


GOVERNMENT OF THE DISTRICT OF COLUMBIA
DEPARTMENT OF TRANSPORTATION



d. Planning and Sustainability Division

MEMORANDUM

TO: District of Columbia Board of Zoning Adjustment

FROM: Anna Chamberlin
Project Review Manager 

DATE: July 6, 2018

SUBJECT: BZA Case No. 19805 – 3400-3410 Prospect Street NW

APPLICATION

Halcyon Georgetown, LLC (the “Applicant”), pursuant to Title 11 (2016 Zoning Regulations) of the District of Columbia Municipal Regulations (DCMR), Subtitle X, Chapter 9 requests a special exception under the use provisions of Subtitle U § 203.1(n) to permit the operation of a nonprofit organization in a residential building. The site is located in the R-20 zone at 3400-3410 Prospect Street NW (Square 1204, Lot 63).

SUMMARY OF DDOT REVIEW

The District Department of Transportation (DDOT) is committed to achieve an exceptional quality of life in the nation’s capital by encouraging sustainable travel practices, safer streets, and outstanding access to goods and services. The purpose of DDOT’s review is to assess the potential safety and capacity impacts of the proposed action on the District’s transportation network and, as necessary, propose mitigations that are commensurate with the action. After an extensive review of the case materials submitted by the Applicant, DDOT finds:

- The Applicant proposes to continue operating a nonprofit use with 12 employees in an existing historic residential building in Georgetown;
- The site is highly walkable, accessible by multiple bus services including Metrobus and the DC Circulator, and is roughly one (1) mile from the Foggy Bottom and Rosslyn WMATA Metrorail Stations;
- The site has fifteen (15) vehicle parking spaces and no new spaces are proposed with this application because no physical expansion or change in use is proposed on the historic site;
- The Applicant anticipates that it will have 21 fewer annual events than what is currently permitted per BZA Order #18604, however, the events it plans to have will generally be larger in scale (see Table 1);

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- The Applicant will continue to implement parking management strategies to address event needs, which will include valet operations, agreements with off-site garages, and shuttle service;
 - Vehicles are not permitted to park adjacent to the site on 34th Street NW. To accommodate valet parking on Prospect Street NW, the Applicant will need to apply for temporary reserved parking signage online (<https://tops.ddot.dc.gov>), at the District's permit office, or at any Metropolitan Police Department Station;
 - The Applicant will be able to fit four (4) cars on Prospect Street NW fronting the site, and one (1) car in front of its own driveway, allowing for valet operations with queues up to five (5) cars lengths;
 - For events anticipating over 200 guests, the Applicant will provide additional shuttle service between off-site lots, secured by the valet operator, and the site. This will support individuals who prefer to park their own vehicles;
 - Because the temporary reserved parking signage restrictions are valid for up to 16 hours, trucks may use this space for loading purposes prior to and after an event;
 - The site also contains a turntable that allows for front-in, front-out vehicle and delivery truck movements at the existing curb cut on 34th Street NW, which is internal to the site's garage (see figure 2 below); and
 - A driveway for a townhome unit, which actually shares the tax lot with the Halcyon House, provides one (1) vehicle parking space for the loading needs of smaller van-sized delivery vehicles. Vans and other standard passenger vehicles accessing the driveway must either back-in or back-out of the space.
- The Applicant proposes to implement a robust Transportation Demand Management (TDM) plan that primarily addresses event needs; and
- The Applicant proposes to provide DDOT with annual performance monitoring reports:
 - Performance monitoring reports were a condition of BZA Order #18604, however, to date DDOT has not received any of the required annual reports. Timely reporting is the responsibility of the Applicant; and
 - The Applicant has proposed two (2) performance monitoring goals, which DDOT finds adequate to track the Applicant's operations:
 - a five (5) car queue lengths during valet operations
 - a parking demand ratio of 0.5 off-street valet parking spaces occupied per event guest

RECOMMENDATION

DDOT has reviewed the Applicant's special exception request. On non-event days, the proposed action may lead to a minor increase in vehicular, transit, pedestrian, and bicycle trips. In addition, the project has the potential to generate minor impacts to on-street parking conditions in the immediate area. The traffic and parking impacts of the proposed action are anticipated to increase on event days. Despite these potential impacts, and because the Applicant is pursuing parking management strategies, DDOT has no objection to the approval of the requested special exception with the following conditions:

- Implement the TDM plan discussed in the June 15, 2018 Comprehensive Transportation Report (CTR) study, as refined by DDOT below:

- Obtain temporary reserved parking signage from DDOT to accommodate valet parking and loading needs for events anticipated to generate 100 or more guests. As on-street parking is not permitted on 34th Street NW, temporary reserved parking signage should be placed adjacent to the site on Prospect Street NW;
 - For any event with more than 100 guests, direct guests to use taxis, rideshare, and/or valet parking with loading and unloading on Prospect Street NW;
 - For events with more than 200 guests, provide shuttle and/or van service between the site and reserved off-site parking lots; and
 - Coordinate with other properties in the vicinity to avoid scheduling large events on the same dates, including Georgetown University, the operator of 3425 Prospect Street NW, and others as necessary;
- Provide no fewer than three (3) consecutive years of annual performance monitoring reports to DDOT's Planning and Sustainability Division to assess the Applicant's proposed parking management strategies. The reports should collect data during at least two (2) events per year anticipated to generate over 200 guests:
 - Report the queue length of the valet area. The Applicant's reports should state whether or not, *at any time during each studied event*, the queue length of the valet parking area exceeds the Applicant's proposed goal of five (5) cars. The Applicant should not report average queue length across events as this may conceal inadequate valet management;
 - Report the events' vehicle parking demand, as measured by a ratio of off-street valet spaces occupied per event guest. The Applicant's reports should indicate, for each event, whether or not the vehicle parking demand exceeds 0.5 spaces occupied per guest;
 - The first report should be provided one (1) year following BZA approval and should be provided on the same date thereafter in following years;
 - In the event the Applicant can show that it has met its goals for three (3) consecutive years, it should no longer be required to submit monitoring reports; and
 - In the event the Applicant does not meet one (1) or both of its goals across two (2) consecutive years, it should be required to coordinate with DDOT on more intense and effective TDM strategies.

TRANSPORTATION ANALYSIS

Vehicle Parking

Because the site is neither changing its existing use nor being physically altered, no additional vehicle parking is required. The site currently provides approximately 15 off-street vehicle parking spaces to the rear of the building accessible via a driveway on 34th Street NW. A vehicle turntable at this location spins cars and smaller trucks around to accommodate front-in, front-out movements so trucks have better visibility when pulling over the sidewalk on 34th Street NW. One (1) additional vehicle parking space is available via a driveway to an existing on-site townhome unit fronting Prospect Street NW. Due to the width of the parking space and drive aisle, vehicles must make reverse movements over the sidewalk, which is not ideal, however, no changes can be made at this location to allow for front-in, front-out maneuvers due to site constraints.

The site is currently staffed by 12 employees during the week, who park to the rear of the property. The site also hosts fellows and residents, but these individuals are not permitted to park on-site. On event

days, DDOT anticipates that parking demand within the vicinity of the site will increase. The Applicant currently contracts with Atlantic Valet Service to provide complimentary service during its larger events and proposes to continue this operation. The contracted valets are responsible for securing the off-site parking and typically park vehicles at the Colonial Parking lot (3214 Prospect Street NW) and the PMI Parking lot (3333 M Street NW). DDOT notes that, while the total number of events anticipated for the site is decreasing with this proposal, the remaining events are anticipated to be generally larger. Table 1 summarizes the Applicant's proposed events program against the events permitted per the previous BZA order.

Event Type	Order #18604		Renewal of Order #18604	
	# of Guests	Max # of Events	# of Guests	Max # of Events
Residency Programs				
Intl. Institute for Global Resilience Research Program	8	1	N/A	N/A
Halcyon Incubator (Residential)	1-4	4 Projects	1-2 per Cohort Project	8 Ventures per Cohort
Halcyon Summer Incubator (2 weeks)	N/A	N/A	1-2 per Cohort	6 Ventures
Events				
Intl. Institute for Global Resilience	1-20 21-50	24 16	N/A	N/A
Halcyon House Events (including incubator pitches and showcases, panel discussions, concerts, other seminars, and events pursuant to Halcyon's missions, and three civic/fundraising events)	1-50 51-100 101-200 201-300	12 12 8 3	1-50 51-100 101-200 201-300	12 14 24 4
Total (excluding Incubator Residency Programs)		75		54

Table 1 – Existing and Proposed Program of Events (Source: Applicant's CTR, Table 1, dated June 15, 2018)

As part of its previous BZA order, the operators of Halcyon House were required to provide DDOT annual monitoring reports detailing the number of event guests, valet queues, capacity and usage of off-site parking facilities during events, and the total number of valet staff operating the valet stand, and the number of cars parked by valet. While DDOT has not received these as required, the Applicant has tracked the measures internally. Table 2 provides historical valet data. Use of the valet has decreased over time, which may be attributable to the increase in popularity of ride-hailing companies such as Uber and Lyft. While these services reduce the workload for valet attendees and the occupancy of contracted lots, they maintain the same demand on the curbside as standard valet service.

Year	Guests	Number of Events	Average Number of Vehicles	Maximum Number of Vehicles
2015	51-100	3	20	30
	101-200	5	37	51
2016	51-100	8	15	32
	101-200	12	25	35
2017	51-100	6	17	27
	101-200	14	20	35
2018	51-100	2	10	10
	101-200	4	24	30

Table 2 – Historical Valet Data (Source: Applicant’s CTR, Table 2, dated June 15, 2018)

Curbside Vehicle Parking

The Applicant assessed on-street parking availability and restrictions within roughly two blocks of the site on a typical Friday and Saturday (the days of the week generally anticipated for events). The study area and restriction are shown below in Figure 1. The study found an inventory of roughly 631 vehicle parking spaces.

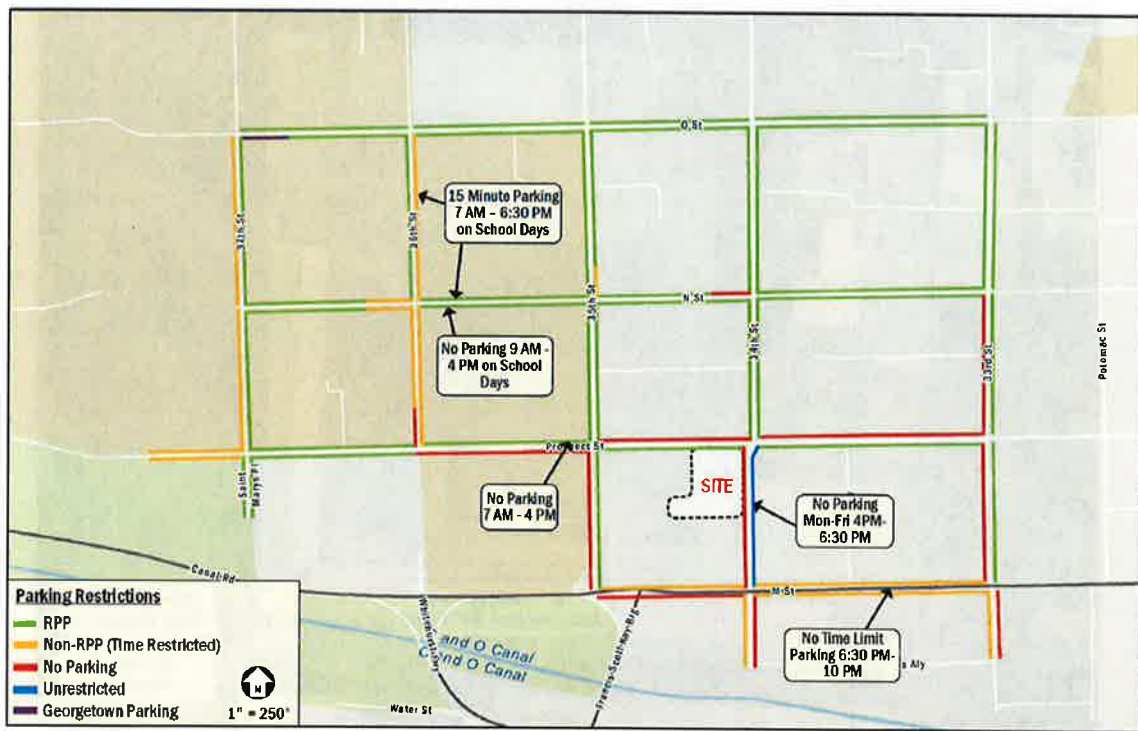


Figure 1 – Parking Restrictions (Source: Applicant’s CTR, Figure 7, dated June 15, 2018)

An occupancy rate of 85 percent is typically considered optimal for on-street parking utilization. This industry benchmark suggests that on-street parking assets are generally being used, but not exceeded to the point where individuals cannot find locations to park. The area shown in Figure 1 was 89 percent and 86 percent occupied at the respective Friday and Saturday peak hours (1:00 PM on Friday, and both 10:00 AM and 11:00 AM on Saturdays). Many of the blocks in the vicinity did exceed 90 percent occupancy during Friday and Saturday’s respective peak hours, however, DDOT anticipates that the

availability of valet operations will continue to provide options to event guests on days when events overlap with peak occupancy.

Loading

The site can accommodate internal loading for vehicles 20 feet or less in length. Such vehicles will travel into the site on 34th Street NW, unload or load goods, and then use the site's existing turntable to rotate for a front-out movement, as shown in figure 2 below.



Figure 2 – Site Diagram (Source: Applicant's CTR, Figure 5, dated June 15, 2018)

All trucks larger than 20 feet in length load curbside. The Applicant plans to obtain temporary reserved parking signage from DDOT for loading and valet needs on event days. The signage will be located adjacent to the site on Prospect Street NW. These signs can be conveniently applied for, paid for, and printed at the District's permit office, any of the seven (7) Metropolitan Police Department stations, or online via <https://tops.ddot.dc.gov>.

Trash collection operations will continue to occur curbside as the site cannot accommodate a full-size trash collection vehicle.

Performance Monitoring

The CTR provides a projection of an action's likely transportation impacts. However, in an urban environment that is rapidly developing and changing, the projections may not provide enough certainty to reveal the true future impacts of an action. A performance monitoring plan provides the framework for increasing the level of certainty concerning expected impacts so that DDOT and the public can have a better idea of expected future travel conditions. A performance monitoring plan establishes defines post-completion evaluation criteria and methodology, and establishes potential remediating measures.

BZA Order #18604 required the Applicant to submit performance monitoring reports to DDOT, however, DDOT has not received any monitoring reports to date. Timely submission is the responsibility of the Applicant. While no reports have been received, the Applicant was able to provide some valet data within its CTR study suggesting valet operations were tracked. DDOT strongly reminds the Applicant that failure to comply with order conditions may result in enforcement action by the Zoning Administrator.

DDOT recommends a more specific performance monitoring plan with goals and outcomes as compared to what was required in BZA Order #18604. The Applicant should be required to track valet operations and vehicle trips for at least two (2) events generating over 200 guests per year. To assess the adequacy of valet operations, the reports will indicate whether or not, at any time, the valet queue on Prospect Street NW exceeds the length of five (5) vehicles. To assess trips and parking demand, the Applicant should report whether or not the trips exceed a ratio of 0.5 off-street vehicle spaces occupied per event guest. In the event the Applicant can demonstrate at least three (3) years of compliance, it should no longer be required to submit a report. If two (2) consecutive years of reporting indicate that the Applicant cannot meet its goals, it will be required to coordinate with DDOT on more intense and effective TDM strategies.

Public Space

DDOT's lack of objection to the requested special exception and variance should not be viewed as an approval of public space elements. If any portion of the project has elements in the public space requiring approval the Applicant is required to pursue a public space permit through DDOT's permitting process. The Applicant may refer to Titles 11, 12A, and 24 of the DCMR and the most recent version of DDOT's Design and Engineering Manual (DEM) for specific controls of public space. A summary can also be found in DDOT's Public Realm Design Manual.

AC:pr

