An extensive public information program extends the influence of the Embassy to Americans outside the government in business, cultural and academic circles and the media.

The Chancery has been designed in accordance with the guidelines and conditions established by the Pennsylvania Avenue Development Corporation as part of its master plan for the total redevelopment of Pennsylvania Avenue. It will also consolidate into one location the facilities which house the staff of all federal government departments represented in Washington. The Canadian Embassy and the Permanent Observer Mission of Canada to the Organization of American States are now accommodated in three separate buildings.

In addition to office space, the new Chancery is intended to provide:

- a conference centre capable of seating 175 people for use for film showings, press conferences, lectures, etc.;
- a space for full-time exhibition of Canadian visual arts;
- a library which will accommodate 20,000 volumes;
- a general purpose room capable of accommodating meetings;
- representational dining facilities for up to 24 people;
- indoor parking for staff and visitors.