

CLEVELAND PARK COMMUNITY ASSOCIATION

MEMBER SURVEY:

OFFICE OF PLANNING CONNECTICUT AVENUE DEVELOPMENT GUIDELINES

May 2023



Introduction



About CPCA

The Cleveland Park Community Association (CPCA)

Introduction



Why is this survey important?

The Cleveland Park Community Association (CPCA) aims to protect and promote the diversity, vibrancy, and tree-lined, historic character of Cleveland Park. This mission includes ensuring the neighborhood business corridors—between Macomb Street NW and Porter Street NW on Connecticut Avenue and Wisconsin Avenue—support a diverse mix of businesses to best serve neighborhood residents.

The D.C. Office of Planning (OP) released its draft guidelines for the development of Connecticut Avenue from Cleveland Park through Woodley Park. The guidelines are intended to inform review of development proposals by ANC 3C, the Historic Preservation Review Board, the Zoning Commission, and others. OP had solicited public input to inform its preparation of the draft guidelines, and has now solicite input on the draft.

OP’s primary recommendation is to permit buildings of up to 7 stories (75 feet) plus penthouse – a scale at which OP reports 20% of units could be required to be affordable. The draft guidelines also discuss architectural compatibility and cohesion, historic preservation, and related issues of building massing, setbacks, and other design considerations.

CPCA’s Board of Directors sought members’ views on the draft development guidelines to share with ANC 3C, OP, and other decision-makers – as well as to inform its positioning and advocacy on the issue.

How do respondents react to the OP proposal?



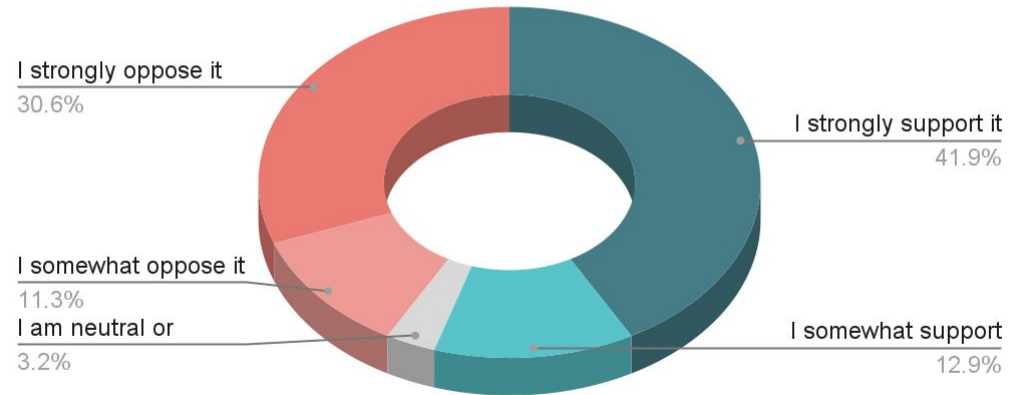
Respondents are sharply divided

A slight majority of respondents indicate general support for the OP's proposal to allow building heights up to 7 stories along Cleveland Park's commercial corridor along Connecticut Avenue.

A plurality of respondents (42%) *strongly support* the proposal. And substantial minority (31%) *strongly oppose* it.

The OP's draft development guidelines would allow for the development of mixed-use residential and commercial properties of up to 7 stories along the Connecticut Avenue Corridor, between Macomb and Porter Streets NW.

In general, what is your reaction to this recommendation?



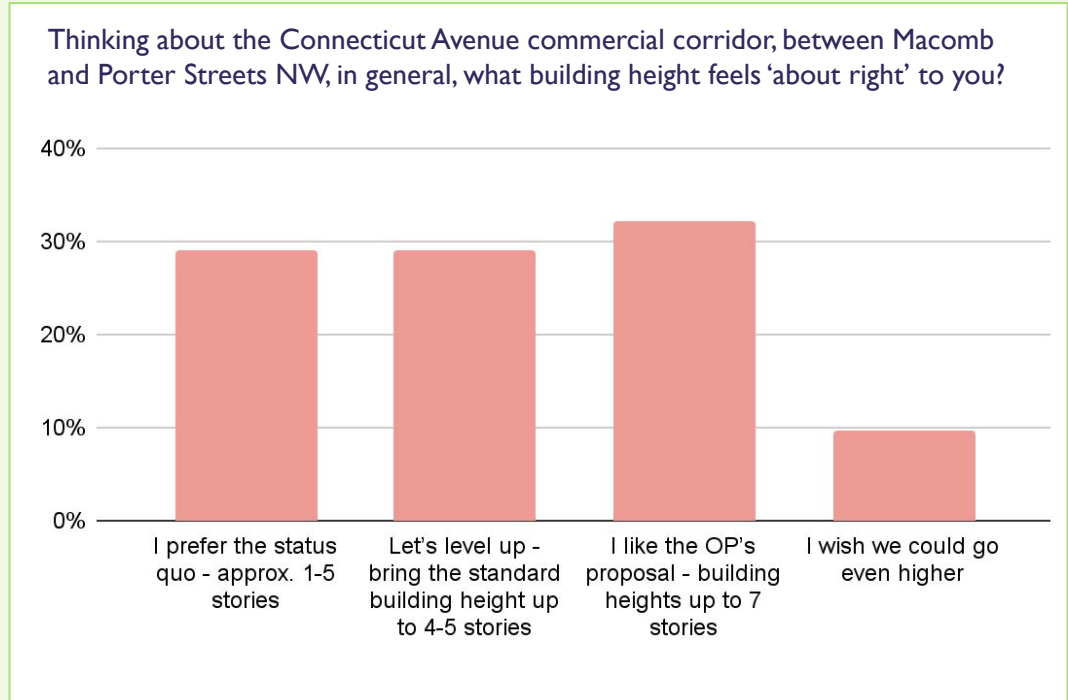
What are respondents' preferences?



Respondents lean towards taller building heights on Connecticut Avenue

Although respondents are quite divided on the optimum building height for the Cleveland Park commercial corridor, a clear majority - more than 70 percent - feel that building taller than the status quo is appropriate.

A plurality - about 40 percent - feel that the OP's proposal for building heights up to 7 stories is at least appropriate with about ten percent feeling it's actually insufficient.



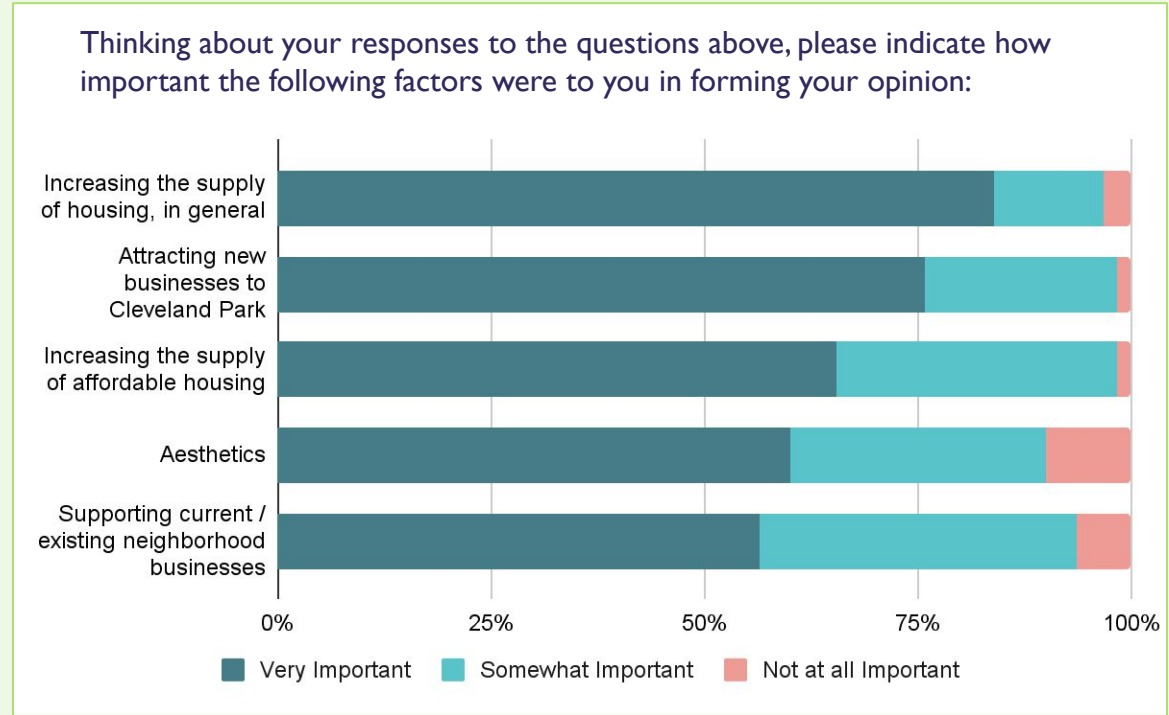
What drives respondents preferences?



Desire for New Blood

CPCA respondents seem to view the prospect of new construction as an opportunity to reinvigorate the Cleveland Park corridor with new residents and new businesses.

About 85 percent said that increasing the general supply of housing - whether market rate or affordable - was very important in forming their opinion about building heights. Nearly as many - almost 80 percent - see new development as an opportunity to attract new businesses to Cleveland Park.



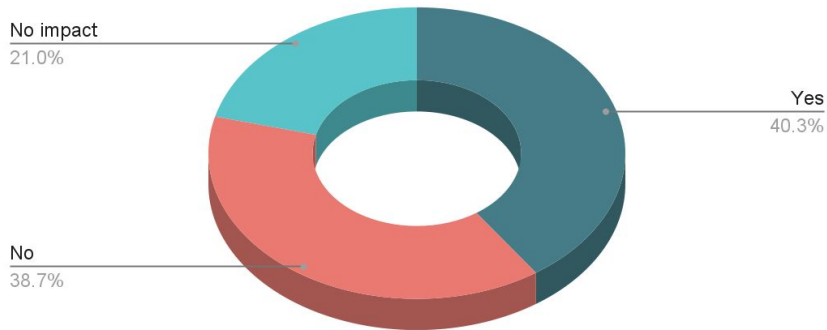
What would help respondents 'get comfortable'?



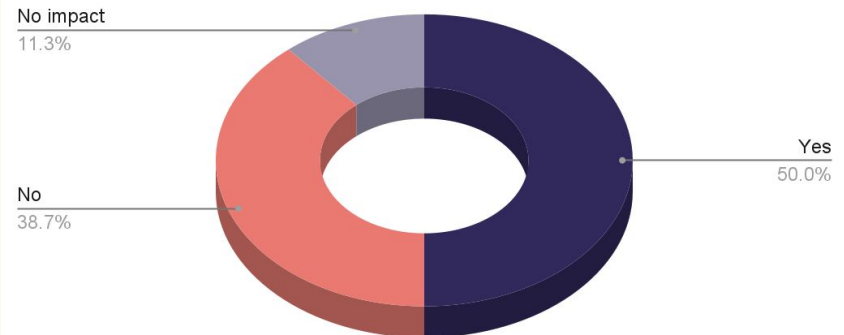
Retaining a vibrant streetscape 'feel' is key

The prospect of adding affordable housing does not seem to drive a majority of respondents to consider higher building heights. But respondents *are* more willing to consider allowing taller buildings if they have assurance that Cleveland Park can retain its traditional “feel” of small, modulated storefronts.

Does the prospect of accommodating more affordable housing make you willing to consider taller building heights?



Does the prospect of retaining the 'feel' of modulated, small retail storefronts along the Cleveland Park commercial corridor make you more willing to consider taller building heights?



How does Cleveland Park fit into the cityscape?



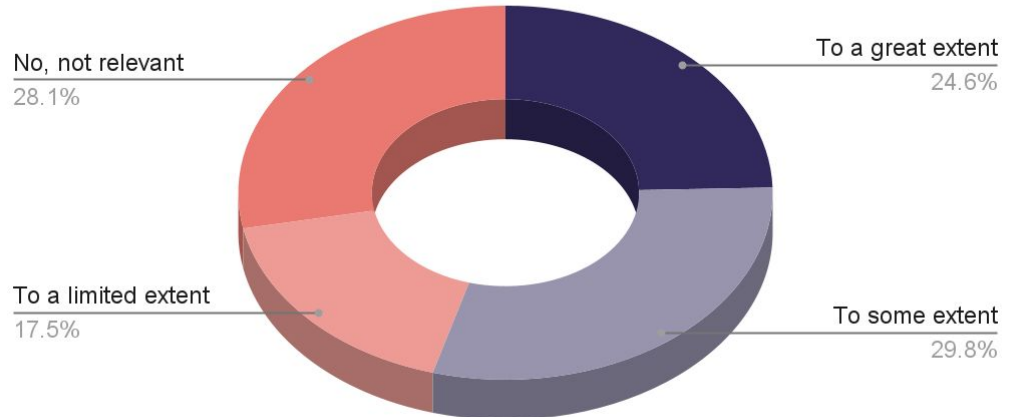
Mixed opinions about whether city-wide dynamics should impact Cleveland Park

CPCA's survey asked respondents to consider an important city-wide discussion - that over converting underutilized downtown office space into residential developments - and its relevance to their views about the future of development in Cleveland Park.

A strong majority (71%) considered the issue relevant, with 25% of respondents considering it highly relevant, and 28% considering it not relevant at all.

The future of commercial activity in downtown D.C. and whether commercial space may be replaced over time with more residential space is a significant issue for D.C. and an area of uncertainty.

Do you consider this issue relevant to take into account in deciding on what scale of development to enable along our Connecticut Ave. commercial strip?



How should Cleveland Park fit into the cityscape?



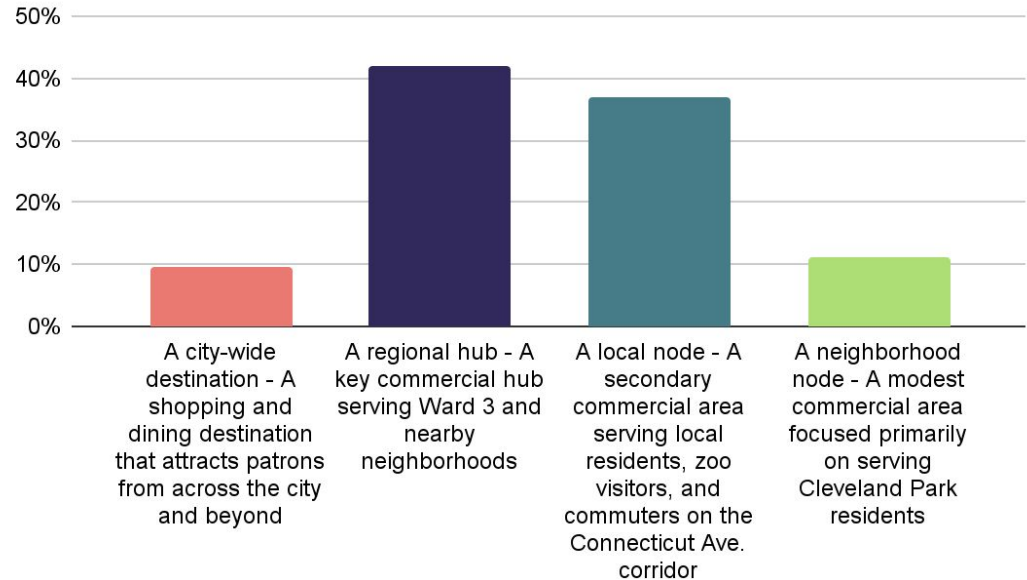
As a secondary service node

CPCA's survey asked respondents to consider who the Cleveland Park commercial area should serve and how to situate it within the wider cityscape.

Few respondents - only about ten percent - believe that Cleveland Park should become a city-wide destination, serving patrons from across the city. Likewise, equally few believe that its future should be parochial.

The vast majority feel the ideal state is somewhere in between - a commercial hub that has value to neighbors and visitors beyond Cleveland Park itself.

In your opinion, what is the ideal state for the Cleveland Park commercial corridor in the coming years?



About this survey



Stipulations and Methodology

From time to time, the CPCA Board of Directors uses online surveys to gauge the opinions and perspectives of the organization's members on various matters of concern for the community. These surveys are voluntary and informational, and do not constitute a vote of the membership nor official business as defined in CPCA's Articles & Bylaws. Findings from this and like surveys are used by the Board to inform its positioning and advocacy on such issues, and to inform other community stakeholders about the collective views of CPCA's membership.

These surveys are informal, unscientific, and not intended to be statistically relevant. They can only be said to be representative of the viewpoints of the respondents who completed them.

This member survey was conducted via Google Forms between May 12 and May 18, 2023. The survey was disseminated by email, via CPCA's listserv, and all responses were collected online; no paper version of the survey was offered or collected.