

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DISTRICT DEPARTMENT OF TRANSPORTATION



Transportation Policy and Planning Administration

Memorandum

TO: Richard Nero, Acting Director
DC Office of Zoning

FROM: Karina Ricks *Richard Nero for KR*
District Department of Transportation

DATE: February 11, 2009

SUBJECT: Zoning Commission Case # 08-15 (Friendship-Macomb SC Inc.)
3336 Wisconsin Avenue, N.W.

APPLICATION

Friendship-Macomb SC Inc. (the "Applicant") will construct a two-story building that contains a new Giant supermarket as well as a mix of ground-floor retail and second-story commercial and residential uses. The Applicant will also construct eight townhouses along Idaho Avenue. North of Newark Street, the Applicant will construct a new five-story building featuring ground-level retail uses and approximately 124 apartment units above. In total, the PUD will feature a total of 354,820 square feet of gross floor area (1.99 FAR) and have a maximum height of 61 feet. It will contain approximately 535 parking spaces.

Existing uses on the site include a Giant supermarket and additional retail and commercial uses, as well as surface parking for those uses. The proposed PUD will replace the shopping center with a mixed-use development featuring a new Giant grocery store.

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DC OFFICE OF ZONING

ZONING COMMISSION
District of Columbia

CASE NO.

08-15

EXHIBIT NO.

46

RECOMMENDATION IN BRIEF

DDOT supports the applicant's request for the PUD. DDOT has met with the applicant and provided recommendations especially related to the Wisconsin Avenue / Idaho Avenue / Ordway Street intersections. DDOT believes the applicant has provided ample measures to allow the project to move forward. DDOT believes the new development will improve safety at neighboring intersections where the applicant will provide a new traffic signal and reconstruct dangerous intersections. The project acknowledges the nature of the neighborhood in McLean Gardens and Cleveland Park. The applicant makes a strong effort to maintain the quality of life, associated with transportation, by employing safeguards that will assist with traffic management upon project completion.

LOADING & DELIVERIES

DDOT believes the applicant in this case has performed the necessary due diligence to reasonably minimize the impact of loading and deliveries on the surrounding neighborhood. The applicant has confirmed that it will adhere to a rigid delivery schedule for all of the retail upon project completion. The truck management plan (TMP) encompasses all 7 loading berths in the south and north parcels of the applicant's proposal. The addition of a loading dock coordinator designated to coordinate all truck deliveries and trash disposal services for the various south parcel retail properties provides some assurance that the existing neighborhood quality of life will be maintained. DDOT supports the applicant's request for a reduction in the loading requirements, with both the retail and residential uses sharing loading berths. DDOT independently investigated the amount of loading that occurs at the existing Giant grocery store located at 3336 Wisconsin Avenue N.W. Giant Food Transportation Operations Manager Phyllis Moore noted the location receives 1 to 2 deliveries per day. The deliveries occur between the hours of 7AM-2PM all week. The current delivery trucks travel on Wisconsin Ave and take a right on Newark Street to access the store's loading dock. The proposed plan allows delivery trucks to travel on Idaho Avenue to access the loading dock area of the grocery store. Currently, Idaho Avenue is a one-way street for 1 block between Newark Street and Wisconsin Avenue. With the proposed development, DDOT believes changing Idaho Avenue into a two way configuration will allow for an easier truck delivery system. Idaho Avenue is approximately 50 feet wide that will accommodate the large delivery vehicles to access the south parcel grocery store. Idaho Avenue currently has parking on both sides of the street. DDOT will monitor the on street parking configuration upon completion of Phase 1 of the project. The review will entail the current

parking alignment and how it may affect the turn movements and sight distances for vehicle drivers.

The north parcel will also have a designated property management employee to coordinate truck loading and deliveries. DDOT believes the action plan for the north parcel, similar in scope to the south parcel, will allow for proper use of the loading docks.

The loading associated with the north and south parcels will need future monitoring upon project completion. However, DDOT believes the applicant's proposed actions for deliveries and loading provide a sound action plan. DDOT requests the Zoning Commission to include the objectives in the Zoning order.

INTERSECTION IMPROVEMENTS

The applicant has assumed the responsibility to redesign and reconstruct the west and east portion of the Wisconsin Avenue / Idaho Avenue intersection. The applicant has noted this action as part of the amenities package associated with the PUD. The improvements will significantly aid in the pedestrian safety at the intersection. They will also provide improved vehicular travel through this area since the applicant will install a new traffic signal at the intersection. The signal will be accompanied by new infrastructure improvements that include a pedestrian refuge on the west side of the intersection. DDOT has also been assisting the applicant with the intersection improvements.

At the request of DDOT and ANC 3C Commissioners, the applicant reviewed other intersection improvements that were deemed unsuitable. Those included a left turn signal arrow for northbound Wisconsin Avenue traffic making the westbound turn on to Macomb Street and Newark Street. DDOT has reviewed the data provided by the applicant to provide the proposed improvements. We believe the data is correct and left turn arrows at certain intersections along Wisconsin Avenue will not improve the progression of turning vehicles into the new development.

MITIGATION

The applicant also reviewed traffic calming elements in the neighborhood surrounding the proposed plan. DDOT reviewed the speed and volume data provided by the applicant and believe installation of traffic calming in the neighborhood may be premature since the current conditions do not warrant it.

As another means for traffic mitigation, the applicant has agreed to provide a funded escrow account in the amount of \$96,000. This amount was agreed to based on the cost to implement the traffic calming elements initially proposed by the applicant but which DDOT considered premature. That account will be used if the traffic conditions worsen significantly in comparison to the existing conditions. DDOT will use the escrow fund to install traffic calming and traffic management solutions, in consultation with ANC 3C, if the new traffic patterns associated with the development are found to contribute to negative conditions along neighborhood streets.

PARKING

DDOT believes the 535 parking spaces proposed by the applicant is sufficient.

The 395 underground parking spaces on the south parcel will provide parking for retail customers and customers visiting the Macomb Street restaurants. There will be 16 parking spaces to accommodate the 8 Idaho Avenue townhomes. The townhouses developed on the south parcel will have parking accessible off Idaho Avenue at the same curb cut entrance as the Idaho Avenue loading berth for the south parcel.

The 124 parking spaces for the north parcel will accommodate the residents housed inside of the new residential building proposed by the applicant.

DDOT has heard from the community, about the desire for more parking, during meetings in 2008 and in a larger format meeting held on January 14, 2009. As much as the community believes that the project may need more parking, we believe the proposal is suitable with 535 parking spaces.

DDOT has communicated to the applicant that there should be a minimum of 4 car sharing spaces in the south parcel underground parking garage. The spaces shall remain accessible by the public at all times. These spaces shall be located at the garage entrance, available to the public 24 hours a day, seven days a week, without restrictions. Provide appropriate and adequate signage to direct users to them. The applicant shall provide free parking for car sharing vehicles. The applicant shall provide a one-time membership fee subsidy in a car sharing program for each residential unit.

The applicant shall also provide bicycle parking which equals 5% of vehicle parking, bicycle storage facilities for all residents, and shower and changing facilities for office and residential employees.

PROXIMITY TO TRANSIT

The location of the site sits adjacent to Wisconsin Avenue N.W. where it is served by 4 WMATA bus lines. The 30 series, 96, H4 and X3 buses provide service to the site. WMATA has recently made changes to the 30's series bus line for more efficient service during the morning and evening rush hour schedules.

The Tenleytown / American University Metro station (4501 Wisconsin Avenue N.W.) is located approximately 1 mile north from the site. The Cleveland Park Metro station (3599 Connecticut Avenue N.W.) is located 1 mile to the east of the site.

DDOT requests the applicant provide complimentary SmartTrip cards with \$20 Metro fare media per person to residential tenants upon move-in, and complimentary \$60 Metro fare media to tenants' employees at initial occupancy.

The applicant will also be responsible to designate a member of building management as a point of contact who is responsible for coordinating and implementing transportation demand management (TDM) obligations.

CONCLUSION

DDOT supports the applicant's transportation analysis that the proposed Friendship Macomb Shopping Center demonstrates no significant burden to the existing neighborhood street network. One of the more important factors of the applicant's transportation report is the strong attempt to route deliveries to the north and south parcels via Idaho Avenue. We believe this makes logical sense since Idaho Avenue has a wide right of way for such deliveries. Any other street in the area may cause undue conflicts with pedestrians or vehicles.

The applicant has been receptive to the various DDOT concerns and has made efforts to address them.

DDOT believes the amenities associated with the project should ensure additional safety for pedestrians, bicyclists and vehicles.

If the Commission votes to approve the application, DDOT strongly recommends the Commission require the above noted DDOT approved measures for the applicant to receive the PUD.