Design Concepts
July 26, 2005
• OP’s Design Goals

• Design concepts for campus and its relationship with Foggy Bottom/West End

• GW Development Program

• 5 Places:
  - Pennsylvania Avenue, “Washington Circle” and 23rd street
  - “College Walk” or H Street
  - G Street
  - F Street
  - “The Town Center”: Square 54 and I Street Retail Corridor

• Summary
OP Goals: Review and Recap

• **Process** – creating a transparent and accessible planning process that increases communication between all stakeholders and addresses their concerns and issues

• **Planning coordination** – maintaining an open and frank dialogue with all District and Federal agencies to make sure that strategies for growth are consistent with other plans for the District

• **GW Development Program** - Identifying a guide for growth that demonstrates that GW can accommodate its projected academic, housing and administrative requirements within the existing campus boundary, including for each site projected square footage, massing and uses

• **Land Use** – demonstrating use of current land use planning principles endorsed by the District, such as protecting residential neighborhoods, Transit Oriented Development, and establishing a neighborhood town center and retail area in Foggy Bottom / West End

• **Environment** - Ensuring that additional development in the Foggy Bottom/West End area will maintain or improve existing acceptable levels of air quality
• **Regulations and compliance** – establishing a regulatory mechanism that guarantees the strategy for growth will be adhered to

• **Design** – incorporating exceptional design and sustainable practices (i.e. green buildings, LEED certification, etc.) in all new construction

• **Historic Preservation** – retaining historic resources in the District and incorporating them in plans for new development

• **Open Space** – increasing the amount of and access to open space that can be used by all District residents

• **Community Benefits** – enhancing access and amount of cultural and academic benefits, as well as employment opportunities, available to residents of the District
Design Principle:

- Planning and streetscape design for the neighborhood to promote improved access to important places just outside the neighborhood, such as the Kennedy Center, Rock Creek Park and the Potomac Riverfront.
Design Principle:
The Foggy Bottom/West End neighborhoods are enhanced by pedestrian pathways both within the neighborhoods and leading to green spaces and parks at the neighborhood perimeters.
Design Principle:
• Preserve and enhance contributing structures with distinct and/or historic architectural character (e.g. Law School addition) to the greatest extent possible, and build new facilities that are compatible with the scale and character of the neighborhood (e.g. Townhouse Row)
Design Principle:
• State-of-the-art sustainable architectural design principles should be explored in the design and construction of all new building projects on the campus.
Design Principle:

- Physical design and programming promotes more pedestrian access and less reliance on the automobile

- Promote alternate means of transportation that reduces the need for car use
Design Principle:

- New projects maximize opportunities for “positive surveillance” and reduce places where “unviewed” activities could occur
Design Principle:

- Accommodate GW forecasted academic and housing space needs inside campus boundary

- Concept: 2.0 million GSF of future growth for GW at identified sites

- Academic uses include: classrooms, labs, offices, support spaces and other university facilities
Design Principle:

- Emphasize GW identity in areas where university uses are more intense

Concept:

- New GW academic and housing growth is within campus boundaries and concentrated in areas where university uses are more intense
Concept:

- GW’s activities are concentrated in areas where university uses are more intense

- Branding becomes prominent in areas where university uses are more intense
Potential Parking Sites

Design Principles:

- Parking structures are sized throughout the campus to minimize impact on surrounding neighborhoods and provide convenient access to major commuting routes.

Concept:

- Potential University parking underground at Square 54
- Parking underground at other sites, with easy access to commuter routes
**Design Principle:**

- Loading docks and entries to parking garages are located and/or screened to minimize negative effects on existing residential streets

**Design Principle:**

- Vents are located to minimize negative impact on public places and air quality in general
Branding and Identity

**Design Principle:**

- Effort to concentrate GW branding in areas where university uses are more intense

**Concept:**

- “Branding” with special lighting, signage, paving, materials, etc…

- Toward the campus boundaries, those elements become more consistent with standard city design
Concept:

- Comes in many forms; with buildings, signage, statutes, busts, landscape, etc...
Concept:

- University future growth in 2,000,000 gsf of academic and residential uses (active uses)

- Concentrate future university development in areas where university uses are more intense

- New student housing is designed to minimize direct impact on existing private residential buildings
Concept:

• +/- 1,000 beds on a combination of buildings on existing open sites and new construction where there are existing buildings
Places:

• Pennsylvania Avenue, “Washington Circle” and 23rd Street

• “College Walk” or H Street

• G Street

• F Street

• “The Town Center”: Square 54 and I Street Retail Corridor
Design Principle:

- New buildings are designed to complement the character of the Foggy Bottom-West End area and the GW Campus.
• Make the new places distinct from one another

• Square 54 and I Street retail corridor - the mixed use, town center

• College Walk – Main Street

• Campus street - the alternative

• Penn. Avenue & F Street
**Concept:**
- Develop diverse streets
- Concentrate East / West Streets for the pedestrian environment
- Maintain North/South streets for traffic movement
Design Principle:

- The approaches to Washington Circle provide a safe environment with streets that are convenient and easy to cross

Concept:

- Redesign Washington Circle

- New design to include ground-level uses, improved traffic flow, crosswalks and arrangement of the park itself
Concept:

- Buildings are higher and more dense
- Office / retail / civic
- “Part of the city”
**Design Principles:**

- Washington Circle is designed to accommodate a variety of individual and group activities.

Special emphasis should be put in the use of:

- Furniture
- Landscape
- Shading structures
Design Principle:

• 23rd Street remains an important vehicular street for the region yet could be supported by an improved pedestrian environment at Square 54 and the Metro station

Concept:

• Density is highest adjacent to the Foggy Bottom Metro station along 23rd Street, Washington Circle and Pennsylvania Ave.
• Tall buildings up to 130’ on Pennsylvania Ave and Washington Circle, transition to up to 110’ down 23rd Street

• Active ground levels

• Improved crosswalks at Circle

• Square 54 frontage and ground level design helps to define a new Washington Circle
H Street Concept

• Preferred location of future academic facilities and some limited residential

• Location of Marvin Center, Library, Academic Center, Law School, Main campus uses

• Future sites for continued development of the academic center

H Street and 21st, NE corner

H Street and 21st, NW corner
G Street Concept

- Future uses both academic and residential
- Retain architectural character
- Include diverse scales and sizes
- Combine residential and academic
F Street Concept:

• Future use for residential halls and some academic facilities

• Buildings up to 90’

• New student housing is designed to minimize direct impact on existing private residential buildings
College Mews – Pathways & Linkages

- Informal paths thru campus
- Pedestrian only
- Small scale spaces and landscapes
- Access to University buildings
- Intimate scale
- Out of classroom learning
- Quality landscape
Design Principles:

• The town center provides variety in architecture, community-serving retail and activities

• Designs for Square 54 and I street promote an improved pedestrian environment on all sides
Draft Design Principle:

- Square 54 and Metro plaza at 23rd and I Street make a new town center square that is supported by new neighborhood retail.
I Street Concept:

• Transforms to become extension of town center with new retail on both sides of the street as the university redevelops

• Anchored at 2000 Penn and the metro station
• Concentrate retail to make a critical mass

• Ground level of GW buildings facing I Street have retail
Concept:

• Square 54 and I Street Retail Corridor are the Town Center

• Active and Passive Uses on the square

• As University rebuilds along I Street, new retail is included at ground levels.
Summary

- University development and most active uses concentrated in areas where university uses are more intense

- Square 54 and I Street retail add significant community benefits

- Architectural character is enhanced through distinct streets and places throughout campus and neighborhood
• Open spaces improve Foggy Bottom / West End pedestrian connectivity

• University concentrates image in areas where university uses are more intense

• New buildings grow with predictable height and density according to their location in the city neighborhood and the campus
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