

National World War I Memorial

Washington D.C.

U.S. World War I Centennial Commission UU+ Studio Forge Landscape Architecture GWWO, Inc./Architects

National Capital Planning Commission Submission July 13, 2017

Introduction

Of the four major wars of the 20th century, World War I alone has no national memorial in the nation's capital. More American servicemen were lost in World War I than in the Korean and Vietnam wars combined, with 116,516 lost and 200,000 more wounded. In December 2014, President Obama signed legislation authorizing the U.S. World War I Centennial Commission (WWICC) to establish a new memorial. P.L.113-291, Section 3091 of the National Defense Authorization Act of 2015 re-designates Pershing Park in the District of Columbia, an existing memorial to General John J. Pershing, commander of American forces in World War I, as a national World War I memorial, and authorizes the WWICC to further honor American servicemen and women in World War I:

a. (3) AUTHORITY TO ENHANCE COMMEMORATIVE WORK

(A) IN GENERAL. The Commission may enhance the General Pershing Commemorative Work by constructing on the land designated in paragraph (1) [Pershing Park] as a World War 1 memorial appropriate sculptural and other commemorative elements, including landscaping, to further honor the service members of the United States Armed Forces in World War I.

The existing park is a 1.8 acre parcel bounded by Pennsylvania Avenue on the north and south, 15th Street NW on the west and 14th Street NW on the east. The park was designed by M. Paul Friedberg and Partners in 1979-80 and constructed by the Pennsylvania Avenue Development Corporation as part of a congressionally authorized effort to rehabilitate the Avenue. In the southeast corner of the site sits a memorial to General John J. Pershing, designed by architect Wallace K. Harrison. Landscape architects Oehme van Sweden redesigned the park planting shortly after the park was constructed in 1981, supplementing and changing portions of the original Friedberg design.

The national World War I memorial will serve a dual function, as a space of commemoration and as an urban park situated within the Pennsylvania Avenue National Historic Site. The memorial design must balance these two functions with great sensitivity, providing an expanded commemorative identity worthy of a national World War I memorial while at the same time honoring the historic significance of the park and its greater context.

Site Location



Site Evolution

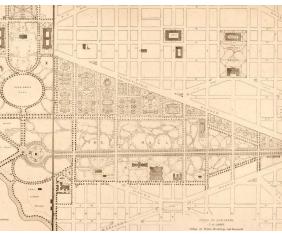
The World War I Memorial site has changed radically through time, from the 1791 L'Enfant Plan to the present day.

Designated as Square 226 in Andrew Ellicott's 1792 plan, the site was developed and fully built out during the years following the Civil War. Cleared by the federal government as a setting for the Commerce Department building, the site was acquired by the National Park Service in 1938. In 1942 a temporary building was erected, only to be demolished in 1955.

In 1957, Square 226 was approved by the **National Capital Planning Commission** (NCPC) as the site for a memorial to General John J. Pershing. The American Battle Monuments Commission (ABMC), authorized by Public Law 84-461, chose architect Wallace K. Harrison as the memorial designer. The Commission of Fine Arts (CFA) approved Harrison's design in 1959, but it was delayed when President John F. Kennedy focused on the rehabilitation of Pennsylvania Avenue. In the late 1960's, Square 226 was planted with annuals and bulbs as part of the beautification movement led by First Lady Lady Bird Johnson.

In 1966, by P.L. 89-786, it was encouraged that the improvement of the site and the memorial be coordinated with the plans for Pennsylvania Avenue.

In 1974 the Pennsylvania Avenue Development Corporation (PADC) proposed a redesigned Pershing Park as part of planned improvements to Pennsylvania Avenue, recognizing the critical relationship of public urban space to the vitality of the Avenue.

























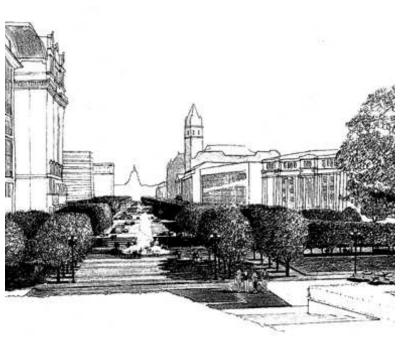


1953 Eisenhower Inauguration

1963 Kennedy Funeral

Recent Timeline

- 1957 Approved by NCPC as site for memorial to General John J. Pershing
- 1959 Wallace K. Harrison's design for the Pershing Memorial approved by CFA
- 1974 PADC's The Pennsylvania Avenue Plan proposes redesign of Pershing Park
- 1979 M. Paul Fiedberg + Partners design of Pershing Park
- 1981 Pershing Park opens / Oehme van Sweden redesigns park planting
- 2014 President Obama signs Section 3091 of the National Defense Authorization Act of 2015 (Pub. L. 113-291), redesignating Pershing Park as a national World War I memorial and authorizing WWICC to enhance Pershing Park "...with appropriate sculptural and other commemorative elements, including landscaping."
- 2015 WWICC sponsors open two stage international design competition
- 2016 Competition Jury unanimously selects The Weight of Sacrifice, and the design team of Joe Weishaar, Sabin Howard, Phoebe Lickwar, and GWWO, Inc./Architects
- 2016 DC State Historic Preservation Office (DC SHPO) determines Pershing Park is eligible for listing in the National Register of Historic Places







Pershing Park designed by Friedberg + Partners, OvS

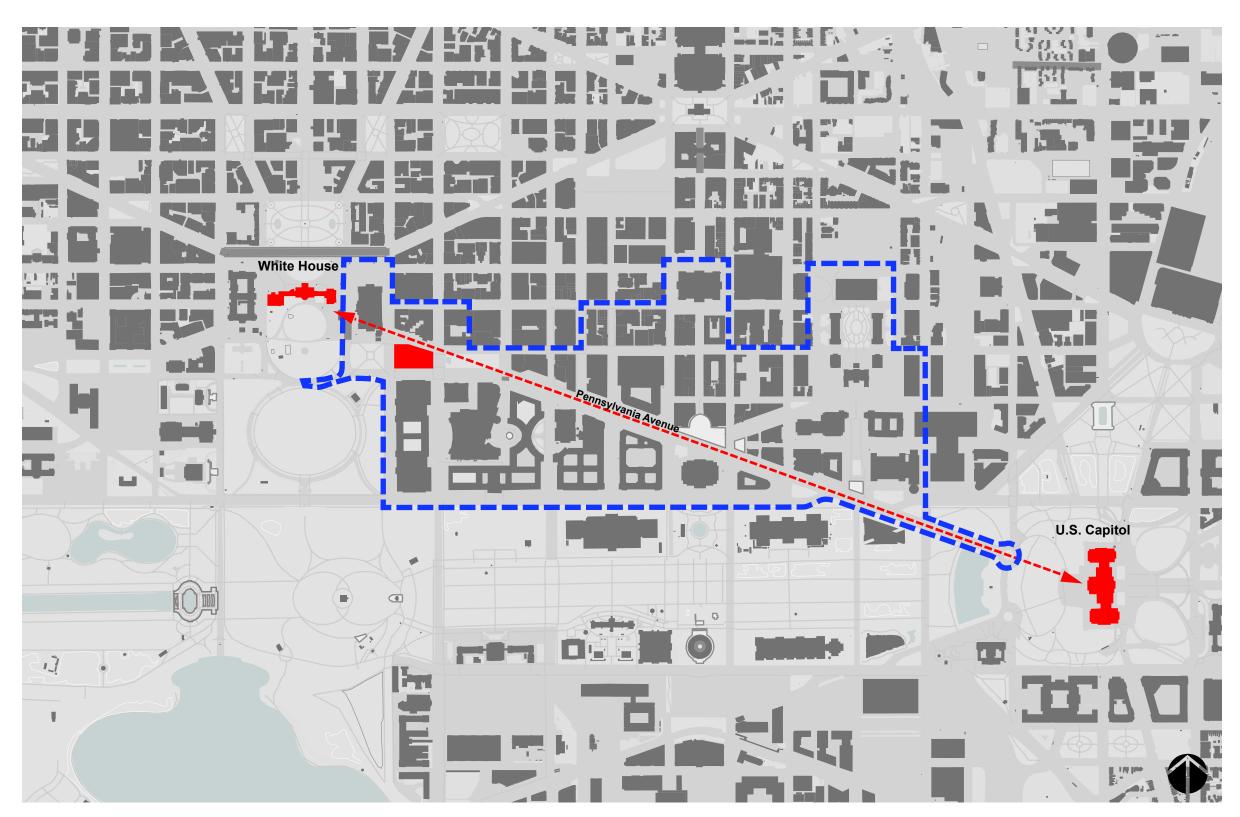


The Weight of Sacrifice Competition Design

Site Context

Pennsylvania Avenue

- Pennsylvania Avenue is the ceremonial physical and visual corridor connecting the Capitol to the White House
- The site is located within Pennsylvania Avenue National Historic Site
- Pennsylvania Avenue streetscape materials and alignments have been integrated into the design of the park



Pennsylvania Avenue National Historic Site Boundary



Site Context

Existing Park Photographs



Site Context

Transitional Landscape

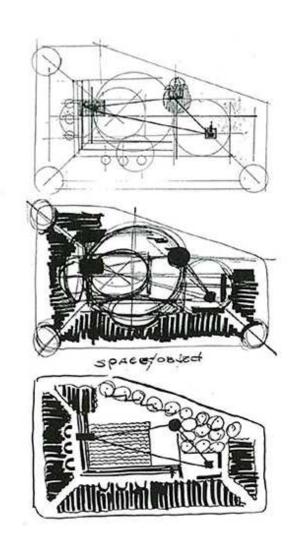
- Site transitions between the primarily planted President's Park to the west and the paved Freedom Plaza across to the east
- Site's trapezoidal plan transitions from the wider square block at General Sherman's Monument to the more narrow rectangle of Freedom Plaza
- Park's central space aligns with the Sherman Memorial and mirrors corner entries to the west
- Pershing Memorial responds to Freedom Plaza to the east with a heavily planted edge
- Both the park and Memorial are buffered from street traffic on 14th St., 15th St. and Pennsylvania Avenue south
- Both the park and Memorial are open to Pennsylvania Avenue north

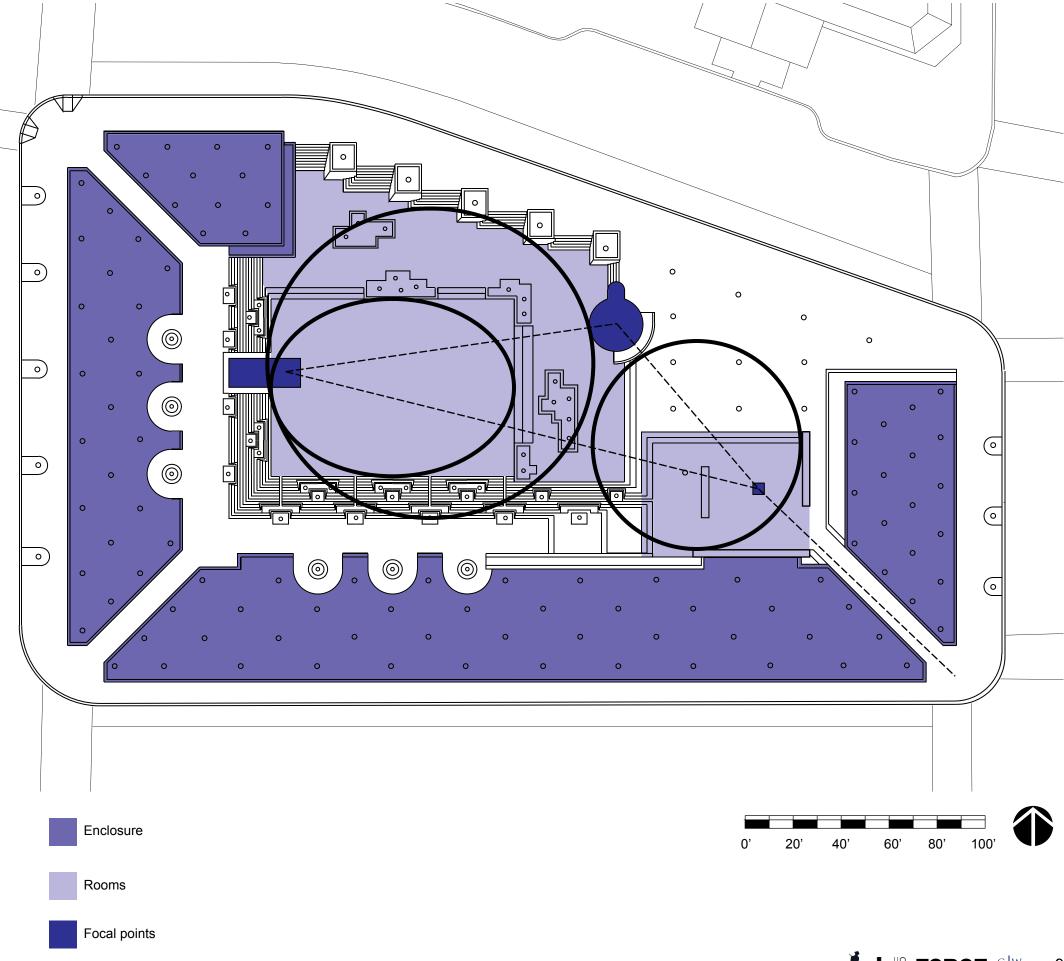




Existing Park AnalysisRooms and Focal Points

In response to NCPC comments, the design team revisited analysis of the M. Paul Friedberg and Partners, Wallace K. Harrison, and Oehme van Sweden designs for the existing Pershing Park.



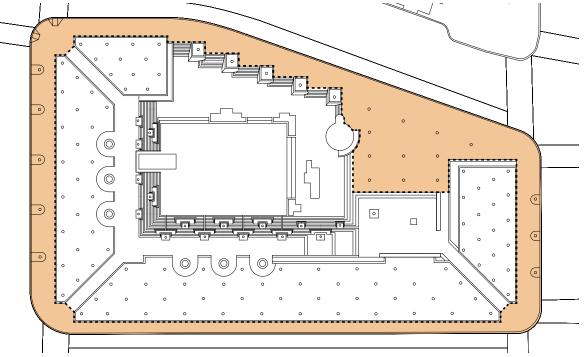


Existing Park Analysis

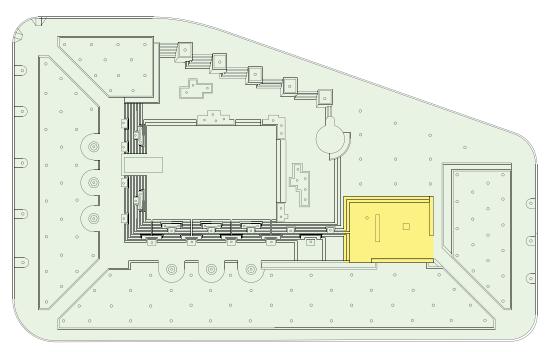
Spatial Investigations

Key observations:

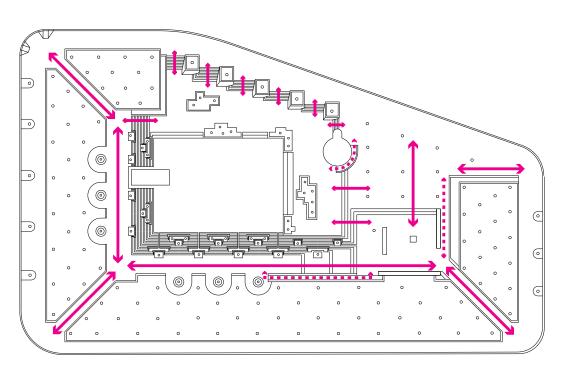
- PADC Streetscape limits can be accommodated within an authentic rehabilitation scheme
- Circulation is omnidirection and non hierarchical
- The General Pershing Memorial is a relatively small and distinct secondary space with Pershing Park
- Pershing Park includes distinct rooms on clearly articulated levels
- The sunken pool is the dominant space within the park, and the focal point around which the park is organized in plan and section



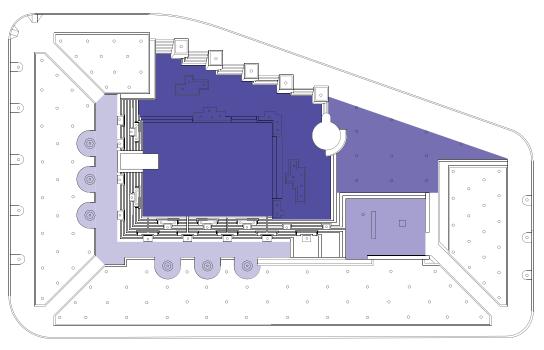
PADC STREETSCAPE LIMITS



MEMORIAL



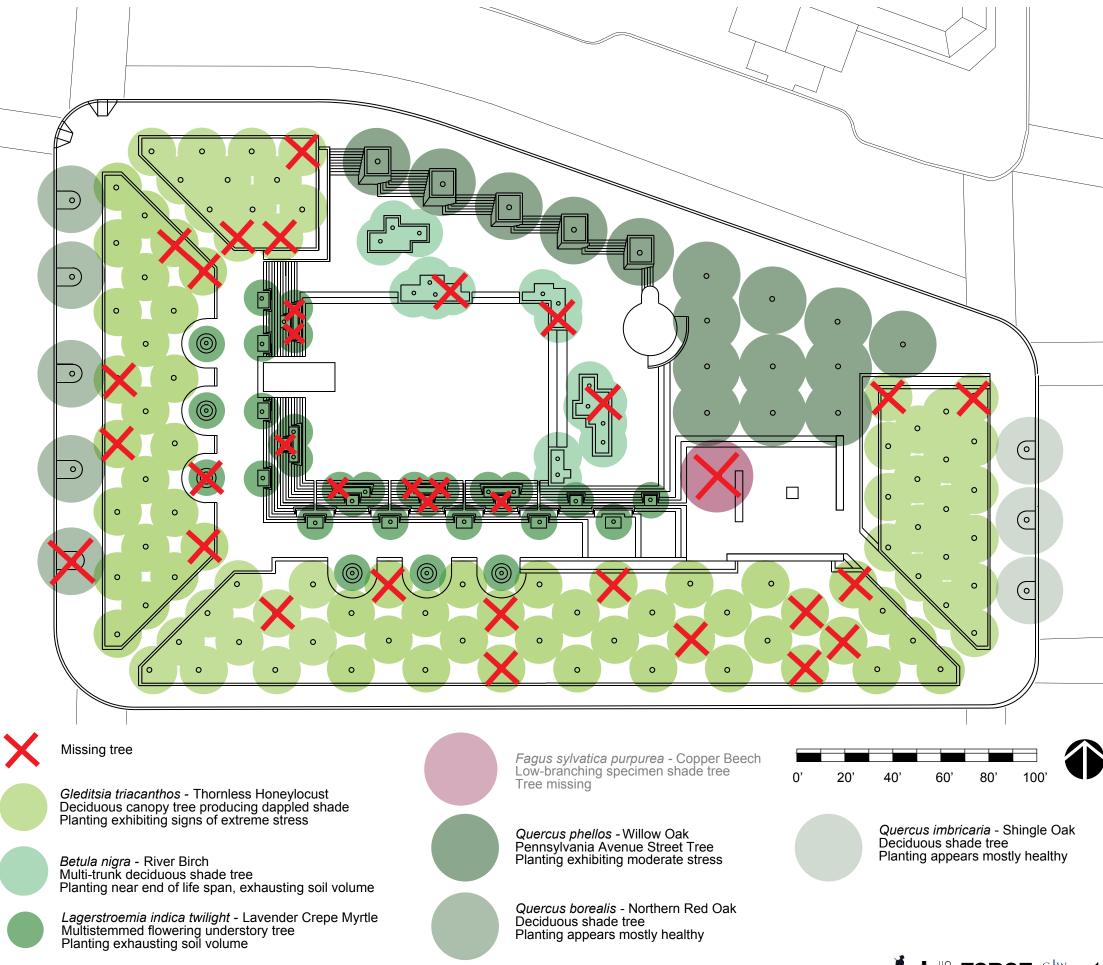
CIRCULATION



DISTINCT LEVELS

Existing Park AnalysisPlanting Investigations

- Visual inventory of existing trees indicates that many trees are missing or in poor health
- Design team anticipates significant replanting will be required
- Thorough arboreal assessment is required to determine which specimens and/or species will require replacement

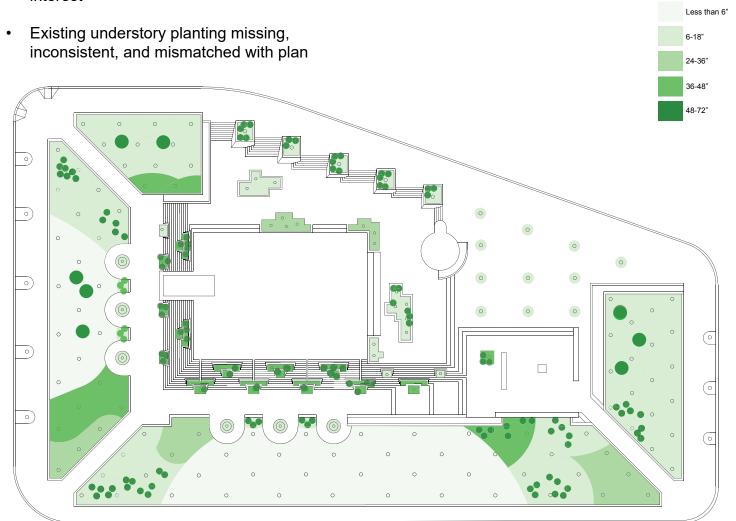


Existing Park Analysis

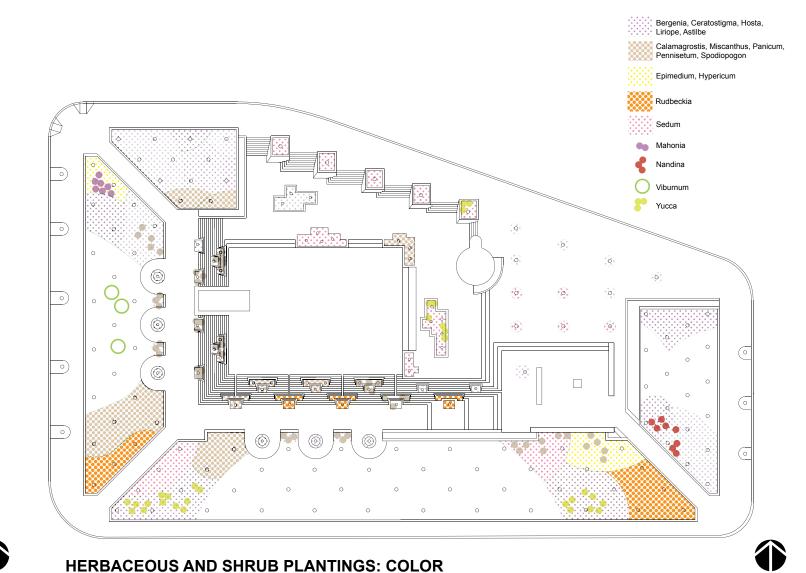
Planting Investigations

Oehme van Sweden planting plan

 Mixed shrubs, perennials, and grasses create layered planting with year round interest



HERBACEOUS AND SHRUB PLANTINGS: HEIGHT



WWI Memorial Competition

The primary objective of the WWI Memorial Competition was to generate designs that would honor the service of American forces in World War I through the transformation of a park with a small memorial situated within it, into a site that serves primarily as a national World War I memorial within a well-functioning urban park. Designers were asked to create a distinct sense of place that would revitalize the park and connect to the larger network of memorials and monuments of the National Mall, while strengthening the park's relationship to the urban context. The competition also asked designers to consider the integration of the existing Pershing Memorial and physical park elements with new commemorative features, to balance a sense of enclosure with openness and visibility, and to develop a design that is timeless and meaningful for future generations.

The WWICC sponsored an open, two stage international design competition. Of the more than 350 entries received, five were chosen to participate in the second stage by an independent jury of experts in landscape architects, planners, architects, and historians. The Design Oversight Committee, consisting of representatives from the World War I Centennial Commission, the National Parks Service, National Capital Planning Commission, Commission of Fine Arts, General Services Administration, DC State Historic Preservation Office, and other stakeholders, met with each of the five finalists on three separate occasions. On January 6th, 2016, the finalists presented their designs to the Competition Jury.

The Competition Jury unanimously chose the design concept submittal *The Weight of Sacrifice*, recommending to the WWICC that the design team be selected to continue work to make the memorial a reality:

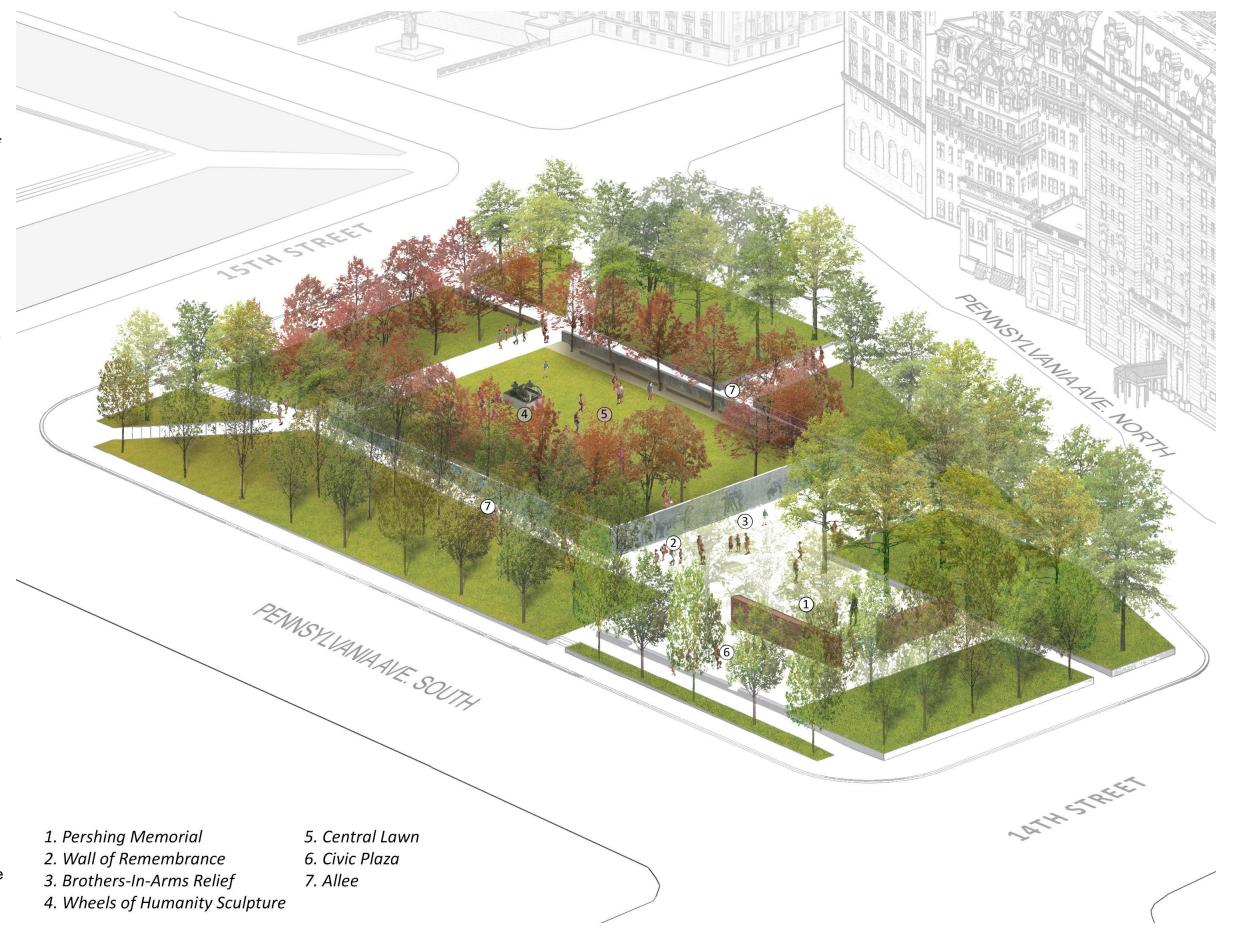
"The Weight of Sacrifice comes closest to meeting all national World War I memorial goals. Properly executed, this design concept promises to remind and inspire visitors for generations to come about American involvement and sacrifice in World War I. And it promises as well to become a popular, well-functioning, animated urban park in the heart of the nation's capital."

Competition Design

The winning competition entry, *The Weight of* Sacrifice, proposed the allegorical idea that public space and public freedom are hard won through the great sacrifices of countless individuals in the pursuit of liberty. The raised figurative walls visually expressed a narrative of the sacrificial cost of war, while also supporting a literal manifestation of freedoms enjoyed in this country: the open park space above. The urban design intent was to create a new formal link along Pennsylvania Avenue which ties together the memorial to General Sherman on the West and Freedom Plaza on the East. This was achieved by lowering the visual barriers surrounding the existing Pershing Park and reinforcing dominant axes that come from the adjacent context.

The raised form in the center of the site honored the veterans of the First World War by combining figurative sculpture and personal narratives of servicemen and women in a single formal expression. The integration of a park around and atop the memorial alluded to the idea that public space and personal freedom are only available through the sacrifice of our soldiers. Above all, the memorial sculptures and park design stressed the glorification of humanity and enduring spirit over the glorification of war.

These themes were expressed through three sources: relief sculpture, quotations of soldiers, and a freestanding sculpture. The 81' long figurative relief sculpture, entitled "The Wall of Remembrance," was a solemn tribute to the resilience of human bonds against the inexorable tide of war. The bronze medium used throughout represented the timeless endeavor we face in the universal pursuit and right of freedom.



Competition Design

The competition scheme was selected by the WWICC because it best fulfilled the Commission's key objectives:

- Establish a memorial with weight and gravity commensurate with that of the war memorials on the Mall
- Design a well-integrated park-andmemorial that would facilitate a variety of park uses, and that would harmonize with the surrounding urban space
- Place the memorial as the central or focal feature of the overall design
- Convey the significance of World War I as an event in U.S. and world history
- Convey the scale of American sacrifice, which exceeded that of all our nation's wars other than the Civil War and World War II
- Create the most opportunity to preserve existing features of the park



October 2016 Concept Design

Following the selection of the winning competition scheme, the design team began the adaptation of the competition scheme to balance the mandate to transform Pershing Park into an appropriately commemorative national World War I memorial with the importance of respecting the design of the existing park. On May 26, 2016, the design team met with staff from the CFA, NCPC, NPS, and DC SHPO, to solicit feedback on design concepts. Discussion focused on two main ideas, maintaining more of the character defining features of the existing park, specifically the primary unified space "the oasis" and the way the visitor views and experiences this space, and the interrelationship between commemorative elements on the site.

On July 22, 2016, the design team presented a new design concept which responded to the prior feedback received, while simultaneously addressing the challenges identified with the existing park. The design included a central lower precinct similar to the existing park, and maintained the basic bermed perimeter layout of the site, while improving universal accessibility and increasing the park's openness to its urban context by substantially altering the topography. Stakeholders and agencies staff appreciated the demonstrated sensitivity to the existing park, and acknowledged the success of the design in its own right as a compelling vision for a new national World War I memorial. This design, with some minor revisions, was submitted in September for formal consideration by the National Capital Planning Commission.





Key adaptations:

- Shifts the bas-relief wall west into a sunken central room within the park
- Improves universal accessibility throughout the park
- Increases visual access into and out of the park
- Creates stronger connections with the urban context
- Proposes enduring and maintainable features and materials

Key features preserved:

- Central, lowered precinct
- Basic berm architecture with its attendant benefits (seclusion, enclosure, buffering, etc.)
- Openness and flow within the site and between the site and its surroundings

February 2017 Concept Design Pool and Plaza

Following the October 2016 submission, the design team adapted the scheme with continued respect for the design of the existing park. The primary comments and concerns raised by the CFA and NCPC were that the design and the presentation of the design needed to show a more direct translation between the existing park and the proposed design with a clear distinction between elements retained and elements modified. The importance of both the Friedberg design and the Oehme Van Sweden planting plan were reconsidered for how they could be reinterpreted into a memorial landscape. The resultant studies focused on balancing the commemorative desires of the WWI commission with the existing character defining features of the park while reducing the topographical and sectional adjustments in each design.

On December 19, 2016, the design team met with staff members from NCPC, CFA, and SHPO to share two new design concepts. Both designs focused heavily on the concept that the primary unified space "the oasis" was the central point of engagement for visitors coming to experience the landscape and the existing built features of the park. The first concept, entitled "Memorial Plaza," retained the envelope of the park with minimal change to the topographic features and allowed for circulation around the bas relief wall by means of the existing west terrace stairs. The primary change made was to the footprint of the existing pool to allow for visitor circulation up to, and around, the primary memorial element. The second scheme presented to CFA staff on the 19th was entitled "Stone of Sacrifice." This design replaced the kiosk with a piece of commemorative sculpture and the existing fountain with a large piece of limestone from the Western Front in France. The design team chose to proceed with the pool and plaza scheme to the February 2017 CFA submission with some minor revisions.

The design team also began a renewed evaluation of the condition of existing materials, vegetation, and the spatial organization of the park. A general analysis of these conditions were submitted as addenda in the February 2017 CFA and NCPC submission packages.





The Pool & Plaza concept recognizes that the existing park is spatially organized around the sunken plaza and pool at its center. For the existing park to operate as a national World War I memorial, the primary commemorative element must be set within the central room.

The Pool & Plaza concept adapts the central sunken room to feature the bas-relief wall describing the narrative of a soldier's valor and sacrifice in his departure and return from the War. The length of the wall is slightly reduced from previous designs without losing its ability to commemorate the magnitude of service and sacrifice of American forces in the Great War.

The 10.5' high x 75' long bas-relief wall along the western edge of the plaza establishes an upper terrace overlook with a long view across the memorial. A flagpole occupies a circular plinth at the site of the former cafe kiosk. Within the inner precinct of the memorial, the vertical surfaces of planters along Pennsylvania Avenue are rebuilt in bronze and inscribed with the stories of the lost generation.

The reflective pool recalls the former water feature while accommodating circulation within the plaza. Stone pavement is set at or near water level to bring visitors in close proximity to the water.

ASSESSMENT

- Axial formality of wall challenges informal, omni-directional park
- Maintains substantial historic fabric and overall spatial organization while changing the character of the central space



February 2017 Concept Design

Scrim and Green





The Scrim & Green concept recognizes that the symmetrical bas-relief wall offers the most commemorative impact when set within a space which reflects its dimension, scale, and axiality. A wide sloping lawn framed by red maples, descends into a sunken space where the bas-relief wall stands above a scrim of water. Views of the bas-relief are afforded at multiple angles and distances throughout the space. The scale of the wall in the memorial precinct properly expresses the magnitude of service and sacrifice of American forces in the Great War.

The Scrim & Green concept replaces the central sunken room of the existing park with a symmetrical sloped space sheltered within the existing berms, PADC streetscape and access points of the existing park. The 10.5' high basrelief wall along the western edge of the sloping room establishes an upper terrace overlook with a long view across the memorial. A flag pole stands near the site of the former cafe kiosk and is intended to serve as a vertical element to maintain the existing spatial relationship.

ASSESSMENT

- Pathway and allée create strong linkage between new memorial element and Pershing statue
- Lawn expands park uses
- Provides a linkage between pool and Pershing, which in current design are disconnected
- Removal of steps makes park more accessible
- Raising of the sunken portion of the park makes the space more visible
- Creates a greater choice of universally-accessible circulation throughout the park

Memorial Design Considerations

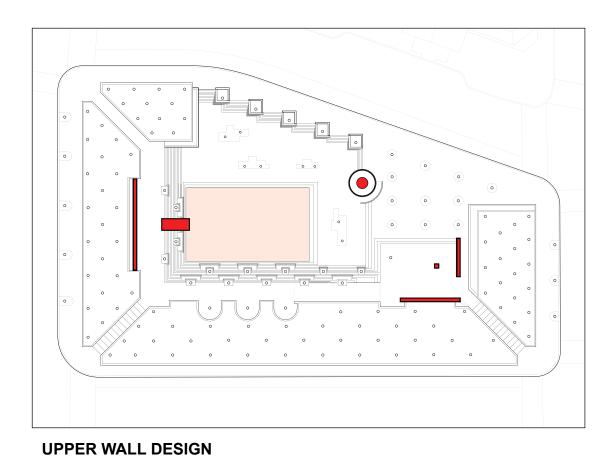
Following the February 2017 submission, the design team revisited and expanded the explorations involving memorial type, form and scale. A survey of existing memorials in the District of Columbia was conducted in order to better understand the use of "walls," and other surfaces, as commemorative elements. Similarly the design team looked at precedents of memorials from around the world to better understand the macro context of commemorative strategies. Based on these explorations the design team presented multiple possible concepts to the WWICC; some of which considered moving the "wall" to different locations within the park and some utilized other forms of commemoration. Concurrent with these explorations, the design team met with park's original designer, M. Paul Friedberg, to discuss the original design intent and history of Pershing Park.

The core concepts taken from the explorations (page 9) and the meeting with M. Paul Friedberg were that the memorial element needs to have an appropriate level of commemoration commensurate with that of other wars of this magnitude and that the existing pool and sound of the cascading water are important and should be retained. It was agreed that considerations and modifications to the pool may be made in order to incorporate the water as complementary to the memorial. Additionally important is the idea that the park/memorial be inviting both at nighttime and throughout the year.

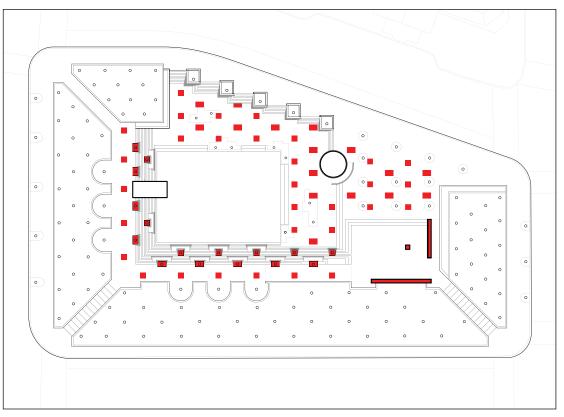
The following pages chart the path of the design team through the agency approvals process with a description of how the design was modified at each stage based on the received feedback. The proposed scheme "Restored Pool Concept" is equally a reworking of the original competition scheme ideas and a logical step in the evolution of this design process.

Design Evolution

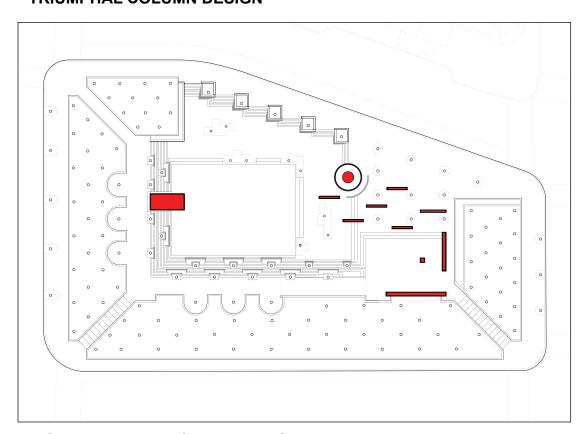
Through the pursuit of multiple design iterations and revisions the design team concluded that the most appropriate location and expression for a memorial which meets the initially stated goals of the WWICC and best mitigates the adverse effects to the existing park is a solution which modifies the existing fountain element located within the western terrace. The select solutions shown here were attempts to create a design which met the aforementioned goals and each scheme represents a larger course of study. Each of the solutions was evaluated and ultimately dismissed because it either failed to meet the commemorative goals of the WWICC, caused significant change to the existing park features, or resulted in a design which had overall negative consequences on the experience and function of the park.



TRIUMPHAL COLUMN DESIGN







DISTRIBUTED MEMORIAL WALLS

The intent of this design is to create a memorial which shares a symbiotic relationship with the existing park. The fountain provides the water, sound, and ambiance to the park while the water in the pool reflects the fountain, trees, and the sky. By joining these two features together the memorial becomes as much about the narrative of life and war depicted above the water as it becomes about the loss reflected below.

In order to accomplish this, the existing fountain element is expanded equally north and south to become a larger 65' wide art object nestled in the western terrace stair. Similar to the functionality of the existing fountain, a pool of water wells up from the fountain and cascades over the sides and back into troughs which bring it down to the pool. The side of the fountain facing the pool includes the bronze bas relief and only has water running down the left and right edges of the sculpture. A pathway has been created within the pool to allow for visitors to access the artwork.

ASSESSMENT

- Redefines the existing fountain and pool as the primary commemorative expression
- Redefines circulation of the lower pool area while maintaining pool integrity
- Requires a change to the western terrace seating



Sculptural Artwork

The central memorial feature is a monumental work of sculpture in bronze basrelief, conceived of as a visual and emotional narrative. The work is meant to convey feelings of honor, pride, and loss.

"The soldier will journey from the arms of his family, through the brutality of battle, past figures representing death and madness, into the care of a nurse, and finally return home forever changed." -The Wall Street Journal

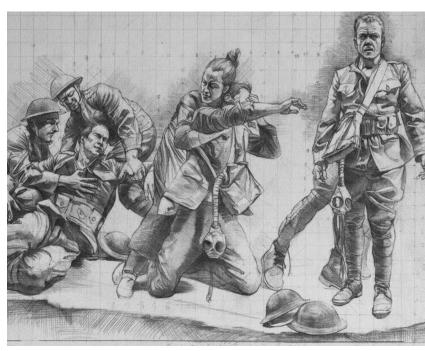
The narrative consists of a series of scenes depicting five "acts" of the war: the call to arms, the departure, the battle, the aftermath, and the return. A recurring figure appears throughout, as the man takes leave of his family, joins the march to war and then the battle, suffers the shock of casualty, and then returns home. In the first scene the man takes his helmet from his young daughter; in the last, he returns his helmet to his older, wiser child, a symbol of American coming-ofage in World War I and a harbinger of the war that the next generation would fight twenty years later.

On another level, the central battle scene conveys the courage and heroism of American forces in the war, which was as profound as that in better-remembered wars. The scene of aftermath depicts the physical and mental toll of the war, followed by a scene of proud return recognizing the accomplishments of American troops, with a parade of soldiers marching into "the American century."

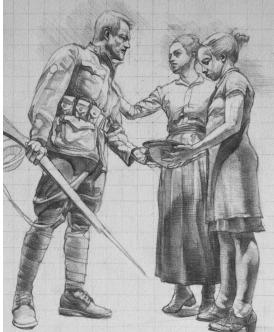










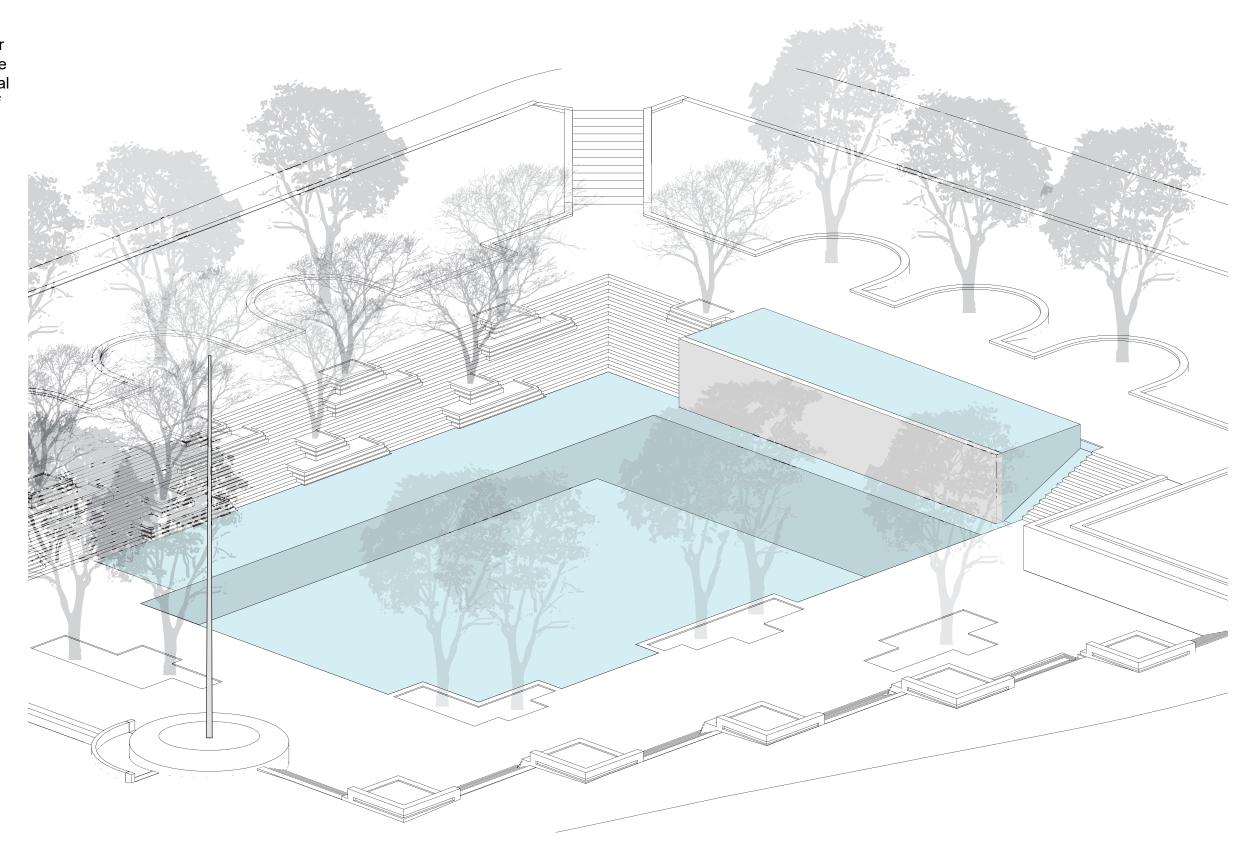








The "Restored Pool Concept" requires that some means of pathway be created in order to faciliatate visitors with an accessible route from the lower terrace retion to the sculptural bas relief wall. By merging the materiality of this route with an appropriate pool bottom covering the design team intends that the entire pool region will read as a single continuous surface. The pathway through the water is only revealed by the presence of water within the pool basin. Examples of similar design strategies can be found on page 25.





-Photo: Urban River - Salvador San Vicente



PROJECT UNKNOWN



-Alleswirdgut architektur



NASHER SCULPTURE CENTER -PWP



ESPACES PUBLICS DE CASTELSARRASIN

-Kaplan Projects



NATIONAL PORTRAIT GALLERY, KOGOD COURTYARD -Foster+Partners and GGN

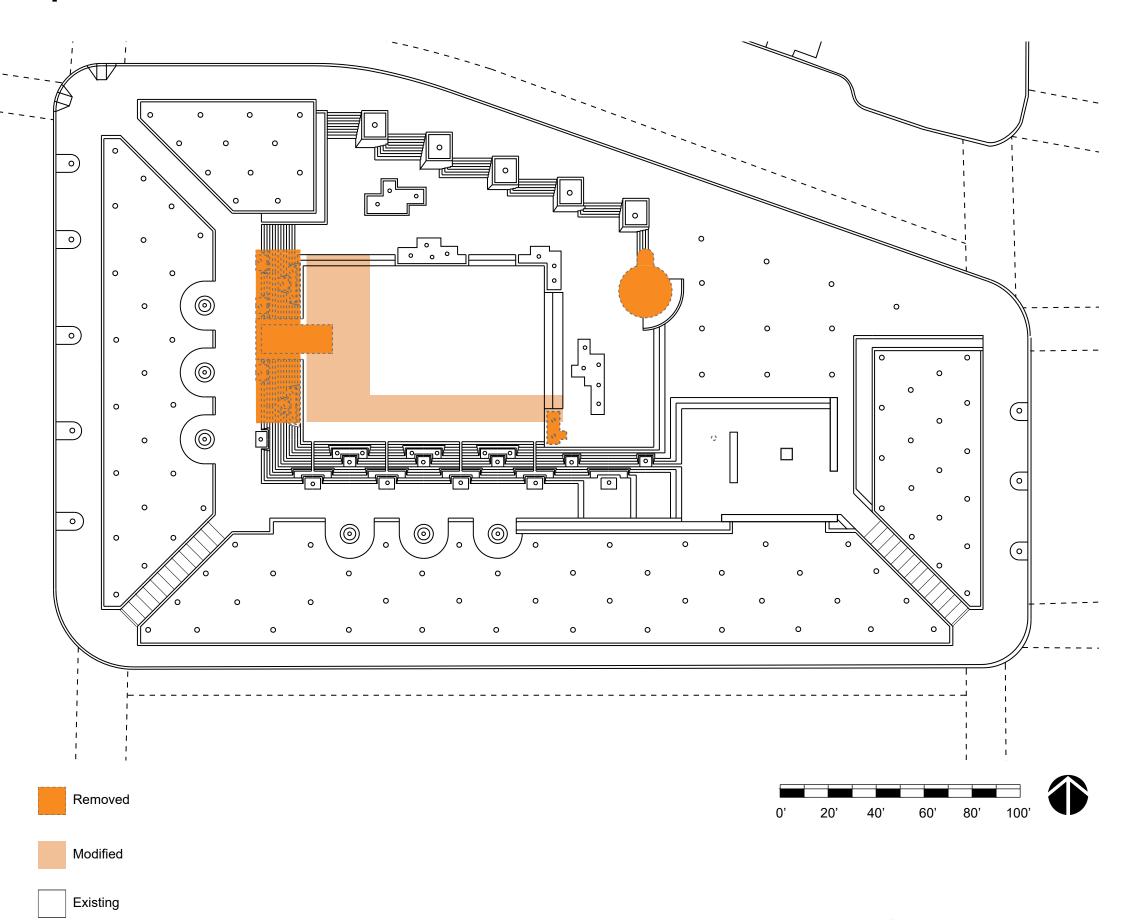




Modifications to Existing Park

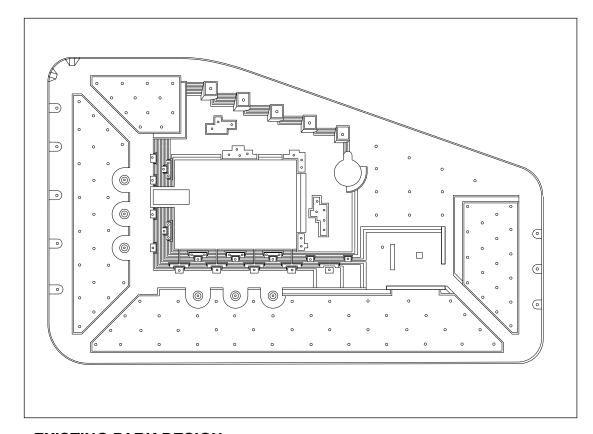
Critical character-defining features:

- Views and vistas retained
- Spatial organization retained with minor modifications to circulation
- · Pershing Memorial retained
- PADC streetscape retained
- · Terraced seating and planters mostly retained
- Granite materials retained
- Distinct rooms bounded by steps primarily retained except where replaced by fountain and universally accessible walkway
- Three focal point organization maintained:
 - -Fountain replaced with bas-relief wall
 - -Kiosk replaced with Flagpole on plinth
 - -Pershing statue repositioned
- Water feature retained and modified to accommodate commemorative circulation
- Cascading water retained on sides and back of fountain



Concept Comparisons

Plans



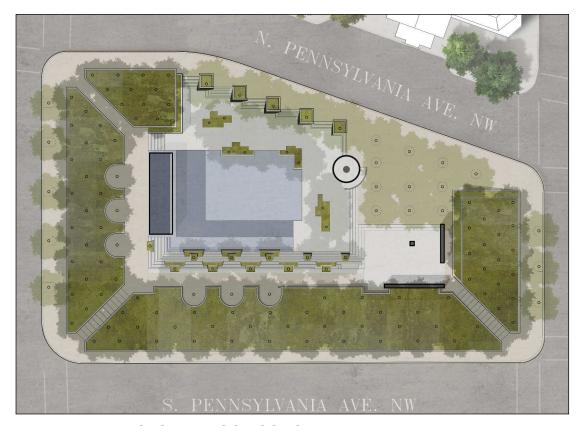
EXISTING PARK DESIGN



FEBRUARY 2017 POOL AND PLAZA CONCEPT



OCTOBER 2016 CONCEPT

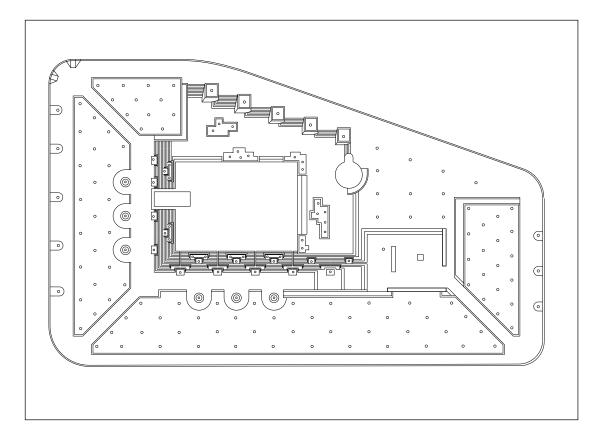


JUNE 2017 RESTORED POOL CONCEPT

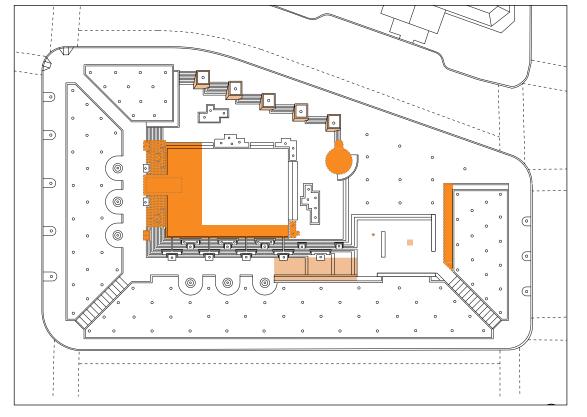
Balancing Preservation and Commemoration

Design Iterations

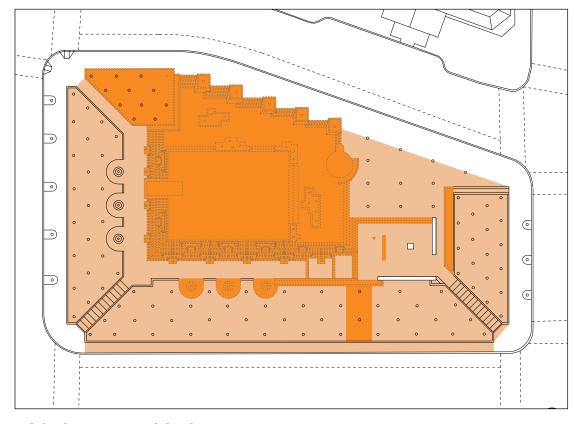
- Incremental explorations of commemoration starting with minimal changes to existing park
- Iterative process facilitates evaluation of level of modification required to achieve commemorative purpose
- Effort to protect and maintain critical character defining features, according to Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Treatment of Cultural Landscapes:
 - Views and vistas
 - Spatial organization
 - Pershing Memorial
 - PADC streetscape
 - Terraced seating and planters
 - Granite materials
 - Distinct rooms bounded by steps
 - Three focal points
 - Water cascade, including sound



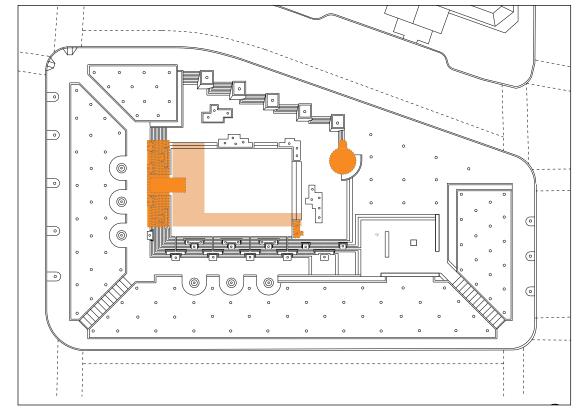
EXISTING PARK DESIGN



POOL AND PLAZA CONCEPT - FEBRUARY 2017



OCTOBER 2016 CONCEPT

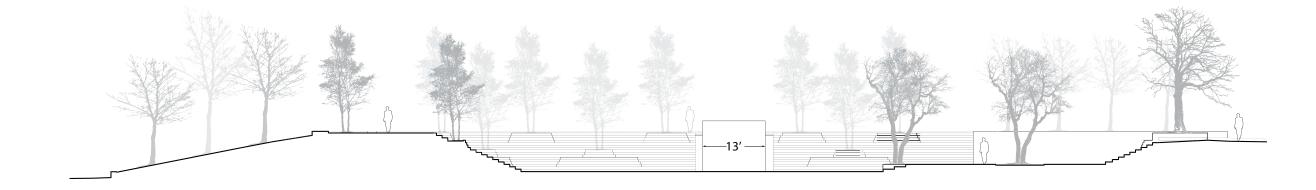


RESTORED POOL CONCEPT

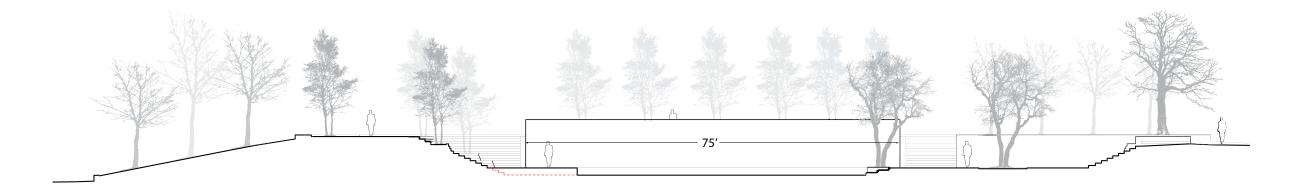


Concept Comparisons

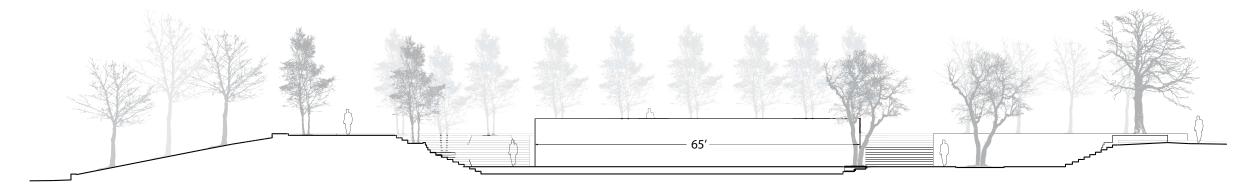
Sections



Existing section facing West



Pool and Plaza Concept section facing West

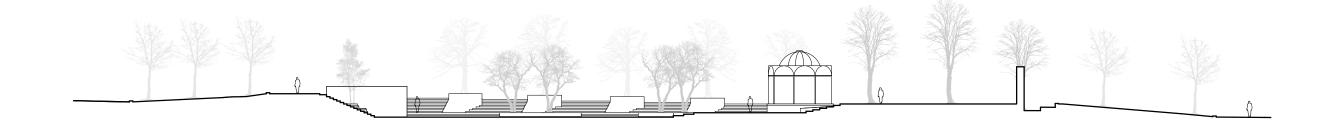


Restored Pool Concept section facing West

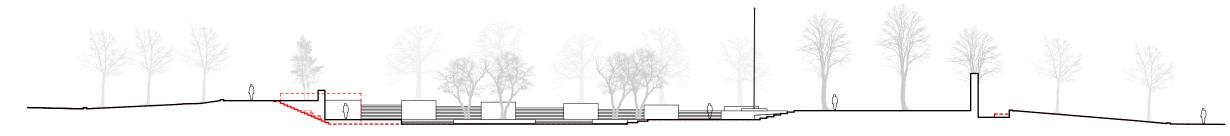


Concept Comparisons

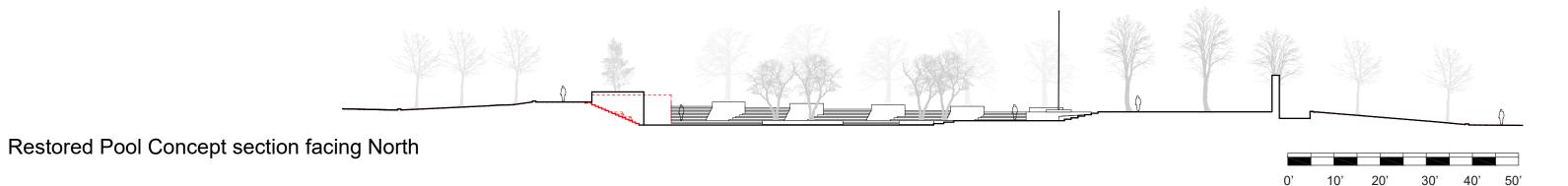
Sections



Existing section facing North



Pool and Plaza Concept section facing North



Restored Pool Concept





Approvals Process Status

NEPA

The Environmental Assessment (EA) scoping process regarding the establishment and design of the World War I Memorial at Pershing Park was completed in May 2015. At that time, multiple comments were received reflecting concern regarding historic and cultural resources, the visitor experience, transportation systems, plans and policies, and environment and sustainability. Particular interest was paid to the role of the Pennsylvania Avenue Development Corporation Plan and the Pennsylvania Avenue Initiative and its role in creating the current Pershing Park.

The Commission is in the process of finalizing action alternatives and a no-action alternative. The action alternatives currently under consideration include Scrim & Green alternative (February 2017) and the current design as it has evolved to respond to comments. The EA will be completed prior to approval of the preliminary design.

Section 106

The Commission, in association with the National Park Service (NPS), conducted a joint Section 106 consulting parties and NEPA scoping meeting on May 20, 2015. At that time, the historic resources in the vicinity of Pershing Park were identified. On December 16, 2015, the Commission and NPS conducted a consulting parties meeting to review the area of potential effects (APE) and to review the design competition finalists. A third consultation occurred on September 21, 2016, at which time the revised designs and APE were reviewed by consulting parties. A fourth Section 106 meeting was conducted on February 9, 2017, where consulting parties evaluated the potential for adverse effects on historic properties from Pool & Plaza and Scrim & Green concepts. Another Section 106 is tentatively scheduled for June 2017 to present and identify potential adverse effects of the Restored Pool Concept.