

CONNECTICUT AVENUE

Development Guidelines

September 2023



District of Columbia
Office of Planning

ZONING COMMISSION

District of Columbia

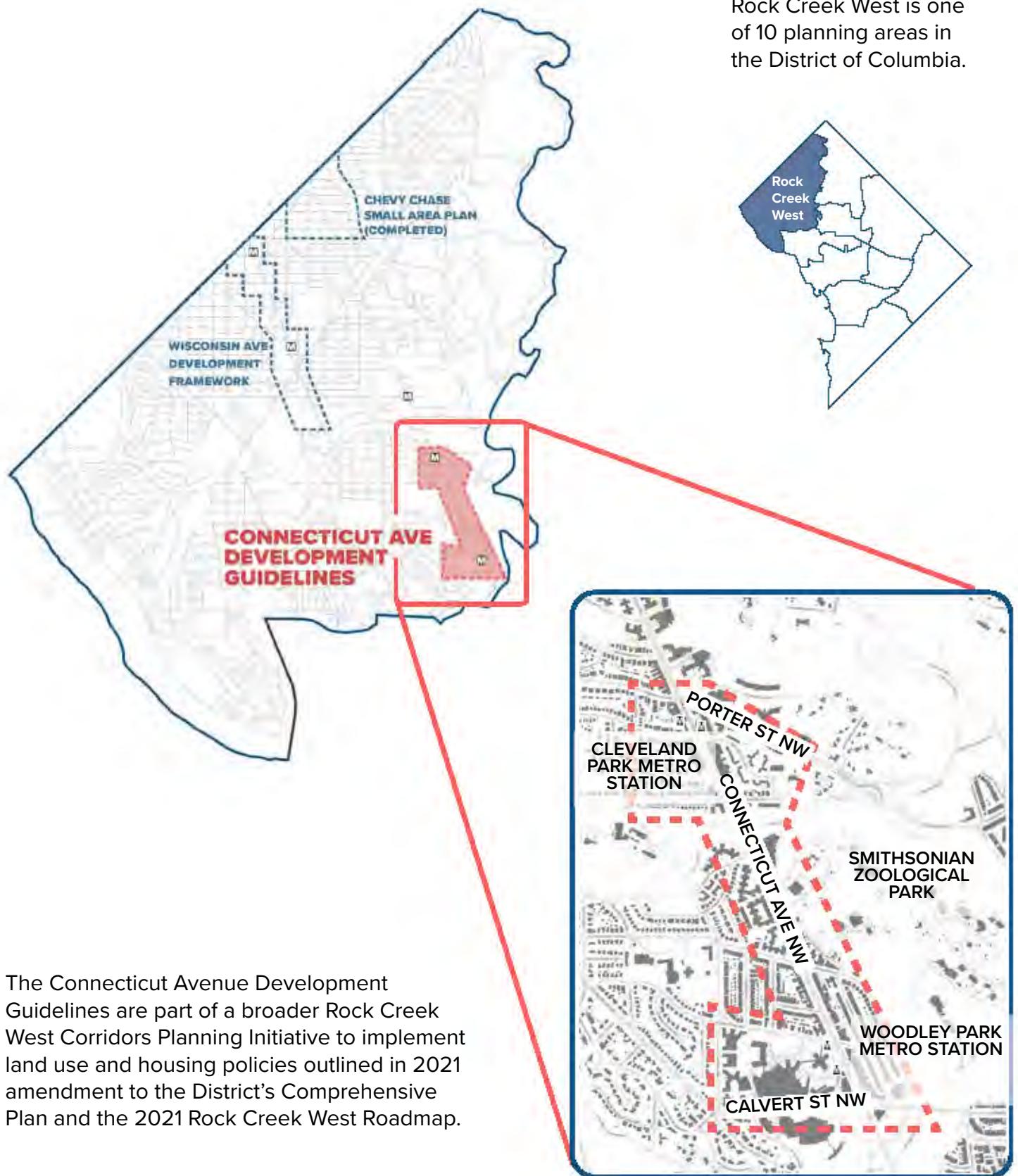
CASE NO. 25-09

02 - BUILDING DESIGN GUIDELINES

EXHIBIT NO. 6



Rock Creek West is one of 10 planning areas in the District of Columbia.



The Connecticut Avenue Development Guidelines are part of a broader Rock Creek West Corridors Planning Initiative to implement land use and housing policies outlined in 2021 amendment to the District's Comprehensive Plan and the 2021 Rock Creek West Roadmap.

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“The District’s vision includes achieving an equitable distribution of no less than 15 percent affordable housing in each Planning Area by 2050. This will help make Washington, DC an equitable and inclusive city where all residents, regardless of their household type, size, and income, can access housing that is healthy, safe, and affordable in every neighborhood.” - 2019 Housing Equity Report



“Only 1% of Rock Creek West’s housing units are dedicated affordable housing – the fewest of the District’s 10 Planning Areas... When high-opportunity neighborhoods, such as Rock Creek West, lack affordable housing or when areas with affordable housing lack neighborhood services and amenities, residents in low-income households are excluded from important social and economic opportunities.” - 2021 Rock Creek West Roadmap

EXECUTIVE SUMMARY

The Connecticut Avenue Development Guidelines sets a framework for integrating mixed-use development into the Woodley Park and Cleveland Park Historic Districts to support the need for housing at various income levels and household sizes while sustaining a thriving commercial corridor and enhancing the public realm for residents and visitors. Part of a broader Rock Creek West Corridors Planning Initiative, the Connecticut Avenue Development Guidelines implement land use and housing policies outlined in the 2021 amendment to the District's Comprehensive Plan (Comp Plan) and the 2021 Rock Creek West Roadmap.

The study area focuses on the commercial properties along the segment of Connecticut Avenue, bounded by Porter Street to the north and Calvert Street to the south, as outlined on the Comp Plan Generalized Policy Map (GPM) which identified this corridor as a Future Planning Analysis Area. Specifically, the guidelines in this document support transit-oriented development at the Cleveland Park and Woodley Park Metro stations.

The Connecticut Avenue Development Guidelines was produced through a robust year-long community engagement process. An Existing Conditions Report complemented by a Public Life Study for the corridor were completed at the outset of this process. These reports contain background information on demographics, housing, economic, and social trends, as well spatial analysis of the built environment that informed the development of the design principles and guidelines in this document. The Connecticut Avenue Development Guidelines can be used by the Zoning Commission in the review of new zoning consistent with the Comp Plan, by the Zoning Commission and Historic Preservation Review Board in case review for development projects, and by District Government agencies, property owners, and civic organizations for stewarding more equitable growth along the corridor.



DOCUMENT ORGANIZATION

The Connecticut Avenue Development Guidelines is comprised of three parts:

1. **Introduction** describes the goals and vision of future development in Cleveland Park and Woodley Park
2. **Building Design Guidelines** outlines thoughtful design strategies for infill and new development.
3. **Streetscape Design Guidelines** outlines public space enhancements through common and distinct streetscape elements

01

INTRODUCTION



BACKGROUND

Cleveland Park and Woodley Park boast a mix of architectural styles that have earned these areas listing in the National Register of Historic Places. The two neighborhoods grew in earnest in the early 1900s, after the extension of Connecticut Avenue from Washington City made streetcar and later automobile travel convenient. During an era of segregation, some of these developments were marketed as racially exclusive and restricted from what were considered undesirable multi-family buildings and commercial uses. The District's first zoning policy enacted in 1920 reinforced these exclusionary practices, designating most land as detached single-family residences and limiting apartment and commercial development to frontage along the avenue.¹ Despite the integration of two Metrorail stations in 1981, little development has occurred in the past four decades due to the current restrictive zoning regulations.

The population of Cleveland Park, Woodley Park, and the surrounding areas² has grown at about a third of the rate of the District in the past decade and is increasingly out of reach for a growing range of household incomes. The demographic makeup of Cleveland Park and Woodley Park is overwhelmingly White and wealthy compared to the District as a whole, where the share of White to Black residents is 77.5% and 6.3%, compared to District-wide 41% and 43% respectively. The Median household income of \$126,957 is 140% that of District-wide median household income of \$90,842.³

The Connecticut Avenue Development Guidelines implement land use policies adopted in the 2021 Comp Plan to advance the District's housing and transit oriented development goals through thoughtful design and development that can build on these neighborhoods' historic character. Specifically, the Building and Streetscape Design Guidelines provide a blueprint for adapting the built environment in the Cleveland Park and Woodley Park Historic Districts to guide growth and change alongside preservation. Using this guidance in development and zoning applications will lead to greater equitable outcomes in the distribution of affordable housing, particularly in Ward 3, and a socio-economically diverse population that is reflective of the District's demographic make-up.

"Equity, racial justice, access to an adequate supply of affordable housing, and responsible development in the face of climate change are urgent challenges for the present generation... For historic preservation to remain vital in the life of the District, it must embrace these new challenges. It must attend to the places and history that residents value and admire. It must listen to their thoughts and concerns, and adapt its strategies to be more flexible and responsive. It must do a better job of making the case for its relevance in providing affordable homes and ensuring a more resilient and sustainable future." - 2025 DC Historic Preservation Plan

1 Source: Ward 3 Heritage Guide. <https://planning.dc.gov/ward-heritage-guides>

2 Population trends are based on Census data using the American Community Survey (ACS) five-year estimates from 2016-2020, and 2006-2010 and comprised of Census Tracts 4, 6, 13.04, 5.01, and 5.02.

3 See Connecticut Avenue Existing Conditions Report for more information. at publicinput.com/rcw-connecticut



Cleveland Park potential development opportunities and streetscape improvements - looking north from Uptown Theatre



Woodley Park potential development opportunities and streetscape improvements - looking north from Calvert Street

URBAN DESIGN PRINCIPLES

The Streetscape and Building Design Guidelines outlined in this document are framed by overarching design principles that have emerged through the community and stakeholder engagement process.

The building design principles for Cleveland Park and Woodley Park celebrate the architectural distinctiveness of those historic districts while promoting mixed-use residential development that is high-quality and compatible, yet distinguished from historic buildings. The Building Design Guidelines are structured around the following principles:



PRESERVATION



HOUSING



ACTIVITY



HARMONY



SUSTAINABILITY



COORDINATION

The streetscape design principles promote an inclusive and safe public realm for residents and visitors of all ages, socio-economic backgrounds, and abilities. Additionally, they create a functional streetscape that support area businesses and destinations through elements such as lighting, signage, planting and furnishings. The Streetscape Design Guidelines are structured around the following principles:



CONNECTIVITY



LIVABILITY



COMFORT



BEAUTIFICATION



HISTORY



STEWARDSHIP

WHAT IS URBAN DESIGN?

Urban design addresses a neighborhood's design and visual qualities, ultimately contributing to the way people interact and experience the environment around them.

Urban design guidelines inform how the elements of buildings, streets, parks, and plazas are designed, built, and arranged in relation to one another, and is rooted in how people experience the city.

*Note: Graphics, renderings and photos throughout the document show possible ways in which the Connecticut Avenue Development Guidelines can be achieved. **They are for illustrative purposes only.** Actual building designs and site configurations may differ and will be subject to all applicable zoning regulations, preservation laws, and building permit approvals.*

APPLICABILITY AND IMPLEMENTATION

The Comp Plan, a 20-year framework that guides the District's future growth and development, was amended in 2021 to allow greater heights and densities in mixed-use development within the Rock Creek West Planning Area in support of citywide housing equity goals. The Connecticut Avenue Development Guidelines implement these land use and housing policies in Cleveland Park and Woodley Park through an urban design framework that guides future changes to the built environment.

These guidelines are intended to be used by private property owners, developers, design professionals, District agencies, and community groups when developing or reviewing proposals for new zoning regulations, development projects or public space improvements. Applicants considering Planned Unit Developments (PUDs) should incorporate the Connecticut Avenue Development Guidelines to the extent feasible. Property owners pursuing matter-of-right development are encouraged to apply the design guidelines to support compatibility with surrounding buildings and the public realm.

In particular, these guidelines are intended to be used by:

- The Historic Preservation Review Board (HPRB) in its review of development proposals within the Cleveland Park and Woodley Park Historic Districts.
- The Zoning Commission (ZC) in its evaluation of PUDs or a change in zoning for the area.
- The Office of Planning in its preparation of reports for HPRB and ZC action.
- The Public Space Committee in its review of temporary and permanent uses of public space.
- The Advisory Neighborhood Commission (ANC) and other community groups in reviewing development applications.
- The Cleveland Park and Woodley Park Main Streets in considering grants or other programs aimed to improve building façades and commercial sidewalks.
- District and federal agencies considering public investments and planning to accommodate projected growth along the corridor.

Relationship to Historic Preservation Laws and Guidelines

The Connecticut Avenue Development Guidelines are informed by:

- DC Preservation Law - Historic Landmark and Historic District Protection Act of 1978, as amended
- DC Preservation Regulations, DCMR Title 10-C

Relationship to Development Review Processes

The Connecticut Avenue Development Guidelines offer design guidance only and are not a substitute for the codes and ordinance provisions associated with the development review process.

HOUSING EQUITY

Achieving the affordable housing goals in Rock Creek West requires leveraging the District's financing tools, land use regulations, and opportunity sites. For Cleveland Park and Woodley Park, this means contributing a greater number of dedicated affordable units such as through Zoning Map Amendments (ZMAs) subject to Inclusionary Zoning (IZ) Plus, Planned Unit Developments (PUDs) and conversion of existing market units into dedicated affordable units. Opportunities should be explored for public-private-partnerships including not-for-profit developers to provide more affordable housing. To support long-term diversity of household types, a range of Median Family Income (MFI) levels and affordable unit sizes on the corridor is encouraged.

Development regulations should occur in tandem with housing finance and other regulatory tools administered by District agencies, such as the High-Needs Area Tax Abatement, the Housing Production Trust Fund, the Tenant Opportunity to Purchase Act and the District Opportunity to Purchase Act. These programs should be leveraged to increase the share of affordable units, provide deeper affordability levels, incorporate larger household sizes, and create pathways for homeownership.

Redevelopment of commercial properties within the study area is expected to occur incrementally and over a five to 15-year period. Development and growth forecasts developed by the Office of Planning inform District agencies' capital and operational plans to ensure public facilities and services are aligned with anticipated demographic changes. Finally, development coordination and site-specific inter-agency review processes for physical infrastructure improvements and transportation demand management are conducted in advance of permitting, based on size of development, types of land uses, and number of new person trips generated by the project.

How Does IZ+ Work?

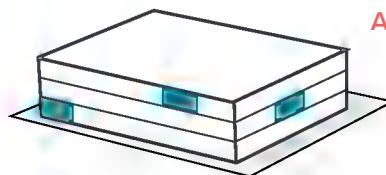
Affordable set-aside requirements increase after a rezoning that increases residential density, measured in Floor Area Ratio (FAR). The scenario below demonstrates how IZ+ works in a hypothetical change in zoning.

**Old Zone
(Regular IZ)**

2.5 FAR

20% Bonus Density

10% Affordable Set-Aside

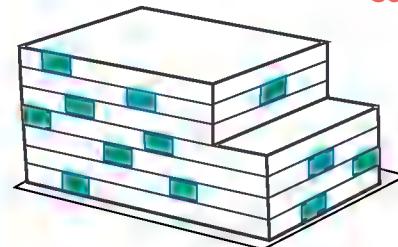


**New Zone
(IZ+)**

5.0 New FAR

20% Bonus Density

20% New Affordable Set-Aside



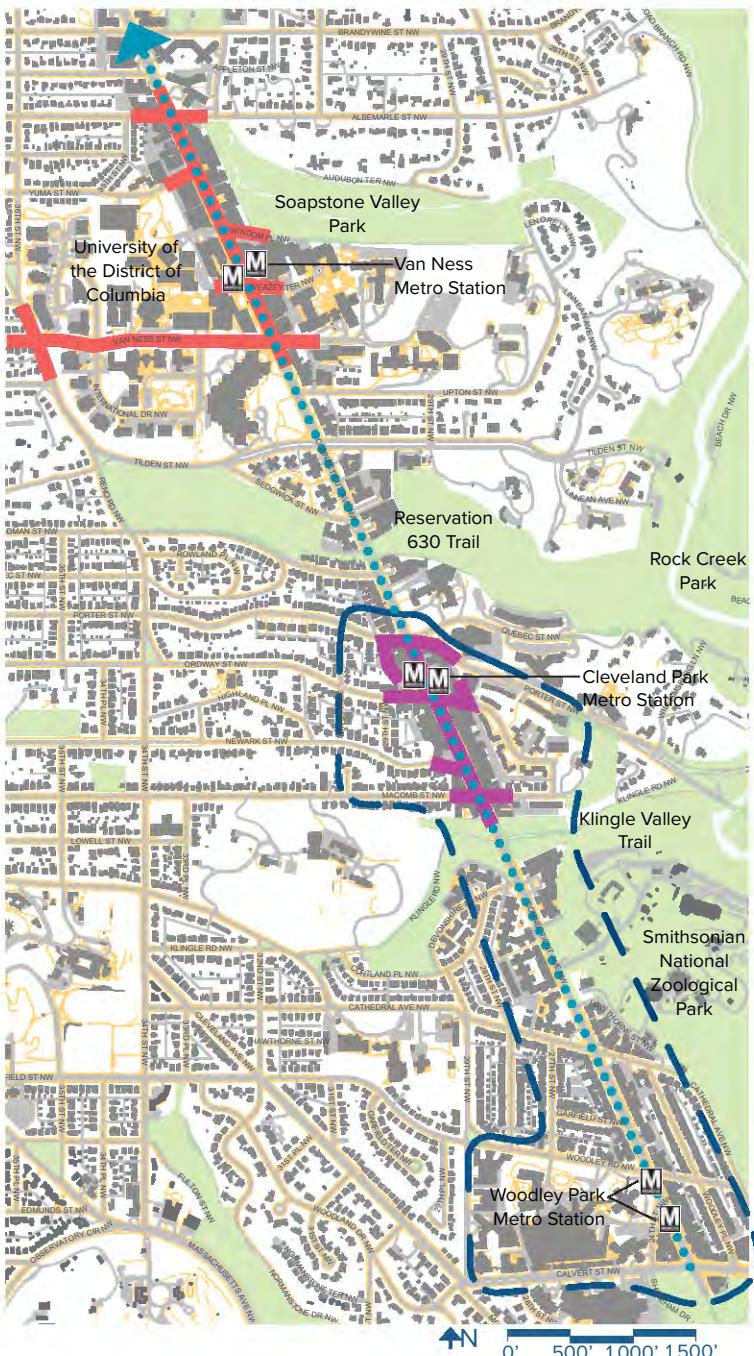
What is MFI?

The Washington Statistical Area MFI is published annually by the U.S. Department of Housing and Urban Development, at which half of households have income above that level and half below. in 2022, 100% MFI in the Washington Area by household size is:

One-Person Household	\$99,600
Two-Person Household	\$113,850
Three-Person Household	\$128,050
Four-Person Household	\$142,300

PUBLIC REALM FRAMEWORK

Three public realm projects led by the District Department of Transportation (DDOT) are underway along the corridor.



Legend

- Cleveland Park Streetscape and Drainage Improvement Project
- Van Ness Commercial Corridor Project
- Connecticut Avenue NW, Reversible Lanes and Multimodal Safety Project
- Study Area
- Sidewalks
- Buildings
- Parks & Open Space
- Metro Station Entrance

CLEVELAND PARK STREETSCAPE & DRAINAGE IMPROVEMENT PROJECT

This project is under construction and includes the following elements:

- Improved drainage along the project corridor
- Improved vehicular and pedestrian safety, access and visibility
- Street furnishings and crosswalk striping
- Native trees, permeable pavers and tree boxes
- Curb extensions, bicycle racks and trash cans
- Curb ramps to meet accessibility standards

CONNECTICUT AVENUE NW REVERSIBLE LANES AND MULTIMODAL SAFETY PROJECT

This project is in design phase and its goals include:

- Reduce crashes and conflict points and enhance safety for all modes and roadway users.
- Consider additional mobility options along the corridor, like protected bicycle lanes.
- Assess the feasibility of removing the Reversible Lane Operation.
- Determine the feasibility of reducing capacity along the corridor and effects on adjacent roadways.

VAN NESS COMMERCIAL CORRIDOR PROJECT

This project is in the concept development phase and includes the following goals:

- Promote corridor safety and create community friendly spaces along the project area
- Embrace the positive qualities of the commercial corridor
- Set a path forward for future phases of the project

Additional opportunities for strategic streetscape enhancements outlined in this document complement DDOT's ongoing public space improvement initiatives.



Legend

- Gateways
- Zoo Plaza
- Street Crossings
- Potential Civic Space
- Residential Core
- Cleveland Park Mixed Use Area
- Woodley Park Mixed Use Area
- Study Area
- Sidewalks
- Buildings
- Parks & Open Space
- Metro Station Entrance

COMMERCIAL FRONTAGE

Enhance the visual and functional character Connecticut Avenue to support businesses and create safer and more comfortable pedestrian environment.



GATEWAYS

Celebrate places of arrival and transition along the corridor, at Porter Street, Klingle Bridge, and Calvert Street.



RESIDENTIAL FRONTAGE

Preserve and enhance the iconic trees and residential landscape character of Connecticut Avenue.



ZOO PLAZA

Improve the pedestrian experience at the Zoo entrance area while preserving the iconic signage and landscape.



STREET CROSSINGS

Emphasize safe and comfortable pedestrian movements at key intersections along Connecticut Avenue.

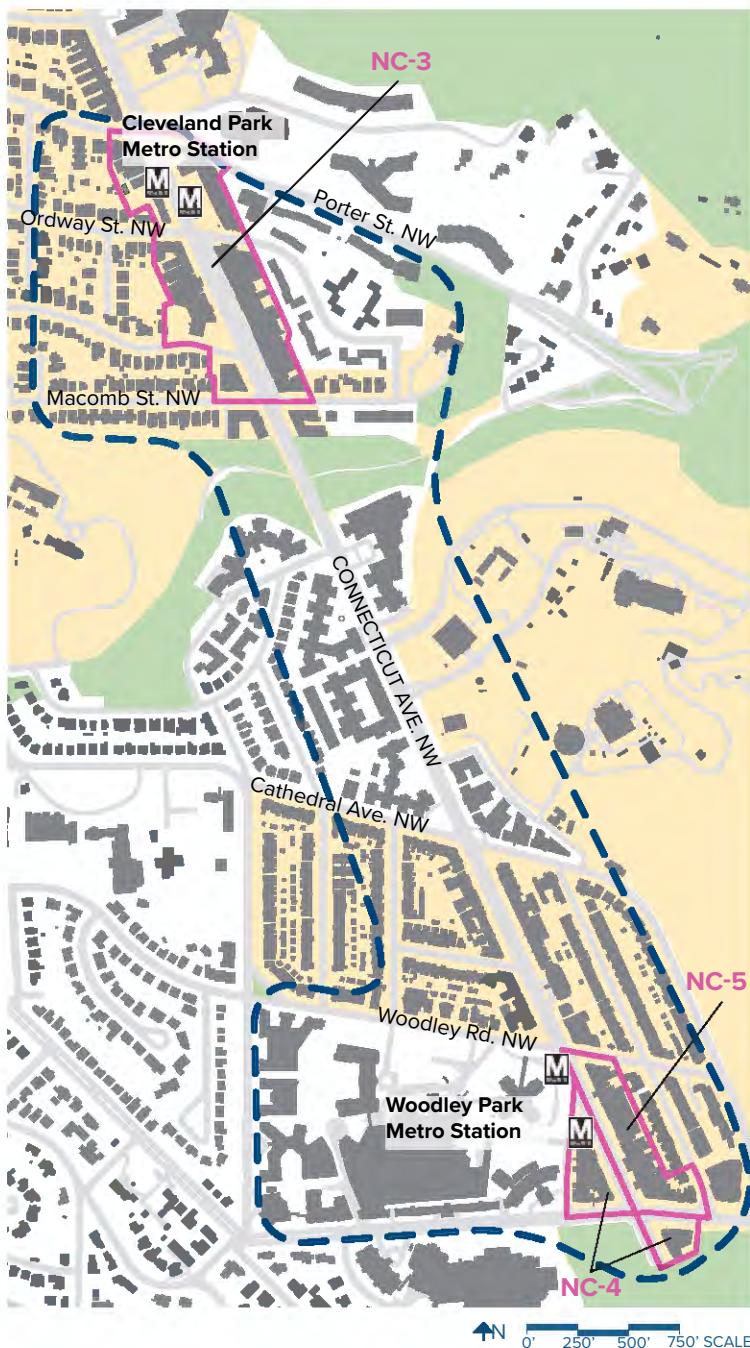


POTENTIAL CIVIC SPACES

Explore opportunities to create civic spaces at the Sam's Park n Shop parking lot and the public space area around the Woodley Park Metro station.

DEVELOPMENT FRAMEWORK

Development in the study area is subject to current zoning and historic preservation review within historic districts.



Legend

■	Study Area	■	Building
■	NC Zoning	■	Park
■	Historic District	■	Metro Station Entrance

CURRENT ZONING

Cleveland Park is currently zoned as Neighborhood Commercial (NC-3) which allows low- to moderate-density development encouraging a mix of residential and neighborhood-serving commercial uses with building heights of up to four stories.

Woodley Park is currently zoned as Neighborhood Commercial (NC-4 or NC-5) which allows low- to moderate-density development encouraging a mix of residential and neighborhood-serving commercial uses with building heights of up to five stories.

To see a detailed zoning map for the corridor, visit maps.dcoz.dc.gov/.

HISTORIC DISTRICTS

There are three historic districts within the study area:

- Cleveland Park Historic District
- National Zoo Park Historic District
- Woodley Park Historic District

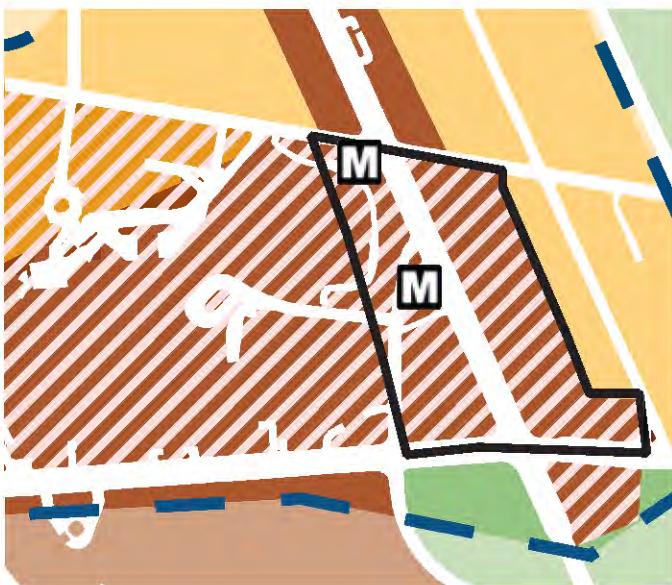
To see an interactive map of historic districts in DC, visit planning.dc.gov/page/historyquest-dc.

Updated in 2021, the Comp Plan now allows for greater height and density than is permitted in the current zoning along Connecticut Avenue in the Cleveland Park and Woodley Park commercial areas.

Connecticut Avenue - Cleveland Park



Connecticut Avenue - Woodley Park



Legend

■ Study Area

GPM Categories

■ Main Street Mixed-Use Corridor

FLUM Categories

■ Residential-Low Density	■ Commercial-Low Density
■ Residential-Mod Density	■ Commercial-Mod Density
■ Residential-Med Density	
■ Residential-High Density	

FUTURE LAND USE

Along Connecticut Avenue, the Comp Plan's Future Land Use Map (FLUM) allows for mixed-use land use designations that supports more market-rate and affordable housing in conjunction with existing neighborhood serving retail. Within the study area, the FLUM allows for the following:

- In Cleveland Park, medium density residential and moderate density commercial.
- In Woodley Park, high density residential and low density commercial.

GENERALIZED POLICY

The Comp Plan's GPM designates this segment of Connecticut Avenue as a Main Street Mixed-Use Corridor which is described as a pedestrian-oriented environment with traditional storefronts and upper-story residential or office uses.

GLOSSARY OF TERMS

The following are definition of terms used throughout the document to describe development and design elements and strategies.

Affordable Housing: Income- and rent-restricted housing supported or subsidized by local and federal programs for households ranging from extremely low-income, earning less than 30 percent of the Median Family Income (MFI), up to households earning less than 80 percent of the MFI.

Built Environment: The human-made structures that we live, work, and play in, ranging from buildings and infrastructure to parks and green spaces.

Floor Area Ratio (FAR): The ratio of the total gross floor area of a building to the area of its lot measured in accordance with Subtitle 303 of the Zoning Regulations.

Inclusionary Zoning Plus (IZ+): Adopted in 2021, IZ+ seeks to achieve higher affordability set-asides from the District's regular IZ program when properties receive a change in zoning that permits greater density. The affordable set-aside requirements for IZ+ can increase the affordability requirements from the existing requirement of 8% - 12.5% to as much as 20%.

Median Family Income (MFI): The median household income for the Washington Metropolitan Area (including suburban Maryland and Virginia), stratified by household size. The MFI for a household of four in the Washington Metropolitan Area, as published by the U.S. Department of Housing and Urban Development in April, 2022 was \$142,300

Pedestrian-Scale/ Human-Scale: The proportional relationship between the dimensions of a building or building element, street, outdoor space or streetscape element and the average dimensions of the human body, taking into account the perceptions and traveling speed of a typical pedestrian.

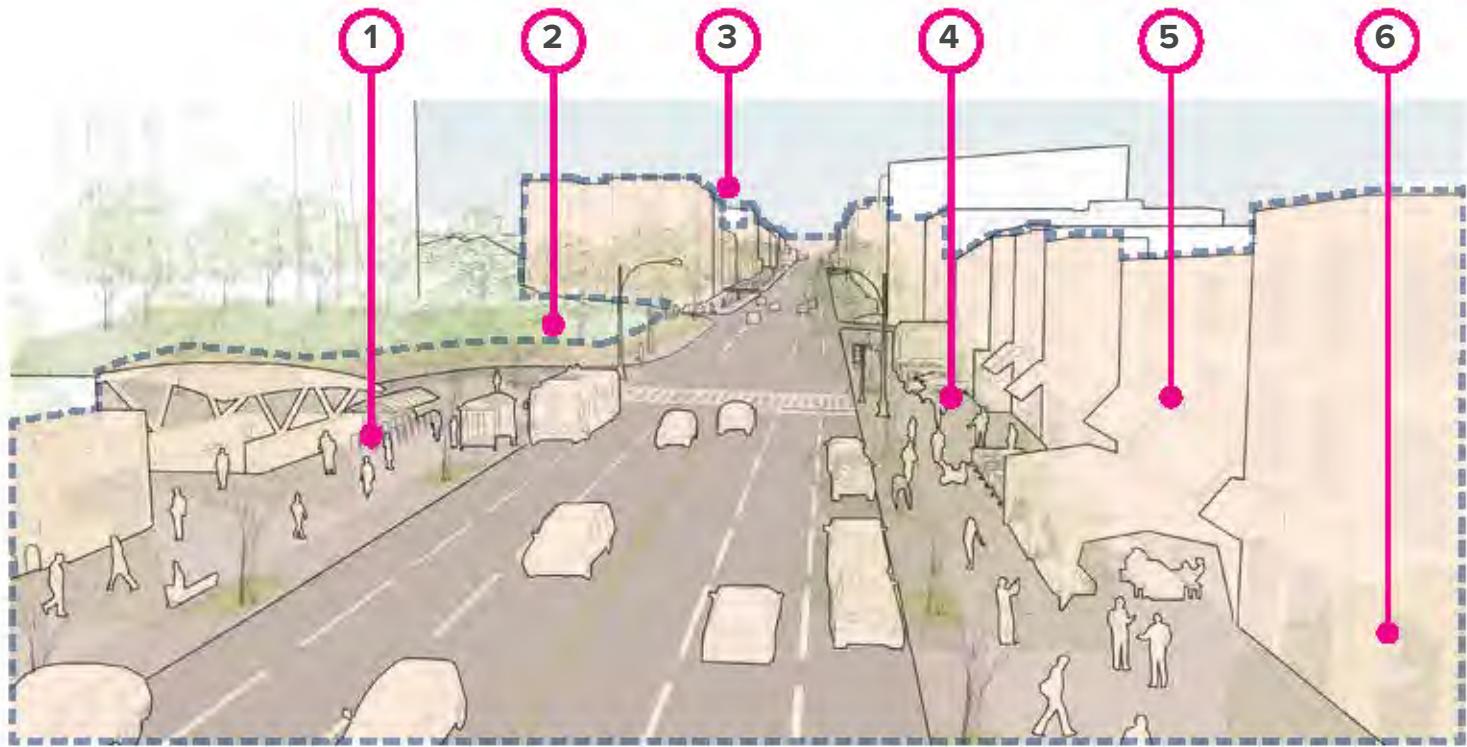
Placemaking: The intentional use of public space to create experiences that connect people, inspire action, support creativity, and celebrate the unique aspects of neighborhoods.

Planned Unit Development (PUD): The purpose of the PUD process (DCMR Title 11 – Subtitle X3) is to provide for higher quality development through flexibility in planning and design than may be possible under conventional zoning procedures. In exchange for this flexibility, a PUD shall result in a superior project with meaningful community benefits.

Urban Design: Addresses a neighborhood's design and visual qualities, ultimately shaping perceptions of the District and contributing to the way people interact and experience the environment around them.

What is the Public Realm?

The public realm includes the natural and built environment used by the general public on a day-to-day basis such as streets, plazas, parks, and public infrastructure. Below are terms frequently used to describe elements of the public realm.



- 1. Streetscape:** The physical elements of a street, including the road, buildings, trees, open spaces and street furniture, etc. that combine to form the street's character.
- 2. Green Space:** Land that is partly or completely covered with grass, trees, shrubs, or other vegetation. This includes parks, community gardens, cemeteries, etc.
- 3. Building Scale:** Scale refers to the height, width and depth of a building (bulk/massing) in relation to other surrounding buildings, the street, setbacks and adjacent open spaces.
- 4. Public Realm Activation:** Activation focuses on how the space between buildings can be used to generate a vibrant public space for a rich human experience. This includes elements, such as outdoor seatings, awnings, engaging storefronts, etc.
- 5. Density & Mix:** The intensity of development and the range of different uses (such as residential, commercial, institutional, or recreational uses).
- 6. Streetwall** Refers to the line of building façades that face a street. They shape the level of visual interest on each block and create a sense of enclosure for travelers.

02

BUILDING DESIGN GUIDELINES



OVERVIEW AND DESIGN PRINCIPLES

Adding development to the transit-rich commercial corridors of an existing neighborhood provides an opportunity to meet District goals of increased housing affordability and supporting neighborhood commercial centers. Consistent with the Comp Plan, redevelopment in the Cleveland Park and Woodley Park Historic Districts also provides the opportunity to enhance historic assets and showcase creativity in design that is compatible with existing historic buildings.

The overall expected height, density, and use mix are defined in the Comp Plan as approved by the Council of the District of Columbia. The building design guidelines for Cleveland Park and Woodley Park recommend ways to achieve compatibility through design strategies that address building massing and height transitions, façade modulation, rooftops, streetwall design and activation, building projections, materials, and articulation. Included are illustrative examples for specific locations and opportunity sites.

The design guidelines are structured around the following principles:



PRESERVATION

Use redevelopment opportunities to restore, preserve, and enhance neighborhood historic assets, structures, and design details.



ACTIVITY

Enliven the public realm with design elements that promote a welcoming and active street life, celebrate the history of the neighborhood, and showcase design creativity.



HOUSING

Leverage the Comprehensive Plan land use policy direction to increase housing options at various income levels and household sizes.



SUSTAINABILITY

Use site and building design systems and materials that reduce energy and water use, steward the environment, and connect people to nature.



HARMONY

Design new buildings and building additions to highlight neighborhood assets, be in harmony with existing historic buildings, and respect existing neighboring residences.



COORDINATION

Coordinate development activities to minimize impacts on existing residents and businesses while allowing people to continue to engage in their daily activities.

A. GUIDELINES FOR ZONING CHANGES



The following guidelines can inform future PUD or zoning map or text amendments consistent with the Comp Plan Future Land Use Map designations. Further refinement of the parameters outlined under this section could occur as part of that process.

Building Height & Bulk

Building height and density limits are based on the Comp Plan land use designations and policies which modeled a range of medium and high density mixed-use development scenarios in the historic Cleveland Park and Woodley Park commercial areas. Applying the Building and Streetscape Guidelines outlined in this report will help to further break up the massing of new development and vertical additions to existing buildings, maintain visual interest, and promote architectural compatibility as described in Section B.1.

Cleveland Park

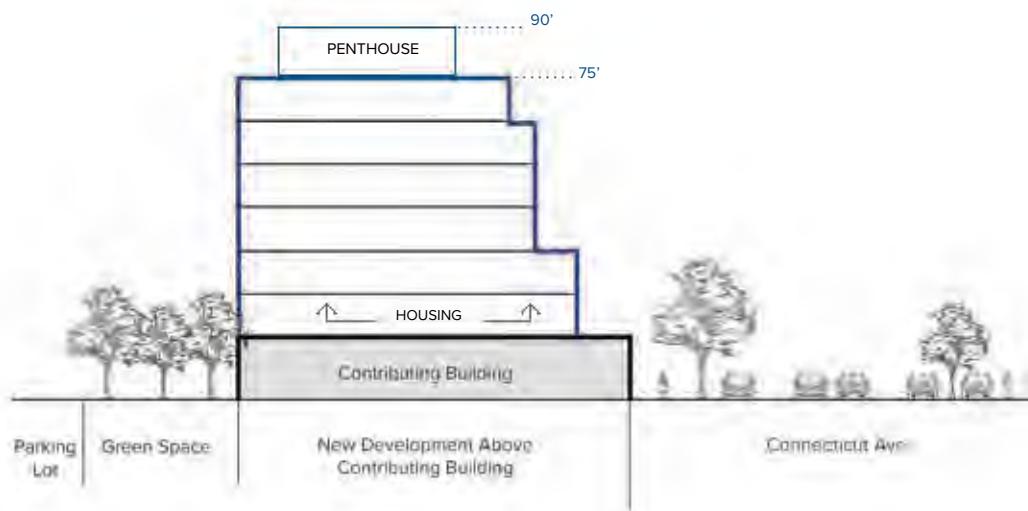
While the commercial area in Cleveland Park is characterized by one-story commercial buildings along the east side, and three - four story commercial buildings along the west side, future redevelopment can support buildings of up to 75 feet tall and 5.0 FAR given the deeper lots and wider alleyways, particularly on the east side. See Sections A-A and B-B.

Massing Strategies for Future Development - Cleveland Park

ZONING ENVELOPE CONSISTENT WITH RESIDENTIAL MEDIUM DENSITY & COMMERCIAL MODERATE DENSITY

WEST SIDE OF CONNECTICUT AVENUE

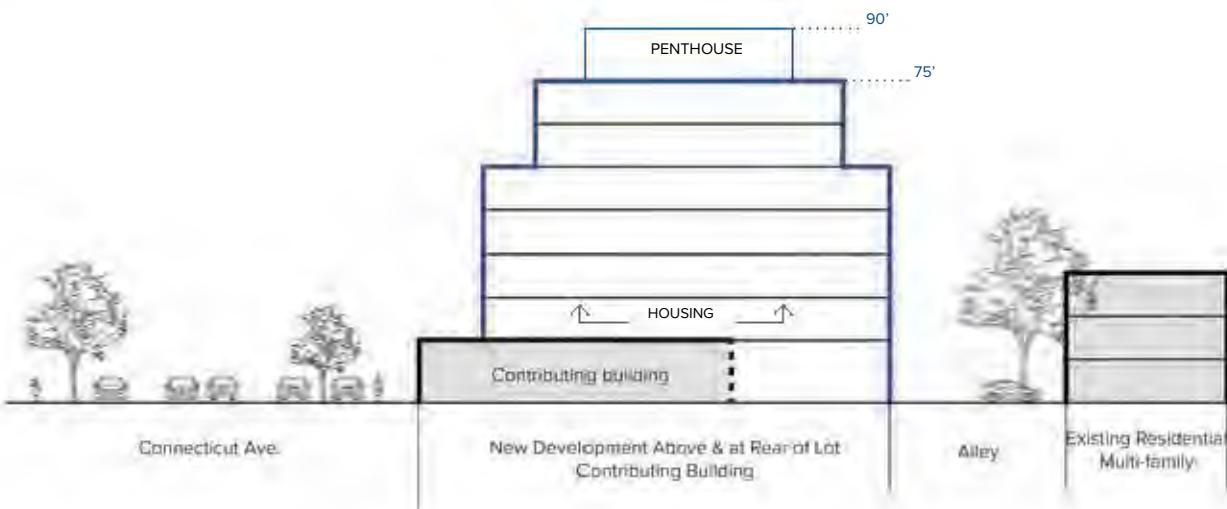
ALLOWS FOR BUILDING HEIGHT OF UP TO 75 FEET (90 FEET INCLUSIVE OF A PENTHOUSE) AND 5.0 FAR



Section A-A

EAST OF CONNECTICUT AVENUE

ALLOWS FOR BUILDING HEIGHT OF UP TO 75 FEET (90 FEET INCLUSIVE OF A PENTHOUSE) AND 5.0 FAR



Section B-B

Note: Diagrams and drawings are illustrative scenarios only.
They do not represent any actual designs or plans for any sites.

Woodley Park

While the west side of the Woodley Park commercial area is currently made up of one - two story commercial structures, they are adjacent to multiple high-rises along 24th Street NW and can therefore support high density mixed-use buildings at a height of 90 feet and density of 6 FAR. See Section C-C. On the other hand, the east side of the Woodley Park commercial area along Connecticut Avenue consists of two - four story commercial buildings that abut single family homes, with a narrow alley in between. For this section, new buildings or vertical additions to existing buildings could rise up to 75 feet at an FAR of 5.5. See Section D-D



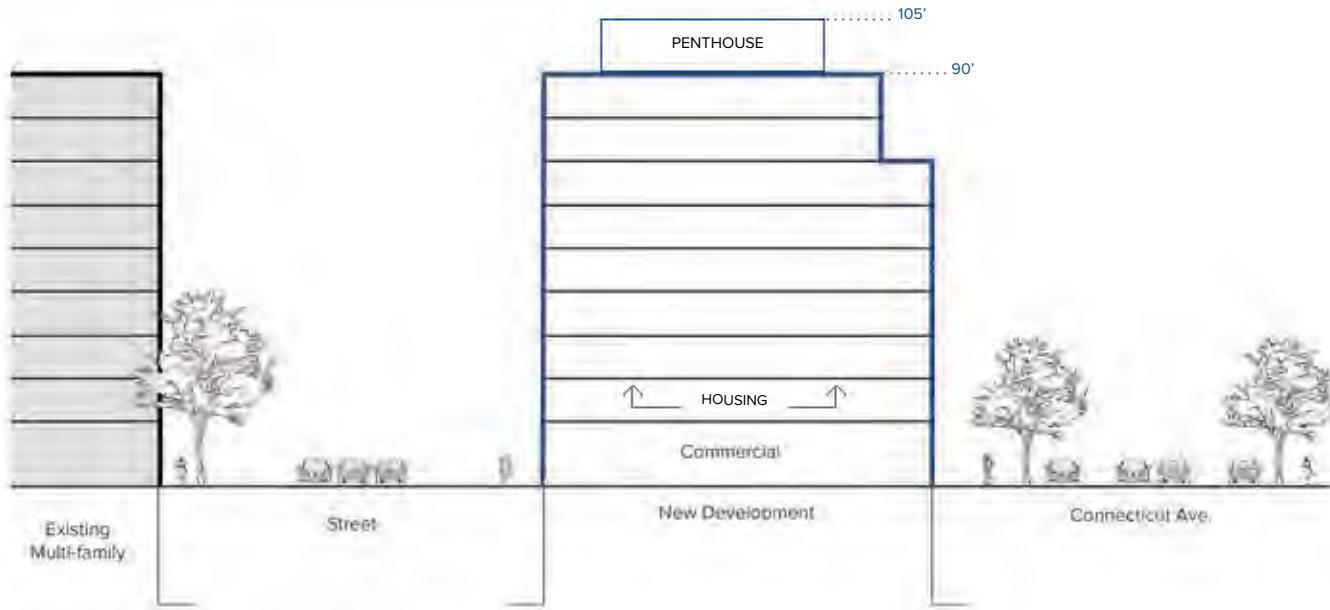
Site Plan - Woodley Park

Massing Strategies for Future Development - Woodley Park

ZONING ENVELOPES CONSISTENT WITH RESIDENTIAL
HIGH DENSITY & COMMERCIAL LOW DENSITY

WEST SIDE OF CONNECTICUT AVENUE

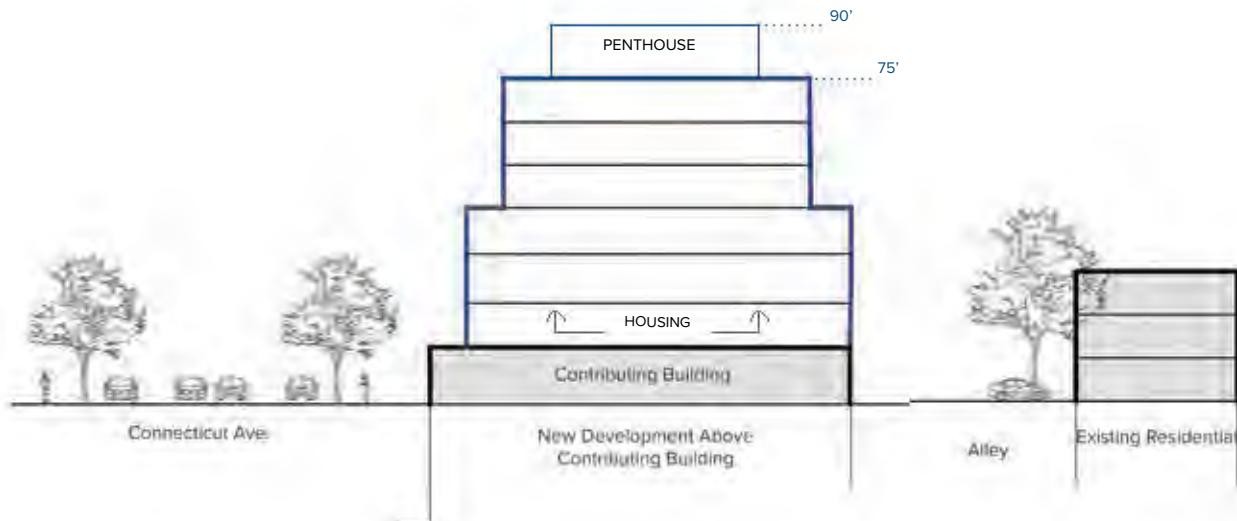
ALLOWS FOR BUILDING HEIGHT OF UP TO 90 FEET (105 FEET INCLUSIVE OF A PENTHOUSE) AND 6.0 FAR



Section C-C

EAST OF CONNECTICUT AVENUE

ALLOWS FOR BUILDING HEIGHT OF UP TO 75 FEET (90 FEET INCLUSIVE OF A PENTHOUSE) AND 5.5 FAR



Note: Diagrams and drawings are illustrative scenarios only.
They do not represent any actual designs or plans for any sites.

Section D-D

Uses

The Woodley Park and Cleveland Park commercial areas include a mix of local small restaurants, businesses, and offices. New buildings and additions to existing buildings should retain ground level commercial uses with residential above. The NC zones encourage the retention and establishment of a variety of retail, entertainment, and personal establishments through limitations on eating and drinking establishments, introduced in 1989. Subtitle H § 1101.3 currently specifies that no more than 25% of the linear street frontage within a particular NC zone shall be occupied by eating and drinking establishments. However, given the change in consumer spending behavior and anticipated growth in population with future development, reexamination of this restriction to exclude the NC-3, NC-4, and NC-5 zones should be considered. In addition, the following guidelines will apply:

- For larger development sites or as part of any consolidation of commercial lots, retail storefront design should incorporate modulation of window displays and retail entrances to attract small businesses and promote visual interest for pedestrians.
- For sites located off Connecticut Avenue, neighborhood serving commercial uses such as grocery stores, childcare services, and fitness centers should be considered.



Streetwall modulation - AdMo Heights Retail



Grocery Store - The Louis, 14TH Street DC

B. BUILDING DESIGN GUIDELINES OVERVIEW

The following design guidelines apply to proposed new development, or additions to existing buildings, along the Connecticut Avenue corridor in the Cleveland Park and Woodley Park Historic Districts. Guidelines pertaining to building massing, building streetscape character, or ground floor use could be incorporated into amended zoning for the area. The guidelines outlined under Sections B through E are intended to inform development proposals that are seeking HPRB support or where Zoning Commission discretionary review applies such as the case for a PUD.

Boundaries of the Guidelines

Development guidelines for future buildings or additions to buildings fronting Connecticut Avenue along this segment of the corridor apply to properties within the NC-3, NC-4, and NC-5 zoning designations. In Cleveland Park (NC-3), this includes the properties along Connecticut Avenue from Porter Street on the north to Macomb Street on the south. In Woodley Park (NC-4 and NC-5), this includes properties along Connecticut Avenue from Woodley Road on the north, to Calvert Street on the south. The guidelines also apply to future redevelopment on properties bounded by Woodley Road to the north, 24th Street to the east, Calvert Street to the south, and 29th Street to the west.



Wardman Park Hotel

In 2021 Carmel Partners acquired the Wardman Park Hotel site and pursued a matter-of-right development to redevelop the property with two 90' tall residential towers with approximately 900 units. In April 2022, the project received HPRB support for the design, finding it “compatible with the adjacent landmark”. Some permits have been filed and the project appears to be advancing with construction. As part of a recently completed Large Tract Review process, community members and District agencies encouraged the applicant to consider opportunities for a greater affordable housing set-aside, and neighborhood commercial uses such as a grocery store and daycare facilities, which could be achieved through the site’s designation on the Future Land Use Map as a mixed-use high-density residential/ low-density commercial. These opportunities and the use policies and design guidelines outlined in this document should be considered if the current development proposal does not proceed or is amended.

B.1 - Architectural Compatibility

Architectural compatibility is achieved when a collection of buildings is aesthetically harmonious. In historic districts such as Cleveland Park and Woodley Park, compatibility is achieved when existing buildings and additions or new development can “coexist” with visual and architectural coherence. The development guidelines outlined in this Chapter support architectural compatibility that does not require architectural uniformity. This is through the design of building massing, form, composition, and materials that complement each other and create a cohesive whole.

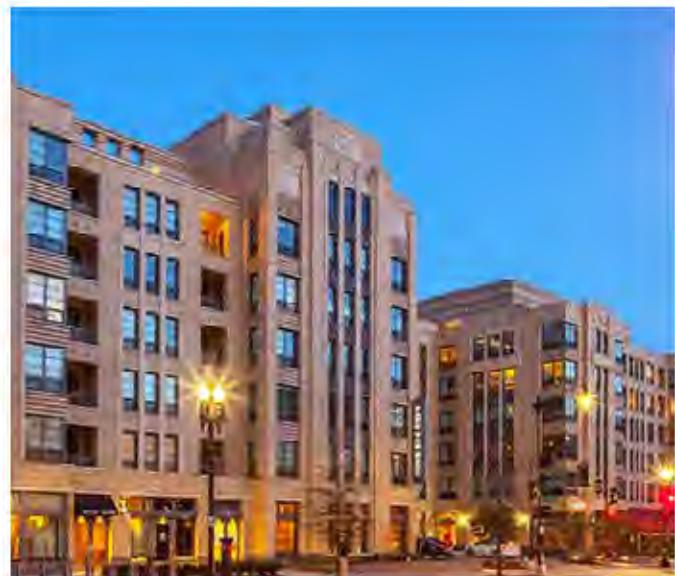
Compatible:

Possessing characteristics that allow for a harmonious relationship. Compatibility does not require matching or copying of attributes and may involve the relation of dissimilar things that are juxtaposed to produce an agreeable effect.¹

Incompatible:

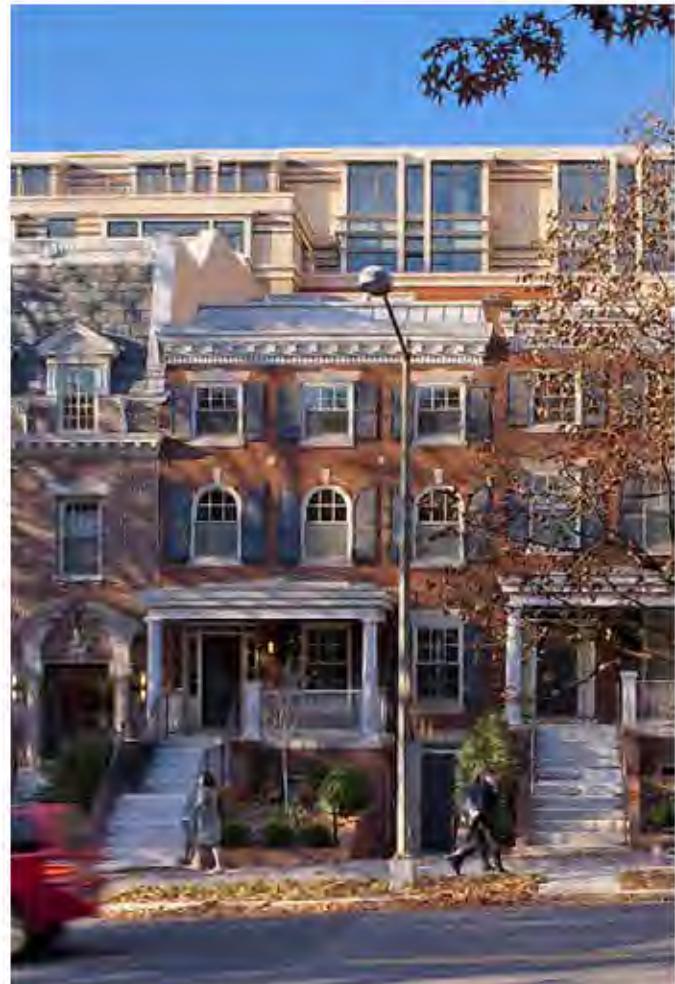
Characterized by clashing or conflicting qualities that lead to an incongruous, discordant, or disagreeable relationship. Diversity, variety, or contrast of qualities does not necessarily imply incompatibility as long as harmonious relationships are maintained.²

1-2 Compatible and Incompatible definitions are based on DCMR 10-C, Historic Preservation Regulations.



Park Van Ness, Connecticut Ave. NW

Source: Saul Centers



Woodley Wardman Condos, 7-Story Rear Addition, 2818 Connecticut Ave NW

B.2 - Historic Preservation

The Building Design Guidelines outlined within this Chapter are intended to supplement existing historic preservation laws and policies. Existing historic buildings and contributing buildings along the corridor should be treated with care in order to preserve their unique designs and features. Alterations and additions are required to be found compatible and consistent with the purposes of the preservation act. Vertical additions to contributing buildings must preserve the underlying structure and avoid substantial demolition as defined in the Historic Preservation Regulations (DCMR 10-C, Section 305).

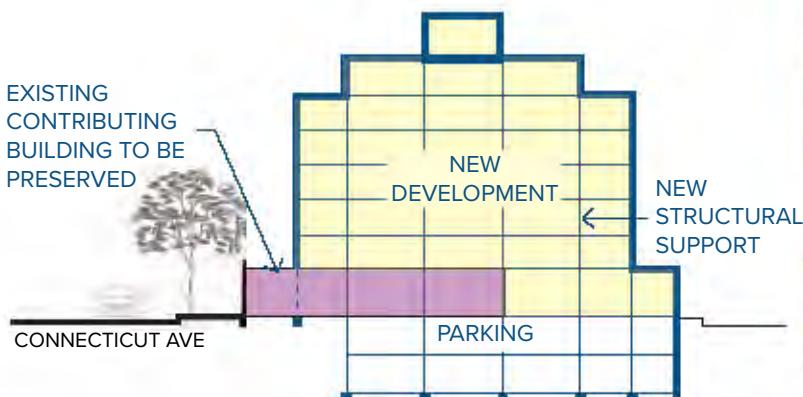


Illustration of how a larger building can be successfully and compatibly introduced into a context of smaller historic structures.



Opportunities to preserve and restore Art Deco and Colonial Revival Style façades in Cleveland Park and Woodley Park



Collection 14, U Street Historic District.

Contributing:

A contributing building, site or object adds to the historic architectural qualities, historic associations, or archaeological values for which a district is significant.¹

Non-Contributing:

A non-contributing building, site, structure or object does not add to the historic architectural qualities, historic associations, or archaeological values for which a district is significant.²

A list of contributing and non-contributing buildings is contained with the nomination for each district

1-2 Contributing and Non-Contributing definitions are based on DCMR 10-C, Historic Preservation Regulations.

C. BUILDING HEIGHT AND MASSING

A building's massing includes its height, form, and shape which create its overall look and determines its physical relationship to neighboring buildings. Massing sets the framework upon which other building elements including the streetwall, materials, scale, and articulation are built. The design of a building's massing should be varied and interesting, and provide transitions to adjacent buildings of substantially different height and mass.

C.1 - Building Height Transitions

Proposed building heights should balance the need to meet the Comp Plan direction for increased density and housing opportunities along the corridor with potential impact on historic buildings and adjacent residential buildings.

- New buildings and vertical additions to existing buildings facing Connecticut Avenue, Porter Street, Ordway Street, Newark Street, Macomb Street, Woodley Road, Calvert Street, or 24th Street should provide height transitions that respond to the prevailing scale of the adjacent structures through façade articulation, variation in the lower and upper façades, or changes in the wall plane.
- Provide appropriate transitioning in height or buffering from lower scale residences at the rear façade, particularly when there is no intervening alley. Where the rear façade of a taller new building or building addition faces established residences, one to two building height stepdowns should be employed.



La Cosecha, 4th ST DC



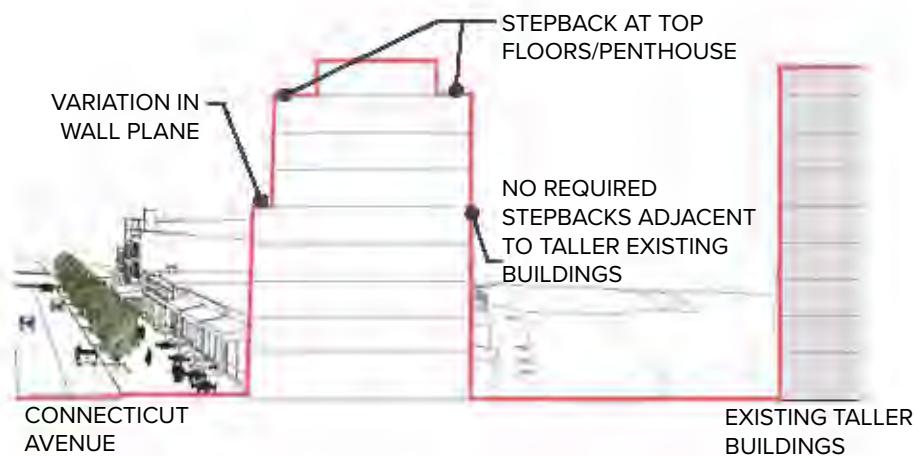
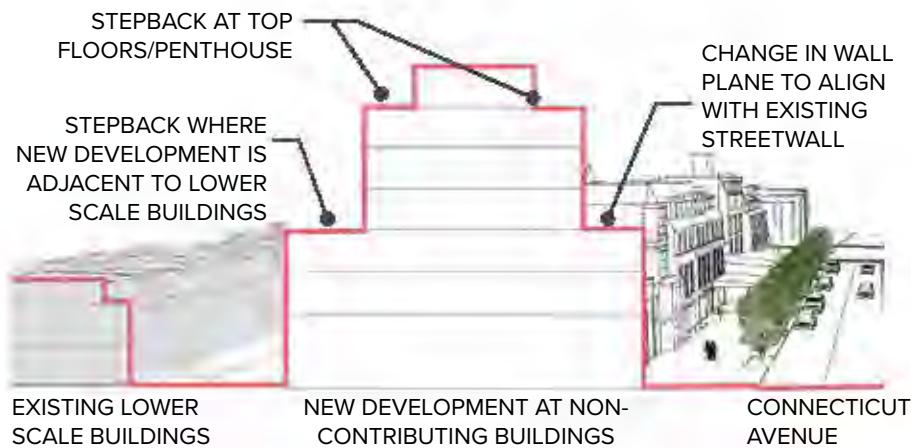
Hyatt Centric, Alexandria, VA



Frager's Hardware, Pennsylvania Ave. DC

General Height Transition Guidelines

Height Transition Guidelines for New Development at Non-Contributing Buildings



Note: Diagrams and drawings are illustrative scenarios only.
They do not represent any actual designs or plans for any sites.

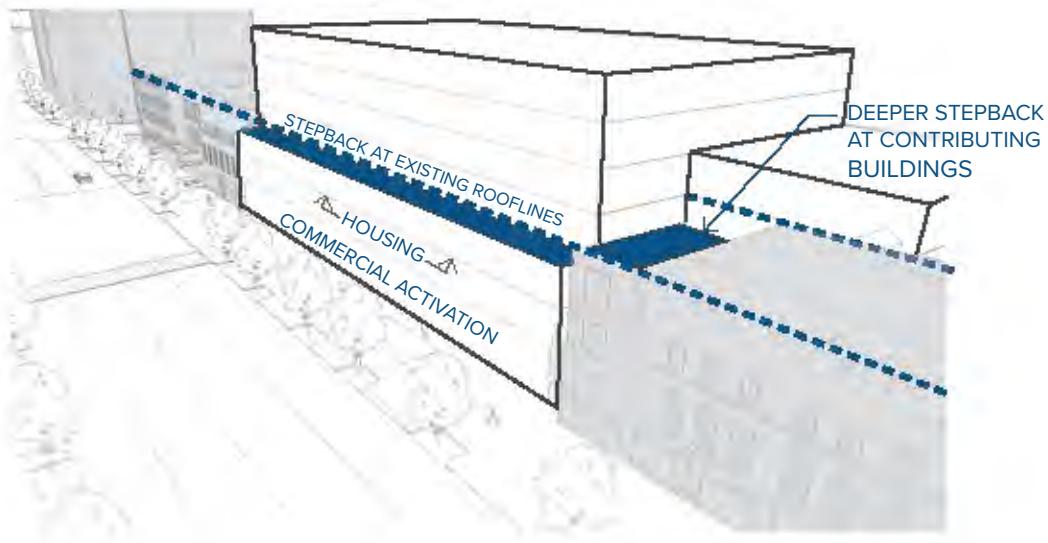
Additions To Contributing Buildings

Additions to contributing buildings should acknowledge and respect the massing, character, and context of the building. For buildings that are part of a row that are of a unified height or have an architecturally distinguished roof line, additions should be set back to preserve the physical integrity and visual characteristics of the building's existing massing and architecture. Flexibility to the Board's standard policy on roof additions requiring that they not be visible from street view may be given to development that maintains visual coherence and compatibility as described under Section B.1.

Additional massing and height considerations for specific site conditions are outlined below:

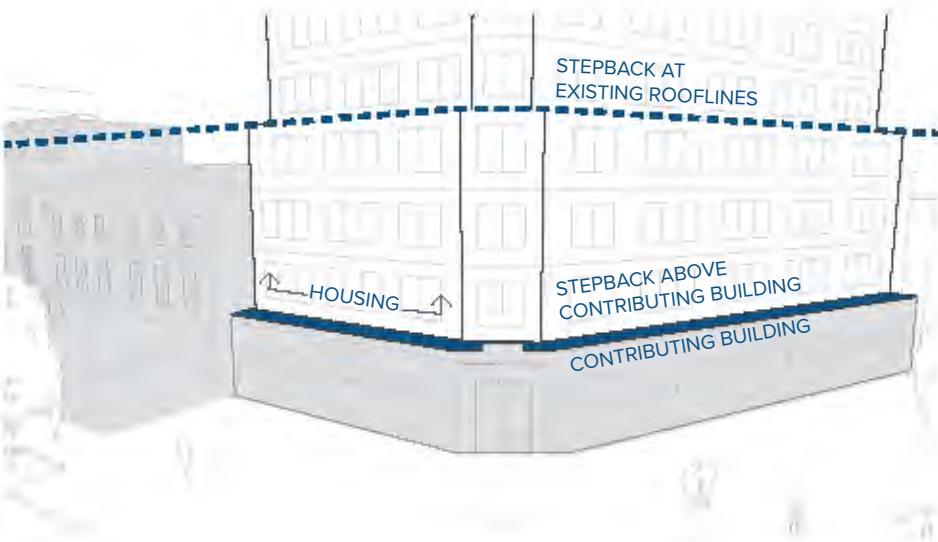
Three-Story Buildings in Woodley Park

These buildings have a unified height and architecturally distinguished roof lines. Additions atop or behind these buildings should respect their massing and roof lines.



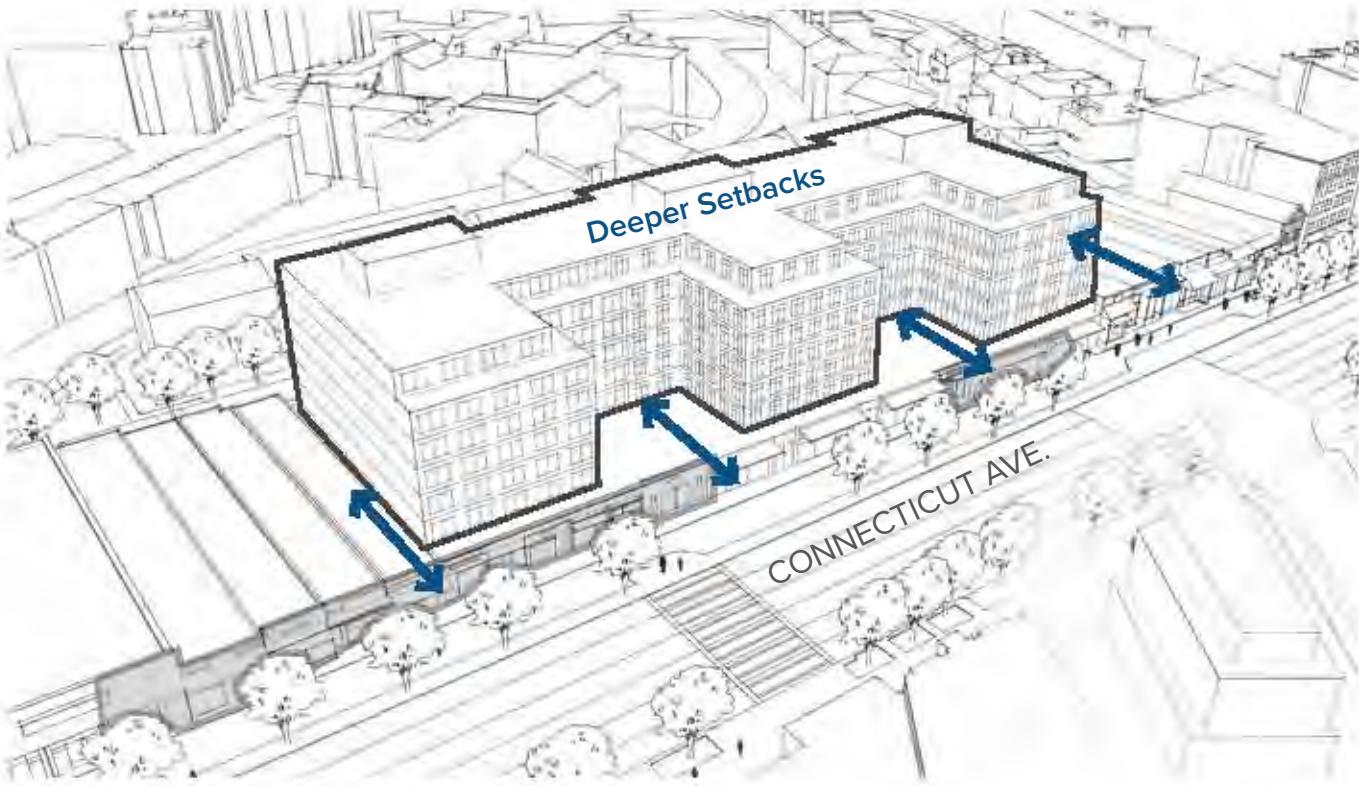
Corner Building in Woodley Park

This corner building is not part of a unified row and does not have an architecturally distinguished roof line. An addition atop this building should acknowledge its massing with a modest setback.



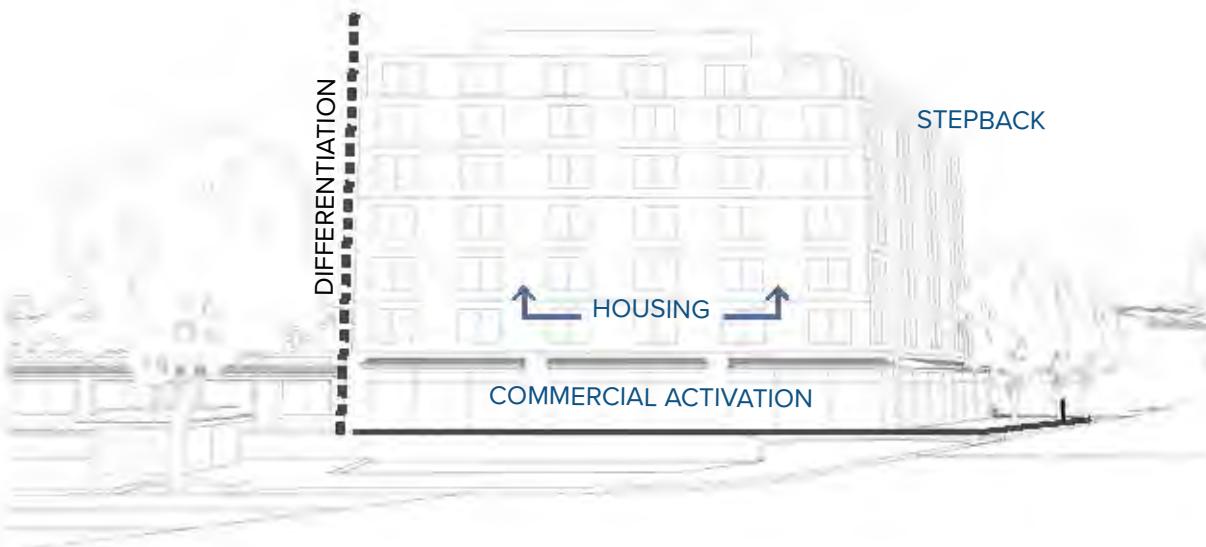
One-Story Buildings in Cleveland Park

These buildings are part of a row with a relatively uniform height. Additions atop these contributing buildings should acknowledge this height with a deeper setback.



Sam's Park n Shop in Cleveland Park

New construction or addition to the non-contributing southern portion of the site should be fully designed on all sides, provide a clear differentiation between the historic structure and new construction, and establish a pronounced corner with active ground level frontages.



Note: Diagrams and drawings are illustrative scenarios only. They do not represent any actual designs or plans for any sites.

C.2 - Façade Modulation

Façade modulation provides the opportunity to create new architecture that is harmonious with contributing structures to the historic district. Modulation helps break down long horizontal building façades through vertical and horizontal divisions, bays, stepbacks, and other additive and subtractive architectural strategies. It also allows new development to relate geometrically and proportionally to historic buildings.

- Break up long horizontal façades and provide variation through the use of such strategies as vertical divisions, or changes in volume and materials, where architecturally appropriate, to be visually compatible with adjacent contributing buildings.
- New buildings and additions should utilize the District's allowances for building projection, such as bay windows and balconies, to create engaging façades and provide variation through vertical expressions, building articulation and secondary embellishments where architecturally appropriate.
- In vertical additions to existing buildings, align the locations and rhythm of windows with those of the existing building.
- Full balconies, "French" balconies, and terraces are encouraged as part of the building's façade to provide the opportunity for connection to the outdoors and places to plant vegetation.



The Liz, 14TH ST, Source: CORE architecture + design, Inc.



The Louis, 14th ST DC

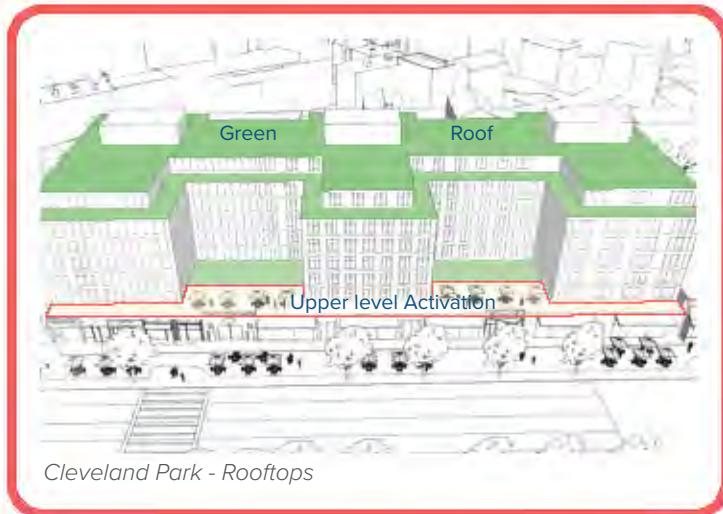


The Harper, 14th St., DC

C.3 - Rooftop Amenities

Rooftops of buildings can provide useful space for housing units and active amenity spaces, as well as sustainable features.

- Green roof vegetation and solar photovoltaic panels are encouraged to be integrated into rooftop designs
- Café seating at street level is encouraged to activate the public realm. If café seating cannot be incorporated at street level, or additional café seating is desired. Upper-level café seating is encouraged.



Note: Diagrams and drawings are illustrative scenarios only. They do not represent any actual designs or plans for any sites.



Second Floor Activation - Brighton, The Wharf DC



Green Roof - The Apollo, H Street DC



Rooftop Activation - Navy Yard, DC

D. BUILDING STREETWALL ACTIVATION

Active public life is a hallmark of a vibrant community. A lively, welcoming, and exciting public realm is key to a positive experience of public life and the design of the building streetwall, where the building meets the sidewalk, contributes to that experience. The streetwall of new buildings should be designed to contribute to public life by promoting an active, safe, and vibrant public realm.

D.1 - Streetwall Height

The top of a new building's streetwall should relate to the height of the streetwall of adjacent historic or contributing buildings which can be achieved through differentiation in building materials, belt courses, setbacks, or other architectural articulation.

Cleveland Park

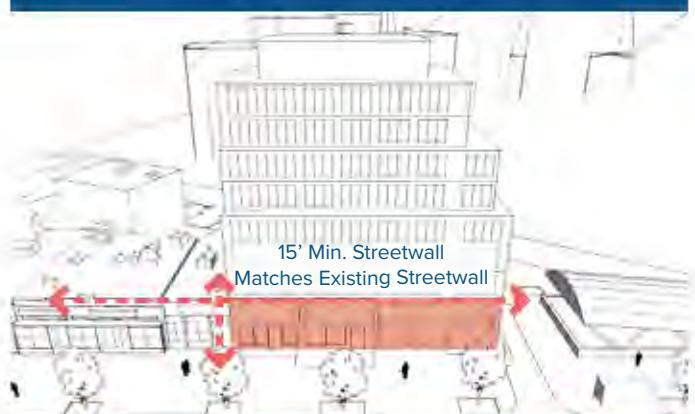
The contributing buildings that make up the streetwall in Cleveland Park are mostly one story with a few exceptions of two or three-story structures.



3419 to 3325 Connecticut Ave. Cleveland Park

Woodley Park

The contributing buildings that make up the streetwall in Woodley Park are mostly two - three story structures.



M&T Bank Site, Connecticut Ave. Woodley Park

Note: Diagrams and drawings are illustrative scenarios only. They do not represent any actual designs or plans for any sites.

D.2 Streetwall Design

The design of a building's streetwall contributes to the architectural character and liveliness of the public realm and provides connection to the outdoors.

- Streetwall façade modulation through syncopated storefronts and building projections such as show windows is encouraged, where architecturally, appropriate to promote a high degree of visual interest.
- Blank walls at street level, or windows that begin at five feet above grade or higher are discouraged.
- Large setbacks in the streetwall are discouraged. New construction should align with the established streetwall formed by adjacent buildings with a minimum of 75% of the façade built to the property line.
- Shallow setbacks for public spaces containing seating, outdoor cafés, and vegetation is encouraged, especially at intersections of Connecticut Avenue and cross streets.
- Retail businesses are encouraged to display goods on the adjacent sidewalk, provided a clear path is preserved for pedestrians.

Refer to the Connecticut Avenue Streetscape Design Guidelines for further details on sidewalk and public space design.



Streetwall modulation through building projections - Capitol Hill



J Linea, 8th ST, DC - Building stepbacks above streetwall



2nd Street District, Austin TX - Outdoor displays and seating with a delineated clear pedestrian path

D.3 Streetwall Transparency

A building's streetwall should have a high degree of transparency in order to help enliven the adjacent public realm.

- Ground-floor windows or storefronts should consist of large sheet glazing to maximize visibility for restaurants, cafes, and businesses.
- Storefronts with large operable glazing are encouraged for restaurants and cafes to allow for continuity of activity between inside and out.
- Where slopes or grade changes make roll-up or accordion-style storefronts challenging, bar seating with operable windows may be utilized.
- Upper level windows should be operable and consists of generous glazing to provide light and air to the inside and visual connectivity to the outside.
- Large floorplate businesses, such as grocery stores or large retailers which occupy a considerable length of a building's façade, should place active functions, such as café seating and check-out areas, along their façades to reduce dead space and activate adjacent public space.
- Storefronts glazing, or windows should maintain visibility from the sidewalk to a minimum depth of 10 feet into the retail space.



Cleveland Park Library



The Shay, 8th ST, DC



La Cosecha, 4th ST NE, DC

D.4 Building Entrances & Retail Guidelines

The activity generated from movement of people in and out of entries to building lobbies or businesses contributes to the liveliness of the public realm. In order to promote a lively public realm, attract retail, restaurants, and services to this part of Connecticut Avenue NW, and maintain compatibility with the historic fabric, the following guidelines should be considered:

- Building and retail entrances should be level with the adjacent public sidewalk along Connecticut Ave.
- The façades of stores, restaurants, or businesses that exceed 30 feet in width should be modulated or exhibit a design that breaks down that width into 20- or 30-foot increments.
- Rounded or faceted corners of buildings at the intersections of Connecticut Avenue and cross streets provide larger public realm opportunities. Those locations should be reserved for restaurants and cafes whenever possible.
- Parking and loading entrances should be located on alleys or secondary streets to minimize curb cuts along Connecticut Avenue and maintain an uninterrupted pedestrian path.



The Liz, 14th ST, DC. Source: CORE architecture + design, Inc.



660 Penn Ave, DC



*Alleyway parking and loading access, Collection 14, 14th ST
Source: Perkins Eastman DC*

Strategies for retail floor plates

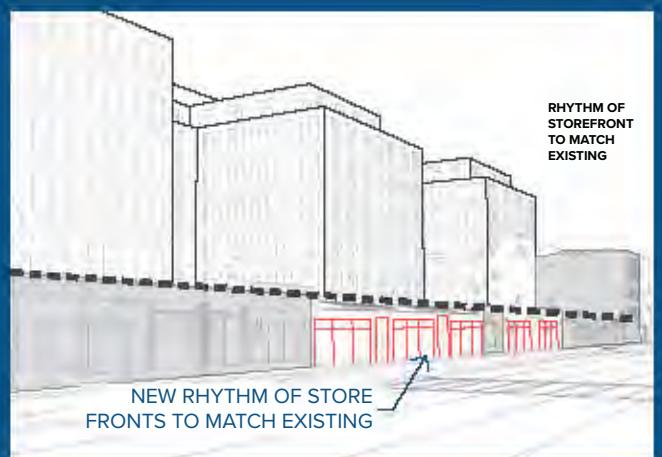
- For large anchor retailers such as grocery stores, seek opportunities to minimize the street facing portion by locating the store space behind smaller street facing retail bays, or locating most of the anchor retailer below grade or on a second level.



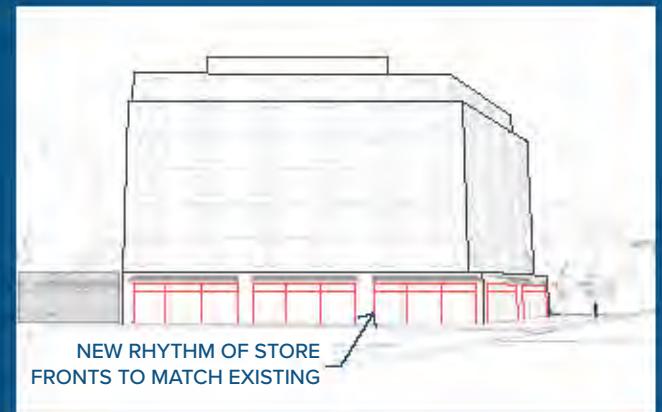
The Louis, 14th ST, DC - Individual show windows break up façade of larger retail frontage



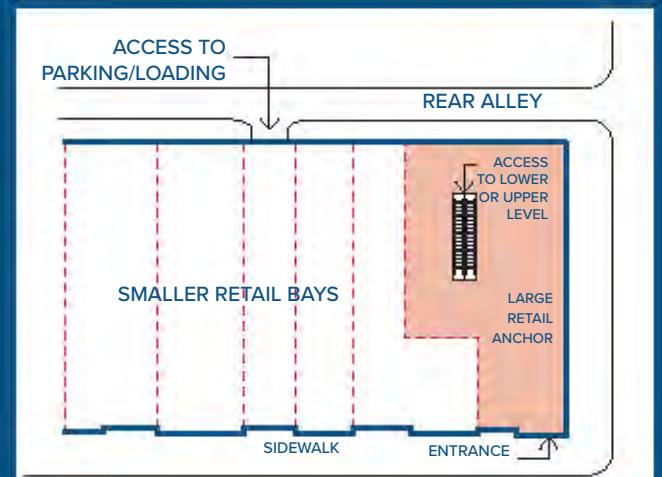
Anchor retail on second floor with ground level corner entrance. Small retail bays along street frontage. Pentagon Row, Arlington



Strategy for a mid block larger retail floorplate



Strategy for a corner larger retail floorplate



Placement of larger retail behind smaller street facing retail bays

Note: Diagrams and drawings are illustrative scenarios only. They do not represent any actual designs or plans for any sites.

D.5 Building Canopies & Awnings

Architectural elements such as canopies, awnings, and marquees indicate the presence of businesses or entrances, provide shade and shelter from the elements and reduce solar gain.

- Architectural canopies and marquees at building lobbies should be designed and detailed to complement, match, or integrate with, the building's design and be composed of high-quality materials.
- Consider the use of marquees at main residential entrances or larger anchor retail to create a visual interest and delineate a hierarchy of entrances.
- A canopy or marquee over a retail or lobby entrance should be sufficiently deep to provide shelter from rain. Architectural shading of upper-story building elements, such as windows or terraces, should serve to reduce solar gain, and not simply be decorative.
- Awnings should be made of high-quality materials and be sufficiently deep to provide shelter from the elements. Awnings should complement the size and scale of the storefront in width and depth. Colors and graphics should complement the adjacent awnings to give a sense of cohesiveness to the streetscape.



Marquee over the Uptown Theater entrance, Cleveland Park



Awnning over lobby entrance, The Harper, 14th St NW



Deep canopy provides shade and complements building façade, Georgetown

D.6 Building Signage & Lighting

Signage helps identify and bring attention to businesses and building entrances or lobbies while lighting illuminates the building façade, encouraging nighttime activity in the public realm.

- The design of signage should integrate or reflect the design or brand of the building, restaurant, café, or retail business it represents.
- Signage may be applied to hang from, or project from a building's streetwall façade. It should be visible and legible and should be lit using lighting that is part of the architectural design of the building.
- Blade signs are encouraged to facilitate identification of businesses for pedestrians.
- Freestanding signage, internally-illuminated box signs, flashing or animated signs, and signage applied to awnings should not be used.
- Preserve and maintain existing historically-appropriate light fixtures where possible.
- For new development, or additions to existing buildings, simple and modern light fixtures should be utilized and integrated into the design of architecture.



O Street Market NW



U Street NW



14th Street NW

E. BUILDING MATERIALS & ARTICULATION

Building materials and their articulation play a significant role in ensuring design quality and compatibility of new development with existing buildings in the Cleveland Park and Woodley Park Historic Districts.

E.1 - Material Selection

The selection of building materials for new development or additions to existing development is an essential part of ensuring compatibility with historic districts along the Connecticut Avenue corridor.

- The choice of material, texture and color for the façade of the new structure or addition should be compatible and relate to the character of the historic district.
- Historically-appropriate materials such as brick, especially beige and red brick, and limestone are preferred for building façades.
- Modern materials that can complement the look of brick, limestone, and other existing materials in the corridor such as wood, terracotta, cast stone and appropriately colored and detailed metal panels are also permitted.
- In Cleveland Park, the use of glass block is appropriate given the predominance of art deco design.



1524 14th Street NW



The Hyatt Centric, Old Town Alexandria, VA



La Cosecha, 4th ST NE

E.2 Material Quality & Sustainability

The use of high-quality, durable, and sustainable materials will enable future development to be attractive, and lasting while minimizing waste and stewarding the environment.

- The use of natural, sustainable, zero-carbon, and locally-sourced materials is encouraged.
- The use of concrete and other carbon-intensive materials is discouraged.
- Other materials such as thin gauge metal panels that are susceptible to oil canning are discouraged.
- Materials such as vinyl siding, EIFS, synthetic stucco as well as faux-historical materials, or materials that imitate other materials, such as “wood-look” tile, should not be used on primary, street facing elevations.
- Storefronts, windows, doors, and door frames may be made of glass, wood, stone, aluminum, and/or steel.



Cleveland Park Library



Residences above retail at Capitol Hill

E.3 Complementary Details

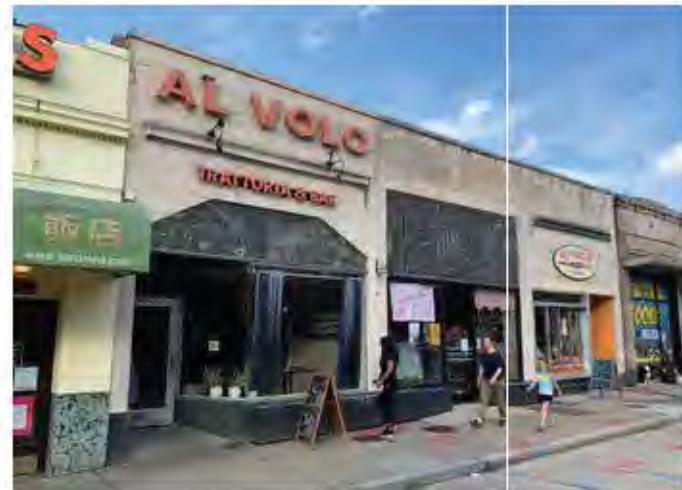
In historic districts, thoughtfully incorporating complementary details into new buildings can help them stylistically integrate into their surrounding context.

For Cleveland Park, the following details might be considered to complement the prevalent Art Deco architectural style:

- Carved limestone panel inserts
- Decorative aluminum panel inserts
- Incorporation of glass block
- Use of horizontal banding both in brick and aluminum
- Curvature at corners
- Use of light or beige brick integrated with limestone

For Woodley Park, the following complementary details might be considered:

- Carved limestone panel inserts
- Use of varying decorative red brick patterns
- Articulation at entries
- Decorative iron railings



Art Deco carved limestone and decorative aluminum panels, Cleveland Park



Art Deco glass blocks and beige brick materials, Cleveland Park



Decorative cornice above store entry, Woodley Park

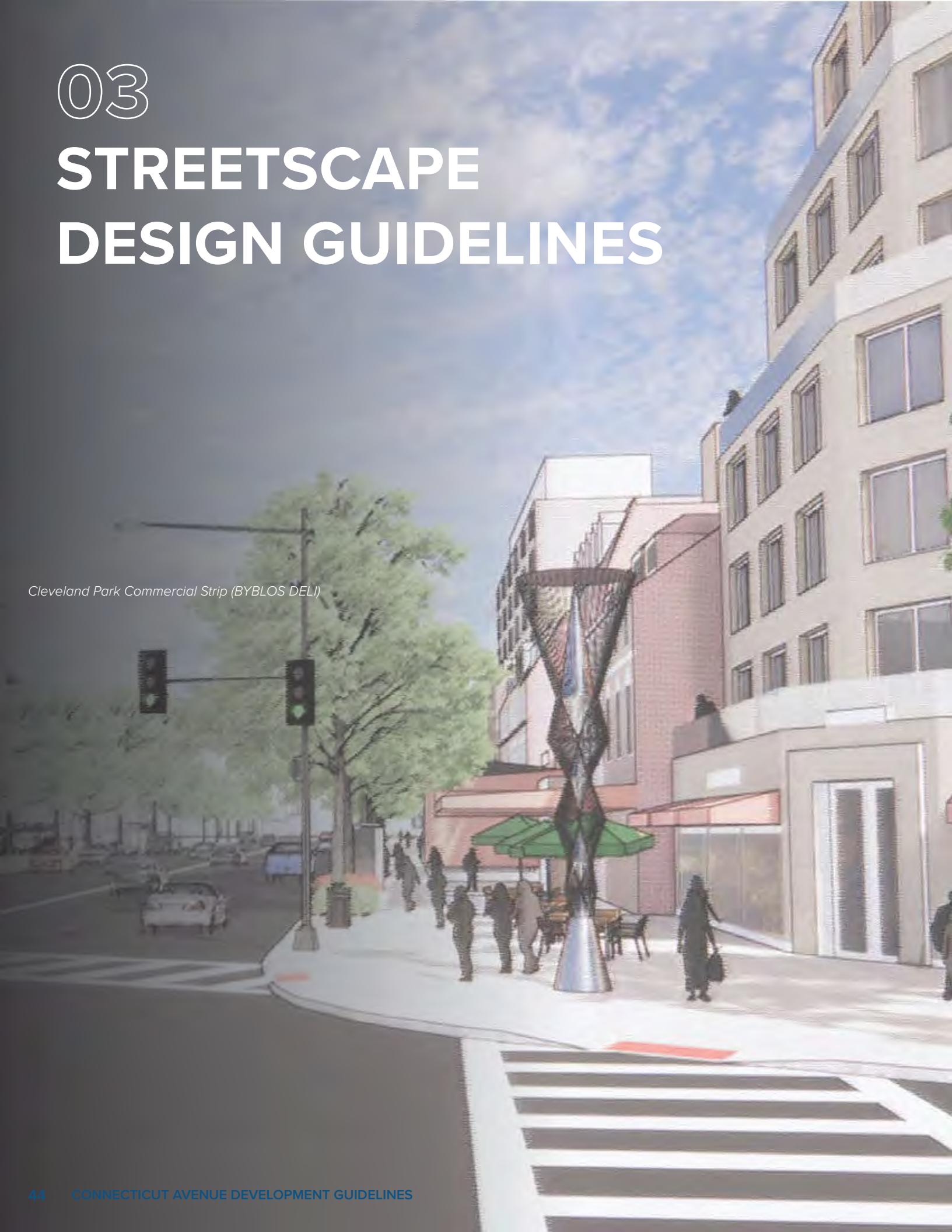


Colonial Revival and decorative iron railings, Woodley Park

03

STREETSCAPE DESIGN GUIDELINES

Cleveland Park Commercial Strip (BYBLOS DELI)



OVERVIEW AND DESIGN PRINCIPLES

The streetscape for Connecticut Avenue is envisioned as a unified promenade that builds upon the iconic character of the corridor's built and natural features while emphasizing key destinations that serve as national and local attractions. The Streetscape Guidelines provide detailed guidance to celebrate and build on the corridor's architectural, functional, and landscape character. Street trees, ground cover planting, paving, and lighting will serve as unifying elements to provide a cohesive landscape character. Features such as furnishings, public art, special paving, and wayfinding elements will help to define unique, distinct, memorable places along the corridor.

The following principles inform the streetscape guidelines:



CONNECTIVITY

Enhance the safety and comfort for all public space users and introduce creative wayfinding solutions to leverage the Zoo's proximity to the Cleveland Park and Woodley Park Metro station areas.



BEAUTIFICATION

Extend the corridor's rich landscape into the commercial areas to enhance their visual character and create a distinct sense of place.



LIVABILITY

Create an inclusive and vibrant corridor that provides opportunities for outdoor dining, gathering, play, and socializing for residents and visitors of all ages, abilities, and socio-economic backgrounds.



HISTORY

Celebrate the history, architecture, and unique physical characteristics of the corridor.



COMFORT

Integrate best practices in environmental sustainability to reduce the impacts of a warming climate and create a comfortable pedestrian realm year-round.



STEWARDSHIP

Ensure the continued functionality of the street to support area businesses with consideration of long-term maintenance of proposed improvements.

F. STREETSCAPE ELEMENTS

The public realm strategy for Connecticut Ave within the study area outlines opportunities for enhanced pedestrian circulation and comfort while providing space for functional amenities that serve residents, visitors, and commercial tenants such as outdoor cafe seating, bike racks, lighting, and signage. Special features, such as public art, special lighting, and building projections will ensure that areas of the corridor can have a distinctive identity.

Sidewalks

The sidewalk is comprised of three areas: the Tenant Area, Circulation Area, and Amenity Area. The location and function of each of these sidewalk areas are summarized as follows.

Tenant Area

- Designated for building frontage elements, including outdoor seating, building projections such as show windows, canopies, awnings, plantings, and tenant displays. The Tenant Area should be an active zone that supports pedestrian activity, and adjacent commercial and residential land uses.

Circulation Area

- Reserved exclusively for pedestrian movement without any obstructions from temporary commercial signage, street furnishings, or other elements.

Amenity Area

- Designated for amenities that enhance the pedestrian comfort and experience including street trees, planting, street lights, and furnishings such as seating, bike racks, trash/recycling receptacles, and wayfinding signage.

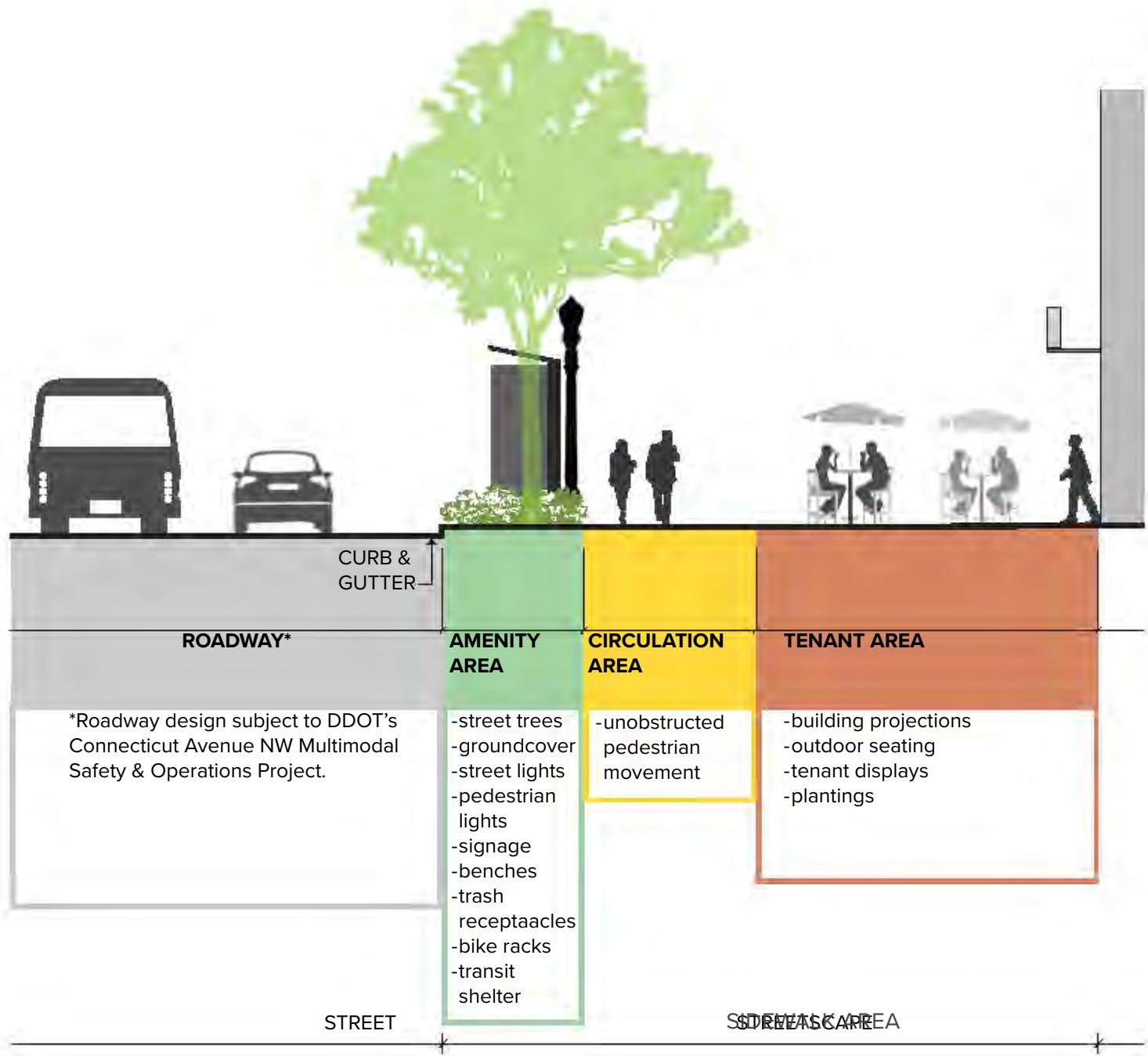
Placemaking Elements

Additional guidance is provided for placemaking elements that enhance the experience of users in the public space. The Public Realm Design Manual and DDOT's design and engineering standards and manuals should be referenced for more comprehensive information on the District's public space policies, regulations, and standards.

- Lighting
- Wayfinding
- Public Art
- Building Projections
- Sustainability

SIDEWALK AREAS

SEE THE DIAGRAM ON THE NEXT PAGE THAT ILLUSTRATES THE SIDEWALK AREAS AND TYPICAL ELEMENTS



Connecticut Avenue sidewalk areas

G. STREETSCAPE SEGMENTS

The Streetscape Design Guidelines generally apply to the space between the building face and the right-of-way curb line along Connecticut Avenue between Calvert Street and Porter Street, encompassing sidewalks, plazas and other focal public spaces. In areas of special significance such as gateways and the Zoo entrance, further guidance is outlined for improved pedestrian safety and opportunities for expanded public spaces. The corridor is further divided into 'streetscape segments' that correspond to the varying functional and character conditions along the corridor. Designated streetscape segments include the following:

- **Cleveland Park**, from Porter Street to the north and Macomb Street to the south.
- **Woodley Park**, from Woodley Road to the north and Calvert Street to the south.
- **Residential Areas**, from Macomb Street to the north and North Road to the south; and North Road to the north to Woodley Road to the south.

Special Areas Include:

- **Zoo Plaza**, from North Road to the north and Hawthorne Street to the south.
- **Destination Public Spaces**, including the Sam's Park and Shop, and Woodley Park Metro station plaza.
- **Gateways**, at the Calvert Street and Porter Street intersections (see Lighting and Arts & Culture guidelines)

Recommendations for each streetscape segment build upon findings from the Connecticut Avenue Public Life Study, which identified activity areas, user preferences, land use characteristics, and pedestrian movements. Recommendations are also informed by physical analysis of existing conditions and feedback received through the community engagement process. A detailed overview of each streetscape segment is provided in the following sections.



G.1 - Cleveland Park Streetscape Segment

Cleveland Park is undergoing a significant public realm transformation as part of DDOT's Cleveland Park Streetscape and Drainage Improvement Project. As the northern bookend to the study area, streetscape improvements at Cleveland Park significantly influence the character of future upgrades along the corridor. Similar design elements are also being proposed north of the study area as part of the Van Ness Commercial Corridor Streetscape Improvement project.

Streetscape elements being implemented in Cleveland Park that could inform future enhancements south of Macomb Street include:

- Differentiation in the use of materials and sidewalk patterns between the tenant area, circulation area, and amenity area.
- Green infrastructure improvements including installation of native trees, permeable pavers, and tree boxes.
- Installation of bicycle racks, trash cans, light fixtures, and street furnishings.
- Integration of public art within the streetscape design.



Connecticut Avenue Streetscape near the Uptown Theater
Source: DDOT



Connecticut Avenue Streetscape along Uptown Theater. Source: DDOT

1. Concrete Block Pavers (12"x24"x2")
2. Stone paver (6"x6"x2")
3. Poured-in-place concrete (3' x 3')
4. Tree box
5. Washington Twin-20 Globes light fixture
6. Granite curb

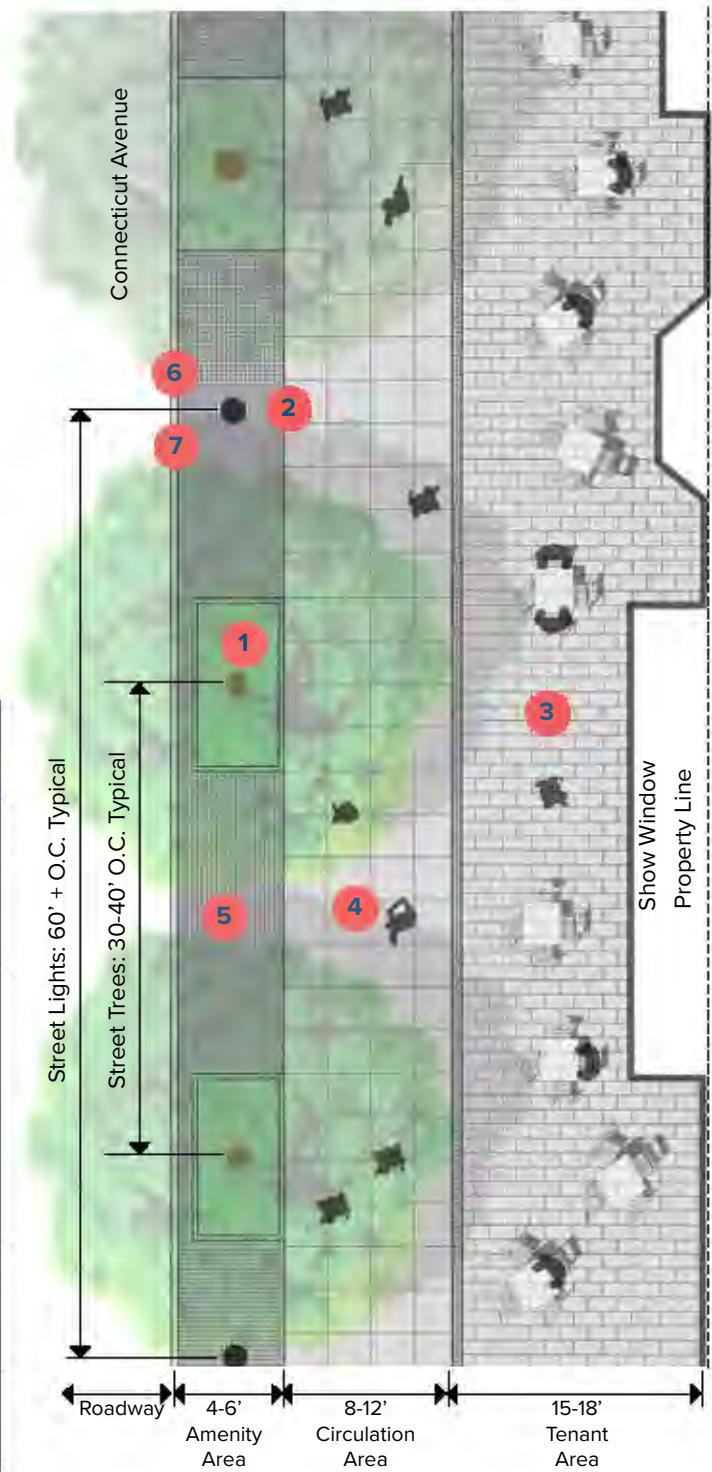
G.2 - Woodley Park Streetscape Segment

Woodley Park is an important gateway to upper Connecticut Ave. This commercial area sits at the crossroads between Adams Morgan to the east, the Zoo to the north, and Taft Bridge to the south. While the Metro station is a central hub to all these attractions, the Woodley Park commercial area has struggled to carve out its own unique identity and sense of place.

The public realm in Woodley Park should be designed to promote a distinct sense of place through a vibrant streetscape and thriving commercial area that caters to a growing residential population and visitors alike.

Streetscape Element	Specification
1. Street Trees	Oak species mix
2. Street Light	Twin 20; Color- black; 60+ ft. o.c.
3. Tenant Area (15 to 18 feet)	Concrete block paver- 12" x 24" x 2"; Color- portland cement Stone paver-thermal finish - 6" x 6" x 2" (double row along sidewalk edge)
4. Circulation Area (eight to 12 feet)	Poured-in-place concrete with 3' x 3' scoring; Color- portland cement
5. Amenity Area (four to six feet)	Permeable cobblestone pavers- 4" x 4" x 4"
6. Curb	Granite curb
7. Gutter	Brick gutter

Woodley Park streetscape materials



Woodley Park streetscape design recommendations

Programming and Activation

In addition to the streetscape specifications for the Woodley Park frontage, the following design elements should be considered as distinguishing features to support the vibrancy and functionality of the public realm:

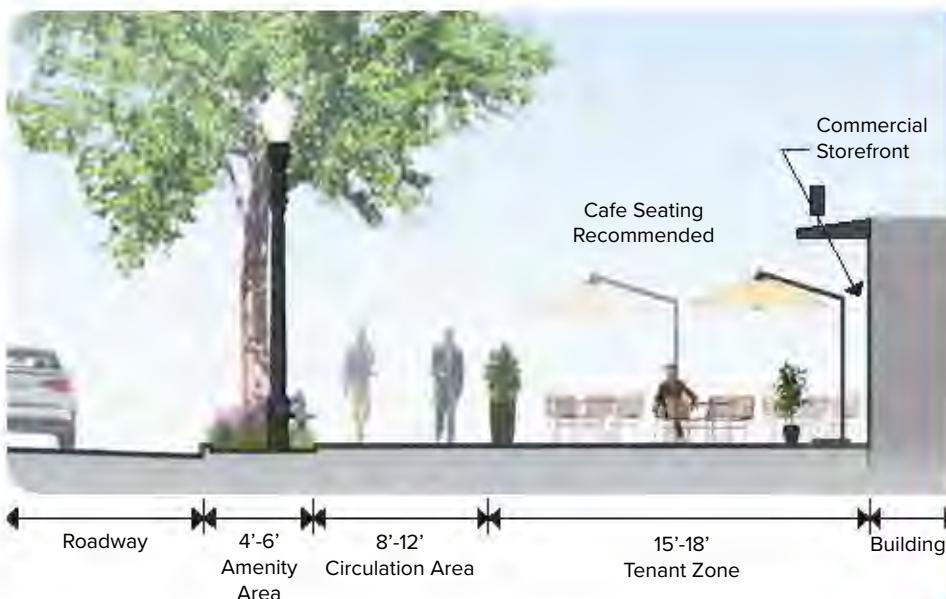
- Include gathering spaces for pedestrians to stop, rest, orient, and interact.
- Engage tenant zones with various amenities that support a thriving commercial district such as café seating, building projections, and retail displays.
- Improve general streetscape lighting and incorporate special, dynamic lighting at the Calvert Street Gateway and the Woodley Park Metro Station plaza.
- Enhance ease of wayfinding to the Zoo and nearby recreational amenities such as Rock Creek and Klingle Parks.
- Integrate beautification elements such as public art and murals where possible.

Amenity Area

- Support future bicycle facilities and transit amenities in the public realm by including bike racks, transit shelters, mobility kiosks, and wayfinding at critical locations.
- Ensure the continued functionality of curbside services such as loading, parking, bus alighting/boarding, and ride hailing services.
- Include paved clear zones between planted areas from the curb to the pedestrian through-zone at curbside service/loading areas.

Street Trees and Vegetation

- Preserve existing, healthy trees and infill with new trees where feasible.
- Provide vegetation at tree planters. Incorporate movable planters where possible to provide additional visual interest.



Woodley Park streetscape dimensions

• Design Character

- Upgrade and improve functionality of sidewalk to support retail activity, pedestrian movements and curbside amenities.
- Celebrate Woodley Park as a unique mixed-use center using wayfinding elements, public art, and dynamic site furnishings.

G.3 - Residential Frontage Streetscape Segment

Residential areas have a mature tree canopy and beautiful gardens that contribute to the Avenue's iconic character. Residential development in the area feature large setbacks that include lush vegetation, large shade trees, and lawn areas that beautify the aesthetics of the adjacent public realm. While no redevelopment is anticipated between Macomb Street and Woodley Road in the near future, the following strategies provide guidance for preserving and enhancing the public realm in residential areas.

LANDSCAPED 'PUBLIC PARKING'

THE LANDSCAPED AREA BETWEEN THE BACK OF THE SIDEWALK AND PROPERTY LINE OR BUILDING RESTRICTION LINE IS REFERRED TO AS "PUBLIC PARKING" IN DISTRICT REGULATIONS. THESE REGULATIONS ENSURE THIS AREA REMAINS GREEN AND PARK-LIKE AND APPLY TO PUBLIC SPACE AND BUILDING RESTRICTION AREAS. MORE INFORMATION ON THESE REGULATIONS ARE IN DCMR TITLE 24: PUBLIC SPACE AND SAFETY.

Streetscape Element	Specification
1. Street Trees	Oak species mix
2. Street Light	Twin 20; Color- black; 60+ ft. o.c.
3. Circulation Area (eight to ten feet)	Poured-in-place concrete with 3' x 3' scoring; Color- portland cement
4. Amenity Area (four to six feet)	Permeable cobblestone pavers- 4" x 4" x 4"
5. Curb	Granite curb
6. Gutter	Brick gutter

Residential streetscape materials



Residential streetscape design recommendation

Amenity Area

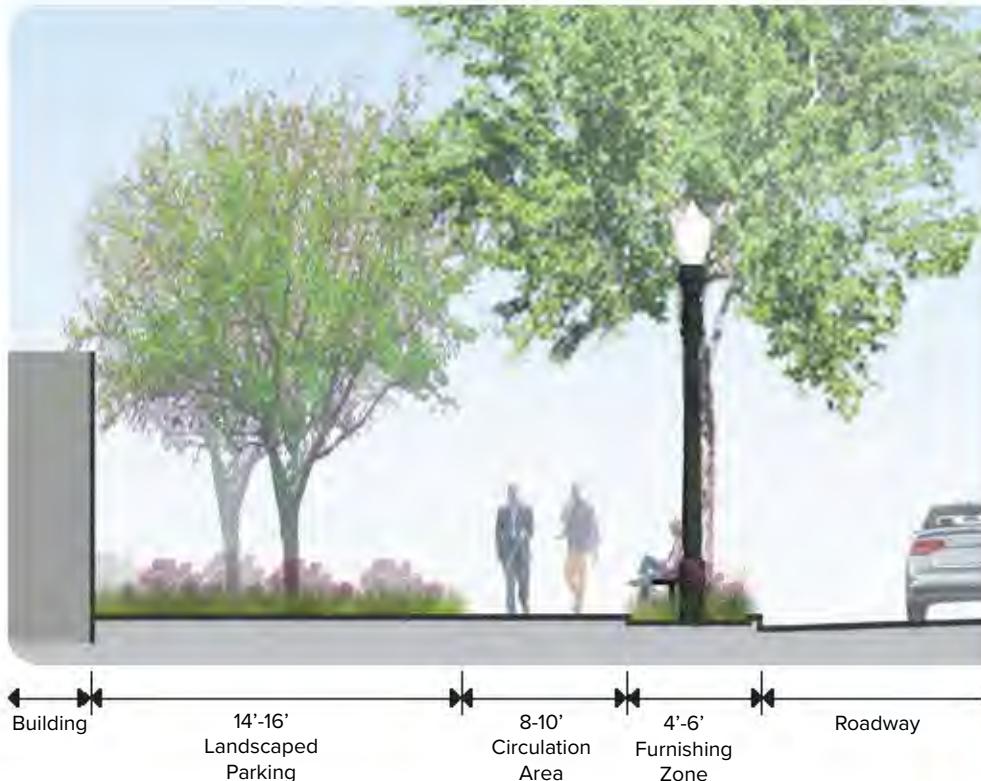
Integrate amenities such as bike racks, benches, and trash/recycling receptacles that support pedestrian and bicyclist usage.



Street Trees and Vegetation

- Preserve existing, healthy trees and infill with new trees where feasible.
- Provide vegetation at existing and future tree planters.

Pedestrian amenities such as benches will enhance the pedestrian experience in residential areas. Source: RHI



Residential streetscape dimensions

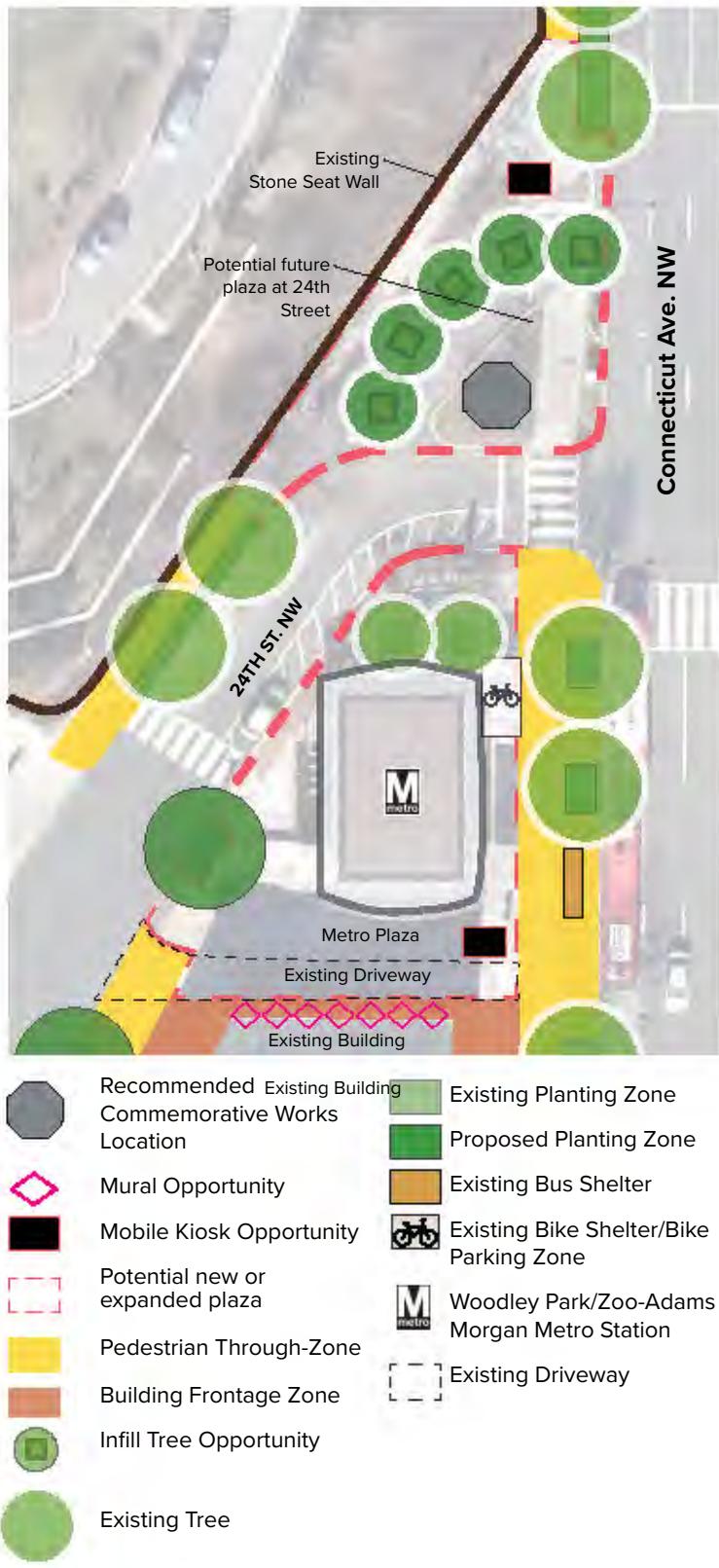
- Design Character
-
- Continue using 3x3' scored concrete paving as a primary hardscape material.
-
- Preserve the landscape features of the residential frontage along Connecticut Avenue that soften the aesthetics of the public realm.

H. SPECIAL AREAS

H.1 Woodley Park-Zoo/Adams Morgan Metro Station Plaza

The Woodley Park-Zoo/Adams Morgan Metro station serves as a gateway to many nearby attractions including the Zoo, Rock Creek Park, and Adams Morgan commercial area. Currently, the Metro station plaza offers minimal directional signage or any features that create a sense of place for the historical commercial district. Additionally, the triangle island at the intersection of Connecticut Ave and 24th Street has been identified as a potential site for a local commemorative work. The following guidelines explore opportunities to enhance the Metro station plaza as future development or changes to roadway configuration occurs:

- Install directional and informational signage at the metro station plaza that highlights the Zoo, local businesses and other nearby attractions
- Integrate placemaking and public art elements such as sculptures, murals, or other form of art installations to further create a sense of identity.
- Create a focal plaza through potential future realignment of 24th Street at Connecticut Avenue NW as DDOT's Connecticut Ave Reversible Lanes and Multimodal Safety Project is finalized.
- Include placemaking elements in the Metro plaza and future reclaimed roadway areas such as seating, vegetation, a signature public art/commemorative element, special lighting, and other dynamic elements to create a focal point anchor for Woodley Park.



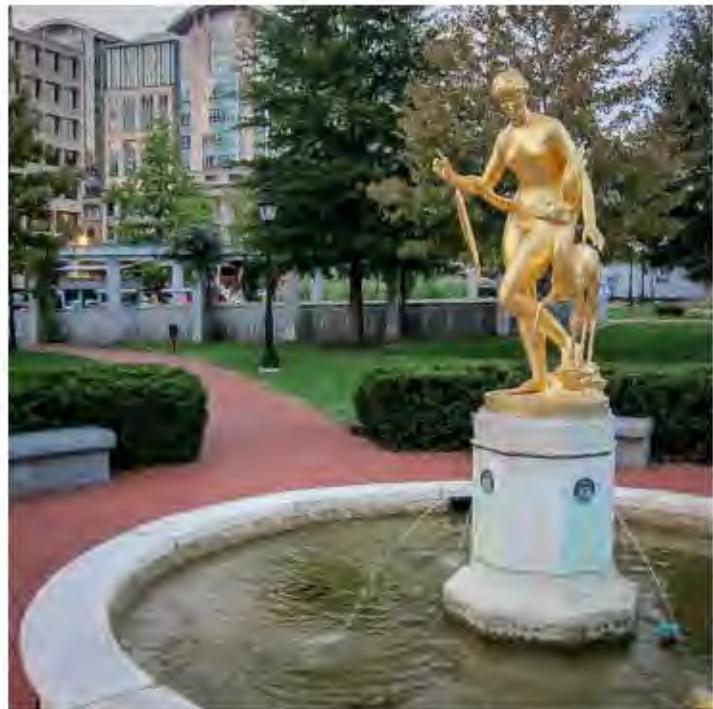
24th Street & Metro Plaza concept plan

Street Trees and Vegetation

- Preserve healthy, mature trees where possible.
- Infill new street trees to further expand the existing tree canopy.
- Provide vegetation at tree planters. Incorporate movable planters where possible to provide additional visual interest.



Include flexible furnishings that can allow small and larger gatherings in destination open spaces. Source: Design Collective



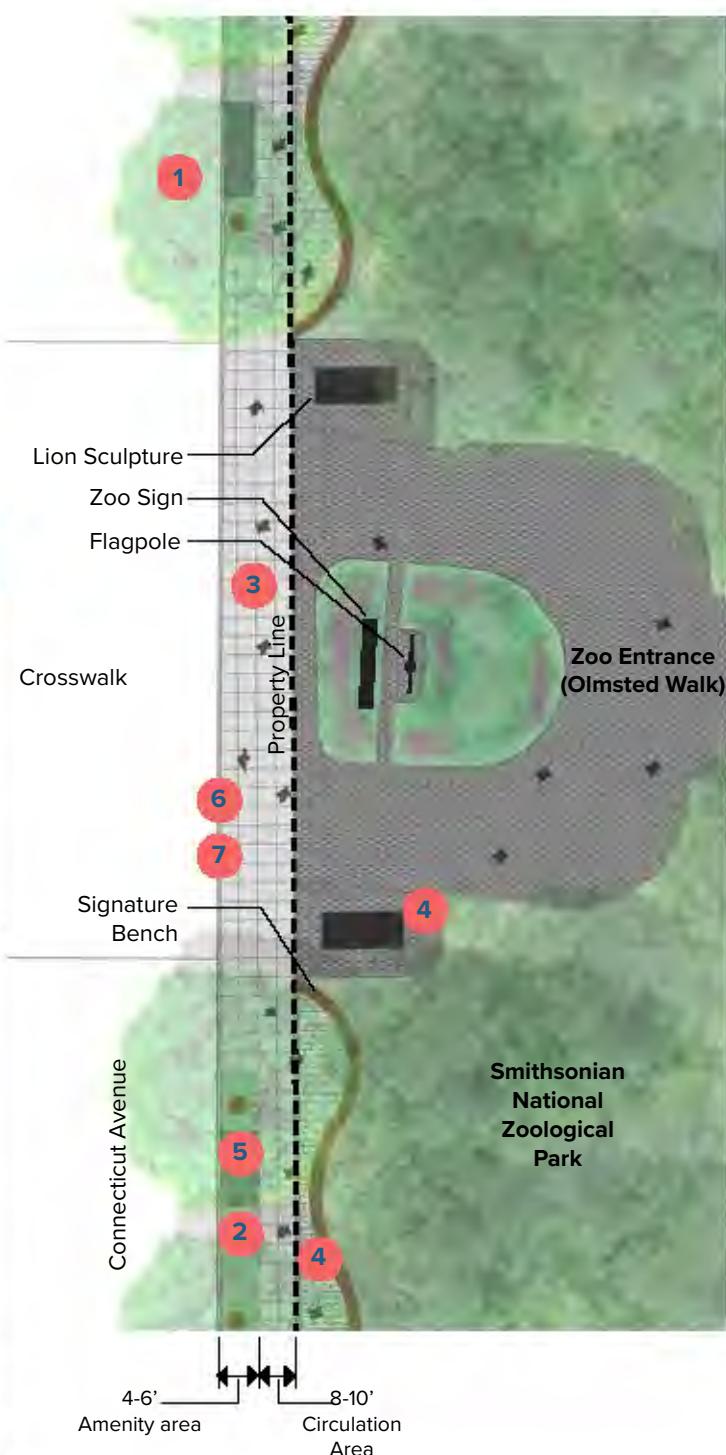
Commemorative public art such as a sculpture or memorial garden can be integrated as a distinguishing feature. The Darlington Memorial Fountain located in Judiciary Square is named after Joseph J. Darlington who attended law school in Washington, DC, Source: Washington Post

H.2 Zoo Plaza

The Zoo is a significant destination and activity node along the Connecticut Avenue corridor drawing a large number of visitors who arrive by Metro, bus, car, bike, and on foot. Many activities such school bus tours, ride hailing, group gathering, and Metro bus stops, compete for the limited space along the Zoo frontage. The following design guidelines are recommended to accommodate the needs of users and to further emphasize the location as a major destination.

Streetscape Element	Specification
1. Street Trees	Oak species mix
2. Street Light	Twin 20; Color- black; 60+ ft. o.c.
3. Circulation Area (eight to ten feet)	Poured-in-place concrete with 3' x 3' scoring; Color- portland cement
4. Zoo Entrance Plaza Expansion Area	8" Hexagonal Paver; Finish- Ground Tudor Finish; Color- Matrix A80011 (Zoo Standard) or other special pavement Concrete block paver- 12" x 24" x 2"; Color- portland cement
5. Amenity Area (four to six feet)	Permeable cobblestone pavers- 4" x 4" x 4"
6. Curb	Granite curb
7. Gutter	Brick gutter

Zoo plaza streetscape materials



Zoo plaza streetscape design recommendations

Zoo Entrance Improvements

The designated pedestrian clear path at the Zoo's Connecticut Avenue entrance is too narrow to handle the current amount of pedestrian traffic and other Zoo related activities. The public space needs to safely accommodate large crowds of pedestrians, facilitate curbside pick-ups/drop-offs, and enhance the experience arriving at the Zoo. Streetscape Improvements at this location should consider the following:

- Work with District and federal agencies on the design and implementation of widening and/or reconfiguring the sidewalk to better accommodate pedestrian movements. The sidewalk widening should be carefully coordinated between the Smithsonian Institution, the National Capital Planning Commission, and DDOT.
- Integrate pedestrian, bicycle, and transit amenities (such as benches, bike racks-- for standard and cargo bikes, and bus shelters) within the expanded plaza area to create safe, comfortable and highly functional places for gathering.
- Setback seating away from the pedestrian through-zone. Consider the integration of a signature bench facing the sidewalk, that defines the edge of the Zoo while providing ample places for seating and gathering.
- Balance the need for functional places to walk, gather, and stay with continued preservation of trees and plantings that accentuate and complement the aesthetic characteristics of the Zoo entrance.
- Improve wayfinding to nearby Metro stations, the Cleveland Park and Woodley Park commercial areas as well as recreational and civic amenities, such as Rock Creek Park and the Cleveland Park Library. Wayfinding signage should be located near the Zoo entrance.

- Study the feasibility of widening the sidewalk and maintaining the street canopy on the east side of Connecticut Avenue, between Hawthorne Street and Woodley Road, to ensure the continuity of a clear and comfortable pedestrian path.

Connecticut Avenue Street Crossing

The design of the Zoo entrance intersection is being studied as part of DDOT's Multimodal Safety and Operation project to improve safety for all road users.

- Design Character
- Improve the safety and functionality of the Zoo frontage and the retail streetscape across the entrance to support retail, pedestrian, and visitor activity.
- Maintain the views and aesthetic qualities of the iconic Zoo entrance signage and public art.
- Reflect the Zoo presence and aesthetic in the public realm through special furnishing, lighting, and public art.



Long continuous benches provide seating and create a signature element that can define the Zoo's edge. Source: Streetlife

Retail Plaza

The retail plaza located across from the Zoo's entrance provides essential commercial and retail amenities for visitors. However, several storefronts remain vacant which detracts from the location's liveliness. Additionally, the absence of dedicated drop-off/ pick-up zones creates sidewalk and traffic congestion along this frontage, particularly with school tour buses.

- Expand outdoor dining and seating to activate tenant areas. Consider shade structures and enhanced lighting to increase pedestrian comfort.
- Integrate dynamic elements such as public art and planting to provide activation and enhancement of existing outdoor dining and seating areas. Public art could be animal/ environmental themed to create visual and thematic connections to the Zoo.



The retail plaza across the Zoo entrance is an important amenity for visitors and residents alike



Retail vacancy creates gaps in the economic and physical vitality of this commercial area.



Movable planters can provide a sculptural element in the pedestrian realm. Source: Streetlife

Street Trees and Vegetation

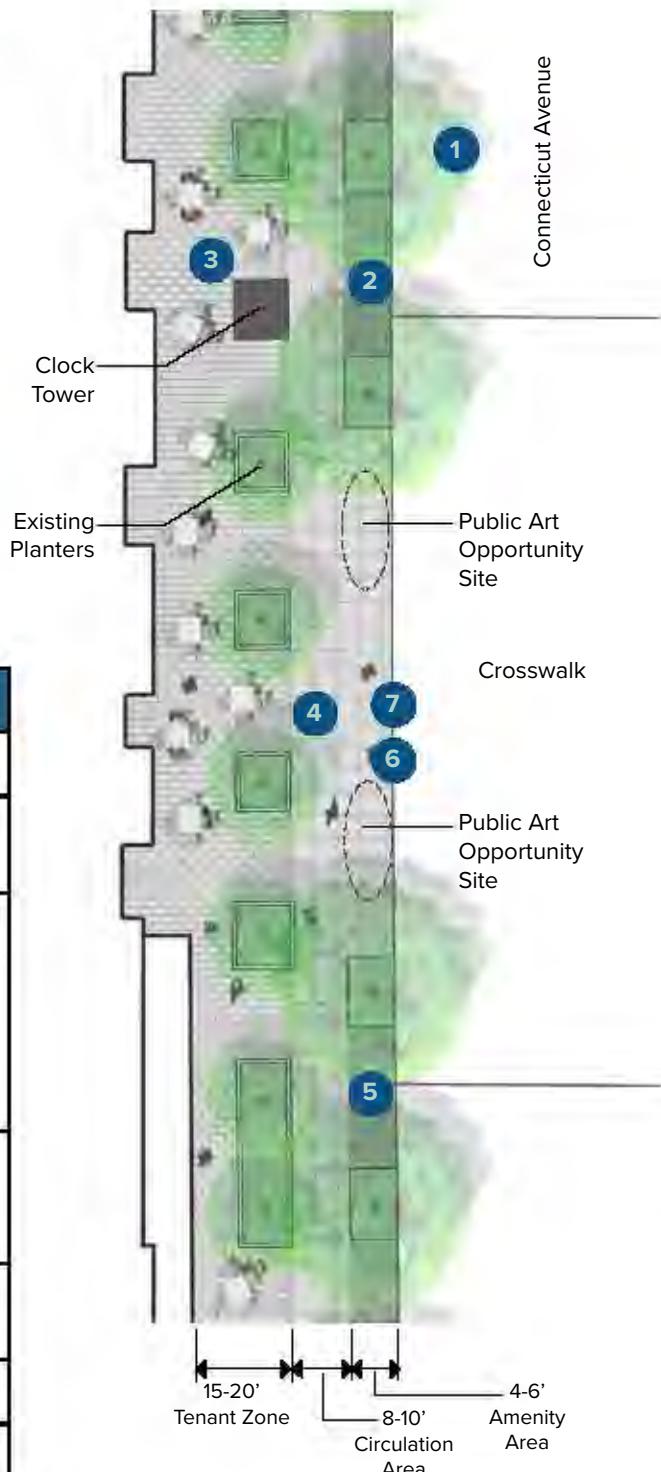
- Preserve existing, healthy trees and enhance them with the infill of new trees where feasible.
- Provide vegetation at tree planters. Incorporate movable planters where possible to provide additional visual interest.



Thematic art elements could help activate retail frontage across from the Zoo. Source: 6sqft

Streetscape Element	Specification
1. Street Trees	Oak species mix
2. Street Light	Twin 20; Color- black; 60+ ft. o.c.
3. Tenant Area (15 to 20 feet)	Concrete block paver- 12" x 24" x 2"; Color- portland cement Stone paver-thermal finish - 6" x 6" x 2" (double row along sidewalk edge)
4. Circulation Area (8 to 10 feet)	Poured-in-place concrete with 3' x 3' scoring; Color- portland cement
5. Amenity Area (4 to 6 feet)	Permeable cobblestone pavers- 4" x 4" x 4"
6. Curb	Granite curb
7. Gutter	Brick gutter

Retail plaza streetscape materials



Retail plaza streetscape design recommendation

H.3 Sam's Park and Shop / Cleveland Park Metro Plaza: General Guidance

Built in 1930, the Sam's Park and Shop site is considered one of the earliest examples of auto-oriented shopping centers and is designated as a contributing structure to the Cleveland Park Historic District. Redevelopment of the southern portion of the site, which was built in the 1990s and is considered non-contributing, and repurposing of the parking lot present an opportunity to create a public open space for community gathering and events.

The following streetscape design guidelines look at opportunities for reprogramming and reconfiguring the parking lot, sidewalk, and metro plaza to create a public space amenity for current and future residents. Potential future open space design should consider the anticipated users' needs to ensure they are welcoming to a diverse population.



Sam's Park and Shop today



Sam's Park and Shop in the 1930s. Source: WAMU

Short-Term Opportunities

- Encourage the temporary use of the parking lot, for activities such as outdoor festivals, concerts, farmers markets, and other community-centered events.
- Widen the pedestrian through-zone between the Cleveland Park Metro Station and the parking lot to create a pedestrian plaza with movable seating.
- Frame the plaza with trees or vegetation to establish a sense of enclosure and separate the area from adjacent vehicular zones.
- Enhance ground cover plantings at existing planters along the sidewalk.
- Upgrade the parking lot paving to permeable unit pavers. Paving colors should be cool tones to reduce heat-island impacts.
- Enhance the retail edge along the parking lot with movable planters to improve the visual character and usage of the site.



Cleveland Park Metro station, East entrance.



Sam's Park and Shop future public space opportunity (short-term scenario)

SHORT-TERM SCENARIO: METRO PLAZA EXPANSION

1. Approved Connecticut Avenue Streetscape & Drainage Improvements (under construction)
2. Expanded Cleveland Park Metro Station plaza
3. Green spaces
4. Parking with upgraded permeable pavement
5. Sidewalk with lighting, upgraded pavement, & movable planters

Longer-Term Opportunities

- Accommodate a range of active and passive recreational opportunities, such as seating, flexible lawns, and children's play area.
- Explore year-round and seasonal programming such as farmer's markets, winter lights, temporary playable art, food festivals, and other cultural events.
- Include shade structures to provide comfortable seating areas during warm months.
- Create a retail promenade that may include small retail kiosks to extend commercial activity outside of the indoor shopping center.
- Consider green spaces and light or cool toned paving that can serve multiple functions and reduce hot pavement areas.
- Include a variety of fixed and movable site furnishings.



Variety of movable and fixed site furnishings offer opportunities to expand on public gathering spaces in Cleveland Park.

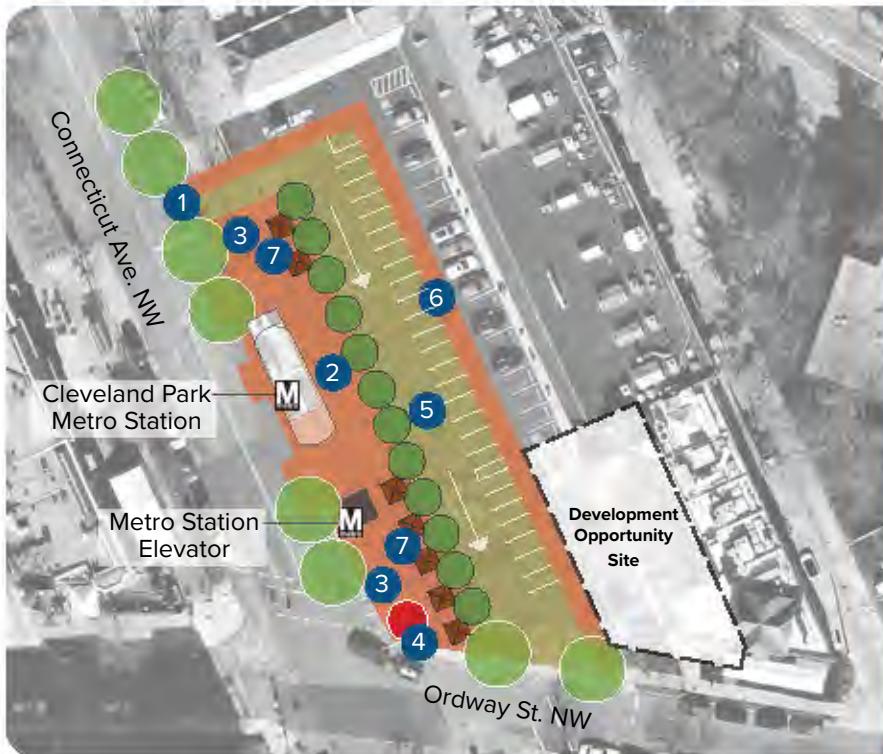


Mobile retail kiosks, Source: NYCGo
Year-round or seasonal programming such as farmer's markets can support economic and social activity



Interactive art creates intergenerational public spaces

LONGER-TERM SCENARIO CONCEPT 1



Sam's Park and Shop future public space opportunity (scenario one)

SCENARIO ONE: METRO PLAZA EXPANSION

1. Approved Connecticut Avenue Streetscape & Drainage Improvements (under construction)
2. Expanded Cleveland Park Metro Station plaza
3. Flexible plaza with seating
4. Public, interactive art
5. Parking with upgraded permeable pavement
6. Sidewalk with lighting, upgraded pavement, & movable planters
7. Movable Kiosks



Sam's Park and Shop future public space opportunity (scenario two)

SCENARIO TWO: DESTINATION PUBLIC SPACE

1. Approved Connecticut Avenue streetscape & drainage improvements (under construction)
2. Expanded Cleveland Park Metro Station plaza
3. Flexible seating areas
4. Public, interactive art
5. Flexible plaza, retail promenade
6. Shade structures
7. Flexible lawn
8. Movable Kiosks

I. PLACEMAKING ELEMENTS

I.1 Lighting

Lighting is a key element that defines the nighttime visual environment and increases safety. Light fixtures are also a prominent feature that contributes to the overall sense of place during daylight hours.

Street & Sidewalk Lighting

- Washington Twin-20 Globes (black) should be used as the primary street light fixture to provide visual and functional continuity along the corridor.
- Critical locations such as intersections, access ramps, crosswalks, transit stops, and seating areas that are used at night must be visible and lit.
- Alternate the placement of streetlights and trees so that trees do not block the illumination of pedestrian areas.

Special Lighting

Special lighting is defined as secondary lighting sources that emphasize unique site features. It cannot be used as an alternative to traditional street lighting. While subject to DDOT review on a case-by-case basis, the image below illustrates successful example of accent lighting within urban streetscapes. To add visual interest, variety, and depth to the streetscape special lighting is encouraged at the following locations:

- Calvert Street/Connecticut Avenue Gateway: to define the key orienting intersection to Woodley Park.
- 24th Street Plaza and Realignment: to provide visual interest at the destination public space.
- Woodley Park Metro station: as a key orienting feature for area visitors and residents.

- Zoo entrance area: to further emphasize the civic entrance, recommended pedestrian amenity upgrades, and to add night activation.
- Sam's Park and Shop / Cleveland Park Metro Plaza: to provide visual interest at the destination public space.
- Cleveland Park Multi-Use Service Lane: to provide visual interest and to differentiate the area as a public space.
- Lighting such as string or building-mounted lights is encouraged to illuminate activated outdoor space in the Tenant Area. Lighting fixtures may not obstruct or encroach into the pedestrian through-zone.



Washington Twin-20 Globes



Special lighting to provide visual interest and additional public realm illumination. Source: WAMU

I.2 Wayfinding Signage

In addition to their designation as historic districts, the Cleveland Park and Woodley Park neighborhoods are close to several local and regional attractions such as the Zoo, Rock Creek Park, the Cleveland Park Library, and two commercial main streets. Interpretive signage and wayfinding such as maps, directional signage, pavement markings and other informational features can be designed to educate and orient visitors in this area. Signage and wayfinding can also play a role in building a sense of character and direct residents and tourists to local businesses that can benefit from foot traffic generated by Zoo visitors. The following are guidelines for incorporating wayfinding signage in the public realm:

- Wayfinding signage should be consistent in placement, appearance, and use of materials while allowing for slight variations to distinguish three geographical areas- Woodley Park, Cleveland Park, and the Zoo entrance.
- Sign types (e.g., educational, directional, orientational) may vary in size and shape to serve their intended functions and locations while sharing a consistent design motif and graphic style.
- Distances to destinations should be provided in both length and time (e.g., “You’re 1500 feet / five-minute walk / three minute bike ride to the Smithsonian National Zoo”).
- Technology such as “smart” signage and digital displays should be considered to provide current information regarding nearby businesses, transit, off-street parking locations, etc.



Directional signage mounted on existing poles can reduce streetscape clutter. Source: RHI



Directional signage with distance indicators. Source: RHI



Directional signage embedded in pavement. Source: AmazonAWS

Ground-Mounted Signs

These signs should be at the human-scale targeting people walking, riding bicycles and other micro-mobility modes. Ground mounted signage should not exceed 10 feet in height, measured from ground level. Signage may include:

- Information/directional signs should be located within the curbside amenity zone or at intersections and should not encroach into sidewalk areas.
- Interpretive panels can be used to provide context related to historical and public realm features such as special stormwater management areas to communicate the history and functions of these areas.



Digital, interactive directory signage. Source: Trueform



Pavement embedded interpretive signage. Source: RHI

I.3 Public Art

Public art can be found across the District. As part of the urban landscape, public art fosters a sense of place and enhances the city's unique identity, history and context. Public art should continue to be integrated along Connecticut Avenue, including sculptures, murals, and audio/light installations.

Gateways

- Gateways include Connecticut Avenue intersections at Calvert St and Porter St. These intersections serve as orientation points for visitors along the corridor and represent key anchor points for both the Cleveland Park and Woodley Park commercial districts.
- Gateway elements such as public art, murals, and special lighting should evoke a sense of movement, transition, and arrival to reflect the shift in character between areas.



Public art can also serve dual purpose of seating and interactive public art. "Merry Go Zoo" art installation at Atlanta's High Museum of Art

Destination Open Spaces

- The potential creation of new public spaces along the Connecticut Ave NW such as at the 24th Street intersection and the Sam's Park and Shop site presents an opportunity to include public art to enliven the spaces further. Explore options for interactive public art in these locations that support multi-generational activation.

Building Facades

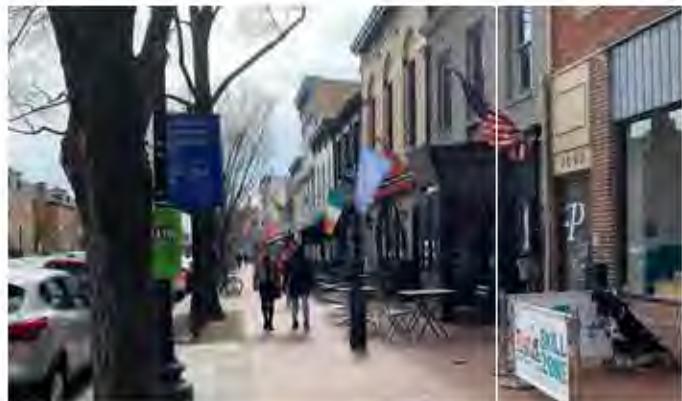
- Murals on building façades are encouraged to further enliven the public realm.



Existing façade mural in Woodley Park. Source: RHI

I.4 Building Projections

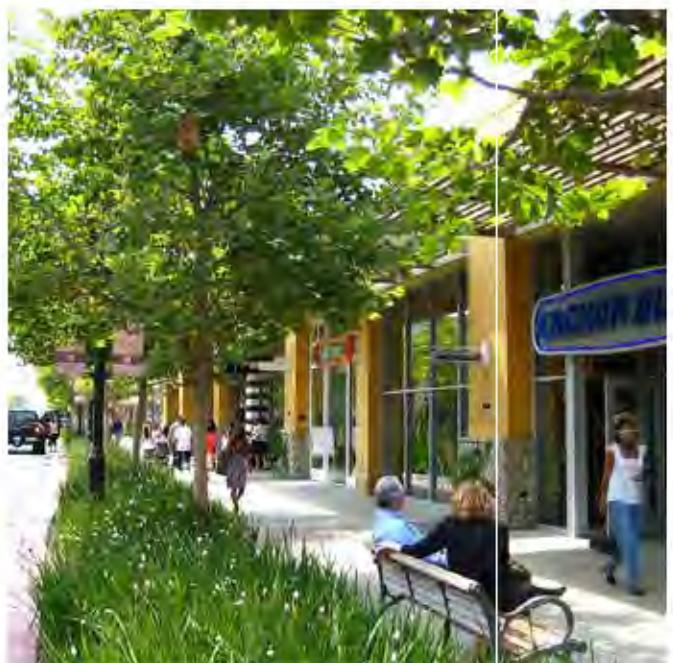
The city's projection regulations allow for above-grade projections such as bay and oriel windows, balconies, show windows, roof overhangs and architectural trims. These architectural elements should be incorporated as part of the public realm design strategy to help break down the building mass along the streetwall and create a comfortable and human-scale experience at the ground level. Further guidelines for façade modulation are outlined under the "Building Design Guidelines" section of this document.



Building projections at the ground level, such as show windows add visual interest to building facades.



Building projections such as bay windows create an engaging streetwall and help to break up the building mass.



Bioretention planters can be sized to accommodate larger or limited spaces. Source: Save it Lancaster



Permeable pavers within the curbside amenity zone. Source: RHI

J. STREETSCAPE IMPLEMENTATION

Applicability

The Streetscape Design Guidelines apply to development proposals for all properties and public rights-of-way located along Connecticut Avenue within the study area. They are intended to be used by regulatory agencies, developers, designers, and landowners when proposing, designing, or reviewing development proposals to ensure that they meet the design principles of this document.

The Streetscape Design Guidelines are not a substitute for the codes and ordinance provisions associated with the development review process. There is flexibility in how a design element may be realized, provided the design intent is achieved.

Maintenance and Durability

The use of high-quality and wear-resistant materials for streetscape surfaces should be a priority for all projects. Public spaces require adaptable designs that can accommodate changing demands as the use of these spaces may evolve. The long-term maintenance of sidewalks, trees, landscaping, paving, furnishings, lighting, public space facilities, and other public realm components is a chief consideration of these Guidelines.

- DDOT is the lead agency with authority over planning, designing, constructing, and maintaining sidewalks, streets, streetlights, furnishings, and traffic signals in the District of Columbia within the public right-of-way.
- Improvements on private property are the responsibility of the landowner.
- Stewardship of new public parks and plazas should be considered, and appropriate entities to manage these assets should be identified prior to the construction of improvements.



Lush plantings soften the streetscape's character while providing visual interest. Source: RHI



Movable planters provide temporary, low-cost opportunities to enhance the public realm. Source: Rockingham County, VA



DISTRICT RESOURCES

Planning and Development

- [Connecticut Avenue Development Guidelines: Existing Conditions Report](#)
- [Connecticut Avenue Public Life Study](#)
- [DC Interactive Zoning Map](#)
- [DC Zoning Handbook](#)

Housing

- [36,000 Housing Count \(DMPED Economic Intelligence Dashboard\)](#)
- [The Housing Production Trust Fund](#)
- [Rock Creek West Roadmap \(2021\)](#)
- [Housing Equity Report \(2019\)](#)

Historic Preservation

- [Cleveland Park Historic District](#)
- [Woodley Park Historic District](#)
- [HistoryQuest \(online map\)](#)
- [Ward 3 Heritage Guide \(2020\)](#)

Transportation

- [Cleveland Park Streetscape and Drainage Improvement Project](#)
- [Connecticut Avenue Multimodal Safety & Operations Project](#)
- [Bus Priority Plan \(2021\)](#)
- [moveDC: Multimodal Long-Range Transportation Plan \(2021\)](#)

Public Space Activation and Design

- [Commemorative Works Program](#)
- [Guidelines for Overhead Building Projections \(2022\)](#)
- [Our City, Our Spaces! \(2021\)](#)
- [Public Life Initiatives](#)
- [Public Realm Design Manual \(2019\)](#)
- [Public Space Activation & Stewardship Guide \(2018\)](#)
- [DDOT Green Infrastructure Standards](#)

School Planning:

- [DC Edscape](#)

Sustainability and Resilience:

- [Building Energy Performance Helpdesk](#)
- [Sustainable DC](#)
- [Resilient DC](#)



ACKNOWLEDGMENTS

District of Columbia

Muriel Bowser, Mayor

District of Columbia Council

Ward 3 Council member, Matthew Frumin

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Commissioner Adam J. Prinzo, SMD02
(Secretary)

Commissioner Janell Pagats, SMD03 (Chair)

Commissioner Roric McCorristin, SMD04

Commissioner Sauleh Siddiqui, SMD05
(Treasurer)

Commissioner Tammy Gordon, SMD06

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Commissioner Rick Nash, SMD08

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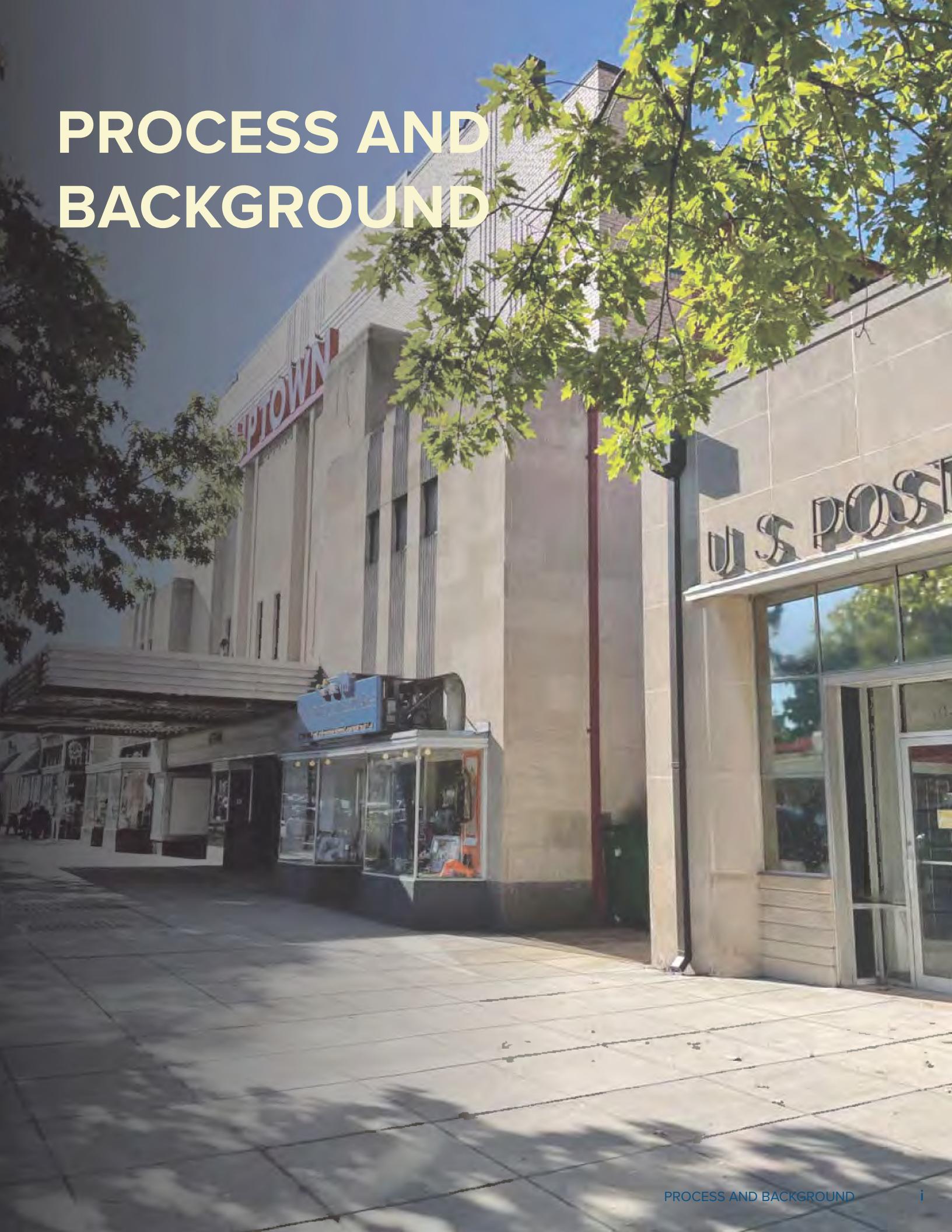
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District of Columbia
Office of Planning



PROCESS AND BACKGROUND



A.1 PLANNING PROCESS

Racial Equity

The Comp Plan states that racial equity is achieved when “race no longer determines one’s socioeconomic outcomes; when everyone has what they need to thrive, no matter where they live or their socioeconomic status; and when racial divides no longer exist between people of color and their white counterparts.”

The planning approach centered the Comprehensive Plan’s priority of racial equity by exploring a key question: How has planning influenced the racially homogenous landscape in the study area today and how can it change this trajectory towards a more equitable future?

This framing has helped guide the planning process in the following ways:

- Documentation and acknowledgment of historical discriminatory land use and development practices through an existing conditions analysis.
- Disaggregating demographic and community participation data by race, gender and other socio-economic factors, where possible, to indicate inequitable outcomes and tailor outreach and design recommendations accordingly.
- Underscoring the equity policies identified in the Comprehensive Plan for transportation, housing, urban design, and historic preservation.
- A transparent and open engagement process that begins with acknowledging and listening to diverse voices from the neighborhood and seeking to expand opportunities for participation, particularly in underrepresented groups such residents of color, renters, young families, and small business owners.

ENGAGEMENT BY THE NUMBERS

40
Participants

Community Walk

1,854
Participants

Online Visioning Survey

32
Participants

Focus Groups

23
Participants

Targeted Outreach to apartment residents and local businesses

49
Participants

Pre-Workshop Webinar

25
Participants

Woodley Park Community Design Conversation

128
Participants

Cleveland Park Community Design Conversation

1,175
Participants

Community Design Conversations Online Survey

Engagement Approach

The Connecticut Avenue Development Guidelines is a part of the broader Rock Creek West Corridors Planning Initiative to support the need for housing, particularly affordable housing, at high-capacity transit nodes, while allowing for development that is compatible in character with the established historic districts on the corridor. With future land uses established in the Comp Plan, these guidelines take an urban design focus to explore how increased building heights and densities would be implemented in the mixed-use areas around the Cleveland Park and Woodley Park Metro Stations.

Communicating the project process and outcomes required a community engagement strategy that centered a clear and honest presentation of information to consider a future Connecticut Avenue that achieves multiple complementary policy goals. The project explored the intersecting topics of streetscape and building design, housing and affordable housing development, land use economics, racial equity, and a critical understanding of history.

Goals for community engagement included:

1. Design and implement creative and meaningful ways to invite residents to participate in the planning process.
2. Engage a diverse audience in the process, and amplify underrepresented voices.
3. Obtain robust ideas for creating expanded housing opportunities for current and future residents across broad demographic lines and increase access to the corridor's rich amenities.



Cleveland Park Historical Society Walk



Connecticut Avenue Community Walk



Cleveland Park Design Conversations



Cleveland Park Design Conversations

To achieve these goals, a range of in-person and online activities were designed that were both open to the broad public or targeted to specific groups. Participation in planning processes often skew to an older, whiter (often home-owning) demographic, which was confirmed by observation of participants at project meetings as well as demographic data from online surveys. To expand outreach, opportunities to participate online, focus group conversations with targeted groups/perspectives, pop-ups at neighborhood events, and door-to-door discussions with local business owners provided the project team with more representative community inputs. At each of these events there were clear opportunities for public feedback that have informed these development guidelines. A record of all the outputs shared and key feedback received were posted to the project website for the duration of the planning process.

In addition to these activities, the planning process included multiple check-ins with ANC 3C, the HPRB, local civic groups such as the Cleveland Park and Woodley Park Community Associations, Cleveland Park Historical Society, Cleveland Park Smart Growth, and the two Main Street organizations. These groups were key partners in developing and promoting engagement activities for the guidelines, hosting opportunities for thoughtful community dialogue, and advancing city policy goals along the corridor.

The Connecticut Avenue Development Guidelines project team also coordinated with community engagement being undertaken by partner District agencies with active projects within the study area, particularly those led by DDOT.

The draft Connecticut Avenue Development Guidelines was released on Friday, April 21, 2023, for public review and comment, which ran through May 26, 2023, and included a public hearing at HPRB's May 25 meeting. During the 5-week public comment period, the project team conducted office hours and participated in seven community events. To provide the opportunity for public comment on the draft, an online form was open through the duration of the public comment period in which 132 individuals submitted feedback. In addition to the online comment form, OP received a resolution from ANC 3C, emails from 51 individuals, and 5 letters from neighborhood and District-wide groups.



Connecticut Avenue Community Walk



Woodley Park Design Conversations



Woodley Park Design Conversations

Engagement Timeline



Discussing a Shared Future on Connecticut Avenue

Overall, residents and stakeholders in Woodley Park and Cleveland Park see the potential and promise of higher density redevelopment with broader housing affordability to achieve equity goals in their communities. Concerns about preserving valued qualities of everyday experiences tied to the corridor's built environment and social networks will require sensitive design considerations that build on what makes these communities feel special.

A range of perspectives and opinions emerged during the planning process. Areas of constructive tension arose around key topics such as prioritizing the ability to walk and bike safely along the corridor, as well as balancing historical identity with modern aesthetics. Throughout the process, there was broad support voiced for focusing bigger, taller buildings with housing for a range of household incomes and sizes around the Cleveland Park and Woodley Park Metro stations. Community conversations and written comments highlighted the role of thoughtful design approaches that sculpted, rather than strictly curtailed, building height and massing to provide more housing units, while expanding the customer base to support local businesses.

Reactions throughout the public engagement process, both online and in-person, were positive. Participants reported their appreciation for the dynamic, expert-informed, interactive engagement that provided space for them to feel heard, capture community needs, and contribute to shared learning around key policy and design issues. Feedback on both the content and process thus informed the structure and presentation of the Connecticut Avenue Development Guidelines' recommendations and design rationale.



Common words respondents to the Online Visioning Survey used to describe the Area **NOW**



Common words respondents to the Online Visioning Survey used to describe the area in the **FUTURE**

As part of the Connecticut Avenue Development Guidelines planning process, the DC Office of Planning (OP) held two in-person Community Design Conversations and an online design survey to explore future development potential and public space enhancements in Woodley Park and Cleveland Park. Participants shared their thoughts around development scenarios that maximizes housing and affordable housing production as well as opportunities for streetscape and public space enhancements along the corridor. Responses from both the in-person workshops and the online survey showed majority support for greater densities (Scenario C) along the corridor that result in the creation of more market-rate and affordable housing units.

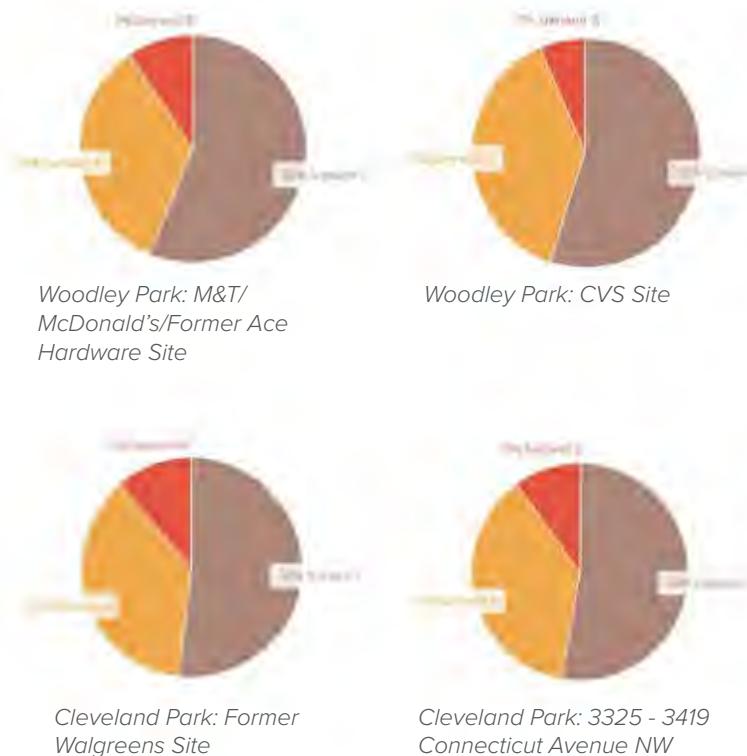
In-person Community Design Conversations offered participants the opportunity to talk with project staff and their neighbors about different design approaches for incorporating larger developments into the neighborhood.



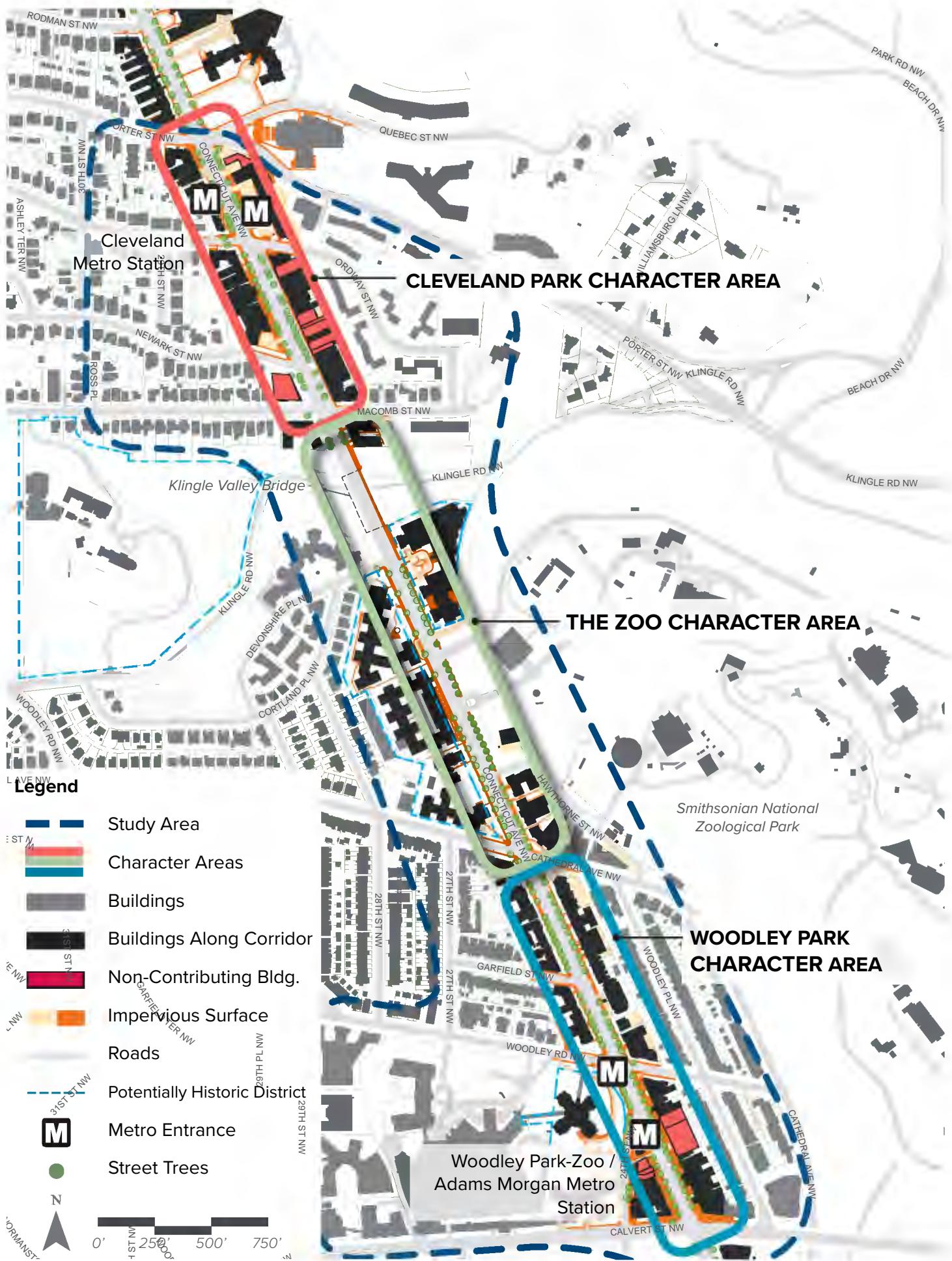
Project team presenting and facilitating at the Cleveland Park Community Design Conversation



Presentation board with development scenarios at the Cleveland Park Community Design Conversation



Opportunity Sites modeled for development scenarios in the Woodley Park and Cleveland Park commercial areas.



A.2 EXISTING BUILDINGS AND STREETSCAPE CHARACTER

The description of the buildings and streetscape character on the following pages provides context for the design guidelines outlined in Building and Streetscape Design Guidelines regarding the design and form of future mixed-use development, as well as public space improvements. The corridor is broken into three distinct areas between Calvert Street to the south and Porter Street to the north. Each area has its own unique historical and urban design evolution that contributes to the overall experience along this portion of Connecticut Ave.

The description of buildings for each character area focuses on their architectural styles, general height and scale, and unique façade articulation and materials. The streetscape of the character area is broken down into elements of the sidewalk such as hardscapes, trees, and furnishings, as well as ground level building frontages, with observations and enhancement opportunities outlined for each.

CLEVELAND PARK CHARACTER AREA

Cleveland Park encompasses the commercial area along Connecticut Ave between Porter Street to the north and Macomb Street to the south. In Cleveland Park, the buildings are a combination of one to three-story commercial and civic buildings along with five-story residential buildings. The public realm is activated by outdoor dining and active building frontages.

THE ZOO CHARACTER AREA

The Zoo character area is bounded by Macomb Street to the north and Cathedral Ave to the south. This area is characterized by mid- to high-rise multi-family residential buildings and is anchored by the Smithsonian National Zoological Park (Zoo). The Zoo and the commercial strip across the street in the center. The residential developments feature wide setbacks and lawn areas that soften the aesthetics of the adjacent public realm.

WOODLEY PARK CHARACTER AREA

Woodley Park encompasses two blocks along Connecticut Ave, from Cathedral Ave to the north to Calvert St to the south. The northern block is characterized by a mix of low- to high-rise residential buildings with vegetated setbacks and front stoops. The southern block is the commercial area of Woodley Park with two to three-story commercial buildings surrounded by a mix of high-rise multi-family residential buildings and low-rise single family homes.

CLEVELAND PARK BUILDINGS

Along Connecticut Avenue, Cleveland Park is lined with commercial and civic uses that support adjacent mid-rise residential buildings and the historic single-family residential neighborhood beyond. The buildings within the Cleveland Park Historic District are an eclectic mix of Colonial Revival, Art Deco, and other revival styles popular in the first half of the 20th century.

Element	Description / Observations
Architecture	Architectural styles range from Colonial Revival such as the 1916 Fire house to Art Deco such as the 1936 Uptown Theatre. Modern insertions such as the Cleveland Park Library have details inspired by these historic precedents such as curved corners and streamlined stone coursing.
Height and Scale	Building height and scale range from one-story commercial, two and three-story civic buildings, and low to mid-rise residential buildings (three to five-stories). Generally, most buildings are five stories or less.
Massing and Step-backs	Commercial buildings tend to have minimal setbacks and are prominent along the sidewalk. The exception to this is the shopping center parking lot. Residential buildings typically have deeper setbacks along the sidewalk which can include front stoops or vegetated yards. The building massing overall provides minor stepbacks which tend to have a block form.
Street Wall	There are two major street wall types in this area. Commercial buildings and the library have a translucent street wall at the ground level while residential buildings have a more opaque, private street wall.
Materials and Articulation	The quality of building materials is accentuated in this area. Buildings reflecting the Colonial Revival and Georgian styles use red or beige brick with limestone quoining, string courses and keystones. The Art Deco styles are highlighted by the use of carved decorative inserts and spandrel panels, curved features and streamlined limestone coursing and aluminum highlights.

Height and Scale



Single-story commercial



Two and three-story Art Deco Uptown Theater



Mid-rise residential building with Colonial Revival features

Massing and Setbacks



Minor step-back at second level massing



No setback at commercial buildings



Landscaped front at residential building

Materials and Articulation



Colonial Revival features in limestone entry



Reference to Art Deco in new construction with limestone articulation at the Library



Colonial Revival articulation of red brick with limestone accents at the Fire Station

CLEVELAND PARK STREETSCAPE

The observations outlined in the table below describe the condition of the Cleveland Park public realm as it was during the planning process. Implementation of DDOT's Streetscape and Drainage Improvement project commenced in Fall 2022. Completion of this project will enhance the overall pedestrian experience and implement green infrastructure improvements in this commercial area. See the Streetscape Design Guidelines chapter for more details.

	Observations	Challenges	Opportunities
Street Trees and Ground Cover Plantings	<ul style="list-style-type: none"> Healthy, mature trees provide overall streetscape character and shade for buildings. Ground cover planting conditions vary in type and quality 	<ul style="list-style-type: none"> Gaps in the overall street tree canopy The furnishing zone varies in size Undersized tree planters 	<ul style="list-style-type: none"> Create a lush planting zone that buffers pedestrians from the street Preserve existing healthy trees and add additional trees where suitable
Hardscapes	<ul style="list-style-type: none"> Generous sidewalks provide for programming and activation Wide underutilized sidewalks, oftentimes are deteriorated Uncoordinated paving materials; poured-in-place concrete is the predominant material with some areas of accent brick paving 	<ul style="list-style-type: none"> Sidewalks are aging and in disrepair Drainage issues at Metro stations 	<ul style="list-style-type: none"> Develop a consistent streetscape program with space for active building frontages, wide through-way zones, and consistent furnishing zones Integrate green infrastructure and 'cool street' paving strategies
Furnishings	<ul style="list-style-type: none"> Lack of pedestrian and bicycle amenities in the furnishing zone Some building frontages are underutilized or vacant 	<ul style="list-style-type: none"> Furnishing zone width varies Lack of cohesive or complementary furnishings design 	<ul style="list-style-type: none"> Establish a furnishings design strategy for the corridor
Lighting	<ul style="list-style-type: none"> Variety of lighting types and heights (pedestrian and vehicular scale) 	<ul style="list-style-type: none"> Lack of established lighting hierarchy and family of fixtures 	<ul style="list-style-type: none"> Implement current DDOT lighting standards Explore opportunities for special lighting to distinguish select places
Building Frontages	<ul style="list-style-type: none"> Suburban style retail in areas that are set back from the street Urban frontages are activated with outdoor dining and window displays 	<ul style="list-style-type: none"> Pedestrian circulation 'pinch points' around Metro stations Buildings set back from the street 	<ul style="list-style-type: none"> Provide program for active building frontages supporting local businesses Re-imagine street frontages that lack pedestrian orientation



Bus shelter and Metro entry plaza



Site walls along residential frontage



Wide, underutilized retail frontage



Sidewalks are activated by outdoor dining and active building frontages



Recent development has included more green space and public amenities along building frontages

ZOO BUILDINGS

The Zoo character area is defined by elegant large-scale multi-story residential developments such as the Kennedy Warren and the Cathedral Mansions apartments designed in the Art Deco and Colonial Revival styles and incorporate some commercial amenities within their developments. At the heart of this character area is the cultural institution - the Zoo.

Element	Description / Observations
Architecture	Architectural styles are predominantly Colonial Revival and Art Deco with some early International Style structures.
Height and Scale	Building heights vary throughout this area. Building height and scale range from one story commercial to mid to high-rise residential buildings (five to ten stories) Residential buildings tend to be taller and more dense in this area compared to those in Cleveland Park.
Massing and Step-backs	The commercial buildings across from the Zoo entrance tend to have setbacks to allow for more public open space. Residential buildings have a larger setback which include courtyard, drop-off, and landscaped spaces. The overall building massing include minor upper story step-backs.
Street Wall	The street wall in the Zoo area is typically more private and opaque since most of the buildings are residential. However, additional step back space creates a wider, more open feeling. The commercial buildings are translucent, but these building types are limited.
Materials and Articulation	Significant attention is paid to the quality of the architectural details in the buildings in this area. Colonial Revival buildings have limestone quoining, keystone and belt courses along with decoratively carved friezes. The Art Deco buildings are articulated with textured brick patterns and decorative aluminum spandrel panels.

Height and Scale



High-rise residential buildings



Single-story commercial strip across from the Zoo is integrated into residential complex



Mid-rise residential building

Massing and Setbacks



Entry courtyard at residential building



Commercial strip setback



Landscaped setback area at residential building

Materials and Articulation



Colonial Revival carved limestone frieze detail



Art Deco brick articulation and decorative aluminum spandrel panels



Colonial Revival limestone quoining set within red brick coursing

ZOO STREETSCAPE

Mature street trees and dense landscaping along this portion of the corridor increase pedestrian comfort and provide a distinct sense of place and increase pedestrian comfort. The area includes residential uses that feature developments with wide vegetated setback, native trees, and lawn areas. The Zoo is an anchor institution located at the core of the character area and its entrance welcomes significant numbers of visitors.

	Observations	Challenges	Opportunities
Street Trees and Ground Cover	<ul style="list-style-type: none"> Large, healthy street trees Lush vegetation fronting residential areas 	<ul style="list-style-type: none"> Large tree roots are heaving sidewalks in areas Narrow street tree planters in areas 	<ul style="list-style-type: none"> Improve sidewalk conditions around existing trees including root protection and erosion control methods
Hardscapes	<ul style="list-style-type: none"> Narrow sidewalks throughout residential areas Heavily used pedestrian crosswalk at the Zoo entrance Active Zoo entrance and adjacent retail promenade 	<ul style="list-style-type: none"> Limited rights-of-way between back of curb and the adjacent properties may limit sidewalk expansion Sidewalks are aging and in disrepair 	<ul style="list-style-type: none"> Improve the bus drop-off, pedestrian crossing, and entry sequence at the Zoo entrance Establish a consistent paving strategy Integrate green infrastructure strategies
Furnishings	<ul style="list-style-type: none"> Overall lack of furnishings Site walls provide seating opportunities 	<ul style="list-style-type: none"> Narrow sidewalks and tree planting zones limit site furnishing opportunities 	<ul style="list-style-type: none"> Integrate seating and trash receptacles at high-traffic locations Establish a wayfinding system (corridor-wide)
Lighting	<ul style="list-style-type: none"> Lack of pedestrian scale lighting Primarily vehicular lighting 	<ul style="list-style-type: none"> Lack of established lighting hierarchy and family of fixtures 	<ul style="list-style-type: none"> Enhance pedestrian safety with additional lighting Implement current DDOT lighting standards Explore opportunities for special lighting to distinguish select places
Building Frontages	<ul style="list-style-type: none"> Setbacks include large trees, lush plantings, and lawns Primarily residential Iconic Zoo entrance area is heavily planted 	<ul style="list-style-type: none"> Need for an improved entry sequence and bus drop-off zone at the Zoo entrance Setbacks include large trees, lush plantings, and lawns 	<ul style="list-style-type: none"> Enhance the frontage at the Zoo entrance to create a more efficient arrival experience



Residential frontage with furnishing zone amenities



Narrow sidewalks leading to Zoo entrance



Residential buildings include large setbacks creating a green edge along the sidewalk



The Zoo entrance is a major pedestrian gathering place along the corridor



The bridge across Kingle Valley Park



The commercial strip across from the Zoo entrance

WOODLEY PARK BUILDINGS

The character of Woodley Park takes its cues from its earliest development as a mixture of three and four-story townhouse and mid-rise buildings, designed predominantly in the Colonial Revival style. The Woodley Park Metro station entrance is at the corner of Connecticut and 24th Street. A transition to high-rise residential occurs west of 24th Street.

Element	Description / Observations
Architecture	The architecture in this area is defined by three and four-story residential rowhouses and mid to high-rise residential buildings (seven to 10-stories) designed predominantly in the Colonial Revival style with some International Style and Post Modern additions.
Height and Scale	Building heights vary throughout this area. Between Cathedral Avenue and Woodley Road is a mix of rowhouse units and mid-rise multifamily buildings. The main commercial area is located between Woodley Road and Calvert Street where buildings are generally between two and four stories. High-rise residential buildings are located west of 24th Street.
Massing and Setbacks	The commercial buildings are built to the property line and front a generous sidewalk along Connecticut Ave. Residential buildings have a larger setbacks and allow for a “front yard” type landscaped space. The residential building massing creates a step-back for denser development in the back half of the lots.
Street Wall	Commercial buildings in Woodley Park have a consistent streetwall that is built to the property line with ground level storefronts with some exceptions such as the M&T Bank and the residential building at 2607 Connecticut Ave. As the corridor transitions to residential north of Woodley Rd, the street wall is characterized by larger setbacks with front stoops and vegetation.
Materials and Articulation	Building materials are predominantly brick and limestone. With the Colonial Revival and Georgian styles being predominant, carved limestone panels and decorative dormers are prevalent.

Height and Scale



Small scale 3-story duplex town homes



2701 Connecticut Ave., mid-rise residential



Mixed-use commercial strip - conversion of town houses to commercial uses

Massing and Setbacks



"Front yard" at residential building



Development step back behind town homes



Commercial strip step back

Materials and Articulation



Georgian limestone decorative panel inserts



Dormers with decorative Georgian pediments



Decorative carved Georgian cornice detail

WOODLEY PARK STREETSCAPE

Along the northern block of the Woodley Park area, the streetscape is defined by the landscape features of residential buildings such as vegetated setbacks, large shade trees, and lawn areas. Similar to Cleveland Park, this area includes a commercial district that is anchored by the Woodley Park Metro station plaza. Overall, this area lacks an exciting sense of arrival for visitors exiting the Metro station. Sidewalks need upgrades and a cohesive design approach that can create a unique identity for this commercial node and better serve retail and businesses.

	Observations	Challenges	Opportunities
Street Trees and Ground cover	<ul style="list-style-type: none"> Healthy, mature trees provide overall streetscape character and shade for sidewalks Inconsistent ground cover treatment in furnishing zone 	<ul style="list-style-type: none"> Large tree roots are heaving sidewalks in areas Narrow street tree planters in a number of areas 	<ul style="list-style-type: none"> Establish a consistent ground cover planting strategy Improve sidewalk conditions around existing trees including root protection and soil erosion strategies
Hardscapes	<ul style="list-style-type: none"> Sidewalk widths vary between commercial and residential zones Sidewalk materials are mismatched and appear deteriorated. Poured-in-place concrete is the predominant material 	<ul style="list-style-type: none"> Sidewalks are aging and in disrepair Sidewalks lack consistency in location of outdoor seating, commercial displays, and pedestrian throughways 	<ul style="list-style-type: none"> Develop a consistent streetscape program with space for active building frontages, wide throughways, and consistent furnishing zone Integrate green infrastructure and 'cool street' paving strategies
Furnishings	<ul style="list-style-type: none"> Lack of pedestrian and bicycle amenities in the furnishing zone 	<ul style="list-style-type: none"> Furnishing zone widths vary Lack of cohesive furnishings language Lack of arrival experience at the Metro station entrance 	<ul style="list-style-type: none"> Establish a furnishings design strategy for the corridor Integrate wayfinding signage and other civic amenities
Lighting	<ul style="list-style-type: none"> Lack of pedestrian scale lighting Primarily vehicular lighting 	<ul style="list-style-type: none"> Lack of established lighting hierarchy and family of fixtures 	<ul style="list-style-type: none"> Implement current DDOT lighting standards Explore opportunities for special lighting to distinguish special places
Building Frontages	<p>Active commercial buildings at southern end; residential uses one block north</p> <p>Less active than Area 1</p>	<p>Underutilized, wide sidewalks</p> <p>'Pinch points near bus shelters and a few building frontage areas</p>	<p>Encourage outdoor dining and welcoming facades in commercial areas</p>



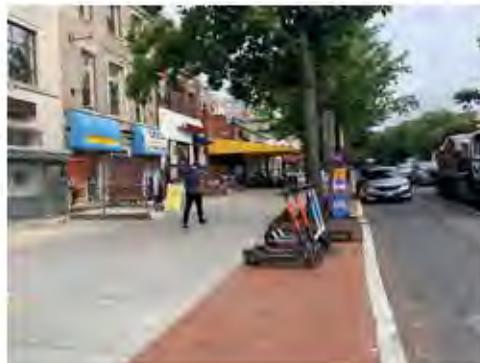
Residential frontage



Commercial frontage



The Woodley Park Metro entrance lacks a sense of place and orientation for arriving transit riders



Wide sidewalks accommodate outdoor dining and public amenities such as micro-transit docking areas



Woodley Park street trees