

# CHEVY CHASE

## SMALL AREA PLAN

JUNE 2, 2022

District of Columbia  
Office of Planning



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GOVERNMENT OF THE  
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CHEVY

CHASE

**SMALL AREA**

**PLAN**

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# Executive Summary

The Chevy Chase Small Area Plan (CCSAP) is a guide for the community, District government, housing providers, property owners, and advocacy organizations to implement the Comprehensive Plan's policies for greater equity and sustainability. Developed during the COVID-19 Pandemic in 2021 and 2022, the CCSAP sets a community-informed vision in advance of future development proposals within the neighborhood and in relation to broader local and metropolitan growth patterns.

The prospect of physical change, and the community planning process for it, are new for the Chevy Chase neighborhood, which has many long-time residents and established local businesses. The small area planning process required substantial education, outreach, and engagement. The CCSAP was led by the DC Office of Planning (OP) and supported by the Advisory Neighborhood Commission (ANC) and the devoted volunteers of the neighborhood's active community organizations, many of whom served on the plan's Community Advisory Committee.

With no major development in the CCSAP study area in over five decades, physical change is not expected to be swift or widespread. Rather, change will likely be incremental and organic, as individual property owners may decide to redevelop in future years. More certain is the redevelopment of the Chevy Chase Library and Community Center facilities, which are situated on District-owned property and are poised to include a mixed-income housing component. The public process for designing and developing this "reimagined civic core" in Chevy Chase will follow the adoption of the CCSAP. This public investment in community development and housing equity has the potential to catalyze subsequent private investment in the Connecticut Avenue corridor. Private redevelopment will often be subject to future project-level zoning changes, which will leverage additional density permitted in the District's updated Comprehensive Plan to provide dedicated affordable housing units, enhanced building design, and improved public spaces. These zoning changes are public processes that are guided by the recommendations and design guidelines in this small area plan.

## VISION

**The vision of the CCSAP is to advance more equitable and environmentally sustainable growth along the Connecticut Avenue corridor to support an inclusive Chevy Chase community and thriving commercial main street.**

The CCSAP vision is rooted in a people-centered planning and design approach that aligns with citywide priorities of housing production, economic recovery, and racial equity. Most significantly, the CCSAP envisions a corridor that offers dedicated affordable housing options, where none exist today.

The CCSAP builds on the many positive characteristics of the Chevy Chase community to achieve a more sustainable and equitable neighborhood development pattern through the 21st Century. The CCSAP frames success in achieving this vision around the six themes of:

1. An inviting social and cultural character
2. An inclusive built environment
3. A reimagined civic core
4. A thriving retail corridor
5. An equitable housing strategy
6. Safe and sustainable mobility

# Six Themes of the CCSAP Vision



## INVITING SOCIAL AND CULTURAL CHARACTER

Chevy Chase is inviting and accessible to an increasing diversity of residents, workers, and visitors who participate in and contribute to the social life of the neighborhood while supporting a more resilient and connected community.



## EQUITABLE HOUSING STRATEGY

Housing options in Chevy Chase are expanded to accommodate a greater range of incomes, ages, and racial diversity to advance the District's housing equity goals, support the commercial main street, and enhance the social and economic well-being of the community.



## INCLUSIVE BUILT ENVIRONMENT

The built environment along the Connecticut Avenue corridor embraces well-designed and sustainable development that complements the traditional features of Chevy Chase and those valued by the community today.



## THRIVING RETAIL CORRIDOR

Chevy Chase enjoys a thriving commercial corridor with a convenient mix of neighborhood-serving shops and services along Connecticut Avenue.



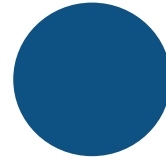
## REIMAGINED CIVIC CORE

The redevelopment of the Chevy Chase Community Center and Library takes a coordinated approach rooted in community engagement to include mixed-income housing and community gathering spaces while strengthening the site's role as the social and physical heart of the Connecticut Avenue corridor.



## SAFE AND SUSTAINABLE MOBILITY

Chevy Chase is a safe and comfortable place to navigate, with enhanced and accessible multi-modal transportation infrastructure that supports more climate-friendly mobility options.



# INTRODUCTION

This Small Area Plan addresses the need for housing, particularly affordable housing in Chevy Chase, with design recommendations for cohesive and context-sensitive future development.

The CCSAP establishes a long-range land use and urban design framework to advance more equitable and environmentally sustainable growth along the Connecticut Avenue corridor to support an inclusive Chevy Chase community and thriving commercial main street. The CCSAP was developed through a collaborative community engagement process and is rooted in a people-centered planning and design approach to implement Comprehensive Plan policies focusing on housing production, economic recovery, and racial equity.




Most significantly, the vision and recommendations outlined in the following chapters promote the creation of dedicated affordable housing options where none exist today, with design guidance for cohesive and context sensitive future development.

The CCSAP also identifies opportunities to improve neighborhood connectivity, nourish an active neighborhood-serving main street, create inviting public spaces that are accessible to all, and strengthen this portion of the Connecticut Avenue corridor as a welcoming gateway into the District. These goals will be achieved through anticipated incremental change, over many years, to the built environment, catalyzed in part by reimagining the Chevy Chase Community Center and Library to include mixed-income housing.

The CCSAP study area is in upper Northwest of the District of Columbia, along the boundary with Montgomery County, Maryland. The study area is located entirely within Advisory Neighborhood Commission (ANC) 3/4G, specifically Single Member Districts 05 and 06, which are within Ward 3.



The CCSAP study area encompasses the two blocks around Chevy Chase’s Main Street Mixed Use Corridor (as outlined on the Generalized Policy Map of the Comprehensive Plan) along Connecticut Avenue, NW. The study area is bounded by 41st Street, NW, Military Road, NW, Nevada Avenue, NW, and Western Avenue, NW. This area includes side streets with low-density residential land use (semi-detached/detached homes) and Connecticut Avenue’s medium-density residential land use (apartments and condominium homes) south of Livingston Street, NW. The CCSAP study area is located within the Rock Creek West Planning Area, one of ten planning areas outlined in the Comprehensive Plan.

-  Rock Creek West Planning Area
-  CCSAP Study Area
-  Main Street Mixed Use Corridor

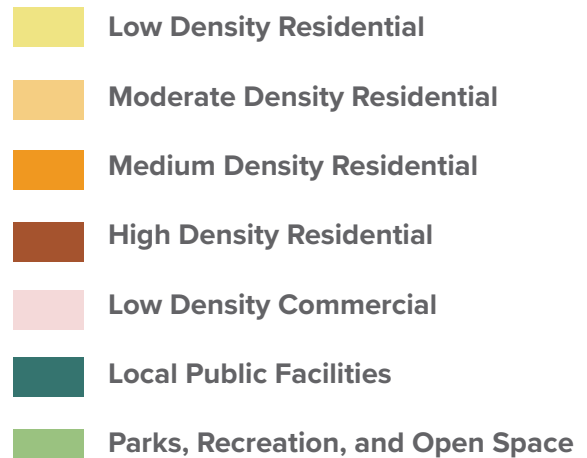
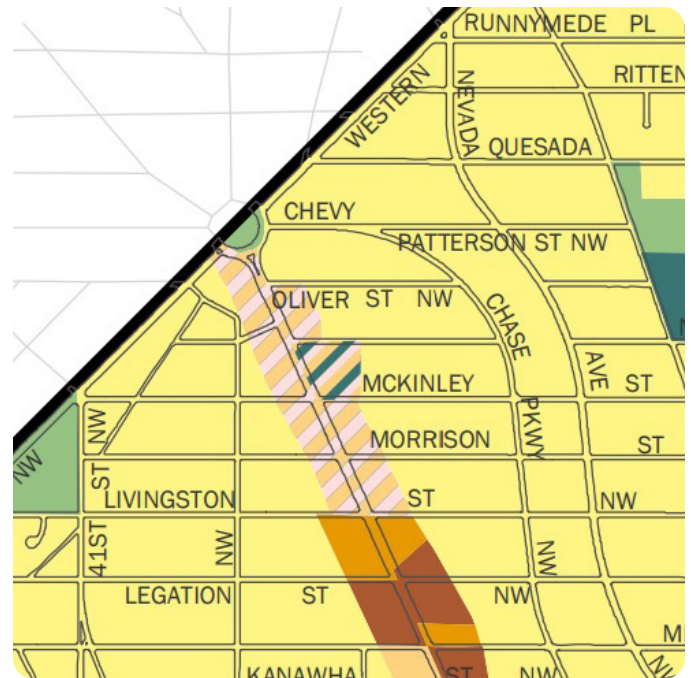
# Why Plan Now

## CONNECTION TO THE COMPREHENSIVE PLAN

The 2021 Comprehensive Plan update amended citywide policies as well as Future Land Use Map designations along Connecticut Avenue in Chevy Chase, specifically between Livingston Street and Western Avenue, to encourage more housing production within this commercial corridor. In 2020, ANC 3/4G passed a resolution requesting a Small Area Plan for the Chevy Chase “Gateway,” to be developed through a community-led planning process. The CCSAP was funded in the Fiscal Year 2021 District government’s budget to guide inclusive growth with a focus on urban design. The CCSAP explores how new buildings could look and function to support the commercial district and provide new housing options including affordable housing, subject to future zoning changes. The CCSAP’s vision and recommendations align with citywide priorities of housing production, economic recovery, and racial equity.

The CCSAP was developed in coordination with activities led by partner District agencies that were planned or underway during the planning process in order to align priorities and outcomes that will shape future change in the neighborhood, including:

- Formation of the Chevy Chase Main Street
- Redevelopment of the Chevy Chase Neighborhood Library
- Redevelopment of the Chevy Chase Community Center
- Ready2Play Parks and Recreation Master Plan
- Connecticut Avenue Reversible Lane Study
- MoveDC update
- DC Public Education Master Facilities Plan Annual Supplement



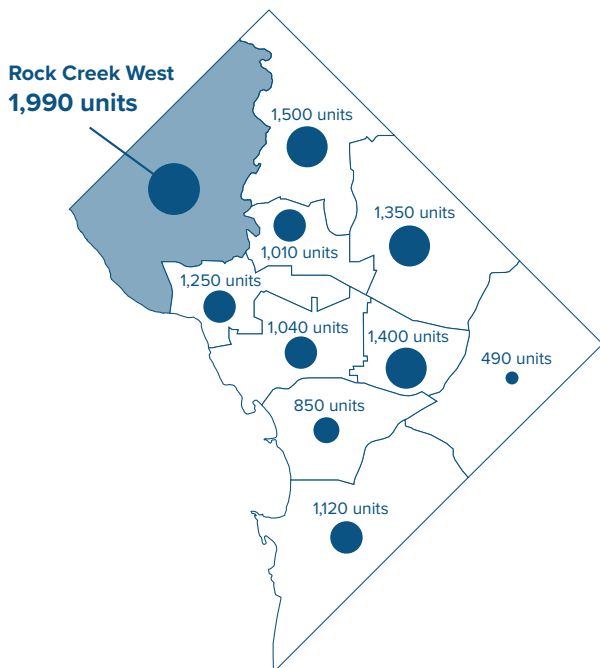
The Comprehensive Plan Future Land Use Map categories within the CCSAP Study Area were updated in 2021 to allow for a modest increase in height and density on the Connecticut Avenue corridor between Livingston Street and Western Avenue to encourage additional housing opportunities. A Moderate Density Residential stripe was added to the Low Density Commercial and Local Public Facilities land use categories.



## DRIVING FORCES: HOUSING FOCUS

In 2019, Mayor Bowser set a bold goal to deliver an additional 36,000 new units of housing and to increase the supply of dedicated affordable housing by 12,000 units by 2025. The District's Housing Equity Report, released later that year, created planning area-specific goals for total housing units and dedicated affordable units. The Housing Equity Report determined that of the District's 10 planning areas, the Rock Creek West Planning Area has the fewest dedicated affordable units, with less than 1% of the District's total dedicated affordable units. The Housing Equity Report and the District's Comprehensive Plan set a longer-term goal for a minimum of 15% of each planning area's housing units to be affordable by 2050. To chart a path toward a more equitable and inclusive future, Rock Creek West has the highest goal of 1,990 dedicated affordable housing units by 2025.

Prior to the 2021 Comprehensive Plan update, the area that most closely overlaps with the CCSAP was not forecast to add any growth in new households (0%) through 2045, compared to 18% growth in new households in Rock Creek West overall and 29% household growth District-wide (Source: OP Cooperative Forecast). In portions of Rock Creek West, like on Connecticut Avenue, these updated policies create additional opportunities for housing and affordable housing.



Rock Creek West has the highest goal of 1,990 dedicated affordable housing units contributing to the Districtwide goal 12,000 additional affordable housing units by 2025.

## About Small Area Plans

A Small Area Plan (SAP) supports the Comprehensive Plan and outlines recommendations for growth and development at the neighborhood scale. SAPs are developed through a collaborative public process that provides opportunities for community input on priorities in the planning area. SAPs are approved by resolution of the DC Council and their key recommendations may be incorporated into the Comprehensive Plan in the future.

### Small Area Plans:

- Supplement the Comprehensive Plan by providing land use and urban design guidance for the development of city blocks, corridors, and neighborhoods.
- Engage residents to develop strategic priorities that will shape future development in their neighborhoods.
- Guide capital budget decisions and agency investment priorities.

This SAP will guide future growth along Connecticut Avenue in Chevy Chase through multi-year implementation by both the public and private sectors. Community members, advocates, and stakeholders are critical to the implementation process. A SAP can be used by:

- District Agencies: to plan capital improvements, public investments, and programming.
- Zoning Commission: to evaluate development proposals that require discretionary approval.
- Property Owners & Developers: to understand community development priorities to create more compatible projects that meet future needs.
- Community Stakeholders: to implement community-led recommendations, evaluate development proposals, and to advocate for plan implementation actions by District agencies and by DC Council.

# Equity in Place

The CCSAP is an important step towards remedying a history of discriminatory land use practices that have led to the racially segregated landscape of Rock Creek West today. These included the displacement of historic Black communities including the George Pointer Settlement, restricted housing (restrictive covenants) based on race, and the creation of the Federal Housing Administration Grading Map of 1937, which used race as a criterion for loan approvals. Additionally, the CCSAP is an opportunity to reform current land use regulations that have been a barrier to achieving socio-economic diversity and access to opportunities that lead to better health and economic outcomes.

The planning approach in Chevy Chase centered the Comprehensive Plan's priority of racial equity by exploring a key question: How has the neighborhood changed, how will it continue to change, and for whom?

This framing has helped guide the planning process in Chevy Chase in the following ways:

- Centering a history of discriminatory land use and development practices.
- Underscoring the equity policies identified in the Comprehensive Plan for transportation, housing, urban design, history, and community services and facilities.
- Disaggregating demographic and engagement data by race, gender and other socio-economic factors, where possible.
- A transparent and open engagement process that begins with acknowledging and listening to diverse voices from the neighborhood and seeking to expand opportunities for participation.

The Comprehensive Plan states that, “equity exists where all people share equal rights, access, choice, opportunities and outcomes, regardless of characteristics such as race, class, or gender.”



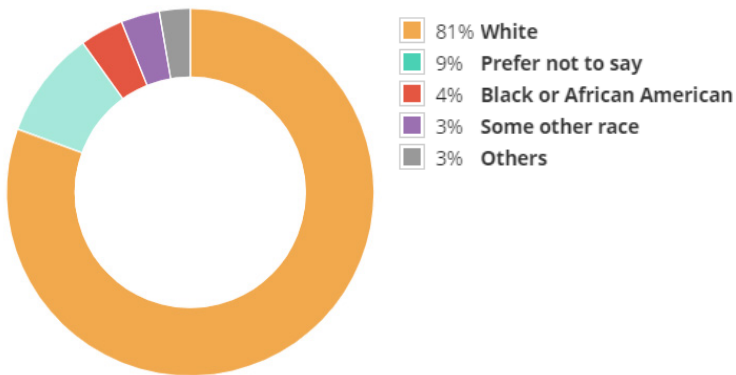
Equity was a key point of conversation in the CCSAP community engagement and central to developing the Draft Vision and Goals.

Using this guidance, the CCSAP outlines a set of Recommendations and Urban Design Guidelines that will lead to greater equitable outcomes, in pursuit of District-wide goals of equitable distribution of affordable housing, particularly in Ward 3, within the existing neighborhood fabric. Benchmarks for equitable outcomes include:

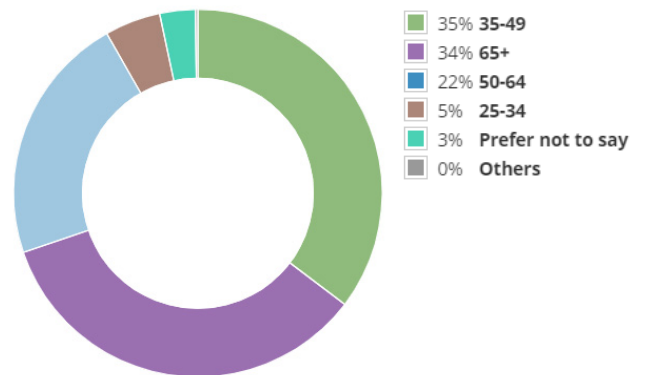
- More socio-economically diverse population reflective of the District’s demographic make-up;
- New dedicated affordable housing units where none exist in the CCSAP area today;
- Increased diversity in housing typology across the income spectrum;
- New state-of-the-art Neighborhood Library and Community Center with affordable or mixed-income housing on the District-owned site;
- A thriving commercial corridor that benefits from a diversity of businesses with an increase in the number of Black- and brown-owned businesses; and
- A welcoming public realm that enhances the experience, accessibility, and safety of users of the public right of way, particularly older adults and persons with disabilities.



In June 2021, the Lafayette-Pointer Park ribbon cutting in Chevy Chase, commemorated the displaced community of Black residents on the site.



443 respondents



450 respondents

The use of online surveys gave the project team a greater ability to capture self-identifying information from respondents to further disaggregate comments by race and other factors. Of the 568 total respondents to the CCSAP’s online Visioning Survey, 443 responded to the question about their race and 450 responded about their age.

# Planning Process & Engagement

Development of the CCSAP was centered on robust community engagement and participation from residents, ANC Commissioners, neighborhood and civic organizations, Ward 3 Councilmember Mary Cheh, businesses, and government agencies. OP formed a 15-member Community Advisory Committee consisting of stakeholders representing a diversity of views and backgrounds to guide the process. Additionally, the CCSAP was developed in collaboration with several District government agencies to ensure recommendations are coordinated with ongoing planning for civic facilities, schools, transportation, and economic development.

The planning process centered on community engagement and participation, anchored by a series of virtual and in-person activities. Following the virtual public Kick-Off, a series of virtual Visioning Workshops accompanied by an online Visioning Survey informed the development of the CCSAP's Draft Vision and Goals. The CCSAP's Recommendations and Urban Design Guidelines were then developed following community feedback on the Draft Vision and Goals, a series of Community Walks, a virtual Community Design Workshop, online Design Survey, and in-person Community Open House.

The extensive use of digital tools, including online surveys and interactive whiteboards in virtual meetings, provided the project team with an extensive record of written comments throughout the planning process. Over 4,000 written comments were submitted on the CCSAP project webpage and



OP leads a community walk along Connecticut Avenue in November 2021.

in various digital formats throughout the year-long planning process.

From the outset, the OP project team acknowledged the host of special challenges posed by the COVID-19 pandemic in delivering a typical planning process. Overcoming challenges to conduct effective public engagement during a pandemic required the project team to work creatively and collaboratively. Engagement activities included virtual meetings and workshops, online surveys, and in-person activities both outdoors and indoors. A dedicated project website was used to promote engagement activities, broadcast meetings, gather community feedback, and share background and key information on the planning process and status.



# 45

community events  
were led or attended  
by OP (12 in-person)

## Community Participation

**200+** PARTICIPANTS  
AT THE VIRTUAL KICK-OFF  
MEETING.

**150+** COMMUNITY MEMBERS  
ENGAGED AT CHEVY  
CHASE FARMERS MARKET,  
LAFAYETTE-POINTER PARK  
RIBBON CUTTING, AND  
CHEVY CHASE DAY.

**568** RESPONDENTS  
TO THE ONLINE VISIONING  
SURVEY.

**100+** PARTICIPANTS  
AT THE THREE COMMUNITY  
WALKS.

**200+** PARTICIPANTS  
AT THE VIRTUAL VISIONING  
AND COMMUNITY DESIGN  
WORKSHOPS.

**25** BUSINESSES ENGAGED ON  
WALK WITH CHEVY CHASE  
MAIN STREET.

**215** RESPONDENTS  
TO THE ONLINE URBAN  
DESIGN SURVEY.

**90+** PARTICIPANTS  
AT THE COMMUNITY OPEN  
HOUSE.



Community Advisory Committee members talk to residents about the Small Area Plan's Draft Vision and Goals at Chevy Chase Day in September 2021.

# Chevy Chase Today

The CCSAP study area is predominantly residential, located at the border with Maryland with the prominent Chevy Chase Circle serving as a gateway entrance into the District. The neighborhood features a low-density commercial corridor, along busy Connecticut Avenue on the four blocks between Western Avenue and Livingston Street, that transitions to multi-storied apartment buildings heading south. The commercial corridor features a mix of small independent businesses, anchored by a grocery store, pharmacy, several bank branches, and a neighborhood library and community center. To the east and west of the Connecticut Avenue corridor, side streets feature a mix of attached and semi-detached homes on tree-lined streets. While there has been little physical change in the neighborhood over the past several decades, there have been changes in who lives here, where people work, and how they shop.

## MFI

The Washington Metropolitan Statistical Area Median Family Income (MFI) is published annually by the U.S. Department of Housing and Urban Development, at which half of households have income above that level and half below.

### 100% MFI IN THE WASHINGTON AREA IN 2021 BY HOUSEHOLD SIZE:

ONE	\$90,300
TWO	\$103,200
THREE	\$116,100
FOUR	\$129,000

Land Use	Land Area	Proportion of Total Homes	Minimum MFI Needed for Average Unit	Tenure
Single Family Home	83%	35%	184%	ownership
Multifamily Homes	7%	65%	90%	ownership
			60-80%	rental
Commercial	10%	0%	n/a	n/a

Housing as a proportion of land use and minimum MFI required to own or rent (by approximate household size) in the CCSAP Study Area. Sources: U.S. Census American Community Survey 2015-2019, U.S. Department of Housing and Urban Development 2020 MFI, Zillow.

## LIVING IN THE CCSAP STUDY AREA

Chevy Chase is a high opportunity area with many public and private amenities but is increasingly out of reach for a growing range of household incomes. No new apartments or condominiums have been built in recent decades within the study area, whereas some houses have been rebuilt larger or expanded with additions and accessory structures. Within the market comprising the CCSAP study area in DC, detached and attached home prices rose sharply by 14.7% between February 2020 and February 2021, one of the highest rates in the region (Zillow). There is a significantly lower share of small apartment buildings in the CCSAP study area—often comprising more moderately priced units—compared to the District and Rock Creek West.

In the CCSAP study area, all multifamily rental buildings are older apartments built before 1976 and subject to the District’s rent control law. These apartments accommodate tenants with a more diverse income range. When disaggregating the demographic data in the study area by race, the larger and older multifamily buildings (with 20+ units) accommodate the majority of Black and Asian households, providing for the area’s racial as well as income diversity.

As of early 2022, there were no dedicated affordable housing units within the CCSAP study area, either through subsidy or inclusionary zoning.

Existing housing subsidies, such as the federal mortgage interest tax deduction and municipal Homestead and Senior Citizen property tax deductions exclusively benefit homeowners in the CCSAP study area, who are overwhelmingly White and wealthy (compared with the District as a whole).

Although almost no new homes have been built in Chevy Chase in recent years, the population is growing and changing within the existing housing stock in Chevy Chase. Between 2010 and 2019, the population within the census block groups comprising the study area increased by 15% to 5,501. This growth is higher than Ward 3 (5%) yet lower than DC (19%) as a whole. The proportion of the population that is White decreased from 86% to 77%, with increases in Asian, mixed race, and other racial backgrounds, while the Black population remained stable. The number of adults over 69 has nearly doubled, while the number of adults in their 20s has decreased.

**\$147,000**

**CCSAP STUDY AREA MEDIAN HOUSEHOLD INCOME IN 2019, WHICH WAS**

**170%**

**OF THE DISTRICT-WIDE \$86,420**

Race	Population	Households	Household Income	Housing Type (1 unit / 2-19 units / 20+ units)	Housing Tenure (owner/renter)
Black	355 (6%)	198 (9%)	\$77,144	(22% / 6% / 72%)	19% / 81%
Asian	425 (8%)	165 (7%)	\$124,352	(46% / 0% / 54%)	46% / 54%
White	4,245 (77%)	1,740 (78%)	\$172,610	(65% / 4% / 30%)	69% / 31%

Household Income, Housing Type, and Housing Tenure Disaggregated by Race in the CCSAP Study Area. Source: U.S. Census, American Community Survey 2015-2019.

## WORKING AND SHOPPING IN THE CCSAP STUDY AREA

The Chevy Chase Main Street commercial corridor, spanning from Western Avenue to Livingston Street along Connecticut Avenue is a collection of mostly independent businesses that are greatly valued by the local community. The commercial corridor's modest-scaled buildings largely date from the 1920s through 1960s and were independently designed and built in a variety of architectural styles, with standouts including the historically landmarked Avalon Theatre and Chevy Chase Arcade.

Today, this collection of buildings comprising the four-block Chevy Chase Main Street features about 65 businesses with a retail vacancy rate around 2% in 2021, compared with about 6.5% citywide (Source: CoStar). Many Chevy Chase businesses have developed strong relationships with their local customers through services and products tailored to their tastes, which has translated into vital support during the economically tumultuous COVID-19 pandemic.

The sidewalk in front of stores is wide with well-used benches and street trees along the curbside, forming a buffered edge to the street, enhancing the comfort and opportunity for socializing on the sidewalk. The streetscape differs substantially between the east (northbound) and west (southbound) sides of Connecticut Avenue's four-block commercial corridor in Chevy Chase, running from Livingston Street north to Western Avenue. In general, the pedestrian experience is better on the west side of Connecticut Avenue due to:

- Narrower lot sizes that result in a higher number of building frontages and diversity of façades;
- A higher number of storefront windows and doors that attract customers;
- A greater number of sidewalk café permits; and
- Fewer curb cuts that disrupt the safety and comfort of the sidewalk with turning vehicles.

There are about 400 surface parking spaces scattered across 15 private properties as well as 80 public on-street parking spaces regulated with meters and signage. Most retail buildings in the CCSAP study area have less parking than national retailer standards, which contributes to the greater number of independent businesses along the corridor.








Wide sidewalks provide for flexible and comfortable space on Connecticut Avenue's west side in Chevy Chase.



Narrower sidewalks bisected by curb cuts are more prevalent on Connecticut Avenue's east side in Chevy Chase.





	<b>Pedestrian Circulation Network</b> (sidewalks, alleys, parking lots)		<b>Building Doors</b>
	<b>Green Open Space</b>		<b>Benches</b>
	<b>Street Trees</b>		

Streetscape features that activate Connecticut Avenue from Western Avenue down to Livingston Street are more heavily concentrated on the west side of the street.



# RECOMMENDATIONS

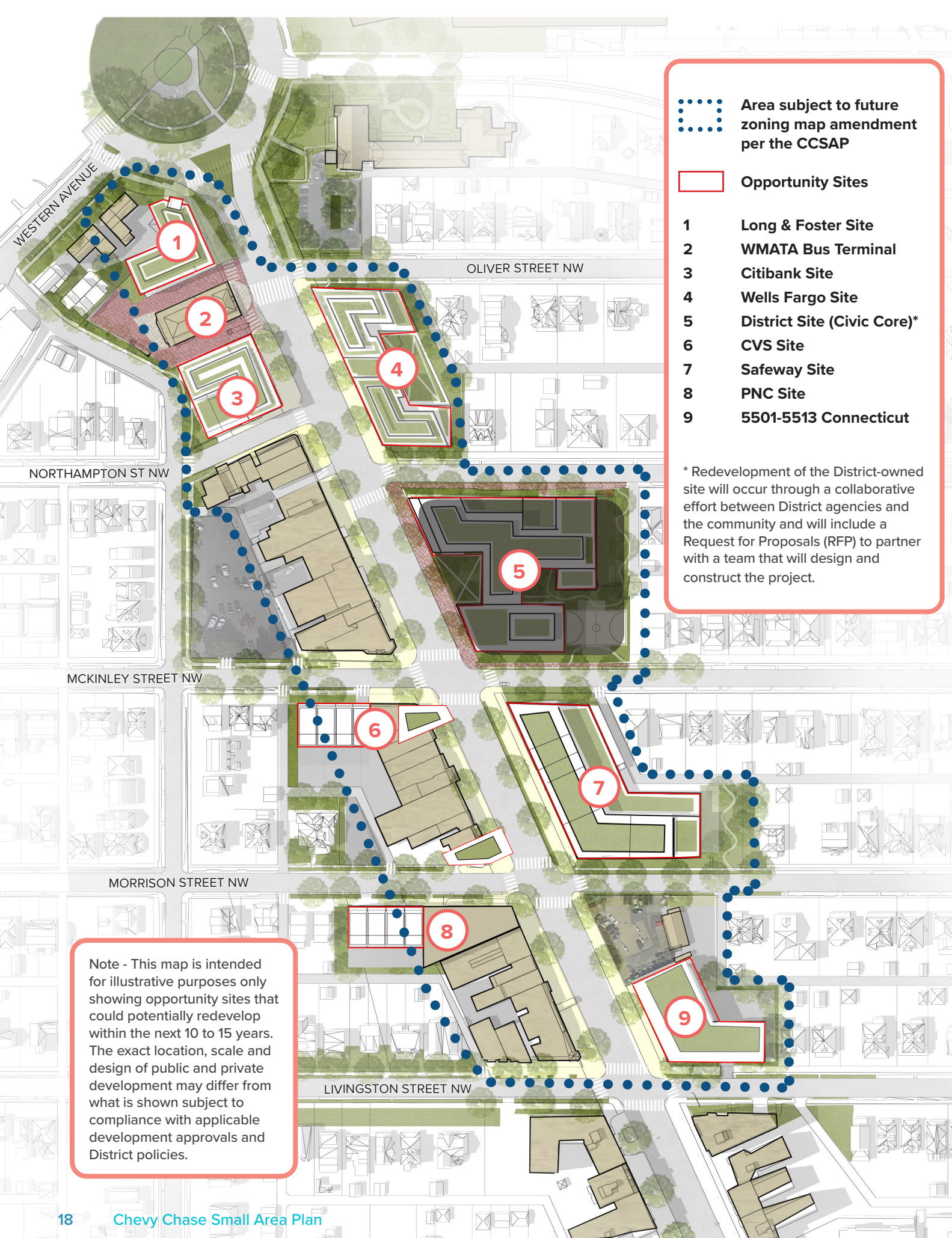
The Vision of the CCSAP is to advance more equitable and environmentally sustainable growth along the Connecticut Avenue corridor to support an inclusive Chevy Chase community and thriving commercial main street. To achieve this Vision, the CCSAP's recommendations are framed around six themes:

- 1. Inviting Social and Cultural Character**
- 2. Inclusive Built Environment**
- 3. Reimagined Civic Core**
- 4. Equitable Housing Strategy**
- 5. Thriving Retail Corridor**
- 6. Safe and Sustainable Mobility**



The CCSAP Recommendations are numbered according to each of the six themes and also include the agencies and organizations likely leading or supporting implementation. The agencies and organizations listed in the table are referenced in the CCSAP Recommendations.

Acronym	Agency / Organization Name
ANC	Advisory Neighborhood Commission 3/4G
CCMS	Chevy Chase Main Street
DCCA	DC Commission of Arts and Humanities
DCHA	DC Housing Authority
DCHFA	DC Housing Finance Agency
DCPL	DC Public Library
DCPS	DC Public Schools
DCRA	Department of Consumer and Regulatory Affairs
DDOT	District Department of Transportation
DHCD	Department of Housing and Community Development
DME	Deputy Mayor for Education
DMPED	Deputy Mayor for Planning and Economic Development
DOEE	Department of Energy and the Environment
DPR	Department of Parks and Recreation
DSLBD	Department of Small and Local Business
NPS	National Park Service
OP	DC Office of Planning
WMATA	Washington Metropolitan Area Transit Authority



..... Area subject to future zoning map amendment per the CCSAP

□ Opportunity Sites

- 1 Long & Foster Site
- 2 WMATA Bus Terminal
- 3 Citibank Site
- 4 Wells Fargo Site
- 5 District Site (Civic Core)\*
- 6 CVS Site
- 7 Safeway Site
- 8 PNC Site
- 9 5501-5513 Connecticut

\* Redevelopment of the District-owned site will occur through a collaborative effort between District agencies and the community and will include a Request for Proposals (RFP) to partner with a team that will design and construct the project.

Note - This map is intended for illustrative purposes only showing opportunity sites that could potentially redevelop within the next 10 to 15 years. The exact location, scale and design of public and private development may differ from what is shown subject to compliance with applicable development approvals and District policies.



Connecticut Avenue Illustrative Looking North- Future growth along the corridor can accommodate increased housing options and promote an active and vibrant public space that is inclusive of all users.



Connecticut Avenue Illustrative Looking South - Redevelopment along the east side promotes an engaging streetwall with active ground level commercial uses and housing above.

# Inviting Social and Cultural Character



Events like Chevy Chase Day in September are valued local traditions organized by local volunteer organizations.

## TODAY

From the churches that line Chevy Chase Circle to the local businesses along its commercial corridor, community-based organizations and historic institutions, Chevy Chase has the foundations for a strong sense of neighborhood identity and a small town feel that is valued by the community.

Anchored by the Library and Community Center, the Chevy Chase playground to the west, and the recently renovated Lafayette-Pointer Recreation Center to the east, the Chevy Chase community enjoys the facilities and amenities that contribute to a welcoming and family-friendly place to live. Many community programs and events are held annually and are organized by community groups and local businesses.

Chevy Chase has a complex history of planning and land use practices that have contributed to racial, social, and economic inequities that are still tangible in the neighborhood today. Since its transformation from farmland to a suburb in the early 1900s, the broader residential neighborhood has experienced relatively little physical change. Its desirability and physical layout has contributed to increased

## VISION

**Chevy Chase is inviting and accessible to an increasing diversity of residents, workers, and visitors who participate in and contribute to the social life of the neighborhood while supporting a more resilient and connected community.**

property values making it largely unaffordable to the majority of residents and workers in the District.

In recent years, community organizations as well as the ANC have documented the exclusive legacy of Chevy Chase, economically and racially, and are leading research projects and truth-telling efforts to convey a more complete story of the neighborhood's history. One such project highlights a Black community that lived and farmed the land within Chevy Chase from before the Civil War and into the 1920s when they were deliberately displaced. Chevy Chase residents spearheaded the effort to rename the Lafayette-Pointer Park and Recreation Center in 2021 to honor Captain George Pointer whose family were among the early African-American landowners that lived at the site from the 1830s until 1928. The Pointer family's homes were taken by eminent domain to build the Lafayette Elementary School, for whites only, and Lafayette Park in 1928.



Community-led efforts have focused on renaming the Francis Newlands memorial fountain in the center of the prominent Chevy Chase Circle, a federal property.

## LOOKING FORWARD

The CCSAP lays out a framework that will guide future growth in the area while remaining sensitive to the existing features that shape the neighborhood's social and cultural character. The Chevy Chase neighborhood can continue to grow into an inclusive community that is accessible to a broader range of household types, incomes, and sizes.

Awareness of the legacy of racial discrimination in Chevy Chase and the District can be supported through the lens of the built environment. The history of African Americans who once lived in the area can be honored through historic interpretation, the (re) naming of public spaces and structures, public art and commemorative works. Meanwhile, current land use regulations that have been a barrier to achieving socio-economic diversity and access to housing opportunities that lead to better health and economic outcomes can start to be addressed by permitting additional development in Chevy Chase.

## By the Numbers

**6%** – Black population

**8%** – Asian population

**77%** – White population

**22%** – population under 15 years old

**2** – net new homes built since 2010

**2021** – Renaming of Lafayette Pointer Park and Jackson-Reed High School

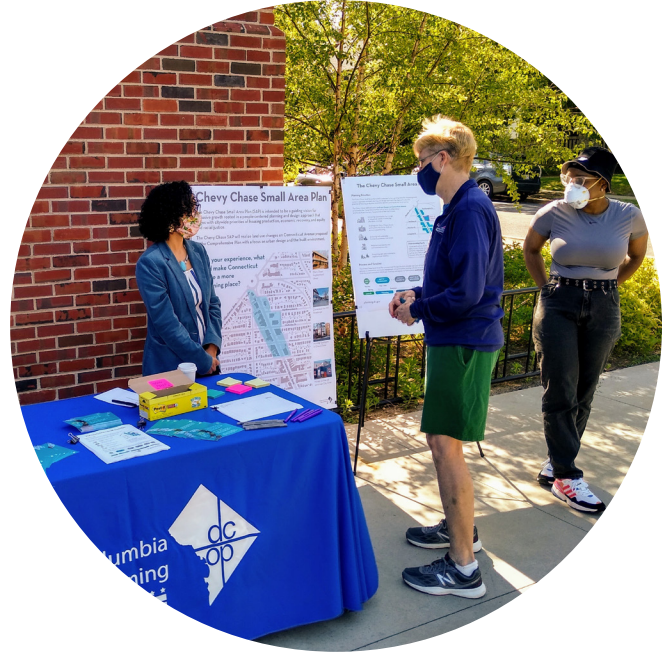
Source: U.S. Census American Community Survey 2015-2019,

Broader positive impacts include supporting a range of local retail offerings in new or renovated buildings, a greater diversity of neighbors living in mixed-income housing, safer and more sustainable mobility options for accessing and traversing the neighborhood, and a new civic amenity at the renovated Chevy Chase Library and Community Center.

Community groups' efforts to remedy past racial injustices and advance an inclusive and equitable neighborhood can be supported in tandem with District resources such as the Commemorative Works Program, "Our City, Our Spaces!" toolkit, and Heritage Guides, as well as Federal programs.

While Chevy Chase enjoys proximity to several public and private schools, public schools like Lafayette Elementary School have been experiencing overcrowding, an issue that is increasingly common across Ward 3. During the 2020-2021 school year, Lafayette Elementary School was identified as operating at a 103% utilization rate and Jackson-Reed High School, renamed from Woodrow Wilson High School in 2021, at 106% (Source: DME). Due to the COVID-19 pandemic, many schools experienced decreased enrollment in the 2020-2021 school year, particularly in the early childhood and younger elementary grades. Notably, Lafayette decreased its utilization substantially by 17 percentage points, from 120% in the 2019-2020 school year. Ongoing efforts to resolve overcrowding in the elementary and middle schools that feed Jackson-Reed High School included the acquisition of two new facilities in 2021 to support DCPS programming in future fiscal years.

Redevelopment of commercial properties along Connecticut Avenue are expected to occur incrementally over a five to 15-year period, so any increase in student population will not happen all at once. Through pandemic recovery and beyond, OP will continue to work with DCPS and DME to monitor for capacity utilization and allocate the resources necessary for additional capacity so that all DCPS students have a safe and equitable learning environment.



The project team engaged with residents at the Chevy Chase Farmers Market outside Lafayette Elementary School, an important community meeting place.



At the Lafayette-Pointer Park ribbon cutting in Chevy Chase, OP's Archaeology Team displayed artifacts from the displaced community excavated on site and CCSAP project team invited residents to engage in the planning process, connecting the past to the future.





The CCAP study area’s sidewalks and alleys are actively used by residents of all ages and abilities, contributing to the social fabric of the neighborhood.

Inviting Social and Cultural Character Recommendations	Implementors
<p><b>1.1</b> Acknowledge the legacy of racial discrimination and honor the history of African Americans who once lived in the Chevy Chase area through public art installations, murals, community events and programming.</p>	<p><b>Community Groups, ANC, DCCAH, NPS</b></p>
<p><b>1.2</b> Support a family-oriented environment in Chevy Chase through multi-use community spaces at civic facilities and playgrounds.</p>	<p><b>DPR, ANC, Community Groups, CCMS</b></p>
<p><b>1.3</b> Explore the creation of playable spaces such as street and alley closures, block parties, and interactive public art.</p>	<p><b>DPR, DCPL, ANC, Community Groups, OP, DDOT, CCMS</b></p>
<p><b>1.4</b> Use development and growth forecasts to inform decisions about how local public school capacity can keep pace with a growing family population.</p>	<p><b>DME, OP, DCPS</b></p>

# Inclusive Built Environment



Wide sidewalks and a diversity of shops make the Connecticut Avenue commercial corridor in Chevy Chase a busy meeting place for residents of all ages and backgrounds.

## TODAY

Chevy Chase is a highly walkable neighborhood with a robust network of alleyways, tree lined streets with dense canopies, and generous sidewalks, particularly along Connecticut Avenue. These shared spaces create a strong sense of community where residents, workers, and visitors can interact.

Chevy Chase also enjoys a successful commercial corridor with neighborhood serving businesses and restaurants. Much like the rest of the District, the businesses along Connecticut Avenue have had to adapt to the COVID-19 public health emergency. Many restaurants expanded outdoor dining, which was made possible by the corridor's wide sidewalks. However, given the lack of streetscape design guidelines, this has resulted in an irregular pattern of seating arrangements with pinch points in locations, particularly along the west side, between Livingston and McKinley Streets.

## VISION

The built environment along the Connecticut Avenue corridor embraces well-designed and sustainable development that complements the traditional features of Chevy Chase and those valued by the community today.

Other challenges in the CCSAP study area also affect the pedestrian experience. Connecticut Avenue is a major commuter thoroughfare from Maryland into the District. Development along the west side of Connecticut Avenue, between Livingston Street and Western Avenue is generally older and is characterized by narrower lots and a fine-grained rhythm of pedestrian-oriented storefronts. The east side of the corridor was developed in the 1950s-60s on wider building lots, in many cases taking up entire block faces. Compared to the west side, development on the east side favors auto-oriented rather than pedestrian-oriented development, whose buildings present longer blank walls to the street and more curb cuts accessing larger surface parking lots. Similarly, while the Library and Community Center are well used by the community, the buildings do not engage the sidewalk in an inviting way.



More vibrant business fronts and active sidewalk seating characterize Connecticut Avenue's west side.

## LOOKING FORWARD

With the 2021 update to the Comprehensive Plan, the Connecticut Avenue corridor in Chevy Chase can accommodate a more mixed-use environment with increased residential development.

As the District continues to change, Chevy Chase can play a crucial role in creating a built environment that supports equitable and inclusive growth. This growth can be achieved in a way that is respectful of the neighborhood's physical character valued by current residents while embracing a more socially and economically diverse future.

Chevy Chase is a traditional neighborhood comprised of residential and commercial buildings largely constructed in the first decades of the 20th century that reflect a variety of architectural styles and offer visual interest to the neighborhood and its streetscape. Several of the older buildings on Connecticut Avenue are either Historic Landmarks or have been determined eligible for designation as Historic Landmarks.

### By the Numbers

**30** – benches in the commercial corridor streetscape

**25 ft** – width of Connecticut Avenue sidewalk

**8 storefronts per block** – average on the west side of Connecticut Avenue.

**3 storefronts per block** – average on the east side of Connecticut Avenue.

The design of buildings and public spaces can shape the quality of life and human experience of streets, neighborhoods, and cities. The CCSAP's Urban Design Guidelines encourage creating places for people that are safe, comfortable, attractive, and vibrant. By breaking up the corridor into Character Areas (Gateway, Civic Core, Western Frontage, and Eastern Frontage), the design guidelines encourage a distinctive response to the neighborhood setting by exploring aspects of building form, orientation, and scale transitions.



Connecticut Avenue's more auto-oriented east side is characterized by longer blank walls and driveways crossing the sidewalk.



In this photosimulation, sites like Safeway on the east side of Connecticut Avenue present an opportunity for mixed-use development with a larger grocery store and housing, fronted by a safer and more inviting pedestrian experience.



Playable Art installed outside of the Anacostia Library encourages socialization and adds a sense of whimsy to the built environment.

Inclusive Built Environment Recommendations		Implementors
<b>2.1</b>	Create a new zone along Connecticut Avenue, between Livingston and Western Avenues that incorporates the CCSAP Urban Design Guidelines, specifically those that address Building Form.	<b>OP</b>
<b>2.2</b>	Planned Unit Developments should incorporate the CCSAP Urban Design Guidelines to the extent feasible.	<b>Property Owners, OP, ANC</b>
<b>2.3</b>	Redevelopment along Connecticut Avenue should reinforce a vibrant retail streetscape that maintains a pedestrian friendly sidewalk character and creates retail spaces scaled to attract independent, local businesses.	<b>Property Owners, DDOT, OP</b>
<b>2.4</b>	Include environmentally sustainable features and materials in building, site, and streetscape design to minimize the site's carbon footprint.	<b>Property Owners, OP, DOEE</b>
<b>2.5</b>	New development should maximize open spaces, vegetation, and sustainable practices, including through minimizing surface parking.	<b>Property Owners, OP, DOEE, DDOT, ANC</b>
<b>2.6</b>	Incorporate elements into public spaces and the built environment designed to invite playfulness and that are inclusive of people of all ages and abilities.	<b>Property Owners, OP, DDOT, CCMS</b>
<b>2.7</b>	Support community efforts for historic landmark and historic district designation of eligible resources within the Connecticut Avenue commercial corridor.	<b>Community Groups, ANC, OP, Property Owners</b>

# Reimagined Civic Core



Chevy Chase Neighborhood Library at 5625 Connecticut Avenue, NW

## TODAY

The Chevy Chase Library and Community Center site serves as an anchor to the Chevy Chase neighborhood, both in function and location. Both buildings stand at the gateway to the District, on Connecticut Avenue near the border with Maryland. The facilities serve as a space for the community to meet, play, recreate, and hold events. The existing on-site basketball court, playground, and outdoor courtyard are amenities that serve people of varying ages, demographics, and abilities.

While the facilities and services they provide are valuable to the community, currently the design and orientation of the over 50-year-old brick buildings do not engage with the commercial corridor. The building entrances face an internal courtyard that leads to a playground, a basketball court, and parking lot towards the rear of the site. The buildings are also set back from the sidewalk, with wide landscaping and narrow sidewalk which further disconnects the buildings from the street.

## VISION

The redevelopment of the Chevy Chase Community Center and Library takes a coordinated approach rooted in community engagement to include mixed-income housing and community gathering spaces while strengthening the site's role as the social and physical heart of the Connecticut Avenue corridor.

## LOOKING FORWARD

Redevelopment of this important site provides an opportunity to realize multiple community and District-wide priorities. The District of Columbia Public Library (DCPL) and the Department of Parks and Recreation (DPR) are committed to delivering a reimagined library and community center that seeks to embody design excellence, is context sensitive; maximizes connection to outdoors and natural light; is crafted with precision to be high performing, environmentally and ecologically conscious; as well as resilient and adaptable to evolve with the needs of the community. The renovated Chevy Chase Community Center and Library will be a destination that will attract hundreds of users a day, promote a vibrant, mixed-use neighborhood, and create an active and safe street environment.

This public site also presents a great opportunity to advance the District's affordable housing goals, particularly in Rock Creek West. Any disposition of District property for residential development requires that a minimum of 30% of units be reserved for dedicated affordable housing. The co-location of civic facilities and housing on this site will be a catalyst for the neighborhood. Further, it will serve as a model of equitable and inclusive development for the wider District.

Given the high utilization of the existing playground, basketball court and central courtyard, it will be important to include these recreational spaces into the new site and building design. Well designed, accessible, and inclusive public open spaces will reinforce this site as a community anchor and important gathering place for meetings and civic conversation. As highlighted in the Urban Design Guidelines, the Civic Core site also presents an opportunity to reflect neighborhood history through a commemorative works element that could be incorporated as a component of the overall site design.



The playground and basketball court bring together neighbors of all ages for active recreation and passive respite

## By the Numbers

**1967** – year Chevy Chase Library was built.

**1971** – year Chevy Chase Community Center was built.

**73,400** square feet – largest property on the commercial corridor

**148,761** – number of visitors to Chevy Chase Library in FY19

Source: DCPL

Both DCPL and DPR have funding in the capital budget, to modernize their facilities. The affordable housing is not funded through capital dollars, but rather through the Housing Production Trust Fund and other sources. A request for proposals for the entire site will be issued following CCSAP adoption, which will include the library and community center and a residential component. It is anticipated that redevelopment of the library and community center will occur concurrently. Residents can help to shape redevelopment so that it can meet programing demands of the broader neighborhood.



Chicago's Little Italy Branch Library is co-located with mixed-income housing.

## Next Steps for the Civic Core

Following adoption of the CCSAP, realizing a reimagined civic core will be a collaborative effort of District agencies and includes a Request for Proposals (RFP) to partner with a team that will design and construct the project. This process entails three phases that involves community engagement, led by the District:

- 1. Pre-RFP** – DCPL, DPR, and DMPED will co-host a community meeting to share their goals and design/development process for the reimagined civic core. Agencies will share their programmatic requirements to deliver a full-service library and community center with a mixed-income housing component on the site.
- 2. RFP Responses** – A public meeting will be held where the community can see proposals and provide feedback on them. In its role, the ANC is given great weight in this process and sought to provide feedback on the aspects of the proposals the ANC is most supportive of.
- 3. Design and Development** – District agencies manage ongoing coordination with the community as the public facilities are designed and developed.





The Cleveland Park Library integrates the surrounding neighborhood by establishing indoor-outdoor connections and activating the public space around it. (Image Source: Perkins Eastman DC)

Reimagined Civic Core Recommendations		Implementors
<b>3.1</b>	Redevelop the community center and library into a multi-purpose civic core with state-of-the-art public facilities and mixed-income housing.	<b>DMPED, DPR, DCPL, OP, DHCD, DCHFA</b>
<b>3.2</b>	Prioritize dedicated affordable units that serve a range of incomes and household sizes.	<b>DMPED, OP, DCHD, Property Owners</b>
<b>3.3</b>	Incorporate both indoor and outdoor community gathering spaces that provide passive and active recreational opportunities for people of all ages and abilities.	<b>DMPED, DPR, DCPL, OP</b>
<b>3.4</b>	Submit proposal to rezone the site to leverage full Comprehensive Plan height and density to maximize the flexibility to co-locate civic uses with a significant amount of mixed-income housing.	<b>OP, DMPED</b>
<b>3.5</b>	Incorporate the CCSAP's design guidelines and policy recommendations related to the civic core site into a future request for proposal.	<b>DMPED, DPR, DCPL</b>

# Equitable Housing Strategy



A diversity of housing types on Military Road, NW.

## TODAY

With popular local schools, a well-maintained housing stock, and vibrant main street shopping district, Chevy Chase is an attractive place to live. However, it is increasingly out of reach for many households. In recent decades, the District has seen substantial growth in population and new households, though this has not been distributed in a geographically equitable way. In the CCSAP study area, no new apartments or condominiums have been built, while some houses have been rebuilt larger or expanded with additions and accessory structures. No dedicated affordable housing exists in the CCSAP study area.

Today, most of the land in the CCSAP study area is exclusively dedicated to single family homes, while the majority of all housing units are in older multifamily buildings. The high cost and rapid appreciation of single unit (detached/attached) for-sale housing is narrowing the range of prospective buyers to those making twice the average income or greater. Rent-controlled apartment units have helped to shelter long-time residents from rising housing costs while the area's few condominium units have not appreciated as fast as houses.

## VISION

**Housing options in Chevy Chase are expanded to accommodate a greater range of incomes, ages, and racial diversity to advance the District's housing equity goals, support the commercial main street, and enhance the social and economic well-being of the community.**

The lived experience in Chevy Chase differs by race. White-only households have over twice the household income as Black-only households, which coincides with an almost inverse breakdown of housing typology and tenure in the CCSAP study area. Black households represent a significant minority compared with many other District neighborhoods, predominately live in rental buildings in the study area's moderate and medium density multifamily housing.



## LOOKING FORWARD

A more equitable housing strategy for Chevy Chase aims to increase the types of rental and ownership housing through land use changes and targeted financial incentives. In 2016, the District forecasted 0% growth in new households through 2045 in Chevy Chase, compared with 18% growth in the Rock Creek West Planning Area, and 29% growth across DC. The 2021 update to the Comprehensive Plan included a modest increase in residential density to the Chevy Chase commercial district covering approximately 10 acres of mostly private property along Connecticut Avenue. The CCSAP leverages this important opportunity to add mixed-income housing along the corridor to diversify the neighborhood and increase foot traffic for local businesses. The Comprehensive Plan's Implementation Section also includes essential guidance to advance production of housing units as affordable to very-low- and extremely-low-income households in areas like Chevy Chase, with high housing costs and few affordable housing options.

The Chevy Chase community has expressed a desire for the creation of mixed-income housing, with dedicated affordable housing, at redeveloped sites along the Connecticut Avenue corridor, including the District-owned property. A key opportunity is to optimize the development capacity at the District-owned site for the creation of mixed-income housing in coordination with the reconstruction of the Community Center and Library.

Detached and semi-detached homes are the predominant land use in the CCSAP study area but are unaffordable to a growing majority of home buyers.

## By the Numbers

**0** – dedicated affordable housing units

**184%** – minimum Median Family Income for a family of four required to buy a house in December 2020

**10%** – area of land in the CCSAP study area where new homes can be accommodated.

Sources: U.S. Department of Housing and Urban Development 2020 MFI, Zillow

Overcoming racial exclusion built into the land use framework in Chevy Chase does not start or end with the CCSAP. With no substantive land use changes in the CCSAP study area since the 1950s, the 2021 Comprehensive Plan update begins to acknowledge and seeks to undo exclusionary housing practices to achieve a more equitable distribution of new housing and affordable housing in Chevy Chase. In implementing the Comprehensive Plan, the CCSAP encourages new and more diverse multifamily housing along four blocks of Connecticut Avenue in future decades. This new housing will include dedicated affordable units and is likely to be rental. This additional housing diversity holds promise to expand opportunities for Black families and families of color who would like to make Chevy Chase their home. As land value remains high, home-ownership opportunities in Chevy Chase will likely remain unaffordable to many households. Allowing more homes on valuable land can help to moderate the upfront cost and long-term appreciation of a home, by decreasing the proportion of a home's value that is associated with the land itself. Exploring this opportunity was not a part of this small area plan and would require changes to the District's Comprehensive Plan.

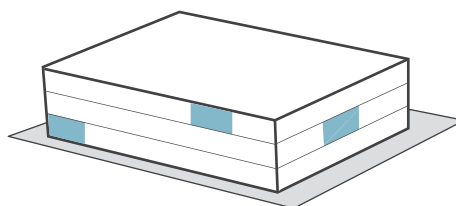
Achieving the affordable housing goals in Rock Creek West requires leveraging the District's financing tools, land use regulations, and opportunity sites. For the CCSAP, this means contributing a greater number of dedicated affordable units such as through Zoning Map Amendments (ZMAs) subject to Inclusionary Zoning (IZ) Plus, Planned Unit Developments (PUDs) and conversion of existing market units into dedicated affordable units. Opportunities should be explored for public-private-partnerships including not-for-profit developers to provide more affordable housing. To support long-term diversity of household types, a range of Median Family Income (MFI) levels and affordable unit sizes on the corridor is encouraged.

### How does IZ Plus Work?

Affordable set-aside requirements increase after a rezoning that increases residential density, measured in Floor Area Ratio (FAR). The scenario below demonstrates how IZ Plus works during a change in zoning from MU-3A to MU-4.

#### Regular IZ

Old Zone: MU-3A



**1.2**  
FAR

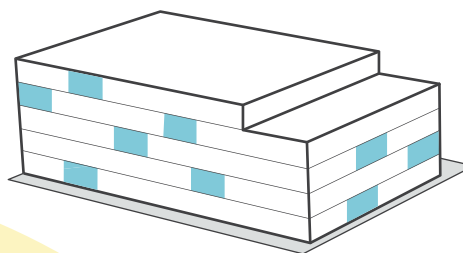
**10%**  
Affordable  
Set-Aside



Increase in FAR utilized = 100%

#### IZ Plus

New Zone: MU-4



**3.0**  
FAR

**20%**  
Bonus Density

**20%**  
New Affordable  
Set-Aside



Multifamily buildings provide housing for moderate income households in Chevy Chase today. The value of condominium units here appreciates at a slower rate than neighboring detached and semi-detached homes.

Equitable Housing Strategy Recommendations		Implementors
4.1	Support Zoning Map Amendments, consistent with the Comprehensive Plan, to increase housing supply and encourage a mixed-income community that includes market-rate and dedicated affordable housing.	Property Owners, Community Groups, OP, ANC
4.2	Incorporate a range of household sizes that serve mixed incomes within development projects along Connecticut Avenue, with priority given for households at or below 40% of the Median Family Income.	Property Owners, Community Groups, OP, ANC
4.3	Apply and build upon existing options for providing deeper affordability for rental and homeownership, such as vouchers and community land trusts.	DHCD, DCHA, Property Owners, Community Groups
4.4	Pursue financial subsidies for the conversion of naturally occurring affordable units, within and in proximity to the CCSAP study area, to dedicated affordable units.	DHCD
4.5	Leverage District acquisition funding for when properties in the CCSAP study area come up for sale.	DMPED, DHCD
4.6	Encourage new multifamily buildings to prioritize ownership opportunities suitable for 80% Median Family Income.	OP, DHCD, Community Groups, ANC

# Thriving Retail Corridor



A convivial atmosphere on the west side of Connecticut Avenue in Chevy Chase.

## TODAY

The Chevy Chase Main Street commercial area is a collection of mostly independent businesses highly valued by the local community. With a grocery store, post office, pharmacy, seafood market, deli, liquor stores, four bank branches, café, assortment of fast casual and sit-down restaurants, popular toy store, clothing retailers, gas station, independent movie theater, library, and community center, the Main Street meets most of the commercial and civic necessities of area households. Many retailers in the corridor have made a concerted effort to build strong connections with their customers, built upon high-quality services and targeted inventory.

Most commercial buildings on the corridor are older, but have undergone some improvements in recent years. Despite the condition of some establishments, retail rents are high and comparable to new construction, because of the valuable local retail market tied to the high incomes and wealth in the community. The pedestrian scale and concentration of diverse businesses, particularly on the west side of Connecticut Avenue is valued by the local customers. Second floor office spaces above retail along the corridor have higher

## VISION

**Chevy Chase enjoys a thriving commercial corridor with a convenient mix of neighborhood-serving shops and services along Connecticut Avenue.**

occupancy rates than typical neighborhood commercial corridors in DC. While retail vacancy rates remain quite low, the visibility of some retail vacancies may contribute to a broader perception of commercial distress. The turnover of long-established businesses is both a loss to community identity and an opportunity for diversification, innovation, and market expansion.

Economic impacts of COVID-19 in Chevy Chase are still being felt as the pandemic extends into its third year. The high household incomes in Chevy Chase, paired with employment in sectors that mandated and encouraged working from home, likely resulted in higher neighborhood expenditures along the corridor since 2020. While the pandemic's longer-term impacts are still unknown, retail categories, such as fast-casual dining and takeaway food likely performed a little better than typical, while full-service dining and merchandise retail were more challenged.



While retail vacancy is low in Chevy Chase, visible and persistent vacancies are a challenge.

## LOOKING FORWARD

Even before the COVID-19 pandemic, changes to consumer spending behavior both in-person and online have meant that adaptation is key for the success of brick and mortar commerce. The Chevy Chase Main Street can provide targeted technical assistance for new and established businesses and a venue for business coordination as the corridor adapts to future change. In keeping with the commercial identity valued by the community today, the Main Street can promote independent businesses expansion on the corridor and explore strategies to mitigate potential hardships associated with ongoing physical and economic change, for example through grant assistance and working with businesses during lease negotiations. In the meantime, short term uses like pop-up retail, art displays, and interim event spaces in transitioning or vacant spaces are encouraged.

## By the Numbers

**\$200,000+** – Median Household Income in Chevy Chase retail market (DC and MD)

**\$10,000+** – annual neighborhood retail spending. of households in this range

**\$55** per square foot /month – class B retail rents are high in Chevy Chase (Q1 2021)

**2%** – retail vacancy rate is low (Q1 2021)

Source: CoStar

The Chevy Chase Main Street is developing a cohesive brand that reflects the community identity of the corridor and includes a retail retention and recruitment strategy. The Main Street's commercial identity and complementary programming can proactively seek to expand the diversity of business operators and offerings that attract new markets from existing and future residents. This strategy should support services and retail options that are age-friendly, physically accessible, and reflect the range of incomes on the corridor today and into the future.

In response to the pandemic, businesses made effective use of outdoor spaces. Continuing commercial use of outdoor space can help the corridor to retain its active and social character. Expanding opportunities to introduce new events and inclusive social activities on the corridor can broaden its appeal.



Cafe seating and streetscape beautification are important strategies for Connecticut Avenue's commercial corridor.



A photosimulation shows the WMATA bus terminal could one day be used for community gathering either on a temporary (pop-up) basis or longer term if the transit use here becomes obsolete.



<b>Thriving Retail Corridor Recommendations</b>		<b>Implementors</b>
<b>5.1</b>	Attract commercial uses that activate the corridor on weekdays, evenings, and on weekends.	<b>CCMS, Property Owners, Community Groups</b>
<b>5.2</b>	<p>Expand and build a stronger connection to frequent customers while diversifying the types of businesses, in terms of their size, offerings, and operators:</p> <ul style="list-style-type: none"> <li>▶ Target District businesses to fill vacancies on a pop-up and permanent basis;</li> <li>▶ Host a retail-oriented festival as an opportunity to introduce new types of businesses to the community;</li> <li>▶ Work with property owners to establish an incubator for businesses, for example in the Chevy Chase Arcade, or innovative business models that might involve subdividing or sharing larger spaces for multiple complementary tenants.</li> </ul>	<b>CCMS, Property Owners, Community Groups, DSLBD</b>
<b>5.3</b>	Support continuity of operations for small businesses along Connecticut Avenue during times of change, including construction and renovation projects through targeted technical assistance.	<b>CCMS, Property Owners</b>
<b>5.4</b>	Enhance the public realm to attract more foot traffic to businesses on Connecticut Avenue that adapts to changing social, health, and climate through streetscape design, beautification, and programming as outlined in the CCSAP Urban Design Guidelines.	<b>Property Owners, DDOT, OP, CCMS</b>
<b>5.5</b>	Incorporate requirements for streetscape activating and neighborhood serving retail as part of any new development proposal or zoning amendment.	<b>Property Owners, OP</b>
<b>5.6</b>	Explore opportunities to program the WMATA site for periodic community events such as pop-up markets and concerts.	<b>Community Groups, OP, DDOT, WMATA, DCRA</b>
<b>5.7</b>	Encourage creative placemaking efforts such as block parties, festivals, markets, and pop-up retail. Help inform community organizations and individuals about how to implement such programs in the public space.	<b>Community Groups, Property Owners, OP, DDOT, DCRA</b>

# Safe and Sustainable Mobility



Chevy Chase Circle and busy Connecticut Avenue are both challenges and opportunities for neighborhood mobility.

## TODAY

From its historical beginnings as a streetcar connection to DC, Connecticut Avenue is the predominant transportation feature in Chevy Chase. The surrounding street grid and blocks, supported by service alleys, provides a robust and flexible network for people walking, biking, driving, and riding transit.

Automobile use is the predominant transportation option, with high-traffic Connecticut Avenue serving as both a major conduit and physical barrier. With the streetcar long gone, buses now connect residents and workers to destinations near and far and the neighborhood's extensive sidewalks are well used by residents. Before the pandemic, bus ridership was on the decline while bikeshare use was stable and slightly growing, likely in response to changing resident demographics and mobility patterns. In keeping with regional trends, bus service in Chevy Chase has been reduced during the pandemic.

## VISION

**Chevy Chase is a safe and comfortable place to navigate, with enhanced and accessible multi-modal transportation infrastructure that supports more climate-friendly mobility options.**

While many business patrons walk from nearby apartments and houses, parking is a perennial issue of concern for businesses, mindful of both employee and customer needs. Meanwhile, a substantial amount of surface parking exists in the Chevy Chase commercial district but spread over 15 individual lots with varying restrictions.

Changes are coming to Connecticut Avenue, with the corridor south of Chevy Chase poised for a redesign to eliminate the rush hour reversible lanes and incorporate protected bike lanes. A safe and dedicated route for bicycles and scooters connecting Chevy Chase with centers further south on Connecticut Avenue will encourage more people of all ages accessing Chevy Chase in non-automotive ways.



The value placed on the walkability of the Connecticut Avenue corridor was a recurring theme heard from the community during the entire planning process.

## LOOKING FORWARD

Chevy Chase can contribute to the District's transition to a safer and more sustainable transportation future with physical changes to the built environment and expansion of cleaner mobility options. The Chevy Chase community can support planning for future bike lanes and other transportation strategies that reduce single-occupancy vehicle trips and minimize carbon output. Charging infrastructure for electric vehicles can be incorporated in new developments for both residents and shoppers. As redevelopment occurs both in Chevy Chase and surrounding areas, transit agencies can monitor demand for improved bus service, associated with a growing population, and explore options to strengthen transit connections to adjacent neighborhoods and destinations. WMATA's Bus Network Redesign project presents opportunities to improve bus reliability and travel speed and evaluate needs for increased bus services along Connecticut Avenue. The District's Comprehensive Plan includes essential policies (including IN-6.1.1 and IM-1.1.3, among others) that will guide coordination of infrastructure and redevelopment during the implementation of the CCSAP.

## By the Numbers

**29%** – increase in proportion of households without access to a vehicle since 2010

**26%** – decrease in bus ridership between 2015 and 2019.

**400+** – off-street surface parking spaces in the commercial district

**29,000** – Annual Average Daily Traffic on Connecticut Avenue in 2018.

Sources: U.S. Census American Community Survey 2015-2019, WMATA, DDOT

Balancing the increasing demands on public rights-of-way can enhance the experience and safety of all roadway users throughout the CCSAP study area, prioritizing children, older adults, and persons with disabilities. Protected bike lanes on Connecticut Avenue can provide a safe and welcoming alternative to driving, while reducing conflicts with pedestrians on the sidewalk, where bikes and scooters often ride today. Sidewalks are increasingly being used as social spaces, for restaurant seating, and green infrastructure, which support the livability of the Chevy Chase main street. On the curbside, balancing the competing needs such as parking, loading, pick-up/drop-off, and bike and scooter corrals, will be necessary for Connecticut Avenue and commercial side streets.



Availability of employee and customer parking in the commercial corridor was a common concern that emerged from targeted discussions with Chevy Chase businesses.




Surface transit was central to the development of Chevy Chase and is key to its long term success.



The curbside of bustling commercial main streets like Connecticut Avenue are seeing an increasing number of competing demands for this valuable public space.

Safe and Sustainable Mobility Recommendations		Implementors
6.1	<p>Improve pedestrian circulation throughout the CCSAP study area, with:</p> <ul style="list-style-type: none"> <li>▶ Safe and accessible crossings at Chevy Chase Circle;</li> <li>▶ Active and well-lit sidewalks with reduced pedestrian-vehicle conflict spots along Connecticut Avenue; and</li> <li>▶ Dedicated bicycle and scooter facilities on Connecticut Avenue to reduce conflicts with pedestrians on sidewalks.</li> </ul>	<b>DDOT, NPS</b>
6.2	Install electric vehicle-charging stations and set aside electric vehicle-only parking spaces in the garages of future buildings.	<b>Property Owners, DOEE, DDOT</b>
6.3	Develop a coordinated parking plan that takes advantage of the existing parking lots in the CCSAP study area for better utilization throughout the day and night, week and year.	<b>Property Owners, CCMS, ANC</b>
6.4	Study changes to curbside management ½-block both east and west of the Connecticut Avenue corridor to efficiently and equitably support various competing commercial and transportation needs (deliveries, loading, pick-up and drop-off, Bikeshare, etc).	<b>DDOT, CCMS</b>
6.5	Study alternatives for the alignment and design of a protected bicycle route between Friendship Heights (Wisconsin Ave) and Chevy Chase (Connecticut Ave), as population increases in both locations.	<b>DDOT, Community Groups, ANC</b>
6.6	Provide ample and reliable bike and scooter parking in the commercial district designed to reduce potential conflicts with comfortable pedestrian movement on the sidewalks and in intersections.	<b>DDOT, CCMS, Community Groups</b>
6.7	Consider extending protected bike lanes along Connecticut Avenue all the way north to Chevy Chase Circle as part of the Connecticut Avenue Redesign, which repurposes reversible lanes south of Legation Street, NW.	<b>DDOT, CCMS, Community Groups, ANC</b>
6.8	Study opportunities to improve bus reliability and travel speeds by introducing transit signal priority technologies at key intersections and dedicated bus lanes or queue jumps where feasible. Evaluate needs for increasing bus services along Connecticut Avenue or adding new services to better connect the surrounding neighborhoods.	<b>WMATA, DDOT</b>

An aerial architectural rendering of a city block. The image shows several buildings with highlighted footprints in red and green. The buildings are arranged in a grid-like pattern, with some having courtyards or internal courtyards. The rendering includes details like trees, walkways, and street layouts. A red-bordered text box is overlaid on the top right of the image.

Illustrative plans and concept diagrams in this section show potential design character of buildings and public spaces consistent with the CCSAP recommendations and design guidelines. The exact location, scale and design character of public and private improvements may differ from what is shown subject to compliance with applicable development approvals and District policies.

# URBAN DESIGN



Connecticut Avenue Illustrative - Modernization of the civic site and potential future development between McKinley and Oliver Street

## OVERVIEW

To realize the CCSAP's vision and recommendations, the urban design principles and guidelines set forth an overall design strategy for future development that is high-quality and context sensitive.

**Urban Design Principles:** The design principles represent a set of values for four distinct character areas. They are used as a basis for the design guidelines to promote thoughtful development in Chevy Chase envisioned in the Comprehensive Plan.

**Urban Design Guidelines:** The design guidelines offer more direction for development and public space projects. They illustrate potential design strategies relative to the building form and public realm to both realize the character area design principles and maintain a cohesive built environment.

The CCSAP's Urban Design Guidelines supplement its recommendations for increasing housing opportunities in the CCSAP study area in a way that complements the streetscape and neighborhood character and activating ground level retail along the commercial corridor. At the start of 2022, two buildings along the corridor are designated Historic Landmarks: the Chevy Chase Arcade and the Avalon Theatre. In recognition of this, the CCSAP Urban Design Guidelines were developed to encourage greater density to support additional housing while respecting and elevating the traditional character along Connecticut Avenue.

## WHAT IS URBAN DESIGN?

Urban design addresses a neighborhood's design and visual qualities, ultimately shaping perceptions of the District and contributing to the way people interact and experience the environment around them.

Urban design guidelines inform how the elements of buildings, streets, parks, and plazas are designed, built, and arranged in relation to one another, and is rooted in how people experience public spaces.

## APPLICABILITY

The Urban Design Guidelines are intended for use by various entities including private property owners, developers, design professionals, District agencies, and community groups when developing or reviewing proposals for development projects or public space improvements. Applicants considering PUDs should incorporate the CCSAP Urban Design Guidelines to the extent feasible. Property owners pursuing matter-of-right development are encouraged to apply the CCSAP Urban Design Guidelines to support compatibility with the surrounding buildings and public realm.

The Urban Design Guidelines can be used by the following approval authorities and groups:

- The Zoning Commission in their review of PUDs, or in the review of custom zoning for the area.
- The Public Space Committee in their review of temporary and permanent uses of public space.
- The ANC and other community groups in reviewing development applications.
- Projects subject to Historic Preservation Review Board are encouraged to take into consideration the CCSAP Urban Design Guidelines
- The Chevy Chase Main Street in considering grants or other programs aimed to improve building façades and commercial sidewalks.



Connecticut Avenue in Chevy Chase

**The CCSAP Urban Design Guidelines are intended for use by various entities including private property owners, developers, design professionals, District agencies, and community groups.**



# Character Areas



## GATEWAY CHARACTER AREA

District and federal planning policies identify places like Chevy Chase Circle as gateways that can create a sense of arrival to the nation's capital. The Chevy Chase Gateway character area encompasses the first block south of Chevy Chase Circle, and includes redevelopment opportunity sites like the Long and Foster and Citibank sites on the west side of Connecticut Avenue, and the Wells Fargo site on the east.

### Design principles:

- Reinforce Chevy Chase Circle as a gateway into the District with improved streetscape elements.
- Improve pedestrian safety in and around the circle through enhanced crosswalks, lighting, and building design, orientation, and massing.
- Encourage distinctive building forms on redevelopment sites, particularly between Western Avenue and Northampton Street to complement the existing landmark structures around the Circle and create a sense of identity.



Architecturally prominent buildings face Chevy Chase Circle.

## CIVIC CORE CHARACTER AREA

The CCSAP envisions the site as the renewed civic core of Chevy Chase that is at the heart of the community with a meaningful share of dedicated affordable housing. Additionally, OP's work on developing a location strategy for future commemorative works has identified this site as a potential commemorative work location in Ward 3—something that could be incorporated as one component of the overall site's redevelopment.

The principles are not intended to establish a specific design direction for the Civic Core site, or to call out specific programming for the Library or Community Center, but to demonstrate and guide how the site could be configured to achieve community goals and enhance the Connecticut Avenue corridor and Chevy Chase neighborhood. The following principles outline attributes that could make this site successful for current and future residents.



The Chevy Chase Community Center in 2021.

### Design Principles:

- Redevelop the site with modernized, state-of-the-art facilities, exemplifying attractive, enduring and sustainable design.
- Make the new facilities inviting and accessible by improving their relationship to the sidewalk and street.
- Leverage full Comprehensive Plan height and density to co-locate civic uses with a significant amount of mixed-income housing.
- Maximize outdoor public gathering and recreational spaces.
- Reflect community identity through locally-significant commemoration.



Cleveland Park Library opened in 2018, designed as LEED Gold.



Milwaukee Public Library co-located with housing

## WESTERN FRONTAGE CHARACTER AREA

The west side of the Connecticut Avenue commercial corridor, particularly between Northampton and Livingston Streets, largely embodies commercial building and streetscape features that are valued by the community. Existing buildings with distinct architectural styles contribute to the lively rhythm of storefronts with local small businesses.

### Design principles:

- Encourage adaptive reuse of existing buildings and new infill development that sensitively transition to lower scale residential structures.
- Encourage the preservation and incorporation of special qualities of existing signature buildings that create a unique and memorable sense of place.
- Maintain the continued provision of active and varied retail that supports a vibrant streetscape.



Streetscape along the west side of Connecticut Avenue.

## EASTERN FRONTAGE CHARACTER AREA

In contrast to the west side of Connecticut Avenue, the east side is characterized by more auto-oriented uses, more frequent and busier curb cut driveways interrupting the sidewalk, and blocks with no commercial entrances facing the street.

Redevelopment along the east side of Connecticut Avenue provides an opportunity to emulate the successful characteristics of the west side (active and engaging storefronts and entrances) while leveraging increased opportunities to produce affordable and market-rate housing in Chevy Chase.

### Design principles:

- Support the realization of the Comprehensive Plan direction to provide mixed-use development with commercial ground floor and residential above to increase housing options in Chevy Chase, address inequity, and support a vibrant main street corridor.
- Incorporate pedestrian-oriented design elements, particularly at the ground level, that foster an active, safe, and inviting public space.



Streetscape along the east side of Connecticut Avenue.

# DESIGN GUIDELINES:

## BUILDING FORM

In order to maintain and enhance the human-scale environment in Chevy Chase, the building form design guidelines take into consideration factors such as the scale of future development, the relationship between buildings and the pedestrian realm, and the proximity of lower-scale residential neighborhoods. These guidelines encourage compatibility of new development within the community and contribute to the main street character valued by residents.

While the CCSAP does not recommend specific zoning designations to implement the policy direction in the Comprehensive Plan, the Building Form design guidelines address building characteristics, such as building massing, height, and uses, that zoning could address. The CCSAP Urban Design Guidelines that address Building Form should be considered, along with CCSAP recommendations, if new zoning is created for the Connecticut Avenue commercial corridor within the study area, or if a PUD is filed for an individual site.



Illustrative Rendering - New buildings fronting Connecticut Avenue with variations in height and massing.

### 1.1 BUILDING FRONTAGE

#### GUIDELINES:

- a. Ground floor commercial uses fronting onto Connecticut Avenue are strongly encouraged and should take full advantage of allowances for show window projections to create strong visual connections between the sidewalk and interior spaces.
- b. Buildings should be sited parallel to Connecticut Avenue to maintain a continuous and engaging streetwall that gives scale and definition to adjacent streets and civic space.
- c. The front façade of the building should be generally at the front property line, and the ground floor of the building should be at the same elevation as the sidewalk.
- d. In mixed-use buildings, individual ground-floor residential unit entrances should front on side streets and incorporate social features like stoops and porches to transition to adjacent residential uses.
- e. All loading and parking should be accessed from existing alleys at the rear of the lot, and be sited and designed to minimize potential impact on adjacent low density residential uses.

## BUILDING FRONTAGE

Creating a consistent building edge along the commercial corridor helps to define public spaces and delineate the pedestrian sidewalk environment.



Illustrative Plan - Buildings fronting Connecticut Avenue with active ground floor uses help to frame the sidewalk and maintain a pedestrian-scale environment.

**— Building frontages with active ground level commercial uses**

**\*** The actual design of the Civic Core site will occur through a collaborative effort between District agencies and the community and will include an RFP to partner with a team that will design and construct the project.

## 1.2 STREETWALL VARIATION AND ARTICULATION

### GUIDELINES:

- a. As part of new construction, buildings should maintain a consistent street wall along their street frontages. An identifiable break, generally above the second or third floor, through change in material, fenestration, or similar means is encouraged.
- b. For larger development sites or as part of any consolidation of commercial lots, retail storefront design should incorporate modulation of window displays and retail entrances every 25 to 40 feet to attract small businesses and promote visual interest for pedestrians.
- c. Floor-to-ceiling heights of between 15 and 18 feet should be provided for commercial ground floors in new mixed-use buildings. The depth of new retail spaces along the building frontage should be a minimum of 50 feet.
- d. Include elements such as projections, textured materials, awnings, plantings, signage and seating to create a visually engaging and inviting building edge to frame the sidewalk and create stopping points to relax, gather, and socialize.



7th Street SE/Eastern Market - Engaging Streetwall using projections and building materials variation

## 1.3 BUILDING MASSING

### GUIDELINES:

- a. Encourage balconies, bay windows, varying step-backs at upper floors, or material changes to break up larger façades.
- b. Expansions and additions should incorporate architectural details that are consistent or complementary to those of the existing structures; preserving unique and well-built design features to the extent feasible.

# STREETWALL

Streetwall refers to the line of building façades that face a street. They shape the level of visual interest on each block, and create a sense of enclosure for travelers.



Illustrative Rendering - Redevelopment of the Safeway site presents an opportunity to create an engaging streetwall and inviting public space

- 1 Retail storefront design that engages the sidewalk and incorporates modulation of window displays and retail entrances.
- 2 Projections, balconies, and other architectural details help break the building massing to avoid long, monolithic façades.
- 3 Elements such as awnings create visual interest and an inviting building edge.
- 4 Pedestrian oriented retail signs aligned to people on the sidewalk

## 1.4 BUILDING TRANSITIONS

### GUIDELINES:

- a. New buildings or additions to existing buildings should provide appropriate transitioning or buffering from low density housing to the east and west of the corridor. Building height step downs, upper story step-backs, and other building form articulation and modulation should be employed, particularly where there is no intervening alley.
- b. Building setbacks in the form of open space, landscaped buffers, and courtyards should be employed on the rear of new buildings where they transition to lower scale residential uses.



Alleyway and stepdowns in building height create a buffer and transition to existing single family homes

## 1.4 BUILDING MATERIALS

### GUIDELINES:

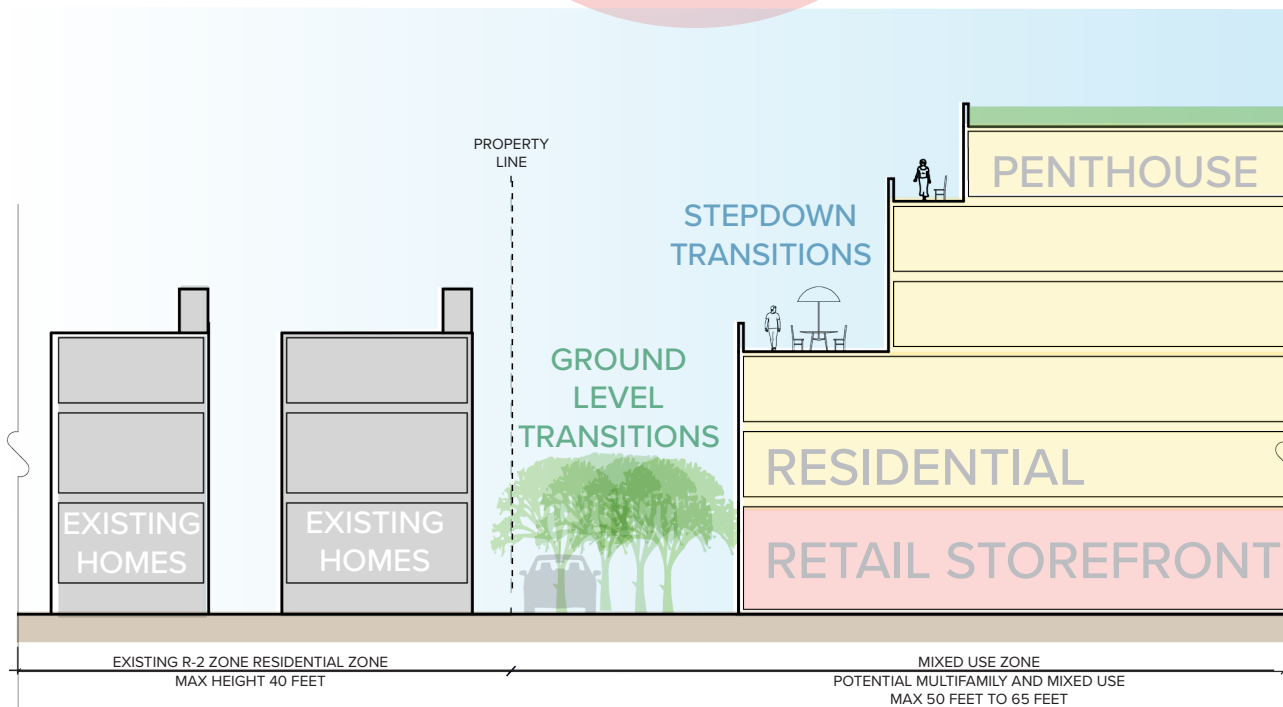
- a. The use of brick or other masonry as cladding material characteristic of the neighborhood is encouraged for new buildings.
- b. Large windows providing visibility and social connections to the street are appropriate for ground-floor retail. However, glass curtain walls are discouraged for upper-level residential floors in mixed-use buildings.
- c. Sustainable materials that are recycled and less carbon intensive are encouraged both for exterior cladding and interior structural components. The preservation or re-use of existing building materials in new buildings is also encouraged.



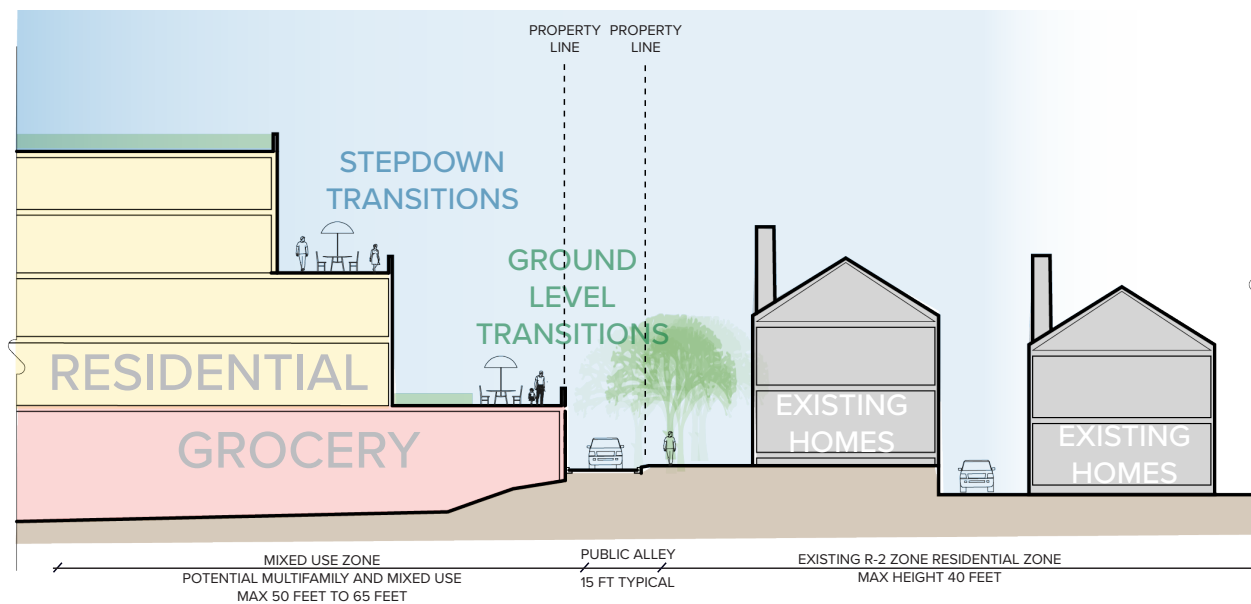
Use of masonry cladding and complementary materials can create variety in texture and building articulation



Cross sections illustrating potential strategies for building transitions and buffers between new development and existing residential buildings.



In some cases, changes in ground elevation, particularly east of Connecticut Avenue, can serve as a natural transition between existing homes and new development.



# DESIGN GUIDELINES:

## PUBLIC REALM

The design of the public realm including the streets, sidewalks, trees, plantings, lighting, furniture, signage, and other pedestrian amenities is intended for the safety and comfort of residents, workers, and visitors to the neighborhood and can provide opportunities for enhanced pedestrian circulation and visual interest. The design of the public realm also helps to define the unique character of the neighborhood.



“Petworth” mural on Upshur Street NW vibrantly marks the neighborhood’s namesake identity.

### 2.1 IDENTITY AND PLACEMAKING

#### GUIDELINES:

- a. Development opportunity sites within the Gateway character area should incorporate signature design elements on prominent corners such as projections, angled or curved façades, and special lighting and/or materials as well as landscape designs that visually connect to Chevy Chase Circle.
- b. Public art such as sculptures, murals, or other form of art installations should be explored in the Gateway area to both mark this entry point into the District and as a form of historical interpretation.
- c. Murals should be considered on highly visible side walls of mid-block buildings where windows are not feasible.
- d. The WMATA site should be considered for activation and programming opportunities such as pop-up markets, concerts, and other community-led events.

## PUBLIC REALM

Design and programming of the public space can help define the unique character of the neighborhood and create a sense of community



Illustrative Plan - Existing and eligible Historic Landmarks and the design of new buildings and public spaces at key opportunity sites can further define the unique character of the neighborhood.

**Existing and Eligible Historic Landmarks**

Two buildings are currently designated as Historic Landmarks, the Avalon Theatre and Chevy Chase Arcade. Ward 3 Heritage Guide identifies additional buildings in the study area that are eligible for a Historic Landmark designation including the PNC Bank, the WMATA Bus Terminal, and the Chevy Chase Presbyterian Church.

**Future Character Defining Opportunity Areas**

Future development on sites fronting Chevy Chase Circle as well as the Civic Core site provide opportunities for incorporating signature architecture and public space features.

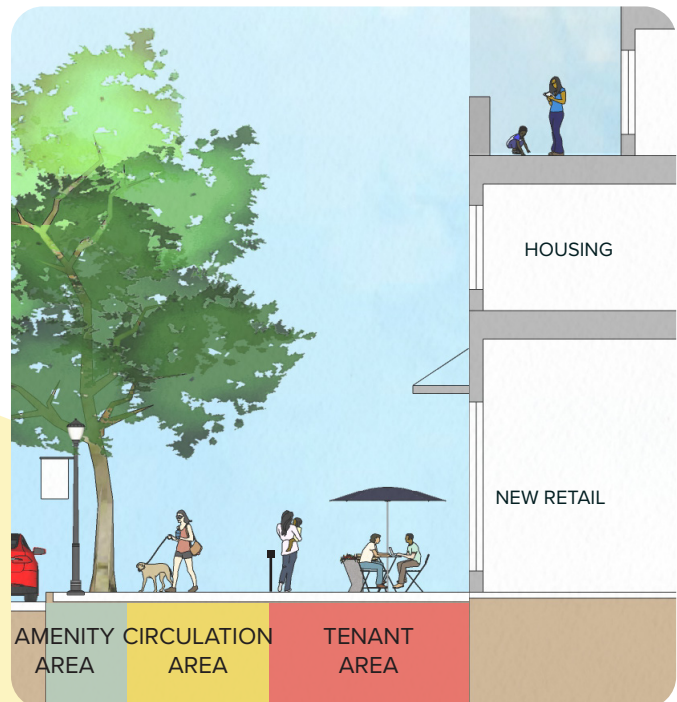
## 2.2 STREETScape

### GUIDELINES:

- a. Enhance the pedestrian experience with streetscape elements such as wider sidewalks on the east side of Connecticut Avenue, pedestrian scale lighting along the corridor and around block corners of side streets, and enhanced tree canopy and native plantings.
- b. Enhance existing crosswalks across Connecticut Avenue to better connect the two sides of the retail main street.
- c. Establish dedicated sidewalk areas that accommodate outdoor seating, clear pedestrian paths, landscaping, and other amenities. The sidewalk along Connecticut Avenue can be broken down as follows:
  - i. Tenant Area (up to 16 feet): Located immediately adjacent to building façades, the tenant area provides an area of transition between circulation and building entries. The area also activates the storefronts through a range of uses including tenant displays, outdoor seating, building projections, and planting areas.
  - ii. Circulation Area (eight to 10 feet): An unobstructed linear pedestrian path between the Tenant Area and the Amenity area.
  - iii. Amenity Area (six feet): Provides a sizable amenity area that enhances pedestrian comfort including planting and trees, streetlights, regulatory signage, outdoor seating, bicycle parking, and other furnishings such as benches and trash cans.
- d. Allow for unique pavement, landscaping, and streetscape materials at the Civic Core site that is distinctive, reflecting the civic use of those spaces
- e. Parking and loading entrances should be located on alleys or secondary streets to minimize curb cuts along Connecticut Avenue and provide an uninterrupted pedestrian path.



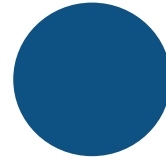
7th Street SE Streetscape with outdoor seating, clear pedestrian path and amenity area.



Establishing sidewalk areas can enhance public space comfort and safety and accommodate a variety of uses.



Connecticut Avenue Illustrative Looking North - Future growth along the corridor can accommodate increased housing options and promote active and vibrant public spaces that are inclusive for all users.



# IMPLEMENTATION

The CCSAP will be implemented through private development and public investment, led by government agencies, property owners, and community groups, over several years and decades.

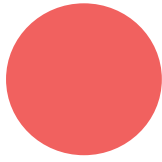
## PRIVATE DEVELOPMENT AND PUBLIC INVESTMENT

Following Council adoption of the CCSAP, future physical changes in the built environment would mainly occur through private redevelopment and public investments. Many of the recommendations in the CCSAP will be implemented through property redevelopment and improvements to public rights-of-way. Improvements to the Connecticut Avenue streetscape, enhanced urban design, high-quality architecture, enhanced sustainability measures, and affordable housing can be addressed as part of the redevelopment process.

The timing for the redevelopment of individual properties is contingent on market conditions and myriad public and private decisions. Market conditions are often cyclical, so physical changes

in the built environment can sometimes occur in waves. While the construction of new buildings can seem swift, the site planning, financing, and permitting for these projects takes years of preliminary work that often goes unseen.

Public investments also take time and typically begin with budget allocations for planning and design. The upcoming redesign and eventual changes to Connecticut Avenue began with the two-year Reversible Lane Study. Redevelopment of the District-owned site to include the modernization of the library and community center with the addition of a mixed-income residential component is a multi-year process. Longer term changes to Chevy Chase Circle, adjacent streets, or WMATA's site are not yet planned and would start with initial studies in future budget years.



## ROLE OF GOVERNMENT AGENCIES

While OP led the development of the CCSAP from inception through Council submission, other District agencies and Federal agency partners will implement many of the CCSAP's recommendations through construction projects, funding streams, regulatory processes, or operating programs. OP monitors the progress of the CCSAP's recommendations and advocates for its implementation whenever possible.

Approval authorities play an important role in the CCSAP's implementation as venues for discretionary decisions on development and public space improvements. The Zoning Commission, Historic Preservation Review Board, Public Space Committee, National Capital Planning Commission, and Commission of Fine Arts are all potential approval authorities that would weigh in on a prospective change in the built environment in Chevy Chase. These bodies operate within their respective purview and processes, with varying levels of public involvement depending on the

type of application they are reviewing. Approval authorities are not proactive, they are charged with deliberating on applications submitted for their review.

To implement relevant provisions of the CCSAP, a new zone should be created for the mixed-use area along Connecticut Avenue that incorporates many of the CCSAP's form-based design guidelines as development standards for buildings. Consistent with IZ Plus, the zone would require up to 20% of the building's residential square footage be dedicated to affordable units.

The creation of a new zone modeled from a planning effort like the CCSAP is typically drafted and proposed by OP and would be achieved through a public process and hearing before the Zoning Commission. PUDs are initiated by property owners for their respective sites but may not be feasible for many of the properties in the CCSAP due to their small size. If a PUD is filed, OP and relevant partner agencies will review these applications and submit reports to

the Zoning Commission, including review against CCSAP guide-lines. Community groups also have an important role to play in all Zoning Commission cases, where the ANC is given “great weight.”

## ROLE OF COMMUNITY GROUPS

As advocates and stewards of the neighborhood, community groups play an important role in implementing the CCSAP. ANC 3/4G, community and civic associations, the Chevy Chase Main Street Organization, faith-based groups, historic preservation advocates, mutual aid groups, and others were thoughtful contributors to the CCSAP’s development and are key to its ultimate success.

Community groups implement the CCSAP’s recommendations through community programming and events, activating and stewarding public spaces, supporting social and economic initiatives, providing services to discrete and vulnerable populations, advocating for future studies, and participating in public processes for discretionary development applications.

## DISTRICT RESOURCES

District agencies have produced many online and printed resources for residents, community groups, property owners and developers, and agency staff to help inspire new projects, track progress, and fund policy priorities. Here are a list of helpful guides, manuals, maps, dashboards, and local funding sources that will be instrumental in helping to implement the CCSAP’s recommendations in future years (hyperlinked):

### Affordable Housing:

- [36,000 Housing Count](#) (DMPED Economic Intelligence Dashboard)
- [The Housing Production Trust Fund](#)
- [Rock Creek West Roadmap](#) (2021)
- [Housing Equity Report](#) (2019)

### Development and Zoning

- [DC Interactive Zoning Map](#)
- [DC Zoning Handbook](#)

### Historic Preservation:

- [Ward 3 Heritage Guide](#) (2020)

### Public Space Activation and Design:

- [Our City, Our Spaces!](#) (2021)
- [Public Space Activation & Stewardship Guide](#) (2018)
- [Public Realm Design Manual](#)
- [Commemorative Works Program](#)

### School Planning:

- [DC Edscape](#)

### Sustainability:

- [Building Energy Performance Helpdesk](#)





Connecticut Avenue Illustrative Looking South - Redevelopment along the east side promotes an engaging streetwall with active ground level commercial uses and housing above.

# Glossary of Terms

## DEVELOPMENT AND DESIGN

**Inclusionary Zoning Plus (IZ+):** Adopted in 2021, IZ+ seeks to achieve higher affordability set-asides from the District's regular IZ program when properties receive a change in zoning that permits greater density. The affordable set-aside requirements for IZ+ can increase the affordability requirements from the existing requirement of 8% - 12.5% to as much as 20%.

**Floor Area Ratio (FAR):** The ratio of the total gross floor area of a building to the area of its lot measured in accordance with Subtitle 303 of the Zoning Regulations.

**Pedestrian-Scale/ Human-Scale:** The proportional relationship between the dimensions of a building or building element, street, outdoor space or streetscape element and the average dimensions of the human body, taking into account the perceptions and traveling speed of a typical pedestrian. (law insider)

**Placemaking:** The intentional use of public space to create experiences that connect people, inspire action, support creativity, and celebrate the unique aspects of neighborhoods.

**Planned Unit Development (PUD):** PUDs provide developers additional density and zoning flexibility when they seek to build projects that exceed existing matter-of-right zoning regulations. In exchange for this flexibility, developers are required to provide community benefits, such as increased affordable housing.

**Public Realm:** The area under public and private ownership that is publicly accessible and experienced from public space.

**Streetwall:** Refers to the line of building façades that face a street. They shape the level of visual interest on each block and create a sense of enclosure for travelers.

**Urban Design:** Addresses a neighborhood's design and visual qualities, ultimately shaping perceptions of the District and contributing to the way people interact and experience the environment around them.

## HOUSING

**Affordable Housing:** Income- and rent-restricted housing supported or subsidized by local and federal programs for households ranging from extremely low-income, earning less than 30 percent of the Median Family Income (MFI), up to households earning less than 80 percent of the MFI.

**Median Family Income (MFI):** The median household income for the Washington Metropolitan Area (including suburban Maryland and Virginia), stratified by household size. The MFI for a household of four in the Washington Metropolitan Area, as published by the U.S. Department of Housing and Urban Development on April 1, 2021, was \$129,000.

**Naturally Occurring Affordable Housing (NOAH):** Unsubsidized and not income-restricted but rather is privately-owned housing with market-based rents affordable to low- and moderate-income residents. NOAH rents are relatively low compared to the regional housing market typically due to age and/or condition of the rental buildings.

# Data Sources

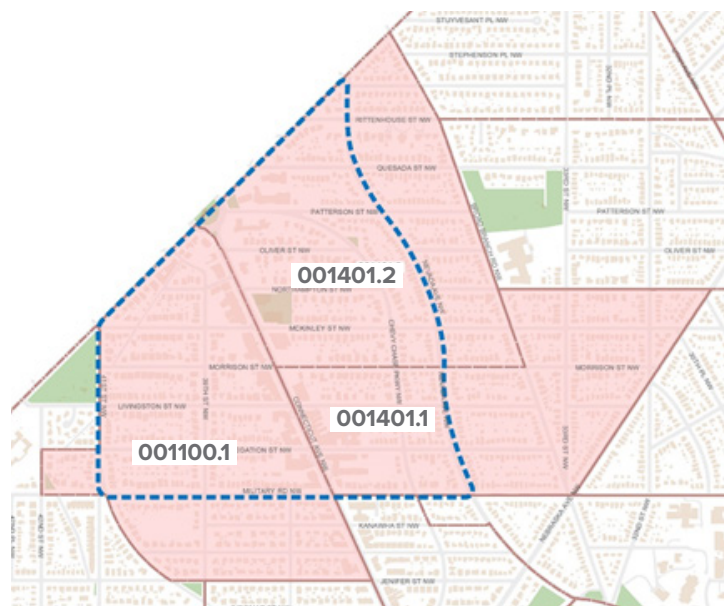
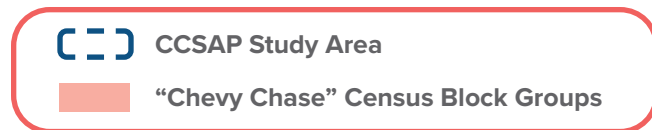
## USE OF AMERICAN COMMUNITY SURVEY DATA IN THE CCSAP

Demographic data was compiled in 2021 demonstrating change over a 10-year period from 2010 to 2019, using the American Community Survey (ACS) five-year estimates from 2006-2010, and 2015-2019, respectively. In this report, the ACS data for “Chevy Chase” comprised Census Block Groups 001100.1, 001401.1, and 001401.2. Census Block Groups are the lowest (smallest) level of geography published for the ACS. These three Census Block Groups cover a 300-acre area, slightly larger than the CCSAP study area itself. The population and housing characteristics of the census block group geography are believed to be a good representation of the study area geography.

Data from the same source and years was also used to compare Chevy Chase to Ward 3 and the rest of Washington, DC. Comparing ACS estimates involves more than determining which statistic is higher or lower. Statistical testing to assess whether differences are statistically significant for interpreting the reliability of the estimates that takes into account the margin of error associated with the estimates was not performed for the ACS data used in this report

## USE OF ZILLOW.COM HOUSING DATA IN THE CCSAP

The market area used to present housing values in this report was derived from Zillow.com, and comprised the area bounded by 41st Street, NW and Reno Road, NW to the west, Nebraska Avenue, NW and Broad Branch Road, NW to the south, Rock Creek Park to the east, and Western Avenue NW, and Tennyson Street, NW to the north.



CCSAP Study Area and Census Block Groups used in the study.

# Acknowledgments

## DISTRICT OF COLUMBIA

Muriel Bowser, Mayor

## DISTRICT OF COLUMBIA COUNCIL

Ward 3 Councilmember Mary Cheh

## ADVISORY NEIGHBORHOOD COMMISSION 3/4G

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Ryan Hand, Citywide Planning  
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Kristin Calkins, Citywide Planning



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Brent Sisco, Department of Parks and Recreation  
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Renee Turner-Inman, Hawthorne resident  
Nancy Slade, Friends of Chevy Chase Circle  
Carl Lankowski, Historic Chevy Chase DC  
Steve Altman, Northwest Neighbors Village  
Karin Perkins, Ward 3 Ednet  
Sara Swetzoff, Ward 3 Mutual Aid Network  
Ellen McCarthy, Ward 3 Vision  
Jamie Butler, Washington Interfaith Network Ward 3 Congregations Affordable Housing Work Group

## CHEVY CHASE MAIN STREET

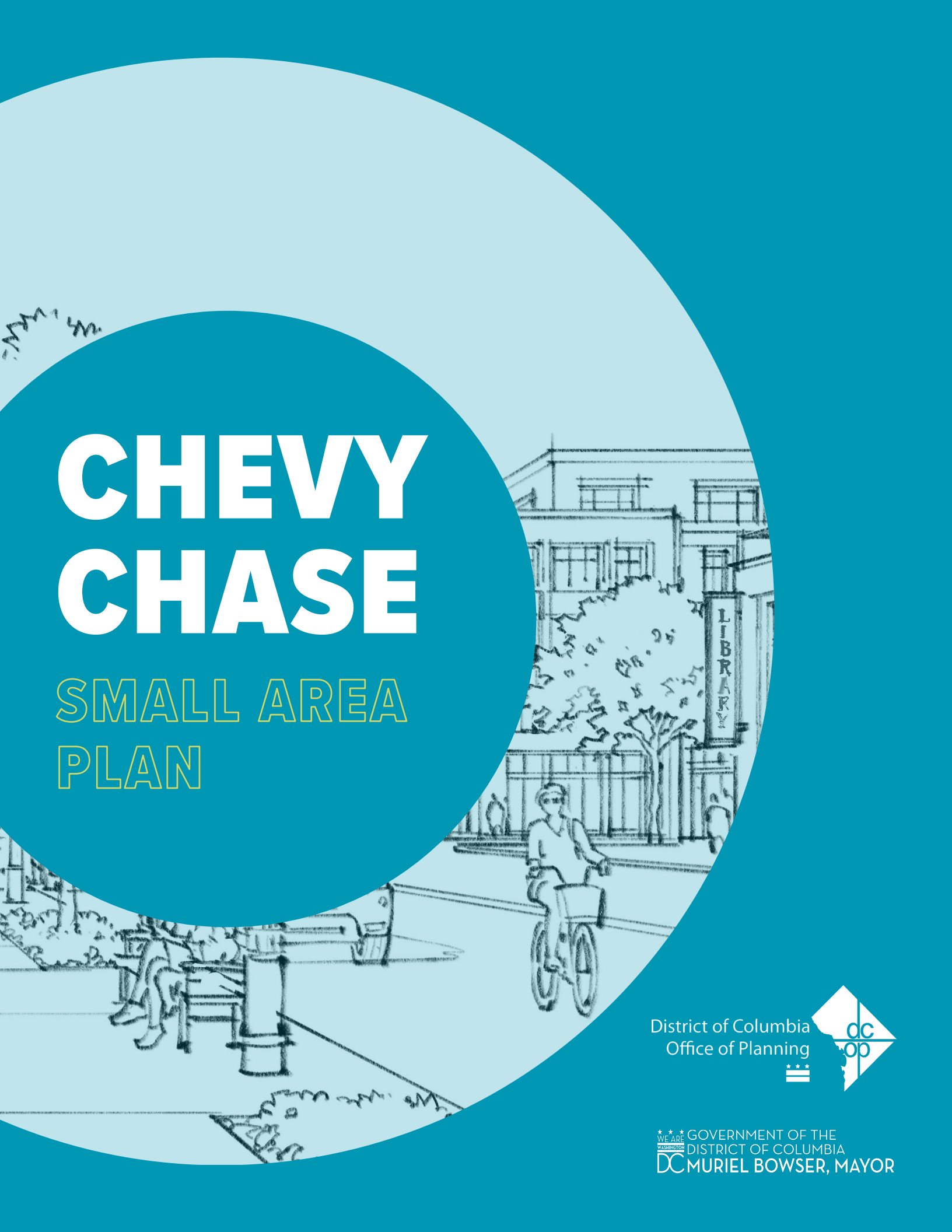
Alex Krefetz, Program Manager

## CONSULTANT SUPPORT

Link Strategic Partners  
Center for Urban and Racial Equity  
Cunningham Quill Architects  
Seaberry Design and Communications

# CHEVY CHASE

## SMALL AREA PLAN



District of Columbia  
Office of Planning



WE ARE **DC** PROGRESS  
GOVERNMENT OF THE  
DISTRICT OF COLUMBIA  
**DC** MURIEL BOWSER, MAYOR