## **ROCKINGHAM COUNTY REZONING APPLICATION**

<u>Prior to submitting this application</u>, the applicant must have a preliminary meeting with a planner in the Department of Community Development. No application can be accepted until this meeting is held. Call 540-564-3033 for an appointment.

ADDITION T'S CHECKLIST.

1945	FOR OFFICE US	ONLY		
Applicant Meeting Date: NUME 21505	Planner: WT		R208-08	
Application Fee: \$ 2 200,00	Receipt # 304784		Date Received: 4/3/08	
Taxes Paid:	Staking Given:		10.88	
Deadline Date: 4/3/08	PC Hearing Date: 10/7/	08	BOS Hearing Date: 10/22/08	
APPLICANT: Great Eastern Resc	006,		Check if: Owner: Contract Purchaser	
MAILING ADDRESS:Charlottess	ville, VA_22906	EMAIL:	makoebigemassresort.com	
CONTACT PERSON: Mak Koebig		DAYTIM	E PHONE: 540 437-3375	
Send notices to you? Yes If so, include	postal and email address:	<del></del> .		
LOCATION: (NSEW) of (Road Name	) Spotswood Trail		(Route #)33	
approximately _ o _ mil	es/feet (N S(E)W) of (Road !	lame) <u>Reso</u>	ort Drive	
(Route #) _644 i	n Election District # 5			
TAX MAP(S) #: 129- (A) -45C, 129-	(h) AED LATERINGE.	SENT USE: _ <u>u</u>	Undeveloped	
			PCD ZONING TO PCD Master Plan Revision	
INDICATE METHOD OF:	0.31	i	A-2 PCD	
Water Supply		Sewage Dis	posal	
County Water		County Sewer		
City Water *	•	City Sewer		
Community System Well		Community System		
Cistern		Septic System Alternative (Specify)		
			ve full approval by City and County prior to	
conditions (proffers) would add t rezoned. These conditions (pro	o, or modify, the use of	the propert	governing the use of the property. The y that the landowner is requesting to be ommunity Development Office in letter	
form.			_	
		Lich	LL. Hedrwell &	
Signature of Landowner				



# Community Development Master Plan Amendment & Rezoning Report RZ08-08

# Planning Commission October 7, 2008

**Board of Supervisors** October28, 2008

Applicant	Great Eastern Resort Corporation		
Tax Map Id for Master Plan Amendment	129-(A)-45C; 129-(A)-45B; 129-(A)-46B; 129-(A)-57; 129-(A)-57A		
Current Zoning	PCD (Planned Commercial Development)		
Acreage	67.3		
Location	Northeast of the intersection for Spotswood Trail (Rt. 33) and Resort Drive (Rt. 644)		
Rezoning Request	<ul> <li>129-(A)-57A</li> <li>.683 acre</li> <li>From A2 (General Agricultural) to PCD (Planned Commercial Development)</li> </ul>		
Election District	5		
McGaheysville Area Plan	Existing Resort-Related Development		

Staff Recommendation:	Approval	September 25, 2008
Planning Commission:	Approval	October 7, 2008
Board of Supervisors:		

## **GENERAL INFORMATION**

## MASTER PLAN AND NARRATIVE STATEMENT

Great Eastern Corporation is requesting a master plan amendment to the Village Festival Master Plan which was approved in 2004. The area requested for this amendment is 66.3 acres in size and is zoned PCD (Planned Commercial Development).

An amendment request to the PCD requires a Master Plan and Narrative Statement which are attached. The attached Master Plan and Narrative Statement reference the proposed development as Massanutten Station.

Massanutten Station would be mixed use, planned development, with approximately 264,000 square feet of retail space and between 220 and 235 residential units. Also included in this plan are professional offices, an outdoor amphitheatre, concert hall, welcome center, and recreational fields.

Under PCD zoning, residential uses are not allowed on the first floor of any structure. The first floors of all the structures shown on the master plan would be for retail purposes. The second and third stories would be for office and residential use.

The residential units would be used as permanent residences and would not be used as time-share units. Time-share units are not permitted under the PCD zoning.

## REZONING

The applicant is also requesting a rezoning of tax parcel 129-(A)-L57A from A2 to PCD. The primary sign for Massanutten Resort is located on this parcel. If rezoned, this parcel would become part of the Massanutten Station Master Plan. The current sign would remain.

## MCGAHEYSVILLE AREA PLAN

The McGaheysville Area Plan designates this area as Existing Resort-Related Development.

## **ZONING AND EXISTING LAND USE**

The properties are currently zoned PCD and A2. The A2 zoned parcel, 129-(A)-57A, is where the Massanutten Resort sign is currently located.

The approximately 66 acres proposed for master plan amendment currently consist of scattered trees and open fields.

## **Adjoining Properties and Uses**

Direction From Site	Zoning	Existing Land Use
North	A2 PCD	Scattered Residences Massanutten Water Park
East	A2	Scattered Residences
South	A2 MH1 B1 R3	Scattered Residences Leisure Living Retail Businesses, Real Estate Offices, and Restaurant
West	R4	Piney Mountain Acres (Single-Family Residences) Part of Mass. Village Master Plan

## STAFF AND AGENCY ANALYSIS

## UTILITIES

## **Public Works**

Massanutten Public Service Corporation would provide water and sewer service. The Department of Public Works states that the County should have assurance that the water system will adequately serve the existing and proposed development. Great Eastern has submitted certification from the Massanutten Public Service Corporation stating that adequate water and sewer capacity are available.

## Health Department

The Health Department has no comments for this request.

RZ08-08
Great Eastern Resort Corporation
PCD Master Plan Amendment

## **ENVIRONMENTAL**

## Soils

According to the soil survey, the soil characteristics are nearly level to moderately steep, moderately deep to very deep well drained soil. The slowest permeability is slow to moderate and there is a low to high shrink swell potential. This soil is not hydric.

## <u>Floodplain</u>

According to FEMA mapping, the parcel is not located within a 100-year floodplain.

### PUBLIC FACILITIES

## Schools

Students from the proposed development would attend River Bend Elementary, Elkton Middle, and East Rockingham High. With 230 residential units planned for the proposed development, a significant number of school children could potentially be generated by the development.

## **Emergency Services**

This site is located within the response area for the McGaheysville Volunteer Fire Company which is located approximately 1.5 miles away. The McGayhesville station of the Elkton Volunteer Rescue Squad is located approximately 1.7 miles away. The existing and proposed roads should be adequate for emergency access. The applicant needs to determine the fire flow capacity required for the proposed development. The McGaheysville area is continuing to develop and Fire and Rescue anticipate the need for additional personnel in this area to handle the increasing call volume.

RZ08-08 Great Eastern Resort Corporation PCD Master Plan Amendment

## TRANSPORTATION

## **Traffic Counts**

Road	Year	Traffic Count*	Estimated Maximum Tolerable Capacity*
Spotswood Trail (Rt. 33)	2006	19,302	20,000
East Point Road (Rt. 602)	2006	3,498	5,000
Resort Drive (Rt. 644)	2006	8,200	15,000

<sup>\*</sup> Based on vehicles per day

## **VDOT**

As a part of this request, the County and VDOT required the applicant to conduct a Traffic Impact Analysis (TIA) in accordance with Chapter 527. The TIA results are attached as well as the official VDOT TIA comments and recommendations.

The applicant has included in the Narrative Statement the road improvements to be incorporated into the proposed development as well as those improvements scheduled to be completed by VDOT. Please see the attached documents for more detail.

## SUMMARY

## Considerations

- The McGaheysville Area Plan designates this area as Existing Resort-Related Development.
- A master plan for a retail center was originally approved with the rezoning of this area to PCD. There are two primary differences between the approved master plan (Village Festival) and the proposed master plan (Massanutten Station).
  - The first is the inclusion of residential apartments and condominiums above the commercial areas. The original master plan did not have a residential component.
  - 2. The second difference is the increase in commercial square footage. The original plan called for approximately 150,000 square feet of retail

RZ08-08 Great Eastern Resort Corporation PCD Master Plan Amendment

and commercial space. The proposed amendment would increase this square footage to approximately 264,000 square feet.

- The proposed amendment would create a planned mix-use development comprised of retail, entertainment, recreation, and residential uses.
- The Massanutten Public Service Corporation has stated that adequate water and sewer capacity are available for the proposed development.
- A TIA was conducted for the proposed development, and the applicant has agreed to make the designated improvements, recommended by VDOT, to the surrounding road network.

Staff Recommendation: Approval

September 25, 2008

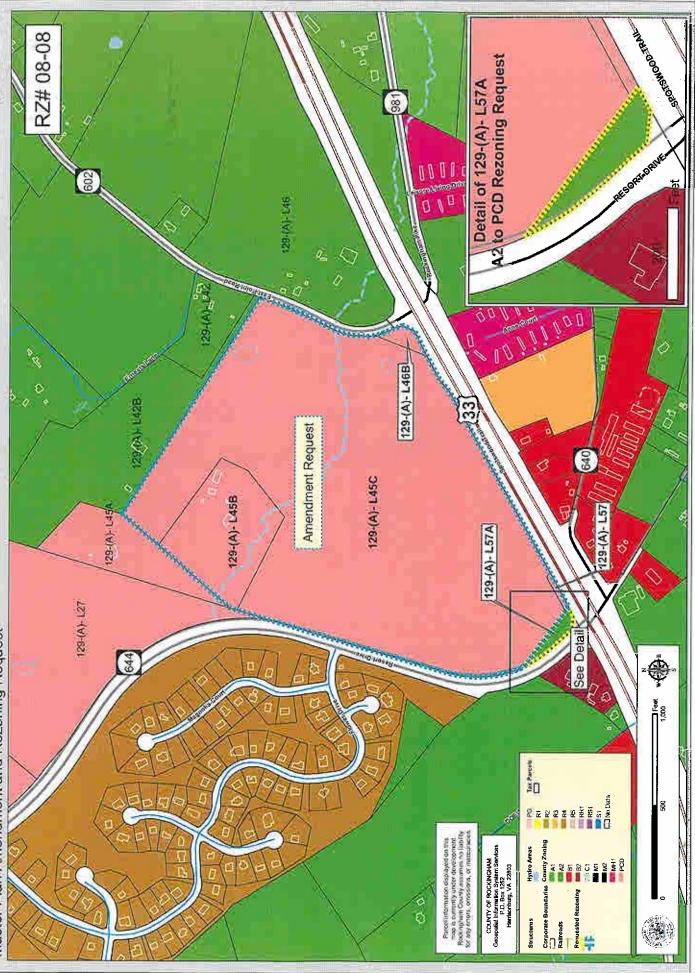
The McGaheysville Area Plan designates this area Existing Resort-Related Development. The proposed master plan amendments would create a master planned community with a harmonious mix of retail, entertainment, recreational, and residential uses. The proposed Massanutten Station would be consistent with the Comprehensive Plan's designation of this area and it would be compatible with the surrounding land uses which consist of resort-related development and retail businesses.

Planning Commission Recommendation: Approval October 7, 2008 Concurring with Staff, the Commission recommended approval on a 4-0 vote.

PC Hearing Date: 10-07-08 BOS Hearing Date: 10-22-08

# Great Eastern Resort Corporation

Master Plan Amendment and Rezoning Request



## NARRATIVE STATEMENT

## MASSANUTTEN STATION

## A Planned Commercial Development District **Great Eastern Resort Corporation September 15, 2008**

Massanutten Resort is a thriving four-season resort and community of over 1,000 single family homes, 1,300 timesharing units, a first rate ski operation, and a state-of-the-art water park. For more than 30 years, Massanutten Resort has welcomed vacationers and local residents as they experience the beautiful Shenandoah Valley. Developed commercially in the early 1970's, Massanutten follows a long regional tradition of providing rest, relaxation, and entertainment to people seeking to get away from hectic urban life. Resorts and restorative health retreats have been drawing families to Rockingham County and Massanutten Mountain since the late 1800's. Today Massanutten Resort offers a variety of activities and amenities to guests and residents throughout the year, including snow sports, golf, hiking, water rides, dining, live entertainment and shopping.

At the junction of US Route 33 (Spotswood Trail) and Resort Drive (SR 644) lies a 67 acre parcel that will become Massanutten Station, the gateway to Massanutten Resort. The proposed Massanutten Station will welcome guests and residents to a unique mix of resort shopping, dining and entertainment amenities, as well as provide luxury condominium residences for a select few.

## Project Objectives & Character

Massanutten Station will be located at the entrance to the existing resort, as shown on the Master Plan, and will include a mix of retail, residential, recreation and entertainment features. This project will enhance the overall resort experience for guests and offer recreational amenities for local residents by blending planning aspects of New Urbanism and Green Building with design concepts and material selections that are responsive to the overall goals of the project.

## Some Planned site elements include:

- Residential Units
- Retail/Shops
- Outdoor Amphitheater
- Special Event/Community Center Recreation Fields
- Concert Hall
- Arcade
- Open Air Market
- Professional Office

- Service Enterprises
- Dining/Restaurants
- Walking Trails
- Movie Theater
- Wellness Center/Spa Facility
- Area Information Center

The commercial development at Massanutten Station will provide a vacation shopping experience for the Massanutten Resort guests. A variety of shops and services, selected for the vacation market, will be scattered along a tree-lined main street that will run parallel to Resort Drive. Additional commercial buildings, including three to five out-parcels, will front on Spotswood Trail and Resort Drive. Between the two primary commercial areas will be a 1.6 acre lake system that will provide a park-like environment with interconnecting pedestrian walkways with landscaping, flower beds, planters and features such as benches and picnic tables. The areas between the commercial shops may also contain outdoor cafe dining, ice cream/drink/snack stands, specialty kiosks, and other similar seasonal uses.

Located throughout Massanutten Station, parking areas will be relatively small, well landscaped and convenient to the retail shops. Parallel parking will also be located along the main street allowing easier access to those shops. Off street loading and unloading will be considered for each shop during the design phase and planned as needed. Although parking will be located convenient to each commercial building, emphasis will be placed on pedestrian travel within the shopping area. Benches, pocket parks and picnic facilities will be located throughout the commercial development.

The central area and a focal point of the commercial area will be a large park with a series of small ponds, which are also an element of the storm water management providing both detention and water quality, plus a small amphitheater. The amphitheater is intended for use as an enhancement to the shopping experience, providing an outdoor entertainment venue. It will also serve as a place to rest, relax, and picnic when not in use for entertainment.

The buildings within the commercial area will be designed without a conventional 'front' and 'back' that is usually associated with retail sales development. Buildings will be designed to present an attractive appearance from any side and many of the shops will incorporate a walk-through design with multiple entrances as part of the overall pedestrian-friendly concept.

Due to the nature of the vacation market, most shops will not have conventional loading doors and docks. Although there will be strategically located loading areas designated throughout Massanutten Station, most shops do not have the large volume of inventory associated with 'big box' retail and will receive goods delivered by hand trucks or dollies by way of the pedestrian walkways. In similar vacation market shopping developments, most inventory is delivered by smaller single-unit trucks rather than tractor-trailers.

Located above the ground-floor retail establishments will be second floor office space and 220-235 second and third floor residential units. The multi-use design incorporating residential dwelling units into the development project that includes retail stores, restaurants, and office space reduces the need for the residents to travel off-site. Mixed-use development is considered to be one of the most efficient concepts for development of large tracts of land by encouraging pedestrian travel within the development and reducing the impact on the surrounding traffic system.

The residential units are expected to be used as permanent residences used by prospective owners at Massanutten Resort and by Great Eastern for Resort guests and visitors on business.

9/15/2008 2 | Page

The careful selection of building materials, colors, and landscaping elements will insure Massanutten Station will be an attractive addition to the community. Landscaping will be an important element of the Massanutten Station development. At a minimum, landscaping will conform to the strict regulations for the Planned Commercial Development District. Particular attention shall be given to the perimeter buffers. Existing mature trees shall be supplemented with new plantings to create screening that shall act as a visual and noise barrier wherever appropriate to protect adjacent properties. In the unlikely event that vegetative screening, alone, will not accomplish the intended purpose, walls, fencing and earthen mounds may be incorporated into buffer areas. Landscape development for building sites within Massanutten Station will foster a compatible, water-conserving landscape statement consistent throughout the development.

## Approximate Development Schedule

The Site Work Phase of Massanutten Station is scheduled to begin after requisite approvals, engineering and design is completed. Construction shall begin when economic and market conditions dictate.

## Land Area Sales & Leasing

The out-parcels at the southwest corner of the site and along Spotswood Trail and the land along Routes 644, 602 and 33, designated as additional highway right-of-way, are the only tracts expected to be conveyed. Restrictions will be placed on development of the out-parcels to insure that architectural and landscaping standards will be the same as other portions of Massanutten Station.

Great Eastern may rent or lease commercial buildings or building space for retail or other commercial uses compatible with the character of the development. It is also possible that Great Eastern may enter into an agreement with a commercial development management company, existing or to be established, for the ownership and management of Massanutten Station.

## <u>Streetscape</u>

In general, streetscape will be planted with a variety of trees, shrubs, and perennials, with a drought-resistant turf grass such as turf-type tall fescue. Boulevard islands will use a combination of mid-size shrubs and trees on each end of the islands and large street trees in the center of the islands. Streetscapes shall be appealing, but they shall not compete for attention with the retail function of the adjacent commercial businesses and shall focus on a high degree of pedestrian comfort.

## **Buildings**

The exterior architectural style of all buildings planned for Massanutten Station will be aesthetically compatible with the character of the Resort. Structures will incorporate the use of exterior siding and stone in keeping with the 'mountain' theme and will be marked by broken roof lines and walls.

The majority of the buildings will be three stories above basement with some multi-level entrances on sloping ground. The second and third stories will contain office space and residential units. The combined area of all commercial retail space will be approximately 264,000 square feet. The combined area of all second story office space will be approximately

9/15/2008 3 | Page

12,000 square feet. There are planned to be a total of 220-235 residential units on the second and third floors. All buildings will be constructed in such a manner that the ridgeline height shall not exceed 45 feet.

## Use, Maintenance, & Protection of the Property

Great Eastern Resort Corporation will be solely responsible for the construction, use, and maintenance of Massanutten Station, either directly or through a subsidiary corporation, an independent corporation, or one to be established for management of the project.

Definitive restrictions and covenants will control the use and operation of all leased commercial space and out-parcels to insure the nature, character, and quality of the development is not compromised.

Great Eastern will maintain all private roads, parking areas, sidewalks, pedestrian ways and trails, open areas and parks, utilities, storm water management facilities, signs, lighting and all landscaping and buffer areas.

Massanutten Public Service Corporation will provide water and sewage treatment and will own and maintain the water and sewer lines as part of the existing Massanutten system.

## Public Roadway Improvements

The following roadway improvements shall be incorporated in the development in order to mitigate the site's traffic impact on the surrounding roadway network:

- The development shall provide ROW for and construct proposed additional WB lane along Rte 33 between Routes 602 and 644 to VDOT standards at the same time that the site's proposed right in/right out entrance along Rte 33 is constructed. This site entrance shall include a raised median.
- The development shall ensure that adequate site distance is available in both directions within ROW at proposed Rte 602 site entrance. Due to proximity of this proposed Rte 602 entrance to Rte 33, the development shall provide ROW for and construct an additional lane along Rte 602 between Rte 33 and the proposed site entrance in order to provide back to back LT lanes at the site entrance (NB) and at Rte 33 (SB) at the same time as the site's proposed Rte 602 is constructed.
- The development shall provide adequate ROW and construct a 200' SB RT taper at Rte 602 site entrance at the same time as the site's proposed Rte 602 site entrance is constructed.
- The development shall agree to construct a traffic signal at the southern site entrance
  along Rte 644 upon request by VDOT, up to a period of 5 years after full site buildout.
  This site entrance shall include a raised median, provide free flow inbound movements
  internally, and provide three outbound lanes with outbound double LT lane, based on
  TIA volumes and LOS analysis. A signal agreement shall be a part of the entrance
  permit.
- The development shall agree to construct a traffic signal at the Flower Drive site entrance along Rte 644 upon request by VDOT, up to a period of 5 years after full site buildout. Site entrance shall include a raised median and free flow inbound movements internally. A signal agreement shall be a part of the entrance permit.

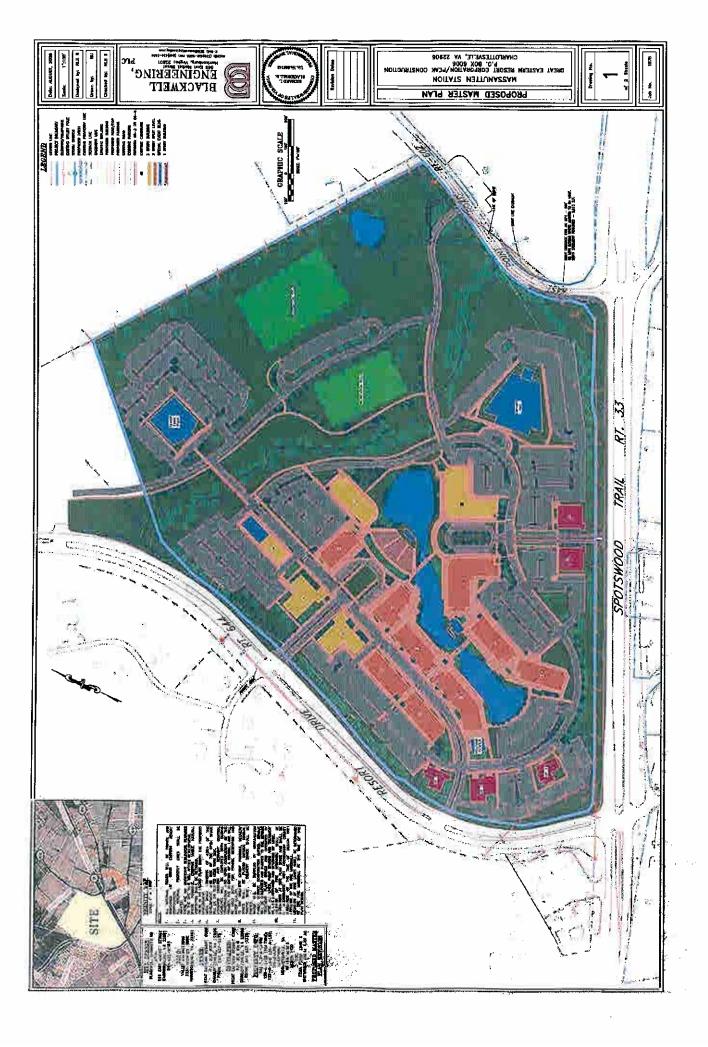
9/15/2008 4 | Page

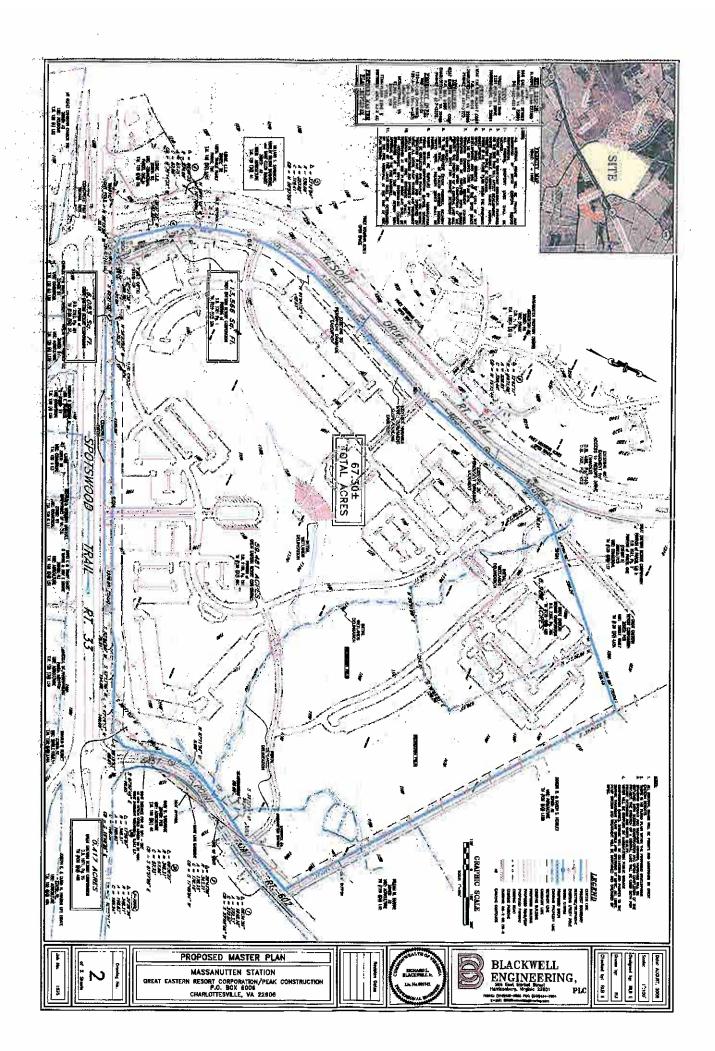
Prior to the road improvements to be constructed by the Massanutten Station development, VDOT is planning to construct improvements to the existing left turn lane at the intersection of Rt. 33 East bound and Resort Drive (Rt. 644) and the addition of a second left turn lane to create 400 ft. dual left turn lane with a 200 ft. taper. Also, a 110 ft. right turn lane on Rt. 33 onto Rockingham Pike Rd. (Rt. 981) and a traffic signal at the intersection of Rt. 33 and Routes 602 and 981 will be constructed by VDOT prior to Massanutten Station development.

## **Signage**

Various signs at points of entrance to Massanutten Station will be constructed and maintained by Great Eastern Resort Corporation. All signs will be in accordance with Rockingham County sign ordinance. The existing Massanutten Village sign located at the intersection of Resort Drive (Rt. 644) and Spotswood Trail (Rt. 33) is presently on TM 129-(A)-L57A. This parcel will be included in the Massanutten Station rezoning but will maintain "grandfather" status as a Massanutten Village and/or Massanutten Resort sign.

9/15/2008 5 | Page







# COMMONWEALTH of VIRGINIA

## **DEPARTMENT OF TRANSPORTATION**

P.O. Box 2249 Staunton, VA 24402-2249 www.VirginiaDOT.org

DAVID S. EKERN, PE COMMISSIONER

> Mr Joe Paxton Rockingham County Administrator 20 East Gay Street Harrisonburg, VA 22802

Dear Mr Paxton:

In accordance with §15.2-2222.1 of the Code of Virginia and the Virginia Traffic Impact Analysis Regulations, 24 VAC 30-155 (also known as Chapter 527), a traffic impact analysis was prepared by Blackwell Engineering on the rezoning application for the proposed Massanutten Station Mixed Use Development.

We have evaluated this traffic impact analysis and find the report conforms to the requirements of Chapter 527 in regard to the accuracy of the methodologies, assumptions and conclusions presented in the analysis.

Attachment A summarizes key findings of this traffic analysis. Attachment B summarizes VDOT recommendations for mitigation of traffic impacts that this proposed development will cause along roadways maintained by VDOT.

I am available at your convenience to meet with you, the Planning Director, the Planning Commission, and the Board of Supervisors to discuss the findings of our report and answer any questions. I also would appreciate the opportunity to present these recommendations at any public meeting on this project.

Finally, we ask that you include this traffic analysis and VDOT comments in the official public records (meeting minutes, staff report) on this application and placed in the case file for this application. VDOT will also make these comments available to the public on our VDOT public website.

Sincerely,

Don F. Komara

Residency Administrator



# COMMONWEALTH of VIRGINIA

## **DEPARTMENT OF TRANSPORTATION**

P.O. Box 2249 Staunton, VA 24402-2249 www.VirginiaDOT.org

DAVID S. EKERN, PE COMMISSIONER

## Attachment A Key Findings of Traffic Analysis

The traffic study analysis indicates the following:

- The proposed rezoning for this phased mixed use development will include 233 multi-family residential units and about 300,000 sq ft of mixed commercial uses, including retail, office, garden center, concert hall, community center and outdoor amphitheater. This proposed site will generate about 22,000 daily weekday trips, and about 850 / 2,500 trips during the weekday AM / PM peak hours respectively. By contrast, Rte 33 currently carries about 20,000 vehicles per day in this vicinity.
- It is our understanding that the applicant proposes to construct a continuous WB lane along Rte 33 between Routes 644 and 602, and a SB RT lane along Rte 602 at Rte 33 intersection. The applicant also proposed to add a NB LT lane and a SB RT taper at their Rte 602 site entrance.
- After full buildout of the site in 2013 and construction of above proposed improvements, Rte 33 / Rte 644 signalized intersection will operate at an overall LOS-D during all peak period evaluated. Rte 33 / Rte 602 signalized intersection will operate at an overall LOS B or C during the 2013 peak periods evaluated.
- The southern site entrance and Flower Drive site entrance approaches along Rte 644 will operate at LOS F during multiple peak periods under stop sign control. The TIA indicates that both of these Rte 644 entrances meet peak hour signal warrants during all three peak hours evaluated.



# COMMONWEALTH of VIRGINIA

## **DEPARTMENT OF TRANSPORTATION**

P.O. Box 2249 Staunton, VA 24402-2249 www.VirginiaDOT.org

DAVID S. EKERN, PE COMMISSIONER

## Attachment B VDOT Recommendations

Following are VDOT recommendations for roadway improvements by the applicant in order to mitigate the site's traffic impacts on the surrounding roadway network:

- Applicant should provide ROW for and construct proposed additional WB lane along Rte 33 between Routes 602 and 644 to VDOT standards at the same time that the site's proposed right in / right out entrance along Rte 33 is constructed. This site entrance should include a raised median.
- Applicant should ensure that adequate site distance is available in both directions within ROW at proposed Rte 602 site entrance. Due to proximity of this proposed Rte 602 entrance to Rte 33, applicant should provide ROW for and construct an additional lane along Rte 602 between Rte 33 and the proposed site entrance in order to provide back to back LT lanes at the site entrance (NB) and at Rte 33 (SB) at the same time as the site's proposed Rte 602 entrance is constructed.
- Applicant should provide adequate ROW and construct a 200' SB RT taper at Rte 602 site entrance at the same time as the site's proposed Rte 602 site entrance is constructed.
- Applicant should agree to construct a traffic signal at the southern site entrance along Rte 644 upon request by VDOT, up to a period of 5 years after full site buildout. This site entrance should include a raised median, provide free flow inbound movements internally, and provide three outbound lanes with outbound double LT lane, based on TIA volumes and LOS analysis. Signal agreement should be part of entrance permit.
- Applicant should agree to construct a traffic signal at the Flower Drive site entrance along Rte 644 upon request by VDOT, up to a period of 5 years after full site buildout. Site entrance should include a raised median and free flow inbound movements internally. Signal agreement should be part of entrance permit.



August 26, 2008

Mr. Mak Koebig, President & CEO Peak Construction Co., inc. 3779 Palmer Rd. Suite 2 McGaheysville, VA 22840

Dear Mr. Koebig:

As a follow up to our conversation, this letter is to confirm that Massanutten Public Service Corporation has adequate water and wastewater treatment capacity to serve the commercial area as outlined in your Plan Amendment and Master Plan through the year 2013.

It should also be noted per Article II of our February 2002 Agreement, that additional water supply and storage will continue to be added as necessary to meet the future needs of the Great Eastern Resorts Master Plan.

We look forward to our continued good working relationship, and if you need any additional information, please don't hesitate to contact me.

Sincerely

Carl Daniel

Regional Vice President

C.

Martin Lashua Larry Hough

CD/rs