



FAIRFAX COUNTY
SITE-SPECIFIC PLAN AMENDMENT PROCESS
COUNTYWIDE

Nomination Number	CPN22-LE-001
Supervisor District	Lee
Parcel ID Number(s)	82-3 ((1)) 41E
Parcel Address(es)	6116 Rose Hill Drive, Alexandria, VA 22310
Nominator	Aisha Hill
Plan Map Designation	The property is located within the RH4 Lehigh Community Planning Sector of the Rose Hill Planning District, Area IV ("RH4") Section of the Comprehensive Plan.
Comprehensive Plan Recommendation for Nominated Property	Current Comprehensive Plan Recommendation - "The site of the Rose Hill shopping center is planned for continued retail use up to .30 FAR. Although larger in gross floor area than some other neighborhood centers, it functions as a neighborhood shopping center and is constrained by surrounding development. Future improvements to the shopping center should incorporate adequate pedestrian connections to the surrounding neighborhoods and effective screening and buffering to the adjacent residential areas."
Proposed Land Use	Mixed Use
Summary of Proposed Comprehensive Plan Change	Mixed Use, including multifamily residential and retail uses with a structured parking garage and surface parking.

SSPA NARRATIVE STATEMENT OF JUSTIFICATION

for
**Rose Hill Shopping Center
Combined Properties**
October 25, 2022

Combined Properties, Inc. (the “Applicant”) is submitting a Site Specific Plan Amendment (“SSPA”) nomination for the Rose Hill Shopping Center located at 6116 Rose Hill Drive in Alexandria, VA (the “Property”). The existing single-story retail structure presents as an outdated, auto-oriented concept that contradicts Fairfax County’s goals and objectives that favor community based, mixed-use development as a means to combat the County’s housing shortage and revitalize the local economy. The Fairfax Comprehensive Plan (“Comprehensive Plan”) provides limited opportunities for the site to logically evolve into a more vibrant, mixed-use asset. This nomination request provides the opportunity to advance a number of well-settled planning objectives that include the provision of housing, reducing impervious surface, providing new open space areas and amenities, and creating a more engaged streetscape that will ultimately reposition the shopping center as a modern mixed-use anchor for the neighborhood.

This SSPA nomination also responds logically to significant structural changes in the retail economy that have altered the necessary form, scale, and nature of successful retail. In that context, this SSPA is an essential step in ensuring that the Rose Hill Shopping Center remains a viable retail and service providing amenity for the community. Collectively, these facts and circumstances justify a reexamination of the governing Comprehensive Plan recommendations and are an opportunity to ensure that the Rose Hill Shopping Center remains a community-serving asset.

More importantly, the Property’s existing commercial leases are scheduled to lapse in 2027, which has been strategically timed with the desired start date for construction of the proposed development for the Summer of 2027. The Applicant is cognizant that the Property will be unlikely to attract retail tenants in the interim due to the likelihood of near-term redevelopment. If the Property is not accepted into this cycle’s SSPA process, the Property risks long-term vacancies until 2035 which is detrimental to the health of the Property and the neighborhood.

I. PROPERTY DESCRIPTION

a. Property Characteristics and Existing Improvements

The Property is comprised of approximately 11.2 acres (487,907 square feet) and is currently developed with a total of 154,361 square feet of commercial development (0.32 FAR). The Property is located less than two miles away from the Kingstowne Town Center and is approximately three miles away from the Franconia-Springfield Metro Station. The Property is

zoned to the C-6 (Community Retail) District and is subject to the Development Conditions approved with SE 90-L-051, and listed in Appendix 1 to the Staff Report for the same, dated February 6, 1991. There are no governing proffers for the Property. As currently zoned, the Property can achieve a maximum of 0.4 FAR by-right, or 0.5 FAR with approval of a special exception by the Board.

As it is currently improved, the Property encapsulates an outdated reliance on auto-oriented retail development that is economically unfeasible and audibly discouraged by the County. The Property features a single-story retail center with a large surface parking lot fronting the primary vehicular entrance points along Rose Hill Drive. The Property lacks green space, street trees, or any other facilities that encourage and accommodate multi-modal and pedestrian-oriented circulation. As it is currently improved, the Property fails to utilize its proximity to business centers and public transportation to provide necessary housing for the community and desired experiential retail and amenities.

b. Comprehensive Plan Language

The Property's Comprehensive Plan site recommendations are out of step with the County's envisioned goals for redevelopment. The property is located within the RH4 Lehigh Community Planning Sector of the Rose Hill Planning District, Area IV ("RH4") Section of the Comprehensive Plan. The existing Comprehensive Plan recommends that the Property, which is "[t]he site of the Rose Hill shopping center" be planned for "continued retail use up to .30 FAR." In addition, "[f]uture improvements to the shopping center should incorporate adequate pedestrian connections to the surrounding neighborhoods and effective screening and buffering to the adjacent residential areas." The plan as written is inflexible and significantly limits the Applicant's ability to provide more valuable resources to the community. Additionally, the limited FAR prescribed in the Comprehensive Plan prevents the Applicant from developing the site into an attractive mix of residential and commercial uses, as desired by the County. In an effort to realign the Property's use and visual aesthetic with the goals of the County, an SSPA is a necessary tool to transform the Property in a thoughtful manner.

II. PROPOSED SITE SPECIFIC PLAN AMENDMENT

In step with the County's goals to embrace pedestrian oriented development, the Applicant is seeking an SSPA to reinvigorate the Property's existing single-story retail site into an attractive, mixed use commercial and residential development. The Applicant has thoughtfully scaled back initial designs of the proposed development in response to community engagement that took place in the Spring of 2022 and consolidated the previously contemplated multi-building development into a single mixed use residential building with approximately 56,000 square feet of retail and green space. The development will achieve a height of approximately four stories to the south, in

response to the existing three-story Rose Hill Apartments (which includes approximately 13 buildings and 445 units) and scale up to six stories as the residential building reaches Franconia Road to the north. The Applicant will also locate a parking garage structure at the center of the Property, the majority of which will be concealed by the residential structure. Additionally, a freestanding jewel box retail building will be positioned on the Property's frontage, bordering the proposed green space along Rose Hill Drive. The proposed redevelopment will remain fundamentally neighborhood serving. To that end, the proposed redevelopment will complement the stable existing uses and enhance the surrounding environment.

The proposed redevelopment prioritizes pedestrian circulation and passive recreation throughout the site while retaining convenient opportunities for vehicular access. The proposed redevelopment project will utilize the existing curb cuts along Rose Hill Drive, but will incorporate necessary pedestrian-oriented facilities, such as wider sidewalks, green space along the Property's frontage, and street trees to encourage safe and varied modes of circulation. While convenient and safe vehicular access will be retained, the reduction of surface parking and newly incorporated pedestrian-oriented facilities, such as extended sidewalks and street trees, will significantly improve pedestrian safety and circulation.

Additionally, the proposed redevelopment will provide green space along the Property's frontage, and Courtyards throughout the residential development, to provide opportunities for passive recreation. For comparison, the existing Property is comprised almost entirely of impervious surface and fails to provide green space and other environmentally friendly amenities.

More importantly, the Applicant is proud of its decades-long relationship with the community and has no intention of selling the Property post-redevelopment. As such, the proposed mixed-use building will utilize high quality design and materials. The Applicant is also committed to ensuring the surrounding residential community has continued access to quality public amenities, including the retention of a grocery store option to anchor the retail program. At the same time, new and reconfigured retail spaces will be provided and designed to attract service and amenity-oriented retail that will diversify the experience and contribute to the development's long-term viability.

III. SITE SPECIAL PLAN AMENDMENT JUSTIFICATION

The governing Comprehensive Plan recommendation for the Property has not been examined in decades and, in its current form, fails to embrace Fairfax County's evolving needs and land use considerations for ongoing redevelopment. In 2015, Fairfax County published the Strategic Plan to Facilitate Economic Success ("Strategic Economic Plan") which was designed to set forth a series of policy initiatives to build livable spaces, connect people and places, and diversify the economy. In doing so, the Strategic Economic Plan identified a need to focus

planning and development activities around the creation of “mixed use communities” as a goal for the County. Additionally, the Strategic Economic Plan supported the additional need for a “mix of housing types to accommodate a range of ages, household sizes, incomes, and uses for long term appeal, integration, and sustainability.” The current recommendations set forth in the Comprehensive Plan contradict the County’s guidance for redevelopment and economic success and prevent any opportunities for the site to form its own recognizable identity not only in the Rose Hill district but throughout the County.

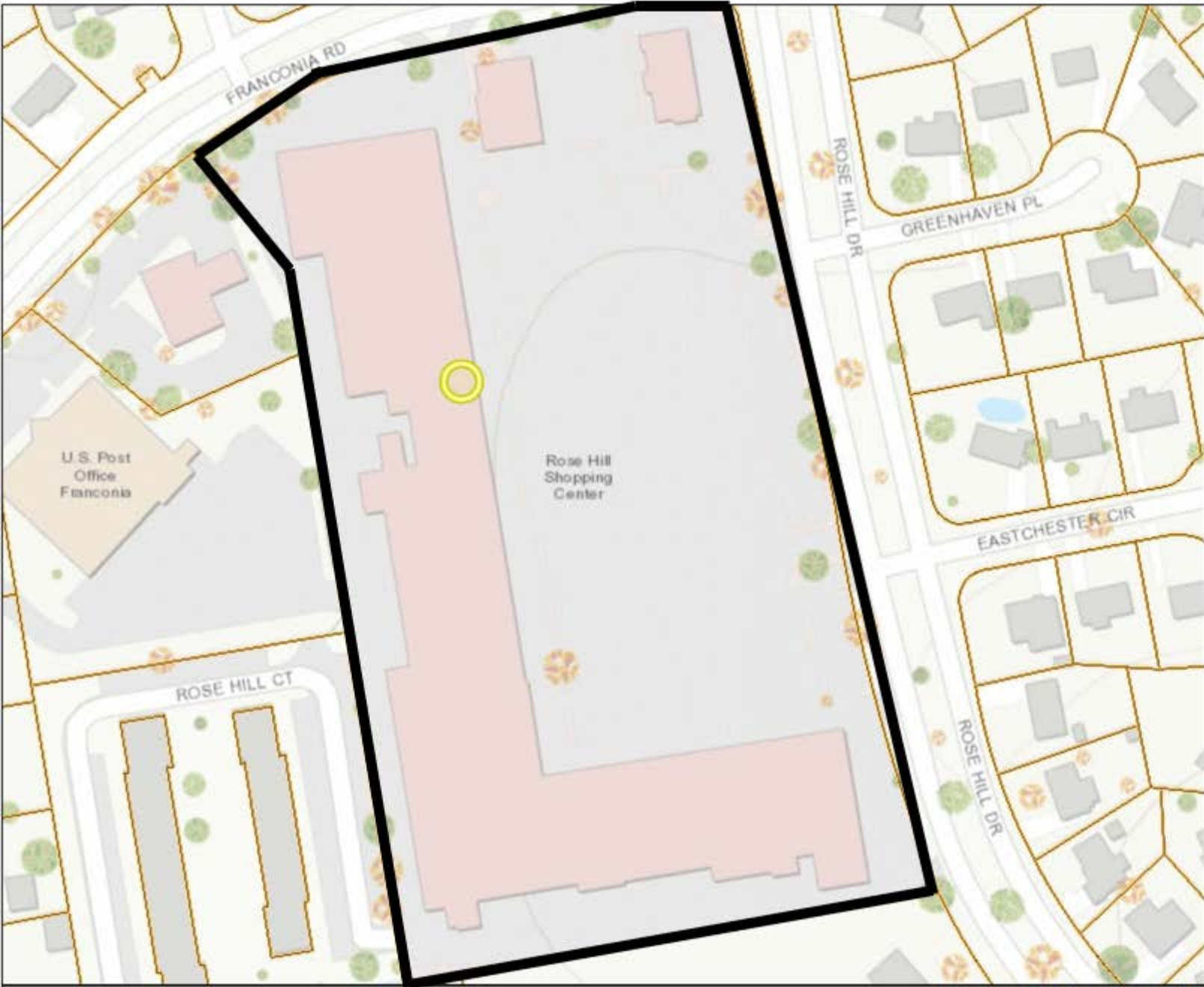
The Property represents an unwavering callback to outdated development schemes in Fairfax County that prioritized vehicular circulation and large swaths of surface parking. Throughout the decade, the popularization of complete communities and integrated uses has provided greater opportunities for sustainable live/work development that promotes health, safety, convenience, and long-term economic viability. The planning and zoning guidance for the shopping center remains essentially unchanged for the past 30 years. In that time, much has changed. Successful community-serving retail now demands less total square footage and more experiential forms of retail that rely on activated public spaces to encourage longer stays and interaction with those same public spaces and other public amenities. Without a proper embrace of new developmental techniques, the existing retail on the Property will likely falter as neighboring projects embrace evolving trends in retail development.

Additionally, the inclusion of residential development will be critical to the County’s efforts to eliminate the housing shortage that continues to restrict available supply resulting in a steep increase in the cost of housing. The Fairfax County Communitywide Housing Strategic Plan (“Housing Strategic Plan”) established adequate opportunities for housing as an important need for the County. Thus, the Housing Strategic Plan identified the reuse of commercial buildings as a solution for creating greater opportunities for housing. The Applicant is sensitive to the County’s housing shortage and is committed to providing high-quality residential units to increase the County’s housing supply. The Property’s close proximity to Kingstowne Town Center, which is identified as a future employment center, and the Franconia-Springfield Metro Station uniquely positions the Property as a valuable site for mixed-use residential opportunities that will serve in a consequential role to mitigate the housing shortage.

IV. CONCLUSION

Combined Properties understands and respects the responsibility that comes with serving as a long-term corporate citizen in this community. As such, a site specific plan amendment will provide the Applicant with an opportunity to transform a dated, underutilized, and auto-oriented strip mall into an attractive and vibrant mixed-use community with public amenities that will serve the entire community. The SSPA process provides an opportunity to work constructively with County regulators, decision-makers and community stakeholders to advance a series of shared and

aligned goals and objectives centered around creating something that is successful, vibrant and positively defines the community. For all the aforementioned reasons, the Applicant respectfully submits this SSPA nomination for further consideration.



Legend

Parcels

Notes:

0 0.07 0.1 Miles



This map is intended for reference purposes only. Fairfax County does not provide any guarantee of the accuracy or completeness regarding the map information.

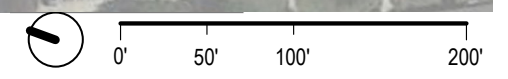
Map produced: 10/18/2022



CONCEPT ILLUSTRATIVE SITE PLAN

ROSE HILL SHOPPING CENTER

DRAFT
For illustrative purposes only.



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October 24, 2022

Fairfax County Department of Planning and Development
Planning Division
12055 Government Center Parkway, 7th Floor
Fairfax, VA 22035

Re: SSPA Nomination for 6116 Rose Hill Drive (Rose Hill Shopping Center)

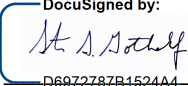
To Whom it May Concern,

The undersigned limited partnership, Haft/Equities-Rose Hill Limited Partnership (“Haft Equities”), is the owner of the property located at 6116 Rose Hill Drive (Tax Map 0823 01 0041E), Alexandria, VA 22310, which is being nominated for a Comprehensive Plan land use change as a part of the 2022-2023 Site Specific Plan Amendment Process. The nominator, Combined Properties, Incorporated, is the developer and asset manager for the aforementioned Property. Haft Equities has reviewed the subject nomination and consent to the property being submitted for consideration. Furthermore, Haft Equities understands the expectations for the process and am willing to participate in the review, analysis, and community engagement, as needed.

Sincerely,

Haft/Equities-Rose Hill Limited Partnership

By: Rose Hill GP, Inc., its general partner

By:  DocuSigned by:
D6972787B4524A4...
Steven S. Gothelf
Chief Financial Officer

Haft/Equities-Rose Hill Limited Partnership
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