STATEMENT OF JUSTIFICATION- ZONING MAP AMENDMENT –PDH-15

Relationship to Existing Comprehensive Plan for the Town

Essentially there is no comprehensive plan adopted by the Town for this property. This property was annexed by the action of the Town Council. Prior to such annexation, the Subject Property has never been the subject of a comprehensive plan adopted by the town, but was instead addressed only by Loudoun County's General Plan. Therefore, the Comprehensive Plan Amendment proposed with this PDH rezoning essentially starts with a blank slate, and provides the justification for the development program depicted on the Concept Development Plan.

There are a number of policies contained in the Comprehensive Plan that support the development of this property as depicted on the Concept Development Plan. Please refer to the Statement of Justification that accompanies the proposed Comprehensive Plan Amendment for a discussion of those policies.

Protection of Adjoining Properties

The designers of the Catoctin Creek Apartments have taken great effort to provide a substantial setback from the adjoining Old Dominion Valley subdivision. A detailed tree survey was completed and it was determined by the Applicant and the Owner to pursue a plan that preserves over 3 acres of prime forest stand. This forest adjoins parcels owned by the Old Dominion Valley HOA and the Chapman DeMary conservation easement, insuring the preservation of perhaps the most significant forest stand within the corporate limits.

The proposed zoning of the property for multi-family residential, including the proposed environmental protection and generous setbacks from adjoining residences (380 feet), in fact provides better protection of the adjoining properties than the existing zoning district. The CM-1 district, as discussed below, permits a wide range of commercial and industrial land uses including the possibility of outdoor storage and contractor's yards.

The proposed "Tree Preservation and Scenic Area" areas as depicted on the CDP are mature forested areas that will be protected in accordance with a Deed of Easement. The Town of Purcellville will be a Grantee of the Deed of Easement and as such will be able to enforce all terms of the Deed of Easement. Thirty three (33%) percent of the site is a preserved forest, certainly a remarkable amount of open space for development within a corporate limits.

Traffic Impact

A traffic impact analysis has been prepared by Bowman Consulting for review by the Town of Purcellville and the Virginia Department of Transportation. The Applicant is aware of the existing congestion at the intersection of Hirst Road and Route 287. As part of the proffer package being submitted with this application, the Applicant is prepared to provide One Million Dollars ($1,000,000.00) to the Town to be used to both fund improvements needed today as well as address improvements necessary as a result of the proposed development.

Page 5 of the Concept Development Plan illustrates the proposed improvements. The impact of which is analyzed in the Traffic Impact Analysis. These improvements are consistent with the Intersection Improvement Plan proposed by VDOT.

Existing Zoning District

The Purcellville Zoning Map indicates that the property is zoned CM-1. The purpose clause of this district provides as follows.

Section 10. – CM-1 Local service industrial area district

10.1 ***Purpose of the district.***

> ***The purpose of this district is to provide for a wide variety of local and farm service industrial operations, including repair services, building supplies, and open or enclosed storage of products, supplies and equipment, but to restrict or prohibit those service industries which have characteristics likely to produce serious adverse effects within or beyond the limits of the district, in accord with the purposes and goals of the comprehensive plan. Limited manufacturing is also permitted, including open storage of products and materials. In order to***

preserve the land for industry, to reduce extraneous traffic, and avoid future conflicts between industry and other uses, retail and business service uses are limited primarily to those which will be useful to employees in the district and future residential uses are restricted.

Ordinance Provisions

To the best knowledge of the designers of the Catoctin Creek community, the application conforms to all applicable zoning regulations with the exception of a landscape buffer adjacent to two industrial properties- a stair company and a contractor yard. The application proposes a reduction of the landscape buffer from 50 feet to 20 feet. Given the anticipated re-development of these adjoining sites, it is unnecessary to provide a wider buffer.

Special Amenities

As discussed above from a community standpoint, the preservation of the 3 acre forest is the most significant amenity. In addition, the Applicant has proposed a clubhouse and swimming pool for the benefit of the residents of Catoctin Creek. The clubhouse facility is a 4400 square foot facility which contains the management offices, 900 square feet of exterior covered decks overlooking a resort style pool, an 800 square foot community room that incorporates a kitchen, bar, flat screen TVs and a 500 square foot exercise and fitness room. Outdoor clubhouse amenities include a 1500 square foot pool incorporating a shallow pool area for children and built in aqua benches for relaxation. Gas grilling stations under and around the pergolas will be located off of the pool deck. Residents will have access to the Chapman-DeMary nature trail which adjoins the Subject Property on the west and the W&OD Trail. There are additional green spaces located around building #2 as well. The area to the south of building #2 is a more forma area composed of both landscape and plantings that result in a "pocket park." The area to the west of building #2 has been designed as an active recreational space with a children's play area.

Water and Sewer Demand

The Applicant has been in consultation with the Department of Utilities to discuss and review this matter. Preliminary review indicates that each building shall be separately metered, including the clubhouse facility.

It is important to note the Applicant's commitment to water conservation by specifying all Water Sense certified low- flow plumbing fixtures. The Applicant has recently contracted with an engineering firm to provide a water demand analysis for a similar apartment project located in Norfolk, Virginia. This project, the Pointe at Pickett Farm, includes demand projections for one, two and three bedroom units. Based on the demand per unit size, the projected water and sewer demand for the Catoctin Creek project is as set forth below.

1 BR – 30 units @ 103 GPD/unit = 3,090 GPD
2 BR – 113 units @ 154 GPD/unit = 17,402 GPD
3 BR – 33 units @ 205 GPD/unit = 6,765 GPD
Total Project – 176 units = **27,257 GPD** (AVG = 155 GPD/unit)

Catoctin Creek has budgeted $1,250,000.00 for the payment of water and sewer tap fees. Catoctin Creek acknowledges that the Town of Purcellville has a procedure and ordinance in place for the evaluation of request for water and sewer service and is prepared to pay the requisite fee for such service. Catoctin Creek and their consulting engineer will continue to meet with the town staff to determine the water and sewer demand and the accompanying meter sizes and tap fees.

Utility Extensions

The Applicant is exploring and reviewing the options for water and sewer extension to the property. The Concept Development Plan lists such options. The Applicant has entered into an Easement Option Agreement with the owner of the adjoining property to provide access to sanitary sewer (Mason Property). Sheet 4 of the CDP depicts the proposed utility improvements including a looped waterline.

Development Schedule

The principals in Catoctin Creek, L.P. have over 75 years of combined experience as builders and managers of multi-family apartment communities. Given the enormous demand for this project, Catoctin Creek LP proposes to build the project in a single phase. After all Town approvals are in place, the Applicant expects to be able to develop and market the project within a 2 year time period.

Real Estate Valuation comparison

The Town of Purcellville relies in part upon real estate taxes collected as a means of annual revenue. A comparison of the real estate taxes generated from the permitted use and the proposed use of the property is provided below.

The proposed development area of the proposed PDH residential development is 13.72 acres, comparable in size, location and zoning to the Browning subdivision. The Subject Property has approximately 10 acres of development area, after subtracting the area of preserved forest. The land values and building values for the Browning subdivision according to the Loudon County assessor are set forth below.

Browning Industrial Subdivision

Total Acreage before Dedication: 10.8171 acres

Dedication to Town of Purcellville for Browning Court: 0.8138 acres

Developable Area: 10.0033 acres
Total Assessed Land Value: $4,573,800.00
Total Assessed Building Value: $6,868,800.00
Total Assessed Value for Subdivision: $11,442,600.00

Lot 1: .8117 acres
Assessed Land Value (Lot 1 and 2): $741,000.00
Assessed Building Value (Lot 1 and 2): $0.00
Total Assessed Value (Lot 1 and 2): $741,000.00

Lot 2: .8029 acres
Assessed Land Value (Lot 1 and 2): $741,000.00
Assessed Building Value (Lot 1 and 2): $0.00
Total Assessed Value (Lot 1 and 2): $741,000.00

Lot 3: 1.0410 acres
Assessed Land Value (Lot 3 and 4): $1,079,400.00
Assessed Building Value (Lot 3 and 4): $2,307,000.00
Total Assessed Value (Lot 3 and 4): $3,386,400.00

Lot 4: 1.3202 acres
Assessed Land Value (Lot 3 and 4): $1,079,400.00
Assessed Building Value (Lot 3 and 4): $2,307,000.00
Total Assessed Value (Lot 3 and 4): $3,386,400.00

Lot 5: 1.2112 acres
Assessed Land Value: $553,400.00
Assessed Building Value: $1,029,500.00
Total Assessed Value: $1,582,900.00

Lot 6: 1.9403 acres
Assessed Land Value: $887,300.00
Assessed Building Value: $0.00
Total Assessed Value: $887,300.00

Lot 7: 0.8825 acres
Assessed Land Value: $402,500.00
Assessed Building Value: $72,400.00
Total Assessed Value: $474,900.00

Lot 8: 1.0019 acres
Assessed Land Value: $457,400.00
Assessed Building Value: $626,300.00
Total Assessed Value: $1,083,700.00

Lot 9: 0.9917 acres
Assessed Land Value: $452,800.00
Assessed Building Value: $2,833,600.00
Total Assessed Value: $3,286,400.00

According to estimates provided by Tom Johnston of Catoctin Creek LP the estimated cost of the completed apartments and recreational center is $195,000.00 per unit- a total of $34,320,000.00. The Loudoun County assessor's office values rental apartments based on net operating income. Based on the assessed value of the most recently completed rental project in Loudoun County, Mr. Johnston estimates an assessed value of $125,000.00 per unit- a total value of $22,000,000.00

With a tax rate of $.225 per hundred dollars of value, the Catoctin Creek project will produce $49,500.00 in annual real estate taxes to the Town of Purcellville. Conversely the Browning subdivision produces $25,745.85 in real estate. Therefore the Catoctin Creek project will produce an additional $23,5754.15 per year in real estate taxes to the Town of Purcellville.

Demands for Multi-Family Housing

With the continued growth of employment opportunities in the Town of Purcellville and Loudoun County, the need for work force housing increases. Residential growth for the past five year period has lagged behind historic growth rates by both national and regional standards. According to a study conducted by George Mason University, **Housing the Region's Workforce** (October 25, 2011) the region's economy will be inhibited by both a lack of residential units and more particularly a lack of mutli-family housing. The study concludes that the region will need a housing mix with significantly more multi-family units. Loudoun County is projected to add 146,000 new jobs from 2010 to 2030 (see page 4, Table 1- Net New Jobs-2030). The housing demand in Loudoun generated by such jobs is 59,000 houses, including single family house and townhouses, and 38,400 multi-family units (page 6, Table 3 Estimates of Housing Demand by Unit Type 2010-2030). Essentially the study finds a market need for a high percentage of multi-family units to support the projected job creation.

Characteristics of Multi-Family Housing

The Urban Land Institute in conjunction with the Sierra Club, the American Institute of Architects and the National Multi Housing Council collaborated on a report entitled **Higher-Density Development, Myth and Fact** (2005, ULI Catalog Number:N27). The purpose of this report was to explore some of commonly held beliefs regarding multi-family development and determine whether such commonly held beliefs represented facts or myths. Below in summary form are the series of Myths and Facts as set forth in the report.

MYTH: Higher-density development overburdens public schools and other public services and requires more infrastructure support systems.

FACT: The nature of who lives in higher-density housing – fewer families with children – puts less demand on schools and other public services than low-density housing. Moreover, the compact nature of higher-density development requires less extensive infrastructure to support it.

MYTH: Higher-density developments lower property values in surrounding areas.

FACT: No discernible difference exists in the appreciation rate of properties located near higher-density development and those that are not. Some research even shows that higher-density development can increase property values.

MYTH: Higher-density development creates more regional traffic congestion and parking problems than low-density development.

FACT: Higher-density development generates less traffic than low-density development per unit; it makes walking and public transit more feasible and creates opportunities for shared parking.

MYTH: Higher-density development leads to higher crime rates.

FACT: The crime rates at higher-density developments are not significantly different from those at lower-density developments.

MYTH: Higher-density development is environmentally more destructive than lower-density development.

FACT: Low-density development increases air and water pollution and destroys natural areas by paving and urbanizing greater swaths of land.

MYTH: Higher-density development is unattractive and does not fit in a low-density community.

FACT: Attractive, well-designed, and well-maintained higher-density development attracts good residents and tenants and fits into existing communities.

MYTH: No one in suburban areas wants higher-density development.

FACT: Our population is changing and becoming increasingly diverse. Many of these households now prefer higher-density housing, even in suburban locations.

MYTH: Higher-density housing is only for lower-income households.

FACT: People of all income groups choose higher-density housing.

Conclusion

The Joint Venture of S.L. Nusbaum Realty Co. and The Franklin Johnston Group is an experienced builder and manager of multi-family communities. They have identified a significant market need for the construction of the Catoctin Creek Apartments. The proposed development of the Subject Property as depicted on the Concept Development Plan is a superior alternative to the development of the Subject Property for trade and service uses, such land uses permitted by the existing zoning district (CM-1). The rezoning of this property will result in a better development alternative, both aesthetically and environmentally and will provide much needed housing stock for the growing marketplace. The proffer statement that will accompany this application will obligate the Applicant to build in accordance with the Concept Development Plan and to make significant contributions to offset the impact of the development on the community. If the Property develops in accordance with the existing zoning district CM-1, no such proffer can or will be provided in accordance with applicable provisions of the Code of Virginia. The Catoctin Creek apartment with an investment of over $30 million dollars and a projected assessed value of $22 Million dollars will have a positive effect on the tax base of the Town of Purcellville and is a more appropriate land use and architectural form for the gateway to the Town than what is permitted under the CM-1 district regulations.