



COMMERCIAL LOADING ZONE PROGRAM UPDATE



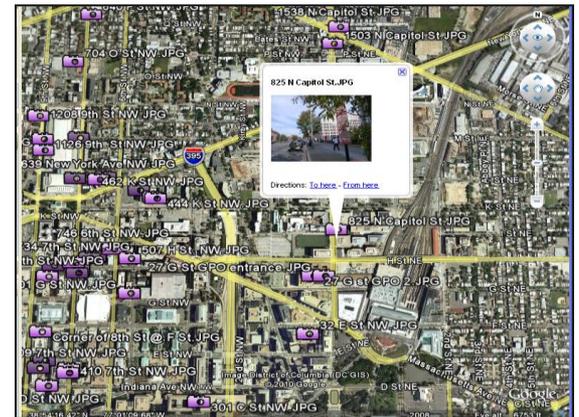
DDOT – Motor Carrier Division
October 23, 2012

Agenda

- Overview
 - Data collection effort
 - Methodology for modifying loading zones
 - Outreach plan
 - Questions/ Discussion
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Overview

- 1st proposed rulemaking released in March, 2011
- Significant comments received from American Trucking Association
 - Commerce Clause concerns
 - Ease of implementation
 - Fees
- Partnered with MWCOG to begin a field survey (Summer 2011). Identified over 200 curbside loading zones
- DDOT performed additional field survey to complete city-wide survey
- Revised rulemaking based on industry comments (Anticipated release Fall 2012)



City-wide data collection

- Data collected by field personnel
- Conducted June-September 2012
- Used a list provided by MWCOCG as a quality check against our efforts
- Data includes location, loading days and hours, signage information, commercial composition of block



General findings

- There are 490 loading zones city-wide
 - Loading zones vary in length from <20 ft to 500+ feet.
 - 17% of loading zones are in residential areas; 49% are in commercial areas, 34% in areas with other primary designations.
 - Loading zones primarily serve businesses that deal in small consumer goods and perishables
 - Loading zone signage varies in design, formatting, and coloration
 - Loading zones have 43 different hourly service schedules, and 7 different weekly service schedules.
 - 62 loading zones are missing a sign on one side
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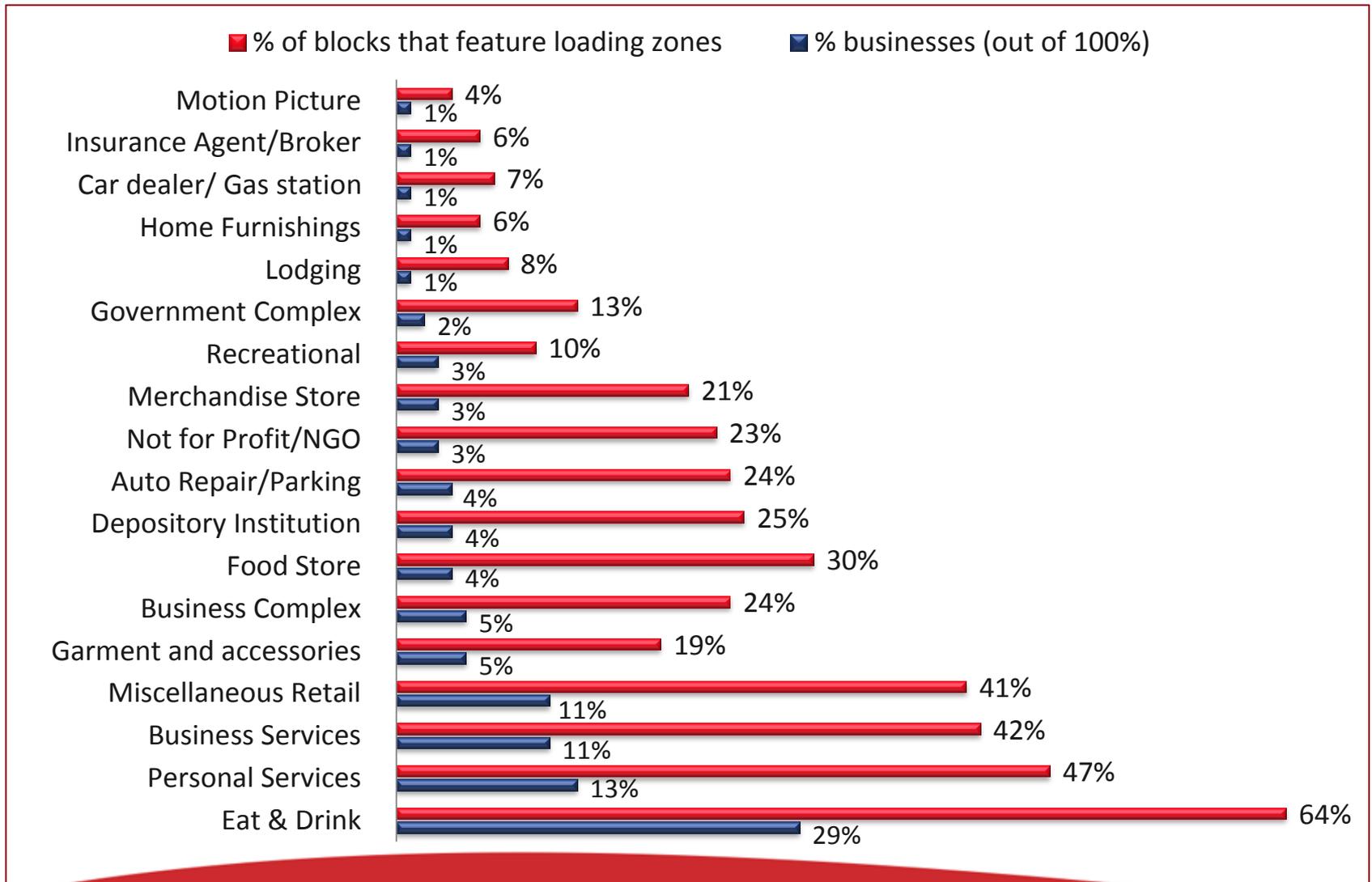
General findings (continued)

- The total linear footage of all measured loading zones is 21,165 feet, distributed between 353 city blocks.
 - This number comes from the 428 loading zones that had signs on both ends.
 - 47% of loading zones are located within Business Improvement Districts
 - For every loading zone there are 531 parking spaces citywide
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Business Revenues

- Business revenues citywide are \$60.1 billion
 - Generated by roughly 50,000 businesses
 - Average revenues per business is \$1.2 million
 - \$16.3 billion or 27% of city's revenues are generated within 200 feet of existing loading zones
 - \$3.2 billion of this amount is generated by freight-intensive businesses.
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Number and spacing of businesses on blocks featuring loading zones



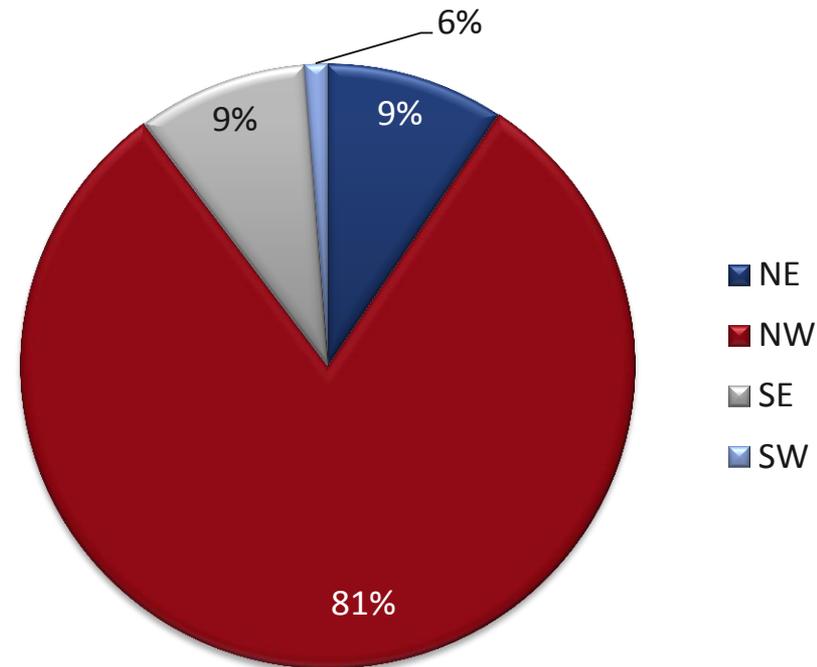
Distribution of Loading Zones (by Quadrant)

Northwest (NW) 394 zones
Average length: 44 ft. per zone

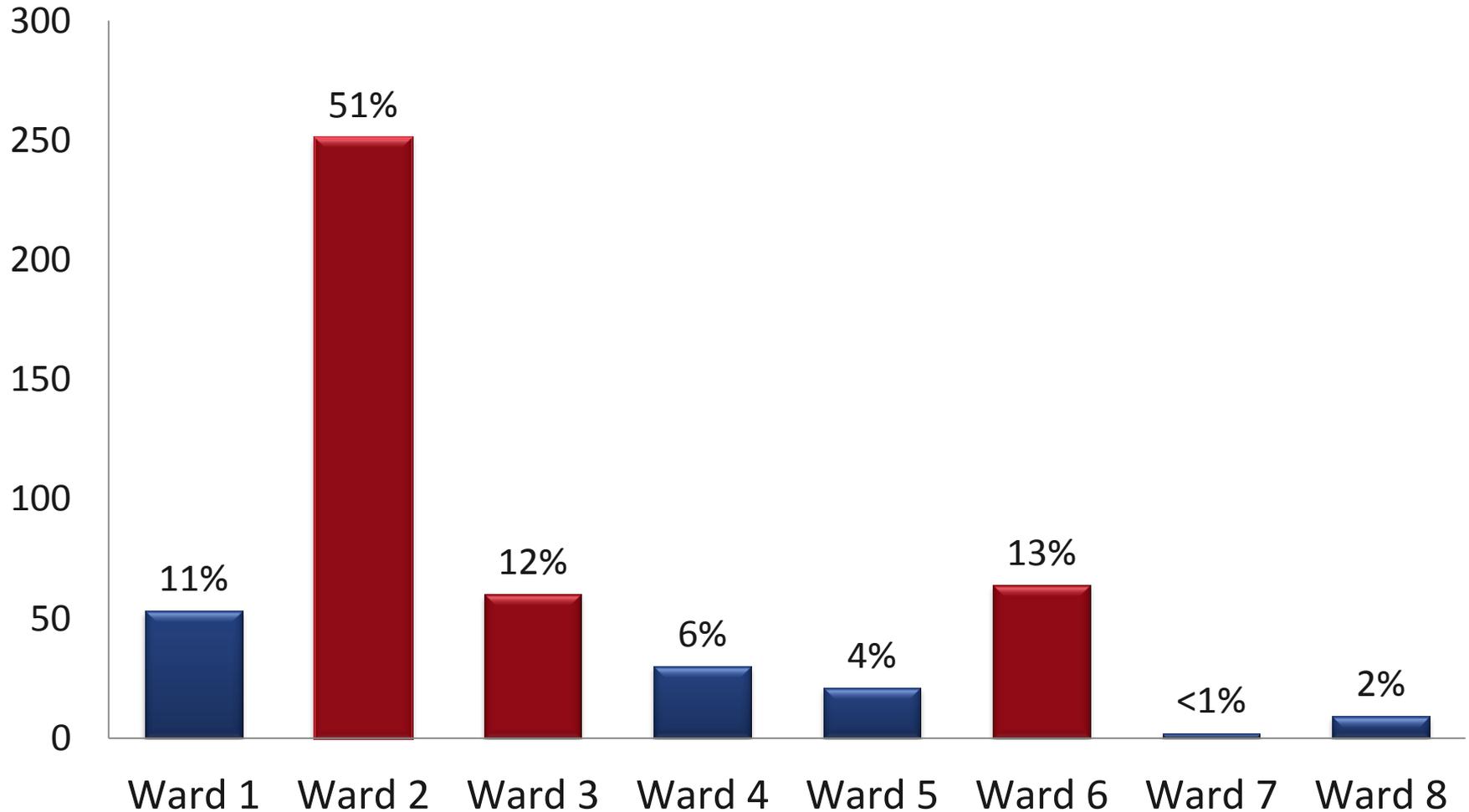
Southeast (SE) 44 zones
Average length: 48 ft. per zone

Northeast (NE) 46 zones
Average length: 26 ft. per zone

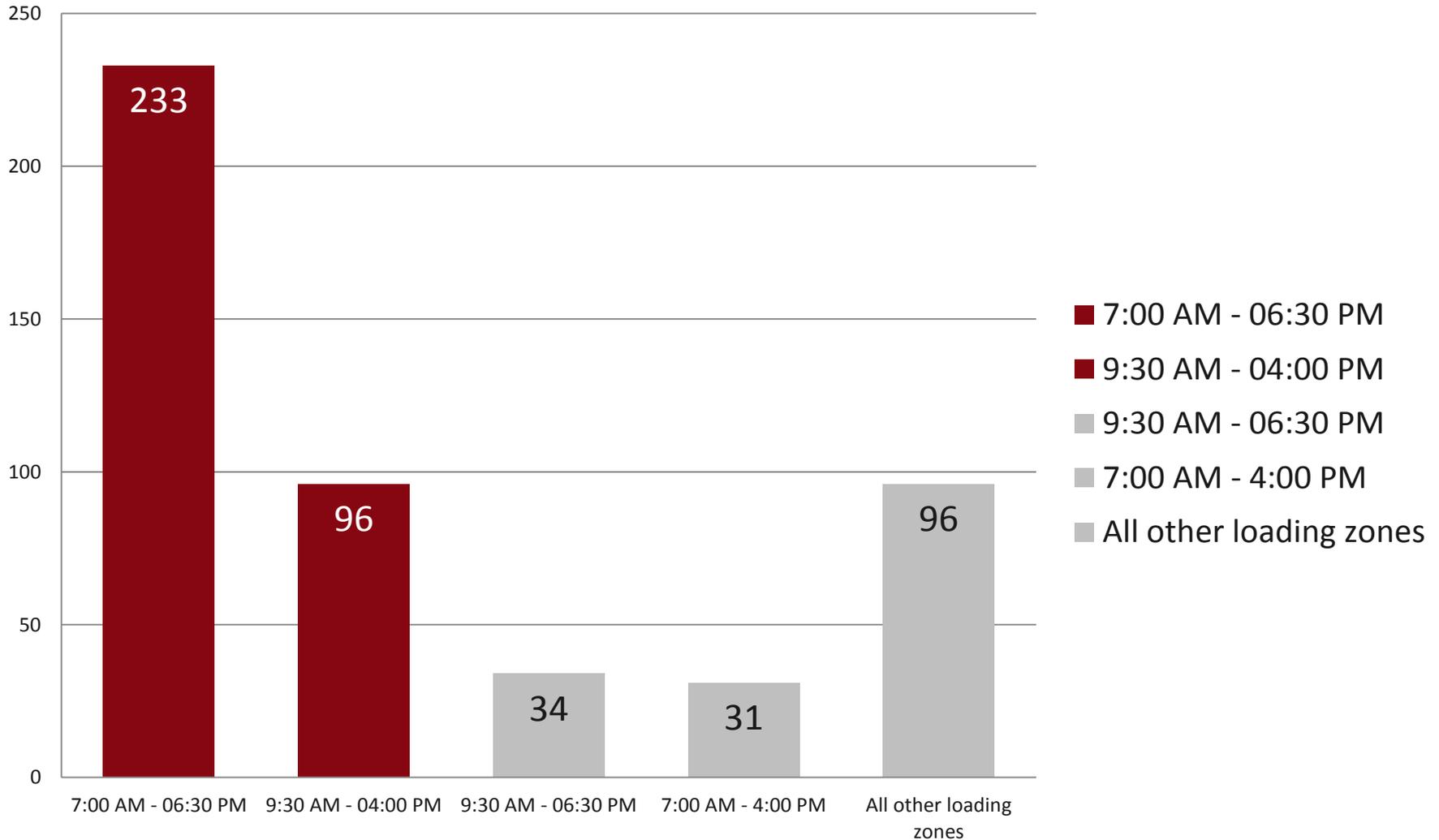
Southwest (SW) 6 zones
Average length: 117 ft. per zone



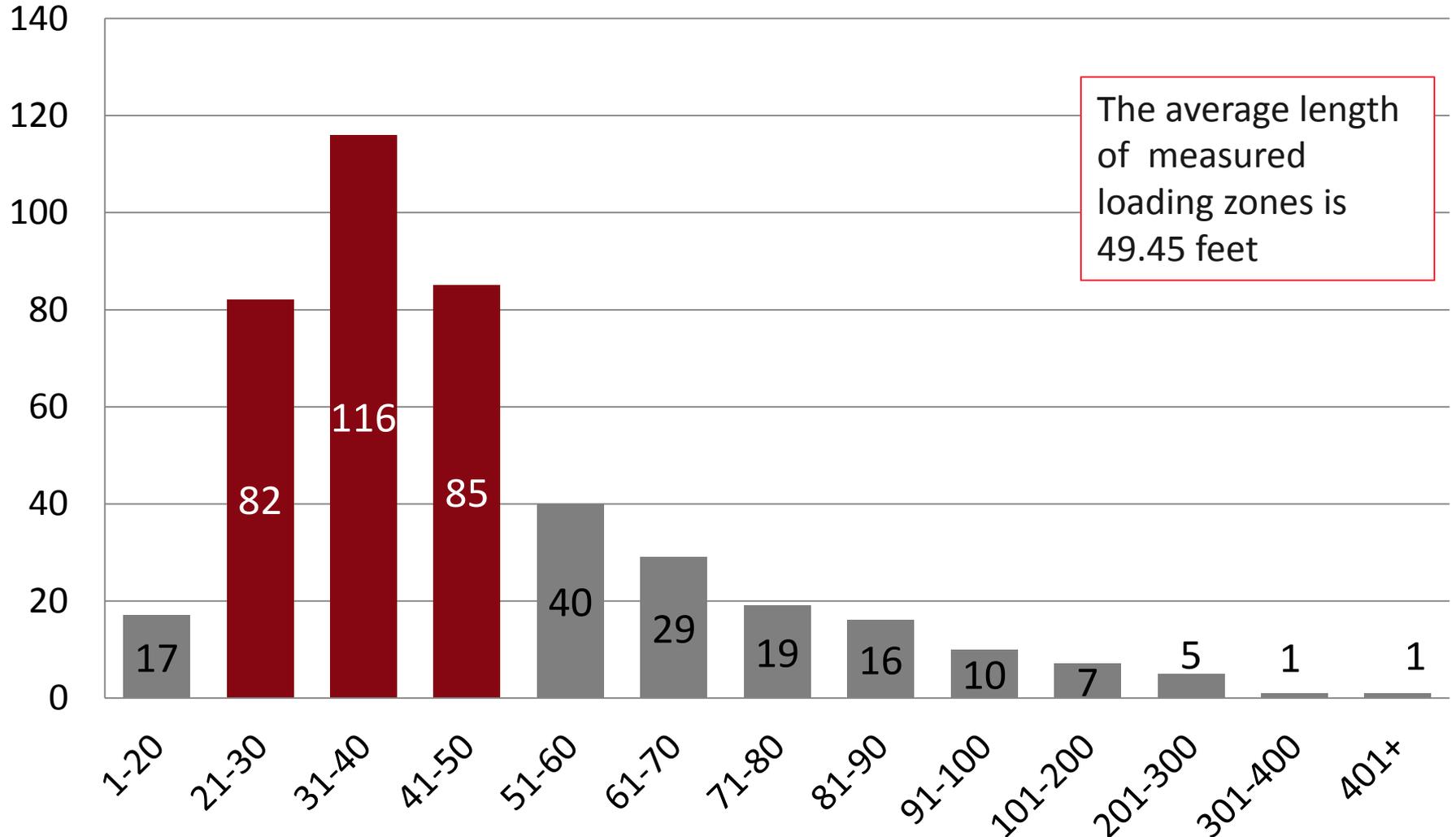
Distribution of Loading Zones (by Ward)



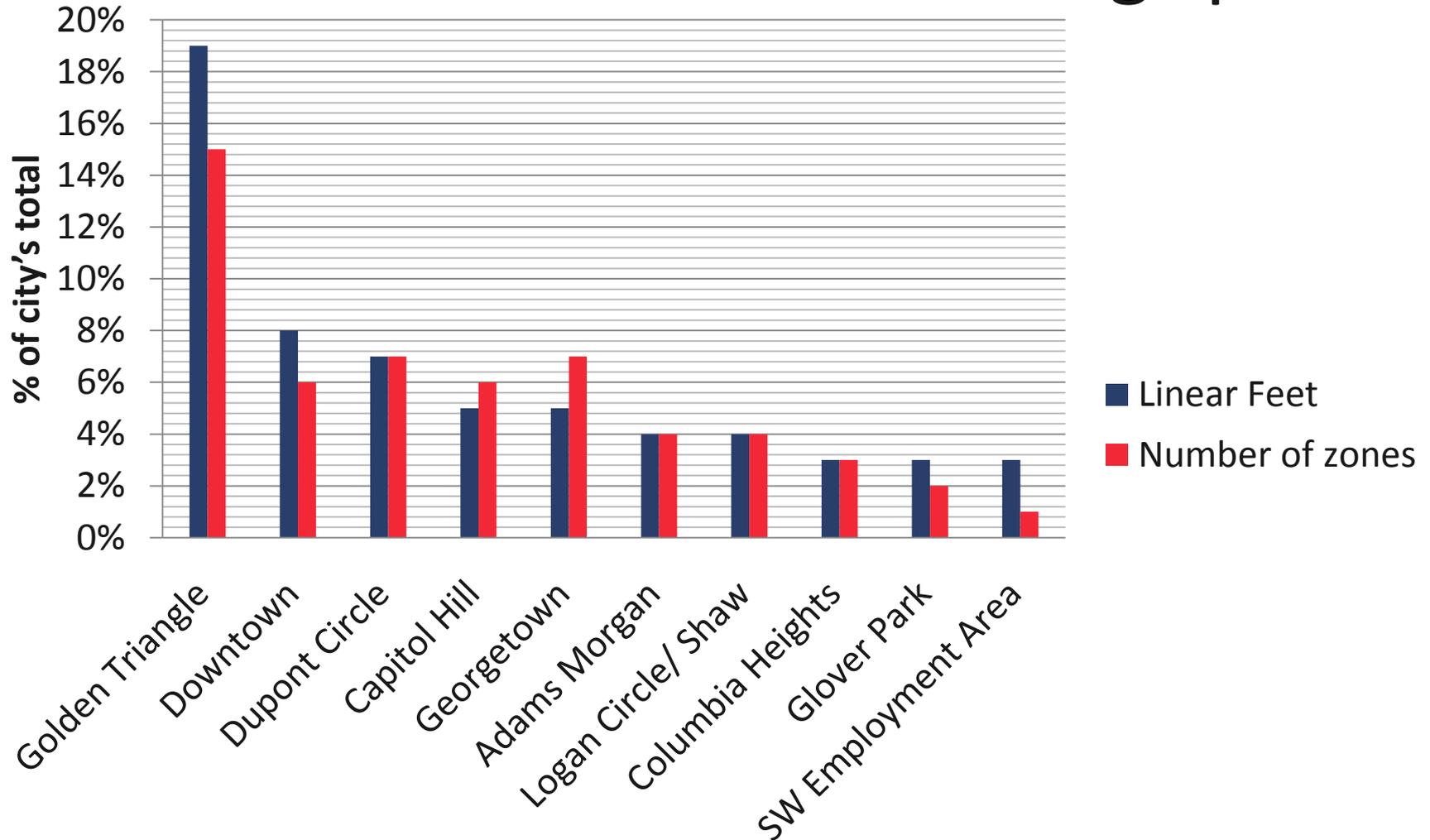
Loading zones grouped by hourly service schedules



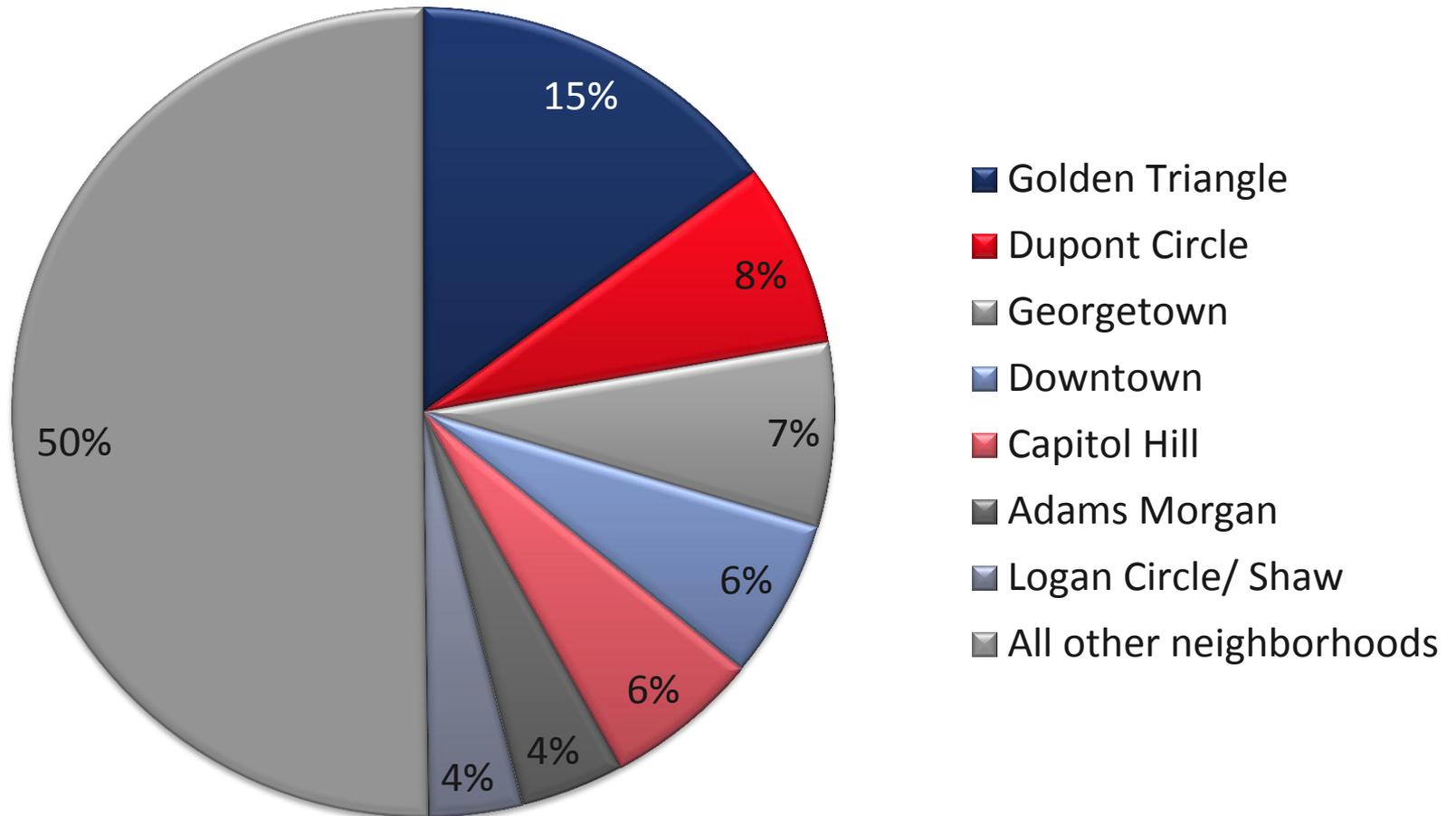
Loading Zone grouped according to length



Top 10 share of Loading Zones/ Linear feet of on-street loading space



(%) Percent of loading zones by neighborhood



Business Improvement Districts

<u>BID</u>	<u>Number of loading zones</u>	<u>Share of city's loading zones</u>
Downtown	67	14%
Golden Triangle	62	13%
Capitol Hill	37	8%
Georgetown	30	6%
Adams Morgan	20	4%
NoMa	7	1%
Anacostia	5	1%
Mount Vernon Triangle	2	<1%
Capitol Riverfront	1	<1%
Total	231/490	47%

Signage inconsistencies



448 (91%) of the city's loading zones have signage that look like this.

Missing signs



3724 Livingston Street NW



639 New York Avenue NW



327 7th Street SE

Sixty-two (62) loading zones are missing a sign on one end.

Safety concerns

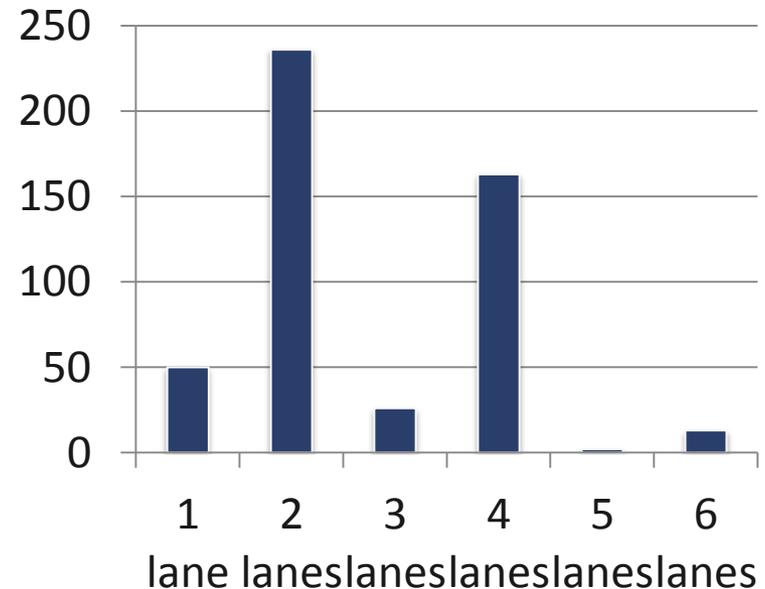
Competing uses of curbside

- Transit buses - forty-eight (48) loading zones are directly joined to a Metro Bus stop
- Bike lanes
- Pedestrian traffic
- General parking
- Other uses (Valet, taxi, etc.)

Carrier Safety

- Access to point of delivery
- Sight lines
- Conflicts with other infrastructure (Fire hydrants, driveways, etc.)

Loading zones grouped by number of travel lanes



Methodology

Develop criteria for eliminating, retaining and modifying loading zones:

- Business type
 - Tier & Category
- Commercial activity
 - Sales
 - Volume
 - Land use
- Safety
- Alternatives to curbside use
- Future use/ PUD projects
- Traffic improvements



258 35th Street, NE –
Eliminate



1000 block of 18th Street
NW, West Curb –Right-size

Next steps

- Release of 2nd proposed rulemaking (Fall 2012)
 - Industry outreach (Fall-Winter 2012)
 - Fine-tune methodology (Fall 2012)
 - Conduct field observations to establish baseline activity (Fall 2012)
 - Finalize assessment of existing loading zone space (2012)
 - Finalize regulations/ commence program (anticipated January 2013)
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Comments and Questions



Number of Loading Zones at each length

LZ length	# of zones	Total length
14	1	14
16	1	16
17	2	34
19	4	76
20	9	180
21	4	84
22	7	154
23	5	115
24	5	120
25	9	225
26	10	260
27	8	216
28	14	392
29	7	203
30	13	390
31	15	465
32	10	320
33	6	198
34	12	408
35	11	385
36	11	396
37	10	370
38	9	342
39	13	507
40	19	760
41	17	697
42	12	504
43	13	559
44	10	440
45	9	405
46	4	184
47	6	282

LZ length	# of zones	Total length
48	7	336
49	4	196
50	3	150
51	4	204
52	4	208
53	3	159
54	3	162
55	8	440
56	2	112
57	3	171
58	4	232
59	6	354
60	3	180
61	2	122
62	3	186
63	2	126
64	4	256
65	1	65
66	4	264
67	1	67
68	4	272
69	2	138
70	6	420
71	2	142
73	5	365
74	1	74
75	4	300
77	2	154
78	2	156
79	2	158
80	1	80
81	1	81

LZ length	# of zones	Total length
82	2	164
83	2	166
84	4	336
85	1	85
87	1	87
88	4	352
89	1	89
91	1	91
93	1	93
94	3	282
95	1	95
96	1	96
99	2	198
100	1	100
102	1	102
105	1	105
107	1	107
110	1	110
112	1	112
113	1	113
152	1	152
213	2	426
231	1	231
237	1	237
297	1	297
400	1	400
508	1	508
LS	29	
RS	33	
Total	490	21,165
Avg. Lgth		49.45

Business Revenues

Ward	Number of zones	% of city's total	Number of Businesses	Average Sales	Total Revenues	% of sales
Ward 1	53	11%	2675	\$909,734	\$2,433,538,000	4%
Ward 2	251	51%	28931	\$1,207,682	\$34,939,443,000	58%
Ward 3	60	12%	3969	\$1,244,197	\$4,938,216,000	8%
Ward 4	30	6%	2598	\$854,844	\$ 2,220,884,000	4%
Ward 5	21	4%	4186	\$1,388,199	\$5,811,001,000	10%
Ward 6	64	13%	4754	\$1,491,696	\$7,091,525,000	12%
Ward 7	2	<1%	1168	\$1,320,941	\$1,542,859,000	3%
Ward 8	9	2%	1248	\$875,301	\$1,092,376,000	2%
All Wards	490	100%	49,529	\$ 1,212,822	\$60,069,842,000	100%

Number of Loading Zones/ Linear footage

CORRELATION BETWEEN TOTAL LINEAR FOOTAGE AND NUMBER OF LOADING ZONES (10 top Neighborhoods for number of loading zones and total linear footage)					
Neighborhood	Total linear footage of loading zones	Percent of total linear footage of loading zones	Actual number of loading zones	Percent of city- wide total	Variance
Golden Triangle	4072	19%	73	15%	4.3%
Downtown	1757	8%	31	6%	2.0%
Dupont Circle	1489	7%	36	7%	-0.3%
Capitol Hill	1121	5%	30	6%	-0.8%
Georgetown	1085	5%	36	7%	-2.2%
Adams Morgan	863	4%	20	4%	0.0%
Logan Circle/ Shaw	787	4%	18	4%	0.0%
Columbia Heights	641	3%	14	3%	0.2%
Glover Park	557	3%	8	2%	1.0%
SW Employment Area	542	3%	4	1%	1.7%
Total	12,914/21,165	61%	270/490	55%	5.9%

Methodology (Right-sizing)

<u>Commercial Activity Level</u>	<u>Area</u>	<u>Corridor</u>
Level 1	High Density Commercial Area	High density Commercial Arterial Street
Level 2	Medium – Low Density Commercial Area	Medium-Low Density Commercial Arterial Street
Level 3	Residential Area	Residential Arterial Street