

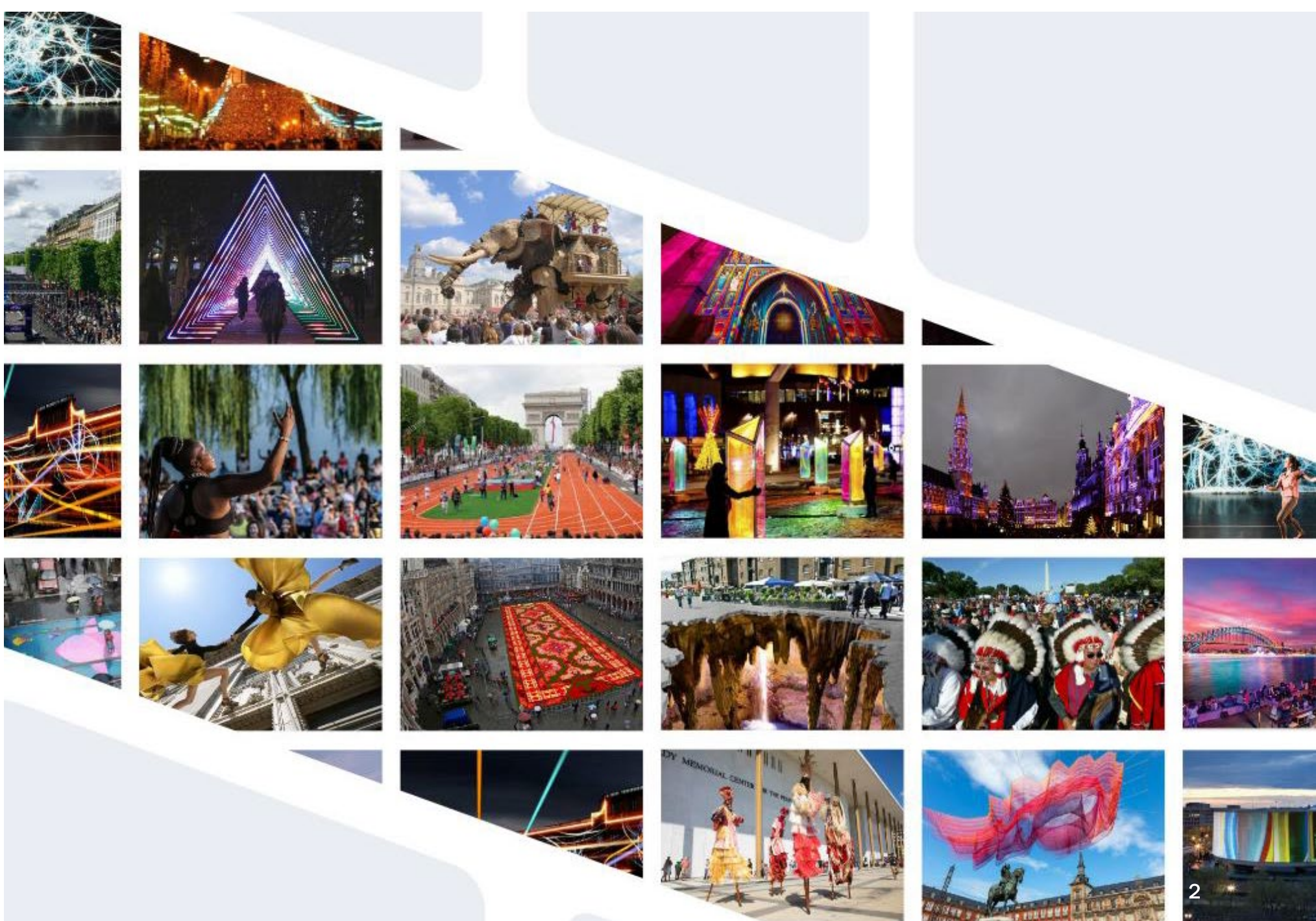


Pennsylvania Avenue Vision and Concepts

Information Presentation

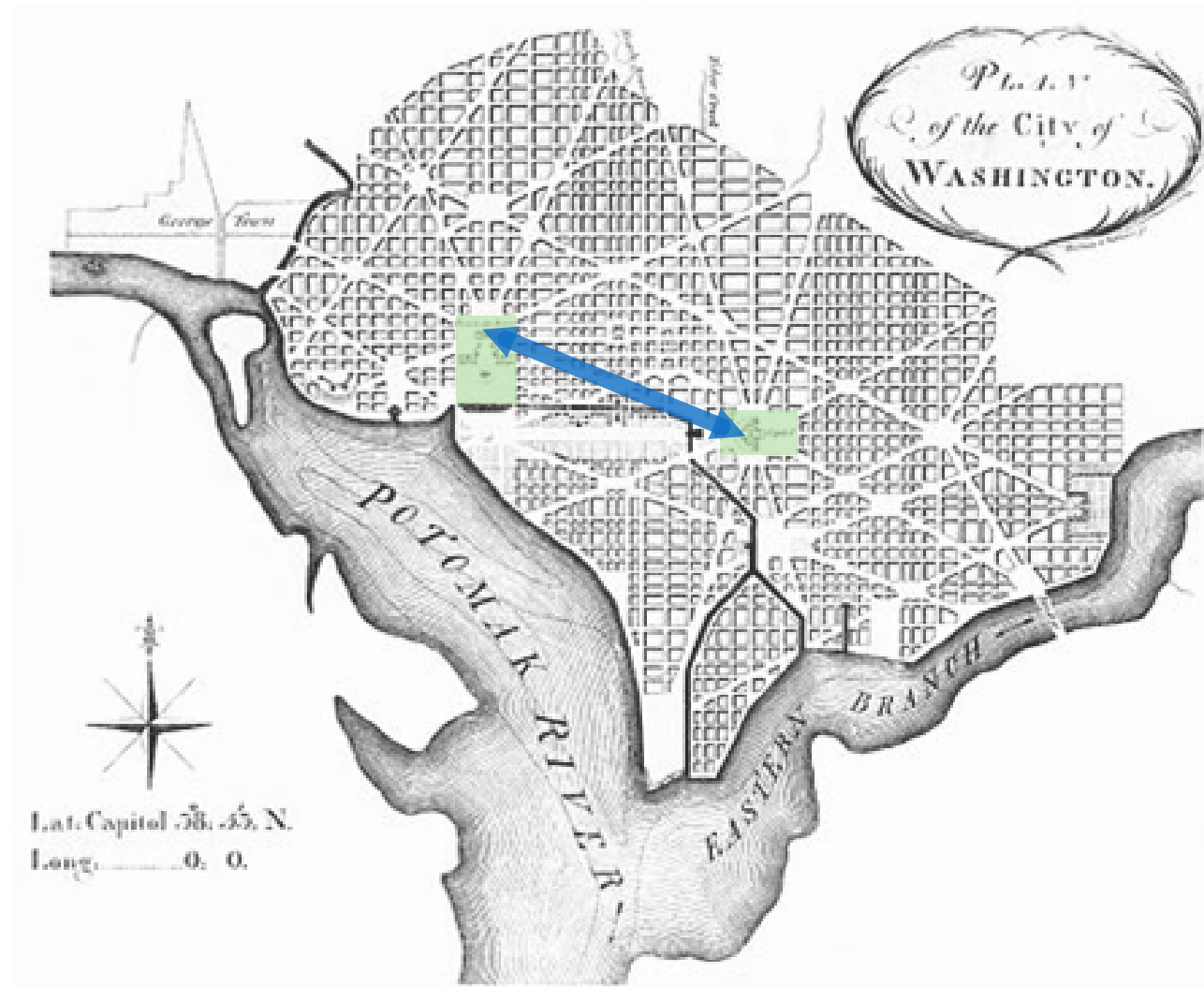
Pennsylvania Avenue *Vision and Concepts*

- Background
- The Vision:
*The Avenue
as a Venue*
- Conceptual
Approaches
- Next Steps



Background

An Avenue of Distinction



The Avenue is a physical and symbolic link between two branches of government, the White House and the U.S. Capitol

Background

Renewal and Reinvention

1853



1874



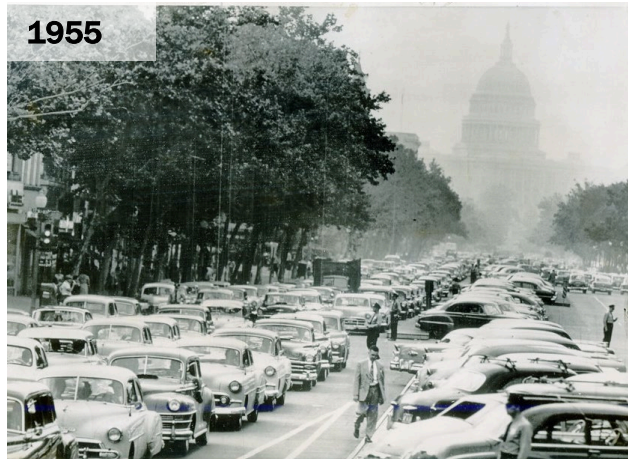
2020



1910



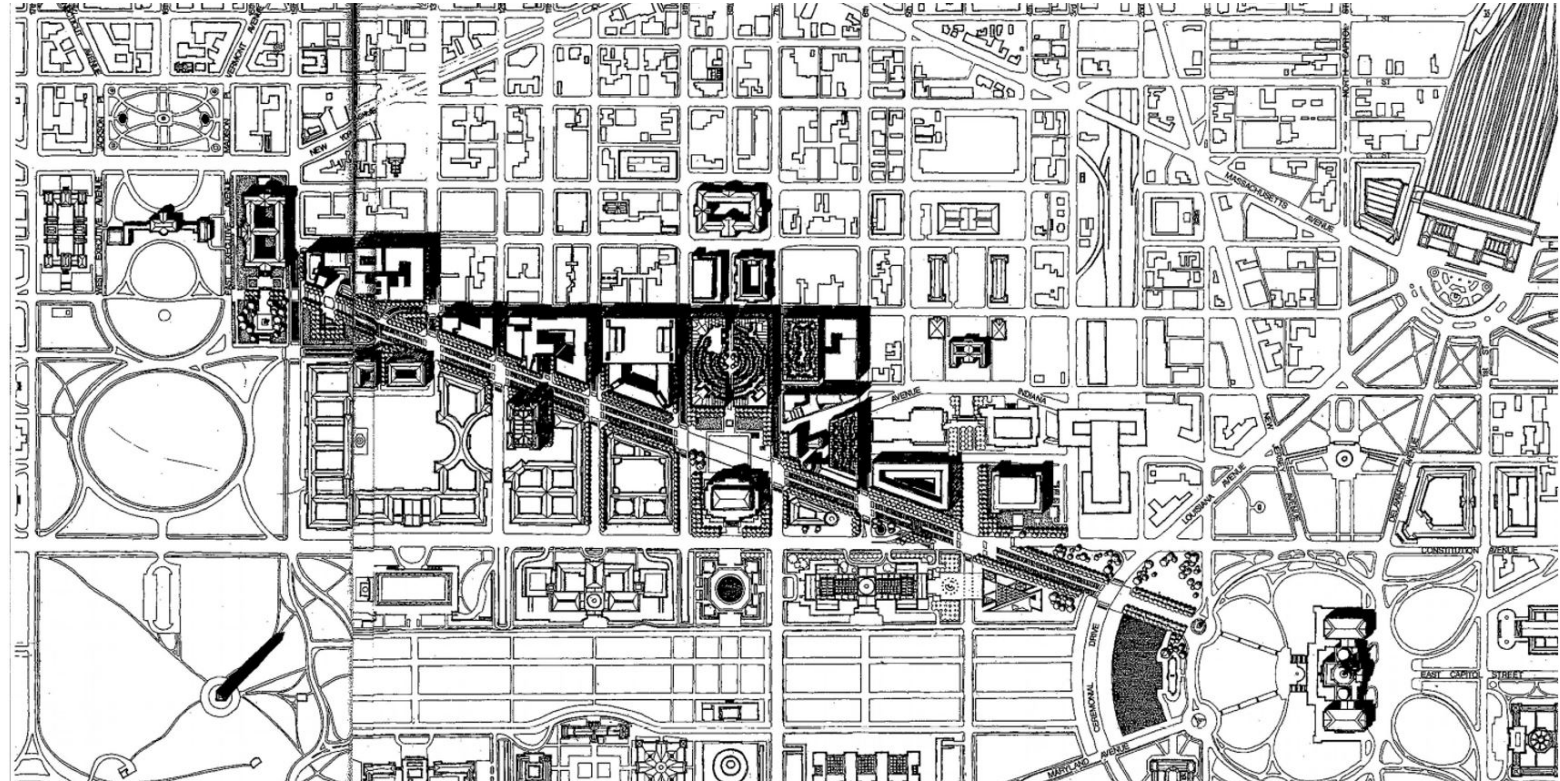
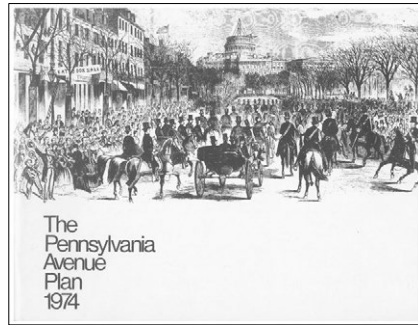
1955



Daily life on the Avenue has ebbed and flowed over the years

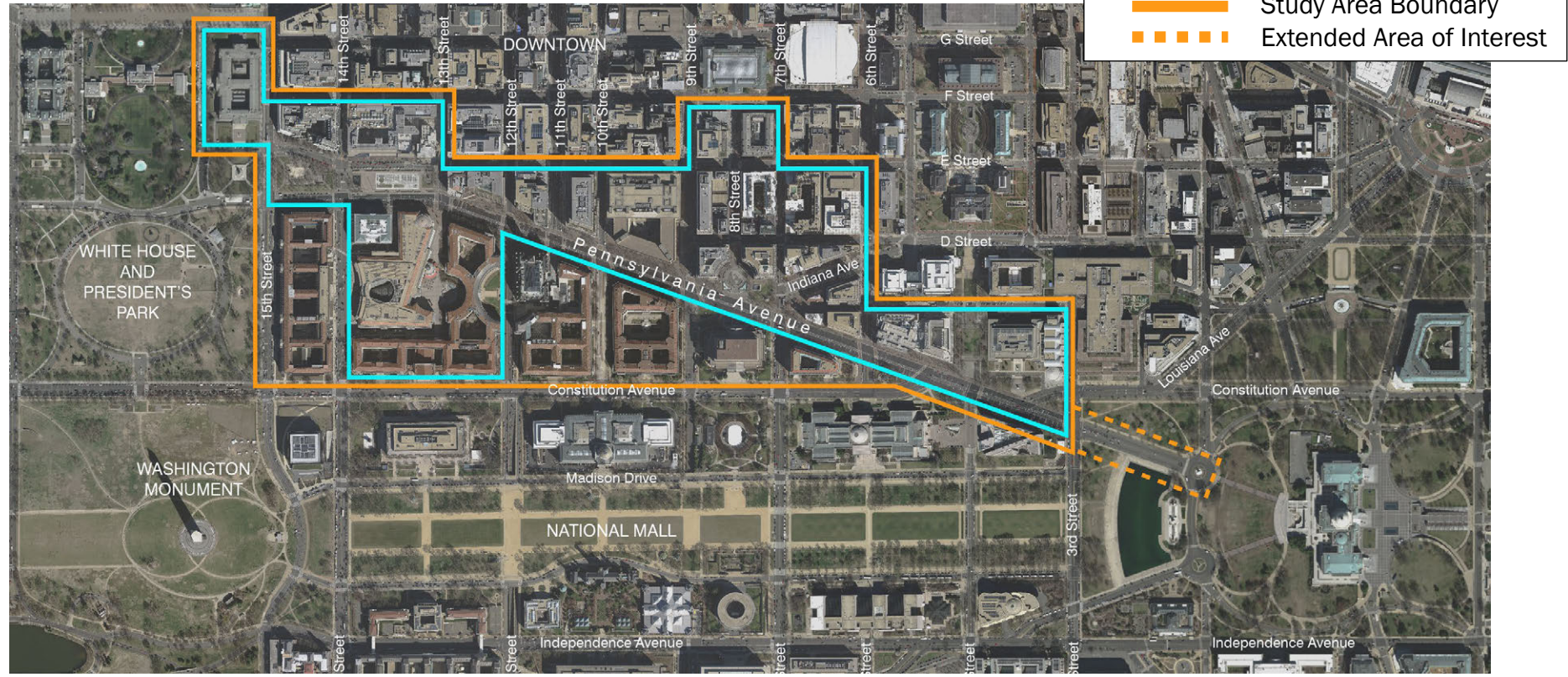
Background

1974 Plan



The 1974 Pennsylvania Avenue Development Corporation Plan is close to 50 years old

Background The Initiative



Study Area Map

Executive Committee



Collaborating Stakeholders

- Events DC
- Downtown DC BID

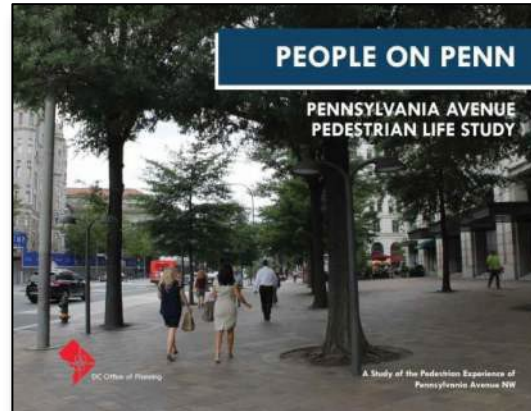
Background

The Avenue Today



Background

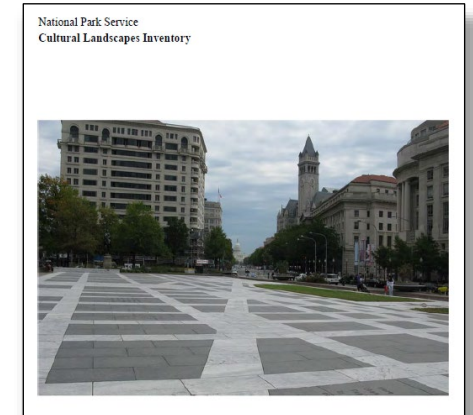
Technical Studies



Pedestrian Life Study



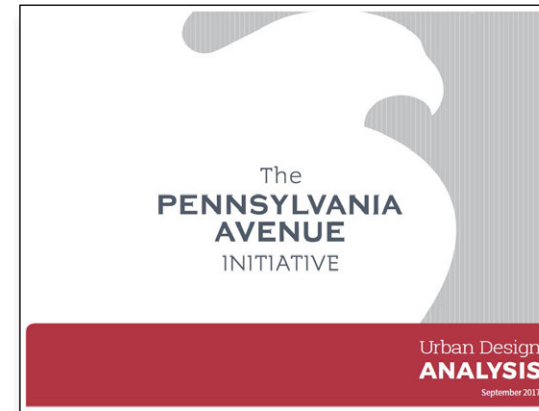
*Economic and Real Estate
Market Analysis*



Cultural Landscape Report



Transportation Study



Urban Design Analysis



*2020 Urban Land Institute
Advisory Services Panel Report*

The Avenue as *a Venue*

Expert Panel



America's Civic Stage:
*A curated corridor for
extraordinary events*

A place that:

- *Is welcoming*
- *Invites all to participate*
- *Empowers the potential of the future*
- *Inspires and instills optimism*



The Avenue as *a Venue*

Expert Panel



Three Building Blocks:

- *Enhance programming and support with flexible infrastructure*
- *Capitalize on the Avenue's attributes*
- *Improve connectivity*

The Vision



The Avenue as a *Venue*

Revive the Avenue to be:

- An **Inclusive Venue** and an **Economic Generator** for the city, and
- An **Iconic, Inviting** and **Resilient Public Space** for the nation.
 - *Celebrate* the Avenue's *civic* role and *spirit of democracy*.
 - Create an *awe-inspiring public realm* to complement the Avenue's role and character.
 - *Modernize* the Avenue's *Infrastructure* for 21st Century needs.
 - Elevate the *identity* of the Avenue as a *great destination*.

The Vision



The Avenue as a *Venue*

“The Avenue should be a place for ambitious ephemeral events that live in people’s memory, transforming lives by the way we see the world”.

~Helen Marriage



A place for extraordinary events



A Venue to tell our stories, celebrate, and commemorate



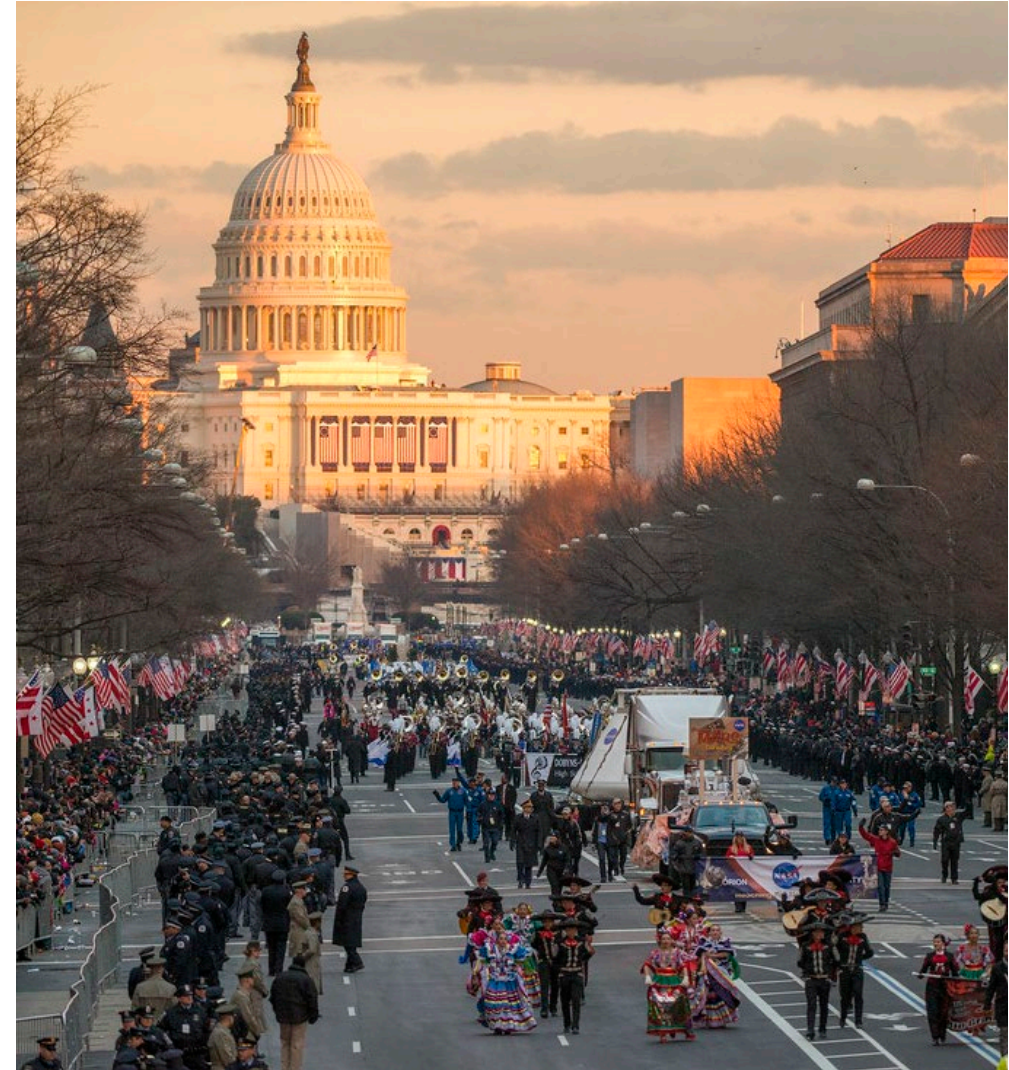
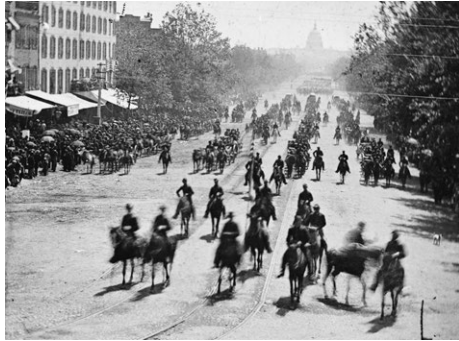
A place to attract people back downtown



A place that prioritizes people over cars

The Avenue as a *Venue*

Honoring Tradition



The nation's preeminent ceremonial boulevard

The Avenue as *a Venue*

The Theater



The Avenue's unique characteristics
are ideal for a national venue:

- Location
- Setting/ Sense of Place
- Use Mix
- Transportation
- Urban Form



The Avenue's characteristics can't be replicated or surpassed anyplace in the city or nation

The Avenue as *a Venue*

The Stage Set



The Western End:
Freedom Plaza and
Pershing Park



Market Square:
U.S. Navy Memorial and
National Archives



The Eastern End:
Constitution Avenue,
4th Street, and
John Marshall Park

The Avenue's hosts an average of 150 events each year

The Avenue as a *Venue*

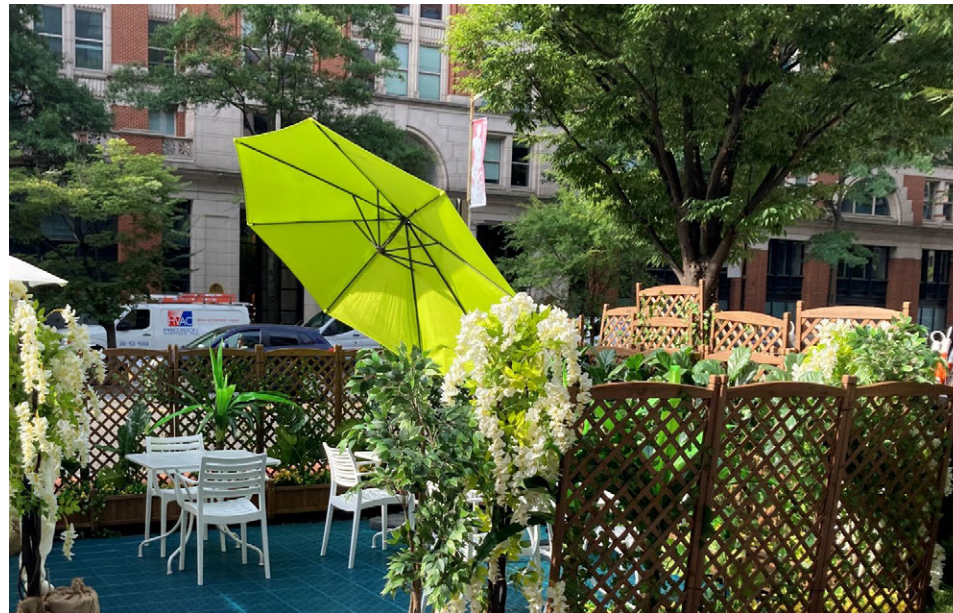
Expanding
Programming



Recapturing the street for people

The Avenue as *a Venue*

Why Now?



Efforts to Revive Downtown

- Events DC Event Programming
- District's Streets for People
- Downtown DC BID's Parks Master Plan

The Avenue

Daily Use



Streets for People

Prioritize space among pedestrians, bikes, transit and cars by:

- Right-sizing the street and reallocate space
- Realigning the roadway
- Reconfiguring public space

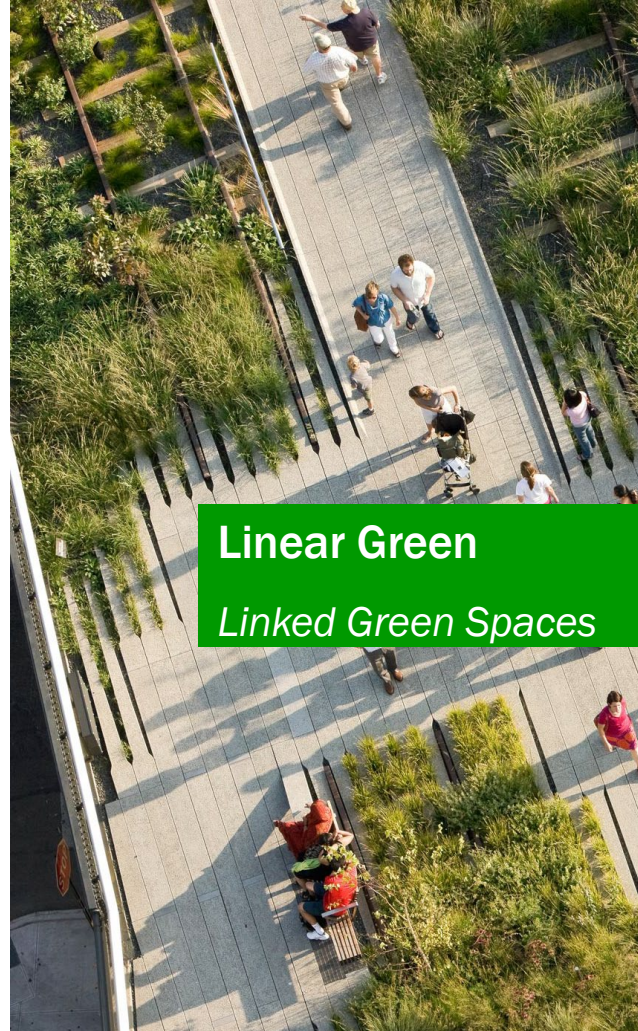


Three Vision Concepts

Urban Capital, Linear Green, Civic Stage

The Avenue as *a Venue*

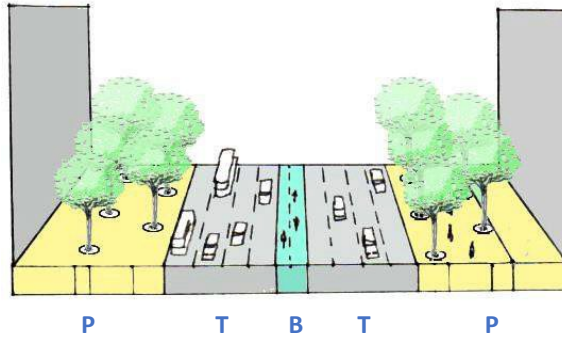
Three Conceptual Approaches



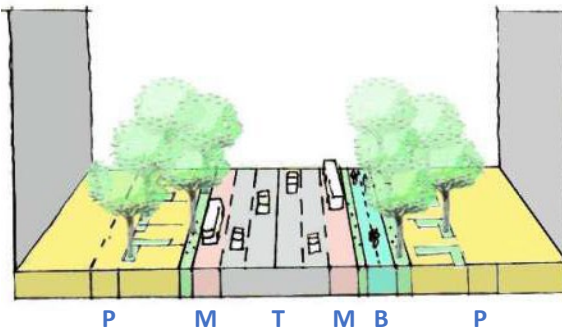
Conceptual Approaches

Right-of-Way Allocation

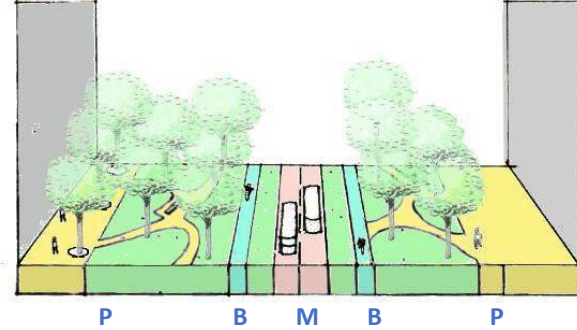
The Avenue Today



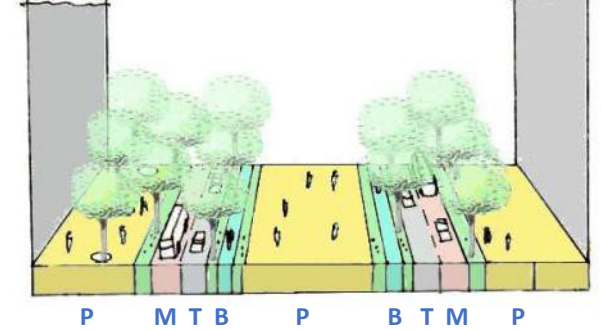
Urban Capital



Linear Green



Civic Stage



Key
P Pedestrians
B Bike
T Travel
M Transit

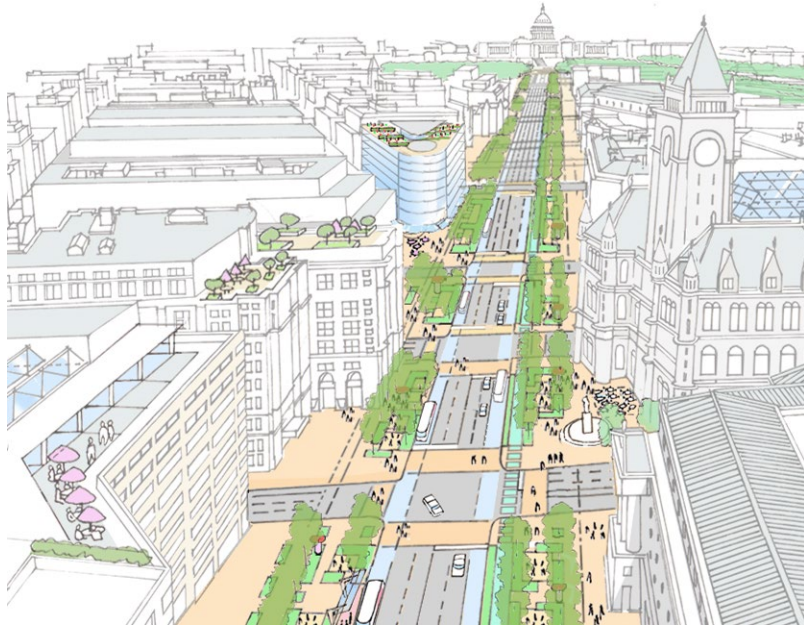
Urban Capital



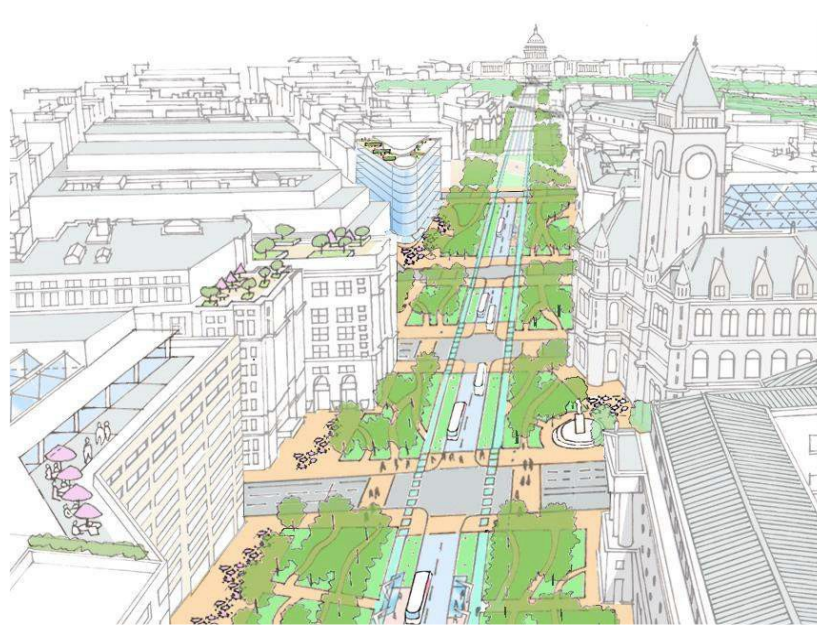
Linear Green



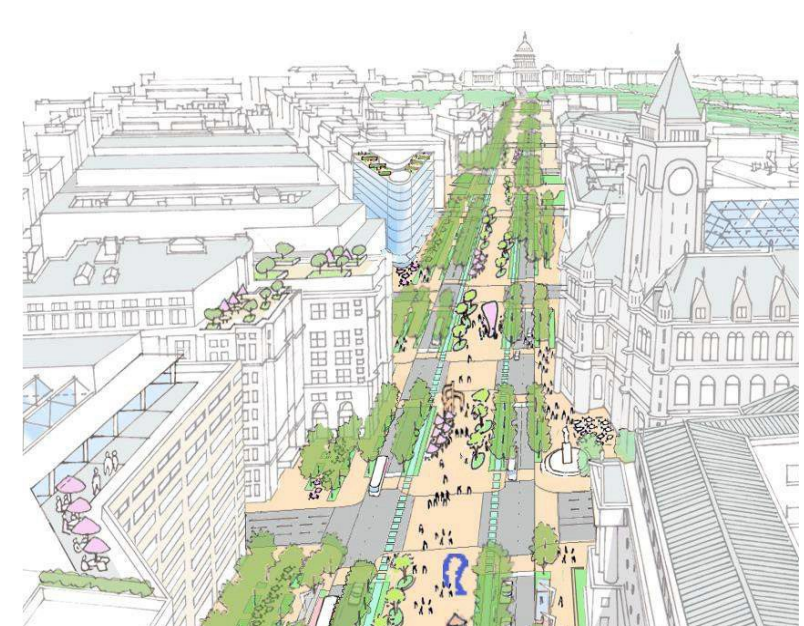
Civic Stage



A Complete Street



A Transit-Only Urban Park



A Central Promenade

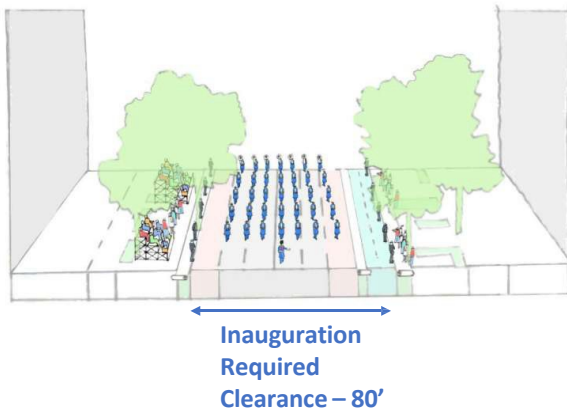
Conceptual Approaches

Inaugural Parade

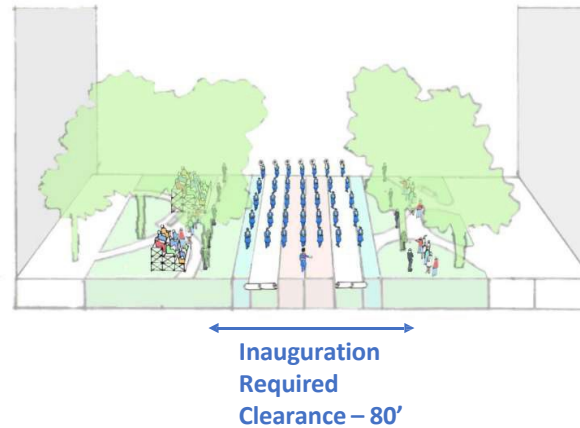
The Avenue Today



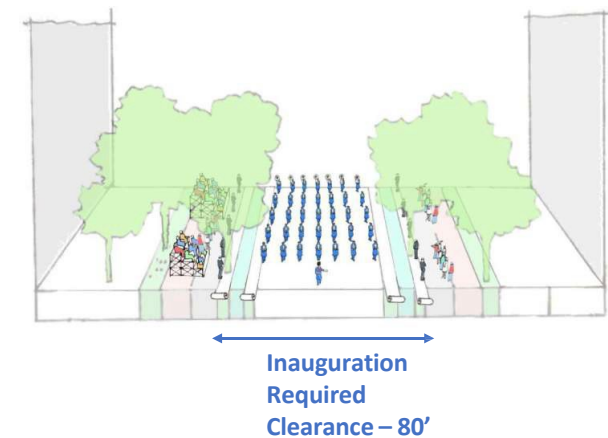
Urban Capital



Linear Green



Civic Stage





The Avenue as *a Venue*

Opportunities to transform the Urban Rooms

The Avenue as *a Venue*

The Urban Rooms



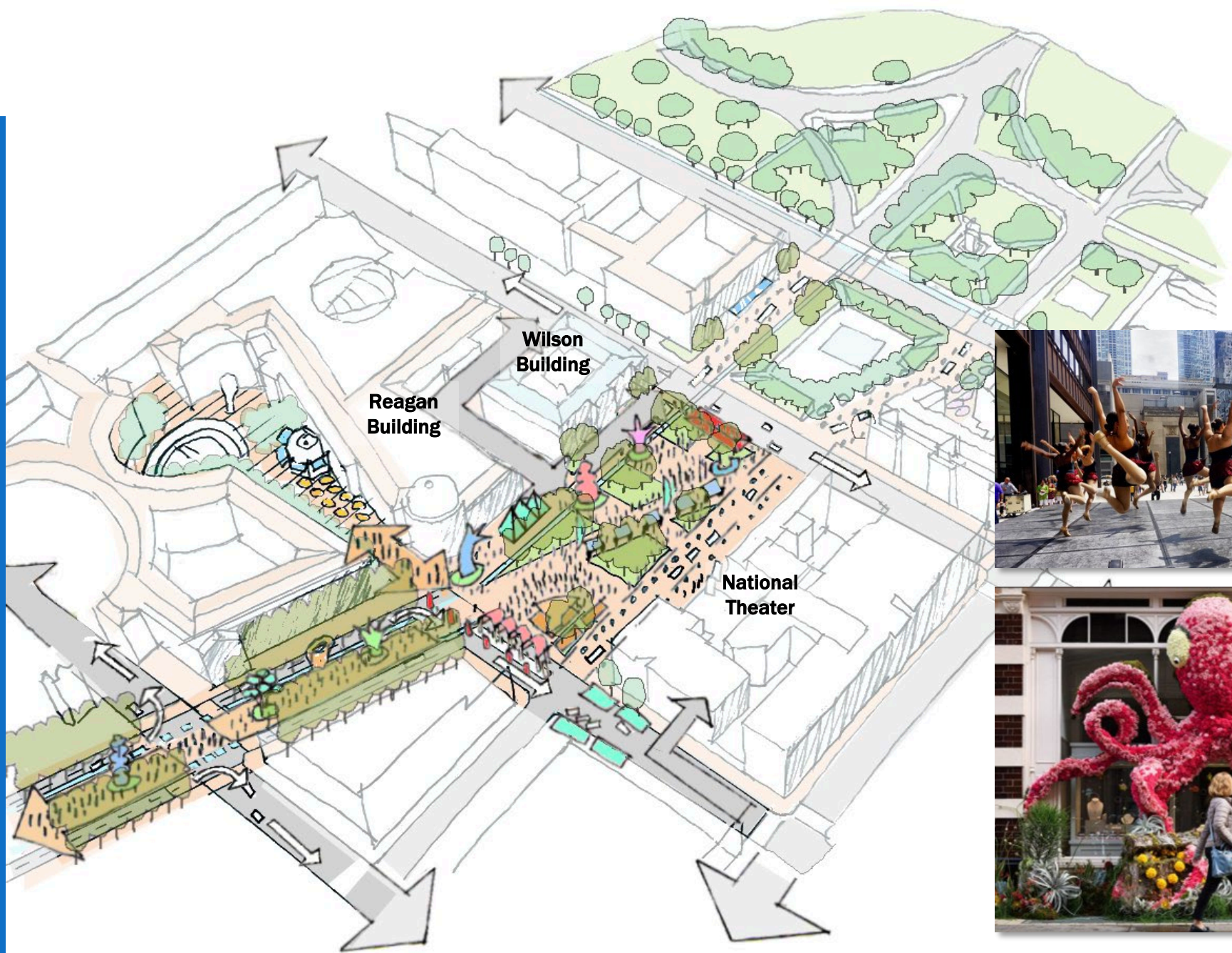
The Rooms and their immediate environs should support programming for events of various scales, activities and audiences



The Avenue as *a Venue*: The Western End

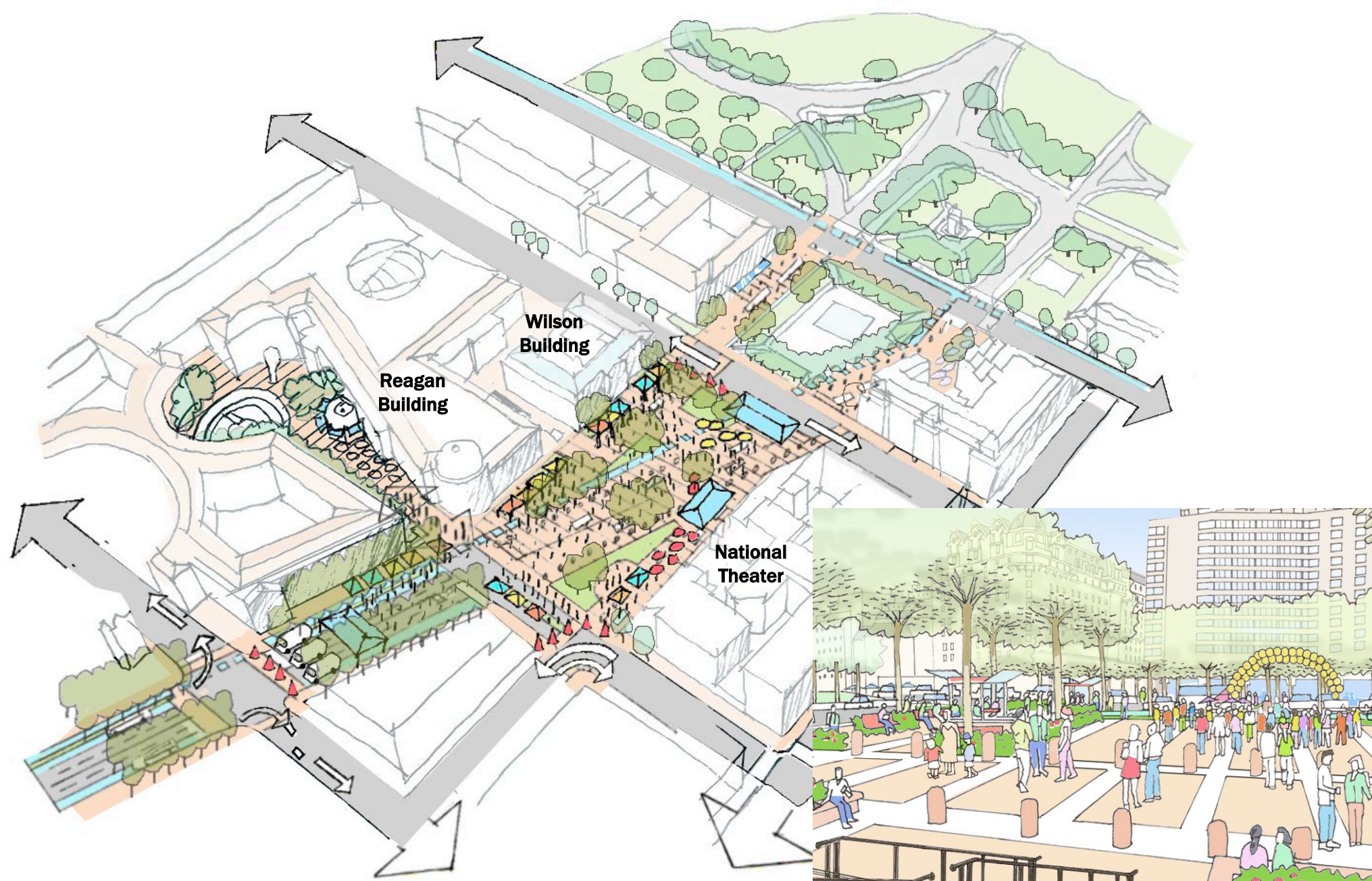
The Avenue as *a Venue*

The Western End

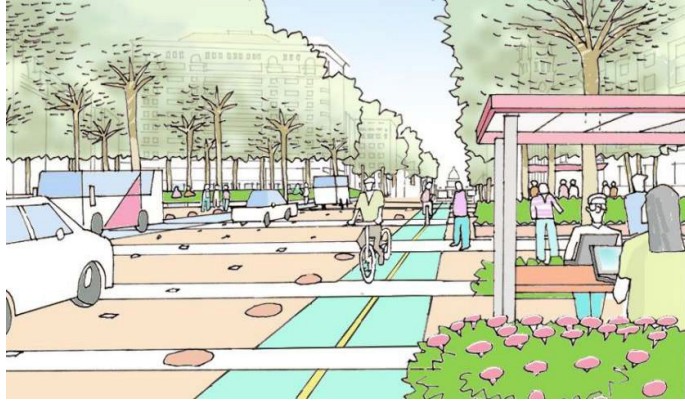


The Avenue as *a Venue*

The Western End



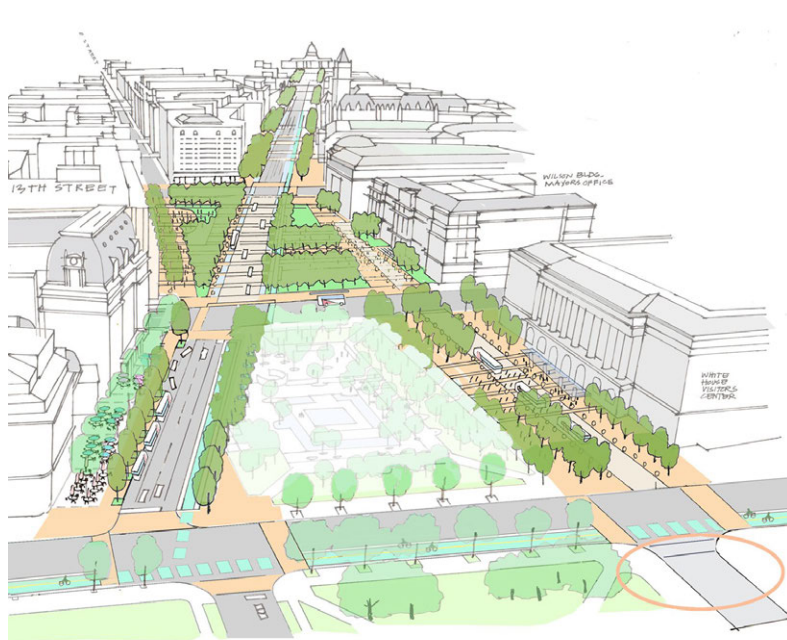
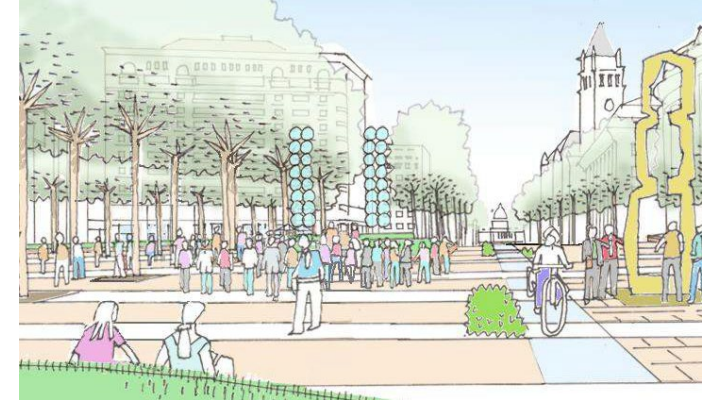
Urban Capital



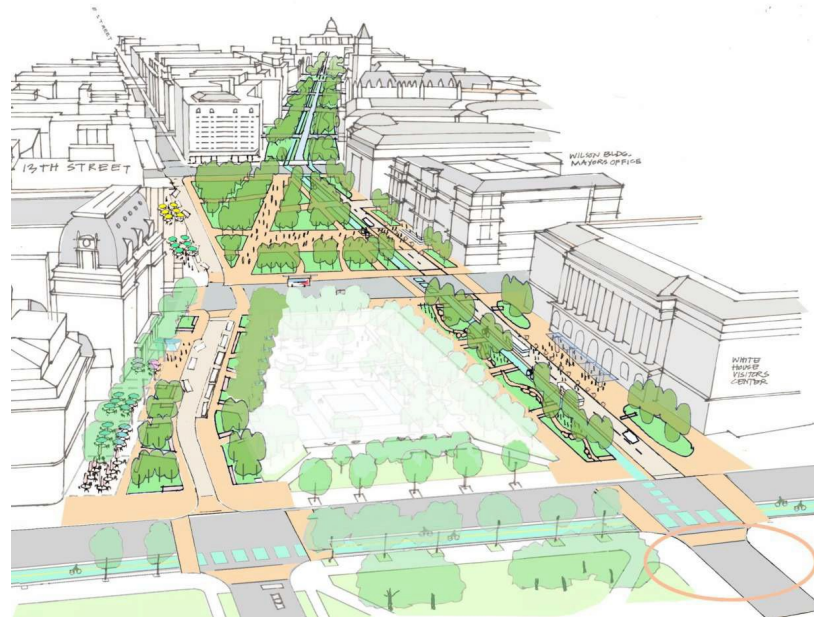
Linear Green



Civic Stage



New Bow-Tie Plazas



A New Urban Park



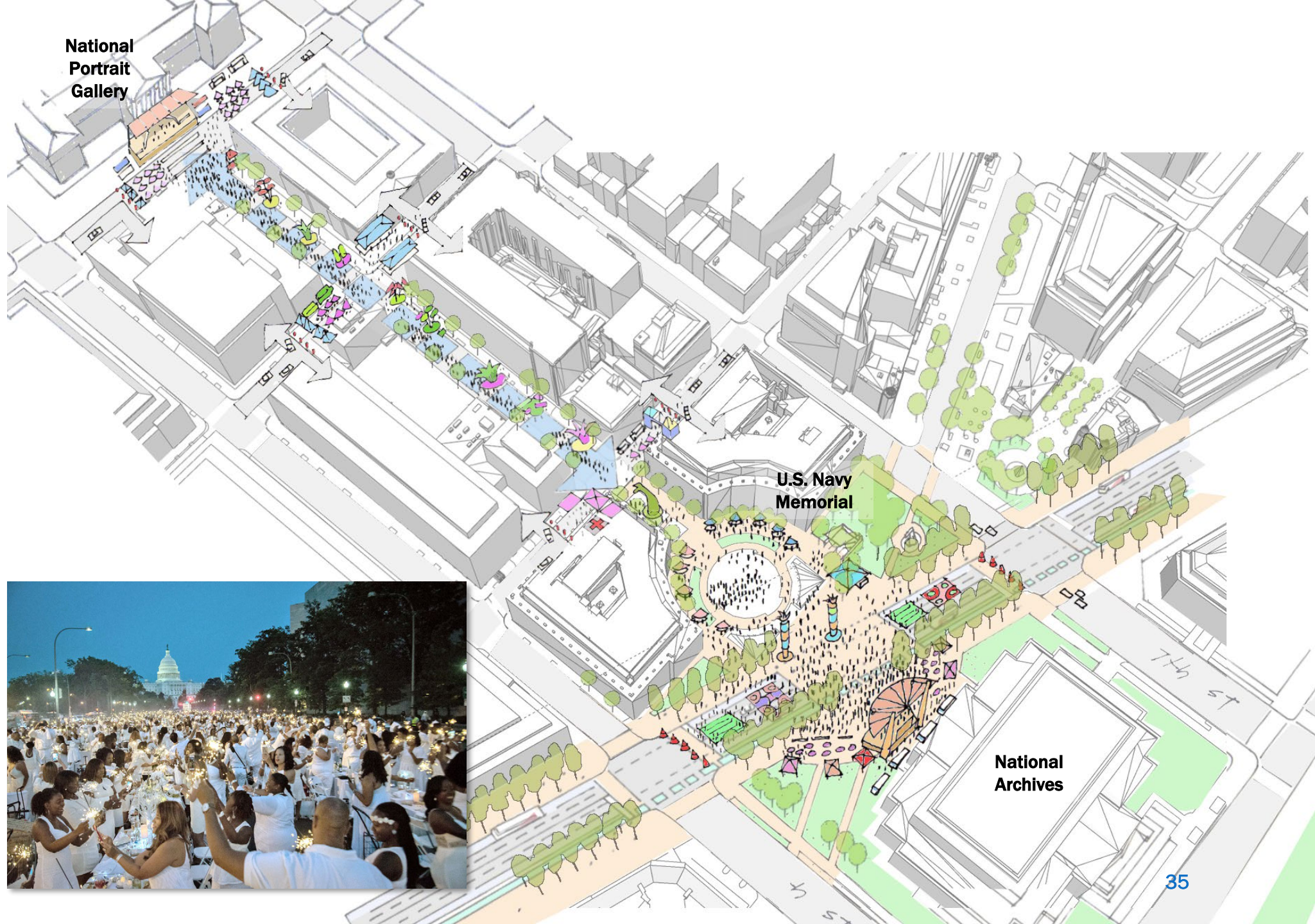
A New Public Plaza



The Avenue as *a Venue*: Market Square

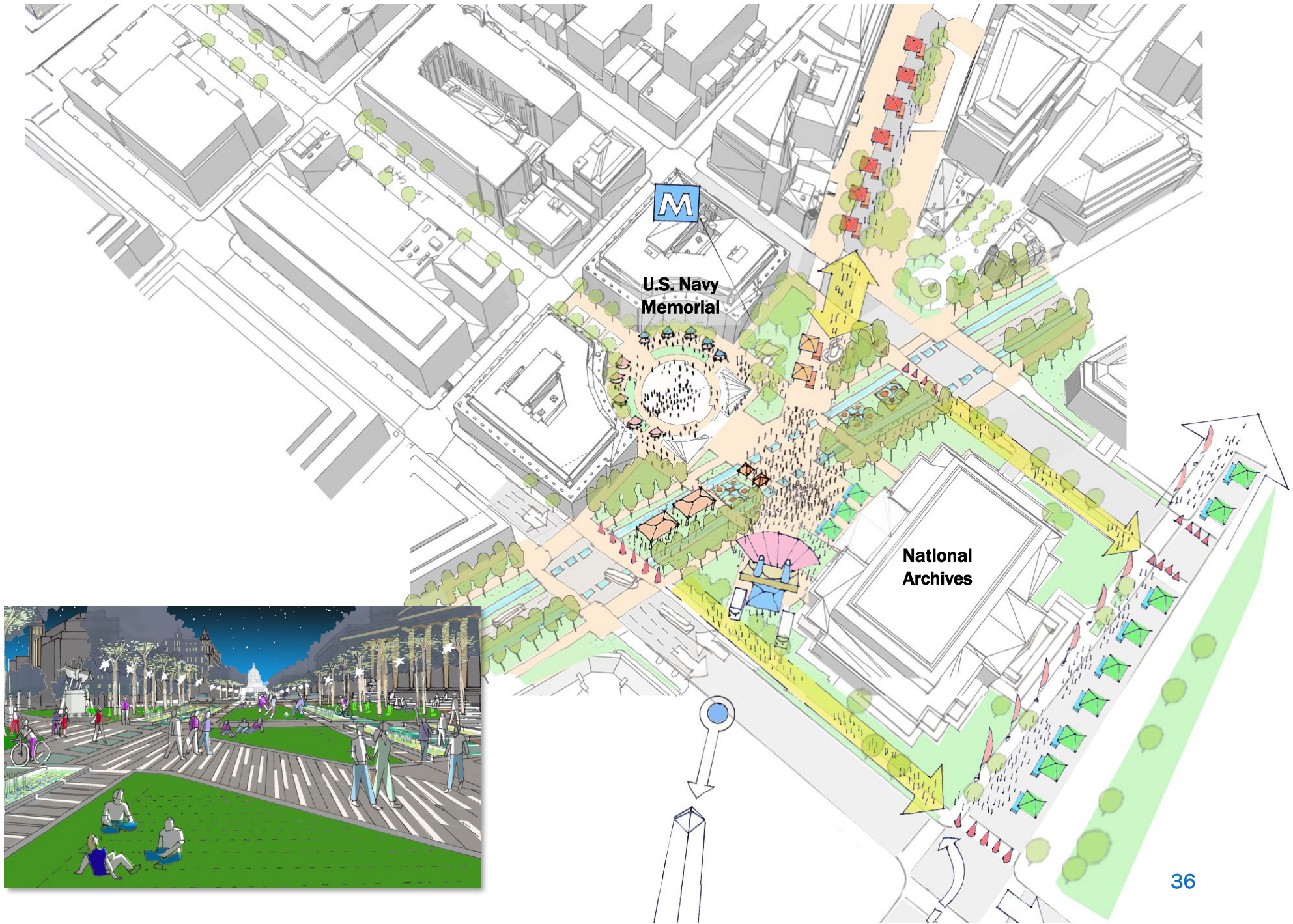
The Avenue as *a Venue*

Market Square



The Avenue as a *Venue*

Market Square



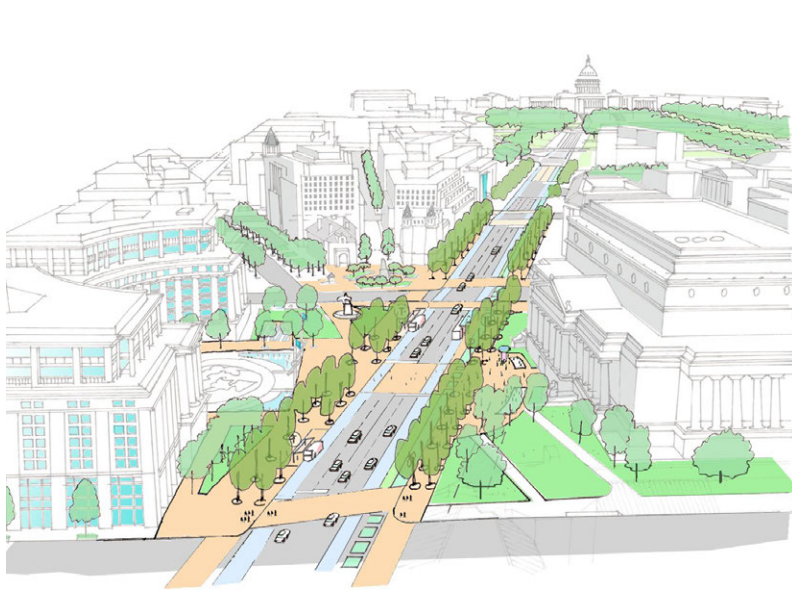
Urban Capital



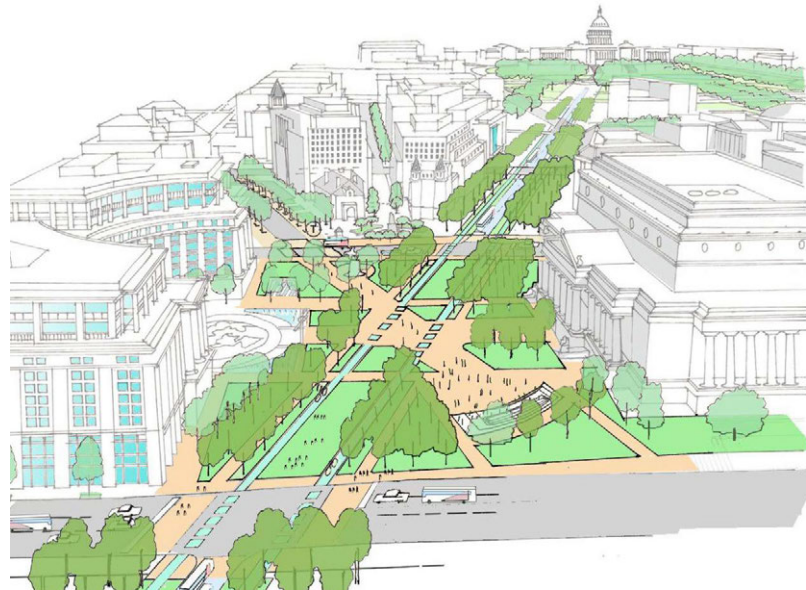
Linear Green



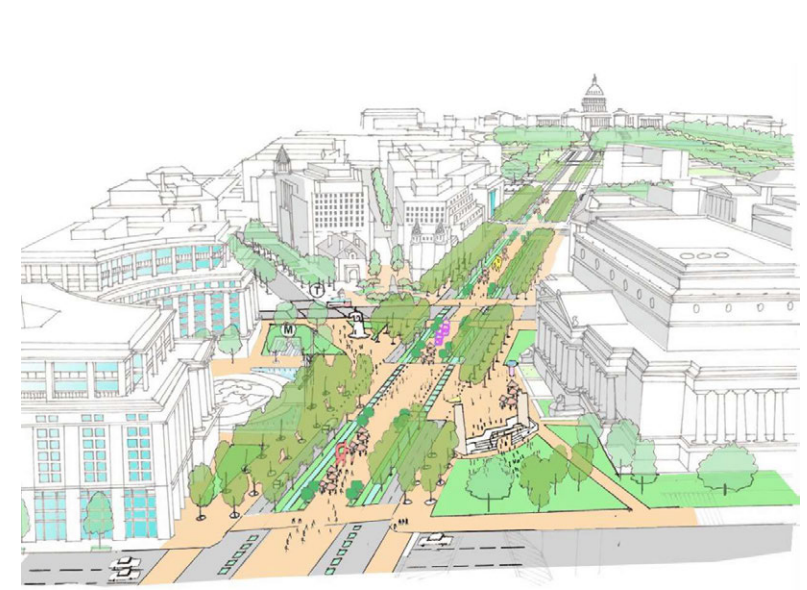
Civic Stage



A New Pedestrian Crossing



A New Urban Park



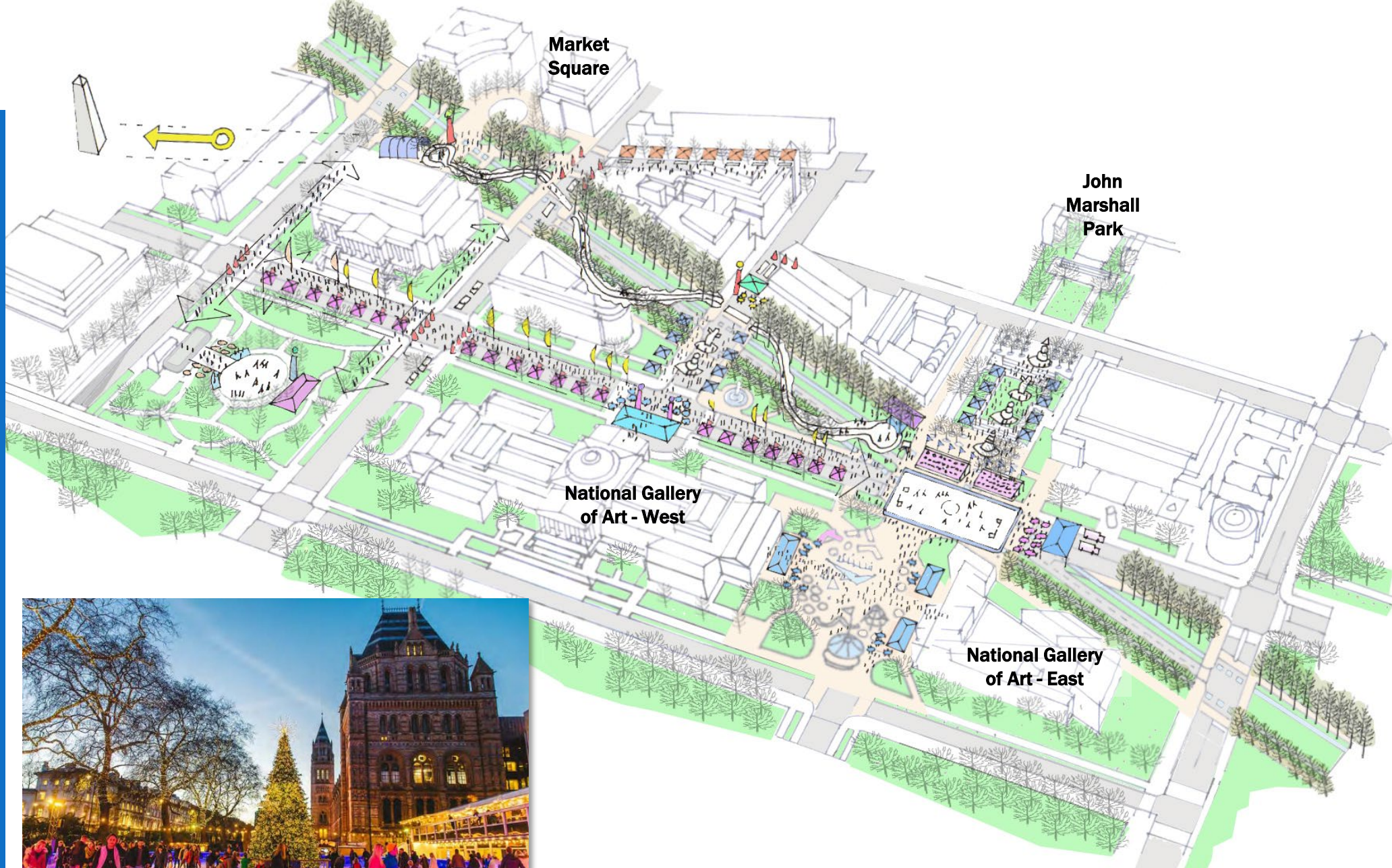
A New Central Square



The Avenue as *a Venue*: The Eastern End

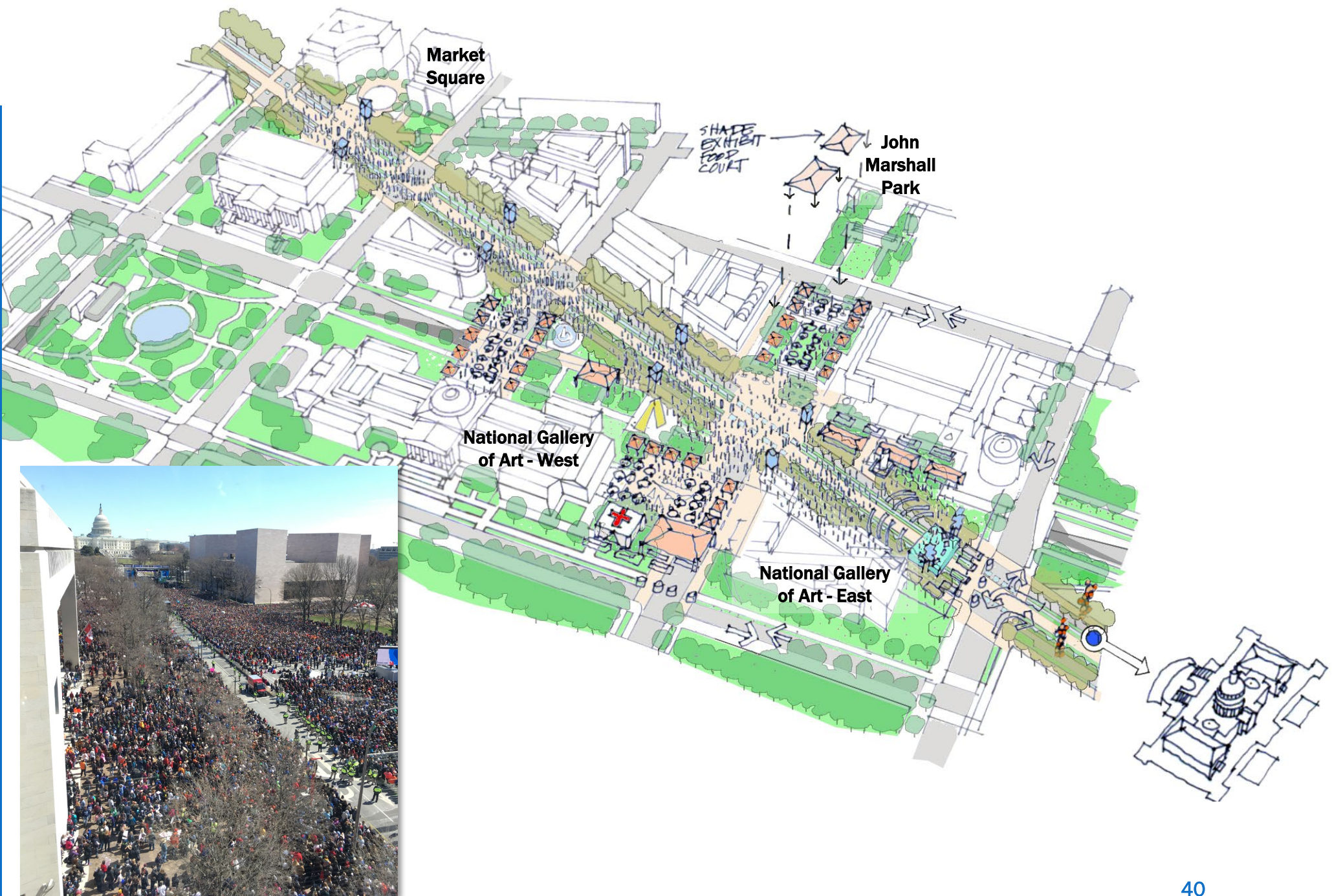
The Avenue as a *Venue*

The Eastern End



The Avenue as a *Venue*

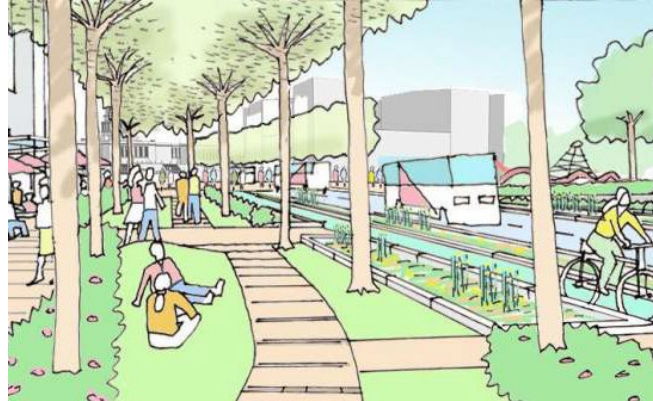
The Eastern End



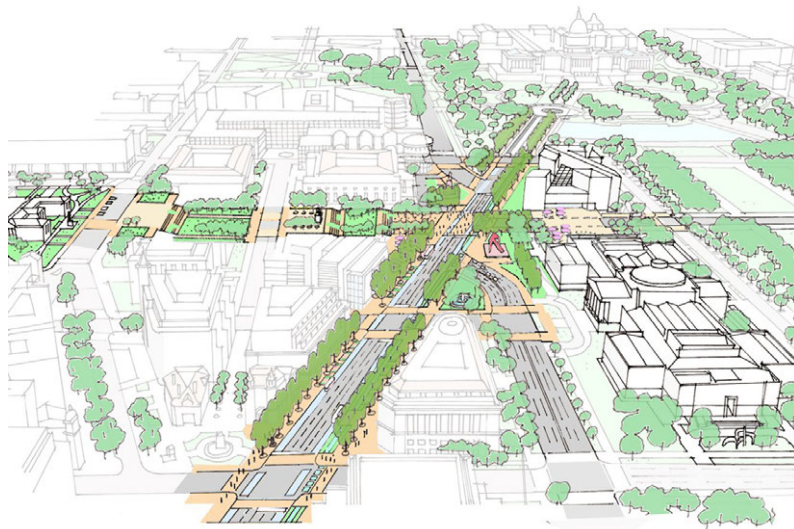
Urban Capital



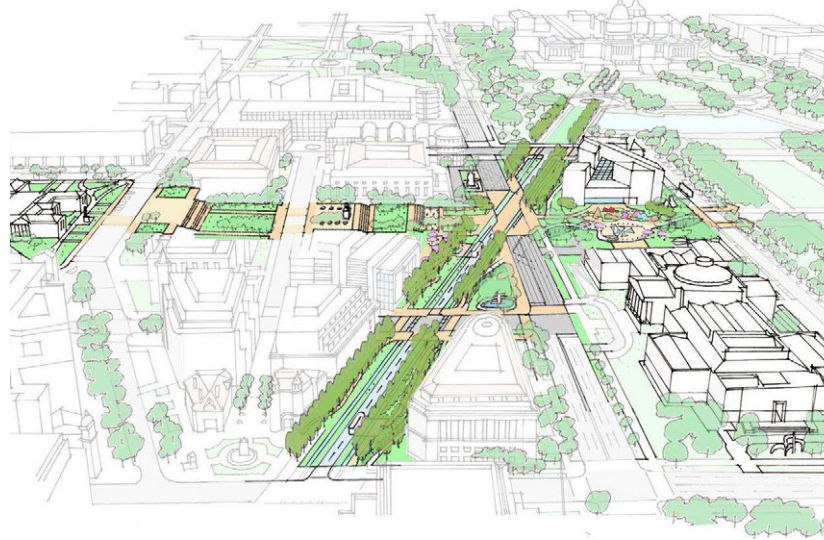
Linear Green



Civic Stage



Connect to the City



Connect to the National Mall



A Series of Plazas

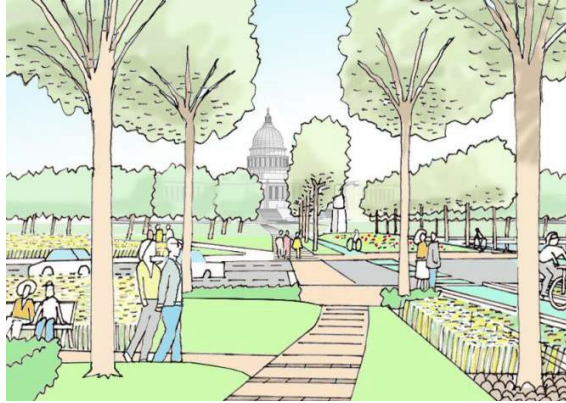


Pennsylvania Avenue at the U.S. Capitol Grounds

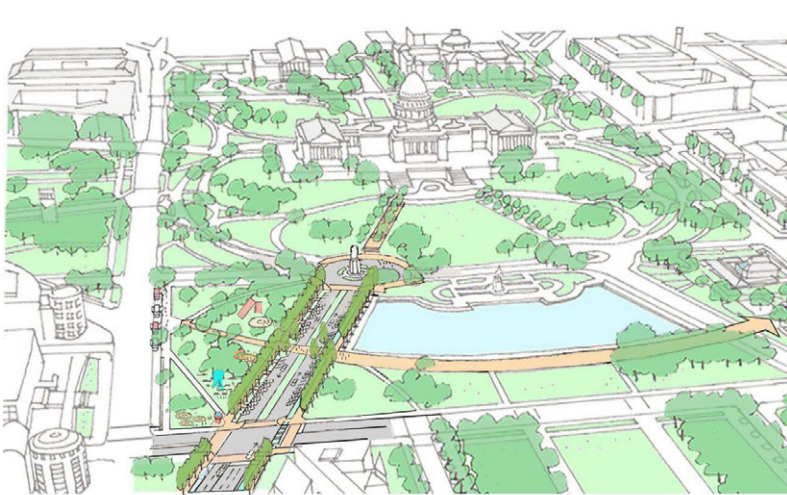
Urban Capital



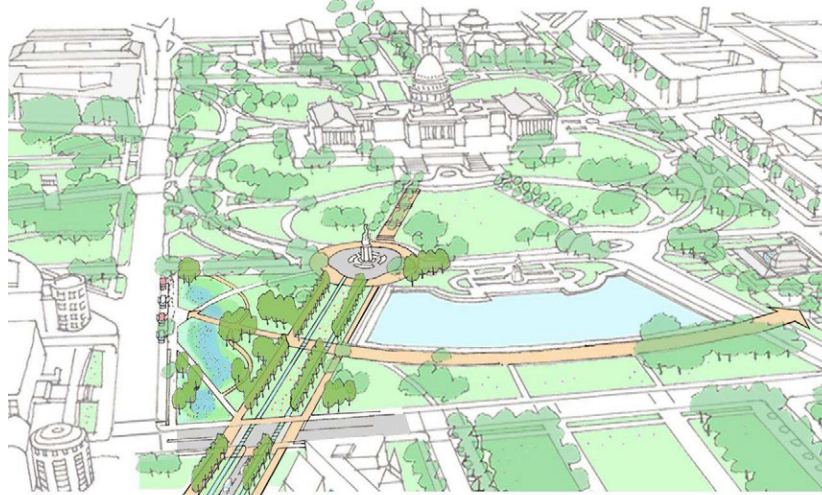
Linear Green



Civic Stage



A New Arrival Experience



A New Pedestrian Gateway



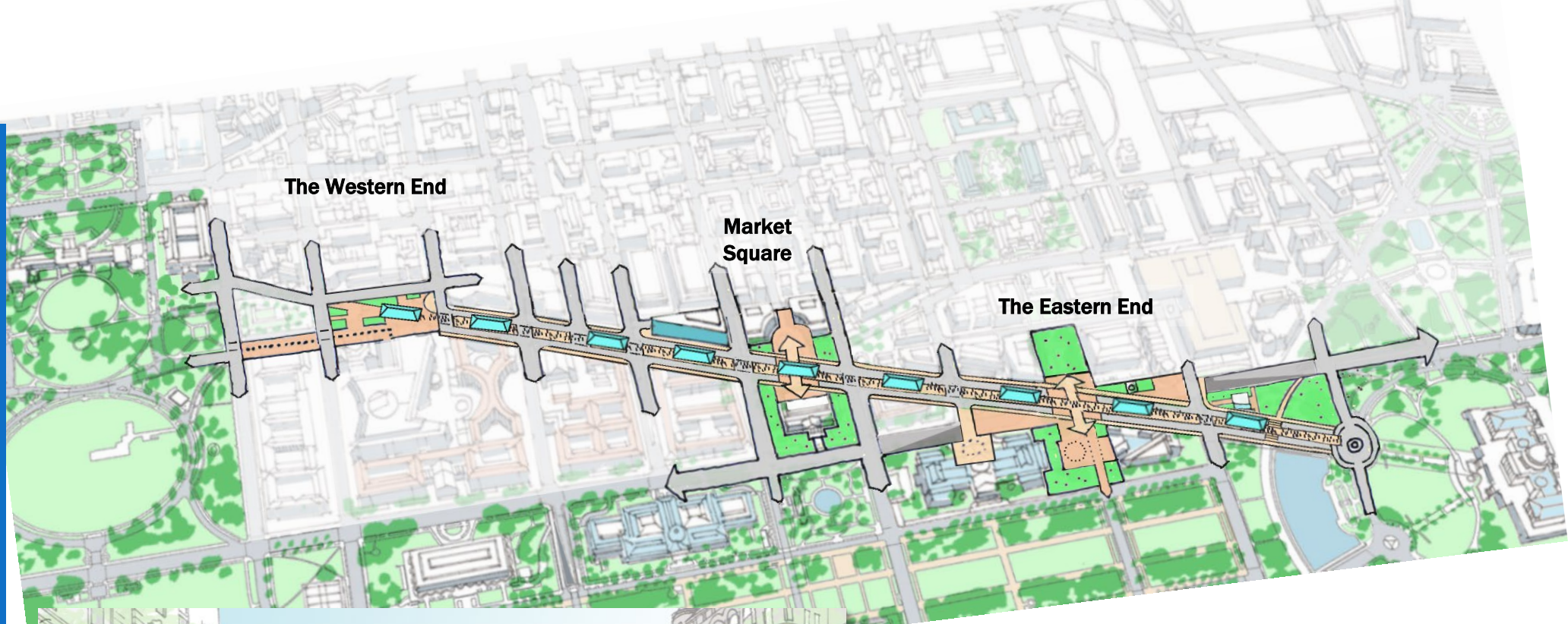
A New Ceremonial Entrance



The Avenue as *a Venue*: The Entire Avenue

The Avenue as *a Venue*

The Entire Avenue



What's Next?



The Avenue as *a Venue*

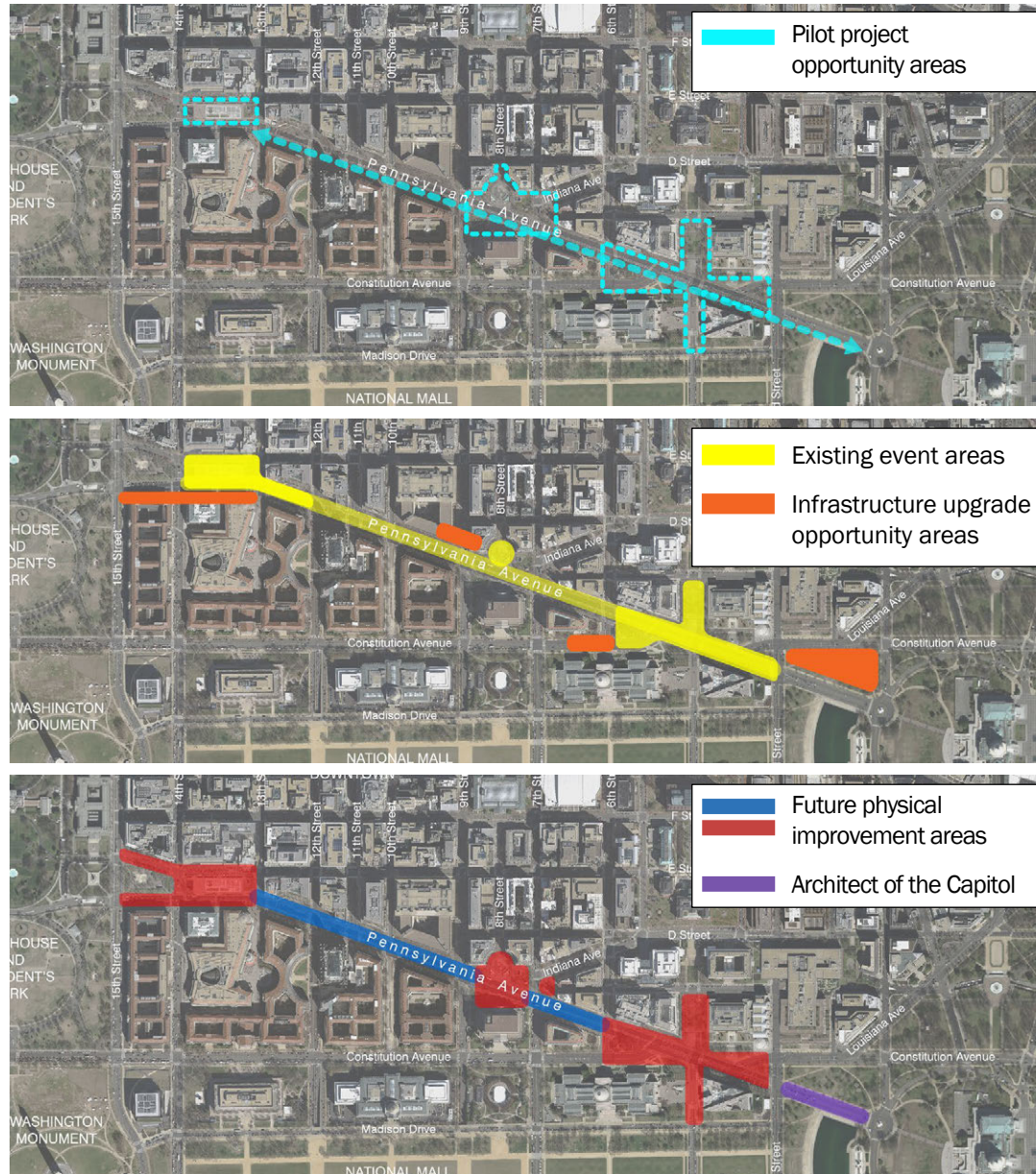
Why Now?

A new plan for the 21st Century

- **Infrastructure Plan**
- **Public Space Plan**
- **Governance**
- **Regulatory Framework**
- **Implementation**

The Avenue as a Venue

Incremental Improvements



NEAR-TERM – Pilot Projects

Potential locations for pilot projects to test feasibility of future improvements.

MID-TERM – Event-related Infrastructure

Potential locations for infrastructure upgrades to ready the Avenue for national Independence anniversary events in 2026.

LONG-TERM – Improve Over Time

Improvements to the urban rooms and the corridor can be sequenced and phased based on future need/priority.

The Avenue as *a Venue*

Next Steps

The Vision and Concepts

- Comment period: March – July
- Fall Commission briefing on public comments

Interim Action Items

- Elevate Programming
- Pilot project to test ideas
- Event-related Infrastructure Scoping

Long-Term

- Advance Planning and Design
- Prepare a New Plan, a blueprint for future change

www.ncpc.gov/initiatives/pennave/



What's most exciting about the vision:
The Avenue as a Venue?

How should we balance daily use and special event programming?

What aspects of the concepts can
best help us meet the vision?

An Avenue and *a Venue*