



ADVISORY NEIGHBORHOOD COMMISSION 3C
GOVERNMENT OF THE DISTRICT OF COLUMBIA
CLEVELAND PARK • MASSACHUSETTS AVENUE HEIGHTS •
WOODLAND-NORMANSTONE • WOODLEY PARK

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ANC3C Resolution 2023-012

Resolution Regarding the Connecticut Avenue Development Guidelines

WHEREAS the Office of Planning (OP) has undertaken the Connecticut Avenue Development Guidelines¹ process to set a framework for integrating mixed-use development into the Woodley Park and Cleveland Park Historic Districts to support the need for housing at various income levels and household sizes while sustaining a thriving commercial corridor, maintaining compatibility with the historic districts, and enhancing the public realm for residents and visitors;

WHEREAS the Connecticut Avenue Development Guidelines implement land use and housing policies outlined in the 2021 Comprehensive Plan (Comp Plan)² and the 2021 Rock Creek West Roadmap³;

WHEREAS the Connecticut Avenue Development Guidelines can be used by The Historic Preservation Review Board (HPRB), The Zoning Commission (ZC) in its evaluation of PUDs or a change in zoning for the area, OP in its preparation of reports for HPRB or ZC, The Public Space Committee, ANC3C and other community groups, The Cleveland Park and Woodley Park Main Streets in considering grants or other programs, District and federal agencies considering public investments in housing and planning to accommodate projected growth along the corridor;

WHEREAS the population of Cleveland Park, Woodley Park, and the surrounding areas⁴ has grown at about a third of the rate of the District in the past decade and is increasingly out of reach for a growing range of household incomes⁵;

WHEREAS the demographic makeup of Cleveland Park and Woodley Park is overwhelmingly White and wealthy compared to the District as a whole, where the share of White to Black residents is 77.5% and 6.3%, compared to Districtwide 41% and 43% respectively, and the Median household income of \$126,957 is 140% that of District-wide median household income of \$90,842;

¹ publicinput.com/rcw-connecticut

² <https://planning.dc.gov/comprehensive-plan>

³ https://housing.dc.gov/sites/default/files/dc/sites/housingdc/publication/attachments/RCW%20Roadmap_12.16.21.pdf

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

⁵ As of May 2023, the average rent for a 1-bedroom apartment in Cleveland Park, Washington, DC is \$2,377. This is a 28% increase compared to the previous year. <https://www.zumper.com/rent-research/washington-dc/cleveland-park>

WHEREAS ANC3C in resolution 2021-002⁶ urged the Council to approve the proposed change to the Generalized Policy Map and Policy LU 1.1.1 in the Land Use Element to create a Future Planning Analysis Area on Upper Connecticut Avenue from approximately Macomb Street to Chevy Chase Circle;

WHEREAS ANC3C in resolution 2022-019⁷ supported the Green New Deal for Housing Amendment Act of 2022 (B24-0802) which proposes a framework and general guidelines for establishing social housing in the District of Columbia;

WHEREAS the majority of ANC3C residents are renters, with many tenant-majority buildings that provide the opportunity for creating affordable home ownership through the Tenant Opportunity to Purchase Act (TOPA)⁸;

WHEREAS in order to inform the Connecticut Avenue Development Guidelines, a public life study was conducted in June of 2022. A public life study is a data-driven approach that applies observational, people-centric measures to inform policy, regulations, and public space design. Findings and recommendations from the public life study can inform public space designs, future building redevelopments, as well as public space programming and activation efforts;

WHEREAS the Woodley Park & Cleveland Park Public Life Study results document was issued in September 2022⁹;

WHEREAS, as a response to the updated Comp Plan, OP in collaboration with OP's Historic Preservation Office, kicked off a community engagement process on June 25th, 2022 with a 40-person Community Walk, which was followed by a Cleveland Park Historic Walk with 20 participants, an Online Visioning Survey with 1,800 Participants, 70 Pop-up Interactions, 32 Focus Group Participants, a What We've Heard Webinar with 49 participants, Community Design Conversations with 150 Participants, a Community Design Online Survey with 1,175 Participants, and several updates at ANC3C commission and committee meetings;

WHEREAS, on Friday April 21st, OP released a Draft Connecticut Avenue Development Guidelines for public review and comment which addressed Building Design Guidelines and Streetscape Design Guidelines;

WHEREAS, OP has presented this draft to ANC3C and several other community groups and has been available to answer questions and provide feedback;

WHEREAS changes to the Future Land-Use Map (FLUM) are not self-actualizing, but instead allow the potential for rezoning to increased density (hereafter 'upzoning');

WHEREAS the Cleveland Park Business District is currently zoned as low density which inhibits the addition of housing atop the predominantly one-story retail along this strip;

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<https://anc3c.org/wp-content/uploads/2021/02/ANC3C-Resolution-2020-002-Supporting-Comprehensive-Plan-proposals-for-the-Cleveland-Park-Commercial-area-on-Connecticut-Avenue.pdf>

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<https://anc3c.org/wp-content/uploads/2022/11/ANC3C-Resolution-2022-019-Resolution-in-support-of-the-Green-New-Deal-for-Housing-Amendment-Act-of-2022.pdf>

⁸ <https://ota.dc.gov/page/tenant-opportunity-purchase-act-topa>

⁹ <https://publicinput.com/Customer/File/Full/f65db967-e6f2-4fdd-8673-e71079849c30>

WHEREAS several buildings within and immediately bordering the Cleveland Park Business District are zoned at heights of 90' (the Broadmoor), 90' (the Parkway), 90' (Connecticut Avenue Apartments), 40' (2902 Porter St NW), and 40' (3446 Connecticut Ave);

WHEREAS the Woodley Park Business District is currently zoned as Neighborhood Commercial (NC-4 or NC5) which allows low- to moderate-density development encouraging a mix of residential and neighborhood-serving commercial uses with building heights of up to five stories;

WHEREAS the west side of the Woodley Park Business District is currently made up of one and two-story commercial structures, they are adjacent to multiple 90' high-rises along 24th Street NW. New and infill development at height of 90' and density of 6 FAR align with the surrounding buildings;

WHEREAS the east side of the Woodley Park Business District consists of two to four-story commercial buildings that abut single family homes, with a narrow alley in between. New buildings or vertical additions to existing buildings along this frontage will require more context sensitive placement of massing which can rise up to 75 feet at an FAR of 5.5;

WHEREAS Mayor Bowser's housing goals call for adding 36,000 new homes over the next five years, including 12,000 income-restricted affordable homes, 1,990 of them in Rock Creek West;¹⁰

WHEREAS Expanded Inclusionary Zoning (IZ) could require up to 20% of units developed on upzoned properties to be income restricted, a result which is likely for the Cleveland Park and Woodley Park commercial areas if the allowable density is increased, while new construction also provides opportunities for additional subsidies to be used for affordable homes;

WHEREAS upzoning is one of the first steps to rectify a history of exclusionary zoning and begin to address the disparity of housing opportunity on the basis of race or economic status;

WHEREAS in 2021 Carmel Partners acquired the Wardman Park Hotel site and pursued a matter-of-right development to redevelop the property with two 90' tall residential towers with approximately 900 units;

WHEREAS community members and District agencies encouraged the applicant (Carmel Partners) to consider opportunities for a greater affordable housing set-aside, and neighborhood commercial uses such as a grocery store and daycare facilities, which could be achieved through the site's designation on the Future Land Use Map (FLUM) as a mixed-use high-density residential/ low-density commercial;

WHEREAS ANC3C in resolution 2022-003¹¹ urged the applicant to work with ANC3C, the Woodley Park Community, and Deputy Mayor's Office for Planning and Economic Development in the District of Columbia on a proposal that maximizes affordable housing and retail, including but not limited to, a map amendment and utilizing Tax Abatements for Affordable Housing in High-Needs Areas (HANTA) on the site and requested the applicant increase the number of housing units in their proposal to at least 1,200 and make at least 35% of the units affordable at 30% and 60% MFI;

¹⁰ See Dep't of Hous. & Cmty. Dev.; Office of Planning, *Housing Equity Report: Creating Goals for Areas of Our City* (2019), <https://planning.dc.gov/publication/housing-equity-report>.

¹¹

<https://anc3c.org/wp-content/uploads/2022/02/ANC3C-Resolution-2022-003-HPRB-Proposal-Submitted-on-Behalf-of-Carmel-Partners-to-Redevelop-the-Former-Marriott-Wardman-Hotel-Site.pdf>

WHEREAS the applicant's permits have been filed and the Wardman project appears to be advancing with construction as a matter-of-right development with none of the requested changes to land-use, density, or affordable units;

WHEREAS adding housing at a transit and neighborhood shopping hub allows more people to live car-free or car-lite, which has a benefit toward D.C. reaching its sustainability and reduced-carbon goals;

WHEREAS we face a global climate crisis due in large part to emissions from automobiles;

WHEREAS states like [Oregon](#)¹², [California](#)¹³, and cities such as [Newark NJ](#)¹⁴, [Portland ME](#)¹⁵, [Charlotte NC](#)¹⁶, and [Seattle WA](#)¹⁷ all have no parking requirements for developments that are in proximity to transit;

WHEREAS the environmentally friendly land-use policies we adopt at the local, national, and international levels can reduce the risks and effects of climate change;

WHEREAS allowing the potential growth of the Cleveland Park and Woodley Park Business Districts to naturally evolve to higher density mixed use over time will benefit the commercial area with more customers and opportunities for property owners to curate retail as amenities for residents;

WHEREAS adding housing and affordable housing makes Cleveland Park and Woodley Park more inclusive neighborhoods and welcoming to people from all backgrounds;

WHEREAS not adding housing and affordable housing leads to potential dangers to rent-controlled units through the use of programs such as the Cash 2 Covenant program that does not create new units of affordable housing but repurposes existing rent-controlled units¹⁸;

WHEREAS the entirety of the Cleveland Park and Woodley Park commercial areas are within the Historic Districts and are protected by the Preservation Act, any development proposed must be found to be compatible with the historic district, regardless of what density is allowed after zoning changes;

WHEREAS the Building Design Guidelines outlined within the Connecticut Avenue Development Guidelines are intended to supplement existing historic preservation laws and policies;

WHEREAS any area planning and subsequent upzoning would be a public process with community input and the ANC would review any proposals and has automatic party status before the Zoning Commission for any upzoning proposals and community benefit agreements, ensuring a strong community voice in any future changes and projects;

¹² <https://www.sightline.org/2020/12/14/oregon-big-parking-reform/>

¹³ https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180SB35

¹⁴ <https://ecode360.com/36711721?highlight=nj%20transit&searchId=9634386162910908#36711721>

¹⁵ <https://www.portlandmaine.gov/DocumentCenter/View/1080/Chapter-14-Land-Use-ReCode---Revised-7192021?bidId=>

¹⁶

https://www.charlottenc.gov/files/sharedassets/city/growth-and-development/planning-and-zoning/documents/zoningord_chapter15_rev.pdf

¹⁷

https://library.municode.com/wa/seattle/codes/municipal_code?nodeId=TIT23LAUSCO_SUBTITLE_IIILAUSRE_CH23.54_QUEDESTACOREPASOWAST_23.54.015REPAMAPALI

¹⁸ <https://mayor.dc.gov/release/mayor-bowser-unveils-new-tools-add-affordable-housing>

WHEREAS responses from both the in-person workshops and the online survey showed majority support¹⁹ (over 50% in all cases for the highest proposed density, and less than 40% in all cases for the lowest proposed density) for greater densities (Scenario C with 7 floors, 75 feet building height, 20% affordable units in Cleveland Park; Scenario C with 8 floors, 85 feet building height, 20% affordable units on the east and west sides of Woodley Park) along the corridor that result in the creation of more market-rate and affordable housing units;

WHEREAS responses from both the in-person workshops and the online survey showed support for the Building and Streetscape Design Guidelines proposed by OP in the Draft Connecticut Avenue Development Guidelines.

THEREFORE BE IT RESOLVED that ANC 3C supports the zoning recommendations for Cleveland and Woodley Park and requests OP to lead a rezoning once the guidelines are finalized.

BE IT FURTHER RESOLVED that ANC3C requests OP support the use of public subsidy to create deeper affordability and larger unit sizes beyond what IZ+ required by updating the Housing Equity section on Page 11 to encourage DC land purchases and use of the Housing Production Trust Fund and other affordable housing finance tools beyond private development.

BE IT FURTHER RESOLVED that ANC3C requests OP update the Housing Equity section on Page 11 to provide a pathway for the development of social housing as outlined in ANC3C Resolution 2022-019²⁰.

BE IT FURTHER RESOLVED that ANC3C requests OP update the Housing Equity section on Page 11 to provide a pathway for diverse ownership models, such as the possibility of invoking the District Opportunity to Purchase Act (DOPA)²¹, the Tenant Opportunity to Purchase Act (TOPA)²², and transfer of land ownership to the Douglass Community Land Trust.²³

BE IT FURTHER RESOLVED that ANC3C requests Wardman site be rezoned to MU-6A²⁴ or similar zone to take advantage of the mixed FLUM designation with Commercial-Low Density and Residential-High Density.

BE IT FURTHER RESOLVED that ANC3C requests OP to define minimum front and rear setbacks of four feet that could be slightly deeper at points of façade modulation.

BE IT FURTHER RESOLVED that ANC3C requests OP to define a rear step-down that should kick in at the floor which is higher than adjacent buildings to the rear and be a 1:1 ratio with the height of the floor.

BE IT FURTHER RESOLVED that ANC3C requests OP work and coordinate with DDOT, WMATA, Smithsonian's National Zoo & Conservation Biology Institute to make immediate improvements recommended in the Connecticut Avenue Development Guidelines regarding Streetscape design in the public right of way based on the information found in the Woodley Park & Cleveland Park Public Life Study, and ensure all streetscape design prioritizes accessibility needs.

¹⁹ PDF page 79 here: <https://publicinput.com/Customer/File/Full/5c079b90-6bb8-457c-88d6-89394e3bbbb7>

²⁰

<https://anc3c.org/wp-content/uploads/2022/11/ANC3C-Resolution-2022-019-Resolution-in-support-of-the-Green-New-Deal-for-Housing-Amendment-Act-of-2022.pdf>

²¹ <https://dhcd.dc.gov/service/district-opportunity-purchase-act-dopa>

²² <https://ota.dc.gov/page/tenant-opportunity-purchase-act-topa>

²³ <https://douglassclt.org/>

²⁴ <https://dcgis.maps.arcgis.com/apps/dashboards/a934d4aef30c4c489bf869f2203bf59c#Zone=MU-6A,MU-6B>

BE IT FURTHER RESOLVED that ANC3C requests that efforts be made to retain existing local institutions and services as the community undergoes the process of construction.

BE IT FURTHER RESOLVED that ANC3C requests OP to:

- 1) Eliminate parking minimum for the reworked NC-3, NC-4, NC-5 zones, and require the types of multimodal requirements used for the Macklin and the Wardman redevelopment including, but not limited to, expanded bike storage for various sizes and educating tenants on alternative means of transportation outside of single use vehicles.
- 2) Remove the eating and drinking establishment restriction for the NC-3, NC-4, NC-5 zones as referenced in ANC3C Resolutions 2023-006²⁵ and 2023-007²⁶.
- 3) Call out development opportunity on the Exxon Lot, Square 2222, Lot 805 (9,347 sf, at 5.0 FAR that's 46,735 sf, and at an average unit size of 900 sf, that's 51 units, 10 of which would be IZ), the lot in the rear of 3512-3518 Connecticut, Square 2068, Lot 0811 and include the Post Office parking lot, Square 2069, Lot 0810 in the new mixed-use zone for the Cleveland Park commercial area (13,344 sf, at 5.0 FAR is 66,720 sf, 74 units, 15 of which would be IZ).
- 4) Call out the development opportunity above the entire east leg of the Park & Shop, which would add an additional 12,740 sf to the proposed 7,260 sf of building area on the south non-contributing portion allowing for a 20,000 sf building footprint with six stories of residential and applying 4.0 FAR to the building footprint size, potentially yielding 80,000 sf of residential, approximately 89 units with at least 11 units of affordable housing by IZ.

BE IT FURTHER RESOLVED that the Chair, Commissioners for 3C01, 3C02, 3C03, 3C05, 3C06 and/or their designee(s) are authorized to represent ANC3C on this matter.

Attested by



Janell Pagats
Chair, on May 22, 2023

This resolution was approved by voice vote on May 22, 2023, at a scheduled and noticed public meeting of ANC 3C at which a quorum (a minimum of 5 of 8 commissioners) was present.