

Petitto's Ristorante d'Italia

2653 Connecticut Avenue, N.W.
Washington, D.C. 20008
202-667-5350

January 27, 1988

200 JAN 27 PM 5:33
ZONING SECRETARIAT,
DISTRICT OF COLUMBIA

Mr. Lindsley Williams, Chairman
D. C. Zoning Commission
The District Building, Room 11
Washington, D. C. 20004

Dear Mr. Williams:

Refer: Case No. 86-26

I am writing as an owner of a Woodley Park business, Petitto's Ristorante d'Italia, 2653 Connecticut Avenue, N. W., Square 2204, Lo Lot 0833. We have been in operation for more than ten years. In that time, I have seen much positive growth in the area, particularly on the part of restaurants.

It is because of this growth that I object strongly to a specific provision in the Woodley Park Overlay Proposal, relating to the 25% restriction on food service establishments - 1301.5.

Please understand I do not wish to go on record as an opponent to the Overlay Plan. I am most concerned about the limitations the 25% will place on small businesses.

First, I object to the blanket considerations for Cleveland Park and Woodley Park alike. They should be recognized as different neighborhoods, having separately developed their own personalities and purposes. This is most evident in the beautiful architecture of the Woodley Park buildings and in the development of its restaurants.

Because the most development in this neighborhood has been in the nature of restaurants, the 25% restriction is unrealistic. What is unclear is how Office of Planning arrived at the 25% figure; because in the case of Woodley Park, the 25% of linear footage for restaurants presently operating must already be met or be very close.

Therefore, what O.P. is suggesting is a moratorium on restaurant development in Woodley Park!

I recognize the need for some restriction, in order to maintain a multi-purpose neighborhood commercial area; but I do not believe it is the responsibility of O.P. to change the nature of a positive area.

ZONING COMMISSION
District of Columbia
~~ZONING COMMISSION~~
District of Columbia
Case No. 86-26
EXHIBIT NO. 364
Exhibit... 364

Mr

I propose the O.P consider raising the 25% to a more realistic percentage for our particular neighborhood!!

Although restaurant development has been extensive, I contend it has not been a negative expansion:

(1.) Throughout the city, the neighborhood is gaining a good reputation for food establishments. (See enclosed copies of recent press specifically citing the Conn. Ave. block of Woodley Park.) Why should this positive trend be thwarted? Our restaurant in particular makes a strong effort to cater to our local customers as well as tourists, evidenced by our heavy local clientele over the ten years.

(2.) However, visitors also are increasingly impressed with availability of such a variety of foods, plus how European in style all the sidewalk cafes are in the warmer seasons. Visitors and Washingtonians alike affectionately refer to it as a small Via Veneto, that fashionable street of Rome. I have had occasion over the ten years to hear many positive comments about our "restaurant row." We all must recognize the responsibility we have as members of the Nation's Capital to make an especially good impression on the rest of the country. Any small part we do to make Washington a positive memory for our visitors is important.

(3.) Lastly, in recent years, almost all the restorations and remodeling in the area has been done exclusively by restaurants. A good example is the north end of Square 2204 (approximately 5 lots). If anyone remembers that end of the block 8 to 10 years ago, they will realize the remarkable changes. I cannot recall one other type of retail business that has upgraded its appearance or storefront in the past 10 years.

In general, it appears that O.P. may be unconsciously harming restaurant growth, and thus some of the business people who have done the most to improve the area. In effect, the Overlay Plan would seriously infringe on any successful business person who has been consistently and responsibly providing service to the community and who may wish to expand. It might hinder his right to sell his business!

I have attended both hearings so far and will also be at the January 28 meeting, at which time I would be available for questions. Please enter my letter as a matter of record.

Sincerely,



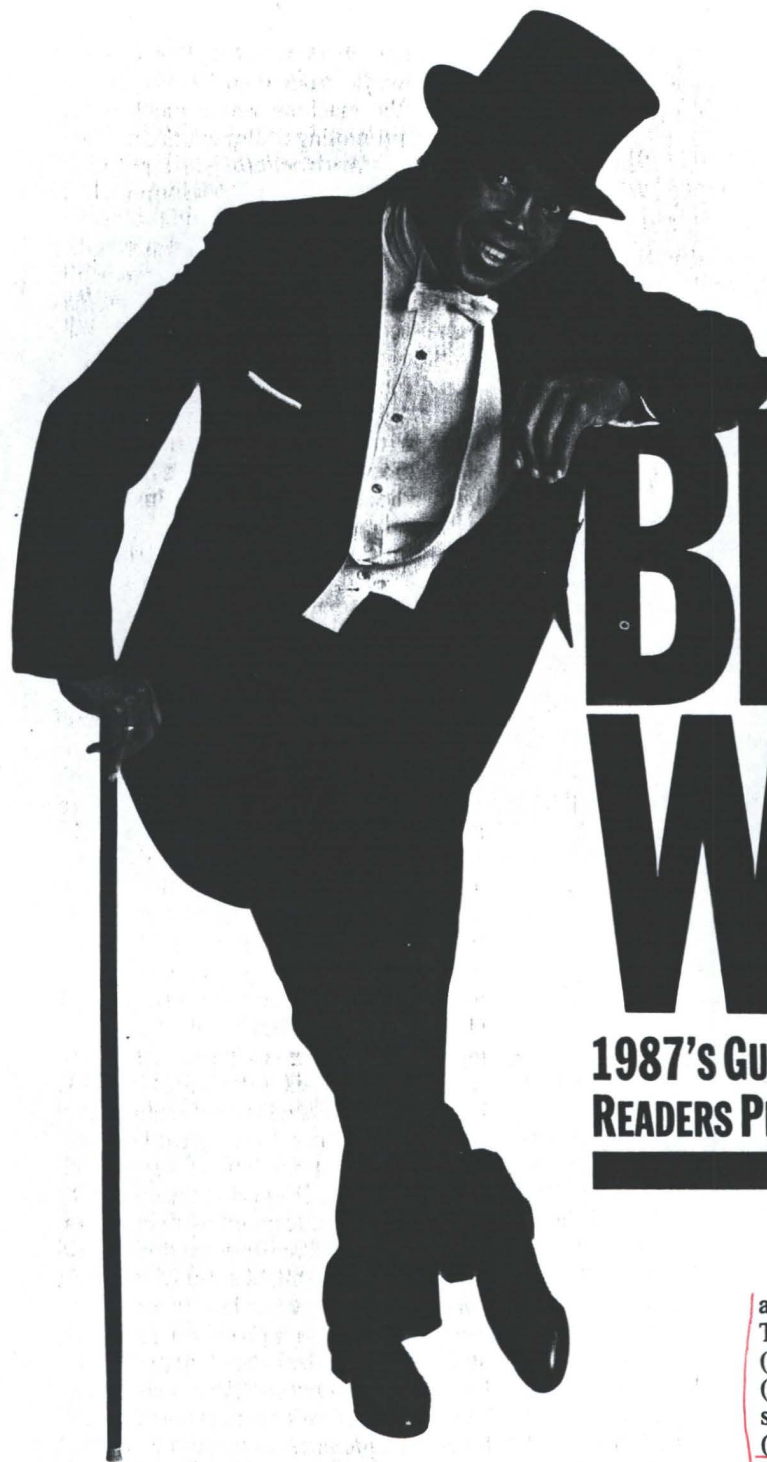
Karen Shannon
President and General Manager

kms

Enclosures

cc: Mr. Nate Gross, Office of Planning

GOES WITH
EXHIBIT 364



BEST & WORST

1987's GUIDE TO WHAT'S IN AND WHAT'S OUT—PLUS
READERS PICK THEIR FAVORITES IN 56 CATEGORIES

COMEBACK OF THE YEAR

Best: Sugar Ray Leonard's victory over Marvelous Marvin Hagler. How sweet it was!

Worst: Cicadas. Mere shells of their former selves.

UNDEVELOPED TERRITORY

Best: The abandoned trolley-car turnaround under Dupont Circle. Several attempts at developing it have failed. Any ideas? Send them to The

80 *The Washingtonian/July 1987*

Washingtonian, 1828 L Street, Northwest, DC 20036. The best suggestion wins lunch with the *Washingtonian* writer of his or her choice.

ETHNIC-EATS ENCLAVE

Best: The corner of Connecticut Avenue and Calvert Street, Northwest. The tastes of the world within a few hundred yards of each other, including Chinese (Chin's

and David Lee's Empress), Thai (Thai Taste), Indian (Tandoor and Rajah), French (Napoleon's), Tex-Mex (Tucson Cantina), upscale Italian (Petitto's), downscale Italian (Venice Pizzeria), Afghan (Khyber Pass), New American (New Heights), Deli (Baron's Deli), and fast food (Hardees). A gastronomic UN.

CLASS ACT

Best: Downstairs at the Ritz-Carlton. Hats off to the Terrace Room for bringing Rosemary Clooney, Peggy Lee, Michael Feinstein, and others, making DC nightlife stylish again.

Worst: Upstairs at the Ritz-Carlton. Nice place to visit, but you wouldn't want to stay there.

LOBBY ART

Worst: Washington Square, Connecticut Avenue and L Street, Northwest. A gracious building lobby defiled by exhibition after exhibition of silly statues.

IMITATION OF JOE THEISMANN

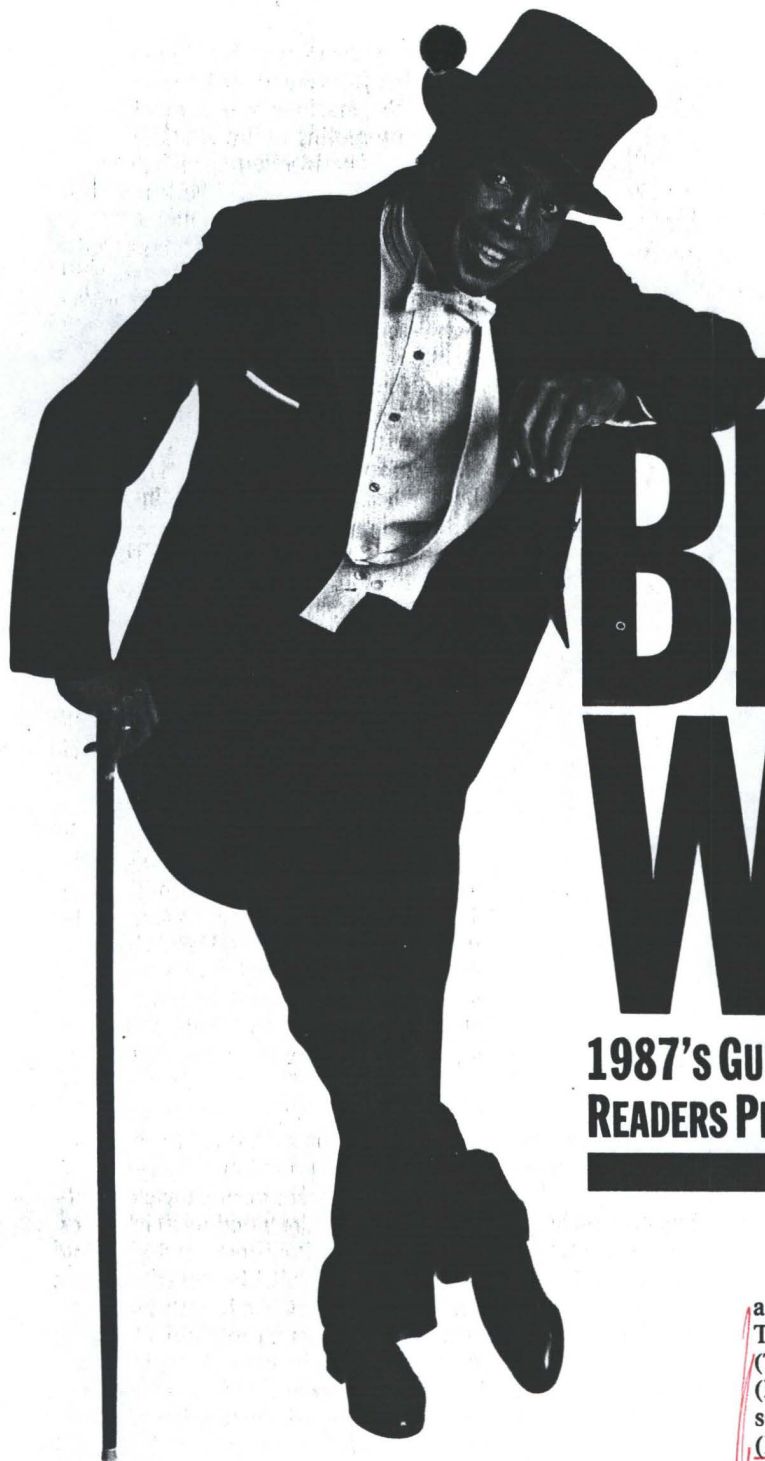
Worst: Channel 5's Joe Fowler. As loud and as full of himself as the original, but without a passing game.

ECLECTIC JUKEBOX

Best: The Brickseller, 1523 22nd Street, Northwest. Two jukeboxes chock-full of everything from Janis Joplin to Judy Garland. Anyplace you can hear the original Robert

PHOTOGRAPH BY LEN RIZZI / PHOTOGRAPH

Please note: Woodley Park was voted "Best"



GOES WITH
EXHIBIT 364
from PETITTO'S
REST.

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