PUBLIC NOTICE
WILLIAMSBURG PLANNING COMMISSION

The Williamsburg Planning Commission will hold a public hearing on Wednesday, May 15, 2013, 3:30 P.M. in the Council Chambers of the Stryker Building, 412 North Boundary Street, to consider the following:

PCR #13-015: Amend the Zoning Ordinance by revising the B-3 General Business District to: (1) change the name to the B-3 Urban Business District; (2) revise the statement of intent [Sec. 21-351]; (3) allow up to 67% of the floor area on an individual lot to be used for apartments or condominiums with a special use permit [Sec. 21-354]; (4) allow student dwellings as a special use permit use with a maximum dwelling unit occupancy of four unrelated persons [Secs. 21-351.1 and 21-354]; (5) allow senior housing as a special use permit use [Sec. 21-354]; (6) allow a "micro-brewery, micro-distillery, micro-winery or micro-cidery" with a special use permit [Sec. 21-354]; and (7) remove service stations as a permitted use, and remove motor vehicle service establishments, drug or alcohol treatment centers, farmer's markets and newspaper printing and publishing facilities as special use permit uses [Sec. 21-354].

PCR #13-016: Amend the Zoning Ordinance by revising the PDU Planned Development Urban District to allow residential density to be determined as a part of the rezoning process [Sec. 21-483(h)].

PCR #13-017: Amend the Zoning Ordinance by revising the LB-2 Limited Business Neighborhood District to allow townhouses as a special use permit use [Secs. 21-255.4 and 21-255.10].

PCR #13-018: Rezone approximately 1.3 acres at 715-721 Lafayette Street from RS-2 Single-Family Dwelling District to RS-3 Single-Family Dwelling District. This land is designated by the 2013 Comprehensive Plan as *Medium Density Single-Family Detached Residential* land use (single family detached dwellings with a density of 5 dwelling units/net acre). The proposed RS-3 Single-Family Dwelling District allows single-family detached dwellings with a density of 5 dwelling units/net acre and live/work space for artists and artisans with a special exception from the Board of Zoning Appeals.

Additional information is available at www.williamsburgva.gov/publicnotice or at the Planning Department (757) 220-6130, 401 Lafayette Street. Interested citizens are invited to attend this hearing and present their comments to Planning Commission.

If you are disabled and need accommodation in order to participate in the public hearing, please call the Planning Department at (757) 220-6130, (TTY) 220-6108, no later than 12:00 noon, Wednesday, May 8, 2013.

Reed T. Nester
Reed T. Nester
Planning Director

CITY OF WILLIAMSBURG
MEMORANDUM

DATE: **April 18, 2013**

SUBJECT: **Midtown Planning Area**
2013 Comprehensive Plan Implementation

The 2013 Comprehensive Plan was adopted by City Council on January 10, 2013. This memo addresses the implementation of the Plan's recommendations for the Midtown Planning Area in four separate cases (PCR #13-015>PCR #13-018).

B-3 GENERAL BUSINESS DISTRICT CHANGES

The 2013 Comprehensive Plan recommends a package of changes to the text of the B-3 General Business District to implement the recommendations of the Plan. The Plan sees this area as suitable for high-quality urban mixed-use development and redevelopment, with opportunities for higher density housing, including housing for students and seniors. The following specific changes are recommended:

1. Change the name of the B-3 General Business District to the B-3 Urban Business District. The revised statement of intent reads:

   This district is established to allow high quality mixed-use development in the Midtown Planning Area for areas designated as *Urban Commercial* land use. This area is more urban in character than the corridor business district B-2, and is therefore suitable for a mix of commercial, office and residential uses. Because this area is served by transit and has a wide variety of commercial services within walking distance, it is a good location for multifamily housing, and particularly housing for college students and senior citizens. Residential uses and higher intensity commercial uses such as offices and retail sales establishments in buildings exceeding 50,000 square feet in area may be allowed with a special use permit to ensure that the use is compatible with the district and surrounding neighborhoods.

2. Remove automobile oriented uses (service stations and motor vehicle service establishments), drug and alcohol treatment centers, farmers' markets and newspaper printing and publishing facilities as permitted and special use permit uses, since they are incompatible with the urban character of this area.

3. Add senior housing and student dwellings (with a four-person occupancy) as special use permit uses. The only other residential use that is permitted is multifamily dwellings, which also require a special use permit. As recommended by the Plan, the maximum residential floor area allowed will remain at the present 67% of the total floor area on an individual lot, which allows either one floor of commercial use with residential use above, or commercial use on the front of the property with residential use on the rear.

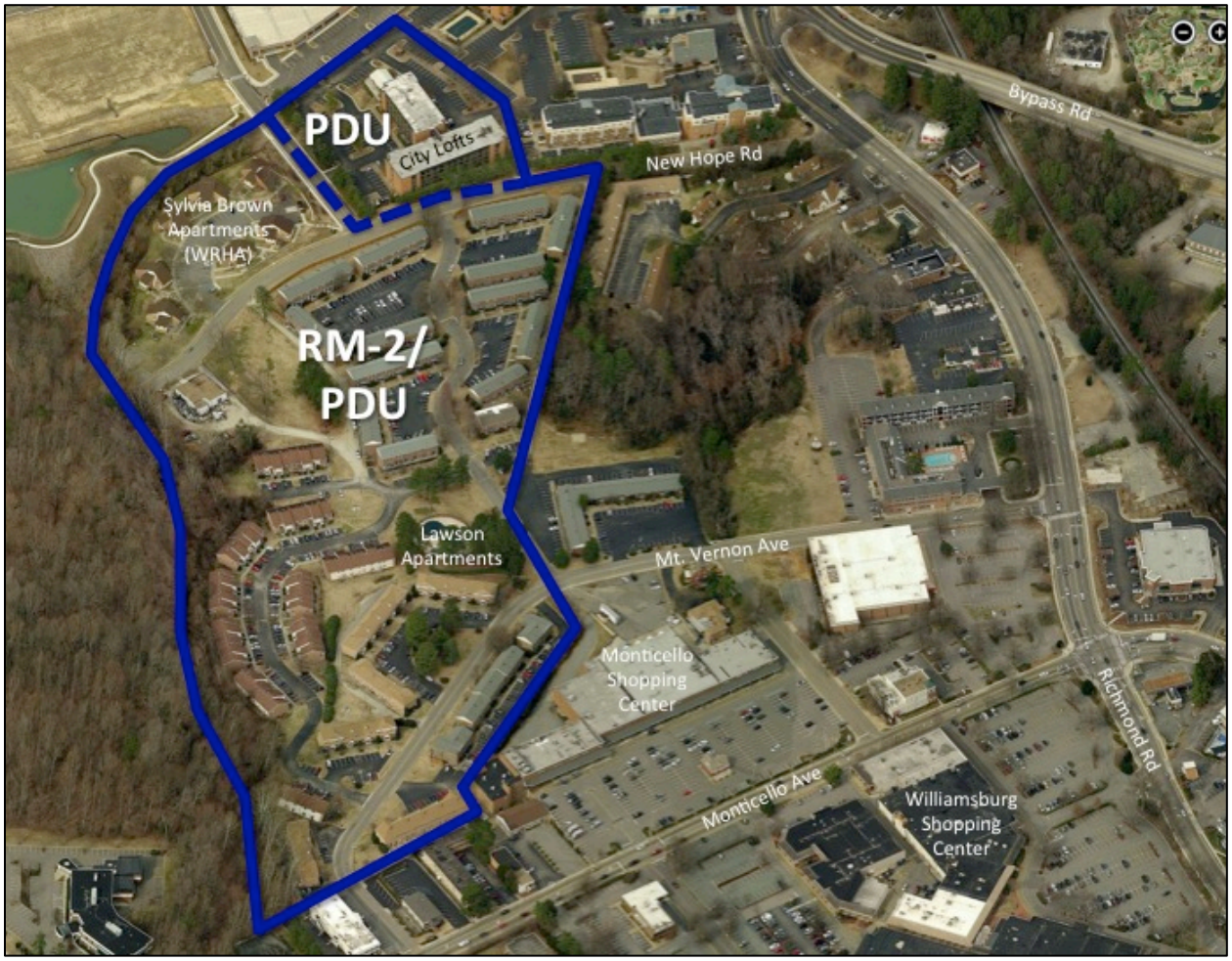
4. Add "micro-brewery, micro-distillery, micro-winery and micro-cidery" as a special use permit use, as has been proposed in the B-2 District. We have had numerous inquiries over the past year about these uses, and it makes sense to add this as a special use permit use. This is defined, by a new definition, as a "facility for the production and packaging of alcoholic beverages for distribution, retail or wholesale, on- or off-premises, and which meets all Virginia Alcoholic Beverage Control laws and regulations. This facility may include other uses such as retail sales, tasting rooms or restaurants."

5. Allow additional residential density above the base density of 14 dwelling units/net acre with a special use permit. This in intended to encourage mixed-use development, and is only allowed with a special use permit. This change specifically states that "city council shall consider the quality of the building and site design of the proposed development, and how the scale and character of the development relates to the surrounding commercial areas" when making a decision on whether or not to approve a special use permit.

PCR #13-015: Revise the text of the B-3 General Business District

This case revises the B-3 General Business District to: (1) change the name to the B-3 Urban Business District and revise the statement of intent [Sec. 21-351]; (2) allow a four person dwelling unit occupancy for student dwellings [Sec. 21-351.1]; (3) delete service stations as a permitted use, and delete motor vehicle service establishments, drug and alcohol treatment centers, farmers' markets and newspaper printing and publishing facilities as special use permit uses [Secs. 21-352 and 21-354]; (4) add senior housing, student dwellings, and micro-breweries as special use permit uses [Sec. 21-354]; (5) allow residential density to be increased above the base density of 14 dwelling units/net acre with a special use permit [Sec 21-355].

PDU PLANNED DEVELOPMENT URBAN DISTRICT CHANGES



The 2013 Comprehensive Plan designates one area in the Midtown Planning District as *Urban Residential* land use – the area along Mount Vernon Avenue and New Hope Road that contains one of the City's four major concentrations of multifamily housing (the Lawson Apartments on Mount Vernon Avenue – 293 units, WRHA's Sylvia Brown Apartments on New Hope Road – 28 units, and the City Lofts student apartments on Middle Street – up to 143 students). The Plan states that:

> These apartments are located between the College of William and Mary and the High Street mixed use development, connected by a growing network of sidewalks and bike lanes. Their proximity to the College makes them very attractive for helping to meet the need for college student housing. This area has potential for redevelopment at a higher residential density, but traffic and other impacts need to be evaluated before approval of any redevelopment projects.

To implement the *Urban Residential* land use, the Plan states that:

> The existing RM-2 zoning should remain in place until an acceptable development plan is presented for rezoning to a revised PDU Planned Development District, with the density allowed determined through the rezoning process. The primary consideration for the density approved should be how the scale and character of the proposed project relates to its immediate surroundings and to the Midtown Planning Area as a whole. Student dwellings should be a permitted use, with a dwelling unit occupancy of two unrelated persons in an efficiency or one bedroom dwelling unit, and four unrelated persons in a two or more bedroom dwelling unit. A building height of 45 feet should be allowed.

The following specific changes are recommended to the PDU Planned Development Urban District:

1. Revise the statement of intent for the PDU District to state that the PDU district encourages innovative and creative multifamily housing in the Midtown Planning Area in areas designated as *Urban Residential* land use [Sec. 21-483(a)].
2. Revise "where permitted" to limit rezoning to PDU Districts only on land designated as *Urban Residential* land use by the Comprehensive Plan [Sec. 21-483(b)].
3. Revise "density" to allow residential density to be determined as a part of the rezoning process. This change specifically states that "in deciding the density to be allowed, city council shall consider the quality of the building and site design of the proposed development, and how the scale and character of the development relates to its immediate surroundings and to the Midtown Planning Area as a whole" [Sec. 21-483(h)].

PCR #13-016: Amend the Zoning Ordinance by revising the PDU Planned Development Urban District to allow residential density to be determined as a part of the rezoning process [Sec. 21-483(h)].

LB-2 LIMITED BUSINESS NEIGHBORHOOD DISTRICT CHANGES

The 2013 Comprehensive Plan recommends changing the text of the LB-2 Limited Business Neighborhood District to implement a recommendation of the Plan. The LB-2 District is located in the Arts and Cultural District that was established by City Council in 2011 as a way to encourage and enhance the City's creative economy as an economic development initiative. The LB-2 District is designated by the Plan as *Mixed Use* land use. The Plan states that:

> A variety of residential uses (single family, duplexes, townhouses and multifamily) should be allowed with a base density of 8 dwelling units/net acre, and up to 14 dwelling units/net acre with a special use permit.

To implement this recommendation, it is recommended that the LB-2 District be amended to add townhouses as a special use permit use. Single-family and duplex dwellings are now allowed as permitted uses, and multifamily dwellings are now allowed with a special use permit.

PCR #13-017: Amend the Zoning Ordinance by revising the LB-2 Limited Business Neighborhood District to allow townhouses as a special use permit use [Secs. 21-255.4 and 21-255.10].

LAFAYETTE STREET REZONING

The 2013 Comprehensive Plan designates the existing residential uses along Lafayette Street between Chesapeake Bank and just east of Wythe Avenue as *Medium Density Single-Family Detached Residential* land use, to be implemented by the RS-3 Single-Family Dwelling District. The Plan describes this area as follows:

> The *Medium Density Single Family Detached Residential* portion of this *Arts and Cultural District* is located between the *Mixed Use* area along Richmond Road and the CSX Railroad. This is the West Williamsburg neighborhood originally platted in 1928 when this portion of the City was located in York County. The houses are predominantly one to one and one-half stories in height, and the area contains several notable Bungalow-style houses around the Lafayette Street-Wythe Street intersection. Studios and workshops for artists and artisans are allowed in this area with a special exception permit, allowing live/work space in an established single family residential area.

All of this area except for the four houses at 715-721 Lafayette Street are zoned RS-3 Single-Family Dwelling District. To implement the recommendation of the 2013 Comprehensive Plan, it is proposed to extend the RS-3 zoning to include these four houses.

PCR #13-018: Rezone approximately 1.3 acres at 715-721 Lafayette Street from RS-2 Single-Family Dwelling District to RS-3 Single-Family Dwelling District.

PLANNING COMMISSION PUBLIC HEARING

The Planning Commission public hearing on these cases is scheduled for the regular Planning Commission meeting on May 15.

Reed T. Nester

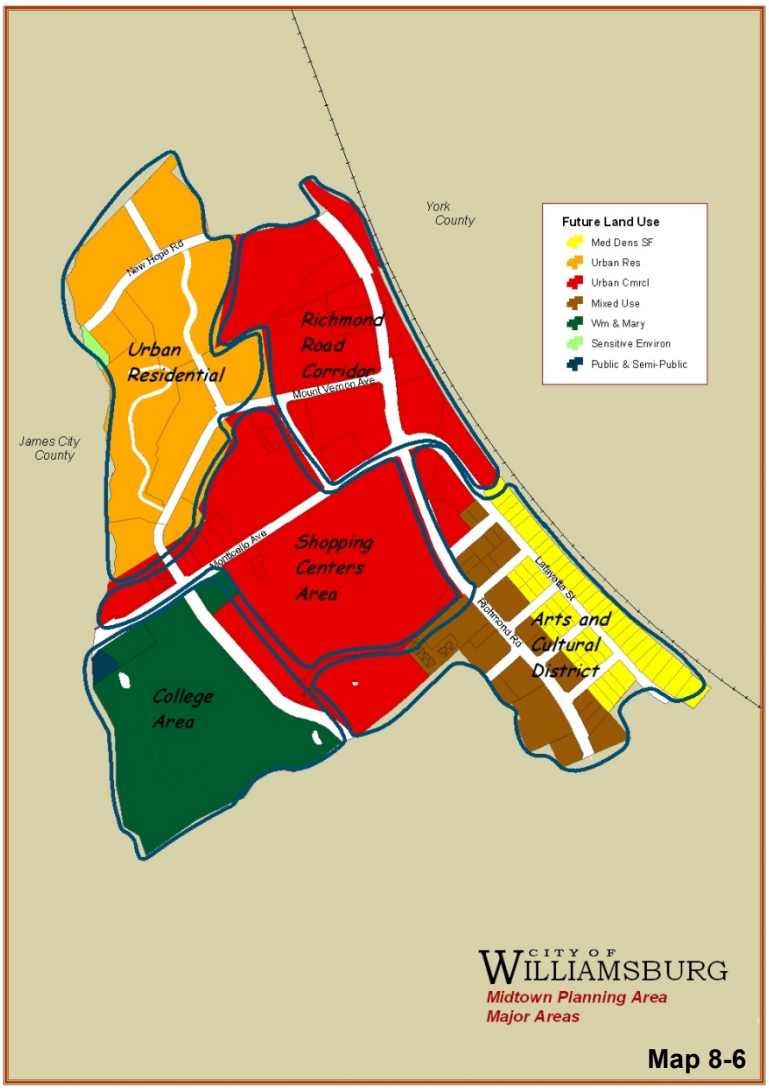
Reed T. Nester, AICP
Planning Director

2013 COMPREHENSIVE PLAN

Adopted January 10, 2013

MIDTOWN PLANNING AREA

The Midtown Planning Area is located at the intersection of two of the City's major entrance corridors – Richmond Road and Monticello Avenue. It is made up of five major components: the *Arts and Cultural District* centered on Richmond Road and Lafayette Street between Brooks Street and the Williamsburg Shopping Center; the *Shopping Centers Area* that includes the Williamsburg and Monticello Shopping Centers; the *Richmond Road Corridor* between Monticello Avenue and Bypass Road; the *Urban Residential Area* along Mount Vernon Avenue and New Hope Road, and the *College Area* that is centered on William and Mary's School of Education. This Planning Area is discussed in detail in *Chapter 10 - Commercial and Economic* Development, but the exclusively residential sections of the Midtown Planning Area are described in this section. These include the mostly single family West Williamsburg neighborhood between Richmond Road and Lafayette Street, the Lawson Apartments on Mount Vernon Avenue, and the Sylvia Brown Apartments and City Lofts student apartments on New Hope Road



Map 8-6

The *Arts and Cultural District* along Richmond Road and Lafayette Street was established by City Council in February 2011 as a way to encourage and enhance the City's creative economy as an economic development initiative. The *Medium Density Single Family Detached Residential* portion of this *Arts and Cultural District* is located between the *Mixed Use* area along Richmond Road and the CSX Railroad. This is the West Williamsburg neighborhood originally platted in 1928 when this portion of the City was located in York County. The houses are predominantly one to one and one-half stories in height, and the area contains several notable Bungalow-style houses around the Lafayette Street-Wythe Street intersection. Studios and workshops for artists and artisans are allowed in this area with a special exception permit, allowing live/work space in an established single family residential area.

The *Urban Residential Area* along Mount Vernon Avenue and New Hope Road contains one of the City's four major concentrations of multifamily housing (the others are the High Street, Patriot Lane and Merrimac Trail areas). The Lawson Apartments are five apartment complexes (Julia Ann, Spring Road, Spring Road Annex, Spring Garden and Clinton Gardens) with a total of 293 apartments. Also in this area is the 28 unit Sylvia Brown Apartments on New Hope Road, a subsidized apartment project owned by the Williamsburg Redevelopment and Housing Authority, and the 95 unit City Lofts student apartment project at the corner of New Hope Road and Middle Street that will house up to 143 students.

These apartments are located between the College of William and Mary and the High Street mixed use development, connected by a growing network of sidewalks and bike lanes. Their proximity to the College makes them very attractive for helping to meet the need for college student housing. This area has potential for redevelopment at a higher residential density, but traffic and other impacts need to be evaluated before approval of any redevelopment project.

Housing Analysis

The Midtown Planning Area's residential component is concentrated in the Arts and Cultural District and the Urban Residential Area, and is predominantly renter occupied. In 2012, the Planning Area had a total of 425 dwelling units; 14 were owner-occupied (3%), and 410 were renter-occupied (97%). A dwelling unit is considered renter-occupied if the owner's address is different from the property address, or if it is a unit in a rental apartment complex. This is a much higher rental occupancy than the City as a whole – the 2010 Census figure for the entire City is 44% owner-occupied and 56% renter-occupied.

The *Arts and Cultural District* is made up of two separate areas – *Mixed Use* land use along Richmond Road, and *Medium Density Single Family Detached* land use along Lafayette Street and the side streets. This area is also designated as West Williamsburg (#15) on Map 8-4, *Neighborhoods.*

The *Shopping Centers Area* is located on Richmond Road and Monticello Avenue, and includes the Williamsburg and Monticello Shopping Centers. The *Richmond Road Corridor* extends from Monticello Avenue to New Hope Road/Bypass Road.

The *Urban Residential Area* includes the 293 unit Lawson Apartments on Mount Vernon Avenue and the 28 unit Sylvia Brown Apartments on New Hope Road. This area is also designated as Mt. Vernon (#11) on Map 8-4, *Neighborhoods.*

The *College Area* has no dwelling units, but a 53 bed nursing home is located in this area.

The breakdowns for the areas are:

• Arts and Cultural District - 93 dwelling units:	15% owner-occupied;	85% renter occupied.
• Shopping Centers area - 10 dwelling units:	0% owner-occupied;	100% renter-occupied.
• Richmond Road Corridor - 1 dwelling unit:	0% owner-occupied;	100% renter-occupied.
• Urban Residential Area - 321 dwelling units:	0% owner-occupied;	100% renter-occupied.
Midtown Total – 425 dwelling units	**3% owner-occupied;**	**97% renter-occupied**

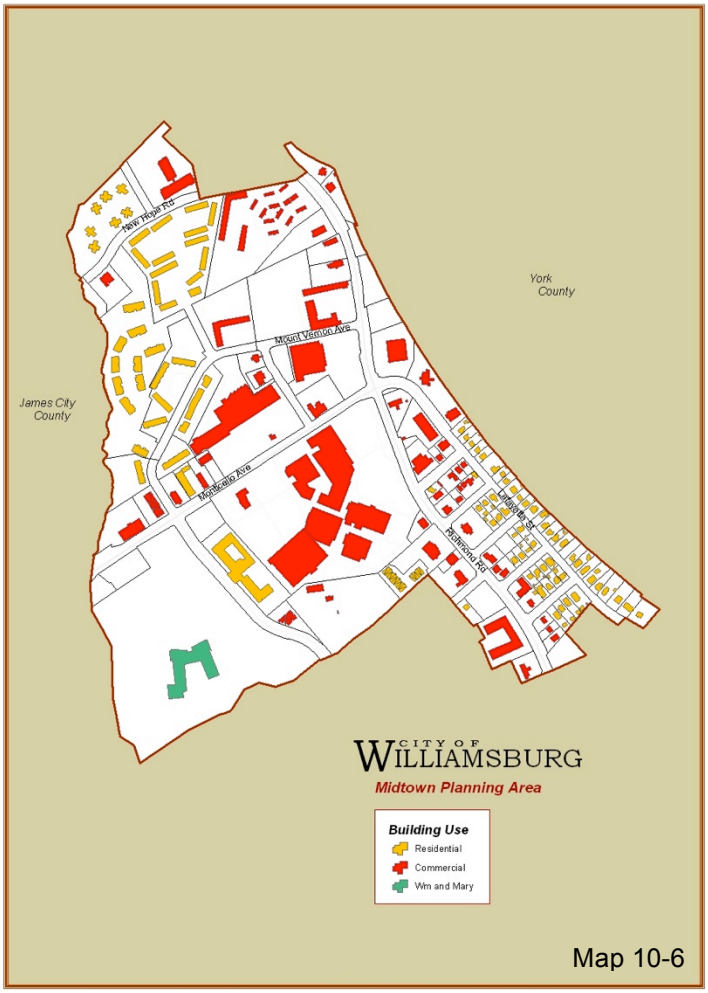
Future Land Use Recommendations for Residential Areas

1. Arts and Cultural District. The *Medium Density Single Family Detached* land use for the West Williamsburg neighborhood between the *Mixed Use* land use along Richmond Road and the CSX Railroad should be continued, implemented by the RS-3 Single Family Dwelling District. The four adjoining lots at 715-721 Lafayette Street should also be designated as *Medium Density Single Family Detached* land use. This land use mirrors the existing density of the area. The existing provisions allowing studios and workshops for artists and artisans with a special exception should be retained, as this is an important feature of the Arts and Cultural District, and encourages live/work space in the area.

2. Urban Residential Area. The existing *High Density Multifamily Residential* land use (14 dwelling units/net acre) should be changed to *Urban Residential* land use. The existing RM-2 zoning should remain in place until an acceptable development plan is presented for rezoning to a revised PDU Planned Development Urban District, with the density allowed determined through the rezoning process. The primary consideration for the density approved should be how the scale and character of the proposed project relates to its immediate surroundings and to the Midtown Planning Area as a whole. Student dwellings should be a permitted use, with a dwelling unit occupancy of two unrelated persons in an efficiency or one bedroom dwelling unit, and four unrelated persons in a two or more bedroom dwelling unit. A building height of 45 feet should be allowed.

MIDTOWN PLANNING AREA

The Midtown Planning Area is located at the intersection of two of the City's major entrance corridors – Richmond Road and Monticello Avenue. It is made up of five major components: the *Arts and Cultural District* centered on Richmond Road and Lafayette Street between Brooks Street and the Williamsburg Shopping Center; the *Shopping Centers Area* that includes the Williamsburg and Monticello Shopping Centers; the *Richmond Road Corridor* between Monticello Avenue and Bypass Road; the *Urban Residential Area* along Mount Vernon Avenue and New Hope Road, and the *College Area* that is centered on William and Mary's School of Education. The Midtown Planning Area abuts the CSX Railroad and York County to the north, the College of William and Mary to the south, the residential neighborhoods of College Terrace and West Williamsburg Heights to the east, and the High Street Mixed Use development and the Richmond Road commercial corridor to the west.



Map 10-6

The size of the Midtown Planning Area is 151 acres, of which 44% is commercial, 9% environmental and sensitive areas, 11% institutional, 2% public and semi-public, 2% parks and open space, 17% residential, 13% rights-of-ways and 2% vacant properties.

Residential uses located in the Midtown Planning Area are discussed in *Chapter 8 – Neighborhoods and Housing*. The non-residential uses located throughout the Midtown Planning Area include: seven restaurants, two hotels, fourteen retail establishments, two shopping centers, four banks, 21 offices, two convenience establishments, one timeshare, one nursing home and one community pool.

A discussion of the major commercial and institutional areas in the Midtown Planning Area follows:

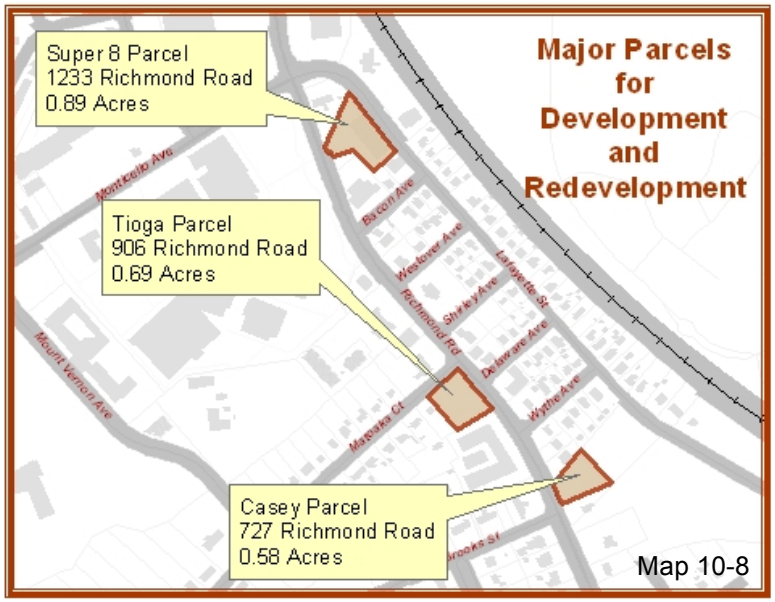
- The *Arts and Cultural District* along Richmond Road and Lafayette Street was established by City Council in February 2011 as a way to encourage and enhance the City's creative economy as an economic development initiative. This follows state legislation passed in 2009 that enabled the creation of Arts and Cultural Districts, allowing the City to provide tax rebates, grants, technical assistance and other incentives to attract and grow the creative economy and the arts. Research shows that having a group of artists and creative professionals live in one area has great economic and culture spinoffs - revitalizing the area and creating demand for additional artists/creative businesses (possibly including coffee shops, galleries, small theaters, music clubs, artist co-ops, other live/work spaces, studios, wine bars, etc.). Since the creation of the District in 2011, five creative economy businesses have located in the district and created a total of 28 jobs. An artist demand survey completed by Artspace in 2012 shows demand for live/work and stand

alone workspace for creative professionals in the District, and the City's Economic Development Authority will look for redevelopment opportunities to provide these spaces.

Map 10-7

The Arts and Cultural District is composed of two major areas. The first is the *Mixed Use* area along Richmond Road between Brooks Street and the Williamsburg Shopping Center that is implemented by the LB-2 Limited Business Neighborhood District. The LB-2 District allows a mixture of office, commercial and residential uses; and, in keeping with the urban mixed use character of the area, allows studios and workshops for artists and artisans with a special exception permit from the Board of Zoning Appeals. The second area is the *Medium Density Single Family Detached Residential* area between the LB-2 area and the CSX Railroad, discussed in *Chapter 8 - Neighborhoods and Housing*, page 8-17.

There are two vacant parcels in the District that have development potential: the 0.69 acre Tioga parcel at 906 Richmond Road and a 0.58 acre parcel on a portion of 727 Richmond Road. The 0.89 acre Super 8 Motel at 1233 Richmond Road has redevelopment potential. The parcels are shown on the Map 10-8 below.

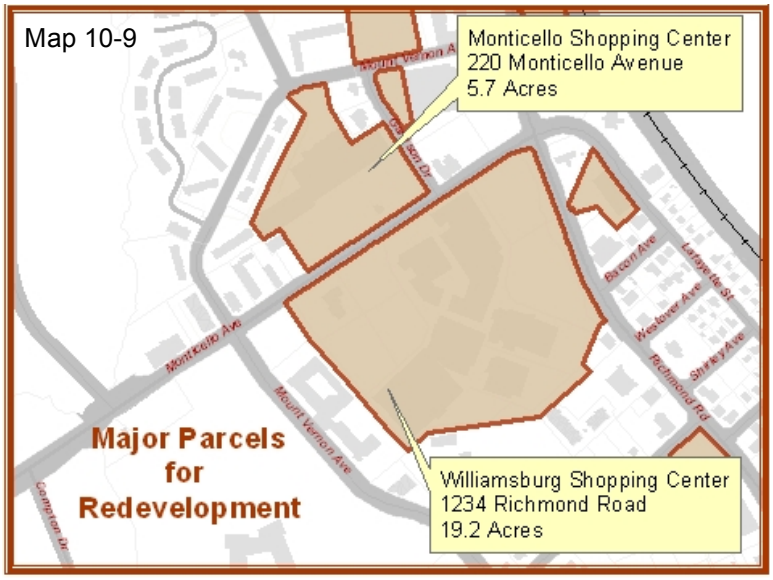


Map 10-8

- The *Shopping Centers Area* is anchored by two neighborhood shopping centers. Williamsburg Shopping Center fronts on Richmond Road and Monticello Avenue, and was built by the Colonial Williamsburg Foundation in the 1950s to provide space for commercial growth in the area, and has been expanded several times. This 255,968 square foot shopping center contains two department stores, the City's only centrally located grocery store, a hardware store, bookstore, several restaurants and assorted retail and service uses. The 78,396 square foot Monticello Shopping Center, contains a variety of retail, service and restaurant uses, and a movie theater has been converted to a church. West of the shopping centers along Monticello Avenue are four medical office buildings, a small apartment building and two retail stores.

  The 19.2 acre Williamsburg Shopping Center has potential for a major redevelopment as a mixed use project. However, any redevelopment should retain an appropriate mix of retail space to serve the needs of the downtown area. These neighborhood commercial uses, particularly the grocery store and the hardware store, make an important contribution to the livability of the downtown area. To encourage mixed use redevelopment, the base residential density should remain 14 dwelling units/net acre, but additional density should be allowed with a special use permit. The primary consideration for the approval of increased density should be how the scale and character of the proposed project relates to its immediate surroundings and to the Midtown Planning Area as a whole. Multifamily dwellings should continue to be allowed with a special use permit so that impacts to the surrounding commercial areas can be considered.

  The location of the Williamsburg The proximity of the Williamsburg Shopping Center to the College and its location on existing bus routes make it a desirable location for student housing. The Tribe Square model with commercial on the first floor and student apartments on the upper floors is an example of what could be done with a portion of this property. Student dwellings should be added to the B-3 District as a special use permit use, with a permitted dwelling unit occupancy of two unrelated persons in an efficiency or one bedroom dwelling unit, and four unrelated persons in a two or more bedroom dwelling unit. Senior housing is another possibility for similar reasons, and should be allowed with reduced parking requirements with a special use permit.

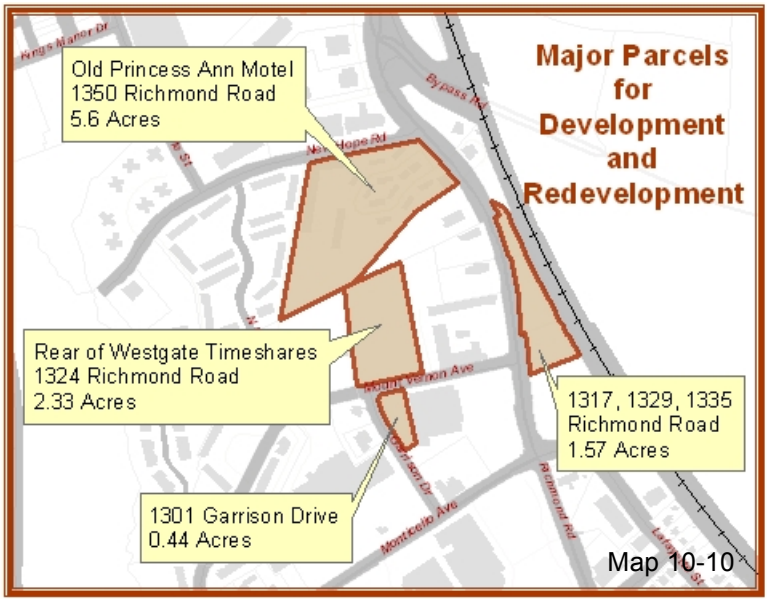


Improvements may be needed to Monticello Avenue with redevelopment – the Hampton Roads Transportation Planning Organization's Comprehensive Transportation Study (Appendix A2) shows that Monticello Avenue adjacent to the Williamsburg Shopping Center currently has moderate congestion (LOS D) and is projected to have severe congestion in 2034 (LOS E or F).

Special use permits should be required for any major redevelopment so that traffic and other impacts can be properly evaluated.

While the Monticello Shopping Center (5.7 acres) is much smaller than the Williamsburg Shopping Center, it also has future potential for redevelopment. As with the Williamsburg Shopping Center, redevelopment should be accomplished with minimal loss of existing commercial floor area.

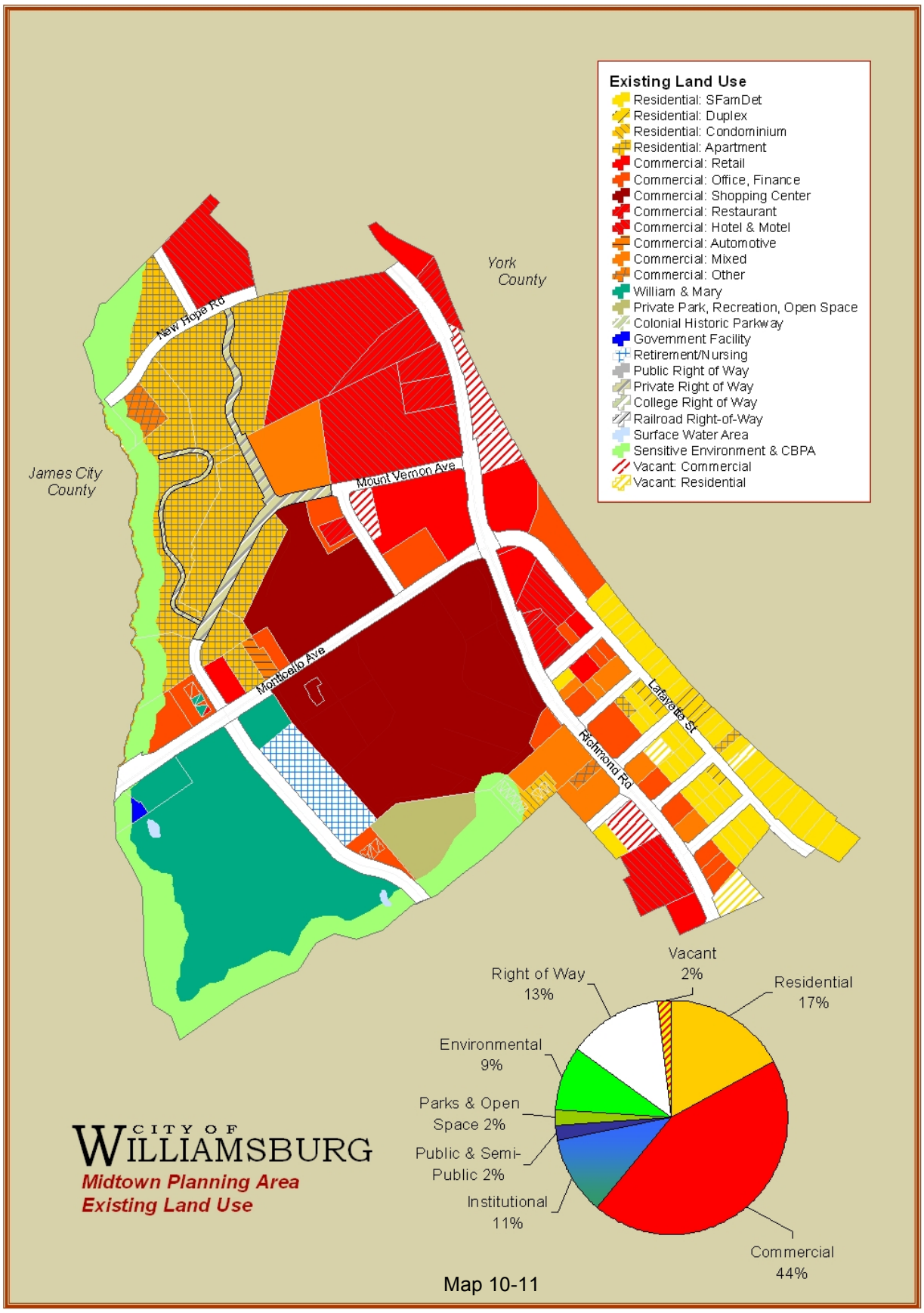
- The *Richmond Road Corridor* extends from Monticello Avenue northwest to Bypass Road. This section of the Richmond Road corridor is a logical extension of the urban character of the Shopping Centers Area – buildings are closer together and closer to the street, and the predominant character defining feature of the street is buildings and sidewalks rather than parking lots. There are three vacant parcels in the Richmond Road Corridor that have potential for new development. The old Princess Anne Motel, on a 5.6 acre parcel located at 1350 Richmond Road and now closed, is a prime parcel for redevelopment, and its size makes a mixed use project a possibility. All of these properties have potential for new commercial uses that will add to the vitality of the corridor.



Map 10-10

- The *Urban Residential Area* is discussed in *Chapter 8 – Neighborhoods and Housing*, page 8-16.
- The *College Area* anchors the southwestern edge of the Planning Area, centered around the William and Mary School of Education. The College owns vacant land adjacent to the School of Education that can be developed in the future, possibly for additional student housing. A nursing home and an office building are located on Mount Vernon Avenue and have redevelopment potential, either separately or in conjunction with the Williamsburg Shopping Center.

  Improvements to pedestrian facilities are needed in this area – a new multiuse trail and sidewalk connects the School of Education with the main campus via Compton Drive, but there is not an adequate pedestrian connection between the School and the Monticello Avenue/Treyburn Drive intersection. This intersection, which is controlled by the Virginia Department of Transportation, could provide an important pedestrian connection to High Street and the Lawson Apartment area. In addition, a sidewalk or multiuse trail is needed between the entrance to the School of Education and Compton Drive – this could tie in to a future multiuse trail connecting Compton Drive with New Town in James City County.

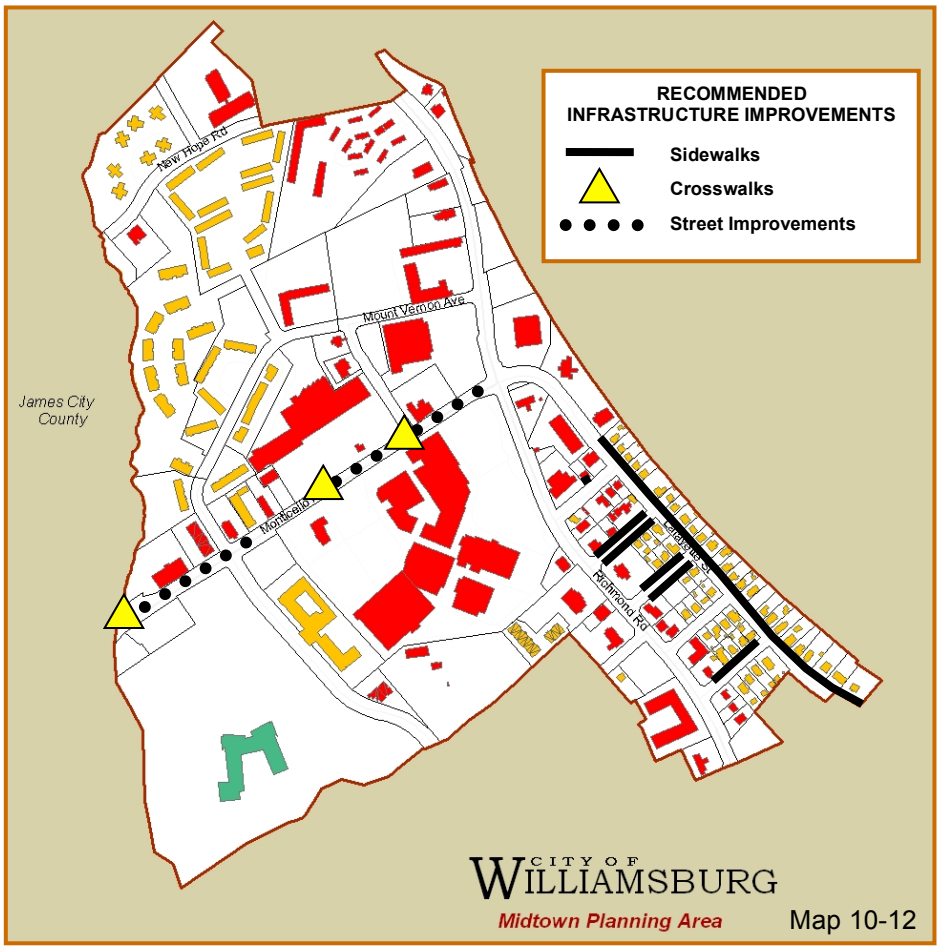

Existing Land Use
Residential: SFamDet
Residential: Duplex
Residential: Condominium
Residential: Apartment
Commercial: Retail
Commercial: Office, Finance
Commercial: Shopping Center
Commercial: Restaurant
Commercial: Hotel & Motel
Commercial: Automotive
Commercial: Mixed
Commercial: Other
William & Mary
Private Park, Recreation, Open Space
Colonial Historic Parkway
Government Facility
Retirement/Nursing
Public Right of Way
Private Right of Way
College Right of Way
Railroad Right-of-Way
Surface Water Area
Sensitive Environment & CBPA
Vacant: Commercial
Vacant: Residential
York County
James City County
New Hope Rd
Mount Vernon Ave
Monticello Ave
Richmond Rd
Lafayette St
CITY OF WILLIAMSBURG
Midtown Planning Area
Existing Land Use
Vacant 2%
Right of Way 13%
Residential 17%
Environmental 9%
Parks & Open Space 2%
Public & Semi-Public 2%
Institutional 11%
Commercial 44%

Map 10-11

Infrastructure Recommendations

The following infrastructure improvements are recommended for the Midtown Planning Area:

- *Sidewalk improvements.*
  - To improve pedestrian accessibility, sidewalks should be provided within the existing right-of-way on both sides of all streets in the Arts and Cultural District. Approximately 3,600 linear feet of sidewalk is needed and should be seen as a long term goal for the area, depending upon the constructability of individual segments.
  - Pedestrian crossings need to be provided across Monticello Avenue to connect the Williamsburg Shopping Center with the commercial area to the north. Locations that should be considered are Garrison Avenue and the traffic light between the two shopping centers.
  - The College of William and Mary needs to extend a sidewalk from the School of Education to the Monticello Avenue/Treyburn Drive intersection. A signalized pedestrian crossing of Monticello Avenue at Treyburn Drive needs to be coordinated with the Virginia Department of Transportation, which has responsibility for this intersection.
  - A sidewalk or multiuse trail needs to be constructed between the entrance to the School of Education and Compton Drive, where it could connect to a future multiuse trail connecting to New Town in James City County.
- *Street improvements.*
  - Improvements to Monticello Avenue may be needed if there is a major redevelopment of the Williamsburg Shopping Center, and this should be a part of the redevelopment project.

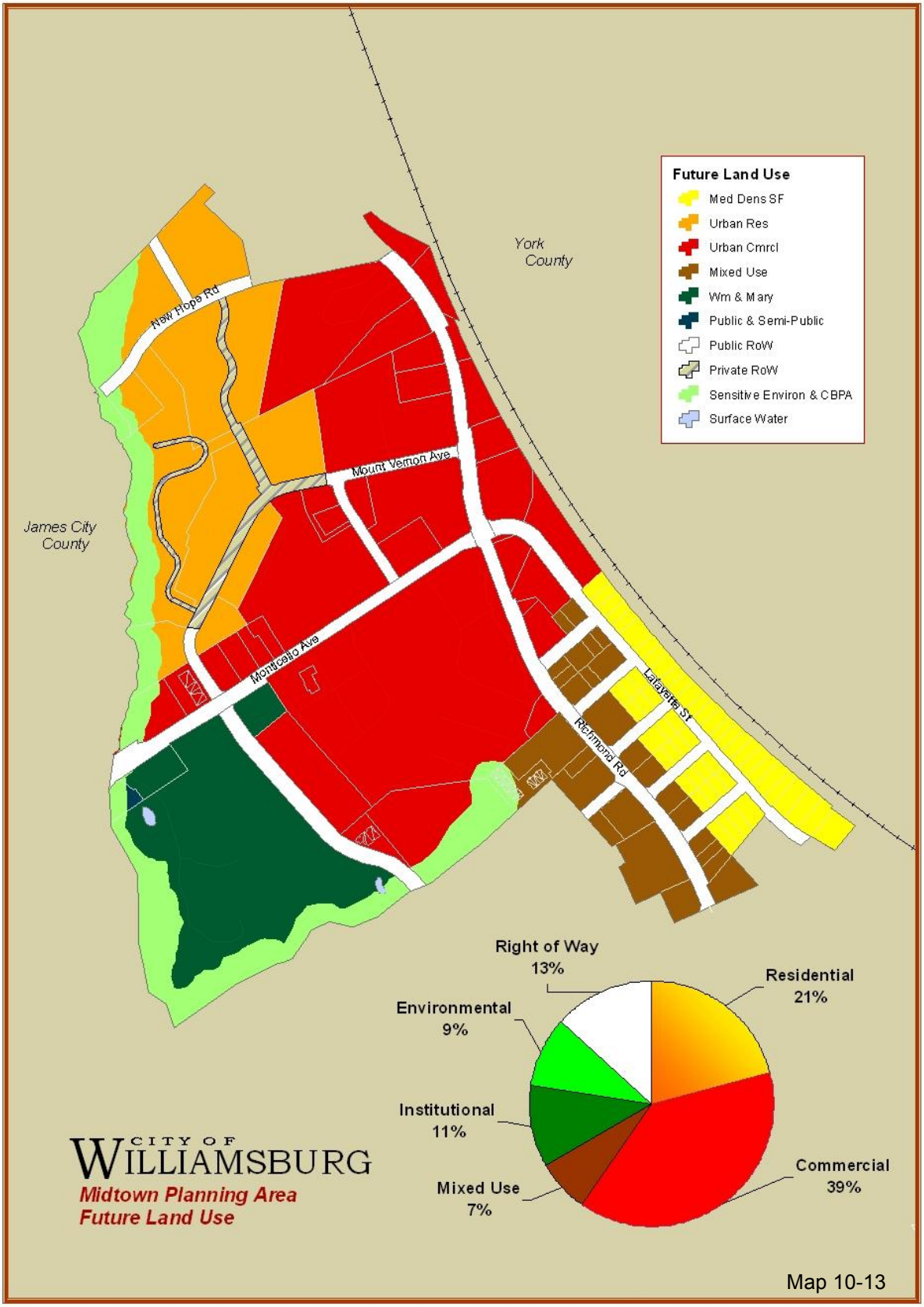


Future Land Use Recommendations

1. Arts and Cultural District
   - The existing *Mixed Use* land use designation along Richmond Road between Brooks Street and the Williamsburg Shopping Center should be continued, implemented by the LB-2 Limited Business Neighborhood District. A variety of residential uses (single family, duplex, townhouses and multifamily) should be allowed with a base density of 8 dwelling units/net acre, and up to 14 dwelling units/net acre with a special use permit. The mix of permitted commercial uses should be designed to allow the Arts and Cultural District to achieve its potential as a vibrant, mixed use area of the City, within walking distance of downtown and the College, and should include banks, bake shops, hotels with 10 or less rooms, museums and art galleries, offices, restaurants and retail stores. To ensure compatibility with surrounding neighborhoods, special use permits should be required for buildings with a floor area exceeding 10,000 square feet, and for uses such as townhouses, multifamily dwellings, hotels with more than ten rooms, larger restaurants, and other uses of similar intensity.
   - The Midtown Parking District should be continued, establishing a uniform parking requirement for non-residential uses. This added flexibility will help the Arts and Cultural District achieve its potential as a vibrant mixed use area.
   - Lafayette Street through the Arts and Cultural District (and extending to York Street) should be designated as an *Entrance Corridor*, connecting the existing Richmond Road, Monticello Avenue, Page Street and York Street corridors (see *Chapter 5 – Community Character*). This designation will allow the existing Architectural Preservation AP-3 District that encompasses the West Williamsburg neighborhood to be changed to the Corridor Protection District, matching the Corridor Protection District along Richmond Road. This will allow additional flexibility in architectural design for the entire Arts and Cultural District.
   - The Arts and Cultural District should be specifically reviewed as part of the Architectural Design Guidelines review following the adoption of the Comprehensive Plan. The special nature of this area should be considered, since this is a transitional area between the urban commercial land use to the west and the single family residential land use to the east. The Design Guidelines should include a special section in the Corridor Protection District detailing standards for this area, and recognizing its important transitional character. Sign design guidelines should also be developed to recognize both the transitional and creative character of the Arts and Cultural District.

2. Richmond Road Corridor and Shopping Centers Area
   - The existing *General Commercial* land use designation should be changed to *Urban Commercial* land use. To implement this change, the B-3 General Business District should be renamed B-3 Urban Business District. Automobile oriented uses such as service stations and motor vehicle service establishments should be removed from the new district since they are incompatible with the urban character of this area. The Midtown Parking District should be extended to this area to provide the same flexibility that exits in the Arts and Cultural District. The commercial floor area requirement for mixed use projects should remain at 33% to maximize commercial floor area. To encourage mixed use redevelopment, base residential density should remain 14 dwelling units/net acre, but additional density should be allowed with a special use permit. Multifamily dwellings should be allowed with a special use permit so that impacts to the surrounding commercial areas can be considered. Student dwellings should be added as a special use permit use with permitted dwelling unit occupancy of two unrelated persons in an efficiency or one bedroom dwelling unit, and four unrelated persons in a two or more bedroom dwelling unit. Senior housing with reduced parking requirements should be allowed with a special use permit. Building height should remain 45 feet.

The Midtown Planning Area Future Land Use Map (Map 10-13) illustrates these recommendations.


Future Land Use
Med Dens SF
Urban Res
Urban Cmrcl
Mixed Use
Wm & Mary
Public & Semi-Public
Public RoW
Private RoW
Sensitive Environ & CBPA
Surface Water
York County
James City County
New Hope Rd
Mount Vernon Ave
Monticello Ave
Lafayette St
Richmond Rd
Right of Way 13%
Residential 21%
Environmental 9%
Institutional 11%
Mixed Use 7%
Commercial 39%
CITY OF WILLIAMSBURG
Midtown Planning Area
Future Land Use

Map 10-13

ORDINANCE #13-__
PROPOSED ORDINANCE #13-__

AN ORDINANCE AMENDING CHAPTER 21, ZONING, ARTICLE III. DISTRICT REGULATIONS, DIVISION 10. B-3 DISTRICT, PERTAINING TO DISTRICT NAME, STATEMENT OF INTENT, PERMITTED USES AND SPECIAL USE PERMIT USES (PCR #13-015)

These revisions to Chapter 21, Zoning, are recommended by the 2013 Williamsburg Comprehensive Plan, and are intended to promote the health, safety and general welfare of the public, and to carry out the purpose and intent of Chapter 21 as stated in Sec. 21-1.

BE IT ORDAINED that Chapter 21, Zoning, Article III, Division 10, General Business District B-3, Secs. 21-351, 21-351.1, 21-352, 21-353, 21-354 and 21-355 shall be amended to read as follows:

DIVISION 10. ~~GENERAL~~ URBAN BUSINESS DISTRICT B-3

Sec. 21-351. Statement of intent.

This district is established to ~~promote a mixed use development pattern along arterial streets centered on the existing shopping centers at the Richmond Road/Monticello Avenue intersection~~ allow high quality mixed-use development in the Midtown Planning Area for areas designated as *Urban Commercial* land use. This area is more urban in character than the corridor ~~commercial~~ business district B-2, and is therefore suitable for a mix of commercial, office and residential uses. Because this area is served by transit, and has a wide variety of commercial services within walking distance, it is a good location for multifamily housing, and particularly housing for college students and senior citizens. Residential uses and higher intensity commercial uses such as offices and retail sales establishments in buildings exceeding 50,000 square feet area may be allowed with a special use permit to ensure that the use is compatible with the district and surrounding neighborhoods.

Sec. 21-351.1. Permitted dwelling unit occupancy.

The permitted dwelling unit occupancy in the ~~general~~ urban business district B-3 is as follows:

(1) A family; or

(2) No more than three unrelated persons.

~~(3) No more than four unrelated persons in a multi-family dwelling with a special use permit approved by city council in accordance with article II, division 2.~~

~~a. Management shall be provided by a manager who has an office located on-site. Such person must be available at that office for at least six daylight hours of each weekday, generally observed holidays excluded, to handle the business of the housing complex and shall be responsible for and have full authority to authorize prompt and adequate performance of regular and emergency upkeep and maintenance on the complex and all dwelling units therein. Such person shall be readily available to respond to emergency calls by tenants at all other times.~~

(3) For student dwellings in accordance with section 21-354, no more than two unrelated persons in an efficiency or one bedroom dwelling unit/ or no more than four unrelated persons in a two or more bedroom dwelling unit.

Sec. 21-352. Permitted uses.

The uses permitted in the ~~general~~ urban business district B-3 are as follows:

(1) Bake shops.

(2) Banks and financial institutions.

(3) Churches and other permanent buildings used for religious worship.

(4) Convenience service establishments such as, but not limited to, barbershops, beauty parlors, tailors, shoe repair shops, self-service laundromats, and laundry and dry cleaning establishments.

(5) Convenience stores.

(6) Day care centers.

(7) Freestanding automatic teller machines.

(8) Funeral homes.

(9) Hotels/motels and timeshare units, and associated meeting facilities.

(10) Museums and art galleries.

(11) Offices in buildings with a gross floor area not exceeding 50,000 square feet.

(12) Parking lots as a principal use.

(13) Pet shops, but not including boarding kennels on the premises.

(14) Playgrounds, parks and unlighted athletic fields owned and/or operated by the City of Williamsburg.

(15) Printing and photocopying shops.

(16) Private clubs and lodges.

(17)~~(16.1)~~ Public buildings owned and/or operated by the City of Williamsburg.

(18)~~(17)~~ Public or private elementary, middle and high schools, colleges and universities; and including temporary classroom facilities when accessory to and on the same lot as a school located in a permanent building.

(19)~~(18)~~ Radio and television broadcasting stations, studios and offices, but excluding onsite towers.

(20)~~(19)~~ Repair services and businesses, including repair of bicycles, guns, radios, television sets, electrical appliances, locks, other home appliances, toys, typewriters, watches and the like.

(21)~~(20)~~ Restaurants.

(22)~~(21)~~ Retail sales establishments in buildings with a gross floor area not exceeding 50,000 square feet.

~~(22) Service stations, provided that repair of vehicles and components thereof takes place in a fully enclosed building.~~

(23) Storage of materials and supplies incidental to the conduct of a permitted use, provided that such storage is screened from view by a six-foot-high wall or fence with the finished side facing the exterior of the property. The planning commission may, through the site plan review process, require or approve an alternate means of screening, provided that it is equivalent to the required fence or wall.

(24) Theaters and assembly halls, but excluding drive-in theaters.

(25) Off-street parking and loading areas for permitted uses in accordance with article V.

(26) Signs in accordance with article VI.

(27) Accessory uses in accordance with section 21-603

(28) Home occupations in accordance with section 21-606

Sec. 21-353. Uses permitted as special exceptions.

Uses permitted in the ~~general~~ urban business district B-3 with a special exception approved by the board of zoning appeals in accordance with section 21-97(f) are as follows:

No special exception uses are listed for this district.

Sec. 21-354. Uses permitted with special use permit.

Uses permitted in the ~~general~~ urban business district B-3 with a special use permit approved by city council in accordance with article II, division 2, are as follows:

(1) Multifamily dwellings, provided that not more than 67 percent of the gross floor area of any new buildings on any lot may be devoted to multifamily use. Non-residential floor area shall be constructed simultaneously with the construction of the multifamily floor area.

(2) ~~[Reserved.]~~ Senior housing, as defined.

(3) Student dwellings, subject to the following:

a. Management shall be provided by either: (1) the College of William and Mary; or (2) in accordance with a management plan that is approved as a part of the rezoning and which provides for prompt and adequate performance of regular and emergency upkeep and maintenance on the complex and all dwelling units therein. The specific plan for the management of the student dwellings shall be approved as a part of the special use permit and shall remain in effect unless the approved special use permit is amended in accordance with article II, division 2.

(4)~~(3)~~ Amusement arcades.

~~(4) Motor vehicle service establishments provided that vehicle lifts and pits and all service and repair of motor vehicles shall be within a building enclosed on all sides. Storage of inoperable motor vehicles awaiting repair on the premises shall be permitted, but shall be screened from view by a six-foot high wall or fence with the finished side facing the exterior of the property. The planning commission may, through the site plan review process, require or approve an alternative means of screening, provided that it is equivalent to the required fence or wall.~~

(5)~~(5)~~ Billiard and pool rooms.

(6)~~(6)~~ Bowling alleys.

~~(7) Drug or alcohol treatment centers.~~

~~(8) Farmers' markets, subject to the provisions of chapter 9, article II, of this Code.~~

(7)~~(8.1)~~ Lighted athletic fields owned and/or operated by the City of Williamsburg.

~~(9) Newspaper printing and publishing facilities.~~

(8) Micro-brewery, micro-distillery, micro-winery and/or micro-cidery, with a capacity of not more than 15,000 barrels per year.

(9)~~(10)~~ Nursing homes.

(10)~~(11)~~ Offices in buildings with a gross floor area exceeding 50,000 square feet.

(11)~~(12)~~ Parking garages.

~~(13) [Reserved.]~~

(12)~~(14)~~ Recreation centers.

(13)~~(15)~~ Retail sales establishments in buildings with a gross floor area exceeding 50,000 square feet.

(14)~~(16)~~ Tourist or visitor information centers.

(15)~~(17)~~ Use of land as parking for and/or access to a use in an adjoining jurisdiction.

Sec. 21-355. Lot area/density.

The lot area and density requirements in the ~~general~~ urban business district B-3 are as follows:

(1) *Dwelling units:* There shall be a maximum density of 14 dwelling units per net acre, except that the maximum density may be increased with a special use permit approved by the city council in accordance with article II, division 4. In addition to the criteria specified for special use permits in Sec. 21-42, city council shall consider the quality of the building and site design of the proposed development, and how the scale and character of the development relates to the surrounding commercial areas. Net acreage shall be calculated based on existing land conditions, as specified in the following chart:

Physical Land Unit	*Percent Credited Toward Net Acreage*
Slopes less than 10%	100%
Slopes from 10% but less than 20%	70%
Slopes from 20% but less than 30%	50%
Slopes 30% or more	10%
100-year floodplains	0%
Wetlands	0%
Existing water features (bodies of water, drainage channels, streams, etc.)	0%
Above ground high voltage electric transmission line easements (69 kv or greater)	0%

(2) *Other uses:* For all other uses, there shall be no minimum lot area required.

BE IT FURTHER ORDAINED that Chapter 21, Zoning, Article III, Division 10, General Business District B-3, Secs. 21-356, 21-357, 21-358, and 21-359 shall be amended to replace "in the general business district B-3" with "in the urban business district B-3"

EXCEPT, as here amended, the Williamsburg Code shall remain unchanged.

Adopted: _____

_____
Clyde A. Haulman, Mayor

Attest: _____
Donna Scott, City Council Clerk

[PC\PCR\2013\13-015OD1]

ORDINANCE #13-__
PROPOSED ORDINANCE #13-__

AN ORDINANCE AMENDING CHAPTER 21, ZONING, ARTICLE III. DISTRICT REGULATIONS, DIVISION 15. PLANNED DEVELOPMENT DISTRICTS PDR, PDC AND PDU, PERTAINING TO ALLOWABLE RESIDENTIAL DENSITY IN THE PDU DISTRICT
(PCR #13-016)

These revisions to Chapter 21, Zoning, are recommended by the 2013 Williamsburg Comprehensive Plan, and are intended to promote the health, safety and general welfare of the public, and to carry out the purpose and intent of Chapter 21 as stated in Sec. 21-1.

BE IT ORDAINED that Chapter 21, Zoning, Article III, Division 15, Planned Development Districts PDR, PDC and PDU, Sec. 21-483. Planned Development Urban District PDU, subsections (a), (b) and (h) shall be amended to read as follows:

Sec. 21-483. Planned development urban district PDU.

(a) *Statement of intent.* The PDU district is established to encourage innovative and creative multifamily housing in the Midtown Planning Area in areas designated as *Urban Residential* land use ~~adjacent to the city's most urban commercial corridors of Richmond Road from Monticello Avenue to New Hope Road, and Monticello Avenue from Richmond Road to Treyburn Drive~~. This area, because of its proximity to existing commercial and multifamily development, and to the College of William and Mary, has potential to accommodate additional dwelling units in an evolving urban mixed-use area. Development and redevelopment in the PDU district should promote high standards of design and construction, encourage pedestrian scale urban development and take advantage of proximity to existing transit routes and pedestrian and bicycle facilities.

(b) *Where permitted.* PDU districts shall be permitted only on land designated as ~~general commercial~~ *Urban Residential* land use in the adopted comprehensive plan ~~which does not front on Richmond Road or Monticello Avenue~~.

(h) *Density.* For PDU districts~~, there shall be a maximum density of 56 bedrooms per net acre, with a maximum of four bedrooms for an individual dwelling unit. Net acreage shall be calculated based on existing land conditions, as specified in the following chart:~~ residential density shall be determined as a part of the rezoning process. In deciding on the density to be allowed, city council shall consider the quality of the building and site design of the proposed development, and how the scale and character of the development relates to its immediate surroundings and to the Midtown Planning Area as a whole. The approved density shall be based upon the net ~~Net~~ acreage, which shall be calculated based on existing land conditions, as specified in the following chart:

Physical Land Unit	*Percent Credited Toward Net Acreage*
Slopes less than 10%	100%
Slopes from 10% but less than 20%	70%
Slopes from 20% but less than 30%	50%
Slopes 30% or more	10%
100-year floodplains	0%
Wetlands	0%
Existing water features (bodies of water, drainage channels, streams, etc.)	0%
Above ground high voltage electric transmission line easements (69 kv or greater)	0%

EXCEPT, as here amended, the Williamsburg Code shall remain unchanged.

Adopted: _____

_____
Clyde A. Haulman, Mayor

Attest: _____
Donna Scott, City Council Clerk

[PC\PCR\2013\13-016OD1]

ORDINANCE #13-__
PROPOSED ORDINANCE #13-__

AN ORDINANCE AMENDING CHAPTER 21, ZONING, ARTICLE III. DISTRICT REGULATIONS, DIVISION 6.2. LB-2 DISTRICT, BY ADDING TOWNHOUSES AS A SPECIAL USE PERMIT USE (PCR #13-017)

These revisions to Chapter 21, Zoning, are recommended by the 2013 Williamsburg Comprehensive Plan, and are intended to promote the health, safety and general welfare of the public, and to carry out the purpose and intent of Chapter 21 as stated in Sec. 21-1.

BE IT ORDAINED that Chapter 21, Zoning, Article III, Division 6.2. Limited Business Neighborhood District LB-2, Sec. 21-255.4 shall be amended to read as follows, and Sec. 21-255.10 shall be added to read as follows:

DIVISION 6.2. LIMITED BUSINESS NEIGHBORHOOD DISTRICT LB-2

Sec. 21-255.4. Uses permitted with a special use permit.

Uses permitted in the limited business neighborhood district LB-2 with a special use permit approved by the city council in accordance with article II, division 2, are as follows:

(1) Multifamily dwellings.

(2) Townhouses in accordance with section 21-255.10.

(3)~~(2)~~ Churches and other buildings used for religious worship.

(4)~~(3)~~ Day care centers located in the same building as a church or public or private school.

(5)~~(4)~~ Hotels/motels and timeshare units, and associated meeting facilities with more than ten bedrooms.

(6)~~(5)~~ Laundry and dry cleaning establishments.

(7)~~(5.1)~~ Lighted athletic fields owned and/or operated by the City of Williamsburg.

(8)~~(6)~~ Public or private elementary, middle or high schools, colleges and universities, and including temporary classroom facilities when accessory to and on the same lot as a school located in a permanent building.

(9)~~(8)~~ Radio and television broadcasting stations, studios and offices, but excluding onsite towers.

(10)~~(8.1)~~ Restaurants without drive-thru windows and with a gross floor area exceeding 2,500 square feet.

(11)~~(8.2)~~ Retail sales establishments with a gross floor area exceeding 5,000 square feet.

(12)~~(9)~~ Uses in buildings with a gross floor area exceeding 10,000 square feet per building:

a. Bake shops.
b. Banks and financial establishments.
c. Convenience service establishments, limited to barbershops, beauty parlors, tailors, and shoe repair shops.
d. Museums and art galleries.
e. Offices.
f. Printing and photocopying shops.
g. Restaurants without drive-thru windows and with a gross floor area exceeding 2,500 square feet.
h. Retail sales establishments with a gross floor area exceeding 5,000 square feet.

Sec. 21-255.10. Regulations for townhouses.

The regulations for townhouses in the limited business neighborhood district LB-2 are as follows:

(1) *Density.*

a. The density of a townhouse development shall not exceed eight townhouses per net acre, except that the maximum density may be increased to 14 units per net acre with a special use permit approved by the city council in accordance with article II, division 4. Net acreage shall be calculated based on existing land conditions, as specified in the following chart:

Physical Land Unit	*Percent Credited Toward Net Acreage*
Slopes less than 10%	100%
Slopes from 10% but less than 20%	70%
Slopes from 20% but less than 30%	50%
Slopes 30% or more	10%
100-year floodplains	0%
Wetlands	0%
Existing water features (bodies of water, drainage channels, streams, etc.)	0%
Above ground high voltage electric transmission line easements (69 kv or greater)	0%

b. There shall be no minimum lot area required for an individual townhouse lot.

(2) *Lot width.* The minimum lot width for each townhouse shall be 20 feet.

(3) *Yard regulations.*

a. *Front.* Front yards shall be as required in section 21-255.7(1). Parking shall be prohibited in a front yard.

b. *Side.* Each townhouse located at the end of a group of townhouses shall have a side yard of at least five feet.

c. *Rear.* Each townhouse shall have a rear yard of not less than 25 feet.

(4) *Street frontage.* Each townhouse shall front on a dedicated public street.

(5) *Management of common open space, recreational facilities and private streets.*

a. All common open space and private streets shall be preserved for their intended purpose as expressed in the final site plan approved by the planning commission and filed with the planning department.

b. When common open space, recreational facilities and private streets are to be administered by a nonprofit organization the organization shall conform to the following requirements:

1. The developer must establish the organization prior to the recordation of the subdivision plat for the townhouse development.

2. Membership in the organization shall be mandatory for all residential property owners, present or future, within the townhouse development.

3. The organization shall own all common open space, recreational and cultural facilities and/or private streets; shall provide for the maintenance, administration and operation of said land and improvements and any other common land within the townhouse development.

EXCEPT, as here amended, the Williamsburg Code shall remain unchanged.

Adopted: _____

_____
Clyde A. Haulman, Mayor

Attest: _____
Donna Scott, City Council Clerk

[PC\PCR\2013\13-017OD1]

ORDINANCE #13-__
PROPOSED ORDINANCE #13-__

AN ORDINANCE TO REZONE APPROXIMATELY 1.3 ACRES AT 715-721 LAFAYETTE STREET FROM RS-2 SINGLE-FAMILY DWELLING DISTRICT TO RS-3 SINGLE FAMILY DWELLING DISTRICT (PCR #13-018)

WHEREAS, this rezoning is recommended by the 2013 Williamsburg Comprehensive Plan and carries out the purpose and intent of Chapter 21, Zoning, as stated in Sec. 21-1, Purpose and Intent; and

WHEREAS, it has been determined by City Council that the general welfare of the City of Williamsburg would be served by rezoning approximately 1.3 acres located at 715-721 Lafayette Street from RS-2 Single-Family Dwelling District to RS-3 Single-Family Dwelling District.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Williamsburg that the Official Zoning Map of the City of Williamsburg, Virginia be amended by rezoning approximately 1.3 acres located at 715-721 Lafayette Street from RS-2 Single-Family Dwelling District to RS-3 Single-Family Dwelling District. These properties are identified as Williamsburg Tax Map Nos. 434-08-00-A,B, 434-0A-00-013, and 434-21-00-001 (portion), and are further described by Exhibit A.

EXCEPT, as here amended, the Williamsburg Code shall remain unchanged.

Adopted: _____

_____
Clyde A. Haulman, Mayor

Attest: _____
Donna Scott, City Council Clerk

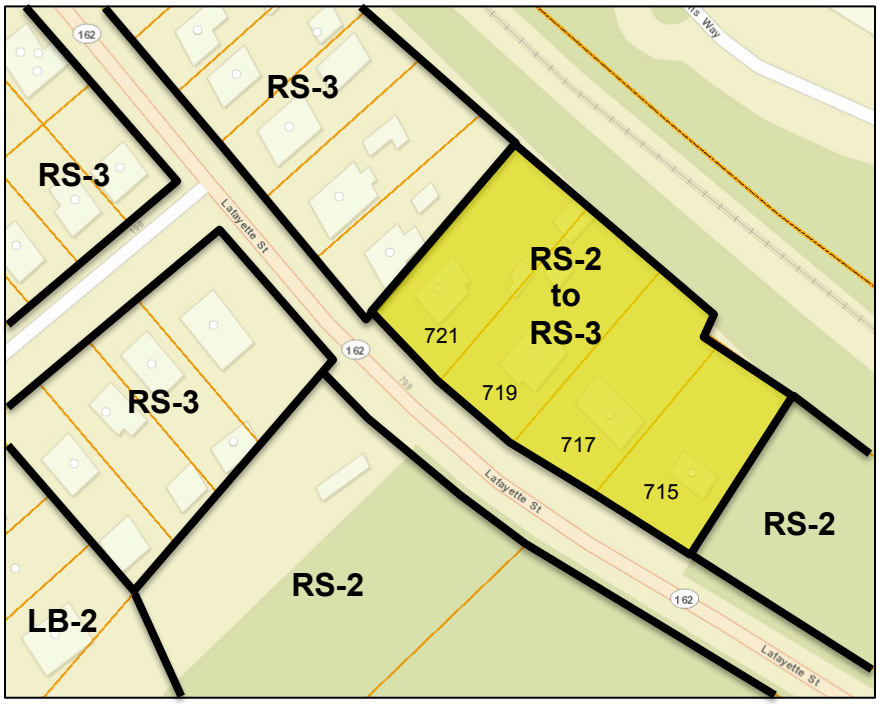


EXHIBIT A

[PC\PCR\2013\13-018OD1]