



A 30-year vision for CHEVY CHASE-DC

ward3vision

smart growth. vibrant neighborhoods

October 2021

CONTEXT

What is our community?

Variety of uses

We have residential, commercial and institutional uses;

Diverse building types

From small houses to in-line retail and large apartment buildings!

Many styles

We have an eclectic range of architectural styles.



CONTEXT TODAY

Recent events have challenged the vitality of retail in Chevy Chase DC.

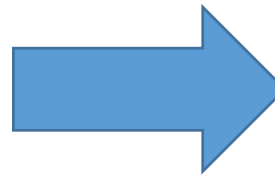
More community members who can walk to and patronize businesses along Conn. Ave. can help to sustain the vitality of open space.

New local residents who are within walking distances means less reliance on accommodating the automobile to sustain retail.



Less of this (above)....

More of this....



Old and new, tall and short.....it's all Chevy Chase!

Approximate height of 5333 Conn. Ave. (110')

Approximate height of multi-family buildings on Conn. Ave. south of Livingston Street (90')



Note: all heights shown are approximate
W3V proposes 65' to 75' heights along Conn. Ave.

West side between Livingston, Morrison and McKinley

Old and new, tall and short....it's all Chevy Chase!

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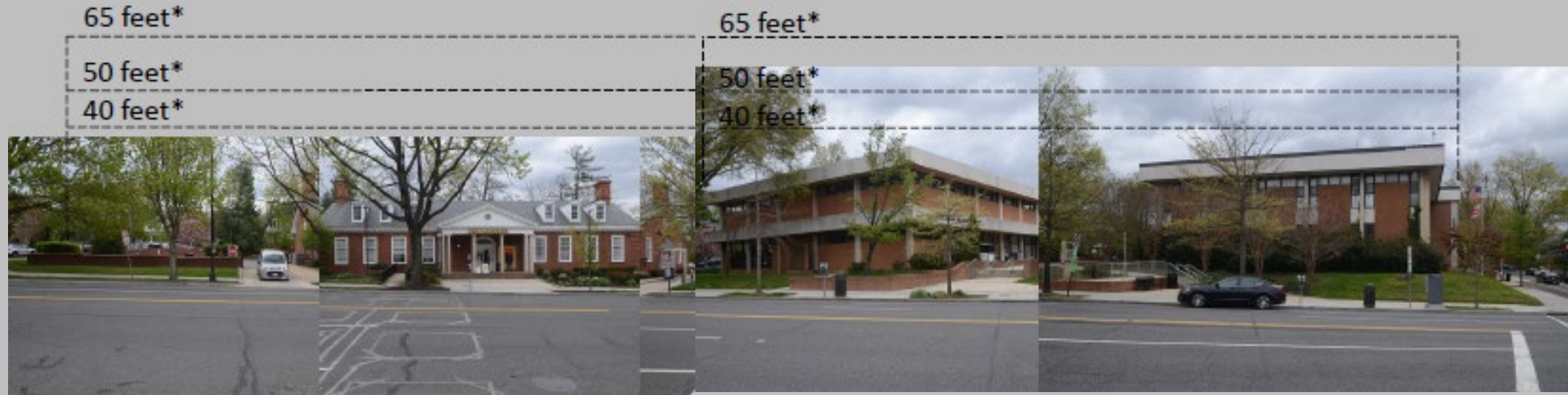
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West side between McKinley, Northampton and Chevy Chase Circle

Old and new, tall and short....it's all Chevy Chase!

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East side between Chevy Chase Circle, Northampton, and McKinley

Old and new, tall and short....it's all Chevy Chase!

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East side between McKinley, Morrison and Livingston

A ROAD MAP TO THE FUTURE

What tools help us achieve the big goals we have identified in our visioning sessions?

How do we apply those strategies to achieve great results for our community?

| Goals | Strategies | Objectives | Tactics |
|------------------------------|---|---|--|
| Quality of Life | <ul style="list-style-type: none"> Enhance walkability Economic vitality of the retail strip | <ul style="list-style-type: none"> Prioritize pedestrian experience 'Street-forward' design to support active uses. Locate ground floor uses to support active streetscapes | <ul style="list-style-type: none"> A right-sized 'Main Street District' w/ guidelines supporting ground floor retail frontage. A primarily residential 'Gateway District' w/guidelines to encourage active community-oriented ground floor uses. A Public Space plan to provide amenities and encourage creative use of sidewalks and other public spaces |
| Neighborhood Character | <ul style="list-style-type: none"> Embrace cultural and historical features of the neighborhood Recognize and celebrate architectural diversity of the neighborhood | <ul style="list-style-type: none"> Retain some existing structures, infill with buildings designed with similar/compatible features Retain existing local/small businesses. Attract new quirky retailers | <ul style="list-style-type: none"> Encourage smaller development parcels to increase variety Include Townhouse-scale transitions in massing of new development adjacent to existing sfh A symbolic 'Gateway Civic Core' at Comm Ctr/Library which functions as an activity center – recreation, farmers market, outdoor performance place, outdoor films, etc. A right-sized retail oriented 'Main Street district' featuring small tenant spaces Incentives to retain/attract local/small businesses |
| Environmental Sustainability | <ul style="list-style-type: none"> Compact development at transit rich locations Sustainable building practices | <ul style="list-style-type: none"> Increase density along Ct Ave Reduce car use, increase transit use and alternative modes | <ul style="list-style-type: none"> Larger buildings near the Circle, on East side of Ct. Require stringent energy standards for new development Review and update public space and roadway design parameters |
| Social Equity | <ul style="list-style-type: none"> More Affordable housing | <ul style="list-style-type: none"> Provide a range of housing options for all ages and income levels | <ul style="list-style-type: none"> Comm Ctr/Library Co development w/ Affordable Housing Probably IZ+ on other sites |

LOOKING AHEAD

Which models are best?

- Traditional city streets offer designers precedents for “placemaking”;
- Buildings that create well-defined streets and spaces;
- Active and welcoming ground levels;
- “Human-scaled” design with familiar elements such as storefronts, windows, balconies,....avoiding abstract or out-of-scale gestures.



STYLE?

Architectural expression may vary...traditional and modern can co-exist.

These are examples of attractive contemporary buildings that may or may not be right for Connecticut Gateway.

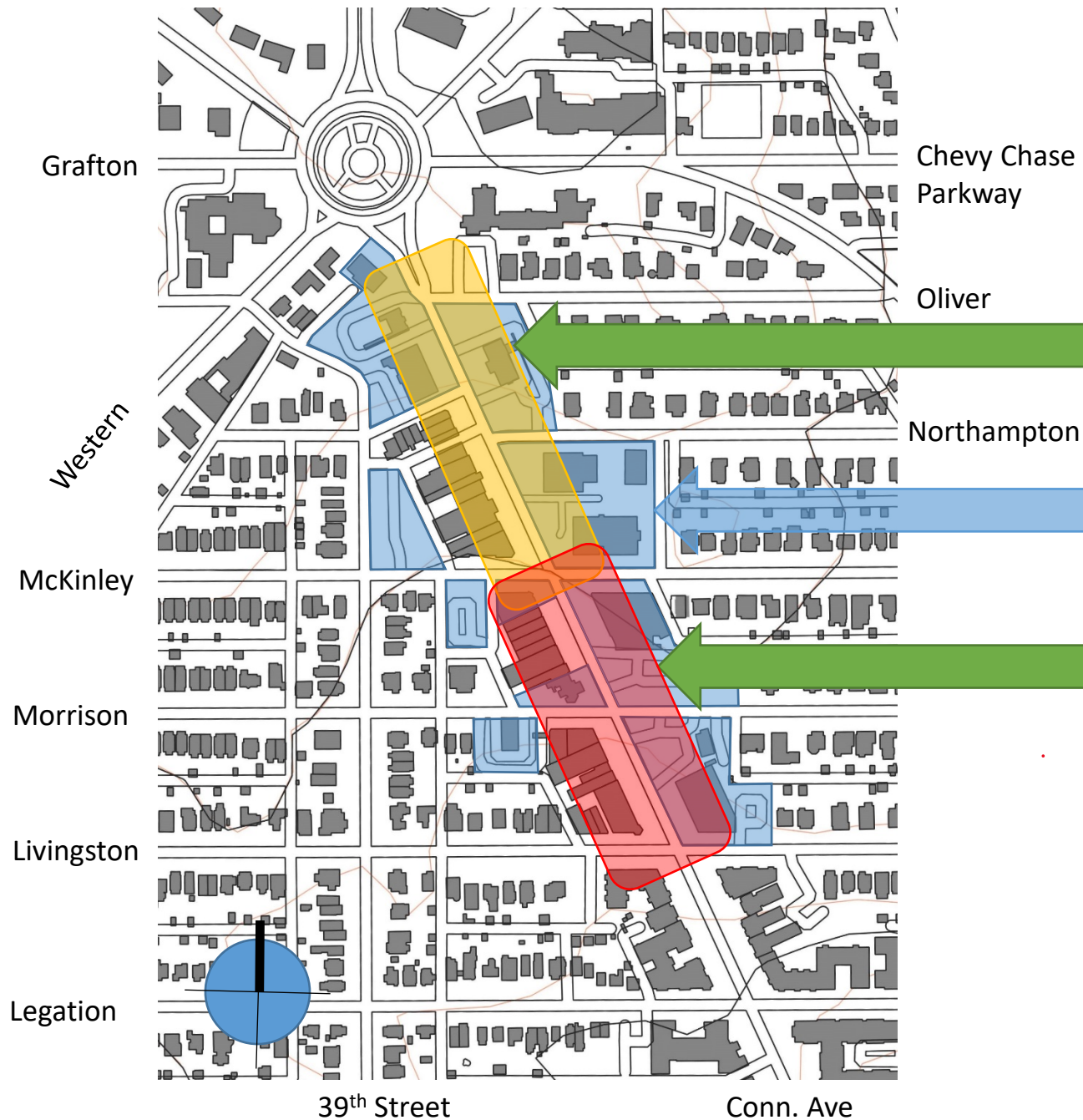
We should talk about what kind of architecture works best for our neighborhood, but the key to making the street great is a lively ground floor and active public space!



EXISTING CONDITIONS



THE BIG IDEA



North end: **Gateway District:** Public uses (Community Center/Library, the Avalon) and public spaces (Chevy Chase Circle, new civic space at the Community Center), grander scale.

Opportunity sites

South end: **Main Street District:** Focus on retail uses, existing structures, modest scale of infill development.

OPPORTUNITY SITES

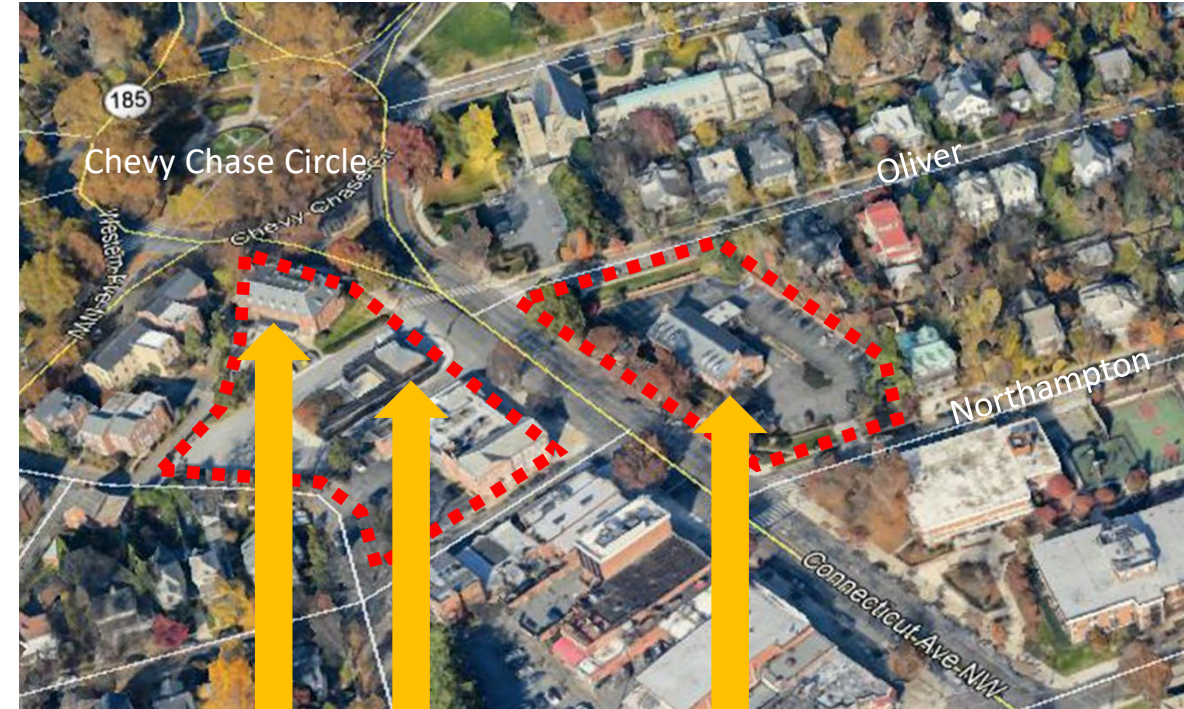
Here is where development might happen over the next few years or decades



-  Opportunity Sites
-  Existing to remain

OPPORTUNITY SITES

5700 Block- East and West



Long and Foster

WMATA

Wells Fargo

5700 Block- East and West



Gateway District may be challenging for retail so ground floor uses might include a ChCh History Center, city services, concierge, offices for ChCH Main Street and ANC, gyms, library uses, post office, business center, kids indoor play spaces, business incubators and pop-ups, interim relocation for retail, and other civic/institutional uses



West:

Multi-family (with u/g parking) up to 75' or max under FLUM, incorporate historic bus shelter/WMATA Loop, Decrease height at west, transition to townhouses to the west.

East:

Multi-family (with u/g parking) up to 75' or max under FLUM, transition to townhouses to the east.

OPPORTUNITY SITES

5600 Block- East and West



Parking Lot

The Avalon

Library and Community Center

5600 Block- East and West



West:

“Gentle” density, townhouses
or live/work infill
4 story limit

East:

Rebuild Comm. Center and Library,
incorporate affordable housing (up to
65’) with u/g parking, civic plaza

OPPORTUNITY SITES

5500 Block- East and West



Parking Lot

CVS

Diner

Safeway

5500 Block- East and West



West:

CVS site: 65' multi-family (with u/g parking), step to townhouses at west; 3 to 4 level live/works at Diner site

East:

Rebuild Safeway with 65' residential above (with u/g parking); step down to east

OPPORTUNITY SITES

5400 Block- East and West



Parking Lot

PNC Bank

Exxon Station

5400 Block- East and West



West:

Townhouses or live/works, 4 story
max height

East:

Multi-family (with u/g parking)
up to 65', step down to east

Taller buildings at "Gateway"

Transition to townhouses

Note: All residential development to include a minimum 10 to 20% affordable units

Existing to remain

New 65' residential and retail

New lower scale infill

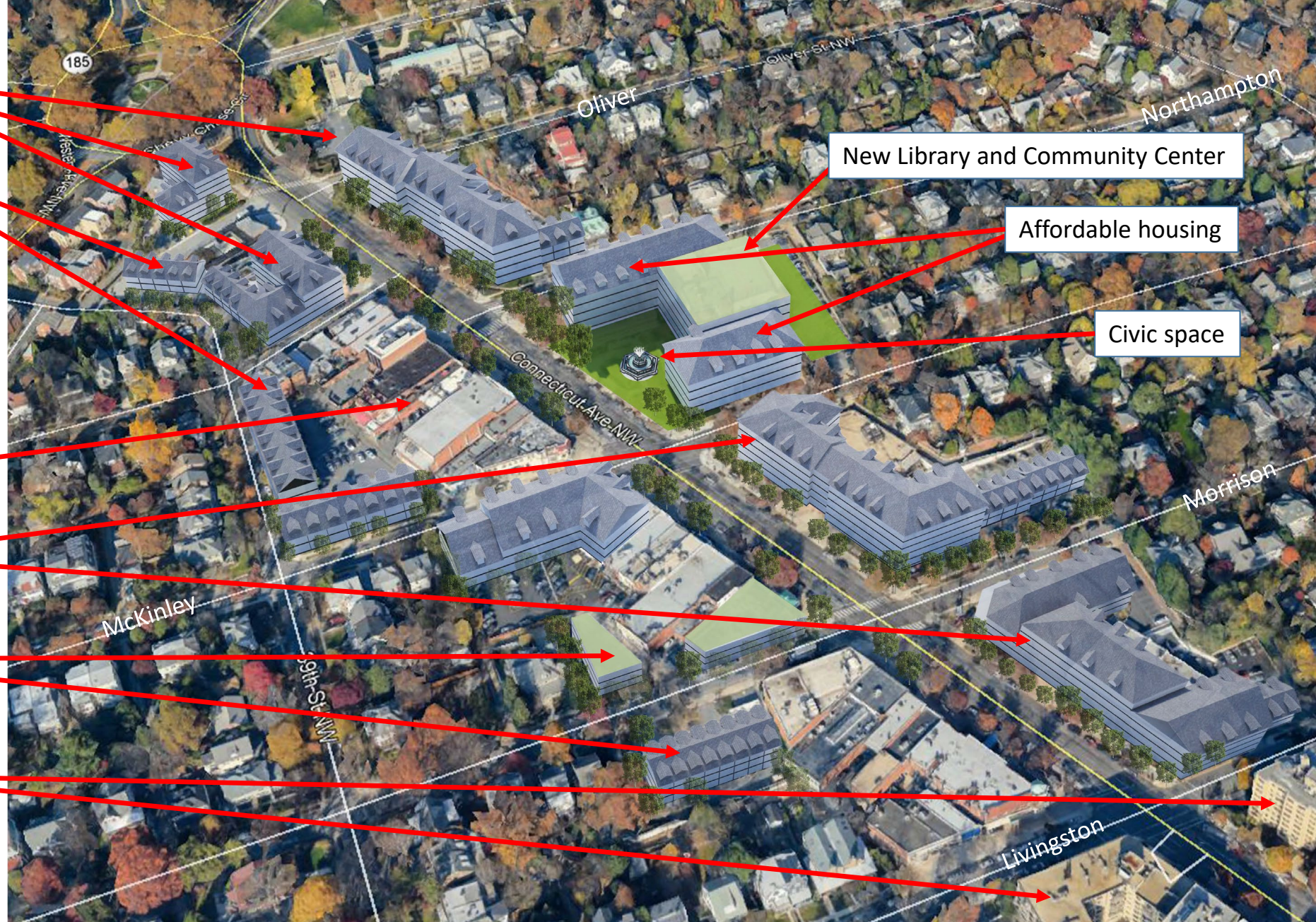
Existing 90' tall residential

New Library and Community Center

Affordable housing

Civic space

SUMMARY 30-year VISION





Please take a moment to complete the survey.

Historic Chevy Chase DC <https://www.historicchevychasedc.org/>

Ward3vision <https://ward3vision.org/>

DC Office of Planning: <https://publicinput.com/chevychase>

