

PRESS ADVISORY

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AdamsMorgan MainStreet Group

Combining Diverse Pieces into a Beautiful Puzzle

AdamsMorgan MainStreet: First Comprehensive Bike Rack Plan & Installation

WHEN: Saturday, April 22, 2006 at 12:30 p.m.

WHO: AdamsMorgan MainStreet Group, Lisa Duperier
DDOT Director Michelle Pourciau
Councilmember Jim Graham, Ward One
Commissioner Graham King, ANC1C
Eric Gilliland Washington Area Bicyclist Assn.(WABA)
Dedication & Installation of business area bike racks
(Demonstrations of proper bike gear and bike rack usage.)

WHERE: Outside Tryst (2459 18th Street, NW)

AdamsMorgan MainStreet Group brings 35 new bike racks to the neighborhood business area. As a result of its Bike Rack Study and Plan, AdamsMorgan MainStreet worked with local businesses and DDOT to create user-friendly bike parking on 18th St and Columbia Rd. "To make our retail and overall business area accessible and pedestrian friendly, we wanted additional, well-placed bike parking. This should decrease the amount of 'sidewalk-blocking' bike parking at parking meters, street signs, and light poles, and we tailored the installation of racks at a 45 degree angle to maximize pedestrian walking space."

Says Eric Gilliland of WABA, "We commend AdamsMorgan MainStreet for its vision in doing this study and installation plan because Adams Morgan has the highest rate of bicycle commuting of any DC neighborhood and the lowest rate of car ownership." Previously, bike parking was found in only four locations: Third Power Fitness, Tryst, Asylum and Safeway. All these owners, such as Asylum's John Andrade, are recognized for their initiative in installing racks themselves. Tryst owner Constantine Stavropoulos has gone so far as to request racks at all of his business locations.

DDOT's Director Michelle Pourciau explained, "For the first time, DDOT is able to implement this type of partnership and request by AdamsMorgan Main Street because of a bulk purchase by DDOT of the black U-shaped bike racks. We hope others will follow Adams Morgan's lead in taking advantage of these racks."

Graham King, Commissioner ANC1C demonstrates how to use the racks and proper bike attire. "As a physical fitness expert and bicycle enthusiast, I can attest how great all these new racks are for businesses and riders!"

AdamsMorgan MainStreet's Design Committee formed a Bike Parking Task Force to review existing bicycle parking facilities, and recommend locations for new racks, concentrating on the most heavily trafficked areas on 18th St. and on Columbia Rd. Task Force members included: Brian Harrison, owner, the Reef; Eric Gilliland, director, Washington Area Bicyclist Association; Euan Fisk, manager, City Bikes; John Andrade, owner, Asylum; and Dorothy Andrade, Design Committee, AdamsMorgan MainStreet Group.

Other participants recognized include Brenda Hill of Safeway, Constantine Stavropoulos of Tryst, Jim Sebastian of DDOT Bicycle Program, Gabriela Mossi, Executive Director of AM MainStreet Group, and ANC1C-07 Commissioner Wilson Reynolds.

Adams Morgan Main Street Group is a volunteer-based, non-profit made up of residents, businesses, and non-profits working together to improve the neighborhood business area.

For more info, please visit: www.AMMainStreet.org

AdamsMorgan MainStreet is an official program of reSTORE DC/DC Main Streets

www.AMMainStreet.org

