

Louisville Metro Land Development & Transportation Committee - March 13, 2025
Neighborhood Meeting - September 10, 2024

Docket No. 24-ZONE-0137

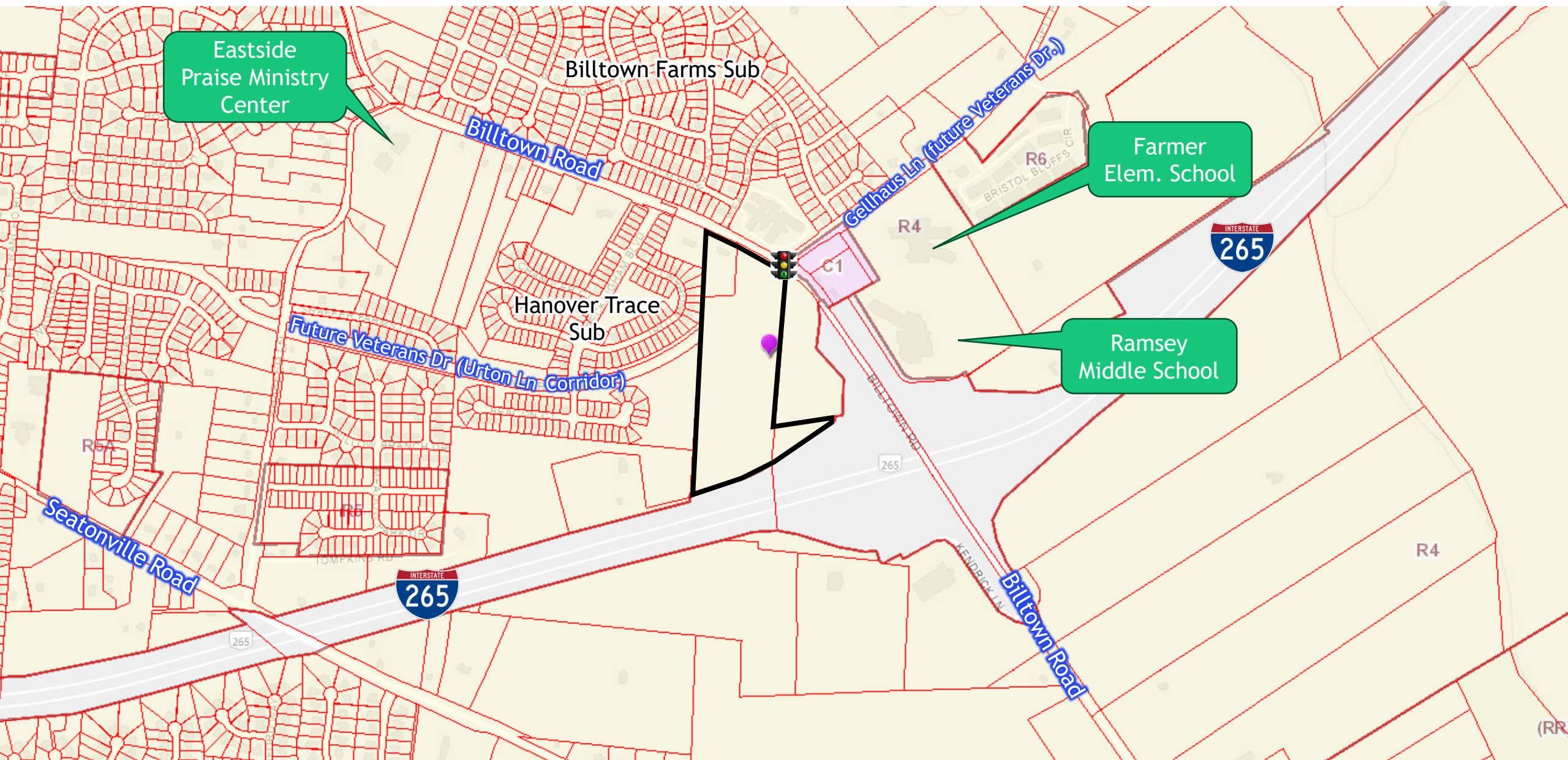
Zone Change from R-4 to R-6 and C-1 (w/ parking
waiver and setback variance) to allow a mixed
commercial-residential development at 6422 & 6808
Billtown Road

c/o Billtown Road Dev, LLC
Patrick Madden

Attorneys: Bardenwerper Talbott & Roberts, PLLC

Land Planners, Landscape Architects & Engineers: Land Design & Development Inc.

Traffic Engineer: Diane B. Zimmerman Traffic Engineering, LLC.



Eastside
Praise Ministry
Center

Billtown Farms Sub

Billtown Road

Gelhaus Ln (future Veterans Dr.)

Farmer
Elem. School

Future Veterans Dr (Urton Ln Corridor)

Hanover Trace
Sub

Ramsey
Middle School

Seatonville Road

INTERSTATE
265

INTERSTATE
265

C1

Billtown Road

R4

(RR)

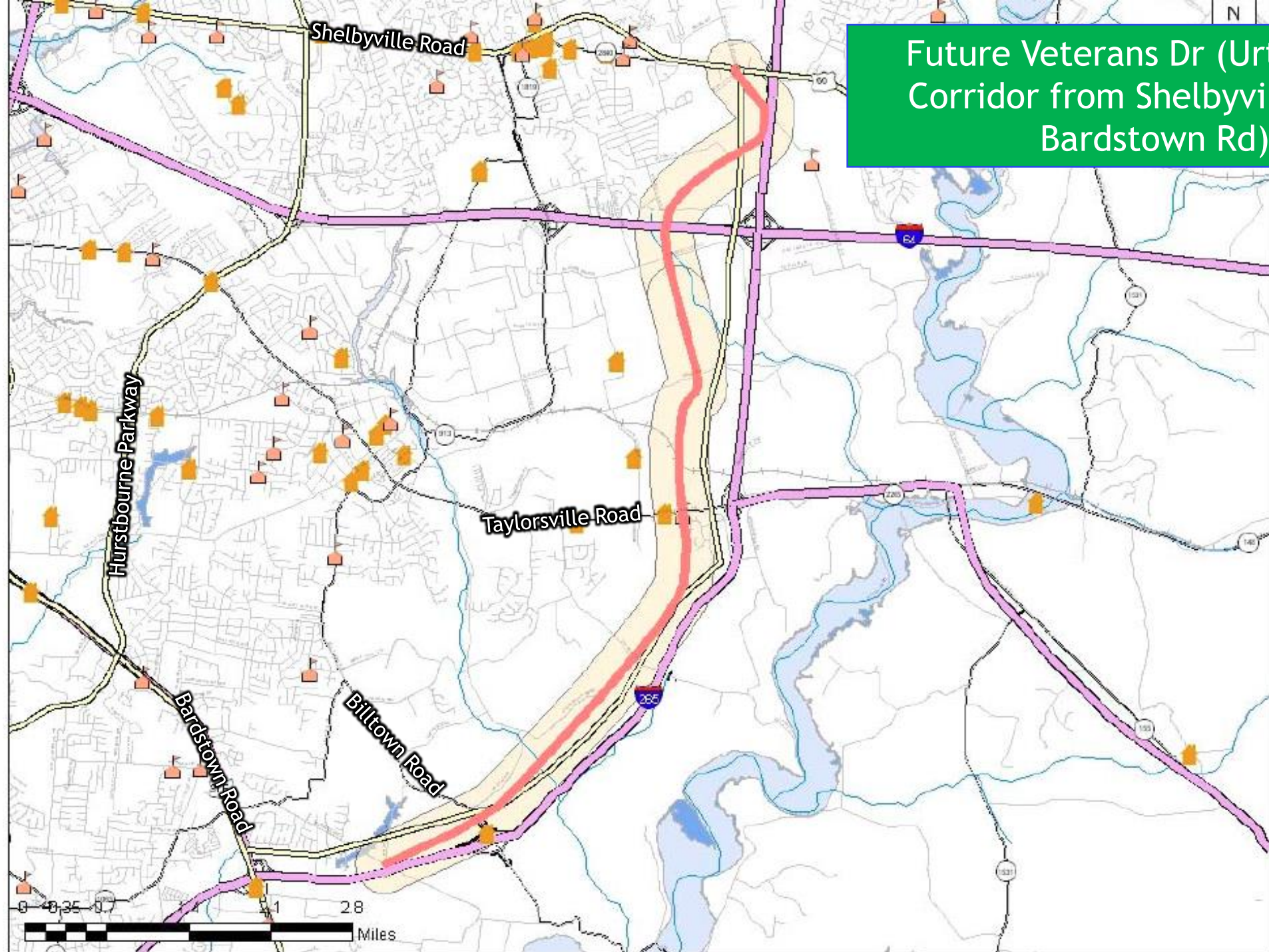


Eastside
Praise Ministry
Center

Farmer
Elem. School

Ramsey
Middle School

Future Veterans Dr (Urton Lane
Corridor from Shelbyville Rd to
Bardstown Rd)







SITE

View along Billtown Road, looking south towards Gene Snyder Freeway. Site is to the right.



View from site entrance looking east down Gellhaus Lane.



View of site from Gellhaus Lane, looking west towards Billtown Road.



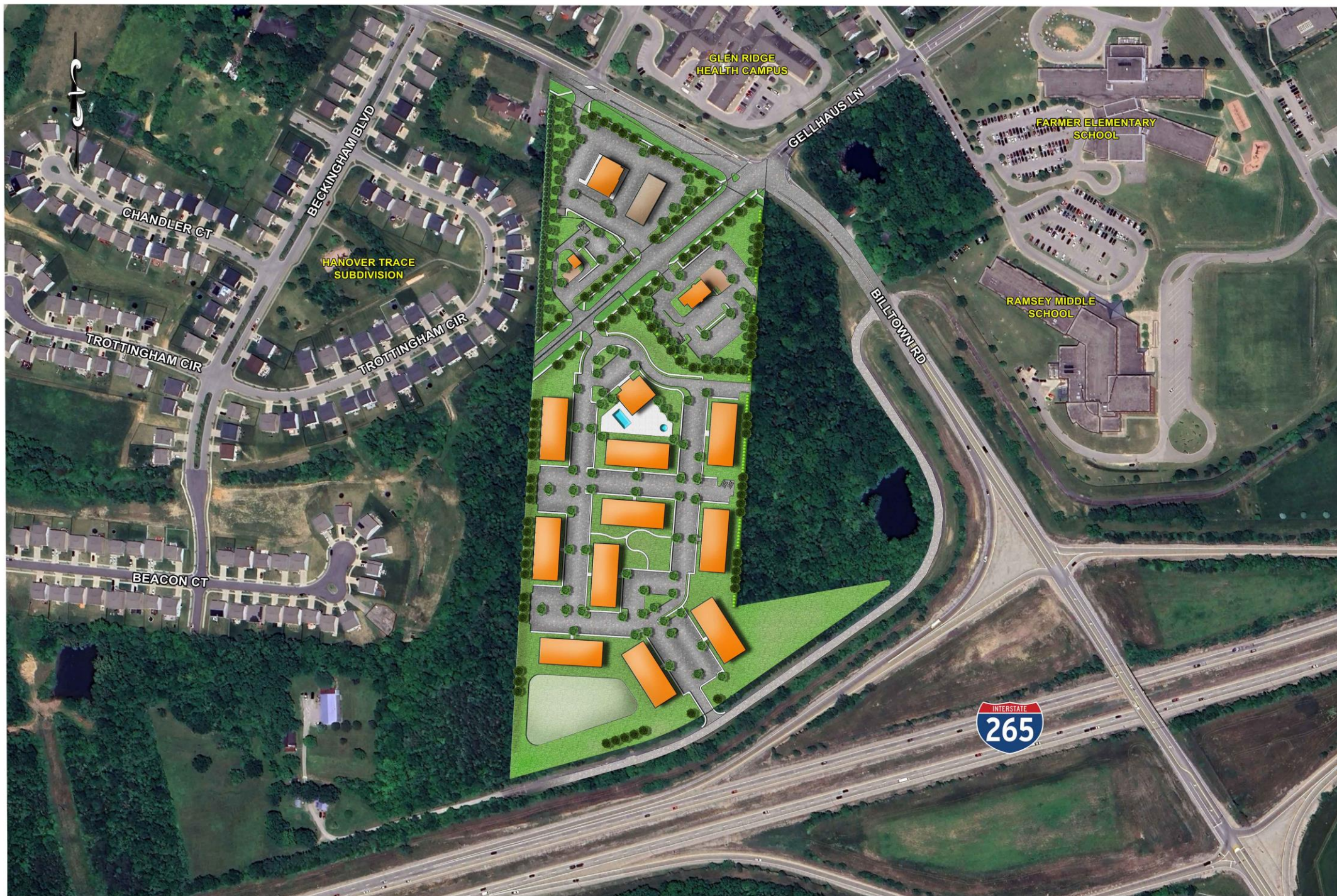
View along Biltown Road looking north. Site is to the left.

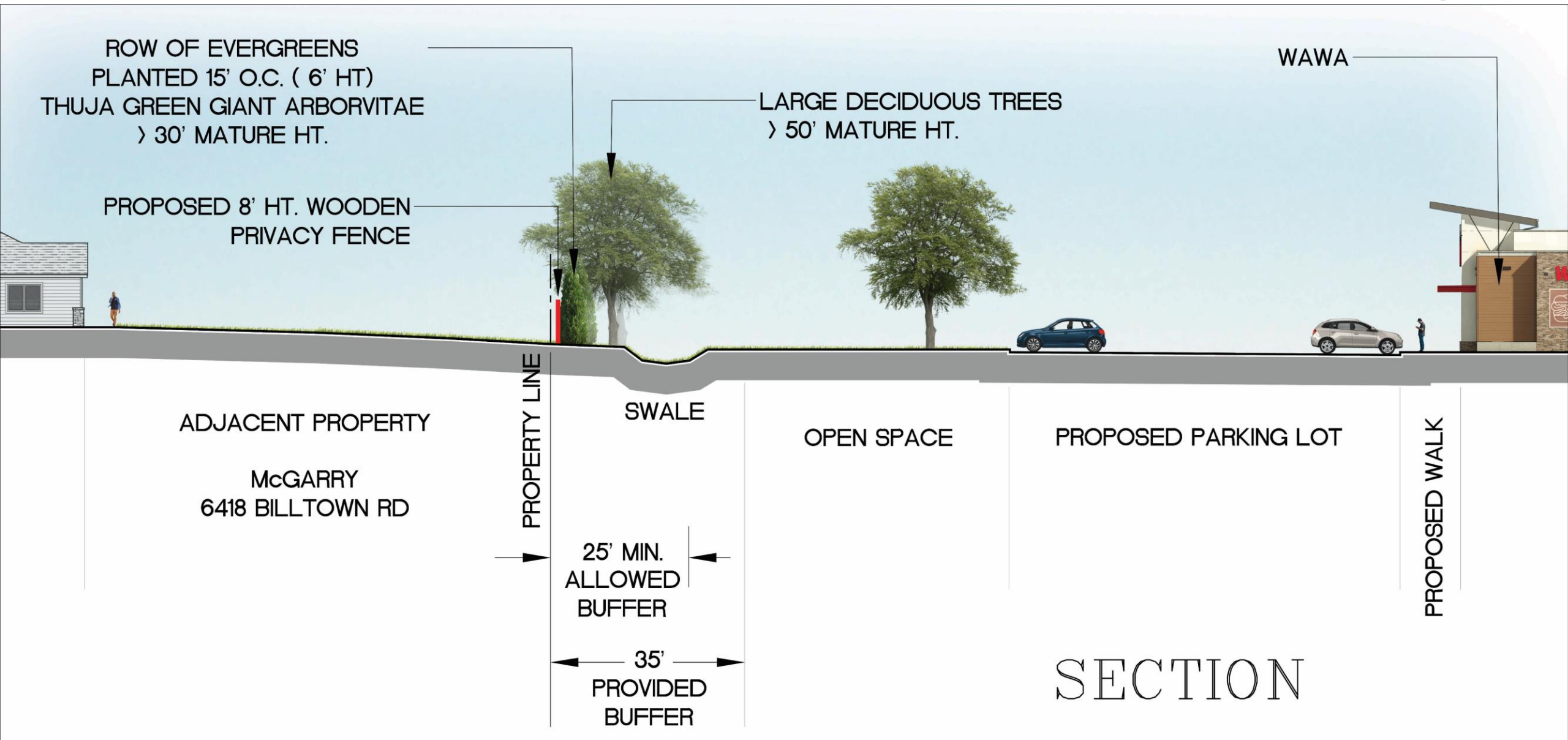


	Allowed/Required	Proposed	Parking Allowed	Parking Proposed
Apartments Units	270 (17.42 du/a)	240 (15.5 du/a)	480	429
Open Space	101,587 sf	150,400 sf		

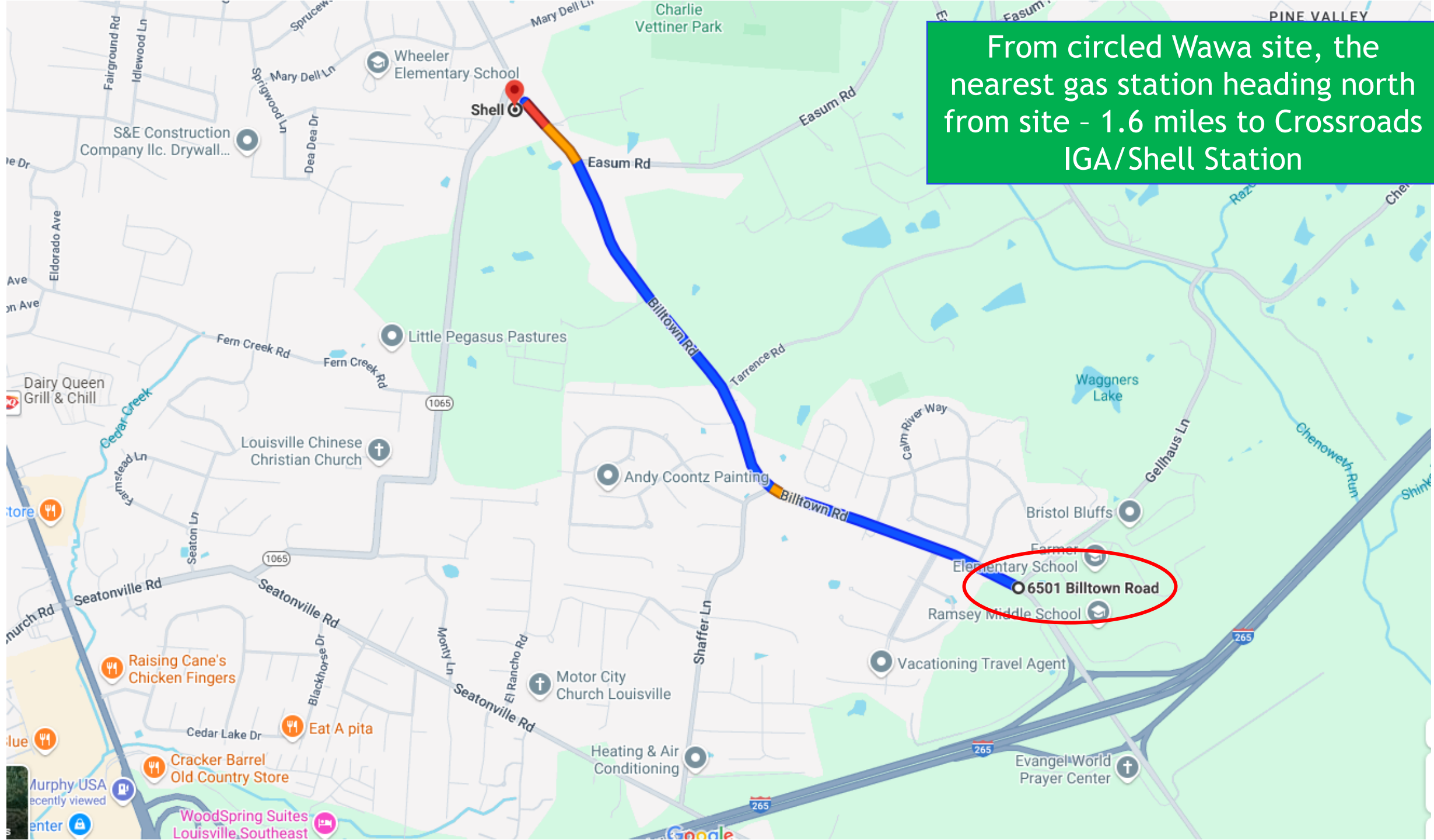
Total Gross Area	Existing Tree Canopy	Proposed Tree Canopy
26.3 ac	16.5%	35%

Use	Sq. Footage	Parking Allowed	Parking Proposed
Restaurant/Gas Station (Wawa)	6,400 sf	26	67
Coffee Shop	2,000 sf	20	9
Restaurant	6,730 sf	67	66

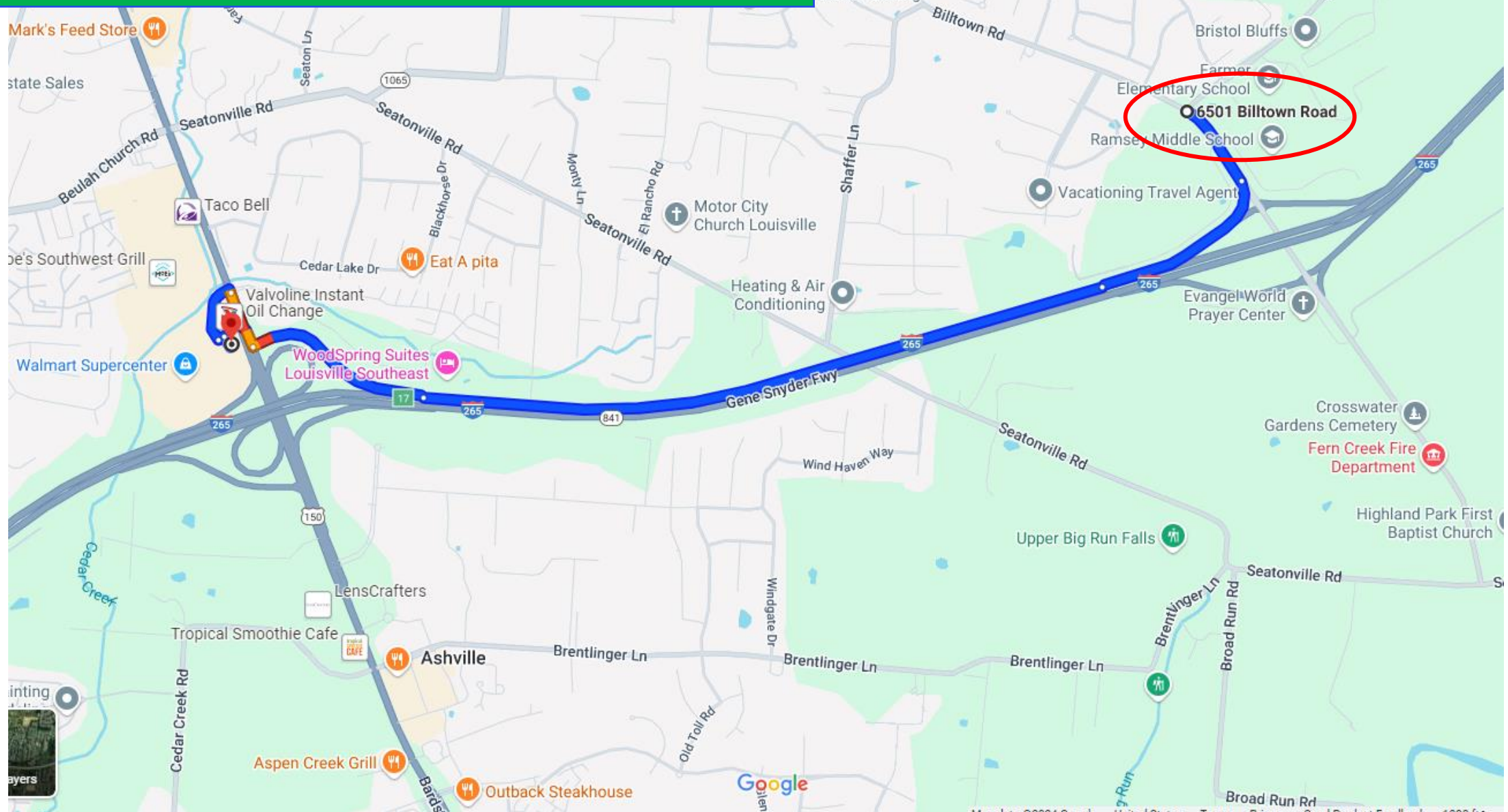




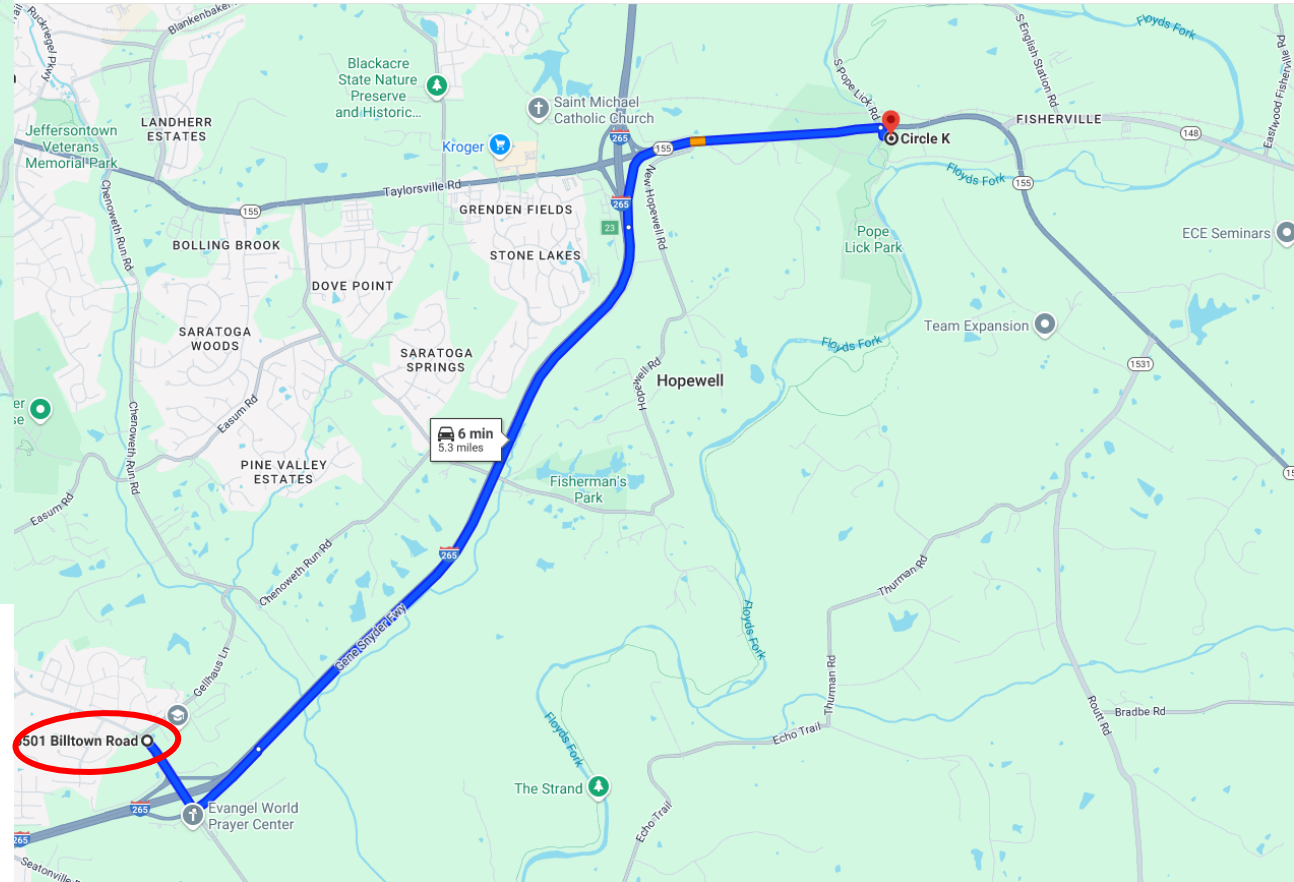
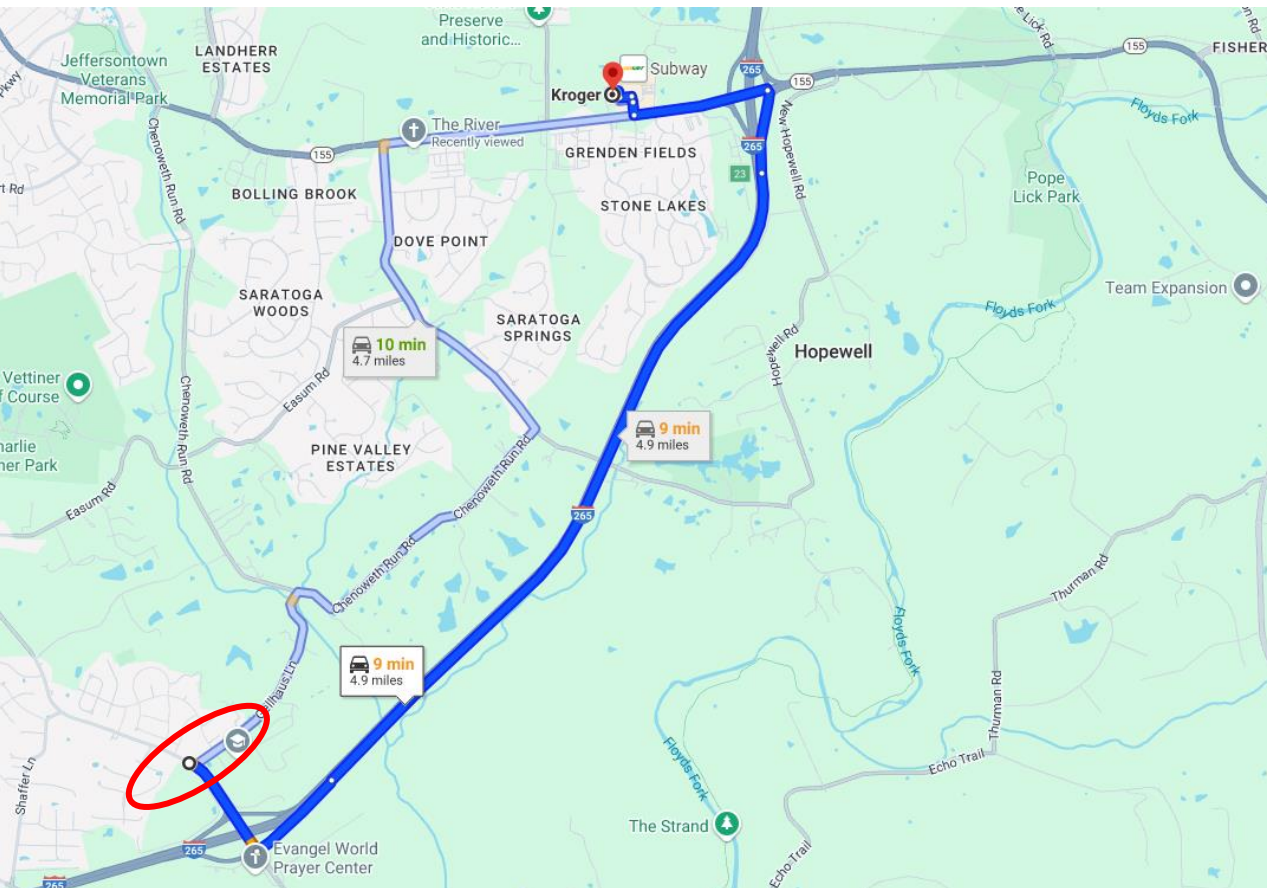
From circled Wawa site, the
nearest gas station heading north
from site - 1.6 miles to Crossroads
IGA/Shell Station



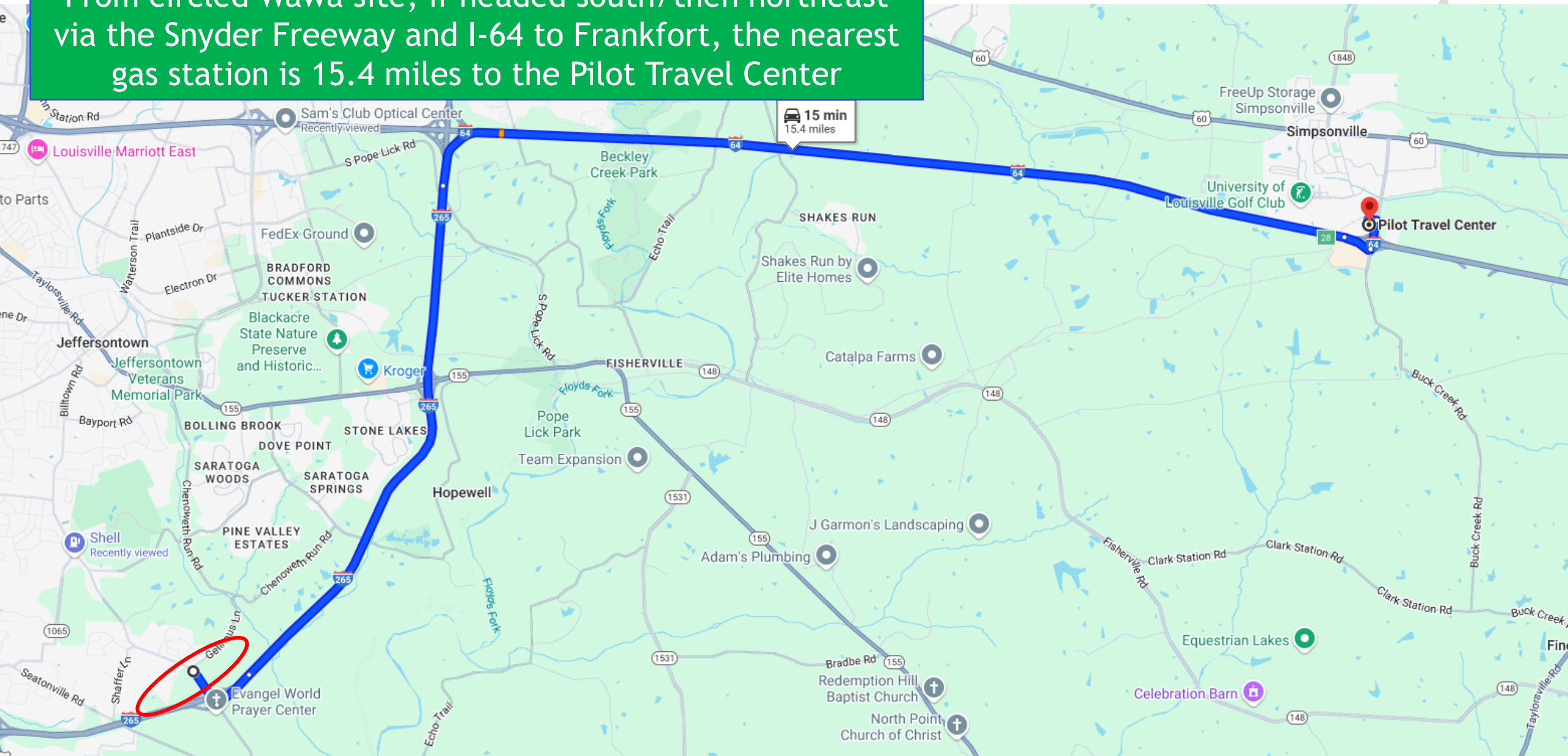
From circled Wawa site, if headed south/then anywhere west via the Snyder Freeway, the nearest gas station is 2.7 miles to the Walmart Gas Station



From circled Wawa site, if headed south/then anywhere northeast via the Snyder Freeway, the nearest gas stations are 4.9 miles away to the Kroger at Taylorsville Rd at Tyler Village Center and 5.3 miles away to the Circle K at Taylorsville Rd and Pope Lick Rd



From circled Wawa site, if headed south/then northeast via the Snyder Freeway and I-64 to Frankfort, the nearest gas station is 15.4 miles to the Pilot Travel Center



The Wawa[®] Story

Wawa, Inc is headquartered in Wawa, Pennsylvania and currently operates a chain of over 970 convenience stores in a six-state area, including New Jersey, Pennsylvania, Delaware, Maryland, Virginia, Florida, and Washington DC. The company was founded in 1803 in New Jersey, and incorporated in 1865 as the Millville Manufacturing Company, a textile company with mills in several states and sales offices across the country. In 1892, George Wood, founder of Wawa Dairy Farms, bought a house in Delaware County, PA near a train station named Wawa. A large mill pond on the Chester Creek below the station was a favorite gathering place for Canada Geese and the surrounding area



Wawa Dairy Milk Wagon (1929)

took its name from a Native American word meaning "wild goose." When Wood began the dairy in 1902, he named the business after the local region.

The Wawa Dairy specialized in processing; and the home delivery of "doctor certified" milk. Wawa dairy products have always enjoyed an excellent quality reputation. In the 1960's, Grahame Wood, George Wood's grandson, recognized the changing trends in the marketplace. Textile manufacturing was moving out of the area, and the need for the home delivery of milk had declined dramatically. Consumers were discovering supermarkets, and shopping patterns were changing. He realized that these changes represented an opportunity for a new distribution outlet for Wawa Dairy products.

Grahame Wood was determined to embrace change and meet the evolving needs of the community. On April 16, 1964, the first Wawa Food Market opened in Folsom, PA. Throughout Wawa's evolution the core values of the company have remained the same. Today Wawa is not only the name of the thriving company but a symbol of the company's culture. Just like a majestic flock of Canada geese flying synchronously in "V" formation, Wawa employs the principles of teamwork, group consensus and encouragement in the company.

The Wawa Dairy has also continued to expand and has produced fine quality products for almost a century. Today, this facility includes state-of-the-art dairy processing equipment, a warehouse complex and fleet maintenance facilities.

Wawa Food Markets are highly specialized convenience stores that emphasize food service and superior quality perishable products. Wawa's own brands include a complete line of fluid dairy products and a range of cold beverages such as tea, 100% fruit juices and lemonade. Wawa stores offer a large fresh foodservice selection, including Wawa brands such as custom prepared hoagies, freshly-brewed coffee, Sizzli hot breakfast sandwiches, specialty beverages, an assortment of soups, sides and snacks and dinner items including burgers, crispy chicken sandwiches and more!

Wawa's signature branded coffee, introduced in the 1970's, is now one of the most popular Wawa products. It is a true proprietary, private label blend, available only at Wawa stores. Wawa is unrivaled in the amount of coffee varieties we offer our customers. The company prides itself in delighting customers and having something to please every palate. Wawa's varieties include regular, decaf, flavored coffees and varietals from around the world. Wawa customers enjoy more than 195 million cups of freshly brewed Wawa coffee each year. Today, Wawa sells over 80 million built-to-order hoagies annually. In fact, Wawa was instrumental in having the "hoagie" named the Official Sandwich of Philadelphia.

Wawa's addition of gasoline to our new stores is part of our ongoing commitment to offer value and convenience to our customers. Each Wawa store featuring gasoline provides an average of 16 fueling dispensers and receives gas deliveries every day. Surcharge-free ATMs contribute to convenience for our customers as well. Most Wawa stores are open 24 hours a day, 7 days a week, 365 days a year. In addition to the store-level experience, customers can access their Wawa favorites through mobile ordering, curbside pickup, delivery options and Catering Online. At Wawa, our core purpose is fulfilling lives, every day, for our customers, our communities and each other. 🦋

Front Elevation



Rear Elevation





Left Elevation (Veterans Drive)



Right Elevation (Billtown Rd)



Our Community Commitment to our Friends and Neighbors

With every new store we build, we look to become part of the neighborhood, helping to support and improve the community in many ways.

Convenience & Innovation



FRESH FOOD & ACCESS

Wawa brings every community the convenience of delicious, fresh menu items around the clock from breakfast through dinner. Some of our signature items include our beloved built-to-order hoagies, fresh custom-made beverages and now a line of dinner items including burgers and pasta after 4:00 p.m.



CONVENIENCE INSIDE AND OUT

Our new stores bring new food and fuel convenience, value pricing and services such as surcharge-free ATM's and free air pumps in our fuel courts.



DELIVERY & CURBSIDE SERVICES

All 900+ stores have curbside ordering, pickup and delivery services through The Wawa App, making Wawa favorites accessible without leaving your car or home.



COMMUNITY INVESTMENT

\$6.5 Million

AVERAGE NEW STORE INVESTEMENT



\$2 Million+

Local Contractor Fees



\$250,000+

Local Worker Fees



\$50,000+

Local Landscaper Fees

LOCAL LONG-TERM JOBS

39%



of the Company is owned
by Wawa Associates

40

average long-term
retail jobs created with
each new store

ASSOCIATE BENEFITS

- Competitive wages
- 401(k) Plan
- Employee Stock Ownership Plan (ESOP)

GIVING BACK THROUGH THE WAWA FOUNDATION

\$135 Million

Contributed by The Wawa Foundation and
Wawa since The Foundation's inception in 2014



Supporting organizations committed
to health, hunger and everyday heroes

NATIONAL PARTNERS



American
Red Cross



Children's
Miracle Network
Hospitals

CHECK-OUT
HUNGER

JDRF

LEUKEMIA &
LYMPHOMA
SOCIETY

LIGHT
THE NIGHT



Special Olympics



COMMUNITY SUPPORT

In every community we are a part of, our associates get involved in local organizations and are active participants. Annually we:



MAKE IN-KIND DONATIONS

to local charity and
community organizations
and host blood drives
and volunteering events.



FIGHT HUNGER THROUGH THE WAWA FOOD SHARE PROGRAM

that enables each store to donate some
of its unsold products, resulting in
more than 4 million meals donated
annually chainwide.



OFFER EMERGENCY SUPPORT

In times of crisis or severe weather,
first responders and the community
can count on Wawa stores for food,
fuel and support.



CONNECT THE GOOD

Wawa's Community Commitment & Support

Wawa and The Wawa Foundation: Community Commitment & Support

We partner to be a positive force for good everywhere we live and work – with donations and heart-felt actions that strengthen our communities. Guided by our purpose to fulfill lives every day, we are committed to connecting and amplifying the good in every community we serve.



The Wawa Foundation is a 501(c)(3) non-profit corporation founded to support Wawa's charitable giving and philanthropic activities. Together, Wawa and The Wawa Foundation have significant impact through:

- Focusing on **Health, Hunger & Everyday Heroes**
- Donating more than **\$125 million**, collectively, since 2014
- Reaching **6,000 community partners** every year



Wawa and The Wawa Foundation Partner to Provide Community Support for Health, Hunger & Everyday Heroes:

 FUNDING	 SHARING	 VOLUNTEERING	 AIDING	 HONORING
Investing through financial grants and local community sponsorships	Supporting local community partners with in-kind donations	Lending time, talents, hearts and hands to support causes and events	Serving as essential provider offering needed calm and comfort to those who serve or need	Recognizing and celebrating the work and service of those at the heart of the community



final report

November 27, 2024
Revised January 7, 2025

Traffic Impact Study

6422 Billtown Road (KY 1819)
Louisville, KY

Prepared for

Louisville Metro Planning Commission
Kentucky Transportation Cabinet



Table 1. Peak Hour Trips Generated by Site

AM Peak Hour

Land use	ITE Code	Intensity	Rate/EQ	% IN	% Out	Total Trips			Pass-by Trips		New Trips		
						In	Out	Total	%	Volume	In	Out	Total
Coffee Shop w drive	937	900 sf	$T = 85.88(X)$	0.51	0.49	39	38	77	0%	0	39	38	77
Fast Food w drive	934	3,230 sf	$T = 44.61(X)$	0.51	0.49	73	71	144	50%	72	37	36	72
Convenience w gas	945	16 pump	$T = 31.6 (X)$	0.5	0.5	253	253	506	76%	385	61	61	121
Multi-Family (1-3)	220	240 units	$T = 0.31(X) + 22.85$	0.24	0.76	23	74	97	0%	0	23	74	97
Total						388	436	824	55.4%	457	159	208	367

PM Peak Hour

Land use	ITE Code	Intensity				Total Trips			Pass-by Trips		New Trips		
						In	Out	Total	%	Volume	In	Out	Total
Coffee Shop w drive	937	900 sf	$T = 38.99(X)$	0.5	0.5	18	17	35	0%	0	18	17	35
Fast Food w drive	934	3,230 sf	$T = 33.03(X)$	0.52	0.48	56	51	107	55%	59	25	23	48
Convenience w gas	945	16 pump	$T = 26.9 (X)$	0.5	0.5	215	215	430	75%	323	54	54	108
Multi-Family (1-3)	220	240 units	$T = 0.43(X) + 20.55$	0.63	0.37	78	46	124	0%	0	78	46	124
Total						367	329	696	54.8%	381	175	140	315

Table 2. Peak Hour Level of Service

Approach	A.M.			P.M.		
	2024 Existing	2027 No Build	2027 Build	2024 Existing	2027 No Build	2027 Build
Billtown Road at Breckingham Boulevard						
Breckingham Boulevard Eastbound	C 21.3	C 22.5	D 25.1	C 16.6	C 17.2	C 18.3
Billtown Road Northbound	A 9.5	A 9.6	A 9.8	A 9.2	A 9.3	A 9.5
Billtown Road at Weather Vane Drives						
Site Entrance Eastbound			B 14.1			B 13.0
Weather Vane Drive Westbound	C 17.6	C 18.3	B 14.3	C 16.5	C 17.0	B 13.4
Billtown Road Northbound			A 9.9			A 9.3
Billtown Road Southbound	A 9.2	A 9.3	A 9.4	A 9.0	A 9.1	A 9.2
Billtown Road at Gellhaus Lane	B 17.2	B 17.7	C 30.1	C 32.8	D 35.5	D 51.5
Veterans Drive Eastbound			C 33.8			E 60.8
Gellhaus Lane Westbound	C 24.9	C 24.7	C 31.6	D 37.9	D 43.1	D 53.2
Billtown Road Northbound	B 18.0	B 18.7	C 25.2	C 33.0	C 34.1	D 38.8
Billtown Road Southbound	B 11.8	B 12.6	C 32.7	C 26.4	C 27.6	E 59.3
Billtown Road at I 265 Westbound Ramps						
I 265 Westbound Ramp	C 20.3	C 21.2	C 23.8	D 25.2	D 27.6	D 33.4
Billtown Road Northbound	A 8.0	A 8.0	A 8.1	A 8.6	A 8.6	A 8.7
Billtown Road at I 265 Eastbound Ramps	C 32.1	C 35.1	D 39.6	B 19.0	B 19.4	C 21.8
I 265 Eastbound Ramp	D 42.6	D 47.9	D 52.9	C 27.6	C 27.7	C 29.9
Billtown Road Northbound	C 25.0	C 26.1	C 30.6	B 18.7	B 19.2	C 21.9
Billtown Road Southbound	C 22.9	C 24.2	C 28.1	B 12.4	B 13.0	B 15.1

Key: Level of Service, Delay in seconds per vehicle

Table 3. 2037 Peak Hour Level of Service


Approach	A.M.			P.M.		
	2024 Existing	2037 No Build	2037 Build	2024 Existing	2037 No Build	2037 Build
Billtown Road at Breckingham Boulevard						
Breckingham Boulevard Eastbound	C 21.3	D 27.6	D 31.3	C 16.6	C 19.2	C 20.6
Billtown Road Northbound	A 9.5	A 10.0	B 10.2	A 9.2	A 9.6	A 9.9
Billtown Road at Weather Vane Drives						
Site Entrance Eastbound			B 14.6			B 13.8
Weather Vane Drive Westbound	C 17.6	C 20.5	B 14.6	C 16.5	C 18.8	B 14.2
Billtown Road Northbound			B 10.0			A 9.5
Billtown Road Southbound	A 9.2	A 9.6	A 9.5	A 9.0	A 9.4	A 9.5
Billtown Road at Gellhaus Lane	B 17.2	B 19.9	D 35.1	C 32.8	D 50.0	E 67.8
Veterans Drive Eastbound			D 39.7			E 70.1
Gellhaus Lane Westbound	C 24.9	C 24.1	D 36.3	D 37.9	E 78.6	F 80.4
Billtown Road Northbound	B 18.0	C 21.3	C 27.1	C 33.0	C 34.9	D 47.1
Billtown Road Southbound	B 11.8	B 15.9	D 41.4	C 26.4	C 29.7	E 73.4
Billtown Road at I 265 Westbound Ramps						
I 265 Westbound Ramp	C 20.3	C 24.9	D 28.4	D 25.2	E 40.0	F 51.4
Billtown Road Northbound	A 8.0	A 8.1	A 8.2	A 8.6	A 8.8	A 8.9
Billtown Road at I 265 Eastbound Ramps	C 32.1	D 42.3	D 52.4	B 19.0	C 21.2	C 24.5
I 265 Eastbound Ramp	D 42.6	D 52.2	E 62.0	C 27.6	C 29.2	C 33.3
Billtown Road Northbound	C 25.0	C 34.3	D 43.5	B 18.7	C 20.4	C 23.3
Billtown Road Southbound	C 22.9	D 35.8	D 48.3	B 12.4	B 15.1	B 17.5

Key: Level of Service, Delay in seconds per vehicle



CONCLUSIONS

Based upon the volume of traffic generated by the development and the amount of traffic forecasted for the year 2027 and 2037, there will be an impact to the existing highway network. Both access points on Billtown Road require a southbound right turn lane. The Gellhaus Lane intersection will require a northbound left turn lane.







Questions?