GOROVE / SLADE

1140 Connecticut Avenue NW
Suite 600
Washington, DC 20036
202.296.8625

## TECHNICAL MEMORANDUM

To: Ted Van Houten DDOT

From: Brandon Zhang, Ph.D.
Katie Wagner, PE, PTOE
Erwin Andres

Date: April 16, 2020

Subject: 3400 Connecticut Avenue BZA Parking Study

## INTRODUCTION

This memorandum presents the findings of a parking study conducted for the 3400 Connecticut Avenue, NW a mixed-use development in support of its Board of Zoning Adjustment (BZA) application (BZA Case Number 20266). The site is bounded by Connecticut Avenue NW to the east, Newark Street NW to the south, retail properties to the north, and residential properties to the west, as shown on Figure 1. The site is planned to be redeveloped with two (2) new buildings: one (1) apartment building and one (1) mixed-use building with retail and townhouse-style units, in addition to the existing "Macklin" building.

The full development plan will include a new apartment building with 31 residential units, a second new building with four (4) new townhouse-style residential units and approximately 2,700 square feet of ground floor retail space, and the removal of an existing surface parking lot. The development will maintain the 17 apartments and ground floor retail at the existing Macklin building. Overall, the project includes a total of 52 residential units and approximately 16,000 square feet of retail. A site plan is provided on Figure 2.

With the removal of the existing parking lot, the entirety of the site will be subject to current 2016 Zoning Regulations (ZR16) with respect to parking. Under these regulations for sites within an NC zone, the residential portion (52 units) requires 16 parking spaces and the retail portion (16,000 square feet) requires 17 spaces. Under ZR16 702.1 (a), this requirement may be reduced by 50% when the site is within 0.5 miles of a Metrorail Station (Cleveland Park station). With this reduction, the site is required to provide eight (8) residential and nine (9) retail spaces for a total of 17 spaces. However, providing the required number of spaces is impractical given the topography of the site and development density. The existing surface parking lot does not meet the screening requirements of the Zoning Regulations. With the removal of the existing surface parking lot, the existing curb cut will be closed and replaced as a public plaza. Residents and customers will be able to use the multimodal options serving the site as it is well served by the Metrorail Red line, Metrobus lines, carshare, and bikeshare. The Cleveland Park Metrorail station is within a three-minute walk from the site. The availability of parking in the area near the site would accommodate the minimal number of visitors expected to arrive by car. As such, the Applicant is seeking special exception relief from the amount of parking required in the NC-3 zone.

A parking study was conducted to inventory on-street parking within a two-block radius of the site and to evaluate existing on-street parking demand. The study was conducted on a typical Thursday and Saturday. Based on a review of the parking demands of the neighborhood, the following conclusions were made regarding the 3400 Connecticut Avenue development:

- The project is expected to generate a minimal parking demand. A robust Transportation Demand Management (TDM) plan is proposed to further reduce the demand of single-occupancy vehicles on-site.
- A Loading Management Plan (LMP) is proposed to efficiently manage residential move-ins and curbside retail loading along Connecticut Avenue.
- The observed demand for the on-street parking spaces does not exceed the available supply during any of the hours analyzed.
- The observed supply of on-street parking options will adequately serve the project on a typical Thursday and Saturday given the minimal expected parking needs.
- At any time during a typical Thursday or Saturday, a supply of at least **519** parking spaces exists within two (2) blocks of the subject site.
- During the peak period on a typical Thursday, there were **nine (9)** spaces unoccupied within two (2) blocks of the subject site.


**Figure 1: Site Location**

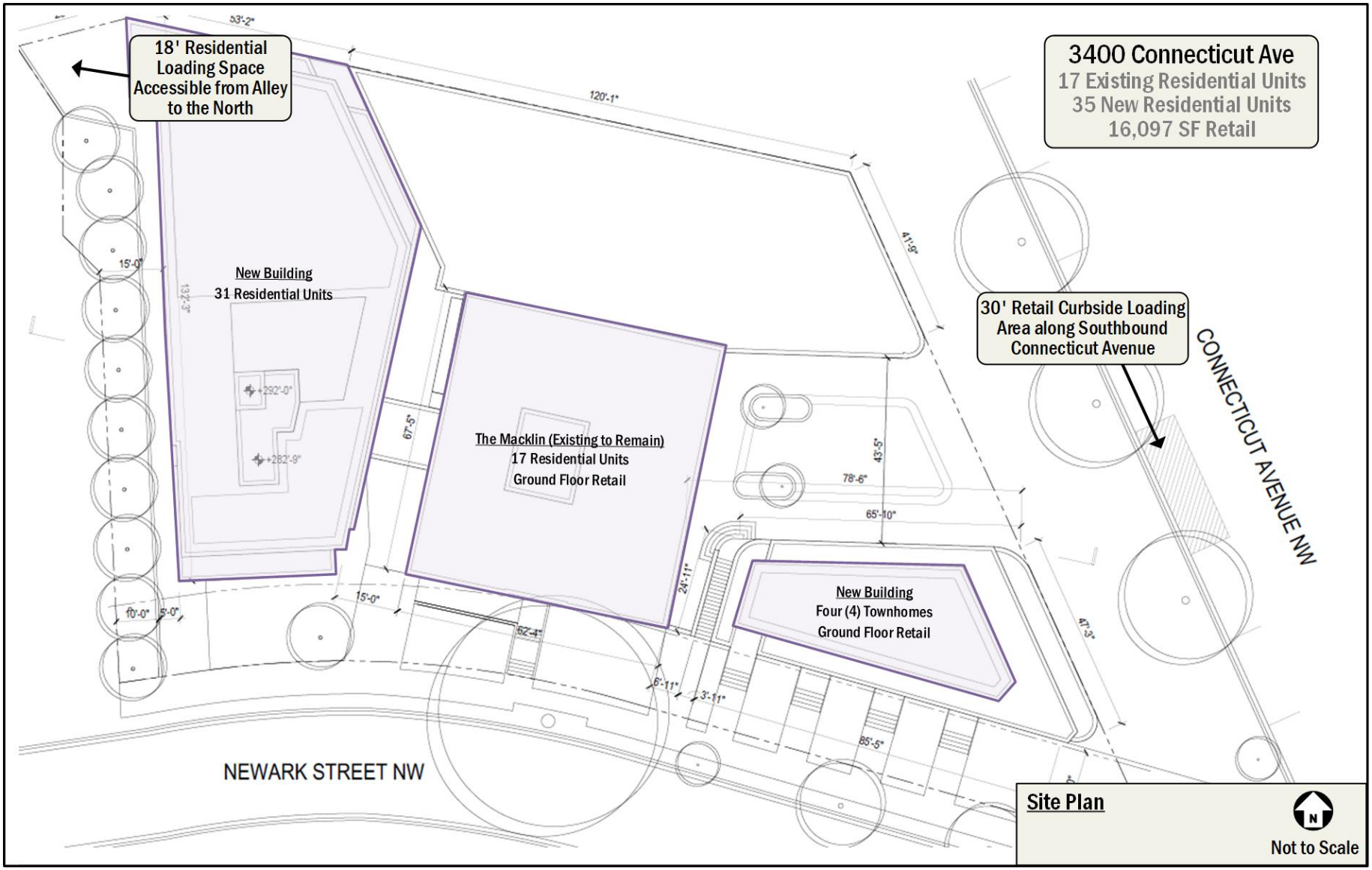


**Figure 2: 3400 Connecticut Avenue Site Plan**

## *Parking*

The development will not provide on-site parking. Given the site's proximity to the Cleveland Park Metro Station, the walkability of the Cleveland Park neighborhood, and the robust Transportation Demand Management (TDM) strategies proposed by the development, the project is not anticipated to generate a large amount of vehicular activity. Additionally, the development will prohibit residents at the property from participating in the Residential Parking Permit (RPP) program, further reducing the reliance of vehicular traffic to and from the development. Given the proximity to transit, nearby retail, TDM, and RPP restriction, the project is expected to generate a minimal parking demand.

This study was prepared to evaluate the availability of on-street parking spaces on a typical weekday and Saturday to accommodate the minimal parking generated by the proposed development. The site and its immediate vicinity sit within Zone 3 of the DC parking zone map. Parking occupancy counts were conducted on Saturday, December 14, 2019 and Thursday, December 19, 2019. The parking occupancy study consisted of hourly sweeps of nearby streets within a two-block radius of the site location between the hours of 11:00 AM and 2:00 PM on Saturday, the 14th and between 6:30 AM and 9:30 AM and between 4:00 PM and 10:00 PM on Thursday, the 19th. The parking study area is shown on Figure 3. The times were selected to reflect times where a majority of residents will be on-site and the demand for nearby retail options will be high. The results of the study indicate that demand for the on-street parking spaces does not exceed the available supply during any of the hours analyzed. It should be noted the counts were collected during a peak time of year near the holidays which likely inflated the parking numbers due to the close proximity of the study area to Zoolights which occurred during this time and is only a 7-minute walk to the south.

A total of 545 spaces were inventoried in the study area. Parking restrictions by block are shown on Figure 4. As seen in the figure, a majority (399 or 73%) of the spaces inventoried are RPP-restricted, allowing two-hour parking for vehicles that do not have a Zone 3 residential parking permit. The north side of Newark Street adjacent to the site does not allow on-street parking. The sections of Connecticut Avenue NW (including a service road) adjacent to and north of the site allow two-hour paid parking Mondays through Fridays between 9:30 AM and 4:00 PM, and Saturdays between 7:00 AM and 6:30 PM, while residents have free access to these parking spaces during other time periods. There are some unrestricted parking spaces located along Porter Street two (2) blocks north of the site.

As shown in Figure 5, the highest demand and utilization of spaces observed in the Thursday parking sweep was during the 8:00 PM hour, where 534 (98%) of the 543 available parking spaces were occupied. As shown in Figure 6, the highest demand and utilization of spaces observed in the Saturday parking sweep was during the 12:00 PM hour, where 464 (85%) of the 545 available spaces were occupied. In general, parking demand on Thursday between 7:00 and 9:00 PM coincides with the dinner and retail rush at businesses along Connecticut Avenue while parking demand on Saturday was consistent between the hours analyzed. It should be noted that counts were performed during the holiday season, which may inflate parking occupancy due to:

- Holiday retail shopping
- Holiday dining
- Parking for the National Zoo and the annual Zoolight Event, located approximately 0.3 miles south of the site

Based on the occupancy data and the high demand season when the data was taken, the study area will have some ability to accommodate any on-street parking demand that the proposed development may generate. Althongh the project is expected to generate minimal parking demand, a robust Transportation Demand Management (TDM) plan has been proposed to further promote the reduction of single-occupancy vehicles generated by the residential and retail portions of development.


**Figure 3: Parking Study Area**

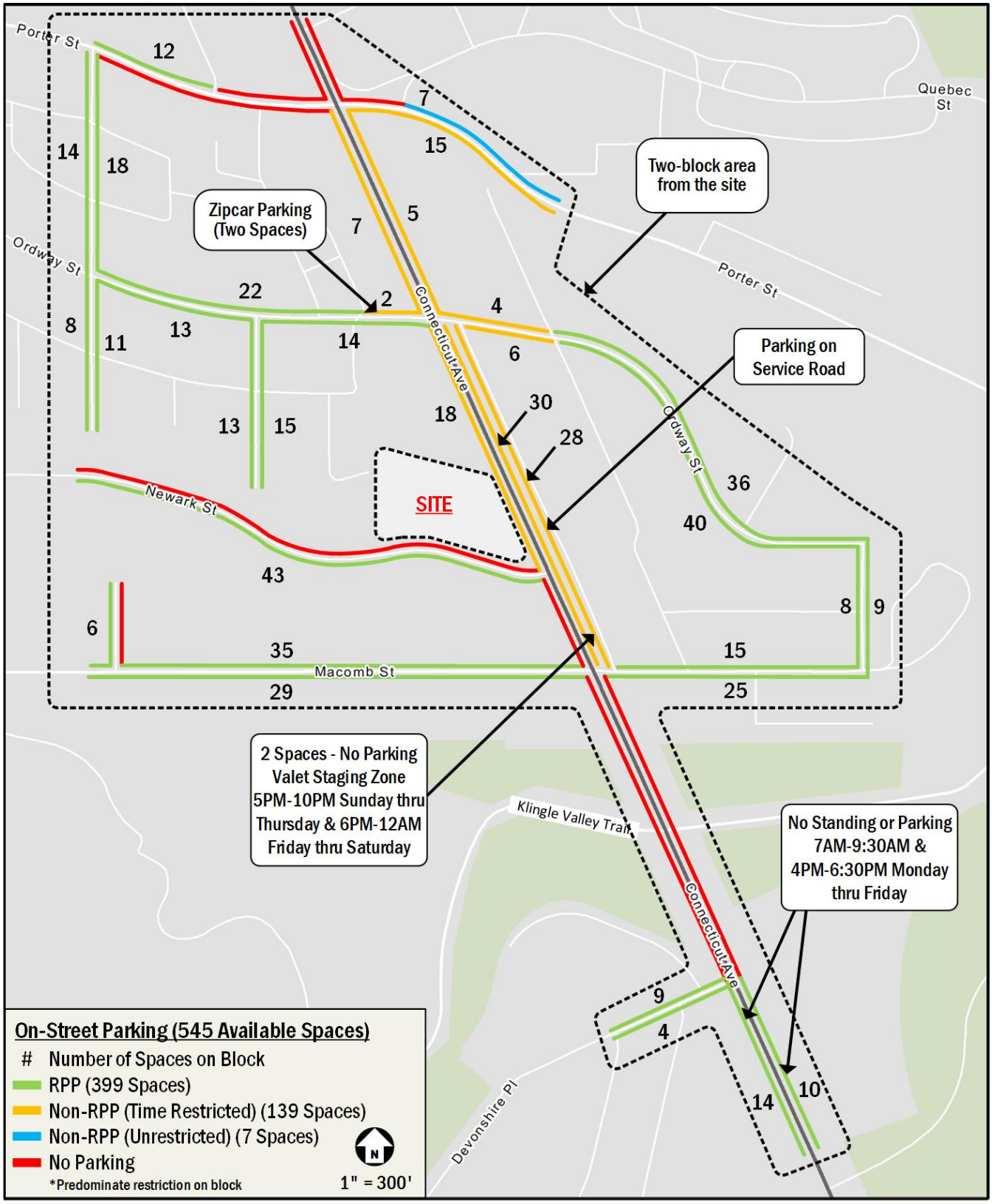


**Figure 4: Parking Restrictions by Block Face**

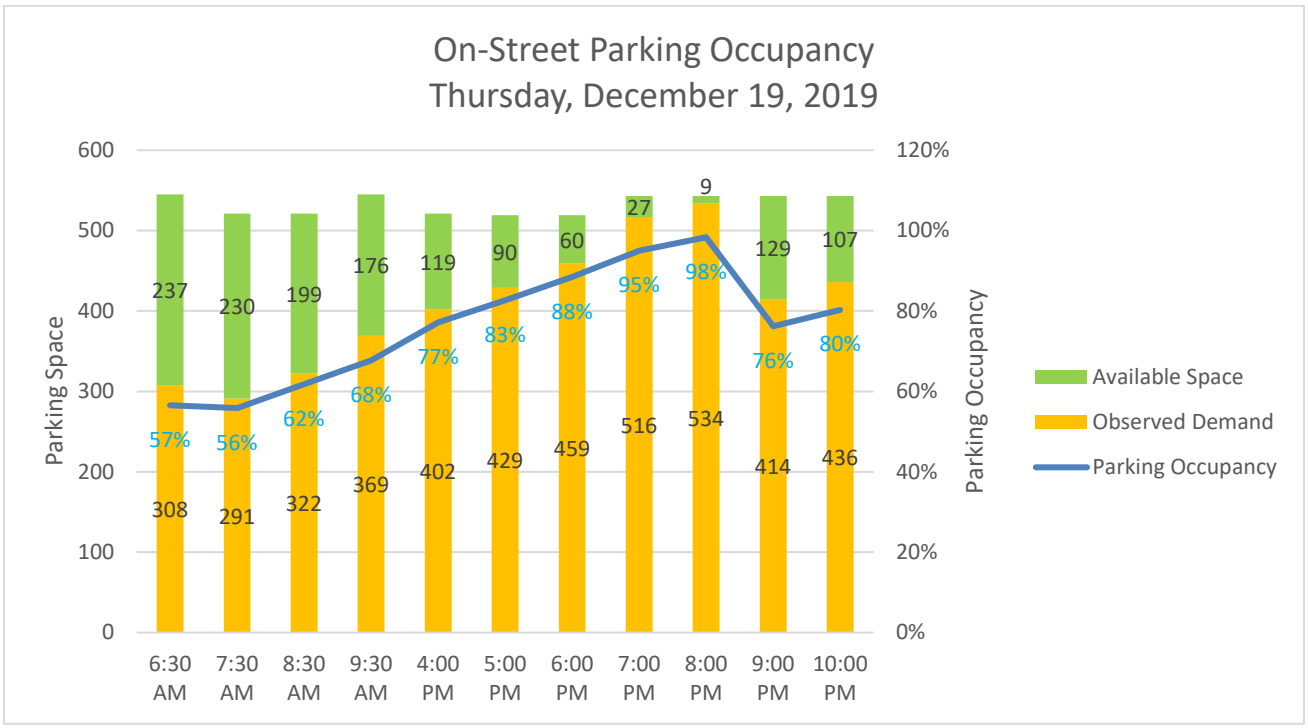


**Figure 5: On-Street Parking Occupancy, Thursday, December 19, 2019**

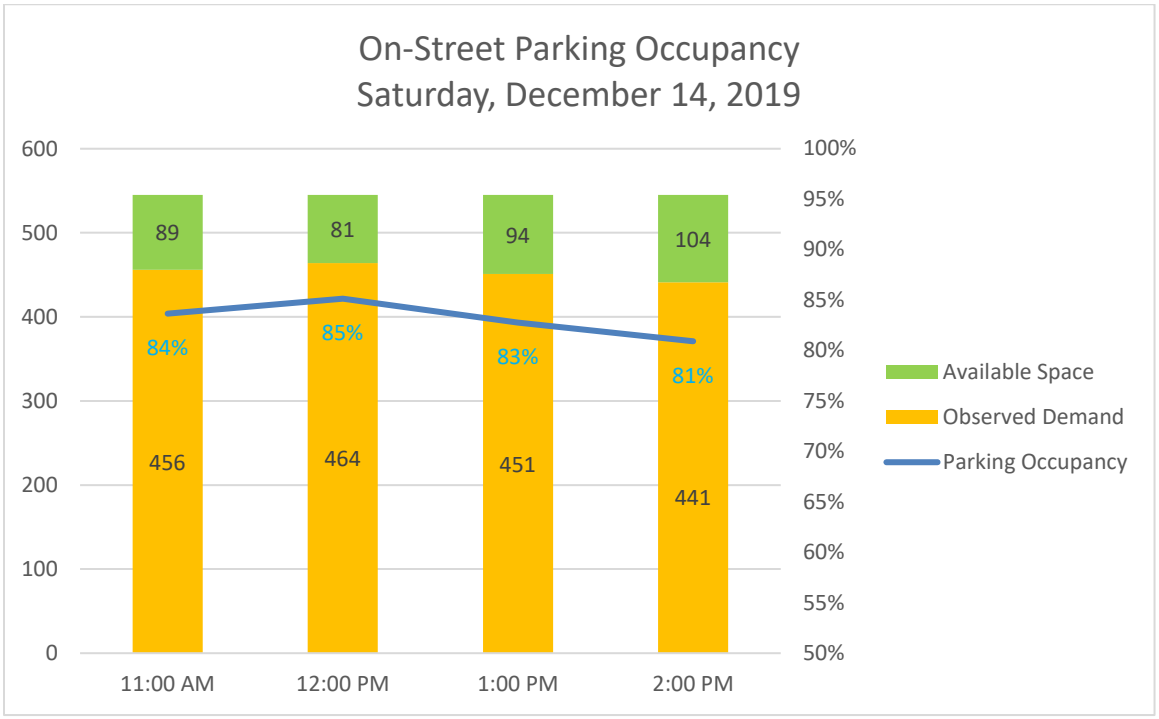


**Figure 6: On-Street Parking Occupancy, Saturday, December 14, 2019**

The peak period utilization occupancy by block is shown on Table 1 and Figure 7 for Thursday, December 19, 2019 (8:00 PM). Figure 8 and Table 2 show the peak period utilization occupancy by block for Saturday, December 14, 2019 (12:00 PM).

During the Thursday peak period, areas of higher occupancy levels occurred along Connecticut Avenue, and most of the streets in the residential areas, including Ordway, Newark, Macomb, 27th, 29th, and 30th Streets, NW. All RPP parking spaces restrict non-residents to a two-hour limit from 7:00 AM to 8:30 PM Monday through Friday, and the pay-to-park spaces restrict a two-hour limit from 9:30 AM to 4:00 PM Monday through Friday. Therefore, during portions of the 8:00 PM sweep, these areas are no longer restricted by the time limit. Figure 5 shows that the parking occupancy decreases after 9:00 PM, likely due to customers leaving the retailers and restaurants around the site.

During the Saturday peak period, occupancies maintain an average of 81-85% in terms of all street parking blocks. RPP parking spaces have no restriction on Saturdays, while the pay-to-park spaces along Connecticut Avenue still restrict a two-hour limit from 7:00 AM to 6:30 PM on Saturdays.

As noted on

Table **3**, the peak period on Saturday generally showed parking occupancies ranging from 83% for restricted types of spaces, to 86% for unrestricted spaces. On Saturdays, RPP time restrictions are lifted, allowing for an additional 399 spaces to become unrestricted.

**Table 1: Peak Parking Occupancy, Thursday, December 19, 2019**

| | AM | | | | PM | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 6:30 | 7:30* | 8:30* | 9:30 | 4:00* | 5:00*^ | 6:00*^ | 7:00^ | 8:00^ | 9:00^ | 10:00^ |
| Occupancy | 308 | 291 | 322 | 369 | 402 | 429 | 459 | 516 | 534 | 414 | 436 |
| Total Spaces | 545 | 521 | 521 | 545 | 521 | 519 | 519 | 543 | 543 | 543 | 543 |
| Available Spaces | 237 | 230 | 199 | 176 | 119 | 90 | 60 | 27 | 9 | 129 | 107 |
| Utilization | 57% | 56% | 62% | 68% | 77% | 83% | 88% | 95% | 98% | 76% | 80% |

***Peak-period restrictions along Connecticut Avenue in effect during these periods.**
**^Valet staging restrictions for two (2) spaces on the Service Road in effect during these periods.**

**Table 2: Peak Parking Occupancy, Saturday, December 14, 2019**

| | AM | | PM | |
|---|---|---|---|---|
| | 11:00 | 12:00 | 1:00 | 2:00 |
| Occupancy | 456 | 464 | 451 | 441 |
| Total Spaces | 545 | 545 | 545 | 545 |
| Available Spaces | 89 | 81 | 94 | 104 |
| Utilization | 84% | 85% | 83% | 81% |

**Table 3: Peak Period Inventory and Occupancy Summary**

| Space Type | Thursday, December 19: Peak Period (8:00 PM) | | | | Saturday, December 14: Peak Period (12:00 PM) | | | |
|---|---|---|---|---|---|---|---|---|
| | Spaces | Occupied | Utilized | Available | Spaces | Occupied | Utilized | Available |
| RPP* | 399 | 399 | 100% | 0 | -- | -- | -- | -- |
| Non-RPP (Time-Restricted) | 137 | 126 | 92% | 11 | 139 | 116 | 83% | 23 |
| Unrestricted | 7 | 6 | 86% | 1 | 406 | 348 | 86% | 58 |
| Illegal Spaces | -- | 3 | -- | -- | -- | -- | -- | -- |
| **All On-Street Spaces** | **543** | **534** | **98%** | **12** | **545** | **464** | **85%** | **81** |

***RPP restrictions are not in effect on Saturdays**

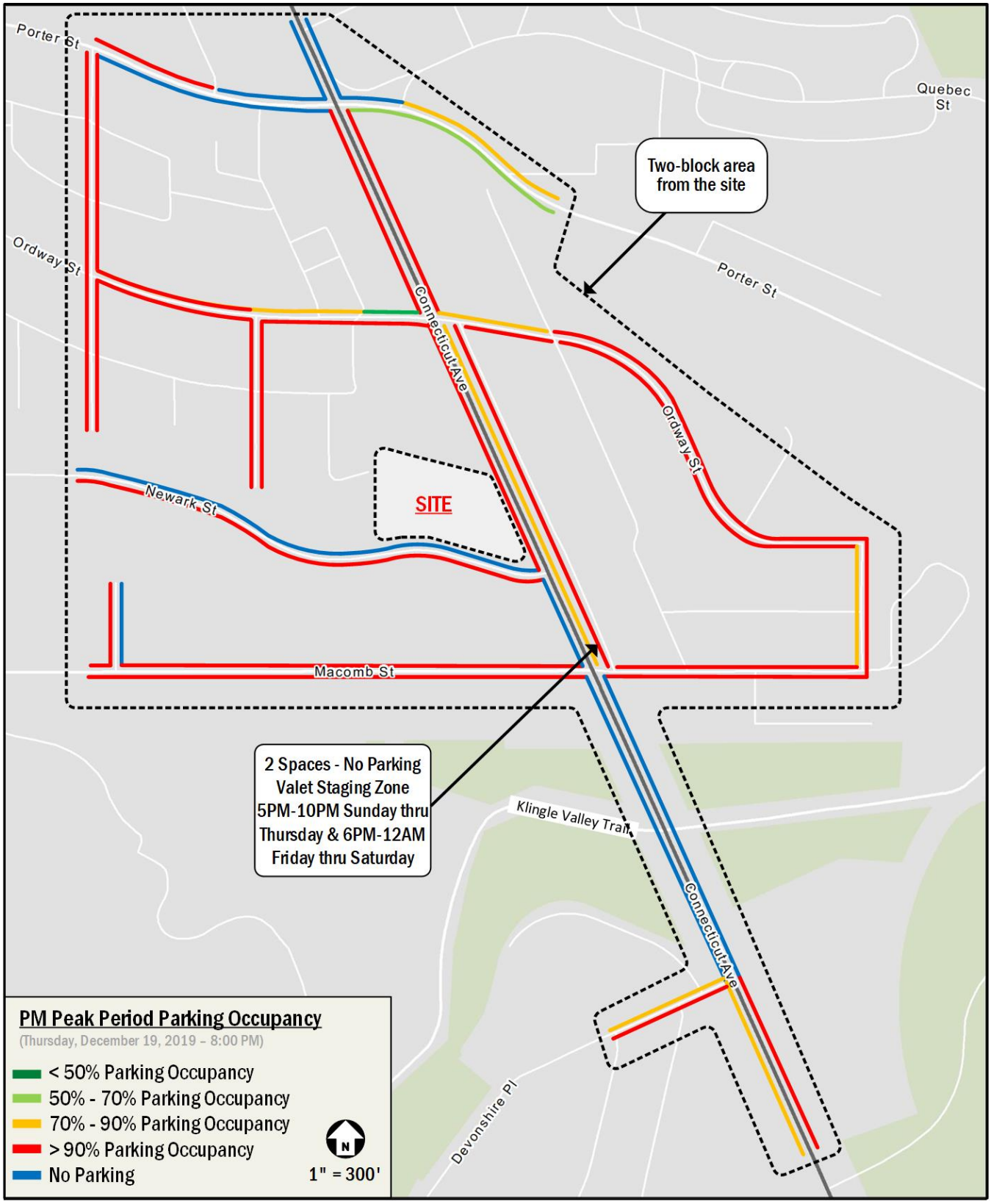


**Figure 7: Peak Period Street Parking Occupancy (Thursday, December 19, 2019, 8:00 PM)**

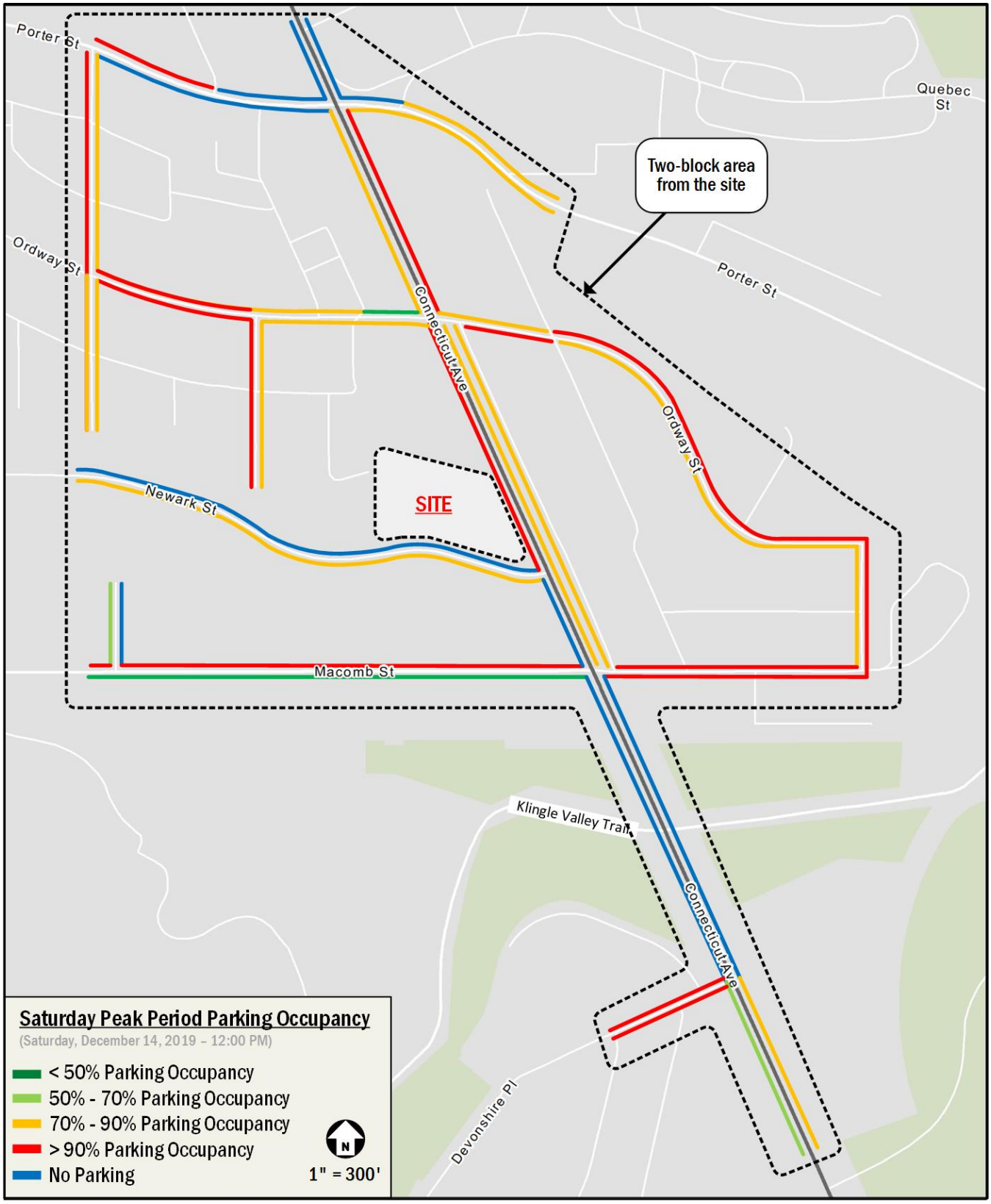


**Figure 8: Peak Period Street Parking Occupancy (Saturday, December 14, 2019, 12:00 PM)**

## *Loading Management Plan (LMP)*

Per ZR16 Subtitle C § 901.1, the addition of 35 new apartment units and 2,700 SF of new retail will not trigger the requirement for providing loading facilities. To accommodate loading for the proposed development and adjacent retail uses, 30' retail loading zone is proposed along the eastern edge of the site on Connecticut Avenue NW. In addition, a residential loading area is planned at the northwest corner of the site. The residential loading area has been designed to accommodate head-in/head-out truck movements per DDOT standards using the public alley. Loading and service vehicles will access and exit the residential loading area from an expanded public alley north of site to access Connecticut Avenue NW. Loading activities for retails, except trash pickup, are proposed to take place curbside during non-peak periods along Connecticut Avenue NW. Trash pick-up will take place in its current location along Newark Street

While the project satisfies ZR16 requirements and is not seeking zoning relief, a loading management plan has been proposed for the development. The goals of this plan are to maintain a safe environment for all users of the site, loading dock, streets, and nearby intersections; minimize undesirable impacts to pedestrians and to building tenants; reduce conflicts between truck traffic using the loading facilities and other street users; and ensure smooth operation of the loading facilities through appropriate levels of management and scheduled operations. 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 loading 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.
- A lease provision will require all tenants to use only the loading area for all deliveries and move-in and move-out activities.
- All tenants will be required to schedule deliveries that utilize the loading area (any loading operation conducted using a truck 20-feet in length or larger).
- The loading manager will schedule deliveries using the berth such that the dock's capacity is not exceeded. In the event that an unscheduled delivery vehicle arrives while the dock is full, that driver will be directed to return at a later time when a berth will be available so as to not compromise safety or impede Connecticut Avenue NW or the public alley's functionality.
- The loading manager will schedule residential loading activities so as not to conflict with retail deliveries. All residential loading will need to be scheduled with the loading manager and it is anticipated that residential loading will take place primarily during afternoons/evenings, when the retail loading activity is minimal.
- The loading manager will monitor inbound and outbound truck maneuvers and will ensure that trucks accessing the loading area do not block vehicular, bike, or pedestrian traffic along Connecticut Avenue NW except during those times when a truck is actively entering or exiting a loading berth.
- Service vehicle/truck traffic interfacing with Connecticut Avenue NW traffic will be monitored during peak periods and management measures will be taken if necessary, to reduce conflicts between truck and vehicular movements.
- Residential and retail trash pickup will occur outside of the peak hours at the residential loading area accessible from the commercial loading zone on Connecticut Avenue NW.

- The loading manager will monitor the timing of the retail and/or residential deliveries to see if any adjustments need to be made to ensure any conflicts with the retail loading and residential loading activities are minimized.
- Trucks using the loading 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 utilize the development's loading areas as well as notifying all drivers of any access or egress restrictions (ex. No left turn onto Connecticut Avenue NW). 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 within the loading area.

## *Transportation Demand Management (TDM) Plan*

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 3400 Connecticut Avenue, NW BZA development is based on DDOT expectations for TDM programs for developments of this type and size. As such, the Applicant proposes the following TDM measures for the project:

- Identify Transportation Coordinator for the development. The Transportation Coordinator will act as point of contact with DDOT, goDCgo, and Zoning Enforcement.
- Will provide Transportation Coordinator contact information to goDCgo and coordinate with goDCgo.
- Transportation Coordinators will develop, distribute, and market various transportation alternatives and options to the residents, employees, and customers, 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.
- 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 customers discouraging parking on-street in Residential Permit Parking (RPP) zones.
- Provide residents and employees who wish to carpool with detailed carpooling information and will be referred to other carpool matching services sponsored by the Metropolitan Washington Council of Governments (MWCOG) or other comparable service if MWCOG does not offer this in the future.
- Transportation Coordinator will subscribe to goDCgo's residential newsletter.
- Post all TDM commitments on website, publicize availability, and allow the public to see what commitments have been promised.

- Will exceed ZR16 short- and long-term bicycle parking requirements with eight (8) short-term spaces and 16 long-term spaces. Long-term bicycle space will be provided free of charge to residents.
- Long-term bicycle storage rooms will accommodate non-traditional sized bikes including cargo, tandem, and kids bikes.
- Will provide a bicycle repair station in the long-term bicycle parking storage room.
- Will identify nearby parking lot/garage facilities that can provide additional parking for guests, customers, and employees.
- Will provide two (2) Capital Bikeshare expansion plates (8 docks) for the adjacent station, which requires 20 additional linear feet. The larger Bikeshare station will be shown in permitting plans that the Applicant submits for permitting. The Applicant will pay for the expansion to the existing station and pay to have the Bikeshare station removed and relocated during construction.
- Transportation Coordinator will demonstrate to goDCgo that tenants with 20 or more employees are in compliance with DC Commuter Benefits Law and participate in one of the three transportation benefits outlined in the law (employee-paid tax benefit, employer-paid direct benefit, or shuttle service), as well as any other commuter benefits relate laws that may be implemented in the future.
- Will participate in Capital Bikeshare corporate at the Gold Level and offer free annual memberships to employees at the site for the first five (5) years of building occupancy.

### *Specific to Residential Use*

- Provide welcome packets to all new residents that should, at a minimum, include the Metrorail pocket guide, brochures of local bus lines (Circulator and Metrobus), carpool and vanpool information, CaBi coupon or rack card, Guaranteed Ride Home (GRH) brochure, and the most recent DC Bike Map. Brochures can be ordered from DDOT's goDCgo program by emailing info@godcgo.com.
- Install a Transportation Information Center Display (electronic screen) within the lobby containing information related to local transportation alternatives. At a minimum the display will include information about nearby Metrorail stations and schedules, Metrobus stops and schedules, carsharing locations, and nearby Capital Bikeshare locations indicating the availability of bicycles.
- Will prohibit residents at the property from participating in the Residential Parking Permit (RPP) program.
- Will offer a free annual Capital Bikeshare membership to every resident during the first five (5) years of building occupancy

## ***Conclusions***

This memorandum presents the findings of a parking study conducted for the 3400 Connecticut Avenue, NW development. The following conclusions were made:

- The project is expected to generate a minimal parking demand. A robust Transportation Demand Management (TDM) plan is proposed to further reduce the demand of single-occupancy vehicles on-site.

- A Loading Management Plan (LMP) is proposed to efficiently manage residential move-ins and curbside retail loading along Connecticut Avenue.
- The observed demand for the on-street parking spaces does not exceed the available supply during any of the hours analyzed.
- The observed supply of on-street parking options will adequately serve the project on a typical Thursday and Saturday.
- At any time during a typical Thursday or Saturday, a supply of at least **519** parking spaces exists within two (2) blocks of the subject site.
- During the peak period on a typical Thursday, there were **nine (9)** spaces unoccupied within two (2) blocks of the subject site.