



Georgetown University 2010-2020 Campus Plan

Presentation to the
D.C. Zoning Commission
April 14, 2011
Z.C. Case No. 10-32

ZONING COMMISSION
District of Columbia
CASE NO. 10-32
EXHIBIT NO. 42



Maureen E. Dwyer
Director, Goulston & Storrs



Fact and Expert Witnesses



Dr. John J. DeGioia
President, Georgetown University



Georgetown University's Tradition of Excellence

- One of the most selective undergraduate programs in the nation
- Student body committed to service, including Peace Corps and Teach for America
- Distinguished alumni serving as members of government, as humanitarians, or as leaders in the corporate sector



Commitment to, Investment In and Service To the District of Columbia

- Community Service
 - Hundreds of students tutor and mentor in D.C. public schools
 - Thousands of hours of free legal advice and medical care through our clinics
- Economic Impact
 - Largest private employer in the District
 - \$127 million in salaries to D.C. employees
 - \$9 million in taxes to the District
- Contributing Citizenship
 - 24,000 alumni within the District and more than 42,000 alumni in the D.C. metro area



Regular Dialogue and Response to Community Concerns

- Regular, ongoing communication and outreach, including:
 - Quarterly meetings since 1990 regarding campus plan and related issues
 - Monthly meetings since 2001 regarding off-campus student life issues
- Collaborative community outreach process used as the basis for the proposed Campus Plan
- Participated in mediated discussions with community leaders, led by an independent facilitator



A Modest Campus Plan that Advances University, Community, and City Goals

- Improve academic, athletic, and student life facilities
- Allow MedStar the flexibility to explore the feasibility of North Kehoe Field for construction of a new hospital
- Advance progressive, sustainable design and operations
- Continue leadership and innovation in managing the University's off-campus impacts



Substantial Concessions Made to Address City Agency and Community Concerns

- 250 new beds for undergraduates
- Locate 1,000 SCS students at one or more satellite locations
- Reduce our previously proposed main campus enrollment from 16,133 to 15,000
- No additional parking

These concessions supplement the pre-filing changes as a part of the University's overall amended plan

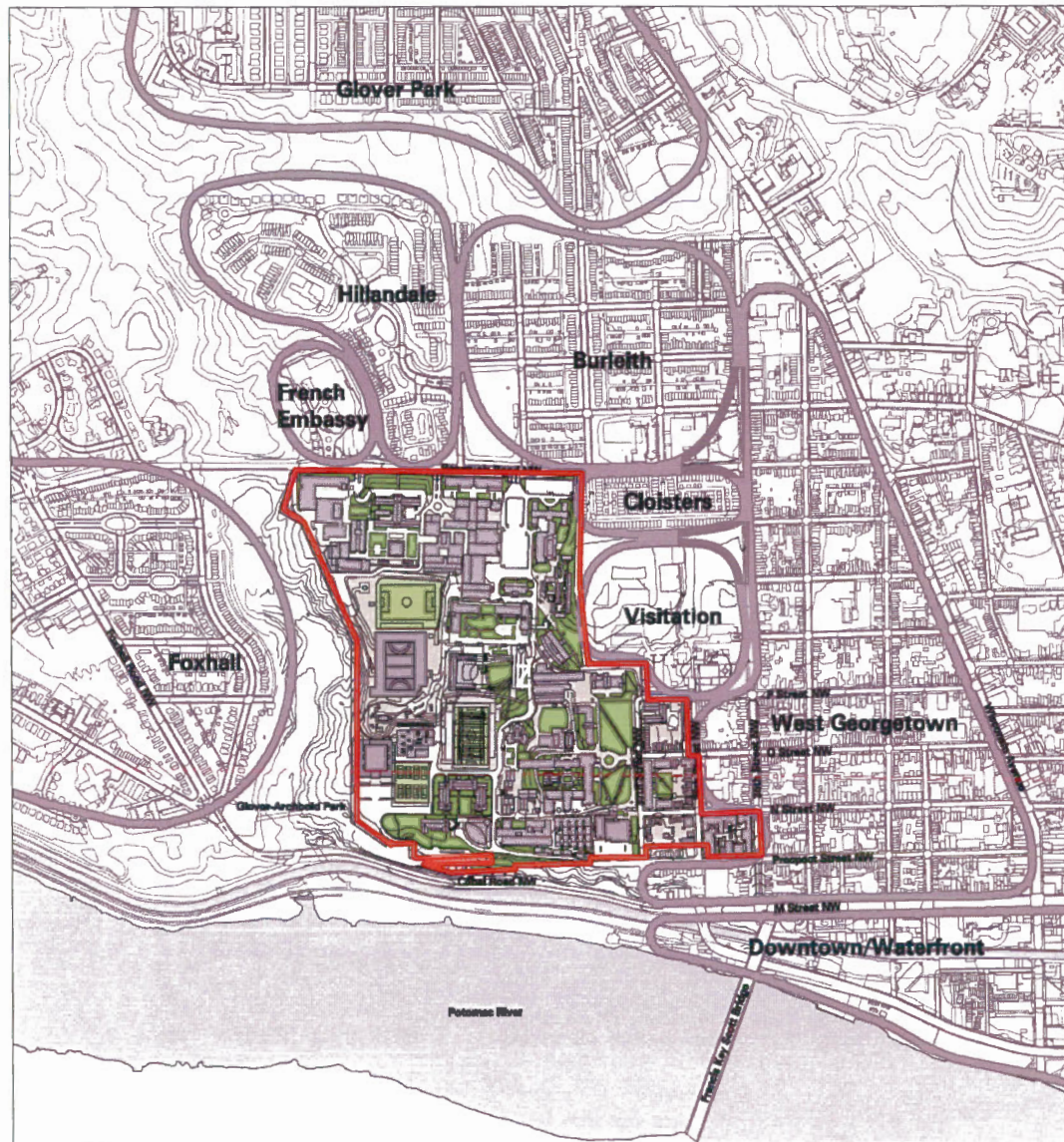


Alexander Cooper

Cooper, Robertson & Partners



Neighborhood Context



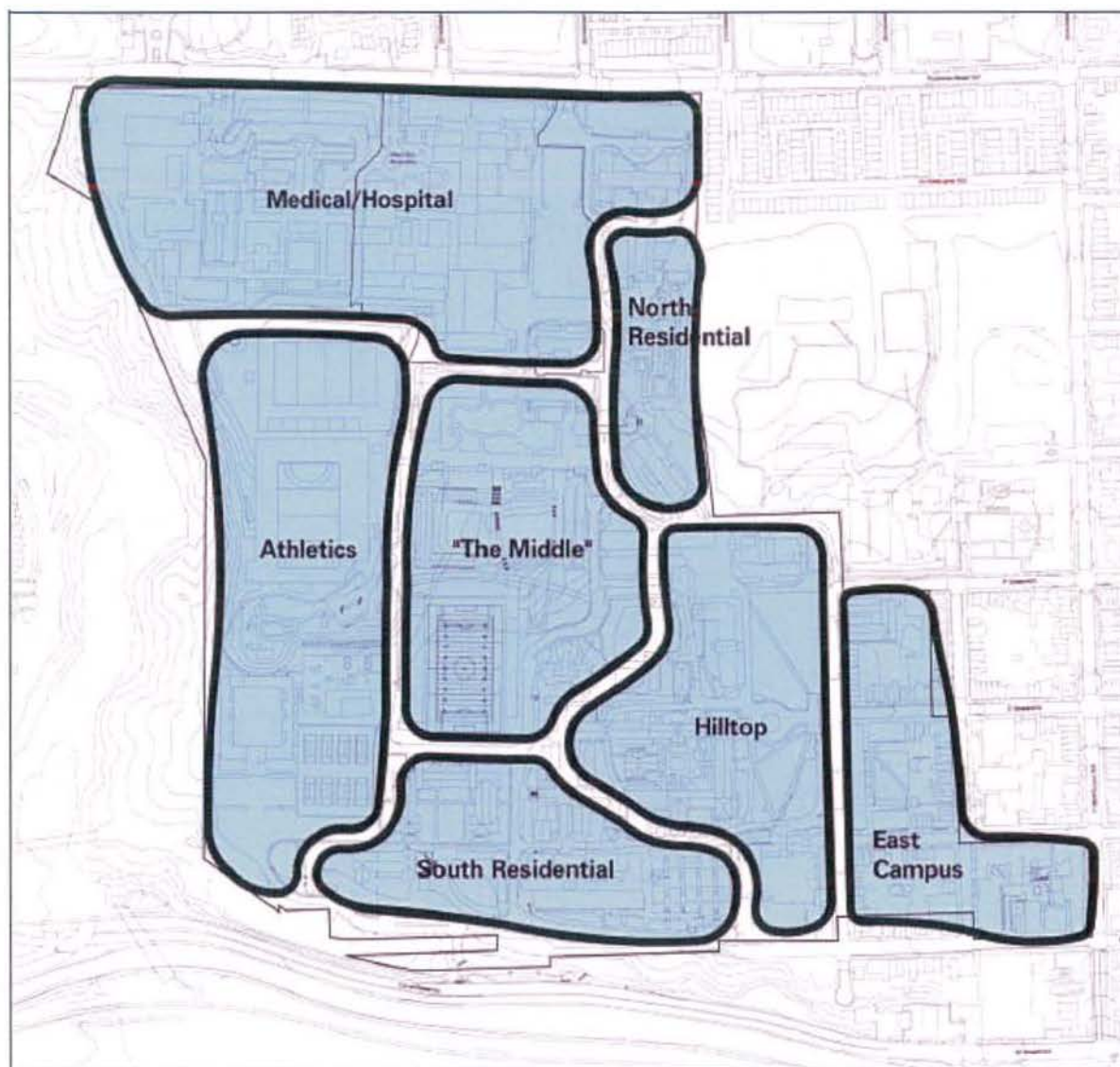


Existing Conditions





Campus Orientation





Proposed Campus Plan



Source: Exhibit E, Dec. 30, 2010 Filing

April 14, 2011 - D.C. Zoning Commission / 14



Existing Conditions and Uses





Proposed Conditions and Uses



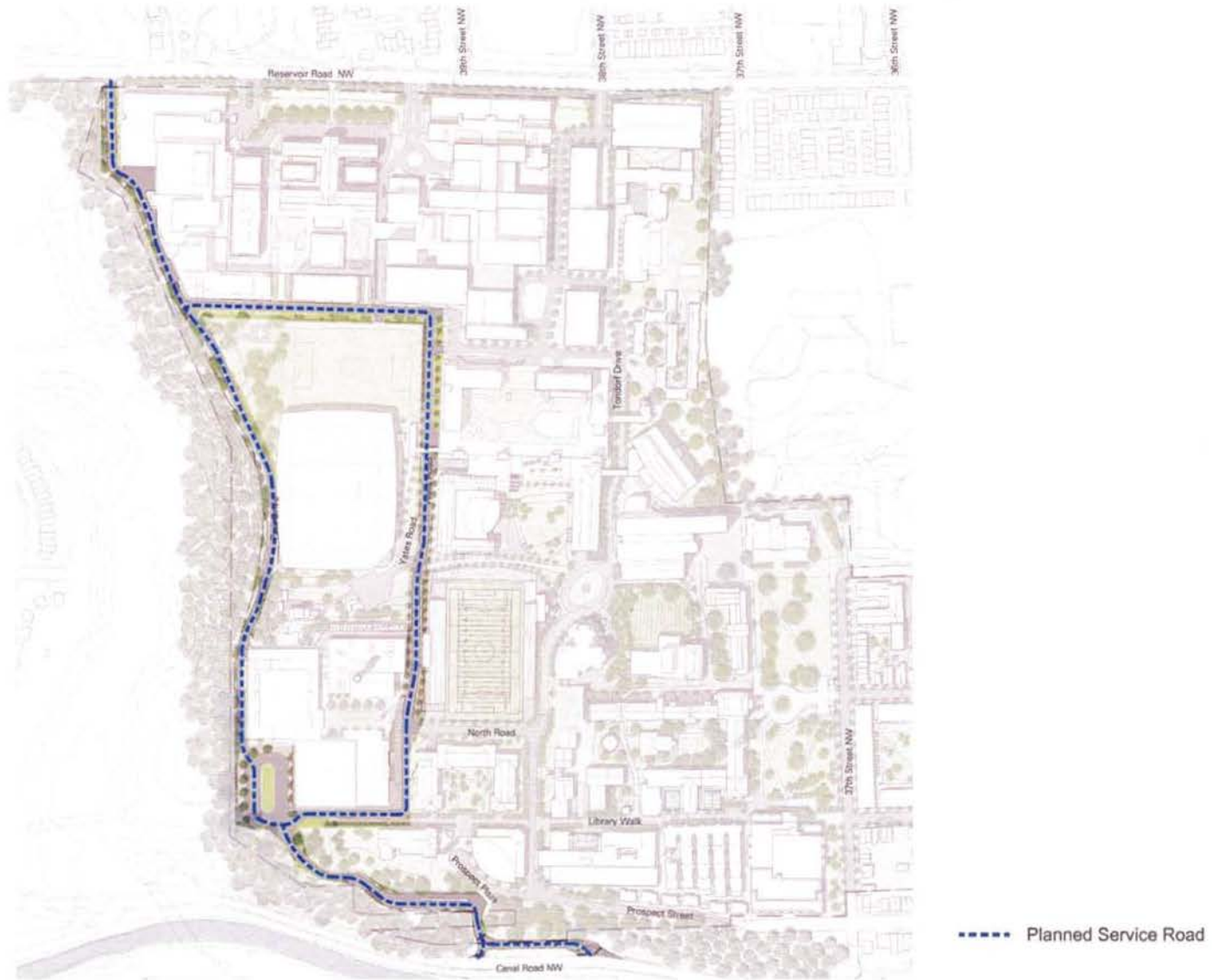


Campus Circulation: Pedestrian and Open Space Improvements





Campus Circulation: Loop Road





Georgetown's Commitment to Sustainability

- History of Leadership in Sustainability
- Ongoing Sustainable Efforts and Commitments
- Key Focus: Sustainable Transportation Solutions



Dr. James O'Donnell
Provost, Georgetown University



Voluntary Enrollment Commitments: An Overview

- Maintain undergraduate enrollment at currently permitted levels
- Maintain Medical School enrollment at current levels
- Modest growth in graduate students
- Provide simple and clear definitions based on IPEDS



Overall Headcount

- Voluntarily adopt maximum on overall number of students on the Main Campus
 - 15,000 students on a headcount basis (reduced from 16,133 in the original Plan filing)
 - Increase of 967 students over ten years
 - Based on reported IPEDS enrollment numbers

- Locate 1,000 SCS students at one or more satellite locations



Overall Headcount

- Under the 2000 Plan, GU met its projections for enrollment growth (counting graduate students as “financial full time students”)
- We are confident that we can manage to our proposed voluntary maximum for this plan



Undergraduate Enrollment

- Under prior plans, GU calculated undergraduate enrollment by excluding several categories of nontraditional students and averaging its fall and spring semester population
- GU has consistently and fully adhered to these currently permitted levels



Undergraduate Enrollment

- GU now proposes a more simple and transparent method for counting undergraduate students
 - Eliminates averaging
 - Limited exclusions
 - Based on reported IPEDS enrollment numbers

- The new maximum of 6,675 actually represents the same number of students that the old maximum counted as 6,016



**Dr. Todd Olson,
Vice President for Student Affairs
and Dean of Students,
Georgetown University**



No Objectionable Impacts Due to Student Conduct

Georgetown University will . . .

- maintain traditional undergraduate enrollment levels
- provide housing for the large majority of undergraduate students
- manage neighborhood safety, noise and off campus behavior
- improve on-campus student life activities and facilities

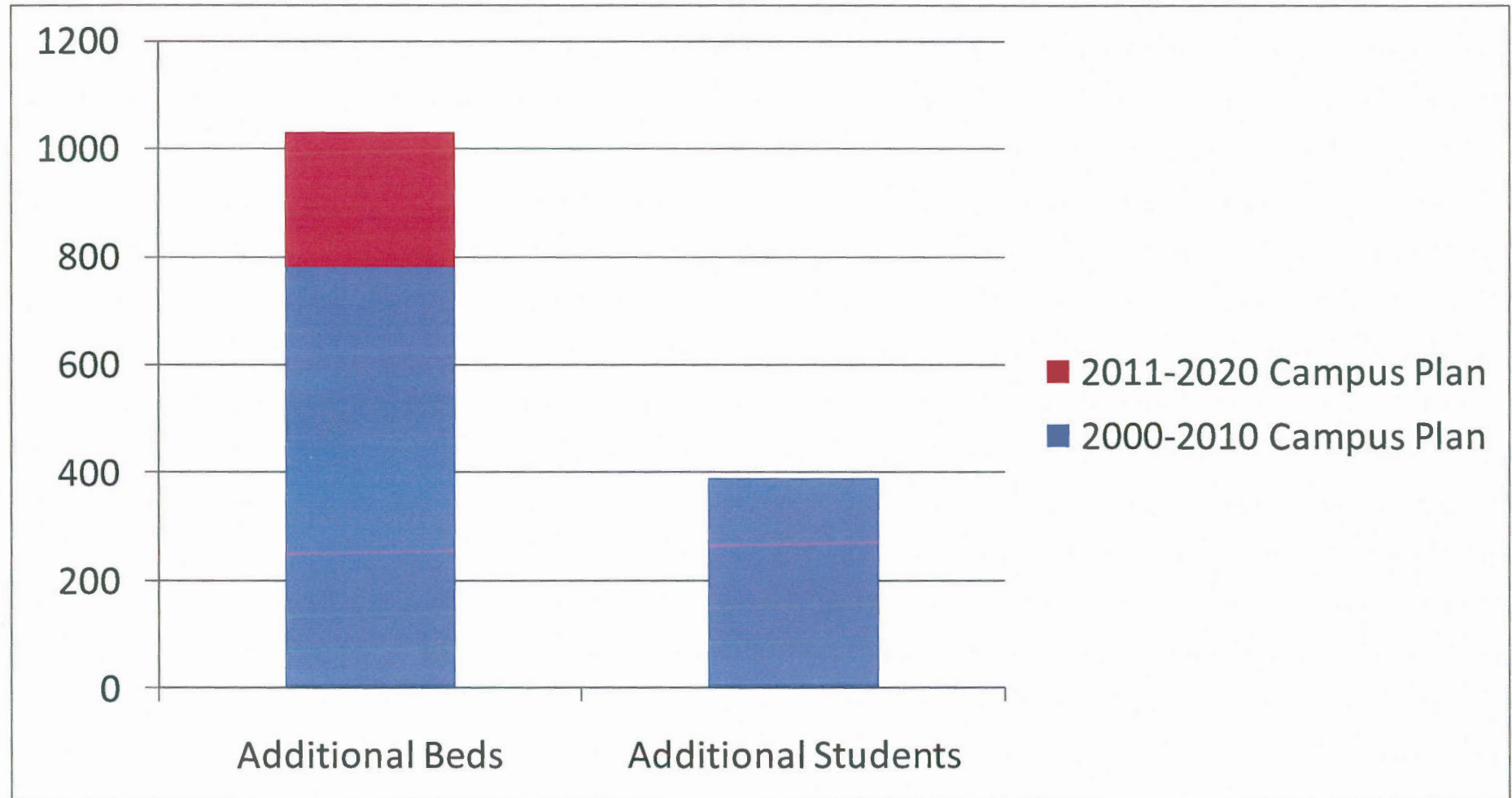


University Housing

- Housing Policy
 - Require traditional first and second year students to live in GU housing
 - Starting Fall 2011, transfer students under 21 also required to live in GU housing
- Housing Analysis
 - 2000-2010: Added 780 beds
 - Total of 5,053 beds
 - 2010-2020: Provide 250 additional beds
 - Total of 5,303 beds



Increase in Beds Through 2000 and 2010 Campus Plans





Innovative Management of Off-Campus Student Impacts

Key components:

▪ SNAP:

- Two neighborhood patrol vehicles staffed by professional staff and private security officers to (1) proactively monitor activity in neighborhood; (2) respond to reports of disruptive behavior; and (3) enhance community safety

▪ Reimbursable Detail:

- Three off-duty MPD officers paid by the University to patrol neighborhood on three nights each week

▪ Hotline:

- 24-hour hotline publicized and actively promoted by the University
- When in operation, calls are routed directly to SNAP, which provides neighbors with University assistance in real time
- Each report is documented and referred for response and follow-up



Innovative Management of Off-Campus Student Impacts

Key components:

■ Community Advisors:

- Two professional staff members who live in the Burleith and West Georgetown neighborhoods to facilitate communication and proactively address issues

■ Sanctions and Consequences:

- Rapidly accelerating and serious sanctions to address repetitive misconduct



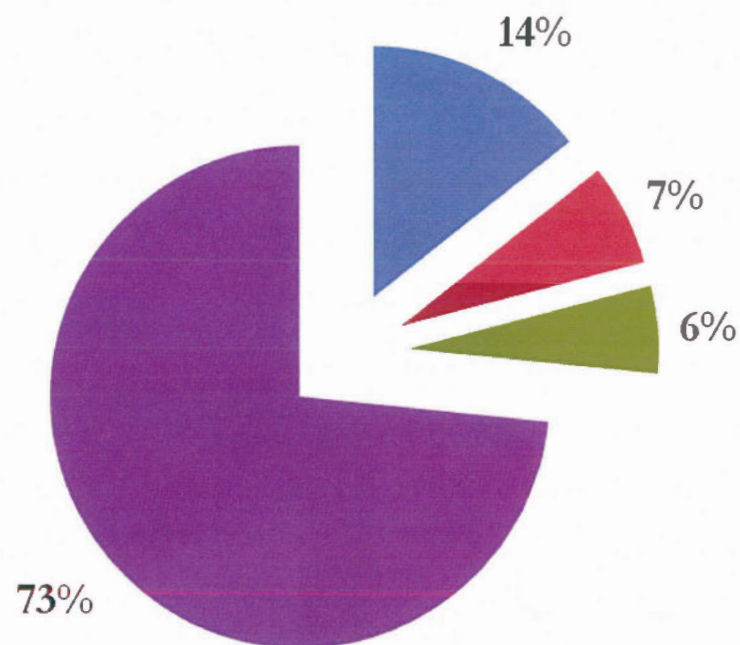
Effective OCSL Efforts

- Proactively address potential impacts before they take place
- Provide an aggressive real-time response to incidents as they occur
- Sanctions are working and the number of houses with repeat violations is declining



Effective OCSL Efforts

West Georgetown and Burleith - Fall 2009 - Spring 2010

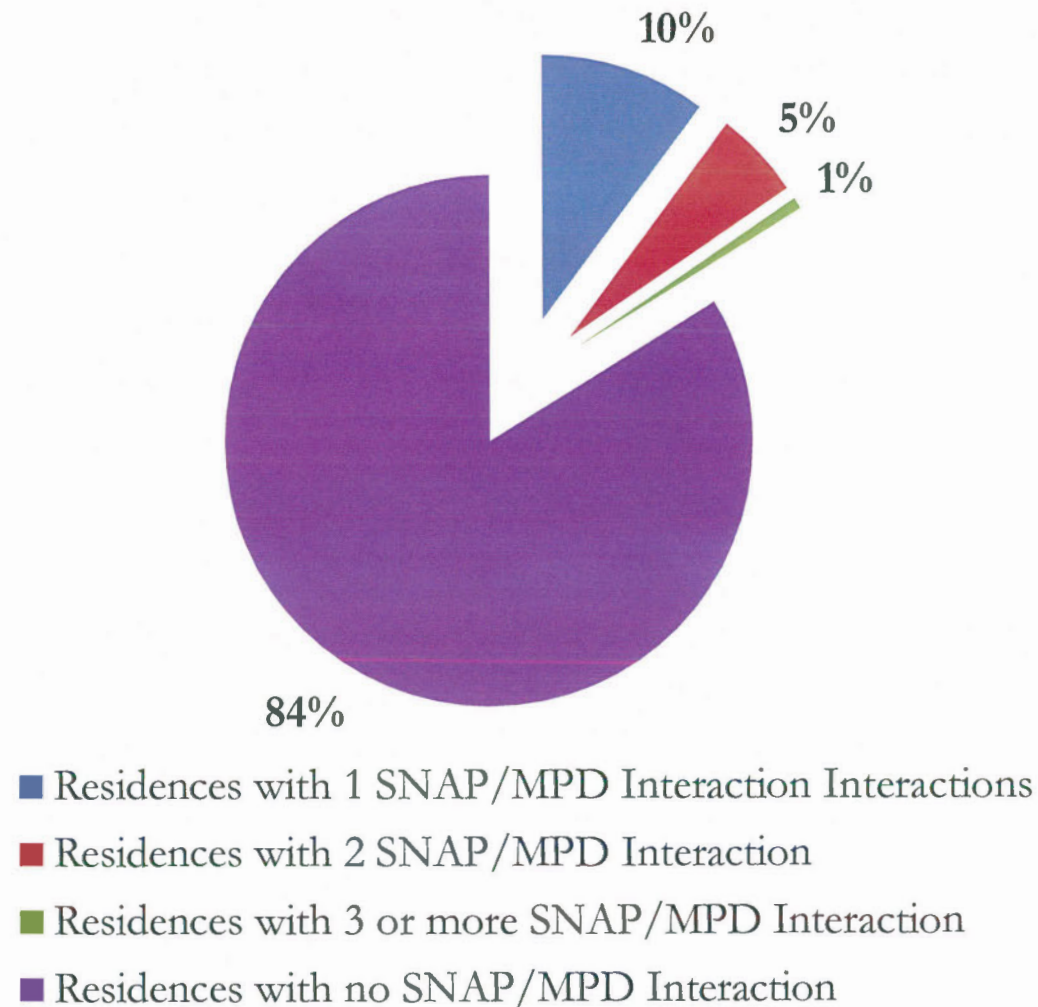


- Residences with 1 SNAP/MPD Interaction
- Residences with 2 SNAP/MPD Interactions
- Residences with 3 or more SNAP/MPD Interactions
- Residences with no SNAP/MPD Interaction



Effective OCSL Efforts

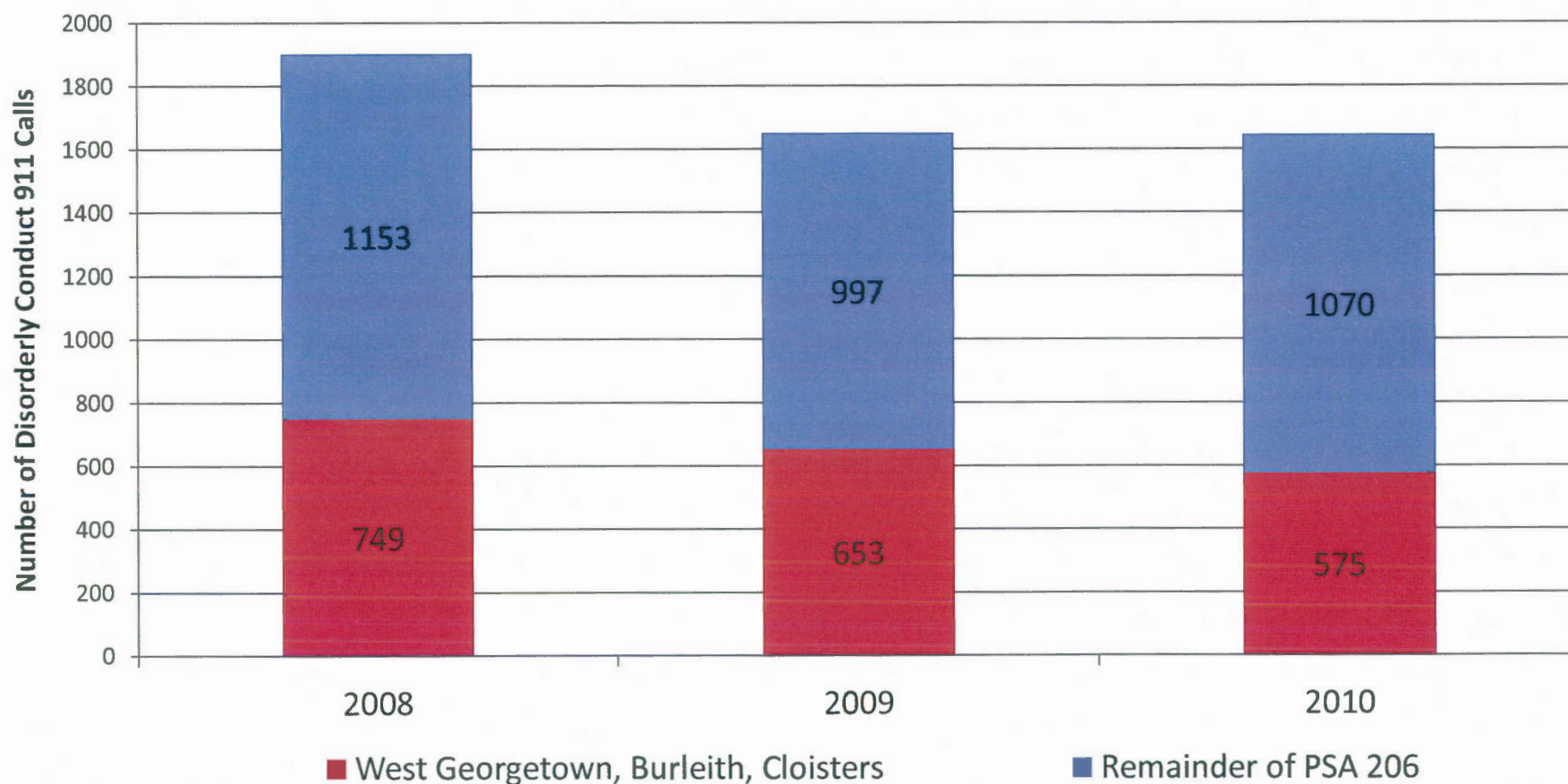
West Georgetown and Burleith - Fall 2010





Effective OCSL Efforts

PSA 206 - Disorderly Conduct Calls for Calendar Years 2008-2010





Conclusion

- GU encourages all of its students to be responsible and respectful neighbors through mandatory education and our new community contract, which will take effect in 2011
- GU provides a comprehensive and innovative set of policies and initiatives focused on managing off-campus student impacts
- GU is committed to providing University resources that proactively address and respond to these issues quickly, minimizing need for city resources

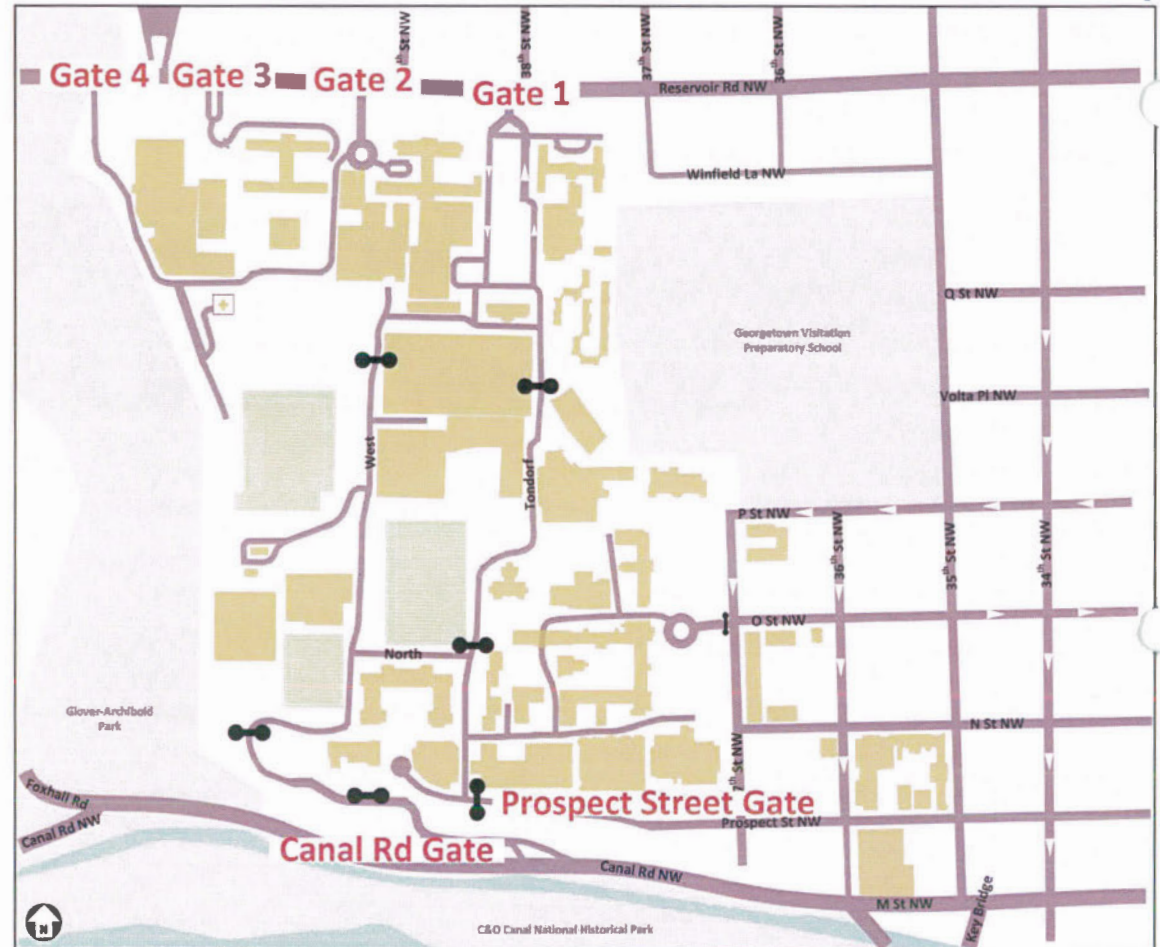


Dan Van Pelt, Gorove/Slade Associates



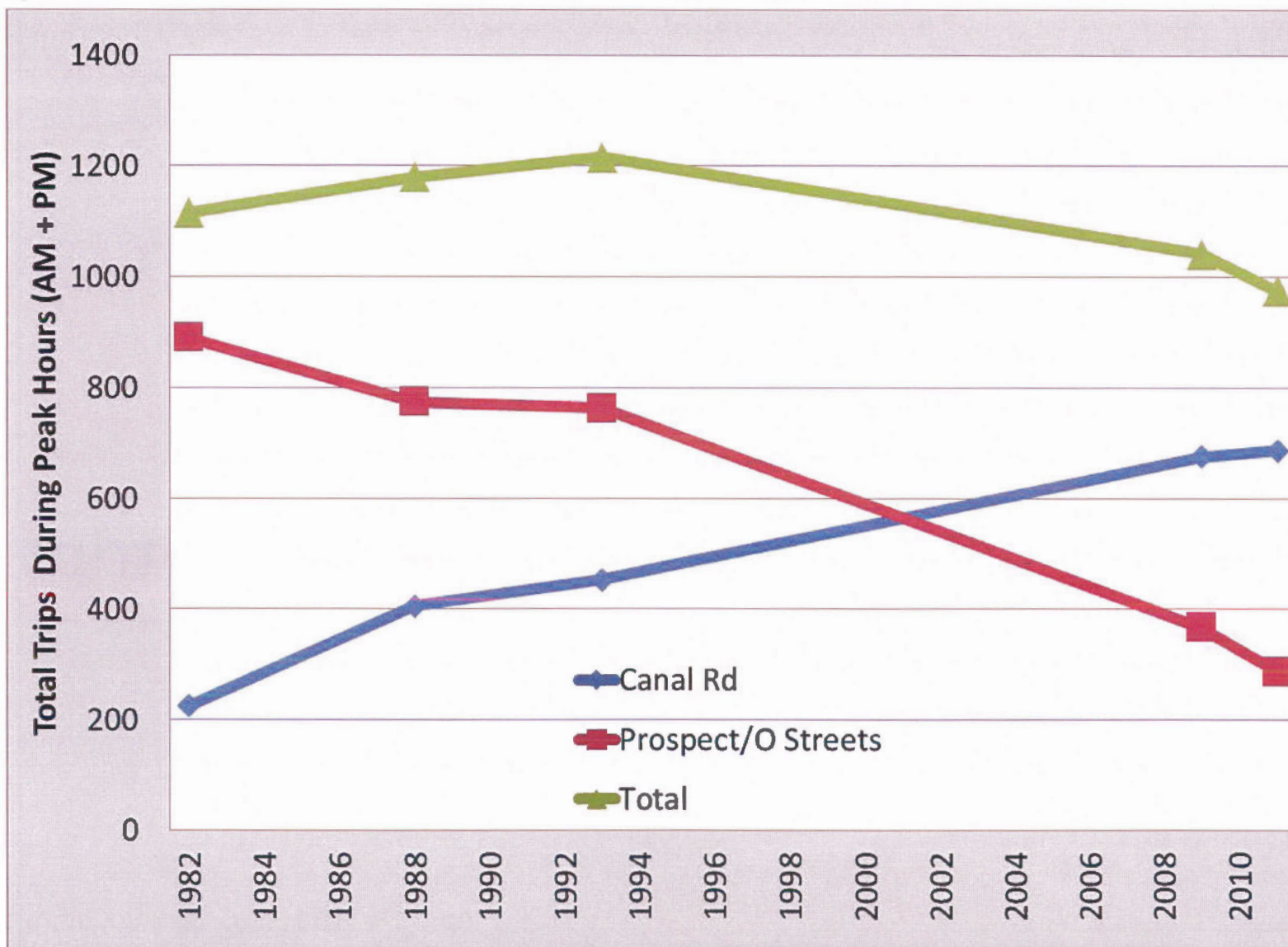
Trends – Parking & Trip Generation

- Parking supply & demand is nearly same as it was in 2000
- Total traffic generated by campus during peak hours is nearly same as it was in 2000





Trends – Positive Changes Resulting from Canal Road Gate



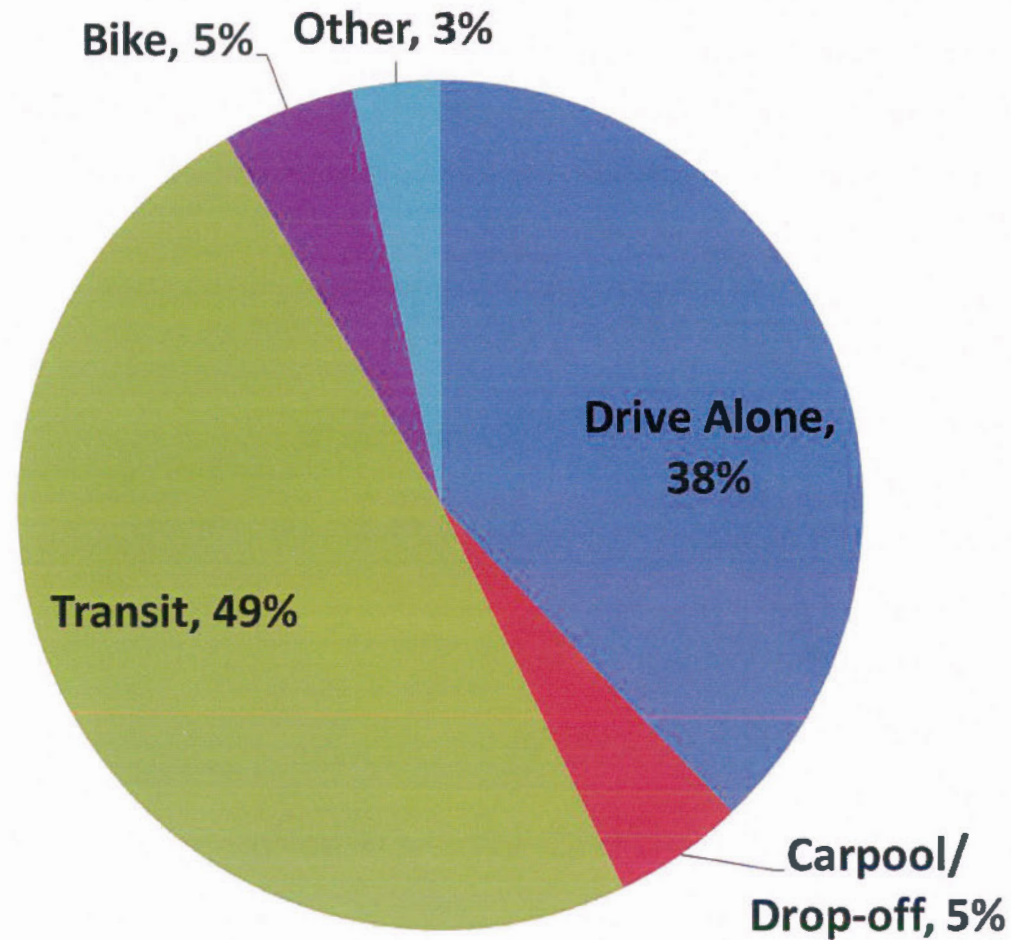


Trends – GUTS

- 1990: 54,000 trips per year
- 2000: 1,000,000 trips per year
- 2010: 2,000,000 trips per year
- Removes up to 7,750 potential vehicle trips from roadways per day



Overall Campus Mode Split





Trends – Mode Split

- Entire population is using automobiles less and transit more
- University Faculty/Staff:
 - Car mode split: down 18%
 - Transit mode split: up 41 %
- Graduate Students:
 - Car mode split: down 35%
 - Transit mode split: up 270%



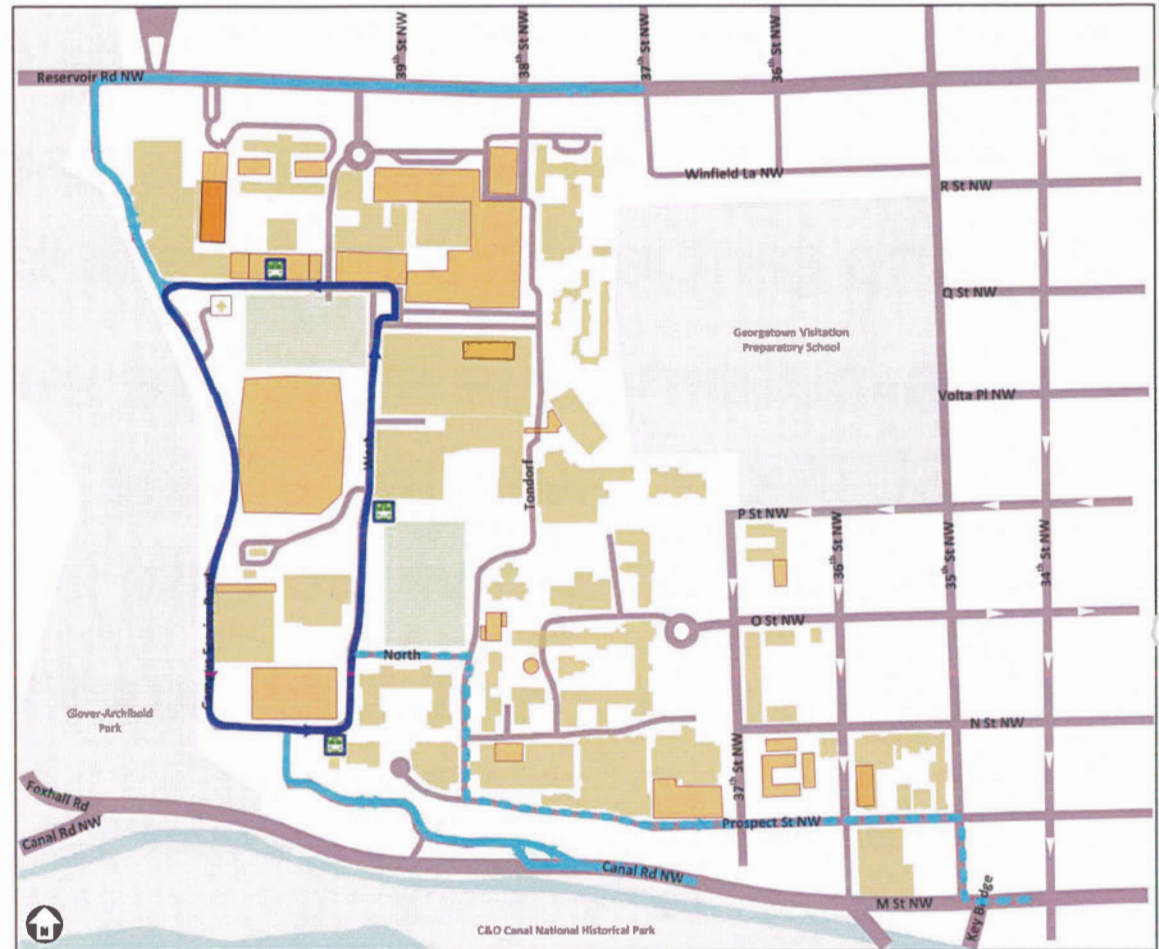
Trends – Conclusions

- Automobile usage stats are steady
 - Parking supply/demand is same as 2000
 - Trip generation during peak hours is same as 2000
- Non-automobile stats are increasing
 - GUTS continues to be huge success
 - Mode split shows increase in non-auto modes
- Growth since last Campus Plan accommodated by non-auto modes



GUTS Improvements

- Stops on both sides of campus for major GUTS routes
- Move GUTS routing off of neighborhood streets





Transportation Demand Management

Continue & Enhance TDM programs

- GUTS, 2 million riders per year
- Bicycling, 1600 spaces on campus at 97 racks in 43 locations
- Improved bike-sharing and car-sharing options for students, faculty & staff
- More management of programs
 - Coordination between GU and GUH
 - Enhanced marketing



Eric Smart, Bolan Smart Associates



Graduate Program Growth

- The proposed growth will have a minimal, if any, noticeable impact on Burleith and West Georgetown residential markets, due to:
 - Graduate student characteristics
 - Very limited new demand for housing
 - Neighborhood market conditions



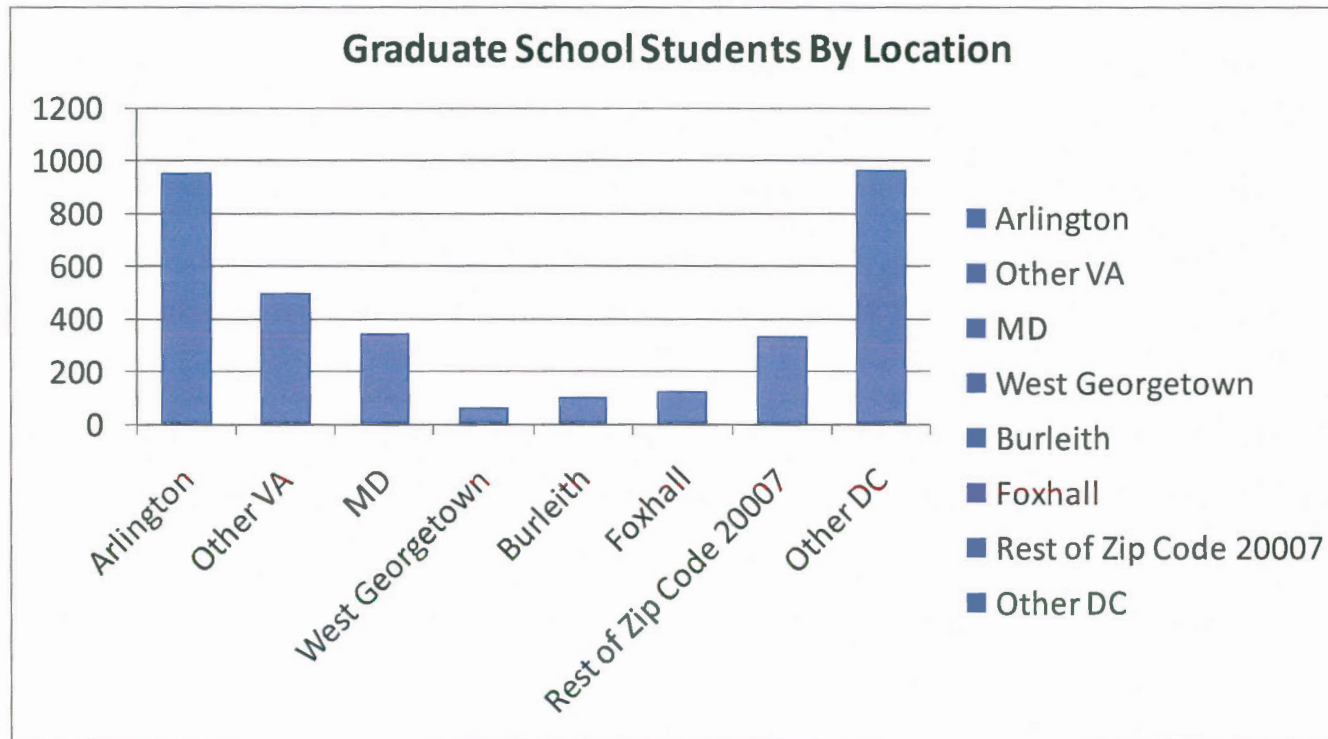
Graduate Student Characteristics

- Older, averaging between 27 and 30 years
- Significant number of part-timers
- Often juggling careers and family life
- Not inclined to share housing with other students
- Not likely to live next door to campus



Graduate Housing Location

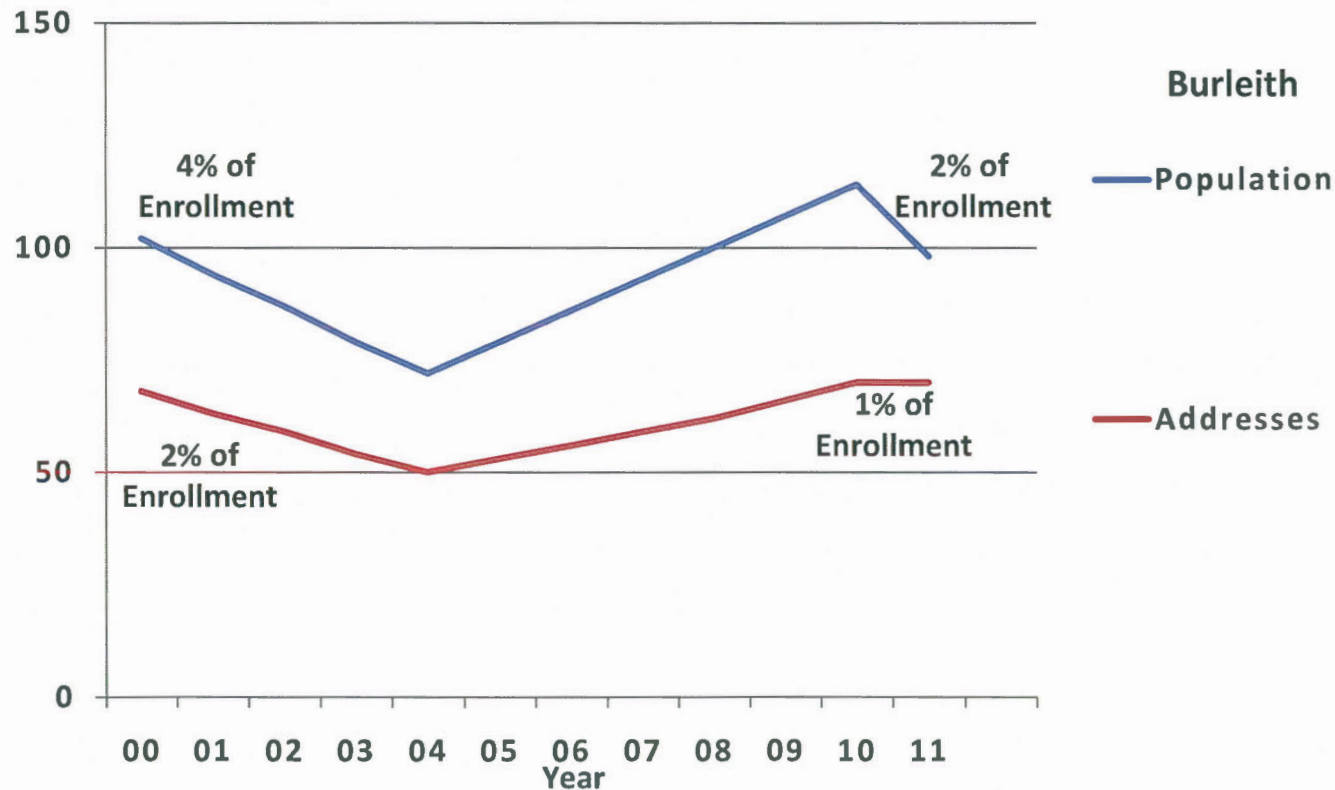
- Less than 4% live in Burleith / WG





Graduate Housing Location

- Declining percentage of total graduate student enrollment living in Bur / WG





Graduate Housing Type (Bur / WG)

- 50% live alone (no other student), i.e. in an apartment in an owner occupied home
- 15% share a graduate group home (3+ grads)
- 35% live with one other graduate or as a single graduate with undergraduates



Graduate Growth (Bur / WG)

Based on historical 2010 graduate housing ratios:

- 967 students X 4% living in Burleith and West Georgetown = 39 additional students = demand for **five to six** non-single occupant residences through 2020
- Five to six non-single occupant residences equates to well less than 1/2% of the total housing inventory and one half a new student group residency per year



Neighborhood Characteristics (Burleith)

- Stable demographics consistent with District-wide trends regarding household age, etc.
- 174% average home price increase for Burleith since 2000, almost double the District's increase of 91%
- No evidence of adverse impacts of graduate residences on adjacent home values or neighborhood appearance
- Majority of homes (60%+) are owner occupied (vs. 44% District-wide), and have increased over the past six years as a proportion of total home purchases



Housing Market Implications

- The typical graduate student profile can represent a neutral to positive neighborhood demographic
- Average owner occupant purchase prices exceeding \$800,000 in Burleith pricing out cost effectiveness of conversions to student group home rental
- No significant new demand to drive non-owner occupant purchases of single family residences for graduate student group rental



Summary

- The proposed graduate program growth will have minimal, if any, noticeable impact on the Burleith and West Georgetown residential markets
- Over the last decade, the Burleith and West Georgetown neighborhoods have remained stable and property values have increased



Dr. John J. DeGioia
President, Georgetown University



Summary

Modest and responsible plan for the University's future with substantial commitments that respond to community and city concerns



Maureen E. Dwyer
Director, Goulston & Storrs