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January 3, 2023

Mr. Larry Forrester, Chairman
and Members of the Lexington-Fayette Urban County Planning Commission
200 East Main Street
Lexington, KY 40507

Re: Proposed zone change for 1793 Atoma Drive (a/k/a a portion of 1965
Georgetown Road)

Dear Chairman Forrester and Members of the Planning Commission:

This letter is written on behalf of Goodwill Industries of Kentucky, Inc., which is filing a zone change application and development plan for the property at 1793 Atoma Drive (this property has also been identified as a portion of 1965 Georgetown Road). The property is approximately 0.8 net acre and is currently zoned Highway Service Business (B-3). We are requesting a zone change to the Light Industrial (I-1) zone in order to allow construction of a donation receiving building.

INTRODUCTION

Goodwill Industries of Kentucky, Inc. is a 501(c)(3) non-profit organization which is celebrating 100 years of serving the underserved and creating pathways out of poverty for those in need. Goodwill Industries may be best known for its retail stores which sell donated items. Goodwill has 67 stores in Kentucky which re-purpose or recycle more than 50 million pounds of used goods annually. Most of the 1,300 retail employees have a disability or other challenge. Goodwill assists them to resolve barriers that have kept them from working.

Goodwill's program is much larger than its retail operations, however. The retail operations help to finance its other social service operations which offer free, life-enhancing

programs and services to Kentucky's most underserved communities and populations. It sponsors statewide Opportunity Centers, including one in Lexington, which offer addiction treatment, housing and transportation assistance, legal and expungement services, behavioral, mental and spiritual health support, financial and digital support and much more. It also partners with other like-minded agencies to place 2,000-plus individuals into jobs each year and assists 10,000-plus more with their resources.

DESCRIPTION OF PROJECT

This property is located at the corner of Atoma Drive and Georgetown Road, one lot away from the McDonald's. Because this lot is smaller than most Goodwill locations, it will be a donation drop-off building only. Donations will be received, sorted, then sent to other Goodwill stores in the area. There will be no retail sales at this site.

The existing B-3 zoning requires retail sales. Because there will be no retail sales, we need to change the zone to I-1, which allows drop-off and sorting, but does not require retail sales.

The appearance of the building will be very similar to Goodwill stores in this area. People can drive or walk up to donate items. Items can be brought into the building, or an employee of Goodwill will come out to the car to pick up the items and take them into the building. Some preliminary sorting will be performed in the building, then the items will be delivered to other Goodwill stores in the area.

The use is consistent with other uses in this area. Because the building will appear much like Goodwill's stores, it will transition well between the commercial uses to the south (IGA Crossroads Market and McDonald's), and the industrial uses to the north (American Mini-Storage and the Advance Auto distribution center).

This property has good access for people who want to drop off donated items and for employees. Georgetown Road has recently been widened. Atoma Drive connects Georgetown Road to the internal street, Grambo Way, and to Sandersville Road. Although the Commonwealth of Kentucky did not construct sidewalks when it recently widened Georgetown Road, there are sidewalks internal to this development, and along Atoma Drive and Sandersville Road. Also, sidewalks will be completed along the frontage of this lot which will connect the Atoma Drive sidewalk to the building. LexTran routes 2 and 52 service both Georgetown Road and Sandersville Road. Bus stops are located immediately across Georgetown Road and nearby on Sandersville Road.

GOALS AND OBJECTIVES OF THE 2018 COMPREHENSIVE PLAN

This proposal is in agreement with the Goals and Objectives of the 2018 Comprehensive Plan. This project will supply jobs and resources to the most vulnerable of our citizens. Goal 4 under Theme A, Growing Successful Neighborhoods, calls for addressing community facilities at a neighborhood scale. Objective A.4.b. calls for equitable and accessible social services that

address the needs of all residents, maximizing the opportunity to reach geographically underserved areas throughout the community. This facility will provide jobs for residents and will provide a convenient location for residents to donate unneeded items to support Goodwill's mission. Its location on transit routes helps to prioritize multi-model options that de-emphasize single-occupancy vehicle dependence, as called for in Objective B.2.d.

Most important, this proposal agrees with Theme C, creating jobs and prosperity. As pointed out in Objective C.1.a., the Comprehensive Plan calls for strengthening efforts to develop a variety of job opportunities that lead to prosperity for all. This should apply to all, regardless of their situation in life. It also complies with Objective C.1.e., which encourages developers of government-funded or subsidized projects to employ residents in the vicinity. Similarly, Theme D is improving a desirable community. Goal D.2. supports a model of development that focuses on people-first to provide accessible community facilities and services to meet the health, safety and quality of life needs of Lexington-Fayette residents and visitors. Goodwill's mission is to provide for the quality of life needs for Lexington's sometimes overlooked citizens. Objective B.2.b. calls for collaboration with educational and healthcare entities (and hopefully non-profit organizations) to meet the needs of Lexington-Fayette County's residents and visitors.

Also, the development of this vacant parcel complies with Theme E., Urban and Rural Bounds, by upholding the Urban Service Area concept, as called for in Goal 1. This proposal is economically and socially sustainable to accommodate future growth needs of citizens while safeguarding rural land (Objective E.1.b.). It assists in the redevelopment of an underutilized corridor (Objective E.1.c.) and it maximizes development on vacant land within the Urban Service Area (Objective E.1.d.). It thus assists in maintaining boundaries of the current Urban Service Area (Goal E.3.).

Also, this proposal complies with the Policies of the 2018 Comprehensive Plan. This proposal precisely complies with Diversity Policy 2 and Diversity Policy 4 (Pages 127 and 129). Diversity Policy 2 is to "encourage a diverse economic base to provide a variety of job opportunities, allowing upper mobility for lower-income residents of Fayette County." Diversity Policy 4 is "encourage training, programs and workforce inclusion opportunities for people with disabilities or judicial records, or who have undergone rehabilitation from addiction." This is exactly what Goodwill Industries does. In addition, Prosperity Policy 11 is to "expand job opportunities through education and training to retain existing businesses and attract new ones." We comply with Support Policy 5, which is to "provide equity in social services by ensuring those in need are served by social service community facilities that address homelessness, substance abuse, mental health and other significant issues."

ENGAGEMENT

We have sent letters to the Oakwood Neighborhood Association, Highlands Neighborhood Association, and Coldstream Station Homeowners Association to inquire if they would like us to meet with or present further information about this zone change application.

PLACE-TYPE, DEVELOPMENT TYPE AND REQUESTED ZONE

This proposal fits within the Industry & Production Center place-type, and within the Industrial & Production Non-Residential (INR) development type. We are requesting the Light Industrial (I-1) zone, which is a recommended zone for this place-type and development-type.

DEVELOPMENT CRITERIA

Here is a discussion of the criteria that were not specifically addressed on the development plan, or which need further discussion:

- B-PR9-1. This 0.8-acre tract is already developed. It is vacant and largely flat. It is not located within an environmentally sensitive area.
- C-DI1-1. The Light Industrial (I-1) zone is the most flexible zoning option for our proposed use and employment.
- C-PS8-1. This project is designed to increase special trade employment.
- D-PL7-1. See above for discussion of engagement.
- C-PS10-1, D-CO1-1, D-CO2-1 and D-CO2-2. As this zone change is for a single lot which has already been platted, rights-of-way and other multi-modal facilities have already been designed or considered for this area. We will provide a sidewalk along the full frontage of Atoma Drive, connecting Grambo Way with the perpendicular portion of Atoma Drive and Georgetown Road. Our internal sidewalks will lead into the building, and a bike rack will be provided. Although we do not wish to share parking with nearby fast food and retail establishments, the amount of parking is minimized due to the lack of retail use on the property.
- A-DS4-3. As mentioned above, this single lot is part of a developed subdivision. The building will fit in with the designed use of the property.
- B-PR7-2 and B-RE1-1. This is a highway commercial/industrial area. Additional trees are shown on our development plan.

CONCLUSION

Our proposal will allow Goodwill Industries of Kentucky to provide jobs on this property for those who face limited employment prospects, and also it will allow Goodwill to fund its social service programs in other locations. Because of the retail appearance of the building, it will be consistent with the existing development of this commercial subdivision. It will serve as a transition between the restaurant and retail establishments to the south, and the storage and distribution facilities to the west and north.

Thank you for your consideration of this zone change request.

Sincerely,



Richard V. Murphy,
Attorney for Goodwill Industries of
Kentucky, Inc.

RVM/prb

On Plan

written

Not Applicable

INDUSTRY & PRODUCTION CENTER DEVELOPMENT CRITERIA



INDUSTRIAL & PRODUCTION NON-RESIDENTIAL

SITE DESIGN, BUILDING FORM, & LOCATION

- B-PR9-1** Minimize disturbances to environmentally sensitive areas by utilizing the existing topography to the greatest extent possible.
- B-SU11-1** Green infrastructure should be implemented in new development. (E-GR3)
- C-D11-1** Consider flexible zoning options that will allow for a wide range of jobs.
- C-D15-1** In Opportunity Zones with a clearly defined local context, consider adaptive reuse to enhance the existing context.
- C-PS3-1** Development potential in the Rural Activity Centers should be maximized. (E-ST5)
- C-PS8-1** Opportunities for industry and special trade employment should be increased.
- C-PS10-2** Developments should explore options for shared and flexible parking arrangements for currently underutilized parking lots.
- C-PS10-3** Over-parking of new developments should be avoided. (B-SU5)
- D-PL7-1** Stakeholders should be consulted to discuss site opportunities and constraints prior to submitting an application.
- D-PL9-1** Historically significant structures should be preserved.
- D-SP3-1** Adequate right-of-way, lease areas and easements for infrastructure, with emphasis on wireless communication networks should be provided to create reliable service throughout Lexington.
- D-SP3-2** Cellular tower antennae should be located to minimize intrusion and negative aesthetic impacts, and stealth towers and landscaping should be used to improve the visual impact from the roadway and residential areas.
- E-GR4-1** Developments should incorporate reuse of viable existing structures.
- E-GR5-1** Structures with demonstrated historic significance should be preserved or adapted.

ENHANCED NEIGHBORHOOD

TRANSPORTATION & PEDESTRIAN CONNECTIVITY

- C-PS10-1** Flexible parking and shared parking arrangements should be utilized.
- D-CO1-1** Rights-of-way and multimodal facilities should be designed to reflect and promote the desired place-type.
- D-CO2-1** Safe facilities for all users and modes of transportation should be provided.
- D-CO2-2** Development should create and/or expand a safe, connected multimodal transportation network that satisfies all users' needs, including those with disabilities.

- D-CO4-1** Dead-end streets and Cul-de-sacs should be discouraged except where connections are not topographically or environmentally feasible.
- D-CO4-2** Roadway capacity should be increased by providing multiple parallel streets, which alleviate traffic and provide multiple route options, in lieu of additional lanes.
- D-CO4-3** Street pattern and design should consider site topography and minimize grading where possible.
- D-CO5-1** Streets should be designed with shorter block lengths, narrower widths, and traffic calming features.
- E-ST3-1** Development along major corridors should provide for ride sharing pick up and drop off locations along with considerations for any needed or proposed park and ride functions of the area. (E-GR10, E-GR7)

GREENSPACE & ENVIRONMENTAL HEALTH

- A-DS4-3** Development should work with the existing landscape to the greatest extent possible, preserving key natural features.
- A-EQ7-3** Community open spaces should be easily accessible and clearly delineated from private open spaces.
- B-PR2-1** Impact on environmentally sensitive areas should be minimized within and adjacent to the proposed development site.
- B-PR2-2** Dividing floodplains into privately owned parcels with flood insurance should be avoided.
- B-PR2-3** Floodplains should be incorporated into accessible greenspace, and additional protection should be provided to areas around them.
- B-PR7-1** Connections to greenways, tree stands, and stream corridors should be provided.
- B-PR7-2** Trees should be incorporated into development plans, prioritize grouping of trees to increase survivability.
- B-PR7-3** Developments should improve the tree canopy.
- B-RE1-1** Developments should incorporate street trees to create a walkable streetscape.
- B-RE2-1** Green infrastructure should be used to connect the greenspace network.
- E-ST5-1** Increased intensity in the Rural Activity Centers should not negatively impact surrounding rural areas.
- E-GR3-1** Physical and visual connections should be provided to existing greenway networks.
- E-GR3-2** New focal points should emphasize geographic features unique to the site.

Theme Letter - Pillar Abbreviation & Policy Number - Criteria Number
Ex: from Theme A - Design Pillar & Policy #1 - Criteria #1 = A-DS1-1. Full decoder on page ##

Criteria that include additional policy items in parentheses refer to companion policies that will provide additional context to the related criteria.