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BBHCA Land Use Update

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Rose Hill Shopping Center

Meeting of Rose Hill Civic Association March 23, 2022

Carol Alim, Katie (BBHCA Treasurer), and a few other BBHCA residents attended the Rose Hill Civic Association (RHCA) meeting on Wednesday, March 23, 2022. The primary topic for this meeting was a presentation by Combined Properties (CP), the owners and managers of the Rose Hill Shopping Center. The objective of the presentation was for CP to provide a very early concept for a potential re-development of the center and to hear comments, concerns, thoughts, and recommendations from the Rose Hill community. The BBHCA Board was invited to attend by Carl Sell, president of RHCA.

Carl started the meeting by reminding everyone that this is the first meeting in what will be a very long process if CP does move forward to redevelop the Rose Hill Shopping Center. At this point, CP has not filed any applications with the County related to the Center. Carl explained that what would be presented was an initial concept that was in keeping with the County's long-term goals for similar properties. He also mentioned the recent zoning changes that the County approved that would allow a wider variety of retail businesses in centers like Rose Hill. He then introduced Greg Riegler from McGuire Woods who is representing Combined Properties.

Greg introduced himself and the team from Combined Properties; there were four people from CP to provide input and answer questions. CP is a company that owns and manages shopping centers around the country. They are in the final stages of redeveloping a shopping center in the Penn Daw area, South Alexandria, scheduled to open later this year.

CP has seen a change in retail over the past 10+ years. More people are shopping at stores like Walmart and Target than at small retailers. Over the past two years with COVID, people working from home, lockdowns, and shutdowns, there has been a large uptick in online purchases which had a negative impact on smaller retail businesses. Many small, local businesses that shut down during the Pandemic never re-opened.

Combined Properties is considering redeveloping Rose Hill as a mixed-use development that would have retail and residential uses. They started focusing on this project at the beginning of January and are at a very early conceptual design stage. After they spent some time considering different concepts, they decided on an initial concept to bring to the Rose Hill community for discussion and comment. Any development of this site would take about five (5) years.

The McDonalds at the corner of Franconia Road and Rose Hill Drive is not part of CP's holdings and will remain outside any redevelopment plan.

The concept that CP presented showed a free-standing potential grocery store next to McDonalds, facing Franconia. It would be planned at 45,000 sq ft, but could be divided into two smaller uses, for example, a small food store and a gym.

There would be two mixed-use buildings with retail on the first floor and residential dwelling units above. These would be approximately 65 ft in height with 300–400 dwelling units. There would be structured parking for residents with some surface parking for retail; CP does not charge for retail parking. Ingress/egress to the redeveloped site would remain as it is today: two entrances on Rose Hill and a right-in/right-out on Franconia

The center currently has 150,000 sq ft of retail space. Under the mixed-use concept there would be about 75 sq ft of retail.



Conceptual view from Rose Hill Drive (Photo of one slide in presentation)

Questions, Comments, Concerns

Reaction was mixed. Some people liked the concept but were concerned about the mass; it seemed too massive for the site. Others want the center to stay the way it is with the Safeway and current retailers.

Concerns:

- Traffic: increase in residential traffic, especially during the morning rush.
- Impact on the schools, parks, other resources.
- Noise, light activity in the open space.

Combined Properties is looking for questions, comments from neighboring communities.

A link to the presentation will be available on the Rose Hill website (probably the first week of April), at myrosehill.com.