

# Downtown DC Public Realm Plan



District of Columbia  
Office of Planning



WE ARE  
WASHINGTON  
DC GOVERNMENT OF THE  
DISTRICT OF COLUMBIA  
MURIEL BOWSER, MAYOR



# Dear Washingtonians,

No matter where you live in the District, you and visitors alike have no doubt made memories in Downtown DC's iconic parks, communities, and streets. Whether on Pennsylvania Avenue, in Franklin Park, under the famous arch in Chinatown, or at Black Lives Matter Plaza, good public spaces reflect the District's culture and history and knit together Downtown DC's residences and office buildings with our world-renowned museums, theaters, restaurants, hotels, and offices.

To make Downtown DC a great place to live, play, work, and visit, we are working at harnessing one of our greatest assets – our public space. This **Downtown Public Realm Plan** identifies catalytic projects to reinvigorate our streets, sidewalks, plazas and parks with an eye towards elevating District arts, culture, entrepreneurs, and businesses, all while creating engaging experiences designed to draw people to Downtown DC. Imagine going to a festival, market, or

outdoor concert just steps from the Chinatown Arch or taking in a lush green boulevard as you travel from Washington Circle to City Center. Picture feeling at home as your family plays on Gallery Place/Chinatown's 8th Street NW or enjoying public art as you dine on Connecticut Avenue just blocks from The White House.

The **Downtown Public Realm Plan** complements related efforts to spur Downtown DC's Comeback including the Downtown Action Plan and the Gallery Place/Chinatown Task Force which are focused on opportunities to: attract businesses of all sizes; grow our tourism; and add 15,000 new residents to Downtown DC's neighborhoods by 2028. It will take all of us – government, businesses, and residents – working together to achieve our collective vision for Downtown DC.

Sincerely,

**Muriel Bowser**

Mayor, Washington, DC



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The **magnetic pull of Downtown** should be readily apparent the moment You arrive — no matter who you are or how you get here.<sup>1</sup>

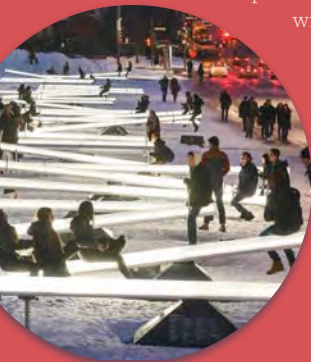


Downtown should include **lush and leafy oases** — places to immerse in nature and find calm, all in the heart of the nation's capital.<sup>2</sup>



# Creating one-of-a-kind public spaces in Downtown DC

Downtown should provide active public space, brimming with **invitations for all ages and abilities to play and recreate.**<sup>6</sup>



The **ingenuity and vibrancy of DC entrepreneurs** should be on full display, from the street to the sidewalk to the storefront.<sup>3</sup>

Walking through Downtown should be an up-close experience with the District's and the country's **diverse histories and cultures.**<sup>4</sup>



Downtown's public spaces should be the most **engaging canvas, stage, and gallery** for arts and creativity in the region.<sup>5</sup>



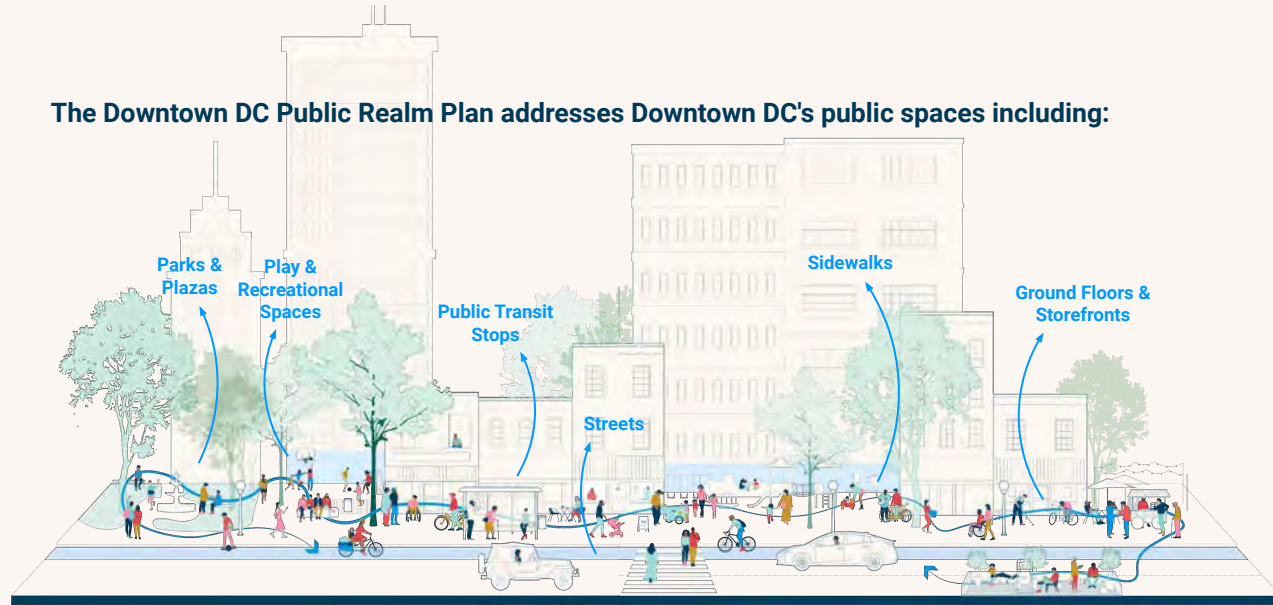
1. 30th Street Station, Philadelphia  
2. Xuhui Runway Park, Shanghai  
3. MOMENT Micro-Retail, San José  
4. Hiroshima Peace Memorial, Hiroshima  
5. Crown Fountain, Chicago  
6. Glowing Musical Seesaw, Montréal

# Shaping the future of Downtown DC

The Downtown DC Public Realm Plan is a strategy for adapting and improving public spaces in Downtown DC. Urban design influences whether people spend time in a park, neighborhood, or city and how long they stay. The Downtown DC Public Realm Plan presents how urban design improvements can be a catalyst for a thriving Downtown—starting with the four projects outlined in the following pages.

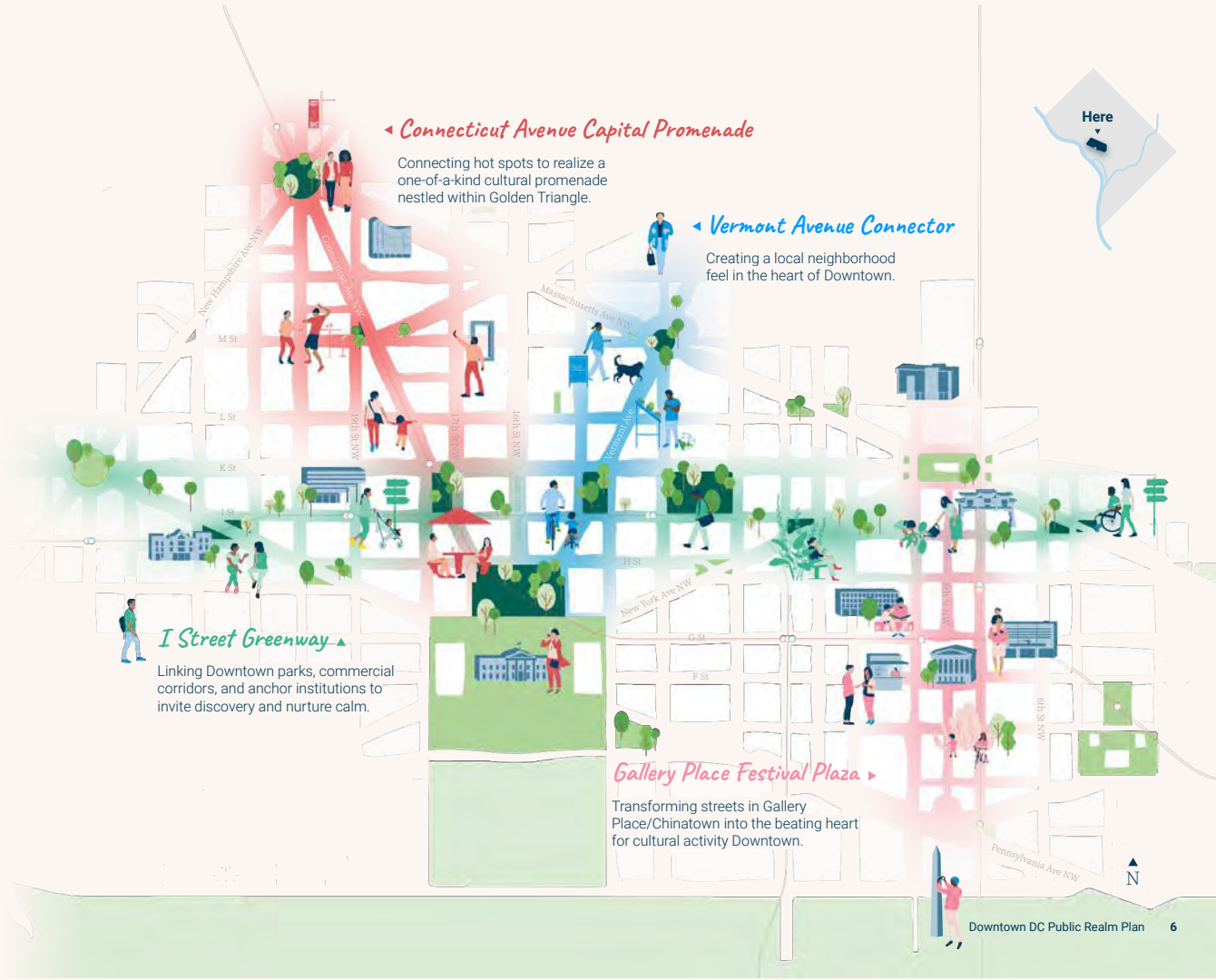
These projects will design and program streets, sidewalks, plazas and parks to support economic activity and attract people to stay throughout the day.

**The Downtown DC Public Realm Plan addresses Downtown DC's public spaces including:**



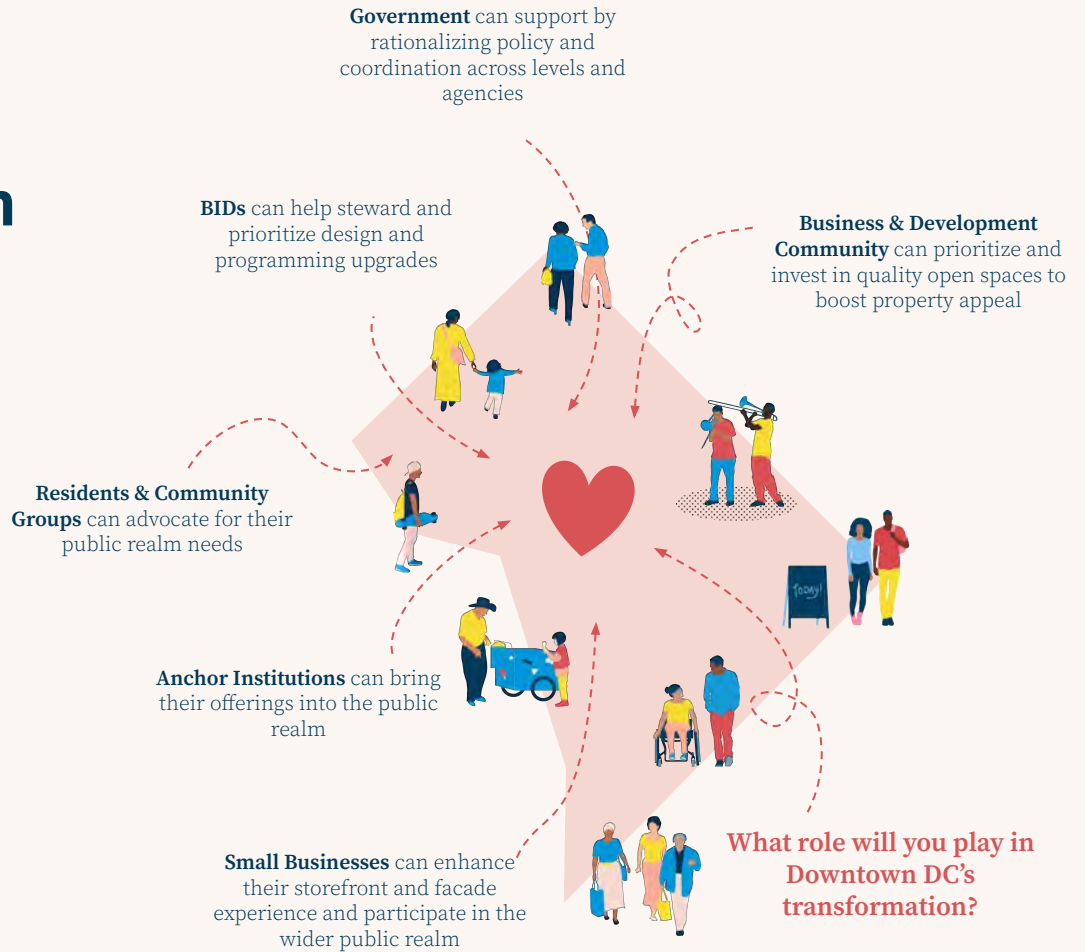
# Catalytic projects for Downtown DC

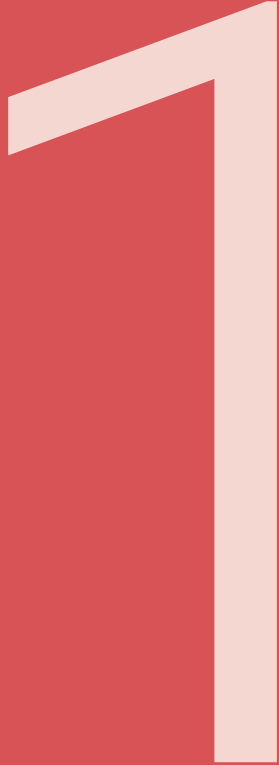
Four catalytic projects tee up future longer-term public space investments Downtown. They demonstrate the potential of Downtown DC as more than a 9-to-5 business district. Each conceptual project is underpinned by tactical interventions and supporting policies and programs that advance the project vision, referred to as **‘first moves.’**



# Inclusive transformation for Downtown

The Downtown DC Public Realm Plan is a call to action—a call that says streets are vital civic assets that must be the platforms for economic and social vitality in cities. No matter the role each of us plays in our cities, we all have a responsibility to ensure the spaces we move through can adapt to our new patterns of living and working—and in so doing, prepare us for a more vibrant and prosperous future.





# The Downtown DC Opportunity





# The Downtown DC public realm of today



▲ 1 in 4 office jobs in the District are located in the Downtown Study Area, but workers have yet to return to work at full capacity **with an average of 43% in-person office activity in 2023.**



Some experiences beyond the 9-to-5 work day are on offer – **the challenge is to maintain activity levels outside of programmed periods.**

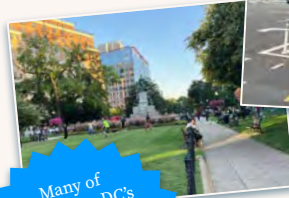


▲ **3,000 new Downtown housing units** are in the pipeline from office-to-residential conversions



◀ Downtown is dominated by office buildings – **38% of walkshop participants tagged harsh facades and dull structures negatively.**

In public life observations, 2x more people spent time in places with ample public seating, active people-watching edges, and tranquil micro-environments.



Many of Downtown DC's signature parks and public spaces are under National Park Service purview.



▲ Advances in cycling infrastructure downtown are applaudable, but, with **inconsistent quality and missed connections across the system, there is still work to be done.**

# The Downtown DC Public Realm of tomorrow

The future of Downtown DC's streets, sidewalks, plazas and parks is vibrant, inclusive, and prosperous.

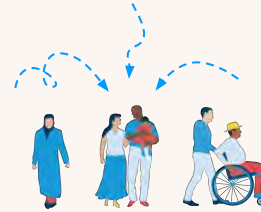


## Vibrant

A public realm that **hums with life and activity** and attracts people to stay throughout the day, week, and year

### In action, this looks like..

- Ample public seating where people can see and be seen
- Partnerships with non-profits, small businesses, and property owners to fund and co-create programming
- Curated temporary and permanent programs and events that activate spaces at different times of day
- Activated ground floor spaces with retail, residences, public art, greenery, and food & beverage
- Nightlife and entertainment venues as part of the strategy for around-the-clock activation and cultural life
- A delightful natural environment Downtown

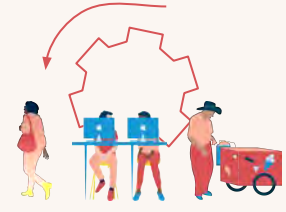


## Inclusive

A public realm that is actively designed, programmed, and stewarded to **invite all people and encourage them to interact**

### In action, this looks like..

- Amenities that support basic needs, such as restrooms, water fountains, and seating
- Amenities that are free or affordable
- Universal design, securing access for people of all abilities
- Programming for people of diverse ages and cultures
- Active invitations to DC residents who live outside of Downtown, especially those who have in the past not had a reason to visit, felt like Downtown is theirs, or are separated from Downtown by geographic barriers
- Social workers who can address behavioral health challenges in public spaces
- Planning efforts that engaging people experiencing homelessness



## Prosperous

A public realm that **creates and catalyzes economic opportunity** at a range of scales

### In action, this looks like...

- Designated open spaces for small businesses and vendors
- Foot traffic in a comfortable environment with shade trees and seating
- "More creativity and less red tape" – policies adapted to new shopping and working patterns
- Diversified everyday amenities that support walkability for residents and families like grocery stores and playgrounds
- Varied, affordable cultural events and amenities to attract and retain talent and residents

# 2

## Catalytic Projects

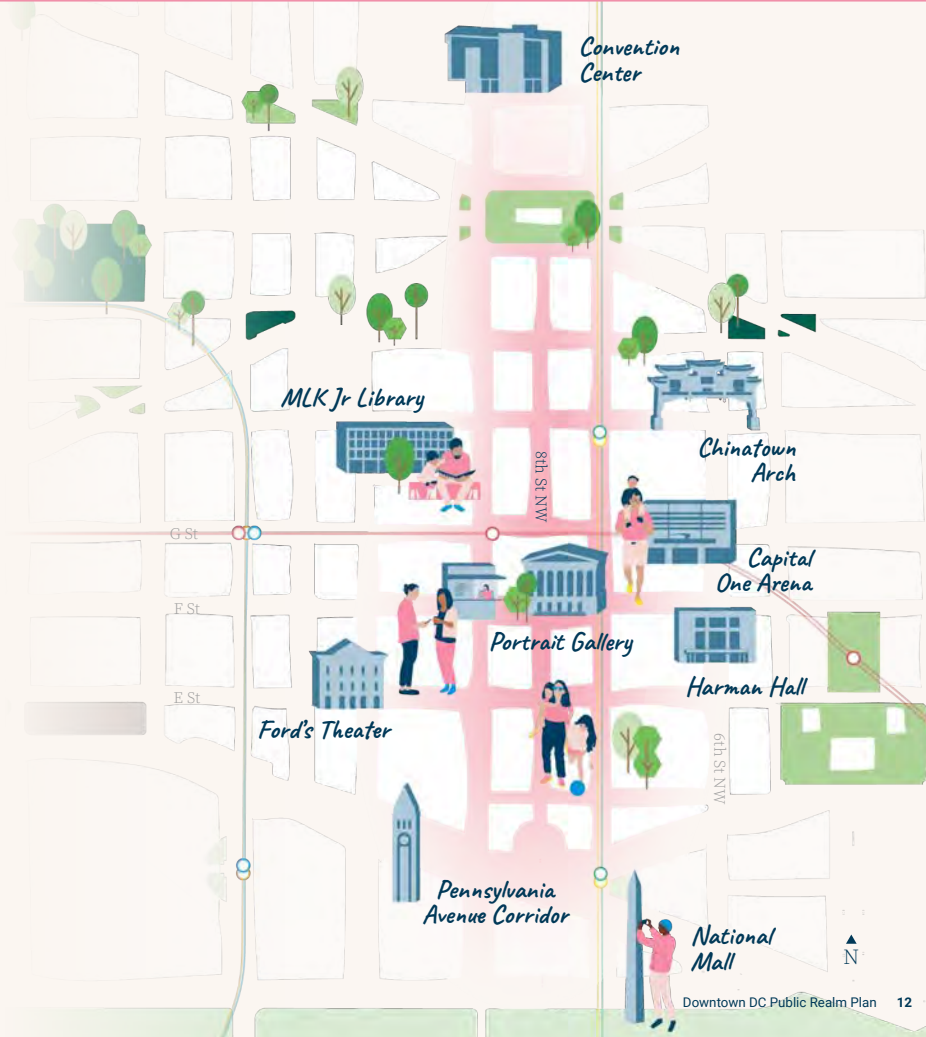
Four catalytic projects  
to drive a more  
people-first Downtown



# Gallery Place Festival Plaza

## Why Here & Why Now?

- **A cultural center.** With the National Portrait Gallery, Capital One Arena, the Martin Luther King, Jr. Library and more, the public realm in this area can weave these cultural institutions together.
- **A public life magnet.** In addition to strong institutions and cultural anchors, temporary events like markets drive occasional spikes in public life, demonstrating people will flock to the area with the right invitations.
- **A strong built form.** Historic architecture, low-traffic streets, and quality pavers in places contribute to a strong design foundation.





Streets well-positioned to become plazas

Public life observations revealed a 77% decrease in plaza weekday activity from afternoon to evening.  
Photo: Gehl



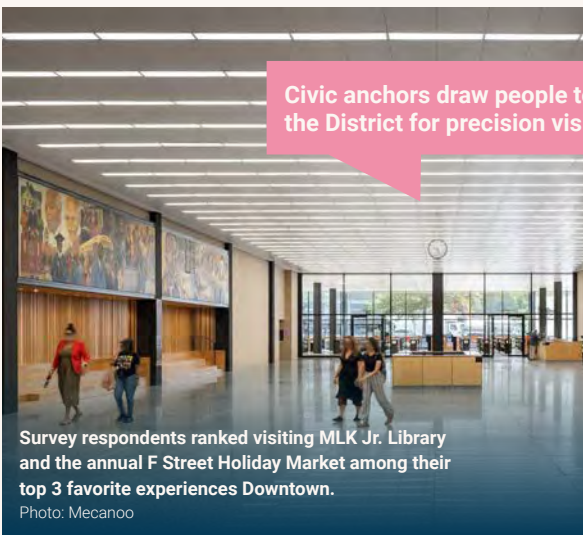
An area for one-off events rather than everyday rhythm

There are 230% more people during markets vs. the rest of the day.  
Photo: Gehl



A beloved tradition with a regional draw

Approaching its 20th year, the annual holiday market features more than 70 small and local businesses and draws nearly half a million shoppers to Downtown DC.  
Photo: Bob Rives for the Washington Post



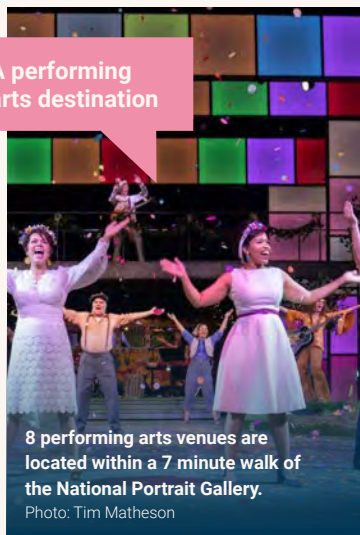
Civic anchors draw people to the District for precision visits

Survey respondents ranked visiting MLK Jr. Library and the annual F Street Holiday Market among their top 3 favorite experiences Downtown.  
Photo: Mecanoo

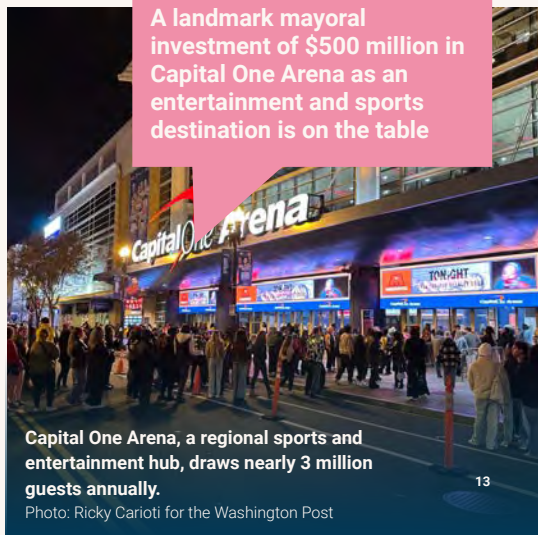


A performing arts destination

The Washington Convention Center welcomes more than 1.5 million attendees each year.  
Photo: EventsDC

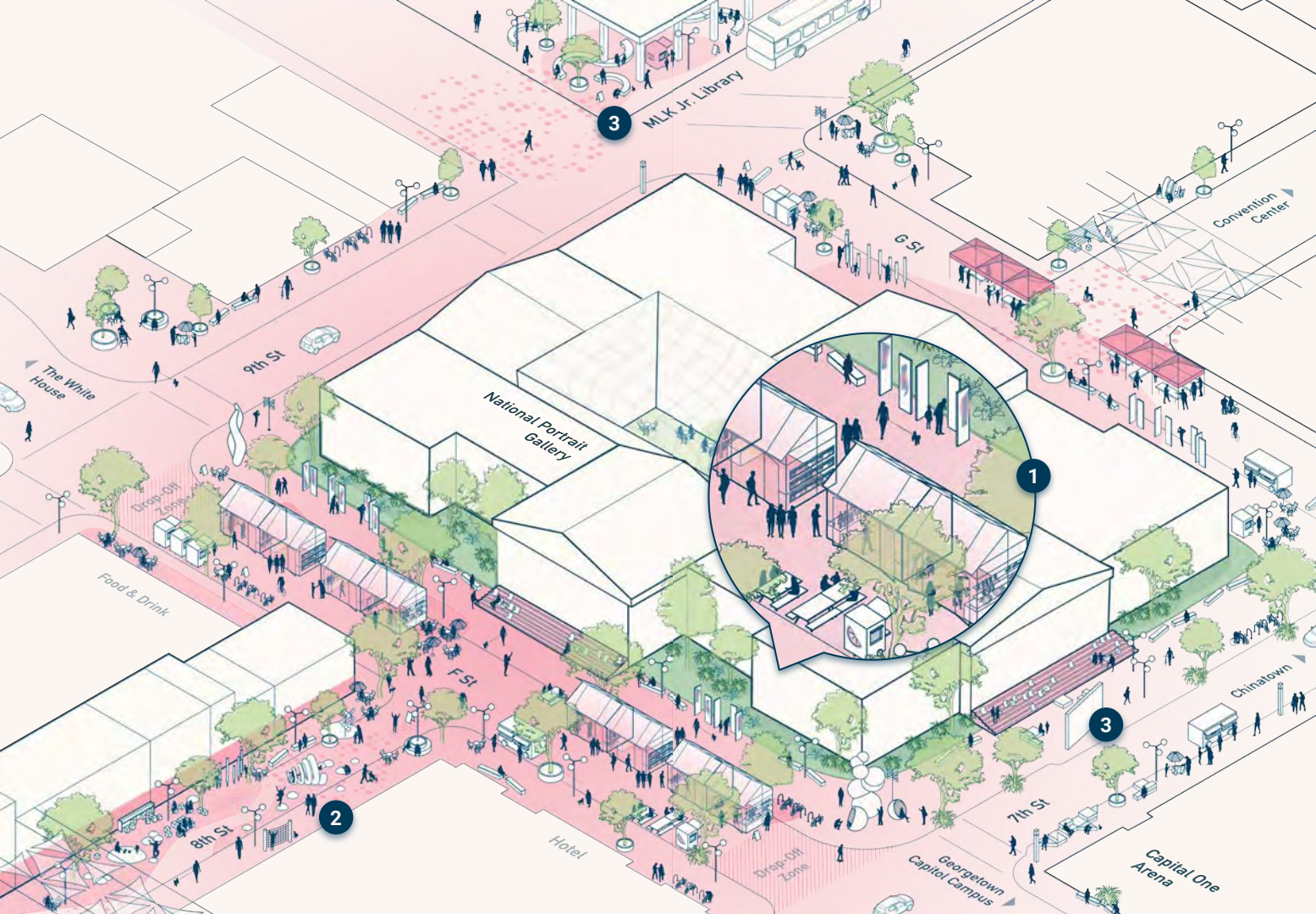


8 performing arts venues are located within a 7 minute walk of the National Portrait Gallery.  
Photo: Tim Matheson



A landmark mayoral investment of \$500 million in Capital One Arena as an entertainment and sports destination is on the table

Capital One Arena, a regional sports and entertainment hub, draws nearly 3 million guests annually.  
Photo: Ricky Carioti for the Washington Post



# A beating heart for cultural activity

## Core Strategies

1. Transform F and G Streets between 7th and 9th Streets into a year-round market.
2. Calm traffic on 8th Street to create a space for people and play.
3. Partner with anchor institutions to activate the public realm.

# Gallery Place Festival Plaza

## First moves



**MuseumsQuartier**  
Vienna, Austria

→ See **appendix** for detailed case study and implementation plan

1

Transform F and G Streets between 7th and 9th Streets into a year-round market.



**Establish a year-round outdoor market street** along F and G Streets between 7th and 9th Streets—with more permanent market stalls and spillover seating. Initiate amending or creating supportive vending policy and create a tenanting strategy.

← **OPEN UP Market**, Sydney, Australia

2

Calm traffic on 8th Street to create a space for people and play.



**Create new public space and playscapes** by partially closing 8th Street. Centering these spaces in the streetscape will improve visibility to visitors from points south, like Pennsylvania Avenue and the National Archives.

← **16th Street Mall**, Denver, CO

3

Partner with anchor and cultural institutions to activate the public realm.



Partner with Martin Luther King, Jr. Library and the National Portrait Gallery and other cultural institutions to bring **everyday pop-up activities and exhibits** to the street.

← **Read NYC Pop-up Program** by Street Lab, New York, NY

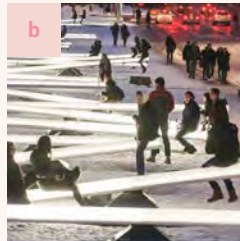
b



**Embrace the steps!** Steps surrounding the National Portrait Gallery are already a popular place to pause. Make them more comfortable to stop and stay in partnership with the Smithsonian.

← **Loungers** by Atelier Steffen Kehrle, National Theater, Munich, Germany

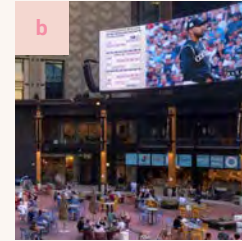
b



**Engage with play for all ages to extend seasons and hours of activity.** Explore dynamic and interactive displays of light to create a festive glow and distinct draw Downtown.

← **Impulse Seesaws** by Lateral Office, Montréal, Canada

b



Plan activations **in concert with major events at Capital One Arena**, making Gallery Place Festival Plaza the natural place to stay after events.

← **McGregor Square** adjacent to Coors Field, Denver, CO

# Connecticut Avenue Capital Promenade

## Why Here & Why Now?

- **A grand gateway into the historic core of Downtown.** Connecticut Avenue is a wide, historically significant promenade that has become a less inviting environment for walking over time — but has potential to be a better connector of major public spaces like Lafayette and Farragut Squares.
- **A pair of parks punching above their weight.** Longfellow Park and Farragut Square are magnets for public life in the area and have spaces and funding for upgrades or expansions.







Beloved but limited public space invitations

At just 4,000 square feet, Longfellow Park (on M St and 18th St) was among the most well-used public spaces downtown according to public life observations.

Photo: Gehl



A diverse mix of invitations waiting to be linked together

Tourists flock to Lafayette Square for its proximity to the White House.

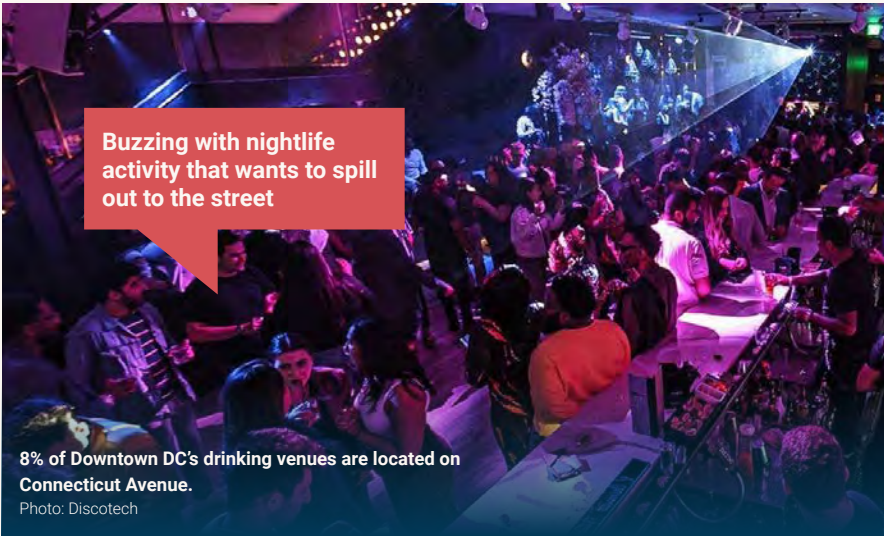
Photo: Eric Baradat



The USC Capital Campus expansion expects up to 1,000 students per semester.

Photo: University of Southern California

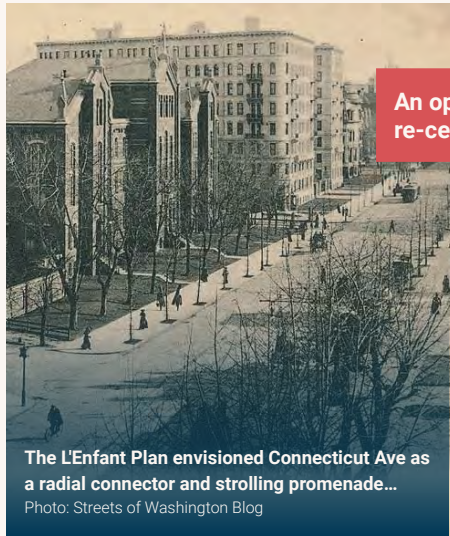
A downtown campus



Buzzing with nightlife activity that wants to spill out to the street

8% of Downtown DC's drinking venues are located on Connecticut Avenue.

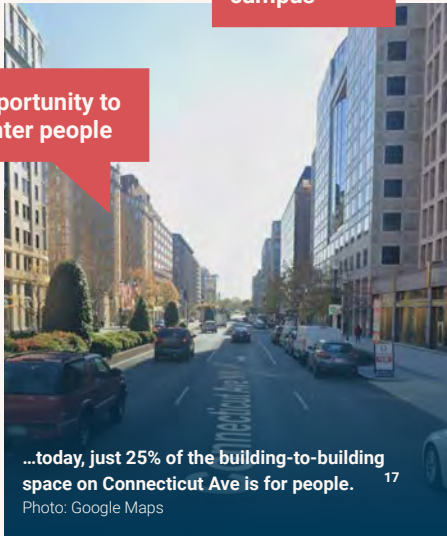
Photo: Discotech



An opportunity to re-center people

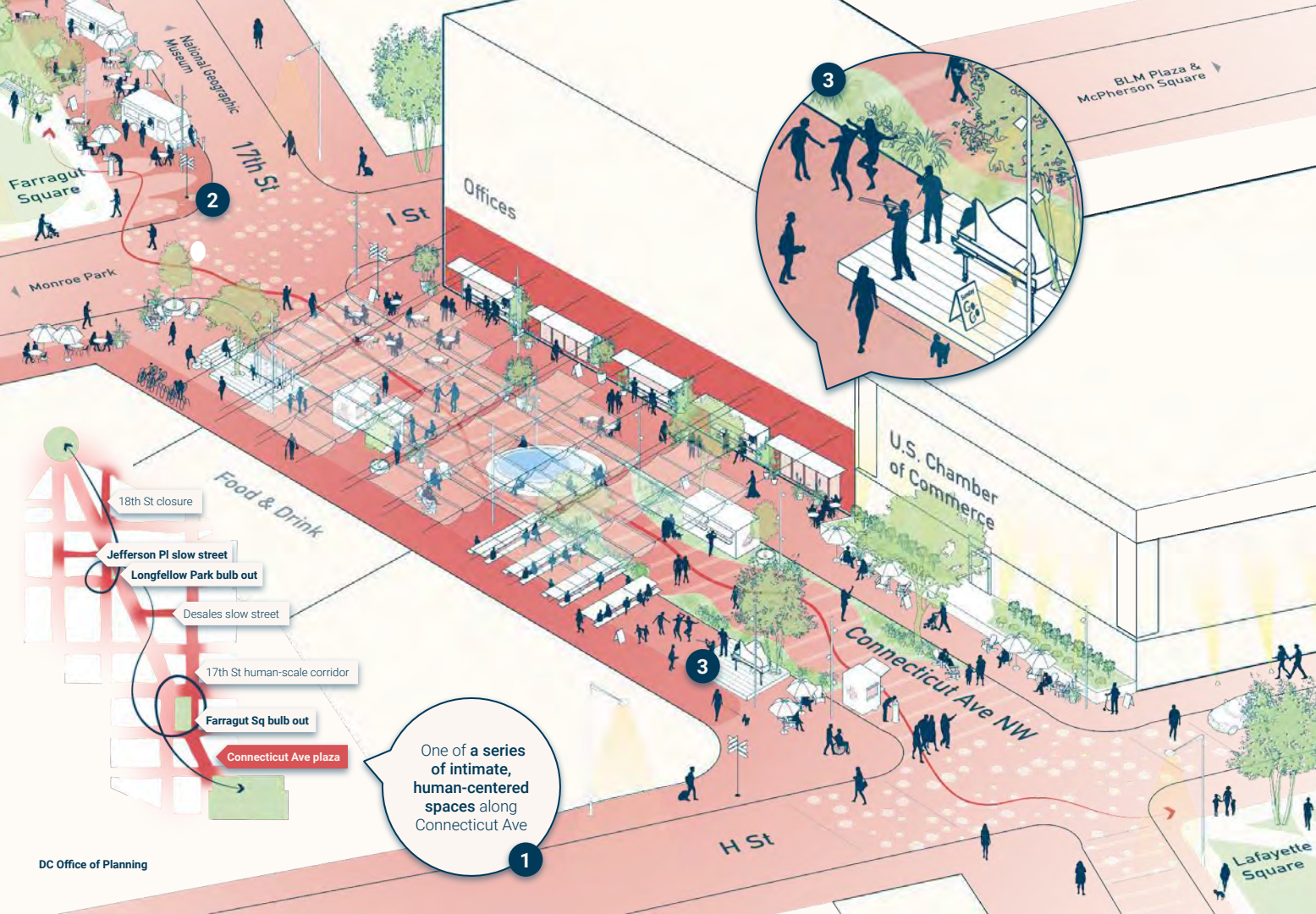
The L'Enfant Plan envisioned Connecticut Ave as a radial connector and strolling promenade...

Photo: Streets of Washington Blog



...today, just 25% of the building-to-building space on Connecticut Ave is for people.

Photo: Google Maps



# A promenade to connect destinations

## Core Strategies

1. Encourage and amplify around-the-clock activity.
2. Unify Connecticut Avenue between Lafayette Park and Farragut Square.
3. Celebrate Longfellow Park as a place to linger and discover.

# Connecticut Avenue Capital Promenade

## First moves



**Avenida Paulista**  
São Paulo, Brazil

→ See appendix for detailed case study and implementation plan

1

**Encourage and amplify around-the-clock activity.**



**Celebrate existing nightlife and dining activity** by exploring regulatory options and removing barriers for businesses, vendors, and activation partners to spill into the sidewalk and street.

← **6th Street**, Austin, TX

2

**Unify Connecticut Avenue between Lafayette Park and Farragut Square.**



**Concentrating between the parks, visually define the Avenue** with a signature public realm design scheme throughout, adding bold, playful pops of color in streetscape elements, shade structures, and wayfinding tools.

← **Pink Balls** by CCxA, Montréal, Canada

3

**Celebrate Longfellow Park as a place to linger and discover.**



**Expand Longfellow Park into 18th Street.** Create public plazas in this and similar locations with shaded seating, playable features, and regular activation.

← **Pod Plaza**, Portland, OR

b



**Create invitations for less busy times**, exhibiting the avenue monthly or weekly for slow street programs and special events, such as a Sunday closure, *OpenStreets DC* events, or other street festivals.

← **OpenStreets DC** on 7th Street NW

b



**Deploy bulb-outs featuring art and greenery** at key intersections and public spaces to create continuous space for seating, sidewalk dining, and vending. Initiate a feasibility study for long-term closure of Connecticut Avenue between the parks.

← **14th and Meridian St NW**, Washington DC

b



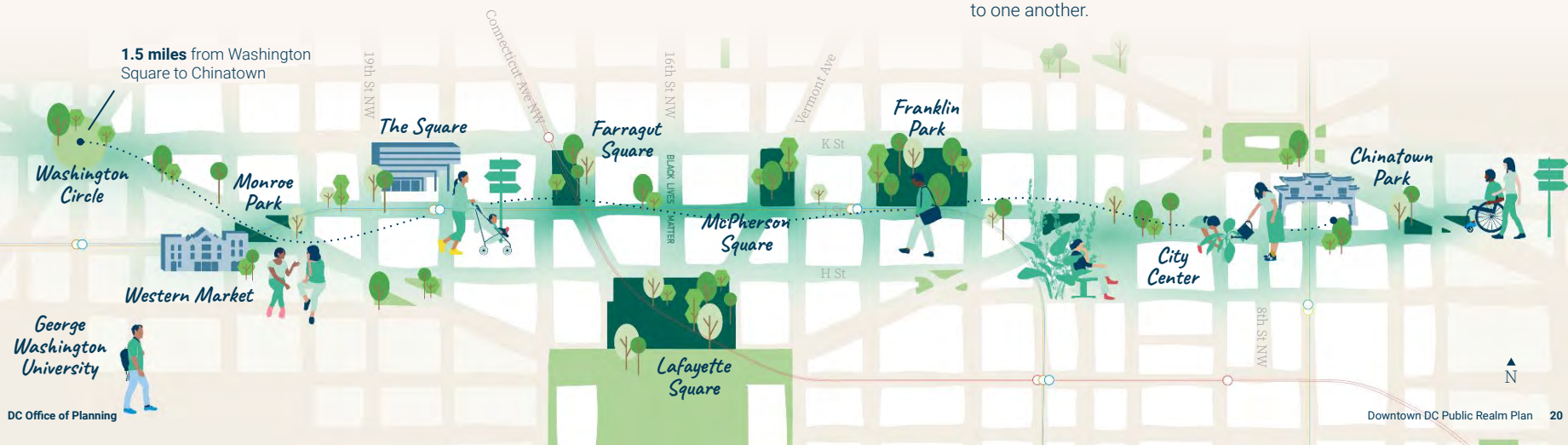
**Invite people to discover key segments and offshoots.** Create pedestrian or slow streets off of the avenue, prioritizing Jefferson Place, a narrow street just north of Longfellow Park.

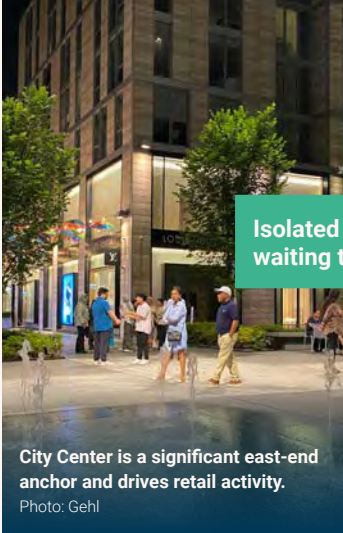
← **Side street off of Bree Street**, Cape Town, South Africa

# I Street Greenway

## Why Here & Why Now?

- **Isolated, but linked, green spaces.** From flagship parks like Franklin to smaller pockets like Monroe, I Street touches nearly every major green space Downtown but could serve as a stronger east-west connector with more places to stop and linger along the way.
- **A typical DC office corridor.** With a critical mass of employers and Metro stations along the corridor, I Street has the potential to green a sometimes grey office district and make working from the office an active experience.
- **Attractions that are unique to DC.** Distinct destinations bridge I Street from east to west — George Washington University, Black Lives Matter Plaza, City Center, Chinatown — but lack intuitive connections to one another.





Isolated lily pads of activity waiting to be connected ...

City Center is a significant east-end anchor and drives retail activity.  
Photo: Gehl



Out of 10 public spaces observed Downtown, Franklin Park had the most public life.  
Photo: DAVID RUBIN Land Collective



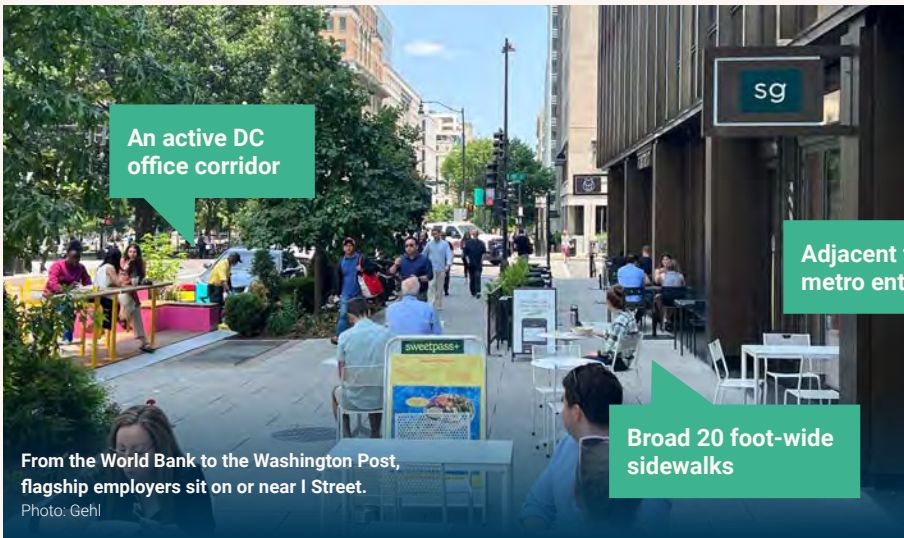
... and other lily pads in the works

In 2023, DC Mayor Bowser announced a \$9.8 million investment to improve Farragut Square.  
Photo: Gehl



An anchor and student draw to the west

Western Market, a food hall catering to students from George Washington University, anchors the west end.  
Photo: Gehl



An active DC office corridor

From the World Bank to the Washington Post, flagship employers sit on or near I Street.  
Photo: Gehl



Adjacent to major metro entrances

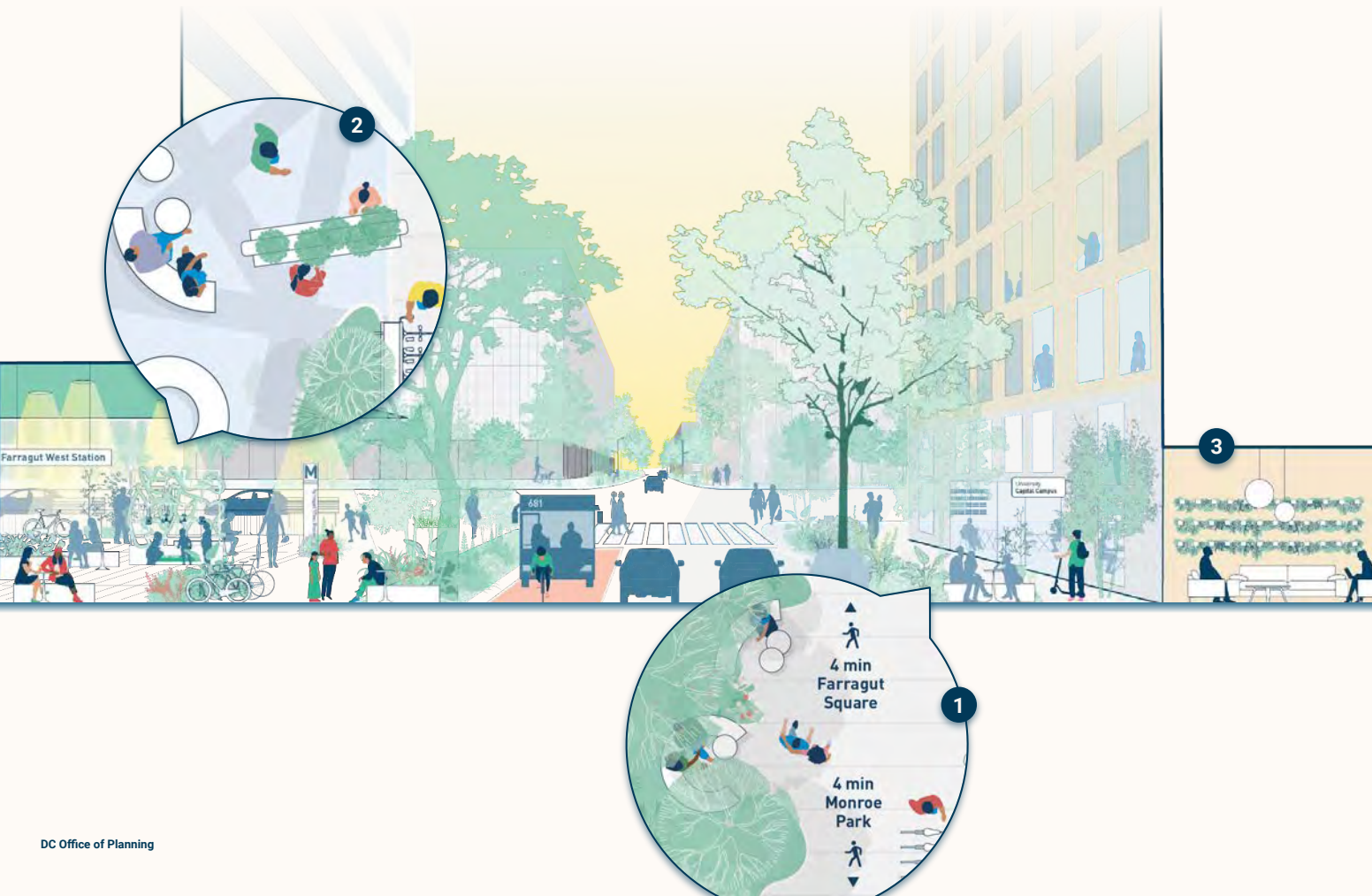
Broad 20 foot-wide sidewalks

Farragut West is the 5th busiest station in the DC metro system.  
Photo: Gehl

# A greenway to discover nature and calm

## Core Strategies

1. Connect lily pads of activity with green pathways and gateways.
2. Use festive and functional installations to connect people to their environment.
3. Engage tenants and buildings to green their ground floors and edges.



# I Street Greenway

## First moves



**Passeig de San Joan**  
Barcelona, Spain

→ See appendix for detailed case study and implementation plan

1

**Connect lily pads of activity with green pathways and gateways.**



a

**Beginning between 14th and 18th Streets**, transform I Street with walking-friendly streetscape improvements and abundant landscaping. Expand block by block over time.

← **Passeig de San Joan**, Barcelona, Spain

2

**Use festive and functional installations to connect people to their environment.**



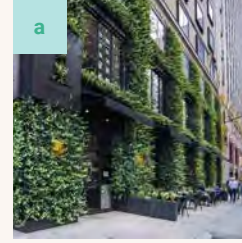
a

**Experiment with installations of soft natural elements.** Inspired by DC's native landscape, mark Downtown DC as a place to encounter and experience nature.

← **A Thousand Logs** on Rue St. Catherine, Montréal, Canada

3

**Engage tenants and property owners to green their ground floors and edges.**



a

**Green the edges.** Introduce design regulations that require I Street tenants to provide a certain amount of sidewalk green space. This could include curbside planters and landscaped facades.

← **1 Hotel Central Park**, New York, NY



b

**A gateway to green.** Build on the Chinatown Park pilot led by DowntownDC BID and implement similar street closures on the opposite west end at Monroe Park, creating a pull into Downtown.

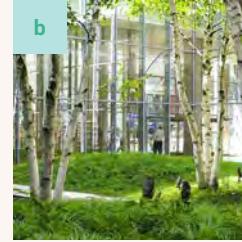
← **Crossroads Pavement Mural Project in Chinatown**, Washington DC



b

**Introduce functional, green infrastructure elements.** Convert parking and sidewalk space into bioswales that increase green space, reduce impervious surface, and manage stormwater runoff, building on the success of Golden Triangle BID's rain garden program.

← **19th Street Rain Gardens**, Washington DC



b

**Lobbies for all-season green.** Incentivize I Street tenants and building owners with underused lobby space to adopt and maintain indoor gardens, for instance, through a garden lobby program and competition.

← **The New York Times Headquarters**, New York, NY

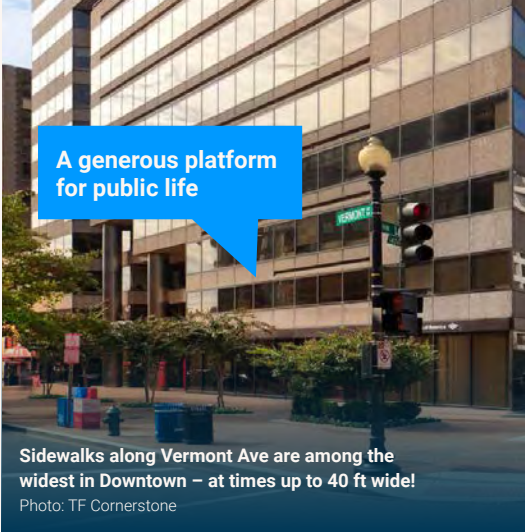
# Vermont Avenue Connector

## Why Here & Why Now?

- **A shortcut from 14th Street to Downtown.** Walking just 10 minutes along Vermont Avenue's wide sidewalks will take you from the residential areas by Thomas Circle to the historic and tourist-centric Lafayette Square.
- **An emerging downtown residential hub.** This sub-area within Downtown already has housing and is primed for more with office conversions underway nearby.
- **Opportunity to diversify retail.** With incoming housing, retail demand may shift in favor of neighborhood-supportive retail and amenities that can better activate the sidewalks in front of stores.



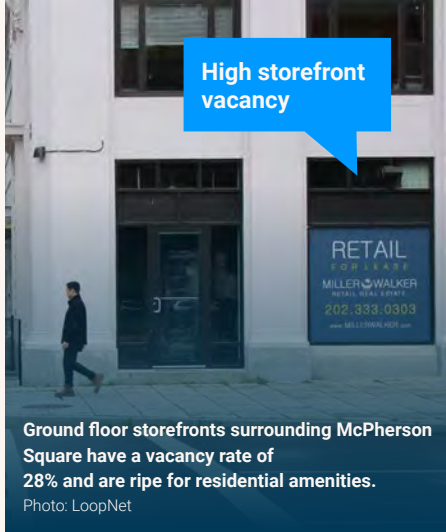




A generous platform for public life

Sidewalks along Vermont Ave are among the widest in Downtown – at times up to 40 ft wide!

Photo: TF Cornerstone



High storefront vacancy

Ground floor storefronts surrounding McPherson Square have a vacancy rate of 28% and are ripe for residential amenities.

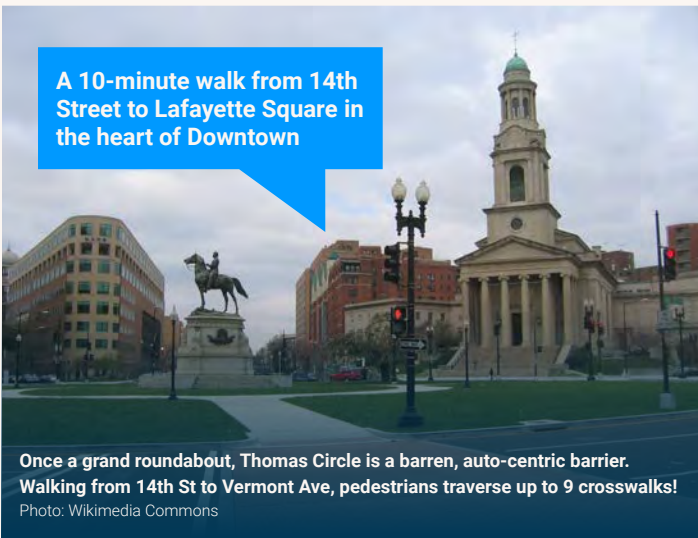
Photo: LoopNet



Lacking amenity mix to support residential population

The existing retail mix caters to the office worker, with few to no residential amenities like grocery stores or childcare.

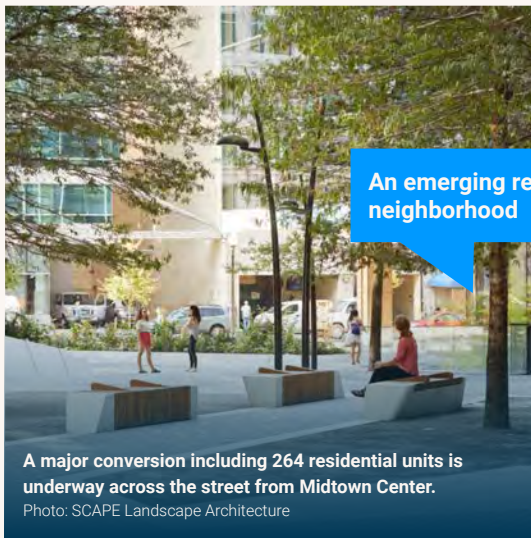
Photo: Gehl



A 10-minute walk from 14th Street to Lafayette Square in the heart of Downtown

Once a grand roundabout, Thomas Circle is a barren, auto-centric barrier. Walking from 14th St to Vermont Ave, pedestrians traverse up to 9 crosswalks!

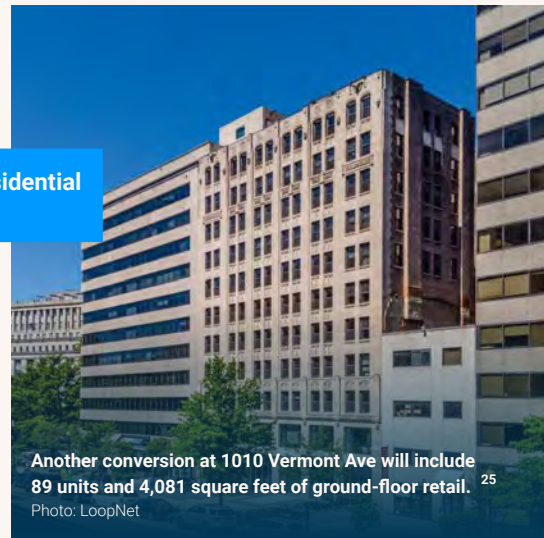
Photo: Wikimedia Commons



An emerging residential neighborhood

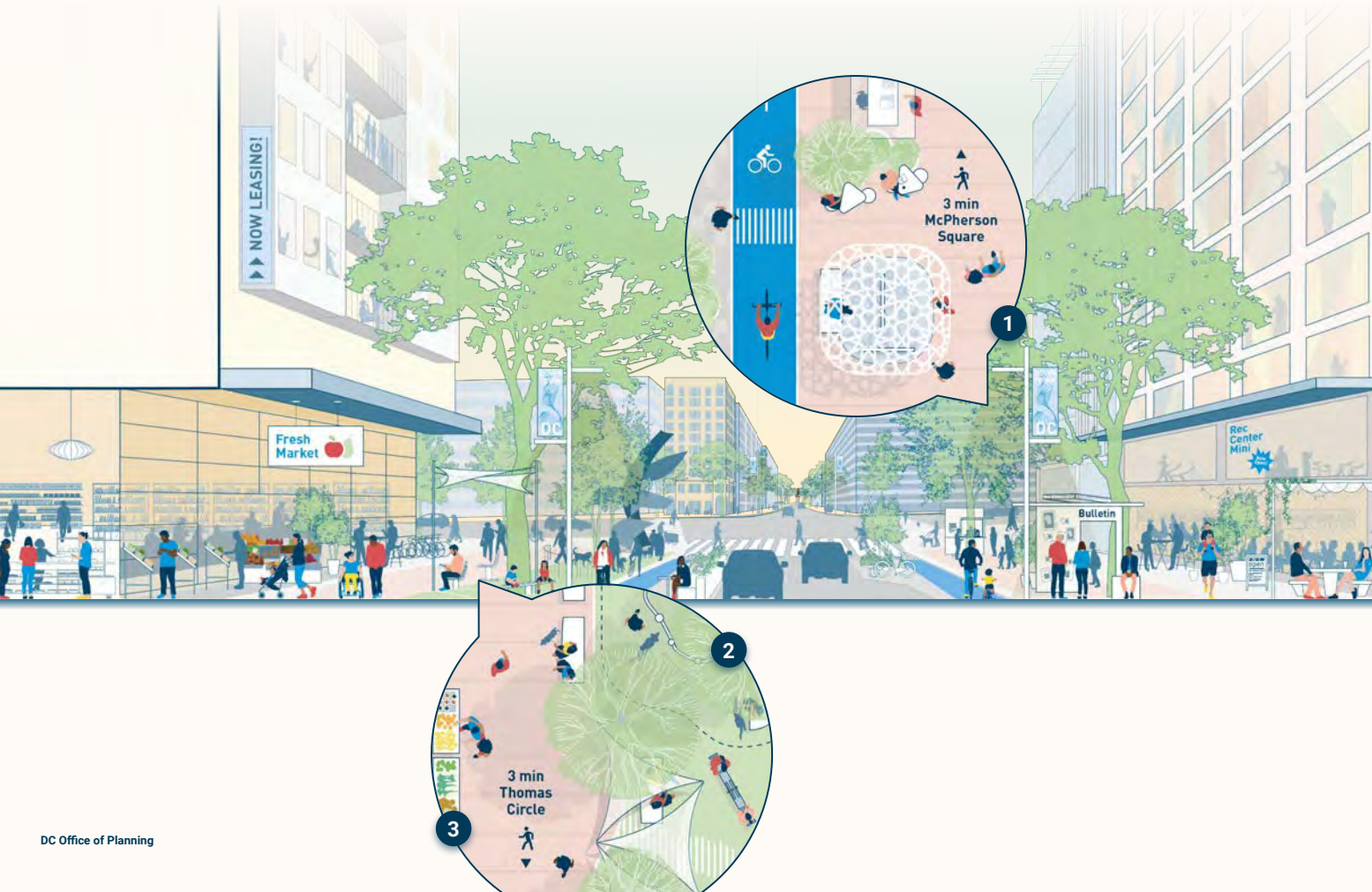
A major conversion including 264 residential units is underway across the street from Midtown Center.

Photo: SCAPE Landscape Architecture



Another conversion at 1010 Vermont Ave will include 89 units and 4,081 square feet of ground-floor retail.

Photo: LoopNet



# A local neighborhood feel in the heart of Downtown

## Core Strategies

1. Create a neighborhood feel along a wide avenue.
2. Fill neighborhood-serving amenity gaps in form and function.
3. Initiate the conversion of Thomas Circle from a barrier to a connector.

# Vermont Avenue Connector

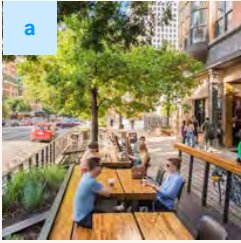
## First moves



**Broadway**  
Union Square, New York City  
→ See **appendix** for detailed case study and implementation plan

1

**Create a neighborhood feel along a wide avenue.**

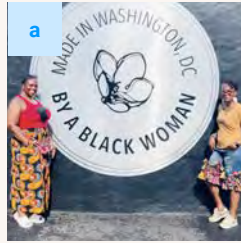


**Image a** Creatively occupy parking spaces from Thomas Circle to Lafayette Square with programmed spaces for people like stateries, bulb outs, expanded sidewalk space, and interactive art installations.

← **South Congress Street**, Austin, TX

2

**Fill neighborhood-serving amenity gaps in form and function.**



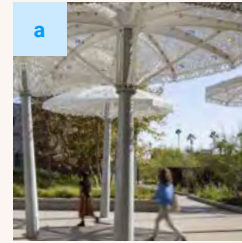
**Image a** Create an incubation program for neighborhood-serving local businesses with an equity lens.

Consider mixing tenants in one storefront to extend hours of activity, such as a café and bar.

← **Grow Golden** vacant storefronts activation program participants

3

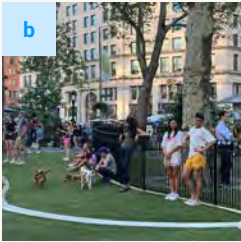
**Initiate the conversion of Thomas Circle from a barrier to a connector.**



**Image a** Create a more intuitive and comfortable pedestrian connection from 14th St to Vermont Ave using artistic and functional shade structures and/or a sidewalk mural that playfully establishes connection.

← **Transit Plaza Canopy**, Los Angeles, CA

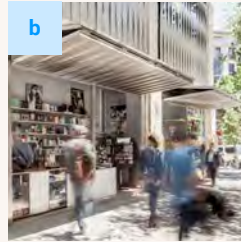
b



**Image b** Deploy a kit of neighborhood amenities that cater to residents, including places to gather, shaded seating areas, a pop-up sidewalk dog run, and playable features.

← **Jemmy's Dog Run**, Madison Square Park, New York, NY

b



**Image b** Launch a shopfront design competition partnering businesses with local artists. Simultaneously, work to streamline staterie funding and regulations to make it easier for existing businesses to spill onto the wide sidewalk.

← **Engaging facade**, Barcelona, Spain



**Image b** Initiate a study of Thomas Circle to devise long-term mobility planning and design solutions to improve walkability and connections between Downtown and residential areas to the north.

← **Place de la Nation** pedestrian-friendly redesign, Paris, France

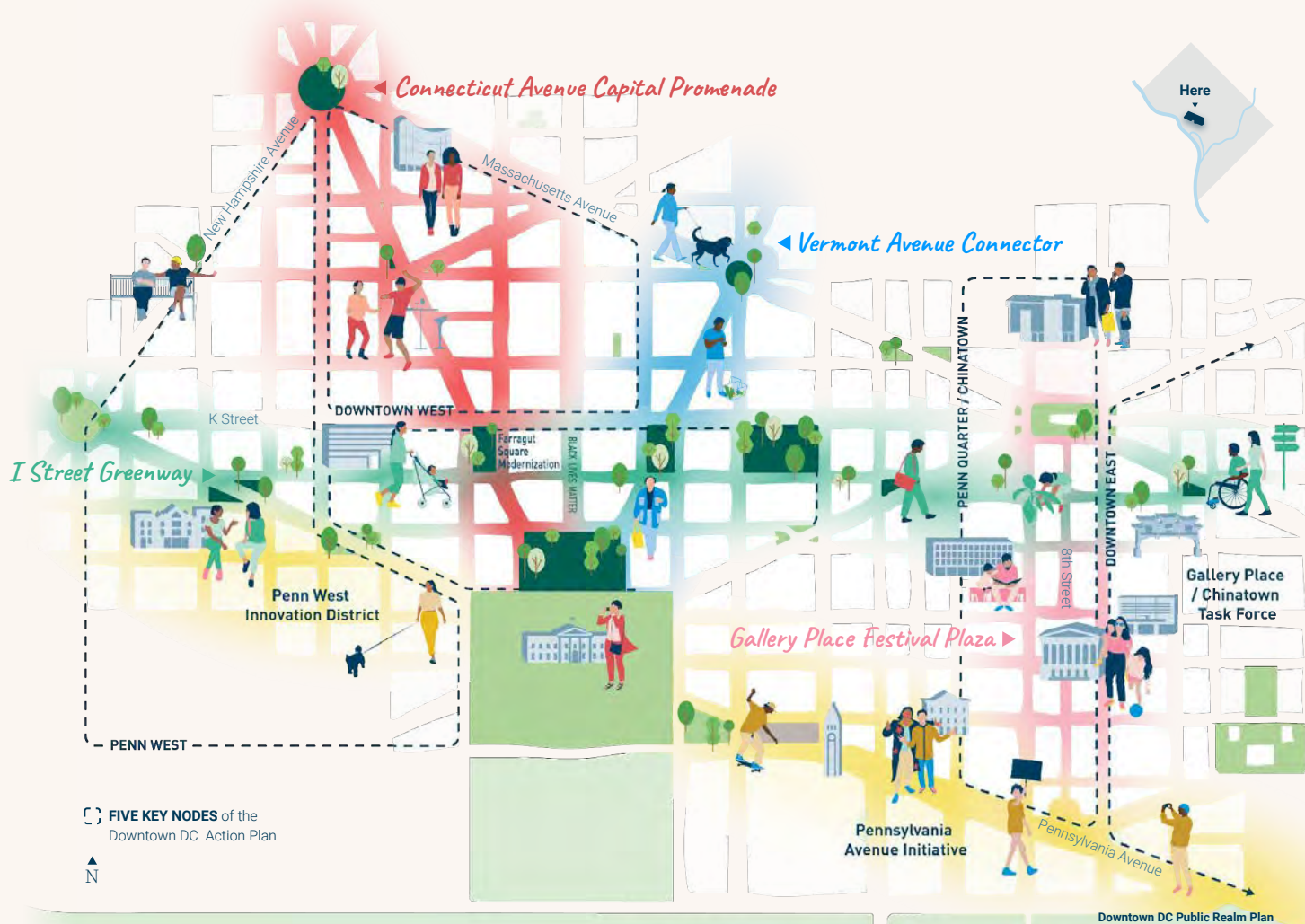
# 3

## Bringing It All Together



# Shaping the future of Downtown DC

In addition to the 4 catalytic projects in the Downtown Public Realm Plan, parallel planning efforts are advancing a unified Downtown experience.



# Ideas for action across Downtown

The right mix of strategies, partnerships and policy improvements will maximize the impact of catalytic projects.

## Streamline regulation for public space permitting

- Identify a **Downtown public realm liaison** who can assist BIDs, Events DC, Destination DC, and other entities that activate and provide programming for public spaces.
- Support outdoor festivals, events, and convention spaces within Downtown either through a predefined **outdoor event space with over-the-counter permits**.
- Streamline the process for **expanding retail and activation opportunities** in sidewalks and flex zones with the District Department of Transportation and the Department of Licensing and Consumer Protection.

## Work with property owners and other stakeholders to activate and improve the ground floor experience

- Further explore opportunities for temporary or longer-term activation of vacant storefronts with Department of Parks & Recreation for small-scale **recreation centers**, with Office of the State Superintendent for Education and Deputy Mayor of Education for **education space or day care centers**, with Department of Small & Local Business Development for **pop-up retail**, with DC Commission on Arts and Humanities for **pop-up art and exhibitions**, with Department of Licensing and Consumer Protection and DC Health for **small food businesses**.
- Work with museums, galleries, and theaters to create a **permitting mechanism for 'cultural sidewalk cafes'** that allow for display exhibits or performances in small spaces.
- Develop an **open lobby activation program** to provide privately owned public space indoors.
- Apply **Office to Residential Conversion Streetscape Guidelines** to new projects in downtown.
- Explore design standards and options for **restrooms, seating, and lighting** Downtown.
- Work with WMATA to activate **metro station plazas** in Downtown.

## Capitalize on major opportunities for federal-local collaboration

- Continue work with the General Services Administration and National Park Service to improve existing and create new **plazas and public spaces in and around federal properties and parks**.
- Partner with the National Capital Planning Commission to design **temporary activations for public spaces along Pennsylvania Avenue** that support the visioning and design process that is underway for the avenue.



# Advancing the first moves

Preliminary cost estimates indicate that the first moves could be achieved with:

- **\$750,000 to \$1 million** for Gallery Place Festival Plaza, Connecticut Avenue Capital Promenade, and I Street Greenway through grants to organizations for the purchase of materials and infrastructure, and to cover event permit fees.
- **\$500,000 to \$750,000** for Vermont Avenue Connector through grants for infrastructure, neighborhood-serving amenities, and to support small businesses.<sup>1</sup>

1. Cost estimates are informed by precedent projects in other U.S. and Canadian cities in 2022-2023 and account for inflation/volatility (10%) and contingency (20%).

## FIRST MOVES

### Gallery Place Festival Plaza

1. Transform F and G Streets between 7th and 9th Streets into a year-round market.
2. Calm traffic on 8th Street to create a space for people and play.
3. Partner with anchor institutions to activate the public realm.

## CORE STAKEHOLDERS

OP; DC Department of Transportation (DDOT); Deputy Mayor for Planning and Economic Development (DMPED); Mayor's Office of Nightlife and Culture; DowntownDC BID; Neighboring Tenants and Property Owners (e.g., Martin Luther King, Jr. Library; National Capital Planning Commission (NCPC); Local organizations (e.g., market organizers, food growers); Artists, designers, fabricators

### Connecticut Avenue Capital Promenade

1. Encourage and amplify around-the-clock activity.
2. Unify Connecticut Avenue between Lafayette Park and Farragut Square.
3. Celebrate Longfellow Park as a place to linger and discover.

OP; DDOT; Mayor's Office of Nightlife and Culture; Golden Triangle BID; DC Commission of Arts & Humanities (CAH); DC Commission of Fine Arts (CFA); Tenants and Property Owners (e.g., small businesses, restaurants, retailers, artists, non-profits.); Local residents, students, office workers; Artists, designers, fabricators

### I Street Greenway

1. Connect lily pads of activity with green pathways and gateways.
2. Use festive and functional installations to connect people to their environment.
3. Engage tenants and property owners to green their ground floors and edges.

National Park Service (NPS); DC Department of Parks and Recreation (DPR); DC Department of Energy and Environment (DOEE); DC Department of Public Works (DPW); DDOT; OP; Golden Triangle BID; DowntownDC BID; Tenants and property owners; Artists, designers, fabricators, biodiversity experts

### Vermont Avenue Connector

1. Create a neighborhood feel along a wide avenue.
2. Fill neighborhood-serving amenity gaps in form and function.
3. Initiate the conversion of Thomas Circle from a barrier to a connector.

Department of Housing and Community Development (DHCD); DC Dept. of Small and Local Business Development (DSLBD); DDOT; OP; DowntownDC BID; Existing and aspiring small businesses and tenants; Artists, designers, fabricators; Faith Communities

# Overview of process & method

The Office of Planning used a mix of methods to develop the Downtown DC Public Realm Plan. In addition to engaging a wide group of stakeholders, the team prioritized community voices in its planning process to ensure the public realm is designed to fulfill people’s vision for Downtown DC, especially those who have historically not had a say in how their spaces are shaped.



**Methods**

- Interactive Community Walkshops**: A group of people walking outdoors on a paved path.
- DCOP Community Survey**: A circular image showing a survey titled 'Downtown Public Realm Plan update'.
- DCOP Stakeholder Interviews**: A group of people sitting around a table, engaged in a discussion.
- Business & Development Community Engagement**: A man in a suit presenting to a group of people.
- Public Life Snapshot Study**: A street scene with many people walking.
- Retail Dynamics Analysis**: A storefront of a retail building.
- Walking Tours with Downtown DC & Golden Triangle BIDs**: A group of people walking on a city street.
- Interactive Working Group Sessions**: A group of people gathered around a table, looking at a large map or document.





### Working Group



### Consultant Team





# Appendices

## Implementation Plan

## Global Case Studies

## Current Conditions & Best Practice Reports:

- + Existing Conditions Memo
  - + Economic Development Findings
  - + Retail Environment Findings
  - + Spatial Analysis Findings
- + Public Life Snapshot Findings

## Engagement Reports:

- + Eye Level City Walkshop Findings
- + DCOP Interview Engagement Themes



A thriving  
Downtown  
DC for all!

