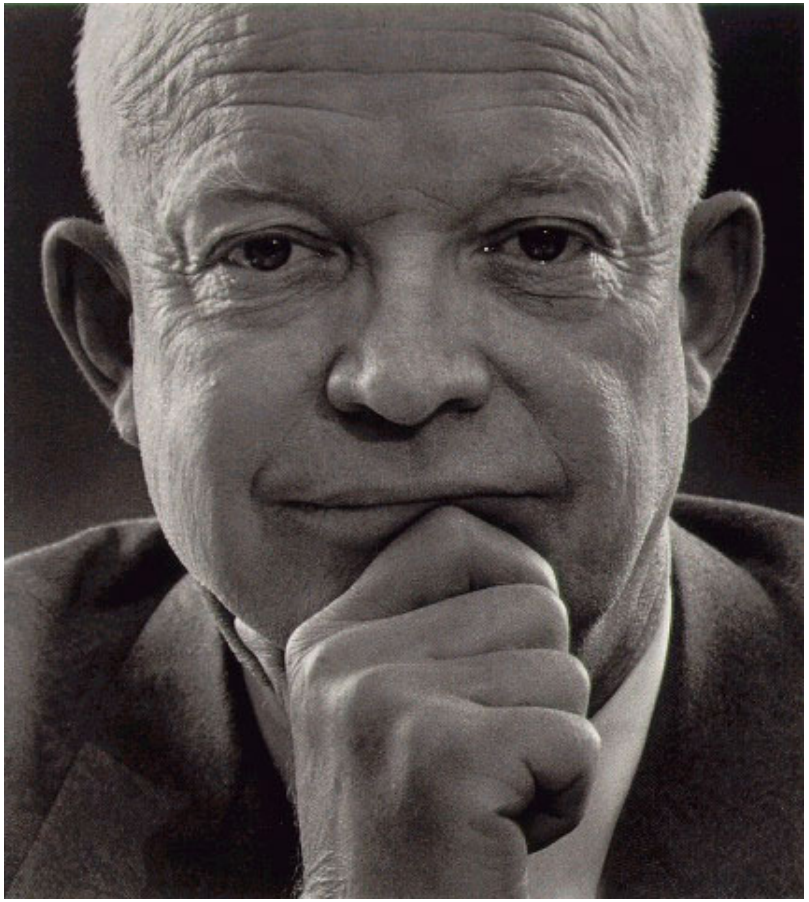

# EISENHOWER MEMORIAL

**U.S. COMMISSION OF FINE ARTS**

CONCEPT DESIGN RE-SUBMISSION

SUBMISSION DATE: OCTOBER 02, 2014
MEETING DATE: OCTOBER 16, 2014

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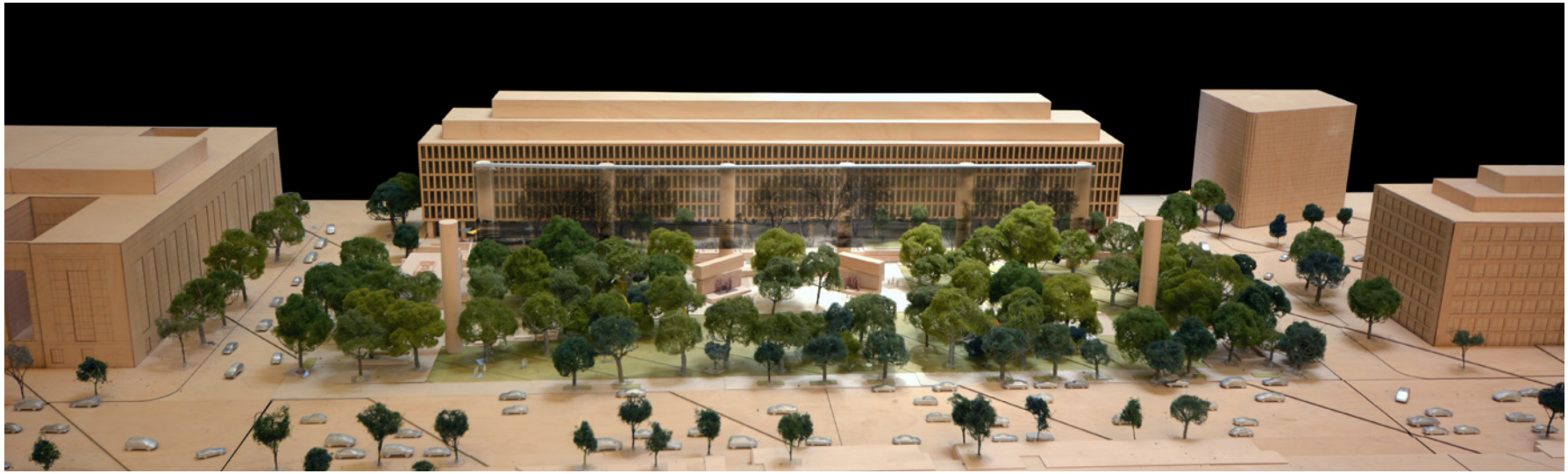


The proposed Eisenhower Memorial site is a four acre site in the Southwest district of Washington D.C. Located on Independence Avenue and Maryland Avenue, bound by 4th and 6th Streets SW, and Lyndon B. Johnson Department of Education building, the site has a unique urban situation unlike any other major Memorials. The site is directly on the Maryland Avenue axis, an important historical corridor with a viewshed to the U.S. Capitol.

To address the urban scale of this large four acre site and create an autonomous Presidential Memorial experience, the design proposes a unique commemorative art element with a stainless steel tapestry supported on large columns depicting scenes from Eisenhower's home in Kansas. The colonnade and tapestry create an urban room within the scale of the surrounding precinct and frame the entire site to distinguish the Memorial in a unified space. The columns are carefully arranged along Maryland Avenue running through the site, to frame the view to the Capitol dome.

At the center of the project site is the contemplative Memorial space, where Eisenhower's legacy unfolds in an intimate setting. Heroic free standing sculptures, bas reliefs, and quotes celebrate Eisenhower's contributions to our nation as the 34th President and the Supreme Commander of the Allied Forces. Eisenhower as a young man is seated on a wall, looking towards his future achievements.

Eisenhower's humility, values, and achievements are what set him apart...so these are what will set the monument apart.

***This is a monument to his ideas. To the words that he left with us. To the principles that guided his decisions and fueled his remarkable achievements.***

The treatment of Maryland Avenue is a significant organizing component of the project. Maryland Avenue will be closed to street traffic, allowing the disparate parcels to transform the area into an inviting green space. Maryland Avenue will be restored to its original position and will be framed vertically with an allée of mature trees that in turn frame the Capitol dome.

Eisenhower Square is a memorial conceived as an urban park in an area of the city greatly needing a revitalized pedestrian experience. The park is designed to guide visitors through key view corridors across the site. The landscape design is distinguished by tree species reminiscent of the Midwest that provide ample shade and definition to the street edges and open spaces in the park.

To the south is an elevated area in front of the Lyndon B. Johnson building that becomes a new forecourt for the Department of Education and a pedestrian Promenade with programming that supports outreach, outdoor seating and gathering areas.

Proof of concept mock-ups were created for the tapestry to demonstrate artistic quality, intent, and transparency established for this commemorative art element. The tapestry has technically developed since 2011 when the mock-ups were initially created. The engineering and material testing has been found by NCPC Commission to demonstrate the tapestry meets the Commemorative Works Act durability criteria.

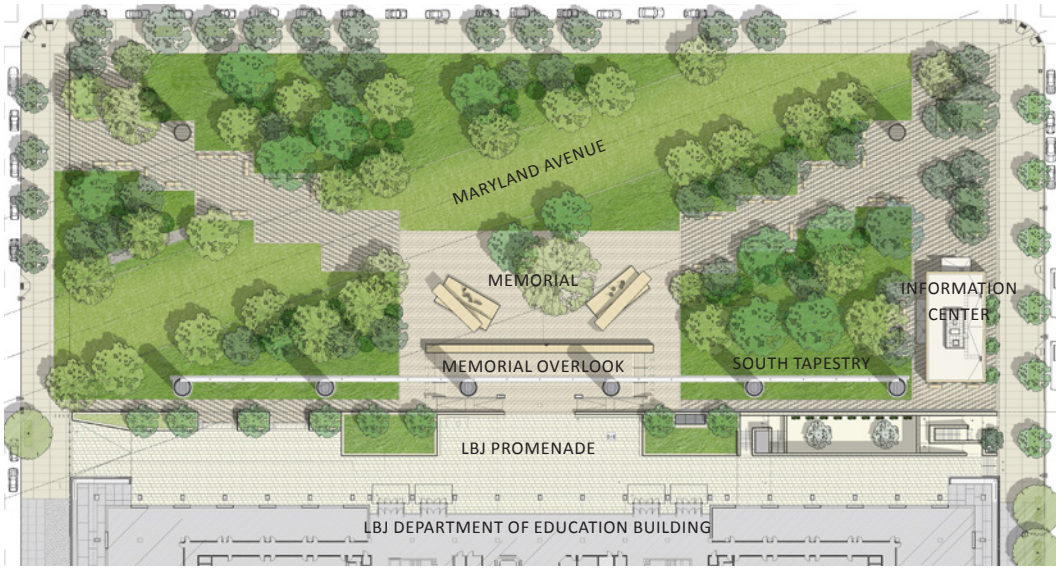
Since the NCPC Commission meeting in April of 2014, the design team has made significant revisions to the position and scale of the Memorial tapestry elements. The design features including the tapestry, sculpture, and quotations -- in addition to the landscape design, are the result of rigorous research in response to agency review comments. Each element is designed to create the most effective and powerful experience for visitors. The design team has met with NCPC staff on multiple occasions to review the proposed revisions. The resulting Dwight D. Eisenhower Memorial design has been revised to satisfy the goals of the seven design principles established for this site in 2006 by the National Capital Planning Commission to preserve and enhance the unique character of this site and establish a new green space within the context of L'Enfant's masterplan for Washington D.C.

TREE ALLÉE
Trees line the historic Maryland Avenue cartway, framing the Capitol vista.

TAPESTRY MOCKUP
The unique qualities of the stainless steel tapestry create a legible image while maintaining a level of transparency.

TAPESTRY & COLUMNS
The unique defining element of Eisenhower square. The northern columns mark the park entry paths leading to the center of the Memorial.

MEMORIAL CORE
The commemorating area of the site, where the public can view Eisenhower's legacy in a shaded intimate setting.



OCTOBER 2014 - REVISED DESIGN

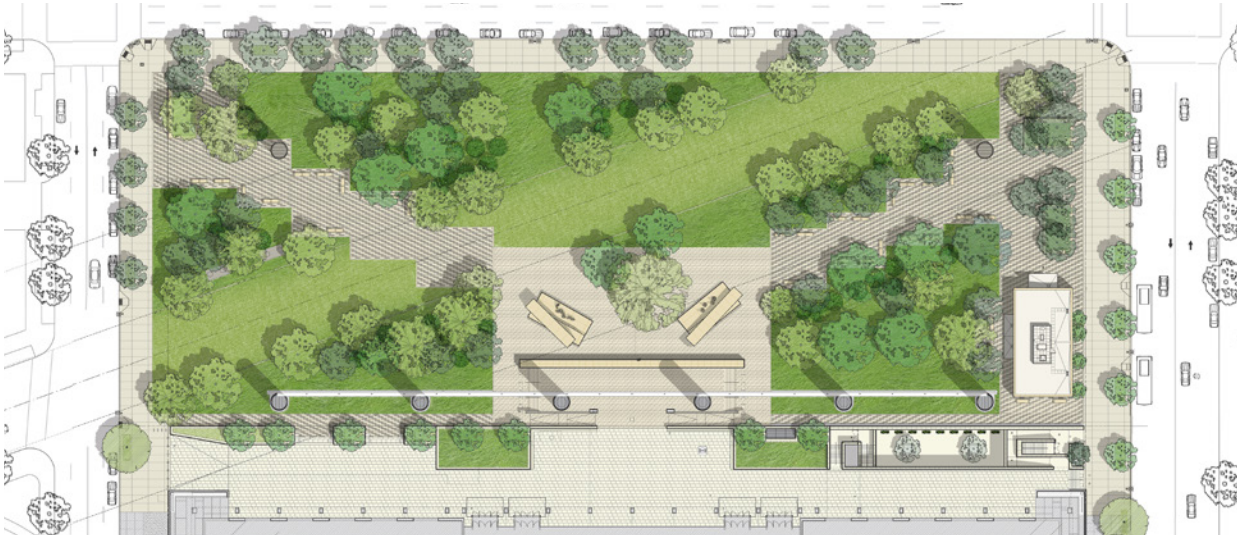
## SUMMARY OF DESIGN REVISIONS

The Memorial design has evolved since the February 2014 CFA meeting which focused primarily on landscape design. In response to the April 2014 NCPC Commission Action, the design was revised to address the three design principles the Commission found inconsistent with the previous submitted design. The design revisions are summarized below:

1. The revised design eliminates the East and West tapestries allowing the influence of the adjacent buildings to define and unify the site.
2. Two singular columns replace the East and West tapestries, defining the northern edge of the Memorial site. The proposed northern columns are fully located within the planes of the adjacent building facades.
3. The revised design has widened the view corridor from 95’ to 135’. This design revision creates a more proportionally *horizontal* framed view of the U.S. Capitol.

Due to the significant changes in response to NCPC, this submission is focused on an overview of the Memorial design revisions for the Commission of Fine Arts to review and confirm prior to detailed development of the art elements and further refinement of the landscape design in response to the Commission comments from February 2014.

The design team intends to return to the Commission with a comprehensive and detailed review of the Memorial’s commemorative art elements in the near future.



CURRENT DESIGN

# SECTION 2: OVERVIEW OF DESIGN RESPONSE

2.1 April 2014 Design Presented to NCPC

2.2 Overview of Design Response

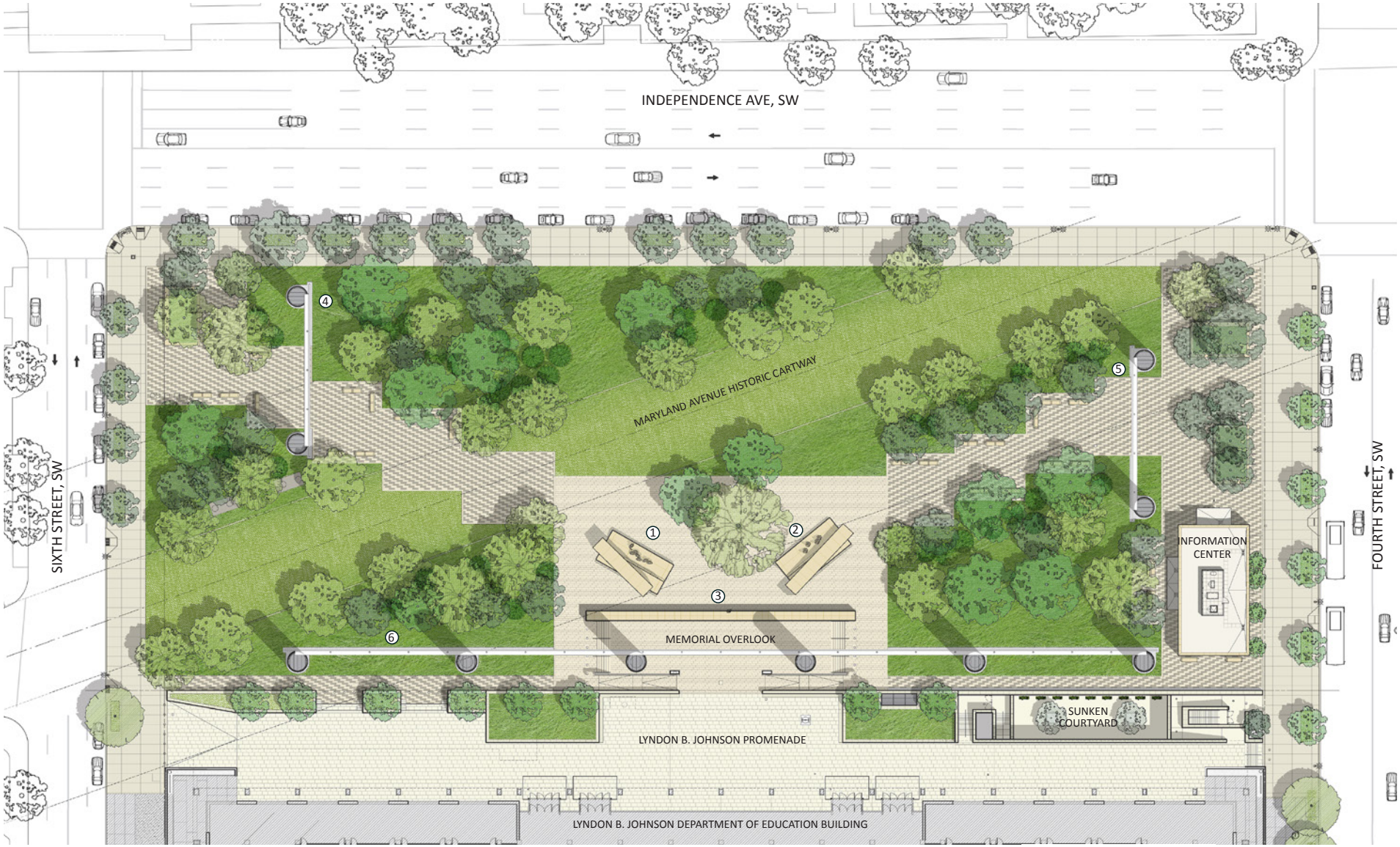
2.2 Urban Park and Pedestrian Experience

This section provides a overview of the Memorial design response to the NCPC Commission meeting in April 2014. The design revisions are primarily limited to the tapestry and colonnade configuration on the site.

The overall design intent for the Eisenhower Memorial remains the same for the following areas of the project:

- Memorial Core
- Landscape Design
- Information Center
- Lyndon B. Johnson Promenade

The design team anticipates further updates and minor refinements to the design to address the comments from the U.S. Commission of Fine Arts provided previously and additional feedback from NCPC.




① GENERAL EISENHOWER MEMORIAL ELEMENT
② PRESIDENT EISENHOWER MEMORIAL ELEMENT
③ YOUNG EISENHOWER STATUE
④ WEST TAPESTRY
⑤ EAST TAPESTRY
⑥ SOUTH TAPESTRY

0' 5' 10' 25' 50'
SITE PLAN

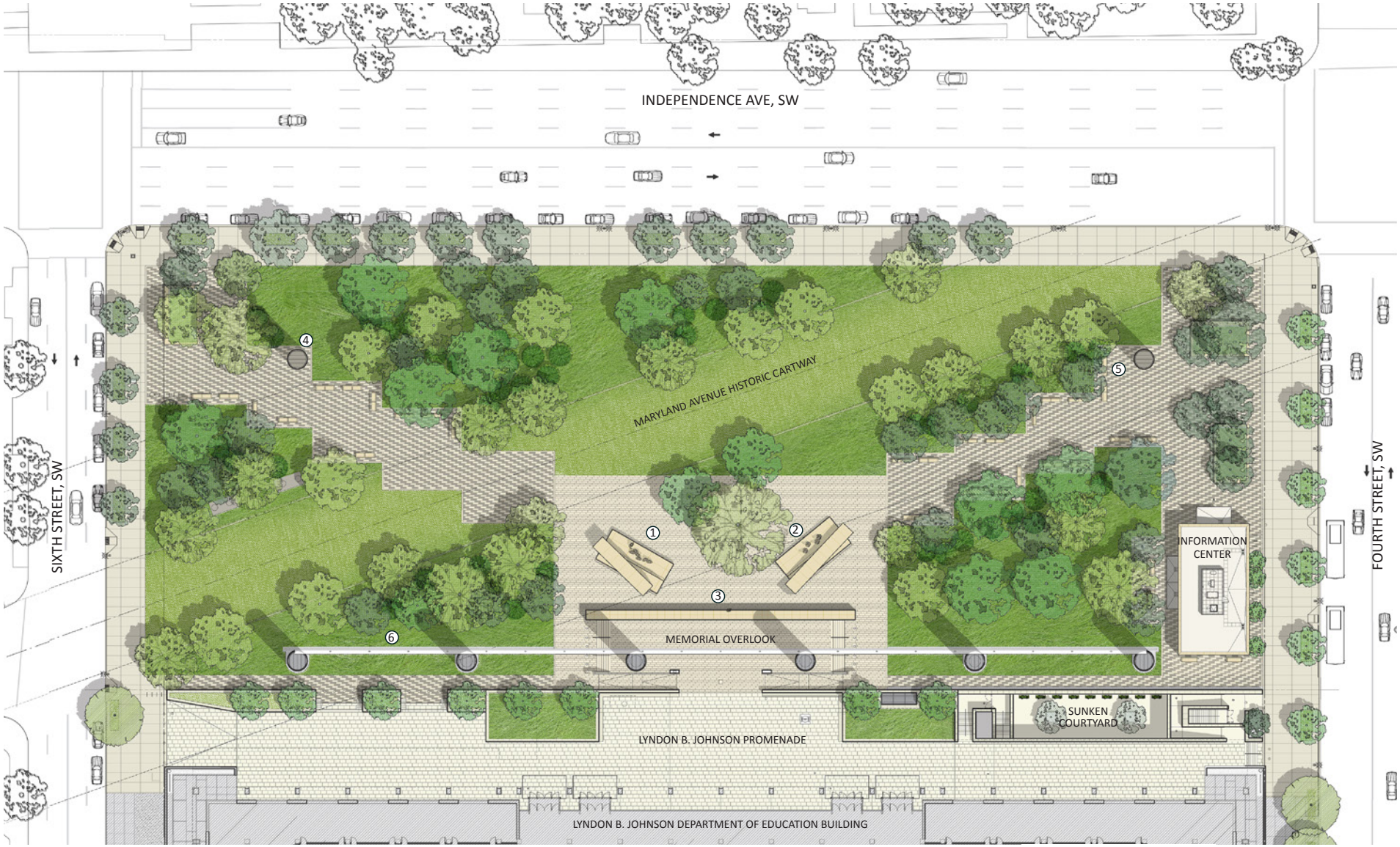
SITE PLAN

2.1 - APRIL 2014 DESIGN
PRESENTED TO NCPC



EISENHOWER MEMORIAL
Gehry Partners ● AECOM Joint Venture

MODEL PHOTOGRAPH - AERIAL VIEW

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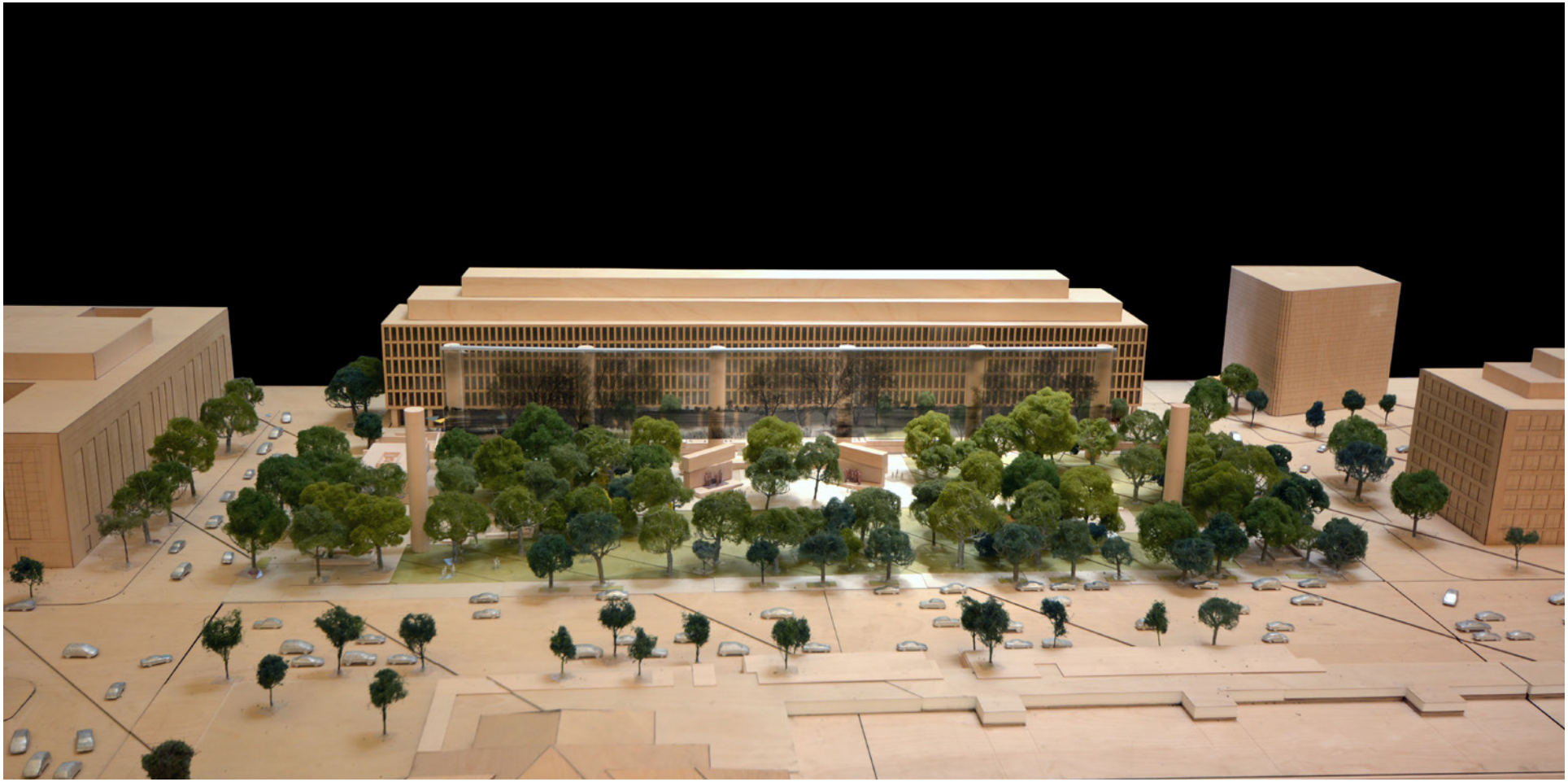
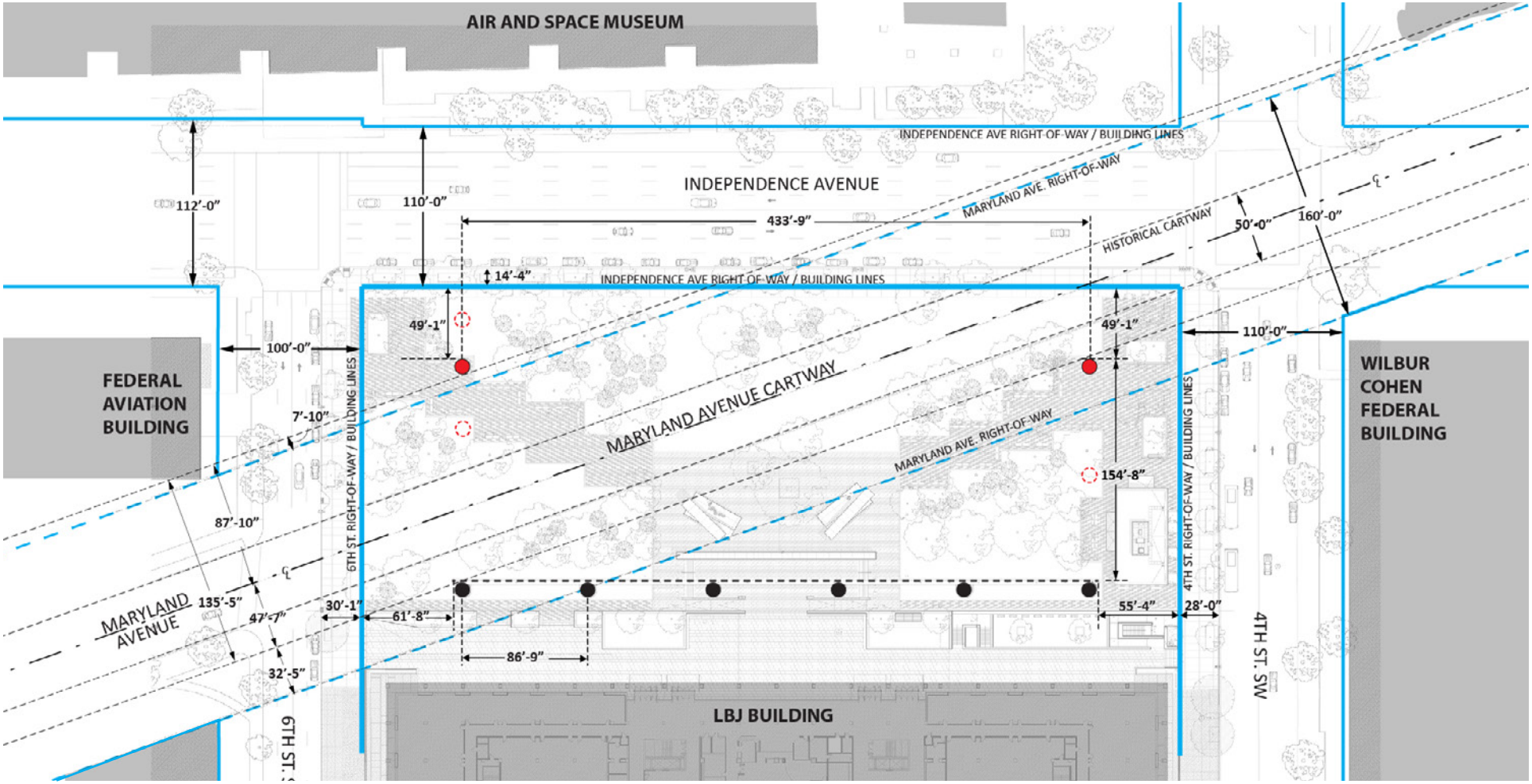
SITE PLAN

## 2.2 - OVERVIEW OF DESIGN RESPONSE



AERIAL VIEW - The design revisions eliminate the East and West tapestries, allowing the influence of the adjacent buildings to help define and unify the site.




PLAN-DIAGRAM

KEY:

- RIGHTS-OF-WAYS
- ORIGINAL LOCATION OF COLUMNS
- REVISED COLUMN LOCATIONS
- COLUMN LOCATIONS

**DESIGN REVISIONS IN RESPONSE TO NCPC APRIL 3, 2014 MEETING**

- The design revisions eliminate the East and West tapestries, allowing the influence of the adjacent buildings to define and unify the site.
- The northern singular columns are located fully within the planes of the adjacent building facades.
- The design revisions widen the Maryland Avenue viewshed from 95' to 135' wide creating a proportionally *horizontal* framed view towards the Capitol building.
- The April 2014 concept included three columns that were within the 160' ROW. The revised plan includes only two columns within the southern edge of 160' ROW.

## 2.2 - OVERVIEW OF DESIGN RESPONSE

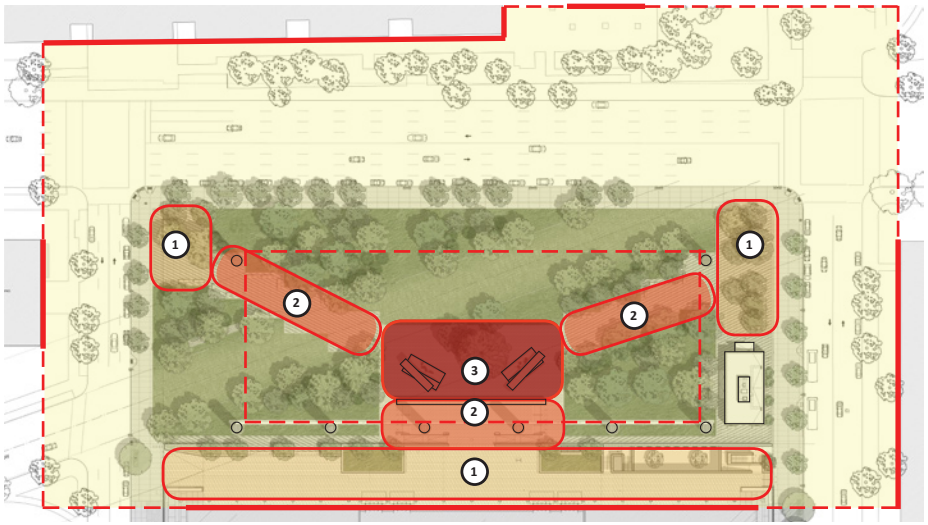
AERIAL VIEW TOWARDS SOUTHWEST - The northern singular columns are located fully within the planes of the adjacent building facades.

VIEW ALONG MARYLAND AVENUE TOWARDS CAPITOL - The design revisions widen the Maryland Avenue viewshed from 95’ to 135’ wide, creating a proportionally *horizontal* framed view to the Capitol building.

MARYLAND AVENUE VIEWSHED TOWARDS CAPITOL

## 2.3 URBAN PARK AND PEDESTRIAN EXPERIENCE

FORMAL PEDESTRIAN APPROACHES THROUGH THE PARK




1. Urban Transition Areas
2. Memorial Park Approach Walkways
3. Memorial Commemorative Area

The Eisenhower square will be experienced as a public realm open to three sides: 4th and 6th Streets and Independence Avenue SW. An ample setting for the Department of Education headquarters in the Lyndon B. Johnson building is provided on the south frontage with an urban pedestrian promenade carried the length of the building.

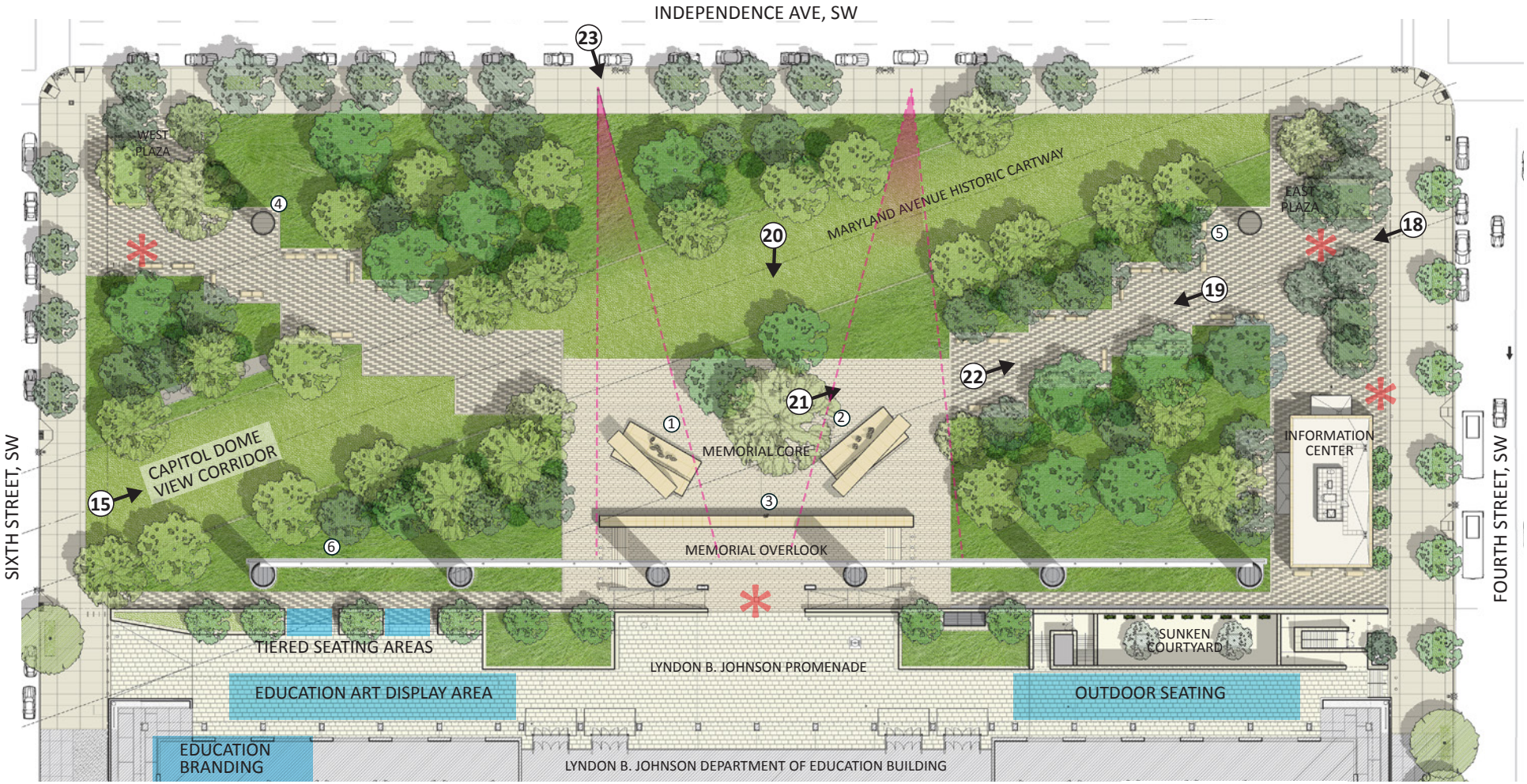
The square is developed as an active urban park, a green space with trees and a grassy ground plane with broad walkways cutting through the landscape. The park creates a contemplative setting for visitors to experience the Memorial within the large urban site. A change in pavement material at the center of the park distinguishes the Memorial's commemorative area where Eisenhower's story unfolds in sculpture, bas relief and inscriptions. The park landscape design is integral to the Memorial's character, composition, and intent.

The park landscape inverts the traditional memorial temple in a grove. The open room created by the south tapestry and colonnade engages passers-by on city streets at the urban scale. The interior park is a powerful element of the overall Memorial design. The park's gathering spaces, shaded oasis and walkways will provide opportunities for experiencing the Memorial through educational, artistic, and natural content. The urban park with its many civic amenities, will help bring new life to the city's Southwest district.

The park is designed to enhance the pedestrian visitor experience to the Memorial. Many visitors will arrive from the north and adjacent museums and other destinations along the National Mall. The entrance plazas at the northeast and northwest corners of the site are designed for visitors to gather before entering the park grounds and Memorial. Visitors will also arrive by bus along 4th street near the Information Center.

Two single columns at the northern entrance plazas signal the entrance to the approach walks that direct the visitor towards the Memorial core and through the park. The understory tree canopy shapes the intimate experience and directs views to the Memorial elements. The walkways are designed to encourage social gatherings for visitors to stop and enjoy the park.

The Lyndon B. Johnson Promenade is a separate and distinct pedestrian forecourt to the Department of Education building. The pedestrian promenade includes seating and other amenities to serve the building occupants and engage Memorial visitors. The Promenade also offers elevated views northward out to the Memorial.

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⑥ SOUTH TAPESTRY

(#) VIEW PAGE NUMBER

VIEW CORRIDORS

GATHERING/ORIENTATION AREAS

0' 5' 10' 25' 50'
SITE PLAN

SITE PLAN

URBAN PARK AND PEDESTRIAN EXPERIENCE - 2.3

EISENHOWER MEMORIAL
Gehry Partners ● AECOM Joint Venture

MEMORIAL ENTRANCE PLAZA AT 4TH STREET & INDEPENDENCE AVENUE

The northern singular columns mark the entrance pathways into the Memorial park.

The Memorial approach walkways are designed with ample seating and social gathering areas. The understory trees create a sense of enclosure and focus views to the Memorial elements at the center of the park.

VIEW TOWARDS MEMORIAL LOOKING WEST

VIEW TOWARDS THE MEMORIAL FROM MARYLAND AVENUE

The central view from Maryland Avenue, immediately north of the overlook wall, reveals the unified composition of the Memorial Core. The grove of large canopy trees at the center stand as a unifying landscape element that also provides shade to the gathering space.

VIEW TOWARDS EAST COLUMN FROM THE MEMORIAL CORE

VIEW TOWARDS EAST COLUMN THROUGH MEMORIAL WALKWAY

VIEW SOUTH TOWARDS MEMORIAL CORE FROM INDEPENDENCE AVENUE