

ORIGINAL

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554

In the Matter of

Amendment of Section 73.202(b) )  
Table of Allotments )  
FM Broadcast Stations )  
(Orange, Midlothian, South Hill, )  
and Reidsville, Virginia) )

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MB Docket No. \_\_\_\_\_ RECEIVED  
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JUN 28 2002

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

To: Chief, Audio Division  
Media Bureau

PETITION FOR RULE MAKING

Piedmont Communications, Inc. ("Piedmont"), licensee of WJMA-FM, Orange, Virginia, and Old Belt Broadcasting Corporation ("Old Belt"), licensee of WKSK-FM, South Hill, Virginia (together, the "Joint Petitioners"), by their respective counsel, hereby request that the Commission amend the FM Table of Allotments to (1) allot Channel 255B1 to Midlothian, Virginia as that community's first local service, and (2) substitute Channel 270A for Channel 255C3 at South Hill, Virginia. If this Petition is granted, the Joint Petitioners will file applications for Channel 255B1 at Midlothian and Channel 270A at South Hill, and will construct their respective facilities if their applications are granted. The following table summarizes the changes requested in this Petition:

City	Channel	
	Existing	Proposed
Orange, Virginia	255A	---
Midlothian, Virginia	---	255B1
South Hill, Virginia	255C3	255A
Reidsville, North Carolina	271C	271C0

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**I. Station WJMA-FM, Orange to Midlothian, Virginia**

**A. Technical Analysis**

1. As demonstrated in the Technical Exhibit, Channel 255B1 can be allotted to Midlothian, Virginia at coordinates 37-35-23 North Latitude, 77-44-49 West Longitude consistent with Section 73.207 of the Commission's Rules, provided that Channel 255C3 is deleted at South Hill, as described more fully below. *See* Exhibit E-2. A 70 dBu signal can be provided to Midlothian from the proposed reference point. *See* Exhibit E-3. The relocation of WJMA-FM to Midlothian will result in a predicted net gain in population of 775,068 persons within the 57 dBu signal from the station. *See* Exhibit E-5. The loss area will continue to be well served by more than five aural services. *See* Exhibits E-6 and E-7.

**B. Change in Community of License**

2. The Joint Petitioners desire to change the community of license for Station WJMA-FM from Orange to Midlothian under the guidelines set forth in *Amendment of the Commission's Rules Regarding Modification of FM and TV Authorizations to Specify a New Community of License*, 4 FCC Rcd 3870 (1989), *recons. granted in part*, 5 FCC Rcd 7094 (1990) ("*Community of License*"). There, the Commission stated that a station may change its community of license without subjecting the license to other expressions of interest if (1) the proposed allotment is mutually exclusive with the current allotment; (2) the current community of license will not be deprived of its only local service; and (3) the proposed arrangement of allotments is preferred under the Commission's allotment priorities. These criteria are met here. First, the proposed use of Channel 255B1 at Midlothian is mutually exclusive with the current use of Channel 255A at Orange. *See* Exhibit E-1. Second, Orange will not be deprived of its only local service because it is currently served by Station WVCV(AM). Third, the provision of

a first local service at Midlothian (population 12,100)<sup>1</sup> under Priority 3 will result in a preferential arrangement of allotments over the retention of several local services at Orange (population 2,582) under Priority 4 (2000 U.S. Census). *See Revision of FM Assignment Policies and Procedures*, 90 FCC 2d 88 (1982).

3. Midlothian is not located in an Urbanized Area and the proposed 70 dBu contour of WJMA-FM will cover less than 50% of the Richmond Urbanized Area, thus avoiding any concern with the relocation of stations from rural to urbanized areas. *See Headland, Alabama and Chattahoochee, Florida*, 10 FCC Rcd 10352 (1995).

4. Midlothian is one of the fastest growing communities in Virginia with a mix of the historic and modern. Midlothian is located in northwestern Chesterfield County off U.S. Highway 60. Midlothian is not listed in the U.S. Census 2000. However, Chesterfield County has derived a population figure for Midlothian. *See Exhibit 1*. According to Bill Handley of the Chesterfield County Planning Department, who is responsible for census data, demographics and growth trends for the county, the population for Midlothian for 2002 is approximately 12,100. In addition, the County projects the population of Midlothian by 2008 to be 16,700. Mr. Handley indicated that the County used the following methods to derive a population total for Midlothian: (a) analysis of U.S. Census data by block; (b) certificate of occupancy of single home dwellings; and (c) when new apartment buildings were constructed, the County determined the number of occupied units.

5. The U.S. Post Office associates the following ZIP Codes with Midlothian: 23112, 23113 and 23114. In addition, there are three post offices operated by the U.S. Post Office in Midlothian: (a) Midlothian Main Post Office at Sycamore Street Square, Midlothian, Virginia

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<sup>1</sup> See attached letter, Exhibit 1, for a description of how this population figure was determined.

(23113); (b) Genito Post Office at 3530 Post Office Road, Midlothian, Virginia (23112); and (c) Brandermill Station are 4944 Millridge Parkway East, Midlothian, Virginia (23112).

6. According to Chesterfield County's Community Profile for Midlothian, "about half of the homes in Midlothian were built in the 1980s and a sizable percentage was built in the 1990s." Midlothian has nine neighborhood associations and several active civic organizations. See Exhibit 1.

7. The Village of Midlothian Volunteer Coalition ("VMVC") was created in June 1991 to enhance the identity and image of Midlothian. In 2001, it launched the village web site at [www.midlothianva.org](http://www.midlothianva.org). By accessing this web page, citizens of Midlothian can get information concerning the local services such as police, fire, library and parks. It has links concerning Midlothian churches, schools, community groups, retail business, real estate and events. According to the village web site, in June 1991, Chesterfield County turned over local citizen-input and coordinating responsibilities of the county's Midlothian Plan to the VMVC. The Chesterfield County Planning Commissioners and Chesterfield Board of Supervisors adopted the Midlothian Land Use Plan in the 1980s which provided distinctive standards for the village district. The Midlothian Plan directs development. A segment of the plan is the streetscape design that defines geographical boundaries and preserves the scale of the village through landscaping, sidewalks, benches, street lights, and historical markers. In 1991, the VMVC accepted responsibility for implementation of the Midlothian Plan and its streetscape design, electing a steering committee and officers.

8. The Midlothian Volunteer Fire Department operates in Midlothian offering fire, rescue, EMS and other services to the citizens of Midlothian.

9. Midlothian is probably the site of the first coal mine in the United States. The area that comprises Midlothian was first settled by French Huguenots in the 1730s. The commercial coal industry was the basis of the Midlothian economy until 1923 when mining ceased. Midlothian evolved into a quiet southern community in the Virginia countryside. Large-scale residential growth in the 1970s threatened the community, resulting in county and local efforts to maintain its small-town appeal while residential and commercial growth continued around Midlothian. *See Exhibit 1.*

10. According to the Chesterfield Community Profile for Midlothian, there are 753 businesses located in Midlothian. A few businesses identify themselves by using “Midlothian” in their names, for example: Midlothian Insurance, Hair Arts of Midlothian, Midlothian Jewelry Repair Service, Midlothian Antique Center, Mooers Volvo Midlothian Citgo, Midlothian Express Lube, Midlothian Mini Storage, and Midlothian Paving. Midlothian businesses include a wide variety of companies such as Flowers Make Scents, Runner’s Bill Sports, The Thrifty Quaker, Tom’s Farmer’s Market, Samuel Little Graphic Design, Dominion Homes, Inc., Moore Cadillac Co., Kroger Food Store and Brandermill Inn. There are several financial institutions with several branches in Midlothian, including Central Virginia Bank, Bank of America, and First Market Bank. There are several dining establishments in Midlothian such as Bottego Bistro, Carrots Café, Extra Billy’s, and River City Diner, Inc. *See Exhibit 1.*

11. Medical services for the citizens of Midlothian are provided by Midlothian Family Practice, Ltd., Midlothian Pediatrics, Midlothian Primary Care and by various local doctors. Dental services are provided by Midlothian Family Dentistry and by various local dentists. Veterinary services are provided by Midlothian Animal Clinic.

12. Chesterfield County operates the Midlothian Library. The library is open six days a week. The Chesterfield County School System provides public education for children in Midlothian. J.B. Watkins Elementary School, Midlothian Middle School and Midlothian High school are located in Midlothian. John Tyler Community College opened a permanent Midlothian campus in May 2001. There are several churches located in Midlothian such as Midlothian Friends Meeting, Crestwood Presbyterian Church-West, Winfree Memorial Baptist Church, First Baptist Midlothian Church, and Mt. Pisgah Methodist Church. Among the organizations located in Midlothian are: American Legion Midlothian Post #186, Midlothian Lions Club, Kiwanis Club of Midlothian, Midlothian Junior Women's Club, Midlothian Ruritan Club, and Veterans of Foreign Wars. Midlothian Mines & Rail Roads Foundation provides educational, cultural, and recreational opportunities through the preservation, reconstruction and interpretation of the coal mining and railroad sites in and around Midlothian. Chesterfield County has donated Mid-Lothian Mines Park which the Foundation will maintain. The Midlothian Family YMCA is a brand-new facility. Village Day is an event that is held in Midlothian. Village Day. *See Exhibit 1.*

13. If this Petition is granted, Piedmont will file an application for Channel 255B1 at Midlothian and expeditiously construct the facilities.

**II. Station WKSK, South Hill, Virginia/ Station WJMH, Reidsville, North Carolina**

14. To permit the allotment of Channel 255B1 at Midlothian, Old Belt, as a joint petitioner herein, has agreed to substitute Channel 270A for Channel 255C3 at South Hill, Virginia for use by Station WKSK-FM. Channel 270A can be allotted to South Hill provided Station WJMH(FM), Channel 271C, Reidsville, North Carolina, is downgraded to Channel 271C0. The Joint Petitioners request that the Commission issue an Order to Show Cause to

Entercom Greensboro License, LLC, licensee of Station WJMH, Reidsville, North Carolina, to demonstrate why WJMH should not be downgraded to Class C0. *See 1998 Biennial Regulatory Review -- Streamlining of Radio Technical Rules in Parts 73 and 74 of the Commission's Rules*, 15 FCC Rcd 21649, 21664, at ¶ 28. In accordance with that ruling, it has been determined that WJMH currently operates at an antenna height above average terrain of 367 meters whereas 451 meters is required for retention of Class C status. In addition, it has been determined that no other Class C channels are available for WJMH.

15. If this Petition is granted, Old Belt will file an application for Channel 270A at South Hill and expeditiously construct the facilities.

### **III. CONCLUSION**

Grant of this petition is in the public interest because Midlothian, Virginia will receive its first local service with a net gain in area (1,477 sq. km) and population served (736,675 persons). The Joint Petitioners reiterate that if the Commission grants this petition, they will file applications and construct their respective facilities. The Commission should promptly issue a Notice of Proposed Rule Making and an Order to Show Cause as described herein.

Respectfully submitted,

PIEDMONT COMMUNICATIONS, INC.

By: Mark J. Prake (by MNL)  
Mark J. Prake  
Brooks Pierce McLendon  
P.O. Box 1800  
Raleigh, NC 27602  
(919) 839-0108

OLD BELT BROADCASTING CORPORATION

By: Peter Gutmann (by MNL)  
Peter Gutmann  
Womble Carlyle Sandridge & Rice  
1401 Eye Street, NW  
Seventh Floor  
Washington, DC 20005  
(202) 467-6900

OF COUNSEL:

Mark N. Lipp  
Mark N. Lipp  
J. Thomas Nolan  
Shook, Hardy & Bacon  
600 14th Street, NW  
Suite 800  
Washington, DC 20005-2004  
(202) 783-8400

June 28, 2002



**American  
Media  
Services**  
LLC

**843.972.2200**  
Charleston, SC

**Engineering Statement**  
*In Support of a*  
**Petition for Rulemaking**  
**WJMA**

**Piedmont Communications, Inc.**

Prepared By:

American Media Services, LLC.  
1311 Chuck Dawley Blvd. Suite 202  
Mount Pleasant, SC 29464  
(843)972-2200

Engineering Statement  
*In Support of a*  
Petition for Rulemaking  
WJMA  
Piedmont Communications, Inc.

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**Engineering Statement**  
*In Support of a*  
**Petition for Rulemaking**  
**WJMA**  
**Piedmont Communications, Inc.**

**General**

This petition for rule making (PRM) was prepared for Piedmont Communications, Inc. ("Piedmont"), licensee of WJMA channel 255A, Orange, VA. Piedmont proposes to delete channel 255A at Orange, VA and subsequently allocate channel 255B1 to Midlothian, VA as the community's first local service. Piedmont proposes that the license of each station upgraded, reassigned and/or channel or class change, be modified accordingly.

The PRM seeks the allotment of channel 255B1 at Midlothian, VA, in lieu of channel 255A at Orange, VA. The allotment of 255B1 at Midlothian requires additional spectrum modifications that allow for the upgrade of WJMA and modifications of WKSK and WJMH.

**Methods**

The Piedmont PRM is presented in sections. Each licensed facility where a change is proposed will be discussed individually. Each section begins with the associated allocation or channel spacing study. Additional exhibits then support the proposed modification's technical compliance.

All searches were performed using V-Soft's FMCONT program and then verified using Au Contraire's FMSTUDY search program. The FCC(50,50) contour distances were calculated using RadioSoft's Comstudy ver. 2.2. The studies were based on the latest technical data from the Commission's database. Mapping was conducted using a

combination of RadioSoft's Comstudy ver. 2.2, and Delorme Street Atlas 8.0. Population figures and gain/loss areas were conducted using RadioSoft's Comstudy ver. 2.2.

Population figures are based on 2000 U.S. Census data. The Midlothian community boundary was obtained from the Chesterfield County Planning Department. See Exhibit E4.

All modifications that require an antenna site change or change in operating facilities have a gain/loss study for population and square kilometers. The facility that requires a community of license change includes a remaining services study depicting that no white or gray area exists in the PRM.

#### **Nature of the Piedmont PRM**

A summary of all communities and their related channels, present and proposed, is included in Exhibit E1 for reference. Piedmont proposes to delete channel 255A at Orange, VA and substitute channel 255B1 at Midlothian, VA for use by WJMA. In order to accomplish this, two additional stations require modification for compliance with §73.207. The PRM provides for first local service at Midlothian, VA, increases the number of persons served, and provides an increase in square kilometers covered.

The allotment of channel 255B1 requires the following spectrum modifications.

WWSK – channel 255C3, South Hill, VA. Presently WWSK operates on channel 255C3 licensed to South Hill, VA. The allocation of 255B1 at Midlothian, VA creates a spacing of 100.81 kilometers to WWSK while 175 km is required for co-channel B1 to C3. This creates a prohibited short space of 74.19 km. Therefore, Piedmont proposes to eliminate this short space by deleting channel 255C3 at South Hill, VA and substituting channel 270A. This substitution of channel 270A for 255C3 also requires a site modification. In

addition, there is a required modification to the licensed facility of WJMH Reidsville, NC, which presently operates on channel 271C. No additional spectrum modifications are required.

WJMH – channel 271C, Reidsville, NC. Presently WJMH operates on channel 271C licensed to Reidsville. The allocation of 270A at South Hill, VA creates a spacing of 161.32 kilometers to WJMH while 165 is required for 1<sup>st</sup> adjacent A to C. This created a prohibited overlap of 3.68 kilometers. Piedmont seeks to eliminate this short space by requiring WJMH to show cause why 271C should not be downgraded to a class C0; there are no alternate class C channels available for WJMH. Presently WJMH operates at a HAAT of 367 meters. This is 83 meters short of the required 450 meter minimum limit for a class C. This change does not require any additional facility modifications of WJMH, Reidsville, NC.

### **Exhibits Explained**

#### **WJMA**

Exhibit E2 is an allocation study depicting the spacing to all known FM facilities that are affected by the allotment of channel 255B1 at Midlothian, VA. The study depicts all of the on-channel and adjacent channel modifications required. Exhibit E3 is a map generated using the programs listed in the Methods section of the PRM. This study depicts the WJMA channel 255B1 allotment coordinates, a maximum class B1 70 dBu contour, and the community boundaries of Midlothian, VA. This study also depicts the Richmond, VA Urbanized Area and a showing that less than 50% of the Richmond UA is covered by the hypothetical 70 dBu of the proposed allotment. Exhibits E2 and E3 demonstrate full compliance with §73.315 of the rules. Exhibit E4 is a Chesterfield

County map of the community of Midlothian, VA. Exhibit E5 is a map demonstrating the gain and loss area of the respective interference free contours for WJMA. Exhibit E6 is a map depicting the remaining services in the loss area after WJMA is deleted at Orange, Va and allocated to Midlothian, VA. Exhibit E7 is a list of the facilities included in Exhibit E6. The contour numbers correspond to the numbers on the associated contours of Exhibit E6.

#### WKSK

Exhibit E8 is an allocation study depicting the spacing to all known FM facilities that are affected by the allotment of channel 270A at South Hill, VA. The study depicts only one 1<sup>st</sup> adjacent modification required. Exhibit E9 is a map demonstrating the gain and loss area of the respective 60 dBu contours for WKSK.

#### The Piedmont PRM Gain-Loss Area

Exhibit E10 is a tabulation of the gain/loss area for each facility that requires an antenna location change. WJMH is the only station that will not change antenna location or operating facilities and thus is not to be included in the cumulative gain/loss study.

The study includes two facilities that have a deviation in their coverage area proposed by the PRM. Listed in the study is each station's loss and gain area listed in square kilometers and the population gains and losses in number of persons according to the 2000 U.S. Census Bureau's population figures. It depicts a cumulative total loss area of 4,772 and a gain area of 6,249. The Piedmont PRM has a net gain of 1,477 square kilometers.

The Population loss has a cumulative loss of 107,638, while the population gain is 844,313 persons. Therefore, the net population gain of the Piedmont PRM is 736,675 persons.

**Conclusion**

The Piedmont PRM has demonstrated that it is in technical compliance with the present Commission Rules concerning such actions. The PRM produces a new first local service at Midlothian, VA. Orange, VA will continue to receive service from WVCV-AM.

**Statement of the Consultants**

The engineering portion of the Petition for Rulemaking was prepared for Piedmont Communications, Inc. It was developed by American Media Services, LLC. ("AMS") and may not be used for purposes other than submission to the Commission by Piedmont. It may not be reproduced in its entirety, or in part, by anyone (other than from the Commission) without the written consent of AMS.

The information in this application is compiled from the most recent Commission and outside data. AMS is not responsible for errors resulting from incorrect data or unpublished rule and procedure changes.

For American Media Services, LLC.

  
Laramie Guest

June 19, 2002

1311 Chuck Dawley Blvd. Suite 202  
Mount Pleasant, SC 29464  
(843)972-2200

Engineering Statement  
*In Support of a*  
 Petition for Rulemaking  
 WJMA  
 Piedmont Communications, Inc.

**Summary of channel assignments**  
 (Depicts all communities, channels, and modifications)

<b>Community</b>	<b>Present</b>	<b>Proposed</b>	<b>Comments</b>
Midlothian, VA	----	<b>255B1</b>	Delete channel 255A at Orange, VA and Change community of license to Midlothian, VA on channel 255B1 as first local service.
Orange, VA	<b>255A</b>	-----	Delete channel 255A at Orange, VA and Change community of license to Midlothian, VA. Also served by WVCV-AM
South Hill, VA	<b>255C3</b>	<b>270A</b>	Delete 255C3 and substitute 270A at new reference site.
Reidsville, NC	<b>271C</b>	<b>271C0</b>	Show Cause - Delete 271C and substitute 271C0 at present antenna location.

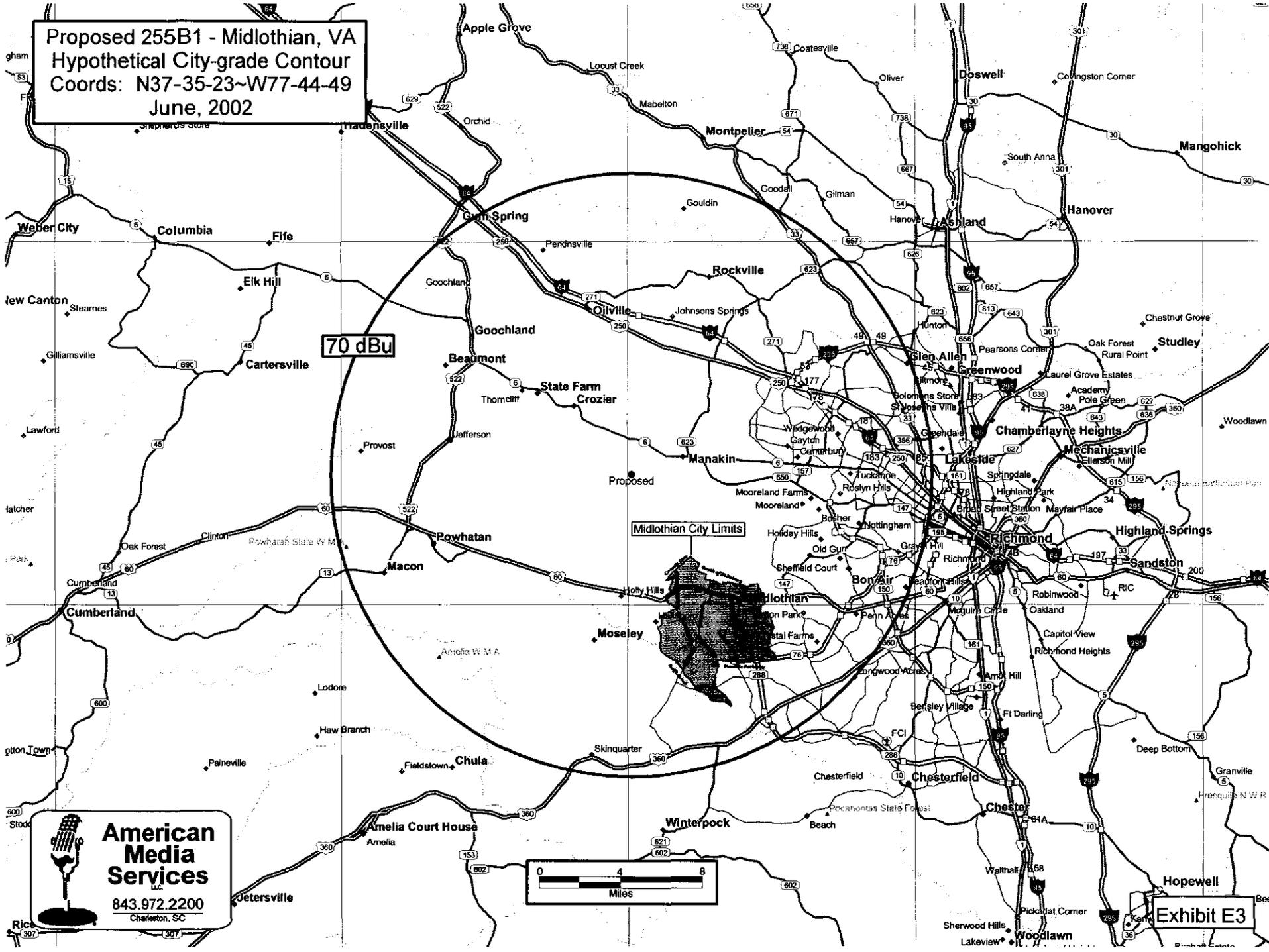


**Engineering Statement**  
*In Support of a*  
**Petition for Rulemaking**  
**WJMA**  
**Piedmont Communications, Inc.**

Allocation Study: Channel 255B1 - Midlothian, VA(WJMA)

37 35 23 N				CLASS = B1			
77 44 49 W				Current Spacings		SEARCH 06-18-02	
----- Channel 255 - 98.9 MHz -----							
Call	Channel	Location		Dist	Azi	FCC	Margin
-----							
<b>WKSJFM LIC 255C3</b>	<b>South Hill</b>	<b>VA</b>		<b>100.81</b>	<b>201.5</b>	<b>175.0</b>	<b>-74.19</b>
Of Concern:							
Substitution of channel 270A proposed							
with reference site change.							
36 44 39	78 09 42	ZCN	15.000 kW		95 M		
<b>WJMAFM LIC 255A</b>	<b>Orange</b>	<b>VA</b>		<b>80.72</b>	<b>336.2</b>	<b>143.0</b>	<b>-62.28</b>
Of No Concern:							
Present Facilities of WJMA before PRM							
38 15 14	78 07 15	C	3.100 kW		98 M		
970806 APP 201B1	Richmond	VA		13.64	204.0	14.0	-0.36
WRHH LIC 257A	Petersburg	VA		51.35	140.3	48.0	3.35
WMZQFM LIC 254B	Washington	DC		151.68	18.1	145.0	6.68
WNOR LIC 254B	Norfolk	VA		155.62	122.3	145.0	10.62
WXGMFM LIC 256A	Gloucester	VA		107.90	100.3	96.0	11.90
970418 APP 201A	Ashland	VA		24.01	96.1	12.0	12.01
WYSKFM. LIC 257A	Spotsylvania	VA		61.47	4.3	48.0	13.47
970807 APP 201A	Ashland	VA		31.55	52.9	12.0	19.55
WSLQ.A APP 256C	Roanoke	VA		217.48	259.1	193.0	24.48
WSLQ LIC 256C	Roanoke	VA		217.80	259.1	193.0	24.80
WHFS LIC 256B	Annapolis	MD		182.92	31.0	145.0	37.92
AP202 APP 202A	Spotsylvania	VA		66.23	18.4	12.0	54.23
WDRP LIC 255A	Windsor	NC		198.03	160.4	143.0	55.03

Proposed 255B1 - Midlothian, VA  
Hypothetical City-grade Contour  
Coords: N37-35-23~W77-44-49  
June, 2002



70 dBu

Midlothian City Limits

**American Media Services**  
LLC  
843.972.2200  
Charleston, SC

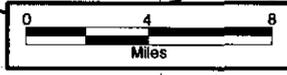


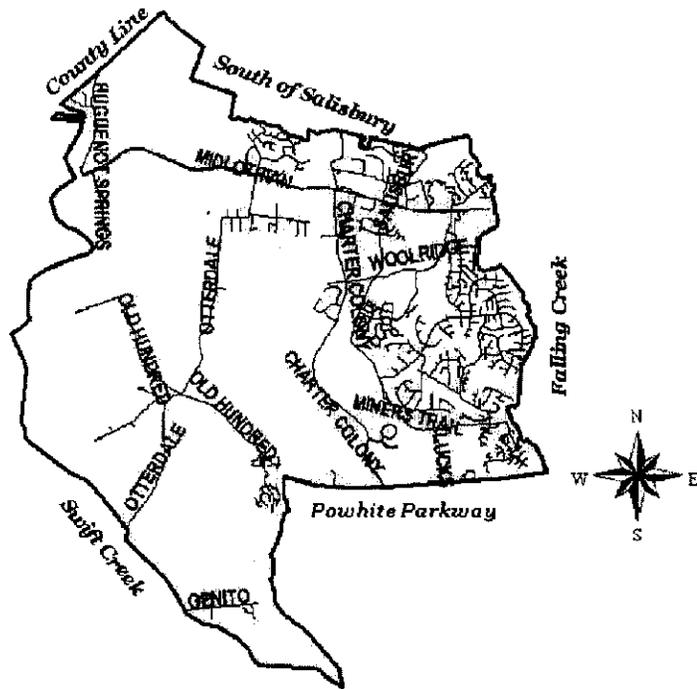
Exhibit E3

Engineering Statement  
*In Support of a*  
 Petition for Rulemaking  
 WJMA  
 Piedmont Communications, Inc.

Chesterfield County map of Midlothian, VA

**State of Chesterfield County's Communities** **May 2001**

# Midlothian



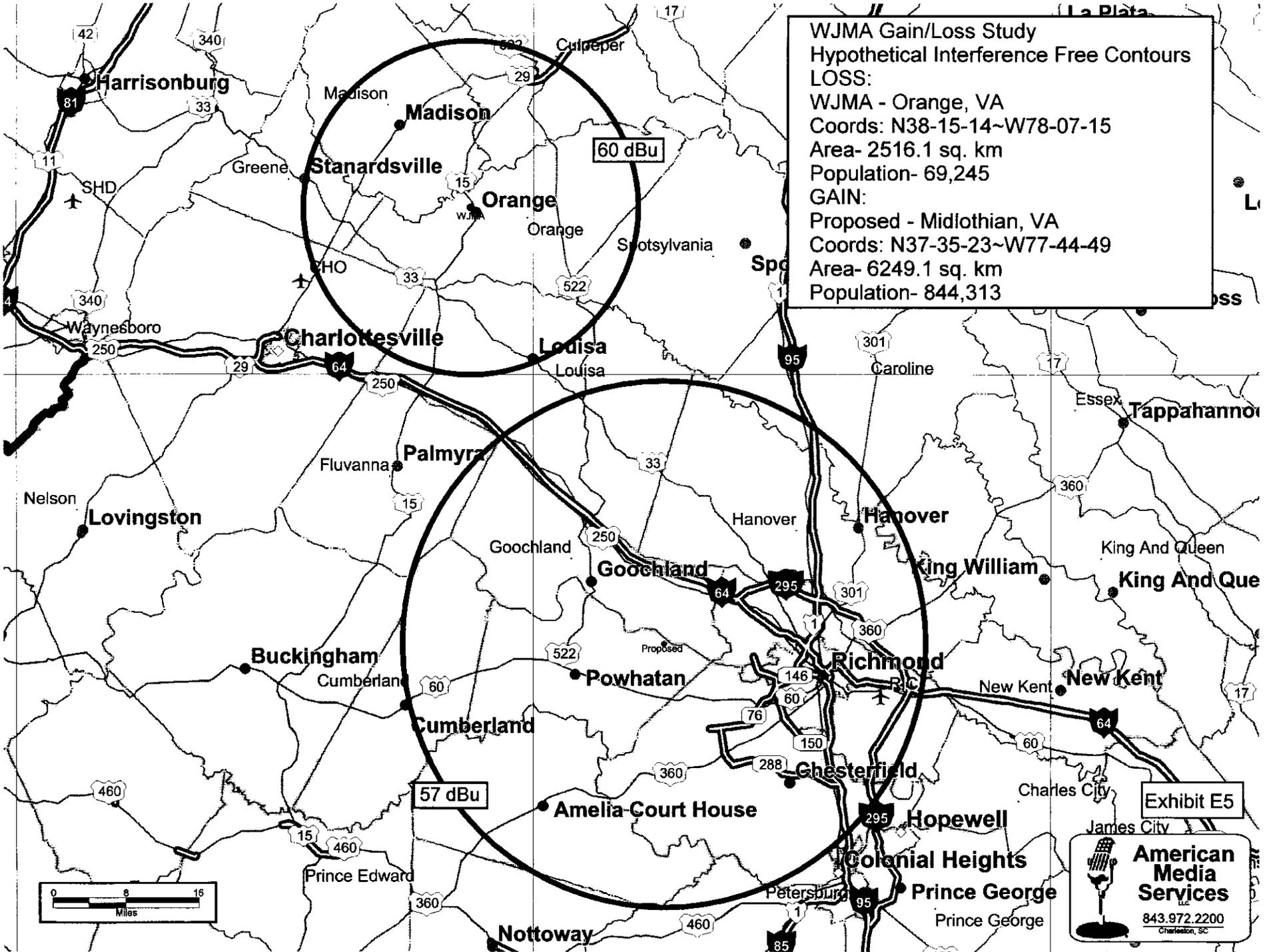
*Neighborhoods Located in the Midlothian Community*

Abbot's Mill	Danburst Woods	Otterdale	The Pointe
Ashtrook Landing	Four Seasons	Faget	Walton Bluff
Buckingham	Hamilton	Queensmill	Walton Lake
Bussingham Manor	Michaux Creek	Queensmill North	Walton Park
Carriage Hill	Millstone Creek	Sachens Head	Winterfield
Cedar Crossing	Myer's Plan	Somerville Grove	Worsham Green
Coalbrook	North Hundred	Sycamore Ridge	
Cottage Mill	Oaklyn	Sycamore Village	



**American  
Media  
Services**

843.972.2200  
Charleston, SC



**WJMA Gain/Loss Study**  
**Hypothetical Interference Free Contours**  
**LOSS:**  
 WJMA - Orange, VA  
 Coords: N38-15-14~W78-07-15  
 Area- 2516.1 sq. km  
 Population- 69,245  
**GAIN:**  
 Proposed - Midlothian, VA  
 Coords: N37-35-23~W77-44-49  
 Area- 6249.1 sq. km  
 Population- 844,313

Exhibit E5

**American Media Services**  
 843.972.2200  
 Charleston, SC

WJMA - Midlothian, VA  
Remaning Services Study  
June, 2002

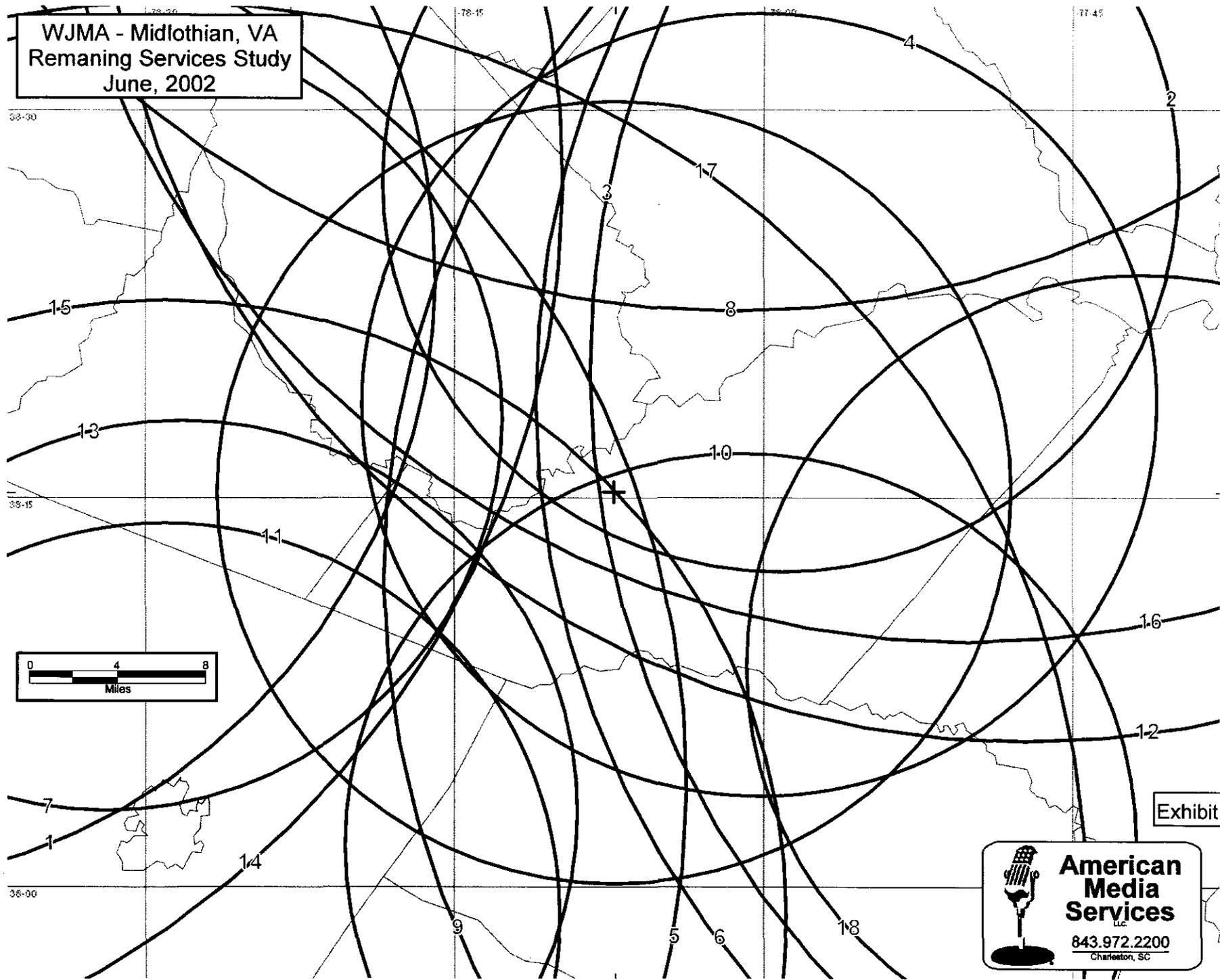


Exhibit E6



**American  
Media  
Services**  
LLC  
843.972.2200  
Charleston, SC

**Engineering Statement**  
*In Support of a*  
**Petition for Rulemaking**  
**WJMA**  
**Piedmont Communications, Inc.**

**WJMA - Remaining Services**

Contour #	Call Sign	City of License	Channel
1	WACL	ELKTON, VA	253B1
2	WARN	CULPEPER, VA	218A
3	WBQB	FREDERICKSBURG, VA	268B
4	WCUL	CULPEPER, VA	276A
5	WCYK-FM	STAUNTON, VA	259B
6	WFLS-FM	FREDERICKSBURG, VA	227B
7	WHTE-FM	RUCKERSVILLE, VA	270A
8	WINC-FM	WINCHESTER, VA	223B
9	WJYJ	FREDERICKSBURG, VA	213B
10	WLSA	LOUISA, VA	288A
11	WNRN	CHARLOTTESVILLE, VA	220A
12	WPER	CULPEPER, VA	210B
13	WQMZ	CHARLOTTESVILLE, VA	236A
14	WQPO	HARRISONBURG, VA	264B
15	WTJU	CHARLOTTESVILLE, VA	216B1
16	WTOP-FM	WARRENTON, VA	299B
17	WWWV	CHARLOTTESVILLE, VA	248B
18	WYSK-FM	SPOTSYLVANIA, VA	257A



**American  
Media  
Services**  
LLC

843.972.2200  
Charleston, SC

**Engineering Statement**  
*In Support of a*  
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**WJMA**  
**Piedmont Communications, Inc.**

Allocation Study: Channel 270A - South Hill, VA(WKSK)

36 46 48 N				CLASS = A			
78 15 04 W				Current Spacings	SEARCH 06-18-02		
----- Channel 270 - 101.9 MHz -----							
Call	Channel	Location		Dist	Azi	FCC	Margin
-----							
<b>WJMH</b>	<b>LIC 271C</b>	<b>Reidsville</b>	<b>NC</b>	<b>161.32</b>	<b>250.1</b>	<b>165.0</b>	<b>-3.68</b>
Of Concern:							
Show Cause-Substitution of 271C0 Proposed in PRM							
No change in present facilities							
36 16 33	79 56 26	C		99.000 kW	<b>HAAT:367 M</b>		
WIKS	LIC 270C1	New Bern	NC	199.64	151.1	200.0	-0.36
WRXL	LIC 271B	Richmond	VA	113.32	34.9	113.0	0.32
WPTM	LIC 272A	Roanoke Rapids	NC	54.59	124.2	31.0	23.59
RDEL	DEL 272A	Roanoke Rapids	NC	54.59	124.2	31.0	23.59
ALLO	VAC 267C3	Farmville	VA	68.29	338.4	42.0	26.29
WRAL	LIC 268C	Raleigh	NC	125.10	191.8	95.0	30.10
WXJK	LIC 267A	Farmville	VA	61.51	348.5	31.0	30.51
RADD	ADD 272A	Garysburg	NC	62.52	121.0	31.0	31.52
WJJX	LIC 269A	Lynchburg	VA	105.71	313.2	72.0	33.71
WLQFM	LIC 269A	Franklin	VA	110.78	94.9	72.0	38.78
WHLQ	LIC 273A	Louisburg	NC	74.14	189.0	31.0	43.14
RDEL	DEL 273A	Louisburg	NC	74.14	189.0	31.0	43.14
WLCX	LIC 217A	Farmville	VA	58.81	347.5	10.0	48.81
WLCX.C CP	217A	Farmville	VA	60.62	347.9	10.0	50.62



Engineering Statement  
*In Support of a*  
 Petition for Rulemaking  
 WJMA  
 Piedmont Communications, Inc.

**Cumulative Gain/Loss Study**

<u>Station</u>	<u>City</u>	<u>Area Gain(sq. km)</u>	<u>Area Loss(sq. km)</u>	<u>Pop. Gain(2000)</u>	<u>Pop. Loss(2000)</u>
WJMA	Midlothian, VA	6,249	2,516	844,313	69,245
WKSK	South Hill, VA	0	2,256	0	38,393
<b>Totals</b>		<b>6,249</b>	<b>4,772</b>	<b>844,313</b>	<b>107,638</b>

**Net Totals:    Area Gain(sq. km):        1,477**  
**Pop. Gain(2000):        736,675**



**American  
Media  
Services**  
LLC

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Charleston, SC

**CHESTERFIELD COUNTY**  
P.O. Box 40  
CHESTERFIELD, VIRGINIA 23832-0040

**BOARD OF SUPERVISORS**

**KELLY E. MILLER**  
**CHAIRMAN**  
DALE DISTRICT

**ARTHUR S. WARREN**  
**VICE CHAIRMAN**  
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MATOACA DISTRICT

**EDWARD B. BARBER**  
MIDLOTHIAN DISTRICT



**LANE B. RAMSEY**  
COUNTY ADMINISTRATOR

**MEMORANDUM**

**TO:** Mark Lipp

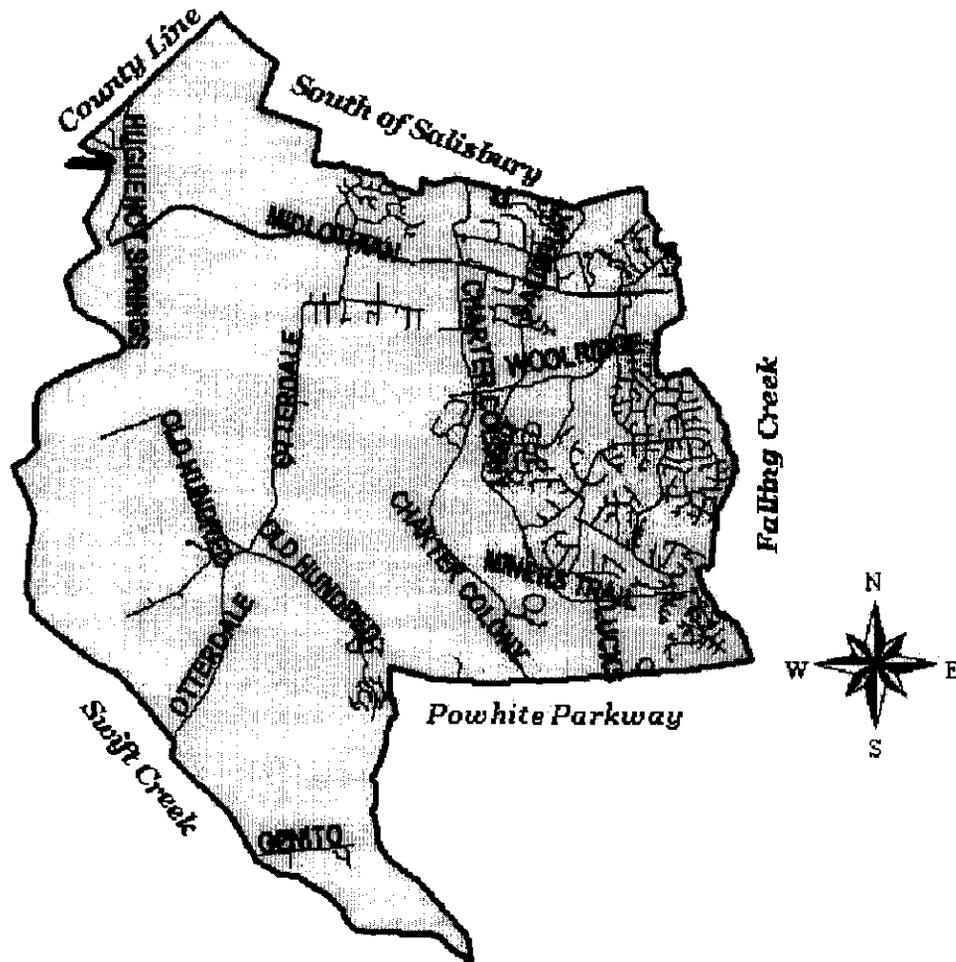
**FROM:** Bill Handley, Planning Demographer

**DATE:** June 20, 2002

**SUBJECT:** Midlothian Community Population

The estimated population for the Midlothian Community as of January 1, 2002 is 12,100. This number was derived using population block data from the 2000 U. S. Census. This data was then updated using certificates of occupancy issued between April 1, 2000 and December 31, 2001 to determine the amount of new housing. This was then multiplied by the persons per housing unit number for this community as derived from 2000 census data to create the new population number.

# Midlothian



## Neighborhoods Located in the Midlothian Community

Albon's Milk	Danhurst Woods	Ottendale	The Pointe
Ashbrook Farming	Four Seasons	Paget	Walton Bluff
Buckingham	Hamilton	Queensmill	Walton Lake
Buckingham Manor	Michaux Creek	Queensmill North	Walton Park
Carriage Hill	Millstone Creek	Sachems Head	Winterfield
Cedar Crossing	Myer's Plan	Somerville Grove	Worsham Green
Coalbrook	North Hundred	Sycamore Ridge	
Cottage Mill	Oaklyn	Sycamore Village	

## Population

Midlothian is one of the county's fastest growing communities. There are many new neighborhoods under construction and the growth is projected to continue into the next several years. The estimated population in 2000 was 11,200, and the projected 2006 population is 14,300.

## Age

The Midlothian community's single family housing stock is newer than the county average. Only 5% of the homes in the Midlothian community were built prior to 1970, compared to 19% countywide. About half of the homes in Midlothian were built in the 1980s, and a sizable percentage was built in the 1990s.



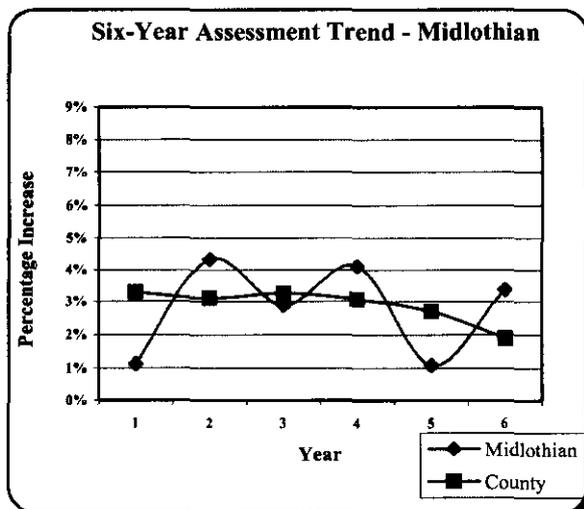
*The Grove*

*The Midlothian community's single family housing stock is newer than the county average.*

## Transience

Turnover in the Midlothian community is somewhat higher than the county average. In 2000, 6.5% of the single family homes changed owners, compared to 5.6% countywide. The percent of single family homes that were owner occupied was 94%, compared to 89% countywide.

## Home Value Trends



*Midlothian Library*

**Organization**

The Midlothian community has many organized neighborhoods and is the center of many social and service organizations. They also have a group that is working to improve the Village of Midlothian's streetscape and monitor the appearance of development in the village core.

**Maintenance and Reinvestment**

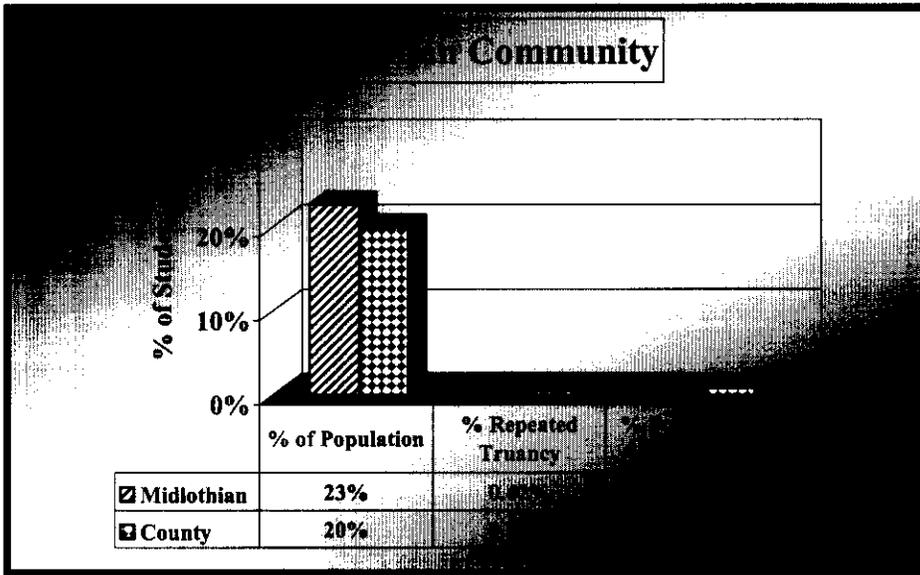
The average amount spent per single family home on renovations and additions in 2000 was \$189.32, compared to \$194.67 countywide.

**Safety**

INDICATOR	Midlothian Community	Chesterfield County
<i>Per Capita Calls for Service (Police)</i>		.45
<i>Per Capita Calls for Emergency Medical Services</i>		.06
<i>Juvenile Offenders as % of Student Population</i>		.85%
<i>Adult Offenders as % of Adult Population</i>		.55%
<i>Number of Neighborhood Watches</i>		141
<i>Number of Business Watches</i>		195

GROUP A CRIME INCIDENTS			
	Incidents Per Capita	% in Commercial Areas	Indicator - Per Capita
<b>Violence</b>	.01	9%	.01

**Schools**



**Standards of Learning**

	<u>Midlothian</u>	<u>County</u>
	83%	73%
	83%	73%
	0.26%	0.34%
	86%	74%
	88%	77%
	2.40%	2.18%

**Businesses**

<b>Business Licenses</b>	
Located in Midlothian	% of Chesterfield Businesses
	<b>4.89%</b>

**Summary**

**Challenges:**

- Higher than average turnover rate for single family homes.

**Strengths:**

- Higher than average owner occupancy rates for single family homes.
- A well organized community.



YMCA

## City State / ZIP Code Associations

To find the ZIP Code for a mailing address, check out our [ZIP+4 Code Lookup](#).  
[Questions and Comments](#) | [Return to ZIP Code Lookup and Address Information](#)

---




### MIDLOTHIAN VA

is associated with the  
 following ZIP Codes:

For these ZIP Codes,  
 the city name is:

ZIP Code  
 Type

ZIP Code	City Name	Type
23112	ACCEPTABLE (DEFAULT)	STANDARD
23113	ACCEPTABLE (DEFAULT)	STANDARD
23114	ACCEPTABLE (DEFAULT)	STANDARD

*Version 5.0 Database 06/2002*

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*Developed by the USPS National Customer Support Center*



Home

# Post Office Locator

powered by [Maps On Us](#)

Keyword/Search



**Midlothian Main Office**, 1201 Sycamore Sq, Midlothian, VA 23113

[Plan Route >](#)

**Regular Business Hours:**

Week Days 08:00AM-05:00PM  
Saturday 09:30AM-01:00PM

**Latest Collection at Post Office:**

Week Days 05:15PM  
Saturday 01:00PM

**Phone:** 804-794-1374

For TTY service for the hearing impaired only, 1-877-877-7833.

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Map-Clicking will: [Zoom In](#)  
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**Plan Route** to this listing from the following address:



Home

# Post Office Locator

powered by Mapson Us

Keyword/Search



**Genito, 3530 Post Office Rd, Midlothian, VA 23112** [Plan Route >](#)

**Regular Business Hours:**  
 Week Days 08:00AM-05:00PM  
 Saturday 09:30AM-01:00PM

**Latest Collection at Post Office:**  
 Week Days 05:15PM  
 Saturday 01:00PM

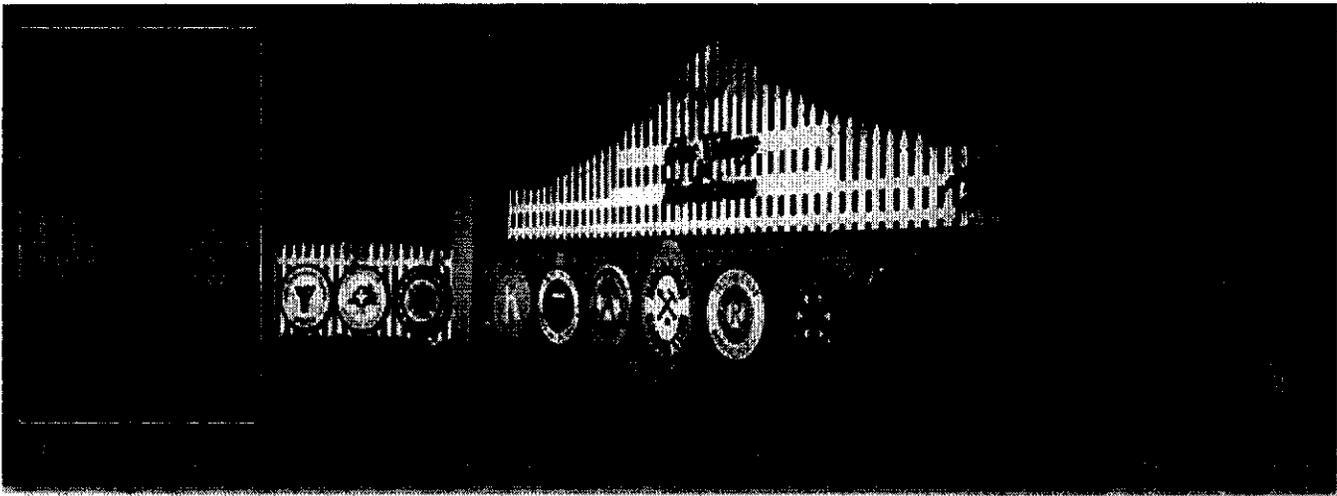
**Phone: 804-639-3475**  
 For TTY service for the hearing impaired only, 1-877-877-7833.

[Postal Listings >](#) [New Search >](#)

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**Plan Route** to this listing from the following address:



You are here: Home

**History**

**Welcome to the Village of Midlothian**

- Police**
- Fire**
- Post Office**
- Library**
- Parks**
- Planning**

The Midlothian community is in the northwestern part of Chesterfield County, Virginia, a few miles west of Richmond, Va., USA. It includes the unincorporated Village of Midlothian that has old and new churches, fine and friendly restaurants, unique shopping, a modern post office, a volunteer fire department, schools, and older homes, all surrounded by the typical new residential development found in many popular suburban communities across the country.

[Click here to Shop for Midlothian Memorabilia!](#)



[Send this web page to a friend](#)

**Other Government**

Interested in having a MidlothianVA.com e-mail address?

- Community Groups**
- Youth Groups**

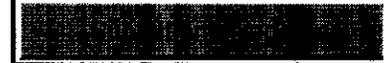
There's a lot new things going on in our historic community. A new historic park for walking and picnics near the village core was started in 2001. In May 2000, John Tyler Community College opened a permanent Midlothian campus near the village. Our YMCA is also new a point of community pride. The construction of Route 288 to the west offers to greatly improve transportation in and around the area, but also will put considerable growth pressure on our community as well. Many of the new neighborhoods now under construction (such as the Grove) as well commercial development are thoughtful, careful and appropriate thanks to cooperation with local citizen groups.

Example: [yourName@MidlothianVA.com](mailto:yourName@MidlothianVA.com)  
[Click here.](#)

- Churches**
- Neighborhoods**
- Schools**

Want to get Midlothian news via e-mail?

- Retail**
- Real Estate**
- Services**
- Other Business**



**News**

One reason for our community's pride is our long history. Midlothian started as a settlement of coal miners in the 1700s. Coal was the basis of the Midlothian area until the late 1800s when mining ended. Later attempts to reopen the mines were unsuccessful, but thanks to the access of rail to Richmond, the village became a commuter town.

**Events**

**VMVC**

For years it was a friendly little southern community in the quiet Virginia countryside. Much of that charm remains intact today on the back roads of the village. Large-scale residential growth started threatening Midlothian in the 1970s, and soon both long-established citizens and new residents were asking if something to manage the sprawl couldn't be done.

Despite severe pressures, the Village of Midlothian had retained its sense of place, unlike too many suburban towns in the U.S. that have been "lost" under corporate concrete, poorly-planned asphalt and franchise-business plastic.

Midlothian remains one of the region's fastest growing communities. Residents in the suburban neighborhoods such as Queensmill, Salisbury, Four Seasons, Walton Park, and Otterdale, as well as Old Buckingham Station Apartments, have teamed with long time citizens with the area to protect and enhance their community. While the Village of Midlothian Volunteer Coalition is the primary coordinating group working in Midlothian on community issues such as design, proper scale of development, communications and implementation of Midlothian's streetscape plan, there are many active groups and individuals in the area who have done much to make the area a good place to live.

Explore this web site to learn more about the Village of Midlothian, or, better yet, visit our shops, restaurants, festivals, churches, and neighborhoods.

October 2001

For more information, [info@MidlothianVA.org](mailto:info@MidlothianVA.org)

| [Add your listing to our web site](#) | [Link to us](#) | **VMVC** |

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[webmaster@midlothianva.org](mailto:webmaster@midlothianva.org)  
web site hosted & designed by [slgd.com](http://slgd.com)

**The Village of Midlothian Volunteer Coalition**

The Village of Midlothian Volunteer Coalition has been focusing this Virginia community's pride and enthusiasm since 1991.

The sidewalks throughout the village and the formal entryway near the east end of the village's historical district have been the VMVC's largest landscaping. The VMVC has also done hundreds of plantings in the village.

The Coalition is a nonprofit organization, officially part of the Richmond-area Community Foundation. Its impetus was and remains to enhance the identity and protect the threatened scale of this small, historic village. Implementing a pedestrian scale streetscape plan along both sides of 1.2 miles of Route 60 through the village district was identified as one goal to accomplish this. The [MidlothianVA.org](http://MidlothianVA.org) web site is another example of the VMVC community-building effort, as is the Midlothian logo.



The management and staff of the Chesterfield County Planning Department deserve much of the credit for their leadership in bringing the VMVC together and providing the base to make VMVC's efforts worthwhile.

While trees and flowers are vital, the first step towards protecting the village entailed refining zoning standards. After a series of public meetings in the 1980s, the County Planning Commissioners and Chesterfield Board of Supervisors adopted the Midlothian Land Use Plan which provides distinctive standards for the village district. The cooperation of leading developers in the area and the Virginia Department of Transportation as well as the Chesterfield Transportation Department has been key to making the plan workable.

The county retained a landscape architect with a specialty in streetscape design to work with volunteers to design the plan we have today. The Midlothian Plan not only directs development, but protects the village by defining geographical boundaries and preserves the scale through landscaping, sidewalks, benches, street lights, historical markers, and other streetscape aesthetics.

In June 1991 Chesterfield County turned over the local citizen-input and coordinating responsibilities of the Midlothian Plan to the VMVC. The VMVC volunteers elected their first steering committee and officers who accepted responsibility for guiding the implementation the streetscape plan. The tiny pocket park along Route 60 with benches and historical markers at the Midlothian Middle School was the group's first project. VMVC also developed the popular Village of Midlothian logo and helped direct the first Visit the Village Days.

Membership on standing committees (technical, community, business, and communications) and special teams is open to individuals and local organizations. The steering committee meets monthly, usually the third Thursday of each month at 7:30 PM. For more information:

The Village of Midlothian Volunteer Coalition  
P.O. Box 1295  
Midlothian, VA 23113 USA  
804-751-5006  
[VMVC@MidlothianVA.org](mailto:VMVC@MidlothianVA.org)

**Who in Midlothian benefits from VMVC?**

Local business benefit as customers will better identify with their location. New customers or clients will be attracted to the Village of Midlothian.

Property owners benefit, as the landscape

**Who makes up VMVC?**

Retailers and business managers  
Public officials  
Civic officers  
Landowners