



COUNTY OF PRINCE WILLIAM

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PLANNING
OFFICE

Rebecca Horner, AICP, CZA
Director of Planning

July 13, 2018

TO: Planning Commission

FROM: Scott F. Meyer
Planning Office

RE: Special Use Permit #SUP2018-00004, Panera Drive-Through on Prince William Parkway
Occoquan Magisterial District

I. Background is as follows:

- A. Request – To allow a drive-through facility and associated signage modifications for a restaurant to be located on a newly created pad site within an existing parking lot along westbound Prince William Parkway in Planned Business District, PBD (retail) zoning.

SUP Proposal: Drive-through facility and signage modifications for restaurant	Required / Allowed (PBD zoning – retail, B-1 implementing designation)	Provided / Proposed with SUP: Panera Bread restaurant, with drive-through and signage modifications
SUP Area	N/A	SUP Area = ±1.05 acre pad site; (4,500 SF building space, drive aisle, parking, landscaping, access, and drive-through lane) Entire Parcel = ±9.77-acres
FAR	0.40	0.098 proposed
Height	45 feet	Up to 26 feet proposed
Open Space	20%	24.90% proposed
Parking	1 space per 75 net SF; 45 spaces required	55 spaces required
Average Vehicle Daily (ADT) Trips	N/A	204 trips (peak hour weekday) 266 trips (peak hour Saturday) 2,233 ADT (average daily trips); per provided TIA
Freestanding Sign	1 per lot (shopping center); 40 SF in Urban HCOD; Limit of 10 feet in height	1 sign for SUP site 80 SF; 15 feet in height

SUP Proposal: Drive-through facility and signage modifications for restaurant	Required / Allowed (PBD zoning – retail, B-1 implementing designation)	Provided / Proposed with SUP: Panera restaurant, with drive-through and signage modifications
Building Façade Signs	<p>3 façade signs;</p> <p>1.5 SF per foot of building front or unit width, within 100 ft. of ROW</p> <p>2 SF per building front or unit width, greater than 100 ft. from ROW</p>	<p>6 façade signs (4 Panera Bread) (2 Drive-Thru)</p> <p>144.20 SF total Panera = 128.15 SF; (30.5 SF x 3 signs = 91.50 SF; 36.65 SF x 1 sign)</p> <p>Drive-Thru = 16.84 SF; (8.42 SF x 2 signs)</p>
Preview / Menu Board	<p>1 preview board; 1 menu board</p> <p>Maximum length of 8 feet;</p> <p>Maximum height of 6 feet</p>	<p>1 menu board; 2 preview boards</p> <p>7.37 ft. = length of menu board; 4.71 ft. = length of preview board;</p> <p>5 ft. 11 in. = height of menu board and preview board; 9 ft. 5 in. order speaker</p>

- B. Site Location – The special use permit (SUP) site encompasses ±1.05 acres and is located at the northeastern corner of an existing parking lot for a commercial/retail service shopping center on the western side of Prince William Parkway. The subject site is located ±415 feet south of the intersection of Prince William Parkway and Caton Hill Road; in front of an existing Target big-box retail store; is currently addressed as 2460 Prince William Parkway; and is identified on County maps as GPIN 8292-83-8773 (portion). See maps in Attachment A.
- C. Comprehensive Plan – The site is designated REC, Regional Employment Center, and ER, Environmental Resource, in the Comprehensive Plan, and is located within the Parkway Employment Center Sector Plan special planning area.
- D. Zoning – The site is zoned PBD, Planned Business District, (retail), as proffered through #REZ1994-0033 (Parkway Crossing), and is located within the Prince William Parkway Highway Corridor Overlay District.
- E. Surrounding Land Uses – The subject SUP site/pad site is located within an existing parking lot, which is located at the northwestern portion of the Parkway Crossing West shopping center (see Attachment A for maps). To the north of

SUP site is drive aisle and parking areas, landscaping area at the property line, and the Caton Hill Road off-ramp access that is just located offsite. South of the site is drive aisle and parking areas in associated with a Wendy's restaurant with drive-through facility. East of the site is landscaping/tree areas at the SUP site frontage/property line along eastbound Prince William Parkway. Additional drive aisle and parking areas for the shopping center and a Target big-box retail store is located to the west and more interior on the property.

- F. Background & Context – The Applicant (Panera Bread LLC) is the lessee of a ± 1.05 -acre portion of the entire ± 9.77 -acre property, which is currently owned by Dayton Hudson Corporation. The property is located within the Parkway Crossing West shopping center and is surrounding restaurant and other commercial/retail uses. The subject SUP site is located within Land Bay AB, which was designated as primary “retail” uses through #REZ1994-0033, Parkway Crossing, with the zoning district as PBD, Planned Business District. The uses in the vicinity and in close proximity to Interstate 95 include the following: commercial/service retail uses, hotels, gas stations, big-box retail stores, and various businesses. The proposed drive-through facility and signage modifications are permissible by an approved SUP.

II. Current Situation is as follows:

- A. Planning Office Recommendation – Staff recommends approval of #SUP2018-00004, Panera Drive-Through on Prince William Parkway, subject to the conditions dated July 13, 2018, for the following reasons:
- The proposed use is consistent and complementary with existing mixture of employment and commercial/retail service-oriented corridor along this portion of Prince William Parkway.
 - As conditioned through this SUP, specific use and operational parameters, quality architectural/design theme and building elevations, signage details, site layout, landscaping, maintenance requirements, and drive-through lane configuration are being proposed to adequately mitigate the impacts.

See Attachment B for the staff analysis and Attachment C for the proposed conditions.

- B. Planning Commission Public Hearing – A public hearing before the Planning Commission has been advertised for July 25, 2018.

III. Issues in order of importance are as follows:

A. Comprehensive Plan

1. Long-Range Land Use – Is the proposed use consistent with those uses intended by the REC and ER use designations?
2. Level of Service (LOS) – How does the proposal address the mitigation of impacts to existing LOS?

B. Strategic Plan

1. Robust Economy – How does the proposal help to foster a diverse local economy that creates a culture of innovation and achieves more quality jobs, economic opportunities, and an expanded commercial tax base?

C. Community Input – Have members of the community raised any issues?

D. Other Jurisdictional Comments – Have other jurisdictions raised any issues?

E. Legal Uses of the Property – What uses are allowed on the property? How are legal issues resulting from the Planning Commission action addressed?

F. Timing – When must the Planning Commission take action on this application?

IV. Alternatives beginning with the staff recommendation are as follows:

A. Recommend approval of #SUP2018-00004, Panera Drive-Through on Prince William Parkway, subject to the conditions dated July 13, 2018, as found in Attachment C.

1. Comprehensive Plan Consistency Analysis:

- a. Long-Range Land Use – This specific proposal is to construct a new restaurant with drive-through facility and associated signage modifications. Such facilities are permissible in PBD (retail) zoned land through an approved special use permit with appropriate conditions that offset the impacts. Although commercial and service-oriented uses with drive-through facilities are not ideal for implementing the REC, Regional Employment Center, use designation, the proposed use as conditioned is compatible with this portion of the Prince William Parkway corridor that currently functions as a commercial/retail service strip with close proximity to Interstate 95 and a major commuter

parking lot. The proposed use is compatible with the surrounding restaurant, lodging, and commercial/retail uses. .

- b. Level of Service (LOS) – The property was originally zoned as PBD, Planned Business District, through #REZ1994-0033 (Parkway Crossing), with proffers. LOS impacts related to this new subject SUP request would be mitigated through monetary contributions by the conditions, as follows:

Fire & Rescue	\$0.61 per square foot (SF)	±4,500 SF of new building area (Panera restaurant building)	\$2,745
Water Quality	\$75 per acre	±1.05 acres = SUP Area	\$78.75
TOTAL			\$ 2,823.75

2. Strategic Plan:

- a. Robust Economy – The proposed SUP will allow for a drive-through facility in association with a proposed restaurant use to be located within an in-line tenant unit of a commercial/retail strip building. The drive-through will add to the mixture of local restaurants and will support the existing commercial/retail uses, office, and lodging uses in the immediate vicinity. Therefore, the project aligns with the Strategic Plan goal to increase commercial tax base as a percentage of overall tax revenue to 35%.
3. Community Input – Notice of the application has been transmitted to adjacent property owners within 500 feet of the subject property. As of the date of this staff report, the Planning Office has not received any feedback from the community, and staff is not aware of any opposition. On July 26, 2018, the latest version of the proposal is scheduled for discussion/review by the Lake Ridge Occoquan Coles Civic Association / Planning, Environment, Land-Use and Transportation Committee (LOCCA/PELT).
4. Other Jurisdictional Comments – This project site is located outside of the required notification area for adjacent jurisdictions.

5. Legal Uses of the Property – If the SUP is approved, the subject site could be developed as a restaurant with drive-through facility and signage modifications, as proposed. Legal issues resulting from Planning Commission action are appropriately addressed by the County Attorney's Office.
 6. Timing – The Planning Commission has until October 23, 2018, which is 90 days from the first public hearing date, to take action on the SUP proposal. A recommendation to approve the SUP request would meet the 90-day requirement.
- B. Recommend denial of #SUP2018-00004, Panera Drive-Through on Prince William Parkway.
1. Comprehensive Plan Consistency Analysis:
 - a. Long-Range Land Use – This specific proposal is to construct a new restaurant with drive-through facility and associated signage modifications. Such facilities are permissible in PBD (retail) zoned land through an approved SUP with appropriate conditions that offset the impacts. Although commercial and service-oriented uses with drive-through facilities are not ideal for implementing the REC, Regional Employment Center, use designation, the proposed use as conditioned is compatible with this portion of the Prince William Parkway corridor that currently functions as a commercial/retail service strip with close proximity to Interstate 95 and a major commuter parking lot. The proposed use is compatible with the surrounding restaurants, gas stations, lodging facilities, and other commercial/retail uses. If the SUP request is denied, the land use and zoning would not change. The supporting commercial/retail uses can still be implemented, but without a drive-through facility and modified signage.
 - b. Level of Service (LOS) – Denial would not have any impact on the existing level of service.
 2. Strategic Plan:
 - a. Robust Economy – If the SUP request is denied, the proposed a drive-through facility and signage modifications in association with a proposed restaurant use will not be allowed. However, a restaurant or other commercial use will still be able to support the surrounding commercial/retail, office, and lodging uses in the immediate vicinity. As such, the subject site can be developed to

meet the Strategic Plan objective of increasing the commercial tax base.

3. Community Input – Notice of the application has been transmitted to adjacent property owners within 500 feet of the subject property. As of the date of this staff report, the Planning Office has not received any feedback from the community, and staff is not aware of any opposition. On July 26, 2018, the latest version of the proposal is scheduled for discussion/review by the Lake Ridge Occoquan Coles Civic Association / Planning, Environment, Land-Use and Transportation Committee (LOCCA/PELT).
4. Other Jurisdictional Comments – This project site is located outside of the required notification area for adjacent jurisdictions.
5. Legal Uses of the Property – If the SUP is denied, the property could not be developed with a drive-through facility, as proposed. However, the site could still be developed as permitted with by-right commercial uses in PBD zoning district (commercial/retail) and other applicable standards. Legal issues resulting from Planning Commission action are appropriately addressed by the County Attorney's Office.
6. Timing – The Planning Commission has until October 23, 2018, which is 90 days from the first public hearing date, to take action on the SUP proposal. A recommendation to deny the SUP request would meet the 90-day requirement.

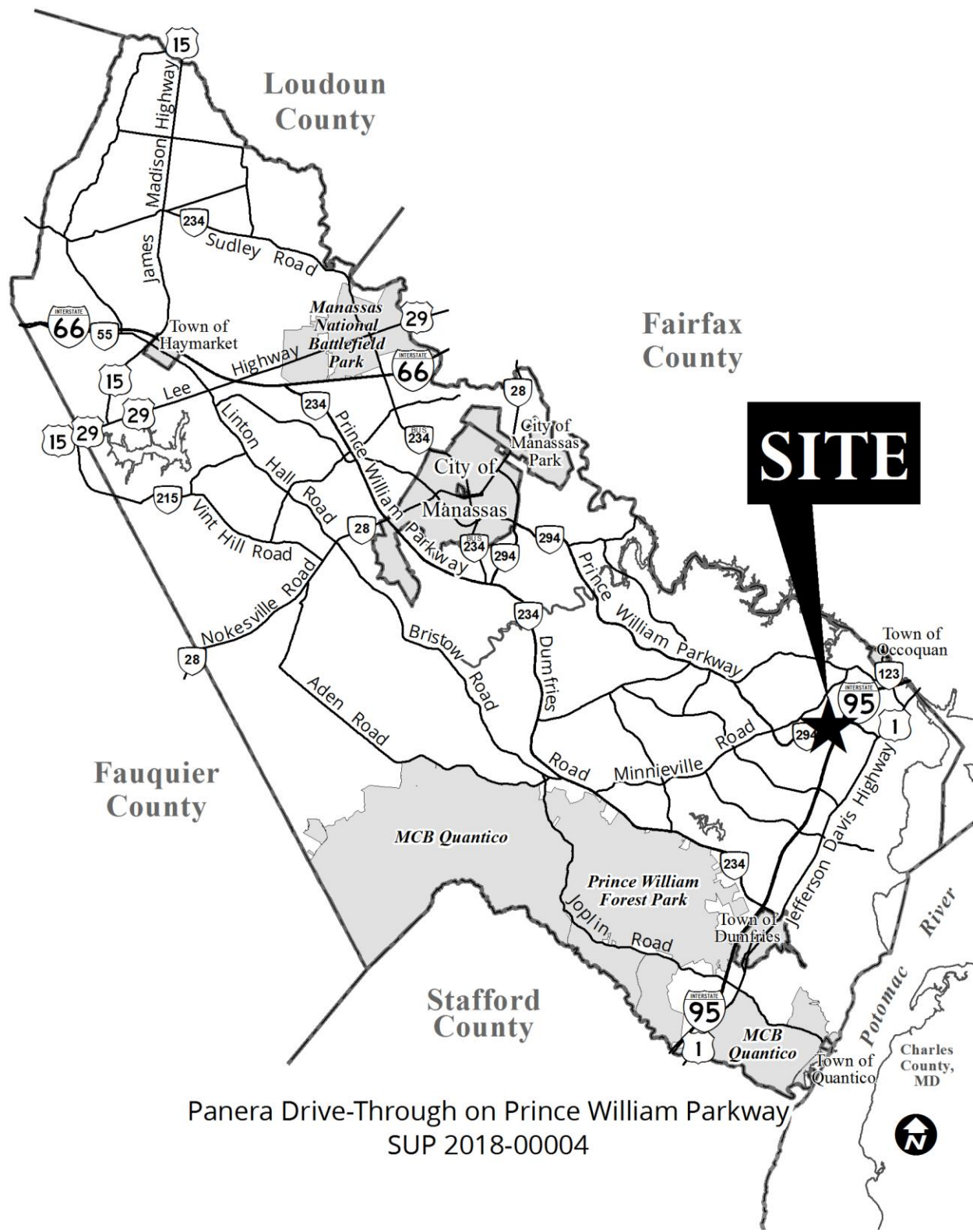
- V. Recommendation is that the Planning Commission accept Alternative A and recommend approval of #SUP2018-00004, Panera Drive-Through on Prince William Parkway, subject to the conditions dated July 13, 2018.

Staff: Scott F. Meyer, x 6876

Attachments

- A. Area Maps
- B. Staff Analysis
- C. Proposed SUP Conditions
- D. Special Use Permit (SUP) Plan
- E. SUP Plan / Site Exhibits
- F. Building Elevations
- G. Signage Request Comparison Matrix
- H. Signage Elevations & Specifications
- I. Historical Commission Resolution

Attachment A – Maps
VICINITY MAP

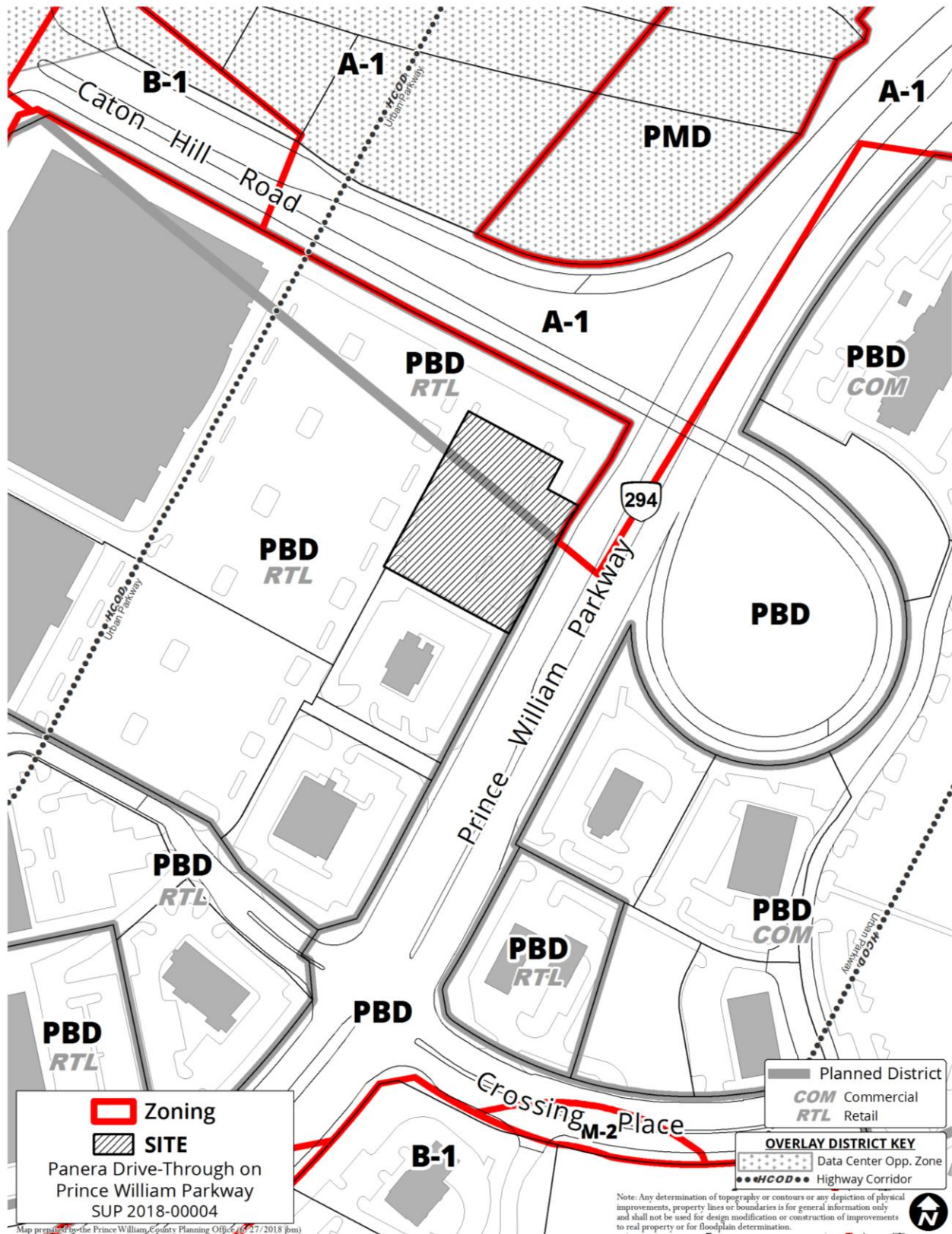


Panera Drive-Through on Prince William Parkway
SUP 2018-00004

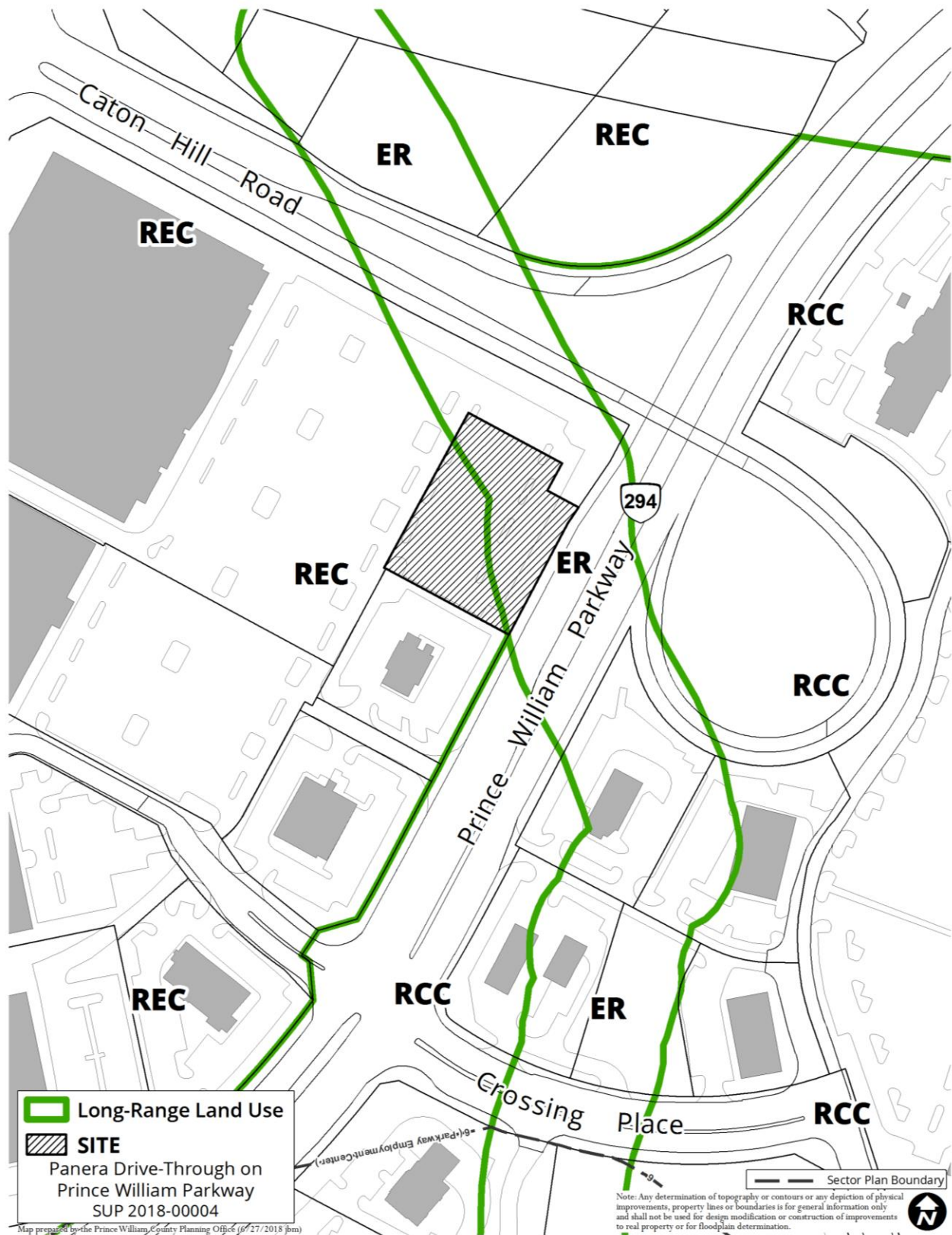
Attachment A – Maps
AERIAL MAP



Attachment A – Maps EXISTING ZONING MAP



Attachment A – Maps
LONG-RANGE LAND USE MAP



Part I. Summary of Comprehensive Plan Consistency

Staff Recommendation: APPROVAL

This summary analysis is based on the relevant Comprehensive Plan action strategies, goals, and policies. A complete analysis is provided in Part II of this report.

Comprehensive Plan Sections	Plan Consistency
Long-Range Land Use	Yes
Community Design	Yes
Cultural Resources	Yes
Environment	Yes
Fire and Rescue	Yes
Police	Yes
Potable Water	Yes
Sanitary Sewer	Yes
Transportation	Yes

Part II. Comprehensive Plan Consistency Analysis

The following table summarizes the area characteristics (see maps in Attachment A):

Direction	Land Use	Long-Range Land Use Map Designation	Zoning
North	Drive aisle and parking areas; Landscaping at property line; Caton Hill Road off-ramp access	ER; RCC	PBD (retail); A-1
South	Drive aisle and parking areas; Wendy's restaurant w/ drive-through	REC	PBD (retail)
East	Landscaping at property line; westbound Prince William Parkway;	ER; RCC	PBD (commercial); A-1
West	Drive aisles and parking areas; Target big-box store	REC	PBD (retail)

Long-Range Land Use Plan Analysis

Through wise land use planning, the County ensures that landowners are provided a reasonable use of their land while the County is able to judiciously use its resources to provide the services for residents and employers' needs. The Long Range Land Use Plan sets out policies and action strategies that further the County's goal of concentrating on population, jobs, and infrastructure within vibrant, walkable, mixed-use centers serviced by transit. In addition to delineating land uses on the Long Range Land Use Map, the plan includes smart growth principles that promote a countywide pattern of land use that encourages fiscally sound development and achieves a high-quality living environment; promotes distinct centers of commerce and centers of community; complements and respects our cultural and natural resources, and preserves historic landscapes and site-specific cultural resources; provides adequate recreational, park, open space and trail amenities that contribute to a high quality of life for county residents; and revitalizes, protects, and preserves existing neighborhoods.

The subject site is located within the Development Area. The site is designated REC, Regional Employment Center, and ER, Environmental Resource, in the Comprehensive Plan, and is located within the Parkway Employment Center Sector Plan special planning area. The following table on the next page summarizes the intended uses, characteristics, and densities intended for the REC and ER land use designations.

Long-Range Land Use Map Designation	Intended Uses and Densities
<p>Regional Employment Center (REC)</p> <p><i>(Entire SUP site is considered to be use designated as “REC”)</i></p>	<p>The purpose of the Regional Employment Center classification is to provide for areas located close to and/or with good access from an interstate highway where intensive regional employment uses are to be located. REC projects* should be planned and developed in a comprehensive, coordinated manner. Primary uses in the REC are mid-rise and/or high-rise office (including government offices particularly those for Prince William County agencies), research and development facilities, lodging, and mixed-use projects. Residential uses shall represent no greater than 25 percent of the total REC gross floor area of the project. Drive-in/drive-through uses are discouraged. Shared/structured parking is encouraged. The acceptable housing type within any mixed-use REC project is multifamily, at a density of 16-30 dwelling units per gross acre, less the ER designated portion of a property. Development in REC projects shall occur according to an infrastructure implementation plan submitted at the time of rezoning. The intent of this plan is to ensure that critical infrastructure for office, employment and lodging uses is developed adequately for each phase of the project. Development shall also occur according to a phasing plan that must ensure that office, employment, and lodging uses are always the primary uses within the area rezoned. Office development in REC areas is encouraged to be in accordance with the <i>Illustrative Guidelines for Office Development</i>, provided as a supplement to the Community Design Plan chapter of the Comprehensive Plan and available from the Planning Office. A minimum office building height of 4-6 stories is preferred.</p> <p>* In all instances, a “project” or “project area” is defined as the boundary of a rezoning or special use permit request.</p>
<p>Environmental Resource (ER)</p> <p><i>(refers to mapping designation only; currently SUP site is paved/asphalt parking lot, and with no environmental features)</i></p>	<p>This classification is explained in detail within the Environment Plan. Therein are located goals, policies, action strategies, and other Plan components designed to protect the sensitive nature of the identified resources. Environmental Resources include all 100-year floodplains as determined by the Federal Emergency Management Agency (FEMA), Flood Hazard Use Maps or natural 100-year floodplains as defined in the DCSM, and Resource Protection Areas (RPAs) as defined by the Chesapeake Bay Preservation Act. In addition, areas shown in an environmental constraints analysis submitted with a rezoning or special use permit application with wetlands; 25 percent or greater slopes; areas with 15 percent or</p>

	greater slopes in conjunction with soils that have severe limitations; soils with a predominance of marine clays; public water supply sources; and critically erodible shorelines and stream banks are considered part of the Environmental Resource Designation.
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Proposal's Strengths

- **Use Compatibility in Area Context** – The proposed Panera Bread restaurant with drive-through facility and associated signage modifications is compatible among other existing uses within this commercial and retail service-oriented corridor. Within the context of the area, such restaurants with drive-through facilities can serve as supporting uses for the other commercial/retail uses, businesses, lodging facilities, and with accessibility to Interstate 95. The SUP conditions mitigate the impacts of the use through a specific site/tenant layout, landscaping, design details (building and signage), hours of operation, and other use parameters.

Proposal's Weaknesses

- **Drive-Through Inconsistency within REC Designation** – Although the PBD, Planned Business District, zoning district implements the REC, Regional Employment Center, land use designation, drive-in/drive-through uses are specifically discouraged. However, this new Panera facility is replacing a portion of an existing parking lot and will add to the variety of restaurants that an area that already functions as a commercial/retail service corridor to support other uses in close proximity to Interstate 95.

On balance, this application is found to be consistent with the relevant components of the Long-Range Land Use Plan.

Community Design Plan Analysis

An attractive, well-designed County will attract quality development, instill civic pride, improve the visual character of the community and create a strong, positive image of Prince William County. The Community Design Plan sets out policies and action strategies that further the County's goals of providing quality development and a quality living environment for residents, businesses and visitors, and creating livable and attractive communities. The Plan includes recommendations relating to building design, site layout, circulation, signage, access to transit, landscaping and streetscaping, community open spaces, natural and cultural amenities, stormwater management, and the preservation of environmental features.

Sign Modification Request

Section 32-250.23 of the Zoning Ordinance allows the Board of County Supervisors to approve signage that is not consistent with the sign standards within the Zoning Ordinance as part of a rezoning or special use permit (SUP) request.

In summary, the new Panera restaurant with drive-through facility deviates from the standard signage provisions of the Zoning Ordinance in regard to the following sign components:

- Building façade signs – quantity (3 permitted; 6 requested)
- Freestanding sign – quantity (1 permitted per lot; 1 requested for SUP site)
- Freestanding sign – size (40 SF permitted; 80 SF requested)
- Freestanding sign – height (10 feet permitted; 15 feet requested)
- Restaurant preview/menu board – quantity (1 permitted; 3 requested)
- Restaurant preview/menu board – height (6 feet permitted; 9 ft. 5 in. order speaker requested)

Pursuant to Section 32-250.23 of the Zoning Ordinance and in the context of this subject SUP proposal, the following criteria must be considered in order to grant modifications for signage:

a. *Nature of Proposed Use*

Factors such as whether the use is a destination or one that relies more on drive-by visibility should be considered.

This drive-through facility use is both a destination use and a use that will rely on drive-by visibility. Panera Bread is a restaurant/consumer-oriented and convenience use that relies heavily on accessibility and drive-by visibility. It needs to have adequate signage to allow the traveling motorist or pedestrian to find and be properly directed into its drive-through facility and restaurant. The Applicant is constructing a pad site in an existing shopping center that includes both retail and restaurant uses. The proposed signage is needed in order to identify the user and enhance the overall visual quality and image of the property.

b. *Character of the Existing Area*

The impact on the visual appearance of adjacent and nearby properties and rights-of-way should be considered.

The site subject to this SUP request is located on a property that is zoned PBD, Planned Business Development, and is designated REC, Regional Employment Center. The site is also located within the Parkway Employment Center. The SUP site is within a parking lot of a retail/commercial shopping center, which contains a Target big-box retail store, Value City Furniture, and a Wendy's restaurant with drive-through in the immediate vicinity. This portion of Prince William Parkway is a high-volume transportation corridor, consisting of mixed retail, retail service-oriented businesses, hotels, gas stations, and office uses, and with close proximity to Interstate 95. Businesses rely on accessibility and identifiable signage. Because of the location of the property and the

surrounding uses, the proposed sign modification will have minimal impact on the visual appearance of the adjacent and nearby properties and right-of-way.

c. *Unique Situation*

Whether a unique situation exists, causing a need that is not recurring in nature.

The proposed pad site for the Panera Bread restaurant with drive-through is at northeastern corner of a parking lot within a retail shopping center, and adjacent to a Wendy's restaurant with drive-through facility. In this situation and due to its orientation being offset from the main access areas to the shopping center, it may not be as easily identified as a drive-through facility. The proposed signage is coordinated with the architecture of the building that represents the new Panera Bread design theme and corporate identity. The Applicant is proposing a comprehensive sign plan, including signage modifications to market and fully implement the updated brand and identity.

d. *Comprehensive Plan Designation*

The site is designated REC, Regional Employment Center, according to the Comprehensive Plan long-range land use map. The REC designation is to provide for areas located close to and/or with good access from an interstate highway where intensive regional employment uses are to be located. REC projects should be planned and developed in a comprehensive, coordinated manner. Drive-in/drive-through uses are discouraged. This area already serves as commercial and retail/service-oriented corridor, which is among other lodging and supportive uses. Adjacent properties are all designated as REC. Drive-through facilities in connection with fast food and quick convenience retail establishments typically rely on comprehensive signage to meet visibility, directional assistance, and wayfinding needs. The proposed signage is generally representative of the signage for other similar facilities and provides sign elements that serve customer orientation and drive-through circulation.

e. *Special Visual Obstruction*

Consider the existence of a special visual obstruction or difficulty in locating the use, making the application of the general provisions of this section too restrictive.

There is a partial visual obstruction exists for the site, since the Panera drive-through will be located on a pad site and in area of the parking that is offset from the shopping center access points and further from other restaurant uses. The specific signage is appropriate to help better identify the drive-through and restaurant from various vantage points within the retail/commercial center. As previously stated, the proposed signage is typical of other such facilities and provides signage elements for promotional, customer orientation, and onsite circulation needs.

f. *Highway Corridor Overlay District (HCOD)*

The property is located within the Prince William Parkway Highway Corridor Overlay District, and specifically within the Urban Parkway (UP) type/section within this HCOD.

Attachment B – Staff Analysis

The subject parcel is a lease site within a larger retail center that fronts on Prince William Parkway. It lies within an HCOD and the Parkway Employment Center Sector Plan. This is a major gateway to the County. The shopping center was developed prior to the 1996 HCOD regulations. The existing proffers require a 20-foot wide "landscape easement" along the parkway frontage, which currently exists. However, the new HCOD standards require a 25-foot wide landscaped buffer. Although it appears that the Applicant is proposing to plant additional space, covering a 25-foot wide planting area, they are not committing to a 25-foot HCOD landscape buffer. It is important to note that the 20-foot landscape easement has been implemented along the entire frontage of this portion of Prince William Parkway, and is consistent for other existing uses. In consideration of this, staff feels that what is being proposed in conjunction with the overall reduction in impervious cover is satisfactory.

Proposal's Strengths

- Signage Package – A comprehensive sign package has been offered by the Applicant and has been conditioned with this SUP.
- Conditioned Signage / Building Elevations – Proposed signage and building elevations for the Panera Bread restaurant facility have been offered by the Applicant and are conditioned with this SUP.
- Conditioned Height Limit for Freestanding Sign – As conditioned by this SUP, any freestanding sign shall be monument-style and limited to maximum height of 10 feet.
- Landscaping within SUP Site – As conditioned through this SUP, additional landscaping will be provided for the SUP area, which is currently a parking lot. Around the Panera restaurant and drive-through facility, there are perimeter landscaping enhancements, interior onsite parking lot plantings, shrubs being installed around the drive-through lane, and additional landscaping to be installed within a 20-foot landscape easement in front of the SUP area along the road frontage for Prince William Parkway.
- Site Maintenance / Trash Removal – As conditioned, the Applicant shall maintain the site and shall pick up trash, litter, and debris.
- Separation Feature for Outdoor Patio Area – As conditioned through this SUP, the Applicant shall design a decorative separation/border feature, to delineate and screen the outside seating/patio area from the drive-through lane and drive aisle areas. Such design will be aesthetically pleasing as a focal point and shall be compatible with the ultimate design theme of the building.

Proposal's Weaknesses

- Extent of Exterior Insulation and Finish System (EIFS) for Building Elevations – As proposed by the Applicant, the building elevations appear to contain a considerable amount of EIFS, and minimal brick, split-faced block, or stone. In order to enhance the quality of the aesthetic design, staff has requested that the Applicant incorporate more stone, brick, or additional design features into the Panera Bread restaurant building theme. Staff has requested that more building textural variety be utilized. Specifically, staff requested that the Applicant provide brick accent columns on the three (3) prominent support columns, on the dominant side that faces Prince William Parkway. At this time, the Applicant has not responded to these requests.
- Proposed Height Limit for Freestanding Sign – As proposed by the Applicant, the monument-style freestanding sign is to be 15 feet in height. Although this additional height can be requested through signage modifications, the proposed height is taller than the other existing monument-style signs for other restaurants (i.e., Wendy's, Famous Dave's, and Red Lobster) in this portion of Prince William Parkway. As such, the height and the prominent use of concrete at the Panera sign base is out of character for the area. Although staff has requested that the sign height be lowered, the Applicant has not addressed this. In response to this concern, staff has conditioned a height limit of 10 feet for the freestanding sign, which is consistent with HCOD regulations.

On balance, this application is found to be consistent with the relevant components of the Community Design Plan.

Cultural Resources Plan Analysis

Prince William County promotes the identification, evaluation, and protection of cultural resource sites throughout the County, as well as the tourism opportunities these sites present. The Cultural Resources Plan recommends identifying, preserving, and protecting Prince William County's significant historical, archaeological, architectural, and other cultural resources – including those significant to the County's minority communities – for the benefit of all of the County's citizens and visitors. To facilitate the identification and protection of known significant properties that have cultural resource values worthy of preservation, the land use classification County Registered Historic Site (CRHS) is used in the Comprehensive Plan. The Plan includes areas of potentially significant known but ill-defined or suspected pre-historic sites, Civil War sites, historic viewsheds, landscapes or areas of potential impact to important historic sites, and encourages the identification, preservation, protection, and maintenance of all cemeteries and/or gravesites located within the County.

The subject SUP site is an existing paved parking lot as part of a commercial/retail shopping center area along Prince William Parkway and near a major interchange for Interstate 95. There is no potential for archaeological resources and no additional cultural resource studies are requested.

Proposal's Strengths

- The Historical Commission reviewed this proposal at its August 8, 2017 meeting and determined that no further work was needed (see resolution in Attachment I). The County Archaeologist concurs.

Proposal's Weaknesses

- None identified.

On balance, this application is found to be consistent with the relevant components of the Cultural Resources Plan.

Economic Development

An enhanced, diverse nonresidential tax base creates quality jobs, allowing people to live, work and recreate in Prince William County. The Economic Development Plan sets out policies and action strategies that further the County's goal of attracting and fostering the growth of environmentally sound industries to create quality jobs and diversify the nonresidential tax base, creating a climate where citizens can live and work in Prince William County. The Plan includes recommendations relating to business attraction, retention and expansion, the provision of adequate infrastructure, redevelopment of less competitive areas, telecommuting and other information-age opportunities, and recognition of tourism as an industry.

Proposal's Strengths

- **Nonresidential Development** – The application proposes nonresidential development that will increase the County's nonresidential tax base, and help to enhance commercial/retail uses.
- **Increase At-Place Employment** – The SUP proposal to add another end-user on a pad site will enhance the retail use options, and will help contribute to the overall goal to increase growth in at-place employment by more than 3,300 jobs per year.

Proposal's Weaknesses

- None identified.

On balance, this application is found to be consistent with the relevant components of the Economic Development Plan.

Environment Plan Analysis

Prince William County has a diverse natural environment, extending from sea level to mountain crest. Sound environmental protection strategies will allow the natural environment to co-exist with a vibrant, growing economy. The Environment Plan sets out policies and action strategies that further the County's goal of preserving, protecting and enhancing significant environmental resources and features. The Plan includes recommendations relating to the incorporation of environmentally sensitive development techniques, improvement of air quality, identification of problematic soil issues, preservation of native vegetation, enhancement of surface and groundwater quality, limitations on impervious surfaces, and protection of significant viewsheds.

The SUP site is currently an existing paved/asphalt parking lot for a commercial/retail shopping center with a Target big-box store, Value City Furniture, and Wendy's restaurant with drive-through in the immediate vicinity. Although a portion of SUP area is mapped as ER, Environmental Resource, it is completely paved over and there are currently no existing environmental features of concern. This subject site also lies within the Prince William Parkway Highway Corridor Overlay District (HCOD) and the Parkway Employment Center Sector Plan. In a recent meeting with the Applicant's engineers regarding stormwater management, they indicated their willingness to provide composted soil in accordance with Virginia Department of Environmental Quality (DEQ) standards for planting areas. It is recommended that this be added to the SUP conditions.

Proposal's Strengths

- Water Quality – As conditioned, a \$75 per acre (± 1.05 acres) monetary contribution for water quality monitoring, stream restoration, and/or drainage improvements will be provided.
- Reduction in Impervious Area – The SUP site is currently a paved parking lot, which is being developed as a new restaurant with drive-through facility. Additional landscaping is being proposed where it does not currently exist, and new stormwater management (SWM) techniques will also be implemented. Both the new landscaping and SWM practices will reduce the existing impervious area and the extent of stormwater runoff.
- Tree Cover – As proposed and indicated on the SUP Plan, the proposed overall tree coverage for the site will exceed the standard requirement of 10%.

Proposal's Weaknesses

- None identified.

On balance, this application is found to be consistent with the relevant components of the Environment Plan.

Fire and Rescue Plan Analysis

Quality fire and rescue services provide a measure of security and safety that both residents and businesses have come to expect from the County. The Fire and Rescue Plan sets out policies and action strategies that further the County's goal of protecting lives, property, and the environment through timely, professional, humanitarian services essential to the health, safety, and well-being of the community. The Plan includes recommendations relating to siting criteria, appropriate levels of service, and land use compatibility for fire and rescue facilities. The Plan also includes recommendations to supplement response time and reduce risk of injury or death to County residents, establishment of educational programs, such as cardio-pulmonary resuscitation (CPR) training, automatic external defibrillators (AED), and encourage installation of additional fire protection systems – such as sprinklers, smoke detectors, and other architectural modifications.

The first due responding station is Fire/Rescue Station #20 (Prince William Commons). This subject site is located within the 4.0-minute travel time for fire and basic life support, and also within the 8.0-minute travel time for advanced life support. The Prince William Commons station is located approximately 1.3 miles west of the subject site. In FY 2017, Fire/Rescue Station 20 responded to 4,770 incidents, while the workload capacity for this station is 2,200 incidents. Fire lanes will be addressed at the time of site plan submission.

Proposal's Strengths

- **Monetary Contribution** – As conditioned, the Applicant will make a monetary contribution of \$0.61 per square foot of new building area to be constructed prior to issuance of any building permit.
- **Inside of 4.0-Minute Travel Time** – The site is located within the recommended 4.0-minute travel time for fire suppression and basic life support.
- **Inside 8.0-Minute Travel Time** – The site is located within the 8.0-minute travel time for advanced life support services.

Proposal's Weaknesses

- **Station Workload** – FY 2017 data shows the number of incidents in the Fire/Rescue Station 20 area as 4,770 incidents, while the workload capacity is 2,200 incidents. As such, it is operating over capacity.

On balance, this application is found to be consistent with the relevant components of the Fire and Rescue Plan.

Police Plan Analysis

Residents and businesses expect a high level of police service for their community. This service increases the sense of safety and protects community investments. The Police Plan is designed to promote Prince William County's public safety strategic goal to continue to be a safe community, reduce criminal activity, and prevent personal injury and loss of life and property, as well as to ensure effective and timely responses throughout the County. This Plan encourages funding and locating future police facilities to maximize public accessibility and police visibility as well as to permit effective, timely response to citizen needs and concerns. The plan recommends educational initiatives, such as Neighborhood and Business Watch, and Crime Prevention through Environmental Design (CPTED), which encourages new development to be designed in a way that enhances crime prevention. The Plan also encourages effective and reliable public safety communications linking emergency responders in the field with the Public Safety Communications Center.

At this time, the Police Department does not believe this application will create a significant impact on calls for service. The Applicant should coordinate with the Police Department as the site develops, and apply the various Crime Prevention Through Environmental Design (CPTED) strategies during site development, which can be found at <http://www.pwcgov.org/government/dept/police/Pages/CPTED.aspx>.

Proposal's Strengths

- Minimal New Calls for Service – The Police Department does not believe this application will create a significant impact on calls for service.
- Graffiti Removal & Reporting – As conditioned, the Applicant agrees to remove any graffiti from the property. Any graffiti is to be reported to the Police Department before removal.

Proposal's Weaknesses

- None identified.

On balance, this application is found to be consistent with the relevant components of the Police Plan.

Potable Water Plan Analysis

A safe, dependable drinking water source is a reasonable expectation of County residents and businesses. The Potable Water Plan sets out policies and action strategies that further the County's goal of providing an economically and environmentally sound drinking water system. The Plan includes recommendations relating to system expansion, required connections to public water in the Development Area, and the use of private wells or public water in the Rural Area.

The subject property is within the Development Area of the County and is thereby required to utilize public water to develop. Public water is not available to the pad site. The closest available public water main capable of providing adequate service is an existing 12-inch diameter main located approximately 240 feet south of the site on the Famous Dave's Restaurant pad site.

Depending on the final configuration of the onsite water mains, additional water main extensions may be required by the Service Authority to provide adequate fire protection or satisfy water quality requirements.

The Applicant shall plan, design, and construct all onsite and offsite water utility improvements necessary to develop/utilize the subject property and satisfy requirements in accordance with all applicable Service Authority, County, and State requirements, standards, and regulations.

Proposal's Strengths

- Water Connection – The Applicant is required to comply with Zoning Ordinance Section 32-250.74, which mandates connection of the site to public water service. As conditioned, the Applicant is responsible for those onsite and offsite improvements required in order to provide such service for the demand generated by the development of the property.

Proposal's Weaknesses

- None identified.

On balance, this application is found to be consistent with the relevant components of the Potable Water Plan.

Sanitary Sewer Plan Analysis

Appropriate wastewater and sanitary facilities provide needed public health and environmental protections. The Sanitary Sewer Plan sets out policies and action strategies that further the County's goal of providing an economically and environmentally sound sanitary and stormwater sewer system. The Plan includes recommendations relating to system expansion, required connections to public sewer in the development area, and the use of either private or public sewer systems in locations classified as Semi-Rural Residential (SRR), as well as the Rural Area.

The subject property is within the Development Area of the County and is thereby required to utilize public sewer to develop. Public sewer is available onsite from an existing 8-inch diameter gravity sewer main.

The Applicant shall size, design and install a Service Authority (or PWC) approved grease trap on-site, if required by the Service Authority. If required, the Applicant shall properly maintain the grease trap to prevent grease build-up in the force main or gravity sewer. The Applicant shall plan, design, and construct all onsite and offsite sanitary sewer utility improvements necessary to develop/utilize the subject property and satisfy requirements in accordance with all applicable Service Authority, County, and State requirements, standards, and regulations.

Proposal's Strengths

- Sewer Connection – The Applicant is required to comply with Zoning Ordinance Section 32-250.75, which mandates connection of the site to public sewer service. As conditioned, the Applicant is responsible for those onsite and offsite improvements required in order to provide such service for the demand generated by the development of the property.

Proposal's Weaknesses

- None identified.

On balance, this application is found to be consistent with the relevant components of the Sanitary Sewer Plan.

Transportation Plan Analysis

By providing a multi-modal approach to traffic circulation Prince William County promotes the safe and efficient movement of goods and people throughout the County and surrounding jurisdictions. The Transportation Plan sets out policies and action strategies that further the County's goal of creating and sustaining an environmentally friendly, multi-modal transportation system that meets the demands for intra- and inter-county trips, is integrated with existing and planned development, and provides a network of safe, efficient, and accessible modes of travel. The Plan includes recommendations addressing safety, minimizing conflicts with environmental and cultural resources, maximizing cost effectiveness, increasing accessibility of all travel

Attachment B – Staff Analysis

modes, minimizing projected trip demand, and providing sufficient network capacity. Projects should include strategies that result in a level of service (LOS) of “D” or better on all roadway corridors and intersections, reduce traffic demand through transportation demand management strategies, dedicate planned rights-of-way, provide and/or fund transit infrastructure, pedestrian and bicycle pathways, and improved and coordinated access to transit facilities.

A Traffic Impact Analysis (TIA) entitled, "Panera Bread at Crossing West," prepared by Timmons Group, dated March 23, 2017, was submitted with this application and accepted by the Virginia Department of Transportation (VDOT). In summary, based the baseline traffic assumptions and anticipated impacts of the new use, overall traffic operations at each of the study intersections would experience minimal to no changes in levels of service or queueing compared to background or by-right conditions. Also, the proposed SUP would result in minor peak hour increases in traffic and a decrease in daily traffic, as compared to a by-right use. As such, no new access improvements are required.

As part of the required onsite parking analysis, the Applicant has adequately demonstrated that the adjacent Target store has an adequate number of existing parking spaces once the proposed development is occupied. Both the TIA and SUP Plan demonstrate that there are adequate parking spaces for the existing shopping center. In addition, opportunities for onsite pedestrian connections or other means for those that are entering the site to be able to safely traverse among the drive aisles – especially from the south and west, will be analyzed during site plan review. The Applicant will need to demonstrate/show that pedestrians can access the site safely and without conflict to motor vehicular traffic.

Proposal's Strengths

- Site Access – As shown on the SUP Plan and conditioned, vehicular access to the SUP site shall be provided as shown on the SUP Plan.
- Obstruction of Travelways – As conditioned, the Applicant shall ensure that any vehicles associated with the use do not obstruct the travelways, drive aisles, fire lanes, adjoining road network, or encroach upon buffer and landscaped areas.

Proposal's Weaknesses

- None identified.

On balance, this application is found to be consistent with the relevant components of the Transportation Plan.

Strategic Plan

This section of the report is intended to address the project’s alignment with the outcomes provided within the County’s Strategic Plan. The Strategic Plan posits that individuals, families and businesses prefer communities with a robust economy; easy access to jobs, services and activities; that support even the most vulnerable in the community; are safe and secure; and provide a quality education that assures lifelong learning and steady employment. From this analysis, the Strategic Plan Team developed five strategic goal areas to guide Board actions: “Robust Economy”, “Mobility”, “Wellbeing”, “Safe and Secure Community”, and “Quality Education and Workforce Development”. It is important to note that no single area is viewed as more critical than another. Rather, each are interrelated and have direct impact on each other. Collectively, these goal areas impact the quality of life in all facets of the community issues raised during the review of the proposal, which are not directly related to the policies, goals, or action strategies of the Comprehensive Plan, but which are materially relevant to the County’s responsibilities in considering land use issues. The aspects of the proposal relative to the Strategic Plan are as follows:

Increase commercial tax base

- Increase commercial tax base as a percentage of overall tax revenue to 35%.

Increase at-place employment

- Increase growth in at-place employment by more than 3,300 jobs per year.

Materially Relevant Issues

This section of the report is intended to identify issues raised during the review of the proposal, which are not directly related to the policies, goals, or action strategies of the Comprehensive Plan, but which are materially relevant to the County’s responsibilities in considering land use issues. The materially relevant issues in this case are as follows:

- Building Elevation Directional Labeling – As provided, the directional/orientation labeling on the building elevations seems to be incorrect. Based on the current elevations, it appears that “South” is “East”; “East” is “North”; North” is “West”; and “West” is “South”. As the building design continues to evolve, this will need to be amended and adjusted.

Modifications / Waivers

The following waivers and/or modifications to the requirements of the Zoning Ordinance and the DCSM are being requested and are incorporated into this request:

- None identified.

Agency Comments

The following agencies have reviewed the proposal and their comments have been summarized in relevant comprehensive plan chapters of this report. Individual comments are in the case file in the Planning Office:

- PWC Archaeologist
- PWC Economic Development
- PWC Fire Marshal Office
- PWC Historical Commission
- PWC Planning Office / Proffer & Zoning Administration
- PWC Police / Crime Prevention
- PWC Public Works – Watershed / Environmental / Arborist
- PWC Service Authority
- PWC Transportation
- Virginia Department of Transportation (VDOT)

Attachment C
Proposed SUP Conditions, dated July 13, 2018

SPECIAL USE PERMIT CONDITIONS

Applicant: Panera Bread LLC

Owner: Dayton Hudson Corporation

**#SUP2018-00004, Panera Drive-Through on Prince William Parkway
Prince William County GPIN 8292-83-8773 (portion) (the “Property”)**

Special Use Permit Area: ±1.05 acres

Zoning: PBD, Planned Business District (Retail)

Magisterial District: Occoquan

Date: July 13, 2018

The following conditions are intended to offset the impacts of the proposal and to render the application consistent with the applicable chapters of the Comprehensive Plan and the surrounding areas. If the conditions of this Special Use Permit (“SUP”) or the Special Use Permit Plan are in conflict with the Zoning Ordinance and/or the Design and Construction Standards Manual (DCSM), the more restrictive standards shall apply, except as specifically allowed by this special use permit.

The Applicant shall file a site plan within one (1) year of approval of this special use permit by the Board of County Supervisors and shall have up to five (5) years from the date of final site plan approval to commence the proposed use. Issuance of an occupancy permit constitutes commencement of the use.

1. Site Development – The Property shall be developed in substantial conformance with the special use permit plan entitled, “Panera Bread at Crossing West,” prepared by Timmons Group, dated July 12, 2018 (the “SUP Plan”), subject to minor changes permitted by the County.
2. Use Parameters
 - a. Use Limitations – The use approved with this SUP shall be limited to a drive-through facility for a restaurant (permitted by-right) with one drive-through lane as shown on the SUP Plan. The uses permitted with this SUP do not limit or restrict the by-right uses otherwise allowed on the Property.
 - b. Hours of Operation – Hours of operation for the restaurant and drive-through may be 24 hours a day, 7 days per week.
 - c. Outdoor Speaker System – The system to be used for ordering shall not be audible beyond the limits of the SUP area.

Attachment C
Proposed SUP Conditions, dated July 13, 2018

3. Community Design

- a. Architecture – The design of the building shall substantially conform to the building elevations dated May 22, 2018, (the “Elevations”). The Elevations may be subject to minor modifications approved by the County. Additional changes to the design and materials may be made provided that any such changes are approved by the Planning Office. Such approval shall be based on a determination that the changes result in a building that is of equal or better quality than that shown on the Elevations. Prior to requesting a building permit release letter from Development Services, the Applicant shall submit building elevations to ensure compatibility of the building with the Elevations. Later upgrades or changes in architecture may be approved by the Planning Director so long as the new architecture is of similar or better quality.
- b. Separation Feature for Outdoor Patio Area – As conditioned through this SUP, the Applicant shall design a decorative separation/border feature, to delineate and screen the outside seating/patio area from the drive-through lane and drive aisle areas. Such design will be aesthetically pleasing as a focal point and shall be compatible with the ultimate design theme of the building.
- c. Landscaping – Landscaping shall be provided in substantial conformance with the landscape plan entitled “Panera Bread at Crossing West Landscape Plan,” prepared by Timmons Group, dated July 12, 2018. All new plantings shall be drought-resistant and indigenous or other species approved with the final site plan.
 - i. Planting with 20-foot Landscape Easement – The Applicant shall install landscaping with the 20-foot landscape easement along the Prince William Parkway frontage at a planting density of 130 pu /100 lf, in accordance with the DCSM.
- d. Signage – Signage shall be in general conformance with the sign elevations shown on the sign elevations prepared by Mandeville Sign, dated May 23, 2018 (the “Sign Elevations”). In accordance with Section 32-250.23 of the Zoning Ordinance, the Applicant shall be permitted the signage modifications as proposed and shown on the Sign Elevations. In addition, the following shall apply to signage and advertisements onsite:
 - i. Notwithstanding what is currently proposed on the signage elevations, freestanding signage shall be monument style, with low growing vegetation at the sign base, and shall be limited a maximum height of 10 feet and require sign permit approval.
 - ii. Directional signage may be provided as needed.

Attachment C
Proposed SUP Conditions, dated July 13, 2018

- iii. Unless not required by the Zoning Ordinance, sign permits are required for all signs. Color, scaled renderings of all signage shall be submitted as part of the sign permit approval process.
 - iv. The Zoning Administrator or his designee may approve any changes to overall sign design including logo, font size, color, illumination type and style, provided that the total sign area and the number of signs does not exceed the sign regulations of the Zoning Ordinance and/or the conditions of this SUP.
4. Courtesy Review – Prior to approval of the final site plan, the Applicant shall meet with representatives of the Lake Ridge Occoquan Coles Civic Association / Planning, Environment, Land Use and Transportation (LOCCA/PELT) to review the building, signage, and overall layout prior to approval of the final site plan. Said meeting shall be for courtesy review purposes only. Evidence of such meeting with LOCCA/PELT shall be provided to the County prior to approval of the final site plan.
5. Environment / Water Quality – The Applicant shall contribute \$75 per acre (± 1.05 acres) to the Board of County Supervisors prior to and as a condition of final site plan approval for the County to conduct water quality monitoring, stream restoration and/or drainage improvements.
6. Fire and Rescue Monetary Contribution – The Applicant shall make a \$0.61 per square foot (SF) of building area ($\pm 4,500$ SF) monetary contribution for fire and rescue services to the Board of County Supervisors prior to and as a condition of building permit issuance.
7. Maintenance of Site
- a. Graffiti Removal – The Applicant agrees to remove any graffiti from the Property. Graffiti shall be deemed any inscription or marking on walls, buildings or structures not permitted by the sign regulations in Section 32- 250.21 *et. seq.* of the Zoning Ordinance. Any graffiti is to be reported to the Prince William County Police Department before removal.
 - b. Site Maintenance – The Applicant shall maintain the site and shall pick up trash, litter, and debris, as needed.

Attachment C
Proposed SUP Conditions, dated July 13, 2018

8. Transportation
 - a. Vehicular access to the Property shall be provided as shown on the SUP Plan.
 - b. The Applicant shall ensure that any vehicles associated with the use do not obstruct the travelways, drive aisles, fire lanes, adjoining road network, or encroach upon landscaped areas.
9. Water & Sewer Connection – The site shall be connected to public water and sewer with the Applicant bearing all costs associated with providing all on- and off-site facilities to make such connection and to meet the needs for the Property.
10. Escalator – In the event the monetary contributions set forth in the development conditions are paid to the Prince William Board of County Supervisors within eighteen (18) months of the approval of this special use permit, as applied for by the Applicant, said contributions shall be in the amounts stated herein. Any monetary contributions set forth in the development conditions which are paid after eighteen (18) months following the approval of this special use permit shall be adjusted in accordance with the Urban Consumer Price Index (CPI-U) published by the United States Department of Labor, such that at the time the contributions are paid they shall be adjusted by the percentage change in the CPI-U from the date eighteen (18) months after the approval of this rezoning to the most recently available CPI-U to the date the contributions are paid, subject to a cap of six (6%) percent per year, non-compounded.

SPECIAL USE PERMIT

FOR

PANERA LLC

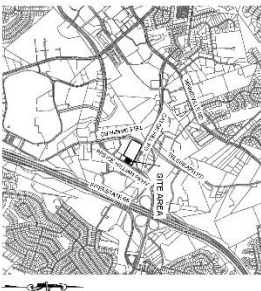
PARKWAY CROSSING WEST
SHOPPING CENTER

SUP PLAN #2018-00004

2460 PRINCE WILLIAM PARKWAY

WOODBRIIDGE, VA 22192

PORTION OF OF GPIN: 8292-83-8773
PRINCE WILLIAM COUNTY, VA



VICINITY MAP

SCALE: 1" = 2,000'

SCALE: 1" = 200'

PROPERTY OWNER

DAYTON HUDSON CORPORATION
P.O. BOX 9456 T-759
MINNEAPOLIS, MN. 55440
(612) 761-5670

APPLICANT

PANERA LLC
214 INDIAN SPRING DRIVE
SILVER SPRING, MD 20901
(301) 588-5622

ENGINEER/SURVEYOR

TIMMONS GROUP
20110 ASHBROOK PLACE
SUITE 100
ASHBURN, VA. 20147
(703) 554-6705

Sheet List Table			
Sheet Number	Sheet Title	Sheet Number	Sheet Title
1	COVER SHEET	2	ASHPROCK PLACE
2	ASHPROCK PLACE	3	TOTAL SHEETS

TIMMONS GROUP

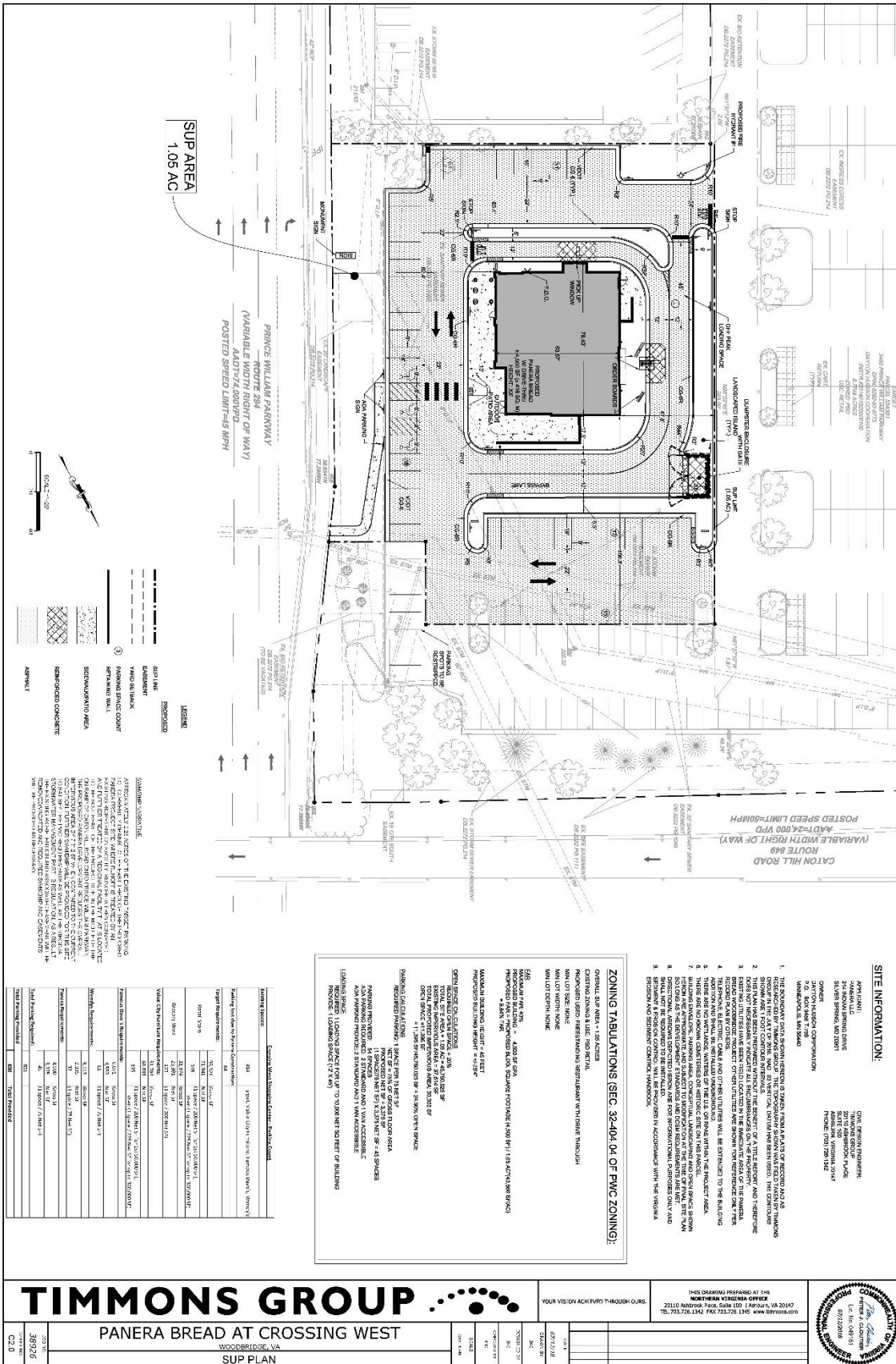
PANERA BREAD AT CROSSING WEST
WOODBRIIDGE, VA
COVER SHEET

YOUR VISION ACHIEVED THROUGH OURS

THIS DRAWING PREPARED AT THE
SOUTHERN VIRGINIA OFFICE
20115 Ashbrook Place, Suite 100 | Ashburn, VA 20147
TEL 703.758.1347 FAX 703.758.1348 www.timmons.com



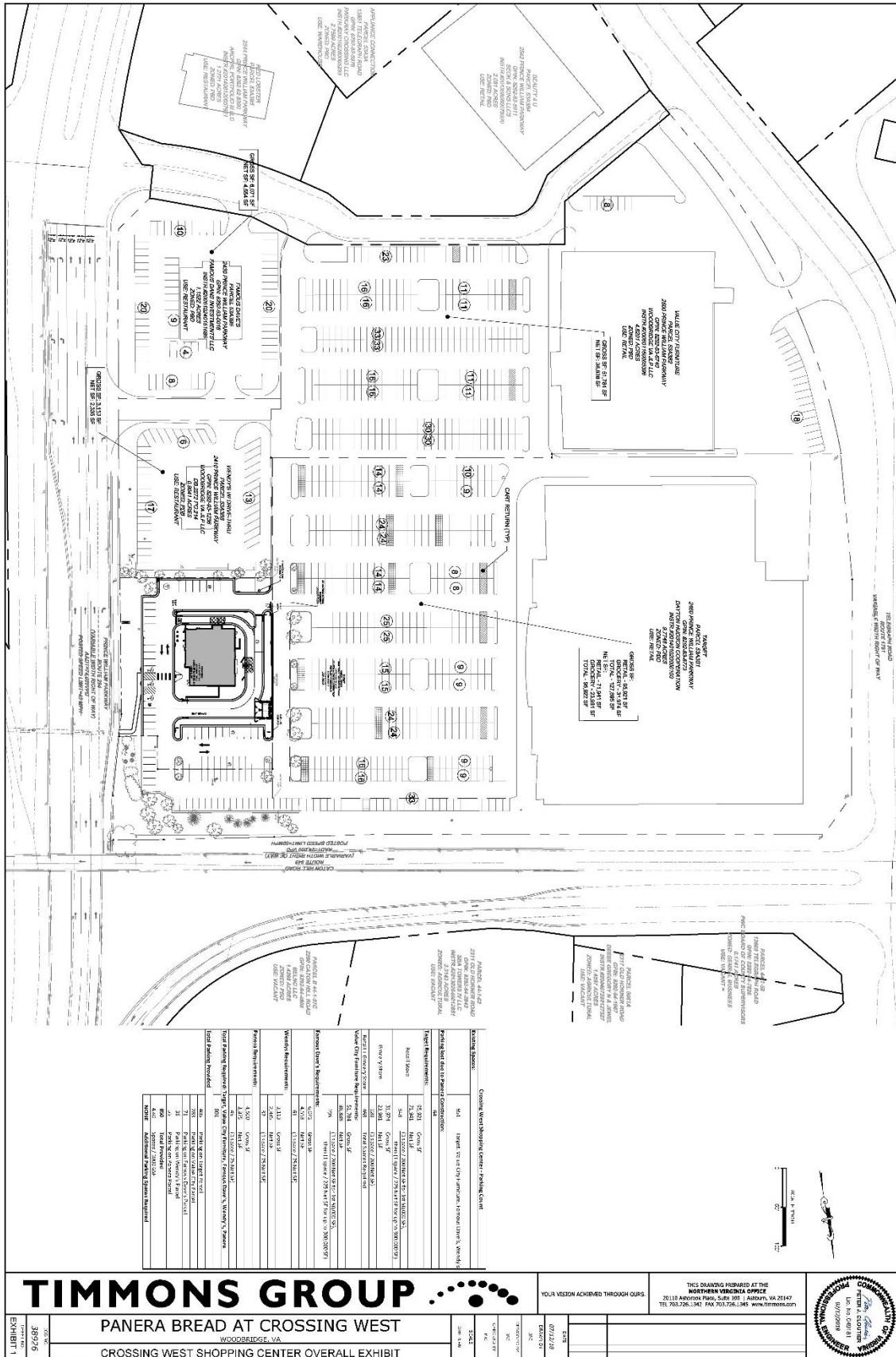
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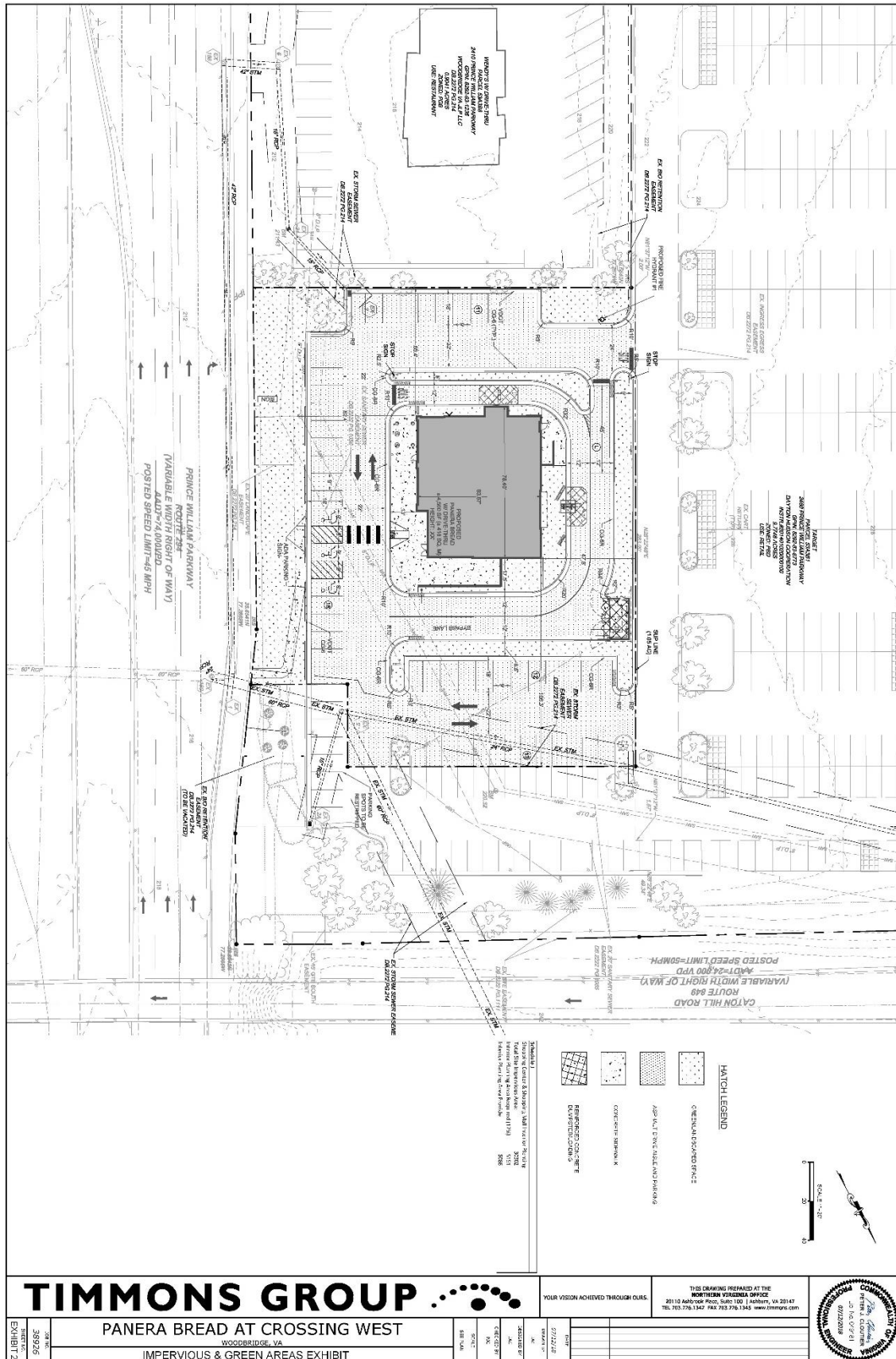
Attachment D – Special Use Permit (SUP) Plan



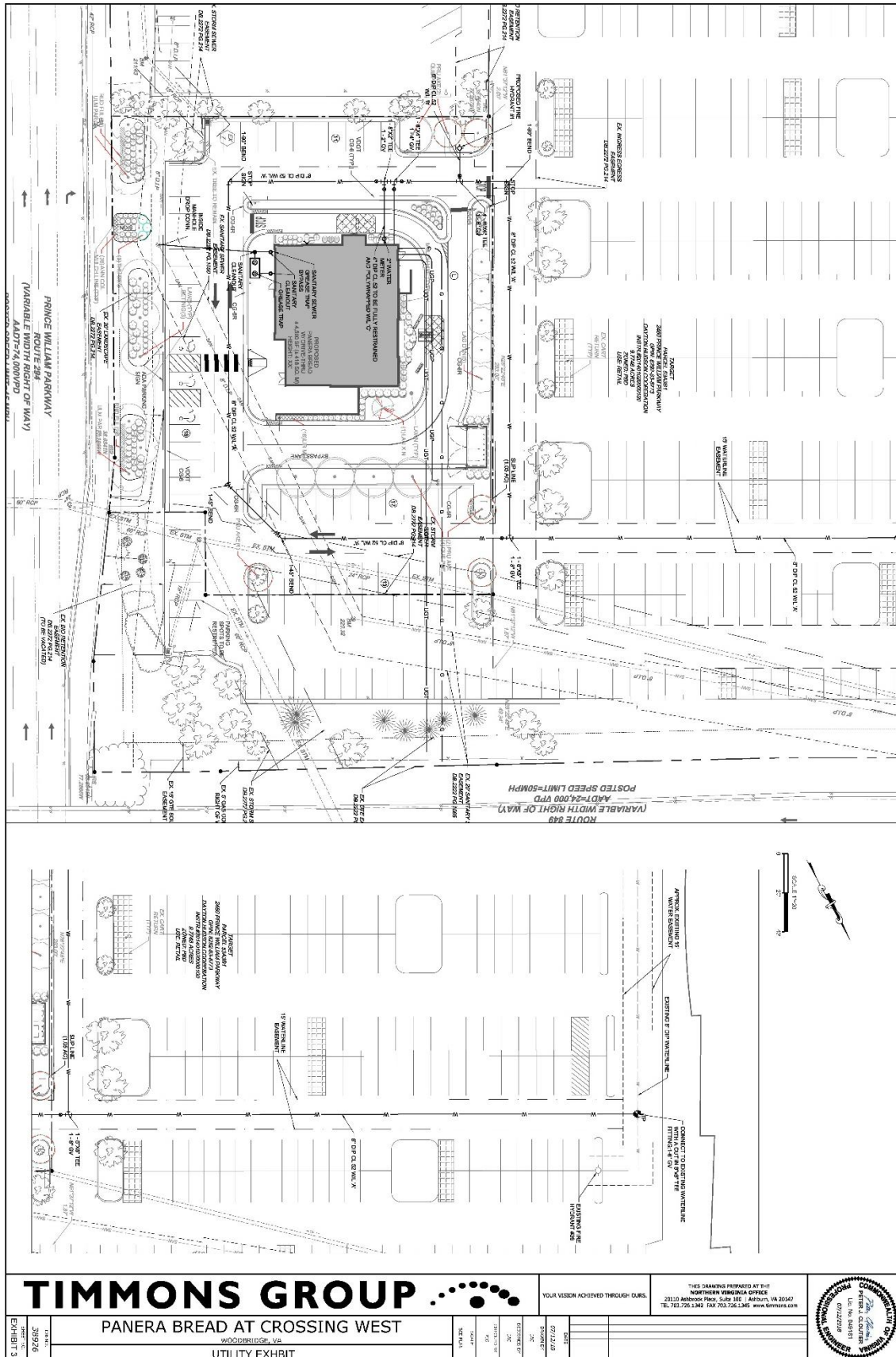
Attachment E – SUP Plan / Site Exhibits

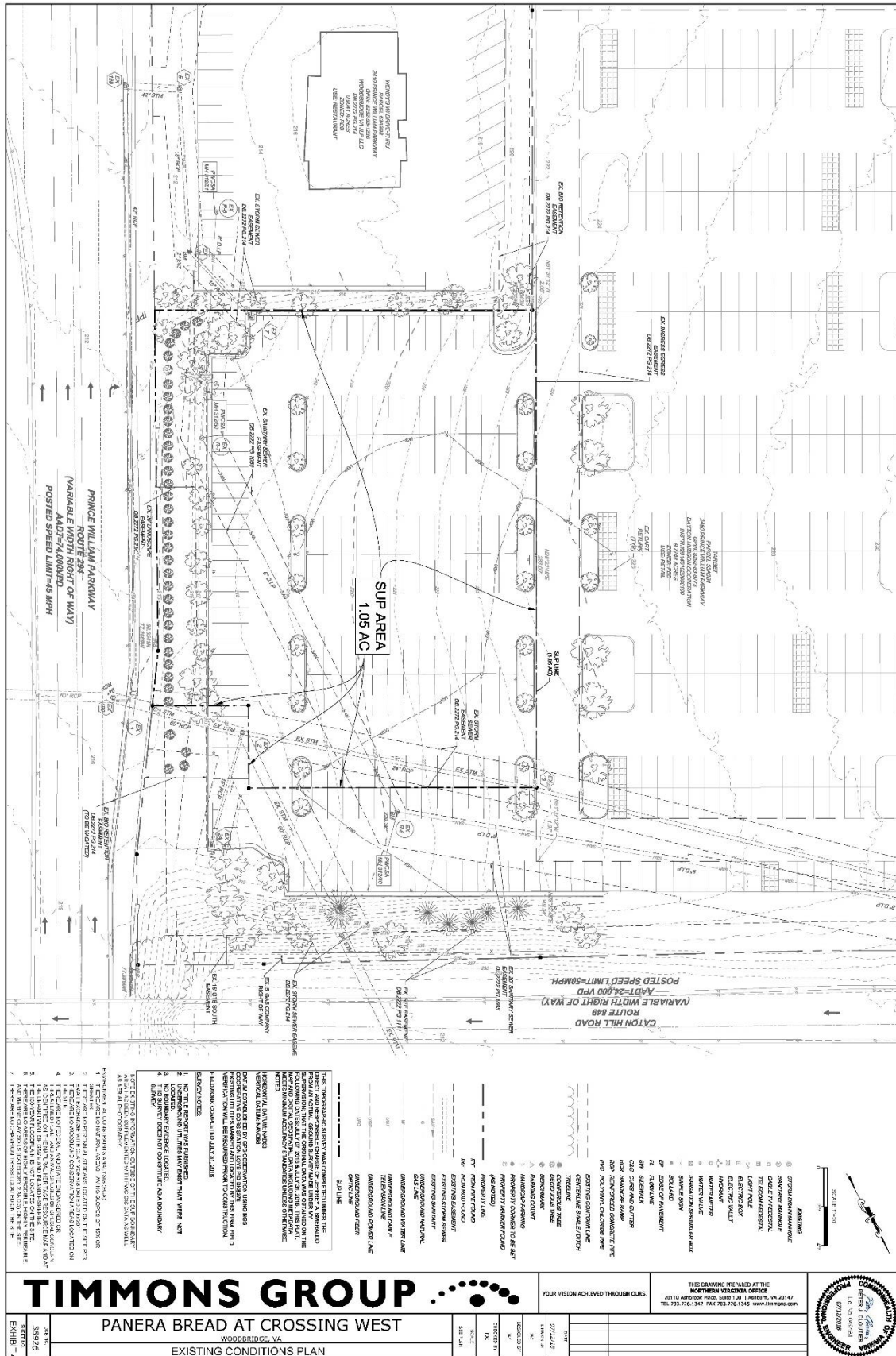


Attachment E – SUP Plan / Site Exhibits

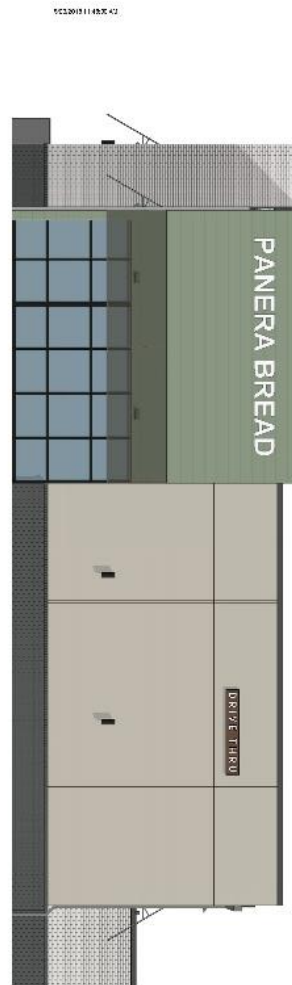


Attachment E – SUP Plan / Site Exhibits

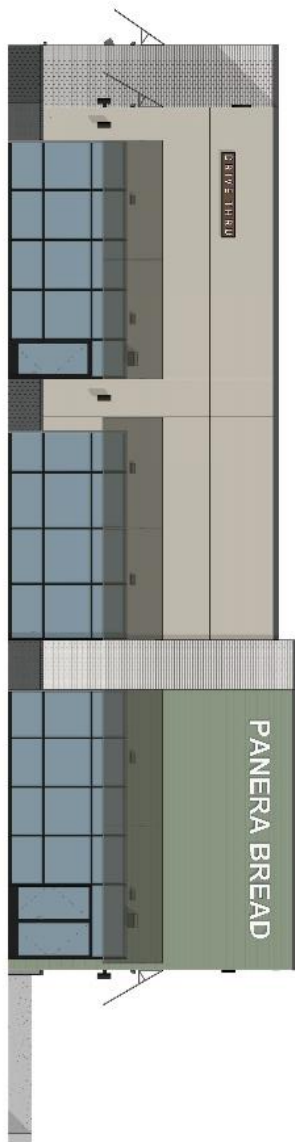




Attachment F – Building Elevations



1 EAST ELEVATION COLORED RENDERING



2	SOUTH ELEVATION COLORED RENDERING
1	1/2" = 1'-0"

#0780

Bakery Cafe #0780
PARKWAY CROSSING WEST
SHOPPING CENTER
TBD- PRINCE WILLIAM PARKWAY
WOODBIDGE, VA 22192



no.	Description	Days
1	FLYING 2.40000 AM	25.01.17
2	STILL FLYING 2.40000 AM	25.01.17

**RENDERED
EXTERIOR
ELEVATIONS**

DATE: 6-20-98
BY: [Signature]
PROJECT: A301b

6/20/98
A301b

1 NORTH ELEVATION COLORED RENDERING
1:2" = 1'-0"[illegible]

Bakery Cafe #0780
PARKWAY CROSSING WEST
SHOPPING CENTER
TBD- PRINCE WILLIAM PARKWAY
WOODBIDGE, VA 22192

3

A302b

2 WEST ELEVATION COLORED RENDERING



PANERA BREAD

- O. STORRETTI

AMERICAN CHEMICAL SOCIETY

FIRST FLOOR

Attachment G – Signage Request Comparison Matrix (from Applicant)

PANERA BREAD DRIVE-THROUGH SIGN COMPARISON CHART

SIGN COMPARISON CHART		
SIGN TYPE	PERMITTED/ALLOWED	PROVIDED/PROPOSED
Business/Institutional Freestanding Signs		
Number of Signs	0	1
Maximum Size Per Face	40 sq. ft.	80 sq. ft.
Maximum Height	10 ft.	15 ft.
Minimum Setback	10 ft. or one foot for each foot in height, whichever is greater.	N/A
Business/Institutional Façade Signs		
Number of Signs	3	6 total <ul style="list-style-type: none"> Panera Bread (4) Drive Thru (2)
Maximum Size Per Face	1.5 sq. ft. per foot of building front or unit width within 100 ft. of right-of-way 2 sq. ft. per foot of building front or unit width greater than 100 feet from the right-of-way.	144.20 sq. ft. total <u>Panera Bread</u> $30.5 \times 3 = 91.50$ 36.65 128.15 total sq. ft. <u>Drive Thru</u> $8.42 \times 2 = 16.84$ sq. ft.
Maximum Height	n/a	n/a
Minimum Setback	n/a	n/a
SIGN TYPE	PERMITTED/ALLOWED	PROVIDED/PROPOSED
Directional Signs		
Number of Signs	Any number necessary to direct traffic within a site.	2
Maximum Size Per Face	3 sq. ft.	3 sq. ft. x 2 = 6 sq. ft. (double sided)
Maximum Height	3 ft.	3 ft.
Minimum Setback	3 ft.	Will meet minimum setback requirements.

Attachment G – Signage Request Comparison Matrix (from Applicant)

Secondary		
Number of Signs	Any number necessary for public convenience.	1 – Thank You/Do Not Enter 1 – Order Here 1 – Window Sign
Maximum Size Per Face	6 sq. ft. each	<u>Thank You</u> 3 sq. ft. <u>Order Here</u> 4.23 sq. ft. <u>Window Sign</u> 5.84 sq. ft.
Maximum Height	5 ft.	<u>Thank You</u> 3 ft. <u>Order Here</u> & <u>Window Sign</u> N/A
Minimum Setback	5 ft.	Will meet minimum setback requirement of at least 5 ft.
<u>SIGN TYPE</u>	<u>PERMITTED/ALLOWED</u>	<u>PROVIDED/PROPOSED</u>
Restaurant Preview/Menu Board Signage		
Number of Signs	1 (in addition to other signs permitted for business uses)	3 (Preview Board, Order Speaker Screen, and Menu Board)
Maxim Size per Face	Maximum Length: 8 ft.	<u>Preview Board</u> Length: 4.71 ft. <u>Order Speaker</u> Area: 1.5625 sq. ft. <u>Menu Board</u> Length: 7.365 ft.
Maximum Height for Freestanding Signs	6 ft.	<u>Pre-Menu Board</u> 5 ft. 8 in. <u>Order Speaker</u> 9 ft. 5 in. <u>Menu Board</u> 5 ft. 11 in.
Minimum Setback	10 ft.	Will meet the minimum requirement of at least 10 ft.

Architectural elevation drawing of a Panera Bread building facade. The drawing shows a two-story structure with a large sign on the upper level and a drive-thru on the lower level. Dimensions are provided for various sections of the facade and the sign. A scale of 3/8" = 1'-0" is indicated. The drawing is labeled "SOUTH ELEVATION: 1/8" = 1'-0"" and "SCALE: 3/8" = 1'-0"". A note indicates "WINDOW SIGN = 5.84 SQ. FT. SEE: 29635.11". A note indicates "DRIVE THRU SIGN ELEVATION: 3'8" = 1'-0" 8.42 SQ. FT.".

The drawing shows the east elevation of a Panera Bread building. The main sign is a large rectangle with a height of 220 1/4" and a width of 30.5 SQ.FT. The sign text reads "PANERA BREAD". The building facade has a height of 139 1/2" and a width of 135 1/8". The sign is mounted on the facade. A detail of the sign shows the text "DRIVE THRU" in a black box with a white border, with a height of 86 5/8" and a width of 30.5 SQ.FT. The sign is mounted on a wall with a height of 139 1/2" and a width of 135 1/8".

WEST ELEVATION: SCALE=1'-0"

120'

132 1/2'

220 1/4'

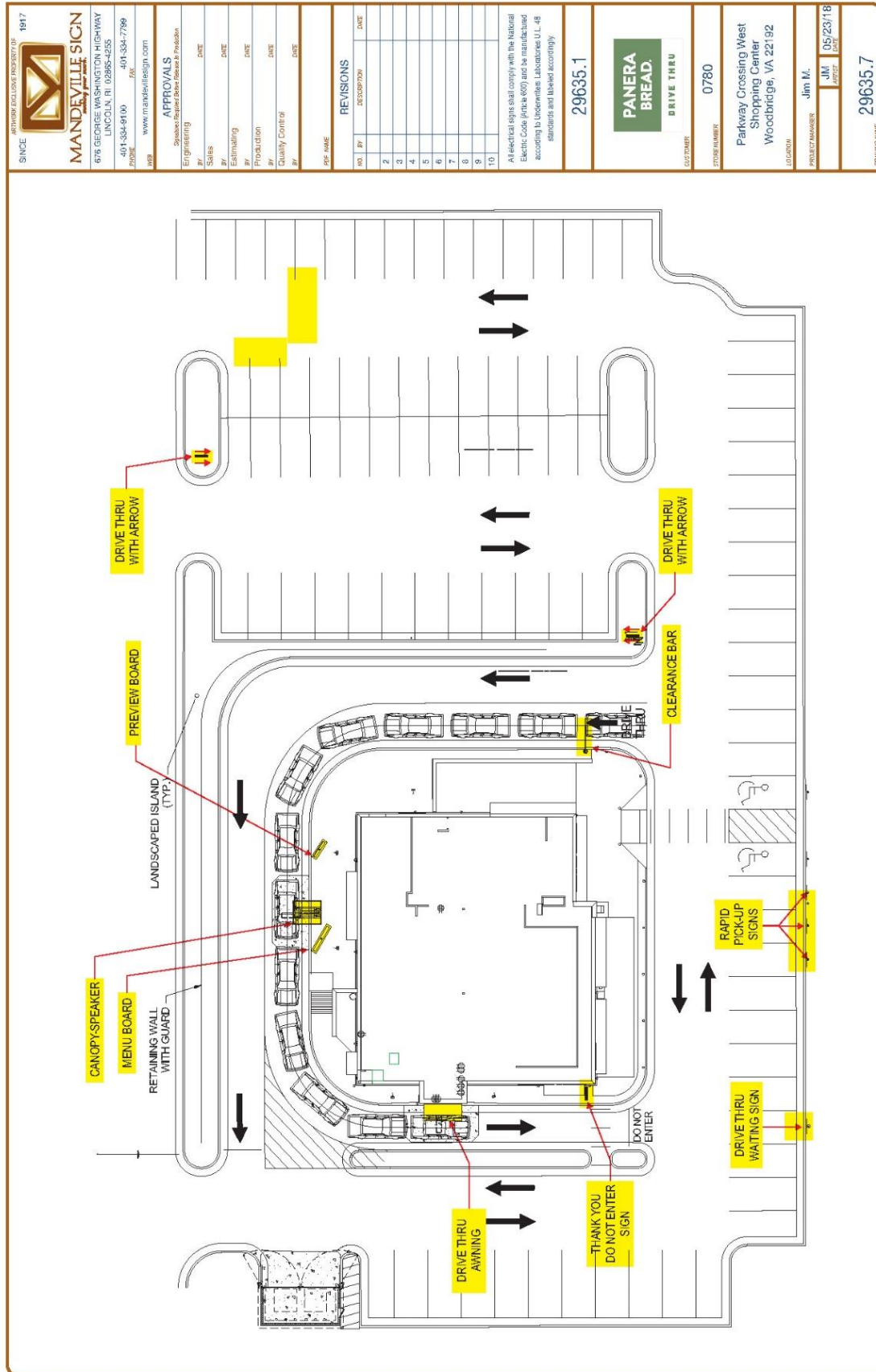
30.5 SO.F.T.

SCALE: 3/8"=1'-0"

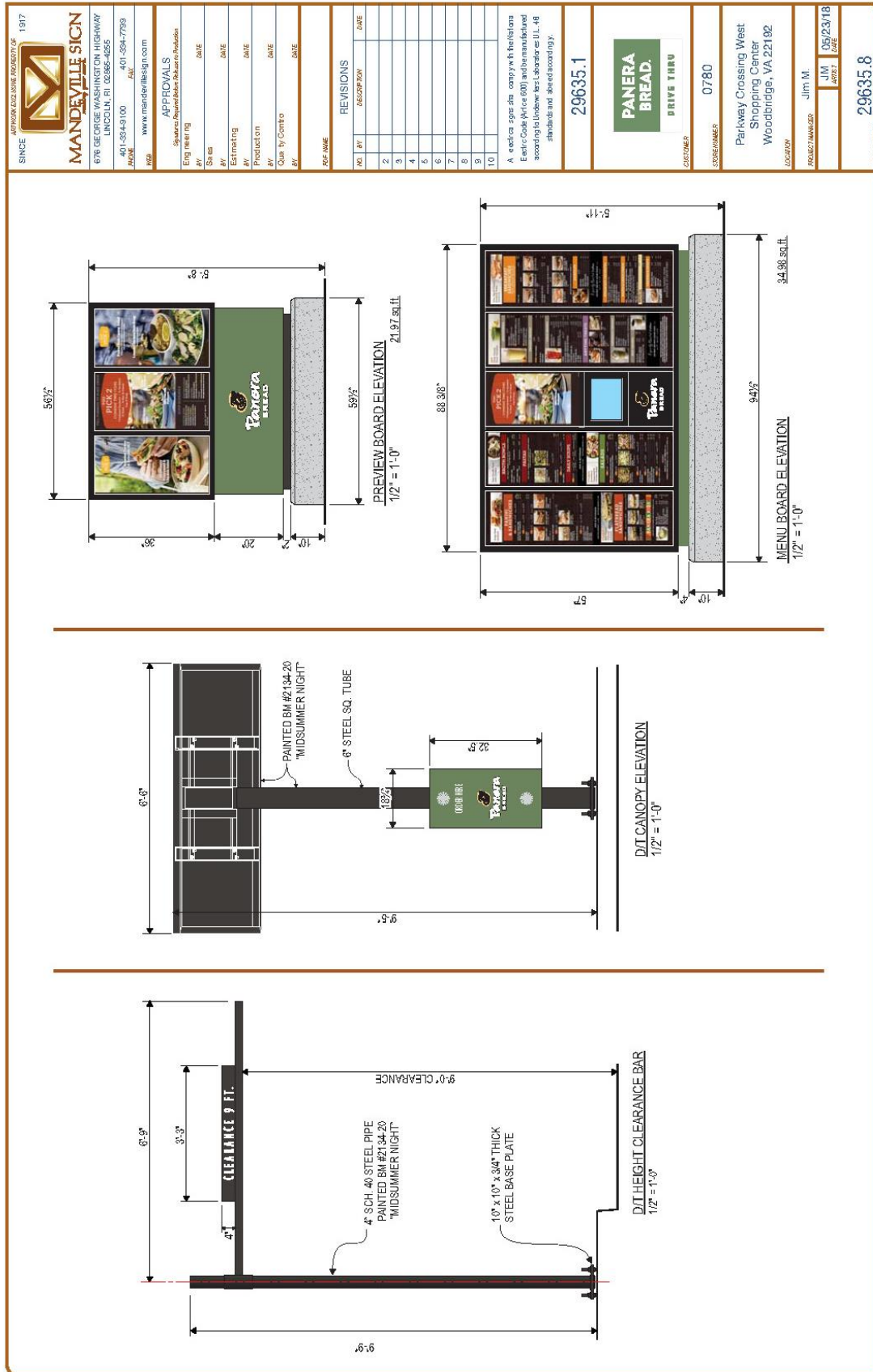
PANERA BREAD®

SINCE 1917		MANDYVILLE SIGN	
676 GEORGE WASHINGTON HIGHWAY LINCOLN, RI 02865-4255		401-334-9100 401-334-7789 www.mandyville.com	
APPROVALS		REVISIONS	
Engineering		DESCRIPTION	
BY	DATE	NO.	DATE
Sales	DATE	1	
Estimating	DATE	2	
Production	DATE	3	
Quality Control	DATE	4	
BY	DATE	5	
BY	DATE	6	
BY	DATE	7	
BY	DATE	8	
BY	DATE	9	
BY	DATE	10	
CUSTOMER		29635.1	
STORE NUMBER		0780	
LOCATION		Parkway Crossing West Shopping Center Woodbridge, VA 22192	
PROJECT MANAGER		Jim M.	
DATE		05/23/18	
PROJECT NAME		29635.5	

Attachment H – Signage Elevations & Specifications




Attachment H – Signage Elevations & Specifications



Attachment H – Signage Elevations & Specifications

SINCE 1947



MANDEVILLE SIGN
Serving the Panera Bread® community

616 GERRARD STREET EAST
UNIONVILLE, ONTARIO L3R 9V3
416-334-9100 416-334-7799
info@mandevillesign.com www.mandevillesign.com

APPROVALS

By (signature)	DATE
By (signature)	DATE
By (signature)	DATE
By (signature)	DATE
By (signature)	DATE
By (signature)	DATE
By (signature)	DATE

REVISIONS

NO.	BY	DESCRIPTION	DATE
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

At electrical signs shall comply with the National Electric Code (Article 600) and be manufactured according to Underwriters Laboratories U.L. 48 standards and labeled accordingly.

CUSTOMER

PANERA BREAD®
DRIVE THRU

PROJECT NUMBER

0780

LOCATION

Parkway Crossing West
Shopping Center
Woodbridge, VA 22192

PROJECT MANAGER

Jim M.

DATE

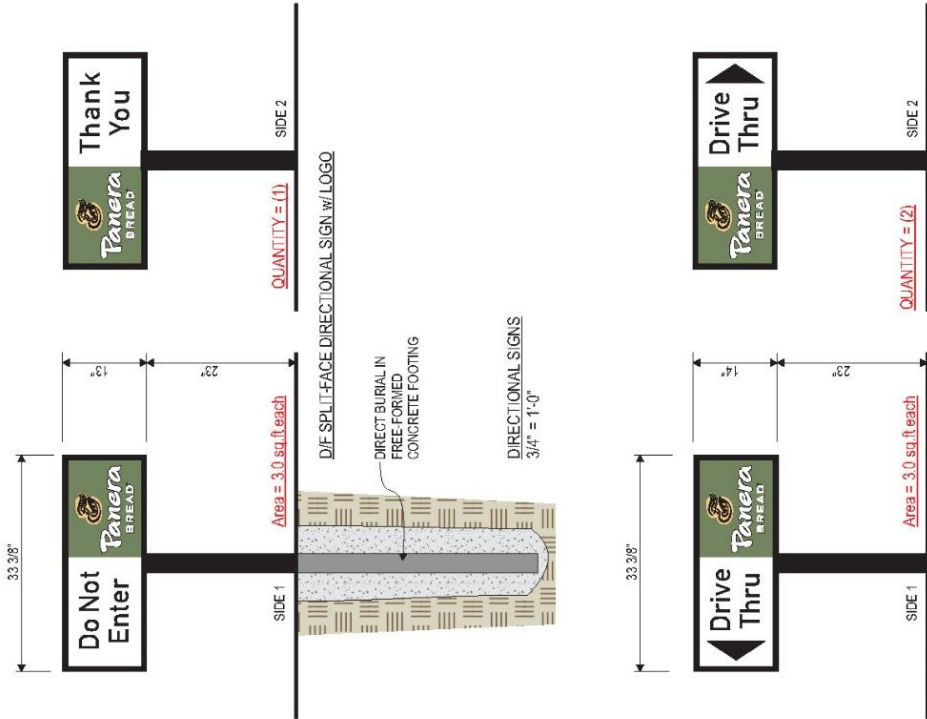
05/23/18

DRAWING NAME

29635.9


29635.1

29635.9



Attachment H – Signage Elevations & Specifications

SINCE 1917




MANDEVILLE SIGN
615 GEORGE WASHINGTON HIGHWAY
LINCOLN, RI 02883-4255
401-534-9100
FAX 401-534-7799
www.mandevillesign.com

APPROVALS
 Designer: [Signature] DATE
 Checker: [Signature] DATE
 Estimating: [Signature] DATE
 Production: [Signature] DATE
 Quality Control: [Signature] DATE
 Project Manager: [Signature] DATE

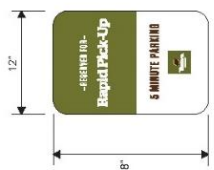
REVISIONS

NO.	BY	DESCRIPTION	DATE
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

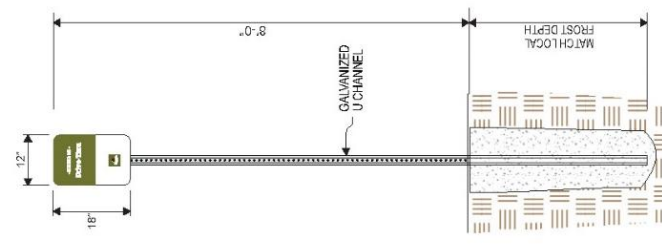
At electrical signs shall comply with the National Electric Code (NFPA 70E) and be manufactured according to Underwriters Laboratories U.L. 48 standards and labeled accordingly.



(1) REQUIRED
SCALE: 1" = 1'-0"



(3) REQUIRED
SCALE: 1" = 1'-0"



SCALE: 1/2" = 1'-0"
(1) S/F SIGN REQUIRED

Note:
Sign design and number of signs subject to change at site plan.

29635.1

PANERA BREAD.
DRIVE THRU

0780

0780

Project Manager: **Jim M.**
 Parkway Crossing West Shopping Center
 Woodbridge, VA 22192
 Location: [Blank]
 Project Manager: **Jim M.**
 Artist: **JM**
 Date: **05/23/18**

Drawings Name: **29635.10**

[illegible]

Attachment H – Signage Elevations & Specifications

SINCE 1917



MANDEVILLE SIGN
67N GEORGE WASHINGTON HWY
LINCOLN, RI 02865-4255
401-384-9100
www.mandevillesign.com

APPROVALS

Engineering	DATE
Sales	DATE
Estimating	DATE
Production	DATE
Quality Control	DATE

REVISIONS

NO.	BY	DESCRIPTION	DATE
1	JM	Added base for sign	06/10/10
2	JM	Added sign legs	01/13/12
3	JM	Added sign	11/11/13
4	JM	Added sign	01/28/16

PROJECT MANAGER N/A

VARIOUS
PAGE 21

PROJECT MANAGER
JIM MANDEVILLE

SCALE NOTED **WD** 6/11/10 **ARTIST** JMM

DT-MONUMENT SIGN

(1) D/F, INTERNALLY ILLUMINATED MONUMENT SIGN:

- FABRICATED ALUMINUM SIGN CABINET PAINTED BLACK
- PAN EMBOSSED POLYCARBONATE FACES
- PMS 5750 OPAQUE GREEN BACKGROUND
- WHITE PANERA BREAD "DRIVE THRU" LETTERS
- WHITE FLUORESCENT INTERNAL ILLUMINATION
- STEEL PIPE CENTER SIGN SUPPORT
- BRICK BASE BY 6" C, FOOTING DETAILS T B D.



MONUMENT SIGN ELEVATION

Attachment I – Historical Commission Resolution

HISTORICAL COMMISSION RESOLUTION

MOTION: BISH

**August 8, 2017
Regular Meeting
Res. No. 17-037**

SECOND: DULEY

RE: LAND DEVELOPMENT RECOMMENDATIONS

ACTION: APPROVED

WHEREAS, the Prince William County Historical Commission seeks to identify, preserve and protect historic sites and structures in Prince William County; and

WHEREAS, the Prince William County Historical Commission's review of pending land development applications assists in determining the necessity for cultural resource surveys and other research and evaluations; and

WHEREAS, the Prince William County Historical Commission believes that the identification, preservation and protection of historic sites and structures throughout Prince William County is well served by this action;

NOW, THEREFORE, BE IT RESOLVED, that the Prince William County Historical Commission does hereby recommend to the Prince William County Planning Commission the action(s) noted for the following properties:

<u>Case Number</u>	<u>Name</u>	<u>Recommendation</u>
REZ2017-00019	Madison Square Proffer Amendment - 2 nd Submission	Amend existing Phase I to include research on Johnson House, Old Toll Road, and Buckland Mills Battlefield; Scope of Work to follow.
REZ2017-00027	Kaiser South Proffer Amendment	No further work
SUP2017-00056	Wellingford Concrete Plant	No further work
SUP2017-00057	Heathcote - 7-Eleven	No further work
SUP2018-00004	Panera Drive-Through on Prince William Parkway	No further work

Attachment I – Historical Commission Resolution

August 8, 2017
Regular Meeting
Res. No. 17-037
Page 2

Votes:

Ayes: by acclamation

Nays: none

Absent from Vote: none

Absent from Meeting: Brace, Cunard, Van Derlaske

MOTION CARRIED

ATTEST: 
Secretary to the Commission