GOROVE SLADE
Transportation Planners and Engineers

TECHNICAL MEMORANDUM

To: Donald Malnati — Thomas Jefferson Real Estate LLC

From: Drew Ackermann
Katie Wagner, P.E., PTOE
Erwin Andres, P.E.

Date: April 15, 2021

Subject: 818 Potomac Avenue SE Loading Management Plan and Transportation Demand Management Plan

Introduction

This memorandum presents the Loading Management Plan and Transportation Demand Management (TDM) Plan for the proposed development located at 818 Potomac Avenue SE in Washington, DC. The site is bounded by L Street SE to the north, 9th Street SE to the east, Potomac Avenue SE to the south, and residential and commercial buildings to the west. The Project, as currently approved, includes 49 multifamily residential units, 44 parking spaces in an underground garage, and no off-street loading facilities. The project also proposes 18 long-term bicycle parking spaces in two (2) bike storage rooms, and six (6) short-term bicycle parking spaces on exterior racks. The project contains a total gross floor area of approximately 28,289 square feet.

This memorandum is in support of a Modification of Significance (Order No. 19616) to change the previously approved Project's primary use from multifamily residential to lodging. On January 9, 2018, the Board of Zoning Adjustment approved a 49-unit residential apartment building with underground parking and no off-street loading, which is now substantially complete. The Applicant is now applying to change the principal use of the Project to lodging so that the 49 units may be rented on a short-term (nightly) basis, without changing any of the design, massing, or physical aspects of the Project.

Lodging use for the Project has a loading requirement that does not exist for approved residential use, so the Project was permitted and is being constructed without loading. However, with the use change to lodging, the required loading for the Project is one (1) loading berth since the loading requirement for lodging is based on gross floor area not on a unit basis. Because site constraints prevent such a loading arrangement from being accommodated, the Modification of Significance being sought also requests a special exception from the loading requirements in Subtitle C § 901.1.

The Modification of Significance also requests a special exception from the requirements for showers and changing facilities in non-residential uses in Subtitle C § 806. Although the Project will be non-residential, it will not have any full-time on-site employees, and lodging patrons will have access to showers in their rooms. Therefore, there will be no need or demand for separate showers or changing facilities. Further, construction of the Project is substantially complete. As the Project was originally approved and constructed as residential and thus did not include showers or changing facilities, adding those facilities at this stage of construction would be impractical.

A Loading Management Plan and Transportation Demand Management (TDM) Plan supporting this application are presented below.

Loading Management Plan

In support of the loading relief the project seeks, a Loading Management Plan is proposed as part of the project. The goals of this plan are to maintain a safe environment for all users of the site, loading area, streets, and nearby intersections; minimize undesirable impacts to pedestrians and to building residents; reduce conflicts between truck traffic using the loading facilities

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and other users; and ensure smooth operation of the loading facilities through appropriate levels of management and schedule operations.

Because the Project will no longer have residential move-ins/outs and will not have a restaurant or other gathering space generating food, beverage, or equipment deliveries, a very low level of loading activity is anticipated. Trash is the main anticipated source of loading demand. No off-street loading facilities are proposed, and all loading activities are proposed to occur in curbside areas.

The components of the loading management plan that will be implemented for the life of the project are as follows:

- A loading manager will be designated by the building management who will be on duty during delivery hours. The manager will be responsible for coordinating with vendors and tenants to schedule deliveries and will work with the community and neighbors to resolve any conflicts should they arise.
- Trucks using curbside areas will not be allowed to idle and must follow all District guidelines for heavy vehicle operation including but not limited to DCMR 20 – Chapter 9, Section 900 (Engine Idling), the goDCgo Motorcoach Operators Guide, and the primary access routes shown on the DDOT Truck and Bus Route Map (godcgo.com/freight).
- The loading manager will be responsible for disseminating suggested truck routing maps to the building's tenants and to drivers from delivery services that frequently visit the development as well as notifying all drivers of any access or egress restrictions. The loading manager will also distribute flyer materials, such as the MWCOG Turn Your Engine Off brochure, to drivers as needed to encourage compliance with idling laws. The loading manager will also post these materials and other relevant notices in a prominent location.
- Trash pickup will occur in the curbside area along L Street SE, which is closest to the trash room. Property management personnel will bring the trash receptacles out to the trash vehicle and return them to the trash room after the trash has been picked up.

Transportation Demand Management

Transportation Demand Management (TDM) is the application of policies and strategies used to reduce travel demand or to redistribute demand to other times or spaces. TDM elements typically focus 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.

The TDM plan for the proposed project is based on DDOT expectations for TDM programs for developments of this type and size. The proposed TDM plan also accounts for there being no full-time on-site employees for the Project. As such, the applicant proposes the following TDM measures:

- Unbundle the cost of parking from the cost to lease the building and only hourly, daily, or weekly rates will be charged. Free parking, validation, or discounted rates will not be offered.
- Identify Transportation Coordinators for the planning, construction, and operations phases of development. The Transportation Coordinators will act as points of contact with DDOT, goDCgo, and Zoning Enforcement. There will be a Transportation Coordinator for each tenant and the entire site. The Transportation Coordinators will act as points of contact with DDOT, goDCgo, and Zoning Enforcement.
- Will provide Transportation Coordinators' contact information to goDCgo, and report TDM activities to goDCgo once per year.
- Transportation Coordinators will develop, distribute, and market various transportation alternatives and options to employees and patrons, including promoting transportation events (i.e., Bike to Work Day, National Walking Day, Car Free Day) on property website and in any internal building newsletters or communications.

- Transportation Coordinators will receive TDM training from goDCgo to learn about the TDM conditions for this project and available options for implementing the TDM Plan.
- Customer-interacting staff will be provided training by goDCgo (either in-person or webinar) to learn of the non-automotive options for traveling to the property.
- Provide guests with goDCgo's Get around Guide by making it available on the property website and in printed format for front office or customer-facing staff.
- Transportation Coordinator will subscribe to goDCgo's hospitality newsletter.
- Will exceed ZR16 short- and long-term bicycle parking requirements. Long-term bicycle parking will be provided free of charge to all employees. Three (3) long-term and one (1) short-term bicycle parking spaces are required by zoning. The project will exceed the bike parking requirements with 18 long-term and six (6) short-term bicycle parking spaces are proposed for the project.
- Long-term bicycle storage rooms will accommodate non-traditional sized bikes including cargo, tandem, and kids bikes.
- Will post "getting here" information in a visible and prominent location on the website with a focus on non-automotive travel modes. Also, links will be provided to goDCgo.com, CommuterConnections.com, transit agencies around the metropolitan area, and instructions for patrons discouraging parking on-street in Residential Permit Parking (RPP) zones.
- Provide comprehensive transportation information and directions on property website, including promoting the use of non-automotive modes of transportation and links to website for goDCgo, Capital Bikeshare, DC Circulator, and the Washington Metropolitan Area Transit Authority (WMATA).
- Provide brochures with information on non-automotive options for traveling to the property available at all times in a visible location in the lobby.