August 7, 2000

Members
Board of Zoning Adjustment
District of Columbia
441 4th St., NW, 2nd Floor
Washington, DC 20001

SUBJECT: BZA Application 16553
George Washington University's Campus Plan 2000

Dear Members of the Board:

This is to request your intervention to prevent George Washington University from constructing sign pillars on public property. On April 17, 2000, I wrote a letter to Ms. Sheila Cross about this and other concerns. I am sending this separate communication because I want to be certain that you are aware of a somewhat hidden item in GWU's Campus Plan 2000.

Enclosed is a copy of Figure L from the Campus Plan. Notice thereon the objects labeled "Gateway markers" which are really sign pillars that advertise GWU. Notice also that they are to be constructed **on public property**. I read the Campus Plan and did not find any reference to "Gateway markers," much less exactly what they are and where they are to be placed. Only upon examining Figure L did I notice that they are to be placed at curbside on public property. Please do not allow that to happen.

I make this request on the basis that the streets that cross the Foggy Bottom area, where GWU chose to locate and expand itself, are public property, as are a certain amount of curbside property including sidewalks. If I am mistaken about this, please let me know.

There is a gluttony of existing GWU flags, banners, directional signs, plaques, sign pillars, on-building and off-building signs, signs on trash and recycle containers, etc., etc., etc. These are very visible from the public thoroughfares and are more than enough to make anyone aware that he or she is in the midst of GWU. As if all that signage is not adequate to "identify" the campus, GWU has been progressively infringing on public property. There are permanent banners mounted on an extraordinary number of public street lampposts (even on Pennsylvania Avenue), and an overabundance of trash and recycle containers on public sidewalks – all painted in GWU blue and emblazoned with GWU advertisements. There are several meaningless street name signs that do not declare a street name – they merely indicate "George Washington University." Virtually every utility box on public property in the GWU area has been painted GWU blue. It will not surprise me when GWU paints the public streetlight posts and sidewalks in GWU

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Exhibit No. 181

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EXHIBIT NO.181

As one of many GWU-oppressed Foggy Bottom residents (for a multitude of reasons), I strive to stay away from the area that comprises the GWU campus, and that helps me tolerate the overall situation. However, like many of my neighbors, I must traverse the streets of that area, one reason being that I walk about seven blocks to work. The GWU advertisements from its property virtually scream at passersby. One might be able to ignore them except that GWU advertisements are increasing on *public* property as well. Overall, the message seems to be "You are on GWU property, and don't forget it!" although, in fact, passersby are not on GWU property. That makes for a very unpleasant situation.

GWU's increasing use of public property in Foggy Bottom for self-promotion purposes has become obnoxious. Adding "Gateway markers" on public property, as outlined in the Figure L of the Campus Plan, would be ludicrous if not an outright insult to the general public. (Is it any wonder that a neighbor of mine now refers to GWU as "~~**George Washington**~~ **Obnoxious University"?**)

I don't object to GWU advertising itself from its property, however obnoxiously (but legally) it accomplishes that. My objection is to its use of *public property and space* for that purpose.

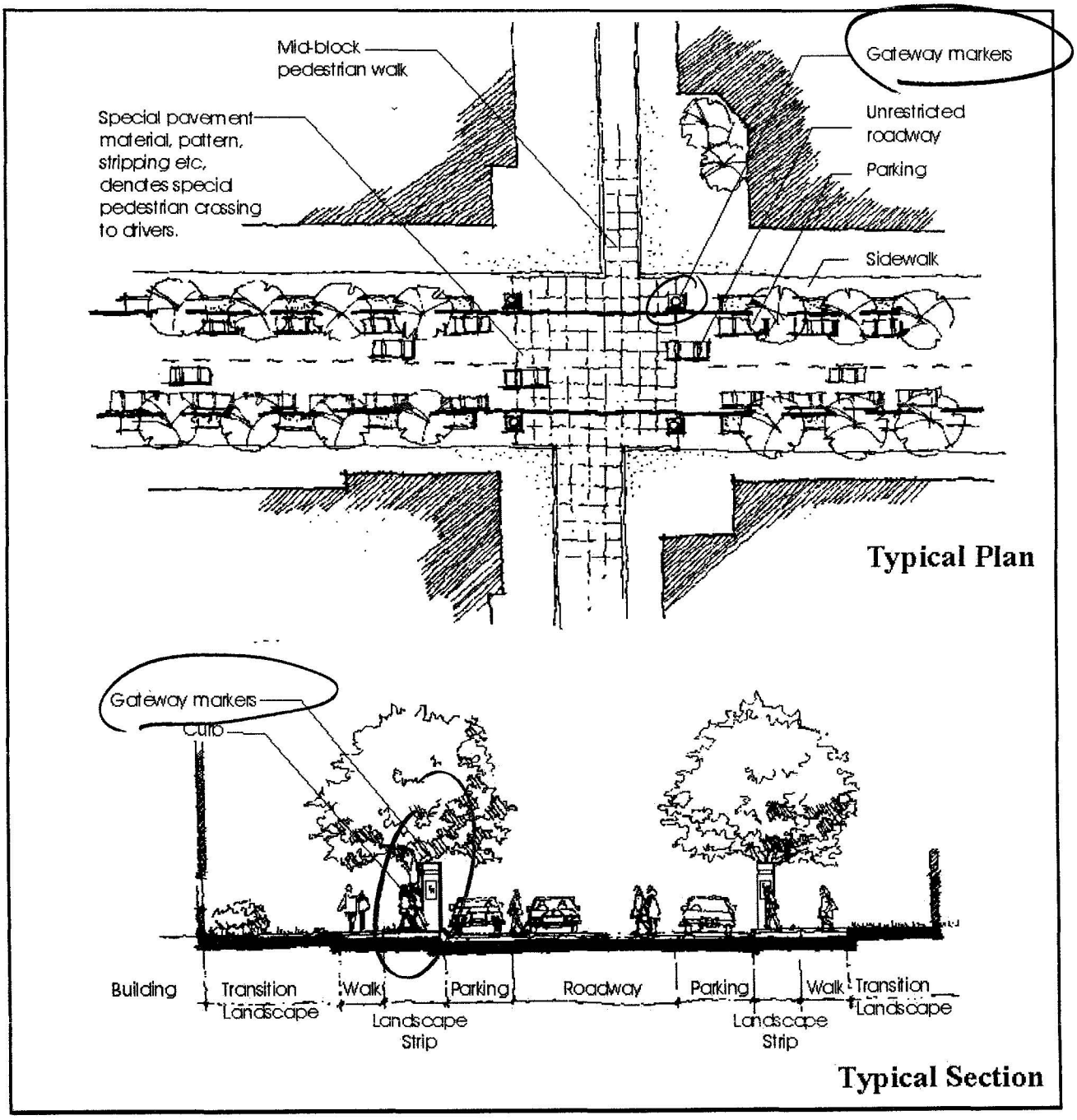
Thank you for your consideration of my request. To assure that this matter is widely considered, I am sending a similar letter to the Mayor, other officials, and Foggy Bottom residents.

Sincerely,



Milton O. Maeda
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Cc: Mayor Anthony A. Williams
Public Space Committee, DPW
Advisory Neighborhood Commission 2A
Foggy Bottom News



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Figure L

Typical Mid-Block Pedestrian Crossing