

GEORGETOWN

2028

15 YEAR ACTION PLAN

Georgetown 2028 Action Items & Updates

OF ACTION ITEMS (76)

- ★ COMPLETE (22)
- ☆ IN PROGRESS (43)
- Ⓝ NO UPDATE (8)
- ⓔ ELIMINATED (3)

STATUS

Canal: Restore, Preserve, and Activate the C&O Canal

The BID co-founded Georgetown Heritage, a 501(c)(3) organization, in 2014 to organize a coalition that includes the National Park Service, DC Government, Georgetown residents and the BID in all the activities needed to plan for the restoration and revitalization of the C&O Canal in Georgetown. Approximately \$11 million has been raised for canal improvements since 2015.

1	Launch a multi-stakeholder planning process for the Canal's future	★
2	Fundraise for a new canal barge	★
3	Demonstrate new programs, activities and designs for public feedback	★
4	Supplement and enhance the NPS Visitor Center to support more activity	☆
5	Design educational programs that inform the public about the Canal	☆
6	Implement Canal Plan and well received demonstration project	☆

Wayfinding: Enhance Visitor's Sense of Arrival and Ease of Navigation

In 2014, 13 wayfinding signs were installed throughout Georgetown. In 2017 the BID hired Beyer Blinder Belle to create the design plan for the Georgetown Gateways project, which seeks to enhance the major entry points to Georgetown.

7	Install previously approved wayfinding system from DDOT	★
8	Explore physical and mobile expansions for wayfinding in commercial areas	★
9	Develop and implement a gateway strategy for major access points to the commercial district	☆

Improved Streetscapes: Maintain a Historic and Charming Character in the 21st Century

The BID conducted a pilot weekend sidewalk widening program on M Street to improve the pedestrian experience in 2016 and 2017, and is working to improve the look and feel of this program in the future. It created new pocket parks in previously unused no-parking zones, successfully convinced DDOT to extend pedestrian crosswalk times, and hired a Placemaking Manager in 2018 to focus on additional projects. In 2015, DDOT also signed a contract that reimburses the BID for brick repair throughout Georgetown's commercial district.

10	Develop design and material guidelines for street furniture and landscaping	☆
11	Pilot temporary sidewalk widening programs	★

Georgetown 2028 Action Items & Updates

STATUS

Improved Streetscapes: Maintain a Historic and Charming Character in the 21st Century (continued)

12	Identify and improve pedestrian choke points on commercial corridors	☆
13	Create active pedestrian links through alleyways and side streets	☆
14	Install parklets on commercial side streets	☆
15	Improve the safety and convenience of pedestrian crossings	☆
16	Improve pedestrian connections between Georgetown University and M Street	(N)
76*	Contract with DDOT to repair broken or missing bricks within 48 hours of being reported	★

Wisconsin Avenue Renewal: Foster Engaging Retail Activity from M Street to Book Hill

The BID convened property owners on the 1300-1400 blocks of Wisconsin Avenue to better understand the value of repositioning their buildings--led by the renovation of the Georgetown Theater--and will collaborate on additional streetscape improvements.

17	Create a forum for property owners on 1300 and 1400 blocks to plan for the future	★
18	Establish a community-owned building for a bookstore	(N)

Waterfront District: Develop New Retail, Restaurants and Programs South of M Street

The BID launched Sunset Fitness and Sunset Cinema in Georgetown Waterfront Park, holiday light art exhibition Georgetown GLOW, and retail-centric Independents Day and Twilight Shop. Public spaces have been activated with over 150 bistro chairs, tables and umbrellas, and property owners on Grace Street have converted former office spaces into creative retail and restaurant spaces. The BID also successfully worked to end the 26-year-old liquor license moratorium, which has led to more interest from prospective restaurateurs.

19	Create frequent, recurring programs that promote streetlife	★*
20	Explore policies to limit the holding of liquor licenses in safekeeping	★
21	Pilot parklets adjacent to retailers and restaurants	★
22	Promote the conversion of ground floor space into retail and restaurant destinations	☆
23	Improve and expand pedestrian connections between M Street and K Street	☆
24	Leverage small public spaces for seating, public art and games	★*
25	Explore artistic installations and lighting that add interest to Whitehurst Freeway and Key Bridge	☆
26	Improve street and bridge lighting to enhance safety	☆
27	Integrate streetscape improvements with major transit initiatives	☆

Office Vacancy: Align with D.C. Government Development Priorities

The BID launched an office retention program in 2017, and uses its market reports, the BID website and additional marketing collateral to tell the story of Georgetown as a place for startups and creative companies to grow their businesses.

28	Integrate Georgetown into the District's tech sector initiatives	☆
29	Conduct a feasibility study on ubiquitous wi-fi and high-speed internet	☆
30	Market unique office stock to start-up and creative companies	☆
31	Identify incentives for building renovations that increase sustainability	(N)

* New streetscape action item not on the original list.

* Completed and ongoing.

Georgetown 2028 Action Items & Updates

STATUS

A Better Connected Georgetown: Improving the Transportation Experience

The BID continues to garner support for a Georgetown-Rosslyn Gondola through a growing coalition, coming on the heels of a 2016 study that deemed the project feasible. Long-term, Metro is actively looking for a future Georgetown station.

32	Bring a Metro Station to Georgetown by 2028	☆
33	Bring fast and reliable downtown streetcar service to the Georgetown Waterfront	☆
34	Study and potentially construct a gondola lift linking Georgetown to Metro	★
35	Form a Georgetown Streetcar Partnership to coordinate advocacy	(N)
36	Explore streetcar extensions west to Georgetown University and beyond	☆

Transforming K Street into a Successful Gateway

The Georgetown Gateways project along with the K Street cycletrack will have a transformative effect on the operations, look and feel of K Street. Planned placemaking projects will further enhance this area so that drivers, bikers, pedestrians and users of the new, frequent water taxi service between The Wharf and Washington Harbour will enter a welcoming place. The BID's efforts to improve traffic flow, consolidate office shuttle operations, and the C&O Canal, K and Water Street studies all have components to improve this gateway.

37	Study a bicycle/pedestrian bridge connecting Georgetown with Rosslyn via Roosevelt Island	(N)
38	Support more water taxi service through better dock management	★
39	Pilot a taxi stand to serve the Waterfront District	(E)
40	Coordinate commuter shuttle services from nearby Metro stations	☆
41	Examine limited-access vehicle crossing and other connections to Water Street	☆
42	Improve the safety and ease of walking to/from Foggy Bottom Metro	☆

Establish Georgetown as a Bicycle-Friendly Destination

Additional Capital Bikeshare stations and in-street bike corrals have been installed, and the Capital Crescent Trail will connect with Rock Creek Parkway trail on or beside K/Water Streets this year.

43	Connect Capital Crescent Trail with Rock Creek Parkway trail on or beside K / Water Streets	☆
44	Install in-street bicycle parking corrals throughout commercial areas	★
45	Connect bikeways on Georgetown's periphery all the way into Georgetown	☆
46	Install at least four new Capital Bikeshare stations in commercial area	★

Better Roadway and Parking Management

The BID has improved the driver experience by offering real-time parking garage information on its website, improving roadway configuration, tweaking traffic signals, and working with DDOT to routinely deploy TCOs, and on curbside management.

47	Allow direct evening rush hour access to Rock Creek Parkway from K Street	☆
48	Improve the performance of the Canal Road, M Street, Key Bridge intersection	☆
49	Improve the performance of intersections at the ends of the Whitehurst Freeway	★
50	Position traffic control officers at major intersections	☆
51	Improve Wisconsin Avenue road allocation in Glover Park to reduce congestion and improve safety	★

Georgetown 2028 Action Items & Updates

STATUS

Better Roadway and Parking Management (continued)

52	Deploy automated enforcement cameras to improve flow and safety	☆
53	Assess and improve signal timing for safety and efficiency of all modes	☆
54	Evaluate and adapt the use of existing peak period lanes to improve efficiency	☆
55	Establish routine meetings with traffic control officers and MPD to prioritize enforcement	☆
56	Use pricing and hourly limits to improve availability of commercial on-street parking	☆
57	Improve information on parking availability	★
58	Coordinate off-street parking resources to make off-peak capacity available	☆
59	Improve the design and enforcement of loading zones	☆
60	Implement shuttle services to and from off-street parking facilities	☆
61	Improve motorcycle and motor scooter parking	☆
62	Improve tour bus parking options	☆
63	Study new parking options if management of existing supply is inadequate	☆

Increasing the Efficiency and Usage of Bus Service

The BID continues to work with DDOT and DCST to plan for improvements to Metrobus and Circulator service and improve the waiting-for-the-bus experience for riders of both public transit and hop-on-hop-off tour buses.

64	Pilot a real-time bus arrival information system	(E)
65	Advocate changes outside Georgetown to improve efficiency of Georgetown routes	(N)
66	Study options to improve bus speed and reliability within Georgetown	☆
67	Study a free hop-on/hop-off shuttle option within Georgetown and to Metro	★
68	Adjust Circulator and Metrobus routing to improve efficiency and reliability	☆
69	Pilot tip-based small electric vehicle shuttles	(E)
70	Create more welcoming places for people waiting for the bus	☆

Ongoing Data and Analysis and Promotion

The BID purchases data sets from a number of sources to better understand Georgetown's economy and customers, prepares general and customized reports on the state of the economy, and comprehensively reviews 2028 action items annually.

71	Assess commercial corridors and other considerations in light of streetcar and Metro status	(N)
72	Survey Georgetown visitors to understand travel preferences and behavior	★*
73	Identify plan actions that would be impacted by Whitehurst Freeway deconstruction	(N)
74	Develop Georgetown program promoting alternatives to single occupant car travel	☆
75	Conduct ongoing review of Georgetown 2028 pilot & feasibility studies and take appropriate steps	★*

A complete 2018 Update of the Georgetown 2028 Plan is available in pdf form on the BID's website at bid.georgetowndc.com/georgetown2028.



GEORGETOWN BUSINESS IMPROVEMENT DISTRICT
 1000 Potomac St., NW | Suite 122
 Washington, DC 20007
 T: 202.298.9222 | F: 202.298.9223
georgetowndc.com