

Pohanka Automotive Group

Comprehensive Plan Amendment Nomination

I. Background

Pohanka Automotive Group is in its 98th year of business. They have been operating dealerships at the Chantilly location since the mid-1980's. The first dealership was Acura, then came Chevrolet and finally Lexus. The Chantilly property is approximately 14 acres and is zoned C-8 Commercial. The last zoning application approved at this location was in 1994.

II. Nomination Was Submitted to Allow Pohanka Some Modest Expansion and Flexibility to Operate for the Next 98 Years

The current Comprehensive Plan language dates back to the early 1980's. The text speaks of a possible consolidation of Parcel 53 for auto dealership use. That option was exercised and incorporated by Pohanka in 1994. Therefore, the current Plan is in need of updating to reflect actual development.

Acura, Chevrolet and Lexus are all manufacturers that require their dealerships to reflect a first class appearance. Each requires Pohanka to make certain physical improvements to the property every few years to maintain this standard. Pohanka also strives to be one of the most efficient and customer friendly automobile dealers. Therefore, alterations and additions to the structures will be required in the near future. The proposed Plan Amendment would grant Pohanka some expansion opportunity to accomplish these goals. Ultimately, a Proffered Condition Amendment and Special Exception Amendment application will be necessary.

The nomination as submitted by Pohanka would allow for a grant in maximum planned intensity for the 14 acres from .20 (Parcel 53) and .25 FAR to .30 FAR. The nomination also asked that the 35 foot building height limitation on Parcel 35 be eliminated.

III. Staff and Dulles Suburban Advisory Group Support of Nomination

The Planning Staff has recommended approval of the increase in density to .30 FAR. As pointed out in their Staff Report, an automobile dealership at this location generates 2,470 fewer daily vehicle trips than the planned retail use. The Staff did not, however, support the request to remove the building height restriction.

The Dulles Suburban Advisory Group met on three occasions to review the nomination and voted to support Pohanka's requested language for a .30 FAR without a limitation on building height. A copy of the Group's recommended language, dated March 21, 2017, is attached.

IV. Building Height

At one of Pohanka's presentations to the Dulles Suburban Advisory Group, a concept plan was introduced that noted possible additional 4-story buildings. Staff's reluctance to support 4-stories was based on the possible impact on abutting multi-family and townhouse

residential properties along Vernon Street that have developed since 1994. These residential properties resulted from prior Comprehensive Plan Amendments that changed the long-standing office and industrial recommendations, and relaxed the airport noise restrictions.

Pohanka's future redevelopment could be accomplished without adversely impacting the residential uses, however, for the following reasons:

- There is an existing, dense evergreen tree buffer that screens year round. These trees range in height from 49 feet to over 70 feet.
- The Rockland Village multi-family development along Vernon Street is built to a height of 46 feet, but the highest windows in the project are approximately 27 feet high.
- Any future building on the Pohanka property could be designed to be invisible to or compatible with the abutting residential.
- Supplemental screening and landscaping could be provided.

Overall, Pohanka believes that any new development on its property would not impact the residential uses. Photographs taken from the highest point visible from Rockland Village and the highest point currently on Pohanka's land are attached. They clearly demonstrate that the existing buffer is effective. An analysis and determination of the impact is more appropriate at the zoning stage of development, and should not be ruled out at the Comprehensive Plan stage.

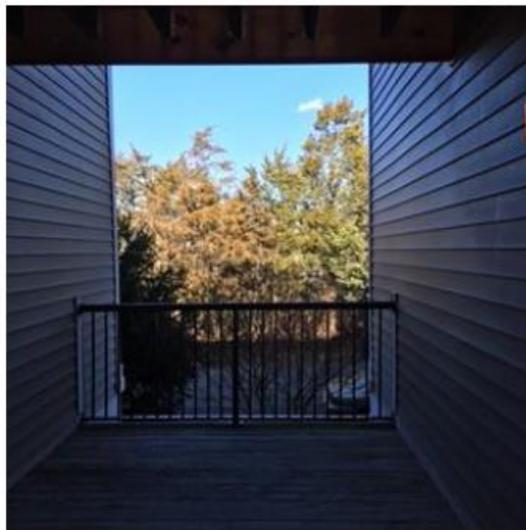
V. Access on Vernon Street

The concept plan Pohanka shared with the Dulles Suburban Advisory Group depicted a second access point on Vernon Street. Pohanka is seeking flexibility to add a second access point to improve internal circulation. Without any analysis, the Staff's recommendation was revised to prohibit any new access. Pohanka and the Advisory Group both believe this is premature, and that whether the access can be improved is an issue more appropriate for analysis during the zoning process. At present, Vernon Street is not a residential street and has no direct access from any residential development, although 24 townhomes were recently approved on one end. Only Pohanka and the Fire Station have access. There is very little traffic on Vernon Street.

POHANKA PLAN NOMINATION – DAG RECOMMENDATION

4. As an option, the auto dealerships located on Parcels 34-4((1)) 49, 50, 50A, 51, and 53 may be appropriate for expansion up to a maximum overall FAR of .30, including consideration of a building height increase for Parcel 53 above 35 feet, provided the following conditions are met:
 - Massing and architectural treatments for buildings and parking structures should be designed to minimize visual impacts on the adjacent residential uses to the south. The design of parking structures should be integrated with that of the buildings they serve. Landscaping should be provided around the parking structures and/or adjacent to them to soften their appearance.
 - Lighting should be designed to avoid adverse impacts on the residential uses to the south.
 - Effective screening and buffering to the adjacent residential uses should be provided, including at least 35 feet of screening on Parcel 53 along Vernon Street to provide an appropriate transition to the residential uses to the south. Supplemental landscaping should be provided to enhance the existing vegetated buffer along Vernon Street.
 - Any redevelopment of the site should enhance pedestrian and bicycle connectivity.

Apartments looking to Lexus



Lexus looking to Apartments

