



CLEVELAND PARK  
SMART GROWTH

Comprehensive Plan Letter Writing Event  
July 30, 2019



# Cleveland Park Smart Growth

Cleveland Park Smart Growth is a community of Cleveland Park residents who share an interest in promoting, sharing, and discussing urbanist and smart growth issues in Washington D.C. with an emphasis on Cleveland Park.

## Goal 1

Educate the citizens of Cleveland Park on urbanism and smart growth to increase awareness of challenges and opportunities for Cleveland Park.

## Goal 2

Organize the citizens of Cleveland Park and allied organizations to expand the community of smart growth advocates.

## Goal 3

Advocate for smart growth policies that affect Cleveland Park to modernize the Connecticut Avenue commercial strip.



# Comprehensive Plan Letter Writing

- Purpose of today's event:
  - Grow relationships with community members who are committed to smart growth principles.
  - Share Cleveland Park Smart Growth's progressive vision for an equitable, environmentally friendly, accessible, and vibrant Cleveland Park with DC decisionmakers.

With each letter written, we demonstrate to decisionmakers that Cleveland Park community members support building an inclusive, sustainable, and economically viable neighborhood.



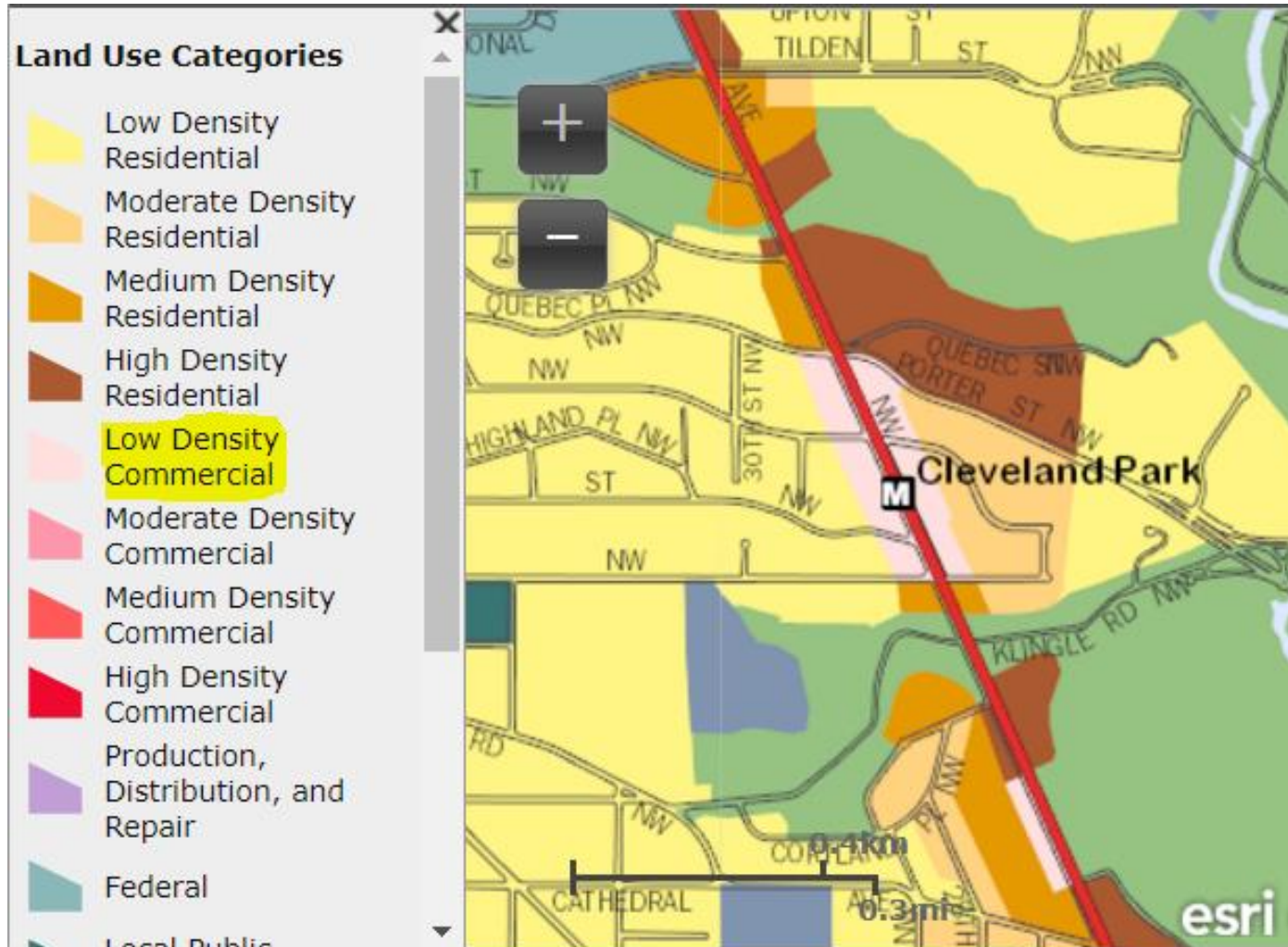
# District of Columbia's Comprehensive Plan

- The Comprehensive Plan is a 20 year framework that guides future growth and development. It is a law passed by the Council.
- The Plan is the guiding document that District agencies, residents, employers, developers, and other stakeholders use to ensure that Washington, DC evolves in line with our collective vision for “Planning an Inclusive City”.
- Zoning is the specifics of how a neighborhood can be built – it must be consistent with the Comprehensive Plan.

The Comprehensive Plan Amendment Process is an opportunity for communities to provide their input into changes to the Plan.



# Cleveland Park Commercial Area



The Comprehensive Plan's Future Land Use Map designation for our commercial strip is:

## Low Density Commercial

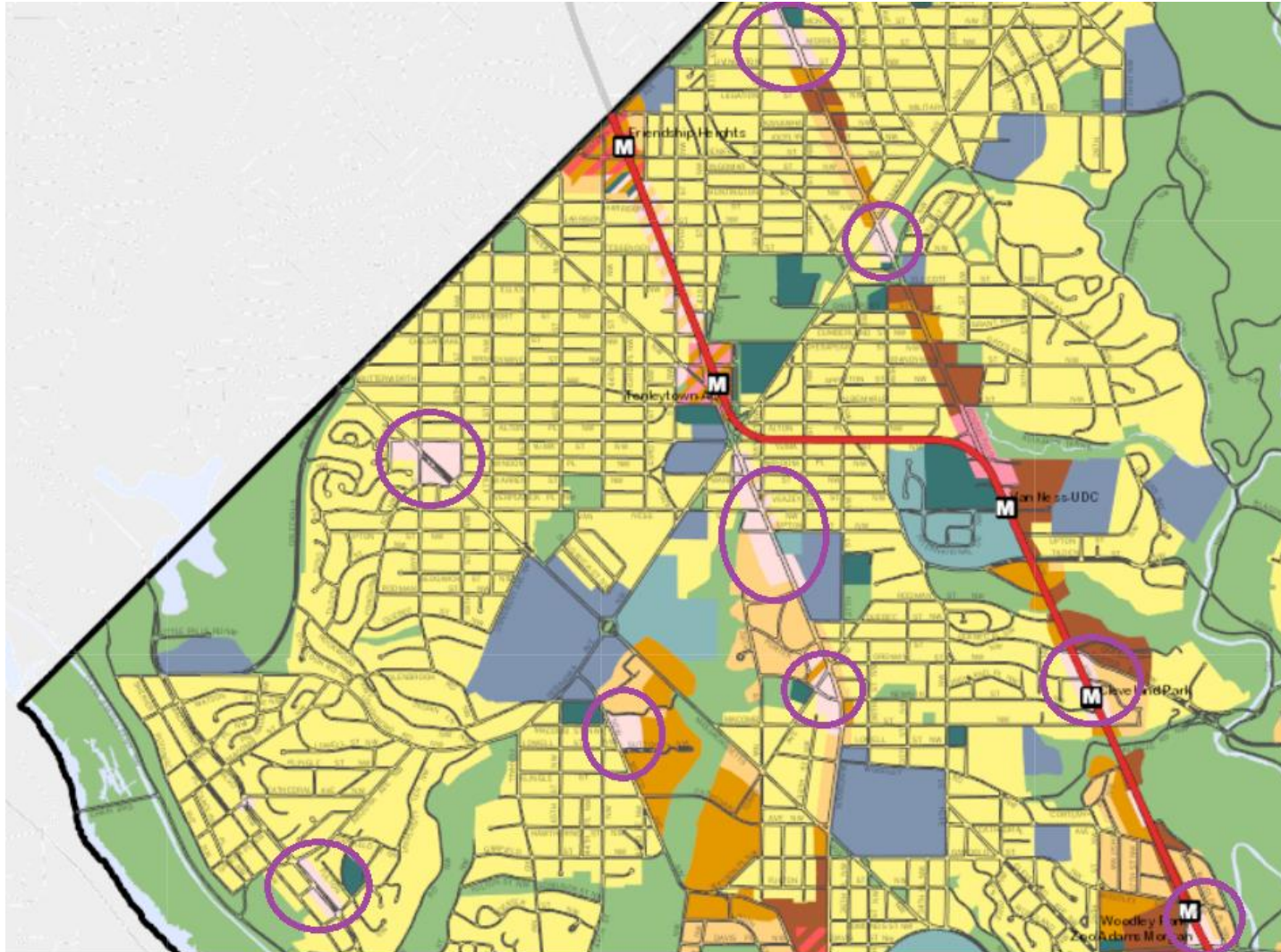
Shopping and service areas that are:

- Generally low in scale and character.
- Retail, office, and service businesses are the predominant uses.
- Comprised primarily of one- to three-story commercial buildings.





# Ward 3 Commercial Areas



Most of the Low Density Commercial areas in Ward 3 are in locations not at Metro stations (Chevy Chase, Spring Valley, Palisades, Cathedral Commons)

Two Metro-served commercial areas, Cleveland Park and Woodley Park are Low Density, with nearby greater residential density.

The three other Metro stations have a mix of Moderate, Medium, and High density



# What we want in the CP commercial area

1. Increase in residential and/or commercial density from the current Low Density Commercial
2. Create a 'Small Area Plan'
  - Supplement the Comprehensive Plan
  - Allow citizens to develop strategic priorities
  - Approved by the Council as legislation
  - Used by Zoning Commission to evaluate development proposals
  - Used by Property Owners & Developers to understand community development priorities in order to create more compatible projects that meet existing needs.



# Letter Writing Tips

- Make one on one
- Make it personal
- Give your own reasons, in your own words

CPSG learned from our last letter writing effort that form letters and mass-distribution to policy makers were less effective than individual emails that were distinct and personal.



# Activity: Brainstorm ideas for letter writing



## Economic Development and Revitalization

- [idea]
- [idea]

## Equity / Affordability

- [idea]
- [idea]

## Transportation

- [idea]
- [idea]

## Environment

- [idea]
- [idea]



# Points of contact for letters

Name	Title	Email address
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Phil Mendelson	Council Chair	<a href="mailto:pmendelson@dccouncil.us">pmendelson@dccouncil.us</a>



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**Join us for drinks at Atomic Billiards**