

April 11, 2022

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Jim Snyder  
Director of Development Services / Community Planning  
300 Park Avenue, Suite 103 East  
Falls Church, VA 22046-3332

**RE: PRELIMINARY TRANSPORTATION DEMAND MANAGEMENT PLAN  
APPLICATION FOR SPECIAL EXCEPTION SITE PLAN  
WEST FALLS DEVELOPMENT PROJECT, BLOCK D-1**

Dear Mr. Snyder:

This firm represents TC MidAtlantic Development V, Inc. (the “Applicant”), the authorized developer of Block D-1 of the West Falls Development Project located at 7124 Leesburg Pike (RPC 51-221-007) (the “Property”). On behalf of the Applicant, please accept this Preliminary Transportation Demand Management Plan.

The approved SEE and Phase I SESP for the West Falls Development Project require implementation of a site-wide Transportation Demand Management Plan (“TDM Plan”) in order to promote a transportation network that offers choices in travel modes. The site-wide TDM Plan includes elements such as, but not limited to, street network improvements, traffic signals, transit infrastructure, parking reduction measures (i.e., strategies to promote carpooling and vanpooling), and ongoing monitoring and enforcement.

The Applicant’s proposal consists solely of the construction of a new senior housing building on Block D-1 as well as the immediately appurtenant streetscape. Parking for the senior housing use will be located in the adjacent parking garage on Block D-2. The Applicant will own and control approximately 125 parking spaces within the garage. The master developer (FCGP Development LLC) will own and control the remainder of the garage. As such, the majority of the TDM Plan provisions for street network improvements, parking, and the like will not be implemented by the Applicant, as they are offsite improvements to be completed by the master developer or its development partners. Nonetheless, the Applicant will cooperate with the master developer, as needed, to monitor the performance and utilization of senior housing parking within the Block D-2 parking garage.

Within the new senior housing building, the Applicant proposes to implement the following strategies:

- Provide an information kiosk/shared screen with information on transit options, bike routes, and walking routes as well as contact information for Commuter Connections, WMATA, etc.
- Create a website and/or mobile app for the use of residents/employees with similar information
- Provide common area Wi-fi, copy machine, and other business amenities to aid the residents who choose to work from home
- Provide for unbundling of parking fees with unit/lease
- Enroll employees of retail who may ride the local transit system in SmartBenefits program, and provide new residents with pre-loaded SmartTrip card to use in WMATA services (only for residents of the independent living units)

The Applicant submits the foregoing proposal with the understanding that the Transportation Demand Management Program is preliminary in nature and that a final Transportation Demand Management Program will be submitted to the City during the final design and permitting process. The Applicant will continue to coordinate with City Staff on the details of the proposed Transportation Demand Management Program during the zoning entitlement and permitting processes.

Thank you very much for your review of this request. Please do not hesitate to contact me if I can provide any additional information.

Sincerely,



Zachary G. Williams