



PININFARINA CREATES STATE-OF-THE-ART PARKING GARAGE FOR CITY RIDGE

Design Company Leverages Automotive Legacy and Transportation Experience to Support Washington D.C. Development

Washington, D.C., December 14, 2020 – Renowned Italian design house, Pininfarina, is pleased to announce that its team has been selected to design an **underground parking garage** to support the forthcoming City Ridge development in Washington D.C. The product of a joint-venture between Roadside Development and North America Sekisui House LLC, City Ridge features just over 315,000 square feet of LEED (V4) designated commercial space and 690 residential units across the former Fannie Mae headquarters and nine new buildings -- the first of which was completed in mid-November, with the second set to top out this month. Leveraging a **rich automotive legacy** and **extensive expertise in the field of transportation design**, Pininfarina was tapped to develop a concept for the three-

level garage that sits beneath the impressive new development, as well as its two distinct entrances, and establishes a cohesive and intuitive experience for both visitors and residents alike.

Designed to connect each of City Ridge's structures with one another in a refined, yet functional way, Pininfarina's concept for the garage helps serve a larger purpose. Mirroring the development's approach to an urban village lifestyle, the inspiration behind the design asks drivers to slow down and maintain awareness of their surroundings -- even several stories underground. This is achieved through a **bifurcated approach**, where an initial, multi-colored scheme transforms into one hallmarked by natural materials and a darker tonality, complemented by an abundance of greenery and ▶



bright-white geometric lighting. The resulting is a one-of-a-kind parking experience that is both unique and recognizable simultaneously.

“Our design team has expertly applied our skills and techniques from our Architecture, Transportation and Industrial Design practices to develop an innovative approach to the action of parking through a concept that prioritizes the human experience,” says **Paolo Trevisan, Pininfarina’s Head of Design and Architecture**. “We are excited to present both visitors and residents with a sleek, flexible, and intuitive parking structure that considers sustainability and the future of transit in its design.”

Recalling the aesthetic of the historic Fannie Mae building around which City Ridge is centered, both entrances are cloaked in undulating brick and feature a 16-foot clearance to allow large delivery trucks to move seamlessly under the largely walkable development without disrupting the flow of traffic. Inside, each level of the parking structure will include tailored branding elements and geometric wayfinding keys, with a design aesthetic and material selection that will evolve from commercial to more residential as drivers descend. Graphics on the structure concrete pillars and, on the ground, ensure that guests know which way to walk

to reach City Ridge’s various venues while helping create a mental path from entry to exit for all visitors. To further support the intuitive nature of the structure, levels will be divided into color-coordinated zones which correspond with the intent of each entrant -- with one hue designated for temporary visitors, concentrated largely on the upper levels, and another for residents, which will lead them to a more private zone of the garage.

“City Ridge is a landmark, urban townsquare that has sought to remain true to the aesthetic of this area of D.C. throughout its conceptualization, and we are thrilled to have a design firm like Pininfarina onboard in this process,” says **Richard Lake, founding Principal at Roadside Development**. “Pininfarina’s design for our underground parking deck brings the entire vision together, made possible through the team’s ingenuity and attention to detail.”

The final concept for the garage will also account for a variety of services to equip the garage to evolve with changing patterns in human mobility, including app-based parking services, electric charging stations and capabilities for driverless cars. Currently in the construction phase, the garage is expected to be complete by **Spring 2022**.▲

THE DESIGN TEAM INCLUDES:

Shalom Baranes - Project Architect

Cecconi Simone Inc - Interiors - buildings

Akseizer Design Group - Interiors - buildings

Pininfarina - Interiors - garage

Michael Vergason Landscape Architects - Public Realm

Parker Rodriguez Inc - Landscape design of courtyards and rooftops

Sustainable Building Partners - Sustainability

Vika Engineering - Civil Engineer



About City Ridge

City Ridge is the \$715 million redevelopment of the 10-acre former Fannie Mae headquarters in Washington, D.C. This property, anchored by Wegman's and the International Baccalaureate, will remerge as a 1.79 million-square-foot mixed-use destination with an adaptive reuse of the existing Georgian Revival-style office building and the addition of eight new structures. Developed by Roadside Development and North America Sekisui House LLC, (NASH) the project will feature new

residential, commercial office, and retail uses in a new "Urban Village". At full build-out, City Ridge will comprise 112,000 gross square feet of premier office space in the repurposed headquarters building (International Baccalaureate); 690 residential units; an additional 64,000 square feet of new office space; and 153,000 square feet of retail offerings, including an 82,000 square-foot Wegmans supermarket marking the chain's debut in Washington, D.C., and KinderCare, and Equinox.

About Roadside Development, llc

Roadside Development is a Washington DC-based real estate firm that values and invests in people - our employees, partners, business associates, and local communities. The high quality of our projects reflects that value and investment.

Whether it is a catalytic urban redevelopment project or a large suburban mixed-use lifestyle center, Roadside Development is committed to providing only professional, innovative, and solution-based real estate services.

About Pininfarina

Global icon of Italian style, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values of 'Elegance, Purity, and Innovation'. Listed on the Stock Exchange since 1986, Pininfarina has offices in Italy, Germany, China and the United States, with a design scope that includes transportation, industrial design, architecture/interiors, and automotive design, as well as UX/UI capabilities.

Pininfarina's most recent architecture and interior design projects span geographical locations such as Turkey (the Istanbul New Airport Air Traffic Control Tower), The United States (the 1100 Millecento luxury

condo in Miami), Brazil (Cyrela, Vitra and Yacht House, as well as luxury skyscrapers in Balneario Camboriu), and Italy (the Juventus Stadium in Turin).

Pininfarina has won several International Architecture Awards. Among the most recent are the 2019 International Architecture Award for Cyrela by Pininfarina and the 2019 Red Dot Award for the City of Miami Bus Shelter Designs. In addition to being an iF Design Award recipient for Cyrela by Pininfarina, Pininfarina was also confirmed as 5th in a ranking of the Top 100 Architecture and Design Companies operating in Italy.

Francesco Fiordelisi

HEAD OF COMMUNICATIONS, PININFARINA S.p.A.

e-mail: f.fiordelisi@pininfarina.it
tel. 011.9438105



WWW.PININFARINA.COM