

# Government of the District of Columbia

## Department of Transportation



### d. Planning and Sustainability Division

#### MEMORANDUM

**TO:** Sara Bardin  
Director, Office of Zoning

**FROM:** Anna Chamberlin, AICP  
Associate Director

**DATE:** July 8, 2022

**SUBJECT:** ZC Case No. 21-26 – 301 Florida Avenue NE

---

#### PROJECT SUMMARY

NRP Properties, LLC (the “Applicant”) seeks approval of a Consolidated PUD and Related Map Amendment from PDR-1 to MU-30 for the construction of a mixed-use project. The subject property is located at 301 Florida Avenue NE SE (Square 772-N, Lot 3) and bounded by N Street NE to the south, Florida Avenue to the north, and 3<sup>rd</sup> Street NE to the west. The existing site consists of unimproved land with a surface parking lot.

The Applicant proposes to construct a 12-story 120-foot building with a two-level penthouse and provide 115 all-affordable residential units and 2,873 SF ground-floor retail. Relief from both vehicle parking and loading berth requirements are requested with this application.

#### 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. As one means to achieve this vision, DDOT works through the zoning process to ensure that impacts from new developments are manageable within and take advantage of the District’s multimodal transportation network.

The purpose of DDOT’s review is to assess the potential impacts of the proposed map amendment on the District’s transportation network. After review of the case materials submitted by the Applicant, DDOT finds:

- The property currently has four (4) existing curb cuts and driveway. DDOT concurs with the proposal that all curb cuts will be closed and all loading, trash, and vehicle access will have a designated loading zone. The proposed Loading Management Plan (LMP) is appropriate for the proposed curbside loading operations;

- The project is not proposing any vehicle parking spaces. DDOT concurs since the site is less than 1/8 mile from a Metrorail Station and providing little or no parking is consistent with DDOT's approach to encouraging transit usage, allowing for non-automobile ownership lifestyles, and minimizing traffic congestion in the District;
- The additional person- and vehicle-trips generated by the site are expected to have a minimal impact on the transportation network. As such, a traffic impact analysis (TIA) was not required as part of the CTR study;
- DDOT strongly supports the proposal to exceed the zoning minimums for long- and short-term bicycle parking. DDOT also concurs with the proposed TDM Plan to further minimize impacts to the transportation network and encourage usage of non-auto modes; and
- With a TDM Plan and LMP in place, DDOT is supportive of the relief requested from vehicle parking and loading requirements. Given the irregular shape and small size of the site, and that the lack of a curb cut for a loading berth would preserve an uninterrupted streetscape around the building and prevent backing of trucks through sidewalk space, DDOT generally supports the on-street loading scheme subject to potential refinement during permitting.

## **RECOMMENDATION**

DDOT has no objection to the approval of this Consolidated PUD and Related Map Amendment application with the following conditions included in the Final Zoning Order:

- The Applicant will implement the Transportation Demand Management (TDM) plan as proposed in Exhibit 21A, June 3, 2022 Comprehensive Transportation Review (Attachment 1), for the life of the project, unless otherwise noted.
- The Applicant will implement the Loading Management Plan (LMP) as proposed in Exhibit 21A, June 3, 2022, Comprehensive Transportation Review (Attachment 2), for the life of the project, unless otherwise noted.
  - DDOT understands the Applicant and ANC have had discussions about adding another provision to the LMP that would restrict the size of trucks serving the site to 50 feet or smaller. DDOT does not object to the inclusion of this strategy in the LMP.

## **CONTINUED COORDINATION**

The Applicant it is expected to continue to work with DDOT on the following matters outside of the zoning process:

- Public space, including curb and gutter, street trees and landscaping, streetlights, sidewalks, curb ramps, and other features within the public rights of way, are expected to be designed and built to DDOT standards;
- The Applicant will be required to obtain public space permits for all elements of the project proposed in public space. DDOT has several comments on the Applicant's initial public space design which are noted later in the Streetscape and Public Realm section and can be resolved during the public space permitting process;
- Coordinate with DDOT's Planning and Sustainability Division (PSD) to ensure the long-term bicycle storage room meets both Zoning requirements and DDOT design guidelines;

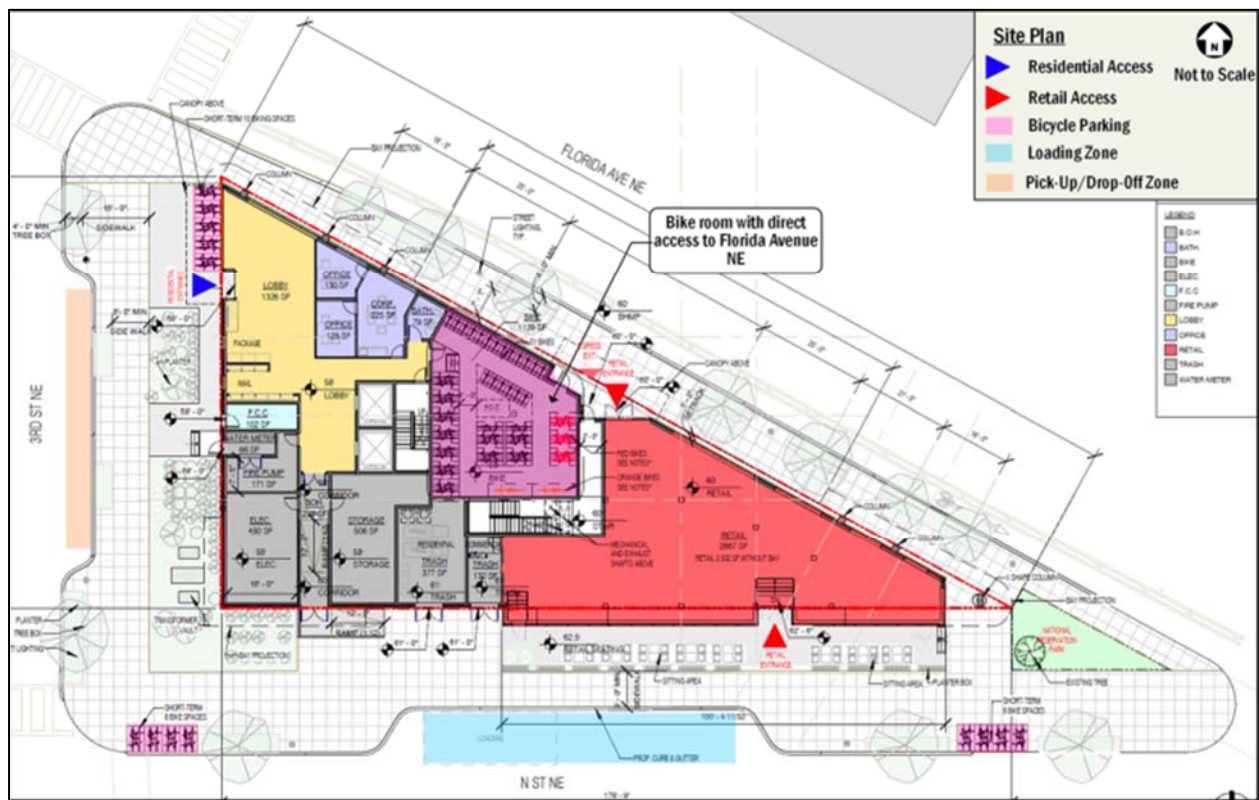
- Submit a detailed curbside management and signage plan for Curbside Management Division (CMD) review, consistent with current DDOT policies. If meter installation is required, they will be at the Applicant’s expense;
- Coordinate with DDOT’s Urban Forestry Division (UFD) and the Ward 6 arborist regarding the possibility of any existing Heritage Trees or Special Trees on the property as well as any street trees in public space; and
- Coordinate with DDOT’s TDM Team and goDCgo on the implementation of the TDM Plan.

**TRANSPORTATION ANALYSIS**

Site Access

Pedestrian access to the commercial space is on N Street and Florida Avenue and the residential lobby entrance is on 3<sup>rd</sup> Street. The proposed dedicated loading zones will be on 3<sup>rd</sup> Street (residential PUDO) and N Street NE (trash pick-up and move-ins/outs). The project proposes no new curb cuts to a public street and closes the existing four (4) curb cuts on the site, consistent with DDOT DEM standards for vehicle access. Figure 1 below shows the site layout of the proposed project.

**Figure 1 | Site Plan**



Source: Gorove/Slade, 6/3/22 Comprehensive Transportation Review, Figure 12

Mode Split and Trip Generation

Each trip a person makes is made by a certain means of travel, such as vehicle, bicycle, walking, and transit. The means of travel is referred to as a ‘mode’ of transportation. A variety of elements impact the mode of travel, including density of development, diversity of land use, design of the public realm, proximity to transit options, availability, and cost of vehicle parking, among many others.

Mode split assumptions used in the analysis were informed by the Census, WMATA’s 2005 Development-Related Readership Survey, and mode splits used for nearby developments. The mode splits assumed were 10% automotive for residential and 5% for first-floor retail, the remainder of trips are anticipated to be made by transit, walking, or bicycling.

The Applicant provided trip generation estimates which utilized the rates published in the Institute of Transportation Engineers (ITE) *Trip Generation Manual*, 10<sup>th</sup> Edition (Land Use Code 220 Multi-Family low-Rise and 820 Shopping Center/Retail) and the assumed mode-split to convert base vehicular trips to base person trips using average auto occupancy data and then back to vehicular, transit, bicycle, and pedestrian trips. DDOT finds these methods appropriate.

As shown below in Figure 2, the project will generate fewer than 25 peak-hour vehicle trips in the peak direction during either study period. Based on this, per DDOT’s January 2022 *CTR Guidelines*, a vehicular capacity analysis was not required as part of the CTR. The amounts of person- and vehicle-trips are expected to have minimal impact on the transportation network, primarily due to the lack of providing on-site vehicle parking.

**Figure 2 | Multi-Modal Trip Generation Summary**

Mode	AM Peak Hour			PM Peak Hour			Weekda Total
	In	Out	Total	In	Out	Total	
<b>Office (5,546 sf)</b>							
Vehicle (veh/hr; veh)	7	1	8	2	6	8	54
Transit (ppl/hr; ppl)	4	1	5	1	5	6	36
Bike (ppl/hr; ppl)	1	0	1	0	1	1	6
Walk (ppl/hr; ppl)	1	0	1	1	0	1	5
<b>Residential (36 dus)</b>							
Vehicle (veh/hr; veh)	1	2	3	6	3	9	81
Transit (ppl/hr; ppl)	0	1	1	3	1	4	37
Bike (ppl/hr; ppl)	0	0	0	1	0	1	7
Walk (ppl/hr; ppl)	0	1	1	0	1	1	8
<b>Total</b>							
Vehicle (veh/hr; veh)	8	3	11	8	9	17	135
Transit (ppl/hr; ppl)	4	2	6	4	6	10	73
Bike (ppl/hr; ppl)	1	0	1	1	1	2	13
Walk (ppl/hr; ppl)	1	1	2	1	1	2	13

Source: Gorove/Slade, 6/3/22 *Comprehensive Transportation Review*, Figure 6

Vehicle Parking

The overall parking demand created by the development is primarily a function of land use, development square footage, price, and supply of parking spaces. However, in urban areas, other factors contribute to the demand for parking, such as the availability of high-quality transit, frequency of transit service, proximity to transit, connectivity of bicycle and pedestrian facilities within the vicinity of the development, and the demographic composition and other characteristics of the potential residents.

Per the Applicant’s Architectural Plans, the Applicant is not providing off-street parking spaces and has requested full relief from the parking requirement. Providing little or no parking is consistent with DDOT’s approach to encouraging transit usage, allowing for non- automobile ownership lifestyles, and minimizing traffic congestion in the District. At less than 1/8 mile walk from the NoMa/Gallaudet Metrorail Station, this site is well-suited for a zero (0) vehicle parking space project. To further support

non-auto ownership lifestyles and incentivize the use of non-automotive modes of travel, the Applicant has committed to implementing a Transportation Demand Management (TDM) plan in Attachment 1.

#### Bicycle Parking

DDOT estimates the Applicant is required by zoning to provide 38 long-term and six (6) short-term bicycle parking spaces for 115 residential units and 2,873 SF retail. According to the commitments in the TDM Plan (Attachment 1), the Applicant is proposing 51 long- and 26 short-term bicycle parking spaces, exceeding the zoning minimums. The short-term racks are proposed to be accommodated with 13 inverted U-racks. DDOT concurs with the proposed design of the long-term bicycle storage room provided in Figure 14 of the June 3, 2022, CTR that also includes two (2) larger cargo/tandem spaces, six (6) spaces equipped with electrical outlets, one (1) repair station, and at least 50% of spaces provided horizontally on the floor.

As the design of the long-term bicycle storage room moves forward, the Applicant should refer to page F-9 of Appendix F in the 2022 DDOT *CTR Guidelines* for design best practices. At the time of public space permitting, a graphic showing the design of the long-term storage room should be included in the application for final review by the Planning and Sustainability Division (PSD).

#### Loading

DDOT's practice is to accommodate vehicle loading in a safe and efficient manner, while at the same time preserving safety across non-vehicle mode areas and limiting any hindrance to traffic operations. For new developments, DDOT requires that no back-up maneuvers occur in the public realm. Access to this building for loading and unloading, delivery, and trash pick-up is an important consideration, and DDOT expects the Applicant to comply with DDOT's standards for loading.

Subtitle C § 901.1 of the Zoning Regulations requires buildings with more than 50 units to provide one (1) 30-foot loading berth with a platform and one (1) 20-foot delivery space. The Applicant is requesting full relief from the loading requirements given the small size and irregular shape of the property. In lieu of these dedicated loading facilities in private space, the Applicant has proposed creating two (2) curbside loading zones. One (1) will be on 3<sup>rd</sup> Street to serve the short-term pick-up/drop-off needs of the project and one (1) on N Street for trash pick-up and move-ins/move-outs. The Applicant has committed to a Loading Management Plan (LMP) in the June 3, 2022, CTR (Attachment 2), which DDOT supports. DDOT also generally supports a curbside loading scheme since it preserves an uninterrupted streetscape around the site and prevents the creation of condition where trucks are backing through the sidewalk space.

### **STREETSCAPE AND PUBLIC REALM**

In line with District policy and practice, any substantial new building development or renovation is expected to rehabilitate streetscape infrastructure between the curb and the property lines. This includes curb and gutters, street trees and landscaping, streetlights, sidewalks, and other appropriate features within the public rights of way bordering the site.

The Applicant must work closely with DDOT and the Office of Planning (OP) to ensure that the design of the public realm meets current standards and will substantially upgrade the appearance and functionality of the streetscape for public users needing to access the property or circulate around it. In conjunction with Titles 11, 12A, and 24 of the DCMR, DDOT's most recent version of the Design and

Engineering Manual (DEM) and the Public Realm Design Manual will serve as the main public realm references for the Applicant. Public space designs will be reviewed in further detail during the public space permitting process. DDOT staff will be available to provide additional guidance during these processes and encourages the Applicant to participate in a Preliminary Design Review Meeting (PDRM) to address design related comments provided by DDOT and OP.

While the preliminary public space plans, shown above in Figure 1, are generally consistent with DDOT standards, there are several considerations that need to be reviewed in greater detail during the public space permitting process:

- Provide a plan showing the latest detailed design of the long-term bike storage room at the time of permitting so PSD can confirm it meets the zoning requirements and 2018 Bike Parking Guide best practices. DDOT concurs with the design presented in Figure 14 of the June 3, 2022, CTR;
- Provide a curbside management and signage plan during permitting. Loading zones proposed on N Street and 3<sup>rd</sup> Street must meet DDOT standards and are subject to potential refinement. The proposed raised concrete loading zone with hatched striping does not meet DDOT standards;
- There should be a row of street trees on both streets (currently a row of trees is not shown on N Street). This may result in narrowing the width of the sidewalk to 6 feet, shrinking the depth of the loading zone by 2-3 feet, and adding in tree boxes;
- To achieve a sidewalk of at least 6 feet in width on Florida Avenue, approximately 1-2 feet should be provided on private space;
- No new curb cuts to the property from 3<sup>rd</sup> Street, N Street or Florida Avenue should be proposed. The four (4) existing curb cut on the property should be removed;
- DDOT supports the inclusion of curb extensions on the corners to narrow the roadway, slow traffic, and enlarge the size of the pedestrian realm;
- Maximize the amount of green space provided in public space, particularly on N and 3<sup>rd</sup> Streets;
- Determine final locations in public space for the short-term bicycle spaces, which should be provided as inverted U-racks, ideally in the 'furniture zone' of public space and/or close to building entrances;
- Ensure that there are no doors swinging into sidewalk space. Currently, there are several doors shown opening outward into public space. These should either be recessed into the building or 'protected' on each side by building projections or planters; and
- Future café patios will require a separate public space occupancy permit.

## **TRANSPORTATION DEMAND MANAGEMENT**

As part of all land development cases, DDOT requires the Applicant to develop a comprehensive TDM plan to help mitigate an action's transportation impacts. TDM is a set of strategies, programs, services, and physical elements that influence travel behavior by mode, frequency, time, route, or trip length to help achieve highly efficient and sustainable use of transportation facilities. In the District, this typically means implementing infrastructure or programs to maximize the use of mass transit, bicycle, and pedestrian facilities, and reduce single occupancy vehicle trips during peak periods. The Applicant's proposed TDM measures play a role in achieving the desired and expected mode split.

The specific elements within the TDM plan vary depending on the land uses, site context, proximity to transit, scale of the development, and other factors. The TDM plan must help achieve the assumed trip generation rates to ensure that an action's impacts will be properly mitigated. Failure to provide a robust TDM plan could lead to unanticipated additional vehicle trips that could negatively impact the District's transportation network.

The Applicant proposed a TDM Plan in the June 3, 2022, CTR, which is included to this report as Attachment 1. DDOT finds the TDM Plan sufficiently robust to support non-automobile ownership lifestyles and encourage alternatives to auto travel.

**ATTACHMENTS**

- 1) Proposed Transportation Demand Management Plan, Gorove/Slade, June 3, 2022, Exhibit 21A
- 2) Proposed Loading Management Plan, Gorove/Slade, June 3, 2022, Exhibit 21A

AC:sm

## Transportation Demand Management (TDM)

Transportation Demand Management (TDM) is the application of policies and strategies used to reduce travel demand or redistribute demand to other times or spaces. TDM focuses 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 following is a list of TDM strategies the Applicant proposes for the 301 Florida Avenue NE development. As part of the site's TDM plan, the Applicant will:

- Identify a Transportation Coordinator for the planning, construction, and operations phases of development;
  - The Transportation Coordinator will act as the point of contact with DDOT, goDCgo, and Zoning Enforcement and will provide their contact information to goDCgo.
- Develop, distribute, and market various transportation alternatives and options to residents, including promoting transportation events (e.g., Bike to Work Day, National Walking Day, Car Free Day) on the property website and in any internal building newsletters or communications;
- Direct the Transportation Coordinator to subscribe to goDCgo's residential newsletter and receive TDM training from goDCgo to learn about the transportation conditions for this project and available options for implementing the TDM Plan;
- Provide welcome packets to all new residents that will, 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](mailto:info@godcgo.com).
- Post all transportation and TDM commitments on the building website, publicize availability, and allow the public to see what has been promised;
- Offer a SmarTrip card and one (1) complimentary Capital Bikeshare coupon good for a free ride to every new resident;
- Provide at least 26 short- and 51 long-term bicycle parking spaces, exceeding ZR16 minimum requirements for at least six (6) short- and 38 long-term bicycle parking spaces;
- Accommodate non-traditional sized bicycles including cargo, tandem, and kids bicycles in the long-term bicycle storage room, with two (2) spaces that will be designed for longer cargo/tandem bicycles, and six (6) that will be designed with electrical outlets for the charging of electric bicycles and scooters, meeting DDOT guidance; and
  - There will be no fee to building employees or residents for the usage of the bicycle storage room, and strollers will also be permitted to be stored in the bicycle storage room.

## Summary and Conclusions

The findings of this study conclude that:

- The 301 Florida Avenue NE site is surrounded by a very well-connected existing network of transit, bicycle, and pedestrian facilities that result in an environment for enjoyable and effective non-vehicular transportation;
- The proposed project does not result in a significant increase in vehicular travel and will not have a significant impact on the local area's roadways
- The proposed project will provide short- and long-term bicycle parking in excess of zoning requirements;
- The project enhances the pedestrian network in the vicinity of the site by improving pedestrian facilities along the site frontage;



- 
- The project will calm traffic along N Street and 3<sup>rd</sup> Street NE by installing curb extensions along the north side of N Street and the east side of 3<sup>rd</sup> Street NE to decrease the roadways' widths and reduce crossing distances;
  - The proposed project will include TDM measures that adequately promote non-vehicular modes of travel;
  - The proposed project will determine an LMP that will ensure efficient operation of the on-street loading and pick-up/drop-off zones; and
  - The proposed project will have a manageable impact on the surrounding transportation network.

Vehicles will access the loading zone along the north side of the eastbound-restricted N Street, entering from 3<sup>rd</sup> Street and exiting to Florida Avenue NE. Vehicles will access the pick-up/drop-off zone along the east side of 3<sup>rd</sup> Street, entering northbound from 3<sup>rd</sup> Street and exiting northbound to Florida Avenue. These zones will be located outside of the vehicular travel way, as shown in Figure 12.

Pending DDOT's final approval, both the 3<sup>rd</sup> Street pick-up/drop-off zone and N Street loading zone will be signed to restrict drivers from parking in these zones. The proposed plan calls for "No Parking: Loading Zone" signs along the N Street loading zone and "No Parking" signs along the 3<sup>rd</sup> Street pick-up/drop-off zone. The Applicant will continue to coordinate with DDOT on the final design to emphasize that the curbside loading zone is a change in function from the travel lane and is not intended to be used for parking. In addition, the following Loading Management Plan outlines strategies to maintain the pick-up/drop-off and loading zones and to mitigate the impacts of their misuse by drivers.

### Loading Management Plan (LMP)

The goals of a Loading Management Plan (LMP) are to maintain a safe environment for all users of the site, the loading area, the adjacent streets, and any nearby intersections; minimize undesirable impacts to pedestrians and to building tenants; reduce conflicts between truck traffic using the loading facilities and other users; and ensure efficient operation of the loading facilities through appropriate levels of management and scheduled operations.

Consistent with recommended DDOT guidelines, the components of the loading management plan that will be implemented for the life of the 301 Florida Avenue NE development are as follows:

- Residential and retail loading managers will be on duty during delivery hours. Each loading manager will be responsible for coordinating and scheduling loading activities with tenants and will work with its counterpart loading manager (retail or residential) as well as the community and neighbors to resolve any conflicts should they arise.
- Lease provisions will require all residential tenants to use only the designated loading zone for all move-in and move-out activities through coordination with the loading zone.
- All tenants and retail vendors will be required to schedule deliveries that utilize the loading zone (any loading operation conducted using a truck 20-feet in length or larger).
- The residential and retail loading managers will schedule deliveries using the loading zone such that the zone's capacity is not exceeded. In the event that an unscheduled delivery vehicle arrives while the loading zone is full, that driver will be directed to return at a later time when the loading zone will be available so as to not compromise safety or impede N Street functionality.
- The residential and retail loading managers will coordinate with its counterpart loading manager (residential or retail) to ensure that double-parking does not occur adjacent to the loading zone and that trucks accessing the loading zone do not block vehicular or bicycle traffic along N Street.
- Trucks using the loading zone 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](http://godcgo.com/freight)).
- The residential and retail loading managers will be responsible for providing suggested truck routing maps to the building's tenants and to drivers from delivery services that frequently utilize the development's loading zone as well as notifying all drivers of any access or egress restrictions. The residential and retail loading managers 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 residential and retail loading managers will coordinate to post these materials and other relevant notices in a prominent location adjacent to the loading zone.
- The residential and retail loading managers will coordinate with building staff to roll trash receptacles from the building to the curb along N Street for collection. Trash bins will be rolled to the curb at the time of collection and will be expeditiously returned to the building trash room.

- 
- “No Parking: Loading Zone” signs will be used to demarcate the loading zone, and “No Parking” signs will be used to demarcate the pick-up/drop-off zone. The exact restrictions and placards will be determined by DDOT’s Curbside Management Division (CMD) during public space permitting.
  - The loading zone along N Street will be approximately 75 feet in length and solely dedicated to residential and retail loading for the building. The pick-up/drop-off zone along 3<sup>rd</sup> Street will be approximately 60 feet in length and solely dedicated to vehicular pick-up/drop-off. The exact dimensions will be determined by CMD during public space permitting.
  - The residential and retail loading managers will use traffic cones to block off the loading zone and actively manage deliveries and move-ins/outs.
  - The residential and retail loading managers will call 311 to obtain DPW enforcement of the parking restriction in the loading zone and pick-up/drop-off zone as needed.
  - The Applicant will provide a curbside management and signage plan, as well as a copy of this LMP, in the public space construction permit application.