

# MOXY DC

## WASHINGTON, DC

### COMMERCIAL ARCHITECTURE



#### SITE

Located at 1011 K St. NW, at the center of the social and professional scene in the nation's capital, Moxy DC is the first Moxy to open in the District. The hotel encompasses a historic structure dating back to 1875 and a new-build tower.



#### PROGRAM

The 200-room, 74,000 GSF micro-hotel is comprised of two buildings, a new steel structure and one of the few remaining 19th brownstone buildings in the District, a historic structure dating back to 1870. The historic structure, built in 1875 and previously owned by a Civil War Union General, was revitalized from its decrepit state, having been relegated from war-weary residential space to offices in the mid-20th century, and reluctantly into a giant Apple billboard in the early 21st century.

#### SOLUTION

Moxy is a new boutique hotel concept. A minimalist, micro-room style hotel which features a distinctly millennial attitude, with a 24-hour café and rooftop bar, ample social space, tech-enabled wall displays and check-in, and is poised to become the most iconic venue in town. Moxy DC's concept is derived from the urban space in which it is located and its legacy. Moxy DC's design was aimed at alleviating the weary portrayal of the 'glass box' approach to District architecture by wrapping the new-build tower in black gloss brise soleil, and at maximizing profit with a micro-room approach.

The brise soleil external structure not only helps to shade the interiors, thus reducing cooling costs, but provides a character-defining, distinctive feature for the façade that avoids the glass-heavy design of other District

architecture bound by the District's height limitations. It still allows for a strong interplay between interior and exterior spaces. Additionally, the interplay of light and reflection create a unique, beautiful solution to contemporary building. For the 19th-century brownstone, historic research was conducted using precedents from adjacent, now demolished blocks, to recreate the historic Italianate design of the original structure.

#### TECHNICAL ASPECTS

**STORM WATER MANAGEMENT** - Multiple vegetated roofs and ground-level green space serve as a portion of the building's storm water management system.

**UTILITIES** - City water supply and sewer service, all other utility service is electric and gas

**FOUNDATION** - Concrete mat foundation

**STRUCTURE** - Concrete frame, Conventional flat slab

**LEED** - Pursuing LEED Certified

**HEIGHT OF BUILDING'S ACT OF 1899/1910** - limits building height to 90 feet on residential streets and 130 feet on commercial streets within the District of Columbia.

#### AWARDS

**GOLD NUGGET GRAND AWARD - BEST REHABILITATION PROJECT OF 2019** - PCBC

**AWARD FOR EXCELLENCE IN HISTORIC PRESERVATION 2019** - DC Office of Planning

**CRAFTSMANSHIP AWARD IN SITEWORK** - Washington Building Congress





ROOF TERRACE AND SITE PLAN



GROUND FLOOR AND SITE PLAN

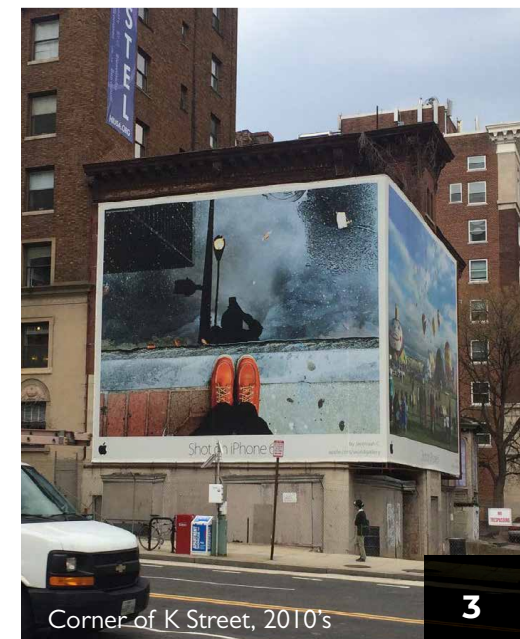
## SITE CONTEXT AND HISTORY

Moxy DC's concept is derived from the urban space in which it is located and its legacy. In the 19th Century, it was home to the District's most significant residences. In the 20th Century, it became the most prestigious business address housing law firms and important lobbyists. Moxy is blessed by its incorporation of one of the city's only remaining 19th century brownstones as a part of its ensemble, on one of last remaining blocks which contains 19th and early 20th century buildings. Additionally, the K Street boulevard street section does not begin until two blocks west, which affords the site with large, gracious sidewalks.

The historic structure, built in 1875 and previously owned by a Civil War Union General, was revitalized from its decrepit state, having been relegated from war-weary residential space to offices in the mid-20th century, and reluctantly into a giant Apple billboard in the early 21st century.



Corner of K Street, 1980's

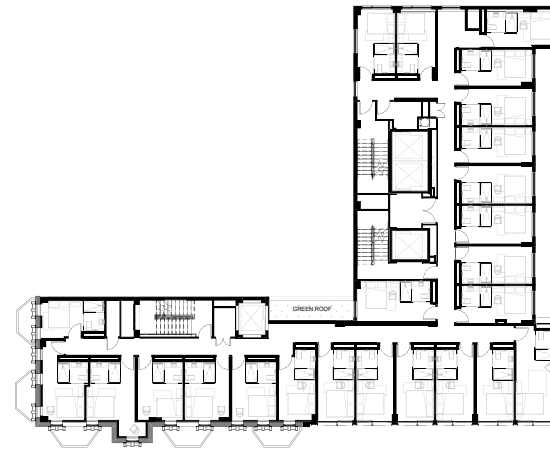


Corner of K Street, 2010's

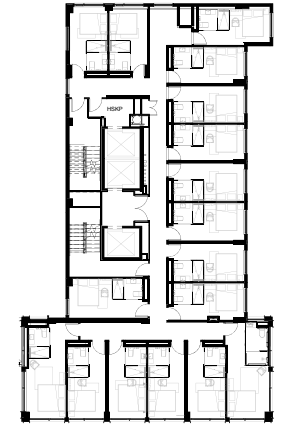
# PROGRAM ARCHETYPE AND LAYOUT

The compact nature of the District has forced an increase in rent prices over time, which Moxy DC combats with its micro-room approach. With such a small footprint, few other hotel archetypes could stay afloat – a typical hotel floor plan accommodates a ratio of 325 sq ft/room with a pro-forma of 18-20% IRR. Moxy DC's micro-room approach stands at an average of 172 sq ft/room and a pro-forma of 25-30% IRR – this density results in a substantial development cost/sq. ft, but a much higher return on investment. And with Moxy's compact team of FTE's capable of any operational task from changing light bulbs to serving at the bar, the General Manager ends up saving on costs, too – that's less overhead for staff training, salaries, and benefits.

These combined efficiencies ultimately create a positive feedback loop between the developer, operator, and the guest – those reductions in operational costs and higher guest count/sq ft allows for lower nightly rates while maximizing the number of guests per night. It's a win-win for everyone. This compact archetype and influx of overnight guests also exemplifies the ambience and allure of the Moxy brand. Moxy thrives on social interaction and activity, and the 200 tightly-knit units provide the necessary kindling for memorable social interaction that Moxy dreams of.

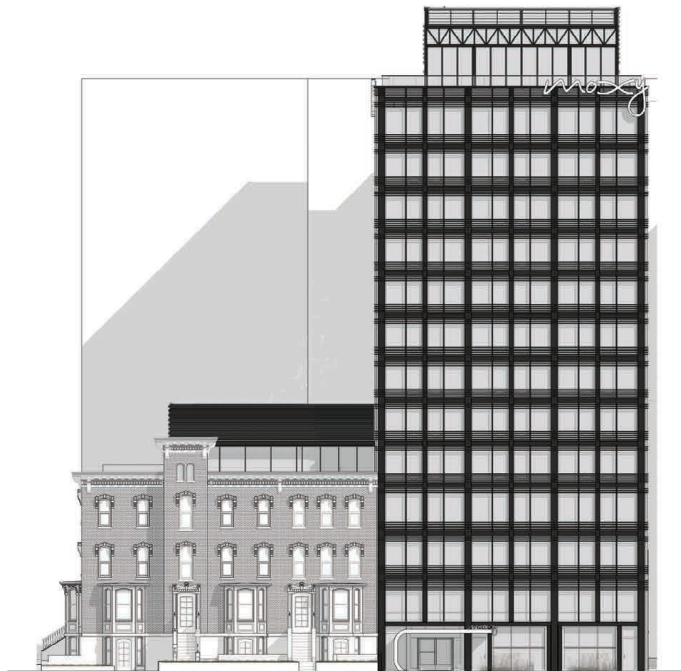


LEVEL 3



LEVEL 6 -  
TYPICAL TOWER  
GUESTROOMS

SOUTH ELEVATION



EAST SECTION



- 1. Lobby / Lounge
- 2. Bar
- 3. Stairway
- 4. Mezzanine
- 5. Conference Room
- 6. Loading
- 7. Office
- 8. Administration
- 9. Unisex Restrooms
- 10. Dry Storage
- 11. Pepco Vault
- 12. Rooftop Terrace
- 13. Restaurant
- 14. Green Roof

## DESIGN HEIGHT LIMITATIONS

Building design in the District at the beginning of the 21st century finds itself at the crossroads of mitigating the scale of the relatively small variety of historic architecture and city-wide height limitations. Economic prosperity has put tremendous pressure on retaining these older structures in lieu of maximizing the building envelope which is limited by the 1899/1910 Height of Buildings Act, preserving the hierarchy of the Capital Dome in the urban fabric.

A common solution during the past decade has been 'the glass box' approach to architecture, notable especially in DC, where a significant portion of the building envelope is encased in glass to allow for the greatest amount of natural light within. These buildings, shown in blue, at best, leap frog over historic structures or, at worst, replace the previous smaller scale fabric. This design choice, as smart as it may be, has been used so frequently in the District recently that it has become increasingly difficult to differentiate between the multitude of new buildings popping up during this current development boom. These structures are a tried-and-true solution to the challenge, but are running the risk of banality in their constant portrayal of it.



## DESIGN THINKING OUTSIDE THE BOX

Moxy DC was designed with the District's height limitations in tow, but incorporates a slew of alternatives aimed at smashing the glass box strategy that beleaguers the District and other cities. The new-build structure takes the glass box and wraps it with industrial black brise soleil. This external structure not only helps to shade the interiors, reducing cooling costs, but provides a character defining, distinctive feature for the façade that avoids the glass-heavy design of other District architecture. Additionally, the interplay of light and reflection create a unique, beautiful solution to contemporary building.



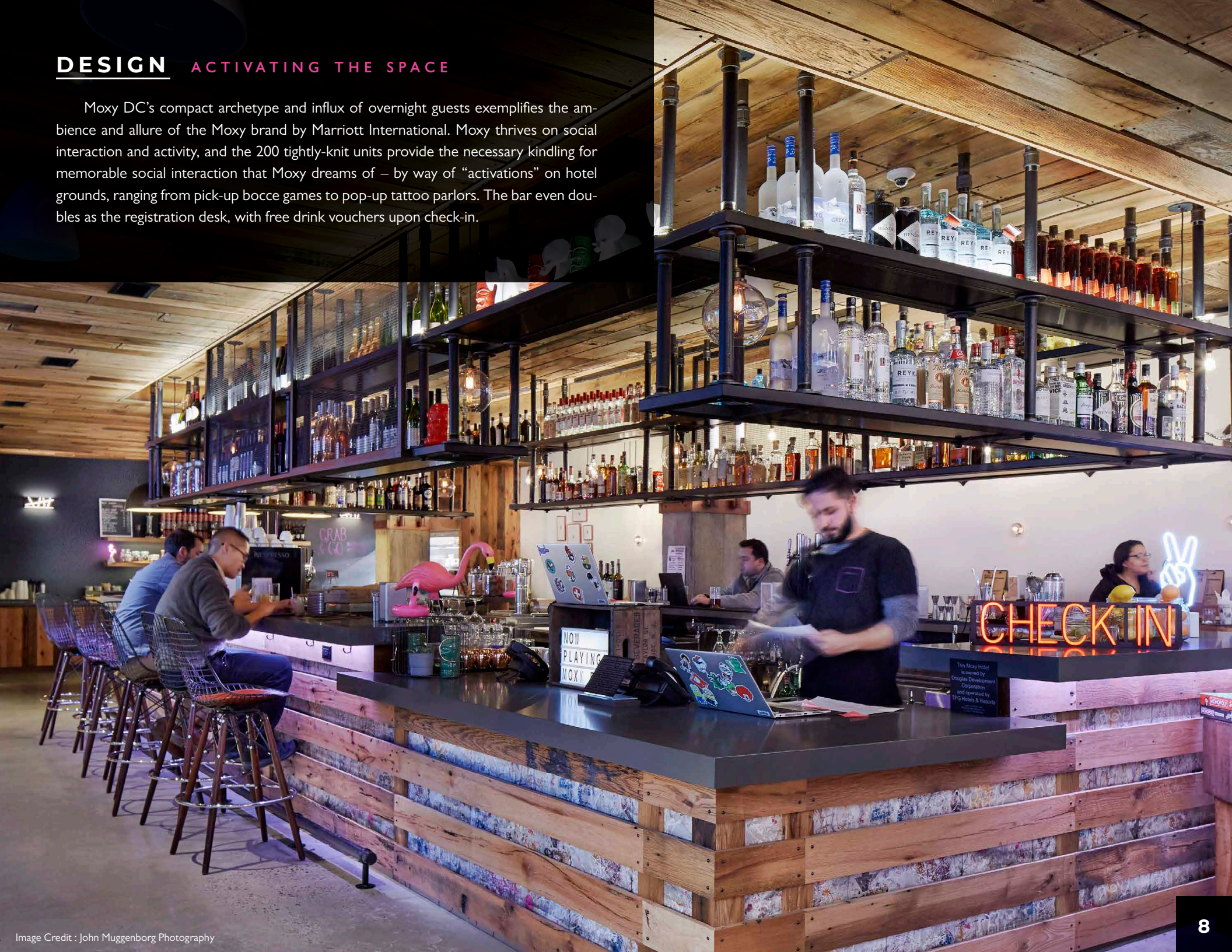
## DESIGN LEVITY THROUGH LIGHT

Various skylights that dot the roofs of Moxy DC allow sunlight to filter down into open atrium spaces below, providing the illusion of a much more expansive footprint. This is notable particularly in the bar/lounge area on the ground floor, with a multi-story skylight providing a great deal of the practical light for the room, accompanied by accenting Edison-style light bulbs across the seating area.



## DESIGN ACTIVATING THE SPACE

Moxy DC's compact archetype and influx of overnight guests exemplifies the ambience and allure of the Moxy brand by Marriott International. Moxy thrives on social interaction and activity, and the 200 tightly-knit units provide the necessary kindling for memorable social interaction that Moxy dreams of – by way of “activations” on hotel grounds, ranging from pick-up bocce games to pop-up tattoo parlors. The bar even doubles as the registration desk, with free drink vouchers upon check-in.



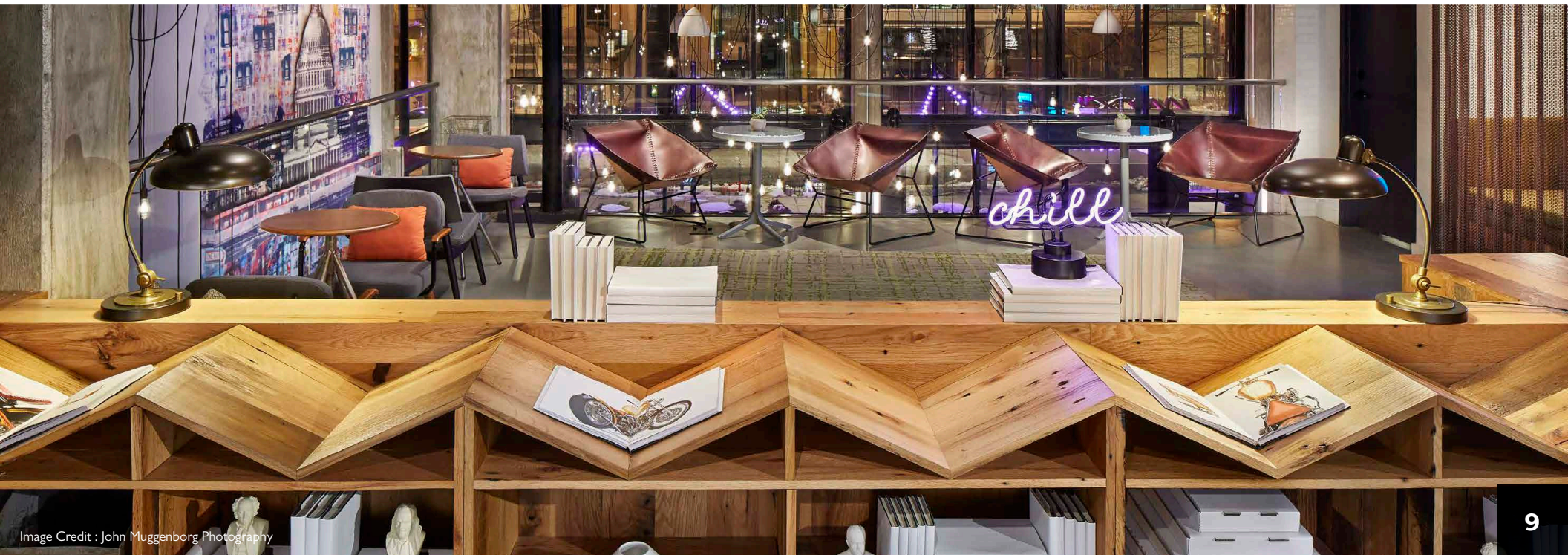


## DESIGN MINIMALISM FOR EFFECT

The interiors are left minimalistic and bare, with exposed slab concrete and brick contrasted against high-style finishes. Each guest room is made to be as economical as possible – for both the developer and the guest, with Moxy’s “Get out and play” attitude at the helm. Each guest space has the essentials (with private, ribbed-glass and black-framed bathrooms, sleek, molded sinks, and industrial hardware), but the rooms are designed to be spatially frugal.

There are no closets - instead, guest rooms have a wall of wooden hooks to hang your belongings and space underneath the bed for luggage. The furniture list is kept short; just a side table or two and the bed. Moxy is a hotel for the young at heart – it wants you to go out and be adventurous.

Color choices for Moxy DC are particularly important, too - or rather, lack thereof. Moxy’s branded pink gains the most potency when given the space to perform, notably against black, showcasing the essence of light in its absence, muted and neutral-toned concrete, and the warm hues of reclaimed wood from the historic building restoration and surrounding area.



## DESIGN FOR BRANDED EXPERIENCE

Moxy DC is the first Moxy in the District, and joins the ranks of the internationally-renowned and vibrant brand in Marriott International. What young- and conscious-minded travelers are really seeking for in an active urban environment is location, vibe, and ease-of-access to exciting activities – staying in a city is about “The City”, not a secluded guest room to hunker down in for a long weekend. Who wants to stay inside their hotel room when you’re this close to all that DC has to offer?

Each Moxy hotel is unique, and designed with high contrast in mind. Raw materials surround boutique fixtures; natural and subtle finishes are periodically splashed with vivid, neon lights; and a blend of historic brick façade and industrial modernism function as the backdrop. The programmatic layout of the interior and the activation of the public space on the K street sidewalk is made to make Moxy DC more than just a hotel, it makes it an experience - even for those who aren’t staying overnight.



Image Credit : Geoff Silvis Photography



Image Credit : John Muggenborg Photography

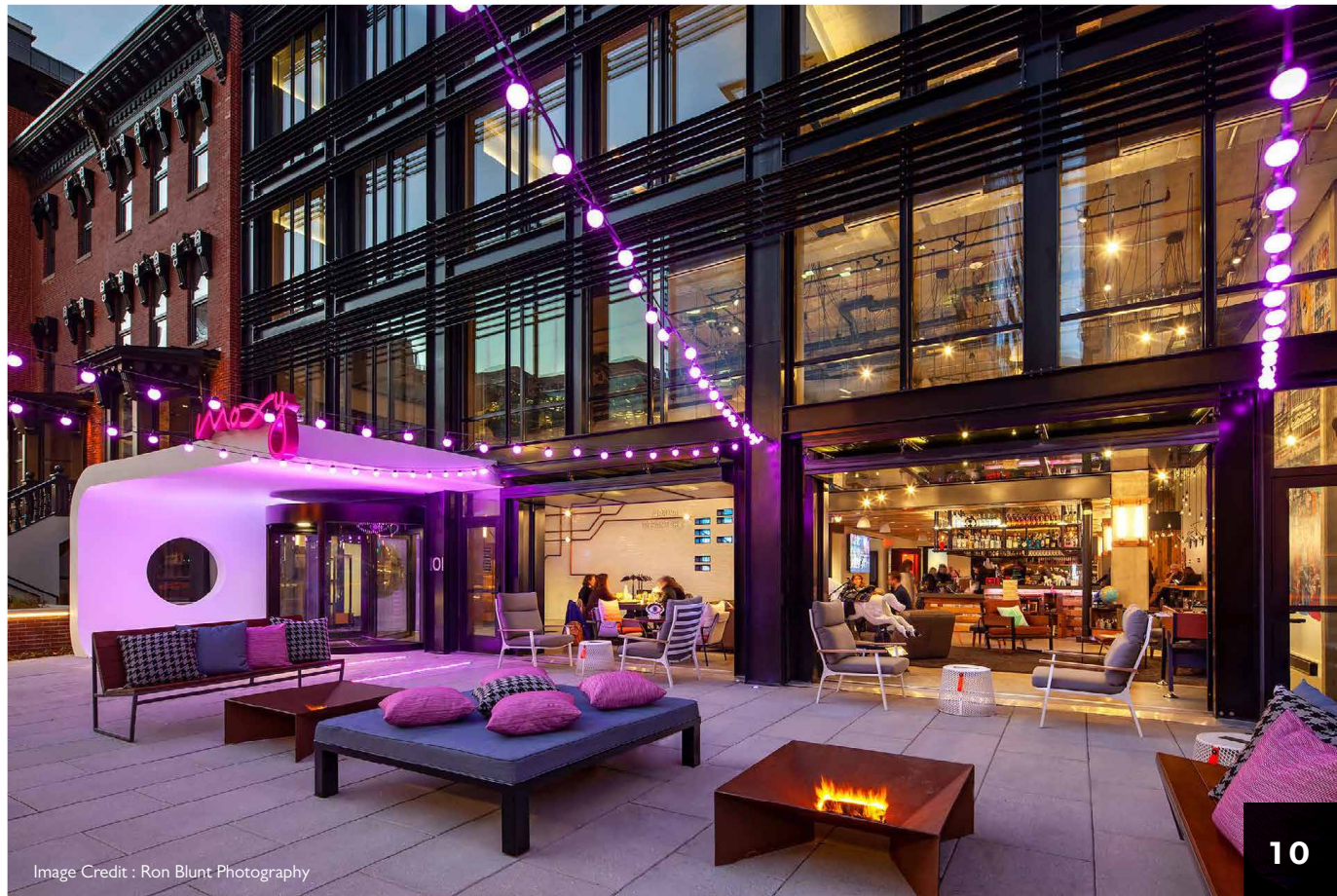


Image Credit : Ron Blunt Photography

## HISTORY PRESERVATION AND INCORPORATION

Moxy DC underwent an extensive historical site analysis in the initial stages of concept design, to pay proper homage to the historic structure, to balance our new-build tower with its design, and to preserve any artifacts of the site's long history. The impressive archaeological findings that resulted from the investigations at the Moxy DC site shed light on pre-Civil War life in the old Northern Liberties neighborhood of the city. As architects charged with a new vision for the site, we were inspired by the findings and brought this inspiration to our designs for the new hotel as well as for the rehabilitation of the historic structures. Both the historic context and the archaeological documentation provided us with an understanding of the evolution of the site, the historic structures, and their occupants.

The sheer volume of artifacts uncovered from the site is remarkable. These artifacts provide a tangible clue to life at this location from the 1850s to the 1870s. The 2,907 artifacts represent building materials, household dishes, furnishings, toys and beer bottles that bring the site to life. The innovative concept for Moxy DC brings life back to the site with its quirky concept and zest for fun.

Since completing Moxy DC, the hotel has received numerous awards for its preservation, including a Gold Nugget Grand Award in Historic Preservation from the Pacific Coast Builder's Conference (PCBC), an Award of Excellence in Historic Preservation from the DC Office of Planning, and a 2019 Craftsmanship Award in Sitework from Washington Building Congress.



### CONSTITUTIONAL UNION PARTY CANDIDATE BUTTON - EDWARD EVERETT 1860 PRESIDENTIAL RACE

## PROJECT SUMMARY

### TYPE

Historic Restoration  
New Construction

### ADDRESS

1011 K Street NW, Washington, DC

### SIZE

13 Stories  
74,000 GSF  
200 Keys  
4,300 GSF Restaurant, 2,200 GSF Rooftop Bar

### COST

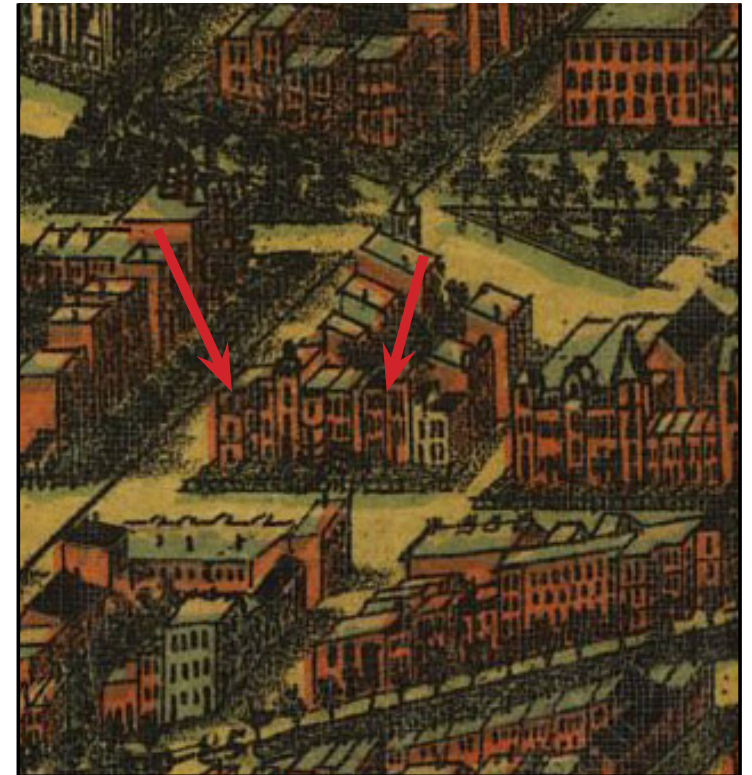
\$30,000,000

### STATUS

Completed November, 2018

## AMENITIES

- Outdoor courtyard
- 24/7 Grab-and-Go items in lobby
- Restaurant
- Bar / check-in station
- Rooftop bar
- Fitness center
- Electric car charging stations (2)
- Pet friendly
- Plug n' Meet lounge



SACHSE MAP, 1883-84