

4.2 (J) Fusion Building

The Fusion Building (FB) will create a new epicenter for student engagement and activity, by fusing recreation, residential, and retail uses. The proposed concept provides additional flexibility in student life facilities and support spaces while adding density and animation to Georgia Avenue.

The 312,000 SF mixed-use project will include student residences, a recreation center, a Wellness Center and Clinic, the iLAB, and appropriately scaled retail. Adjacent to Howard’s Interdisciplinary Research Building, the new facility will create a new vibrant campus gateway on Georgia Avenue.

Historic Preservation Considerations

The proposed building is currently occupied by the University Wonder Plaza (iLAB) building, located at 2301 Georgia Avenue, NW. The proposed development program may require full or selective demolition of existing facilities.

The building was originally constructed in 1902 for the Corby Baking Company and was expanded with a large addition to house additional baking and distribution facilities in 1911. The Corby Baking Company was founded c. 1890 by brothers Charles I. and William S. Corby. Corby Baking prided itself on using modern baking technologies such as automation, including machines that could produce approximately 90,000 uniform loaves of bread, and cakes daily - totaling half a ton in weight.

The bakery was described in a 1915 as Washington’s largest commercial bakery and as one of the nation’s “most progressive” bakeries. The company perfected and patented several key baking processes and machines that modernized baking, including high-speed mixers with automatic counters, dough slides, and dough dividers. Many of these inventions and experiments that led to the modernization of baking practices took place at their main plant on Georgia Avenue.

J Fusion Building (FB) Zoning	
Zoned	PDR-2
FAR	2.4 (4.5/3.0 Non-Residential)
Height	90 (90' Max.)
Lot Occupancy	30% (80%)

Table 4.18: Fusion Building, Zoning Requirements

The brothers operated their baking company until 1925 when they sold operations to the Continental Baking Corporation, the makers of Wonder Bread. Continental Baking Co. operated the complex as a baking facility until 1988 when operations were moved to Philadelphia.

At that time, much of the former baking facility was demolished and replaced by a surface parking lot. A smokestack associated with the former bakery ovens (demolished) remains surrounded by surface parking.

The University purchased the property in 1993. Following its acquisition, the remaining portions of the bakery were renovated for University use and the ground floor fronting Georgia Avenue was heavily altered to accommodate retail and commercial use.

Despite these alterations, the remaining building is potentially eligible for listing in the National Register and DC Inventory as a surviving former industrial building and bakery building associated with the Corby Baking Company.

Neighborhood Context & Impacts

The proposed Fusion Building will become a nexus of activity on the western edge of the core campus. The proposed facility will include retail, restaurants, recreation, iLab, wellness, and student housing.

The project shifts housing closer to the campus core, which creates better connectivity. Utilizing the eastern edge of Georgia Avenue will lessen impacts to the neighborhood while infusing the corridor with valuable animation and foot traffic.

* Floor-specific GSFs are estimates only, and are not intended to limit design flexibility during further processing

J Fusion Building (FB) @ 90' Height	
Floors 1-2	66,668 GSF (each)
Total Floors 1- 2	133,336 GSF
Floors 3-7	35,714 GSF (each)
Total Floors 3-7	178,570 GSF
B1	Below Grade Level Parking / Bldg. Service
B2	Below Grade Level Paarking
HUH TOTAL	311,906 GSF (GSF Does Not Include any below grade basement/parking)

Table 4.19: Fusion Building, Building Data

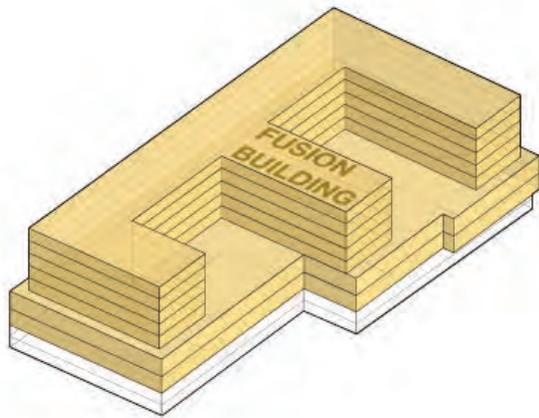


Figure 4.32: Fusion Building: Massing Study

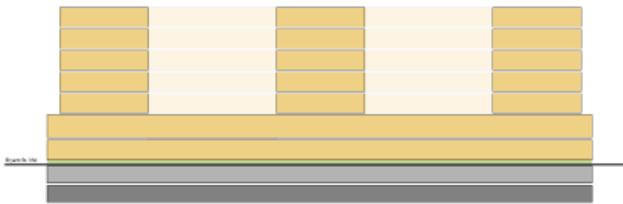


Figure 4.33 Fusion Building: Diagrammatic Section

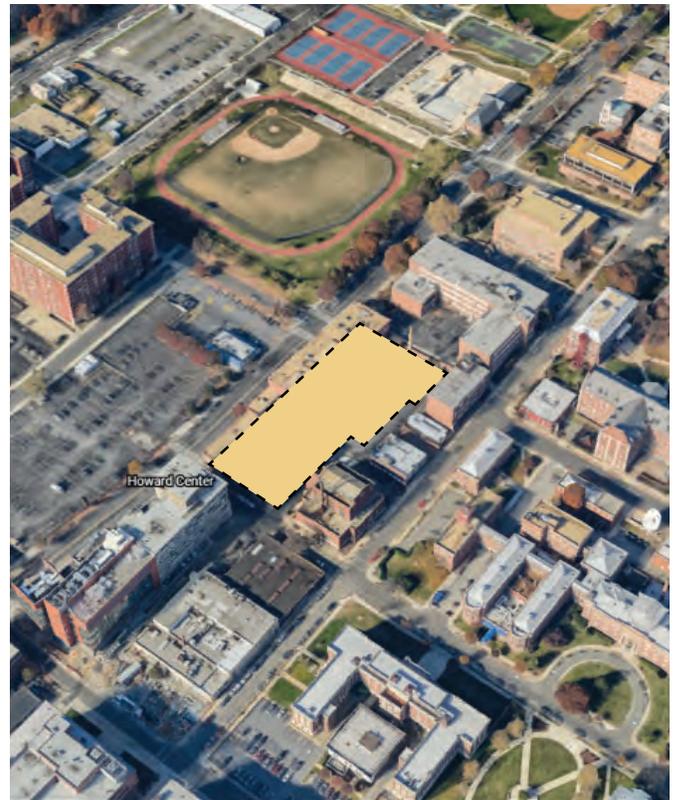


Figure 4.34: Fusion Building in Context

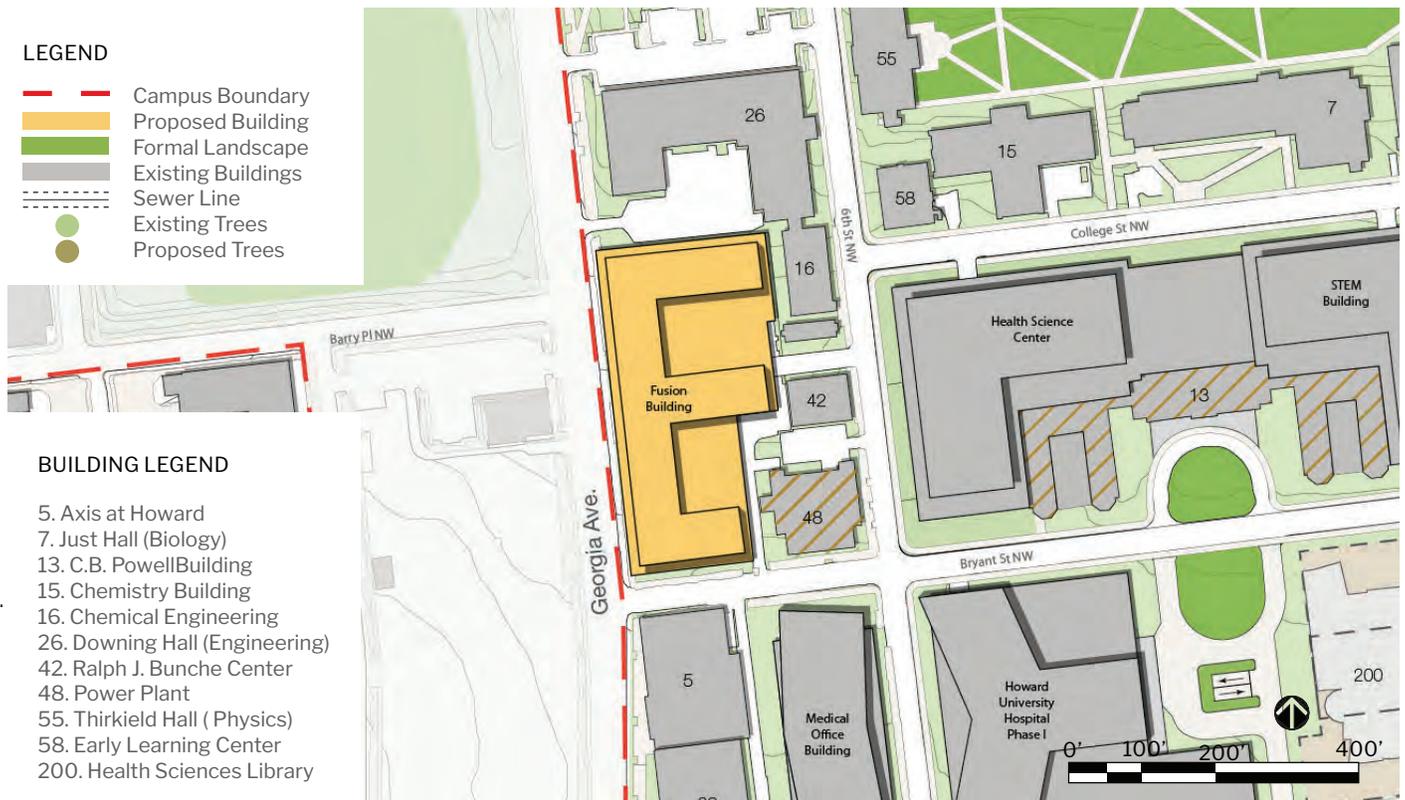


Figure 4.35: Fusion Building Plan View