



The Jacques Johnson Band performed jazz music at opening night of 7th Street Landing, a temporary park built along the Southwest Waterfront. Photo: William Rich

District Doghouse, a new food concept from the proprietors of Cantina Marina, is the main food provider at 7th Street Landing, with hot dogs ranging from the traditional to those made of lamb and wild boar. Photo: William Rich

This is a rendering of what the Southwest Waterfront may look like once its redevelopment is complete around the year 2018. Courtesy of PN Hoffman

## Southwest Waterfront up Next for Major Overhaul

BY WILLIAM RICH

So far, 2010 has proved to be a pivotal year in the evolution of Near Southwest. In the spring, the first phase of Waterfront Station, a development along Southwest's "Main Street" that replaced the old Waterside Mall at the corner of 4th Street, SW and M Street, SW, opened with a new 55,000 square-foot urban lifestyle Safeway and two fully-leased office buildings - a new CVS later opened in July and other convenience retailers are slated to open over the next few months. At the end of October, Arena Stage at the Mead Center for American Theater (6th and m Street SW) will reopen in its expanded 200,000 square foot three-theater campus after a two-year construction period. Now the first tangible signs of redevelopment have begun to take shape on the Southwest Waterfront, a multi-phased project spearheaded by DC-based developers PN Hoffman and Madison Marquette. Other partners in the project include Struever Brothers, Eccles & Rouse, ER Bacon Development, McCormack Baron Salazar, Gotham Waterfront Development, Triden Development Group, CityPartners, and Paramount Development.

Mayor Adrian Fenty joined rep-

resentatives from the Deputy Mayor's Office for Planning and Economic Development, developers and community leaders in August at a ceremonial demolition ceremony of the Hogate's building at 800 Water Street, SW. Once the Hogate's building is demolished later this year, the Hoffman-Marquette team will have a four-acre site to use as temporary programming space while the waterfront redevelopment plan goes through the design and approvals stage over the next couple of years. Programming at the site will include festivities for the annual National Cherry Blossom Festival.

### 7th Street Landing

Meanwhile, a temporary park called 7th Street Landing opened in September further south from Hogate's at the intersection of 7th and Water streets, SW. It took about three weeks for the city to build the park, which replaced a concrete plaza. For about six weeks in September and October, 7th Street Landing will host events from Thursday to Sunday -- jazz bands will perform on Thursdays; food cart corrals on Fridays; yoga on Saturday mornings; and community events on Saturday afternoons and

Sundays. In addition, Arena Stage actors will perform on some weekends. Lawn games are available each day as well as free Wi-Fi access.

Elements of the park, designed by Manhattan-based firm Matthews Nielson Landscape Architects, include a "beach" area with compacted soil that looks and feels like sand, landscaping, chaise lounges, tables, string lights, and a hot dog kiosk run by the proprietors of Cantina Marina called District Doghouse. So far, according to Tyson Pitzer, Director of Investments at Madison Marquette, the response from the community has been mostly positive. "People have generally been impressed with the hardscape improvements, seem to enjoy the new movable furniture, are actually playing ping pong and the bean bag throw games and have said the live jazz on Thursdays is a great compliment to the overall experience," said Pitzer.

### Southwest Waterfront Overhaul

An overhaul of the Southwest Waterfront, a 26-acre swath of underutilized land stretching along the Washington Channel from the Maine Avenue Fish Market to Fort McNair, has been planned for several years.

Back in 2006, the city selected from a nation-wide pool of suitors a team lead by PN Hoffman and Baltimore-based Struever Brothers to transform the waterfront into a \$1.5-billion, mixed-use development with over two million square feet of space, including three hotels, 800 multifamily units, 200,000 to 300,000 square feet of retail, offices, a marina, parks, and cultural uses. In late 2008, the District government approved a land disposition agreement to allow the Hoffman-Struever team to move forward and \$198 million of public financing was approved by the City Council to fund infrastructure improvements. The recession hit Struever Brothers hard in Baltimore and as a result, their involvement in the Southwest Waterfront deal was reduced in 2009 and Madison Marquette, with its extensive retail background, joined the team in 2010. According to Pitzer, the retail program anticipated for the Southwest Waterfront "is intended to include an array of destination and neighborhood-oriented retail and is anticipated to include a mix of unique, local and regional retailers with an emphasis on waterfront dining, entertainment and specialty food complimented with gal-

leries, services, apparel, gifts and other types of retail.”

Ehrenkrantz Eckstut & Kuhn Architects has been charged with designing the master plan for the waterfront, but according to Kevin Riegler from PN Hoffman, several architects will be used to avoid giving the development a monolithic design. “We want each building to have a distinctive look,” said Riegler. “Bing Thom, who designed Arena Stage next door, is also providing input on the design.” The approvals process will begin this fall and construction along the waterfront is slated to begin by the end of 2012 in three phases. Phase one will be from 7th Street, SW to 9th Street, SW and includes a parcel controlled by Chevy Chase-based developer JBG, who plans to build a hotel in place of what is now Zanzibar on the Waterfront. Phase two will run from 9th Street, SW to the Maine Avenue Fish Market and includes a cultural component. Phase three will be the southern parcels from 7th Street, SW to Fort McNair and includes a large park. Office and residential uses (including an affordable housing component) will be incorporated in all three phases of development, while hotels will be built in the first and third phases. A riverfront promenade will run through the development to connect the Southwest Waterfront to the Anacostia Riverfront Trail. Water Street will be removed to give Maine Avenue a more prominent role as an urban boulevard with a bike trail running alongside the roadway, as well as room for a future streetcar line.

A construction timeline has not been determined by the developers yet, but once the Southwest Waterfront redevelopment is complete, it will become a regional destination and hopefully elevate Washington, DC to be one of the world’s great waterfront cities.

*William Rich is a blogger at Southwest...The Little Quadrant that Could (www.southwestquadrant.blogspot.com) ★*

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