




CLEVELAND PARK HISTORICAL SOCIETY 3101 HIGHLAND PLACE, N.W. CLEVELAND PARK, D.C. 20008 (202) 244-1276

POST HEARING COMMENTS

February 12, 1988

TO: The D.C. Zoning Commission
The District Building
1350 Pennsylvania Avenue, NW - Room 11
Washington, DC 20004

FROM:  Cleveland Park Historical Society (CPHS)
Tersh Boasberg, President

SUBJECT: Case No. 86-26 -- Cleveland Park Overlay Zone

ZONING COMMISSION
District of Columbia

Case... 86-26

Exhibit... 392

1988 FEB 12 PM 4:35
ZONING COMMISSION
District of Columbia
CASE NO. 86-26
EXHIBIT NO. 392

WV 12



CLEVELAND PARK HISTORICAL SOCIETY 3101 HIGHLAND PLACE, N.W. CLEVELAND PARK, D.C. 20008 (202) 244-1276

The Wilkes, Artis, Hedrick & Lane (WAHL) effort to paint CPHS with a "downzoning" brush last January 28, 1988 was not unexpected. The law firm's points of view (and those of its partners, employees and clients) are well known in this community. What was surprising, however, was the almost total lack of opposition to the proposed Overlay Zone from other residents, property owners, and businessmen who had not been contacted beforehand by WAHL.

I. THE WAHL OPPOSITION

WAHL's arguments against the Overlay can be reduced to three main points: first, it represents spot zoning; second, it undercuts economic development; and third, it is not supportive of METRO. On closer examination, none of these points is valid.

A. Spot Zoning

The Zoning Commission does not need our legal assistance to refute WAHL's disingenuous cries of spot zoning, violation of the uniformity laws, and unconstitutional taking. Indeed, the Commission's flexible approach to crafting a particular zone to fit a particular circumstance is the essence of modern zoning practices. WAHL has conveniently ignored Cleveland Park's special circumstances as the premise upon which the City is requesting its innovative Cleveland Park Overlay Zone.

It is the newly designated Cleveland Park Historic District -- with its unique concentration of low rise, small scale buildings, its primarily residential and neighborhood commercial character, and its serious traffic and parking problems -- that provides the very reason for an Overlay. It is just such an Overlay which offers the residents and neighborhood merchants of Cleveland Park the best chance to preserve and protect the historic district, while at the same time, providing for reasonable growth.

As we have tried to point out, in Washington, D.C. the older, traditional zoning law and the newer historic preservation law (D.C. Law 2-144) need to be better coordinated as they have been in Chicago, San Francisco, Boston, Seattle and

CLEVELAND PARK HISTORICAL SOCIETY

other large cities across the country. Chapter 10, § 5-1007(f) of the D.C. Historic Preservation law requires the Historic Preservation Review Board, in reviewing new construction, to take into consideration the current zoning laws.^{1/} If the current zoning allows a building envelope which is a good deal more generous than the existing buildout of historic structures (as is the case in Cleveland Park), then the zoning laws will work as an economic incentive to destroy the smaller structures in favor of full envelope buildings. This is exactly what we want to guard against and why the Overlay Zone makes such good sense.

B. Economic Development

WAHL's attempt to stereotype CPHS as anti-developer and to imply that the proposed rezoning in Cleveland Park would "send the developers to the suburbs" is pure hyperbole. We are not anti-developer and have repeatedly stressed that our proposal would allow up to an additional 450,000 square feet of development. (That is as much development, by the way, as San Francisco annually allows in its entire downtown!) Moreover, there are only 300,000 square feet of existing commercial and residential buildout currently in the zone.

"Anti-development" may be WAHL's characterization of the proposed Zone; but the Commission has received letters from numerous citizens and Cleveland Park merchants strongly supporting the CPHS limitations in order to ensure the "livability of this area and its commercial viability for small businesses" (Exhibit A, merchants Weinstein [quoted] and Shirazi letters). To these merchants, the CPHS proposal makes good business sense as well as good planning sense.

Further, WAHL chooses not to mention the Draft Ward 3 Plan when discussing city-wide economic development policies:

"The goals for economic development for Ward III differ from what they are in other wards. Title II of the Comprehensive Plan, the Economic Development Element, is principally concerned with the generally agreed upon need to stimulate more economic development overall in the District. From the point of view of the District as a whole and the Ward in particular, this need does not apply to Ward III. Rather, the issue in Ward III is how to channel the very strong momentum of economic development that is already there and protect and enhance the primarily

^{1/} See, Committee for Washington's Riverfront Parks v. Thompson, 451 A.2d 1171, 1195 (D.C. App. 1982).

CLEVELAND PARK HISTORICAL SOCIETY

residential nature of the Ward." (p. III-34)
(emphasis added)

C. METRO

WAHL's effort to stigmatize CPHS (and, by inference, the Office of Planning) as anti-METRO does a disservice both to OP and the METRO planners. It is, indeed, as Councilmember Nathanson noted, a case of the tail (METRO station) wagging the dog (the Mayor/City Council approved Comprehensive Plan). The land use policies governing METRO stations areas are not now (nor have they ever been) set by METRO.^{2/} Rather, METRO planners took such policies from the governing bodies of the METRO jurisdictions. In our case, this means METRO planners relied on the Land Use Element of the Comprehensive Plan approved by the Council in 1985 with its specific amendment downgrading the Cleveland Park METRO area from a low density, "multi-neighborhood" center to a low density, "local neighborhood" center^{3/} -- the lowest possible commercial designation. WAHL's argument for more intensive METRO station development in Cleveland Park should be addressed to the City Council -- not to the Zoning Commission in these proceedings.

Indeed, METRO, itself, recognizes that sometimes there is a real need for local land use regulations which control development at METRO stops as well as those which allow increased development. Obviously, it all depends on the circumstances of each stop. As METRO noted in its Final EIS (1975):

"In addition to land use regulations designed to promote more intensive, well-planned development around Metro stations, there is also a need for re-evaluation of zoning regulations and property tax policies in terms of their ability to limit or control development. This is particularly critical for land to be retained for open space or very low density residential development. While areas immediately adjacent to Metro stations will be the first to experience heightened development pressures, areas in the vicinity of access routes to Metro stations should also feel the impact. In many cases, growth trends unaccelerated by Metro are already affecting these areas. Zoning revisions, changes in tax policies, or new land regulations may be necessary for

^{2/} Telephone interview with Robert Pickett, METRO Assistant Director of Planning, February 3, 1988.

^{3/} Section 1136(f)(11), Comprehensive Plan, Land Use Element, p. 41 (1985).

CLEVELAND PARK HISTORICAL SOCIETY

further control of development." (p. 75) (emphasis added.)

Finally, the Commission asked us to see if we could locate other cities which had also rezoned areas in historic districts with METRO stations. We have tried to do a quick survey and found that the answer is "yes". First of all, the Commission, itself, rezoned the DuPont Circle area (with its METRO station) in 1979 after the area became an historic district in 1978. The same holds true in other cities, as well.

In Philadelphia's historic Rittenhouse district (like Cleveland Park, a National Register and local district), the area was downzoned even though it contained the site of a PATCO stop. See letter from Richard Tyler, Historic Preservation Officer for the City of Philadelphia, in Exhibit B. Attorney Edith Netter from Boston also has sent a follow-up letter showing that the new downtown Boston downzoning includes historic areas with numerous subway and trolley stops (Exhibit C).

From San Francisco, our witness, George Williams, Assistant Director of City Planning, writes that in the early 1980s, San Francisco changed its approach to better protect "fine older buildings and the existing scale of development around certain of the BART stations" and, consequently, "we reduced the allowable heights and densities around most of the BART stations." (Exhibit D). In addition, both Karen Gordon, the Historic Preservation Officer in Seattle, Washington, and Mr. Oberman, our witness from Chicago, have told me in separate conversations that their downzonings in historic districts involved heavily travelled transit stops (albeit, not underground METRO stops).

Thus, it is clear that land use decisions for METRO station locations -- as for other portions of the City -- are governed by the Comprehensive Plan. The decision already has been made by the Comprehensive Plan for Cleveland Park -- and it favors the lowest possible commercial density. Rezoning of historic districts -- with METRO stops -- has been done in Washington (DuPont Circle) and in other cities as well.

II. TRAFFIC AND PARKING

The WAHL comments on transportation are both factually incorrect and logically unsupportable. On the one hand, WAHL makes derogatory comments about the DPW study included in the OP report which would tend to discredit the reliability of the study. On the other hand, WAHL cites the DPW report as a basis for its conclusion that the traffic situation along the Connecticut Avenue corridor is satisfactory and is unlikely to deteriorate even with full scale development. Although CPHS also finds shortcomings in the DPW report, they are not the

CLEVELAND PARK HISTORICAL SOCIETY

same ones claimed by WAHL. CPHS has commissioned an independent study conducted by Dr. Everett C. Carter utilizing the same data as DPW but applying more reliable methodologies. Dr. Carter's study shows a deterioration in the level of service along Connecticut Avenue substantially greater than that projected by DPW.

WAHL notes three shortcomings in the DPW approach which they claim makes the DPW study overly pessimistic. First, WAHL claims that METRO was not considered in the DPW analysis. Although there is a statement to this effect in the OP report, the review of the DPW study by Dr. Carter demonstrated that the DPW data took into account the impact of the METRO system by assuming that a substantial portion of additional new trips would be METRO trips as opposed to vehicle trips. Thus, WAHL is wrong to suggest that the impact of METRO was not considered in the analysis. Second, WAHL claimed that DPW did not have available COG traffic data. However, Dr. Carter's report verified that the data utilized by DPW was an acceptable starting point for the projection of future growth. Finally, WAHL suggests that the DPW analysis was restricted to the worst case scenario. Although OP has characterized its projected development along Connecticut Avenue as the worst case scenario, the OP projection is substantially less than development to the full envelope of existing zoning. Consequently, in no sense can the OP projections, upon which the DPW study was based, be regarded as the worst case scenario. The CPHS study prepared a second scenario assuming full development under existing zoning which would be the theoretical worst case. Actually, an even worse case is possible should PUDs be permitted in the area which would create development even beyond the existing zoning envelope.

Contrary to the WAHL claim that the DPW study is overly pessimistic, Dr. Carter's study shows that the DPW analysis is overly optimistic. Dr. Carter's conclusions are supported by his recognized expertise (there was no expert testimony presented by WAHL on traffic issues) and by the substantial appendices presented as part of his report. In response to a request by the Chairman, Dr. Carter met with officials of DPW on February 9, 1988 to discuss the differences in his report. A summary of the conclusions reached at the meeting is attached as Exhibit E. Although DPW presented some justification for the approach it took in its report, it acknowledged that the methodologies utilized by Dr. Carter are valid. In fact, DPW pointed out that at the time they prepared their report they did not have access to the FHWA Highway Capacity Manual software used by Dr. Carter. They currently have that software and would use it in future cases. Based on this supplemental report, CPHS submits that Dr. Carter's analysis is a more reliable method of predicting future traffic volumes and level of service at the intersections along Connecticut Avenue.

CLEVELAND PARK HISTORICAL SOCIETY

Data developed by METRO indicates that METRO will absorb only 25% to 50% of additional trips associated with development around a METRO station. Consequently, it is incontrovertible that any substantial development will produce substantial additional automobile traffic. Thus, the availability of METRO is only a partial answer to future traffic growth. Adequate provision for automobiles is a necessary, if not a welcome, reality. It is unwise, and clearly inconsistent with the Comprehensive Plan, to permit development to proceed when the underlying transportation infrastructure is inadequate to accommodate more intensive commercial uses. That is clearly the situation along Connecticut Avenue at the present time. The transportation and parking capacity is saturated and it is likely that traffic system measures (TSM) that inconvenience the neighborhood will be required merely to accommodate the natural increase. Additional development within the Cleveland Park area will clearly exacerbate this situation. Consequently, from the transportation perspective, the Overlay Zone in Cleveland Park as proposed by CPHS is clearly required to prevent Connecticut Avenue from succumbing to gridlock by the year 2000.

III. PUD LIMITS

Because WAHL knows full well that any significant future development in Cleveland Park will be by PUD, it has attempted to negate our efforts to limit PUDs by claiming that they are governed by a separate chapter of the Zoning Regulations. Why the physical location of a particular chapter is legally important is not addressed by WAHL. The Commission does not have to be told that it has the authority to craft an Overlay Zone for Cleveland Park as well as to place limits on the use of PUDs in that zone.

The essence of the constraints crafted for the new Overlay Zone would be a limitation on the height and size of permissible new construction due to the area's historic low rise, low scale character. To allow by PUD what the Commission has prudently limited by Overlay would be to undo an otherwise thoroughly considered effort. Further, our PUD proposal (to allow an increase in the Overlay's FAR from 2.0 to 2.5) gives the Commission, we believe, enough flexibility to approve good urban design as well as reasonable growth.

As Mr. George Williams, Assistant Planning Director of San Francisco, commented in his letter to the Chairman concerning PUDs (Exhibit D):

"The language on p. 7 of the [OP] draft is so broadly worded that it would permit substantial erosion of the controls through the granting of exceptions and approval of PUDs. To prevent such erosion

CLEVELAND PARK HISTORICAL SOCIETY

we put a provision in our neighborhood commercial controls which forbids exceeding the allowable height and FAR through exceptions and PUD approvals. I recommend that you adopt a similar limitation."

To illustrate just how beneficial a limitation on PUDs would be, one need only to review the current PUD proposal for the Park and Shop site (Case No. 87-36C). Here, in a C-2-A zone with an underlying 50 foot height/2.5 mixed use FAR (and PUD guidelines of 65 feet and 3 FAR), the proposal is for a 108 foot tower with a 4.3 FAR! Wouldn't the developer, too, be better off if he knew the applicable zoning and PUD limitations before spending a good deal of time and money on inappropriate proposals.

IV. OTHER CONCERNS

A. Planning/Zoning History

The Chairman asked OP for a history of the Cleveland Park C-2-A zoning district. Attached as Exhibit F is a synopsis prepared by architectural historian Kathleen Sinclair Wood of the planning/zoning history of Connecticut Avenue (Cleveland Park's Main Street) from 1888 to the Lewis Study's recommendations in 1956, which became the basis for the current 1958 zoning. It is particularly interesting to recall that Lewis believed that for a commercial node like Cleveland Park "a height limit of three stories should provide for other permitted uses and still keep the district compatible in scale with surrounding residential areas." (Lewis Study, p. 43) It might be noted that, at this time, Mr. Lewis was well aware of all the apartment houses on Connecticut Avenue in Cleveland Park.

B. Mrs. Wood's Testimony and Slides

Attached as Exhibit G is Mrs. Wood's testimony keyed into the numbered slides she showed during CPHS's presentation on January 25, 1988. Because of the costs involved, only one set of these numbered slides is attached.

C. Richard Ridley's Graphics

Contained in Exhibit H are xerox color reproductions of Mr. Ridley's large charts shown at the January 25, 1988 hearing. These charts cover both the east and west sides of Connecticut Avenue in Cleveland Park with every building both in scale and in photograph. We call your attention to the 50 foot and 40 foot lines on the scaled elevations and note especially that only four small apartment houses (of 65 buildings) now exceed the 40 foot line, while 90 percent of the commercial buildings are either one or two stories.

CLEVELAND PARK HISTORICAL SOCIETY

D. Witness Biographies

Rather than further pad the packet of each Commissioner with the resumes of CPHS's witnesses, we will file with the Zoning Secretariat one copy of each person's curriculum vitae. However, in contrast to the opposition, it should be noted that, except for out-of-town travel expenses and Dr. Carter, all CPHS witnesses and attorneys volunteered their time.

A

Seymour Weinstein
Cleveland Park Valet
3303 Connecticut Avenue, NW
Washington, DC 20008

Lindsley Williams, Chairman
District of Columbia Zoning Commission
The District Building
1350 Pennsylvania Avenue, NW, Room 11
Washington, DC 20004

Re: Z.C. Case No. 86-26
Connecticut Avenue
(Cleveland Park)

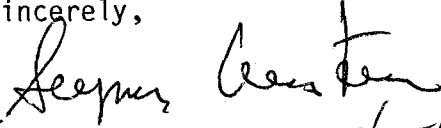
Dear Mr. Williams:

I have operated the Cleveland Park Valet for over twenty years. It is but one of a number of neighborhood-oriented service businesses that will be affected by your decision in Case Number 86-26. I heartily endorse the petition of the Cleveland Park Historical Society and the Advisory Neighborhood Commission requesting that the commercial strip on which my establishment is located be rezoned to limit development. I would also like to see your decision expanded to prohibit PUDs in this neighborhood.

This is a neighborhood shopping area. I would like to see it stay that way. We recently came close to losing our anchor, the grocery store. Fortunately, prompt action by the residents and our elected officials resulted in a new store opening almost as soon as the old one closed. The cause of the closing, however, is still with us, still threatening the stability of our shopping area. That cause is the potential for development, even though this is part of the historic district. As long as owners know they can tear down what is here and replace it with much bigger buildings, there will be a temptation to do so. I understand that. They have a right to try to make as much money as they can.

On the other hand, I feel strongly that the businesses that are already here, and the neighbors who support us, have rights, too. We do not want to see our rents, and the prices we have to charge, driven sky-high by developers. These developers are not interested in our neighborhood and have said so. They want to put up big office buildings. We don't need that. The zoning must be changed if their speculation is to be curbed. We have already experienced the negative effects of that speculation with the grocery store. What we need now is for the developers to understand that they cannot turn our neighborhood into another Van Ness or Ballston. Approval of the petition and elimination of PUDs will go a long way toward ensuring the long-term liveability of this area and its commercial viability for small businesses such as mine. I urge you to act favorably and promptly on this petition.

Sincerely,


Seymour Weinstein 1/25/88

Brookville Super Market
3427 Connecticut Avenue, NW
Washington, DC 20008
January 20, 1988

Lindsley Williams, Chairman
District of Columbia Zoning Commission
The District Building
1350 Pennsylvania Avenue, NW, Room 11
Washington, DC 20004

Re: Z.C. Case No. 86-26
Connecticut Avenue
(Cleveland Park)

Dear Mr. Williams:

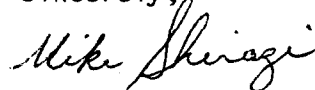
My brothers, Yashar and Jacob, and I are in the process of purchasing the site at which we recently opened the Brookville Super Market on Connecticut Avenue. We are dedicated to providing a community grocery store that will meet the needs of the residents in this area. For a while, we were afraid that we would not have a chance to do that. As I am sure you are aware, it took a great deal of support and citizen activism in this neighborhood to overcome the many hurdles that stood in our way. It is on behalf of the many people who helped us that I am writing to you today.

We are looking forward to providing service to our customers for many years to come. Already, however, we hear rumors that many of the buildings across the street are for sale -- for \$10 million. If prices like this happen, our taxes must go up. Then we will have to raise the prices to our customers. Many of them are older people and retired. They cannot afford the higher prices we would have to charge if the taxes went up. And we would not be able to afford to stay if they went up too much.

We are in favor of development that is in keeping with the neighborhood. We would like to see all of the available retail space in the neighborhood occupied. The more businesses there are, the more customers who will come in to all of the businesses. However, we are not in favor of speculation. Speculative prices will drive up taxes and drive out many of the smaller businesses that the residents depend on. We are also not in favor of any development that will increase automobile traffic without providing adequate parking. If there is not enough parking, people will park in the alleys and block our suppliers. Delays in unloading will cost us both time and money. Those costs would have to be passed along to the customers, along with the frustration of delays in stocking.

The petition before you allows for reasonable development. We therefore urge you to approve the requested rezoning and protect us, as current tenants and prospective owners, from the higher taxes and disruption to neighborhood services that will result if the real estate speculation occurring in this area is not halted now.

Sincerely,



Mike Shirazi

B



CITY OF PHILADELPHIA

PHILADELPHIA HISTORICAL COMMISSION
1313 City Hall Annex
Philadelphia, Pennsylvania 19107
MU 6-4543 and Mu 6-4583

EDWARD A. MONTGOMERY, JR.
Chairman

RICHARD TYLER, Ph.D.
Historic Preservation Officer

PATRICIA SIEMIONTKOWSKI
Assistant Historic Preservation Officer

5 February 1988

Mr. Lindsley Williams, Chairman
District of Columbia Zoning Commission
1350 Pennsylvania Avenue, N.W.
Washington, D.C. 20004

RE: Case No. 86-26
(Cleveland Park)

Dear Mr. Williams:

I am writing at the request of Teresh Boasberg, President of the Cleveland Park Historical Society, concerning a case in Philadelphia that I believe parallels the one in Cleveland Park where I understand a Metro station is located.

In 1982, a developer entered agreements of sale to acquire a parcel of land at Seventeenth and Locust Streets in Philadelphia occupied by three late nineteenth and early twentieth century residences within the Rittenhouse National Register Historic District and subsequently entered on the Philadelphia Register of Historic Places. He planned to demolish the historic buildings to erect a fifteen-story condominium office that would have been incompatible in scale, material and design with the overall character of the district and particularly with the quality of the block. Nevertheless, the proposal possessed a certain marketplace logic, for an even taller hotel erected in 1920 stands across Seventeenth Street and a stop for the PATCO high-speed line connecting Philadelphia to Camden and Suburban south New Jersey exists less than one block away on Locust Street. In addition, the plot had C-4 zoning. C-4 zoning provides for a 500% floor area ratio; however, various bonuses for street width, set-backs, corner location and the like would have permitted the fifteen stories by right.

The threatened loss of the historic resources and the dramatic alteration to the character of the district and the inability of the Historical Commission under its 1955 ordinance to protect the buildings from demolition for more than six months provoked a considerable public outcry. At the request of the community, this led to the intervention of City Council which rezoned several blocks, including this particular parcel, from C-4 to C-3. Under C-3, the developer would have needed variances to pursue his original plan; this, of course, would have entailed public hearings with certain opposition from the neighborhood, preservation and civic organizations, the City Planning Commission and the Historical Commission. He chose to abandon the project.

Mr. Lindsley Williams, Chairman

Page 2

5 February 1988

The resolution of this issue had several very beneficial results. Within less than a year, the several houses were purchased and rehabilitated as prestige offices and a private bank; indeed, they yielded a greater amount than provided in the condominium developer's agreements of sale. Thus the three houses, the block and the district have been preserved. Through the action of City Council, the City evinced a commitment to preservation and the character of the city's neighborhoods. Finally, in 1984, City Council enacted a new, stronger preservation ordinance modeled somewhat on Washington's to avoid such crises in the future.

I hope that this letter proves of use and interest to you.

Yours truly,

A handwritten signature in dark ink, appearing to read "Richard Tyler". The signature is fluid and cursive, with a long horizontal stroke at the end.

Richard Tyler
Historic Preservation Officer

RT:sj

C

February 9, 1988

Zoning Commission of the District of Columbia
The District Building, Room 11
1350 Pennsylvania Avenue, N. W.
Washington, D. C. 20004

Re: Case #86-26 (Cleveland Park)

Dear Chairman Williams and Members of the Commission:

I am writing to you on behalf of the Cleveland Park Historical Society which is a petitioner for the above-referenced rezoning. Tersh Boasberg, President of the Historical Society, has asked me to provide you with information as to whether Boston's new downtown height restrictions take into specific account the location of "T" (subway and trolley) stops so as to allow for increased height for areas in proximity to "T" stops. This letter supplements the letter that I sent to you, dated January 19, 1988 on Boston's new zoning program.

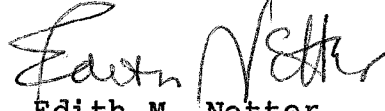
As I stated in my earlier letter the height restrictions reflect what is predominately the existing scale of development. Thus, the height restrictions do not take into specific account the location of "T" stops. You will note from the attached map of the downtown zoning, that there are fifteen "height districts." Within any one district there are a number of "T" stops. For example, the Orange line runs through area "B". There are stops on Massachusetts Avenue and on Dartmouth Street (the "Back Bay" station). The height restrictions for these areas are no different from those throughout the district.

There are two areas in the downtown where buildings may, under certain circumstances, be as tall as four hundred feet. These areas are "special" in that they are considered by the city to be "economic development" areas; areas where street patterns are not clearly defined, there is relatively little development activity, and there are different forms of transportation (they are in planners' terms, "multimodal").

Zoning Commission of the District of Columbia
Page Two
February 9, 1988

In sum, Boston is an example of a city where a major downzoning has been implemented and the new restrictions do not vary based on the location of subway stops.

Very truly yours,



Edith M. Netter

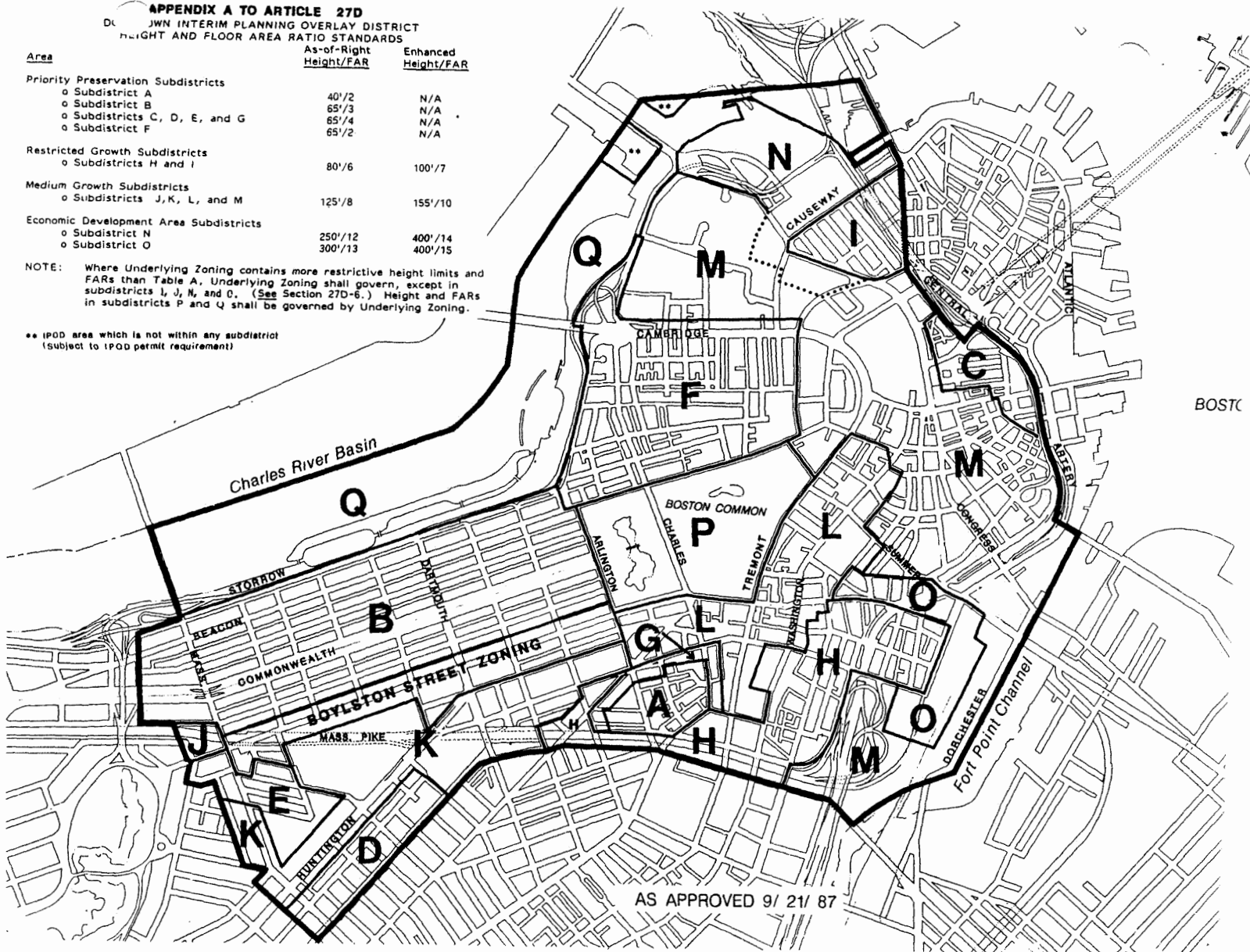
EMN/nb
Attachment

APPENDIX A TO ARTICLE 27D
DOWNTOWN INTERIM PLANNING OVERLAY DISTRICT
HEIGHT AND FLOOR AREA RATIO STANDARDS

<u>Area</u>	<u>As-of-Right Height/FAR</u>	<u>Enhanced Height/FAR</u>
Priority Preservation Subdistricts		
o Subdistrict A	40'/2	N/A
o Subdistrict B	65'/3	N/A
o Subdistricts C, D, E, and G	65'/4	N/A
o Subdistrict F	65'/2	N/A
Restricted Growth Subdistricts		
o Subdistricts H and I	80'/6	100'/7
Medium Growth Subdistricts		
o Subdistricts J, K, L, and M	125'/8	155'/10
Economic Development Area Subdistricts		
o Subdistrict N	250'/12	400'/14
o Subdistrict O	300'/13	400'/15

NOTE: Where Underlying Zoning contains more restrictive height limits and FARs than Table A, Underlying Zoning shall govern, except in subdistricts I, J, N, and O. (See Section 27D-6.) Height and FARs in subdistricts P and Q shall be governed by Underlying Zoning.

** IP0D area which is not within any subdistrict (subject to IP0D permit requirement)



AS APPROVED 9/ 21/ 87

D

- 7 District, as measured along the lots facing Connecticut Avenue and Macomb, Newark, Ordway and Porter Streets, N.W.

1401.6 Within the area of the CP Overlay District, the provisions of Subsection 2117.8(c) (1) are modified as follows:

1401.61 No driveway providing access from Connecticut Avenue to required parking spaces or loading berths shall be permitted in the CP Overlay District.

1402 EXCEPTIONS

1402.1 Exceptions, or waivers, from the requirements of the Cleveland Park Commercial Overlay District shall only be permitted if granted by the Board of Zoning Adjustment after public hearing, based on the following criteria:

1402.11 The excepted use, building or feature at the size, intensity and location proposed, will not be detrimental to the health, safety, convenience or general welfare of persons resideing or working int he vicinity, will not adversely affect neighboring property, and will be in general conformity with the stated purposes of the CP Overlay District.

1402.12 Exceptional circumstances exist, pertaining to the property itself or to economic or physical conditions in the immediate area, which jestify the exception or waiver.

1402.13 Vehicular access and egress are located and designed so as to minimize conflict with principal pedestrian ways, to function efficiently, and to create no dangerous or otherwise objectionable traffic conditions.

1402.14 The Board may impose requirements pertaining to design, appearance, signs, size, landscaping and other such requirements as it shall deem necessary to protect neighboring property and to achieve the purposes of the CP Overlay District.

The Commission will also consider the adoption of provisions under which Planned Unit Development would be approved within the CP or WP Overlay Districts under either more restrictive or less restrictive regulations than the regulations which apply in other zone districts.

building shall be restricted to a maximum height not to exceed two times the height of the lowest existing building on an abutting lot fronting on the same street as the lot being built upon and not separated from the latter by a street or alley. (Consider in the alternative: 1401.1 The maximum permitted height of buildings in the CP Overlay District shall be 40 feet.)

1401.3 No dwelling unit or rooming unit in existence as of October 1, 1987 shall be converted to any nonresidential use, or to a transient use as hotel or inn; provided, however, that this restriction shall not apply to the ground floor of the building, i.e., that floor which is nearest in grade elevation to the sidewalk.

1401.4 Any building occupying or constructed on a lot fronting on Connecticut Avenue or Macomb, Newark, Ordway or Porter Street, N.W., shall provide retail and service establishments on the ground level according to the following requirements:

1401.41 The permitted uses for the purposes of this provision only shall be as allowed in the C-1 District in Subsection 701.1, 701.4 and 701.6(b) of this title; and those uses permitted in C-2 Districts as enumerated in Subsection 721.2(d), (h), (k), (l), (o), (p), (v), and (w); Subsection 721.3(a), (b), (f), (g), (h), (i), (j), (l), (m), (n), (o), (p), and (g); and Subsection 721.6(b). In those parts of the affected building and lot other than as delineated for purposes of this provision the normal C-1 and C-2 use provisions shall apply.

1401.42 Such uses shall occupy no less than 25 percent of the net floor area of the ground level of the building, i.e., that floor which is nearest in grade elevation to the sidewalk.

1401.43 In a newly constructed building the permitted uses identified in 1401.41 shall occupy not less than 50 percent of the net floor area of the ground level of the building, and no more than 20 percent of the ground level floor area shall be devoted to banks, loan offices, other financial institutions, travel agencies, or other ticket offices.

1401.5 Restaurants, fast food restaurants, delicatessens, carry-outs, or other similar eating or drinking establishments, shall occupy no more than 25 percent of the linear street frontage within the CP Overlay

applied to a compact geographic area surrounding the Cleveland Park Metrorail station and within the Cleveland Park Historic District, comprising those Lots zoned C-2-A in Squares 2218, 2219, 2222, 2068 and 2069.

1400.2 The purposes of the District are:

1400.21 To encourage a scale of development, a mixture of building uses, and other attributes such as safe and efficient conditions for pedestrian and vehicular movement, all of which will be as generally required by the Comprehensive Plan and compatible with the Historic Preservation Act, D.C. Law 2-144; *twice*

1400.22 To encourage retention and establishment of a variety of retail, entertainment and personal service establishments, predominantly in a continuous pattern at ground level, so as to meet the needs of the surrounding area's residents, workers, and visitors;

also 3rd
1400.23 To limit the maximum permitted height of new buildings so as to encourage a general compatibility in scale between new and older buildings;

1400.24 To provide for safe and efficient pedestrian movement by reducing conflicts between pedestrian and vehicular traffic, so as to improve access to retail services, the Metrorail station, and other uses in the area; and

1400.25 To provide for retention of existing housing within the CP Overlay District, so as to help meet the need for affordable housing, to enhance pedestrian activity, safety, and consumer support for businesses in the commercial area.

1400.3 The Cleveland Park Commercial Overlay (CP) District is mapped in combination with the underlying Commercial zone districts and not instead of the underlying districts.

1400.4 All uses, buildings and structures permitted in accordance with this chapter, and the appropriate regulations of the underlying district with which the mapped CP district is combined, shall be permitted in the combined districts.

1401 USE, HEIGHT, AREA AND ACCESS REGULATIONS

[1401.1 Any new building or expansion of an existing

1301.5 Restaurants, fast food restaurants, delicatessens, carry-outs, or other similar eating or drinking establishments, shall occupy no more than 25 percent of the linear street frontage within the WP Overlay District, as measured along the lots facing Connecticut Avenue, Calvert Street and 24th Street, N.W.

1301.6 Within the area of the WP Overlay District, the provisions of Subsection 2217.8(c)(1) are modified as follows:

1301.61 No driveway providing access from Connecticut Avenue to required parking spaces or loading berths shall be permitted in the WP Overlay District.

1302 EXCEPTIONS

1302.1 Exceptions, or waivers, from the requirements of the Woodley Park Commercial Overlay District shall only be permitted if granted by the Board of Zoning Adjustment after public hearing, based on the following criteria:

1302.2 The excepted use, building or feature at the size, intensity and location proposed, will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity, will not adversely affect neighboring property, and will be in general conformity with the stated purposes of the WP Overlay District.

1302.3 Exceptional circumstances exist, pertaining to the property itself or to economic or physical conditions in the immediate area, which justify the exception of waiver.

1302.4 Vehicular access and egress are located and designed so as to minimize conflict with principal pedestrian ways, to function efficiently, and to create no dangerous or otherwise objectionable traffic conditions.

1302.5 The Board may impose requirements pertaining to design, appearance, signs, size, landscaping and other such requirements as it shall deem necessary to protect neighboring property and to achieve the purpose of the WP Overlay District.

CHAPTER 14 CLEVELAND PARK COMMERCIAL OVERLAY (CP) DISTRICT

1400 GENERAL PROVISIONS

1400.1 The Cleveland Park Commercial Overlay District is



**City and County of San Francisco
Department of City Planning**

**450 McAllister Street
San Francisco, CA 94102**

ADMINISTRATION
(415) 558-6414 / 558-6411
CITY PLANNING COMMISSION
(415) 558-6414
PLANS AND PROGRAMS
(415) 558-6264
IMPLEMENTATION / ZONING
(415) 558-6377

February 10, 1988

Lindsley Williams
Chairman, District of Columbia
Zoning Commission
The District Building
1350 Pennsylvania Ave. N.W.
Washington, DC 20004

RE: Case No. 86-26-Cleveland Park Overlay Zone

Dear Lindsley:

I am responding to your request that I review the controls for the proposed Cleveland Park overlay district. I have reviewed the draft general provisions for the overlay district (I have enclosed a copy of the document so you will know what I am referring to). I also spent some time familiarizing myself with the area and its surroundings when I was in Washington two weeks ago. All of the proposed controls seem appropriate with a few exceptions noted below.

1. Height

Given the scale of existing development on Connecticut Ave. and adjunct areas I believe a height limit of 40 feet would be proper. This is suggested as an alternative in the draft.

2. FAR

The draft indicates no density limit. However, I understand that the underlying district controls provide for a maximum FAR of 2.5:1 with a maximum commercial FAR of 1-1/2:1 and an additional FAR of 1 for housing. I believe these densities to be very appropriate for the area and consistent with our approach in San Francisco.

3. Exceptions and PUD eligibility

The language on p. 7 of the draft is so broadly worded that it would permit substantial erosion of the controls through the granting of exceptions and approval of PUDs. To prevent such erosion we put a provision in our neighborhood commercial controls which forbids exceeding the allowable height and FAR through exceptions and PUD approvals. I recommend that you adopt a similar limitation.

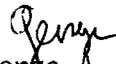
February 10, 1988

I understand that the opponents of the legislation argued that higher density should be allowed in this section of Connecticut Ave. because of the presence of the Metro station. Given the multitude of stations in the District, it seems to me inappropriate to encourage intense commercial development at every stop and particularly at a station located in a low density residential area which is also an historic district.

In San Francisco in the late 60s and early 70s, prior to the completion of our metro system, we set the rules to encourage intensified development at BART stops. We allowed higher height, and in the downtown allowed a substantial FAR bonuses on sites located near BART stations and in developments providing direct connections to BART. In the early 80s, we changed our approach and decided to eliminate the higher density incentives and allowances and base our allowable density standards on broader considerations. Certainly good transit access was a factor arguing in favor of higher density. However, the desire to concentrate office development is in the downtown core rather than decentralize it and the desire to preserve the fine older buildings and the existing scale of development around certain of the BART stations were thought to be more important. As a consequence we reduced the allowable heights and densities around most of the BART stations.

I enjoyed the opportunity to present my views to the Commission. I hope you will find them helpful.

Sincerely,


George A. Williams
Assistant Director,
Plans and Programs

GAW:110/jmk

Enclosure

E

TRAFFIC IMPACT STUDY
CONNECTICUT AVENUE CORRIDOR
for the
CREVELAND PARK AND
WOODLEY PARK NEIGHBORHOODS

District of Columbia
Zoning Commission Case 86-26

Prepared by

Everett C. Carter, Ph.D.
10509 Unity Lane
Potomac MD 20854

Supplemental Report
February 10, 1988

(January 21, 1988)

* Dr. Carter is Professor of Civil Engineering and Director of the
Transportation Studies Center at the University of Maryland in College Park.

INTRODUCTION

This supplement to my original traffic impact study (Jan. 21, 1988) includes two brief sections. The first section is a discussion/explanation of the differences between my study and the OP/DPW corridor study (Sept. 1987) as requested by District of Columbia Zoning Commission Chairman, Lindsley Williams.

The second section is a response to Section III, "There is No Traffic Basis for the Proposed Overlay Districts," of the Wilkes, Artis, Hedrick & Lane testimony of January 28 before the Zoning Commission.

I. DIFFERENCES BETWEEN THE OP/DPW TRANSPORTATION ASSESSMENT (Portion of the 1987 Connecticut Avenue Corridor Study) and The Carter Traffic Impact Study (Jan. 21, 1988).

A meeting was eventually held on Tuesday, Feb. 9, at DPW offices to discuss the differences between the two studies. Present at that meeting were:

George W. Schoene,
George Jivatode,
Thomas Burke,
Raj S. Ghaman,
Abodulaye Bah,
Everett Carter

The two major differences are explained below followed by a concluding section.

A. Approach-Scope

The OP/DPW approach was a macro or global view of the entire avenue from Chevy Chase Circle to Calvert Street. Four very large zones were established and average ratios of future trips (existing plus new trips generated by new development) to existing trips were computed. While such averaging may represent average traffic increases (due to new development) in the entire corridor, by including blocks (or squares) with no new trips (ratio of 1.0), it smooths out peak increases which concentrate substantial new trips through the closest intersection. The sketch on the next page compares the effect of this smoothing (averaging) with the micro (or detailed) approach used in the Carter study. The Carter study analyzed the new development and new trips generated therefrom for each square; distributed these individual trips (by square) and accumulated the new trips for all squares going through each intersection; and added these trips to the 1986 (Existing) base plus normal growth. Exhibit A shows the results for the two methods.

B. Capacity/LOS Analysis Methodology

The methodology for capacity and level of service (LOS) analysis used in the OP/DPW study was the computer software package EZ-POSIT which is a program developed to optimize the signal timing at intersections to yield minimum fuel consumption. As a byproduct, capacity/LOS are determined, based on the interim highway capacity manual (HCM) methodology in TRB Circular 212 (1980). The Carter study used the 1985 HCM methodology (1987 computer software package) and the critical lane summation method.

The comparative results in Exhibits 13, 14 and 15 (January 21 report) reflect both differences in capacity/LOS methodology and methods for generating and distributing trips from new development. It is felt that the

DPW Method:

Average Growth Rate

Squares 2,3,4,6,7,8

& 10 = 1.0

Squares 1,5, & 9 = 1.5

(50% outbound only PM peak)

Average growth of the

zone (St. A-St. D)

= $[7(1.0) + 3(1.5)]/10$

= 11.5%

70% through (N-S)

= 8% on Connecticut

4.8% NB (60%)

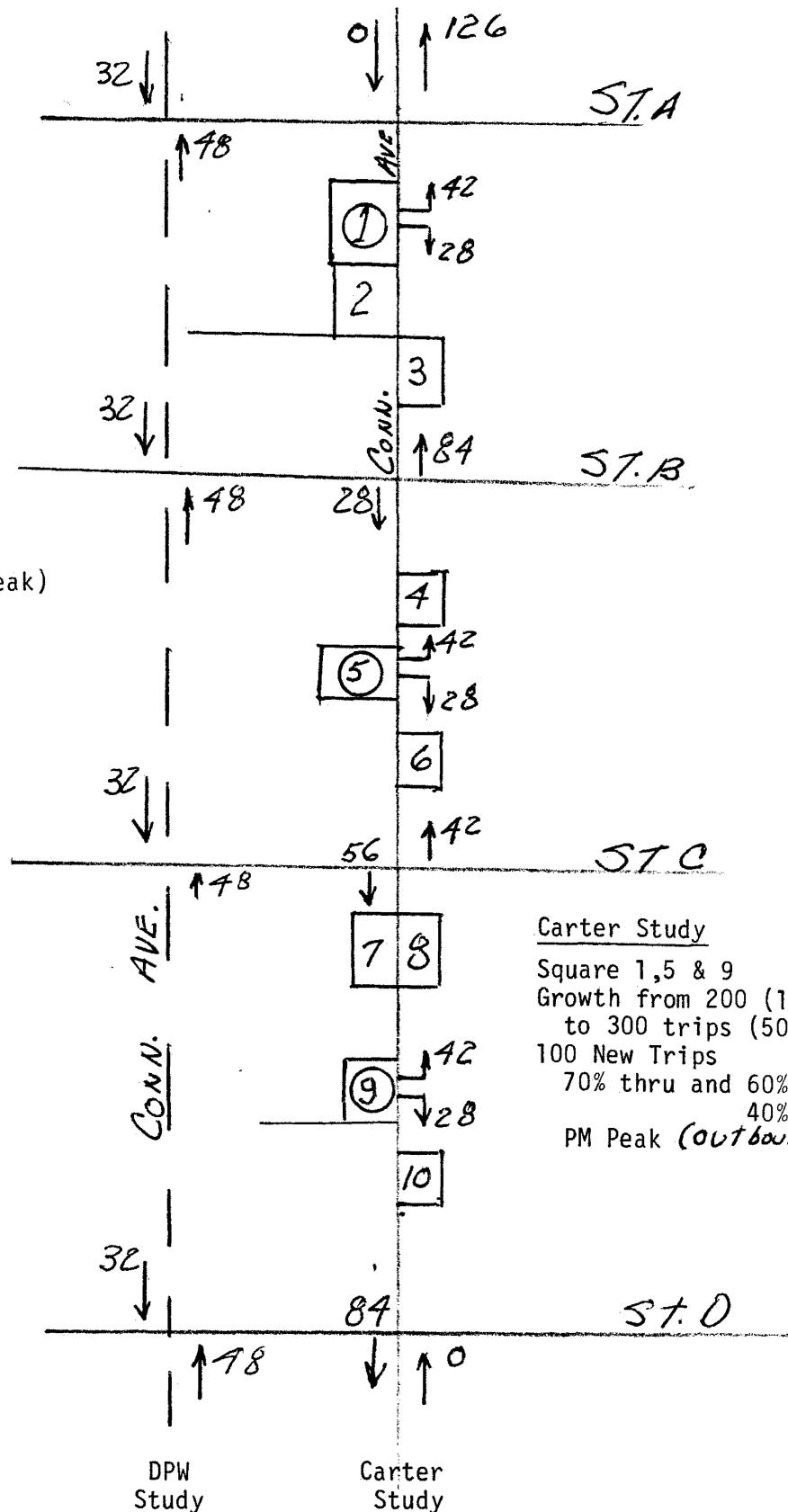
3.2% SB (40%)

ADT (1986) = 1000

yields 48 trips NB

and 32 trips SB

at every intersection



Carter Study

Square 1,5 & 9

Growth from 200 (1986)

to 300 trips (50%)

100 New Trips

70% thru and 60% NB

40% SB

PM Peak (OUTBOUND ONLY)

EXHIBIT A: Comparison of DPW

Carter Studies - Trip Generation and Distribution

more detailed Carter study better represents the potential impact on specific intersections.

C. Summary

Both the OP/DPW and Carter studies used optimistic transit usage, trip generation rates and similar values for total new development (and thus new trips). For example for office buildings under 100,000 square feet floor area, the ITE trip rate is 2.2 and we used 1.5 which reflects a transit modal split of about 40%.

If the provision of additional parking at outlying METRO stations materializes (e.g. the new parking garage being proposed by Montgomery County at Shady Grove), it is expected that the number of auto trips on Connecticut Avenue may decrease slightly since: (1) Metrorail serves this corridor and (2) Metrorail will become a more attractive alternative. Perhaps any new development in the Woodley Park/Cleveland Park area should be contingent upon good metro parking linkages being established.

II. REVIEW OF WILKES, ARTIS, HEDRICK AND LANE TESTIMONY (Jan. 28, 1988 - part III)

The following comments reflect some serious short-comings in the Wilkes, Artis testimony.

A. The limitations cited on page 5 were taken out of context. Exhibit B shows the three "limitations" listed in the DPW report and directly below it the statement from the Wilkes Artis testimony. They do not say the same thing. On the first item, the trip generation rates used do reflect the

Although the transportation research and analysis provides good general analysis of present and future traffic conditions on Connecticut Avenue, inherent limitations need to be noted. Due to the restricted nature of the transportation analysis undertaken, the study was not able to:

- o assess the impact of Metro on traffic conditions on Connecticut Avenue and the opportunity for increased transit use.
- o utilize the Metropolitan Council of Governments' (COG) long-range forecasting data to predict future traffic volumes on Connecticut Avenue and the arterial streets which cross it.
- o analyze any options other than worst case development and through traffic growth.

OP/DPW Report (Sept. 1987), p. 24

In this herculean effort, DPW was hamstrung by the following limitations:

1. No consideration of the impact of the Metro system;
2. No forecasting data prepared by the Metropolitan Council of Governments (COG); and
3. No opportunity to analyze options other than worst case scenarios of future development extrapolated from historical trends.

(Op report dated September 25, 1987 at 24).

Testimony of Wilkes, Artis, Hederick & Lane
Jan. 28, 1988, p. 5

EXHIBIT B

impact of Metro assuming a 40% model split to obtain the low 1.5 trips/1000 sq. ft. for office buildings.

The second item, merely states that the long-range (COG) forecasting data was not used. However, a 10 year growth trend analysis, which is a very acceptable forecasting basis, was used!

Although the OP/DPW study refers to the "Worst Case", on page 22 they state, "It is comprised of all development that could reasonably be expected to result over the next 13 years". Thus the actual worst case would be significantly worse - redevelopment of all commercially zoned land to the maximum allowed by "matter-of-right" zoning! Or even worse might be PUD's that allow even higher densities.

B. The first full paragraph on P. 6 of the Wilkes, Artis testimony is either a deliberate misstatement of facts or a complete lack of understanding of how the OP/DPW "Transportation Assessment" was conducted. The September 1987 Corridor Study does not say that Metrorail was not considered. In fact, the trip generation rates used by DPW for residential are exactly half (.35), the ITE rates for apartments (.70 trips per dwelling unit in the PM peak) - which is the lowest trip producing category or residential use. This, in effect, assumes a 50% transit usage! Therefore, rather than traffic volumes being lower, they may be substantially higher! (e.g. a recent WMATA study shows transit usage, including Metrobus, at a large office building at the Van Ness station to be only 25%).

C. In response to the last paragraph on p. 6, the statement, " -- expected to remain acceptable." should be compared to Table 2 (p. 35) from the Sept. 87 report, which shows Porter Street operating at an LOS of "E" (AM and

PM). This is not an acceptable level of service. Neither does it reflect the "Worst Case". The last sentence (completed on p. 7 of the testimony) indicates that with "minor TSM measures all intersections would be acceptable. During the PM peak at Porter Street there are currently NO TURN on red and NO LEFT TURNS from the south in place. It is not clear what "Turn Restrictions" would reduce the LOS from E to D during the PM peak. And even with TSM, Porter Street still operates at LOS E during the AM peak.

III. CONCLUSIONS/RECOMMENDATIONS

- o Three intersections will not operate at an acceptable LOS in the year 2000 with projected new development. They are
 - + Connecticut and Porter
 - + Connecticut and Cathedral
 - + Connecticut and Calvert

- o If current zoning allows any substantial matter-of-right development, the level of service on Connecticut Avenue will degrade to the point of limiting the further development of downtown - which is counter to a major objective of the city.

Recommendation

It is strongly recommended that the District of Columbia develop and adopt a direct coupling between new development and the capability of the infrastructure to support the development. This would allow the city to tie the development review and approval process to a determination that the new development will function properly without causing a decrease in the "quality of life". Neighboring Montgomery and Prince Georges counties have an adequate

public facilities (APF) ordinance, and any proposed development must meet the test of "The Street System" serving the development will operate at an acceptable LOS - after the development trips are added to the streets.

Such a mechanism would allow developments in Cleveland Park and Woodley Park to be approved if they meet the test of adequate service levels at the time they are considered - which could allow for increased transit usage and system changes and improvements.

Without such a mechanism, it is recommended that the overlay zone be approved and that traffic conditions be monitored over time and that a detailed analysis be conducted to determine whether the "next" development will function from a traffic viewpoint.

F

SYNOPSIS OF THE HISTORY OF CLEVELAND PARK'S
CONNECTICUT AVENUE "MAIN STREET"

Connecticut Avenue and its development, including the significant Cleveland Park commercial district, reflects the emergence of planning - city planning - in the early 20th century, not only in Washington D.C. but nationally and enlightened thinking about neighborhood shopping districts considered necessary to complement and enhance residential neighborhoods.

Historically:

1888 - Expansion of the city beyond Boundary Street

1890s - Senator Francis Newlands and the Chevy Chase Land Company laid out the suburb of Chevy Chase and constructed the Calvert St. and Klinge Gap bridges, prepared Connecticut Avenue and laid the tracks for the electric streetcars. - This was a project unmatched in its scope in the US before 1900 and established Newlands as a pioneer in the field of quality suburban development in this city.

1890s - John Sherman followed Newland's example and created the highly successful Cleveland Park streetcar suburb with architect-designed houses community facilities, and curvilinear streets following the land contours.

1895 - US Government employed Frederick Law Olmsted Jr's firm to consult on the street patterns for the new suburban areas like Cleveland Park - many of the streets reflect his influence in contrast to the rectilinear grid pattern with small lots followed in the city center.

1900s - Explosion of Growth
Increased personal use of the Automobile
Unpleasant commercial growth combined with
needless and destructive retail
" competition - frequent business failures.
Aesthetically disagreeable speculative
buildings for quick profit rather than
long-term enhancement of the neighborhood.

1920s -
Need for Commercial Development near new
residential suburbs.
BUT
Residential communities see commercial develop-
ment as a threat producing overbuilding,
unhealthy competition and speculation,
and aesthetically unattractive structures.
They don't want it but they need it.

Advocacy for controls resulted from problems generated by rapid growth.

- 1.) Zoning - height and use
- 2.) Traffic
- 3.) Parking
- 4.) Aesthetics

In the 1920s Washington D.C. was in the forefront in dealing with these problems and the development of Connecticut Avenue, specifically the stretch included in the Cleveland Park Historic District, clearly exemplifies innovative and advanced thinking about positive neighborhood development and the necessity for creating a compatible relationship between commercial and residential areas.

ZONING The city adopted one of the nation's earliest zoning ordinances in 1920 which included a restriction of the commercial development on Connecticut to four clearly designated zones - the only place in the city where this occurred.

Francis Newlands, continuing his role as advocate for quality development along Connecticut Avenue, introduced the idea of limiting commercial development to four clearly defined "islands" along Connecticut Avenue between Calvert Street and Chevy Chase Circle. This responded to residents concern that there not be commercial overbuilding along this grand avenue. [The initial tentative use map proposed commercial zoning for the entire length of Conn. Ave. from Macomb St. to Chevy Chase Circle. A subsequent map, which was formally approved, introduced the 4 commercial "islands" along Connecticut.]

AESTHETIC REVIEW In 1922 the local chapter of the AIA set up the Architects' Advisory Council which consisted of architects who volunteered their time to review designs for various building projects during the building permit process - various suggestions would be made to improve the quality of the design. "D.C Architects' Council Held Up as Model in U.S., Architectural Profession, through AIA, will attack ugliness in blueprints rather than finished structures." (Evening Star 1931) Two buildings in our commercial zone received a commended rating which was unusual - these were the Park and Shop and McDonalds.

The National Capitol Park and Planning Commission was established in 1926.

COORDINATED
PLANNING

to prepare plans for orderly growth in Washington DC and coordinate planning with its Maryland and Virginia suburbs.

J.C. Nichols, considered among the nation's foremost developers of suburbs during the first half of the 20th century, was a member of the National Capital Planning Commission, from its inception in 1926 until 1950 - his concepts were very influential in the development of Cleveland Park's commercial precinct -

he advocated the following characteristics for commercial districts:

1. 1 or 2 blocks in length,
2. separated by at least 1/2 mile,
3. 1 story shops (2 stories Maximum)
4. wide roads,
5. clearly evident attractive parking lots.
6. Control of signage
7. Buffers between commercial and residential areas

All of these characteristics are clearly evident in the Cleveland Park Commercial Precinct.

At the end of the 20s there was a new wave of thinking about suburban shopping centers which was largely inspired by J.C. Nichols and his successful development of the Country Club Plaza in Kansas which resulted in numerous articles and his appointment to the NCPC which enabled him to bring his enlightened thinking to bear directly on the development of the outlying areas of Washington D.C.

A New Zoning Plan for the District of Columbia;
Final Report of the Rezoning Study;
by Harold M. Lewis, Nov. 9, 1956

Many of J.C.Nichols' ideas about good planning in the 1920s were reiterated in the 1950s by Harold M. Lewis, the New York planning consultant, in his 1956 rezoning study for the District of Columbia. He wrote the following: "In general, there does not seem to be any need for more than one-story commercial structures in small neighborhood shopping districts nor more than two stories (offices over shops) in outlying community business centers. In both these types of districts (C-1 and C-2), a height limit of three stories should provide for other permitted uses and still keep the districts compatible in scale with surrounding residential areas." (Lewis study, p. 43)

In summary, the Cleveland Park commercial area visually exemplifies the history of thinking concerning enlightened urban planning for neighborhood shopping areas and it clearly exemplifies the implementation of the 1920 zoning law's innovative introduction of commercial islands along a residential street. Cleveland Park is still a residential neighborhood requiring low scale shops to provide residents with all the essential daily goods and services.



SCALE 0 400 800 1200 FEET

NOVEMBER 9, 1956

Map by National Capital Planning Commission

DISTRICT OF COLUMBIA PROPOSED ZONING MAP

A New Zoning Plan for the District of Columbia
Final Report of the Rezoning Study
Prepared by Harold M. Lewis

located in Washingtoniana
Martin Luther King Lib

Section 5104 — C-4 District (Central Business District)

5104.1 The C-4 District is designed for the downtown core of the city, comprising both the main office and retail centers. It serves the whole metropolitan area and should provide room for the variety of retail services and displays and for those offices requiring a downtown location, befitting in each case a tributary area which is expected to house two million residents. It should not be so large as to promote a spotty development with areas of blight between. Although served by mass transit, many of the patrons would continue to come by private automobile which could best be parked in peripheral facilities.

5104.2 Except as provided in Chapter 7, in a C-4 District no *building* or premises shall be used and no *building* shall be erected or altered which is arranged, intended, or designed to be used except for one or more of the uses listed in the following paragraphs.

5104.3 The following uses are permitted as a matter of right:

5104.31 Any use permitted in a C-3 District under paragraph 5103.3, except that a new *apartment house dwelling* may be erected only if located within five hundred (500) feet of the boundary of a Special Purpose District or a Residence District.

5104.32 *Gasoline service station or mechanical garage* subject only to the special provisions of Article 74.

5104.4 *Accessory uses and accessory buildings* customarily incident to the uses permitted by this Section are permitted.

ARTICLE 52

HEIGHT REGULATIONS FOR COMMERCIAL DISTRICTS

Section 5201 — Height of Buildings or Structures

5201.1 Except as provided in paragraph 5201.2 of this Section and in Chapter 7, the *height of a building or structure* hereafter erected or altered in respect to height in a Commercial District shall not exceed that given in the following table:

<u>District</u>	<u>Height in feet, as defined in Article 12</u>	<u>Height in stories</u>
C-1, C-2	45	3
C-3-A, C-3-B	90	no limit
C-4	150	no limit

5201.2 The *height of a building or structure* as prescribed in paragraph 5201.1 of this Section shall include all roof *structures*, open or enclosed, but these height limits may be exceeded in the following instances:

5201.21 A radio, television, or other antenna tower may be erected to a height in feet in excess of that authorized in the *District* in which it is located upon approval of the plans by the Commissioners of the District of Columbia.

5201.22 A chimney or smokestack may be erected to a greater height in feet if required by other municipal law or regulation.

5201.23 A church spire, dome, or pinnacle serving as an architectural embellishment may be erected to a height in feet in excess of that authorized in the *District* in which it is located upon approval of the plans by the Commissioners of the District of Columbia.

5101.42 *Gasoline service station*, subject to the special provisions of Article 74 and PROVIDED that:

- (a) The station shall not be located within twenty-five (25) feet of a Residence District unless separated therefrom by a *street* or *alley*;
- (b) Its use will satisfy a local need, and its operation will not injure the present character or adversely affect the future development of the neighborhood;
- (c) Its operation will not create dangerous or otherwise objectionable traffic conditions;
- (d) Before making its findings, the Board shall submit the application to the Director of Vehicles and Traffic for review and report; and
- (e) The Board may impose such conditions as to design, appearance, screening, or lighting as may be necessary to protect adjacent or nearby property.

5101.5 *Accessory uses* and *accessory buildings* customarily incident to the uses permitted by this Section are permitted.

Section 5102 — C-2 Districts (Community Business Center)

5102.1 The C-2 District is designed to provide for both shopping and business needs for large segments of the city outside of the central area. Such *Districts* would be located with access to main highways and include office employment centers. They might be tributary to large residential areas and would have high requirements for off-street parking. It is within this *District* that designed shopping centers would be encouraged under the special provisions for large-scale planned developments in Section 7501, although they might also be developed on a smaller scale in C-1 Districts.

5102.2 Except as provided in Chapter 7, in a C-2 District no *building* or premises shall be used and no *building* shall be erected or altered which is arranged, intended, or designed to be used except for one or more of the uses listed in the following paragraphs.

5102.3 The following uses are permitted as a matter of right:

5102.31 Any use permitted in an R-5 District under paragraph 3105.3.

5102.32 Any use permitted in C-1 Districts under paragraph 5101.3, without limitation on the *gross floor area* or location of service or retail establishments.

5102.33 Additional service establishments, to include:

- | | |
|--|---|
| (a) Automobile rental agency within a <i>building</i> . | (n) Newspaper distribution station, PROVIDED that: |
| (b) Bar, cocktail lounge, or night club. | (1) All newspapers and waste wrappers shall be stored, handled, and distributed within a completely enclosed <i>building</i> until removed from the premises; and |
| (c) Billiard parlor or pool hall. | (2) Storage space shall be provided on the premises for any bicycles and wagons used in connection therewith. |
| (d) Blueprinting or similar reproduction service. | (o) Parcel delivery service. |
| (e) Bowling alley, PROVIDED the <i>building</i> is constructed with sound-proofing adequate to prevent the emission of objectionable noises. | (p) Photographic studio. |
| (f) Catering establishments. | (q) Picture framing shop. |
| (g) Dressmaking shop or establishment. | (r) Printing, lithographing or photoengraving establishment, in each case not exceeding 2,500 square feet of <i>gross floor area</i> . |
| (h) Frozen food locker for family or individual use only. | (s) Public baths, physical culture or health services. |
| (i) Interior decorating shop. | |
| (j) Laundry or dry cleaning establishment. | |
| (k) Locksmith. | |
| (l) Masseur. | |
| (m) Mortuary, funeral or undertaking establishment. | |

G



CLEVELAND PARK HISTORICAL SOCIETY 3101 HIGHLAND PLACE, N.W. CLEVELAND PARK, D.C. 20008 (202) 244-127

**ZONING COMMISSION CASE NO. 86-26
CONNECTICUT AVENUE CORRIDOR
CLEVELAND PARK**

Testimony prepared by Kathleen Sinclair Wood

My testimony today will cover three areas.

1. The novel and pioneering approach enacted in the District of Columbia's first Zoning Law of 1920 with regard to use along Connecticut Avenue extended which has resulted in a compatible mix of residential interspersed with neighborhood retail shopping precincts making Connecticut Avenue an unusual avenue of extraordinary historic significance.
2. Connecticut Avenue as a designated Special Street in the Preservation and Historic Features Element of the Comprehensive Plan (DC Law 5-187) passed by the City Council (effective on March 16, 1985) and approved by the NCPD as part of the Federal element of the comprehensive plan.
3. The historic features of the Connecticut Avenue commercial district which were the reasons it was designated as part of the Cleveland Park Historic District and listed on the National Register of Historic Places.



CLEVELAND PARK HISTORICAL SOCIETY 3101 HIGHLAND PLACE, N.W. CLEVELAND PARK, D.C. 20008 (202) 244-127

My name is Kathleen Sinclair Wood. I reside at 3101 Highland Place in Cleveland Park. I am the Executive Director of the Cleveland Park Historical Society. I am an architectural historian and was responsible for the historical research and preparation of the Cleveland Park Historic District application and National Register nomination form. I have been teaching the history of American Architecture for many years at the college level.

I have prepared my testimony today in conjunction with Richard Longstreth, associate professor in the American Studies Program and Department of Urban and Regional Planning at George Washington University. He is also Director of the Graduate Program in Historic Preservation at George Washington University and author of the National Trust's book The Buildings of Main Street; A Guide to American Commercial Architecture. For the past five years he has been conducting extensive research on American commercial architecture focusing on, among other things, the process of decentralization of retail businesses in major metropolitan areas during the first half of the 20th century. In preparation for the Cleveland Park Historic District designation hearings he studied the history of the Connecticut Avenue corridor and consulted with us on the historical significance of the Cleveland Park commercial area both in its local and national context. We will be submitting a copy of his analysis of the area. He was planning to be here today to give testimony but because of his class schedule he is not available. He has agreed to come at a later date if you have questions. I also have a copy of his vitae if you would like to see it.

SLIDES

1

1. It is clear from the two tentative USE maps which were circulated, commented upon and changed prior to final approval in 1920 that a novel approach to zoning was being introduced along Connecticut Avenue. Professor Longstreth has said that the zoning approach on Connecticut Avenue "was a highly unusual initiative at that time and reflects the most advanced concepts of city planning for residential areas - it may well be of national significance. Preliminary evidence suggests this provision for commercial development along Connecticut Avenue subsequently influenced zoning and the nature of commercial development in other parts of the city and in nearby suburban communities."

2

3

4

Zoning was very new at this stage. New York City had enacted the first comprehensive zoning law in the United States in 1916. Between 1918 and 1920 the U.S. Congress debated and eventually passed legislation enabling the District to follow New York's lead and also pass a zoning law. The first DC Zoning law provided control over HEIGHT, AREA and USE. Three maps were prepared to show the restrictions for the entire city. The prevalent ideas at the time supported the separation of uses - large areas outside the central city were zoned residential and larger streets or avenues were zoned commercial. In the first tentative USE map Connecticut Avenue was zoned strip commercial but during the course of July and August this was changed to an innovative approach. The impetus for the Connecticut Avenue zoning came from the Newlands syndicate, which owned much of the adjoining land and which sought to have it developed in an exemplary manner out of broad civic concern and also to enhance the attractiveness of its own primary development, Chevy Chase, Maryland.

The USE Map that was approved on August 30th, 1920 (EXHIBIT A) restricted Connecticut Avenue to a mixture of residential and commercial. The avenue was zoned predominantly for residential apartment buildings with four clearly designated neighborhood shopping precincts. The first of these was for Cleveland Park, the second at Van Ness, the third at Fessenden Street and the fourth at Chevy Chase. These precincts were approximately one or two blocks in length and not necessarily on both sides of the street. In Cleveland Park the precinct ran from Macomb to Porter on the East side of Connecticut and from Ordway to Porter on the West side of the Avenue. At Woodley Park there was no commercial zone on Connecticut Avenue, commercial development was restricted to several blocks of Calvert Street beginning one block west of Connecticut. This approach to Connecticut Avenue was very forward thinking at this time just as the value of planning for the enhancement of neighborhoods was beginning to be recognized. (A universal HEIGHT limit of 55 feet was established for the whole of Connecticut Avenue. The AREA map designated specific rear and side yard requirements as well as enclosed court space and % of lot coverage.)

5

6

7

One of the most important early alterations in the zoning provisions was a 1931 amendment which allowed greater height for apartment buildings occupying a dramatically smaller percentage of their site. Thus 8-story apartment buildings were permitted along Connecticut Avenue if the building occupied only 51% of a sufficiently large site (previously buildings were limited to 5 stories and 75% lot coverage). The Kennedy Warren, the Broadmoor and Tilden Gardens are good examples of what the zoning changes made possible.

J.C. Nichols, considered among the nation's foremost developers of suburbs during the first half of the 20th century, was a member of the National Capital Planning Commission from its inception in 1926 until 1950 - his concepts were very influential in the development of Cleveland Park's commercial precinct.

He advocated the following characteristics for commercial districts:

- 1 or 2 blocks in length
- separated by at least 1/2 mile
- 1 story shops (2 stories maximum)
- wide roads
- clearly evident attractive parking lots
- control of signage
- buffers between commercial and residential areas

All of these characteristics are clearly evident in Cleveland Park's "Main Street and are, I feel, largely responsible for its continuing success today.

⑦ In the 1950s a prominent New York planning consultant, Harold M. Lewis was brought in to undertake the first complete study of the Zoning Regulations since 1920 and to prepare recommendations for a revised Zoning Code which was eventually enacted in 1958. In 1956 when Lewis prepared his final report of the Rezoning Study for the District of Columbia (A New Zoning Plan for the District of Columbia) he wrote: "the removal of strip commercial districts from the zoning map along a number of arterial streets in the outer reaches of the District must be cited for praise, although there are obviously other strips just as useless and noxious still remaining." (Lewis p. 7) Connecticut Avenue was a leader in this trend, and we can see today how the pioneering approach to zoning in 1920 has shaped the Avenue. It is important to note that with the exception of the high density development at Van Ness, Connecticut Avenue has retained its character as the broad Avenue lined with gracious apartment buildings representing a variety of popular architectural styles from the classical revivals of the 1920s, through the Art Deco and streamlined styles of the 30s to the International Style of the forties.

⑧ These apartment houses are interspersed with commercial areas serving the residents of the Avenue and the adjacent single family neighborhoods. As Lewis pointed out in his study "In general, there does not seem to be any need for more than one-story commercial structures in small neighborhood shopping districts nor more than two stories (offices over shops) in outlying community business centers. In both these types of districts, a height limit of three stories should provide for other permitted uses and still keep the districts compatible in scale with surrounding residential areas." (Lewis p. 43) He goes on to say "A Height of three stories will enable the designer, in most instances, to take advantage of the full bulk allowance, provide the necessary parking, and create an interesting design. Yet this is not out of scale with most of the residential areas that the community centers are associated with. Hence a limit of 45 feet is considered adequate. Small theater buildings and the few other special purpose buildings permitted in these centers can also be built within this height." (Lewis p. 54)

It seems to me that his analysis remains valid today. It is interesting to note that although the permissible building height has been higher since 1920 the Cleveland Park Shopping area has remained one and two stories in height, compatible with the neighboring residences and providing a visual distinction from the taller apartment buildings which are set back from the Avenue. This makes for a friendly informal streetscape conducive to use by the residents who walk along the street and greet friends and neighbors while they do their essential shopping.

9 In summary Professor Longstreth has said "as a whole, (the) precinct represents probably the finest architectural grouping of neighborhood commercial buildings in the National Capital - from a national perspective, the grouping is an excellent example of period/time." After discussing the significance of individual buildings and individual architects and developers 10 he says of the Cleveland Park commercial precinct that it is an "outstanding example in city and region of design/settlement patterns during the decades between the two world wars - and embodies the most enlightened views toward suburban development, city planning, and the creation of low-density retail centers servicing residential neighborhoods. As an ensemble, it remains unusually intact for a precinct of this type; historic qualities predominate; many comparable precincts in U.S. have experienced considerable decay, destruction, and/or substantive alteration."

11 Connecticut Avenue from Rock Creek Park to the District line is a remarkable example of urban planning because the policy of clustered retail development was implemented with the city's first zoning ordinance of 1920. There may be comparable examples elsewhere encompassing so large an area at such an early date, but they are no doubt rare. From a historical perspective, this stretch of Connecticut Avenue is of great importance as a pioneering and perhaps unprecedented example of large-scale urban planning for residential districts. That foresight of almost seventy years ago has done much to contribute to the value and appeal the whole area has maintained to the present. Connecticut Avenue is a spine proceeding from suburban Maryland to downtown Washington D.C. and it feeds numerous residential communities which are enjoyed by people of all ages and differing economic abilities, by families and singles, real neighborhoods where people successfully live, work, shop and play in the city. Connecticut Avenue is 12 one of the major reasons Washington is a very liveable city with intown residential communities which are highly prized as close-knit neighborhoods.

13
14
2. The entire length of Connecticut Avenue is a designated Special Street in the Preservation and Historic Features Element of the Comprehensive Plan passed by the City Council and enacted as DC Law 5-187 effective March 16, 1985. It was also adopted by the National Capital Planning Commission as part of the Federal Element of the Comprehensive Plan. According to Nancy Taylor at NCPC the Preservation and Historic Features Element of the Comprehensive Plan is the one area where the District and Federal elements are substantively identical.

The basic concept of the nation's capital being composed of special streets and places derives from L'Enfant's plan. Through the years this concept has been recognized and reinforced by the McMillan Plan, the early adoption of Zoning laws, the establishing of the National Capital Park and Planning Commission and the pursuit of a comprehensive plan. In 1965 the NCPC issued a publication popularly known as the "Brown Book" entitled 1965/1985: Proposed Physical Development Policies for Washington, D.C. which put forth detailed proposals that focused on the District of Columbia rather than the entire metropolitan area which was addressed in the Year 2000 Policies Plan. In this publication the concept of special places and special streets was made more explicit which led directly to this concept being included in the Comprehensive Plan passed in 1984 with amendments in 1985. The various agencies involved in the formulation of this plan proposed the specific special streets which were then formally designated by the City Council and the NCPC.

Connecticut Avenue meets all of the four criteria for designation of Special Streets.

14
1. It is historically significant as an important component of the McMillan Plan extending one of the most significant Avenues in the L'Enfant Plan which originates at the President's Park (Lafayette Square) in front of the President's House (the White House). It has additional importance because it passes through several existing (and one proposed) historic districts -Dupont Circle, Kalorama Triangle, Cleveland Park and Woodley Park.

2. It contributes to the design framework of the National Capital by serving as an axial or diagonal avenue leading directly from the ceremonial entrance at the District Line formed by Chevy Chase Circle, progressing along the Avenue of grand apartment houses across several distinctive historic bridges and terminating at the White House.

15
16
3. It embodies and displays a distinctive functional importance by providing amenities and serving as a focus for several neighborhoods and communities. The commercial nodes that were set aside early in the 20th century have developed as the "main streets" for the surrounding residential neighborhoods including single family homes, town houses, small, mid-rise and large apartment complexes - this is clearly evident at Chevy Chase, Nebraska Avenue, Cleveland Park, and Woodley Park. The only area where this sense has been completely eroded is at Van Ness - the evidence of its earlier history is still there in the shopping center at Yuma but that will soon disappear (and with it one of our most valuable neighborhood serving resources, the Kitchen Bazaar). The three-block commercial node in Cleveland Park serves as our "main street" or "village center", the gathering spot where neighbors meet one another. This was envisioned by John Sherman, the original developer, who built his architect-designed lodge (community center/streetcar waiting station) in 1898 at the corner of Newark and Connecticut where the Cleveland Park Library stands today.

Connecticut Avenue also promotes a special sense of entrance to the National Capital. It is a grand avenue from the ceremonial Chevy Chase Circle with its fountain to Lafayette Square and the White House.

17 4. Finally Connecticut Avenue is a conspicuous historic landmark with a series of architectural settings displaying a distinctive coherence which developed as a result of the enlightened early zoning regulations effecting the extended avenue from the Taft Bridge to Chevy Chase Circle. With specific reference to Cleveland Park, this commercial area developed in the 1920s as the first commercial node on Connecticut Avenue beyond the boundaries of the L'Enfant plan.

Connecticut Avenue is remarkably intact with most of its historic features still in place. The Comprehensive Plan makes its conservation and preservation a specific policy supported by the DC and Federal Governments. Connecticut Avenue is clearly more than merely a Corridor - A recent document prepared by the Office of Planning, the Connecticut Avenue Corridor Study, September, 1987, addresses this issue quite expertly. The Study details some of the policies of the Comprehensive Plan for Special Streets and gives more specific historical analysis of the Avenue and the Cleveland Park Commercial area. "Its urban design qualities, from tightly knit, patently urban and urbane at Farragut Square, old-worldly and evocative of stately elegance at Dupont Circle and in Kalorama, to small town charm and intimacy in Chevy Chase, are unsurpassed for richness and variety." "There is no question in the minds of residents who live along Connecticut Avenue, daily commuters who traverse its length, or architects and urban designers, that Connecticut Avenue is, indeed, a special street. From its downtown terminus at the northern edge of Lafayette Park facing the White House to Chevy Chase Circle, it is one of the city's best-defined thoroughfares and captures a range and depth of the city's cultural and architectural history, its historical patterns of urban development and natural environment in a fashion that no other street, avenue or "special street" duplicates." (p 14 of the Connecticut Avenue Corridor Study)

18 3. Finally I would like to reemphasize the historicity of the commercial area in Cleveland Park - our "Main Street". After extensive testimony - pro and con - before the Historic Preservation Review Board, the Cleveland Park Historic District was designated including the entire commercial area, Klinge Bridge and significant apartment buildings, the Broadmoor, Sedgwick Gardens and Tilden Gardens. I have included as Exhibit B the Decision designating the Cleveland Park Historic District which is also listed on the National Register of Historic Places.

19
20
21 22
23
24 25
26 27
28
29 30
31
32 33
By 1920 Cleveland Park was a thriving streetcar suburb totally dependent on the city for goods and services. The original developer's community center had burned down, the 1916 Colonial Revival Firehouse had been built and Wardman was establishing a new trend with the construction of the first apartment building along this stretch of Connecticut Avenue. Upon its completion Wardman constructed the Colonial Revival townhouses next door. Several other low rise apartment buildings immediately followed one of which housed the first commercial establishment, the Monterey Pharmacy, which opened in 1923. The first grocery stores followed immediately opening in 1925 in one-story structures and establishing the pattern of development for the east side of Connecticut between Macomb and Ordway. This typical 20s pattern of string street development is still quite evident today. When the Park and Shop was constructed in 1930 it presented an innovative new concept - one stop shopping with coordinated merchandising, an easily accessible front parking lot and an aesthetically unifying and pleasing Colonial Revival architectural style. This complex solved several problems created by the typical 20s string street development - traffic congestion along avenues because of inadequate provision for parking, and intense competition resulting in failed businesses and empty buildings. The idea of a unified development was subsequently pursued by the Uptown Theater with adjoining shops and the Ofty building, a mixed use building, both of 1936. The Macklin complex of 1939 also followed the mixed-use idea this time combining residential with an entrance on Newark Street with retail commercial opening onto Connecticut Avenue and providing a parking lot in front.

The Klinge Bridge designed by noted architect Paul Cret was constructed in 1931 and provided an impressive entrance to Cleveland Park. The Post Office and Library completed the provision of essential services to the residential neighborhood.

34
35
From its earliest days Cleveland Park's "Main Street" was focused on providing essential neighborhood services: drug stores, grocery stores, beauty shops, barbers, drycleaners, a hardware store, confectionary store, a bank, florist, and gas stations. Exhibit C demonstrates that many of these same services are still supplied today, but the number of bars, restaurants, fast food and carry out places are increasing. This exhibit also provides the original dates of construction of the commercial buildings.

36 37
38 39
40 41
42
We applaud the tremendous amount of work accomplished by the Office of Planning in preparing the Connecticut Avenue Corridor Study and the specific reports pertaining to this case 86-26. We urge the Zoning Commission to join us in finding reasonable and workable zoning regulations for maintaining and enhancing the historic character of this grand avenue and its historic commercial neighborhood shopping precincts. We have a valuable historic resource here, not solely in terms of architectural structures - we have a pattern of living that works, that makes our city liveable, that provides a residential tax base and we have a unique opportunity to create zoning regulations which will support its continuing preservation.

DATE JAN 25 1988
SUBJ CC # 86-26

CONNECTICUT AVE.
CLEVELAND PARK

NO. KC 14924
PRO-LINE™ 14924

① 1920 Zoning Map
for Use



② Commercial Strip
Grand River Avenue



Detroit, Michigan

③ 1928
Zoned Commercial
develop.



City Growth Essentials

L.A. Regional Planning
Comm.



1929

④ Broadmoor



Greater height but
less lot occupancy
+ signif. set back

⑤ Tilden Gardens



⑥ 3501 Conn. Park +
Shop
Broadmoor behind



Juxtaposition -
higher Residential -
lower Commercial -
good planning

⑦ Intelsat -
Tilden Street



⑧ 3400 block Conn.
Brookville Mkt. today



1950s photo
CHS collection

⑨ West side Conn.
between Newark
+ Ordway - looking N



⑩ 1930s article
featuring Park +
Shop
as
good
new
design



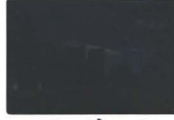
"A Planned Grouping of Shops"

⑪ 34th + Macomb
1987 Great Snow



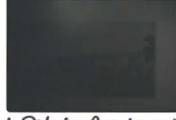
Neighborhood
Spirit

⑫ Conn. Ave. looking S
at Klinge Bridge -
Entry to Elev. Pk.



Kennedy Warren
Apts. just beyond
Bridge

⑬ Million Dollar Bridge
Ad. for new Taft Bridge



Real Estate Brochure 1903

⑭ 1903 View of
Conn. Ave. from East
looking across to



Elev. Pk. houses before
Ave. developed
Conn. between Newark
+ Porter

⑮ 1903 View of
Conn. at intersection
with Newark



Elev. Pk. Lodge (Community
Center - destroyed) on
left - Hts. on Newark

⑯ Klinge Bridge
1931 Paul Cret



Entrance to Elev. Pk.
looking North on
Conn.

⑰ Map of Cleveland
Park historic Dist.



Boundaries include
Entire Conn. Ave.
commercial node

⑱ 1916 Fire House -
oldest bldg. in
Clev. Pk.'s Conn. Ave. strip



Colonial Revival Style
Photo 1950s CHS

⑲ 1916 Fire House
1919 Wardman
Apt. Hse - 1st incl. Elev. Pk.



3500s Conn. Ave.
West Side

NO. K.S. WOOD TESTIMONY
PRO-LINE™ 14924
CONNECTICUT AVE
CLEVELAND PARK


DATE JAN. 25, 1988
SUBJ C # 86-26

(21) 1921 Wardman Colonial Revival Town Houses



3300s Conn. Ave - West Side

(22) 1921 Wardman town houses on N. side Ordway - continuation



of the 3500 block on Conn. Ave - constructed on same bldg. permit

(23) Monterey Apts. 1st store in Elev. Pk 1923 Monterey Phase II




SW corner Porter + Conn

(24) 3300s Conn. East side low scale - 1st stores



blt. as stores - c. 1925 grocery stores 1st. 1950s photos (CHS)

(25) 3300s Conn East side 1st grocery stores - 1925



Individual 1 story shop buildings - still intact

(26) Gallagher's 3319 Conn Intact original shop



from mid 1920s - shows early style

(27) Roma Restaurant 34 Conn Shows Art Deco



influence in 1930s aluminum panels - decorative detail

(28) 1930 Park + Shop New Concept Coordinated Complex



Unified style Coordinated merchandising Parking in front 1 stop shopping

(29) Uptown Theater 1936 Art Deco



1950s Photo (CHS)

(30) Uptown Theater + shops - Mixed Use Complex




West side Conn Ave 3400s Conn

(31) O'Flynn Bldg 1936 Mixed Use Office, Retail, Restaurant



1950s Photo (CHS)

(32) Macklin 1939 Mixed Use Proj. Corner Conn + Newark



Residential - opens Newark Commercial with parking lot opens on Conn

(33) Macklin 1939 W side Conn at Newark



Residential set behind low rise commercial on Conn. Ave

(34) Advertisement for Park + Shop when it opened 1930



Variety of Neighborhood Serving Retail

(35) Lay out of Park + Shop - 1930



Shows spaces occupied by coordinated group of neighborhood serving retail

(36) 3407 Conn McDonald's Sign Negotiated with Community



Community

(37) 3407 Conn McDonalds Opening



after cleaning facade, removing awnings etc

(38) 3407 Conn McDonalds Opens Jan 1986



McDonalds Opens

(39) 3407 Conn



McDonalds Opens

(40) 3407 Conn



McDonalds Opens

DATE JAN 25, 1988
SUBJ ZC # 86-26

CONNECTICUT AVE
CLEVELAND PARK

NO. 4'S WOOD TESTIMONY
PRO-LINE™ 14924

3407 Conn (41)
1930 Ant Decco Bldg.



Before Restoration
by McDonalds

3407 Conn (42)



McDonalds Opening

CASE 86-26

EXHIBIT 392

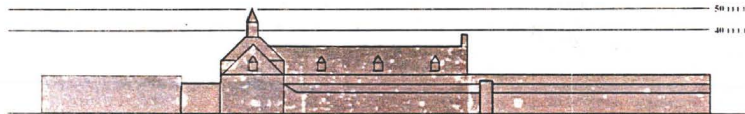
HAS SLIDES

SEE FILE AT ZONING COMMISSION



CONNECTICUT AVENUE EAST
BETWEEN PORTER AND ORDWAY STREETS

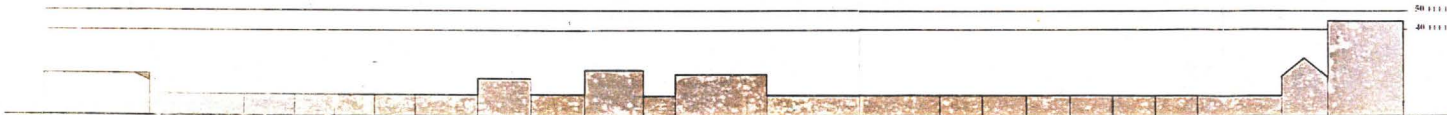
CONNECTICUT AVENUE EAST



CONNECTICUT AVENUE EAST
BETWEEN PORTER AND ORDWAY STREETS



CONNECTICUT AVENUE EAST
BETWEEN ORDWAY AND MAUD STREET

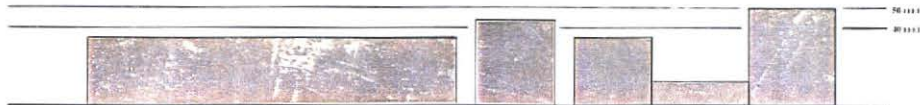


ELEVATION CONNECTICUT AVENUE EAST
BETWEEN ORDWAY AND MAUD STREET



CONNECTICUT AVENUE WEST

CONNECTICUT AVENUE WEST
BETWEEN PORTER AND CHURCH STREETS



50' 11 1/2"

40' 11 1/2"

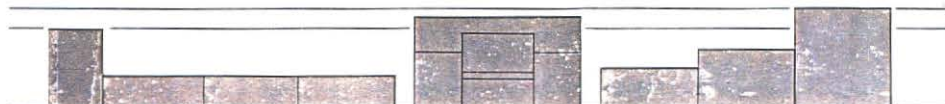
CONNECTICUT AVENUE WEST
BETWEEN PORTER AND CHURCH STREETS



CONNECTICUT AVENUE WEST
BETWEEN NEWARK AND WILLOW STREETS



CONNECTICUT AVENUE WEST
BETWEEN CHURCH AND NEWARK STREETS



50' 11 1/2"

40' 11 1/2"

CONNECTICUT AVENUE WEST
BETWEEN CHURCH AND NEWARK STREETS