ARCHITECTURE OF COMPROMISE:
A HISTORY AND ANALYSIS
OF FACADISM IN WASHINGTON, D.C.

Kerensa Sanford Wood

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KERENSA SANFORD WOOD

GRADUATE SCHOOL OF ARCHITECTURE, PLANNING AND PRESERVATION
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ABSTRACT

The concern for the protection of a society's architectural and cultural heritage has long been a discussion among historians, architects, and state leaders; later, planners, preservationists, local neighborhood organizations, and municipal officials. The crux of these concerns is how to preserve the architectural and cultural legacy of a place while modernizing and accommodating growth. Most often, a building is preserved or a building is demolished. However, in some cases, there is a middle ground in which an attempt to satisfy the demands of all stakeholders is made. The physical manifestation of this is what preservationists call "facadism"—the action by which the façade or facades of a building are retained and preserved while the rest of the building is demolished in order to construct a new, often larger building behind the retained facade.

Facadism is inarguably a compromise between preservationists who seek to preserve the building in its entirety for future generations and developers who seek to maximize the rate of return on investment by maximizing rentable space and providing modern amenities to increase asking rents. The discussion becomes one of economics versus significance. When these discussions end in facadism, it results in the significant loss of integrity and context of a historic building. Many cities and towns have enacted historic preservation ordinances to protect historic resources against development pressures. If there are strong ordinances in place to protect local landmarks, why have historic and eligible landmarks faced, and continue to face, facadism?

Using Washington, D.C. as a case study, this thesis is an exploration into the history of compromise between developer and preservationist in urban development that resulted in facadism. Drawing from lawsuits, projects, policies, and regulations, this thesis analyzes and explains the conditions under which this phenomenon emerged in DC. Further, the thesis provides a new typology and vocabulary that redefines the discussion of facadism and interventions into historic structures, as well as a new point-system method by which to assess the successes and failures of these projects. These new tools can be applied and used in other cities to assess the successes and failures of compromised architecture and expand the dialogue on how to best balance the goals of preservation and development in the future.

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KSW

INTRODUCTION

The concern for the protection of a society's architectural and cultural heritage has long been a discussion among historians, architects, and state leaders; later, planners, preservationists, local neighborhood organizations, and municipal officials. The crux of these concerns is how to preserve the architectural and cultural legacy of a place while modernizing and accommodating growth. A series of decisions and compromises made by stakeholders who sought to balance these conflicting imperatives can be traced in every city through its existing built environment. Sometimes this balancing act results in the preservation of a building or a neighborhood in its entirety; in other cases, its demolition. Most often, a building is preserved or a building is demolished.

However, in some cases, there is a middle ground in which an attempt to satisfy the demands of all stakeholders is made. The physical manifestation of this is an admittedly charged term, what preservationists call "facadism"—the action by which the façade or facades of a building are retained and preserved while the rest of the building is demolished in order to construct a new, often larger building behind the retained facade.

Facadism is inarguably a compromise between preservationists who seek to preserve the building in its entirety for future generations and developers who seek to maximize the rate of return on investment by maximizing rentable space and providing modern amenities to increase asking rents. Developers are sometimes interested in maintaining some historic elements of a resource in order to create a unique, more marketable, and attractive project. In many instances, it costs less to demolish the interior and integrate the historic facade into new construction than it is to preserve an entire building. The discussion becomes one of economics versus significance. When these discussions end in facadism, it results in the significant loss of integrity and context of a historic building. This is not preservation as outlined in international charters on conservation, federal preservation standards, nor within local ordinances.[1] Instead it is, in most cases, an empty gesture towards preserving the history of a building, street, or neighborhood, while irreversibly removing the

1 *Facadism is often associated with relocation and decontextualism as well. In some cases, facades are dismantled after the rest of its building has been demolished and then relocated to a different site in order to incorporate it into new development. This conflicts with various international charters, including the Venice Charter, which states in article 7 that "a monument is inseparable from the history to which it bears witness and from the setting in which it occurs. The moving of all or part of a monument cannot be allowed except where the safeguarding of that monument demands it or where it is justified by national or international interest of paramount importance." In the United States, the Secretary of the Interior Standards, which were developed to "provide philosophical consistency" in preservation, rehabilitation, restoration, and reconstruction projects in the United States, do not accept facadism into any of these categories. While the application of the Secretary of the Interior Standards are requisite for Historic Tax Credit projects and a number of National Park Service projects, they are nevertheless an industry standard by which to evaluate preservation, rehabilitation, restoration, and reconstruction projects. Again, facadism does not pass the threshold of what constitutes preservation by the Secretary of the Interior Standards.*

structure and interior of a historic building and relegating it to street decoration.

Yet, facadism is found internationally. Some cities encourage these types of projects through policy, as is the case in Sydney, Brisbane, and Toronto; while other cities try to prevent it (Melbourne is an example). Still, there are other cities with strong preservation ordinances and policies that have witnessed this type of compromise, some with great frequency; others, as an aberration to the rule. In almost every case, the facade retention and incorporation is a result of negotiation, a result of balancing the goals of preservation and development.

This thesis will examine the relationship and tension that has existed, and continues to exist, between historic preservationists and developers. This is a delicate relationship to balance—if the scale tips too far one way, it can result in a loss to a city's historic fabric; the other way could result in a loss of investment. Many cities and towns have enacted historic preservation ordinances to protect historic resources against development pressures. If there are strong ordinances in place to protect local landmarks, why have historic and eligible landmarks faced, and continue to face, facade preservation?

Although an international phenomenon, the discussion on facadism has largely been relegated to a few sentences or paragraphs in texts on preservation theory, preservation history, urbanism, and contemporary architecture; or, in local newspaper articles written by architectural critics and both disturbed and enamored residents. By and large, the "paragraph" tells the same story: facadism is a type of compromise between preservationists and developers. Some say it is inevitable. Some say it is never inevitable.

However, these "paragraphs" are often reductive. While acknowledging a number of conditions that cause this type of intervention into the historic fabric of cities, most commentators stick to the party line: this is not preservation but an inevitable part of growth; or, this is good urban design, so we should champion it as that.

Facadism is not simply bad preservation or good urban design. It is a reflection of a city's values, history, and development; ultimately, its transformation. This thesis seeks to move away from opinions and notions that facadism is "bad" preservation and instead look at its evolution and relation to the politics and tensions between preservation, development, and government. In order to demonstrate how facadism embodies these larger issues and to provide a nuanced view into the phenomenon, this thesis will examine the evolution and use of facadism in Washington, D.C. Washington was selected as the case study city because of the breadth and diversity of these projects found along its historic streets.

PART I

- BACKGROUND
- LITERATURE REVIEW
- RESEARCH DESIGN
- FACADISM TYPOLOGY

PART ONE

BACKGROUND

The background will briefly describe and trace the emergence of preservation in DC and the United States during postwar urban renewal and development.

Postwar redevelopment and preservation in the United States

Urban redevelopment in the postwar United States was synonymous with the demolition of the built environment under the guise of slum clearance and modernization of buildings and infrastructure. The demolition of historic buildings and resources was considered progress in the face of "blight" and outdated facilities. A number of the country's oldest neighborhoods were razed and replaced with modern apartment and office buildings, leaving existing residents displaced and priced out of their neighborhood. These efforts were achieved using public funds available under Title I of the Housing Act of 1949.[1] This type of action was exemplified in the Southwest quadrant of Washington D.C., when a whole community and historic structures were cleared under the justification of blight in the 1950s.

Preservation of historic buildings in downtowns has been a struggle in many cities nationwide. After years of disinvestment and depopulation, local, state, and federal policies were created to direct investment and development and revitalization efforts into the downtown. Thus, the deteriorated historic commercial buildings that once were the economic backbone of the city, were now at odds with new projects that featured new amenities and built out to the zoning envelope, thus maximizing profits for developers and property owners. Revitalization efforts took various forms: from clearance to streetscape improvements to the creation of new public plazas to affordable housing. In some cities, preservation was a large part of revitalization efforts, and in others, it was in direct odds. And still in others, city officials, residents, and developers settled on approaches to redevelopment that fell somewhere between preservation and development and would linger for decades.

There were early attempts to preserve the historic fabric of cities in the face of large-scale development. Two examples include Baltimore's Charles Center, which was built incorporating five existing buildings in the 1950s, and Philadelphia's Society Hill, which restored a series of 18th century rowhouses in the 1960s.[2] During this time, the field of historic preservation emerged as a

1 McGovern, Stephen J. The Politics of Downtown Development: Dynamic Political Cultures in San Francisco and Washington, D.C. Lexington: University Press of Kentucky. 1998.

2 Bloom, Nicholas Dagen. Merchant of Illusion: James Rouse, America's Salesman of the Businessman's Utopia. Columbus: Ohio State University Press. 2004.

reaction against the postwar approach to redevelopment. In 1966, the National Historic Preservation Act (NHPA) was passed by the federal government that established the Advisory Council on Historic Preservation, the National Register of Historic Places, the National Historic Landmarks list, the State Historic Preservation Offices, and the Section 106 process, which provides protection for historic resources threatened with alteration or demolition by government projects. Concurrently, the development of local historic preservation ordinances in cities and towns nationwide provided additional protection against demolition and radical changes to the built environment.

Large-scale federal redevelopment projects were phased out in the 1960s, and instead, federal monies were diverted to city governments through the CDBG (1974) and UDAG (1977) programs. This gave the city more control over the details of its revitalization. Redevelopment projects soon were predominantly financed by public-private partnerships between municipal governments and developers as less money was coming from the federal government. Another significant step for preservation occurred in 1976 with the Tax Reform Act, which provided tax credits for the rehabilitation, not demolition, of income-producing historic properties. States and local governments followed suit: preservation tax credits and ordinances were created to enhance and supplement federal activity in the 1970s and 1980s.[3] Many cities nationwide took advantage of these tax credits, evident in the full preservation of thousands of historic landmarks.

A number of these revitalization projects focused on the adaptive reuse of existing buildings in order to create unique spaces to attract visitors. Early examples include South Street Seaport in New York City and Faneuil Hall Marketplace in Boston. Known as "festival marketplaces," these types of projects had a great impact on cities throughout the country and this type of redevelopment dominated downtown revitalization projects in the 1970s and 1980s. The concept and cultivation of a 'sense of place' was a reaction to what many critics called the "de-territorilization and placelessness" of modern architecture and urbanism, which were a, "break from the past and the site."[4] In the 1990s, there was (and continues to be) a sustained emphasis placed on maintaining or creating a sense of place in order to provide rich, dynamic places to live, work, and visit.

Postwar redevelopment and preservation in DC

The history of postwar redevelopment and preservation in Washington, D.C. parallels the history recounted here to an extent. The negative effects of complete clearance of large swaths of the city's historic structures lingered in Washington; this type of renewal was not going to happen again. When a quasi-public corporation was organized through a Congressional mandate to revital-

3 Hurley, Andrew. Beyond Preservation: Using Public History to Revitalize Inner Cities. Temple University Press, Philadelphia. 2010.

4 Ellin, Nan. Postmodern Urbanism. New York: Princeton Architectural Press. 1999. pgs 1, 158.

ize the historic downtown, there were early discussions to preserve the character of the historic downtown, unlike the fate of the Southwest. Further, a section of the historic downtown along Pennsylvania Avenue was listed as one of the first National Historic Sites in 1966. And, as in other cities, D.C. established its local preservation law in 1978, after a number of significant preservation battles had been fought (e.g., The Old Post Office and Willard Hotel).[5] As the nation's capital, Washington has had a unique relationship with the federal government. Federal policy and money guided much of the postwar redevelopment of the historic downtown. Further, additional tax credits at the state and local level were unavailable to developers. Nevertheless, wide-scale preservation efforts in DC have been undertaken. However, what has often resulted is not the aforementioned full-scale adaptive reuse projects; but instead, the preservation of façades incorporated into larger structures. The first of these projects occurred in 1978. As Washington Post journalist Christopher Hilzenrath wrote, "such compromises between developers and preservationists [had] become commonplace" by 1988.[6]

LITERATURE REVIEW

There are few texts dedicated to the history and analysis of facadism. A thorough literature review was conducted on the theory, typology, and history of facadism. The three major texts on facadism were written by European conservators, architects, preservationists, and theorists. They include: Facadism by Jonathan Richard (1994), The Construction of New Buildings Behind Historic Facades by David Highfield (1991), and conference proceedings from the ICOMOS conference on Facadisme et Identite Urbaine (1999). British conservator John Earl's text Building Conservation Philosophy (2003) was also consulted. The European notion of preservation and heritage differs from that in the United States, as do histories and policies. Nonetheless, the following literature review provides a platform from which the parameters of what constitutes facadism can be defined; a list of motivations can be compiled; and series of themes and issues can be extracted.

The following texts by US preservationists were also reviewed: The Future of the Past by Steven W. Semes (2009), "Report on the State of Preservation in Washington, D.C." by Donovan Rypkema (2003). The discussion on facadism in American texts is predominantly relegated to a paragraph in texts on preservation theory and history. Lastly, in order to develop a snapshot into the history of the phenomenon, a number of articles from publications nationwide were reviewed.

5 Gutheim, Frederick and Antoinette J. Lee. Worthy of a Nation. Baltimore: Johns Hopkins Press. 2006.

6 Hilzenrath, David. "Mixing the Old With the New; Debate Rages Over Preserving Old Buildings as Facades" *The Washington Post,* 13 Aug 1988: e01.

Facadism, terminology

In opening a conference on the subject of facadism and urban identity, Jean-Louis Luxen (ICOMOS Secretary General in 1999) said that facadism is a difficult subject to broach as, "there seems to be no consensus between us on the subject, [thus] how can we reach a clear viewpoint when we have to confront the most varied situations and consider each particular case within its context."[7] Facadism is defined in myriad ways by architects, architectural historians, preservationists, public historians, and the public. The analysis of its evolution, desirability, necessity, and impacts are largely opinion, with few to no objective studies.

British scholar Jonathan Richard literally "wrote the book" on facadism. His Facadism tracks the history of the phenomenon in a number of small to mid-size cities in England. In the introduction, Richard states that there is no universal definition of facadism, and further, there is not even a universal term for the typology that it encompasses. He says that some architects argue that facadism occurs when an emphasis is placed on the design of the façade, whereas façade retention is the preserved façade with new constructed behind. He concludes that both are facadism.[8]

Richard includes the following activities in his study of facadism: preservation of facades of historic buildings; construction of new buildings behind historic buildings; the reconstruction of demolished/destroyed historic buildings; and the imitation of generic historic facades.

David Highfield, who has conducted and written at length about the phenomenon in England from a technical perspective, calls this type of project, "façade retention" not "facadism." In his book, he lists a "scale of [seven] redevelopment options," which begins at full retention of the existing structure and ends with demolition and replacement. He considers three of the seven options a façade retention. His "facadism" typologies are as follows: retention of all facades and demolition of an interior; retention of two facades and demolition of the interior; and the retention of one façade.[9]

John Earl dedicates five pages in his text on conservation theory to what he calls "skin-deep preservation." He does not define this term, but instead describes a number of types: in one instance of skin-deep preservation, one-tenth of a building is preserved in front of a modern addition and becomes a "souvenir"; in other instance, the front room of a historic building is preserved; and in yet another, the entire building is preserved and incorporated into a larger structure, "its fate being inextricably tied to that of a larger alien…structure."[10] He is the only author to discuss the retention of more than just the façade.

7 Facadisme et Identite Urbaine. International Conference. Paris 2001. pg 158.

8 Richards, Jonathan. Facadism. New York: Routledge, 1994. pg 7.

9 Highfield, David. The Construction of New Buildings Behind Historic Facades. Taylor & Francis, 1991. Chapter 1.

10 Earl, John. Building Conservation Philosophy. Donhead Publishing, 2003. pg 88.

The text Facadisme et Identite Urbaine (2001) is a collection of essays on facadism in Europe written by scholars who presented at colloquium in Paris held by ICOMOS. The thirty-six essays provide a glimpse into the various types of interventions defined almost uniquely by each author. In the introduction, however, the editor (Francois Barre, Director of the French Department of Architecture and Heritage) defines facadism as, essentially, the preservation of only the façade, and the destruction of the interior in order to provide modern space. Barre, in a similar fashion to Richard, includes the following types of intervention as facadism: the preservation of the original façade, two, a faithful reconstruction, and three, the dismantling and reconstruction of a façade elsewhere from its original location.[11] Barre adds the specification of moving a façade as facadism.

Causes

Barre asks, what are the causes of facadism and is it unavoidable? He states that there were and are a number of general motivations: cultural (the value of the time), economic (development pressures), legislative (preservation laws and zoning), and technical (functionality). Richard identifies a number of more nuanced reasons for facadism: retention of streetscape; functional obsolescence; and downtown revitalization.[12] Highfield identifies a number of reasons why facadism is chosen as a preservation approach. While he lists policies in England that do not pertain to the US, the following motivations do apply: demand for prestigious buildings with modern amenities; need for additional space by increasing additional floors; to preserve the historic value of the façade and/or streetscape; when the interior is dilapidated; when interior has been unrecognizably altered; in order to comply with building and fire codes; nonfunctional configuration of current internal layout; and in general, the economic viability.[13]

Compromise

Highfield writes about what he calls the 'realist's view' and the 'purist's view' on facadism. Purists believe, he says, that, "if a building is worth retaining, it should be retained in its entirety, and that using parts of a shell to conceal new accommodation is an extremely false solution," while realists argue that it is a, "compromise [that] is necessary…some destruction and loss is inevitable if the needs of both the developer and the conservationist are to be satisfied."[14] Highfield says that in

11 Facadisme et Identite Urbaine. pg 18.

12 Ibid., p.16-22.

13 Highfield, David. The Construction of New Buildings Behind Historic Facades. Chapter 2.

14 Ibid., Chapter 3.

most cases, while conservationists will most often advocate for the preservation of the whole building, that they understand that façade retention may be a more "practicable and realistic solution."

Earl asks in his text if façade preservation is ever acceptable, and answers that, "we should never say never" and cites examples of where the meticulous preservation of the elevation of a building was better than losing it altogether.[15] He echoes similar sentiments that façade preservation is not preservation, but instead the "continuity in the townscape."[16]

Jean-Louis Luxen raises a poignant paradox: preserving the interior of a building is important in telling the history of a building; however, emphasis has been continually placed on the exterior, and the context of a building in a greater urban space.[17] Barre echoes his concerns: "we condemn facadism but only have laws that protect exterior." He quickly asks, should we protect all interiors? No, is the answer, in general. He says, though "in either case, construction or conservation, the worst solution would be a reduction of architecture to the facades alone; to an existent that would consist of mere appearance, pubic space that becomes public image."[18]

US Texts

Although there has not been a text produced on facadism in the United States, the issue has been discussed through a variety of means. Roberta Gratz wrote in her book Cities Back from the Edge, "…preservation has to be about more than bricks and mortar. Otherwise old buildings become only a façade, a costume, a cover-up for the erosion of citiness and historical continuity and a cover-up for the sameness engulfing the city and countryside alike."[19] While Gratz does not explicitly use the term "facadism" or "facedomy" or "facade preservation" she is observing a trend that compromises the historic integrity of cities.

Preservation economist Donovan Rypkema has written extensively about facadism, predominantly in the DC area. He writes in his "2003 Report on Preservation in DC" that "false history" is one of the major preservation issues in DC. He says façade projects (he uses the term "facadomy") are projects in which the historic façade of a building (in some cases just four inches of brick) is preserved in front of new construction, or, "Halloween preservation…keeping the mask and throwing away the building.[20] He says that motivations for preserving the façade are to achieve a "sense of

15 Earl, John. Building Conservation Philosophy. pg 88.

16 Ibid., pg. 89.

17 Facadisme et Identite Urbaine. pg 18.

18 Ibid., pg. 266.

19 Gratz, Roberta B. Cities Back from the Edge: New Life for Downtown. NY: John Wiley, 2000.

20 Rypkema, Donovan D. Planning for the Future, Using the Past: The Role of Historic Preservation in Building Tomorrow's Washington, DC. September 2003.

place" that "can rarely be created over night." He admits that if "properly done" that a façade project can reinforce the urban form, the historic streetscape, and that even, it could be utilized "under the most limited of circumstances should be used as an urban design tool." However, he makes blatantly clear that this is not a form of preservation, but a "Disneyesque imitation of historic preservation – historic preservation as movie set."[21]

In the book *The Future of the Past* (2009), which focuses on how historic resources are manipulated, Steven Semes discusses facadism on one page of his 200+ page book. He says that there was a wave of "demolition of the interiors of protected buildings, leaving only their facades and incorporating them into new, larger, and more economically profitable buildings."[22] He calls these instances "travesties" that reduce the façade of historic buildings to "ornamental frontispieces, masks, or bases to massive new structures completely different in composition, materials, style, and scale."[23] While he understands that facadism might be a necessary compromise in some situations, it is ultimately, "a betrayal of the fundamental aims of the preservation movement."[24] He makes an interesting and worthy point that needs to be considered, and dealt with, within the fundamental theory of preservation: he says that facadism is a symbol of the "narrow focus" that preservationists take in regards to the historic structure…that a premium is placed on the material fabric, with a "disregard of a building's formal design, structural integrity, use, interior space, or urban context."[25] He, unlike the European academics, concludes his brief discussion by saying that in some cases, "preservationists must recognize that the meaningful life of a designated building has passed and open up the site for reasonable new development. But by insisting on the routine retention of historic facades in visually lobotizmied form, preservationists have served the interest of neither historic buildings nor quality new ones. This is not preservation, but a crude form of architectural taxidermy."[26]

While there are varying definitions of the term, and varying names for the concept, the salient idea is in a façade project, the facade of the building no longer has an architectural, functional, and historical relationship with the rest of the building. This begs the question: what is a building, and what gives it is significance? Why is it deemed acceptable to preserve part of a building in one case, and the whole building in another? This type of inconsistency weakens the legitimacy of the historic preservation ordinance, and the historic preservation efforts of a city.

21 Ibid.

22 Semes, Steven W. The Future of the Past: A Conservation Ethic for Architecture, Urbanism, and Historic Preservation. NY: W.W. Norton. 2009. pg 238.

23 Ibid.

24 Ibid.

25 Ibid.

26 Ibid., pg. 239.

Numerous articles and books cite the earliest examples of facadism in ancient Rome recorded by Plutarch through Alberti's Sant'Andrea (1400s) in Rome.[27] These are not examples of the tension between developers, preservationists, and government. Instead, the following is a brief timeline of modern facadism in Europe and the United States.

Modern facadism in Europe emerged out of a series of conditions: destruction of the built environment during World War II, development pressures in built-up areas protected by heritage legislation, and tourism development. Early proliferation of this project typology is seen in Germany, France, Belgium, and Great Britain. In Facadisme et Identite Urbaine, Barre breaks down the waves of facadism in Europe. In the 17th and 18th centuries, facadism was employed to beautify cities; postwar, it was used to preserve what little historic material remained during rebuilding efforts; and in response to speculative development pressures later in the 20th century.[28]

British author John Pendlebury attributes facadism to the promotion of mid-century down-town redevelopment that resulted in the demolition of swaths of the existing built environment. He writes that this had stopped in the 1980s with the emergence of an urgent need to preserve what remained after these government-driven efforts. The preservation movement was riddled with conflict: government embraced market principles that would lead to the demolition of buildings so that the sites could be reconfigured for their highest and best use. However, the government also established preservation policies that were in direct conflict with the market. Facadism was a result of this contradiction. Neither the developers, preservationists, nor government officials were content with this compromise.[29]

While there are several facadism projects in the country that predate the 1980s, this is when facadism picks up pace in the United States. The US was not at the whims of Hausmann's urbanism, nor did it have to rebuild its cities after World War II. What it does have in common with the waves of facadism in Europe, though, is the hot real estate market in the 1980s.

In a 1985 The Washington Post article, architectural critic Benjamin Forgey described preservation and development in Washington, D.C. He called facadism the "city's second-favorite architectural game, Save a Façade," and stated that architects, developers, and preservationists disliked this type of compromise. Forgey used terms such as "theatrical" and "billboard" to the past. More importantly, he highlighted the crux of the issue: although this particular historic property

27 Schumacher, Thomas L. "Facadism" Returns, or the Advent of the "Duck-orated Shed" *Journal of Architectural Education,* 2010 Vol. 10. pg 128.

28 Facadisme et Identite Urbaine. pg 18.

29 Pendlebury, John. "Urban conservation and the shaping of the English city" *The Town Planning Review,* 2011 Vol. 82. pg 361.

was indeed historic, it did not receive landmark status until after the site was acquired for redevelopment. There was no funding to preserve the property, so, the only alternatives were demolition or preserving the façade. The architect working on the project said that preservation was "impossible" because of the high density zoning envelope.[30]

Forgey's article highlighted the different approaches that architects take to this type of project. Some architects have preserved parts of the building and have built additions and/or reconstructions in the exact style of the original, while others use a more contrasting approach so as to highlight the differences between the old and the new. Already, in the mid-1980s, journalists were asking: "How many building-billboards do we want?"[31] A few years later, Forgery reflected on facadism in another article in The Washington Post. He said that it was "born of necessity" in the 1970s as the zoning in downtown allowed for much larger buildings than existed there at the time. He changed his opinion on the typology, saying that there a number of examples in DC that benefit the architecture of the city, calling them "wonderful deception[s]" as architects, developers, and preservationists have "become better at it."[32]

New York architectural critic Paul Goldberger discussed the emerging phenomenon in the 1980s as it began to appear, briefly, in New York City in his article "'Facadism' on the Rise: Preservation or Illusion" in *The New York Times*.[33] Goldberger described facadism in Washington, DC as serving, "as a frequent means of detente between preservationists and developers." He agrees that facadism may be a quick and easy solution to the problem of preserving a historic property in a neighborhood zoned for a higher and best use, for example. However, "to save only the facade of a building is not to save its essence; it is to turn the building into a stage set, into a cute toy intended to make a skyscraper more palatable. And the street becomes a kind of Disneyland of false fronts." Goldberger described a situation in which developers who had purchased a historic building had planned to demolish it to build a skyscraper. The city objected to this and designated the building a landmark. The architect working with the developer created a solution: maintain the façade and build a skyscraper at the rear. The Landmarks Preservation Commission approved the design in order to "appear flexible." However, preservation groups declared that this was a breach of the spirit of the landmarks law. Goldberger said that, ultimately, these historic structures are buildings, not "sentimental objects" and, "to turn an older building of distinction into a fancy front door for a new tower is to respect neither the integrity of the new or that of the old, but to render

30 Forgey, Benjamin. "The State of the Capital" The Washington Post. 29 Aug 1987.

31 Forgey, Benjamin. "Our Town, Revisited; For the Architects' Convention, a Look Back to 1974" *The Washington Post*. 18 May 1991: G.01.

32 Forgey, Benjamin. "History's Fabulous Face Lift; Cast-Iron Facade Welcomes Visitors To Bygone Baltimore" *The Washington Post*. 10 Aug 1996: C.01.

33 Goldberger, Paul. "'Facadism' on the Rise: Preservation or Illusion?" *The New York Times*. 15 July 1985.

both buildings, in a sense, ridiculous."

Christopher Swope, editor of Governing, discussed the emergence of facadism in Philadelphia in the 1970s.[34] These projects were controversial and he has found that, "usual politics of development and historic preservation [were] turned on their head." In these cases, developers have argued for preserving the façade, while preservationists disapproved of the compromise, "afraid of setting many precedents with these hybrids." In some cases, preservationists argued for demolition in the face of the facadism alternative. There has been a resurgence of facadism in Philadelphia as demand for housing increases in Center City.[35] Swope has witnessed the controversial nature of these projects even within the preservation community: some see it as a "suitable compromise between growth and preservation" while others disagree. Mary Oehrlein, a preservation architect in DC, states that this type of project is "sometimes the only way to balance the developer's right to build a large amount of usable space with the desire to keep old appearance at street level."[36] It is clear that even after over three decades of this type of project, even professionals within the field do not have a clear answer as embrace or advocate against facadism.

Facadism in DC

While the majority of the literature review focused on what has been formally written, the next section will draw from the interviews conducted with preservation, developers, and architects in DC to develop a more localized, contextual definition.

As Marilyn Goldstein, a Washington-based journalist, wrote in 1985, "what you call it depends on what you think of it."[37] DC preservationists, architects, journalists, critics, and others have a slew of names that they use to describe this type of project. These include: sidewalk preservation, infill preservation, facadectomy, streetscape preservation, Disney preservation, and Halloween preservation. Be it as it may, facadism is a commonly accepted umbrella term for all of these other terms. While it may be loaded with a negative connotation, it nevertheless invokes the idea that an emphasis is placed on the preservation of the façade, with little to no regard for the original interior. The following is a brief look into how local architects, preservationists, and developers view facadism in DC

Architects, especially those who have worked on facade projects, are generally neutral. David M. Schwarz, Washington architect who has been involved with several facadism projects, argued in 1985 that as a concept, facadism is "neither good nor bad by nature . . . Whether it is

34 Swope, Christopher. "Nightmare on Pine St.? Melding historic facades with modern buildings can yield odd results," *Governing,* 2005 Vol. 17 (8).

35 Swope refers to the York Row and St. James project, 2003.

36 Swope, Christopher. "Nightmare on Pine St.?"

37 Goldstein, Marilyn. "Some Call it Facadism" *Newsday*, 16 Nov 1985: 03.

good or bad depends on what you do about the massing of the existing structure when you add your new building to it."[38] He thought they can be done well, so long as the scale and styles are compatible. In an interview, Craig Williams, current principal at Schwarz's firm David M. Schwarz Architects, echoed the same position, stating that with appropriate massing "streetscape preservation" could be achieved. Williams also clarified that each facadism project is different, with different goals. In one, the goal was to preserve the streetscape, but in another in which the firm was involved, the goal was to "reuse parts of façade" and incorporate them into a new building.[39]

Historians accept the necessity for change, but are cautious: Historian Russell Wright, Northeast agreed with Schwarz in that "anything can have good and bad points," but in the case of facadism, "there is a rule that makes me come down on the side of not doing it. When you're dealing with a historic building, you don't do something that can't be undone." And facadism by definition cannot be undone; once the building behind the facade is gone, it is gone.[40] Washington native and historian John DeFerrari said during an interview, "everyone thinks it's a horrible thing, but it's a compromise," and that, "it's more good than bad…[if] the only option is to demolish, you lose a lot more." DeFerrari does admit that it, "gives developers a way out," and that it is healthy to be skeptical.[41]

Local architecture critic Ben Forgey has spent a career writing about these projects, and in the end, he says, "facadism, as it is often called, gets a bad rap from all directions. Nobody—not preservationists, not developers, not architects—really likes half the cookies when the whole jar might be had. Nonetheless, façade preservation is a solid contribution to the limited list of design alternatives in a tightly packed city such as Washington."[42]

It has not been just preservationists and architectural critics that have found facadism to be foul play. Developer Arthur Cotton Moore, who worked extensively in Washington, called facadism, "….arguably the ugliest human-made environment in history[:] the majority of the world's less-than-landmark buildings are neglected and therefore routinely altered by absurd remodelings…creating stupendous visual chaos and suggesting underlying societal issues, some dark, but most merely poignant." He called facadism and the "new-old" an "embarrassing phenomenal commercial success of false, historically themed, replicated, or simulated environments which challenge the core of preservation."[43] Paul Millstein, Vice President of Douglas Development in DC says, though,

38 Ibid.

39 Interview with Craig Williams. January 2012.

40 Goldstein, Marilyn. "Some Call It Facadism."

41 Interview with John DeFerrari. January 2012.

42 Forgey, Benjamin. "Facadism Up Front: Preserving the Best, Inside and Out" *The Washington Post*. Mar 16, 1986: B1.

43 Moore, Arthur Cotton. The Powers of Preservation. New York: McGraw Hill, 1998. pg xi.

that maintaining a building's outer historic characteristics is a key component to a project's success at attracting tenants. "It adds a lot of character," he said. "Then it's not just a square vanilla box."[44]

RESEARCH DESIGN

Washington, D.C. was selected as a case study for this research due to the vast number of facadism examples in the last four decades. There has not been a serious compilation and analysis of the 'universe' of facadism in Washington to present day (this is the case in other US cities as well). Further, by studying the phenomenon of facadism in one city, a rigorous look into the various factors and conditions that lead to this type of action could be successfully conducted.

Jonathan Richard wrote when devising his research methodology, that facadism is not a direct result of policy; but rather a result of negotiation and compromise and social and economic conditions.[45] I am approaching my research design in a similar manner. It became clear that tracking changes in policy and law was not the solution to understanding the nuances of the history and causes of facadism. Thus, I developed a dataset and ranking system in which to analyze these projects in another way. From studying patterns in the datatset I developed phases of facadism in DC and drew out issues and problems that are associated with facadism.

Rationale, research question

Using Washington, D.C. as a case study, this thesis is an exploration into the history of compromise between developer and preservationist in urban development that resulted in facadism. Balancing the goals of preservation in development projects is essential for the stewardship of the urban built environment. Through the lens of facadism, this thesis explores the history and the current conditions of this balancing act in Washington. I tell the story of and explain the conditions under which this phenomenon in DC emerged, drawing from lawsuits, projects, policies, and regulations. I address the following questions:

- What compromises, visible through facadism, were made between city officials, developers, and advocates before a city landmarks law and a preservation field were formally developed?
- What compromises were made at the advent of the law, before the maturation of the preservation field?

44 Interview with Paul Millstein. March 2012.

45 Richards, Jonathan. Facadism.

- How have the projects evolved?
- How has the reception of facadism changed?
- What impact has facadism had on the city's built environment and its preservation movement, and policies and plans?
- What does the future of facadism seem to be in Washington?

Using a number of indicators, the thesis explores these questions in more depth by examining and tracking the following:

- Change in preservation law through code and case law
- Change in city policies that respond to and/or influence facadism
- Change in the quantity of facadism projects over time
- Change in how the historic structure is incorporated in a facadism project (as tracked through material, rhythm, massing, scale, amount of material retained)

Research design and methodology

The following datasets were needed to address the above questions: a complete database of all façade projects in Washington, DC and a chronology of preservation and urban design policies and policy changes that occurred at the local and federal level. In order to categorize, track, and qualify these projects, a façade project typology/vocabulary was needed. Sources from the literature review and personal observation were used to develop a typology that will be explicated in the following section.

1. Interviews

Interviews were conducted between January 20, 2012 and March 10, 2012 with preservationists, historians, economists, developers, and architects who have worked and/or are working in Washington, DC. Key persons were selected for the following reasons: had experience working on review board; had experience working as preservation staff; had experience working as the DC State Historic Preservation Officer (SHPO); had experience advocating against façade projects; had experience working with developers in compromise; had experience as developer working on façade projects; experience working in preservation field in DC since the 1980s; had experience as architect working on façade projects; experience working in DC through the 1980s. In order to guarantee the safety of the subjects, the proposal and surveys went through the IRB approval. The

research proposal was submitted on December 11, 2011 and was approved on January 4, 2012. A list of interviews is in Appendix A.

2. Facadism Database

Subject Identification

To compile the database of all facadism projects [Appendix B], the following actions were taken. First, all Historic Preservation Office Annual Reports (1979 to 2009) were reviewed for demolition or alteration permit applications. Next, all Mayor's Agent rulings on projects that proposed demolition or alterations were reviewed. (The role of the Mayor's Agent is discussed on page 27.) Finally, all lawsuits brought against the Mayor's Agent, Historic Preservation Review Board, or Historic Preservation Office regarding demolition or alteration permits were reviewed. These documents were made available through Georgetown Law Historic Preservation portal.[46]

Next, two site visits to Washington were conducted in January and February 2012. Rigorous on-the-ground surveys were undertaken in the historic downtown, Foggy Bottom, George Washington University, Dupont Circle, and Columbia Heights. The site visits were supplemented with the use Google streetview to confirm facadism projects found on the ground. Interviews with professionals in the field also revealed additional subjects.

A thorough review of newspaper articles from The Washington Post, The Washington Business Journal, and City Magazine from the 1960s through the present day as performed, searching for "facadism", "facadomy", "facdectomy", "façade", and "demolition." Local real estate, history, and planning blogs on Washington, DC were also reviewed. These include City Mud, GreaterGreater Washington, Ghosts of Washington, and Streets of Washington. Finally, historic photographs from the Library of Congress were consulted.

Collecting Facadism Data

A master facadism database was created in an Excel spreadsheet and used to acquire data on each projects. For each facadism project (40 completed projects were identified), the following data was acquired and entered: facadism typology, year constructed, historic architect, type of designation (individual, historic district, National Register, or National Historic Site), year designated (indicating if it was before or after the facadism), current zoning, applicable overlay, if the facadism was required, if an incentive was provided for the facadism, if a preservation bonus was provided, size of project (individual or block), facadism architect and developer, year proposed, year

46 "Historic Preservation Law in the District of Columbia." http://www.ll.georgetown.edu/histpres/dc_hp_law.cfm.

approved, year delivered, review body, any lawsuits associated with the project, the HPRB ruling, the Mayor's Agent's ruling, a visual assessment of the project, how the project was received (as captured through documented public hearings and historic newspaper articles), and how the project is viewed today (as available through interviews and contemporary texts).

A visual assessment was conducted for each facadism entry. The total visual assessment includes relevant historic photographs, present-day photographs, facadism typology assignment, and visual survey point assignment. Historic photographs were predominantly acquired through the Library of Congress [Digital Archive/HABS]. Present-day photography was conducted during personal site visits and supplemented by photographs taken by colleagues in DC.

The visual survey point system was developed in order to provide a consistent, and logical, assessment of each facadism project. The point system was modeled after the Irvine-Minnesota Inventory, a tool to measure the built environment. The Inventory is, "designed for collecting data on physical environment features that are potentially linked to physical activity, for use in research on the relationship between the physical environment and physical activity."[47] The Inventory captures data through trained observations made in the field. Observations are recorded using a numerical system that assigns a number to a quality/attribute of the site of study. The numbers are summed for each attribute of the site in order to denote conditions and patterns. This methodology was adapted for the purposes of this thesis in order to capture qualitative information in the field and subsequently process it as quantitative data in order to determine patterns in a consistent method.

The system developed for this research assigns a point value based on the following criteria of the relationship between the old and the new: scale, massing, proportion, height, rhythm, style, material, detail, reversibility, and readability. Each project was evaluated during the site visits to DC and awarded 1 to 5 points for each criteria; 1 is the lowest value and 5 is the maximum value. This analysis was conducted to determine the level of visual "success" achieved and how it has changed with the introduction of new policy, a maturing preservation movement, and determining best practices. The total number possible is 50. The major challenges in applying this point system was that the approaches to the facadism project differed, and were thus difficult to compare to one another even with an objective point system. For example, some architects decided to defer to the original style of the building. These projects rank high in the material category, but low in the readability category. Other architects decided to construct contemporary architecture, clearly of its time. In these projects, readability may rank high, while they may receive lower material scores. For the most part, the other categories have evened out any discrepancies between approaches. Nevertheless, it was a challenge to apply one set of criteria to a varying projects. The data collected in the Excel spreadsheet can be found in Appendix B in the form of individual project fiches.

47 Day, K., Boarnet, M., & Alfonzo, M. "Irvine Minnesota Inventory for observation of physical environment features linked to physical activity." https://webfiles.uci.edu/kday/public/index.html (accessed January 3, 2012).

Tracking Policy Change

To compile a list of policies and policy changes, the following reports were reviewed: Pennsylvania Avenue Development Corporation (PADC) plans and reports from 1974-1996; National Capital Planning Commission comprehensive plans from 1950- 2006; Historic Preservation Office (HPO) plans from 1996-2012; and the zoning code from 1930 to present.[48]

Scope and parameters

map 1. geographic scope

Geographic Scope: After mapping the facadism projects in Washington, it was clear that the greatest concentration is in downtown Washington. However, in order to study each project, the following areas will be included in the study: Downtown, "New Downtown" (west of K Street), Dupont Circle, Foggy Bottom/West End, Howard/Shaw, and Columbia Heights [see map 1].

Resource Scope: Facadism has permeated development in Washington and affected designated and non-designated historic buildings in the city. Since this thesis is examining a number of preservation issues, not just issues with the enforcement/protection of designated properties under the DC preservation law, my study is not bound solely to designated properties. A number of the most complex cases occurred with non-designated, albeit significant, buildings. Thus, my scope is expanded from properties under the purview of the preservation law to "National Register eligible" properties, allowing to escape the confines of the political process of designation.

FACADISM TYPOLOGY

In my definition, and for the purpose of this thesis, a facadism project will include projects that, like David Highfield's definitions, include the demolition of the entire interior and preserve one to all four elevations, as well as those that lose historic integrity by being incorporated into a larger

48 Office of Zoning. http://dcoz.dc.gov/main.shtm (accessed December 23, 2011).

structure. The definition employed is broad in order to demonstrate the variety of compromised treatments to historic buildings. Facadism puts a premium on the façade of a building. Unlike Richard, who includes the emphasis on façade design as a form of facadism, my definition of facadism includes only the intervention into and treatment of historic buildings. In a facadism project, the exterior of a building is preserved and held up by structural braces, awaiting the construction of a new building behind it; or in some cases, completely disassembled and then reconstructed into a new design later. The façade becomes a set piece in the worst of situations, and an entryway into a new building in better cases. In the best-case scenario, the viewer is unable to tell that there has been an intervention into the historic fabric.

In order to evaluate façade preservation projects, I have developed a facadism typology. I will reference David Highfield's text as way to ground my typology in existing literature, and deviate as is necessary for the purpose of this thesis. Highfield's first facadism type is: the "retention of **one façade** with new construction at the back." His second facadism type is: the "retention of **two or three elevations** and demolition of the rest of the structure with new construction behind the facades." David's third facadism type is: the "retention of **exterior envelope walls** with demolition of roof and interior, with the construction of an entirely new building behind the retained façade."[49] The following table outlines the term, definition, and an example of each typology. These typologies will be used to categorize the projects in D.C. in order to establish a means by which to discuss the projects, as well as track the changes in project approaches over the past forty years.

49 Highfield, David. The Construction of New Buildings Behind Historic Facades.

table 1. ARCHITECTURE OF COMPROMISE: FACADISM TYPOLOGY

COLLAGE

Retains a piece or pieces of a facade during demolition and incorporates elements into new construction.

effect: decorative

SHEET

Retains the exterior facade wall and incorporates the facade into new construction, resulting in the appearance that the facade hangs like wallpaper on the new building.

effect: decorative

ILLUSION1020(+)

Preserves 10-20 feet of the building in order to give an illusion of some depth and is abutted by new construction. (+) indicates that only the exterior facade wall has been retained, but that a 10-20 foot setback has been constructed at the back of the facade, resulting in the appearance that 10-20' feet of the original building has been preserved.

effect: streetscape

ILLUSION2040(+)

Preserves 20-40 feet of the building in order to give an illusion of some depth and is abutted by new construction. (+) indicates that only the exterior facade wall has been retained, but that a 20-40 foot setback has been constructed at the back of the facade, resulting in the appearance that 20-40' feet of the original building has been preserved.

effect: streetscape

SCOOP

Preserves two, three, or all historic facades and the interior is "scooped out" with new construction behind the facade(s). It may read as a whole building or as if the facades have been grafted onto the new building.

effect: "preservation"

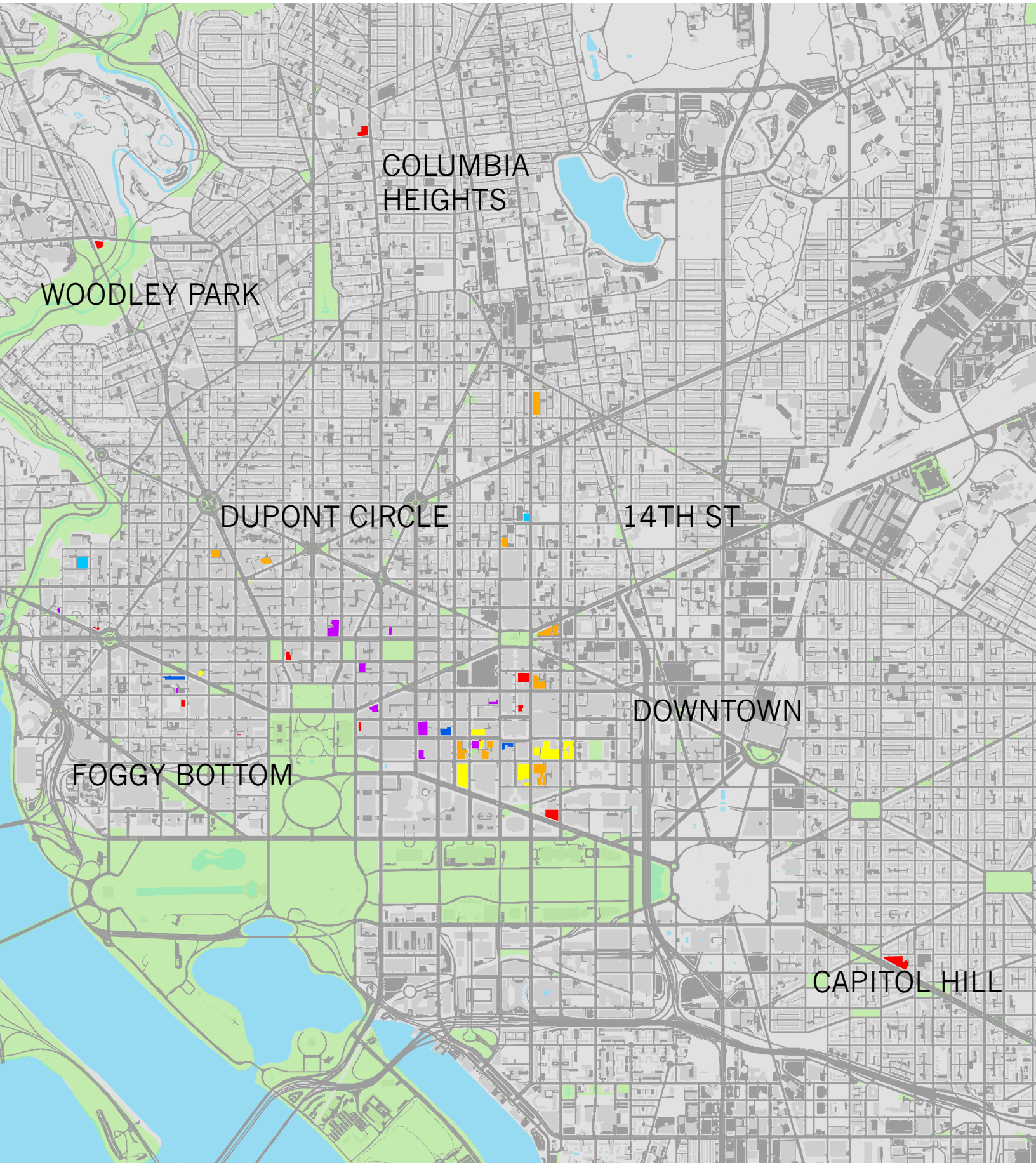
INCORPORATION

Over 40 feet of the historic building is incorporated into the interior of new construction. The type of incorporation can vary: the historic building is gutted and the interiors reconfigured, or the interior is retained. While most of the historic materal may be preserved, many incorporations read as a stage set. gutted and the interiors reconfigured or the floors may be retained.

effect: "preservation"

DC FACADISM BY TYPE

collage | sheet | illusion1020 | illusion2040 | scoop | incorporation



PART II

DC PRESERVATION & PLANNING
DOWNTOWN HISTORY
FACADISM ANALYSIS

PART TWO

In order to understand how facadism has emerged and played out in Washington, D.C., a general understanding of the larger political and planning framework, culture of preservation, and history of downtown Washington must be established. The process of preservation is highly politicized. However, it will not be a major area of focus as that alone would make for a separate research project.

The first section will outline the current structure of preservation and planning in Washington and highlight relevant laws and policies. The next section will lead the reader through the history of downtown, from its postwar downturn and renewal, through rise of the preservation movement and the establishment of the law in 1978, to its current state. The final section in Part II is the analysis of the facadism database. It will discuss what I have identified through my research as five phases of facadism. Each phase will identify the trigger mechanism(s), common themes of the period including policy, reaction, and design. These themes will be illustrated through a study of selected projects. Observations and issues will be extracted from each section as they relate to larger preservation and planning issues in Washington and the US. These will be explored in Part III.

PRESERVATION AND PLANNING IN WASHINGTON, DC

The preservation and planning organization in Washington is different from other US cities because of its relationship with the federal government. This will become evident through the following discussions. Before delving into how preservation and planning functions are carried out to regulate character and use in the city, it would be negligent not to stress the impact of the L'Enfant Plan of 1791, the MacMillan Plan of 1901, and the Building Height Limit Act of 1910, all of which provide the overarching framework for the monumental character and design in Washington. The Building Height Limit is exceptionally relevant to a discussion on facadism, as it increases the pressure on existing low-rise buildings that do not fill their zoning envelope.

The Preservation Structure in Washington

The first preservation-related organization in DC was the Commission on Fine Arts, a federal entity established in 1910 to review construction of and alterations to federal buildings. The purview of the Commission was expanded to include private properties in Georgetown through the Shipstead-Luce Act of 1930. In 1964, the Joint Committee on Landmarks was established and brought

together the National Capital Planning Commission (NCPC), Commission on Fine Arts, and city government to address preservation issues.[50] The major responsibility of the Joint Committee was to compile a list of potential landmarks, known as the Landmarks of the National Capital. When the National Historic Preservation Act was established, the deputy mayor became the State Historic Preservation Officer (SHPO) and the Joint Committee acted as the review board. Quickly, the Joint Committee realized that keeping a list of landmarks was nothing but symbolic. The Committee suggested a number of ways to preserve the list of landmarks, including demolition delay, tax incentives, and special zoning.[51] In 1975, DC Regulation 73-25 as established as a demolition delay clause that prevented demolition for 180 days so that "meaningful negotiations" over the fate of the landmark could take place.[52]

While the demolition delay was effective in its own right, it did not provide enough protection for Washington's landmarks. With drafting assistance from pro bono lawyers, members of grassroots preservation organization Don't Tear It Down (later the DC Preservation League), Councilmember John Wilson introduced the Historic Landmark & Historic District Protection Act on June 28, 1978. Later that year, the law (DC Law 2-144) was established, and with it, authorization of the Historic Preservation Office (HPO). The Joint Committee's identified landmarks were designated as official landmarks on the DC Inventory of Historic Sites, and now under the protection of the law.

The HPO is responsible for, "promot[ing] the] stewardship of the District of Columbia's historic and cultural resources through planning, protection, and public education."[53] It is located within the Office of Planning and contributes to comprehensive planning activities. The HPO is unique in that the HPO serves a dual role as a regulatory agency for the city, as well as staff for the DC State Historic Preservation Office. The State Historic Preservation Officer (SHPO) is mayor-designated position; the current SHPO is David Maloney. The SHPO works with federal agencies to protect historic resources that might be affected by federal action (via Section 106) and also sets preservation goals through the development of an Annual Work Plan.[54]

The HPO staff also work for the nine-member Historic Preservation Review Board (HPRB), which was established in 1983 to replace the Joint Committee. The primary responsibilities of the HPRB are to designate individual landmarks and historic districts and to determine whether proposed working affecting designate properties is compatible with the purposes of the Historic Protection

50 Dutra, Jeremy. " You Can't Tear it Down: The Origins of the D.C. Historic Preservation Law." Georgetown University Law Center, 2002. pg 8.

51 Ibid., pg. 10.

52 Ibid., pg. 23.

53 Historic Preservation Office. http://planning.dc.gov/DC/Planning/Historic+Preservation (accessed November 10, 2011).

54 Ibid.

Act.[55] The members of the HPRB are appointed by the Mayor. The Mayor's Agent is another integral part of the preservation process in DC. The Mayor's Agent, who in the past has either been the Director of Planning or a judge, acts on behalf of the Mayor in making the final decision in alteration and demolition cases. The HPRB advise the Mayor's Agent on applications in relation to their "compatibility with the purposes of the Act." Often, developers and architects will work with the HPRB on controversial designs in order to ensure that the proposed project will pass the review process. The HPRB also serves as the State Review Board.

In order for a designated property to be heavily altered or demolished (facadism is included in this), the proposed project must meet either be "consistent with the purpose of the law" or meet the "special merit" exemption in the historic preservation law. It is the decision of the Mayor's Agent to decide whether or not the project meets this exemption. Nearly every facadism project must be approved by the Mayor's Agent and be justified as a "special merit" project.

Shalom Baranes, an architect in Washington who has worked extensively with new additions to historic buildings said, "I came to realize that in design in Washington there is always a third partner. There is you, there is the client and then there is somebody else reviewing the design in a public forum."[56] The design review process has been a significant part of development in DC since the establishment of the Commission on Fine Arts in 1910.[57]

Historic Landmark and Historic District Protection Act of 1978

The Historic Landmark and Historic District Protection Act was established in 1978. According to the Act, "alteration" encompasses changes to the exterior that is not covered by the definition of demolition," and "demolition" is defined as "the razing or destruction, entirely or in significant part, of a building or structure, and includes the removal or destruction of any façade of a building of structure."[58] Thus, in a majority of cases, the façade project is actually a demolition, not an alteration.

In order to grant an alteration or demolition permit, Section 3(j) of the Act says that the proposed project must be "necessary in the public interest," which is defined as "consistent with the purposes of [the] Act as set forth in Section 2(b) or necessary to allow the construction of a project of special merit." Section 2 outlines the "Purposes" of the Act, with the overarching goal of providing, "the protection, enhancement and perpetuation of properties of historical, cultural and

55 DC Official Code SS 6-1104-6-1108.

56 Forgey, Benjamin. "The Architect Who's All Over the D.C. Map; Shalom Baranes Didn't See A Future For Himself Here. Well, Take a Look Around" *The Washington Post*, August 18, 2002: G01.

57 Rypkema, Donovan D. Planning for the Future, Using the Past: The Role of Historic Preservation in Building Tomorrow's Washington, DC.

58 D.C. Official Code SS 6-1102.

aesthetic merit in the interests of the health, prosperity and welfare of the people of the District of Columbia."[59] Section 2(b) states the purposes of the Act are to "retain and enhance" individual landmarks and properties in historic districts and "encourage their adaptation for current use."

The law defines a "project of special merit" as a "plan or building having significant benefits to the District of Columbia or to the community by virtue of exemplary architecture, specific features of land planning, or social or other benefits having a high priority of community services."[60] This clause was created to address the concerns of then Mayor Washington, specifically to ensure that the planned convention center, which required the demolition of a number of rowhouses, would not be affected by the new legislation.[61] By and large, the special merit clause has been applied to projects that have met the threshold for providing "social or other benefits having a high priority of community services." The exemplary architecture exemption has been rarely invoked.

The Mayor's Agent must hold public meetings for proposed special merit project reviews. At the reviews, DC preservation advocates (notably the DC Preservation League) and representatives from the Advisory Neighborhood Commissions (ANCs) may voice support or rejection of the project. ANCs are neighborhood 'commissions' that were established with the Home Rule in 1983 and are populated by officials elected by their defined neighborhoods. The opinion of the ANC is supposed to carry a "great weight" in front of a hearing body.[62] Developers and architects will often work with the ANCs in order to gain their support of projects: "if you get support from ANCs and citizen groups...the project will be approved generally."[63] Lisa Craig, former DC SHPO, also noted during an interview that the DC Preservation League plays an informal role in this process. If developers did not consult with the DCPL issues committee, the projects would often get criticized during public hearings. If they did, and were amenable to feedback, DCPL would support the project through public testimony and more often than not, the project would pass through HPRB review.

The DC preservation act is considered to be strong. However, the mere fact that a significant number of facadism projects have passed through the demolition and alteration process demonstrates the political and development pressures that the reviewing entities have faced.

59 D.C. Official Code SS 6-1101.

60 D.C. Official Code S. 6-1102.11.

61 Dutra, Jeremy. " You Can't Tear it Down: The Origins of the D.C. Historic Preservation Law." Georgetown University Law Center, 2002. pg 29.

62 DC Zoning History. http://dcoz.dc.gov/about/history.shtm (accessed January 20, 2012).

63 Interview with Craig Williams. January 2012.

There are two major planning entities in Washington, the National Capital Planning Commission (NCPC), established in 1924 through the National Capital Planning Act, and the DC Office of Planning (OP). The NCPC is a federal entity that develops the comprehensive plan for the city alongside the OP, reviews proposed development and zoning changes, among other responsibilities. The OP also develops planning policies and agendas for the city and reviews proposed projects. The Zoning Commission (now the Office of Zoning) predates both agencies: the first zoning ordinance in Washington, DC was established on March 1, 1920, and with it the Zoning Commission was also created.

The 1920 zoning ordinance specified three types of regulations: 1) height limits in specified height districts, land use (residential, commercial one, commercial two, and industrial), and the third specified lot occupancy. The next major piece of zoning legislation was the Zoning Act of 1938, which gave police power to the Zoning Commission to regulate height, bulk, lot occupancy, uses, and to divide the city into zoned districts. A Comprehensive Plan was also designed to: "lessen congestion in the street; secure safety from fire, panic; promote health and general welfare; provide adequate light and air; prevent undue concentration of population and overcrowding of land; advance health, safety, transportation, prosperity, civic activity; provide protection of property, and further economy and efficiency in provision of public services."[64] It was further specified that the Building Height Limit Act of 1910 cannot be overruled by any zoning; further demonstrating the extreme significance of the height limit in DC. The Zoning Act of 1938 also established the Board of Zoning Adjustment (BZA), which was given the authority to hold public meetings, permit variances and special exceptions, and advise on appeals.[65]

In the 1950s, a new comprehensive plan was released that encouraged the creation of new zoning regulation for a larger part of the city. It is important to stress that this plan, "recommended doing away with a majority of commercial strip zoning in favor of business centers with greater depths of lots for major modern buildings."[66] The suggestions laid out in the comprehensive were taken seriously and adopted in the Zoning Ordinance of 1958. This was the last time the zoning ordinance was updated, with the exception of alterations.

Significant additions to the Zoning Ordinance of 1958 include the creation of PUD zoning. Some facadism projects are the result of PUDs, which will be discussed in greater detail. PUD zoning allowed for density bonuses by, "allowing the clustering of buildings to create open space or

64 DC Zoning History. http://dcoz.dc.gov/about/history.shtm (accessed January 20, 2012).

65 Ibid.

66 Ibid.

preserve attractive site features, and facilitating a mixture of residential and nonresidential elements and a mixture of housing types. For developers, PUD zoning offer[ed] flexibility within a predictable regulatory environment."[67]

Most importantly, for the future of facadism, was the land assemblage of over 100 acres and 21 city blocks downtown by the Congressionally-mandated Pennsylvania Avenue Development Corporation (PADC). This land area was subject to a new set of regulations for mixed-use.[68] Among many of the goals of the PADC, one was to create housing opportunities in the downtown in order to spur redevelopment. However, after two decades of operation, the PADC had only added 750 residential units.[69]

A city objective called "Downtown living" was introduced in the "Downtown Plan Element" of the Comprehensive Plan. In order to meet city objectives, a new zoning overlay was suggested for 88 blocks to encourage residential development in the downtown. In 1989, the DC Zoning Commission voted 4 to 0 to "consider a series of proposed requirements and incentives to move developers away from their customary preference for more profitable high-rise offices." The proposed zoning overlay provided additional FAR for projects that include housing, arts, retail.[70] The proposed zoning, known as the Downtown Development Overlay District (11-17) was passed on January 18, 1991 (38 DCR 612). The major goals of this overlay include: cultivate mixed-use area of residential, arts, and cultural uses; guide office development to make area available for aforementioned uses; "protect historic buildings and places while permitting sensitive and compatible new development subject to the historic preservation review process"; guide building design to be "consistent with the urban design, street orientation and design, and historic preservation policies of the Downtown Plan Element"; as well as other goals.[71]

In Section 1707 Historic Preservation, preservation is encouraged as follows: "preserve unique character and fabric of historic buildings, the Downtown Historic District, and the Pennsylvania Avenue Historic Site"; encourage adaptive reuse and restoration; encourage compatible alterations and new design; restrict permitted bulk on "critical historic frontages and lots…so as to encourage preservation of historic buildings and assure a suitable scale of new construction in historic districts, especially in new projects combining new development with preservation"; provide incentives to encourage preservation through additional density and TDR; and of course, encour-

67 Knox, Paul L. "The Restless Urban Landscape: Economic and Sociocultural Change and the Transformation of Metropolitan Washington , DC" *Annals of the Association of American Geographers*, 199, Vol. 81 (2): 188.

68 Ibid.

69 Moore, Arthur Cotton. "Inaction on Downtown Renewal" *The Washington Post,* Sep 20, 1972: A19.

70 Abramowitz, Michael and David S. Hilzenrath. "Builders Wary of New 'Living Downtown' Rules" *The Washington Post*, Dec 16, 1989: B5.

71 DC zoning code (1700.3).

age arts and retail use in historic buildings to support Living Downtown initiative. These goals apply to designated landmarks and buildings within the historic district. Further, the zoning explicitly says that projects involving designated properties would only receive these incentives if: it "has bee preserved in whole or in part [emphasis added] pursuant" to the preservation law. However, in a different section of the zoning ordinance (755), under Commercial Districts (separate from the Downtown Development Overlay District) called the "Downtown Historic Properties Residential Rehabilitation Program", authorizes the TDR from "qualifying rehabilitation project[s]…pursuant to 1709 (DD section that spells out TDR program). 755.2 says that projects will only qualify for TDR if they provide housing units and if they retain a designated property, "retains sufficient historic fabric to constitute "whole building retention," as determined by the HPO.

The zoning had, and continues to have, an enormous impact on the Downtown Historic District, which was designated in 1982. Beginning in 2007, the Office of Zoning and the Office of Planning have been working on the Zoning Regulations Reengineering project to update some sections of the zoning code since the zoning code had not been significantly updated since 1958. There was a zoning workshop focused solely on how to improve zoning so as to serve the preservation goals of the city. Proposal included: create standards for density bonuses in historic districts; place greater emphasis on preservation concerns in PUD applications including campus plans; involve the HPO and preservation groups in zoning issues; maintain historic lot form for new development in historic districts; evaluate effectiveness of TDR in current form.[72] If passed, some of these can potentially affect the future of facadism projects.

DOWNTOWN: DOWNTURN AND RENEWAL

Like other American cities postwar, D.C. faced urban decline attributed to the usual suspect of causes: flight to the suburbs, disinvestment in downtowns, and a general freeze on construction during wartime. Between 1955 and 1995, D.C. lost its middle-class, which had a significant impact on the condition of the residential structures they fled, as well as the retail they serviced. By the early 1960s, commercial development was pushing west, away from the historic downtown, as cheap land was easy to assemble and zoning permitted new, modern office buildings. A 1963 article in Architecture Forum said that $228 million of new construction was in place west of 15th street, while only $32 million was planned in the historic downtown.[73] A number of these new projects were developed under Washington's PUD mechanism (established in 1958), which granted zoning

72 Office of Zoning. "DC Zoning Update." http://dczoningupdate.org (accessed February 10, 2012).

73 Gutheim, Frederick and Antoinette J. Lee. Worthy of a Nation. Baltimore: Johns Hopkins Press, 2006. pg 293.

variances and various bonuses for public amenities provided. In 1961, the president of the National Capital Planning Commission had noted the concern that the federal government was purchasing whole blocks for office space, with no commercial offerings or architectural variety. He was already considering methods by which to preserve the character of the historic commercial downtown.

While there was a push to redevelop the downtown at F Street: metro stop was planned in the middle of the downtown and development organization called Downtown Progress was created to help plan for the recovery of the area. Nevertheless, developers still preferred the cheap land prices found in the commercial corridor in the west. The 1968 downtown riots associated with the assassination of Martin Luther King, Jr. further increased the physical and symbolic deterioration of historic downtown. NCPC estimated that $13.5 million were caused in damages.[74] It was now clear: there was a new downtown in downtown, and its name was Downtown West, and historic downtown became known as East End.

While Downtown West was experiencing a boom, the federal government was struggling on how to revive what they were calling the East End, especially the part of the historic downtown that abuts Pennsylvania Avenue, which had historically been the symbolic connection between the White House and the Capitol. In 1961, John F. Kennedy took a personal interest in restoring this historic Avenue and immediately surrounding area to its historic glory. Kennedy and other officials were upset about the varying scale of buildings, as David Maloney said, the "ragged streetscape" on Pennsylvania Avenue; instead of providing a majestic, grand streetscape, it was spotted with deteriorated, albeit historic, buildings. JFK established the President's Council on Pennsylvania Avenue in 1962. They prepared a masterplan, the Pennsylvania Avenue Plan, and presented it to President Johnson in 1964. Executive Order of March 25, 1965 established the President's Commission on Pennsylvania Avenue, who refined and implemented the master plan. Further, in 1965, a Pennsylvania Avenue National Historic Site was designated through the Historic Sites, Buildings, and Antiquities Act of 1935.[75]

It is significant to note here that this initial Pennsylvania Avenue Plan called for the demolition of a number of landmarks, including the Old Post Office. In response to this proposal, the first semblance of a preservation movement was rallied: concerned Washington residents formed the first preservation group Don't Tear It Down (later the DC Preservation League).

The Pennsylvania Avenue Development Corporation was officially established on October 27, 1972 (Public Law 92-578 – The Pennsylvania Avenue Development Corporation Act). Under this law, Congress "determined that it was in the national interest that the area….be developed and used in a manner suitable to its ceremonial, physical, and historic relationship to the legislative and

74 Gutheim, Frederick and Antoinette J. Lee. Worthy of a Nation. pg 293.

75 Historic preservation plan of the PADC. PADC. (1977)

executive branches of the Federal Government."[76] The major planning objective was to, "provide for development of the Pennsylvania Avenue area as a vital and viable part of downtown Washington, as the historic ceremonial way from the Capitol to the White House, and as a link between the governmental city and the private city."[77] Other objectives included bringing new economic life to the downtown, enhancing the tax base through more intensive use of land, making Pennsylvania Avenue a more attractive place, maintaining historical continuity through preserving buildings "representative of different eras and styles that give tangible evidence of how the Avenue has developed and been used over the years."[78]

In 1974, PADC released its first master plan. The Department of the Interior "slammed the plan" (Maloney) for not incorporating a stronger element of preservation for the buildings located within the National Historic Site. Preservation was a new concept to many working on this plan, and further, the planners involved saw the task at hand to resurrect L'Enfant's "grand urban vision" and enhance the "vitality of the area when it was Washington's 'main street.'"[79] Nevertheless, a new Historic Preservation Plan was released on March 15, 1977 to address the Department's concerns. Maloney worked on the plan, which he called "bold, yet practical", as, he said, the PADC always had "one foot in the past, one foot in the future." They had conducted a survey of the buildings in the PADC redevelopment area and identified what they called Category I, Category II, and Category III landmarks. [Figure 1] Category I landmarks, such as the U.S. Treasury, would be retained in full.

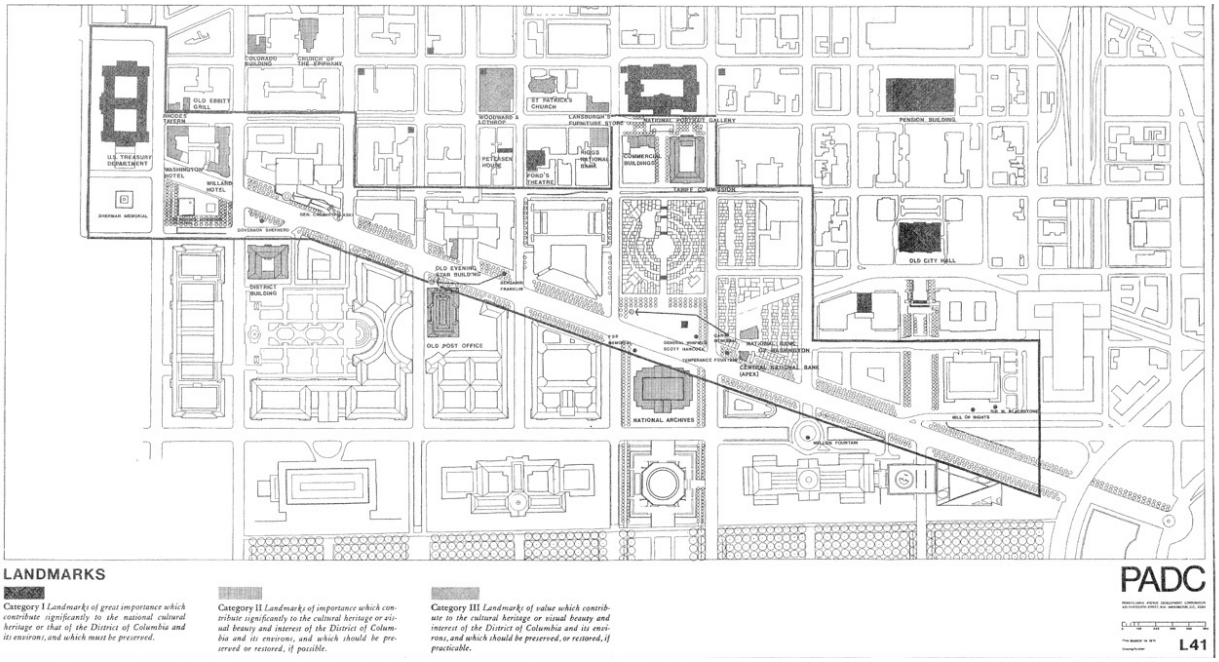


figure 1. PADC 1977 Historic Preservation Plan (source: PADC)

76 Ibid., pg. iii.

77 Ibid., pg. 1.

78 Ibid., pg. 2.

79 Gutheim, Frederick and Antoinette J. Lee. Worthy of a Nation. pg 325.

Category II landmarks, such as the Old Post Office, should be preserved with the caveat that: "it may be possible to save only the facades, while building new space to replace the deteriorated and obsolete interiors." Category III were "landmarks of value which contribute to the cultural heritage or visual beauty and interest of the District of Columbia and its environs, and which should be preserved, or restored, if practicable." Maloney said during the interview that, "they were struggling about this new idea of historic preservation." As a major part of the overall plan was to provide new developable tracts of land, PADC's preservation solution was to dismantle the facades and then either store them to be incorporated for later use, to move them to another place on the lot or another lot. Maloney called these early attempts at compromise, as PADC knew that developers would not be attracted to land next to a two-story building and asked for zoning changes to create incentives for using facades/preservation. David said, "there was a learning curve, everyone was learning lessons… [we were] learning how to develop while preserving."

One significant point to note is that the PADC plan and its actions are exempt from the standard local and federal preservation laws and review policies. In lieu of review under the Historic Preservation Review Board (or at the time, the Joint Committee on Landmarks) and the Advisory Council on Historic Preservation, the PADC undergoes its own review.[80] The plan also proposed "retaining several buildings and facades that are of considerable architectural and historic interest, although they have not been designated officially as landmarks," and that though "some of the other interesting facades that are scattered throughout the area could also be saved and moved to

figure 2. Moore's vision of downtown density (source: The Washington Post)

80 Statement of Karen Gordon, Don't Tear It Down, Before the Subcommittee of Governmental Operations and Metropolitan Affairs of the Committee on the District of Columbia, October 14, 1981.

the north side of Indiana Avenue…in this way a consolidated 19th century street-scape would be created that could be blended successfully into the new development, could reinforce preservation of other nearby landmark buildings, and could retain some flavor of the area's earlier function as the commercial heart of the city."[81] This plan, in blatant language, was establishing preservation as a form of urban design, and facadism as acceptable tool in that toolbox. Between 1977 and 1981, PADC dismantled numerous facades, most of which remained in storage as PADC could not require developers to use the facades, only request it (although façade incorporation was outlined in RFPs). In 1982, the plan was updated and focused on outlining two "mini historic districts"—areas that had retained the largest amount of historic fabric. The plan makes very clear that, even five years later, the purpose of the preservation in the PADC redevelopment to fully preserve only the buildings of highest significance, while all other historic structures could be tampered with and moved around as necessary for downtown redevelopment.[82]

Other agencies also played a role in downtown redevelopment. In 1971, the DC Urban Renewal Agency decided to demolish a row of low-rise buildings owned by local businesses in order to create density. The business owners associated with the recently-established Downtown Progress (to guide redevelopment of the downtown) were not happy with this plan, as it would essentially displace their businesses. DC developer Arthur Cotton Moore offered an early solution to the problem of increasing density while preserving historic buildings. He wrote in his autobiography, "a new building could be built which, together with the rehabilitation of the existing buildings, would achieve the urban renewal goal of full density."[83] His idea was published in the Washington Post and was met with much criticism [Figure 2].

He designed a plan that would maintain the rowhouses on the 700 F Street block and would build behind it in a style clearly different than the historic buildings. He was very clear that the buildings should be fully preserved. In October 1971, NCPC looked at the proposal when it was presented by the Housing and Urban Renewal Committee. All parties agreed that they did not want to do renewal southwest style, aka renewal by clearance. Downtown's revitalization was to be "renewal by addition." However, the Redevelopment Land Agency said the proposal was not feasible.[84]

In 1973, the Home Rule was enacted by Congress, which established a mayoral position and the Council of the District of Columbia. It was the second mayor of Washington, Marion Barry, who focused on downtown redevelopment. He issued a number of development incentives that created a hospitable climate for new construction, including tax abatements for new businesses

81 Historic preservation plan of the PADC. PADC. (1977)

82 Preservation and Enhancement of Historic Values in the Uncommitteed Development Areas of PADC, 1982. pg 6.

83 Moore, Arthur Cotton. The Powers of Preservation. pg 144.

84 Moore, Arthur Cotton. "Inaction on Downtown Renewal" *The Washington Post*, Sep 20, 1972: A19.

and expedition of new construction permits.[85] It was these incentives coupled with the increasing densification of Downtown West that brought developers back to the historic downtown.

Planners decided that the historic downtown would not benefit from following the single-use suit that the development of Downtown West had experienced; critics had disapproved of its "placeless" modern architecture as well as solely daytime population.[86] Discussions were had to make sure the architecture and uses were different from the Downtown West, and "where historic buildings were swept away on the west, they would need to be preserved as development occurred in the east."[87] In 1981, there was a small building study undertaken by a task force composed of city and federal officials and local business owners. Even as early as then, no one was satisfied with the type of compromise that resulted in facadism. One way of trying to combat the intense economic pressure put on historic buildings by new zoning envelopes was to down-zone some areas. The same year, the city government released the A Living Downtown for Washington, DC that highlighted projects that were proposed that would start to develop this living downtown (including a facadism project, The Lansburgh).[88]

However, without further regulation and incentives, it was clear to the Office of Planning that little living was going to happen in the downtown.[89] In the late 1980s, the Living Downtown agenda and the Downtown District Overlay District (established in 1991), were developed, and along with it came plans for a new convention center, large-scale development projects, the conversion of the Lansburgh Department Store, and for incentives to be provided to increase residential and cultural/entertainment development. The Downtown Overlay incentivized housing, arts-uses, entertainment, retail, and preservation (as defined by the zoning) through a Transfer of Development Rights (TDR) program and a Combined Lot Developments (CLD) program, which allowed developers to concentrate uses in separate buildings.

Since the real estate market picked up in 1995, downtown DC has been booming. In 1995, the current MCI Center (now Verizon Center) began construction. This project spurred other projects that sought to capitalize on the potential positive economic benefits of the new arena. In 1996, the PADC was dissolved by Congress. The NCPC, General Services Administration (GSA), and the National Park Service (NPS) inherited the rest of the projects in the Pennsylvania Avenue Plan. The GSA, whose further responsibilities were to review the last PADC projects and to develop the last parcels, helped implement some of the projects that were already planned, such as The Jefferson,

85 Gutheim, Frederick and Antoinette J. Lee. Worthy of a Nation. pg 197.

86 Ellin, Nan. Postmodern Urbanism. pg 185.

87 Gutheim, Frederick and Antoinette J. Lee. Worthy of a Nation. pg 322.

88 Ibid.,p. 328.

89 Forgey, Benjamin. "Downtown Washington, At a Crossroads; Zoning Commission Fires Up the Debate" *The Washington Post*, 07 July 1990: C01.

and developed The Spy Museum and 800 F Street. The original PADC plans required that facades be incorporated, and thus facadism took place in both projects.

In 2000, in order to plan and accommodate for the growth in the downtown, the DC government and business leaders developed what was called the "Downtown Action Agenda." In order to control growth, a toolkit of financial incentives were developed, such as TIF, tax abatements, and zoning changes. Downtown Action Agenda, developed under Mayor Williams, was so successful, that succeeding mayor Adrian Fenty created the Center City Action Agenda in 2008, a $400 million "economic development investment plan to realize similar development and place-making goals in the undeveloped areas of D.C.'s Center City."[90]

HISTORY, EVOLUTION, AND ANALYSIS OF FACADISM IN DC

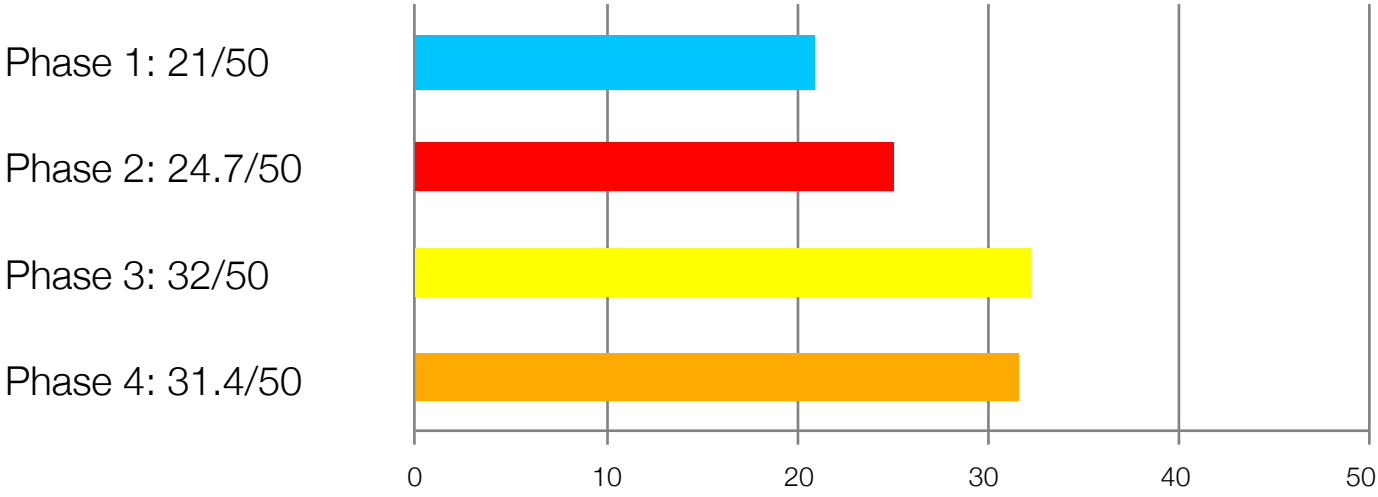
The history of downtown provides a number of explanations as to why facadism emerged as a compromise between development, which needed to happen, and preservation, which also needed to happen in order to ensure successful development. In order to further frame this phenomenon and place it within the history of redevelopment in DC, the following phases were identified and defined after extensive research on the dozens of projects throughout the city. The phases are not defined by decades but are reflective of changing policy, the beginning of a preservation movement, establishment of the preservation law, strengthening of the preservation law, and changing city initiatives. Thus, some phases overlap as different influential policies have also overlapped. Determining a chronology of facadism has been a complex task, as the delivery date is not often indicative of when the project was proposed or when the negotiations took place, which are the necessary periods to track for the purpose of this thesis.

As Tersh Boasberg said during an interview, facadism is a "creature of history; it developed out of a weak preservation movement in Washington" that did not have legislative leverage to demand full preservation of the buildings faced with demolition. At the time, Boasberg reflected, preservationists were relieved to have the facades retained. Whether this is true or not, there was nevertheless a number of journalists that documented the phenomenon they witnessed in Washington, and represent the opinions on the new hybrid style of architecture. The reception of each project at the time by preservationists, developers, architects, and the public was recorded in order to track changes in the reception of facadism. Additionally, as available through interviews and current texts, the reflection on the project by preservationists, developers, architects, and the public was recorded in order to demonstrate if and how perceptions of facadism has changed. The phases are defined as follows:

90 Widdicombe, Gerry. "The fall and rise of downtown D.C." *Urbanist*. January 2010.

- Phase 1: Pre-Preservation Law (~1976-1979)
- Phase 2: Early PADC (~1980-1990)
- Phase 3: Establishment and Reaction to Law (~1980-1990)
- Phase 4: Living Downtown (~1990-present)
- Phase 5: Marketing History (~2001-present)

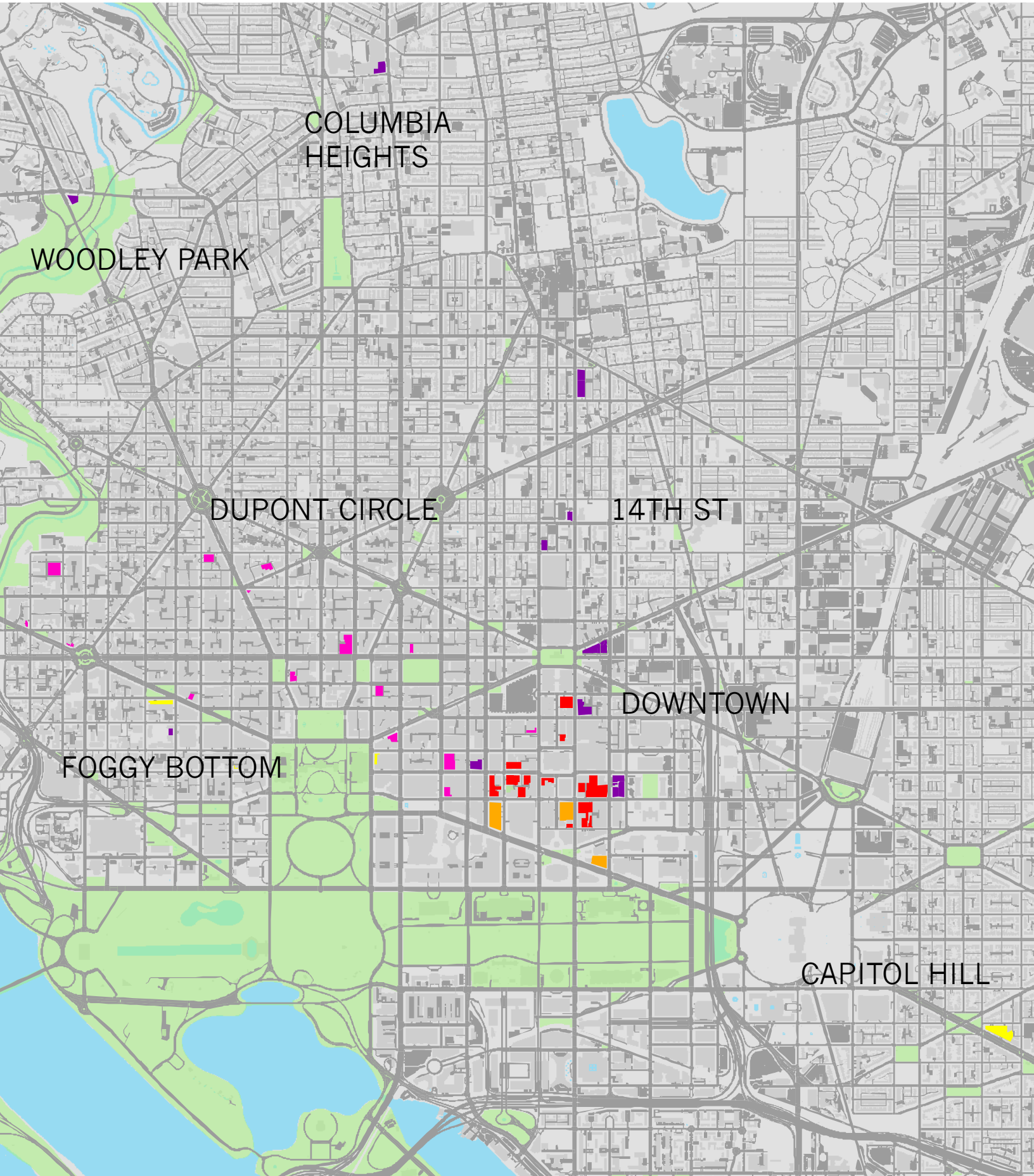
table 2. VISUAL ASSESSMENTS, BY PHASE.*



*PHASE 5 NOT INCLUDED BECAUSE A MAJORITY OF PROJECTS ARE NOT COMPLETED YET AND COULD NOT BE SURVEYED.

FACADISM BY PHASE 1-5

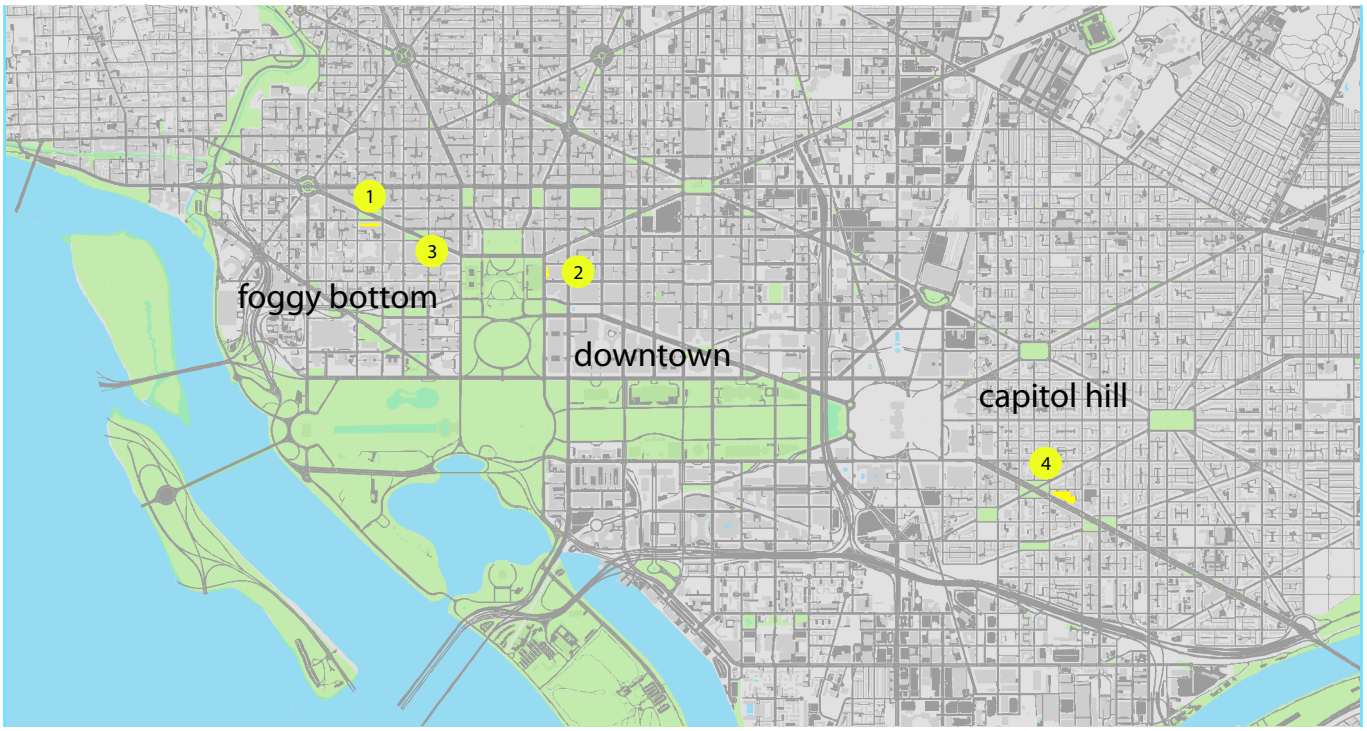
phase 1 | phase 2 | phase 3 | phase 4 | phase 5



Phase 1: Pre-Preservation Law (~1976-1982)

The first phase of facadism demonstrates the initial tension between development and preservation. As previously stated, Washington had, before the preservation law, a number of review processes to protect the city's national landmarks—the Commission of Fine Arts, the Joint Committee on Landmarks, and a recently-formed preservation organization, the appropriately named Don't Tear It Down. Thus, when a number of projects were proposed that sought demolition permits for historic structures, there were a set of tools that could prevent full demolition. It was through the use of these tools that facadism emerged as a compromise between full demolition (preferred by the developer) and full preservation (preferred by the preservation). This phase is defined a series of projects that were proposed a) before DC Law 2-144; 2) before granted designation status; and/or 3) before the HPRB was formally established in 1983. The issues and policies that played a role in this period include: the Joint Committee, the 1975 demolition delay, the use of PUD, and the initial interpretation of the special merit exemption. The projects in Phase 1 fall outside the purview of the PADC.

I have identified four projects that fall within these parameters. Two of the projects are located in Foggy Bottom; one in the historic downtown, and one in Capitol Hill. Three projects were, or had some parts of the site, listed as individual landmarks, and one was considered a "non-contributing building" to the Capitol Hill Historic District. They were all zoned for commercial use. Three projects were total block redevelopment and two were individual-site projects. Two of the projects were



map 2. Phase 1 facadism projects.

designed by David Childs of Skidmore Owings and Merrill and two were designed by architects that would later engage in other facadism projects. Two were proposed before the Act, which was established during both projects. All projects were reviewed by the Joint Committee on Landmarks. The most common type of façade typology was sheet. The lowest score received on the visual analysis was 14 and the highest was 29. The average score for Phase 1 is 21. The biggest weakness was being able to read the building in its original form. Two projects were deemed failures and one received mixed-opinions, as defined through reception at the time and through recent interviews.

Phase 1
Visual Analysis

Project	Typology	*Scale*	*Massing*	*Proportion*	*Height*	*Rhythm*	*Style*	*Material*	*Details*	*Reversibility*	*Readability*	**TOTAL**
Red Lion Row	incorporation, illusion1020+	2	1	1	2	1	1	1	1	4	1	15
Metropolitan Square	sheet	3	2	3	3	2	1	2	3	3	4	26
Michler Place	sheet, illusion1020	2	1	1	2	1	1	1	1	2	2	14
Penn Theatre	sheet	3	4	4	4	5	2	2	3	1	1	29
	AVERAGE	2.5	2	2.25	2.75	2.25	1.25	1.5	2	2.5	2	21

The low scores are indicative of a young, lenient review board (the Joint Committee), negotiations of a PUD, the reliance on the demolition delay law in lieu of the Act, and early definitions of what constituted a “special merit” project. In other words, these first projects illustrate the awkward transition into a variety of preservation processes in a city that was unaccustomed to being told “don’t tear it down.” There are three projects that embody these tensions, in chronological order: Red Lion Row, Metropolitan Square, and Michler Place.

RED LION ROW

Red Lion Row
2000 Pennsylvania Avenue

Typology	*Neighborhood*	*Designation*	*Overlay*	*Developer*	*Architect*	*Year Proposed*	*Year Delivered*	*Review Body*	*Mayor's Agent Ruling*
incorporation, illusion1020+	Foggy Bottom	National Register, 1964	PUD	GWU	John Warnecke	1976	1983	Joint Committee	NA

figure 3. Red Lion Row, 1970s (LOC)

figure 4. Red Lion Row, 2012 (K.Wood)

Red Lion Row is not only the first project that one associates with facadism in Washington, but also the one that many in and outside of the field associate with the phenomenon in general. As Donovan Rypkema said in an interview, this project became internationally known as the epitome of bad preservation. While it has gained this negative notoriety, the project actually preserves more of the historic fabric than many other examples. The major issue with the project instead is that the new construction is jarring and does not acknowledge the incorporation and relationship to the historic buildings.

A proposal for a project on this block was put forth in 1976 by developer Foley and Co., who sought to demolish the entire block and develop a new office building and a parking lot. At this time, the Victorian rowhouses that lined the Pennsylvania Avenue were not listed on the Inventory or the National Register. However, when the Foley started demolishing some of the buildings on the block, Don't Tear It Down sued for an injunction to stop demolition because they had submitted an application for designation.[91]

The significance of this row was clear: this was one of the only remaining full-blocks of rowhouses along Pennsylvania Avenue, and 2030 I Street was nearly 150 years old. Don't Tear It Down was granted a 180-day demolition delay for all stakeholders to take part in a "meaningful discussion."[92] When the 180th day passed without this discussion, the period was extended for another 30 days. At the end of this period, the developer began demolishing the structures once again. Don't Tear It Down was granted a temporary restraining order because "the developer did not have a meaningful discussion."[93] And then the year was 1978.

A number of proposals by project architect John Warnecke were put forth that would preserve the rowhouses while allowing for an economically-feasible development at the back of the lot. The developer had little interest in continuing with this type of compromise, instead preferring to sell the land. However, there were no buyers.[94] George Washington University (GWU), which had been watching this saga from a block south, purchased the land from Foley. In 1980, GWU released a plan for a 13-story, $20 million office building with the intention of restoring the "character" of the historic structures by building behind them, with an enclosed courtyard that would connect the houses and the new construction.[95] In 1981, GWU applied for a PUD. According to zoning document no. 339, case no 80-11c, the PUD application proposed that the rear additions of the buildings be

91 Dutra, Jeremy. " You Can't Tear it Down: The Origins of the D.C. Historic Preservation Law." Georgetown University Law Center, 2002 (22).

92 Ibid.

93 Ibid.

94 Oman, Anne H. "Historic Red Lion Row Gets Six-Month Reprieve" *The Washington Pos*t, Thursday, September 7, 1978.

95 Barnes, Bart. "G.W. University to Build Offices on Red Lion Row" *The Washington Post*; Feb 28, 109: CD3.

demolished in order to create a galleria space. The demolition was justified by a structural engineer, who stated in the application that the historic walls were deficient and would need to be rebuilt regardless. Historic preservation consultant and architect Henry J Browne corroborated, saying that the restoration of just the facades was acceptable because the material and structural components were in poor condition and that the significance of the rowhouses were found in their collective streetscape. However, Don't Tear It Down objected to the proposal because they believed this preservation gesture was not enough to be exchanged with the increased FAR GWU would receive through the PUD. They requested that the new construction have a greater setback, among other requests. Upon review, the Joint Committee agreed that the new design "visually encroached" on the historic buildings. The case went to the Mayor's Agent, who ruled that the PUD height be reduced by 17 feet, the infill projects where Foley had demolished buildings were to be redesigned, and the new construction should act as a "quiet backdrop." The facades had been preserved, and the rest of the building was reconstructed on the same footprint, with the same height and mass.[96] Thus this project is both an illusion1020+ (the only original material that remains is the brick front as the façade plus the recreated mass recede approximately fifteen feet into the new construction) and incorporation (as the new recreated mass is incorporated into an enclosed galleria, giving the illusion of a full historic building). The building was delivered in 1983.

At the end five year battle, Karen Gordon from Don't Tear It Down said, in "some ways it looks ridiculous…and while it does look funny from the street, it's not a joke."[97] An editorial in *The New York Times* espoused that Red Lion Row was, "once a block of handsome townhouses. Now only their faces remain, pasted to the front of a sweeping [new] building, with little more depth than flocked wall-paper."[98] Arthur Cotton Moore wrote in his autobiography that he was shocked that this project was "uncomfortably reminiscent" of his proposal for the row of townhouses in downtown (see Figure 1). He was "horrified" that while his project, that preserved the structures in full, was denied, the Red Lion Row project engulfed the historic buildings, which were, "propped up by the liberal use of steel struts."99 Graham Davidson of Hartman-Cox said that the major flaw was in the relationship, in that there was no relationship in scale or ornamentation.[100] Craig Williams of DMS said that while the massing is acceptable, the infill piece is cartoonish, like a "concrete oceanliner."[101]

Although clearly a resounding failure by preservation and urban design standards, the Red Lion

96 No. 339, case no 80-11c.

97 Dutra, Jeremy. " You Can't Tear it Down: The Origins of the D.C. Historic Preservation Law." Georgetown University Law Center, 2002 (22).

98 "Facades Reversed." *The New York Times.* August 19, 1980.

99 Moore, Arthur C. The Power of Preservation. pg 144.

100 Interview. January 2012.

101 Interview. January 2012.

Row case actually strengthened early preservation efforts. Preservationists prevented this row of buildings from full demolition and demonstrated that negotiations could result in compromise. However, it also demonstrated just that: preservation would have to compromise.

MICHLER PLACE

Michler Place
1777 F Street

Typology	Neighborhood	Designation	Overlay	Developer	Architect	Year Proposed	Year Delivered	Review Body	Mayor's Agent Ruling
illusion1020, sheet	Foggy Bottom	DC Individual, 1979	_	Glenn T. Urquhart	David Childs, SOM	1979	1982	Joint Committee	NA

figure 5. Michler Place, before (LOC)

figure 6. Michler Place, after (National Building Museum)

While the negotiations at Red Lion Row were taking place, another row of historic buildings faced a similar threat nearby at the 1700 block of F Street. This block was once lined with seven historic houses, four of which were in the Second Empire style built in the 1870s. As the block was receiving its landmark designation from the Joint Committee in 1979, three of the buildings were demolished as per a DC Superior Court ruling that the structures were unstable and posed a danger to public safety, thus making them exempt from the DC preservation law. The ruling also stated that Don't Tear It Down (DTID) should pay for the restoration of the buildings so not to impose an economic hardship on the owners who did not want to preserve the buildings. DTID appealed this ruling. The developer, Glenn T. Urquhart, claimed that the site was too small to develop with the buildings on it, and appealed to the Joint Committee, stating that there were structural issues with the houses, while acknowledging their significance. The Joint Committee ruled that the remaining houses should be designated, even with the loss of the three.[102] Thus, of the four remaining houses, one was fully preserved, and the other three were dismantled, reconstructed, and became the entrance to new office designed by David Childs of SOM, which was not altogether too different

102 Oman, Anne H. "Historic Michler Place Structures Demolished" *The Washington Post*. January 25, 1979: 4.

from Warnecke's at Red Lion.[103] The project is at once the sheet typology (as part of the building is only preserved to less than a foo) and illusion1020+ (as new materials created an illusion of depth in back of a preserved facade). The reception of the project was negative, with architects stating that it displayed, "a lack of faith in contemporary architecture."[104]

METROPOLITAN SQUARE

Metropolitan Square
655 15th Street

Typology	Neighborhood	Designation	Overlay	Developer	Architect	Year Proposed	Year Delivered	Review Body	Mayor's Agent Ruling
illusion1020, sheet	Downtown	DC Individual, 1977 National Register, 1978	DD	Oliver Carr	David Childs, SOM	1977	1984	Joint Committee	Special Merit (Arch)

figure 7. National Metropolitan Bank, before (LOC)

figure 8. Metropolitan Square, after (Flickr)

The Rhodes Tavern case is one of the most notorious negotiations and compromises in early DC preservation history, as it demonstrates an instance after the law was passed and facadism was viewed as an acceptable compromise between preservation and development. In 1977, developer Oliver Carr acquired property that was improved with three landmarks. He hired David Childs of SOM to develop studies for potential development schemes. Early on, Carr stated that a public subsidy would need to be exchanged for the preservation of the landmarks.[105] As this was pre-law, Carr applied for demolition permits under the established demolition delay regulations. During the 180-day negotiations with the SHPO, DTID, and the Citizens Committee to Save Rhodes Tavern, Carr said that he would put $2 million into preserving the buildings, but that he would need an additional $5 million+ in funding to complete their preservation. No source of funding was agreed upon during negotiations, so negotiations were pushed back six months. During this time, Carr applied

103 Gutheim, Frederick and Antoinette J. Lee. Worthy of a Nation.

104 Ibid.

105 HPA no 80-41.

for a $7.2mil UDAG. However, at the end of the six months, with no word about the UDAG, Carr obtained a demolition permit for one of the historic buildings on the site, the Keith-Ablee Theater, under the condition that he would not demolish the building until he heard about the UDAG. However, after the permit was granted, Carr withdrew his UDAG application and began demolition. DTID filed for an injunction against Carr, who reacted by agreeing to incorporate the façade of the National Metropolitan Bank (the other landmark) and the interior of Old Ebbits grill (an interior landmark) into the new SOM design and give Rhodes Tavern and $100,0000 to a non-profit organization for relocation. He would arrange for this in exchange for the closing of an alley and increased height of his new project. After a series of consent orders, it was finally agreed that the facades would be retained "to a depth of two bays" in exchange for alley closure and increased height limit to 130' from 95' and Rhodes Tavern would be removed for Carr. All parties agreed.

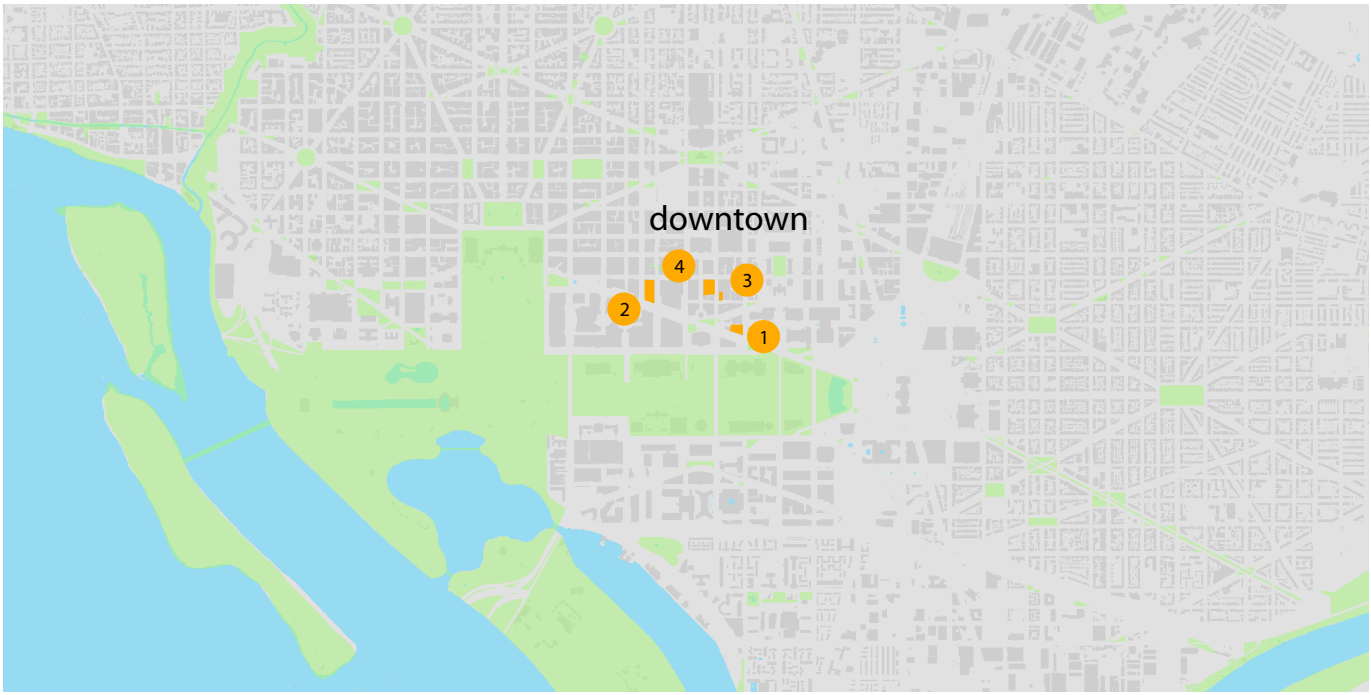
Thus, Carr submitted an application for permits to raze and relocate Rhodes Tavern, raze the National Metropolitan Bank, and for review the alteration to the bank and theater.[106] At the time, all three buildings were considered Category II Landmarks on the DC Inventory of Historic Sites and listed individually on the National Register. Since the HPRB was not established yet, the Joint Committee served as the review board. The Joint Committee had recommended that the building be preserved unless project was a special merit. But as was expected, the Mayor's Agent ruled that SOM's design was considered to be of "exemplary architecture in that it successfully and sensitively incorporates significant architectural and historic elements with that of new construction at a prominent location along the…Presidential Parade route."[107] Thus, the project met the special merit exemplary architecture exemption: "the facades of these two structures create a major design impact at one of the most strategic locations along the ceremonial route between the Capitol and the White House" and demolition was found to be "necessary" to construct project of special merit.[108]

Rhodes Tavern was first project that challenged the law in a real way and invoked the special merit exemption for exemplary architecture, the result of incorporating the historic facades into SOM's new development. In this instance, a facadism justified the special merit exemption, whereas later, special merit exemptions would be used to justify façade projects. Numerous blocks in DC faced similar treatment following the relative success that Oliver Carr achieved by negotiating with preservationists.

106 HPA No. 80-41,43,46,42.

107 Ibid.

108 Ibid.



map 3. Phase 2 facadism projects.

Phase 2: Early PADC (~1980-1990)

The second phase of façade projects demonstrates the effects of the Pennsylvania Avenue Development Corporation's redevelopment and preservation plan on facadism. Although some of these projects were contemporary to those just discussed, the requirements for development and processes through which these projects are approved differ and must comply with Section 2.3 of the Rules of Procedure as part of the PADC. The projects in this phase were all prescribed by the 1974, 1977, and 1982 plans. Further, these projects were also proposed before Downtown District Overlay District in 1989-1990, which had another type of impact on facadism (although one project was slightly influenced by the zoning). These projects were not reviewed by the Joint Committee or HPRB as they are in the purview of the PADC (and also two of the projects are only designated within the Pennsylvania Avenue NHS, thus falling outside the jurisdiction of the HPA).

Phase 2
Visual Analysis

Project	Typology	*Scale*	*Massing*	*Proportion*	*Height*	*Rhythm*	*Style*	*Material*	*Details*	*Reversibility*	*Readability*	**TOTAL**
The Pennsylvania	sheet	2	1	1	3	2	2	1	2	1	1	16
1001 Pennsylvania Ave	illusion1020	2	3	3	2	2	3	3	3	3	3	27
Gallery Row	scoop	no addition	_	_	_	_	_	_	_	_	_	_
The Lansburgh	illusion1020, sheet	3	4	4	3	4	3	2	2	3	3	31
	AVERAGE	2.33	2.67	2.67	2.67	2.67	2.67	2.00	2.33	2.33	2.33	24.67

I have identified four projects that fall within these parameters. All of the projects are located within the Pennsylvania Avenue NHS and one is located within the Downtown Historic District. They were all zoned for commercial use and are partial or total block redevelopments incorporating a

number of historic facades. Two projects were designed by Hartman-Cox. The most common type of façade typology is illusion1020. The lowest score received on the visual analysis was 16 and the highest was 31. The average score for Phase 2 is 24.6, slighter higher than Phase 1. The biggest weakness in this phase was that the material choice was not compatible with the historic facades.

The low score is largely due to the PADC plan, which strictly outlined what buildings were to be preserved in place, what facades were to be retained, and where these facades would be arranged. Thus, some of these projects have the sense of being fictitiously composed, and in some cases, awkwardly assembled. Later, the PADC projects improve as evident in Phase 4. There are three projects that represent these tensions, in chronological order: The Pennsylvania at 601 Pennsylvania Avenue, 1001 Pennsylvania Avenue, and The Lansburgh at 425 8th Street.

THE PENNSYLVANIA

The Pennsylvania
601 Pennsylvania Avenue

Typology	*Neighborhood*	*Designation*	*Overlay*	*Developer*	*Architect*	*Year Proposed*	*Year Delivered*	*Review Body*	*Mayor's Agent Ruling*
sheet	Downtown	Penn NHS	PUD	Westminister	Eisenman	1979	1986-1990	Commission of Fine Arts	NA

figure 9. Atlantic Building, before (LOC)

figure 10. The Pennsylvania (flickr, streetsofwashington)

PADC's awkward façade projects are embodied in the final result of this PUD project, a $125 million mixed-used project that was to provide housing on Pennsylvania Avenue for the first time in over a 100 years. This square was categorized as a "Program I" in the 1977 PADC plan, which specified that these sites must include "restoration in place," i.e., that the structures on the site should be preserved in situ. Thus, in the PUD application, it stated that façade of the 1890 Atlantic Coastline building must be incorporated: "new office building will incorporate the façade of the Atlantic

Coastline Building, and the cornice height and horizontal bonding pattern of the building [must be] carried through in the street facades of the entire project, creating a 'background building' to set off the smaller and older fragments of the late 19th century buildings…with a set-back above the 85 foot high base."[109] The Office of Planning responded that the project, "exhibits a reasonable compromise between preservation…[through] the building's relationship to surrounding historic elements and the achievement of a viable development program."[110] The Commission of Fine Arts approved the design in 1982, with a tepid attitude towards the new design. DTID generally opposed the large scale of the block and its relationship to other historic buildings, with no mention of the façade retention. A few years after its completion, Ben Forgey, wrote that The Pennsylvania was, "suffering from an excess of good intentions…[and] lacks cohesion--it has no decisive character."[111]

1001 PENNSYLVANIA AVENUE

1001 Pennsylvania Avenue

Typology	Neighborhood	Designation	Overlay	Developer	Architect	Year Proposed	Year Delivered	Review Body	Mayor's Agent Ruling
illusion1020	Downtown	Penn NHS	DD	Cadillac Farview	Hartman-Cox	1979	1987	Commission of Fine Arts	NA

figure 11. 1001 Pennsylvania, construction (The Washington Post)

figure 12. 1001 Pennsylvania (transwestern retail)

The goal of PADC was a redevelop a unified, monumental streetscape on Pennsylvania Avenue. Square 348 (on which 1001 Pennsylvania Avenue is located) was the last block of buildings on along Pennsylvania Avenue to be developed. Graham Davidson of Hartman-Cox said during an interview that the office surveyed the site extensively and determined that the buildings remaining were significant and unique and worthy of preservation. To be preserved were four 19th century brick buildings and the 1909 U.S. Storage building (the facade featured in Figure 12). However,

109 PUD application, 1983.

110 Ibid.

111 Forgey, Benjamin. "Where Cohesion Is Lacking; A Disappointing New Face" *The Washington Post*, Mar 21, 1987, b01.

there were other issues to take into consideration: fire cords, floor lines, and floor plates had to be addressed. They decided that in projects like these, that the essence of the building was not its interior, not is wooden structure—instead, it was about the urban environment. Davidson said that the significance of the historic resource is the experience of walking around it. Further, that the streetscape was far more interesting than a new design. Davidson wanted to do the buildings that were to be incorporated into his new design justice: since the historic lots were 25' historically, they designed the new building with 25' module, so that the old would appear "embedded in the new."[112] This was the first project that begun to sort out how to set historic facades into a block-long behemoth. Hartman-Cox established a modular system that attempted to preserve the volume of the 1920s historic buildings through defined setbacks. This system had a lasting impact on Washington's downtown: architects looked to Hartman's system as the solution to integrating required facades into new design. There are numerous examples where this impact is visible. The firm was won an Historic Preservation Award from the Metropolitan Chapter of the American Institute of Architects in 1980, and was referred to as "good design" during a PADC oversight hearing.[113]

THE LANSBURGH

The Lansburgh
420 7th Street

Typology	*Neighborhood*	*Designation*	*Overlay*	*Developer*	*Architect*	*Year Proposed*	*Year Delivered*	*Review Body*	*Mayor's Agent Ruling*
illusion1020, sheet	Downtown	Penn NHS, 1965 DC HD, 1982	DD	Graham Gund	Graham Gund	1986	1991	Commission of Fine Arts	NA

figure 13. Kresge Store (LOC)

figure 14. The Lansburgh (corporateliving.com)

The development of The Lansburgh can be seen as the bridge between the early history of the PADC (Phase 2) into the period that would see the full transformation of the downtown (Phase 4). The 1982 update to the PADC's historic preservation plan identified this block as a candidate

112 Dean, Andrea Oppenheimer. "Intricate Composition of Stepped Facades" *Architect,* November 1986 (64).

113 Oversight hearing, pg 14.

for a “mini historic district” due to the “sufficient concentration of reusable buildings that merit retention.”[114] There were three buildings on the site that were to be incorporated into the new development. The PADC plan required that the Lansburgh building be preserved in place and that the new development should incorporate “as much [of the building] as practiceable, as well as the Busch building, which had looser requirements attached to its façade.” In 1987, the PADC held a competition for the site. Graham Gund won the competition with his proposal to develop a mixed-use project with a significant number of residential units. As one of the major goals of the PADC (and other subsequent DC policies), was to create a living downtown by offering more residential options downtown. However, as residential developments generally earn less of a return than commercial developments, developers had distanced themselves from entering the housing market. Further, the designs submitted by other architects such as Shalom Baranes and David Schwarz “treated the 19th century facades…[like] stage flats.”[115]

Part of the RFP required the incorporation of three facades into the new design: The Lansburgh Department Store, the Kresge Store, and the Busch Building. The latter facades had been previously dismantled by the PADC and stored until a use was determined. Gund’s proposal also kept the original windows and floor plates, and like the Hartman-Cox design at 1001 Pennsylvania, paid close attention to massing and how retain a sense of volume of the historic buildings.[116] Ultimately, a number of buildings were demolished, and the back of the original Lansburgh was demolished as well. The Busch building façade was preserved, but its historic wooden structure was gutted, and the Kresge façade was dismantled and then attached to the new construction upon its completion.[117] Gund’s design for the new construction straddled the line between context and contrast, and does not quite achieve sympathetic massing. Instead, the historic facades are swallowed into the new design. During its construction, critic Ben Forgery predicted that, “pure preservationists won’t like it, and many a good architect will say it’s too much-too much decoration, color, fanciful history and so on. Nonetheless, this will be a standout building in a place that desperately needs one now, and in a few decades it’ll be at worst an oddity we’ll all love and at best a heralded landmark.”[118] While The Lansburgh was an early attempt to incorporate a number of different types of facades into a building of architectural distinction, there is little cohesion between

114 Preservation and Enhancement of Historic Values in the Uncommitteed Develoment Areas of the PADC, 1982 (5).

115 Forgey, Benjamin. “Lansburgh’s Happy Plethora; Competing Redevelopment Plans Offer Attractive Answers to Area’s Needs” *The Washington Post* 21 Feb 1987.

116 Abruzzese, Sarah. “Downtown Neighborhood Blooms At Lansburgh Residents’ Doorsteps” *The Washington Post*, 29 Jan 2005: Apt 05.

117 Nesmith, Lynn. “Capital Gains: The Lansburgh” *Architect*; Apr 1992, 81, 4, pg 74.

118 Forgey, Benjamin. “Graham Gund’s Brave New Buildings; The Lansburgh’s Architect and His Adventurous & Colorful Designs” *The Washington Post*, 09 Jan 1988, d01.

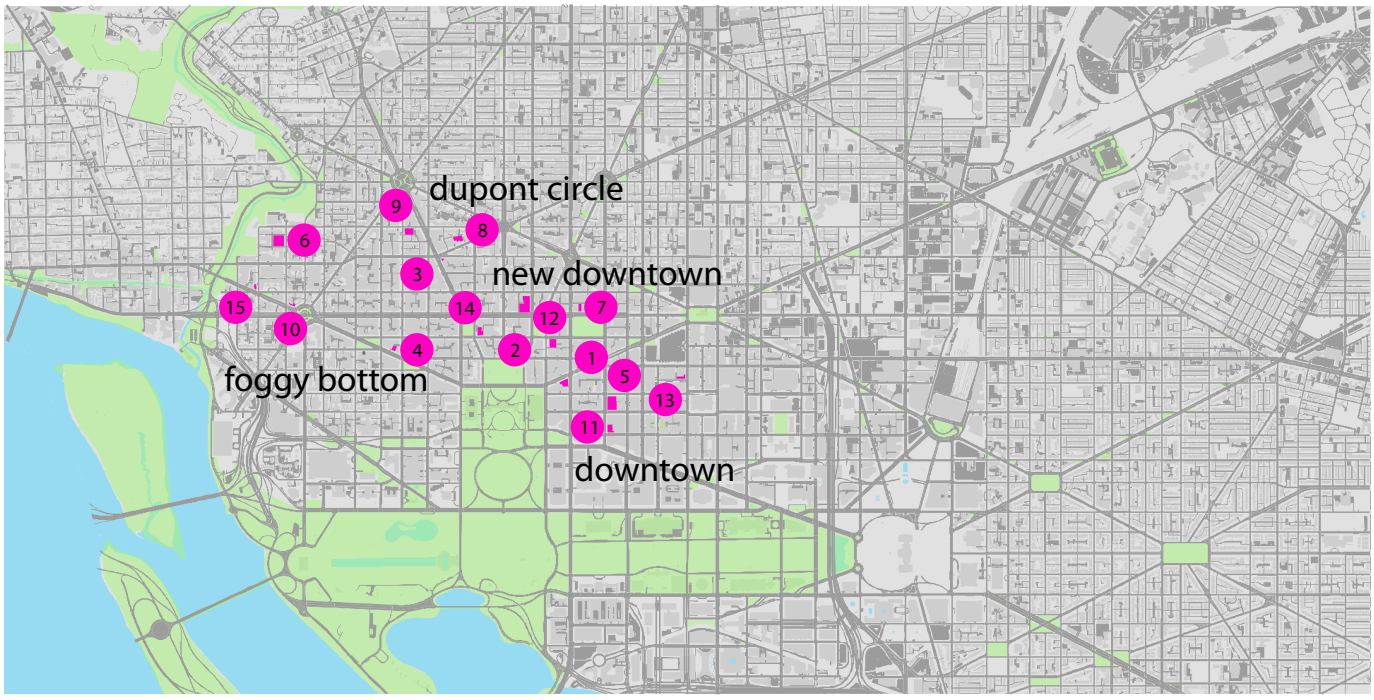
the new and old and leaves a mess of buildings downtown.

The Lansburgh opened in 1991, just one year after the Downtown Development Overlay was passed and the downtown was on a path to complete transformation. But before this discussion, I will look at how facadism transformed outside of the PADC.

Phase 3: Establishment and Reaction to Law (~1980-1990)

While the downtown continued to see the impact of the PADC's historic preservation plan on the facades of its architecture, facadism continued to linger outside of the downtown. This third phase of façade projects illustrates how the Act handled the issue of facadism as it matured, how the special merit exemption evolved, the increasingly powerful and plural review process, and how facadism became a preferred form of redevelopment in some cases. It is also in this period that facadism projects are handled with more sensitivity through lengthier negotiations.

I have identified fifteen projects that fall within these parameters. In this wave, the geographic dispersion is greater: six projects are located in the old downtown; four projects are located in the broader Foggy Bottom area; three projects are located in Dupont Circle; and two projects are located in the new downtown. Nine projects are individual landmarks (two are also on the National Register), three are contributing buildings within historic districts, and three are not designated (although one was reviewed through the Commission of Fine Arts). Only a fifth of the projects are block developments, the rest are individual site façade projects. Four projects involved the archi-



map 4. Phase 3 facadism projects.

tectural services of Shalom Baranes, two projects involved SOM, two project involved Hartman-Cox, and one David Schwarz. The Joint Committee reviewed and approved four of these projects. The HPRB also reviewed and approved four. The Mayor's Agent found that partial demolition was necessary to construct a project of special merit for three projects and ruled that five projects were consistent with the Act.

Phase 3
Visual Analysis

Project	Typology	*Scale*	*Massing*	*Proportion*	*Height*	*Rhythm*	*Style*	*Material*	*Details*	*Reversibility*	*Readability*	**TOTAL**
Bond Building	scoop	4	3	3	3	3	3	4	3	3	4	33
Army Navy Club	sheet	2	1	2	2	3	3	3	3	2	2	23
DeMonet Building	illusion1020	2	3	2	2	3	1	1	2	4	4	24
Mexican Embassy	illusion1020	1	1	1	1	1	1	1	1	2	3	13
Homer Building	scoop,sheet	2	4	4	3	3	4	3	3	4	2	32
World Wildlife Fund	collage	2	2	2	1	3	4	4	4	1	1	24
Almast Temple	illusion	no addition	–	–	–	–	–	–	–	–	–	–
St. Matthew's Row	illusion2040, incorporation	3	3	3	2	3	3	3	3	4	3	30
1818 N Street	illusion2040, incorporation	3	4	4	3	3	3	3	3	4	5	35
Spanish Embassy	sheet, collage	1	1	1	2	1	2	2	2	2	1	15
Warner Theatre	scoop	5	5	4	5	5	5	5	5	5	5	49
Bowen Building	scoop, sheet	4	4	4	4	5	4	4	4	4	4	41
Victor Building	scoop	no addition	–	–	–	–	–	–	–	–	–	–
Investment Building	scoop, sheet	5	5	5	5	5	5	5	5	5	4	49
The Luzon	scoop	5	5	5	5	5	5	4	5	4	5	48
	AVERAGE	3	3.153846	3.076923	2.923077	3.307692	3.307692	3.230769	3.307692	3.384615	3.307692	32

This phase is marked with a variety of façade typologies: seven were scoop projects; two were illusion1020; two were illusion2040; and one was sheet. Of the seven scoop projects, half were actually a scoop/sheet hybrid, a particularly common treatment for the midsize, individual buildings. In this case, the entire interior is demolished and more than one façade is retained. However, the new construction surrounding the historic facades leaves the facades looking like they were plastered onto new construction.

The lowest score received on the visual analysis was 13 and the highest was 49. The average score for Phase 3 is 32, higher than both earlier phases. The biggest weakness in this wave was that the scale of new construction in relation to the historic façade. There is a noticeable improvement in the style and material selected for the new construction. Why did these projects have these varied results? Facadism projects were no longer targeted at whole-block developments seeking to retain a streetscape, as was the most common type in its early history. While there was still some multiple-site faced projects occurring, in the 1980s, DC began to see larger individual buildings receive facade treatments.

Army Navy Club
1627 Eye Street

Typology	Neighborhood	Designation	Overlay	Developer	Architect	Year Proposed	Year Delivered	Review Body	Mayor's Agent Ruling
sheet	New Downtown DC	Individual, 1974			Shalom Baranes	1983	1987	Joint Committee	Consistent

figure 15. Army Navy Club, (LOC)

figure 16. Army Navy Club, after(K.Wood)

One of the first individual projects was the Army Navy Club building at 1627 I street. An application (HPA No. 83-187) to raze parts of the buildings was submitted by owner Farragut Corporation in 1983 because, "adaptive reuse had been determined economically unfeasible." The Joint Committee approved design and there was no opposition The Mayor's Agent found that proposed changed would retain and enhance aesthetic appearance of the exterior and ordered the demolition of all portions other than the 1912 façade. Upon its completion, some preservationists said that it would have been preferable to demolish the entire building rather than "preserve…facades as ornaments for new buildings."[119] This was the first project that demonstrated that it could be uneconomical to fully preserve a midsize building and how it could be beneficial for the city to have the façade preserved.

Other similar projects include the Bond Building and the Homer Building. Both of these National Register projects were mid-sized buildings that faced entire interior demolition and retention of more than one façade that was incorporated into new construction. The new construction provided modernized office interiors and added additional stories to the buildings. Another trend in the 1980s was the emergence of facadism in new areas with increasing development pressure, such as Dupont Circle. One large site (1717 Rhode Island Avenue) was planned as a PUD and another site was proposed at 1818 N Street.

119 Hilzenrath, David. "Mixing the Old With the New; Debate Rages Over Preserving Old Buildings as Facades" *The Washington Post*, 13 Aug 1988: e01.

1717 Rhode Island Avenue

Typology	Neighborhood	Designation	Overlay	Developer	Architect	Year Proposed	Year Delivered	Review Body	Mayor's Agent Ruling
illusion2040	Dupont Circle	DC HD, 1977	SP-1	Karchem	David Childs, SOM	1985	2004	HPRB	Special Merit/Consistent

figures 17 & 18. 1717 Rhode Island Avenue (K.Wood)

The first whole block façade project in Dupont Circle was proposed in 1987. The Archdioceses of DC submitted an application (HPA87-147-150) for a permit to partially demolish, renovate, and rehabilitate four rowhouses built between 1877 and 1886 on Rhode Island Avenue in the Dupont Circle Historic District. The rowhouses are located next to St. Matthew's Cathedral and Rectory, a designated landmark. The project had been approved as a PUD by the Zoning Commission, which stated that HPRB should approve the conceptual design. During the initial permit review, the HPRB approved the proposal stating that it was consistent with the purpose of the law. As the permit required partial demolition, the proposal went in front of the Mayor's Agent in 1987. During this review, the applicant said that partial demolition was necessary in the public interest because it would allow for a project of special merit and that it was also consistent with act. During the hearing, a preservation consultant stated that the design, which provided setbacks away from the historic facades, was compatible with the act because the streetscape was preserved. The project architect, David Childs of SOM, echoed this sentiment. However, two preservationists not associated with the project argued that the demolition of the project would create a "facadomy." This dialogue was one of the first to explicitly advocate against facadism and partial demolition as being actions consistent with the Act.

While the Associate Director the Office of Planning had said that this project demonstrated exemplary architecture because of the new design, the Mayor's Agent found that thought it did so

because it “successfully protects the visual dominance of St. Matthew’s Cathedral, sympathetically linking the two buildings in architecture while minimizing the visual impact of the new building on the cathedral and surrounding historic area.”[120] The permit was issued in 1987.

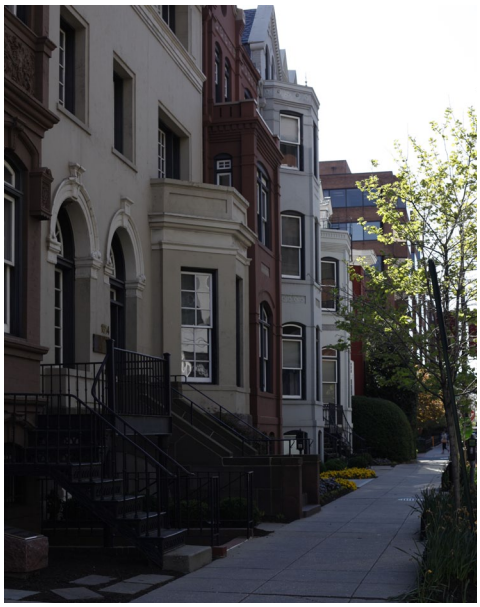
Due to financing issues, the construction of the new project was stalled until 2000. The Archdiocese released a RFP to develop the building, following David Childs’ plans that were approved in the PUD application and by the HPRB. Karchem Properties was hired because of their success developing an adaptive reuse project downtown (the Gallup Building). The project at the end of 2004 and it won the Washington Business Journal Best Estate Deals of 2004 for Best Rehab project.[121]

The 1717 Rhode Island project is an early example of what David Maloney called “preservation bonuses” during an interview. Preservation bonuses, as defined by Maloney, are preservation investments that would not otherwise be required as part of redevelopment. In this example, St. Matthew’s Cathedral would undergo a $600,900 renovation if the PUD status was to be granted.[122]

1818 N STREET

1818 N Street

Typology	*Neighborhood*	*Designation*	*Overlay*	*Developer*	*Architect*	*Year Proposed*	*Year Delivered*
illusion2040	Dupont Circle	DC HD, 1977	DC		David Schwarz	1985	1984



figures 19, 20, 21. 1818 N Street (E. Pedroza)

120 HPA87-147-150

121 “1717 Rhode Island Avenue.” http://www.karchem.com/projects/office/index.html (accessed November 2011).

122 1717 Rhode Island PUD application.

The project at 1818 N Street was one of the first façade projects that critics, architects, and preservationists agreed was the best example of this type of compromised preservation. Craig Williams of David M. Schwarz Architects, the firm that designed the new construction and façade scheme, said in an interview that this was an exceptional case of facadism. The new eight-story building behind the facades of five 19th-century townhouses is only three stories higher than the old structures, and each floor of the new building is stepped back so it does not look as if it were pasted at the back of the old buildings. Some of the architectural elements of the town houses are repeated in the new building. Further, Schwarz stated that the interiors had been previously assembled by the prior tenant, and thus the integrity of the interior had been compromised prior. Ben Forgey called it "quite fine."[123] Schwarz, working with the HPRB, agreed to preserve the facades and 15' of the houses; however, a sidewall had began to collapse, and then he only had the facades to work with. While he did not preserve most of the building, Forgey said that his use of materials and scale was unique and exceptionally sympathetic to the old buildings. The combination of setbacks, balconies, and texture were what the other background buildings had been missing. Despite the loss of historic material, he continued, "something must be given up if the attractive order of our older streets is to be given new economic life."[124]

By the late 1980s, advocates, architects, and the HPO had been vocal that facadism in most cases was not good preservation and was not a preferable option. The HPRB was demanding that developers work closely with architects, HPO staff, and the community to create contextual designs. Developers began to see this new relationship/collaboration having two benefits: faster reviews and further, that historic properties/properties with historic facades could make a building more marketable.[125] Further, even a handful of preservationists were in support of some of these projects: "it is a way that allows us to save a lot of pieces of the old historic fabric of our downtown which would otherwise be lost."[126] The general consensus at the end of this phase was that facadism was only successful if it undetectable. The new must defer to the old, and further, must remain as absent as possible. This was a divergence from the previous two phases.

123 Forgey, Benjamin. "Keeping Up" *The Washington Post*.

124 Ibid.

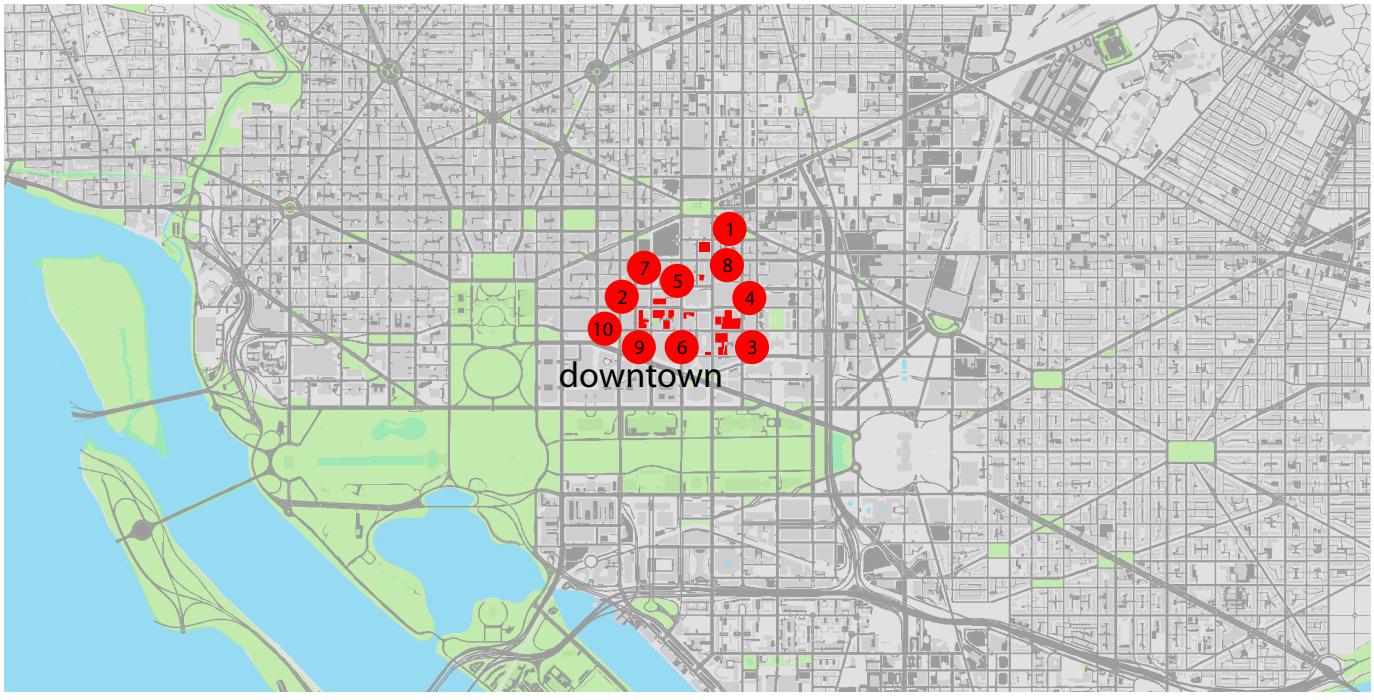
125 Swallow, Wendy. "Historic Fronts Preserved With More Finesse: Developers See Benefits" *The Washington Post*, October.

126 Ibid.

Phase 4: Living Downtown and the Downtown Development Overlay District (~1990-present)

Phase 4 illustrates how the new Downtown Development Overlay District and other complementary city policies had a significant impact on the proliferation of facadism projects. Further, this wave also demonstrates how continued practice made the results of facadism more predictable and acceptable to developers and preservationists.

I have identified eleven projects that fall within these parameters. All projects are located in the downtown and the Downtown Development Overlay District. Eight of the eleven projects incorporate over three historic facades into a larger, full-block development. Only one project is not in the Downtown Historic District; six are located in the Pennsylvania Avenue National Historic Site boundaries; one was a PADC-purchased and then developed site; and two were PADC sites that were handed over to the GSA after its dissolution. Three projects required the incorporation of facades as outlined by PADC plans and three projects required the incorporation of facades as a result of negotiations between preservationists and developers. Two projects resulted in "preservation bonuses" (the restoration of a church steeple and the incorporation of part of an interior). Three projects were developed by Douglas Development and two were designed by Shalom Baranes. Seven projects that were under the jurisdiction of the HP Act (not PADC sites) were declared projects of special merit for public benefit. Two projects were found to be consistent with the Act (under the adaptive reuse clause).



map 5. Phase 4 facadism projects.

Phase 4
Visual Analysis

Project	Typology	*Scale*	*Massing*	*Proportion*	*Height*	*Rhythm*	*Style*	*Material*	*Details*	*Reversibility*	*Readability*	**TOTAL**
King's Place	sheet	2	2	2	2	2	3	2	2	2	2	21
Lincoln Square	illusion1020, illusion2040	3	3	3	3	3	4	4	5	4	4	36
Terrell Place	illusion1020, sheet	3	2	3	3	3	3	3	3	3	3	29
Le Droit Block	illusion2040, incorporation	5	5	4	5	4	4	3	4	4	5	43
The Clara Barton	illusion2040	2	2	2	2	3	3	3	2	4	4	27
The Lafayette	illusion2040	3	3	4	3	3	2	3	3	3	3	30
The Artisan	illusion2040, sheet	3	4	3	3	3	3	3	3	4	4	33
Carroll Square	illusion1020, illusion2040	2	2	3	3	2	2	2	2	3	3	24
Greene Building	sheet	2	3	3	3	3	3	3	2	3	3	28
950 F Street	sheet, illusion1020	4	4	4	5	4	4	3	3	3	4	38
910-916 F Street	illusion2040	3	3	4	4	4	4	3	3	4	4	36
	AVERAGE	2.91	3.00	3.18	3.27	3.09	3.18	2.91	2.91	3.36	3.55	31.36

Due to similar conditions in which most of these projects were built, this phase is the most homogenous. Many of the projects incorporated multiple historic facades; the most common approaches to achieve this were illusion1020 and illusion2040. Five projects are categorized as illusion2040, three illusion1020, and three sheet.

The lowest score received on the visual analysis was 21 and the highest was 43. The average score for Phase 4 is 31.36, which is lower than Phase 3. However, there is less variation in scores in this phase, indicating a clear trend/pattern in the approach and results of these projects. The biggest weakness in this phase was that the scale of new construction and materials used. This is due to a change in the approach to new construction that started to occur in the late 1990s: developers paid less attention to how to sensitively match historic building material to the new construction; instead, choosing to contrast the style as taste begun to change from the postmodern architecture to more modern, contemporary architecture. This phase has the highest readability score, indicating that the "illusion" typologies (i.e., the careful use of setbacks) are the most successful in creating the illusion of a whole historic building.

As the real estate market picked up and developers began to purchase land downtown for redevelopment, there was an established precedent of what a compromise between preservation and demolition was: facadism. The PADC plan had encouraged this type of activity (although in a 1981 oversight hearing, admitted that they did not consider relocation of facades to be a "historic preservation action") and by the mid-1990s, a number of examples of full-block new construction that incorporated facades were delivered. The projects that were developed under the auspices of the PADC (Squares 347, 406, and 457) required façade incorporation (one required preservation-in-place, while the others incorporated facades from the proverbial PADC storage room). Those that were outside the purview of the PADC were the results of lengthy negotiations (with the exception of the earliest). While the Downtown Development Overlay (DD) encouraged the preservation of historic commercial buildings in the downtown, the definition of preservation was vague and developers approached a number of the projects with facadism as an answer to the DD's preservation. For example, to qualify for TDR, a historic building must be "preserved in whole or in part."[127] Three

127 Zoning Code (1707.5).

of these projects spent time in court, and resulted in years of negotiations between developers and preservationists. In some cases, the facadism was incentive was enough (in lieu of having to preserve an entire building), in others, developers received TDRs for incorporating the facades.

It should be mentioned that concurrently, a number of successful whole-building preservation projects were undertaken in the area.

TERRELL PLACE

Terrell Place
575 7th Street, 513-517 7th Street, 626 F Street

Typology	Neighborhood	Designation	Overlay	Developer	Architect	Year Proposed	Year Delivered	Review Body	Mayor's Agent Ruling
illusion 1020, sheet	Downtown	DC HD, 1982 NHS	DD TDR	CarrAmerica	Coldon Florence Keyes	1994	2003	HPRB	Special Merit (Public)

figure 22. Hecht Department (Jewish Historical Society)

figure 23. Terrell Place (E. Pedroza)

The Committee of 100 on the Federal City immediately opposed the development project at Terrell Place/Hecht's Department store, which featured the retention and incorporation of a number of facades. The major issue in this case, as in the case of St. Matthew's, was that the Committee did not want facadism to become consistent with the purposes of the preservation act. In a 1994 Decision and Order (DAO) made by the Mayor's Agent on this development, the Mayor's Agent addressed this issue on record by stating that although he ruled in favor of the applicant, "the fundamental issue is the basic concept of demolition vis a vis preservation of a façade…in a very real sense any demolition flies in the face of preservation. How can one demolish under the aegis of preservation since one is diametrically opposed to the other."[128] However, recognizing this, he goes into say that while the raison d'etre of preservation might be to preserve, it is "neither dormant

128 HPA 94-73-78.

nor unchanging."[129] While he could have said went on record to say, "facadism is discouraged, but accepted," he instead champions facadism, saying that, "the preservation of a façade strikes a unique compromise between demolition and preservation in that it preserves what is characteristic of a building…while permitting the continuing evolution…"[130]

In response to the demolition approval, the Committee of 100 filed a motion to stay the Mayor's Agent's DAO, claiming irreparable injury.[131] The Committee of 100 considered the proposed project inconsistent with the Act. The crux of the issue was that the Mayor's Agent ruled that it was "necessary in the public interest" but not that it was "necessary in the public interest" to build a project of special merit. Thus, the applicant reapplied for the permits, bringing additional housing units under the living downtown initiative, and then the Mayor's Agent ruled that it was necessary to demolish the buildings to build a project of special merit.[132] Although the proposal was ultimately completed as planned, through a series of law suits, facadism was not to be considered as consistent with the purpose of the preservation act.

CARROLL SQUARE

Carroll Square
975 F Street

Typology	Neighborhood	Designation	Overlay	Developer	Architect	Year Proposed	Year Delivered	Review Body	Mayor's Agent Ruling
illusion1020, illusion2040	Downtown	DC HD, 1982	DD	Akridge	Coldon Florence Keyes	1999	2007	HPRB	Special Merit

figure 23. 921-941 F Street (DCPL)

figure 24. Carroll Square facades (E. Pedroza)

129 Ibid.

130 Ibid.

131 HPA 94-73-78A.

132 HPA 95-440-448.

The project that epitomizes the lengthy negotiations that occurred between preservationists and developers is found on the north side of 900 F Street block. In 1999, the Roman Catholic Archdiocese of Washington along with John Akridge Co. proposed the construction of an office building behind the facades of seven 19th century buildings at 921-941 F Street. While the HPRB approved the design, it stated that façade preservation was not consistent with the act. However, despite the number of occurrences of this type of project downtown, the Mayor's Agent found that the proposal did not meet the special merit clause either. The Archdiocese argued that it did qualify for special merit because the new building would provide social services to the community and that it would incorporate the facades. The Mayor's Agent ruled that, "the loss to the general public by virtue of the destruction of the historic F Street buildings outweighs the value to the community of the applicant's proposed restoration of the facades of these buildings."[133] Akridge challenged the Mayor's Agent in court, and subsequently, preservation advocates led by DCPL countersued Akridge. Thus, after over a year of negotiations that Akridge called "precedent setting"[134] between all stakeholders, a new design was put forth that reduced the height and square footage, would restore 50 feet of four town houses, and two facades and 20 feet would be incorporated into the new design[135]. It was not until 2005 that the project broke ground and eventually delivered in 2007.

This project demonstrates that the perception of facadism was changing, and that developers could no longer rely on it as a fall-back answer to preservation concerns. While it still does have elements of facadism in it, it was not the initial plan of incorporating all seven facades. The lawsuit placed a spotlight on the issue, and many reflected on the issue. As Ward Bucher, a DC architect said, "We're the only major city that routinely approves facade-ectomies," Bucher said. "It's really better to decide whether to save the whole building or not—otherwise, you're just using the building as wallpaper."[136]

133 Haggerty, Maryann. "Investment Building Redeveloper Courts Akin Gump Law Firm" *The Washington Post,* April , 1996.

134 Hall, Thomas C. "D.C. judge strikes down 'façade-ism'" *Washington Business Journal*, Monday, November 22, 1999.

135 Kovaleski, Serge. "Fight Over Historic D.C. Block Is Settled; Builder to Preserve Houses, Art Space" *The Washington Post*, July 19, 2001: B5.

136 Hall, Thomas C. "D.C. judge strikes down 'façade-ism'" *Washington Business Journal*, Monday, November 22, 1999.

Lincoln Square
555 11th Street

Typology	Neighborhood	Designation	Overlay	Developer	Architect	Year Proposed	Year Delivered	Review Body	Mayor's Agent Ruling
illusion2040+	Downtown	DC HD, 1982	DD	Ruben	Hartman Cox	1994	2001	HPRB	Special Merit

figures 25, 26, 27. Lincoln Square (E.Pedroza, Hartman Cox)

The development of Lincoln Square was proposed in 1981 by the PADC after they purchased the property. In an oversight hearing, they established that the project would incorporate a number of facades, some of which were located on the property and others would be relocated from other sites. Fifteen years later, after a change of developer and architect, the construction of Lincoln Square project begun. The initial plans for the historic buildings on the site were to retain the facades, which would be braced during construction and incorporated, was approved by the Mayor's Agent under the special merit exemption. However, the developer had to reapply and receive Mayor's Agent approval for the total demolition and then reassembly after construction when structural instability was noticed. Keeping in line with the initial approval, the Mayor's Agent approved this action.[137] In this design, Hartman Cox refined the firm's early approach (seen at 1001 Pennsylvania Avenue) to create setback modules to lighten the impact of the new design on the old buildings, nine facades preserved.

In the face of these full-block facades projects, came a significantly improved design typology that incorporated historic structures and the continuation of "preservation bonuses." In 2003, a new development designed by Shalom Baranes and developed by Douglas at 800 F Street was delivered. [Figure 28] The PADC plan (the property had been leftover from the PADC and the GSA had issued a RFP, which Douglas won) specified that this block would be developed into retail, the facades would be retained; and new massing would be compatible with the five historic buildings on the site. Baranes' design was the first example downtown of preserving more than 30 feet of the

137 HPA 94-157-175A

historic buildings and was the best example yet of mitigating the visual impact of new construction on historic buildings.

During an interview, Tersh Boasberg said that the last facade project approved by the HPRB was in 2001. This project was the Greene Building, a neo-Gothic building adjacent to and owned by Calvary Baptist Church. [Figure 29] In 2000, the applicant (Trammell Crow Co.) applied for partial demolition in order to construct a mixed-use building behind a historic facade, and the HPRB stated that it was not consistent with the act. However, when Trammell put forth a new proposal that would also restore and expand church functions, restore elements of Calvary Baptist, and construct an "economically viable office building," they reconsidered and ruled that these 'preservation bonuses' were in the public's interest because, in unprecedented language, the proposed restoration of the church would "constitute an unusual and substantial historic preservation accomplishment with clear benefits to the public at large…"[138] Further, in unprecedented language, the HPRB determined that During an interview, Historic Preservation Officer Steve Calcott said that the project resulted in a "perfect preservation amenities" package, which included the restoration of Calvary Baptist's terra cotta spire. Another 'preservation bonus' was granted nearby at a Douglas Development site on F Street. In this case, Douglas only preserved the first twenty feet of two historic buildings. However, working alongside the HPO staff, he provided some elements of interior restoration that would not have otherwise been required.

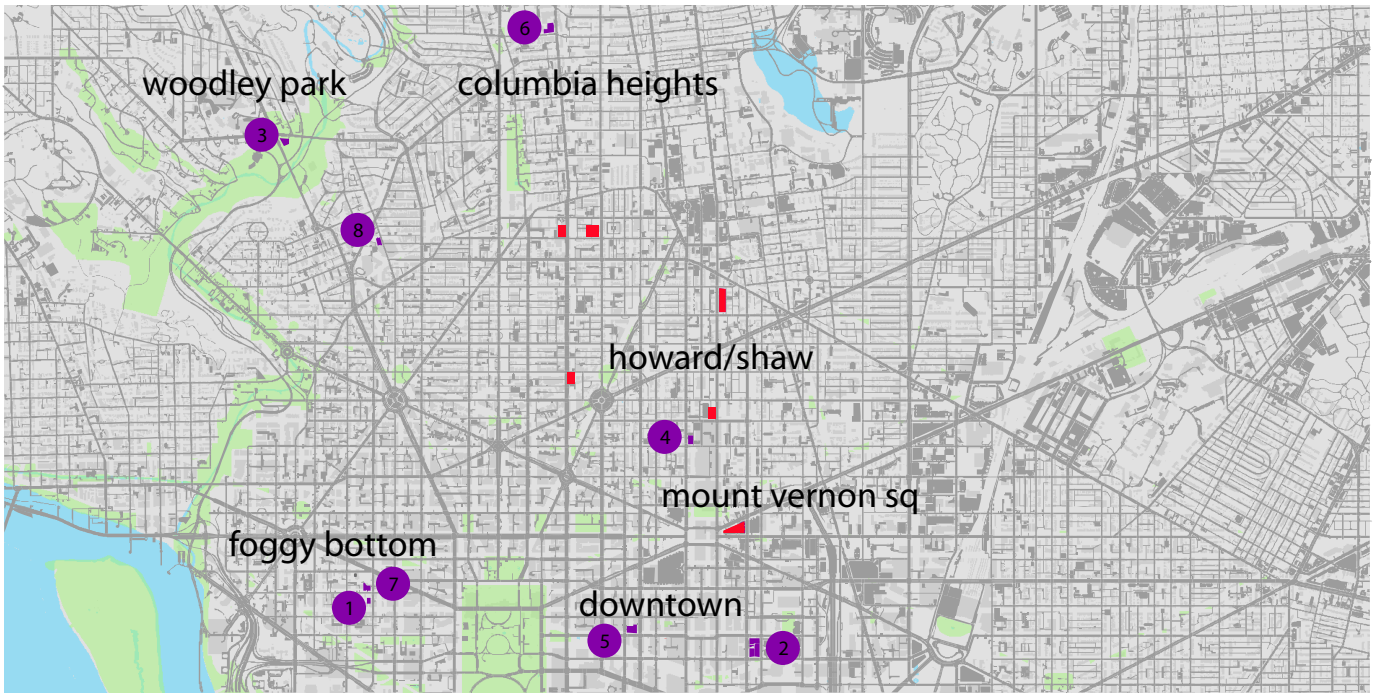
Facadism, David Maloney said in an interview, symbolized that there was a way to come together and work together. He said that it is all about compromise, and that sometimes 100% preservation cannot be expected. While compromises had often left preservations with less than 50% on what Maloney and Steve Calcott referred to as a "preservation spectrum," the final phase illustrates that preservation priorities have moving towards the higher end of the spectrum.

figure 28. 800 F Street (E. Pedroza)

figure 29. Greene Building facadism (K.Wood)

figure 30. Bonus spire restoration (K. Wood)

138 HPA 00-601, 01-044



map 6. Phase 5 facadism projects. Projects under consturction are highlighted in red.

Phase 5: Marketing History/Trophy Projects (~2001-present)

The fifth and current phase of facadism illustrates how developers began using the incorporation of historic pieces to enhance projects in order to promote individuality and specialness. As developer Douglas Jemal said, the benefits aren't always just financial, Jemal says. "I don't think there is any gratification greater than the feeling you get in restoring an old building and doing it right," he says. "People walk by and say: `Boy, that's a beautiful building. That's a hell of a block that this guy put together.' And people would rather be in those buildings. They are tired of the bland marble and granite office towers. They are not exciting anymore, whereas this has a feeling of identity, something that makes it special."[139]

These actions and sentiments are deviations from what was the standard practice of arriving at facadism as a compromise after negotiations between various stakeholders. Also, projects start moving out of the downtown area, as fewer and fewer sites are available for redevelopment. Another trend evident in this phase is, in addition to essentially volunteer to incorporate more historic fabric, developers are giving the same kind of attention to non-designated structures. The following issues can be used to understand this phase of facadism: continuation of the downtown overlay, new downtown development policies, and new development pressures on different neighborhoods. Further, some of these projects are the result of the strong preservation ordinance: instead of proposing demolition outright, a number of these projects sought facadism or some sort of compromise from the initial planning phases. It is these projects that to some preservationists, may not

139 Katz-Stone, Adam. "Historic developments" *Washington Business Journal*. March 12, 2001.

fall under the definition of facadism. However, the major issue of this phase is that there have been and are influences of the compromise thinking that has been part of Washington preservation since the mid-1970s. This phase is the next incarnation of DC facadism, even if it is not the conventional form of facadism.

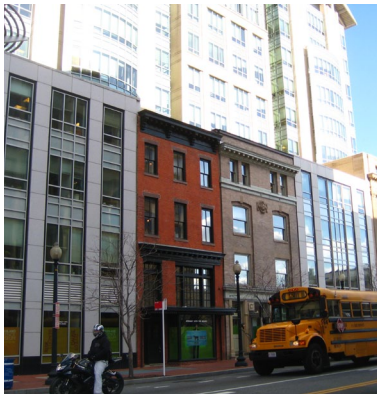
I have identified eight completed projects that fall within these parameters. I have also included four projects that are either planned or under construction that incorporate historic facades and four projects that are either planned or under construction that may include façades. These projects are located almost exclusively outside of the downtown (with the exception of two completed and two planned). Instead, some have (or are being developing) been developed in areas that are beginning to feel development pressure, such as Shaw, U Street, and Columbia Heights. This potentially demonstrates where the next wave of compromise architecture (if not facadism) could be taking place. About half are located in historic districts, while a number of them are not designated. In many of these projects, preservation was not the name of the game, so to speak. One project incorporates the façade of a historic (though not designated) auto repair shop into a mall. Clearly this is not preservation although it borrows from the DC toolbox of preservation. Instead, the incorporation of the façade was to provide texture at the street level. Facadism, nearly pushed out of the realm of preservation in DC, has found a home in urban design.

Conducting a visual analysis of this phase would provide little insight into on-the-ground conditions, as the projects are very diverse and a majority of them have not yet been delivered. Instead, an analysis was done on the delivered projects and a brief survey of the new projects is provided. The first project is the National Academy of Sciences, which represents a shift from Phase 4 to Phase 5.

Phase 5: Completed Projects
Visual Analysis

Project	Typology	*Scale*	*Massing*	*Proportion*	*Height*	*Rhythm*	*Style*	*Material*	*Details*	*Reversibility*	*Readability*	**TOTAL**
GWU Law School	sheet	5	4	4	5	4	4	4	4	3	5	42
Academy of Sciences	illusion1020, illusion 2040	2	1	2	2	2	2	2	2	3	2	20
AASHA Office	sheet	5	5	5	5	4	4	4	4	2	4	42
Exchange Place	illusion2040	4	3	4	3	3	3	3	2	4	4	33
1155 F Street	incorporation, illusion 2040	4	4	5	4	4	4	4	4	5	5	43
Best Buy	sheet, collage	2	1	2	2	2	1	1	1	1	1	14
Hospital for Sick Children	scoop, incorporation	2	3	3	3	1	1	1	1	4	3	22
The Asher	scoop	4	3	3	4	5	5	5	5	3	4	41
	AVERAGE	3.50	3.00	3.50	3.50	3.13	3.00	3.00	2.88	3.13	3.50	32.13





figures 31, 32, 33. National Academy of Sciences, before and after (DCPL, K.Wood)

The National Academy of Sciences (NAS) at Square 488 resembles a number of the Phase 4 projects: it takes up an entire block, incorporates a number of historic facades into the new development, and the new construction attempts to defer to the historic structures. The major difference between the NAS project and the Phase 4 projects is that the structures on the site are not designated. So why did developers preserve nearly a dozen historic facades? First and foremost, when NAS purchased the land, an agreement stating that the new owner and architect must work with DCPL to develop an agreeable office building that would incorporate the facades of a new of buildings on site was conveyed to them as the new property owners. Although the project was not going to reach the HPRB, the developer and architects, based on past experience, anticipated objections to complete demolition.[140] While the developer had little interest in preserving the buildings in their entirety, they were interested in encountering a smooth construction period. Thus, the developers worked with the DCPL to design a project that would save the historic buildings while allowing for new construction. This project was unique in that it preserved the greatest number of adjacent historic facades in the downtown, a feat not achieved by sites protected by the DC preservation act. It also maintained 20 feet of a number of the buildings' interiors, and a 1830 Greek Revival townhouse received extra attention as 37 feet of the interior was preserved. Regardless, this project does preserve less volume than the downtown projects, likely indicating that without preservation review, less material is saved.[141]

None of the projects in the phase have had to go before the Mayor's Agent for a partial demolition. As mentioned, this is because a number of buildings are not designated and a number of projects do not require a significant demolition of the historic fabric. Instead, this phase provides examples of what the evolution of facadism is beginning to look like, and in some cases, what the

140 AIA Guide to Washington. Baltimore: Johns Hopkins University Press. 2006. pg 112.

141 DCPL website: http://www.memosaenz.com/dcpl/issues/issues.html (accessed March 1, 2012).

lingering affects are. Rather than present profiles for each project, the following is a brief description of a number of projects that best exemplify trends in compromises.

Completed:

2159 Connecticut Avenue: In 2001, the façade of a 1900s French classical townhouse was "submerged" into new construction that matched its height. This was a result of a number of negotiations between the Woodley Park neighborhood organizations and the architect. The affect is an added decorative flare to the contemporary construction. The façade serves as a functioning entranceway, but no portion of the interior has been preserved.[142] [Figures 34 and 35]

1155 F Street: Delivered in 2009, this office building was developed by Douglas Development and designed by Pei Cobb Freed Partners. This building has been cited during a number of interviews as being the example of good compromise. It incorporated the facade of one building, recreated the facade of a historic storefront, and preserved another building in its entirety. The new 12-story office story links the buildings and facades together with a glass atrium that highlights the original masonry party wall of one of the buildings. The design won the Mayor's Award for Excellence in Historic Preservation in 2009. [Figures 36 and 37]

Under construction:

O Street Market: The redevelopment of the O Street Market appears to be a blatant façade project, as its four inch brick façade has been braced for years. However, during a snowstorm, the original market's roof collapsed, and the southeast corner of the façade was salvaged from the disaster. Instead of demolition, the façade was retained and will be incorporated into a design by Shalom Baranes. While local preservationists do not consider this facadism, it is, by definition, a façade

figures 34, 35, 36, 37. (Flickr user Mr. T. in DC, K. Wood, Douglas Development, Flickr user pueblo46)

142 EE&K website: http://www.eekarchitects.com/portfolio/13-adaptive-reuse-historic-preservation/10-rock-creek-overlook

project, regardless of the condition it was in prior to the design of the new construction. Although it has not yet been delivered, the incorporation of the O Street Market façade into the new market design as a salvage could perhaps be considered an example of positive facadism. [Figures 38 and 39]

Progression Place: Developers of this mixed-use project in the Howard-Shaw Historic District applied for a PUD (ZC Case 07-07) in 2007. This project, which was approved by the HPRB, is an early example of new full-block developments outside of the downtown that incorporate the existing historic buildings on the development site as opposed to clearance. This project preserves the facades (it is unclear how the interiors will be treated) and provides at least 40 feet setbacks, as required in the PUD application. [Figure 40]

Three more recently approved developments include Louis at 14th developed by JPG Development, the 14W developed by the Jefferson Apartment Group, and the redevelopment of the Central Union Mission Building developed by Jeffrey Schonberger. All are located in the Greater U Street Historic District. The Louis at 14th will incorporate a number of historic buildings on the site and will preserve 50 feet before they are incorporated into the new design. In the Central Union redevelopment, the interior of three rowhouses will be merged, although the original party walls will be preserved and 40 feet of the structures will be preserved before incorporated into the setback tower.

There are two outstanding potential (and stalled) projects by Douglas Development. Douglas has been slowly moving towards developing a site in the middle of downtown; one of the only parcels of land left in the downtown (1000 F Street). There was concern in the late 2000s as to the future of a number of buildings on the site, namely the Waffle House, an art deco diner-esque structure. However, it has been speculated that the façade of the one-story building will be relocated from its central downtown location and will be incorporated into a larger tract of land in the Mount


figures 38, 39, 40. (K. Wood, Shalom Baranes, Progression Place)

Vernon Triangle. The plan for this development will be briefly discussed below. The proposed plan, which will be released to the public in spring 2012, will look familiar to those who are well-versed in the facadism projects in DC.

During an interview with Paul Millstein from Douglas Development, I viewed the proposal for a triangular piece of land (Square 450) in the Mount Vernon Square Historic District. The site plan resembled the historic preservation plan produced by the PADC: some buildings were identified for incorporation, some facades were selected for in-place incorporation, some were selected for relocation, and others were slated for demolition. [Figure 41] This site, which was presented to the HPRB on March 23, 2012, is a speculative mixed-used project in a rapidly developing area of Washington. While the project, as seen in renderings, is dynamic and appears to preserve the majority of the historic structures in full, this is not the case.

As seen in the site plan, three facades will be retained, three buildings will be relocated (in brown), seven buildings will be restored and incorporated into the new construction (light blue), and one building will be removed (gray). The buildings in white will be fully preserved. While the site plan may be reminiscent of the PADC site plan for preservation, the above rendering is a nearly identical to the proposal Arthur Cotton Moore designed to preserve a row of townhouses in the historic downtown in 1974 and its realized counterpart, Red Lion Row. [Figure 42] Once again, two-to-three story buildings are submerged in an, as Craig Williams said, a concrete oceanliner. What is the difference between Douglas' Mount Vernon Triangle and Warnecke's Red Lion Row? Likely, that the exterior and interior restoration of these buildings will be handled more sensitively. However, as if coming full circle, one has to wonder, what comes after this? Will Douglas' full-block development showcasing nearly every type of facadism typology become a new precedent for neighborhoods facing new development pressures? After reviewing the proposed projects in phase 5, it is unlikely that this smorgasbord of preservation treatments will become a real estate trend. However, facadism has clearly been well-practiced in the city, and may once again become a comfortable compromise

figures 41 & 42. Proposal for Square 450 (Douglas Development)

as neighborhoods continue to grow.

While we are still in the final phases, facadism has been in sharp decline since the mid-2000s. According to HPO staff, most of the facade projects currently underway are the result of approvals given as much as a decade ago. Further, the Historic Preservation Review Board has been much less prone to approve such projects in recent years, and the proof is in the diminishing permit approvals. As is seen, more recent projects such have made more balanced compromises between historic preservation and building utility without resorting to saving a few inches of facade.

PART III

ISSUES

RECOMMENDATIONS

FURTHER RESEARCH

PART III

This section identifies major preservation issues related to facadism and provides a set of recommendations through which these issues can be begin to be reconciled. While the number of façade projects in DC has diminished in the last decade, the impact of this compromise preservation has lingered and raises a number of local, national, and international preservation issues. The key issues affecting Washington are addressed below through a variety of policy, law, and educational outreach recommendations.

As has been demonstrated by the findings in this thesis, city policy and law have played a large role in the propagation of facadism projects. There are a number of ways that this action can be mitigated through changes to policy and law, including changes to zoning, the preservation act, the Comprehensive Plan, and the numerous large and small city plans, such as the Center City Action Agenda.

Facadism will not be prevented solely through policy changes, though. The findings in this thesis also demonstrate the need for the preservation field in DC and the US to continue to develop new methods by which to protect historic structures while encouraging reuse, not demolition or facadism. While a number of these methods will be changes to policy, the reexamination of compromised preservation practices, such as facadism, at the local and national level could foster a serious—albeit difficult—discussion on how to best to balance preservation and development in growing cities. Facadism is certainly a negative externality of this tension, but it need not be. With an renewed dialogue focusing on the subject, as well as a number of other educational opportunities structured to develop an understanding about the issues that facadism presents, a more aware citizen and preservationist can understand the threats that facadism poses to the architectural and historical heritage, and preservation movement, of a city.

Recommendations on how to address facadism in Australian, Canadian, and British cities were reviewed. While each proposal reviewed discussed facadism, not one of the recommendations attempted to ban facadism. While most stated that facadism was “disagreeable” or “disrespectful,” all said it should be used only as a last resort compromise. The following recommendations move away from this empty gesture at advising against facadism.

table 2. SUMMARY OF ISSUES AND RECOMMENDATIONS

Issue	Policy (P) Rec.	Law (L) Rec.	Education (E) & Research (R) Rec.
1. Muddling preservation and urban design	1P.1. Clearly delineate preservation and urban design goals in relation to facadism	1L.1. Change vocabulary in zoning code to explicitly separate façade retention from preservation and instead align with urban design goals	
2. Zoning requirements obstruct preservation goals	2P.1. Evaluate sections of zoning ordinance that have encouraged facadism 2P.2. Evaluate proposed changes to zoning ordinance to identify opportunities to further protect against facadism 2P.3. Identify “at-risk” areas	2L.1. Require that more fabric be retained in new projects that affect designated properties in zoning code	
3. Policy approaches over-incentivize developers	3A. Eliminate incentives for preserving “part” of a building 3B. Establish appropriate incentives for whole building preservation	3A.1. Eliminate TDR program from Downtown Development Overlay and if and when new TDR programs are developed, do not reinstate preserved in “part” buildings as qualifiers 3B.1. Establish a local tax credits program for developments that preserve entire historic structure.	
4. Vagueness in preservation act allows for some facadism projects to pass design review	4A. Explicitly define language using field standards 4B. Insert section in HPA 1978 on facadism	4A.1. Explicitly define “Adaptive Reuse” 4B.1. Develop new section in code defining facadism using typology developed in this text 4B.2. Develop new section in code regulating against facadism 4B.2.1 Create language in “special merit exemption” that very clearly defines if and when a facadism project could be permitted	4E. Produce online information sheets on facadism typology on HPO and OP websites.

5. Need for “exemplary architecture” instead of compromised preservation	5A. Encourage projects of exemplary architecture in targeted areas	5A.1. Incentivize projects of architectural merit in targeted areas 5A.1.1. Provide tax breaks for projects that will provide the city with exemplary architecture 5A.2. Encourage design competitions for public buildings	5E. Promote existing exemplary architecture through exhibitions, walking tours, school curricula
6. Perception that facadism is associated with less costs than whole building preservation	6A. Capture data from developers on benefits of whole building		6E.1. Provide data and development case studies on the HPO website.
7. How to protect non-designated structures from facadism	7A. Evaluate feasibility of incorporating CEQA standards into project reviews.	7A.1. If applicable, adopt CEQA standards into the HPA 1978.	
8. Future of facadism projects	8A. Develop framework for how to approach preservation of facadism projects 8B. Develop framework for how to approach evaluating the significance of these agglomerated structures		

Issue 1: Muddling preservation and urban design

1. Muddling preservation and urban design	1P.1. Clearly delineate preservation and urban design goals in relation to facadism	1L.1. Change vocabulary in zoning code to explicitly separate façade retention from preservation and instead align with urban design goals

Since the early façade projects in DC, preservation in many instances has become synonymous with urban design. Buildings are not preserved for their historic, architectural, or cultural merit; instead to provide textured streetscapes and aligned frontages. While the latter is inarguably an important element of placemaking and essential to developing attractive, dynamic city streets, it is not preservation. In most cases, the muddling of the two fields is harmless and can be mutually

beneficial. However, there are other cases in which blurring the line greatly undermines preservation efforts. This could not be more evident in the "historic preservation" plans put in place by the PADC, which called for the dissection and rearrangement of dozens of historic buildings. When precedents are established, they will be revisited if convenient. The lasting impacts of PADC's historic preservation plan on the downtown are acutely evident, and continue with Douglas Development's Mount Vernon Triangle project. The motivation behind this project is to retain a streetscape, rather than preserve the historic context of the buildings. Further, non-designated historic buildings have also begun to be transformed into facadism projects. While the developer is not required to preserve the structure, the façade is retained and incorporated into new construction in order to create the illusion of a historic streetscape as an element of good urban design. A bad preservation practice has become a good urban design practice. In order to not conflate the two, it is imperative to "unmuddle" the goals of each.

Recommendations

Policy-1P.1. *Delineate preservation and design goals in policy and law in relation to facadism.* Make explicit in policies such as the Comprehensive Plan and in code such as zoning overlays that façade retention and incorporation is not a preservation practice but instead a goal of urban design. This creates a separation between preservation and urban design, which is essential to maintain consistency between preservation standards and practice.

Action-1P.1. *Improve and focus language in the Comprehensive Plan*

The Urban Design Element and the Historic Preservation Element read similarly in the current Comprehensive Plan. In section UD-2.1: Place-making in Central Washington, the Urban Design Element states that, "attempts to create false facades mimicking historic styles, or to preserve facades and tear down the buildings behind them, have produced mixed results. As the existing stock of aging office buildings is replaced, greater attention must be given to design quality, street character, and landscape."[143] The update to the Comprehensive Plan should describe these mixed results, and if facadism is considered a positive addition to the streetscape, it should explicitly state that "as an urban design feature, retaining the façade is beneficial but it is not considered preservation." The Historic Preservation Element, in section HP-2.4.5: Protecting Historic Building Integrity, encourages the protection of historic buildings "whenever possible, and protect the integrity of whole buildings… discourage treatments like facadism of relocation of historic buildings, allowing them only when there is no feasible alternative…and only after a finding that the treatment is necessary in the public interest…"[144] While the Urban Design and Preservation Elements both make

143 NCPC. 2006 Comprehensive Plan. Chapter 9, section 9-17. 2011 update.
144 NCPC. 2006 Comprehensive Plan. Chapter 10, section 10-11. 2011 update.

mention of facadism, and the Preservation Element has a stronger stance on the issue, it is unclear how the two relate to one another and how the goals of preservation and urban design would be reconciled when considering a proposal for a facadism project. Both sections should include why facadism is a poor alternative to preservation. The Urban Design Element should include what alternatives there are in terms of design, and the Historic Preservation Element should include what alternatives there are in terms of preservation.

Law-1L.1. *Change vocabulary in zoning code to explicitly separate façade retention as a preservation action and instead align with urban design goals*

Historic Preservation Section 1707.5 of the Downtown Development Overlay states the a historic building can qualify for transferable development rights (TDR) if it, "has been preserved in whole or in part pursuant to the Historic Landmark and Historic District Protection Act of 1978."[145] Although it has been proposed to eliminate the TDR program in the Downtown overlay because it has "met its goals," the phrasing "in whole or part" has encouraged and can still encourage developers to retain a portion of a structure and receive TDR.[146]

Action-1L.1. *The phrase "or part" should be eliminated for the Historic Preservation Section of the Downtown Development Overlay, as it is not consistent with the goals of preservation*

Issue 2: Zoning requirements obstruct preservation goals

2. Zoning requirements obstruct preservation goals	2P.1. Evaluate sections of zoning ordinance that have encouraged facadism 2P.2. Evaluate proposed changes to zoning ordinance to identify opportunities to further protect against facadism 2P.3. Identify "at-risk" areas	2L.1. Require that more fabric be retained in new projects that affect designated properties in zoning code

The Downtown Development Overlay has had a significant impact on the historic buildings in downtown. While projects affecting designated buildings must go through the preservation review, all of the downtown facadism projects were able to pass through reviews. The overlay defined preservation as whole or part preservation; thus by these terms, facadism qualified as preservation. Further, TDR incentives were provided to developers were preserved only part of a building. This

145 DC Zoning Code Section 1707.5.
146 DC Zoning update.

demonstrates the enormous impact that zoning can have on the preservation of historic structures even though the purpose of zoning is not to determine which buildings are preserved and which are demolished or altered. Although the goal of the overlay district was met, and the incorporation and/or preservation of historic buildings have played a significant role in the success of the district, the zoning policy should not encourage facadism. It has arguably played too large a role in the transformation of some buildings. The HPO, HPRB, and preservation community played their designated roles in the redevelopment of the downtown in relation to preservation; the HPRB reviewed conceptual designs, proposed alterations, and permits for demolition and the DCPL worked with developers and architects to devise schemes to minimize the loss of historic integrity. These entities worked within the constraints that they were given, which resulted in this architecture of compromise that is not quite a reflection of the new or the old; but rather a moment in time caught between honoring the past and developing a new architectural vocabulary for the city.

Recommendations:

Policy-2P.1. *Evaluate and identify sections of the zoning ordinance that have encouraged facadism and change code as needed to eliminate the support of facadism.*

Policy-2P.2. *Evaluate proposed changes to the zoning ordinance and identify opportunities to further protect against facadism.*

As discussed in Part II, the zoning ordinance is currently being updated. The following is a brief review of what that has been proposed for the historic preservation component of the zoning ordinance could be expanded in order to address facadism concerns:

- Policy HP-1.2.7: Create standards for density bonuses in historic districts .
- Policy HP-2.2.2: Give full consideration to preservation concerns in applications for planned unit developments.
- Action HP-2.2.B: Integrate historic preservation into the preparation and review of proposed campus master plans, appropriate planned unit development and special exception applications and other major development initiatives that may have an impact on historic preservation.
- Action HP-2.2.C: The Historic Preservation Office and preservation groups should be involved in meetings to discuss relevant issues relating to zoning.
- Action HP-3.1.B: Evaluate the effectiveness of existing transfer of development rights (TDR) programs, and consider revisions to enhance their utility for preservations.

Policy-2P.3. *Identify "at-risk" areas in Washington.*

The Downtown Development Overlay has nearly played itself out, as there are few developable parcels of land in the downtown and even fewer blocks that have not already been redeveloped with façade projects. However, there are a number of other areas that have started to or will face similar redevelopment strategies, and then development pressures. Some of these areas include Anacostia and the Mount Vernon Triangle/Square. Using the findings in this thesis in addition to market studies and surveys on neighborhoods, develop a list of "at-risk" areas—areas that might be especially prone to facadism projects due to a number of ripe conditions, including increased development, underutilized zoning envelopes, and lack of landmark designation.

Law-2L.1. *Require, in identified sections of zoning code, that more (and/or most) fabric be retained in new projects that affect designated properties.*

Law-2L.2. *Include opportunities to further protect against facadism in new zoning update.*

The following is how to expand the identified proposals above:

Action-2L.2.a. Policy H-1.2.7. *Create standards for density bonuses in historic districts.* These standards could encourage some interior preservation and mandate that at least fifty feet (anything more than Illusion2040) be incorporated into new construction.

Action-2L.2.b. Policy H-2.2.2. *Give full consideration to preservation concerns in PUDs.* As PUDs create density, historic structures on PUD sites have generally faced a higher risk of facadism than those not part of a PUD site. Depending on the site, some interior preservation could be required for a building in conjunction with a fifty-foot rule.

Action-2L.2.c. Action H-2.2.B. *Integrate preservation into campus master planning*. As three façade projects have been developed by George Washington University, this could be altered to encourage some interior preservation and mandate the fifty-foot rule.

Action-2L.2.d. Action H-2.2.C. T*he HPO should be involved in zoning discussions*. By involving preservation stakeholders in zoning discussions, possible preservation issues such as facadism could be mitigated and dealt with at a faster pace. Further, a preservationist perspective in handling certain zoning issues, as is evident with the Downtown Development District.

Action-2L.2.e Action HP-3.1.B. *Evaluate the effectiveness of TDR programs and revise*. By improving and building upon the existing TDR program (including the above changes that require more fabric be retained), more developers might take advantage of these rights and preserve entire buildings.

Law-2L.3. *Add to or develop new overlays in the "at-risk" areas that explicitly require more (and/or most) fabric of designated structures be retained in news projects.*

There are opportunities to protect these areas from compromised architecture. As the zoning ordinance is currently being updated, there is an opportunity to change the language in "at-risk" district overlays that encourages, and preferably requires, entire building preservation.

Issue 3: Policy approaches over-incentivize developers

3.Policy approaches over-incentivize developers	3A. Eliminate incentives for preserving "part" of a building 3B. Establish appropriate incentives for whole building preservation	3A.1. Eliminate TDR program from Downtown Development Overlay and if and when new TDR programs are developed, do not reinstate preserved in "part" buildings as qualifiers 3B.1. Establish a local tax credits program for developments that preserve entire historic structure.

The PADC and downtown redevelopment policies eager to revitalize downtown were potentially compromising too much in granting incentives and/or allowing lowest-common-denominator projects such as facadism. In other words, while perhaps developers needed to be attracted to the downtown through incentives, as the real estate market recovered, the incentives once needed to undertake a project were no longer necessary but nevertheless granted.

Recommendations

Policy-3P.1. *Identify existing incentives for preserving "part" of a building.*

Develop a list of current incentives that developers can receive for preserving "part" of a building.

Policy-3P.2. *Evaluate potential incentives for whole building preservation.*

Action-3P.2. *Conduct research on if and how other cities have incentivized the preservation of whole buildings for commercial and residential use.*

Law-3L.1. *Eliminate incentives for preserving "part" of a building.*

Action-3L.1. *Eliminate TDR program from Downtown Development Overlay and if and when new TDR programs are developed, do not reinstate partial preservation as a qualifier.*

Law-3L.2. *Establish appropriate incentives for whole building preservation.*

Action-3L.2. *Establish a local tax credit program for developments that preserve the entire*

historic structure on the site.

In order to further encourage full-building preservation, a local rehabilitation tax credit program (not to be confused with the new tax credit program for homeowners) could be established and adhere to the Secretary of the Interiors Standards. While this would require city funds that may not be able available for this type of program at the moment, the tax credit program could be used to fund only a small number of projects per year. The program could provide tax credits only to developers who approached the HPO with either a risky (low-rise in a C-4 or a mid-size in a lagging neighborhood) or dilapidated building, who could then prove that they would not be able to shoulder the costs of preservation, and risk, alone.

Issue 4: Vagueness in the HPA-1978 allows for some facadism projects to pass review

4. Vagueness in preservation act allows for some facadism projects to pass design review	4A. Explicitly define language using field standards 4B. Insert section in HPA 1978 on facadism	4A.1. Explicitly define "Adaptive Reuse" 4B.1. Develop new section in code defining facadism using typology developed in this text 4B.2. Develop new section in code regulating against facadism 4B.2.1 Create language in "special merit exemption" that very clearly defines if and when a facadism project could be permitted	4E. Produce online information sheets on facadism typology on HPO and OP websites.

The issue of the HPA's vague language has been studied in a number of Georgetown Law historic preservation seminar papers.[147] There have been dozens of lawsuits that have claimed that a project was not consistent with the purposes of the act after being ruled as such, and then quickly spun as a "special merit" project. There is a need to eliminate vagueness in the preservation act.

Recommendations:

Policy-4P.1. *Explicitly define language in the HPA-1978 by using field standards.*

There are a number of changes that could be made to the HPA to prevent facadism. One approach is to develop more specific definitions.

Law-4L.1. *Explicitly define "adaptive reuse" in HPA SS2(b)*

The most significant term to further define is "adaptive reuse" as used in Section 2(b). If a proposed development includes the "adaptive reuse" of a historic property, the HPRB and Mayor's Agent will

147 Egleston, Pamela. "The Exemplary Architecture Exception to the District of Columbia Historic Landmark and Historic District Protection Act." Georgetown University Law Center, 2004.

most likely find the proposal to be "consistent with the purposes of the act." This definition could be expanded to define adaptive reuse as reusing a significant portion, if not all, of the building. The definition could also state that adaptive reuse does not mean the preservation of a small portion of a building. While this issue has largely been clarified by a number of Mayor's Agent rulings, providing additional clarification could be useful for future applicants.

Law-4L.2. *Insert section on facadism into the HPA.*

Action-4L.2.a. *Explicitly define facadism in the HPA by using established typology.*

Action-4L.2.b. *Develop new section in code regulating against facadism.*

Develop section that explicitly states why facadism is a problem for preservation. Further, explicitly state when a facadism would be allowed to occur, such as if the interior is completely destroyed or infeasible for adaptive reuse. There could also be a clause that states in some cases, to support full demolition instead of facadism.

Law-4L.3.1. *Create language in "special merit exemption" that very clearly defines if and when a facadism project could be considered and permitted to be part of a project of "special merit."*

Education-4E.1. *Produce information sheets on facadism typology on HPO and OP websites.*

In order to foster a clearer understanding of the various types of facadism in order to expand the dialogue among preservationists, developers, planners, and citizens, provide information sheets on the facadism typology on the HPO and Office of Planning website.

Issue 5: Need to encourage "exemplary architecture" instead of compromised preservation

5. Need for "exemplary architecture" instead of compromised preservation	5A. Encourage projects of exemplary architecture in targeted areas	5A.1. Incentivize projects of architectural merit in targeted areas 5A.1.1. Provide tax breaks for projects that will provide the city with exemplary architecture 5A.2. Encourage design competitions for public buildings	5E. Promote existing exemplary architecture through exhibitions, walking tours, school curricula

There have been a number of cases in DC where facadism projects have been criticized not for undermining preservation practice, but because they are a blatant metaphor for grasping on to a sliver of historic architecture instead of designing new. Preservation does not espouse that cities remain frozen in time or that the current generation should not express itself through good design.

If architects and developers in DC were willing to take the challenge of creating new architectural forms in the city, the number of facadism instance would likely decrease further. The issue of the current dearth of exemplary architecture is further proven by the policies set forth in the Urban Design Element of the 2006 Comprehensive Plan. Policy UD-2.1.5: Architectural Excellence seeks to "promote excellence in the design of Downtown buildings…" and Policy UD-4.1.4: Creating a Design Culture aims to "create an enhanced design culture in Washington through educational programs, museum exhibitions, design competitions, and school curricula."[148] The following recommendations build off the need for exemplary architecture in Washington, in addition to reestablishing confidence in design that will potentially reduce or eliminate facadism projects.

Recommendations:

Policy-5P.1. *Identify appropriate areas for exemplary contemporary design.*

As new architectural forms may not be appropriate in all neighborhoods, develop a list of areas, neighborhoods, and/or sites to encourage new design.

Policy-5P.2. E*ncourage projects of exemplary architecture in targeted areas.*

Promote these targeted areas as design centers through marketing measures and incentives.

Policy-5P.3. *Encourage design competitions for public buildings.*

Promote new design through providing open and public competitions for public buildings in order to create an excitement for new design in the city.

Law-5L.1. *Incentivize projects of architectural merit in targeted areas.*

Provide a small incentive for projects that provide exemplary architecture in zoning code.

Action-5L.1. *Provide tax breaks for projects that will provide the city exemplary architecture.*

Education-5E.1. *Promote existing exemplary architecture through an expanded discourse on contemporary design in Washington.*

Action-5E.1. *Develop exhibitions in schools, museums, or community centers.*

Exhibitions can be arranged by the DCPL, HPO, or other preservation or arts organizations.

Action-5E.1.a. *Develop walking tours that explore the exemplary architecture of Washington over the centuries, with a focus on contemporary sites.*

Walking tours can be guided or self-guided and arranged by the DCPL, Cultural Tourism DC, or other preservation or arts organizations in DC.

148 NCPC. 2006 Comprehensive Plan. Chapter 9. 2011 update.

Issue 6: Perception that facadism is associated with less costs than preserving a building

6. Perception that facadism is associated with less costs than whole building preservation	6A. Capture data from developers on benefits of whole building	6E.1. Provide data and development case studies on the HPO website.

A number of buildings were not fully preserved because developers claimed it would be a financial burden that should not be required to undertake (without incentives). In early cases, the developers have insisted that preservationists pay or find funding for the preservation of just a façade (Rhodes Tavern and Michler Place). However, there are a number of examples in DC where developers have had the patience (and foresight) to work with the preservation community to preserve an entire building and have been exceptionally content with the results and have commanded higher rents due to the preservation of a unique historic resource. An example of this success is the Gallup Building, developed by Karchem Properties in 2000, which won numerous of preservation and design awards for its full preservation. Daniel Karchem has stated in many articles that they were glad to have provided marginal extra financing to preserve the building instead of the initial plan for a facadism project.[149] Until developers understand the financial benefits of adaptively reusing a full building instead of hiding new construction in a historic shell, facadism and similar treatments will remain the preferred option.

Recommendations:

Policy-6P.1. *Capture data from developers on benefits of whole building preservation.*

Action-6P.1. I*dentify developers who have redeveloped entire buildings and conduct interviews, analyze pro formas from the projects, and assess economic benefits directly associated with preserving an entire building.*

Education-6E.1. *Provide data and development case studies on the HPO website.*

After compiling sufficient data, develop a series of development case studies to post on the HPO website in order to demonstrate the benefits of preserving an entire building.

149 Goldman, Melanie. “Saving History: Strong economy makes preservation worthwhile for developers.” Washington Business Journal, September 11, 2000.

Issue 7: The protection of non-designated structures

7. How to protect non-designated structures from facadism	7A. Evaluate feasibility of incorporating CEQA standards into project reviews.	7A.1. If applicable, adopt CEQA standards into the HPA 1978.

As noted, the issue of facadism extends past locally and nationally designated structures. There are a number of instance in which historic structures that are not designated have faced this treatment. While many projects (although not all) were the result of the proposed demolition of a designated structure, there are a handful of instances when undesignated buildings were treated to facadism with little to no objection. It can be posited that some historic buildings and districts may not be designated because the city sees a potential for increased tax revenue and other benefits. While the intentions are not flawed, this is not the process by which buildings should be designated. Thus, just because a site is not designated, does not mean that a facadism project should occur. There are a few ways to address this issue. For one, areas and sites with National Register-eligible landmarks should be paid closer attention. Another approach is to consider adapting ideas from the California Environmental Quality Act (CEQA), which considers undesignated buildings as potentially having historical significance and thus evaluates significance before a demolition permit or significant alteration is taken.[150] A mechanism could be developed to mandate review of alterations to buildings over a certain age.

Recommendations:

Policy-7P.1. *Evaluate feasibility of incorporating CEQA standards into HPRB design reviews.*

Policy-7P.2. *Develop list of "at-risk" sites, streets, or neighborhoods that are not designated that must face staff-level review by HPO in the interim.*

Although the additional review would be voluntary, as these sites are not designated, this "at-risk" list could demonstrate the potential threat to unprotected eligible resources in addition to providing a list of potential landmarks that groups could nominate for designation.

Law-7L.1. *If applicable, adopt CEQA standards into design review section of the HPA.*

150 http://ceres.ca.gov/ceqa/more/tas/page3.html.

Issue 8: The future of facadism projects

8. Future of facadism projects	8A. Develop framework for how to approach preservation of facadism projects 8B. Develop framework for how to approach evaluating the significance of these agglomerated structures

While one could argue that after the completion of a facadism, that the façade is saved. However, what will happen to these facades as they age and the once-new construction becomes functionally obsolescent and/or needs to be redeveloped? Do these facades get demolished in the redevelopment? Or, can and should the facades be reused again? They clearly have lost all structural integrity, but have they lost their significance? Further, have they gained a new significance as part of the larger building? One preservationist said, "once a building is fragmented, there ends up being very little value to it."

Recommendations:

Policy-8P.1. *Develop framework for how to approach the preservation and/or potential redevelopment of existing facadism projects.*

Action-8P.1. *Organize a preservation workday, seminar, workshop, or brainstorming session with local preservationists, architects, planners, developers, and lawyers.*

Policy-8P.1. *Develop framework for how to approach evaluating the significance of existing facadism projects.*

Action-8P.2. *Organize a preservation workday, seminar, workshop, or brainstorming session with local preservationists, architects, planners, developers, and lawyers.*

These dialogues will provide the platform from which to have a meaningful and critical discussion about the impact of compromised architecture in Washington. The DC preservation community should determine possible approaches to redeveloping facadism sites and how to approach evaluating their significance before the sites are threatened with redevelopment. During redevelopment, for example, should new construction be demolished while the historic facades are once again propped up and reconfigured into new construction? Should the buildings be rebuilt? Should they just be demolished? Or should the entire development be preserved? What period of significance is more important: pre- or post-facadism? These questions should be considered before it becomes an urgent issue.

Other issues and recommendations

There are a number of issues and additional measures that could be taken to further expand and strengthen preservation efforts and dialogue in Washington, which in part would further protect historic structures from facadism.

1. *Evaluate historic resources in historic districts for individual designation consideration.*
A project that proposes to alter an individual landmark is put under more scrutiny than a contributing building in a historic district. Thus, the HPO could review potential individual landmarks in historic districts, particularly those districts that might soon face new development pressure.
2. *Establish a "preservation bonus" program.*
The emergence of "preservation bonuses" has made facadism projects more acceptable. Currently, there is no guarantee that a developer will offer a "preservation bonus" for the partial demolition of a historic resource. The establishment of a clause that states if a developer is able to prove that partial demolition is necessary to provide a project of special merit, that some form of preservation bonus must be exchanged (within reason). A list could be maintained for types of bonuses, or "wish-list" of projects in each area that developer could decide to invest in to either demolish building, or to retain only 60% of building.
3. *Address the legal emphasis on preservation of the exterior.*
There is an undeniable emphasis placed on the exterior in most preservation law at the federal and local level. The lingering question that this emphasis asks is, does it promote facadism?

This last issue demonstrates the need for another approach to addressing some of these issues. Another approach to address preservation issues highlighted by facadism is to engage in dialogue. The following activities could reach a wide audience:

1. Hold a multi-disciplinary conference focused on the past and the present of development and preservation in Washington. Facadism would be a major theme and there could be break out sessions in which local architects, preservationists, and developers would have the opportunity to develop hypothetical design solutions that address the relationship between preservation and development.
2. Work with DCPL and Cultural Tourism DC and develop tours, publications, and other programming that stresses the significance of interiors by illustrating the exteriors with stories about the interiors.
3. Prepare tours of facadism projects and highlight the disconnect between interior and exterior as

means of instilling a young audience with an understanding of the importance of preservation.
4. Develop exhibitions on facadism and the preservation movement in Washington in conjunction with preservation and historical organizations.

Further Research

The following areas of research would benefit the study of facadism: understanding the value of facadism by tracking differences in rents between façade projects, preserved buildings, and new construction; fully address the tension in theory, law, and practice between placing an emphasis on preserving the exterior and the relation to its interior; develop comparable history of facadism in other US cities to further research efforts on the topic; research impact of possible increase in the Building Height Act of 1910.

Though DC policy has been effective at protecting the city's historic resources, facadism has leaked through as a convenient "way out." Although newer projects demonstrate that more and more material has been preserved, there will nevertheless be pressure to redevelop historic buildings. The city needs to adapt federal preservation and conservation practices as business as usual. While most cities will have examples of facadism "mishaps," in a city where it is so notoriously practiced, it is essential to strive to meet the highest standards. While facadism has become the exception and not the rule as it once was, it is better err on the side of zero tolerance policy than to allow the continuation of facadism projects. With the right combination of changes to zoning code, preservation law, incentives, and increased educational outreach, this could be a reality in Washington and would be a benefit to the city's architectural heritage in the long run.

CONCLUSION

Facadism in DC is a very real and clear indicator of the preservation strength in the city. From demolition, to the incorporation of large swaths of the buildings into new developments, the preservation community has, over time, demanded more: more compromise by developers, more preservation of historic fabric. Facadism, David Maloney said, symbolized that, "there was a way to come together and work together… its all about compromise." However, facadism has never been the preferred method by which to preserve historic resources.

In some cases, façade projects have created strange stage sets of history, displaying an uncomfortable tension between past and present. This is seen in 601 Pennsylvania Avenue and even as recent as the interior of District of Pi at 912 F Street. You know as you walk by or walk inside these old-new sites that you have are not experiencing the past or the present. However, there are other examples in which a unique streetscape has been created using pieces of the past, and while admittedly bizarre, are beloved follies (Penn Theatre) or something of economic value (Homer Building). Nevertheless, crux of the issue is not in this final result, but instead in what it means for a preservation movement. It is indicative of an intense compromise that has been imbued with expectations. The compromise has become an acceptable practice. This has larger implications for the preservation field outside of facadism. Again, some might find these endearing, indicative of a time and place in a city's redevelopment, but they are also indicative of a willingness to part with the principles of historic preservation. While the special merit clause, the downtown zoning overlay, and PADC were crafted with good intent…with each policy came a compromise made on behalf of preservation. While developers have certainly agreed to a number of compromises (i.e., preservation of entire buildings), these properties have largely resulted in coveted "trophy" buildings in a fully revitalized downtown. Further, the developer had likely received incentives for preserving the entire building. Thus, the developer has largely been the beneficiary of the facadism phenomenon. Yes, preservationists are "given" the façade of the building; it nevertheless weakens preservation.

Is facadism inevitable? Is it completely avoidable? The answer to both is no. However, through thinking about what projects have been successful in Washington and analyzing why it has been a success, preservationists can at least be versed in what to demand when discussing conceptual designs. The typology developed in this thesis is applicable to any city as a way to discuss this type of intervention. Preservationists and planners can decide that incorporation is good policy, or that illusion 2040 is good preservation. Washington, DC has been, as preservationists Richard Striner, said, "a laboratory for compromise techniques."[1] Can other cities use the successful

1 Hilzenrath, David. "Mixing the Old With the New; Debate Rages Over Preseving Old Buildings as Facades." The Washington Post, 13 Aug 1988: e01.

models and prevent the failures?

Facadism may have started as a form of preservation compromise at the beginning of Washington's preservation movement, but it has defined urban design principles and continues to impact the massing and texture of new development. Its impacts on the built environment are visible not just in historic districts or on individual landmarks, but also on new construction.

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THE APPENDICES

INTERVIEWS

FACADISM DATABASE

INTERVIEWS

Appendix A: List of Interviews

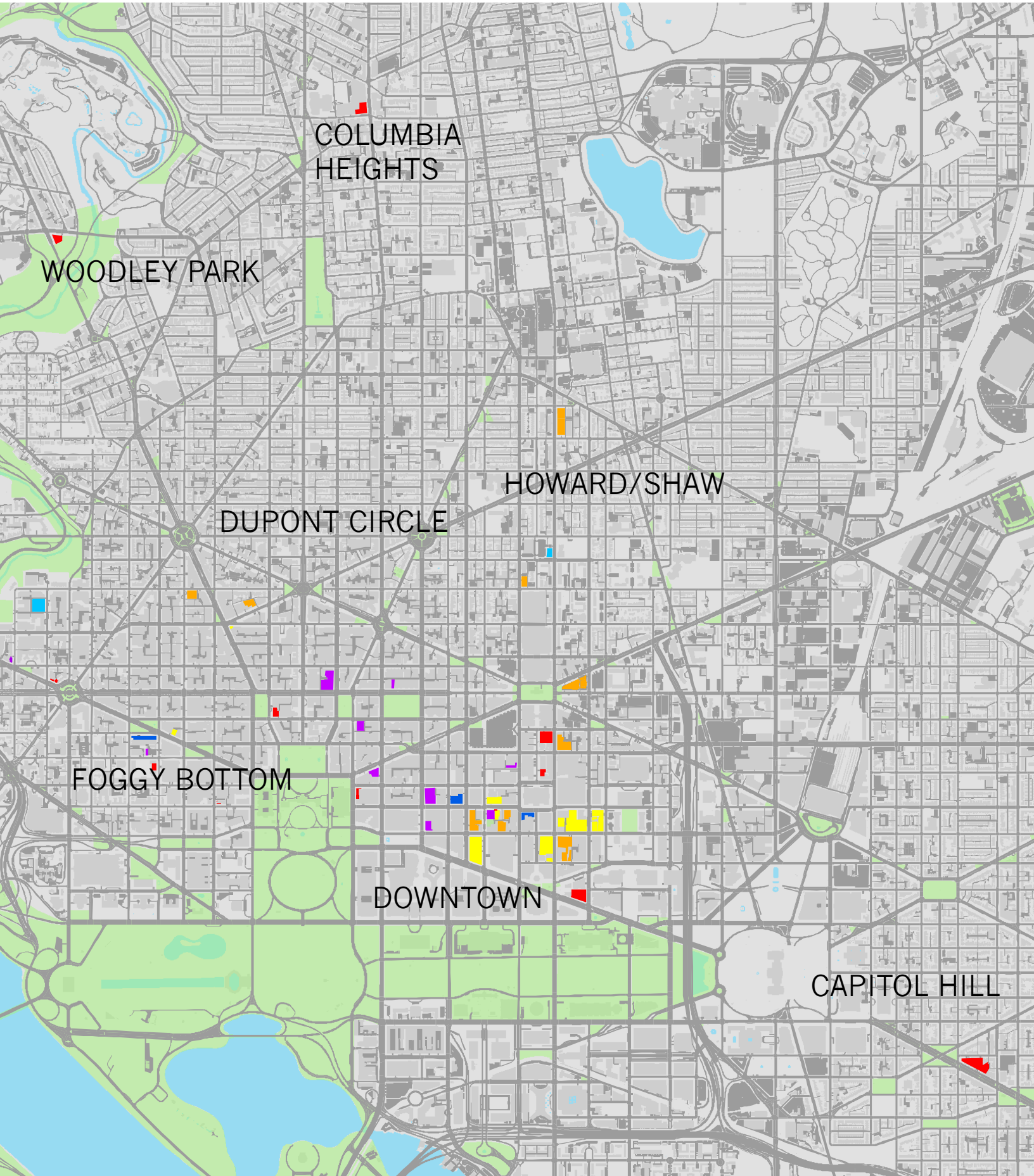
January 13, 2012	Donovan Rypkema, Principal, Place Economics
January 18, 2012	Tersh Boasberg, former Chair of HPRB from 2000-2010
January 25, 2012	Tom Mayes, Deputy General Counsel, National Trust for Historic Preservation
February 11, 2012	Richard Longstreth, Professor, George Washington University
February 22, 2012	Craig Williams, Principal, David M. Schwarz Architects
February 22, 2012	Lisa Craig, Chief of Historic Preservation, City of Annapolis, former DC SHPO
February 23, 2012	John De Ferrari, Historian
February 23, 2012	Graham Davidson, Principal, Hartman Cox
February 23 , 2012	Susan West Montgomery, Associate Director for Statewide and Local Partnerships National Trust, former Preservation Action
February 24, 2012	Paul Millstein, Vice President, Douglas Development
February 24, 2012	Steve Calcott, Deputy State Historic Preservation Officer, Historic Preservation Office
February 24, 2012	David Maloney, SHPO, former

FACADISM DATABASE

All information was collected for the facadism database was retrieved from Historic Preservation Office Annual Reports, DC Zoning Map, Property Value Information System, DC Inventory of Historic Places, *The Washington Post*, National Register of Historic Places nominations, interviews, and developer websites.

FACADISM IN DC

collage | sheet | illusion1020 | illusion2040 | scoop | incorporation



PHASE ONE

RED LION ROW

NAME: Red Lion Row (includes Joseph Cooper House)
ADDRESS: 2000 Pennsylvania Avenue, NW (Joseph Cooper House at 2030 I Street)
NEIGHBORHOOD: Foggy Bottom
TYPOLOGY: Incorporation, Sheet, Illusion2040+

ORIGINAL BUILDING

DATE CONSTRUCTED: 1830-1870
1831 (Cooper House)
DEVELOPER: -
ARCHITECT: various

NEW BUILDING

DATE CONSTRUCTED: 1983
DEVELOPER: George Washington University
ARCHITECT: John Carl Warnecke

DESIGNATION STATUS AND REVIEW PROCESS

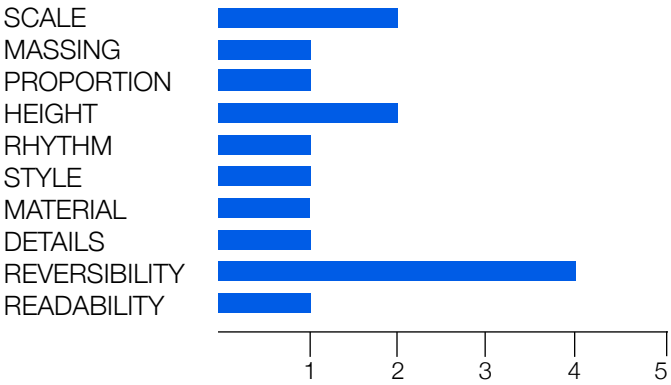
DESIGNATION: DC Individual (1964,1977)
National Register (1977)

SQUARE: 101/57
ZONING: C-3-C
OVERLAY: PUD

CASE #: WRVRV
YEAR PROPOSED: 1976
YEAR APPROVED: -
YEAR DELIVERED: 1983

REVIEW BODY: Joint Committee
RELATED LAWSUIT: Yes
HPRB RULING: N/A
MAYOR'S AGENT: N/A

VISUAL ASSESSMENT



TOTAL 15/50 (30%)

PHOTO CREDIT, L TO R: LIBRARY OF CONGRESS (1977), KERENSA WOOD (2012)

METROPOLITAN SQUARE

NAME: Metropolitan Square (includes National Metropolitan Bank and Keith Albee Building)
ADDRESS: 655 15th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1905-1912
DEVELOPER: -
ARCHITECT: Jules Henri de Sibour
B. Stanley Simmons
Gordon, Tracy & Swartout

NEW BUILDING

DATE CONSTRUCTED: 1984
DEVELOPER: Oliver Carr
ARCHITECT: David Childs, SOM
Vlastimil Koubek

DESIGNATION STATUS AND REVIEW PROCESS

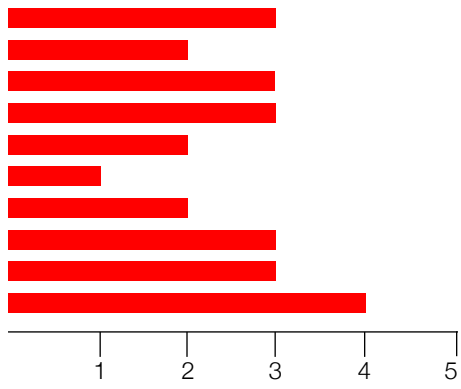
DESIGNATION: DC Individual (1977)
National Historic Site (1978)
National Register (1978)
DC District (15th Street)

SQUARE: 224/22
ZONING: C-4
OVERLAY: Downtown Development

CASE #: HPA No. 80-41,43,46,42
YEAR PROPOSED: 1977
YEAR APPROVED: -
YEAR DELIVERED: 1984

REVIEW BODY: Joint Committee
RELATED LAWSUIT: *Citizens Comm. to Save Historic Rhodes Tavern v. D.C. Dep't of Housing & Cmty. Dev., 432 A.2d 710*
HPRB RULING: N/A
MAYOR'S AGENT: Special Merit: Exemplary

VISUAL ASSESSMENT



Total 26/50 (52%)

PHOTO CREDIT, L TO R: LIBRARY OF CONGRESS (1970S), WIKICOMMONS (2011)

MICHLER PLACE

NAME: Michler Place
ADDRESS: 1777 F Street, NW
NEIGHBORHOOD: Foggy Bottom
TYPOLOGY: Sheet, Illusion1020

ORIGINAL BUILDING

DATE CONSTRUCTED: 1870-1871
DEVELOPER: -
ARCHITECT: Alexander R. Shepherd

NEW BUILDING

DATE CONSTRUCTED: WVWE
DEVELOPER: Glenn T. Urquhart
ARCHITECT: David Childs, SOM

DESIGNATION STATUS AND REVIEW PROCESS

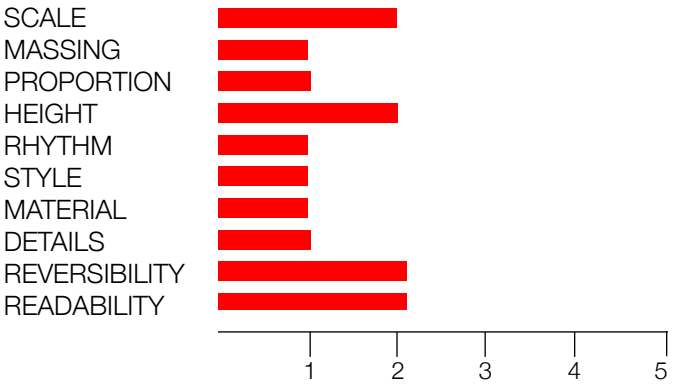
DESIGNATION: DC Individual (1979)

SQUARE: 169/812-818
ZONING: C-3-C
OVERLAY: WVRV

CASE #: -
YEAR PROPOSED: 1979
YEAR APPROVED: -
YEAR DELIVERED: 1982

REVIEW BODY: Joint Committee
RELATED LAWSUIT: -
HPRB RULING: N/A
MAYOR'S AGENT: ERVR

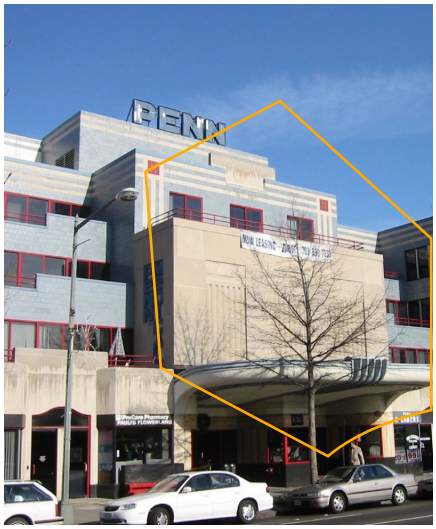
VISUAL ASSESSMENT



Total 14/50 (28%)

PHOTO CREDIT, L TO R: LOC (1983), LOOPNET (2012), E.P. (2012).

PENN THEATER



NAME: Penn Theater
ADDRESS: 650 Pennsylvania Avenue, NE
NEIGHBORHOOD: Capitol Hill
TYPOLOGY: Sheet, Collage

ORIGINAL BUILDING

DATE CONSTRUCTED: 1933
DEVELOPER: -
ARCHITECT: John Eberson

NEW BUILDING

DATE CONSTRUCTED: 1986
DEVELOPER: -
ARCHITECT: David Schwarz

DESIGNATION STATUS AND REVIEW PROCESS

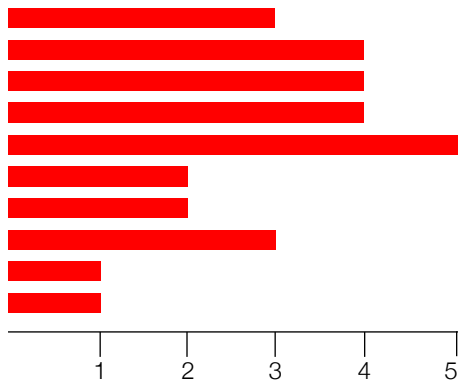
DESIGNATION: DC District (Capitol Hill)

SQUARE: 873/831
ZONING: C-3-B
OVERLAY: Capital Hill Corridor

CASE #: -
YEAR PROPOSED: 1982
YEAR APPROVED: -
YEAR DELIVERED: 1986

REVIEW BODY: Joint Committee
RELATED LAWSUIT: -
HPRB RULING: N/A
MAYOR'S AGENT: -

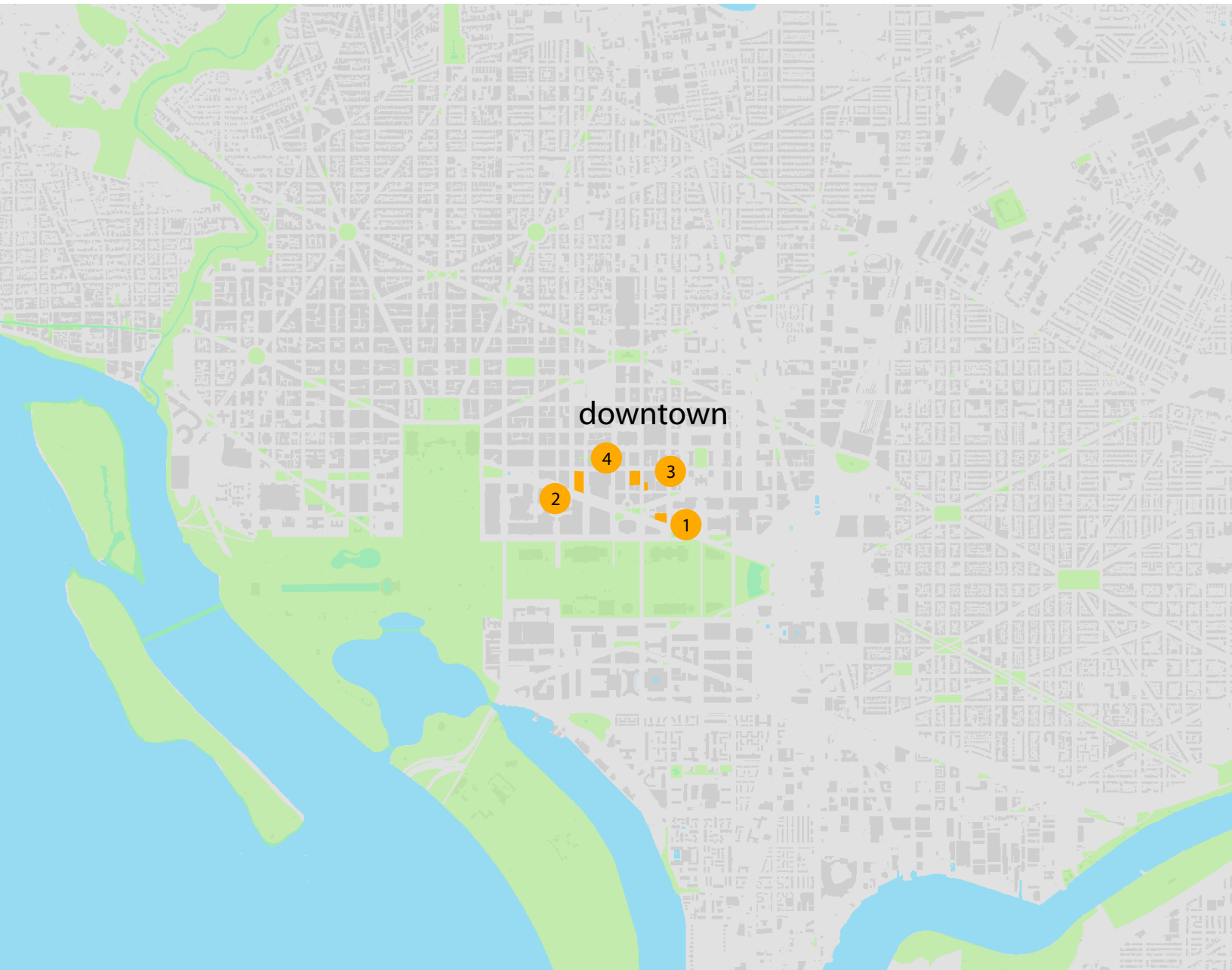
VISUAL ASSESSMENT



Total 29/50 (58%)

PHOTO CREDIT, L TO R: VICTORIANSECRETS.COM ($200), FLICKR USER B WALSH (2010).

PHASE TWO



THE PENNSYLVANIA

NAME: The Pennsylvania (formerly Atlantic Coastline Building)
ADDRESS: 601 Pennsylvania Avenue, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1892-1893
DEVELOPER: -
ARCHITECT: James G. Hill, W.E. Speir

NEW BUILDING

DATE CONSTRUCTED: 1984
DEVELOPER: Westminster Investment Co.
Sigal/Zuckerman Company
ARCHITECT: Eisenman Robertson

DESIGNATION STATUS AND REVIEW PROCESS

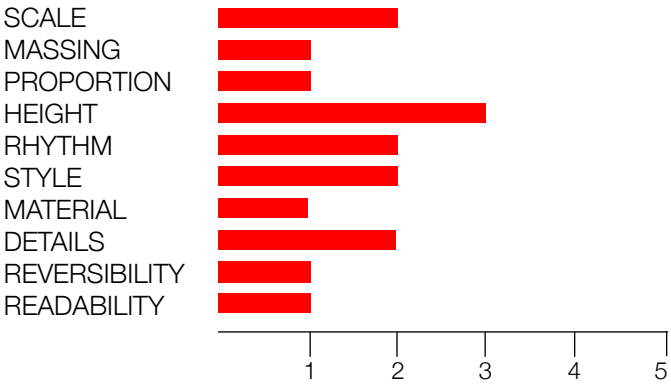
DESIGNATION: Penn Ave NHS (1965)

SQUARE: 459/820
ZONING: C-4
OVERLAY: PUD: 87-29

CASE #: WRVRV
YEAR PROPOSED: 1979
YEAR APPROVED: 1982
YEAR DELIVERED: 1984

REVIEW BODY: PADC
RELATED LAWSUIT: N
HPRB RULING: N/A
MAYOR'S AGENT: N/A

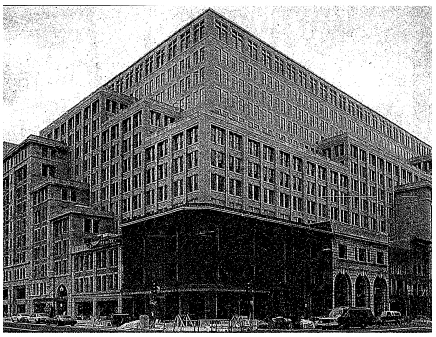
VISUAL ASSESSMENT



Total 16/50 (32%)

PHOTO CREDIT, L TO R: LOC (1979), FLICKR USER STREETSOFWASHINGTON (2011).

1001 PENNSYLVANIA AVENUE



NAME: 1001 Pennsylvania Avenue
ADDRESS: 1001 Pennsylvania Avenue, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion1020

ORIGINAL BUILDING

DATE CONSTRUCTED: various
DEVELOPER: -
ARCHITECT: various

NEW BUILDING

DATE CONSTRUCTED: 1987
DEVELOPER: Cadillac Fairview
Wilco Companies
ARCHITECT: Hartman Cox

DESIGNATION STATUS AND REVIEW PROCESS

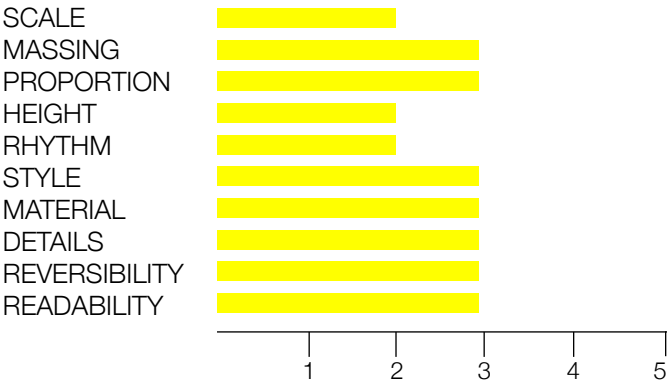
DESIGNATION: Penn Ave NHS (1965)

SQUARE: 348
ZONING: C-5
OVERLAY: Dowtown Development, PUD

CASE #:
YEAR PROPOSED: 1979
YEAR APPROVED: 1984
YEAR DELIVERED: 1987

REVIEW BODY: PADC
RELATED LAWSUIT: N
HPRB RULING: N/A
MAYOR'S AGENT: N/A

VISUAL ASSESSMENT



Total 27/50 (54%)

PHOTO CREDIT, L TO R: THE WASHINGTON POST (1986), HINES, CARLYLE GROUP.

GALLERY ROW

NAME: Gallery Row (Crandell Building, Cullinan Building, Thorn Building)
ADDRESS: 405-415 7th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion/Scoop

ORIGINAL BUILDING

DATE CONSTRUCTED: 1877 (Crandell)
1883 (Cullinan)
1855 (Thorn)
DEVELOPER: -
ARCHITECT: various

NEW BUILDING

DATE CONSTRUCTED: 1986
DEVELOPER: Carly Capitol Group
ARCHITECT: Hartman Cox

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: Penn Ave NHS (1965)
DC District (Downtown)

SQUARE: 457
ZONING: C-4
OVERLAY: Downtown Development

CASE #: -
YEAR PROPOSED: 1979
YEAR APPROVED: -
YEAR DELIVERED: 1986

REVIEW BODY: PADC
RELATED LAWSUIT: N
HPRB RULING: N/A
MAYOR'S AGENT: N/A

VISUAL ASSESSMENT

Not conducted because there is no exterior addition to the original buildings. Instead, the facades have been maintained, and new construction abuts them in the back. The interior spaces have been connected and unified through an infill project in the middle of the street.

PHOTO CREDIT, L TO R: LOC (1969), DOUGLAS DEVELOPMENT (~2010)

THE LANSBURGH

NAME: The Lansburgh (formerly Kresge and Busch)
ADDRESS: 420-424 7th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Sheet, Illusion1020+

ORIGINAL BUILDING

DATE CONSTRUCTED: 1890-1918
1918 (Kresge)
1890 (Busch)
DEVELOPER: -
ARCHITECT: Frank L. Wagner (Kresge)
Ed Abner (Busch)

NEW BUILDING

DATE CONSTRUCTED: 1991
DEVELOPER: Graham Gund
ARCHITECT: Graham Gund

DESIGNATION STATUS AND REVIEW PROCESS

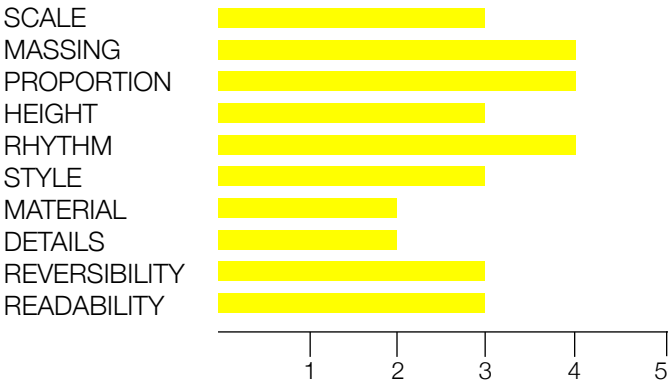
DESIGNATION: DC District (Downtown)
Penn Ave NHS (1965)

SQUARE: 431/24
ZONING: C-4
OVERLAY: DD

CASE #: -
YEAR PROPOSED: 1986
YEAR APPROVED: -
YEAR DELIVERED: 1991

REVIEW BODY: PADC
RELATED LAWSUIT: No
HPRB RULING: N/A
MAYOR'S AGENT: N/A

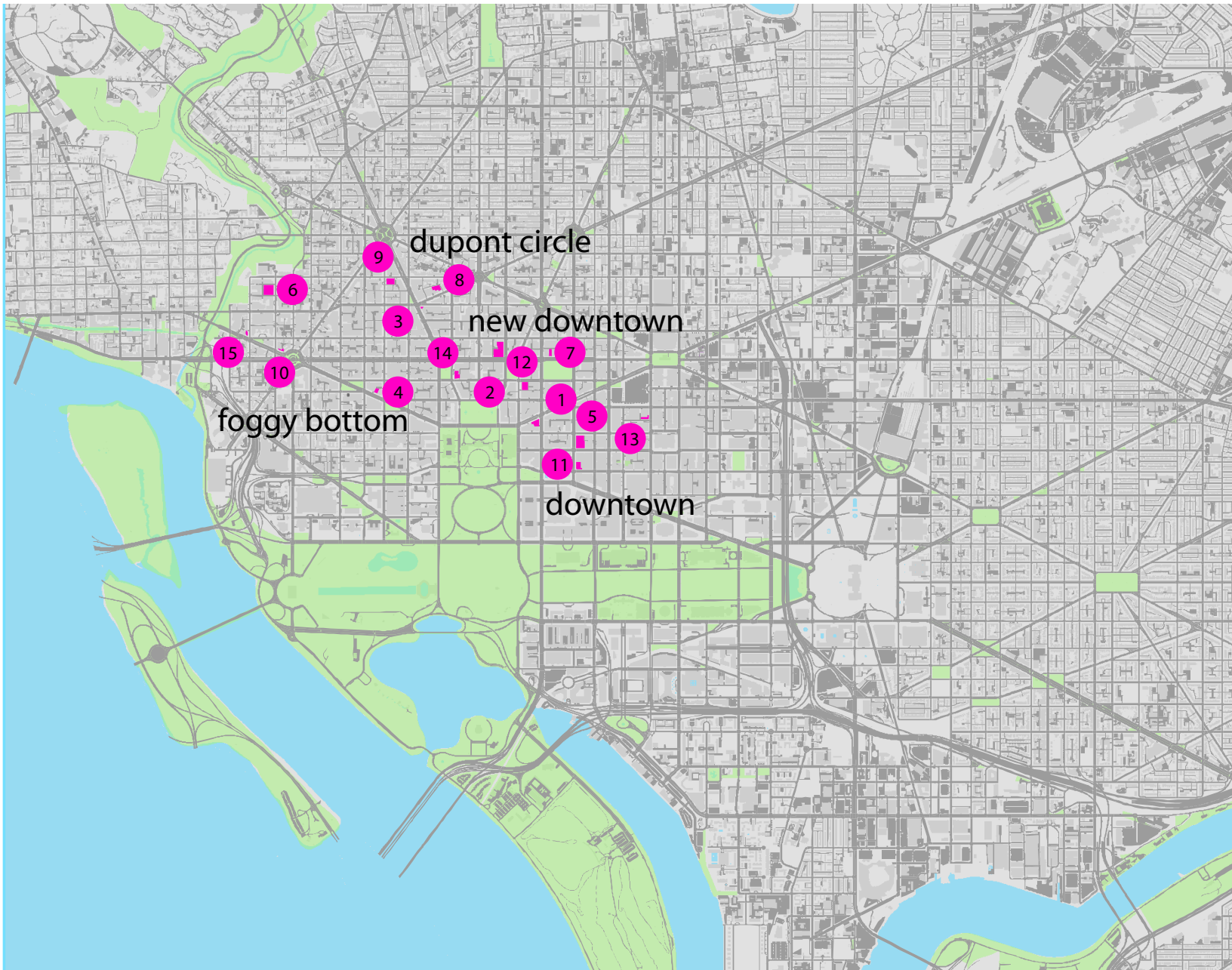
VISUAL ASSESSMENT



Total 31/50 (62%)

PHOTO CREDIT, L TO R: LOC, CORPORATELIVING.COM (2012), RENTBITS.COM (2012).

PHASE THREE


dupont circle
new downtown
foggy bottom
downtown
9
8
6
3
15
14
12
7
10
4
2
1
5
13
11

BOND BUILDING

NAME: Bond Building
ADDRESS: 1400 New York Avenue, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Scoop

ORIGINAL BUILDING

DATE CONSTRUCTED: 1901
DEVELOPER: Davidson and Davidson
ARCHITECT: George S. Cooper

NEW BUILDING

DATE CONSTRUCTED: 1986
DEVELOPER: Segal/Zuckerman
ARCHITECT: Shalom Baranes

DESIGNATION STATUS AND REVIEW PROCESS

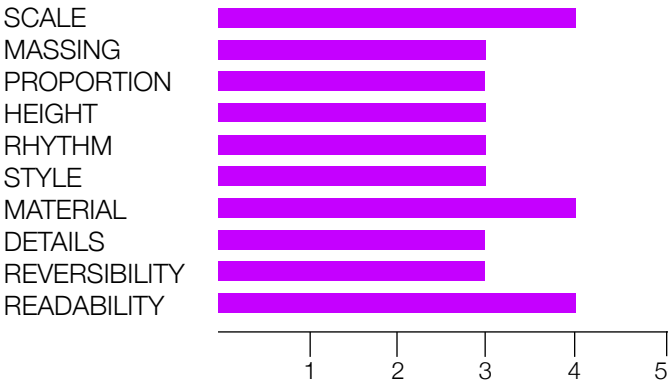
DESIGNATION: DC Individual (1980)
National Register (1983)

SQUARE: 223/24
ZONING: C-4
OVERLAY: Downtown Development

CASE #: HPA 81-521
YEAR PROPOSED: 1980
YEAR APPROVED: -
YEAR DELIVERED: 1986

REVIEW BODY: Joint Committee
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: Special Merit project

VISUAL ASSESSMENT



Total 33/50 (66%)

PHOTO CREDIT, L TO R: LOC, WIKIPEDIA, KERENSA WOOD (2012)

ARMY NAVY CLUB

NAME: Army Navy Club
ADDRESS: 1627 Eye Street
NEIGHBORHOOD: New Downtown
TYPOLOGY: Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1912
DEVELOPER: -
ARCHITECT: Albert L. Harris

NEW BUILDING

DATE CONSTRUCTED: 1987
DEVELOPER: -
ARCHITECT: Shalom Baranes

DESIGNATION STATUS AND REVIEW PROCESS

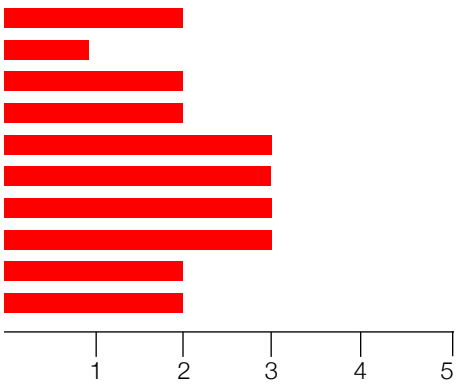
DESIGNATION: DC Individual (174)

SQUARE: 185/829
ZONING: C-4
OVERLAY: -

CASE #: HPA 83-187
YEAR PROPOSED: 1983
YEAR APPROVED: -
YEAR DELIVERED: 1987

REVIEW BODY: Joint Committee
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: Consistent with HPA

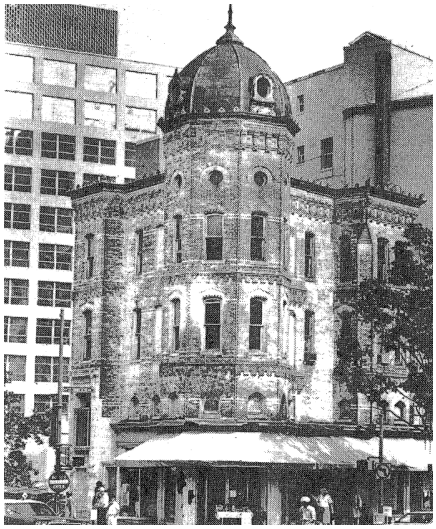
VISUAL ASSESSMENT

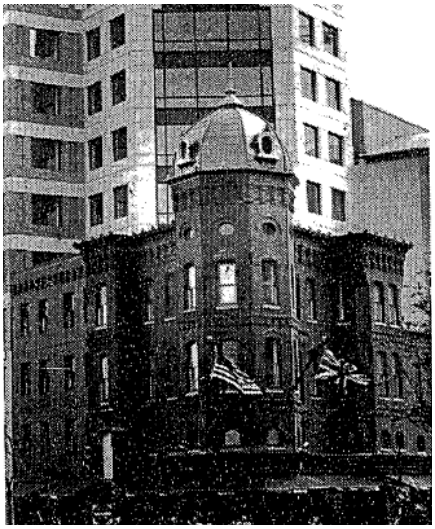


Total 23/50 (46%)

PHOTO CREDIT, L TO R: LOC, WIKIPEDIA (2009)

DEMONET BUILDING





NAME: DeMonet Building
ADDRESS: 1149 Connecticut Avenue, NW
NEIGHBORHOOD: Dupont Circle
TYPOLOGY: Illusion1020

ORIGINAL BUILDING

DATE CONSTRUCTED: 1880s
DEVELOPER: -
ARCHITECT: John Sherman

NEW BUILDING

DATE CONSTRUCTED: 1984
DEVELOPER: -
ARCHITECT: David Childs, SOM

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: DC Individual (1979)

SQUARE: 162/100
ZONING: C-3-B
OVERLAY: -

CASE #: -
YEAR PROPOSED: 1983
YEAR APPROVED: -
YEAR DELIVERED: -

REVIEW BODY: Joint Committee
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: -

VISUAL ASSESSMENT

Total 24/50 (48%)

PHOTO CREDIT, L TO R: THE WASHINGTON POST BEFORE FACADISM, THE WASHINGTON POST AFTER FACADISM, KERENSA WOOD (2012)

MEXICAN EMBASSY

NAME: Mexican Embassy
ADDRESS: 1911 Pennsylvania Avenue, NW
NEIGHBORHOOD: New Downtown
TYPOLOGY: Illusion1020

ORIGINAL BUILDING

DATE CONSTRUCTED: 1794-1796
DEVELOPER: -
ARCHITECT: unknown

NEW BUILDING

DATE CONSTRUCTED: 1985-1988
DEVELOPER: 1911 Pennsylvania Ave Assc.
ARCHITECT: Peter Vercelli

DESIGNATION STATUS AND REVIEW PROCESS

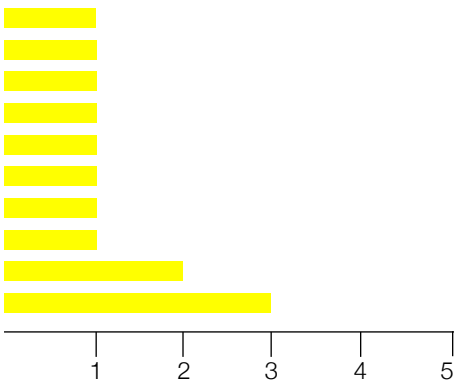
DESIGNATION: DC Individual (1984)

SQUARE: 118/31
ZONING: C-S-C
OVERLAY: TDR (New Downtown)

CASE #: HPA 83-276
YEAR PROPOSED: 1983
YEAR APPROVED: -
YEAR DELIVERED: 1985-1988

REVIEW BODY: Joint Committee
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: Consistent with act

VISUAL ASSESSMENT



Total 13/50 (26%)

PHOTO CREDIT, L TO R: LOC (~1880), KERENSA WOOD (2012)

HOMER BUILDING

NAME: Homer Building
ADDRESS: 601 13th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Scoop, Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1913-1914
DEVELOPER: -
ARCHITECT: Appleton Prentiss Clark, Jr.

NEW BUILDING

DATE CONSTRUCTED: 1989
DEVELOPER: John Akridge
ARCHITECT: Shalom Baranes

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: DC Individual (1983)

SQUARE: 289/48
ZONING: C-4
OVERLAY: Downtown Development

CASE #: HPA 83-478, 86-660
YEAR PROPOSED: 1983
YEAR APPROVED: 1986
YEAR DELIVERED: 1989

REVIEW BODY: Joint Committee
RELATED LAWSUIT: -
HPRB RULING: Approved
MAYOR'S AGENT: Consistent with act; special meirt because of the social benefit orf revitalization.

VISUAL ASSESSMENT

Total 32/50 (64%)

PHOTO CREDIT, L TO R: CAROL HIGHFIELD VIA LOC (~1964), WIKIPEDIA (~2010)

WORLD WILDLIFE FUND

NAME: World Wildlife Fund
ADDRESS: 1250 24th Street, NW
NEIGHBORHOOD: West End/Foggy Bottom
TYPOLOGY: Collage

ORIGINAL BUILDING

DATE CONSTRUCTED:
DEVELOPER:
ARCHITECT:

NEW BUILDING

DATE CONSTRUCTED: -
DEVELOPER: Kaempfer
ARCHITECT: Hisaka & Associates

DESIGNATION STATUS AND REVIEW PROCESS

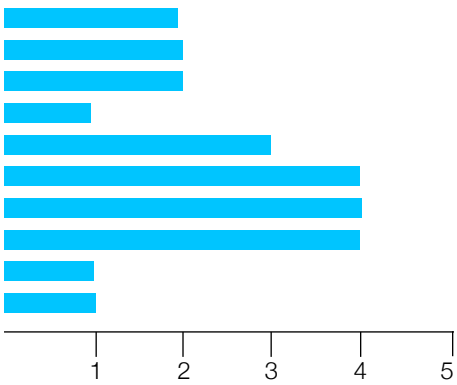
DESIGNATION: N/A

SQUARE: 24/24
ZONING: C-4
OVERLAY: PUD

CASE #: -
YEAR PROPOSED: 1984
YEAR APPROVED:
YEAR DELIVERED:

REVIEW BODY: Commission of Fine Arts
RELATED LAWSUIT: N
HPRB RULING: N/A
MAYOR'S AGENT: N/A

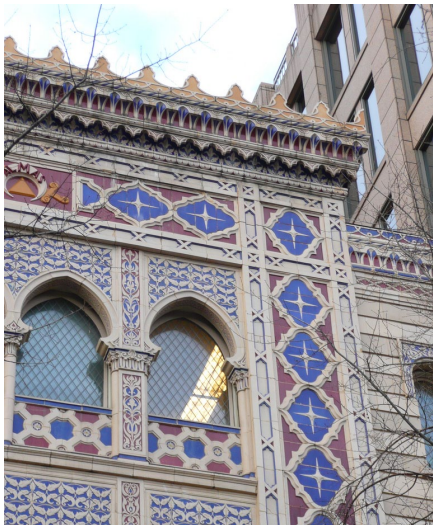
VISUAL ASSESSMENT



Total 24/50 (48%)

PHOTO CREDIT, L TO R: KAEMPFER PROJECT WEBSITE.

ALMAS TEMPLE



NAME: Almas Temple
ADDRESS: 1315 K Street, NW
NEIGHBORHOOD: New Downtown
TYPOLOGY: Illusion

ORIGINAL BUILDING

DATE CONSTRUCTED: 1929-30
DEVELOPER: -
ARCHITECT: Allen Hussell Pots

NEW BUILDING

DATE CONSTRUCTED: 1990
DEVELOPER: -
ARCHITECT: -

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: DC Individual (1981)

SQUARE: 248/7002
ZONING: C-4
OVERLAY: N/A

CASE #: HPA 85-90, 86-732
YEAR PROPOSED: 1984
YEAR APPROVED: 1988
YEAR DELIVERED: 1990

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: -
MAYOR'S AGENT: Consistent with act

VISUAL ASSESSMENT

Not conducted because there is no exterior addition to the original buildings. Instead, the facade of the original builing was disassembled and then rerected in a more "convenient location." Only the facade is retained, the construction at its back.

PHOTO CREDIT, L TO R: FLICKR USER KINORAMA (PRE-1989), SKYSCRAPERCITY.COM (~2005), FLICKR USER ARMY.ARCH (2009)

1717 RHODE ISLAND AVENUE

NAME: 1717 Rhode Island Avenue
ADDRESS: 1717 Rhode Island Aevenue, NW
NEIGHBORHOOD: Dupont Circle
TYPOLOGY: Illusion2040, Incorproration

ORIGINAL BUILDING

DATE CONSTRUCTED: 1877-1886
DEVELOPER: -
ARCHITECT:

NEW BUILDING

DATE CONSTRUCTED: 2004
DEVELOPER: Karchem
ARCHITECT: David Childs, SOM

DESIGNATION STATUS AND REVIEW PROCESS

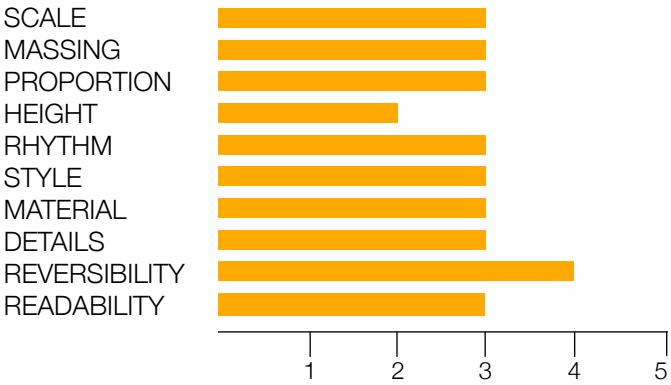
DESIGNATION: DC District (Dupont)

SQUARE: 159/680
ZONING: C-3-C
OVERLAY: SP-1, PUD: 85-19

CASE #: HPA 87-147-150, 93-236, 93-237, 93-238 , 93-236, 93-237, 93-238
YEAR PROPOSED: 1985
YEAR APPROVED: 1986
YEAR DELIVERED: 2004

REVIEW BODY: HPRB
RELATED LAWSUIT: Y
HPRB RULING: -
MAYOR'S AGENT: Special Merit

VISUAL ASSESSMENT



Total 30/50 (60%)

PHOTO CREDIT, L TO R: LOC (DATE UNKNOWN), KERENSA WOOD (2012)

1818 N STREET

NAME: 1818 N Street
ADDRESS: 1818 N Street, NW
NEIGHBORHOOD: Dupont Circle
TYPOLOGY: Illusion2040, Incorporation

ORIGINAL BUILDING

DATE CONSTRUCTED: -
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 1984
DEVELOPER: -
ARCHITECT: David Schwarz

DESIGNATION STATUS AND REVIEW PROCESS

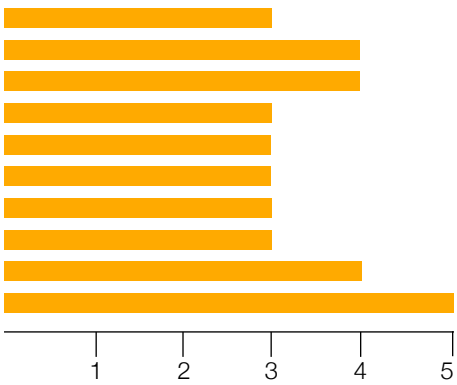
DESIGNATION: DC District (Dupont)

SQUARE: 139/74
ZONING: C-3-C
OVERLAY: Dupont Circle

CASE #: -
YEAR PROPOSED:
YEAR APPROVED: 1981
YEAR DELIVERED: 1984

REVIEW BODY: HPRB
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: -

VISUAL ASSESSMENT



Total 35/50 (87.5%)

PHOTO CREDIT, L TO R: E. PEDROZA (2012).

SPANISH EMBASSY

NAME: Spanish Embassy
ADDRESS: 2375 Pennsylvania Avenue, NW
NEIGHBORHOOD: Foggy Bottom
TYPOLOGY: Sheet, Collage

ORIGINAL BUILDING

DATE CONSTRUCTED:
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 1990
DEVELOPER: Richard A. Bennett, Jr.
ARCHITECT: George Kalimaris

DESIGNATION STATUS AND REVIEW PROCESS

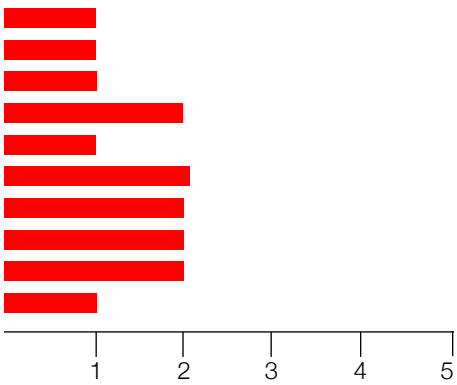
DESIGNATION: DC Individual (1979)

SQUARE: 38/40
ZONING: R-5-E
OVERLAY: -

CASE #: -
YEAR PROPOSED: 1986
YEAR APPROVED: 1988
YEAR DELIVERED: 1990

REVIEW BODY: HPRB
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: -

VISUAL ASSESSMENT



Total 15/50 (30%)

PHOTO CREDIT, L TO R: KERENSA WOOD (2012).

WARNER THEATRE

NAME: Warner Theatre
ADDRESS: 1299 Pennsylvania Avenue, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Scoop

ORIGINAL BUILDING

DATE CONSTRUCTED: 1924
DEVELOPER: -
ARCHITECT: Howard Crane

NEW BUILDING

DATE CONSTRUCTED: 1993
DEVELOPER: Kaempfer
ARCHITECT: Shalom Baranes
Pei, Cobb, Freed & Partners

DESIGNATION STATUS AND REVIEW PROCESS

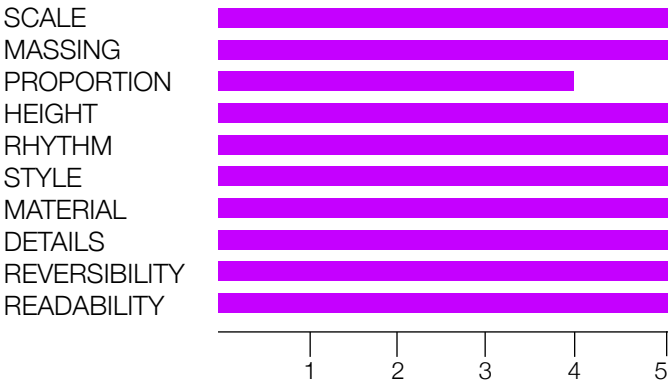
DESIGNATION: DC Individual (1983)
Penn Ave NHS (1965)

SQUARE: 290/44
ZONING: C-4
OVERLAY: Downtown Development

CASE #: -
YEAR PROPOSED: 1988
YEAR APPROVED: 1989
YEAR DELIVERED: 1993

REVIEW BODY: HPRB, Commission of Fine Arts
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: -

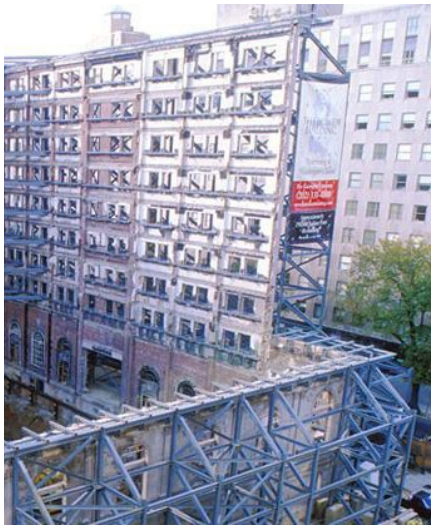
VISUAL ASSESSMENT



Total 49/50 (98%)

PHOTO CREDIT, L TO R: LOC, WIKIPEDIA (2008).

BOWEN BUILDING



NAME: Bowen Building
ADDRESS: 875 15th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Scoop, Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1922
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 2005
DEVELOPER: Kaempfer
ARCHITECT: Hartman Cox

DESIGNATION STATUS AND REVIEW PROCESS

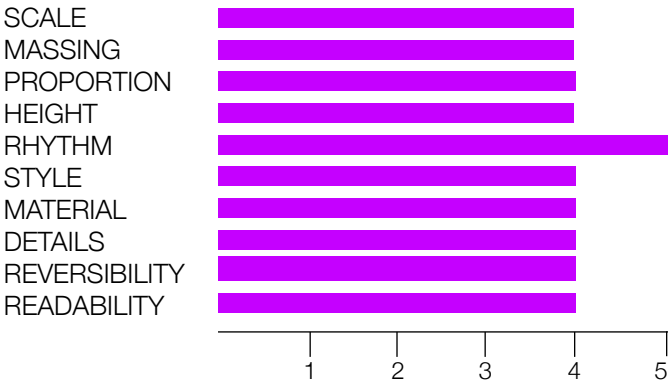
DESIGNATION: DC District (15th Street)
National Register District (2006)

SQUARE: 220/67
ZONING: C-4
OVERLAY: -

CASE #: HPA 88-374, 87-419
YEAR PROPOSED: 1988
YEAR APPROVED: 2003
YEAR DELIVERED: 2005

REVIEW BODY: HPRB
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: Consistent with act

VISUAL ASSESSMENT



Total 41/50 (82%)

PHOTO CREDIT, L TO R: SIGAL CONSTRUCTION PROJECT SITE.

VICTOR BUILDING

NAME: Victor Building
ADDRESS: 750 9th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Scoop

ORIGINAL BUILDING

DATE CONSTRUCTED: 1901
DEVELOPER: -
ARCHITECT: Appleton P. Clark, Jr.

NEW BUILDING

DATE CONSTRUCTED: 1999
DEVELOPER: Akridge
ARCHITECT:

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: DC Individual (1992)

SQUARE: 375/817
ZONING: C-4
OVERLAY: -

CASE #: HPA 93-466, 92-535, 92-538
YEAR PROPOSED: 1992
YEAR APPROVED: 1997
YEAR DELIVERED: 1999

REVIEW BODY: HPRB
RELATED LAWSUIT: -
HPRB RULING: Cannot demolish entire addition
MAYOR'S AGENT: -

VISUAL ASSESSMENT

Not conducted because there is no exterior addition to the original buildings. Instead, the building was gutted while the facade was braced and retained while new construction in the same volume was built against and into the new facade.

PHOTO CREDIT, L TO R: LOC (~1925), JOHN DEFERARRI (2011), AKRIDGE SITE.

INVESTMENT BUILDING

NAME: Investment Building
ADDRESS: 1501 K Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Scoop, Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1924
DEVELOPER: -
ARCHITECT: Jules Henri de Sibour

NEW BUILDING

DATE CONSTRUCTED: 2001
DEVELOPER: Kaempfer
ARCHITECT: Cesar Pelli, Shalom Baranes

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: -

SQUARE: 198/846
ZONING: C-4
OVERLAY: -

CASE #: N/A
YEAR PROPOSED: 1998
YEAR APPROVED: 1999
YEAR DELIVERED: 2001

REVIEW BODY: N/A
RELATED LAWSUIT: N/A
HPRB RULING: N/A
MAYOR'S AGENT: N/A

VISUAL ASSESSMENT

Total 49/50 (98%)

PHOTO CREDIT, L TO R: LOC (1910-1920), SIBEL AYSE HALAC IRON WORK SITE, WIKIPEDIA (2008).

THE LUZON

NAME: The Luzon
ADDRESS: 2501 Pennsylvania Avenue, NW
NEIGHBORHOOD: Foggy Bottom
TYPOLOGY: Scoop

ORIGINAL BUILDING

DATE CONSTRUCTED: 1896
DEVELOPER: Nicholas T. Haller
ARCHITECT: Nicholas T. Haller, John Nolan (local builder)

NEW BUILDING

DATE CONSTRUCTED: 2011
DEVELOPER: Intrepid Residential
ARCHITECT: BBG-BBGM

DESIGNATION STATUS AND REVIEW PROCESS

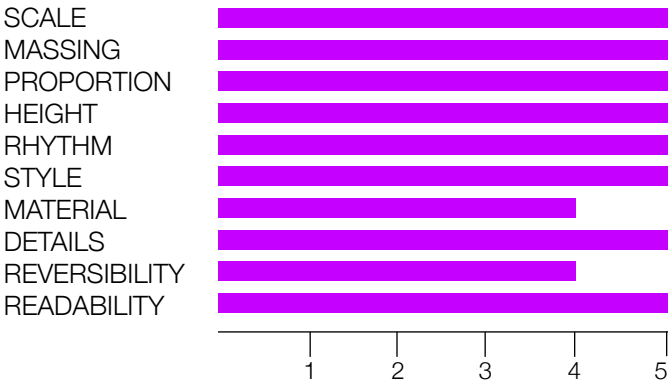
DESIGNATION: DC Individual (1990)
National Register (1994)

SQUARE: 14/73
ZONING: R-5-B, C-2C
OVERLAY: -

CASE #: HPA 91-261, 99-405
YEAR PROPOSED: 1991
YEAR APPROVED: 2005
YEAR DELIVERED: 2011

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: Consistent with act

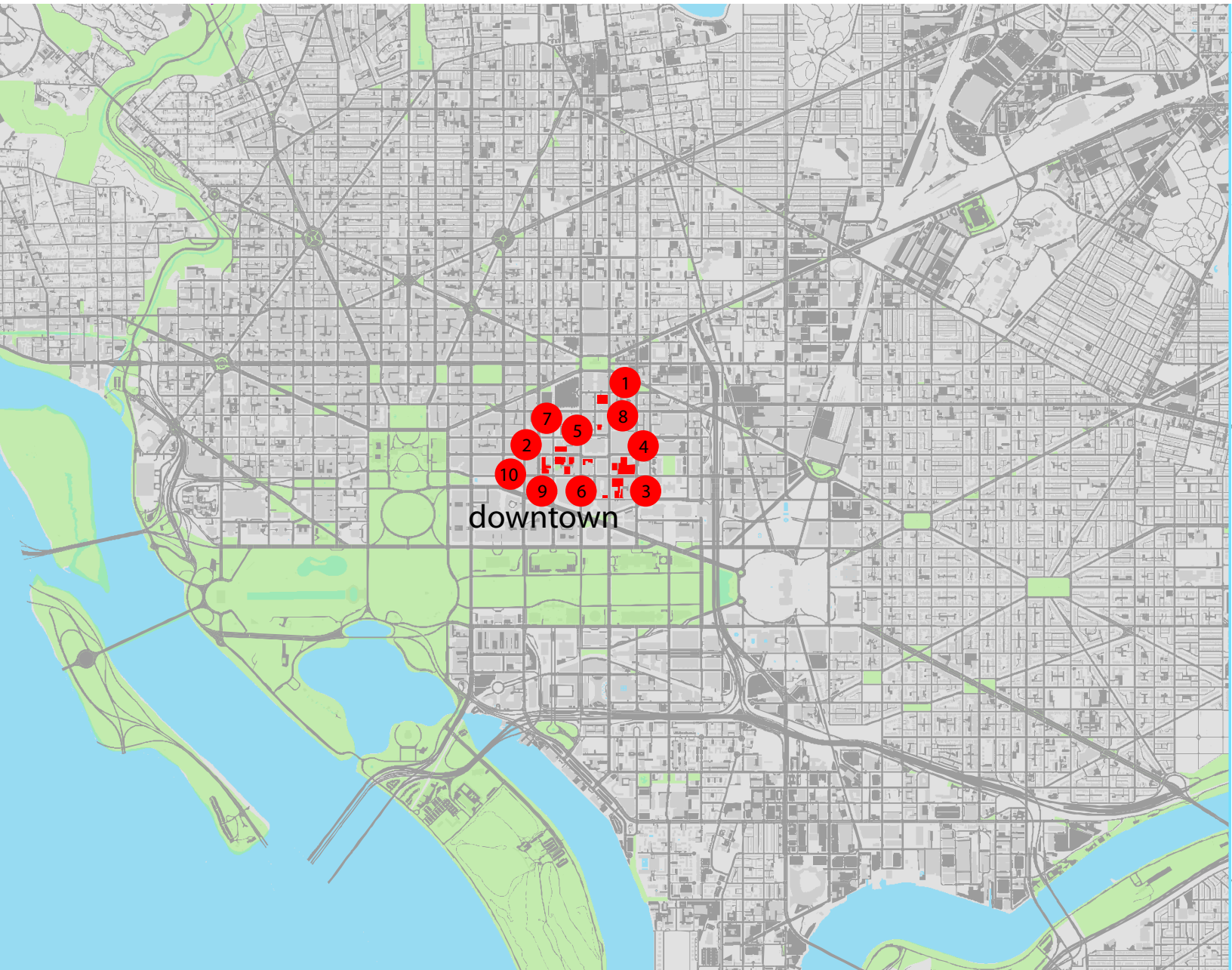
VISUAL ASSESSMENT



Total 48/50 (96%)

PHOTO CREDIT, L TO R: DCSHPO (1990), WRECKING BALL CORPORATION (2007), KERENSA WOOD (2012).

PHASE FOUR



KING'S PALACE

NAME: King's Palace
ADDRESS: 810 7th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1914
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 1990-1995
DEVELOPER: DRI
ARCHITECT: The Weihe Partnerhsip (WDG)

DESIGNATION STATUS AND REVIEW PROCESS

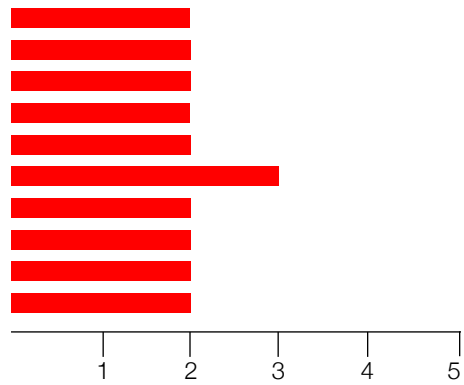
DESIGNATION: DC District (Downtown)

SQUARE: 428/20
ZONING: C-4
OVERLAY: Downtown Development

CASE #: HPA 88-825-826a
YEAR PROPOSED: 1988
YEAR APPROVED: 1988
YEAR DELIVERED: 1990-1995

REVIEW BODY: HPRB
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: Consistent with act, and Special Merit for public benefit and exemplary architecture

VISUAL ASSESSMENT



Total 21/50 (42%)

PHOTO CREDIT, L TO R: LOC (~1920), KERENSA WOOD (2012).

LINCOLN SQUARE

NAME: Lincoln Square
ADDRESS: 555 11th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion2040, Illusion1020

ORIGINAL BUILDING

DATE CONSTRUCTED: various
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 2001
DEVELOPER: Lawrence Ruben Co.
ARCHITECT: Hartman Cox

DESIGNATION STATUS AND REVIEW PROCESS

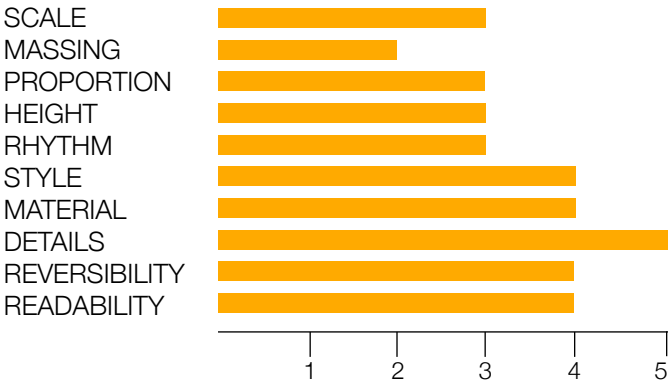
DESIGNATION: DC District (Downtown)
Penn Ave NHS (1965)

SQUARE: 347
ZONING: C-4
OVERLAY: Downtown Development

CASE #: HPA 94-157
YEAR PROPOSED: 1994
YEAR APPROVED: 1994
YEAR DELIVERED: 2001

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: Special Merit for meeting arts requirements in Downtown Development overlay

VISUAL ASSESSMENT



Total 36/50 (72%)

PHOTO CREDIT, L TO R: LOC, HARTMAN COX (~2002), E. PEDROZA (2012).

TERRELL PLACE

NAME: Terrell Place, Crime Museum, Old Hecht Company Building, May Office Building
ADDRESS: 575 7th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion1020, Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1890-1924 (various)
DEVELOPER: -
ARCHITECT: Appleton P. Clark, Jr.
various

NEW BUILDING

DATE CONSTRUCTED: WWE
DEVELOPER: Square 456 Associates, CarrAmerica
ARCHITECT: Colden Florance

DESIGNATION STATUS AND REVIEW PROCESS

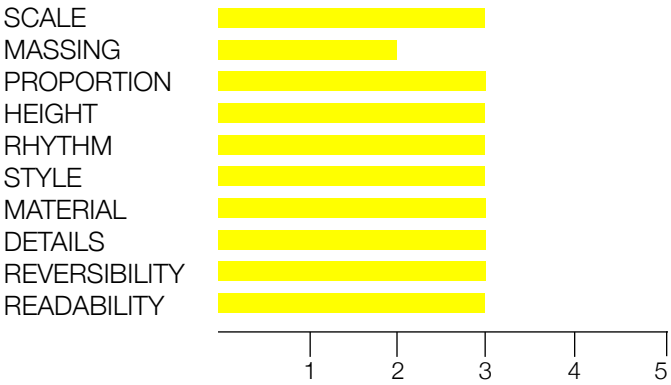
DESIGNATION: DC District (Downtown)
Penn Ave NHS (1965)

SQUARE: 456
ZONING:
OVERLAY: Downtown Development

CASE #: HPA 94-73-78, hp95-440-448
YEAR PROPOSED: 1994
YEAR APPROVED: 1995
YEAR DELIVERED: 2003

REVIEW BODY: HPRB
RELATED LAWSUIT: Y
HPRB RULING: Approved permit
MAYOR'S AGENT: Special Merit: public benefit

VISUAL ASSESSMENT



Total 29/50 (58%)

PHOTO CREDIT, L TO R:

800 F STREET BLOCK

NAME: 800 F Street Block (LeDroit Building, Adams Building, Warder Building)
ADDRESS: 800-818 F Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion2040, Incorporation

ORIGINAL BUILDING

DATE CONSTRUCTED: 1875-1892
DEVELOPER: -
ARCHITECT: A.L. Barber & Company, James McGill, Nicholas T. Haller

NEW BUILDING

DATE CONSTRUCTED: 2003
DEVELOPER: Douglas Development
ARCHITECT: Shalom Baranes

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: DC Individual (1973)
DC District (Downtown)
Penn Ave NHS (1974)

SQUARE: 406
ZONING:
OVERLAY: Downtown Development

CASE #: -
YEAR PROPOSED: 1997
YEAR APPROVED: 2001
YEAR DELIVERED: 2003

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: -

VISUAL ASSESSMENT

Total 43/50 (86%)

PHOTO CREDIT, L TO R: LOC (1969), E. PEDROZA (2012)

THE JEFFERSON

NAME: The Jefferson, The Clara Barton, The Lafayette
ADDRESS: 443 7th Street, 616 E Street, 631 D Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion2040, Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: various
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 2004
DEVELOPER: JPI
ARCHITECT: Phillip Esocoff

DESIGNATION STATUS AND REVIEW PROCESS

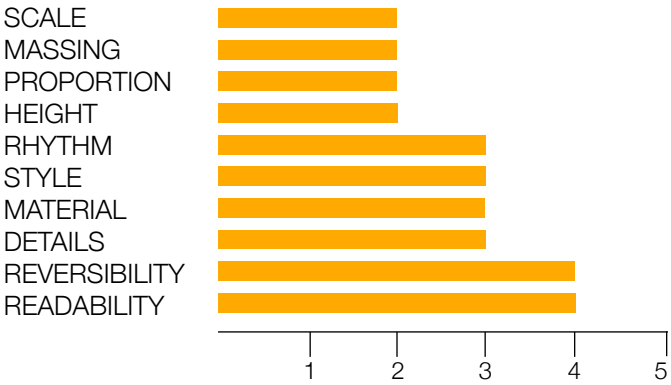
DESIGNATION: DC District (Downtown)
Penn Ave NHS (1965)

SQUARE: 457/42
ZONING: C-4
OVERLAY: Downtown Development

CASE #: -
YEAR PROPOSED: 1998
YEAR APPROVED: -
YEAR DELIVERED: 2004

REVIEW BODY: HPRB
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT:

VISUAL ASSESSMENT



Total 27/50 (54%)

PHOTO CREDIT, L TO R: LOC, KERENSA WOOD (2012), E. PEDROZA (2012).

THE ARTISAN

NAME: The Artisan
ADDRESS: 909 E Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion2040

ORIGINAL BUILDING

DATE CONSTRUCTED: 1912-1916
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 2007
DEVELOPER: JBG Companies
ARCHITECT: WDG Architecture

DESIGNATION STATUS AND REVIEW PROCESS

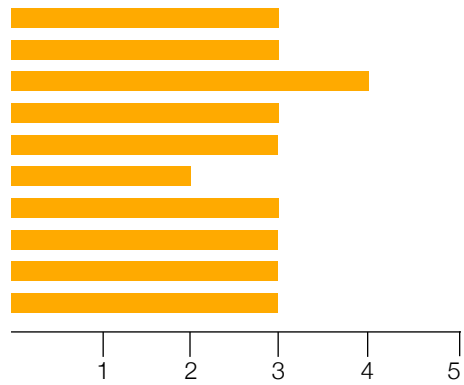
DESIGNATION: Penn Ave NHS (1965)

SQUARE: 377
ZONING: C-4
OVERLAY: Downtown Development

CASE #: HPA 00-332-334
YEAR PROPOSED: 1999
YEAR APPROVED: 2002
YEAR DELIVERED: 2007

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: Special Merit

VISUAL ASSESSMENT



Total 30/50 (60%)

PHOTO CREDIT, L TO R: KERENSA WOOD (2012), EDGAR PEDROZA (2012)

CARROLL SQUARE

NAME: Carroll Square, Sherman Building
ADDRESS: 975 F Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion1020 and Illusion2040

ORIGINAL BUILDING

DATE CONSTRUCTED: 1925-1929
DEVELOPER: W ER
ARCHITECT: WV ER

NEW BUILDING

DATE CONSTRUCTED: 2007
DEVELOPER: Akridge
ARCHITECT: Lee Quill/Florance Coldon

DESIGNATION STATUS AND REVIEW PROCESS

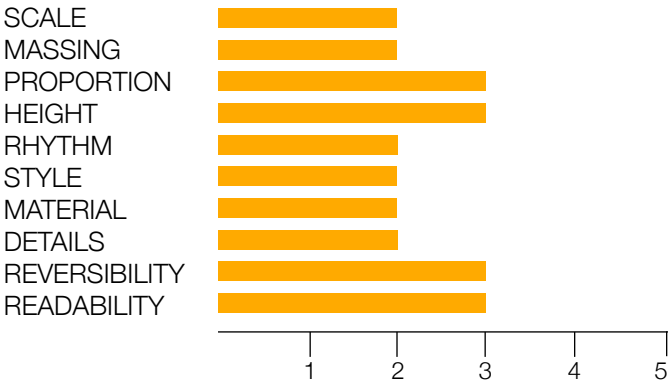
DESIGNATION: DC District (downtown)

SQUARE: 376
ZONING:
OVERLAY: Downtown Development

CASE #: HPA 99-35, 99-219, 99-220, 99-221, 99-222, 99-224, 99-225, 99-226, 99-285, 01-219 through 224, 01-208 and 01-209
YEAR PROPOSED: 1999
YEAR APPROVED: 2002
YEAR DELIVERED: 2007

REVIEW BODY: HPRB
RELATED LAWSUIT:
HPRB RULING: -
MAYOR'S AGENT: Special Merit

VISUAL ASSESSMENT



Total 24/50 (48%)

PHOTO CREDIT, L TO R: DCPL, FLICKR, E. PEDROZA (2012).

GREENE BUILDING

NAME: Greene Building (part of Calvary Church complex)
ADDRESS: 733 8th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1880-1882
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 2005
DEVELOPER: Trammell Crow
ARCHITECT: Leo A. Daly Architects

DESIGNATION STATUS AND REVIEW PROCESS

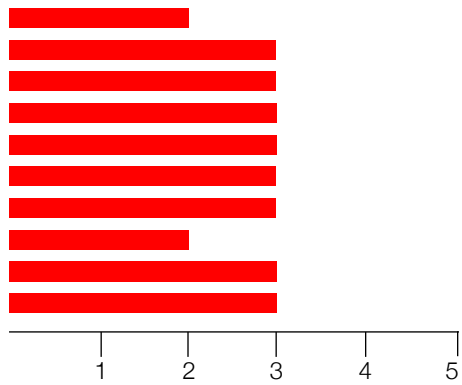
DESIGNATION: DC District (downtown)

SQUARE: 429
ZONING:
OVERLAY: Downtown Development

CASE #: HPA 00-601, 01-044
YEAR PROPOSED: 2000
YEAR APPROVED: 2002
YEAR DELIVERED: 2005

REVIEW BODY: HPRB
RELATED LAWSUIT: Y
HPRB RULING: -
MAYOR'S AGENT: Special Merit: public benefits

VISUAL ASSESSMENT



Total 28/50 (56%)

PHOTO CREDIT, L TO R: KERENSA WOOD (2012).

950 F STREET

NAME: Atlantic Building, Schwarz Building
ADDRESS: 920-942 F Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Ilusion1020, Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1876-1911
DEVELOPER: -
ARCHITECT: James Green Hill, etc.

NEW BUILDING

DATE CONSTRUCTED: 2006
DEVELOPER: Doulgas Development
ARCHITECT: Shalom Baranes

DESIGNATION STATUS AND REVIEW PROCESS

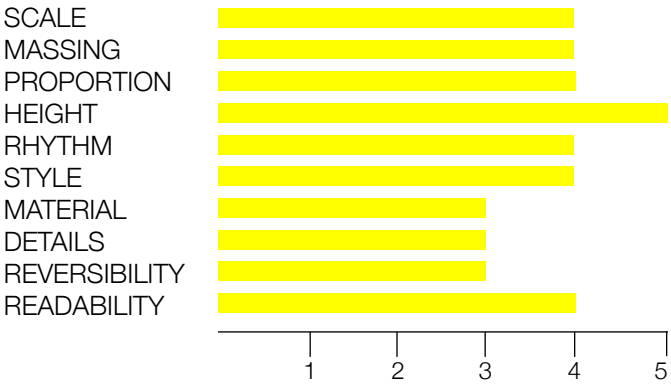
DESIGNATION: DC District (Downtown)
DC Individual (1964)
Penn Avenue NHS (1965)

SQUARE: 377/823,824,825,826
ZONING:
OVERLAY: Downtown Development

CASE #:
YEAR PROPOSED: 1988
YEAR APPROVED: 2002
YEAR DELIVERED: 2006

REVIEW BODY: HPRB
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT: Special merit: public benefit

VISUAL ASSESSMENT



Total 38/50 (76%)

PHOTO CREDIT, L TO R: LOC (~1970), FLICKR, KERENSA WOOD (2012).

THE VENTANA

NAME: The Ventana
ADDRESS: 910 F Street
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion2040

ORIGINAL BUILDING

DATE CONSTRUCTED: 1867-1875
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 2011
DEVELOPER: Donahue Peebles
ARCHITECT: Brennan Beer Gorman Monk/ Architects

DESIGNATION STATUS AND REVIEW PROCESS

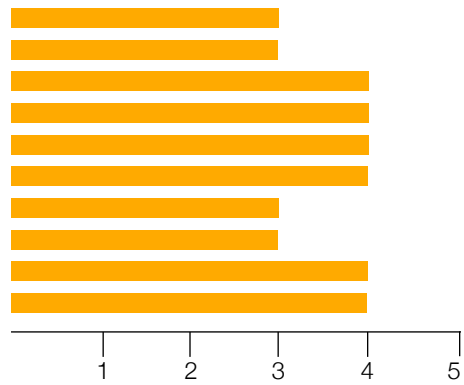
DESIGNATION: DC District (Downtown)

SQUARE: 377/847,848
ZONING:
OVERLAY: Downtown Development

CASE #: HPA 00-110, 00-111
YEAR PROPOSED: 2000
YEAR APPROVED: -
YEAR DELIVERED: 2011

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: Consistent with act

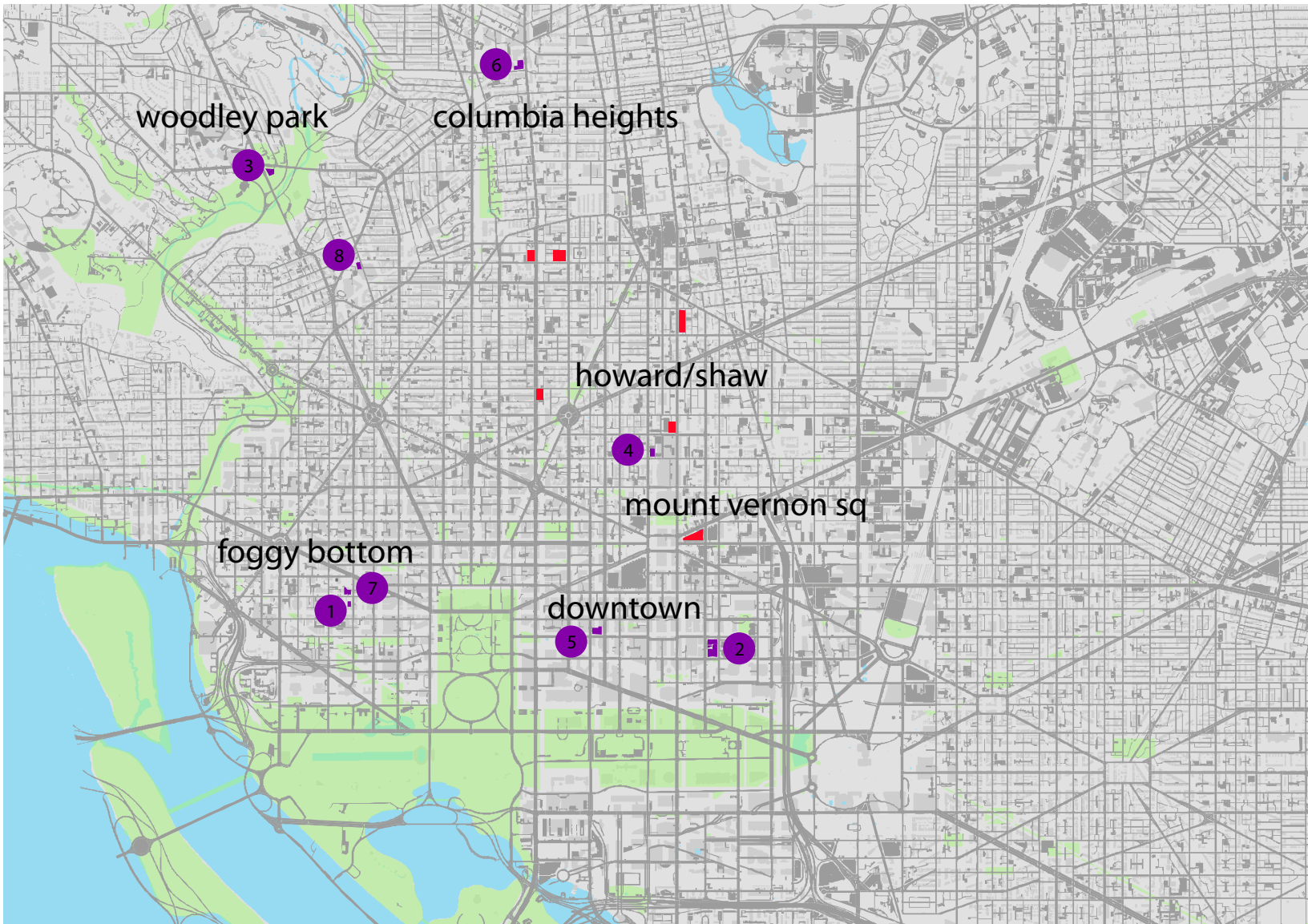
VISUAL ASSESSMENT



Total 36/50 (72%)

PHOTO CREDIT, L TO R: KERENSA WOOD (2012).

PART FIVE


woodley park
columbia heights
howard/shaw
mount vernon sq
foggy bottom
downtown
1
2
3
4
5
6
7
8

GWU LAW SCHOOL

NAME: George Washington University University Law School
ADDRESS: 720 20th Street, NW
NEIGHBORHOOD: George Washington Univeristy/Foggy Bottom
TYPOLOGY: Illusion1020

ORIGINAL BUILDING

DATE CONSTRUCTED: 1922
DEVELOPER: W ER
ARCHITECT: Albert Harris

NEW BUILDING

DATE CONSTRUCTED: 2002
DEVELOPER: George Washingtong University
ARCHITECT: Cox Graae + Spack Architects

DESIGNATION STATUS AND REVIEW PROCESS

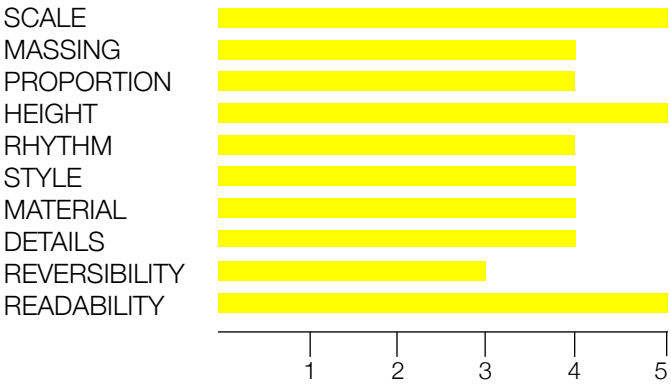
DESIGNATION: DC Indivudal (1987)

SQUARE: 102/56
ZONING: R-5-D, R-5-E, SP-2, C-3-C
OVERLAY: PUD 06-11

CASE #:
YEAR PROPOSED: 1999
YEAR APPROVED: -
YEAR DELIVERED: 2002

REVIEW BODY: -
RELATED LAWSUIT: N
HPRB RULING: -
MAYOR'S AGENT: -

VISUAL ASSESSMENT



Total 42/50 (84%)

PHOTO CREDIT, L TO R: COX GRAAE + SPACK ARCHITECTS.

NATIONAL ACADEMY OF SCIENCES

NAME: National Academy of Siences, Keck Center
ADDRESS: 500 5th Street, NW
NEIGHBORHOOD: Downtown
TYPOLOGY: Illusion1020, Illusion2040

ORIGINAL BUILDING

DATE CONSTRUCTED: various
DEVELOPER: -
ARCHITECT: various

NEW BUILDING

DATE CONSTRUCTED: 2002
DEVELOPER: -
ARCHITECT: KCF-SHG, Inc.

DESIGNATION STATUS AND REVIEW PROCESS

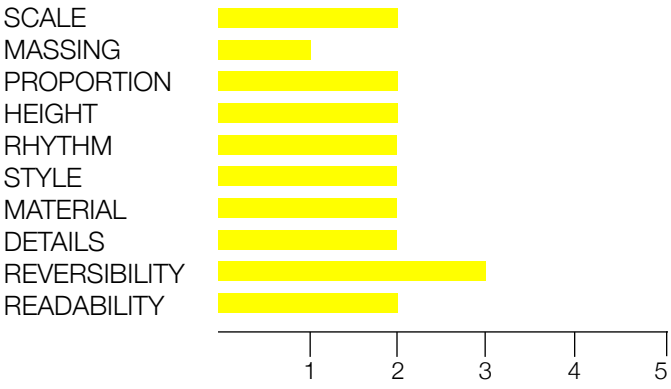
DESIGNATION: -

SQUARE: 488
ZONING:
OVERLAY: PUD

CASE #: -
YEAR PROPOSED: -
YEAR APPROVED: -
YEAR DELIVERED: 2002

REVIEW BODY: N/A
RELATED LAWSUIT: N/A
HPRB RULING: N/A
MAYOR'S AGENT: N/A

VISUAL ASSESSMENT



Total 20/50 (40%)

PHOTO CREDIT, L TO R: DCPL (~2000), KERENSA WOOD (2012).

ROCK CREEK OVERLOOK

NAME: Rock Creek Overlook/ American Association of Homes and Services for the Aging Headquarters
ADDRESS: 2519 Connecticut Avenue, NW
NEIGHBORHOOD: Woodley Park
TYPOLOGY: Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: 1907-1909
DEVELOPER: -
ARCHITECT: Clarke Waggaman

NEW BUILDING

DATE CONSTRUCTED: 2001
DEVELOPER: -
ARCHITECT: EE&K

DESIGNATION STATUS AND REVIEW PROCESS

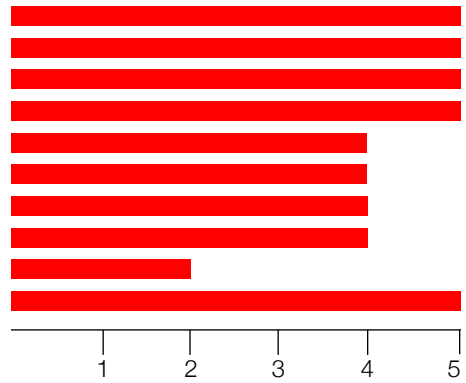
DESIGNATION: DC District (Woodley)

SQUARE: 220/116
ZONING: C-2-A
OVERLAY: Woodley Park

CASE #: -
YEAR PROPOSED: 1999
YEAR APPROVED: -
YEAR DELIVERED: 2001

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: -

VISUAL ASSESSMENT



Total 42/50 (84%)

PHOTO CREDIT, L TO R: ED SEGAL/WOODLEY PARK HISTORICAL SOCIETY (1988), KERENSA WOOD (2012).

EXCHANGE PLACE

NAME: Exchange Place
ADDRESS: 1301-1309 9th Street, NW
NEIGHBORHOOD: Shaw
TYPOLOGY: Illusion2040

ORIGINAL BUILDING

DATE CONSTRUCTED: -
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 2008
DEVELOPER: Douglas Development
ARCHITECT:

DESIGNATION STATUS AND REVIEW PROCESS

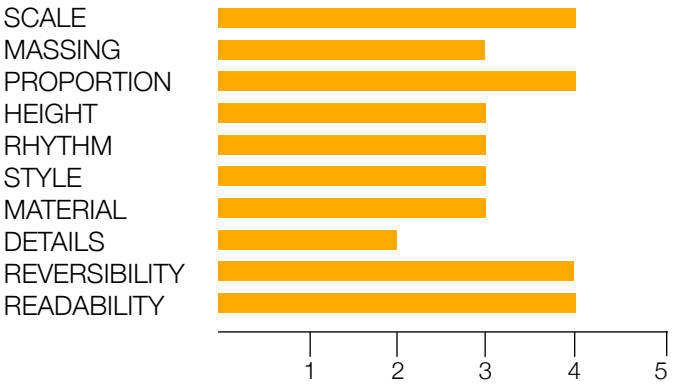
DESIGNATION: DC District (Shaw)

SQUARE: 399
ZONING: C-2-A
OVERLAY:

CASE #: -
YEAR PROPOSED: 2004
YEAR APPROVED: 2008
YEAR DELIVERED: 2008

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: -

VISUAL ASSESSMENT



Total 33/50 (66%)

PHOTO CREDIT, L TO R: KERENSA WOOD (2012).

1155 F STREET

NAME: 1155 F Street, Corcoran Fire Insurance Company, Philipsborn Building
ADDRESS: 1155 F Street
NEIGHBORHOOD: Downtown
TYPOLOGY: Incorporation, illusion2040

ORIGINAL BUILDING

DATE CONSTRUCTED: 1892, 1919
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: 2009
DEVELOPER: Douglas Development
ARCHITECT: Pei Freed Cobb

DESIGNATION STATUS AND REVIEW PROCESS

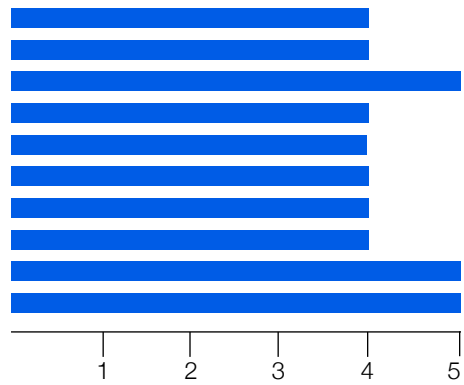
DESIGNATION: DC District (downtown)

SQUARE:
ZONING: C-4
OVERLAY: Downtown Development

CASE #:
YEAR PROPOSED: 2006
YEAR APPROVED: -
YEAR DELIVERED: 2009

REVIEW BODY: -
RELATED LAWSUIT: -
HPRB RULING: -
MAYOR'S AGENT:

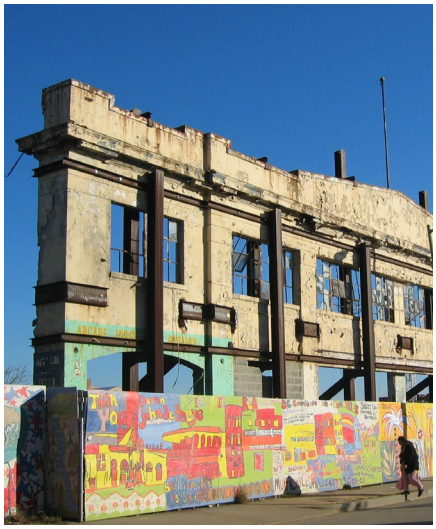
VISUAL ASSESSMENT



Total 43/50 (86%)

PHOTO CREDIT, L TO R: LOC (1920), FLICKR USE KENYA ALLMOND (2007), DOUGLAS DEVELOPMENT (2009).

BEST BUY AT DCUSA



NAME:	Best Buy at DC USA Mall
ADDRESS:	3100 14th Street, NW
NEIGHBORHOOD:	Columbia Heights
TYPOLOGY:	Sheet, Collage

ORIGINAL BUILDING

DATE CONSTRUCTED:	1920s
DEVELOPER:	-
ARCHITECT:	-

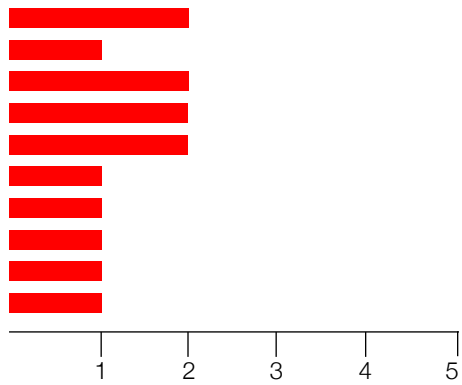
NEW BUILDING

DATE CONSTRUCTED:	2008
DEVELOPER:	-
ARCHITECT:	-

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION:	-
SQUARE:	2674/721
ZONING:	C-3-A,R-5-B
OVERLAY:	-
CASE #:	N/A
YEAR PROPOSED:	2002
YEAR APPROVED:	-
YEAR DELIVERED:	2008
REVIEW BODY:	N/A
RELATED LAWSUIT:	N/A
HPRB RULING:	N/A
MAYOR'S AGENT:	N/A

VISUAL ASSESSMENT



Total	14/50 (28%)

PHOTO CREDIT, L TO R: FLICR USER ROCK CREEK (~2004), FLICKR USER MRGRASS (~2004), FLICKR USER MRTINDC (2008).

HOSPITAL FOR SICK CHILDREN

NAME: Hospital for Sick Children Foundation
ADDRESS: 2013 H Street, NW
NEIGHBORHOOD: George Washington University/Foggy Bottom
TYPOLOGY: Scoop, incorporation

ORIGINAL BUILDING

DATE CONSTRUCTED: 1890s
DEVELOPER:
ARCHITECT:

NEW BUILDING

DATE CONSTRUCTED: 2011
DEVELOPER: GWU
ARCHITECT: GGA

DESIGNATION STATUS AND REVIEW PROCESS

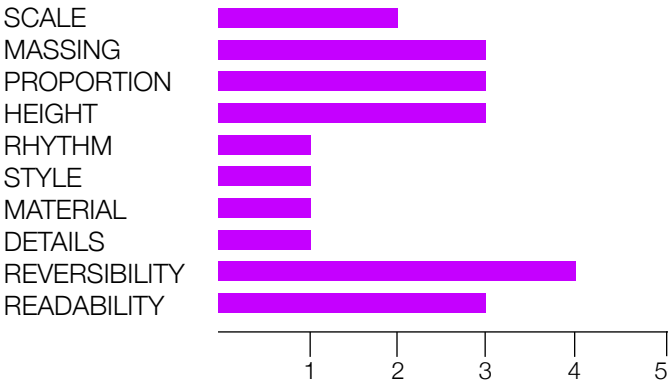
DESIGNATION: -

SQUARE: 101/63
ZONING: C-3-C
OVERLAY: PUD

CASE #: -
YEAR PROPOSED: 2008
YEAR APPROVED: 2010
YEAR DELIVERED: 2011

REVIEW BODY: BZA
RELATED LAWSUIT: N
HPRB RULING: N/A
MAYOR'S AGENT: N/A

VISUAL ASSESSMENT



Total 22/50 (44%)

PHOTO CREDIT, L TO R: DCMETROCENTRIC (2010), KERENSA WOOD (2012).

THE ASHER

NAME: The Asher
ADDRESS: 2110 19th Street, NW
NEIGHBORHOOD: Washington Heights
TYPOLOGY: Scoop

ORIGINAL BUILDING

DATE CONSTRUCTED: -
DEVELOPER: -
ARCHITECT: -

NEW BUILDING

DATE CONSTRUCTED: TBD
DEVELOPER: Grid Properties
ARCHITECT: BLT Architects

DESIGNATION STATUS AND REVIEW PROCESS

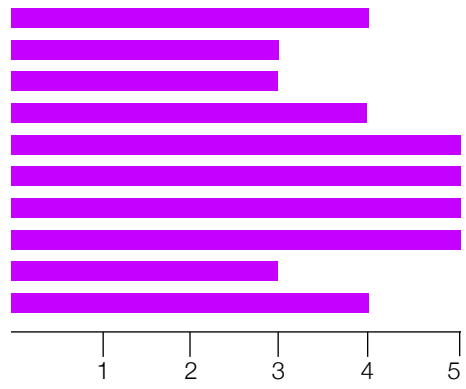
DESIGNATION: DC District (Washington Heights)

SQUARE:
ZONING: R-5-D
OVERLAY: -

CASE #: -
YEAR PROPOSED: 2005
YEAR APPROVED: -
YEAR DELIVERED: TBD

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: -

VISUAL ASSESSMENT



Total 41/50 (82%)

PHOTO CREDIT, L TO R: WIKIPEDIA, REGENTOPETWORTH, KEENER MANAGEMENT.

TBD: ANACOSTIA GATEWAY

NAME: Anacostia Square
ADDRESS: 1909 Martin Luther King Jr. Ave, SE
NEIGHBORHOOD: Anacostia
TYPOLOGY: Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED:
DEVELOPER:
ARCHITECT:

NEW BUILDING

DATE CONSTRUCTED: TBD
DEVELOPER: Anacostia Economic Development Corporation
ARCHITECT:

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: DC District (Anacostia)

SQUARE: 577/911, 829
ZONING: C-3
OVERLAY:

CASE #:
YEAR PROPOSED: 1996
YEAR APPROVED: 1999/2007
YEAR DELIVERED: TBD

REVIEW BODY: HPRB
RELATED LAWSUIT: -
HPRB RULING: Denied
MAYOR'S AGENT: Special Merit: public benefit

VISUAL ASSESSMENT

This bulding has not yet be complete and thus cannot be assessed for its impact.

PHOTO CREDIT, L TO R: GOOGLE MAPS (2010), ANACOSTIA ECONOMIC DEVELOPMENT CORPORATION.

TBD: O STREET MARKET

NAME: The O Street Market
ADDRESS: 6th Street and O Street, NW
NEIGHBORHOOD: Shaw Howard
TYPOLOGY: Collage

ORIGINAL BUILDING

DATE CONSTRUCTED: 1881
DEVELOPER: -
ARCHITECT:

NEW BUILDING

DATE CONSTRUCTED: 2014
DEVELOPER: Roadside
ARCHITECT: Shalom Baranes

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: DC Invidiual (1968)

SQUARE: 399/801
ZONING:
OVERLAY:

CASE #: HPA 07-103
YEAR PROPOSED: 2004
YEAR APPROVED: 2007
YEAR DELIVERED: 2014 (expected)

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: Consistent with act and Special Merit for public benefit

VISUAL ASSESSMENT

This bulding has not yet be complete and thus cannot be assessed for its impact.

PHOTO CREDIT, L TO R: LOC, KERENSA WOOD (2012), DCMETROCENTRIC (2011).

TBD: PROGRESSION PLACE

NAME: Progression Place
ADDRESS: 1800 7th Street
NEIGHBORHOOD: Howard
TYPOLOGY: Incorporation, Illusion2040, Sheet

ORIGINAL BUILDING

DATE CONSTRUCTED: various
DEVELOPER: -
ARCHITECT: various

NEW BUILDING

DATE CONSTRUCTED: TBD
DEVELOPER: Broadcast
ARCHITECT:

DESIGNATION STATUS AND REVIEW PROCESS

DESIGNATION: DC District (Shaw)

SQUARE: 441
ZONING: C-2-B
OVERLAY: PUD: 07-07A [Arts/C-2C]

CASE #: -
YEAR PROPOSED: 2004
YEAR APPROVED: 2007
YEAR DELIVERED: TBD

REVIEW BODY: HPRB
RELATED LAWSUIT: N
HPRB RULING: Approved
MAYOR'S AGENT: -

VISUAL ASSESSMENT

This bulding has not yet be complete and thus cannot be assessed for its impact.

PHOTO CREDIT, L TO R: NATIONAL MUSEUM OF AMERICAN HISTORY (1939), FLICKR (2011), PROGRESSION PLACE (2012)

ARCHITECTURE OF COMPROMISE: A HISTORY AND EVALUATION OF FACADISM IN WASHINGTON,DC

KERENSA SANFORD WOOD, GRADUATE SCHOOL OF ARCHITECTURE, PLANNING AND PRESERVATION , COLUMBIA UNIVERSITY, MAY 2012