May 20, 2002

District of Columbia
Board of Zoning
441 4th Street NW
Washington, DC 20001

Re: Application for Deli/Market at 1901 4th Street NW

Zoning Board:

The property above has been a grocery, beer and wine store for approximately 26 years. I purchased same approximately 18 months ago and following extensive renovations (see enclosed photographs, before and after) would like to add a cold deli, coffee and pastries (carry out only). The community (Ledroit Park) is very supportive of this additional use as there is not an alternative in the immediate area. Enclosed please find original e-mails from some of the residents expressing a strong desire for the availability of deli products.

The upstairs (separate entrance, utilities, etc) contains a single family dwelling currently inhabited by my daughter. The DCRA Board of Health has visited the premises and approved the renovated facility for the new use pending acceptance by the zoning board. The City Councilman, Jim Graham would also like to see this addition to the community.

I'd like to request facilitation of the process as the market is ready to open, all licenses have been obtained (cigarette, beer/wine, grocery and over the counter drugs) and the community has been asking on a daily basis when this will occur.

Thanking you in advance,

Ella L. Toombs

(202) 483-3376

PS: I would've made the request earlier except I didn't realize it was necessary. I assumed that if beer and wine could be sold coffee and sandwiches could also.

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D.C. BOARD OF ZONING
2002 MAY 22 AM 11:24

BZA
Case No. 16909
Exhibit No. 3

Board of Zoning Adjustment
District of Columbia
CASE NO.16909
EXHIBIT NO.3

Subject: Deli delights

Hi Scott, I would gladly stop off and buy a GOOD SUB sandwich - my qualifications are simple - a crispy role (not bread goo like Subway has) give customer a choice of 'how much' of things like hot peppers, oil, vinegar, mayo, etc. - make it fresh in front of the customer and maybe even stick it in a broiler to toast (lightly) on top, especially if a small bar and stool or table is provided for 'eat in'. Meats and cheese can be of middle grade quality to keep the price down - Bears Head boars me or is it Boars Head can be a bear - . Hey, that reminds me, have you ever had lunch at Cafe 1200 on 12th street & G-off Metro exit? They made the above and have a buffet that is great and resonable. Its in the McGraw Hill Building with a street entrance. Norm

Subject: RE: Back to "What do you want at the LeDroit Park Market?"

Things I would like to see in the LeDroit Park Market....

1. Fresh flowers and produce;
2. Newspapers books and magazines;
3. Fresh baked goods;
4. Gourmet coffee and espresso served hot or iced;
5. Fresh deli sandwiches and subs;
6. Hot cinnamon apple cider, peach cider and hot chocolate in fall and winter months;
7. Fresh brewed sweetened iced tea and homemade lemonade;
8. Antiques for sale...not many, just showcase and sell one or two special pieces at a time;
9. Carolers at Christmas time. Also poetry readings and local jazz or blues artists all year; and,
10. Comfortable tables and chairs where customers can sit a spell, read or whatever. Customers should feel at home. Maybe a wooden rocking chair or two; and,
11. Adequate trash receptacles inside and outside the store.

Things I don't want to see in the LeDroit Park Market....

1. Plexiglas barriers;
2. Bars or gates on the windows and front door;
3. Jars of pickled pigs feet and bags of potato chips and sunflower seeds;
4. Soda, beer, wine or liquor of any kind (we can get that on any other corner);
5. Cigarettes and Lottery tickets (same reason as above);
6. Loiterers and panhandlers inside and around the store; and,
7. Pay phones.

Subject: Re: What Do YOU Want At The LeDroit Park Market ?

Scott,

My 2 cents worth:

I would like to see the market modelled after Cross Street Market in Located in South Baltimore on Cross Street, Between S. Charles Street and Light Street. Please visit this market for ideas!

This market has several wounderful vending stands, including fresh catch fish/crab/shrimp/scalops, baked goods, fresh produce, NY style delis, Fried food, Chicken every-way, Hot Dogs every-way, etc. There's even a Herbal medicine stand!

The main attraction is the 3 bars stands at one end of the block long market, A raw bar, a steamed seafood bar, and a best-sushi-in-baltimore bar! They truly make this place a staple in the community; a place where all walks tend to come. Class or race seems unnoticed here. The place is always busy, particularly on Saturday afternoons, where it seems like it's happy hour from noon until dark. The smells of freshly steamed crabs and shrimp draw you in. Better get there early if you want Alaskan King Crab legs or cajun catfish, they seem to go quick!

During the winter months when all the outdoor seating for area resturaunts and cafes are closed, Cross Street Market tends to be packed! Forget about finding a place to sit, this is standing room only!

Here neighbors meet, greet, and discuss everything from the weather to what home improvement project they are currently wrestling with. Drinks are limited to wine and beer (and soda's and water, of course), but one of the vendors offers a nice selection of fine wines and your favorite micro-brews, in addition to the standards. There's even a cigars and tobacco vendor! The other stands sell beer as well. One unique tidbit: they all seem to offer these 32-oz size cups of beer, so that you don't have to refill as often; a true paradise for beer-lovers that love seafood! Okay, I admit it! I'm one!

If we only had something like this in DC!!!!

Subject: Re: What Do YOU Want At The LeDroit Park Market ?

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fresh baquettes--not sourdough
freshly squeezed fruit juices--orange, grapefruit
small bakery goods--cookies, brownies, lemon bars, etc.
fat free milk ---organic

Subject: Re: Back to "What do want at the LeDroit Park Market?"

Hey Scott!

Basically, I just want a place where I can sit, read a newspaper or magazine, enjoy a good mug of hot chocolate or fruit juice (I love mango or anything with mango!), and hear some soothing
background music (i.e.; jazz, afro or cuban fusion - maybe classical). I would rather not hear Hip Hop, R&B, Pop, Reggae, Calypso, Soca, Country, Rock, Gospel, or Big Band . . . even though I
appreciate all those formats.

I want a spot where I can meet friends after work and on weekends, and pow-wow with my neighbors without having to be accosted by 'Lil Man and Bigg Dogg trying to buy a forty or the basic
ingredients to prepare a blunt.

I would rather a place that did not sell alcohol; however, if alcohol must be sold, I would appreciate a selection that included fine wines and case beers, and excluded loose beers, pints of
anything, or forty ounces.

I would like something akin to the Howard coffee house on Georgia Avenue, but maybe with a feel that reflected a touch of a Xando or an Ellington's on Eight.

I know it's might be a lot to wish for, but believe me if I get anything close to the above, I'll repay the favor by being a loyal, regular, and VERY generous customer.

JB

Subject: what i would like to see at ledroit park market

Scott, Please forward this on to the owner of the market, as they are my suggestions!

I was talking to my partner the other day as we drove by the market, and i offered that it would be way more convienient for me to stop here for things instead of giant. So, I would definately stop by this market if the following were provided:

1) Salad in a bag and a nice assortment of veggetables and fruits. when it comes down to it, we like to get our veggies every other day, so if there were a nice assortment at the market, and kept fresh and what not, i would def. go here instead of giant. The salad in a bag is a big thing. big stress on nice veggies! even an assortment of frozen ones would be nice as well.

2) deli meats....again, doesnt have to be anything fancy..premium turkey, ham, roast beef, with a slicer, so we can buy sliced meat by the pound or what not..that would be nice as well.

3) fresh flowers would be nice. i used to live in dupont circle, and there was a flower guy right outside of safeway, and another on the corner of 17th and Q...nothing too fancy needs to be provided...in the spring, nice tulips, iris's, and lilly's of some kind...if these flowers were provided, we would def. stop by once a week to get flowers for the house!

I agree with everything that is on the "i dont want this at the market" list. We have enough, excuse my french, shitty markets around the neighborhood. Please make this place stand out from the rest. you will see my business if that is the case :)

thanks!

Subject: Re: Back to "What do you want at the LeDroit Park Market?"

Great responses so far! I like the idea of nice California wines or maybe some from Chile, Australia, etc. Fresh bread and fruits, coffee, etc, also would be good. It might be nice to have some decent greeting cards. I always forget birthdays until the last moment. Maybe some local artists could provide their work for sale. I like the book exchange idea. I certainly have alot of novels, mystery and otherwise, that I would contribute. We are looking forward to the Market opening. Please keep us posted.

Subject: Re: What Do YOU Want At The LeDroit Park Market ?

Scott,

Please see my "wish list" below for the market:

I WOULD LIKE to see the following:

Fresh cut flowers
Fresh bread
Pastries
Newspapers
Fresh/Organic Produce
Sushi at the deli counter OR something for vegetarians, salads, etc.
Juice Bar
Very nice store front sign
Starbucks/Xandos like counter to drink coffee/tea, etc.

I WOULD NOT LIKE to see the following:

Children toys
Lottery tickets
Hard Liquor
Unattractive Signs
40 ounce beer
Nothing similar to the store on Flagler & W

Subject: Re: What Do YOU Want At The LeDroit Park Market ?

Hi Scott,

Something like Marvelous Market in Dupont Circle would be great. I love the idea of having flowers, bread, fruits, produce, cheese, icecream and some prepared food (soups in the winter/sandwiches/smoothies). Regarding beer, it would be great to have Corona. I am not a wine expert but we usually drink red wine from Spain (almost anything from the Rioja). Newspaper and good coffee are a must. I like the idea of having a couple of stools if they don't take too much space.

I cannot wait for the store to open!!!

Take care and thanks for the time you invest sending us info.

Subject: Re: Back to "What do you want at the LeDroit Park Market?"

How about the following:

Fresh cut flowers, Croissants, Breyers Icecream
City Paper, Intowner, Blade, and major dailys
Coffee Bar with standing or seating space
Deli Products (Boars Head meats and cheeses, etc)
Imported Mustards, jams and preserves
Greeting cards for all occasions

I will definitely like to see a deli and grocery products offered (toilet paper, toothpaste, and other household essentials would be convenient to have access to if I were to run out). I would also b e interested in fresh flowers (at a reasonable price). The Sunday paper definitely. And although I'm not a daily coffee drinker. If there were to be a specialty selection, I would definitely be interested in the occassional latte. I'm so happy that this store is being built so close to my new house - and I am definitely looking forward to its grand opening.

Subject: RE: What Do YOU Want At The LeDroit Park Market ?

Ambeau wrote:

Scott,

Items at the market could include cut flowers, Breyers ice cream and frozen yogurts. Wine - Beringer, Clos du Bois, Kendall Jackson, Mondavi, Los Vascos, and Williamsburg Winery are nice selections. Beer - Red Stripe and Sierra Nevada(I am not a beer drinker).

Thanks for the opportunity to comment.

Subject: Re: Back to "What do you want at the LeDroit Park Market?"

I would like some organic fruits and vegetables, and raw nuts. Perhaps a space for lectures, readings, music.

Subject: RE: What Do YOU Want At The LeDroit Park Market ?

Hi Scott,

I'd like to see fresh cut flowers and quality Neam's Market stuff in Georgetown. I'd also like to see a bike rack outside. I'd like the deli to be upscale with a wide range of Italian Subs. Additionally the New York Times would be nice along with some fresh bakery breads. Absolutely no hard liquor although some nice wines would be great. Out door and in door tables and chairs would be great if possible.

I'll write more if I think of any more nice additions.

Subject: Re: What Do YOU Want At The LeDroit Park Market ?

Scott,
I would love to see fresh cut flowers at the LeDroit Park Market. I now get my flowers from the Rhode Island Safeway (often not so fresh). I also like the idea of bar stools, fresh bread, ice cream, snack foods and maybe even some fruit. I was under the impression that the Market would primarily be a deli cafe for students and others to relax, read, and eat. I really was not expecting the sell of beer and wine nor lottery tickets. If beer and wine are sold, would the Market offer in a cup which I would prefer or would it be sold in a can or bottle with a brown paper bag? A book shelf might also be a nice touch. Perhaps neighbors could even donate books. So far the Market is looking good inside.

Subject: RE: Back to "What do you want at the LeDroit Park Market?"

Hello Scott,

I've been out of the loop for a while, however I've been able to catch up on the local news. Thanks. Just a note, it seems trivial, but for the life of me I can't understand why someone would stoop so low as to take plants. (Smell them/sell them ??) I have quite a collection in/and out of ground. My first year on First St., I placed a large ficus on my back porch along with a few other plants. I got off the bus on N. Capitol St/Rhode Island one day only to see one of my plants sitting boldly on someone's porch at the bus stop. I spoke with the gentleman, and he indicated that it was brought from a guy who was pushing a wheelbarrow up Rhode Island with my other plants/ficus waving in the wind!!. Each year, a plant disappears, one only a few hours after it was placed on my steps, in broad open daylight, gone,gone gone.... It is with great ambivalence, that I continue to garden with abandon. I'm also planning a few tree boxes for down the street and I will just cross my fingers. Can't put a chain/lock on everything. Anyway I've vented for today. Thanks, and keep up the good work. Sometimes, you are just the bright spot that I need. Keep em chuckling... As far as the market is concerned, anything not like the other community stores is a breath of fresh air,no plexiglass please!!! I'm willing to provide and possibly maintain a few nice plants if owner would like. Amelia

Hi Scott,
How exciting, we get to offer a wish list. Coffee, coffee, coffee, please coffee. Good coffee with half and half and Sugar in the Raw! I go to the cafe on 14th St for coffee in the morning. Here is the rest of my dream market...
micro brews for beer - Blueridge Amber, Sierra Nevada Pale Ale, Sam Adams, Dominion Ale, Redhook ESB, these are all tasty
fresh bread (Firehook bakery is near, at Dupont Circle, and could supply - yum yum!)
muffins/pastries
fresh mozzarella
nice produce
LeDroit Part historical books (great idea!)
community bulletin board
decent wine (Clos du Bois, Hogue, Beringer, Hawk Crest, Kendall Jackson, Nappa Ridge, Rosemont)
open early (6:30 AM)
doggie valium (psyche- we're waiting for this revolution in pet care!)
local music artists (jazz, R&B)

Don't want...
lottery
cheap beer, wine, etc.
big ads inside and out
check cashing/money orders (fringe banking)
sale of single beers

Subject: Re: Back to "What do you want at the LeDroit Park Market?"

An upscale coffee shop that serves smoothies, and pastrys would be nice to have on that corner.

Subject: RE: Back to "What do you want at the LeDroit Park Market?"

What up Scott! . . .

Here's my ambitious wish list for the LeDroit Park market:

* Fresh deli sandwiches, desserts, morning bagels, coffee, and assorted dishes a la Fresh Fields
* Newspapers, magazines, and locals (Post, Times, USA Today, Newsweek, Entertainment Weekly, City Paper, Blade, etc.)
* Fruits and vegetables
* Bulletin board for neighborhood flyers, classified info, etc.
* Cut flowers
* Basic hardware (hammer, pliers, nails, measuring tape, etc.)

Also Scott, I'll happily create an e-mail address and page on the BBC site (for free) for the market to use as a communication and marketing tool. For example, when they have their grand opening, they can pass out a flyer/survey asking this same question ("What do you want at the LeDroit Park Market?") and the responses could be e-mailed back to them (or dropped in a box at the store if the person doesn't own a computer). Or better yet, the survey could be put on the web page where one could fill it out online, along with other suggestions, feedback, and observations. Furthermore, when they begin to stock a new or requested item (or cease doing so), they can denote so on the web page. Of course, the offer is rescinded if the market turns out to be nothing but a well-dressed liquor store. :-)

Anyway, I love how the Market is coming along Scott, and I'll definitely patronize it when it opens, mainly because it doesn't seem to be a liquor-laden fortress. I'll especially patronize them more often if they really respond to us residents and consumers and stock some of the things that we're suggesting. Also, all you BBC'ers, take a moment if you can and let Scott know (Scott.Roberts@slma.com) your requests so that we can help build our own market.

Sam :-)

Subject: Re: Back to "What do you want at the LeDroit Park Market?"

To sale

Bagels (Real NY/NJ bagels)
Good quality wine
Micro brewed beers
Bores Head brand cold cuts.
Soda/bottled water

Not to sale

No single sales of beer.
No cheap wine
All wine and beer should be in clear plastic bags.