



GREAT STREETS FRAMEWORK PLAN



Government of District of Columbia
Anthony A. Williams, Mayor



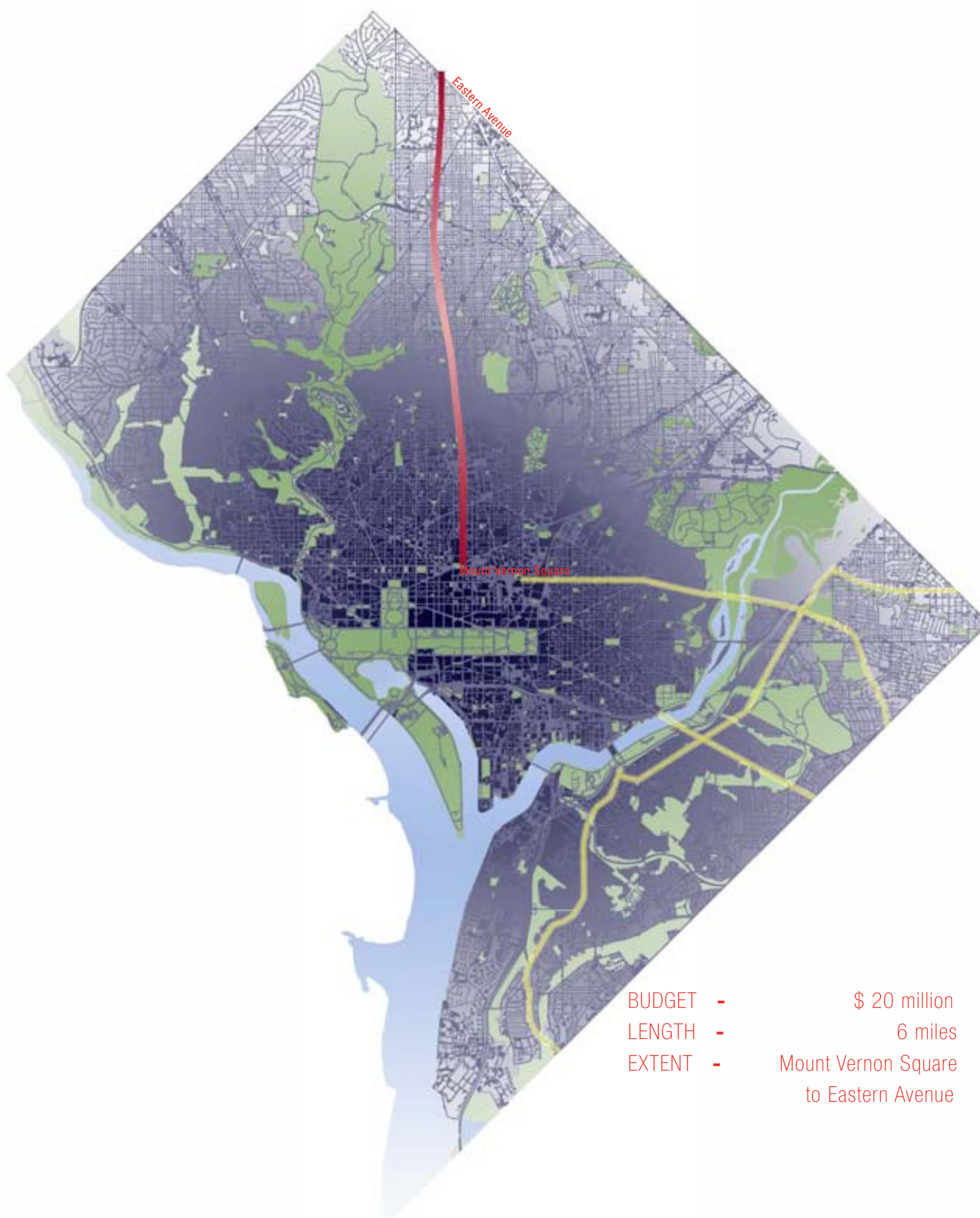
District Department of Transportation
Michelle Pourciau, Director

7TH STREET - GEORGIA
AVENUE NW



THE GREAT STREETS PROGRAM INVOLVED THE PUBLIC AND COMMUNITY MEMBERS IN A VARIETY OF PROJECT TASKS SUCH AS ANALYSIS, DISCUSSION, WORKSHOPS, IDEA PROCESSING, BUDGETING AND DESIGN RECOMMENDATIONS.

7th Street/ Georgia Avenue NW



BUDGET - \$ 20 million
 LENGTH - 6 miles
 EXTENT - Mount Vernon Square
 to Eastern Avenue

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Great Streets is a multi-agency program that strategically uses public investments to improve local quality of life and to attract private investment to communities. The corridors that are identified as the first phase of the Great Streets Program are not only vital to the community development of local neighborhoods, but are also key to enhancing the District's diversity and prosperity.

Program Goals

1. Improve the quality of life in neighborhoods along the corridors, including public safety, physical appearance, and personal opportunity;
2. Support local demand for goods and services through economic development;
3. Expand mobility choices and improve safety and efficiency of all modes of travel; and
4. Attract private investment through the demonstration of a public commitment to Great Streets communities.

PRINCIPLES



ENERGIZE

Strengthen businesses and other local services



REFRESH

Integrate nature and create valuable open spaces



MOVE

Choices in how to travel



DISTINGUISH

Safe, vibrant places that reflect local character



CARE

Increase community ownership and participation



A FRAMEWORK FOR CHANGE

Georgia Avenue and 7th Street is a growing corridor with expanding residential populations. This, in turn, increases demand for quality retail and transportation infrastructure, particularly for public transit, in the neighborhoods along the corridor. Retail must compete, however, with emerging markets on nearby 14th Street, U Street, and other nearby corridors.

Enhanced transit facilities, such as express bus or streetcar services, will improve accessibility to and from the corridor and between the two major downtowns – Silver Spring and Washington, D.C. – further strengthening the vitality and success of retail along the corridor. In addition, retail facilities near transit stop locations will benefit from the greater exposure and greater access.

The framework for Great Streets transportation improvement emphasizes enhancing and distinguishing the central retail nodes from intervening predominantly residential, institutional, or open space segments. Utilizing unique lighting, landscaping, and pavement treatments, these areas will stand out as unique destinations along the progression of the corridor. Focused enhancements will result in maximum visual impact and utilization of the limited resources available and increased support to existing retailers. Streetscape improvements such as public art, signage, and the design of open spaces that draw on adjoining neighborhood characteristics as a design inspiration will convey the history and culture of the corridor and enhance the retail experience.

VISION Providing a direct connection from Downtown Silver Spring and Downtown Washington, D.C., Georgia Avenue is a major urban corridor. It is lined with important educational, institutional, and cultural destinations. Enhanced transit services stimulate vibrant retail and employment centers connected by residential neighborhoods. Inspiration for the public environment design is drawn from the rich cultural diversity of the corridor.



	Shaw/ Convention Center	Howard Town Center	Pleasant Plains	Irving/Kenyon Gateways	Petworth/ Parkview	Park & Civic Center
Extent/ Length	Downtown Neighborhood New York Ave to Rhode Island Ave (3,395 Feet)	Regional Commercial Destination S Street to Barry Place NW (2,500 Feet)	Neighborhood Retail Center Euclid St. to Harvard (1,320 Feet)	Regional Access Gateways Irving to Kenyon (375 Feet)	Community Commercial Center Princeton Pl. to Shepherd St. (1,670 Feet)	Shepherd St. to Webster St. (1,000 Feet)
Level of Improvements	<ul style="list-style-type: none"> • Transportation Study - none recommended, Mt. Vernon Triangle underway • Physical Investment - streetscape guidelines underway, general streetscape enhancement 	<ul style="list-style-type: none"> • Transportation Study - parking management strategy (if not included in U Street Plan) • Physical Investment - major streetscape enhancement, major pedestrian crossing improvements 	<ul style="list-style-type: none"> • Transportation Study - comprehensive transportation urban design recommended from Kenyon to Rhode Island including Sherman and all new development • Physical investment - General streetscape enhancement 	<ul style="list-style-type: none"> • General Enhancements • Physical Investment - wayfinding signs 	<ul style="list-style-type: none"> • Transportation Study - GA/NH study completed, shared parking/parking management possibly desired • Physical Investment - major streetscape enhancements 	<ul style="list-style-type: none"> • Transportation Study - GA/NH study completed, shared parking/parking management possibly desired • Physical Investment - major streetscape enhancements



580 Feet

Gallatin
 Small Neighborhood Retail Center
 Farragut to Hamilton (773 Feet)

Military Rd.
 Community Retail Center
 Missouri to Quackenbos (1,020 Ft.)

Piney Branch
 Neighborhood Retail & Office Ctr.
 Sheridan to Van Buren (1,400 Ft.)

Georgia Ave Gateway
 Community Commercial Center
 Eastern Ave to Fern Pl. NW (2,000 Feet)

General Enhancements

- Transportation Study- none recommended (possible small look at intersection of Illinois w/GA north of node)
- Physical Investment- basic sidewalk maintenance, crosswalks and ped lights

Major Reconstruction

- Transportation Study- Military Road study completed, possible additional look (see above)
- Physical Investment- major intersection improvement, general streetscape enhancement

Streetscape Improvements

- Transportation Study - possible future transportation study down to and including Military Road
- Physical Investment - general streetscape (ped lights, special sidewalks & crosswalks, trees)

General Enhancements

- Streetscape recently completed and in good shape
- Transportation Study - shared parking/parking management plan and traffic calming desired
- Physical Investments - public art

HISTORY AND CONTEXT

The 7th Street/ Georgia Avenue NW Corridor grew incrementally over time. Spurred by streetcar infrastructure, institutional anchors such as Howard University and residential developments like Ledroit Park, Takoma, Brightwood, and Shepherd Park the corridor began robust growth in the early 19th Century. The corridor was the primary commercial, social and cultural resource for the medium density communities that surrounded it.

Mid-20th Century disinvestment and neglect have taken their toll on the corridor. Commercial establishments, which thrived on the patronage of the residences and institutions around them, declined as competition from suburban retail grew, local residential populations declined, and American travel behavior turned more and more toward the convenience of the private automobile and away from the traditional modes of walking, biking, and transit.

The streetcar line was replaced by bus service in the 1930s. By the 1960s, the street had become a major automobile thoroughfare oriented more toward shuttling commuters between Maryland and downtown Washington, D.C. than supporting and strengthening the local neighborhoods and retail establishments.

Unlike Connecticut Avenue which has a very strong rhythm of retail nodes alternating with residential communities, the Georgia Avenue and 7th Street corridor has very few discernable nodes that concentrate retail and community activity and provide focused places and an obvious progression from one neighborhood to another. Corridor land uses are poorly organized and differentiated to create distinct centers. Newer retail establishments are designed more for easy auto access than local pedestrian service. The continuous repetition of uses results in an undistinguished character that does not appropriately represent the

rich history, distinct residential communities, and unique institutional assets of the corridor.

Metrail services commenced in phases on the corridor with the opening of the Shaw and U Street Stations in 1991 and the Petworth Metro Station in 1999. Transit connectivity, however, remains inadequate north of the Petworth Station and is in need of improved inter-modal connectivity between Metrorail and Bus.

The predominance of under-performing, repetitive retail facilities and parking lots along the street in conjunction with its indistinct streetscape has led to a monotonous character, which gives little by way of identity to the various neighborhoods that fall along its path. While the corridor does still have strong institutional anchors, it is not the pre-eminent commercial and cultural resource that it once was.

Figure A: West side of 7th Street NW between P and Q Streets, 1948

Figure B: Corner of Georgia Avenue and Irving Street NW, 1949

Figure C: Georgia Avenue/Park Road NW

Figure D: Georgia Avenue, North of Missouri Avenue



EXISTING TRANSPORTATION ASSESSMENT

Georgia Avenue in the last three decades has become a highly congested travel corridor used mainly as a connector route between the Maryland suburbs and the District core. The highest density residential locations are on the west side of Georgia Avenue at Howard University as well as at the south end of the corridor at New York Avenue. Retail and non-retail activity are very low relative to the total number of jobs and residences along the entire corridor. Although the length of the corridor is covered with businesses facing Georgia Avenue, with the exception of the two major institutions of Walter Reed and Howard University, it is not a major employment destination. Locations identified by the land use index as having the greatest interaction between households and employment included the vicinity of the following Georgia Avenue cross-streets: Missouri Avenue, New Hampshire Avenue, Columbia Road, and Rhode Island Avenue south to New York Avenue.

Peak and off-peak congestion become progressively worse as one travels from the north to the south end of the corridor. Daily traffic volumes range from 13,000 to 32,000 vehicles per day. Highest concentrations of congestion are found between Columbia Road and Rhode Island Avenue along Howard University and even worse south to New York Avenue.

The corridor's heavy transit bus usage is severely hindered by the roadway congestion. Peak hour bus trips average 70 to 80-minutes to travel the length of the corridor. The highest concentrations of walk access to bus, with over 1,500 per day, can be found in the blocks immediately adjacent to Missouri Avenue, New Hampshire Avenue at the Petworth Metro, and from the Howard University Campus to New York Avenue.

Highest activities for overall walk and bicycle travel to work (over 20%) include those individuals accessing Walter Reed Hospital, Howard University, and employment destinations south of P Street. In general pedestrian movement across Georgia Avenue appears to be a secondary priority to moving vehicles through the corridor. There are no pedestrian amenities, such as pedestrian islands or medians, in the center of the roadway nor are the demarcations for pedestrian crossings clearly marked or highly visible. A review of high accident locations during 2002-2004 identified the intersection of Georgia and Missouri Avenues as the highest accident location with an average of 23 accidents per year. All other intersections averaged less than 17 accidents per year.

Parking is permitted along most of the length of Georgia Avenue with the exception of the section south of Rhode Island Avenue during peak periods.

A



OTHER INITIATIVES AND MARKET POTENTIALS

Private Sector Developments and Potential Market Developments

As a whole, the 7th Street/Georgia Avenue Corridor offers little physical differentiation as the long stretches of struggling or marginal retail and an aging multifamily housing stock bleed into one another, making many neighborhoods nearly indistinguishable. However, 7th Street/Georgia Avenue is a long corridor over 5.5 miles with a wide variety of existing market conditions and future development potential at the neighborhood level. Over time, the corridor will be transformed from these indistinguishable stretches of struggling retail and aging housing into defined, neighborhood-serving retail cores surrounded and linked by higher quality, multifamily residential development. The result will decrease the total retail square footage, but the retail cores that emerge will be more vibrant, offering higher quality and more diverse retail services. Connecticut Avenue is a good analogy for the likely, future development pattern in the 7th Street/Georgia Avenue Corridor.

The significant amount of redevelopment activity along the 7th Street/Georgia Avenue Corridor will occur in concentrated investment areas. A description of some of these investment areas follows:

Northern Gateway: The Gateway Area is a critical part of the overall corridor, as it introduces traffic and residents to the north to a changing Georgia Avenue corridor. The Gateway Area has already experienced some reinvestment in its retail base, driven by improving demographics in surrounding neighborhoods, as well as some spin-off from the revitalized downtown Silver Spring to the north. There will be continued room for future investment, repositioning and re-tenanting of retail space and redevelopment of obsolete and unsupportable existing retail space into residential uses.

Walter Reed Redevelopment Site: This site has important historic resources that would be enhanced as part of any redevelopment. The emerging character of the area will be determined by how portions of the site are redeveloped for federal or District uses for office, retail, residential, or recreational uses. It is likely that the site will incorporate a broader mix of uses.

Piney Branch-Georgia Intersection: The Piney Branch-Georgia Intersection already has a relatively new Safeway-anchored retail center and a CVS. The neighborhood-serving retail character of this area will continue with some further infill development and revitalization of retail sites in the area. A limited amount of mid-rise, infill residential is also possible, although the dominant residential market trends will be the revitalizing of the surrounding, single-family housing stock.

Missouri-Georgia Intersection: The Missouri-Georgia intersection is a key intersection that links the corridor to stable residential neighborhoods to the east and west. The area has several mid-size, stand-alone retail stores (Rite-Aid, Autozone) to the south of the intersection; however, there is room for expansion and improvement of existing retail facilities. Over time the retail base is expected to be concentrated and revitalized with infill, mid-rise residential development on the under-utilized retail and multifamily residential sites.

Petworth Metro: The Petworth Metro area is currently experiencing significant mixed-use development activity on sites near the Metrorail station, and this trend will continue as the area is transformed from a blighted area with a high number of under-utilized sites into an attractive residential and retail core. Near-term planned projects account for 193 residential units and 27,000 square feet of streetfront retail.

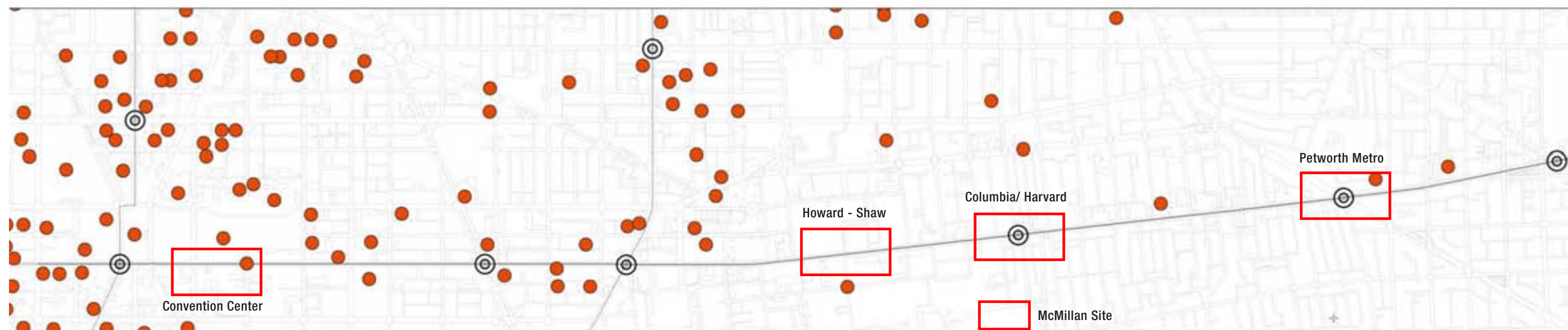


Figure A: Potential Private Sector Investment Plan

Armed Forces Retirement Home: This site, located just east of the corridor boundaries, is currently planned for 1,000 residential units, 3.0 million square feet of office space, and 100,000 square feet of retail development. However, the site has not yet been put on the market, and the Request for Proposals (RFP) process may result in a significantly different redevelopment plan.

Columbia/Harvard Intersections: Development pressures will eventually head eastward from the high activity cores of Columbia Heights and 14th Street, with a mixture of higher-density infill residential development and local-serving retail. The pace of development will be driven greatly by the pace of development along the 14th Street Corridor, as well as the Petworth and Howard University-Shaw cores to the north and south.

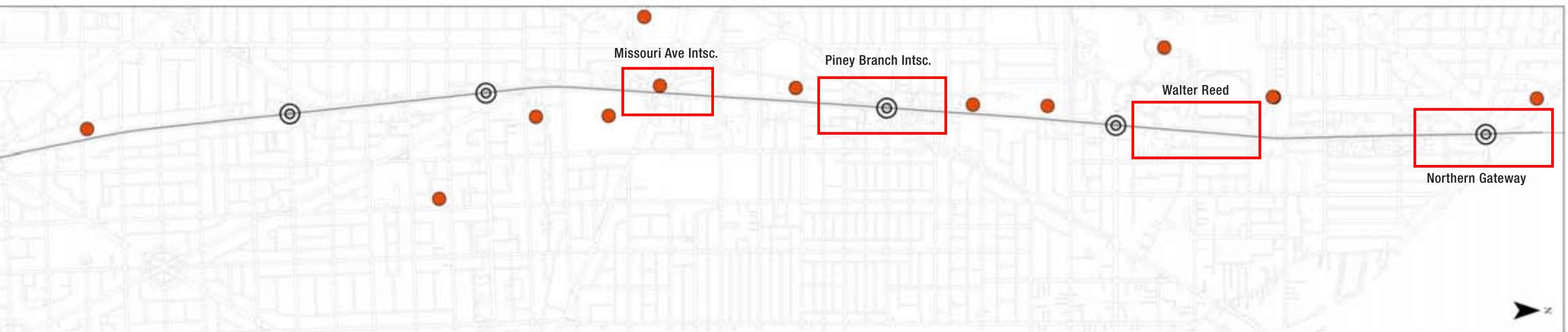
McMillan Sand Reservoir Site: This site, located just east of the corridor boundaries, is currently planned for 1,100 residential units and 100,000 square feet of retail development. However, the site has not yet been put on the market, and the Request for Proposals (RFP) process may result in a significantly different redevelopment plan.

Howard University – Shaw: The area around Howard University and the Shaw Metrorail station is now experiencing significant development activity, and approximately 1,500 residential units, 90,000 square feet of office space, and 200,000 square feet retail of development capacity is in the near-term pipeline. This high-density, mixed-use core is able to leverage strong demand pressures generated by Howard University as well as development pressures heading from nearby revitalized neighborhoods such as U Street and Logan Circle.

Convention Center – Mount Vernon: This high-density mixed-use core is now experiencing significant development activity driven by residential growth heading eastward down Massachusetts Avenue, the growing mixed-use and entertainment core in the East End, and the opening of the new convention center on 7th Street north of Massachusetts Avenue. Approximately 1,100 residential units and 225,000 square feet of retail development are in the near-term pipeline.

LEGEND

- Development Locations
- ⊙ Enhanced Transit Stops within 5 Minutes
- Enhanced Transit Routes



A

TRANSPORTATION RECOMMENDATIONS

Transportation recommendations have been developed for each corridor and are defined in three modal parts: pedestrian/bicycle, transit, and vehicular. Prior to implementation of the Great Streets recommendations, a detailed operational analysis should be performed to determine what combination of travel lanes, signal coordination, transit signal prioritization, transit operations, parking, and pedestrian enhancements would optimize travel conditions on Georgia Avenue.

Current congestion and travel delay problems on Georgia Avenue will continue to worsen. Peak conditions which are currently at very poor levels will only continue to decline, and off-peak periods will begin to resemble peak conditions, specifically in the section along Howard University and the entire section south of the university to New York Avenue. These congestion issues are compounded by on-street parking and the designation of Georgia Avenue as a streetcar route.

Right of Way Configuration:

- Sections A through D below show the options for the right-of-way configurations.
- Right-Of-Way Option 1 – Rapid Bus Improvements
Section A and B, the improvements create an asymmetrical configuration with two travel lanes into downtown and a single travel lane northbound.
- Right-Of-Way Option 2 – Streetcar Improvements
Curbside transit stops would require the streetcar to maneuver into a travel lane from the shared transit lane.

Pedestrian Facilities:

- Bulb-outs will be constructed at intersections located adjacent to bus stops and having dedicated parking lanes.

- High visibility crosswalk improvements are recommended for the major focus areas along the corridor.
- Section B will have sidewalk extensions widening the sidewalks 2-feet on each side.

Bike Facilities:

Bicycle use will be facilitated at the southern end of the corridor by a signed bicycle route on 6th Street, from K Street to U Street NW. The route continues on 4th Street and 5th Street between T Street and Columbia Road NW. At the northern end of the corridor, 13th Street serves as a signed bicycle route from Harvard Street NW to Piney Branch Road. Existing bicycle lanes on Piney Branch Road are recommended to be extended to 13th Street in the Bicycle Master Plan. Harvard Street NW and Columbia Road NW provide directional connectivity between the two routes.

Note: Further study is recommended for Right-Of-Way allocation



Transit Facilities:

The WMATA Alternative Analysis indicated that there would be 10,900 transit boardings along Georgia Avenue between Silver Spring and the Petworth Metro. Boardings increase by another 2,500 from the Petworth Metro to Mount Vernon Square. WMATA reported a total of 13,400 boardings for the Georgia Avenue Great Streets Corridor.

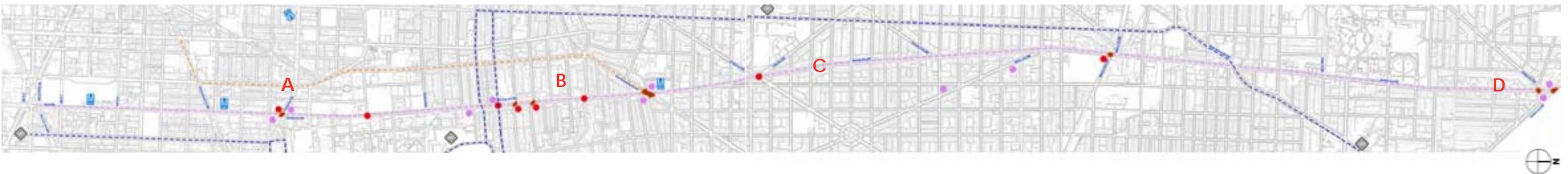
- Analysis of implementation of two Rapid Bus services (Subsets analysis from WMATA study) on Georgia Avenue was performed and summarized below:
 - Silver Spring Metro to Petworth (SS2P) Metro
 - Silver Spring Metro to the Shaw-Howard Metro Station (SS2SH).
- Key Rapid bus stops include, but are not limited to:
 - Alaska Avenue,
 - Piney Branch Road,
 - Walter Reed Hospital,
 - Kennedy Street,
 - Petworth Metro,
 - Irvine/Kenyon,
 - Howard University,
 - Florida Avenue, and
 - Shaw/Howard Metro.

- Assumed peak travel time would be
 - 15-minutes in the southbound direction and 10-minutes in the northbound direction for SS2P
 - 25-minutes in the southbound direction and 16-minutes in the northbound direction for SS2SH.
 - Off-peak travel time would be 16-minutes.
- Using the MWCOC model, the fixed travel time was assumed independent of the improvements that would have to be made to accomplish that travel time. One option south of New Hampshire Avenue would be to route Rapid Bus onto Sherman Avenue as a parallel route serving the corridor.
- Based on the preliminary results of the traffic model runs in the short term, there will be:
 - 1,700 daily Rapid Bus trips for SS2P,
 - 3,000 daily Rapid Bus trips for SS2SH,
- In the long term, the ridership is expected to increase by approximately 20%. Some of the riders on the Rapid Bus service are from auto drivers and possibly other competing bus routes. This service is in direct competition with current bus service on the 70 and 71 routes. With riders switching to the new Rapid Bus service, those routes would be reduced by:
 - 1,200 boardings for SS2P
 - 1,600 boardings for SS2SH

Vehicle/Parking Facilities:

- Signal coordination and transit signal prioritization should be reviewed and implemented.
- Left-turn pockets should be striped at intersections where no bulb-outs are planned.
- Right-Of-Way Option 1 – Rapid Bus
 - Parking lanes will be provided on the entire length of the corridor, and the provision for off-street parking at retail locations would encourage pedestrian use of the area once their vehicle has been parked.
 - Traveling southbound into downtown two travel lanes will be maintained the entire length. Sections A and B, will have one travel lane out of downtown transitioning to two travel lanes in sections C and D.
- Right-Of-Way Option 2 – Streetcar
 - Parking lanes will be provided on the entire length of the corridor with the exception of Section C, where parking is restricted during the peak periods.
 - Off-peak travel lanes will be restricted to a single lane in each direction as shown in Section C.

Figure A: Transportation Recommendation Map



HOWARD TOWN CENTER SEGMENT

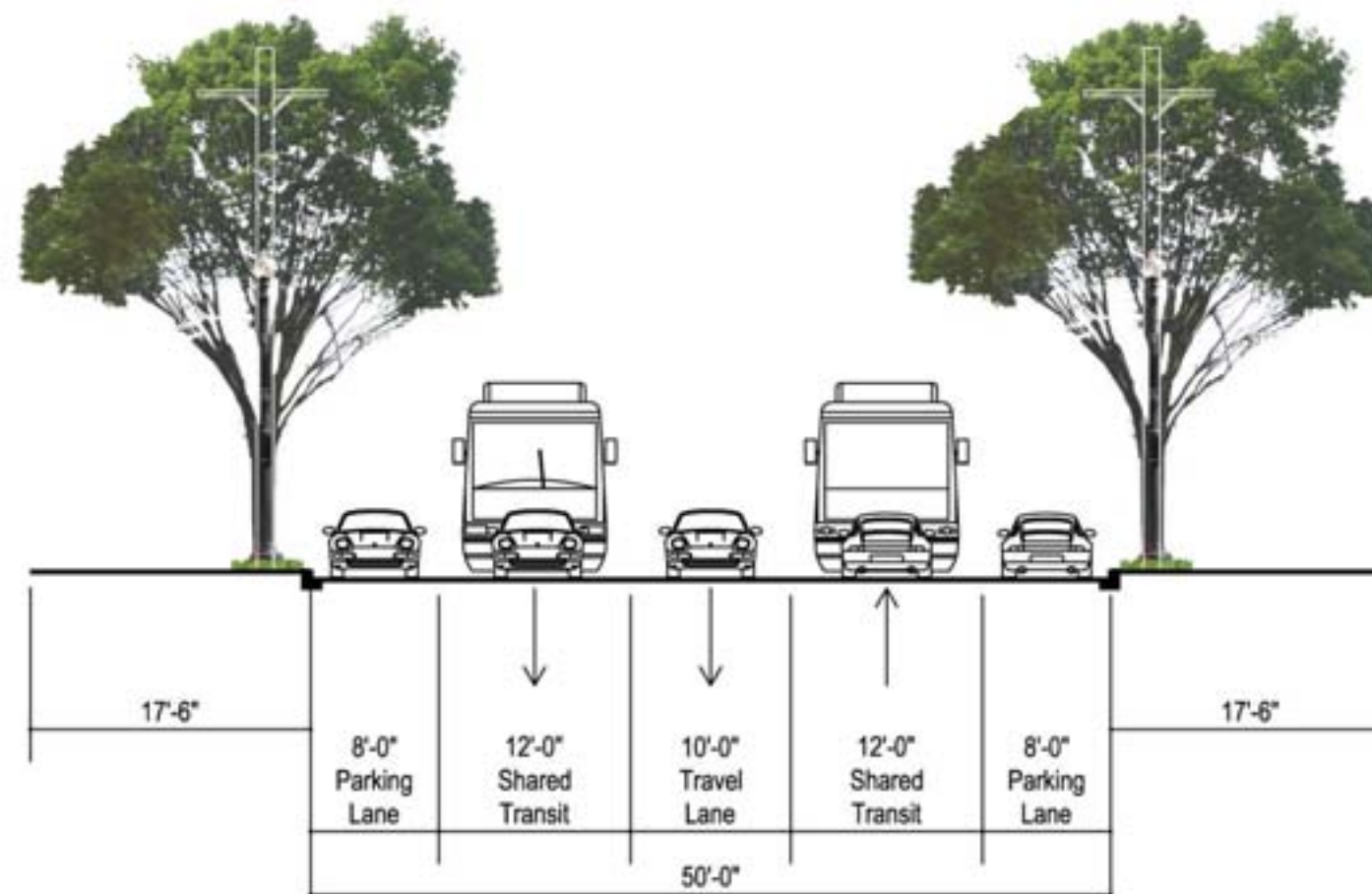
Extent: Rhode Island Avenue to Barry Place NW

This segment of the street has access to two major Metro stops, U Street-Cardozo and Shaw-Howard. It is also near the U Street Corridor, including the Howard Theater District and is anchored by Rhode Island place to the south and the Howard Town Center development to the north.

The Segment will have higher levels of pedestrian traffic with spill light from storefronts at the build-to line that compliments street lighting. The segment will have a hardscape urban feel to it with sidewalk extensions and one lane of traffic in either direction. It will provide a stimulating pedestrian environment to walk, shop, and sit in. Intersection improvements at Florida Avenue, including a “gateway”, will create a place worth coming to, extending the activities and vitality of the U Street Corridor east to 7th Street/ Georgia Avenue.

Since 7th Street NW is a Designated Historic Street up to Florida Avenue, the streetscape elements along this segment should be based on the District’s Historic District standards. Elements that are not covered by the Historic District standards should be developed using the guidelines under the Streetscape Elements in enhanced areas section.

Specific right-of-way modifications that could be made include sidewalk extensions at intersections, with sidewalks expanded to provide one traffic lane and one parking lane in either direction along the segment.



Before (see below):
Georgia Avenue NW and Bryant Street NW

After (facing page):
Improved transit facilities, lighting, and sidewalks create a lively, vibrant environment for this important node along Georgia Avenue NW.





TOWN CENTER



PLEASANT PLAINS SEGMENT

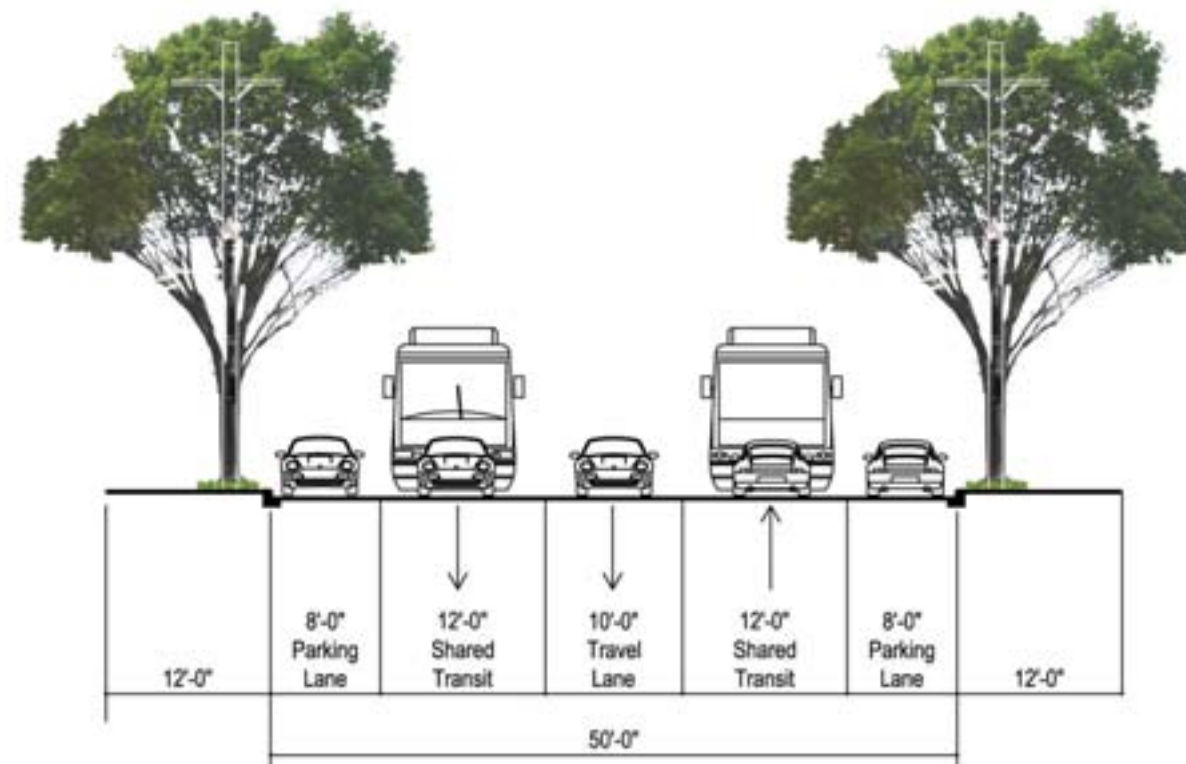
Extent:

Euclid Street to Harvard Street

This segment of the street is anchored by Howard University and the Banneker Park recreation center to the south. To the west of the segment lies lower density residences, comprising attached single-family row houses, with retail facilities lining the corridor. To the east lie Howard University facilities, including a football field.

Howard University and Banneker Park provide a transition from the denser environment of the Shaw-Howard Segment. This segment provides neighborhood retail facilities for the residential areas and patrons from Howard University. Sidewalk extensions, furnishing zones and spill-out zones on the retail edge of the street will be well lit, provide places for neighborhood residents and visitors to sit and stroll. The eastern edge will have a wide planting strip with thick tree canopies. Streetsign attachments, insets in the sidewalk clear zone, and way-finding signage that highlight neighborhood names and destinations provide visual clues to orient people.

Streetscape elements should be developed from the streetscape elements in Enhanced Areas section.



Before (see below):
Georgia Avenue NW and Fairmont Street NW

After (facing page):
Pedestrian amenities, spill out areas for cafes and retail establishments and improved crosswalks make this segment a place to come to for neighboring residents





PETWORTH METRO STATION/ PARKVIEW RETAIL AND PARK SEGMENTS

Extent:

Princeton Place to Hamilton Street NW

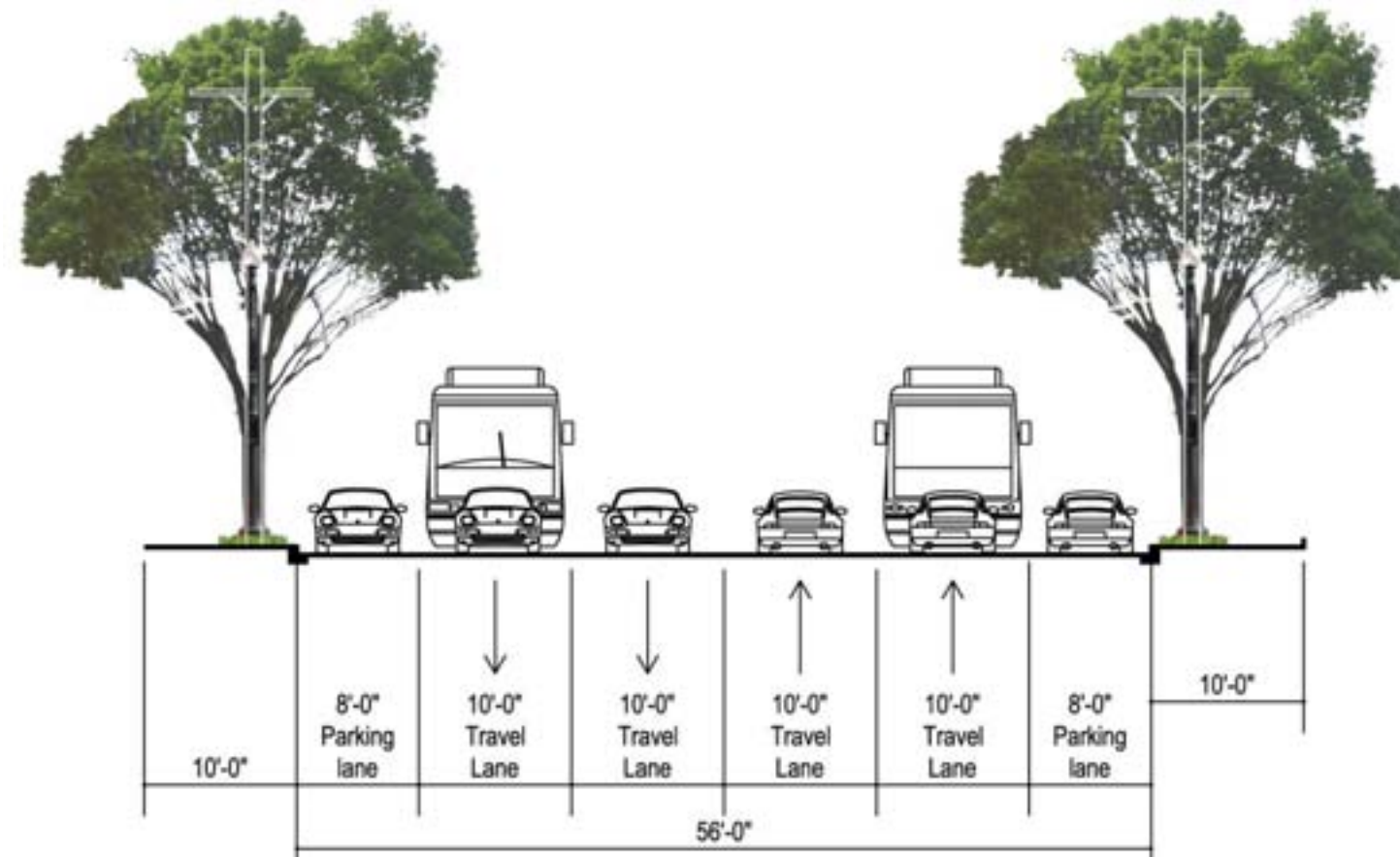
The Petworth Metro Station area is anchored by the metro stop and higher-density residential and mixed-use developments at the intersection. The station is a major inter-modal connection point between Metrorail and Metrobus.

Wide sidewalks, bulb-outs and well-located bus shelters accommodate transit riders as they make connections or use the coffee shops and other stores that line the street edge. Pedestrian crossings are enhanced through the use of stamped concrete with custom designed patterns. Free standing public art sculptures located at the corners of the intersection of Georgia and New Hampshire Avenues create a “marker” for the area, while other public art features inset in the sidewalk and mounted on street signs point out the various neighborhoods in the vicinity of the metro station, such as Upshur, Park View, and Pleasant Plains.

Streetscape elements should be developed from the Streetscape Elements in Enhanced Areas section.

The segment from Shepherd Street to Webster Street is in proximity to the Petworth Metro Station to the south and has parks at the intersection of Kansas Avenue and Georgia Avenue, and between Taylor and Upshur. Schools, a library and a recreation center lie within close proximity of this important neighborhood intersection.

The segment from Farragut to Hamilton Streets is anchored by the park at the intersection of Arkansas and Georgia Avenues. The retail areas along Kennedy Street intersect near Illinois Avenue, creating opportunities in the future for a plaza-like space to compliment the neighborhood shops and eateries.



Before (see below):
Georgia Avenue NW and New Hampshire Avenue NW

After (facing page):
Convenient access to various modes of transit, significant new mixed use development and enhanced pedestrian facilities make this segment an important activity node for the Corridor





NEIGHBORHOOD PARK SEGMENT TREATMENT

Extents:

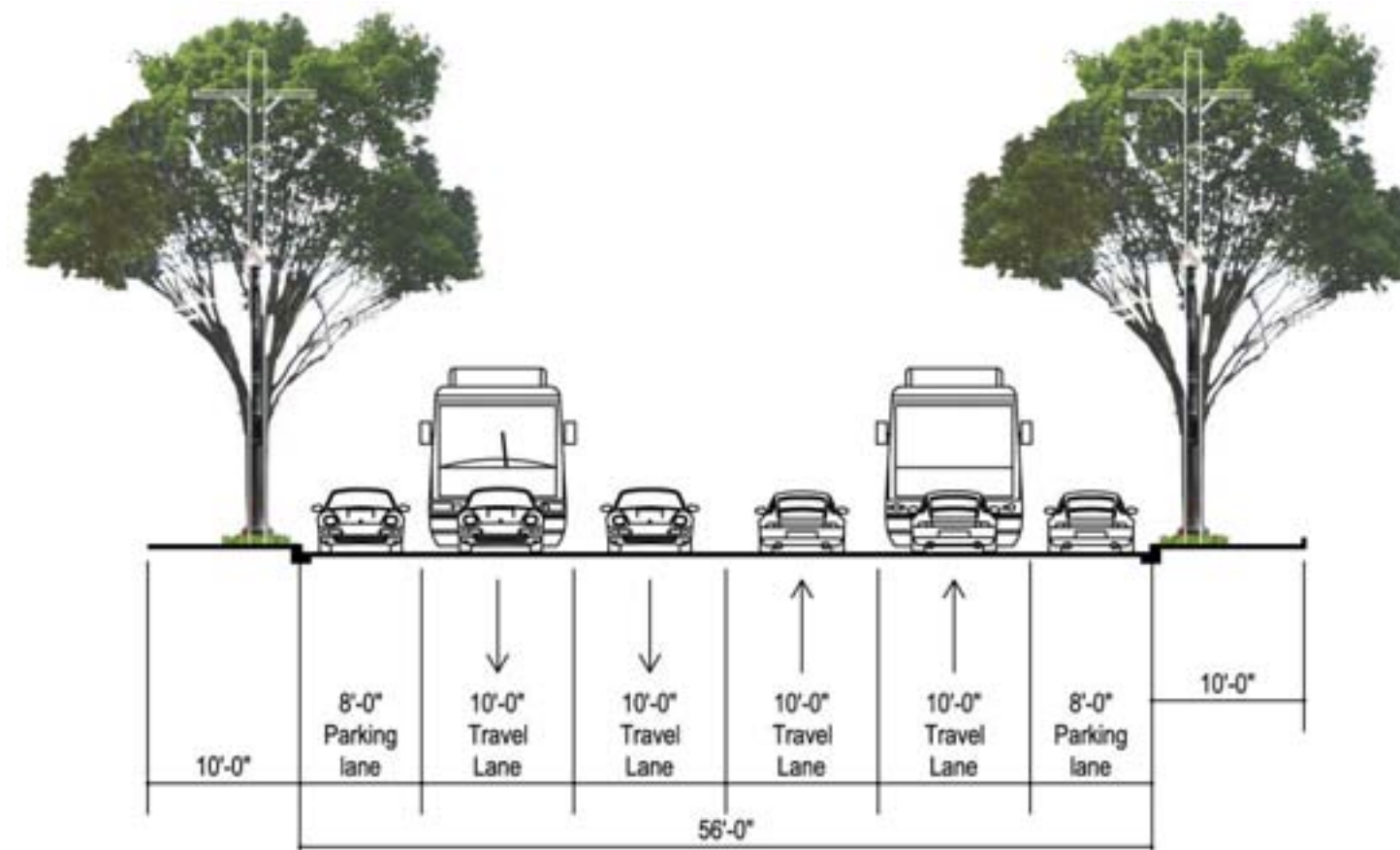
Shepherd Street to Webster Street NW

Farragut Street NW to Hamilton Street NW

Parks form a focal point for the residential and institutional uses on either side of the corridor. Smaller, neighborhood serving retail facilities edge the parks, while landscape elements, grass planting strips, and a thick tree canopy soften the edge between Georgia Avenue and the parks. Pedestrian facilities such as benches, interactive public art, well-lit sidewalks, and enhanced crosswalks make this a place to come to for residents.

The park at Arkansas Avenue is a softscape, green neighborhood park with pedestrian facilities such as benches, interactive public art, well-lit sidewalks, enhanced crosswalks, and grass planting strips in the sidewalk. Public art in the form of appropriately scaled free-standing sculpture, signage, and street sign attachments create visual interest here and enhance the retail environment.

Curb cuts are minimized and sidewalks are well-lit and finished, to provide pedestrians a safe, interesting place to be in. Streetscape elements should be developed from the streetscape elements in Enhanced Areas section.



Before (see below):
Georgia Avenue NW, Kansas Avenue NW, and Upshur Street NW

After (facing page):
Public art and improved pedestrian facilities make the parks within this segment focal points for the surrounding communities.





NEIGHBORHOOD MAIN STREET SEGMENT

Extents:

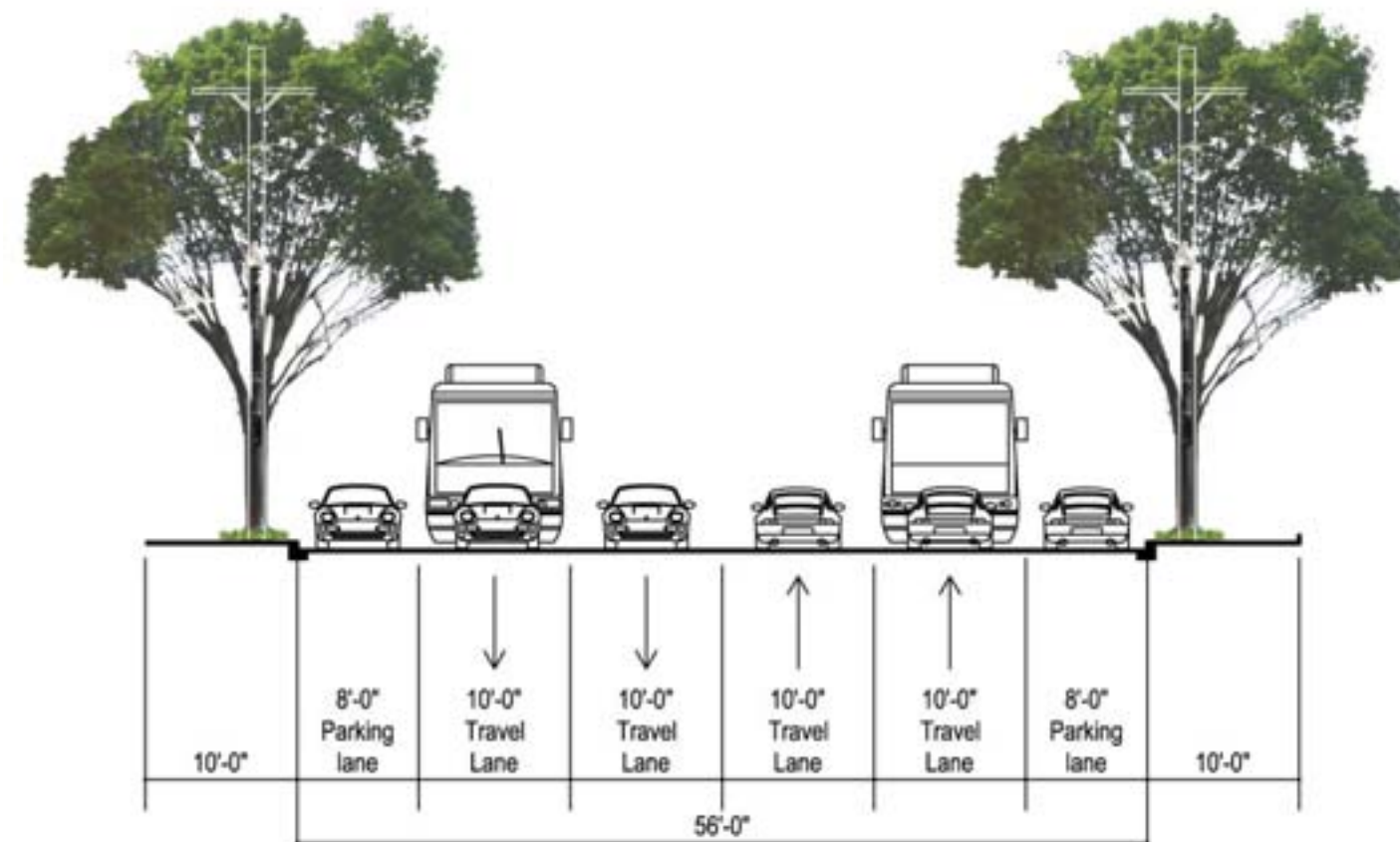
Missouri Avenue to Quackenbos Street

Sheridan Street to Van Buren Street NW

These segments are anchored to the south by the plaza at Military Road / Missouri Avenue NW and to the north by the intersection of Piney Branch Road. North of Van Buren Street, the corridor is fronted by residential development.

The segments offer access to a variety of open spaces and access to Rock Creek Park via Military Road. These spaces are important resources and lend a distinct quality to the segments. These hard and soft paved areas offer pedestrians places of repose and neighborhood residents places to gather. Curb cuts are minimized and sidewalks are well-lit and furnished with benches and bike racks. The plaza at Military Road and the Piney Branch intersection become the major places for this segment, where public art, signage, and landscape elements come together to define "Upper Georgia," along with other historic and cultural resources.

Streetscape elements should be developed from the streetscape elements in Enhanced Areas section.



Before (see below):
Georgia Avenue NW and Missouri Avenue NW

After (facing page):
A new pedestrian plaza, improved sidewalk facilities along with the existing park provide much needed, quality, open spaces for this segment of the corridor.





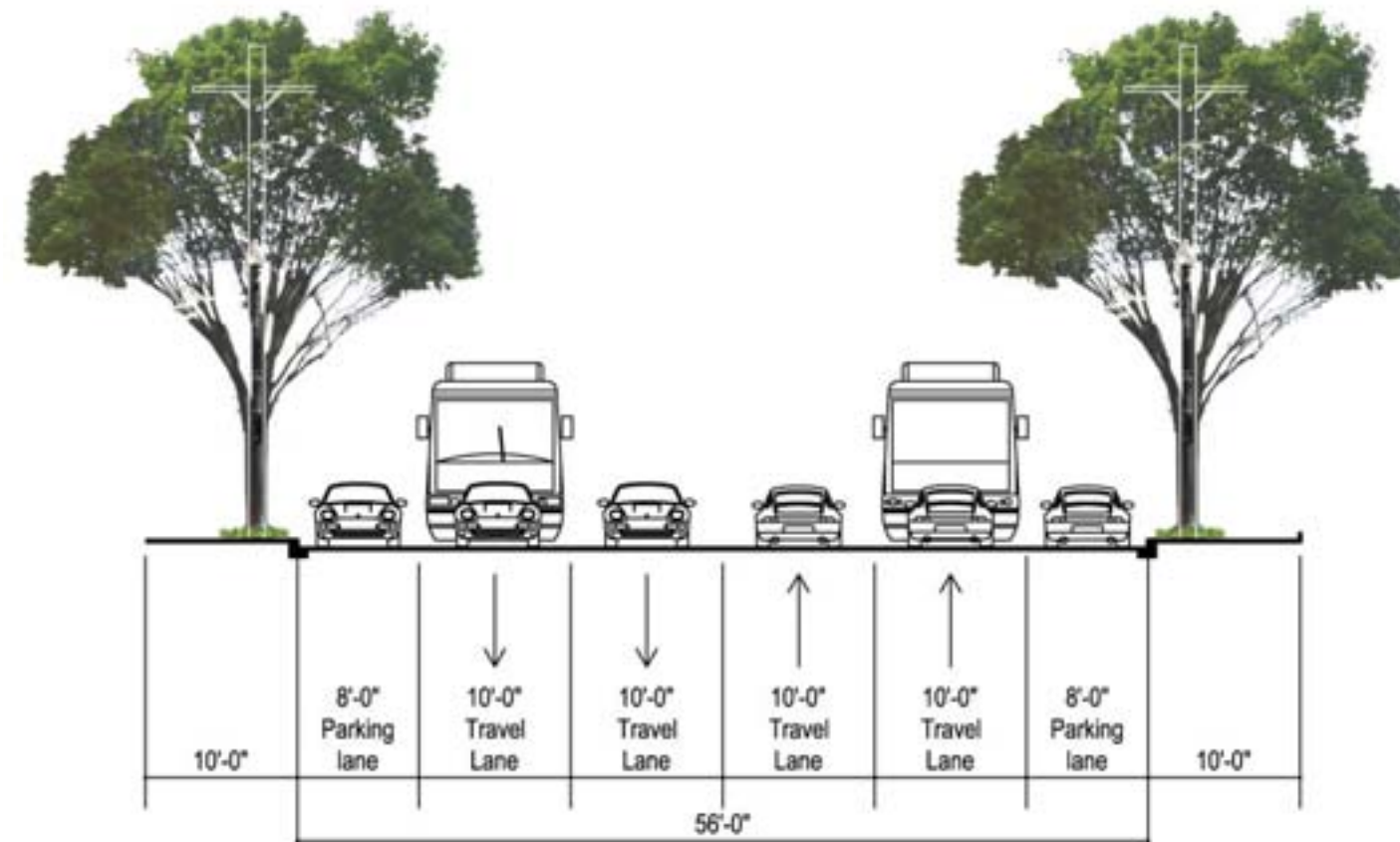
GATEWAY SEGMENTS

Extents:

Eastern Avenue to Fern Place NW

This segment is an important transition from Silver Spring to the District. Streetscape improvements have recently been completed for the area. In addition to this, enhanced signage and crosswalks will make this segment convenient for pedestrian use and highlight its role as a gateway to the District. The use of pots with trees and other landscape elements will define the sidewalks.

In the future, improvements at the Juniper and Hemlock Street intersections will include enhanced crosswalks, pedestrian signage, and upgrades to the sidewalks along these cross-streets.



Before (see below):
Georgia Avenue NW and Kalmia Road NW

After (facing page):
Enhanced Signage, landscaping and paving create a sense of arrival at this important Gateway to the District





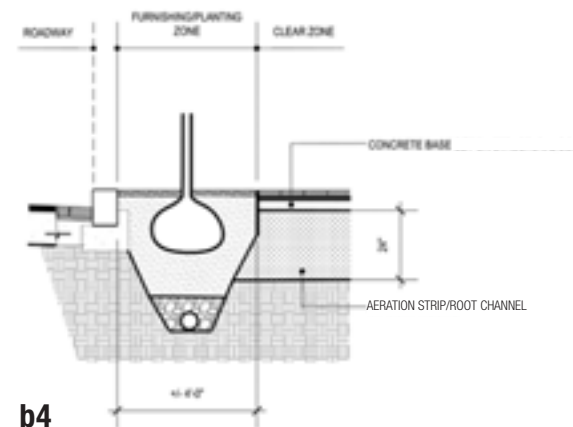
STREETSCAPE TREATMENT

These guidelines are written with careful consideration of the ongoing efforts of the city, and private developers in the area. The goal is to build upon them and integrate efforts for maximum and successful results. The streetscape materials and furnishing recommendations should be used as the building blocks to create a unique public environment, in conformance with existing District standards.

The streetscape typology emphasizes commercial segments at neighborhood, community, and regional levels which will be treated with the streetscape elements for **Enhanced Areas**. The street environment along park residential areas will be treated in accordance with the **Typical** streetscape elements.

These elements should be used in residential, minor retail, and park areas. Where Historic District designations apply, these standards will be superseded by the District's Historic District standards.

TYPICAL



Private width varies	Sidewalk - width varies Walkway Zone Minimum 4'-0"	Furnishing/ Planting Zone Minimum 4'0"	Roadway - number of lanes varies
	Paving (a1) Standard DC buff colored concrete	Paving (b1) Grass planting strip/ pervious unit pavers	Paving (c1) Crosswalk - thermo plastic "piano striping"
	Furnishings (a2) Access cover	Streetlight (b2) Washington Globe Twin 20	Curb & Gutter (c2) Granite curb Brick gutter Curb cuts & driveways - DC standard granite and brick ADA ramps - concrete ramps with truncated dome unit pavers
		Furnishings (b3) Trash bin	
		Landscaping (b4) Willow Oak/ American Elm Contiguous tree root zone	

ENHANCED



a1



Roadway - number of lanes varies	Bulb-Out	Furnishing/ Planting Zone Minimum 4'-0"	Walkway Zone Minimum 4'-0"	Spill Zone (optional)
<p>Paving (c1) Designated parking lane - unit pavers Crosswalk - stamped concrete</p> <p>Pedestrian & Traffic Safety (c2) Sidewalk extension (when feasible) Bus shelter</p> <p>Curb & Gutter (c3) Granite curb Brick gutter Curb cuts & driveways - concrete ramps, contiguous sidewalk finish ADA ramps - DC standard, blue stone ramps for historic areas</p>	<p>Paving (e1) Matching paving of walkway zone</p> <p>Furnishings (e2) Bus shelters</p>	<p>Paving (b1) Matching pervious unit pavers</p> <p>Streetlight (b2) Washington Globe twin 20 light</p> <p>Furnishings (b3) Seating Trash bins Bike rack</p> <p>Landscaping (b4) American Elm/ Greenspire Linden/ Goldenrain tree Maintain contiguous tree root zone</p> <p>Signage (b5) Custom design street sign attachments Interpretive signage</p>	<p>Paving (a1) London paver Brick (at historic areas)</p> <p>Furnishings (a2) Access cover insets</p>	<p>Paving (d1) London paver Brick (at historic areas)</p> <p>Furnishings (d2) Seating & planter boxes provided by businesses</p>



b2



b5



b3

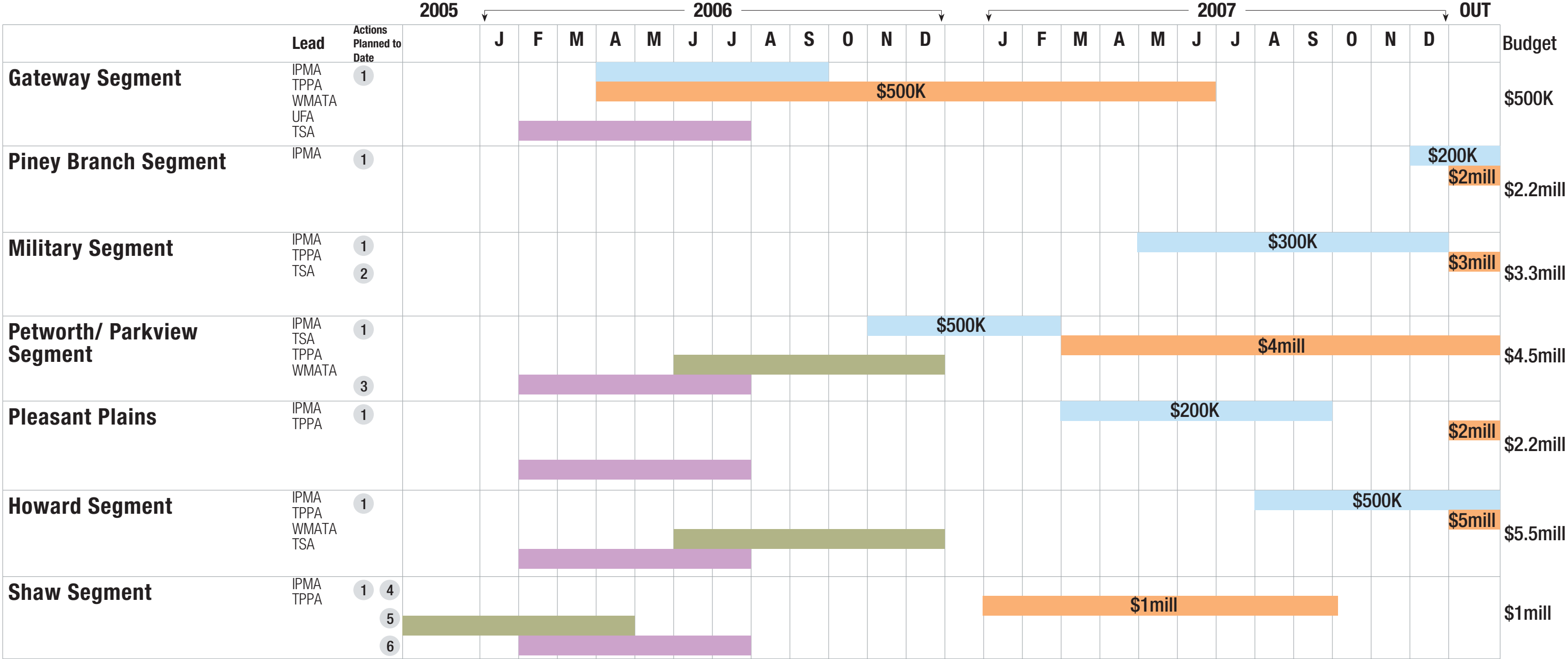


c1



b3

ACTION PLAN



Actions Planned to Date

- 1 Action:** Streetlight Modernization
Description: Installation of Washignton Globes from Florida Avenue to Euclid Street
- 2 Action:** Lower Georgia Transportation and Streetscape Study
Location: New Hampshire to Florida Avenue
Description: Comprehensive study of transportation mobility options and streetscape concept design on lower Georgia Avenue including Parkview, Pleasant Plains, and Howard University
Gerat Streets Funding: \$700 K
Related Projects: Howard Campus Plan, U Street Transportation Study, Petworth streetscape improvements, Sherman Avenue improvements
- 3 Action:** Shaw/7th Street Beautification Improvements
Location: New York Avenue to Rhode Island Avenue
Description: Strategic improvements in targeted blocks where private sector investment is unlikely such as around public facilities or historic housing
Great Streets Funding: \$1 million
Related Projects: Convention Center Area Plan, Uptown Destination District Plan, Shaw Streetscape Standards, Mt. Vernon Triangle Streetscape Study
- 4 Action:** Howard Town Center Segment Streetscape Improvements
Location: T Street to Barry Place
Description: Implementation of improvements recommended in Lower Georgia Avenue Transportation and Streetscape Study to enhance Lower Georgia destination district
Gerat Streets Funding: \$8 million
Related Projects: Uptown Destination District Plan, U Street Transportation Study, Howard Campus Plan
- 5 Action:** Pleasant Plains Segment Streetscape Improvements
Location: Euclid Street to Harvard Street
Description: Streetscape enhancements to promote retail district, enhance pedestrian safety and enjoyment, and promote customer attraction and investment
Gerat Streets Funding: \$1.4 million
Related Projects: Middle Georgia Avenue revitalization plan
- 6 Action:** Petworth/ Parkview Segment Streetscape and Safety Improvements
Location: Otis Street to Webster Street
Description: Major streetscape improvements and intersection reconfiguration to promote pedestrian safety and enhance economic development
Gerat Streets Funding: \$4 million
Other Funding: \$2 million (federal safety)
Related Projects: Middle Georgia Avenue Revitalization Plan
- 7 Action:** Piney Branch Segment Safety Improvements
Location: Sheridan to Van Buren Street
Description: Major safety improvements including roadway configuration, streetscaping, and signal improvements
Gerat Streets Funding: \$2 million
- 8 Action:** Missouri/ Military Road Segment Improvements
Location: Military to Quackenbos Street
Description: Major safety improvements including roadway configuration, streetscaping, and signal improvements
Gerat Streets Funding: \$3 million
- 9 Action:** Georgia Avenue Gateway Improvements
Location: Fern to Eastern Avenue
Description: Public art, safety, and tree improvements building upon recently completed streetscape.
Exploration of additional signals and basic transportation safety upgrades
Gerat Streets Funding: \$500 K

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