



MEMORANDUM

TO: District of Columbia Zoning Commission
FROM: Joel Lawson, Associate Director, Development Review
DATE: *JL* February 21, 2025
SUBJECT: Final Report for Z.C. 07-21D
 Modification to an Approved Consolidated Planned Unit Development
 2201 M Street, N.W. (formerly known as 2213 M Street, NW)

I. BACKGROUND AND ANALYSIS

The subject site is located at 2201 M Street, NW, at the northwest corner of 22nd and M Streets NW (: Square 50, Lots 82, 84,813, 816, ANC 2A). There are multiple hotels within a few blocks of the new hotel's site, as well as residential and office structures.

The original PUD for a hotel on this site (ZC Case 07-21) was approved in 2008. The approved Order did not indicate upper level hotel branding signage. A two year PUD extension was approved in 07-21A in 2010, and significant modifications were approved in 07-21B, in 2011. Please refer to applicant filings for a more comprehensive description of the original PUD approval, and the Zoning Consideration of these previous extensions and modification requests.

In previous Case 07-21C, which was filed as a Modification of Consequence (without hearing) but which was set down for a public hearing by the Commission, OP filed a report recommending approval of signs at lower levels of the building, but denial of a request for an illuminated sign at the top of the building. In ZC Order 07-21C (November 9, 2018), the Commission approved two signs, one above the hotel entrance on 22nd Street, and one externally illuminated blade sign on the M Street NW façade. The Commission did not approve signage for the top of the building.

According to applicant filings, the property since changed ownership, and the new owners, unaware of this PUD restriction, filed permits with the Department of Buildings for an illuminated sign at the top of the building. This permit was issued and a sign was installed, but the permit was later revoked by DoB. The applicant subsequently filed the current PUD Modification request to allow the sign to remain in place.

As noted in the applicant filing at [Exhibit 6](#), the applicant has agreed to a condition “*that the existing sign at the top of the building or any replacement in this locale never be illuminated.*”

II. RECOMMENDATION

Given the history of the permitting for the sign at the top of the building and the owner's agreement that it will not be illuminated, Office of Planning (OP) **recommends approval of 07-21D**, to allow retention of a single sign at the top of the building;

SUBJECT TO inclusion in the Order of a condition stating *that the existing sign at the top of the building or any replacement in this locale never be illuminated.*

III. AGENCY COMMENTS

OP has received no comments from other agencies, and no other agency reports have been filed to the record.

IV. ANC COMMENTS

As of the date of this report, ANC 2A had not submitted comments to the record. At Exhibit 2A11 is a letter in support from SMD 2A06, filed to the record by the applicant.

V. COMMUNITY COMMENTS

At Exhibit 5 is a letter in opposition from the West End Citizens Association (WECA).