

Rose Hill Coalition

1/17/22 UPDATE

Clarification

No recommendation or decision has been made to approve/disapprove the nomination for a plan amendment to the Comprehensive Plan (or future rezoning) regarding Rose Hill Plaza.

Correct Land-Use Language

The Combined Property nomination/application is to amend the Comprehensive Plan; it is not a "rezoning" application. Rezoning comes *after* the Comprehensive Plan is amended and the application is accepted as a "Work Project". Nonetheless, rezoning is required in order to fulfill the plans of Combined Property to add residential units. (Yes, it's very confusing, so don't worry if you don't get the terms exactly right. We are all learning!)

Coalition Website Updates

- Home page > Link to video of Supervisor Lusk's meeting (1/12/23) with a local civic association (more than 70 residents), mostly being a lengthy discussion on concerns about Rose Hill Plaza's rezoning. Certainly long (1:48), but worth watching if you weren't there. Gives insight into the variety of concerns and Lusk's "perspective". Take notes!
- Home page > Removed "undeliverable" email address for Combined Properties. Will update as soon as available.
- Zoning Info > Cited valuation/tax paid for Rose Hill Plaza
Property Tax in 2022: \$361,590
Assessed Value: \$28,505,340

(Source: <https://www.commercialcafe.com/commercial-property/us/va/alexandria/rose-hill-plaza/>)

- In The News > Developers Withdraw Belle View Shopping Center Proposal (September 2020)

“On Tuesday, a representative of the owners of the Belle View Shopping Center withdrew their proposal from the Fairfax County Site-Specific Plan Amendment Process (SSPA) ...

‘Given COVID and the recovery from the recent fire, we are focused on ensuring that the

shopping center and our tenants are able to recover as soon as possible. Our focus on these efforts, and, frankly, the feedback from both Staff and the Community, made us realize that continuing to pursue the SSPA at this time does not make sense,' the representative said in the letter. '[We] look forward to future discussions as the future of retail and its impact on the shopping center becomes more clear,' he concluded.”
<https://alexandrialivingmagazine.com/news/developers-withdraw-belle-view-shopping-center-proposal/>

- Trial ended for Spanish translation of website. Requires paid subscription if website size limit is exceeded.
- More than 1,135 visitors to the Rose Hill Coalition website.

Other Notes

- Press release to be updated and submitted to news outlets.
- Coalition has been cc'd on more than 80 emails from residents to County supervisors to oppose rezoning.
- Supervisor Lusk acknowledges receiving ~100 communications from residents stating why they oppose rezoning of Rose Hill Plaza. *(see video per above)*
- Top Referrals to Rose Hill Coalition website from:

Facebook: 90
Nextdoor: 82
Instagram: 30
BBHCA.net: 10
FFXnow: 8

Help Needed

- **Attend** the upcoming public meeting on the Rose Hill Plaza nomination.
(Please carpool with your neighbors!)
Monday, January 23, 2023, at 7:30 pm
Franconia Elementary School
6301 Beulah Street, Alexandria, VA 22310

**Wear (or bring) something RED to
show support for the "Rose Hill Coalition"**

- **Hand out** Rose Hill Coalition flyers
(https://rosehillcoalition.org/wp-content/uploads/2023/01/Rose-Hill-Coalition_Flier-1-12-23.pdf)
- **Make your own** yard sign ([PDF](#)) ([Word doc](#)) ([PNG image](#))

Stay in touch and See you next Monday!

