

August 6, 2019

STATEMENT OF JUSTIFICATION  
Comprehensive Plan Amendment  
Affecting PIN# 333-26-2242-001 and 333-26-2242-002

Applicant: METROPOLITAN DEVELOPMENT  
GROUP AT LOVETTSVILLE LLC  
8521 Leesburg Pike, Suite 720  
Vienna, VA 22182  
Attn: Carlos G. Vazquez

**I. INTRODUCTION**

Metropolitan Development Group at Lovettsville LLC (the “Applicant”) is the contract purchaser of the real estate parcel commonly known as the Engle Tract (consisting of two parcels being identified as PIN#s 333-26-2242-001 and 333-26-2242-002)(the “Property”). The Property contains approximately 35 acres, all within the jurisdictional limits of the Town of Lovettsville (the “Town”). The Property is zoned and mapped to the CI-1 Commercial Limited Industrial and C-2 Mixed Use Business under the Town’s Zoning Ordinance. To the northwest, it borders the existing New Town Meadows. It enjoys access via N. Church Street, past existing the BB&T bank branch and the U.S. Postal Office for the Town. The property continues to the southeast where it abuts the rear of the Lovettsville branch of the Loudoun Public Library and then adjoins the townhouses off of Park Place. The remaining majority of the Property borders undeveloped land within the County of Loudoun.

Efforts to market and develop the Property under its existing zoning and planned uses had been ongoing for an extended time. The property was listed with an experienced commercial real estate firm and exposed to the market through multiple channels and to targeted users and developers. Industrial user interest has been weak and development under current zoning and planning guidelines is likely to be piecemeal and will lack uniformity. The piece by piece installation of the infrastructure will happen at different times and be disjointed.

The Applicant and Property Owners will continue to work with all Town Officials and residents. The Applicant suggests the vision reflected in this application can continue to be refined to address concerns of stakeholders (Town officials and residents). These changes to the Comprehensive Plan should be supported in order to achieve a highest and best use for the Town and to bring to fruition needed support for the Town’s businesses and events.

## II. EXISTING ZONING AND PLANNING

The Property's existing zoning allows for industrial uses **by-right** which would be objectionable and contrary to a homeowner and friendly to small town environment. The potential industrial uses could include;

- Vehicle Repair Shops
- Welding or Machine Shops
- Manufacturing buildings; fabricating, painting, cleaning,
- Building Material Sale outlets
- Funeral Homes
- Construction Contractor Offices
- Printing/Sign Establishments
- Furniture making shops
- Retail nurseries, Greenhouses
- Repair Shops

Hours of operation could extend from 7:00 AM to 11:00 PM.

The guidance in the Town's 2011 Comprehensive Plan (amended in 2017)(the "Town Plan") includes the Planned Land Use Map (Map 4), suggesting the subject Property be developed as Commercial/Limited Industrial largely where the property borders the New Town Meadows residential community, "General Commercial" for a portion abutting the end of existing N. Church Street and bordering the Public Library, with the remainder designated as "Light Industrial." Other references in the Town Plan

## III. PROPOSED LAND USE CONCEPTS

The Applicant's proposed concept for a part of the Property envisions treatment consistent with the "General Commercial" under the existing Town Plan; however, it then bridges the residential perimeters of the Town between the New Town Meadows single-family detached development and the existing townhouses to the south off of Park Place. A ring road extending N. Church Street loops around the rectangular Property, allowing more compact housing lot types within the "loop." Long areas of "Neighborhood Central park" greenspaces in the center of the development provide attractive open space and enhance a village green feel. Once complete, the internal road loop returns behind the Library and orients the residential neighborhood to use this resource. Neighborhood serving commercial

uses would complete the development and blend with additional potential commercial development along N. Church Street, opposite the Post Office.

Smaller scale commercial uses at the junction of the Property and existing N. Church Street would bridge the existing and historic downtown commercial areas along Broad with the Property remainder's proposed residential neighborhood. In turn, the residential neighborhood's internal park provides areas that provide a "green amenity" to the residents and could serve as potential areas for some special events, such as the signature Town Octoberfest.

A potential inter-parcel connector allows a future connection to be constructed by others if the property owned by Lennar/U.S. Home (PIN#333169853000) is developed. The Town Plan already envisions such coordination. See also Town Plan, Chapter 5, Land Use, Policy #25, subparagraph (b).

#### **IV. PROPOSED AMENDMENTS TO TOWN LAND USE DOCUMENTS**

In working with Staff, the Applicant understands the first order of business is to provide Town Council with a preview of potential text and map changes relative to the Property in the Town Plan. These changes would be discussed in context with visual concepts developed by the Applicant. Afterwards, the proposals to Town Plan changes would be open to charette-style discussions for public feedback and refinement. This would be part of the Town Plan text and map amendment application, always subject to requisite approvals by the Planning Commission and Town Council pursuant to public notice and hearing processes mandated by Virginia law and Town Charter.

It is notable that the existing industrial **by-right** use of the property will create much greater vehicular traffic a key town intersection. Please see the recent Traffic Impact Analysis and Executive Summary.

We have conferred with the Loudoun County Public School Planning Department. Currently and at full build out, students from these new homes will not exceed existing/planned capacity for elementary, middle, and high schools.

Assuming Town Plan amendments are put it place to recognize the potential for the Property's coordinated mixed-use development, a new Zoning Ordinance Text Amendment would be crafted to accommodate a new zoning district aligned with the revised Town Plan vision. Again, public hearing and notice would be required along with approvals by the above-referenced bodies of the locality. Finally, a rezoning application would be filed to remap the Property to the new Zoning District, together with such proffers as may be negotiated between the Town

and applicant as provided by Virginia law. Yet again, due procedures for notice and public hearings before Town body approvals would be required.

## **V. CONCLUSION**

The Applicant recognizes the Town's considerable efforts in crafting development policies for future development. The passage of time and continued unsuccessful exposure to the industrial market, however, suggest this Property is unlikely to develop in a unitary, attractive and coordinated fashion as currently planned. The mixed-use proposal outlined above invites the Town to re-envision how this Property can best be utilized to support and enhance the historic fabric of the commercial sector along Broad and the existing town residents while providing a development pattern more consistent with the residential communities to the north and south of the subject. The Applicant is hopeful the concepts it has worked to refine will be adopted and implemented into the Town's past and present for a better future.