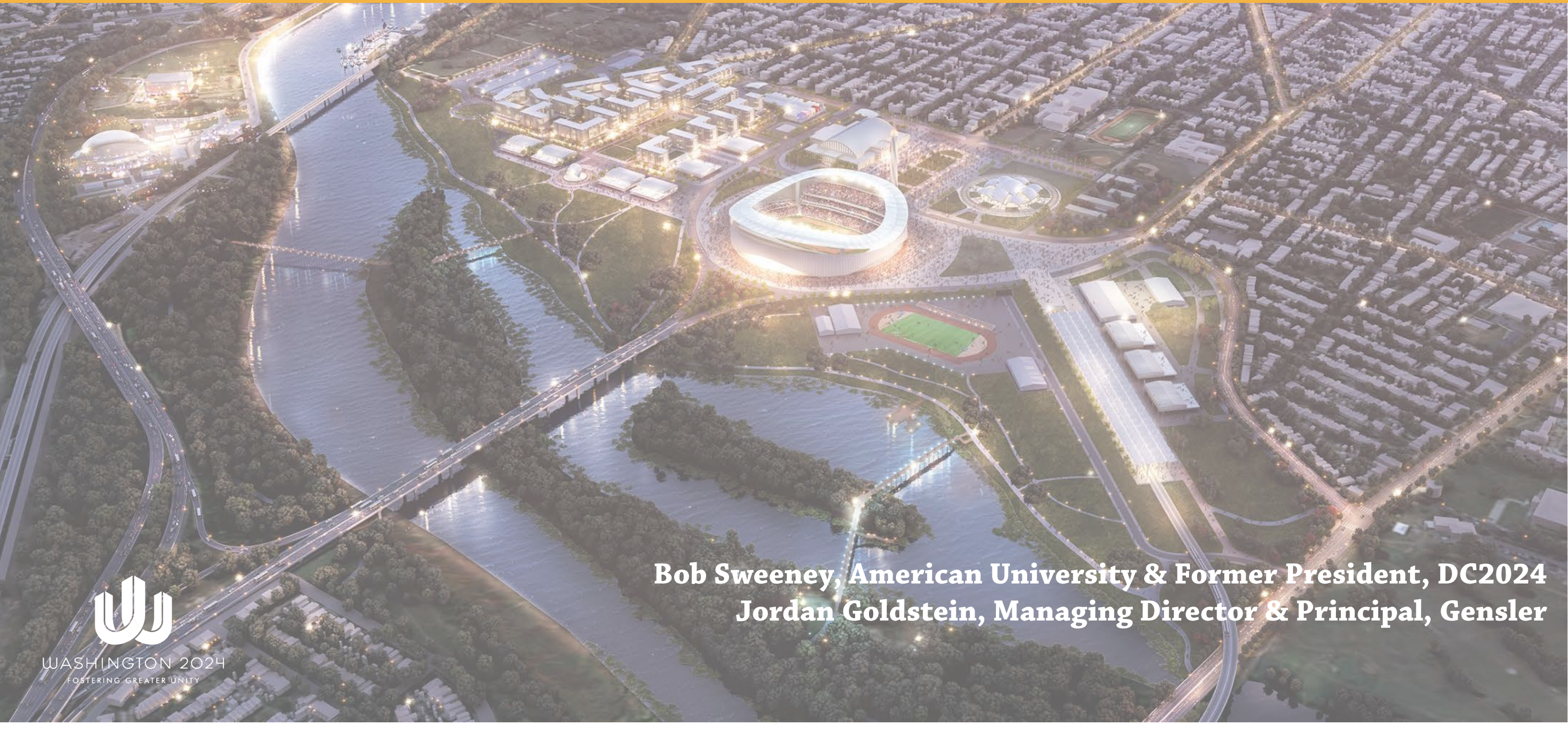


# WASHINGTON 2024: An Urban Games for a Changing City

2015 COG BOARD OF DIRECTORS | 09.09.2015



**Bob Sweeney, American University & Former President, DC2024**  
**Jordan Goldstein, Managing Director & Principal, Gensler**



WASHINGTON 2024  
FOSTERING GREATER UNITY

A group of women in red uniforms, likely flag bearers, are shown holding a variety of national flags. The flags are colorful and diverse, representing different countries. The women are standing in a line, and the scene is set against a dark background, possibly at night or in a dimly lit arena. The text is overlaid on the image in a large, white, sans-serif font.

HARNESSING THE  
POWER OF  
POSSIBILITY  
THROUGH SPORT

# WASHINGTON 2024: An Urban Games for a Changing City

2015 COG BOARD OF DIRECTORS | 09.09.2015

- BACKGROUND & USOC DIRECTIVES
- GUIDING THEMES
- THE PLAN
- REGIONAL COOPERATION
- THE LEGACY

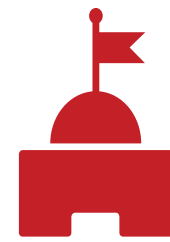


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# WHY WASHINGTON?





180  
EMBASSIES



MORE THAN  
170

LANGUAGES ARE SPOKEN  
IN THE GREATER  
WASHINGTON REGION



1,000  
INTERNATIONAL  
COMPANIES



OVER  
20%

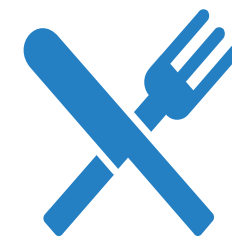
OF THE POPULATION ARE  
FOREIGN-BORN RESIDENTS



# A UNIQUE TOURIST DESTINATION



**100,000+**  
HOTEL ROOMS



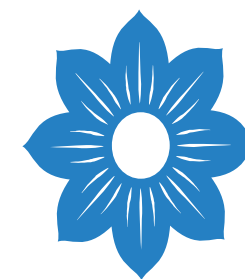
**100**  
FINE-DINING  
RESTAURANTS  
IN DOWNTOWN



**AWARD**  
WINNING CHEFS  
& RESTAURANTS



**MORE**  
HIGH-END  
SHOPPING AREAS  
THAN MANHATTAN



**1.5M**  
PEOPLE VISIT  
WASHINGTON EACH  
YEAR FOR THE  
NATIONAL CHERRY  
BLOSSOM FESTIVAL



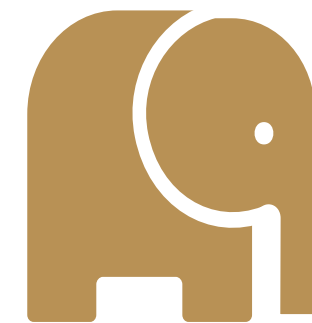
# A CITY OF RICH EXPERIENCES



75  
MUSEUMS  
TO VISIT

19  
SMITHSONIAN  
MUSEUMS &  
GALLERIES

137M  
WORKS OF  
ARTS AT THE  
SMITHSONIAN



NATIONAL ZOO

2,000 ANIMALS

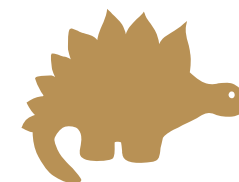
400 SPECIES

100 ENDANGERED



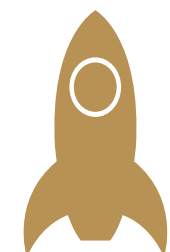
40  
PERFORMING  
ARTS VENUES

2 OF THE  
TOP 3  
MOST VISITED  
MUSEUMS  
IN THE WORLD



THE NATIONAL  
MUSEUM OF  
NATURAL HISTORY

7.6M VISITOR  
PER YEAR



THE NATIONAL  
MUSEUM OF  
AIR & SPACE

6.8M VISITOR  
PER YEAR



WASHINGTON NEEDS THE OLYMPICS

MAKING THE TWO WASHINGTONS ONE



# TO FOSTER GREATER UNITY

“SPORT HAS THE POWER TO CHANGE THE  
WORLD.

IT HAS THE POWER TO INSPIRE.  
IT HAS THE POWER TO UNITE PEOPLE IN A WAY  
THAT LITTLE ELSE DOES. IT SPEAKS TO YOUTH  
IN A LANGUAGE THEY UNDERSTAND.

SPORT CAN CREATE HOPE WHERE ONCE THERE  
WAS ONLY DESPAIR. IT IS MORE POWERFUL THAN  
GOVERNMENT IN BREAKING DOWN RACIAL  
BARRIERS.”

NELSON MANDELA, 1995, JOHANNESBURG  
1995 RUGBY WORLDCUP



# REGIONAL COOPERATION



WASHINGTON 2024  
FOSTERING GREATER UNITY





# UNITY IN THE CAPITAL REGION

## UNPRECEDENTED AND DEEP BIPARTISAN SUPPORT



*Isiah Leggett*  
Isiah Leggett  
County Executive  
Montgomery County

*Kenneth S. Ulman*  
Kenneth S. Ulman  
County Executive  
Howard County



STATE OF MARYLAND

*Stephanie Rawlings-Blake*  
Stephanie Rawlings-Blake  
Mayor  
City of Baltimore

*Laura A. Neuman*  
Laura A. Neuman  
County Executive  
Anne Arundel County

*Rushern L. Baker, III*  
Rushern L. Baker, III  
County Executive  
Prince Georges County

*Patrick H. Nutter*  
Patrick H. Nutter  
President  
Board of County Commissioners  
Calvert County

*Robert G. Gatto*  
Robert G. Gatto  
Chairman  
Board of County Commissioners  
Garrett County

# UNITY IN THE CAPITAL REGION

## UNPRECEDENTED AND DEEP BIPARTISAN SUPPORT



COMMONWEALTH of VIRGINIA

*Terence R. McAuliffe*  
**Terence R. McAuliffe**

*Thomas K. Norment, Jr.*

**Thomas K. Norment, Jr.**  
 Majority Leader  
 Virginia State Senate

*Ralph S. Northam*

**Ralph S. Northam**  
 Lieutenant Governor

*Walter S. Stosch*

**Walter S. Stosch**  
 President Pro Tempore  
 Virginia State Senate

*William J. Howell*

**William J. Howell**  
 Speaker of the House  
 Virginia House of Delegates

*Richard L. Saslaw*

**Richard L. Saslaw**  
 Minority Leader  
 Virginia State Senate

*David J. Toscano*

**David J. Toscano**  
 Minority Leader  
 Virginia House of Delegates

*M. Kirkland Cox*

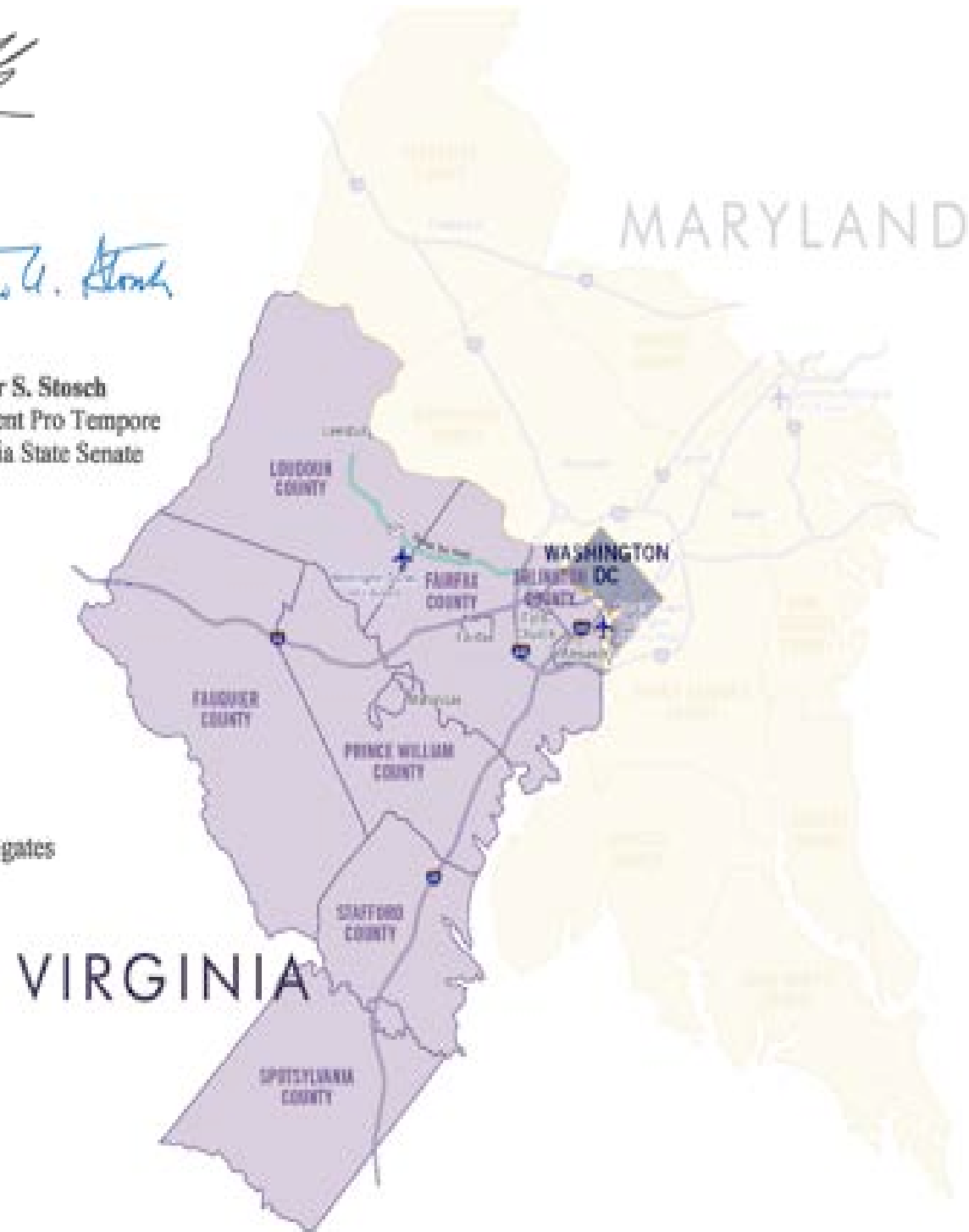
**M. Kirkland Cox**  
 Majority Leader  
 Virginia House of Delegates

*Mark R. Herring*

**Mark R. Herring**  
 Attorney General



*Anthony J. Romanello*  
**Anthony J. Romanello, ICMA-CM**  
 County Administrator



**“IMAGINE THE CITY IN 2050.  
HOW HAS AN OLYMPIC GAMES  
SHAPED THIS VISION?”**



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# DC2024 Guiding Themes

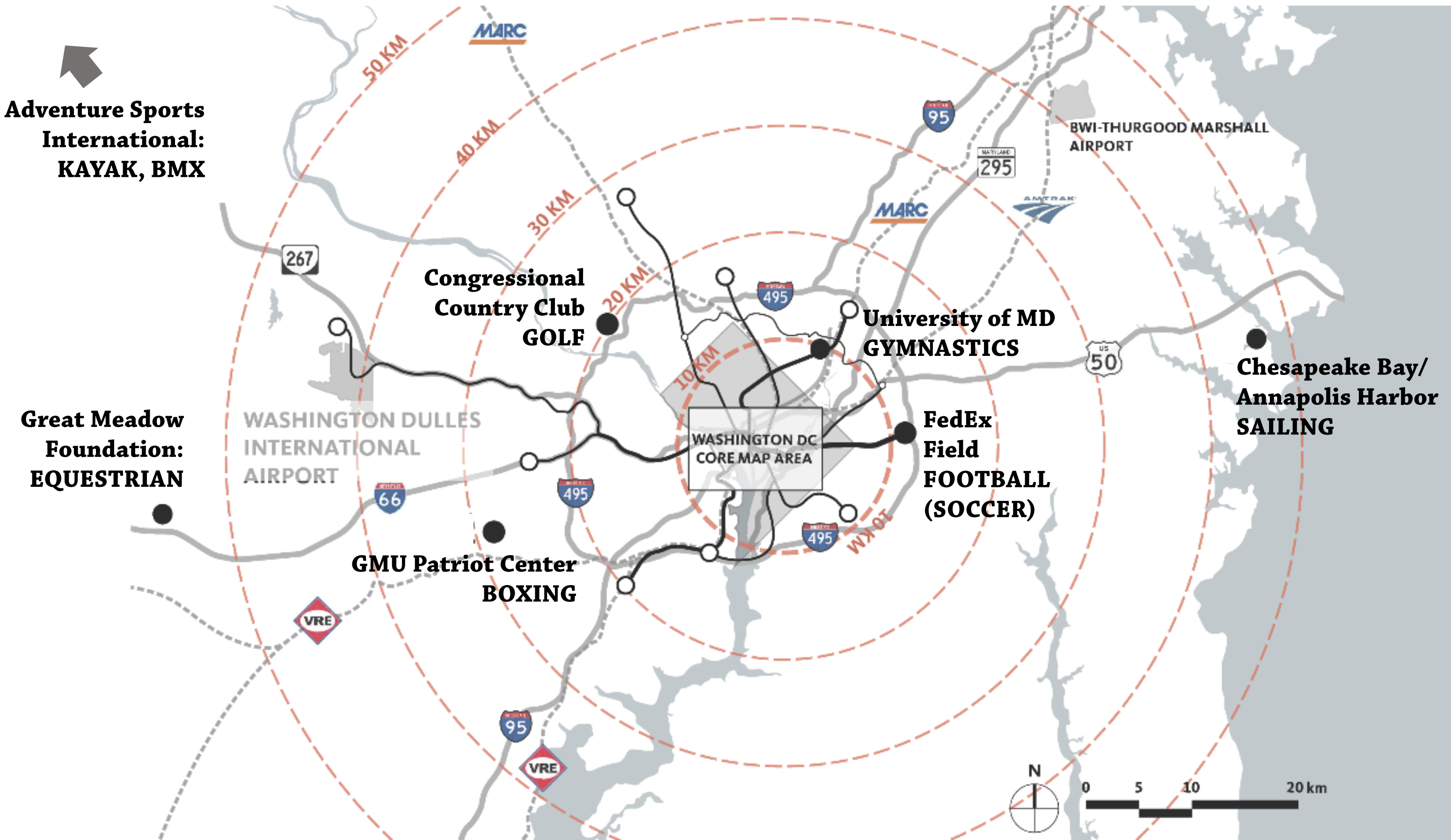
- COMPACT GAMES
- SUPERIOR ATHLETE EXPERIENCE
- SHOWCASE THE BEST OF THE REGION
- NO “WHITE ELEPHANTS”



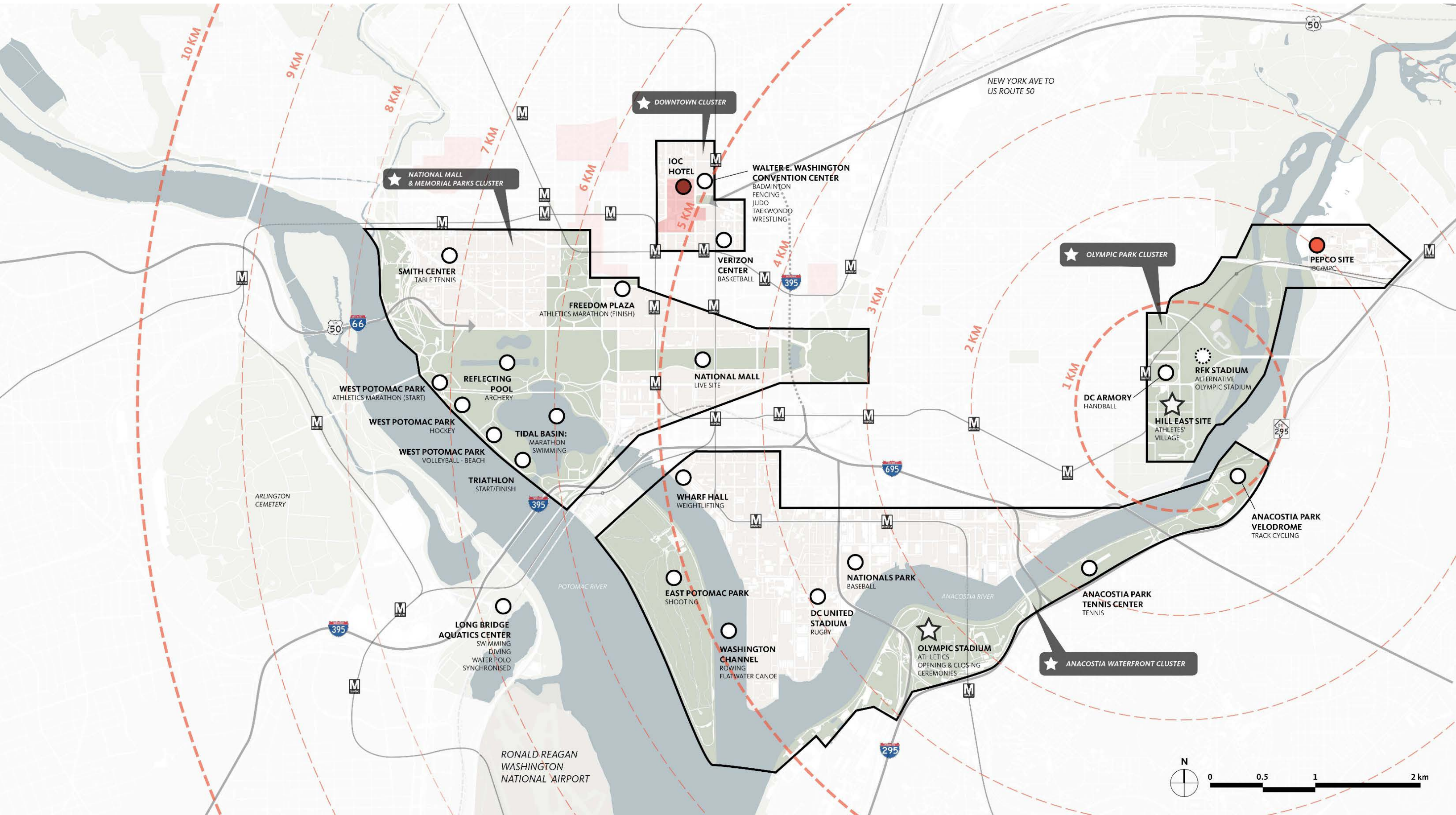




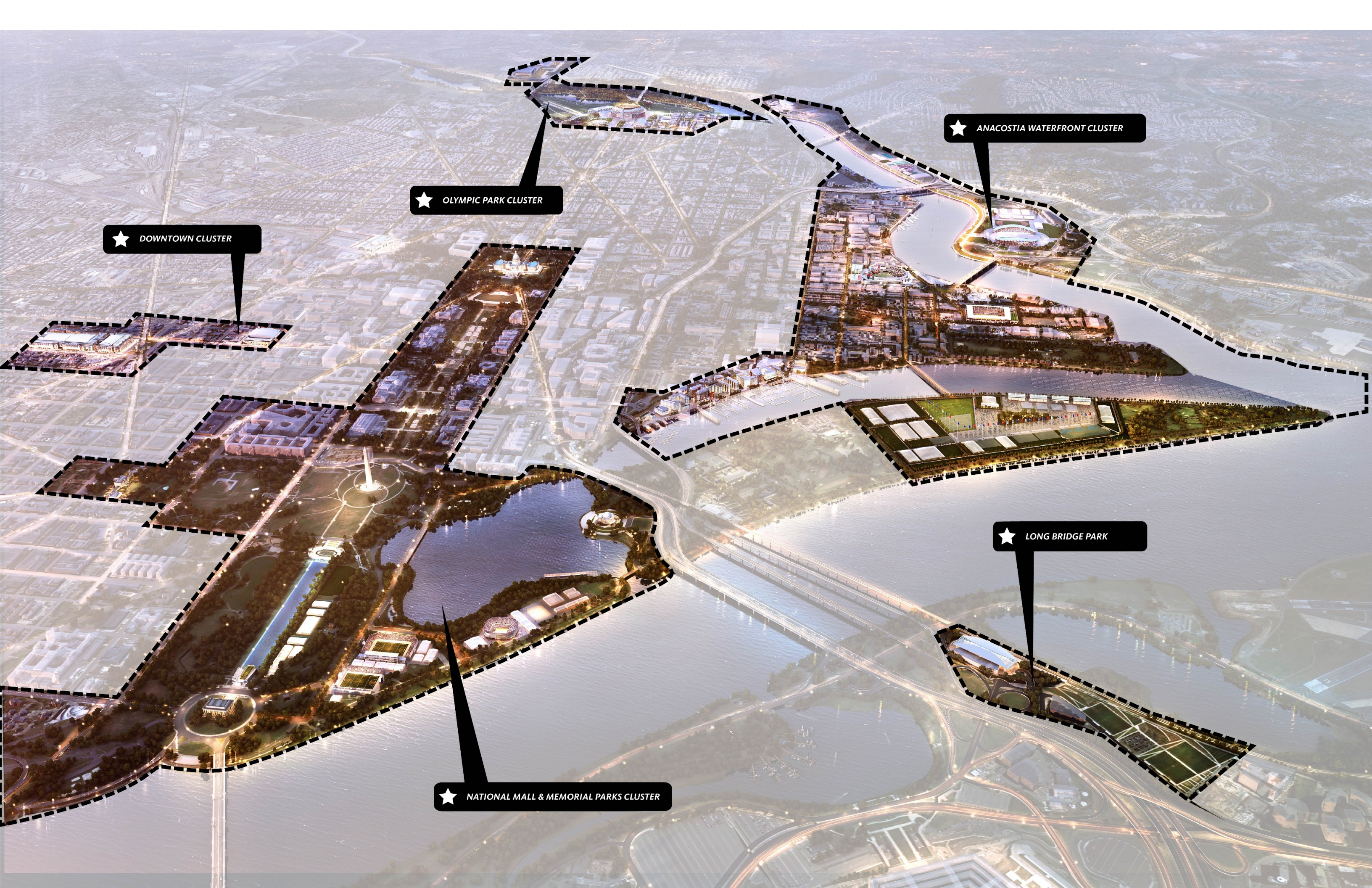
# Regional Venue Plan: 2024



# Core Venue Plan: 2024







★ DOWNTOWN CLUSTER

★ OLYMPIC PARK CLUSTER

★ ANACOSTIA WATERFRONT CLUSTER

★ LONG BRIDGE PARK

★ NATIONAL MALL & MEMORIAL PARKS CLUSTER

# SITES AND VENUES



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# Waterfront-Focused Vision



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# Transit-Served Games



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# Transit-Served Games

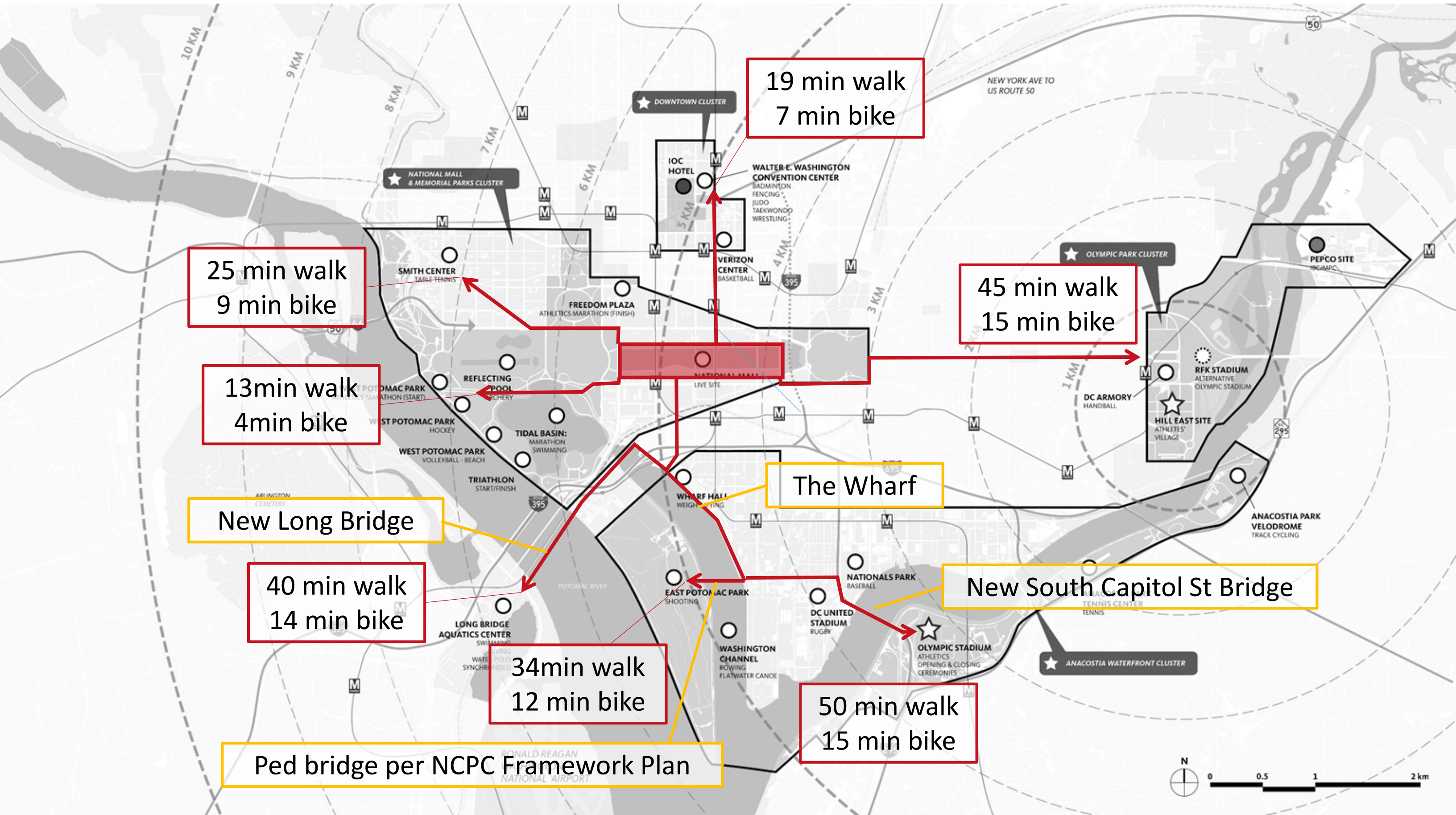
- LARGE OVERLAP OF VENUES AND METRORAIL
- MINIMAL CAPITAL IMPROVEMENTS NECESSARY

## EXISTING PLANS

- SILVER LINE PHASE 2
- N/S STREETCAR
- E/W STREETCAR
- ANACOSTIA/M ST STREETCAR
- PURPLE LINE
- WMATA'S MOMENTUM PROGRAM 2025 INITIATIVES



# Compact Games = Walking & Cycling



# Transportation Legacy

- FUNDING OF LONG-RANGE PLANS
- POTENTIAL METRO STATION IMPROVEMENTS
- OPERATIONAL IMPROVEMENTS
- MULTI -JURISDICTIONAL  
COMMUNICATION/COOPERATION



# Olympic Park Vision



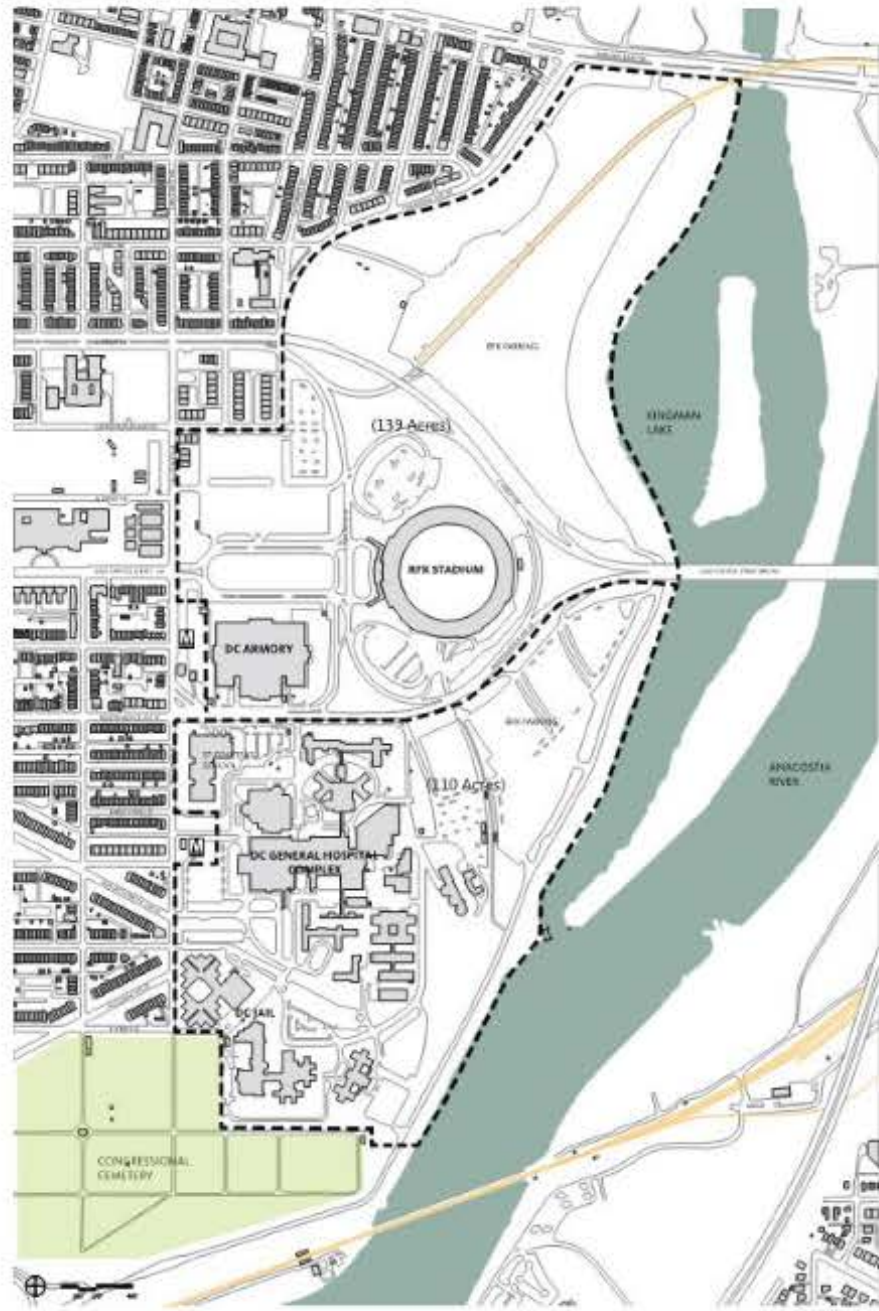
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# Olympic Village Vision



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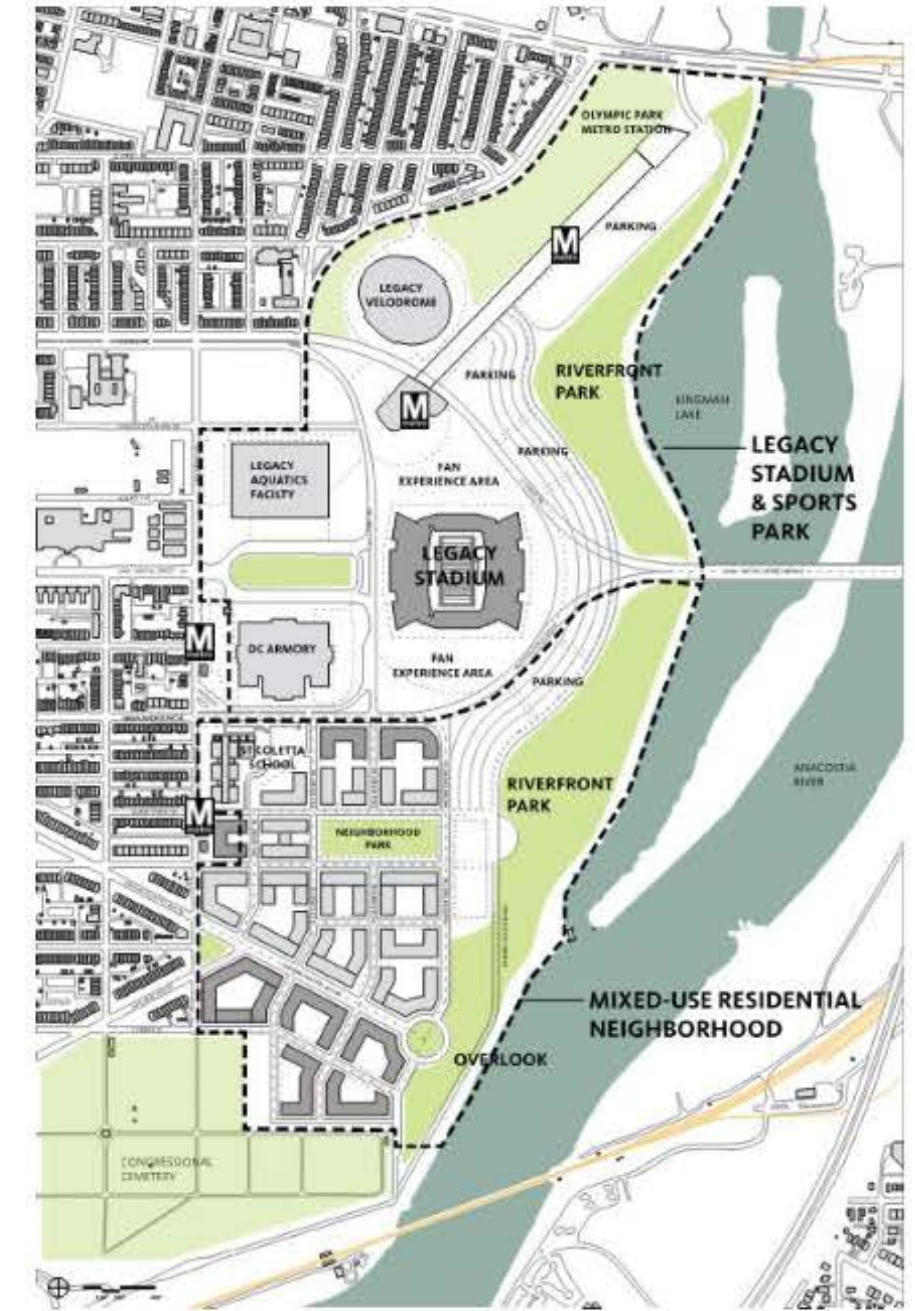
# From Games to Legacy



EXISTING CONDITIONS



GAMES MODE



LEGACY MODE



# Riverfront Park



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# Anacostia Riverfront



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# Long Bridge & Potomac Park



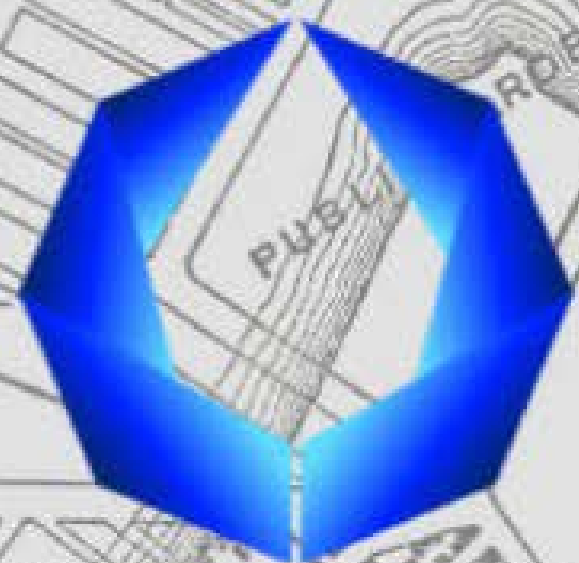
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# CONCLUSIONS



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# What happened?



**BOSTON**

**2024**



**BOSTON 2024**

# No really?



Deliverable 2 & 4



# A Legacy without the Games...



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**QUESTIONS?**



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