

Docket Item #9
MASTER PLAN AMENDMENT #2003-0005
REZONING #2003-0003
TEXT AMENDMENT #2003-0003
Potomac West Small Area Plan - Arlandria

Planning Commission Meeting
May 8, 2003

ISSUE: Consideration of a request for (1) an amendment to the Potomac West Small Area Plan chapter of the Master Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision and Action Plan for the Arlandria Neighborhood and CDD guidelines; (2) amendments to the zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12; (3) amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD #6 and #7 and a new CDD #12; and (4) enactment of Section 4-1400 of the Alexandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone.

APPLICANT: City of Alexandria, Department of Planning and Zoning

LOCATION: Area bounded generally by Four Mile Run to the north, Jefferson Davis Highway to the east, West Glebe Road to the west, and the intersection of Mount Vernon Avenue and West Glebe Road to the south.

CITY COUNCIL ACTION, MAY 17, 2003: City Council approved the Planning Commission recommendations [regarding the Master Plan Amendment, the Rezoning and the Text Amendment] with the inclusion of the recommendations of staff regarding the implementation measures as presented to Council in the memo received from staff dated May 16, 2003, with regard to the business mechanisms and the affordable housing with the following amendment: [re: staff memo dated May 16, 2003] on Attachment 2, item 5, it will now read: “5. Establish a task force, working group, or other organizational structure consisting of existing community groups, tenant organizations and property owners including but not limited to the Tenant and Workers’ Support Committee, Hume Springs Civic Association, Arlandria Civic Association, and the Chirilaqua Cooperative to provide technical and financial assistance in ownership efforts.” With respect to the May 16, 2003 memorandum, the revised version of Attachment 1 handed out by staff on 5/17/03, was incorporated into the motion “without objection.”

PLANNING COMMISSION ACTION, MAY 8, 2003: On a motion by Mr. Komoroske, seconded by Mr. Leibach, the Planning Commission voted 7-0 to (1) approve the amendments to Potomac West Small Area Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision and Action Plan for the Arlandria Neighborhood and CDD guidelines, and (2) to initiate and recommend approval of the following zoning changes:

- Amendments to the zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12;
- Amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD #6 and CDD #7 and a new CDD #12; and
- Enactment of Section 4-1400 of the Arlandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone.

Reason: The Planning Commission strongly supported the Arlandria Plans, the new CDD guidelines and the Neighborhood Retail zone. They expressed gratitude to the community for its involvement in the community planning process that resulted in the development of the Arlandria Plans and the new zoning and land use recommendations. Noting the amount of existing affordable housing in the community, members of the Commission expressed concern that affordable units may be lost or become unaffordable as new development occurs. They requested that the existing stock of affordable housing be maintained and that new affordable units be constructed and made available to existing Arlandria residents. Members also recognized that the existing minority-owned small businesses are a diverse, if somewhat struggling, group and expressed concern about their ability to remain in Arlandria if their rent increases as a consequence of new development. They encouraged the City to undertake whatever steps necessary in order to ensure that existing businesses are able to remain in Arlandria, and requested that staff monitor these conditions as redevelopment occurs. They also encouraged staff to continue to work with the community as implementation of the Plan occurs to broaden awareness of and support for it. As to the zoning changes, the Commission found them to be consistent the powers delegated in the City Charter. In addition, and to the extent applicable, the changes are consistent with good zoning practices and the general welfare.

AMENDMENTS BY THE PLANNING COMMISSION: The Planning Commission incorporated the following amendments as part of its motion to initiate and recommend approval of the new NR zone:

New text shown **underlined and bold**

1. Added new text to Section 4-1404(D)(7) related to the general standards section of the Uses Allowed Subject to Standards.
 - (7) The Director of Planning and Zoning shall review the administrative permit. Notice of this review shall be made in a newspaper in general circulation in the city, **posted on the subject property, and given to nearby civic associations.** In the event any person, whether owner, lessee, principal, agent, employee or otherwise, materially fails to comply with any standard described herein, the Director may suspend or revoke the administrative approval in whole or in part and on such terms and conditions as deemed necessary to effect the cure of such failure. The applicant or his successor in interest may appeal this suspension or revocation pursuant to Section 11-205(B) *et. seq.* of the zoning ordinance, except that such appeal shall be heard by the Planning Commission;

Reason: With regard to administrative uses, the Planning Commission expressed concern that, without the requirement for a public hearing, adjacent residents might not be aware of, or able to comment on, requests for administrative permits. In addition to the proposed newspaper notice, the Commission recommended that new text be included requiring that the subject property be posted and that notice be sent to the nearby civic association. Concerns raised as a result of this notice will be evaluated and, where appropriate, additional conditions may be employed to mitigate potential adverse impacts.

2. **Added new text to Section 4-1408 related to the Build-to line requirement**

4-1408 *Bulk regulations.* The following bulk regulations shall apply:

(A) *Build-to line.*

1. *Build-to line.* Each building shall meet a build-to line of 10 feet as measured from the front property line. In cases of exceptional design, desired restaurant use with outdoor seating or other public benefit where it is desirable to have an increased setback, the build-to line may be increased to a maximum of 20 feet as measured from the front property line, subject to the review and approval of the Director of Planning and Zoning. Except as specifically approved by the Director of Planning and Zoning to accommodate a desired urban form or where there is no other means of access to the rear of the site, the facade of buildings shall be constructed along the full length of the property facing the street. **This requirement may be modified where the lot has frontage on more than one street.**

Reason: Jonathan Rak, attorney representing the property owners of 3501 and 3507 Mt. Vernon Avenue, requested that the build-to line requirement be modified where properties have frontage on more than one street. He stated that the irregular, triangular shape of the 3501 and 3507 Mt. Vernon Avenue properties would make it impossible to comply with the requirement as written. Staff agreed with Mr. Rak and stated that, in recommending this requirement, it had in mind the commercial properties with frontage along Mt. Vernon Avenue only.

3. Added new text to Section 4-1411 related to Building and Retail Guidelines

4-1411 Building and Retail Guidelines.

The following guidelines shall apply to any redevelopment or new development requiring a special use permit or administrative permit pursuant to Section 4-1404 or 4-1407.

On any property requiring an administrative permit pursuant to Section 4-1404 or 4-1407 conformance may be required to those guidelines listed herein that would be applicable based on the scope of the work or construction to be undertaken as part of the administrative permit.

Reason: Citing concern that the applicability of the building and retail guidelines as drafted is unclear, Jonathan Rak, attorney, requested that this section be clarified. Staff prepared the above text in order to specify that conformance with the guidelines is required in cases where redevelopment or new development requires a special use permit or an administrative permit for a special use or a reduction in parking. Further, on any property seeking an administrative permit approval, conformance with individual building and retail guidelines may be required depending on the scope of work or construction to be undertaken as part of the permit. Conformance with the guidelines would not be required as part of building permit-related changes to a particular property or building, or as a condition of approval of a business license. Staff's intent is to improve the pedestrian retail environment through the employment of design guidelines as redevelopment or new development takes place (with an SUP or administrative permit approval).

Speakers:

Wilma Probst, Brighton Square representative on Arlandria Work Group, stated that she has lived in Arlandria for many years and witnessed past plans that did not get implemented and the failure of other groups like the Potomac West Business Alliance. She urged the Commission to take favorable action on the requests in order to move forward with implementation of the Plan. She described the consensus-based approach taken in the work group planning effort that led to the creation of the long-term vision and action plan and new zoning recommendations. She stated that it was not the intent of the Plan to provide for the community's social service needs. She stated that, over the years, she has seen many small businesses leave Arlandria because they could not be supported by the neighboring community alone, and that the existence of the Birchmere and R.T.'s restaurant has not driven out residents or businesses.

Joseph Heller, long-time property owner of 3840 and 3856 Mt. Vernon Avenue, stated that he supports the Plan and believes that the City must partner with the community, providing staff and

financial resources, to move forward with the Plan. He stated that he has seen the community in good times and bad, and almost sold the property several years ago because he did not believe that things would improve.

Nathalie Simon, 3905 Elbert Avenue, stated that she has lived in Arlandria for five years and supports the Plan and urged its adoption. She stated that creation of the Plan involved a myriad of civic and business representatives and believes that the Plan will create vitality in the community. She stated that the Plan does not specify the types of uses desired or propose to reduce the existing stock of affordable housing or supplant the existing businesses.

Jonathan Rak, attorney representing the commercial property owners of 3501 and 3507 Mt. Vernon Avenue, and the asset managers of 4109,4115,4121, and 4125 Mt. Vernon Avenue, and the Foodway site on W. Glebe Road, stated that those property owners and asset managers requested that their respective properties not be rezoned from CL and CG to NR because they believed that the restriction of uses will make it more difficult to lease their respective properties. He also requested two changes to the text of the NR zone to clarify the applicability of the proposed building and retail guidelines section and relief from the application of the build-to line requirement for properties with frontage on more than one street. He submitted a letter detailing these requests.

Fernando Irazabal, operator of La Feria grocery store on Mt. Vernon Avenue, stated that crime and trash are under control in Arlandria and that the Plan recommendations for street scape improvements are very welcome. He expressed concern about a loss of Latino and African-American businesses when properties redevelop.

Marlin Lord, local resident and architect, stated that the Arlandria planning process is a model for community planning efforts City-wide and that the Plan provides guidelines for development and spurs new business development with the administrative permit process.

Chris Hamilton, president of the Warwick Village Citizens Association and participant in the work group process, stated that the quality of Mt. Vernon Avenue affects the quality of his neighborhood. He stated that he strongly endorses the Plan and urged approval without delay. He described the expedited permit process as an innovative way to attract new business development in Arlandria, particularly with regard to restaurants and stressed that the community supports the allowance of beer and wine service in restaurants.

Thomas Welsh, Mt. Vernon Avenue resident and president of the Potomac West Business Association urged approval of the Plan and noted the comprehensive planning process that led to the creation of the Arlandria Plans. He stated that the PWBA fully supports the Plans.

Kevin Beekman, 3905 Elbert Avenue, represented the Lenox Place at Sunnyside development during the work group planning process, and supports the Plans, zoning changes and Master Plan amendments. He expressed strong support for the administrative permit process and noted that civic and business groups met many times to work out the standards to govern the administrative uses and reached consensus on them. He stated that the Plan represents the collective desire of the community

and addresses the community's desire to improve the neighborhood.

Kevin Willis, 3298 Mt. Vernon Avenue, stated that he has lived in Alexandria for five years and described the planning process as a coming together of City staff and the community to address the community's concerns and to develop the Plan. He stressed the need for affordable housing and noted that this planning process provides the opportunity to ensure that it is provided and maintained.

Kathleen Henry, resident of the Chirilagua Cooperative, expressed concern about the level of development that may occur adjacent to Chirilagua and requested that the Plan be deferred to include Chirilagua and other residents in the process.

Kevin Do, business operator on Mt. Vernon Avenue, stated that 70-80 percent of his business consists of Latino customers who walk to his store from the neighborhoods. He expressed concern that local residents would be forced to leave Arlandria and that his business, and other businesses that are dependent upon local residents would fail. He requested that the City provide more bus shelters along Mt. Vernon Avenue as there are few and many people take public transportation.

Tien Niphad, owner and operator of the 24 Express convenience store, stated that he has operated the store since 1986 and welcomes the proposed improvements to the neighborhood; however, he expressed concern that the Plan would bring big business to the community which would force out minority-owned small businesses.

Victor Daigle, Arlandria Community Business Association member, stated that small business owners have not had time to attend the work group meetings, and that he believes that the Plan is attempting to turn Arlandria into Old Town, with tall buildings and high rent. He stated that the Plan should put more emphasis on retaining the existing community and businesses and requested a six month deferral.

Jon Liss, on behalf of the Tenants and Workers Support Committee, stated that area rents increased 70 percent in the past four years and that they are concerned about affordable housing. He expressed concern that Chirilagua residents were not engaged in the planning process. He expressed concern that local residents would not benefit from redevelopment and believes that the Plan lacks incentives to help keep the commercial rents affordable to small businesses. He stated the Plan should include the retention of minority-owned businesses and enhanced community uses, such as a job training center, and affordable housing. He requested a six month deferral to resolve these issues with the community.

Betty King, 3731 Mark Drive and Hume Springs Citizens Association work group representative, suggested several amendments to the proposed NR zone, including a limitation on the number of restaurants and a 10 pm closing time for them during the week; a greater parking requirement for new residential apartment units; and her opposition to the provision to make gas stations and automobile repair businesses noncomplying uses.

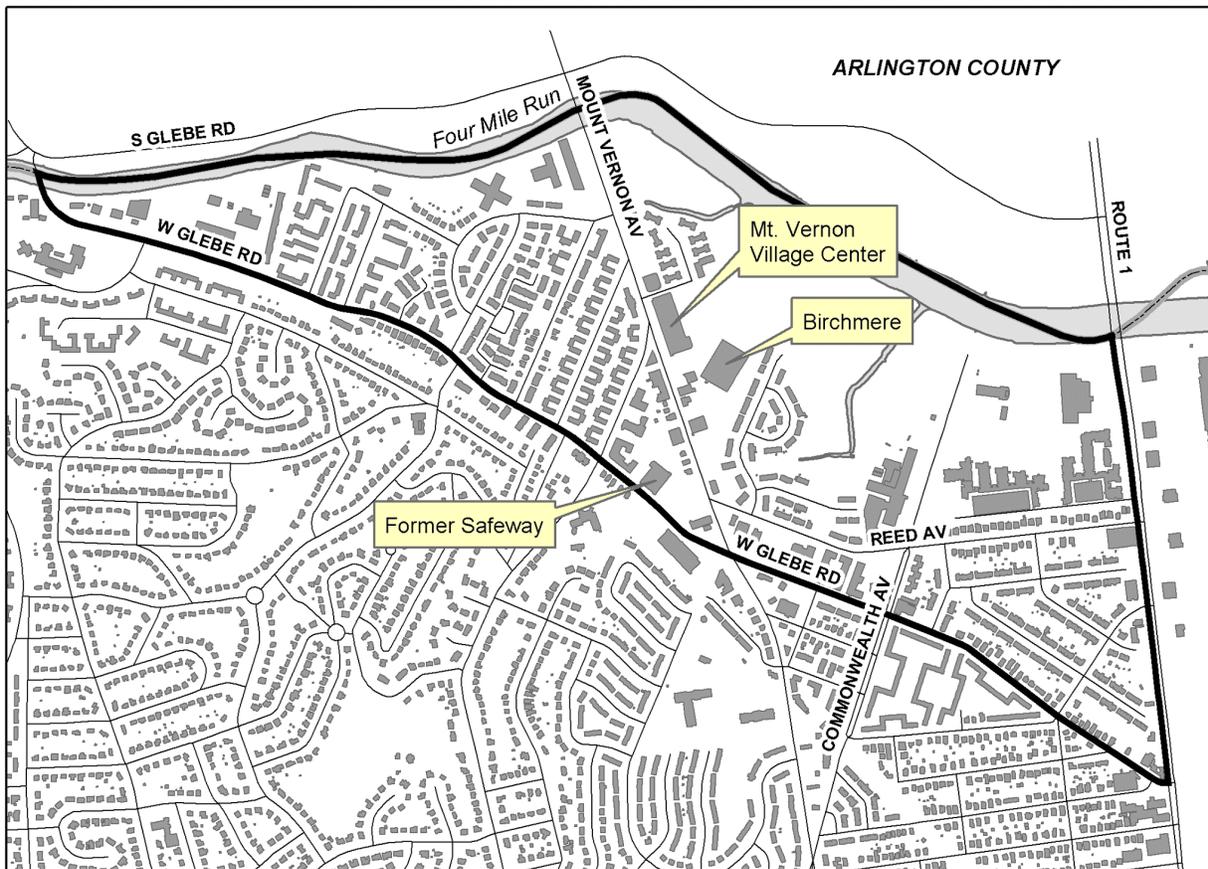
Archie Islen, 3607 Edison Street, stated that he has lived in Arlandria for 38 years and was concerned that he may not be able to continue to live in the neighborhood if new development occurs.

Julie Crenshaw expressed her concern that, in the future as new development occurs, property values will rise and some businesses will be forced to leave Arlandria. She requested a deferral of the request to allow for greater community involvement in the Plan.

Maria Wasowski, Mt. Jefferson Civic Association work group representative, voiced her support for the Plan and expressed her concern about the misunderstanding in the community regarding the planning process and the elements of the Plan. As clarification, she stated that she understood that Tenants and Workers Support Committee had been invited to include representatives on the work group and, although they chose not to participate at that time, notice of meetings was provided to them, and she noted that they did attend later meetings. She stated that the Plan will not change the economic or market forces in Arlandria and noted that no single community can, on its own, guarantee economic success to every business. She stated that the goal of the Plan was to make existing businesses stronger and more successful by providing technical assistance and marketing and promotions, and to attract new customers and businesses to improve the overall health of the commercial area.

Vicinity Map of the Arlandria Neighborhood

STAFF RECOMMENDATION:



MPA #2003-0005
REZ #2003-0003
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(Potomac West Small Area Plan - Arlandria)

Staff recommends that the Planning Commission, on its own motion, initiate the following amendments:

1. Amendment to the Potomac West Small Area Plan chapter of the Master Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision and Action Plan for the Arlandria Neighborhood and CDD guidelines;
2. Amendment to the zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12;
3. Amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD#6 and #7 and a new CDD #12; and
4. Enactment of Section 4-1400 of the Alexandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone.

BACKGROUND:

Planning Process, Key Issues and General Goals

Upper Potomac West Task Force

In June 2000, City Council created the Upper Potomac West (UPW) Task Force to assist in the planning for the redevelopment of key sites in the Potomac West area north of Glebe Road. The Task Force focused on the then-vacant Safeway and Datatel properties, located in the northwest quadrant of the intersection of Mount Vernon Avenue and West Glebe Road, and the north side of East Reed Avenue, between Commonwealth Avenue and Route 1. The Task Force developed planning principles and illustrative plans to reflect the community's vision and design recommendations, consistent with the market analyses prepared for the sites that are outlined in the UPW Task Force Report.

Some of key neighborhood issues identified by the Task Force include improving pedestrian and vehicular circulation with more direct means to access shopping, service and park areas; connecting activities within the area with walkways and bicycle paths; and making intersections more pedestrian friendly. The Task Force believed that it is important to retain the existing diversity in Arlandria and expressed the desire to include ethnic representation, such as ethnic restaurants, and to retain existing businesses in any redevelopment and marketing efforts. It also recognized that the neighborhood now contains a variety of affordable housing options and that any new development should respect the importance of existing residential neighborhoods.

The Task Force's goals include the revitalization of the neighborhood, maintenance of the character of the surrounding residential neighborhoods, including the stock of affordable housing, enhancement of the infrastructure, and maintenance of the existing businesses to the greatest extent possible.

For the Safeway-Datatel properties, the community's goals include the creation of a neighborhood focal point and identity at the site that is a unique, pedestrian friendly place, with public or quasi public outdoor spaces for a farmers' market, flea market, art shows and other similar activities to help energize the economic life and health of the neighborhood.

As to the East Reed Avenue properties, the Task Force's goals include improving the street and neighborhood, educating the community and property owners about the potential for and consequences of redevelopment, protecting existing owner occupants from displacement by redevelopment, and ensuring that the community has a voice in any redevelopment that occurs so that their interests are protected.

Arlandria Neighborhood Plan

As the Task Force planning process concluded, it was recognized that there were other community concerns that had not been addressed and that there was a need and desire for a long- range plan for the remainder of the commercial property fronting on Mount Vernon Avenue in Arlandria. At the direction of City Council, in January 2002, the City Manager convened the Upper Potomac West/Arlandria Work Group to identify and address the community concerns as well as to advise and assist Department of Planning and Zoning staff in the preparation of the action and vision plans. Over the course of a year, the Work Group developed an action plan to address neighborhood concerns and issues in the immediate, mid and long term, and a long-range vision plan to guide both redevelopment of the key “opportunity sites” in Arlandria and infill development activities on other commercial sites on Mount Vernon Avenue.

The main concerns identified by the community include a lack of residential and commercial parking; pedestrian safety, including the lack or inappropriate location of crosswalks and specific problem intersections, especially Mount Vernon Avenue and Russell Road; the desire to make Mount Vernon Avenue more pedestrian friendly and to improve its appearance; better coordination with the neighborhood to solve problems; and, police problems related to car theft, loitering, prostitution, and public drinking and vandalism in the community and at Four Mile Run Park. The Tenants and Workers’ Support Committee expressed social service needs, including a teen center, a medical clinic offering acute/primary care for low-income people, and the maintenance of affordable housing in the neighborhood.

The vision for the future development of the area evokes the desire for a healthy, mixed use community focusing on the redevelopment of three underutilized “opportunity sites:” Safeway-Datatel, the Birchmere, and the Mount Vernon Village Center (formerly the Arlandria Center); active and viable commercial retail that serves both the neighborhood and the broader community; a transition in automobile-oriented to pedestrian-oriented uses; visual and physical connections to Four Mile Run Park; and, a safer environment for pedestrians.

Market Conditions

In both planning processes, a study of the existing and future economic conditions was conducted which generally found that there is a strong market for a variety of housing types, both rental and for-sale, a limited market for office uses, and the potential to significantly increase the inflow and demand for the area’s commercial space. Current market conditions in Arlandria do not exist to spur redevelopment of the opportunity sites, and an interim niche marketing strategy is recommended to capitalize on the strengths of the existing business district and to attract new, complementary businesses that will strengthen the market and encourage the redevelopment of the Safeway-Datatel

site over the course of the next few years. Incorporating the concepts of family, health, recreation, and the multi-cultural diversity of Arlandria, and building upon the entertainment and restaurant opportunities in the neighborhood, the niche marketing strategy calls for better marketing and promotion of Arlandria within the City as well as the region. It was recognized that the Birchmere is a nationally known entertainment venue that attracts patrons from across the region and that better marketing and promotion of the existing business district, including the Birchmere, will attract new businesses and create a vibrant retail environment. The retail guidelines and planning principles articulated in the Arlandria Neighborhood Plans recommend strengthening the existing retail environment, encouraging new pedestrian-oriented retail uses and creating a safer pedestrian environment to complement and support the niche marketing strategy.

Taken together, the recent planning efforts have lead to the creation of two complementary redevelopment plans for the greater Arlandria neighborhood; an interim marketing strategy to strengthen existing businesses and attract new businesses that will both improve the market and encourage redevelopment activities; retail guidelines to improve individual storefronts; an action plan to address community concerns with an implementation schedule for immediate, mid and long term improvements; and, new zoning changes to revitalize the area in a manner that is consistent with the Plans. These changes provide an understanding of, and a blueprint for, the potential for present and future development activities in Arlandria.

LAND USE AND ZONING ACTIONS

In order to make the Arlandria planning work part of the official land use documentation for the City, the following actions are necessary:

Amendment to the Potomac West Small Area Plan chapter of the Master Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision and Action Plan for the Arlandria Neighborhood (the Plans) and CDD guidelines.

The recent Arlandria planning processes have resulted in two redevelopment plans, with planning principles and design guidelines, to ensure that, as new development and infill development occurs, the bulk, mass, scale and orientation of the new buildings are compatible with the existing character of the commercial district and with the long-term vision depicted in the Plans.

In general, the proposed amendments to the existing coordinated development districts (CDDs), and the creation of a new district, incorporate the guidelines and planning principles developed during the planning processes into the text of the CDDs. The purpose of the defined principles is to guide new development in accordance with the community's vision, to establish an appropriate level of

development for the CDD sites, and to provide certainty to the property owner/developer of the amount of desirable development. The current CDDs do not include any guidelines or principles regarding compatible building design or the bulk, mass and scale of new development, nor do they provide a clear understanding among all interested and affected parties – residents, commercial property owners, City staff and elected officials, and the development community – as to the type and scale of redevelopment that is appropriate in these districts. The new text seeks to address these deficiencies and to protect the integrity of the adjacent residential neighborhoods while providing some certainty as to the acceptable scale and type of redevelopment.

Therefore, staff recommends that the Plans, as well as the new CDD guidelines, be incorporated into the Potomac West Small Area Plan chapter of the Master Plan. It is anticipated that the entire small area plan will be completely updated, with new demographic and other information, at the conclusion of the next phase of the Mount Vernon Avenue planning process, beginning in the Spring of 2003, which will extend roughly from the intersection of Mount Vernon Avenue and West Glebe Road in Arlandria south to the George Washington Middle School.

Amendment to the zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12.

A new zone, the Neighborhood Retail (NR) zone, is proposed to replace the existing Commercial Low (CL) and the Commercial General (CG) zones along Mount Vernon Avenue from Four Mile Run to the intersection of West Glebe Road, as well as several properties at the intersection of Mount Vernon Avenue and West Glebe Road (see chart below, and attached maps showing the existing and proposed zoning boundaries). The purpose of the NR zone is to encourage new business growth, existing business expansion and revitalization of the commercial corridor with a mix of uses including pedestrian scale retail, by allowing certain uses with standards and providing some flexibility with other regulations that will achieve an active urban environment while preserving the integrity of the adjacent residential neighborhoods.

The following chart delineates the tax map parcels included in the rezoning, as follows:

Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
7.00-01-02	4118 Mt. Vernon Ave	BMK LLC 5150 William Wharf Rd. St. Leonard, MD 20685	CL	NR
7.00-02-13,14,15,16	3915 Mt. Vernon Ave	Palmas Investments LLC 3903 Mt. Vernon Avenue	CL	NR

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Alexandria, VA 22305

Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
7.00-02-17	4001 Mt. Vernon Ave	Exxon Corp. PO Box 53 Houston, TX 77001-0053	CL	NR
7.00-02-18	4007 Mt. Vernon Ave	UAC Land & Building LLC 4007 Mt. Vernon Avenue Alexandria, VA 22305-2225	CL	NR
7.00-02-20	4115 Mt. Vernon Ave	Carolyn S. Alper, et al PO Box 35370 C/O Pizza Hut #747306 Louisville, KY 40232-5370	CL	NR
7.00-02-19,21,22	4109,4121, 4125 Mt. Vernon Ave	Carolyn S. Alper et al 6305 Ivy Lane C/O Community Realty, Ste. 202 Greenbelt, MD 20770-1465	CL	NR
7.00-08-01,02	3856,3840 Mt. Vernon Ave	Heller Brothers Realty LLC PO Box 6280 Silver Spring, MD 20916-6280	CL	NR
7.00-08-03	3832 Mt. Vernon Ave	Joseph H or Judith A. F. Chopp 4025 Trapp Rd. Fairfax, VA 22032-1138	CL	NR
7.00-08-05,06	3804,3804 A Mt. Vernon Ave	Donna M. Donovan & K. S. Trafford 8712 Powder Horn Rd. Springfield, VA 22152	CL	NR
7.00-09-01,02,09,10,11	3811,3811 A, 3809, 3809 A, Mt. Vernon Ave, 3907 Bruce St.	Arlandria Center LLC 11300 Rockville Pike #704 C/O Divaris Prop Mgt Corp Rockville, MD 20852	CDD #6	CDD #6 as amended
7.00-09-07	3801 Mt. Vernon	Andrew J Adams Jr or Elizabeth	CDD #6	CDD #6

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	Ave	M Adams 3801 Mt. Vernon Ave Alexandria, VA 22305-2410		as amended
7.00-09-08	3803 Mt. Vernon Ave	Preeda LLC 5452 Marlstone Lane Fairfax, VA 22030	CDD#6	CDD#6 as amended
7.00-09-06	3705 Mt. Vernon Ave	Autozone Dev Co PO Box 2198 Dept. 8700 Memphis, TN 38101-2198	CDD #6	CDD#6 as amended
7.00-09-05	3701 Mt. Vernon Ave	Just a Honky Tonk LC 4853 Rock Spring Rd C/O James J Matthews Jr. Arlington, VA 22207-4571	CDD #6	CDD #6 as amended
7.00-08-07,08	3802,3800 Mt. Vernon Ave	Leon Adler & Matthew Zinn Exec 5014 Warren Street, NW Washington, DC 20016-4370	CL	NR
Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
7.00-08-09	3706 Mt. Vernon Ave	Ved P. Gupta et al 6736 Huntsman Blvd. Springfield, VA 22151-2624	CL	NR
7.00-08-10	3704 Mt. Vernon Ave	Thomas J Welsh Bishop of Arlington 310 Duke St. Alexandria, VA 22314-3734	CL	NR
7.00-08-11	3700 Mt. Vernon Ave	City of Alexandria 301 King Str., #3500 Alexandria, VA 22314	CL	CDD #12
15.01-04-03,04,	3612,3610 Mt. Vernon Ave	3600 Mt. Vernon LLC 1901 N. Moore St. Ste. 803	CL	CDD #12

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		C/O Weissberg Corp Arlington, VA 22209		
15.01-04-05	3608 Mt. Vernon Ave	Chuck or Linda Hoo Soo 42773 Shaler St. South Riding, VA 20152	CG	CDD #12
15.01-04-06	3606 Mt. Vernon Ave	Rafat or Shaista Mahmood 4290 Neitzey Place Alexandria, VA 22309-3069	CG	CDD #12
15.01-04-07	3500 Mt. Vernon Ave.	Eagle Financial Inc. 7732 Annapolis Rd. Lanham, MD 20706-1306	CG	CDD #12
15.01-04-08	3506 Mt. Vernon Ave	Richard Wilkinson Jr. & Kent Wilkinson Trust 1681 Nickerson Way Arnold, MD 21012-2566	CG	CDD#12
15.01-04-09	221 W. Glebe Rd	3600 Mt. Vernon LLC 1901 N. Moore St, Ste 803 C/O Weissberg Corp Arlington, VA 22209	CG	CDD #12
15.01-05-01,16,17	3609,3603,3607 Mt. Vernon Ave	Just A Honky Tonk LC 4853 Rock Spring Rd. C/O James J Matthews, Jr Arlington, VA 22207-4571	CDD #6	CDD#6 as amended
15.01-05-12,13	3501,3507 Mt. Vernon Ave	Zlotnick, Kraft & Meyers LLC et al 2000 L Street, NW, Ste. 675 C/O Grossberg Washington, DC 200036-4907	CG	NR
15.01-08-06	206 W. Glebe Rd	Ku Shim Partnership C/O Greenhoot Cohen 5101 Wisconsin Avenue, NW Washington, DC 20016	CG	NR

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Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
15.01-08-08	3699 Russell Rd	Ku Shim Partnership 206 W. Glebe Rd Alexandria, VA 22305-2301	CG	NR
15.01-04-10	231 W. Glebe Rd	Thomas J. Welch Bishop of Arlington 310 Duke Street Alexandria, VA 22314	CG	CDD#12

A new CDD #12 is proposed for the eight parcels of land, approximately 4.27 acres, that comprise the site known collectively in the UPW Task Force Report as Safeway-Datatel. The creation of a CDD is proposed to encourage the coordinated redevelopment of the parcels in a manner that is consistent with the design and planning principles enumerated in that report. The underlying zone for this new CDD #12 is NR/Neighborhood Retail, consistent with the proposed rezoning of commercial properties along the Mount Vernon Avenue corridor and CDD #6 - Mount Vernon Village Center/Birchmere in Arlandria.

Amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD#6 and #7 and a new CDD #12.

CDD#6 Mount Vernon Village Center/Birchmere (formerly Arlandria Center/Berkey Photo)

No land is proposed to be added to or deleted from the existing CDD. Design and planning principles are included to ensure that the bulk, mass and scale of new development is compatible with the existing character of the area and respects the adjacent residential neighborhoods. The amended CDD#6 includes the following:

- The underlying CG zone is changed to NR/Neighborhood Retail, except that the floor area ratio may not exceed .5 for nonresidential and .75 for a mixed use project including ground floor retail and residential uses.
- With a CDD special use permit (SUP), a maximum gross floor area ratio of 3.0 is permitted, including above-grade parking for the total mixed use development. Gross floor area is defined as the sum of all gross horizontal areas under a roof or roofs. These areas are

measured from the exterior faces of walls or from the center-line of party walls. Elevator and stair bulkheads, multi-story atriums and similar volumetric construction, not involving floor space are excluded. (This approach allows FAR to be used as a realistic measure of building bulk and mass, and was initially employed in the CDDs in the Eisenhower East Small Area Plan.)

- Maximum permitted building height along the street is 35 feet. Building height may be increased to 50 feet with a minimum building step back of 15 feet from the front facade of the building.
- Development shall consist of a mix of uses including retail and residential uses. Other desirable uses to be integrated into the development include live entertainment and theater facilities, an inn or conference center, and office uses.
- Development shall be consistent with the CDD guidelines and the Arlandria Neighborhood Plans, as adopted in the Potomac West Small Area Plan.

CDD#7 Route 1 Properties

No land is proposed to be added or deleted from this currently mapped CDD. The proposed amendments relate specifically to 46 residential parcels located on the north side of East Reed Avenue between Route 1 and Commonwealth Avenue in the Lynhaven neighborhood. The proposed amendments will allow a greater density than currently allowed under the existing RB/Townhouse zone (22 units per acre) up to a maximum of 27 units per acre, with a special use permit. The following amendments are proposed to ensure that redevelopment occurs in a coordinated manner that is generally consistent with the UPW Task Force Report:

- No change to the underlying zoning.
- With a CDD SUP, a maximum density of 27 dwelling units per acre is permitted and should be developed with a mix of townhouse types, including stacked townhouses, provided that a minimum of 10 percent of the total number of dwelling units be affordable as defined in the City of Alexandria Affordable Housing Policy. Of that number, 70 percent of the affordable units should consist of two or more bedrooms.
- A maximum height of 45 feet is permitted.
- The preferred land use is residential townhouse uses, including stacked townhouses, which should be arranged on the site to create variety in the streetscape, should minimize the

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number of curb cuts along East Reed Avenue, and provide ground-level, usable open space to achieve a development similar to the illustrative plan for East Reed Avenue in the UPW Task Force Report.

- Retention of mature trees on the site is encouraged to help retain some of the existing character of the street with redevelopment.

CDD #12 Safeway-Datatel

The proposal is to create a new CDD for the eight parcels known collectively as the Safeway-Datatel site, located in the northwest quadrant of the intersection of Mount Vernon Avenue and West Glebe Road. The intent of the new CDD is to provide guidelines to ensure that the redevelopment of the properties occurs in a coordinated manner and is generally consistent with the design guidelines and planning principles articulated in the Plans. The new CDD #12 has the following features:

- The underlying CG zone changes to NR/Neighborhood Retail, except that the floor area ratio may not exceed .5 for nonresidential and .75 for a mixed use project including ground floor retail and residential uses.
- With a CDD SUP, a maximum gross floor area ratio of 3.0 is permitted, including above-grade parking for the total mixed use development. (The same definition for Gross Floor Area recommended for CDD#6 and used in Eisenhower East is employed here.)
- The overall height of the buildings should be consistent with the heights depicted in the UPW Task Force Report.
- Uses include a new mixed use neighborhood center that provides a retail anchor such as a food/grocery store and supporting retail, office, and live/work, and residential uses with public and private parking.
- A minimum of 10 percent of the total number of residential units should be affordable units.
- The development should conform to the design recommendations in the Plans, as adopted in the Potomac West Small Area Plan.

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Enactment of Section 4-1400 of the Alexandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone.

The current zoning: CL/Commercial Low and CG/Commercial General zones

Currently, the commercially zoned properties that abut Mount Vernon Avenue are zoned either CL/Commercial Low or CG/Commercial General. The Mount Vernon Village Center, the Birchmere, and three other contiguous properties are zoned CDD #6 with an underlying zoning of CG.

The CL zone was intended to provide for small scale retail and service uses for pedestrians and persons living in the nearby residential neighborhoods. The CG zone was intended to provide retail and service uses, including automobile-oriented uses, in community serving shopping centers along major roads. Both zones allow automobile-oriented uses that are generally developed in a suburban form, with detached, one story buildings surrounded by large, asphalt parking lots. These uses elevate the accommodation of the vehicle over the pedestrian and make it easy for people driving to the property to park their vehicle and enter the building. On the other hand, a pedestrian is forced to navigate through the parking lot on foot in order to enter the building. In this development pattern, the accommodation of the car and driver takes precedence over pedestrian safety and good urban form, where buildings are oriented to the street and the pedestrian, and off-street parking is provided within or behind the building, if at all.

In addition to the intent and the permitted uses, staff notes that the density of both the CL and CG zones is relatively low and does not recognize that some of the developed property in Arlandria already exceeds the maximum allowable FAR, thus precluding the addition of more building square footage that would result in the desired urban form of mixed use buildings with a variety of heights.

In order to strengthen the existing pedestrian-oriented uses along Mount Vernon Avenue in Arlandria and to promote its success as a retail corridor, staff recommends that the properties be rezoned to a new zone that emphasizes the pedestrian's importance in retail and other activities and accomplishes the vision for Arlandria for pedestrian-scale, mixed use buildings, with off-street parking provided either within or behind the building, or in a centrally located parking structure faced with active ground floor uses.

The Neighborhood Retail Zone

The new zone was designed to provide some flexibility in the current zoning requirements in order to provide incentives for new business development, the retention and growth of existing businesses, and to encourage new development and infill development that is consistent with the community's vision for Arlandria.

The intent of the new NR zone is three-fold:

- to enhance pedestrian-oriented commerce with greater opportunities for shopping, recreation and culture, with a variety of uses including retail shops and services, restaurants, and cafes for residents, commuters and tourists;
- to promote the redevelopment of existing properties and infill development consistent with the principles articulated in the Arlandria Neighborhood Plans (the UPW Task Force Report and the Long-Term Vision and Action Plan for the Arlandria Neighborhood) as proposed to be adopted as part of the Potomac West Small Area Plan chapter of the Master Plan and with the currently adopted Mount Vernon Avenue Design Guidelines and;
- to maintain and enhance the integrity and viability of the adjacent residential neighborhoods, park land, schools, and religious and cultural institutions.

Permitted Uses

The NR zone allows retail, restaurant, personal service uses as permitted uses. Banks, business and professional offices, medical laboratories, medical offices, and laundromats are allowed on the ground floor of buildings with a limitation on the amount of frontage the use may occupy along the street. This limitation is important to encourage the development of an active, pedestrian-oriented retail environment along the street and was prompted by the recent changes in the 400 block of King Street in Old Town. Over the past year, the existing retail shops located on the ground floor of the Holiday Inn have been replaced with a realtors office. Directly across King Street, at Tavern Square, a clothing store, travel agency, and oriental rug store were replaced with a bank. The conversion of formerly active retail space to office uses that have little relation to, and provide no interest at, the street level have created a "dead" space along the frontage of this block. In Arlandria, where the commercial core is relatively compact, the loss of active retail and service space to office uses would have a greater adverse impact on the overall vitality of this area.

Special Uses and Uses Allowed Subject to Standards

A series of special uses is permitted with a special use permit, including amusement enterprise, convenience store, day care center, public building, restaurants, and social service use.

A new category of uses is proposed and allowed subject to general and use-specific standards and an administrative permit approved by the Director of Planning and Zoning. These uses are live theater, outdoor food and crafts market, and restaurant with limited operations. The general standards for these uses are derived from the list of standard conditions that City Council imposes on all special use permit approvals. They include a requirement to police the property and adjacent rights-of-way for litter, to complete the Crime Prevention work with the Alexandria Police Department, to store trash and garbage properly, to require employees who drive to work to park off-street and to encourage the use of public transportation by posting information about routes and the locations where fare passes are sold. Use-specific conditions are included to address the possible impacts of a particular use. For example, limitations on restaurants include the number of seats, both indoors and outdoors, the hours of operation, delivery and alcohol sales to ensure that the restaurant does not adversely impact its residential and commercial neighbors.

A review of the administrative permit is also required, with notice of the review published in the local newspaper. If the Director determines that the applicant has violated the permit standards, the permit may be suspended or revoked, and any appeal of such decision would be made to the Planning Commission. Any change in the nature of the use or any enlargement, extension or increase in the intensity of the use will be reviewed by the Director and a determination will be made as to whether a special use permit approved by City Council is required. Similarly, if an applicant is unwilling to comply with the administrative standards, he or she may file an application for a special use permit and go through the normal public hearing process.

The goal of the administrative uses is to spur new business development in Arlandria by allowing new uses to open much more quickly than if they were required to obtain special use permit approval, while having standards in place to protect the community. Staff believes the standards will minimize potential impacts on adjacent neighborhoods and that this approach, with its flexibility, should be tried to support and to strengthen the Arlandria business district and make it attractive to new business investment. The Work Group initiated this approach and are very supportive in giving it a chance.

Noncomplying Uses

In order to support and promote an urban, pedestrian-oriented retail environment, the following permitted uses are proposed to be made noncomplying uses. These uses tend to require large paved

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parking areas, generally located in front of the business establishment, and are located in single story, detached buildings, sometimes built on pad sites, which is characteristic of suburban development. In other cases, the uses themselves are somewhat industrial in nature, e.g. light automobile and dry cleaning plants, which are not appropriate in an urban, neighborhood retail zone.

Under the current regulations regarding noncomplying uses, these uses may continue to operate as they currently operate; however, any expansion or intensification of the use requires special use permit approval. The purpose of changing the status of these uses is not to prohibit them outright, but rather to acknowledge they exist and to provide for their continued operation in Arlandria. These uses include automobile service station, check cashing, drive through facility, laundry, dry cleaning operation (the plant, not pick up and drop off locations), light automobile repair, motor vehicle parking and storage; except public facilities and private parking accessory and clearly incidental to the principal use, pawnshop, and wholesale business.

One of the main focuses of the planning effort is to strengthen the business environment in Arlandria so that additional business investment is encouraged. One of the neighborhood concerns raised dealt with the large number of check cashing establishments in this small retail area. A proliferation of check cashing and pawnshops could have a potential adverse effect on stimulating new business and property investment. There are currently four check cashing operations that provide a level of service needed by the community. Under the proposed zoning, these uses could continue; however, no new one are permitted.

Parking

The zone proposes to provide some flexibility with off-street parking requirements. Currently whenever a change of use occurs, the new use is required to comply with today's off-street parking requirement. However, in some cases, buildings were not constructed with off-street parking spaces or there is not enough land on which to build parking, thus when a change of use occurs, the new use cannot comply with today's requirements. In that case, either the proposed operator seeks another location for the business or he or she may file a special use permit application for a parking reduction in hopes of getting the parking requirement waived by City Council. Many properties in Arlandria have this constraint, so in order to allow for uses to change without discouraging new businesses to come to Arlandria or requiring a special use permit, staff recommends that when a change of use occurs that has the same or lesser parking requirement, no additional off-street parking is required. For uses that have a higher parking requirement and are within 500 feet of a public parking facility and the proposed use complies with the design and retail guidelines outlined in the Plans, no additional off-street parking is required subject to review and approval by the Director of Planning and Zoning. In addition, for newly constructed buildings or additions to existing buildings with 5,000 square feet or less of retail and office space and that are located within 500 feet of a public

parking facility, only 40 percent of the required parking must be provided. These provisions are intended to provide flexibility to allow new businesses to operate and to allow small expansions or new construction to occur without requiring the full parking requirement to be met. The goal with regard to parking is to move away from individual businesses providing spaces on their own respective lots towards shared parking among uses provided in a centrally located, easily accessible parking facility. In the short term, the Datatel parking lot will meet this need. With regard to residential parking, staff proposes to require at least one on-site parking space per unit for newly constructed residential apartment units. The Plans envision active ground floor uses, with residential and office on the floors above. The small scale nature of the zone and the upper story requirement will likely result in smaller apartment units. Thus, the one space on-site provision will likely meet the needs and impacts of the new units.

Floor Area Ratio (FAR)

The maximum proposed floor area ratio, or the ratio of total building square footage to lot area, is proposed to be .5, and up to 1.5, with a special use permit, for a mixed use development that includes ground floor retail uses. Currently, the maximum allowed FAR in the CL and CG zones is .75 for residential and .5 for non-residential for lots greater than 5,500 square feet in the CL zone and .5 for non-residential in the CG zone. Increasing the FAR will allow property owners to construct additions to their existing buildings, or to build new buildings. The SUP process for the larger FAR will ensure impacts are reduced and the development will be consistent with the design guidelines articulated in the Plans.

Height

The maximum permitted building height along the street is 35 feet, except that the maximum building height may be increased to an amount not to exceed 50 feet with a building step back of 15 feet from the front facade of the building. The 35 foot limit is compatible with the retail, pedestrian scale environment, and due to the width of Mount Vernon Avenue, an increase in height, with the defined setback, will allow additional development without visual impacts. A minimum building height of 25 feet is designed to encourage two story development and thus a mixed use neighborhood environment.

Other provisions

The zone includes other provisions, such as public art and retail guidelines to assist business operators in the improvement of their retail storefronts. It also includes revised sign regulations designed to improve the appearance of signage in Arlandria by allowing creativity in sign materials and design, and by allowing the retention of the existing nonconforming roof signs at RT's and the

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Waffle Shop restaurants and the erection of banners on street poles. These provisions are included in order to help to identify Arlandria as a diverse, multicultural place in which to live, work and play.

CONCLUSION:

Staff recommends approval of the proposed rezoning of the commercially zoned properties that abut Mount Vernon Avenue and several properties located at the intersection of Mount Vernon Avenue and West Glebe Road in Arlandria from CL/Commercial Low and CG/Commercial General to NR/Neighborhood Retail. The new zone will encourage redevelopment and infill development that is consistent with the Plans and will provide some flexibility in terms of parking requirements, administrative uses, and FAR while preserving the integrity of the adjacent residential zones. Staff also recommends approval of the amendments to the existing CDDs, and the creation of a new CDD, in order to provide guidelines that ensure that new development is compatible with the existing character of Arlandria and that it relates well to the adjacent residential neighborhoods. The incorporation of the proposed zoning changes and the Plans into the existing Potomac West Small Area Plan chapter of the Master Plan will provide clear guidance to the public and the development community as to the desired vision for the redevelopment of properties in Arlandria.

STAFF: Eileen Fogarty, Director, Department of Planning and Zoning;
Kimberley Fogle, Chief, Neighborhood Planning;
Kathleen Beeton, Urban Planner.

RESOLUTION NO. MPA 2003-0005

WHEREAS, under the Provisions of Section 9.05 of the City Charter, the Planning Commission may adopt amendments to the Master Plan of the City of Alexandria and submit to the City Council such revisions in said plans as changing conditions may make necessary; and

WHEREAS, the City initiated an extensive community participation process to establish a shared vision and direction for the future development and enhancement of the Arlandria neighborhood; and

WHEREAS, the community planning process culminated in the development of the two Plans, the Upper Potomac West (UPW) Task Force Report and the Long-Term Vision and Action Plan for the Arlandria Neighborhood, that collectively represent a comprehensive approach to guide and manage future development in Arlandria; and

WHEREAS, a duly advertised public hearing on the proposed amendment was held on May 8, 2003, with all public testimony and written comment considered; and

WHEREAS, the Planning Commission finds that:

1. The proposed amendments are necessary and desirable to guide and accomplish the coordinated, adjusted and harmonious development of the Arlandria area as part of the Potomac West Small Area Plan section of the City; and
2. The proposed amendments are generally consistent with the overall goals and objectives of the 1992 Master Plan and with the specific goals and objectives set forth in the Potomac West Small Area Plan chapter of the 1992 Master Plan; and
3. The proposed amendments show the Planning Commission's long-range recommendations for the general development of the Potomac West Small Area Plan; and
4. Based on the foregoing findings and all other facts and circumstances of which the Planning Commission may properly take notice in making and adopting a master plan for the City of Alexandria, adoption of the amendments to the Potomac West Small Area Plan chapter of the 1992 Master Plan will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the residents of the City;

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NOW, THEREFORE, BE IT RESOLVED by the Planning Commission of the City of Alexandria that:

1. The Upper Potomac West Task Force Report, the Long-Term Vision and Action Plan for the Arlandria Neighborhood and CDD guidelines are hereby adopted in their entirety as an amendment to the Potomac West Small Area Plan chapter of the 1992 Master Plan of the City of Alexandria, Virginia in accordance with Section 9.05 of the Charter of the City of Alexandria, Virginia.
2. This resolution shall be signed by the Chairman of the Planning Commission and attested by its secretary, and a true copy of this resolution forwarded and certified to the City Council.

ADOPTED the 8th day of May, 2003.

Eric Wagner, Chairman
Alexandria Planning Commission

ATTEST: _____
Eileen P. Fogarty, Secretary