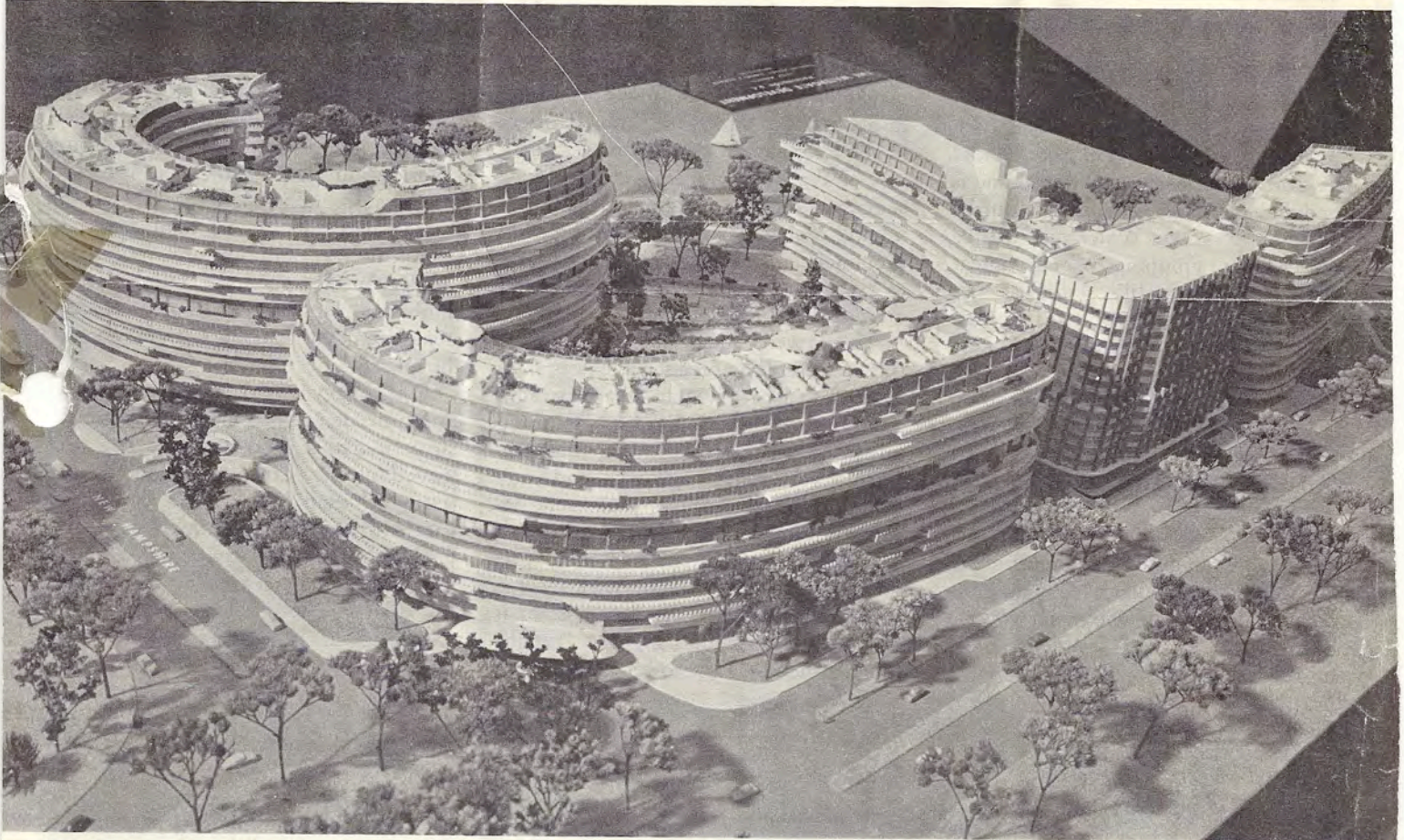




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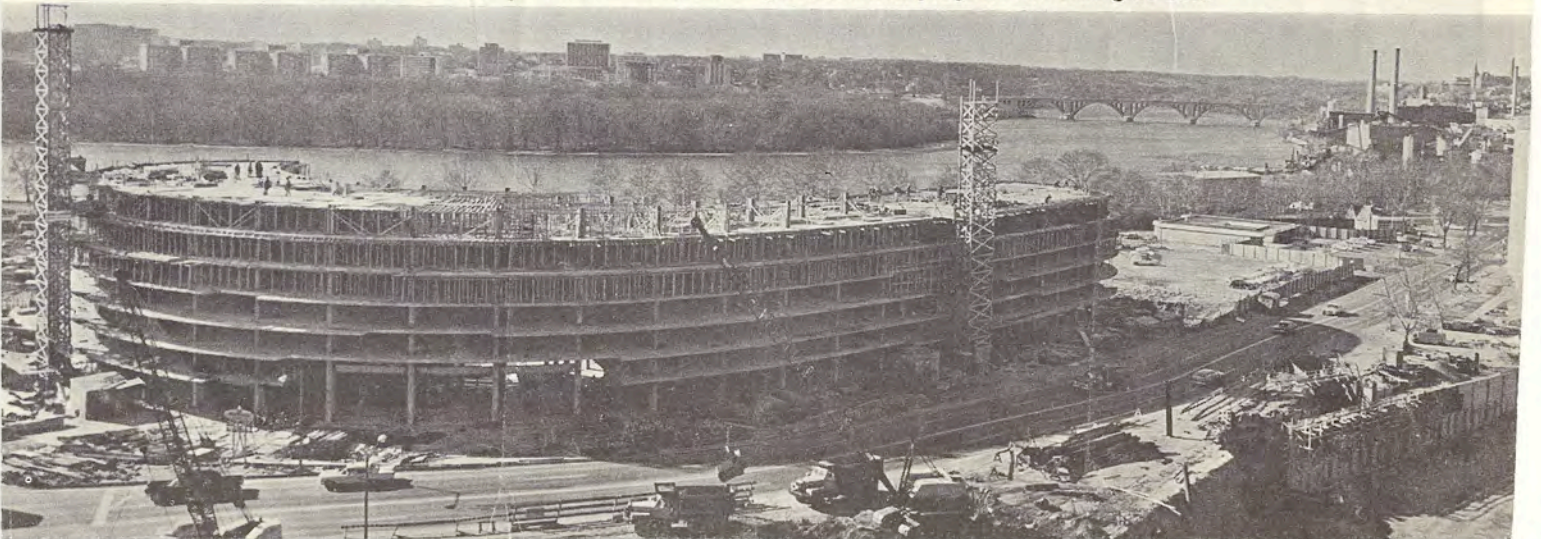
MARCH, 1965



Model of the \$66 million Watergate apartment, hotel and office complex under construction in the Nation's Capital. Three of the buildings—Watergate East (lower center), Watergate South (left) and Watergate West (extreme right)—will offer cooperative apartments exclusively. Between Watergate East and Watergate West are the professional office building and the residential hotel.

The Story of Watergate

Watergate site in December, 1964, showing construction progress on Watergate East.



A CITY WITHIN A CITY

The Story of Watergate

In the Nation's Capital, on a ten-acre triangular site overlooking the Potomac River, a \$66 million apartment-hotel-office complex is taking "living shape." The first 3 of five proposed structures—three luxury cooperative apartment buildings, an office building and a residential hotel—are under construction and one is scheduled for completion this autumn. The complex—called Watergate—will be a spectacular grouping of curvilinear buildings in a park-like setting.

The Watergate site, located in Foggy Bottom, is surrounded by New Hampshire Avenue on the East, Virginia Avenue on the North, and the Potomac on the South and West. The John F. Kennedy Center for the Performing Arts will be built next door.

Foggy Bottom

Foggy Bottom has an interesting history. When the District of Columbia was first laid out, and the major government buildings and avenues were planned, the area which is now known

as Foggy Bottom was not forgotten. It was frequently mentioned by the planners. George Washington bought a plot of land in the area (Foggy Bottom is generally agreed to run from 19th Street to about 27th Street and from F Street to the Potomac, in the Northwest quadrant of Washington), and Jefferson once suggested that the Capitol be placed on a knoll near Foggy Bottom. But no early prominence came to Foggy Bottom, and as the years passed, it was a neglected area of Washington.

There were some good reasons for this neglect. The area's name was honestly come by—it was an area of swamp and bog, with heavy fogs and "morning mists." It was located beyond the early reach of government buildings, and away from the D. C. regions that were developed commercially. In the late 19th century, Foggy Bottom had some fine houses near what is now The George Washington University. But most of it had gained a reputation as a "rough" neighborhood. The lower portion of

Foggy Bottom was virtually uninhabited. Only a few fishermen's shanties stood along the river bank.

It is hardly surprising, therefore, that as late as 1950, Foggy Bottom was still undeveloped. Actually, public attention had been drawn to the area during World War II when the new War Department building (later to become the State Department) was built there. In 1950, it was still an area populated mostly by storage tanks and industrial buildings. However, it could not long remain in that state—it was too good to be missed.

The Foggy Bottom area had everything needed to become a prime growth area. It had a good location. The mall ended at the Lincoln Memorial, and Foggy Bottom began. This put it adjacent to the most prominent park area in Washington. It was bounded by the Potomac and Rock Creek Park, and on its Northwestern side merged into Georgetown. It was six minutes from the Capitol, three minutes from the



The Watergate site in August, 1964, looking from the East to the main entrance of Watergate East. Construction began in February, 1964, and is scheduled for completion this fall.