The Foggy Bottom Campus Plan: 2006 – 2025 & First-Stage PUD

Zoning Commission Cases 06-11 and 06-12

September 14, 2006
Overview

• Zoning Applications for the Foggy Bottom Campus Plan case
  – New 20-year Campus Plan
  – Accompanying First-Stage PUD and Map Amendment

• While filed separately, the two are interdependent
Overview

• As reflected in the OP report, case represents the culmination of an **extensive collaborative process** between the University, the Office of Planning and the community to craft a development plan that:
  – Accommodates the University’s **forecasted academic and student housing needs** within existing campus boundaries
  – Builds upon the important **undergraduate student housing condition** of the existing Campus Plan
  – Provides **certainty and predictability** for the future
  – Addresses **long-standing issues of community concern**
  – Minimizes potential for objectionable **impact to neighboring property**
The Campus Plan & PUD

- The **PUD** is the ideal zoning mechanism to achieve the appropriate level of **certainty, predictability and control** for the community, the District, and the University
  - The appropriateness of the PUD process for campus plan development affirmed by the Commission in the Square 103 (Potomac House) PUD
  - The appropriateness of the two-stage PUD process for master plans/large phased-development projects affirmed by the Commission in the MedStar PUD and Master Plan case

- For these reasons, OP recommended and GW pursued the PUD approach for the Foggy Bottom campus
The Campus Plan & PUD

• In many respects, the **two-stage PUD process** mirrors the **two-stage Campus Plan process** set forth in Section 210
  – First-stage PUD approval is parallel to the approval of a Campus Plan which is the first step under Section 210, however requires additional detail and specificity
  – Second-stage PUD approval is similar to the further processing stage of the Campus Plan process in terms of evaluating consistency with the previously approved PUD (or Campus Plan), but requires heightened review
The Campus Plan & PUD

• In summary, the two-stage PUD process provides:
  – Greater controls and specificity at both the first- and second-stage review levels
  – Important public benefits and amenities
  – Limitation of new campus development to identified sites and densities set forth in the Campus Plan
  – An accompanying change in zoning to certain sites in the core of campus to accomplish the Plan objectives
  – Vesting of proposed zoning and densities once 70% of proposed development is completed or approved, to provide certainty for the proposed development plan
Fact and Expert Witnesses

• Louis H. Katz
  – Executive Vice President & Treasurer, GW

• Lydia W. Thomas
  – GW Board of Trustees and President & CEO, Mitretek Systems, Inc.

• Charles K. Barber
  – Senior Counsel, GW

• Sherry K. Rutherford
  – Managing Director of Real Estate Planning & Development, GW

• Matthew A. Bell (lead architect)
  – Principal, Ehrenkrantz, Eckstut & Kuhn

• Laura H. Hughes & Anne H. Adams (historic preservation consultants)
  – EHT Traceries & Pillsbury Winthrop Shaw Pittman

• Martin Wells (parking and traffic consultants)
  – Wells & Associates, LLC

Foggy Bottom Campus Plan: 2006 - 2025
The Campus Within the City

Foggy Bottom Campus Plan: 2006-2025

Ehrenkrantz Esters & Kohn Architects

July 2006
The George Washington University & The Foggy Bottom Campus

• GW and the Foggy Bottom/West End community
  – a thriving community is a key component of the GW Experience for all who study, teach, research & work at GW
  – GW’s commitment to and value of the neighborhoods of which we are a part is reflected in many University initiatives and programs
    • GW provides a variety of resources for our neighbors outlined in Discover GW, and available at www.neighborhood.gwu.edu
    • relationship between GW and our neighbors underpins the broad and inclusive community-based planning process from which this Campus Plan was developed

Foggy Bottom Campus Plan: 2006 - 2025
Following two years of study from within and without, Boston College is about to make a set of dramatic advancements … because universities that don’t move forward move backward and lose consequence.

William P. Leahy, SJ
President, Boston College
May 2006
Building a World-Class University: GW’s Integrated Development Strategy

- **The Foggy Bottom Campus Plan: 2006 – 2025**
  - *Grow Up, Not Out* to accommodate forecasted academic and student housing space needs on campus

- **Square 54**
  - Commercial redevelopment of old hospital site as a mixed-use “town center”

*Reflect GW’s strategic planning initiatives to create a world-class university in the nation’s capital*
GW’s Integrated Development Strategy

The Campus Plan: The Need for Space

**Academic Facilities**

- Respond to **evolving** technological & academic program needs
- Enhance **interdisciplinary programs** unique to GW
- Continue to attract **top-tier faculty** and students
- Further GW’s status as a **world-class University**
GW’s Integrated Development Strategy

The Campus Plan: The Need for Space

Student Housing
- addresses student demand and Campus Plan requirement
- Requirement enhances undergraduate Living & Learning environment
- nearly 2,800 on-campus beds added since 1999
- Plan proposes up to 1,000 additional on-campus beds (including SWW project)

Foggy Bottom Campus Plan: 2006 - 2025
GW’s Integrated Development Strategy

The Campus Plan: The Need for Space

- Additional space needs will not increase student, faculty, and staff populations beyond already approved levels.
- Growth required to further GW’s core academic mission and enhance quality of the University’s educational programs.
- Plan calls for addition of approximately 1.5 million square feet of academic space and up to 1,000 additional beds within the campus boundaries.
GW’s Integrated Development Strategy
Square 54: A Unique Opportunity

- Signature location at the “front door” of the campus and the Foggy Bottom/West End neighborhood
- **Smart Growth, transit-oriented development** location
- Proposed **mixed-use “town center”**
  - Retail, residential and office uses
- **Key element of GW’s integrated development strategy**
  - Provides major source of **non-enrollment driven revenue** to fund the core academic mission
  - Will **enhance urban campus experience** for students, faculty and staff who study, live and work in Foggy Bottom

*Foggy Bottom Campus Plan: 2006 - 2025*
GW’s Integrated Development Strategy
*Shared Benefits*

• **For the Community**
  – Concentrates new University development in targeted locations in the core of the campus, *away from surrounding residential neighborhoods*
  – Provides neighborhood-serving retail services on *Square 54* and along the proposed *I Street Retail Corridor*
  – Enhances the *public environment and pedestrian experience* through landscaping and streetscape improvements
  – Includes significant *new University commitments*, including a schedule for the *transition of off-campus properties* and *limitations on the use of any additionally-acquired off-campus properties* in the Foggy Bottom/West End neighborhood

Foggy Bottom Campus Plan: 2006 - 2025
GW’s Integrated Development Strategy

Shared Benefits

• For the District
  – Establishes a framework for **predictable, planned growth** guided by **smart growth** and **transit-oriented development** principles advanced by the DC Office of Planning
  – Provides opportunities for **new business development** and **enhances the District’s tax base**
  – Maintains **architectural and historic resources** that enhance the unique character of Washington, DC through the creation of a **potential historic district** and the **landmark designation** of several additional buildings on campus
  – Sustains and promotes a **world-class university** in the District of Columbia

Foggy Bottom Campus Plan: 2006 - 2025
GW’s Integrated Development Strategy

**Shared Benefits**

- **For the University**
  - Accommodates GW’s forecasted academic and student housing space needs within the existing Campus Plan boundaries
  - Provides programmatic benefits and promotes efficient use of resources
  - Allows for the mixed-use commercial development of Square 54, providing a vibrant “town center” and a key source of non-enrollment driven revenue to support the University’s core academic mission
  - Reflects GW’s broader strategic planning initiatives aimed at creating a world-class university within the nation’s capital

Foggy Bottom Campus Plan: 2006 - 2025
Lydia W. Thomas
Vice-Chair, The George Washington University Board of Trustees
Chair, Committee on Academic Affairs
President and CEO, Mitretek Systems, Inc.

Foggy Bottom Campus Plan: 2006 - 2025
Plan for Academic Excellence

The academic vision is that GW become one of the preeminent urban research universities in the nation and the world, recognized for its excellence in selected areas that are primarily derived from existing programmatic strengths in teaching, scholarship, and externally-funded research across the disciplines. The vision derives from society’s need for continuing scientific discovery, applications of technology, and synthesis of information to create new understanding of, and solutions to, human and societal problems.

GW Strategic Plan for Academic Excellence: Sustaining Momentum, Maximizing Strength
Student Housing Requirement

GW Foggy Bottom Campus Plan
Housing of Foggy Bottom Full-Time Undergraduates on the Foggy Bottom Campus

1999 data was included in the 2000 Foggy Bottom Campus Plan. 2006 data was provided in the Condition 9 compliance report dated August 28, 2006.
Campus Plan Compliance: Key Issues

- **Existing Campus Plan conditions include**
  - Population caps on Foggy Bottom student enrollment, faculty & staff
  - Mandatory on-campus housing for freshmen and sophomores
  - Complete compliance status reports required at each further processing application
  - Biannual reporting requirement
    - Full-time Foggy Bottom undergraduate enrollment and bed count
    - Audited census of local addresses of Foggy Bottom undergraduates not living in GW housing

- **Record of consistent and continued compliance**
  - Commission has repeatedly found GW in compliance

- **Relevant existing conditions carried forward** to proposed Foggy Bottom Campus Plan: 2006 – 2025
Unresolved Issues Addressed in New Plan

- Existing **off-campus undergraduate student housing** facilities
- Expansion of **University uses in residentially-zoned areas** off-campus in Foggy Bottom/West End
- Future use of **Square 54**
- Appropriate **compliance reporting dates**
- Clear and detailed **definitions**
  - e.g., student enrollment, faculty and staff
The Planning Process

• Building upon the existing Campus Plan
  – New Plan draws upon key tenets and conditions in the existing Plan

• Factors shaping GW’s planning effort
  – Fundamental constraints of **limited space and financial resources**
  – Desire to **proactively address concerns expressed by members of the community** with respect to university growth and development
  – Opportunity presented by the **redevelopment potential of Square 54**

• Planning guidance from the DC Office of Planning
  – Worked closely with Development Review, Neighborhood Revitalization, and Historic Preservation staff throughout the two year planning process
The Planning Process

• The Community-Based Planning Process
  – Foggy Bottom Campus & Neighborhood Study
  – Urban Land Institute Advisory Services Panel
  – ANC-2A, OP & GW co-sponsored series of open community meetings (moderated by independent facilitator)

• Additional Meetings & Outreach
  – Several other meetings, briefings, brown bag lunch sessions, with various members of the GW and Foggy Bottom/West End communities
  – Continued engagement with District Agencies

• Neighborhood website: www.neighborhood.gwu.edu
The Planning Process

neighborhood.gwu.edu site traffic
August 2005 - August 2006

Foggy Bottom Campus Plan: 2006 - 2025
Proposed Conditions: Key Examples

• **Existing Campus Plan conditions carried forward**
  – No changes to the Campus Plan boundary (#3)
  – Advisory Committee (#9)
  – Maintain existing student and faculty/staff population caps, with clear and specific definitions (#10, #11)
  – Maintain undergraduate student housing requirement (#12, #13)

• **Commitments made during the Community-Based Planning Process**
  – Transition of off-campus properties currently housing undergraduate students (#14)
  – Improved reporting and compliance review (#24, #25)

• **Additional new conditions proposed by the Office of Planning in response to community concerns**
  – GW will not purchase additional residentially-zoned properties outside the Campus Plan boundaries in the Foggy Bottom/West End area for university (non-investment) use (#8)
Matthew Bell
Principal In Charge
Ehrenkrantz, Eckstut & Kuhn Architects

Foggy Bottom Campus Plan: 2006 - 2025
Foggy Bottom Campus Plan: 2006 - 2025
Campus Character: The Diversity of “Campus Streets”
I Street: Creating a Vibrant Retail Corridor

Foggy Bottom Campus Plan: 2006 - 2025
Campus Character: The Diversity of “Campus Streets”
H Street: Enhancing the Academic Heart of Campus

Foggy Bottom Campus Plan: 2006 - 2025
Campus Character: The Diversity of “Campus Streets”
G Street: Preserving Historic Character

Foggy Bottom Campus Plan: 2006 - 2025
Density concentrated in core of campus away from residential areas

Heights decreased on campus periphery

Development sites removed to retain historic resources

Height setbacks along 23rd Street

Larger development footprints to accommodate evolving academic needs

I Street Retail Corridor Concept

Foggy Bottom Campus Plan: 2006 - 2025
Building Height & Lot Coverage Guidelines

Foggy Bottom Campus Plan: 2006 - 2025
New Development
Concentrated at Campus Core
Proposed Zoning

Foggy Bottom Campus Plan: 2006 - 2025
Open Space, Streetscape & Signage

Foggy Bottom Campus Plan: 2006 - 2025
Base Layer Elements
establish and support GW identity

Enhanced Layer Elements
reinforce the presence of key GW activity

Premium Layer Elements
celebrate the character and identity of the Foggy Bottom Campus

Foggy Bottom Campus Plan: 2006 - 2025
Parking

Foggy Bottom Campus Plan: 2006 - 2025
Summary: Development Plan Achievements

• Provides **facilities necessary to meet GW’s academic mission**
• Delivers additional **on-campus student housing**
• Enhances **campus open spaces and the pedestrian experience**
• Reflects and respects the **diversity of the vibrant Foggy Bottom community**
• Preserves **historic and architectural resources** that enrich the fabric of the neighborhood and the District
Laura H. Hughes
Principal & Architectural Historian
EHT Traceries

Anne H. Adams
Architectural Historian
Pillsbury Winthrop Shaw Pittman

Foggy Bottom Campus Plan: 2006 - 2025
Historic and Architectural Resources

Foggy Bottom Campus Plan: 2006 - 2025
Transportation Study Scope

• Multi-Modal Study
• Broad Scope
  – 40 intersections
  – 23 driveways
• Six Pipeline Projects
• Additional GW Impacts
  – Potential increase in faculty/staff and students
  – Former GW Hospital Site (Square 54)
  – School without Walls (Square 80)
GW Trip Generation

Foggy Bottom Campus Plan: 2006 - 2025
Travel Demand Management

• Proposed TDM Measures:
  – Public Transportation
  – Pedestrian and Bicycle Programs
  – Parking Management
  – Truck Management Program
  – Special Event Management
PUD Benefits & Amenities

- Accommodating the University’s **forecasted academic and student housing space requirements within the existing Campus Plan boundaries**, concentrated in the core of campus away from existing residential neighborhoods.
- Increased **retail services** through the creation of the **I Street retail corridor**, along with other retail throughout campus as an accessory use.
- **Increased tax revenues** to the District through conversion of Square 54 from non-profit to commercial use.
- A comprehensive **Historic Preservation Plan**, including a potential historic district and additional landmark designations.
- Commitment to **transition the use of various off-campus facilities** currently used for undergraduate student housing.
- Commitment **not to purchase additional residentially-zoned properties** outside of the Campus Plan boundaries in the Foggy Bottom/West End neighborhoods for other than investment uses.
- **Streetscape Plan** that provides design framework and planning guidelines for future streetscape improvements.
- Improved **mechanisms for Campus Plan compliance**.

**Foggy Bottom Campus Plan: 2006 - 2025**
The Foggy Bottom Campus Plan: 2006 – 2025 & First-Stage PUD

Zoning Commission Cases 06-11 and 06-12

September 14, 2006