

**BOULEVARD MARKETPLACE
(10120 FAIRFAX BOULEVARD)**

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Community Dev & Planning

**APPLICATION FOR
GENERALIZED DEVELOPMENT PLAN AMENDMENT**

STATEMENT OF SUPPORT

September 23, 2016

JDC Boulevard, LLC (“Applicant”), Parcel D only, as the owner of certain land in the City of Fairfax (“City”), is requesting land use approval to allow a retail/specialty food building to be developed in the location where a financial institution was formerly approved within the existing C-2 zoning district at Boulevard Marketplace (“Property”). The Property is located at 10120 Fairfax Boulevard in the City (Tax Map numbers 47-4-23-A). On June 24, 2008, the City of Fairfax City Council adopted Ordinance No. 2008-14 to amend the zoning map of the City to reclassify from C-2 retail commercial with proffers to C-2 retail commercial with proffers for the Property. The Applicant is requesting approval of amendment to the approved generalized development plan.

The Applicant proposes to develop the property with an approximately 4,600 square feet retail/specialty food building. This will be in addition to the existing approximately 15,000 square foot retail/specialty food building and an approximately 4,420 square foot retail/specialty food building, of which approximately 2,400 square feet is a convenience store for a sum total of approximately 24,000 square feet. It is anticipated that the tenants will be primarily retail, specialty food and limited restaurant uses. As previously noted, the subject of this application is to request approval of the revision to the approved GDP amendment to remove the previously approved financial institution from the plan and propose a retail/specialty food to be located on the subject property.

The majority of the property adjacent to the north of the subject property is encumbered with Resource Protection Area (RPA) and Floodplain Area. The proposed layout has been designed to maximize the developable area of the site, while still respecting the RPA and Floodplain areas.

The undisturbed RPA area is heavily vegetated and will continue to act as a buffer to the adjacent neighborhood, therefore there will be no adverse impact on the adjacent homes. The proposed development will be approximately 310 feet from the closest adjacent residential lot; however, the majority of the adjacent residential lots are approximately 420 feet from the proposed development.

COMPREHENSIVE PLAN ANALYSIS

The City's Future Land Use Map shows two future uses for the Property. The land immediately adjacent to Fairfax Boulevard is identified on the map as future business commercial property. The land in the rear is identified on the map as conservation open space. As mentioned above, the Applicant intends to focus the development of the site on Parcel D only, which is identified by the City for future business commercial uses. The City's Comprehensive Plan states that commercial is defined as follows:

“Retail, office and hotel uses are appropriate in this category. The broad nature of this category allows for a mixture of non-residential uses in addition to the typical single-use shopping center or office park developments commonly found along a commercial strip.”

Based on this definition, the proposed development is in conformance with the City's Comprehensive Plan recommendation for future land use. Additionally, the Comprehensive Plan states that the Lee Highway/Fairfax Boulevard Corridor is the “backbone of the City's economy, serving a dual role as a principal mover of traffic through the City and as a concentrated business boulevard with important focal areas and major City gateways.” “Appropriate land uses along the corridor are primarily commercial.” Overall, the proposed development is in conformance with the City's Comprehensive Plan.

JUSTIFICATION FOR GENERALIZED DEVELOPMENT PLAN AMENDMENT

With this application, the Applicant is requesting a GDP Amendment.

The development of the Property, which will be heavily buffered by the RPA area and will not be disproportionate to the surrounding land uses based on the fact that the proposed FAR (0.1) is well below the allowable FAR (0.5). The height of the tallest feature of the buildings is currently 42 feet, and the proposed building will be approximately 25 feet, which is in scale with the adjacent neighborhood and the heights allowed in the adjacent residential zone. Additionally, access to the site will be via two access points along Fairfax Boulevard; therefore, traffic generated from the site will be focused onto Fairfax Boulevard, which further lessens any potential adverse impacts on the adjacent residential area. The Applicant is only proposing an additional 1,100 SF of development which will not result in overburdening community facilities or result in dangerous or detrimentally increase transportation congestion.

Overall, the proposed development of the retail/specialty food is consistent with the City's zoning requirements and Comprehensive Plan objectives for the Fairfax Boulevard corridor. The Applicant is proposing to transform the now vacant Parcel D into an attractive, economically-viable commercial center that will feature retail and specialty food that will provide needed services to the surrounding community.