

**Fairfax County Comprehensive Plan, 2017 Edition, Area IV, Franconia-Springfield Area and Fort Belvoir North Area, as amended through 2-23-2021, Franconia-Springfield Area Land Unit Recommendations, pages 35- 39:**

**LAND UNIT RECOMMENDATIONS**

The Franconia-Springfield Area is divided into Land Units A through U, which make up the Springfield Community Business Center (CBC) and the Franconia-Springfield Transit Station Area (TSA). Figure 7 illustrates the land unit boundaries. Land Units A through G are part of the Springfield Community Business Center, generally located on the west side of I-95. As mentioned previously, the majority of the area consists of community-serving, auto-oriented strip shopping centers with associated surface parking, in addition to a number of hotels. The area should continue to primarily serve the neighboring communities in their retail and employment needs. At the same time, the Plan envisions the area to be expanded to a more walkable, bike-friendly, mixed-use center for the community. The core area in Land Unit A is envisioned as the central node, or urban village for the community with higher densities located near access points to I-95 and Old Keene Mill Road.

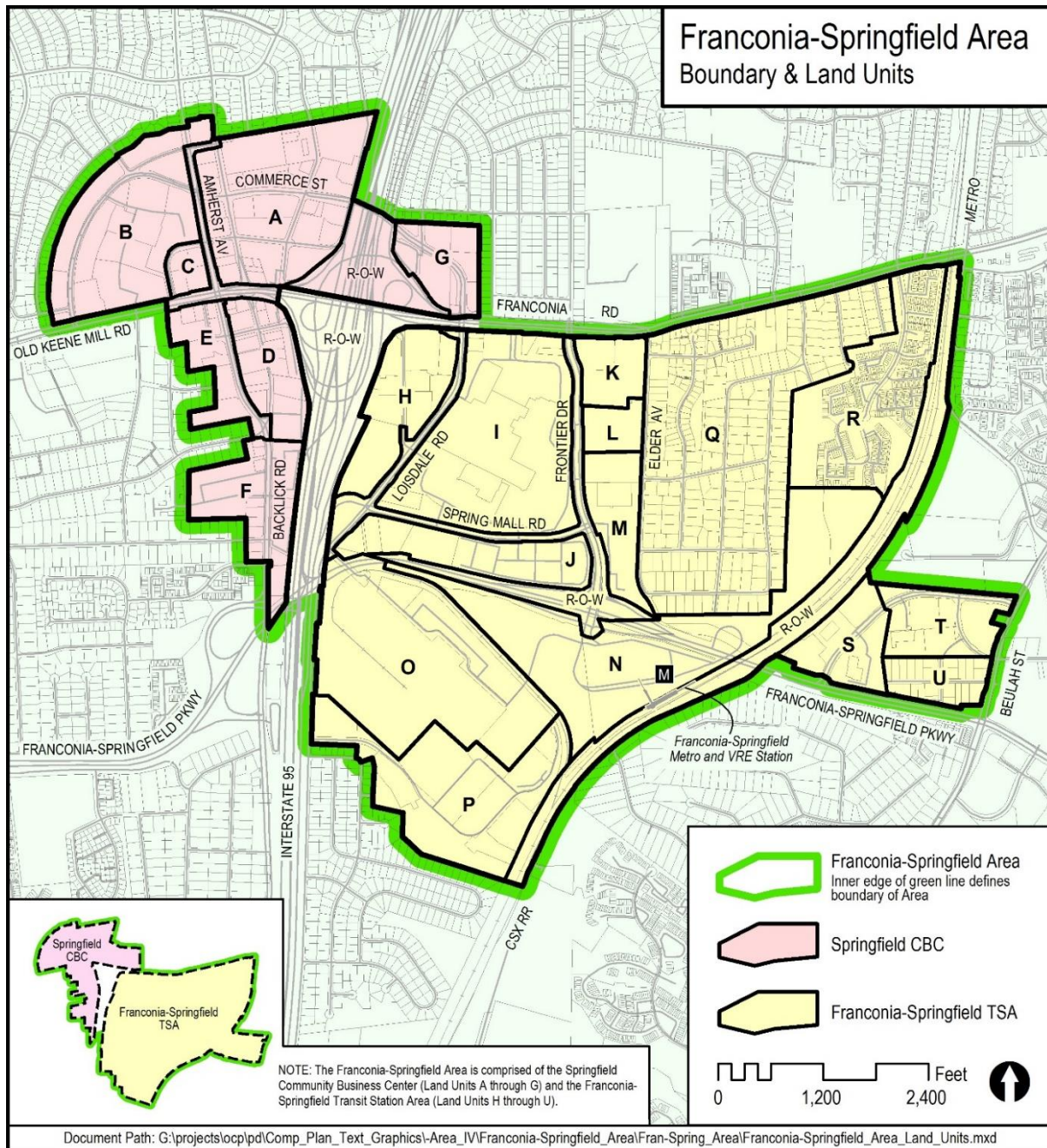
Land Units H through U comprise the Franconia-Springfield TSA. This area also consists of auto-oriented, commercial uses. The TSA should serve the local community, while also providing a regional destination with the redevelopment of the Springfield Mall into a town center in Land Unit I. This area should attract users from a larger area by taking advantage of the higher density, transit-oriented opportunities near the Joe Alexander Transportation Center.

Redevelopment in Land Units A through R should utilize the guidance established in the Overview section of this Plan, particularly when implementing the optional levels of development. The guidance is based upon the *Springfield Connectivity Framework Plans and Street Typologies* report, August 2008, and supported by the Franconia-Springfield Area Urban Design and Streetscape Guidance, appended to this plan. When parcel consolidation is specified, it is intended that such consolidations will provide for projects that function in a well-designed, efficient manner and provide for the development of unconsolidated parcels in conformance with the Area Plan guidance. Design guidelines for Land Units S through U are included in their recommendations.

**Land Unit A**

Land Unit A is approximately 54 acres in size, and is bounded by Amherst Avenue, I-95, and Old Keene Mill Road. It is located in the northeastern portion of the Springfield Community Business Center (CBC). The Comprehensive Plan recommendations encourage the creation of an urban, pedestrian-oriented area comprised of a mix of medium to high intensity office, retail, hotel, civic, arts, and residential uses. At the baseline, Land Unit A is planned for a mix of uses to include hotel, retail, and office uses at an intensity of 0.40 FAR.

Land Unit A is planned to become the central node of activity or urban village within the CBC. The land unit should be characterized by multi-story and high-rise buildings with a mix of residential, office, hotel, and civic uses developed with a common design or architectural theme. These buildings should include street-level retail use to serve the greater community and local residents and employees. The redevelopment is envisioned to include up to approximately 445,000 square feet of hotel use, 1,300,000 square feet of office use, with an option for 175,000 square feet of self-storage use as noted below, and 300,000 square feet of supporting retail use. Approximately 1,900 multifamily dwelling units are planned for this



**FRANCONIA SPRINGFIELD AREA  
LAND UNIT MAP**

**FIGURE 7**

area. Redevelopment also should provide or contribute to a site for a public space for public use to house cultural, performing and visual arts, community and/or governmental use. The land unit is planned for mixed-use redevelopment up to an intensity of 1.6 FAR overall. Any redevelopment should follow the guidance established within the Overview section of this Plan, in addition to the following text.

The areas surrounding Commerce Street, extending south to Old Keene Mill Road should become the core or main street area of redevelopment in Land Unit A. Figure 8 shows the location of the core area within Land Unit A, which is approximately 36 acres. Intensities may be concentrated in this area, such that they exceed the overall intensity for Land Unit A. The concentration of intensity should facilitate the tapering or step down of development towards the adjacent, residential neighborhoods. Lower building heights in these areas would maintain a transition to these neighborhoods, to the extent possible.

Commerce Street in this area should serve as a major pedestrian, bicyclist, and transit corridor, which should function as an entryway into the CBC from the TSA. Like all areas in the CBC, the main street should incorporate the streetscape design features recommended in the Franconia-Springfield Area Urban Design and Streetscape Guidance, appended to these recommendations. An integral aspect of the main street approach in the core area is the inclusion of street-level retail use in the buildings within the core area. This retail use should help to create an urban, people-oriented place that provides convenient retail services and encourages pedestrian movement.

As described in the Overview section, building facades and entrances should be oriented to the streets with parking located toward the rear of buildings, toward to center of the block, or below ground. Rooflines, massing, and facades should vary for visual interest. The land unit should have wide sidewalks with retail shopping and restaurants, fronting on the lower floors of the office, hotel, and residential buildings. Streetscape design should include corner plaza entry features at the intersections of Commerce Street/Augusta Drive (Commerce Street Bridge), Commerce Street between Amherst Avenue and Backlick Road, Commerce Street/Brandon Avenue, Backlick Road/Bland Street, near the existing Concord shopping center, and Bland Street/Brandon Avenue. Many of these plazas should contain gateway features that mark the entrances into the area and should be designed with a variety of sizes, functions, and designs, as described in the Urban Design and Streetscape Guidance appendix. Plazas at these locations will create an aesthetically pleasing streetscape environment and encourage pedestrian activity. Other impacts on parks and recreation should be mitigated through Policy Plan objectives, particularly Objective 6 of the Parks and Recreation Section.

Additional guidance concerning urban design, architecture, landscaping, pedestrian circulation, and pedestrian amenities for the land unit is provided in the Urban Design and Streetscape section of the Area-wide recommendations. In particular, the design of buildings, their location, orientation, access, and related parking and telecommunications antennas and equipment should closely follow the guidance prescribed in this text. Transportation demand management tools and green building practices should be utilized, including, but not limited to, the installation of rooftop vegetation and/or rain gardens to offset the effects of impervious surfaces.

Redevelopment projects in the core area should demonstrate logical and substantial consolidation, multi-modal access, and a cohesive development plan. Land consolidation is necessary to physically unify freestanding buildings and to create the ability for parking to be located in the rear of buildings or in the center of blocks. Where development intensity greater than 0.40 FAR is proposed, consolidation of at least 2 contiguous acres is encouraged, except as otherwise specifically recommended. When a consolidation is less than two acres, development should provide for vehicular and pedestrian access with abutting properties, and

SPRINGFIELD COMMUNITY BUSINESS CENTER  
LAND UNIT A CORE AREA

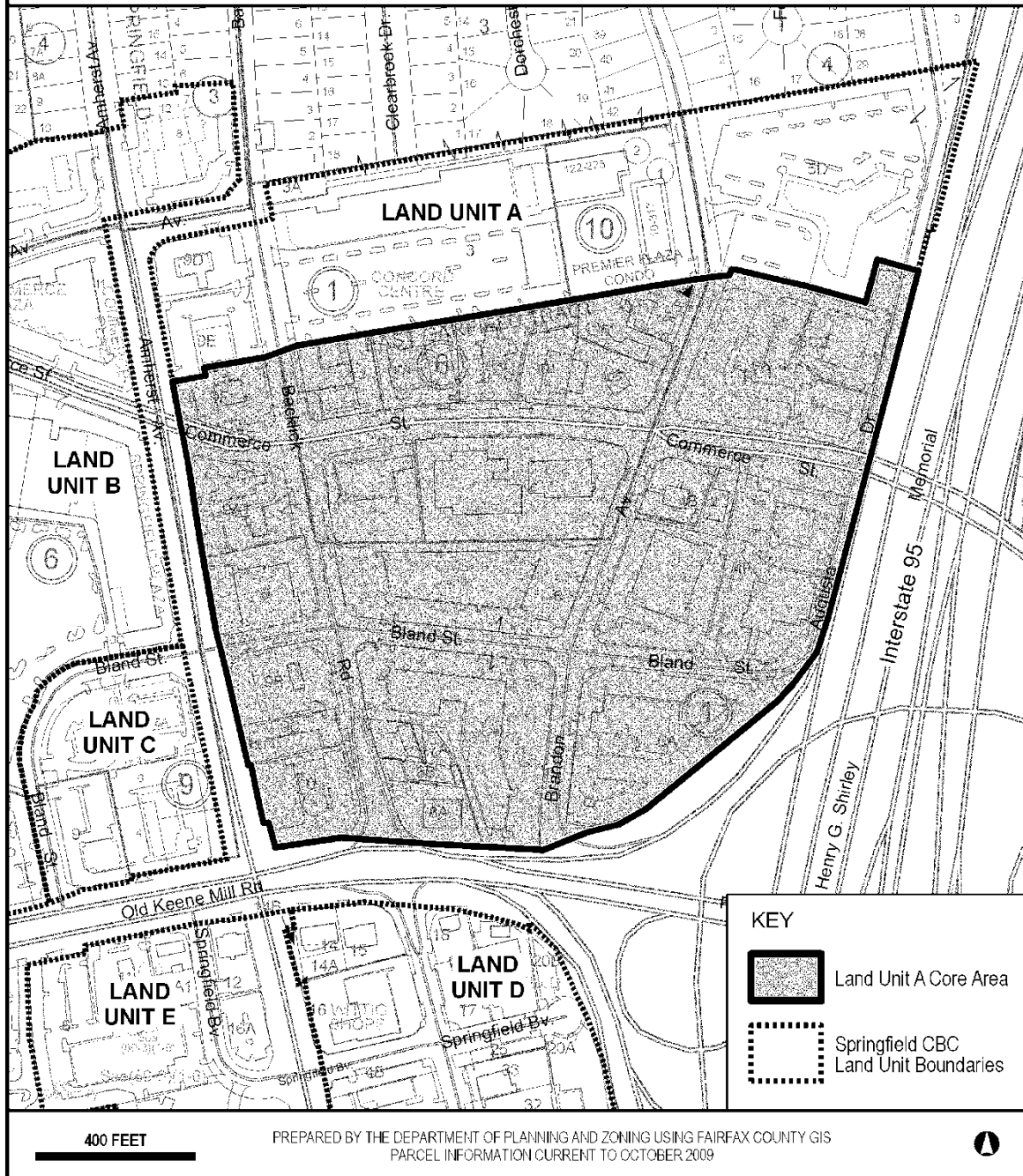


FIGURE 8



a functional and coordinated development plan to demonstrate that any unconsolidated parcels are able to develop in conformance with the Plan option. Office use up to 125,000 sq.ft. with a maximum building height of 160-feet, including parking levels, may be appropriate on Tax Map parcel 80-4((1))5C2, recognizing its location as a “gateway” feature for the Franconia-Springfield Area. Ancillary retail uses, if possible on the ground-floor, and an urban park or other recreational facilities should be provided to serve the employees with this development. Vehicular and pedestrian access to Brandon Avenue and Augusta Drive should be maintained and enhanced.

As an option, self-storage use up to 175,000 square feet may be appropriate for Tax Map Parcel 80-4 ((1))5C2 if the following conditions are met:

- Consolidation occurs with Tax Map Parcel 80-4 ((1)) 5C1 to facilitate a coordinated development for the entire block;
- The maximum height is limited to seven stories;
- Ground-floor uses that activate the street frontage such as retail, office, artist studios, maker spaces and/or community serving uses are included along the access drive connecting Brandon Avenue and Augusta Drive;
- The building design and architecture, including form, massing, materials, colors and façade treatments, are compatible with that of the hotel on Tax Map Parcel 80-4 ((1)) 5C1 and with other multi-story buildings so that the facility contributes to the areawide aesthetic of the Springfield CBC;
- Stormwater management measures are provided on-site with the goal of reducing the existing peak flow rate for the 2-year and 10-year storm events by 25%, reducing the total runoff volume, and/or significantly delaying stormwater from entry into the stream system. The emphasis should be on the provision of Green Stormwater Infrastructure (GSI), which should be designed to protect, restore, and/or mimic nature to evapotranspire water, filter water through vegetation and/or soil, return water into the ground, and/or reuse water. Additional measures may be considered to exceed minimum standards;
- Streetscape improvements along Brandon Avenue and Commerce Street that are consistent with the Franconia-Springfield Area Urban Design and Streetscape guidance should be provided;
- Gateway Feature enhancements on the northeast corner of Commerce Street and Brandon Avenue that are consistent with the Franconia-Springfield Area Urban Design and Streetscape guidance should be provided; and
- Enhanced bicycle and pedestrian facilities should be provided along Augusta Drive as well as the access drive connecting Brandon Avenue and Augusta Drive.

Redevelopment along the northern boundary of Land unit A should utilize design and screening techniques to reduce the impact on the adjacent neighborhood. Year round screening, enhanced with evergreen trees and supplemental shrubbery, should be provided at a minimum through a 50-foot vegetated buffer located along the northern boundary of Land

Unit A in 80-4((1))3 and 5D and in 80-4((10)) all parcels. New buildings should be located approximately 80 feet from the residential neighborhood, although appropriately landscaped on-street parking, streets, or other non-structural elements may be located within the area outside the 50-foot vegetated buffer. Redevelopment along this northern edge should be compatible in scale with the adjacent residential neighborhood, and lighting should be designed so that it is not intrusive to the neighborhood. Building heights should taper to a maximum of 40-feet along the edge to reduce the impact on the neighborhood, and design techniques, such as stair-stepping the façade may be utilized.

Freestanding single-use retail or office uses may be appropriate along Old Keene Mill Road and close to I-95. As part of the redevelopment option in the core area, hotel use up to 110,000 square feet may be appropriate on the northwest corner of Old Keene Mill Road and Backlick Road, Tax Map 80-4((1))10. The site should be considered for this intensity only if enhanced streetscape amenities that create a focal point and gateway to the CBC are provided in addition to meeting the development criteria for Land Unit A.