

**From:** Gary Wagner  
**Sent:** Thursday, September 29, 2016 10:46 AM  
**To:** Emily Oaksford  
**Subject:** FW: DSUP 2016-0027, 2461 Eisenhower Avenue

FYI – Please add to your report.

**From:** Eisenhower Partnership [<mailto:eisenhowerppp@gmail.com>]  
**Sent:** Thursday, September 29, 2016 10:41 AM  
**To:** Gary Wagner <[Gary.Wagner@alexandriava.gov](mailto:Gary.Wagner@alexandriava.gov)>  
**Subject:** DSUP 2016-0027, 2461 Eisenhower Avenue

The Eisenhower Partnership Board has received a presentation from Cathy Puskar, attorney for the applicant, and on that basis has voted to support the application to allow flexibility for office or retail use on the ground floor of the existing building. The Eisenhower Partnership feels it is important to have the ground floor space occupied, increasing the number of employees and patrons along Eisenhower Avenue and contributing to activity in the neighborhood.

Agnès Artemel  
Vice President  
Eisenhower Partnership

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Docket Item # 27-C  
SPECIAL USE PERMIT #98-0043  
HOFFMAN TOWN CENTER (TMP)

Planning Commission Meeting  
June 2, 1998

**ISSUE:** Consideration of an amendment to Hoffman transportation management plan special use permit approval to incorporate the proposed theater and retail/restaurant development

**APPLICANT:** Hoffman Management Inc.  
by J. Howard Middleton, Jr., attorney

**LOCATION:** 2400 Eisenhower Avenue

**ZONE:** CDD-2/Coordinated Development District

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**CITY COUNCIL ACTION, JUNE 13, 1998:** Approved the recommendation of the Planning Commission and approved the request, subject to compliance with all applicable codes, ordinances and staff recommendations.

**PLANNING COMMISSION ACTION JUNE 2, 1998:** On a motion by Mr. Komoroske, seconded by Mr. Leibach, the Planning Commission voted to recommend approval of the proposal subject to all applicable codes and ordinances and the staff recommendations. The motion carried on a vote of 7 to 0.

**Reason:** The Planning Commission agreed with the staff analysis.

**Speakers:**

Howard Middleton, representing the applicant.

Allen Rudd, Carlyle Towers resident, spoke generally in support of mixed use development.

STAFF RECOMMENDATION:

Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the following conditions:

1. A TMP Coordinator (TMPC) shall be designated for the all development within the Hoffman Center upon application for any new building permit within the project. The name, address and telephone number of the TMP Coordinator shall be provided to the Office of Transit Services and Programs (OTS&P). The Coordinator shall maintain an on-site office at Hoffman Center and shall be responsible for establishing and administering a Transportation Management Plan for the entire project, including existing commercial and hotel uses within the Hoffman CDD.
2. The applicant shall promote the use of transit, carpooling/vanpooling and other components of the TMP with new employees during new employee orientation.
3. The applicant shall display and distribute information about transit, carpool/vanpool and other TMP programs and services to employees at the project, including maintaining, on site, stocks of appropriate bus schedules, information on Metrorail, and applications to the regional rideshare program. Displays shall be installed in each building to hold transit and carpool brochures and other TMP promotional material
4. The applicant shall administer a ride-sharing program, including assisting in the formation of two person car pools and car/vanpools of three or more persons. To expedite the formation of car/vanpools, the applicant will have an on-site ridesharing computer linked to the Council of Governments Commuter Connections network for instantaneous ridematching services.
5. A survey of employees shall be conducted, beginning one year from the issuance of the Certificate of Occupancy for any new building, to determine the number of employees, their place of residence, modes of transportation, arrival and departure times, willingness and ability to use carpooling and public transit, and such additional information as the City may require. This survey will be conducted annually and will become the basis for the Annual Report.
6. The applicant shall provide annual reports to OTS&P, including an assessment of the effects of TMP activities on carpooling, vanpooling, transit ridership and peak hour traffic, the results of the annual survey, and a work program for the following year. The initial report shall be submitted one year from the time of initial occupancy of any new building.

7. The applicant shall participate and coordinate TMP activities with other projects in the vicinity of the site and OTS&P.
8. The applicant shall administer a parking plan as follows:
  - a. Reserve 5% of parking spaces for high occupancy vehicles (three or more persons) and carpools of two until 10:30 AM. This provision will be enforced by requiring registration of vehicles that will occupy these spaces, issuing special identification passes and contracting with a towing service to tow non-registered vehicles from the facility at the owners expense. High occupancy spaces for vehicles with three or more persons will be provided free of charge and will be set aside in convenient locations.
  - b. Carpools of two will be charged half the current price. These carpools will register with the TMP Coordinator.
  - c. All other parking, except those spaces identified in (a) and (b) above, will be charged the market rate. The price structure for SOV parking will be examined periodically and adjusted accordingly to encourage use of non-SOV travel modes.
  - d. The parking designated for the movie theaters and restaurants would be exempt from the parking plan as these uses would be accessed outside of peak periods.
9. That the applicant fund, at an annual rate of \$0.10 per leaseable square foot of new commercial space (space constructed after 1997) for which a certificate of occupancy has been issued a transportation account to be used exclusively for these approved TMP activities:
  - a. Computer link to regional ridesharing network
  - b. Discounting the cost of bus and transit fare media for employees
  - c. Marketing activities, including advertising, promotional events, etc.
  - d. Incentives to car-poolers or staggered work hour program participants; and
  - e. Any other TMP activities as may be proposed by the applicant and approved by the Director of T&ES

10. The applicant will provide semi-annual reports to the Office of Transit Services and Programs on the TMP fund. These reports will provide a summary of the contributions to the fund and all expenses. The first report will be due six months following the issuance of the first certificate of occupancy.
11. Any unencumbered funds remaining in the TMP account at the end of each reporting year may be either reprogrammed for TMP activities during the ensuing year or may be paid to the City for use in TMP support activities which benefit the site. The Director of T&ES may require that the funds be paid to the City upon determination that the applicant has not made reasonable effort to use the funds for TMP Programs.
12. Bicycle racks shall be provided in quantities sufficient to meet demand . Personal amenities (showers, lockers etc.) shall be provided for those who wish to walk, run, or bike to work.
13. That the shall applicant prepare, as part of its leasing agreements, appropriate language to inform tenants of the transportation management plan special use permit and conditions therein, prior to any lease agreements.
14. Modifications to approved TMP activities shall be permitted upon approval by the Director of T&ES, provided that any changes are consistent with the goals of the TMP.
15. An amendment to this TMP shall be processed with each approval of a new preliminary development plan for a portion of the Hoffman CDD in order to incorporate specific TMP elements for proposed future uses as they are approved through the development process.

**DISCUSSION:**

In conjunction with their special use permit application for preliminary development plan approval for a theater and retail/restaurant space (SUP #98-0042), the applicant, Hoffman Management Inc., is requesting an amendment to the Transportation Management Plan special use permit for the Hoffman tract. The Hoffman TMP was originally approved by City Council in February 1998 in conjunction with CDD concept plan approval for the Hoffman tract, and the proposed PTO development. The TMP includes a condition that it be amended in conjunction with each new phase of development that is proposed at the Hoffman tract, in order to provide staff the opportunity to reassess traffic impacts in light of the specifics of each proposal and any changes that may have occurred in the general area since the original approval. Because the TMP was approved so recently, little has changed in the area and staff recommends only one change to the TMP to clarify the parking program with respect to the theater and retail/restaurant uses. The parking designated for movie theaters and restaurants would be exempt from the parking plan as these uses would be accessed after peak period traffic and are effectively “carpooling,” i.e. couples or families.

With this change, staff recommends approval.