

**Streetscape
August 30th, 2006**

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.

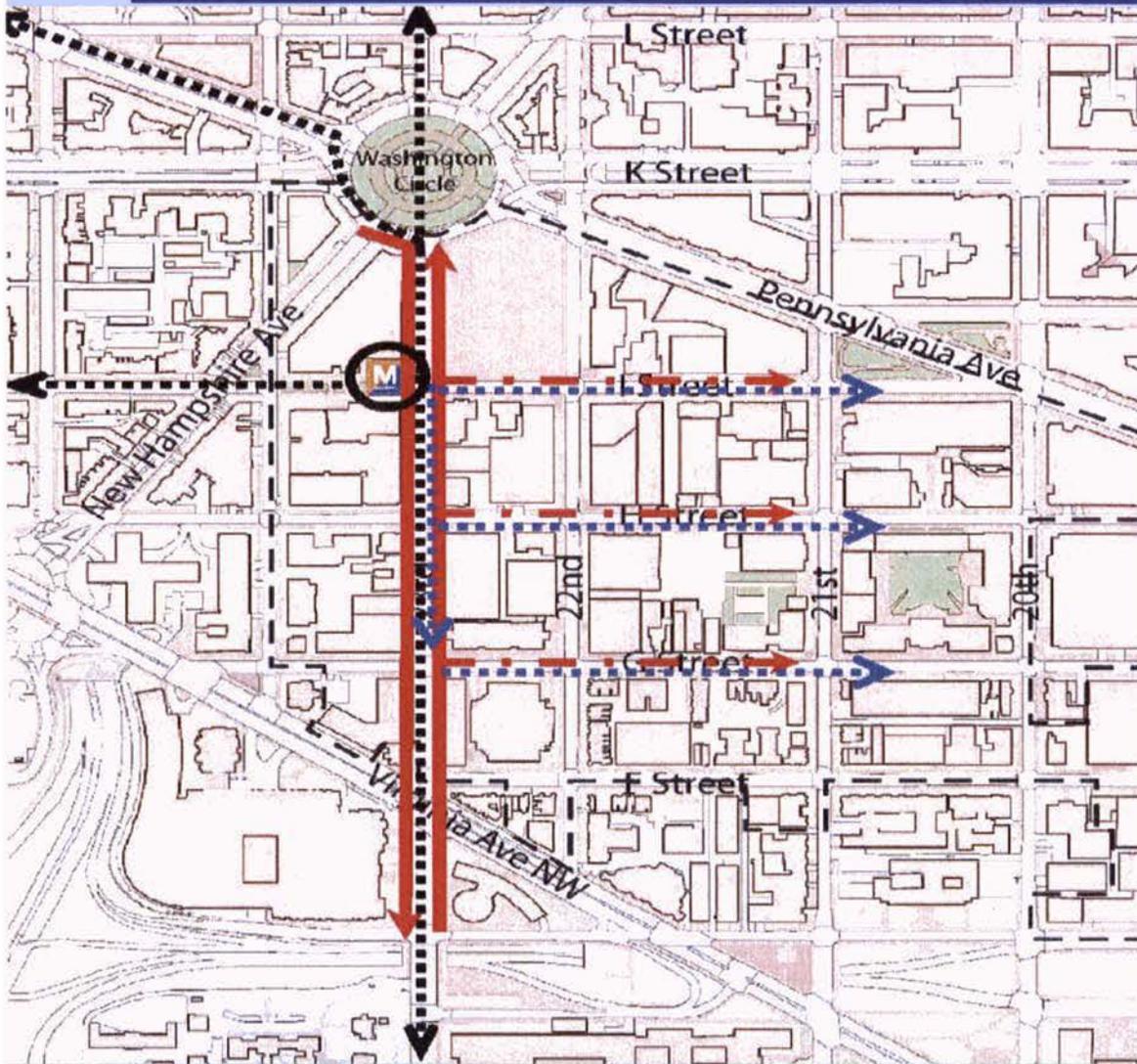


Location & Function of Campus Streets

- 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**

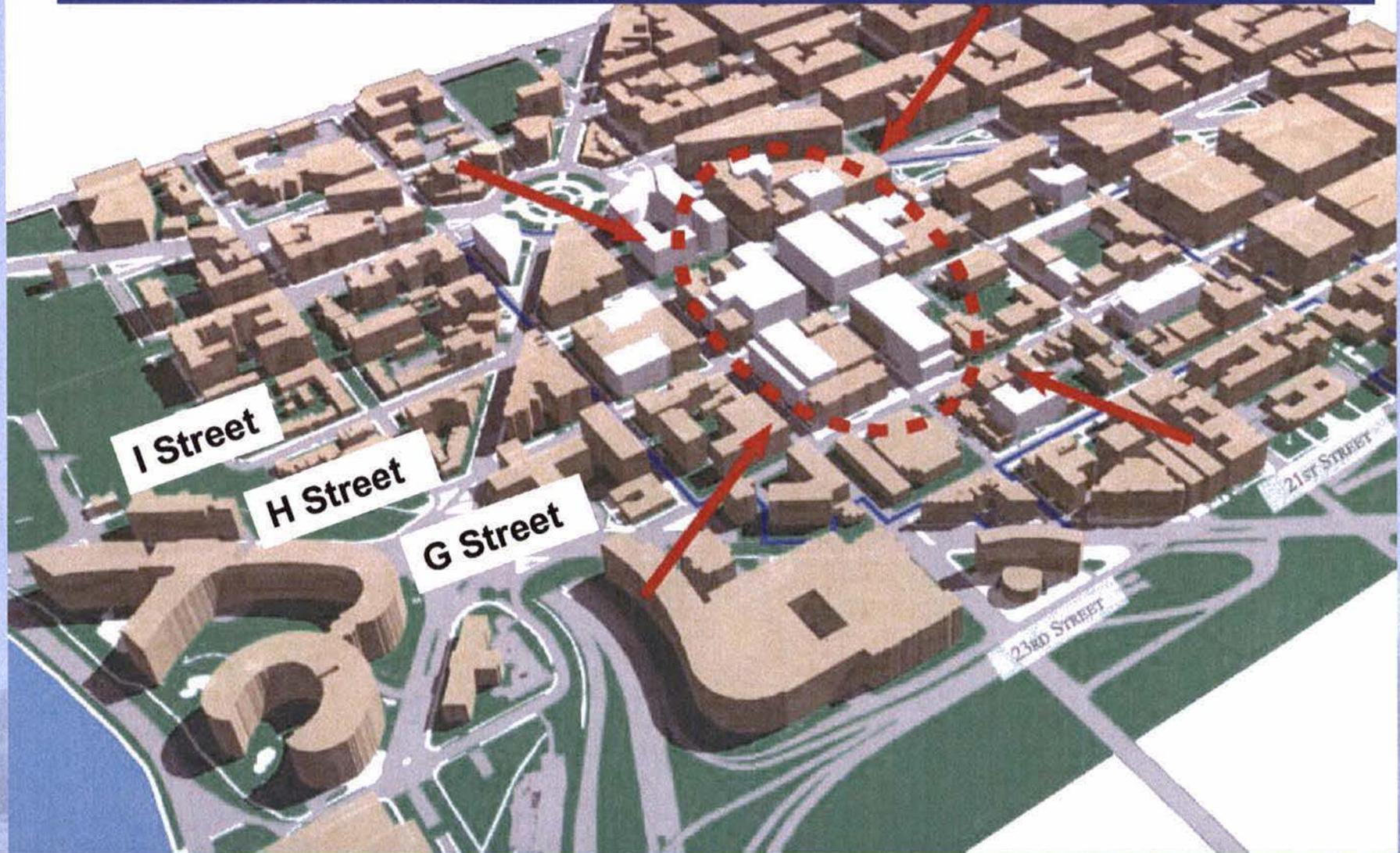
- 20th, 21st, 22nd, 23rd Streets
- Vehicular-oriented
- 23rd Street: *L'Enfant Plan "special street"*

- **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

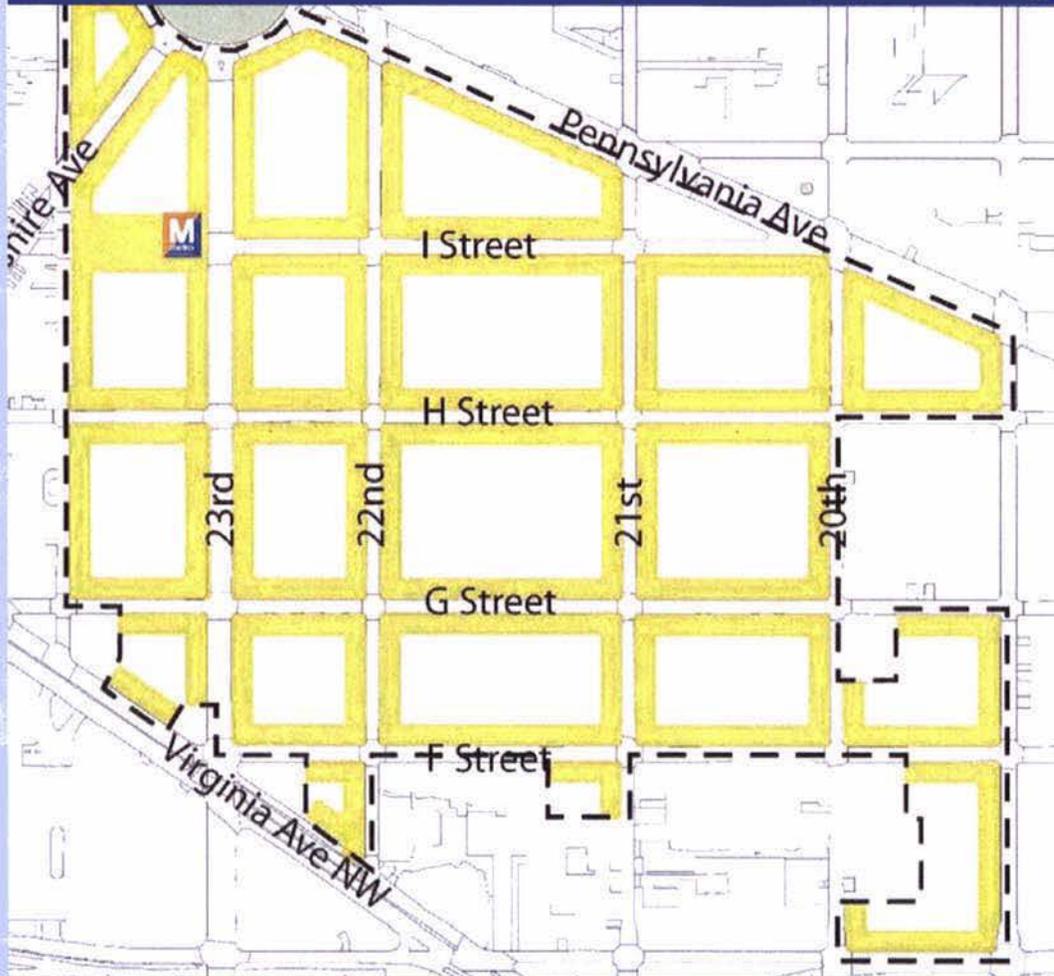
“Layers” of Streetscape Improvements

- 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



Separation Benches and Trash Receptacles



Building Engraving



Campus Building Flag



Campus Directional Sign



Campus Directional Sign



Building Placard



Building Awning



Emergency Station



Campus Building Flag



Map



Pedestrian Directional Sign



Vehicular Directional Sign

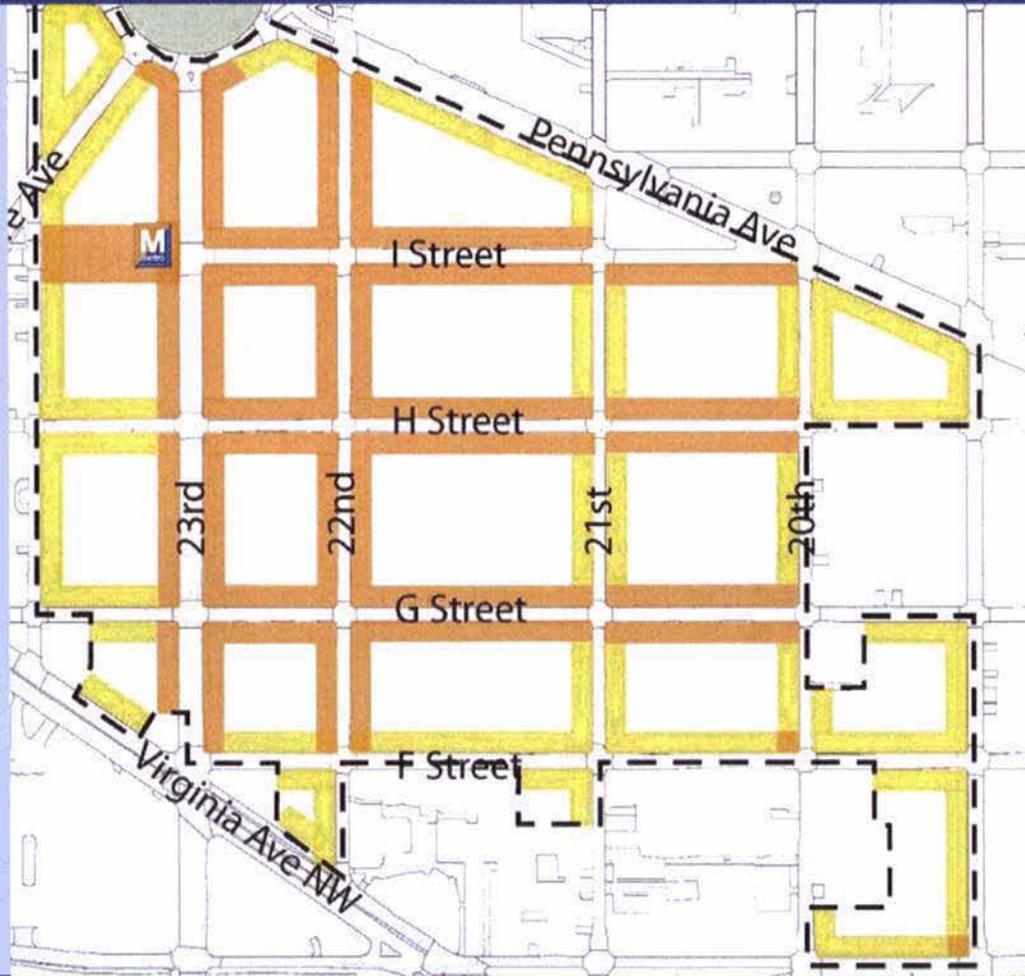


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Kit of Parts

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



Examples of Enhanced Layer Elements



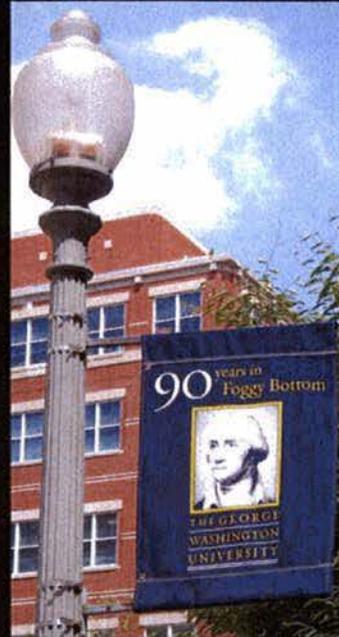
Street Tree



Planting Zone



Planting Zone



Washington Globe Single with Pedestrian Banner



Washington Globe Double



Washington Tree Drop



Tree Pit Detail



Furnishing Zone



Scored Concrete



Brick



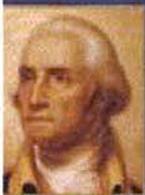
London Pavers



Cobble Stones



Brick Gutter/Granite Curb

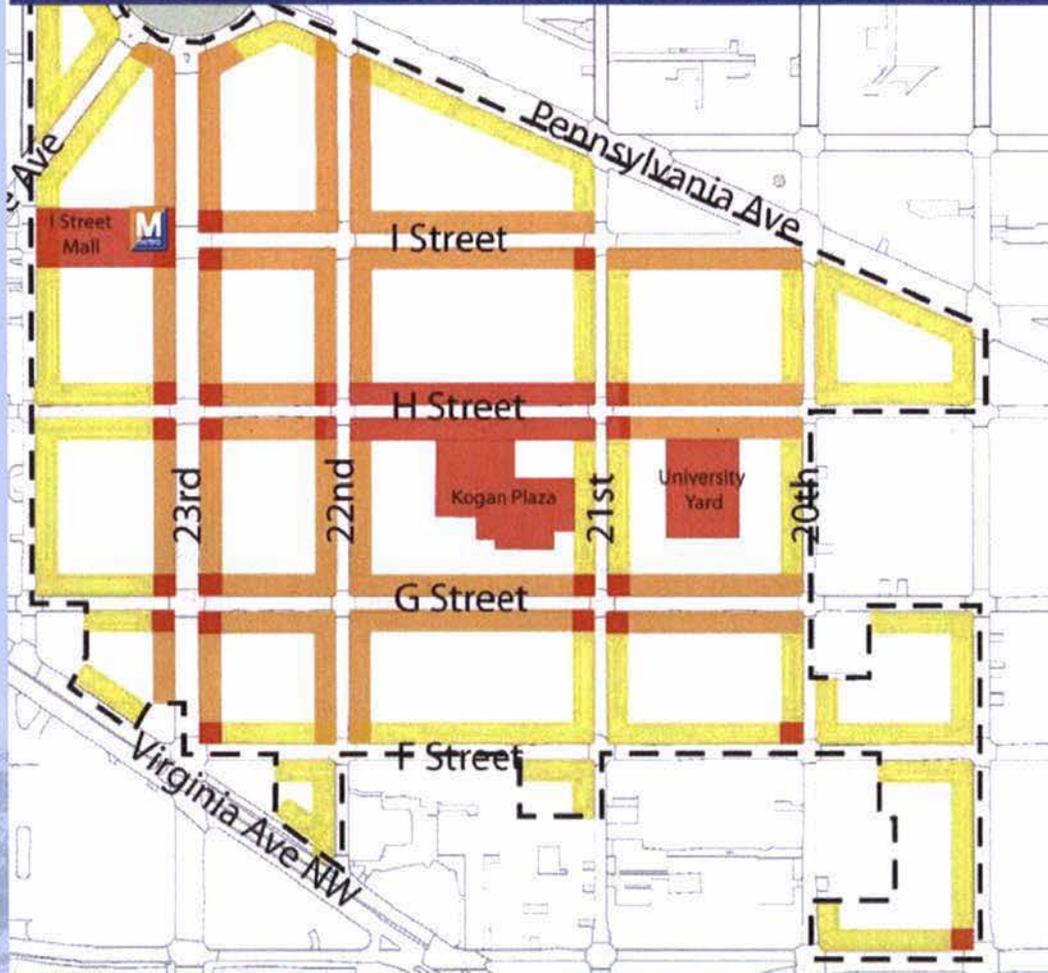


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Kit of Parts

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



Kogan Plaza Gate



Public Art



University Paving Medallion



Mid-Block Crossing



Bump Out



Chess Table



Public Art



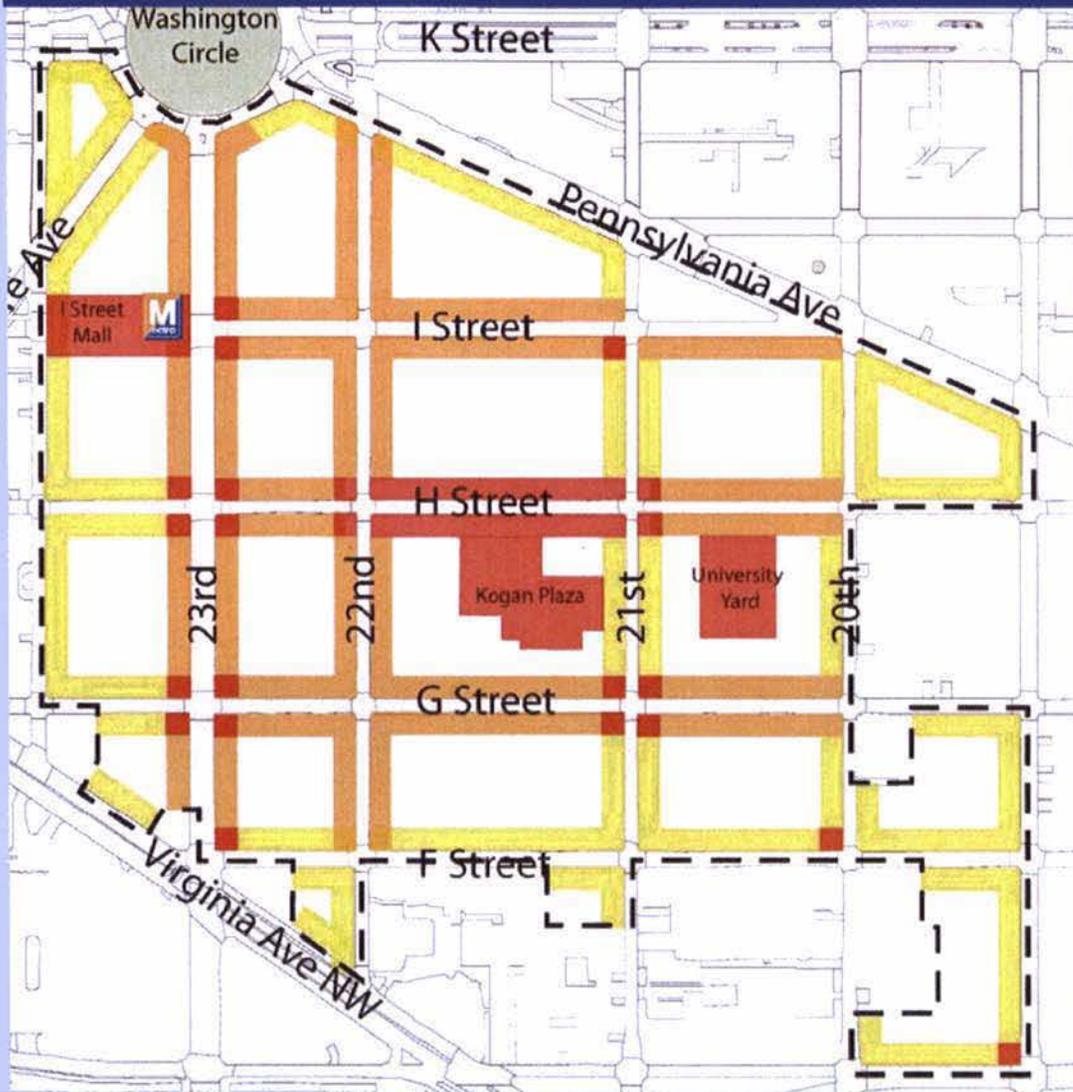
Large GW Paving Medallion



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Kit of Parts

Streetscape Concept Plan



-  Base Elements
-  Enhanced Elements
-  Premium Elements



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



Streetscape Community Meeting – August 30th, 2006

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Community-Based Planning Process: Meetings & Events

For over a year leading up to the filing of this Campus Plan, the University engaged in a comprehensive planning effort to fully explore and evaluate the future development of the Foggy Bottom campus. Working with the DC Office of Planning (OP), GW designed an open and inclusive community-based planning process to gather input from all interested stakeholders. The process drew upon various planning resources, including land use planners, architects, traffic consultants, and historic preservation experts.

The following is a summary of the public meetings and events held as part of the community-based planning process between May 2005 and February 2006¹:

Wednesday, May 4, 2005: Community Meeting – Campus Land Use Issues, including the Redevelopment of Square 54, and the ULI Panel

The George Washington University invited members of the community to this open public meeting to discuss campus land use issues, including the redevelopment of Square 54, and the upcoming Urban Land Institute panel engaged to study potential redevelopment of Square 54. The public was invited to voice their questions, suggestions, and concerns following the University's presentation.

Wednesday, May 9 - 12, 2005: ULI Panel – Square 54 Redevelopment Study

The George Washington University, in collaboration with the DC Office of Planning, convened an Urban Land Institute panel to study the redevelopment potential of Square 54. The ULI panel evaluated key planning principles and development issues, interviewed interested stakeholder groups including several Foggy Bottom and West End residents, and toured the Foggy Bottom and West End neighborhoods and surrounding areas during the three-day panel session.

Wednesday, June 22, 2005: Co-Sponsored Community Meeting – Discussion of Key Community Issues & Concerns

EE&K Architects and community facilitator David Julyan worked with members of the community to identify key issues related to campus land use and development. The community feedback gathered from the discussion was captured and documented in the issues exhibit and assisted in the development of place-based design principles presented and discussed at the July 6, 2005 community meeting.

¹ In addition to the public meetings listed in this exhibit, over the past several months, representatives of the University have met with numerous community groups, local institutions, businesses, churches, and members of the GW community (including the board of trustees, faculty, staff, students and alumni) to gather feedback and comments on the planning effort.

Thursday, June 30, 2005: Office Hours – Session 1

“Office Hours” were held with Community Facilitator David Julyan and Matthew Bell of EE&K Architects. Community members were encouraged to attend if they had questions, wanted to express their views, or felt more comfortable participating in a small group setting.

Wednesday, July 6, 2005: Co-Sponsored Community Meeting – Presentation and Discussion of Design Principles

EE&K Architects presented an overview of place-based design principles with respect to future development of the Foggy Bottom campus. Community feedback received was captured and documented in the issues exhibit and used by EE&K to expand the place-based design principles into design concepts to guide future development on the Foggy Bottom campus.

Monday, July 11, 2005: Office Hours – Session 2

“Office Hours” were held with Community Facilitator David Julyan and Matthew Bell of EE&K Architects. Community members were encouraged to attend if they had questions, wanted to express their views, or felt more comfortable participating in a small group setting.

Wednesday, July 20, 2005: ANC 2A Monthly Meeting – Open Discussion

As part of the regular monthly ANC 2A meeting, issues related to future Foggy Bottom campus development and the redevelopment of Square 54 were raised and discussed. Community feedback received was captured and documented in the issues exhibit and used to inform the continued planning process.

Tuesday, July 26, 2005: Co-Sponsored Community Meeting – Presentation and Discussion of Design Concepts

EE&K Architects and the Square 54 developer team, Boston Properties and KSI Services, Inc., presented preliminary concept plans for the Foggy Bottom campus and Square 54. Community facilitator David Julyan led a discussion session to elicit community response and feedback to the concept plans. Community feedback was captured and documented in the issues exhibit and used by EE&K and the Square 54 developer team to further inform their respective planning efforts.

Tuesday, August 2, 2005: Office Hours – Session 3

“Office Hours” were held with Community Facilitator David Julyan and Matthew Bell of EE&K Architects. Community members were encouraged to attend if they had questions, wanted to express their views, or felt more comfortable participating in a small group setting.

Tuesday, August 23, 2005: Office Hours – Session 4

“Office Hours” were held with Community Facilitator David Julyan and Matthew Bell of EE&K Architects. Community members were encouraged to attend if they had questions, wanted to express their views, or felt more comfortable participating in a small group setting.

Tuesday, September 20, 2005: Co-Sponsored Community Meeting – Presentation & Discussion of Proposed Concept Framework

This meeting provided an opportunity for community members to participate in an interactive session to review and discuss the proposed concept framework for the Foggy Bottom campus development plan and Square 54. EE&K Architects, the Square 54 developer team (Boston Properties and KSI Services, Inc.), and community facilitator David Julyan were available at separate “stations” allowing members of the community to engage directly with the architects, planners and designers about the development plans and to provide direct comments and feedback which was captured at each station, documented in the issues exhibit, and used by EE&K and the Square 54 developer team to further inform their respective planning efforts.

Saturday, February 1, 2006: OP Community Meeting – Discussion of GW’s Proposed Campus Plan

The Office of Planning convened an independently-sponsored community meeting to discuss GW’s proposed Foggy Bottom Campus Plan: 2006 - 2025. The meeting included an overview of the Campus Plan process and an introduction of the changes that had been made to the Plan as a result of input received through the community-based planning process and further guidance provided by the Office of Planning, including historic preservation staff.

Tuesday, February 7, 2006: Community Meeting – Presentation & Discussion of Proposed Campus Plan for Future Development of the Foggy Bottom Campus

GW convened an independently-sponsored community meeting to present and discuss the Foggy Bottom Campus Plan: 2006 - 2025. GW presented an overview of the new Campus Plan, explaining how the development plan has changed and evolved in response to community input received during the community-based planning process. GW Executive Vice President Louis H. Katz and representatives from the University’s campus planning team, including EE&K Architects, historic preservation review specialists EHT Traceries, and traffic and parking consultants Wells & Associates LLC, were available to respond to community questions raised at the meeting.