

Holly Hills

Zoning Map Amendment Application Narrative

ZMA 2023- 00012

Introduction

Holly Hills is a proposed multi-family, townhouse and apartment community offering much-needed housing opportunities for Albemarle County citizens (the “Project”). The Project is proposed by Dominion Realty Partners LLC (the “Applicant”) and Stony Point Development Group, LLC (the “Developer,” and together with the Applicant, the “Joint Venture Partners”).

The Applicant is a full-service real estate organization providing development, management, leasing, acquisition and investment services. Collectively, the DRP team of professionals brings more than five decades of real estate experience in delivering high quality, environmentally friendly commercial and residential real estate projects throughout the Southeastern and Mid-Atlantic United States.

The Developer is an award-winning real estate development firm headquartered in Charlottesville, Virginia. Stony Point's mission is creating great places and enhancing lives through the built environment. The company is uniquely focused on community building in high quality, walkable locations with connections to natural amenities. It acquires, builds and operates mixed asset development projects primarily focused on housing, office, and experiential retail. Founded in 2015, Stony Point Development Group has managed over 1 million square feet of construction and 250 acres of land development. Its vertically integrated team manages the entire project lifecycle through project delivery and asset management. Stony Point Development Group is recognized as an emerging leader in mixed-use urban development in Central Virginia.

Description of Proposed Project

The proposed zoning map amendment would rezone tax map parcels 04600-00-00-028A0, 04600-00-00-028B0, 04600-00-00-028I0, 04600-00-00-028J0, 04600-00-00-028K0, 04600-00-00-028E0, 04600-00-00-028F0, and 04600-00-00-028L0 (the “Property”), located in the Places29 Development Area, from R-1 Residential to Planned Residential Development (“PRD”), to allow for the development of Holly Hills.

The Project proposes a maximum of 410 residential units comprised of low-rise apartments, condominiums and townhouse units. The Project also proposes amenities for residents, including a pool, clubhouse, fitness center, dog park, outdoor recreation areas, and green space surrounding the community. The Project’s Application Plan shows the areas of the site where amenities are permitted.

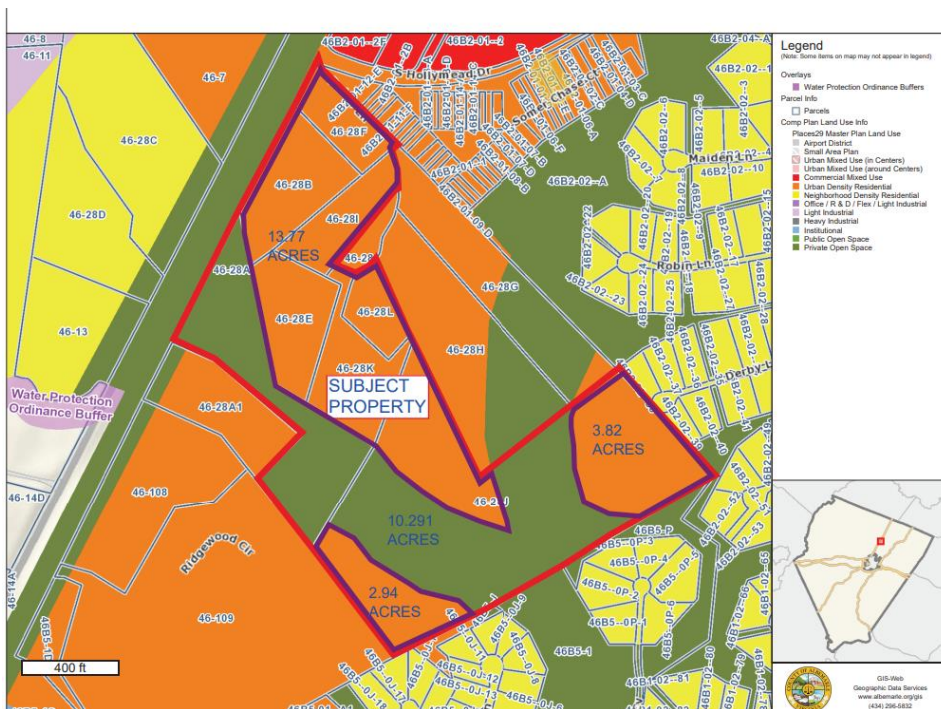
The approach to the ultimate siting of buildings in Holly Hills will be to consider mitigating any adverse visual impacts to neighboring properties or public roads. Through use of the site’s natural topography, proposed vegetative and forested buffers, and building layout, Holly Hills is designed to respect the character of the surrounding area.

On September 13, 2023, the Applicant and the Developer met with representatives from the Forest Lakes and Hollymead communities. The Project’s vision and initial plans were described to these representatives. The Applicant and Developer have taken under advisement the comments from these neighborhood representatives and may make further changes to the Application Plan in response to comments received. In October, the Applicant met with a contingency of the Hollymead HOA. Several accommodations to the Application Plan have been implemented, as noted below in response to concerns expressed by the neighbors.

Consistency with the Comprehensive Plan

The Places29 Master Plan (the “Master Plan”) designates the Property for Urban Density Residential uses. The primary uses within the Urban Density Residential designation are “multifamily and single-family residential, including two or more housing types.” The Master Plan also designates a portion of the Property as “Private Open Space”. The Project meets these descriptions.

The Urban Density Residential designation “is used in areas around Centers where multifamily housing with a gross density range between 6.01 and 34 units per acre is desired.” Places29 Master Plan, page 4-5. The Hollymead Town Center area is in the immediate vicinity of the Property, and the Project would contribute to its ongoing development. The Property is outlined on the excerpt of the Master Plan’s land use designation map shown below.



**Places29 Master
Plan Land Use**

This map shows that the predominant character of the area near the Property is medium- to high-density residential uses. As shown above, most of the nearby parcels are designated for Urban Density Residential, Neighborhood Density Residential, or for Privately Owned Open Space. The Urban Density Residential parcel that abuts the property to the South (RST Residences) was recently approved for 254 apartments and 78 townhomes.

The Master Plan’s gross density range allows the Property’s 19.6 acres designated Urban Density to be developed with at least 117 and up to 666 residential units. The existing zoning, R-1 Residential, is inconsistent with the Comprehensive Plan because it permits a gross density range between 0.97 and 1.45 dwelling units per acre, well below the desired density for this location. See Zoning Ordinance § 13.3. The Project proposes a density that would achieve the County’s desired density in this location. As noted on the Application Plan, the Project proposes a gross density of approximately 13 dwelling units per acre, and a net density of approximately 21 dwelling units per acre.

The Project's density also supports Objective 4 of Chapter 8 (Development Areas) of the Comprehensive Plan, recommending the "[u]se [of] Development Areas land efficiently to prevent premature expansion of the Development Areas." The Project clusters units together on the site, and includes [one-, two-, and three-bedroom apartments], and attached townhouses. The Project's residential layout thus makes efficient use of Development Areas land.

Chapter 8 of the Comprehensive Plan states that housing in the Development Areas should be provided at a variety of price points, including affordable housing. In addition, Objective 4 of Chapter 9 (Housing) of the Comprehensive Plan is to "[p]rovide for a variety of housing types for all income levels and help provide for increased density in the Development Areas." The Project includes a significant commitment to offer affordable housing. At least 15 percent of all multifamily units in the Project will be affordable housing units. This commitment meets the recommendation in the Comprehensive Plan (Strategy 6b, Chapter 9).

Places 29 Design Guidelines; Overlay Districts

The Property is located on the U.S. Route 29 Entrance Corridor. The Applicant anticipates submitting supplemental materials to the Architectural Review Board for evaluation of the Project's potential impacts on the Entrance Corridor and conformity with the Places29 Master Plan Entrance Corridor Design Guidelines. A portion of the Property lies within the Steep Slopes Overlay District, Preserved Slopes Overlay District, Airport Impact Overlay District, as well as within the Entrance Corridor Overlay District. (EC). There are approximately 0.83 acres of preserved steep slopes proposed to be disturbed.

Places 29 Frontage Condition

Most of the Property is designated on the Places29 Master Plan Recommended Entrance Corridor Frontage Conditions Map for "forested buffer," which recommends a 30- to 56 -foot buffer along U.S. Route 29. The Application Plan illustrates that the project will maintain a 100-foot buffer along US. Route 29.

Impacts on Public Facilities & Public Infrastructure

The Project has no negative impact on public facilities and public infrastructure. The Project provides for a potential road connection to the parcel north of the Property, which has been approved for 254 apartments and 78 townhomes.

The Project also proposes a new right turn lane to access the Property from U.S. Route 29. This improvement will provide a safe access to the Property and traffic flow on U.S. Route 29.

The Project offers significant improvements to the existing pedestrian infrastructure. The Project will include sidewalks internal to the site that would provide a continuous pedestrian way from S. Hollymead Drive through the adjacent approved projects to Ashwood Blvd. and Polo Grounds Road. In addition, a 10' asphalt multi-use shared pathway is being proposed with the development that will extend the pathway from the Archer North property to the shared-use pathway along Route 29.

Regarding traffic impacts, as explained in more detail in the enclosed traffic study, the number of projected trips associated with the Project will increase over present conditions, but the effect of the increase will be lessened by the proposed access and turn lane. Although the Project will create more trips to and from the Property, this result is consistent with the higher density residential use prescribed for the Property by the Comprehensive Plan. No public, offsite improvements are warranted by this study.

Impacts on Environmental Features

The proposed Project has no negative impacts on environmental features. Residential use of the Property would continue. Unlike the existing residential uses on the Property, which are served by a private water system and septic fields, the Project will be served by the public water and sewer system, which provides much more protection of the environment.

The Project is carefully designed to avoid encroachment or other impacts to the preserved slopes and protected stream buffers on the Property and nearby. The Project includes extensive buffer areas that will provide space for additional vegetation.

Impacts of the Proposed Development

Parks: The Project contains a variety of recreational and other amenities for the use and benefit of the residents of the Project, several of which are shown on the Application Plan. While the specific details of the amenities have not yet been decided, the Application Plan shows that Holly Hills will include an outdoor swimming pool, fitness center, dog park, and passive outdoor recreational areas. Residents will also have easy access to other nearby parks and recreational areas, and to walking trails existing and proposed nearby.

Fire & Rescue: The Project layout has been carefully designed to meet the standards for emergency vehicle access, and other fire and rescue standards. The Albemarle County Rescue and Fire Station located within the North Fork Research Park, a short distance from the Project, provides fire protection and primary emergency medical response services to Hollymead and the surrounding area. Given the proximity of the existing County Rescue and Fire Station at North Fork adequate Fire/Rescue response should be available.

Schools: Students living in Holly Hills Residences would be within the current school districts for Hollymead Elementary School, Lakeside Middle School, and Albemarle High School. Based on the Albemarle County Schools Capacity vs. Enrollment Projections, both Hollymead and Lakeside are under capacity, while Albemarle High School is over capacity. The mix of housing types has yet to be determined for the Project but using the County school division's multiplier index and a hypothetical mix of types of housing, the Project would purportedly result in an estimate of 92 students.

Official Calculator

Type of Dwelling Unit	Elementary	Middle	High	Total
Townhome (40)	0.15 (6) *	0.06 (3) *	0.08 (4) *	0.29 (13)
Multi-Family (320)	0.12 (38) *	0.03 (10)	0.05 (16)	0.21 (64)
Condos (50)	0.15 (8) *	0.06 (3) *	.08 (4)	0.29 (15) *
<i>*Number of school children</i>	52*	16*	24*	92*

School Capacity

<u>School</u>	<u>Capacity</u>	<u>2023/ 24</u>	<u>2024/ 25</u>	<u>2025/ 26</u>	<u>2026/ 27</u>	<u>2027/ 28</u>	<u>2028/ 29</u>	<u>2029/ 30</u>	<u>2030/ 31</u>	<u>2031/ 32</u>	<u>2032/ 33</u>
Hollymead	429	342	337	330	336	332	332	333	335	339	341
Lakeside	653	527	538	574	578	616	627	643	634	623	624
Albemarle	1,727	1,958	1,905	1,836	1,865	1,877	1,961	2,038	2,059	2,095	2,084

Based on the Capacity vs. Enrollment Projections for the next ten (10) years, Hollymead and Lakeside are projected to remain under capacity, while AHS will remain over capacity. In the 2022-2023 school year, Hollymead was under capacity by 86 students and Lakeside by 126 students. Further projections are set forth above.

While the Project would contribute to school enrollment, as described above, County Staff has noted in recent Staff Reports for other projects that the “dedication of land for two new elementary schools are proffered commitments of other large developments in the Places29 Development Area. This includes a 7-acre site within Brookhill and a 12.85-acre site within North Pointe.

The Albemarle County Public Schools *Long Range Planning Advisory Committee Recommendations*, July 11, 2019 (the “Report”) states that the new elementary school proffered as part of the Brookhill rezoning at the intersection of 29N and Polo Grounds Road is at an optimal location for growth along the 29 Corridor. The Report states that this “growth will be monitored, and if capacity becomes an issue at Hollymead or other schools in the area this project should be evaluated in more detail.”

The Report states that the middle schools have combined adequate capacity and that the school division “has embarked upon a ‘center’ based strategy to address capacity issues at its three comprehensive high schools, in particular Albemarle High School.” The two “centers” that have been approved and once funded by the County will serve 650 students. Center I, which opened in 2018 and is located approximately four miles from the Project, will serve up to 250 students. Center II, which is designed to serve up to 400 students is expected to be completed by 2026. *Charlottesville Tomorrow*, July 23, 2023.

Affordable Housing: Affordable housing is an important feature of Holly Hills. The Application Plan contains a note providing that 15% of all units within the Project will be affordable rental units for 30 years. The qualification requirements will make the affordable units available to households earning 80% of the area median income (AMI). In addition, the townhomes in the Project will provide an attractive option for many prospective buyers. Although the sale price of the townhome units may not qualify as affordable under the County standards, the modest size of the townhome units as proposed allow them to be more affordable for Albemarle County residents without the need for a housing subsidy. This is a strength of the project that furthers the County’s affordable housing goals. The 15% required affordable housing for all residential units can be accomplished with either a for rent or for sale product. The for rent option with the apartment units may qualify for all of the required 15% affordable housing for the development.

Open Space: At least 40.5 % of the Project site shall be Open Space, as noted on the Application Plan. This includes a combination of buffer areas, amenities, and the proposed dog park.

Historic Resources: The Applicant has not identified any historic or cultural resources on or adjacent to the Project.

Zoning Ordinance Requirements

The Project is designed to comply with the requirements of the Zoning Ordinance that apply to the Planned Residential Development district and to planned development districts generally.

Open Space and Recreational Uses: Holly Hills will offer residents common open space with a host of amenities, including a swimming pool, fitness center, dog park, a tot lot, an outdoor recreation area, and an indoor fitness facility. The proposed offerings exceed the minimum requirements in the Planned Residential Development district.

One of the purposes of the PRD district is to provide an “improved level of amenities.” Section 19.1. The Zoning Ordinance implements this objective through the requirement that at least 25% of the residential area of the Project be reserved for common open space (which may include green space, noncommercial recreational uses, and other uses set forth in Section 4.7(b) of the Zoning Ordinance). Through this requirement, a PRD project features an “improved” level of amenities when compared to other residential development projects, which only need to satisfy the recreational amenity requirement discussed in the following paragraph. Holly Hills proposes a total of 12.5 acres for open space and recreational uses. This amounts to 40.4% of the total Project area, exceeding the minimum requirement of 25%.

Like many residential development projects, PRD communities must meet the recreational area requirements under Section 4.16 of the Zoning Ordinance. Specifically, a residential project must provide recreational space amounting to 200 square feet per unit, or five percent of the gross site area, whichever is less. Section 4.16.1. With 410 units proposed on 31 acres, the Project must provide a minimum recreation space of 1.55 acres (five percent of the gross site area). The Project need not provide recreational space amounting to 200 square feet per unit, because that amount totals 66,400 square feet, well in excess of five percent of the gross site area. Holly Hills exceeds both methods of calculating the minimum recreational space, proposing a total of 1.6 acres of recreational space. This amount is **more than** the minimum recreational space required for the Project under Section 4.16.1.

Consistency with the Neighborhood Model Principles

The proposed project is consistent with the applicable Neighborhood Model Principles as follows:

Pedestrian Orientation.

The Project will contain a multi-use path to provide a pedestrian connection to the existing and planned pedestrian network. Connecting to this pedestrian network will provide residents with pedestrian access to adjoining neighborhoods.

Mixture of Uses. The Project does not introduce a mixture of uses in that the Property will be used entirely for residential uses, but the Property is near other mixed-use properties such as the Brookhill community to the South, as well as the Forest Lakes Shopping Center and the Hollymead Town Center. As shown by the future land use map in the Places29 Master Plan, the Property is designated for urban density residential use to support an overall mixture of uses in and around the Hollymead Town Center. Holly Hills is part of a larger combination of neighborhoods oriented toward and complementary to the nearest Town Centers shown on the Places29 Master Plan. Both the Brookhill Town Center and Hollymead Town Center are near Holly Hills, and it would be afforded many benefits by this proximity to these Neighborhood Centers. For example, a variety of amenities planned for Brookhill, including a grocery store, retail shops, office space, ice park, and senior living facility, will all be easily accessible from Holly Hills.

Mixture of Housing Types and Affordability. The current use of the Property is single family dwellings. The Project introduces a mixture of housing types (townhomes and apartments) where such variety does not exist

today. In addition, the Project contains an affordable housing component, . When considered in the context for the large number of single-family residences nearby in Forest Lakes, Hollymead and other nearby neighborhoods, this principle is met.

Interconnected Streets and Transportation Networks. As shown on the Application Plan, a central, public road will support a system of interconnected streets and “non-street connections” to allow pedestrians, vehicles, including emergency vehicles to access nearby locations without having to access Route 29, as expressly recommended in the Comprehensive Plan. The Project as proposed would increase the existing interconnected street network and system of non-street connections. Pedestrians, cyclists, and drivers will have more options when the Project is completed. The proposed connection to the RST property promotes interconnected streets by extending the proposed Archer Avenue roadway through to Route 29. This connection will improve the existing transportation network. The Application Plan also shows an area for a future connection on the north side of the Property. This type of access reflects the recommendation of the Places29 MasterPlan, which calls for “Potential Connections (Pedestrian, Bicycle, or Vehicular)” in this location on the Future Land Use Map, North, Transportation Study (emphasis added).

Multi-Modal Transportation Opportunities. The Property is not yet accessible via public transit. The Applicant welcomes the opportunity for transit options to serve Holly Hills when these opportunities are presented. Until on-site public transit is possible, residents may use the CAT bus that provides service to the Walmart Supercenter on Hilton Heights Road, which is just over a mile and a half from the Property. The 10-foot asphalt multi-use pathway will extend from the Archer North development and connect to the multi-use pathway along Route 29.

Parks, Recreational Amenities and Open Space. The Project proposes common recreational areas and other amenities for residents, including a dog park, an outdoor swimming pool, a fitness center. The Applicant’s proposed amenities exceed the minimum requirements of the PRD zoning district. The Project is proposed to be surrounded by buffers on all sides.

Buildings and Spaces of Human Scale. The Project proposes buildings with articulated designs meant to break up “massing” and support the principle of buildings of human scale. The height of the proposed buildings is largely consistent with the recommendations of the Places29 Master Plan, which recommends that buildings on land designed for Urban Density Residential uses be no taller than four stories or 45 feet.

Relegated Parking. The Project proposes only minimal parking areas that front public roads, including the U.S. Route 29 Entrance Corridor. While some parking in these areas is proposed, most of the parking proposed is relegated behind or to the side of buildings, buffers, or recreational areas.

Redevelopment. This application involves a redevelopment of the Property of a type that is expressly recommended by the Places29 Master Plan.

Respecting Terrain and Careful Grading and Re-grading. Some grading will need to occur on the Property during construction. The Application Plan accounts for managed or preserved slopes on the Property. The Applicant will obtain all required permits and approvals that may be needed to conduct grading on the Property. The Application Plan shows that the preserved slopes located within the Project will not be disturbed during construction, and that improvements have been carefully sited to preserve those areas.

Clear Boundaries with the Rural Area. Not applicable. The Property is not adjacent to the Rural Area.