



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of July 9, 2011

DATE: June 24, 2011

SUBJECT: SP# 358 SITE PLAN AMENDMENT to allow food delivery service at 3900 Fairfax Drive (RPC# 14-043-031)

Applicant:
Quincy Plaza, L.C.

By:
Robert M. Bushkoff
Dittmar Company
8321 Old Courthouse Road, Suite 300
Vienna, Virginia 22182

C. M. RECOMMENDATION:

Adopt the attached ordinance to approve a site plan amendment to SP# 358 to allow food delivery service, subject to the conditions of the ordinance applicable only to this site plan amendment, with a County Board review in one (1) year (July 2012).

ISSUES: This is a request for a site plan amendment to allow food delivery service for a new pizza establishment proposed on the ground-floor of the Quincy Plaza apartments building in Virginia Square. No issues have been identified for this proposal.

SUMMARY: The applicant is requesting a site plan amendment to permit food delivery service during operating hours in conjunction with Naked Pizza, a pizza establishment proposed at the Quincy Plaza apartments located at 3900 Fairfax Drive. The proposed pizza establishment and food delivery proposal are consistent with the Retail Attraction and Marketing Plan (RAMP) for Site Plan #358. A parking solution for the pizza delivery vehicles is proposed within the currently underutilized short-term retail/commercial visitor surface parking area that serves the building, with additional delivery vehicle parking to be accommodated within the underground portion of the garage. Staff recommends in Condition #71 annual monitoring of the demand of this short-term parking area by the applicant, allowing the County Manager to reallocate parking for delivery vehicles based on staff's analysis and the findings of the annual reports. Additional conditions are recommended to address the food delivery operation. Therefore, staff

County Manager:

BMD/GA

Staff: Natalie Sun, DCPHD, Planning Division
Melanie Jesick, DES, Transportation Planning

PLA-5918

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recommends that the County Board adopt the attached ordinance with conditions to approve the subject site plan amendment, with a County Board review in one (1) year (July 2012).

BACKGROUND: Naked Pizza, a New Orleans-based chain focusing on natural ingredients and social media marketing, is expanding into the D.C. metropolitan area, and is proposing a delivery service in conjunction with a new store in Arlington. The applicant has submitted an application to deliver food during business hours in addition to the take-out service. All proposed food delivery service uses require special exception approval. The following is additional information about the property and site.

Site: The property is located within Quincy Plaza, a multi-story apartment building with ground-floor retail. Quincy Plaza is bounded by Fairfax Drive to the north, North Quincy Street to the west, North Pollard Street to the east, and 9th Street North to the south. The specific address for the proposed pizza establishment is 933 North Quincy Street, a ground-floor retail space located near the corner of North Quincy Street and Fairfax Drive that has been vacant for over two (2) years.

Zoning: “RA-H-3.2” Multiple-Family Dwelling and Hotel Districts.

General Land Use Plan Designation: “High” Residential (Up to 4.8 F.A.R. Residential and up to 3.8 F.A.R. Hotel)

Neighborhood: The property is located within the Ballston-Virginia Square Civic Association area. The civic association has been contacted and has not provided comments to date.

DISCUSSION: The applicant is requesting to deliver food during its business hours of 10 a.m. and 1:30 a.m. seven (7) days a week. Food delivery is anticipated to generate approximately 70 percent of Naked Pizza’s sales, with the remaining revenue from carry-out service.

This proposed use is consistent with the intent of the Retail Attraction and Marketing Plan for this site, which is in accordance with the Retail Action Plan for the Rosslyn-Ballston Corridor. The Retail Action Plan designates this portion of North Quincy Street as a shopping street principally providing personal and business services.

Four (4) to eight (8) delivery vehicles are proposed for this use. The applicant and staff have worked out a proposed solution for where these vehicles are to be parked, taking into account the approved Parking Management Plan (PMP) for this site plan. Three (3) delivery vehicles will use the covered surface garage spaces, which are accessible along North Pollard Street at the rear of the building (See Appendix A, area marked as “2.”). A total of 20 parking spaces exist in this covered surface parking area of the garage. The remaining delivery vehicles will utilize underground parking spaces in the garage (See Appendix A, area marked as “3.”). Under the PMP, only retail/commercial visitors are designated to park in the 20 covered garage surface spaces. However, since the number of spaces is in excess of the 17 total required retail/commercial visitor spaces, it is proposed that the three (3) “excess” surface spaces be allowed for use by delivery vehicles for the pizza establishment. Once these three (3) parking

spaces are occupied, any additional delivery vehicles (not to exceed eight (8) total) will use the underground garage, which the PMP designates for apartment residents/visitors and retail/commercial employee parking.

Staff supports the proposed delivery parking solution for two reasons. First, the nature of food delivery service requires that food be delivered to customers in a timely manner. The applicant has expressed concern that using the underground garage to accommodate all of the parking for delivery vehicles would cause unnecessary delays in delivery operations. Parking the delivery vehicles in the covered surface parking area would provide for a faster turnaround to customers. A second related point is that the 20-space covered parking area – which the PMP designates for retail/commercial visitors – is currently underutilized. As previously described, the provided retail/commercial visitor parking exceeds – by three (3) spaces – the number of spaces called for under the site plan parking ratio of 1 space per 580 square feet of development for retail/commercial use.¹ For these two reasons, staff supports the delivery vehicles using three of the visitor spaces. However, staff recognizes that retail/commercial visitor parking demand may increase in the future, and to address this, is recommending annual reporting to monitor the parking operations and address any future issues. Depending on the findings of the annual reports, showing at least 85 percent average occupancy of the 17 parking spaces for retail/commercial visitors and patrons, the number of these retail/commercial visitor parking spaces allocated to the pizza delivery vehicles may be reduced or eliminated. Parking for these delivery vehicle(s) would then be accommodated in the employee parking area within the underground portion of the garage.

Staff also recommends adding conditions requiring signage in the retail/commercial visitor parking area designating a maximum of three (3) parking spaces for pizza delivery vehicles only, and reserving the seventeen (17) remaining spaces for retail/commercial visitors and no delivery vehicles.

In addition to the automobile delivery, the applicant is encouraged to deliver by foot, bicycle and moped.

CONCLUSION: The proposed pizza establishment and food delivery service meets the intent of both the RAMP and the Retail Action Plan for the Rosslyn-Ballston Corridor. The proposed parking solution for the delivery vehicles will be monitored annually and revised depending on the findings of the reporting. Therefore, staff recommends that the County Board adopt the attached ordinance with conditions to approve the subject site plan amendment, with a County Board review in one (1) year (July 2012).

¹ The number of retail/commercial visitor parking spaces in the original site plan approval was for 20 spaces (1 space per 480 square feet of retail/commercial use).

Site Plan Amendment Ordinance

WHEREAS, an application for a Site Plan Amendment dated April 28, 2011 for Site Plan #358, was filed with the Office of the Zoning Administrator: and

WHEREAS, as indicated in Staff Report[s] provided to the County Board for its July 9, 2011 meeting, and through comments made at the public hearing before the County Board, the County Manager recommends that the County Board approve the Site Plan Amendment subject to numerous conditions as set forth in the Staff Report[s]; and

WHEREAS, the County Board held a duly-advertised public hearing on that Site Plan Amendment on July 9, 2011 and finds, based on thorough consideration of the public testimony and all materials presented to it and/or on file in the Office of the Zoning Administrator, that the improvements and/or development proposed by the Site Plan, as amended:

- Substantially complies with the character of the General Land Use Plan and the Virginia Square Sector Plan, and with the uses permitted and use regulations of the RA-H-3.2 District as set forth in the Zoning Ordinance; and
- Functionally relates to other structures permitted in the district and will not be injurious or detrimental to the property or improvements in the neighborhood; and
- Is so designed and located that the public health, safety and welfare will be promoted and protected.

NOW THEREFORE, BE IT ORDAINED that, as originally requested by an application dated April 28, 2011 for Site Plan #358, for a Site Plan Amendment for food delivery service use, and as such application has been modified, revised, or amended to include the drawings, documents, conditions and other elements designated in Condition 1 of the site plan (which drawings, etc. are hereafter collectively referred to as "Revised Site Plan Application,") for the parcels of real property known as RPC# 14-043-031 and 3900 Fairfax Drive, approval is granted and the parcel so described shall be used according to the Revised Site Plan Application, subject to all previously approved conditions (numbers 1 through 67) with new condition numbers 68 through 74 as follows:

New Conditions (applicable to the food delivery service use only):

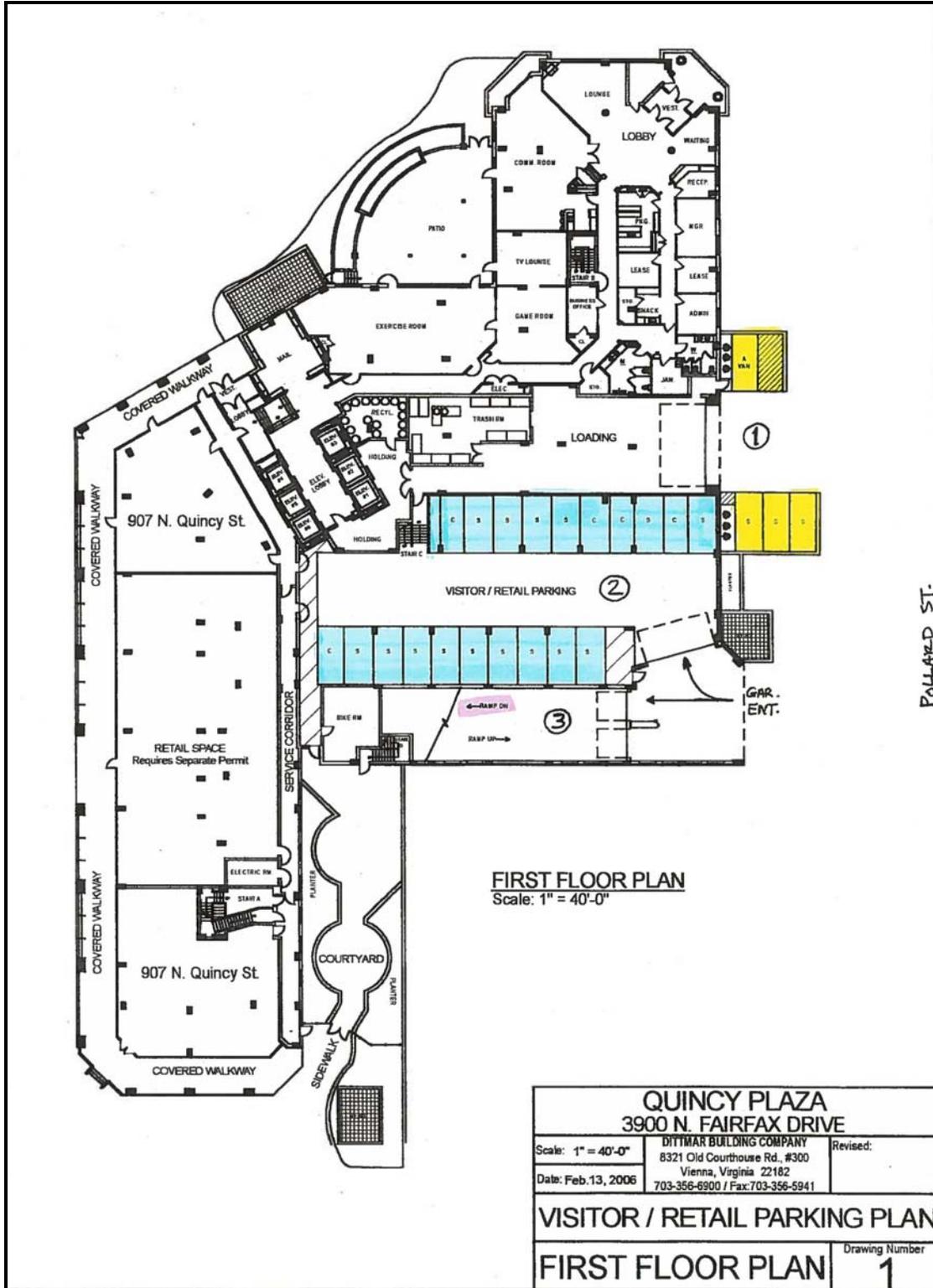
68. The applicant (applicant shall mean the applicant, owner and all successors and assigns) agrees that the hours of operation of the food delivery service (using an automobile) shall be limited to 10:00 a.m. to 1:30 a.m. Monday through Sunday.
69. The applicant agrees to develop and implement a delivery and driver safety plan and to obtain the County Manager's approval of such a plan before any food delivery service can begin. The plan shall include at a minimum: identification of a driver safety course, completion of which will be required of all drivers employed by the applicant before they begin delivery service; a routing plan including maps for delivery vehicles, which will show entry and exit routes from the site; and an outline of the contents of the course. The applicant understands and acknowledges that the County Board has found the exception

for this use to be justified only because the applicant has represented that the use will make deliveries by vehicles using only the commercial frontages and streets to the maximum extent possible.

70. The applicant agrees that the maximum number of delivery automobiles that may be used in the business at any one time is eight (8) vehicles.
71. The applicant agrees that pizza delivery vehicles may use a maximum of three (3) parking spaces within the covered (garage) surface spaces located on the first floor level of the building. These spaces shall be signed for use by pizza delivery vehicles only during the pizza establishment's hours of operation. The remaining seventeen (17) surface parking spaces shall be reserved for retail/commercial visitors and patrons only and shall be signed accordingly. The applicant agrees to submit an annual report to the County Manager beginning one year from the approval date of the site plan amendment (July 9, 2011), and occurring each year thereafter as long as the subject delivery use occupies the space, to monitor the parking usage/demand of the covered (garage) surface spaces located on the first floor level of the building. The annual report may be performed by the Applicant and will include an occupancy count of the covered surface parking area only, with counts taken at 12:00 p.m. and 8:00 p.m., for 7 consecutive days. The County Manager has the discretion, based on findings of the annual reports, showing at least 85% average occupancy of the 17 parking spaces for retail/commercial visitors and patrons, to reduce or eliminate the amount of parking spaces available for the delivery vehicles in the covered (garage) surface spaces located on the first level of the building. If it is determined by the County Manager that these three parking spaces in the covered (garage) surface spaces located on the first floor level of the building need to, in whole or part, be reallocated for use by retail/commercial visitors, the delivery vehicles would be permitted to park in the retail employee parking area within the underground portion of the garage.
72. The applicant agrees that the delivery vehicles will not be parked on the street.
73. The applicant agrees not to distribute flyers in quantity to any apartment buildings.
74. The applicant agrees to identify an on-site liaison who shall be available during all hours of operation to receive and respond to community concerns. The name and telephone number of the liaison shall be sent to the President of the Ballston-Virginia Square Civic Association and the Zoning Administrator.

APPENDIX A

Quincy Plaza First Floor Plan Showing Parking Locations



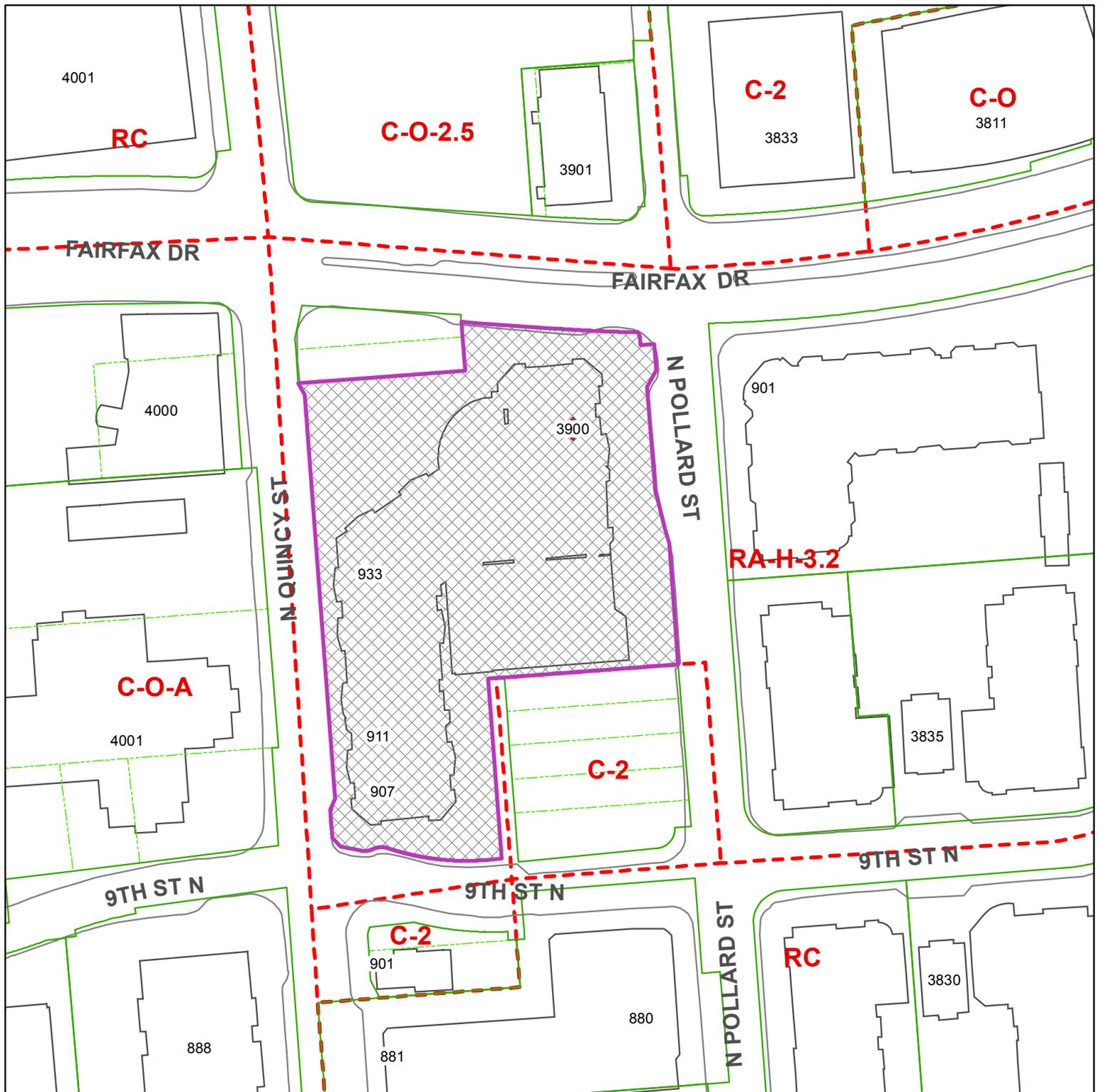
SP# 358 Site Plan Amendment
Food delivery service 3900 Fairfax Dr.
PLA-5918

PREVIOUS COUNTY BOARD ACTIONS:

April 30, 2002

Approved a rezoning from “C-2” to “RA-H-3.2.”

Approved a site plan for a multi-story apartment building with ground-floor retail.



SP#358

3900 Fairfax Drive

RPC: 14-043-031



 Case
 Location(s)
 Scale: 1:1,200

Note: These maps are for property location assistance only.
 They may not represent the latest survey and other information.