

1220 Potomac Ave SE Community Outreach Efforts

(as of March 3, 2015)

1. FRONT/BACK YARD SIGNAGE (see Appendix A)
 - Large, color signage with contact information (email and phone) and proposed architectural renderings (facade only) has been placed prominently at the front of the 1220 Potomac Ave SE property and back fence, as of March 5th.
2. COMMUNITY SURVEY (see Appendix B)
 - A qualitative survey instrument/awareness flyer has been designed and distributed (March 5th) to 60 homes immediately surrounding the building and next to the elementary school (see map attached). The survey includes:
 - i. An introduction to our business, our proposed plans for the building, the fact that we're complying with city and Historic Preservation Review Board requirements and our efforts to collect community feedback.
 - ii. We've also shared neighborhood feedback received so far and included our response to these issues (issues include mosquitoes, A/C unit noise and parking concerns)
 - iii. We've asked that completed surveys be deposited in the mailbox, newly posted onto our front yard signage, by Sunday March 8th
3. EMAIL MARKETING RESPONSE (see Appendix C)
 - A branded informational email/document has been developed to share the main details of this project with those who email or call the contact information shared on the yard signage.

4. PHOTOGRAPHIC CANVASSING (see Appendix D)

- To ease parking concerns of nearby residents, on the snow day, when Federal and City governments were shut down, and cars are most likely to be parked near their residence, photographs of parking on surrounding (I, K, 12th and 13th) and main street (Potomac Ave SE) were taken.
 - i. *Results:* Parking for at least 10-15 cars was available. 4 spaces directly in front of the property were empty and covered with snow indicating no cars had been there overnight or in the morning.
 - ii. Streets with least cars parked Potomac Ave SE, and K and I st. Both I and K are near Potomac Gardens where parking lots are already available for residents.

5. FEEDBACK RESULTS:

- All outreach efforts above (signage, survey) elicited 6 responses of 60 (10%) designated distribution/outreach households
 - i. 3 surveys
 - ii. 3 email/phone calls
- Main areas of concern and support (see Appendix E)
 - i. Welcome progress 67% (4 of 6)
 - ii. Trash solutions needed 33% (2 of 6)
 - iii. Occupancy/reduced use of cars/parking 33% (2 of 6)
 - iv. Building height 16% (1 of 6)
 - v. Effects of wall/tree removal/construction on adjacent properties 16% (1 of 6)
- Letters of Support (see Appendix F)
 - i. Resident offered signature to letter of support (March 7, 2015)

APPENDIX A

Signage (front and back fence)



COMING SOON!

Have questions about this project?

Contact: Todd @ (202)558-7754

or ragim@hotmail.com

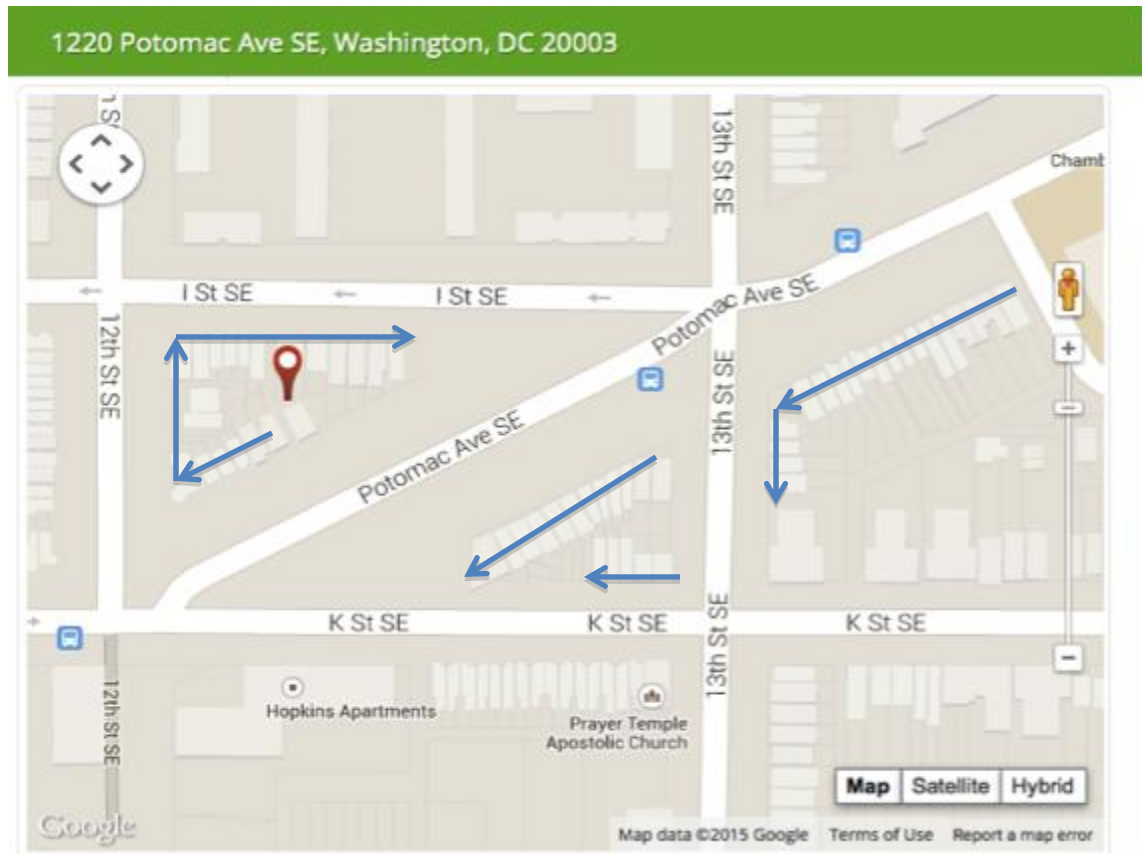
1220 Potomac Ave SE, LLC



FRONT YARD W/SURVEY COLLECTION BOX

APPENDIX B

Distribution/Outreach Site Map and Survey
Reach: 60 households
Blue lines = flyer distribution sites



APPENDIX B

Survey

WE WANT TO HEAR FROM YOU!

Share your thoughts about our proposed 8-unit housing development at
1220 Potomac Ave SE Wash. DC 20003



We're excited to be part of the Hill East community! So you know, we're adhering to the city's zoning and Historic Preservation Review Board requirements for this project. Now, we'd like to hear from you, the surrounding neighbors, so we can make progress and contribute positively to the neighborhood.

Sincerely,
1220 Potomac Ave SE, LLC

What we've heard so far:

1. Minimize standing water/mosquito breeding grounds
2. Keep the air conditioning units as quiet as possible
3. Minimize parking impact

What we have planned in response:

1. Mosquitoes: During the development phase we will be using construction dumpsters and will recycle old trash/recycling bins to minimize water capture
2. A/C units: We have the ability to purchase low sound A/C units with advanced fan systems and sound insulators on compressors and minimize noise through strategic placement of A/C units
3. Parking: We've reduced the size of the units from large multi-bedroom units that attract families with multiple cars to small units to attract individuals who may be more reliant on public transportation. There will be no curb cut and onsite parking as per Historic Preservation Review Board

Turn page to provide your comments



1. What else would you like to see happen? (Provide your input in the space provided below)

Example. "I would like to see more shrubs planted in the park."

Example. "An iron fence & nice landscaping in the front yard."

Example. "No bright paint colors!"

2. What additional comments/questions do you have? (If you would like to be contacted with a response leave a phone number or email address)

We want to be a positively contributing member to this Hill East neighborhood and will strive to take your comments into consideration.

Next steps...

- Please return this feedback form, **no later than Sunday, March 8th**
- **Deposit into mailbox labeled "Community Survey" located on front porch of 1220 Potomac Ave SE, Wash. DC 20003**
- All your responses will be confidential, you **DO NOT** need to put your name or address on your response

THANK YOU!!!

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APPENDIX C

Email Marketing

Hello _____,

Thank you for your interest in the 1220 Potomac Ave SE project. We're excited to make progress, be a welcomed enhancement to the neighborhood and introduce some new homeowners to this great neighborhood! We hope to be completed with this project by June of 2016.

Here are some details regarding our proposed building. Feel free to email me with any other questions you may have.

RESIDENCES

- 3-story building and cellar
- 8 units: 2 units per floor (four 1-bedroom, four 2-bedroom), each floor will have one 2-bedroom unit and one 1-bedroom unit
- Square footage:
 - 1-bedroom/1 bath = 685 sq. ft.
 - 2-bedroom/1 bath = 830 sq. ft.
- 2 entrances: A front entrance is on Potomac Ave SE and a backyard entrance on I St.

PRICING

We're still in the project approval and development phase so right now the price of these new units is yet to be determined. If you're interested, let me know we'll add your name to our contact list for these units.

PARKING

We know parking in the city can be difficult sometimes and city restrictions and historical considerations must be respected. So, here is what is happening with our site.

- There will be no curb cut nor onsite parking spaces available (according to Historic Preservation Review Board and DDOT requirements)

We're willing to provide incentives to attract vehicle-free tenants! These may include:

- Paid one- or two-year memberships to Capital Bike Share or other ride sharing services
- Metro/public transportation programs
- Restricting number of residential parking permits (RPPs)

We hope this was helpful. Have more questions? Ask away. Thanks for your interest,

Todd

1220 Potomac Ave SE LLC



APPENDIX D

Photographic Canvass – Parking
Includes: Potomac Ave SE, I St. and K St.
(PowerPoint slides will be attached)



Sample:

- Potomac Ave looking west-bound.
- At least 4-5 empty parking spots

APPENDIX E

1220 Potomac Ave SE Project Support & Comments
(as of March 3, 2015)

Address	Name	Issues	Survey (Y/N)	Email or Phone (Y/N)
1218 Potomac Ave SE	Kara/Jose Santos	• Water pipe broken, tall grass	N	Y
1208 Potomac Ave SE	Valerie Johnson	• Hopes for people who use public transportation • Welcomes progress	N	Y
1216 Potomac Ave SE	John Anderson	• Make progress and it will improve the neighborhood safety and housing values	N	Y, Letter of Support
"In survey distribution area"	Greg Orton	• Make progress and it will improve the neighborhood. • Determine a trash storage solution to prevent/reduce rodent problems. • No public access to I st. entrance (locked gate) • Large tree/foundation compromised in the area? • Side wall of houses on I st be protected? • How tall is building compared to surrounding homes?	Y	Y
"In survey distribution area"	No name provided on survey or at Zoning mtg.	• Fewer units/less population density/parking. • Lack of maintenance on property over 18 mos.	Y	Y
"In survey distribution area"	No name provided on survey (not required)	• Fix white picket fence • Determine a trash solution to prevent/reduce rodent problems • Make bldg. entry look historical • Thanks for asking our opinion. • Welcomes improvements to neighborhood	Y	N

APPENDIX F

Letters of Support

1. John Anderson (plus endorsement email, to be attached when collating ANC packets)

Dear ANC Commissioners,

I am an owner of a home at 1216 Potomac Ave. SE. The area surrounding my property has been undergoing an exciting change, for the better, over the past several years. However, there are still a few vacant properties in the area that can attract negative attention and activity, and are in need of great attention. 1220 Potomac Ave. SE is one of these properties. I was very happy to see the “coming soon” signage with contact information and a visual of what is to come.

I have reached out to Mr. Ragimov to learn more about the plans and share my concerns. Based on my conversations with Mr. Ragimov, I feel, as the housing development progresses, my concerns will be addressed as best possible and the addition of these units will be of great benefit to the safety and the value of the surrounding homes and greater community. I welcome and support progress to this site and hope the Commissioners offer their support as well.

Sincerely,

John Anderson

1216 Potomac Ave SE