

**Jackie Henderson**

7  
4-12-14

**From:** josh.kri@gmail.com  
**Sent:** Sunday, March 30, 2014 8:46 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48454: Mayor, Vice Mayor City Council Mr. Mayor and members of the City Council

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48454.

**Request Details:**

- Name: Joshua Krieger
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: [josh.kri@gmail.com](mailto:josh.kri@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Mr. Mayor and members of the City Council,

As a local resident of the Braddock Road metro area, I would like to express my strong support for Lost Dog Cafe's application to establish a location at 800 North Henry Street to be approved as submitted without amendment (Special Use Permit #2014-0014). I see no good reason to restrict their sale of alcoholic beverages and do not expect these sales to result in increased public intoxication in the area.

Thank you,

Joshua Krieger  
525 N Fayette Street, Unit 313  
Alexandria, VA  
22314

- Expected Response Date: Monday, April 7

Please take the necessary actions in responding, handling and/or updating this request at [the \*Call.Click.Connect.\* staff interface.](#)

If you need assistance with handling this request, please contact [CommunityRelations@alexandriava.gov](mailto:CommunityRelations@alexandriava.gov) or call 703.746.HELP.

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Jackie Henderson

7  
4-12-14

**From:** kennetharchbold@hotmail.com  
**Sent:** Sunday, March 30, 2014 6:44 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48452: Mayor, Vice Mayor City Council Greetings, As a resident of West Old

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48452.

**Request Details:**

- Name: Kenneth Archbold
- Approximate Address: No Address Specified
- Phone Number: 8319174026
- Email: [kennetharchbold@hotmail.com](mailto:kennetharchbold@hotmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Greetings,

As a resident of West Old Town in Alexandria I would like to express my support for Lost Dog Cafe's application to open and operate a full service restaurant at Bel Pre without amendment (SUP 2014-014). I feel this is exactly the kind of establishment that will add value to our neighborhood and will greatly benefit our community. The concerns of those who fear that this restaurant will contribute to public intoxication are unfounded. This establishment sells premium beers and wines at higher than average prices. It is illogical, therefore, to assume that vagrants will patronize this restaurant; especially when there are several retail establishments that sell alcoholic beverages at lower prices within a few blocks of the Lost Dog Cafe's proposed location.

Thank you for your time.

Sincerely,

Ken Archbold

- Expected Response Date: Monday, April 7

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**Jackie Henderson**

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7  
4-12-14

**From:** ericsparks4@aol.com  
**Sent:** Sunday, March 30, 2014 5:41 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48450: Mayor, Vice Mayor City Council I strongly support Lost Dog Cafe's appli

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48450.

**Request Details:**

- Name: Eric Sparks
- Approximate Address: No Address Specified
- Phone Number: 9192807504
- Email: [ericsparks4@aol.com](mailto:ericsparks4@aol.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: I strongly support Lost Dog Cafe's application as submitted without amendment. This cafe will add much to the neighborhood. Please approve as submitted without amendment.
- Expected Response Date: Monday, April 7

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

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## Jackie Henderson

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7  
4-12-14

**From:** ali.jeye@gmail.com  
**Sent:** Sunday, March 30, 2014 4:13 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48448: Mayor, Vice Mayor City Council Hello,I am a resident at The Henry on

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48448.

### Request Details:

- Name: Alexandra Gorsuch
- Approximate Address: No Address Specified
- Phone Number: 2022360925
- Email: [ali.jeye@gmail.com](mailto:ali.jeye@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Hello,  
I am a resident at The Henry on N Fayette Street and I am very excited about the changes taking place in our neighborhood. We desperately need to welcome in new restaurants and shops to make it more livable, vibrant, and neighborhood-like. As a result, I am writing to show my strong support for Lost Dog Cafe's application as submitted without amendment for their location at the Belle Pre apartments. I do not think that delivering larger sizes of alcoholic beverages will negatively impact our neighborhood or lead to increased crime. Other cities and neighborhoods have allowed them to move forward with their business plan with great success and multiple benefits to their customers. I believe they should be able to deliver what they want. Thank you for your consideration.

Best Regards,

Alexandra Gorsuch

- Expected Response Date: Monday, April 7

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Jackie Henderson

7  
4-12-14

**From:** higs743@yahoo.com  
**Sent:** Sunday, March 30, 2014 11:11 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48441: Mayor, Vice Mayor City Council Dear Mayor Euille, City Council and Plan

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48441.

**Request Details:**

- Name: John Higgins
- Approximate Address: No Address Specified
- Phone Number: 703-623-1116
- Email: [higs743@yahoo.com](mailto:higs743@yahoo.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Dear Mayor Euille, City Council and Planning Commission,

I am submitting a letter on behalf of the owners/residents of The Henry Condominium in support of SUP 2014-014 the application by Lost Dog Café to establish a restaurant at 800 North Henry in the Belle Pre. As President of the Unit Owners Association of The Henry Condominium, I want to communicate our emphatic support for Lost Dog Café's application as submitted including full support for their intention to conduct off-premises alcohol sales and delivery without the limitations imposed by proposed Condition #9.

This is the type of service oriented retail needed in the Braddock Metro neighborhood. Once it is in operation, it will contribute to a vibrancy along North Henry Street which will put more "eyes on the street" and help to make our neighborhood a safer and friendlier place to live.

I strongly encourage the Planning Commission and the City Council to fully approve SUP 2014-014 as submitted by the Lost Dog Café without the restrictions imposed by recommended Condition #9.

Respectfully,  
John Higgins  
President  
Unit Owners Association of The Henry Condominium

- Attachment: <http://request.alexandriava.gov/GeoReport/UploadedFile.ashx/pdf/e6b6c425-8763-4b01-a90d-208c89fd3f2a>
- Expected Response Date: Monday, April 7

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## Jackie Henderson

7  
4-12-14

**From:** amber.trickey@gmail.com  
**Sent:** Sunday, March 30, 2014 11:03 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48439: Mayor, Vice Mayor City Council at 1111 WYTHE ST Re: Lost Dog Cafe's application (SUP 201

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48439.

### Request Details:

- Name: Amber Trickey
- Approximate Address: 1111 WYTHE ST (See [map below](#))
- Phone Number: No Phone
- Email: [amber.trickey@gmail.com](mailto:amber.trickey@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Re: Lost Dog Cafe's application (SUP 2014-014)

We are owners at the The Henry on N. Fayette & Pendleton.

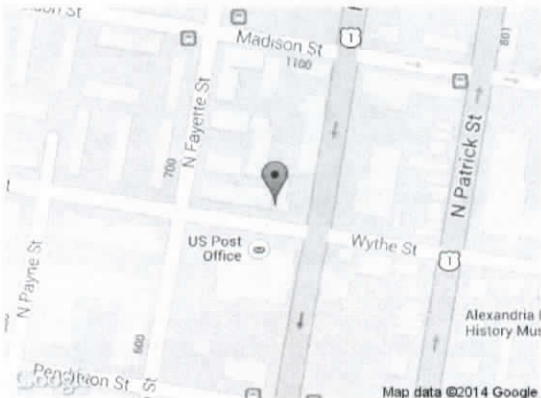
Please note our strong support of Lost Dog Cafe's application (SUP 2014-014) as submitted and without amendment, to locate and operate a full service restaurant at Bel Pre with off premises sales of beer and wine.

We believe that Lost Dog Cafe will bring much needed vitality and business to our community, and we are very excited to have this new establishment in our neighborhood.

Thank you for your consideration in this matter. Keep up the good work!

Jonathan & Amber Trickey  
525 N. Fayette #PH4

- Expected Response Date: Monday, April 7



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Jackie Henderson

7  
4-12-14

**From:** michael.p.korb@gmail.com  
**Sent:** Sunday, March 30, 2014 10:28 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48438: Mayor, Vice Mayor City Council Good morning,I'm writing to express

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48438.

**Request Details:**

- Name: Michael Korb
- Approximate Address: No Address Specified
- Phone Number: 7328410273
- Email: [michael.p.korb@gmail.com](mailto:michael.p.korb@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Good morning,

I'm writing to express my strong support for Lost Dog Cafe's application to establish a location in the Bel Pre Apartments as submitted without amendment.

So far the Planning Commission, while recommending overall approval of the application, has sided with those who would have Lost Dog amend their business plan to restrict off premises sale of beer and wine. This amendment would negatively impact Lost Dog's business model since many craft beers are bottled in 22 ounce bottles, and require customers to purchase more than they might want and/or even preclude an order at all.

Lost Dog's off premises sales of beer will hardly fuel public drinking and intoxication, not when much less expensive options exist (for example, the 7 Eleven just three blocks away). Additionally, as the Planning Commission's report notes, examination of the record for trouble calls around the other four locations of Lost Dog Cafe in Northern Virginia (North & South Arlington, McLean and Dunn- Loring) found that none were attributable to Lost Dog Cafe off-premises sale of alcohol:

"... Staff has also researched crime statistics around all four existing Lost Dog Café locations in neighboring jurisdictions and found very few calls for service in the last year, and none of them were attributable to off-premises alcohol sales. ..."

Thank you for your consideration.

Mike Korb  
525 N. Fayette St. # 302  
Alexandria, VA

- Expected Response Date: Monday, April 7

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface.](#)

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**Jackie Henderson**

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7  
4-12-14

**From:** rachelaevans@gmail.com  
**Sent:** Saturday, March 29, 2014 8:28 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48432: Mayor, Vice Mayor City Council I write as a resident of the City of Ale

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48432.

**Request Details:**

- Name: Rachel Stauffer
- Approximate Address: No Address Specified
- Phone Number: 703-200-8248
- Email: [rachelaevans@gmail.com](mailto:rachelaevans@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: I write as a resident of the City of Alexandria and in support of the Lost Dog Cafe's application as submitted without amendment. As a growing and developing community, we are in need of a great restaurant, like Lost Dog, to take the space in the Bel Pre apartments. I urge the approval of the Lost Dog's Cafe's application as submitted without amendment.

Thank you for your consideration of this matter.

Rachel Stauffer

- Expected Response Date: Monday, April 7

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## Jackie Henderson

7  
4-12-14

**From:** julia.nigrelli@gmail.com  
**Sent:** Monday, March 31, 2014 9:54 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48474: Mayor, Vice Mayor City Council at 800 N HENRY ST I'm writing to express my strong support

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48474.

### Request Details:

- Name: Julia Nigrelli
- Approximate Address: 800 N HENRY ST (See [map below](#))
- Phone Number: 6319741086
- Email: [julia.nigrelli@gmail.com](mailto:julia.nigrelli@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: I'm writing to express my strong support for Lost Dog Cafe's application to establish a location in the Bel Pre Apartments as submitted without amendment.

So far the Planning Commission, while recommending overall approval of the application, has sided with those who would have Lost Dog amend their business plan to restrict off premises sale of beer and wine. This amendment would negatively impact Lost Dog's business model since many craft beers are bottled in 22 ounce bottles, and require customers to purchase more than they might want and/or even preclude an order at all.

Lost Dog's off premises sales of beer will hardly fuel public drinking and intoxication, not when much less expensive options exist (for example, the 7 Eleven just three blocks away). Additionally, as the Planning Commission's report notes, examination of the record for trouble calls around the other four locations of Lost Dog Cafe in Northern Virginia (North & South Arlington, McLean and Dunn- Loring) found that none were attributable to Lost Dog Cafe off-premises sale of alcohol:

"... Staff has also researched crime statistics around all four existing Lost Dog Café locations in neighboring jurisdictions and found very few calls for service in the last year, and none of them were attributable to off-premises alcohol sales. ..."

- Expected Response Date: Monday, April 7



Please take the necessary actions in responding, handling and/or updating this request at [the \*Call.Click.Connect.\* staff interface.](#)

## Jackie Henderson

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7  
4-12-14

**From:** kristidevendorf@gmail.com  
**Sent:** Monday, March 31, 2014 10:12 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48481: Mayor, Vice Mayor City Council To whom it may concern,I am writin

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48481.

### Request Details:

- Name: Kristi Devendorf
- Approximate Address: No Address Specified
- Phone Number: 7036147098
- Email: [kristidevendorf@gmail.com](mailto:kristidevendorf@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description:  
To whom it may concern,

I am writing to show my support for Lost Dog Cafe's application (SUP 2014-014) as submitted and without amendment, to locate and operate a full service restaurant at Bel Pre with off premises sales of beer and wine. I think this would be a fantastic enhancement to our "up and coming" spot in old town. I am looking forward to patronizing their services!

Kristi Devendorf, Esq.

The Henry

525 N Fayette St # 408

Alexandria, VA 22314

(703) 614-7098

- Expected Response Date: Monday, April 7

Please take the necessary actions in responding, handling and/or updating this request at the [Call.Click.Connect. staff interface](#).

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**Jackie Henderson**

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7  
4-12-14

**From:** zachary.taylor09@gmail.com  
**Sent:** Monday, March 31, 2014 1:34 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48512: Mayor, Vice Mayor City Council I am writing to offer my full support of

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48512.

**Request Details:**

- Name: Zach Taylor
- Approximate Address: No Address Specified
- Phone Number: 443-745-6291
- Email: [zachary.taylor09@gmail.com](mailto:zachary.taylor09@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: I am writing to offer my full support of Lost Dog's application (SUP 2014-014) as submitted and without amendment, to locate and operate a full service restaurant at Bel Pre with off premises sales of beer and wine.

I live in The Henry at 525 N Fayette St and look forward to Lost Dog Cafe becoming a welcome member of the neighborhood.

Thank you,  
Zach Taylor

- Expected Response Date: Monday, April 7

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**Jackie Henderson**

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7  
4-12-14

**From:** esingleton@ltcpartners.com  
**Sent:** Monday, March 31, 2014 6:57 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48539: Mayor, Vice Mayor City Council As a resident of The Henry I strongly su

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48539.

**Request Details:**

- Name: Eugenia Singleton
- Approximate Address: No Address Specified
- Phone Number: 603.498.5757
- Email: [esingleton@ltcpartners.com](mailto:esingleton@ltcpartners.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: As a resident of The Henry I strongly support for Lost Dog Cafe's application as submitted without amendment;.
- Expected Response Date: Monday, April 7

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

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Jackie Henderson

7  
4-12-14

**From:** Christopher.brace@gmail.com  
**Sent:** Monday, March 31, 2014 5:16 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48537: Mayor, Vice Mayor City Council Good Day,I just heard that Lost Dog

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48537.

**Request Details:**

- Name: Christopher Brace
- Approximate Address: No Address Specified
- Phone Number: 7038355332
- Email: [Christopher.brace@gmail.com](mailto:Christopher.brace@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Good Day,

I just heard that Lost Dog Cafe's application (SUP 2014-014) to establish a location at the Bel Pre Apartments has been requested to be submitted with an amendment to limit their sales of alcohol off premises. As a resident in the neighborhood (525 N. Fayette St), I am excited for Lost Dog Cafe to become part of our neighborhood and the potential that they may offer craft beer within a few blocks. Craft beer is a luxury item that will attract and keep affluent customers in the Braddock area. Having lived around craft beer establishments, I would be hard pressed to believe that off-premises sales by Lost Dog will contribute to disturbances in my neighborhood. I offer my support to Lost Dog Cafe's application, without amendment, to operate a full service restaurant Bel Pre.

Thank you for your consideration,  
-Chris Brace

- Expected Response Date: Monday, April 7

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

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Jackie Henderson

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4-12-14

**From:** anharchy@gmail.com  
**Sent:** Tuesday, April 01, 2014 1:32 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Community Relations  
**Subject:** Call.Click.Connect. #48587: Mayor, Vice Mayor City Council Dear Mayor Euille and esteemed members o

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 48587.

**Request Details:**

- Name: Anh Tran
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: [anharchy@gmail.com](mailto:anharchy@gmail.com)
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Dear Mayor Euille and esteemed members of the City Council:

I am writing to express my strong support for Lost Dog's application (SUP 2014-014) as submitted and without reservation, including their desire to offer off-premises sales of beer and wine, in both singles and packs from their proposed location in the Belle Pre.

I have lived in Alexandria for seven years, and have been a VA resident my entire life, in both Arlington and Vienna as well. I've frequented Lost Dog's other locations in Arlington, and think that they are an ideal, locally-owned business to bring much-needed economic development to my area of Old Town, and that its offerings are of a type that will be very appealing to urban families and young professionals who enjoy have good, casual eateries and good beer in their neighborhoods (I've often wished Rustico was a closer walk during the winter)

I firmly believe that having strong street-front retail and amenities on Henry will enliven our community, and provide additional incentives to residents - as well as commuters and tourists coming from the Braddock Metro stop - to keep bringing revenue into the city. I hope that you will grant their application, and support additional businesses like it as our city and community grow.

Respectfully,  
Anh Tran  
(Resident at the Henry)

- Expected Response Date: Tuesday, April 8

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4-12-14

**Jackie Henderson**

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**From:** Judy Noritake <jnoritake@nka-arch.com>  
**Sent:** Sunday, April 06, 2014 5:16 PM  
**To:** Jackie Henderson  
**Subject:** Letter for City Council on the Lost Dog Cafe SUP  
**Attachments:** Lost Dog Cafe SUP Ltr CC.pdf

Jackie:

Would you please forward this letter to the Mayor and Members of Council? Thank you.

Judy Noritake

April 6, 2014

Mayor and City Council  
City Hall  
Alexandria, VA 22314

Re: April 12, 2014 Hearing  
Special Use Permit #2014-0014  
Lost Dog Café

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Dear Mayor Euille and City Council Members:

My husband, Rae, and I own a townhouse at 1119 Wythe Street, on the block next to the Belle Pre where the Lost Dog Café wishes to locate. Just like our letter of several weeks ago in support of the Bastille at the Asher, we wish to offer our full and enthusiastic support to the Lost Dog Cafe owners as they seek approval to locate a new establishment in the Braddock neighborhood, the subject of SUP 2014-0014 now before you.

With the Bastille we made the case that this is a neighborhood that is rapidly changing, with more significant development just around the corner. Just since you considered the Bastille's SUP, WMATA has announced it will seek development proposals for the Braddock Road Metro site, citing this area as one of the fastest developing in the region.

The WMATA development will only add to the momentum we now see, the fulfillment of the vision that the City and the neighborhood has worked many years to plan – a transit oriented, dense, walkable, urban neighborhood like nothing else in the City. The Lost Dog Café, following on the heels of the Bastille's approval, represents a tide that is turning. We are looking eagerly forward to a thriving urban neighborhood with great restaurants and shops like the one the Lost Dog group is proposing.

With that in mind, we lend our full support to the SUP before you. As you are aware, the Planning Commission approved the SUP while removing the language underlined below. We fully support the action of the Planning Commission to remove the backward-looking restrictions on certain kinds and sizes of beer and wine sold at this establishment.

*Condition 9: On-premises alcohol service may be permitted and off-premises alcohol sales, including the delivery of alcoholic beverages for off-premises consumption, may be allowed. Beer or wine coolers may be sold only in 4-packs, 6-packs or bottles of more than 40 fluid ounces. Wine may be sold only in bottles of at least 750 ml or 25.4 ounces. Fortified wine (wine with an alcohol content of 14% or more by volume) may not be sold.*



Like our neighborhood, the trend in beers, wines, and the fast growing hard cider sector are changing rapidly. Small batch, hand crafted brews and ciders are becoming a greater share of the market each year. Our regulatory framework for SUPs like this need to catch up with the industry. The Planning Commission's vote to strike the restrictive portion of Condition 9 took an important step in that direction for this location. Our Braddock neighborhood is being built anew and as a consequence, we are all eagerly looking toward the future. The Lost Dog Café wants to be part of our neighborhood because they see the potential of that future and want to lead the way for other businesses to locate here as well.

We ask that you consider the future our small neighborhood as you debate this SUP. We all need to support the Braddock Plan's promise of neighborhood-serving retailers such as Lost Dog Café, along with specialty wine and gourmet shops. We want a neighborhood that supports small independent retailers who sell unique products, as well as the products that we use every day.

We ask that you approve the Lost Dog Café's SUP as forwarded from the Planning Commission. Thank you for your attention on this. Approval of the Lost Dog's SUP is very important to us and to the successful future development of the Braddock Metro Neighborhood.

With kind regard,

Judy and Rae Noritake  
1119 Wythe St.  
Alexandria, VA 22314

7  
4-12-14

## Jackie Henderson

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**From:** Salena Zellers Schmidtke <salena@bioinjury.com>  
**Sent:** Monday, April 07, 2014 10:55 AM  
**To:** Paul Smedberg; Rashad Young; delpepper@aol.com; Justin Wilson; William Euille; allisonsilb@aol.com; 'Timothy Lovain'; John Chapman  
**Cc:** salena\_zellers@yahoo.com; braddockloftshoa@gmail.com; Faroll Hamer; Dirk Geratz; Nathan Randall; Jackie Henderson; 'Salena Zellers Schmidtke'  
**Subject:** Approval of SUP 2014-00014 Lost Dog Café  
**Attachments:** Lost Dog CC Letter of Support 041214.pdf

Mr. Mayor, Vice Mayor, City Council, City Manager:

Please see my attached letter of support for the Lost Dog Café SUP without the restrictions on off-premise and delivery alcohol sales stated in Condition 9. The Planning Commission also recommended removal of these restrictions as you will see in the Staff report. Details are in my attached letter. Please let me know if you have any questions.

Sincerely,

Salena

Salena Zellers  
1122 Madison St  
Braddock Lofts  
Braddock Implementation Advisory Group Member

**Salena Zellers**  
1122 Madison Street  
Alexandria, VA 22314

---

April 7, 2014

Re: Approval of SUP 2014-00014 Lost Dog Café

Dear Mr. Mayor, Vice Mayor, City Council, Department of Planning and Zoning Staff,

In follow-up to my letter dated 3/27/14 (attached), I want to reiterate my support for the approval of the SUP for Lost Dog Café at the Belle Pre *without* the restrictions stated in Condition 9. Over the past several weeks we have been working with the Department of Planning and Zoning Staff to examine the issues surrounding the restrictions on some retailers with respect to off premise alcohol sales. These concerns and recommendations were ultimately reviewed by the Planning Commission who support removal of the restrictive language as you can see in the Staff report.

#### OVERVIEW OF ISSUES

We are concerned about the condition in the initial Staff Report that applies additional restrictions to the Off-Premise and Delivery sales of alcohol that could deter Lost Dog Café and other retailers to move into our area. Specifically the part of Condition 9 stating the following:

*Beer or wine coolers may be sold only in 4-packs, 6-packs or bottles of more than 40 fluid ounces. Wine may be sold only in bottles of at least 750 ml or 25.4 ounces. Fortified wine (wine with an alcohol content of 14% or more by volume) may not be sold.*

We understand that these restrictions *initially* recommended by Staff originated from an outdated Alexandria standard for convenience stores to alleviate the potential for loitering and public intoxication. This standard has not been challenged since higher end gourmet wine and beer shops have been opening in our area.

As pointed out in my earlier letter, the current wording of Condition 9 is a *problem* for Lost Dog's business model as well as *any* wine or gourmet shop that want to do business in our neighborhood because:

- Most of Lost Dog's beers are sold as singles and do not fit the 40 oz condition. These beers range from 11.2 oz to 1 liter and start at more than \$5 per bottle.
- Because these beers are served in the restaurant from existing stock, if they are forced to sell beers in packs, rather than as singles, they will be stuck with partial cases leaving them with significant inventory that they cannot sell for carry-out. This is an operational problem and bad for business.
- The 40 fluid ounce limitation would preclude half bottle wine sales.
- The alcohol percentage limitation would preclude some amazing wines including some high end California Cabs and Zins, Dessert Wines, Ports and Sherries.

Harris Teeter, Trader Joes and Whole Foods, all sell the types of beer and wine that Lost Dog Café is proposing in standard singles, mixed packs, and large (non-40oz) singles. The conditions recommended by Staff do not apply to these businesses because they are considered grocery stores, rather than convenience stores.

- Future higher end retailers will see this limitation in their product selection as anti-business.
- The proposed Condition 9 makes it hard for anything but lower end businesses like 7-11 to operate in the neighborhood.

Clearly there is a gap in the standard requirements that do not accommodate the direction of our local neighborhood restaurants and specialty shops. **YOU, as our elected leaders, have the ability and authority to make a good pro-business policy decision by removing these restrictions for Lost Dog Café and future restaurant / retailers of this quality.** Approval of the Lost Dog's SUP *without* the restrictions imposed by Condition 9 is very important to us *and* to the successful future development of the Braddock Metro Neighborhood.

Sincerely,

**Salena Zellers**

Braddock Implementation Advisory Group Member, Braddock Lofts Resident



**Salena Zellers**  
1122 Madison Street  
Alexandria, VA 22314

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March 27, 2014

Re: SUP 2014-00014 Lost Dog Café

Dear Mr. Mayor, Vice Mayor, City Council, Planning Commissioners and Department of Planning and Zoning Staff,

It was a pleasure speaking before you recently in support of Bastille's SUP. All of our comments related to Bastille being a perfect fit for the Braddock Metro Neighborhood apply to the approval of the Lost Dog Café at the Belle Pre on Madison Street and North Henry. Just for perspective, I live directly across the street from the Belle Pre on Madison and will be frequenting the business often.

It is important to note that this part of the Braddock Metro neighborhood is not a part of Parker Gray and is very different than the small and quaint neighborhood of Parker Gray. The Braddock Plan depicts more density and more neighborhood serving retail in this area, increasing as you move north up Fayette and at the Metro.

Lost Dog Café is an established business with several locations around the area, each with a successful retail component that sells wine and beer. Many of us have coveted the charming wine shops in Delray, Quaker Lane and King Street and look forward to this neighborhood serving amenity in our neighborhood. Lost Dog Café's off premise sales *and* delivery option is a delight to all of us at the Braddock Lofts.

As a solid piece of their business plan, Lost Dog Café will not occupy this property if they are not approved for off premise alcohol sales. If you all oppose or impose restrictions on the off premise license for the Lost Dog based on a backwards looking perspective of our neighborhood, it will deter other businesses, restaurants and shops from coming here and will set back the implementation of the development set out in the Braddock Metro Plan.

That said, we are pleased that Staff is supporting the SUP for off-premise alcohol sales and delivery. This represents a sound policy position focused on the *future* of our neighborhood, not the *past*.

#### *OUR CONCERNS*

We are concerned about the condition in the Staff Report that applies additional restrictions to the Off-Premise and Delivery sales of alcohol that could deter Lost Dog Café and other retailers to move into our area. Specifically:

*Condition 9: On-premises alcohol service may be permitted and off-premises alcohol sales, including the delivery of alcoholic beverages for off-premises consumption, may be allowed. Beer or wine coolers may be sold only in 4-packs, 6-packs or bottles of more than 40 fluid ounces. Wine may be sold only in bottles of at least 750 ml or 25.4 ounces. Fortified wine (wine with an alcohol content of 14% or more by volume) may not be sold.*

We all understand that the conditions recommended by Staff originate from an old and outdated Alexandria standard for stores like 7-11 and the corner liquor store. This standard has not been challenged since higher end gourmet wine and beer shops have been opening in our area.

The current wording of Condition 9 is a *problem* for Lost Dog's business model as well as *any* wine or gourmet shop that wants to do business in our neighborhood. The beers on Lost Dog's menus are unique, high end beers costing more than your average Budlight.

The photograph below is from one of Lost Dog's Arlington locations. It shows 115 differently branded bottles that are sold as singles that do not fit the 40 oz condition. These beers range from 11.2 fluid ounces (Chimay at \$5.59/bottle) to 1 liter (Total Eclipse of the Hop IPA at \$16.09/bottle). Some beers are sold in 750ml bottles at \$20.00/bottle (Allegash Curieux and Boulevard Brewing Chocolate Ale). As a simple matter, Lost Dog does not stock or carry anything in 40oz quantities other than a 64oz carry out only Growler starting at price points greater than \$20. As a baseline, for the beers that these antiquated conditions are concerned about, a 6 pack of Budlight retails for around \$8 and a single 12oz bottle is sold for \$3.50.





Without any increase in reported crime, underage drinking or drunk in public incidents, Harris Teeter, Trader Joes and Whole Foods, all with locations in the Old Town area, sell the types of beer and wine that Lost Dog Café is proposing in standard singles, mixed packs, and large (non-40oz) singles. The conditions recommended by Staff do not apply to these businesses because they are considered grocery stores, rather than convenience stores like 7-11. Lost Dog Café is not 7-11 and they are not a corner liquor store. They carry craft beers and mid-priced wines that their customers request.

As an operational problem, Lost Dog Café sells beers to dine in customers at dine in pricing from existing stock. From a business perspective, if they are forced to sell beers in packs, rather than as singles, they could be stuck with significant cases with only 3 beers left in the pack leaving them with significant inventory that they cannot sell for carry-out. This is bad for business.

Unfortunately, the 40 fluid ounce limitation would preclude half bottle wine sales. In addition, there are some fine wines that have alcohol content greater than 14% (some high end California Cabernet Sauvignons and Zinfandels). These would be precluded from sale under the recommended conditions and so would some dessert wines, Sherries and Ports. Future higher end retailers will see this limitation in their product selection as anti-business and I do too. Essentially, the proposed Condition 9 makes it hard for anything but lower end businesses like 7-11 to operate in the neighborhood.

From a crime perspective, study after study show that increased business in previously underdeveloped areas not only attracts further development, but *reduces* crime. Lost Dog Café wants to be part of our neighborhood because they see the potential and want to lead the way for other businesses. If our City is seen as anti-business for these exclusive small businesses, we will lose their business to other areas such as Arlington and Fairfax. I personally would rather my money be spent in my City.

#### *OUR RECOMMENDATION*

We ask that you consider the *future* of the City of Alexandria and our small neighborhoods like the Braddock Metro neighborhood by getting rid of these antiquated conditions that do not make sense for small neighborhood serving retailers such as Lost Dog Café and other wine and gourmet shops. If we treat all future retailers like 7-11 then that is what we will get. To be clear, we at the Braddock Lofts do not want another 7-11 in our neighborhood. We want small independent retailers that sell unique products as well as other products that we all use every day.

We ask that you remove Condition 9 and approve the Lost Dog Café's SUP marking a new pathway for the future by supporting independent successful neighborhood serving retail that was designated for our neighborhood in the Braddock Metro Small Area Plan.

Thank you for your attention on this. Approval of the Lost Dog's SUP without the restrictions imposed by Condition 9 is very important to us *and* to the successful future development of the Braddock Metro Neighborhood.

Sincerely,

Salena Zellers  
Braddock Implementation Advisory Group Member  
Braddock Lofts Resident

**Jackie Henderson**

---

7  
4-12-14

**From:** Jesse O'Connell <oconnellj@gmail.com>  
**Sent:** Monday, April 07, 2014 11:41 AM  
**To:** Paul Smedberg; Allison Silberberg; Timothy Lovain; Rashad Young; delpepper@aol.com; Justin Wilson; William Euille; John Chapman; Faroll Hamer; Dirk Geratz; Nathan Randall; Jackie Henderson  
**Subject:** Letter of support and petition for Lost Dog Cafe, SUP-2014-0014  
**Attachments:** Lost Dog Cafe Letter of Support OConnell.pdf; Petition to Support the Lost Dog.pdf

Please find attached a letter of support for Lost Dog Cafe, along with a petition signed by 57 members of Braddock neighborhood.

Thanks!

-Jesse O'Connell  
Resident, The Henry

March 31, 2014

Mayor Euille and Members of City Council,

Please accept this letter as full support for approval of SUP 2014-0014 and Lost Dog Café.

I previously wrote in support of Bastille restaurant (SUP 2014-003) and the core argument from that letter applies just as much to Lost Dog:

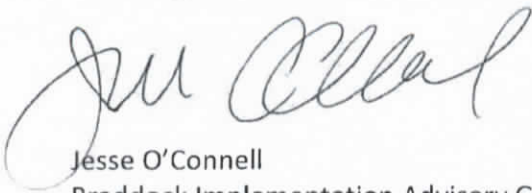
- We are thrilled a successful and established local business is coming to our neighborhood;
- They represent the type of neighborhood-serving retail we've hoped to attract to the area and are a welcome contrast to the current preponderance of "fast casual" options;
- They will bring continued vibrancy to the neighborhood, and with that increased "eyes on the street" and improved safety;
- Turning a business away due to onerous restrictions on their intended operations would deter other businesses from considering the Braddock neighborhood and imperil the nascent growth and development finally occurring.

One specific difference between the Bastille and Lost Dog situations that I wanted to address is Lost Dog's intention to conduct off-premise alcohol sales and delivery, which city staff is pushing to restrict. To me, and many of my fellow residents, this is a much desired service Lost Dog is intending to offer; a welcome respite from our current treks over to Del Ray or down to King Street in search of craft beer or fine wine.

The restrictions being proposed by city staff in Condition 9 reflect concerns inherent to a convenience store or corner liquor store; clearly Lost Dog is neither of these things. It would seem unreasonable in that case to hold Lost Dog to this standard; their intended off-premise sales hold greater similarity to Trader Joes or Whole Foods, both of whom sell dozens of types of beer and wine in various quantities and sizes. I would encourage you to look to the future of this neighborhood rather than dwelling on the fears of the past.

Please remove Condition 9 and approve the SUP submitted by Lost Dog. I appreciate your time and attention to this letter, and look forward to continuing to work with you in realizing the full vibrant potential of the Braddock neighborhood.

Sincerely,

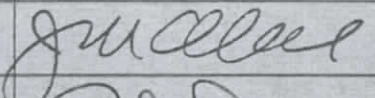
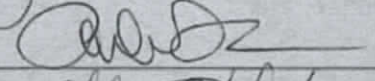
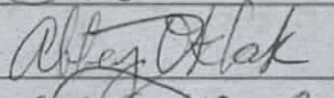
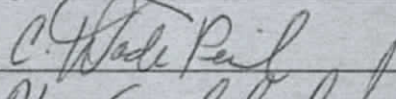
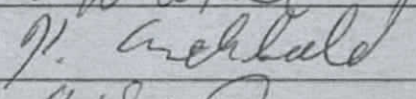
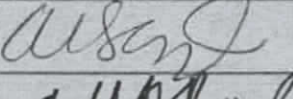
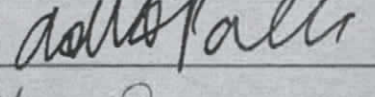
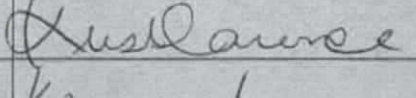
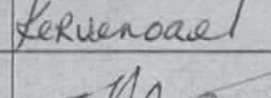
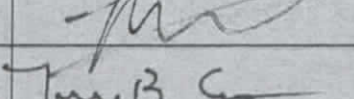
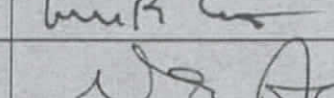
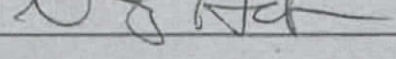
A handwritten signature in dark ink, appearing to read "Jesse O'Connell", written in a cursive, flowing style.

Jesse O'Connell  
Braddock Implementation Advisory Group Member  
The Henry Resident

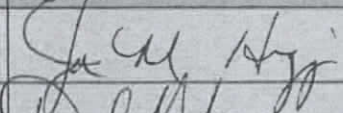
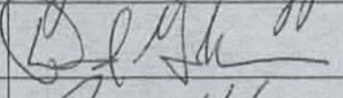
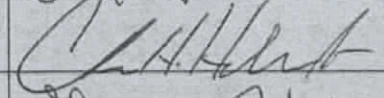

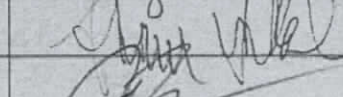
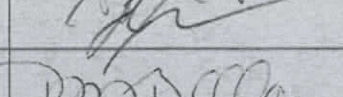
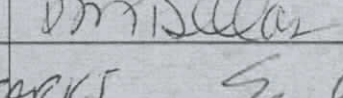
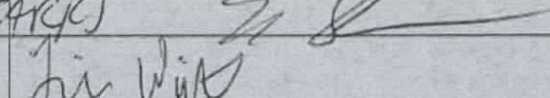
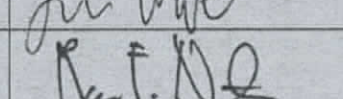
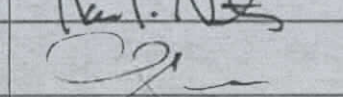
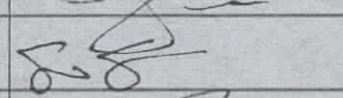

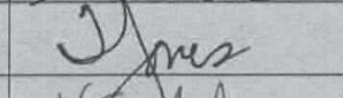

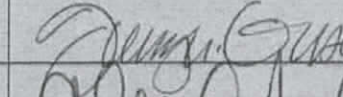
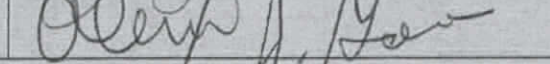
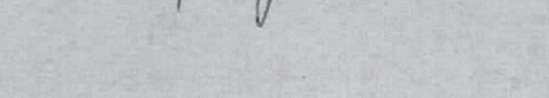


## Petition to Support the Lost Dog Café at the Belle Pre

We, the undersigned, wish to express our support for the Lost Dog Café's proposal to establish an operation at the Belle Pre; including full support for their intention to conduct off-premises alcohol sales and delivery without the limitations imposed by proposed Condition 9. We believe that this is the type of neighborhood-serving retail needed in the Braddock Metro neighborhood and are gratified to see the Lost Dog adding to the continued development and growing vibrancy of the area. We encourage the Planning Commission and City Council to fully approve SUP #2014-0014 as submitted by the Lost Dog Café without the restrictions imposed by recommended Condition 9.

Printed Name	Signature	Address	Date
Salena Zellers		1122 Madison Street	3/29/14
JESSE O'CONNELL		525 N. FAYETTE ST. #323	3/29
ANH TRAN		525 N. FAYETTE ST. #311	3/29
ABBEY OKLAK		525 N FAYETTE ST #302	3/29
Wade Parrish		525 N Fayette St #608	3/29/14
Ken Archibald		525 N. Fayette St. #408	3/29/14
Michelle Saylor		2308 Mt Vernon Ave	3.29.14
Aditi Palli		1111 Oranoco St. #338	3.29.14
Kristina Lawrence		6062 Billingsgate Lane <sup>Cville, VA</sup> 20120	3/29/14
Patrick & Terésa Juan de		620 N. Fayette St. #417 22314	3/29/14
Ryan Tritch		620 N. Fayette #420	3/29/14
Nicole B Cieslick		729 N. Fayette St	3/29/14
Nancy Andersen		741 N. Fayette St	3/29/14



Printed Name	Signature	Address	Date
JOHN HIGGINS		525 N. Fayette St #613	3/29/14
David Granholm		620 N. Fayette St. #642	3/29/14
CHARLES H. HOLLINGSWORTH		1111 BELLE PRE WAY, # 231	3/29
Ginger A. Hechegure		720 N Henry St.	3/29/14
Shane Talbot		620 N. Fayette St	3/29/14
Take Fredrick		1111 Belle Pre Wy	3/29/14
Rosanne Dallas		1111 Oronoco St #425	3/29/14
KEITH WORLEY/ERIC SPARKS		525 N. FAYETTE	3/29/14
Lisa Winkler		525 N FAYETTE #204 317	3/29/14
RAE NORITAKE		1119 WYTHE	3/29/14
Chris Iles		1111 Oronoco #432	3/29/14
Scott Sharma		114 Belle Pre #405	3/29/14
Susan Aukerman		1125 Madison St #208	3/29/14
Toinette N. Jones		1125 Madison St #208	3/29/14
V. SEARS		525 N. FAYETTE #620	3/29/14
Juan Noritake		1119 Wythe St.	3/29/14
Ali Gorsuch		525 N. Fayette St. #310	3/29/14



Printed Name	Signature	Address	Date
CASEY HASTINGS	Casey Hastings	525 N. Fayette St. #222	3/29
Jeff Moody	Jeff J. Moody	525 N Fayette St #522	3/29
Aaron Karty	<del>Aaron Karty</del>	525 N Fayette St #511	3/29
Greg Andersen	<del>Greg Andersen</del>	714 N Fayette St	3/29/14
John Villan	<del>John Villan</del>	714 N. Henry	3/29/14
Jennifer Lachman	Jennifer Lachman	714 N. Henry	3/29/14
PETER COARTER	PC	720 N HENRY	3/29/14
Matt Pianetta	MP	620 N. Fayette St #209	3/29/14
MICHAEL POLLOCK	Pollock	525 N. FAYETTE ST #422	3/29/14
LARRY SIRNA	Larry Sirna	1791 LANIER PL NW #3 20009	3/29/14
Dana Brooks	Dana Brooks	1111 Belle Pre Way #526 <sup>22314</sup>	3/29/14
Shannon Sanders	S. Sanders	1125 Madison St	3/29/14
Whitney J. Waters	Whitney J. Waters	1125 Madison St.	3/29/14
Sabala Baskar	Sabala Baskar	1111 Oronoco St. Unit 426	3/29/14
Kristi Derendorf	Kristi Derendorf	525 N Fayette St #408	3/29/14
Josh Hallock	Josh Hallock	525 N Fayette St., 414	3/29/14
Gina Mats	Gina Mats	525 N. Fayette St. 414	3/29/14



[illegible]



## Jackie Henderson

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**From:** website <webmaster@alexandriava.gov>  
**Sent:** Monday, April 07, 2014 2:30 PM  
**To:** Jackie Henderson; Gloria Sitton  
**Subject:** City Council speaker's form submission received

Meeting Date: 04/12/2014  
Docket Item# 7

Speaker's Name: Duncan Blair  
Phone #: 703-836-1000  
Email:  
Address: 524 King Street

Representing self? No  
If representing other: Wahoo Dog, LLC

Position on the item: For

Nature of interest: Attorney

Are you being compensated? Yes