City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 18, 2011

TO: CHAIRMAN KOMOROSKE AND MEMBERS OF THE PLANNING COMMISSION

FROM: FAROLL HAMER, DIRECTOR, DEPARTMENT OF PLANNING AND ZONING FH

SUBJECT: DSUP # 2011-0015 – SAFEWAY REDEVELOPMENT - TOPICS FOR ADDITIONAL DISCUSSION

The Planning Commission recommended that the above referenced application be deferred to the December docket to have staff and the applicant address some concerns that were raised by the Commission and the public during the November 1st hearing. The items that were identified by the Commission as warranting additional discussion are:

1. Community Outreach, especially in regard to the Fairlington Civic Association,
2. Review of the potential elimination of a curb cut along Braddock Road, and
3. Review of the potential relocation of the loading area to the west, enabling trucks to access the loading dock via Marlee Way, providing truck access from King Street service road and reorienting the loading dock to an east/west orientation at the rear of the building.

This memorandum will discuss each of the items noted above. In addition to the above referenced items and pursuant to the additional discussions that have taken place, the following conditions from the original staff report are recommended to be amended.

2.

c. Construct all concrete sidewalks in the City right-of-way to City standards. The minimum unobstructed width of newly constructed sidewalks shall be as depicted on the preliminary plan with a minimum of a 10' wide sidewalk and 6' wide planter beds along King Street and ~~6'~~ 8' wide sidewalk and 4' wide planting strip along Braddock within the City's ROW. Any additional ROW needed for this improvement shall be dedicated to the City prior to the release of the final site plan and will not affect the property's existing FAR calculations.

36. The grocery store at 3526 King Street shall integrate into the District Transit Management Program when it is organized. All TMP holders in the established district will be part of this District TMP. The objective of this district is to make

optimum use of transportation resources for the benefit of residents and employed through economies of scale. No increase in the TMP contribution will be required as a result of participation in the District TMP. (T&ES)

78. Provide a Delivery Management Plan with the final site plan submission. The Delivery Management Plan shall be approved by the Departments of P&Z and T&ES prior to the release of the final site plan and shall at a minimum include the following:
    a. Large tractor trailer trucks (WB-62 or larger) shall enter and exit the site from west-bound Braddock Road only.
    b. All other delivery vehicles shall be directed to exit the site from west-bound Braddock Road to Marlee Way and King Street.
    c. The plan shall be provided to all delivery vehicles which access the site.
    d. Mitigate noise impacts to the adjacent neighborhood from deliveries, loading and unloading activities in concurrence with the noise code.
    e. The third curb cut located by the service area will be a right out only and limited to the use of service and delivery vehicles and have appropriate signage restricting its use. (P&Z)(T&ES)

1. Community Outreach

There were a number of questions raised at the November 1st Planning Commission meeting about community outreach for this project. There was extensive outreach undertaken and staff has attached a separate memo and documentation of the outreach efforts as an informational item for the Planning Commission (see attachment #3).

Since the November 1st Planning Commission meeting, staff met with Fairlington Civic Association Board on November 12th to discuss the city's development review process, the Safeway project, the community outreach process with development proposals and the proposed improvements at the intersection of Braddock, Quaker and King Streets. The meeting was both informative and beneficial with the board gaining a better understanding of the city's processes.

On November 16th, the applicant met with Fairlington community at a meeting organized by the Fairlington Civic Association. There was representation from the several different Fairlington associations with an attendance of approximately 50 people. The applicant gave a presentation, showing the proposed new store design and site layout. There was a period of questions and answers with the community. The president of the Fairlington Civic Association requested that anyone with additional comments contact her as she will be attending the December Planning Commission meeting to provide an update.

Additional Analysis Requested by the Planning Commission

The Commission heard some concerns raised by the public about the pedestrian amenities along the Braddock Road frontage. Given the volume of traffic along this major road way, it was thought that, while the bio-retention areas provide some visual relief, there should be additional efforts to

improve the pedestrian environment along Braddock through either providing additional sidewalk width or closing off one of the three curb cuts into the site along Braddock. The public also wanted to know if the large delivery truck access could be maintained from the King Street service road frontage via Marlee Way by moving the loading dock to the western edge of the site. The Commission requested that the applicant and staff do some additional analysis about these two matters and report back in December.

2. Braddock Road Curb Cut Analysis

The applicant prepared the requested additional analysis of eliminating one of the curb cuts along the Braddock Road frontage (see attachment #1.) The analysis eliminated the most eastern access point and shifted the remaining curb cut to the west to provide additional cueing and a more centralized entrance. The applicant provided a memo with their findings along with a graphic representation.

The city's department of Transportation and Environmental Services (T&ES) reviewed the analysis and agrees with the applicant's conclusion that the benefits of elimination of the easternmost site access point on Braddock Road are outweighed by the drawbacks, especially the reduction in on-site parking. T&ES supports the applicant's recommendation to maintain three curb cuts on Braddock Road; however, to enhance the pedestrian experience, T&ES recommends widening the sidewalk along Braddock Road to 8', with dedication of right-of-way by the applicant in areas where the 8' sidewalk would encroach onto the applicant's site. Another recommended way of minimizing pedestrian/vehicular conflict is to restrict the most western entrance to right out only and restrict the use to the service and delivery vehicles. Staff is recommending that signage be installed to implement these restrictions.

3. Loading Dock Relocation Analysis

The applicant reviewed relocating the loading dock to the west and potentially providing access for the large delivery trucks via Marlee Way. They also reviewed the potential of providing truck access from the King Street service road and reorienting the loading dock at the rear of the building to an east west configuration. They provided a memo of their analysis and a graphic representation of relocating the loading dock and truck access from the service road (see attachment #2.)

The city's department of Transportation and Environmental Services (T&ES) acknowledges the applicant's statement that neither the SunTrust nor Medical Office properties have an interest in granting an easement to the applicant and that the option to relocate the loading dock to Marlee Way is not feasible. Even if an easement were to be obtained, there are significant geometric limitations associated with Marlee Way that would require substantial modifications and improvements to make Marlee Way a viable truck route. Staff also agrees the applicant's additional analysis that truck access from the service road and reorienting the loading area would eliminate additional parking, reduce the bio-retention area and potentially create an unsafe situation.

Attachments:

Attachment #1

- Applicant analysis of eliminating an access point on Braddock Road

Attachment #2

- Applicant analysis of truck access/relocating the loading dock

Attachment #3 – Community Outreach

- Cover Memo
- Meeting Minutes and Sign in Sheets
- Letter From Northridge
- Community Outreach Chronology
- Community Outreach by Safeway
- Community Outreach by Fairlington Civic Association

ATTACHMENT 1

Memo

GOROVE / SLADE
Transportation Planners and Engineers

cph

4200 Forbes Boulevard
Suite 205
Lanham, Maryland 20706
Phone: 301.918.2662
Fax: 301.918.2663

www.cphengineers.com

Date: November 9, 2011

To: Gwen Wright

Organization: City of Alexandria

From: Daniel Moyer, PE - CPH
Daniel VanPelt, PE, PTOE – Gorove/Slade Associates

Re: Safeway located at Braddock and King
Site Plan with eliminated access point.

The City requested that the Safeway design team re-evaluate the site plan layout if the easternmost access point onto Braddock Road was eliminated. *It should be noted that the current plan has already effectively eliminated one of the three existing curb cuts as presently designed.* The westernmost access point has been modified from a right-in / right-out driveway to an exit only to be used exclusively for existing delivery trucks. The driveway has been designed to intersect Braddock Ave at an angle which will prevent vehicles from entering the site. The interior driveway will be signed to prevent cars from using the driveway to exit the site. We anticipate a maximum of only 20 to 25 delivery trucks using that exiting driveway per day. During the initial design process, the City requested us to perform a similar evaluation which determined that all three curb cuts were needed in order for the site to function efficiently and safely.

During this requested re-evaluation, we looked at a number of site plan options, with the attached site plan concept being the best of those options. We have a number of concerns related to the impacts on the site, which are summarized below:

Parking – The current plan that was presented to the Planning Commission on November 2nd provided for a total of 229 parking spaces to be shared between the Safeway grocery store and the small retail building. The parking ratio for that plan was 3.65 parking spaces per 1,000 sf of net building area. The concept plan that is attached results in 15 parking spaces being eliminated. The reduction of parking reduces the parking ratio to 3.41 spaces per 1,000 sf. The site cannot afford to eliminate any parking spaces.

Pedestrian Access – The current plan reduces the number of access points from two to one. While typically fewer curb cuts is beneficial for pedestrians, we believe the entire pedestrian realm and all site constraints must be considered before making such a determination. On the

surface closing a curb cut would appear to be beneficial for pedestrians needing to pass by the site since the number of conflicts is reduced. However, with two access points, the number of cars entering and leaving the site is split between the two driveways, which increases the amount of time between cars entering and exiting the driveways. Under the current plan, there are two driveways, a western driveway and an eastern driveway. Based on the planned

Distribution of trips during the pm peak hour event, the time gap between cars entering or exiting the driveway are:

- Western driveway – 1 car approximately every 31 seconds
- Eastern driveway – 1 car approximately every 42 seconds.

When the two driveways are combined into the single access point, the trips are no longer split and the time between cars using the driveway is decreased. The resulting time gap is:

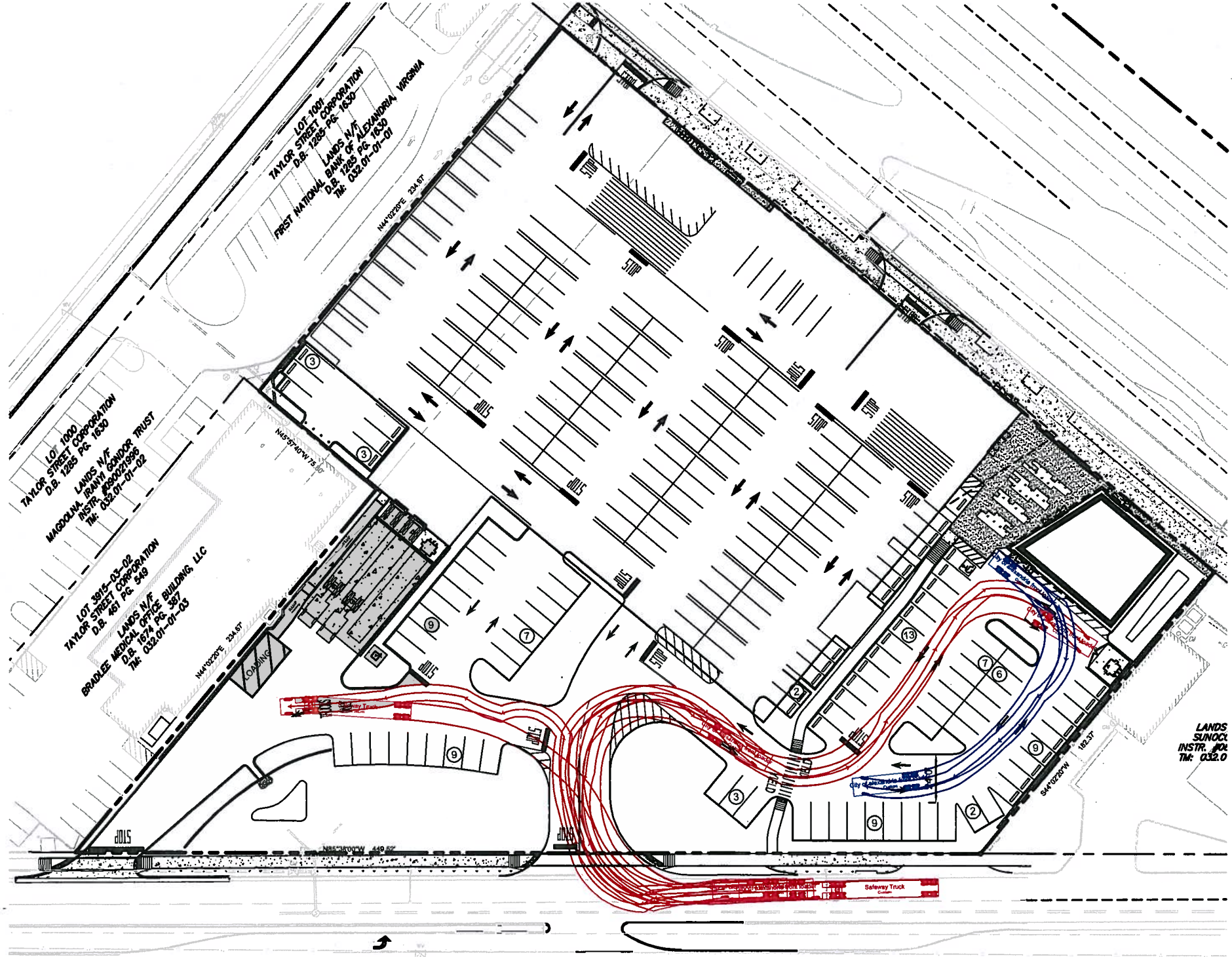
- Single driveway – 1 car approximately every 18 seconds.

Based on the increase in the number of cars at a single driveway, we feel that there is a potential for more vehicular/pedestrian conflicts which will have a negative impact on pedestrian safety at the site along Braddock Road.

We need to also consider that the traffic counts contained in the TIS show that at the most there are 20 pedestrians in an hour passing the site on Braddock Road. This number could increase in time, but given the immediate transportation characteristics around the site would not be expected to significantly increase. We understand the City's planning objective to improve the pedestrian environment and the proposed site plan has made many positive improvements, but the overall transportation impact to all modes (positive or negative) needs to be considered when prioritizing one mode over another.

Interior Vehicular Movements – Due to limitations created by the geometry of the site boundaries and the need to provide adequate parking, the current plan is not without its challenges particularly at the center full access driveway on Braddock Road. Internally within the site the bend in the drive aisle and other internal intersections leading to the truck service area and parking aisles create the potential for congestion. Given the aforementioned site constraints, this configuration will exist in the current plan and the alternate plan presently being considered. However, the easternmost right in/right out curb cut acts as a "relief," particularly during peak times.

The center full access driveway on Braddock must provide the inbound for trucks, the inbound for eastbound Braddock Road traffic and the outbound for patrons needing to go east on Braddock Road. Other movements have options that go away if the easternmost curb cut under consideration is closed. Without it, all traffic on the Braddock Road side of the site must enter and exit through the one driveway. This will increase the potential for congestion and the likelihood that any such congestion could lead to traffic queuing back into Braddock Road which is undesirable. Therefore, the best option is to maintain the easternmost curb cut.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LOADING
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STOP
Safeway Truck
Safeway Truck

ATTACHMENT 2

Memo

4200 Forbes Boulevard
Suite 205
Lanham, Maryland 20706
Phone: 301.918.2662
Fax: 301.918.2663

www.cphengineers.com

Date: November 9, 2011

To: Gwen Wright

Organization: City of Alexandria

From: Daniel Moyer, PE

Re: Safeway located at Braddock and King
Truck Access Summary

CPH Job No.: S21823

The City requested that the Safeway design team provide a memo outlining the team's efforts in evaluating the truck access and loading operations for the above referenced site. The team has spent a considerable amount of time over the past 9 months evaluating a number of configurations for delivery truck ingress and egress for the site. Below is a summary of some of the configurations that were explored during the design process:

Configuration #1 (exhibit A) – We were asked to evaluate if a delivery truck could access the site from Marlee Way. We modeled the truck path using an AASHTO WB-67 delivery truck using Autoturn Software. The truck was modeled travelling eastbound on the King Street service road, and turning onto Marlee Way. The trucks then pull into the Suntrust and Medical Office parking areas, pull forward to Marlee Way, and back up into the truck loading dock and exit using the same path.

This configuration presented a number of challenges:

1) Safeway does not own or have control of the Suntrust and Medical Office properties.
2) The two property owners do not have an interest in granting an access easement.
3) The truck movements would result in a large loss of parking spaces on the Suntrust and Medical office lots.
4) The truck travelling on the service road would have to travel into oncoming traffic to make the turn onto Marlee Way.
5) The existing radius at the Marlee Way and service road is not large enough to accommodate truck traffic
6) Marlee Way is only a 20 foot wide roadway, and potentially not designed for truck traffic.
7) Truck turning movements would impact drive lane queuing depth for the Suntrust drive thru.

8) There is no available area for staging of delivery trucks and for loading/unloading of smaller local delivery.
9) Truck turning movements create a number of unsafe pedestrian and vehicular conflicts.

Configuration #2 (exhibit B) – We were asked to evaluate if a delivery truck could access the site from the service road, to avoid trucks travelling on Braddock Way. We modeled this path using an AASHTO WB-67 delivery truck using Autoturn Software. The truck was modeled travelling eastbound on the King Street service road, and turning into the site. The truck would negotiate through the parking area and into the loading dock. The trucks would then leave the loading dock and exit in the same path back to the service road.

This configuration presented a number of challenges:

1) The new path would require removal of the proposed retail building and/or the bio-retention area.
2) The new access point would eliminate the pedestrian plaza located along King Street.
3) The new access point would create a new crosswalk along the service street, increasing the number of conflict points with vehicles and pedestrians.
4) The new access point would sever the connection between the Safeway grocery store and the retail/pedestrian area.
5) The delivery trucks would have to travel through parking and pedestrian areas, while the current design tries to separate delivery trucks and patron parking areas.
6) The travel path of the truck requires the driver to pass through the main access on Braddock.
7) The truck path for the exiting truck requires the elimination of the majority of the bio-retention areas.
8) The proposed configuration removes approximately 19 parking spaces and increases the amount of impervious area.

Additional Configurations - In addition to the configurations shown on the attached exhibits, we also looked at additional options during the development of the plan:

- We evaluated having the truck dock reoriented to face the east. This alignment resulted in a significant number of parking spaces being eliminated, as well a substantial amount of bio-retention areas. The dock also severed access to the parking located underneath the proposed Safeway and resulted in a parking lot that would not operate efficiently. The design also required the westernmost driveway to be substantially larger in order to accommodate incoming trucks.
- We evaluated having the trucks exit the site via the full median opening on Braddock. This alignment required a large turn around area in front of the truck dock, similar to the path shown on configuration #2 noted above. This design eliminated the majority of the proposed bio-retention area along Braddock Road and a substantial amount of parking spaces. In addition to the lost parking, the change also required a wider driveway in order for the trucks to turn onto eastbound Braddock Road. The delivery trucks would need to utilize the outgoing and incoming lanes in the driveway which presented a vehicular and pedestrian safety issue.

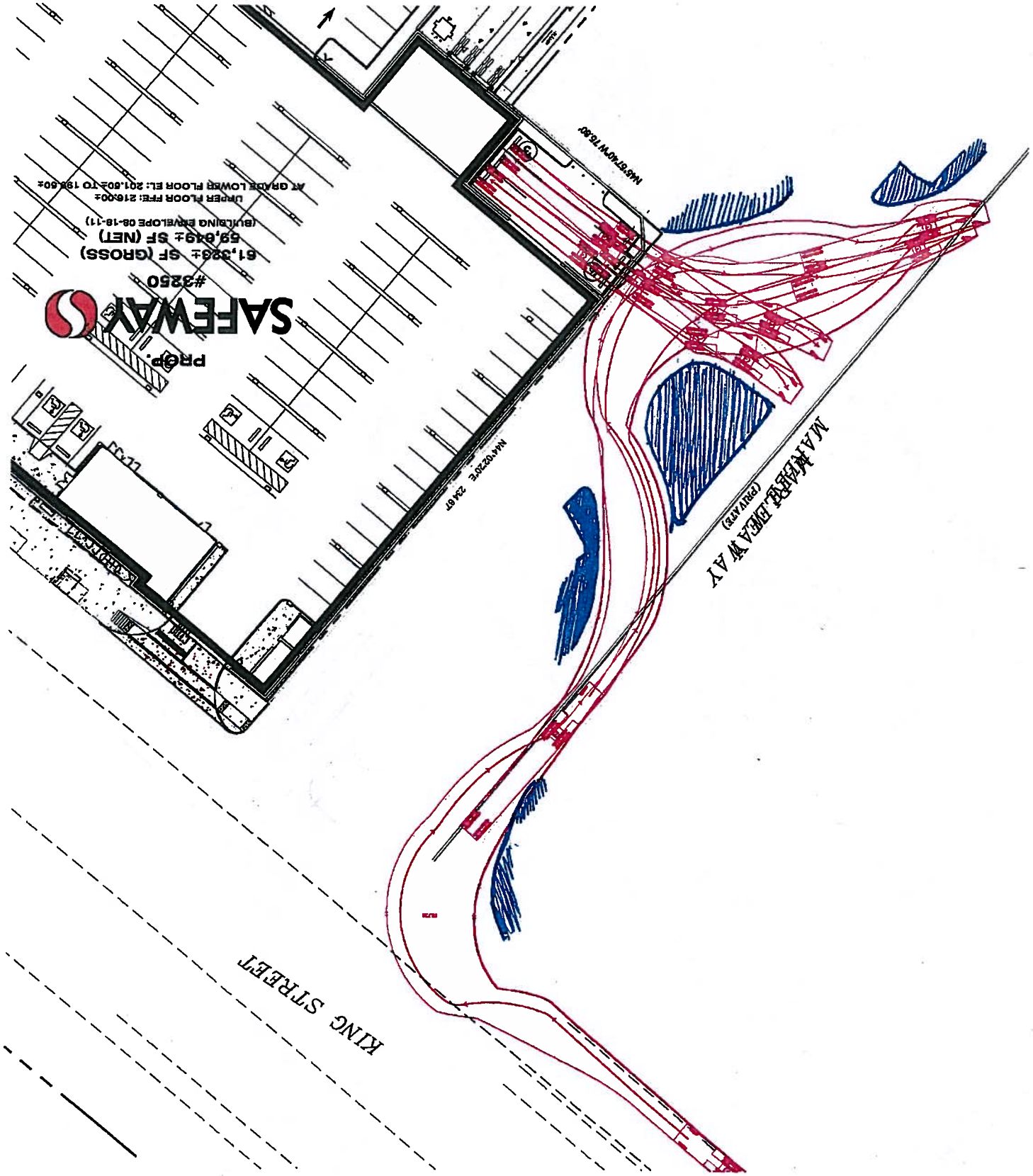

Exhibit A

1" = 50'

9

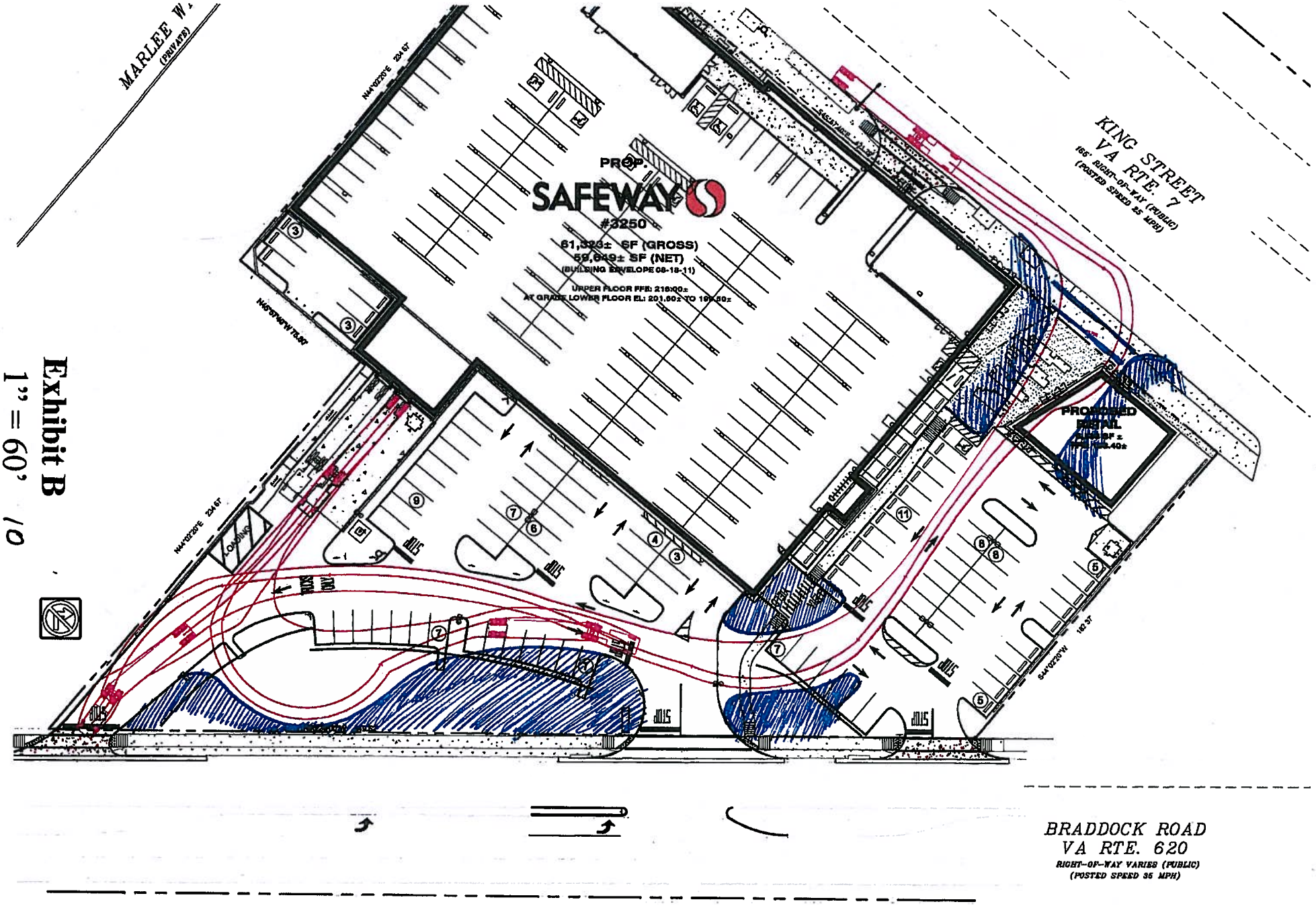

Exhibit B

1" = 60'

10

ATTACHMENT 3

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 18, 2011

TO: CHAIRMAN KOMOROSKE AND MEMBERS OF THE PLANNING COMMISSION

FROM: GWEN WRIGHT, CHIEF OF DEVELOPMENT DIVISION, DEPARTMENT OF PLANNING AND ZONING

SUBJECT: DSUP # 2011-0015 – SAFEWAY REDEVELOPMENT – COMMUNITY OUTREACH

Community Outreach

At the Planning Commission's November 1st hearing, there was discussion about the level of community outreach undertaken during the review of this project. This project is somewhat unique in that the Safeway's clientele consists of residents from many different city neighborhoods – the proposed project does not affect just one or two areas. Given the more "area wide" nature of the store, staff determined early on in the process that the best approach to the community outreach would be to have large community meetings to which many different civic associations would be invited. Inviting the associations and interested citizens to community meetings was viewed as more efficient and inclusive, with the same presentation/discussion being heard by all. Two of these community meetings were held, in addition to a couple of smaller "focus group" meetings even earlier in the process before any application had been filed. Notices were sent for both the July 28th and October 6th community meetings to attendees from all previous meetings and to the following civic groups:

July notices were sent to:
Fairlington Civic Association, Fairlington Towne, Parc East Condominiums, Rosemont, Beverly Hills and attendees of previous smaller focus group meetings with key community members. Additionally staff requested the applicant send notices to Park Fairfax, Brookville-Seminary Valley, Seminary Hill and North Ridge.

September Notices for the October meeting were sent to:
Fairlington Civic Association, Fairlington Villages, Brookville-Seminary Valley, Seminary Hill, Park Fairfax Condominium Owners, North Ridge Citizens Association, and the previous meeting attendees. In addition, there was a city e-news distribution sent to everyone on the city's email list.

Staff has attached the minutes and sign in sheets from the July and October meetings, as well as an

overall chronology of outreach efforts on this project.

Additionally, at the request of the Seminary Hill and North Ridge Citizens Associations, the applicant gave individualized presentations to these groups. Northridge Citizens Association sent a letter of support for the Safeway project to the city. Conversely, Seminary Hill's president, Nancy Jennings, stated at the November 1st Planning Commission hearing that their group did not support the Safeway redevelopment proposal.

Other types of outreach were done as well. The applicant had posters displayed in the Bradlee store for over a month, held an event publicizing the plans for redeveloping the site at the store on Saturday, September 10 from 10 am to 2pm and, during the week of October 26th, employees handed out over 500 flyers announcing the Planning Commission and Council hearings. (See attached.)

Finally, staff has attached the two newsletter articles that were prepared by Fairlington Civic Association and distributed to the entire neighborhood of approximately 3,500 residents announcing the Safeway proposal in June and another that was distributed in October which gave more specific details about the project including potential traffic impacts.

Conclusion

Because the redevelopment of this particular Safeway was clearly going to be of interest to many citizens in Alexandria, staff – as well as the applicant - made a special effort to undertake a wide range of community outreach. It is beneficial for residents to be fully informed about projects in their neighborhoods and staff is committed to maintaining an open and complete dialogue with the community about all development projects.

MEETING MINUTES

AND

SIGN IN SHEETS

Safeway on King Street Community Meeting

Thursday, October 6, 2011
7:00pm to 9:00pm
City Hall, Sister Cities Room 1101

Attendees

Applicant:
Duncan Blair, Land Clark Mendelson and Blair
Avis Black, Safeway Inc.
Craig Muckle, Safeway, Inc.
Ed Mensh, Safeway Inc.
Kristina Dello, Safeway Inc.
Lee Quill, Cunningham Quill Architects
Julie Pelletier, Cunningham Quill Architects
Daniel P. Moyer, CPH Engineers
Jennifer Langoski, CPH Engineers
Jeff Satfield, CPH Engineers
Kevin Campion, Campion Landscape Architecture
Daniel B. VanPelt, Gorove/Slade

City Staff:
Gwen Wright, Planning and Zoning
Pat Escher, Planning and Zoning
Colleen Willger, Planning and Zoning
Garry Meus, Planning and Zoning
Abi Lerner, Transportation and Environmental Services
Ravi Raut, Transportation and Environmental Services
Bob Garbacz, Transportation and Environmental Services

Citizens: There were 23 citizens who signed the attendance sheet.

Agenda

- Welcome, Introductions, and Brief Overview by City Staff
- Update on King Street/Braddock Road Project
- Updated Presentation of Proposal given by Applicant
- Question and Answer Session
- Recap and Next Steps by City Staff
- Conclusion

Notes

Welcome, Introductions, and Brief Overview by City Staff

Ms. Pat Escher, Principal Planner with the Department of Planning and Zoning, opened the meeting by welcoming the participants and applicants. Ms. Escher introduced the applicant team and provided a brief overview of the status of the proposal.

Update on King Street/Braddock Road Project

Mr. Abi Lerner, Deputy Director of Transportation and Environmental Services, presented an update on the King Street/Braddock Road study and recommendations. Mr. Lerner explained that the study was conducted a couple years ago and was finalized in 2010. The findings and recommendations are currently being examined by City staff. The study is available online at the City's website (http://alexandriava.gov/uploadedFiles/tes/info/BKQReportApril2010.pdf).

Recommended improvements in the study included the King Street, Braddock Road, and Quaker Lane intersection. City staff reached out to property owners and the community to discuss the recommendations. Based on that outreach, staff decided to revisit several of the recommendations:

- The transit station
- Full closure of the service road (exploring other options such as partial closure and/or limitations on egress)
- Turn lanes on King Street and Braddock Road
    - Congestion at intersection created by traffic volume and close spacing between the streets, which limits queuing.
    - Pedestrian safety issues

Transportation and Environmental Services will have one or two additional, open, public meetings for further input and discussion.

After Mr. Lerner's brief update, he opened a short discussion, which included the following questions and answers:

Q) Why weren't business owners at the previously held community meetings?
A) The business owners and all other stakeholders were invited to the community meetings and will continue to be part of the outreach program.

Q) Who are the other stakeholders?
A) Sunoco Gas Station, Safeway, SunTrust Bank, and the Bradlee Shopping Center

Q) Why weren't the citizens invited to the stakeholder/property owners meetings?
A) All stakeholders, business owners and citizens, will be part of the outreach, which is still ongoing.

Q) Is the plan for the intersection improvements approved?
A) There is not an approved plan for the intersection. A study was conducted and recommendations were provided as part of that study.

Q) Fairlington Glen took action on the implementation of the study recommendations by trimming trees. The neighborhood also lost several trees due to recent storms. Will the neighborhood also be included in future outreach and implementation strategies?
A) Yes, the neighborhood will be included in the community outreach.

Q) Can the study be posted online?
A) The study is already posted online and the recommendations can be posted as well.

Q) Community residents have previously requested information. Why haven't they received responses?
A) In an effort to be comprehensive and accurate, answers are still being researched.

Q) Is there a timeline or target date for conclusion of the recommendations?
A) Yes, the reinvestigation of the recommendations is anticipated to be completed in three to five months.

Updated Presentation of Proposal given by Applicant

Mr. Duncan Blair opened the Safeway presentation by introducing the project team. Mr. Blair provided a brief overview of the history of the Safeway store at the King Street location.

Mr. Lee Quill presented the proposal and explained the site planning and building design concepts through the following:

- Building Design and Precedence
- Urban Design Concept
- Pedestrian Traffic and Access
- Landscape Design and proposed Plaza Space
- Community gathering space concept, and
- Safeway store architectural details.

Mr. Quill explained Safeway's desire for environmental sustainability and how that desire impacted many components of the proposal. The Safeway store is designed for the site and not a corporate prototype. Mr. Quill provided information and pictures of existing Safeway "Life Style Centers" in the region.

Once Mr. Quill finished his presentation, the meeting was opened for a question and answer session regarding the Safeway proposal.

Question and Answer Session

Q) What is the number of trips that will be generated with the new store?
A) 54 new trips in the AM and 161 new trips at the peak PM hours with 166 new trips on Saturday at the peak hours.

Q) Are there more stores proposed for this campus?
A) A small retail building is proposed and included in the trip forecasts.

Q) What's the loss of parking spaces?
A) There is a net gain of approximately 30 parking spaces.

Q) Is a parking reduction being requested?
A) Yes. A parking reduction is being requested, however staff supports the request. Safeway is comfortable with the number of parking spaces being proposed as well. The impervious area on the site will be reduced as a result and the overall City goal is to encourage transit. Safeway is anticipating many store patrons to bus to the store and take a cab home or bike to the store and ride the bus home.

Q) What will the small building contain?
A) The small building is envisioned to have retail or a restaurant. We know that the building cannot be a Laundromat, pawn shop, day care center, etc. These stipulations will be part of staff recommendations that will go before Planning Commission and City Council.

Q) How many parking spaces does the small building have?
A) The parking is shared with the Safeway store and will be a compatible use.

Q) IS there a demand for another drycleaner and why is Safeway trying to take business from existing local businesses?
A) Safeway is trying to provide a convenient service. Because of their expanded hours patrons can combine trips. The drycleaners at Safeway is drop-off only. For more attentive service, people will continue to use local drycleaners.

Q) The building seems to stick out because of existing buildings in the area being brick. Is that because of the sustainable materials being used?
A) Brick is being used on the building in addition to others. The project team thought this redevelopment was an opportunity to be different and not try to look like an historic building due to the context of the neighborhood. A desire for natural light into the building creates a need for glass. By raising the roof slightly, a prow is made which expands the glass surface on the south of the building.

Q) How wide are the public sidewalks?
A) The pedestrian spaces, including streetscape, are approximately 18 feet wide on King Street and 10 to 11 feet along Braddock Road. The sidewalks themselves have an unobstructed pathway of approximately 10 feet on King Street and 6 feet on Braddock Road.

Q) Where are delivery trucks going?
A) They travel west on Braddock and turn at Bradlee.

Q) How many semi-trucks are there proposed per day or week?
A) About two to three per day, and about 20 per week, which is similar to how the store deliveries operate today.

Q) Can trucks back into the loading area and cause cars to queue?
A) There are two loading bays and a trash area near the rear of the building. The trash pick-up can be scheduled to avoid any potential conflicts. The trucks will have very little interaction with cars because of the location of the docks and the turning movements of the trucks.

Q) Will the dock block the doctor's office next door?
A) The dock will block the doctor's office but will not block any egress to that building. The connection was an agreement for a walkway; however the agreement has been terminated. Visitors to the office will be able to use the building's main entrance on the other side of the building.

Q) What's the timeline for Safeway's participation in the traffic improvements at this location?
A) As part of the proposal, staff and the applicant are working on finalizing agreements within the next week or so in order to have recommendations to Planning Commission and City Council in November.

Q) People use the service drive as a cut-through to avoid the intersection.
A) The design of the project will help in defining both the pedestrian and vehicular traffic on-site and avoid unnecessary traffic to the Safeway site.

Q) Will there be another left turn lane on King Street?
A) There will be no left turn on King Street.

Q) Is there any consideration for integrating public art at this stage?
A) There are a couple opportunities for public art throughout the site and perhaps on the building.

Comment:

A citizen stated that they were surprised at the project scale and would like to add trees to their property to screen. The citizen supports the relocation of the loading dock. The citizen also likes the architecture. The citizen also thinks the process has been compressed for the project.

Q) It sounds like the proposal could be precedent setting. How will the City handle other proffered rezonings?

A) City Council adopted rezoning criteria that delineate whether a proposed rezoning can proceed with or without a master plan study. If the neighborhood or type of area is impacted or significantly changed, then a master plan study would need to be conducted. For instance, if Bradlee Shopping Center submitted an application with a proffered rezoning, the City would consider that application as a reason to conduct a master plan study of the entire Fairlington/Bradlee small area of the city.

Recap and Next Steps by City Staff

The meeting concluded with staff and the applicant explaining that additional public input is welcome with the continuing review of the proposal. Attendees were also reminded of the upcoming Planning Commission and City Council hearings in November, where they are welcome to testify and offer their opinions on the proposal.

The meeting concluded at 9:30pm.

DEPARTMENT OF PLANNING AND ZONING

Meeting: Safeway on King Street
Location: Sister Cities
Date: 10/06/11
Time: 7pm to 9pm

Sign In Sheet

NAME	PROPERTY/COMPANY	PHONE NUMBER	EMAIL
Nancy Jennings	Seminary Hill Assn Inc	703/820-6930	nrjennings@comcast.net
Joanne Lepanto	Seminary Hill Assn, Inc	703-823-1241	
Carolyn Griglione	1416 N. Ivanhoe St #2304	703-370-0653	carolyn.griglione@gmail.com
J Glenn Eugster	4022 Ellicott St	703-845-8947	glenn_eugster@comcast.net
Katherine Glennon	Alexandria Public Art Committee		Katherineglennon@gmail.com
Mary Bley	Fairlington Glen	703 671 7192	mary.bley@gmail.com
Kay Quirk	PKFX		
G R Harrison	" "	703 370 3590	R.charrison@comcast.net
Steve Johnson	327 N. Latham St	703 370 3590	virginiano@comcast.net
Virginia Chon	King Jay Cleaners	703-801-8807	virginia.chon@gmail.com
Charles Wayne		703 836-1980	charles.wayne@dlapiper.com
Alison Trimble	Fairlington Glen	703 931 7096	alisont@comcast.net
Jeff Waerker	Lindsay Lexus	703-647-1295	jwarner@lindsaylexus.com
Robert Howard	2207 Fort Ward Pl	703 998 5524	Robethoward@comcast.net
Suzanne Salva			
Allen Lomax	5021 Seminary Rd #930	703-578-3054	Aclomax@aol.com

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3

DEPARTMENT OF PLANNING AND ZONING

Meeting: Safeway on King Street
Location: Sister Cities
Date: 10/06/11
Time: 7pm to 9pm

Sign In Sheet

NAME	PROPERTY/COMPANY	PHONE NUMBER	EMAIL
MIKE MONTGOMERY	502 Woodland Terrace	703 549-4071	
Cheryl Leibovitz	Alex Commission to the Arts - Public Art	703-931-3813	maxandmordi@yahoo.com
ED MENSH	SAFEWAY		ED.MENSH@YAHOO.COM
Jason Yianilos	Fairlington Glen	703-888-1826	jasonyianilos@yahoo.com
Anne Cockrell	3638 Duke St.	703-370-9095	wdccae@verizon.net
[illegible]	4008 Fort Worth Dr	703 461 3310	dacava1@yahoo.com
Jennifer T.	250 Fenwick St 2239	703 628 3524	feter4u@aol.com
Kristina Deen	Safeway	703 3575663	theadeemark@aol.com

July 28, 2011

Bradlee Safeway

King Street and Braddock Road.

Safeway Inc, is requesting a Development Special Use Permit with Site Plan to redevelop the existing Safeway grocery store located at 3626 King Street at the of intersection of Braddock Road and King Street in the Fairlington/Bradlee Small Plan Area of the City. The existing 41,693± square foot grocery store and 199 surface parking spaces will be demolished and the property will be redeveloped with a new modern 61,323 square foot "Lifestyle" Safeway grocery store and a 3,136± sf stand-alone retail building and associated required parking and public and private infrastructure.

Safeway's new lifestyle format is intended to bring customers all the conveniences and choices they have come to expect in a quality, modern grocery store setting. The new format includes an earth-toned décor, subdued lighting, custom flooring and unique display features to impart a warm ambiance that enhances the shopping experience. This format showcases perishable departments, such as floral, produce, deli/food service, bakery, meat and seafood and emphasizes high-quality perishable products and prepared food.

The new store will be able to provide a wide variety of grocery items, along with the enhanced service departments and special features. The new Safeway will include such amenities as: Starbucks Coffee Bar; expanded produce and floral departments; hearth oven for baking bread along with a wide variety of specialty desserts; service meat and expanded service seafood; gourmet cheese department; expanded deli with prepared foods, extensive beer and wine department with a wine steward and in-store café seating. Safeway's extensive natural and organic products, including organic produce will be featured. The new store will also include a pharmacy and extensive health and beauty aids department and a Bergmann's drycleaner.

The new, two story, "podium-design" building designed by Lee Quill, FAIA, CNU, Cunningham I Quill Architects, PLLC, consists of a first level used for at grade

surface parking that is architecturally integrated into the design of the building. The new grocery store will be constructed on the second floor of the building. There will be a total of 228 parking spaces. 125 spaces will be covered by the store and the rest will be on the surface of the property but screened from view. The amount of parking being provided, while less than required under the Alexandria Ordinance, is consistent with the parking provided by comparable stores in the area.

The building will be located on the King Street property line with two entrances from the service drive into the covered parking. The retail shop building will also be placed on the King Street property line with parking at the rear of the building. A plaza with landscaping is provided between the two buildings and will enhance the King Street pedestrian experience. There will be two customer entrance vestibules on King Street where both customers who walk and drive will enter the store. There will also be two entrances to the site from Braddock Road for customers and an exit from the loading area for trucks only.

The covered parking area will be constructed to be bright and comfortable. The lighting in the garage will be bright – 3 to 5 foot candles. The ceiling height will be 10 feet to the lowest obstruction (like sprinklers) and the walls, columns and ceiling will be painted white. In addition, because of the podium design, there will be natural light in the parking areas.

Customers will have several choices in moving from the parking and street to the store. At the western entrance vestibule there will be a two elevators and a stairway. At the eastern entrance there will be an elevator, an "up" escalator, a "down" escalator and "down" cartveyor.

Frequently asked questions:

1. How does the scale, massing and height the proposed two story building relate to: (i) the adjacent buildings, and (ii) the OC Office Commercial zoning regulations?

Response: The scale, massing and height of the proposed building are fully compliant with the regulations of the requested rezoning of the

property to the OC Office Commercial zoning regulations. With an allowed zoning height of fifty (50') feet, the new Safeway building is forty-one (41') feet above average finished grade (AFG) with an architectural focal point on the northeast corner of the building along the frontage of King Street that rises to a maximum height of forty-six feet ten inches (46'-10") above AFG.

With a varied environment of adjacent buildings ranging in height from five stories - *Doctor's office building on Braddock* - approximately sixty-five (65) feet to the Fairlington Townhouses - two and one half stories at approximately thirty-five (35) feet to the Commercial Strip Shopping Center retail buildings such as the Bradlee Center and other single retail buildings at one and one half stories – at approximately eighteen (18') to twenty (20') feet tall, the new two story Lifestyle Safeway will fit comfortably in its context.

2. Describe the architectural concept for the proposed building?

Response: The architectural design of the new store builds upon the organic and environmental approach of the Lifestyle Safeway concept. While predominantly using brick and slate-- traditional materials found in Alexandria-- the design embraces its role as a building of its time by employing environmentally sustainable materials, including cement fiber board panels, on portions of the facade and the focal point, an architectural embellishment at the northeast corner along King Street. Orienting the panels horizontally with an alternating stacking layout, this new "green" material recalls the feel of traditional brick in a running bond pattern. Located on a triangular site with three major façade orientations (King Street, Quaker Lane, Braddock Road), the focal point glazing provides a visual connection to the outside bringing natural light into the store above an exterior terrace designed for store patrons to dine or have a cup of coffee. Creating a new pedestrian realm, the project is designed to provide new wide sidewalks for strolling and will include a landscaped pedestrian plaza for outdoor seating and chance encounters with neighbors and friends.

3. How does the size of the proposed building relate to the size of other new Safeway stores in the area? Is the size of the store consistent

with stores being build by other grocer's in the City of Alexandria and its environs?

Response: The size of the store is consistent with Safeway's standard size for new stores which is 58,000 s.f.

4. (a) Has a Traffic Impact Study been prepared?

Response: Yes, a study dated August 26, 2011 was prepared and submitted to the City.

4. (b) What are the anticipated increases, if any , in traffic generated by the new grocery store compared to the existing traffic generated by the existing grocery store?

Response:

- **Traffic counts and studies for the area of the project**

The existing Safeway store generates approximately 150 trips during the morning peak hour, 438 trips during the afternoon peak hour and 452 trips during the Saturday peak hour. The additional square footage for the store expansion is primarily intended to bring the store up to market standards rather than to increase trips to the store; however, using industry standard (ITE) trip generation rates based on square footage, the traffic study assumes approximately 55 new trips during the morning peak hour, 161 new trips during the afternoon peak hour and 166 new trips during the Saturday peak hour. It should be noted that the new trips associated with the expansion only account for approximately 1% of the total intersection volumes at the major study intersections during the morning peak hour, and less than 3% of the total intersection volumes during the afternoon and Saturday peak hours.

- **Safeway traffic through King-Quaker-Braddock intersections—Gorove/Slade study**

Traffic counts at the major signalized intersections within the study area were provided by the City. The unsignalized site driveways were counted by Gorove/Slade in November 2010, and the traffic volumes can be found in the traffic study. Other studies in the area that were considered in the traffic analysis include the "Route 7 Spot Improvement Study – Braddock Road, King Street, Quaker Lane" (prepared by VHB,

dated April 2010) and the "Draft King Street, Quaker Lane and Braddock Road Traffic Study" (prepared by the City of Alexandria, dated August 17, 2011).

- **The road alignment for King Street and signalization from T&ES**

The draft report prepared by the City identified modifications for the King Street service drive including signalization of the service drive intersection with Bradlee Shopping Center/Taylor Street and partial closure of the service drive at Quaker Lane. However, the proposed expansion of the Safeway store generates very little new traffic to these intersections, and the additional trips do not exacerbate the conditions that already exist at these locations. Therefore, these improvements were not included in the analysis for this study.

5. (a) How will trucks come to and go from the store?

Response: Trucks and other delivery vehicles will come and go from the site via Braddock Road. Trucks will enter at the center curb cut and use the cross aisle at the south side of the parking lot to maneuver into the loading dock. The trucks will leave the loading dock via a dedicated exit onto Braddock Road.

5. (b) How many truck deliveries will there be?

Response: Safeway tractor trailer trucks will make 2 to 3 deliveries per day. Outside vendors such as Coke or Pepsi also have tractor trailer trucks and will make several deliveries per week. The total tractor trailer truck deliveries will not exceed 20 per week. Other small vans and box trucks could be as many as 20 per day.

6. Will the requested rezoning create a precedent that would encourage other adjacent owners to request a similar rezoning?

Response: The requested rezoning is very limited in scope and application due to the fact Safeway is has agreed, by written proffer, to limit the redevelopment of the property to the building and improvements shown on the development site plan and to be approved by the Planning Commission and City Council as part of the Special Use Permit process. The zoning is not changed unless the development site plan is approved. After approval of the development site plan, the zoning of the property is the

approved plan. Other owners in the area could request a rezoning of their properties, but the precedent would require that a proffered development site plan that is approved as a special use permit.

7. (a) How will construction traffic come and go from the site?

Response: Construction traffic will use Braddock Road except for the occasional use of the service drive to Marlee Way or Quaker Lane.

7. (b) What is the anticipated impact on traffic during the period of construction?

Response: There will be minimal impact other than a reduction of customer trips during the construction period.

8. What accommodations will be made in the store for senior citizens?

Response: Many active seniors find shopping an enjoyable experience and an opportunity for some exercise. The placement of the store on the lot will create a better pedestrian environment that may encourage more seniors who live nearby to take exercise by walking to the store. The seating area will be available for socializing. The new store will also offer them increased variety of products and services. For those seniors who need more assistance, the store and site will be built to comply with the American with Disabilities Act (ADA). The store will be able to offer motorized shopping carts and our employees are happy to assist in reaching products for our customers. The store will continue to have a full-service pharmacy and a pharmacist who can answer questions about medications. Safeway offers flu shots and looks to expand the range of these types of services.

Safeway Community Meeting

Community Meeting - City Hall, 301 King Street, Room 2000, Alexandria, VA 22314, Thursday, July 28, 2011, 7h30pm

Marguerite Long	Rosemont	marguerite@turcopolier.com	703.888.2674
Sandy Wiener	Taylor Run	sandy.wiener@gmail.com	703.683.0925
Libby Eife-Johnson	NorthRidge	bjohnson123@comcast.net	703.548.9604
Anne Cockrell		wdccac@verizon.net	
Joanne Lepanto	Seminary Hills	jlepanto@seminaryhiiassn.org	703.823.1241
Sharon Annear		gypsysla@verizon.net	703.751.9130
Dave Brown		brown@knopf-brown.com	301.545.6100
Helga K. Abramson	NorthRidge	helga1@earthlink.net	703.684.7676
Janet E. King	NorthRidge	jeroi3@aol.com	703.548.9849
Sarah and Joe Ryan		sarah.ryan.mail@gmail.com	703.943.9911
Avis Black	Safeway	avis.black@safeway.com	301.918.6662
Scott Jacobs	Safeway	scott.jacobs@safeway.com	301.918.6536
Craig Muckle	Safeway	craig.muckle@safeway.com	301.918.6803
Duncan Blair	Land Clark Carrol Mendelson & Blair	dblair@landclark.com	703.836.1000 x444
Lee Quill	Cunningham & Quill	lquill@cunninghamquill.com	202.337.0090
Julie Pelletier	Cunningham & Quill	jpelletier@cunninghamquill.com	202.337.0090
Jeff Satfield	CPH Engineers	jsatfield@cphengineers.com	
Daniel P. Moyer	CPH Engineers	dmoyer@cphenginees.com	941.365.4771
Jennifer Langoski	CPH Engineers	jlangoski@cphengineers.com	301.918.2662
Gwen Wright	Department of Planning & Zoning	gwen.wright@alexandriava.gov	703.746.3811
Garry Meus	Department of Planning & Zoning	garry.meus@alexandriava.gov	703.746.3814

ATTACHMENT #3 – COMMUNITY OUTREACH MATERIALS

The following is a compilation the chronology of events:

November 16, 2011
- The applicant and staff attended a Fairlington neighborhood meeting to discuss the Safeway proposal.

November 12, 2011
- Staff presented to the Fairlington Civic Association Board, discussed the development review process, the Safeway proposal and the improvements to the Braddock, Quaker and King Intersection.

November 9, 2011
- Updating Safeway web page and send out e-news update

November 1, 2011
- Planning Commission Hearing

October 6, 2011
- Public Meeting at City Hall

October 3, 2011
- Correspondence with Helga Abramson; resident and July 28 meeting attendee

October 2, 2011
- Correspondence from Fairlington Citizens Association
- Fairlington Citizens Association flier to residents

September 29, 2011
- Correspondence from Margaret Windus; Board Member of Fairlington Glen to Fairlington Glenn Group

September 28, 2011
- Correspondence and Individual Meeting with Margaret Windus
- Correspondence and Meeting Notice to residents and July 28 meeting attendees
- Correspondence with Janet King

September 26, 2011
- Correspondence and Meeting Notice to Civic Associations (Brookville-Seminary Valley, Fairlington Civic Association, Fairlington Villages, Seminary Hills, Park Fairfax

Condominium Unit Owners, North Ridge Citizens Association) and previous meeting attendees

September 23, 2011

- Correspondence and Meeting Notice to previous meeting attendees
- Confirmation email of E-News Distribution to the following list serves: All Community Meetings, Planning Commission, and All General Information
- Correspondence and Meeting Notice to Civic Associations (Brookville-Seminary Valley, Fairlington Civic Association, Fairlington Villages, Seminary Hills, Park Fairfax Condominium Unit Owners, North Ridge Citizens Association) and previous meeting attendees

September 17, 2011

- Correspondence with Joanne Lepanto

September 15, 2011

- Correspondence with Safeway regarding Safeway store event and additions to list serve

September 12, 2011

- Correspondence to Safeway regarding acceptance of development application and requirement to post property frontages for noticing purposes

September 10, 2011

- Safeway Store Event

August 29, 2011

- Correspondence with Staff and Applicant regarding outreach and additional meetings

August 9, 2011

- Correspondence with Staff and Applicant regarding July 28 community meeting

August 2, 2011

- Correspondence between Staff regarding July 28 community meeting

July 29, 2011

- Correspondence and Meeting Sign-In Sheets for July 28 community meeting

July 28, 2011

- Public Meeting at City Hall

July

- Fairlington Bulletin that was distributed in July
- Flier from Safeway utilized for Meeting Notice

July 21, 2011

- Correspondence and Meeting Notice from Safeway to Civic Associations (including notice to Beverly Hills Association, Fairlington Towne, Fairlington Citizens Association, Parc East and Citizens Rosemont) and previous meeting attendees.

July 19, 2011

- Correspondence from Staff to Applicant requesting additional Associations be noticed for July 28 community meeting
- Correspondence from Staff to Applicant providing email addresses for additional community members who previously attended the March and June meetings

July 18, 2011

- Correspondence from Staff to Applicant explaining July 28 community meeting structure and responsibilities

June 10, 2011

- Correspondence from Alexandria Archaeology to Applicant.

June 8, 2011

- Community Meeting with residents to discuss various regulatory processes that may be used for the proposal

June 6, 2011

- Correspondence between staff and community member.

June 4, 2011

- Correspondence from Community Members to other residents, Staff, and the Applicant, regarding the second community meeting

May 27, 2011

- Correspondence and Meeting Notice from Staff to Community Members and Applicant

May 26, 2011

- Correspondence and Meeting Notice from Staff to Community Members and Applicant

May 23, 2011

- Correspondence and Meeting Notice from Staff to Community Members and Applicant

May 10, 2011

- Correspondence and Meeting Notice from Staff to Community Members and Applicant

May 4, 2011

- Correspondence about the Seminary Hill Association meeting

March 25, 2011

- Correspondence with Applicant and Community Members.

March 21, 2011

- Community Meeting with residents to discuss various regulatory processes that may be used for the proposal
- Correspondence between Staff, the Applicant, and Community Member regarding meeting participation

March 20, 2011

- Correspondence with Staff and Community Members

March 15, 2011

- Correspondence between Staff and Community Member regarding meeting participation

March 14, 2011

- Correspondence between Staff and Community Members regarding meeting participation

March 12, 2011

- Correspondence about March 21 meeting.

February 28, 2011

- Correspondence with Applicant and Community Members

The North Ridge Citizens' Association

A Non-Profit Organization

PO BOX 3242 ALEXANDRIA, VA 22302-0242

October 13, 2011

John Komoroske, Chairman
Alexandria Planning Commission
301 King Street, Room 2100
Alexandria, Virginia 22314

Re: Dkt. No. 7, 3526 King Street Safeway (Nov. 1, 2011)

Dear Chairman Komoroske and Members of the Commission:

The North Ridge Citizens' Association welcomes this opportunity to express its views on the above-referenced matter to be considered by the Commission on November 1st. The Executive Board of NRCA, at is regularly scheduled September 2011 meeting, received a presentation on the proposal from Safeway, and voted at its October meeting to recommend approval of Safeway's plan to redevelop its King Street store. The basis for NRCA's support is briefly outlined below.

First, we embrace the idea of a larger, modernized store that also incorporates an increase in parking spaces. We see this substantial investment by Safeway in our community as a very significant vote of market confidence in North Ridge and the other communities that Safeway serves from this location.

Second, while the redevelopment plan means the new store will be a substantial increase over the mass and bulk of the old one, this can be accomplished without adverse impact on any nearby residential area or residential street. In this respect, we endorse the concern expressed by residents of the Fairlington community (across King Street) that Safeway ensure that the new, two-story store is well-screened from them by the planting of new trees. We are confident that staff will ensure that this concern is properly addressed in its recommended conditions.

Third, we remain skeptical of the notion that parking areas within the footprint of a building not count toward the FAR maximum, and thus voice our support for the existing approach of the Zoning Ordinance in this respect, which properly considers Safeway's proposed new store as having an FAR of 1.0. Hence, changing the zoning of the land, not the text of the Ordinance, is the correct approach to the twin goals of more store and more parking. Further, limiting the zoning change by proffer to this particular redevelopment ensures that the change will not be misused to achieve a result not desired by the community. In other words, the proffered zoning approach is probably the only way in which NRCA would offer its full endorsement to this project.

Fourth, we support the shift of the loading dock from the King Street side to the Braddock Road side of the store. The new loading/unloading plan for tractor-trailers appears feasible, both in relation to existing streets and surface parking. The change allows Safeway to enliven the King Street side of the store in a way that will enhance the experience of retail shopping in the Bradlee area generally. We are well aware that there has been much community concern about possible additional impact on residential streets from tractor-trailer traffic, but we are confident that the staff is aware of this concern and we expect it to be fully addressed either in staff conditions or as a result of the Commission hearing. It does not appear, in any event, to be a problem that should preclude favorable action on the Safeway proposal.

Finally, we are aware that plans are in the works for a more comprehensive discussion of the long-standing problems of the congested King-Braddock-Quaker intersection in the near term. North Ridge will welcome the opportunity to participate in those discussions, and we expect Safeway to be there as well. In the meantime, however, we do not view the possibility of future changes at this multi-road intersection to be a bar to action on the Safeway proposal at this time. Whether it is appropriate for the approval conditions to in any way anticipate this future is a matter we leave to the sound judgment of the Commission.

I will attend the hearing on this matter to respond to any questions the Commission may have about NRCA's position. Thank you for this opportunity to state our views.

Sincerely,

David W. Brown

David W. Brown
Zoning Committee Chair

SAFEWAY COMMUNITY OUTREACH

New Bradlee "Lifestyle" Safeway

Safeway is requesting a Development Special Use Permit with Site Plan from the City of Alexandria to redevelop the existing Bradlee Safeway into a new and larger "Lifestyle" Safeway.

The new store will be spacious and convenient with a warm ambiance that will enhance your shopping experience.

NEW STORE FEATURES:

- *Expanded produce department including organic and locally-grown produce*
- *Service Meat department*
- *Expanded Service Seafood department*
- *Expanded Beer and Wine department with wine steward*
- *Expanded Floral department with service kiosk*
- *Expanded Bakery with hearth oven for baking bread*
- *Expanded Deli and Prepared Foods*
- *Starbucks*
- *Pharmacy and expanded health and beauty aids department*
- *Expanded variety and selection of grocery items, including organic and natural products*
- *Indoor seating area and outside balcony*
- *Self check-out registers in addition to service check-out registers*

You can help:

- Sign up to receive email notices of future public meetings on the project
- Attend public meetings and express your support

For more information visit:
http://alexandriava.gov/planning/info/default.aspx?id=49466
Or contact: Craig Muckle, Manager Public Affairs, craig.muckle@safeway.com

OPTION 1:

3'-0"

2'-0"

New Bradlee "Lifestyle" Safeway

For Information:

http://alexandriava.gov/planning/info/default.aspx?id=49466

Express Your Support

craig.muckle@safeway.com

NOTE THAT COMPUTER GENERATED COLORS SHOWN ON THIS DRAWING ARE ONLY A REPRESENTATION. ACTUAL COLORS MAY VARY. IF EXACT MATCH IS NEEDED- PLEASE INFORM THE SALESPERSON.

Proposed New Signage For: **SAFEWAY, INC**

Location: : 3526 King Street, Alexandria, VA

COLORS USED: FULL COLOR / BLACK

CUSTOM COLOR MATCHING SAMPLES ON MOST COLORS AVAILABLE @ $45.00 EACH

SALES REP:	TRICIA RUST
DATE:	9-23-11
SCALE:	3" = 1'
FILE NAME:	SAFEWAY_Poster Collage R2
SKETCH#	40542
ARTIST:	AK

Customer must approve sketch prior to fabrication of sign. Customer is responsible for proofreading and checking copy for any and all spelling and grammatical errors. KSI will not be responsible for these errors. Note that computer generated colors shown on this drawing are only a representation. Actual colors may vary. If exact match is needed- please inform the salesperson. Please initial in box provided.

CUSTOMER'S APPROVAL

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Proud Members Of:

35

New Bradlee "Lifestyle" Safeway

Support a new Lifestyle Safeway

Planning Commission Hearing:

Tuesday, November 1, 2011
7:30 PM

City Council Hearing:

Saturday, November 12, 2011
9:30 AM

City Council Chambers, City Hall
301 King Street
Alexandria, VA 22313

Express your support to the Mayor and City Council:
http://www3.alexandriava.gov/contactus/mailto.php?id=610

For more information:
http://alexandriava.gov/planning/info/default.aspx?id=49466

FAIRLINGTON CIVIC ASSOCIATION
COMMUNITY OUTREACH

Grocery shopping to become an experience

Photograph by Gretchen Fallon.

We may soon see a major revamping of the nearby Safeway store on King Street, beside Bradlee shopping center (although no dates are yet known). The City of Alexandria has held two public meetings to assess community interest and discuss what regulatory or zoning changes would be required, and last month the Seminary Hills Civic Association hosted a Safeway spokesperson to describe renovation plans for the store. The new and improved Safeway is part of the company's nationwide rebranding campaign that has invested more than $100 million to redevelop existing stores into the "Lifestyle" format. Renovating older, smaller locations often involves building a new two-story store.

The rehabbed Safeway would include a heavy re-design of store layout, as well as "an earth-toned décor, subdued lighting, custom flooring, and unique display features to impart a warm ambiance that enhances the shopping experience," according to company marketing materials. Lifestyle-format stores often include expanded service departments, such as floral, produce, meat and seafood, an in-store center and café for prepared foods, and an in-store bakery with a café. The re-design focuses on facilitating recipe building and cross-merchandising items, using new fixtures (étagères and cube units) to present related items together from all areas of the store. For example, a display in the meat department might feature a grilling theme, complete with cooking tools, cook books, wines, and accompanying graphics. Lifestyle Safeways have seen significantly higher average weekly sales than the company's other stores.

Local garden benefits AFAC

When you walk or drive past the fire station, cast an admiring eye to the Plot against Hunger vegetable garden growing apace in the strip of land just north of the bridge. Until three years ago, the plot was idle, sun-baked grass; now the garden produces vegetables—tomatoes, squash, okra, green beans, radishes, beets, turnips, and more—for the Arlington Food Assistance Center. The space is donated by landowner, Abingdon Partners, LLC, and the garden is cultivated by Grace Community Church and Corinthian Contractors. You'll see their volunteer gardeners watering and working the soil most days; on occasion they're joined by Fairlington neighbors who stop by to lend a green thumb. For more information about AFAC's PAH program, go online to afac.org.

The well-tended vegetable garden near the firehouse is a Plot against Hunger, benefiting the Arlington Food Assistance Center. Photographs by Gretchen Fallon.

Saturday and Sunday Farmers Market drivers, helpers needed

AFAC needs drivers and helpers to pick up fresh produce at the close of farmers markets at Courthouse and Columbia Pike locations. Saturday at Courthouse, 2100 Clarendon Blvd.: Start at AFAC at 11:20 am, market closes at noon, return to AFAC by 1 pm. Sunday at Columbia Pike, Columbia Pike and Walter Reed Dr.: Start at AFAC at 12:20 pm, market closes at 1 pm, return to AFAC by 2 pm.

In order to qualify as a driver, you must feel comfortable driving the AFAC work van. Drivers must interview with AFAC staff and provide a copy of driver's license and DMV record. Drivers and helpers should be able to lift 30 to 40 pounds continuously and withstand summer temperatures. A minimum once-a-month commitment from now through November is preferred. For more information, contact Puwen.lee@afac.org.

FAIRLINGTON BULLETIN

FAIRLINGTON FCA CITIZENS ASSOCIATION

www.fca-fairlington.org

NOVEMBER 2011 Volume 37, Number 11

Safeway redevelopment plans move forward

The designer's rendering of the King Street service road façade of the new Safeway.

Safeway, Inc. has requested a special use permit from the City of Alexandria to redevelop the grocery store on King Street at Bradlee. In public meetings this year, most comments showed that neighbors welcomed the prospect of a shiny, new Safeway. Plans call for the existing 41,000+ square foot store and 199 surface parking spaces to be demolished and replaced by a new Lifestyle-format Safeway—a two-story 61,000+ square foot stand-alone retail building, with 228 parking spaces (125 spaces would be covered by the store and the rest would be surface spots screened from view). The proposed design on the triangular site puts the parking at grade (ground level) with the actual store located on a second level above the parking. Oversized elevators would carry customers with their carts to/from ground level parking and the store above. In addition, there would be an up-escalator, a down-escalator, and a down cart-conveyor. The design plan calls for creating a "new pedestrian realm," with wide sidewalks and a landscaped plaza for outdoor seating, where, the store suggests, patrons could dine, have a cup of coffee, or meet with friends.

From the company's concept plan documents: "The new Safeway will include such amenities as: Starbucks coffee bar; expanded produce and floral departments; hearth oven for baking bread along with a wide variety of specialty desserts; expanded service meat and service seafood; gourmet cheese department; expanded deli with prepared foods; expanded organic produce department; extensive beer and wine department with a wine steward; and in-store café seating. The new store will also include a pharmacy, an extensive health and beauty aids department, and a Bergmann's drycleaner."

As yet, there is no published time line for the proposed renovation. For more information, including images of Lifestyle-format stores and links to public meeting notes and the developer's documents, go online to the Alexandria Web site, www.alexandriava.gov, and search Lifestyle Safeway or enter the link, http://alexandriava.gov/planning/info/default.aspx?id=49466.

FCA monthly meeting

Wednesday, November 9, 7 pm

Fair Golds business meeting
Thursday, November 3, noon
FCC

Daylight saving time ends
Sunday, November 6, 2 am

MOMS Club meeting
Wednesday, November 9, 4 pm
FCC

Fairlington Diners
Monday, November 14, 6:30 pm
Ramparts half-price burger night
Alexandria

Fair Golds program
Thursday, November 17, noon
FCC

Invasive plant pull
Saturday, November 19, 9 am – noon
32nd Road S.

Fairlington Diners
Saturday, November 19, 12:30 pm
L'Auberge Chez Francois
Great Falls

Book Group
Tuesday, November 22, 7:30 pm
North Fairlington CC

See Neighborhood News on pages 23–24 and related articles for details about calendar events.

Coming up ...

The FCA Board invites all Fairlington residents to attend its meetings, which occur on the second Wednesday of the month unless otherwise noted. If you would like to discuss a neighborhood issue at the meeting, please e-mail president@fca-fairlington.org or leave a voice-mail message at 703-243-1735 by the Sunday before the meeting. You can find more information on the FCA Web site, www.fca-fairlington.org, and on Facebook at the "Fairlington Appreciation Society."

Preliminary agenda:

7 p.m. Special program: FCA board members will report what is known about development plans in and around the community and host a speaker if one becomes available by meeting time. Neighbors can discuss what they anticipate regarding the impacts on Fairlington of potential real estate development.

8 p.m. Regular business meeting:

- Approval of October minutes
- Treasurer's report
- Old business
- New business
- Officer and committee reports

AFB on the Web

The AFB is posted online at www.fca-fairlington.org a week earlier than the hard copy hits your front stoop.

Web design by Global Thinking, Alexandria, VA, www.globalthinking.com.

USEFUL CONTACTS

Police, Alexandria (non-emergency)	703-838-4444
Police, Arlington (non-emergency)	703-558-2222
Animal Warden	703-931-9241
Dominion (power outages)	888-667-3000
Fairlington Community Center	703-228-6588
Metrobus Complaints	703-228-7929
Miss Utility	800-552-7001
Pothole Patrol Hotline	703-228-6485
Shirlington Library	703-228-6545
Street Light Hotline	703-228-6511
www.arlingtonva.us/departments/Environmental Services/dot/traffic/streetlights/index.htm	
Helicopter Noise Complaints	Bob Laser (FAA) bob.laser@faa.gov

Fairlington Citizens Association
PO Box 6182 • Arlington, VA 22206-0182
703-243-1735 • president@fca-fairlington.org

Board of Directors

Officers	Directors
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Fairlington-Shirlington Neighborhood Conservation Committee
Chair: Ed Hilz • 703-379-6435 • treasurer@fca-fairlington.org

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—— DEADLINE ——
6 PM, **10th of month** preceding publication month for commercial advertising, mini-ads, and editorial copy.
Send material on disk with paper proof to:
FCA • PO Box 6182 • Arlington, VA 22206-0182
E-mail editorial announcements to:
editor@fca-fairlington.org
E-mail commercial and mini ads to:
admanager@fca-fairlington.org
Drop off location: Drop box in the Fairlington Community Center, 3308 S. Stafford Street

COMMERCIAL ADVERTISING RATES

Artwork and check made payable to **FCA** are due the 10th of the month preceding desired publication date. Direct inquiries regarding advertising file requirements to Beth Andrews at 703-243-1735 #1.

Ad Size	Height	Width	Rate
1/8 page	2 3/16 in.	3 5/8 in.	$47
1/4 page	4 5/8 in.	3 5/8 in.	$94
1/2 page	4 5/8 in.	7.5 in.	$195
Full-Page	9.5 in.	7.5 in.	$395
Back Cover (Full Page)	9.5 in.	7.5 in.	$505
Full-Page Insert (1 Side)	11 in.	8.5 in.	$525
Full-Page Insert (2 Sides)	11 in.	8.5 in.	$570

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For more information, visit www.fca-fairlington.org

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Winter weather can trigger water problems

The intersection of Walter Reed and Arlington Mill on October 11, where WSS emergency crews worked to repair a broken water main. Photograph by Gretchen Fallon.

In the months ahead, as colder weather and freezing temperatures arrive, we can predict that, at times, there will be episodes of low water pressure or water shut-offs due to water main breaks or leaks and the ensuing repairs. Even during the balmy weather of early October, that was the case when water service in Fairlington and Shirlington was disrupted by a major water main break at Walter Reed and Arlington Mill Drives. It was the Tuesday after Columbus Day: Abingdon ES students got an unexpected extension of the school-closing holiday (and parents scrambled to make arrangements).

Emergency crews from the Department of Environmental Services, Water/Sewer/Streets Bureau worked through the day to locate a rare-sized pipe and then install the new pipe and valve. As they reopened the valves, however, another portion of the pipe broke. Water in the area was again shut off, so that the team could reassess the situation and initiate new repairs. Throughout the day, parts of Fairlington experienced low to no water pressure, but WSS opened an interconnection valve with Alexandria to help maintain some water pressure in the area. They confirmed that businesses in Shirlington had water service, but the Animal Welfare League of Arlington was without water. Repairs continued through the overnight hours and full service was restored the next day.

With approximately 485 miles of water lines and 465 miles of sewer pipes to monitor, WSS welcomes reports from residents about water problems. If you have concerns or questions about your water service or if you spot a leak or perceive some abnormality in the system, notify WSS immediately by calling the 24-hour water emergency hotline, 703-228-6555. For more information, go online to the county Web site, www.arlingtonva.us, and search "water emergency" to access the WSS water emergency page.

Police report uptick in solicitors going door to door

Captain Brett Butler, commander of the Third District, wants to highlight an increase locally in the activity of door-to-door solicitors. One named individual, Keith Franklin, was noted for repeated violations, including assault and burglary in the past, and, recently, trespassing, destruction of property, and being drunk in public. Captain Butler acknowledges that people want to show compassion by helping their fellow man, but he also cautions against letting your better nature compromise your security. "Do not make yourself or family members victims by allowing individuals such as Franklin to gain access to your homes. Do not encourage them to stay in your neighborhood by giving them jobs to do around the yard."

Police recommend you do call the police non-emergency number (703-558-2222) to report any suspicious activity, and call when solicitors come to your door, so that police can check them out and know who is walking around the neighborhood.

New Safeway's traffic impact

A traffic study conducted by Alexandria this summer, to accompany consideration of Safeway's request to build a new store at Bradlee (*see page one*), confirmed what many neighbors already know: If you want to avoid crowds at Safeway, stay away on Saturday afternoon. The study determined that the existing Safeway store generates approximately 150 trips during the morning peak hour, 438 trips during the afternoon peak hour, and 452 trips during the Saturday peak hour. The additional square footage planned for the store expansion is primarily intended to bring the store up to market standards rather than to increase trips to the store. Even so, using trip-generation rates based on square footage, the traffic study assumes approximately 55 new trips during the morning peak hour, 161 new trips during the afternoon peak hour, and 166 new trips during the Saturday peak hour.

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