Kennedy Street Revitalization Branding Meeting

Wednesday, March 8, 2017

Agenda

- Introductions
  - Project Team
  - Project Partners
- Historical Reference
  - Capt. Lansing H. Beach
  - Chase Kennedy or James Kennedy ?
- Possible Themes
- Neighborhood Now – The Community
- DC Water Overview
- Branding Items along Kennedy Street
- Logo/concepts
- Working Groups
- Questions and Comments

Briefing on:

DC Clean Rivers Project
Green Infrastructure Program

Briefing for:

Kennedy Street Revitalization Project
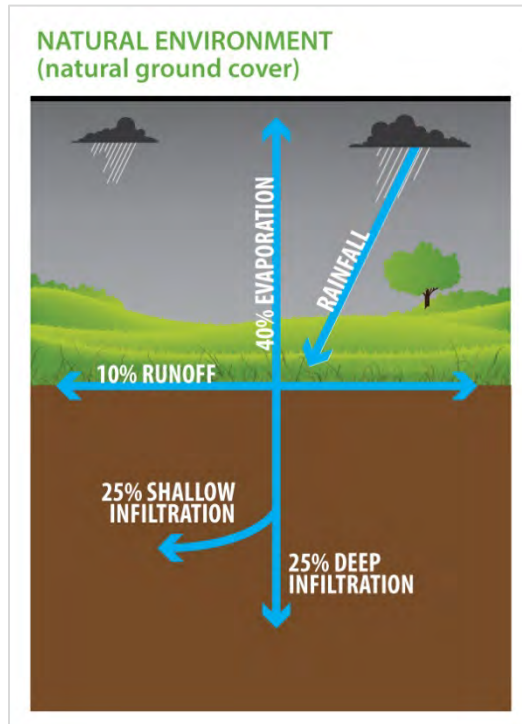# Project Branding Public Meeting

March 08, 2017

Kennedy Street GI Streetscape Project
Agenda

- Background
- What is Green Infrastructure
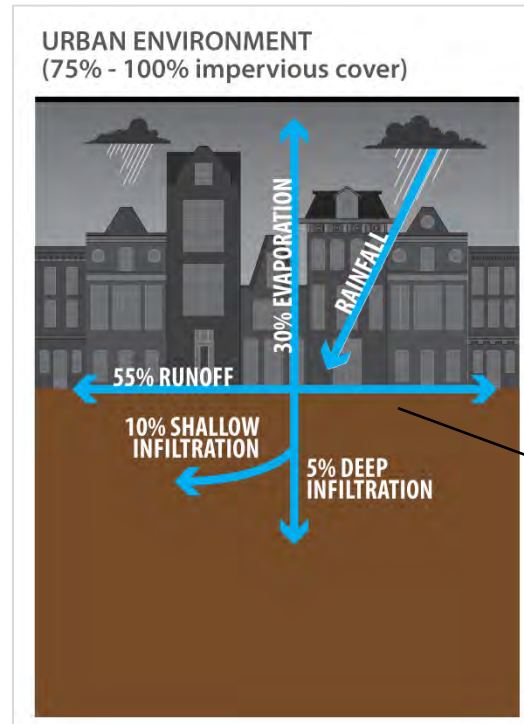- Kennedy Street GI Streetscape Project
- Questions

Green Roof at
Fort Reno Reservoir

dc clean
RIVERS
PROJECT

Background:
Why Stormwater is a Problem in DC and Other Cities

NATURAL ENVIRONMENT
(natural ground cover)

40% EVAPORATION

RAINFALL

10% RUNOFF

25% SHALLOW INFILTRATION

25% DEEP INFILTRATION

URBAN ENVIRONMENT
(75% - 100% impervious cover)

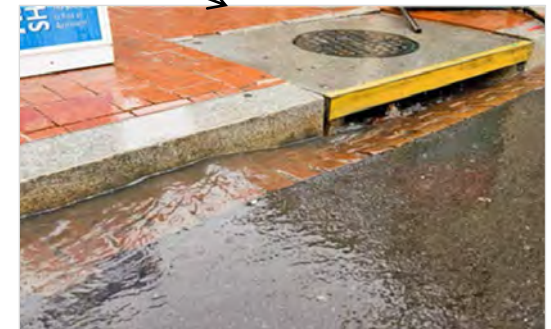30% EVAPORATION

RAINFALL

55% RUNOFF

10% SHALLOW INFILTRATION

5% DEEP INFILTRATION

Natural Environment:

0% Impervious Surface

Built Environment:

75-100% Impervious Surface

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Background:
Sewer Systems in DC

*Discharge occurs when pipe's capacity is exceeded
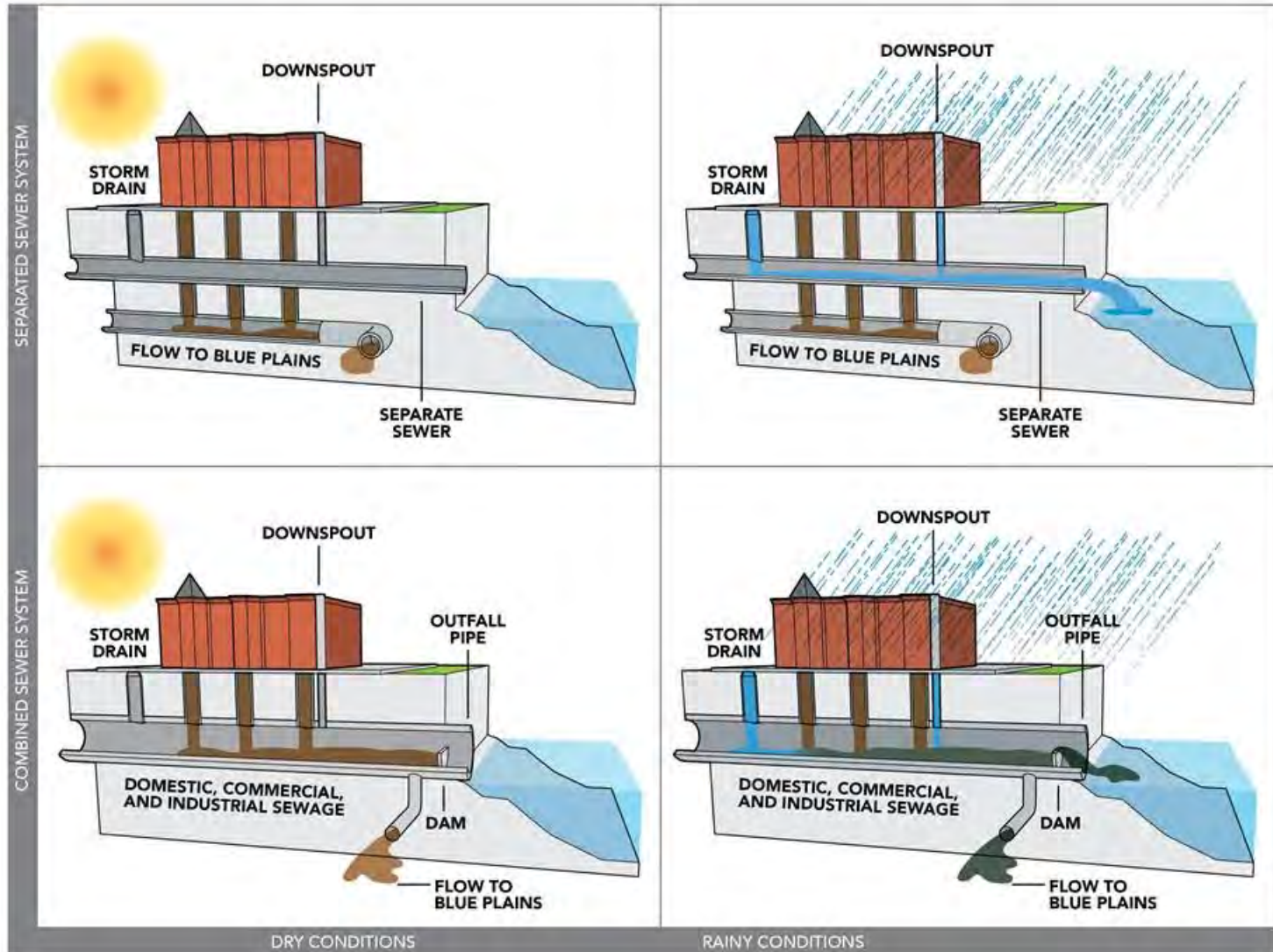
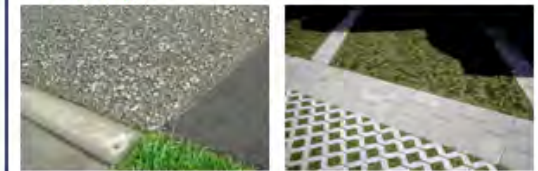# What is Green Infrastructure (GI)?: Examples of GI in cities
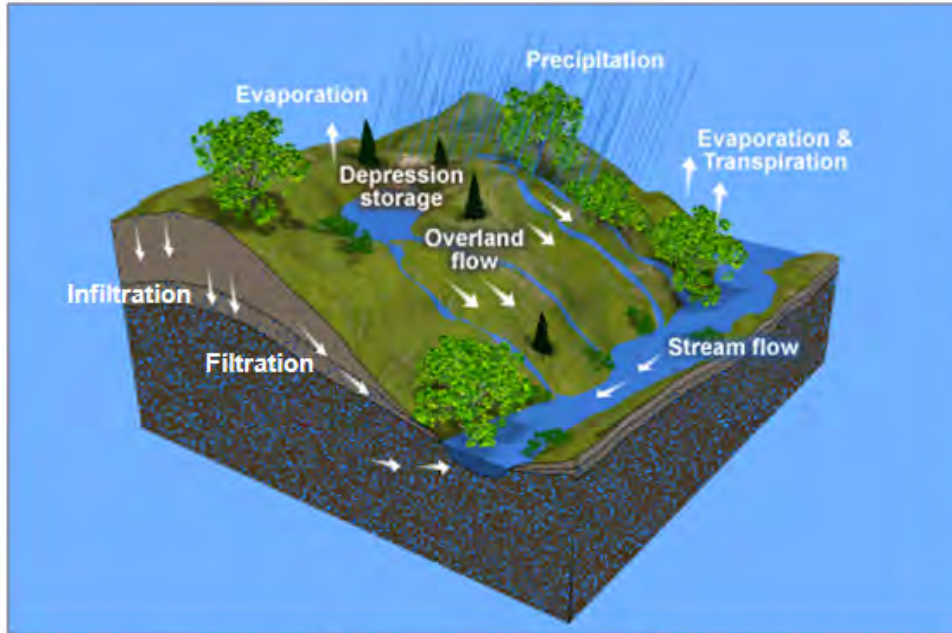
Bioretention and Rain Gardens

Permeable Pavement

Rain Barrels and Cisterns

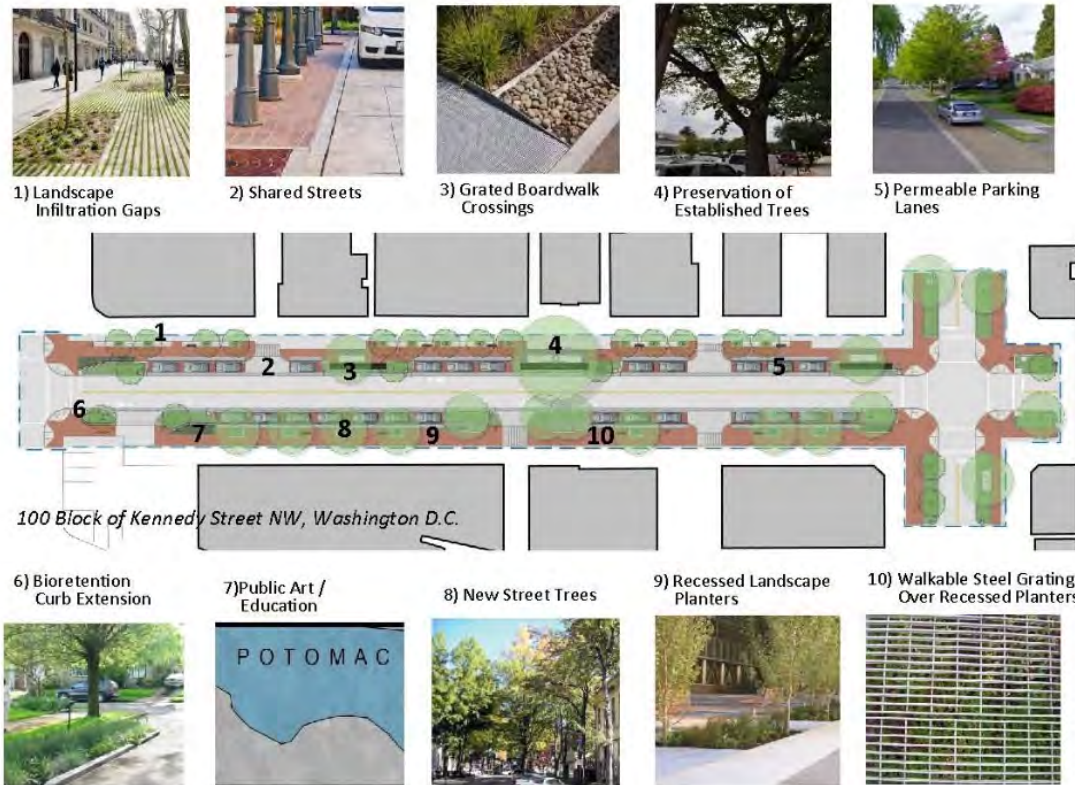**Vegetated Swales**

Native Landscaping

Green Roofs

Kennedy Street GI Streetscape Project:
## GI Features

Features:

- Landscape Infiltration Gaps
- Shared Streets
- Grated Boardwalks Crossings
- New and Preservation of Established Trees
- Permeable Parking Lanes
- Bioretention Curb Extensions
- Public Art/Education
- New Trees
- Recessed Landscape Planters
- Walkable Street Grating Over Recessed Planters

1) Landscape Infiltration Gaps
2) Shared Streets
3) Grated Boardwalk Crossings
4) Preservation of Established Trees
5) Permeable Parking Lanes

100 Block of Kennedy Street NW, Washington D.C.

6) Bioretention Curb Extension
7) Public Art / Education
8) New Street Trees
9) Recessed Landscape Planters
10) Walkable Steel Grating Over Recessed Planters

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Kennedy Street GI Streetscape Project:
Kennedy Street Today

Kennedy Street Green Infrastructure Streetscape Project:

- Bounded by 1st Street NW and Missouri Avenue NW
  - Approximately 800' long with a right-of-way width of 60'
  - Primarily commercial site
  - Brightwood Park neighborhood
  - Characterized by broad sidewalks, a mix of recently planted trees and mature trees, and underutilized commercial properties
  - Design closely coordinated with DDOT work on Kennedy Street NW

GI Challenge Streetscape
100 Block Kennedy Street NW

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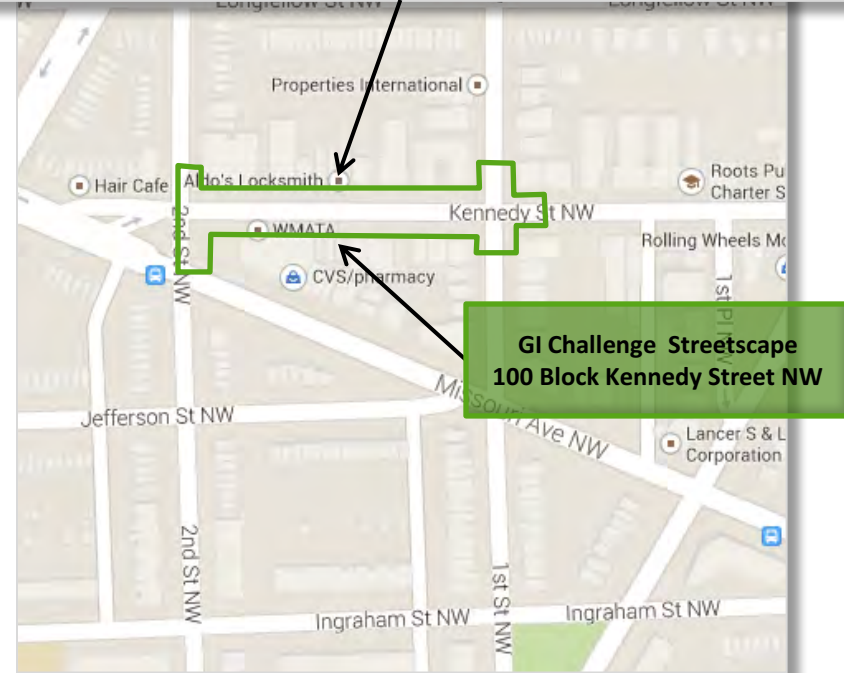
Kennedy Street GI Streetscape Project:
Maintenance of GI

- DC Water will maintain GI facilities

- DCCR's Green Infrastructure Maintenance Program goals:
  - Function
    - Ensure GI function to meet performance requirements.
  - Safety
    - Ensure public and maintenance crew safety.
  - Aesthetics
    - Ensure GI maintains the original project aesthetic goal.

Questions?

DC Water

DC Clean Rivers Project

Seth Charde, LEED AP

Green Infrastructure Assistant Manager

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Phone: 202-787-4730

PARK(ing) Day, 2014

Branding Items

- Banners and Banner Supports
- Benches, Bike Racks and Trash Cans
- Logo Signs
- Decorative Crosswalks
- Pavement Logo
- Public Art
- Playable Art – (Office of Planning)

Logo Design

Developed by The District
Department of Transportation
Rodney Sutton
Local Artist

Rules and Regulations

Public Realm Design Manual

a vital aspect of the built environment that helps to give a city its identity.
It primarily consists of the roadways, sidewalks, parks, plazas, and other open spaces that comprise the arteries and focal points of the urban framework.

DDOT Approved Street Sign

14th and Decatur, NW Washington, DC

DDOT Approved Light Pole Banner

Adams Morgan, Washington, DC

Lamp Post

Proposed placement along the Kennedy Street Corridor

Bench

Proposed placement along the Kennedy Street Corridor

DDOT Approved Bike Rack

Adams Morgan, Washington, DC

Bike Rack

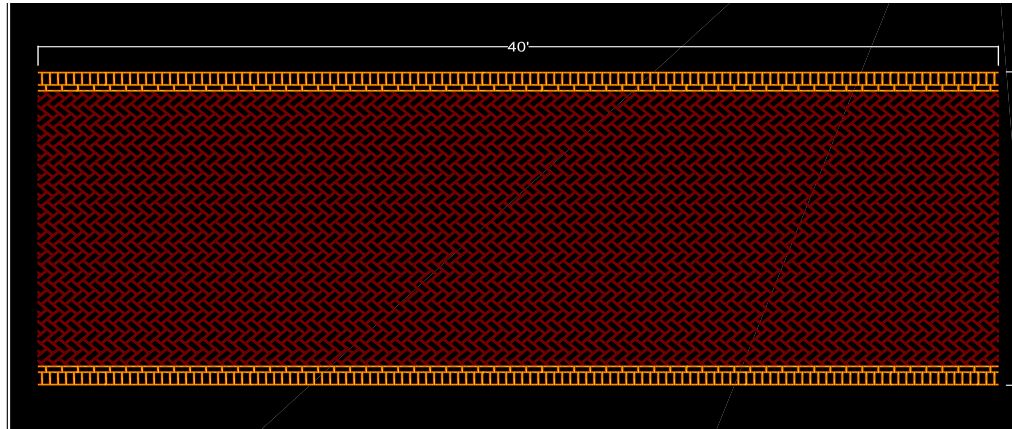Proposed placement along the Kennedy Street Corridor

Trash Bin

Proposed placement along the Kennedy Street Corridor

Dura Therm® Crosswalk
DDOT Approved Pattern Herringbone -22

Dura Therm® Crosswalk
DDOT Approved Pattern Herringbone -22

Improve traffic safety especially at intersections and multi-use paths

Enhance visibility for motorists, cyclists and pedestrians

Promote and/or revitalize community image and pride

Channel pedestrians across busy commercial parking areas

Entrance to George Mason University

George Mason University, Fairfax, VA

Street

Proposed placement along entrance to Kennedy Street Corridor

Working Group

- Break out session
- LOGO Concept Ideas
- Branding Discussion
- Timeline – Contract end date……

Questions and Comments