

## EISENHOWER MEMORIAL

SECTION 106 PRESENTATION  
WASHINGTON D.C.  
JUNE 20th, 2011

EISENHOWER MEMORIAL

Gehry Partners • AECOM Joint Venture

# SUMMARY OF KEY ISSUES

Based on the last Section 106 Consulting meeting, on March 30, 2011, a number of key comments and background information has been summarized in the following section.

The comments were carefully considered and synthesized in this section along different categories and issues relevant to the design process.

- VIEW CORRIDORS ALONG MARYLAND AVENUE
- MEMORIAL RELATIONSHIP TO LBJ AND PLAZA
- VISIBILITY OF LBJ (INWARD AND OUTWARD)
- MEMORIAL MESSAGE

# DESIGN EVOLUTION

FEBRUARY THROUGH MAY 2011

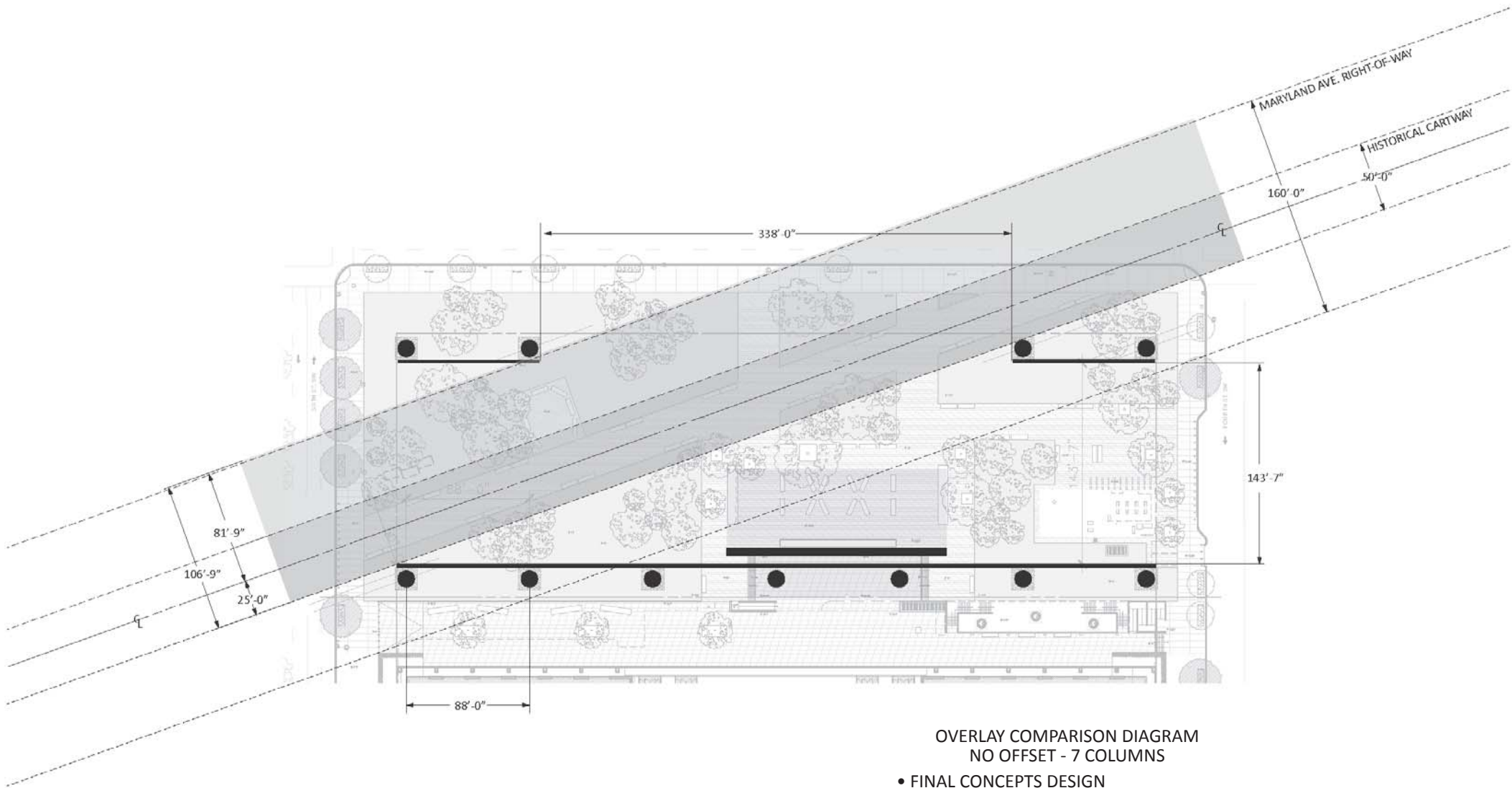
Information gathering to advance Memorial design.

- Maryland Avenue view corridor studies
- Colonnade and tapestry planning studies
- Material Samples
- Material science and testing

## NEXT STEPS IN EVOLUTION

- Memorial elements
- Landscape / Groundplane
- Thematic messaging
- LBJ Promenade

# FINAL CONCEPTS DESIGN

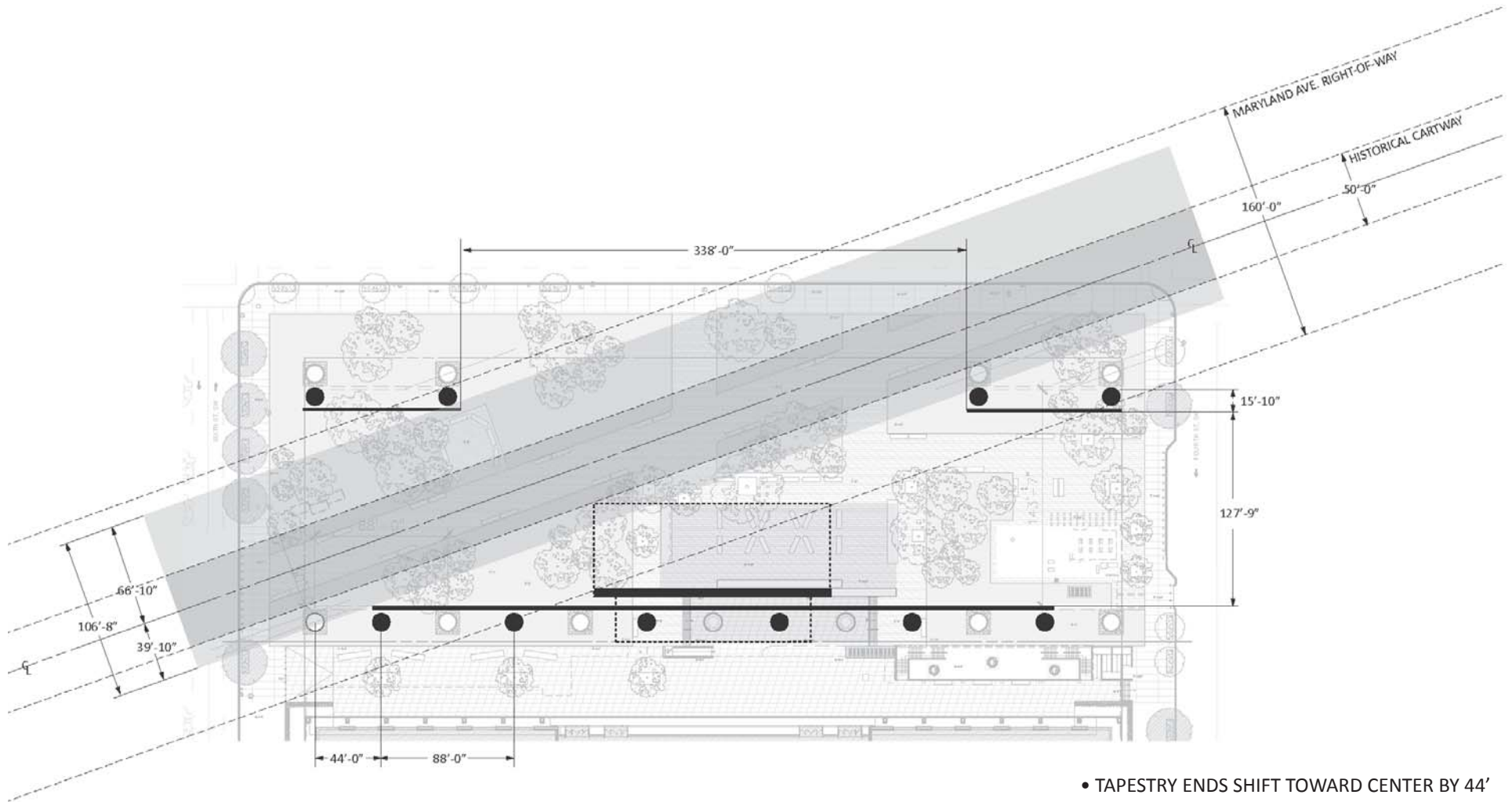


- FINAL CONCEPTS DESIGN
- MEMORIAL CORE OFF-CENTERED ON SITE
- NUMBER OF SOUTH COLUMNS: 7
- COLUMN DIAMETER: 12'
- COLUMN SPACING O.C.: 88'





# ALTERNATE 1



- TAPESTRY ENDS SHIFT TOWARD CENTER BY 44'
- MEMORIAL CORE CENTERED ON SITE
- NORTH TAPESTRY SHIFT SOUTH
- NUMBER OF SOUTH COLUMNS: 6
- COLUMN DIAMETER: 12'
- COLUMN SPACING O.C.: 88'



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ALTERNATE 1

Site plan of the proposed 1000 block of Independence Avenue, NW, showing the layout of the project area, including the proposed building footprint, parking lot, and surrounding streets. The plan includes dimensions for the building footprint (419'-0" by 80'-0"), parking lot (88'-0" by 44'-0"), and surrounding streets (Maryland Ave. Right-of-Way, Historical Cartway, Independence Ave. NW). The plan also shows the location of the proposed building footprint, parking lot, and surrounding streets.

- TAPESTRY ENDS SHIFT TOWARD CENTER BY 44'
- MEMORIAL CORE CENTERED ON SITE
- NORTH TAPESTRIES ROTATED 90 DEGREES
- NUMBER OF SOUTH COLUMNS: 6
- COLUMN DIAMETER: 12'
- COLUMN SPACING O.C.: 88'-0"

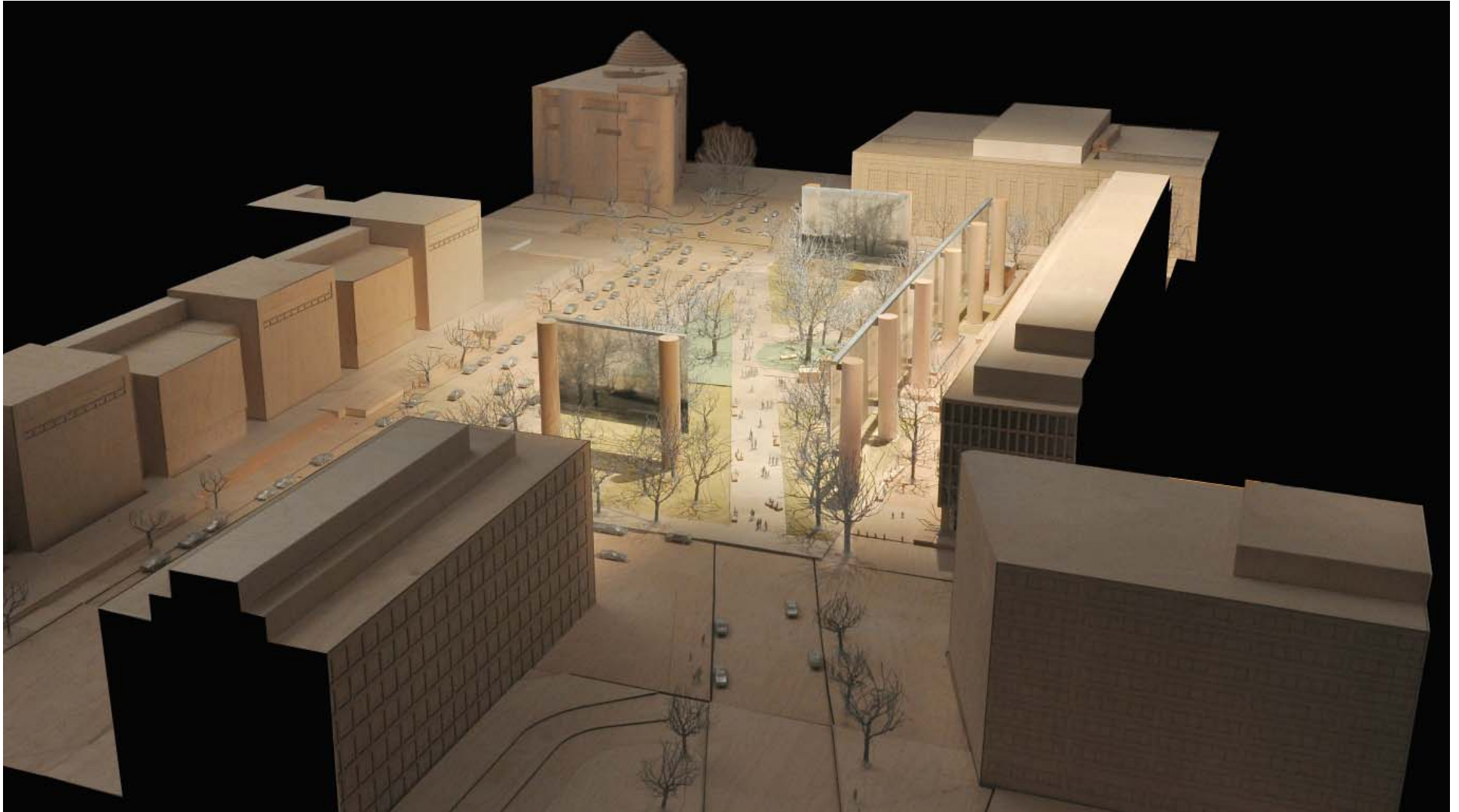
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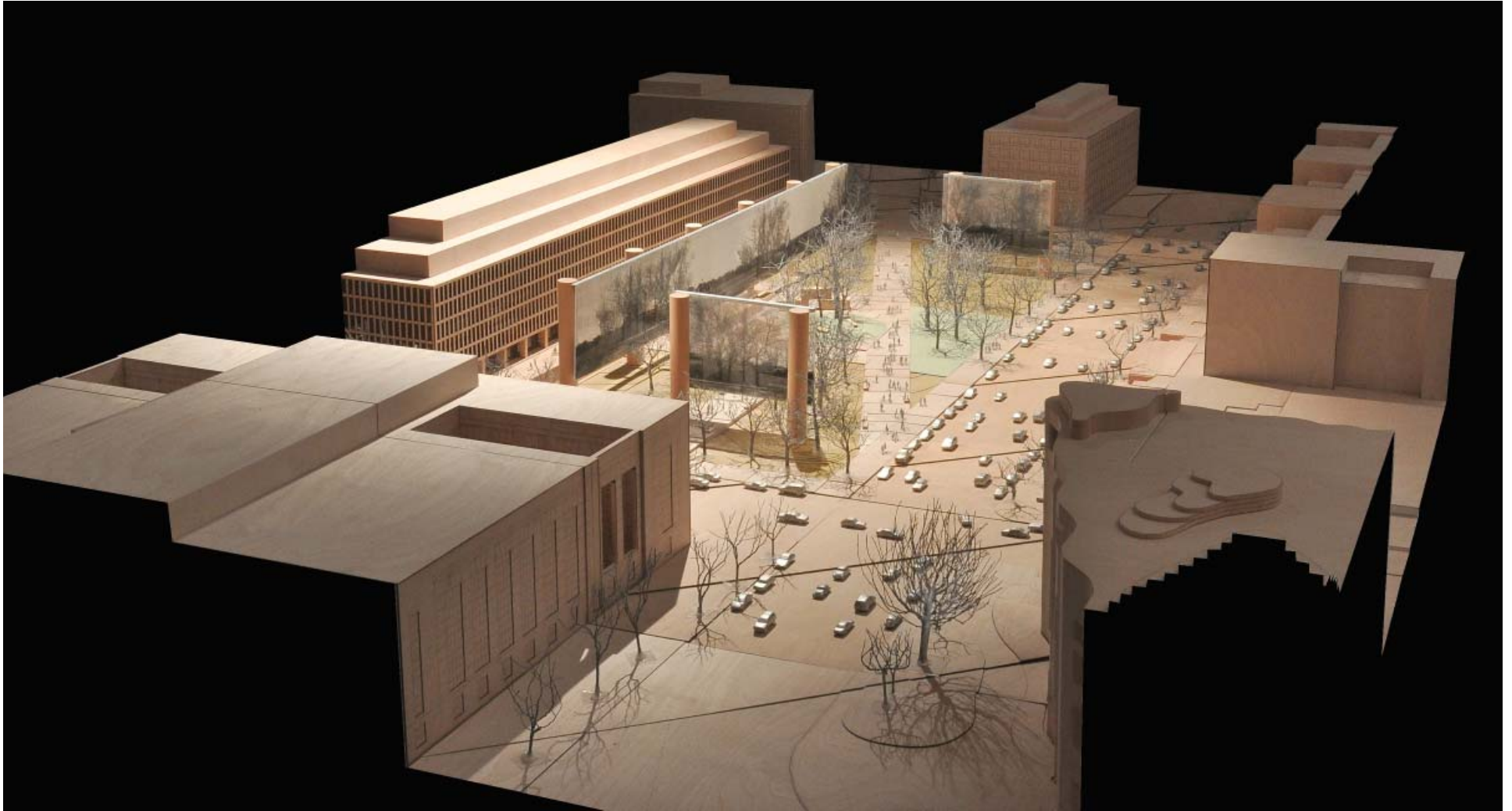


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CURRENT DESIGN



AERIAL VIEW TOWARDS NORTHEAST



AERIAL VIEW TOWARDS SOUTHWEST





VIEW NORTHEAST TOWARDS CAPITOL THROUGH MARYLAND AVENUE

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# VIEW CORRIDORS ALONG MARYLAND AVENUE

The role of Maryland Avenue in the L'Enfant plan was discussed as well as the views along it, to the Memorial, as well as in relation to the Capitol.

- In considering vistas, height and width have to be taken into account in addition to the visitor experience.
- Vistas are wide and the feeling they evoke is important.
- A focal point along the corridor is important in marking out the actual view.

# VIEW CORRIDOR STUDIES ALONG MARYLAND AVENUE

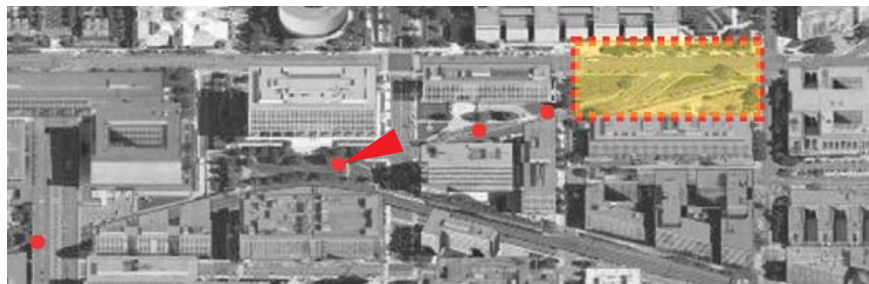


● VIEWPOINTS ALONG MARYLAND AVENUE





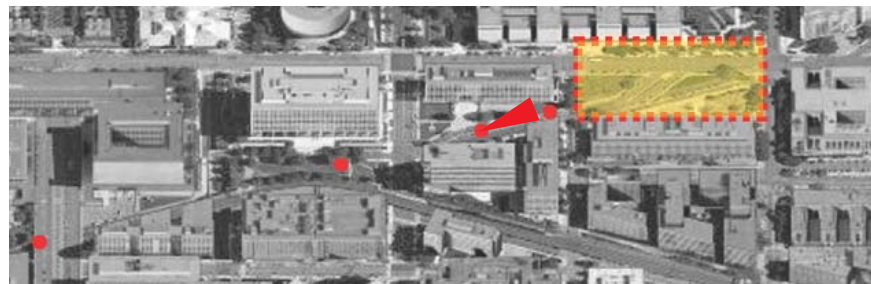
VIEW NORTHEAST FROM L'ENFANT PROMENADE



7TH ST. AND MARYLAND AVE. LOOKING NORTHEAST

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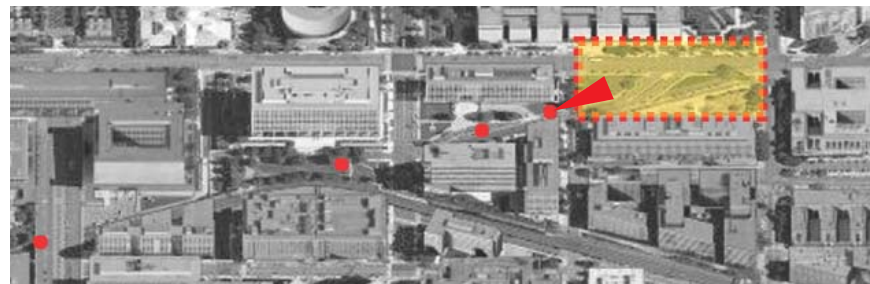


MARYLAND AVE. MIDBLOCK BETWEEN 7TH ST. AND 6TH ST. LOOKING NORTHEAST

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MARYLAND AVE. MIDBLOCK BETWEEN 7TH ST. AND 6TH ST. LOOKING NORTHEAST

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MARYLAND AVE. MIDBLOCK BETWEEN 6TH ST. AND 1ST ST. LOOKING SOUTHWEST

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lens 100mm



VIEW FROM THE CAPITOL LOOKING SOUTHWEST

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FINAL CONCEPTS



ALTERNATE 1



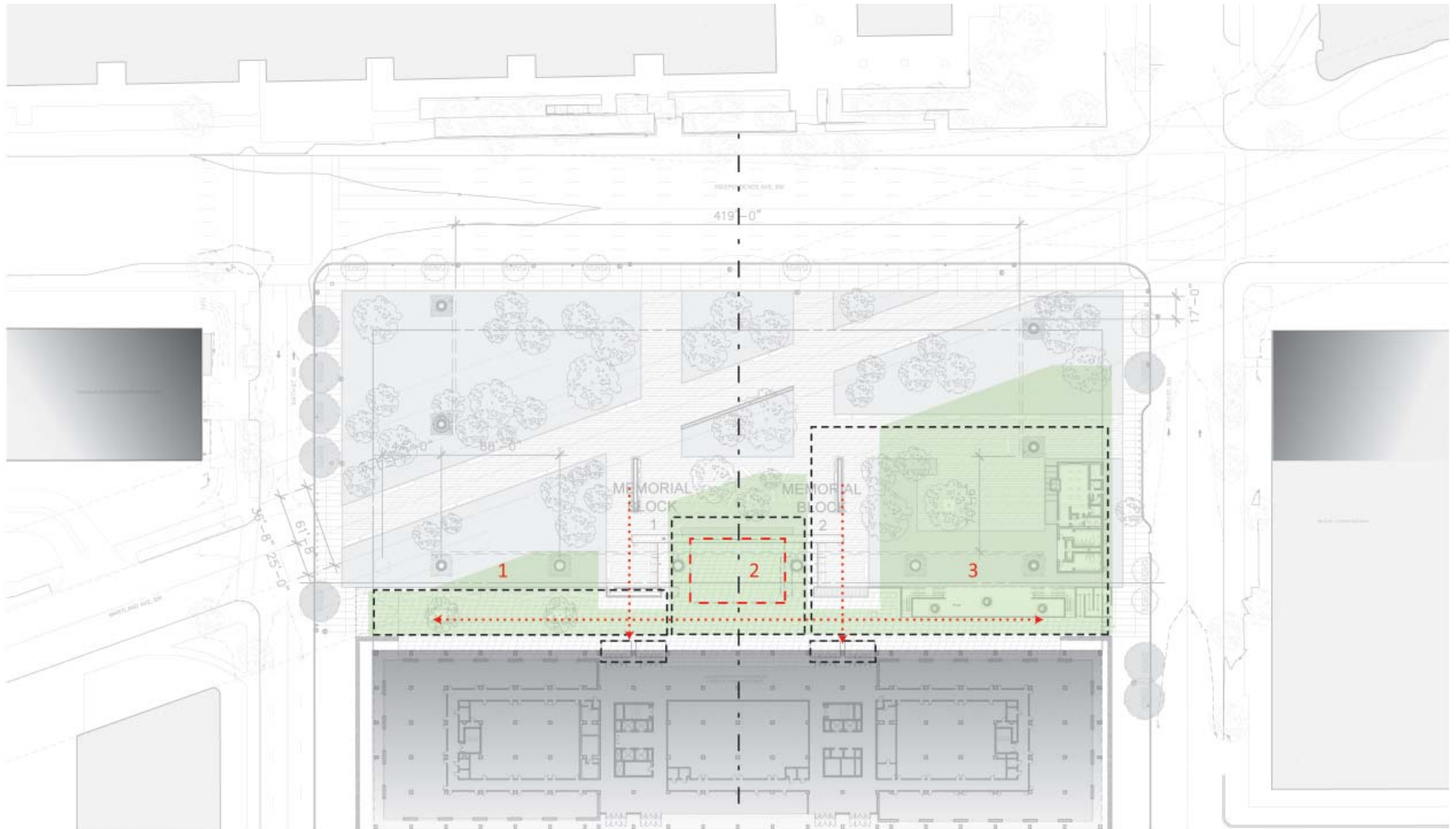
CURRENT SCHEME

# MEMORIAL RELATIONSHIP WITH LBJ AND PLAZA

The preservation of the LBJ Building has been carefully taken into consideration.

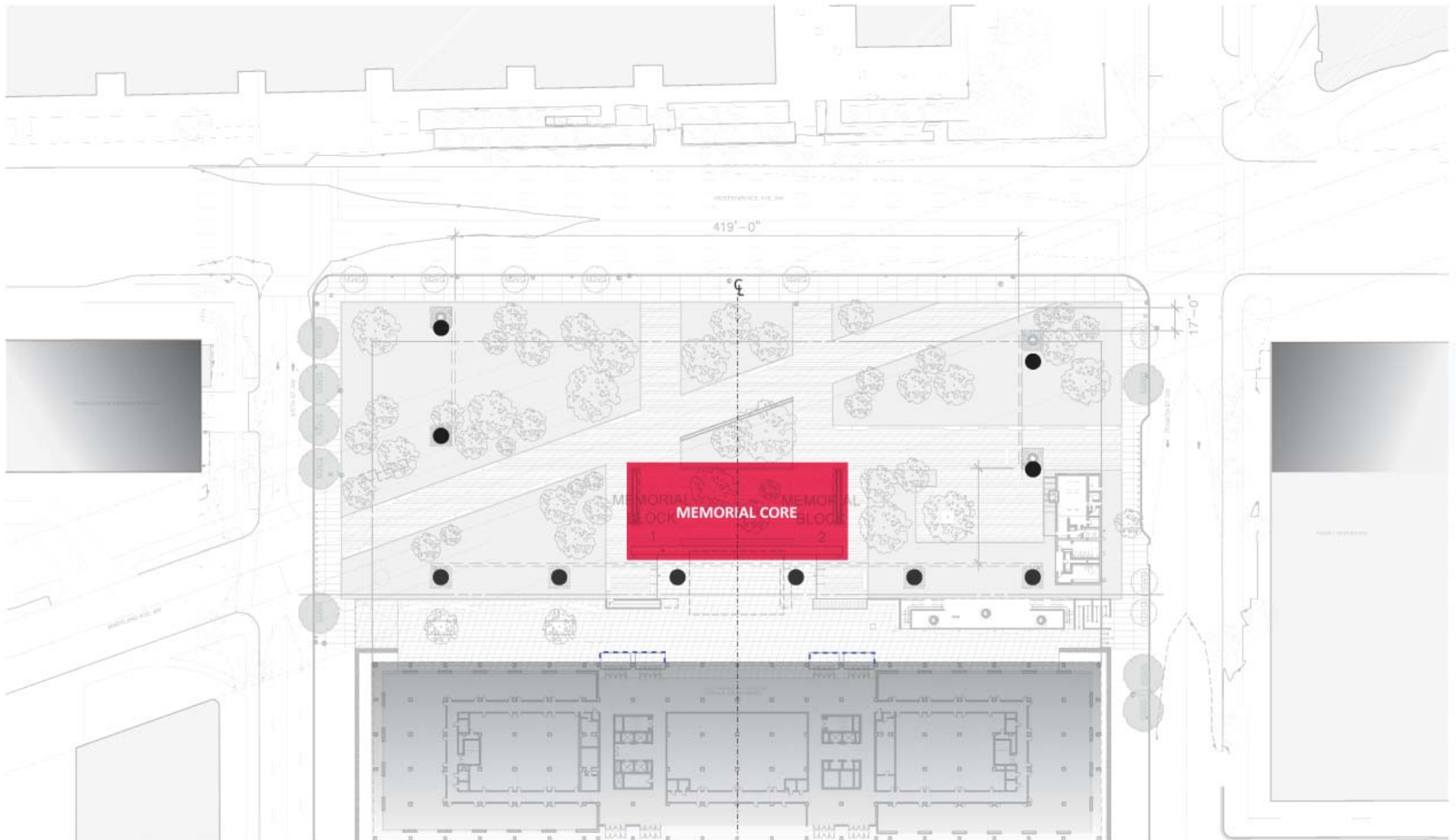
- The LBJ Building is eligible for the National Register of Historic Places based on Criteria A and C.
- It was the first building constructed as part of Urban Renewal in DC, its embodiment of Modern design values, and innovation as flexible office space.
- The plaza, which serves as the forecourt to the Building, is the work of a master landscape architect, Lester Collins.
- This marks a shift in the agency's role in Modernist architecture and its placement in Southwest DC.
- Considering the LBJ Building is a little under 50 years old, it was suggested a broader standard should be used to allow changes and adaptations on the site.

## EXISTING PLAZA AND LBJ PROMENADE



- EXISTING PLAZA FLOW TOWARD MARYLAND AVE. IS EMULATED IN THE NEW GROUNDPLANE.
- MEMORIAL CORE CENTERED ON DEPT. OF EDUCATION ENTRANCES AND PROPORTIONED TO SITE.

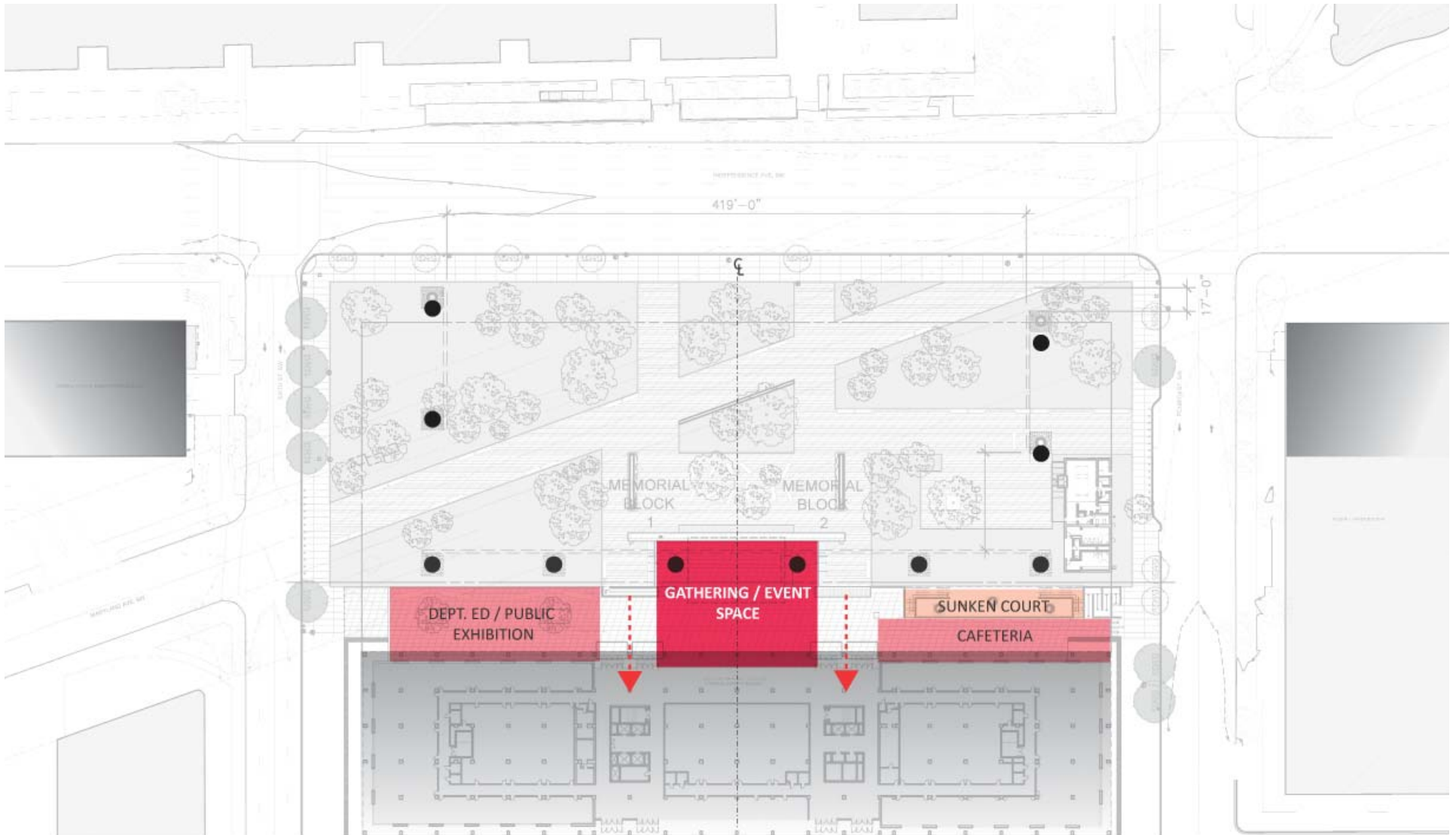
## MEMORIAL CORE RELATION TO L.B.J. & PLAZA



- CORE CENTERED AT PROMENADE.
- DIRECT INTERFACE WITH THE DEPT. OF EDUCATION BUILDING.
- FREE PEDESTRIAN FLOW TO PROMENADE.



# LBJ PROMENADE

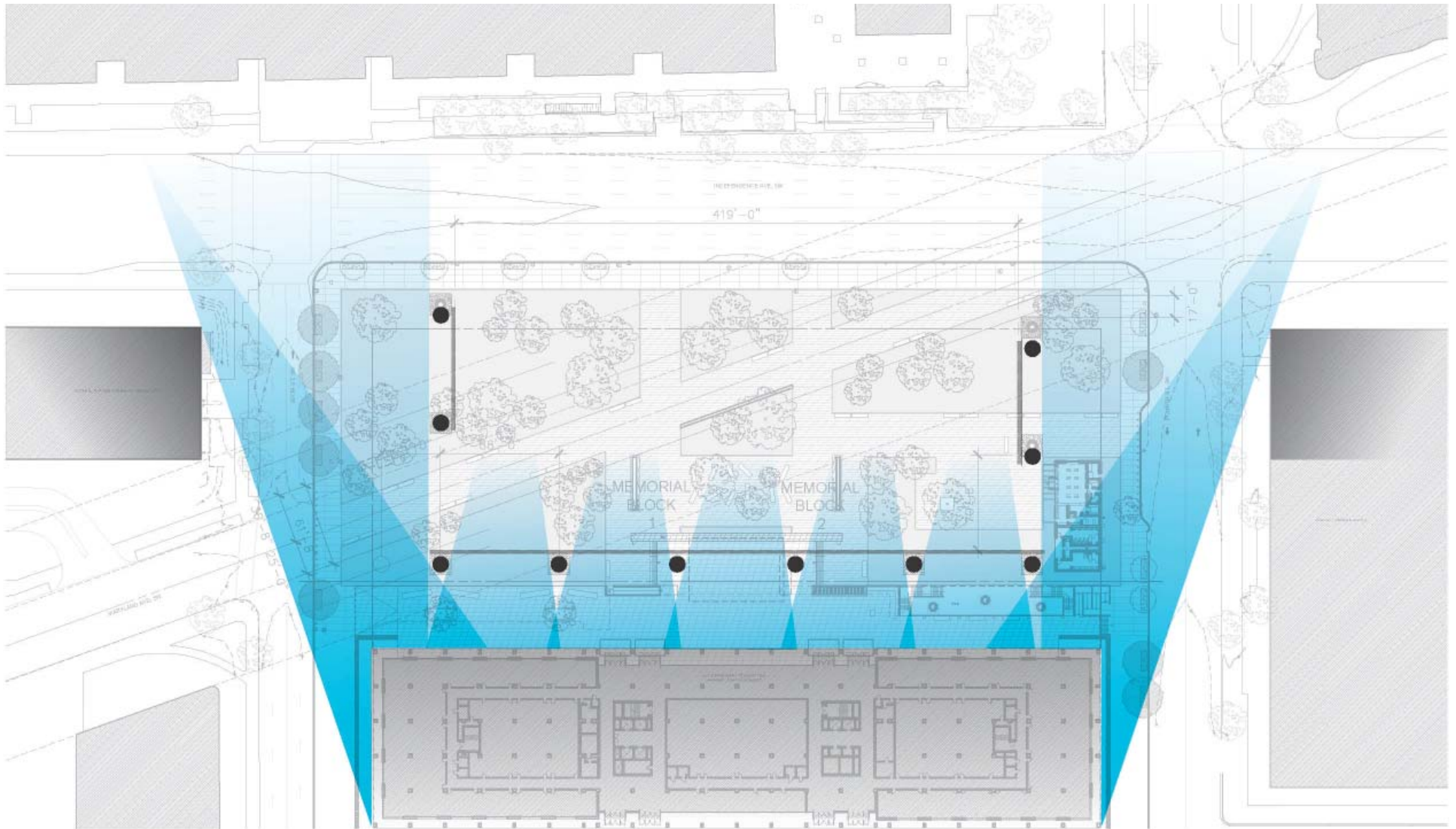


- PROGRAMMATIC RELATIONSHIPS FOR THE PROMENADE AS A RESULT OF THE DESIGN CHARETTE WITH THE DEPT. OF ED. ON APRIL 27, 2011.

# VISIBILITY OF L.B.J. BUILDING

- The LBJ Building is eligible for the National Register of Historic Places based on Criteria A and C.
- It was the first building constructed as part of Urban Renewal in DC, its embodiment of Modern design values, and innovation as flexible office space.
- The plaza, which serves as the forecourt to the Building, is the work of a master landscape architect, Lester Collins.
- This marks a shift in the agency's role in Modernist architecture and its placement in Southwest DC.
- Considering the LBJ Building is a little under 50 years old, it was suggested a broader standard should be used to allow changes and adaptations on the site.
- The LBJ building is more visible with the front tapestries to the side and the main tapestry reenforces the presence of the building.

## VISIBILITY OF L.B.J. BUILDING



- INCREASED THE AMOUNT OF UNOBSTRUCTED VIEWS TOWARDS THE LBJ BUILDING



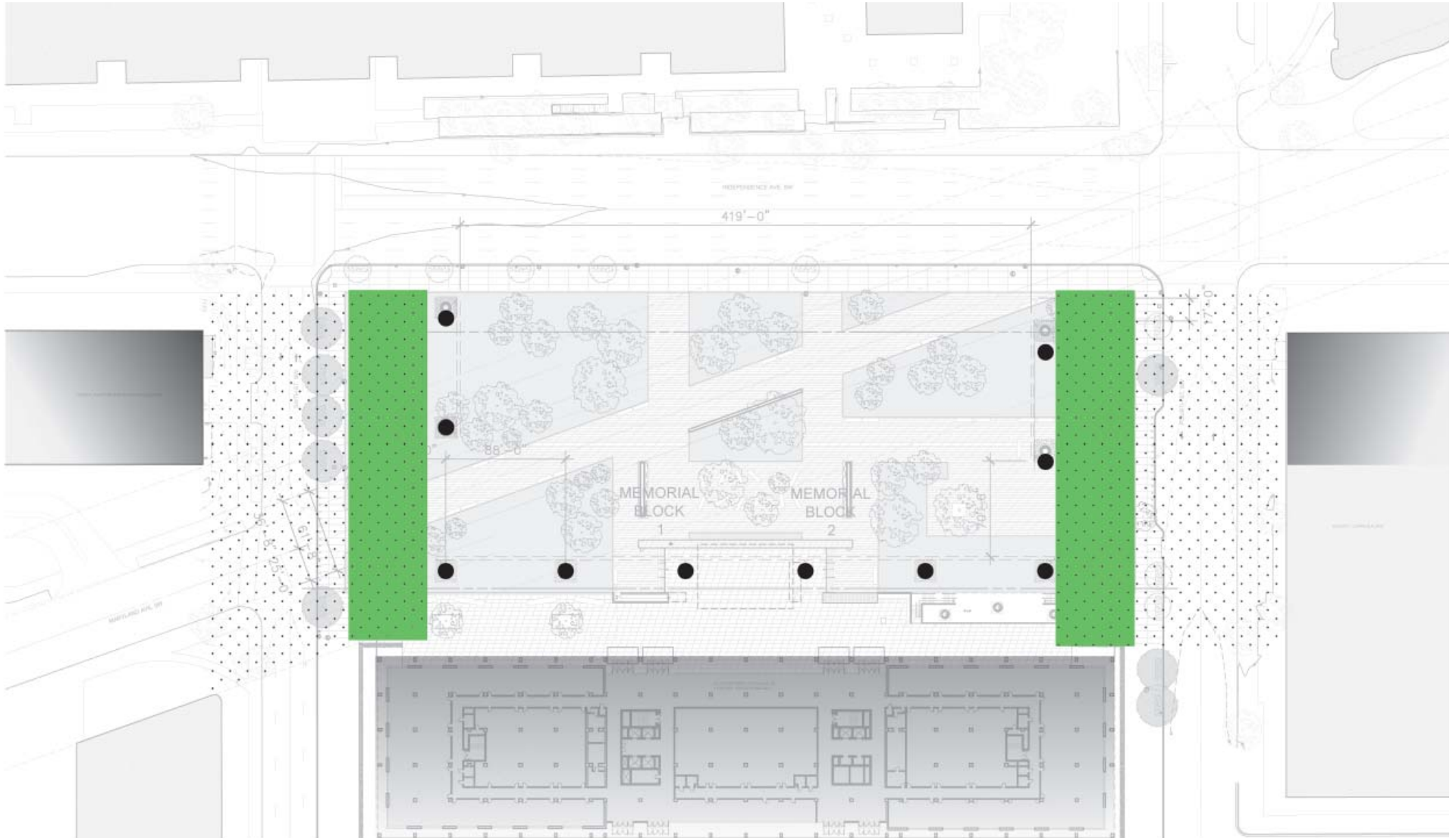


VIEW SOUTH TOWARDS LBJ FROM 4TH STREET



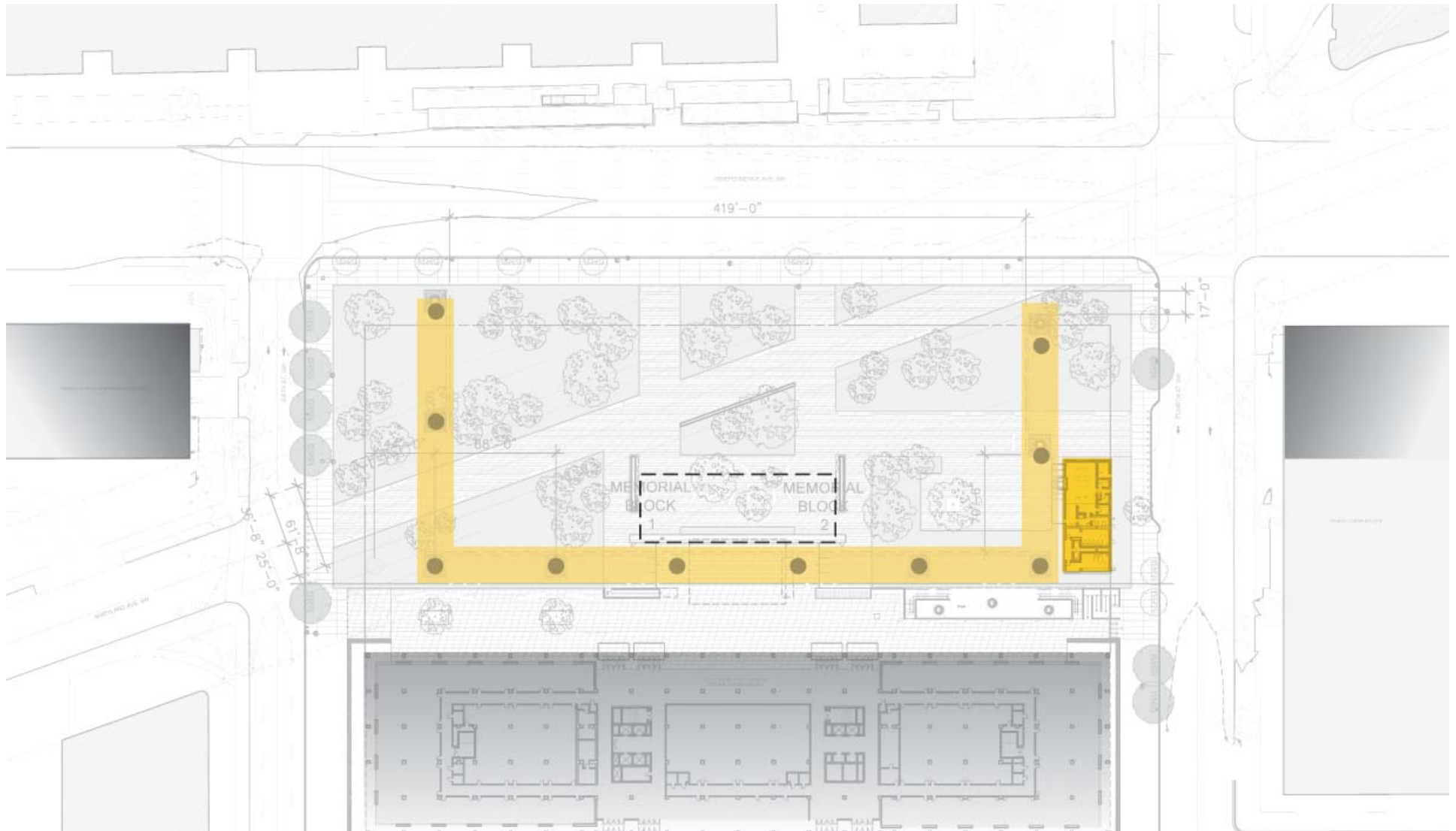
VIEW SOUTH TOWARDS LBJ FROM 6TH STREET

## URBAN CONTEXT & ADJACENCIES WITH BUILDINGS



- EAST AND WEST TAPESTRIES' RELATIONSHIP TO FAA AND COHEN BUILDINGS ARE STRENGTHENED, ALONG WITH THE STREET RELATIONSHIP.

## ORGANIZATIONAL DIAGRAM MEMORIAL AS A “TEMPLE”

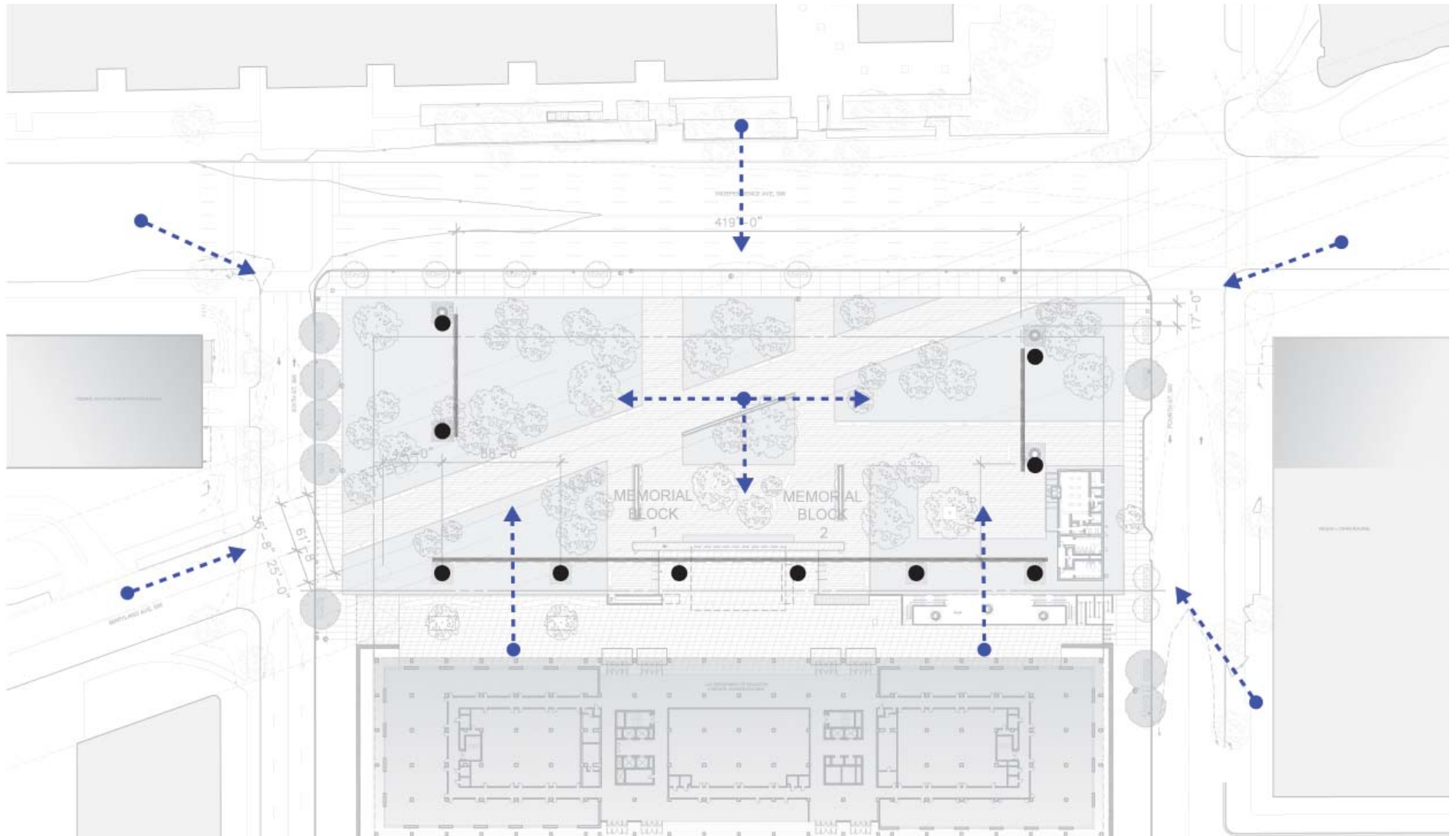


- FRAMING OF THE SITE WITH COLUMNS AND TAPESTRY, CREATING AN INTIMATE SPACE.
- A BETTER DEFINED URBAN ROOM CAPTURES THE SITE IN ITS LARGE CONTEXT.
- SUPPORT BUILDING AT PERIPHERY OF SACRED SPACE AND TRUE MEMORIAL EXPERIENCE



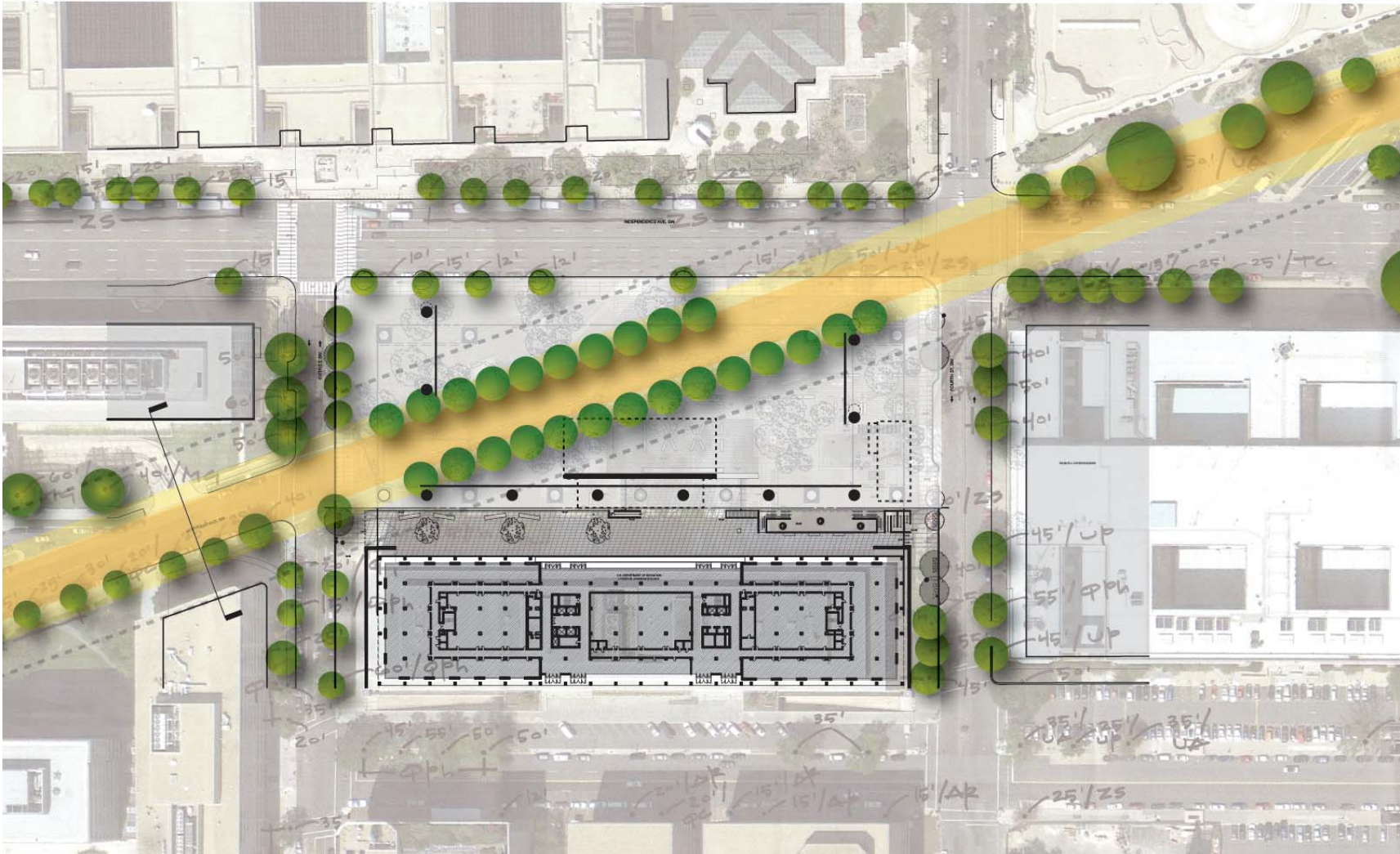
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## TAPESTRY VIEWSHED



- VIEWS TO EACH TAPESTRY ARE UNIQUE IN THIS SCHEME.
- THIS SCHEME PROVIDES A GREATER ARRAY OF VIEW SHEDS FROM OUTSIDE THE MEMORIAL SITE

## STREET TREE TO COLUMN RELATIONSHIP





## STREET TREE TO COLUMN RELATIONSHIP

