

**STATEMENT OF JUSTIFICATION  
WATERLOO JUNCTION REZONING AND SPECIAL USE PERMIT**

**GPIN 6984-18-3915, 6984-18-2709, 6984-18-2905, 6984-18-6837, 6984-18-5649, 6984-18-3854**

**Owner: GOAL LC, FOG HOLDINGS, LLC  
Applicant: Farrish Properties & Acquisitions, LLC**

February 3, 2022  
Revised June 3, 2022

**Introduction.** Farrish Properties & Acquisitions, LLC (hereinafter, the “Applicant”), is seeking to rezone three (3) properties identified as GPIN 6984-18-3915, 6984-18-2709, 6984-18-2905 from R-15 to Commercial. Concurrently with the rezoning application, the applicant will also be requesting a Special Use Permit to allow residential units within the commercial district as § 9-25 Mixed-Use Development Option of the Zoning Ordinance.

**Land Use and Compatibility with Existing and Proposed Uses Adjacent and in the Vicinity and Economic Impact.**

The Applicant seeks to re-develop the former Cheswick Motel Property into Waterloo Junction, a mixed-use development. It will contain 47 Townhome Garage lots (minimum 16' width), 3600 SF retail building, hardscape improvements for the existing restaurant and adequate parking for the development. In addition, there will be a centrally located park with amenities such as walking trails, community play area and benches and enhanced landscaping throughout the development. The townhome lots, retail building, community park and landscaping is shown conceptually on the Rezoning and Special Use Permit Plan prepared by Bohler and submitted herewith.

The Property is identified as a part of the Experience Broadview District in the 2040 Comprehensive Plan, which is noted to “Maintain and enhance the existing commercial corridor but add nodal development with mixed-use residential anchors.” Several of the guiding principles for character districts have been incorporated in the conceptual design such as a discernable center (park), pedestrian connectivity, buildings place close to the street, and parking placed behind buildings.

The proposed development is surround by three roads- Broadview Avenue, Bear Wallow and Norfolk Drive. Adjacent to the proposed development along Broadview Avenue are various fast-food restaurants and other retail uses. There is an existing bank and townhomes located on the north side of Bear Wallow. Single family residences along located Norfolk Drive.

**Plan Warrenton 2040/housing:** The 2040 comp plan intent for new housing is to bolster and improve existing commercial areas (such as McMahon’s current tenant, O’Brian’s) while creating new, and promote mixed use residential that is appropriately located as a transition to commercial corridors, as well as transitions to existing neighborhoods. Using that as a templet, the appicates proposed development went to great lengths to accomplishes this while keeping with the Town’s intent to maintain “small-town character”. The proposed development also promotes the Towns housing policies that are essential to the Live/Work concept, while providing “Attainable Housing” for a diverse community including young families, professional early in their career, essential workforce such as teachers, police officers and retirees. Over the last 3 years the applicant has created and shared with Town Admin, numerous conceptual layouts in an effort to find the right

configuration that provides an inviting and aesthetically pleasing development, while still providing overall quality of life for future residence in conjunction with the Towns 2040 comp plan intent. For example, the applicants 2019 conceptual layouts proposed many 2/2 units, it was determined that the tall skyline they would create did not transition well to existing neighborhoods due to their vertical height, thus was replaced with the proposed townhomes, which makes for a more natural transition to existing neighborhoods.

The proposed 47 Townhomes are very classy, diverse, bright and modern in appearance, yet transitions well in contrast to the McMahon's building, which helps to preserve small-town characteristics. The Town has expressed a desire to preserve the McMaho's building in its current architecture for its place in local history and landmark esthetics. Owners of McMahon's agrees and has committed to further invest in hardscape improvements, new curb / sidewalk, new pavement with defined parking, as well as creating a very spacious and inviting outdoor seating plaza to further enhance the Live/Work/Dine/Shop Town concept.

**Proffer Impact Analysis**, was performed by MuniCap Inc. dated May 13, 2022, the following is their summary of methodology used:

- Public School Impacts
  - Student generations are calculated by identifying the ratio of students per household on a countywide level and applying that ratio to the projected development.
  - There are no proffer impacts contemplated as there is excess capacity within the school system to absorb students from the development.
- Public Safety Impacts
  - There is no level of service metrics provided by the Town of Warrenton for public safety
  - MuniCap identified the projected increase in call volume as a result of the development.
  - There are no proffer impacts contemplated as there is no improvements that increase capacity for either police or fire facilities within the Town of Warrenton.
- Public Park impacts
  - There is no level of service metrics provided by the Town of Warrenton for public parks.
  - MuniCap identified three projects that will increase capacity in the Town of Warrenton. These three projects are evaluated on a town-wide population level.
  - Proffer contributions:
    - Total development proffer contribution: public parks - \$17,283.72
    - Proffer contribution per single-family attached unit: \$335.43
    - Proffer contribution per multi-family unit: \$253.09
- Summary:
  - Total development proffer contribution: \$17,283.72
  - Total single-family attached contribution: \$15,765.21
  - Total multi-family contribution: \$1,518.52

The full Proffer Analysis is included with this resubmission.

**Economic Impact Analysis:** This analysis is being prepared by the same company as the Proffer Impact Analysis, MuniCap Inc. They use the same input data for both analyses and say it's forthcoming.

**Walkability:** Special attention in development design was given to creating as much walkability as possible within the development. There are vast walking/jogging paths that almost circumference the entire site, they also intersect throughout providing walkable access to the central park, current restaurant and future retail (in furtherance of the live/work/dine/shop concept). As a result, when you look at the proportional size of the open space park in contrast to the unit layout and commercial footprint, it flows exceptionally well and is balanced, open and not crammed or overcrowded. This was by design and consistent with the Town's comp plan for Broadview Character District Guidance.

**Attainable Housing.** The applicant was unsuccessful in securing commitments from national home builders for 20' T/H's as it limited their unit yield and was determined not financially viable. In response they proposed building 16' T/H's. For additional units to meet Town requirements, 10% of overall units must be allocated to ADU's interspersed throughout the dwelling rows. This equates to five T/H ADU's, and one of the 6 proposed apartments over the McMahon's (O'Brian's restaurant building). The current national housing shortage has driven up home purchase prices and put most home buying out of reach for many first-time home buyers, and fixed income retirees. While discussing **attainable housing** with these home builders, they said the price spread between 16' townhomes and 20' townhomes currently is \$30,000, (per other communities where they have both products in the same neighborhood), that their pricing for 16' units for the Warrenton market shows estimated closing prices of right around \$400,000, and \$430,000 for 20' units respectively. **Pro's for 16' T/H's**, additional unit property tax base for the Town, increased tap fee revenues, higher density creates 6 ADU's and provides lower attainable house base pricing for entry level home ownership.

**Commercial Retail:** Over the last 3 years the applicant has proposed many conceptual layouts for commercial retail. The new comp plan 2040, specifically the "Broadview Character District Guidance" proposes that retail parking should be located behind a consistent street frontage that brings development closer to Broadview. This posed a big challenge due to the minimal buildable space between the two entrances along Broadview and Roebling Street. Moreover, there are on-site underground dry utilities that run parallel to Broadview (located in front of the proposed future retail) which further hindered and restricted the placement of future retail. The prohibited cost to relocate these dry utilities was estimated at a just under \$300,000. In order to meet the Town's intent and locate retail closer to Broadview, avoid underground utility relocation cost and build beyond easement setbacks they pose, the applicant had to significantly reduce the previous proposed layout of 7700sf commercial strip retail with an end cap drive thru, to what's proposed on this plan submission, which reflects a 3600sf future retail building. As a result, repositioning the proposed future retail creates intrinsic value by substantially shielding future homeowners, as well as patrons for McMahon's proposed outdoor seating plaza from the noise of Broadview's daily traffic and enhances the overall development. It will require a small reduction in front yard setback and need Town Council approval. Retail elevation is dependent upon future "build to suite" retail tenant specifications. Marketing for future tenants cannot occur until after the rezoning plan, SUP and division of parcels are approved, proposals would be submitted to Town upon future proposed retail development at that time for Town consideration and approval.

**Central Open Space / Park:** Another enhancement locating retail along Broadview was it provided additional space for a generous open space park located in the center of the development. This park would not only serve the residence but also would allow the McMahon's restaurant tenant (O'Brian's) to host small family-oriented festivals for their patrons as well as the residence, and potentially host food trucks if permitted.

**Construction timeline.** Construction would begin at final site plan approval with initial site work. Site work contractor estimates completion within 4 months, give or take. The homebuilder has a timeline of 18 months from the start of construction to the last settlement date. Combined, after final site plan approval, it would take an estimated 22 months to build out and complete construction. No phasing is planned.

**Transportation Impact.** The proposed development will utilize the two existing curb cuts. There is an existing access on Broadview Avenue and Roebling Street. The proposed development will also provide an increase in parking for the existing restaurant that will also be shared for the future retail building. The previous proposed development for this site was Lidl. Reviewing Lidl's 2017 traffic analysis prepared by Gorove/Slade, it shows the grocer would generate 3,269 new trips during an entire weekday, and 4,004 trips on Saturdays. Upon request, Gorove/Slade recently updated their trip generation for this proposed development (using the ITE 10<sup>th</sup> edition), their findings, based on 47 town homes and 6 apartments would generate approximately 360 trips daily. General Retail for 3,600 sf would generate approximately 136 trips daily. Conclusion, transportation impact comparatively is vastly minimal. We can submit clips from the 10<sup>th</sup> edition ITE Manual upon request.

**Impact on Community Facilities.** The proposed development will require connection to public water and sewer. Public water will be connected from the existing waterline along Bear Wallow Road and looped within the site. Public sanitary sewer will be connected from the existing manhole located onsite in front of the existing restaurant.

Stormwater Management will be provided via an underground system. Site Plans will be subject to review by the Town during site plan review.

The proposed development will have no adverse impact on schools, libraries, housing or parks.

**Site conditions.** The proposed development consists of six (6) properties totaling 4.811 acres. The site was previously occupied by the Cheswick Motel, which was demolished in 2018. McMahon's building and current tenant (O'Brian's), which is also part of this development is currently operating seven (7) days a week. The topography of the site is generally flat with elevations ranging from 526' at the rear of the site along Norfolk Avenue to 515' along Broadview Avenue. A portion of the site is located in a 500-year flood plain.

#### **Fire, Rescue, and Police Services.**

The proposed development will rely on Town Services such as fire, rescue and police services. It is expected that the property taxes collected will offset the impact to the Town.

**Lighting.** The Applicant will prepare a detailed lighting plan in conformance with § 9-8 of the Zoning Ordinance and will install lighting in accordance with the plan. This will be reviewed at the time of site plan submission.

**Noise.** The proposed development will not produce a significant increase in noise.

**Screening, Buffering, and other Applicable Development Standards.** The Applicant also proposes a landscaping and buffering program that is set out in the SUP Plan, both on the perimeter of the site and throughout the development.

The applicant respectfully requests the following modifications from Town Council as part of the Special Use Permit:

1. Mixed Use Development is less than 5 acres (4.81 acres)
2. Increase in residential density
3. Reduction in front yard setback for future retail
4. Minimum Town Home lot width 16' and lot area of 1,317 SF