

## Cleveland Park Citizens Association

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Office of the DC Zoning Commission  
441 4<sup>th</sup> Street NW  
Washington, DC, 20001

*Re: Case # 08-15 (Friendship-Macomb SC Inc. – Consolidated PUD Approval & Related Map Amendment – Square 1920, Lot 813 and Square 1920-N, Lots 1 and 2)*

- (a) I am George Idelson, president of the Cleveland Park Citizens Association, (CPCA), 3035 Newark Street NW, Washington, DC 20008, 202-362-4279.
- (b) CPCA hereby requests the Zoning Commission to allow us to appear as a party in this case.
- (c) We will appear as an opponent of the PUD application, although we strongly support the basic component of this application to build a new, modern and larger grocery store to replace the present 18,000 square-foot Giant grocery store.
- (d) CPCA does not plan to appear through legal counsel.
- (e) Witnesses testifying for CPCA will be: George Idelson, president; Peter Espenschied, first vice president; Dorn McGrath, member (who will testify as an expert witness; cf. (g) below); and possibly one additional witness whose name will be provided before the hearing.
- (f) The witnesses will focus on two issues: (1) *The Contract*: Giant's proposal addresses an important goal of the Contract among Giant, CPCA and the DC Office of Planning (evidenced by the Letter of Agreement dated May 3, 2002) to replace the small, outmoded grocery store with a larger, more modern store, and to create a neighborhood-friendly retail streetscape along the south block of Wisconsin Avenue. We generally endorse the way Giant has approached the Wisconsin Avenue streetscape issue, but the scale of the store raises issues in need of scrutiny by the Zoning Commission (including the impact and adequacy of loading facilities). (2) *The Overlay*: The overall size of the project bumps up against zoning constraints that have prompted the applicant to seek removal of the PUD area from the Macomb-Wisconsin Neighborhood Commercial Overlay, which declares the shopping center to be neighborhood oriented and limits uses that would impose undue impact on the surrounding community. In particular, Giant is asking for 375 linear feet of PUD frontage for restaurants and bars, enough to house seven restaurants the size of Café Deluxe. Giant has failed to demonstrate that it cannot achieve its goal (and ours) of a new, enlarged and improved grocery store without removing the Overlay from the project area, and without an outsized building on the north

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ZONING COMMISSION

District of Columbia

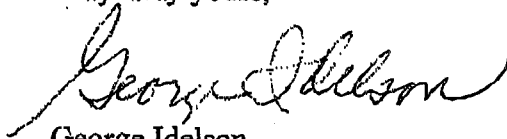
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EXHIBIT NO. 67

block. The contrast between the characteristics of the proposed project and the requirements of the Comprehensive Plan will be analyzed.

- (g) CPCA will offer one expert witness: Dorn McGrath, Jr., M.C.P., Professor Emeritus of Urban and Regional Planning, George Washington University; President, American Institute of Planners, 1971-3; American Institute of Certified Planners, 1978 -; College of Fellows AIP.
- (h) We request to be allowed at least 20 minutes to present our case.
- (i) CPCA has a membership of approximately 425 persons, almost all of whom reside within the defined geographical area of the Association, the western boundary being the west-side properties along Wisconsin Avenue, including the proposed PUD area. Many of CPCA's members live where they will be impacted by traffic volume and parking spillover generated by the scale of the PUD. While CPCA is in support of the positions of other parties in opposition, it has particular interests that arise from its role as the only active citizens association contiguous to, or close to, the PUD area. Its members were instrumental in the creation of the Neighborhood Commercial Overlay Districts, and in the creation of the Cleveland Park Historic District, which abuts the PUD area. CPCA is the citizens' representative with respect to the 2002 Contract which was created to govern development of the south block, within the present PUD area.

Very truly yours,



George Idelson  
President, CPCA