



THE GEORGE WASHINGTON UNIVERSITY

INVITES YOU TO ATTEND AN

OPEN COMMUNITY MEETING

TO DISCUSS THE PROPOSED

FOGGY BOTTOM CAMPUS STREETScape PLAN

**Wednesday, August 30, 2006
6:30 - 8:30 pm**

**The George Washington University Hospital
900 23rd Street, NW
*Lower Level Auditorium***

Representatives of The George Washington University
will provide an overview of the proposed Foggy Bottom
Campus Streetscape Plan, a component of the proposed
Foggy Bottom Campus Plan: 2006 – 2025

◆ ALL ARE INVITED ◆

For more information, please call 202.994.3300



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THE FOGGY BOTTOM CAMPUS STREETSCAPE PLAN

a component of the
Foggy Bottom Campus Plan: 2006 - 2025

**Community Meeting
August 30, 2006**

Overview of Presentation

- **Introductions**
 - Sherry Rutherford, GW
 - Matthew Bell, EE&K Architects
 - Jim Smither, EE&K Architects
- **Context & Background**
- **Streetscape Planning Goals & Design Principles**
- **Location & Function of Campus Streets**
- **Implementing the Plan: “Layers” of Streetscape Improvements**
- **Kit of Parts**
- **Streetscape Plan Benefits**



Context & Background

- Planning for the **future of the Foggy Bottom Campus**
 - Community-based planning process
 - Input from District agencies
 - Ongoing stakeholder outreach
 - Guidance from design & planning consultants
- Result: GW's Integrated Development Strategy
 - ***Foggy Bottom Campus Plan: 2006 – 2025***
 - Redevelopment of **Square 54** as a mixed-use “town center”
 - DCPS/GW **School Without Walls** Public/Private Partnership

All part of GW's broader strategic planning initiatives to create a world-class university within the nation's capital

- Proposed **Streetscape Plan** is a component of the *Foggy Bottom Campus Plan: 2006 – 2025*



Streetscape Planning Goals

- **Recognize the University's presence in Foggy Bottom and West End neighborhoods:** maintenance and improvements plan for streetscape elements, specific to GW and complementary to Washington, DC fabric;
- **Express and strengthen the character and identity of the campus within the campus boundary:** implementation of additional streetscape elements where campus uses and activities are more intense;
- **Enhance the special nature of streets within the campus boundary:** utilize streetscape elements particularly to enhance the pedestrian character of the east/west "campus streets"; and
- **Identify a coherent palette of streetscape elements:** utilize elements that enhance the presence of the University and respond to needs of pedestrians, bicycles, and automobiles as they move through and within the campus.



Streetscape Design Principles

- Develop a **vocabulary of standardized University elements** to form the “kit of parts” for future streetscape development;
- Identify “**special places**” on campus where enhanced streetscape embellishments could occur;
- Promote an environment which provides **ease of movement and safety** for (and minimizes conflicts between) pedestrians and vehicles;
- Design University **way-finding, building identification & gateway signage** to be clearly visible from the perspective of the pedestrian and the driver;
- **Maintain existing street trees** where possible and **provide tree boxes** in the furnishing zone that facilitate healthy growth and easy maintenance;
- Provide **streetscape and landscape design elements** that are sustainable, enhance context, and are consistent with applicable District standards; and
- Enhance **campus security** and encourage **positive surveillance** through the use of streetscape elements.

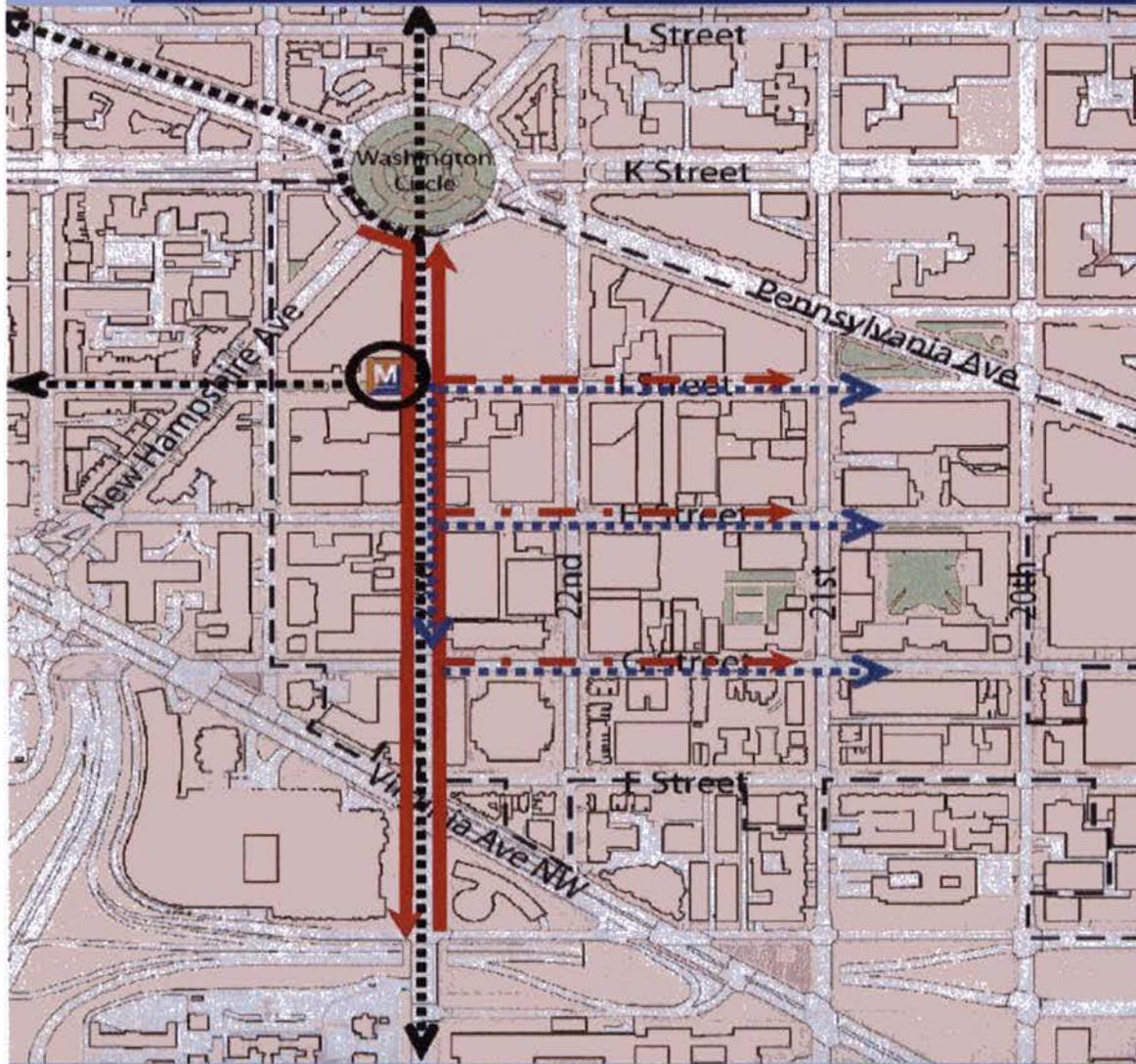


Location & Function of Campus Streets

- Throughout the planning process, the **character of the campus** has been articulated through the **differentiated nature** of the various “**campus streets**”
 - North/South streets predominantly vehicular oriented
 - East/West streets more pedestrian oriented
- **Primary Campus Streets**
 - I Street
 - H Street
 - G Street
- **Transitional Campus Streets**
 - F Street, Pennsylvania Avenue
- **North-South Streets**
 - 20th Street, 21st Street, 22nd Street, 23rd Street



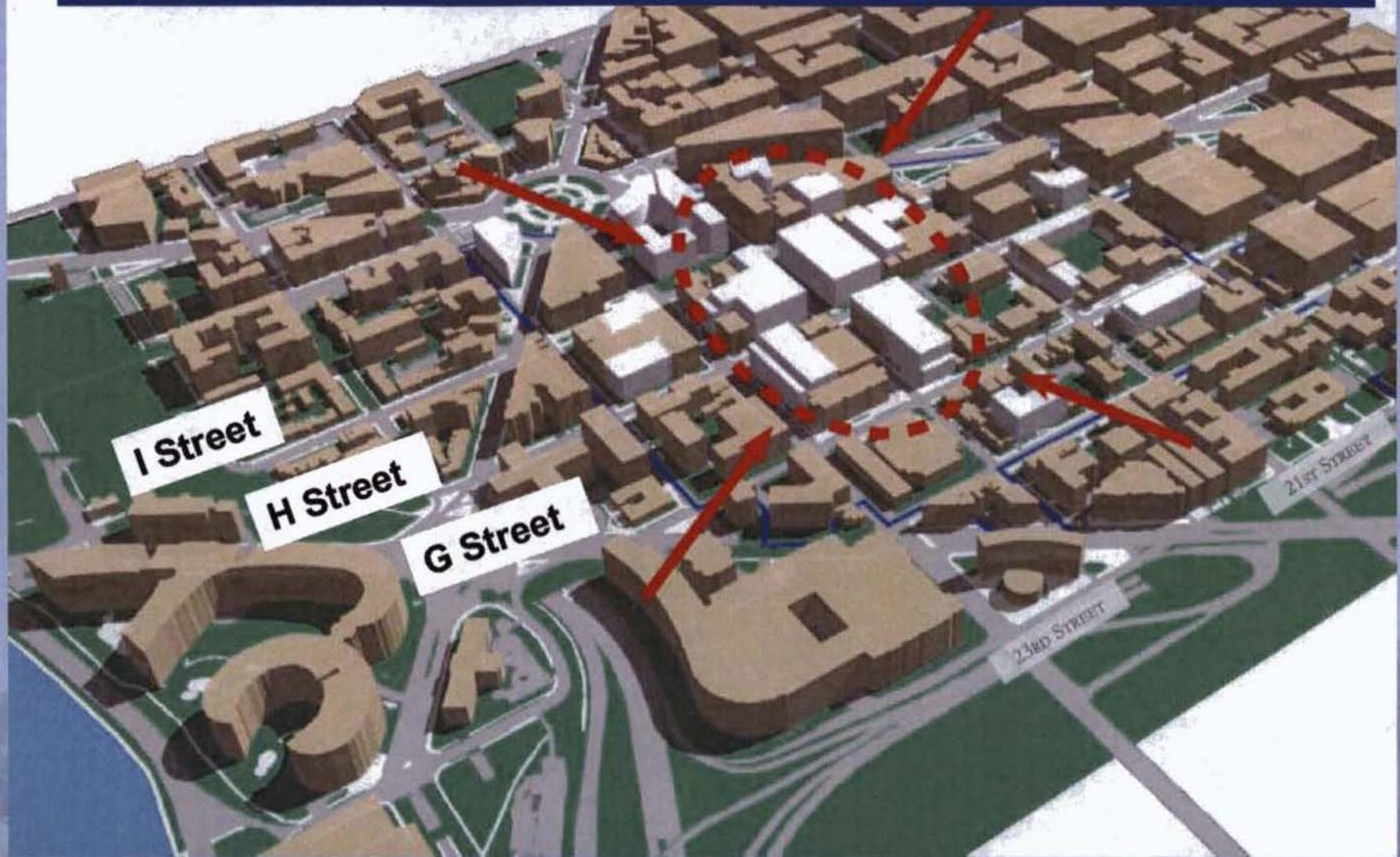
Pedestrian & Vehicular Circulation



- **East/West Streets**
 - Primary Campus Streets: I, H, & G Streets
 - Pedestrian-oriented
- **North/South Streets**
 - 20th, 21st, 22nd, 23rd Streets
 - Vehicular-oriented
 - 23rd Street: L'Enfant Plan "special street"
- **Foggy Bottom-GWU Metro**
 - Significant pedestrian access node to surrounding neighborhoods (north & west), government institutions (south), and campus (east)



Proposed University Development Patterns



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Campus Streets

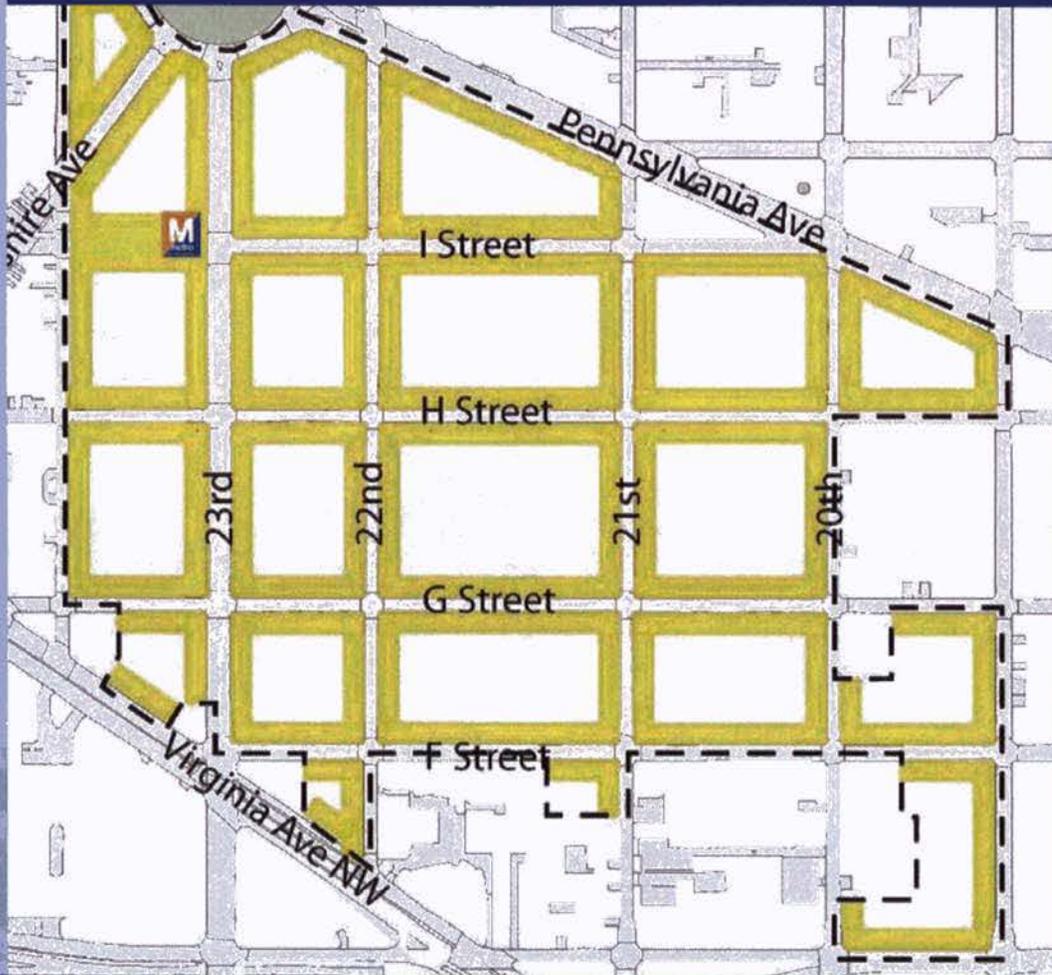
“Layers” of Streetscape Improvements

- Streetscape Implementation Plan
 - Incorporates **planning goals & design principles** set forth in the proposed Streetscape Plan
 - Provides a **framework for implementation** of future streetscape elements over twenty-year term of Campus Plan
 - Implementation timeline dependent on funding and project priorities
- Plan is comprised of three layers of streetscape elements
 - building from **base** to **enhanced** to **premium** levels
 - layers shaped and defined by campus use & activity patterns
 - “**Kit of Parts**” includes proposed range of streetscape elements that could occur in each layer



Base Elements Layer

Establishing & Supporting GW Identity



- Building Identifiers
 - Flags
 - Placards
 - Building Awnings
 - Building Engravings
- Furniture
 - Trash Receptacles
 - Recycling Bins
 - Bike Racks
 - Signature Benches
 - Emergency Stations
- Way-Finding Elements
 - Campus Maps
 - Vertical Markers
 - Directional Signage
 - Location Symbols
- Maintain Existing Paving, Lighting, and Planting Elements



Examples of Base Layer Elements



Signature Benches and Trash Receptacles



Building Engraving



Campus Building Flag



Campus Directional Sign



Building Placard



Building Awning



Emergency Station



Campus Building Flag



Map



Pedestrian Directional Sign



Vehicular Directional Sign

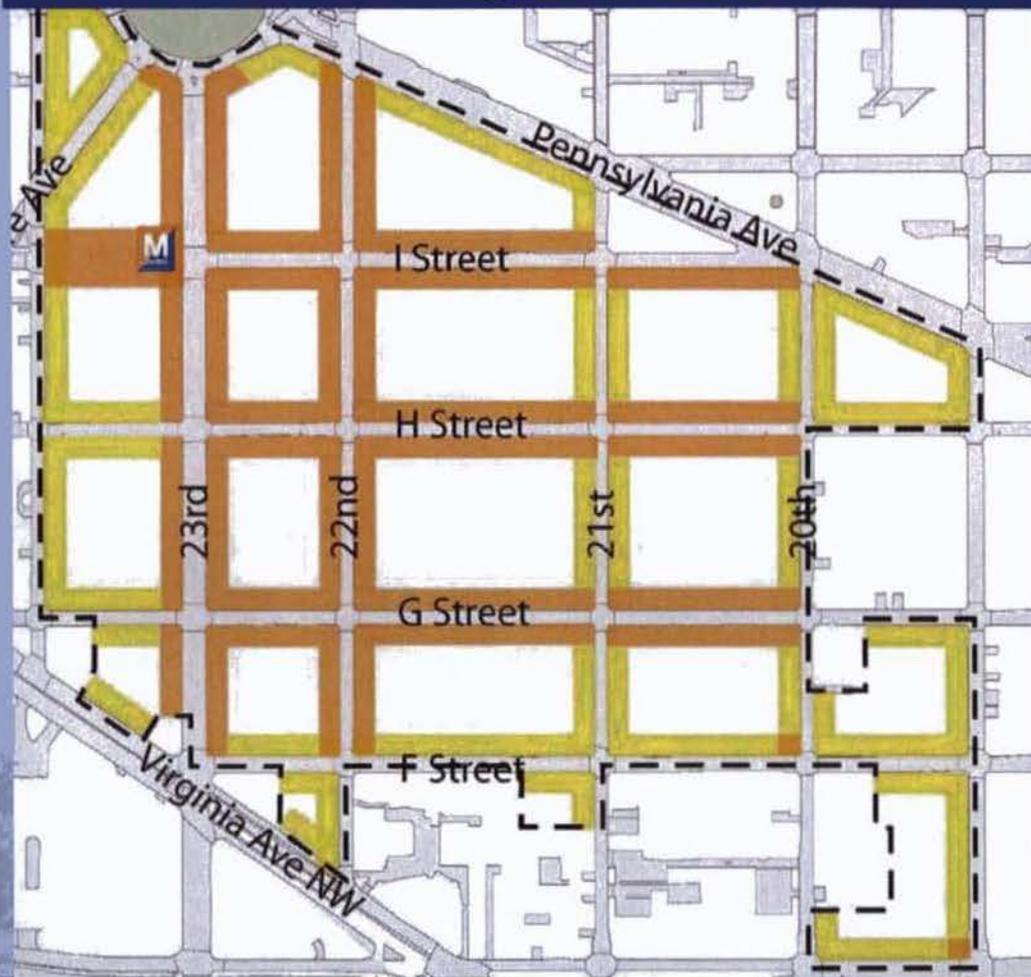


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Kit of Parts

Enhanced Elements Layer

Reinforcing the Presence of Key GW Activity



- Paving
 - Brick
 - Cobble
 - London Paver
 - Scored Concrete
 - Brick Gutter
 - Granite Curb
- Lighting
 - Washington Globe Single (18)
 - Washington Globe Double (Twin 20)
 - Intersection Tear Drop
 - Cobra head pendant post
- Planting
 - Street Trees
 - Tree Pits
 - Planting Zone
- Street Banners
 - Pedestrian
 - Vehicular
 - Thematic



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Streetscape Implementation Plan

Examples of Enhanced Layer Elements



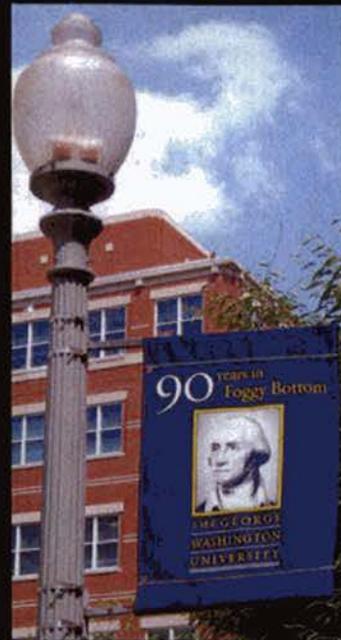
Street Tree



Planting Zone



Planting Zone



Washington Globe Single with Pedestrian Banner



Washington Globe Double



Washington Teat Drop



Tree Pit Detail



Furnishing Zone



Scored Concrete



Brick



London Pavers



Cobble Stones

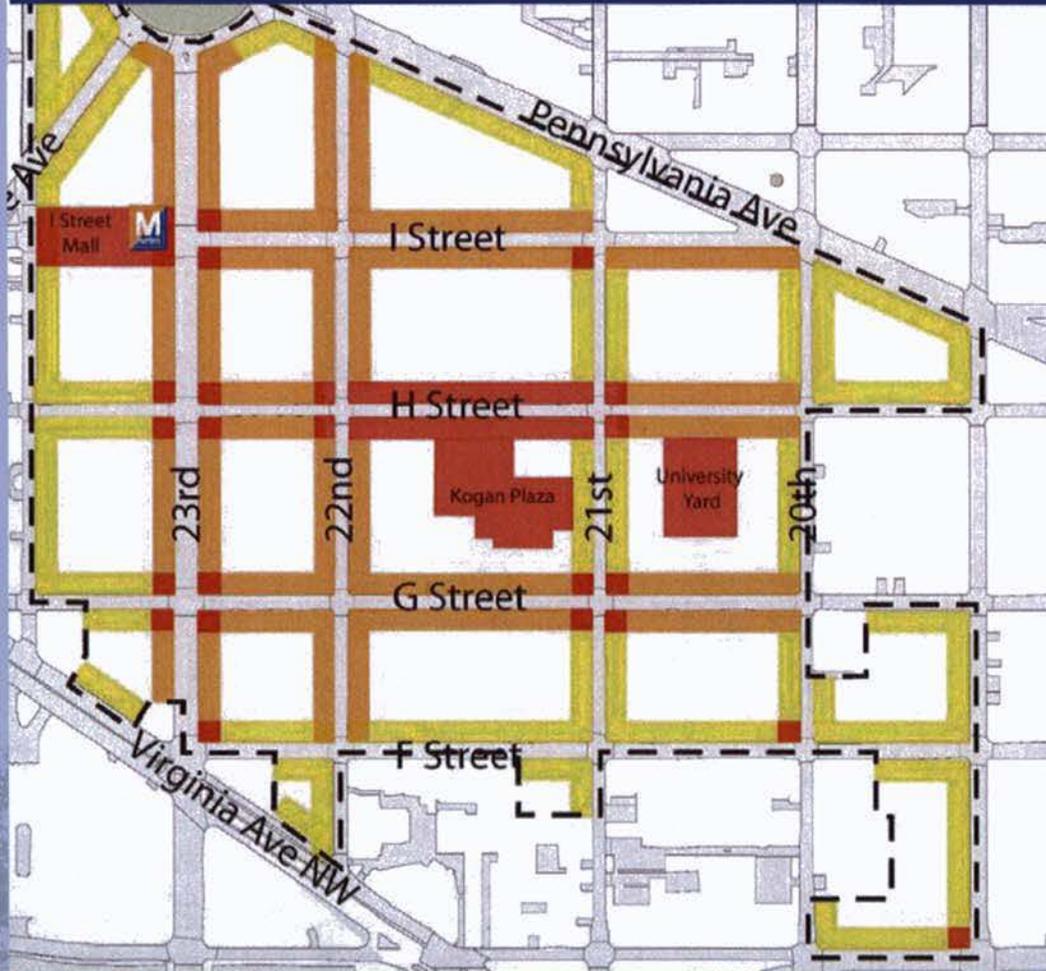


Brick Gutter/Granite Curb



Premium Elements Layer

Celebrating the Character & Identity of the Campus

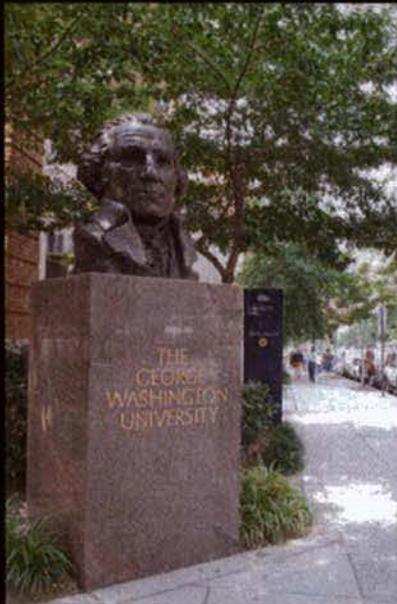


- Distinctive Design Elements
 - Bump-outs
 - Mid-block Crossing/
Crosswalk
 - Busts
 - Public Art
 - Artifacts
 - Plaques
 - Clocks
 - Chess Tables
 - Notice Boards
 - Sidewalk Art
 - Paving Medallion

* I Street Mall, Kogan Plaza, and intersections on I, G, and F Streets already include many Premium Elements



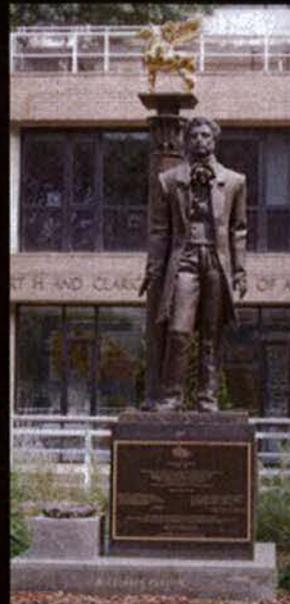
Examples of Premium Layer Elements



Bust



Clock



Public Art



Kegan Plaza Gate



Public Art



University Dining Medallion



Atlatl Block Cracking



Bump Out



Chess Table



Public Art



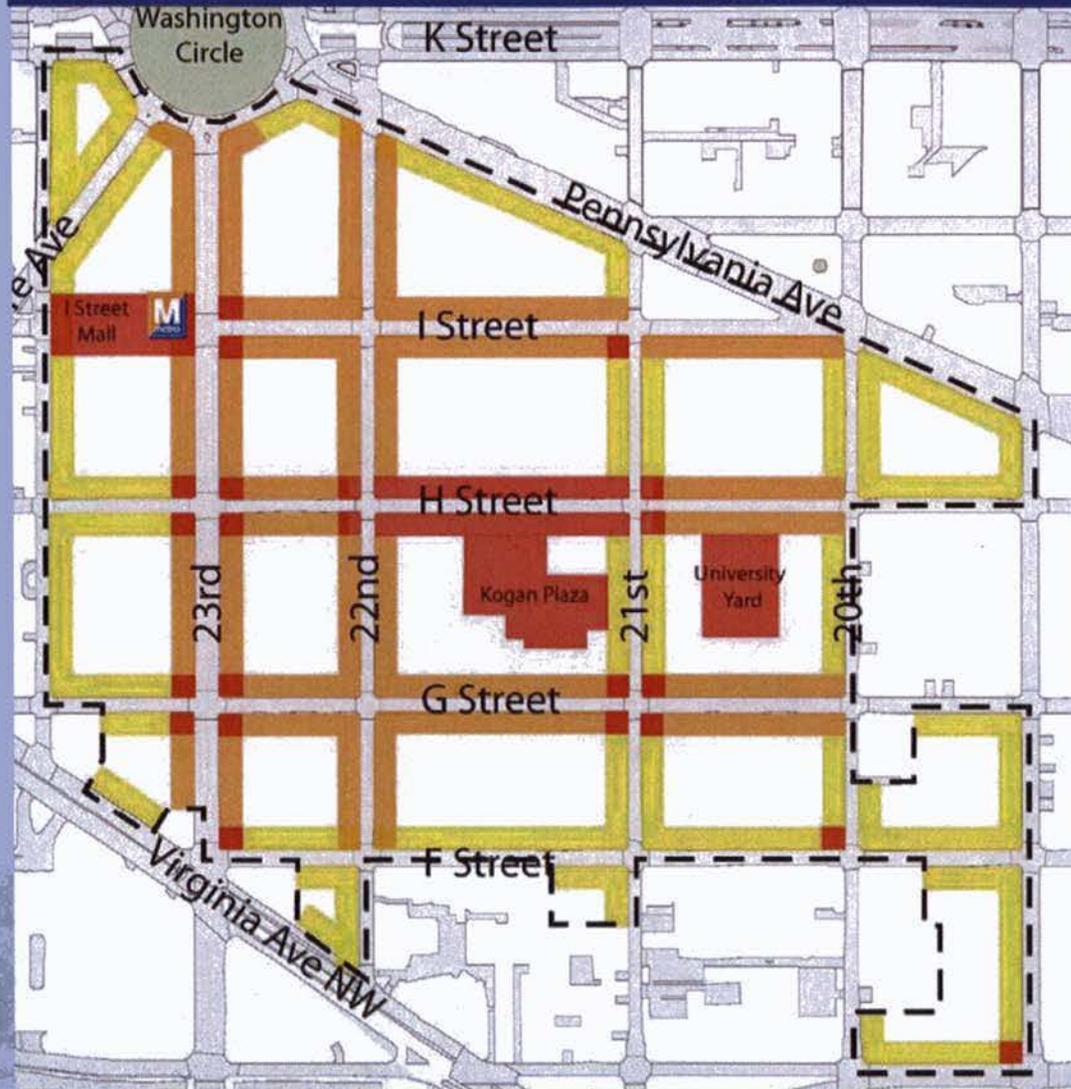
Large GW Dining Medallion



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Kit of Parts

Streetscape Concept Plan



-  Base Elements
-  Enhanced Elements
-  Premium Elements

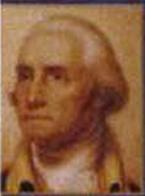


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Streetscape Implementation Plan

Streetscape Plan Benefits

- Provides a **clear and predictable plan** for the implementation of various streetscape elements throughout the Foggy Bottom campus
- Enhances the **diversity of public spaces** within Foggy Bottom
- Improves **linkages** throughout the campus and between the campus and surrounding neighborhoods
- Promotes an **environment that enhances walkability** and improves pedestrian and vehicular safety
- Improves **wayfinding** for all those who traverse the campus
- Results in an **attractive, cohesive campus environment** that enhances the *GW Experience* for those who study, work, and live in Foggy Bottom



www.neighborhood.gwu.edu

for information, input and ideas



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Conclusion

Streetscape Community Meeting – August 30th, 2006

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