

The success of Mount Vernon Square District's center – the Convention Center, Mount Vernon Square and 8th Street NW - depends on an inviting public realm and easily navigable pedestrian transportation system. Mid-block crossings at K Street south of the Square and Mount Vernon Place NW, along with reconfigured pathways through the Square will allow convenient pedestrian linkages between the Convention Center, the Square and 8th Street NW. Enhanced linkages will also make access to transit facilities at the square convenient. In doing so, city-wide access to and from the square will be enhanced significantly.

While the broad transportation concepts for all modes around the Square are subject to further transportation analysis, there are overwhelming advantages to the one-way loop concepts over the two-way loop concept. In the one-way concepts the number of lanes on the streets around the Square could be reduced to three or four moving lanes. This will free up additional space to expand the Square, integrate Washington DC's new streetcar around the square, create enhanced facilities for bikes and make pedestrian crossings to the Square more convenient.

Of equal importance is the over-all District's connectivity with the city at large, through the Streetcar along K Street NW, surface transit options (Metro bus and Circulator) along 7th and 9th Streets and bicycle facilities on 7th, 9th Streets and Massachusetts Avenue NW. All modes intersect at Mount Vernon Square, making it a natural point for public transit transfers

and enhancing its connectivity north to a future O Street Market and the U Street Corridor, south to the National Mall and Southwest waterfront, west to Downtown and Georgetown and east to Union Station and Capitol Hill.

Public transit and biking facilities will expand non-passenger vehicle options for visitors and commuters alike – an important strategy, since it will mitigate vehicular congestion around the Square and will re-create a 21st Century Crossroads at the Square.

Enhanced connectivity to the Square will improve access to the new businesses and retail amenities that will be built around the Square in the near future. An improved public realm and pedestrian access within the Square will also create a public space amenity that will attract residents to Mount Vernon Square district. The new jobs, amenities and residents will significantly contribute to the livability of Mount Vernon Square district and to revenues for the District government.

3.2 TRANSPORTATION HUB

21st Century Crossroads

LEARNING FROM SUCCESSFUL PUBLIC SPACES IN WASHINGTON DC

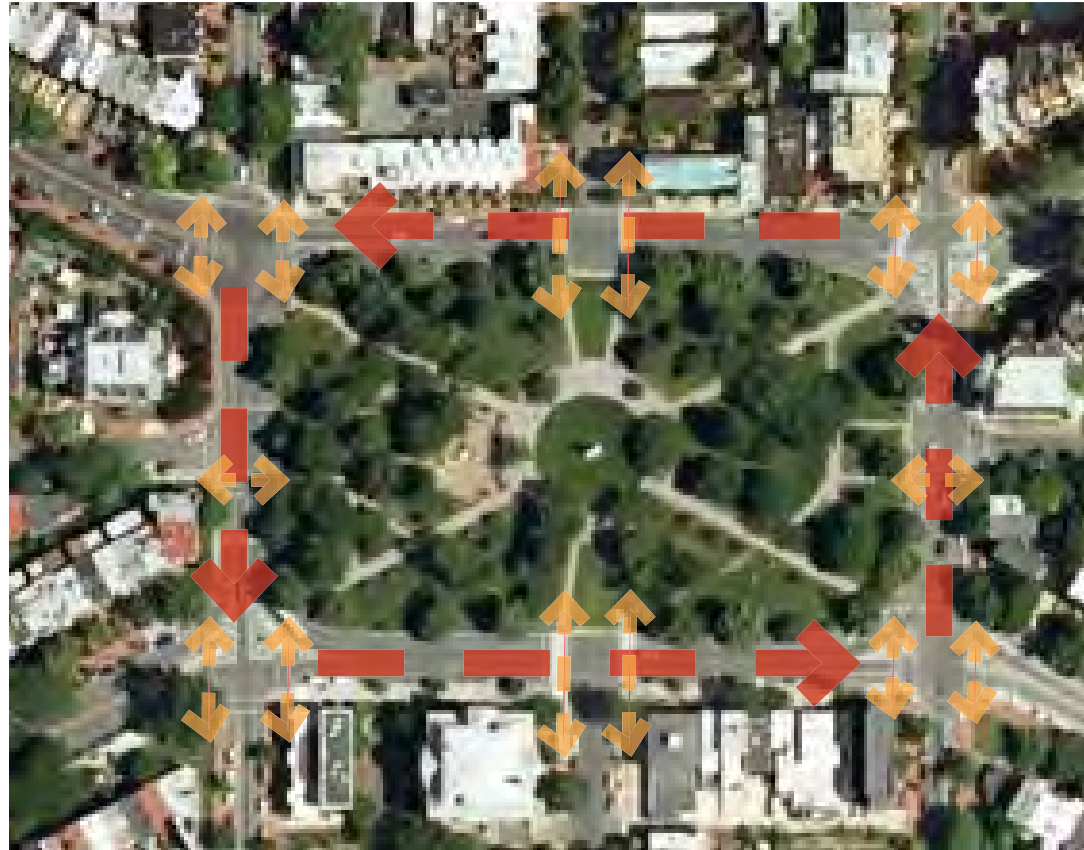
Public spaces must accommodate many needs, including some related to transportation and recreation. They are also the defining elements for neighborhoods and serve as a way for surrounding residents to identify where they live.

Stanton Square and Lincoln Park in Washington DC are well known public places, used by surrounding residents as valuable open space resources. The streets around these spaces are biased to facilitating the role of the parks as places; traffic moves in a one-way, counter-

clockwise flow. Pedestrian crosswalks and refuge areas are well-marked and mid-block crosswalk are provided to make pedestrian access convenient. The concepts examined as part of this section build on some of these simple ideas, and on precedents from other cities, such as

Paris, where multiple modes of transportation have been accommodated successfully, and the end-result has been great streets and public places that also work well for transportation needs.

Below: Stanton Square, one-way circulation and four lanes (including one parking lane)



—→ Vehicular circulation
 ←→ Pedestrian circulation

Below: Lincoln Park, one-way circulation, three lanes (including parking).



EXISTING TRANSPORTATION CONDITIONS

PEDESTRIAN CONNECTIVITY

There is currently no mid-block pedestrian access between the Square and the Convention Center to the north at Mt. Vernon Place and between TechWorld to and the Square to the south at K Street. Eighth Street is currently underutilized but can be developed as a north-south pedestrian route to the Square and Convention Center. The pedestrian routes across the Square do not follow a straight course but wind around the Museum building thus making it difficult for pedestrians to navigate.

The unique roadway configuration and vehicular circulation around the Square combined with the heavy commuter traffic creates an environment that is unfriendly for pedestrian and bike access to/from the Square as expressed by many stakeholders. The study will promote multi-modal transportation around the Square and a de-emphasis on private vehicles.

Some of the sidewalks such as 9th Street (between K and O Streets) and 10th Street (between L Street and Massachusetts Avenue), are very narrow and have obstructions within the travel path. A majority of the study area intersections have low visibility standard parallel lines type crosswalks but there were a few intersections with the high visibility ladder type.

TRANSIT FACILITIES

In response to the numerous concerns expressed by stakeholders regarding the private use of the bus/bike lanes, it has been determined that there is a need for some type of exclusive bus lanes particularly along 7th and 9th Streets and around the Square.

The study area is served by nine Metrobus service routes, two Circulator service routes and three Metrorail stations (within half a mile from the Square) on the WMATA Red, Green, Blue, Yellow and Orange lines. 7th and 9th Streets NW are very strong transit corridors with the North-South Circulator service, four Metrobus service routes and two Metrorail Stations. The Metrobus service routes, the North-south and the East-west Circulator service pass directly along the Square and connect many areas to the Square. A future K Street transitway is being planned to support the development of a high performance transit link through the central core of the District of Columbia, connecting Union Station and Georgetown.

One of the primary initiatives of the MVSQ District Plan is to capitalize on the multi-modal opportunities presented by the confluence of transit routes at the Square through introduction of transit stops on the Square to ensure convenient transfers between local, express and circulator routes and to make room for the efficient operations of the K Street Transitway. The introduction of other facilities like bike shelters and commuter stores will generate more activity and enhance connectivity between modes.

BIKES

While the Mt. Vernon Square provides great vehicle connection between neighborhoods and destinations, there are limited facilities for bikes within the study area. There are no bike facilities located around the Square except for along 9th Street. Bike lanes are discontinuous on 7th Street between K and N Streets.

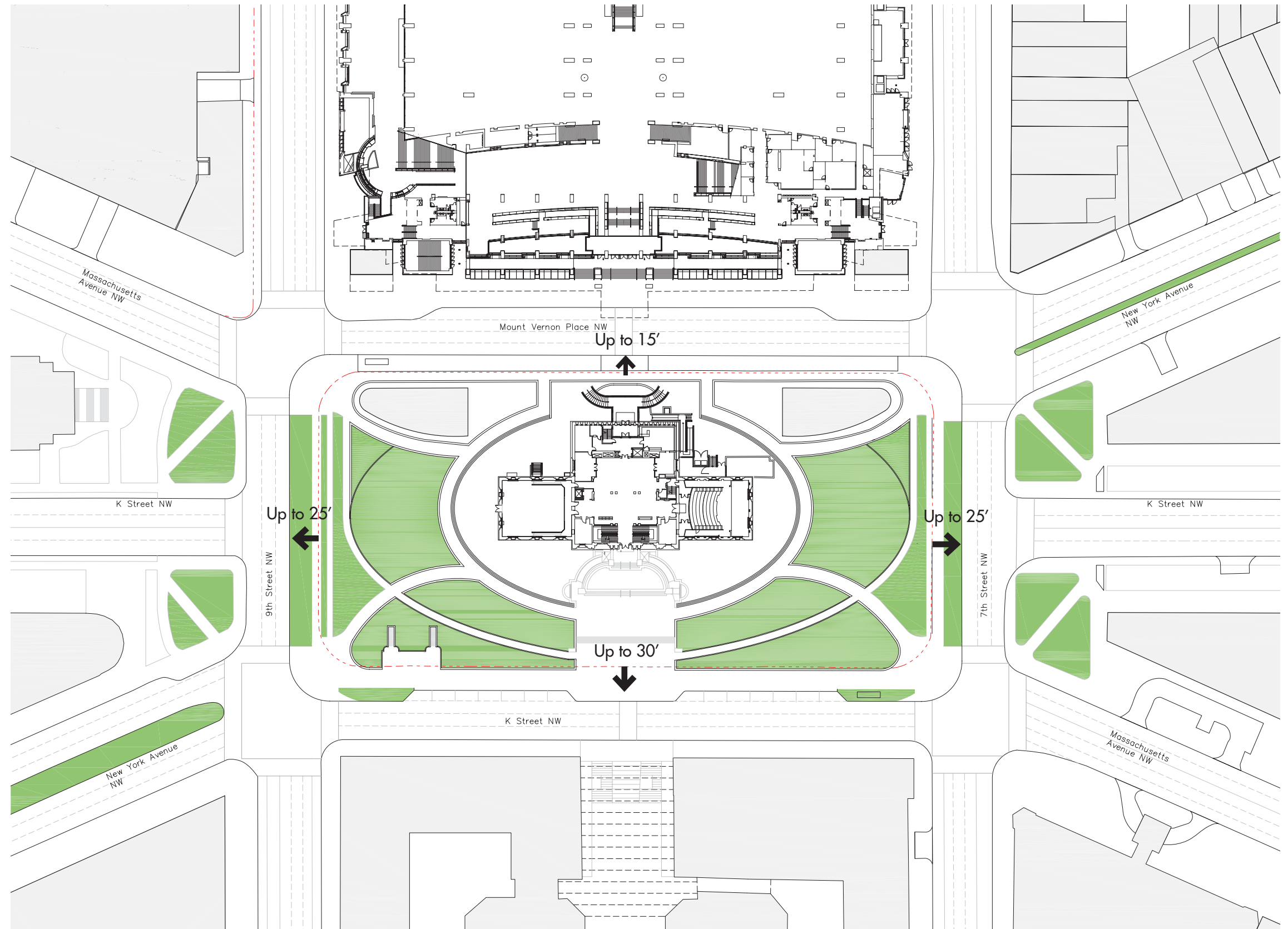
Currently there are not enough bike racks for cyclists to secure their bikes while they are away conducting their business. The provision of bike racks and other facilities including showers as in the Union Station has the potential of encouraging bike riding thus reducing auto traffic and trips. In line with its SmartBike program DDOT is installing automated bike rental facilities to facilitate bike sharing and promote bicycling within the District.

A RECONFIGURED SQUARE

Expanding the Square through potential right-of-way re-allocation.

The complete one-way loop or partial one-way loop circulation around the Square means fewer travel lanes and more green space for Mount Vernon Square or space for transit/ bike facilities.

The reduced width of the surrounding roadways also make the streets easier to cross, making the Square more accessible to pedestrians.







--- Current location of Mount Vernon Square's curb line
← Space available for an expand square

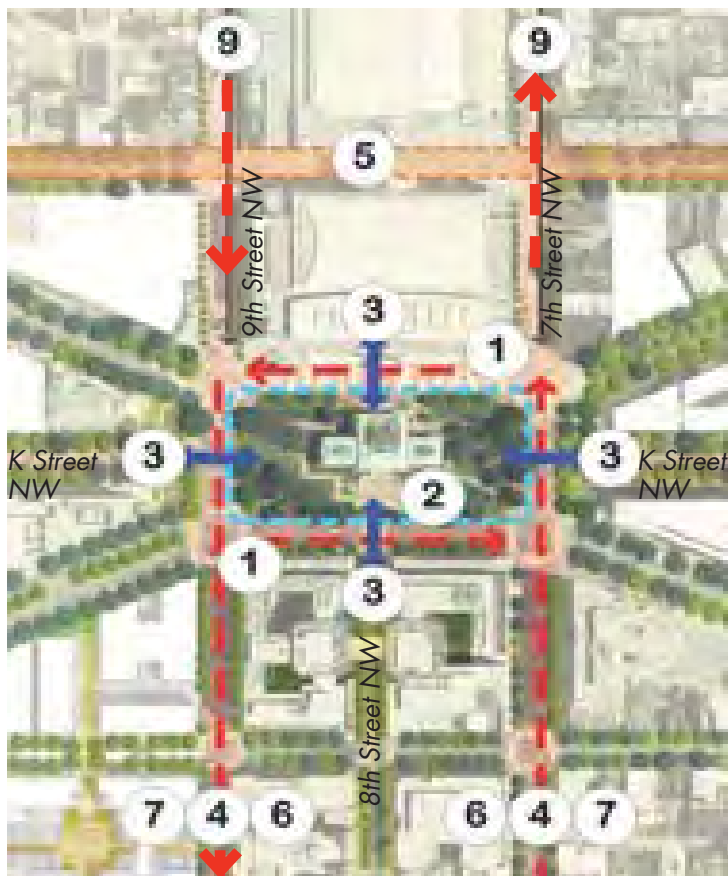
THREE CONCEPTS

Three transportation concepts may be taken forward for further analysis, before a final concept is chosen.

The concepts examine circulation options on 7th and 9th Streets NW, and on Mount Vernon Place NW and K Street NW south of the square.

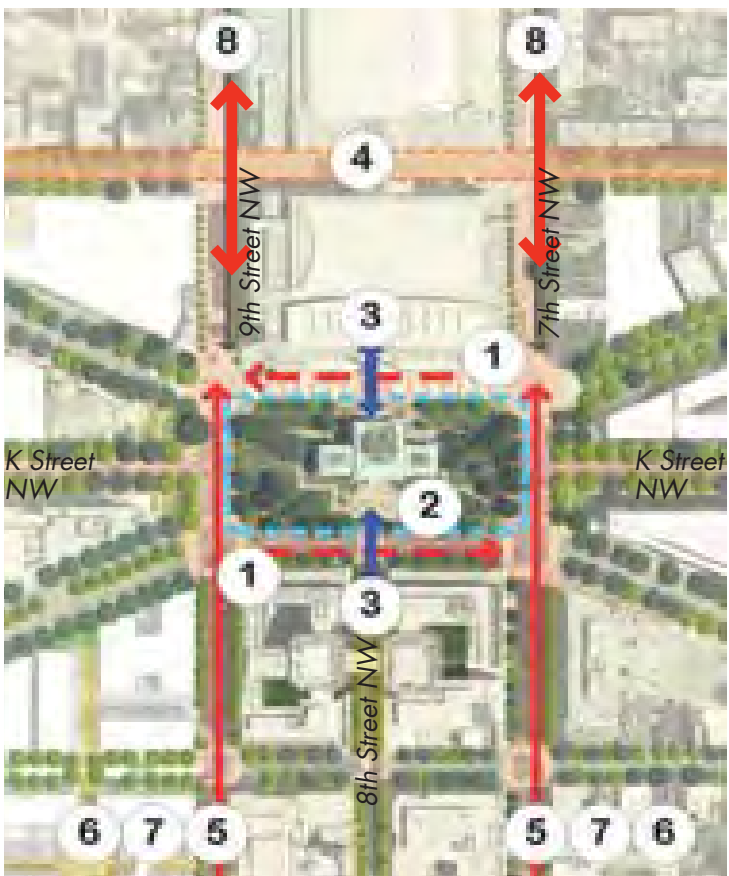
-  An expanded square
-  One-way circulation
-  Two-way circulation
-  Mid-block crosswalk

1 A COMPLETE ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW



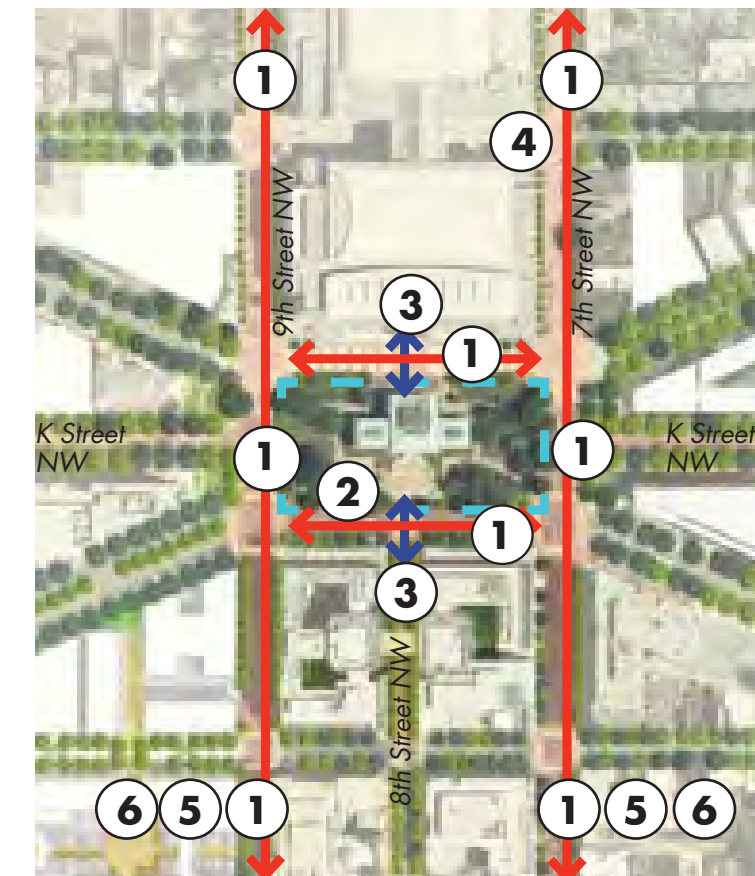
- LEGEND
1. One-way circulation around Mount Vernon Square
 2. Widened sidewalks
 3. Mid-block crosswalk
 4. One-way pair circulation (7th and 9th Street, south of the Square)
 5. Traffic calming
 6. Two-way cycle tracks
 7. Curbside bus-only lanes
 8. Curbside parking
 9. One-way circulation (7th and 9th Streets NW, north of the Square)
- CONCEPT 1 USES STREETCAR ALTERNATIVE 1 FOR ONE-WAY CIRCULATION ON MOUNT VERNON PLACE NW AND K STREET NW SOUTH OF THE SQUARE; 7TH AND 9TH STREETS ARE ONE-WAY STREETS.

2 A PARTIAL ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW



- LEGEND
1. One-way circulation
 2. Widened sidewalks
 3. Mid-block crosswalk
 4. Traffic calming
 5. Two-way circulation
 6. Bus lanes on 7th Street/bike lanes on 9th Street
 7. Rush hour restricted parking on 9th Street; parking on 7th Street limited at locations due to bus stop median.
 8. Two-way circulation
- CONCEPT 2 USES STREETCAR ALTERNATIVE 1 FOR ONE-WAY CIRCULATION ON MOUNT VERNON PLACE NW AND K STREET NW SOUTH OF THE SQUARE; 7TH AND 9TH STREETS ARE TWO-WAY STREETS.

3 A TWO-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW



- LEGEND
1. Two-way circulation
 2. Widened sidewalks
 3. Mid-block crosswalk
 4. Traffic calming
 5. Bus lanes on 7th Street/bike lanes on 9th Street
 6. Rush hour restricted parking on 9th Street; parking on 7th Street limited at locations due to bus stop median.
- CONCEPT 3 USES STREETCAR ALTERNATIVE 2, FOR TWO-WAY CIRCULATION ON ALL STREETS AROUND THE SQUARE.




CONCEPT 1

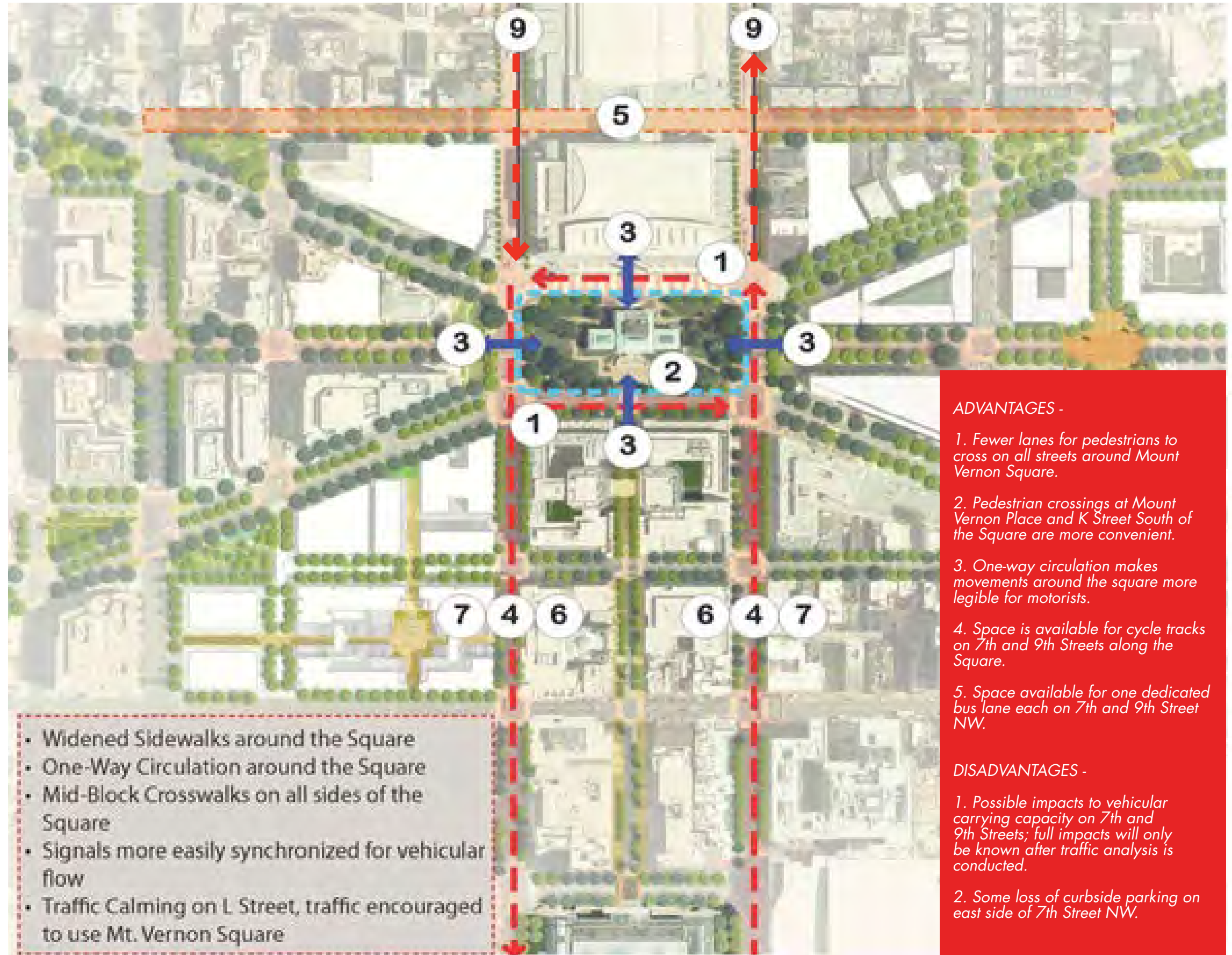
A COMPLETE ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

Note: Subject to further analysis

LEGEND

- 1. One-way circulation around Mount Vernon Square
- 2. Widened sidewalks
- 3. Mid-block crosswalk
- 4. One-way pair circulation (7th and 9th Street, south of the Square)
- 5. Traffic calming
- 6. Two-way cycle tracks
- 7. Curbside bus-only lanes
- 8. Curbside parking
- 9. One-way circulation (7th and 9th Streets NW, north of the Square)

-  An expanded square
-  7th, 9th, K Streets NW and Mount Vernon Place NW (one-way circulation)
-  Mid-block crosswalk



- Widened Sidewalks around the Square
- One-Way Circulation around the Square
- Mid-Block Crosswalks on all sides of the Square
- Signals more easily synchronized for vehicular flow
- Traffic Calming on L Street, traffic encouraged to use Mt. Vernon Square

- ADVANTAGES -**
- 1. Fewer lanes for pedestrians to cross on all streets around Mount Vernon Square.
 - 2. Pedestrian crossings at Mount Vernon Place and K Street South of the Square are more convenient.
 - 3. One-way circulation makes movements around the square more legible for motorists.
 - 4. Space is available for cycle tracks on 7th and 9th Streets along the Square.
 - 5. Space available for one dedicated bus lane each on 7th and 9th Street NW.
- DISADVANTAGES -**
- 1. Possible impacts to vehicular carrying capacity on 7th and 9th Streets; full impacts will only be known after traffic analysis is conducted.
 - 2. Some loss of curbside parking on east side of 7th Street NW.

CONCEPT 1





A COMPLETE ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

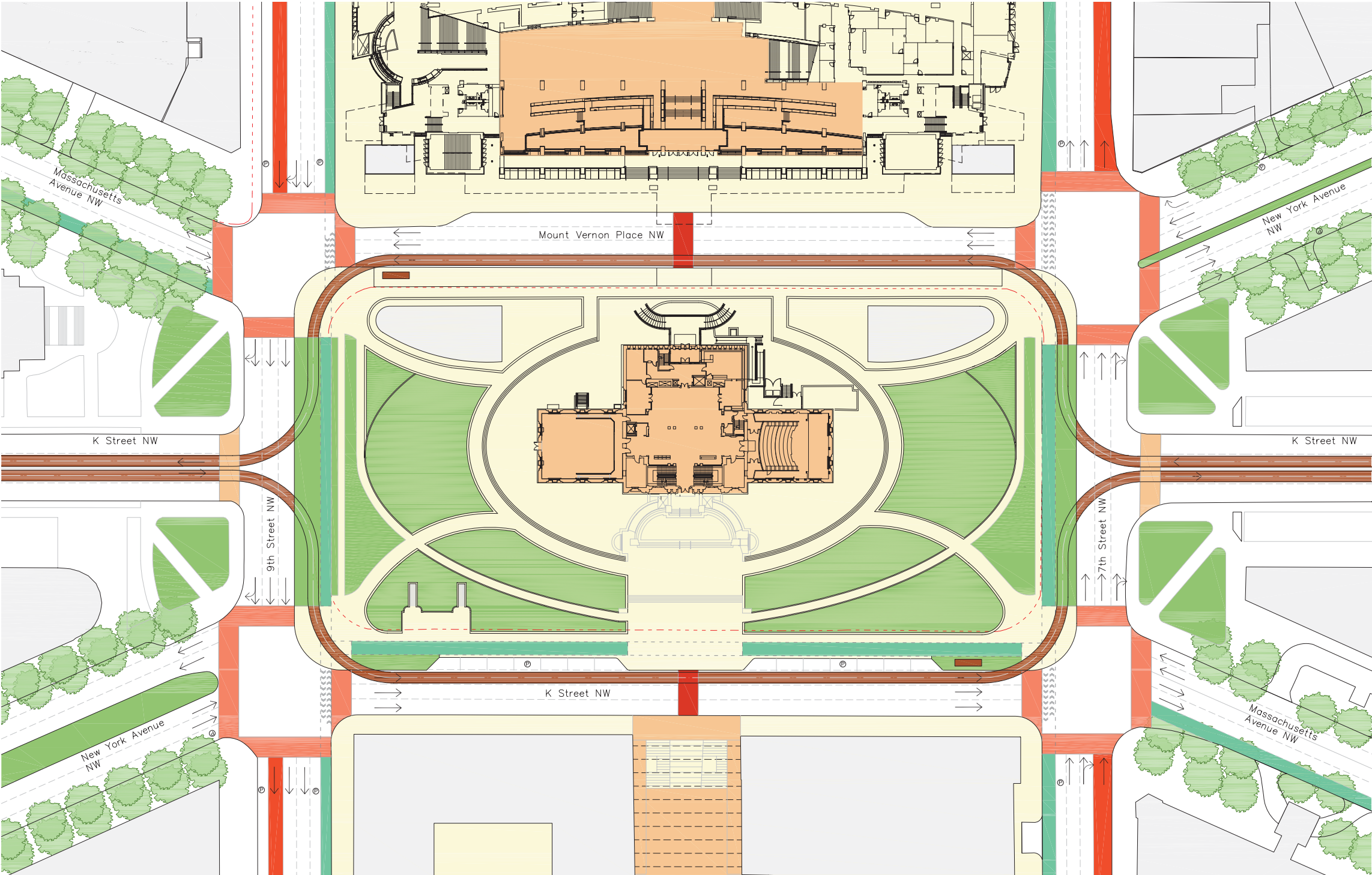
THE SQUARE AS AN INTERMODAL HUB

Metrobus, streetcar, bike facilities and enhanced pedestrian facilities all come together at the square. Add to this the circulator (not shown in facing diagram) and the Square becomes a natural point of transfer for transit riders to switch directions or modes.

The many transit and bike options will also make citywide access to the Square convenient.

In concept 1 (facing diagram) cars around the square are restricted to one-way movements, simplifying circulation around the square and reducing crossing distances for pedestrians.

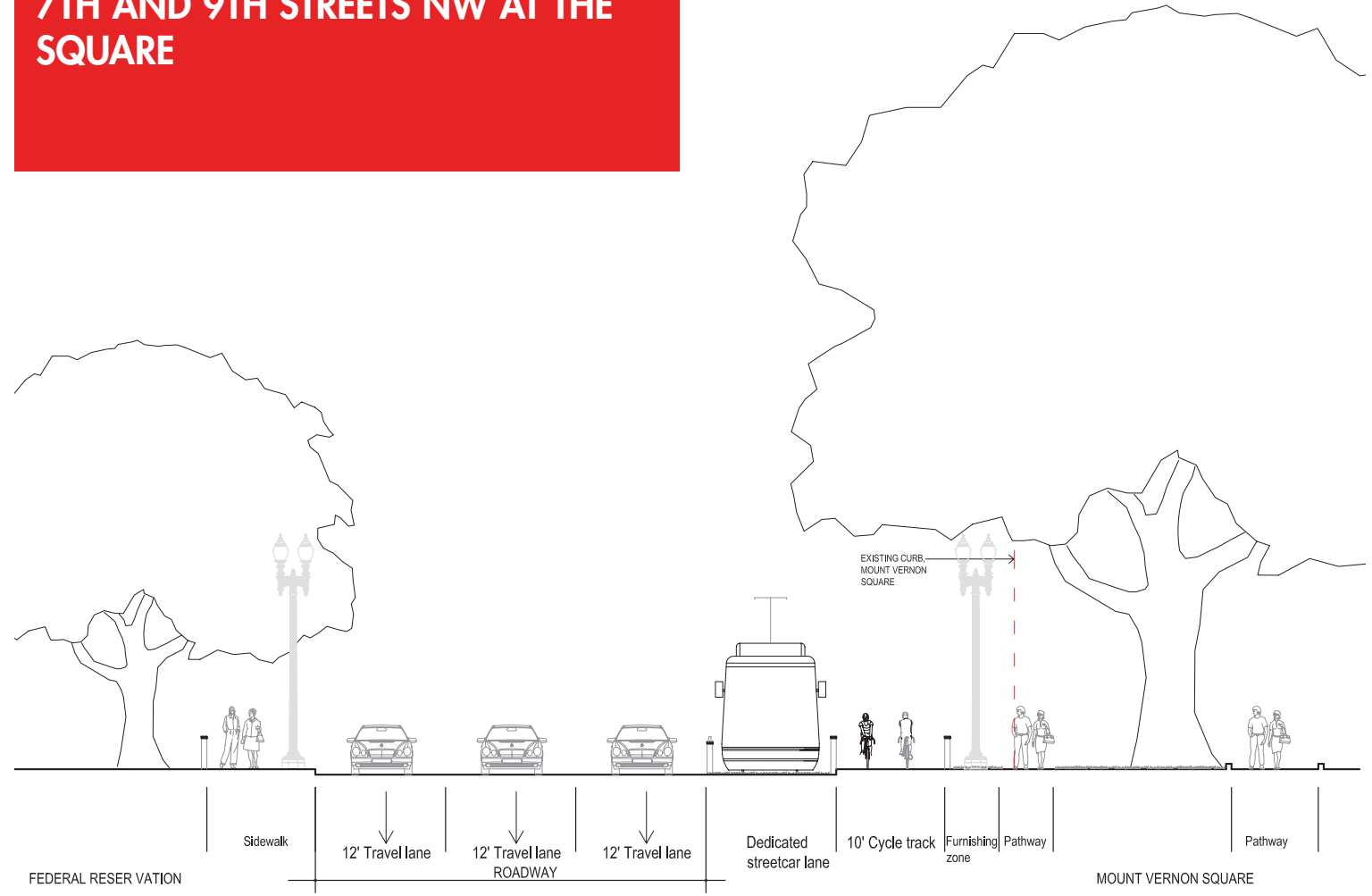
-  Streetcar tracks
-  Dedicated bus lane
-  Cycle track
-  Enhanced pedestrian crosswalks



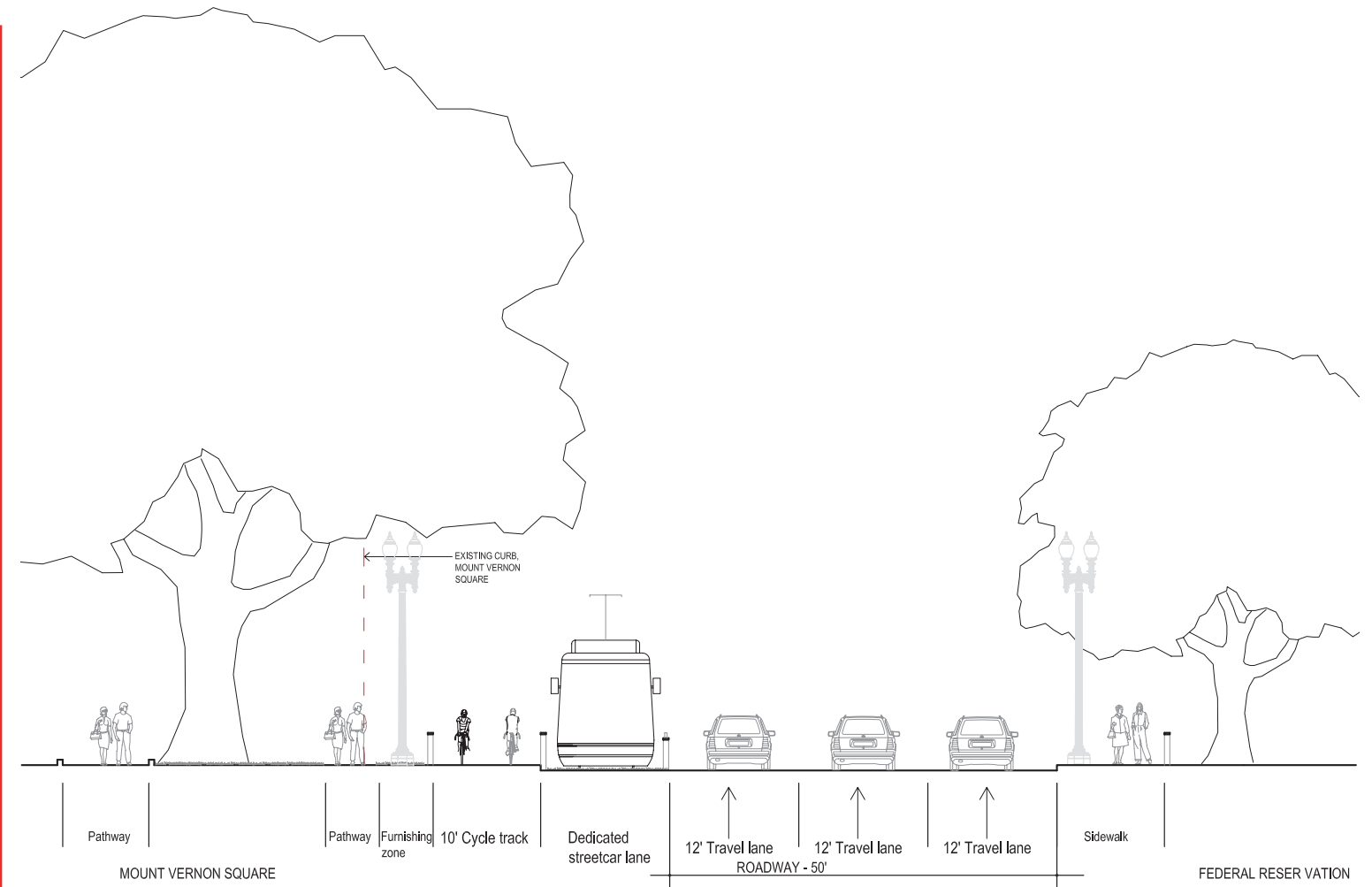
CONCEPT 1

A COMPLETE ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

7TH AND 9TH STREETS NW AT THE SQUARE



9TH STREET NW, AT THE SQUARE

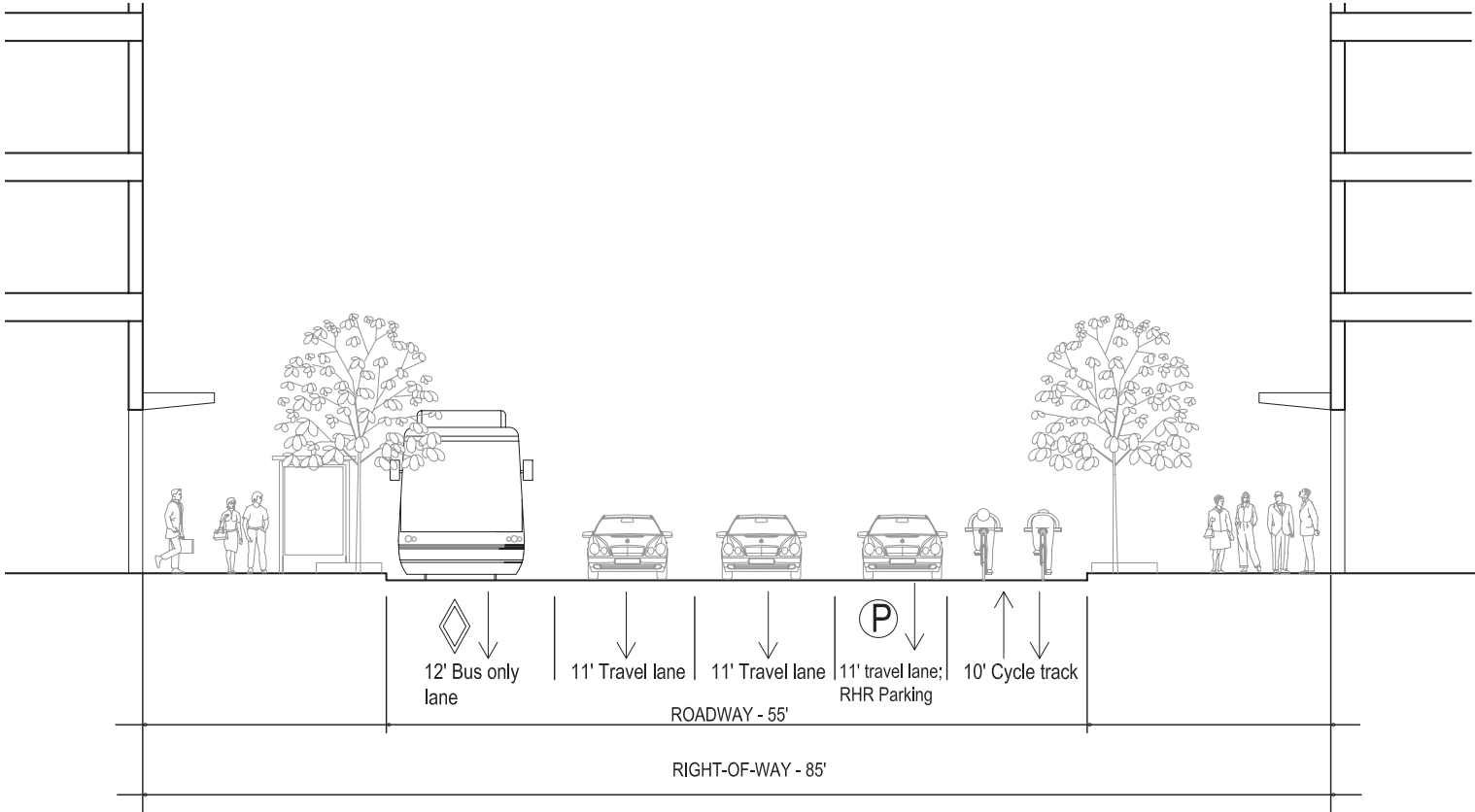


7TH STREET NW, AT THE SQUARE

CONCEPT 1

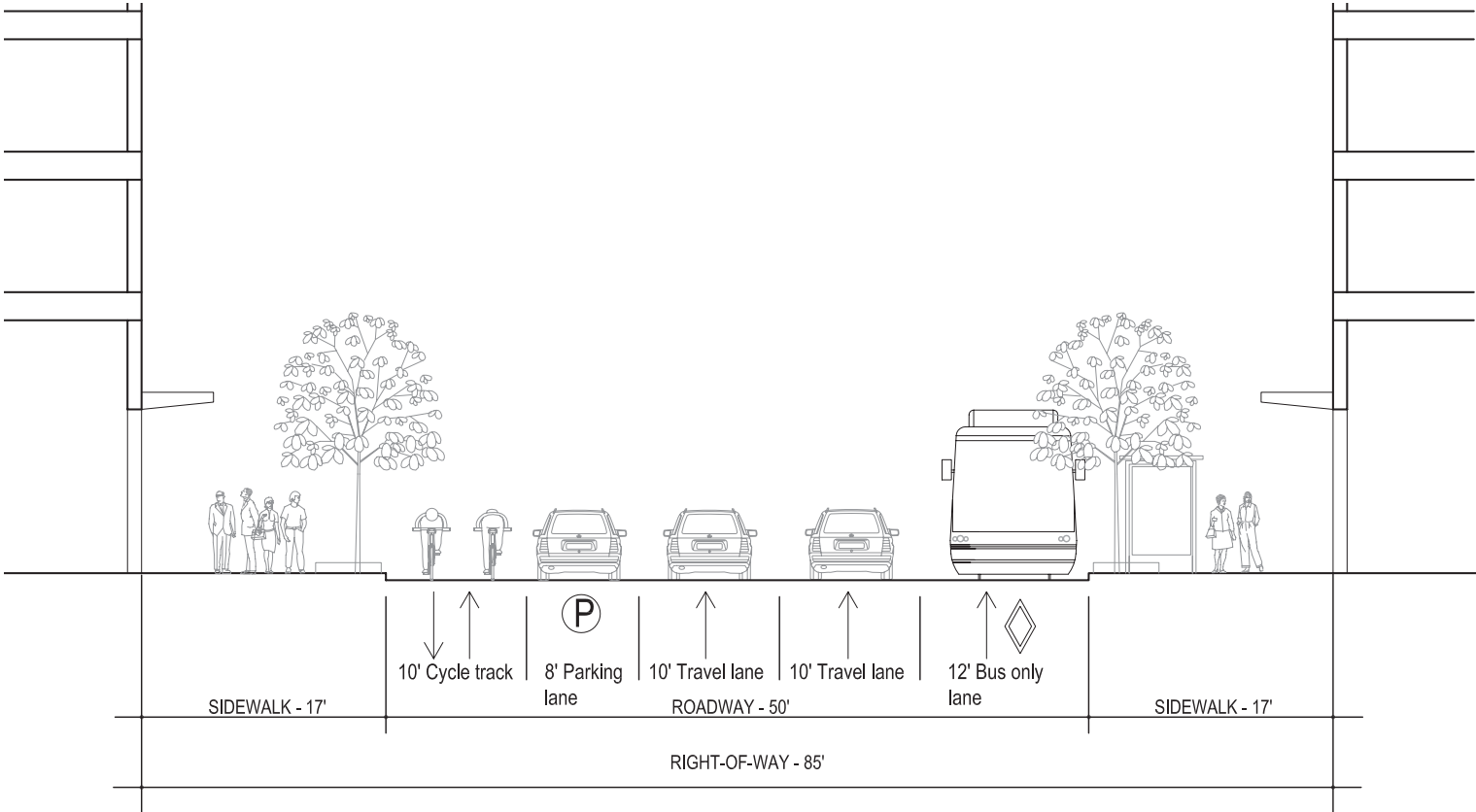
A COMPLETE ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

7TH AND 9TH STREETS NW NORTH AND SOUTH OF THE SQUARE



9th Street NW, looking north

- One-way south-bound
- Expanded sidewalk on west side of 1000 and 1100 block
- Two-way cycle track
- One parking lane
- Two south-bound travel lanes
- One south-bound bus only lane



7th Street NW, looking north

- One-way north-bound
- Two-way cycle track
- One parking lane
- Two north-bound travel lanes
- One north bound bus only lane





CONCEPT 2

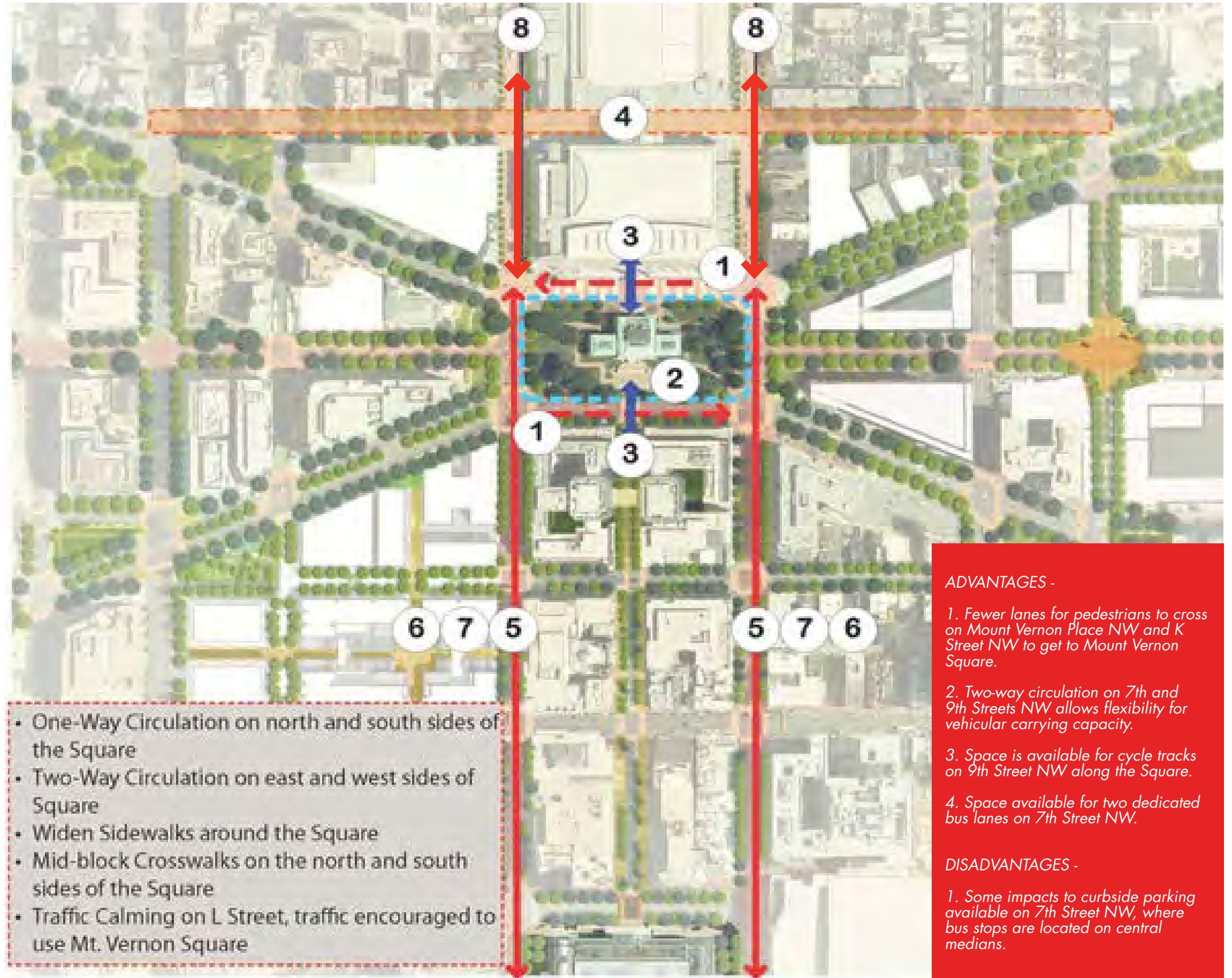
A PARTIAL ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

Note: Subject to further analysis

LEGEND

- 1. One-way circulation
- 2. Widened sidewalks
- 3. Mid-block crosswalk
- 4. Traffic calming
- 5. Two-way circulation
- 6. Bus lanes on 7th Street/bike lanes on 9th Street
- 7. Rush hour restricted parking on 9th Street; parking on 7th Street limited at locations due to bus stop median.
- 8. Two-way circulation

-  An expanded square
-  7th and 9th Street NW (two-way circulation)
-  Mount Vernon Place NW and K Street NW (one-way circulation)
-  Mid-block crosswalk



- One-Way Circulation on north and south sides of the Square
- Two-Way Circulation on east and west sides of Square
- Widen Sidewalks around the Square
- Mid-block Crosswalks on the north and south sides of the Square
- Traffic Calming on L Street, traffic encouraged to use Mt. Vernon Square

ADVANTAGES -

- 1. Fewer lanes for pedestrians to cross on Mount Vernon Place NW and K Street NW to get to Mount Vernon Square.
- 2. Two-way circulation on 7th and 9th Streets NW allows flexibility for vehicular carrying capacity.
- 3. Space is available for cycle tracks on 9th Street NW along the Square.
- 4. Space available for two dedicated bus lanes on 7th Street NW.

DISADVANTAGES -

- 1. Some impacts to curbside parking available on 7th Street NW, where bus stops are located on central medians.





CONCEPT 2

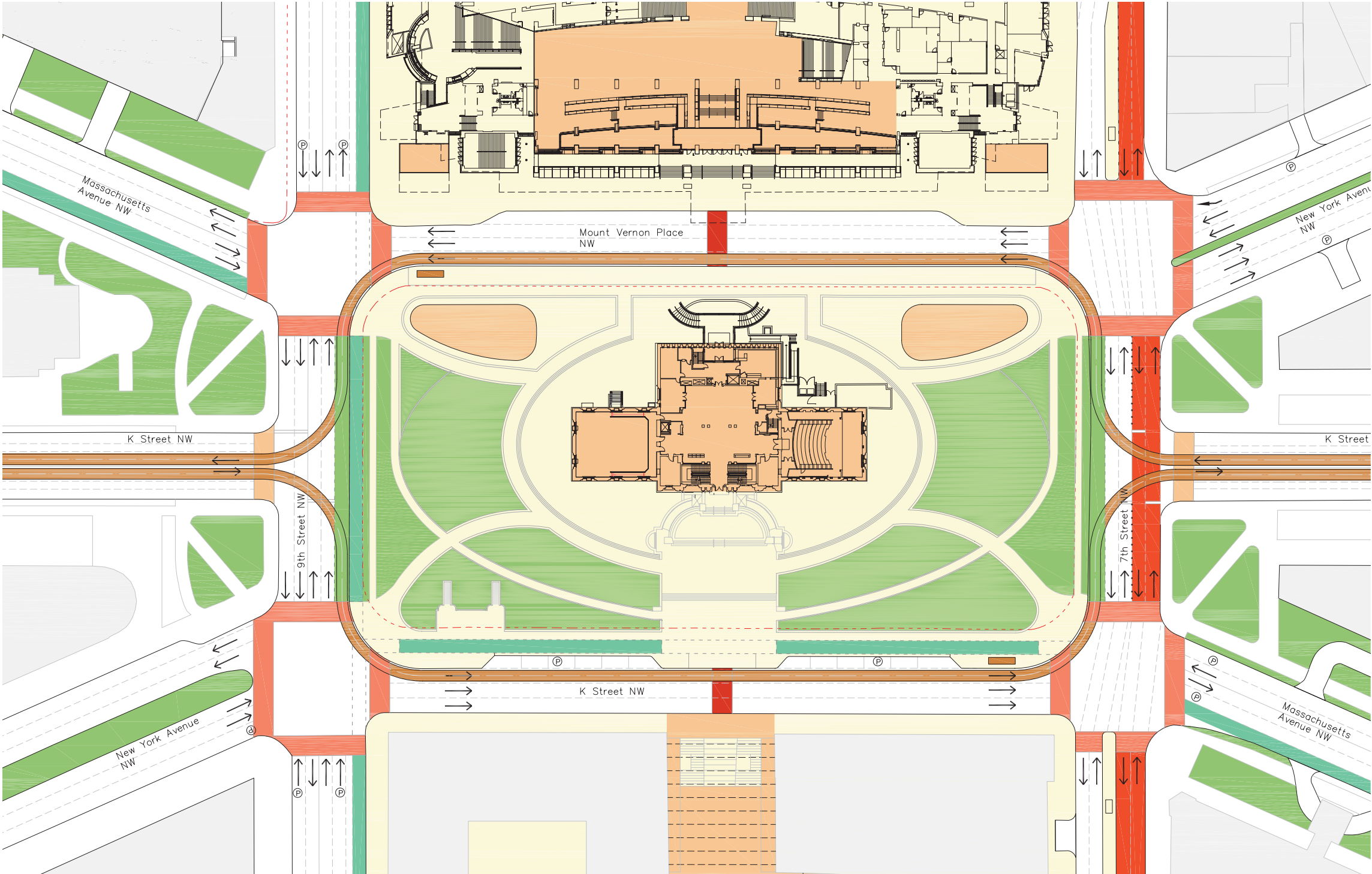
A PARTIAL ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

THE SQUARE AS AN INTERMODAL HUB

In concept 2 (facing diagram) cars around the square are restricted to one-way movements on Mount Vernon Place NW and K Street south of the Square; pedestrian crossing distances are reduced on Mount Vernon Place NW and K Street, with two-way circulation for cars and buses on 7th and 9th Streets NW.

Bikes move on 9th Street NW within a 10' cycle track; northbound and south buses ply on 7th Street NW in dedicated lanes. A central median provides space for bus stops where required.

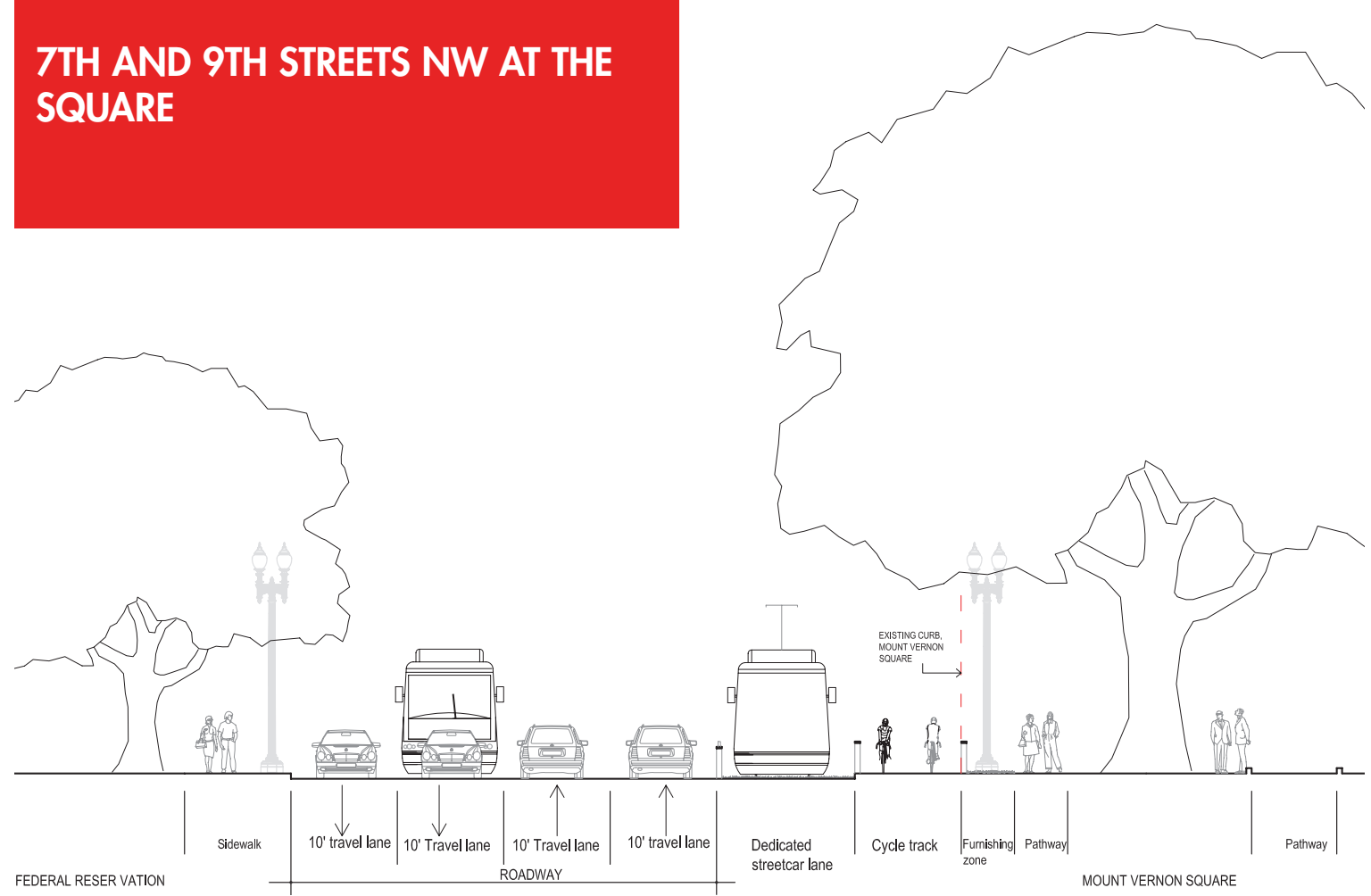
-  Streetcar tracks
-  Dedicated bus lane
-  Cycle track
-  Enhanced pedestrian crosswalks



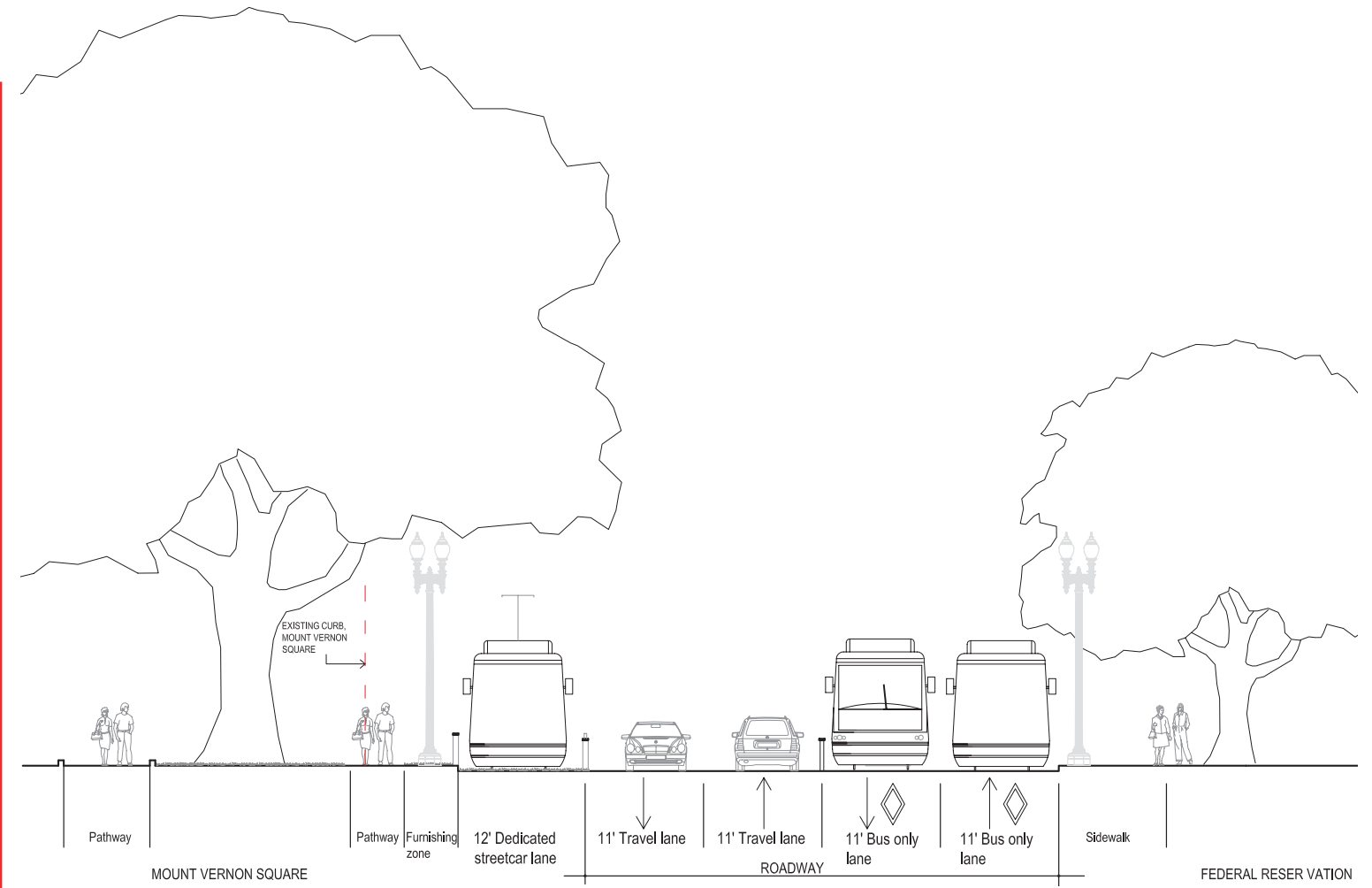
CONCEPT 2

A PARTIAL ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

7TH AND 9TH STREETS NW AT THE SQUARE



9TH STREET NW, AT THE SQUARE

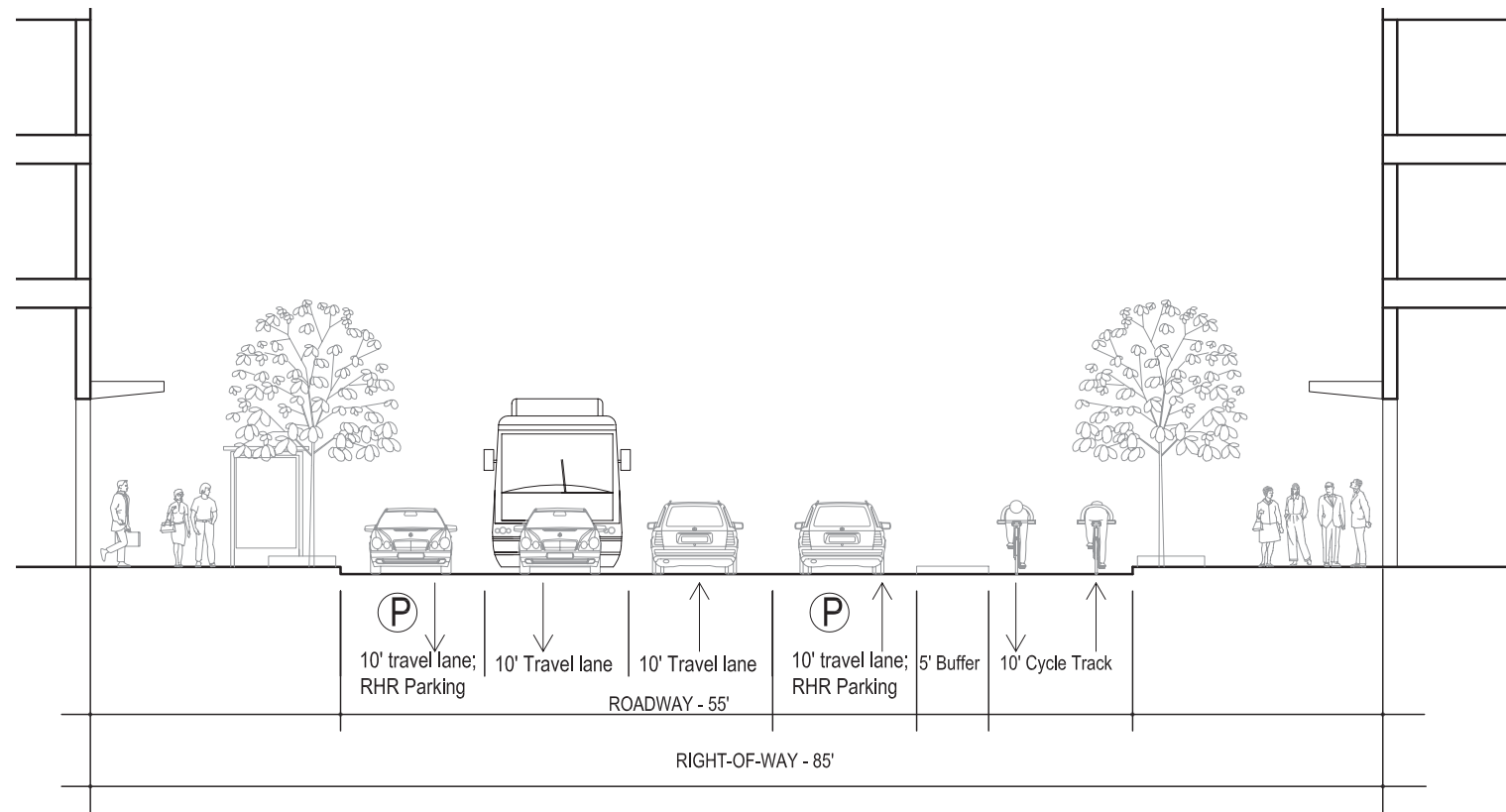


7TH STREET NW, AT THE SQUARE

CONCEPT 2

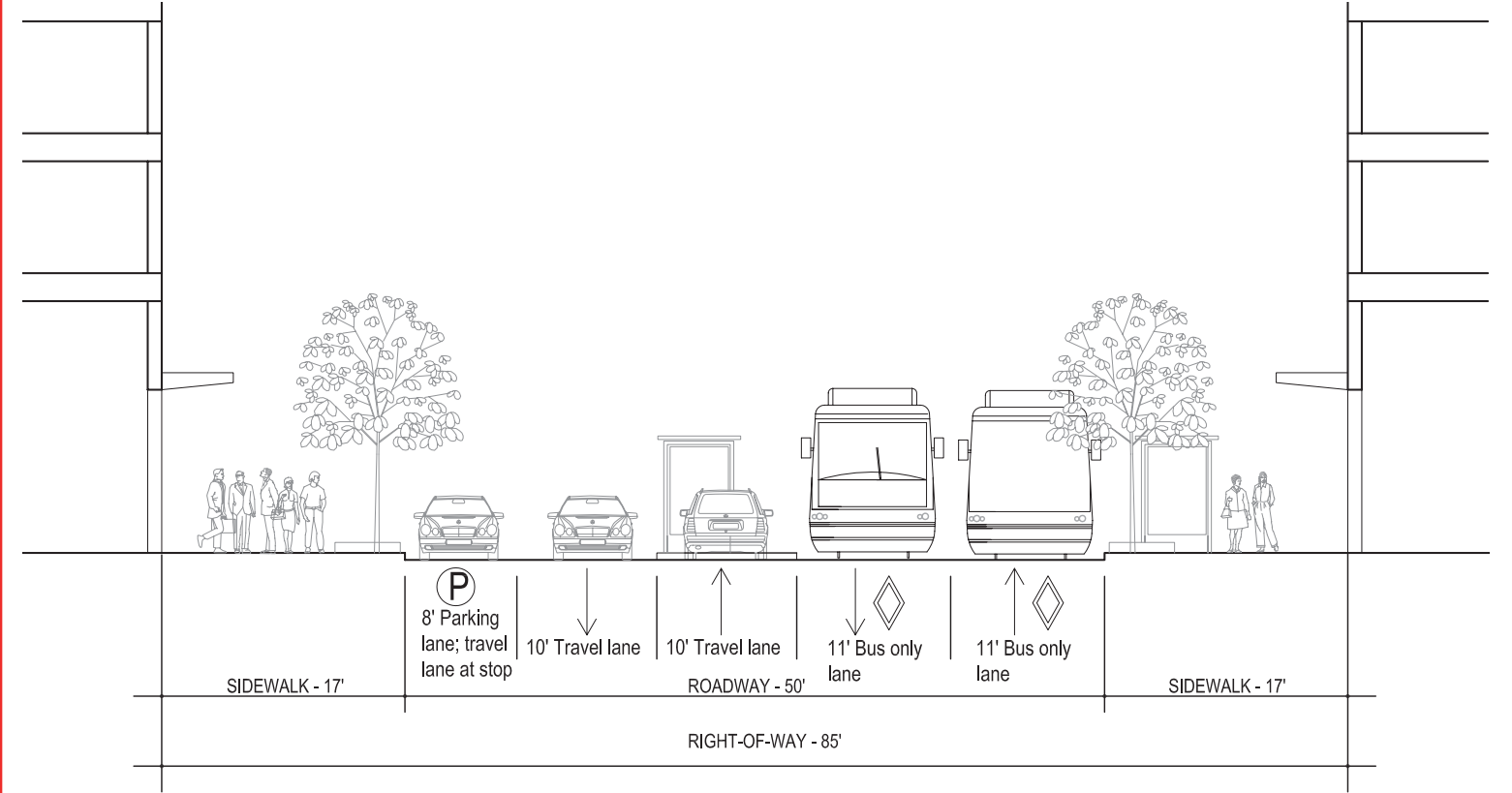
A PARTIAL ONE-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

7TH AND 9TH STREETS NW NORTH AND SOUTH OF THE SQUARE



9th Street NW, looking north

- Two-way street
- Two bike lanes
- Two rush hour restricted parking lanes



7th Street NW, looking north

- Two-way street
- No bike facilities
- One parking lane
- Two vehicular travel lanes, one in each direction
- Transitway, with two bus only lanes
- Centre island required for south bound buses; parking lane at stops becomes travel lane

Precedent: Current study for 34th Street in Manhattan

CONCEPT 3

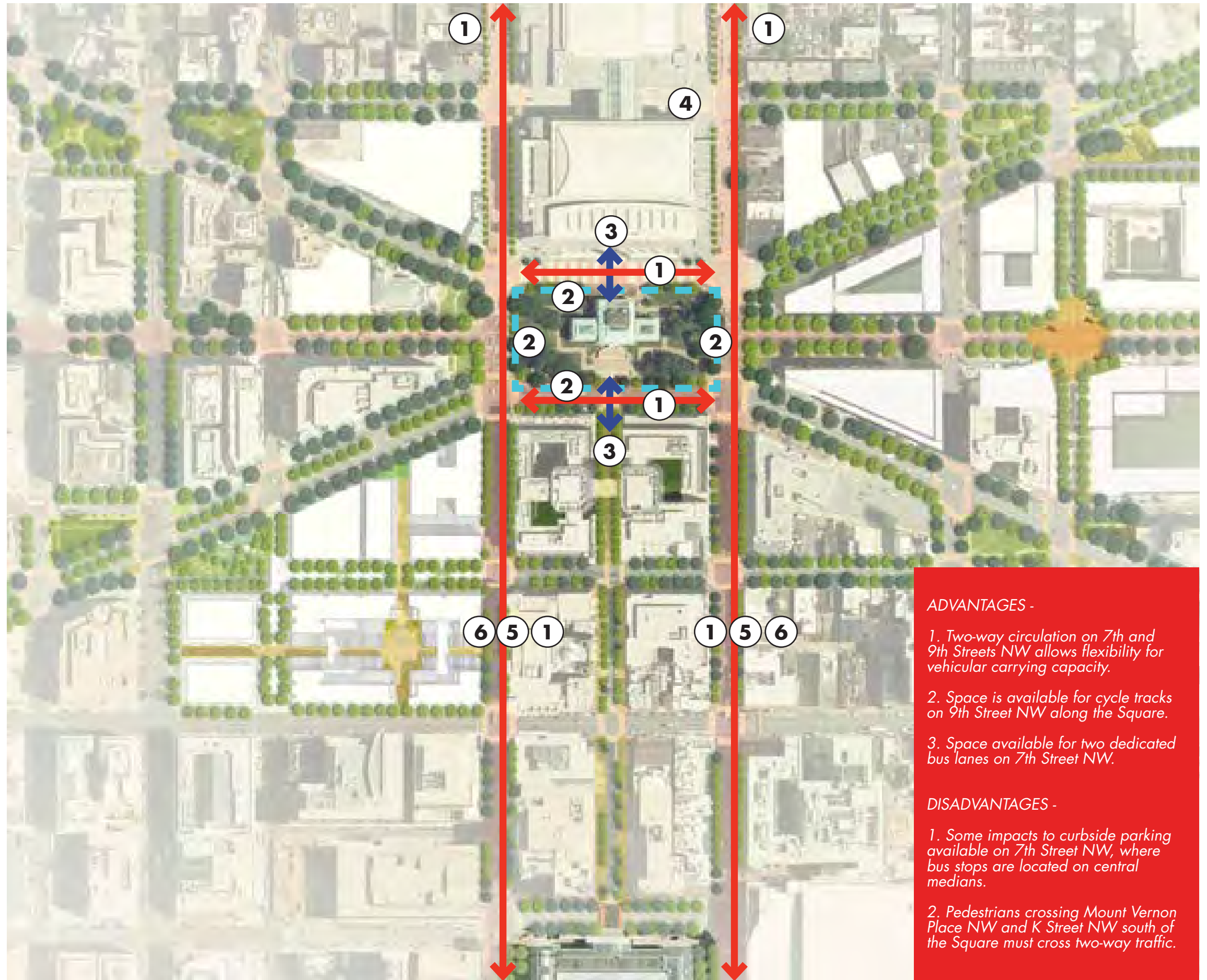
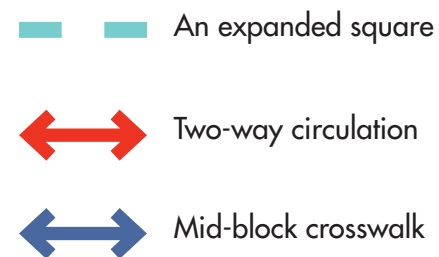
A TWO-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

Note: Subject to further analysis

Note: Sections for Concept 3 are similar to sections for Concept 2.

LEGEND

- 1. Two-way circulation
- 2. Widened sidewalks
- 3. Mid-block crosswalk
- 4. Traffic calming
- 5. Bus lanes on 7th Street/bike lanes on 9th Street
- 6. Rush hour restricted parking on 9th Street; parking on 7th Street limited at locations due to bus stop median.



ADVANTAGES -

- 1. Two-way circulation on 7th and 9th Streets NW allows flexibility for vehicular carrying capacity.
- 2. Space is available for cycle tracks on 9th Street NW along the Square.
- 3. Space available for two dedicated bus lanes on 7th Street NW.

DISADVANTAGES -





- 1. Some impacts to curbside parking available on 7th Street NW, where bus stops are located on central medians.
- 2. Pedestrians crossing Mount Vernon Place NW and K Street NW south of the Square must cross two-way traffic.

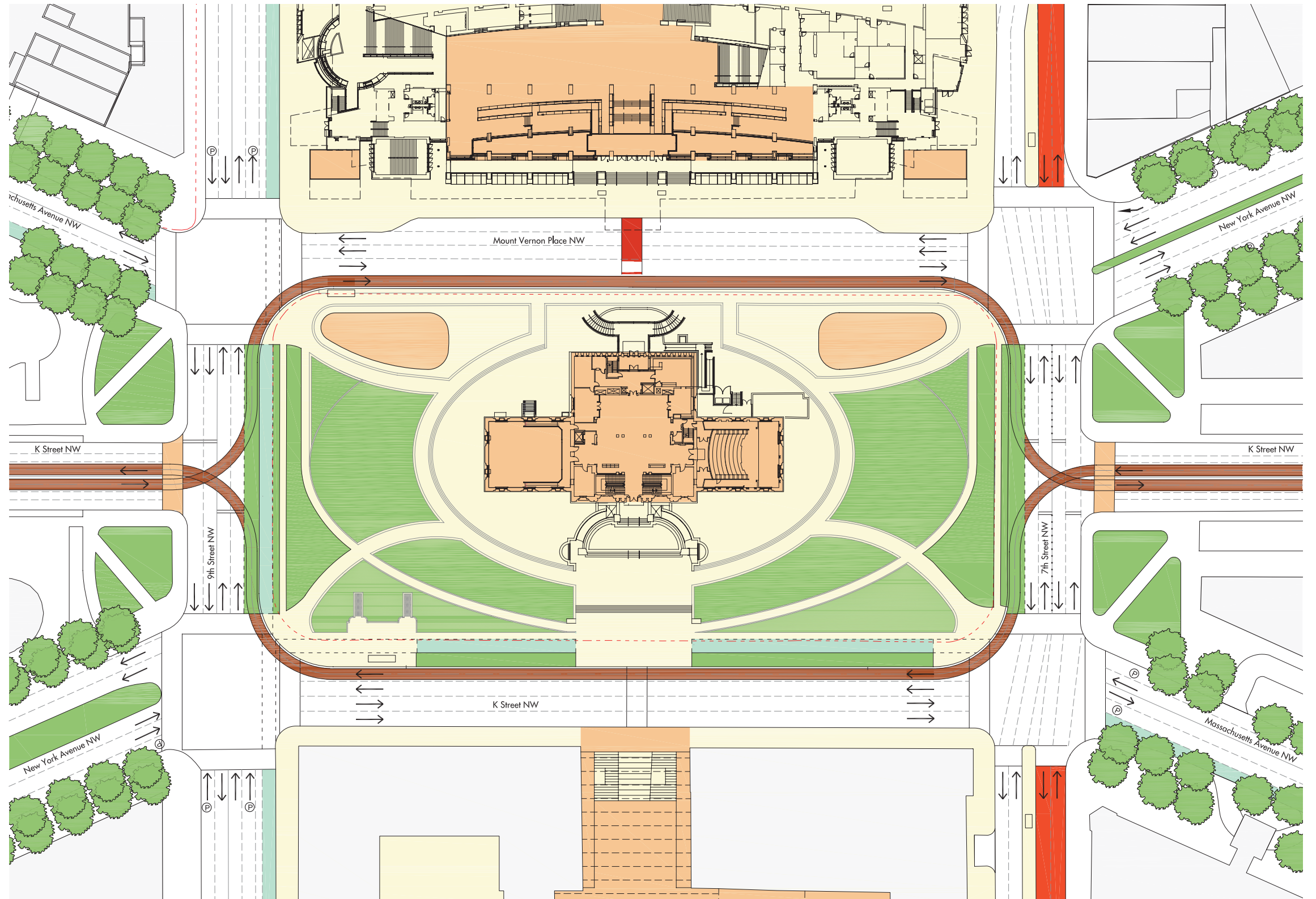
CONCEPT 3

A TWO-WAY LOOP FOR MOUNT VERNON SQUARE, 7TH AND 9TH STREETS NW

THE SQUARE AS AN INTERMODAL HUB

Note: Cross-sections of 7th and 9th Streets NW for Concept 3 are similar to cross-sections for Concept 2.

-  Streetcar tracks
-  Dedicated bus lane
-  Cycle track
-  Enhanced pedestrian crosswalks



PEDESTRIANS

THE SQUARE AS A DESTINATION FOR PEDESTRIANS

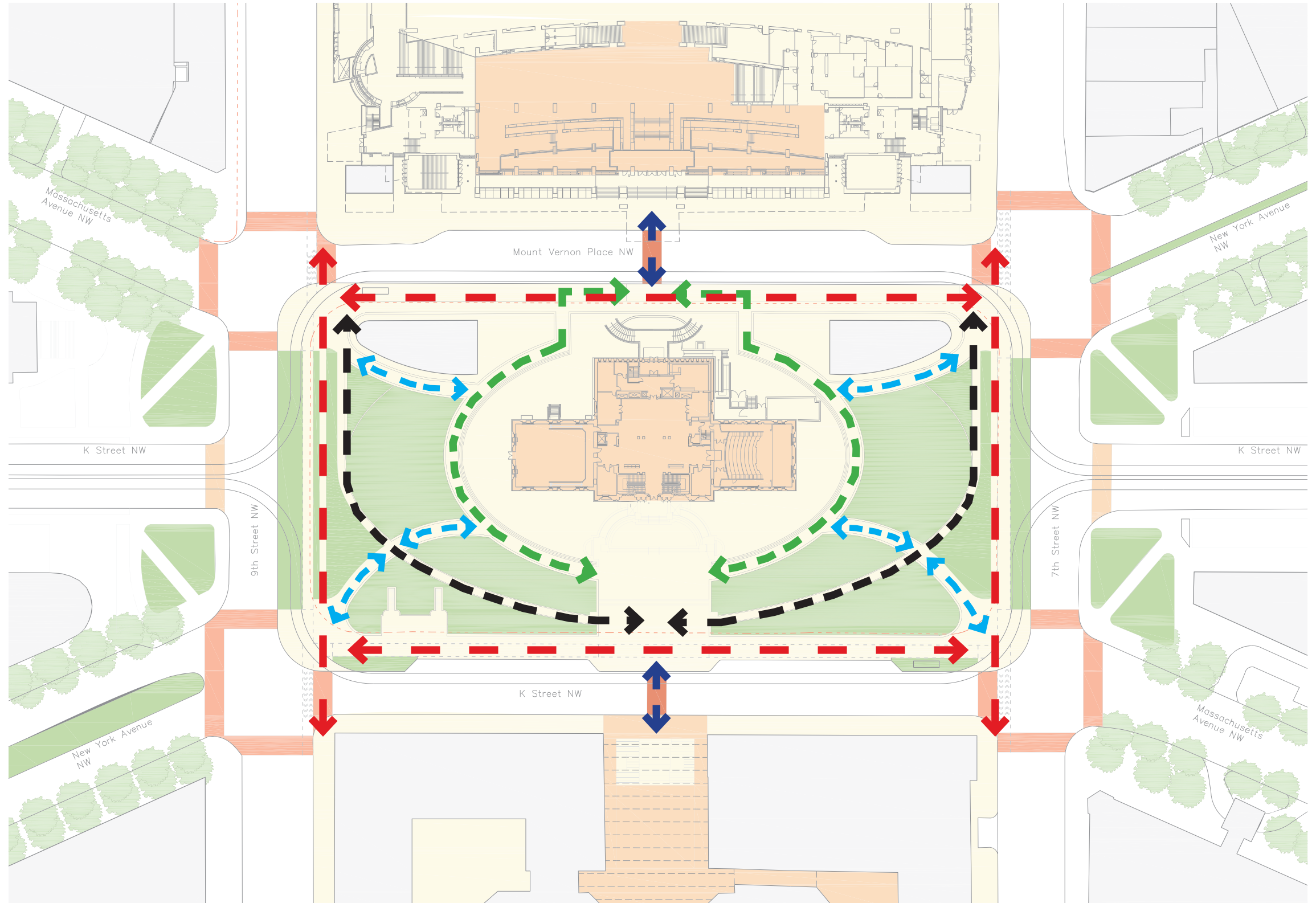
A bias in favor of pedestrian circulation will set the stage for Mount Vernon Square's success as a public place

Enhanced crosswalks at the intersections of 7th and 9th Streets NW with New York and Massachusetts Avenues NW make access to the Square convenient for streetcar and metro bus riders and for conventioners going to and from the Convention Center to nearby attractions on 7th and 9th Streets NW.

A mid block crosswalk at Mount Vernon Place NW allows access between the Convention Center and Mount Vernon Square. A mid block crosswalk at K Street NW and 8th Street NW allows convenient access to and from 8th Street NW. Sidewalk extensions along K Street NW south of the square facilitate access to Mount Vernon Square.

Reconfigured inner and outer pathways through the Square enhance connectivity between 8th Street NW, the Carnegie Library building and the Convention Center and offer pedestrians more choice in making diagonal shortcuts through the square (see facing diagram).

- Midblock pedestrian crosswalk
- Enhanced pedestrian crosswalk
- Enhanced sidewalk
- Inner pathway
- Outer pathway
- Reconfigured historic pathways

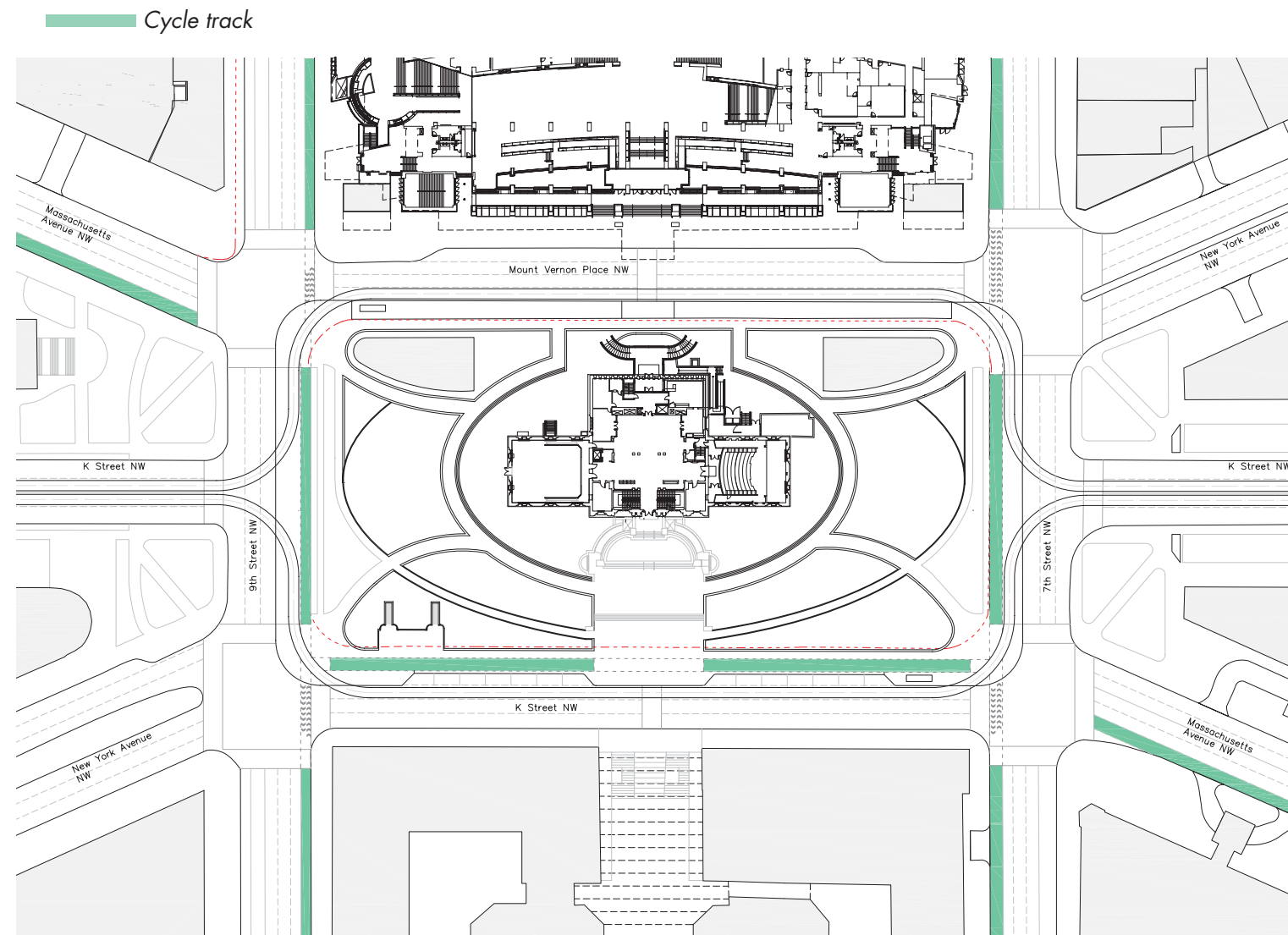


BIKES ON THE SQUARE

TRANSPORTATION CONCEPT 1: A COMPLETE ONE-WAY LOOP

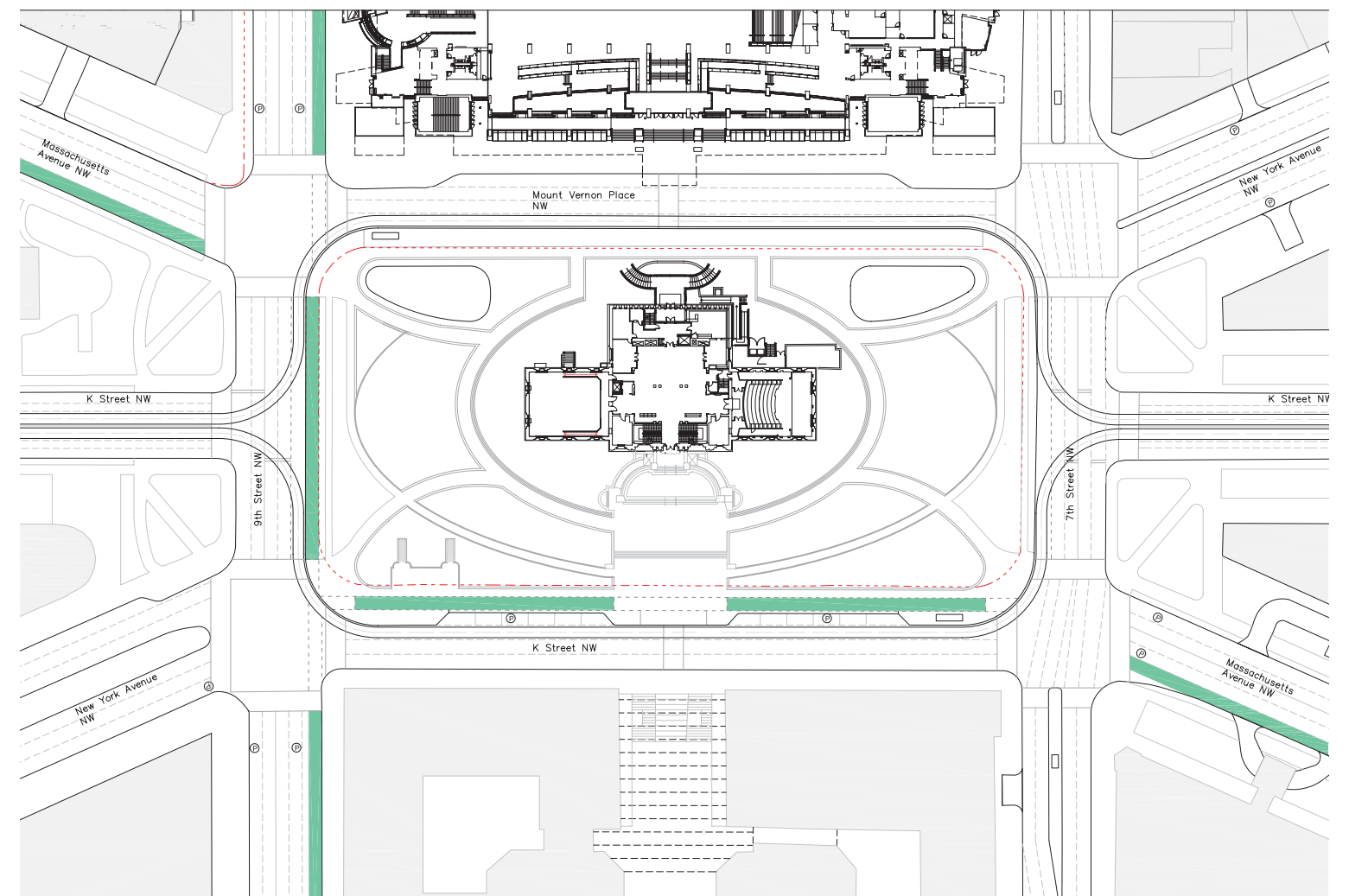
In the complete one-way loop option, cycle tracks (8' to 10' wide) run in a continuous manner through Mount Vernon Square linking the tracks north and south of the square through a protected path within the expanded portions of the Square.

Sharrows guide bikers through the intersections. Bike facilities on Massachusetts Avenue NW also use the Square to travel east to west, and vice versa.



TRANSPORTATION CONCEPTS 2, 3: A PARTIAL ONE-WAY LOOP AND A TWO-WAY LOOP

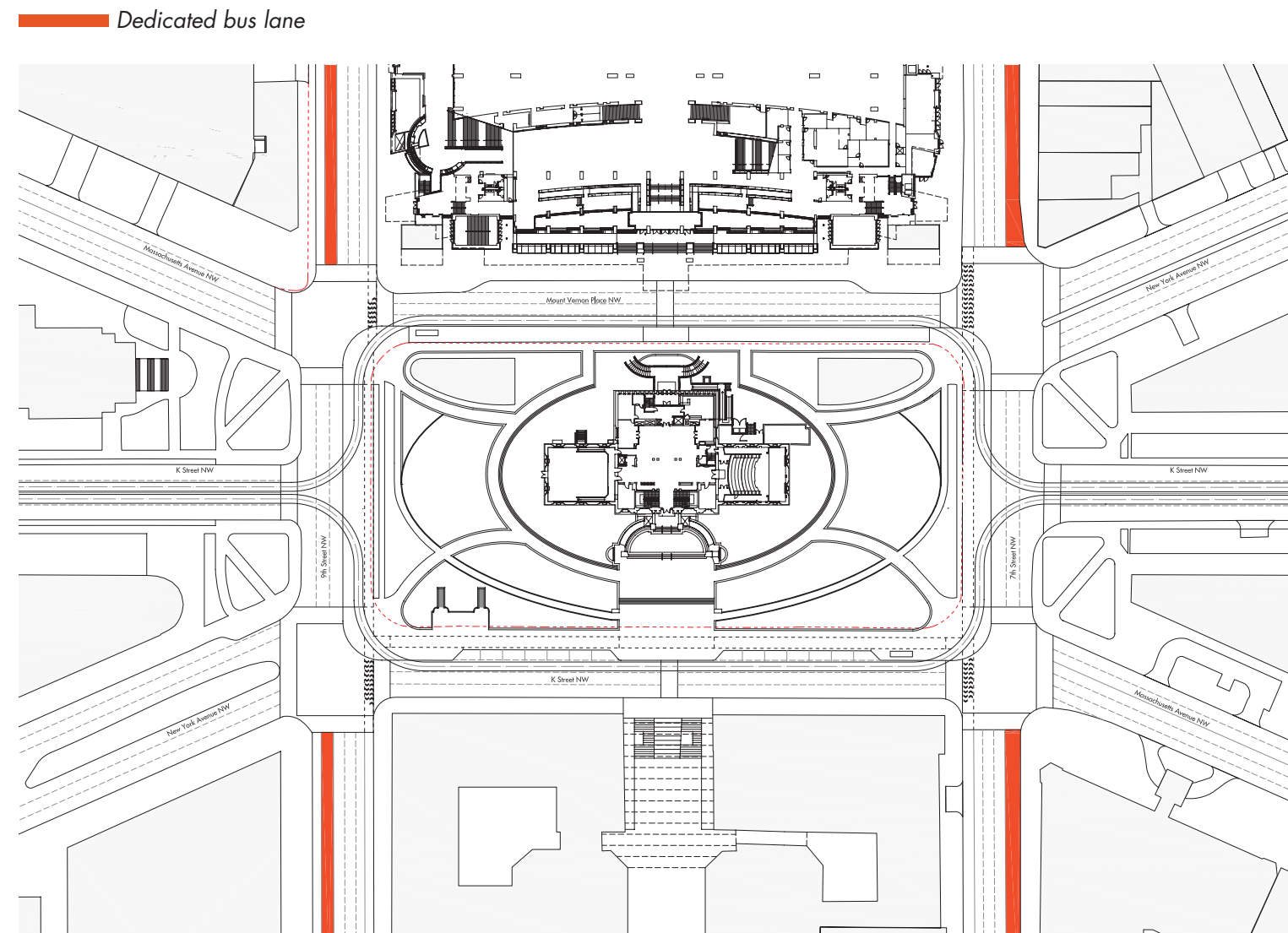
In the partial one-way loop option, all bikes move on 9th Street NW, within a protected 10' cycle track. At the Square, the cycle track is located within the square, protected from traffic.



BUSES ON THE SQUARE

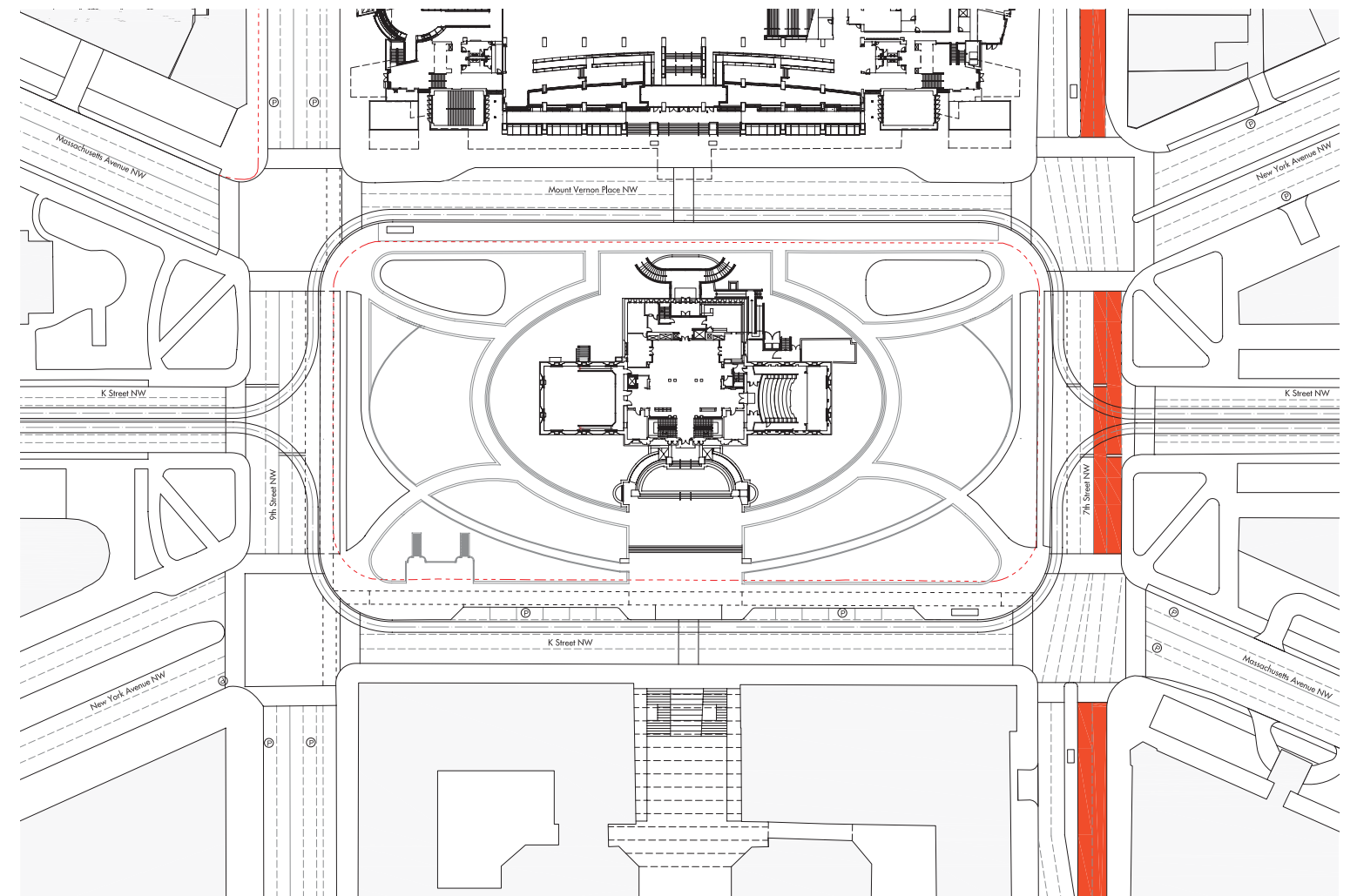
TRANSPORTATION CONCEPT 1: A COMPLETE ONE-WAY LOOP

In the complete one-way loop concept buses run in dedicated lanes - northbound on 7th street NW and southbound on 9th Street NW.



TRANSPORTATION CONCEPTS 2, 3: A PARTIAL ONE-WAY LOOP AND A TWO-WAY LOOP

In the partial one-way and two-way loop concepts northbound and southbound buses run in dedicated lanes on 7th Street NW. Bus stops are located on medians (see section of 7th Street NW, Concept 2, on Pg. 17).



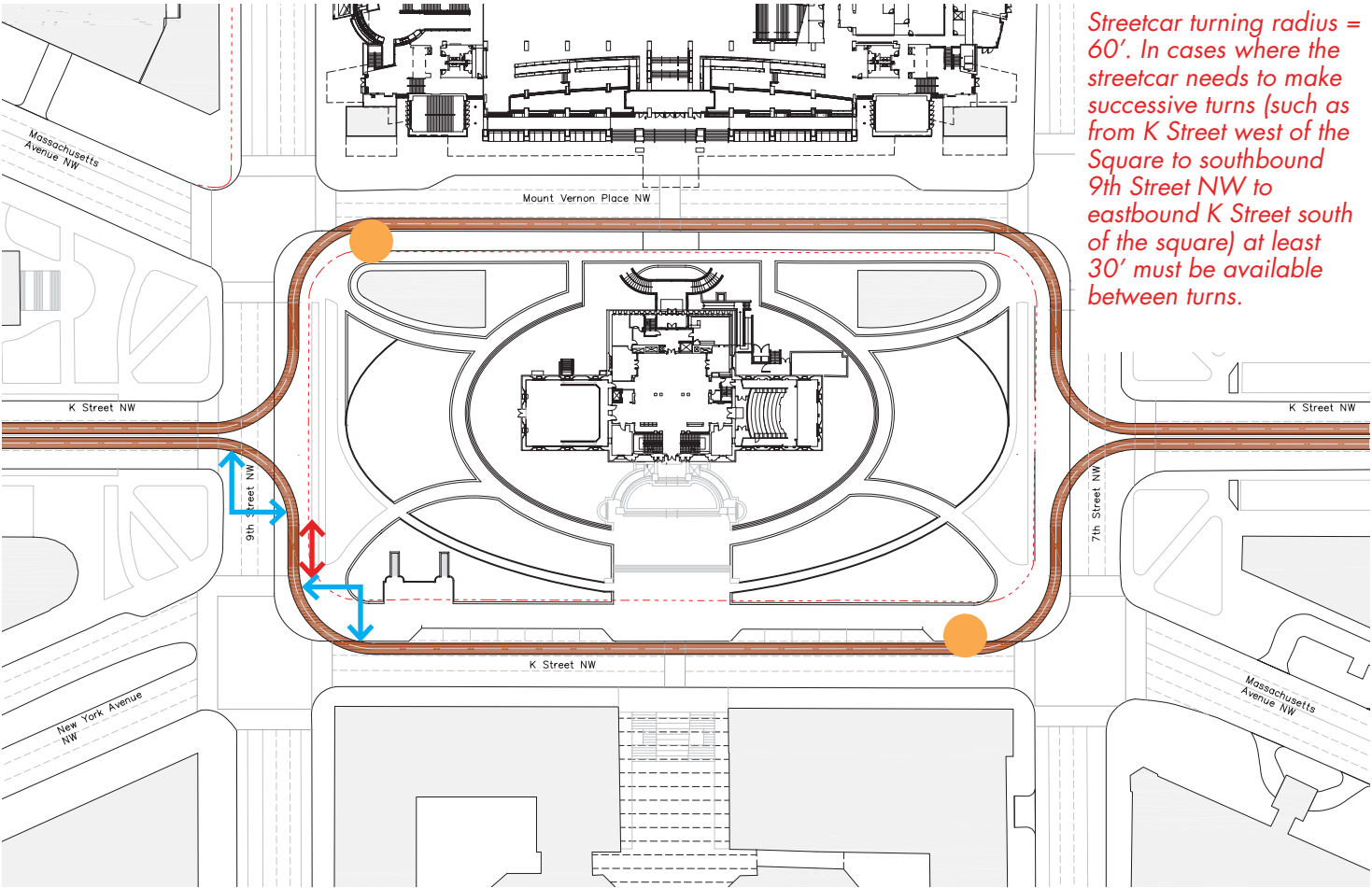
STREETCAR

THE STREETCAR ALIGNMENT - ALTERNATIVE 1 FOR ONE-WAY CIRCULATION ON MOUNT VERNON PLACE NW AND K STREET NW SOUTH OF THE SQUARE; 7TH AND 9TH STREETS ARE EITHER ONE-WAY OR TWO-WAY STREETS.

The streetcar route splits at the Square - eastbound tracks are on K Street NW, south of the Square and westbound tracks are on Mount Vernon Place NW, north of the Square. The eastbound stop is located at the southwest corner of 7th and K Street NW.

The westbound stop is located at the northeast corner of 9th Street NW and Mount Vernon Place.

ALTERNATIVE 1



Streetcar turning radius = 60'. In cases where the streetcar needs to make successive turns (such as from K Street west of the Square to southbound 9th Street NW to eastbound K Street south of the square) at least 30' must be available between turns.

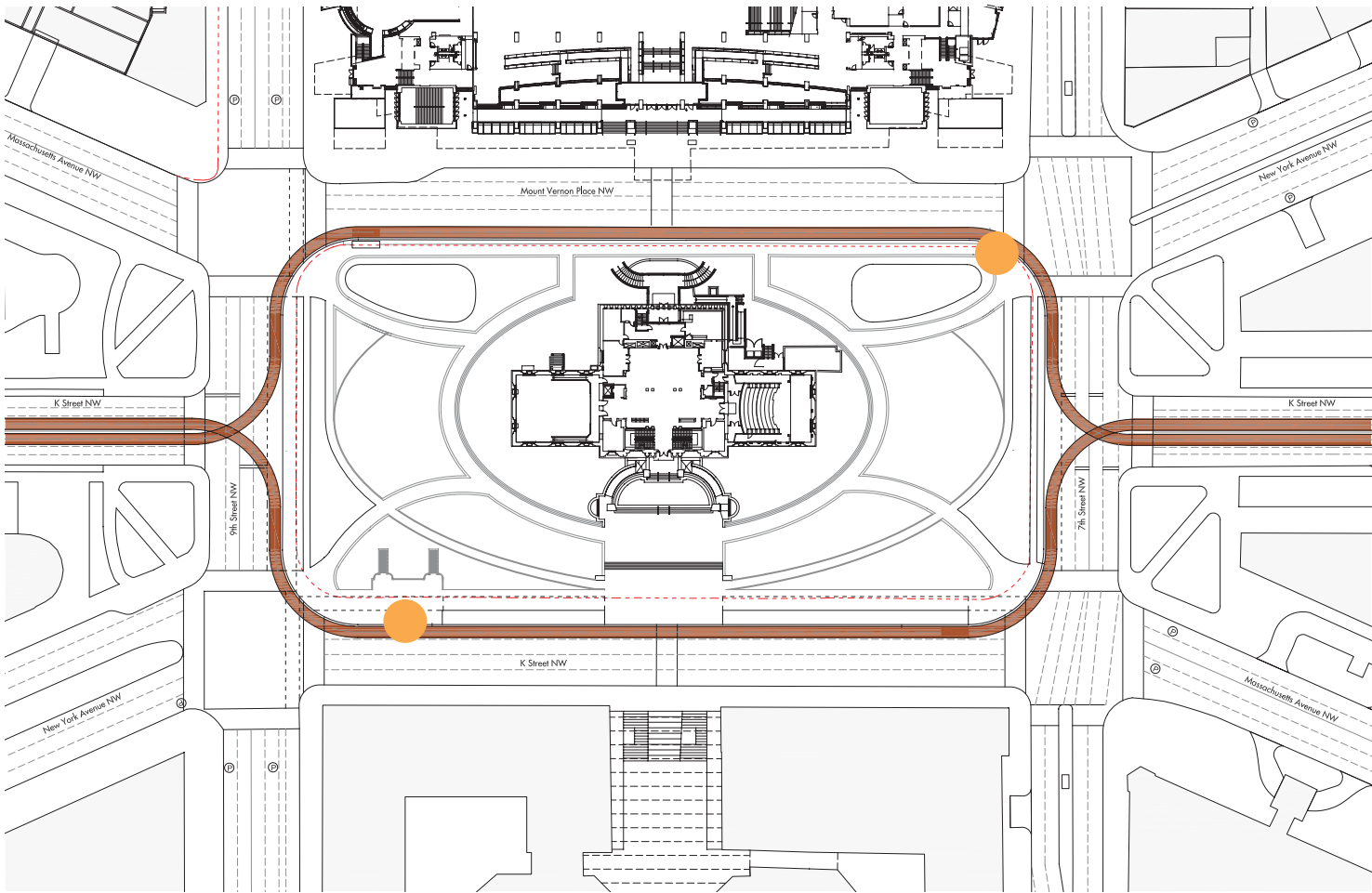
Streetcar tracks (8' width required) Minimum dimension = 30' Turn radius = 60'

THE STREETCAR ALIGNMENT - ALTERNATIVE 2, FOR TWO-WAY CIRCULATION ON ALL STREETS AROUND THE SQUARE.

The streetcar route 'crosses over' at the Square - eastbound tracks are on Mount Vernon Place NW, north of the Square and westbound tracks are on K Street NW, south of the Square. The eastbound stop is located at the southwest corner of 7th Street NW and New York Avenue NW.

The westbound stop is located at the northeast corner of 9th Street NW and New York Avenue NW.

ALTERNATIVE 2



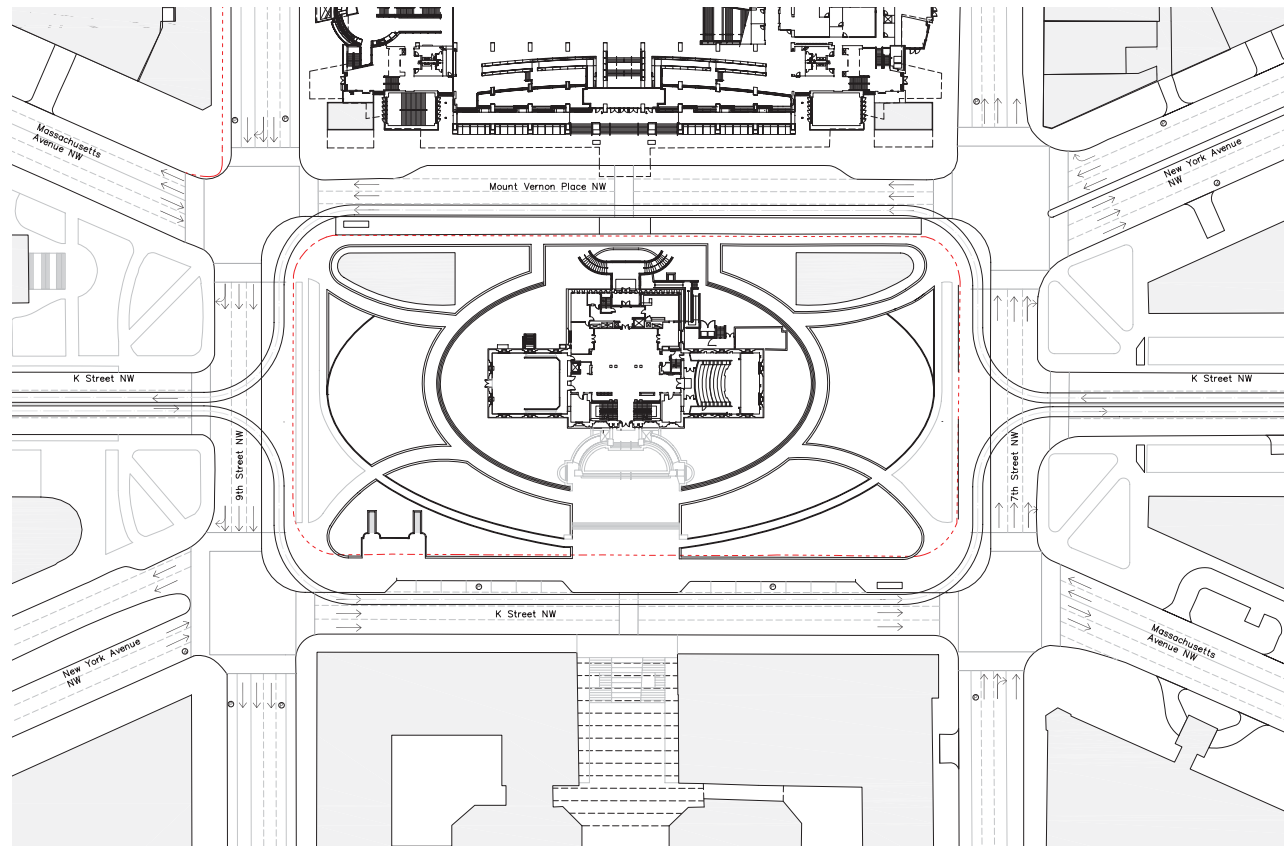
Possible streetcar stop

VEHICULAR CIRCULATION AROUND THE SQUARE

TRANSPORTATION CONCEPT 1: A COMPLETE ONE-WAY LOOP

The four streets around Mount Vernon Square - Mount Vernon Place NW, 7th, 9th and K Streets NW - are reconfigured as one-way streets. Cars move around the square in a counter-clockwise fashion, with three lanes on each street.

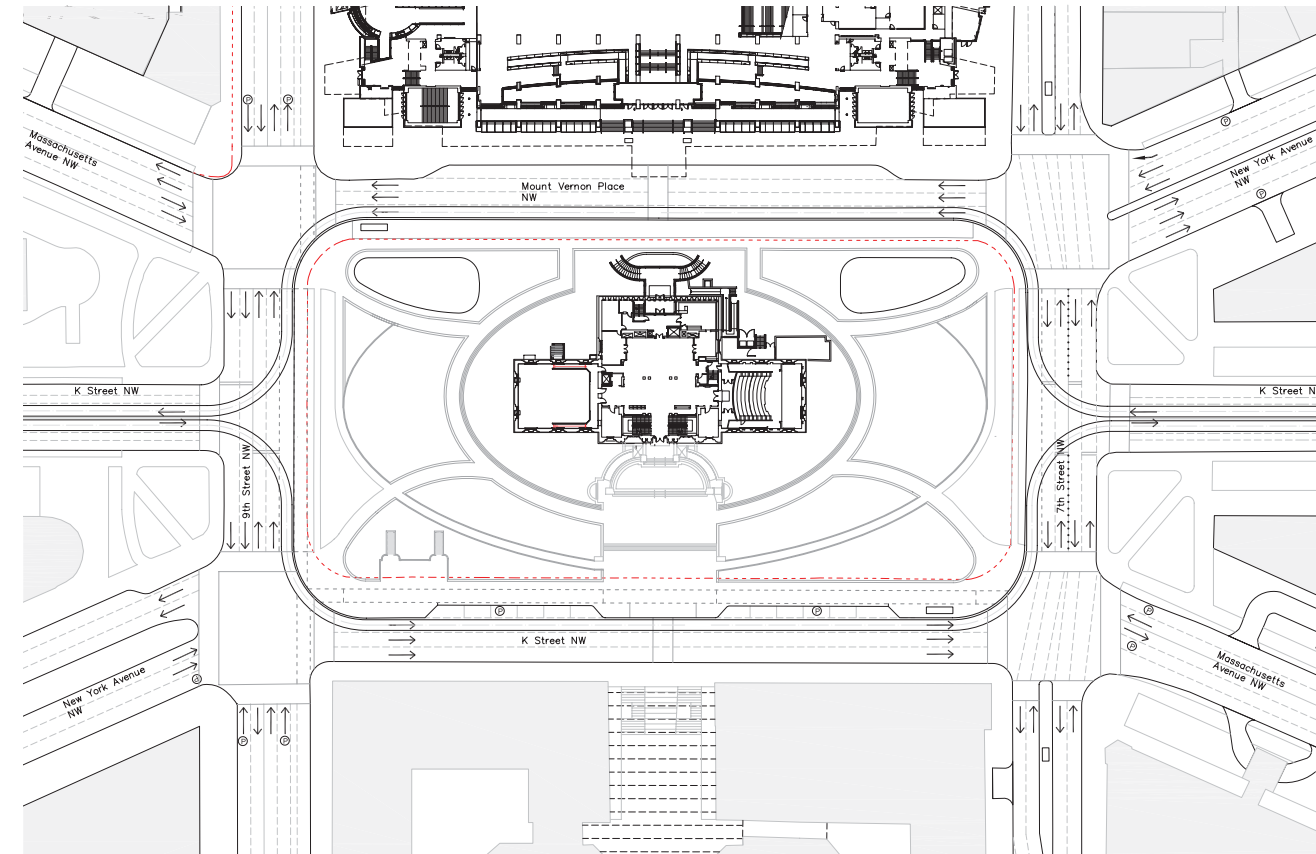
On Mount Vernon Place NW and K Street south of the square there are two vehicular lanes, and one lane of mixed traffic (shared with the streetcar). On 7th and 9th Streets NW, the streetcar moves in a dedicated lane abutting the square and makes right turns across vehicular lanes to merge onto K Street NW east and west of the Square.



TRANSPORTATION CONCEPTS 2, 3: A PARTIAL ONE-WAY LOOP AND A TWO-WAY LOOP

Mount Vernon Place NW and K Streets NW are reconfigured as one-way streets, with two vehicular lanes, and one lane of mixed traffic (shared with the streetcar).

7th and 9th Streets NW are two-way streets; the streetcar moves in a dedicated lane abutting the square and makes right turns across vehicular lanes to merge onto K Street NW east and west of the Square.



TRANSPORTATION HUB: 21ST CENTURY CROSSROADS

TIMELINE

IMMEDIATE (1 TO 3 YEARS)

SHORT TERM (3 TO 5 YEARS)

LONG TERM (OVER 5 YEARS)

1. THE CENTER

- Ensure that the governing body for the Carnegie Library works with DDOT to create a viable and concrete transportation plan for the DC Visitors Center
- Add a Bikeshare location at the Northwest corner of 7th Street and Mount Vernon Place.

- Install a mid-block crossing for pedestrians at the intersection of 8th Street NW and Mount Vernon Place NW, outside the entrance to the Convention Center coordinated with the traffic signals at 7th and 9th Streets.
- Install a mid-block crossing for pedestrians at the intersection of 8th and K Streets NW.

2. MAIN STREET CORRIDORS

- Add a double left turn from northbound 7th Street to westbound Mt. Vernon Place to accommodate the long queue of vehicles waiting to turn left and accident concerns at K Street East of the Square;
- Improve the visibility of diagonal pedestrian signal heads.
- Add two additional loading zones on 7th Street NW. Loading zones to be converted to regular parking usage after 6:30pm.

- Allow 7th Street NW to be a restricted-access zone between F and I streets during events (i.e. Verizon Center events, weekends, etc.) and move northbound traffic to 6th Street at these times.
- Implement transit priority treatments on 7th Street, including transit signal priority, queue jump lanes, improved passenger shelters, etc.

- Restrict tour bus parking on the west side of 9th Street NW, between New York Avenue NW and H Street NW. Instead, allow restricted (two-hour) parking along the curbside to create a new traffic lane; add one loading zone on 9th Street NW. Loading zone to be converted to regular parking usage after 6:30pm.

- Restripe 9th Street NW to include a double left turn lane onto eastbound lower K Street NW (instead of a left turn lane and a through-left lane).
- Change the exclusive right turn lane from southbound 9th Street NW to westbound New York Avenue NW into a through-right lane to accommodate the above measure.

- Widen sidewalks along the west side of 9th Street NW north of Mr. Vernon Square to accommodate smooth flow of pedestrian traffic.

3. STREETS

TIMELINE

IMMEDIATE (1 TO 3 YEARS)

- Add a loading zone mid-block on 8th Street (north of H) to serve restaurants/bars.

SHORT TERM (3 TO 5 YEARS)

- Create bulb-outs at the southeast and southwest corners of the intersection of 8th Street NW and I Street NW.
- Widen sidewalk on north side of I Street NW, at the intersection with 8th Street NW.

LONG TERM (OVER 5 YEARS)

- Add tree nodes on 10th Street between Massachusetts Avenue and L Street NW (along east side of Samuel Gompers Park) and move signage poles and streetlights to tree nodes.

- Prioritize the flow of westbound traffic from New York Avenue onto L Street NW.

5. PARKS

- Re-stripe all crosswalk leading up to Bowtie parks (Reservation Numbers 68,69,72,73,74,173,174,177 and 178).

- Expand pedestrian space (sidewalks) surrounding the Bowtie parks through use of sidewalk bulb-outs.

Today, Mount Vernon Square District is characterized by a lack of useable green space; however, the District includes 13 Federal Reservations which are part of the original L'Enfant Plan for the city and two avenues with wide sidewalks. If seen as a cohesive system, the sidewalks along the district's wide avenues and K Street NW, and the constellation of 13 reservations will form a new public green system for residents and visitors

2.3 PARKS, PLAZAS AND STREETS

A Network of Public Places

..... This system will be supplemented by smaller plazas at the City Center development, at 5th and K Streets NW, and within Tech Plaza south of Mount Vernon Square. New York Avenue west of Mount Vernon Square includes a central landscaped median, which will host public art; the median will be extended along the Avenue east of the Square, augmenting the amount of green space available within the district.

The little used right-of-way along 8th Street NW between G and K Streets will include a flexible event space between I and K Streets NW, and landscaped spill out spaces between G and I Streets NW; where 8th Street terminates at the Portrait Gallery street closures for programmed events will supplement this flexible street.

The sidewalks along Massachusetts and New York Avenues will be treated in a similar fashion, with wide tree boxes to allow for a dense tree canopy, well paved walkways and landscaped setback areas in front of private properties. Traffic volumes around

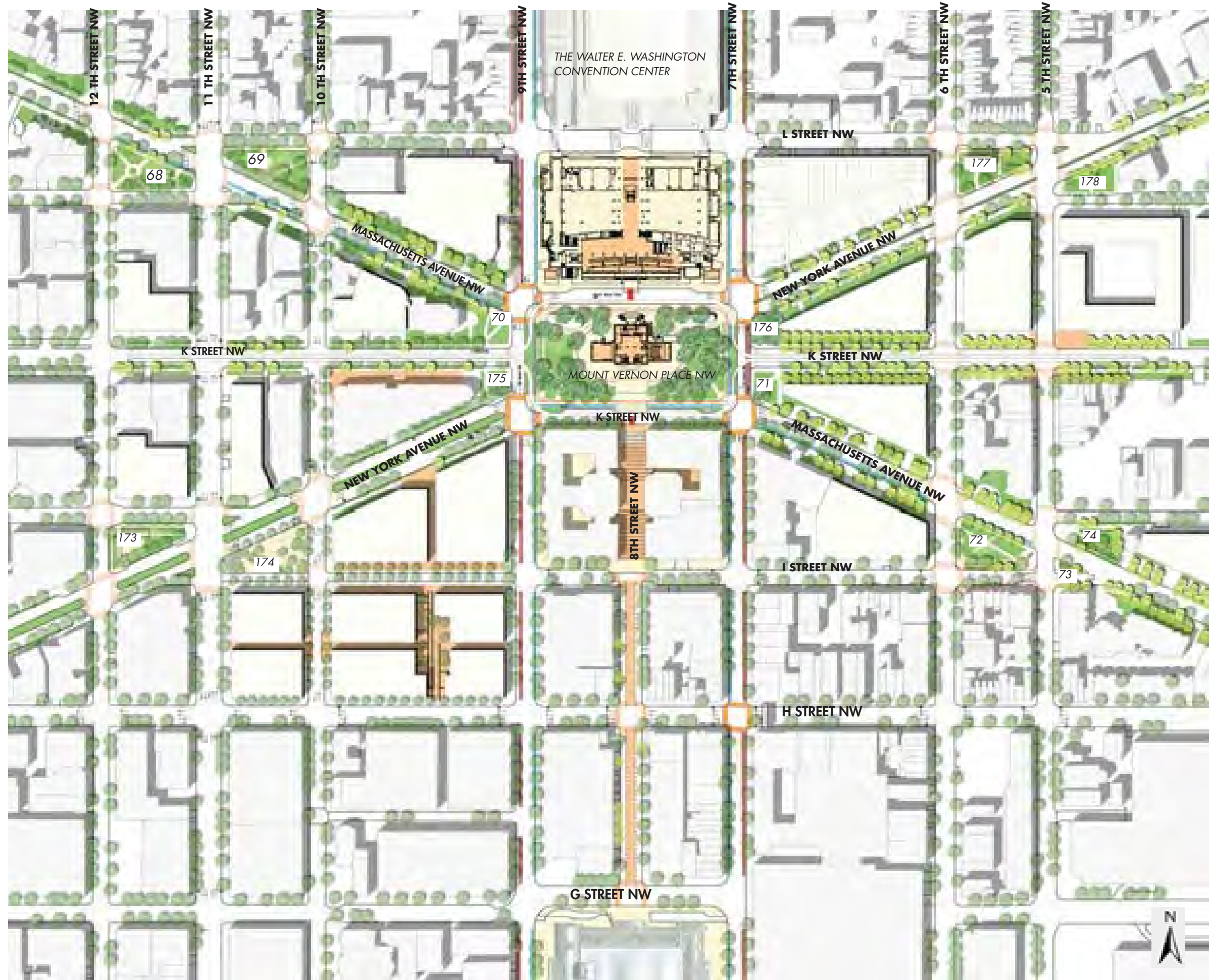
the reservations are high, leading to an unappealing environment within the parks, protecting these edges with fences, trees and understory planting is important to enhance a sense of enclosure and to ensure that the parks are protected from adjoining traffic. Access to plazas on private properties will be enhanced through way-finding signage.

A NETWORK OF PUBLIC PLACES

Using public space design elements to unify parks, plazas and streets.

An open space system that unifies Mount Vernon Square district's 13 federal reservations, avenues and streets will create 10 acres of open space, where only 5 acres exist today. The bowtie parks at the corners of the district, now mostly green "leftovers", are particularly instrumental in augmenting the network of green space available to residents.

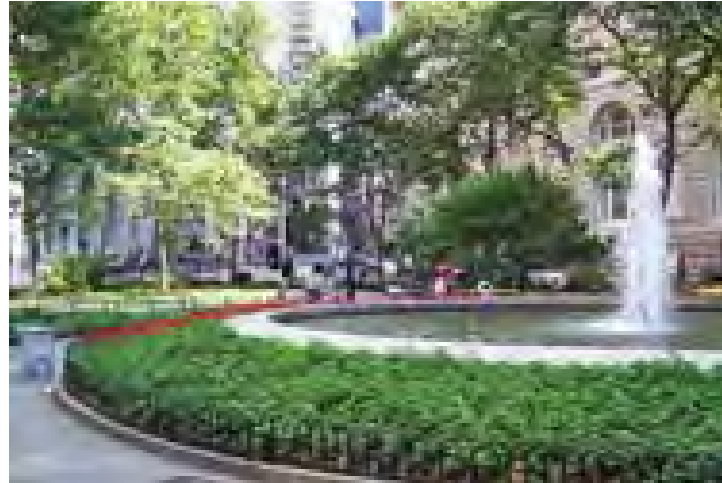
This project also provides recommendations for upgrades to the bowtie parks that build on their historic role as neighborhood amenities, meanwhile also adapting them to become parts of the neighborhoods in which they reside.



PRECEDENTS FOR SMALL PARK DESIGN

Learning from precedents - what elements help create appealing, small urban parks?

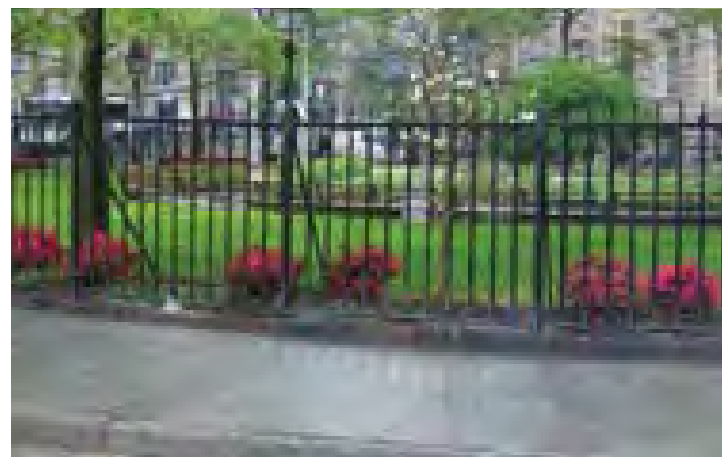
Bowling Green, New York. A fountain gives the park a well defined central feature.



Bowling Green Park, New York. Seating is oriented along a pathway that faces the center of the park.



Bowling Green Park, New York.



Zuccotti Park, New York. Lighting gives distinctive identity, and creates a safe environment for pedestrians after dark.



Zuccotti Park, New York. The park has elements for passive recreation, seating and public art.



Zuccotti Park, New York. Benches allow seating for small groups of 2 to 3 persons as well as individuals.



Father Demo Park, New York, public art installation and lighting lends unique character to the park.



Father Demo Park, New York. Fences, hedges create a park environment that is well protected from adjoining traffic.



Father Demo Park, New York. A low fence protects seating areas within the park.



Small parks in dense urban neighborhoods benefit immensely from well protected edges, a defined center and seating for small groups or individuals. The bowtie parks lack these basic three ingredients.

Elements that lend unique character to the park - public art, signage, landscape elements - also help give the parks a sense of identity.

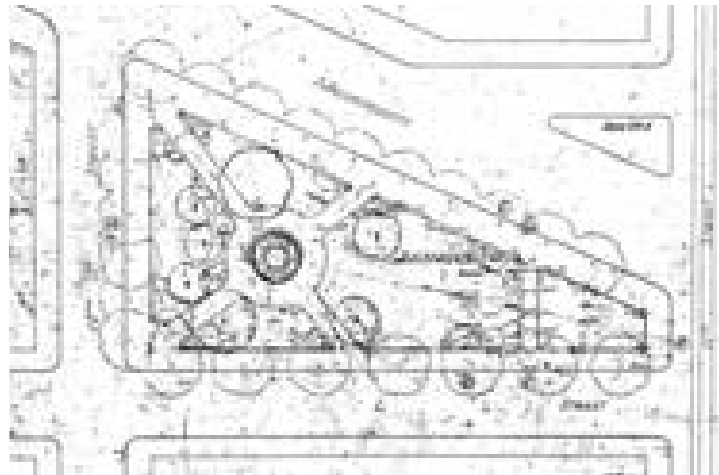
THE BOWTIE PARKS - HISTORIC PRECEDENT FOR RICH, WELL LANDSCAPED NEIGHBORHOOD PARKS

The evolution of small park design in Washington DC.

The bowtie parks are important elements of the historic L'Enfant Plan for the city. There is historic evidence of rich landscape elements and details within these reservations that made them amenities for surrounding residents. However, years of neglect has led to an unattractive environment within many of them.

The images to the right show the evolution of small park design in Washington DC from the 1920s to the 1940s. The context became more urban and increasingly dominated by the automobile during the 1940s and 50s. The design of the parks changed as well. In several of the reservations, grass panels were replaced with granite block, brick, or exposed aggregate paving. Landscape plans continued to show plant diversity, but with a greatly simplified palette.

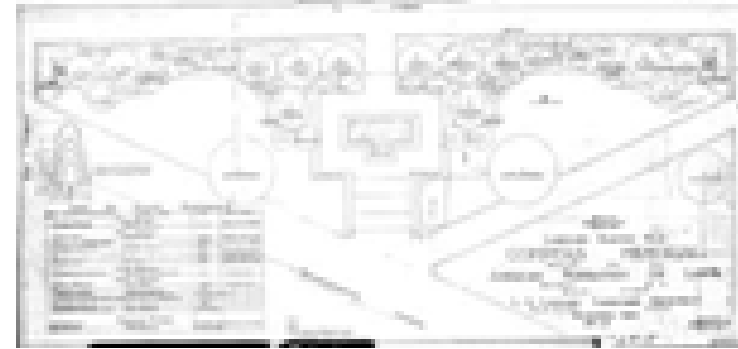
1920s



Reservation 68, Northwest bowtie park (Burke), ca. 1922. The plan includes many small flower beds at the intersection of garden paths and sidewalks, and flowering and shade trees planted to provide a symmetrical backdrop

This period marks a shift from the Victorian design aesthetic intended to create park places for strolling and viewing colorful plant displays. The efforts underplayed the ornamental treatments of the reservations and were focused instead on the design of small parks as unified open spaces.

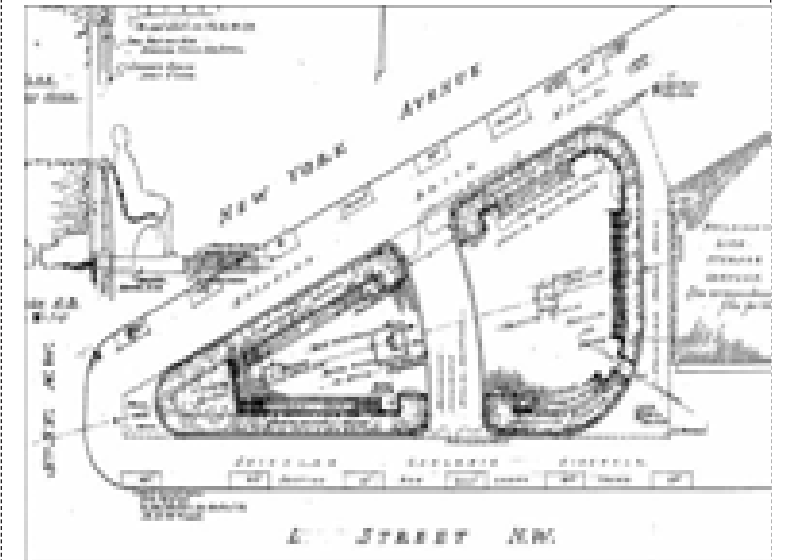
1930s



Reservation 69, Northwest bowtie park (Gompers), ca. 1933. While the orientation of the landscape was toward Massachusetts Avenue, a paved entrance and two turf pathways connected the park to L Street. Attention was given to the height of pine and holly evergreens that flanked the Gompers Memorial.

This time period marked the beginning of a significant shift in the design of the District's small parks and amenities: curving paths were replaced with straight walkways, metal fencing with Colonial details were consistent with the design style used by the District's municipal architect and advocated by the Commission of Fine Arts, grass lawns and linear planting beds ensured ease of maintenance, and hedges surrounding reservations created a buffer between park space and vehicular traffic.

1940s



Reservation 179, Northeast bowtie park (City Vista), ca. 1949. The plan includes many small flower beds at the intersection of garden paths and sidewalks, and flowering and shade trees planted to provide a symmetrical backdrop

By 1943, a consistent approach was being taken with these reservations, as well as all of the reservations along Massachusetts Avenue between 4th Street and Dupont Circle. The landscape plan showed plant and flower beds being used to define the edges of many reservations to protect against increasing vehicular traffic on Massachusetts Ave. Additionally, the coordinated plant color palette helped enhance the continuity from one reservation to another.

THE BOWTIE PARKS - DESIGN PRINCIPLES

Learning from precedents and history, to create small parks for future residents of Mount Vernon Square district.



1

Create space for passive recreation needs, and provide benches, lighting and varied landscaping to create pleasing park environments.

2

Use street trees and other landscape elements to protect the parks from high traffic volume streets; use new trees and understorey planting along the edges of high traffic volume roadways such as Massachusetts and New York Avenues.

3

Earmark locations for local and national commemorative and public art at the highly visible "tips" of the parks.

4

Unify adjacent local streets and sidewalks to the parks through special paving, signage and lighting; provide for flexible use and enhance access to the parks by clearly marking all crosswalks leading into them.

THE BOWTIE PARKS AS NEIGHBORHOOD ASSETS

Southeast bowtie parks (Reservation numbers 72, 73 and 74)

Right: Existing plan of Reservations 72, 73, 74. There is little by way of landscape elements to buffer the park from the traffic along Massachusetts Avenue, or to demarcate smaller, more intimate areas within the park. Pathways within reservation 72 do not seem responsive to the actual needs of pedestrians, as shown by the informal diagonal pathway made by pedestrians who use it as a shortcut from 6th and I Streets NW to Massachusetts Avenue.

Far right: Existing photograph, Reservation 72, looking north to Massachusetts Avenue NW.

Below: Proposed plan showing changes to the reservations - reconfigured pathways, new trees along Massachusetts Avenue NW, paved areas earmarked for commemorative public art.



LEGEND

- 1 Realigned pathways through the park make pedestrian shortcuts more convenient.
- 2 Realigned curb creates additional space for paved and planted areas, and to make pedestrian access to the park more convenient.
- 3 Restriped crosswalks.
- 4 Realigned curbs at smaller reservation.
- 5 Expanded planting strip; fence and understorey planting along Massachusetts Avenue NW.
- 6 Paved areas, for commemorative art installations, gatherings.



- - - Existing Curbs
- Proposed Curbs
- Cycle Track

THE BOWTIE PARKS AS NEIGHBORHOOD ASSETS

Illustrative vision for the southeast bowtie parks

New trees, a fence and understorey planting along Massachusetts Avenue NW help create an environment within the park that is protected from the negative impacts of traffic along the Avenue.

An enhanced existing pathway through the reservation preserves a well used feature of the reservation.

Consistent street lighting fixtures along Massachusetts Avenue will help identify the reservation as part of the grand L'Enfant plan for Washington DC.

A new pathway through the park makes for convenient pedestrian shortcuts from Massachusetts Avenue/6th Street NW to 5th/I Streets NW.

Low level bollards and lighting create well defined areas within the park and provide a sense of safety after dark.

The illustration to the right shows reservation 72 reconfigured with a new pathway, an enhanced existing pathway, new seating, trees, understorey planting and fences along the edges. Areas are reserved for active recreation, strolling and commemorative art.



THE BOWTIE PARKS AS NEIGHBORHOOD ASSETS

Northeast bowtie parks (Reservation numbers 177 and 178)

Right: Existing plan of Reservations 177, 178. The parks are not protected from traffic on New York Avenue. Reservation 177 is currently used as a parking lot by the police precinct, while much of reservation 178 has been cordoned off by fencing.

Far right: Existing photograph, Reservation 177, looking west along New York Avenue NW. Access to the parks is impeded by the wide right-of-way along New York Avenue and poorly marked crosswalks.

Below: Proposed plan showing changes to the reservations - parking within reservation 177 is replaced by a landscaped garden; enhanced crosswalks, a median and refuge area on New York Avenue make a safe environment for pedestrians.



LEGEND

- 1 Relocate parking lot and create a new green park.
- 2 Realigned curb to expand sidewalk space near the park.
- 3 Restriped crosswalks.
- 4 Green the small traffic triangle to create a pleasing pedestrian crossing area.
- 5 Realign pathway to create a larger seating area in the eastern half of the park.
- 6 Realign curb, to make pedestrian crossing safer and more convenient.



THE BOWTIE PARKS AS NEIGHBORHOOD ASSETS

Illustrative vision for the northeast bowtie parks

The edge of reservation 177 along New York Avenue is well protected from traffic by trees, hedges and a fence. The police parking lot is relocated.

The illustration to the right shows reservation 177 reconfigured as a densely landscaped garden with the police building's facade as a prominent backdrop; a pedestrian refuge area on New York Avenue and enhanced crosswalks make pedestrian crossings safer.



Enhanced crosswalk on New York Avenue provides a well-marked path for pedestrians to cross.

A pedestrian refuge area allows for pedestrians to pause while crossing the 6 lanes of New York Avenue.

A 6' wide median with low level planting reduces the perception of New York Avenue as a wide auto-dominated roadway.

THE BOWTIE PARKS AS NEIGHBORHOOD ASSETS

Southwest bowtie parks (Reservation numbers 173 and 174)

Reservation 173 is well used during lunch hours by office workers - additional trees and enclosure elements with some paved areas demarcated for performances and gatherings will enhance the park's usability during the lunch hours and after hours.

Across New York Avenue, reservation 174 is an important part of the future City Center development by Hines/Archstone on the site of the old convention center.

Right: Existing plan of Reservations 173, 174. Reservation 174 will be an important open space in the future City Center development. The edges of reservation 173 are used by downtown office workers during the lunch hours, but the park in general lacks a sense of enclosure, especially along New York Avenue.

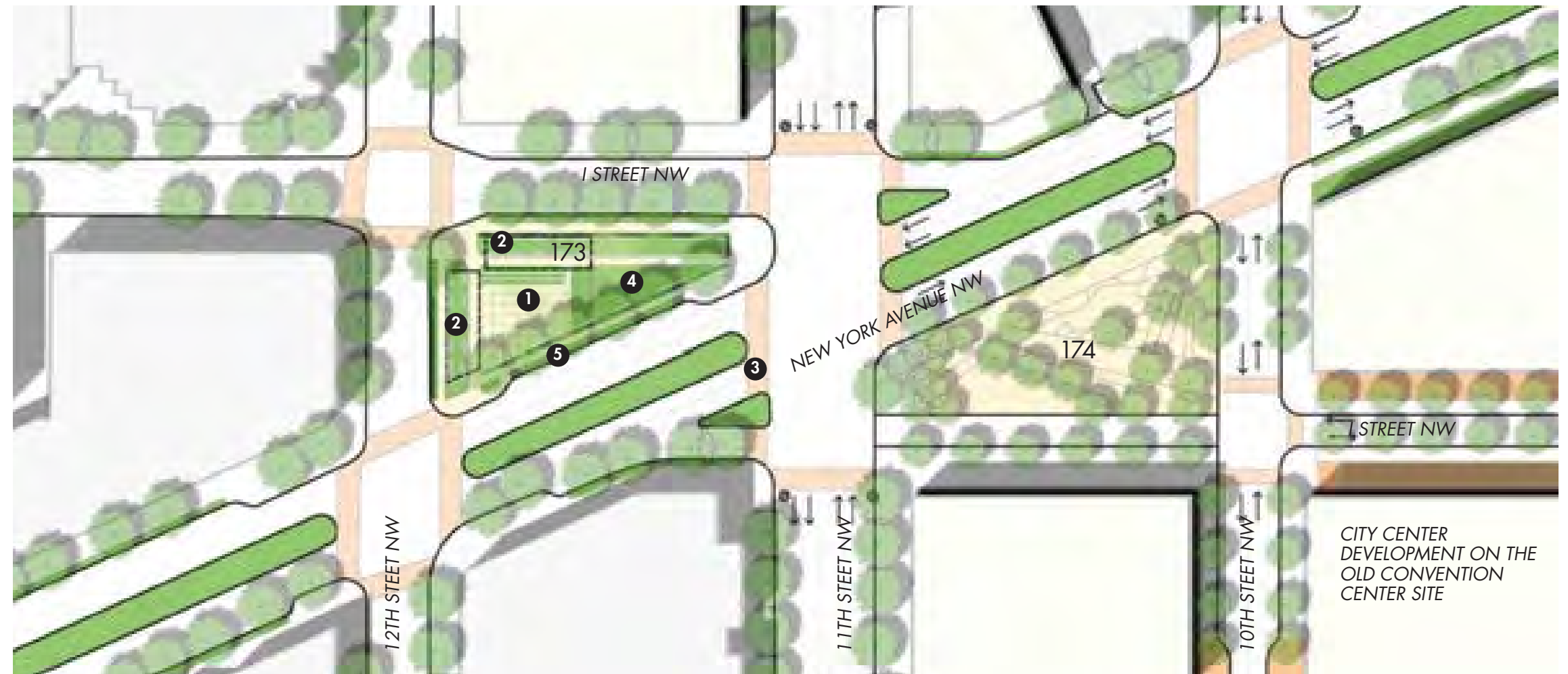
Far right: Existing photograph, Reservation 173, looking east to New York Avenue and City Center. The park lacks a well defined edge along New York Avenue and definition of spaces within it.

Below: Proposed plan showing changes to reservation 173 - trees along New York Avenue, a series of steps and a paved area in the center of the park create a small, well defined performance space that will encourage use of the park after office hours.



LEGEND

- 1 Paved area with stepped seating for small performances and gatherings during lunch and after work hours.
- 2 Benches in shaded zones as amenities for downtown workers.
- 3 Restriped crosswalks.
- 4 Create a small green space with landscape
- 5 Expanded planting strip; understorey planting along New York Avenue NW.



CITY CENTER DEVELOPMENT ON THE OLD CONVENTION CENTER SITE

THE BOWTIE PARKS AS NEIGHBORHOOD ASSETS

Illustrative vision for the southwest bowtie parks

The illustration to the right shows reservation 173 reconfigured as a richly landscaped garden with new trees that provide shade during the afternoon lunch hours; steps and a paved performance space allow the use of the park after work hours, for performances and gatherings.



New trees within the park provide shade during the afternoon hours.

New trees along New York Avenue.

Paved performance area.

Steps for seating.

THE BOWTIE PARKS AS NEIGHBORHOOD ASSETS

Northwest bowtie parks (Reservation numbers 68 and 69)

Right: Existing plan of Reservations 68, 69. The bowtie parks are in relatively good condition and are well used by surrounding residents. Upgrades to the sidewalk paving, the quality of the landscape within them and the edges will create well defined open space assets for them.

Far right: Existing photograph, Reservation 68 looking east to New York Avenue and City Center. The park lacks well defined edges.

Below: Proposed plan showing changes to reservations 68, 69.



- 1 Restripe crosswalks
- 2 Install fences, understorey planting along edges of park.
- 3 Expand sidewalk space as part of the future reconfiguration of 10th Street NW.

THE BOWTIE PARKS AS NEIGHBORHOOD ASSETS

Illustrative vision for the northwest bowtie parks

Hedges and a fence along the park's edge provide a sense of enclosure for the park.

The illustration to the right shows reservation 68 with fences and a hedge along its edges; reinforcing a sense of enclosure for the parks. Restriped crosswalks and repaved sidewalk enhance pedestrian access to the park.

Landscape feature defines a center for the park

Paving on the sidewalks is upgraded to enhance pedestrian access to the park.

Restriped crosswalk enhances pedestrian access to the park.



MAIN STREETS - 7TH AND 9TH STREETS NW



9TH STREET NW



7TH STREET NW



GREEN STREETS - THE AVENUES AND K STREET NW



**K ST east to the square
looking west**

The final alignment for K Street NW east of Mount Vernon Square is subject to the completion of work related to the DC Streetcar studies.

The right-of-way allocation shown above illustrates a possible solution; the primary objective is to use the wide sidewalks on either side of the street for landscape elements in a manner that unifies Mount Vernon Square district and expands the amount of open space available to residents and visitors.



**Massachusetts Ave East
looking northwest**

As part of the historic L'Enfant Plan for Washington DC, Massachusetts Avenue east of Mount Vernon Square should emulate the richly landscaped parts of the street west of the Square. The Avenue links Mount Vernon Square with Dupont Circle to the west, a prime open space for the city; to the east lies Union Station, another prominent Washington landmark. The avenue's role as a link between these two spaces must be acknowledged through the design and treatment of its streetscape.

In doing so it will also provide residents of Mount Vernon Square district an open space amenity that may be used for strolling and other passive recreational uses.



**New York Ave
looking southwest**

New York Avenue east of Mount Vernon Square is a carrier of very high traffic volumes; the environment along the avenue is biased towards the automobile. A new 6' wide central median and trees along its edges will help transform the avenue's environment into one characteristic of the L'Enfant Plan.



SUMMARY OF RECOMMENDATIONS FOR PARKS, PLAZAS AND STREETS

TIMELINE	IMMEDIATE (1 to 3 YEARS)	SHORT TERM (3 TO 5 YEARS)	LONG TERM (OVER 5 YEARS)
<p>1. PARKS AND OTHER OPEN SPACES</p> <p><i>Note: See plan on facing page for location of reservations.</i></p>	<ul style="list-style-type: none"> • Complete management agreement for the maintenance of Bowtie Parks between the District of Columbia and the National Park Service for Reservation Numbers 68, 69,72,73,74,173,177 and 178. • Implement a striping plan for crosswalks and immediate “fixes” to sidewalks. • Submit request for zoning changes to support adjacent ground floor land use and facade controls around parks and open spaces. • Restore landscape in northeast and southeast Bowtie Parks (Reservation Numbers 72, 73, 74,177,178). 	<ul style="list-style-type: none"> • Develop schematic design documents for Bowtie Parks which may include - <ul style="list-style-type: none"> o New alignment for pathways. o Fences along boundaries of Bowtie Parks. o A planting plan for the bowtie parks (seasonal plantings / native / understory / historic). o Lighting appropriate for urban contexts. • Implement all the above design recommendations. • Upgrade all sidewalks adjoining Bowtie Parks. 	<ul style="list-style-type: none"> • Transfer of jurisdiction to District of Columbia (for Reservation Numbers 68, 69,72,73,74,173,177 and 178).
<p>2. AVENUES AND STREETS</p>	<ul style="list-style-type: none"> • Coordinate with DDOT and UFA to establish a palette of street trees that promotes a dense canopy and is coordinated with existing trees. • Obtain approvals for a palette of sidewalk materials for Mount Vernon Square District. • Conduct “crisis” fixes for sidewalks where disrepair is a safety issue. 	<ul style="list-style-type: none"> • Design and deploy distinct public realm branding elements, like special street signs on Washington Globe poles, for Mount Vernon Square District. • Build median along New York Avenue NW, from Mount Vernon Square to 4th Street NW, as recommended in the Mt. Vernon Triangle Transportation and Public Realm Project. 	<ul style="list-style-type: none"> • See <i>Recommendations for a 21st Century Transportation System</i> for additional details on curb re-alignments, lane re-configurations, addition of bike and transit lanes (including streetcar alignment).

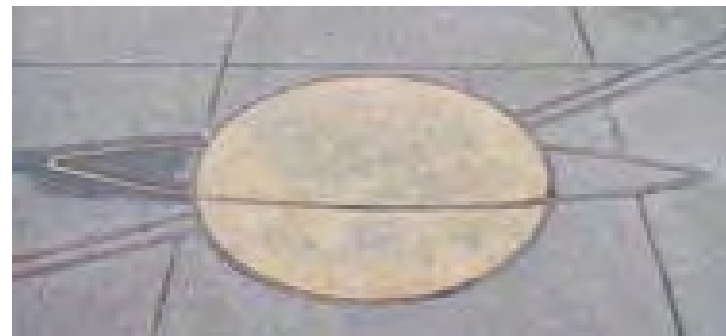
COMMEMORATIVE ART IN THE BOWTIE PARKS

Public art should address the bowtie parks' dual role as features of the L'Enfant Plan and as neighborhood amenities

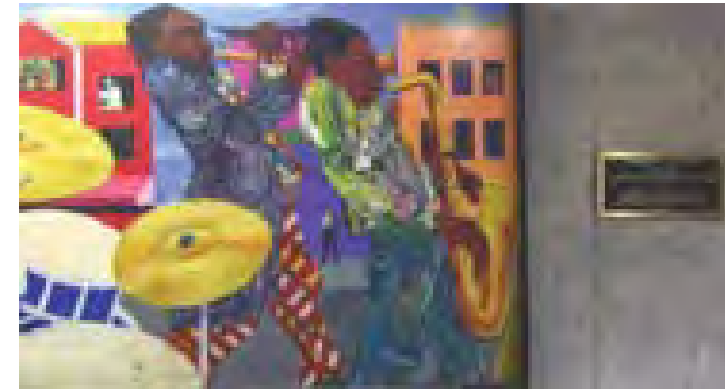
Public art in the bowtie parks will create a sense of identity for each and will reinforce the role of the parks as part of the L'Enfant Plan.

a palette of public art elements for the bowtie parks should be developed by a collaborative effort between residents and city and federal agencies.

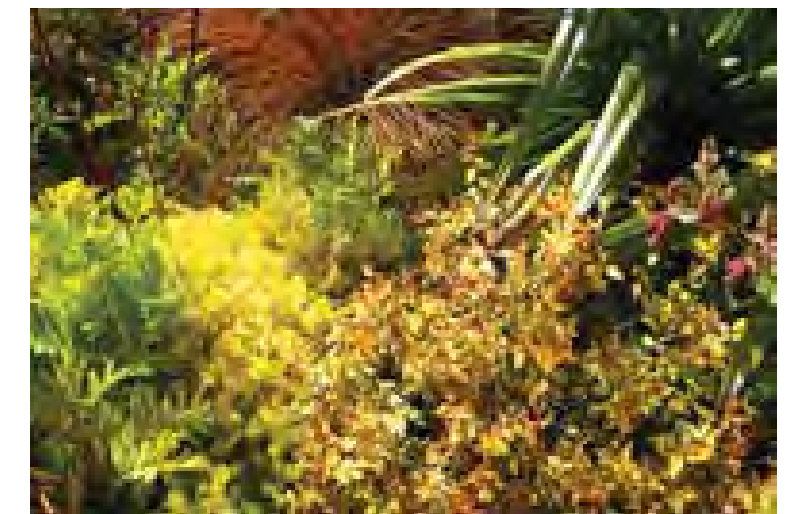
SIDEWALK INSERTS, FREE STANDING ELEMENTS



MURALS, SIGNAGE AND EVENTS



LANDSCAPE AND NATURAL FEATURES





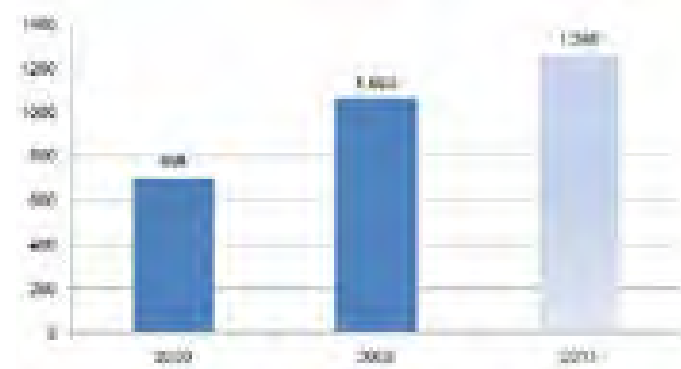
Core Market Area – Appx. 2,500 Households & 25,000 Jobs

3.4 BUSINESS STRATEGIES

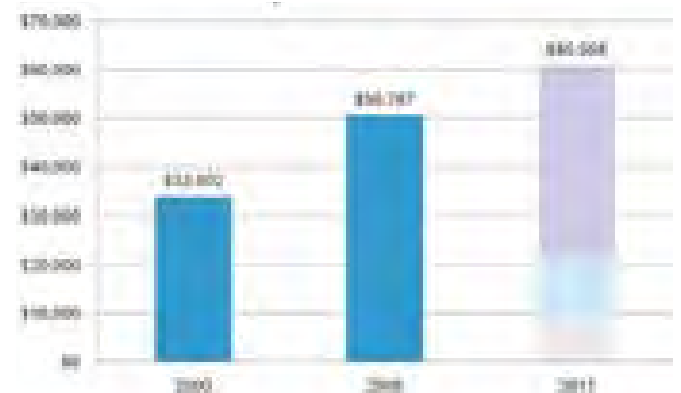
Strategies for Coordinated Action

CHARACTERISTICS OF MOUNT VERNON SQUARE DISTRICT

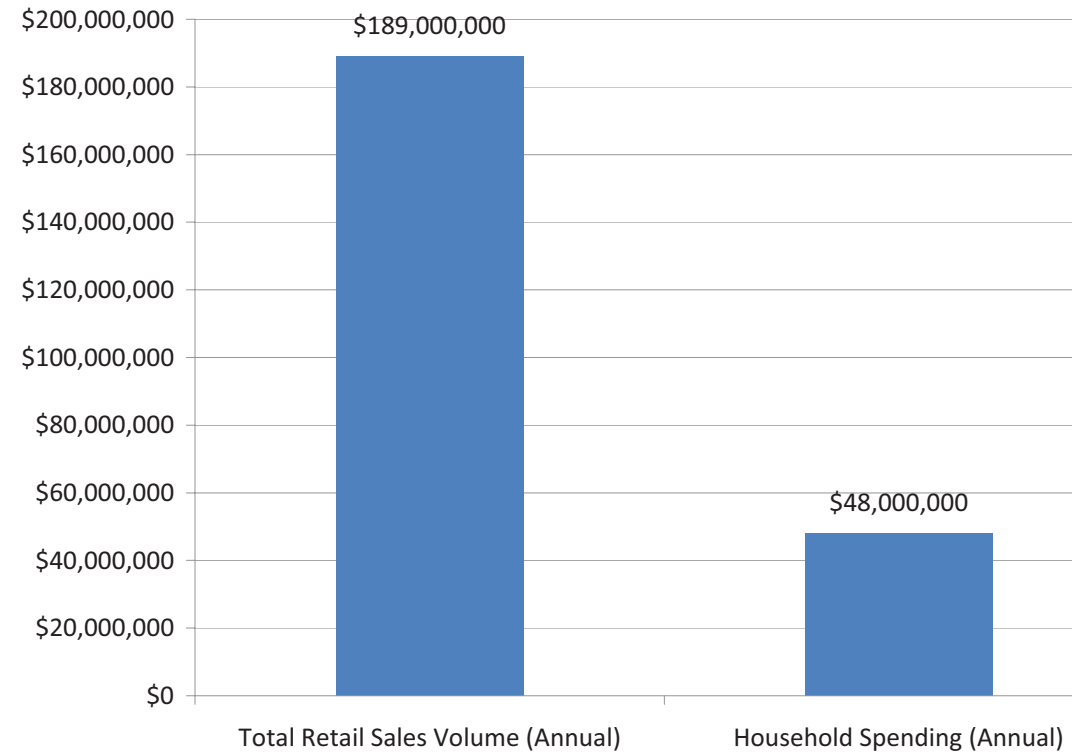
HOUSEHOLDS AND RETAIL ACTIVITY



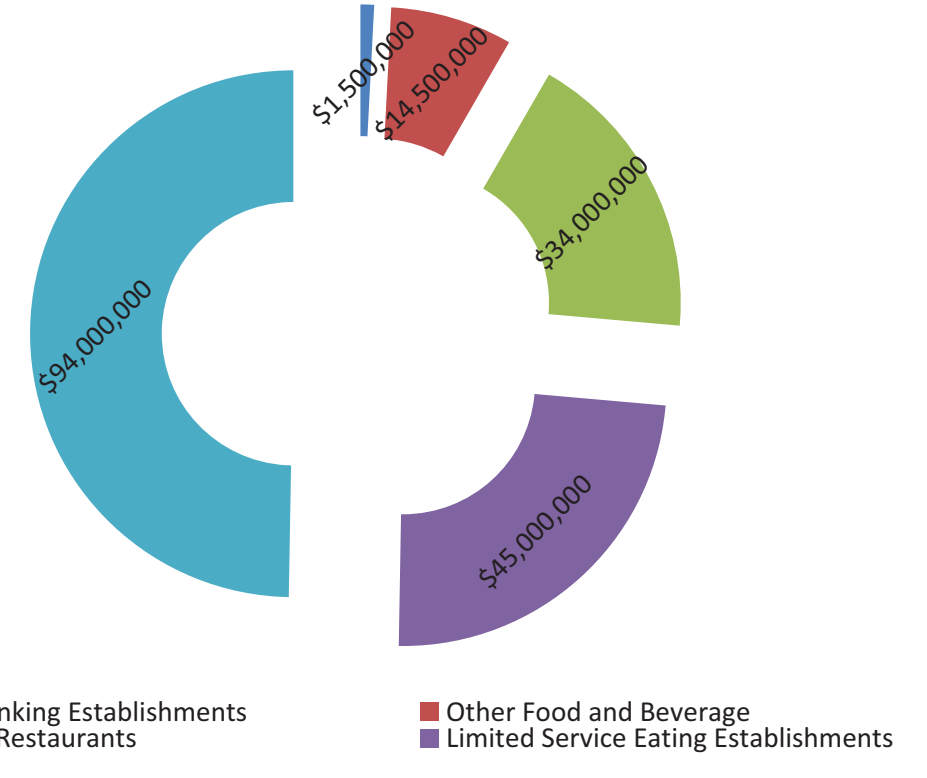
Growth of households



Median household income



Retail sales volume is well in excess of the spending power of nearby households. The bulk of sales activity is being driven by daytime workers, tourists, and visitors to the area (2008).



Half of the sales activity in the district – approximately \$94M - is food-related. Only \$1.5 M of this is driven by bars, while \$45M is driven by limited-service eating places (such as sandwich shops, “fast food”, or deli-counter establishments) and another \$34M driven by full-service restaurants.

Local households spend only \$6M in foodservice and drinking places annually, suggesting that the vast majority of these enterprises survive by serving tourists and daytime employees (2008).

The district has added foodstuff retailers over the past five years, but may still be under-supplied. The current stores have sales volumes in balance with the 2,402 persons within a quarter-mile radius, but actually serve a one- to two-mile radius and therefore enjoy demand overflow. This suggests that there could be significant undersupply of grocery, specialty grocery, and other foodstuff retailers.

CHARACTERISTICS OF MOUNT VERNON SQUARE DISTRICT

BUSINESS - DEVELOPMENT PIPELINE AND JOBS

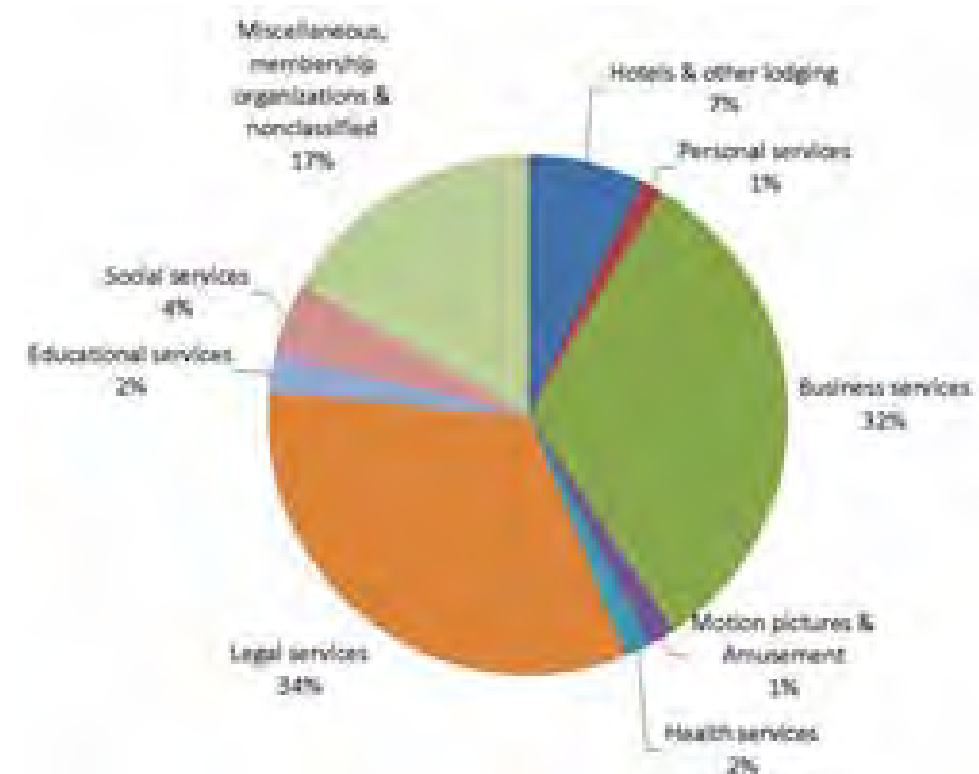
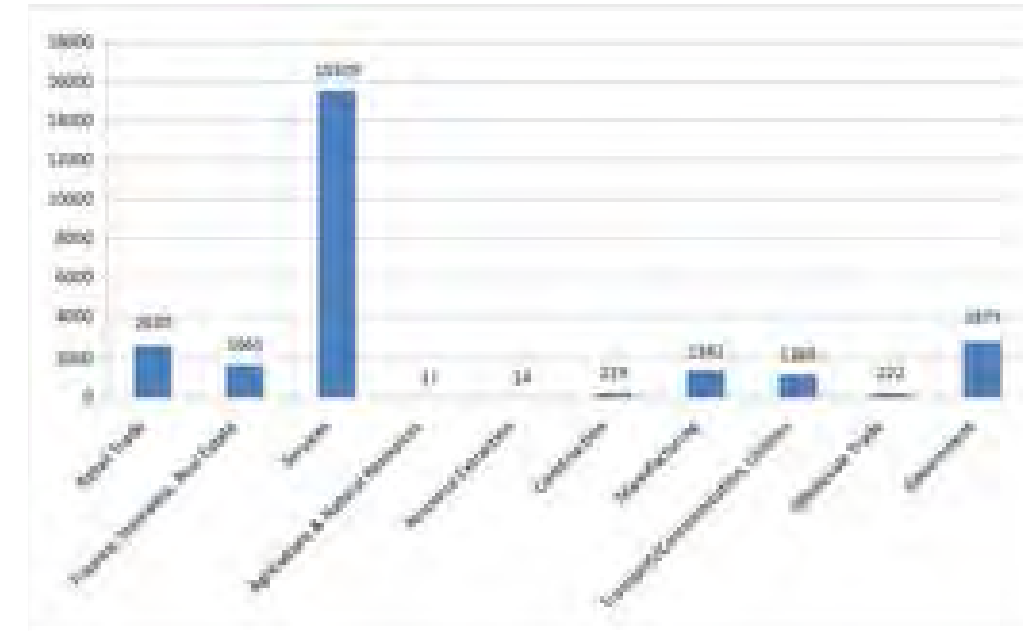
Name	Timing	Office (SF)	Retail (SF)	Residential (units)	Hotel (Keys)	Local/Regional Serving
City Center Project	2013	462,500	350,000	674		Regional
Marriot Marquis	2013				1,166	Regional
Gould Parcel	TBD	334,000				Regional
Douglas Development	TBD		250,000	TBD		Regional
O Street Market	2012 (tentative)		70,000	650	180	Local
Total		796,500	670,000	1,324	1,346	

Total Regional Serving	796,500	600,000	674	1,166	95%
Total Local Serving	0	70,000	650	180	5%

There are several major and catalytic projects planned that will infuse Mount Vernon Square district with hundreds of millions of dollars in new investment and millions of square feet of new space that will add new residents (ostensibly with strong incomes), new spending power, new daytime employment, and new opportunities to capture and catalyze additional economic opportunity. These projects can be coordinated from a planning and design perspective to create a cohesive identity and brand for Mount Vernon Square District. To date, the projects planned have been primarily oriented towards regional-serving demand rather than local/neighborhood serving demand, which runs the risk of remaining under-served by the planned/proposed projects.

Mt. Vernon Square is home to 25,000 daytime jobs, most of which are professional in nature (right, above). Legal and Business comprise the largest segments of the 'Service' employment in the district (right, below).

There are nearly twice as many residential units in Mt. Vernon Square today as compared with 2000. The vast majority of these households live north of K Street NW, while the vast majority of the daytime employment and visitor/tourist activity in the area is south of K Street NW



UNIQUE ASSETS - THE DRAW OF THE CENTER



Mount Vernon Square district's existing assets

A Dynamic Confluence of Uses

Strong Neighborhood Fabric and Dynamic Demographics

Major Developments Already in the Pipeline

Pent-Up Demand for Local-Serving Retail

Already High-Wage Employment Core

Excellent Accessibility via Multiple Transit Modes

An Existing Tourism Generator with Unrealized Potential

A Landmark Building at the Center

A Convention Center of national prominence

Clearly, the Mount Vernon Square District has the economic underpinnings and existing conditions to evolve into a successful and vibrant area with its own powerful brand in the marketplace. It has the potential to be Washington, D.C.'s next great place.

But because of the competitive nature of development as well as physical planning and strategic issues that are barriers to success, a coordinated business strategy for management, financing, leasing and branding is needed, in order for the potential to be realized.....

The Historical Society of Washington, DC and the Convention Center play a critical role in the Mount Vernon Square district. What additional strategies can be identified to increase the draw?

BUSINESS STRATEGIES FOR COORDINATED ACTION

MANAGEMENT STRUCTURE AND FUNDING MECHANISMS

Management:

The vision for Mount Vernon Square will not happen on its own. Rather, it will need to be executed in a manner similar to that which other downtown and downtown-adjacent districts have used in revitalization efforts over the past 10 to 15 years – through aggressive, business-savvy, and thoughtful management. Mt. Vernon Square will need an overall management entity that will not only become the steward of this plan, but also take on the role of branding, marketing, merchandising, and coordinating (both among property owners and tenants) so that the complex dance necessary to execute the vision as articulated is translated from choreography to performance.

Similar entities in D.C. include the Downtown DC BID, the NoMA BID, and Mt. Vernon Triangle CID. Unlike Main Streets or CDCs, these entities derive operating funds through special assessments that are tied to properties, have governing Boards, Executive Directors, and execution capacity, and take fiduciary responsibility over the districts which they “govern”.

In the near term, it is recommended that a Mt. Vernon Square BID or CID is formed and initially staffed through the Downtown D.C. BID, sharing its admin and other resources. This MVS BID or MVSCID would take on the role of coordinating and executing the recommendations in this report, as well as securing additional funding sources and handling marketing and outreach for the area.

It is recommended that the Board of this entity contain representatives from the BID along with representatives from the group of property owners, the Washington Convention Center, and the Historical Society of D.C. The Board of the BID, restricted to no more than seven individuals, three of whom must be property owners and no more than one from the Convention Center and Historical Society, respectively,

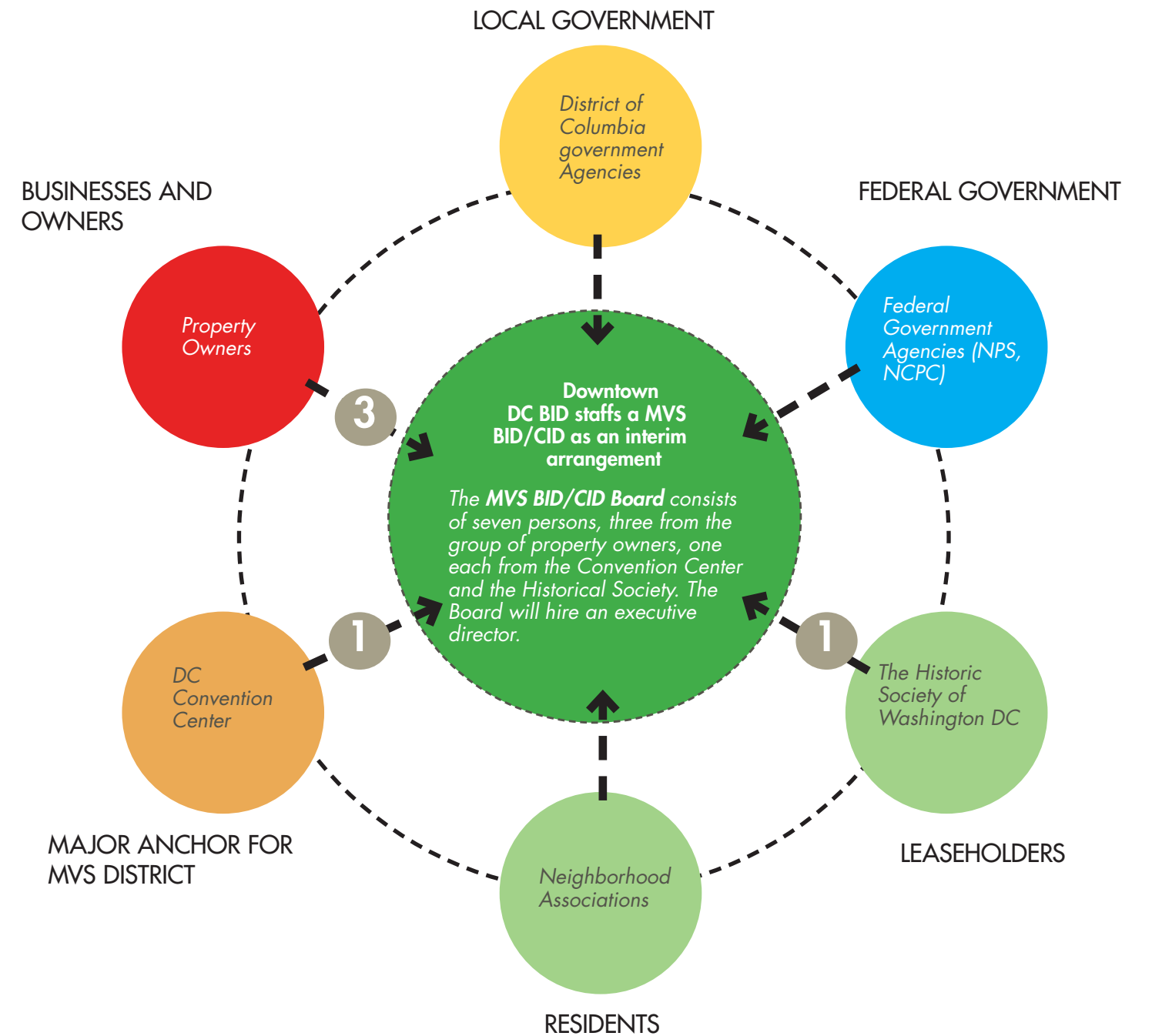
will be charged with hiring an Executive Director and approving the annual business plan of that Executive Director. Once the Executive Director reaches the point at which he or she can break off from the aegis of the Downtown DC BID support structure, the exact roles, responsibilities, organizational chart, and funding outlook for the MVS BID can be a topic of discussion for the Board. In the short term, the BID will:

- Coordinate funding sources with public agencies such as DDOT.
- Work closely with consultants to develop implementation-oriented plans for key areas such as Mount Vernon Square, the Bowtie parks, sidewalks along important streets.
- Get government buy-in on the strategy for Mount Vernon Square District, especially as it relates to other districts within the city (such as NoMA or the Walter Reed area).

Funding Mechanisms:

While the management entity as outlined above will derive funding primarily from special assessments and benefit from some level of support from the Downtown D.C. BID in the near-term, funding for capital and operational investments will be in part dependent on public sources for the near term. This means that project stewards will have to explore the possibilities of TIF financing, especially from the Old Convention Center Site and Gould parcels in addition to studying the extent to which these sites have not already been spoken for in terms of TIF capacity.

There are certainly opportunities to leverage New Market Tax Credits in creative fashions, and other notable projects in DC are taking advantage of them as resources for parks and open space development. The Executive Director of the MVS BID/CID will have to evaluate the potential for these resources to augment development opportunities on-site.



Above: Graphic depiction of a potential Mount Vernon Square Business Improvement District OR Community Improvement District, with representation from key stakeholders.

BUSINESS STRATEGIES FOR COORDINATED ACTION

LEASING STRATEGIES

The Mount Vernon Square District has experienced new retail infusion and is poised to absorb additional retail development – the bulk of which is regional-serving in nature. The result of this pattern is a continued pent-up demand for local and neighborhood-serving retail, with demand emanating from the growing household base of Mount Vernon Square. The tenant types that define “neighborhood-serving” are various and rarely fit within the standard retail categories common in market data. However, they include grocery and specialty foods, kitchen and housewares, and home furnishings/home improvement stores. They also include storefront offices/services, such as tax preparation, dentists, ambulatory care (especially physical and occupational therapy), yoga/pilates/fitness centers, and other enterprise categories that typically fall under the general guise of “services” in most retail categorization.

Ensuring that the Mount Vernon Square District is replete with local and neighborhood-serving retail not only fills a market niche, but ensures its long-term competitiveness and enhances the appeal of the Convention Center as a location for events as well as the district as a locale for spending dollars from convention goers. Tourism patterns suggest

that tourists enjoy frequenting places that are special to local residents - witness the importance of Georgetown and Old Town Alexandria, which are frequent tourist destinations precisely because they offer a unique and local experience that cannot be found anywhere else in the nation. Creating a unique local environment is often related to cultivating a unique set of local retail, restaurant, and service experiences and places – stores that can’t be found anywhere else, food that is unique to the city and the neighborhood, and experiences that become local legends.

Executing the above strategy will depend upon thoughtful placemaking that ensures adequate retail space is planned in appropriate places throughout the Mount Vernon Square District. It may also depend on creative solutions to the financial implications of local retail development, in which there may be a mismatch between what local retailers can afford to occupy versus what building owners wish to charge in rent. Finally, it may mean an aggressive cultivation of local retail talent and perhaps even policy interventions at DCRA and DOES to ensure that there is an easy-to-navigate flightpath for local retailers to discover and invest in Mount Vernon Square District.

The demand for regional, destination retail is becoming saturated;

Local and neighborhood serving retail is in short supply, while demand from households for such retail is growing;

Create a district with local attractions, food and experiences to attract tourists and conventioners - e.g. Old Town Alexandria or Georgetown;

Creative financial incentives that encourage property owners to lease to local businesses;

Encourage uses such as -

Grocery and specialty foods,

Kitchen, housewares and home furnishings/home improvement stores

Storefront offices/services, such as tax preparation, dentists, ambulatory care (especially physical and occupational therapy)

Yoga/pilates/fitness centers

BUSINESS STRATEGIES FOR COORDINATED ACTION

BRANDING AND MARKETING

From a market perspective, it is imperative that the management structure for the project area incorporates a solid plan to activate this Mt. Vernon Square on its interior and exterior. From a marketing standpoint, the area is a virtual tabula rasa, and the steward of the plan will have to articulate a compelling vision and marketing strategy to communicate this vision. However, the area does have a physical asset – the Carnegie Library – that is an iconic structure and can serve as a great advantage in articulating a marketing and branding vision. If activated properly, the Carnegie Library could in fact be the symbol of the next great downtown “brand” – one that is both storied in tradition and globally appealing.

Activation in this case means the appropriate space planning to provide and promote a truly unique catalytic use that could be a regional and national iconic example and attractor of attention. The balancing act that must be maintained will be to program the parcel so that it becomes a treasured locally-serving place with a storied tradition – so much so that eventually it becomes a place that becomes attractive to regional tourists and convention-goers.

It is clear that whatever uses are programmed for the Carnegie Library building will have to be unique in the city and the region and offer a compelling experience that draws repeat visitors emanating from the neighborhood who establish the building as a part of their daily lives.

Implied in this strategy is the necessity for programmatic decisions to be made with local residents in mind – making the building and parcel part of the storied traditions and daily rituals of the residents of the Mount Vernon Square District, Shaw, South Logan Circle, and Downtown DC – so much so that visitors and tourists choose to spend their limited time and money taking part and taking in a local treasure.

Reprogramming the usage of space should therefore focus on retail and micro-retail concepts, ideally those that leverage the pent-up demand for specialty foods/wines and/or unique soft goods (such as apparel, accessories, gifts, etc.) The former concept is especially powerful, and given the growing market for locally-grown foods and wines in the region and the capacity of those uses to both serve a need as well as create a destination it should be explored. Micro-retail concepts, popular abroad and in reviving urban markets in the U.S., should be explored as options for activating the space from a retail perspective. In either of the above scenarios, it is likely that between 30,000 and 60,000 SF of space would need to be identified and programmed to accommodate the activities – but it is equally likely that if programmed properly, this square footage could drive significant revenues (both in sales and from a retail/food operator). Exhibit programming should be considered only as a last resort, as these uses are over-saturated in the city and the district, cater to regional tourism as opposed to local-serving users, and are not strong in generating repeat traffic.

Use the Carnegie Library building as an iconic symbol for Mount Vernon Square district

Promote a truly catalytic use within the Carnegie Library building so that neighbors establish it as a part of their daily lives.....

.....and visitors and tourists chose to spend their limited time and money taking part in a local treasure

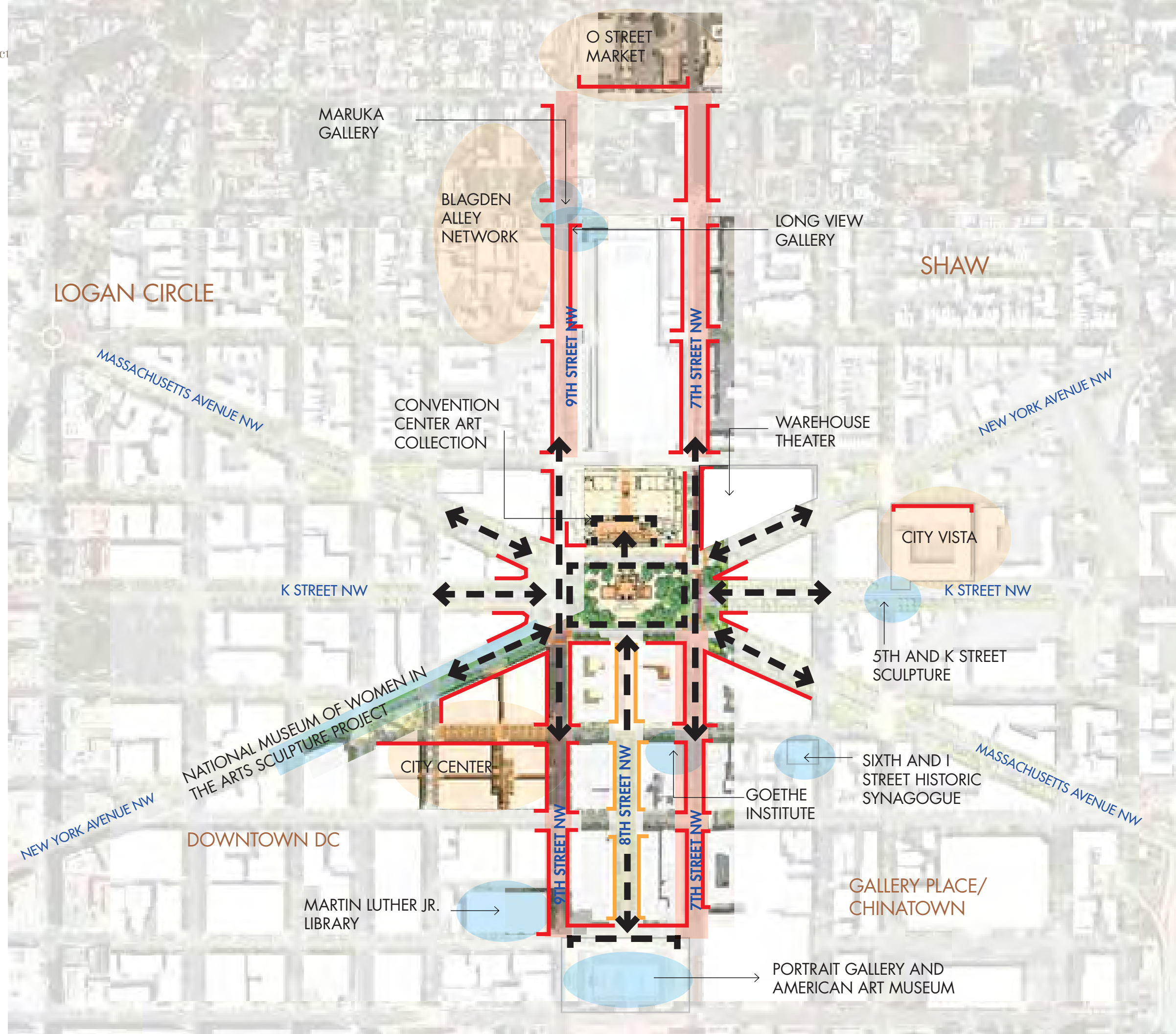
Promote micro-retail concepts - specialty foods/wines or soft goods to generate repeat traffic

Identify and Program 30,000 to 60,000 sf of space in the Carnegie Library building

A street level strategy for a vibrant, active Mount Vernon Square district.

Mount Vernon Square district has many point of interest; what is lacking is a clear center that gives the district identity and links the many street-level attractions.

If Mount Vernon Square, the Convention Center and 8th Street NW are unified into a true center for the district they will link the disparate attractions physically by providing easily navigable pedestrian paths, and by offering a distinct identity to which all the attractions will 'belong'.



TIMELINE

IMMEDIATE (1 TO 3 YEARS)

SHORT TERM (3 TO 5 YEARS)

LONG TERM (OVER 5 YEARS)

1. COORDINATED DEVELOPMENT

- Create a management entity (possibly with the DBID) for Mount Vernon Square District to shepherd the redevelopment process.
- The management entity will -
 - o Provide monthly development updates on real estate activity within Mount Vernon Square District
 - o Coordinate funding sources with public agencies such as DCCA, DDOT (add other public agencies)
 - o Work closely with consultants to develop implementation-oriented plans for key areas such as Mount Vernon Square, the Bowtie parks, sidewalks along important streets.
 - o Get government buy-in on the strategy for Mount Vernon Square District, especially as it relates to other districts within the city (such as NoMA or the Walter Reid area).

2. FISCAL AND POLICY INCENTIVES

- Identify capacity for Tax Increment Financing on the Gould property at 9th Street NW and New York Avenue NW and the Old Convention Center site
- Submit request for zoning changes to support adjacent ground floor land use and facade controls around parks and open spaces.

- Adopt a Merchandising Plan for Mount Vernon Square District.
- Monitor performance of retail and other commercial properties to ascertain need for additional incentives.
- Move DC Visitor Center to the headhouse of the Convention Center.

- If necessary, create additional incentives for retail and other commercial activities through -
 - o Retail rent subsidies;
 - o Tax abatement policies.

3. THE CENTER - MOUNT VERNON SQUARE AND THE CARNEGIE LIBRARY BUILDING

- Re-position Carnegie Library Building and grounds as a city-wide destination with -
 - o Active uses including restaurants;
 - o Specialty retail outlets,
 - o Programmed outdoor events
 - o Food vending.

RECOMMENDED ADDITIONAL STUDIES

- Study traffic operations on Mount Vernon Place NW and K Street NW south of the square as a result of new mid-block crossings.
- Craft a transportation study in conjunction with environmental work for streetcar alignments and funding – either as a separate study or as a part of the streetcar planning work. Ensure the consideration of the following recommendations, including:
 - Analyzing the split streetcar lines around the square to link both sides of K Street
 - Analyzing a 1-way traffic loop configuration
 - Analyzing 7th and 9th as a one-way pair
 - Analyzing a 2-way configuration
- Analyze a 1-way traffic loop configuration with 7th and 9th streets remaining in 2-way operation. Timing of this study will be contingent on timing and funding of the streetcar segment.
- Develop transportation study for bike lanes on 7th Street adjacent to the Square and just north of Square, by eliminating a through lane at the Square and eliminating parking just north of the square - emphasis should be on

bike lanes and not on vehicle LOS.

- Evaluate the feasibility of allowing parking on one side of 7th Street NW; evaluate the feasibility and need to make 7th Street a transit- and bicycle-only zone between Indiana Avenue NW and Massachusetts Avenue NW at all times and move northbound traffic to 6th Street NW;
- Evaluate bike and transit treatments and make changes permanent as appropriate.
- Develop a transportation study that analyzes the impacts of reducing the timing for the lagging right turn phase at the intersection of 9th Street NW, Massachusetts Avenue NW, and Mount Vernon place NW by 3 seconds in order to increase the green time for right turn vehicles from eastbound Massachusetts Avenue onto southbound 9th Street.
- Conduct a corridor study on Massachusetts Avenue to accommodate bikes.

- Conduct a corridor study on New York Ave north of the Square to accommodate bikes; add bike lanes on New York Avenue south of the Square.

Preparation for the DC Streetcar

In this study, the team developed several different alternatives for the streetcar along K Street on the east and west sides of the Square. We discussed pros and cons of several aspects, such as:

- Track alignment
- Stop Placement
- Signal timing
- Coordination with placemaking on the Square and along 8th Street
- Impacts on traffic and several scenarios to change the traffic pattern
- Impacts on pedestrian crossings, including mid-block crosswalks
- Addressing bicycle circulation
- Parking

Before any decisions can be made the DC Streetcar must conduct appropriate NEPA reviews which are scheduled for 2011. The information gathered in this study will be used as groundwork for the Streetcar NEPA process.



d.





MOUNT VERNON SQUARE DISTRICT DESIGN PROJECT

DRAFT
NOVEMBER 2010



d. 