Pennsylvania Avenue
Vision and Concepts

• Background

• The Vision: *The Avenue as a Venue*

• Conceptual Approaches

• Next Steps

March 17, 2022
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

Daily life on the Avenue has ebbed and flowed over the years
The 1974 Pennsylvania Avenue Development Corporation Plan is close to 50 years old
Background
The Initiative

Executive Committee

Collaborating Stakeholders
- Events DC
- Downtown DC BID

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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

**The Avenue as a Venue**

**Three Building Blocks:**

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

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A place that prioritizes people over cars

March 17, 2022
The Avenue

as a Venue

Honoring Tradition

The nation's preeminent ceremonial boulevard
The Avenue’s characteristics can’t be replicated or surpassed anywhere 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

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Efforts to Revive Downtown

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

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The Avenue as a Venue

Three Conceptual Approaches

Urban Capital
A Complete Street

Linear Green
Linked Green Spaces

Civic Stage
A Central Promenade
Conceptual Approaches

Right-of-Way Allocation

Key
P Pedestrians
B Bike
T Travel
M Transit

The Avenue Today

Urban Capital

Linear Green

Civic Stage

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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

Inauguration Required Clearance – 80’
The Avenue as a Venue
Opportunities to transform the Urban Rooms

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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

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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

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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

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The Avenue as *a Venue*: The Eastern End
The Avenue as *a Venue*

The Eastern End
The Avenue as *a Venue*

The Eastern End

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Pennsylvania Avenue at the U.S. Capitol Grounds

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Urban Capital | Linear Green | Civic Stage

A New Arrival Experience | A New Pedestrian Gateway | A New Ceremonial Entrance

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The Avenue as *a Venue*: The Entire Avenue
The Avenue as a Venue

The Entire Avenue
A new plan for the 21st Century

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