


# Square Guidelines: SQ. 225



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Max N. Berry, Chairman

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## GUIDELINES GOVERNING APPROVAL OF DEVELOPMENT PROJECTS

In order to ensure that development within the jurisdiction of the Pennsylvania Avenue Development Corporation ("the Corporation") is implemented in accordance with The Pennsylvania Avenue Plan - 1974, ("the Plan"), the Corporation has promulgated design and development guidelines which set forth the Corporation's intent with regard to the design and planning of development projects. In addition to these guidelines, there are other policies, plans, programs, regulations, and guidelines which will control development under the Corporation's jurisdiction. This regulatory structure is briefly described below.

### 1. General Guidelines and Uniform Standards for Urban Planning and Design of Development Within the Pennsylvania Avenue Development Area (36 CFR 910) (the "General Guidelines"):

General Guidelines are applicable to all squares and indicate the Corporation's overall intent with regard to design and development. The General Guidelines include a summary of the Plan's goals and objectives, a description of design and development criteria uniformly applicable to all squares, and a glossary of terms used in the General and Square Guidelines.

### 2. Square Guidelines:

Square Guidelines are applicable to an individual square, or group of squares, and indicate the Corporation's specific intent with regard to design and development. The Square Guidelines include specific guidelines and controls for such items as minimum development parcels, building massing, uses, historic preservation, servicing, and pedestrian features.

### 3. Miscellaneous Policies, Programs, Regulations, and Guidelines:

- (a) Historic Preservation Plan
- (b) Energy Guidelines
- (c) Side Street Improvements Program
- (d) Pennsylvania Avenue Lighting Plan
- (e) Criteria and Guidelines for Lighting of Private Development
- (f) Public Improvements Program
- (g) Policy on Environmental Quality and Control (36 CFR 907)
- (h) Affirmative Action Policy and Procedures (36 CFR 906)
- (i) Policy and Procedures to Facilitate the Retention of Displaced Businesses and Residents in the Pennsylvania Avenue Development Area (36 CFR 908)
- (j) Policy Statement for Permanent Art in Public Spaces

NOTE:

ANTICIPATED DEVELOPMENT

The Corporation has entered into a Lease Agreement with Willard Associates to develop the portion of Square 225 described as "Parcel A/B" in these Guidelines. This agreement is in accordance with the terms of a Development Prospectus issued by the Corporation on April 1, 1978, and the subsequent selection of Stuart S. Golding and the Fairmont Hotel Company (Willard Associates) as the developers for the offered site.

These Square Guidelines are consistent with the 1974 Plan and generally consistent with the Planning and Design Objectives and Criteria contained in the Prospectus. However, since the Prospectus was issued prior to the establishment of the regulatory system of which these Guidelines are a part, the Corporation's final approval of Willard Associates' development proposal for Square 225 will be based upon compliance with the executed Lease and the Prospectus.

All other development projects on Square 225, including future proposals for Parcel C, or other proposals for Parcel A/B, will be subject to these Guidelines and the regulatory system described herein.

## GENERAL CRITERIA

Development on Square 225 is of special importance to the entire Pennsylvania Avenue development area because the Square contains two major landmark buildings, the Willard and Washington Hotels, and is prominently located adjacent to the Treasury Building and three major public parks. The square occupies a pivotal position on the ceremonial route between the Capitol and the White House, and helps to anchor the ends of both Pennsylvania Avenue and F Street.

Under the 1974 Plan and the Historic Preservation Plan, both the Willard and Washington Hotels will be preserved in place. The Willard, which has been vacant since 1968, will be restored as a symbol of the revitalization of Pennsylvania Avenue. It should be treated with great care and sensitivity to its historic and architectural significance, and should once again operate as a high-quality hotel with shops, lounges, and restaurants creating a center of activity on its ground levels.

Renovation or modification of the Washington Hotel should also be of a high standard. Particularly important are restoration of the murals on the facades and, if possible, modification of the ground floor public spaces to create a better integration with new expected pedestrian activity on the perimeter sidewalk. This could be accomplished by reinstalling the original ground floor windows along F Street, and adding pedestrian amenities such as sidewalk cafes. The rooftop restaurant and terrace, with its spectacular view of the White House, Ellipse, and the Mall, is also a uniquely valuable asset of the Washington which deserves special attention in any renovation project.

New development on the square will consist of complementary infill construction between the Willard and Washington Hotels. The architectural design of this new development should be of the highest quality and should be compatible in appearance with the adjacent buildings. When redevelopment is complete, the entire square should be a visually harmonious and functionally integrated complex of hotels, shops, and related uses.

The Pennsylvania Avenue sidewalk adjacent to Square 225 will be widened and relandscaped as part of the Corporation's public improvements program. F Street adjacent to the square will be specially treated in accordance with the Corporation's Side Street Improvement Plan. Development on Square 225 should be designed to emphasize the pedestrian character of F Street and to minimize the negative effect of vehicular traffic. The arrangement of uses on the ground levels of development should be compatible with and reinforce pedestrian activity along F Street. It should also encourage pedestrian movement from F Street through the development to the widened Pennsylvania Avenue sidewalk and Pershing Park. The completed complex of hotels on Square 225 should operate as a 24-hour center, generating lively activity on the sidewalks and in the adjacent parks.

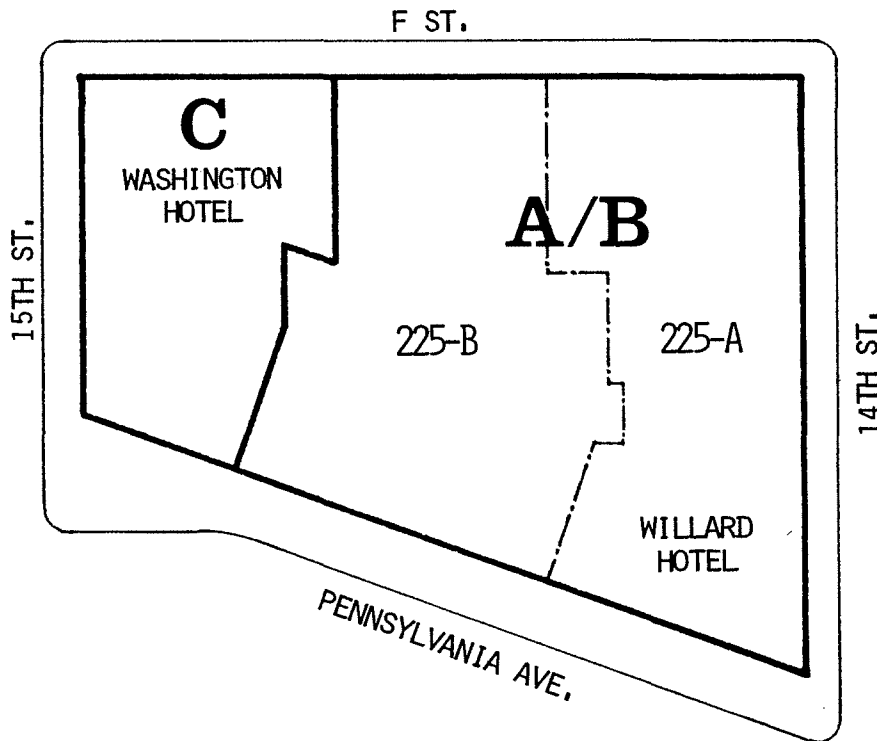
SPECIFIC CRITERIA

1. Development Parcels

Square 225 shall be developed as no more than two development parcels, as follows (see diagram 1):

- Parcel A/B: Parcel 225-A (Willard Hotel); and Parcel 225-B (remainder of Square 225 between Willard and Washington Hotels, including the existing alleys)
- Parcel C: Washington Hotel

Diagram #1



2. Comprehensive Planning & Design

The exterior design of new development on Square 225 shall harmonize with the existing buildings to remain on the Square, and shall relate to Pershing Park and the F Street shopping mall. Parking, loading, and pedestrian features for the entire Square shall be comprehensively planned, in accordance with the following specific provisions:

- a. Parking facilities located on Parcel A/B shall serve both the Willard and Washington Hotels.
- b. Development on Parcel A/B shall provide adequate loading facilities for the Washington Hotel.
- c. Development on Parcel A/B shall be designed to accommodate those modifications to the fire egress facilities of the Washington Hotel which are required in order to accomplish alley closing on Square 225.

3. Height of Development

The maximum height of development shall be the maximum permitted by D.C. Zoning Regulations, or the full height of the Willard Hotel. The maximum height of development shall be exclusive of roof structures, and shall be measured from the Pennsylvania Avenue curb at the midpoint of the development parcel. At the level of the Willard's cornice line, new development shall be set back at least 50 feet measured perpendicular to the Pennsylvania Avenue building line before it rises to the maximum height.

4. Build-to Line

Build-to lines are established along the entire length of all street right-of-way lines on the square, except that along Pennsylvania Avenue the Corporation may consider alternative design proposals which incorporate variations to the build-to line.

5. Build-to Height

Along the Pennsylvania Avenue build-to line on Parcel 225-B, a build-to height is established at the approximate height of the Washington Hotel.

6. Roof Structures

Roof structures should be located wherever possible so that they are not visible from the street. All roof structures should be attractively designed as integral parts of the overall building composition. The designer should treat roof structures as positive elements in terms of the building massing and architectural expression, rather than attempting to meet only the minimum requirements specified in D.C. Zoning Regulations. Visible roof structures should maintain the same quality of materials, design interest, and architectural detail as other parts of the building facade.

Roof structures including mechanical and elevator penthouses are permitted to exceed the maximum height of development by 18½ feet, provided that they are set back from edges of the roof a distance equal to twice their height and are designed so as not to detract from the appearance of the Willard's mansard roof.

No roof structures are permitted on the 50-foot roof setback at the level of the Willard's cornice line, but architectural embellishments and seasonal or temporary structures incidental to rooftop use shall be permitted.

## 7. Subsurface Restrictions

Vaults are permitted under public rights-of-way. Vault locations and configuration shall be consistent with the Corporation's public improvements program, Side Street Improvement Plan, and other applicable plans and programs.

Vaults shall comply with the following provisions:

- A Along Pennsylvania Avenue, vaults shall be at least 7 feet below the sidewalk and shall not extend within 20 feet of the curb.
- B. Along F Street, vaults may extend up to 12 feet, but shall not extend within 10 feet of the curb.
- C. Existing vaults adjacent to the Willard Hotel along 14th Street shall, if possible, be modified to allow one row of trees to be planted along 14th Street.

The location and layout of electrical transformers in public space shall be subject to a special review by the Corporation. Electrical transformer vaults are not permitted within the Pennsylvania Avenue sidewalk. Where possible, all connections to water, gas, telephone, electric, and sewer lines shall be from 14th or 15th Streets.

## 8. Special Design Requirements

The architects of developments on Square 225 are expected to work closely with the Corporation in treating the following critical design elements:

- restoration and renovation of the Willard and Washington Hotels, including facade restoration, treatment of interior public spaces, and the relationship between ground floor uses and sidewalk activity;
- facade design of new development in relation to existing buildings to remain on Square 225;
- the retail plan, in terms of the type and size of stores, and their relation to exterior public spaces;
- the pedestrian environment created at the ground level by various types of ground floor and sidewalk uses, the accessibility of interior spaces to pedestrians, and the physical design of the building face and sidewalk;

- ground level storefronts and building entrances in relation to the Pennsylvania Avenue and F Street sidewalks;
- treatment of the 14th and 15th Street sidewalk, in accordance with the Side Street Plan;
- special treatment of the F Street roadway and sidewalks, in accordance with the Side Street Plan;
- location and design of off-street loading and parking entrances;
- design of a through-square connection and courts, if provided; and,
- design of roof structures.

## 9. Uses

Hotel, office, and retail uses are permitted on Square 225; hotels will be the dominant use. Residential use will also be considered.

The ground floor of development shall be primarily devoted to retail, entertainment, restaurant, and hotel-related uses that will encourage lively activities at the street level. Uses which generate a low level of activity or engage in business for a limited period of time during the day are discouraged along the Pennsylvania Avenue and F Street ground level frontages.

Retail spaces on the ground level fronting on streets or pedestrian-related passages shall be directly accessible from those areas, except where this is inconsistent with historic preservation aspects of development.

Rooftop uses such as cafes, restaurants, gardens, and recreational uses are permitted and encouraged.

## 10. Pedestrian Features

A north-south through-square connection is recommended between F Street and Pennsylvania Avenue.

A court is recommended between the Willard Hotel and new development on Parcel 225-B. The court should be adequate in size to allow a reasonable amount of natural light into adjoining hotel rooms and office spaces, and should be designed to accommodate activity-generating uses. It may be covered with transparent or translucent material for year-round use.

Internal pedestrian linkages are recommended between the Willard and Washington Hotels and the public spaces of new development on Parcel 225-B, provided that these linkages do not adversely affect the architectural integrity of the hotels' public spaces, particularly Peacock Alley and its adjacent rooms.



Weather protection is required along F Street, where consistent with historic preservation aspects of development, and is recommended along other street frontages. It is recommended that the original canopies at the F Street, 14th Street, and Pennsylvania Avenue entrances to the Willard Hotel be replicated and reinstalled.

Sidewalks on 14th, 15th, and F Streets shall be redeveloped in a manner consistent with the Corporation's Side Street Improvement Plan.

#### 11. Historic Preservation

Every reasonable effort should be made to provide a compatible use of the Willard Hotel that will require minimum alteration to the building. The following areas of the building will be restored to the original appearance of 1904:

- A. the Pennsylvania Avenue facade
- B. the 14th Street facade
- C. the F Street facade (exclusive of the 1925 addition)
- C. the mansard roof.

In addition to restoring the facades and the mansard roof, the following elements of the building shall remain in their original locations and keep their general configuration:

- . Peacock Alley
- . The Pennsylvania Avenue entrance
- . The F Street entrance
- . The suites located at the southeast corner of the building on the second through ninth floors.

#### 12. Curb Cuts

Curb cuts are not permitted along Pennsylvania Avenue. A single curb cut is permitted along F Street, with a minimum number of access lanes serving the consolidated parking and loading facilities for the entire square.

#### 13. Off-Street Loading

Development on Parcel 225-B shall provide a consolidated off-street loading facility serving the entire square. No off-street loading berth shall abut any sidewalk.

