

January 23, 2017

VIA IZIS

Chairman Anthony Hood
District of Columbia Zoning Commission
441 4th Street NW, Suite 200S
Washington, DC 20001

Re: Z.C. Case No. 16-02 – Applicant’s Post-Hearing Submission

Dear Chairman Hood and Members of the Commission:

The public hearing for the above-referenced case concluded on December 14, 2016. The information described below and in the attached responds to the requests and questions from the Commission at the public hearing. The Applicant looks forward to the Commission taking final action on this case on February 16, 2017.

1. Additional Transportation Information

The Commission requested additional information regarding pedestrian routes and distances, including the distance from the Navy Yard Metrorail station. In addition, the Commission requested a more developed transportation operations and parking plan (“TOPP”). The document attached as Exhibit A includes a preliminary TOPP with as much specificity as possible at this time. The preliminary TOPP includes information regarding pedestrian routes and distances as well as information regarding shuttle service, where applicable, to the stadium.

In addition, the Commission requested that the Applicant explore the idea of a water taxi servicing the stadium. The Applicant spoke with the Potomac Riverboat Company about such service and will continue to work with them, as described in the letter attached as Exhibit B.

2. Noise

As the Applicant explained at the public hearing, the District’s noise regulations do not account for an open-air stadium. The maximum permitted sound levels are equivalent to a loud restaurant. Furthermore, the noise impacts of the soccer stadium were assessed in the *Buzzard*

Point Soccer Stadium Environmental Mitigation Study (excerpts attached as Exhibit C). That study concluded that adverse noise impacts from the stadium are expected to be short-term and minor (see pages 4-99 – 4-101).

Furthermore, as shown in Exhibit C, the sound levels generated at Nationals Stadium ranged from 71.7 to 82.2 dBA during a typical game day event, which was the background condition for assessing the soccer stadium's impacts. The study of Nationals Stadium noise conditions are included in pages 3-109 – 3-111 of the attached Exhibit C.

Nevertheless, the Applicant commits to working with DMPED to develop a sound plan that will address concerns about sound from the stadium in excess of that permitted by regulation.

3. Stadium Signage

The location, scale, and design of each sign are intended to enhance, but not replace, the architecture and enrich the pageantry and experience of being at the DC United stadium. The process of locating the exterior brand and sponsorship signage was a collaborative effort between Populous, DC United marketing staff, and a third party specialist in creating exceptional game day experience and revenue opportunities. A sponsorship market analysis confirmed the signage solution maximizes the revenue opportunities, an important factor in the sustainability of any stadium project.

Stadium signage is separated into two parts: first is identification and wayfinding and second is team branding and sponsorship advertising. Both are critical components to stadium functionality, revenue generation, and fan experience. In sports facilities, the two groups significantly overlap: wayfinding signage can incorporate branding and sponsorship signage and visa-versa. Populous developed the signage program for the DC United stadium with the goal of creating an entertaining and vibrant fan environment that seamlessly integrates all wayfinding, branding, and sponsor signage into the architecture. It was Populous' intention to use a consistent approach to all signs with regard to the character of the signs, material selection, and detailing regardless of whether it is identified as wayfinding, team branding, or sponsorship.

It is Populous' professional opinion that the quantity, location, and design of the proposed signage is consistent with the industry standard and does not substitute for the overall architectural quality of the stadium.

4. Environmental/Health

The Commission requested a summary of the plans for site remediation and actions for protection of public health during site excavation and site remediation that were described in detail at the public hearing. The document attached as Exhibit D is a summary of the plans that the Applicant developed to remediate the stadium site of harmful contaminants and the measures

that the Applicant will take during site excavation and remediation to protect the health of nearby residents, including, in particular, the dust control and containment plan. As described in the summary document, the plans incorporate best practices and exceed the industry standards.

The Applicant also has submitted to the record the complete Human Health Risk Assessment, a description of which is included in the attached summary document.

5. Responses to ANC's Concerns

A. Environmental/Health Issues

The Applicant and its environmental consultant met with members of the ANC on January 5, 2017 to discuss environmental/health issues raised by the ANC at the public hearing. The meeting was very productive, and the Applicant believes that it was able to resolve most of the ANC's concerns about protecting the health of the nearby residential community. Much of the meeting consisted of answering ANC's questions and providing more clarity about the site remediation and health protection measures that the Applicant will undertake, with both parties recognizing that much of the concern is about fugitive dust generation from other sites in the neighborhood over which the Applicant has no control. At the conclusion of the meeting, the Applicant agreed to provide a summary of the site remediation and dust control procedures, which are already included in the summary in Exhibit D. The Applicant also agreed to provide additional information on the following:

- Rodent control (included as Exhibit E);
- Estimated truck types and volume anticipated to enter/exit the project site and truck routing (included in the summary document in Exhibit D); and
- Explanation of fugitive dust amount in neighborhood generated on-site versus off-site (included in the text of the summary document in Exhibit D).

Furthermore, the Applicant has committed to contribute \$50,000 to BreatheDC for the acquisition and distribution of air purifiers for nearby residents. The Applicant is prepared to provide this contribution immediately once the agreement with BreatheDC is finalized.

B. Transportation Issues

The Applicant and its transportation consultant met with members of the ANC on January 10, 2017 to discuss transportation issues raised by the ANC at the public hearing. The meeting was productive for all participants, with the participants agreeing that the preliminary TOPP (attached in Exhibit A) will be helpful in responding to the ANC's outstanding transportation concerns. Accordingly, the meeting participants were able to identify specific issues that the preliminary TOPP should address. In particular, such issues include the following, all of which are addressed in the preliminary TOPP in Exhibit A:

- Routing of drivers onto South Capitol Street;

- Ticketing/enforcement of unpermitted on-street parking;
- Strategy for handling the rare occurrence of an event overlapping with one at Nationals Stadium; and
- Emergency vehicle planning.

Furthermore, the Applicant is committed to continue working with the ANC as the TOPP evolves.

If you have any questions, please feel free to contact us.

Sincerely,

/s/ Phil Feola
Phil T. Feola

/s/ Cary Kadlecek
Cary R. Kadlecek

Attachments