

One of the charms of Connecticut Avenue here in Cleveland Park is that it isn't the result of a single landlord's development. But rather it is an amalgamation of individual, generally small, property owners and businesses. These individual business owners alone do not have the time or financial resources to indulge in collaborative strategic planning. The commercial area of Connecticut Avenue in Cleveland Park needs citizen support. And the citizen residents need a vibrant commercial area. We have a symbiotic relationship. This has been true since Cleveland Park's genesis more than 100 years ago.

In spring 2017 the Cleveland Park community was rocked by news that two beloved restaurants closed in rapid succession. Lots of people articulated concerns about the area. Terrific ideas were exchanged on social media. One business owner held a meeting to discuss ideas and concerns. The result? Four committees have organized to create a sustainable support system.

These committees, serving under the Cleveland Park Business Association (CPBA), work on short-, medium-, and long-term goals. They are formed to align with the [National Main Street Four Point Approach](#)

**1) Resources:** This committee recruits and manages volunteers for CPBA projects; identifies funding sources for priorities; supports CPBA applications for District grants according to priorities and needs (e.g. Main Street, Clean Team); and engages other resources for purposes of the corridor revitalization.

Chair: Ryan Campbell rcampbell943@gmail.com

**2) Promotion, Marketing, and Events:** This committee creates and implements a marketing strategy for the Cleveland Park commercial corridor; organizes events for community engagement along the corridor; and collaborates with and conducts outreach to local stakeholders (both individuals and organizations) for the purpose of promoting the corridor and Cleveland Park stores and planning events to draw foot traffic to the corridor.

Co-Chairs:

Susie Zimmerman susiezimmdc@gmail.com

Jen Ward jennifer.ward.dc@gmail.com

**3) Streetscape:** This committee focuses on enhancing design elements within the physical environment of the commercial district, including coordination with CPBA and the designated Clean Team; collaborating with DDOT and local businesses on the Streetscape and Drainage Project; and identifying opportunities to enhance the appearance of the corridor.

Co-Chairs:

Jane Treacy jane@treacyeagleburger.com

Susie Taylor susanbtaylor@gmail.com

**4) Economic Vitality:** This committee creates and implements a business retention, recruitment, and expansion strategy; and review policies – both existing and needed, hyper local and District-wide – to ensure alignment with the business environment and climate.

Chair: Bob Ward bob.ward.dc@gmail.com

Below are updates from the four committees. Feel free to contact the committee chairs with any questions or if you'd like to get involved.

### **Economic Vitality**

The Economic Vitality Committee has been laying the groundwork for a comprehensive information package for prospective retail tenants and property owners, and to provide actionable marketing data to be used by local businesses and by the Marketing and Promotions Committee.

- Created an inventory and profile of the 20,000+ available retail space, which we will be using with prospective tenants.
- Received an update from the Zoning Administrator on the available restaurant street frontage (25% cap), which is ninety feet.
- Compiled census demographic estimates on the half-mile market area surrounding the commercial area. The majority of nearby residents are young, highly educated, with high incomes.
- Prepared an inventory of area parking that businesses can use to inform customers where to find a parking space when coming to Cleveland Park. The committee is also looking at ideas to expand parking options near the commercial area.

### **Promotions, Marketing & Events**

The committee has developed a plan and begun meeting in teams to start work on these efforts to build community and attract traffic and attention to the Cleveland Park commercial strip.

- Development of a Cleveland Park website, social media effort and possible electronic newsletter is underway to provide a steady stream of information about the neighborhood and specific businesses.
- Created and is selling a Cleveland Park pride t-shirt
- Created a Weekend Morning Family Film Series in partnership with the Uptown (AMC) theater. Currently developing a Welcome to the Neighborhood package for newcomers and a program of monthly store/restaurant specials for residents.

### **Resources**

The Resources Committee will work to support the three other committees by compiling and identifying resources and opportunities that fulfill the objectives of those committees. To date, the Resources Committee has identified the following actions that it will take to support the three other committees; the Resources Committee will:

- Compile and manage a list of volunteers for Cleveland Park events
- Compile and manage a list of experts that can support committee work on economic development, marketing and outreach, and streetscape projects
- Research the Great Streets Program and creative financial strategies to support Cleveland Park businesses during the upcoming drainage project
- Explore creative fundraising strategies among the community to support Cleveland Park events and projects

### **Streetscape**

The committee has 32 members including property owners, urban planners, architects, avid gardeners, engaged citizens, CPBA representatives, ANC commissioners, CPHS representatives, and CPCA representatives. Members have participated in workshops with the DC Department of Transportation (DDOT) to fine-tune the Cleveland Park Streetscape design. The Commission of Fine Arts approved DDOT's Streetscape designs

in October 2016. DDOT plans to host a community wide meeting in February 2017 for feedback.

Currently the Committee is focusing on:

- Service Lane Treatment
- Greenspace Opportunities
- Infrastructure for aesthetics (e.g. electrical conduit, water hose bibs)
- Gathering spaces & furniture
- Trees & tree boxes
- Cleanliness & safety (clean team, DPW trash removal, MPD)
- Coordination of DDOT work with CPBA
- Comprehensive design including place making, walkability, multimodal enhancement, inviting spaces, parking, improving building facades & signage.