

The

# PROPERTY OWNER

APARTMENTS • OFFICE BUILDINGS

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*2-3 Lescaze*



LONGFELLOW BUILDING, CONNECTICUT AND RHODE ISLAND AVENUES

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# The Property Owner

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# Longfellow: Modern Office Building

## 12-Story Connecticut Avenue Structure is Designed for Efficiency as Well as Beauty

The Longfellow Office Building, a 12-story structure soon to go up at Connecticut Avenue and Rhode Island Avenue, is an example of the most modern construction and equipment.

Plans for the building which is illustrated on the front cover, were prepared by William Lescaze, well known modern architect. Demolition of the existing obsolete buildings on the site which was purchased through Randall H. Hagner Company, started last month, and excavation soon will make ready for the new building. Mr. Lescaze retained Fred N. Severud, structural engineer, and Leslie J. Hart, mechanical engineer, to collaborate with him on the design of the structural and mechanical features of this building. John McShain Inc. is the builder.

"Modern architects are at last trying to design and to build *as* the Greeks did, that is, good, sound, beautiful building," Mr. Lescaze remarks. "But not *like* the Greeks did: not imitations of Greek temples. In all good period of architecture a beautiful building has always been one where three basic factors had been taken into consideration, brought into harmony and made into a beautiful form. These three factors are: The site, the purpose, the budget."

### Building Adapted to Site

The design of the Longfellow Building acknowledges its site: A long corner plot with the short side (87 feet) facing Connecticut Avenue; the long side (180 feet) facing Rhode Island Avenue. Its purpose: A comfortable place to do business; large unbroken floor areas with abundant and controlled daylight on three sides and with cooled air in summer. Its budget: substantial and good wearing materials reasonable in cost — such as bronze show windows, finished brick facing, standard metal windows.

In order to obtain the maximum amount of unbroken, useful floor space, all the service elements (elevators, stairs, toilets, smoke flue, air conditioner machines) have been grouped at the furthest end of the building along the rear alley. This service block will be faced with dark colored bricks.

The main part of the building contains in the basement 9,500 square feet of rentable storage space; on the first floor 9,250 square feet of rentable store space; and from the second floor to the twelfth 133,000 square feet of rentable office space. The height of the stores floor is 12' 9" from floor to floor; all other floors are 10' 6".

This main part of the building is entirely faced with light colored finished brick. The windows are continuous and consist of alternating fixed and opening sashes, the latter being equipped with tilting ventilators.

### Unique Structural System

A study of the effects of sun heat on glass with a special "sun" machine perfected by the Loomis Laboratory led Mr. Lescaze to the design of balconies on the west or Connecticut Avenue side. These balconies will shade effectively the most exposed windows and contribute to the attractive appearance of the building.

The main entrance lobby, entered through wide and clear glass doors, is on Rhode Island Avenue.

The elevators at the end of the hall will be of the most modern type, with automatic leveling device.

A large cafeteria, located on the second floor, will be accessible directly by a wide stairway from the hall.

The structural system provides a unique arrangement: Two-way reinforced concrete slabs, supported on 14½" deep and 3'0" wide beams in one direction, and on 14½" deep, 16" wide beams in the other direction. By the 3-foot wide beams the short span of the slabs were limited to 16 feet, thereby avoiding the penalty imposed by the District building code on spans exceeding 16 feet. The shallow beams were highly desirable due to the air conditioning ducts passing under them.

Sound economy dictated the use of concrete beams and columns to the greatest extent possible, rather than structural steel. However, to support off-set concrete columns, heavy structural sections will make smaller depth encroachments possible.

All exposed concrete ceilings, beams and columns are, in general, unplastered, since smooth surfaces will be produced by careful form work.

Where the ordinary size of a concrete column might have become objectionable from a standpoint of occupancy, the three following means were employed either singly or in combination: (a) high strength concrete; (b) spiral reinforcement; (c) structural steel cores encased in concrete.

Cantilevered balconies and show windows, bent slabs and beams, concrete walls used as beams, and many other features will attest to the inherent elegance and plasticity of concrete as a building material.

### Air Conditioned Throughout

The entire building will be all year air-conditioned. There is a separate and independent conditioning unit for each of the floors from second to twelfth inclusive. Each unit consist of circulating fan, air filters, water coils, automatic control and distributing supply and return duct systems. Each floor is further subdivided into three zones, one each for the wall and window surfaces facing south, west and north. This arrangement permits proper control under varying exposure conditions such as sun and wind, and also under varying occupant load for the different floors.

The conditioning units serve to heat and supply fresh conditioned air in the winter as well as to provide the desired summer cooling, and thus entirely eliminate the less comfortable form of direct radiation.

The building is equipped with a central chilled drinking water plant with fountains on every floor. The lighting system is the semi-indirect type providing high level and uniform illumination.

It is estimated that the population of the entire building will be over 1,000 persons. Every effort is being made to provide them with all the comforts which modern materials and modern equipment properly designed can produce. The Mount Vernon Mortgage Corporation with offices in Machinists Building, Ninth Street and Mt. Vernon Place Northwest, was selected to be the exclusive agent for managing and renting the Longfellow Building.

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# Famed Names Survive In D. C. Apartments

Names famous in history are found among Washington apartment houses, an alphabetical listing prepared as a supplement to Lusk's 1940 Apartment Directory Service. The listing also includes hotels and office buildings having names, together with their addresses.

There are two apartment houses named for Calvin Coolidge, a John Marshall, a John Paul Jones, three Jefferson apartment houses; there are four bearing the name of Lincoln, two that of Lindbergh, plus a La Bourget (where Lindbergh landed in Paris).

The Longfellow gives a poetic touch, along with that of Lowell; there are two McKinleys, a Monticello, a Mozart for music, a Pershing, a Pickwick, a Revere, a Richelieu, a Tennyson, a Valjean of Victor Hugo's "Les Miserables," a Wesley of Methodist Church fame, Two Wilsons and a Wilsonia.

Following is the first of series (A to B) of the listings; others will be carried in subsequent issues of THE PROPERTY OWNER.

- Adelphia 1427 Chapin
- Aberdeen 1443 Spring Rd
- Absecon 1706 T
- Adjerlon 1451 Sheridan
- Afleck 1403 V
- Airway 2869—28
- Airy View 2415—20
- Akron 1829 G
- Al Ray 1615 Kenyon
- Alabama 1015 N
- Alabama Cts. 741 Ala Ave S E (2 buildings)
- Alamo 1223—12
- Alban 3715 Woodley Rd
- Alban Towers 3700 Mass Ave
- Albany 1701 H
- Albemarle 1830—17
- Albert 1825 F
- Alcazar 1024 Mass Ave N E
- Alden 2618—13
- Aldon 1224 M
- Algiers 120 Md Ave N E
- Allen 2410—20
- Allen 1901 King Alex Va
- Allendale 2006 N
- Allenhurst 1106 Columbia Rd
- Allison 4425—14
- Alson 1721—21
- Altamont 1901 Wyoming Ave
- Alto Towers 3206 Wisconsin
- Alton 2016 P
- Alton 1445 Park Rd
- Alton 518—12 N E
- Alverna 1923—11
- Alverta 719 G S E
- Alwyn 1882 Columbia Rd
- Ambassador 1750—16
- Amherst 1664 Columbia Rd
- Anacostia 1301 Ridge Pl S E
- Analostan 1718 Corcoran
- Anchorage 1900 Que
- Antwerp 901—20
- Arden 1420 R
- Argonne 1629 Columbia Rd
- Argyle 3230—17
- Arlington Village
- So Barton Cor Columbia Rd
- Arlington City, Va
- Armstrong 221 O
- Arno 1035—20
- Arul 1524 F N E
- Arundel 516 A N E
- Ashburn 1300 Harvard
- Ashley 2038—18
- Ashton 1436 R
- Atherton 2112 F
- Atlantic 1305—10
- August 2147 O
- Augusta 1151 New Jersey Ave
- Aurora 1412 Euclid
- Aurora 1846 Vernon
- Avalon 2627 Adams Mill Rd
- Avon 1108 Columbia Rd
- Avondale 1734 P
- Babcock 2620—13
- Balfour 2000—16
- Baltimore 1832 Biltmore
- Baltimore 1615 Swann
- Barbara 821 Md Ave N E
- Barclay 2100 I (Eye)
- Baronet 1737 H
- Basha 1516 Oates N E
- Batchelor 1792 K
- Bayhead 724—3
- Beacon 1801 Calvert
- Beatrice 142-44 Carroll S E
- Bedford 1833 California
- Belford 304 F
- Belgrade 1920—18
- Bellevue 1921—19
- Bellhaven 515 No Washington, Alex Va
- Belmar 1333 Belmont
- Belmont Ct 1329 Belmont
- Belvedere 1301 Mass Ave
- Bennett 1332—21
- Bennett Hall 1450 Somerset Ps
- Berkeley 1737 Willard
- Berkeley Hall 1440 Columbia Rd
- Berkshire 1412 Chapin
- Berlin 7 Logan Circle
- Bermuda 1408 Girard
- Bernard Flats 1018 E Capitol
- Beverly 1499 Irving
- Beverly Cts. 1736 Columbia Rd
- Beverly Plaza Bruce, Alex Va
- Biltmore 1900 Biltmore
- Biltmore 2424—17
- Birmingham 2611 Adams Mill Rd
- Blair 1321 M
- Blenheim Cts. 1840-42 California
- Bond 1230 N H Ave
- Bonifant Cts. 935 Bonifant Silver Spring Md
- Bordeaux 6921 Georgia Ave
- Braddock 1929—18
- Bradford 1800 K
- Bradford 908—14
- Bradley 1400 Pa Ave S E
- Brandon 1210 Mass Ave
- Brentwood Village 1275 Brentwood Rd N E (12 buildings)
- Briarcliff 2331 Cathedral Ave
- Briarcliff 1862 Mintwood Pl
- Bright 950 Longfellow
- Brighton Htl 2123 California
- Brightwood 111-113-115 Kennedy
- Brightwood Cts 5320—8
- Bristol 1833 S
- Broadmoor 3601 Conn Ave
- Broadway 801 P
- Brookland Cts. Center 1218 Perry N E
- Brookland Cts West 1210 Perry N E
- Brooks 1900 S
- Bryant 249 Florida Ave
- Buchanan 4526—13
- Burton 2120 G
- Byron Hall 1420 Chapin

The first varnish approximating our present day composition is said to have been produced by the French in the Seventeenth Century.