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## ATTACHMENT 3

### PROPOSED TEXT AMENDMENT TO CHAPTER 4 for EXPANSION AREA 2:

The following is a draft of language that could be added to Places29 Master Plan text should the Board of Supervisor choose to include this area in the Master Plan. The text change would be added to Chapter 4.

#### **Hollymead Southern Expansion Area**

The newly expanded portion of the Hollymead Community is located west of US 29 approximately 2000 feet north of Rio Mills Road, east of the critical slopes and stream adjacent to Rio Mills Road, and south of an unnamed stream. This area is to the east of the Templeton Hills Subdivision located off of Rio Mills Road. This area consists of approximately 140 acres of rolling terrain, with wooded and open areas. Existing development consists of radio and cellular communication towers.

This expansion of the Hollymead Community is related to the proposed extension of Berkmar Drive north across the South Fork Rivanna River to Meeting Street in the Hollymead Town Center. The cost for this improvement is significant and will require a combination of public and private funding. The Master Plan expands the Development Area and designates urban uses along the alignment corridor for Berkmar Drive to support the development of the road. An alignment for Berkmar Drive through a Development Area (as opposed to a Rural Area) will create more opportunities and incentives for new development to finance the new road, and the road would be necessary to support the new development around it.

The selection and distribution of the land uses within the expansion area reflect the community's desire to maintain the appearance of the forested stretch of US 29, and to facilitate a transition from the high intensity of the Hollymead Town Center to the open space at the south end of this corridor and along the South Fork of the Rivanna River. A Neighborhood Service Center designation is provided, surrounded by an Urban Mixed Use designation that would permit a single large-format retail store as an additional incentive for development to finance the road. It is important that commercial development (Neighborhood Service Center/Urban Mixed Use) be oriented primarily to the side street(s) and Berkmar Drive and not directly to US 29 in order to avoid replicating the commercial strip development pattern currently prevalent along the US 29 corridor. VDOT's access management regulations and the Access Management Plan component of Places29 will also guide access decisions in this area.

Expectations for development within this expansion area include:

- Within the Urban Mixed Use area, one large-format (big box) retail use of up to 120,000 square feet may be constructed, provided it is developed in a manner otherwise consistent with design/development expectations for the Urban Mixed Use designation. If no large-format retail use is developed, the area designated Urban Mixed Use should retain the character described in the definition of that designation.
- The large-format retail building should adhere to the following guidelines for the purpose of creating an appropriate streetscape:
  - The building’s facades and rooflines should be of visual interest and should reduce the massive scale and the uniform, impersonal appearance of such large buildings.
  - The building should have architectural features and patterns at a pedestrian scale to provide visual interest, reduce massive aesthetic effects, and recognize local character. These elements should be integral parts of the building fabric and not applied trim, graphics, or paint.
  - A large building’s design should integrate small liner stores with entrances onto the sidewalk in order to break up the façade of the larger user.
  - The large building’s location should be integrated with other buildings and site features to encourage a more pedestrian-friendly composition.
  - All large buildings should present at least a two-story elevation to the streetscape.
  - Loading docks, trash collection facilities, outdoor storage and related facilities should be incorporated into the building design or site to limit visibility.
- Retail uses within the Neighborhood Service Center should be those neighborhood scale uses typically expected in such a Center (see Land Use Table 1).
- Office/R&D/Flex and space for contractor services are encouraged to be provided within or near (north of) the Urban Mixed Use area.
- All development, including the Neighborhood Center and Urban Mixed Use area, should be primarily oriented to Berkmar Drive and/or the east-west connecting road(s) from US 29 to Berkmar Drive.
- Access to all development within the Expansion Area, including the Neighborhood Service Center and the Urban Mixed Use area should be provided from Berkmar Drive and/or the planned perpendicular roads (consistent with the recommendations of the Access Management Plan). No new commercial entrances should be constructed on US 29 to serve individual properties or developments.
- Provision of public active recreation space (playfields/practice fields) in this area should be considered to meet the larger community needs.
- A wooded, naturalistic buffer along US 29 from Rio Mills Road to the southern edge of the Hollymead Town Center development should be provided to avoid or minimize the appearance of uninterrupted urban development from the City to northern end of Piney Mountain.

This expansion area is not within a Priority Area for public capital investment and land use activity. Approval of any development within this new DA expansion area, as with other lands within the non-priority areas, will be predicated on the completion of a number of transportation and infrastructure improvements needed to support development in these areas. These improvements include:

- The widening of US 29 to six lanes total between the South Fork Rivanna River and the existing six-lane section near Hollymead Town Center, including the grade separation/jug handle road system at US 29 and Ashwood Blvd.
- The extension of Berkmar Drive north across the South Fork Rivanna River to Meeting Street in the Hollymead Town Center.
- The construction of the east-west road from US 29 to Earlysville Road.
- The construction of a road connecting Rio Mills Road to Berkmar Drive Extended.
- All of the above improvements are needed to better distribute traffic generated from within this Expansion Area to various roads in the transportation network and to minimize the impact to US 29.

Provision of an easement for the upgrade to the RWSA water distribution line to serve the Hollymead and Piney Mtn. Development Areas. The easement is expected to run approximately adjacent to Berkmar Drive Extended and must be acceptable to RWSA.