WASHINGTON REGIONAL NETWORK
FOR LIVABLE COMMUNITIES

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May 14, 2002

Chairman, Geoffrey Griffis
Board of Zoning Administration (BZA)
D.C. Office of Zoning
441 4th Street, NW, Suite 210 South
Washington, DC 20001

D.C. OFFICE OF ZONING
2002 MAY 13 A 10:03

RE: **Support, with recommended alternative actions:** 16868 - Application of Washington Metropolitan Area Transit Authority, for a special exception to reduce the parking requirements from 76 to 12 spaces at premises 1290 U Street, NW (Square 274, Lot 133).

Dear Chairman Griffis:

We would like to express our support, with recommended alternative actions, for the proposed reduction in parking from the required 76 to 12 spaces for the mixed use project at 1209 U Street. We understand that this is a mixed use project using the air rights of the 13th Street entrance of the U Street/Cardozo Metrorail station. Because the reduction is so significant, we recommend that the developer contribute to vehicle trip reduction and parking management measures for the area through to following provisions:

- free transit passes to all employees for 5 years;
- showers available to all employees working in the building – to encourage bicycling to work;
- secure and convenient bike room storage on site;
- seed money for a Transportation Management Association or Transportation Management District – perhaps the new 14th & U Main Street organization could organize this program in cooperation with Department of Transportation and DCOP;
- shared parking agreements for the 12 spaces with off hours users, such as local entertainment businesses or residents.

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We believe that there is much opportunity for reducing automobile parking requirements near Metrorail stations and in walkable, mixed use and transit-accessible neighborhoods throughout the city. This site, and others with similar transit access, should not devote excessive amounts of land and resources to automobile parking. This car parking displaces other, more productive uses of land in an environment with many other attractive travel options. Allowing for reduced or better-managed automobile parking and increasing pedestrian, bicycle, and transit access for projects such as this, benefit the city and surrounding neighborhood by reducing car

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traffic attracted to the site, and by encouraging alternative, environmentally-friendly travel modes.

We ask that the BZA not only reduce the number of required automobile parking spaces and require transportation demand management measures instead at this site, but work with DDOT and DCOP to assess and develop parking and transportation demand management strategies for business districts near Metrorail such as the U Street/14th Street District, taking advantage of existing and potential alternative modes of access (see attached proposal for Transportation Management Districts). We hope allowances for reduced parking and parking limits will be considered as part of the Mayor's new transit-oriented development policies.

Thank you for your consideration.

Sincerely,

Cheryl Cort
President

Enclosure: Transportation Management Districts for the District of Columbia

Transportation Management Districts for the District of Columbia
– proposed scope of work, draft May 13, 2002

Context

Despite D.C.'s role as largest job center in the region, large population base, and rich transportation resources including walking, bicycling and transit, D.C. lags behind some of its neighbors in transportation demand management programs, aimed at reducing reliance on the single occupancy vehicle travel, vehicular traffic growth and money/space devoted to automobile storage. The lack of a wholistic, multimodal travel demand management approach is increasingly evident as new development is attracted to the city, especially near Metrorail stations, proposing large amounts of auto parking. Currently no evaluation of parking supply and demand, and providing alternative analyses for parking demand management and transportation demand management (TDM) is conducted as part of development planning or reviews. TDM is defined as: comprehensive planning aimed at changing the status quo dependence on the automobile; managing demand makes the best use of supply by maximizing unused capacity through pricing, incentive, time-based, and capacity strategies.

Arlington County, Virginia has achieved mode split goals and reduced parking demand, at the same time that growing business districts have thrived as centers for employment, retail and housing. Examples from parts of the country demonstrate that TDM programs are successful in managing traffic congestion, increasing the mode split for walking/bicycling and transit, reduced costs for automobile parking, and enhanced pedestrian environments and land values, and fostered vibrant business and shopping districts.

Work Scope

The consultant will provide specific analyses and general education on the potential to manage parking demand and transportation demand management through Transportation Management Districts and Transportation Management Associations (TMAs), and other means that could help set D.C. on a different course – where housing can be more affordable, pedestrian/bicycle facilities are state-of-the-art, reduced automobile traffic, fewer conflicts between local businesses and residents, and fewer resources devoted to unnecessary auto parking facilities, reduced degradation of the pedestrian environment by parking facilities, and increased revenues from higher sales in successful retail districts.

Current interest in public construction or subsidization of garages should also be analyzed. How a public parking garages would fit into a more comprehensive TDM strategy, or how a TDM strategy could replace the demand for a public parking garages should be addressed. The analysis should be applicable to both the downtown business district, emerging business/entertainment districts in other parts of D.C., such as the SE/SW waterfront, 14th & U Streets Business District, and around Metro stations experiencing redevelopment such as Rhode Island Ave. Metrorail station.

The consultant will recommend Transportation Management Association program designs for 3 designated Transportation Management Districts.

Elements of a program:

- Regulate parking supply & cost
- Performance objectives – short & long term
- Mode share splits – long term
- Residential parking protection
- Pricing for short & long term parking
- Neighborhood rental cars & bicycles
- Employee cash in lieu of parking benefits, transit benefits
- Overlay zone – new development must have an access plan which includes parking pricing, free transit passes for residents & employees, etc.
- Improvement district – sq. ft. excise tax to provide resources for program
- Dispute resolution procedures, staffing
- Funds for alternative access:
    - Rideshare matching
    - Administrative support
    - Cash in lieu, free transit for employees/residents
    - Telework assistance

Consultants to receive the RFP:

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Cambridge Systematics, 4445 Willard Ave., Suite 300, Chevy Chase, MD 20815
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References on TMAs/TDM strategies

Transportation Management Programs - An Institutional Framework for Implementing TDM
http://www.vtpi.org/tdm/tdm42.htm

County of Arlington, VA, http://www.commutepage.com/atp

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FAX COVER SHEET

TO: Chairman Geoffrey Griffis - BZA

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FROM: Cheryl Cort
President
Tel. 301-261-2350

DATE: May 13, 2002

SUBJ: Case No 16868

Total number of pages in this transmission 5

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