

Georgetown Decks Community Meetings

June 21-22, 2021





1. Sidewalk Widening Overview
 - Why are we doing this?
 - Goals and design intent
2. Recent activity and final installation
3. Early observations and feedback
4. Discussion and Q&A
5. Next Steps



- A Georgetown 2028 principal is borrowed from Alan Jacobs: create great places for the people who live there and everyone else will want to come.
- 7% of dollars spent in Georgetown come from residents - 93% from outside the neighborhood
- 2013 resident surveys found that residents do not like shopping on M or Wisconsin on the weekends in part because the sidewalks are too crowded.
- "I love shopping in Paris – there's so much available parking" was said by no one.



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Sidewalk widening progression

2016-2018
Weekend widening



2020
Curb lane dining



2021
Deck extension





17 different agencies and offices needed to sign off on the layout and design of this project (civil, structural, safety, ADA, utilities, public space, HPO, OGB, others)

This is a temporary pilot to explore whether we can reallocate public right of way from parking cars and accommodating pass-through traffic, to outdoor dining and better space for pedestrians and shoppers

Current configuration is the not the optimal design or the long-term solution

Permit from DDOT is valid through December 31, 2021

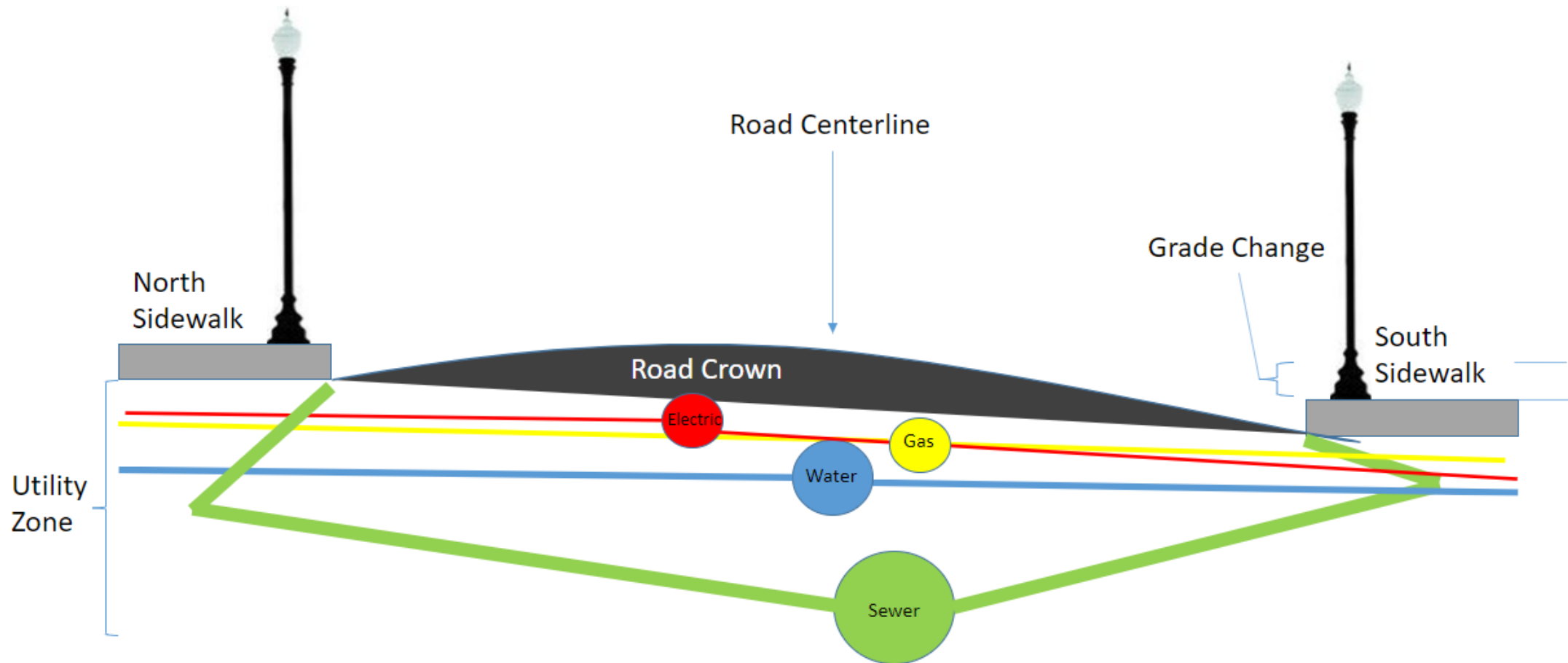
At the end of the pilot the whole community and city will decide if we want to pursue some, all, or no widened sidewalks in Georgetown. Options might include:

- dining only
- portions of M and/or Wisconsin sections only
- seasonal sections
- all of Georgetown
- no changes and going back to the way things were in 2020



What about permanent sidewalk extension?

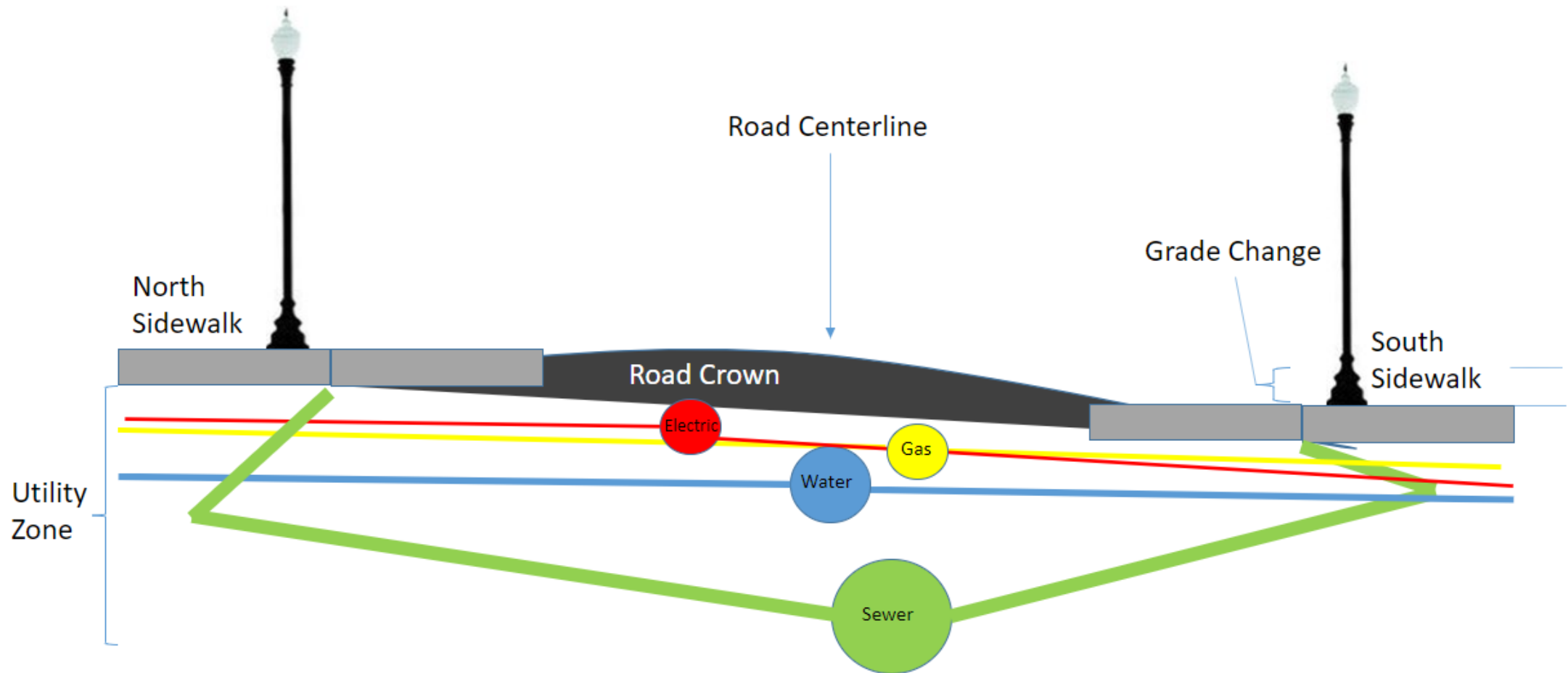
M Street Existing Conditions





What about permanent sidewalk extension?

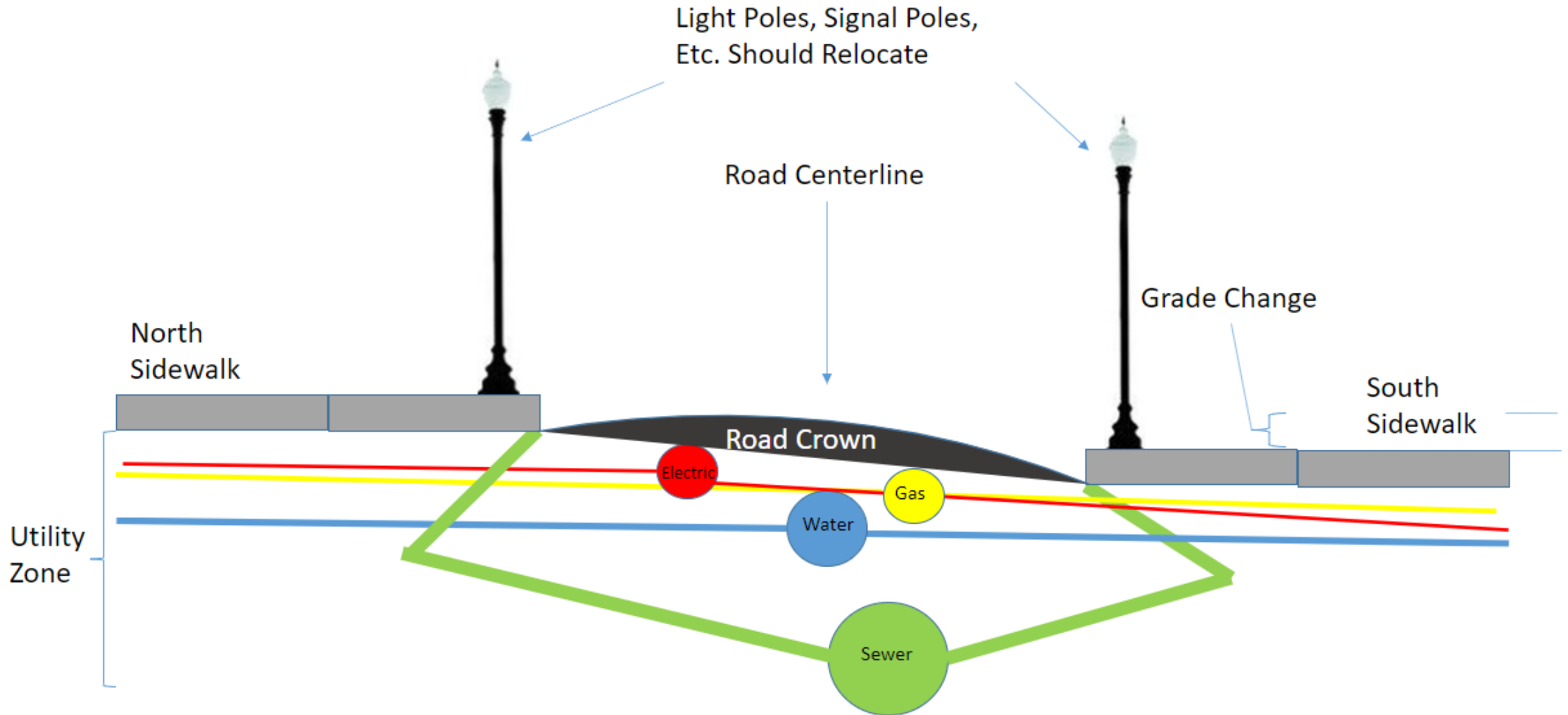
Simple Curb Extension: Illustrates why re-engineering is crucial





What about permanent sidewalk extension?

Re-Engineered Roadway With Curb Extension





Space for Dining

- Outdoor dining makes the street more vibrant and active
- Restaurant seating more welcoming on the deck than in the street
- More street activity on Wisconsin Avenue, where foot traffic is lower

Space for Pedestrians

High Pedestrian Volumes

- Alleviate crowding where foot traffic is high
- More space for families with strollers, people in wheelchairs
- Ability to window shop or pause without blocking traffic or being jostled
- More comfortable place for residents

Narrow Sidewalks and Choke Points

- Alleviate choke points in places where the sidewalk is very narrow or many sidewalk obstructions
- Create a more welcoming pedestrian environment to encourage foot traffic in places where traffic is low



Georgetown retail was hurt badly by the pandemic

2020 Year End

Retail vacancy rate 13.6%

- 69 storefront vacancies
- 63 closings
- 21 openings

Visits to Georgetown in 2020 were **48% of visits** in 2019

2021 Year to Date

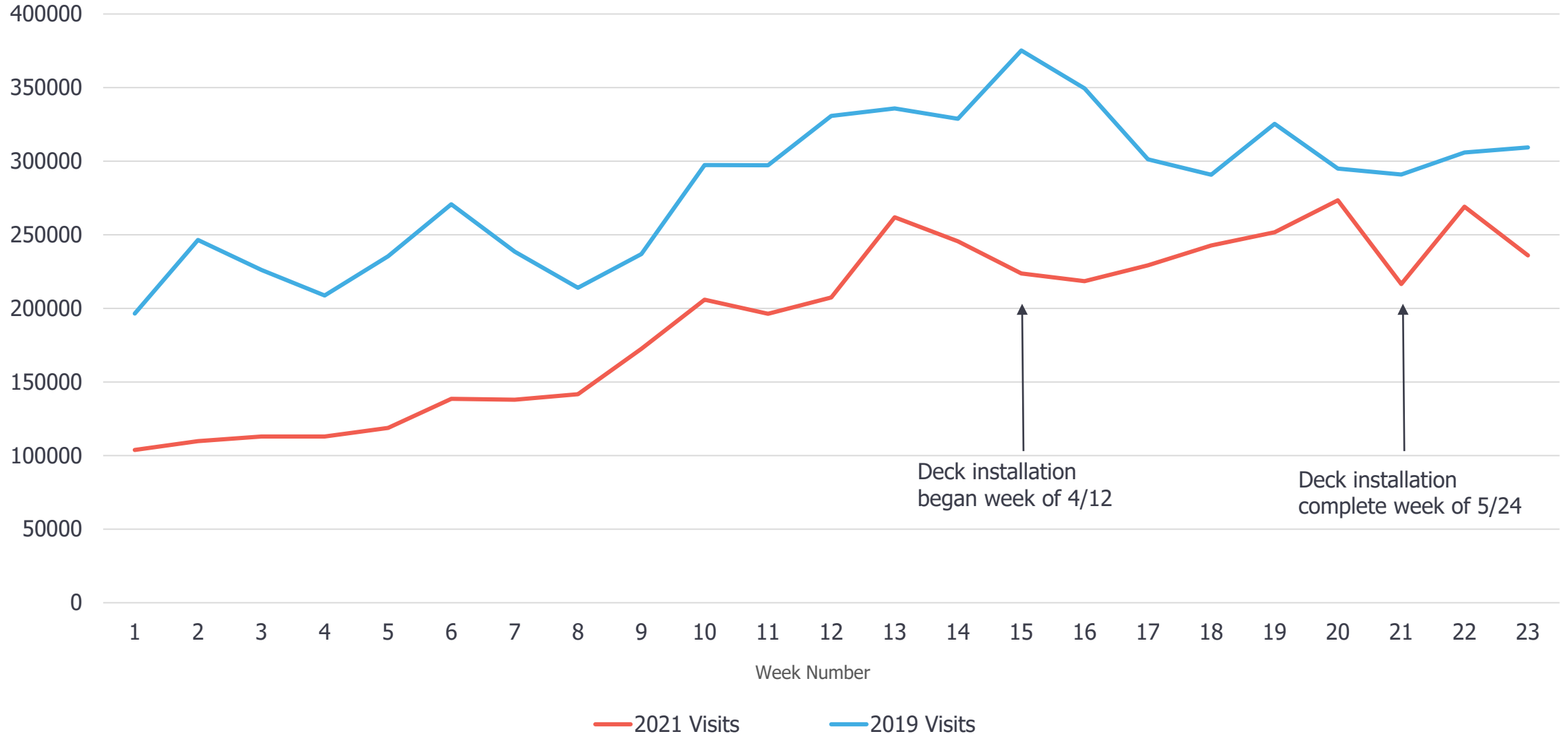
Retail vacancy rate 12%

- 61 storefront vacancies
- 15 openings
- 16 opening soon
- 10 closings
- Major leasing activity: Stephen Starr restaurant and several first-to-market national retailers

Visits to Georgetown in 2021 YTD are **67% of visits** in 2019

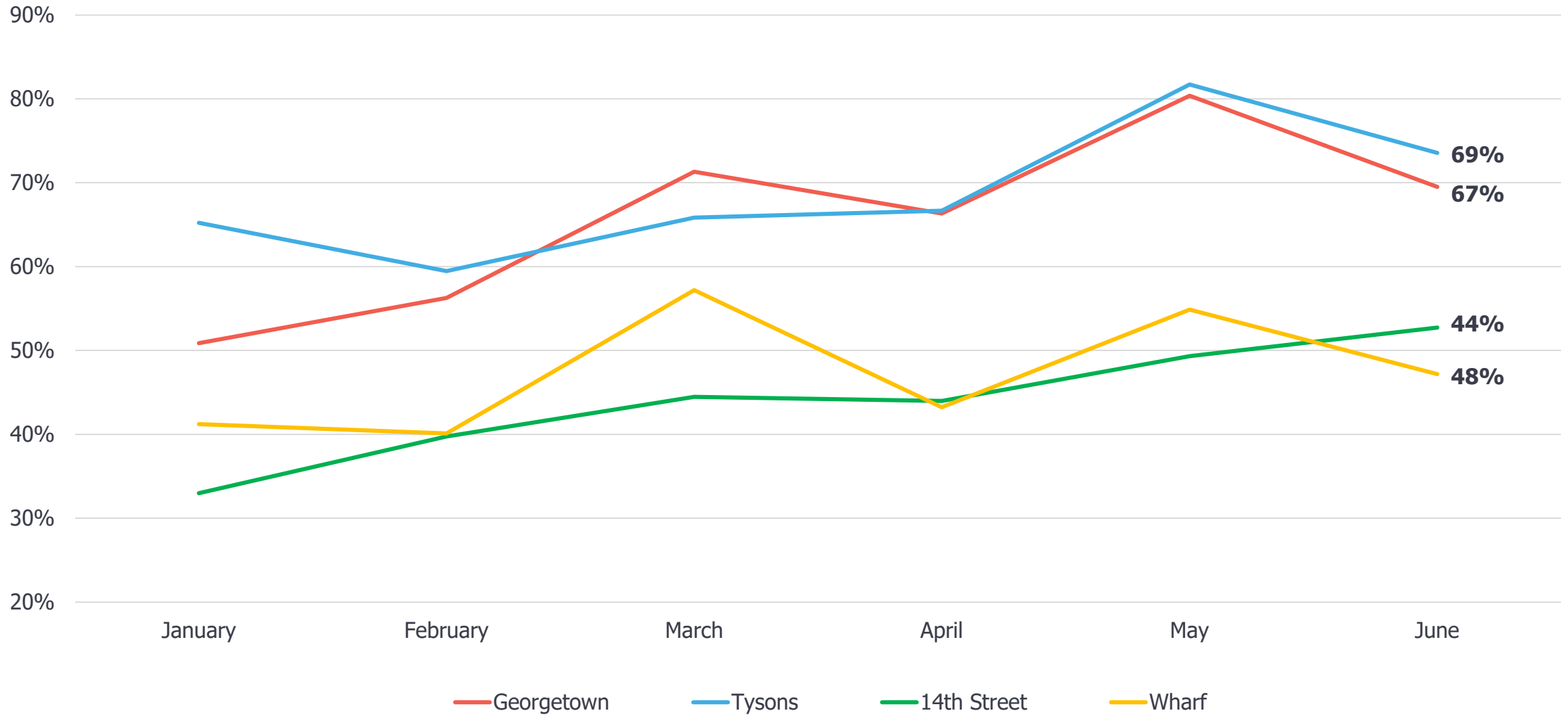


Weekly Visits YTD, 2021 vs 2019





2021 Monthly Visits as a Share of 2019 Monthly Visits





- Reduced parking garage rates
 - \$10 all day at 3307 M Street
 - \$12 on Thursday/Friday after 5:00pm and \$15 max on Saturday/Sunday at Georgetown Park
- New garage wayfinding signs installed



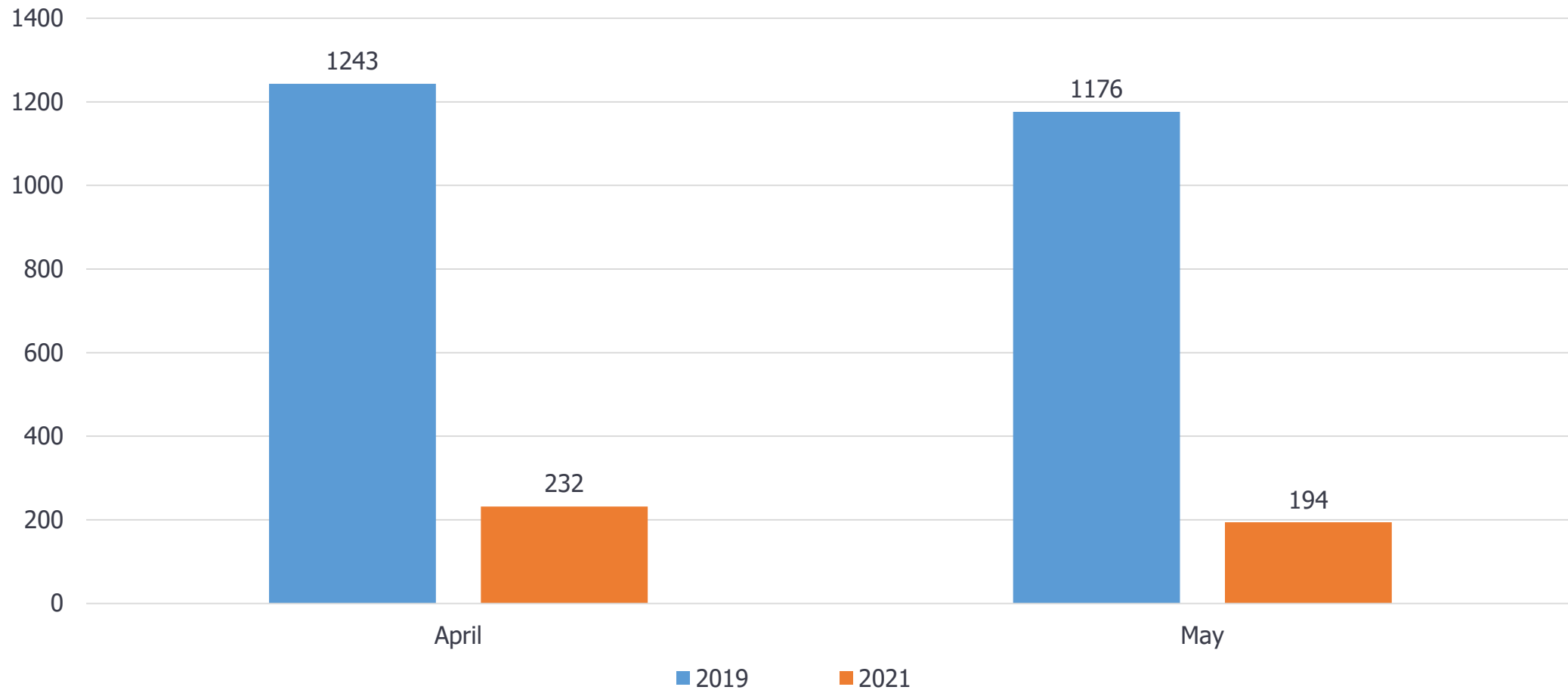
On-street parking



- Signs for loading zones and pick-up/drop-off zones
- Parking enforcement resumed June 1st
- Long term parking management policies could be considered



Parking Citations on M Street and Wisconsin Avenue April and May 2019 vs 2021





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Design and décor guidelines

HPO/OGB aesthetic guidelines:

- Traditional jersey barrier in dark color
- No signs on barriers or umbrellas
- Warm white lights only
- No fake greenery
- No cheap plastic furniture

DDOT public space guidelines

- Jersey barrier at traffic edge
- No advertising in public space
- A-frame signs under certain conditions
- Do not obstruct sidewalk
- Umbrellas only





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Installation mostly complete; everything finished by July 1

What happens next

- Consumer marketing ramps up
- Complete barrier installation
- Bike rack and scooter parking
- Add flowers and plants to planters
- Bus stop modifications
- Consistent enforcement
- Transportation study
- Ongoing evaluation





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Comprehensive transportation review

- DDOT will conduct a transportation study
- Study is being scoped now
- Results will be part of DDOT's review of a future permit application





Evaluation criteria

- Pedestrian counts
- Visitor counts
- Credit card data
- Leasing activity
- Business feedback
- Resident feedback
- Visitor feedback
- Retail vacancy
- 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 21st and 22nd, 2021**
- September 20th and 21st, 2021

Business, Resident, and Visitor Surveys

- **June 21-27, 2021**
- September 13-19, 2021



- More people dining outside; Georgetown is more vibrant
- Some deck sections without dining are not being used
- Less parking availability for some customers/business clients
- Less parking availability on some residential streets
- Additional traffic congestion on M and Wisconsin
- Aesthetics of the sidewalk extensions are unattractive, particularly barriers
- Increased double parking for loading



Take the survey!

georgetowndc.com/sidewalk-widening

- Scroll to “Evaluation and Modification”
- Links for Resident Survey and Business Survey
- Survey link will be emailed after the meeting