Street Name Case #2020-00005 From Swamp Fox Road to Hoffman Street

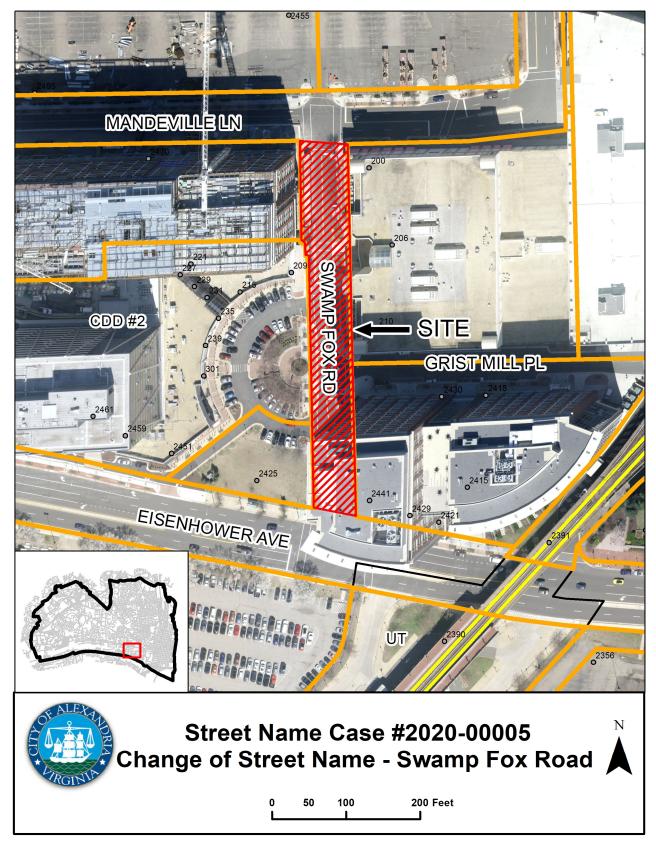
Application	General Data	
Request: Public Hearing and	Planning Commission	January 5, 2021
consideration of a request for a Street	Hearing:	
Name Case to change the name of	City Council Hearing:	January 23, 2021
Swamp Fox Road to Hoffman Street;		
zoned: CDD #2/Coordinated	Zone:	CDD#2
Development District #2.		
Address: Swamp Fox Road between	Small Area Plan:	Eisenhower East
Eisenhower Drive and Mandeville		
Lane in Eisenhower East.		
Applicant: Hoffman Company		

Staff Reviewer: Alexa Powell, <u>alexa.powell@alexandriava.gov</u>

Ann Horowitz, ann.horowitz@alexandriava.gov

<u>PLANNING COMMISSION ACTION, JANUARY 5, 2021</u>: On a motion made by Commissioner Koenig and seconded by Commissioner Lyle, the Planning Commission voted to recommend approval of SNC #2020-00005. The motion carried on a vote of 6-0, with the recusal of Commissioner Goebel.

Reason: The Planning Commission agreed with the recommendation of the City Naming Commission.



PROJECT LOCATION MAP

I. REPORT SUMMARY

The applicant, Hoffman Company, requests approval for the renaming of Swamp Fox Road to Hoffman Street.

SITE DESCRIPTION

The subject street is currently named Swamp Fox Road. The road connects the Eisenhower Metro Station with Mandeville Lane (Figure 1. The road provides a north-south connection and is situated parallel to Stovall Street to its west (Figure 2). The subject site is within the Eisenhower East development and is zoned CDD#2. This street is surrounded exclusively by commercial uses.

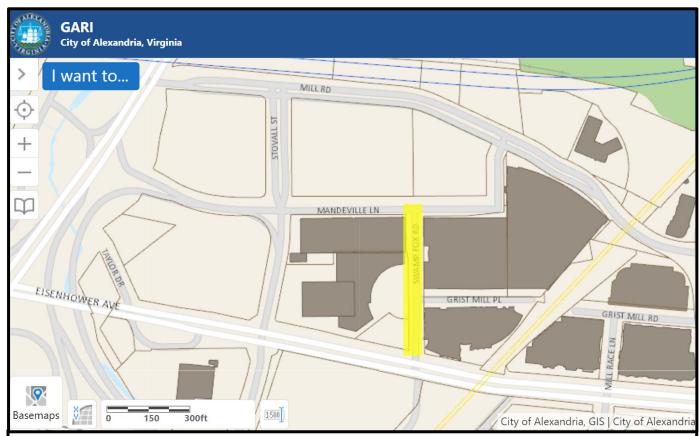


Figure 2. Existing Conditions. Portion of street considered for renaming highlighted in yellow.

PROPOSAL

The applicant, Hoffman Company, requests approval for a street name change from Swamp Fox Road to Hoffman Street in the Hoffman Town Center Development. The applicant is requesting this name change to memorialize the Hoffman Family's contribution to the development of the Eisenhower Valley. As described in the application:

"Mr. Hubert N. Hoffman, Jr. ("Hoffman Jr."), a life-long- Alexandria supporter, dedicated to his family business and put his resources into transforming Eisenhower East into the vibrant mixed-use area that now surrounds the Eisenhower Metro Station and Eisenhower Valley. In 1958, Hoffman Jr. purchased nearly 80 acres of land in the Eisenhower Valley (See Figure 3). At that time, this area of the City was largely unimproved and overlooked by the rest of Alexandria. This would soon change as Alexandria continued to grow in the latter half of the 20th century.

The federal government acquired a portion of Hoffman's land in the early 1960's for the new Capital Beltway. In 1966, the Hoffman Company was founded by Hoffman Jr. to implement his vision for the Eisenhower Valley. Soon after in 1966, the Holiday Inn was constructed and opened for guests. In 1968, the Hoffman Company built Hoffman Building 1 and, in 1971, the company built Hoffman Building 2. The construction of these two commercial buildings and subsequent lease to the federal government was a major econimic development success for the City of Alexandria. The Department of Defense was the original tenant of both buildings.

Another turning point for the Eisenhower Valley and the City of Alexandria was the Hoffman Company's negotiation with WMATA for a new metro station. In 1973, the Hoffman Company negotiated with the then head of Metro, Nicholas Rolles, to include a Kiss & Ride stop at the current location in the Eisenhower Valley. The Hoffman Company was able to convince Rolles to include the station in its current location in exchange for free air rights over the Hoffman land to construct and locate the station on Hoffman Property. This success was further emphasised wen the Hoffman Company worked with the City and the federal government to secure the award of the relocation of the National Science Foundation to the Eisenhower Valley directly across from the Eisenhower Metro Station.

In addition, to the successful development of properties for lease by the federal government, the Hoffman Company upgraded what was then Taylor Avenue into what is now Eisenhower Avenue. The Hoffman Company also installed the key sewer infrastructure needed to support its projects and additional growth within the Eisenhower Valley. The Hoffman Company also delivered the first mixed-use project in Eisenhower Valley with the development of the Hoffman Town Center which constructed the first meaningful retail presence along Eisenhower along with the movie theater and parking garage. The Hoffman family land was so important to the family that Hoffman Jr. and his wife were interred in a mausoleum on the Holiday Inn property. The mausoleum was recently relocated to a cemetary three years ago when the property was sold.

Given that the development of the original Hoffman properties is now expanding beyond the Hoffman Company to a new generation of owners and developers, it is appropriate and necessary to rename Swamp Fox Road to Hoffman Street to memorialize the Hoffman Family's contribution to the development of the Eisenhower Valley into the vibrant community it is today."

As part of the application, Hoffman Company LLC, owner of the property at 206 Swamp Fox Road located adjacent to the proposed street renaming provided a letter in support of the request.







Figure 3, Transformation of Hoffman Family land in Eisenhower Valley by Mr. Hubert N. Hoffman, Jr. (pictured far left).

CODE OF ORDINANCES

Sec. 5-2-66 of the Code of Ordinances requires City Council adoption of an ordinance to change a street name. In June of 2020, City staff developed a street naming and renaming policy. While this policy has not yet been reviewed by Planning Commission or City Council, these guidelines will be the basis for staff recommendations until such time as a final policy can be created.

The City's Renaming Committee, GIS, Police and Fire Departments evaluate the proposed names and provide comments. The Planning Commission votes to recommend support or denial of a proposed street renaming to the City Council. The City Council then votes to support or deny a proposed street renaming and confirms the name through two ordinance readings.

II. CITY STAFF REVIEW

The Planning Commission and City Council have the discretion to consider the guidance provided herein and evaluate each proposal on its own merits.

The City of Alexandria street renaming policy says street name changes will not be considered if:

- The proposed street name is a duplication of an existing street name in Alexandria;
- The proposed street name change is a near duplication in spelling to an existing street or phonetically similar to an existing street;
- The existing street name has significant historical value to the City;
- The street name requested to be renamed is perceived to be offensive to segments of the City's citizenry;
- If the proposed street name change is longer than 14 characters;
- If the proposed street name is after a living person; and
- If the proposed street name is after a commercial entity or implies commercial endorsement.

The street name change of 'Swamp Fox Road" to "Hoffman Street" has not elicited concern from the reviewing City Departments: GIS, Fire and Police. The proposed name does not sound like and is not similar in spelling to other street names in the City of Alexandria or neighboring jurisdictions, ensuring that emergency services and the United States Postal Service would not confuse the street with another street or alley in the City.

As recommended, the City's Naming Committee was also consulted about the request to rename this street. Discussion of this renaming resulted in a unanimous recommendation of approval for the proposed name. Members of the committee cited the significant contributions of Mr. Hoffman in developing this portion of the city as their rational for approval. Further, it was felt the proposed name was appropriate in paying homage to local history and this individual's life-long efforts in Alexandria. It was also noted that the affected street is relatively short and therefore has limited impact on adjacent property owners. Those owners that would be most impacted have provided signatures on the petition of support.

As stated in the application the name "Swamp Fox" was a reference to the swampy nature of the land at the time of development. Aside from this explanation, the origin is unknown although the Office of Historic Alexandria finds that it could be a reference to Francis Marion, a South Carolinian Revolutionary War officer nicknamed the "Swamp Fox". As noted in an article from the Smithsonian Magazine, "Francis Marion was a man of his times: he owned slaves, and he fought in a brutal campaign against the Cherokee Indians."

The proposed name, Hoffman Street, is fewer than 14 characters. Further, the gentleman, Mr. Hubert N. Hoffman, Jr., after which the proposed street name is being requested is deceased. However, it is notable that the development company which he started is similarly named the Hoffman Company.

Finally, to date the City has received a petition of support for this street renaming from 75% of the affected property owners which meets the threshold required for consideration by the street renaming policy.

According to Transportation & Environmental Services, the expense to the City for moving forward with the requested change would be \$700 for the materials and labor associated with printing and installing the street name signs. The street signs to be installed include two large signs attached to the traffic signal (\$250) at the 4-way intersection of Eisenhower Ave. and Swamp Fox Road as well as 2 smaller scale signs (\$200) on the corner of Gristmill Road and Swamp Fox Road as well as Mandeville Lane and Swamp Fox Road.

Discussion by the Naming Commission resulted in a unanimous recommendation of approval for the proposed name. The Planning Commission may vote to recommend support or denial of the proposed street renaming to the City Council based on the street naming policy guidelines. Acting on that recommendation, the City Council may vote to approve or deny the proposed street renaming.

STAFF: Tony LaColla, AICP, Division Chief, Land Use Services

Ann Horowitz, Principal Planner Alexa Powell, Urban Planner

III. CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

GIS:

Include the addresses of the 5 properties addressed of the old street name in a list.

Fire:

No comments or concerns.

Police Department:

No comments submitted.

ATTACHMENT #1

Letters of Support Received	Address GIS	Zoning	Owner Name	Owner Address	Owner City	Owner State	Owner Zip	Property Name	Parcel Type	PID GIS	Мар	Block	Lot GIS
				ATTN SAM MITTS									
YES	2415 EISENHOWER AV	CDD#2	USGBF NSF LLC	9830 COLONNADE BOULEVARD SUITE 600	SAN ANTONIO	TX	782302239		1	072.04-03-32	072.04	03	32
				C/O RUBINSTEIN PARTNERS CIRA CENTER									
YES	2425 EISENHOWER AV	CDD#2	2425 EISENHOWER ACQUISITIONS LLC	2929 ARCH STREET 28TH FLOOR	PHILADELPHIA	PA	191042868	HOFFMAN RETAIL PAD SITE	1	072.04-03-33	072.04	03	33
				C/O RUBENSTEIN PARTNERS CIRA CENTER									
YES	2461 EISENHOWER AV	CDD#2	2461 EISENHOWER ACQUISITIONS LLC	2929 ARCH STREET 28TH FLOOR	PHILADELPHIA	PA	191042868	HOFFMAN I	1	072.04-03-34	072.04	03	34
NO	200 STOVALL ST	CDD#2	STOVALL OWNER LLC	1850 M STREET NW	WASHINGTON	DC	20036	HOFFMAN II	1	072.04-03-35	072.04	03	35
YES	206 SWAMP FOX RD	CDD#2	HOFFMAN FAMILY LLC	11500 ASH ST	LEAWOOD	KS	66211	AMC THEATER	1	072.04-03-38	072.04	03	38

APPLICATION



STREET NAME CHANGE:

LOCATION:		
PPLICANT'S NAME:		
ADDRESS:		
EASON FOR REQUEST FOR STREET I	NAME CHANGE:	
	Kanth Wi-	
Print Name of Applicant or Agent	Signature	-
Mailing/Street Address	Telephone # Fax #	-
City and State Zip Code	Date	-
y newspaper, posting, and letters to adjo	ems are public hearing items and are therefore required to be oining owners. It is the policy of P&Z to advertise in the news Mailed notices are the responsibility of the applicant. PC and CC.	
DO NOT WE	RITE IN THIS SPACE - OFFICE USE ONLY	
Application Received:	Legal advertisement:	
ACTION - PLANNING COMMISSION	ACTION - CITY COUNCIL:	-

Application street name new.pdf

Hoffman Street Name Justification

Mr. Hubert N. Hoffman, Jr. ("Hoffman Jr."), a life-long Alexandria supporter, dedicated to his family business and put his resources into transforming Eisenhower East into the vibrant mixed-used area that now surrounds the Eisenhower Metro Station and Eisenhower Valley. In 1958, Hoffman Jr. purchased nearly 80 acres of land in the Eisenhower Valley. See Pictures, attached. At that time, this area of the City was largely unimproved and overlooked by the rest of Alexandria. This would soon change as Alexandria continued to grow in the latter half of the 20th century.

The federal government acquired a portion of Hoffman's land in the early 1960's for the new Capital Beltway. In 1966, the Hoffman Company was founded by Hoffman Jr. to implement his vision for the Eisenhower Valley. Soon after in 1966, the Holiday Inn was constructed and opened for guests. In 1968, the Hoffman Company built Hoffman Building 1 and, in 1971, the company built Hoffman Building 2. *See* Pictures from the 1970's, attached. The construction of these two commercial buildings and subsequent lease to the federal government was a major economic development success for the City of Alexandria. The Department of Defense was the original tenant of both buildings.

Another key turning point for the Eisenhower Valley and the City of Alexandria was the Hoffman Company's negotiation with WMATA for a new Metro Station. In 1973, the Hoffman Company negotiated with the then head of Metro, Nicholas Rolles, to include a Kiss & Ride stop at the current location of the Eisenhower Metro Station. Metro did not originally have plans to include a stop in the Eisenhower Valley. The Hoffman Company was able to convince Rolles to include the station in its current location in exchange for free air rights over the Hoffman land to construct and locate the station on Hoffman Property. This success was further emphasized when the Hoffman Company worked with the City and the federal government to secure the award of the relocation of the National Science Foundation to the Eisenhower Valley directly across the street from the Eisenhower Metro Station.

In addition, to the successful development of properties for lease by the federal government, the Hoffman Company upgraded what was then Taylor Avenue into what is now Eisenhower Avenue. The Hoffman Company also installed the key sewer infrastructure needed to support its projects and additional growth within the Eisenhower Valley. The Hoffman Company also delivered the first mixed-use project in the Eisenhower Valley with the development of the Hoffman Town Center which constructed the first meaningful retail presence along Eisenhower along with the movie theater and parking garage. The Hoffman family land was so important to the family that Hoffman Jr. and his wife were interred in a mausoleum on the Holiday Inn property. The mausoleum was recently relocated to a cemetery three years ago when the property was sold.

Given that the development of the original Hoffman properties is now expanding beyond the Hoffman Company to a new generation of owners and developers, it is appropriate and necessary to rename "Swamp Fox Road" to "Hoffman Drive" to memorialize the Hoffman Family's contribution to the development of the Eisenhower Valley into the vibrant community it is today.









APPLICATION STREET NAME CHANGE:

1)	Identify the type of street name change you are requesting:		
	☐ Street renaming of local, residential collector or primary collector (must be entire	ety of st	treet
	□ Naming or renaming of an existing alley (must be entirety of alley)		
	☐ Street renaming of expressway or arterial		
2)	Confirm the following:	<u>Yes</u>	<u>No</u>
	The proposed street name is a duplicate of an existing street name in Alexandria		
	The proposed street name change is a near duplication in spelling to an existing		
	street or phonetically similar to an existing street		
	The proposed street name change is 14 characters or less in length		
3)	Number of properties that abut the street		
4)	Number of signatures collected:		
5)	Meets minimum petition threshold (circle): YES NO		



STREET NAME CHANGE PETITION

Current Street Name:						
Proposed Street Name Change:						
By signing this document you indicate your support for the street name change. This process is a commitment by all affected parties to rename the street on which their property is addressed. If the proposed street name is approved, there will be an address reassignment for each property, and all owners will be impacted personally and financially. Affected property owners are responsible for notifying personal correspondents and will bear whatever expenses incurred due to changing personal information, i.e., address numbers of house, mailbox, driver's license, credit cards, stationary, legal documents, etc.						
Printed Property Address	Printed Property Owner Name	Property Owner Signature				

HOFFMAN COMPANY, LLC

2034 EISENHOWER AVE., SUITE 290 ALEXANDRIA, VIRGINIA 22314

(703) 960-4700 • FAX: (703) 960-1754

October 6, 2020

Mr. Robert Kerns Development Division Chief Department of Planning and Zoning City of Alexandria 301 King Street Alexandria, VA 22314

RE: Adjacent Owner Consent for filing of a Street Name Change Application

Dear Mr. Kerns:

Hoffman Family LLC, Owner of the property known as 206 Swamp Fox Road (Tax Map No. 072.04-03-38) located adjacent to Swamp Fox Road, hereby consents to the filing of a Street Name Change Applicant for Swamp Fox Road by the Hoffman Company.

Very truly yours,

Hoffman Family LLC

D ' / 13T

Printed Name:

Title.

October 15, 2020

Mr. Robert Kerns
Development Division Chief
Department of Planning and Zoning
City of Alexandria
301 King Street
Alexandria, VA 22314

RE: Adjacent Owner Consent for filing of a Street Name Change Application

Dear Mr. Kerns:

USGBF NSF LLC, Owner of the property known as 2415 Eisenhower Avenue, Alexandria, Virginia (Tax Map No. 072.04-03-32) located adjacent to Swamp Fox Road, hereby consents to the filing of a Street Name Change Application by the Hoffman Company to change the name of the road from Swamp Fox Road to Hoffman Drive.

Very truly yours,

See next page for signature

USGBF NSF, LLC,

a Delaware limited liability company

By: US Government Building Open-End Operating Partnership, LP, a Delaware limited partnership, its sole member

By: USAA GB OP GP, LLC, a Delaware limited liability company, its general partner

By: US Government Building Open-End REIT, LLC, a Delaware limited liability company, its manager

By: US Government Building US Lux JV, LP, a Delaware limited partnership, its manager

By: USAA GB PP GP LLC, a Delaware limited liability company, a general partner

Name: BENJAMIN CHRISTIAN
Title: Managing Director

By: US GB EU 1 GP LLC,

a Delaware limited liability company, a general partner

Name: BENJAMIN CHRISTIAN
Title: Managing Director

By: US GB EU 2 GP LLC,

a Delaware limited liability company, a general partner

Name:
Title:

BENJAMIN CHRISTIAN

Managing Director

2461 Eisenhower Acquisitions, LLC

c/o Rubenstein Partners Cira Centre 2929 Arch Street, 28th Floor Philadelphia, PA 19104

October 28, 2020

Mr. Robert Kerns Development Division Chief Department of Planning and Zoning City of Alexandria 301 King Street Alexandria, VA 22314

RE: Adjacent Owner Consent for filing of a Street Name Change Application

Dear Mr. Kerns:

2461 Eisenhower Acquisitions LLC, Owner of the property known as 2461 Eisenhower Avenue (Tax Map No. 072.04-03-34) located adjacent to Swamp Fox Road, hereby consents to the filing of a Street Name Change Application to change "Swamp Fox Road" to "Hoffman Drive" by the Hoffman Company.

Very truly yours,

2461 Eisenhower Acquisitions LLC

By: Stepler D Crons

Printed Name: Stephen D Evans

Title: Authorizer Synctory

2425 Eisenhower Acquisitions, LLC

c/o Rubenstein Partners Cira Centre 2929 Arch Street, 28th Floor Philadelphia, PA 19104

October 28, 2020

Mr. Robert Kerns **Development Division Chief** Department of Planning and Zoning City of Alexandria 301 King Street Alexandria, VA 22314

RE: Adjacent Owner Consent for filing of a Street Name Change Application

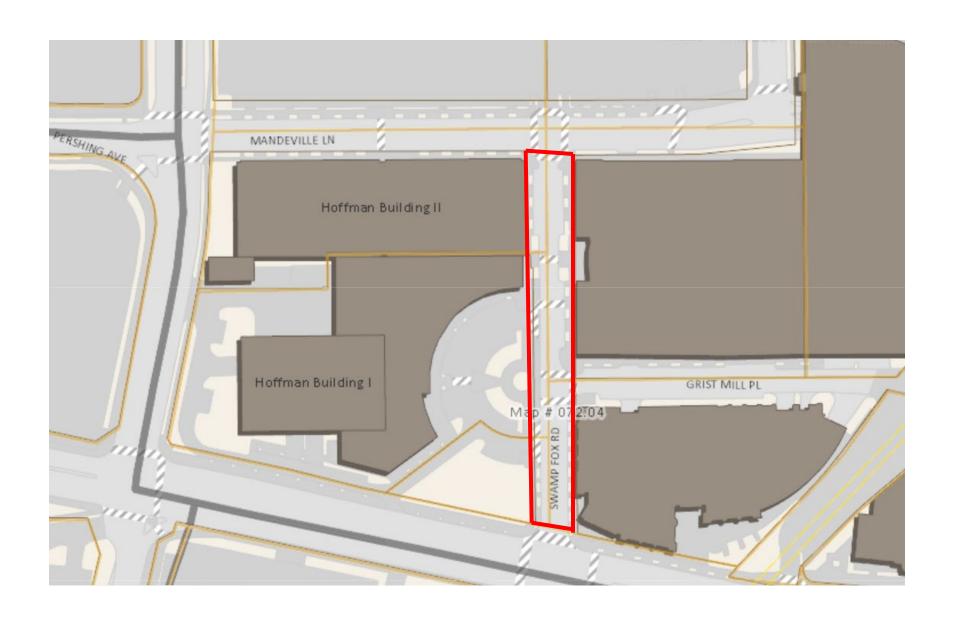
Dear Mr. Kerns:

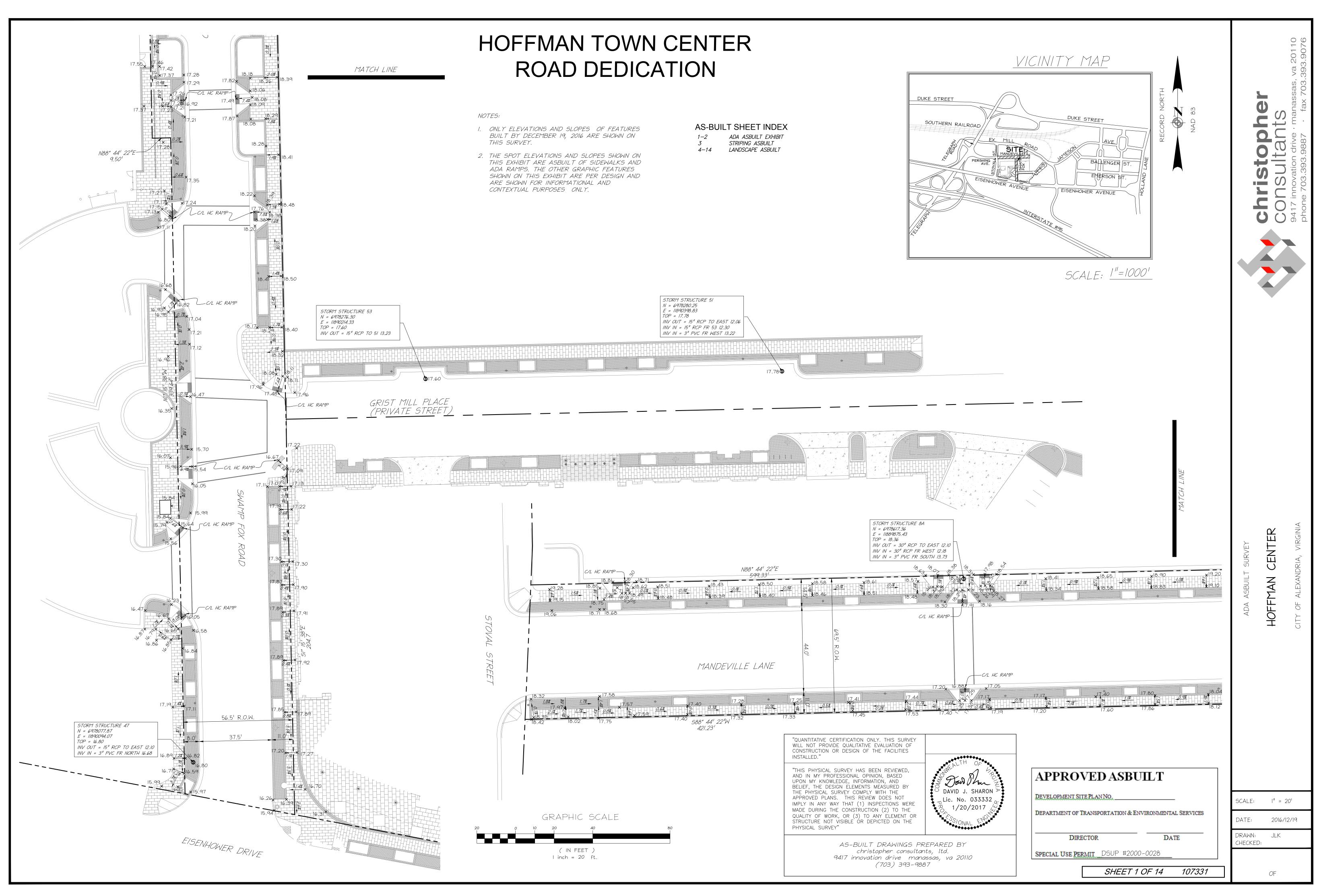
2425 Eisenhower Acquisitions LLC, Owner of the property known as 2425 Eisenhower Avenue (Tax Map No. 072.04-03-33) located adjacent to Swamp Fox Road, hereby consents to the filing of a Street Name Change Application to change "Swamp Fox Road" to "Hoffman Drive" by the Hoffman Company.

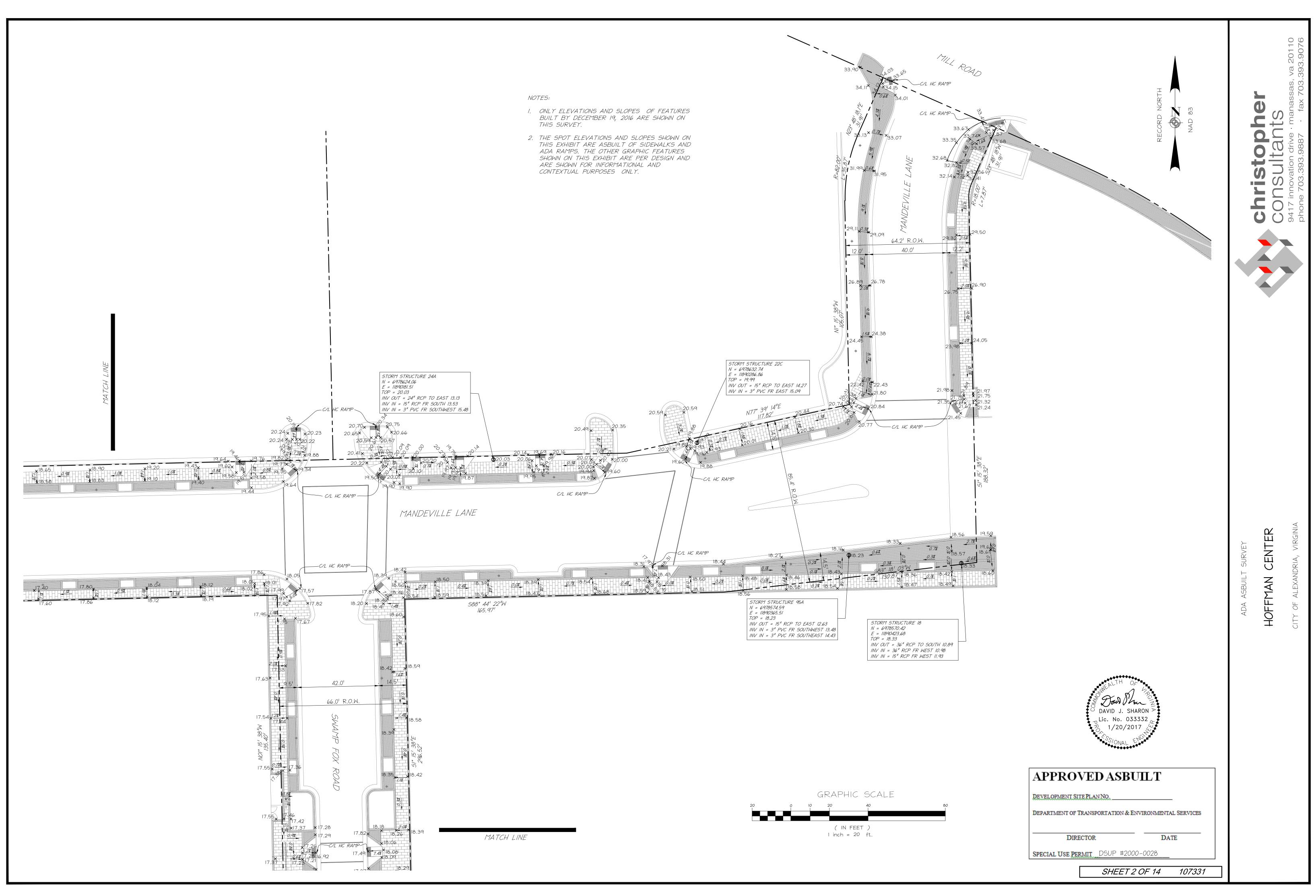
Very truly yours,

2425 Eisenhower Acquisitions LLC

By: Skolen D C)
Printed Name: Stephen D Evans
Title: Author(Leo Signology







[EXTERNAL]2021 Alexandria Planning Commission Comments

Sara S <ss7220a@alumni.american.edu>

Tue 1/5/2021 11:11 AM

To: PlanComm <PlanComm@alexandriava.gov>; Gloria Sitton <Gloria.Sitton@alexandriava.gov>

Dear Alexandria Planning Commission and Ms. Sitton,

Hello, Happy New Year. These comments are for the planning commission meeting today, January 5th at 7 PM. I ask that these comments be made of record in the minutes of the commission:

Alexandria, Virginia has experienced incredibly high development in the past few years. Mature trees and swamp / drainage land has been destroyed to build high rises and parking lots. Indeed, the City of Alexandria recognized this in 2019 with an initiative to help grow Alexandria's tree canopy which asked Alexandria residents to pay money per tree since the city kept issuing construction permits which destroyed old trees. The City of Alexandria interestingly omits the information on how wetlands hold water during high runoff events in its "Flooding & Drainage" page. Of course, the City of Alexandria is one of the responsible parties for destroying local wetlands in the first place. As far as I can tell, the only wetlands project the city budgeted for is the Four Mile Run restoration project which has been ongoing for sometime. This is not enough and will lead to flooding and sewage backup which the city seems to admit on its Flooding & Drainage page.

The City of Alexandria should not be constantly constructing without any consideration on how this activity affects its citizens long-term. Flooding and its impacts on housing and construction is a massive issue, one that can not be solved with one wetlands project. Every single new development should have dedicated wetlands or land resource space. Every single new development should be evaluated for water barrel collection or solar panel install. The City of Alexandria signed its Eco-City charter in 2008 --- what has happened since then?

I have watched as Alexandria's population exploded due to high rise housing availability, and these people have literally nowhere to go for recreation. People walk their dogs -- and let their dogs do what dogs do --- in *Civil War cemeteries* including Hooff's Run where our veterans are buried. Is this respectful? No, it isn't, and it contributes to land degradation and degradation of historical sites that I doubt the city has budgeted for.

This outlook that construction is king can be seen in the proposed renaming of Swamp Fox Road. Hoffman Center already bears his name and is a very popular commercial space. Why rename the road at all? Because his family that got rich by diverting natural resources to wealth asked for it? Isn't this sort of biased? Shouldn't citizens of Alexandria remember that this area has a rich natural history and isn't dedicated to one man? Indeed, the Latin root of Alexandria is "defender of men". Not "constant construction made us all rich hehe".

I hope these comments are made of record in the commission meeting minutes and are taken into consideration.

Sincerely,

Sara Sass, Esq.