



**COUNCIL OF THE DISTRICT OF COLUMBIA**  
JOHN A. WILSON BUILDING  
1350 PENNSYLVANIA AVENUE, NW  
WASHINGTON, DC 20004

**MATTHEW FRUMIN**  
Councilmember, Ward 3

**COMMITTEE MEMBER**  
Executive Administration and Labor  
Facilities and Family Services  
Hospital and Health Equity  
Housing  
Transportation and the Environment

Sharon Kershbaum  
Interim Director  
250 M Street, SE  
Washington, DC 20003

October 10, 2023

*Via e-mail*

Dear Interim Director Kershbaum,

As the District Department of Transportation undertakes a safety-focused redesign of Connecticut Avenue NW, improving multimodal transportation options and parking efficiency are important priorities. Additionally, we must prioritize accessibility for people with disabilities and support for small businesses along the commercial corridor. While NOI# 23-170-TOA pursues a worthy goal of improving parking management in Cleveland Park, in my view, implementation of the proposal as drafted will not harmonize parking management with the needs of the nearby small businesses. I urge the department to instead implement more measured parking changes and consider several long-term solutions to better manage parking demand.

As I evaluated the proposed changes, I met with the owners of eight Cleveland Park businesses representing a cross-section of local establishments, including restaurants, hair and nail salons, art studios, and a dry cleaner. While there were mixed reactions to the proposal, most of the businesses expressed deep concern about a transition to all 30-minute parking and hoped either for preservation of the status quo or exploration of more nuanced solutions to improve safety on Connecticut Avenue NW while maintaining accessibility to their storefronts. Specifically, business owners were largely supportive of measures that could improve pedestrian and cyclist safety while maintaining parking on both sides of the Cleveland Park commercial corridor. They also emphasized the need for adequate pick-up/drop-off zones for receiving deliveries and to accommodate growing demand for food delivery and ride share services. I encourage DDOT to join me for future conversations with neighbors, business owners, and transportation experts as we consider how best to implement significant roadway changes in the coming years.

In response to NOI# 23-170-TOA, **I urge DDOT to institute a diverse mix of on-street parking options in Cleveland Park that includes accessible metered parking, 2-hour metered zones, and 30-minute metered zones.** I also urge DDOT to prioritize pick-up/drop-off access along the commercial corridor to support local businesses. There is consensus community support for this

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position; Advisory Neighborhood Commission 3C and several local business owners have made similar requests.

Additionally, I encourage the department to consider innovative strategies to address the needs of small businesses, including removing rush hour parking restrictions, expanding the performance parking program, and pursuing public access to off-street parking options. These changes are crucial as we transition Connecticut Avenue NW from a six-lane highway to a multimodal corridor; they may also serve as a precursor to broader parking reform in Ward 3 and across the District.

**Parking Duration and Access**

If the NOI# 23-170-TOA proposal were implemented without revision, the parking changes could harm several small businesses without meaningfully improving the parking management issues in Cleveland Park. As legacy small businesses continue to recover from the pandemic and construction-related interruptions, area parking policies must prioritize enabling access to the commercial corridor.

1. Proposal to convert the existing 2-hour metered parking zones on the 3300-3400 blocks of Connecticut Avenue NW, 2700 block of Ordway Street NW, 2900 block of Macomb Street NW, and 2700 block of Ordway Street and the residential parking zone on the south side of the 2900 block of Newark Street NW to 30-minute metered parking zones.

Thirty minutes is insufficient to visit a hair/nail salon, eat a meal, paint pottery, or run multiple errands. Businesses whose customers require more than 30-minute parking comprise a significant portion of Cleveland Park's retail mix and most lack off-street parking access. The department is proposing to replace the vast majority of 2-hour metered parking with 30-minute zones. This will make it harder for customers coming from outside the neighborhood to patronize local businesses.

DDOT's evidence-based efforts to increase parking turnover are positive, but increased turnover should not come at the expense of usability. To better strike a balance between these priorities, the department should work to maintain predominately 2-hour metered parking zones while transitioning to 30-minute metered parking where it can improve turnover without unintended externalities for small businesses. The proposal does not account for pick-up/drop-off spaces that are crucial for the success of restaurants as a growing share of sales come from food delivery services. With the Temporary Permits for Restaurant Pick-Up/Drop-Off Zones program slated to end soon, formalizing pick-up/drop-off availability along the Cleveland Park commercial corridor and clearly marking its placement is crucial.





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Some residents have expressed concern that converting the residential parking zone on the south side of the 2900 block of Newark Street NW to 30-minute metered parking would reduce parking availability for neighbors. These concerns were initially exacerbated by the construction of the Macklin Apartment project, which received a waiver of on-site parking requirements. I have spoken with the developer, who committed to comply fully with the Board of Zoning Adjustment condition excluding the building from Residential Parking Permit (RPP) program eligibility. He indicated that all lease or sale documents will include notice of the exclusion. As there is now certainty the RPP exclusion will be enforced and all homes on Newark Street NW except one has off-street parking in the form of a driveway, I am optimistic that converting a small portion of the Newark Street NW residential parking zone to metered parking will improve access to the Cleveland Park commercial corridor without burdening neighbors.

2. Proposal to convert the existing 2-hour commercial loading zones on the 3400 block of Connecticut Avenue NW to 30-minute commercial loading zones, and to increase commercial loading space allocation by converting 71 feet of metered parking.

In addition to preserving parking accessibility, expanding loading space was a priority for local business owners. I'm glad that the proposal suggests converting 71 feet of metered parking to add additional commercial loading space. This is especially important as several businesses on the corridor have no rear entrances or limited alley access. Unfortunately, NOI# 23-170-TOA suggests restricting the Connecticut Avenue NW commercial loading zones to 30 minutes, an insufficient duration for some businesses. DDOT should instead allot one hour or longer for use of commercial loading zones to ensure trucks have sufficient time to unload.

### **Innovative Parking Management Solutions**

Innovative parking management solutions have been employed across the country to mitigate significant demand even as parking supply contracts. DDOT has considered several of these strategies but has not proposed implementation on Connecticut Avenue NW or in Ward 3 more broadly consistent with the intent of NOI# 23-170-TOA. The department should take the following actions:

1. **Eliminate rush-hour parking restrictions.**

In March 2023, I called on the department to remove all rush-hour parking restrictions north of Calvert Street NW on Connecticut Avenue NW. I reiterate that request. Converting the rush-hour travel lane into parking would decrease pedestrian crossing distances, improve speed limit compliance, and expand parking availability along the corridor. This proposal received broad support from community leaders, local business owners, and Advisory Neighborhood Commission 3C. Unfortunately, the department declined my request, claiming such an





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intervention would not provide a safety benefit and was unnecessary given the Connecticut Avenue NW road redesign would be implemented in a “timely” manner. Removing rush-hour parking restrictions on the corridor is a commonsense traffic calming and parking management measure. I urge the department to reconsider its position, especially given the Connecticut Avenue Multimodal Improvement Project’s delayed completion target.

**2. Demarcate on-street parking spaces.**

Demarcating parking spaces can encourage optimized parking utilization. Drivers frequently use road space inefficiently; demarcated spaces require drivers to park in defined spaces. This acknowledges the reality of limited parking availability and allows DDOT to calculate the total parking supply more accurately. This low-cost intervention could be implemented immediately, improving parking efficiency without delay.

**3. Pursue off-street parking alternatives.**

As the department implements infrastructure changes that result in fewer available parking spaces, including through closure of the Service Lane and the future road redesign, it should simultaneously pursue off-street parking alternatives in the area. Transitioning away from reliance on private cars is an important goal, but that conversion must be gradual and accommodate the needs of seniors and those with disabilities. I am exploring whether it might be possible to facilitate affordable public access to off-street parking facilities, including at Sam’s Park and Shop and the Cleveland Park United States Postal Service Office. I hope that DDOT will join me in these efforts.

**4. Expand demand-based pricing like Performance Parking.**

Demand-based pricing models have been successful in jurisdictions across the country, and the District’s Performance Parking pilots have efficiently addressed high demand and increased turnover. Demand-based pricing is proven to reduce time to find an available parking space, reduce congestion, and improve safety and compliance. I strongly support DDOT’s plan to expand demand-based pricing to on-street spaces across the District, and I urge prioritization of installation on Connecticut Avenue NW.

Cleveland Park’s parking management issues signal a broader need for innovative parking reforms across the District, especially as it pertains to residential parking in areas with high-demand. I look forward to working with you to support parking reforms that improve accommodations for seniors, people with disabilities, and small businesses, while supporting a robust transition to multimodal transportation on the Connecticut Avenue NW corridor.





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Sincerely,

A handwritten signature in blue ink, appearing to read "Matthew Frumin".

Matt Frumin  
DC Councilmember for Ward 3

