Why a Special General Land Use Plan Study in Shirlington?

While there is a Phased Development Site Plan that provides planning guidance for the Village at Shirlington, there is no area plan for this location. When a property owner outside of a “planned” area requests a change to the General Plan Use Plan (GLUP), Arlington County must conduct a Special GLUP Study to carefully analyze the potential impacts of the proposed change. Two landowners submitted an application to change the land use for the area shown here in green from “Low” Office-Apartment-Hotel to “Medium” Office-Apartment-Hotel.

Special GLUP Study Area
**REVIEW PROCESS AND SCHEDULE**

**Special GLUP Study Review Process**

**Long Range Planning Committee of the Planning Commission**
A Special GLUP Study is conducted by staff under the auspices of the LRPC.

**Planning Commission**
Following the LRPC process, the findings of the Special GLUP Study are presented to the full Planning Commission at a public hearing.

**County Board**
The County Board will then hold a public hearing to consider:
1. approval/denial/deferral of a request to advertise for the proposed GLUP change.
2. adoption of the Special GLUP Study.

The adopted Special GLUP Study would serve as the most current land use guidance for the Village at Shirlington.

**Process Documents**

**Special GLUP Study Document**
Provides future land use policy guidance and informs amendments to the PDSP and Design Book

**Shirlington PDSP** and Design Book
Informs the individual site plans to be filed

**Individual site plans**

*Phased Development Site Plan

**Special GLUP Study Schedule**

- **June 2019**
  - LRPC #1
  - 6/25/19

- **July 2019**
  - LRPC #2 and Walking Tour
  - 7/23/19

- **August 2019**
  - LRPC #3
  - 9/25/19

- **September 2019**
  - Community Forum
  - 11/20/19

- **October 2019**
  - LRPC #4
  - 12/11/19

- **November 2019**
  - LRPC #5 Planning Commission and County Board
  - 2020
EXISTING CONDITIONS

Bird’s-Eye View of Shirlington Village

Campbell Avenue

Transit Station

Parking Conditions

Randolph Square
URBAN DESIGN ANALYSIS

Existing and Potential Conditions Study

This map illustrates the existing and potential future urban design features in the area.

Existing Building Heights

Heights in Shirlington range from 1-13 stories, with lower heights along the historic core and taller heights along the periphery.
Requested Change to the General Land Use Plan

The request to change the GLUP designation from “Low” Office-Apartment-Hotel to “Medium” Office-Apartment-Hotel, with an associated rezoning from C-O-1.5 to C-O-2.5, would allow additional height and density in the Village at Shirlington, if approved. The 3-D models you will see represent but a few of the different ways in which this area could possibly redevelop under the proposed land use and zoning.

Existing Land Use Plan Designation “Low” O-A-H

Proposed Changes under C-O-2.5

<table>
<thead>
<tr>
<th>GLUP Designation Scenario</th>
<th>Typical Zoning District</th>
<th>Density (maximum)</th>
<th>Building Height (maximum)</th>
<th>Basis for Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Low” Office-Apartment-Hotel</td>
<td>C-O-1.5</td>
<td>1.5 FAR</td>
<td>72 u/ac</td>
<td>110 ft/ac</td>
</tr>
<tr>
<td>“Medium” Office-Apartment-Hotel</td>
<td>C-O-2.5</td>
<td>2.5 FAR</td>
<td>115 u/ac</td>
<td>180 ft/ac</td>
</tr>
</tbody>
</table>

NB Bonus density and height above that shown in table is possible through site plan process.
**Founding of Shirlington and Expansion**

Joseph Cherner, an immigrant from Russia with a successful automobile dealership and repair shop, sought land to open an airport when he first considered purchasing acreage south of Four Mile Run. He decided to invest in creating a shopping center there instead, a feat that necessitated raising the grade by as much as 13 feet with 200,000 cubic yards of fill. Shirlington Business Center was named after Shirley Highway (Interstates 95 and 395), the name being a combination of “Shirley” and “Arlington.”

The Shirlington Business Center’s first stores opened in December 1943. By July of the following year, the complex boasted a supermarket, gift shop, clothing cleaners, beauty parlor, and shoe repair shop. The complex continued to grow through the second half of the decade with a Hot Shoppe cafeteria restaurant opening in 1946, and a Jelleff’s clothing store opening in 1947. The core of the complex was centered around a double-lane street on either side of a central 20-foot island, the layout that still exists today. This main thoroughfare was called 28th Street South at that time (renamed Campbell Avenue in 2007). The original one- and two-story storefronts were of frame and brick construction, some along 28th Street South and South Randolph Street with limestone and granite façades with Art Deco details.

In November 1951, Cherner announced plans to build another 25 stores and additional parking. Following Cherner’s death in 1956, his wife Ruth (née Schlom) Cherner, continued her husband’s plans for expansion. She led the company through a land swap with Arlington County in May 1957 that increased acreage at the north boundary of the Shirlington Business Center by seven acres.

**Shirlington Lunch Counter Desegregation**

On June 18, 1960, a group of fourteen demonstrators staged sit-ins at two Shirlington Business Center establishments, the Lansburgh’s Colonial Room and the Woolworth’s lunch counter. On the day of the sit-ins, although the demonstrations did not result in violent confrontation, both businesses responded by closing their counters. Laurence Henry, a Howard University divinity student, acted as spokesman for the protesters and told newspapers that the demonstrators had sent letters to business owners asking for them to negotiate. Woolworth’s in Shirlington was the first lunch counter to desegregate on June 22, 1960, followed that same day by the Shirlington Lansburgh’s among other area lunch counters.

**Decline and Revitalization Efforts**

In the early-1970s, Shirlington Business Center saw the closure of many of its anchor retail stores. Jelleff’s closed in 1972, followed shortly by Lansburgh’s. A $250-million plan to renovate the commercial complex began in July 1982, led by developer Oliver T. Carr. Carr’s plan called for up to 429,000 square feet of additional retail space and 694,000 square feet of office space. By November 1986, some of the construction was completed and the renovation of the core Shirlington Buildings along 28th Street South was underway. RTKL Associates designed an intervention to re-use the limestone and granite façades of the existing buildings. The finished design that customers saw at the 1987 grand reopening consisted of a copper turret and dome crowning the buildings at the entrance off South Randolph Street, Victorian-era inspired street lighting, cut-throughs for increased pedestrian circulation, and a large Beaux-Arts fountain in the median.