



SITE-SPECIFIC PLAN AMENDMENT PROCESS

SOUTH COUNTY

2019 – 2021

6235 & 6245 Brandon Avenue

September 27, 2021

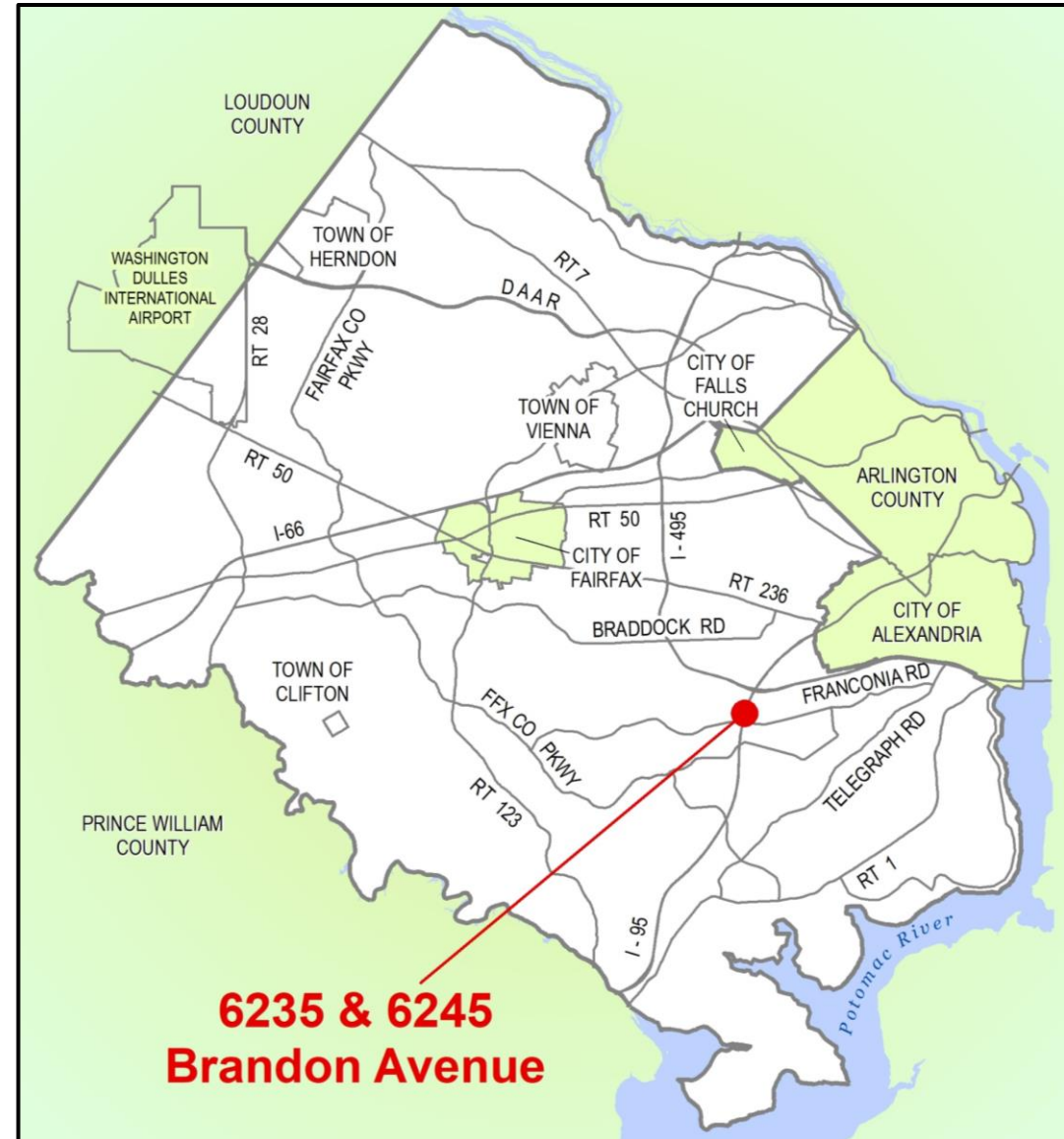
7:00 pm – 9:00 pm



PLANNING & DEVELOPMENT

Agenda

- Background
- Scope of Board Authorization
- Existing Conditions
- Adopted Comprehensive Plan
- Urban Design Considerations
- Self-storage Trends
- Questions and Discussion
- Nominator Presentation
- Task Force Discussion
- General Questions and Comments



Background

- Proposed 175,000 SF, 7-story self-storage use (3.0 FAR) and existing hotel
- Staff did not recommend adding SSPA to work program
- Task Force and Planning Commission recommended adding PA to work program
- Board authorized PA 2021-00018 on June 22, 2021



Board Authorization

Subject area from
original nomination
6235 Brandon Avenue



Expanded subject area from
Board authorization
6235 & 6245 Brandon Avenue



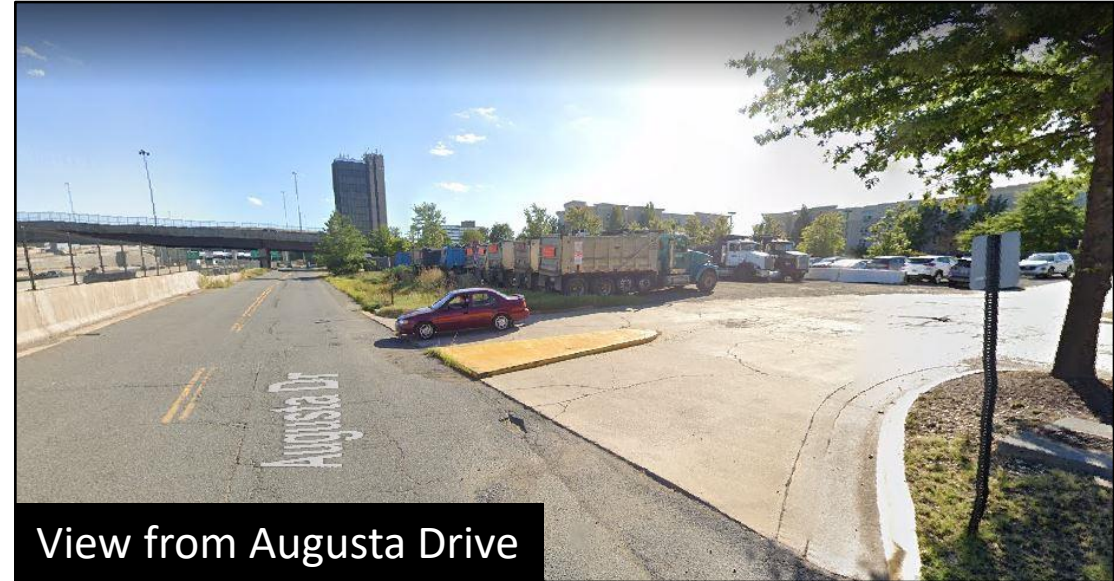
Scope of Board Authorization

- Evaluate an option for self-storage use up to an intensity of 3.0 FAR (175,000 sf) on 6235 Brandon Ave. (Parcel 5C2) in conjunction with neighboring parcel developed with hotel (Parcel 5C1)
- Community-serving retail or alternative non-residential use on the ground floor
- Consideration of innovative architecture that does not present as a traditional self-storage
- Site layout and other measures that achieve the goals of the Springfield CBC
- Reviewed concurrently with application to rezone property

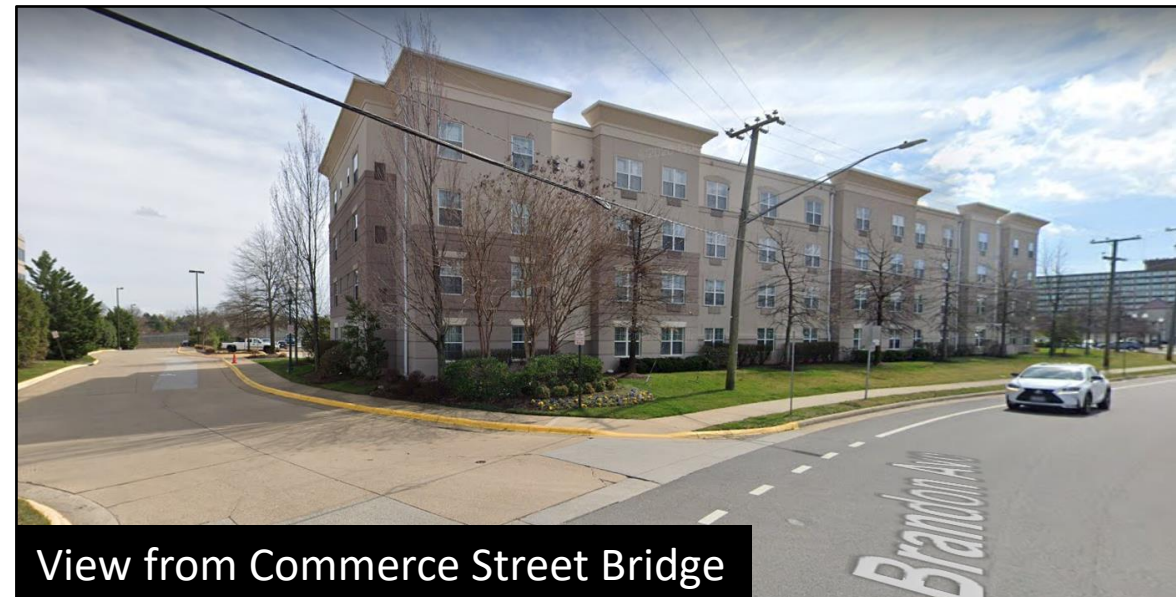
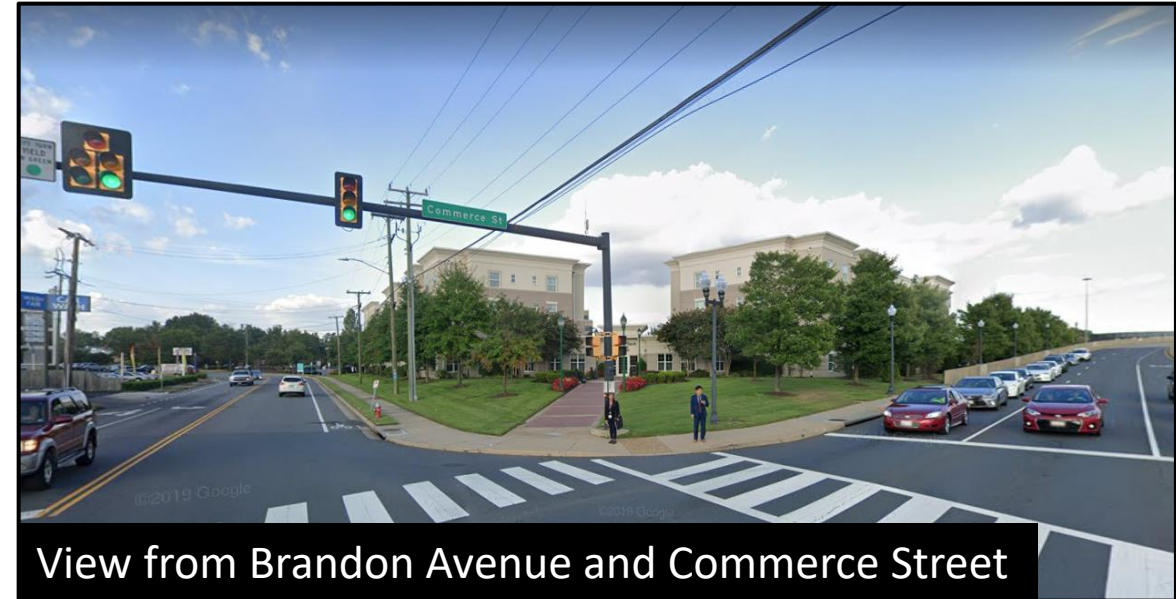
Existing Conditions



Existing Conditions

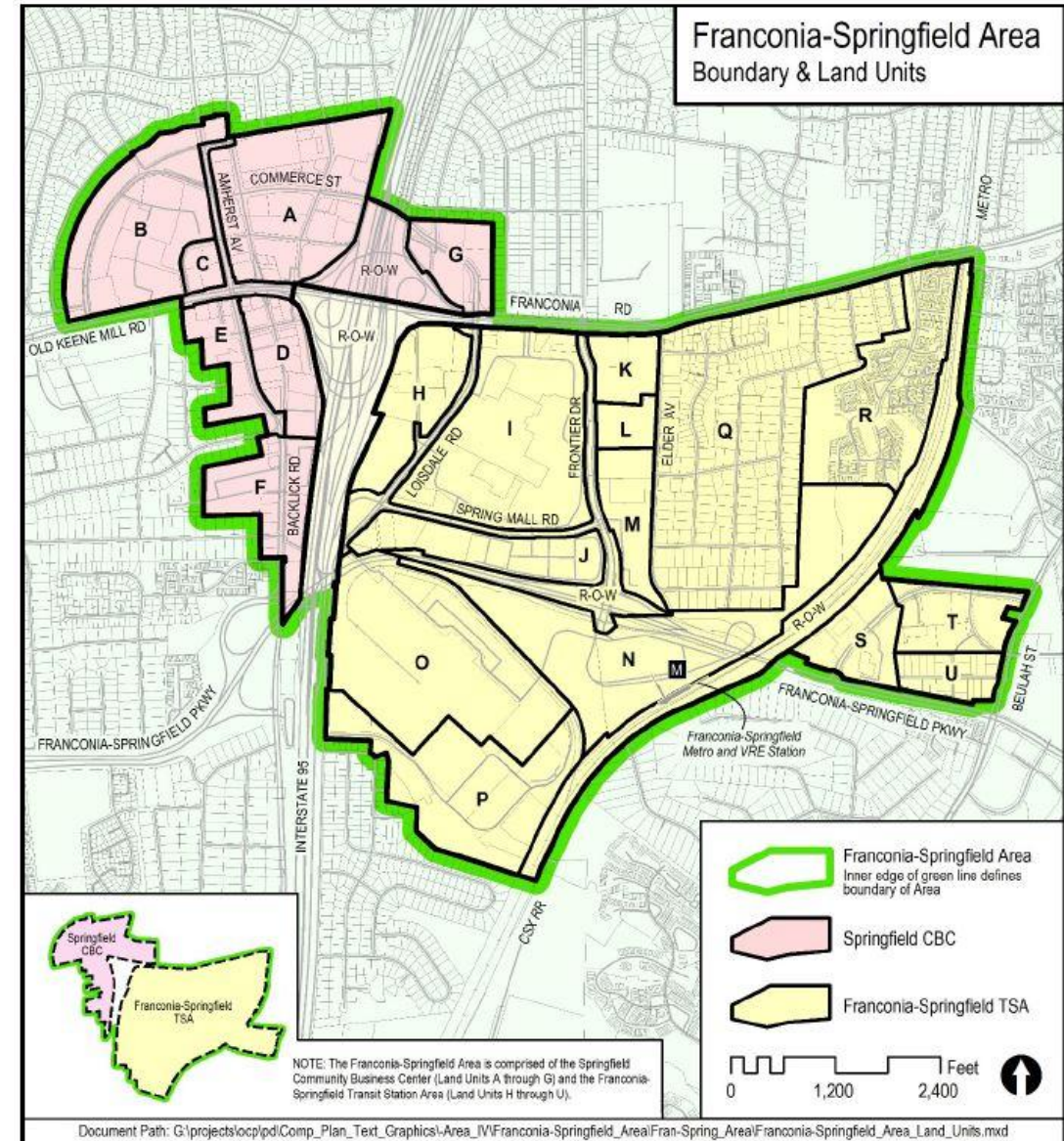


Existing Conditions



Adopted Comprehensive Plan

- Part of Franconia-Springfield area
- Functions as a neighborhood and community serving retail and service center
- Envisioned to function as the community-serving urban village of the Franconia-Springfield area



Adopted Comprehensive Plan

Adopted Plan:

- Is within Land Unit A core area of CBC
- Planned for pedestrian-oriented mixed-use to 1.6 FAR
- Site-specific option for 125,000 sf office building (2.0 FAR) as gateway feature



Urban Design and Self Storage Trends

Urban Design Considerations for Springfield

- Streetscape
- Plaza /
Gateway
- Architecture



GATEWAYS

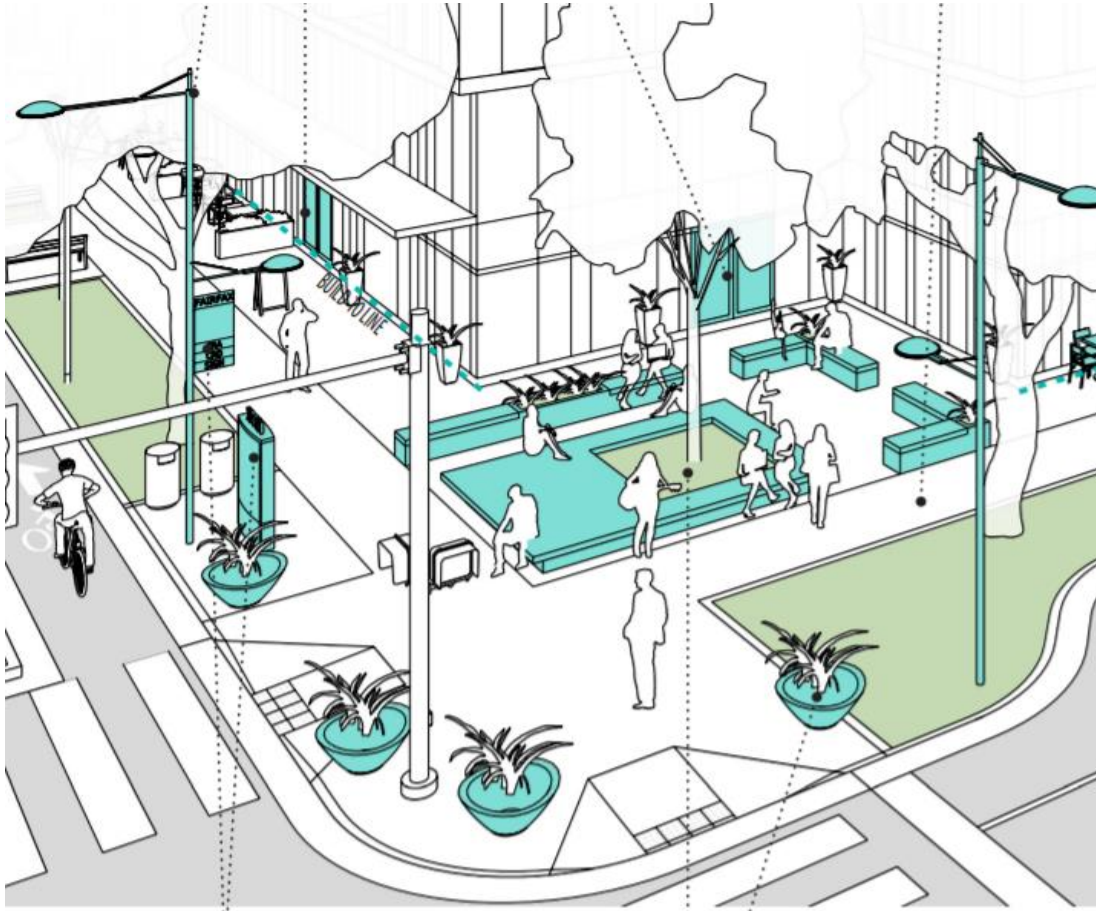


PRIORITY PEDESTRIAN CORRIDOR
(Streets that provide safe, convenient and
attractive pedestrian access)



FOCAL POINT OF PLACE MAKING

Priority Pedestrian Corridors: Brandon Avenue



Self Storage Trends

- Recent nationwide trends for urban-style self storage
 - Multi-story structures of 5 stories or more
 - Architectural interesting exterior appearance
 - Mixed-use or at least active ground-floor uses
- Several recent proposals to develop newer, urban-style self storage in Fairfax County



Charlotte, NC

Self Storage Trends

Older Styles



Newer Styles



Self Storage Trends



Self Storage Trends: Concealed Uses



Self Storage Trends: Ground Floor Activation



Orlando, FL



Needham, MA

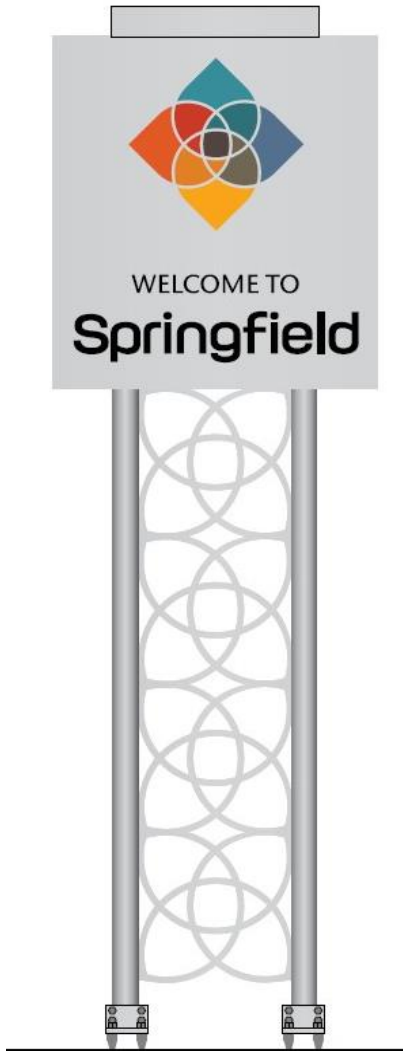
Self Storage Trends: Contextual Architecture

- Style
- Height
- Colors
- Materials
- Scale
- Details



Springfield Design Context

Springfield Commuter Parking Facility



Springfield Gateway Sign Prototype

Springfield Design Context



***“Warm
Contemporary”***

- Light color palette
- Brick, glass and masonry materials

View of 6235 Brandon Ave. from Commerce St. Bridge



Questions and Discussion

Next Steps

- Next Task Force Meeting – October 18, 2021
 - Streetscape Discussion
 - Community Benefits
- Consensus with Task Force
- Rezoning Application
- Draft Plan Text Review
- Publish Staff Report
- Planning Commission and Board Hearings
 - Winter/Spring - 2022