

**MEMORANDUM**

To: District of Columbia Board of Zoning Adjustment
From: Erwin Andres, P.E.
Jim Watson, PTP
Date: July 15, 2014
Subject: 627 H Street Hotel BZA Follow-up Response

INTRODUCTION

This memorandum presents a summary of the additional follow-up items that were requested by the Board of Zoning Adjustment at the June 10, 2014 BZA hearing. These items were requested in relation to the BZA variances for parking and loading relief being sought for the proposed hotel at 627-631 H Street in northwest Washington D.C. This memorandum will outline the specific items requested followed by the Applicant response to each item.

SPECIFIC FOLLOW-UP ITEMS REQUESTED BY BZA

Below are the additional items that were requested by the BZA at the June 10, 2014 BZA hearing and the Applicant response to each specific request

1) Analysis of how many vehicles might potentially drive to the hotel and park

Applicant Response: As stated in our testimony and submittals, the proposed hotel product is unique to the D C market. The proposed hotel provides micro-unit rooms (in the range of 150 square feet in size) with convenient access to mass transit options and nearby retail and dining amenities and is geared primarily to attract out-of-town Millennials accustomed to using alternative non-driving modes for travel, especially given the highly affordable and conveniently located hotel product offered by the Applicant.

Accordingly, we have reviewed a variety of different hotel product types as compared to the proposed hotel. The range of hotels examined as part of this exercise includes three types of hotels:

- 1) The Pod 51 Hotel in New York is a very similar hotel product to the proposed hotel and provides micro-unit hotel rooms.
- 2) The Hostelling International and Allen-Lee Hotels each provide minimal hotel room amenities at price ranges below the proposed hotel, and typically attract budget-conscious travelers. Neither of these hotels provides parking to their guests

- 3) The Quincy Hotel is a modern boutique hotel with larger sized hotel rooms with good proximity to transit and amenities and with room rates above that of the proposed hotel. It does not provide parking on-site, but includes valet parking

Accordingly, we contacted each of these hotels to determine the number of guests that drive and park and found the following:

- Pod 51, 230 E 51st St, New York, NY – (345 rooms) An average of 3 - 4 guests per day drive to the hotel, which is based on an interview of existing doormen at the hotel
- Hostelling International, 1009 11th St. NW, Washington, DC (rooms with a mix of rooms with and without bathrooms) – No guests typically drive to the hostel, which is based on an interview with front desk staff. The hotel provides rooms geared to provide lodging with and without private bathrooms. The lack of guests driving to the hotel is likely a result of the lack of on-site parking (as stated on their website), the size and type of hotel rooms offered, and the demographic to which the hotel is catering
- Allen-Lee Hotel, 2224 F St. NW, Washington, DC: (86-room boutique hotel) No guests typically drive to this hotel, which is based on an interview with the current owner of the hotel, who has owned the hotel for the past 4 years. The hotel is well-served by transit and is located 3 blocks south of the Foggy Bottom Metrorail Station.
- Quincy Hotel, 1823 L St. NW, Washington, DC (99-room full-service boutique hotel) 3,495 annual valet tickets were collected last year, which is equivalent to approximately 7.8 vehicles per day.

POTENTIAL PARKING DEMAND

Based on the experience of the Pod 51 Hotel in New York, which is the most closely linked product of the proposed micro-hotel and which experiences an average of 4 vehicle arrivals per day by personal vehicle, the proposed hotel could easily accommodate the expected parking demand given the numerous off-site parking facilities within close vicinity of the site. Assuming that guests would stay at the proposed 245-room hotel an average of 1.5 nights, the maximum daily parking demand would consist of the following calculation

245 rooms x 4 drivers x 1.5 nights length of stay = 4.27 nights of guest parking required
345 rooms

Based on the experience at the Quincy Hotel in DC, a more standard style hotel which experiences an average of approximately 7.8 vehicles per day for a 99-room boutique hotel that has typical-sized rooms, the proposed hotel could also easily accommodate the expected parking demand. Factoring the number of vehicles to be consistent with 245 rooms, the estimated number of vehicles that would drive and park would be approximately 19 vehicles per day. This 19-vehicle parking demand projection for the proposed hotel represents a worst-case scenario given that the proposed hotel is significantly smaller in room size than the Quincy Hotel rooms, the proposed hotel is more centrally accessible at the

Gallery Place Metrorail station, and the proposed hotel caters primarily to Millennials visiting the Nation's capital.

In either event, available parking in the local area is able to accommodate this limited parking demand. In fact, the Applicant has secured two letters from local parking operators, Colonial Parking and U Street Parking, confirming their facilities at the Gallery Place garage and the CityCenter garage will be available for any potential hotel parkers to use their facilities. Additionally, evening parking occupancy counts at these two parking facilities performed on Wednesday, July 2 at 11:00 p.m., confirmed that 458 spaces were available at the Gallery Place garage for overnight parking and 453 spaces were available at the CityCenter garage for overnight parking.

PROPOSED MITIGATION

Based on the experience of both the New York Pod 51 hotel, as well as the experience of local standard hotels, the parking demand that may result from the proposed hotel would be in the range of 4 parking spaces on the low end to 19 spaces on the high end. In order to mitigate this range of parking demand for the proposed hotel, the Applicant proposes a layered approach in addressing the potential parking demand

The first approach is to notify prospective guests on the hotel website that parking is not available on-site. The website will emphasize and encourage alternate modes given the hotel's convenient location across the street from the Gallery Place Metrorail station. These alternate modes would include regional travel options that include Union Station and the nearby airports and their connections to the hotel via commuter rail, Metrorail, intercity bus (which includes Chinatown Bus), taxi, Uber, and carshare. The website link would also provide off-site locations where hotel guests can park, in the event that they decide to drive

This theme will also be continued in the second approach with the actual reservation confirmation with explicit statements that no parking is available on site and that the hotel encourages and emphasizes alternative modes. The reservation e-mail will provide the alternative transportation options and the locations of off-site parking facilities, in the event that they decide to drive

The third approach would consist of providing a staff member that would greet incoming hotel guests at the front door of the hotel. This staff member would act as a doorman who will be at the hotel to direct any vehicles that arrive at the front door to the nearby local garage, ensuring that no illegal parking occurs in front of the building to impact traffic.

The last approach would be to coordinate with the local overnight parking garages to ensure that parking for the hotel users who decide to drive would be available. The Applicant has coordinated with Colonial Parking, who manages the Gallery Place Garage located at 777 7th Street, and with U Street Parking, who manages the CityCenter Parking Garage. Based on evening parking occupancy counts at these two parking facilities, a total of 911 spaces were available at both the Gallery Place garage and the

CityCenter garage for overnight parking The Gallery Place garage is located half a block south of the site, while the CityCenter garage is located two blocks west of the site

Both of these garages allow for overnight parking, with the Gallery Place garage open 24 hours and the CityCenter garage open daily from 6:00 a.m. to 2:00 a.m. The parking booth at the CityCenter garage is manned 24 hours, but the public access into the garage is closed for security reasons between 2 a.m. and 6 a.m. In the event that a hotel guest shows up at the CityCenter garage to pick up their vehicle between 2 a.m. and 6 a.m., the guest can use their parking ticket to access the elevators that would take them down to their car. When the patron pays their ticket at the manned ticket booth, the attendant in the parking booth would open up the roll up doors for the guest to leave the garage

There is another parking garage two blocks away from the site at the 801 Eye Street, which is also open 24 hours and would be available for hotel guests to use in addition to the Gallery Place and CityCenter garages. Letters of coordination are included in the appendix section of this document.

In addition to these elements, the Applicant has committed to implementing the following Transportation Demand Management (TDM) measures, which DDOT is in agreement with their implementation:

- The Applicant agrees to provide free daily Capital Bikeshare passes as a part of Capital Bikeshare's Bulk Membership program for hotels upon request for hotel guests in perpetuity, not to exceed in value of \$5,000 per year
- The Applicant agrees to provide an annual Capital Bikeshare membership or car-sharing membership for each employee for the first three (3) years
- The Applicant agrees to provide a minimum of five secure bike parking spaces within the building and to provide a minimum of two short-term bicycle parking racks (i.e., four spaces), the location of which will be addressed in the public space permitting process.
- The Applicant agrees to name a member of the property management group as a Transportation Management Coordinator (TMC) who would be responsible for coordinating, implementing and monitoring the TMP strategies. This would include the development and distribution of information and promotional brochures to hotel guests, visitors, patrons and employees regarding transit facilities and services, pedestrian and bicycle facilities and linkages, ridesharing (carpool and vanpool) and car sharing. The contact information for the TMC would be provided to DDOT/Zoning Enforcement with annual contact updates
- The Applicant agrees to install a TransitScreen in the lobby to keep hotel guests, visitors, and employees informed on all available transportation choices and provide real-time transportation updates. In addition, the TMC will make printed materials related to local transportation alternatives available to hotel guests, visitors and employees upon request.

- The Applicant agrees to establish a TDM marketing program that will provide detailed transportation information and promotes walking, cycling, and transit. This information will be compiled in a brochure for distribution and/or provided on hotel websites
- The Applicant agrees to assist employees who wish to carpool by linking employees to ride matching services sponsored by the Metropolitan Washington Council of Governments.

CONTRIBUTING NON-DRIVING FACTORS FOR HOTEL GUESTS

The proposed hotel development consists of micro-units averaging in size of approximately 150 square feet, which is significantly less than a typical hotel room, which averages approximately 350 square feet. This hotel product is geared to attract a certain demographic that is geared to non-driving. The primary target for this hotel are Millennials, who are inclined to use alternative commuting and travelling modes and are more inclined not to own a car.

The 2013 publication *A New Direction. Our Changing Relationship with Driving and the Implications for America's Future*, which is published by US PIRG Education Fund, highlights the dramatic shift in transportation commuting patterns for Millennials, which is the specific demographic targeted by the proposed hotel development. According to this report, there are significant findings regarding Millennials that include the following

- 16-30 year olds were driving 21.2% fewer person miles and 24.9% fewer vehicle miles in 2009 than in 2001
- In 2009, 16 to 34 year olds as a whole took 24 percent more total bike trips than they took in 2001, despite the age group actually shrinking in size by 2 percent. From 2001 to 2009, the number of passenger-miles traveled per capita by 16 to 34 year-olds on public transit increased by 40 percent.
- Percentages of Millennials with drivers licenses is steadily declining and is at the lowest percentage of 16-24 year olds with licenses since prior to 1963
- The trend toward reduced per-capita VMT began long before the recent recession. Per-capita vehicle travel peaked in 2004, while the recent recession did not begin until the fall of 2007
- According to a recent survey by KRC Research and Zipcar, 44 percent of young people (18-34 years old) polled said they have consciously made an effort to replace driving with other transportation options— this is compared with 33 percent of those aged 35 to 44 and 26 percent of those 55 years old and up
- A survey conducted by RCLCO in 20 major metropolitan areas found that 20 percent of Millennials would consider giving up a car as an unjustified expense, a far higher percentage than other generations.
- According to the recent Zipcar survey cited above, 25 percent of those aged 18 to 34 reported that mobile transportation apps (such as taxi apps, real-time transit information and car sharing)

had reduced their driving frequency, compared with only 9 percent of those 55 years of age and older.

Additionally, given site's location at the Gallery Place Metrorail station, the proposed development has excellent access to regional and national travel with direct access to Union Station via Circulator Bus and the Metrorail Red line, Reagan National Airport via the Metrorail Yellow Line, Dulles Airport via the Metrorail Silver Line, and BWI Airport via connections to Union Station. Additionally, there are numerous intercity bus lines that provide direct regional access from New York to Washington, DC, that include Bolt Bus, Greyhound, Megabus, Peter Pan Trailways, Washington Deluxe, and DC2NY.

In addition to the intercity bus lines at Union Station, the Chinatown neighborhood is served by two intercity bus lines that provide direct convenient service to New York. Hola Bus provides 100 bus trips a week from their bus stop location at 715 H Street, one block west of the site. At full capacity, Hola Bus can provide approximately 5,000 visitors to the Chinatown neighborhood a week, with an average of 14 bus trips per day and an average one-way rate of \$25.00, which is below the cost of all-day parking rates at many downtown DC hotels. In addition to Hola Bus, Focus Bus provides 21 bus trips a week from their bus stop location at 513 H Street, one block east of the site. At full capacity, Focus Bus can provide approximately 1,050 visitors to the Chinatown neighborhood a week, with an average of 3 bus trips per day and an average one-way rate of \$21.00.

POTENTIAL TRAFFIC IMPACT

This section provides a summary of the potential traffic impacts related to the proposed hotel development, if the requisite parking spaces were provided and the hotel project included typical-sized hotel rooms, which are at least twice as large as the micro-hotel units proposed for the development. If the project provided the requisite number of spaces as identified in the current zoning regulations and the project consisted of typical-sized hotel units, the traffic impact associated with the proposed hotel would be approximately 32 trips during the morning peak hour and 37 trips during the evening peak hour, as presented in Table 1. These trips were generated using the ITE Trip Generation Manual, 9th edition and applying a non-driving credit of 75% based on WMATA 2005 Development-Related Survey, which profiles typical urban hotels.

As a matter of comparison, H Street carries approximately 1,500 vehicles during the morning peak hour and 1,500 vehicles during evening peak hour. The addition of 32 vehicle trips in the morning and 37 vehicle trips in the evening represent an increase in traffic on H Street equivalent to 2% for the morning and evening peak hours. This impact would be imperceptible given the existing volumes in the H Street corridor and surrounding streets.

This impact would even be less with the proposed hotel as a hotel with micro-units. Table 2 presents the trip generation that would potentially occur with the hotel as currently proposed. This trip generation is a worst-case condition with all of the anticipated trips taking place during the morning and afternoon peak hour. Table 2 identifies the traffic impact associated with the proposed hotel to be

approximately 8 trips during the morning peak hour and 8 trips during the evening peak hour. The addition of these trips to the morning and evening peak hour volumes on H Street represent an increase in traffic on H Street equivalent to 0.5% for the morning and evening peak hours. This impact would be imperceptible given that these trips would be distributed throughout the network since all of the parking will be provided in various off-site parking facilities and that these trips represent a very small percentage of traffic currently on H Street and the surrounding streets.

Table 1**Trip Generation for Proposed Hotel Development (if it were a typical hotel)**

Land Use	Size	Trip Generation					
		AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
Hotel	245 Rooms	77	53	130	75	72	147
<u>Non-Auto Reduction</u>	75%	<u>-58</u>	<u>-40</u>	<u>-98</u>	<u>-56</u>	<u>-54</u>	<u>-110</u>
Total New Hotel Trips		19	13	32	19	18	37

Table 2**Trip Generation for Proposed Hotel Development (as currently proposed with micro-units)**

Land Use	Size	Trip Generation					
		AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
Hotel	245 Rooms	4	4	8	4	4	8
Total New Hotel Trips		4	4	8	4	4	8

2) Provide photographs of the parking in the rear of the alley

Applicant Response: Figures 1-4 present a diagram and photographs within the alley.



Figure 1: Alley Diagram



Figure 2: Photograph of north-south alley facing north from H Street



Figure 3: Photograph of north-south alley facing north (northern end of alley is Eye Street NW)

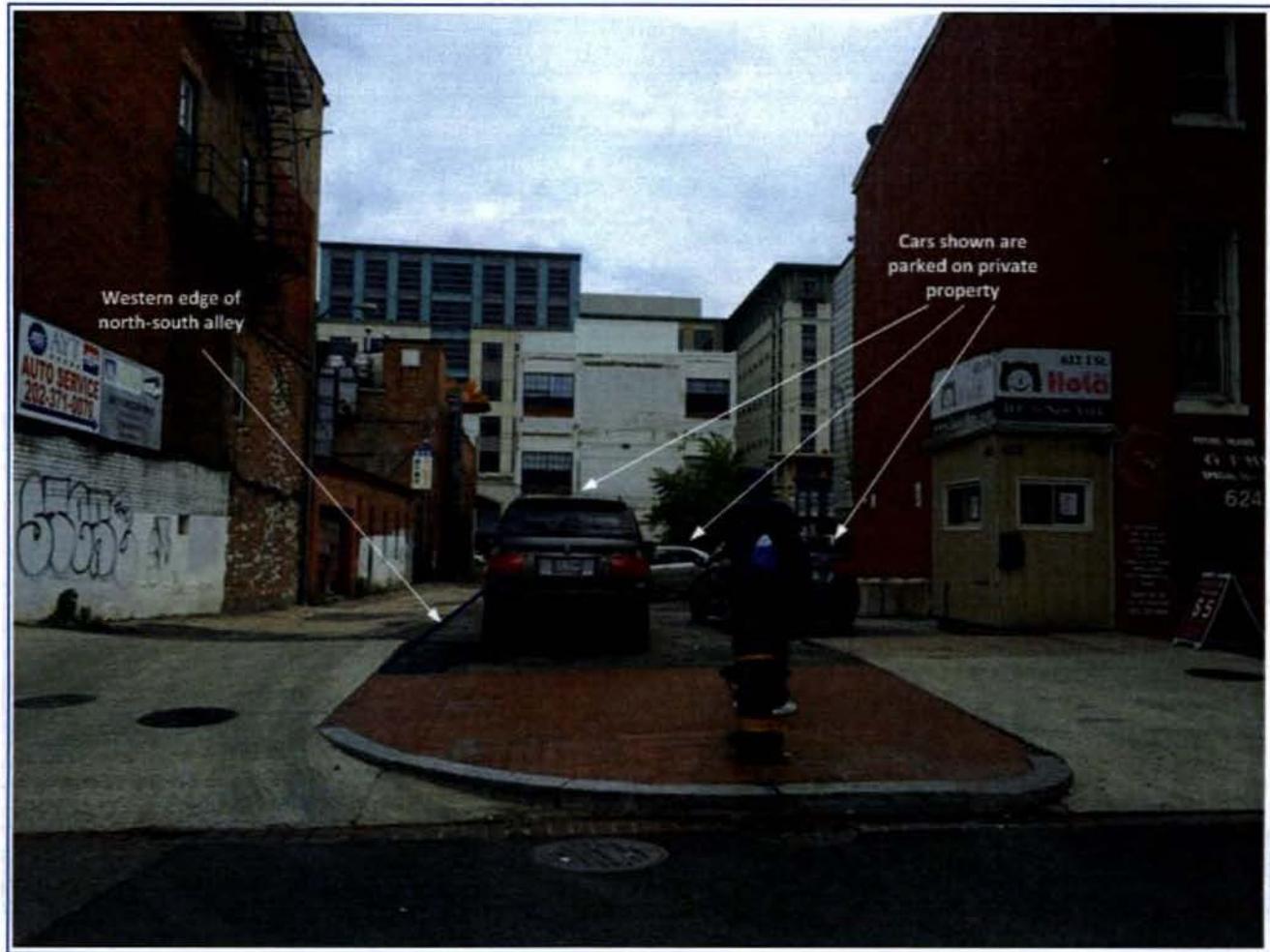


Figure 4: Photograph of north-south alley facing south

3) *Inventory of parking restrictions in the vicinity of the area (e.g. rush-hour, metered, restricted, RPP)*

Applicant Response: Figure 5 presents a graphic showing the parking restrictions within vicinity of the proposed hotel.

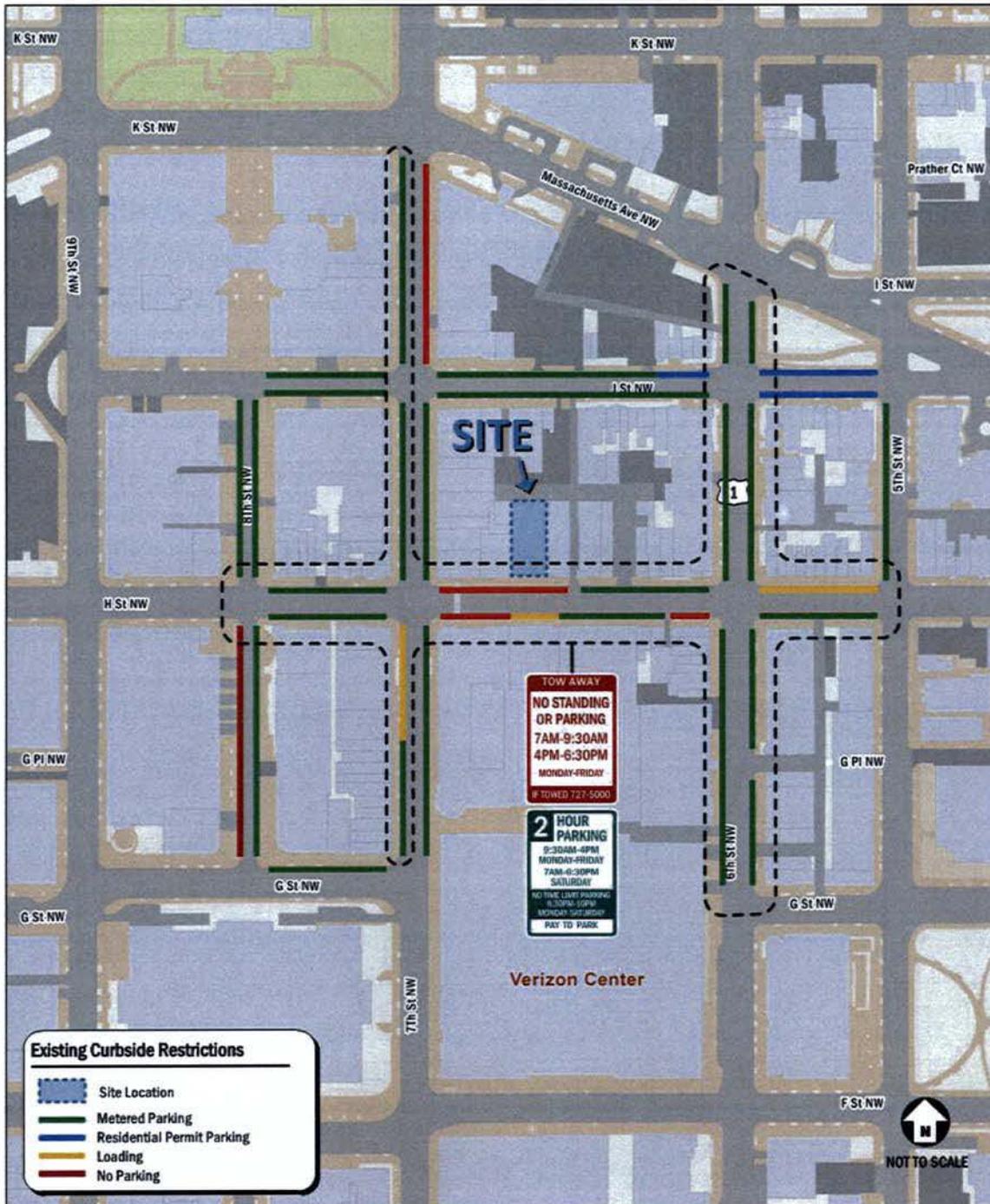


Figure 5: Existing Neighborhood Parking Restrictions

5) *Provide a summary of curbside management discussions with DDOT and WMATA*

Applicant Response: The Applicant has met with DDOT and the Progressive Transportation Services Administration (PTSA) to discuss the issues related to curbside activities associated with the hotel. DDOT and PTS expressed their concern with the proposal to provide a valet staging area in front of the hotel because it conflicts with the existing parking restriction, which allows for buses to queue along the north side of H Street.

The proposed development will not require valet parking to operate effectively. Valet parking is currently proposed as a convenience for any patrons that choose to drive to the hotel, even though the hotel is targeting a specific demographic that would not drive to the hotel.

However, in order to address potential guests who choose to drive to the hotel, the hotel will do the following:

- a. State on its website and in reservation confirmations that no parking is available on site and that parking is available at a variety of garages, providing web links to different overnight parking garages nearby.
- b. Commit to a doorman who will be at the hotel to direct any vehicles that arrive at the front door to the nearby local garage, ensuring that no illegal parking occurs in front of the building to impact traffic.

6) *Provide hotel website links for travel and parking resources for similar hotel products:*

Applicant Response: The following are the hotel website links for travel and parking resources for similar hotel products (Printouts of these hotel links are included in the appendix to this document):

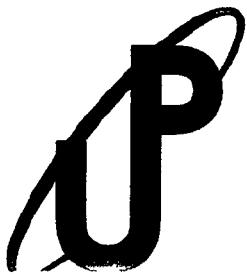
- Pod 39, 145 E 39th St, New York, NY:
 - <http://www.thepodhotel.com/pod-discount-hotel-locations>
- Pod 51, 230 E 51st St, New York, NY:
 - <http://www.thepodhotel.com/pod-discount-hotel-locations>
- Hostelling International, 1009 11th St., NW, Washington, DC:
 - <http://hiwashingtondc.org/contact/directions/>

7) *Provide one (or two) additional letters from other parking operators in the vicinity:*

Applicant Response: Letters from Colonial Parking and U Street Parking are attached in the appendix.

APPENDIX

**NEARBY
PARKING OPERATOR
LETTERS**



MEMORANDUM OF UNDERSTANDING

To: Jim Watson, PTP
Project Manager
Grove/Slade Associates,
1140 Connecticut Avenue, NW Suite 600
Washington, DC 20036

From: Ben Tesfaye
U Street Parking, Inc
50 Rhode Island Ave NE,
Washington DC, 20002

Subject: 627 H Street NW Parking

INTRODUCTION

U Street Parking (USP) has been in business over the last 16 years in Washington DC and surrounding areas. USP specializes in valet parking, parking garage management and transportation. USP currently manages CityCenterDC, Dulles and Reagan Airport, DC USA Garage, Marriott Hotel, Carlyle Suites Hotel and Comfort Inn Hotel, just to name a few.

USP understands the parking demands and challenges for the proposed Hotel at 627 H Street NW. USP's experience and its current portfolio of garages in the surrounding area makes them great candidates to assist with the hotel parking needs, in the event that they need it. USP agrees to provide additional parking to support the hotel development at CityCenterDC.

If you have any questions feel free to contact me.

Sincerely,

Ben Tesfaye
Director of Operations
50 Rhode Island Ave. #100
Washington, DC 20002
Office 202-265-0010
Fax. 202-265-5007
www.ustreetparking.com



1050 Thomas Jefferson Street, NW
Suite 100
Washington, DC 20007
202-295-8100 ■ Fax 202-295-8111
www.ecolonial.com

June 2, 2014

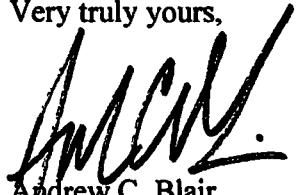
Ms. Evelyn Israel
DDOT
Policy, Planning, and Sustainability Administration
55 M Street, SE, 5th Floor
Washington, DC 20003

Dear Ms. Israel:

Colonial Parking has been contacted by Modus Hotels regarding their proposed new hotel at 627 H Street, NW and Colonial's ability to accommodate any potential parking demand within nearby garages. Based on information supplied by Modus Hotels, it is anticipated that a peak parking demand of 20 vehicles may need to be accommodated in off-street parking for hotel guests.

GPPG, LLC (to which Colonial is a member) operates the Gallery Place Parking Garage at 777 7th Street, NW and will be able to accommodate these vehicles within the garage's 660 parking spaces.

Very truly yours,

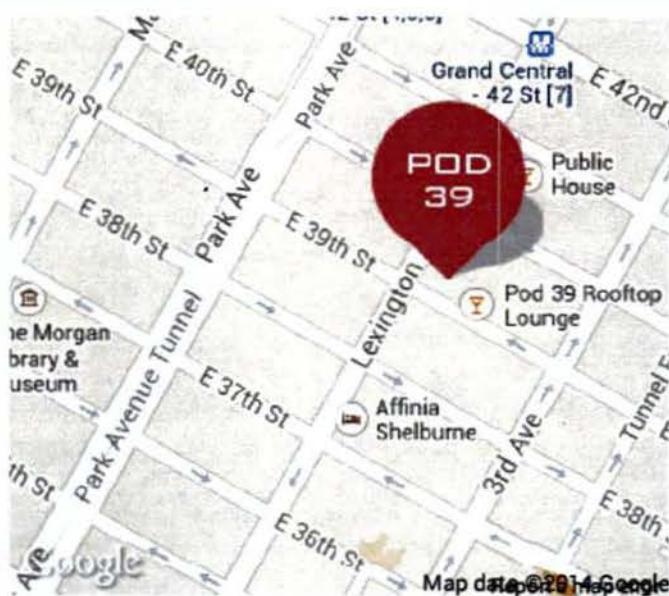


Andrew C. Blair
President
Chief Executive Officer

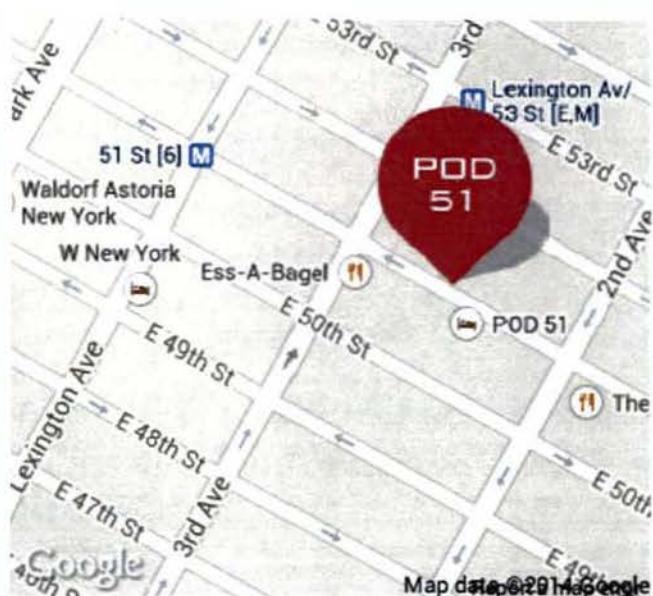
Xc. Aaron Katz, Modus Hotels

**HOTEL WEBSITE
TRAVEL RESOURCE LINKS
PRINTOUTS**

POD 39



POD 51



The Pod Hotel 39

145 East 39th Street (between 3rd Ave & Lexington Ave)
New York, NY 10016



Phone: +1.212.865.5700
Fax: +1.212.865.5701



Information: info@thepodhotel39.com
Reservations: reservations@thepodhotel39.com
Sales and Group: sales@thepodhotel39.com
Concierge: concierge@thepodhotel39.com



Distance

17.1 miles from JFK Airport
8.4 miles from LaGuardia Airport
17.1 miles from Newark Airport
1.3 miles from Pennsylvania Train Station
0.5 miles from Grand Central Train Station
1.2 miles from Port Authority Bus Terminal
Nearby Subway Lines: 4, 5, 6, 7 and S



The Pod Hotel 51

230 East 51st Street (between 2nd Ave & 3rd Ave)
New York, NY 10022



Phone: +1.212.355.0300
Fax: +1.212.755.5029



Information: info@thepodhotel.com
Reservations: info@thepodhotel.com
Sales and Group: info@thepodhotel.com
Concierge: concierge@thepodhotel.com



Distance

17.9 miles from JFK Airport
9.3 miles from LaGuardia Airport
17.8 miles from Newark Airport
2.2 miles from Pennsylvania Train Station
0.9 miles from Grand Central Train Station
1.7 miles from Port Authority Bus Terminal
Nearby Subway Lines: 6, E and M



Directions. Find HI-Washington, DC

Find HI-Washington, DC

Public Transportation

From the Greyhound / Peter Pan Bus / Megabus / BoltBus / the Train (Amtrak) Station at Union Station

Circulator Bus

- » Take the Circulator Bus going toward Georgetown
- » Exit at the intersection of 11th Street, NW and K Street NW
- » HI-Washington, DC is $\frac{1}{2}$ block North on K Street

MetroRail

- » Take the Red Line train toward Shady Grove
- » Exit at Metro Center Station
- » Take the 11th Street exit
- » Walk three blocks North on 11th Street (about 10 minutes) to HI-Washington, DC, just North of K Street

The estimated total cost of your trip = \$1.00

The estimated total cost of your trip = \$2.85 (depending on time of day)

From the Airport

From the Airport:

- » MetroRail & MetroBus

From Ronald Reagan Washington National Airport (DCA):

- » Take the MetroRail Blue Line train toward Largo
- » Exit at Metro Center Station
- » Take the 11th Street exit
- » Walk three blocks North on 11th Street (about 10 minutes) to HI-Washington, DC, just North of K Street

From Dulles International Airport (IAD):

- » Take Bus 5A toward L'Enfant Plaza
- » Exit at Rosslyn Metro Station
- » Take the Blue Line train toward Largo
- » Exit at Metro Center Station
- » Take the 11th Street exit
- » Walk three blocks North on 11th Street (about 10 minutes) to HI-Washington, DC, just North of K Street

The estimated total cost of your trip = \$2.35 – \$2.65 (depending on time of day)

The estimated total cost of your trip = \$7.35 – \$7.65 (depending on time of day)

From Baltimore-Washington International Airport (BWI):

From the Airport: Super Shuttle

- ▶ Take Bus B30 toward Greenbelt Metro Station and exit there
- ▶ Enter the Greenbelt Metro Station
- ▶ Take the Green Line train toward Branch Avenue
- ▶ Exit at Mount Vernon Square Station
- ▶ Walk two blocks South on 11th Street (about 10 minutes) to HI-Washington, DC, just North of K Street

The estimated total cost of your trip = \$8.35 to \$9.90 (depending of time of day)

Hostel-to-Hostel Shuttle Service

- ▶ Contact Shuttle Service

Door-to-door, shared-ride van service, estimated rates

- ▶ From Dulles International Airport (IAD) \$31 for the first guest and \$12 for each additional guest
- ▶ From Ronald Reagan Washington National Airport (DCA) \$17 for the first guest and \$11 for each additional guest
- ▶ From Baltimore-Washington International Airport (BWI) \$40 for the first guest and \$13 for each additional guest

From the Airport: Taxicabs

Estimated rates

- ▶ From Dulles International Airport (IAD) \$65
- ▶ From Ronald Reagan Washington National Airport (DCA) \$25
- ▶ From Baltimore-Washington International Airport (BWI) \$65

Parking

HI-Washington, DC does not offer parking, but there are several options close to the hostel

- Washington, DC has metered street parking but it can be restrictive (make sure to read all signs carefully and follow the instructions, as the city is known for quick ticketing) and difficult to find open spaces
- Across the street is Colonial Parking (1100 L Street NW) \$18.00 per day for garage parking the garage is open weekdays from 6:30 am – 7:00 pm, overnight parking is available, but cars must be moved by 6:30 am to not be charged for an additional day
- Two blocks South on 9th Street is City Center Parking (900 9th Street NW) \$24.00 a day Monday – Friday, \$12.00 on Saturday and Sunday An open air parking lot with overnight parking, open until 2:00 am daily

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