

Hollymead Community

Location

The eastern boundary of the Community begins at a point on the North Fork Rivanna River just north of Route 785 and follows Route 785 south to Route 649, east along Route 649 to its 90 degree curve, then southwest to the natural stream boundary of Powell Creek and its tributaries, then south along Powell Creek to its point closest to the Southern Railway Line, then east to the Southern Railway and south along the Southern Railway to Route 643. The northern boundary follows the North Fork Rivanna River to a stream located between the North Fork Rivanna and Route 29, then Route 29 North to the North Fork Rivanna River, then the North Fork Rivanna River west to Route 606. The western boundary of the Community follows the alignment of Route 606 to the airport, where it goes west and south around the airport to Route 743. The boundary then follows Route 743 to Route 643 and heads east to Route 29 North, then south along Route 29 to Route 643. The southern boundary of the Community is Route 643 from Route 29 North east to the Southern Railway.

Existing Land Use

Residential- Hollymead contains an estimated 1,597 dwelling units and a population of 4,170 people. Seventy seven percent (1,209) of the housing units in the Community are single-family attached; seven percent (121) of the housing units are either townhouses, single family attached or duplexes; six percent (100) are multi-family; and ten percent (149) are mobile homes (July 1996). Large residential areas include Forest Lakes North and South, Hollymead, Airport Acres, the Cedar Hill Mobile Home Park, Meadowfields, Jefferson Village and Deerwood Estates.

Commercial and Office- Most of the office and commercial development located in the Community is along Route 29. Larger uses include Forest Lakes Shopping Center (57,022 square feet); Forest Lakes Medical Office (24,714 square feet); and the Hollymead Professional Center (36,000 square feet). Crutchfield Corporation has three buildings (141,384 square feet) that serve as offices and warehouses.

Industrial- Most of the industrial development in this Community is located along Route 649 (Airport Road) and off Route 606 (Dickerson Road). Larger Industrial uses include MicroAire (Quail Run – 46,134 square feet); Quail Run Condos (Quail Run – 28,790 square feet); and Universal Test Equipment (Quail Run – 14,400 square feet).

Major Planned Projects - The U.Va. Real Estate Foundation's North Fork Research Park located west of Route 29 and north of Airport Road has an approved plan for up to 3,000,000 square feet of industrial, office and retail development.

Other Land Uses- The Hollymead Community contains the Charlottesville-Albemarle County Airport and a large cemetery.

Environmental Characteristics

The area is divided into two major watersheds by a ridgeline running along Route 649. Land to the south of the ridgeline drains into the Powell Creek system which eventually leads into the South Fork of the Rivanna River. Land to the north of Route 649 drains into the North Fork of the Rivanna River.

Transportation

Route 29 provides primary north/south access to the community and Route 649 (Airport and Proffit Road) provides east/west access. ~~Route 649 and~~ Route 606 will need to be upgraded in conjunction with future development.

Public Water and Sewer

North of Route 649

Water treatment is provided by the North Fork Rivanna River treatment plant and storage is provided by the Piney Mountain storage tank. The treatment plant has a capacity of 2.0 million gallons a day. A maximum 800,000 gallons per day can be withdrawn from the North Fork of the Rivanna. This flow is not adequate to meet the needs of the service area at build-out. To increase available water supply there are three options available which are discussed in detail in the Utilities section of this chapter. The method utilized to serve this area depends, in part, on the ultimate size of the Hollymead Community north of Route 649 and the Piney Mountain Community.

Sewer service is currently provided by the Camelot treatment plant. The capacity of the plant is 365,000 gallons per day. This treatment is not adequate to meet the needs of the service area at build-out. The Albemarle County Service Authority has guaranteed an upgrade of the existing system once capacity has reached 90%. Options for providing additional service are discussed in detail in the Utilities section of this chapter.

South of Route 649

Water service is available south of Route 649 from the South Rivanna system. Sewer service is available through the Powell Creek Interceptor.²

Public Facilities

The Community contains an elementary school and a middle school. Park service is adequate for the area. Police, fire, and rescue and library services do not meet the service standards established in the Community Facilities Plan and should be improved.

² Recommended water and sewer improvements for the Hollymead Community entail major system upgrades. As such, recommendations for this area are outlined in the Utilities section of this chapter.

Recommendations

- Hollymead is intended to be a mixed-use community that allows people to live in close proximity to their workplace, shopping and service areas. A wide variety of housing types, services and jobs are anticipated. Community-wide automobile dependence should be reduced by encouraging transit-oriented development and providing a full range of pedestrian and bicycle facilities such as walkways and bike paths that connect residential and transit nodes to the employment/shopping and service areas.
- Provide linkage between neighborhoods within the Hollymead Community (including nonresidential areas) through the use of pedestrian and bicycle facilities, greenways/linear parks, roads, and transit alternatives. The emphasis is on linkage between development areas, not just within each development.
- No additional commercial uses are to be established in the southern portion of the Community on either side of Route 29 from the South Fork of the Rivanna to the entrance of the Hollymead subdivision.
- The area west of Route 29 North is intended for industrial and office uses as a large employment area. It is expected that these uses will be “basic” employment generators and potentially of a large scale and with an airport orientation. The Office Service area consists of approximately 25 acres along Airport Road and 40 acres West of the Regional Service area on the West side of Route 29 North. The balance of the employment generating area is Industrial Service.
- Develop all industrial/office areas in a highly sensitive manner that clusters development in suitable areas and protects environmental features through the provision of open space. For the area now referred to as the North Fork Research Park, limit development to 525 acres. Total buildable area shall not exceed 3,000,000 square feet. Development of the entire industrial area shall be pursuant to an overall planned development under appropriate planned development zoning.
- Provide a plan to address historic features located in the area referred to as the North Fork Research Park to retain historic context and continuity.
- All industrial/office areas should be substantially buffered from residential areas. This is accomplished through the planting of new vegetation and preservation of existing vegetation. For the area now referred to as the North Fork Research Park, provide a 50’ buffer around the perimeter.
- The area between the southern boundary of the Development Area and the South Fork of the Rivanna River is to remain in an open state as a buffer between the Urban Area and the Community of Hollymead. This boundary is critical as it reserves the distinct identity of the Community from the Urban Area and prevents continuous development community of Charlottesville to the North Fork of the Rivanna.

- Protect the North Fork Rivanna River water supply intake area by prohibiting any development or creation of impervious surfaces within the immediate area which endangers water quantity and quality.
- Preserve the stream valleys and their tributary drainage ways, plus adjacent areas of steeply sloping terrain, as an open space/greenway network. This network is designed to tie into future residential development areas in the Community and is to be located along the North and South Fork of the Rivanna and along Powells Creek from the southern portion of Forest Lakes North to the South Rivanna River.
- The Urban Density residential area of approximately 50 acres west of Route 29 is intended for the location of a mobile home park accommodating a minimum of 100 mobile homes. This area is intended to provide affordable housing in the area and is intended to be exclusively for the location of a mobile home park for a period of not less than fifteen years from the start of development. Because of its proximity to areas designated for commercial and industrial use, new development shall provide an effective vegetative buffer around the mobile home park. Consideration should be given to cooperating with, and utilizing, area human service agencies in providing support services to residents as needed.
- Zoning action and development of the 50 acre Regional Service area (part of Town Center) located on the west side of Route 29 across from Forest Lakes North shall only occur after the development of the Urban Density residential area located west of Route 29 and south of Airport Road (minimum of 100 mobile home sites). Development of this entire commercial area shall be pursuant to the approval of an overall Development Plan.
- The Community Service area located at the entrance to the Hollymead subdivision recognizes the approved commercial area in the Hollymead PUD. While too large in acreage to be a typical Neighborhood Service area, the scale of the commercial development is to be in keeping with the residential nature of the Hollymead subdivision rather than highway uses. The area is intended to meet local convenience shopping and professional service needs and is to be screened and buffered from adjacent residential areas.
- Encourage a full range of housing types and costs within the Hollymead Community. Large employers should work with the Albemarle County Housing Committee to determine what employee housing assistance programs can be implemented. Target opportunities for employees at the lower income level and employees hired locally.
- Development plans along Route 29 North are to be sensitive to its status as an Entrance Corridor Roadway.

- An area northeast of the Route 29 North/Route 643 intersection has been identified by the State as having possible historical and archeological significance. Although this area has been shown for Neighborhood Density Residential designation, consideration should be given to acquiring/preserving this area for recreation/open space purposes.
- Transportation Improvements include:
 - Development of the ~~Meadow Creek Parkway~~ **Northern Free State Road** to provide improved access to the Urban Area and downtown Charlottesville. Reserve adequate and useable right-of-way for the location of the ~~Meadow Creek Parkway~~ **Northern Free State Road** in areas of new development. With final alignment determination, reserve right-of-way, in all areas. Two access points to the Parkway may be established between Route 29 and the river at Route 643 and the undeveloped area between Route 29 and Route 643.
 - Access to Route 29 is limited to three locations for the entire area east of Route 29 and north of Route 649 (Proffit Road). In addition, the northern access to Route 29 should be aligned with the future access on Route 29 for the North Fork Research Park. Access to this area from Route 785 is prohibited.
 - The Regional Service area (part of Town Center) on the West side of Route 29, South of Airport Road, (opposite Forest Fakes North and cemetery), shall be limited to three entrance locations on Route 29.
 - Development along Route 29 North is to have controlled access to the roadway. This can be accomplished through joint entrances, collector roads parallel to Route 29, and roads internal to the development.
 - ~~Alignment improvements and widening of Airport Road from its intersection with Route 29 North to the airport. Access to this road should be controlled and minimized to the greatest extent possible through the use of joint entrances.~~
 - Phasing of road improvements necessitated by new development which increases traffic on Route 649 (Airport Road), Route 606 (Dickerson Road), and Route 29. This will include the construction of interchanges at Route 29 and Route 649, and Route 29 and the northern most access point to the area now referred to as the North Fork Research Park, once they are warranted. Necessary improvements should be accomplished by fair-share contributions from new development.
 - Provide bicycle facilities and walkways in conjunction with all major road improvements.

- ~~Develop alternative modes of transportation~~ ***Provide transit, park and ride, rideshare and transportation alternatives*** to serve the Hollymead Community, particularly, large employment generating areas. This may be accomplished through the partnership between developers of large employment generating areas and the Metropolitan Planning Organization (MPO).
- Construct a park and ride facility along Route 29 in the Hollymead/Piney Mountain area.
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Recommended improvements along the Route 29 Corridor:

Road design and alignment improvements to Route 29 should be in keeping with the emerging community consisting of a mix of residential neighborhoods, and commercial and employment centers. Improvements related to upgrading Route 29 shall be consistent with an overall network of interconnecting roads that balance the need to serve both the local and regional transportation demands.

- Parallel or adjunct roads east and west of Route 29 should be designed and located in a manner consistent with other land use and transportation recommendations of the Comprehensive Plan.
- Any system of parallel roads to augment Route 29 should be constructed as an urban cross-section design (curb/gutter) with sidewalks and bike lanes. This creates a system of roads more in keeping with a neighborhood street system and more consistent with the character of the adjacent neighborhoods.
- Recommendations for road design/classification for the parallel roads are taken from the Albemarle County Neighborhood Model as recommended by the Development Area Initiatives Study Committee (DISC) Report. Road design should be an “Avenue/Residential Boulevard” or “Neighborhood Street” design on the eastern parallel road from Polo Grounds Road to Hollymead Drive; a “Main Street” design on the eastern parallel road from the cemetery to Proffit Road; a “Boulevard” or “Main Street” design on the western parallel road system transitioning to “Avenue/Residential Boulevard” or “Main Street” south to Hollymead Drive extended.
- The eastern parallel road system should extend to Polo Grounds Road (Route 643).
- The southern end of any western parallel road system should terminate at a connection with Hollymead Drive Extended.
- Hollymead Drive and Timberwood Parkway should be designed with grade-separated crossings of Route 29, without ramps, to connect with the road system on the western side of Route 29 and accommodate east-west vehicular, pedestrian

and bicycle movements with the appropriate facilities.

- Provide a grade-separated crossing without ramps at Airport Road to accommodate east-west vehicular, pedestrian and bicycle movements with the appropriate facilities.
- Based on development patterns east of Route 29, provide grade separated bicycle/pedestrian overpasses/underpasses to accommodate east-west movement.
- East-west connecting roads should be curb/gutter design with sidewalks/bike lanes and the design should be “Avenue/Residential Boulevard” or “Main Street” design.
- In the long term, consider establishing an east-west connection from Route 29 to Earlysville Road (Route 743) as recommended in *CHARTS the Charlottesville Area Transportation Study (CATS)* by extending Hollymead Drive to Earlysville Road. This road location and design should be coordinated with the relocation of Dickerson Road (Route 606).
- Intermediate accesses, without crossovers, to Route 29 should be provided on the east side between Ashwood Boulevard and Timberwood Boulevard and west side between Hollymead Drive and Timberwood Boulevard, except one (1) mid-point access between Hollymead Drive and Timberwood Drive may utilize a new crossover on Route 29 if warranted by traffic studies and conditions. Given the current road infrastructure in the of the Town Center, such a crossover is an important element of the Town Center and is a critical ingredient a “Boulevard/Main Street” entrance into the development from Route 29. Once the ultimate network for the Town Center and surrounding environs is in place the continuing need for such a be reconsidered. (*amended 10/4/01, CPA 98-03*)
- Stop the northern end of the eastern parallel road at Hollymead Drive and access undeveloped land Hollymead directly from Route 29, without a crossover. This will avoid significant impact to existing homes Hollymead.
- Proffit Road (Route 649) should be constructed with a “Neighborhood Street” design from Worth Crossing Lanford Hills Drive, including sidewalks and bike lanes. The section from Route 29 to Worth Crossing be designed in a manner necessary to accommodate transition to the ultimate improvements to Route 29 Airport Road. A major upgrade of Proffit Road east of Lanford Hills to Route 20 is not recommended; minimal spot safety improvements may be appropriate in certain locations.

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~~Re-alignment of Route 606 (and Route 743) to meet Federal Aviation Administration (FAA) safety requirements.~~

~~See “Road Improvements, Route 29 Corridor and Proffit Road” Amendment on page 90.~~

- Public Facility Improvements include:
 - Locate a police substation in or near the Hollymead/Piney Mountain area to reduce response times to the northern urbanized portion of the County.
 - Locate a joint fire/rescue station in or near the Hollymead/Piney Mountain area to reduce response times and increase fire and rescue capabilities to the northern urbanized portion of the County.
 - Locate a library branch in or near the Hollymead/Piney Mountain area to serve the northern urbanized portion of the County.
 - Water and sewer improvements as identified in the ‘Utilities’ section of this plan.
 - The Charlottesville-Albemarle Airport, which includes the existing facilities, the southern runway, approach zone, and areas east of Route 606 owned by the airport for future expansion and location of airport related services.
- Establish greenways along the South and North Fork of the Rivanna and Powell Creek with connections to surrounding residential and non-residential land.

Hollymead Town Center

Amendment to Hollymead Community Profile Recommendations Adopted 10/10/2001, (CPA 1998-03, Post Office Land Trust)

[Note: new text in addition to text found of pp. 79-82]

- The area designated as Town Center west of Route 29 and south Airport Road is intended as a generally more compact, higher density area containing a mixture of businesses, services, public facilities, residential areas and public spaces, attracting activities of all kind. Nearby residential development will be of high enough densities to support many of these uses.
- This designation replaces the previous patchwork of regional service, office service and industrial service areas in an effort to establish a more unified planning and development process.
- The Town Center should adhere to the following twelve design principles as further defined in the *General Development/Design Guidelines*: 1) pedestrian orientation, 2) neighborhood friendly streets and paths, 3) interconnected streets and transportation networks, 4) parks and open spaces, 5) neighborhood centers, 6)

buildings and spaces of human scale, 7) relegated parking, 8) mixture of uses, 9) mixture of housing types, 10) redevelopment rather than abandonment, 11) site planning that respects terrain, and 12) clear edges.

- The Town Center is intended to incorporate features that conserve land, provide a “critical mass” of uses and achieve a high level of interaction of activities. Ultimately, it is intended that portions of the Town Center include such features as wide sidewalks, on-street parking and parking integrated with uses, multi-story structures and residential uses above commercial and retail uses. Stand-alone residential is also appropriate in an urban form.
- In addition to other applicable recommendations of the Comprehensive Plan, the Town Center shall be developed in general accord with *the Conceptual Master Plan & Design Guidelines for the Hollymead Town Center*, dated July 20, 2001, by Daggett & Grigg (the “Master Plan”).

General Development/Design Guidelines

The following are general guidelines for the entire area designated as a Town Center in the Hollymead Community.

Land Use and Density

- A mix of residential and non-residential land uses shall be provided within the Town Center, including Urban Density Residential (6 to 34 du/ac.), Office Service Community Service, Public/Institutional uses including parks and greenways, and Regional Service and compatible Industrial Service.
- Uses not considered desirable for this area include heavy industrial and manufacturing uses, and other large land consuming uses, such as warehousing (including self storage facilities), and auto dealerships.
- Commercial and residential development should strive to ultimately achieve higher densities than those achieved historically. Development in some areas of the Town Center, particularly in the Mixed Use/Regional Service Area, likely will not provide as high a density initially or in the foreseeable future as densities achievable in other areas of the Town Center, but development in all areas should be designed so as not to preclude higher densities, through subsequent redevelopment and/or infill, when the market demographics are such as will justify and support denser development features, including structured parking and multi-story retail. The desired overall density for the ultimate build-out of the Town Center is a FAR of .50. The desired .50 FAR overall density contemplates a net of all open space, road, street and travel ways, as well as public amenities. Nothing herein shall be interpreted as limiting the FAR for the Town. While it is desirable for single story buildings to not exceed 65,000 square feet, it is recognized that some much larger than 65,000 square feet on one level, such as department stores, home improvement and supermarkets, are appropriate in the Mixed Use/Regional Service Area (see Master Plan, Figure 14A Issues of bulk, massing and pedestrian accessibility for all buildings, but particularly for single story stores (65,000 square feet, may be addressed through various design concepts, such as building treatments, building orientation and/or other measures, so as to dilute their appearance as large, boxes and to facilitate subdividing these stores in the event of the need for re-tenanting with smaller stores.
- A significant residential component should be located within the designated Town Center area; both with other commercial/office uses and within walking distance (approx. ¼ mile from core commercial
- Development of this area pursuant to approval of an overall development plan for the Town Center is Approval of Development Plans for portions of the Town Center may be necessary and appropriate in situations, but should be in general accord with the Master Plan.

Site Design

To achieve the intent of the Master Plan:

- All building facades visible from a public road should continue design elements present on the front of building.
- Buildings should be oriented to streets and parking relegated as addressed in the Master Plan.
- Site development should respect the terrain and use appropriate design techniques to minimize clearing and grading activities.
- Roof design should mitigate the visual impact of larger scale structures and associated buildings, especially considering the general location of this area along a ridgeline.
- Loading docks, trash collection facilities, outdoor storage and related facilities should be incorporated building design so they are not visible.
- Metal buildings should not be permitted.
- A system of walkways and bikeways should be included in site design.

Parking:

- Parking in excess of that necessary to support individual uses in the Town Center is discouraged.
- Parking should be centralized where appropriate. Cooperative parking arrangements are encouraged feasible.
- On-street parking should be incorporated into road design for categories of streets where on-street contemplated in the Master Plan.
- Large parking areas should be divided into smaller components using travel ways and median breaks with and other landscaping material used to minimize visual impacts and heat generated by large areas of pavement.
- Minimize parking areas between streets and buildings, as addressed in the Master Plan.
- Establish a landscape edge on the east side of the Town Center along Route 29 consistent with the ultimate design of Route 29 (urban or rural cross-section design) generally contemplated in the Master Plan.

Transportation, Town Center Area

(See also the Transportation Improvement section for specific recommendations for improvements along the Route 29 Corridor)

- Transit service should be provided as soon as operation is feasible and site design should accommodate future transit service.
- All roads should be designed with the intent of providing pedestrian friendly neighborhood oriented streets. All roads in this area should be constructed as an urban cross-section, with sidewalks, and street landscaping. Lower design speeds and minimizing road width (number of through lanes) should be encouraged. However, on-street parking should be encouraged where appropriate. A system of bike lanes should be accommodated as generally depicted in the Master Plan, including all roads, which connect to lands adjacent to the Town Center.
- The road network for the Town Center should consist of a system of interconnected streets forming a network of blocks. The network should consist of a minimum of two (2) north-south roads with crossing streets creating a block pattern. Shorter block lengths consistent with the intent of creating a walkable community should be provided. The desirable block lengths would be between 200 and 300 feet, although, -longer block lengths may be permissible based on traffic, topographic, and/or other site conditions.
- The Town Center road network should include connections to Route 29 at Timberwood Boulevard and Hollymead Drive, and provide for access to Airport Road at two (2) locations: 1) the future North Fork Research Park access on Airport Road; and, 2) a future crossover located just west of the U. S. Post Office Building.
- One mid-point access between Hollymead Drive and Timberwood Drive may utilize a new crossover on Route 29, if warranted by traffic studies and conditions. Given the current road infrastructure in the vicinity of the Town Center, such a crossover is an important element of the Town Center and is a critical ingredient for a Boulevard/Main Street entrance into the development from Route 29. Once the ultimate transportation network for the Town Center and surrounding environs is in place the continuing need for such a crossover may be reconsidered.
- The north/south parallel road should be designed as a “Boulevard” or “Main Street”(as depicted in Figures 4 and 5 of the Master Plan), recognizing that while carrying a higher volume of traffic, it also serves as an important Neighborhood Street within the Town Center concept. As such, the road needs to accommodate pedestrians, cyclists, transit service and contribute positively to the character of the area. Other streets in the Town Center may be designed as a “Main Street,” “Avenue,” “Neighborhood Street,” or “Way” depending on the character and intensity of development in the area (Master Plan, Figures 5, 6, and 7).

- Pedestrian and bicycle systems and transit access should be provided throughout the Town Center, with a continuous walkway and travel way provided from Airport Road and Route 29 North.
- Pedestrian activity is encouraged. Sidewalks on both sides of streets built ten (10) feet wide or greater should be provided in high-density areas, with four (4) feet minimum width on some streets elsewhere as contemplated in the Master Plan.
- A park and ride lot should be established near the Town Center area.
- A network of subsidiary cross streets linking all major roads in a street block system should be established throughout the larger site. Linkages shall be made to existing developed areas where possible (Deerwood, Forest Springs).
- Grade-separated vehicular crossings of Route 29 are recommended at Timberwood Boulevard and Drive. Bicycle/pedestrian facilities shall be provided as part of grade separated crossings to provide connectivity between the east and west sides of Route 29. These should be located at or near Boulevard and Hollymead Drive. Sidewalks and bike facilities shall also be provided to link to facilities along Airport Road as contemplated in the Master Plan.

Public Space and Public Facilities/Services

- Open space, recreation areas and public spaces shall be provided to serve patrons, employees, and residents. Development of public open space/features such as a public square, traffic circles, and “pocket park(s)” should be provided throughout the Town Center area.
- A greenway shall be established along the stream forming the western and southern boundary of the To Center and should include walking and bike trails and other features/amenities. These greenway trails should extend across Route 29 to link to the residential areas east of Route 29 and ultimately to proposed greenway along Powell Creek.
- The Community Facilities Plan indicates a need for a public library and police substation in the Community. The Town Center may be a desirable location for these and other such public facilities.
- Space shall be made available for a recycling center (not counted against square footage limits).

Environment

- Regional stormwater facilities should be established to serve this portion of the Hollymead Community.
- Exemplary specimen or old growth trees that may exist in this area should be preserved to the practicable.
- Area landscaping shall minimize water requirements.
- Principles of sustainable design should be incorporated to a significant extent in site development, use of natural lighting within buildings, and energy efficiency.

Road Improvements, Route 29 Corridor and Proffit Road

Amendment to Hollymead Community Profile Recommendations (pp. 81-84)

Adopted, 2/7/01, Amended/Readopted 10/04/01 (CPA-2000-05)

[Note: The following is in addition to the existing transportation recommendations found on page 83.]

- Transportation improvements include...(p.82)

Adopted, 2/7/01, Amended/Readopted 10/04/01 (CPA-2000-05)

MAP F: COMMUNITIES OF HOLLYMEAD AND PINEY MOUNTAIN

