

# PC19-MV-007 ADDENDUM

September 8, 2020

Address/Tax Map Parcels:	1500, 1508A and 1640 Belle View Boulevard Tax Map Parcels 93-1 ((1)) 72 and 93-2 ((1)) 1, 2 and 4	
Nominator:	David Gill, Wire Gill LLP	
Supervisor District:	Mount Vernon	
Planning Area:	Area IV	
Planning District:	Mount Vernon Planning District, MV-4 Wellington Community Planning Sector	
Acreage:	16.0 acres	
Current Plan Map/Text:	Retail & Other Commercial Uses	
Original Nomination:	Mixed-use consisting of retail, office, and midrise multifamily residential uses with a maximum building height of 5 stories, and an intensity of 1.2 to 1.5 Floor Area Ratio (FAR) or 837,872 to 1,047,340 square feet (sf).	
Revised Nomination:	Mixed-use consisting of retail and low-rise and midrise multifamily residential uses with a maximum building height of 5 stories, and an intensity up to 0.60 FAR or 418,966 sf.	

## Considerations:

The revised nomination, submitted on August 18, 2020, proposes a mix of uses at a lesser intensity than the original nomination, and now proposes 320 residential units and a maximum of 110,000 sf of retail uses, for a total of approximately 419,000 sf. The office component proposed in the original nomination has been removed. The revision is an approximately 60% reduction from the original nomination, but represents an increase of 130% over the existing intensity of 0.26 FAR.

Trends in the retail market have shown an increasing consumer preference for online retail options over brick and mortar stores. The trends have negatively affected the viability of certain neighborhood-serving retail sectors and have resulted in neighborhood shopping centers seeking to reposition themselves with reduced retail footprints, greater mixes of traditional neighborhood shopping with entertainment and experiential retail, restaurants, and service establishments, and additional residential populations to support the retail and service uses to sustain high quality centers. The nomination's proposed reduction in retail square footage and incorporation of residential uses reflects this trend. The Policy Plan of the Comprehensive Plan recommends preserving neighborhood and community serving retail uses that provide necessary commercial and professional services to the community and encourages redevelopment or repurposing projects in commercial areas that would preserve or increase desirable community services.

At the same time, the Plan balances such needs with other county goals such as neighborhood compatibility of infill development and mitigation of impacts on the surrounding community. The subject property is located at the intersection of Belle View Boulevard and Fort Hunt Road in a suburban neighborhood setting. Low-rise, predominantly two-story commercial and multifamily buildings, planned for a residential density of 16-20 dwelling units per acre (du/ac) are located to the east and south, and low density single-family detached houses planned for 2-3 du/ac and 3-4 du/ac to north and west. The revised development concept remains out of scale with the surrounding uses with a greater intensity and land use profile than these areas and is not in line with policy regarding compatible infill development.

Approximately one-half of the site is shown on county environmental maps as located within a Resource Protection Area (RPA) and floodplain, as mentioned in the preliminary staff report. Staff remains concerned about the proposed development's ability to minimize exposure to potential flood impacts and prohibit new residential structures within flood impact hazard areas.

## Preliminary Staff Recommendation:

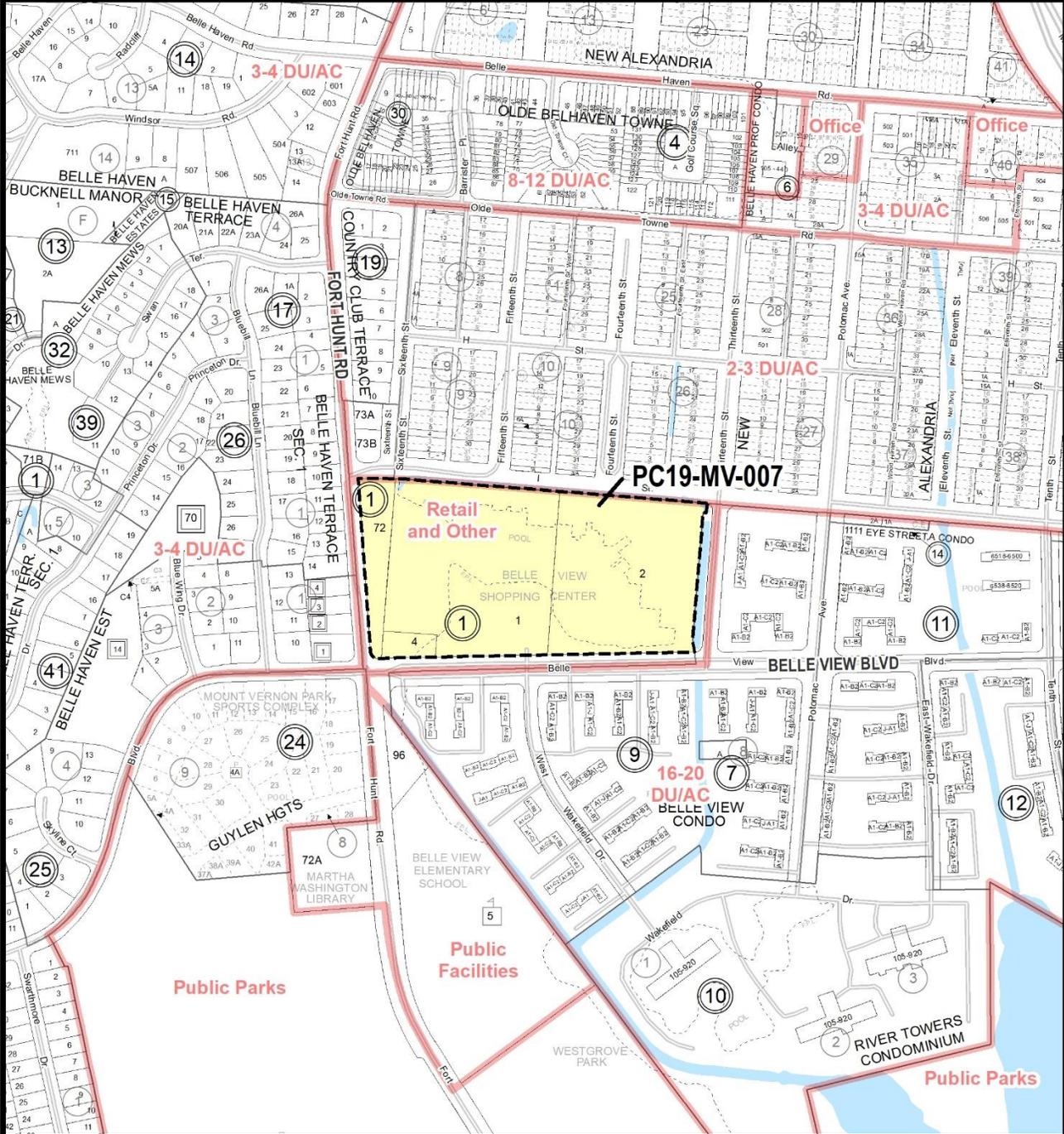
Revised nomination PC19-MV-007 is not recommended to be added to the Comprehensive Plan Amendment Work Program. The revised nomination remains problematic when evaluated against Plan goals regarding neighborhood compatibility, buffering, and transitions to the surrounding suburban neighborhood, as well as goals seeking to achieve environmental benefits.

# PC19-MV-007

## Belle View Shopping Center

SITE-SPECIFIC PLAN AMENDMENT PROCESS  
SOUTH COUNTY

2019-2020



 PC19-MV-007

 Baseline Plan Recommendation

500 FEET

PREPARED BY THE DEPARTMENT OF PLANNING AND DEVELOPMENT USING FAIRFAX COUNTY GIS  
MAP CURRENT TO FEBRUARY 2020

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