THE FOGGY BOTTOM CAMPUS

STREETSCAPE PLAN

a component of the
Foggy Bottom Campus Plan: 2006 - 2025

Community Meeting
August 30, 2006
Overview of Presentation

• Introductions
  – Sherry Rutherford, GW
  – Matthew Bell, EE&K Architects
  – Jim Smither, EE&K Architects

• Context & Background

• Streetscape Planning Goals & Design Principles

• Location & Function of Campus Streets

• Implementing the Plan: “Layers” of Streetscape Improvements

• Kit of Parts

• Streetscape Plan Benefits
Context & Background

• Planning for the future of the Foggy Bottom Campus
  – Community-based planning process
  – Input from District agencies
  – Ongoing stakeholder outreach
  – Guidance from design & planning consultants
• Result: GW’s Integrated Development Strategy
  – Foggy Bottom Campus Plan: 2006 – 2025
  – Redevelopment of Square 54 as a mixed-use “town center”
  – DCPS/GW School Without Walls Public/Private Partnership

All part of GW’s broader strategic planning initiatives to create a world-class university within the nation’s capital

• Proposed StreetScape Plan is a component of the Foggy Bottom Campus Plan: 2006 – 2025
• Recognize the University’s presence in Foggy Bottom and West End neighborhoods: maintenance and improvements plan for streetscape elements, specific to GW and complementary to Washington, DC fabric;

• Express and strengthen the character and identity of the campus within the campus boundary: implementation of additional streetscape elements where campus uses and activities are more intense;

• Enhance the special nature of streets within the campus boundary: utilize streetscape elements particularly to enhance the pedestrian character of the east/west “campus streets”; and

• Identify a coherent palette of streetscape elements: utilize elements that enhance the presence of the University and respond to needs of pedestrians, bicycles, and automobiles as they move through and within the campus.
• Develop a **vocabulary of standardized University elements** to form the “kit of parts” for future streetscape development;

• Identify “**special places**” on campus where enhanced streetscape embellishments could occur;

• Promote an environment which provides **ease of movement and safety** for (and minimizes conflicts between) pedestrians and vehicles;

• Design University **way-finding, building identification & gateway signage** to be clearly visible from the perspective of the pedestrian and the driver;

• **Maintain existing street trees** where possible and **provide tree boxes** in the furnishing zone that facilitate healthy growth and easy maintenance;

• Provide **streetscape and landscape design elements** that are sustainable, enhance context, and are consistent with applicable District standards; and

• Enhance **campus security** and encourage **positive surveillance** through the use of streetscape elements.
Throughout the planning process, the character of the campus has been articulated through the differentiated nature of the various “campus streets”
- North/South streets predominantly vehicular oriented
- East/West streets more pedestrian oriented

**Primary Campus Streets**
- I Street
- H Street
- G Street

**Transitional Campus Streets**
- F Street, Pennsylvania Avenue

**North-South Streets**
- 20th Street, 21st Street, 22nd Street, 23rd Street
Campus Streets

Pedestrian & Vehicular Circulation

- **East/West Streets**
  - Primary Campus Streets: I, H, & G Streets
  - Pedestrian-oriented

- **North/South Streets**
  - 20th, 21st, 22nd, 23rd Streets
  - Vehicular-oriented
  - 23rd Street: L’Enfant Plan “special street”

- **Foggy Bottom-GWU Metro**
  - Significant pedestrian access node to surrounding neighborhoods (north & west), government institutions (south), and campus (east)
Proposed University Development Patterns

Campus Streets

I Street
H Street
G Street
"Layers" of Streetscape Improvements

• Streetscape Implementation Plan
  – Incorporates **planning goals & design principles** set forth in the proposed Streetscape Plan
  – Provides a **framework for implementation** of future streetscape elements over twenty-year term of Campus Plan
  – Implementation timeline dependent on funding and project priorities

• Plan is comprised of three layers of streetscape elements
  – building from **base** to **enhanced** to **premium** levels
  – layers shaped and defined by campus use & activity patterns
  – “**Kit of Parts**” includes proposed range of streetscape elements that could occur in each layer
Base Elements Layer

**Establishing & Supporting GW Identity**

- Building Identifiers
  - Flags
  - Placards
  - Building Awnings
  - Building Engravings
- Furniture
  - Trash Receptacles
  - Recycling Bins
  - Bike Racks
  - Signature Benches
  - Emergency Stations
- Way-Finding Elements
  - Campus Maps
  - Vertical Markers
  - Directional Signage
  - Location Symbols
- Maintain Existing Paving, Lighting, and Planting Elements

**Streetscape Implementation Plan**
Examples of Base Layer Elements

Kit of Parts
Enhanced Elements Layer

Reinforcing the Presence of Key GW Activity

- **Paving**
  - Brick
  - Cobble
  - London Paver
  - Scored Concrete
  - Brick Gutter
  - Granite Curb

- **Lighting**
  - Washington Globe Single (18)
  - Washington Globe Double (Twin 20)
  - Intersection Tear Drop
  - Cobra head pendant post

- **Planting**
  - Street Trees
  - Tree Pits
  - Planting Zone

- **Street Banners**
  - Pedestrian
  - Vehicular
  - Thematic
Examples of Enhanced Layer Elements

Kit of Parts
Premium Elements Layer

Celebrating the Character & Identity of the Campus

- Distinctive Design Elements
  - Bump-outs
  - Mid-block Crossing/Crosswalk
  - Busts
  - Public Art
  - Artifacts
  - Plaques
  - Clocks
  - Chess Tables
  - Notice Boards
  - Sidewalk Art
  - Paving Medallion

* I Street Mall, Kogan Plaza, and intersections on I, G, and F Streets already include many Premium Elements
Examples of Premium Layer Elements
Streetscape Concept Plan

Streetscape Implementation Plan
Streetscape Plan Benefits

• Provides a clear and predictable plan for the implementation of various streetscape elements throughout the Foggy Bottom campus
• Enhances the diversity of public spaces within Foggy Bottom
• Improves linkages throughout the campus and between the campus and surrounding neighborhoods
• Promotes an environment that enhances walkability and improves pedestrian and vehicular safety
• Improves wayfinding for all those who traverse the campus
• Results in an attractive, cohesive campus environment that enhances the GW Experience for those who study, work, and live in Foggy Bottom

Conclusion
www.neighborhood.gwu.edu

for information, input and ideas

Conclusion