



AGENDA

- Part 1: Overview of the 1974 Pennsylvania Avenue Plan & Square Guidelines
- Part 2: Process for developing Square Guidelines
- Part 3: What topics should be included in the Square Guidelines?
- Part 4: Initial discussion on build-to-lines and the maximum height of buildings.

PART 1: OVERVIEW

THE 1974 PENNSYLVANIA AVENUE PLAN AND SQUARE GUIDELINES



U.S. Capitol, 1805



Pennsylvania Avenue, 1920's



Obama Inaugural, 2013



Kennedy Funeral, 1963



Future Freedom Plaza, late 1970's



Market Square, late 1980's



FBI Headquarters circa 1974





LEGEND

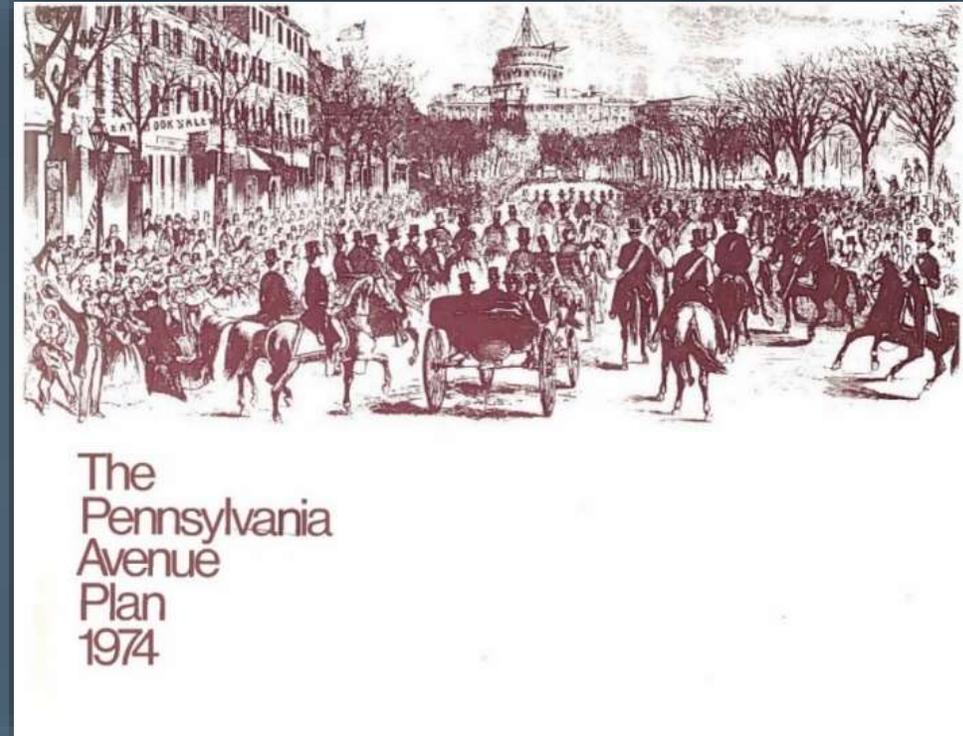
..... PADC BOUNDARY

———— FBI SITE

Pennsylvania Avenue Development Corporation (PADC)

Key Planning Documents

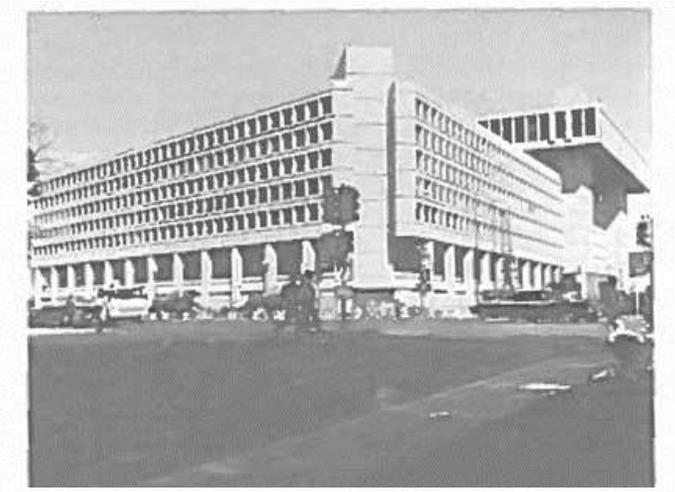
- **1974 Plan** - Provides a conceptual planning and development framework
- **General Guidelines** - Provides uniform standards for development
- **Square Guidelines** - Site specific detail guidance for each square (circulation, use mix, massing, setbacks, curb cuts, loading, etc.)



The J.Edgar Hoover building was completed in 1974, the same year that the PADC Plan was approved. As a result the Plan's language with regard to this site simply described the Hoover building.

SQUARES 378 AND 379

These blocks are occupied by the new F.B.I. Building, which has been built in conformance with the new Pennsylvania Avenue building line. The structure is now planned to be used solely for F.B.I. offices. However, the Corporation will encourage the F.B.I. to permit retail businesses along the Pennsylvania Avenue frontage so that there can be continuous retail activity along the Avenue instead of a two-block hiatus at this critical location. Ground level shops and restaurants would do much to alleviate the building's monumental appearance, while providing services for the large numbers of tourists who will visit the building, as well as for F.B.I. employees and the general population.



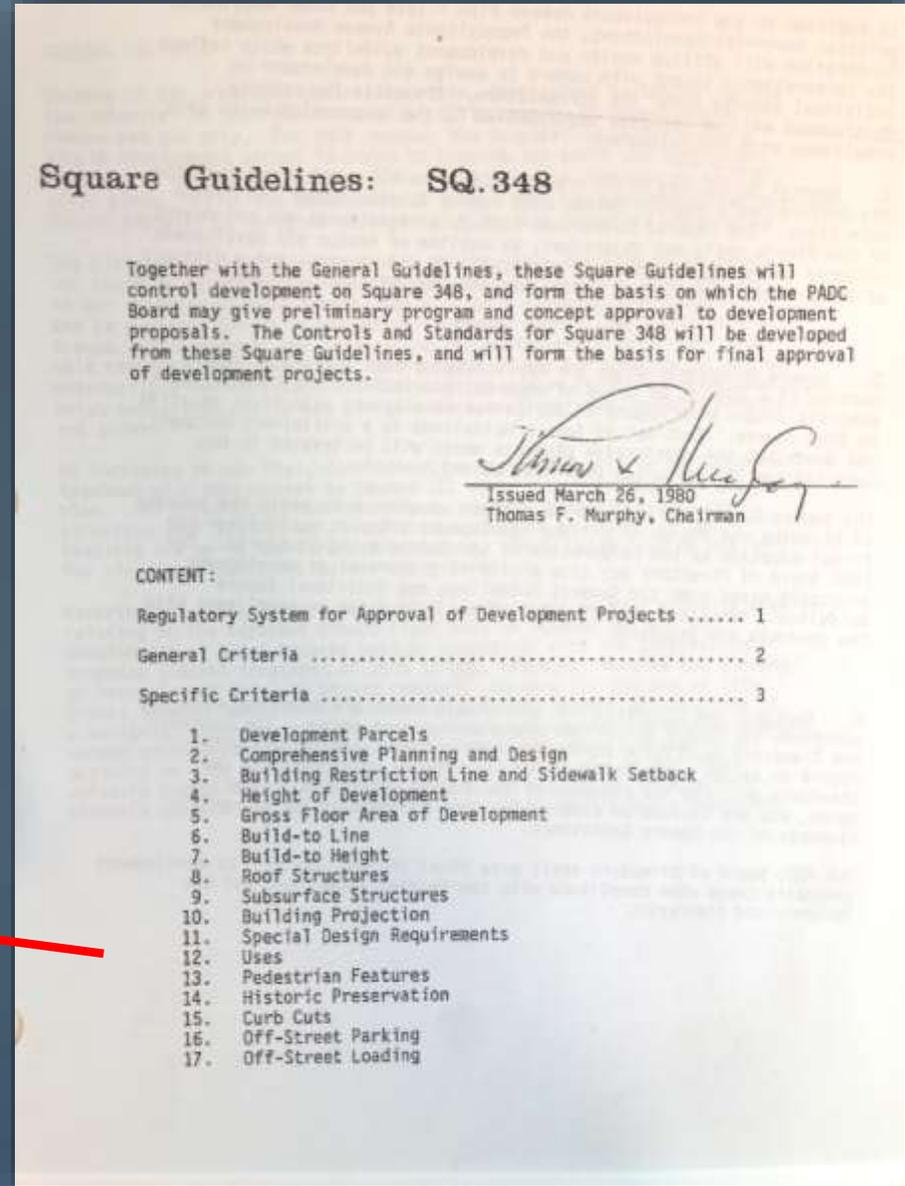
PART 2: PROCESS FOR DEVELOPING SQUARE GUIDELINES

What are Square Guidelines?

*“Detailed urban planning and design requirements and recommendations which are applicable to each square”**

- Square Guidelines help to implement the Pennsylvania Avenue Plan.

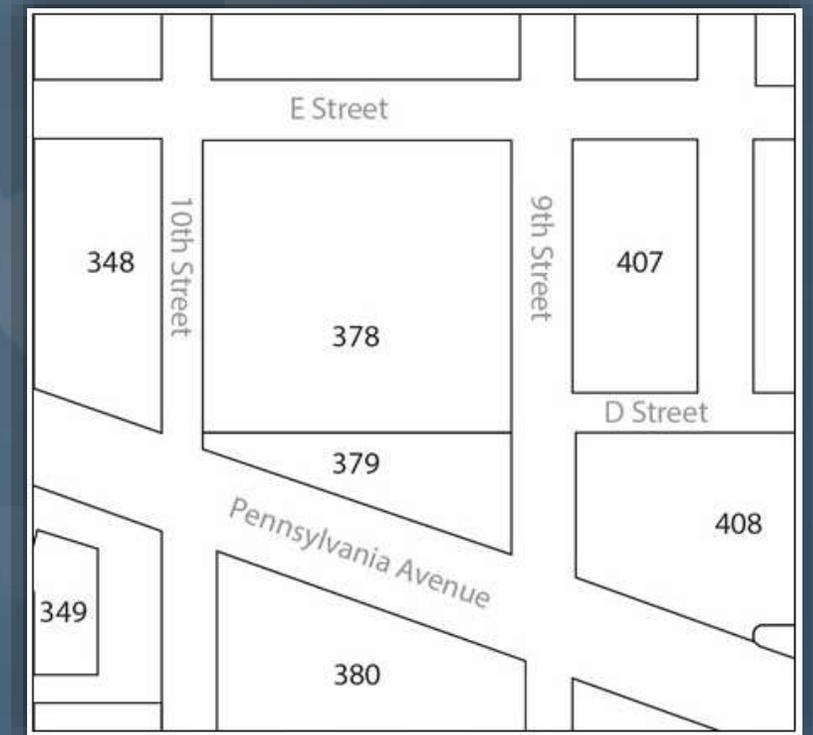
1. Development Parcels
2. Comprehensive Planning and Design
3. Building Restriction Line and Sidewalk Setback
4. Height of Development
5. Gross Floor Area of Development
6. Build-to Line
7. Build-to Height
8. Roof Structures
9. Subsurface Structures
10. Building Projection
11. Special Design Requirements
12. Uses
13. Pedestrian Features
14. Historic Preservation
15. Curb Cuts
16. Off-Street Parking
17. Off-Street Loading



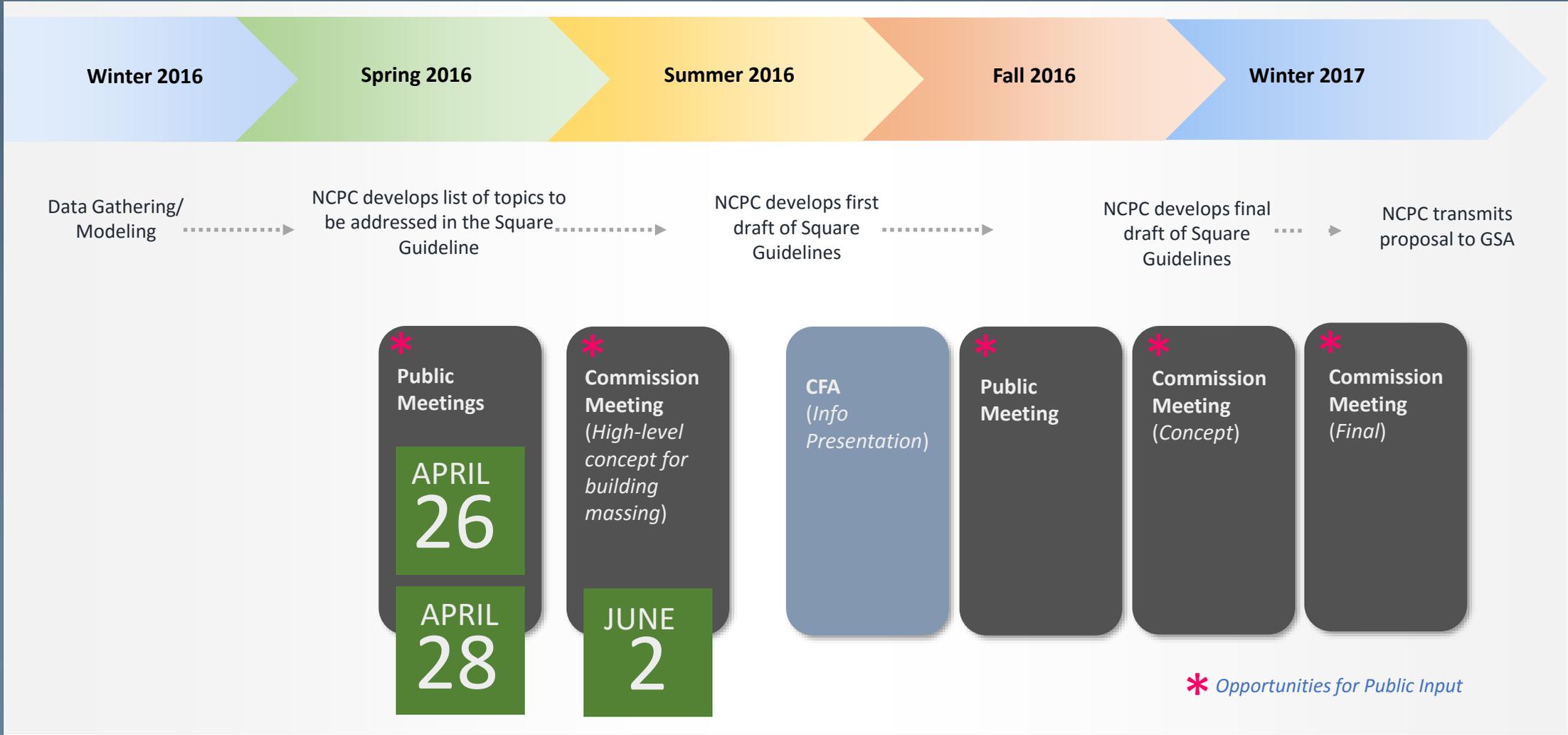
*Federal Code §910.54:

How are Square Guidelines Used in the Development Review Process?

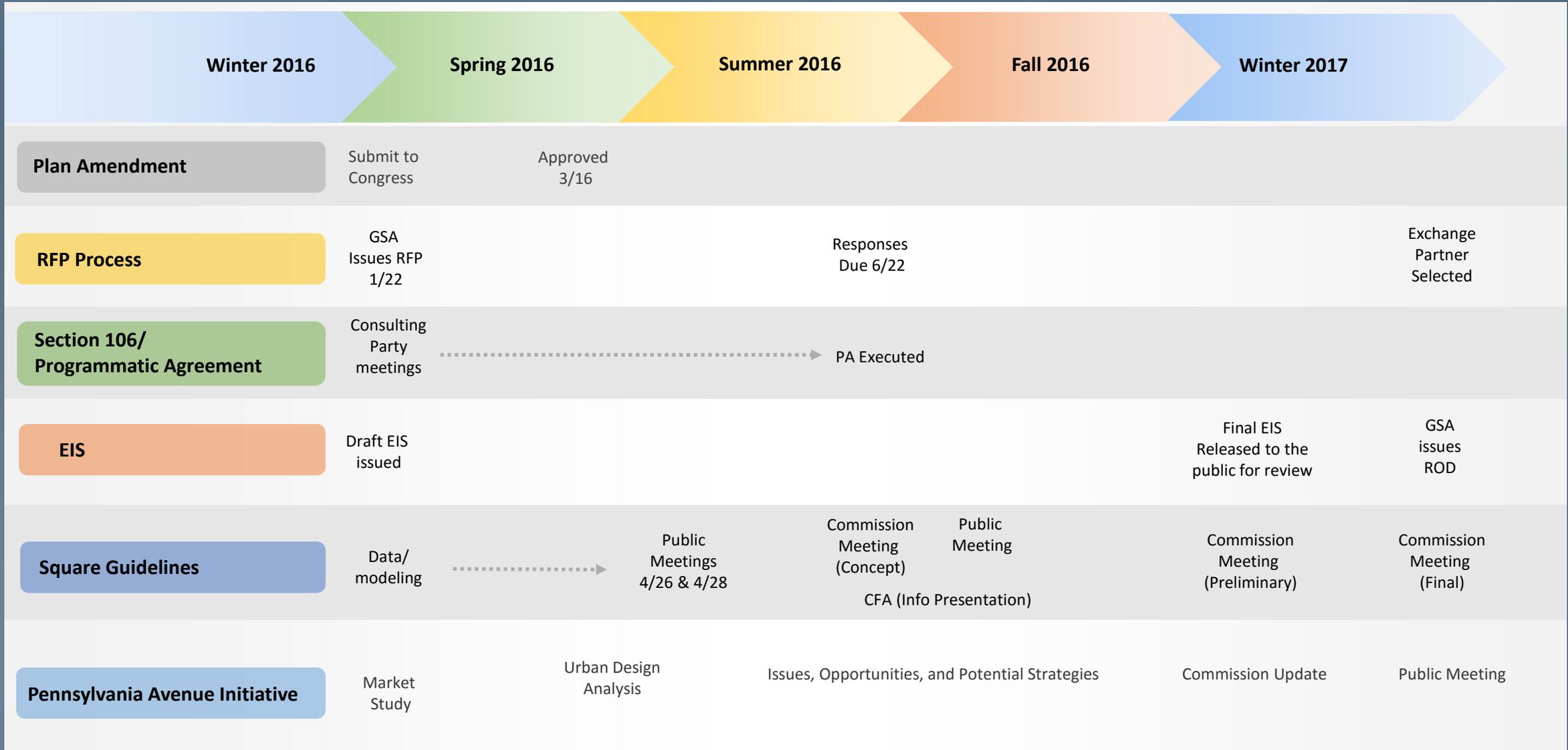
- Squares Guidelines are created for the site (either before or after the site becomes private. In this case, it will be before).
- Zoning applies to the site, but it must be consistent with the Square Guidelines. (Note: zoning may be more detailed as long as it is not inconsistent with the Guidelines).
- Historic Preservation Review Board and Commission of Fine Arts review processes still apply.
- Before a building permit is issued, NCPC and GSA review the development plan for consistency with the Square Guidelines.



Square Guidelines Development Process



Overview of Related Processes Underway in 2016



PART 3: WHAT SHOULD BE INCLUDED IN THE SQUARE GUIDELINES FOR THE J. EDGAR HOOVER SITE?

Square Guideline Topics (level of detail will vary)

Land Use

- General Overall Uses
- Ground Floor Use

Building Massing

- Allowable Building Height
- Upper-story setbacks
- Build-to-lines

Circulation

- L'Enfant Plan
- Other Access/Permeability

Special Design Guidance

- Building Composition
- Façade Design
- Signage/Awnings
- Rooftop Structures
- Parking and Loading

Public Realm Guidance

- Overall Character
- Ground Floor Design
- Outdoor Use
- Landscape

Sustainability

Land Use

Plan Amendment:

- Accommodate high-density development with a mix of uses, such as commercial, residential and cultural uses.
- Complement and enhance all of the surrounding downtown blocks.
- Design ground floor uses on Pennsylvania Avenue to accommodate and encourage everyday activities, commerce and public uses.



Hotel

Office

Office

Office

Hotel

Office

Office

Office

Office

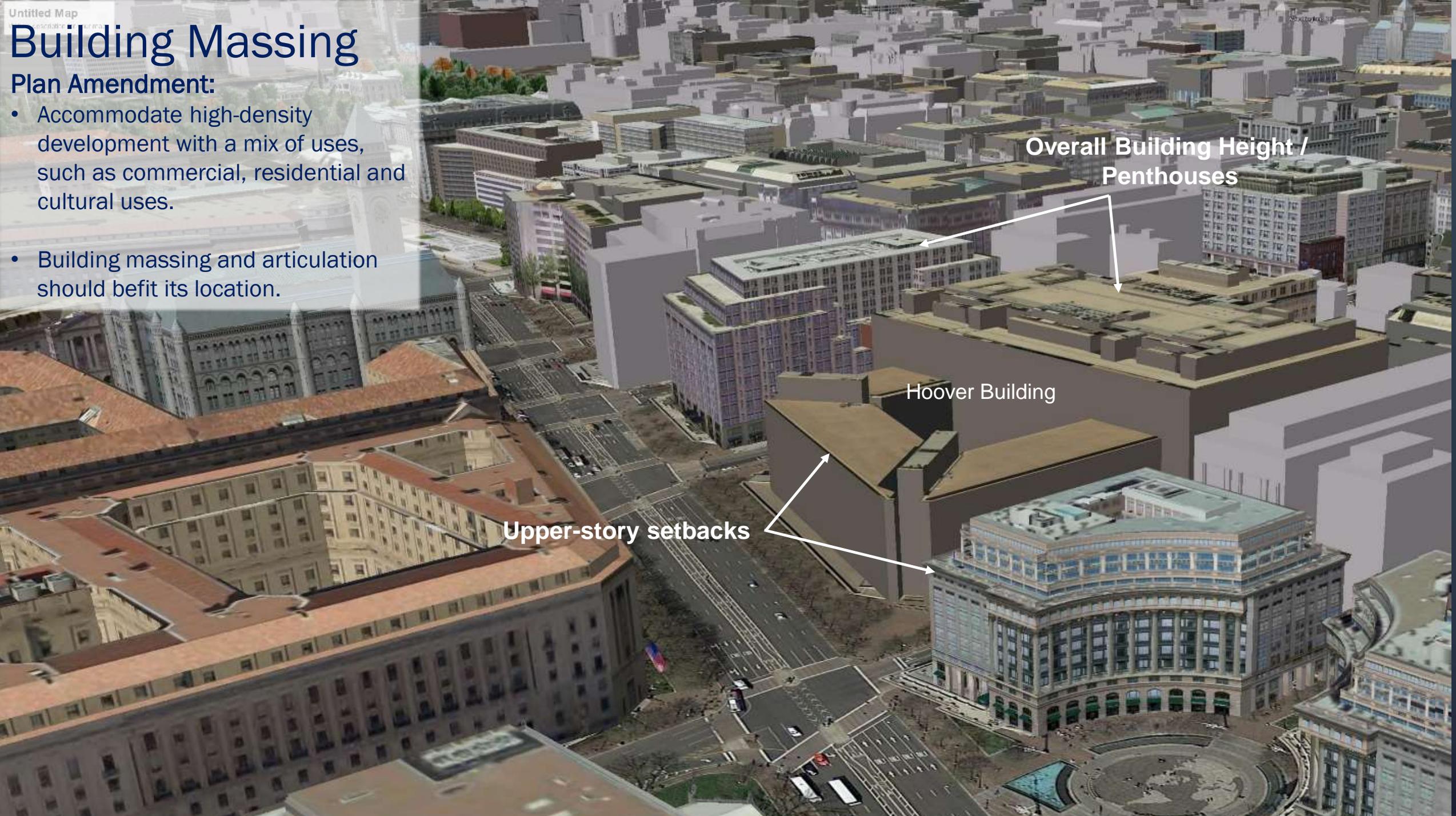
Residential

Residential

Building Massing

Plan Amendment:

- Accommodate high-density development with a mix of uses, such as commercial, residential and cultural uses.
- Building massing and articulation should befit its location.



Overall Building Height / Penthouses

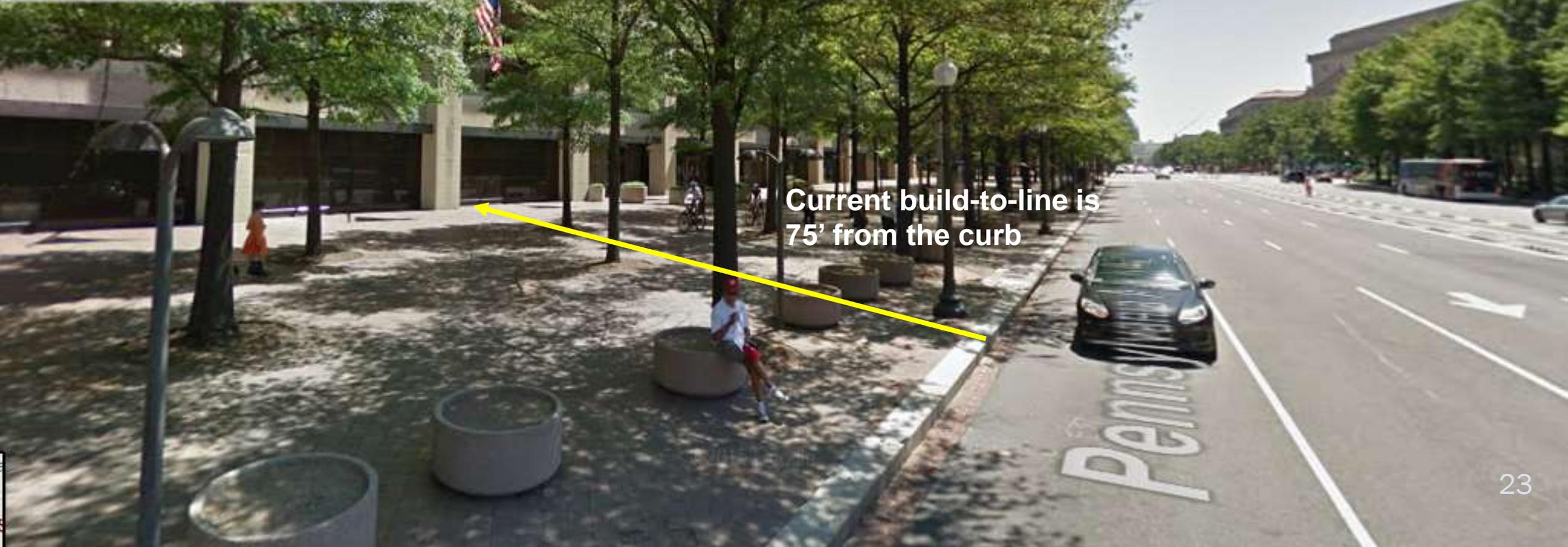
Hoover Building

Upper-story setbacks

Build-to-lines

Plan Amendment:

- Respect the principles of the L'Enfant Plan by restoring views.
- Provide and contribute to the Avenue's distinguished character.
- Strengthen the vista of the U.S. Capitol.



**Current build-to-line is
75' from the curb**

Circulation

Plan Amendment:

- Respect the principles of the L'Enfant Plan by restoring circulation patterns.

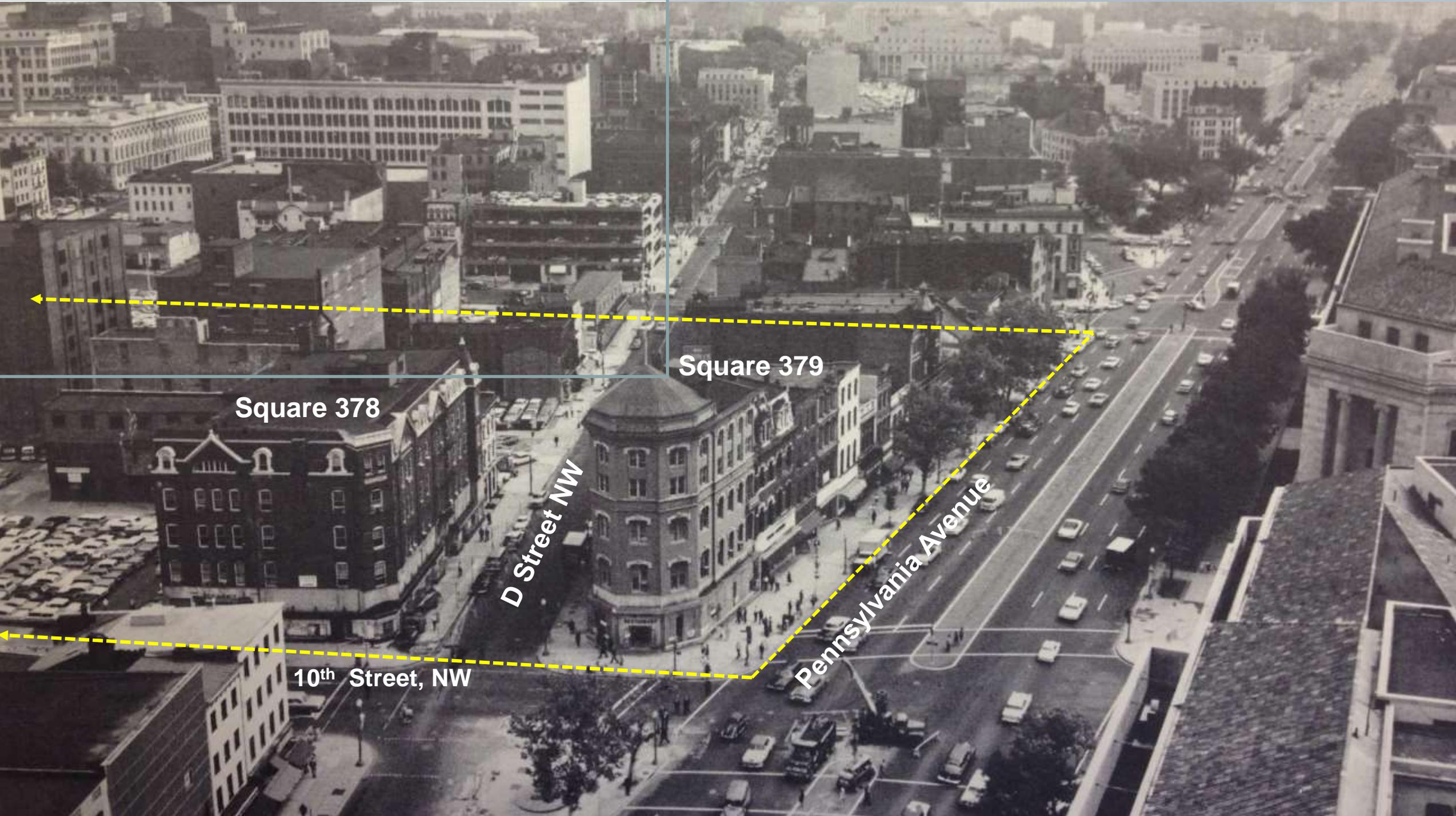


10th Street, NW

9th Street, NW

E Street, NW

D Street, NW



Square 378

Square 379

D Street NW

10th Street, NW

Pennsylvania Avenue



Standing on D Street at 8th looking west at FBI where the D St corridor would go through.

el

sip
sign
green-light

up
up
port water

Special Design Guidelines

Plan Amendment:

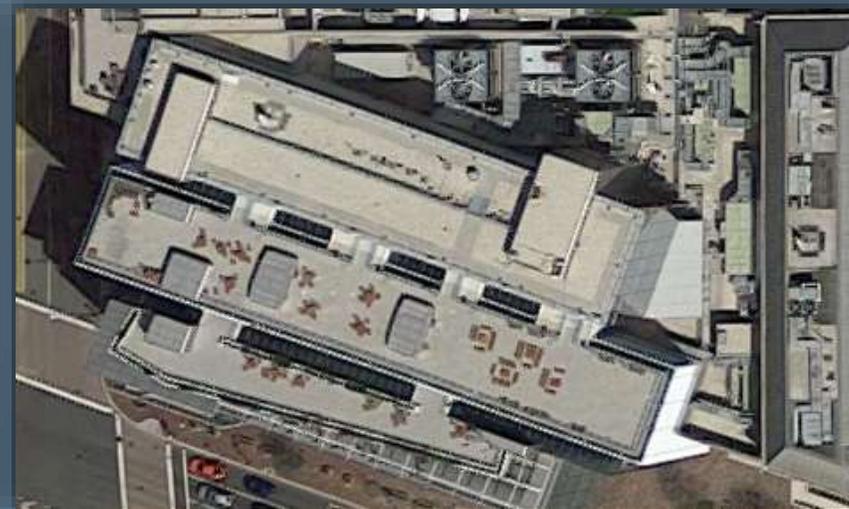
Does not address this level of detail.



Façade Design /Building Composition



Signage/Awnings



Location of Rooftop Structures



Parking and Loading

Public Realm Guidelines

Plan Amendment:

Does not address this level of detail.



Ground Floor Design



Landscape



Outdoor Uses



Character

Square Guideline Topics (level of detail will vary)

Land Use

- General Overall Uses
- Ground Floor Use

Building Massing

- Allowable Building Height
- Upper-story setbacks
- Build-to-lines

Circulation

- L'Enfant Plan
- Other Access/Permeability

Special Design Guidance

- Building Composition
- Façade Design
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- Rooftop Structures
- Parking and Loading

Public Realm Guidance

- Overall Character
- Ground Floor Design
- Outdoor Use
- Landscape

Sustainability

PART 4: INITIAL DISCUSSION ON BUILDING MASSING





FOCO CHAO

ENTRANCE

Bank of America

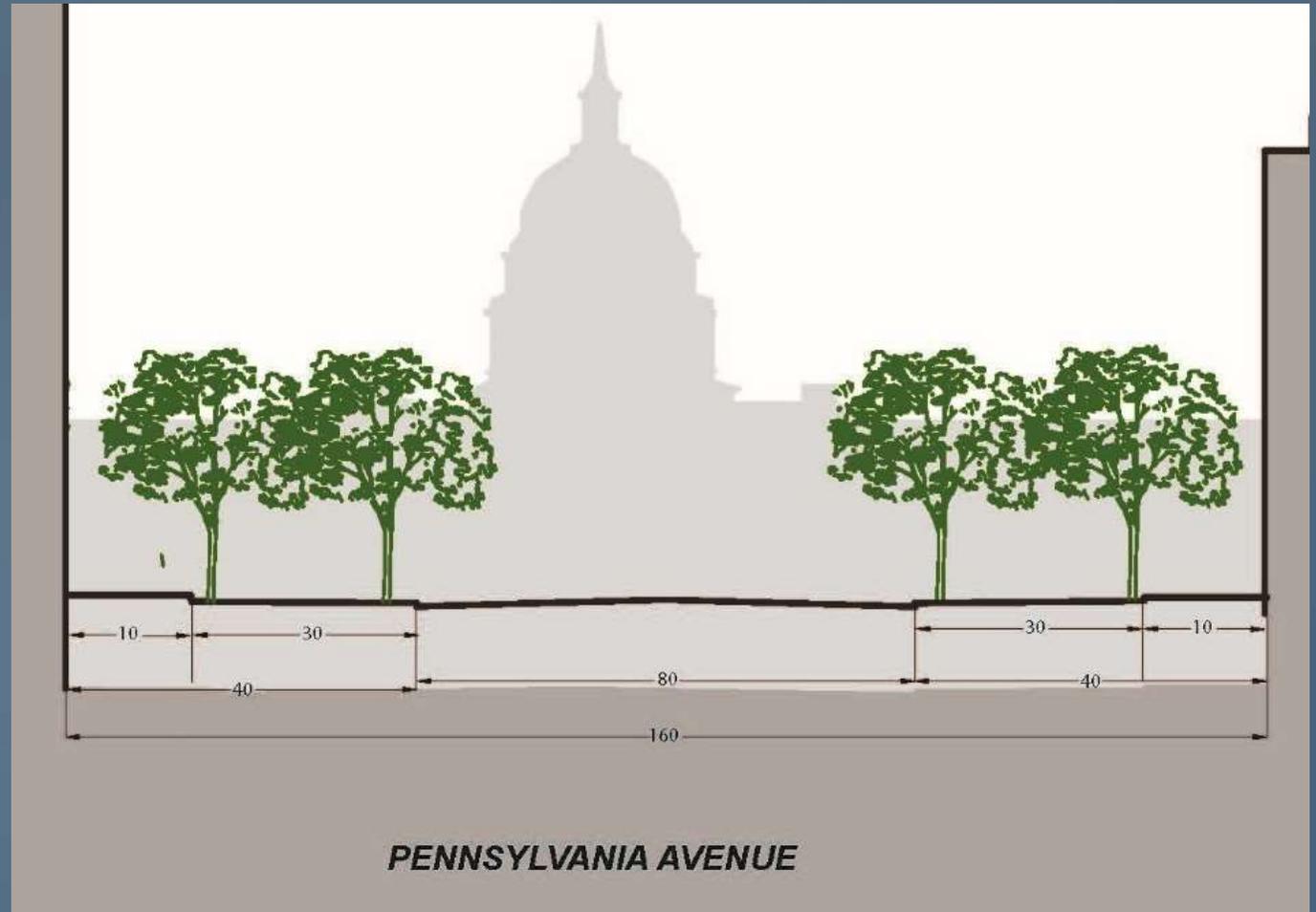
Challenges for Determining the Pennsylvania Avenue Build-to-line for this Site

- 1) The dimensions of Pennsylvania Avenue have changed over the years and the build-to-lines are no longer consistent from block to block.
- 2) The build-to-line has impacts for both the Avenue as a whole and the site itself and both of these need to be considered.
- 3) We will need to establish guidance on a build-to-line before having all the answers regarding a specific development proposal for the site and recommendations for the entire Avenue from the Pennsylvania Avenue Initiative.

L'Enfant Plan | Proposed Avenue Layout

1791

- *“A direct and large avenue ...with a middle way paved for heavy carriages and a walk on each side planted with double rows of trees ...a street laid out on a dimension proportioned to the greatness ... which the Capital of a powerful Empire ought to manifest.”*
- *“...The roadway should be made 80 feet wide, with a 30-foot strip for walks and trees on each side and another 10-foot setback between the walks and building lots.”*



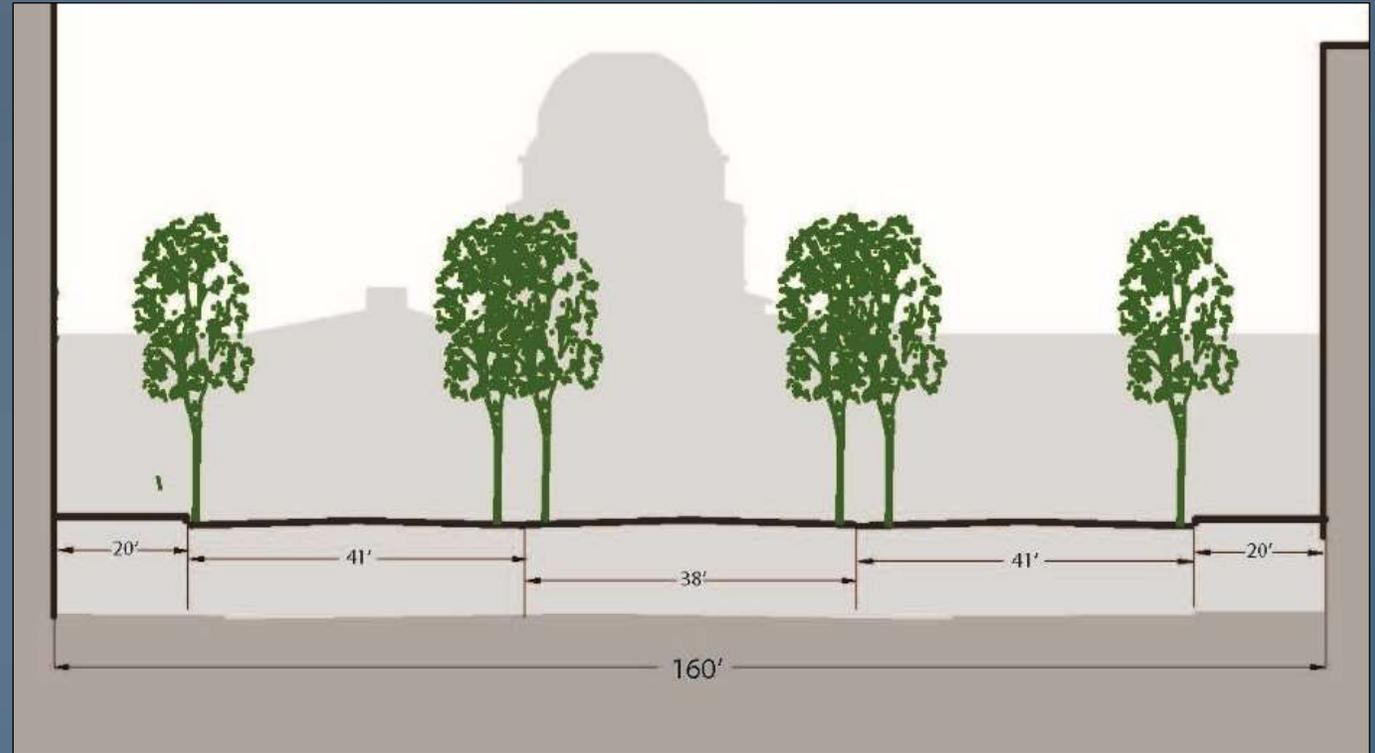
National Register Nomination, Penn Ave NHS, Section 8, page 101

1791

Jefferson Improvements

1803

- *“...A central "Carriage & Horse Gravel Way" flanked by two carriage ways (King's plan does not specify the material of these carriage ways), and then a "brick pavement" [sidewalk] stretching from the curb to the building line on each side of the road”*
- Double rows of poplars planted; desire to replace with willow oaks
- Post-Jefferson, city growth, 1820's depression, Civil War impacted Avenue investments
 - Oil lamps installed in 1817;
 - cobblestones laid in 1830's



1791

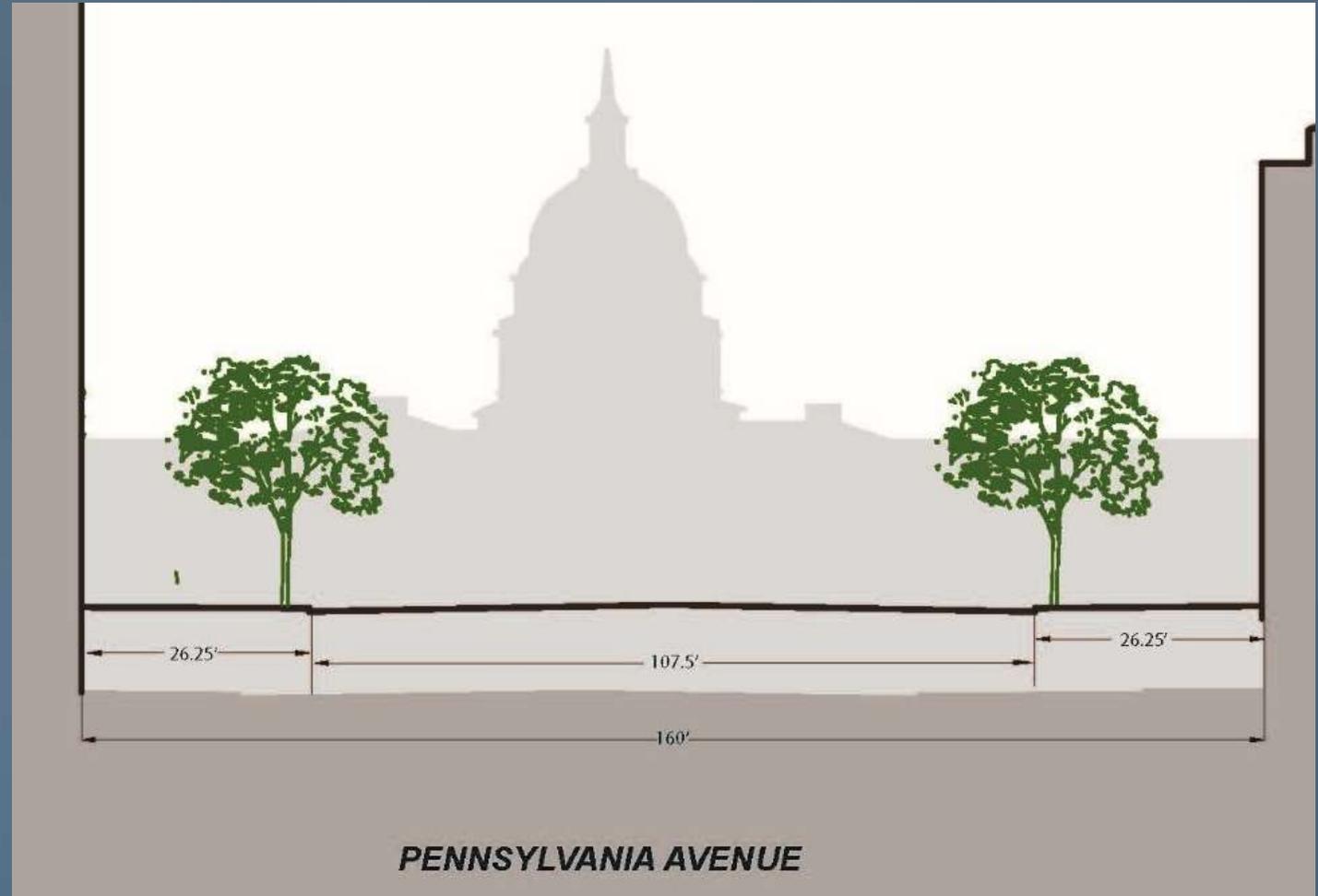
The McMillan Plan

1803

- Downtown Washington was growing on both sides of Penn Ave in the early 1900's

1901

- McMillan Plan made Pennsylvania Avenue a dividing line between the proposed Federal Triangle and surrounding city
- 26.25' sidewalks on both sides of Avenue with 107.5' roadway



The PADC Plan

1791

1803

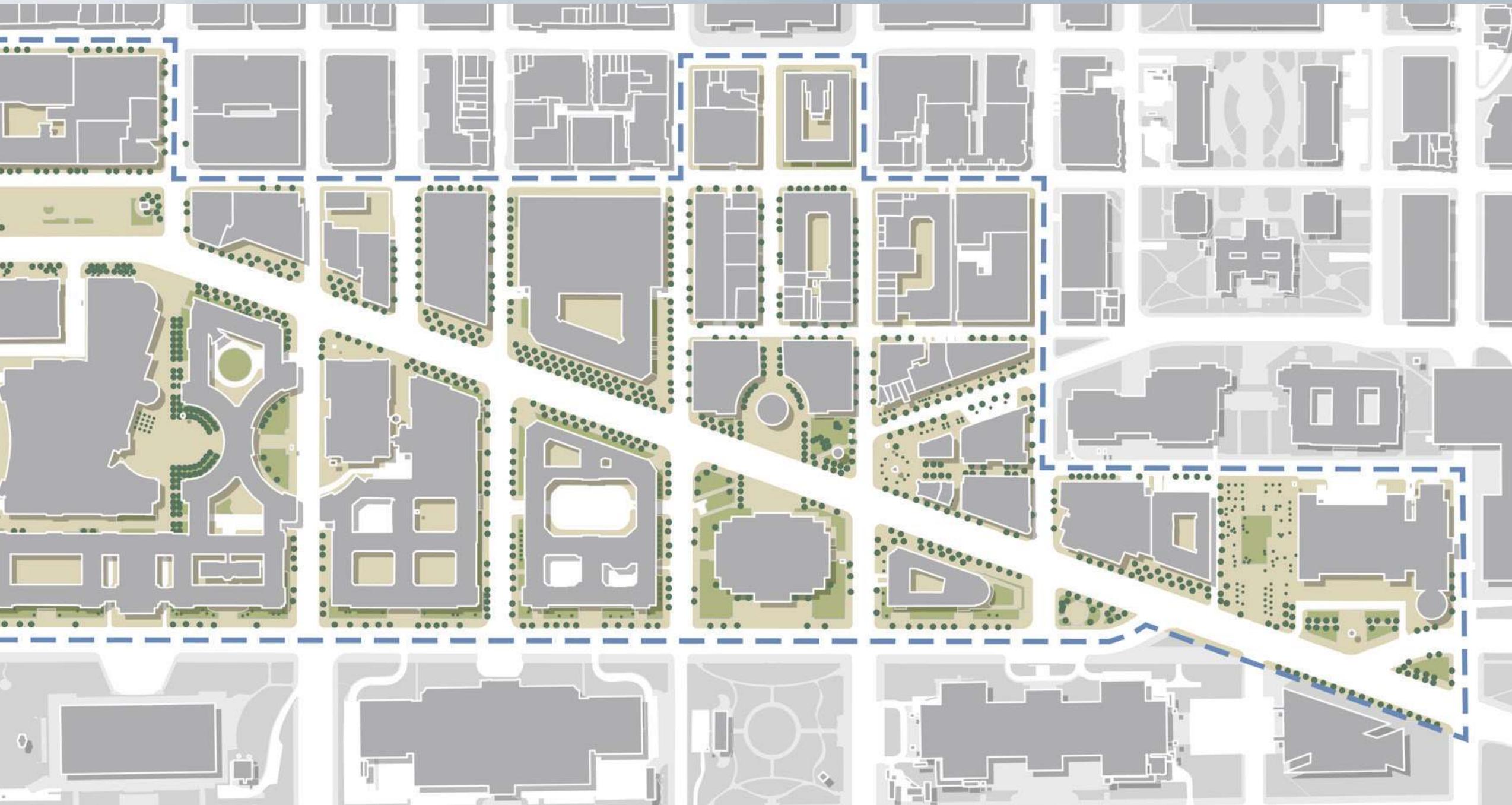
1901

1974

- 75' sidewalk width for redevelopment areas on north side; historic buildings retain existing sidewalk width
- Triple row of trees for 75' sidewalk areas; double or single row in narrower areas
- 30 – 40' sidewalk width along south side with double row of trees
- 100' cartway with removable lights, signage to accommodate parades
- Cohesive streetscape design

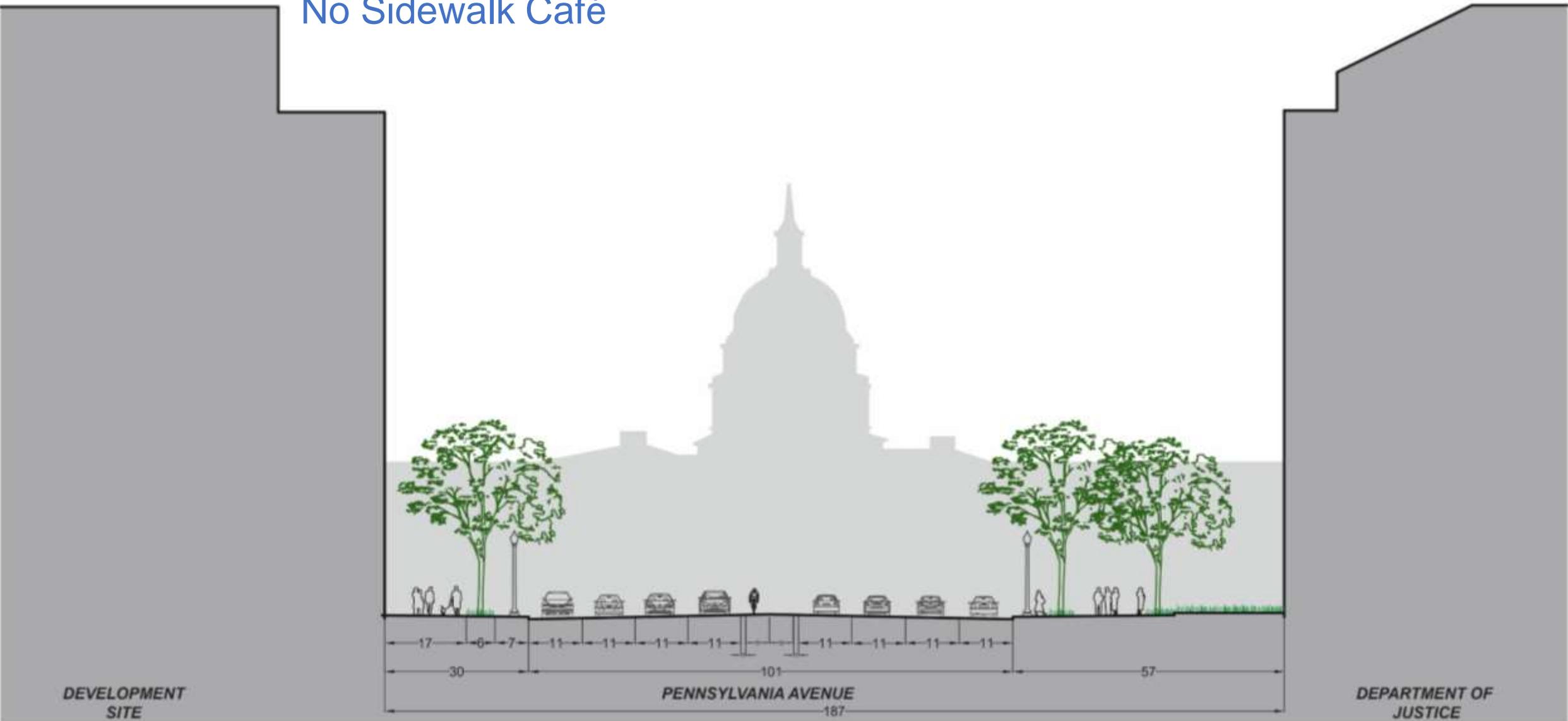


Source: 1974 PADC Plan, page 16



Existing Tree Canopy

Sidewalk = 30'
Trees Align with Adjacent Blocks
No Sidewalk Café





6 ST NW
200

NO
TURN
ON RED
7AM-7PM



NO
LEFT TURN
ON RED



THE CAPITAL GRILLE

THE CAPITAL GRILLE

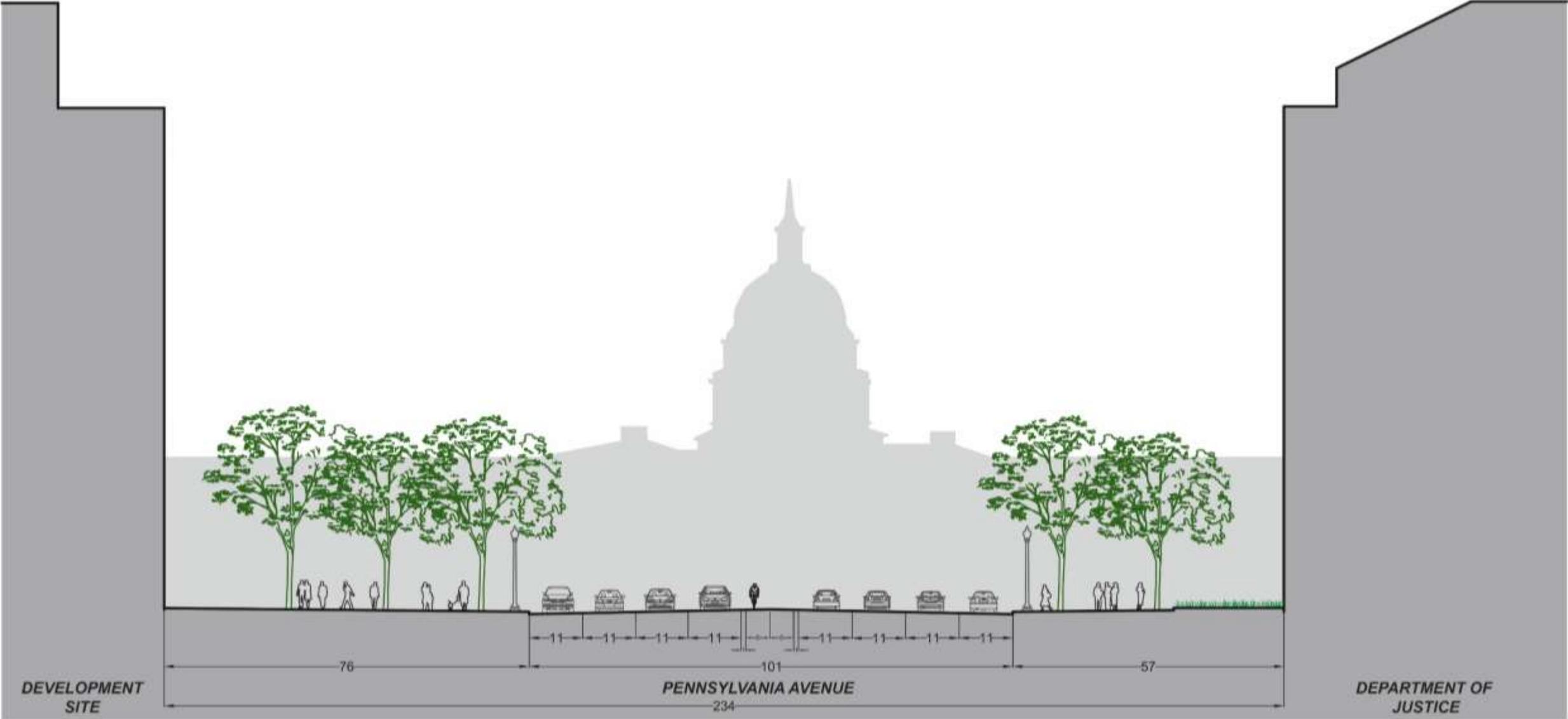




Pennsylvania Ave between 10th & 11th Streets



Existing Sidewalk = 75'
Staggered Triple Row of Trees





Pennsylvania Ave between 9th & 10th Streets



FBI
↓

Looking East towards the Capitol

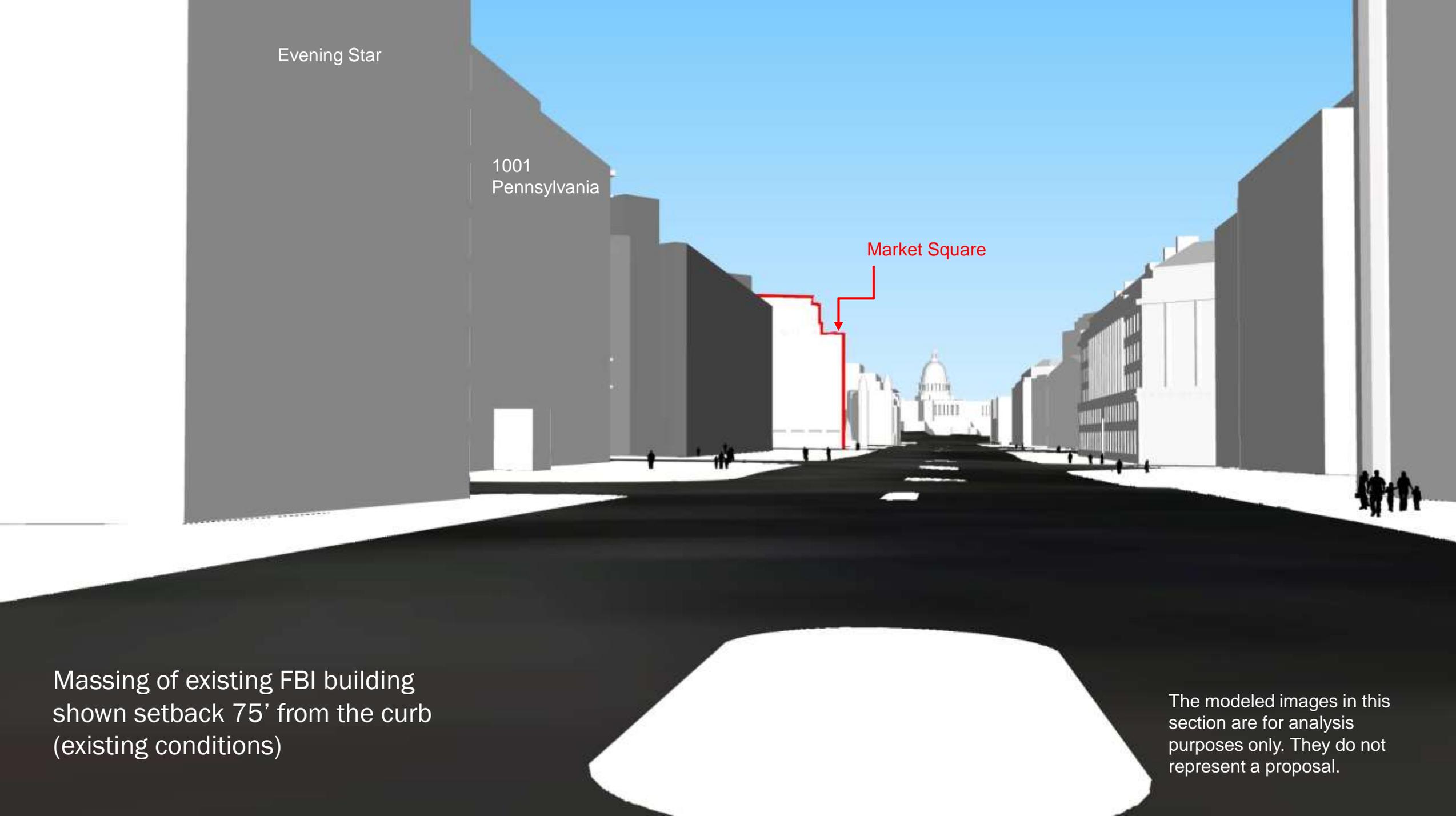
Evening Star

1001
Pennsylvania

Market Square

Massing of existing FBI building
shown setback 75' from the curb
(existing conditions)

The modeled images in this
section are for analysis
purposes only. They do not
represent a proposal.



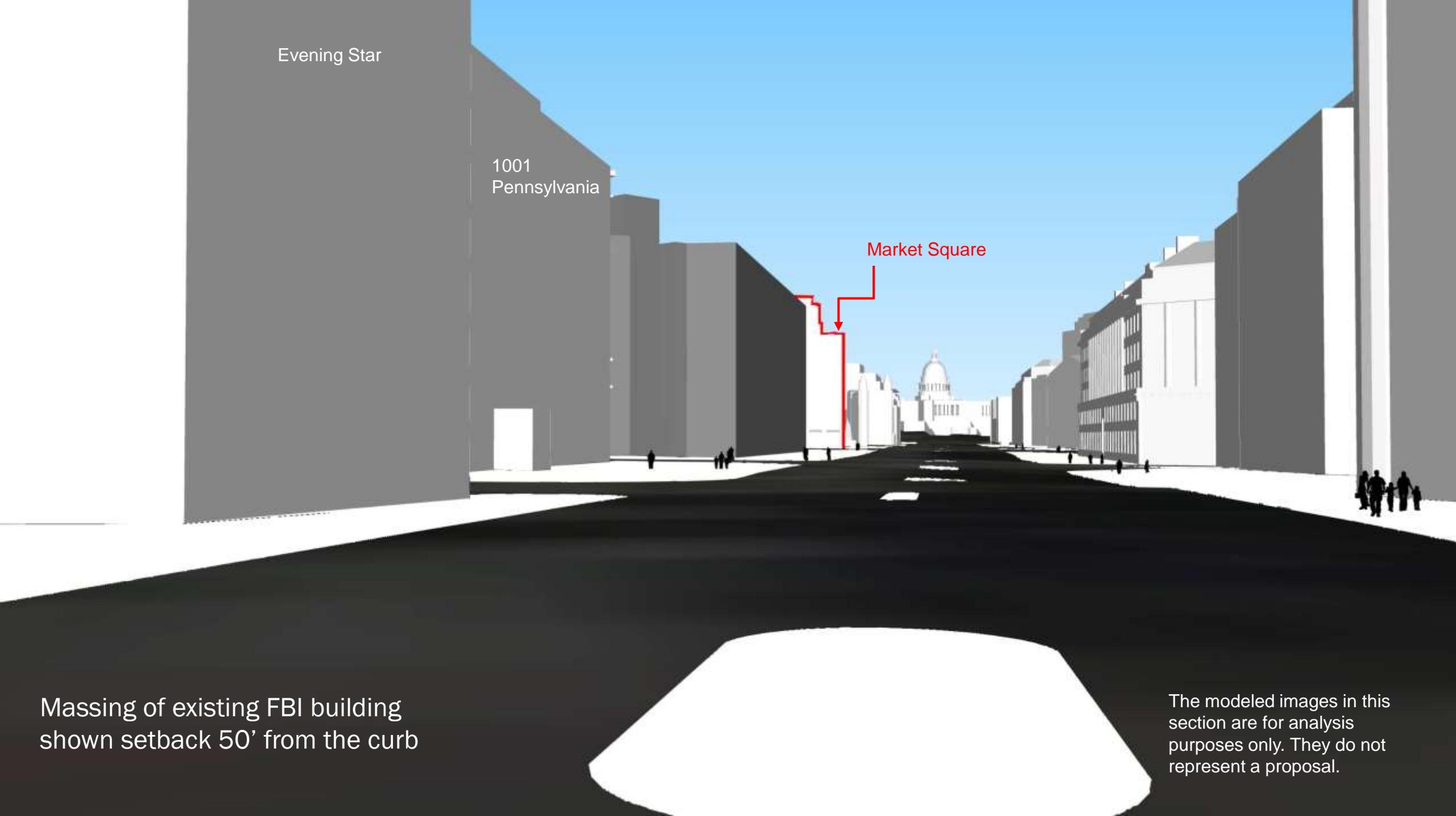
Evening Star

1001
Pennsylvania

Market Square

Massing of existing FBI building
shown setback 50' from the curb

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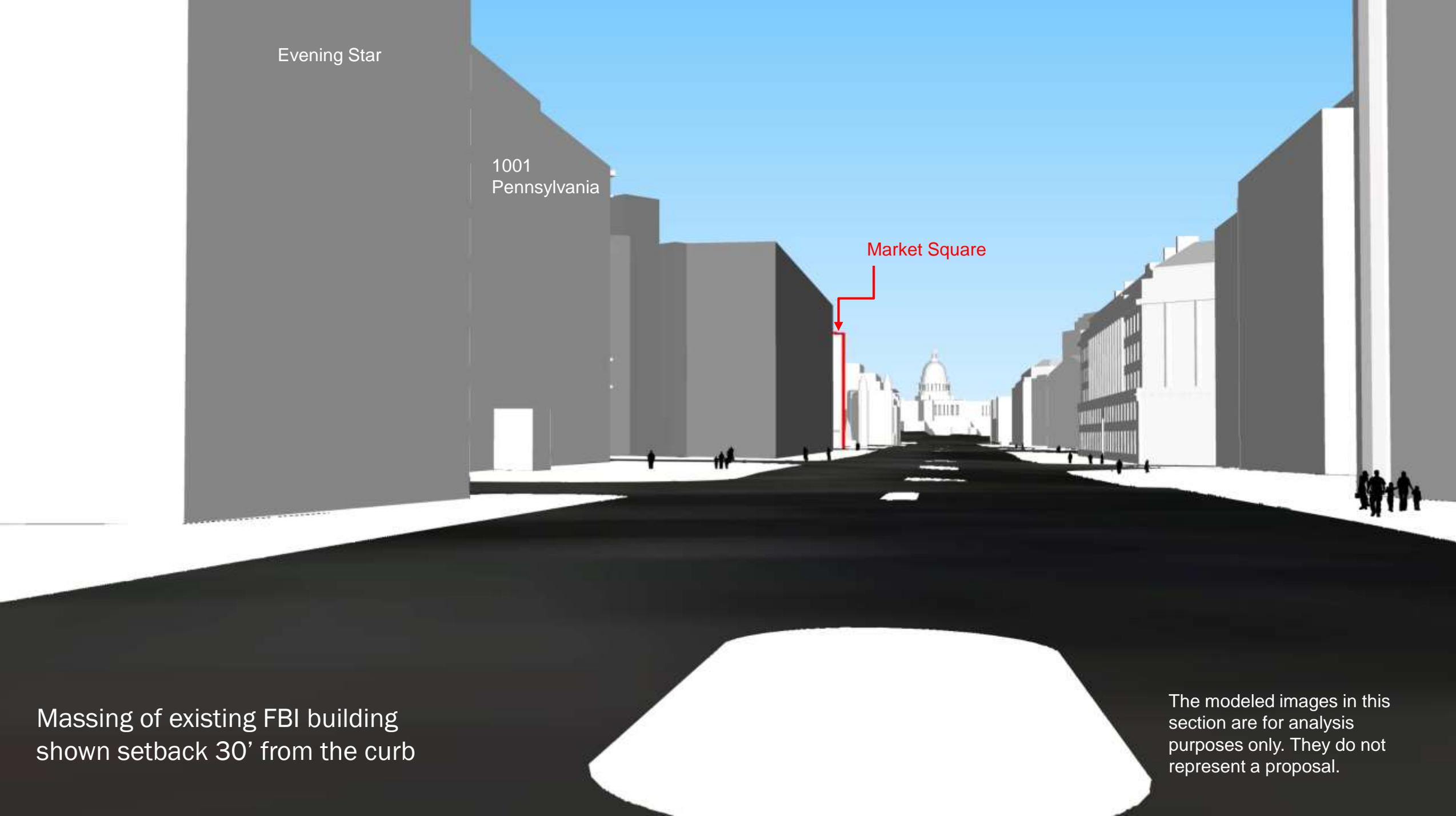
Evening Star

1001
Pennsylvania

Market Square

Massing of existing FBI building
shown setback 30' from the curb

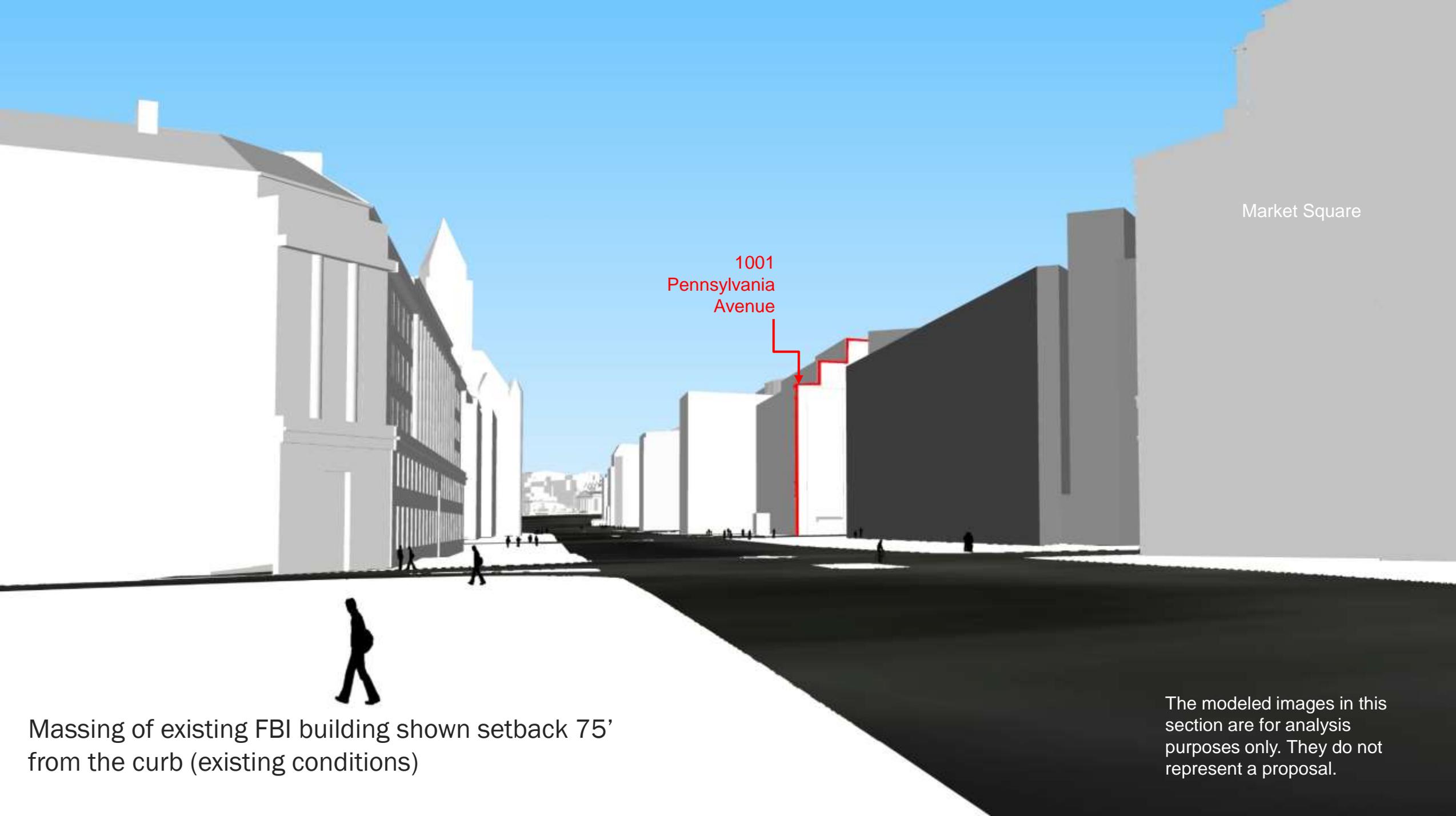
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FBI
↓

Looking West towards Freedom Plaza

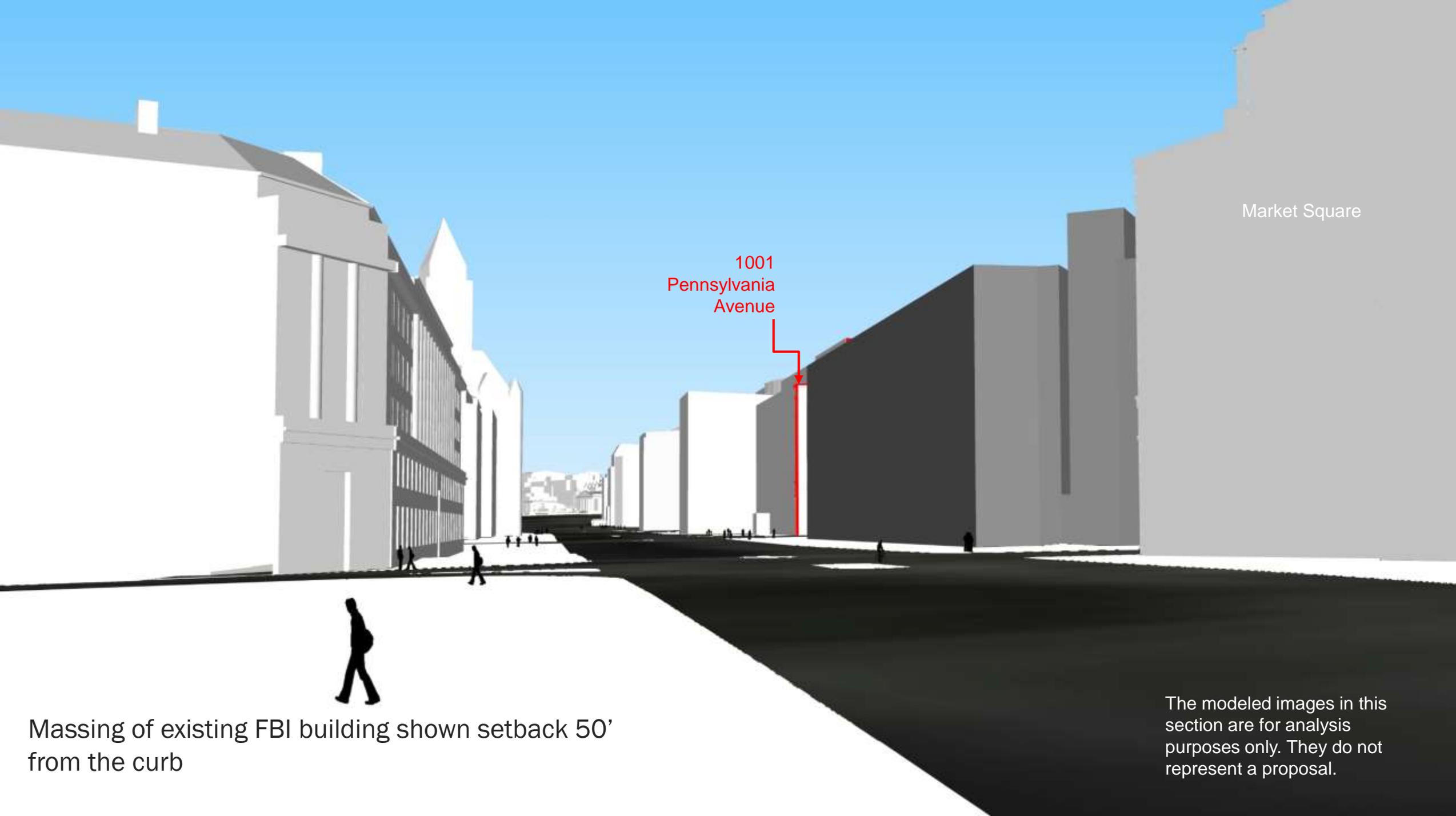


Market Square

1001
Pennsylvania
Avenue

Massing of existing FBI building shown setback 75'
from the curb (existing conditions)

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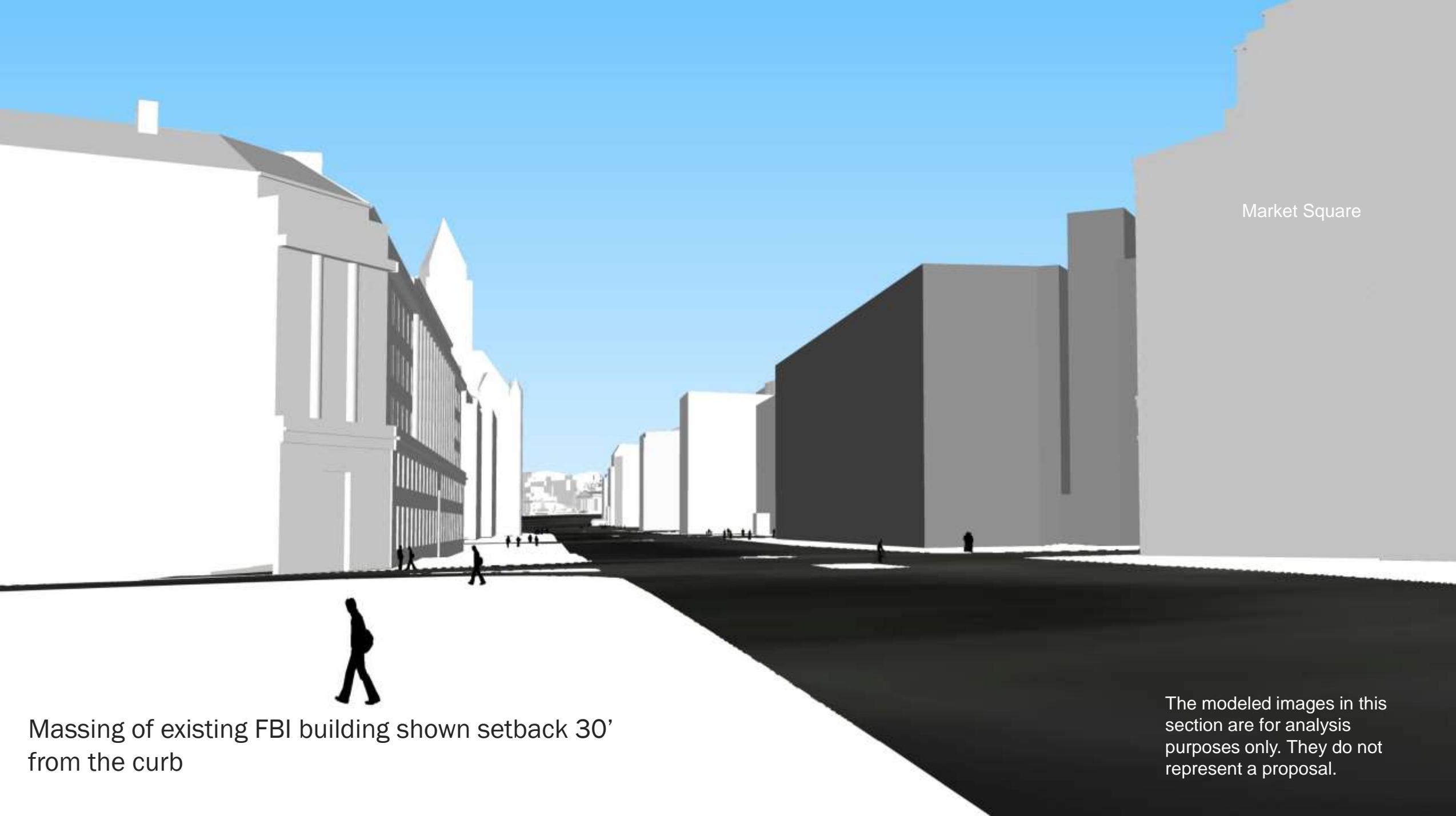


Market Square

1001
Pennsylvania
Avenue

Massing of existing FBI building shown setback 50'
from the curb

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Market Square

Massing of existing FBI building shown setback 30' from the curb

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Relationship of the Pennsylvania Avenue build-to-line to the entire site



Squares 378 and 379 shown with the spatial configuration of D Street.

How will the site be developed?



Activity/Public space focused inward like City Center? This could argue for a build to line closer to the curb.



Activity/Public space focused outward on the sidewalk like this example on Pennsylvania Avenue? This could argue for a build to line farther from the curb.

Issues to Consider

1. In terms of the pedestrian experience on Pennsylvania Avenue, what elements are important? Should these elements be consistent along the Avenue or is it okay for variation?
2. What do you see as the benefits and drawbacks to the different build-to-lines for the Hoover site?
3. Is there additional analysis or other information that you think would be beneficial to determining the Pennsylvania Avenue build-to-line for this site?

HEIGHT/UPPER-STORY SETBACK: PENNSYLVANIA AVENUE

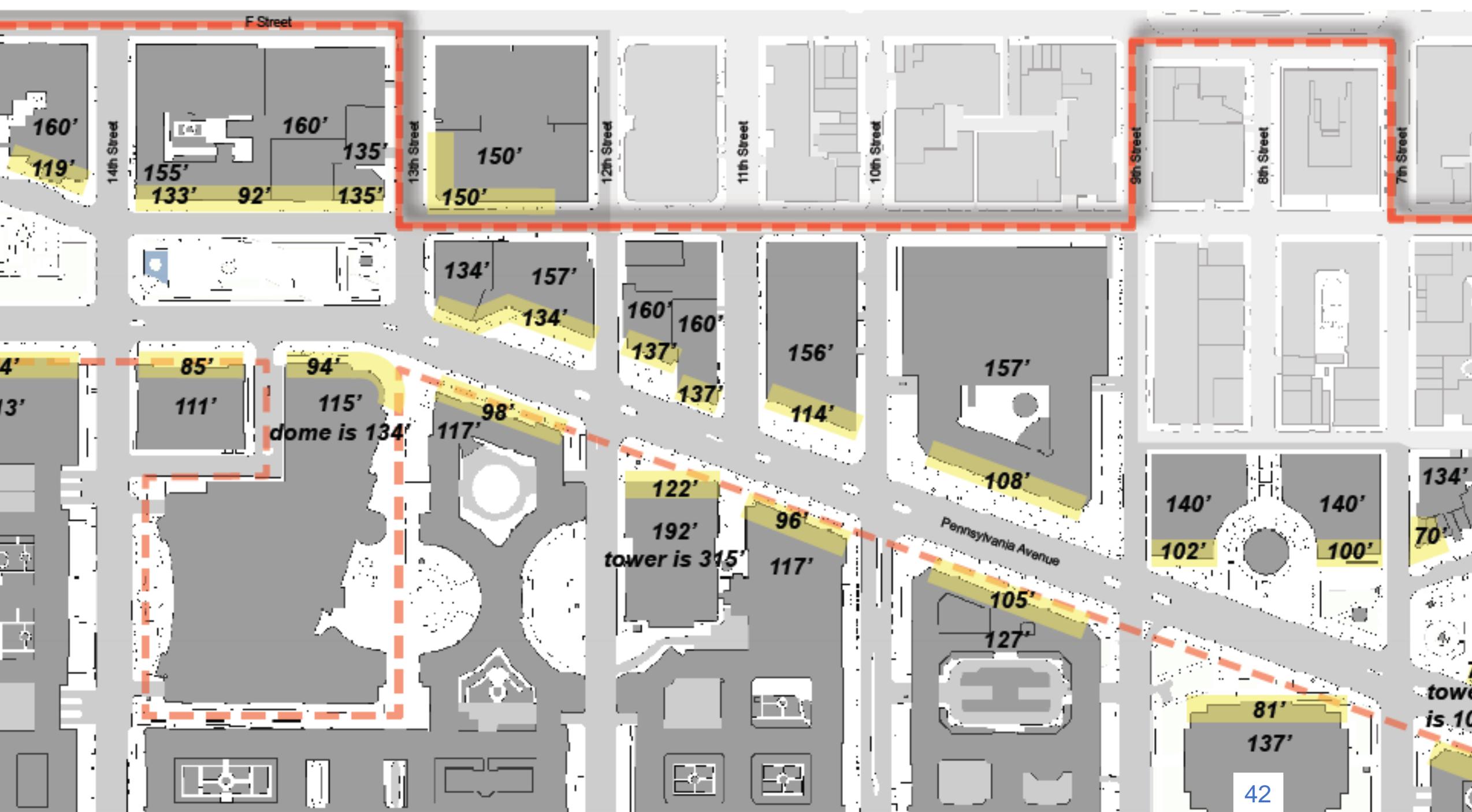
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They do not represent a proposal.



Highest Building Wall at Initial Setback: 134'

Highest Building Element: Post Office Clock Tower 315'

Existing Building Heights





Department of Justice

FBI

137

140

102

156

108

105

110

127

315

96

117

122

156

135

114

160

102



160

137

114

135

156

157

FBI

108

122

140

102

Market Square

140

100

Department of Justice

127

110

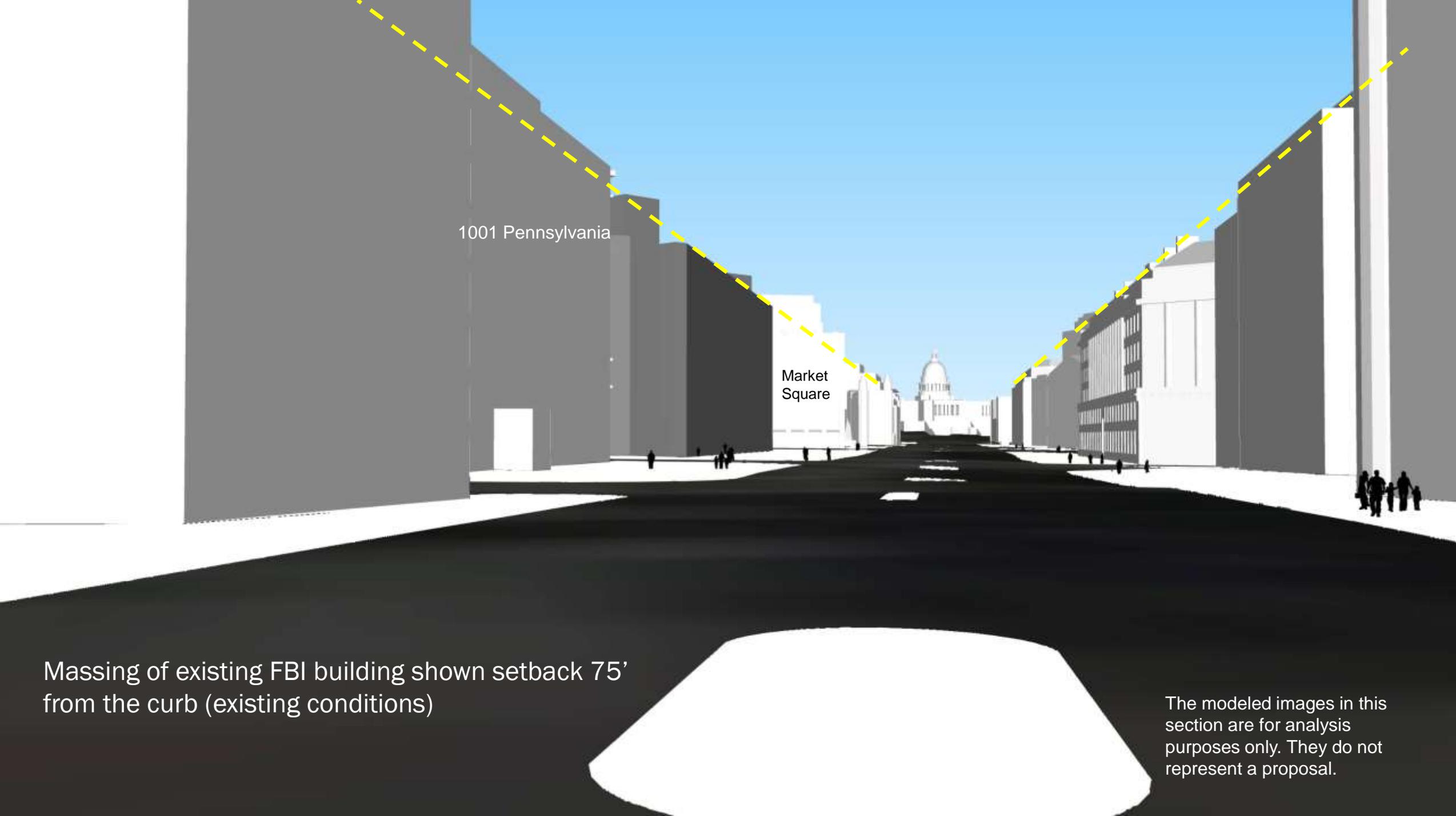
105

137

81



Looking East towards the Capitol



1001 Pennsylvania

Market Square

Massing of existing FBI building shown setback 75' from the curb (existing conditions)

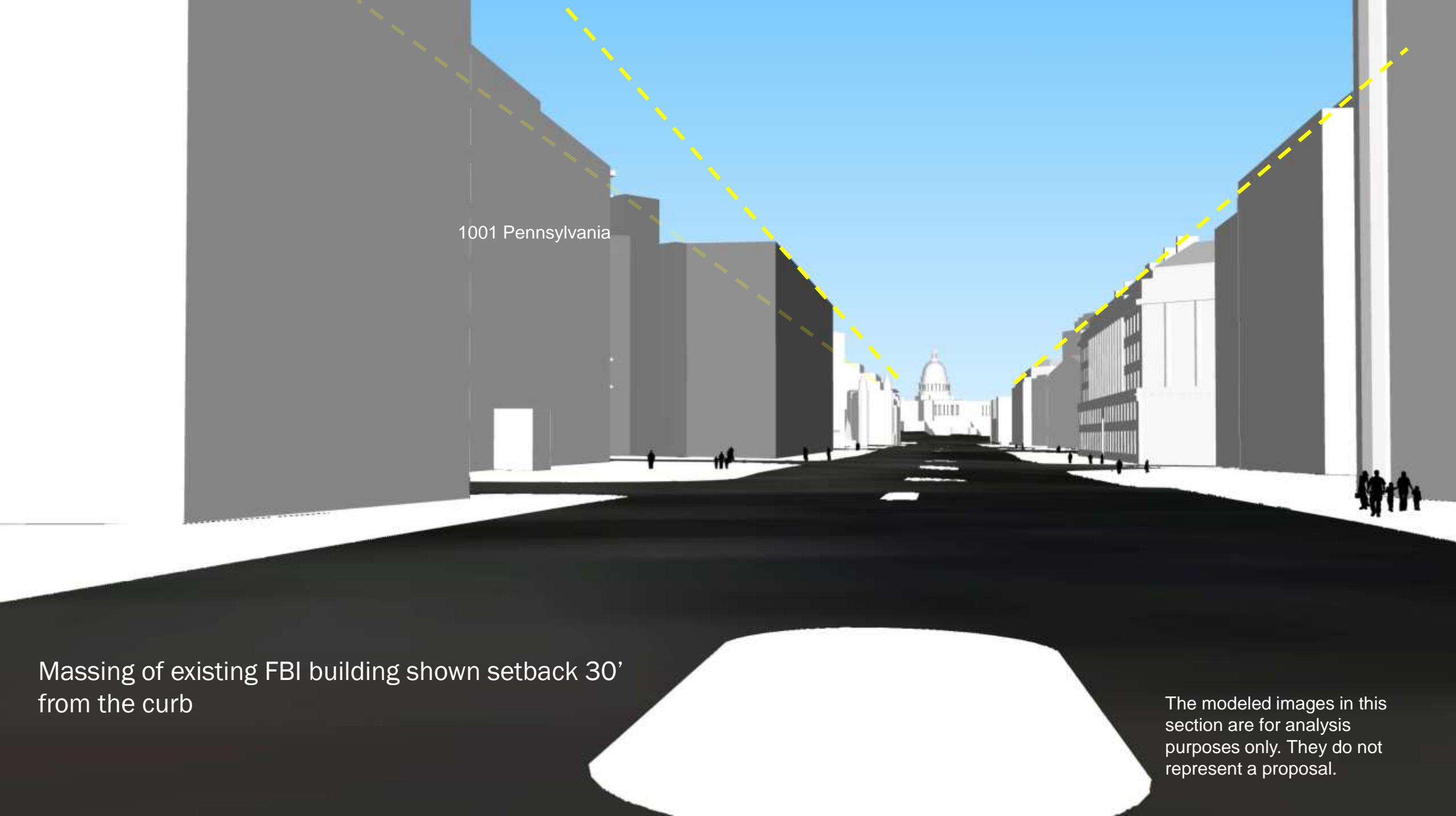
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1001 Pennsylvania

Massing of existing FBI building shown setback 50' from the curb

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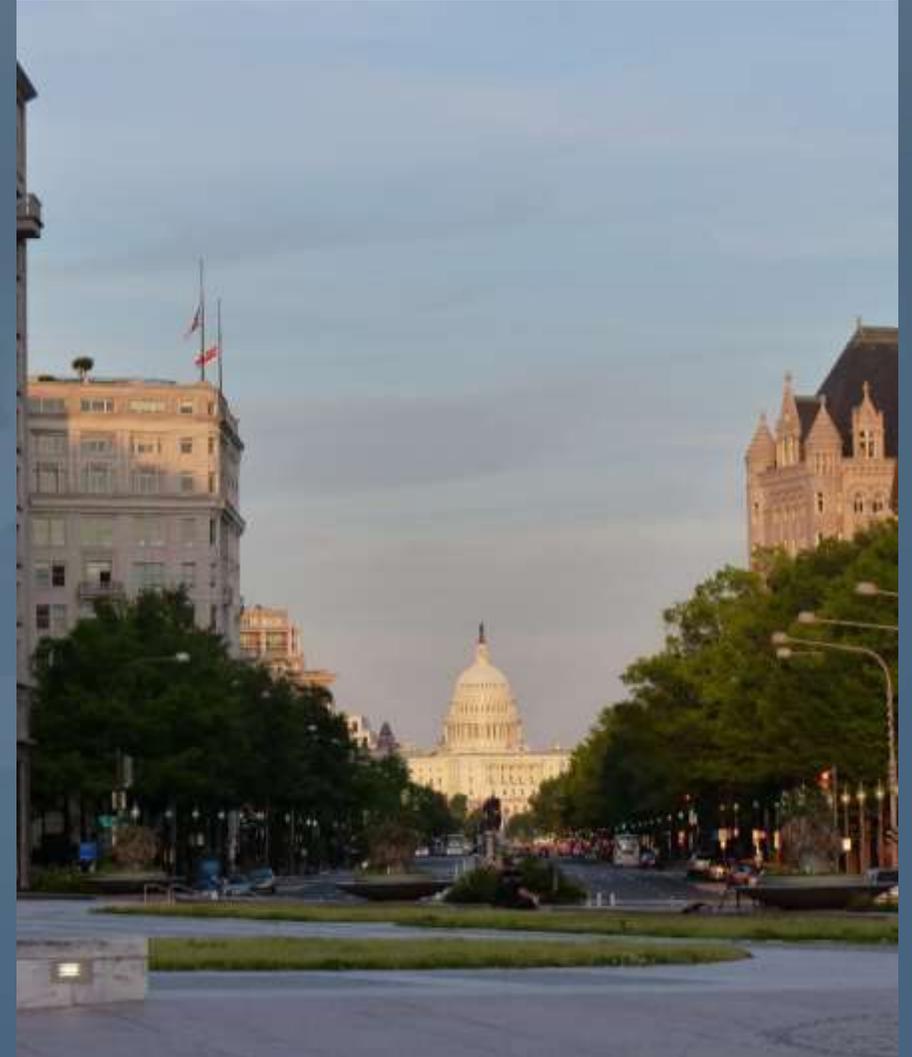
1001 Pennsylvania

Massing of existing FBI building shown setback 30' from the curb

The modeled images in this section are for analysis purposes only. They do not represent a proposal.

Issues to Consider

1. Given that the plan amendment envisions the site as a high-density mixed use development and that the 1910 Height Act allows 160' buildings under certain conditions, what should we think about when developing guidelines related to height?
2. How important is symmetry along the Avenue? Should this be achieved through the building wall, the tree canopy, or both?
3. Is there additional analysis or other information that you think would be beneficial in determining overall height and the initial building height on Pennsylvania Avenue?



Public comments will be accepted
through May 13, 2016
by mail or online at:

www.ncpc.gov/project/fbisq