

Georgetown University 2010-2020 Campus Plan

ZONING COMMISSION
District of Columbia

CASE NO.

10-327

EXHIBIT NO.

354



Rebuttal Presentation
November 17, 2011
Z.C. Case No. 10-32

Special Exception Standard

A special exception will be granted if the University can show that the use of the campus, under its Campus Plan, “is not likely to become objectionable to neighboring property because of noise, traffic, number of students or other objectionable impacts.” 11

DCMR Section 210.2

The 2010 Campus Plan meets the special exception standard.

Dr. Todd Olson
Vice President for Student Affairs and
Dean of Students

Noise

What we heard:

- Concerns about walk-by or transient noise created by pedestrian traffic

GU's Response: Walk-by / Transient Noise

- Expanded Partnership with MPD
- New M Street Shuttle
- Highly Visible DPS Bike Patrols on the Perimeter of Campus



GU's Expanded Partnership with MPD:

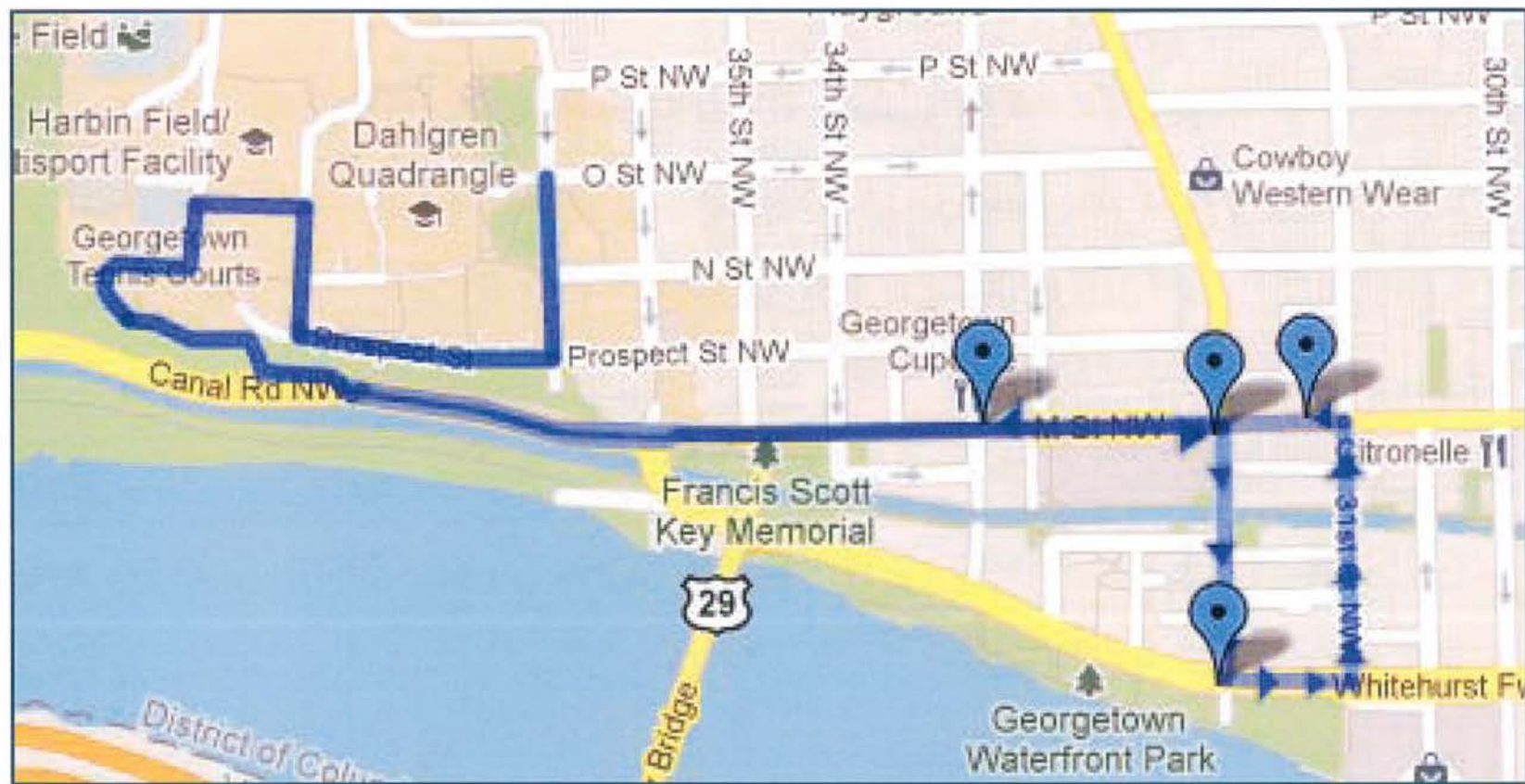
- Hired 7 MPD officers to patrol the high traffic pedestrian corridors on foot and in patrol cars on Thursday, Friday, and Saturday nights
- Hired 2 MPD officers to patrol on Sunday through Wednesday nights
- The patrols focus on high pedestrian activity areas in West Georgetown and Burleith

Active and Ongoing Management by GU:

- Prior to each shift:
 - All officers must participate in a mandatory orientation
- During each shift:
 - Officers report for roll call at the start of the shift
 - Officers then proceed to assigned patrol locations
 - Officers submit written reports to GU at the end of the shift documenting actions taken
- After each shift:
 - GU meets with MPD command staff every Monday to review past week's activities
 - GU follows up on every incident involving a student

GU's New M Street Shuttle:

- Thursday, Friday, and Saturday from 10 PM – 3 AM
- Two buses running on a continuous loop as shown below



GU's Expanded Shuttle Service is Working:

- The new M Street shuttle has provided more than 10,700 rides to students
- With the addition of the M Street shuttle, the total number of shuttle riders has **doubled** from Fall 2010.
- On an average Saturday night, 800-900 fewer students are walking through the neighborhoods.

Noise

What we heard:

- GU's conduct policies are not effective and do not apply equally to off-campus students

GU's Response:

- The Code of Student Conduct applies to off-campus students and is rigorously enforced
- GU holds off-campus students to a higher standard
- GU's OCSL policies, paired with extensive resources and serious sanctions, reinforce that higher standard
 - Proactive efforts are successful: most students do not have any report of misconduct
 - First Incident: combines fines/work hours with reiteration of expectations and responsibilities
 - Repeat Violations: for the few that do not respond to initial action, GU moves quickly to more severe sanctions

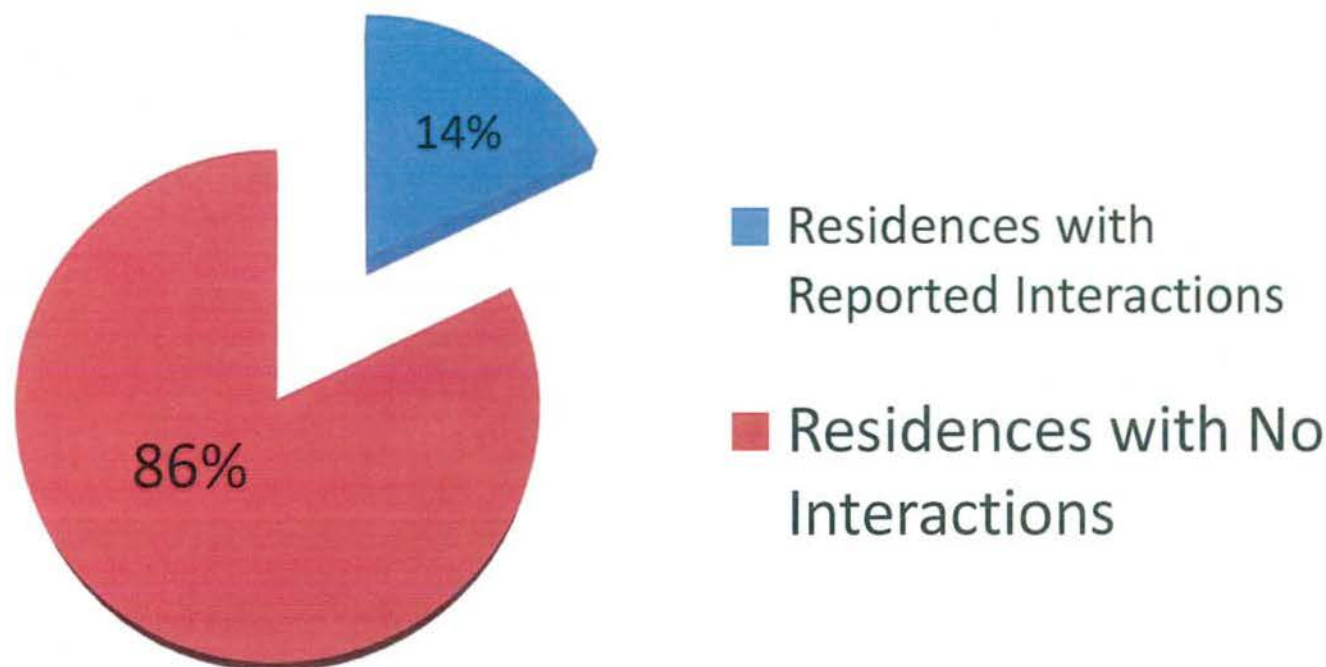
GU's off-campus student policies are effective:

- The number of interactions and repeat calls continues to remain low

Number of Reported Interactions

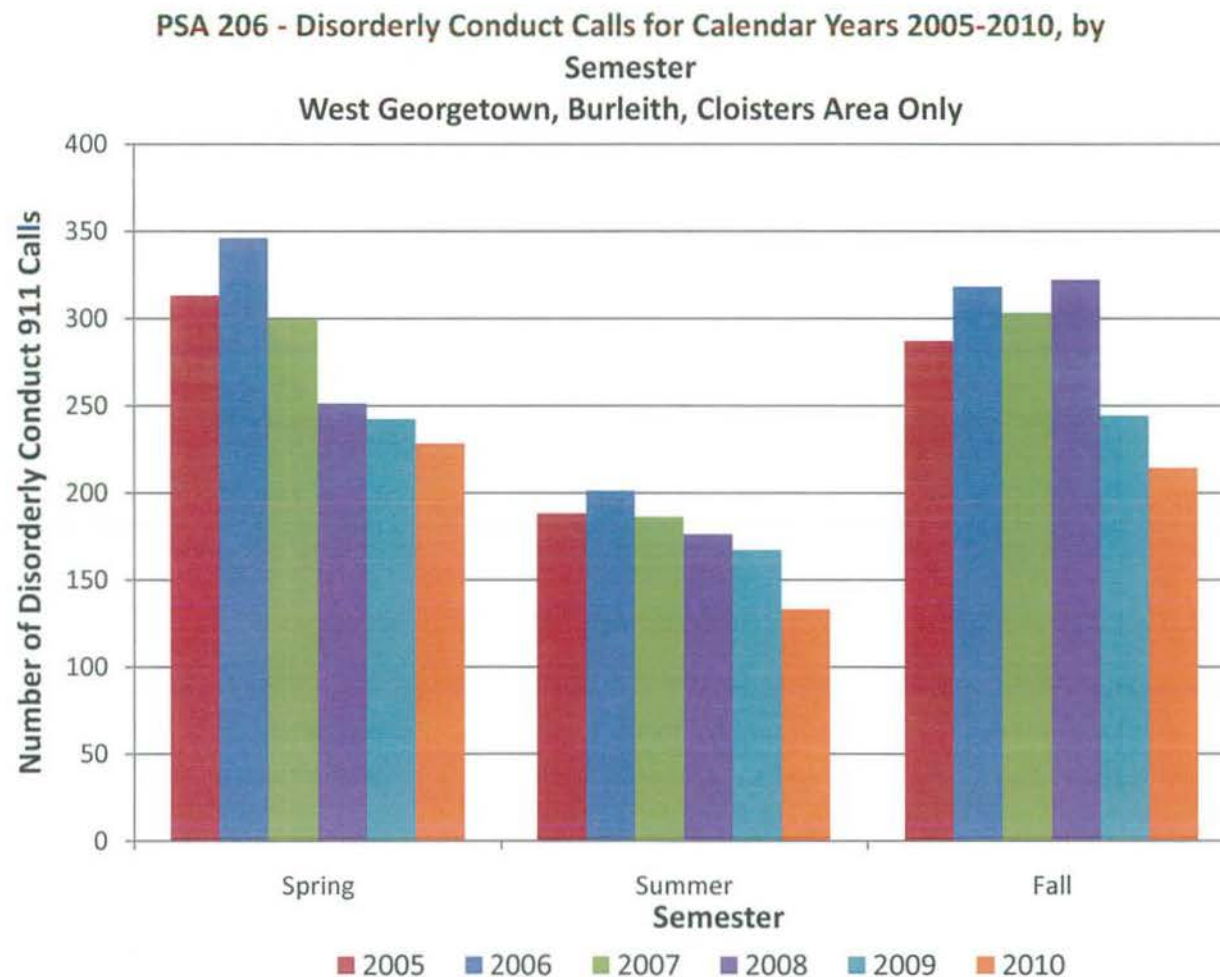
West Georgetown & Burleith

8/23/11 - 11/14/11



MPD's records corroborates our experience:

- 911 calls have declined one-third despite the recent use of 911 by the neighbors



Traffic and Parking

What we heard:

- GU should work with DDOT on a comprehensive traffic study that addresses all issues

GU's response: Traffic

- Worked extensively with DDOT to develop, conduct, and analyze the revised traffic study
- Identified and agreed to specific mitigation measures
- Confirmed that the impacts of the Plan are not likely to become objectionable due to traffic or parking



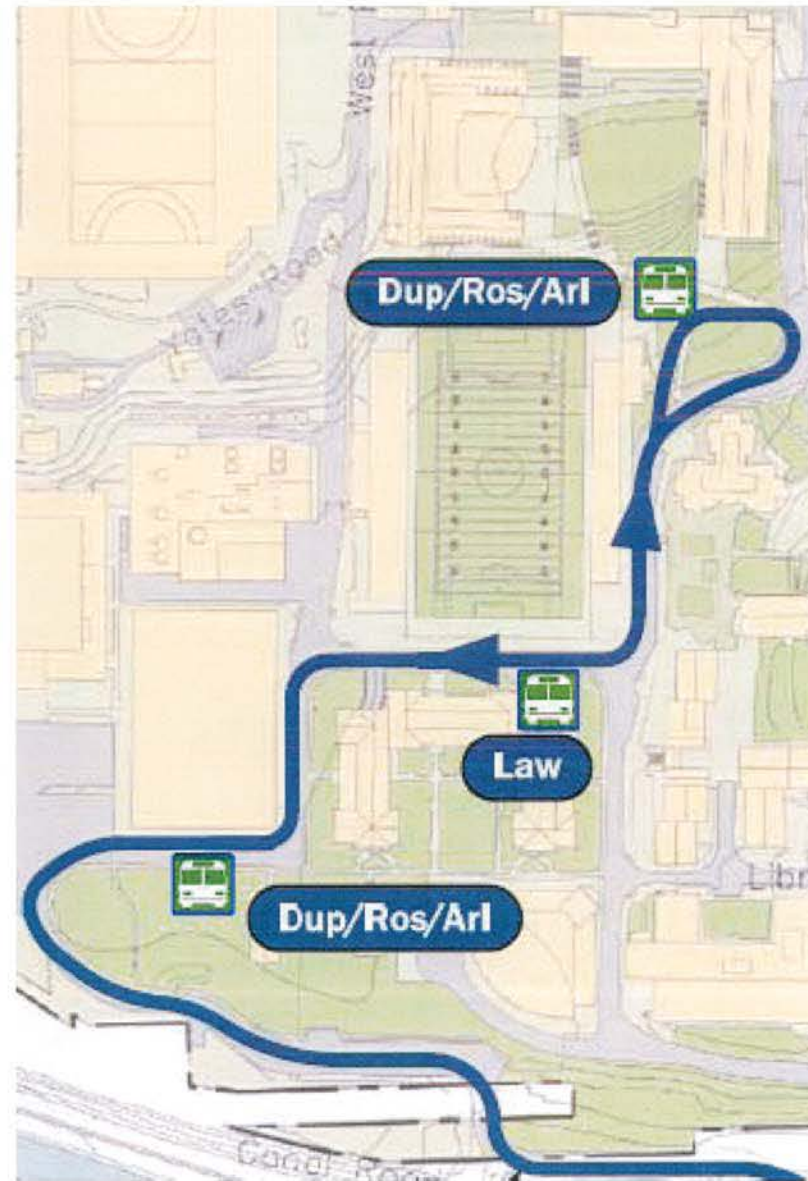
Loop Road

What we heard:

- From our neighbors in West Georgetown: take the GUTS buses off neighborhood streets
- For our neighbors in Foxhall: find a solution that does not place the roadway adjacent to Glover Archbold Park
- From the National Park Service: find a solution that does not place the roadway adjacent to the easement area

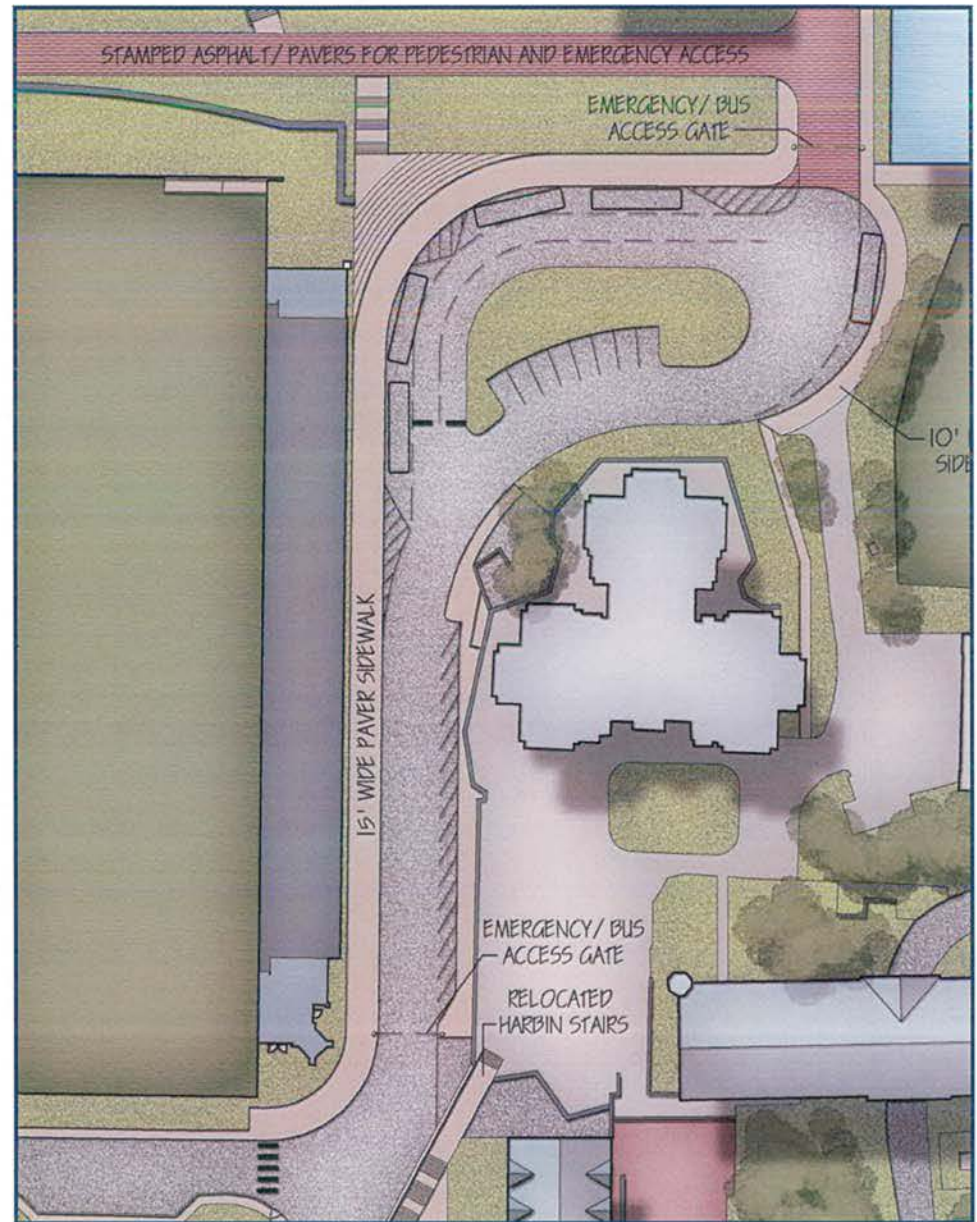
GU's Response: Replace the Loop Road with the Mid-Campus Turnaround

- GU accepted the challenge and found a viable alternative to the Loop Road



GU's Response: Replace the Loop Road with the Mid-Campus Turnaround

- The Mid-Campus Turnaround creates additional challenges for GU, but is a workable solution that takes the buses off neighborhood streets and improves on-campus service



Number of Students

What we heard:

- GU should house 100% of its undergraduate students on campus or outside of 20007

GU's Response: 100% housing is not feasible

- We do not have space on campus
- It is not a responsible financial decision given that GU has spent \$180M on the Southwest Quad and another \$60M on renovations to residence halls over the last ten years and GU is limiting our enrollment and tuition dollars
- For some GU juniors and seniors, living off campus is a significant part of the undergraduate experience
- Building satellite housing would fundamentally change the character of the GU undergraduate experience

Number of Students

What we heard:

- GU's enrollment has doubled since 1990

GU's Response: Main Campus Enrollment Growth

- GU's enrollment did not double over the last twenty years
- Growth was largely in graduate and professional programs that have benefitted the District and its residents
- Traditional undergraduate growth was very low, and for each new student GU added nearly two beds

Number of Students (Off Campus)

What we heard:

- Poor maintenance of homes rented to students and possible unsafe conditions

GU's Response: innovative partnership with DCRA regarding landlords for off-campus properties

Under the new Landlord Program, GU:

- Asks landlords to pledge to maintaining the quality of life in the community
- Features a rolling list of recommendable landlords on its website
- Shares information with DCRA to ensure properties are safe and legally compliant
- Maintain its “list of properties of concern” based on poor maintenance, trash, noise or conduct issues

We know it is working:

- Full DCRA support and collaboration

it's the first time we're doing this with any of the universities in DC and we're looking forward to seeing how this pilot initiative works out and whether we can replicate this with some other universities in town.

- Helder Gil, DCRA's Legislative Affairs Specialist, quoted in *The Georgetown Voice*

- Initial responses and reactions from landlords demonstrate it is being taken seriously
- Opportunity for partnership to address shared goals regarding the condition of off-campus properties

Number of Students (Off Campus)

What we heard:

- The number of students living in the nearby communities has increased and reached a tipping point

GU's Response: The number of off-campus students has not increased

Neighborhood*	All Undergraduates			All Graduate/Professional		
	Spring 2000	Spring 2010	Change	Spring 2000	Spring 2010	Change
Burleith**	538	417	-121	162	198	+35
West Georgetown**	533	623	+90	99	91	-8
Cloisters	41	27	-14	6	8	+2
Hillandale	7	1	-6	16	9	-7
East Georgetown	24	27	+3	60	68	+8
Waterfront	47	49	+2	17	9	-8
Glover Park	90	30	-60	412	445	+33
Foxhall/Gtown Res.	47	25	-22	265	289	+23
Palisades	15	0	-15	35	15	-20
Total	1,342	1,199	-143	1,072	1,132	+60

* Includes all students living in Zip Code 20007 less housing provided by the University.

** Between 2000 and 2010, GU redesignated certain blocks as part of "West Georgetown" rather than "Burleith."

Other Impacts – Trash

What we heard:

- There is too much trash on neighborhood streets from the students

GU's Response:

- Starting this Fall, GU collects trash two times a day, seven days a week in highlighted areas
- This is in addition to GU's bulk trash pickup during move-in and move-out periods



We know it is working:

- Since the pickups started, over 143 tons of trash have been picked up
- The neighborhood appearance is visibly improved
- GU continues to enforce student compliance with proper trash disposal laws

Total Cost of Quality of Life Initiatives

The total cost of the enhanced quality of life initiatives is projected to be approximately **\$1,000,000 per year** and includes the following program components:

- MPD Reimbursable Detail
- Neighborhood Shuttles and SafeRides
- Student Neighborhood Assistance Program (SNAP)
- Community Advisors
- Off-Campus Trash Collection

Other Impacts – Neighborhood Property Values

What we heard:

- Students living in the community have a negative impact on neighborhood property values and demographics

GU's Response: Property values, homeownership rates, and families are increasing

- Homeownership is up
- Property values are up
- The number of families with children is increasing
- Given overall population increases, GU students are a smaller percentage population in 2010 than they were in 2000

Other Impacts – Attract Students To Campus

What we heard:

- GU needs to do more to attract students to campus

GU's Response: Attracting Students Onto the Campus

- For several years, GU has provided ambitious late night programming on campus
- The Campus Plan includes a new student center on campus
 - The Student Center will be located in the existing New South Hall, a student residential building
 - It is designed to draw students on campus and to be active and welcoming during late night hours
 - Plans for the student center include a pub

New South Student Center Conceptual Images



Community Outreach and Dialogue

What we heard:

- GU needs to do more to communicate with and engage the community in finding solutions

GU's Response: Community Dialogue

- Formed a new “community working group” to address Quality of Life issues in the surrounding communities – first meeting held with mediator Don Edwards
- Continued individual meetings and regular communications with ANC, neighbors, and other community stakeholders

GU's Response: Community Outreach

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GEORGETOWN UNIVERSITY Neighborhood News

Rocky's Report



Georgetown cares about everyone's safety – students, neighbors and the thousands of people who visit Georgetown neighborhoods. Rocky's Report is a weekly column where GU Chief of Police Rocco "Rocky" Del Monaco gives an update on activity in the neighborhood over the weekend, separates fact from fiction, sets the record straight, and keeps you in the know on campus and neighborhood public safety matters.

November, 8, 2011 – Hi there. It's Rocky. Here's some of what happened over the past few days (11/1-7).

We had a busy weekend, with a lot of folks outside enjoying a beautiful fall weekend. For us, nice weather means we prepare for a lot of foot traffic outside, and that is what we saw this weekend. I am pleased that overall the weekend was without any major incidents.

We are seeing the number of noise disturbances go down overall, which is great. To double check our records, we asked MPD if they were also seeing a reduction, and they agreed. This weekend there were six calls to 911 for noise disturbances. Working with MPD, we learned five of these calls did not involve student homes. SNAP quickly responded to the one that did involve students and broke up that party. More on that below.

Before I get into the weekend, a quick follow up on something that came up at the Bureith Community Association meeting on Thursday about a bonfire on 38th Street last weekend.

Neighbors expressed concern that our students were involved so we checked it out right away. We didn't have record of this being a house where Georgetown students live, so I asked MPD to help us look into this. Lt. Hedgecock from MPD's 2nd District confirmed that students were not involved here. I am really thankful for MPD's quick work and help.

And speaking of coordination with MPD, we had two great orientations last week for the officers we are hiring to be on the streets in West Georgetown and Bureith. We want to make sure these officers know the area and are familiar with our procedures. We have another orientation coming up. I'm really thankful the leadership of MPD takes this as seriously as we do and is helpful in scheduling these orientations at a time that works for as many officers as possible. This weekend we had seven extra MPD officers on patrol Thursday and Friday nights, and four on Saturday. MPD had to hold over officers for citywide emergencies, which prevented us from having seven all three nights. We understand that this sometimes happens when city emergencies come up.

We are seeing more of them on foot patrol between 10 p.m. and 3 a.m., which is really helpful. We stressed that in our trainings and we are encouraged that more of the officers are learning this is the best way to remind those out on streets that these are residential areas.

On to the weekend. We heard from a neighbor in West Georgetown early Saturday morning who was concerned that planters outside her home had been vandalized. We quickly reviewed university security and MPD logs and saw there was a MPD officer on that corner at the time the neighbor thought the vandalism occurred. Though MPD didn't have any record of loud students in that area at that time and told us yesterday in our weekend debrief meeting that they hadn't received any reports of vandalism, we are very concerned when we receive reports that students might be engaged in this kind of unacceptable behavior. So we sent folks out to the residence first thing

Saturday morning to investigate. It helps my efforts a lot that we have University professionals living right in the neighborhoods – in this case, our West Georgetown Community Advisor and our Chaplain-in-Residence for off-campus students both live on the same block – and they both tried to pay a visit to the neighbor, as did a senior student affairs leader, and two of my DPS officers. We will continue to investigate and if we find out Georgetown students were involved, we'll of course take appropriate conduct action.

Saturday night, two parties were shut down by our SNAP patrol. At 12:50 a.m., SNAP was on active patrol in Bureith and heard loud noise in a home on S Street and shut down a party there.

Earlier in the night at approximately 11 p.m., 911 and our Hotline received noise disturbance calls from Winfield Lane in West Georgetown. SNAP was first to respond and broke up a party of 20-30 students there.

We continue to remind our students to use our shuttles, both for their safety and to reduce foot traffic through the neighborhoods late at night. We are over 10,000 riders since the start of school on the new M Street shuttle, and we are ready for these numbers to grow as colder weather hits.

Until next week -- be safe!

We welcome comments and suggestions at neighborhood@georgetown.edu

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Response to OP Conditions

Undergraduate enrollment:

1. Cap Traditional Undergraduate Student (TUS) enrollment at 6,652, as proposed by the applicant.

Agree to voluntary enrollment maximum for traditional undergraduate program students at 6,675, which is what GU proposed.

To respond to community concerns about the change in method, GU will also report under the old method for several years to show the methods are consistent.

Maximum total enrollment:

1. Count all students taking a minimum of one class at the main campus.

Agree with this methodology. GU has revised its numbers to adopt the OP methodology. New numbers are:

Fall 2010 13,387 Main Campus students

Fall 2020 14,354 Main Campus students

Maximum total enrollment, continued:

2. Maximum capped at 12,959 for 2011-12 and 2012-13 academic years.
3. Capped at 13,431 for academic year 2013-14.
4. Increase thereafter to 13,941.

Do not agree. This would reduce current enrollment in graduate and nontraditional programs by over 400 students when evidence in the record demonstrates that these students have not generated and are not likely to generate objectionable conditions.

Campus Housing:

1. Provide 250 beds as proposed by the University in its March 31st filing.

Agree.

Campus Housing, continued:

2. Provide 90% housing for TUS by Fall of 2015.
3. Provide 100% housing by Fall of 2016.
4. Reduce TUS enrollment by 25% if 100% housing not provided by 2016.
5. May thereafter increase TUS up to cap if provide one bed for each student.

Do not agree. Unprecedented, financially and reputationally debilitating, and unnecessary. As demonstrated, GU's programs effectively address identified impacts.

Campus Housing, continued:

6. Require Zoning Commission approval of all University-provided housing and do not permit such housing within zip code 20007 or east of 37th Street

Do not agree.

Enrollment Calculation:

1. Calculate each semester and do not average.

Agree

Medical Facilities:

1. Limit the Medical Facilities to MHC-1 through MHC-4, MHC-6 and MHC-15.

Do not agree. MHC-7, MHC-8 and MHC-9 were previously approved under the 2000 Campus Plan and are merely carried over. The traffic and parking impacts have been fully addressed per DDOT's recommendation.

GU has agreed to remove MHC-5 from the Plan.

Additional Information:

1. Additional information be provided regarding temporary employees.

Agree and information is provided in the detailed response to OP's conditions filed in the record.

GU Proposed Conditions

Include:

- Undergraduate TUP cap with no requested increase
- Voluntary enrollment maximum for Main Campus
- Location of 1,000 SCS students off-campus
- New Quality of Life commitments
- Transportation commitments
- Annual reporting for transparency
- All of the proposed commitments described previously and on the record

Estimated Cost of Plan Commitments

Conversion of Leavey to create 250 beds	\$18.7M
Relocate School of Continuing Studies	\$48.8M
Trash pickup, MPD, and other quality of life initiatives (over the life of the Plan)	\$9.5M
Design and construct the Mid-Campus Turnaround	\$12.0M
Intersection Improvements at Gate 1	\$2.3M
Traffic Signal at Gate 3	\$0.4M
GUTS and other TDM (over the life of the Plan)	\$35M
TOTAL	\$126.7M

Phasing of Proposed Commitments

Ongoing	All Quality of Life Initiatives All TDM Initiatives All Monitoring and Reporting
Upon Approval	Traffic Signal for Gate 3
Within 1 Year after Approval	Intersection Improvements for Gate 1
Within 2 Years after Approval	Mid-Campus Turnaround
By December 31, 2013	SCS Satellite Location(s) for 1,000 students
By Fall 2014	Additional 250 beds, as proposed by the University

Legal Standard – Reasonable Accommodation

“The University has rights and the neighbors have rights, and a temperate, rational and balanced approach is called for. The BZA’s responsibility is ‘to determine whether a reasonable accommodation has been made between the University and the neighbors, which does not interfere with the legitimate interests of the latter’ (or, we are constrained to add, with the legally protected interests of the former).” *Georgetown College v. DC BZA*, 837 A.2nd 58 (DC 2003) (Georgetown I)

Reasonable Accommodations by GU in Response to the Community and City Agencies

The record establishes that GU has consistently listened to concerns and continuously revised its Campus Plan to accommodate the community and provide a balanced plan for both GU and its neighbors.

Prior to filing of the Campus Plan in December, GU:

- Added an on-campus Loop Road for buses
- Restricted use of Kehoe Field
- Agreed to freeze undergraduate enrollment at currently-permitted levels
- Adopted a voluntary Main Campus total enrollment maximum
- Enhanced its Off-Campus Program with additional SNAP cars and MPD reimbursable detail officers
- Removed the proposal to construct on-campus student housing on the 1789 Block
- Removed the request to extend the height of heating and cooling plant chimney
- Removed the proposal to build a convocation center

Between filing of the Campus Plan in December and the start of the public hearing in April, GU:

- Agreed to add a total of 250 beds on campus or outside of residentially-zoned areas of Zip Code 20007
- Agreed to locate 1,000 SCS students at a satellite location
- Reduced the Main Campus enrollment maximum to 15,000
- Removed the request for 1,000 additional parking spaces

Following the public hearings in June, GU:

- Enhanced its partnership with MPD to include seven off-duty MPD officers on Thursday, Friday, and Saturday nights and improved coordination efforts
- Started twice-daily trash collection in the neighborhood, including weekends
- Imposed new parking conditions to address student parking impacts
- Established a Community Working Group for Quality of Life Issues to renew community engagement

And this Fall, GU:

- Withdrew the Loop Road proposal
- Proposed the Mid-Campus Turnaround, to be completed within 2 years of final approval
- Agreed to intersection improvements at Gate 1, to be completed within 1 year of final approval
- Agreed to fund a traffic signal at Gate 3 upon final approval
- Agreed to change its enrollment methodology in response to OP's recommendation

Conclusion