

TECHNICAL MEMORANDUM

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From: Jim Watson, PTP
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Date: January 29, 2015

Subject: 1401 Florida Avenue NE Comprehensive Transportation Review

INTRODUCTION

This memorandum outlines a Comprehensive Transportation Review (CTR) of the 1401 Florida Avenue NE development located in the northeast quadrant of Washington, DC in Ward 6. This CTR reviews the parking and loading aspects of the site as agreed upon with the District Department of Transportation (DDOT) through an approved scoping document on January 14, 2015. Figure 1 identifies the regional site location within the District. The site is currently occupied by three retail-oriented buildings and a surface parking lot and will be redeveloped into a mixed-use development comprising of 28 residential units above 4,958 square feet (sf) of ground floor retail space. No parking is proposed on-site due to the compact nature of the block in which the development will occupy.

This parking statement has been developed to address the needs of the site. This includes an analysis of comparable development in addition to an on-street parking analysis to determine the existing parking utilization in the neighborhood. This was augmented by an aggressive Transportation Demand Management (TDM) plan to promote the use of non-vehicular travel modes to and from the site.

The following conclusions were made regarding the 1401 Florida Avenue NE development:

- The site is located near excellent transit services (including Metrobus, Streetcar, and connections to Metrorail) and includes the implementation of an aggressive TDM plan which will mitigate any vehicular parking needs of the site.
- The site is surrounded by an existing network of transit, bicycle, and pedestrian facilities as well as numerous neighborhood amenities that result in an excellent environment for safe and effective non-auto transportation;
- There is an adequate supply of on-street parking. On-street parking is moderately utilized in the vicinity of the site with a peak of 77 percent utilization during the weekday PM parking peak (9:00 – 10:00 PM) and 76 percent utilization during the weekend parking peak (8:00 – 9:00 PM) with the greatest availability in the blocks immediately north of the site. It is not likely that the development will cause any detrimental impacts to on-street parking conditions.
- The amount of loading activity expected to take place at the site will be adequately served by on-street loading near the site.
- An aggressive TDM plan for the development will include the implementation of RPP and VPP restrictions, transportation incentives, bicycle amenities, a marketing program, on-site information, and ride-matching/ridesharing programs.

January 29, 2015

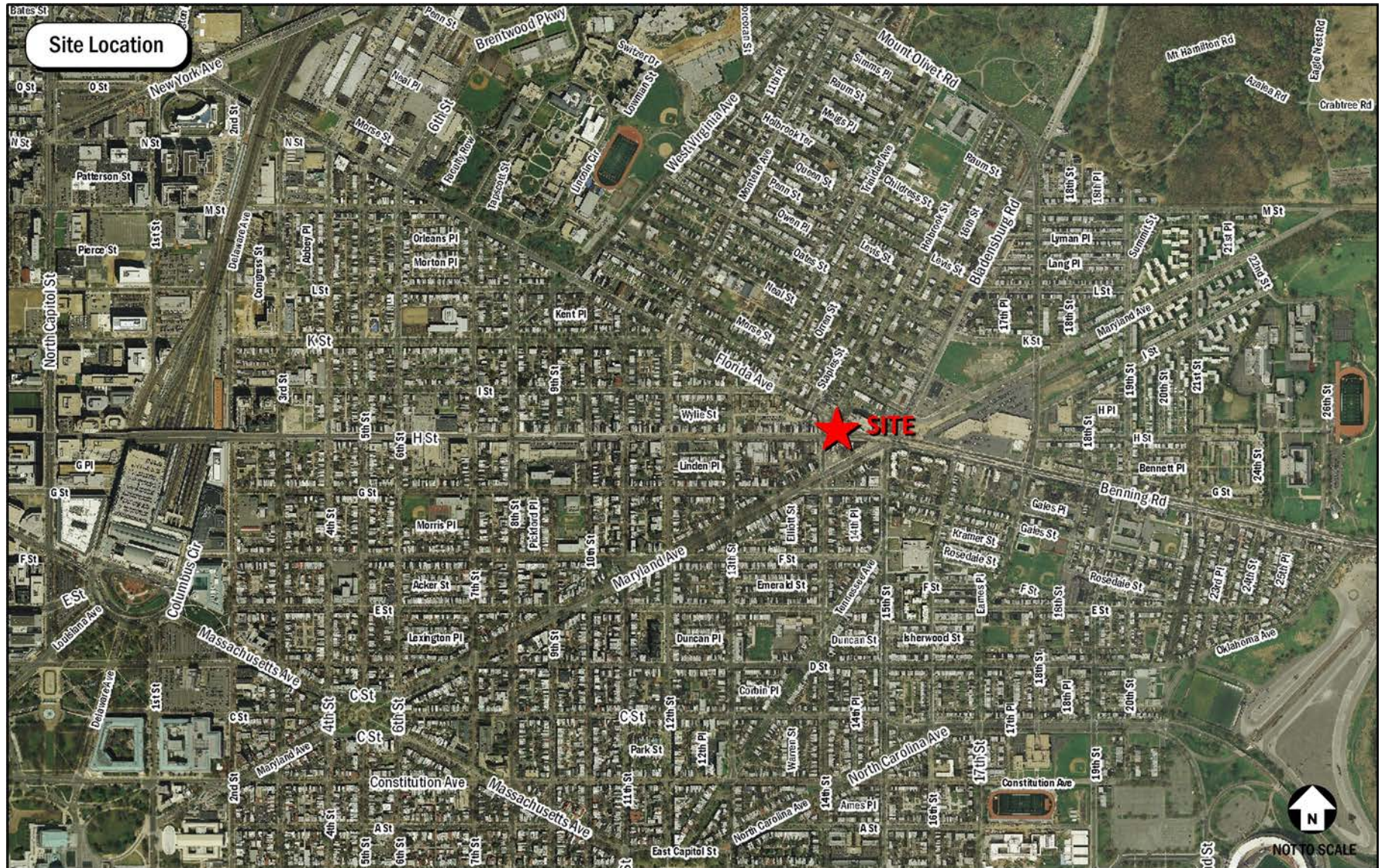


Figure 1: Site Location

EXISTING CONDITIONS

This section provides a review of the existing transit, bicycle, and pedestrian facilities in the vicinity of the site. The site is served by public transportation, primarily consisting of Metrobus. The project site is also served by a pedestrian network consisting of sidewalks and crosswalks along the streets surrounding the project site. Additionally, the site is served by an on-street bicycle network, consisting of bike lanes, cycle tracks, and signed bicycle routes.

Transit

Local transit services that provide access to and from the 1401 Florida Avenue NE development site primarily include Metrobus and MetroExpress routes. Metrobus service is operated by the Washington Metropolitan Area Transit Authority (WMATA) and is currently the fifth largest bus network in the nation. Figure 2 illustrates the existing Metrobus and MetroExpress routes.

Numerous Metrobus and MetroExpress routes operate along Florida Avenue, H Street, Maryland Avenue, 14th Street, Bladensburg Road, Benning Road, and Trinidad Avenue NE within walking distance of the site. Table 1 shows a summary of the bus route information for the lines that serve the study area, including service hours and the headways. There are two Metrobus stops adjacent to the property. One Metrobus stop is located at the intersection of Florida Avenue and Trinidad Avenue NE, directly adjacent to the site and serves the X3 line. A second Metrobus stop is located on Trinidad Avenue NE near the entrance to the alley and serves the D3, D4, and D8 lines. Additionally, there is at least one stop within 1,000 feet of the site for every bus route listed below.

Table 1: Bus Route Information

Route Number	Route Name	Service Hours	Headway
B2	Bladensburg Road-Anacostia Line	Weekdays: 4:25 am – 3:15 am Saturdays: 4:30 am – 2:35 am Sundays: 5:15 am – 1:30 am	Peak Hours: 10-12 minutes Off-Peak Hours: 15-30 minutes Weekends: 20-30 minutes
D3	Ivy City-Dupont Circle Line	Weekdays: WB 6:05 am – 9:15 am EB 3:00 pm – 5:50 pm Saturdays: WB 6:25 am – 8:30 am EB 4:00 pm – 5:50 pm	20-30 minutes
D4	Ivy City-Franklin Square Line	Weekdays: 4:15 am – 1:05 am Saturdays: 4:45 am – 1:05 am Sundays: 5:15 am – 1:05 am	Peak Hours: 15-20 minutes Off-Peak Hours: 30 minutes Weekends: 30 minutes
D8	Hospital Center Line	Weekdays: 5:15 am – 1:00 am Weekends: 6:15 am – 1:05 am	Peak Hours: 10-15 minutes Off-Peak Hours: 15-30 minutes Weekends: 15-30 minutes
X1, X3	Benning Road Line	Weekdays: WB 6:00 am – 8:40 am EB 3:40 pm – 6:10 pm	AM Peak Hour: 7-15 minutes PM Peak Hour: 20-30 minutes
X2	Benning Road-H Street Line	Monday - Saturday: 4:05 am – 3:00 am Sundays: 4:10 am – 2:00 am	Peak Hours: 6-10 minutes Off-Peak Hours: 10-20 minutes Weekends: 10-20 minutes
X8	Maryland Ave Line	Weekdays: 6:00 am – 10:30 pm Weekends: 6:40 am – 9:45 pm	Weekdays: 15-20 minutes Weekends: 20-40 minutes
X9	Benning Road-H Street Limited	Weekdays: 6:15 am – 9:00 am 3:30 pm – 6:30 pm	15 minutes

Due to growth of population, jobs, and retail in several neighborhoods in the District and the potential for growth in other neighborhoods, the District's transportation infrastructure is planned to be augmented by the reestablishment of streetcar service in the District and the implementation of limited-stop bus service along major corridors in the vicinity of the proposed development, including the H Street corridor as is outlined in the *DC's Transit Future System Plan* report published by DDOT in April 2010. The streetcar system element of the plan includes one route that travels near the project site. This route has finished construction and is currently in the testing phase, awaiting an opening date to start service to the public.

The streetcar system will consist of modern low-floor vehicles that operate on surface tracks embedded in the roadways, which will mostly operate in travel lanes that are shared with automobiles. Stops will generally be located every ¼- to ½-mile along the routes, including a stop at the intersection of 13th and H Streets NE, approximately 700 feet from the site, as well as another stop at the intersection of 15th Street, H Street, Bladensburg Road, and Benning Road NE, also approximately 700 feet from the site. The route serving the study area will initially connect the site with Union Station prior to the completion of the development, and eventually travel between the Benning Road Metro Station and Georgetown.

Car Sharing

Three car-sharing companies serve the District: Zipcar, Enterprise CarShare, and Car2Go. All three services are private companies that provide registered users access to a variety of automobiles. Both Zipcar and Enterprise CarShare have locations near the project site. Table 2 lists the car-sharing locations near the project and shows that seven carsharing vehicles are available within a short walk of the site with many others within an additional reasonable walking distance. Carshare locations are also shown on Figure 2.

Table 2: Car Share Locations and Vehicles

Carshare Location	Number of Vehicles
Zipcar	
817 11 th Street	2 Vehicles
1600 Maryland Avenue	2 Vehicles
Enterprise CarShare	
822 12 th Street	3 Vehicles
Total Number of Car Share Vehicles in Study Area	7 Vehicles

Car sharing is also provided by Car2Go, which provides point-to-point car sharing. Unlike Zipcar and Enterprise CarShare, which require two-way trips, Car2Go can be used for one-way rentals. Car2Go currently has a fleet of vehicles located throughout the District. Car2Go vehicles may park in any non-restricted metered curbside parking space or Residential Parking Permit location in any zone throughout the defined "Home Area." Members do not have to pay the meter or pay stations. Car2Go does not have permanent designated spaces for their vehicles; however, availability is tracked through their website and smartphone application, which provides an additional option for car-sharing patrons.

Bicycle Facilities

DDOT's April 2012 Bicycle Map classifies the bicycling conditions around the proposed development as good, fair, or poor. An inventory of the bicycle facilities found throughout the study area is provided in Figure 3. Although there are some roadways with poor conditions such as H Street/Benning Road, there are several existing bike facilities, planned bike

facilities, and local streets with safe conditions surrounding the site. Safe north-south connectivity is provided by the one-way bike lanes along 14th Street and 15th Street NE. Further from the site, there is also the one-way pair of bike lanes along 4th and 5th Street NE and the Metropolitan Branch Trail that travels adjacent to the Red Line tracks. East-west connectivity is best served along I Street and G Street. These roadways are low-speed, low-volume, one-way roadways that currently provide safe cycling conditions. Additionally, future plans call for contraflow bike lanes to allow for two-way bicycle traffic along both roadways.

In addition, the Capital Bikeshare program has placed over 200 bike share stations across Washington, DC, Arlington and Alexandria, VA, and most recently Montgomery County, MD with more than 1,800 bicycles provided. Capitol Bikeshare has plans to expand the system and potential new station locations have been identified throughout the study area. Figure 3 identifies existing station locations in the study area. Capitol Bikeshare currently has four existing bike share locations within a quarter-mile walk of the site. The nearest station is located at the northeast corner of Bladensburg Road and Benning Road NE about 700 feet from the site. The three other stations are located at 13th Street and H Street NE, 15th Street and F Street NE, and along Neal Street NE between Trinidad Avenue and Montello Avenue.

Pedestrian Facilities

The roadways in the immediate vicinity of the proposed development provide satisfactory pedestrian facilities and connectivity throughout the area. Wide, continuous sidewalks line all of the study area's roadways with crosswalks linking segments at intersections within the study area. Adequate crosswalks with ladder striping and pedestrian countdown signals are present at the study area's signalized intersections for all crossing movements.

Neighborhood Amenities

Numerous neighborhood amenities exist within a short walk of the site, which lessens the reliance on personal vehicle trips. While the adjacent H Street corridor offers many nearby restaurant and nightlife options for visitors and tenants of the site, other neighborhood amenities are a short walk away as shown on Figure 4. These include a Safeway grocery store and other major retailers in the Hechinger Mall shopping center located approximately 1,400 feet east of the site along Maryland Avenue and Benning Road, a CVS pharmacy located approximately 1,400 feet east of the site on the north side of Maryland Avenue, Family Dollar (groceries and other products) located approximately two blocks west of the site on H Street near its intersection with 12th Street, and other smaller neighborhood retailers along the H Street corridor. In addition, recently approved developments nearby along H Street will introduce a Whole Foods as well as many other retailers in additional developments slated to be constructed in the neighborhood.

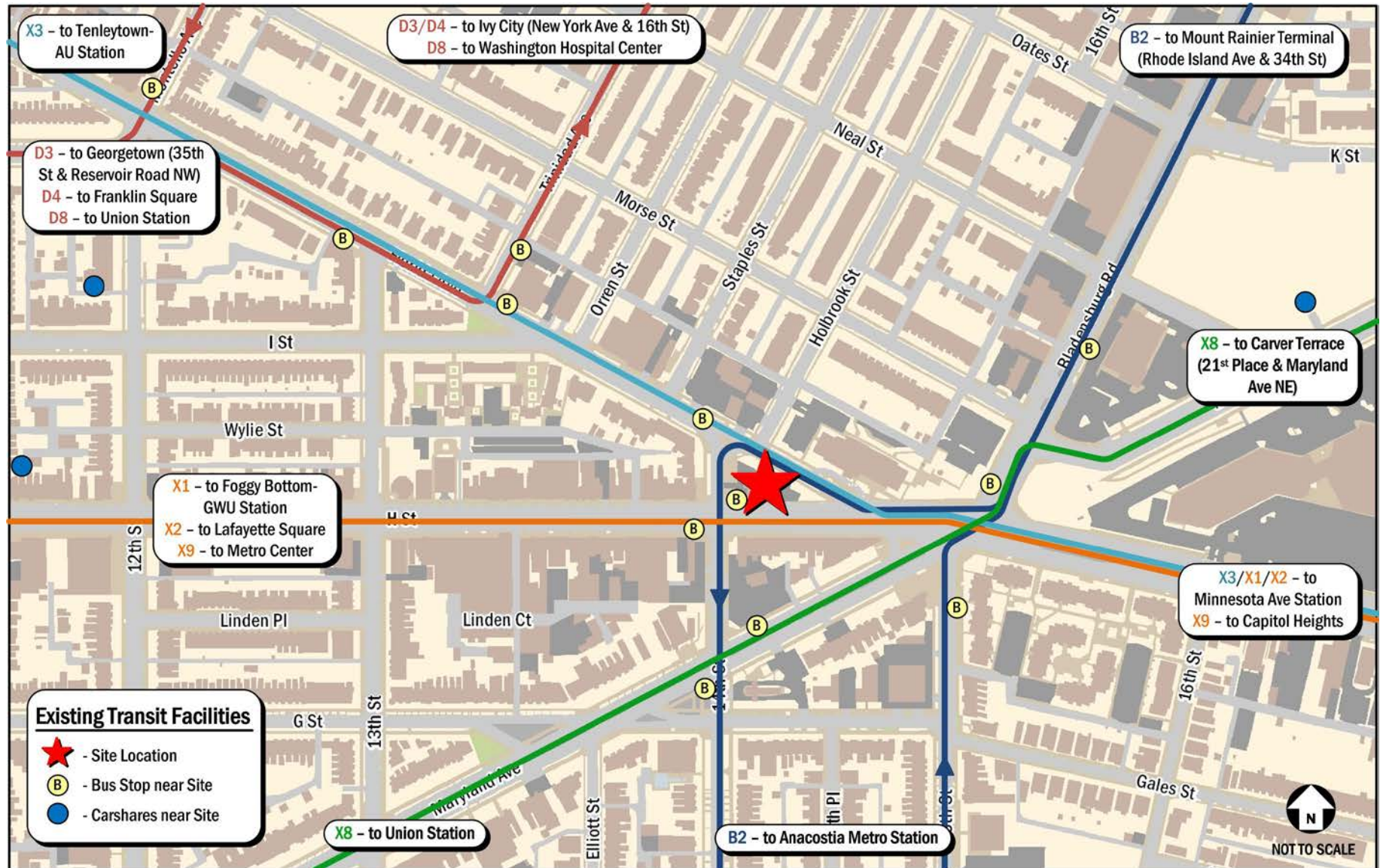


Figure 2: Existing Transit Service

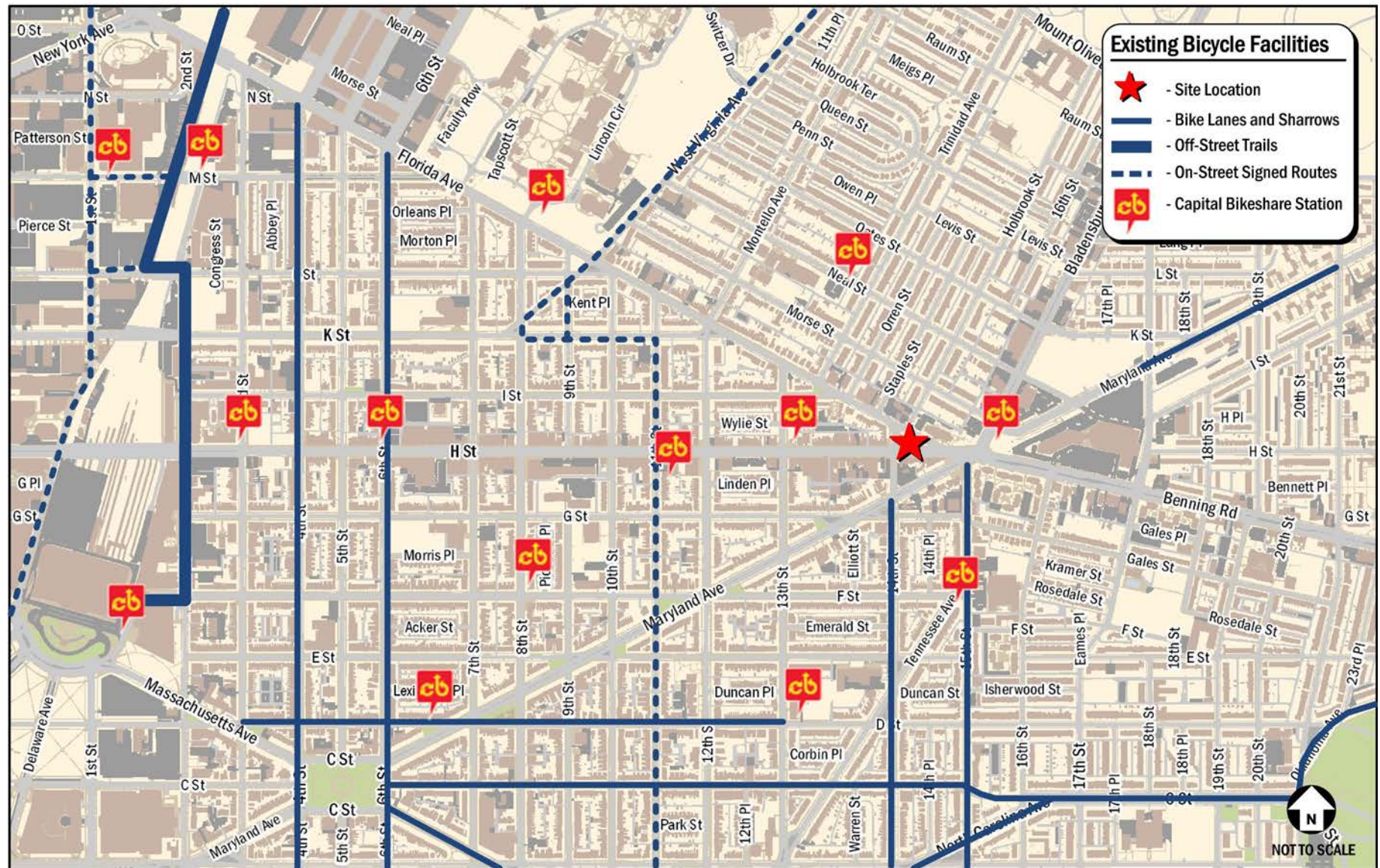


Figure 3: Existing Bicycle Facilities

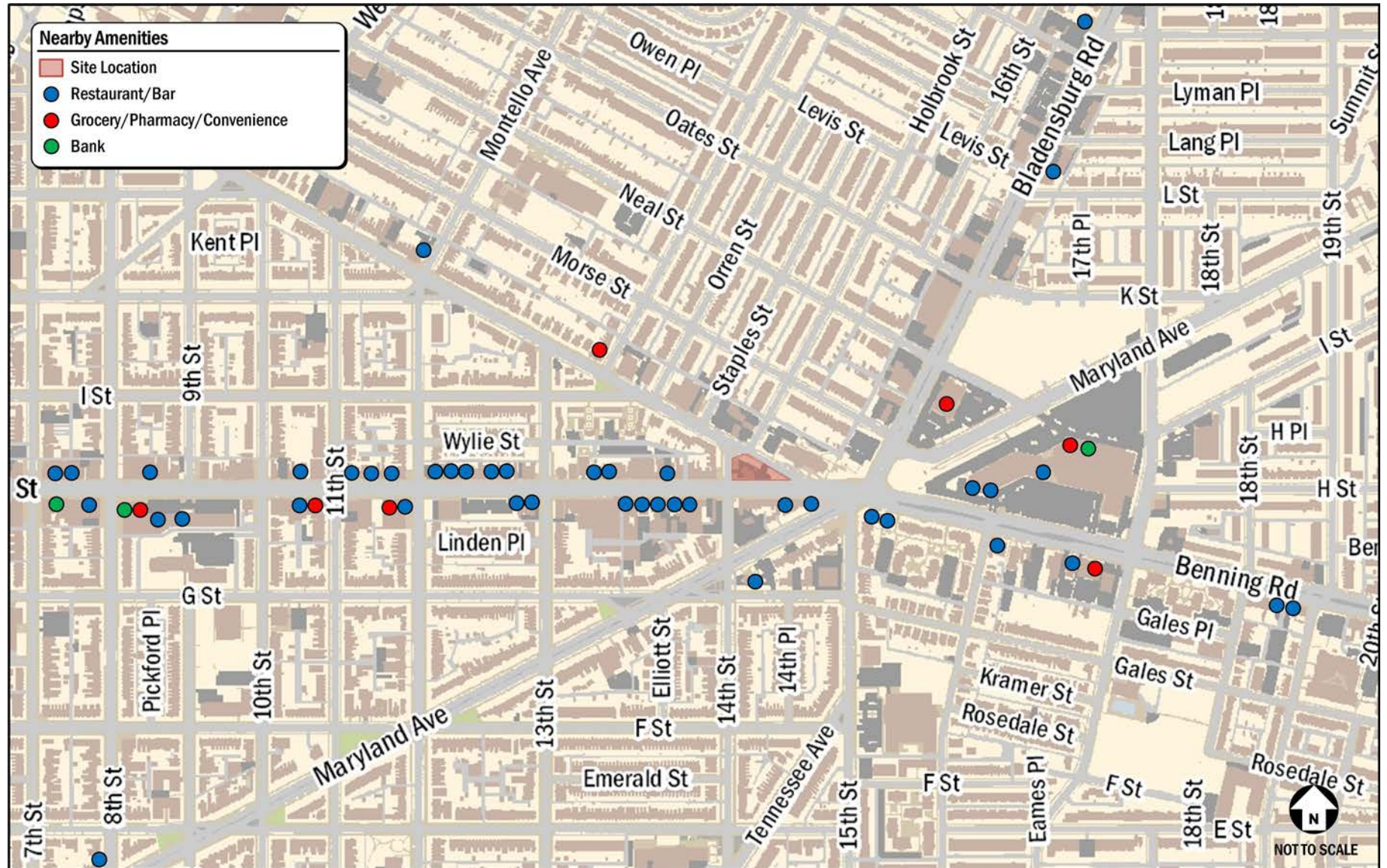


Figure 4: Nearby Amenities

DESIGN REVIEW

This section provides an overview of the transportation features of the proposed 1401 Florida Avenue NE development. The development program consists of a mixed-use development including 28 residential units above 4,958 sf of ground floor retail space. No on-site parking is proposed for this development. Figure 5 displays the access strategies for the site.

Site Access and Internal Circulation

Site Access

The primary pedestrian access for residents will be located along H Street near its intersection with 14th Street. Retail entrances are proposed along H Street, midblock between 14th Street and Florida Avenue, as well as along Florida Avenue near its intersection with 14th Street. Loading will be coordinated with DDOT through the Public Space phase given the site's unique triangular shape.

Parking

As mentioned previously, the project will provide no on-site parking spaces. The unique triangular shape of the parcel does not allow for below grade parking within the envelope of the building, as such, the development has been designed to minimize any parking requirements. According to the current zoning regulations and based upon the existing zoning of the site location, the development is required to provide one parking space for each two dwelling units and one parking space for each 300 sf of area above 3,000 sf. Based on these requirements, the site would be required to provide 21 total parking spaces, 14 parking spaces for residents and seven (7) parking spaces for retail uses.

Under section 1901.5 of the new zoning regulations, the parking requirement would ordinarily be 11 total parking spaces. This can be broken down into nine (9) residential spaces based on the proposed new rate of one space for three dwelling units in excess of four units and two (2) retail spaces based on the proposed new rate of 1.33 spaces per 1,000 sf above 3,000 sf. However, under the new section 1902.1, this parking requirement would be further reduced to five (5) spaces. Under 1902.1, the parking requirement of 11 spaces is reduced by 50% for any site located within ¼ mile (1312.5 feet) of a streetcar line that is in operation or for which a construction contract has been awarded. Given that the site is on H Street and approximately 800 feet from the nearest street car stop, the site is located within ¼ mile of the proposed street car. As a result, the parking requirement would be five (5) spaces.

Although the development does not meet zoning requirements, the parking impacts of the site will be minimal due to the following various considerations:

- Ten (10) bus lines serve stops within a quarter-mile walking distance of the site.
- The H Street/Benning Road Streetcar line will serve the development allowing quick and efficient transportation between the site and Union Station.
- Capital Bikeshare has four existing bike share locations near the site. One is at the northeast corner of Bladensburg Road and Benning Road NE about 700 feet from the site. The three other stations are located at 13th Street and H Street NE, 15th Street and F Street NE, and along Neal Street NE between Trinidad Avenue and Montello Avenue.
- Seven (7) carshare locations are within a short walk from the site.

- The applicant will incorporate at least 41 bicycle parking spaces in the design of the project. Of these, at least 21 secure bicycle parking spaces will be incorporate in the cellar level of the building. In addition, short-term bicycle parking for at least 20 bicycles is planned outside of the building along the project's Florida Avenue frontage.
- The site area has a walkability score of 91 as calculated by WalkScore.com. This categorizes the site and the surrounding areas as a "walker's paradise".
- Numerous neighborhood amenities exist and are planned within a short walk of the site. This includes grocers, banks, restaurants, and other retailers, thereby reducing the need for vehicular travel for day-to-day trips.

Given the urban nature of the site and its proximity to many non-auto modes of transportation and other nearby neighborhood amenities, the site will adequately serve the transportation needs of the development.

Off-Street Parking

An evaluation of the off-street parking availability was also included in the survey of parking near the site. Given the site's excellent access to numerous modes of transportation, minimal vehicular parking is anticipated to be necessary. However, in the event that additional parking should be needed for residents or office workers, parking will be available in nearby off-street parking facilities for daily use. It should also be noted that while it is anticipated that most residents will not own a vehicle at this development, additional parking will be available for vehicle storage for residents further away, closer to Union Station and NoMa that can be reached via Metrobus or streetcar in under ten minutes. It should also be noted that several developments have been approved and/or are under construction nearby that will increase the off-street parking supply available along the H Street corridor. An assessment of existing nearby parking facilities revealed off-street parking availability near the site in one facility that could absorb any additional parking needs of the development as well as additional parking facilities further to the west on H Street that could function for vehicle storage with monthly parking prices ranging from \$170 to \$210 per month. These are depicted on Figure 6 and are summarized below on Table 3.

Table 3: Off-Street Parking Facilities

Parking Facility	Number of Spaces	Parking Facility	Number of Spaces
1350 Maryland Avenue	25 spaces	77 K Street	239 spaces
1275 1 st Street	255 spaces	Union Station	2,200 spaces
1200 1 st Street	216 spaces	750 1 st Street	231 spaces
140 L Street	225 spaces	90 K Street	258 spaces

On-Street Parking

This section presents the findings of an on-street parking study, including full inventory of available parking spaces and a parking occupancy count within walking distance of the proposed development. The purpose of these counts was to determine the amount of parking supply and demand on streets within a walking distance of the site and to identify and trends or patterns associated with this parking demand.

Parking Inventory and Occupancy Counts

The on-street parking study was conducted across an area considered to be within walking distance of 1401 Florida Avenue NE. A map showing the study area block faces is shown in Figure 7. An inventory of available on-street parking facilities was conducted that included tabulating the number of parking spaces by block face and identifying any relevant parking restrictions. A total of 280 parking spaces were inventoried within the study area. Of these, 85 are unrestricted spaces, 50 are metered spaces, and 145 are Residential Permit Parking (RPP) spaces. While the unrestricted and RPP spaces were located both north and south of the H Street corridor, the metered spaces in the study area were limited to H Street itself on both sides between 13th and 14th Streets. These spaces are regulated by multi-space meters which are in effect from 7:00 AM to 10:00 PM Figure 8 shows a breakdown of the most predominant parking type by block face for the study area.

Parking occupancy data was collected on Thursday, January 15, 2015 from 4:00 PM to 10:00 PM and on Friday, January 16, 2015 from 4:00 PM to 10:00 PM to gather information on the parking occupancies of weekday and weekend evening conditions. Table 4 gives a summary of the hourly utilization percentages for the weekday study period and Table 5 gives a summary of the hourly utilization percentages for the weekend PM study period. The number of available spaces increases slightly at 6:30 AM because there are eighteen spaces with restricted parking between 4:00 PM and 6:30 PM. It was determined that the weekday PM parking peak occurs from 9:00 to 10:00 PM with an overall parking utilization of 80 percent and the weekend PM parking peak occurs from 8:00 to 9:00 PM with a parking utilization of 79 percent. Table 5 gives a summary of the inventory and occupancy results for the peak hour. Figure 9 shows the parking utilization during the weekday evening peak and Figure 10 shows the parking utilization during the PM weekend peak.

Table 4: Weekday (Thursday) PM Hourly Utilization Percentages

	4PM	5PM	6PM	7PM	8PM	9PM	10PM
Occupancy	146	154	165	200	210	216	195
Total Spaces	262	262	262	280	280	280	280
Utilization	56%	59%	63%	71%	75%	77%	70%

Table 5: Weekend (Friday) PM Hourly Utilization Percentages

	4PM	5PM	6PM	7PM	8PM	9PM	10PM
Occupancy	165	193	199	207	213	208	205
Total Spaces	262	262	262	280	280	280	280
Utilization	63%	74%	76%	74%	76%	74%	73%

Table 6: Peak Hour Inventory and Occupancy Summary

Space Type	Spaces	Weekday Peak Period (9-10 PM)			Weekend Peak Period (8-9 PM)		
		Occupancy	Utilization	Available	Occupancy	Utilization	Available
RPP	145	127	88%	18	117	81%	28
Metered	50	43	86%	7	48	96%	2
Unrestricted	85	46	54%	38	48	56%	37
All On-Street Spaces	280	216	77%	63	213	76%	67

Generally, parking utilization is relatively high during the evenings due to the nearby nightlife along H Street. However, the parking occupancy of these spaces declines as the evening progresses beyond 8:00 and 9:00 PM. Both the weekday and

weekend peak period shows high utilization of the RPP spaces at 88 percent and 81 percent respectively. Similarly, the metered spaces see high utilization during the peak hours at 86 percent on the weeknight and 96 percent on the weekend night. While there are a number of unrestricted spaces, these did not appear to be as utilized as many of the other RPP and metered spaces due to their location primarily north of Florida Avenue, further from the H Street corridor. As a result, 63 to 67 available parking spaces were noted in the study area during the peak hours (approximately 22 to 24 percent of the overall supply) with much of the available supply located within one to two blocks of the project site. In particular, 37 to 38 spaces (approximately one third of the overall available supply of the study area during the peak hours) were noted to be available among the unrestricted block faces north of Florida Avenue during the PM peak periods.

Loading

The site plan indicates that there will be no loading facilities provided on-site and, pursuant to §2201.1, no such facilities are required because the development will not provide 50 or more dwelling units nor will it provide 5,000 sf or more retail space. Additionally, loading cannot be accommodated on-site given the compact nature of the site. Therefore, it will be necessary for loading activity for the site to take place nearby on-street. A solution to provide an on-street loading area along Florida Avenue outside of the travel lanes has been discussed and agreed upon with DDOT and will continue to be further designed as the project seeks Public Space approval.

The number of truck trips generated by a project of this scale is relatively low. Based on previous studies, apartments conservatively have an average turnover of 18 months, with two trucks expected per turnover (one move-out and one move-in). Based on this assumption for a 28-unit apartment building, there will conservatively be approximately one moving truck deliveries every 10 to 14 days. Again, this should be considered conservative since the residential units are planned to be sold as condominiums which do not turn over as much as rental apartments. Delivery activity for the retail space would be based on the retail mix planned for the development, which is still undetermined. If it were estimated that one retailer and one restaurant occupied the retail space in the development, then it could be expected that one van sized delivery and one 30 foot truck delivery could be expected per day. In addition, three van sized deliveries per day for UPS/FedEx/USPS services can be expected as well to serve the residential and retail uses of the property. In total, the project would see occasional move-in/move-out deliveries, up to four daily van sized deliveries, and one 30 foot truck delivery per day. In addition, up to two trash pick-ups could be expected per day for retail and residential users.

Loading information for similar locations was compiled, as shown in Table 7. Properties with more total residential units than the 1401 Florida Avenue NE development operate sufficiently utilizing either off-street or on-street loading. Based on the compiled information, most move-in and move-outs utilize vehicles 24 feet in length and smaller. Occasionally, vehicles up to 30 feet in length are used. Therefore, it can be concluded that for a development of this size, an on-street loading space along Florida Avenue will be adequate to serve all loading operations.

Table 7: Comparable Site Loading Area Supply

Property	Total Units	Loading Location	Studio Apartment		Small 1 Bedroom Apartment	
			Average Size	Max Size	Average Size	Max Size
Hamilton House, 1255 New Hampshire Ave, NW	304	Off-Street	SU-25 or Less	SU-40 ²	N/A	N/A
M Street. 1112 M Street, NW ¹	124	Off-Street	SU-22 or Van	SU-30 ²	N/A	N/A
Preston, 1743 P Street, NW	27	On-Street	SU-20	SU-30	SU-22	SU-30
Sutton Plaza, 1230 13th Street, NW	176	On-Street	Van	SU-20 ²	SU-20	SU-22 ²

1. Most studio renters move in with personal vehicle.

2. Vehicle size used rarely throughout calendar year (10 times or less per year).

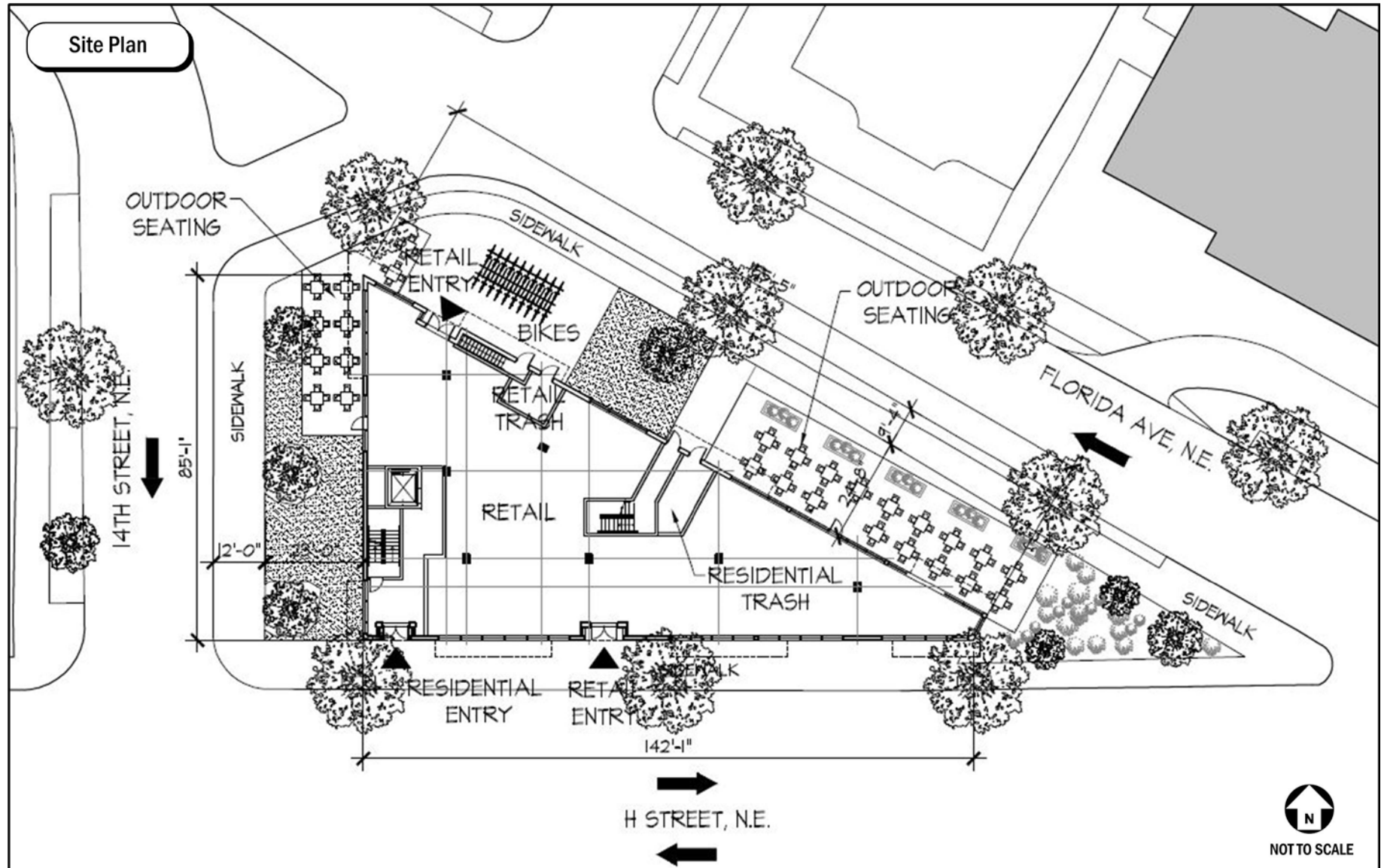


Figure 5: Site Plan

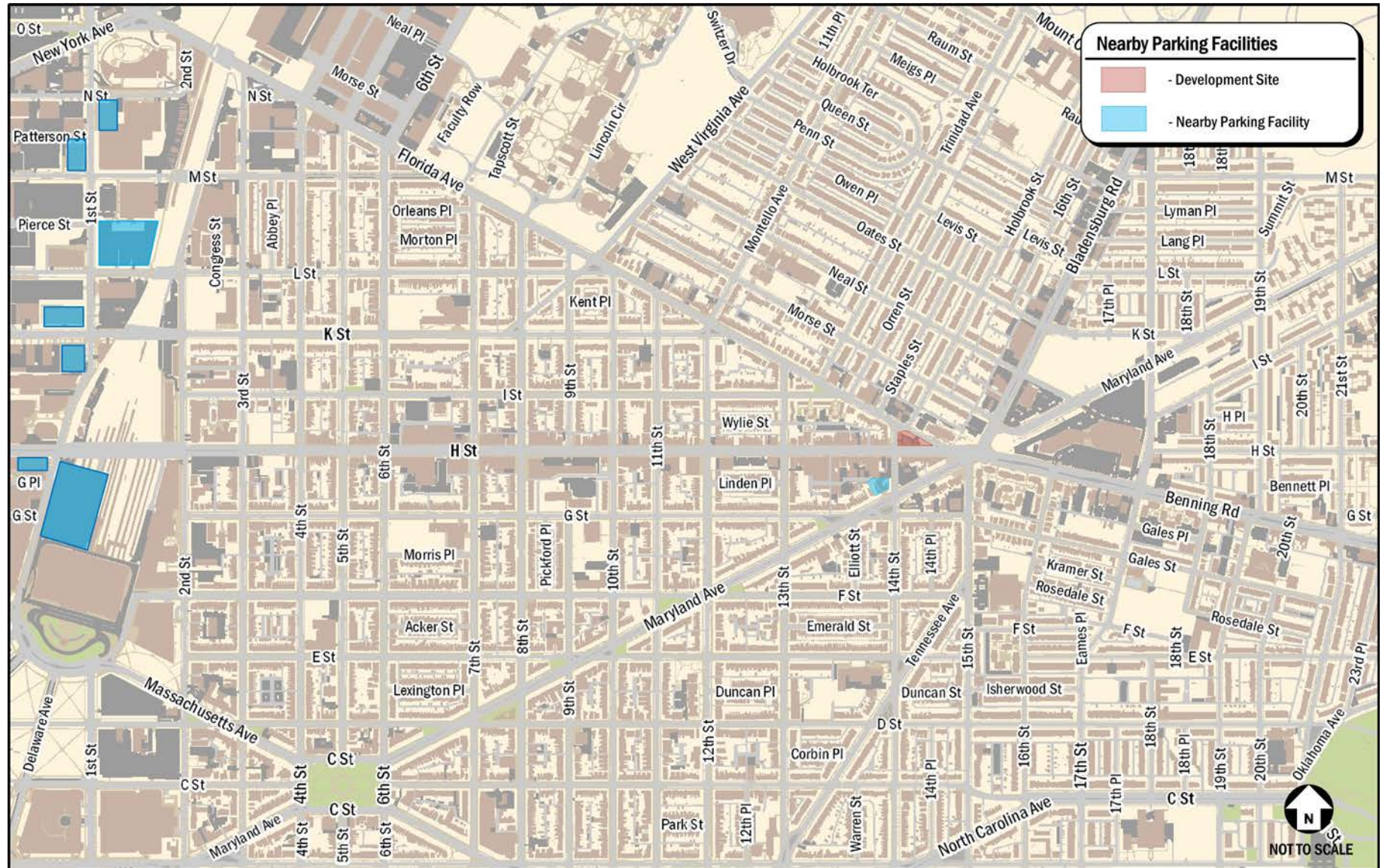
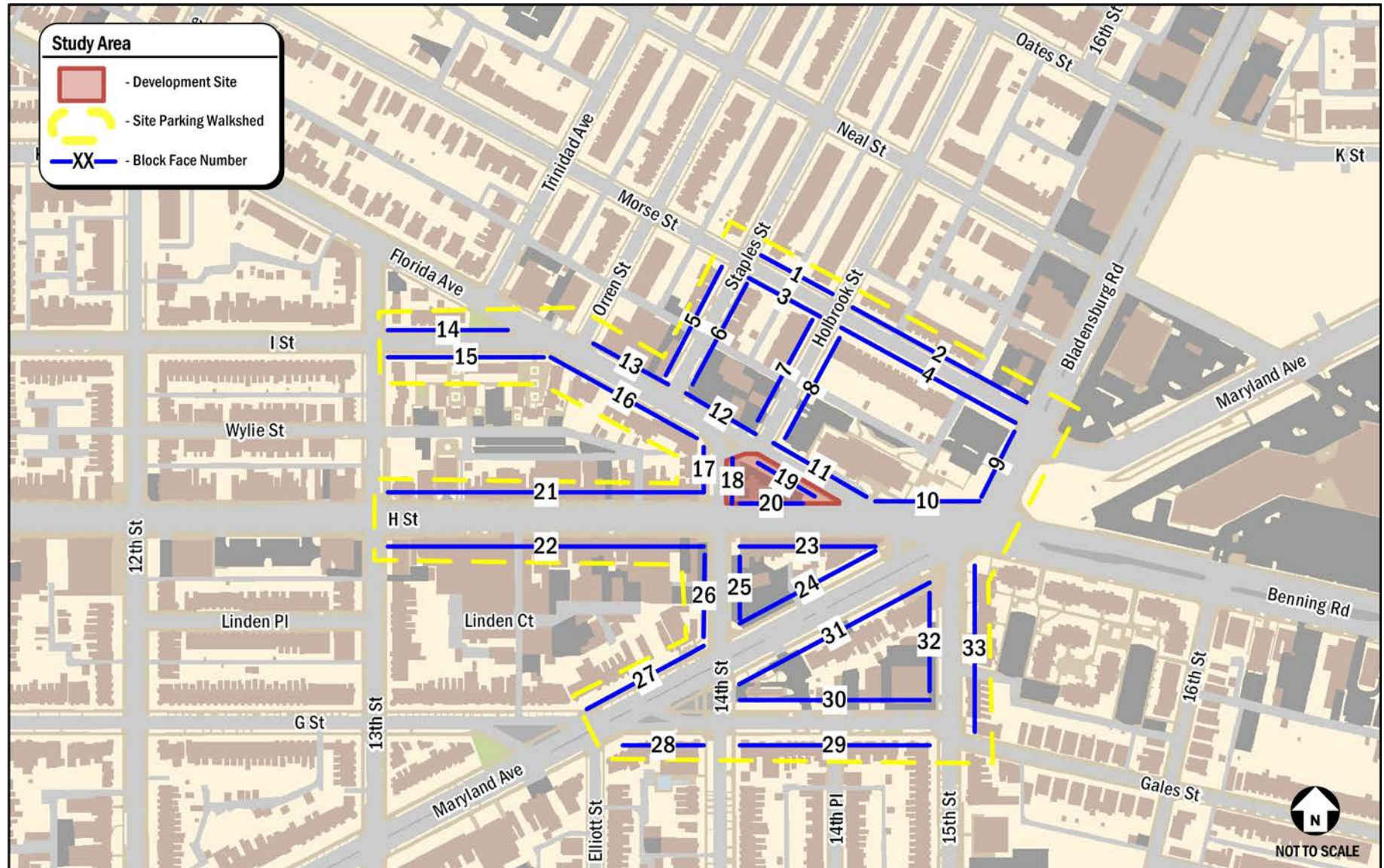


Figure 6: Existing Off-Street Parking Facilities



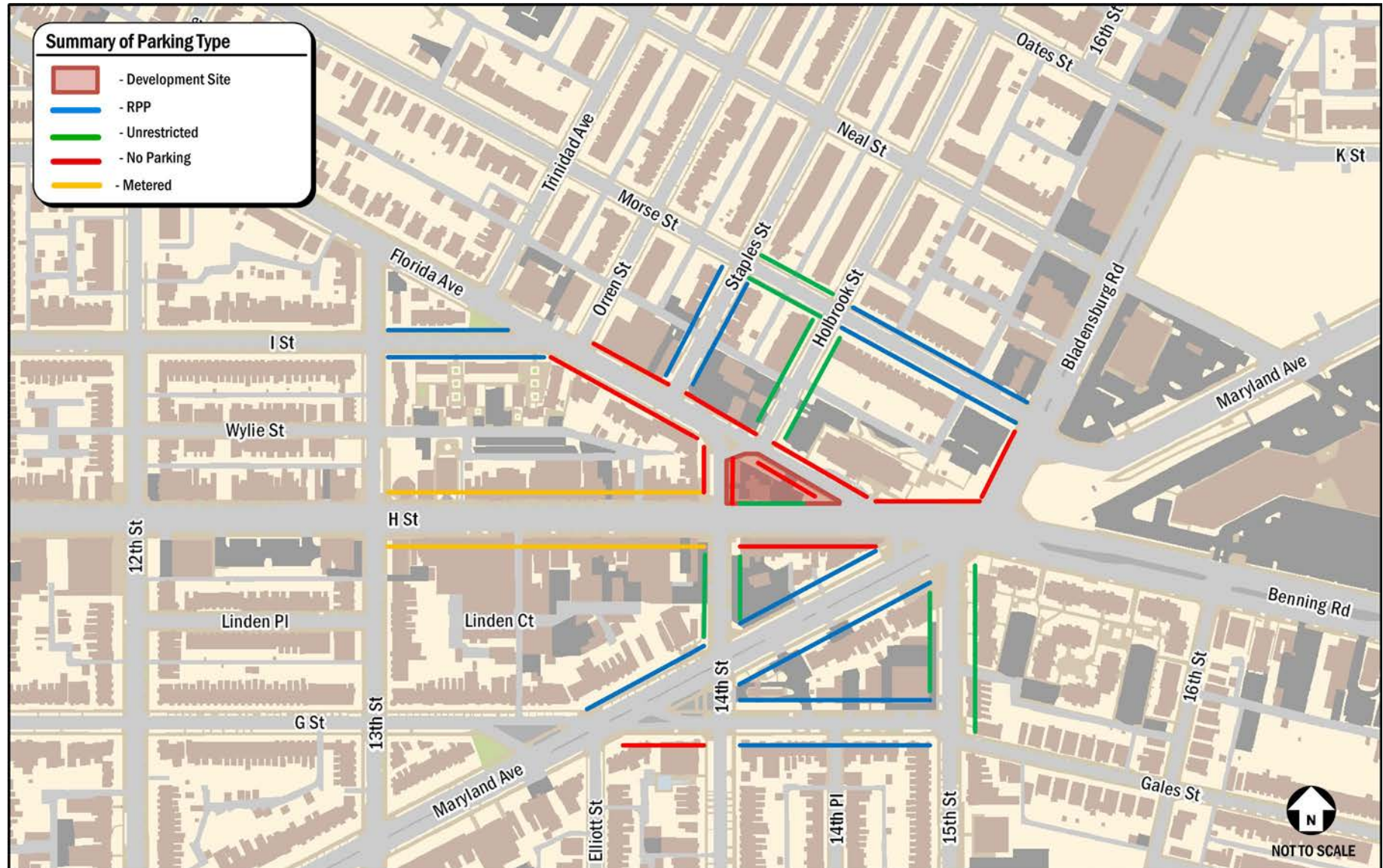


Figure 8: Summary of Parking Type

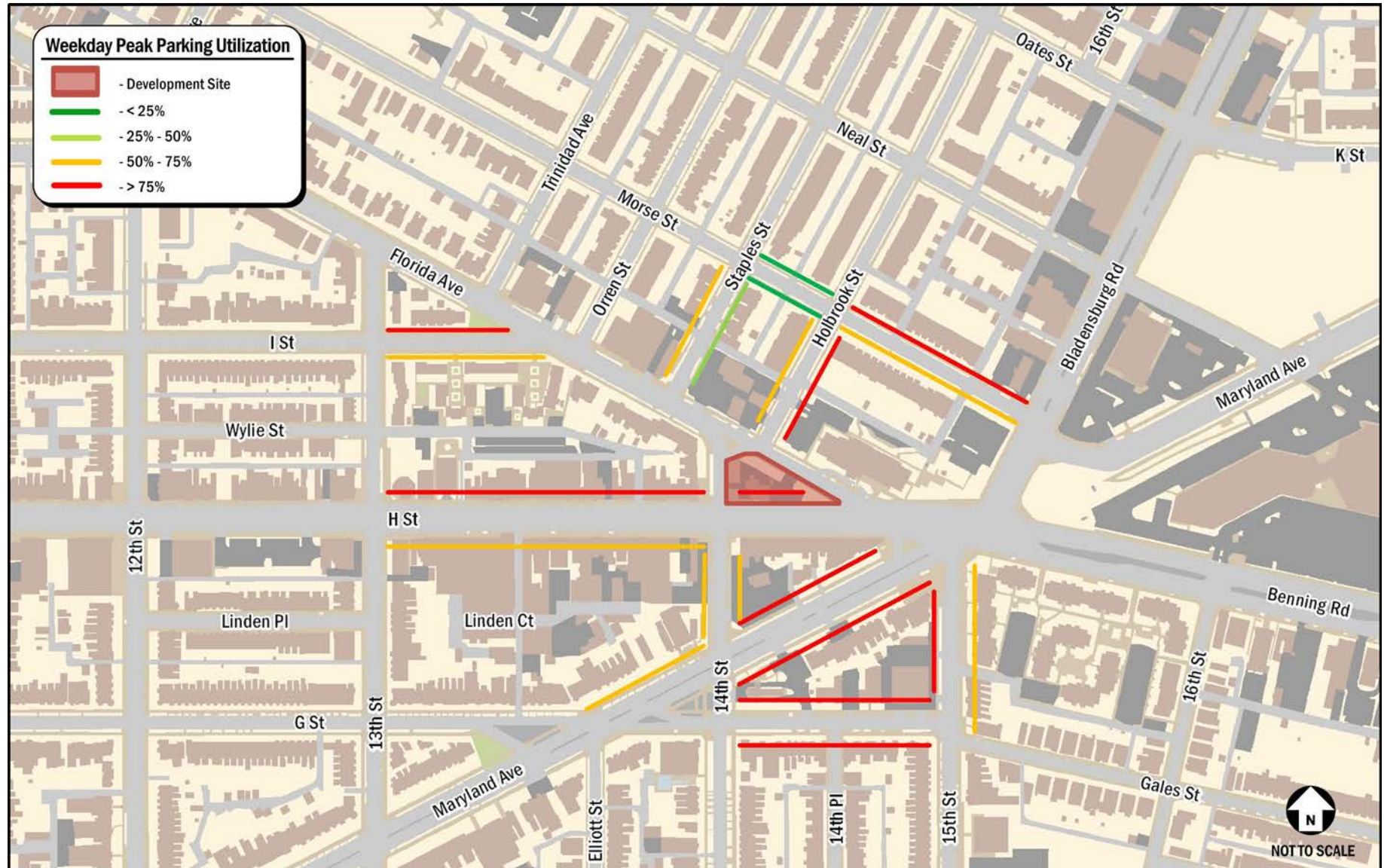


Figure 9: Weekday PM Peak Parking Utilization

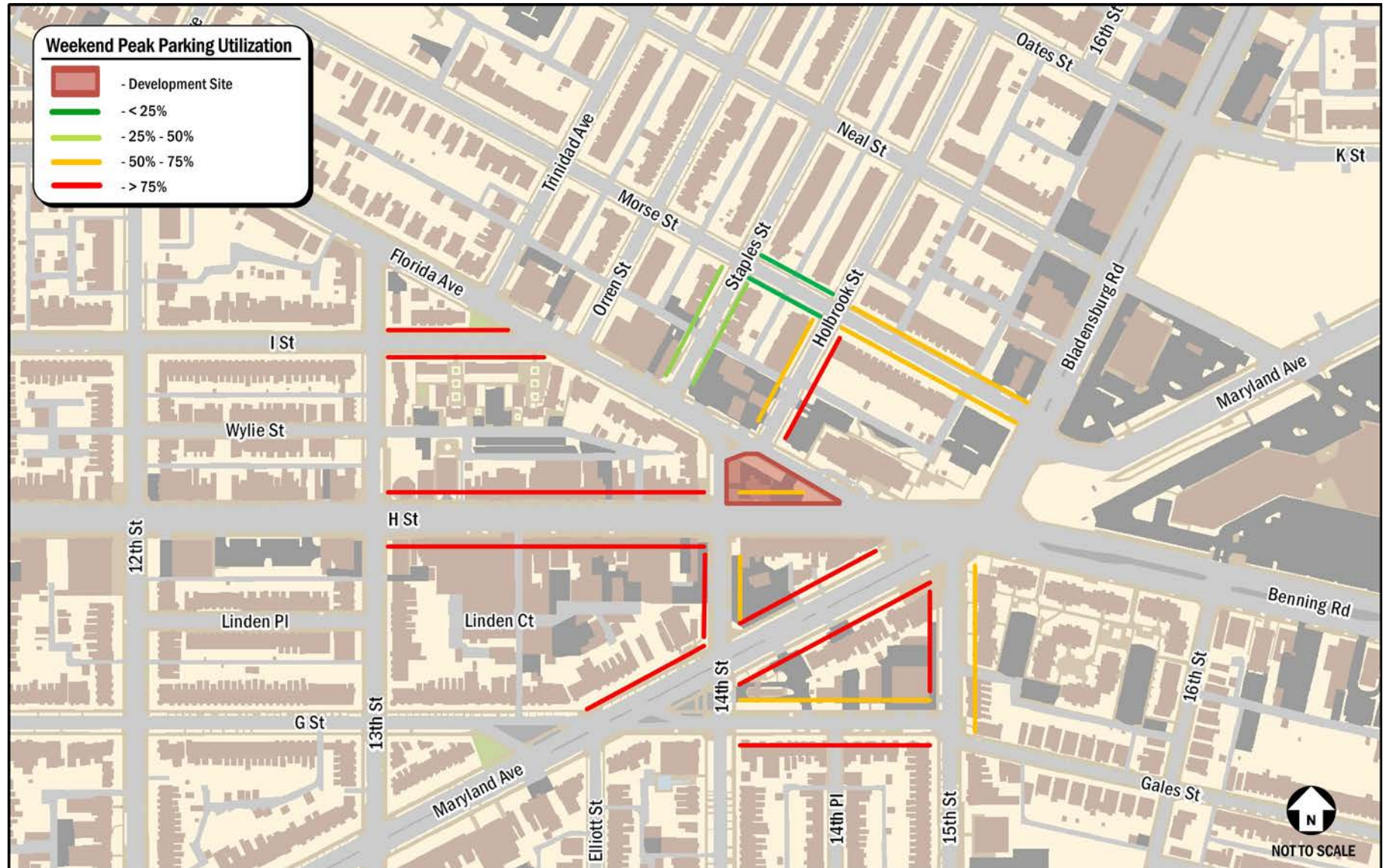


Figure 10: Weekend PM Peak Parking Utilization

Bicycle Facilities

The site plan specifies that a portion of the cellar level will be utilized for dedicated long-term bike parking, which will include at least 21 bike storage spaces. According to the Bicycle Commuter and Parking Expansion Act of 2007, a residential building owner shall provide at least one secure bicycle parking space for each 3 residential units for all new residential buildings. Based on these regulations the development would require 9 bicycle parking spaces, which this development exceeds. A minimum of 20 short term bicycle parking spaces along the perimeter of the development site will be provided in coordination with DDOT. In addition, a bicycle repair facility will also be included in the secure bicycle room in the cellar level.

Transportation Demand Management

Transportation Demand Management (TDM) is the application of policies and strategies used to reduce travel demand or to redistribute demand to other times or spaces. TDM typically focuses on reducing the demand of single-occupancy private vehicles during peak period travel times or on shifting single-occupancy vehicular demand to off-peak periods. TDM's importance within the District is highlighted within section T-3.1 of the DC Comprehensive Plan, where it has its own dedicated section including TDM policies and actions.

Proposed TDM Plan

Based on the DDOT expectations for TDM programs, and analyzing the specific attributes of the development site, the following outlines the proposed TDM plan for the 1401 Florida Avenue NE development.

- **Resident Permit Parking (RPP) Restrictions**
Unit owners and tenants of the development will be prohibited from obtaining RPP or Visitor Parking Pass (VPP) permits from the District Department of Motor Vehicles (DMV). This will be included in a provision in the condominium declaration and bylaws and will include consent and authorization to the Condominium Board to police and enforce this prohibition for the life of the project. This will also be recorded as a covenant against the Property among the Land Records of the District of Columbia prohibiting any lessee or owner of the Property from obtaining an RPP or VPP at the building for the life of the project.
- **Transportation Incentives**
To help encourage non-auto transportation uses, the Applicant will provide the occupants of each residential unit with a \$200 SmartTrip card, a Capital Bikeshare membership, or a car sharing membership for a period of five (5) years from opening to further alleviate the reliance on personal vehicles. These incentives will be included in a move-in transportation package that includes brochures for transit facilities as well as bicycle and car sharing services for the first lessee of each residential unit.
- **Bicycle Amenities**
The Applicant will encourage all alternative transportation modes including bicycling to residents and retail employees. Bicycling will be promoted with the provision of on-site bicycle parking spaces as described above which provides more than the required number of bicycle parking spaces in a secure space in the cellar of the building as well as short-term spaces along the Florida Avenue frontage of the building. A bicycle repair facility will also be included in the secure bicycle room.

- *Marketing Program*

A TDM marketing program will be established that provides detailed transportation information and promotes walking, cycling, and transit. An effective marketing strategy should consist of a multi-modal access guide that provides comprehensive transportation information. This information can be compiled in a brochure for distribution. The marketing program should also utilize and provide website links to CommuterConnections.com and goDCgo.com, which provide transportation information and options for getting around the District.

- *On-Site Transportation Information*

A TransitScreen will be installed in the residential lobby to keep residents and visitors informed on all available transportation choices and provide real-time transportation updates. In addition, printed materials related to local transportation alternatives will be made available to residents and retail employees upon request and at move-in for new tenants. Instructions will also be made available to residents and retail employees describing the numerous available sources of real-time transportation updates and how to access transportation updates via multiple mediums.

- *Ride-matching/Ridesharing Program*

Residents who wish to carpool will be provided detailed carpooling information as part of the marketing effort, and will be referred to other carpool matching services sponsored by the Metropolitan Washington Council of Governments.

Conclusions

This memorandum presents the findings of a parking and loading management plan for the 1401 Florida Avenue NE development. The building will contain approximately 28 residential units above 4,958 square feet (sf) of ground floor retail space. The following conclusions were made regarding the 1401 Florida Avenue NE development:

- The site is located near excellent transit services (including Metrobus, Streetcar, and connections to Metrorail) and includes the implementation of an aggressive TDM plan which will mitigate any vehicular parking needs of the site.
- The site is surrounded by an existing network of transit, bicycle, and pedestrian facilities as well as numerous neighborhood amenities that result in an excellent environment for safe and effective non-auto transportation;
- There is an adequate supply of on-street parking. On-street parking is moderately utilized in the vicinity of the site with a peak of 77 percent utilization during the weekday PM parking peak (9:00 – 10:00 PM) and 76 percent utilization during the weekend parking peak (8:00 – 9:00 PM) with the greatest availability in the blocks immediately north of the site. It is not likely that the development will cause any detrimental impacts to on-street parking conditions.
- The amount of loading activity expected to take place at the site will be adequately served by on-street loading near the site.
- An aggressive TDM plan for the development will include the implementation of RPP and VPP restrictions, transportation incentives, bicycle amenities, a marketing program, on-site information, and ride-matching/ridesharing programs.