

Chapter 8 - Commercial & Economic Development (Draft 1)

COMMERCIAL AND ECONOMIC DEVELOPMENT

Williamsburg relies on tourism and its related businesses as a primary source of both employment and revenue. Due in part to this tourism connection, the City was able to generate \$26,107.36 per capita retail sales in 2018.

New commercial projects in the City since the adoption of the 2013 Comprehensive Plan include the 7-11 on Page Street (2014), Capitol Landing Garden Center (2014), Aldi (2015), Musket Range (2015), Copper Fox Distillery (2015), Discount Tire (2016), Duncan Donuts (2016), Harris Teeter Fuel Center at Quarterpath (2016), Silver Hand Meadery (2016), Firestone (2017), Midtown Row (2017), Old City Barbecue, (2017) Arts Museums of Colonial Williamsburg expansion (2017), Popeyes (2018), Monticello Shopping Center (2018) Mellow Mushroom (2018), Orange Theory Fitness (2018), Topsy Bean (2019), Precarious Beer Hall (2019), Secret Garden (2019), Illy Cafe (2019), and lululemon (2019).

With limited land available for commercial expansion, the major mixed-use developments of Quarterpath at Williamsburg, Midtown, and High Street, as well as redevelopment opportunities throughout the City, remain key to the City's economic vitality. The City needs to take great care to recognize, stay on top of the

ever-changing dynamics of the market, and respond appropriately. It must commit to doing this to maintain its status as an economic hub of the region and trendsetter among thriving tourism supported communities in the country.

Restaurants and lodging establishments continue to be an essential component of the tourist segment of the City's economy. The City has a total of 131 restaurants, according to the Commissioner of Revenue's Office, which includes eating establishments inside other businesses. The increase from 95 to 131 represents an increase over 27.5 percent from the 2013 Comprehensive Plan.

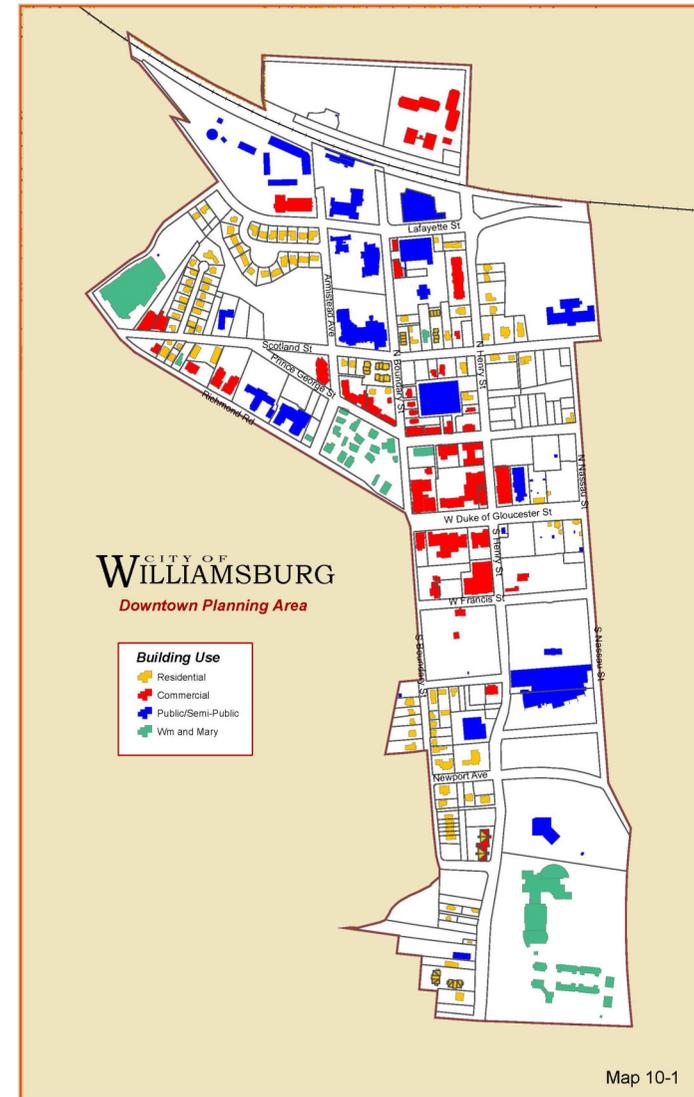
The City has hotels, motels, and colonial guest houses with a total of 3,271 rooms. In addition to hotels and motels, there are 15 bed and breakfast establishments and one short-term rental with a total of 64 rooms. Timeshare developments consist of Patriot Williamsburg, Westgate Resorts, and Bluegreen Vacations, with a total of 283 units. Since the last Comprehensive Plan, 1,300 hotel rooms comprised of 13 properties were removed, demolished, or converted to another use in the City.

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The Comprehensive Plan details geographic areas in this chapter and is summarized below:

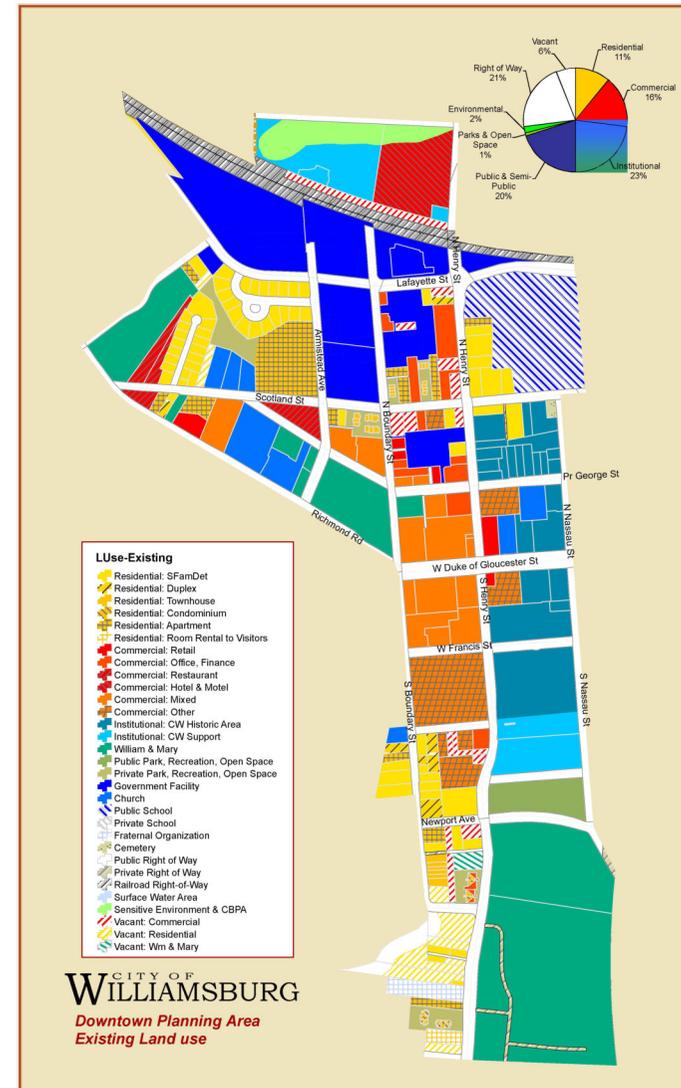
DOWNTOWN PLANNING AREA

The Downtown Planning Area has Merchants Square at its center, and extends north across the CSX Railroad to the Governor's Inn, south to Mimosa Drive, and west along Richmond Road to Virginia Avenue. It is an authentic mixed-use area combining retail, office, museum, residential, and educational uses. This area has evolved since the City's establishment in 1699 and has the authenticity and character that neo-traditional plans try to emulate but cannot duplicate. The irreplaceable and unique charm is a combination of 300 years of history, the quality and scale of the buildings (both historical and modern), and the quality of the streetscape. This area brings together all of the character-defining features of the City: Colonial Williamsburg, William & Mary the Municipal Center, and diverse residential neighborhoods. The challenge for the City is to allow new development and redevelopment in the Downtown area while preserving its historic character and its mix of residential and commercial uses.



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The size of the Downtown Planning Area is 190 acres, of which 16% is commercial, 2% environmental and sensitive areas, 23% institutional, 20% public and semi-public, 1% parks and open space, 11% residential, 21% rights-of-ways and 6% vacant properties. Residential uses located in the Planning Area include the single-family neighborhoods of Braxton Court and Crispus Attucks as well as single-family and multifamily housing located throughout the Downtown area. Non-residential uses throughout the Downtown Planning Area include offices, restaurants, churches, a bank, a hotel, a public school, municipal buildings, museum/gallery/art use buildings, and one utility building. The Planning Area is adjacent to the historic campus of William and Mary to the west (Wren Building, President's House and Brafferton), and the Colonial Williamsburg Historic Area to the east.



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The Downtown Planning Area has several commercial and mixed-use areas with distinct characteristics:

The *Merchants Square* area is bounded by Prince George, Henry, Ireland, and Boundary Streets, and includes retail shops, restaurants, and offices. The Prince George Parking Garage, the P6 Parking Lot south of Francis Street, on-street parking, and private parking lots on private property provide parking Downtown. Merchants Square was developed by the Colonial Williamsburg Foundation in the 1930s as a shopping center to relocate local businesses and services from the Historic Area. It was one of the first planned shopping centers in the United States and still serves as an active retail and office center. As Merchants Square evolved into a tourist district, these local businesses and services relocated beginning in the 1950s to the Williamsburg Shopping Center and the Municipal Center. Duke of Gloucester Street closed to vehicular traffic in the 1970s, and Merchants Square became more pedestrian-oriented. Expansion took place in the early 1990s with the conversion of the old Post Office at the corner of Francis and Henry Streets to shops and a restaurant, and again in 2004 with the construction of the Corner Building at the intersection of Duke of Gloucester and North Boundary Streets and the City's Prince George Parking Garage. Merchants Square is one of three identified historic areas in the Downtown Planning Area (see *Chapter 5 - Community Character*), and named to the National Register of Historic Places

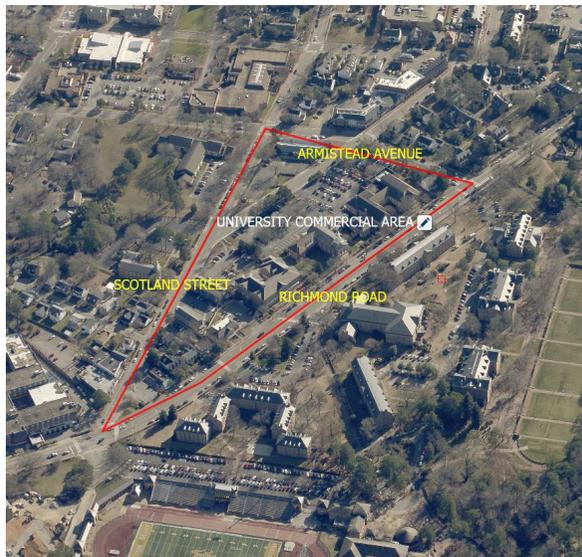
in June 2006.



The *University Commercial* area located on Richmond Road, Scotland Street, and Prince George Street between the Richmond Road/Scotland Street intersection and Armistead Avenue. This area contains restaurants, a Wawa convenience store, and Tribe Square. It serves university students across Richmond Road on the main campus of William & Mary, nearby residential areas, City residents and visitors. A significant portion of the first floor of the Tribe Square Building houses Launchpad and W&M Entrepreneurial Hub. Launchpad, which provides entrepreneurs and startups with amenities, counseling, and services necessary to grow a successful business for not only City but James City and York County. The W&M

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entrepreneurship center provides William & Mary students interested in entrepreneurship an opportunity to connect and collaborate with local entrepreneurs. The Triangle Building on the opposite side of Armistead Avenue, owned and managed by the Williamsburg Redevelopment and Housing Authority, has potential for attracting new tenants to the area. The historical character of the College Commercial area warrants care in the design of new commercial buildings, and the reuse of existing buildings in this area. As stated in the Architectural Review Board's Design Review Guidelines, a proper balance must be maintained between preserving buildings that make important contributions to the history and character of the City to allow for new development.



The *Municipal Center* area is located north of Scotland Street in the area roughly bounded by Armistead Avenue, North Henry Street, and the CSX Railroad. It is organized around City Square and includes numerous public uses: Williamsburg Library, Stryker Building, Community Building, City Square Parking Terrace, Police Station, Fire Station, Municipal Building, Transportation Center, and Post Office. It also includes two private office buildings adjacent to the Parking Terrace, and one vacant lot for future private development.



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The *North Henry/North Boundary Street* area centers on Scotland Street. Non-residential uses in this area consist of offices and a hair salon. The former Health Evaluation Center, a 23,750 square foot building on North Henry Street, has been purchased by the William and Mary Real Estate Foundation for office and health care use for the university. This area provides a transition between the Merchants Square commercial uses and the residential uses on the east side of North Henry Street. The major infrastructure improvements completed by City in this area are City Square and Prince George Street areas, including the City Square Parking Terrace and the Prince George Parking Garage.



The *South Henry/South Boundary Street* area located along South Henry Street and South Boundary Street between Ireland Street and the South Boundary/South Henry Street intersection. It is bracketed on the east by the Art Museums of Colonial Williamsburg and the Marshall-Wythe School of Law. Significant uses include the Verizon switching center and the Sotherly Hotel office building on South Henry Street and the Digges Building, an office and residential building at the northwest corner of South Henry and South Boundary Streets. As with the Mixed-Use area to the north of Merchants Square, this is a transitional area between the Merchants Square commercial uses and the residential uses south of South Boundary Street.



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Downtown Vibrancy, Design and Marketing Plan Study

In 2017, the City's Economic Development Office commissioned a Downtown Vibrancy, Design, and Marketing Plan Study (Vibrancy Plan) for this area. The Vibrancy Plan states the purpose of the project "is to build a framework to guide the Williamsburg Economic Development Office and the Planning Department to develop a sustainable and vibrant downtown." It also states the City should "strengthen Downtown's appeal by creating a vibrant environment" and reinforce the Downtown's sense of place and support growth. The Vibrancy Plan builds upon Williamsburg's unique historical, natural, and cultural assets.

The commissioned Vibrancy Plan studied market data and demographics and held stakeholder meetings, which lead to the development of recommendations on land use, zoning, infrastructure improvements, and site furnishings. A full copy of the study is attached as Appendix *******.

Study retail highlights are:

- The top three retail categories for household spending in the city are food, entertainment, and apparel.
- The analysis reveals several areas of opportunity for trade

to include apparel, drinking establishments, casual dining, specialty foods, select entertainment, general retail goods, and select home goods.

- The potential for spending exceeds the national average for all individual categories of retail.
- There is abundant retail competition in surrounding areas in this market with Merchant's Square, New Town, Settlers Market, and Premium Outlets and the redevelopment of Midtown Row.
- Williamsburg benefits from a healthy mix of grocery stores, which provides consumers access to groceries and fresh produce at a variety of price points.
- The retail vacancy rate varies between 7.4% and 7.8% in Williamsburg, which is slightly higher than nearby markets but is below the national average of 9.9%.
- Asking rents in the city vary by product with older and inline space starting at \$10 /SF and new space starting at \$25 /SF. These costs are higher than surrounding and locally competitive markets, which may drive some tenants outside of the core of Williamsburg.
- Experience, comparison-shopping, and sales are trending in commercial sales.
- Cash usage for retail purchases is falling with credit card and debit cards being the preferred method of payment.
- Consumers are spending less on apparel and home goods and

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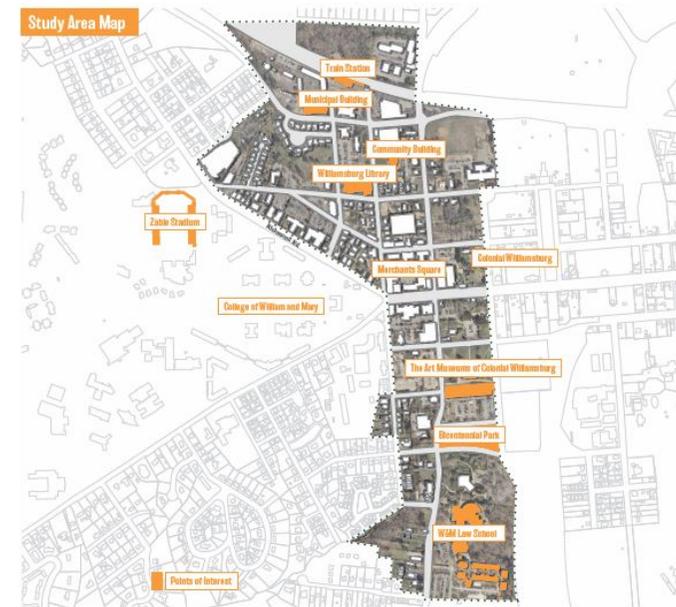
more on food and dining out.

- Apparel sales are trending towards casual and trendier and less costly items.

Food highlights are:

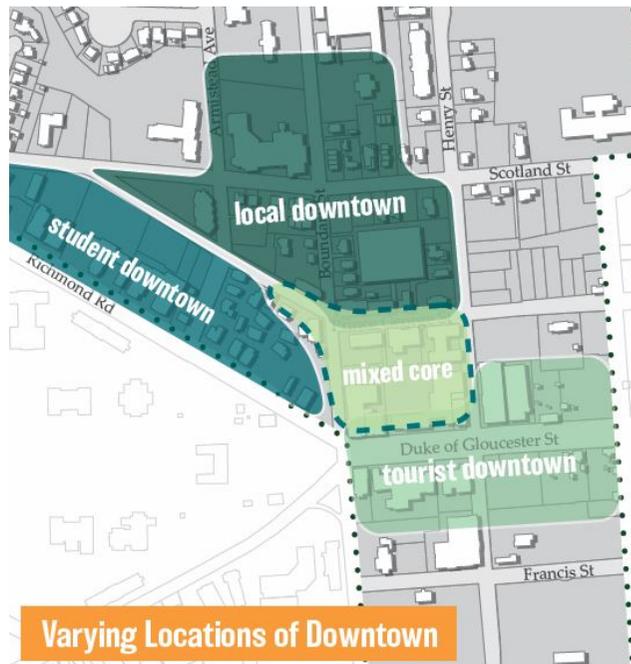
- More than one half of annual retail spending for millennials are on dining and entertainment.
- Younger generations eat more meals out than at home, with home meals comprising of prepared food and take out.
- Fast, casual, and small plates are winning over full-service operations.
- Restaurant brands that recycle and source locally are winning over patrons, especially millennials.
- Fresh food and locally sourced products are impacting menu offerings.
- Meal kits and “grab and go items” have grown dramatically since 2012.
- More millennials are buying meals daily.
- Consumers are demanding healthy foods and beverages.
- Grocers are incorporating locally produced products to appeal to consumers.
- Custom cocktails and drinks, along with locally grown produced food and liquors, are fashionable.
- Unique dining experiences are the trend.

The study concludes Downtown Williamsburg needs to differentiate itself as a destination that cannot be found elsewhere in the region. It must offer a range of amenities, experiences, and atmosphere that resonates with residents, students, retirees, and visitors. An ideal mix of retail to include entertainment, dining, and specialty retail will give consumers a reason to visit downtown. Locally owned, designed, and produced goods and affordable entertainment uses will provide people a reason to linger.



Downtown Vibrancy Plan Page 31

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Downtown Study Area Map Page 32 of the Vibrancy Plan.

The Vibrancy Plan divided the Downtown area into user groups with a local, student, mixed core, and tourist downtown. The study notes Williamsburg's downtown core is three blocks and two streets, which makes it hard for users to understand the boundaries, as shown on the following map. It notes a typical city the size of Williamsburg has a main street or intersection, which allows visitors to understand where downtown starts and stops quickly.

The Vibrancy Plan recommends the following streetscape improvements to delineate downtown streets from the rest of the City visually:

- Unique sidewalk pavers
- Wide sidewalks to accommodate pedestrians and cafes
- Lighting to include lamp posts
- Upgraded signage, wayfinding signs, and banners
- High quality permanent and movable landscaping
- High volume bike infrastructure

There is no “pop” to catch the viewer’s attention. The need to differentiate Downtown from Colonial Williamsburg will help visitors to know they are not in a historic area.

The Vibrancy Plan states the mix of land uses in the downtown core presents a further barrier to vibrancy. In the area, institutional uses occupying half of the land with few commercial properties, residential units, or public open and recreational space. Private individuals or companies own a majority of the non-developed “open space.” A third-place or space, which is a social surrounding, is needed to separate the first place “home” and second place the “office.” Third places are typically places you go to regularly, such as coffee shops, convenience stores, etc. which brings visitors to an area and builds a sense of community.

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The Vibrancy Plan also recommends the following:

- Allowing mixed-use buildings with commercial on the first floor and residential above to increase street life and use of local shops and destinations.
- Creating an open space in a prime location rather than on the fringe of the area is needed along with playgrounds, park space, and lawn areas.
- Creating street bounce which is a reason to cross a street and visit shops or restaurants.
- Add additional street trees or shade areas to the area.
- The City should host events with the support of local businesses and vendors.



image from Page 37 of the Vibrancy Plan

The Vibrancy Plan identifies the following activity nodes:

THE TRIANGLE

The Vibrancy Plan envisions the Triangle area as an entertainment area with streetscape improvements, one-way traffic flow, gateway signage, smaller vendor pavilions, anchored by an urban grocer or library. It recommends flush roadways, removable bollards, pervious clay pavers on roads and sidewalks, and vendor pavilions.



Image from Page 54 of the Vibrancy Plan

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CITY PARK

City Park changes focus on alterations to traffic patterns on Boundary Street as well as the installation of a water feature to activate the area. It creates a downtown park for the community to connect with civic uses in the area. It recommends a one-way loop around City Square to create a high-quality activity space with amenities with flex spaces. The plan contains two options. Amenities include a stage, integrated seating, removable bollards, and splash pad.

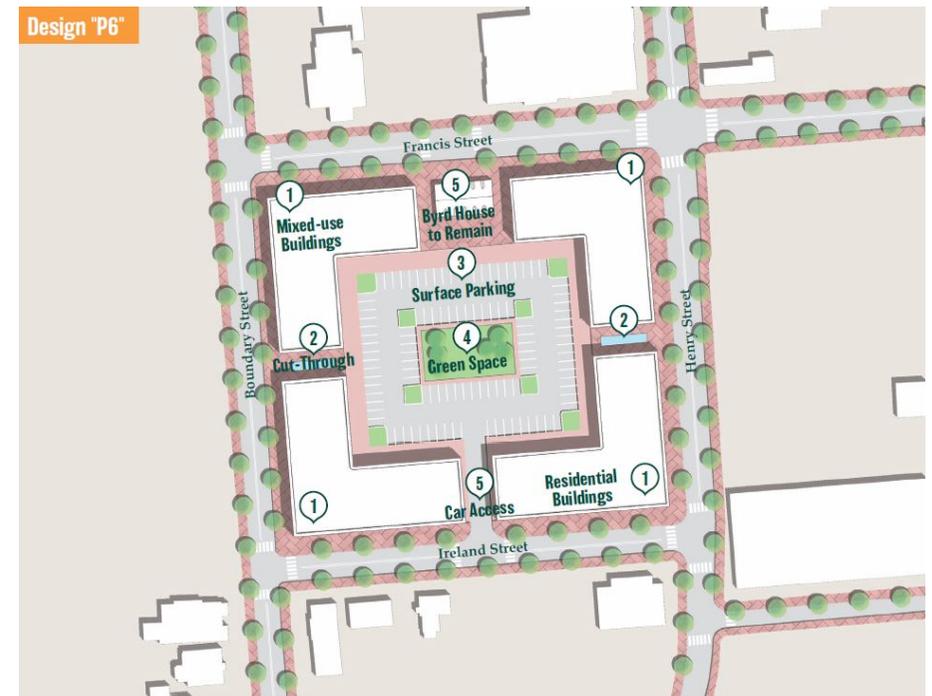
Rendering: City Park Option 01



Rendering of Option 1 of City Park, as shown on Page 59 of the Downtown Vibrancy Plan.

MERCHANTS SQUARE

Merchants Square is in a prime location to bring additional traffic and energy into downtown. It recommends converting the P3 parking lot to a plaza with some parking and a small performance space.



Rendering of a plaza in the P3 parking lot, as shown on Page 63 of the Downtown Vibrancy Plan.

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PEACOCK HILL

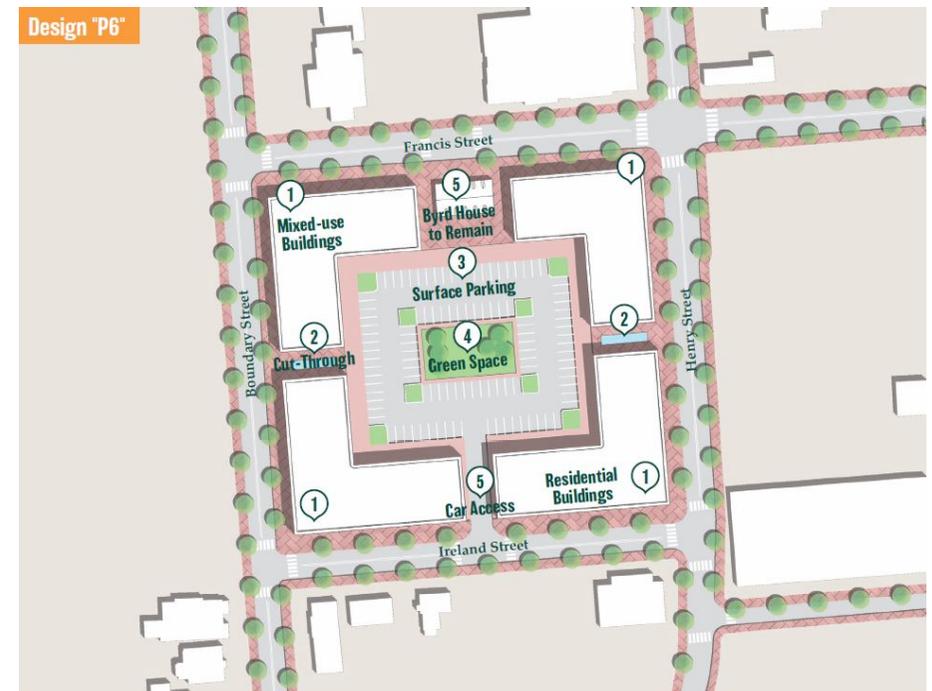
The Vibrancy Plan recommends developing Peacock Hill into a townhouse development that is consistent in scale to surrounding development. **This recommendation will require a Comprehensive Plan change and zoning change. Based on previous Planning Commission discussions on this recommendation, the staff does not recommend this change in the current plan.**



Illustrative site plan for Peacock Hill, as shown on Page 66 of the Vibrancy Plan.

P6 PARKING AREA

Much like Peacock Hill, the Vibrancy Plan recommends P6 for redevelopment with mixed-use and residential buildings. The Vibrancy Plan recommends three to four-story structures with commercial on the first floor and residential above. This option, the plan notes, stretches the downtown into the southern portions of the study area by adding retail and residential uses.



Illustrative site plan for P6, as shown on Page 68 of the Downtown Vibrancy Plan.

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RESTAURANT ROW

Conversion of the existing single-family homes on Scotland Street from current uses, as residences and offices, to cafés, restaurants, and bed and breakfasts. The plan identifies this area as restaurant row, which expands existing food options and price ranges to bring more patrons downtown. It recommends updated street lights, large planters, outdoor patios, and sharrows for bicyclists and improvements to the area.



Rendering for Restaurant Row, as shown on Page 70 of the Downtown Vibrancy Plan.

The Vibrancy Plan states it is vital to link the activity nodes to achieve vibrancy downtown. It discusses street linkages, traffic patterns, greenway, pathways, street types, street furniture, and pedestrian safety. The following is a synopsis of these features.

Street Types

It is important to create movement from Duke of Gloucester Street to the activity nodes with visual cues that draw visitors. The plan recommends three street types; Greened Streets, Quality Streets, and Premier Streets, as shown on the map.

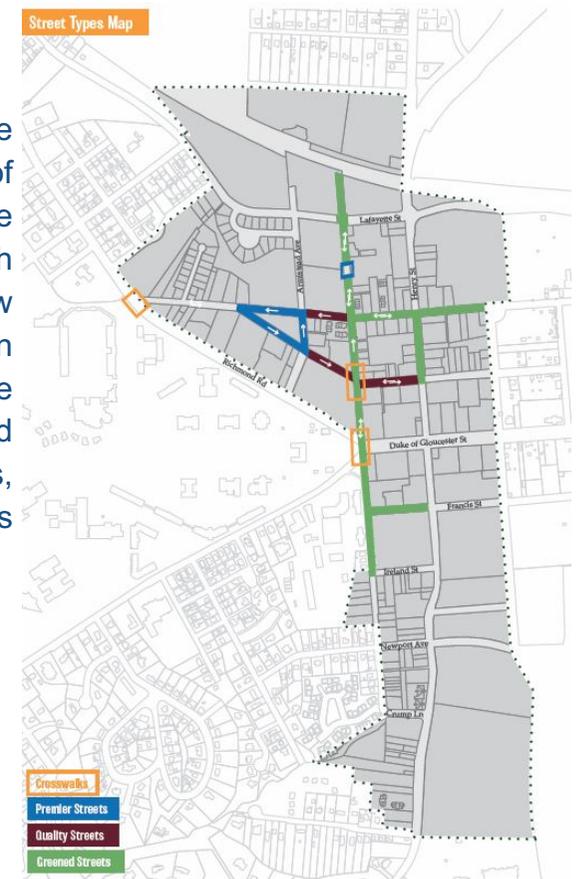


image from Page 74
Vibrancy Plan

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Greened Streets contain a curb that separates the sidewalk, two-way traffic with parking on both sides of the street, mature trees, and large planters. They are the least intensive street design and create a lush, vibrantly colored streetscape.

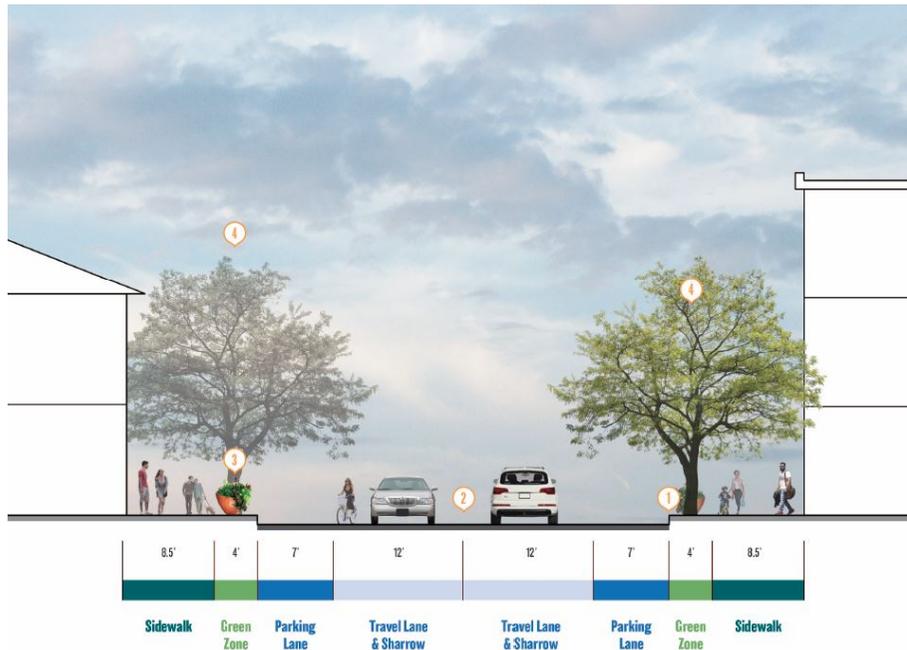


Image from Page 75 of the Vibrancy Plan.

Quality Streets contain a curb that separates the sidewalk, pervious clay pavers sidewalks, asphalt paving on roadway, and mature street trees.

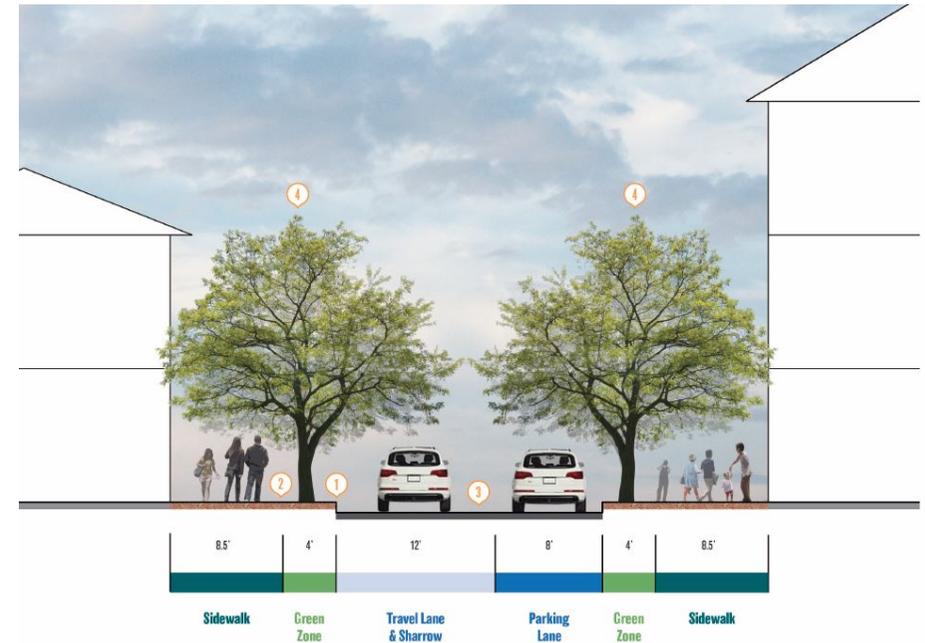


Image from Page 76 of the Vibrancy Plan.

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Premier Streets have sidewalks flush with the street, contain removable bollards, pervious clay pavers for street and sidewalks, contain mature trees, and vendor pavilions.

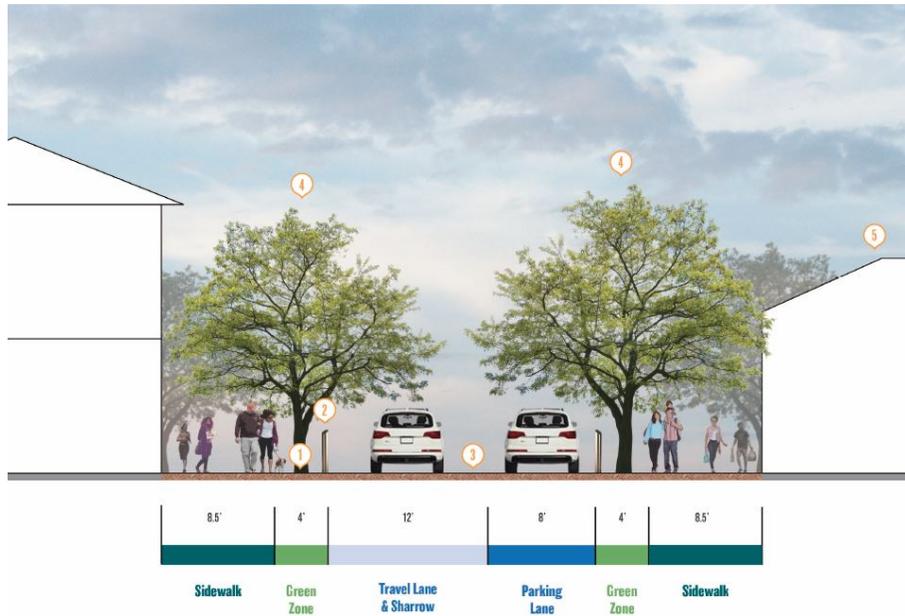


Image from Page 77 of the Vibrancy Plan.

The Vibrancy Plan recommends significant streetscape improvements to Boundary Street from Duke of Gloucester Street to Lafayette Street to include large-scale planters with greenery and flowers, banners, street lights, benches, and wayfinding signage. It recommends renaming Boundary Street because it implies a border. Boundary would be the new spine of downtown and serve to direct residents and patrons to other areas downtown.



Image from Page 78 of the Vibrancy Plan.

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Improve crosswalks or pedestrian crossings at several key locations, as shown on the map below. It recommends improvements to the intersections of Richmond Road and Scotland Street, Prince George Street and North Boundary Street, and West Duke of Gloucester Street and North Boundary Street to increase safety for pedestrians and travel between the activity nodes. Either pervious or brick pavers are recommended for all crosswalks to differentiate crosswalks from the street.



Image from Page 79 of the Vibrancy Plan

Adding street furniture brings richness to the streetscape. The Vibrancy Plan recommends gateway signage, crescents, street lights, and bike rack improvements in the locations shown on the image below. Adding these elements, along with more seating, will create a more inviting space for patrons to relax and explore other areas.

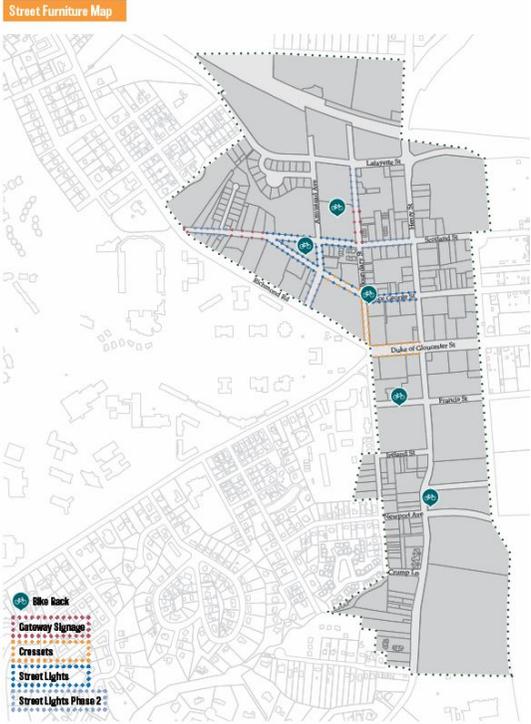
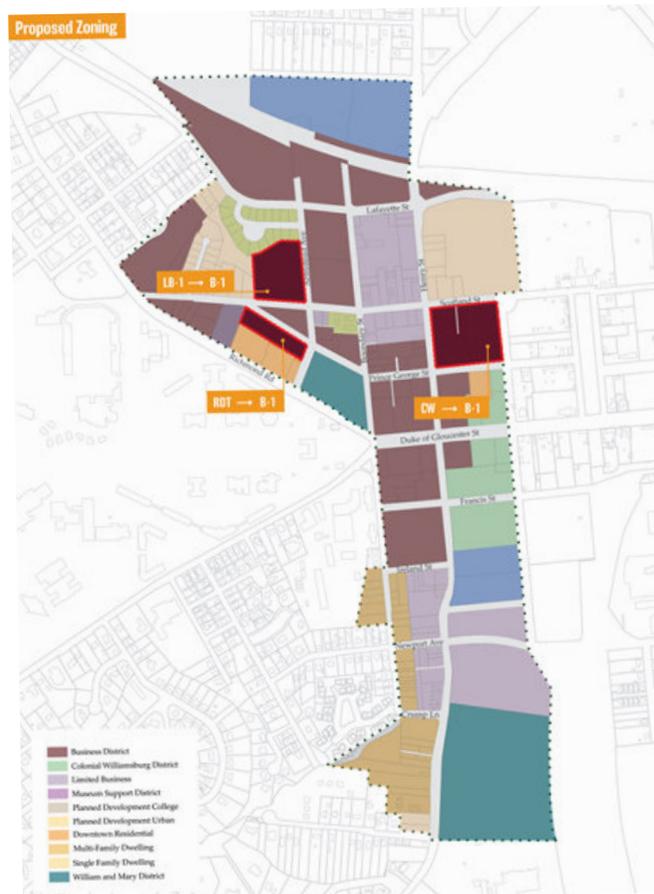


Image from Page 81 of the Vibrancy Plan

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The Vibrancy Plan proposes zoning recommendations to address changing the zoning in three-node areas to B-1 to allow for improvements.



The Vibrancy Plan Page 72

The following three areas the Vibrancy Plan recommends a change in zoning are as shown Map 8-1:

- Peacock Hill from CW to B-1. *Based on previous concerns raised on this property in the past year, staff does not support this request.*
- A portion of the Blayton Building property from LB-1 to B-1.
- The rear part of the church lots and W&M properties fronting on Prince George Street across the street from the Triangle Building property from RDT to B-1.

In addition to rezoning these three areas, the Vibrancy Plan proposes the following changes to the B-1 regulations:

- Add as Permitted Uses: Townhomes, Stacked Townhomes, Elevator Flats or Apartments.
- Add as Permitted uses fronting on Scotland Street, Prince George Street, Francis Street, Boundary Street, and Henry Street: “Mixed-Use Buildings where ground floor is commercial and upper floors are either residential or office.”
- Remove Parking Lots as a permitted “principle use.” Should the City decide that there is an additional need for parking downtown in the future with new development, a use variance may be issued.
- Restrict parking to “rear” yards. No parking in front yards.

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- Remove storage of materials and supplies, off-street parking, and signs from “Permitted” uses to “Permitted Accessory” uses.
- Remove Service Stations “Uses permitted with special use permit” section.
- Maximum Height should be changed to three or four floors and 42 or 56 feet to top of parapet or cornice, respectively.
- Density allowed: Net 36, or 64 for buildings fronting on Scotland Street, Prince George Street, Francis Street, Boundary Street, and Henry Street.



Image from Vibrancy Plan Page 91

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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 contains the following 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** includes Midtown Row 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.
- The **University Area** centered on William & Mary's School of Education.

The Midtown Planning Area abuts the CSX Railroad and York County to the north, William & 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.

INSERT MIDTOWN MAP



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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.

For residential uses in the Midtown Planning Area, see *Chapter - Housing*. The non-residential uses throughout the Midtown Planning Area include restaurants, offices, retail establishments, a shopping center, an 88 unit timeshare, a 130-bed nursing home, and a community pool.

Insert Midtown Breakdown Map

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

- City Council established the **Arts and Cultural District** along Richmond Road and Lafayette Street in February 2011 as a way to encourage and enhance the City's creative economy as an economic development initiative. State legislation in 2009 enabled the creation of the Arts and Cultural Districts. It allows the City to provide tax rebates, grants, technical assistance, and other incentives to attract and grow the creative economy and the arts. Research shows having artists and creative professionals living in one area has economic and cultural spinoffs. It can revitalize an area and create a demand for additional artists/creative businesses (possibly including coffee shops, galleries, small theaters, music clubs, artist co-ops, other live/workspaces, studios, wine bars, etc.). Since the creation of the District in 2011, twelve creative economy businesses and the non-profit Williamsburg Contemporary Art Center have located in the District. An artist demand survey completed by Artspace in 2012 did not show enough demand to finance live/workspace for creative professionals in the District.

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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, will allow 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 *Chapters 5 & 6 and - Neighborhoods and Housing*.

There are three vacant parcels in the District that have development potential: the 0.69-acre Tioga parcel at 906 Richmond Road, a 0.58-acre parcel on a portion of 727 Richmond Road, and 0.89 acres which formerly housed the Super 8 Motel at 1233 Richmond Road. Map 8-** indicates the location of these three parcels.



Map 8-**

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The **Shopping Centers Area** consists of Midtown Row which, comprises 24.6 acres on both sides of Monticello Avenue. The area on the south side of Monticello Avenue is currently under redevelopment into a new mixed-use center containing 240 apartments and 68,500 commercial space. The part of the center that fronts Richmond Road contains 75,816 square feet of commercial space with Food Lion, Marshall's, two restaurants, and other retail businesses. The north side of Monticello Avenue consists of a 77,477 square foot renovated retail strip, which includes a variety of retail, service, and restaurant uses and contains an Earth Fare grocery store.



West of the shopping centers along Monticello Avenue are three office buildings, a small apartment building, a meadery, and laundry facility.

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. The predominant character-defining feature of the street is buildings and sidewalks rather than parking lots. There are four vacant parcels in the Richmond Road Corridor that have the potential for new development. The Westgate Motel, on a 5.6-acre parcel located at 1350 Richmond Road, is a prime parcel for redevelopment, and its size makes a mixed-use project a possibility. All of these properties have the potential for new commercial uses that will add to the vitality of the corridor.



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The **Urban Residential Area** is discussed in *Chapters 5 & 6 – Neighborhoods and Housing*.

- The **University Area** anchors the southwestern edge of the Planning Area, centered around the William & Mary School of Education. The University owns vacant land adjacent to the School of Education that has potential for future development. A nursing home and an office building are located on Mount Vernon Avenue and have redevelopment potential. A multi-use trail and sidewalk connects the School of Education with the main campus via Compton Drive. A new multi-use trail is under construction from Ironbound Road to Midtown Row with a completion date in the summer of 2020. New sidewalks, multi-use trail, and a cycle track are under construction with the construction of Monticello Avenue and Midtown Row. Approval for a sidewalk connection from Monticello Avenue into the campus along Compton Drive is in the design phase and slated for construction in 2022.



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NORTHEAST PLANNING AREA

This diverse planning area contains residential neighborhoods and commercial districts that offer opportunities for new development and redevelopment in this area. The Northeast Triangle Planning Area is a diverse area with concentrations of single-family detached dwellings, condominiums, apartments, townhouses, and commercial uses. It has been developing for over 300 years. Capitol Landing Road was the historical connection between the colonial port on Queen's Creek and Colonial Williamsburg. It, along with Page Street, Second Street, Penniman Road, and Merrimac Trail, are major connectors in this area. This area abuts York County to the north and east, the CXS Railroad to the south, and land owned by the Colonial Williamsburg Foundation on the west.

The size of the Northeast Triangle is 566 acres, of which 14% is commercial, 16% environmental and sensitive areas, 4% institutional, 2% public and semi-public, 2% parks and open space, 23% residential, 21% rights-of-ways and 18% vacant.

Non-residential uses located throughout the Northeast Triangle Planning Area include ten hotels with 687 rooms, restaurants, automotive businesses, retail establishments, a bank, office buildings, multi-use buildings, storage/warehouse buildings, and two churches.

Insert NET Map.



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The Northeast Triangle includes three areas listed in the Comprehensive Plan as “Notable Features” of the Architectural Preservation District (*Capitol Landing/Capitol Landing Road*, *Capitol Heights* on the west side of Capitol Landing Road, and *Pine Crest* subdivision on the east side of Page Street). These neighborhoods, together with Minor’s Park, help provide a transition between the commercial area of Capitol Landing Road north of the Colonial Parkway and the Colonial Williamsburg Historic Area.

A discussion of the major commercial, office, and mixed-use areas in the Northeast Triangle Planning Area follows:

- **Capitol Landing/Capitol Landing Road** was the second port and access road that served Williamsburg in the eighteenth century. Called Queen Mary’s Port initially because of its location on Queen’s Creek (a tributary of the York River), Capitol Landing served the same purpose for the City as College Landing to the south. Located at the water’s edge were public wharves and tobacco inspection warehouses. Nearby were shops, houses, taverns, and light manufacturing uses. There are no above-ground remains of these structures in existence, but archaeological remains provide important educational resources. The 1699 plat of Williamsburg shows College Landing port and access road on the plat. The Virginia Landmarks Register

also lists Capitol Landing on its register. The 1992 Historic Buildings Survey report identifies The Beeches, 1030 Capitol Landing Road, as eligible for individual listing on the National Register of Historic Places.

As tourism developed with the restoration of Colonial Williamsburg, Capitol Landing Road became one of the City’s tourist entrance corridors and had the largest concentration of hotels in the Northeast Triangle. Traffic on Capitol Landing Road decreased significantly in 1957 with the construction of Route 132, which provided commercially undeveloped access to the Colonial Williamsburg Visitor Center. Traffic declined again in the 1970’s with the completion of I-64..

The Lord Paget Motor Court at 901 Capitol Landing Road was purchased by the City in 2011 and sold to Copper Fox Distillery, who redeveloped the property into a distillery. The City purchased the Capitol Landing Shopping Center, the White Lion Motel and Country Hearth Inn and Suites. It demolished these two under-performing hotels to allow for future redevelopment in this corridor. Chapter 12 Transportation discusses infrastructure improvements to consist of street design, traffic light, lighting pedestrian, and bicycle improvements.

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The majority of the Planning Area's single-family residential areas are located along Capitol Landing Road and discussed in *Chapter 5 and 6 - Neighborhoods and Housing*.

- **Second Street** served for many years as the City's automobile-oriented commercial area, and many automobile-related businesses remain along Second Street. Second Street Shops approved in 2011, at 301 Second Street, contains over 20,000 square feet of commercial floor area and 31 condominiums. The second floor of the commercial building contains two condos. Twenty-nine other condo units are approved but not constructed. The commercial building contains the Velvet Shoestring, Cochon Restaurant, and several other retail shops. Two additional vacant parcels on Second Street have potential for development, as shown below on Map 8-**. In 2017, the City completed improvements to Second Street, which include a road diet, bike lanes on both sides of the street, underground utilities, and new street lights.

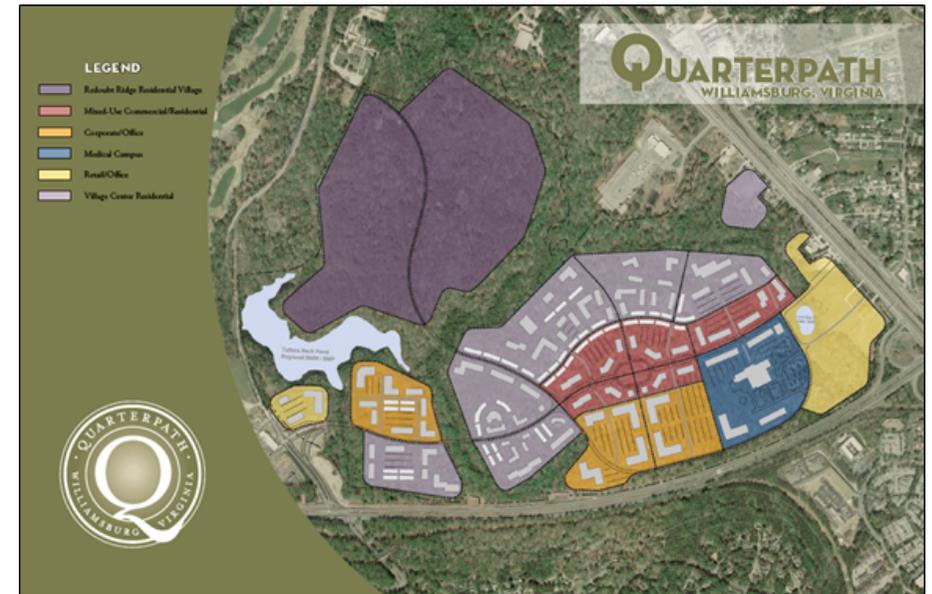
- **Penniman Road** is oriented primarily toward the Second Street corridor on the north side. The large vacant area on the south side east of Page Street and adjacent to the CSX Railroad tracks has been planned for commercial land use since 1968 but has never developed as a viable commercial area because of lack of visibility and access from both Page Street and Second Street. This area is mostly vacant and adjoins the recommended Corridor Commercial area on Second Street while being within easy walking distance of downtown and the Colonial Williamsburg Historic Area. An 18.1-acre parcel approved for a 400-unit timeshare development in 2006, remains undeveloped. Penniman Road contains a small mixed-use area at the City line.

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QUARTERPATH AT WILLIAMSBURG

Quarterpath at Williamsburg is a 328-acre mixed-use development proposed by Riverside Healthcare Association, located on the east side of Quarterpath Road between the Colonial Williamsburg Foundation Nursery and Quarterpath Road. This area is located on the largest tract of undeveloped land under a single ownership in the City. It is a planned mixed-use community with a mix of uses. The final details for Quarterpath at Williamsburg will be determined as the development and site plans are finalized, governed by the ED District zoning regulations. The Doctors' Hospital of Williamsburg, a 50-bed facility anchors the development. Residential units completed are Aura Apartments, which contains 227 units, and Village Green North containing 157 units of townhouses, duplexes, and manor homes under construction.

Other planned components of the project include a medical office campus surrounding the hospital, a mixed-use commercial and residential area centered on a large Village Green on Battery Boulevard, corporate, office and retail areas, and a Redoubt Ridge residential village north of Tutter's Neck Pond. When completed, Quarterpath at Williamsburg will have 400,000 square feet of medical use, 140,000 square feet of retail and restaurant use, and 595,000 square feet of office use, plus up to 1,467 dwelling units.



The development requires major infrastructure improvements as this area develops. The Quarterpath Road/Route 199 intersection completed in 2008, and Battery Boulevard, a major east-west collector road, completed in 2013 are significant road improvements for the development. Redoubt Road, a major north-south collector road, will provide a connection between York Street and Route 199 with a portion of the road completed in 2019. Final designs will contain facilities for bicycles and pedestrians. They will connect to a multi-use path between York Street and Battery Boulevard, which will provide

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connections to the downtown area as well as to adjacent development in James City County. Water and sanitary sewer improvements are designed and constructed as the development progresses in phases. A sanitary sewer pump station completed in 2013 connects the development to the Hampton Roads Sanitation District Force Main along Route 199. An elevated water storage tank containing 750,000 gallons of storage was constructed on the eastern end of the property to serve the development.

The site contains Chesapeake Bay Preservation Areas, which includes ravines and slopes and Tutter's Neck Pond. Tutter's Neck Pond will serve as the primary stormwater management feature for Quarterpath at Williamsburg, supplemented by stormwater detention facilities and low-impact design construction practices. The development preserves substantial buffer areas throughout the development. A required 75-foot greenbelt buffer separates development from Route 199, which is a Greenbelt Street. Preserving and protecting these environmentally sensitive areas will be a benefit both to the environment and to the character of the development.

21.4-acres along Quarterpath Road was dedicated to the City for the construction of Redoubt Park to preserve two Civil War redoubts that were part of Williamsburg's defensive perimeter.

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HIGH STREET

High Street is a 55-acre mixed-use development on Richmond Road, Ironbound Road, and Treyburn Drive in the first designated Economic Development land-use area in the City Three land areas in the commercial section are undeveloped, as shown on Map 8-**. High Street contains a movie theatre, a bank, a parking garage, and 68,429 square feet of office, retail, and restaurant space.



The residential sections contain a total of 526 apartments. Sterling Manor, constructed in 2008, comprises 191 units with an additional 16 townhouse style units across the street. High Street View, completed in 2019, contains 96 units with an additional 223 units under construction. The primary entrance to the commercial area is from Richmond Road, with secondary entrances from Treyburn Drive and Ironbound Road.



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OTHER COMMERCIAL AREAS

Richmond Road (Bypass Road to Ironbound Road)

This section of the Richmond Road corridor is a transition between the urban character of the Midtown Planning Area and the Corridor Commercial area west of Ironbound Road. When entering Williamsburg, a noticeably more urban character begins at Ironbound Road – 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. This urban character is enhanced by the High Street development, which locates major buildings at the 15-foot setback line with parking lots located beside and behind the buildings.

Richmond Road (west of Ironbound Road to the City Limits)

The western end of the Richmond Road commercial corridor, from Ironbound Road to the City Limits, has always been a tourist-oriented business area. This section of Richmond Road contains seven hotels, 25 restaurants, one shopping center (Patriot Plaza), and various other commercial uses. There are two out-parcels in front of Yankee Candle that are available for new development (1.15 and 1.38 acres), a 1.4-acre parcel at 1900 Richmond Road, as well as a 6.9-acre parcel fronting on Waltz Farm Drive behind Outback Steak House.



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Mooretown Road

The Mooretown Road commercial area is separated from the rest of the City by the CSX Railroad and is adjacent to property in James City County and York County. The primary use in this area is a four-story self-storage facility.



York Street

York Street is primarily a tourist-oriented commercial area, including three hotels, one timeshare, and two restaurants. It will be an important connecting route between the downtown area and the Quarterpath at Williamsburg development in the future.



Quarterpath Road/Route 199 Intersection

The west side of this intersection is the location of Quarterpath Crossing, a 95,000 square foot shopping center built in 2008, and anchored by a Harris Teeter supermarket. The east side serves as an entrance to the Quarterpath at Williamsburg development.



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South Henry Street/Route 199 Intersection

Just north of the South Henry Street and Route 199 is a small office area.



Jamestown Road/Route 199 Intersection

A small commercial area is located at the corner of Jamestown Road and Route 199, primarily serving neighborhood shopping needs with businesses, including a drug store, two banks, offices, and a convenience store.



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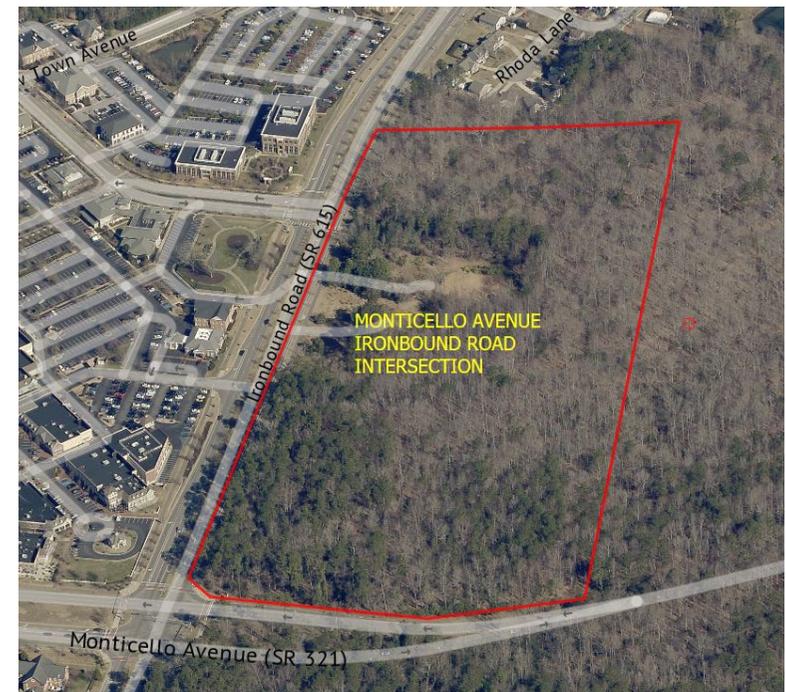
John Tyler Lane/Strawberry Plains Road

Three office areas located along the John Tyler Lane and Strawberry Plains Road corridor: Governor Berkeley Professional Center, Mount Pleasant Professional Center, and offices south of Berkeley Middle School. These areas are close to both the Route 5 and Route 199 corridors, and near the office area at Monticello Avenue and Ironbound Road.



Monticello Avenue/Ironbound Road Intersection

The northeast corner of Monticello Avenue and Ironbound Road is one of the three economic development planned areas in the City. Because of environmental constraints, future development is proposed only for the western part of the property adjacent to Ironbound Road. This property is directly across Ironbound Road from the Williamsburg-James City County Courthouse and James City County's New Town mixed-use development, which makes this an ideal location for office or research and development uses.



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RECOMMENDATIONS

Downtown Planning Area

1. Discuss the recommended text amendments to the B-1 District outlined in the Downtown Vibrancy Plan.
2. Review and consider recommended changes to the Design Review Guidelines as described in the Downtown Vibrancy Plans as part of the update to the Design Review Guidelines
3. Discuss and change the land use designation and zoning for the Governor's Inn and adjacent Parcels located at 506 North Henry Street.
4. Master Plan the Downtown civic area for public buildings slated for either renovation, demolition, or construction such as the Fire Station, Police Station, Blayton Building, and Williamsburg Regional Library.

Midtown Planning Area

1. Review materials and colors in the Arts and Cultural District as part of the Architectural Design Guidelines review and update
2. Support the redesign of road and pedestrian improvements in the Arts and Cultural District to include Lafayette Street,
3. Support the intersection improvements necessary at the intersection of Richmond Road, Monticello Avenue and

Lafayette Street, Wythe Avenue, Delaware Avenue, Shirley Avenue, and Bacon Avenue.

Northeast Triangle Planning Area

1. Support the implementation of the redesign of Capitol Landing Road to include pedestrian facilities.
2. Recommend pedestrian and bicycle improvements to Merrimac Trail.

For Additional Discussion

1. The recommended rezonings for the three parcels identified in the Downtown Vibrancy Plan.
2. Removing automobile-related uses in the Richmond Road corridor.
3. *Comp Plan Designation* and Zoning for the new WATA Bus Parcel at 7239 Pocahontas Trail.
4. Eliminating mini-storage use from the Richmond Road Corridor.
5. Adoption of a Complete Streets Policy.