



***Special Use Permit #2024-00089***  
***1913 Mount Vernon Avenue***  
***Parking Reduction for an Outdoor Garden Center***

Application	General Data	
<b>Request:</b> Public hearing and consideration of a Special Use Permit for a parking reduction for an outdoor garden center.	<b>Planning Commission Hearing:</b>	March 4, 2025
	<b>City Council Hearing:</b>	March 15, 2025
<b>Address:</b> 1913 Mount Vernon Avenue	<b>Zone:</b>	CL/Commercial low
<b>Applicant:</b> D. Jason Portlance	<b>Small Area Plan:</b>	Potomac West
<b>Staff Recommendation:</b> APPROVAL subject to compliance with all applicable codes and ordinances and the recommended permit conditions found in Section III of this report.		
<b>Staff Reviewers:</b> Ann Horowitz, ann.horowitz@alexandriava.gov		

**PLANNING COMMISSION ACTION, MARCH 4, 2025:** On a motion by Commissioner Dube, seconded by Commissioner Brown, the Planning Commission voted to recommend approval, subject to all conditions, code requirements, and ordinances. The motion carried on a vote of 7-0.

**Reason:** The Planning Commission agreed with the staff analysis.

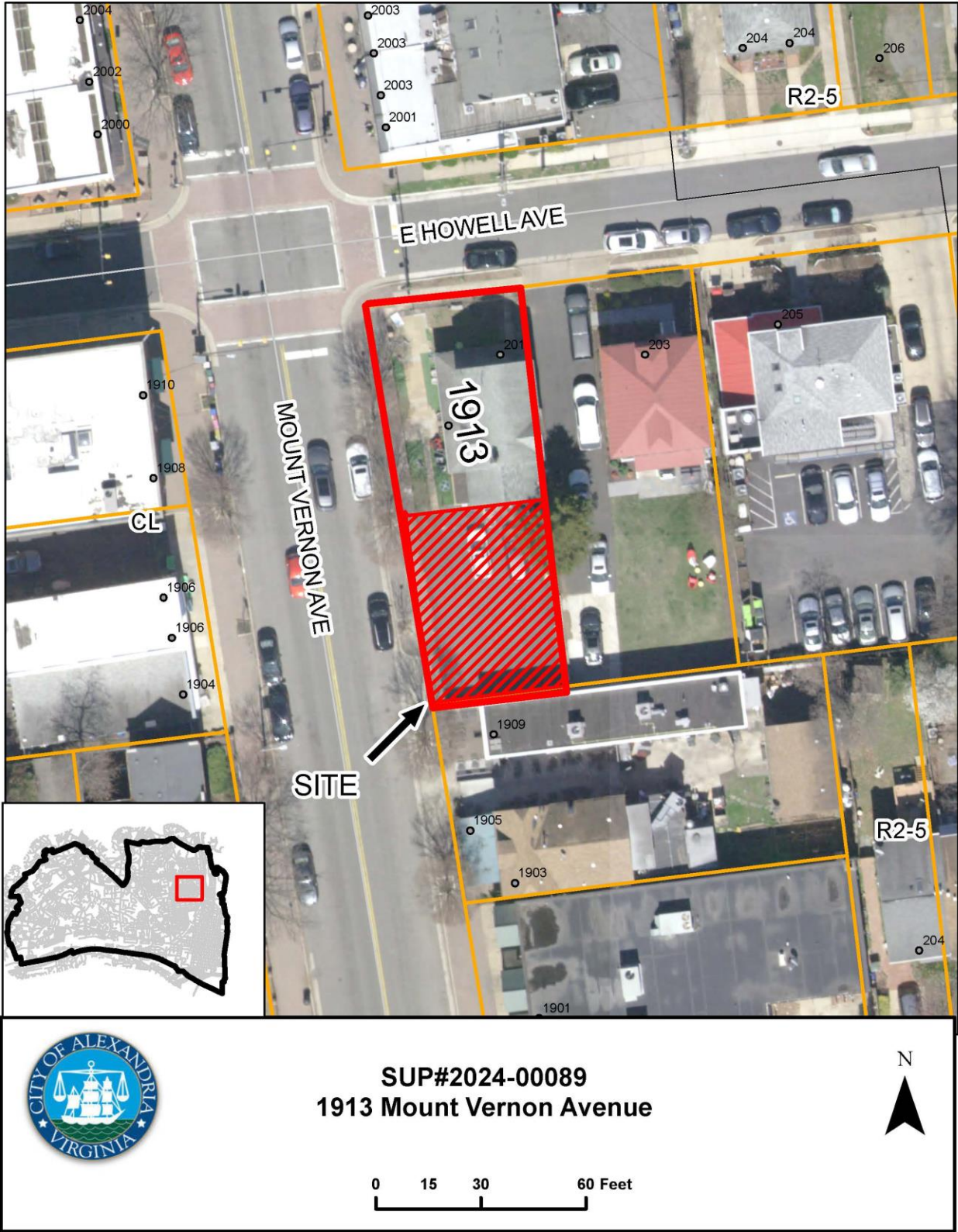
**Discussion:**

Commissioner Dube suggested the staff consider streamlining review processes for small businesses. Director Moritz mentioned that the staff is considering zoning ordinance text amendments for presentation in the fall to ease certain business regulations.

Commissioner Brown stated he originally had concerns about the six-space parking reduction, however, after meeting with the applicant and reading the letters of support, he was in favor of the SUP request.

**Speakers in attendance and in support:**

Jay Portlance, applicant, 3108 Landover St.; Dan Roth, 2503 Main Line Blvd.; Gayle Reuter, 110 S. Del Ray Ave.; Darlene Duffett, 115 W. Alexandria Ave.; Lauren Fisher, 329 Ashby St.; Pat Miller, 3301 Commonwealth Ave.



## I. DISCUSSION

Applicant D. Jason Portlance requests special use permit (SUP) approval for a six-space parking reduction to satisfy the Zoning Ordinance parking requirement for an outdoor garden center at 1913 Mount Vernon Avenue.

### SITE DESCRIPTION

The corner lot at 1913 Mount Vernon Avenue is a has 113 feet of frontage on Mount Vernon Avenue, 43 feet of frontage on East Howell Avenue, and has an area of 4,859 square feet.

It is developed with a two-story main building and two outbuildings. A 2,100 square foot outdoor garden center is located at the former parking lot (Figure 1).

Several commercial businesses surround the subject lot given its location along the Mount Vernon Avenue business corridor. The applicant's Del Ray Hardware is located to the north across East Howell Avenue at the parcel for 2001 Mount Vernon Avenue. A two-space City designated loading zone is sited in front of the hardware store (Figure 2).

### BACKGROUND

Staff approved Administrative SUP #2024-00090 on February 12 for an outdoor garden center at 1913 Mount Vernon Avenue. The outdoor garden center hours are 8 a.m. and 8 p.m., daily. Thirty daily customers are expected on weekdays and 100 customers are anticipated during weekends. Condition #4 of the SUP requires the applicant to provide the six required parking spaces within 1,000 feet of the business on commercially zoned property unless City Council approves a parking reduction. The applicant adheres to Condition #4 through a short-term lease of six parking spaces at 1900 Mount Vernon Avenue (Figure 2).



Figure 1: Site

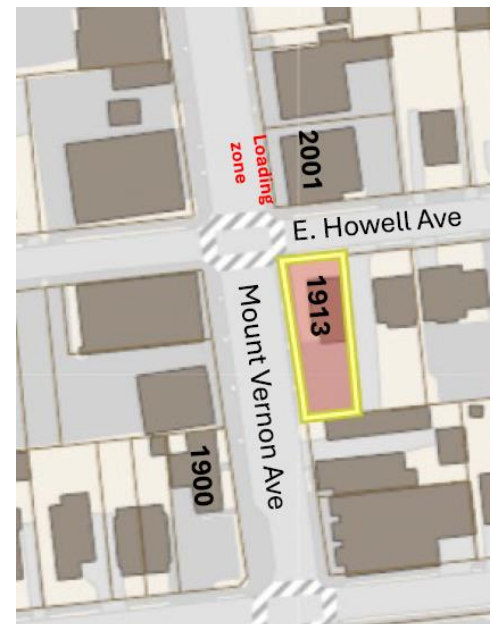


Figure 2: Site context

### PROPOSAL

The applicant requests a six-space parking reduction as the leasing of parking spaces on a permanent basis is cost prohibitive for this relatively small and independently-owned outdoor garden center. He cites the availability of parking spaces is not necessary given the central location of his business along Mount Vernon Avenue and its walkable proximity to Del Ray residential neighborhoods. For those who choose to drive, several on-street parking spaces exist near the business and the loading zone across East Howell Avenue could accommodate individuals picking up larger quantities or more bulky items that require vehicle transport.

### PARKING

Outdoor garden centers require one space for every 400 square feet of space. With 2,100 feet of space, the applicant is required to provide six parking spaces.

### ZONING/MASTER PLAN DESIGNATION

Reduction of a parking requirement is permitted with City Council approval of a special use permit, as stated in Section 8-100(4) of the Zoning Ordinance.

The outdoor garden center is located in the CL/Commercial low and in the Mount Vernon Avenue urban overlay zones. Section 4-102.1(C) allows outdoor garden centers, operating within the parameters of Section 11-513, with Administrative SUP approval.

The property is located within the Potomac West Small Area Plan that designates it for commercial use. It is also within the Mount Vernon Business Area Plan area that supports enhancing Mount Vernon Avenue as a vibrant commercial corridor and encourages independent retail businesses and uses that support pedestrian activity.

## **II. STAFF ANALYSIS**

Staff supports the applicant's request for a six-space parking reduction given its walkable location in the heart of the relatively dense Del Ray neighborhood and access to driving alternatives. Three separate bus routes and a bikeshare station are available near the business. Customers who find they must drive could access on-street parking spaces or use the two-loading spaces across East Howell Avenue to load their purchases. In addition, the allowance for a parking reduction aligns with the goals of the Mount Vernon Business Area Plan to support independent retail businesses, such as the garden center, and a pedestrian experience

Condition #2 would negate the SUP #2024-00090 outdoor garden center requirement to provide six parking spaces, recognizing the parking reduction. Conditions #3-#5 mitigate the potential for parking impacts by requiring employees to park off-street, encourage employees to use public transportation and participate in City's employee transportation benefit program, and promote customer use of alternative means to access the site through the business's marketing.



Subject to the conditions stated in Section III of this report, staff recommends approval of the Special Use Permit request.

### III. RECOMMENDED CONDITIONS

Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the following conditions:

1. The Special Use Permit shall be granted to the applicant only or to any corporation in which the applicant has a controlling interest. (P&Z)
2. The applicant's requirement in SUP #2024-00090, Condition #4 to provide six parking spaces for the outdoor garden center is waived. (P&Z)
3. The applicant shall require its employees who drive to use off-street parking. (T&ES)
4. The applicant shall encourage its employees to use public transportation to travel to and from work. The business shall contact Go Alex at [goalex@alexandriava.gov](mailto:goalex@alexandriava.gov) for information on establishing an employee transportation benefits program. (T&ES)
5. The applicant shall provide information about alternative forms of transportation to access the site, including but not limited to printed and electronic business promotional material, posting on the business website, and other similar methods. Contact Go Alex at [goalex@alexandriava.gov](mailto:goalex@alexandriava.gov) for more information about available resources. (T&ES)
6. The Director of Planning and Zoning shall review the special use permit one year after it has been operational, and then again every three years for compliance with all conditions and may docket the matter for consideration by the Planning Commission and City Council if there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; or the Director has determined that new or revised conditions are needed to offset land use impacts not addressed in the City Code. (P&Z)

**STAFF:** Tony LaColla, AICP, Division Chief, Land Use Services,  
Department of Planning and Zoning  
Ann Horowitz, Principal Planner

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**Staff Note:** In accordance with section 11-506(C) of the zoning ordinance, construction or operation shall be commenced and diligently and substantially pursued within 18 months of the date of granting of a special use permit by City Council or the special use permit shall become void.

#### IV. CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

##### Transportation & Environmental Services:

- F-1 The site is located in close proximity to three semi-frequent bus routes; a capital bikeshare station; and is in a walkable neighborhood. (Transportation Planning)
- F-2 All operations and uses on site from business must meet the noise code including noise generated from equipment used to run the greenhouse, if any. (OEQ)
- R-1 The applicant shall require its employees who drive to use off-street parking. (T&ES)
- R-2 The applicant shall encourage its employees to use public transportation to travel to and from work. The business shall contact Go Alex at [goalex@alexandriava.gov](mailto:goalex@alexandriava.gov) for information on establishing an employee transportation benefits program. (T&ES)
- R-3 The applicant shall provide information about alternative forms of transportation to access the site, including but not limited to printed and electronic business promotional material, posting on the business website, and other similar methods. Contact Go Alex at [goalex@alexandriava.gov](mailto:goalex@alexandriava.gov) for more information about available resources. (T&ES)
- C-1 The applicant shall comply with the City of Alexandria's Noise Control Code, Title 11, Chapter 5, which sets the maximum permissible noise level as measured at the property line. (T&ES)

##### Code Enforcement:

No comments received

##### Fire:

No comments received

##### Health:

No comments received

##### Parks and Recreation:

No comments received

##### Police Department:

No comments received

**APPLICATION****SPECIAL USE PERMIT****SPECIAL USE PERMIT #** \_\_\_\_\_**PROPERTY LOCATION:** 1913 Mount Vernon Ave, Alexandria, VA 22301**TAX MAP REFERENCE:** 034.04-10-01 **ZONE:** CL**APPLICANT:**Name: D Jason PortlanceAddress: 1913 Mount Vernon Ave, Alexandria, VA 22301**PROPOSED USE:** Garden Center Parking reduction for a garden center.

- ☒ THE UNDERSIGNED, hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 4-11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.
- ☒ THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria staff and Commission Members to visit, inspect, and photograph the building premises, land etc., connected with the application.
- ☒ THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article IV, Section 4-1404(D)(7) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.
- ☒ THE UNDERSIGNED, hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Director of Planning and Zoning on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

D Jason Portlance

Print Name of Applicant or Agent

[REDACTED]

Mailing/Street Address

Alexandria, Va

City and State

22305

Zip Code

DocuSigned by  

Signature

12/30/24

Date

[REDACTED]

Telephone #

[REDACTED]

Fax #

[REDACTED]

Email address

**PROPERTY OWNER'S AUTHORIZATION**

As the property owner of 1913 Mount Vernon Ave, I hereby  
(Property Address)  
 grant the applicant authorization to apply for the Garden Center use as  
(use)  
 described in this application.

Name: Michael Hadeed

Phone: [REDACTED]

Please Print

Address: [REDACTED]

Email: [REDACTED]

DocuSigned by:  
**Signature:** Michael Hadeed  
FAE00DC11A411...

**Date:** 12/30/2024 | 11:28:01 AM EST

1. Floor Plan and Plot Plan. As a part of this application, the applicant is required to submit a floor plan and plot or site plan with the parking layout of the proposed use. The SUP application checklist lists the requirements of the floor and site plans. The Planning Director may waive requirements for plan submission upon receipt of a written request which adequately justifies a waiver.

☐ Required floor plan and plot/site plan attached.

☐ Requesting a waiver. See attached written request.

2. The applicant is the *(check one)*:

☐ Owner

☐ Contract Purchaser

☒ Lessee or

☐ Other: \_\_\_\_\_ of the subject property.

State the name, address and percent of ownership of any person or entity owning an interest in the applicant or owner, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent.

D Jason Portlance - 100% ownership

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# OWNERSHIP AND DISCLOSURE STATEMENT

Use additional sheets if necessary

**1. Applicant.** State the name, address and percent of ownership of any person or entity owning an interest in the applicant, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
1. Del Ray Farmhouse, LLC		100%
2.		
3.		

**2. Property.** State the name, address and percent of ownership of any person or entity owning an interest in the property located at 1913 Mount Vernon Ave, Alexandria, VA 22301 (address), unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
1. Michael and Marcella Hadeed		100%
2.		
3.		

**3. Business or Financial Relationships.** Each person or entity indicated above in sections 1 and 2, with an ownership interest in the applicant or in the subject property are required to disclose **any** business or financial relationship, as defined by [Section 11-350 of the Zoning Ordinance](#), existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review. **All fields must be filled out completely. Do not leave blank. (If there are no relationships please indicate each person or entity and "None" in the corresponding fields).**

For a list of current council, commission and board members, as well as the definition of business and financial relationship, [click here](#).

Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1. none D Jason Portlance	none	none
2. none Michael Hadeed	none	none
3. none Marcella Hadeed	none	none

**NOTE: Business or financial relationships of the type described in Sec. 11-350 that arise after the filing of this application and before each public hearing must be disclosed prior to the public hearings.**

As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct.

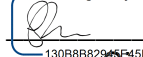
12/30/24

Date

D Jason Portlance

Printed Name

DocuSigned by:



Signature

If property owner or applicant is being represented by an authorized agent such as an attorney, realtor, or other person for which there is some form of compensation, does this agent or the business in which the agent is employed have a business license to operate in the City of Alexandria, Virginia?

☒ **Yes.** Provide proof of current City business license

☐ **No.** The agent shall obtain a business license prior to filing application, if required by the City Code.

## NARRATIVE DESCRIPTION

**3.** The applicant shall describe below the nature of the request **in detail** so that the Planning Commission and City Council can understand the nature of the operation and the use. The description should fully discuss the nature of the activity. (Attach additional sheets if necessary.)

The business will be that of an outdoor garden center. To include the sale of plants, flowers, and lawn and garden tools. The business will include a greenhouse for the sale of indoor plants as well as a barn that will function as a covered location for the register and lawn and garden tools.

The parking space reduction of 6 spaces is because there is ample parking on the street adjacent to the business. Should I be required to have parking on the premises, the functionality of the business would be greatly diminished and would make it impossible to open the business in a way that would offer a profitable opportunity. Furthermore, should I be required to provide parking off-site, the added cost associated with the rental of these parking spaces would additionally make it fiscally difficult to run the business.

Based on our research, the vast majority of our patrons will be walking to the garden center, therefore the need for parking would be minimal. The current on-street parking would be ample to handle our anticipated driving patrons.

## USE CHARACTERISTICS

4. The proposed special use permit request is for (*check one*):

- ☒ a new use requiring a special use permit,  
☐ an expansion or change to an existing use without a special use permit,  
☐ an expansion or change to an existing use with a special use permit,  
☐ other. Please describe: \_\_\_\_\_

5. Please describe the capacity of the proposed use:

A. How many patrons, clients, pupils and other such users do you expect?

Specify time period (i.e., day, hour, or shift).

Street parking is ample enough to accommodate the small number of patrons that we expect to drive to the store. Most of our patrons are expected to walk to the garden center. In addition, there is a bus stop located at the next intersection. Hours of operation are: Monday - Friday : 20 - 30 patrons and Saturday - Sunday : 50 - 100 patrons.

B. How many employees, staff and other personnel do you expect?

Specify time period (i.e., day, hour, or shift).

A total of 5 employees. Shifts would vary based on influx of business, but no more than 3 employees would be working at any given time.

6. Please describe the proposed hours and days of operation of the proposed use:

Day:  
Daily

Hours:  
8am - 8pm

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7. Please describe any potential noise emanating from the proposed use.

A. Describe the noise levels anticipated from all mechanical equipment and patrons.

The noise would be minimal since no machinery is required to run this business.

B. How will the noise be controlled?

N/A

- 8.** Describe any potential odors emanating from the proposed use and plans to control them:

N/A

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- 9.** Please provide information regarding trash and litter generated by the use.

A. What type of trash and garbage will be generated by the use? (i.e. office paper, food wrappers)  
The vast majority of trash will be wood pallets and cardboard. No organic matter will be considered trash from this business.

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B. How much trash and garbage will be generated by the use? (i.e. # of bags or pounds per day or per week)  
Discarding of 5 pallets per month. Daily garbage would consist primarily of 3-5 broken down cardboard boxes.

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C. How often will trash be collected?

Once per week.

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D. How will you prevent littering on the property, streets and nearby properties?

This business does not produce trash in a manner in which littering would be a concern.

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- 10.** Will any hazardous materials, as defined by the state or federal government, be handled, stored, or generated on the property?

[ ] Yes.

[✓] No.

If yes, provide the name, monthly quantity, and specific disposal method below:

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- 11.** Will any organic compounds, for example paint, ink, lacquer thinner, or cleaning or degreasing solvent, be handled, stored, or generated on the property?

☐ Yes. ☒ No.

If yes, provide the name, monthly quantity, and specific disposal method below:

n/a

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- 12.** What methods are proposed to ensure the safety of nearby residents, employees and patrons?  
There are no safety risks associated with this business.

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## **ALCOHOL SALES**

- 13.** A. Will the proposed use include the sale of beer, wine, or mixed drinks?

☐ Yes ☒ No

If yes, describe existing (if applicable) and proposed alcohol sales below, including if the ABC license will include on-premises and/or off-premises sales.

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## PARKING AND ACCESS REQUIREMENTS

14. A. How many parking spaces of each type are provided for the proposed use:

0 Standard spaces  
0 Compact spaces  
0 Handicapped accessible spaces.  
0 Other.

<p style="text-align: center;">Planning and Zoning Staff Only</p> <p>Required number of spaces for use per Zoning Ordinance Section 8-200A _____</p> <p>Does the application meet the requirement?  <input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
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B. Where is required parking located? (*check one*)

☐ on-site  
☐ off-site

If the required parking will be located off-site, where will it be located?

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**PLEASE NOTE:** Pursuant to Section 8-200 (C) of the Zoning Ordinance, commercial and industrial uses may provide off-site parking within 500 feet of the proposed use, provided that the off-site parking is located on land zoned for commercial or industrial uses. All other uses must provide parking on-site, except that off-street parking may be provided within 300 feet of the use with a special use permit.

C. If a reduction in the required parking is requested, pursuant to Section 8-100 (A) (4) or (5) of the Zoning Ordinance, complete the PARKING REDUCTION SUPPLEMENTAL APPLICATION.

**[✓] Parking reduction requested; see attached supplemental form**

15. Please provide information regarding loading and unloading facilities for the use:

A. How many loading spaces are available for the use? 2

<p style="text-align: center;">Planning and Zoning Staff Only</p> <p>Required number of loading spaces for use per Zoning Ordinance Section 8-200 _____</p> <p>Does the application meet the requirement?  <input type="checkbox"/> Yes   <input type="checkbox"/> No</p>
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- B. Where are off-street loading facilities located? Designated Commercial Loading Zone parking  
currently exists at the intersection.
- C. During what hours of the day do you expect loading/unloading operations to occur?  
Wednesday's 10-2pm for vendor deliveries
- D. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate?  
unknown

16. Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?

n/a

## SITE CHARACTERISTICS

17. Will the proposed uses be located in an existing building? ☐ Yes ☒ No
- Do you propose to construct an addition to the building? ☐ Yes ☒ No
- How large will the addition be? n/a square feet.

18. What will the total area occupied by the proposed use be?

2070 sq. ft. (existing) + \_\_\_\_\_ sq. ft. (addition if any) = 2070 sq. ft. (total)

19. The proposed use is located in: (check one)

- ☐ a stand alone building
- ☐ a house located in a residential zone
- ☐ a warehouse
- ☐ a shopping center. Please provide name of the center: \_\_\_\_\_
- ☐ an office building. Please provide name of the building: \_\_\_\_\_
- ☒ other. Please describe: vacant parking lot

End of Application



## Department of Planning & Zoning Special Use Permit Application Checklist

### Supplemental application for the following uses:

- ☐ Automobile Oriented
- ☒ Parking Reduction
- ☐ Signs
- ☐ Substandard Lot
- ☐ Lot modifications requested with SUP use

### Interior Floor Plan

- ☐ Include labels to indicate the use of the space (doors, windows, seats, tables, counters, equipment)

### If Applicable

- ☒ Plan for outdoor uses

### Contextual site image

- ☒ Show subject site, on-site parking area, surrounding buildings, cross streets



# APPLICATION - SUPPLEMENTAL

## PARKING REDUCTION

*Supplemental information to be completed by applicants requesting special use permit approval of a reduction in the required parking pursuant to section 8-100(A)(4) or (5).*

1. Describe the requested parking reduction. (e.g. number of spaces, stacked parking, size, off-site location)  
Request for a reduction of 6 parking spaces.

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2. Provide a statement of justification for the proposed parking reduction.  
The existing parking spaces prevent the establishment of the outdoor garden center in the parking lot. And the requirement for 6 spaces is easily fulfilled by the "loading only" zone at the intersection, as well as the one space that will be reserved for loading in front of the entrance of the garden center (formerly a driveway).

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3. Why is it not feasible to provide the required parking?  
No permanent solution for off street parking exists within a reasonable distance to the garden center and, as stated above, the available loading zone supplements the necessity for the 6 required spaces.

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4. Will the proposed reduction reduce the number of available parking spaces below the number of existing parking spaces?  
☒ Yes. ☐ No.

5. If the requested reduction is for more than five parking spaces, the applicant must submit a *Parking Management Plan* which identifies the location and number of parking spaces both on-site and off-site, the availability of on-street parking, any proposed methods of mitigating negative affects of the parking reduction.

6. The applicant must also demonstrate that the reduction in parking will not have a negative impact on the surrounding neighborhood.

SITE PLAN

Address:  
1913 MOUNT VERNON AVE  
ALEXANDRIA, VA 22301

Assessor's Parcel Number:  
13638000

Parcel Area:  
1.00 Acres

Zoning: CL - COMMERCIAL  
LOW ZONE

Legal Description:  
LOTS 127 & 128 DEL RAY

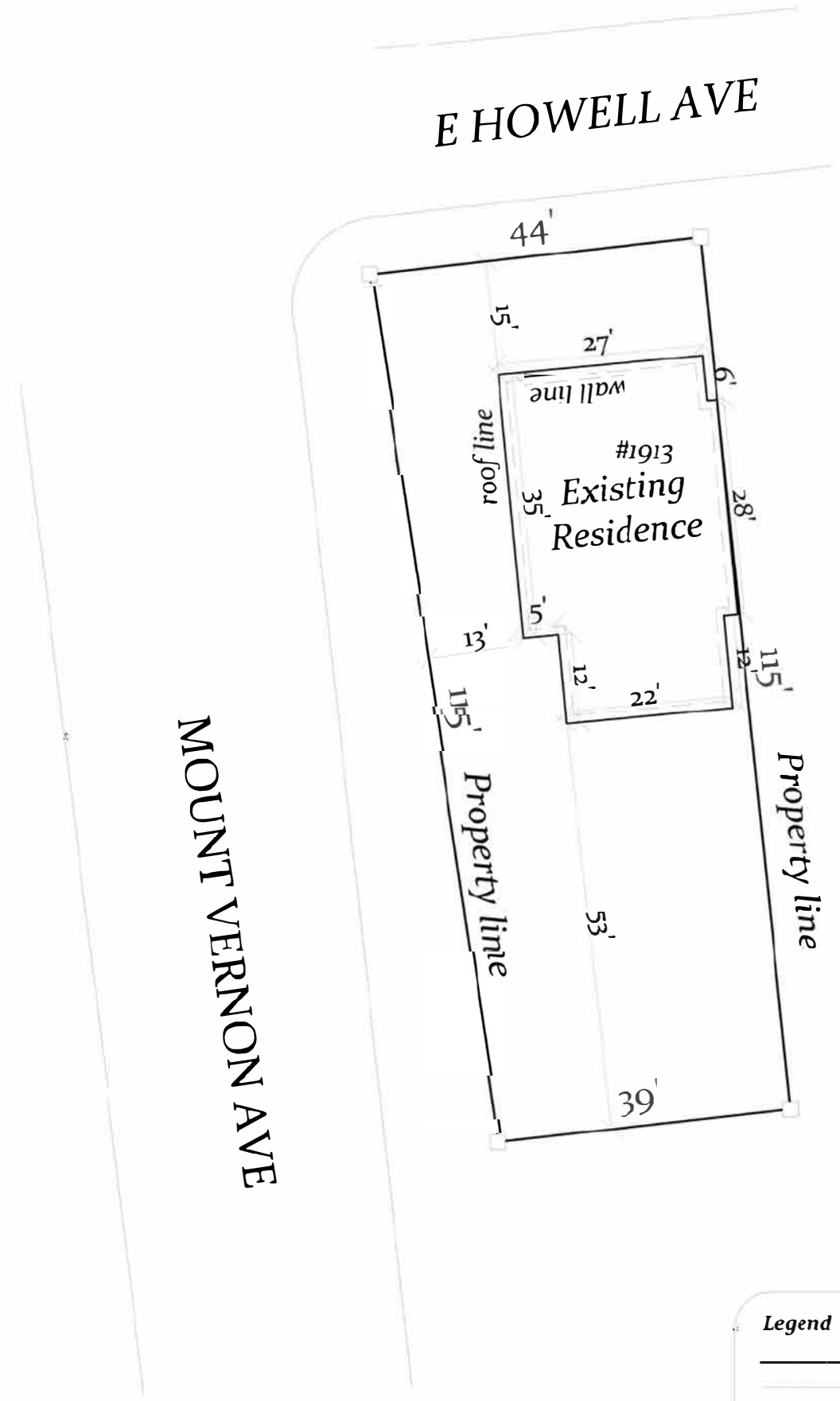
Subdivision:

Owner: HADEED MICHAEL  
M JR OR MARCELLA

Paper size & scale:  
11" x 17"; 1"=20'

Date: November, 2024

Scale:  
1"=20'  
Paper size:  
11" x 17"



- Legend**
- Property line
  - Topography line
  - Wall line
  - Roof line
  - Retaining wall
  - Fence
  - Proposed addition

**Disclaimer**

This is not a Legal Survey, not is it intended to be or replace one.

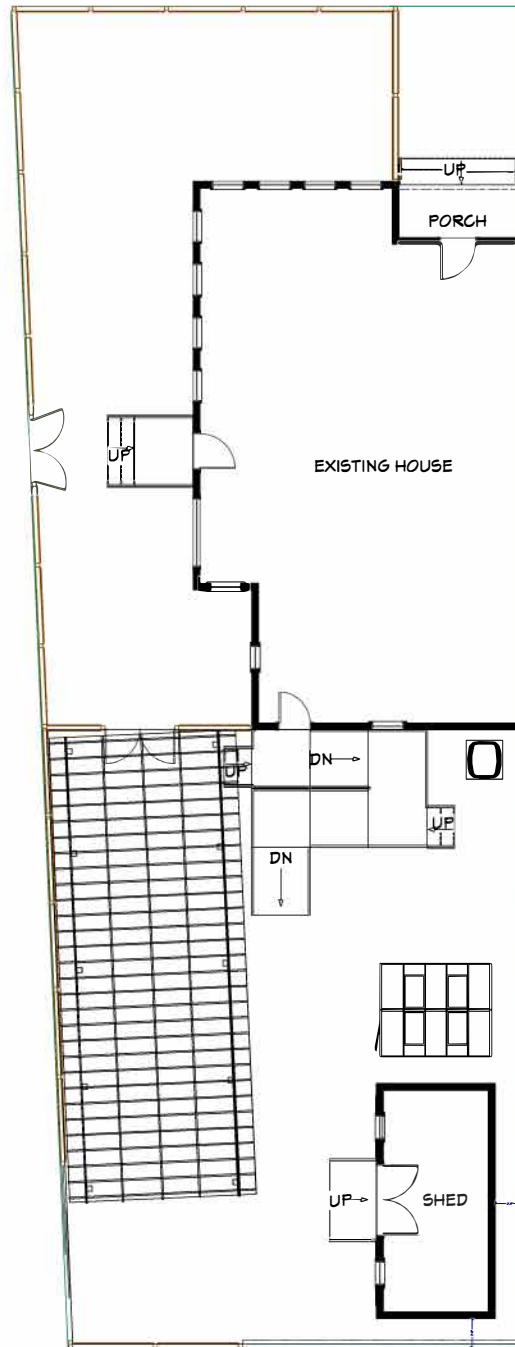
These measurements are approximate and are for illustrative purposes only.

This work product represents only generalized location of features, objects or boundaries and should not be relied upon as being legally authoritative for the precise location of any feature, objects or boundary.

Graphic scale







Site Plan  
3/32" = 1' - 0"



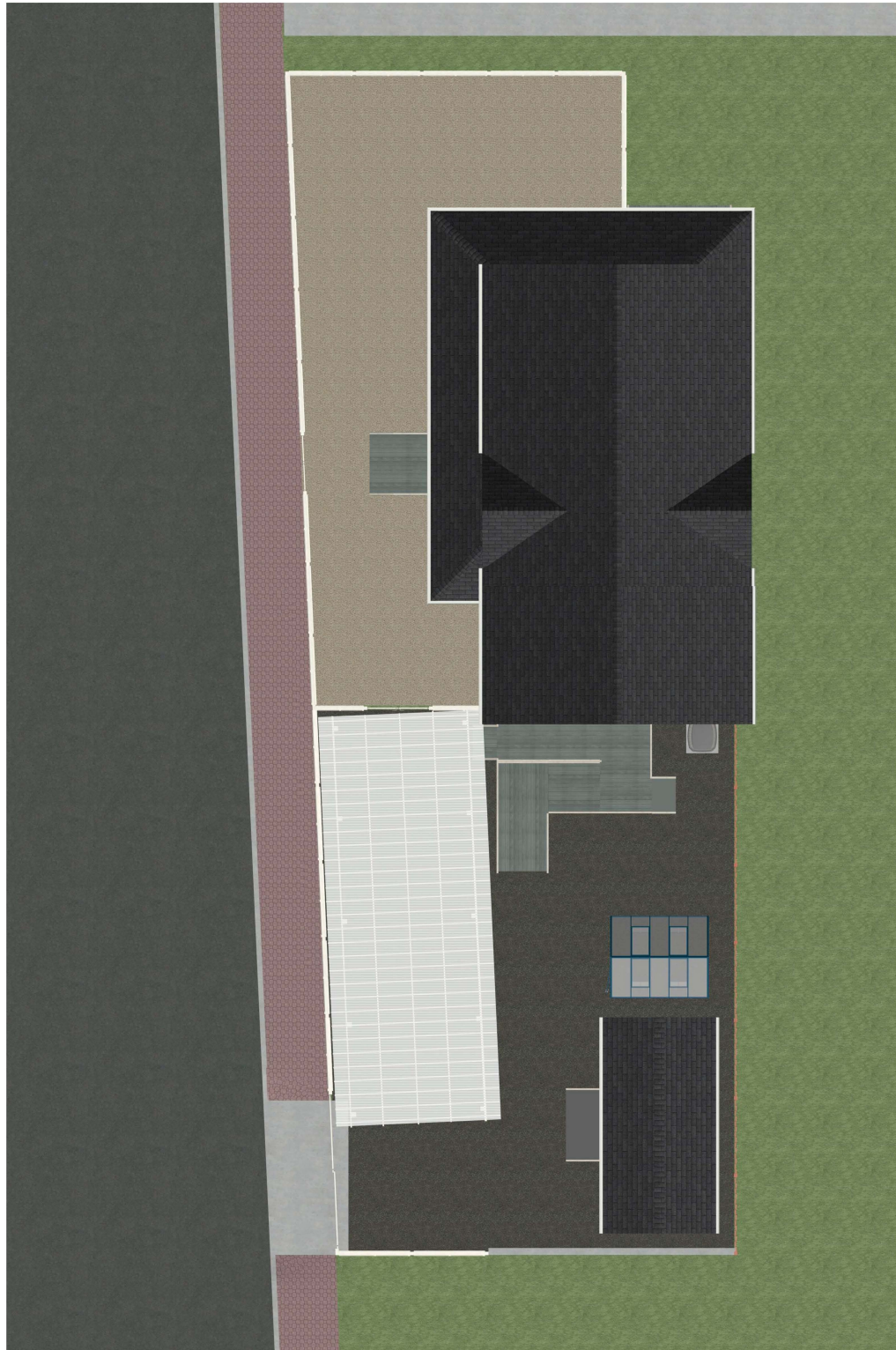
Alesa Riendeau  
Owner and Lead Designer  
540-227-0002  
alesa@cozylamadesign.com

Client:  
Jay Portlance

Project:  
Del Ray Market & Garden LLC

Date:  
2/3/25

Address:  
1913 Mt Vernon Ave  
Alexandria, VA 22301



Site Plan

3/32" = 1' - 0"



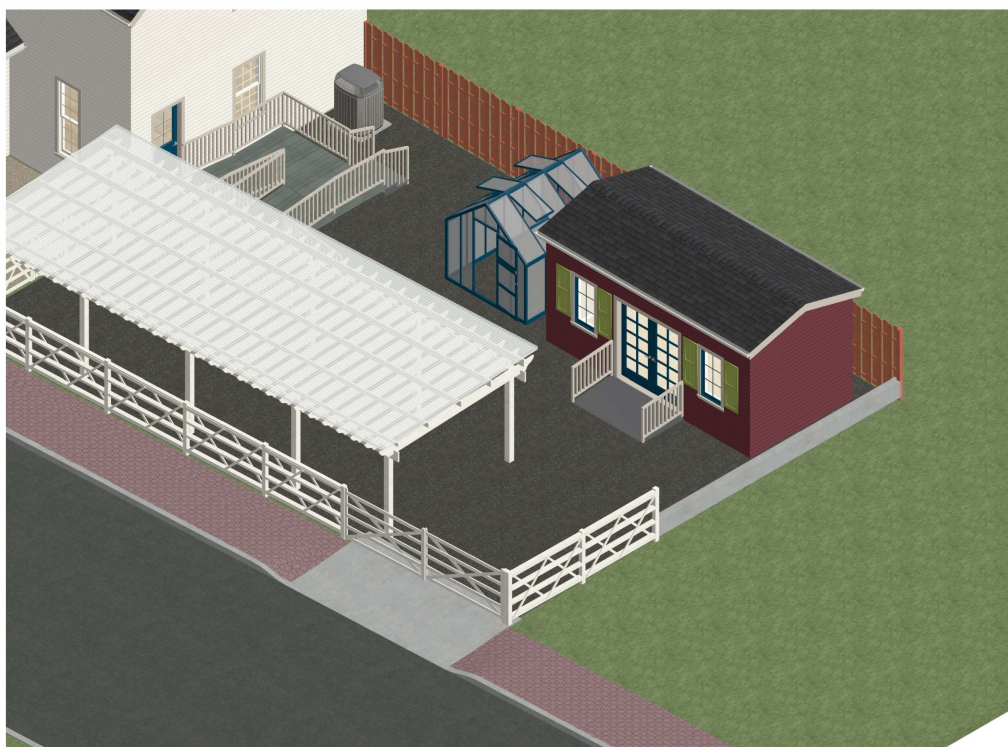
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2/3/25

Address:  
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Alexandria, VA 22301



Isometric View - Garden Center

3/32" = 1' - 0"



Alesa Riendeau  
Owner and Lead Designer  
540-227-0002  
alesa@cozylamadesign.com

Client:  
Jay Portlance

Project:  
Del Ray Market & Garden LLC

Date:  
2/3/25

Address:  
1913 Mt Vernon Ave  
Alexandria, VA 22301





Daytime



Nighttime

3D Views

Not To Scale



Alesa Riendeau  
Owner and Lead Designer  
540-227-0002  
alesa@cozylamadesign.com  
Last updated: 11.11.2019

Client:  
Jay Portlance

Project:  
Del Ray Market & Garden LLC

Date:  
12/18/2024

Address:  
1913 Mt Vernon Ave  
Alexandria, VA 22301  
22





March 3, 2025

Karl W. Moritz, Director  
Department of Planning and Zoning  
City of Alexandria  
City Hall, Room 2100  
Alexandria, VA 22314

RE: Special Use Permit #2024-00089  
1913 Mount Vernon Avenue, Del Ray Farmhouse Market & Garden

Dear Mr. Moritz,

The Del Ray Citizens Association (“DRCA”) Executive Board (the “Board”) and Land Use Committee (“LUC”) (collectively, “we”) voted to support the SUP application for Del Ray Farmhouse Market & Garden.

Mr. Portlance recently purchased and reinvigorated the beloved Del Ray Hardware store on Mt. Vernon Avenue, immediately adjacent to the future Del Ray Farmhouse Market & Garden property. He has quickly integrated into the unique small-town business community within Del Ray. His business greatly contributes to the vibrancy of our walkable business corridor, offering many products and services that help our residents thrive. Because of this track record of excellence and the reasonableness of the request here, the DRCA Board and LUC offer their strong recommendation of approval of this SUP application for Del Ray Farmhouse Market & Garden.

We reviewed the SUP application and staff’s recommendation to approve it, along with staff’s conditions—all of which we find to be in keeping with the spirit and direction of the Planning Commission’s and City Council’s priorities. Although our internal processes precluded a full association vote on this SUP, we agreed that it was imperative that we send our support of this business representing the Land Use Committee and Executive Board.

As you may recall, Del Ray once hosted a garden center business in the space that is now The Garden, the restaurant. Del Ray Farmhouse Market & Garden will bring a much needed







staple back to the neighborhood, providing a synergistic offering with the neighboring Del Ray Hardware store. Small businesses like Del Ray Farmhouse Market & Garden are vital to the neighborhood and help make it the economic engine for Alexandria that it is today.

As we stated above, we found staff's recommendations on the approval of this SUP to be reasonable and in keeping with the overall vision of the Mount Vernon Avenue Business Area Plan overlay district of the Potomac West Small Area Plan. While it is apparently possible that parking spaces could be rented elsewhere, we feel they are unnecessary under these circumstances. As staff recognizes in its report, the business is located in a "walkable location in the heart of the relatively dense Del Ray neighborhood" and has "access to driving alternatives."

For these reasons, we strongly recommend approval of the SUP request for Del Ray Farmhouse Market & Garden. We hope that you will keep this feedback in mind as you craft the final recommendations to Council.

Sincerely,

Tim Laderach  
President, DRCA

Monica Parry, DRCA LUC Co-Chair  
Lisa Lettieri, DRCA LUC Co-Chair

cc: D. Jason Portlance  
Owner, Del Ray Farmhouse Market & Garden

Ann Horowitz,  
Principal Planner, Land Use Services

Tony LaColla  
Chief, Land Use Services



**From:** Katie Waynick <kfwaynick@gmail.com>

Letter #2

**Sent:** Sunday, March 2, 2025 11:50 PM

**To:** Karl Moritz <Karl.Moritz@alexandriava.gov>

**Subject:** [EXTERNAL]Support for 1913 Mount Vernon Avenue, Del Ray Farmhouse Market & Garden

March 3, 2025

Karl W. Moritz, Director  
Department of Planning and Zoning  
City of Alexandria  
City Hall, Room 2100  
Alexandria, VA 22314

RE: Special Use Permit #2024-00089  
1913 Mount Vernon Avenue, Del Ray Farmhouse Market & Garden

Dear Mr. Moritz,

I'm writing in strong support of the proposed market and garden at 1913 Mt. Vernon Avenue.

In a time when many small businesses are closing and there are CRE vacancies all around, I have so much respect for Mr. Portlance for saving one beloved local business and now revamping its neighbor into something so exciting and uniquely "Del Ray".

During my time here I have been involved in advocacy work both as an individual and as a board member of the local neighborhood association. I have seen my share of fights over land use issues and helped guide the neighborhood through the tumultuous arena discussions. During that time, the number of SUPs that garnered widespread acceptance and excitement with limited negative feedback could be counted on one hand. From my conversations with others, Del Ray Farmhouse Market & Garden is one of those unique SUPs amassing widespread local support. For many, the loss of Nature by Design was a major blow to the neighborhood. Allowing a business like this along the Avenue not only fills a desperate gap in the market but does so in an area that will allow many to walk directly from their homes. My husband is already talking about taking the kids and a wagon up the street to stock up for spring.

Small businesses like Del Ray Farmhouse Market & Garden not only provide locals with a walkable alternative to big box stores, they also provide the backbone of our community. Since taking over the hardware store, Mr. Portlance has become a huge supporter of our local business association and the wide array of community events and initiatives they support. Businesses who give their time and energy in this way are the types of small business that are vital to the neighborhood, contributing not only financially, but also directly to the character of the community itself.

It is because of businesses like this that so many walk the Avenue and stop into our restaurants; indeed, they are the heart of the neighborhood. And I can think of no better proposal to move into 1913 Mount Vernon Avenue than the one before you today.

Please vote to approve this SUP.

Sincerely,

Katherine Waynick  
Del Ray Resident



March 3, 2025

Alexandria Planning Commission

301 King Street, Room 2400

Alexandria, VA 22314

Dear Members of the Alexandria Planning Commission:

I am writing on behalf of the Del Ray Business Association to express our strong support for the Del Ray Farmhouse Market & Garden's Special Use Permit (#2024-00089) for a permit for a parking reduction at the upcoming Planning Commission meeting scheduled for March 4, 2025. As a coalition of business owners and stakeholders in our community, we recognize the important role Del Ray Farmhouse Market & Garden will play in enhancing our local economy and community vibrancy.

Since taking over ownership of the Del Ray Hardware Store in 2023, owner Jay Portlance has consistently demonstrated a commitment to quality and service. His innovative approach and dedication to customer satisfaction have not only set them apart but have also contributed positively to our area's unique character of a small business community. His presence has encouraged local spending, created job opportunities, and provided a welcoming atmosphere for residents and visitors alike.

We believe that the proposed zoning changes will benefit the Del Ray Farmhouse Market & Garden and enhance the overall landscape of our community. By allowing for the parking exemption, we can ensure that our local businesses, like the Del Ray Farmhouse Market & Garden, continue to thrive and adapt to the evolving needs of our residents. This alignment with contemporary business practices is essential for fostering economic growth while maintaining a balanced community environment.

Additionally, Jay Portlance has shown an unwavering commitment to supporting local initiatives, including community events, charities, and partnerships with other community groups. Their engagement has helped cultivate a sense of belonging and collaboration within our community, which is something that we, as a business association, highly value and encourage.

In conclusion, we urge the commission to support the zoning changes for the Del Ray Farmhouse Market & Garden as it promises numerous benefits not just for the business itself, but for the broader community. We are confident that with the support of the Planning



Commission, the Del Ray Farmhouse Market & Garden can open and contribute positively to our local economy and culture.

Thank you for considering our position on this matter. We look forward to the opportunity to support Del Ray Farmhouse Market & Garden and contribute to our community's continued growth and development.

Sincerely,

A handwritten signature in black ink, appearing to read "Lauren Fisher". The signature is fluid and cursive, with a large initial "L" and "F".

Lauren Fisher, PsyD

President, Del Ray Business Association