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TO: Christine Gleckner, AICP – Walsh Colucci Lubeley & Walsh, PC (via email)
FROM: Daniel Galindo, AICP – Senior Planner
SUBJECT: SUP14-01 McDonald's Drive-Through &
SUP14-02 McDonald's Restaurant Over 4,000 Square Feet
DATE: September 9, 2014

I have reviewed the following materials submitted with the two special use permit (SUP) applications for McDonald's:

1. Special Use Permit Concept Plan;
2. Statement of Justification (including the Written Statement describing the proposed use); and
3. Traffic Memorandum.

Based on my review, I have determined that the application is complete, and I offer the following comments to be addressed before the two SUP applications may be heard before the Planning Commission and Town Council:

Special Use Permit Concept Plan

1. The proposed sign must be relocated as it is too close to the right-of-way. Article 6, Section 3 of the Purcellville Zoning Ordinance requires a minimum setback of five feet from any public right-of-way or property line and/or eight feet from electrical transmission lines for free standing signs in the MC district.
2. Provide the letter justifying the proposed number of parking spaces for Town staff's review as noted under the parking summary.
3. Ensure that the description of the dumpster enclosure matches the design approved by the Board of Architectural Review (BAR).
4. Provide information on existing access easements or ingress/egress easements for staff review.
5. While this does not necessarily need to be placed on the concept plan, provide preliminary landscaping calculations and details for review by staff. We need to be able to answer potential questions from the Planning Commission or Town Council about the degree to which the displayed landscaping complies with the Town's regulations.

Statement of Justification & Written Statement

6. Page 1 – Please change the three instances where “M-C” is used to “MC” for consistency with the terminology to be used by the Town in the staff report.
7. Page 1 – Modify the first bullet to state that the BAR approved the architectural design of the building on August 19, 2014.
8. Page 1 – Modify the fifth bullet to state that the sidewalk will be constructed on the McDonald’s property as it incorrectly states that it shall be built in the public right-of-way. Accordingly, a public pedestrian easement will need to be granted to the Town as noted by Public Works.
9. Page 2, #3 – An Exxon gas station and a 7-11 gas station are located near McDonald’s, but there is no BP gas station in Purcellville.
10. Page 4, #8 – Explain how the future widening of Maple Avenue has been accommodated.
11. Page 4, #10 – As noted in comment #7 above, this justification should be updated to note that the BAR approved the building design on August 19th.
12. Page 4, #10 – This is the first of many instances where it is stated or implied that the property is within the Town’s Historic Corridor Overlay District, but this is incorrect. All similar statements should be removed from the document. (See review comments #14, #15, and #17.)
13. Page 4, #11 – Provide information about the projected increase in revenue/meals tax and number of jobs to support those justifications.
14. Page 5, #4 – As noted previously, BAR approval should be noted and reference to the Historic Corridor Overlay District removed. I suggest the text be modified as follows: “However, ~~the site is located in the Historic Corridor Overlay district, and the new building was is undergoing reviewed and approved~~ by the Board of Architectural Review on August 19, 2014 to assure high quality design ~~and compatibility with the corridor.~~”
15. Page 6, #5-7 – See review comment #14.
16. Page 7, #10 – Insert “the” between “along” and “parking.”
17. Page 7, #11 & 1.a – See review comment #14.

Traffic Memorandum

18. Page 1 – Ensure that the correct size is stated for the existing restaurant. The size of the existing restaurant is listed as 3,725 square feet while it is listed as 3,687 square feet in the Written Statement and on Figure 1 within the memo.
19. Page 1 & 8 – Ensure that the correct difference in size is stated. If 3,687 square feet is correct, the resulting increase in area is 701 square feet instead of the 663 noted. This change is requested primarily for clarity, but please ensure that the change from 663 to 701 does not have an effect on the traffic calculations.
20. Any linkage or lack thereof between drive-through traffic and the proposed reduction in parking spaces is not mentioned. The memo only considers vehicles in the drive-through without any reference to the amount of additional vehicles that park on the property. Perhaps the parking justification letter referenced in comment #2 above will note that there have never been more than 20 spaces utilized at any one time, but it seems plausible that the reduction in parking will lead to an additional increase in drive-through traffic that is not being incorporated into the numbers. If true, the results may overstate the degree to which the new drive-through configuration is an improvement over existing conditions. Please consider this issue and revise the memo as necessary.

Once any comments noted in this review or by other referral agencies have been addressed, the applicant should resubmit revised documents for review.

CC: Gary Kilfeather – Area Construction Manager, McDonald’s USA (via email)
Edward Papazian, PE – Kimley-Horn and Associates (via email)
John Kauppila, PE – Kimley-Horn and Associates (via email)
Sean Millot, PE – Kimley-Horn and Associates (via email)
Patrick Sullivan, AICP, CED – Director of Community Development (via email)
Dale Lehnig, PE, CFM – Capital Projects/Engineering Manager (via email)