

STATEMENT OF JUSTIFICATION ONE FAMILY BREWING

Annexation Application
March 16, 2021
Revised August 3, 2021



Owner:
One Family Brewing, LLC
David Keuhner, Founder/CEO
42078 Fiddlehead Pl.
Stone Ridge, VA 20105-3008

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REQUEST:

One Family Brewing, LLC requests that the Town of Lovettsville amend its corporate limits to annex approximately 11 acres of their 27-acre parcel (#371-39-4189) at 12851 Lutheran Church Road.

LOCATION:

The subject property lies just outside the corporate limits of the Town of Lovettsville. It sits along the east side of the Berlin Turnpike opposite the recently annexed (11/29/18 – Instrument #20181129-0049598) lands of the Lovettsville Volunteer Fire & Rescue Company, Station 12. The property runs eastward to a second frontage along Lutheran Church Road (Route 676). The property adjoins West End Motors, which sits at the corner of Route 287 and Lutheran Church Road. West End Motors also has a request for annexation pending.

ONE FAMILY BREWING:

One Family Brewing, LLC is a limited liability company established by Loudoun resident David Keuhner to pursue his commercial and social goals. On the commercial side, Dave has experience managing multiple Ruth Chris Steakhouses; and breweries, among them Honor Brewing Company and Honor Winery in Napa Valley, and most recently, advising and helping start Three Notch'd Brewing in Charlottesville, VA as well as handling distribution for Funk Brewing in Emmaus, PA.

Dave is also very active in charitable endeavors, particularly those associated with military veterans and their families. Over the last six years, he has raised over \$300,000 for charities for the fallen and injured, most recently raised \$30,000 for holiday gifts and food for homeless veterans in need. Dave has already sponsored charitable events at the site to celebrate Memorial, Labor and Veterans Days; and after raising \$60,000 in private donations has recently unveiled and erected the 65th Gold Star Families Memorial Monument in the United States while working with the Hershel Woody Williams Foundation honoring the families of servicemen and women who sacrificed their lives while serving in the military.



One Family Gives is One Family Brewing’s official non-profit organization that recently launched in December 2020 created with a goal of helping individuals and families in need. Thus far, has raised and given over \$30,000 in gifts and food to families in need while supporting local charities such as Hero Homes of Loudoun, Boulder Crest Retreat, Operation Turbo, We Care Marines, JK Community Farm and others. Whether it is a child who has lost a parent and needs help with a scholarship or a child who is suffering from cancer. One Family Gives wants to help provide a sense of normalcy to that family or child. It could be an elderly person who needs their lawn cut, assisting in donations for disaster relief efforts or a building a ramp into a wounded warrior home, One Family Gives will help by providing financial assistance and support.



Currently, One Family is brewing in Pennsylvania and this past May 2020 released a West Coast style Hazy IPA called “The Fallen” that features the names of 50+ members of our military who have lost their lives to PTSD suicide and killed in action. Proceeds get donated to the Hershel Woody Williams Foundation to help support the building of additional Gold Star Families Memorials in the US. The Fallen is currently distributed in Virginia, Maryland, Pennsylvania, Connecticut, Massachusetts, Louisiana and Washington, DC.



For the last two years, One Family has worked with Dynasty Brewing Company in Ashburn, VA to brew a collaboration beer called “Fall Harvest IPA”. This beer uses fresh hops locally sourced from Hamilton Hops and Fabboli Hops along with locally sourced grain from Virginia. Making this beer truly a “Local” produced craft beer featuring actual fresh harvested hops from Loudoun County.

The immediate plan for the annexed area is to open a family/community-oriented farm-to-table restaurant. The restaurant is anticipated to be a destination in itself, inviting visitors to the German Town of Loudoun. One Family may add a craft distillery to compliment the brewery sometime in the future. This planned farm-to-table restaurant will use Loudoun-farmed produce, fruit and locally raised meats and poultry, as well as crops that he will grow on the property's remaining 20 acres.



One Family Brewing is very family oriented. The goal would be to feature a two-acre dog park that will be completely monitored by the team at One Family Brewing. We want the families to enjoy the property, spend time with each other while not worrying about making sure the dog goes out! In the future, One Family Brewing may want to establish a roadside stand or farm market to sell local produce, including that to be grown on the lands to remain outside the annexation. We want locals and those traveling from around the region to know where their products are coming from.

In the future, One Family would like to add a few small cabins to serve overnight guests and those who travel some distance to visit the restaurant and brewery. One Family wants outsiders to feel welcomed and we want them to enjoy the land. Imagine experiencing what it's like to be a brewer or a farmer for the day. That will be a part of joining One Family on the farm for an overnight stay. There are few options for housing guests and visitors in Lovettsville, and this will help to fill that void and provide a lasting experience to the guest visiting Lovettsville.

The remaining fields will be returned to agricultural use. Traditional corn-soybean rotation is an option, but One Family is talking to an “almost organic” truck gardener about growing pesticide- and herbicide-free for the restaurant trade. The goal is to literally “point” where your salad or your green beans came from.

2011 TOWN OF LOVETTSVILLE COMPREHENSIVE PLAN:

Annexation of approximately 11 acres of One Family Brewing’s 27-acre tract is consistent with and would help realize the goals and objectives of the Town of Lovettsville’s Comprehensive Plan as amended May 31, 2018. In fact, this annexation was specifically identified and recommended in the Plan, and is depicted as “Potential Extraterritorial Development Areas – Area 2” on Map 4: Land Use Plan.

1. LONG-RANGE VISION FOR THE TOWN:

Annexation of part of the One Family Brewing tract would help expand businesses, services and public infrastructure and promoting economic development” as identified in the Long-Range Vision for the Town (page 4). “The Town desires to support local businesses that can best thrive by marketing to the local and larger community as well as pass-through traffic, including bed and breakfast inns, restaurants, retail stores, professional offices, personal services establishments, and agricultural-based businesses.” (page 5). (emphasis added)

Goal 3 (page 5) is to “Accommodate small businesses within the Town, including those that sell locally-sourced products and services.” One Family Brewing is a small family-oriented business, owned by a local family who will have a locally based workforce providing services to the local and larger community as well as pass-through traffic. The food and beer will be prepared on-site with ingredients produced locally.

2. HISTORIC RESOURCES:

One Family Brewing and this proposed annexation will have no impact on historic resources.

3. ENVIRONMENT:

One Family Brewing and this proposed annexation will have no significant impact on the environment.

4. PUBLIC FACILITIES AND UTILITIES:

One Family Brewing agrees to connect to Town of Lovettsville public water and sewer systems. This represents a significant expense to the applicant, both in terms of availability and connection fees, and quarterly service charges. The applicant also faces significant expense in extending these public utilities from opposite Harpers Mill Way, the entrance to the Villas at Lovettsville senior community, and across the Berlin Turnpike (consistent with policy 3 on page 27).

One Family Brewing does propose to use a well on the portion of the tract outside Town Limits for brewing purposes. This is due to concerns about chlorine and water quality. For brewing, water from the Town would have to be dechlorinated. Additional treatment is required to control other parameters. This treatment is more sensitive to variations in system pressure and changes in the Town’s treatment practices than normal residential or commercial uses.

The Town and applicant are working on a water and sewer agreement to establish terms for the required improvements and services. The Town has sufficient capacity to provide these services. The availability fee will help fund improvements in the utility system, and the quarterly fees will help keep the systems sustainable and fiscally sound.

One Family Brewing will have little effect on other public facilities, other than helping fund these services through real estate, property, sales, and meals taxes.

5. ECONOMIC DEVELOPMENT:

It is with respect to economic development that the One Family Brewing annexation would do most to achieve the goals and objectives of the Lovettsville Comprehensive Plan. The opening sentence of this section (page 29) reads:

“Developing the economic base of Lovettsville, which is defined as the local businesses and industries which produce and distribute goods and services for export outside the local region, is essential to planning for the Town’s future.”

That paragraph goes on to endorse “Expanding the Town’s economic base, diversifying the businesses located in Lovettsville...” One Family Brewing will be a very diverse, locally owned business providing necessary services to local residents, and jobs for local residents. The annexation will expand the Town’s current 13 acres of commercial uses by more than 70%, but in a low density, low intensity manner suitable for a key entrance to a historic rural town.

The annexation of a portion of the One Family Brewing tract is consistent with the first goal for economic development:

1. “Promote the establishment of a variety of commercial and light industrial businesses of various sizes, which serve Town and area residents and provide job opportunities, in planned commercial and industrial areas as depicted on the land use plan map.” (page 38)

It is also consistent with policies #2 and especially #24:

2. “Promote a mixture of commercial and/or light industrial uses on sites where indicated on the land use plan map at a scale consistent with that of surrounding areas and neighborhoods.” (page 38)
24. “Seek opportunities to annex properties to allow for further commercial, light industrial, and office developments in support of economic growth and revenue expansion.” (page 41)

6. LAND USE:

According to Table 5 (page 48) in the Comprehensive Plan, there are only 11 vacant commercial/industrial tracts of land in Lovettsville. One of these is the Engle tract, for which a rezoning to largely residential uses is being considered. Consequently, an issue and future need has been identified to study whether sufficient land remains in the Town limits to support growth and enable economic development including new retail businesses, in Lovettsville; or whether the Town should consider annexing property located outside the Town limits (#1, page 50). Consequently, the Town adopted land use policy #18:

18. “Coordinate with Loudoun County to adjust the Town boundary in order to bring entirely into the Town or County certain parcels and/or developments that presently straddle the Town and County if the proposed boundary adjustment is consistent in all respects with the adopted Town annexation policy.” (page 54)

and included a recommendation to consider annexing Area 2; shown as General Commercial, on Map 4: Land Use Plan.

7. TRANSPORTATION:

The One Family Brewing tract enjoys long frontage on the Berlin Turnpike – Route 287. This is the principal road leading to and through Lovettsville. The average traffic volume in 2018 before the coronavirus epidemic was 7,800 vehicle trips per day.

The principal entrance to the restaurant-brewery will be from this road, with the entrance offset midway between the existing entrance to the old fire station, and the entrance for the employee and visitor parking lot at the new fire station. The entrance for the fire trucks and other emergency vehicles at the new fire station will be even further to the south. This entrance will wind across the gentle hills east up to the site of the restaurant-Brewery. This retains a lot of the current open space along the principal entrance to Lovettsville.

A second entrance is proposed off Lutheran Church Road. This entrance would principally be used for private events such as weddings, receptions, special dinners or off hour deliveries to separate this traffic from the more commercial traffic.

Adequate parking will be provided on-site. Overflow and rarely used parking areas will be gravel or stabilized grass.

A traffic study entitled “Traffic Impact Analysis for One Family Brewery, Loudoun County, Virginia” was prepared by MCV Associates, Inc., dated March 8, 2021 accompanies this Statement of Justification. The study did not identify any problems, concluding that all intersections will operate at acceptable levels of service.

LOUDOUN COUNTY ZONING & GENERAL PLAN:

Land use of the One Family Brewing parcel currently falls under Loudoun County’s AR-1.

The new Loudoun County 2019 General Plan shows the subject tract is in the Rural North division of the Rural Policy Area. No environmental, historic or cultural resources are identified on or near the tract. There is no “joint land management area” designated around the Town of Lovettsville as there is around Purcellville and Round Hill. The General Plan notes that “The Town has identified several limited areas outside of its corporate limits that may be candidates for annexation for the purposes of support existing and developing future civic, commercial, or employment uses, and achieving the Town’s economic development goals.” One Family Brewing is in one of the areas identified.

Per the General Plan, Loudoun County pledges to “Support the Town of Lovettsville in efforts to consolidate the development within its boundaries” (Chapter 2-125). The annexation of a portion of the One Family Brewing site would be consistent with strategic action F “Cooperate with the Town of Lovettsville pursuant to County/Town Annexation Agreement/Corporate Boundary Line Adjustment Guidelines on boundary-line adjustments to resolve jurisdictional questions, to serve public and civic uses, and to support the Town of Lovettsville’s economic goals and priorities” (Chapter 2-125&126). This strategic action is also identified in Town Implementation Strategies 1.2.0. (Chapter 7-15) “Support annexations by the Towns when water and sewer extend into a JLMA in accordance with the annexation guidelines in this section and to resolve jurisdictional questions for property owners,” and 1.7.F “Cooperate with the Town of Lovettsville pursuant to County/Town Annexation Agreement/Corporate Boundary Line Adjustment Guidelines on boundary-line adjustments to resolve jurisdictional questions, to serve public and civic uses, and to support the Town of Lovettsville’s economic goals and priorities.”

LOVETTSVILLE ZONING:

The entire One Family Brewing tract is currently zoned AR-1 Agricultural-Rural 1 by Loudoun County. When annexed by the Town of Lovettsville, the annexed property will be zoned in accordance with the Town’s CRA-1 Commercial and Residential Annexation District.

- (b) Permitted uses.
 - (1) Agriculture
 - (2) Bed and breakfast inn
 - (7) Public or private playground or neighborhood park
 - (8) Wayside stand
 - (19) Restaurants and catering services without drive-through windows
 - (23) Microbreweries, microdistilleries and wineries
- (c) Conditionally Permitted uses.
 - (21) Accessory apartment or semi-independent dwelling unit.

A waiver/variance/modification of the street setback standard will be needed. The current criteria of 25-foot minimum and 40-foot maximum is more appropriate for an urban setting such as a village square or main street. One Family Brewing is looking for a more open visual feel, less

abrupt than traffic entering Town and being immediately faced with a building crowding the street. Such would not be consistent with or complement other development in this vicinity.

LOVETTSVILLE TOWN SERVICES:

1. WATER & SANITARY SEWER:

One Family Brewing will have little effect on the capacity of Lovettsville’s public water and sewer systems. The characteristics and strength of the waste should also be similar to that of residential wastes. Maintaining normal business hours, the use should not have significant peaks, such as the morning and evening peak hours experienced with residential uses.

One Family Brewing will construct and pay for all necessary utility extensions. They will pay the standard and appropriate connection, availability and user fees. They will thus pay their way and help fund maintenance and improvements to these municipal utilities.

2. STORM WATER:

No significant changes are projected in stormwater flows and characteristics. Development will have to meet the stringent new state stormwater management regulations which do not permit deleterious impacts downstream.

3. EMERGENCY SERVICES:

One Family Brewing will incur no unusual demands upon emergency services. The Lovettsville Volunteer Fire & Rescue Company #12 will be located just across Berlin Turnpike.

4. RECREATIONAL FACILITIES:

One Family Brewing will not generate any new demand for recreational facilities.

5. TAX REVENUES:

One Family Brewing, when annexed, will pay Lovettsville real estate, property, business, sales, and meals taxes.

6. SCHOOLS:

One Family Brewing will not generate any new demand for public schools.

7. TRANSPORTATION INFRASTRUCTURE:

In the attached “Traffic Impact Analysis for One Family Brewery, Loudoun County, Virginia” prepared by MCV Associates, Inc., dated March 8, 2021, nine intersections were studied, including Berlin Turnpike at the Town Center as well as at South Loudoun Street and Lutheran Church Road. Capacity and queuing analyses were conducted at each intersection using industry standard computerized assessment methods. All study intersections are projected to operate at Level of Service “C” or better, including weekday morning and evening peak hours and Saturday midday peak hours. Intersection approaches are projected to operate at Level of Service “D” or better. This is the same as projected

without the One Family project. Queue lengths are not projected to exceed the available storage length, except at the intersection of Berlin Turnpike and Town Center Drive, where the share of traffic from One Family Brewery is small.

8. POPULATION GROWTH IMPACT:

One Family Brewing would have only secondary, and even then, minimal, impact on population growth.

9. TRASH COLLECTION & SNOW REMOVAL:

The Town of Lovettsville would incur no added costs for snow removal. VDOT handles Berlin Turnpike, and One Family Brewing will be responsible for their own site.

One Family Brewing will contract for commercial trash and waste collection services, and so would not benefit from this municipal service.

FISCAL IMPACT ANALYSIS:

Once annexed, One Family Brewing will pay substantial taxes to the Town of Lovettsville, while requiring minimal services. Commercial enterprises such as One Family Brewing typically place higher demands on police and fire services than residents, but use less of other services, most notably not generating any children for the schools. The Town of Lovettsville will benefit from One Family Brewing’s payments of real estate taxes, business professional and occupational (BPOL) license taxes, sales taxes and meals taxes approaching \$100,000 per year. In addition, One Family Brewing’s fees for water and sewer services are likely to be in the range of \$25,000 per year.

**ONE FAMILY BREWING
TOWN OF LOVETTSVILLE ANNEXATION FISCAL IMPACTS
Estimated Annual Town Taxes & Fees**

		RATE	UNITS	QUANTITY	TAXES & FEES
TOWN GENERAL FUND REVENUES					
3100	GENERAL PROPERTY TAXES				
	Commercial & Industrial Real Estate Taxes	\$0.178/\$100	Assessed Value	\$4,142,400	\$ 7,373.47
3200	OTHER LOCAL TAXES				
	Sales Tax - Rebate from the State	0.1%	Gross Receipts	\$2,600,000	\$ 1,690.00
	BPOL - Business, Professional and Occupational License	\$0.17/\$100	Gross Receipts	\$2,600,000	\$ 4,420.00
	Meal tax	3%	Gross Receipts	\$2,600,000	\$ 78,000.00
TOTAL - GENERAL FUND					\$ 91,483.47
UTILITY FUND REVENUES					
3800	UTILITY REVENUE				
	Water Services	\$ 9.41	1000 Gallons	1040	\$ 9,786.40
	Sewer Services	\$ 14.94	1000 Gallons	1040	\$ 15,537.60
	Fire Sprinkler Fee	\$ 6.67	Monthly	12	\$ 80.04
TOTAL - UTILITY REVENUES					\$ 25,404.04
GRAND TOTAL - ALL TOWN REVENUES					\$ 116,887.51

SUMMARY:

One Family Brewing will become a prominent member of the Lovettsville community. They are a locally owned small family business employing a local workforce

Annexation will be good for both One Family Brewing and the Town of Lovettsville. Annexation will help develop the Town's economic base and generate taxes to help offset the costs of residential services. One Family Brewing will connect to Town water and sewer services, helping generate funding for necessary improvements.

Annexation is also consistent with the Town of Lovettsville 2011 Comprehensive Plan, as amended in May of 2018. Annexation of this commercial property was specifically identified on Map 4: Land Use Plan, therein.