

MEMORANDUM  
Case # REZO-6-16-15373



To: Franklin County Planning Commission

From: Terrance L. Harrington, AICP

Date: June 30, 2016

Tax #s: Tax Parcel #'s 0360019700; 0360020400; 0360020500; 0360021105;  
0370005300; 370005400; 0440000500; 0370005500

District Boone

Applicant: W. Brent Robertson, Franklin County Administrator

Owner: Franklin County Board of Supervisors

#### **REQUEST**

This is a request of the Franklin County Board of Supervisors to rezone approximately 553 acres along Route 220 in the area of Brick Church Road from A-1 Agricultural District to REP (Regional Enterprise Park) District. If approved by the Board of Supervisors, the acreage will be used to develop a major regional enterprise park in Franklin County.

#### **RECOMMENDATION**

The staff recommends that the Planning Commission consider and approve the rezoning petition as requested by the applicant.



## **BACKGROUND**

The County has acquired control, either thru fee simple purchase or option, of approximately 553 acres of farmland in Franklin County. This acreage has been acquired for the purpose of developing a major regional enterprise park in the Boone District of the County. This rezoning request has been submitted to facilitate an economic development initiative that will create the possibility for increased employment and tax base in Franklin County.

## **SITE STATISTICS AND SURROUNDING LAND USES**

<i>Location:</i>	Eight parcels on the West side of Route 220 North, approximately 8.2 miles north of the northern corporate limit of Rocky Mount.
Parcel Zoning	A-1
Existing Land Use:	Vacant – mostly pastureland; farm house and farm buildings are on one portion of the property.
Topography:	Gently rolling
Adjoining Zoning:	A-1 Agricultural District; R-1; Residential Suburban District
Adjoining and Nearby Land Uses:	Agriculture, Single Family, Church

## **COMPREHENSIVE PLAN**

The property is currently designated low density residential in the 2025 Comprehensive Plan. However, as a component of this economic development initiative the staff has prepared plans and analysis to amend the Route 220 North Corridor Plan and designate the Route 220 North corridor area including the planned regional enterprise park area as a designated growth area consistent with State guidelines for Urban Development Areas found in Section 15.2-2223 of the Code of Virginia. A future land use map for the Route 220 North corridor has also been prepared. The Planning Commission and the Board of Supervisors will be asked to amend the Comprehensive plan to incorporate these changes.

## **SITE LAYOUT**

The design and function of this regional enterprise park will be different from other industrial parks in the Franklin County area. The 553 acres is envisioned to be developed into two separate development areas reserved for industrial and associated commercial



uses of various sizes. (See enclosed conceptual layout plan.) The two development areas will be separated by Brick Church Road and acreage devoted to a variety of community oriented uses. These community areas will be suitable for uses such as recreational fields, community parks, walking and biking trails, an event center, natural areas, and interpretive or visitor centers.

Exact locations of proposed building areas or community uses are not determined at this time. As the County markets this new regional enterprise park to prospective businesses, the size and configuration of the park will allow flexibility in site design. This flexibility in site design will benefit the prospective users of the park, and allow the individual business sites to be designed with consideration to surrounding or adjacent residential property owners.

### **ECONOMIC IMPACT**

Planning for this project has included the preparation of an economic analysis report prepared by Chmura Analytics, an economic consulting firm that assists localities in determining the fiscal impact of economic decisions. The report prepared by Chmura for the County estimated that over the build-out period for the park the County and region would benefit from a positive economic impact of over \$300 million and provide the area for businesses that would create over 2000 jobs.

### **TRANSPORTATION**

The County has retained the TIMMONS GROUP, regional consulting firm to undertake a traffic impact analysis (TIA) of the proposed regional enterprise park. The draft TIA has not been completed at the time this report is being prepared, but should be available for public review and discussion prior to the Commission meeting on July 12<sup>th</sup>.

The draft report will likely evaluate existing traffic configurations and conditions on Route 220 and surrounding secondary highways. The report should evaluate various traffic generation scenarios for alternative intensities of regional enterprise park traffic, including truck vs. employee traffic. Recommendations for alterations in median cut locations may be included as well as recommendations on the possible need for improvements at the two proposed park entrances (See conceptual layout plan).

The two proposed enterprise park entrances could be aligned and connected to create a major internal circulation route within the park. Although it is envisioned at this point in time that all roads in the park will be public and thus state maintained, it may be advantageous for smaller service roads to remain in private ownership.

There are various state funding sources that might be available to offset the cost of road construction in or near the regional enterprise park. The funding and funding mechanisms established with the adoption HB 2 by the Virginia General Assembly might be available (thru a competitive process) to make improvements to Route 220 North



and/or park road improvements near Route 220. Economic development access funds will be requested to provide road access to proposed businesses in the park. Revenue sharing funds could also be used for road development or enhancement in and around the park.

### **PUBLIC UTILITIES**

Public water and sewer services will serve all uses within the proposed park. As a part of planning for this project, the County has identified, in conjunction with the Western Virginia Water Authority expanded service areas for public water and sewer. These service areas will extend from Boones Mill to the northern limits of Rocky Mount and include all properties within the proposed regional enterprise park. These service area expansions were approved by the Board of Supervisors at their June 21, 2016 meeting.

Natural gas service is not currently available in Franklin County. The latest proposed route of the Mountain Valley gas pipeline is in proximity to the proposed regional enterprise park. If the pipeline is constructed, it may be a source of natural gas to serve the park via Roanoke Gas.

Storm water is proposed to be handled both onsite and through a series of regional storm water management facilities.

### **PUBLIC COMMENTS**

A town hall community meeting was held on June 7<sup>th</sup> at the Faith Fellowship Church on Wirtz Road. The purpose of the meeting was to present attendees' information about a number of projects and initiatives in the Boone District area, including the proposed rezoning for the regional enterprise park. Approximately 60-70 citizens attended this meeting. Many questions about the proposed park were asked by the citizens who attended, but generally the community response to the development of the park in its proposed location was positive. Citizen comment forms were made available to attendees and have been posted on the County website. Approximately 350 letters were sent to property owners in the area of the proposed rezoning.



**RECOMMENDATION:**

Staff recommends that the Planning Commission consider and **approve** the rezoning petition as requested by the applicants. Specifically:

**SUGGESTED MOTIONS:**

The following suggested motions are sample motions that may be used.

**(APPROVE)** I find that the proposal will not be of substantial detriment to adjacent property, that the character of the projected future land use of the community will not be adversely impacted, that such use will be in harmony with the purpose and intent of the zoning ordinance and with the public health, safety and general welfare. Therefore I move to recommend approval of the petitioner's request to rezone approximately 553 acres from A-1 to REP to facilitate the development of a regional enterprise park.

**OR**

**(DENY)** I find that the proposal is of substantial detriment to adjacent property and that will not benefit in the creation of a convenient, attractive, or harmonious community. Therefore I move to recommend denial of the request.

**OR**

**(DELAY ACTION)** I find that the required information for the submitted petition is incomplete. Therefore I move to delay action until additional necessary materials are submitted to the Planning Commission.

**FRANKLIN COUNTY  
PETITION/APPLICATION FOR REZONING  
(Type or Print)**

I/We, County of Franklin, as Owner(s), Contract Purchasers, or Owner's Authorized Agent of the property described below, hereby apply to the Franklin County Board of Supervisors to amend the Franklin County Zoning Maps as hereinafter described:

1. Petitioners Name: W. Brent Robertson

2. Property Owner's Name: County of Franklin

Phone Number: 540-483-3030

Address: Intersection at 220 and Brick Church Road  
Rocky Mount, VA Zip: 24151

3. Exact Directions to Property from Rocky Mount: 220 N drive 8.2 miles, turn left onto Brick Church Road, Property is 1/2 mile on the right.

4. Tax Map and Parcel Number: 0360019700, 0360020400, 0360020500, 0360021105, 0370005300, 0370005400, 0440000500, 0370005500

5. Magisterial District: Boone

6. Property Information:

A. Size of Property: 554.091

B. Existing Land Use: Agriculture

C. Existing Zoning: A-1

D. Existing number of allowed dwelling units per acre or commercial/industrial development square feet per acre: \_\_\_\_\_

E. Is property located within any of the following overlay zoning districts:

Corridor District     Westlake Overlay District     Smith Mountain Lake Surface District

F. Is any land submerged under water or part of a lake?    Yes    No    If yes, explain.

\_\_\_\_\_  
\_\_\_\_\_

7. Proposed Development Information:

A. Proposed Land Use: Regional Enterprise Park

B. Proposed Zoning: REP

C. Size of Proposed Use: 554.091

D. Proposed dwelling units per acre or commercial/industrial development square feet per acre: \_\_\_\_\_

Checklist for completed items:

- Application Form
- Letter of Application
- List of Adjoining Property Owners and Addresses
- Concept Plan
- Application Fee

I certify that this petition/application for rezoning and the information submitted herein is correct and accurate.

Petitioner's Name (Print): W. Brent Robertson

Signature of Petitioner: 

Date: June 6, 2016

Mailing Address: 1255 Franklin Street, Suite 111  
Rocky Mount, VA 24151

Telephone: 540-483-3030

Owner's consent, if petitioner is not property owner:

Owner's Name (Print): \_\_\_\_\_

Signature of Owner: \_\_\_\_\_

Date: \_\_\_\_\_

Date Received by Planning Staff: \_\_\_\_\_

Time: \_\_\_\_\_

Clerk's Initials: \_\_\_\_\_

CHECK #: \_\_\_\_\_

RECPT. #: \_\_\_\_\_

AMOUNT: \_\_\_\_\_



June 9, 2016

Re: Rezoning request for new business park

Dear Members of the Franklin County Board of Supervisors and the Planning Commission:

On behalf of the County, I am requesting your review and approval of a rezoning request of property recently purchased by the Franklin County Board of Supervisors for its new business park. These properties are located along or near U.S. Route 220 between Plateau Plaza and the Town of Boones Mill. Specifically, this property encompasses approximately 550 acres and is made up of tax parcel numbers: 0360020400, 0360020500, 0440000500, 0360021105, 0370005300, 0360019700, 0370005400, and 0370005500.

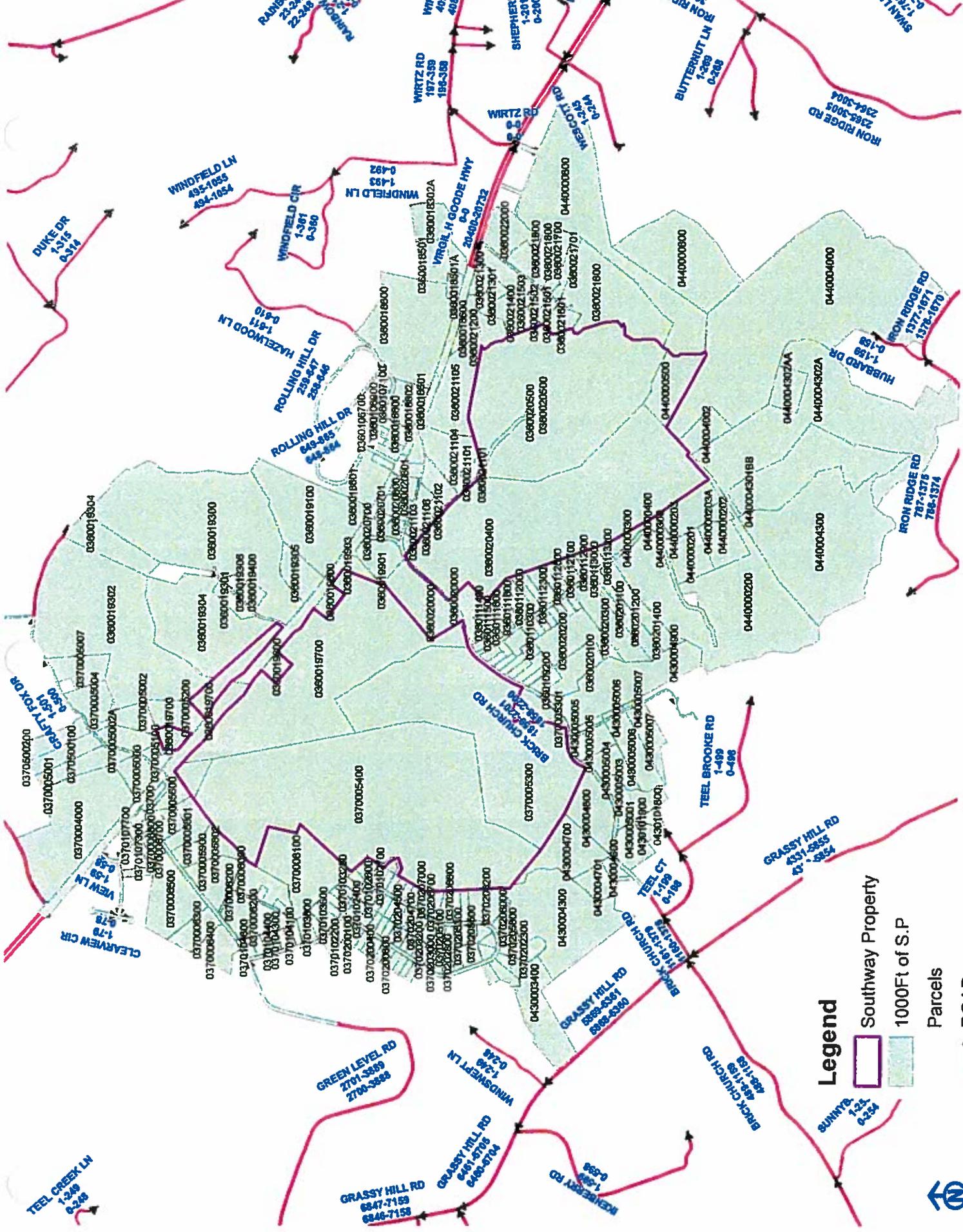
It is the County's intent to redevelop these properties into a business park that will be the center of the County's efforts to bring new jobs and tax base to the community. It is being requested that the property, currently zoned A-1 Agricultural, be rezoned to the new zoning designation REP – Regional Enterprise Park. The new business park will be developed much like existing industrial parks within the County (such as the Franklin County Commerce Center) in that its main purpose will be to attract and house industrial and commercial business entrants. It will differ significantly from existing business parks, both inside and outside of Franklin County, as it will also include a number of amenities that will increase the quality of life for area residents as well as be very attractive to new businesses. Some of the proposed amenities include a recreation park, event center, tourist welcome center, multi-use trails, and a variety of picnic shelters. The County also expects limited retail businesses, mainly restaurants, to locate on the property.

A recent economic impact analysis of the new business park by Chmura Analytics predicted the project will eventually bring in over \$300 million in private investment and employ over 2,000 workers. This represents a transformative positive impact on the local economy. My office respectfully requests your consideration of this rezoning application and my staff looks forward to answering any questions you may have. Please direct any questions or concerns to the County's Economic Development Director, Michael Burnette, at 540-483-3030. Thank you very much for your consideration.

Sincerely,

W. Brent Robertson  
County Administrator

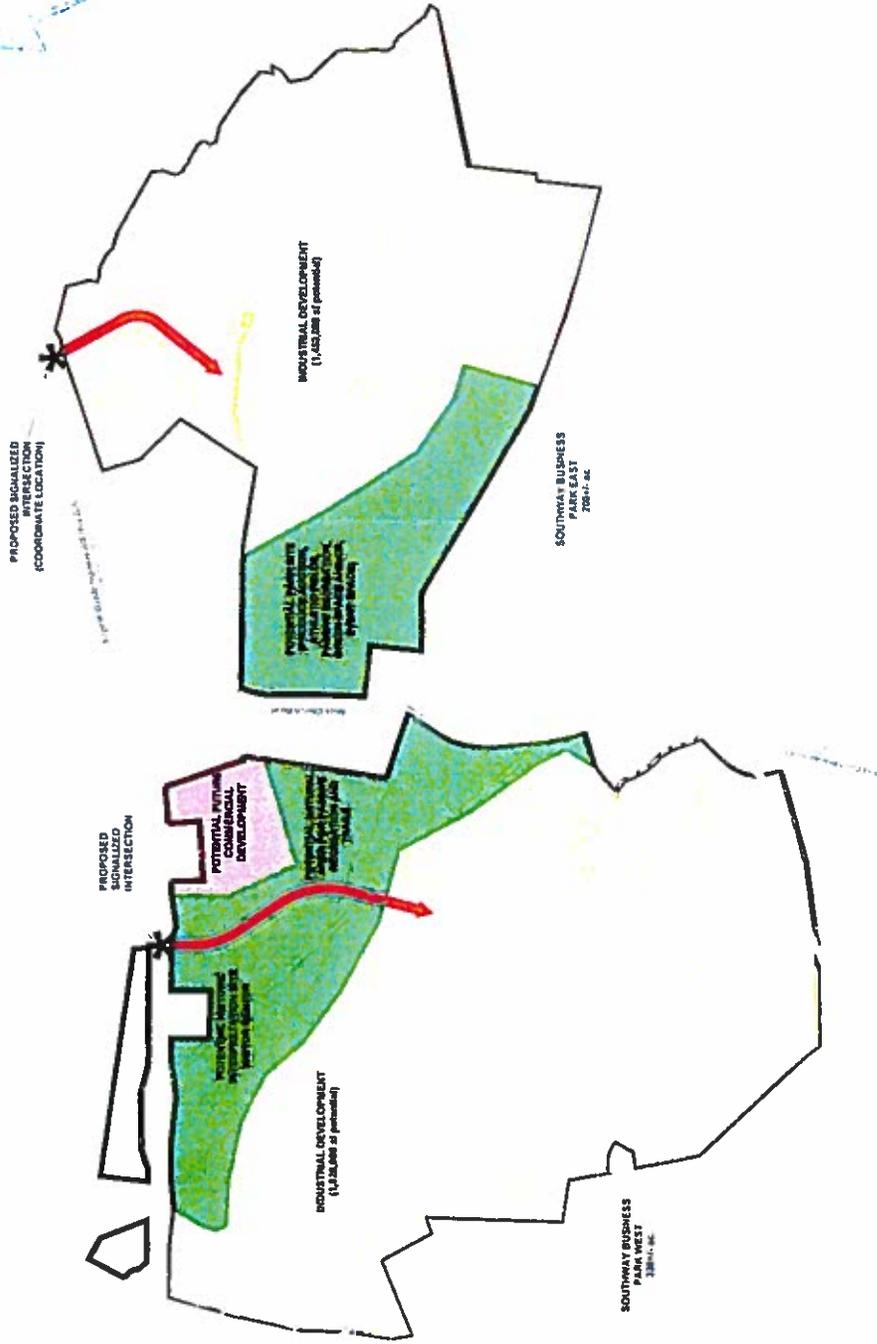
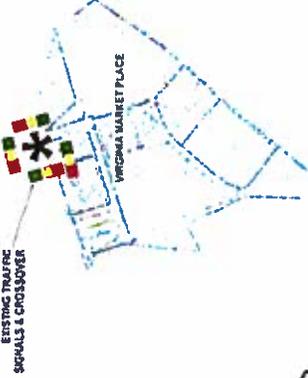
W. BRENT ROBERTSON  
COUNTY ADMINISTRATOR  
1255 FRANKLIN STREET, SUITE 112  
ROCKY MOUNT, VIRGINIA 24151  
(540) 483-3030  
brent.robertson@franklincountyva.gov  
www.franklincountyva.gov



### Legend

- Southway Property
- 1000Ft of S.P.
- Parcels
- ROAD





Concept Plan Showing General Development Areas & Primary Access Locations



**SOUTHWAY BUSINESS PARK**  
**PROPOSED OVERALL CONCEPTUAL LAYOUT PLAN**  
 SITE DEVELOPMENT - JUNE 2013