



## Information Presentation

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<b>PROJECT</b> <b>Pennsylvania Avenue Initiative</b> 3rd to 15th Street, NW Washington, DC	<b>NCPC FILE NUMBER</b> 7509
<b>SUBMITTED BY</b> National Capital Planning Commission	<b>NCPC MAP FILE NUMBER</b> 1.25(00.00)44618
<b>PRESENTER</b> Sarah Ridgely, Physical Planning Division	<b>REVIEW AUTHORITY</b> N/A

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The National Capital Planning Commission (NCPC), the General Services Administration (GSA), the National Park Service (NPS), and the District of Columbia Government formed an Executive Committee and launched the Pennsylvania Avenue Initiative. The group formed to collaborate on current planning work, improve operational coordination, and consider near- and long-term improvements to the Avenue between the White House and U.S. Capitol.

The purpose of this presentation is to update the Commission on the Initiative's Action Plan, which includes goals and strategies to guide and help determine how to improve the Avenue. This is a follow-up to the October 2017 presentation on the Initiative's key research, analysis, and findings.

The Executive Committee's Action Plan goals include:

1. *Celebrate the Avenue's civic role and democratic experience.*
2. *Develop the Avenue's vital urban landscape in and around awe-inspiring architecture.*
3. *Reinvigorate the Avenue's circulation and mobility for 21<sup>st</sup> century needs.*
4. *Elevate the identity of the Avenue as a great destination.*

To achieve these goals, the Executive Committee will:

Focus on programmatic changes to:

- Tell the clear, captivating story of our city and nation.
- Bring daily activity and interest back to the Avenue.
- Strengthen the Avenue's identity and character.

Pursue a redesign of the Avenue to:

- Reinforce its civic significance.
- Strengthen its daily use and experience.
- Ensure long-term operational success.

*Near-term actions* will focus on programmatic changes to tell the clear, captivating story of our city and nation; bring daily activity and interest back to the Avenue; and strengthen the Avenue's identity and character.

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*Long-term actions* will focus on redesigning the Avenue to reinforce its civic significance; strengthen its daily use and experience; and ensure operational success.

ATTACHED:

- Pennsylvania Avenue Initiative: Executive Committee Findings and Action Plan Summary (*Summary to be released to the public 5/3*)

**PROJECT TIMELINE**

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<b>Previous actions</b>	<b>July 10, 2014</b> – Commission received an information presentation on the Initiative background <b>October 5, 2017</b> – Commission received an information presentation on the Executive Committee research, analysis, and findings
<b>Remaining actions</b> (anticipated)	– Approval of revised Pennsylvania Avenue Plan ( <i>long-term</i> )

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