

Board of Zoning Adjustment 441 4th Street, NW
Suite 210S
Washington, DC 20001

Marie-Louise Caravatti
1405-1407 35th St, NW
Washington, DC 20007

October 28, 2019

Re: BZA Case No. 20135 of 3428 O Street, LLC

Letter in Opposition

Dear Chair Hill and Members of the Board:

I have lived at 35th and O for thirty-five years: 15 years on O Street and 20 years on 35th Street. My property is within 200 feet of the establishment seeking a variance and abuts the patios and alleyways of O Street houses with an entrance and front yard on 35th Street. As such I will be doubly impacted by the negative consequences of a takeout food establishment (Call Your Mother) directly opposite another corner café that already has frequent lines outside. I recognize the benefits of having one such establishment in a residential community, but two directly across from one another and selling essentially the same items are one too many.

I am a veteran of the campaign to get Georgetown University to address the noise, trash, parking and rodent problems stemming from the University's policy of increasing student enrollment without addressing student housing. It took us over twenty years to obtain relief, and it was only as a result of a decision by the Board of Zoning. The final BZA ruling on Georgetown's campus plan incorporated specific conditions that addressed our concerns. Since the university has legal jurisdiction over off-campus student behavior via their Code of Conduct, the students can be held accountable for actions in the neighborhood. Thus, residents have means of recourse over activity that disrupts our home life.

In this case, however, if a variance is granted we will have no similar means of recourse. While the managers of Call Your Mother may have every good intention, they have absolutely no control over the behavior of their customers, the litter that invariably collects in the streets around takeout establishments, the double-parking and scooters that already clog our streets and sidewalks, or the rats that will thrive on discarded cream cheese and lox wrappers.

Call Your Mother markets itself extensively throughout the District and is also promoting itself to Georgetown students. In an interview published in the student newspaper *The Hoya*, the Applicant states he "is looking into allowing students to pay with their GOCards, either through debit or Flex dollars, and they may even expand hours into dinnertime." (See attached reprint). If only a small percentage of the 7,000

plus students attending Georgetown stop by, the lines will dwarf those experienced at the Georgia Avenue location. Even customers of Call Your Mother complain about the lines and “Ubers from across town.” (See attached download of the blog PoPville that covers quality of life issues in DC neighborhoods.)

These concerns have been cavalierly dismissed by some, but the residents of 35th and O Streets have lived through this before. For the first time in 35 years I have seen young families with children move into the area. They are attracted by the quiet residential feel of the neighborhood. It is no accident that many of these families are also opposed to having a “destination deli” on their doorstep.

The BZA decision back in 2011 brought our neighborhood a measure of relief and we are all enormously grateful. I hereby respectfully request that the BZA once again give precedence to the interests of the residents by denying this variance. Call Your Mother has numerous other attractive options. The residents do not. I thank you for your time and consideration.

Sincerely,



Marie-Louise Caravatti

Attachments:

“Bagel Shop Call Your Mother Set To Open in Georgetown,” *The Hoya*, September 2, 2019

“Call Your Mother bagels, Georgetown location is moving along nicely, renovation has started”
Prince Of Petworth October 22, 2019 at 1:40pm
<https://www.popville.com/2019/10/call-your-mother-bagels-georgetown/>



THE HOYA

(<https://thehoya.com/>)

Bagel Shop Call Your Mother Set To Open in Georgetown

September 2, 2019 by Connor Thomas (<https://thehoya.com/author/connor-thomas/>)



(https://www.thehoya.com/wp-content/uploads/2019/09/19.08.29_CallYourMother_callyourmotherdeliInstagram.png)

Park View bagel deli Call Your Mother is opening its second location in the former GreenWorks Florist building. | INSTAGRAM @CALLYOURMOTHERDELI

with another Washington, D.C. native, Jeff Zients, to develop the Call Your Mother deli concept, which ultimately proved to be wildly popular.

Popular bagel deli Call Your Mother will open its second location late this fall in the bright pink and green building at the corner of 35th and O streets, formerly GreenWorks Florist.

Call Your Mother’s first location opened in October 2018 in Park View to long lines and critical acclaim. Eater’s website named (<https://dc.eater.com/2019/7/10/20688880/call-your-mother-bagels-dc-best-new-restaurants-in-america>) it one of the 16 best new restaurants in America earlier this year. The new location, at 3428 O St. NW, is set to open near the end of October.

The deli’s founder and self-appointed “Chief Dough Boy” Andrew Dana also co-owns the popular Timber Pizza Co. in Petworth, a regular vendor at the Georgetown University Farmers’ Market, with his friend Chris Brady. Dana partnered (<https://www.callyourmotherdeli.com/about>)

The Park View location saw about four times more customers than projected and had to streamline its menu to accommodate demand, Dana said.

“Clearly D.C. was very ready for a new bagel shop,” he said in an interview with The Hoya. “We basically can’t service everyone we want to on the weekends, so we thought, let’s open a new joint.”

The deli does not yet have an opening date, however, as it still needs (<https://www.bizjournals.com/washington/news/2019/06/20/georgetown-restaurant-news-power-spot-cafe-milano.html>) to secure a building permit from the Old Georgetown Board, an advisory board of three architects that reviews proposed building projects in the neighborhood. The bagel shop hopes to open eight to 10 weeks after the permit is secured, Dana said, and the restaurant’s interior post-renovation will be about 1,100 square feet, according to Washington Business Journal.

“It’s gonna obviously have the same color scheme and be similar to the Park View location, but we’re moving over to Georgetown so we felt it had to be a little more refined for you refined kids,” he said. “We are hopeful for a mid to late October opening, but I wouldn’t bet my life on it.”

The team reached out to GreenWorks when the space was not on the market and signed a deal to rent it from the floral company, Dana said.

“I grew up in D.C., and I’ve always loved that building,” he said. “It was sort of a serendipitous exchange where I reached out at the exact right time and we struck a deal pretty quickly.”

It will not be your average deli, though. Call Your Mother tries to put a twist on the typical Jewish-style deli fare, Dana said. Dana himself is half-Jewish (<https://www.washingtonian.com/2018/10/10/jew-ish-deli-call-your-mother-in-petworth-with-wood-fired-bagels/>) and the menu includes funky takes on simple bagel-and-spread combos, with dishes like a zaatar-seasoned bagel with candied salmon cream cheese and a pizza bagel.

“We call ourselves a ‘Jew-ish Deli,’ so there’s definitely an ode to some Jewish classics, but we’re certainly not doing anything super classical,” he said. “So you won’t find a Reuben on our menu, but you’ll find a ‘cheesesteak’ made with brisket and pastrami on a challah sub roll.”

Dana is looking into allowing students to pay with their GOCards, either through debit or Flex dollars, and they may even expand hours into dinnertime. However, many of these details are still in the works, he said.

Call Your Mother will have a table at the Georgetown University Farmers' Market on Wednesdays this semester, with other surprise features to come.

"There will definitely be a couple items that are unique to the Georgetown location that you can't get at the Park View location, but I can't tell you what those are yet," Dana said.

GreenWorks, which still owns the building, closed in late May, according to The Georgetowner (<https://georgetowner.com/articles/2019/05/15/business-ins-outs-current-newspapers-georgetown-main-street-and-moby-dick/>). The floral company consolidated its inventory in its other locations in the West End and Willard Hotel, according to a company spokesperson.

"It was more of a boutique location, more for novelty items, home furnishing, and more of a gift shop and a takeaway arrangement shop rather than a larger scale full design shop," the spokesperson said.

GreenWorks will still deliver to Georgetown and within a 25-mile radius of D.C., leaving its business operations unaffected.

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Gui • 3 days ago

OK - I'm just going to say it. The bagels aren't worth the waiting in line. Also, are they expanding a little too quickly? Time will tell...

13 | 1 • Reply • Share ▾



johnnyebbs → Gui • 3 days ago

It's not even just the line, people take Uber from *across town* just to wait in line for a g-d dang bagel. It's a parody of itself like something out of Portlandia.

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