



SITE-SPECIFIC PLAN AMENDMENT PROCESS

SOUTH COUNTY

2019 – 2021

6235 & 6245 Brandon Avenue

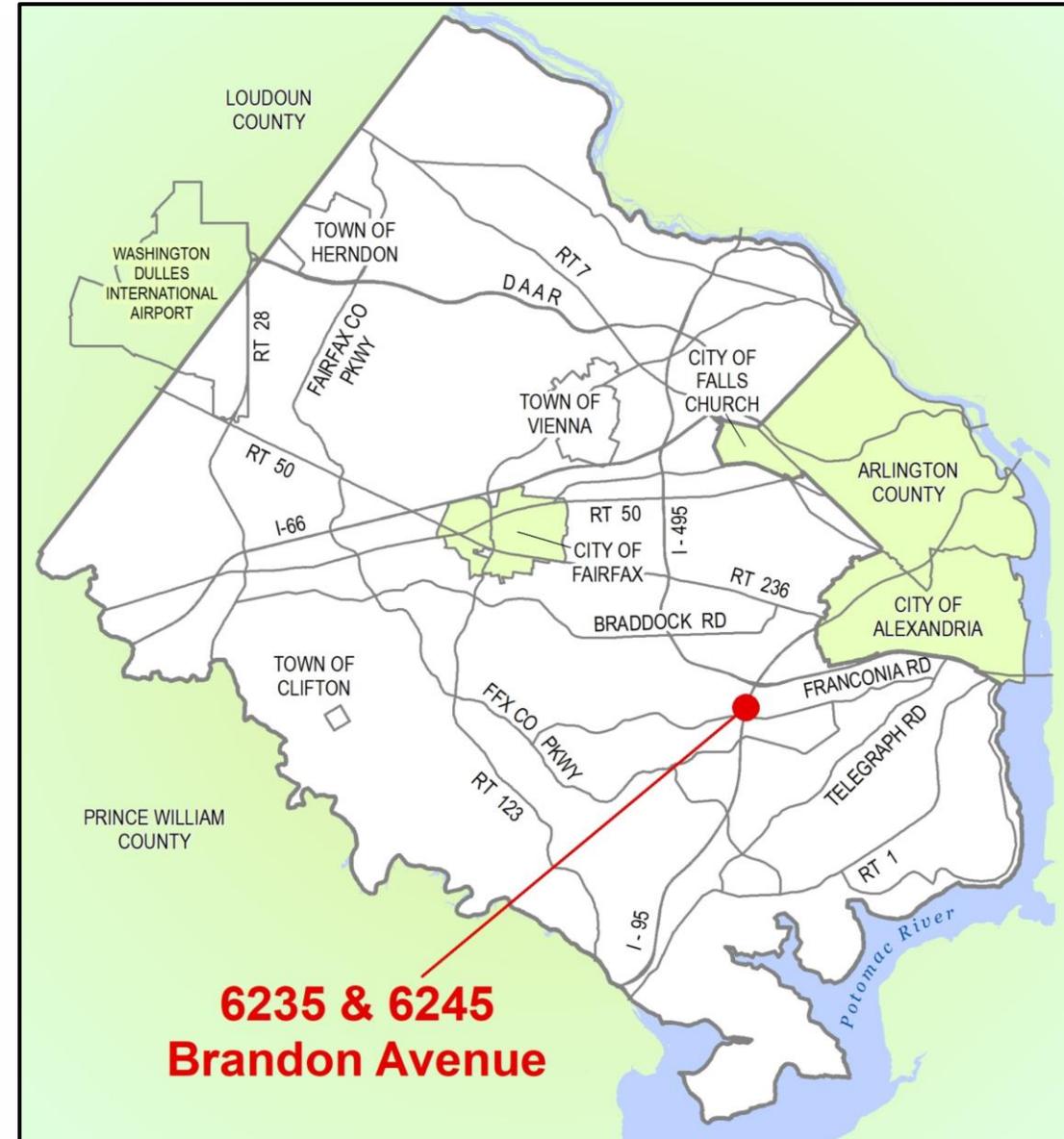
November 15, 2021

7:00 pm – 9:00 pm



Agenda

- Welcome and Announcements
- Virtual Meeting Script and Roll Call
- Adoption of Public Meeting Policy Statement
- 6235 & 6245 Brandon Avenue
 - Commercial Revitalization District (CRD) Goals
 - Consensus Statements
- Public Comments on Consensus Statements
- Task Force Discussion of Consensus Statements
- General Task Force Business
 - Task Force Schedule Moving Forward
- Adjourn



Commercial Revitalization District Goals

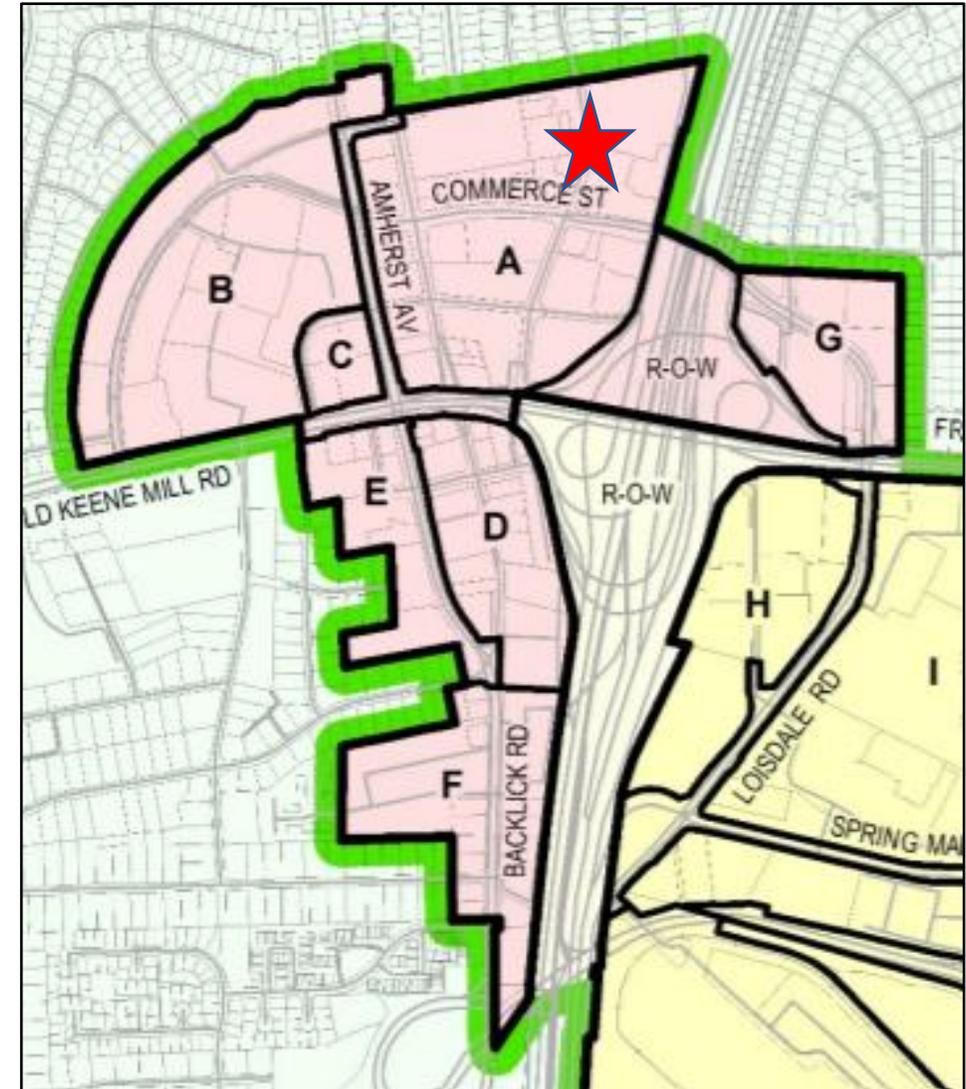
Springfield CBC / CRD

Community Business Center (CBC)

- Historically older community-serving commercial areas
- Redevelopment should encourage a mix of uses focused in Core Area
- Town center or main street in a pedestrian-oriented setting.

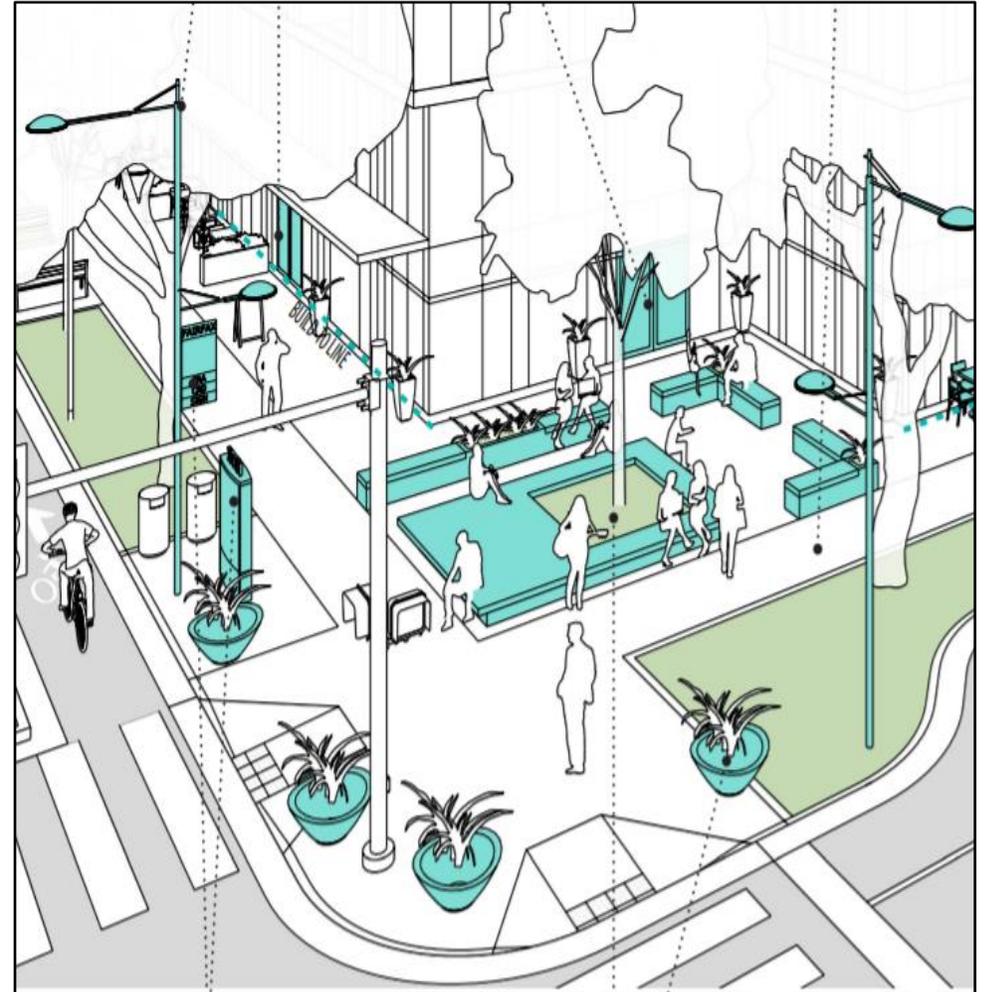
Community Revitalization District (CRD)

- Established to encourage economic development activities
- Regulations with additional flexibilities for redevelopment
- Urban design measures such as streetscape and landscaping



Policy Plan Goals for Revitalization & Land Use

- Encourage investment and development to prevent deterioration of commercial areas.
- Encourage growth and development which enhances community identity.
- Encourage redevelopment that would increase desirable community services.
- Utilize urban design principles to increase compatibility among adjoining uses.
- Increase functional efficiency, unify area and impart an appropriate character



Land Unit A (Proposed/Existing):

- Hotel (445,000/296,870) SF
- Office (1,300,000/263,999) SF
- Retail (300,000/357,755) SF
- Residential (1,900/0) DU

* Intensities may be concentrated to exceed overall FAR

Land Unit B:

- Community-serving retail
- Mixed-use with office

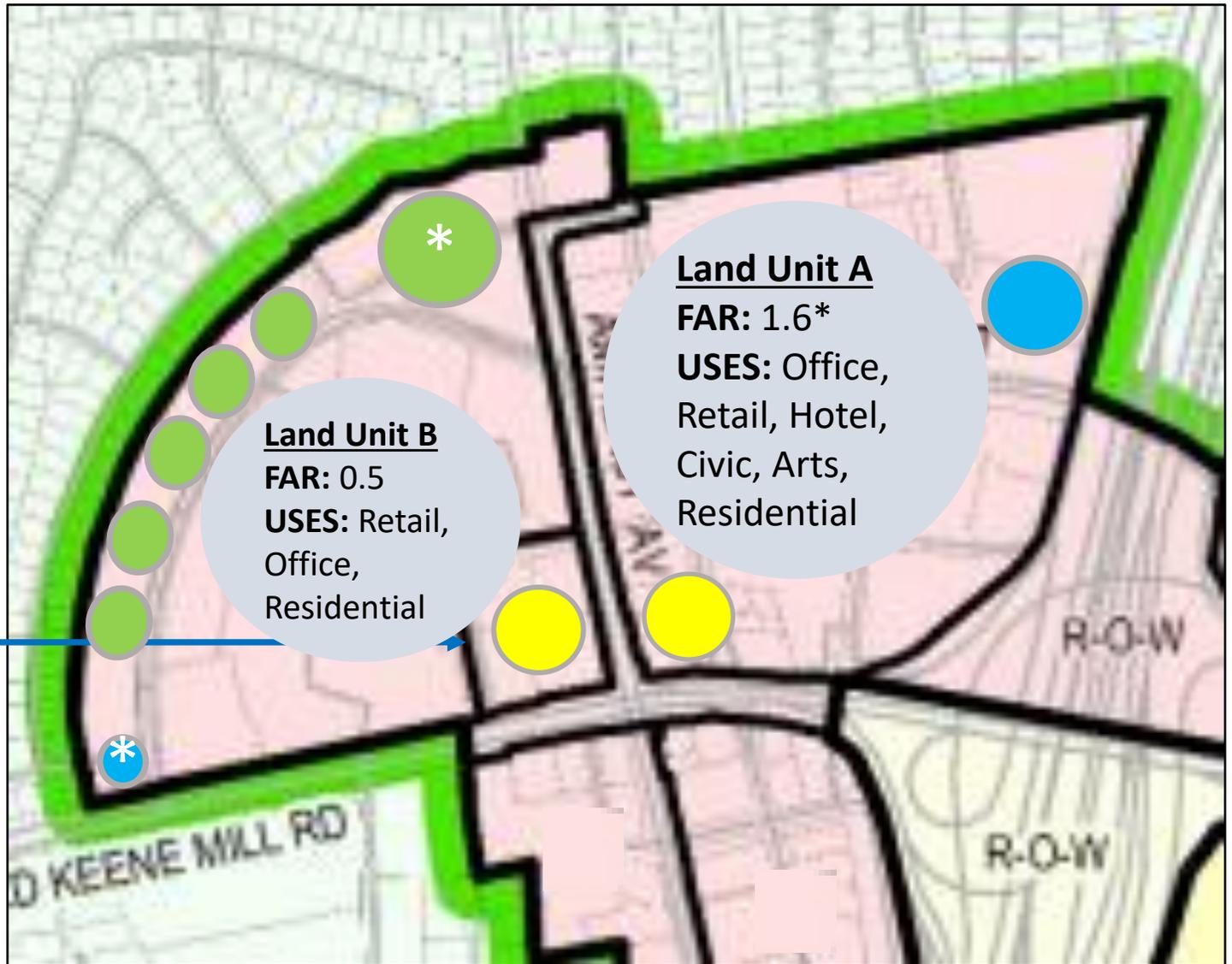
Land Unit C:

- Office with support retail (0.5 FAR)

 Hotel up to 120,000 each (2.5 FAR)

 Office up to 125,000 SF/0.35 FAR*

 Residential: 30 unit/45* elderly units per acre



Springfield CBC – Existing Conditions



Springfield Conceptual Development Plan (ULI - 2005)

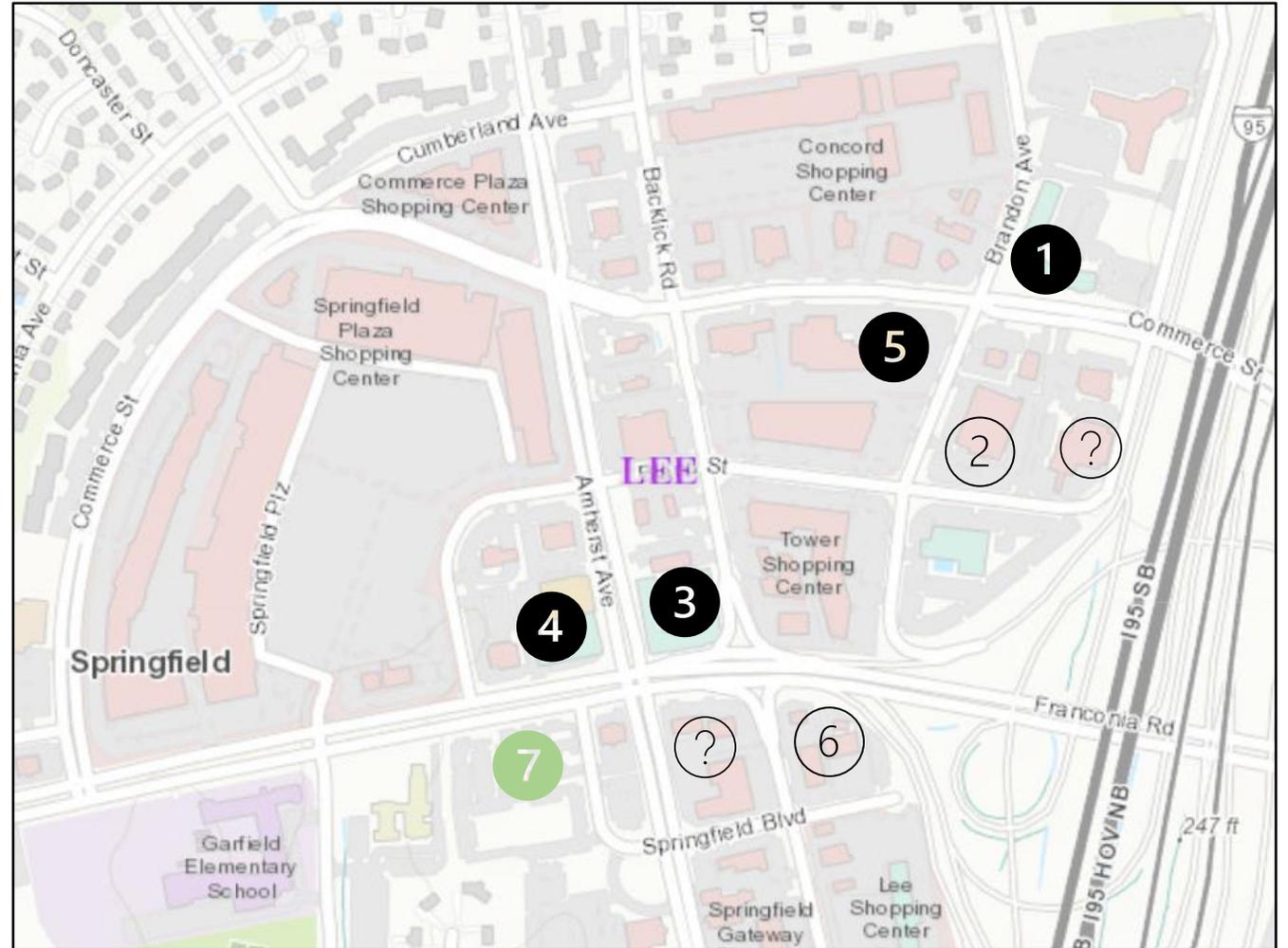


Springfield Connectivity Study / Framework Plan (2008)



Recent Development History & Proposals

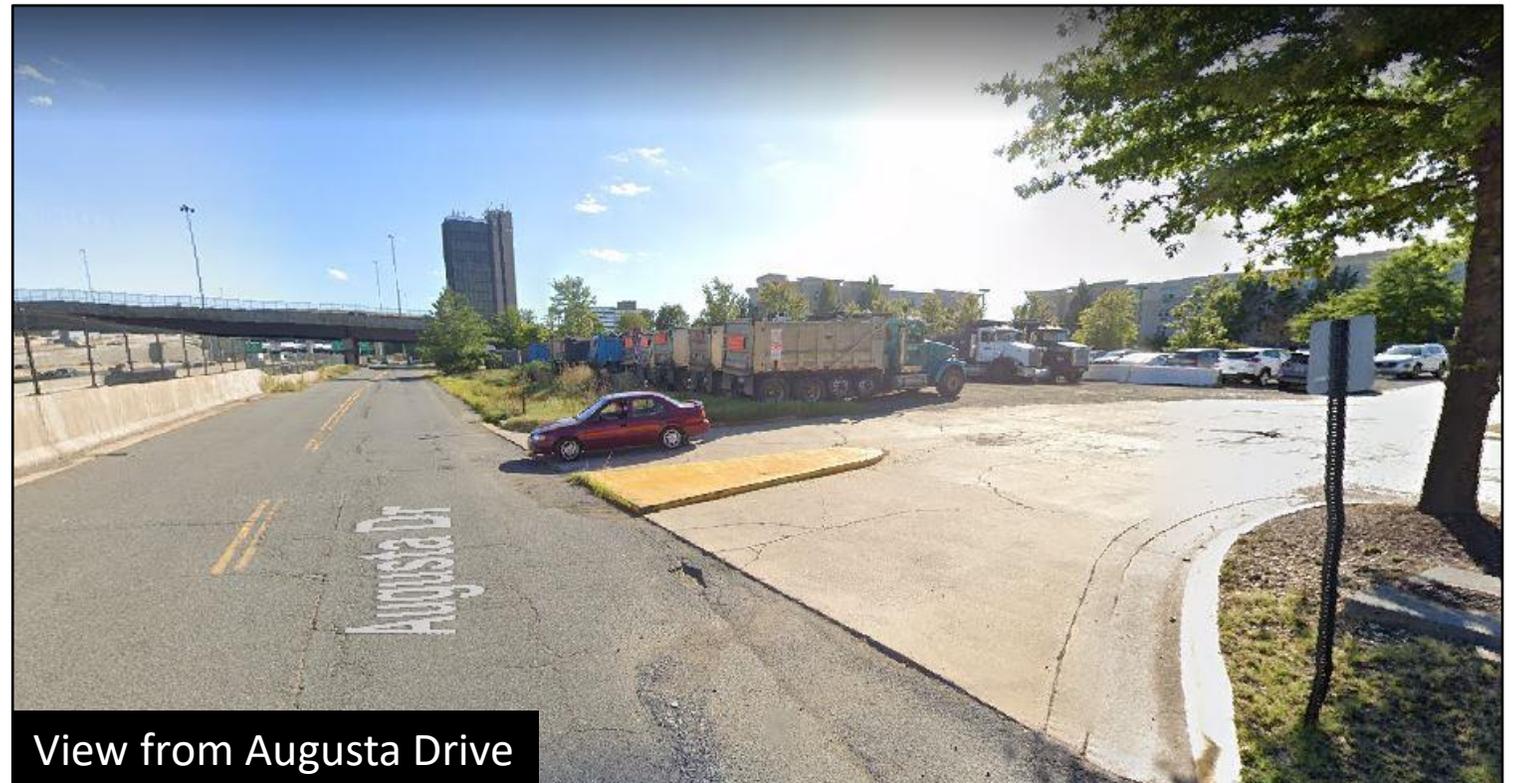
1. Town Place Suites (2000)
2. Mid-Town proposal (2005)
3. Residence Inn (2012)
4. Homewood Suites (2016)
5. Lidl (2019)
6. Hampton Inn (2020)
7. Parking garage (2023)
- ⓪ vacant office buildings



Consensus Statements

Use

- Given the challenges of the site, self-storage as a use could positively impact the surrounding area, depending on the type of community benefits it can bring.



View from Augusta Drive

Statement 1 - First Floor Uses

- Alternative first floor uses, such as retail use, business incubator, artists spaces or a community space with reduced rents, on this site should contribute to the vitality of this area.



Statement 2- Design and Architecture

- The final design of the self-storage building should be appropriate for the Springfield Community Business Center (CBC) and compatible with the design aesthetics of surrounding buildings such as the adjacent hotel.



Statement 3 - Streetscape

- An enhanced streetscape such as shade trees or a wider sidewalk on Brandon Avenue, the northern access street or Commerce Street would contribute to the goals of the Springfield CBC.



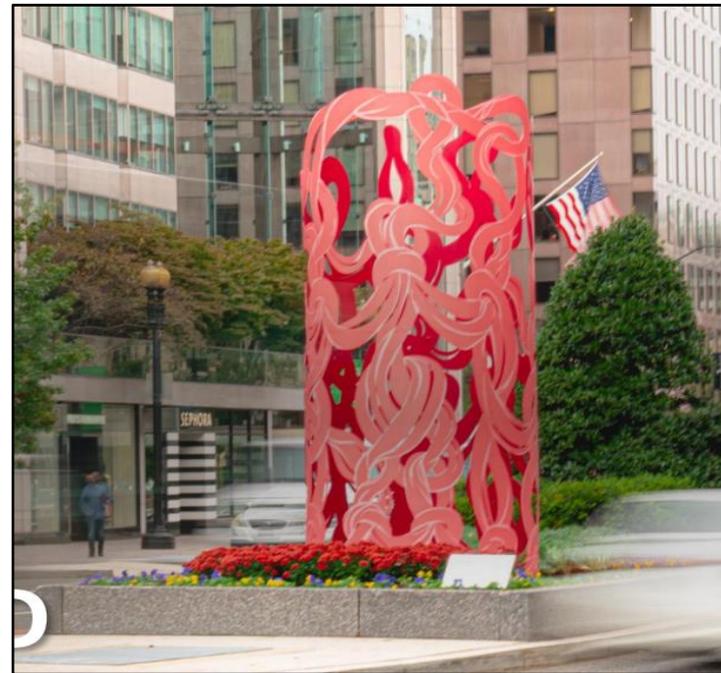
Statement 4 - Bike and Pedestrian Facilities

- Installation of a shared-use path along Augusta Drive (accompanied by a bike station on the property) would provide better connectivity to the adjacent neighborhoods.



Statement 5 - Placemaking and Gateway Feature

- A placemaking feature, such as a fountain, public art or gateway signage, at the intersection of Commerce Drive and Brandon Avenue would enhance the community identity.



Public Comments on Consensus Statements

- **Statement 1** - Alternative first floor uses, such as retail use, business incubator, artists spaces or a community space with reduced rents, on this site should contribute to the vitality of this area.
- **Statement 2** – The final design of the self-storage building should be appropriate for the Springfield Community Business Center (CBC) and compatible with the design aesthetics of surrounding buildings such as the adjacent hotel.
- **Statement 3** – An enhanced streetscape such as shade trees or a wider sidewalk on Brandon Avenue, the northern access street or Commerce Street would contribute to the goals of the Springfield CBC.
- **Statement 4** – Installation of a shared-use path along Augusta Drive (accompanied by a bike station on the property) would provide better connectivity to the adjacent neighborhoods.
- **Statement 5** - A placemaking feature, such as a fountain, public art or gateway signage, at the intersection of Commerce Drive and Brandon Avenue would enhance the community identity.

Thank you for your time

<https://www.fairfaxcounty.gov/planning-development/plan-amendments/6235-brandon-avenue>

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