

DC Zoning Commission  
Anthony Hood, Chair  
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Washington DC 20001

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James F. Goff  
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Washington DC 20016  
6 February 2009

Case No. 08-15

Dear Mr. Hood:

I am writing to express and explain my opposition to the current planed expansion of the Giant grocery store on the south-west and north-west corners of Wisconsin Avenue and Newark Street NW, Washington DC.

The current Giant on the south-west corner consists of an operating grocery store with rights to expand into an adjoining structure that once was a ten-cent store. Although the current Giant argues the need to expand, it has never utilized the adjoining store. The north-west corner consists of the Giant pharmacy and a collection of small shops and stores: a men's barber shop, a women's beauty parlor, a dry-cleaner's, a Star-Buck's, and a small furniture store. Above these shops and stores are several offices that provide services of other sorts. Considered as a unit, these two corners provide an urban enclave in which one can do one-stop shopping and socialize with neighbors and other residents who live nearby.

Although the developers in charge of the Giant's proposed expansion have indicated that they will maintain this mixed-use corner they have not guaranteed it. As their proposed development plans to demolish this corner and build a new multi-level building, it is questionable that the new tenants will be the same kind or that the current tenants will be able to afford the rents. In the vernacular, the current residents are being asked "to buy a pig in a poke". In fact, the developers have said that if the neighborhood does not buy this "pig" we may not get anything!

Over the years there have been several proposals for up-grading the Giant. One of the more attractive was to break the usual glass façade that stores tend to place on busy streets by using a broken entry passage-way that would be more compatible with the surrounding houses in the immediate neighborhood.

In summary, the current Giant has space in which to expand but has not used; it has in the past proposed attractive structures that seem to have been discarded; it has insulted the neighborhood by holding them hostage to no improvement of the existing store unless we agree to unattractive development on the north-west corner of the property; and it seems unaware of the competitive advantage of a mixed use unit. It proposes a structure that is similar to all others and forgets its own uniqueness that encourages neighbors to shop there rather than elsewhere. The developers want to encourage others to drive to a new Giant, but the existing customers can also be encouraged to shop elsewhere.

Dr. James F. Goff

ZONING COMMISSION  
District of Columbia

*James F. Goff*  
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EXHIBIT NO. 109