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Georgetown BID Announces Gateways Project Design Partner

Local firm Beyer Blinder Belle will lead the planning for enhancement of entry points into Georgetown, an initiative that emerged from the Georgetown 2028 15-year action plan.

Washington, D.C. (February 23, 2017) – The Georgetown BID has selected Beyer Blinder Belle, a renowned local architecture firm, as the design partner for the Georgetown Gateways project. The project will develop plans to enhance the major entry points into the commercial district with architectural, placemaking, and wayfinding elements that are unique to Georgetown and reflective of the character of the neighborhood. The initiative emerged from the [Georgetown 2028](#) 15-year action plan to alleviate the uncertainty many visitors experience in identifying the beginning of Georgetown’s commercial district.

The BID made the selection through a competitive bidding process. Beyer Blinder Belle, based in Georgetown, has a deep knowledge of the neighborhood, demonstrated design expertise and creativity, expertise in historic preservation, and a commitment to community engagement.

The firm will work with the Georgetown BID to engage the business community, residential community, and regulatory agencies to develop consensus-based designs for five primary entrances to Georgetown: K Street, Pennsylvania Avenue, M Street, Key Bridge, and Wisconsin Avenue.

“We’re very excited to work with Beyer Blinder Belle; they have a great reputation and they know Georgetown very well,” said Jamie Scott, Georgetown BID Economic Development Manager.

“Georgetown’s architectural character is already distinct, but there are opportunities to enhance the experience of arriving in Georgetown. We’re confident Beyer Blinder Belle will design gateway elements that are distinctive and contemporary but also respectful of this character.”

Beyer Blinder Belle combines expertise in architectural design, urban planning, environmental graphics, and sustainable design. Most recently in Georgetown, the firm designed 1055 High—the condo building at 1055 Wisconsin Avenue adjacent to the C&O Canal. Some of the firm’s other recent work in the D.C. area includes Central Place in Rosslyn, The Hepburn residences in Dupont Circle, the Union Station Redevelopment Master Plan, and the Adams Morgan Vision Framework, among others. Beyer Blinder Belle has been recognized with hundreds of awards, including the American Institute of Architects Firm award—the highest honor given annually to a practicing firm.

Scott says the BID’s Gateways Project team hopes to have a completed design for the gateways by the end of 2017 and begin implementation in 2018. The implementation is designed to phase in gateway elements at various sites.

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About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, destination management and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.

