
Square Guidelines:

Square **291**

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GUIDELINES AND OTHER CONTROLS GOVERNING APPROVAL
OF DEVELOPMENT PROJECTS

In order to ensure that development within the jurisdiction of the Pennsylvania Avenue Development Corporation is implemented in accordance with the Pennsylvania Avenue Plan ("the Plan"), the Corporation has promulgated development guidelines that set forth in more specific detail the Corporation's intent and restrictions with regard to the design and planning of development projects.

Together with the Plan, these guidelines form the basis on which the Board of Directors grants preliminary approval to development proposals, and the Chairman grants final approval, as outlined in the Development Policies and Procedures.

In addition to the development guidelines, there are various other policies, programs, regulations, and guidelines which control development under the Corporation's jurisdiction. The resulting regulatory framework 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"):

The 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) Public Improvements Program
- c) Side Street Improvements Program
- d) Energy Guidelines

- e) Pennsylvania Avenue Lighting Plan
- f) Criteria and Guidelines for Lighting of Private Development
- 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

SQUARE GUIDELINES: SQUARE 291

A. Introduction

Square 291 is bounded by Pennsylvania Avenue, 12th, 13th, and E Streets, N.W. It is designated in the Plan as a location for commercial development. The establishment of a significant amount of new office and retail space on this square is intended to help promote the revitalization of Pennsylvania Avenue and the surrounding area.

Square 291 occupies the building frontage at the eastern end of Western Plaza, one of the five major parks included in the Corporation's Public Improvements Program. Because this location is so prominent in the Avenue vista, new development on the square will help to set the standard for development on Pennsylvania Avenue.

B. General Development Goals

Development on Square 291 is expected to address several major goals that support the achievement of the Corporation's development program, as described in the Plan. These goals are:

- 1) Development of the square for high-quality office development with associated retail.
- 2) Development of architecturally distinguished buildings that complete the enclosure of Western Plaza and Pennsylvania Avenue in a harmonious and unified manner.
- 3) Establishment of an attractive sidewalk environment, together with retail, restaurants, cafes, and other ground level uses that will promote activity in the public spaces along the Avenue.

C. Urban Design and Planning Objectives

The Corporation's urban design objectives for Square 291 are intended to provide for a distinguished urban design contribution to the Avenue at this critical location.

Development on the square should contribute to a stronger and architecturally compatible enclosure for Western Plaza. In keeping with this objective, the 50-foot sidewalk setback along Pennsylvania Avenue terminates east of 13th Street, so as to allow the longest possible building frontage facing the plaza. The facade of the building at this location, whether new construction or a rehabilitation of the existing structure, should be of the highest design quality, with a strong cornice and edges, and a composition that acknowledges the site's frontal relationship to the plaza as well as to Pennsylvania Avenue.

At the corner where this facade adjoins Pennsylvania Avenue, there should be strong expression of the transition between the open space of the plaza and the diagonal of the Avenue. Also, if there is new construction, there should be an open ground level pedestrian connection between the sidewalk opposite Western Plaza and the Pennsylvania Avenue sidewalk setback, in order to reinforce the sense of continuous promenade along the Avenue.

Along 12th Street, the guidelines provide for a building projection over the sidewalk, similar to the projection of the Presidential Building across the street. This feature provides weather protection for pedestrians on 12th Street and helps to maintain the continuity of the Pennsylvania Avenue street facade.

D. Specific Design and Planning Guidelines

1. Coordinated Planning Area

The coordinated planning area is comprised of Square 291 and the adjacent sidewalk areas.

2. Development Parcels

The coordinated planning area shall be developed according to the development parcels delineated in Diagram #1. These development parcels represent minimum areas that may be developed. Any combination or number of contiguous development parcels may be developed as a single project.

The minimum development parcels are defined as follows:

Parcel A: Lot 818 (Pennsylvania Building)

Parcel B: Lot 37 (1201 Pennsylvania Avenue)

3. Comprehensive Planning and Design

Development of Parcel A and Parcel B as a unified project is preferred. If Parcel A and Parcel B are developed separately, the following conditions shall apply:

a. Provisions shall be made in the design of development on Parcel B for future connection with any subsequent new construction on Parcel A.

b. If a new building is constructed on Parcel A, there shall be a direct pedestrian passage connecting the two developments, allowing continuation of pedestrian movement along the 50-foot Pennsylvania Avenue sidewalk setback.

c. If the Pennsylvania Building is rehabilitated, the two developments do not have to be directly connected, although such a connection is encouraged.

4. Uses

Square 291 shall be developed for office and retail uses.

Office space should be of the highest quality. If the Pennsylvania Building is retained, rehabilitation and upgrading of the office space in the building is encouraged.

Retail uses shall be provided as follows:

a. The ground level of development shall be primarily devoted to a mix of retail, entertainment, and restaurant uses that will encourage lively activities at the street level, especially throughout the evening and weekend.

b. Along the ground level frontages of Pennsylvania Avenue and 13th Street, uses which generate a low level of activities or engage in business for a limited period of time during the day such as banks, airline ticket offices, travel bureaus, and the like are discouraged.

c. Cafes in the sidewalk setback on Pennsylvania Avenue are encouraged.

d. Rooftop uses such as cafes, restaurants, and roof gardens are encouraged.

5. Gross Floor Area of Development

The gross floor area of development is limited to a maximum of 11 times the buildable area of the development parcel, as defined by the building restriction line described in Section 6. In making this computation, the following exclusions of floor area may be made:

a. Floor area not normally computed as part of gross floor area for purposes of the D.C. Zoning Regulations.

b. Floor area devoted to an off-street loading facility.

c. Floor area devoted to mechanical equipment rooms for HVAC and elevators, not to exceed a factor of 0.37 times the buildable area of the development parcel.

d. Floor area which extends beyond a right-of-way line or the building restriction line.

e. Floor area devoted to an open arcade or through-square connection which meets or exceeds the open arcade criteria established in the D.C. Zoning Regulations.

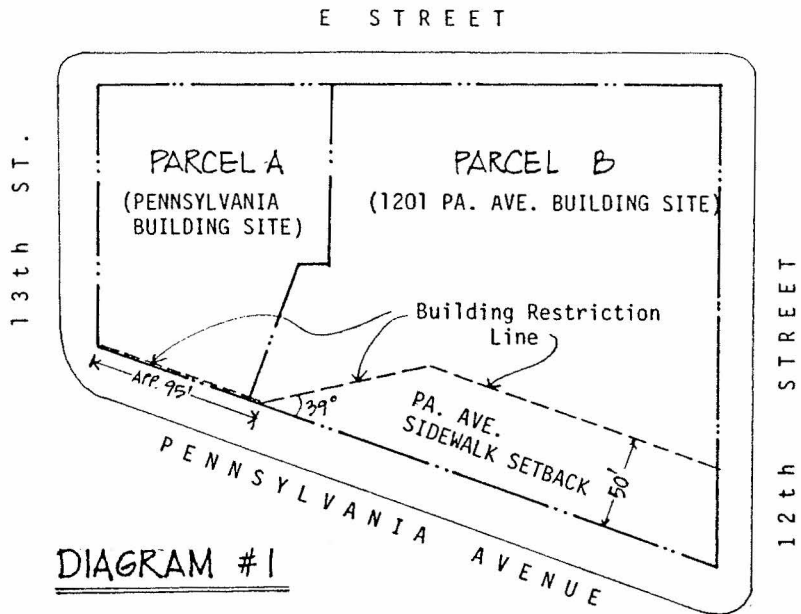


DIAGRAM #1

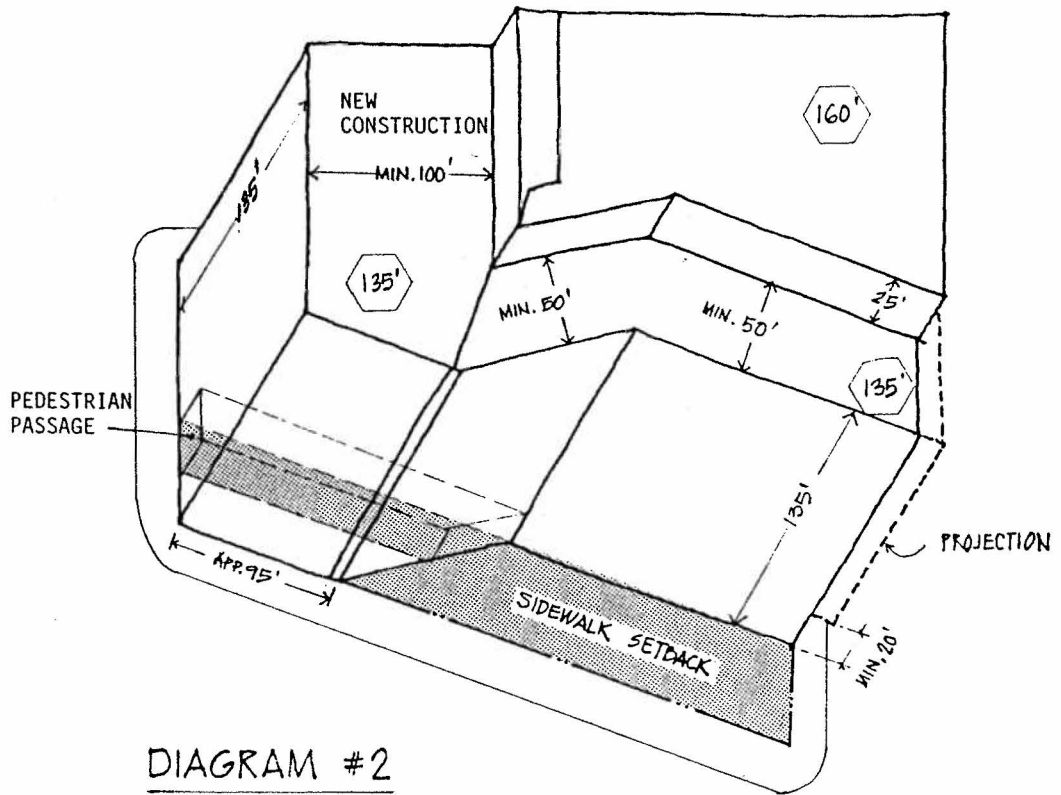


DIAGRAM #2

6. Pennsylvania Avenue Building Restriction Line and Sidewalk Setback

Any development fronting on Pennsylvania Avenue shall observe the Pennsylvania Avenue building restriction line (see Diagram #1).

The building restriction line begins at a point approximately 95 feet from the intersection of the 13th Street right-of-way line and the Pennsylvania Avenue right-of-way line, diverges from the Pennsylvania Avenue right-of-way line at an angle of 39 degrees, and runs parallel to the Avenue to create a 50-foot sidewalk setback on Parcel B.

Minor architectural articulations and embellishments of the facade may project into the airspace above the sidewalk setback. Canopies and other building elements incidental to pedestrian weather protection and retail uses are permitted and encouraged at ground level on the sidewalk setback. Subsurface projections are permitted consistent with Section 12.

7. Build-to Line

Build-to lines are established along the Pennsylvania Avenue building restriction line and all street right-of-way lines on Square 291 (see Diagram #1).

Architectural treatments such as covered pedestrian spaces, arcades, recesses, niches, entrances, or other articulations of the facade are permitted at the build-to line.

8. Height of Development (see Diagrams #2 and #3)

a. Above the 135-foot level, development fronting on Pennsylvania Avenue shall be set back not less than 50 feet from the Pennsylvania Avenue building restriction lines. No roof structures may occupy this setback area, except those structures incidental to rooftop uses.

b. Above the 135-foot level, development fronting on 13th Street shall be set back not less than 100 feet from the 13th Street right-of-way line. Only roof structures incidental to elevator penthouses and roof access stairs may occupy this setback area, provided that they are set back from those edges of the roof fronting on a street four feet for every foot of height above the roof. If the Pennsylvania Building is rehabilitated, the existing roof structures may remain within this setback area, but any modification or expansion of these structures shall include a unified, high-quality exterior design.

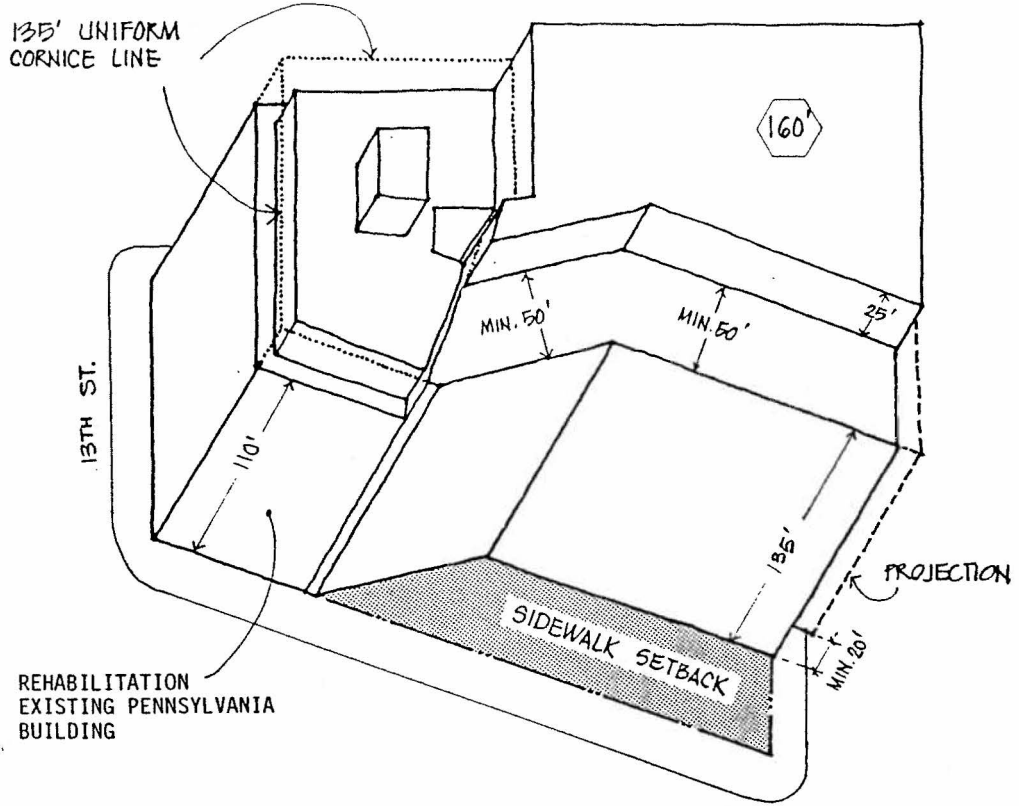


DIAGRAM #3

c. Along 12th and E Streets, any development above the 135 foot level shall be designed to minimize the visual impact of the additional height and mass above that level.

9. Build-to Height

New construction shall be built to a height of approximately 135 feet along the build-to lines.

If the Pennsylvania Building is rehabilitated, it is strongly recommended that the exterior walls be modified to rise to approximately 135 feet at the build-to line, eliminating the setback at 110 feet (see Diagram #3), so that the uniform cornice line is maintained at 135 feet.

10. Roof Structures

a. Penthouses

Mechanical and elevator penthouses are not permitted above the maximum height of development of 160 feet.

A stairway penthouse is permitted above the maximum height of development, but this penthouse may not exceed 8 feet in height above the roof level on which the structure is located.

If the Pennsylvania Building is rehabilitated, mechanical and elevator penthouses are not required to meet the setback restrictions described above, but should be set back as far as possible from the edge of the roof and include a unified, high-quality exterior design.

b. Architectural Embellishments

Skylights, cornices, and other architectural embellishments may rise insignificantly above the maximum height of development, so long as these structures serve no functional use to the operation of the development.

c. Temporary Structures

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

Structures incidental to rooftop uses shall be seasonal and of temporary construction. Such structures in excess of four feet in height shall be set back from any edge of the roof fronting on a street a distance equal to their height.

11. Building Projection Over Public Space

On Parcel B, a building projection is permitted and recommended beyond the right-of-way line of 12th Street. Any

such projection is subject to approval by the Mayor pursuant to the D.C. Building Code.

Any such projection shall not extend more than 12 feet beyond the right-of-way line; it shall provide vertical clearance from the 12th Street sidewalk not less than 20 feet; and it shall not rise more than 135 feet in height.

12. Subsurface Restrictions

Vaults are permitted beyond building lines and the Pennsylvania Avenue building restriction line, provided that their location and configuration is consistent with the Side Street Improvements Program and Public Improvements Program.

Except where existing, vaults beyond the Pennsylvania Avenue building restriction line and the 13th Street right-of-way line are not permitted to extend within 20 feet of the curb, and their upper surface shall be at least 7 feet below the surface of the sidewalk.

Along E Street, vaults may extend a maximum of 12 feet beyond the building line, but not within 10 feet of the curb.

The location and layout of electrical transformers in public space will be subject to a special review by the Corporation. Electrical transformer vaults are prohibited in the Pennsylvania Avenue sidewalk area and in the 11th Street sidewalk.

Wherever possible, utility connections shall be made from 12th Street or E Street.

13. Pedestrian Features

a. Open arcades

New construction on Parcel A shall provide an open arcade along the entire 13th Street frontage. The open arcade shall comply with the criteria set forth in the D.C. Zoning Regulations, unless the Corporation determines that the goals of quality design, free-flowing pedestrian circulation, and adequate weather protection are satisfied by alternate proposals. The Corporation cannot waive or modify the applicable criteria for the purpose of obtaining an award under the bonus incentive program of the Zoning Regulations. If the Pennsylvania Building is rehabilitated, this arcade is not required.

An open arcade is highly recommended along the Pennsylvania Avenue building restriction line and is recommended along 12th Street if a building projection is not provided.

Ground level pedestrian passageways or spaces connecting the Pennsylvania Avenue sidewalk setback and 13th Street sidewalk shall be provided if there is a new construction in Parcel A. These spaces should be treated as follows:

1) They should be generous in size to ensure free-flowing pedestrian circulation and to provide a sense of continuous promenade along Pennsylvania Avenue.

2) They should be of a high-quality design complementary to the building and inviting to pedestrians.

3) They should be exterior spaces open to the public on a 24 hour basis, and illuminated at sufficient levels to be safe and aesthetically pleasing.

4) They should permit direct access to retail and similar uses which front on them.

14. Historic Preservation

The facades or architectural elements of the following three buildings located on Parcel B are to be relocated to other sites as part of the Corporation's historic preservation program:

1201 Pennsylvania Avenue (building facade)
1203 Pennsylvania Avenue (architectural elements)
1205 Pennsylvania Avenue (building facade)

The developer of Parcel B is expected to cooperate with the Corporation to facilitate this preservation activity.

15. Curb Cuts

Vehicular curb cuts are permitted only on E Street.

16. Off-Street Parking

If the square is developed as a single development parcel, there shall be a single access for parking facilities.

If Parcel A and Parcel B are developed separately, the parking entrances for both parcels shall be consolidated with the off-street loading entrances at one location on E Street.

17. Off-Street Loading

If the square is developed as a single development parcel, a single off-street loading facility is required with a single access.

If Parcel A and Parcel B are developed separately, the entrances to off-street loading facilities for both parcels shall be consolidated with the parking entrances at one location on E Street so as to minimize the size and number of curb cuts.

If the Pennsylvania Building is rehabilitated, at least one off-street loading berth shall be provided.

18. Special Design Considerations

The following elements are considered critical to the design of any development on the square in that they will have a major impact on the space and character of Pennsylvania Avenue and Western Plaza. The architect of any development on the square is expected to work closely with the staff of the Corporation in treating the following elements:

- the Pennsylvania Avenue facade
- the facade along 13th Street, particularly as an architectural backdrop for Western Plaza
- the architectural transition established at the pivotal corner of 13th Street and Pennsylvania Avenue
- the ground level pedestrian passageways connecting the Pennsylvania Avenue sidewalk setback with the 13th Street sidewalk if provided
- pedestrian amenities at the ground level
- the building projection over 12th Street, if provided
- the building mass above the 135-foot level
- the design and location of rooftop structures
- off-street parking and loading entrances.

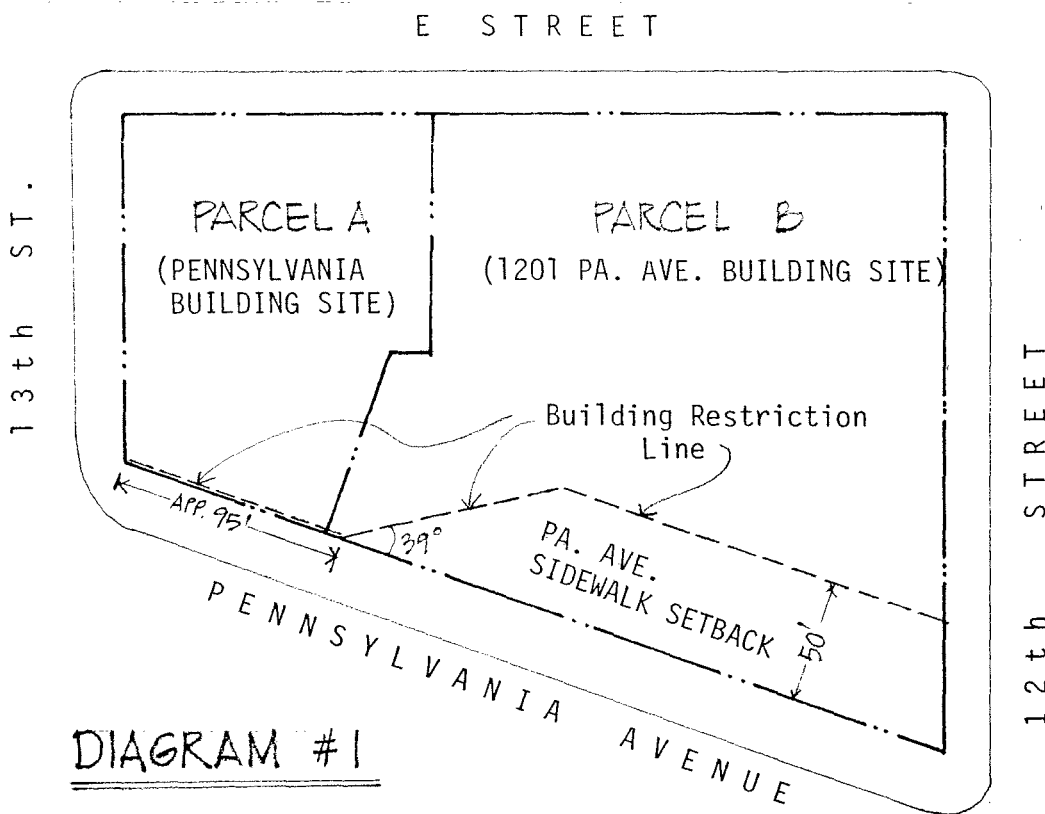


DIAGRAM #1

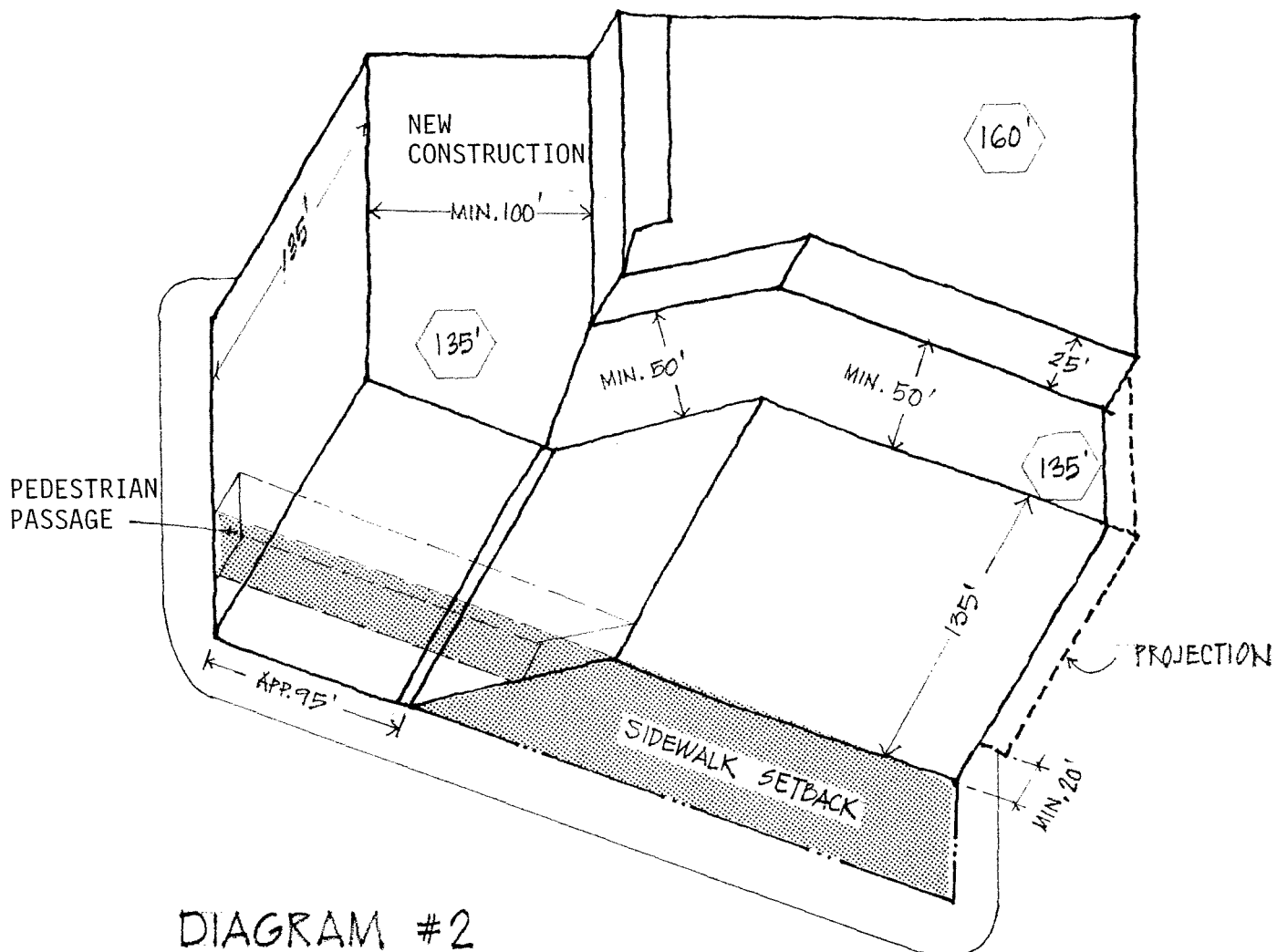


DIAGRAM #2

135' UNIFORM
CORNICE LINE

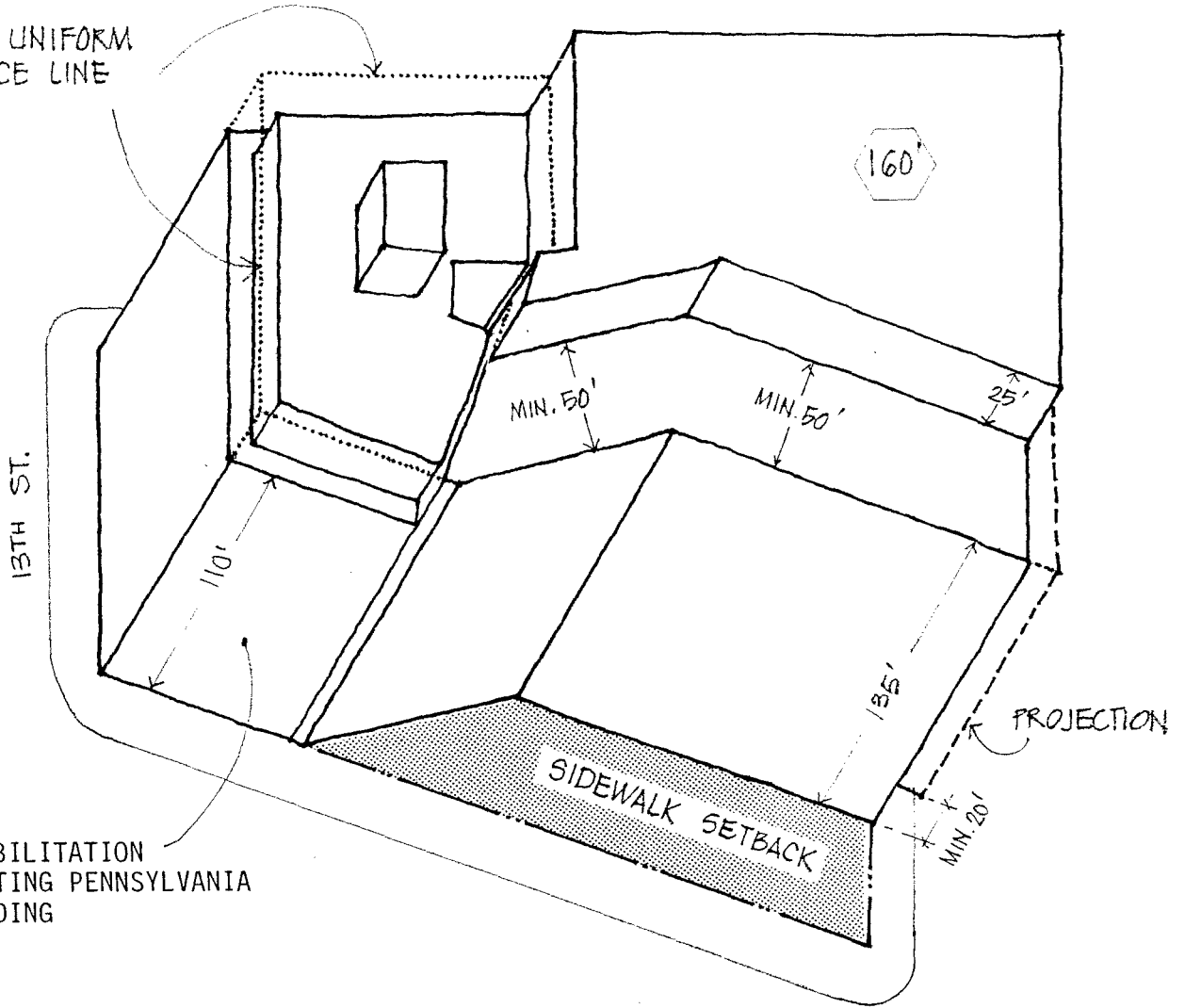


DIAGRAM #3

