Cleveland Park Historical Society invites you to its
1993 Annual Meeting
at
"Rosedale"
Youth for Understanding
3501 Newark Street N.W.
Sunday, April 25th
5 to 7 p.m.

- CPHS Accomplishments and Goals
- Architectural Awards
- Slide-talk by R. McDuffie Nichols, National Main Street Center: "The Main Street Approach in Urban Neighborhoods"
- Reception

CPHS invites all neighbors to its Annual Meeting. Come hear about our activities and how you might participate. "Mac" Nichols of the National Main Street Center will talk about one of our most exciting new projects—local merchants and property owners working together to revitalize our commercial areas. His Center, set up by the National Trust for Historic Preservation to stimulate economic development in the context of historic preservation, has helped towns and cities nationwide to implement sensitive improvements in neighborhood commercial areas. CPHS has initiated such a "Main Street" project for Cleveland Park.

The annual Architectural Awards will recognize completed projects of particular architectural and/or historic preservation merit. And at the reception you can meet neighbors and ask us questions.

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**CPHS at Work in Our Neighborhood**

By Eleni Constantine, President and Sam Friedman, Community Projects Coordinator

Cleveland Park Historical Society

With this issue of Voices, the Cleveland Park Historical Society launches a new effort to reach out to the Cleveland Park community, to tell all residents who we are, what we are doing, and how you might participate in these neighborhood projects. The Membership Committee (Chair, Judy Saul) plans to follow this newsletter with a mailing to residents in the 2008 zip code, inviting you to join us. In addition, we invite you to attend our 1993 annual meeting at Rosedale on April 25th (see box) to learn more about what we are doing. We hope our projects will interest many of you. We want your ideas and involvement!

As many of you know, CPHS was founded in 1985, as part of a campaign to make Cleveland Park a Historic District and thereby protect the neighborhood from overdevelopment. Since then, the Society has taken on other projects furthering our goal of maintaining those amenities that give Cleveland Park its unique character and make it such a nice place to live. As we now represent over 400 households in Cleveland Park, we often assist the city agencies, particularly the Advisory Neighborhood Commission (ANC) and the D.C. Historic Preservation Review Board (HPRB), by giving them neighborhood views and ideas and working with them to see that these are implemented.

**Current Projects**

Our most active new community projects are: the Main Street Project, initiated by CPHS but now an independent neighborhood organization of merchants, commercial property owners, and residents; the Tree Committee (Chairs, John Poole and Gordon Sheridan), which has coordinated participation by the city and residents to plant over 30 trees to date in both residential and commercial areas; and the Connecticut Avenue Streetscape Project, under the Connecticut Avenue Revitalization Committee (Chair, Ron Hoffer), which is working with merchants, professionals, and residents to plan and implement landscaping and other streetscape improvements on Connecticut. In addition, the Architectural Review Committee (Chair, Jim Bayley) continues the Society’s key role in maintaining the architectural integ-

*Continued on next page*

Inside:

- Judy Hubbard Saul ......................... 3
- Susan Hornbostel .......................... 3
- The Weinsteins of Cleveland Park Valet ...... 5
- Architectural Corner ...................... 6
- Cleveland Park Building Permit
- Process: Steve Callcott .................. 7
- Participate in CPHS ....................... 7
- CPHS Board, Spring 1993 .............. 8
CPHS Activities
Continued from page 1
rity of the Historic District by reviewing proposals for additions or remodeling submitted to the HPRB and providing neighborhood views.

Main Street Project: CPHS’s Newest Initiative
In May 1992 the CPHS Board authorized CPHS Community Projects Coordinator Sam Friedman to initiate the Cleveland Park Main Street Project. Modeled after Main Street projects carried out nationwide by the National Trust for Historic Preservation, this project’s purpose is to discuss and evaluate change in the neighborhood’s two commercial areas—Connecticut Avenue between Macomb and Porter Streets and Wisconsin between Lowell Street and Idaho Avenue. In a series of workshops, the concerns and interests of merchants, commercial property owners and neighbors are identified, goals set for improving the areas, and plans made for cooperative implementation. Building on commercial areas’ inherent assets, the Main Street approach has rekindled entrepreneurship, civic participation, and merchant and property owner cooperation.

A steering committee of merchants, commercial property owners and neighbors for the Cleveland Park project, in place by July 1992 and chaired by Sam Friedman, has developed a mission statement, raised funds, and held three planning workshops in mid-March, 1993. The first was for representatives of neighborhood and local government institutions, including ANC, condominium, cooperative and tenant associations, the CPHS Connecticut and Wisconsin Avenue committees, and D.C. Councilman Jim Nathanson. The other two gathered merchants and property owners from the two commercial areas.

These workshops were led by Douglas Loescher, Senior Program Associate of the National Main Street Center, set up by the National Trust for Historic Preservation to stimulate development within the context of historic preservation. He and Sam Friedman are analyzing the results and will present a summary and draft recommendations for possible next steps to a fourth planning session to be held the week of April 26 for all workshop participants. For further information, leave a message for Sam at 202-363-6358.

Tree Planting: A Continuing Success
Since fall 1991, the Tree Committee has pulled together funds and human resources from homeowners, the city, and urban environmental groups to replant significant parts of the neighborhood, both commercial and residential. CPHS Vice President Susan Hornbostel led the commercial effort. CPHS funds were used to purchase several street trees and consulting services from Trees for the City, an urban environmental group. In March 1992 CPHS volunteers planted these trees on Connecticut and Wisconsin to fill mostly long-vacant tree boxes. To help ensure their survival, CPHS coordinated Adopt-a-Tree partnerships of merchants and residents to water the young trees during the summer.

Tree Committee Chairs John Poole and Gordon Sheridan and Board member Martha Sheridan head the block-by-block residential planting effort. Last fall saw a major planting (22 trees) on Newark Street, with residents providing the funds and manpower. Another is planned for this fall on Quebec Street, with residents again contributing funds for new trees in front of their houses, while CPHS coordinates the permit process and assists with manpower and expertise on planting and maintenance. Blocks wishing to fund and organize a tree planting can contact John (966-8329) or the Sheridans (966-8205).

Spurred by our efforts, the city in the past year has planted other trees on the avenues and removed dead trees, “totem poles” and old stumps throughout the neighborhood. We hope to encourage and take advantage of this spirit. Also, our planting for the next year is supported by a generous grant from ANC-3C. With these funds, we intend to hire a consultant to test the soil on the avenues to determine why trees planted there are dying, correct the apparent soil problem, and replant those trees as well as others apparently weakened by the recent curb installations on the avenues, and/or supplement funds for residential tree planting on streets with particular needs due to heavy traffic or nonresidential uses.

Streetscape Improvement: A New Partnership
A group of Connecticut Avenue Revitalization Committee members is working to improve the streetscape of the Connecticut commercial area. Led by Renata Jones (686-0258), they will start with a pilot project next to the small parking lot in front of Artmaster Printers between Newark and Ordway. Funds from adjacent merchants and community labor will be used to implement a plan drawn up by landscape architect Jim Sines of Green Gardens, Inc.—who generously donated his time and expertise—which calls for paving, benches, and planters. CPHS intends to move forward with the pilot project this spring and hopes to follow with additional areas later this year.

Other Projects and Services
Many Cleveland Parkers may be unaware of CPHS’s various ongoing efforts and services or of our role in supporting other neighborhood groups.

Owners seeking to add to or remodel their homes can obtain from us a set of guidelines explaining the rather frustrating permit process and can get informal assistance with the process and their plans from our Architectural Review Committee (Chair, Jim Bayley, 244-6181), which includes architects and architectural historians. We played a key role in the zoning debates that resulted in the downzoning of the Connecticut and Wisconsin commercial areas and the exclusion of commercial uses from Cleveland Park residential areas.

Most recently, we supported the Cathedral and other neighborhood groups to prevent proposed construction on Wisconsin that would have blocked sunlight from the Cathedral’s west window. We support neighborhood issue groups, such as the Task Force for Oyster, Eaton, and Hearst Schools in its effort to preserve those schools, and the Community Council on the Homeless in its work on behalf of the homeless in Ward 3. We backed a petition circulated by resident Bob Kelley to install a turn lane on the blocks of 34th Street within the Historic District to make that street safer. Because of our track record of commitment and hard work, our support has often helped such groups get the attention of the responsible city agencies.

We hope you will join us at our April 25th annual meeting and decide to participate in one of our projects—or start a new one. Please call any of the people listed above for information about their project; for further information leave a message for a callback from Sam Friedman at CPHS’s number, 202-363-6358.
Cleveland Park Personalities

The authors of these profiles of two CPHS leaders are Judy Hubbard Saul, Kate Sawyer, former editor of The Real Deal of Alice Deal Junior High, and Judy Hubbard Saul, a native Washingtonian, moved to Cleveland Park in 1973. "The neighborhood," she says, "changed my life." In the 20 years since her move, she has "probably belonged to every community organization there is."

It was Judy's interest in architecture that first attracted her to the neighborhood. She soon realized the unique sense of community that Cleveland Park offers. Years ago, sitting on her porch, she and neighbor Kathy Woods talked about making the area an historic district. Under the able leadership of Tersh Boasberg, the Cleveland Park Historical Society was formed in 1985, with Kathy and Judy on the Board. Their musings about an historic district became a reality in 1986.

Originally, no one linked the historic residences with the commercial areas. Judy had heard many older residents say that the Park and Shop on Connecticut was the oldest shopping center on the East coast. Someone had to verify that statement. Judy took on the task of beginning the research on the Park and Shop. Hours in front of the microfilm at Martin Luther King Library led to the needed article, celebrating the Park and Shop's 1931 opening.

Looking back, Judy considers the formation of the historical society "a major achievement" in maintaining "the cohesion of the neighborhood." Today "the neighborhood is intact and better than it was." Now, as well, many new people are moving to Cleveland Park. Judy is back on the CPHS Board as Membership Chair. Stressing the importance of keeping people of different incomes, backgrounds, and ages within the neighborhood, she says her goal is to provide broad and inclusive welcome and outreach.

In this role and in others, Judy realizes that "part of historic preservation is neighborhood revitalization." This process must continue today and in the future. She and her husband, Richard, volunteered in CPHS's "Adopt-a-Tree" program. She believes the community should do more in this area.

As a result of what she calls "an interest in older things," Judy would like to see a senior center in the basement of the newly renovated Park and Shop. The neighborhood, she remarks, is already handicapped-accessible for the growing number of senior citizens in Ward 3. With the nearby stores, restaurants, post office, library, excellent transportation, and even the fire station for emergency medical service, she feels the Park and Shop would be an ideal location for this center. Citing Cleveland Park as a model, Judy believes that "many social problems would lessen" with "activist-minded neighborhoods" ready to address these issues.

Susan Hornbostel

By Francesca Bosco

When Susan Hornbostel and her husband, Peter, moved to Newark Street in 1970, the Cleveland Park community could not have known the extent to which this flourishing artist would become involved in its welfare. Indeed, as soon as her junior daughter, Monika, was enrolled at John Eaton, Susan volunteered hours at the school and adorned the neighborhood with spectacular Block Party signs. Meanwhile, she and Peter—"young and energetic"—channeled a abundance of time, effort, and creativity toward converting their house into a home.

In addition to working on her house and within the community, Susan continued to pursue her career in the arts. With a B.A. from Brown and an M.A. in art history from the University of Michigan, she had first worked at the Smithsonian's Museum of American Art. Later she shifted to silkscreen and etching, and as a printmaker brought her talents to the Torpedo Factory Art Center in Alexandria and from there to Rio de Janeiro, Brazil, for four years.

More recently, Susan began studying garden and landscape design in the George Washington University program of Landscape Design. With a trained eye and special attention to "landscape and the natural world," Susan is thus concerned with the aesthetics of her surroundings. In particular, she has noticed the loss of trees to construction.

The dwindling foliage along neighborhood streets and larger avenues became a genuine concern of Susan's; it has been a central focus of her attention ever since she became Vice President of the Cleveland Park Historical Society under Kathy Wood. In advocating her cause, Susan established CPHS's Adopt-a-Tree program, which not only provides water and care for newly planted saplings but also nourishes a healthy relationship between neighbors and local merchants. Success has been possible, Susan claims, because "everyone likes the idea of watering a tree."

As Vice President of CPHS, she is currently working with the Connecticut Avenue Revitalization Committee, which involves merchants and neighbors "working together to improve the Connecticut Avenue commercial area."

Continued next page
Susan Hornbostel
Continued from page 3

Once again, Susan has been instrumental in promoting a positive atmosphere, as well as a more beautiful setting, within and around Cleveland Park.

In addition to her involvement in the neighborhood's landscaping, Susan continues to use her illustrations and designs as a means of informing and interesting residents in the activities of the community. Just as significantly as her artwork, however, the thriving trees lining Wisconsin, Connecticut, and neighborhood streets are a tribute to the dedicated woman who planted their roots firmly in the soil.

Howard U President to Address Citizens Association June Meeting

Dr. Franklyn Jennifer, President of Howard University, is the featured speaker at the meeting of the Cleveland Park Citizens Association scheduled for 10 a.m., Saturday June 5th, in the Community Room of the Cleveland Park Library on Connecticut, between Macomb and Newark Streets. This meeting concludes the Citizens Association's 1992-93 series of monthly meetings, which also included Dr. Joseph Duffy, President of American University, among its featured speakers, addressing the December 5th meeting. The featured speaker at the meeting of Saturday, May 1, is Carol Swartz.

Founded in 1921, the Cleveland Park Citizens Association is among the oldest in the District of Columbia. In 1991 it received the Outstanding Civic Association Award of the D.C. Federation of Civic Associations. The current president, Mrs. Gilpin Walker, received the Federation's award for outstanding Afro-American delegate in 1991 and its 1992 award for outstanding female delegate.

The Cleveland Park Citizens Association has a distinguished record of attracting lively and informative speakers—local leaders, D.C. government officials, tax consultants, representatives from active neighborhood associations such as the Homeless Council and Iona House, etc. Most meetings also include a neighborhood crime report by a police official and a fire report from a member of the fire department.

Held at the library on the first Saturday of the month from September through June, the meetings are open to all. However, membership in the Association—currently $5 per year—assures you advance notice of the program. For further information, phone Gilpin Walker, President, 362-0221.

Plan a Tree Planting on Your Block

Tired of the blank, leafless stretches along your street? Do you dream of re-creating a shady, soothing Cleveland Park street of yore?

Gather a few neighbors together to take matters into your own hands.

Gordon Sheridan, co-chair of CPHS's Tree Committee and general manager of Johnson's Flower and Garden Centers, would be happy to meet with your group to share his expertise and his experience with other block tree plantings in Cleveland Park.

He can offer advice on: How to organize the neighborhood; choose a tree type—which can be other than the tree designated by the city for your block; obtain permits from the city; call in Miss Utility (a free public service) to check for gas and water lines, etc., before planting; purchase young trees at cost; when and how best to go about planting; and how to nurture your newly planted trees.

Give Gordon a call at 966-8205 (evenings).
Our Neighborhood Shopkeepers

The Weinstens of Cleveland Park Valet

By Jeffrey Ittell

After talking to Fran and Seymour Weinstein—proprietors of Cleveland Park Valet at 3303 Connecticut Avenue—in preparing this article, I came away thinking they ought to write the history of Cleveland Park. Few others know the neighbors as well as they do, with their 30 years here.

Before we get to the dry-cleaning business, let’s do our version of When Harry Met Sally. Seymour—or Sy, as he is known to most people—arrived in Washington first, right after the war was over in 1945. Brooklyn born—out of Brownsville—Sy says he never looked back, but he still retains much of the gregariousness and sense of humor that make up the Brooklyn charm. (Those of us from Brooklyn know from charm.) Sy found himself promoting and selling in the record business.

Fran arrived in the early 1960s from her native Paris. She still retains traces of her French accent and all of her French charm. Trained in classical ballet and a performer with the Paris Opera, Fran moved to Washington and worked for the French and Cambodian ambassadors to the United States.

When Fran and Sy got married in 1963—in the days of mall shops and Pat Boone covers of R&B tunes—they made several decisions to ensure a stable and close family life. They moved to Frederick (when no one moved to Frederick) to raise their five children—four girls and a boy—in a country atmosphere. Though the image of Sy from Brownsville and Fran from the 16th Arrondissement moving to Frederick reminds me a bit of the Green Acres television show, it certainly worked for the Weinstens. I may give Frederick another look.

They also decided—well, Fran actually decided—that Sy should stop shlepping across the country to sell records and settle down in a stable business. Fran found the One-Hour Martinizing at 3333 Connecticut up for sale, made the arrangements, and voilà—the Weinstens found themselves in the dry-cleaning business; no experience necessary. The choice of Cleveland Park, they claim, was just serendipity; they weren’t looking for a business in this area, but are glad their luck worked out that way.

Including the 1973 move to their current location as Cleveland Park Valet, the Weinstens have been proprietors in the neighborhood for 30 years—longer than any other establishment along Connecticut except for Tropea’s Barber Shop and the Roma Restaurant. Over that time, they have become friends with many of their customers, many of whom have been coming to them since they first opened.

Dropping by the store—especially on a busy Saturday—it’s easy to see and feel the family atmosphere. Everyone knows each other’s name, family news is traded, family photos shared, and gifts exchanged. (A hint for your next European vacation: Fran has a penchant for French toothpaste.) Sy says the store has the nearest clientele—some of whom are not even lawyers.

And it’s a great place to hang out just to find out what’s going on. During inaugural week, I learned about a small White House dinner from a friend of the Clintons (FOB and FOH) having her gowns cleaned and pressed. A number of Washington Post journalists frequent the store; the Mondales were regular visitors when they lived here; and you can still find Sy and former Senator William Proxmire debating the great issues of the day. Dropping by is like visiting the neighborhood pub without having to order an espresso.

It helps if you understand a little French. Once, while I was having a pair of slacks fitted, Fran was engaged in conversation with an older gentleman, in French. I struggled to understand but caught just enough of the French to be dangerous. I now wish I had studied it harder in school, since that gentleman turned out to be Tolstoy’s grandson.

Of course, good chat is not sufficient for a business to thrive for 30 years; good service is needed too. Sy attributes their success to their willingness to give their customers true service—to remember names, to sew on buttons without being asked, doing alterations (Fran’s specialty), and generally being nice to people. What the Weinstens do instinctively, large corporations pay quality management consultants big bucks to teach to their employees.

The Weinstens’ success can also be attributed to good help; at least that’s what Francis Turcotte—who’s been repairing shoes in the store for 20 years—and Bobby Kotchenreuther were kidding Sy about when he answered my question. Bobby got into the business ten years ago, working on Saturdays, when he was dating Sy and Fran’s youngest daughter. He said that even though that relationship didn’t last, he must have done something right because he is still there. A resident of Frederick, Bobby is 28, single, and into softball big time. I asked what he did in his spare time and he joked (I think), “What spare time?” Bobby does spend a lot of time at the store now that Fran and Sy enjoy a more leisurely life.

Looking back, Sy said the business has been very good to them. It enabled them to put their five children through college and each has earned an advanced degree. In 1987 they moved from Frederick to Cortland Place to be closer to work and their friends. They

Continued on next page
The Weinsteins
Continued from page 5
spend a lot of time with their children and seven grandchildren; Fran says when she's not in the store she can often be found in the kitchen, cooking for the family. They also continue to find satisfaction by "adopting" homeless people in the neighborhood, helping with food and clothing until they can get back on their feet.

I asked Fran and Sy what it has been like working together for 30 years. I expected them to reply jokingly, but neither flinched at the question. They said it has worked out very well for them. Sy said there was a lot of love and affection in the store, as good as one would find in a family, and that was the key in making the business a very good life for themselves. Assur-edly, it's this atmosphere that has kept customers coming back and back—some for as long as 30 years.

Jeffrey Jill works in the "Iron Triangle" and is the author of some of those government reform plans that Ross Perot spoke of so fondly.
**Cleveland Park's Building Permit Review Process**

Steve Callcott Interview by Jim Bayley

A responsibility of every homeowner who enjoys living in Cleveland Park, a registered historic district, is to have plans for exterior renovations or additions reviewed by the D.C. Historic Preservation Division prior to obtaining a building permit. Since we have a new Division staff member responsible for our neighborhood, it seemed appropriate to introduce Steve Callcott, his philosophy, and his perception of his role in the review process. Now is also an opportune time to reiterate that the neighborhood Architectural Review Committee of CPHS has a purely advisory role in the review process and that Steve Callcott is the man responsible for the review and approval of your project.

Steve (Stephen) Callcott has a B.A. in Architectural History from the University of North Carolina and an M.A. in Historic Preservation Planning from Cornell. For four years prior to accepting his current position, he was Associate Director of the D.C. Preservation League. Here are his answers to our questions.

**Q: What do you see as your role in the process?**

**A:** I'm here to try and get people through the historic preservation aspect of the building permit process as quickly and painlessly as possible, while ensuring that the changes they propose to their building are compatible with the character of the historic district. When someone comes into our office with a proposal, I will first give them an indication as to whether I believe the project is likely to be approved by the Historic Preservation Review Board. If not, I will suggest changes that I believe would make it more acceptable. While I'm not a registered architect, I am happy to work with people to provide advice on restoration techniques, product information, or architectural design issues which will hopefully meet their needs while also satisfying the intent of the preservation law.

I would encourage anyone thinking of changes to the exterior of their property (We don't review interior alterations) to contact me (727-7360) early in their planning to talk about what they are proposing to do.

**Q: What is your philosophy regarding preservation?**

**A:** I certainly don't think of buildings as static objects or period pieces. I think I'm a pragmatist, who realizes that all buildings will undergo a certain amount of change and evolution over time, and that change does not have to be harmful to a building. The key is to ensure that as changes are made they respect and enhance the building and the distinctive, character-defining features which make it worthy of being designated as part of an historic district.

Perhaps more than anything else, my work with historic buildings has instilled in me an appreciation for the importance of detail. I don't mean elaborate embellishment, but the proper sense of proportion, scale, and use of materials which when used together skillfully can result in quite handsome buildings and neighborhoods. I think this careful attention to detail is what many people—consciously or not—value most in historic buildings and is what I will continue to work to preserve and encourage in Cleveland Park.

Jim Bayley, an architect, is incoming Chair of the CPHS Architectural Review Committee. For information on ARC, phone him (244-6181) or the CPHS number (363-6358).

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**Participate in the Cleveland Park Historical Society**

Your annual contribution enables us to continue our activities such as historic preservation, commercial area revitalization, and tree planting. It also assures that you will receive *Cleveland Park Voices* and invitations to special events and programs.

We appreciate your support! Send your check to:

Judy Hubbard Saul  
Membership Chair, CPHS  
2938 Newark Street N.W.  
Washington, D.C. 20008

Checks payable to Cleveland Park Historical Society. Contributions are tax deductible.

( ) dues ($25)  
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**Name**

**Street**

**City and zip**

**Phone:** day evening

I would like to volunteer to work in the following areas:

( ) Tree planting  
( ) Connecticut Avenue Revitalization Committee  
( ) Wisconsin Avenue Committee  
( ) Fundraising and special events  
( ) Newsletter, editing and writing  
( ) Programs and lectures  
( ) Membership  
( ) Architectural Review Committee  
( ) Other _______
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