

Cochran, Patricia (DCOZ)

From: Zach Rybarczyk <zach@districtbridges.org>
Sent: Tuesday, July 28, 2020 8:32 PM
To: DCOZ - BZA Submissions (DCOZ)
Subject: Comments in support of Case #20266 "3400 Connecticut Ave Partners"

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July 28, 2020

Mr. Frederick Hill
Chairman, Board of Zoning Adjustment

Comments in support of Case #20266 "3400 Connecticut Ave Partners"
Submitted via email (bzasubmissions@dc.gov)

Dear Chairman Hill--

I am writing in regard to Case #20266 of 3400 Connecticut Partners LLC to the Board of Zoning Adjustment, requesting special exemption from parking requirements as part of the Macklin redevelopment project.

I write in support of this special exemption as it pertains to the development of a public plaza and its potential benefit to the businesses, both current and future, of the Cleveland Park Main Street and surrounding community. I speak on behalf of myself, as manager of the [Cleveland Park Main Street](#) organization, and not on behalf of any specific business.

From my experience working to support the businesses of Cleveland Park through the current COVID-19 public health emergency, it's apparent that the business corridor could benefit from additional, well-maintained public space for customer and general public use that a plaza might provide. While businesses along the eastern portion of Connecticut Avenue are beginning to utilize the temporarily-closed service lane for outdoor dining and socially-distanced gathering, public space in the form of a plaza would provide additional space for customers to safely gather and stop to enjoy a purchase from a nearby shop along the western portion of the corridor.

Moreover, these potential benefits would last longer than the current public health crisis. As expressed by our Executive Director, Brianne Dornbush, from the perspective of the Main Street, "the activation of both public and private space is very important to creating a vibrant commercial corridor. The proposal of the plaza in the Macklin redevelopment project presents a tremendous opportunity to have a space that invites and engages the community to spend more time in and around Cleveland Park." As one of the four tenets of the [Main Street Approach](#), this plaza could help foster a more "people-centric" Cleveland Park business corridor, providing residents and customers with space to hold events, meet with friends and family, or simply slow down and enjoy the neighborhood.

The installation of an accessible, well-maintained public plaza would compliment the proposed public realm enhancements of the [Cleveland Park Streetscape and Drainage Improvement Project](#) in an effort to improve pedestrian safety and increase walkability and time spent in the commercial corridor. Coupled with the potential for improved vehicular safety and curbside management as part of the ongoing [Connecticut Avenue Reversible Lane Safety and Operations Study](#), I view the addition of this plaza as an asset to the community.

Board of Zoning Adjustment
District of Columbia
CASE NO.20266
EXHIBIT NO.127

Sincerely,

Zach Rybarczyk

Manager, Cleveland Park Main Street
cpms@districtbridges.org

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Zachary Rybarczyk

*Main Street Manager
Cleveland Park*

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