

Bradlee Safeway

King Street and Braddock Road.

Safeway Inc., is requesting a Development Special Use Permit with Site Plan to redevelop the existing Safeway grocery store located at 3526 King Street at the intersection of Braddock Road and King Street in the Fairlington/Bradlee Small Plan Area of the city. The existing 41,693± square foot grocery store and 199 surface parking spaces will be demolished and the property will be redeveloped with a new, modern, 61,323 square foot “Lifestyle” Safeway grocery store and a 3,136± sf stand-alone retail building and associated required parking and public and private infrastructure.

Safeway’s new lifestyle format is intended to bring customers all the conveniences and choices they have come to expect in a quality, modern, grocery store setting. The new format includes an earth-toned décor, subdued lighting, custom flooring and unique display features to impart a warm ambiance that enhances the shopping experience. This format showcases perishable departments, such as floral, produce, deli/food service, bakery, meat, and seafood, and emphasizes high-quality, perishable products and prepared food.

The new store will be able to provide a wide variety of grocery items, along with the enhanced service departments and special features. The new Safeway will include such amenities as: Starbucks Coffee Bar; expanded produce and floral departments; hearth oven for baking bread along with a wide variety of specialty desserts; service meat and expanded service seafood; gourmet cheese department; expanded deli with prepared foods; an extensive beer and wine department with a wine steward; and in-store café seating. Safeway’s extensive natural and organic products, including organic produce will be featured. The new store will also include a pharmacy, an extensive health and beauty aids department, and a Bergmann’s drycleaner.

The new, two story, “podium-design” building designed by Lee Quill, FAIA, CNU, Cunningham I Quill Architects, PLLC, consists of a first level used for at grade surface parking that is architecturally integrated into the design of the building. The new grocery store will be constructed on the second floor of the

building. There will be a total of 228 parking spaces. 125 spaces will be covered by the store and the rest will be on the surface of the property but screened from view. The amount of parking being provided, while less than required under the Alexandria Zoning Ordinance, is consistent with the parking provided by comparable stores in the area.

The building will be located on the King Street property line with two entrances from the service drive into the covered parking. The retail shop building will also be placed on the King Street property line with parking at the rear of the building. A plaza with landscaping is provided between the two buildings and will enhance the King Street pedestrian experience. There will be two customer entrance vestibules on King Street where both customers who walk and drive will enter the store. There will also be two entrances to the site from Braddock Road for customers and an exit from the loading area for trucks only.

The covered parking area will be constructed to be bright and comfortable. The lighting in the garage will be bright – 3 to 5 foot candles. The ceiling height will be 10 feet to the lowest obstruction (like sprinklers) and the walls, columns and ceiling will be painted white. In addition, because of the podium design, there will be natural light in the parking areas.

Customers will have several choices in moving from the parking and street to the store. At the western entrance vestibule there will be a two elevators and a stairway. At the eastern entrance there will be an elevator, an “up” escalator, a “down” escalator and “down” cartveyor.

Frequently asked questions:

1. How does the scale, massing and height the proposed two story building relate to: (i) the adjacent buildings, and (ii) the OC Office Commercial zoning regulations?

Response: The scale, massing and height of the proposed building are fully compliant with the regulations of the requested rezoning of the property to the OC Office Commercial zoning regulations. With an allowed zoning height of fifty (50') feet, the new Safeway building is forty-one (41')

feet above average finished grade (AFG) with an architectural focal point on the northeast corner of the building along the frontage of King Street that rises to a maximum height of forty-six feet ten inches (46'-10") above AFG.

With a varied environment of adjacent buildings ranging in height from five stories like the Doctor's office building on Braddock which is approximately sixty-five (65) feet; to the Fairlington Townhouses which are two and one half stories at approximately thirty-five (35) feet; to the Commercial Strip Shopping Center retail buildings such as the Bradlee Center and other single retail buildings at one and one half stories – at approximately eighteen (18') to twenty (20') feet tall; the new two story Lifestyle Safeway will fit comfortably in its context.

2. Describe the architectural concept for the proposed building?

Response: The architectural design of the new store builds upon the organic and environmental approach of the Lifestyle Safeway concept. While predominantly using brick and slate-- traditional materials found in Alexandria-- the design embraces its role as a building of its time by employing environmentally sustainable materials, including cement fiber board panels, on portions of the facade and the focal point, an architectural embellishment at the northeast corner along King Street. Orienting the panels horizontally with an alternating stacking layout, this new "green" material recalls the feel of traditional brick in a running bond pattern. Located on a triangular site with three major façade orientations (King Street, Quaker Lane, Braddock Road), the focal point glazing provides a visual connection to the outside bringing natural light into the store above an exterior terrace designed for store patrons to dine or have a cup of coffee. Creating a new pedestrian realm, the project is designed to provide new, wide sidewalks for strolling and will include a landscaped, pedestrian plaza for outdoor seating and chance encounters with neighbors and friends.

3. How does the size of the proposed building relate to the size of other new Safeway stores in the area? Is the size of the store consistent with stores being built by other grocers in the City of Alexandria and its environs?

Response: The size of the store is consistent with Safeway's standard size for new stores which is 58,000 s.f.

4. (a) Has a Traffic Impact Study been prepared?

Response: Yes, a study dated August 26, 2011, was prepared and submitted to the City.

4. (b) What are the anticipated increases, if any, in traffic generated by the new grocery store compared to the existing traffic generated by the existing grocery store?

Response:

- **Traffic counts and studies for the area of the project**

The existing Safeway store generates approximately 150 trips during the morning peak hour, 438 trips during the afternoon peak hour and 452 trips during the Saturday peak hour. The additional square footage for the store expansion is primarily intended to bring the store up to market standards rather than to increase trips to the store; however, using industry standard (ITE) trip generation rates based on square footage, the traffic study assumes approximately 55 new trips during the morning peak hour, 161 new trips during the afternoon peak hour and 166 new trips during the Saturday peak hour. It should be noted that the new trips associated with the expansion only account for approximately 1% of the total intersection volumes at the major study intersections during the morning peak hour, and less than 3% of the total intersection volumes during the afternoon and Saturday peak hours.

- **Safeway traffic through King-Quaker-Braddock intersections—Grove/Slade study**

Traffic counts at the major signalized intersections within the study area were provided by the City. The unsignalized site driveways were counted by Grove/Slade in November 2010, and the traffic volumes can be found in the traffic study. Other studies in the area that were considered in the traffic analysis include the "Route 7 Spot Improvement Study – Braddock Road, King Street, Quaker Lane" (prepared by VHB, dated April 2010) and the "Draft King Street, Quaker Lane and Braddock

Road Traffic Study” (prepared by the City of Alexandria, dated August 17, 2011).

- **The road alignment for King Street and signalization from T&ES**

The draft report prepared by the City identified modifications for the King Street service drive including signalization of the service drive intersection with Bradlee Shopping Center/Taylor Street and partial closure of the service drive at Quaker Lane. However, the proposed expansion of the Safeway store generates very little new traffic to these intersections, and the additional trips do not exacerbate the conditions that already exist at these locations. Therefore, these improvements were not included in the analysis for this study.

5. (a) How will trucks come to and go from the store?

Response: Trucks and other delivery vehicles will come and go from the site via Braddock Road. Trucks will enter at the center curb cut and use the cross aisle at the south side of the parking lot to maneuver into the loading dock. The trucks will leave the loading dock via a dedicated exit onto Braddock Road.

5. (b) How many truck deliveries will there be?

Response: Safeway tractor trailer trucks will make 2 to 3 deliveries per day. Outside vendors such as Coke or Pepsi also have tractor trailer trucks and will make several deliveries per week. The total tractor trailer truck deliveries will not exceed 20 per week. Other small vans and box trucks could be as many as 20 per day.

6. Will the requested rezoning create a precedent that would encourage other adjacent owners to request a similar rezoning?

Response: The requested rezoning is very limited in scope and application due to the fact Safeway is has agreed, by written proffer, to limit the redevelopment of the property to the building and improvements shown on the development site plan and to be approved by the Planning Commission and City Council as part of the Special Use Permit process. The zoning is not changed unless the development site plan is approved. After approval of the development site plan, the zoning of the property is the approved plan. Other owners in the area could request a rezoning of their

properties, but the precedent would require that a proffered development site plan that is approved as a special use permit.

7. (a) How will construction traffic come and go from the site?

Response: Construction traffic will use Braddock Road except for the occasional use of the service drive to Marlee Way or Quaker Lane.

7. (b) What is the anticipated impact on traffic during the period of construction?

Response: There will be minimal impact other than a reduction of customer trips during the construction period.

8. What accommodations will be made in the store for senior citizens?

Response: Many active seniors find shopping an enjoyable experience and an opportunity for some exercise. The placement of the store on the lot will create a better pedestrian environment that may encourage more seniors who live nearby to take exercise by walking to the store. The seating area will be available for socializing. The new store will also offer them increased variety of products and services. For those seniors who need more assistance, the store and site will be built to comply with the American with Disabilities Act (ADA). The store will be able to offer motorized shopping carts and our employees are happy to assist in reaching products for our customers. The store will continue to have a full-service pharmacy and a pharmacist who can answer questions about medications. Safeway offers flu shots and looks to expand the range of these types of services.