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VIA EMAIL

Ms. Crystal Myers
District of Columbia Office of Planning
899 North Capitol St. NW, Suite 7100
Washington, D.C. 20002
crystal.myers@dc.gov

**Re: ZC Case No. 24-11 / PUD and Related Zoning Map Amendment
Square 4268, Lots 6, 12, 14, 801, 804, and 819 and Parcel Nos. 01530113,
01530152 and 01530153
Supplemental Information for Comprehensive Plan Evaluation**

Dear Ms. Myers:

This letter is submitted on behalf of Jemal's Schaeffer LLC and Jemal's Bumper George LLC (together, the "Applicant") in response to your request for more information on how the proposed Planned Unit Development ("PUD") to be located at Square 4268, Lots 6, 12, 14, 801, 804, and 819 and Parcel Nos. 01530113, 01530152 and 01530153 (collectively, the "Property") is not inconsistent with the Property's Land Use Change Area designation on the Comprehensive Plan's Generalized Policy Map ("GPM"). The following analysis is intended to supplement the information previously submitted in the Applicant's Statement in Support (Exhibit 3) and Comprehensive Plan Analysis (Exhibit 3G).

The guiding philosophy in Land Use Change Areas is to "encourage and facilitate new development and promote the adaptive reuse of existing structures." 10-A DCMR § 225.11. Further, the Framework Element provides that "[a]s Land Use Change Areas are redeveloped, the District aspires to create high-quality neighborhoods that demonstrate exemplary site and architectural design and innovative environmental features, compatible with nearby neighborhoods, protect cultural and historic assets, and provide significant affordable-housing and employment opportunities. Measures to ensure that public benefits are commensurate with increased density and to avoid and mitigate undesirable impacts of development of the Land Use Change Areas upon adjacent neighborhoods should be required as necessary. Such measures should prioritize equity by accounting for the needs of underserved communities." 10-A DCMR § 225.12.


The proposed PUD will advance the foregoing objectives by facilitating the construction of a new building for light industrial/distribution and accessory office uses, fronting on a section of New York Avenue that currently has several underutilized and outdated properties. The project showcases exemplary site and architectural design by incorporating several distinct industrial design elements that will uplift the corridor's industrial legacy. The building prominently features brick as its primary exterior material, which is commonly associated with industrial architecture, giving it a robust and durable appearance. Additionally, the windows are tall and narrow with arched tops and grid patterns. These window designs are reminiscent of those found in historic industrial buildings, allowing ample natural light to penetrate while maintaining the building's structural integrity. Vertical elements on the facade, such as the black vertical bands, provide a sense of rhythm and structure, enhancing the industrial aesthetic. These bands break up the brick expanse and add visual interest. The roofline is simple and flat, consistent with industrial architecture, which often emphasizes function over decorative elements. Further, the design exhibits symmetry and repetition, which are common in industrial buildings due to the need for standardized and efficient construction methods. Overall, the showroom activates the ground floor by combining transparency, accessibility, lighting, and modern design elements to create an inviting and engaging street-level presence. This design strategy effectively draws people in, promoting foot traffic and enhancing the overall vibrancy of the area. Finally, the proposed use will generate new employment opportunities for this area of the city and could serve as a catalyst for other redevelopment opportunities in the surrounding area.

Accordingly, for the reasons set forth above, the proposed project is not inconsistent with the property's Land Use Change Area designation on the GPM.

Thank you for your consideration and continued review of this application.

Very truly yours,

HOLLAND & KNIGHT LLP

By: 
Leila M. Jackson Batties

Cc: Zoning Commission for the
District of Columbia