

STATEMENT OF JUSTIFICATION
GENTLE HARVEST
SPECIAL EXCEPTION & PERMIT – CATEGORIES 13

Project Name: Gentle Harvest
Property Owner: Gentle Harvest 2 LC
Applicant: Gentle Harvest 2 LC
Location: 8372 W Main Street, Marshall VA 20115
(Former PNC Bank building)
Magisterial District: Marshall
PIN: 5959-8-7821-000
Acreage: 0.7503 acres
Zoning: Commercial Neighborhood (C-1)
Comp. Plan: Marshall Service District
Request: Special Exception for a Drive-thru facility in conjunction with a commercial business in accordance with Section 3-313.11
Special Permit for an eating establishment (Fast Food) in accordance with Section 3-313.13

Introduction

The applicant is requesting approval of a Special Exception and a Special permits for their business proposed for the existing PNC Bank building on Main Street in Marshall, Virginia. A Special Exception permit is for use of a drive-thru facility for pick-up of market goods and ready to eat meal with a special permit for the sale of ready to eat meats prepared in the proposed café within the market.

Statement

The Gentle Harvest project offers a fresh start for the iconic Marshall National Bank by opening a prototype store that meets the growing demand for locally sourced food. In addition to repurposing this prominent structure and opening the space to natural light, we will be implementing alternative energy sources to minimize our carbon footprint. This store will continue the revitalization of Marshall while also embracing Marshall's strong farming history and heritage by offering locally sourced organic meat, dairy and poultry products and fresh produce. Open each day from 7:00am to 9:00pm, the store will feature hot, ready to eat meals and a small selection of prepared food with café space inside for our patrons to share a coffee or meal. With over 40 existing parking spaces on site, Gentle Harvest plans to serve an average of 150 customers a day. To add convenience, Gentle Harvest will utilize the existing drive-thru window for customer pick-up of prepared food and market goods. The drive thru will not be a traditional "drive thru" (no "squawk box") as customers can only preorder groceries and prepared food and goods using our mobile app. Customers will not be able to place orders at the window. Customers will be given a specific pick up time in order to reduce stacking and wait times, and while the existing drive-thru has 2 lanes, only 1 will typically be used unless overflow is needed. Furthermore, our customers will be able to pay using a "house account" or directly on the mobile app thus further speeding service times. Gentle Harvest expects to have about 10% of our customers using the drive thru each day (15 customers total).

In addition to providing Marshall with much needed locally sourced food selections, Gentle Harvest will create over 20 new jobs with an average working staff of 8 to 12 employees at any given time. The space is owned and will be operated by Sandy Lerner, who has over 10 years of retail and farming experience in the local community (Home Farm Store, Ayrshire Farm, Hunters Head Tavern).

We're excited about the building renovation but even more so to bring a store of this unique character to Marshall and Fauquier County. The store will not only serve as a convenient location for local residents but a destination store for residents & visitors throughout the region. We believe our look forward to being a responsible leader in the redevelopment of Marshall's downtown district.

SPECIAL EXCEPTION AND SPECIAL PERMIT STANDARDS

The proposed uses are permitted in the Commercial Neighborhood (C-1) zoning district subject to the general standards for Special Exceptions and Permits set forth in §5-006 of the Fauquier County Zoning Ordinance.

General Standard §5-006.1 - *The proposed use shall not adversely affect surrounding properties; shall be consistent with the County's Comprehensive Plan and shall not discourage appropriate development of adjoining properties.*

The proposed uses do not adversely affect surrounding properties, and do not discourage in any manner the appropriate development of adjoining properties. The proposed uses will be located in an existing building on the property and will not require any new construction. Both requests suit the building and the surrounding area as the previous use (bank) operated a drive-thru. With the closure of the IGA and their ready to eat meals, Gentle Harvest would pick up the need for ready eat meals in their café and would offer another option along Main Street Marshall for ready to eat foods and Coffee to the surrounding area.

General Standard §5-006.2 - *The proposed use shall not generate pedestrian or traffic hazards.*

The proposed use will not generate any pedestrian hazards as it is located in an area with sidewalks that serve the pedestrian traffic and has direct access to the existing building. Vehicular traffic to and from the site will utilize the existing entrance onto to Frost Street.

General Standard §5-006.3 - *The BZA may require landscaping/ screening.*

Landscaping is not anticipated as the use is moving into an established building with parking.

General Standard §5-006.4 - *Open Space shall be provided in an amount at least equal to that specified for the zoning district in which the use is proposed.*

Open space is not required for the proposed use.

General Standard §5-006.5 - Adequate utility, drainage, parking, loading and other necessary facilities shall be provided.

The area and building where these use will be located currently exists and has adequate utilities, parking and drainage for the use.

General Standard §5-006.6 - Signs shall be consistent with the Zoning Ordinance; the BZA may apply more stringent requirements.

Any Signage proposed shall be consistent with Zoning Ordinance standards.

General Standard §5-006.7 - The future impact of a proposed use will be considered and addressed establishing a time limit for the use.

The applicant requests no time limitation; however respects the Board's ability to impose a time limitation on the use

General Standard §5-006.8 - The proposed use shall not degrade or deplete air quality, surface water and ground water.

The proposed use will not degrade or deplete air quality, surface water and ground water as all facilities are existing at this time. The applicant is proposing a small addition of approximately 130 sf to the building that will have a minimal effect on the site.

General Standard §5-006.9 - All uses shall comply with lot size, bulk regulations, and performance standards of the zoning district in which it is located.

The proposed use, complies with the lot size, frontage requirements, setbacks, height, and all other performance standards for the Commercial Neighborhood (C-1) zoning district in which it is located.

Additional Standard

5-1306.1 Additional Standards for Drive-Through Facility in the BP District.

-No such facilities shall be permitted for any eating establishment.

The site is not located in a Business Park District

5-1306.2 Additional Standards for Eating Establishments and Eating Establishments, Fast Food in the BP District

-No single "eating establishment" or "eating establishment, fast food" shall exceed 2,000 gross square feet in size.

The site is not located in a Business Park District

TRAFFIC ASSESSMENT

The proposed retail use proposed on the property is approximately 5,500 gross square feet.

Based on the ITE for specialty retail store, the average ADT 44 trip per 1,000 gross square for a total average trip per day of 242 and will not have an impact on Route 55 as it is classified as a major thoroughfare and has as ADT of 5,200.

IN SUMMARY

The applicant contends the proposed uses are consistent with its Commercial Neighborhood zoning designation and with the overall character of Marshall. Additionally, they believe the proposed uses are consistent with the Comprehensive Plan, and the properties Commercial designation and the proposed uses satisfy all applicable Zoning Ordinance requirements. Therefore, the applicant thanks you for your time and consideration and respectfully requests your approval of the Special Exception and Permit requests.

Respectfully:
Carson, Ashley & Associates, LLC


By: James A Carson, Jr.