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July 21, 2015

VIA IZIS AND HAND DELIVERY

D.C. Board of Zoning Adjustment
Suite 210S
441 4th Street, N.W.
Washington, D.C. 20001

Re: BZA Application No. 19020
Square 342, Lots 4, 5, 53, and 809

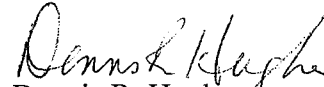
Dear Members of the Board:

At the public hearing for this application held on June 23, 2015, the Board requested that the Applicant review and further clarify its transportation demand management (TDM) strategies with respect to its request for parking relief and transportation options for hotel guests and employees. To that end, the Applicant provides the enclosed updated memorandum from Gorove/Slade, the Applicant's expert transportation analyst for this project. The memorandum further clarifies the Applicant's commitments with respect to TDM strategies, including letters of interest and availability from parking garage operators in close proximity to the site, and an enhanced incentive for hotel employees in the form of a monthly subsidy towards non-private auto transportation.

We believe these expanded and additional materials regarding the Applicant's TDM efforts address the questions and comments raised at the June 23 public hearing and look forward to the Board's consideration of the application at its July 28 public meeting.

Sincerely,

HOLLAND & KNIGHT LLP

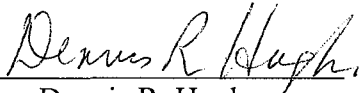

Dennis R. Hughes

Enclosure

Board of Zoning Adjustment
District of Columbia
CASE NO.19020
EXHIBIT NO.50

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that on July 21, 2015 an electronic copy of this letter is being sent to DC Office of Planning, Advisory Neighborhood Commission 2C and UNITE HERE Local 25, with hard copies sent by first class mail on July 22, 2015.



Dennis R. Hughes

TECHNICAL MEMORANDUM

To: Andrea Gourdine
Douglas Development

From: Jim Watson, PTP
Erwin Andres, P.E.

Date: July 21, 2015

Subject: BZA Application No. 19020
11th & K Street Hotel Final Transportation Demand Management (TDM) Measures

INTRODUCTION

This memorandum presents a summary of the Transportation Demand Management measures that being proffered by the Applicant in response to comments received from the Board of Zoning Adjustment (BZA) at the June 23 public hearing. The Transportation Demand Management (TDM) plan 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, the BZA comments received, and analysis of the specific attributes of the development site, the following outlines the proposed TDM plan for the 11th and K Street Hotel development.

- *Transportation Management Coordinator (TMC)*
Effective Transportation Management Programs (TMPs) require a coordinator to implement and manage TDM strategies. A member of the hotel operations group will serve as primary point of contact and will be responsible for coordinating, implementing, and monitoring the TMP strategies, as identified below. This responsibility includes the development and distribution of information and promotional brochures to hotel guests, visitors, 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 will be provided to DDOT/Zoning Enforcement with annual contact updates.
- *On-Site Services*
A TransitScreen will be installed in the hotel lobby to provide hotel guests, visitors, and employees available transportation choices and provide real-time transportation updates. In addition, the TMC will make printed materials related to local transportation alternatives available to guests and employees upon request.
- *Marketing Program*
The TMC will establish a TDM marketing program that provides detailed transportation information and promotes walking, cycling, and transit. This program will consist of a multi-modal access guide that provides comprehensive

transportation information compiled in a brochure for distribution and/or provided on hotel websites. The marketing program will also provide website links to CommuterConnections.com and goDCgo.com, which provide transportation information and options for getting around the District. Additionally, this marketing program will promote useful smartphone apps to direct hotel guests and employees to useful commuting options such as Uber, RideScout, CapitolHop, Embark DC Metro, wmata.com.

- With respect to hotel guests, the TDM marketing program will include a multi-level approach, as follows:

First - Prospective guests will find notice on the hotel website(s) that parking is not available on-site. The website(s) will emphasize and encourage alternate modes given the hotel's convenient location near several Metrorail stations. These alternate modes will include regional travel options that include Union Station and the nearby airports and their connections to the hotel via commuter rail, Metrorail, intercity bus, taxi, Uber, and carshare. The website link will also provide off-site locations where hotel guests can find parking, in the event that they decide to drive;

Second – As part of hotel reservation confirmation, said confirmations will contain notice to guests that no parking is available on-site and that the hotel encourages and emphasizes alternative modes. The reservation email will provide the alternative transportation options and the locations of off-site parking facilities, in the event guests decide to drive;

Third – The TMC will designate a staff member to greet incoming hotel guests at the front door of the hotel. This staff member will act as a doorman who will be at the hotel to direct any vehicles that arrive at the front door to a nearby local garage, ensuring that no illegal parking occurs in front of the building to impact traffic. The TMC will coordinate with local overnight parking garages with whom the hotel operator has established a relationship to ensure that parking for the hotel users who decide to drive would be available, including garage operators who have provided the attached letters of availability to ensure the availability of parking should it be necessary. The TMC will also coordinate valet parking operations for guests to facilitate off-site parking.

- Transportation Incentives

To help encourage non-auto transportation uses, the hotel operator will provide, and the TMC will coordinate, free daily Capital Bikeshare passes to hotel guests as a part of Capital Bikeshare's Bulk Membership program for hotels. These daily passes will be available upon request for hotel guests for the life of the hotel project.

- Bicycle Amenities

The hotel operator will encourage all alternative transportation modes including bicycling. Bicycling will be promoted for employees with the provision of secure on-site bicycle parking spaces as well as exterior temporary bicycle parking. The TDM marketing program will include brochures and links to websites on bicycling in the District and for Capital Bikeshare.

- Ride-matching/Ridesharing Program

July 21, 2015

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

▪ *Hotel Employee Incentives*

To help encourage non-auto transportation uses, the hotel operator will offer \$50/month as a non-auto transportation incentive for the first five years that the building is open to each hotel employee to be used for one of the following:

- a. A SmarTrip card for Metrobus, DC Circulator or Metrorail usage,
- b. An Annual Capital Bikeshare membership, or
- c. An Annual car-share membership.



MEMORANDUM OF UNDERSTANDING

To: Jim Watson, PTP
Project Manager
1011 K Street
Washington, DC 20001

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

Subject: Subject: 1011 K Street – Valet Parking and Shuttle Plan

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. UPS 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 1011 K Street NW. USP's experience and its current portfolio of garages in the surrounding area makes it a great candidates to advise and assist with the hotel parking needs. UPS agrees to provide and discuss further Parking plans and traffic management.

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 16, 2015

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 Moxie Hotels regarding their proposed new hotel at 1100 K Street, NW and Colonial's ability to accommodate any potential parking demand within nearby garages. Based on information supplied by Moxie Hotels, it is anticipated that a peak parking demand of 20 vehicles may need to be accommodated in off-street parking for hotel guests.

Colonial operates the garage at 1100 L Street, NW and will be able to accommodate these vehicles within the garage's 473 parking spaces.

Very truly yours,

Andrew C. Blair
President
Chief Executive Officer

Xc: James Watson, Moxie Hotels