

City of Alexandria, Virginia

MEMORANDUM

**DATE:** JUNE 21, 2012

**TO:** THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

**FROM:** RASHAD M. YOUNG, CITY MANAGER 

**SUBJECT:** CONSIDERATION OF A RESOLUTION TO ESTABLISH A BEAUREGARD REZONING ADVISORY GROUP

**ISSUE:** Establishment of a Beauregard Rezoning Advisory Group.

**RECOMMENDATION:** That City Council:

- (1) Approve the resolution establishing a Beauregard Rezoning Advisory Group (the "Advisory Group");
- (2) Request that the Chairs of the Affordable Housing Advisory Committee, Environmental Policy Commission, Parks and Recreation Commission, Planning Commission and Transportation Commission nominate a member of their group to serve on the Advisory Group; and
- (3) Authorize the Mayor to seek the advice of Council and then appoint the members and designate the Chair of the Advisory Group.

**BACKGROUND:** The Beauregard Small Area Plan was approved by City Council on May 12, 2012. The Plan provides a framework for the long-term future of the Beauregard area and the rezoning process is the next step in its implementation. The Plan includes a recommendation that states "*In order to provide oversight and to ensure the plan is implemented carefully and thoughtfully, the City will create a citizen advisory group to monitor and provide guidance to the Planning Commission, City Council and City staff of all aspects of this small area plan. The group will include a broad cross section of community stakeholders and will be appointed by the City Council prior to the rezoning.*" In addition, the Council directed that the affordable housing elements of the rezoning(s) would be addressed by the Affordable Housing Advisory Committee and not this proposed new citizen advisory group.

**DISCUSSION:**

**Mission:** The overall mission of the Beauregard Rezoning Advisory Group is to provide recommendations to City staff on the rezoning(s) within the Beauregard Small Area Plan to ensure consistency with the Beauregard Small Area Plan (excluding affordable housing).

**Tasks:** The Advisory Group will be responsible as part of the rezoning(s) to provide recommendations on the following tasks and subjects to ensure consistency with the Beauregard Small Area Plan:

- a) The location(s) and potential programming for the open space to be acquired using the \$1.5 million federal BRAC funding;
- b) The Ellipse and associated improvements at the intersection of Seminary Road and Beauregard Street;
- c) Transportation phasing and transportation improvements;
- d) Land use, open space and sustainability; and
- e) Phasing of Plan improvements.

**Advisory Group Composition:** The Advisory Group is proposed to consist of eleven members, including a Chair that will be designated by the Mayor. The Advisory Group is proposed to have the following representation:

Affordable Housing Advisory Committee member	(1)
Community and At-Large representatives	(5)
Developer – Developer representative	(1)
Environmental Policy Commission member	(1)
Parks and Recreation Commission member	(1)
Planning Commission member	(1)
Transportation Commission member	<u>(1)</u>
Total	(11)

**Process and Reporting:** The following decision making structure would be utilized:

- The group will provide recommendations of the tasks and subjects outlined above to City staff.
- The Advisory Group will forward a letter(s) to the Director of Planning & Zoning, which will include the comments, and recommendations of the Advisory Group regarding the proposed rezoning(s), which will be transmitted to the Planning Commission and City Council as part of the rezoning(s) application(s).

- Formal voting will only be used to get a sense of the group preferences.
- In cases where common ground cannot be identified, dissenting members may include a minority opinion report or letter to ensure an accurate reflection of the viewpoints of the Advisory Group.
- The Advisory Group will support the public outreach process by reporting back to the boards, commissions, groups and civic groups that they represent and communicate to the Advisory Group any positions, comments, or advice from the groups they represent.

**Expectations of Members:**

- Attend every meeting. When absence is unavoidable, members are encouraged to make up for missed meetings by reviewing all information and completing any assignments;
- Arrive at meetings prepared by doing any assigned reading or activities;
- Support the process and each other in finding solutions to the assigned tasks; and
- Serve as a conduit to the community or commissions by keeping them informed of the activities of the proposed Beauregard Small area rezoning(s) and bringing their ideas and concerns back to the group.

**Responsibilities of the Chair:**

- Preside over meetings;
- Serve as a spokesperson for the Advisory Group; and
- Work with City staff to set agendas.

Communication Outreach: City staff will keep the public informed of the schedule, issues, materials and progress of the Advisory Group through a website focused on Beauregard Plan implementation ([www.alexandriava.gov/BeauregardPlan](http://www.alexandriava.gov/BeauregardPlan)). Planning and Zoning Department staff will also evaluate other outreach methods which may be useful, which could range from technological (such as social media) to the more basic (posters or flyers). The outreach strategy will recognize the multi-lingual nature of this community. In addition to the community outreach, it is anticipated that there will an opportunity for community comment/discussion as part of each Advisory Group meeting.

Staff Support: City staff will provide support to the Advisory Group through an interagency City Workgroup, led by staff of the Planning and Zoning Department. The City Work Group will be comprised of staff from other departments and offices including Transportation and Environmental Services; Recreation, Parks and Cultural Activities; and the Office of Housing.

Next Steps: It is intended that the Advisory Group will begin meeting in July and meet regularly to discuss the tasks outlined above. The first topic that is intended to be discussed with the Advisory Group is the location and programming of the open space utilizing the BRAC funding discussed above. In addition, staff envisions formal updates to the Planning Commission and City Council on the status and progress of the Advisory Group.

**Relationship to Landmark North Redevelopment Area:** Coincident to the Beauregard Plan rezoning(s) is the proposed redevelopment of the Landmark Mall site. The Howard Hughes Corporation is pursuing redevelopment of the mall site, but has advised City staff that they are continuing to evaluate potential options for redevelopment and are not yet ready to proceed. One of the adjacent property owners across Duke Street who owns multiple parcels is also ready to proceed with redevelopment planning. This, coupled with the need to coordinate Landmark Mall redevelopment with adjacent parcels across Duke Street, leads to the conclusion that this redevelopment planning process should encompass the Landmark North area and not just the Landmark Mall site.

Recognizing that Landmark Mall redevelopment has long been a high priority for the City and that public interest in this project is great, City staff has encouraged Howard Hughes to find an opportunity in the near future to inform the public of their plans and expectations both in terms of redevelopment as well as process and schedule.

The Beauregard and Landmark Small Area Plans have many of the same stakeholders and many West End civic groups have been active in the creation of both plans. In addition, both plans are at the same stage of plan implementation (a plan has been adopted and a rezoning proposal needs to go through the public review process) and the plans address a number of very similar issues, transit being one of the most notable, since both plans share transit corridor C. Because of the overlap of the two plans in interest and in topics, it may be desirable to structure the review of both plans so that one advisory group handles both plans. The resolution is structured that if requested by City Council and agreed upon by the Advisory Group, the Advisory Group would provide recommendations regarding the rezoning and planned redevelopment for Landmark North Redevelopment Area in addition to its initial Beauregard Plan rezoning mission. The Advisory Group would be consulted prior to Council making such a request to expand the Advisory Group's work.

**Sunset:** The Advisory Group will sunset when the Beauregard rezoning(s) decision is made by City Council unless Council requests and the Advisory Group agrees to add the Landmark North area to its responsibilities. In that case, the Advisory Group would sunset after Council decides on the Landmark North rezoning.

**ATTACHMENT:** Draft Resolution

**STAFF:**

Mark Jinks, Deputy City Manager  
Faroll Hamer, Director, Department of Planning and Zoning  
Jeffrey Farmer, Deputy Director, Department of Planning and Zoning  
Richard Baier, Director, Transportation and Environmental Services  
James Spengler, Director, Recreation, Parks and Cultural Activities

DRAFT RESOLUTION NO. \_\_\_\_\_

WHEREAS, City Council wishes to establish a Beauregard Rezoning Advisory Group; and

WHEREAS, the Beauregard Rezoning Advisory Group will comment on elements of the rezoning(s) to ensure that they are consistent with the Beauregard Small Area Plan, make recommendations to the Planning Commission and City Council, and conduct specified tasks outlined in this resolution; and

WHEREAS, if requested by City Council and agreed on by the Beauregard Rezoning Advisory Group, this Advisory Group would provide recommendations on rezoning and planned redevelopment for the Landmark North Redevelopment Area in addition to its initial Beauregard Plan rezoning mission.

**NOW, THEREFORE, BE IT RESOLVED  
BY THE CITY COUNCIL OF ALEXANDRIA, VIRGINIA:**

- 1. That there is hereby established the Beauregard Rezoning Advisory Group (the "Advisory Group").
- 2. That the Advisory Group shall consist of 11 members, and the composition of the group shall be as follows:

Affordable Housing Advisory Committee member	(1)
Community and At-Large representatives	(5)
Developer – Developer representative	(1)
Environmental Policy Commission member	(1)
Parks and Recreation Commission member	(1)
Planning Commission member	(1)
Transportation Commission member	<u>(1)</u>
Total	(11)

- 3. That the Chairs of the above named Commissions and Committees shall nominate a member of their group to serve on the Advisory Group.
- 4. That the Mayor shall appoint the members and designate the Chair of the Advisory Group.

5. That the mission of the Advisory Group shall be to provide recommendations to City staff on the Beaugard rezoning(s) on the tasks defined herein to ensure consistency with the Beaugard Small Area Plan (excluding affordable housing).
6. That the Advisory Group complete the following tasks to ensure consistency with the Beaugard Small Area Plan:
  - a) Provide a recommended site(s) and potential programming for the open space to be acquired using the \$1.5 million federal BRAC funding;
  - b) Provide recommendations on the Ellipse and associated improvements at the intersection of Seminary Road and Beaugard Street;
  - c) Provide recommendations on the transportation phasing and transportation improvements;
  - d) Evaluate and provide recommendations on the land use, open space and sustainability elements of the rezoning(s); and
  - e) Evaluate and provide recommendations on the phasing of Plan improvements as part of the rezoning(s).
7. That the Advisory Group would not necessarily need to develop a consensus position, broker a compromise or take formal votes. There may be differing opinions reported to City Council.
8. That there should be an understanding that the Advisory Group is not tasked with developing a new Beaugard Small Area Plan, and/or propose revisions and/or amendments to the approved Beaugard Small Area Plan.
9. That staff assistance to the Advisory Group shall be managed by the Department of Planning and Zoning with staff assistance from other City departments and offices as needed.
10. That the Advisory Group shall meet on a regular basis. The Advisory Group shall forward a letter to the Director of Planning and Zoning, which shall include comments and/or recommendations of the Advisory Group regarding the proposed rezoning(s) and their consistency with the Beaugard Small Area Plan. The letter shall be transmitted to the Planning Commission and City Council as part of the Beaugard rezoning(s) application(s).
11. The Advisory Group shall provide recommendations on the Beaugard rezoning(s) and, if requested by City Council and agreed to by the Advisory Group, in regard to the Landmark North rezoning(s). If the City Council determines that the Advisory Group will also provide recommendations on Landmark North rezoning(s), the composition of the Advisory Group may be expanded and/or altered by City Council.

12. The Advisory Group shall sunset when the Beauregard rezoning(s) decisions are made by City Council, or if applicable, after decisions are made by City Council in regard to the planned development and rezoning for the Landmark North area.

Adopted: June XX, 2012

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**WILLIAM D. EUILLE MAYOR**

ATTEST:

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Jacqueline M. Henderson, MMC City Clerk

**RESOLUTION NO. 2507**

**WHEREAS**, City Council wishes to establish a Beauregard Rezoning Advisory Group; and

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9. That staff assistance to the Advisory Group shall be managed by the Department of Planning and Zoning with staff assistance from other City departments and offices as needed.
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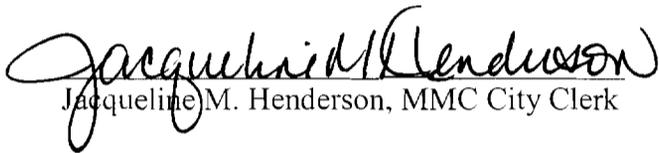
letter shall be transmitted to the Planning Commission and City Council as part of the Beauregard rezoning(s) application(s).

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12. The Advisory Group shall sunset when the Beauregard rezoning(s) decisions are made by City Council, or if applicable, after decisions are made by City Council in regard to the planned development and rezoning for the Landmark North area.

Adopted: June 26, 2012

  
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**WILLIAM D. EULLE MAYOR**

ATTEST:

  
Jacqueline M. Henderson, MMC City Clerk

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6-26-12

**Jackie Henderson**

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**From:** Faroll Hamer  
**Sent:** Sunday, June 24, 2012 2:36 PM  
**To:** City Council  
**Cc:** Rashad Young; Jeffrey Farner; Mark Jinks  
**Subject:** FW: Beauregard Rezoning Advisory Group

Councilmembers --

The following email was transmitted to the Mayor earlier. I thought it would be helpful if you also had a copy.

We have been coordinating with the other departments regarding representatives for the Beauregard Rezoning Advisory Group, for the Commissions outlined with the staff report.

The Chairperson of each Commission selected the following representative for the Beauregard Rezoning Advisory Group:

Affordable Housing Advisory Committee: Mike Caison  
Environmental Policy Commission: Josh Sawislak  
Parks and Recreation Commission: Stephen Beggs  
Planning Commission: Donna Fossum  
Transportation Commission: Kevin Posey

We assume the remainder of the members will be selected by you at the Council meeting next week. Please contact me if you have any questions or comments.

Faroll

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6-26-12

**William Euille**

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**From:** William Euille  
**Sent:** Tuesday, June 26, 2012 2:41 PM  
**To:** Kerry Donley; Paul Smedberg; Rob Krupicka; Frank Fannon; Alicia Hughes; Del Pepper  
**Cc:** Rashad Young; Mark Jinks; Jackie Henderson; Faroll Hamer  
**Subject:** Beauregard Implementation Work Group

Colleagues,

Here are the names of my five appointees for the Citizen- at- large positions:

- 1) David Baker
- 2) Carolyn Griglione
- 3) Dave Cavanaugh
- 4) Don Buch
- 5) Hector Pineda

I want to thank all of you for providing names/input for consideration and I am hopeful that this group, along with the 5 designated positions from the various Commissions will do an outstanding job in keeping the process on schedule and being responsive to the needs and concerns as identified in the adopted plan.

- I have asked David Baker to serve as the Chair for this group

Thanks,  
Bill Euille