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February 16, 2018

Margaret Tulloch Rhodes  
Arlington County  
Community Planning Housing and Development  
2100 Clarendon Boulevard  
Suite 700  
Arlington, VA 22201

**Re: PDSP #106, Parcel 2 and Cinema (Parcel 3): Special General Land Use Plan Study Request**  
**Applicant: Federal Realty Investment Trust**

Dear Ms. Rhodes,

On behalf of Federal Realty Investment Trust (the "Applicant"), the following serves as an application for a Special General Land Use Plan Study for a 5.45 acre area which includes the Cinema real estate tax parcel (RPC 29-014-183) within Parcel 3 and roughly one-half of the 8.43 acre Parcel 2 of the Shirlington PDSP #106. As is written in more detail below, the consideration of the future development of the vacant surface parking lot at the prominent corner of Arlington Mill Drive and Randolph Street allows an opportunity to envision both a physical enhancement and gateway to Shirlington and more broadly, visual and physical connections between the Four Mile Run Valley and Shirlington planning areas, as well as breathing new life into an aging portion of Shirlington.

Requested Land Area for Consideration

The Applicant requests a consideration of a General Land Use Plan ("GLUP") Amendment of parcels within Parcel 2 and Parcel 3 that it owns and controls, which is the solely the cinema in Parcel 3, and all land and buildings within Parcel 2 except for the office building and associated parking structure located at 2900 S. Quincy Street. The following is a listing of the parcels that the Applicant owns within Parcel 2 and Parcel 3 (hereinafter the "Requested Land Area"):

Address	RPC	Notes
2766 S. Arlington Mill Dr.	29-019-024	South side 28 <sup>th</sup> St. Retail block
2754 S. Quincy St.	29-020-001	

Unaddressed S. Arl. Mill Dr.	29-020-002	Parking lot, north side
2772 S. Arlington Mill Dr.	29-020-003	Parking lot, north side
2766 S. Arlington Mill Dr.	29-020-004	Retail, north side
4047 Campbell Ave.	29-020-005	Retail, north side
4043 Campbell Ave.	29-020-006	Retail, north side
4039 Campbell Ave.	29-020-007	Retail, north side
4031 Campbell Ave.	29-020-008	Retail, north side
4025 Campbell Ave.	29-020-009	Retail, north side
4021 Campbell Ave.	29-020-010	Retail, north side
2700 S. Quincy St.	29-020-011	Retail, north side
4017 Campbell Ave.	29-020-012	Retail, north side
4015 Campbell Ave.	29-020-022	Retail, north side
4013 Campbell Ave.	29-020-013	Retail, north side
2780 S. Quincy St.	29-020-014	Retail, north side
2774 S. Quincy St.	29-020-015	Retail, faces Quincy
2772 S. Quincy St.	29-020-016	Retail, faces Quincy
2770 S. Quincy St.	29-020-017	Retail, faces Quincy
2768 S. Quincy St.	29-020-018	Retail, faces Quincy
2766 S. Quincy St.	29-020-019	Retail, faces Quincy
2762 S. Quincy St.	29-020-020	Retail, faces Quincy
2756 S. Quincy St.	29-020-021	Retail, faces Quincy
S. Arlington Mill Dr.	29-020-023	Interior Street
Campbell Ave.	29-020-024	Sliver of land between retail and Campbell Ave.
4115 Campbell Ave.	29-014-183	Cinema Parcel 3

### Background

PDSP #106 in Shirlington was originally planned in the early 1980s. At that time, a large department store anchored 28<sup>th</sup> S. South or what is now Campbell Avenue, which established a retail draw to the area beginning in the 1940s that continues today. Upon an economic decline in the 1970s, a 1982 rezoning of the entire area to the C-O-1.5 Zoning District accompanied the original PDSP and a mix of office, residential, hotel and retail was allocated within the PDSP to the five parcels included in the PDSP land area. Over time, the PDSP was amended, individual 4.1 Final Site Plans were brought forth and approved, and recently, community uses of a theater and grocery store were approved and built. Eventually, the last 4.1 Site Plan was approved as recently as 2007, which included hotel uses for Shirlington. As of today, there is no unutilized density attributable to the land area located within the PDSP #106, although there are areas of underutilized land.

The Applicant has controlled all of the retail and one of the two existing office buildings in Parcel 2 as well as the cinema in Parcel 3 since December 21, 1995. A surface parking lot that at one time was planned as an additional office building remains undeveloped at the corner of S. Arlington Mill Drive and S. Randolph Street, with density transferred elsewhere within PDSP

#106. In looking forward, and as a response to the Four Mile Run Valley Planning Initiative whereby Shirlington will continue to be a commercial center supporting and complementing the existing neighborhoods and cultural arts district of Four Mile Run, the vision for the expansive revitalization of the park and community facilities across Arlington Mill Drive, the Applicant seeks a more appropriate and attractive use of the surface parking lot located at the corner of Randolph Street and Arlington Mill Drive.

### Zoning Context

The Zoning District applicable to the Requested Land Area is currently the C-O-1.5 Mixed Use District. As mentioned above, the Requested Land Area is also part of Phased Development Site Plan #106. PDSP #106 encompasses a land area of over 27 acres which has been built out over time through a number of 4.1 Final Site Plans as well as PDSP Amendments.

After PDSP #106 was adopted in 1982, the first 4.1 Final Site Plan approved on July 9, 1983 included office uses and retail uses on Parcels 2 and 3. While the office building within Parcel 2 would be new (which is approximately 65,000 square foot and located at the corner of Quincy Street and Campbell Avenue), the retail associated with Parcel 2 was stated to be existing retail along 28<sup>th</sup> Street and Campbell Avenue and within the two-story Best Products Company building on Randolph Street.

Over time, there would continue to be amendments to both final site plans and the PDSP affecting Parcels 2 and 3. Parcel 2 has always been largely planned and built out for commercial uses. In April 1999, the County Board amended PDSP #106 to transfer unutilized office density from Parcel 3 to Parcel 2, and approved a 250,000 square foot office building on Parcel 2. Prior to this time, between 1982 and 1999, the amount of retail approved for Parcel 2 had significantly decreased, but was then significantly increased with the 1999 amendment, setting the stage for the future retail hub of Parcel 2.

PDSP #106 was re-envisioned when it was amended by the County Board on October 7, 2000. In this action, the County Board expanded the amount of land area within the PDSP to additionally include land owned by Arlington County of a little less than 3 acres, as well as transferred density and uses from Parcel 2 to Parcel 3, allowed for more residential uses within Parcel 3, and new community uses on Parcel 3 that included a theater, library and two parking garages. At that time, the basis for the new vision of Shirlington was to help establish a daytime population and allow for a balance of community uses, furthering the sustainable community village concept and commercial center. After the October 2000 approval, the majority of significant development occurred within Parcel 3, which also included hotel uses and a new grocery store. Parcel 2 has remained unchanged since the 2000 PDSP amendment. Attached is a spreadsheet which provides a summary of the existing approved density and uses pursuant to PDSP #106 and all approved Final 4.1 Site Plans.

### Current Land Use and Planning Guidance

The existing GLUP designation of the Requested Land Area is “Low” Office, Apartment Hotel, which permits commercial density of 1.5 FAR, apartment/multifamily density of 72 units per acre and hotel density of 110 units per acre. Zoning Districts that correspond to this GLUP designation include the mixed use districts of C-O-1.5 and C-O-1.0. There is no Sector Plan or Small Area plan that corresponds to PDSP #106. In effect, the PDSP has functioned as a Sector Plan for Shirlington, guiding development over time consistent with a master plan vision that has evolved overtime.

### GLUP Amendment Request

The Applicant requests Arlington County consider a change to the existing GLUP designation of the Requested Land Area to “Medium” Office, Apartment, Hotel.” This GLUP designation would allow up to 2.5 FAR of commercial density, multifamily density of 115 units per acre, and/or hotel density of 180 units per acre. The only Zoning District that corresponds to “Medium” Office, Apartment, Hotel is the C-O-2.5 Zoning District.

The Applicant requests this re-envisioning of Parcel 2 for a number of reasons. First, a large, unsightly surface parking lot remains within Parcel 2 at the corner of Randolph Street and Arlington Mill Drive, framing the pedestrian experience along Arlington Mill Drive, the bike path and Jennie Dean Park. Back-of-house trash, loading and service currently occur on the doorstep of the Four Mile Run Valley planning area. Secondly, putting this surface lot into productive use will serve to benefit the retail tenants, theater, grocery store and library Hub in Shirlington. Thirdly, the Shirlington PDSP area will continue to remain the primary commercial center adjacent to the arts, cultural and parks uses that are envisioned as part of the Four Mile Run Valley planning effort. Because office use and occupancy in Shirlington has continued its decline, our brick and mortar retail users are feeling the effects, and bringing new consumers to Shirlington will benefit them significantly. Finally, the Applicant wishes to continually invest in its property with an eye to future demands, and desires to keep Shirlington the fresh and vibrant community it is. Enclosed is a density analysis for the Requested Land Area.

### Timeliness of Request

The on-going Four Mile Run Valley Planning Initiative (“4MRV Plan”) began in mid-2016 and its primary purpose is developing a collective vision for the primarily industrial and open space areas along Four Mile Run which include Jennie Dean Park, Shirlington Park, the dog run, various commercial businesses (concrete plant, brewery, car repair, etc.) and even theater uses along Four Mile Run Drive and Shirlington Road.

The southern extent of the 4MRV Plan is Arlington Mill Drive, which, as noted above, will frame the Shirlington PDSP and the Requested Land Area. Specifically, the Requested Land Area is directly south of the newly planned Jennie Dean Park, new pedestrian accesses along Shirlington Road and the Nelson Street connection over Four Mile Run. As such, removing the surface lot along Arlington Mill Drive, reframing the streetscape, and providing the

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visual and physical connectivity between the Shirlington planning area and the 4MRV Plan area is simply good planning. Currently, Shirlington is oriented inwards along Campbell Avenue. Re-planning the Requested Land Area to additionally orient Shirlington outwards to encourage connectivity between the 4MRV planning area and the Nauck Village Center Action Plan area would be a positive planning evolution for this part of Arlington, residents in these planning areas, and the businesses who have invested in our community's visions for these areas. The benefit of repositioning this critical block in Shirlington to provide this opportunity of connecting residents, daytime office occupants, retail and restaurant uses, the vast new planned open spaces, the newly conceived Art District of the 4MRV plan, dog park, theaters, and the bike path is quite obvious. Re-planning of this now vacant corner would help reframe the Arlington Mill Drive corridor to allow it to function as a gateway to Shirlington, providing physical and visual connectivity between Arlington Mill Drive and the 4MRV Plan area.

Thank you for your consideration of the Special GLUP Study request. Please contact us with any further questions.

Sincerely,

A handwritten signature in blue ink that reads "T. Lunger" followed by a stylized flourish.

Tad Lunger, Esq.

cc: Robert J. Duffy, Planning Director  
Jennifer Smith, Comprehensive Planning

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