

DCRA EXHIBIT B

GOVERNMENT
OF
THE DISTRICT OF COLUMBIA

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ZONING COMMISSION

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PUBLIC HEARING

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IN THE MATTER OF:

PER STAR M STREET PARTNERS,
LLC - Modification to PUD

Case No.
07-21B

Thursday,
October 27, 2011

Hearing Room 220 South
441 4th Street, N.W.
Washington, D.C.

The Public Hearing of Case No. 07-21B by the District of Columbia Zoning Commission convened at 6:30 p.m. in the Jerrily R. Kress Memorial Hearing Room at 441 4th Street, N.W., Washington, D.C., 20001, Anthony J. Hood, Chairman, presiding.

ZONING COMMISSION MEMBERS PRESENT:

ANTHONY J. HOOD	Chairman
KONRAD W. SCHLATER	Vice Chairman
PETER G. MAY	Commissioner (NPS)
MICHAEL G. TURNBULL	Commissioner FAIA, (AOC)

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1 I'm sorry, I can't read this. It's
2 too dark. Oh, I'm running out of time. I'll
3 try to move on a little more quickly here.

4 I know there was a concern on your
5 part also about the -- how this facade would
6 read and we changed it from our earlier
7 submission. We pushed the penthouse back. We
8 have changed the materials here. And if you
9 compare this to our original submittal, you can
10 see it has a very different kind of sense of
11 scale to it. It's not quite as monumental and
12 it has a lot more interest to it.

13 And here is a view from the street.
14 Eventually, this wall will be covered, of
15 course, as this whole building gets developed.

16 And on the two street facades, we
17 are -- it's a little hard to see here, but we
18 are also proposing to include some signage on
19 the building, something here for the retail on
20 the north -- on the south side, something here
21 over the entrance for the hotel. And then
22 these two spots at the very top of the vertical

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1 bay on the corner, these signs would be,
2 approximately, 3 to 3.5 feet tall.

3 Here you see the elevations on the
4 courtyard, which will not be visible from the
5 street. This is a close-up showing the punched
6 windows.

7 And just very quickly here, I want
8 to mention the materials that we are using
9 which are really, I think, going to be quite
10 beautiful, quite spectacular. The two primary
11 street facades are all terracotta.

12 We are using two different color
13 pallets. We are using -- we will develop a
14 range in the grays and then we will also
15 develop a range in this more brick color,
16 terracotta color. You know, what I really like
17 about this is it relates both -- it relates
18 well to both the residential quality of the
19 neighborhood, as well as some of the more
20 commercial buildings.

21 Terracotta facades cost twice,
22 double the price, roughly, of a brick building,

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1 Can we talk for a second about the
2 signage, both the retail signage and then the
3 hotel signage?

4 First, let's talk about the hotel
5 signage. What is envisioned? I see what is
6 there. Is that what is going to be on the --
7 is that the final signage layout?

8 MR. MESSERVY: It is not. So that's
9 a preliminary signage just to give a little bit
10 of a scale of what the signage in fact would
11 be. And Patrick and Shalom walked through in
12 terms of the dimensions of the signs.

13 VICE CHAIRMAN SCHLATER: Yes.

14 MR. MESSERVY: And so what we are
15 doing here is similar to the building where you
16 would never be able to tell it was a Hilton
17 Garden Inn. We asked Shalom Baranes to design
18 a building that fit in well with the community,
19 not design s Hilton Garden Inn.

20 And what we have is the same
21 challenge, so Hilton is a large organization
22 and they have brand standards for signage. And

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1 what we want to do is go above and beyond those
2 brand standards, because we want to do signage
3 that fits in well with the community.

4 The challenge is Hilton is a large
5 organization and it takes time. So we are
6 going through that process working with Shalom
7 Baranes to make something that compliments the
8 architecture, both our building and the
9 neighboring community. We are just working
10 through that process.

11 So that is not the actual signage.
12 It will be above that level, so to speak.

13 VICE CHAIRMAN SCHLATER: Okay. So
14 can we get assurances that there is not going
15 to be some large banner, neon --

16 MR. MESSERVY: No, it's --

17 VICE CHAIRMAN SCHLATER: -- sign?

18 MR. MESSERVY: Sorry. Above that
19 level did not mean -- was not a reference to
20 elevation on the building.

21 VICE CHAIRMAN SCHLATER: I
22 understood that. Higher in quality.

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1 MR. MESSERVY: Yes.

2 VICE CHAIRMAN SCHLATER: So we are
3 basically identifying a signage zone.

4 MR. MESSERVY: Absolutely. So the
5 general -- the approximate size dimensions of
6 the sign location is represented in the plans.

7 The only one where we would request some type
8 of flexibility is the restaurant operator, just
9 because we are -- we have currently spoken with
10 different restaurant operators, but we don't
11 know exactly -- those will be the approximate
12 dimensions, but we don't know if a particular
13 restaurant operator would like a particular
14 shape or size to his sign. So that's where we
15 request flexibility.

16 VICE CHAIRMAN SCHLATER: Like the
17 golden arches? Okay. I'm satisfied that you
18 have addressed both of those concerns.

19 One of the other things that both
20 the ANC and 22 West raised was that, you know,
21 they were concerned that the skin wasn't
22 superior in nature. I would just like you, Mr.

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1 Office of Planning. And he may get into that
2 in his discussion.

3 We talked about signage and he
4 suggested that we put something on, maybe at a
5 later date. We thought we would be proactive
6 and put it on the plan, so that was a recent
7 addition that we put on the plan, just to show
8 you and the Commission and the public what --
9 where we are thinking about putting the
10 signage.

11 The approximate dimensions of the
12 signage, you can tell from looking at the
13 PowerPoint that it's not overwhelming in sight,
14 we just don't know what the copy is and that's
15 what Mr. Messervy mentioned about working out.

16 And we do need the flexibility with
17 regard to the restaurateur, because we just
18 don't know -- it won't be the golden arches,
19 I'm sorry to say, but it may be something else
20 and we just don't know who that restaurateur
21 will be.

22 We won't have that person on board,

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1 about the signage and gave the examples of the
2 size of the signage. Just to reiterate, we
3 need the flexibility also on the restaurant
4 signage. It will be consistent in character
5 and scale with the signage that is proposed for
6 the building, but since we just don't know, at
7 this point, the restaurant operator, we don't
8 know what their signage is like, but it would
9 be something that is consistent.

10 Flexibility to be consistent in size
11 and character with the restaurant signage,
12 which I think would be at the same level, the
13 first floor level. We are not proposing
14 restaurant signage on the top level, but we
15 would like that flexibility as well.

16 You know, I'm just realizing now
17 that you haven't heard from Mr. Gloster, who is
18 a person in support.

19 MS. SCHELLIN: He wasn't on the
20 list.

21 CHAIRMAN HOOD: Was he on the list?

22 MR. COLLINS: Sorry?

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