

Sidewalk Widening Community Meeting

March 24-25, 2021





COVID has had a significant negative impact on the Georgetown commercial district

69 storefront vacancies (13.6%)

- 2x the storefront vacancy rate at the end of 2019
- 63 closings in 2020 – 2x number of closings in a typical year
- 21 openings in 2020 – about 40% of openings in a typical year (35)
- 4 openings in 2021 and 14 anticipated openings (more openings TBA)

52% fewer visits to Georgetown in 2020 compared to 2019

Now is the time to act to rebuild the Georgetown economy and make Georgetown a better place than it was before COVID



Georgetown Economic Recovery Plan

1. Create **safe public spaces** for outdoor dining, outdoor retail, and social distancing
2. Offer **technical assistance** to enhance digital marketing and e-commerce, and help businesses access relief funds
3. Mitigate impacts of **storefront vacancy**
4. Focus **marketing** on local and regional customers, and develop campaigns that can be launched quickly when conditions are ripe
5. Implement new and enhanced **digital marketing and promotions**
6. Maintain **core operations** to keep Georgetown looking great
7. Launch **public art** programs that inspire, draw visitors, and support social distancing
8. Lobby for real estate **tax relief** at the local level
9. Enhance **public safety** and **public health** initiatives
10. Design and implement **transportation** and access improvements
11. Plan for **justice and equity** actions that enable Georgetown to recover stronger



Visitor Marketing Campaign

- Marketing campaign to attract local and regional visitors
- Goals: Bring visitors back to Georgetown; put Georgetown back on people's radar; & market Georgetown's transformation
- Targeting local customers (10 miles) for April 2021 launch
- Regional customers (50 miles) and drive markets (5 hours) in 2021 and 2022

Sidewalk Widening

- ~4,000 linear feet of deck panels on M Street and Wisconsin Avenue for expanded dining, retail, and walking;
- Remainder of curb preserved for commercial loading, PUDO, bus stops, and parking
- 8' wide footprint: 4' x 6.5' curb height deck panels with metal barriers and concrete barricades
- Modular system is modifiable and removable
- Pilot in 2021, installation beginning mid-April and evaluation throughout 2021, with decision whether to continue in 2022 by end of year

Public Art

- Georgetown GLOW runs in two phases April-September
- Spring GLOW: Five installations April-June (designed to be viewable during day and at night)
- Summer GLOW: Three installations in alleys to create sense of discovery
- Cherry Blossom Festival art on Book Hill March-April
- Partner with owner of Transformers to display in commercial district



➤ **4,000 linear feet of deck panels**

- Covers ~40% of curb area on M Street and Wisconsin Avenue
- Used for expanded dining, retail, and walking
- Remainder of curb preserved for vehicle loading, pick-up/drop-off, bus stops, and parking

➤ **8' wide footprint**

- curb height deck panels with metal barriers and concrete barricades
- 10' travel lanes need 2' safety buffer to barriers

➤ **Modular system**

- Modifiable to meet ongoing safety, traffic flow and business needs
- Removable for utility access and extreme weather

➤ **Pilot in 2021**

- Construction begins in March (off-site)
- Installation begins mid-April
- Leave in place and evaluate/modify through December 2021



Installation Begins

Mid-April (~April 15)

Three-week installation process (install as panels are built)

Installation Complete

Mid May (~May 15)

Evaluation Period

May-October

Permit Ends

December 31, 2021

Decision to pursue extension by this time



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Sidewalk Widening Progression

2015-2018

weekend widening



2020

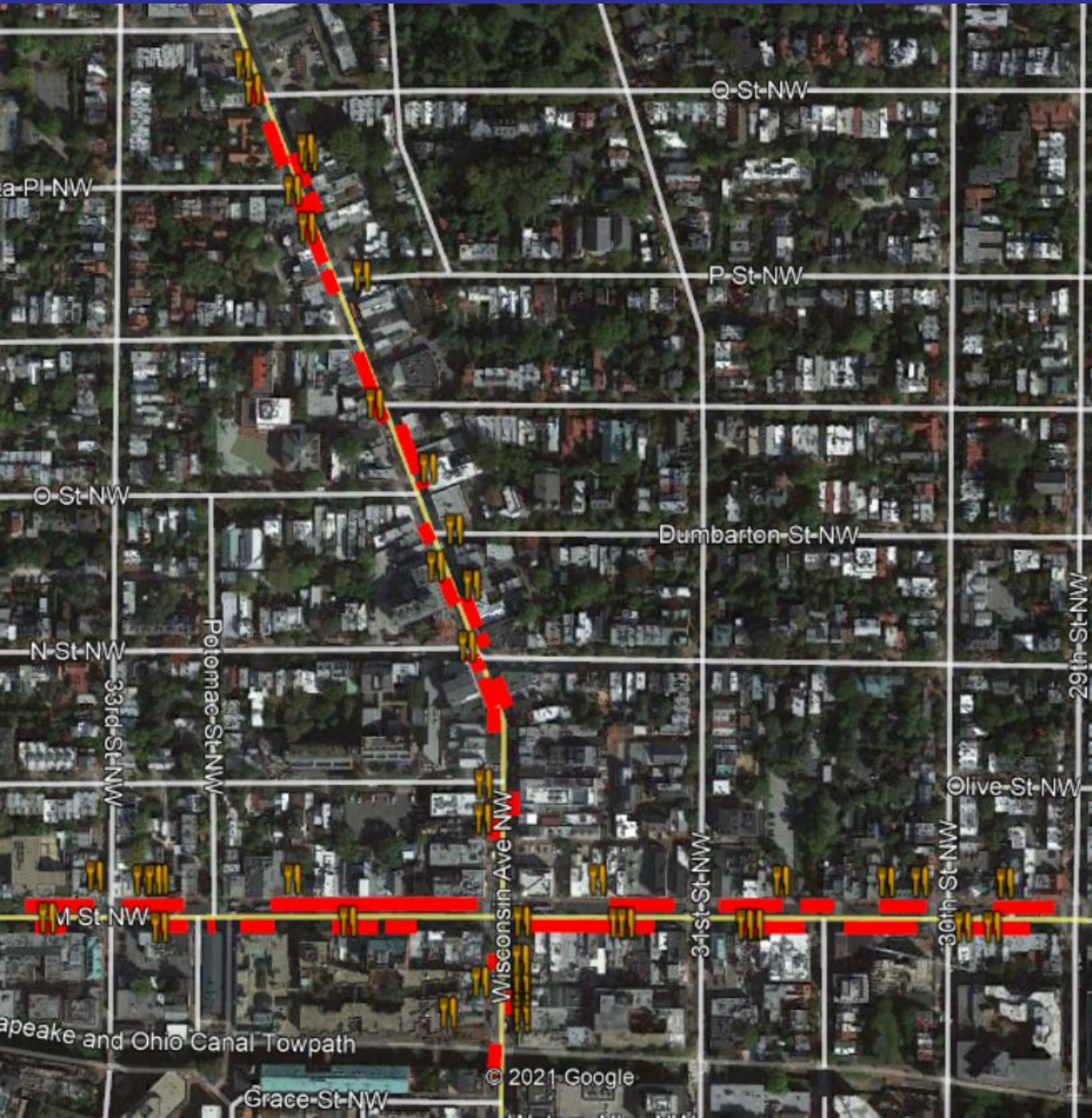
35 restaurants operating
streeteries



2021

curb lane deck





M Street NW

29th Street to 34th Street

Wisconsin Avenue NW

C&O Canal to Q Street

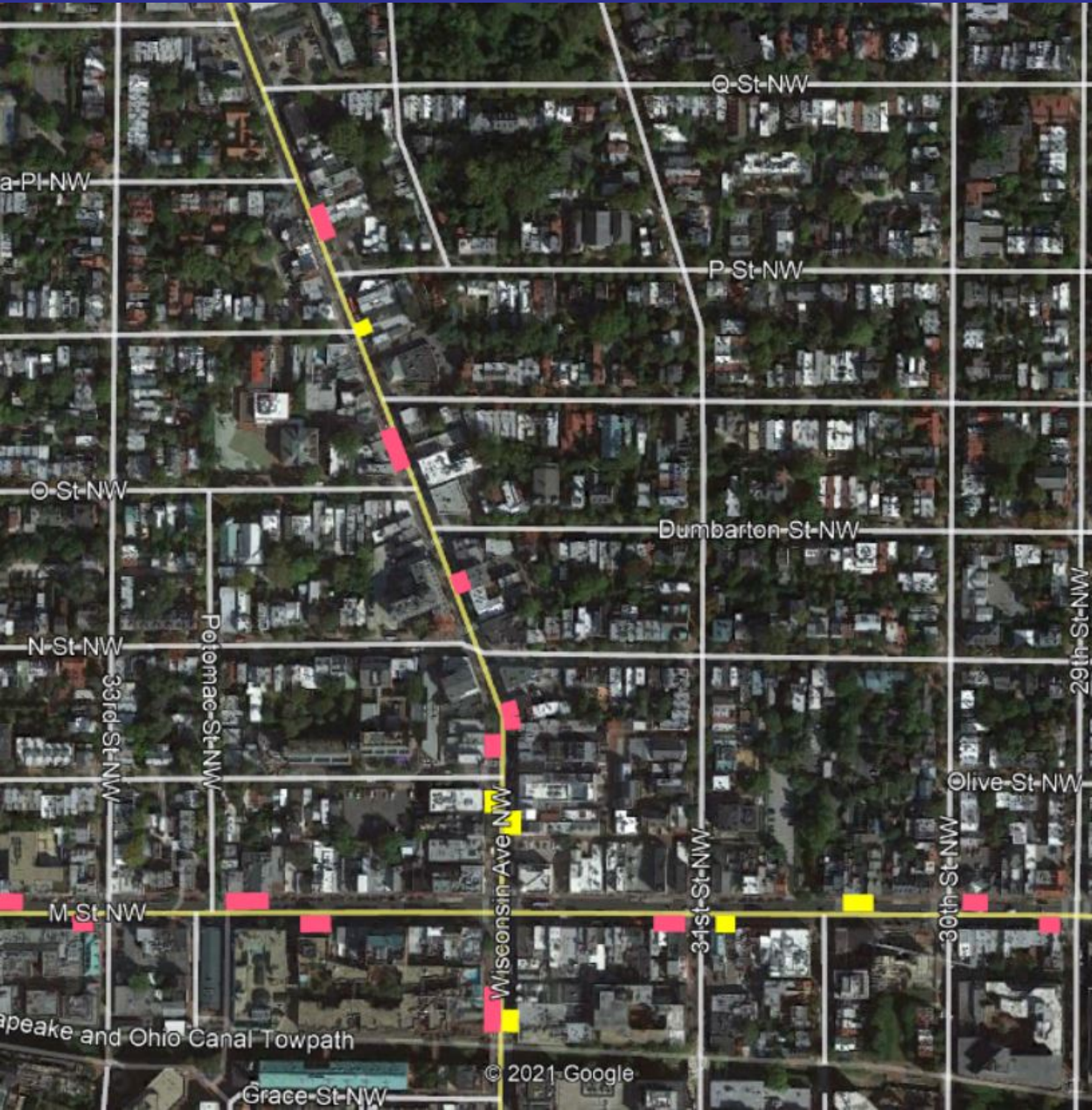
Deck Areas

Restaurants

**Commercial Loading, Flex Zones,
PUDO**

**Bike/Scooter Parking
Bus Stops**

Parking Lots/Garages



M Street NW

29th Street to 34th Street

Wisconsin Avenue NW

C&O Canal to Q Street

Deck Areas

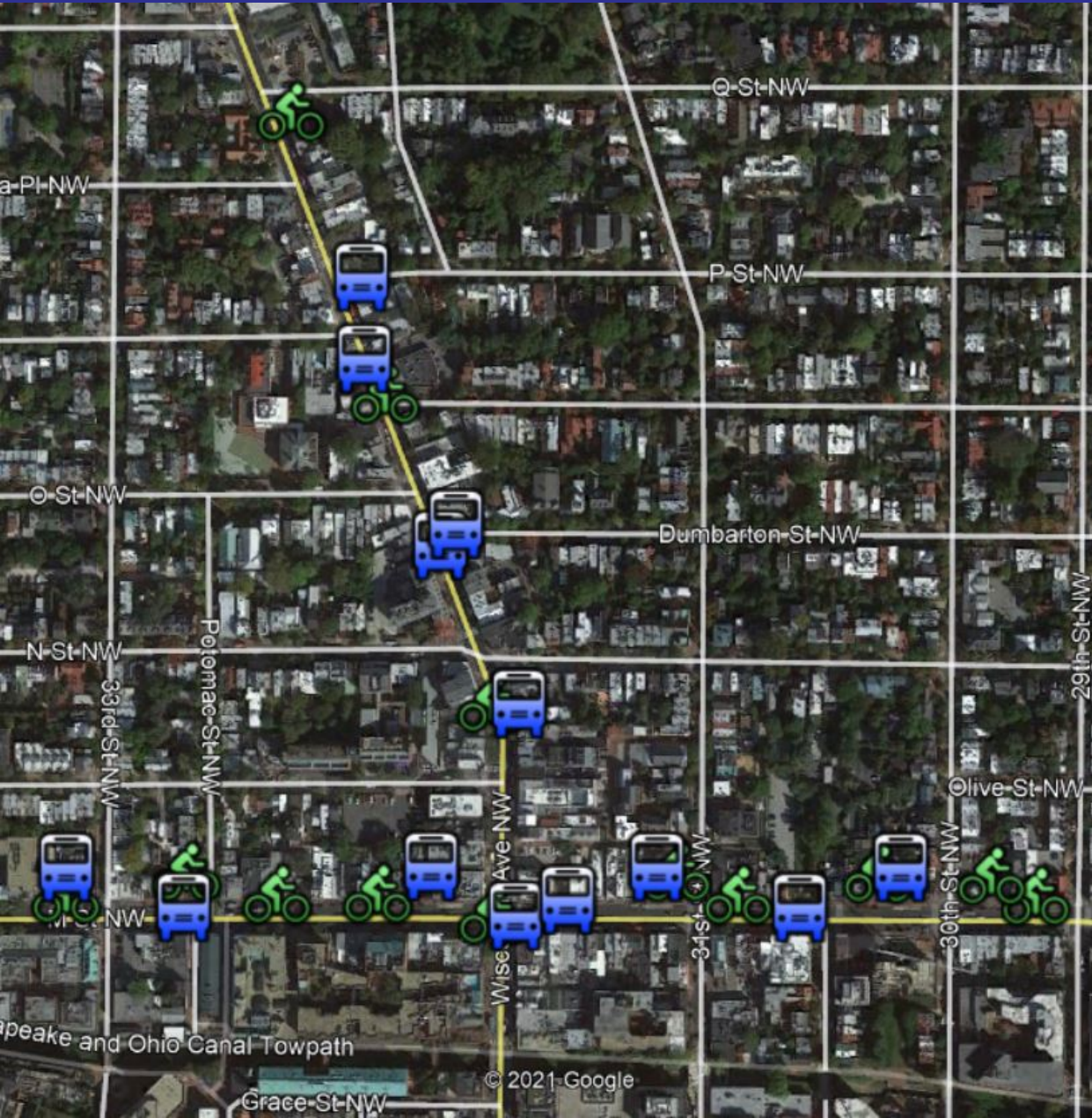
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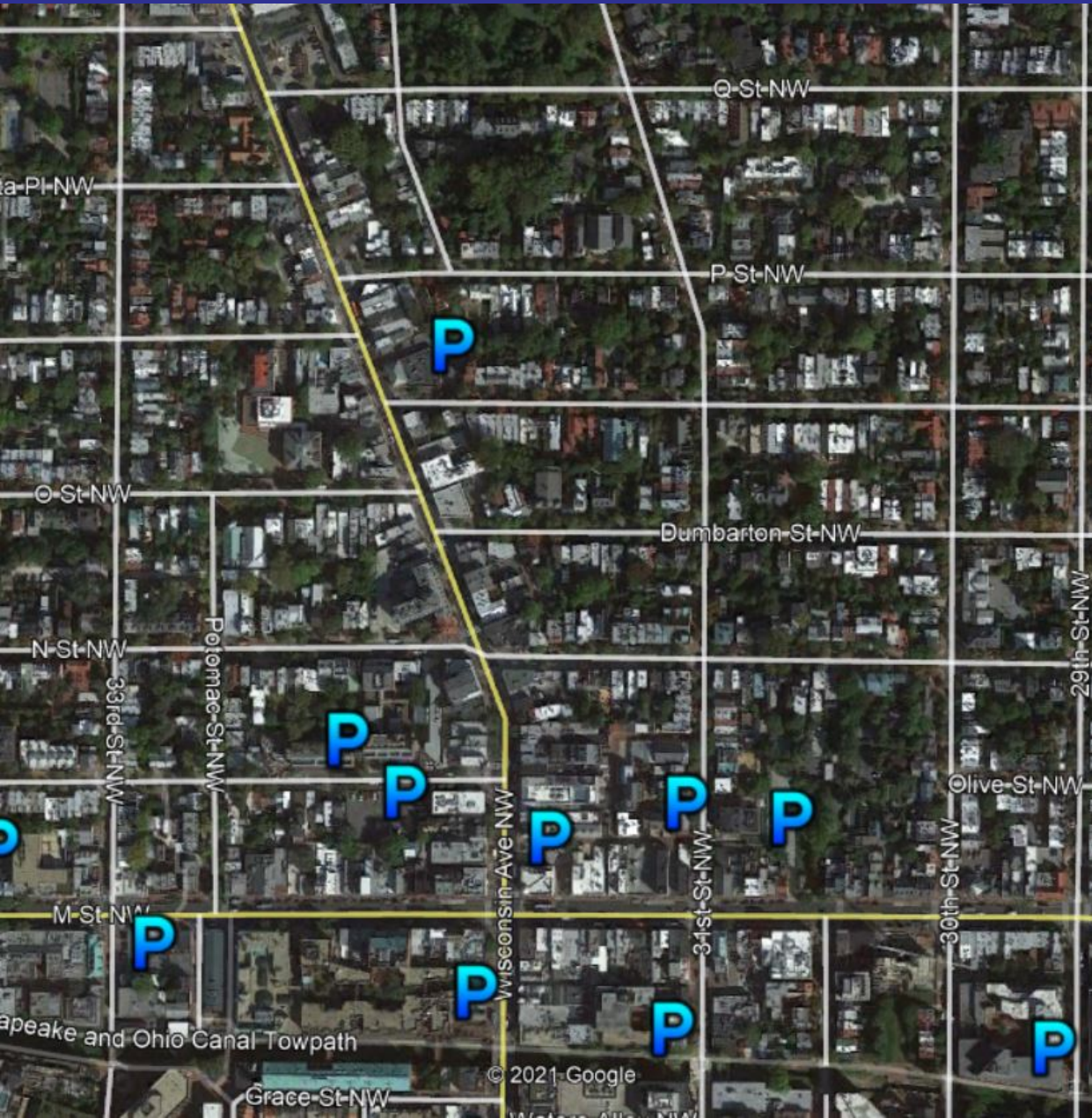
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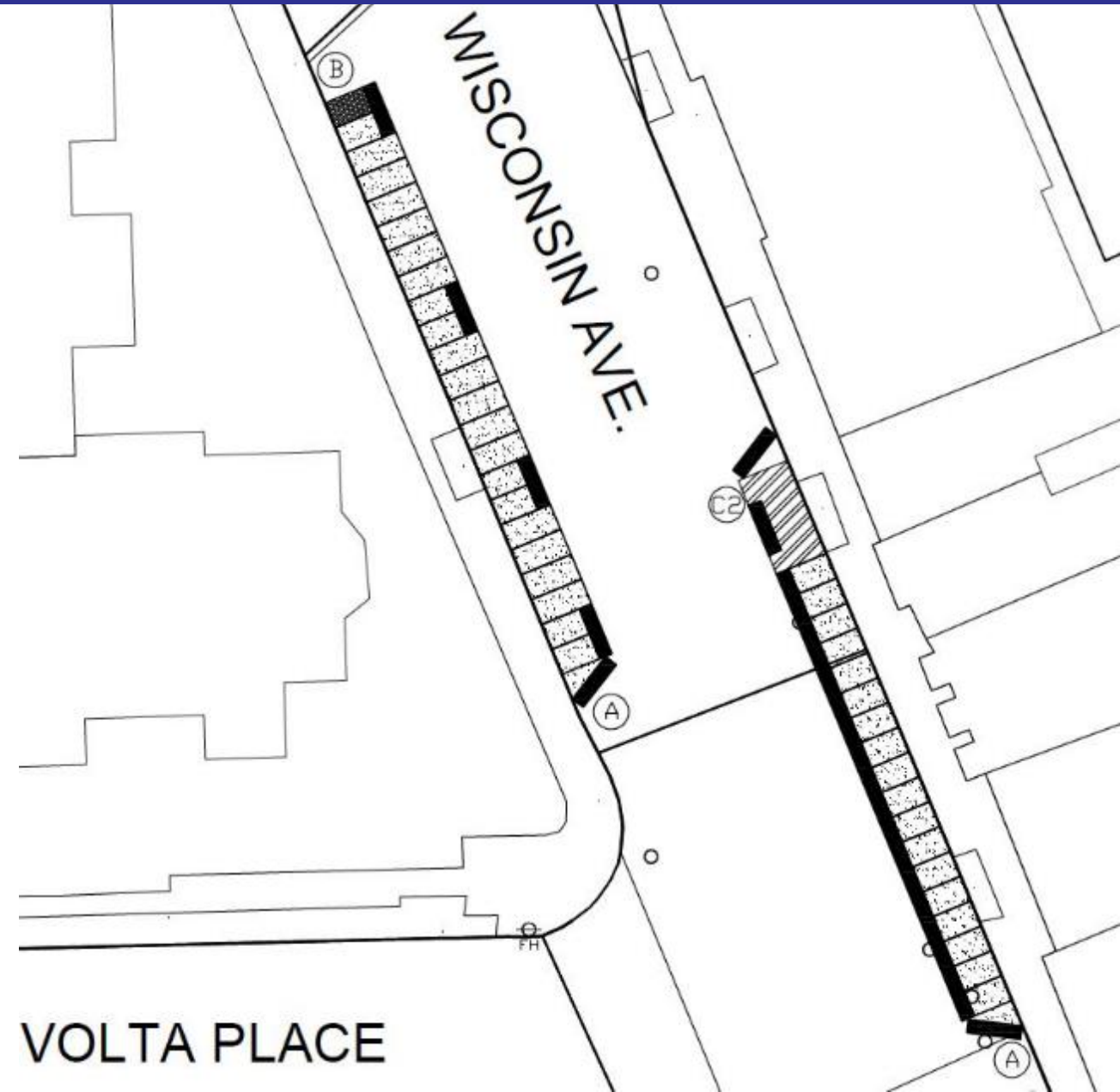
Bike/Scooter Parking

Bus Stops

Parking Lots/Garages



- Concrete barriers for dining sections
- Concrete and metal barriers for walking sections
- “Defensible space” egress points
- Accommodate turning movements, particularly on Wisconsin Avenue





Parking Inventory

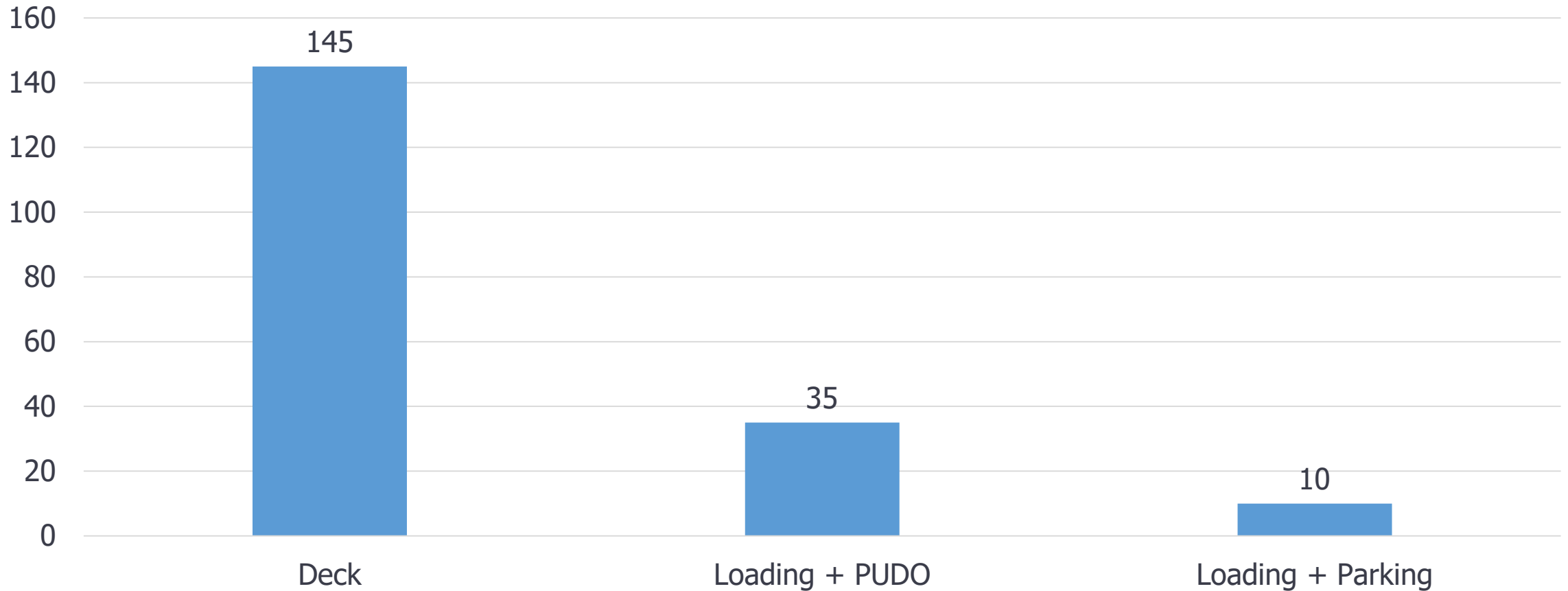
- 190 spaces replaced by deck or loading/pick-up/drop-off
- 3,200 parking spaces in garages
- 1,100 meter spaces remain

Parking Plan

- Install new signs for public parking
- Validation program with garages and restaurants
- Discount parking in some garages
- DPW parking enforcement resuming in phases
- Promote garage parking in all sidewalk widening marketing
- Possible management solutions in the future



Parking Reallocation for Sidewalk Widening 190 spaces total





PARKING ENFORCEMENT

What's being enforced?

- No parking in school zones
- Non-commercial vehicles illegally parked in commercial loading zones.
- Large vehicles, 22 feet and over, illegally parked next to a recreational park, school, church or residential domicile.
- Safety violations, such as: vehicles illegally in or near bike lanes, crosswalks, fire hydrants, etc.

What enforcement remains suspended?

- Emergency no parking violations (vehicles will be relocated without charge and will not be ticketed)
- Expired District license plates and inspection stickers
- Expired residential parking permits
- Expired meters
- Vehicle booting and towing



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Bicycle and Scooter Parking



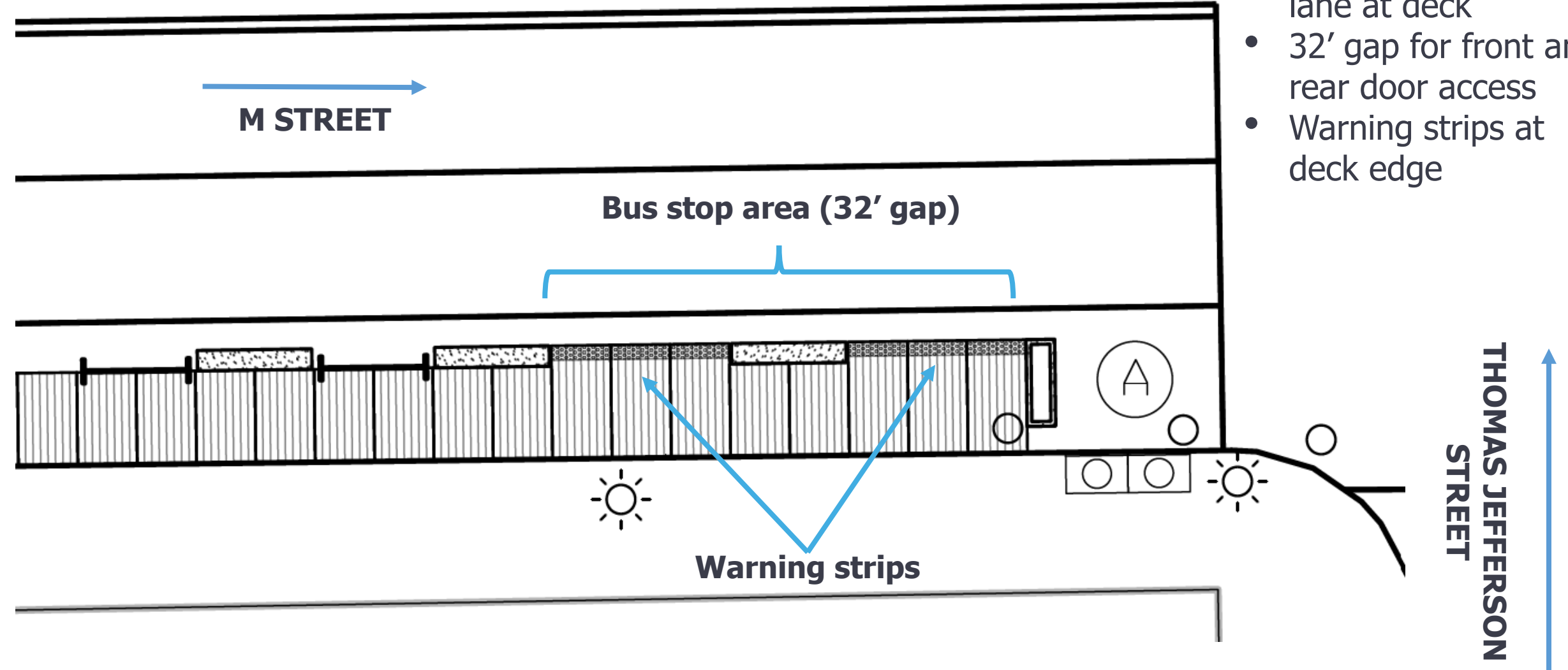
- At end of deck section, bike racks/scooter corrals between deck and barricade
- New bike and scooter parking where it's missing today
- Helps keep scooters off the sidewalk



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Bus Stop Plan: M Street

- Bus stops in travel lane at deck
- 32' gap for front and rear door access
- Warning strips at deck edge



M STREET

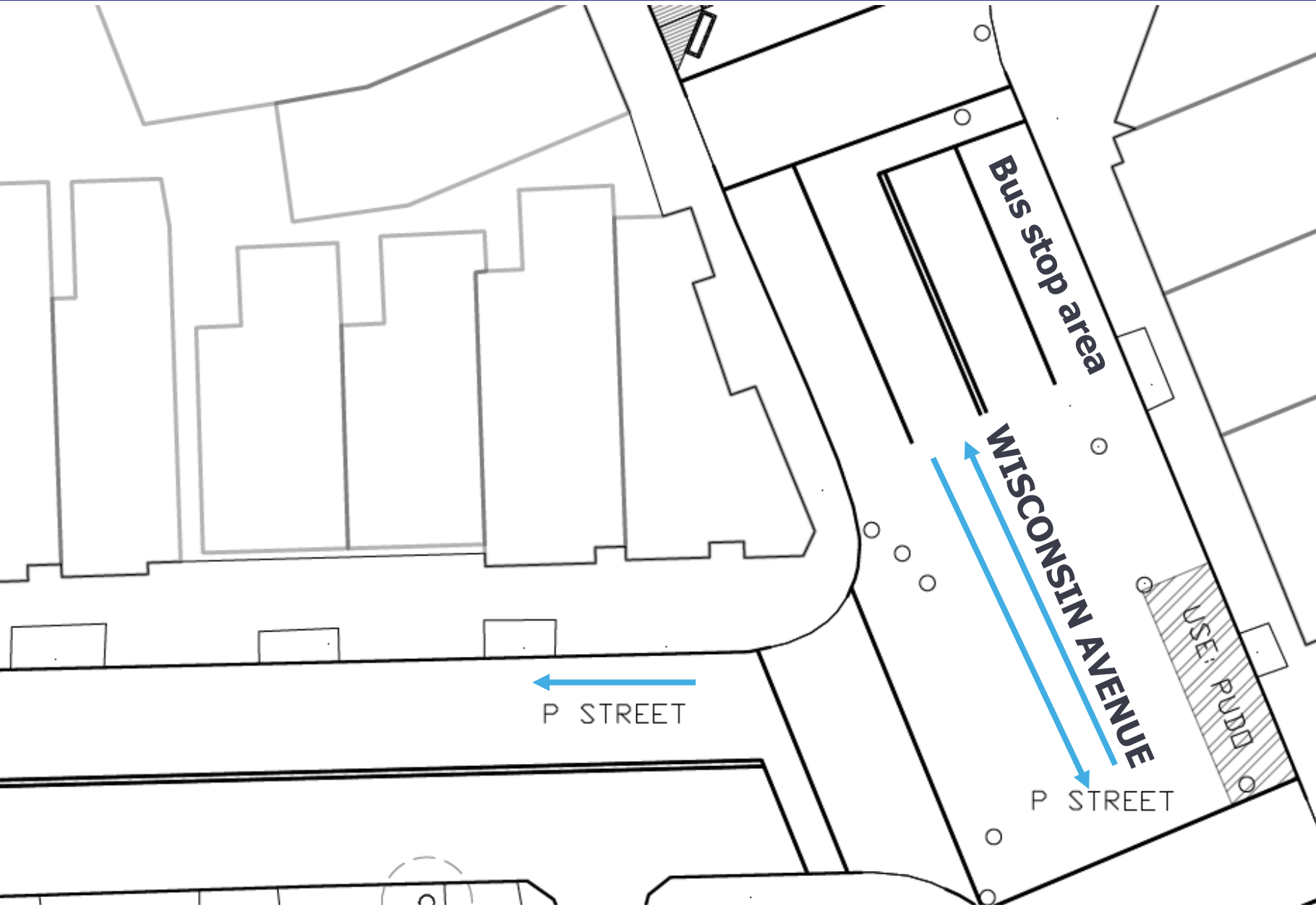
Bus stop area (32' gap)

Warning strips

THOMAS JEFFERSON STREET



Bus Stop Plan: Wisconsin Avenue



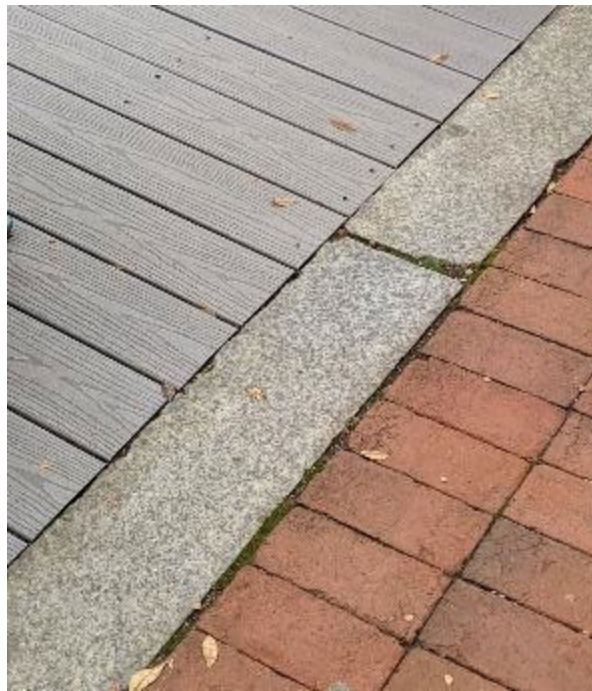
- Bus stops at existing curb, not in travel lane
- Two bus stops relocated:
 1. NB Wisconsin/N moved south to far side of Prospect Street
 2. SB Wisconsin/P moved south to 1400 block



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Stormwater

- Engineered for 15 year storms
- Accommodates drainage from:
 - Crown to gutter
 - Sidewalk and deck to gutter
 - Gutter to sewer
- Cannot block storm drains – no deck or barriers in front





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Utility Access Plan

Utility Cover Markings

1. Stencil directly over cover
2. Sign on adjacent barrier
3. Color marking on deck edge by street (not shown)

Deck & Barrier Removal

- BID hires contractor available 24/7 to remove panels and barriers
- Deck also removed for DDOT (tree access, construction, extreme weather, etc.)
- Businesses using deck will have to remove all furniture, fixtures, etc. for access





Décor Guidelines

- HPO and OGB have expressed concerns about excessive signage
- DDOT does not allow advertising in public space (A-frames allowed within certain guidelines)
- Streatery décor guidelines will address:
 - Signs
 - Lighting
 - Tents
 - Flowers

Business Deck Use Agreement

- Businesses sign agreement with BID outlining guidelines for use and décor
- Possible deck removal for utilities, snow, other emergency work
- BID will work with restaurants to monitor compliance



Maintenance and Management

- **BID Clean Team** will have primary responsibility to maintain all platforms, barricades, barriers, and bike/scooter parking areas
- **Businesses** that use the deck will sign an agreement with the BID to keep their section clean of trash, debris, and stains and adhere to design and use guidelines
- **BID staff** will do:
 - daily inspections for anything out of place, trash, stains, safety issues, and rodents
 - daily trash pick up and curb sweeping
 - weekly rodent abatement
 - seasonal power washing
- Damaged barricades or panels will be immediately secured with a goal of replacement within 48 hours



Evaluation criteria

- Pedestrian counts
- Visitor counts
- Credit card data
- Leasing activity
- Business feedback
- Resident feedback
- Visitor feedback
- Vacancy rate
- Double parking
- Garage and lot occupancy
- Parking availability
- Congestion
- Enforcement data
- Social media and media mentions
- Maintenance hours and costs
- Damage reports
- Crash data

Community Meetings

- March 24th and 25th, 2021
- June 28th and 29th, 2021
- September 28th and 29th, 2021

Business, Resident, and Visitor Surveys

- June 14-20, 2021
- September 13-19, 2021

Because **panels are moveable** we can make modifications as situations arise and require changes



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Project Website

georgetowndc.com/sidewalk-widening