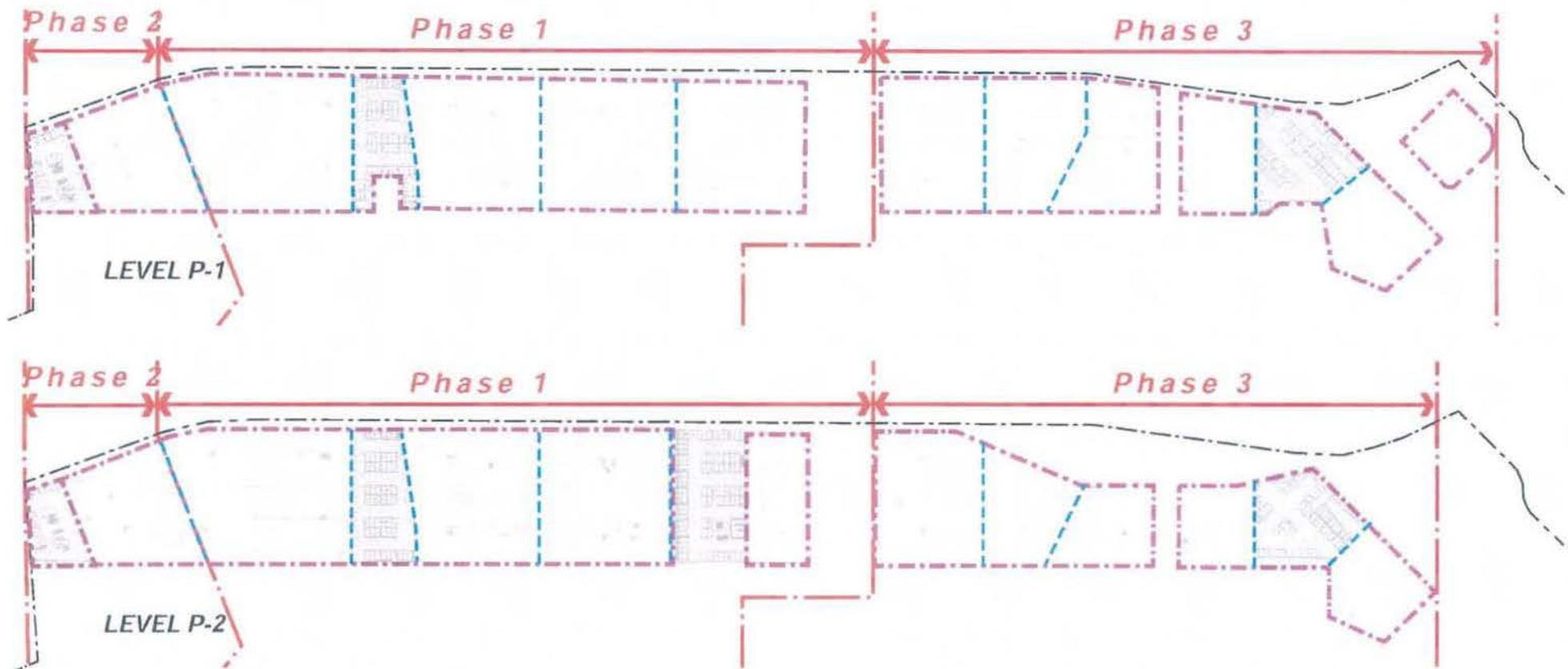
- Bulkhead
- Public Piers
- Infrastructure
- Utility Relocation
- Streets
- Parks

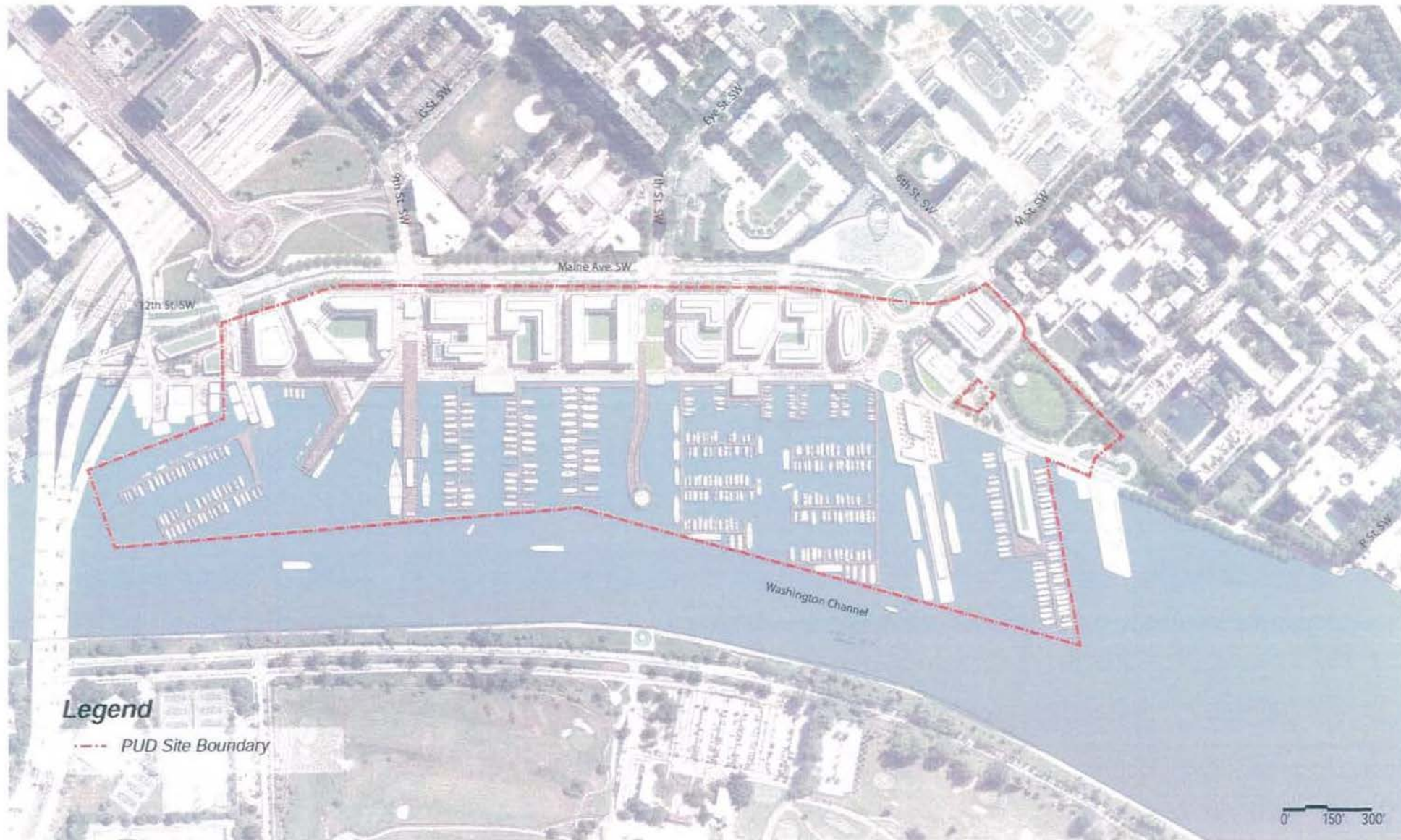
\$40 Million Annual Tax Revenue

On-Site Presence

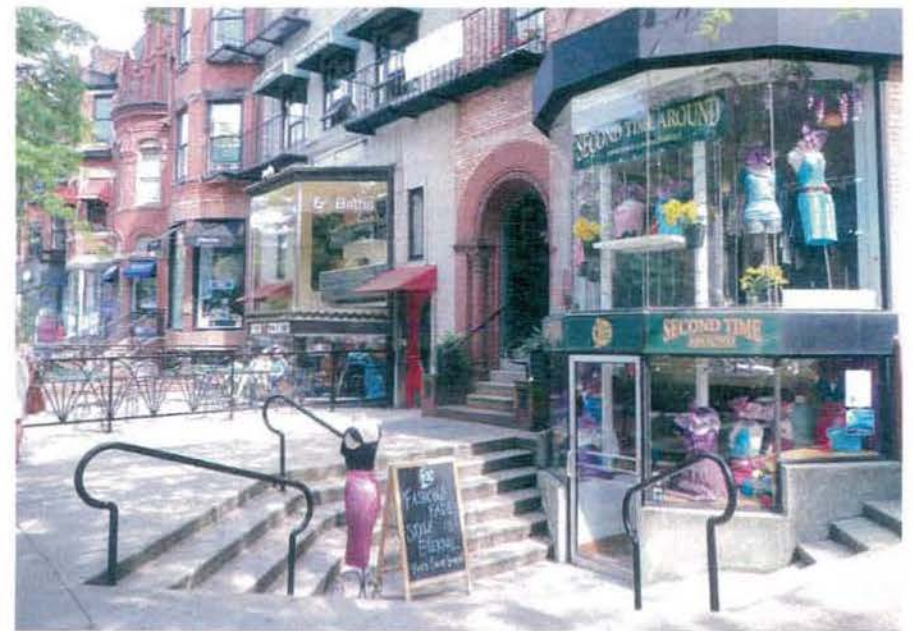


Below Grade Parking

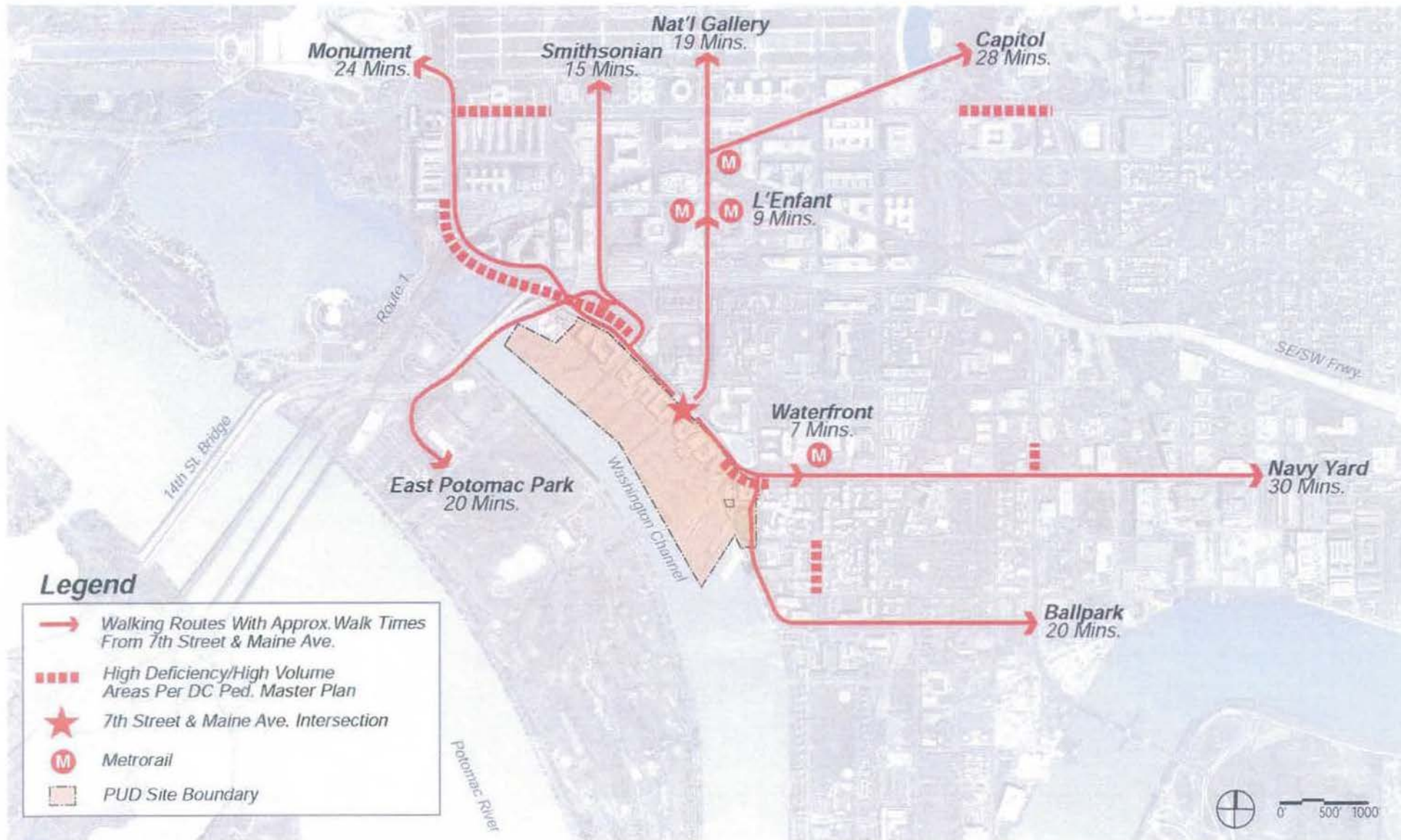


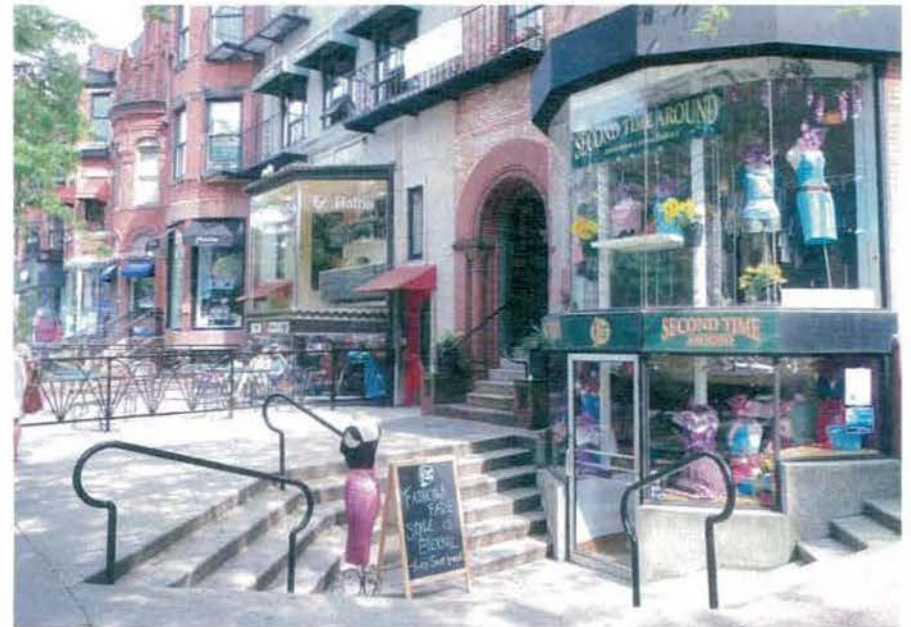
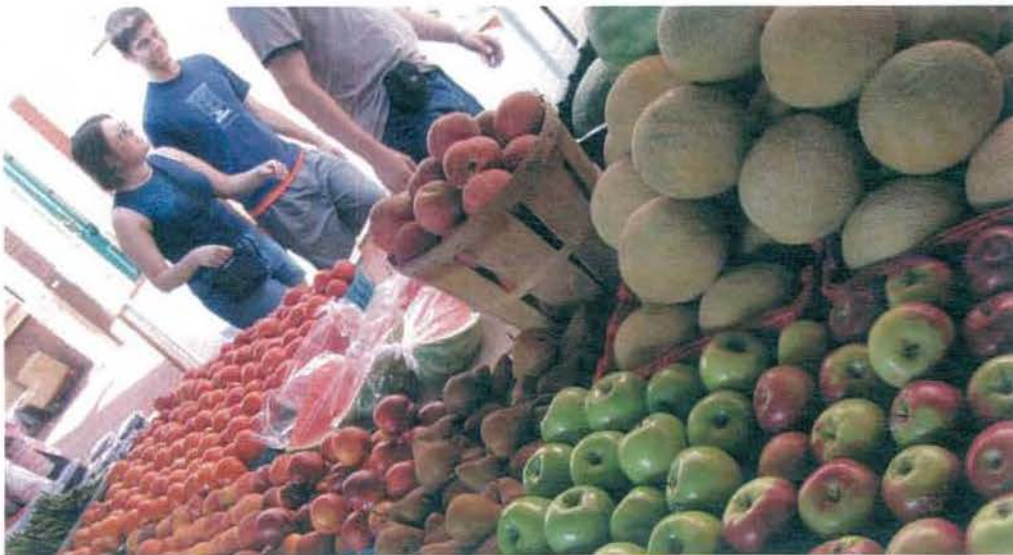


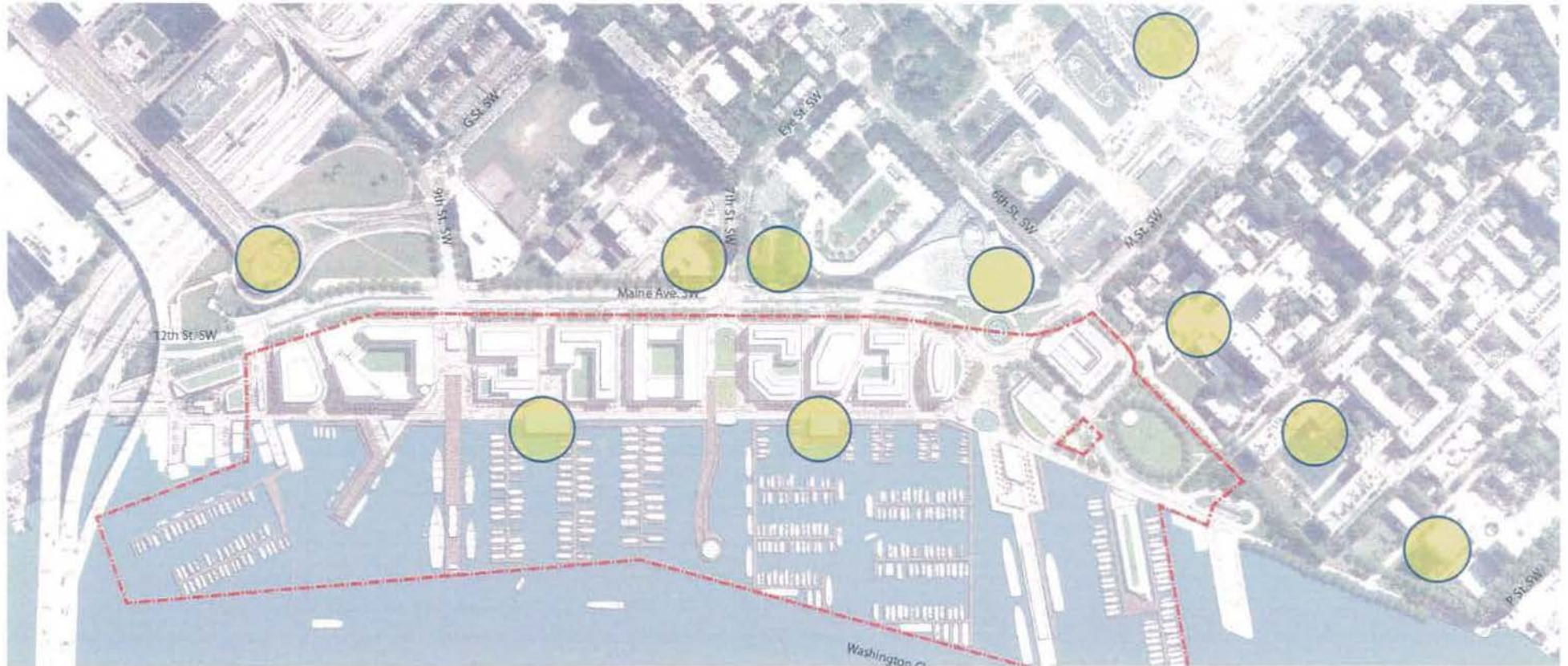






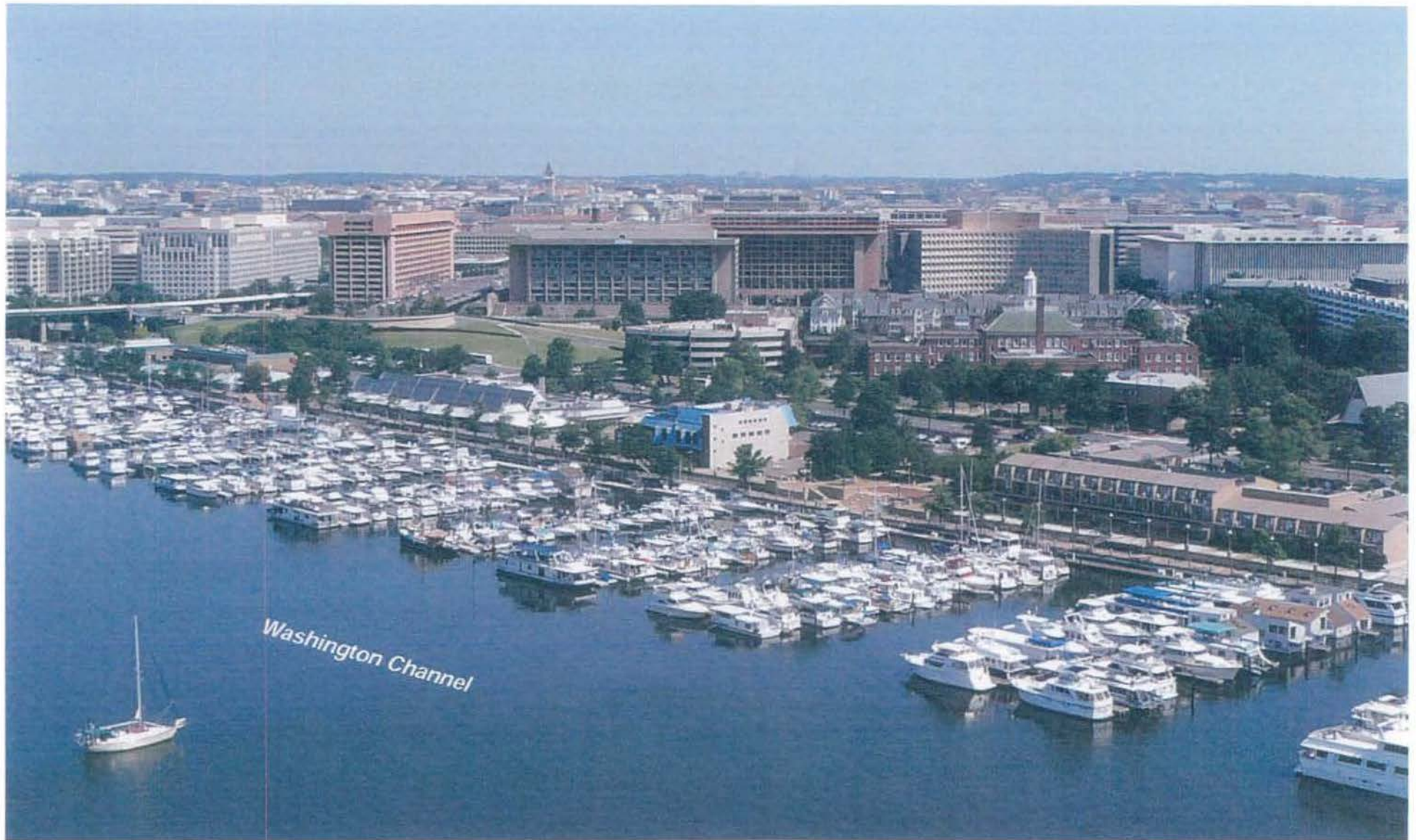






ANC 6D
 Harbour Square
 Riverside Condominium
 The Tiber Island Cooperative
 The Washington Waterfront Association
 The Riverside Baptist Church
 Arena Stage
 Disabled American Veterans

Gangplank Slipholder's Association
 Capital Square Townhomes
 Southwest Neighborhood Assembly
 Mandarin Oriental Hotel
 Capital Yacht Club
 Office of Planning
 Deputy Mayor of Planning and Economic Development



OVERALL VIEW



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

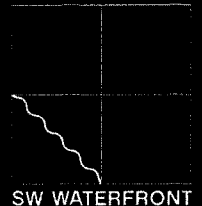
PRINCIPLES

- Creating an accessible Waterfront Neighborhood for the District
- Creating a Great Place for District Residents First
- Restore successful elements of Southwest DC
- Model development – best practices for sustainability
- Enduring Place – Once in a lifetime opportunity



Project Approach

Southwest Waterfront Redevelopment



ILLUSTRATIVE SITE PLAN



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

BRINGING THE CITY TO THE WATER'S EDGE

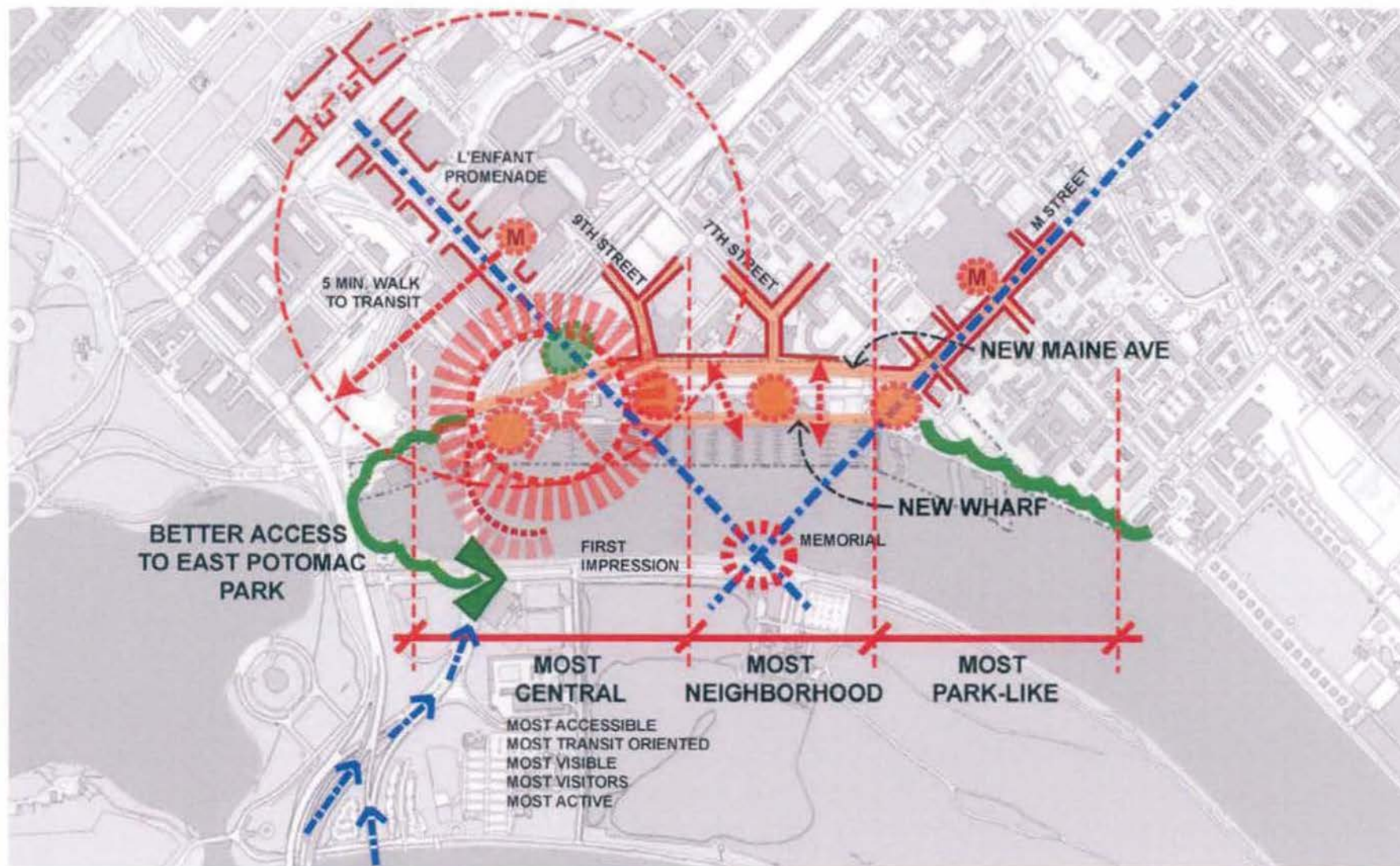


HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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LAND PLAN APPROACH

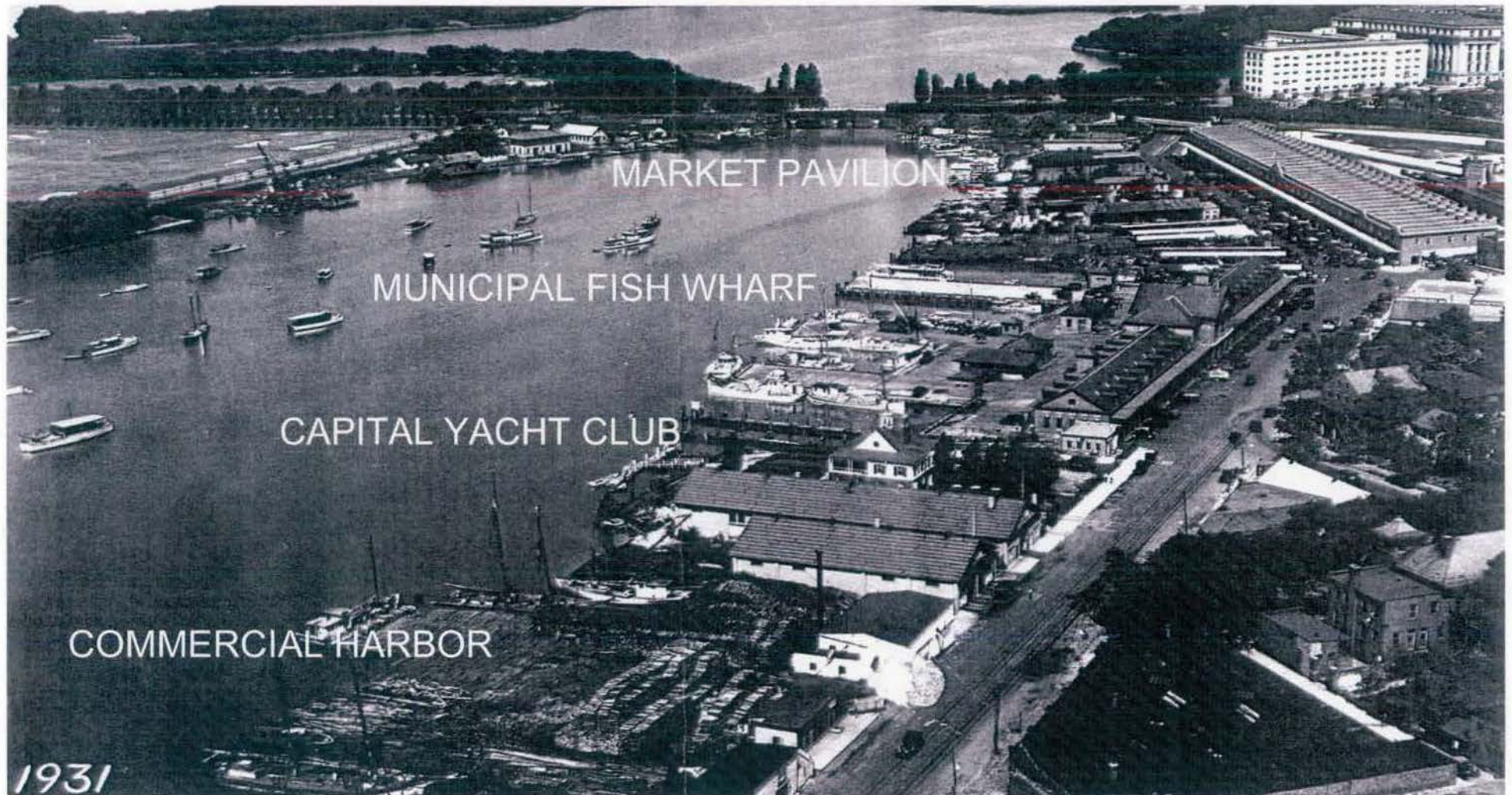


HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

HISTORICAL CONTEXT - 1931

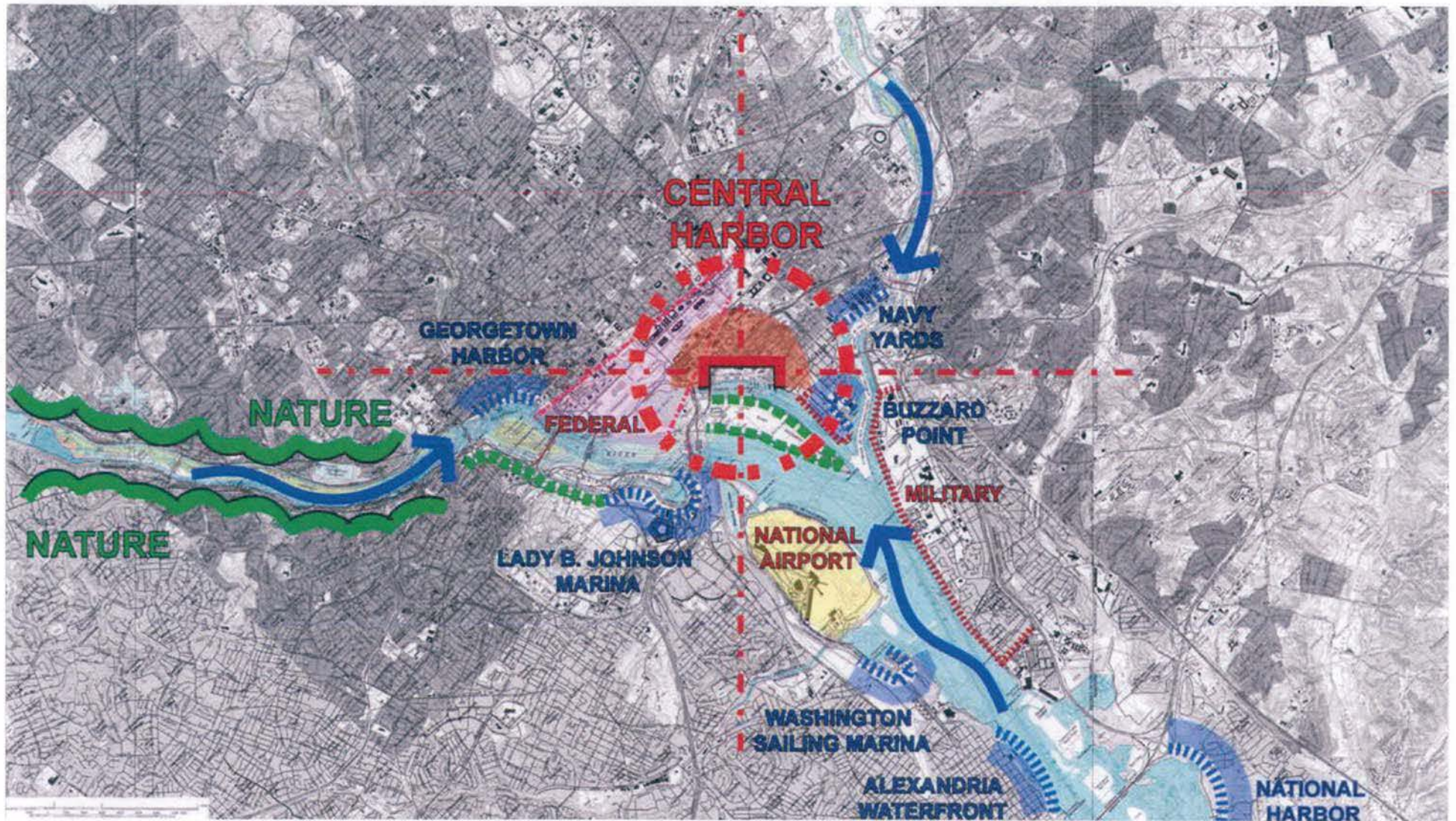


HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

REGIONAL APPROACH - CENTRAL HARBOR



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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THE HARBOR - VESSELS



Inner Harbor, Baltimore



Tall Ships



Tourist Boats



Kayaks

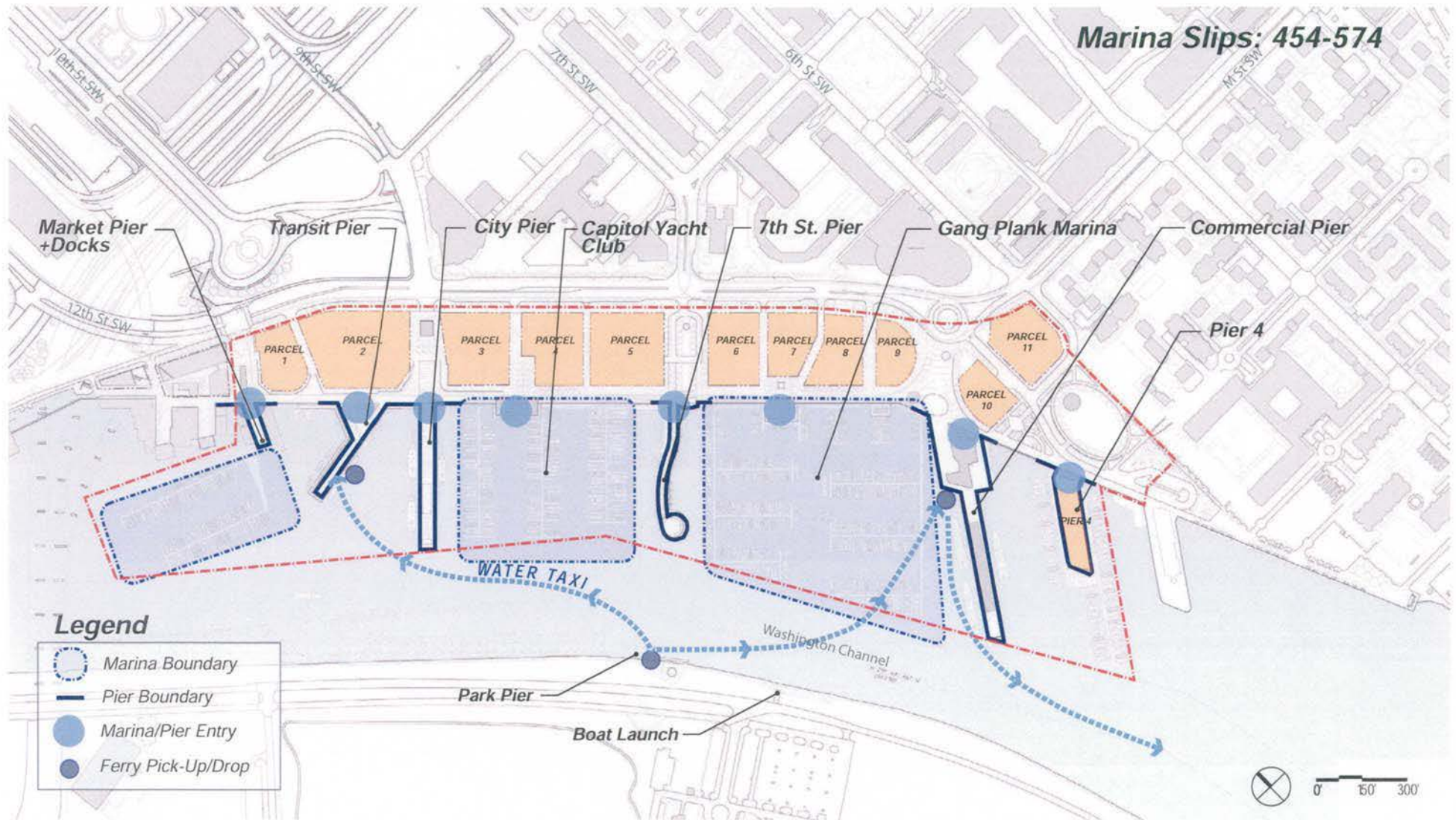
HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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MARITIME PLAN

Marina Slips: 454-574

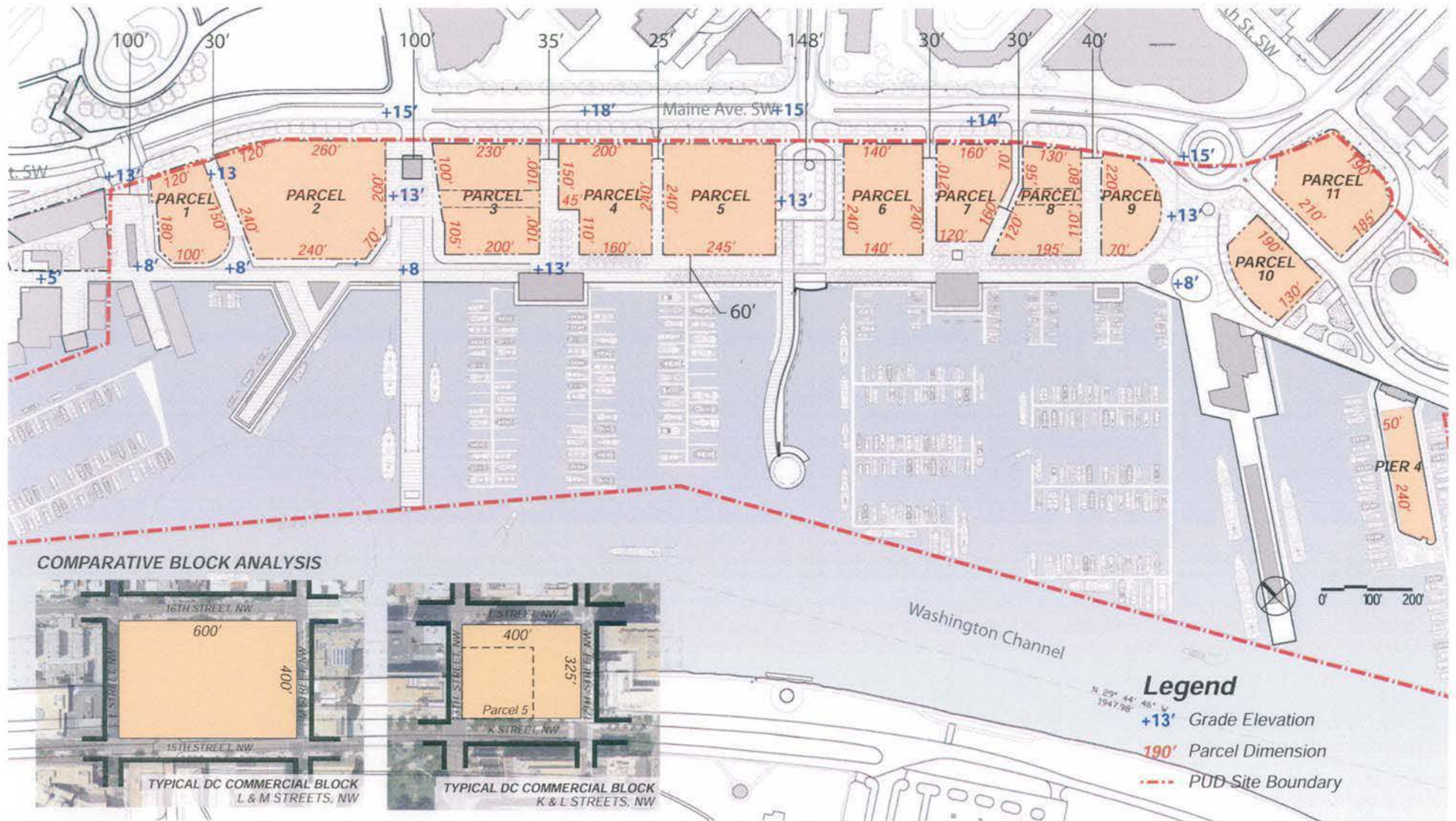


HOFFMAN - MADISON WATERFRONT

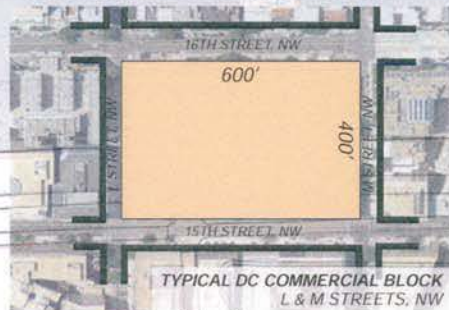
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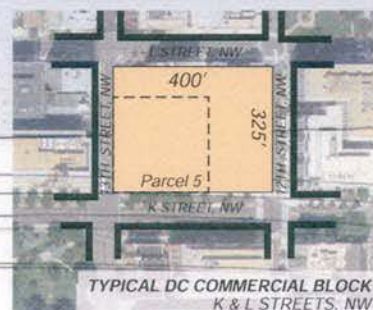
STREET & BLOCK



COMPARATIVE BLOCK ANALYSIS



TYPICAL DC COMMERCIAL BLOCK
L & M STREETS, NW



TYPICAL DC COMMERCIAL BLOCK
K & L STREETS, NW

Legend

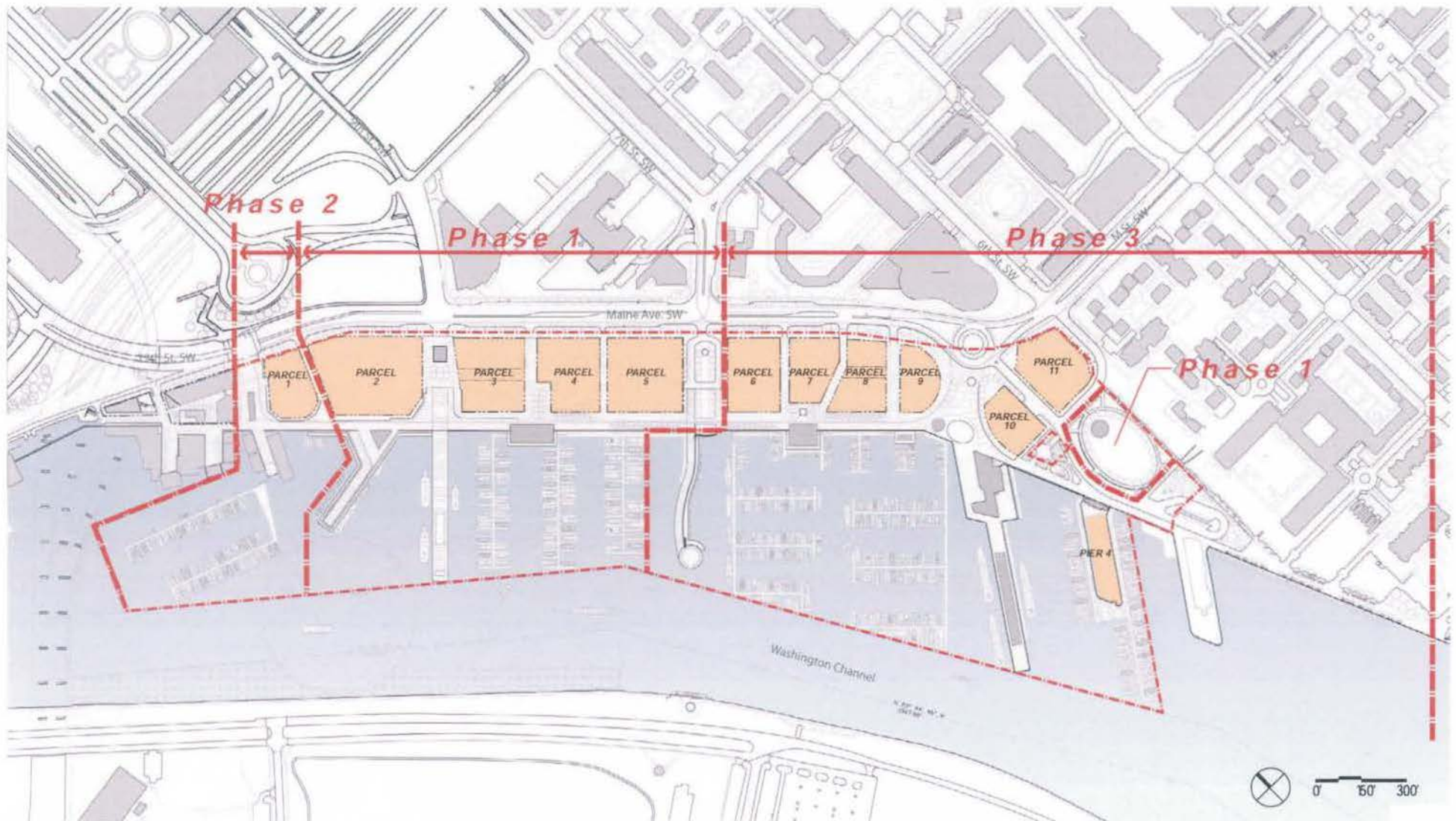
- +13' Grade Elevation
- 190' Parcel Dimension
- PDB Site Boundary

HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

PRELIMINARY PHASING PLAN



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

TYPICAL 60' WHARF



MIXED-USE CAFE ZONE
+/- 20 feet

SHARED ZONE
+/- 20 feet

PROMENADE ZONE
+/- 20 feet

THE WHARF

OSLO, NORWAY

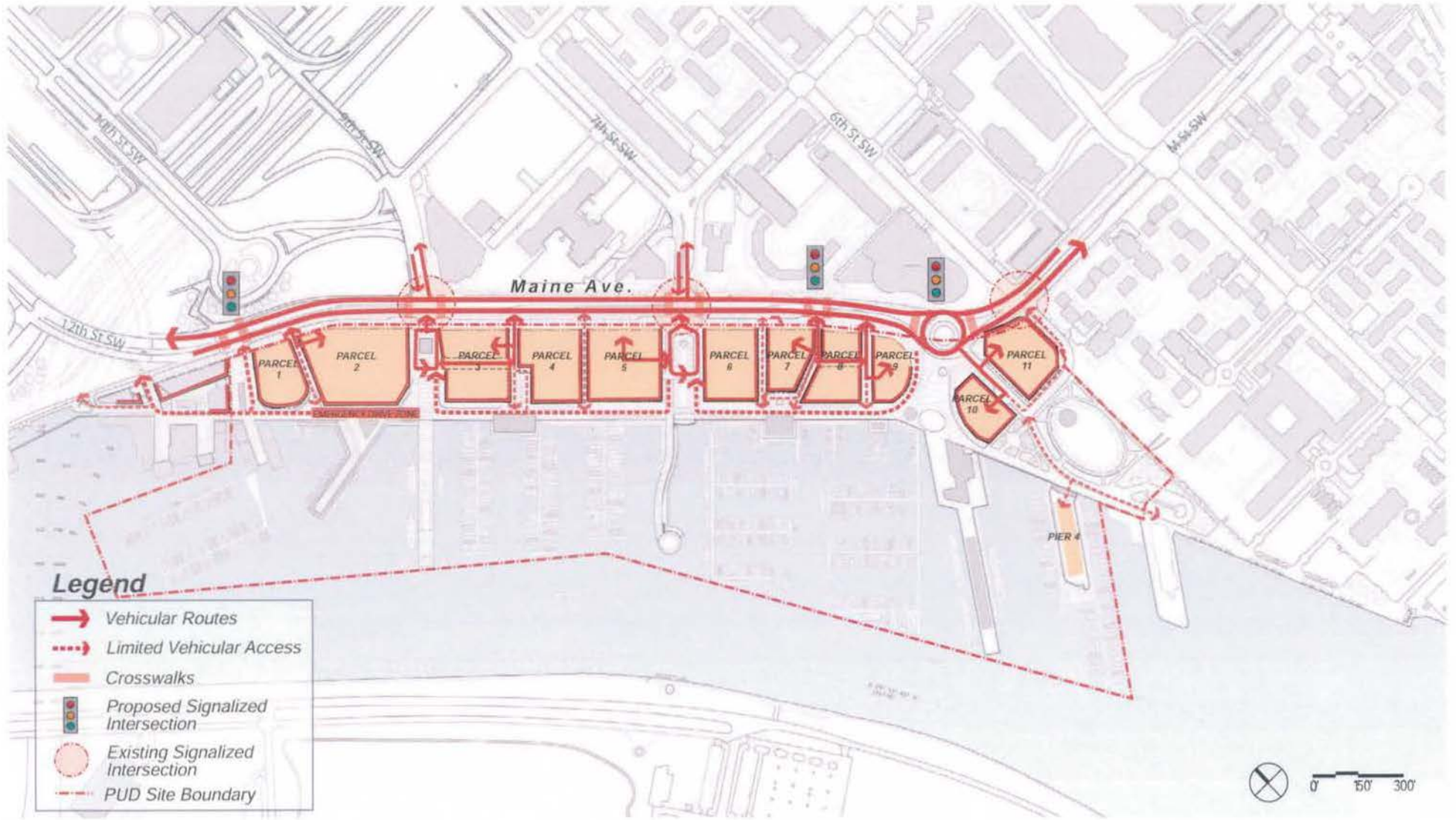


HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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VEHICULAR CIRCULATION



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

PIKE PLACE, SEATTLE

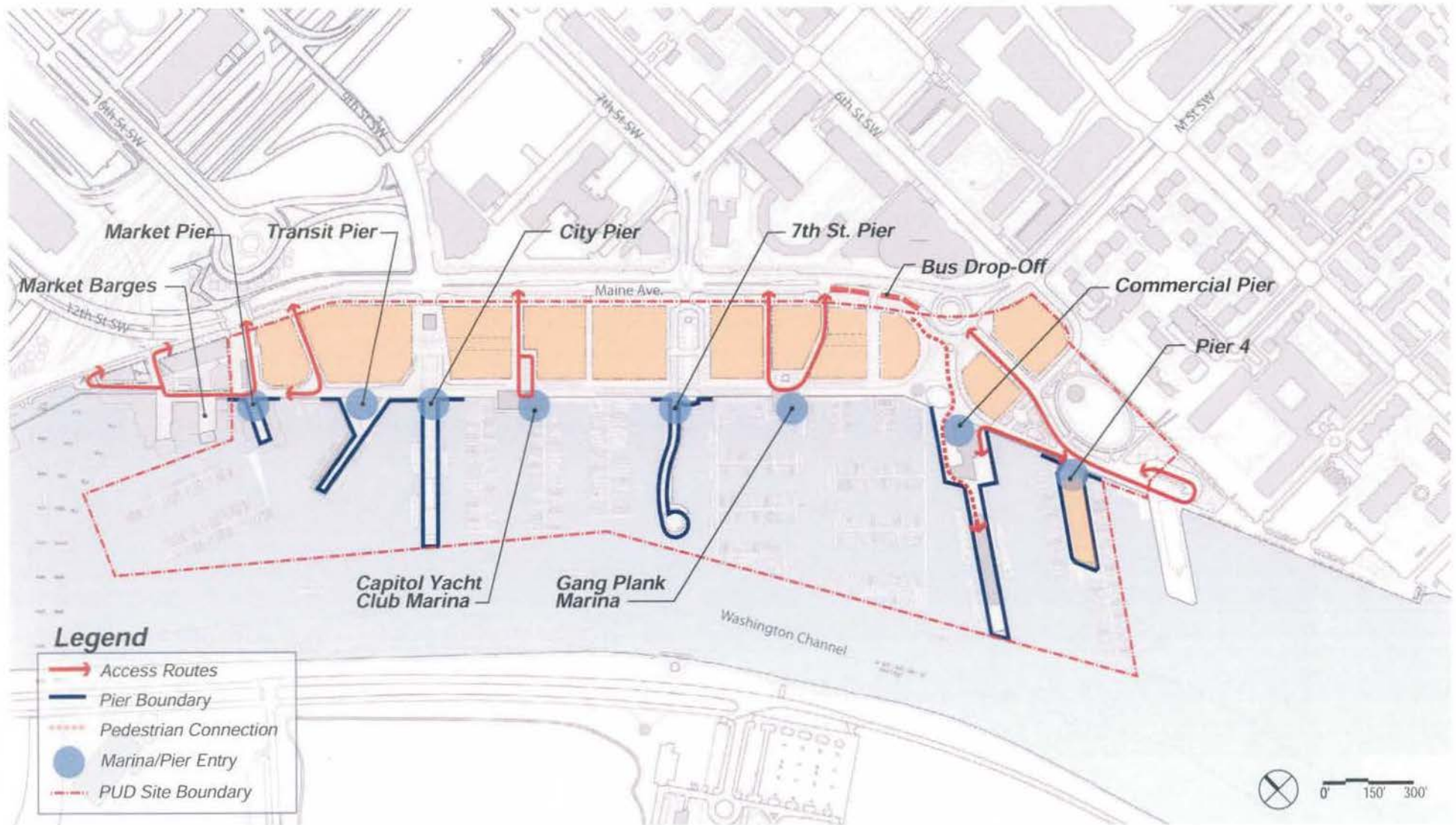


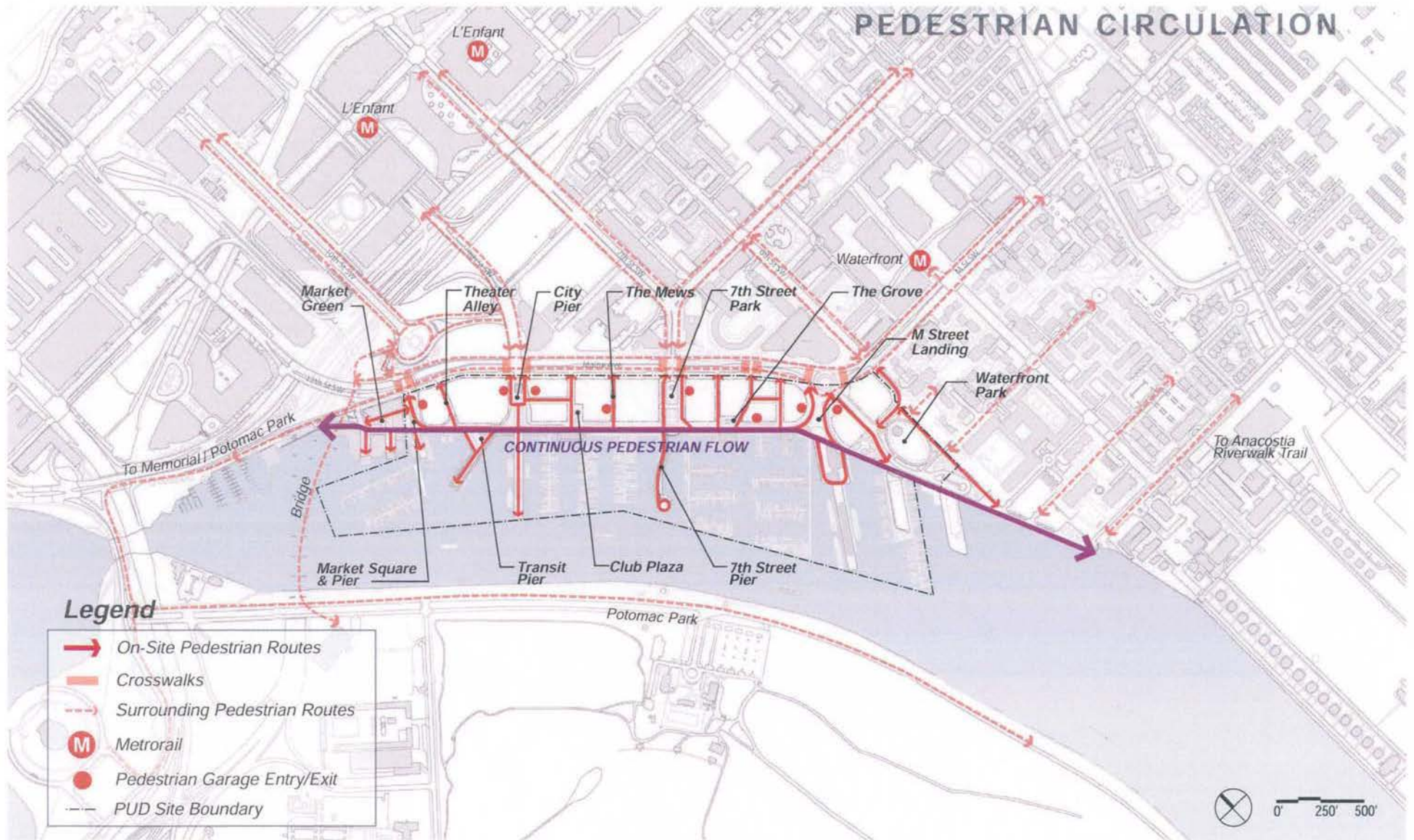
HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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MARITIME CIRCULATION





HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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WHARF VIEW

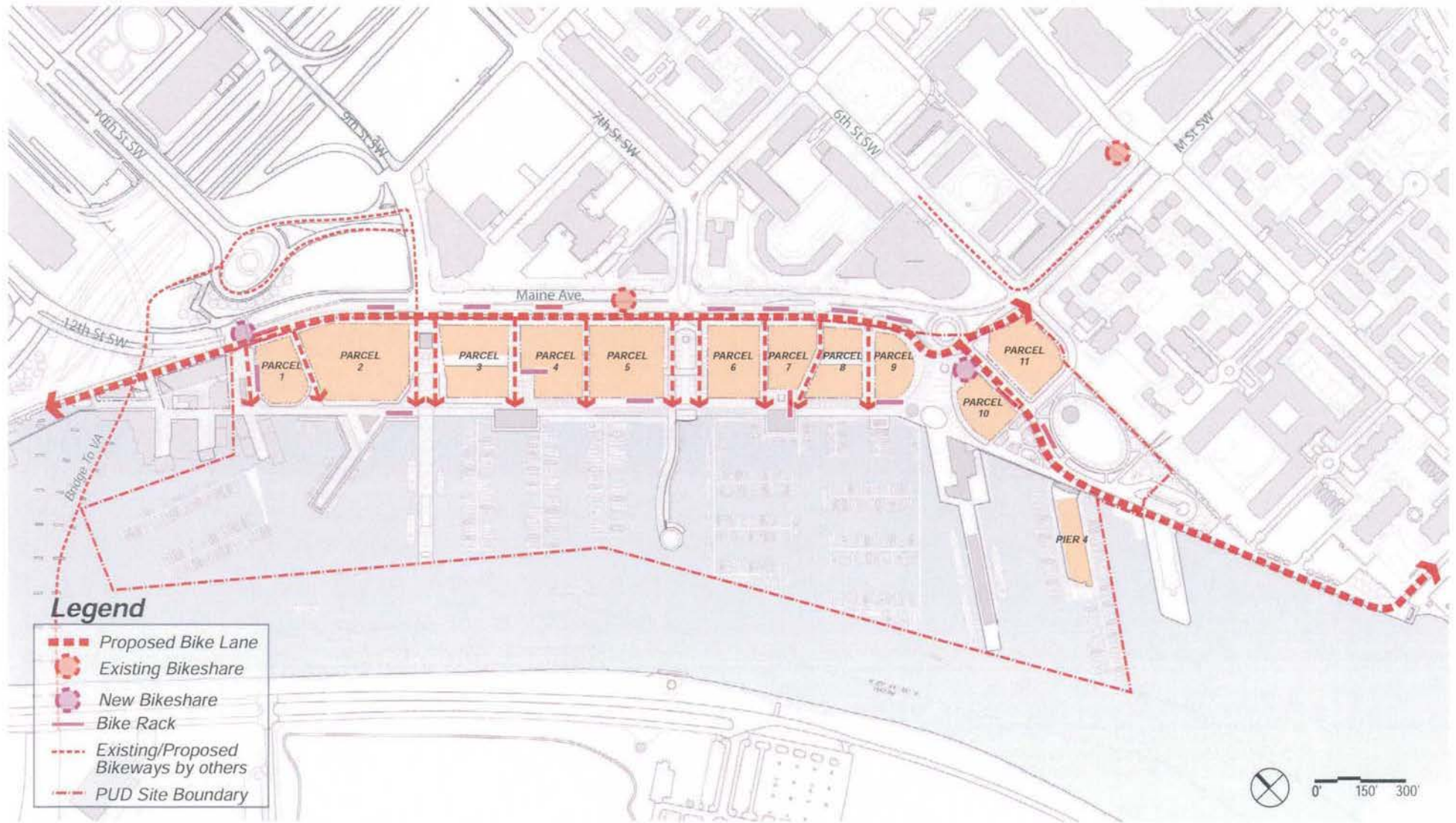


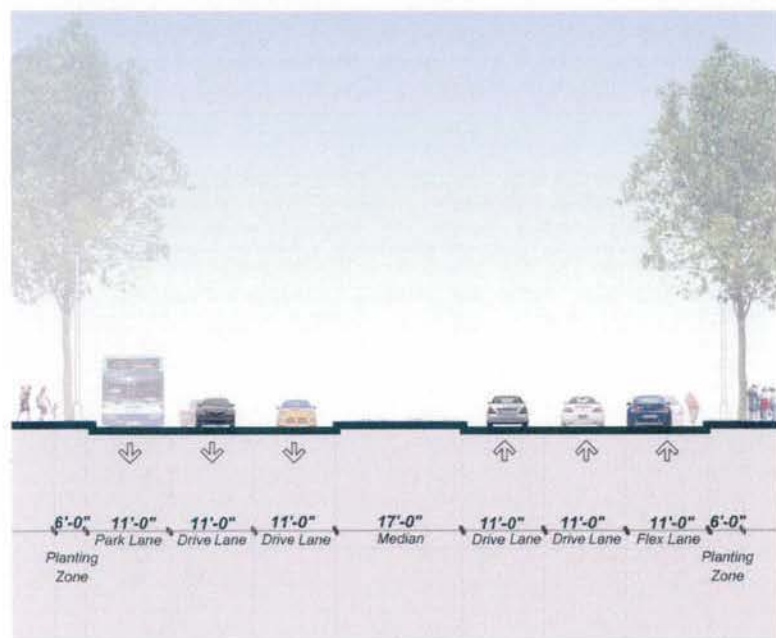
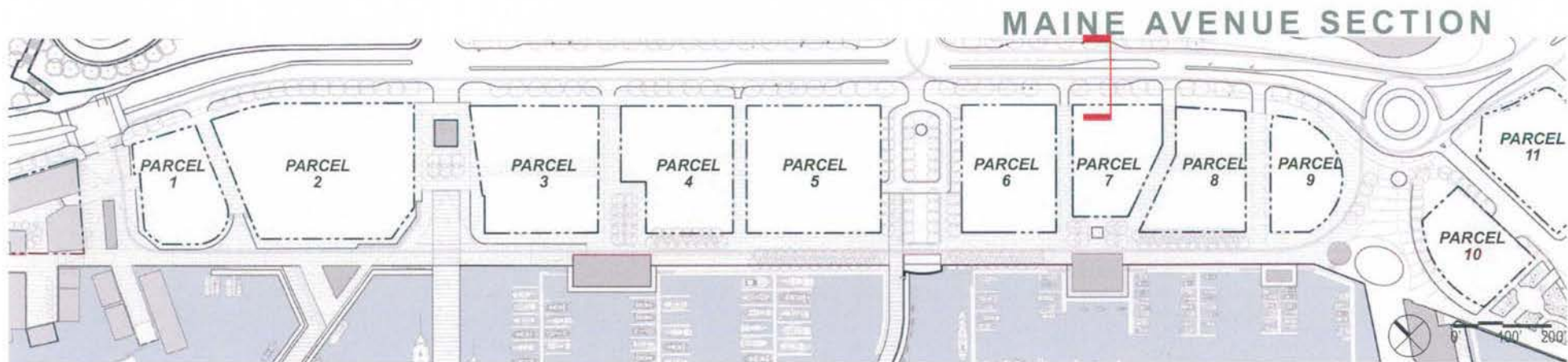
HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

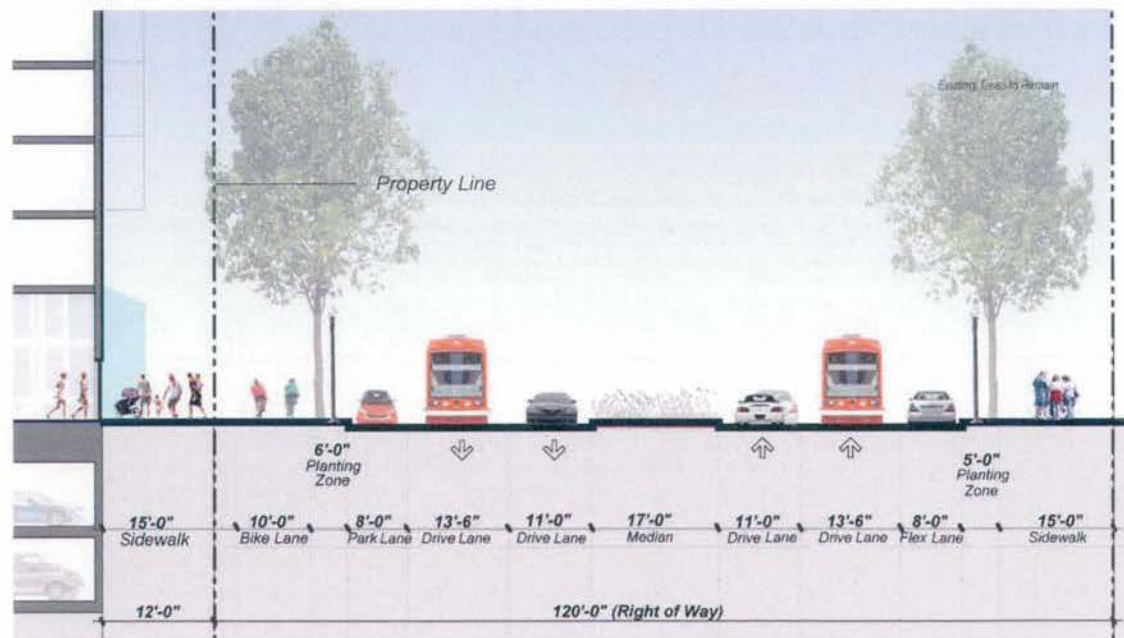
BICYCLE CIRCULATION





EXISTING SECTION THROUGH MAINE AVENUE

HOFFMAN - MADISON WATERFRONT



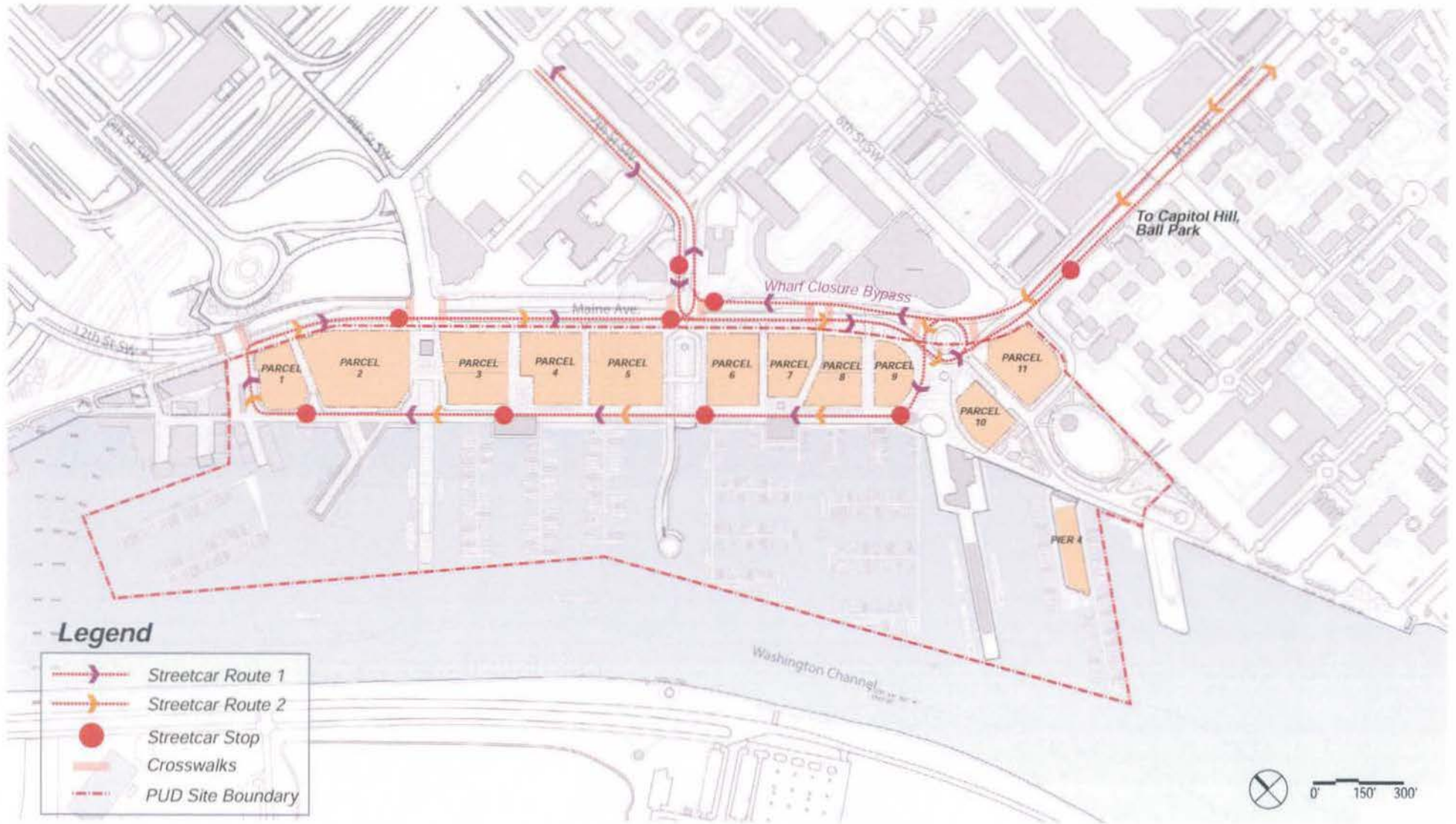
SECTION THROUGH MAINE AVENUE

0' 8' 16'

SOUTHWEST WATERFRONT

JULY 18, 2011

STREETCAR CIRCULATION



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

MAINE AVENUE VIEW

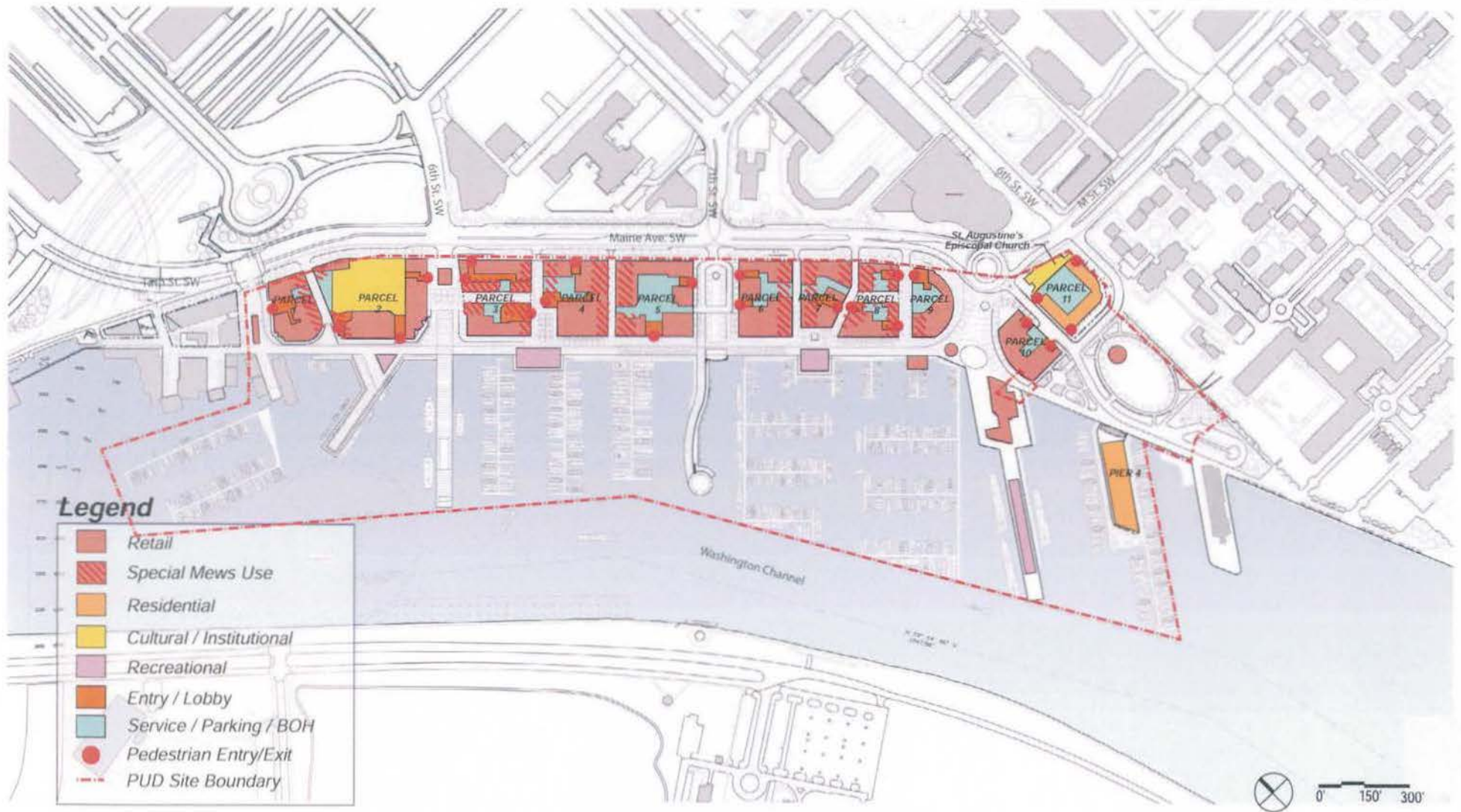


HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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GROUND LEVEL USE

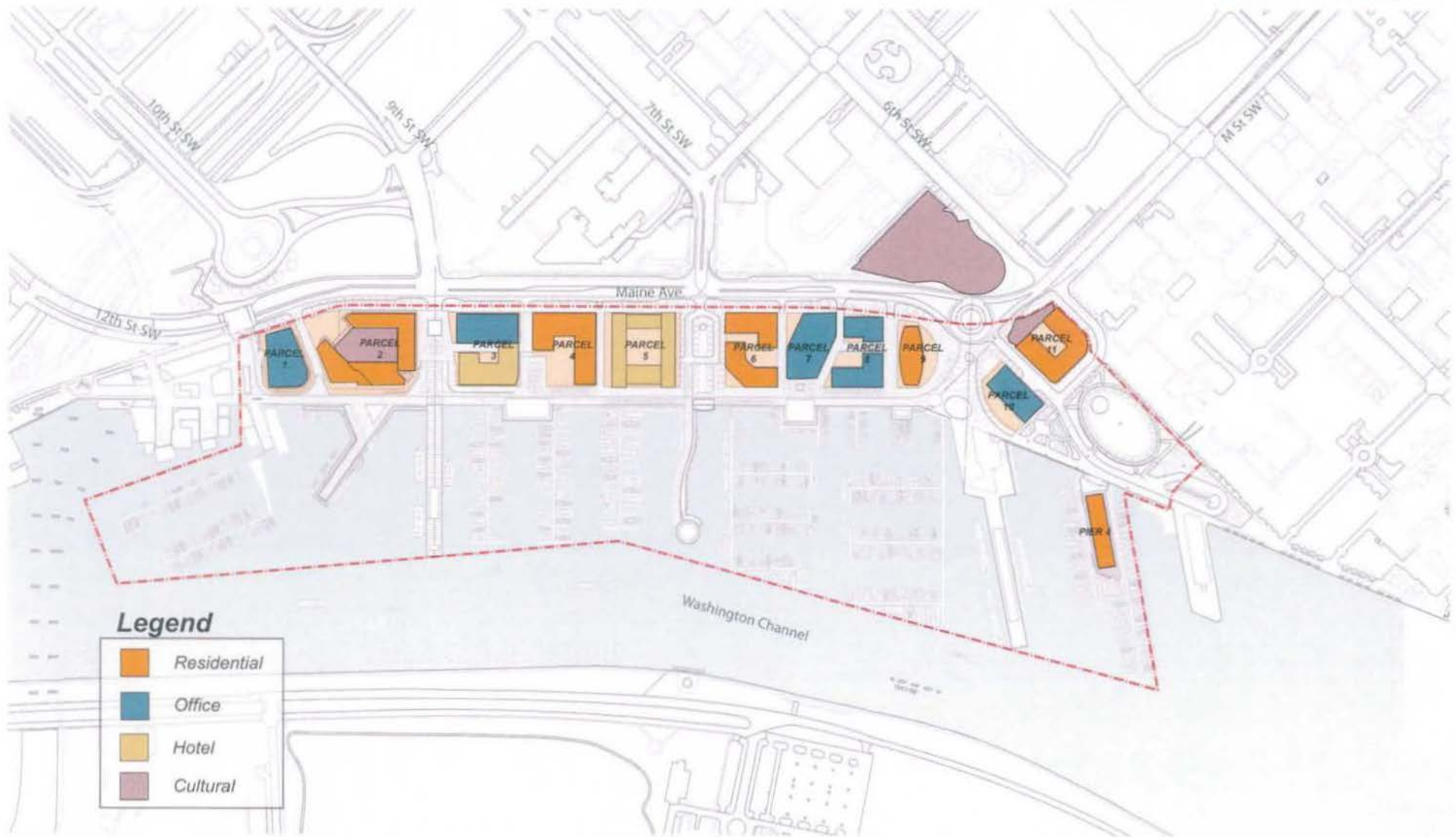


HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

PROPOSED USES

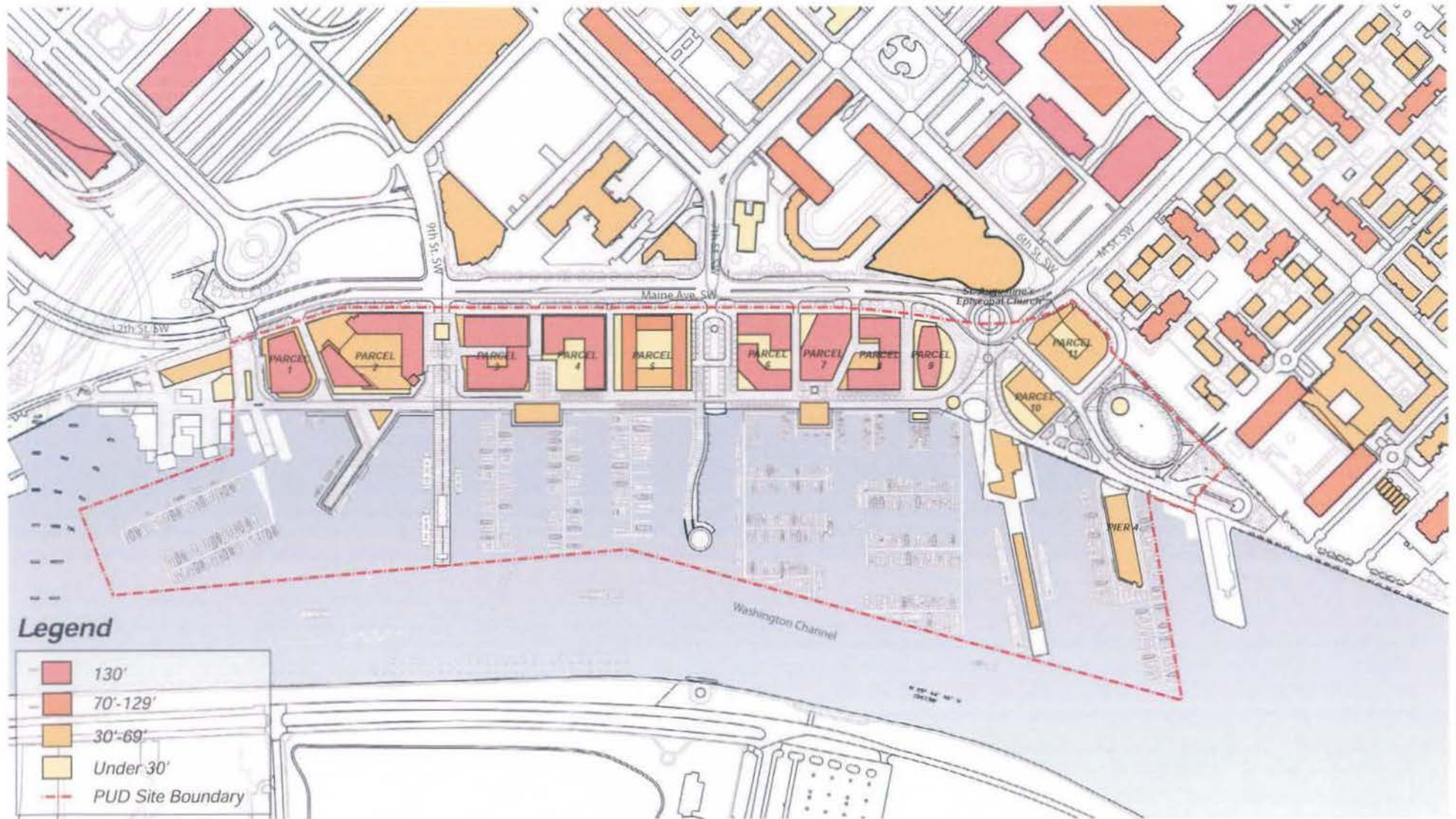


HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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PROPOSED BUILDING HEIGHTS

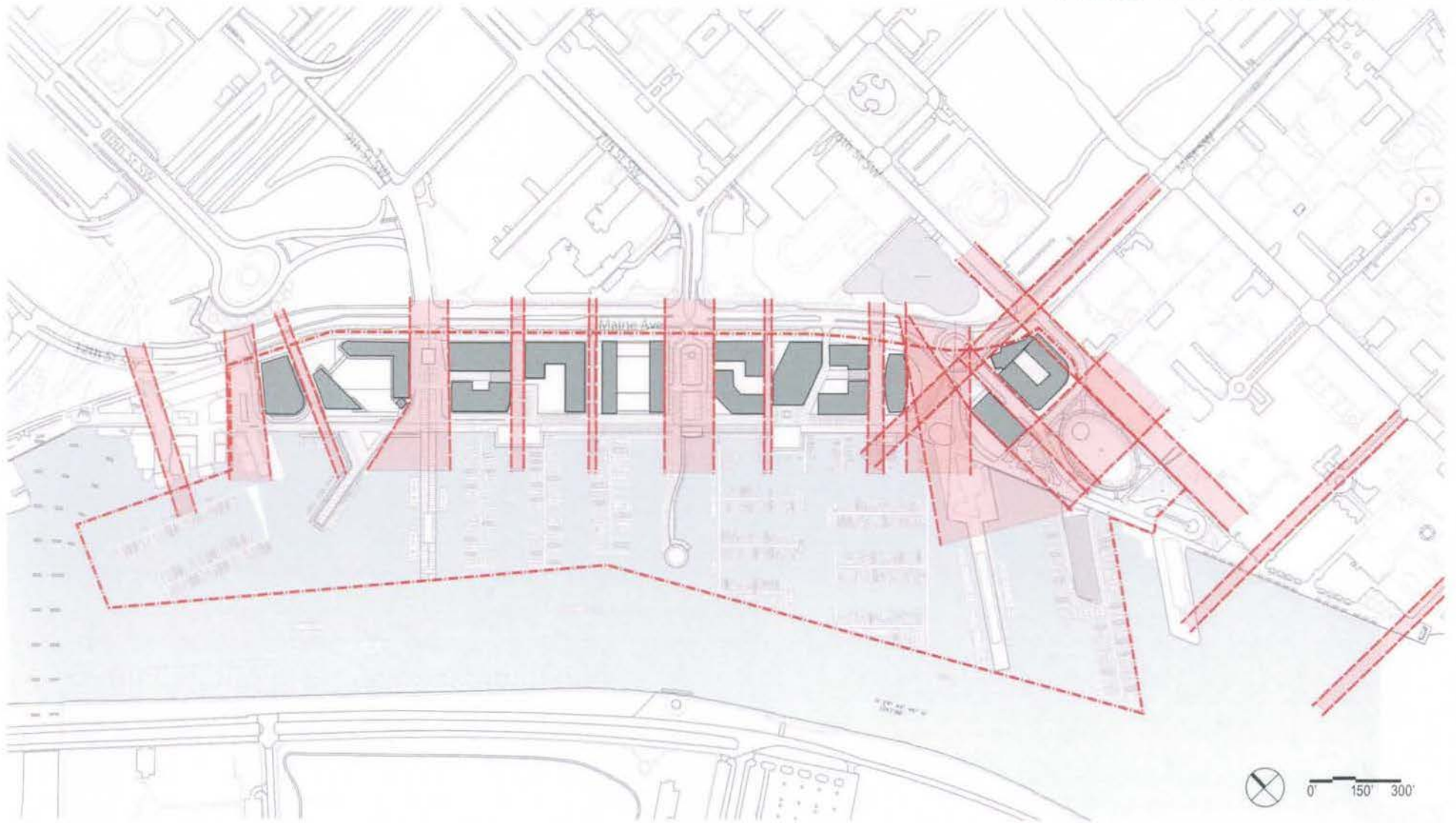


HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

VIEW CORRIDORS



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

MASSING STUDY



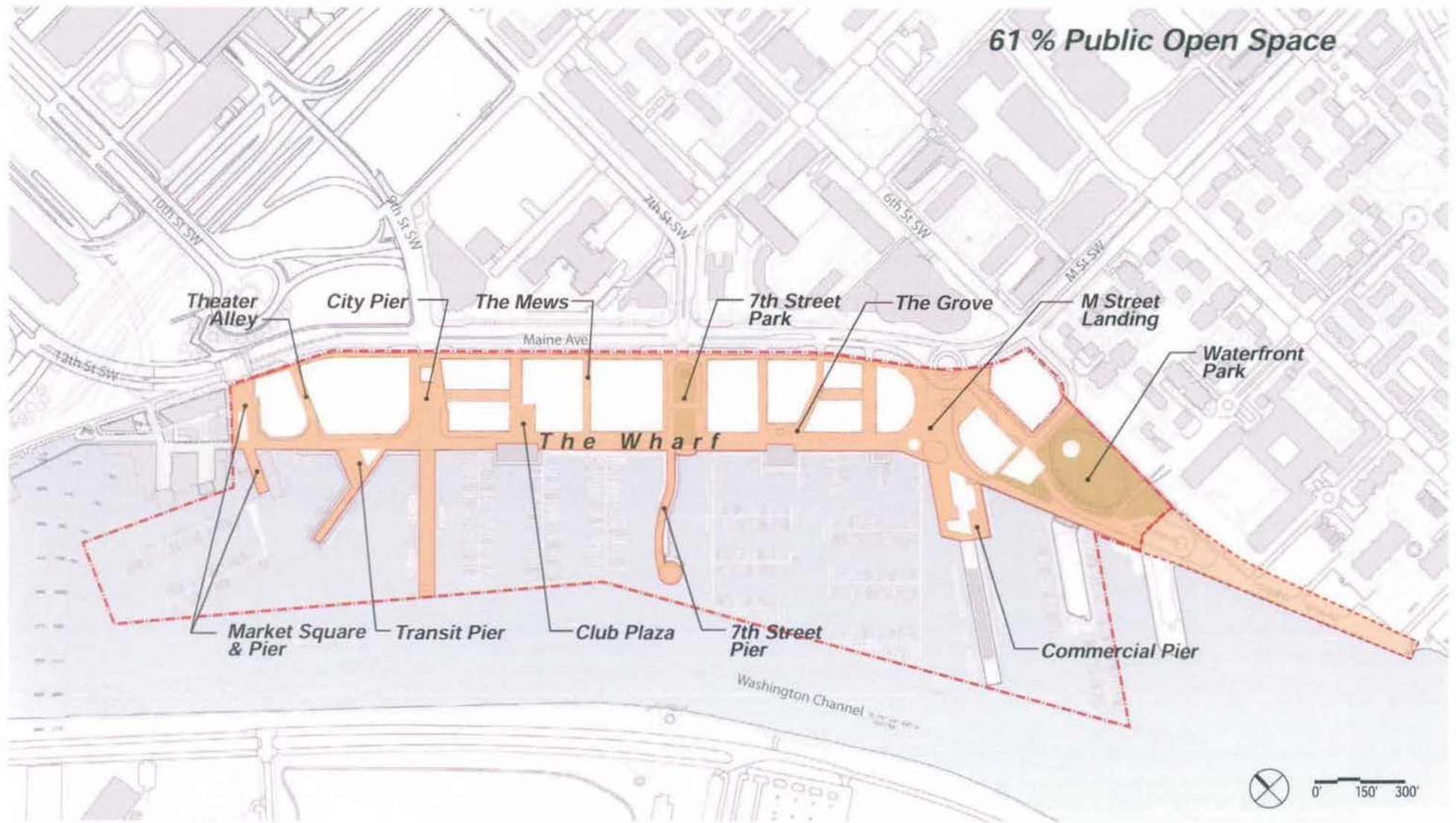
HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

PUBLIC OPEN SPACE

61 % Public Open Space



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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CITY PIER VIEW



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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M STREET LANDING VIEW



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SOUTHWEST WATERFRONT

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WATERFRONT PARK VIEW

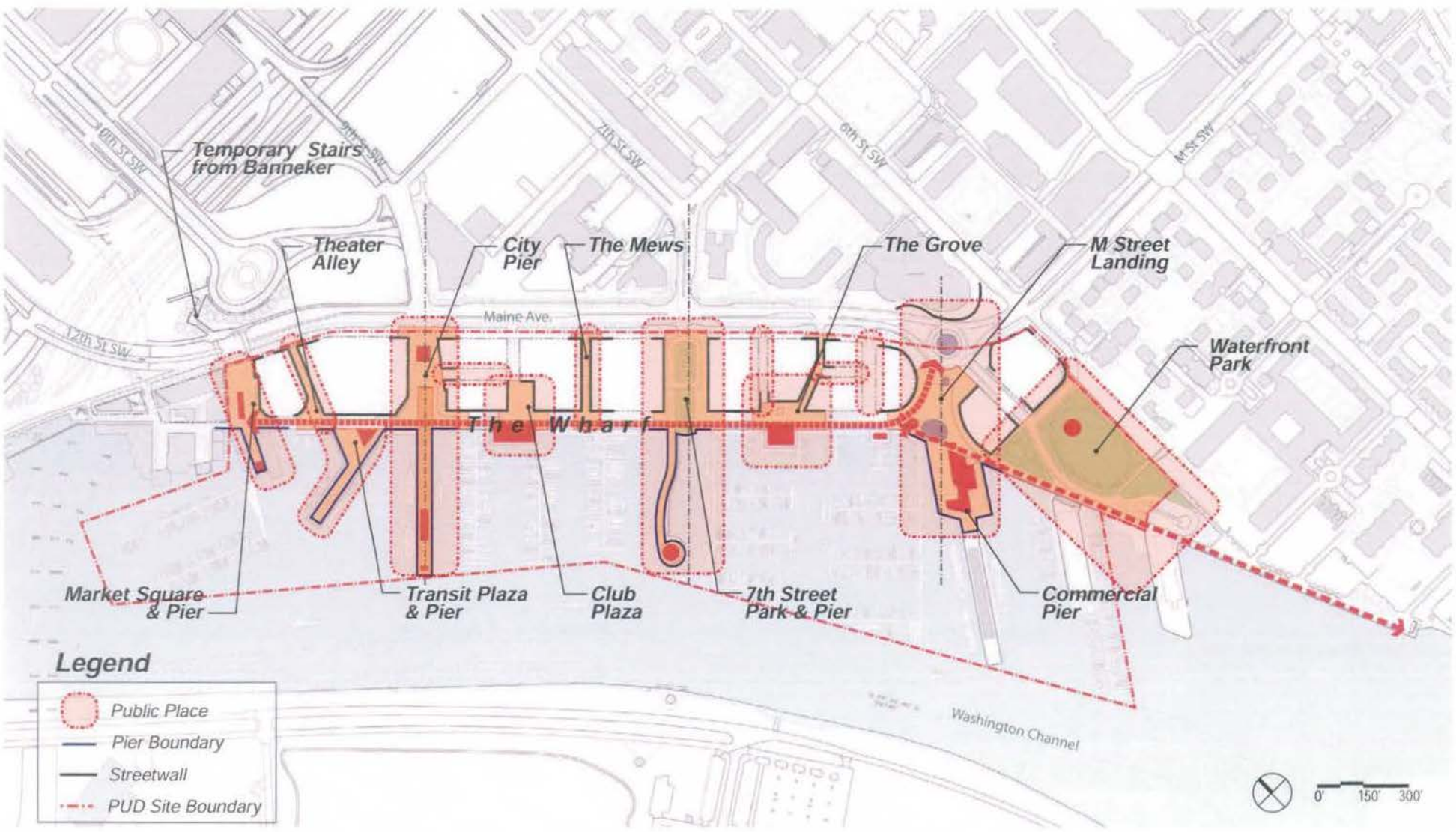


HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

JULY 18, 2011

PLACES



HOFFMAN - MADISON WATERFRONT

SOUTHWEST WATERFRONT

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