

Narrative and Impact Statement
Embrey Mill Town Center South Phase Conditional Use Permit
for Comprehensive Sign Package

The Applicant, North Stafford Associates, L.C. (“NSA”), seeks this Conditional Use Permit (“CUP”) pursuant to County Code Sec. 28-123(g) to permit the development of its Comprehensive Sign Package for the Embrey Mill Town Center South Phase located on that certain parcel of land, consisting of approximately 20.2762 acres, and shown on the records of the Commissioner of the Revenue of the County of Stafford (the “County”) as Tax Map Parcel Number 29-70K (the “Property”).

Background

The Property is part of the mixed-use development known as Embrey Mill, located north of Courthouse Road near its intersection with Austin Ridge. The Property was rezoned to the County’s PD-2 Zoning District with proffered conditions pursuant to Ordinance O01-08 adopted by the Stafford County Board of Supervisors (the “Board”) on or about March 6, 2001 (the “Embrey Mill Proffers” or the “Proffers”). The Property is located within the Courthouse Planning Area, which the County’s Comprehensive Plan designates as both a Targeted Growth Area (“TGA”) and an Economic Development Priority Focus Area (“PFA”).

The Embrey Mill Proffers commit the development to a phasing plan and specifies the maximum intensity of development allowed in each Phase, while acknowledging that the Phases need not be completed in order. The Property is part of Phase 4, which is to be developed as the Embrey Mill Town Center South Phase (the “Town Center”) consisting of commercial uses., The Town Center serves as a commercial center for the Courthouse Planning sub-area consistent with the recommendations in the Comprehensive Plan that “[e]ach sub-area will include a town center or one or more commercial centers to serve the new residents in this area of the County.” Moreover, the location of the Property along the recently improved Courthouse Road and in close proximity to Interstate 95 make it appropriate for the type of automobile-oriented commercial development typically associated with the County’s B-1 and B-2 Zoning Districts.

Consistent with the foregoing, the Applicant has commenced the commercial development of the Town Center across 15 buildings. The Town Center will feature several national and regional food and beverage establishments with drive thru uses (such as McDonald’s and Popeye’s) pursuant to the CUP approved by the Board via Resolution R21-23. The Town Center will further feature a Wawa food service establishment with drive thru, convenience store, and gas station pursuant to the Board’s approval of Resolution R21-23. Additionally, the Town Center will include a child care center which will operate pursuant to the CUP approved by the Board via Resolution R21-336. The Applicant is also in lease negotiations with national and regional medical and dental establishments, national and regional restaurant establishments without drive thrus, and a national automobile service establishment to occupy space within the Town Center.

Due to the wholly commercial character of the Town Center, the Applicant believes that utilization of the County’s commercial district (B-1, B-2, B-3, RBC, RC, SC and HI) standards for freestanding signage set forth in County Code Sec. 28-129 are more appropriate for this development. Because the Applicant’s Comprehensive Sign Package proposes more freestanding

signage than what is allowed by-right under the PD-2 District Regulations, a CUP is required pursuant to County Code Sec. 28-123(g). However, as illustrated on page 4 of the Comprehensive Sign Package, the freestanding signage proposed for the Town Center is below the maximum allowable signage for *commercial districts* set forth in County Code Sec. 28-129.¹

The Comprehensive Sign Package further limits the maximum area for wall signage to 200 square feet (“sf”) and limits the height of all freestanding signs to 30’ consistent with the County’s commercial district signage standards. In addition, freestanding signage for individual tenants will be subject to the guidelines set forth on page 12 of the Comprehensive Sign Package, and tenant storefront signage will be limited to 2 sf per linear foot of storefront elevation as provided on page 23 of the Comprehensive Sign Package.²

Impacts of proposed CUP use

1. Highway Impact.

The Property is within Phase 4 of the Embrey Mill development, which is located along Courthouse Road and Austin Ridge Drive. Courthouse Road is a 4-lane divided road at this location, while Austin Ridge Drive is a 4-lane road in a location that transitions between divided and undivided at this location. The Property also fronts Sunflower Drive, a spine road which divides Phase 4 and Phase 3A of the Embrey Mill development. The transportation impact analysis (“TIA”) previously prepared by Patton Harris Rust & Associates governs the road improvements required of the Embrey Mill development in this area. No additional transportation improvements are proposed or required. The signage proposed by this CUP application will not generate any additional impacts to highway facilities.

2. Utility Impact.

Water: The Property is within the Urban Services Area and will be served by public water. The signage proposed by this CUP application will have no impact on public water facilities.

Sewer: The Property is within the Urban Services Area and will be served by public sewer. The signage proposed by this CUP application will have no impact of public sewer facilities.

Storm Drainage/Stormwater: The stormwater and storm drainage requirements for the Property are addressed through the Embrey Mill Proffers and the approved State and Federal stormwater and related permits for the Embrey Mill development. The signage proposed by this

¹ For purposes of the Comprehensive Sign Package, the Applicant has calculated building frontage to include building façades that face a public street or a public entry doorway to a building.

² The individual tenants will be responsible for obtaining all County permits and approvals associated with such signage.

CUP application will have no impact of storm drainage or stormwater facilities.

3. Other Impacts.

Noise, Dust and Smoke Impacts: The signage proposed by this CUP application will not generate adverse impacts to users or adjacent property owners from noise, dust, and smoke.

Environmental Impacts: None have been identified on the Property. The Embrey Mill Proffers remain in effect and are sufficient address and mitigate any environmental impacts generated by the commercial development of the Property, and the signage proposed by this CUP application will not pose any additional environmental impacts.

Historic Resources, Cemeteries, and Endangered Species: None have been identified on the Property.

Adjacent Properties: Adjacent parcels surrounding the Property are zoned A-1, B-2, and PD-2, and are largely undeveloped. A number of small residences zoned A-1 are located on the opposite side of Courthouse Road. Commercial development is planned on the opposite side of Austin Ridge Drive. The Market at Embrey Mill retail shops and Publix grocery store have been developed to the west of the Property. The signage proposed by this CUP application will not adversely impact or impede the development of adjacent properties. Moreover, the Embrey Mill Proffers remain in effect and are sufficient to address and mitigate the potential impacts to adjacent properties generated by the commercial development of the Property.

Fire and Rescue: The Property is within the first response area of the Stafford Fire and Rescue Station (Station 2), located approximately 1 mile to the east of the Property on Courthouse Road. The signage proposed by this CUP application will not impact the County's Fire and Rescue level of service. In addition, the directional freestanding signage proposed herein may assist with emergency response.

Schools and Parks and Recreation: The granting of this CUP will have no impact on schools or parks and recreation facilities.