

Z.C. 15-28A

Press House Pursuit, LLC

1225 3rd Street, NE (Square 772, Lots 812 and 7002)
Consolidated PUD Modification with Hearing

Zoning Commission Public Hearing | November 24, 2025 | Applicant's Presentation

PUD Site



PUD Background

- Approved pursuant to Z.C. Order No. 15-28
 - Consolidated PUD
 - Related Zoning Map amendment to C-3-C (now MU-9)
- Mixed-use development:
 - Two (2) residential components (**complete**)
 - Hotel (with flexibility to convert to residential)
 - Office and ground floor retail (**complete**)
 - Below-grade parking (**partially complete**)
- Density: 6.67 FAR , Height: 110-120 feet plus penthouse
- Adaptive reuse of National Capital Press building



PUD Modification Summary

- Modify select exterior elements of base building
- Modify penthouse design
- ~~Add hotel as a permitted use to a portion of the ground floor of the NCP Building.~~ (**withdrawn per ANC request**)
- Increase hotel guest room count from 175 to 189 units (with flexibility to vary +/- 10%)
- Add eating and drinking establishment use within the penthouse and on roof (special exception requested)

*** All other aspects and conditions of Z.C. Order No. 15-28 remain unchanged**

Press House Pursuit LLC / Rift Valley Capital LLC Background

Team

LEADERSHIP

Bereket Selassie
Managing Partner – DC

Stephan Rodiger
Managing Partner – DC

Jeff Lamont
Partner, CFO

Aole Ansari
Managing Partner - Nashville

Focus Areas

Urban Infill Residential

Public Private Ventures

Hospitality

Fee Development



We are a minority-owned real estate investment and development firm. The management team has originated and developed **\$9.6 billion** of projects totaling over **36 million** square feet.



Bereket Selassie
Managing Partner

- 20+ years experience, 15 at CRC Partners. Sourced over \$4.9 billion of projects across variety of channels, RFPs, brokers, and land assemblages.
- JD-MBA – Harvard University
BA – University of Illinois



Stephan Rodiger
Managing Partner

- 20+ years experience. Has developed \$2 billion in projects around the country, focused on large mixed-use and multifamily housing.
- MCRP – University of North Carolina
BS – Cornell University



Jeff Lamont
Partner, CFO

- Entrepreneur in technology-enabled services. Built four successful companies. 30+ year history of co-investment with Bereket Selassie.
- MBA – Harvard University
BA – University of Illinois



Aole Ansari
Managing Partner

- 20+ years experience, 15 at Lendlease. Sourced \$2.7 billion of residential, hospitality, medical office, and student housing at Lendlease.
- MBA – University of Virginia, Darden School
BS – U.S. Naval Academy

Community Engagement

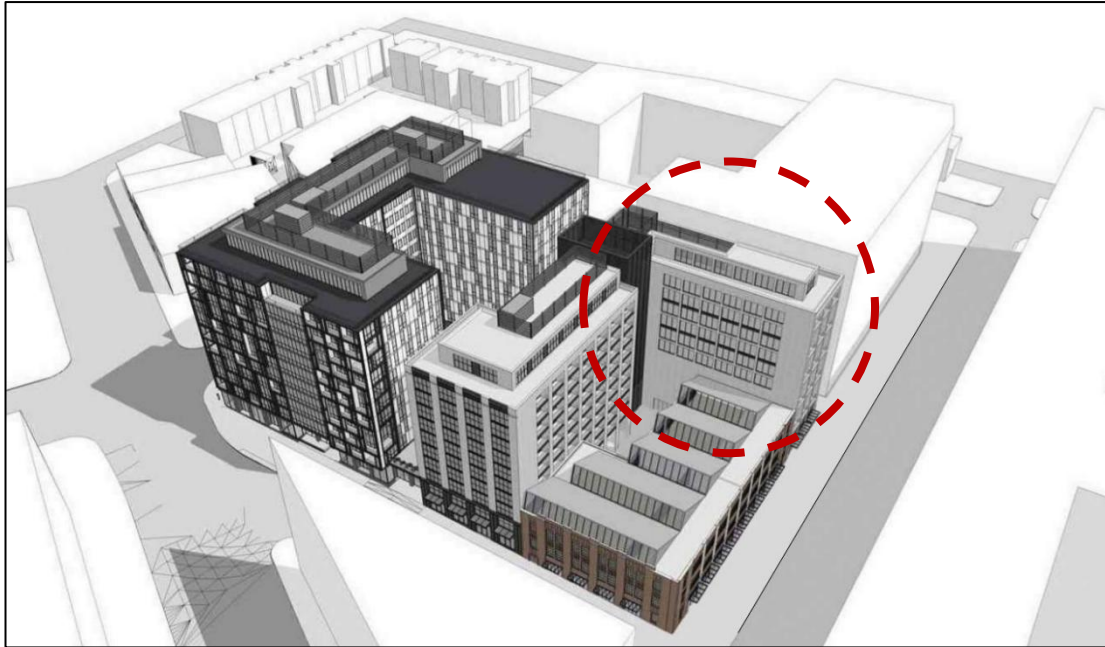
- ANC 6C Input and Support:
 - SMD Meetings with ANC 6C07 SMD Commissioner
 - ANC 6C PZE Committee Meeting
 - Full Commission Public Meeting
- Community and Neighborhood Organizations:
 - Two Rivers Public Charter School
 - NOMA BID
- Adjacent Property Owners/Developers:
 - Foulger Pratt
 - LCOR
 - Trammel Crow
 - JBG Smith

Timeline/Key Project Milestones

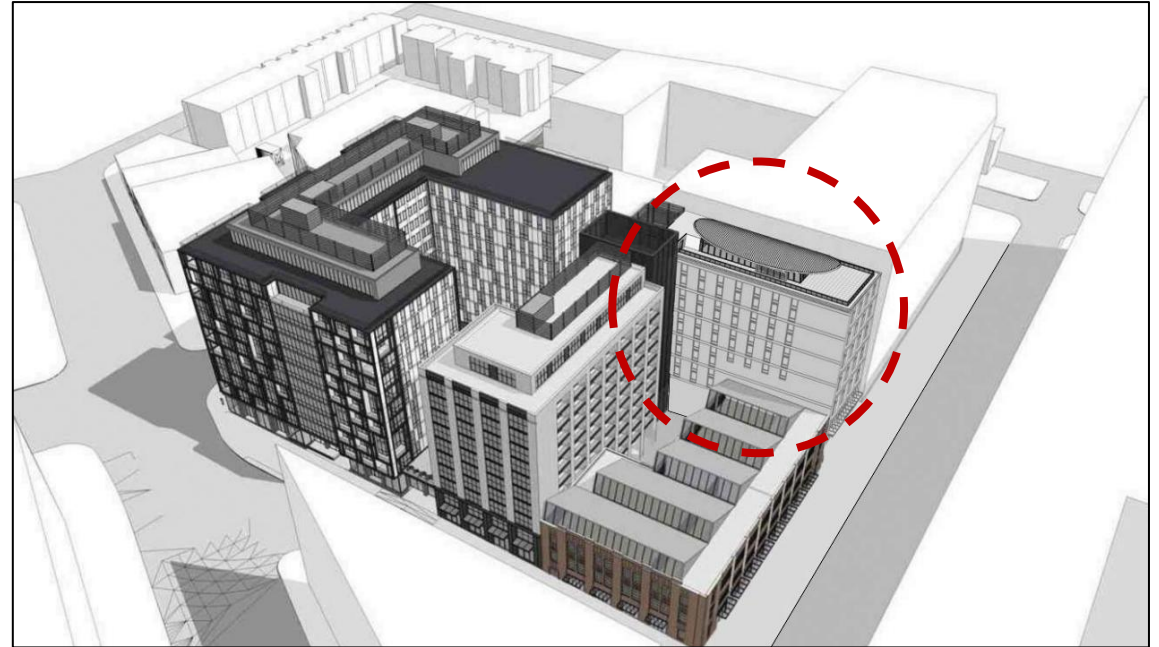
- Zoning & Entitlement Phase
 - 4Q - 2025: Zoning Commission PUD Modification Public Hearing
 - 1Q - 2026: Project Team Kick-Off
- Design, Preconstruction, & Permitting Phase
 - 4Q - 2026: Design Documents Complete/Submit for Permits
 - 3Q - 2027: Building Permits Approved
 - 3Q - 2027: Financing Closing/GMP Execution
- Financing, Construction, & Opening Phase:
 - 3Q - 2027: Construction Commences
 - 2Q - 2029: Construction Complete
 - 2Q - 2029: Certificate of Occupancy/Grand Opening/Operations Commence

All timeline/milestone elements are estimated and subject to change based on market and regulatory conditions.

Summary of Design Changes

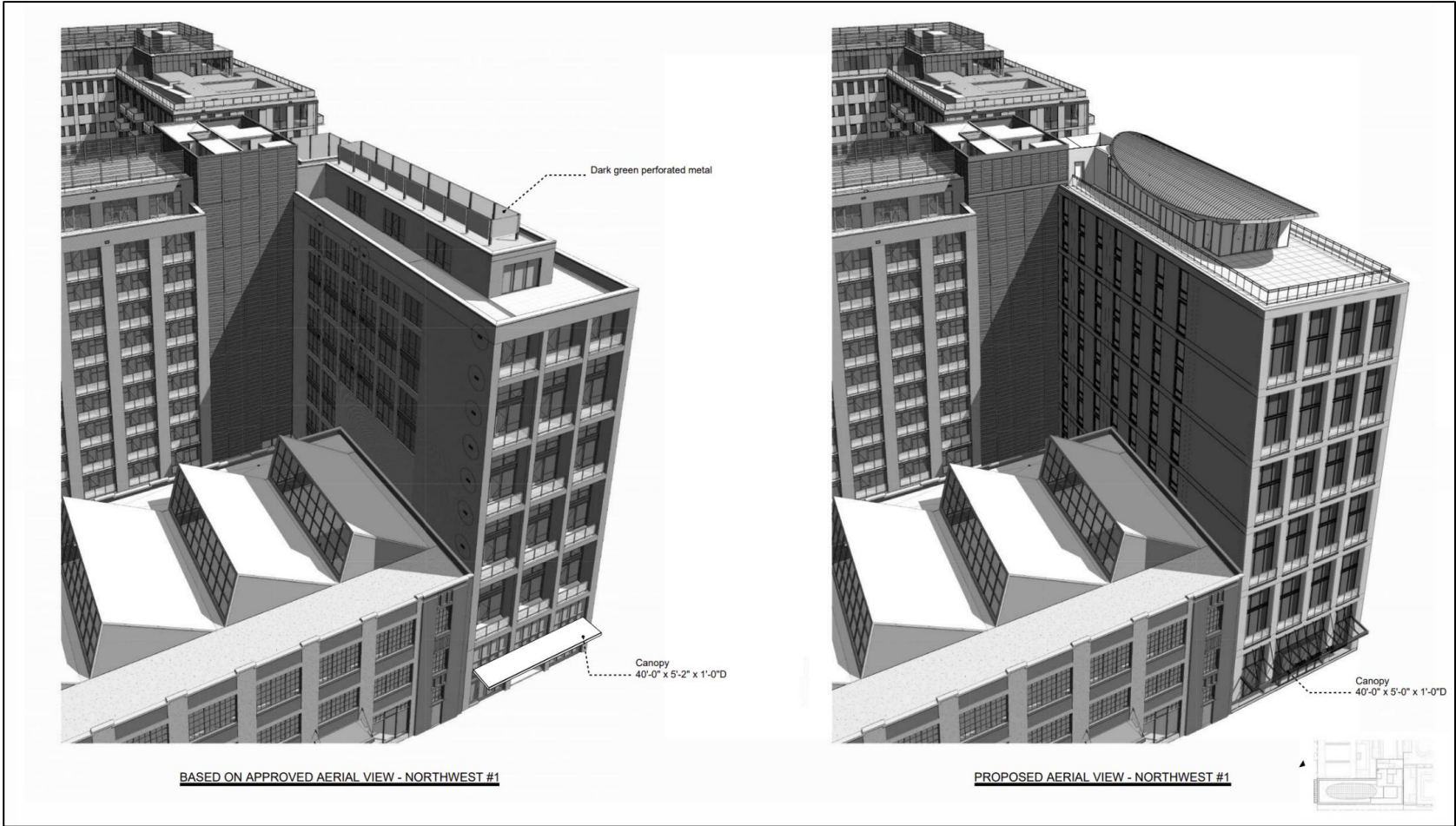


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PROPOSED

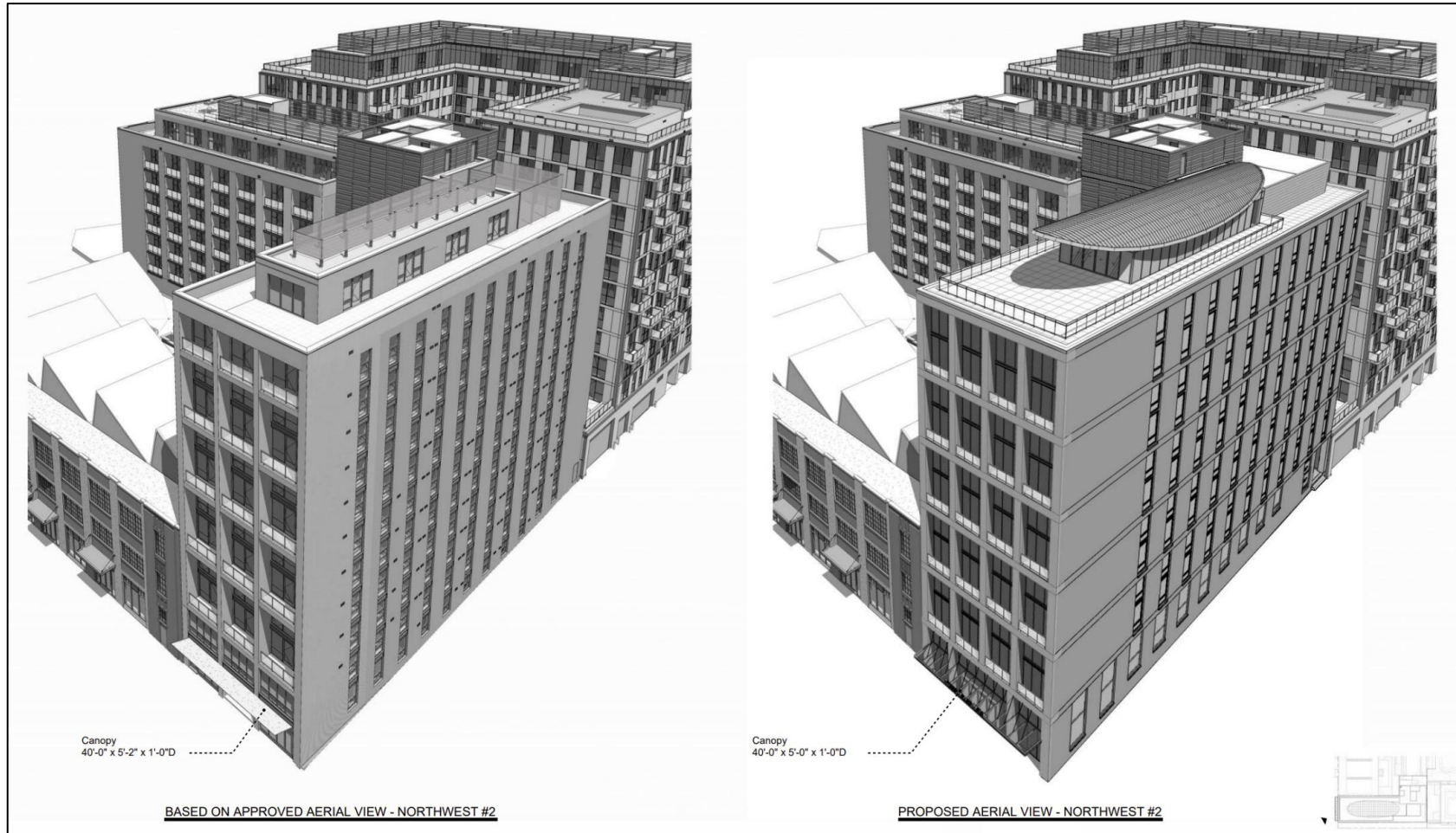
Summary of Design Changes



EXISTING

PROPOSED

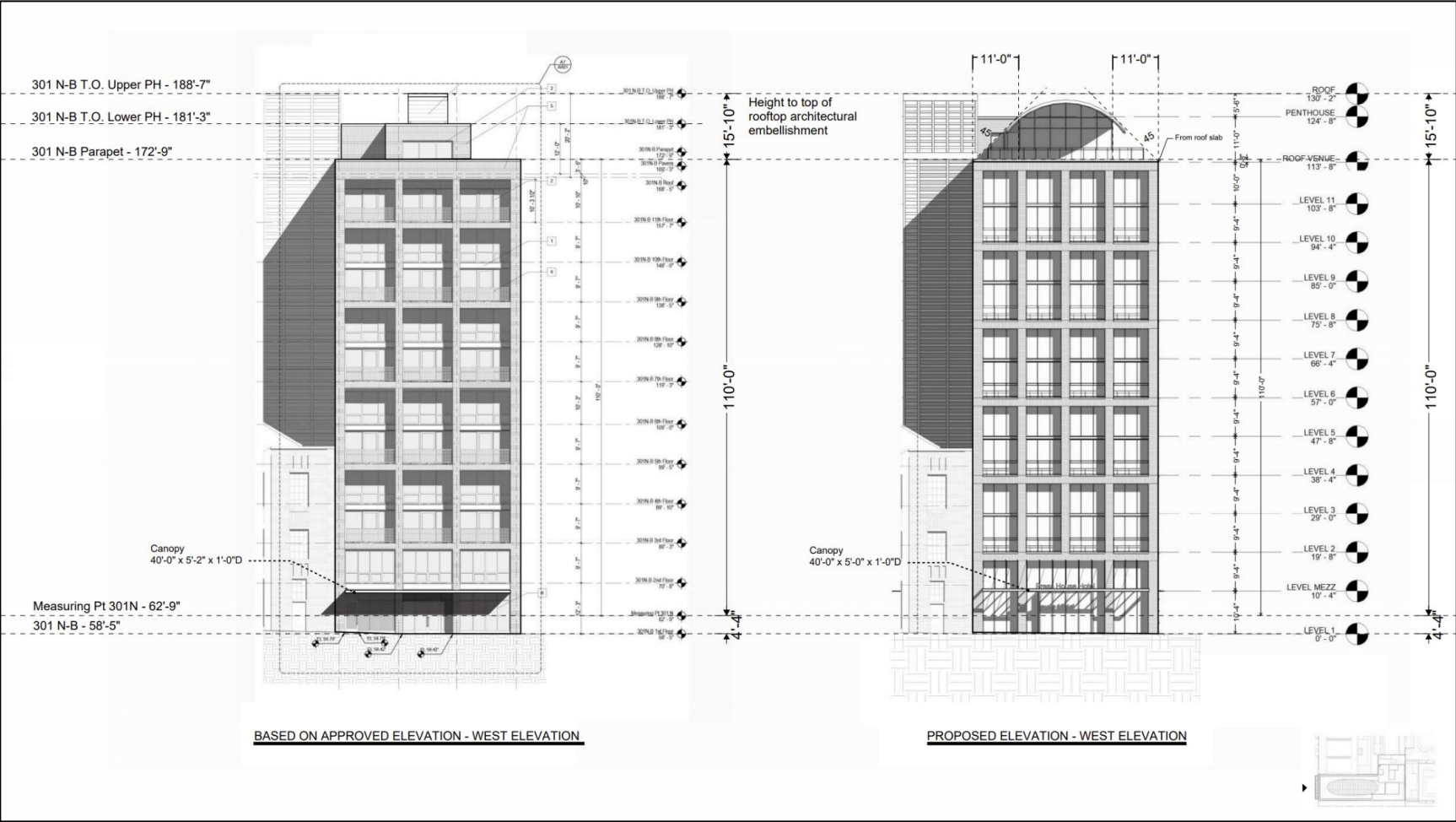
Summary of Design Changes



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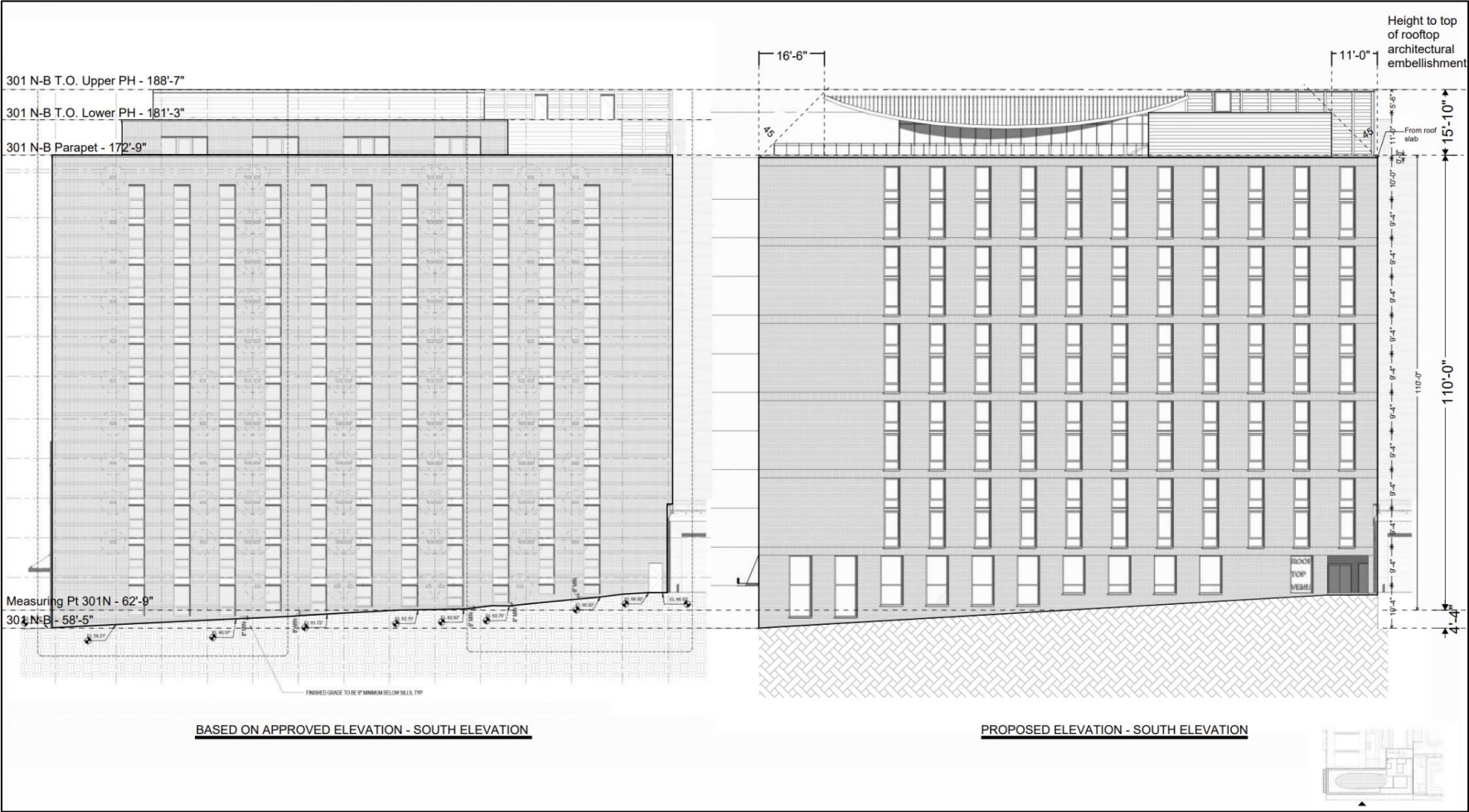
Summary of Design Changes



EXISTING

PROPOSED

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EXISTING



PROPOSED

Summary of Design Changes



EXISTING



PROPOSED

Standard of Review for PUD Modification

- “If the application is for the modification of a second-stage PUD, it shall meet the requirements for, and be processed as, a second-stage PUD application” 11-Z DCMR 704.3
- A two-stage application has two (2) parts as follows:
 - The first-stage application involves a general review of the site’s suitability as a PUD and any related map amendment; the appropriateness, character, scale, height, mixture of uses, and design of the uses proposed; and the compatibility of the proposed development with the Comprehensive Plan, and city-wide, ward, and area plans of the District of Columbia, and the other goals of the project; and
 - The second-stage application is a detailed site plan review to determine transportation management and mitigation, final building and landscape materials and compliance with the intent and purposes of the first-stage approval, and this title.

11-X DCMR 302.2

Standard of Review for Special Exception

- An eating and drinking establishment located within a penthouse habitable space, or on a rooftop deck on the highest roof of the building, shall only be permitted as a special exception under Subtitle X, Chapter 9. (11-C DCMR 1501.1(d))
- As part of any PUD, the applicant may request approval of any relief for which special exception approval is required. (11-X DCMR 303.13)
- General special exception criteria under 11-X DCMR 901.2:
 - Will be in harmony with the general purpose and intent of the Zoning Regulations and Zoning Maps;
 - Will not tend to affect adversely, the use of neighboring property in accordance with the Zoning Regulations and Zoning Maps; and
 - Will meet such special conditions as may be specified in this title.

Special Exception Evaluation

- *Will be in harmony with the general purpose and intent of the Zoning Regulations and Zoning Maps;*
 - PUD zoning permits high-density mixed-use development (office, retail, and housing with a focus on employment and residential use).
 - Eating and drinking establishments generally permitted by-right.
 - No impact to light and air.
 - No overcrowding of land.
 - No increase in population or measurable intensity of use.
- *Will not tend to affect adversely, the use of neighboring property in accordance with the Zoning Regulations and Zoning Maps; and*
 - Modest-sized use that is appropriate within the mixed-use development and area within which it is located.
 - Surrounded by other high- or medium-density mixed-use developments that will buffer lower-scale residential uses.
 - Subject to all applicable D.C. noise control laws and subject to ABCA approval.
 - Subject to additional ANC conditions (including noise monitoring).
- *Will meet such special conditions as may be specified in this title*
 - No other special conditions specified in the Zoning Regulations relating to this relief.

Conclusion

- PUD
 - Proposed modifications to the hotel design are minimal and are consistent with the intent and purpose of the approved PUD.
- Special exception
 - Proposed rooftop eating and drinking establishment is consistent with the character and uses in the surrounding area, and satisfies all special exception criteria.
 - Proposed rooftop eating and drinking establishment will have no impact on the site plan, character, use, and circulation of the approved PUD, or within the surrounding neighborhood.