



**Sidewalk Widening
BID Member and Community Update
December 21, 2020**



- This is a community meeting to provide updates on the sidewalk widening plan
- Presentation followed by Q&A
- Update your name in Zoom with name and business/affiliation
- Please mute yourself unless you are talking
- Meeting is being recorded



COVID Impacts on the Georgetown Economy

72 storefront vacancies (14%) – 2x the storefront vacancy rate in November 2019

50% fewer visits to Georgetown 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



COVID Impacts on the Georgetown Economy

Pre-COVID closures

- 1. AU Rate
- 2. Avocado Café
- 3. Contemporaria
- 4. Ecco
- 5. Forever21
- 6. Gypsy Sally's
- 7. Keith Lipert Corporate Gifts
- 8. Local Meditations
- 9. Massimo Dutti
- 10. Neopol Savory Smokery
- 11. Papyrus
- 12. RiRa Irish Pub
- 13. The Capital Tailor
- 14. Acaiberry
- 15. Aldo
- 16. America Eats Tavern
- 17. Ann Hand
- 18. Baker Furniture
- 19. Bogart Salon
- 20. Brooks Brothers
- 21. Calvin Klein Underwear
- 22. Camper
- 23. Cherub Antiques Gallery
- 24. District Pizza
- 25. Don Lobo's
- 26. Frye
- 27. GNC
- 28. Harper Macaw
- 29. Havanamax
- 30. High Street Cafe
- 31. Hill & Dale Records
- 32. John Rosselli and Associates
- 33. Johnny Rockets
- 34. Kate Spade
- 35. Le Pain Quotidien
- 36. LOFT
- 37. Lucky Brand Jeans
- 38. Luke's Lobster
- 39. Little Birdies
- 40. Margaux
- 41. Onward Reserve
- 42. Own Your Wonder
- 43. Paddywax Candle Bar
- 44. PAUL Bakery
- 45. Peets Coffee
- 46. Rent The Runway
- 47. Roots
- 48. Starbucks
- 49. Subway
- 50. Sundevich
- 51. T&U Mongolian Cashmere
- 52. Up N Down
- 53. Uprising Yoga Center
- 54. Vaporfi
- 55. Washington Sports Club
- 56. Wisey's
- 57. Yoga Del Sol
- 58. Zannchi

2020 RETAIL CLOSINGS

Market Size	Before March 15th	After March 15th	Total
Local/Regional	7	20	27
National/International	6	25	31
Total	13	43	58



COVID Impacts on the Georgetown Economy

2020 OPENINGS

1. **Allbirds** – 3135 M Street
2. BeauTea – 1073 Wisconsin Ave
3. **BluDot** – 3333 M Street
4. City Sliders – 1529 Wisconsin Ave
5. Fine Rugs of NY – 1251 Wisconsin Ave
6. Georgetown Butcher – 3210 Grace Street
7. Georgetown Social – 2920 M Street
8. Harper Macaw – 2920 M Street
9. **L.A. Burdick Chocolate** – 1319 Wisconsin Ave
10. Le Labo – 3009 M Street
11. Miramar Restaurant – 1033 31st Street
12. Officina – 1525 Wisconsin Ave
13. **Paddywax Candle Bar** – 1065 Wisconsin Ave
14. Pacers Running – 3273 M Street
15. Reren Lamens and Bar – 1073 Wisconsin Ave
16. Same Day Testing – 3237 M Street
17. UBreakIFix – 1519 Wisconsin Ave
18. **Veronica Beard** – 1254 Wisconsin Ave

ANTICIPATED OPENINGS

1. Bozzelli's Pizza – 3000 K Street
2. **Dig** – 1301 Wisconsin Ave
3. Donahue – 1338 Wisconsin Ave
4. Fountain Inn - 1659 Wisconsin Ave
5. **Foxtrot Market** – 1267 Wisconsin Ave

OPENINGS AND ANTICIPATED

Market Size	Open	Anticipated	Total
Local/Regional	9	3	12
National/International	9	2	11
First-to-Market	5	2	8
Total	18	5	23



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COVID Impacts on the Georgetown Economy

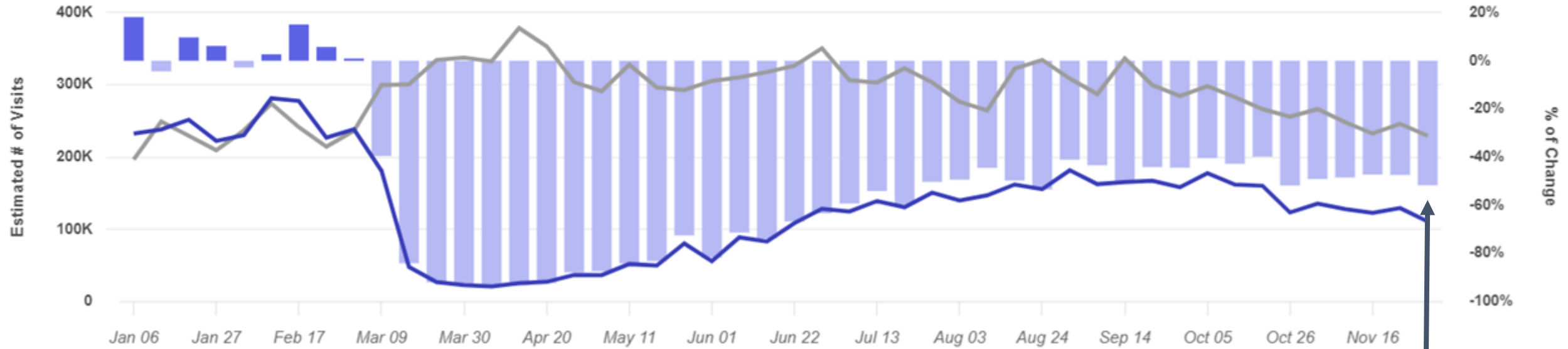
Visits Variance



Property:
Georgetown BID / 3265 Prospect St NW, Washington, 20007, DC

Aggregation: Weekly
Compare to: Prev. Year

Previous Year



Gray Line = 2019 weekly visits
Blue Line = 2020 weekly visits

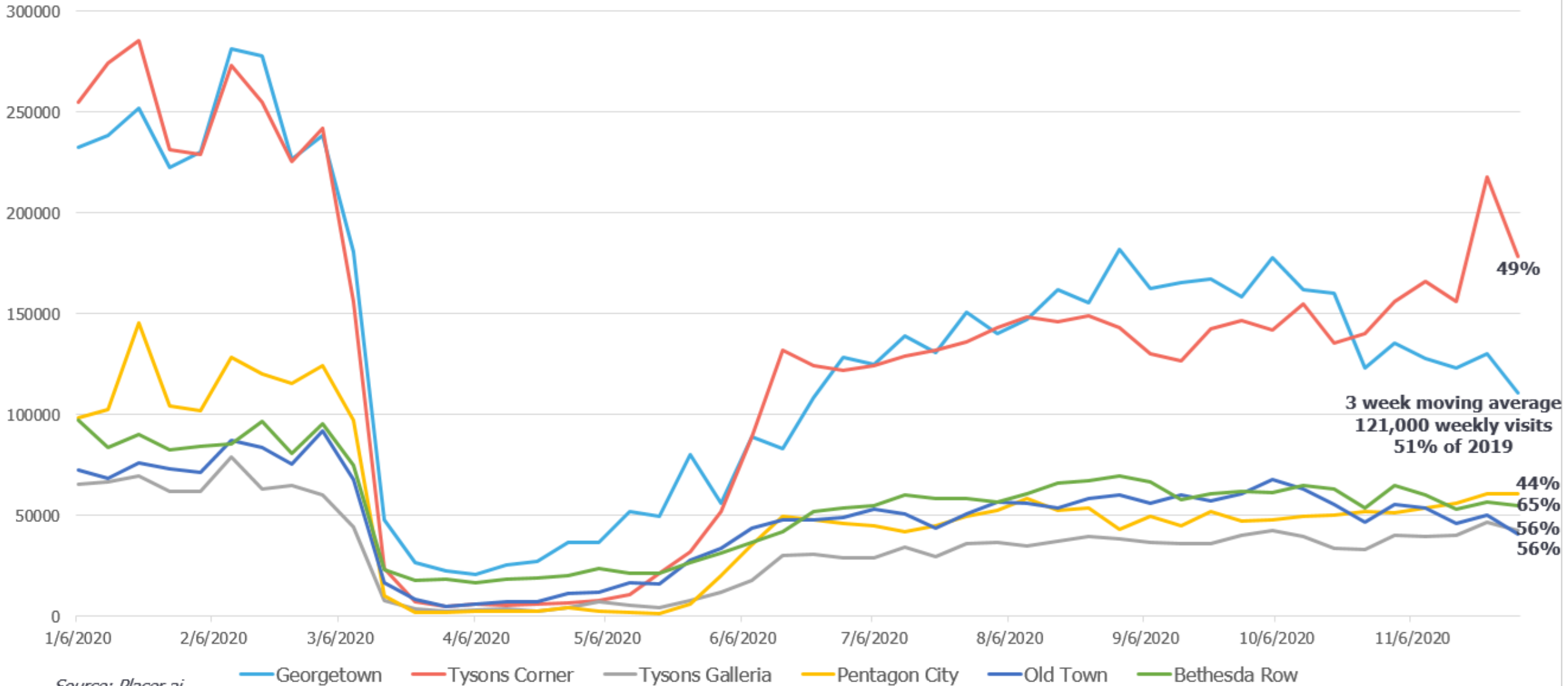
Week ending 12/6/20
-52% vs. same week 2019



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COVID Impacts on the Georgetown Economy

Weekly Visits, Georgetown vs Suburban Competitor Markets, 2020 YTD

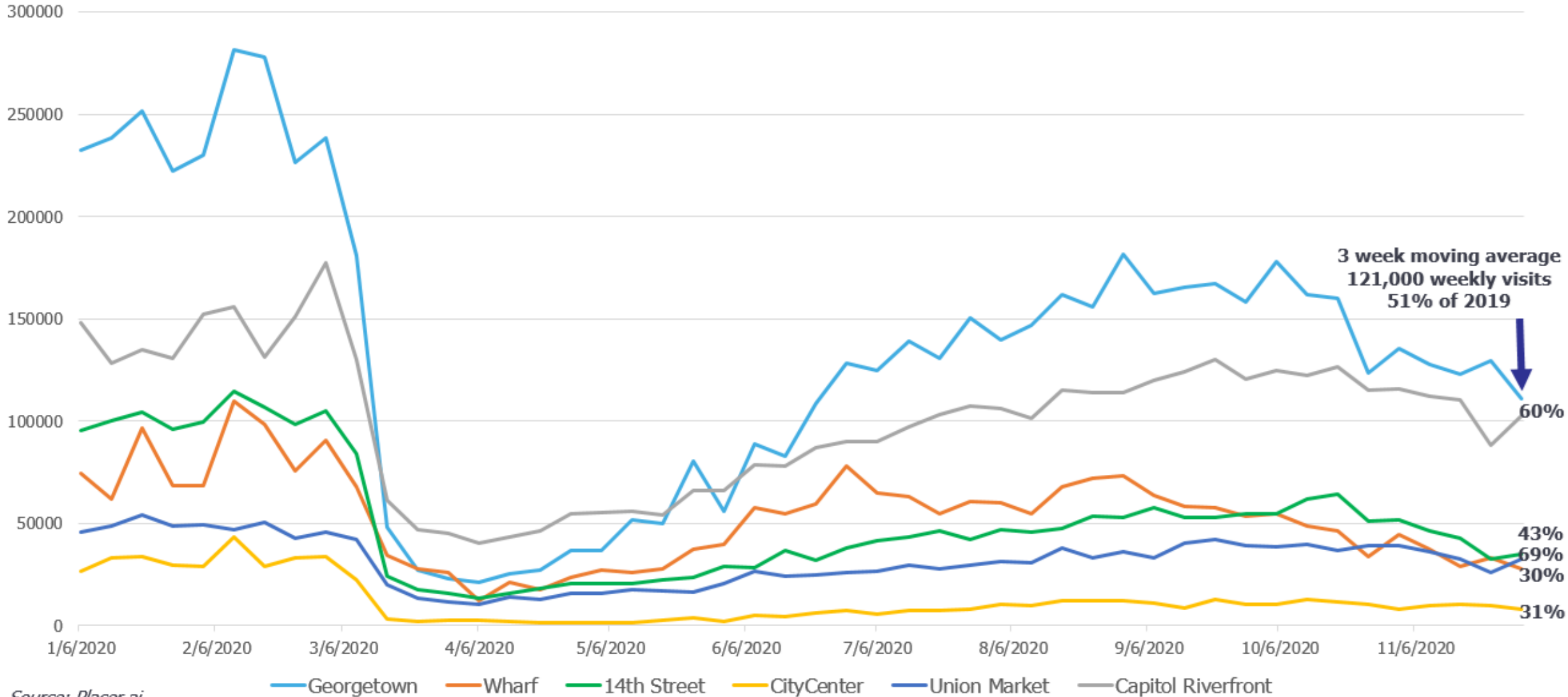




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COVID Impacts on the Georgetown Economy

Weekly Visits, Georgetown vs. DC Competitor Markets, 2020 YTD



Source: Placer.ai



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Georgetown Streateries

35+ restaurants operating under BID streatery permits – more than any other neighborhood in DC





What is the proposal?

- Create safer, friendlier, more welcoming streetscapes with 5,000 linear feet of deck panels on M Street and Wisconsin Avenue (~50% of curb face)
- 4x8' panels of **composite decking** on top of a wood frame – 9.5' wide sidewalks become 17.5' wide
- Combination of **black steel barriers** and **black concrete barriers or planters** on street edge of deck panel extension
- Panels are removable as needed to accommodate utility access, snow operations, curbside requirements



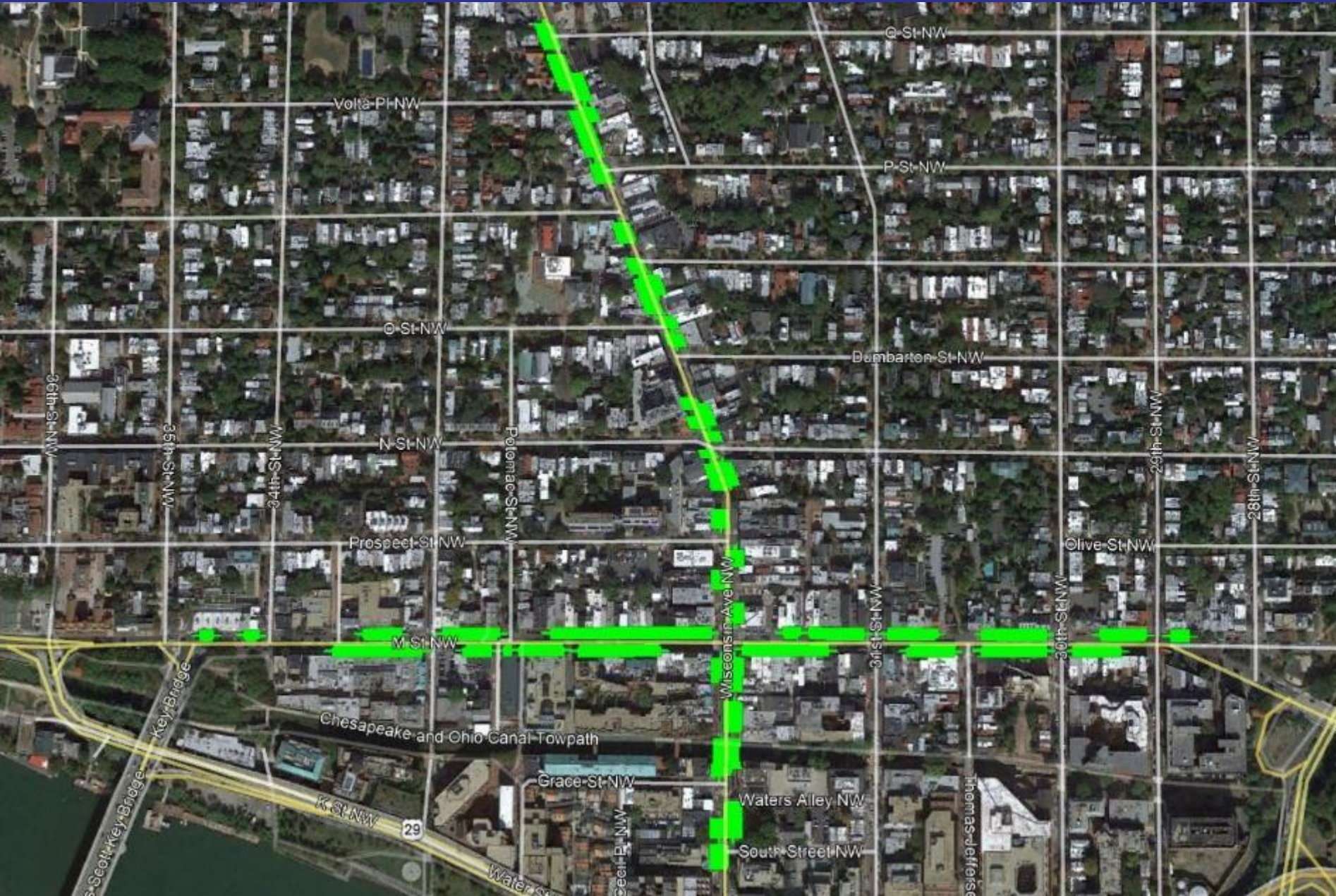
- Emergency COVID permit for deck will run April/May 2021 through December 2021
- DDOT Public Space Committee to review application and comments from all review agencies January 28
- Old Georgetown Board providing design feedback early January

Beyond 2021?

- If project is successful, BID can apply for annual permit with similar DDOT reviews and official OGB review



Sidewalk Widening Area



M Street
between 35th
Street and 29th
Street

**Wisconsin
Avenue** between
South Street and
Q Street

Approximately
**5,000 linear
feet** in total



Deck Design Requirements

- ✓ Must be level with existing curb and meet ADA accessibility goals
- ✓ Material must withstand heavy pedestrian use; weather; salt/ice melt
- ✓ Decking must be modular and able to be moved quickly for utility access and emergency work and sized for efficient storage
- ✓ Must be protected during snow season – keep plows off deck or remove deck seasonally
- ✓ Water must be able to flow underneath decking to the gutter and into storm drains
- ✓ Protect against intentional and unintentional vehicle impact
- ✓ Maintain access for commercial loading, passenger loading, bus stops
- ✓ Attractive and appropriate for Georgetown commercial district

FUNCTION

AESTHETICS



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Deck Details





Material Examples

Exact products under review



Bike Racks



Signs



Black Metal Barrier

Reflects black streetscape furniture



Composite Decking in warm natural gray



Concrete Barriers stained or painted black

Flowers to match hanging baskets for integrated aesthetic



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Deck Details





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Deck Details





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Deck Details





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Deck Details

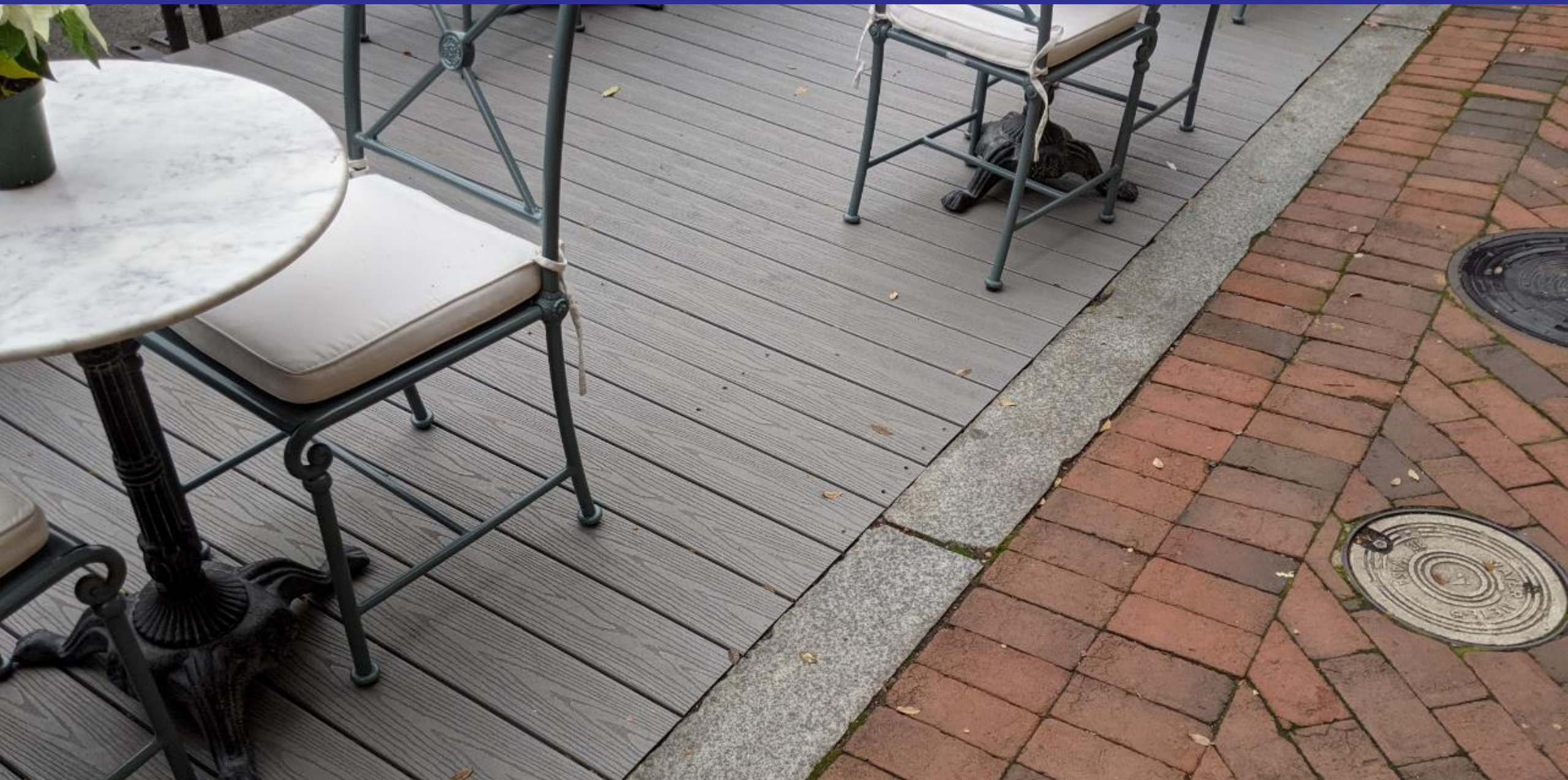






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Deck Details





Decking flush with curb

Water drains under deck

Section ends to match color of decking



Deck profile narrows

Section ends to match color of decking





- Utilities must be able to quickly access manholes
- Where the deck covers a manhole:
 - Paint outer edge of deck with corresponding utility color
 - Attach sign to outer barricade indicating utility under deck section
 - Top of deck panel marked with stencil of utility cover
 - Nothing can cover utility cover stencil on top of deck
- BID will hire contractor to be on call 24/7 to remove deck panels at request of utility when access is needed
- Break in the deck extensions for catch basins



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Utility Access Plan



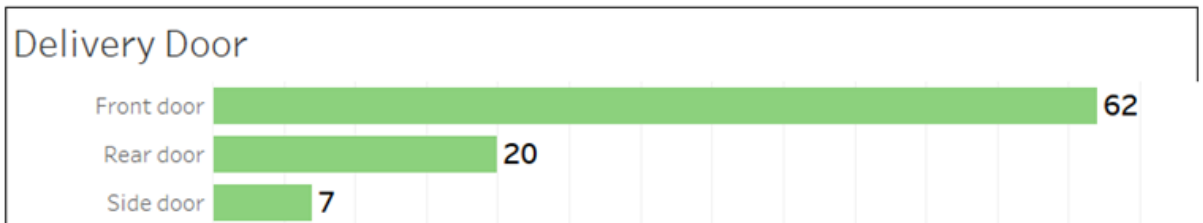
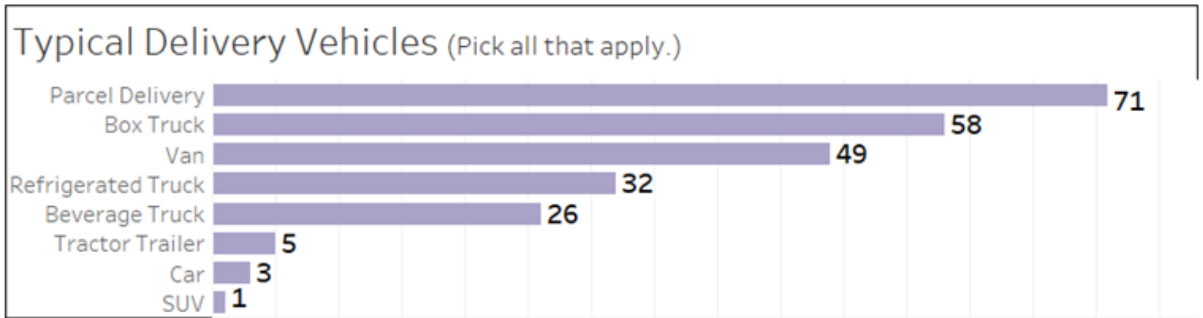
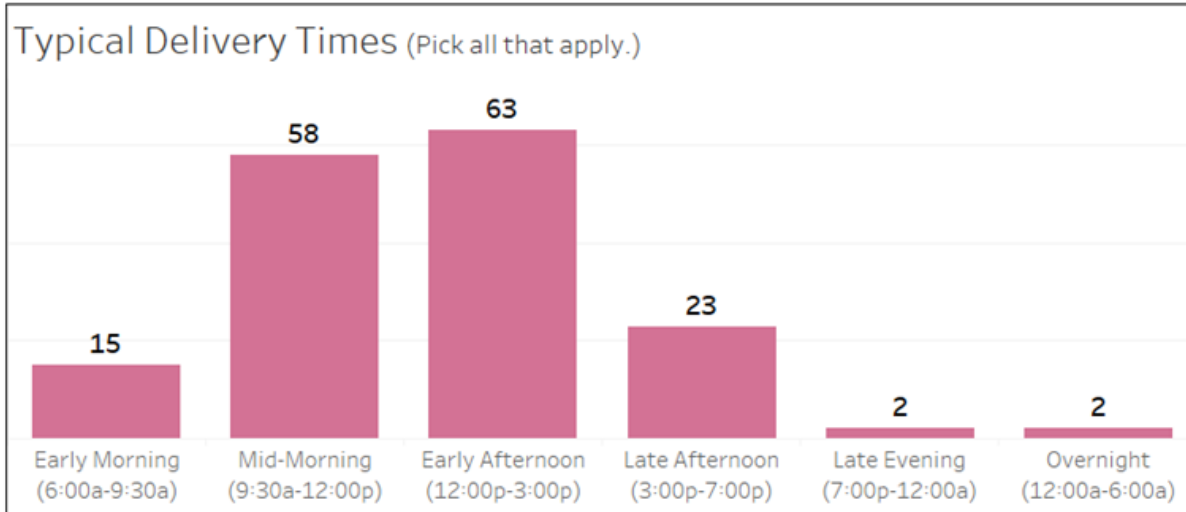
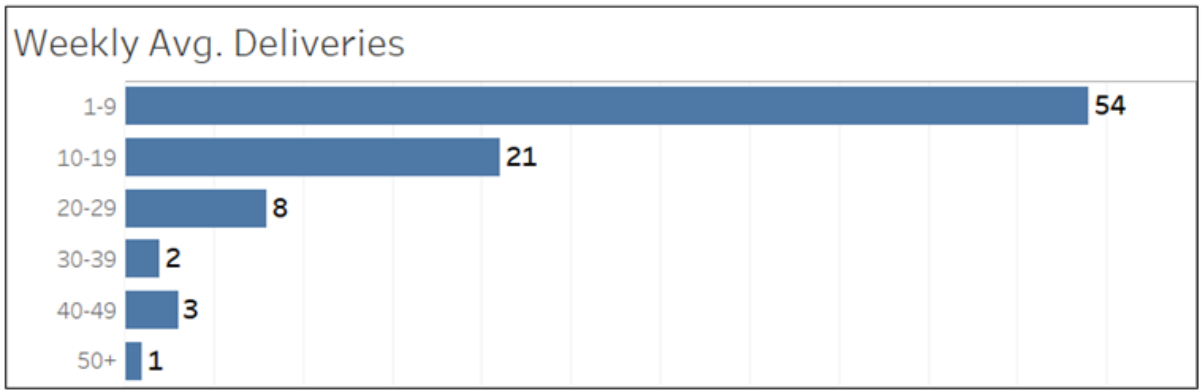
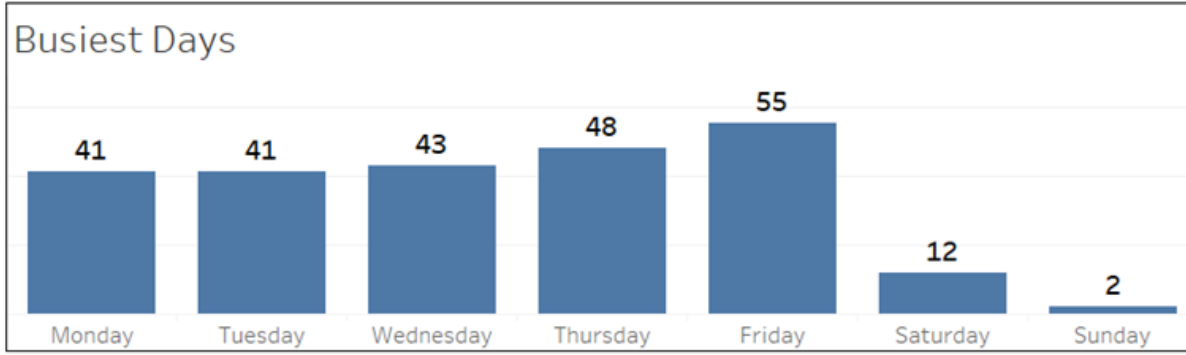
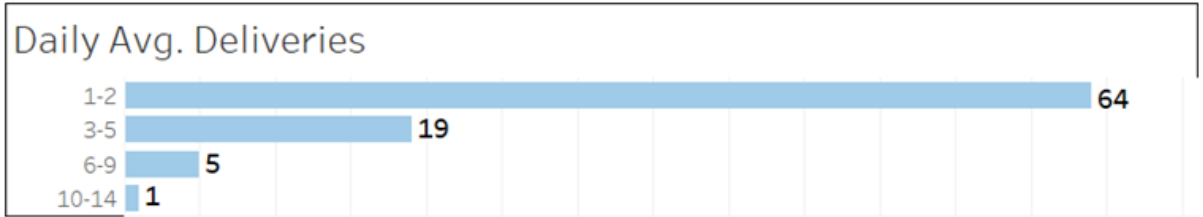
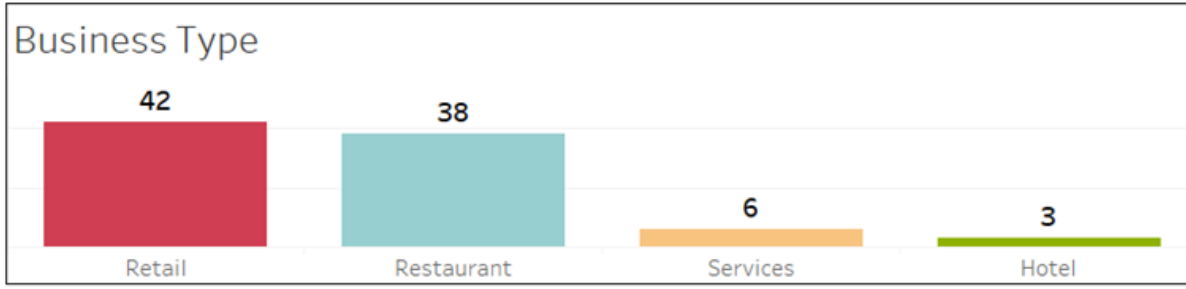


- Notify businesses to remove all furnishings from deck and barricades prior to brining ahead of snow event
- Pull outer black barriers onto deck during snow events to reduce conflict with snow plow blades
- Concrete barriers on outer edge at regular intervals to protect deck section from snow plow blades
- Deck remains in place year-round



Loading and Delivery Survey Results

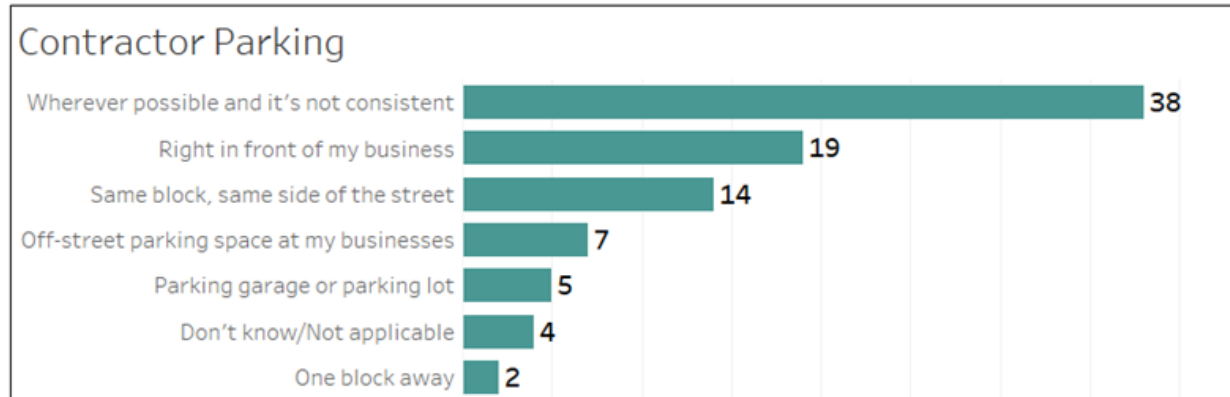
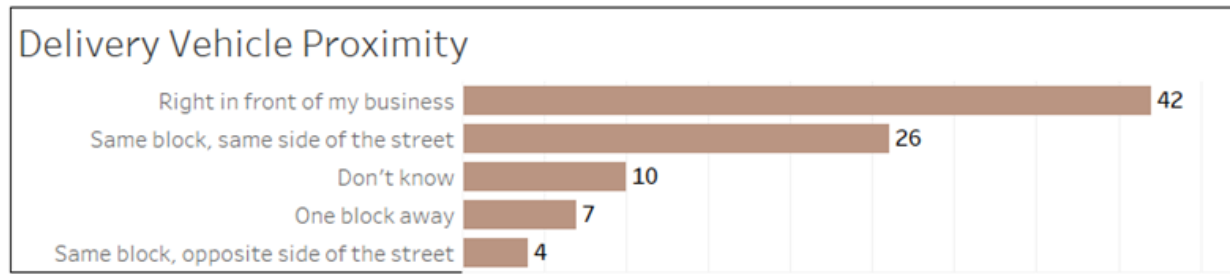
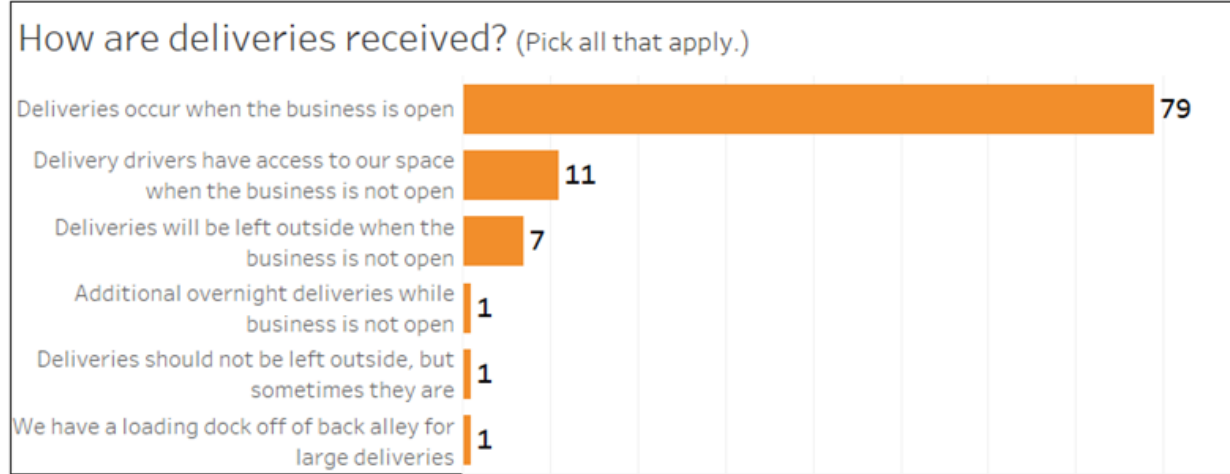
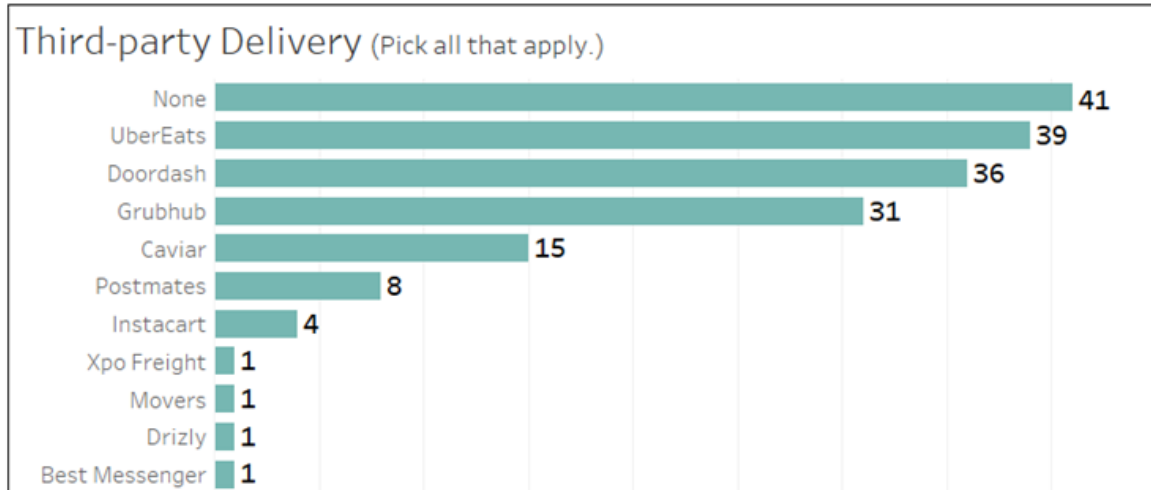
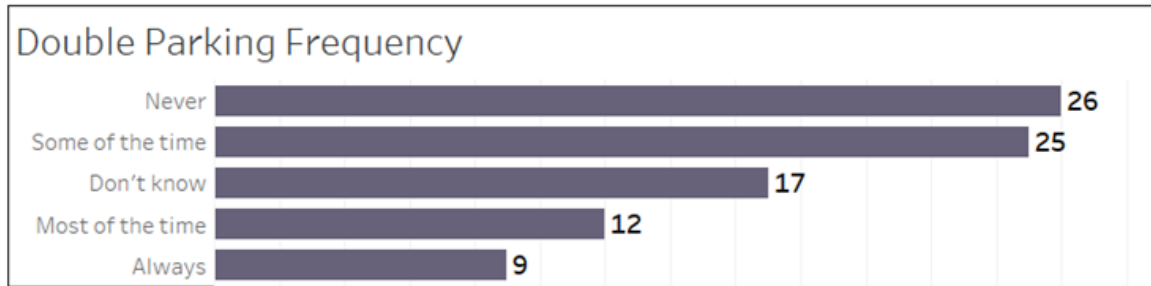
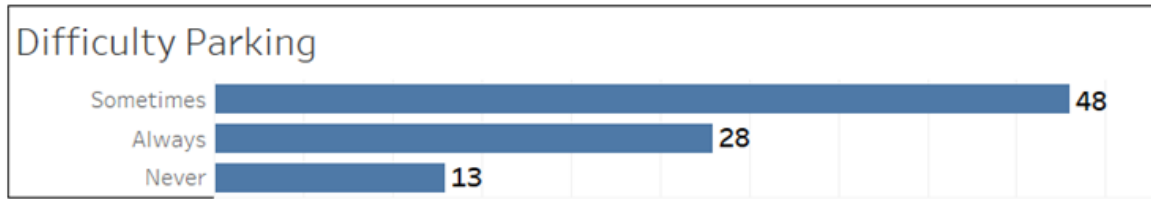
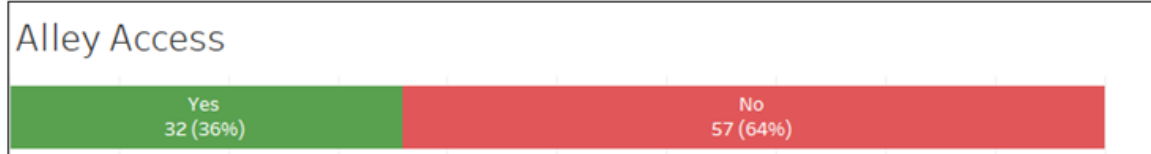
Georgetown Sidewalk Expansion Loading Survey - Dashboard 1 (89 Respondents)





Loading and Delivery Survey Results

Georgetown Sidewalk Expansion Loading Survey - Dashboard 2 (89 Respondents)





- Coordinating with DDOT curbside planners on commercial loading
- Preserve or create new loading zones at the curb on most blocks
 - Some zones could be 24-hour loading only
 - Some zones could convert to commercial parking after delivery hours
 - Some zones could be flex zones – commercial loading, contractor parking, pick-up/drop-off
- Separate zones at the curb for passenger pick-up/drop-off and on-demand delivery
- Existing side street loading zones remain



M Street

3400 block	North
3300 block	North
3300 block	South
3200 block	North
3200 block	South
3100 block	South
3000 block	North
2900 block	South

Wisconsin Avenue

1000 block	West
1000 block	West
1200 block	West
1200 block	East
1300 block	East
1400 block	West
1400 block	East
1500 block	East



Pick-up/Drop-off Zones

M Street

3300 block	North
3000 block	North
3000 block	South

Wisconsin Avenue

1000 block	East
1200 block	West
1200 block	East
1300 block	East
1400 block	East

Other available curbside space will accommodate pick-up/drop-off access



- WMATA and DDOT transit planners have reviewed and support plan
- Bus stops on M Street are at the extended sidewalk
 - Bus stops in the travel lane (this often happens today)
 - Passengers get on and off the bus from the deck
 - Break in the edge barricade for front and rear door access
 - Deck edge condition will notify riders with disabilities that they are at stop
- Bus stops on Wisconsin Avenue are at the curb
 - Bus pulls to existing curb and bus stop condition remains as it does today
 - One bus stop at the deck extension – SB Wisconsin Avenue/P Street by Lutece
 - One bus stop relocated – NB Wisconsin Avenue/N Street moved slightly south on 1200 block of Wisconsin where sidewalk is wider



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Bicycle and Scooter Parking



At end of deck section,
install bike racks or
scooter corrals
between deck and
barricade

Adds new bike parking
to M Street where it is
lacking today

Helps keep scooters off
the sidewalk



- 1.5 million ridesharing trips to Georgetown in 2019 -- expected to continue growing in 2021
- Expected continued growth in shared bike and scooter use in 2021
- 4,096 on-street residential parking spaces and 1,500 on-street commercial space
- 3,200 off-street parking spaces in publicly-accessible garages and lots -- opportunity to improve access with better signage
- Parking garage owners have been more flexible with parking rates



- **BID Clean Team** will have primary responsibility to maintain all platforms, barricades, barriers, and bike/scooter parking areas
- **Businesses** - in areas where there are sub-permitted streetery users (restaurants), each business will sign an agreement with the BID to keep their section clean of trash, debris and stains
- **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



BID will work with DDOT, ANC, and CAG to develop criteria to evaluate the sidewalk widening, which may include:

- Pedestrian counts
- Visitor counts
- Sales data
- Leasing activity
- Vacancy rate
- Double parking
- Garage and lot occupancy
- Enforcement data
- Curbside conflicts
- Business feedback
- Resident feedback
- Visitor feedback
- Social media and media mentions
- Maintenance hours and costs
- Damage reports
- Crash data
- OTHERS TBD

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



Thank you to our partners

This is a major project that is without precedent -- we're grateful for the time, expertise, and commitment from the city and our other partners to plan this project with us

- DDOT
- Mayor's Office of Nightlife and Culture
- Historic Preservation Office
- ANC2E
- CAG
- DC Water
- Pepco
- Washington Gas
- Verizon
- WMATA
- HSEMA



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Questions

