

PADC — *The Next Steps*

John Marshall Park is the first major effort of PADC's public improvements program in the area east of 9th Street, PADC's Eastern Sector. In recent years, the Corporation's focus has been in its Western Sector, with the completion of Western Plaza, Pershing Park, and many blocks of new landscaped sidewalks heralding the construction of large development projects which will bring new office, hotel, and retail use to the Avenue.

As PADC enters its Second Decade of Progress, the focus will be on the Eastern Sector and the Corporation's efforts to bring residential uses to the Avenue. Twelve hundred units of housing are planned for the area between 6th and 9th Streets, which, along with new office, retail, hotel, and arts-related uses will attract people back to this part of downtown, bringing life to the area throughout the day and evening.

In addition to John Marshall Park, another major open space, Market Square, will be created at 8th Street and the Avenue, and will feature a memorial to the U.S. Navy. The memorial will take the form of a performance home for the Navy Band. Market Square, John Marshall Park, and the new brick-paved and landscaped sidewalks will provide a gracious and comfortable public framework for the new developments by the private sector.

PENNSYLVANIA AVENUE DEVELOPMENT CORPORATION
425 THIRTEENTH STREET N.W. WASHINGTON D.C. 20004

The Pennsylvania Avenue Development Corporation

Purpose of the Project

In 1972, Congress created the Pennsylvania Avenue Development Corporation. Recognizing the importance of the Avenue as the symbolic link between the White House and Capitol, and as the route of the inaugural parade, Congress directed the Corporation to prepare a plan and guide redevelopment in the twenty-one block area north of the Avenue.

The Corporation's goal has been to restore the Avenue to its appropriate role as the "Main Street of the Nation." This is being accomplished by forging a partnership between the public and private sectors. Since 1977, PADC has proceeded to implement its ambitious \$80 million program of public improvements, and to oversee an eventual \$1.3 billion of private development. Of the \$800 million of private development committed to date, \$285 million of new construction is either complete or under way, with most of the remainder scheduled to begin later in 1983.

During its first decade, the Pennsylvania Avenue Development Corporation has been a model for successful public/private partnership in urban revitalization, having stimulated major changes in a declining area of downtown Washington adjacent to the retail core. Significantly, these changes have occurred without sacrifice of quality in the urban design, architecture, or planning of public or private developments.

The investment of public funds has created new public spaces in the downtown. Pershing Park and Western Plaza, between 13th and 15th Streets,

offer places for large civic gatherings as well as intimate lunches alongside pools and fountains. The design and construction of these parks was timed to enhance new private developments. Office and hotel development is under way with projects by Cabot, Cabot & Forbes, Quadrangle Development Corporation, a joint venture of the Marriott Corporation, Quadrangle Development Corporation and Aetna Life Insurance Company, and the National Press Building Corporation either completed or near completion. These projects have brought a return of quality tenants to Pennsylvania Avenue, among which are major law offices, the renovated National Theatre, first-class restaurants, the 800-room Marriott flagship hotel, and a Rouse Company shopping mall.

Other projects, such as the Willard Hotel renovation and addition, 1001 Pennsylvania, the renovation of the Old Evening Star Building, the Pavilion at the Old Post Office (to open in the fall), the renovation of the Central National Bank (for Sears' Roebuck and Company World Trade Division), the Westminster Investing Corporation's new office-hotel-residential project at 6th Street, and Gallery Row at 7th and D Streets, will include an important historic preservation component.

By the completion of its Second Decade, PADC will have achieved its goals of restoring the Avenue to its status as the Nation's Main Street. The mix of lively shops and restaurants; new offices, residences, and hotels; old and new architecture in a variety of styles and combinations; graciously landscaped sidewalks and parks; and band concerts and summer performances; will attract residents and tourists to the heart of downtown Washington.