

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 *Lil Oyleh for KR*
District Department of Transportation

DATE: July 2, 2009

SUBJECT: ZC # 08-33 (Conference Center Associates I, LLC)

APPLICATION

Conference Center Associates (the "Applicant") is requesting approval of a consolidated planned unit development (PUD), a first-stage PUD, and a related Zoning Map amendment. The property that is the subject of this application consists of approximately 238,909 square feet of land area and is located at Parcel 121/31. The subject property is currently unzoned. The Applicant is seeking a PUD-related map amendment to zone the property to the C-3-A Zone District. The Applicant proposes a two-stage PUD for the subject property. In Phase I, the Applicant would include a 233-room hotel (including a conference center), with approximately 5,000 square feet of space dedicated to restaurant use.

SUMMARY

The District Department of Transportation (DDOT) recommends conditional support of the Applicant's request for a consolidated PUD. DDOT has made recommendations to the Applicant's plan for access to the site. The Applicant will need to follow DDOT's policy for a Transportation Demand Management

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ZONING COMMISSION
District of Columbia

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(TDM) program. DDOT wishes to address Michigan Avenue access, loading for the proposed land uses and DC SmartBike.

DDOT ANALYSIS

DDOT has had the opportunity to review the Applicant's transportation study. The Applicant has committed to install a traffic signal at the Irving Street entrance as mitigation. The signal will allow for safe vehicle turn movements on Irving Street from the proposed site. A traffic light would also be installed with a separate left-turn lane on the westbound approach of Irving Street. The proposed project will contribute to improved pedestrian circulation and vehicular traffic around the site. The Applicant needs to budget for appropriate DDOT approved signs that will alert drivers, from all directions, about the Irving Street signal. The Zoning order should reflect the need for signs to accompany the Irving Street traffic signal.

At DDOT's request, the Applicant examined the possibility of restricting the Michigan Avenue access to trucks and buses only. The Applicant has responded to the request with some information about the need for full access to the site. However, DDOT believes the unsignalized access on Michigan Avenue may contribute to *very unsafe* personal vehicle turn movements, especially on weekends. DDOT is aware of unsafe vehicle speeds on Michigan Avenue near the proposed site. Michigan Avenue is a 35 MPH minor arterial. There is a Metropolitan Police Department fixed location photo camera to monitor aggressive speeding on Michigan Avenue, just south of the Applicant's proposed access. Although the Applicant believes a number of the vehicles using the Michigan Avenue access may occur during off-peak, DDOT's concerns about the unsignalized 'T' intersection remain. DDOT firmly believes all personal vehicles should be restricted to turn right (southbound on Michigan Avenue) out of the site and turn right into the Michigan Avenue access upon initial entrance. Truck deliveries and buses will be able to use the Michigan Street access that leads to the loading dock area for the retail portion of the site. The Applicant will need to work with DDOT traffic engineering staff to ensure the appropriate traffic direction signs are installed upon build-out completion.

DDOT strongly recommends that the Applicant re-examine the parking needs at Phase II of the development to ensure that parking is not overbuilt and that the development takes advantage of its proximity to the Brookland-Catholic University Metro station. DDOT strongly believes this development project should heavily rely on the use of mass transit.

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LOADING & DELIVERIES

The Applicant has discussed that unloading of trucks for the grocery retailer will occur on site and not on Michigan Avenue. DDOT believes there will be non-compliance with deliveries that will *not* use the loading dock off Michigan Avenue. DDOT believes the Applicant in this case has not performed the necessary due diligence to reasonably minimize the impact of loading and deliveries on the adjacent streets. Instead, some delivery drivers will park on Michigan Avenue and unload across the sidewalk. DDOT recommends the Applicant employ a loading dock manager responsible for oversight of rules governing freight access, scheduling and safety. DDOT requests the loading dock manager position should be part of the Zoning order.

The Applicant should adhere to a delivery schedule for all of the retail and hotel uses upon project completion. The addition of a loading dock coordinator designated to coordinate all truck deliveries and trash disposal services for all of the proposed uses in Phase I provides some assurance that the neighborhood quality of life will be maintained. The loading dock manager should appear before ANC 5C annually to review community concerns. DDOT supports the Applicant's request for a reduction in the loading requirements, with both the retail and hotel uses sharing loading berths.

DC SMARTBIKE

DDOT has informed the Applicant of an amenity request for a DC SmartBike station location on the Michigan Avenue side of the project. DDOT prefers a location near the proposed grocery retailer. DDOT recommends the Applicant work with the agency staff to finalize the bike sharing location upon build-out completion. The Zoning Commission should incorporate the future DC SmartBike installation into the Zoning order if the case is approved.

DDOT policy states that bicycle parking spaces for the proposed development, equal to 5% of the number of vehicle parking spaces, be provided in all parking structures and that bike facilities are located as close to entrances and elevators as possible. In addition, DDOT encourages the Applicant to install a minimum total of 40 'u' shaped bike racks in public space adjacent to the main entrances of the development.

TRANSPORTATION DEMAND MANAGEMENT

The Applicant has suggested some TDM measures for the project. The Applicant will need to adhere to DDOT's policy for TDM upon build-out of each phase of the project. DDOT prefers to see the following conditions included in the Zoning order, if the case is approved:

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- The Applicant will act as the point of contact and Transportation Coordinator for the TDM program. The Applicant shall be responsible for implementing and managing TDM measures that are consistent with DDOT's recommended TDM strategy. The applicant and /or building management will provide, and keep current, the name and contact information of the TC to DDOT. The TC shall be appropriately trained, to the satisfaction of DDOT, to provide rideshare, transit, and other information provided by DDOT intended to assist with transportation to and from the site.
- **Car-sharing programs** - The Applicant has agreed to provide three (3) Zipcar parking spaces on the hotel property. Upon complete build-out, the Applicant should verify with Zipcar that there are enough car sharing spaces at the hotel property. The Applicant will distribute information about Zipcar to the hotel staff upon hire, and hotel guests upon check-in (as part of an initial welcome to their stay).
- **Transit incentives** -The Applicant will provide a one-time, complimentary \$50 SmartTrip fare card to all new hired hotel and conference center employees to help encourage additional transit usage. If the Applicant offers free parking to hotel and conference staff the Applicant should offer an equivalent dollar amount in transit subsidy or cash based on the market value of the employee parking spaces.
- **Pay parking** - The Applicant will charge for parking in the proposed parking garage. Parking validation should be offered *only* for grocery store customers.
- **Bike facilities** - The Applicant will distribute bicycle route maps and safety information to all hotel guests upon check-in. DDOT has requested for the Applicant to plan for the installation of a bike sharing station to be located near the grocery store entrance on Michigan Avenue. Comply with DDOT requirements of Site Plan conditions to provide bicycle parking/storage facilities. Provide an 8' by 24' space for 12 bicycles as well as the normal amount of luggage storage in a locked luggage storage facility, controlled by the hotel staff, in the hotel to accommodate guest's bicycles. Guests will not be prohibited from taking bicycles to their rooms.
- **ADA** - Provide an ADA-compliant hotel van (with lift) to provide shuttle service to and from the new hotel. The van will be staffed by a full-time employee, with a dedicated van-accessible parking space provided on the ground level of the parking garage. The van will be parked in this space when not in service. A communication device will be provided with the hotel for on-call service.
- Maintain at least one on-site business center (including, at a minimum, access to copier, fax, personal computer, and internet services in a minimum 56 sq. ft. of space), which shall be made available to support guests of the hotel.
- Provide in the lobby or lobbies, an information display(s) to provide transportation-related information to residents and visitors. Management shall keep display(s) stocked with DDOT approved materials at all times.
- Provide in the lobby of the hotel an Electronic Transportation Display unit providing real time information related to local transportation alternatives and provide internet access for this device via wired or wireless means in the hotel building lobby.
- Provide in the building lobby(s) a means to call a taxi.

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