

The Newsletter of the Cleveland Park Historical Society

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THE SIGN IS SAFE!

Uptown Theater Sign Saved by Neighborhood Outcry and Historic District Status

By Carin Ruff

Word spread like wildfire the last Friday in July when alert neighbors noticed a sign in the window of the Uptown Theater announcing an application by the management, AMC Theaters, to change the historic neon UPTOWN sign to an AMC sign. CPHS leaders and ANC3C Commissioners were alerted by a post on the Cleveland Park listserv and within hours were flooded with emails saying "Save our sign!"

ANC3C Commissioner Emma Hersh took the lead in spreading the word and contacting AMC, helped by CPHS's social media channels and the Art Deco Society of Washington. Cleveland Park neighbors and Uptown fans from across DC and beyond contacted AMC. By Monday morning, July 31st, the media and local bloggers were all



Opening night at the Uptown, 1936. The sign is an integral part of the theater's design and has been in place for 81 years!

over the story. Monday afternoon, after a barrage of calls, emails, tweets, and press interest, AMC announced they were withdrawing their proposal to replace the sign. (Continued on page 2)

CPHS & Cleveland Park Historic District News

The Sign is Safe! (Continued from page 1)

AMC spokesman Ryan Noonan wrote, "We appreciate the passion and feedback from the community, and look forward to serving moviegoers at AMC Uptown 1 for years to come."

AMC plans to submit a new proposal to introduce AMC branding elsewhere on the facade and use LED lighting for the historic sign. Many have expressed concern about LED lighting changing the character of the historic neon sign, which is itself a character-defining feature of the period. Any new proposal that AMC submits will be carefully evaluated by the DC Historic Preservation Office staff. Cleveland Park specialist and deputy head of HPO Steve Callcott has told us that if HPO feels the proposed LED technology would not alter the character of the historic sign, they will evaluate it at the staff level; if HPO is concerned that LED would change the character of the sign, they will refer the case for full review by ANC3C, CPHS's ARC, and the DC Historic Preservation Review Board. Mr. Callcott said that HPO has regulations that "recognize and encourage the retention of vintage and historic signs," and HPO staff believe "that the Uptown sign is exactly the type of iconic sign the regulations are trying to protect." We will keep readers apprised of further developments.

CPHS was heartened to see such unanimity of feeling on a preservation issue. It turns out that people who rarely agree on anything to do with preservation in Cleveland Park *all* love the Uptown sign—not only for sentimental reasons, but because they recognize it as integral to the historic design of the theater. The outpouring of sentiment in support of the sign was cheering as well as effective.

Notably, saving the sign was possible both because so many people cared so much and acted so quickly, and because Cleveland Park is already a historic district with the backing of DC's preservation law. The Uptown's status as a contributing property in the Cleveland Park Historic District is what required AMC to post notice of their intention to change the sign. (See next page for more about the new notice requirements that resulted in the sign in the Uptown's window.) Without the Cleveland Park Historic District designation, it's possible the sign could have been saved, but it's equally possible that AMC could have removed the sign with no notice to the community and no review. It's an instance of the foresight of our founders, who nominated this district 31 years ago.

Renowned Cleveland Park Artists Win "Making D.C. History" Award

By Judy Hubbard



Di and Lou Stovall in their Cleveland Park studio. (Photo by Judy Hubbard)

On Thursday, September 28, at the Newseum, the Historical Society of Washington, D.C. will honor five D.C. history makers, including Cleveland Park's own Lou and Di Stovall.

Since 2012, the annual Making D.C. History Awards have honored 21 local individuals and organizations for their contributions to our city's rich cultural fabric. Both artists, Lou and Di Stovall will receive the Making D.C. History Award for Distinction in Artistic Achievement. According to Historical Society board member Judy Hubbard, they were chosen "because they have fostered a community of artists and provided numerous services to the community. Together, they have created an extraordinary body of art and have international reputations in the art world."

Lou is a master printmaker. Since 1967, he and Di have printed over 200 posters for both national and local organizations. Lou has printed limited edition prints for over 100 artists, many of them from Washington. Beginning in 1968, the Stovalls' Workshop, Inc. provided a meeting place for the art community and for interns and visiting groups to learn printmaking and craftsmanship. Residents of Newark Street since 1973, they continue to be full-time artists, stay involved with the local art scene, and support neighborhood activities including block parties.

For tickets to the Sixth Annual Making D.C. History Awards and sponsorship information, visit www.dchistory.org.

CPHS & Cleveland Park Historic District News

New Neighbor Notice Procedures for Projects in the Historic District

Under new regulations, the DC Historic Preservation Office (HPO) will notify adjoining and facing neighbors about any project submitted for Historic Preservation Review Board review, and will provide copies of the submitted plans to the neighbors upon request. Applicants must also post prominent signs at the project address about the pending HPRB application. (This is the requirement that alerted neighbors to the proposal to change the Uptown's sign.) Because this duplicates the ARC's neighbor notice requirement, the ARC decided at its July meeting to eliminate its separate neighbor notice requirement. The new system will streamline procedures for applicants while providing the same level of notice to neighbors in a standardized form.

This is a change in the procedure for notifying neighbors, not in the ARC's interest in hearing neighbor input.

Neighbors are welcome to contact us with any questions about proposed projects near them and to find out when the ARC will be reviewing the project. As always, neighbors are welcome to attend ARC meetings to hear plan presentations, ask questions or give feedback, and are also encouraged to send written comments to Carin Ruff at staff@clevelandparkhistoricalsociety.org either before or after ARC meetings for inclusion in the materials that the ARC forwards to HPO staff. The ARC will report to HPO staff on any neighbor comments it receives and will forward any letters from neighbors along with its own report.

Read more about design review procedures at our website, ClevelandParkHistoricalSociety.org under "Historic District & Design Review."

Voices Sponsorships

In this issue, you'll see sponsorship notices from four neighborhood businesses, **DLM Web Development, Anne Weir/Washington Fine Properties, Cleveland Park Valet, and Treacy & Eagleburger Architects.** Their sponsorship covered the cost of printing this issue of *Voices* and allowed us to print additional copies to share with new neighbors. Thank you to our inaugural sponsors!

We welcome sponsorships for future issues. Visit **clevelandparkhistoricalsociety.org/voices-sponsorships** or email Carin at **staff@clevelandparkhistoricalsociety.org** to learn more.

CPHS Leadership & Members Join Connecticut Avenue Commercial Area Committees

This summer, Yael Krigman of Baked By Yael (opposite the Zoo) convened a series of meetings of Cleveland Park and Woodley Park merchants and community members to discuss ways to help the Connecticut Avenue commercial area thrive. There was a strong feeling that we should investigate the possibility of Main Street or Business Improvement District status for the corridor to secure funding and professional staff to advocate for the businesses. In the meantime, initial meetings resulted in the formation of four working groups organized according to the Main Street model. The Cleveland Park Business Association (CPBA) is the umbrella organization for the new committees, each of which includes leadership from community organizations as well as interested neighbors old and new, many with relevant professional expertise. Several CPHS board members, members, and executive director Carin Ruff are serving on the committees. We will keep you updated about developments in our e-newsletter. If you would like to get involved contact Susie Taylor of CPBA at CPBA@gmail.com.

New CPHS Member Listserv

Current and new members of CPHS are invited to join the new CPHS listserv. This is an email distribution list similar to neighborhood listservs, but very low-volume—we won't spam your inboxes—and just for CPHS members to discuss organizational matters, project planning, care of historic buildings, etc. We encourage you to join, but we won't subscribe anyone against their will. We'll send you an invitation when you renew your membership or join this year, or you can email Carin any time for an invitation at staff@clevelandparkhistoricalsociety.org.

CPHS is on Instagram!

Find us at @clevepkhistory. And don't forget to follow us on Facebook at Facebook.com/ClevelandParkHistory and Twitter at @clevepkhistory.

If you have pictures from the Cleveland Park historic district, we'd love to see them. Post them on our Facebook page, tag us in Instagram or Twitter, or email them to Carin at staff@clevelandparkhistoricalsociety.org and we'll share and credit you.

CPHS Day of Tours: October 1st

We are planning several walking tours in the Cleveland Park Historic District for the afternoon of Sunday, October 1st.

Tours will include:

- Kit houses (by Sears and other companies) with kit house expert Catarina Bannier
- Houses of the Cleveland Park Company with Carin Ruff and architect Stefan Hurray
- Historic buildings in the Connecticut Avenue commercial area with Judy Hubbard
- Tregaron with Lynn Parseghian, Executive Director, Tregaron Conservancy

Space will be limited. Members get registration priority and a substantial discount on tickets, so join now online or with the form inside the back cover!

CPHS Board of Directors 2017-2018

Hadley Allen ◆ Myra Best ◆ Polly Ghazi ◆ Mary Jane Glass
Tom Hester ◆ Christine Hobbs ◆ Stefan Hurray
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Contact us

Executive Director Carin Ruff (and ARC business): staff@clevelandparkhistoricalsociety.org

Preservation Task Force: preservation@clevelandparkhistoricalsociety.org

President Nick Netchvolodoff: president@clevelandparkhistoricalsociety.org

Voices editor Abigail Porter: easporter16@gmail.com

Find us online

ClevelandParkHistoricalSociety.org
Facebook.com/ClevelandParkHistory
Twitter.com/ClevePkHistory
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Uptown T-Shirt Contest

The Cleveland Park Business Association invites entries for a t-shirt design in celebration of Cleveland Park and inspired by the Uptown Theater's sign and Art Deco facade. The design should feature the Uptown but speak to Cleveland Park more broadly, as opposed to just marketing the theater. It should incorporate the words "Cleveland Park." Beyond that, the concept is open to any interpretation and any style.

A committee of neighbors under CPBA's aegis will select the winning design and have it imprinted on t-shirts to be sold throughout the community this fall by neighborhood nonprofits. The winning entry will become a charitable donation to the community (through CPBA) and the artist will be credited for every use of the image.

Please submit entries electronically (in jpg format) to Mark Rosenman (mrosenman@cpcadc.org) and Susie Zimmerman (susiezimmdc@gmail.com). We would also appreciate a hard copy (8½ x 11") either mailed to Mark (3023 Newark St, NW 20008-3342) or dropped off at Wake Up Little Suzie (3409 Connecticut Avenue, NW).

The deadline for submissions is **5 p.m. on Friday, September 29th.** Thank you in advance for your creative submissions!



Danna McCormick 202-966-9410 danna@dlmwebdevelopment.com

Website developer for

- · Cleveland Park Historical Society
- · Cleveland Park Citizens Association
- · Cleveland Park Congregational Church
- · Cleveland Woodley Park Village
- · Rosedale Conservancy
- · Tregaron Conservancy

Historical Society of Washington and Washingtoniana Division Reopen at The Newseum

Washington's two major library collections for local history research are both temporarily displaced while their buildings are being renovated—the Washingtoniana Division of the DC Public Library while the MLK Library is renovated, and the Kiplinger Library of the Historical Society of Washington while the Carnegie Library at Mount Vernon Square is renovated in preparation for the coming of an Apple Store to its main floor. The good news is that while their homes are being renovated, both collections will be available at the Newseum starting September 19th. Access to the Newseum to visit the HSW library and Washingtoniana collections is free. Researchers should go to the Group entrance to the Newseum on C Street, NW, for access.



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Preservation & Sustainability at Tregaron, October 26th

The Tregaron Conservancy presents Planning for Preservation & Sustainability at Tregaron: A Report to the Community. While the Tregaron Conservancy works to preserve and recapture landscape design history, the Conservancy is now increasingly targeting key sustainability goals, such as climate-change resilience. Join the Conservancy for the release of a new report and a lively discussion about how the Conservancy will be meeting these dual goals in the coming years. (This report is made possible by a grant from the Dorothea De Schweinitz Fund of the National Trust for Historic Preservation.) The event will be held in the Mansion at the Tregaron Estate at 7:30 p.m. on October 26th. Check the Tregaron Conservancy website for more information: tregaronconservancy.org.

My Cleveland Park: Dale Mann

By Polly Ghazi

As principal of Eaton Elementary, Dale Mann has led a beloved institution in the heart of Cleveland Park for six years. In a new, regular Voices feature we asked him to describe his favorite neighborhood haunts, and why they are special to him.

"First, of course, I would have to say Eaton. Not just the people—although the kids and staff are all terrific and I love them—but because of the building and its history. We celebrated Eaton's centennial the year I arrived as principal. When it was built in 1911, it was a country outpost of DC serving 20 students; now we serve over 470 children from across the District. You can read all about its history in our centennial booklet." (Download the booklet at clevelandparkhistoricalsociety.org/ cleveland-park-history.) "Beyond Eaton, I really enjoy walking in the Tregaron Conservancy. I first discovered it when the principal of Washington International School invited me there. It's a peaceful, hidden haven and place to meditate, away from the busyness of the



city. The first day teachers return to work, I am taking all the staff there to walk the trails and discuss how we can help students stay calm and unstressed during the school year."

CPHS Programs for Students

For the second year in a row, CPHS is sponsoring a program created by the Historical Society of Washington, D.C. to bring local history exploration programs to Eaton Elementary third-graders as part of their D.C. history curriculum. HSW librarians will visit each Eaton third-grade class during November with archival photographs and documents for a hands-on "History Mystery" exercise. (See the students' account of this activity in the Spring 2017 issue of Voices.) We will also coordinate history tours of Rosedale for the students during November, with the help of the Rosedale Conservancy.

CPHS is also working with Urban Adventure Squad, a nonprofit that provides enrichment programs for kids on days when DC public schools are not in session, on a program focusing on Cleveland Park's historic architecture. Read more about Urban Adventure Squad and sign up for their programs at **urbanadventuresquad.org**.

Your membership donations help fund CPHS programs for kids and partnerships with educational organizations. If you'd like to be involved in CPHS kids' programming, let us know when you send in the membership form (inside back cover) or email Carin at staff@clevelandparkhistoricalsociety.org. We're happy to have new ideas and volunteers to spearhead kids' programs. We will need helpers, too, for the holiday gingerbread house decorating party in early December, so if candy is more your speed, we can definitely use your help!

Tell Us About Your Cleveland Park Research

M. J. Rymsza-Pawlowska, whose article appears opposite, is just one CPHS member whose research touches on the history of Cleveland Park. We know there are a lot more of you out there. If you are working on a local history project and would like to share some of your findings in an informal, short piece for *Voices*, we'd love to hear from you. Contact Abigail Porter, *Voices* editor, at easporter16@gmail.com.

Cleveland Park's Community Groups: A Brief History

By Malgorzata J. Rymsza-Pawlowska

As Voices readers know, this year marks the 30th anniversary of the addition of the Cleveland Park Historic District to the National Register of Historical Places. Since the spring, I have been examining the archives of the Cleveland Park Historical Society at the Historical Society of Washington, D.C. to research this effort.

What has become evident to me at the outset is the longstanding and ongoing role of community organizations in Cleveland Park. When the Cleveland Park Historical Society was inaugurated in 1984, many founding members were already participating in a host of other local groups. A poster that I found for the tenth anniversary of the Babysitting Coop highlights some of them: the Cleveland Park Club, the Friends of Tregaron, the Cleveland Park Citizens Association, and the Reno Road Coalition, along with book clubs, garden clubs, block parties, and even food co-ops. Some of these groups were social by nature, but others spoke of an established tradition of local activism. In the 1960s and 1970s, groups like Citizens for City Living, the Tenley and Cleveland Park Emergency Committee, and Save McLean Gardens had begun organizing against development proposals in the 1960s and 1970 that included a highway cutting through upper Northwest, and housing and commercial building on some of the neighborhood's older estates. In 1987, Save Our Supermarket fought the closure of a Connecticut Avenue Safeway in Cleveland Park (even getting Marion Barry involved!), and helped facilitate the move of the Brookville Market into the space. All of these groups, and the people who participated in them, helped pave the way for the formation and continued success of the Cleveland Park Historical Society, which was formed by individuals who had (and in many cases, continue to have) long experience with and within the community.

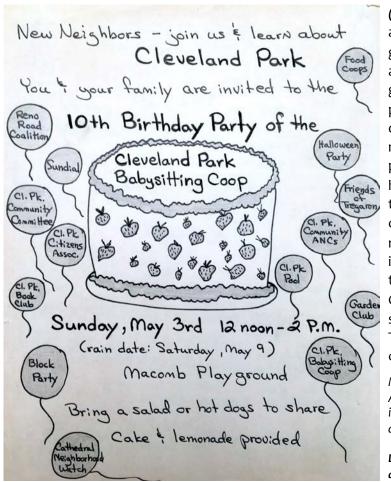
But these immediate forbears represent only a small portion of the local organizations that have defined Cleveland Park over the years, and that have emerged as part of my research. For example, members of the Cleveland Park Citizens Association formed the Friends of the National Zoo (FONZ) in 1958. And in the 1970s, the radical feminist journal

Advisory Neighborhood Commission 3C sponsors a meeting to discuss DISTR owners and business concerns in Cleveland Park to be designated Category II Historic District of D.C. and to be listed on the SUZANNE GANSCHINIETZ, Archictectural Historian; Staff, D.C. Historic Preservation Office
CHARLES ROBERTSON, President, Dupont Circle Conservancy
DENNIS BROWN, Architect; Dupont Circle Citizens Association
KATHERINE SOFFER, Capitol Hill Restoration Society
TERSH BOASBERG, Cleveland Fark resident; Attorney with speciality
in historic preservation law nationwide; founder of Preservation
Action and the National Center for Preservation Law.
DICKSON CARROLL, Architect; Cleveland Park resident; experience in
designing historic districts.
Proposed Boundaries Proposed Boundaries South: Woodley Road-Klingle Road, Twin Oaks & Tregaron. East: Behind buildings on east side of Connecticut Avenue. North: Melvin Haze Park and behind houses on Rodman St. NW. West: Wisconsin Avenue-east side. An application is in the process of being prepared with the support of A.N.C-3C for more information call Kathy Wood 244-1276

A 1985 poster from the records of the Cleveland Park Historical Society at the Historical Society of Washington

off our backs had a postal address in Cleveland Park. Today's Cleveland Park Business Association has an active role in the neighborhood, but in the 1940s, a Cleveland Park Businessmen's Association held regular meetings, dinner dances, and picnics for the community. In the early 1990s, the Cleveland Park Merchants Association worked briefly with representatives from the Main Street Network to try to bring additional commerce to the neighborhood.

Cleveland Park, in other words, has always been a neighborhood with abundant community and civic participation—and knows it. In 1984, students at John Eaton put on a musical called *Cleveland Park Voices* (the inspiration for the title of this newsletter) based on oral histories done earlier that year. One of the songs, "Telephone Hour," included the following lyrics: "What's the word / Have you heard? / Will you be at the hearing tonight?" (Continued on page 8)



(Continued from page 7) It's evident that Cleveland Park has a rich history of community organization, and that these groups and others have had a significant impact on the look and feel of our neighborhood over the years. Cleveland Park groups have engaged on such diverse issues as historic preservation, women's rights, land use and commercial development, and food distribution, to name a few. While in many ways, community organization in the neighborhood particularly around issues of commercial development and historic preservation—reflects concurrent endeavors around the city and the nation, Cleveland Park's efforts have not only been more successful than many others, but they also reflect a set of remarkably consistent ideals about the importance of community organizing. Those ideals continue to inform present-day efforts, whether that means the new Cleveland Park Business Association, or last month's successful campaign to save the neon sign at the Uptown Theater. Clearly, community groups in Cleveland Park continue to thrive.

Malgorzata J. Rymsza-Pawlowska is a Cleveland Park resident and Assistant Professor of History at American University, where she also is Associate Director of the Graduate Program in Public History. She is a native Washingtonian.

Left: a 1986 flyer from the records of the Cleveland Park Historical Society at the Historical Society of Washington



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Join CPHS or Renew your Membership for 2018

It's membership renewal time, and we'd love to have new members, too. Everyone is welcome to join CPHS. Apart from donations for particular projects like *Voices* and call box restoration, CPHS is entirely funded by membership dues. Join or renew now and your membership is good though **December 2018**—and we won't bug you to renew this winter. You can join or renew online at **ClevelandParkHistoricalSociety.org/Membership**, or complete the form below and send it with a check payable to CPHS to:

CLEVELAND PARK HISTORICAL SOCIETY, P.O. BOX 4862, WASHINGTON, DC 20008

CPHS is a member-supported, 501(c)(3) nonprofit organization and your contribution is tax-deductible to the extent allowed by law. Thank you for your support!

New! Continuing Membership Option When You Join or Renew Online

New this year: If you join or renew online, you have the option of a new membership category, a continuing membership for \$10/month, billed automatically. Your membership is always current and we never bother you about renewing. Visit **ClevelandParkHistoricalSociety.org/Membership** for details. Of course, we welcome support at any level as always, by check or online.

Help Recruit New Members

We would very much like to expand our membership base. Do you have new neighbors who may not know about CPHS? Would you be willing to deliver them copies of *Voices* and historic district brochures and invite them to join? Email Carin Ruff at **staff@clevelandparkhistoricalsociety.org**, or check the box on the membership form below and we'll drop off materials for you.

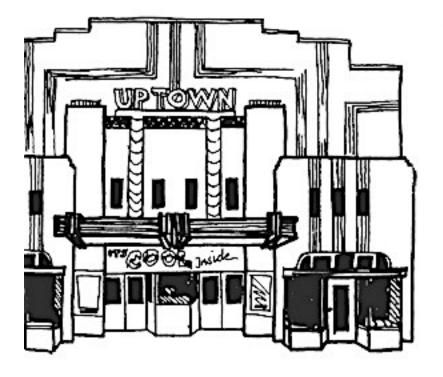
Name(s):	
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Note! Please be sure we have your current email address so that you do not miss important announcements. We will not spam you with too many emails, but we are now conducting all of our routine communication electronically, which saves us money and allows your membership dollars to go further.	
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	t my neighbors know about CPHS. Please send me extra copies of <i>Voices</i> , historic district membership brochures to share with them.
I would be inter	rested in helping out with: O Tours & Events Oral Histories Ochildren's Programs

All membership levels convey member benefits to everyone in the household. CPHS is a member-supported, 501(c)(3) nonprofit organization and your contribution is tax-deductible to the extent allowed by law. Thank you for your support!

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VOICES FALL 2017



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Illustration by Eleanor Oliver