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February 5, 2015

Mr. Anthony J. Hood, Chairman  
D.C. Zoning Commission  
D.C. Office of Zoning  
441 Fourth Street N.W., Suite 210S  
Washington, D.C. 20001

Re: Zoning Commission Case No. 14-12, 1309-1329 5<sup>th</sup> Street N.E.

Dear Chairman Hood:

As a manager of 320 Florida Owner, LLC's ownership of 320 Florida Avenue, NE, I am writing to express my support of the Union Market identifier proposed to be located on the roof of the above referenced project. The "Union Market" lettering that is currently located on top of the existing Market building should be moved to the top of the proposed building above the Market as it will act as a key identifier to the entire neighborhood. This identifier will be essential to the success of the neighborhood as a destination as well as a tie to the history of the neighborhood.

The identifier is an iconic identification marker that announces the identity of the Union Market district. The visibility of the identifier from a distance is critical to the neighborhood's profile. Through the signage, people will be attracted to the neighborhood and further know it as Union Market. For similar reasons, we have committed to including "Union Market" in the name of our building at The Highline at Union Market. Establishing this neighborhood as "Union Market" is vital to the success of our project.

The location of the identifier on the top of the building would allow it to be seen – and to identify the Union Market district – from much farther afield. In particular, a location that will be visible from a distance including the NoMa Metro stop and the New York Avenue is important to help visitors to the neighborhood find the location and have a key attachment to the neighborhood for people who live there. Its location in a highly visible location is important as the neighborhood builds up around the project. This requires that the identifier be placed as an architectural embellishment on the roof of the building. This is in line with the Small Area Plan's indication of the importance of signage and way-finding to increase the awareness to the general public of the neighborhood.

In addition, the identifier has historic importance as it ties to the neighborhood's past, when it was known as Union Market. It also ties to the other locations in the market that have historic remnants of the neighborhood being identified as "Union Market". The identifier possesses a style of lettering that not only is closely identified with the industrial aesthetic of the Union Market district, but resuscitates the signage that was historically located along the tops of buildings in the Union Market district. In fact, such signage is shown in several areas within the Florida Avenue Market Small Area Plan.

Regards,

David Franco  
Manager, 320 Florida Owner, LLC  
Principal and Co-Founder, Level2 Development, LLC

ZONING COMMISSION  
District of Columbia  
CASE NO.14-12  
EXHIBIT NO.37