



June 4, 2019

Department of Community Development
401 McIntire Road, North Wing
Charlottesville, VA 22902

ZMA2017-00005 | Hollymead Town Center Area C | Application Narrative

This is a request to amend proffers and Code of Development associated with ZMA200100020 and ZMA201300004, a project commonly known as “Hollymead Town Center,” to change the minimum and maximum non-residential square footage allowed in Blocks II and Blocks VII, and to increase the overall total not to exceed square footage limit for non-residential uses in Area C to 353,000 square feet. This request allows for up to 130 residential units in Block II and up to 100 residential units in Block VII, with a total not to exceed amount of 370 residential units for Area C. Additionally, this application proposes changes to setbacks in Block VII.

Project Proposal:

Parcel	Acreage	Existing Zoning	Comp Plan Designation
32-41P Block VII	2.02	PDMC	Commercial Mixed Use
32-41J Block II	3.93	PDMC	Urban Mixed Use
	Total: 5.95		

This application was originally submitted on June 19, 2017 and was filed to make amendments to the Code of Development and proffers to bring the Code of Development into alignment with the development built within Hollymead Town Center Area C and to allow for sufficient additional square footages in blocks that had already reached build-out according to the allowable square footages in the Code of Development.

Hollymead Town Center Area C was originally rezoned to PD-MC in 2003 and many of the Blocks have either been developed or have approved Site Plans. These applications have not been properly tracked to ensure that the proposals were within the allowable use range, or to make sure sufficient square footage remained in Area C to allow undeveloped Blocks to be developed in a way that makes sense for the overall area. The June 19, 2017 application requested to increase the maximum non-residential square footage allowed in Blocks 1, 2, and 3, as well as the overall ‘Not to Exceed’ square footage for Area C in total. The application also requested an increase in the allowed Maximum Dwelling Units in Block 3 from 10 to 40. The application increased the allowed maximum non-residential square footage to match what has already been approved by Special Use Permit and Site Plan in Block 3, and provide additional square footage for Blocks 1 and 2 so that they can be developed in a way that is consistent with the remainder of the project.

There have been several resubmittals since the June 19, 2017 application, with the most recent revision having a submittal date of March 18, 2019. The revised application submitted on March 18, 2019 excluded Block III from the application and included the following revisions from previous submittals:

- Block II:
 - Max non-residential square footage will remain at 58,000 SF except for a hotel use which may be up to 95,000 square feet
 - Residential uses are now permitted—single family attached or multi-family
 - The maximum number of residential units is 130, the minimum is 0
- Block VII:
 - The minimum non-residential square footage has been reduced from 12,000 SF to 0
 - The maximum non-residential square footage will remain at 25,000 square feet
 - Residential uses are now permitted—single family attached or multi-family
 - The maximum number of residential units is 100, the minimum is 0
- Not to Exceed:
 - Max non-residential square footage total has been reduced from 413,000 to 353,000
 - Max residential units has been increased from 270 to 370

Consistency with the Comprehensive Plan

These parcels are designated as either Urban Mixed Use or Commercial Mixed Use in The Places29 Master Plan. These Land Use Designations are defined as follows:

Urban Mixed Use. *This designation is used both inside and outside of the Centers. In Centers and in the Uptown, it includes a balanced mix of retail, housing, commercial, employment, and office uses, along with some institutional and open space uses. The types of retail and services, as well as dwelling unit types, vary depending upon the type of Center and the land use designations in the area around the Center:*

Primary uses: community and regional retail, commercial service, office, and other employment generators, with a mix of residential types. At least two different types of dwelling units are recommended. In the Uptown, office, research & development (R&D), and flex uses are also considered primary uses.

Secondary uses: office, research & development (R&D), and flex (where appropriate in smaller Centers), with open space and institutional uses that are essential to place-making within Centers.

Commercial Mixed Use. *This designation is applied only to areas that are already developed or that have been approved for development as commercial shopping areas. This designation is used in the areas around Centers and is intended to support the eventual conversion of these areas to a more mixed-use type of development that would support adjacent mixed use centers. These areas have the potential to integrate some nonretail uses, such as multifamily housing, office, or institutional uses, and to develop stronger links with adjacent Centers. In the future, no new Commercial Mixed Use should be designated; retail and other commercial activities would be focused instead into the mixed use Centers.*

Primary uses: community and regional retail, commercial service, auto commercial service, and office uses.

Secondary uses: office, research & development (R&D), flex, residential, open space, and institutional uses.

The Owner(s) do not wish to change the uses approved with the original rezoning, just the maximum range of these approved uses and the residential density allowed within certain Blocks. This will allow sufficient overall capacity for the remaining Blocks to be developed as originally envisioned and to develop more consistently with a vision and with recommendations per the Comprehensive Plan for the Development Areas. The years since the original rezoning in 2003 have revealed that this area can support additional use density, especially given the lower impact of many of the uses already approved within Area C.

Description of Surrounding Properties

The property is located within Hollymead Town Center, an area just north of Charlottesville along Route 29 that has traditionally developed as “big box” retail and strip mall development but in recent years has come to take on a more mixed-use and walkable character as the blocks within the Town Center continue to develop. The blocks are in the immediate vicinity of a hotel, townhomes, and the Timberwood Commons development.

Impacts on Public Facilities & Public Infrastructure

The proposed revisions to the Code of Development will allow for an additional 250 residential units and an additional 78,000 SF of non-residential square footage beyond what was originally approved for the site in 2003. The additional units and non-residential square footage may contribute to increased traffic on Route 29, Berkmar Drive, and other area roads. However, the increased residential density in a place where there are existing commercial services and employment opportunities may facilitate a more walkable community in Hollymead Town Center.

According to American Community Survey (ACS) 2017 5 year estimates, there are approximately 2.62 people per household in Albemarle County¹. As single family detached housing is not proposed on this property, it is our position that the household size on this property would be 1.97 people per household (or 25% smaller than the County average). With a proposed 250 additional residential units, there could potentially be 493 new residents in Area C.

Impacts on Schools

The property lies within the Baker-Butler Elementary School district, Sutherland Middle School district, and Albemarle High School district. The impact on the school system is substantially determined by the type of homes built on the property. For example, a multi-family or townhome development marketed towards childless households like seniors, college students, and young professionals may have minimal impact on the County school system. According to ACS estimates there are 21,738 Albemarle County residents under the age of 18. With 40,000 households in the County, there are approximately .54 children per household in Albemarle County². There could potentially be 135 new pupils in the Albemarle County Public School (ACPS) System based on these estimates. The Weldon Cooper Center estimates only .3 children per household in single family attached units--if these types of units are built, the estimated number of new pupils in ACPS would be 75. Using the .3 pupil per household estimate, this would equate to approximately 35 new elementary school students (grades K-5), 17 new middle school students (6-8), and 23 new high

¹ Table “S2501” Occupancy Characteristics. U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

² Table “DP05” ACS Demographic and Housing Estimates. U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

school students (9-12). This number would be reduced even further for students who are home-schooled and for students who attend private schools.

Impacts on Environmental Features

All design and engineering for improving the property will comply with applicable County and State regulations. Stormwater facilities have been constructed in Block 1 and these facilities have been designed to accommodate some of, if not all, of the proposed runoff from the property. Any additional stormwater management design will be consistent with similar urban development projects and will utilize a combination of features, such as on-site surface facilities, on-site underground stormwater management facilities, and/or off-site nutrient credits.