

3220 Prospect Street

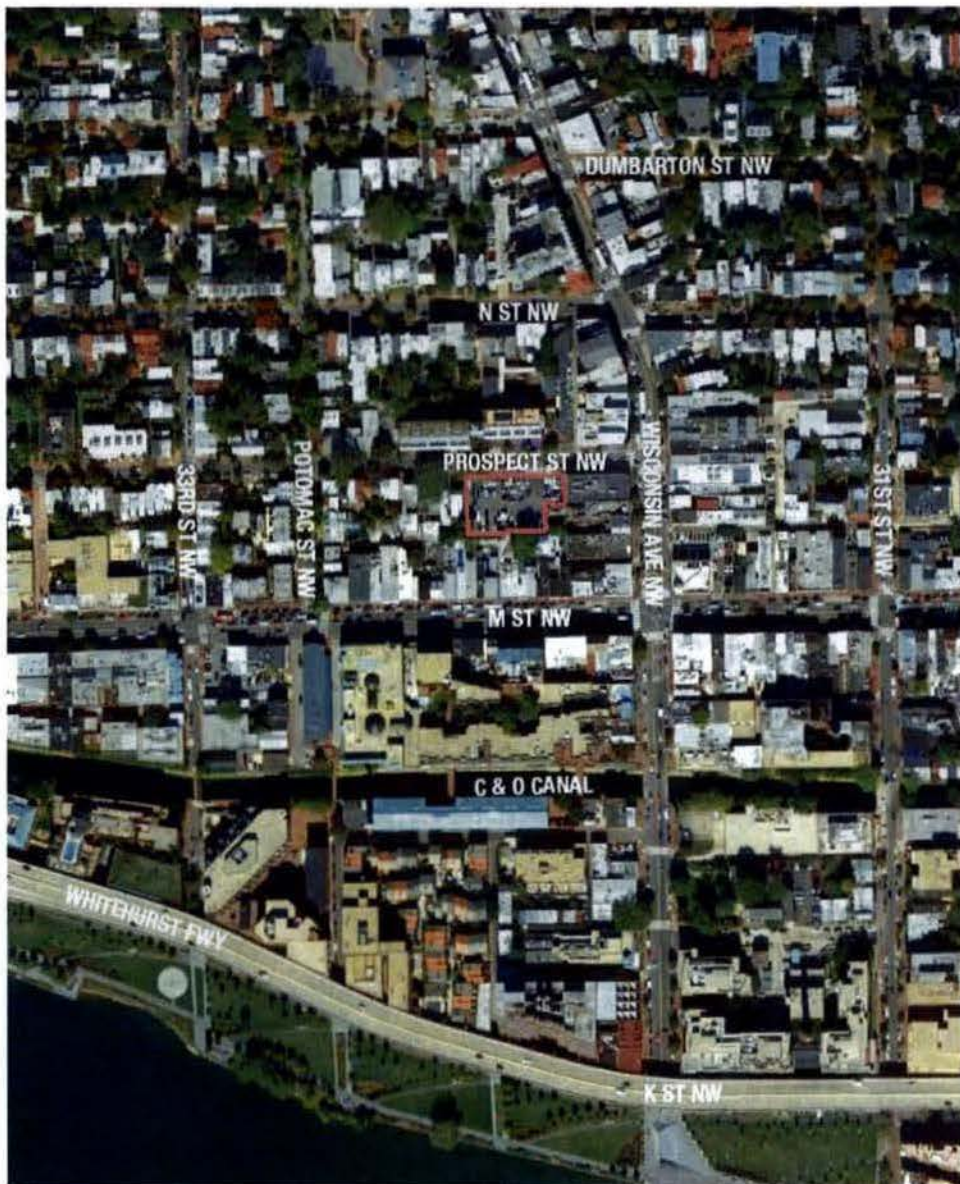
3220 Prospect Street Northwest, Georgetown, Washington DC

Board of Zoning Adjustment - Supplemental Package

DEVELOPER:
MCCAFFERY INTERESTS

ARCHITECTS:
ANTUNOVICH ASSOCIATES

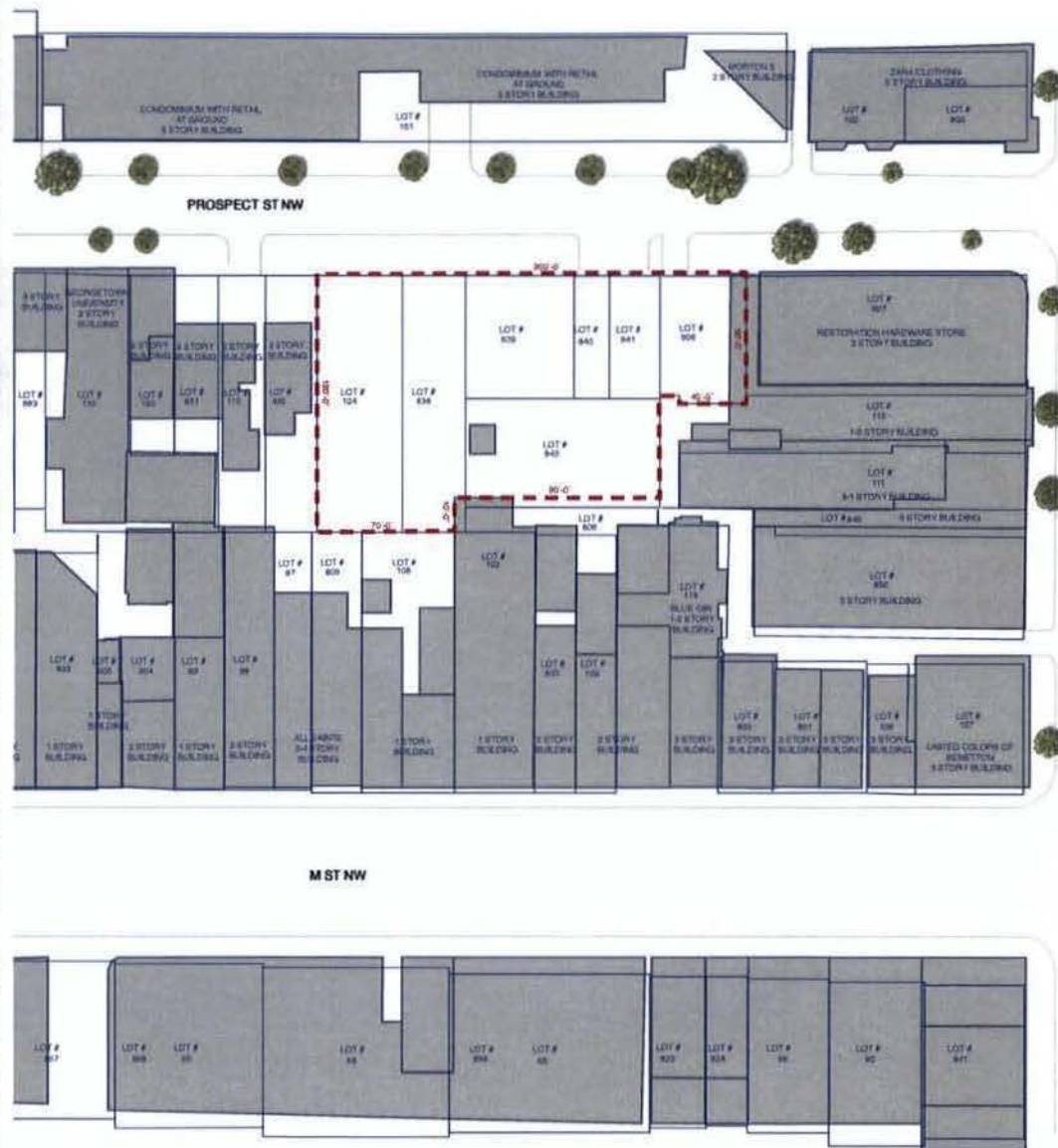




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ARCHITECTURE - PLANNING - INTERIOR DESIGN



Existing Site Plans | 2
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Existing Site Aerial Views | 3
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Project Rendering | 5
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Project Rendering | 6
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EXISTING PHOTOGRAPH



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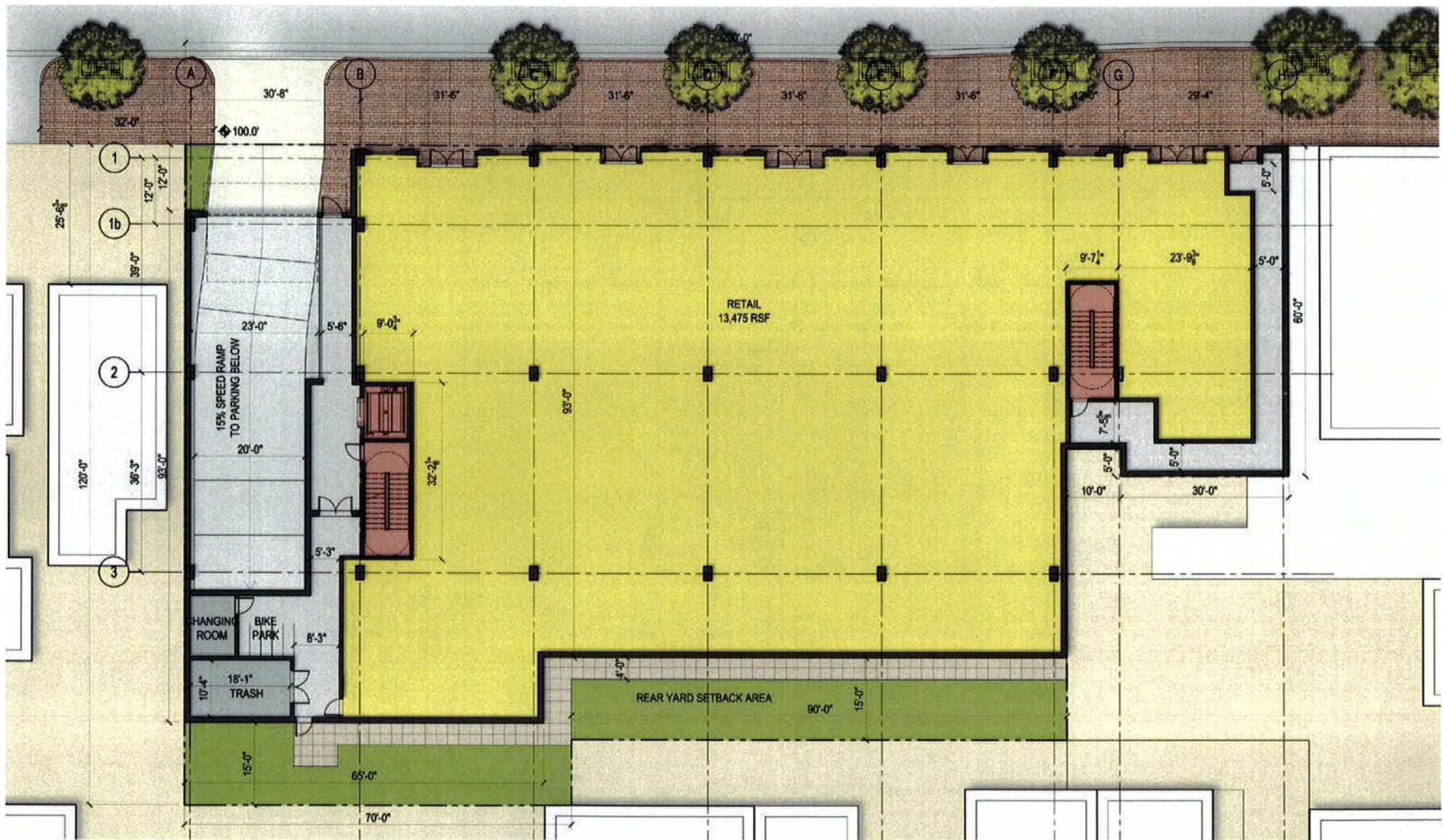
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Rendering - Street View from Prospect Street | 7

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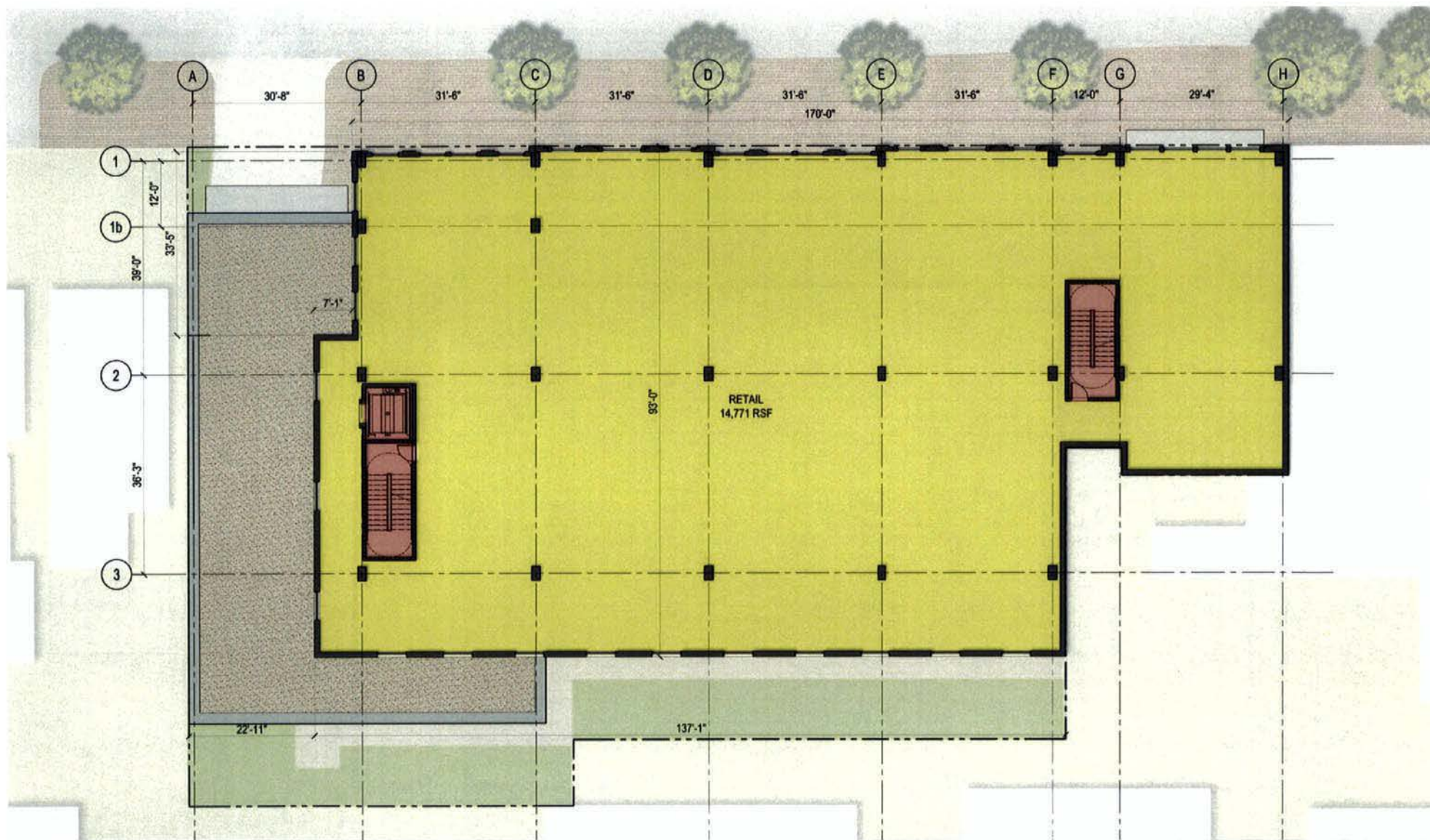


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Proposed Ground Floor Plan | 9
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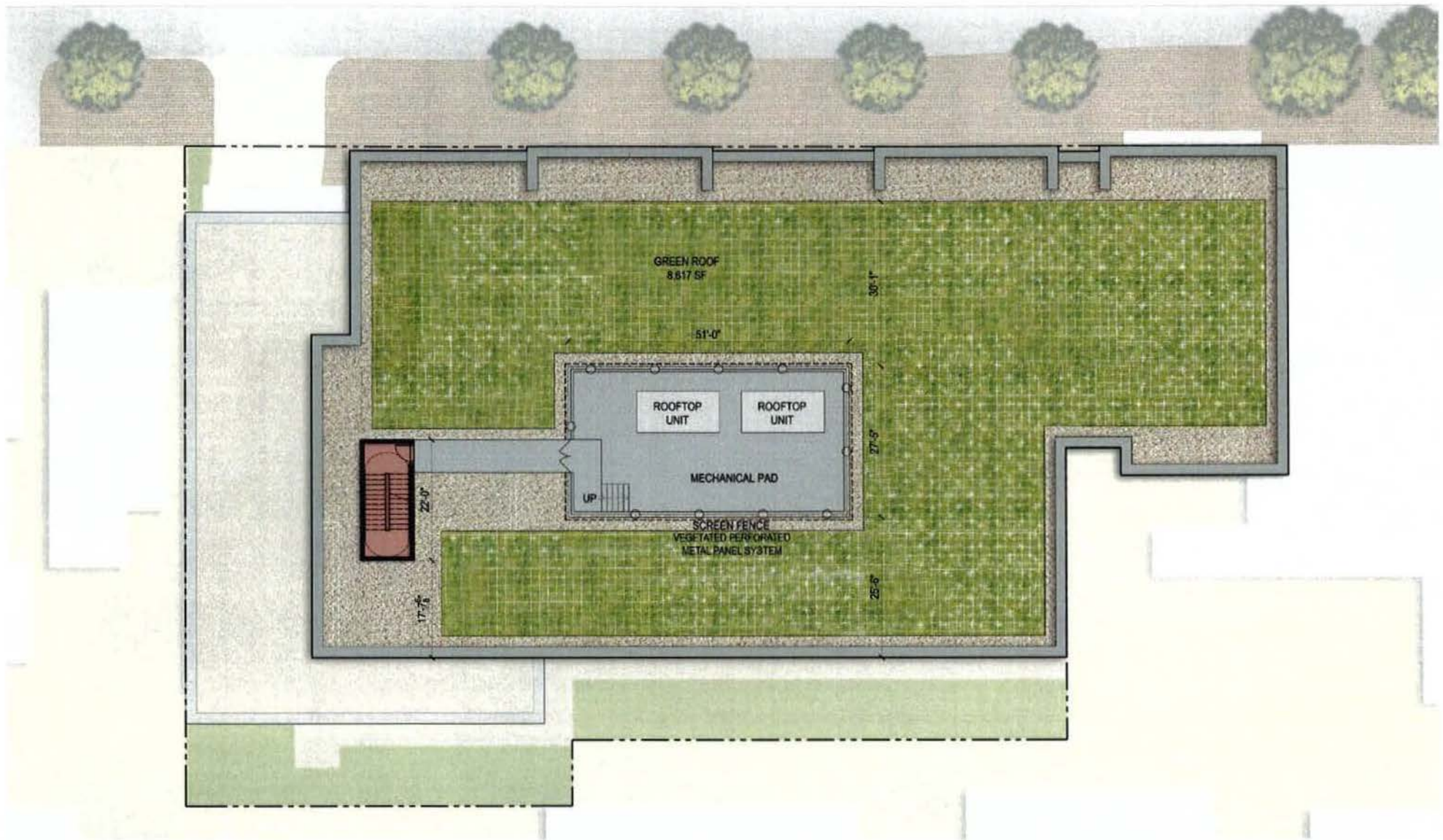
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SCALE: 0 2' 4' 8' 16'

Proposed Second Floor Plan | 10

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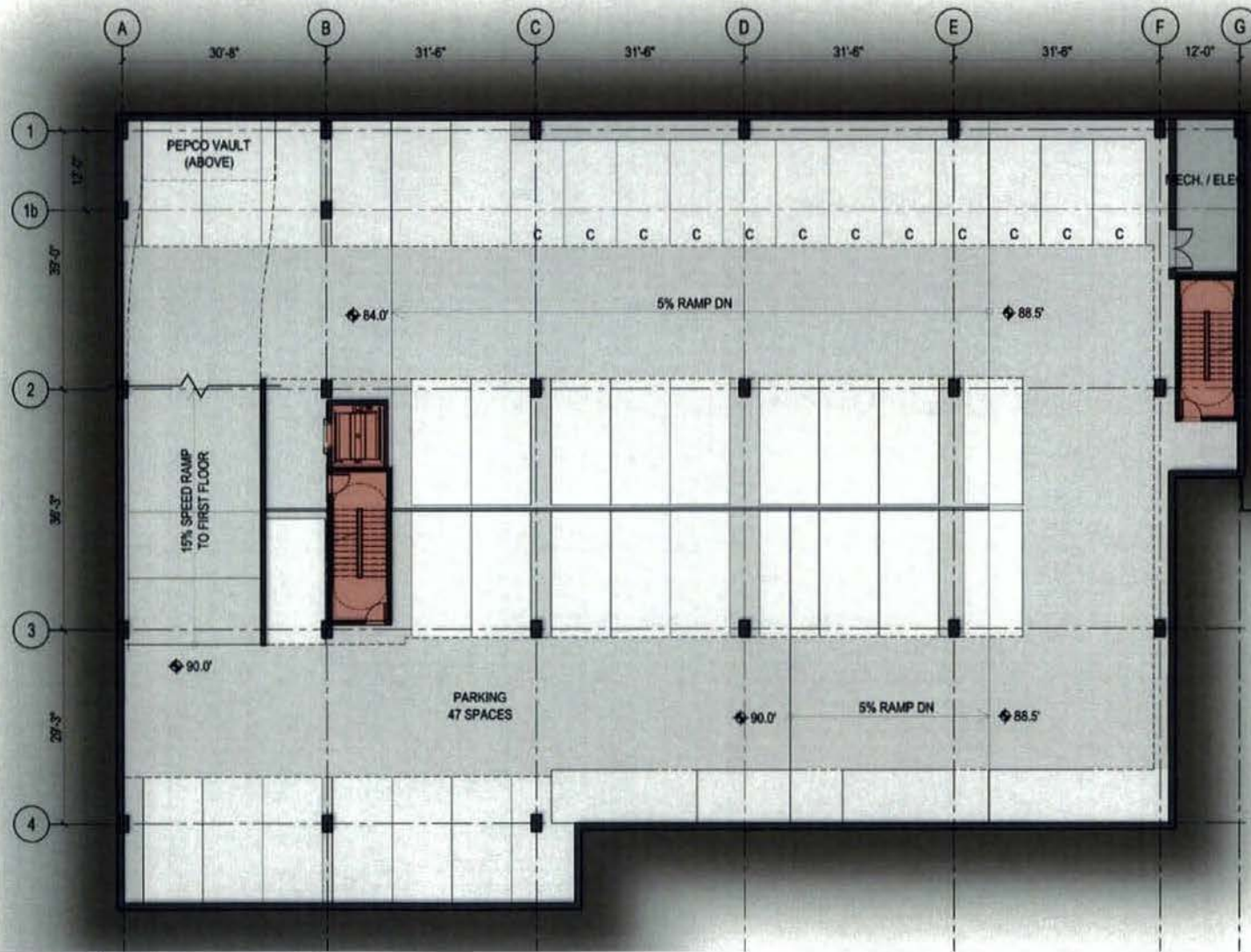


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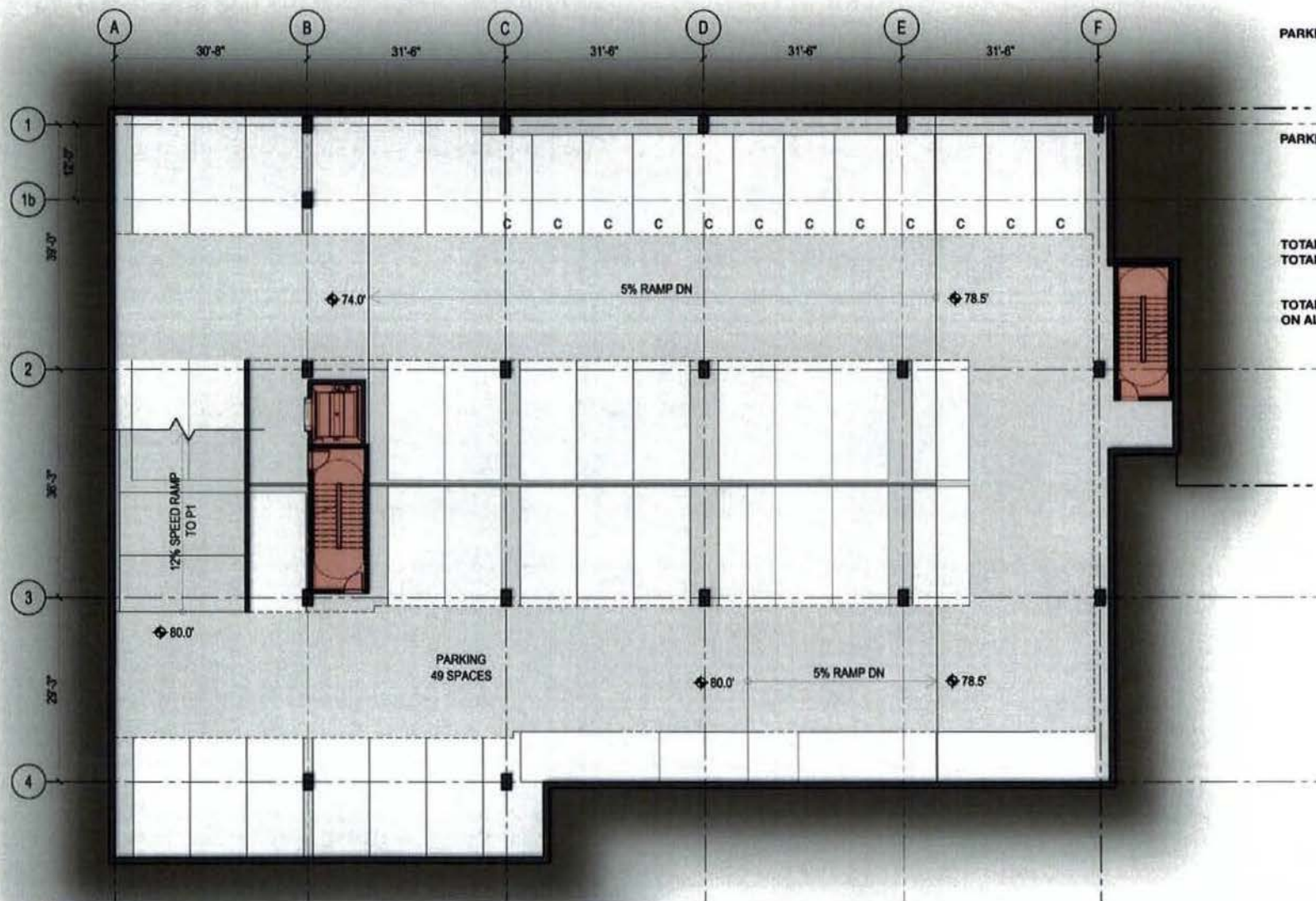
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PARKING ON P1:	47 (TOTAL)
STANDARD (9X19)	- 35
COMPACT (8X16)	- 12
PARKING ON P2:	49 (TOTAL)
STANDARD (9X19)	- 37
COMPACT (8X16)	- 12
TOTAL STANDARD:	72
TOTAL COMPACT:	24 (25.0%)
TOTAL PARKING PROVIDED ON ALL LEVELS:	96

3220 Prospect Street



PARKING ON P1: 47 (TOTAL)

STANDARD (8X19) - 35
COMPACT (8X16) - 12

PARKING ON P2: 49 (TOTAL)

STANDARD (8X19) - 37
COMPACT (8X16) - 12

TOTAL STANDARD: 72
TOTAL COMPACT: 24 (25.0%)

TOTAL PARKING PROVIDED
ON ALL LEVELS: 96

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Proposed P2 Parking Floor Plan | 13

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PROPOSED NORTH ELEVATION



PROPOSED WEST ELEVATION

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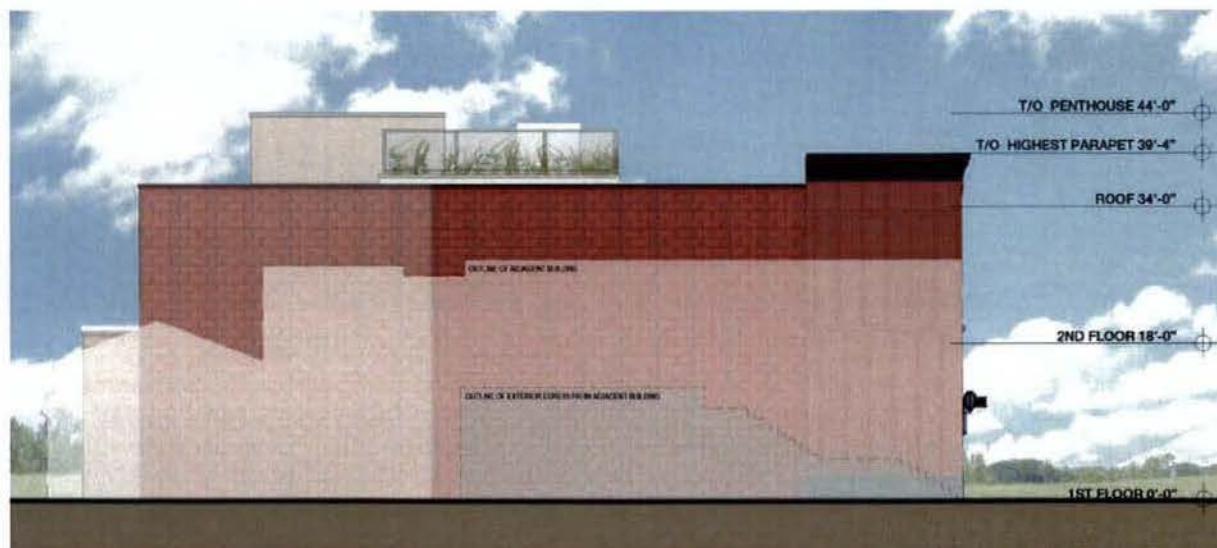
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Proposed Building Elevations | 14

GEORGETOWN, Washington, DC | April 10, 2015



PROPOSED SOUTH ELEVATION



PROPOSED EAST ELEVATION

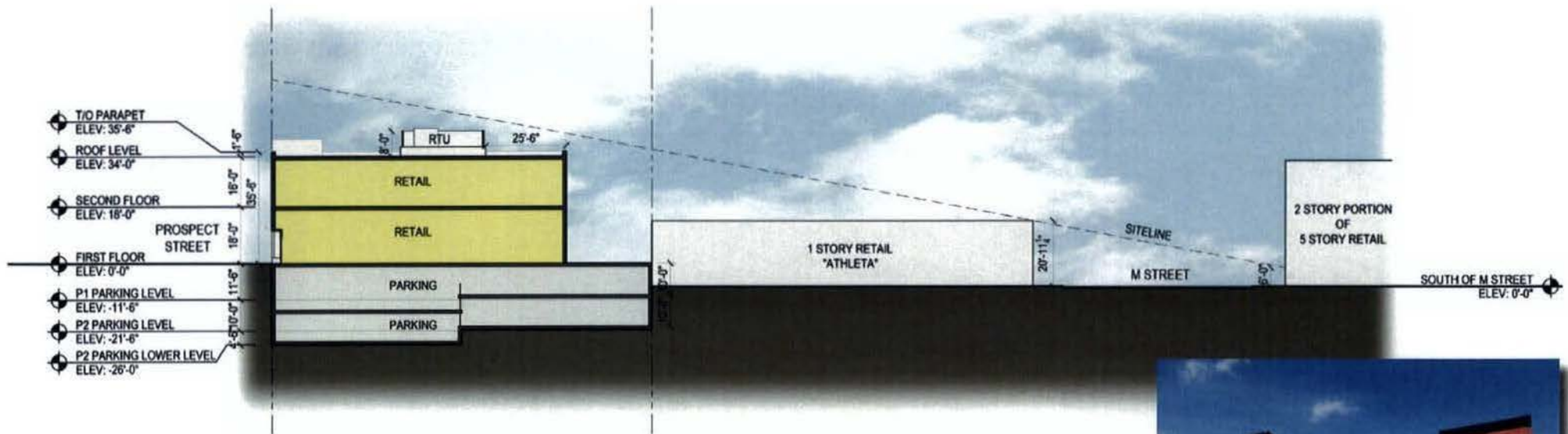
3220 Prospect Street

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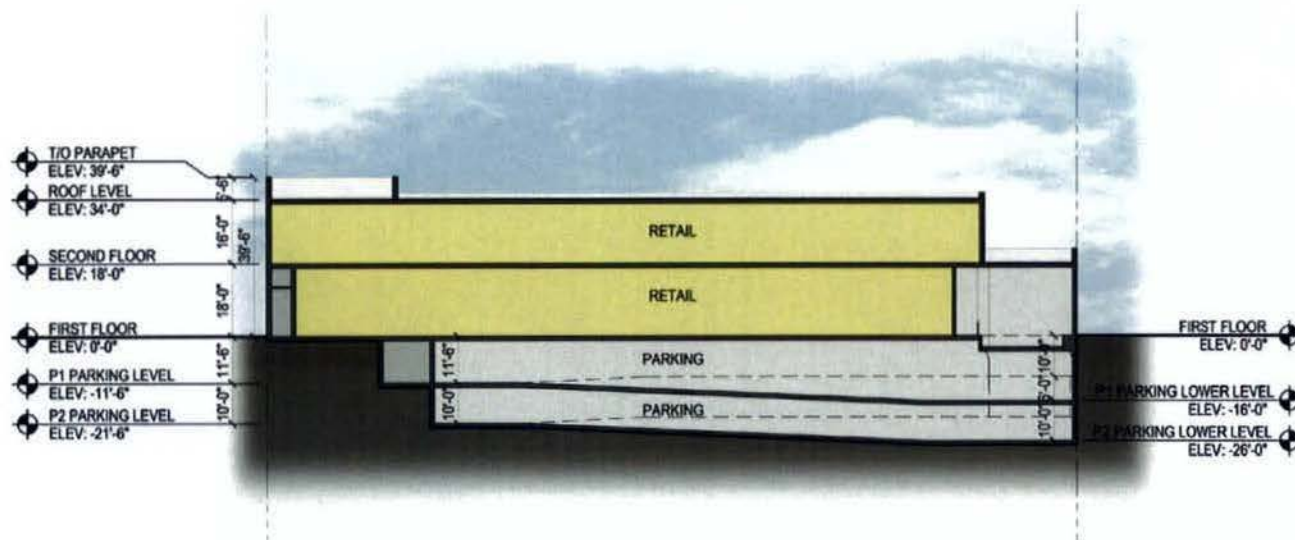
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Proposed Building Elevations | 15

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VIEW OF SITE FROM M STREET
LOOKING NORTH



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Proposed Building Sections | 16

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1- RESTORATION HARDWARE

2- ZARA CLOTHING

3- MIXED USE & CAFE MILANO

1- RESTORATION HARDWARE



View A



View B

4- MIXED USE COMPLEX

5- PRIVATE RESIDENCES

6- DOMINO'S PIZZA

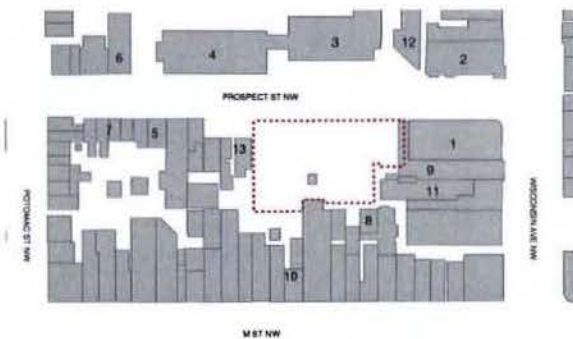
7- PRIVATE RESIDENCES



View C



View D



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WISCONSIN AVE NW



View A

1- RESTORATION HARDWARE

1- RESTORATION HARDWARE



View B

8- BLUE GIN RESTAURANT

9- DC MASSIMO DUTTI CLOTHING

10- ALL SAINTS CLOTHING

SITE: EXISTING PARKING LOT

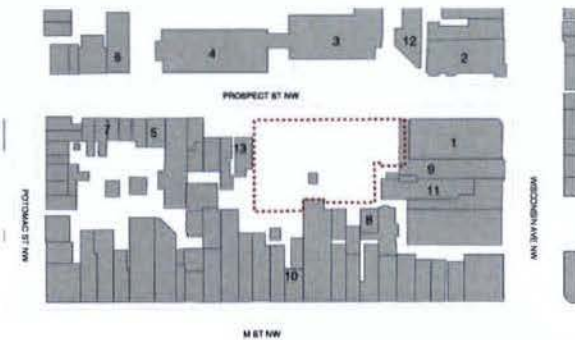
13- COMMERCIAL OFFICE



View C



View D



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2- ZARA CLOTHING 1- RESTORATION HARDWARE 9- DC MASSIMO DUTTI CLOTHING 11- EL CENTRO RESTAURANT & BAR 3- MIXED USE & CAFE MILANO 12- MORTON'S STEAKHOUSE



View A



View B

8- BLUE GIN RESTAURANT

13- COMMERCIAL OFFICE

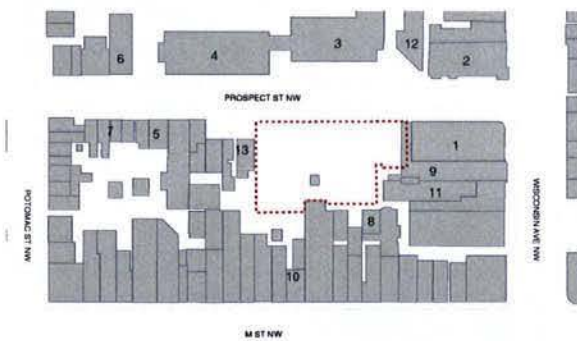
13- COMMERCIAL OFFICE



View C



View D



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8- BLUE GIN RESTAURANT



View A

9- DC MASSIMO
DUTTI CLOTHING

11- EL CENTRO
RESTAURANT & BAR

PUBLIC ALLEY

8- BLUE GIN
RESTAURANT



View B

11- EL CENTRO
RESTAURANT & BAR

PUBLIC ALLEY

8- BLUE GIN RESTAURANT



View C

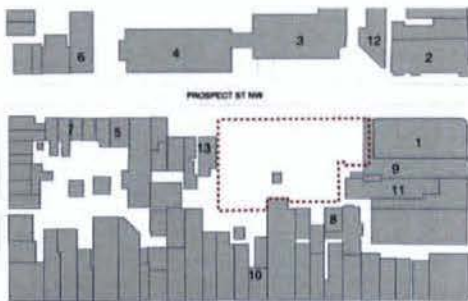
8- BLUE GIN RESTAURANT

GATED ACCESS TO
PROPERTY BEYOND

11- EL CENTRO
RESTAURANT & BAR



View D



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SOUTH SIDE OF PROSPECT STREET



NORTH SIDE OF PROSPECT STREET

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SCALE: 0' 5' 10' 20' 40'

Existing Street Elevations | 21
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3220 Prospect Street

Comprehensive Transportation Review

BZA Case No. 18977



WELLS + ASSOCIATES



Loading Requirements (C-2-A District)



Required	Proposed
2 berths @ 30' 2 platforms @ 100 SF 1 service/delivery @ 20'	None

Since no loading will be provided with the proposed redevelopment, relief from the loading requirements is requested.

Proposed Loading Options – Option A



Option A – Retain Existing Conditions



Proposed Loading Options – Option A



Option A – Retain Existing Conditions

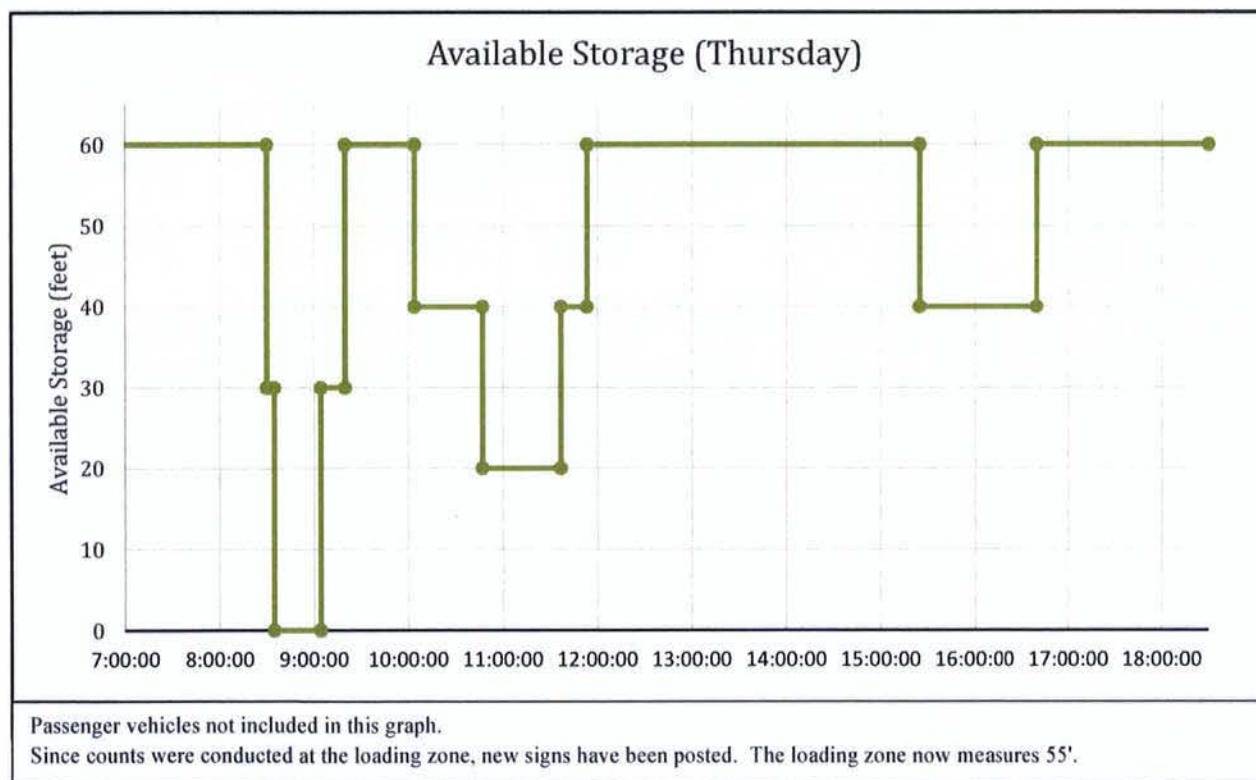
- Retain existing 55' loading zone
- Loading Zone is in effect from 7:00 AM to 6:30 PM
- Lose two on-street parking spaces to the proposed curb cut and gain three spaces from removing existing curb cut
- Net gain of one parking space
- Current loading zone is under utilized by commercial vehicles



Current Loading Activity

Existing Loading Zone Utilization (Tuesday – Thursday)

- 81 to 93 percent of vehicles using the loading zone are private passenger vehicles
- The busiest day for deliveries was Thursday with five deliveries



Proposed Loading Options

Option B – 120' Proposed Loading Zone



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Proposed Loading Options



Option B – 120' Proposed Loading Zone

- Relocate the existing loading zone and expand storage to 120 feet
- This option is preferred by the community
- Would place loading zone mid-block near hub of current loading activity and adjacent to proposed project
- Loading zone would revert to neighborhood parking at 5:00 PM
- Would result in the net loss of three on-street parking spaces

Proposed Loading Options – Option C



Option C – New 60' Loading Zone; Retain Existing Loading Zone



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Proposed Loading Options – Option C



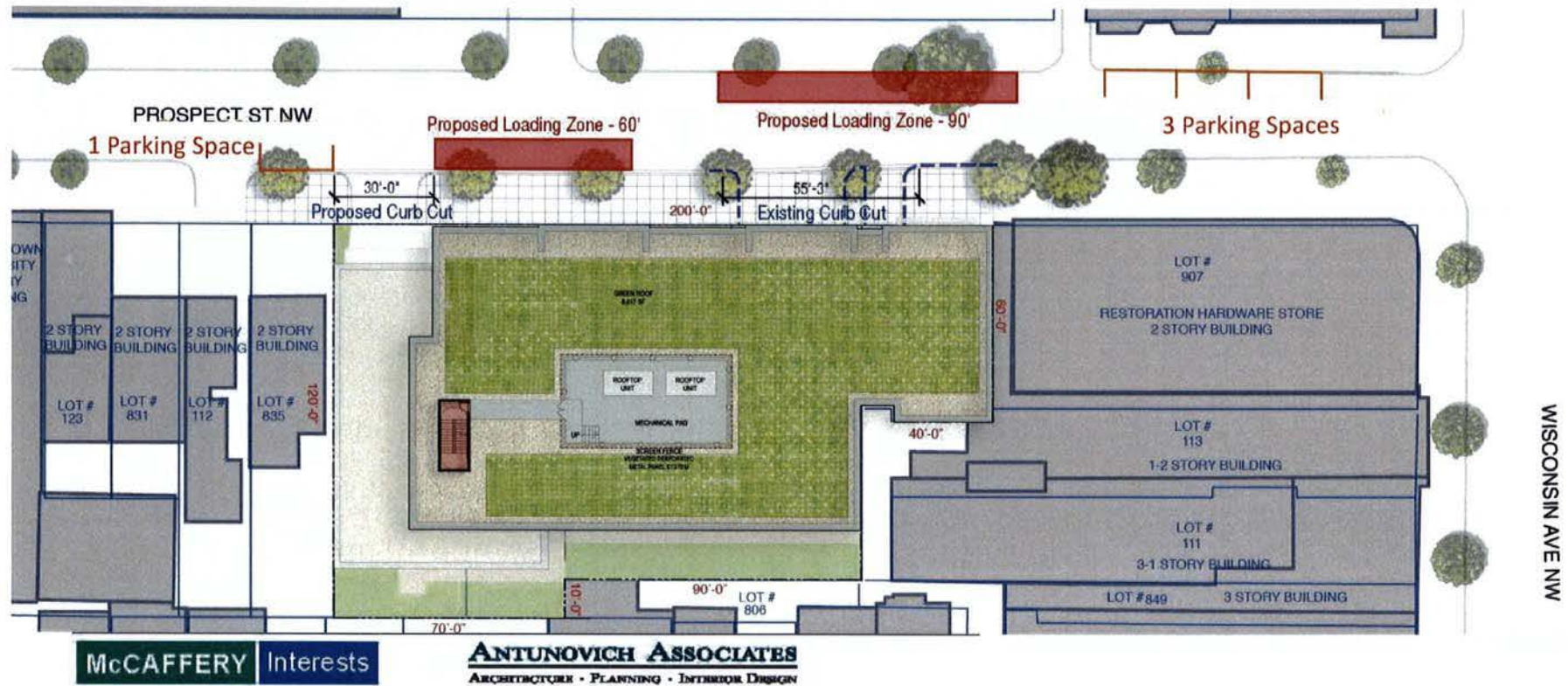
Option C – New 60' Loading Zone; Retain Existing Loading Zone

- Add a new 60' loading zone on Prospect Street
- Loading zone would revert to neighborhood parking at 5:00 PM
- Would result in the net loss of two on-street parking spaces

Proposed Loading Options – Option D



Option D – Loading Zones on North and South Sides



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Proposed Loading Options – Option D



Option D – Loading Zones on North and South Sides

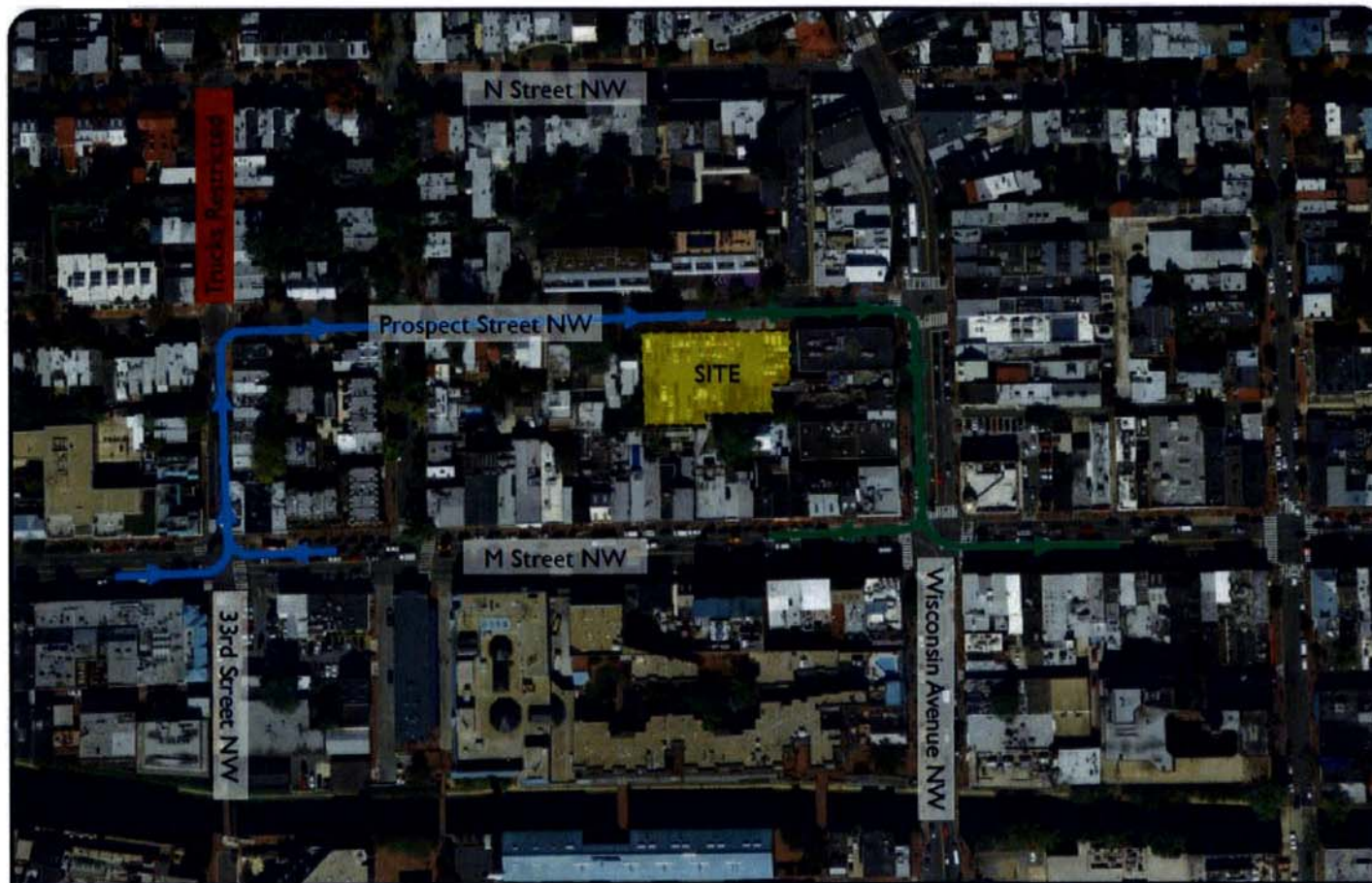
- As suggested by DDOT, a 90' loading zone would be located on the north side and a 60' loading zone would be located on the south side
- Loading zones would revert to neighborhood parking at 5:00 PM
- Would result in the net loss of seven on-street parking spaces



Loading Management Plan

- Designate a Loading Coordinator.
 - Coordinate with vendors, the community and neighbors to resolve any loading conflicts should they arise
 - Schedule deliveries such that the loading zone's capacity is not exceeded
 - Monitor trucks accessing the loading zone to ensure deliveries do not block vehicular, bike, or pedestrian traffic
 - Disseminate the required truck routing map and DDOT's Freight Management and Commercial Vehicle Operations document to delivery, trash, and recycling drivers
- Deliveries and trash/recycling providers will be instructed to use the designated loading zone
- Deliveries will not be permitted outside the hours posted on the loading zone
- Hand trucks crossing the sidewalk must yield to pedestrians

Required Truck Routing Map



→ Inbound Trucks
→ Outbound Trucks



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Transportation Demand Management Plan



Employee Based –

- Designate a Transportation Management Coordinator.
 - Disseminate information to employees regarding current transportation programs.
- Provide convenient and secure bicycle parking facilities for a minimum of five bicycles.

Visitor Based –

- Provide short term bicycle parking in public space in front of the proposed building for visitor use.
- Include a “How to Get Here” link on the project website, which will provide information regarding Metrobus routes serving the site, the locations of the nearest Capital Bikeshare stations, and the number of bicycle parking spaces located near the building.

Conclusions



- The Applicant has worked with DDOT to review and analyze four on-street loading options to accommodate both the proposed development and existing loading activity taking place on the north side of Prospect Street
- The Applicant has agreed to implement a Loading Management Plan to ensure that the on-street loading would not have an adverse impact on the surrounding roadway network
- DDOT supports the request loading variance, with conditions:
 - Prohibit restaurant uses from the site
 - The Applicant is not pursuing restaurant uses for the site, but cannot predict what may happen at some point in the future. The Applicant is agreeable to a condition that would require a study evaluating the loading implications of a restaurant to be submitted to DDOT prior to C of O for a restaurant use.
 - Install at least eight internal long-term bicycle parking spaces
 - The Applicant agrees
 - Install at least ten short-term bicycle parking spaces within public space
 - The Applicant agrees subject to DDOT approval of such spaces
 - Designate a loading coordinator responsible for ongoing monitoring of this property's business and loading activity for other businesses on the block
 - The Applicant agrees to designate a loading coordinator for the project but cannot control other businesses on the block. The loading coordinator will work with the Georgetown BID regarding loading issues of concern to the BID

Conclusions



- DDOT conditions (continued):
 - Prohibit employee or customer discounted vehicle parking in the garage
 - The Applicant respectfully disagrees with this condition since this condition does not pertain to the requested loading variance
 - Unbundle parking costs from lease provisions
 - The Applicant respectfully disagrees with this condition since this condition does not pertain to the requested loading variance
 - Design and install a loading zone and street configuration to be approved by DDOT
 - The Applicant agrees

Appendix



Anticipated Deliveries

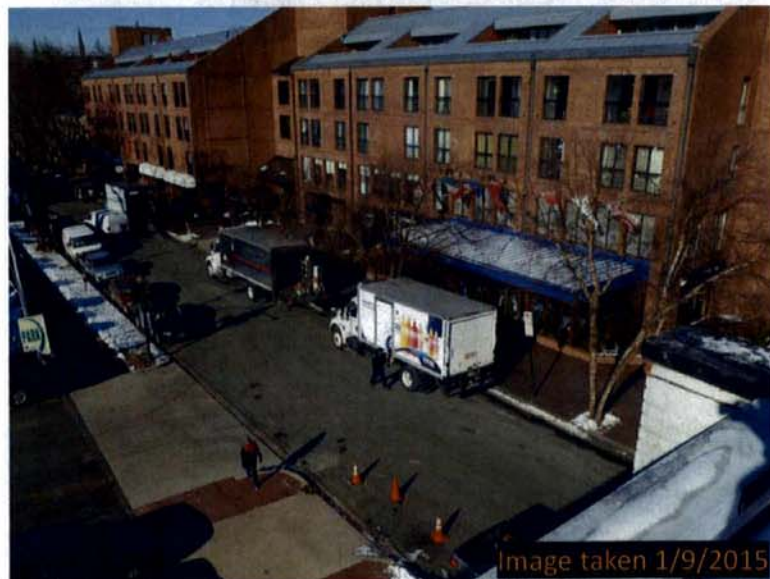


Retailer	Deliveries per Week	Delivery Companies
Anthropologie (7,000 SF)	3	FedEx, UPS
Z Gallerie (8,862 SF)	0.5*	FedEx, UPS
LOFT (5,360 SF)	2	Fed Ex, UPS
Yoga Six (5,800 SF)	0.5*	FedEx, UPS
	0.5*	Coca Cola
Lululemon (2,910 SF)	5	FedEx, UPS
Victoria's Secret (6,916 SF)	4	FedEx, UPS
White House Black Market (3,421 SF)	6	FedEx, UPS
Banana (7,500 SF)	1	FedEx, UPS
Fleet Feet (3,450 SF)	2	FedEx, UPS
Average (5,691 SF)	2.7	FedEx, UPS
Anticipated Prospect Street deliveries (up to four tenants)	$2.7 \times 4 = 10.8$	FedEx, UPS
* Retailers with 0.5 deliveries per week have one delivery every two weeks.		

Additionally, the number of trash/recycling pick-ups is approximately 10 per week.

Current Loading Activity

North side of Prospect Street



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Current Loading Activity



Utilization of north side of Prospect Street

