

Maplewood Rezoning Project Narrative

Updated March 9, 2022

Location: Hollymead Town Center Area at the corner of Worth Crossing and Proffitt Road

Parcel ID 046B4-00-00-00400

Approximate acreage: 3.41

Current Zoning: C-1 Commercial

To address the housing crisis in the Albemarle Charlottesville region, new and innovative housing types are needed. High quality housing that is less land consumptive and convenient to a mix of uses should be provided to protect our rural and environmental resources while creating an opportunity for lifestyles that are less dependent on the automobile and more focused on the human experience and enjoyment of place.

In the creation of mixed-use centers within the Comprehensive Plan and the Neighborhood Model, Albemarle County recognizes these important goals. The Hollymead area is a place with much potential. The property that is the subject of this rezoning, is located strategically at the corner of Worth Crossing and Proffitt Road. It is part of an area designated as a mixed-use center and certainly part of the larger context of the Hollymead area. The property is within proximity to the airport and 29 North, and it is convenient to a variety of retail options, restaurants, and services. It is an ideal location for relatively dense housing that is walkable to many resources.

Another benefit of this location, as briefly mentioned, is its convenience to the transportation infrastructure that is already in place for Route 29. Additionally, easements are in place on the property that allow for any future improvements to Proffitt Road.



Example of a row of 2 over 2 units. Each pad has two units, each with 2 stories inside the structure.

Project Proposal:

Proposed Zoning: PRD

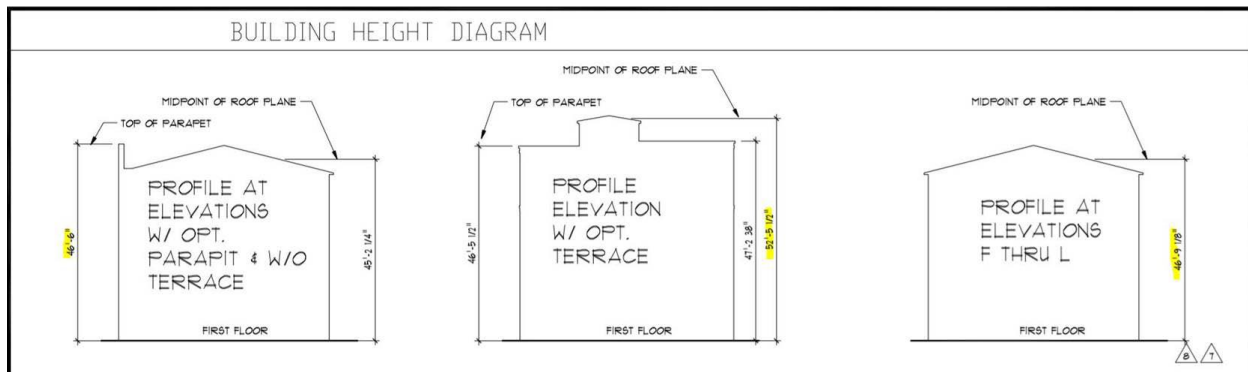
Density: Up to 102 units or up to 30 DUA

The design incorporates 20-25% Greenspace and recreational amenities.

The access points line up with entrances to the East of the property and an interconnection is created to the South of the property.

There are no public roadways proposed within the development, all private access easements/travelways. This layout also meets Fire and Rescue requirements for circulation.

The rezoning also incorporates the extension of the 10' shared pedestrian pathway and landscape buffers along the frontage of the site.



2 over 2 height and general massing diagram.

The project, known as Maplewood, will feature a relatively new housing type, known as a 2 over 2, that is wildly popular throughout Northern Virginia, Williamsburg, Richmond, and North Carolina. This housing type is a unique hybrid that combines the best aspects of the townhouse unit, the duplex, and the apartment building. In essence, the 2 over 2 looks like a townhouse, but contains 2 units stacked on top of one another, with 2 garages on the back side of the first floor. Because the units are stacked, this product type is less consumptive of land. Like a townhouse unit, it is vertical in nature but defined enough to create a nice pedestrian-oriented scale of rhythm and detail, versus the larger scale of an apartment building. Like a townhouse, these units can be offered for sale or for rent, and with two distinct unit types and sizes within each 2 over 2, they can appeal to a variety of end users and hit various price points within the housing market.

When a mixed-use center is created, there may be an overall target of percentages of use types within the center. What we know about this mixed-use center is it is currently 100% suburban commercial development. All developed parcels contain one story buildings surrounded by parking, meaning that this area will likely continue to redevelop in the future as available land in Albemarle remains scarce. To support the evolution of the area, Maplewood will offer a more urban scale of housing that will help support the existing retail activities and will connect seamlessly as redevelopment occurs. To be a mixed-use area does not imply that every parcel must contain a certain mix of uses, instead we want uses throughout the center that are supportive of each other as well as place making and pedestrian opportunities.

In designing the conceptual layout of Maplewood, our team followed the **Neighborhood Model Principles**.

Maplewood is a community focused on **Pedestrian Orientation**. An ample network of sidewalks and connections are provided throughout and around the property. Green spaces are located throughout the property to allow for outdoor experiences and the enjoyment of all residents.

While Maplewood is a residential property, it is within and part of a mixed-use center and is easily accessible to a **Mixture of Uses** via walking and biking. The proposed housing is a perfect complement to the great variety of surrounding uses. By having houses within walking distance of retail and restaurants, we create a symbiotic and supportive relationship of uses.

Maplewood is an integral part of a mixed-use center that can also serve as a **Neighborhood Center**.

A **Mixture of Housing Types and Affordability** are proposed within this development. We anticipate a variety of unit sizes, including 2 over 2 units with 2 and 3 bedroom options and affordable housing on site. Affordable housing is addressed on the application plan.

The site is designed with the principle of **Interconnected Streets and Transportation Networks**. The design includes an interconnection to the South where the grade allows, and the property is well situated in relationship to the existing transportation networks and infrastructure of Albemarle County. The site has easy access to Route 29 and the Charlottesville Airport.

By being a part of a mixed-use center, the site is set up well for **Multi-modal Transportation Opportunities**, as they become available, especially along Route 29.

A series of **Parks, Recreational Amenities, and Open Space** are laced throughout the site to provide a variety of open space experiences and green space that will be well utilized.

By providing 2 over 2 units and the potential for other similar unit types such as townhomes, the property design achieves the goal of **Buildings and Space of Human Scale**. The design of this unit type has a nice level of detail and rhythm of units, combined with a variety of open spaces.

Relegated Parking- All parking within Maplewood is relegated from Worth Crossing and Proffit Road.

Redevelopment- The site is currently vacant, so this principle does not apply, but the property is part of an overall commercial development.

Respecting Terrain and Careful Grading and Re-grading of Terrain is a principle that is easily met on this relatively flat site. This vacant site is primed for a residential development without the need for extensive grading and no environmental features exist that might be impacted.

Maplewood as designed, supports **Clear Boundaries with the Rural Area** as it is a responsible use of land within the development areas, with a density of up to 30 units per acre, as specified within the Comprehensive Plan.

Public Need and Benefit:

Albemarle County continues to grow, but no new land will ever be available here. Because of the popularity of this area, it is our duty to ensure that when the Comprehensive Plan calls for densities up

to 34 units per acre, that we do our best to allow for and encourage that type of density, especially when so much of the County has been developed in suburban, low-density patterns that are land consumptive. By providing new housing opportunities, we can help meet the ever-present demand while also beginning to tackle the issue of affordability. The Maplewood site also offers a unique opportunity for residents who want to live nearby to medical outpatient facilities, shopping, restaurants, and the airport. We think it is the perfect fit.

For an article that speaks to the relatively new housing type known as the 2 over 2 unit, please see the link below:

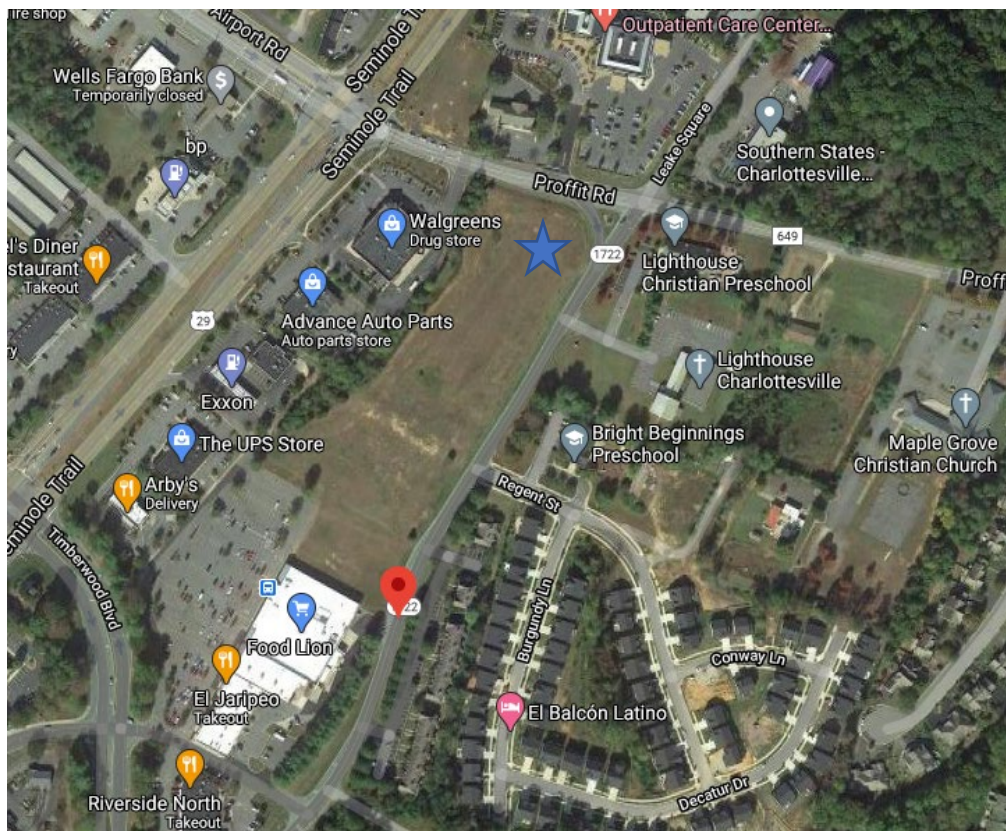
<https://ggwash.org/view/42112/in-praise-of-the-stacked-townhouse#:~:text=Also%20called%20a%20two%20Dover,in%20back%2C%20on%20an%20alley.>

The Hollymead Town Center area. This area, south of Airport Road and west of US 29, has been the subject of five separate rezonings, all now approved. Some of the proposed buildings, streets, and infrastructure have been constructed and are occupied. Others are still at the site plan stage. When built out, the area will include retail, restaurants, offices, an assisted living facility, and residences.

Project Context Map

Site and Surrounding Uses:

The 3.41-acre site is currently vacant and surrounded by a variety of commercial uses, as well as preschools, churches, and a medical outpatient clinic. This property is also within the vicinity of 29 North and the Charlottesville Airport. The site is relatively flat with no known environmental features.



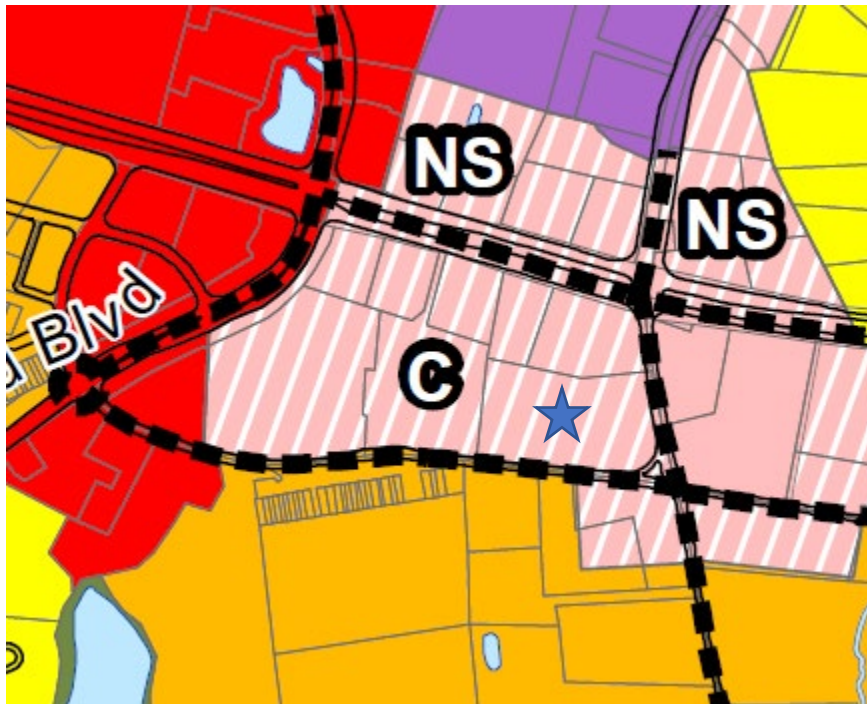
As shown on the google map above, the site is surrounded by a great variety of uses such as grocery stores, drug stores, retail, gas stations and restaurants. Across the street to the east are civic uses such as churches and preschools. To the southeast, there are a variety of housing types.

Consistency with the Comprehensive Plan:

Comp Plan Area Hollymead: Places 29, Community Center

The proposed rezoning is in compliance with the primary designation, as the site is surrounded by a commercial area, thus housing creates a good mix of uses that are walkable to non-residential amenities.

Mixed Use area, except the center only contains commercial. Every single property is commercial only, with parcels only developed in a suburban pattern of one-story buildings surrounded by parking- thus lots of potential for redevelopment with a higher density of a variety of uses in the area. Housing creates a welcome mix and improves access to commercial and walkability. Maplewood fully complies with secondary land use of urban density residential with densities of up to 30 dwelling units per acre. This site will provide a new and innovative housing type that is complimentary to the surrounding uses.



There are two concentrations of Community and Destination Centers. One is located around the intersection of Rio Road and US 29. The second is the large area that includes the Hollymead Town Center, the proposed North Pointe development, and several other Centers around the intersection of Airport Road and US 29. This second area also includes the Uptown, a vibrant new urban center in the northern portion of Places29 similar to a traditional downtown area. Several of the Centers in this second area are the result of development that is now underway (Hollymead Town Center) or has been approved (North Pointe). The concentration of Community and Destination Centers at the intersection of Rio Road and US 29 reflects the area's existing retail function and the concentration of opportunity sites for major redevelopment.

Comp Plan Land Use: Primary Urban Mixed Use (in Centers)

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 (see Land Use Table LU1) and the land use designations in the area around the Center (see Land Use Table LU2):

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.

Comp Plan Land Use: Secondary Urban Density Residential

Urban Density Residential. This designation is used in areas around Centers where multifamily housing with a gross density range between 6.01 and 30 units per acre is desired. It is also applied to existing residential areas with densities within this range (see Land Use Table LU2). This designation is essentially the same as the Urban Density Residential designation in the 1996 Land Use Plan.

Primary uses: multifamily and single-family residential, including two or more housing types.

Secondary uses: retail, commercial, and office uses that support the neighborhood, live/work units, open space, and institutional uses. Retail, commercial, office, and institutional uses are encouraged to locate in Centers, so they are accessible to residents throughout the surrounding area, and so they benefit from co-location with other neighborhood-serving businesses. However, they may be located by exception in areas around Centers designated Urban Density Residential provided they are compatible with surrounding uses.

Project Impacts:

Impact on Facilities, Infrastructure, Transportation, Parks and Schools:

Maplewood will include up to 102 attached/multi-family units in a variety of unit types. The trip generation for the project is shown below. Given the proximity to Route 29, we do not anticipate any major transportation impacts from the development.

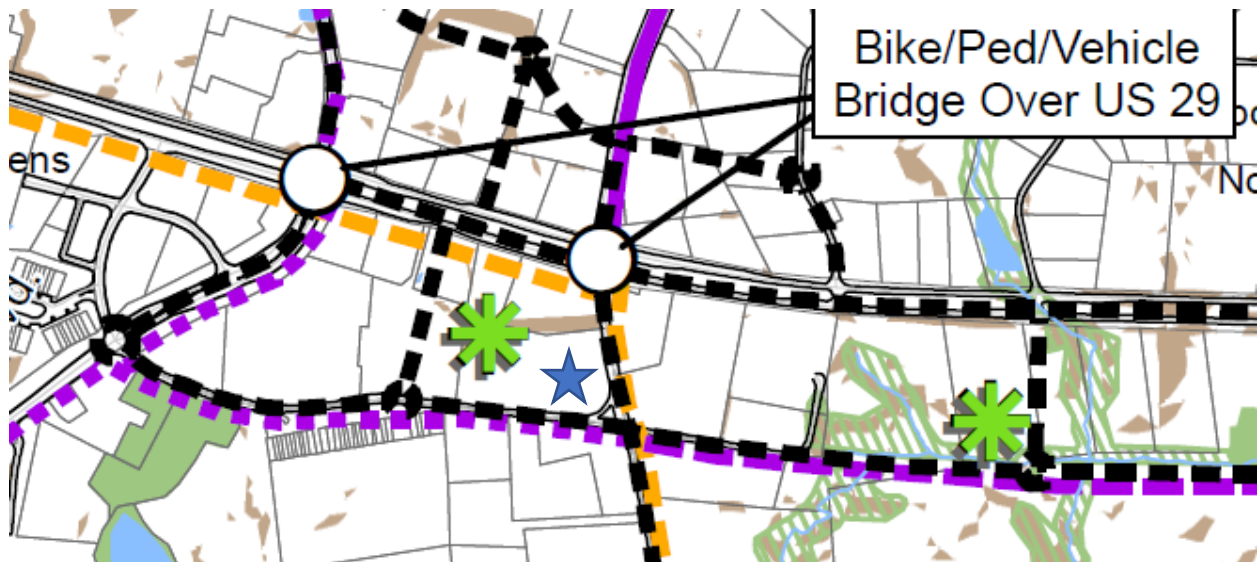
Trips per day: 746 trips
Peak AM: 47 VPH
Peak PM: 57 VPH

We are not aware of any other additional impacts to parks, schools, or other facilities. A variety of greenspace is provided on site, and the County has adequate park resources in the general area. New school sites for this general vicinity were provided through the Brookhill Development.

Impact on Environmental Features:

This site does not contain any environmental features, so there will be no impact. In addition, the adjacent commercial area is slated to have a larger civic green space when it is redeveloped that will serve as a helpful amenity to the residents of Maplewood.

Civic Green Centers are public open spaces of 1 to 3 acres in size that serve as main focal points for the surrounding residential or employment land uses creating a walkable neighborhood. Civic Green Centers may include a tot lot, playground, or other smaller scale facilities for active recreation as well as multi-purpose lawns and park areas dedicated to passive recreation.



Civic Green Centers are not shown on Figure 4, as their specific locations are flexible to best fit in with future development proposals. However, approximate locations for Civic Green Centers are included on the Parks & Green Systems Map (see Figure 7). In general, a Civic Green Center is required for areas that are designated for development, but that are not located within one-quarter mile of a mixed-use center (Neighborhood Service, Community, Destination, or the Uptown). The location and spacing of Civic Green Centers will depend on the walking sheds of adjacent Civic Green and mixed-use centers.

The Maplewood Application Plan is included with this submittal.

Community Center (C)

- Single family attached, multifamily
- Density: 6.01 – 34 units/acre
- Maximum building height: 4 stories

- Maximum single building footprint: 60,000 SF
- Maximum building height 4 stories; no more than 2 stories for retail-only buildings

Residential Information

- All activities must be within a building, except for customer/employee parking, loading, and gas pumps.
- Evidence must be provided that noise, odors, and other potential nuisances do not adversely affect surrounding uses.
- Maximum single building footprint: 7,500 SF

- Maximum single-building footprint: 20,000 SF
- Maximum building height for retail-only buildings: 2 stories
- Maximum building height if retail on ground floor only: 3 stories, with residential units or office/commercial uses above retail

Not Permitted

Not Permitted

Not Permitted

- Maximum single-building footprint: 20,000 SF

- Minimum of 1 green usable park, centrally located
- Park is intended to be a focal point of the Center
- Minimum size of park: 1/4 to 1 acre.
- Additional open space may be necessary, depending on the intensity and mix of uses. This additional open space may be a: plaza (5,000 SF min.), greenway, formal lawns in front of public buildings (1/4 acre min.), or a playground (1/4 acre min.)

Park Information for Commercial Area