



**PUBLIC NOTICE**  
**WILLIAMSBURG PLANNING COMMISSION**

The Williamsburg Planning Commission will hold a public hearing on November 19, 2014, 3:30 P.M. in the Third Floor Conference Room at the Williamsburg Municipal Building, 401 Lafayette Street, to consider the following:

**PCR #14-023:** Request of Quarterpath Associates LP for a special use permit to convert 60 of the existing 128 motel rooms into 40 apartments at 614 and 620 York Street (Quarterpath Inn/Knights Inn). This property is zoned B-2 Corridor Business District.

Additional information is available at [www.williamsburgva.gov/publicnotice](http://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, November 12, 2014.

A handwritten signature in black ink that reads "Reed T. Nester". The signature is written in a cursive style.

Reed T. Nester  
Planning Director



# CITY OF WILLIAMSBURG

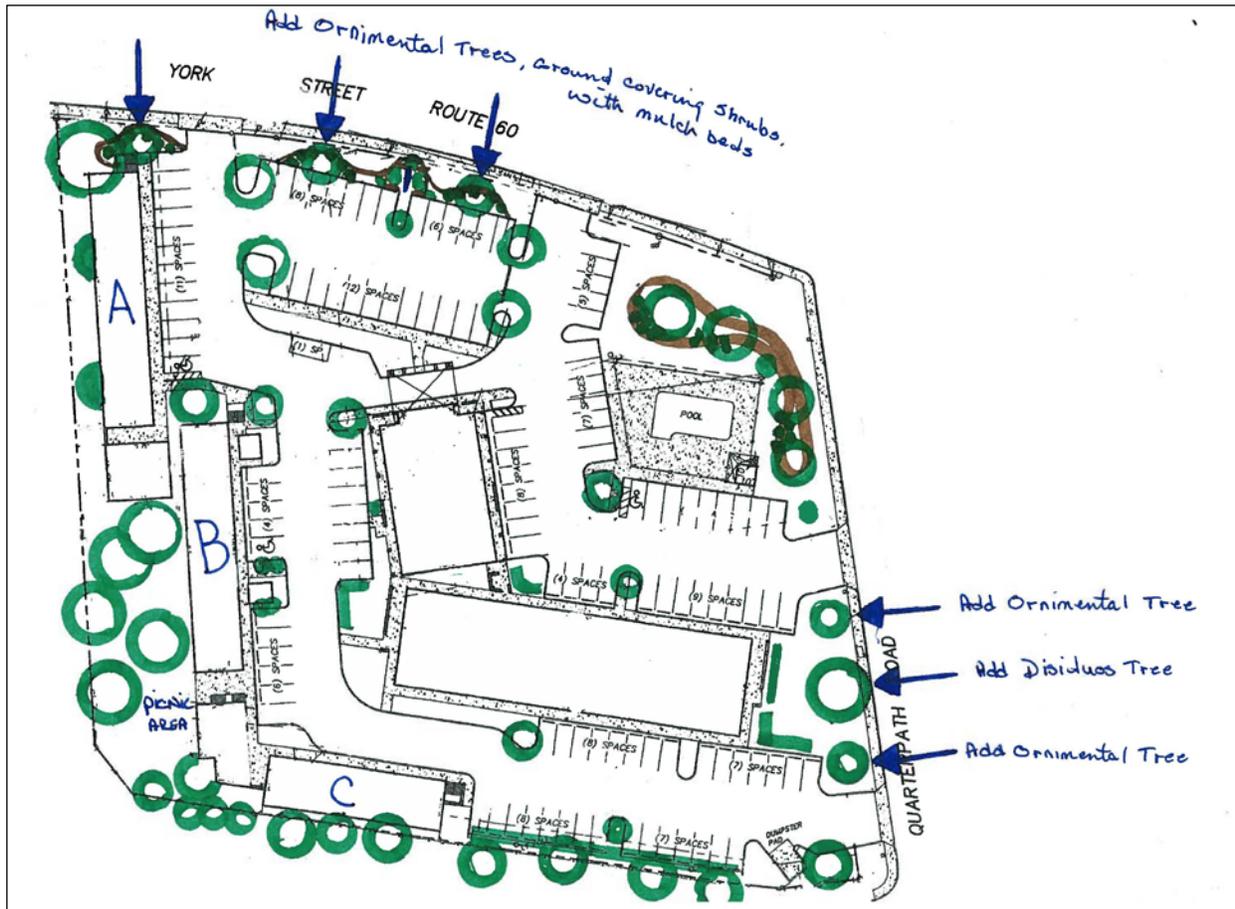
## MEMORANDUM

**DATE:** October 29, 2014

**SUBJECT:** PCR #14-023

**Request of Quarterpath Associates, LP for a special use permit to convert 60 motel rooms into 40 apartments at 620 York Street**

Quarterpath Associates is proposing to convert 60 of the existing 128 motel rooms into 40 apartments at 620 York Street, which requires a special use permit in the Corridor Business District B-2. The proposal is to convert 60 motel rooms in Buildings A, B, and C (see illustration below) into 40 apartments, a leasing office, community room, exercise and laundry room. The 40 proposed apartments will consist of 35 efficiency, three one-bedroom and two two-bedroom apartments. Schematic plans for the proposed apartments are separately attached. The remaining two buildings on the site with 68 motel rooms will continue to be used as a motel. The applicant's statement is attached.



## COMPREHENSIVE PLAN

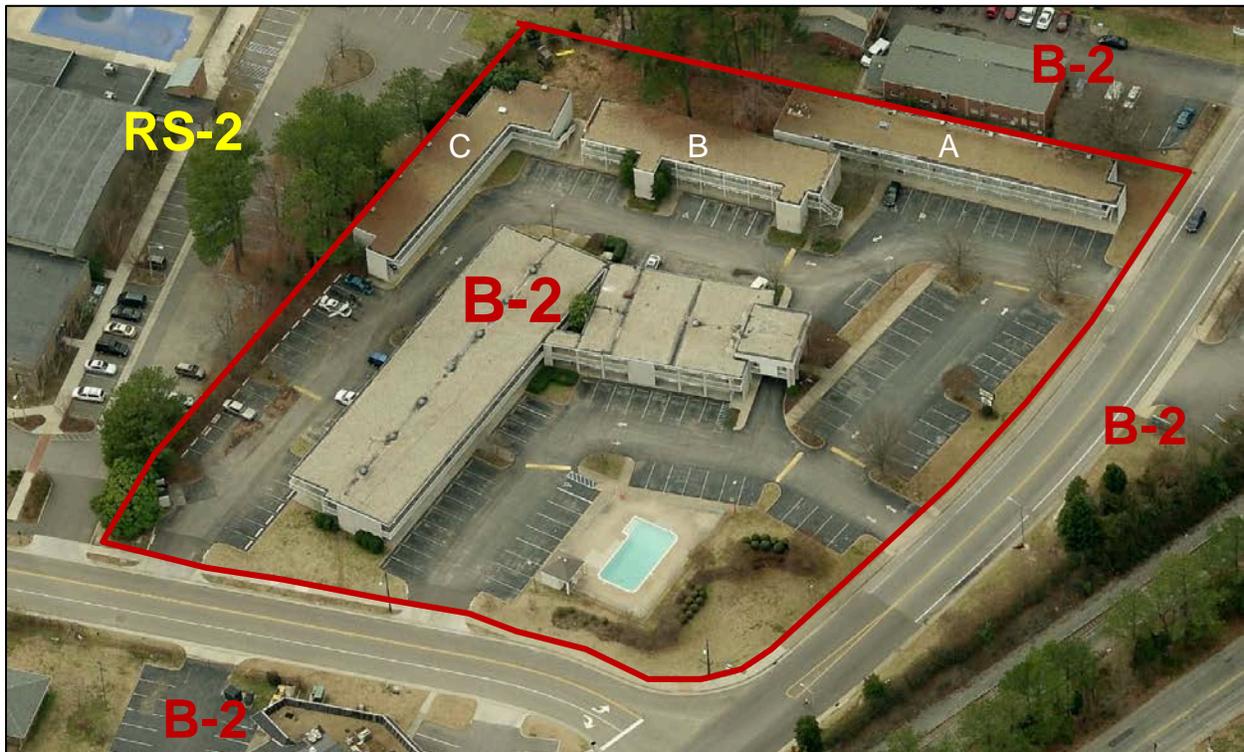
The 2013 Comprehensive Plan designates this parcel as Corridor Commercial land use, which is defined by the Plan as follows:

*This property is designated as Corridor Commercial land use in the 2013 Comprehensive Plan. This land use category designates land on the City's heavily traveled entrance corridors for commercial and service uses primarily oriented to the automobile. This category applies to local shopping areas, hotels, restaurants and substantial sections of Richmond Road, Capitol Landing Road, York Street, Second Street and the small portion of Mooretown Road located within the City limits are currently developed in this land use pattern. To ensure high quality development, the more intensive commercial uses should require special use permits. Corridor Commercial land use is intended to promote the City's economic development policy for its limited, remaining high-visibility commercial sites.*

Land to the north (Valero), east (Yorkshire Inn) and west (Brentwood Apartments) are designed as Corridor Commercial land use. The land to the south (Quarterpath Park) is designated as Parks, Parkway and Recreation.

## ZONING

This property along with the properties to the north, east and west are zoned Corridor Business District B-2. The land to the south is zoned Single-Family Dwelling District RS-2.



The statement of intent for the B-2 District reads:

*This district is established to provide locations on heavily traveled collector and arterial highways for those commercial and service uses primarily oriented to the automobile. This district is applied along those streets primarily used to access local shopping areas, and providing locations for existing and future hotels, restaurants and other tourist retail uses.*

## **SPECIAL USE PERMIT**

The B-2 District allows multifamily dwellings with a special use permit, provided that not more than 67 percent of the gross floor area on any lot may be devoted to multifamily use.

The special use permit section of the Zoning Ordinance (Sec. 21-42) establishes the following criteria for special use permits:

- (a) *The proposed use shall be:*
  - (1) *In harmony with the adopted comprehensive plan;*
  - (2) *In harmony with the intent and purpose of the zoning district in which the use is proposed to be located;*
  - (3) *In harmony with the character of adjacent properties and the surrounding neighborhoods, and with existing and proposed development.*
- (b) *The proposed use shall be adequately served by essential public services such as streets, drainage facilities, fire protection and public water and sewer facilities.*
- (c) *The proposed use shall not result in the destruction, loss or damage of any feature determined to be of significant ecological, scenic or historic importance.*
- (d) *The proposed use shall be designed, sited and landscaped so that the use will not hinder or discourage the appropriate development or use of adjacent properties and surrounding neighborhoods.*

Additional reasonable standards as deemed necessary to protect the public interest and welfare may be imposed, including: more restrictive sign standards; additional open space, landscaping or screening requirements; additional yard requirements; special lighting requirements; limitation on hours of operation; and additional off-street parking and loading requirements.

The Planning Director or Planning Commission may require the following additional information:

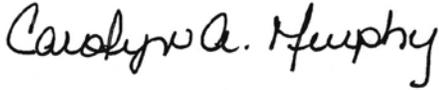
- (1) A traffic impact analysis, showing the effect of traffic generated by this project on surrounding streets and neighborhoods.
- (2) A public utility analysis, showing the effect of this project on public water, sewer and/or storm drainage facilities.

- (3) A fiscal impact analysis. The Planning Director or the Planning Commission may request the City Council to provide funds for the preparation of this study by the City.

Staff does not feel that any additional studies are needed in order to make a decision on this request.

#### **PUBLIC HEARING DATE**

A public hearing is scheduled for the regular Planning Commission meeting on November 19, 2014.



Carolyn A. Murphy, AICP  
Deputy Planning Director

The Quarterpath Inn was built in 1972 coinciding with the opening of Busch Gardens. Along with the opening of Busch Gardens, Colonial Williamsburg was seeing significant growth in overnight visitation and ticket sales. In those first few years of being open, the Quarterpath Inn enjoyed great success, achieving occupancy levels in the in the high 70<sup>th</sup> percentile. As visitation to Colonial Williamsburg and Busch Gardens grew so did the needs for additional motel rooms. In 1982 the Quarterpath Inn expanded by an additional 20 rooms, taking the count to 90 rooms. In 1983 occupancy was 78%. Again in 1986, we expanded an additional 40 rooms taking the Inn to 130 rooms. Several years ago 2 of these rooms were used to expand the front desk/office space.

During the first 20 years, the Quarterpath Inn was extremely successful meeting the needs of the overnight visitors to Williamsburg. In 1988, paid visitation at Colonial Williamsburg reached an all-time high of approximately 1.3 million. Additionally, Busch Gardens had a healthy out-of-market supply of overnight visitors. Since the early 90's, visitation to Williamsburg has seen a steady decline. Fast forward, Colonial Williamsburg now sells approximately 650,000 tickets and Busch Gardens is ever more dependent on day trippers. As a result, nearly 80% of the 130 rooms remain unutilized on an annual basis.

Having met with multiple specialists in commercial real-estate and development, many redevelopment concepts have been explored for the Quarterpath Inn site. The universal consensus has been, that given the current economic situation, the size and location of the parcel and the level of debt attached to it, make almost all redevelopment options impossible. Specifically, destination hotel occupancy is at

an all-time low, ruling out building another hotel or even a restaurant. Low traffic counts and the lack of residential stock in the immediate vicinity rule out any type of retail, drug store or gas station/convenience store use. Only with significant changes in these key economic factors, could this location be deemed an economically sound investment for redevelopment.

The property is located in the B-2 district which reads:

*This district is established to provide locations on heavily traveled collector and arterial highways for those commercial and service uses primarily oriented to the automobile. This district is applied along those streets primarily used to access local shopping areas, and providing locations for existing and future hotels, restaurants and other tourism retail uses. Special use permits allow for Multifamily dwellings, provided that not more than 67 percent of the gross floor area 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.*

As a result, we are seeking a Special Use Permit to convert 60 unutilized hotel rooms into 40 apartments, a leasing office, laundry room, small community room, small exercise room and 6 storage/maintenance rooms. Our plan is to develop 35 single efficiency apartments, three one bedroom apartments consisting of a kitchen / living room combination and a bedroom. Two two-bedroom apartments consisting of two bedrooms with connecting living room kitchen combination. The 60 rooms, if occupied with tourists, would house about 240 people. The 40 apartments will house far less. Consequently the impact of traffic will also be far less.

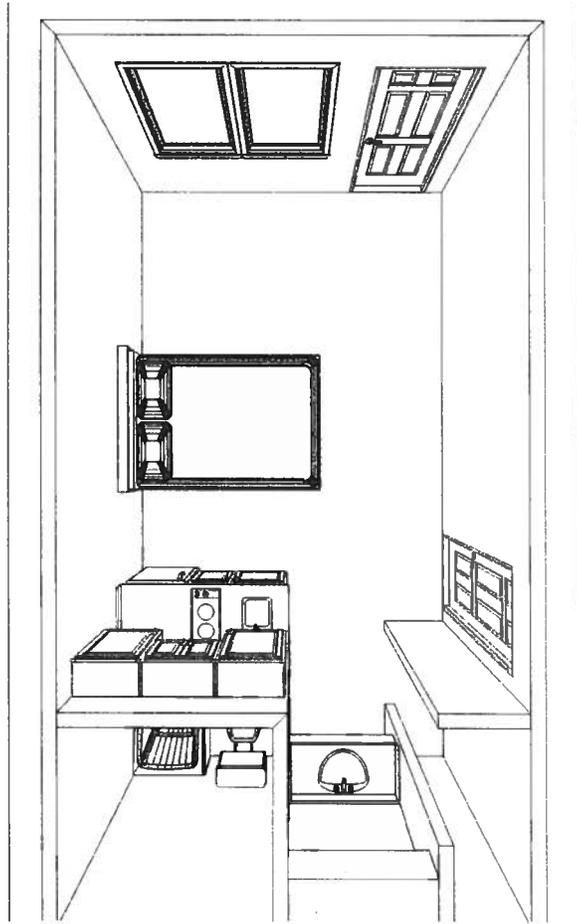
We propose making the conversion in three phases. Initially, we will utilize three buildings that run along the western and southwestern sides of the lot (see attached diagram). Renovation of building B will complete the first phase. Building A will be the second phase. Building C will be the third phase. By the conclusion of the third phase, the leasing office, the laundry room, and the community room, exercise room will be in place. The total square footage of buildings A, B and C equals 21,247 S.F. (A = 8,496, B = 5,800, C = 6,951). The total S.F. of the remaining hotel totals 26,133.

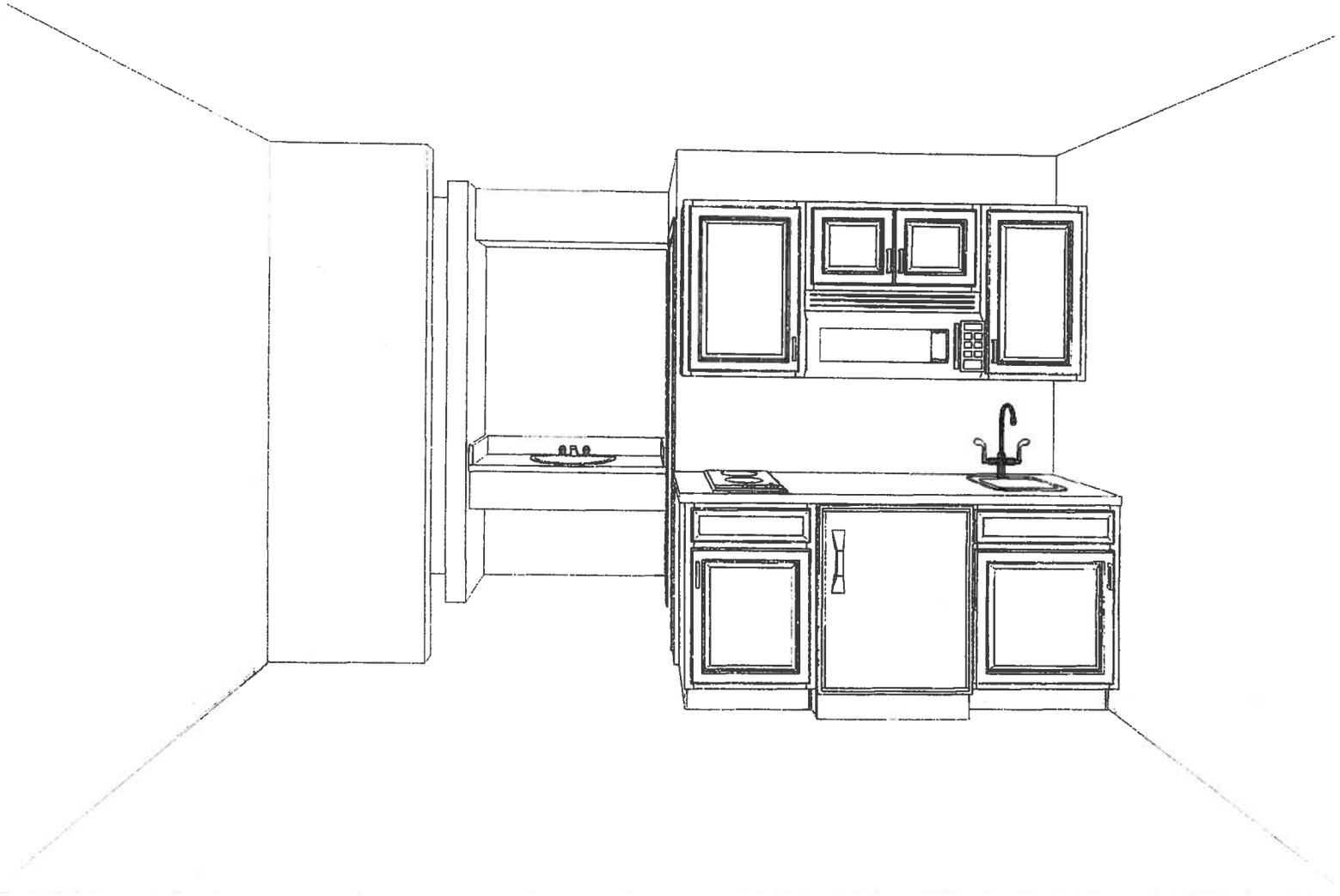
We see the target market as anything from a single grad student, recent graduates, young professionals, those who need short term housing for transition between homes or affordable housing to the local workforce. Rents will range from \$650-\$1050 depending on the unit. Rents will include all utilities and Wi-Fi.

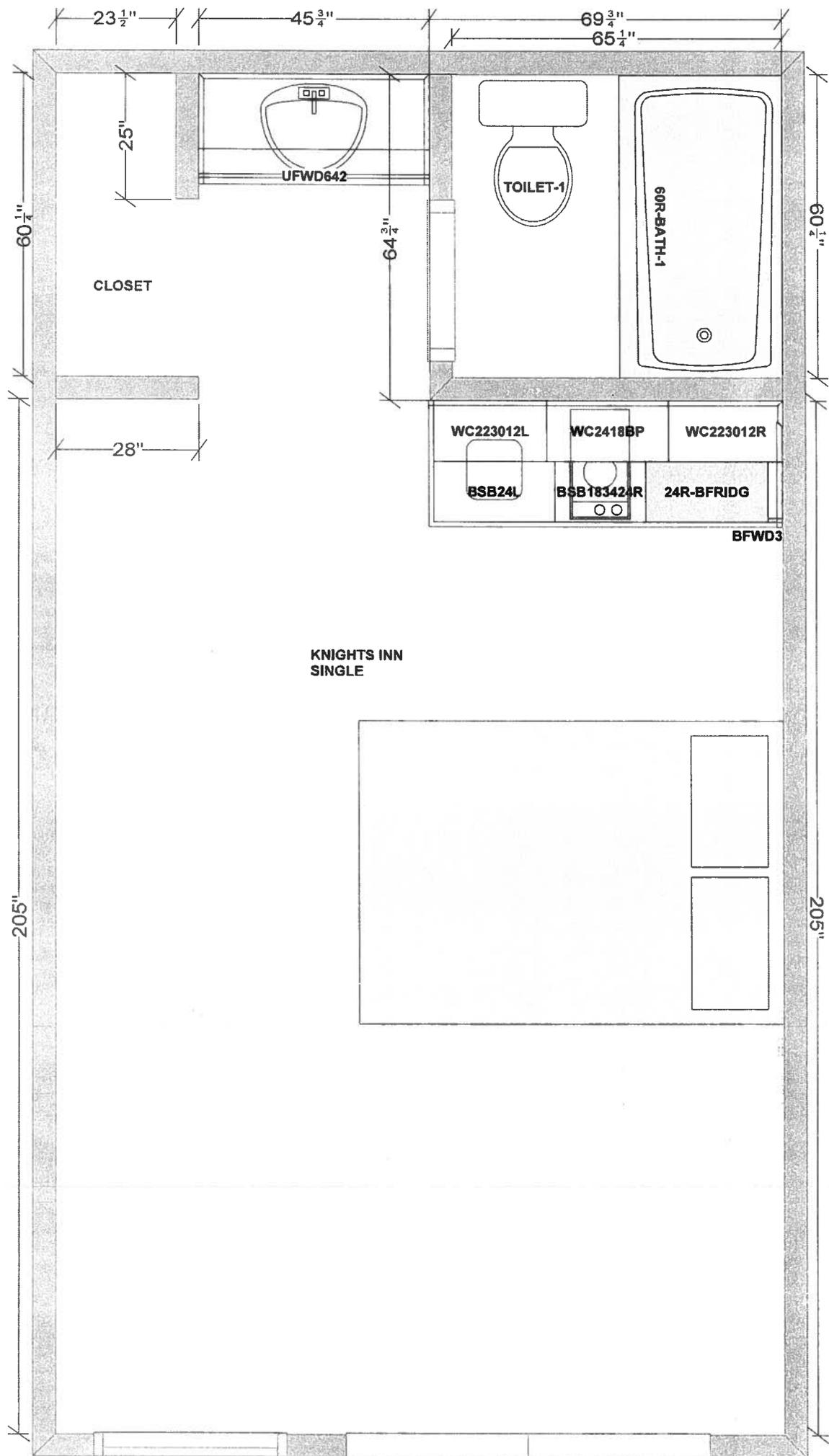
The remaining 68 units will continue to be used as a motel. Our goal is become a smaller boutique styled property after significant renovations. Through this process we will end up with approximately 60 motel rooms. We believe the motel operations, with the changes proposed will lead greater efficiencies, greater demand and ultimately, be more successful.

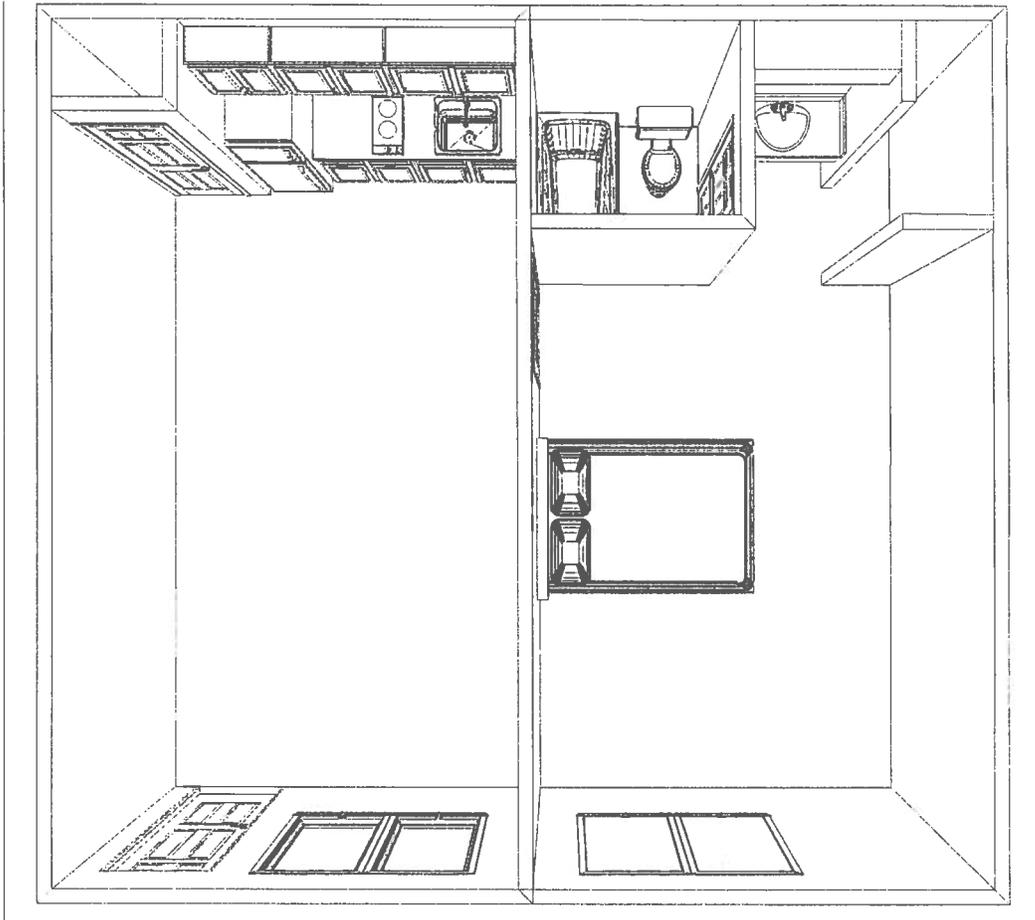
Approving this special use permit will allow us to earn revenue on space that is otherwise unoccupied. To be clear, we do not not see this as a long-term strategy but more of a five to ten year strategy. As market conditions improve with the ongoing development at Riverside and the natural compression between Newport News and Williamsburg this site will be in a better position to be fully

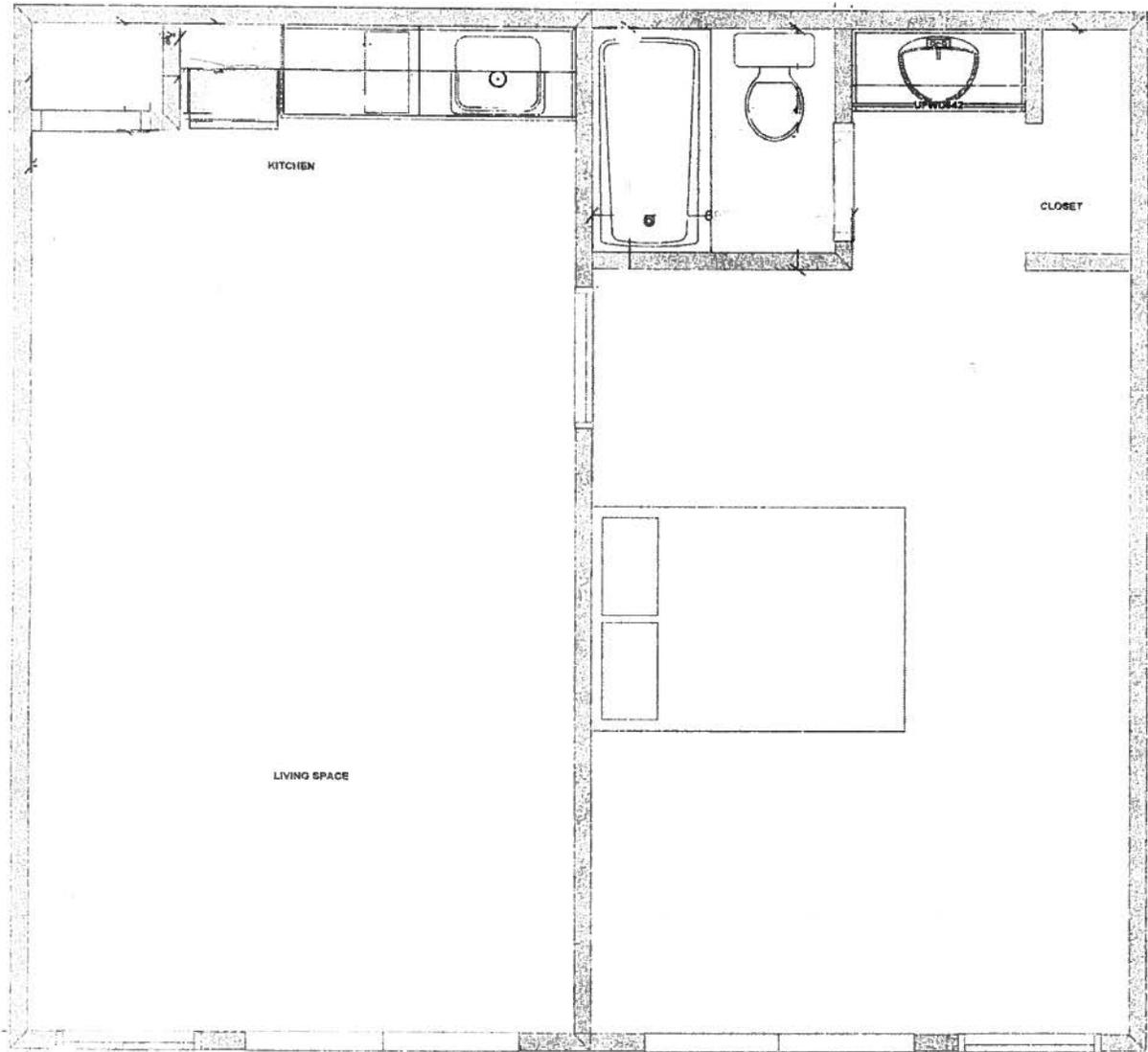
redeveloped in the future. There is ample parking on site to accommodate the proposed change in use. We will propose to make landscaping enhancements to include a picnic park (6,280 S.F.) for the residents. These changes are designed to help differentiate the two uses of the property.

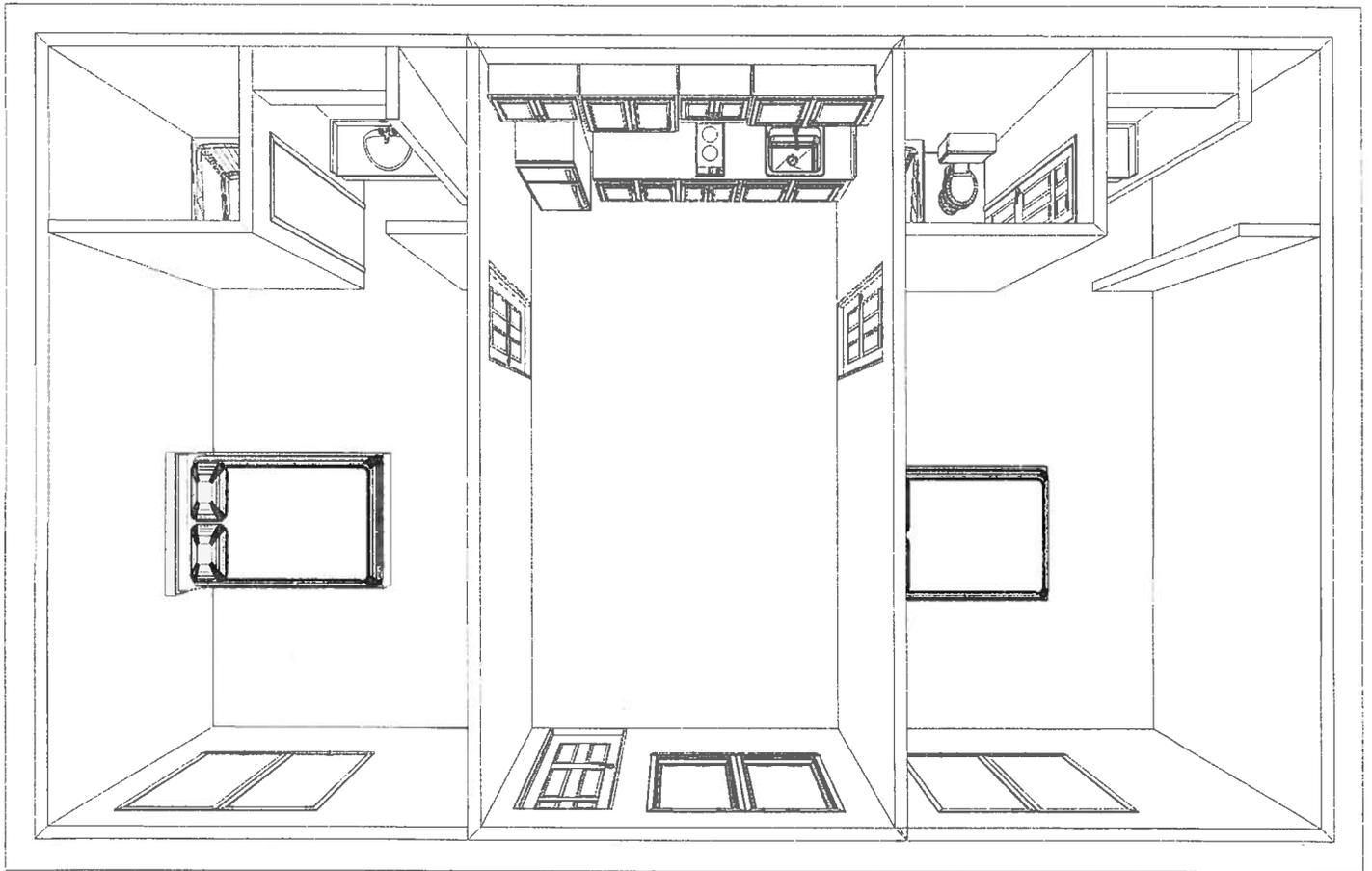


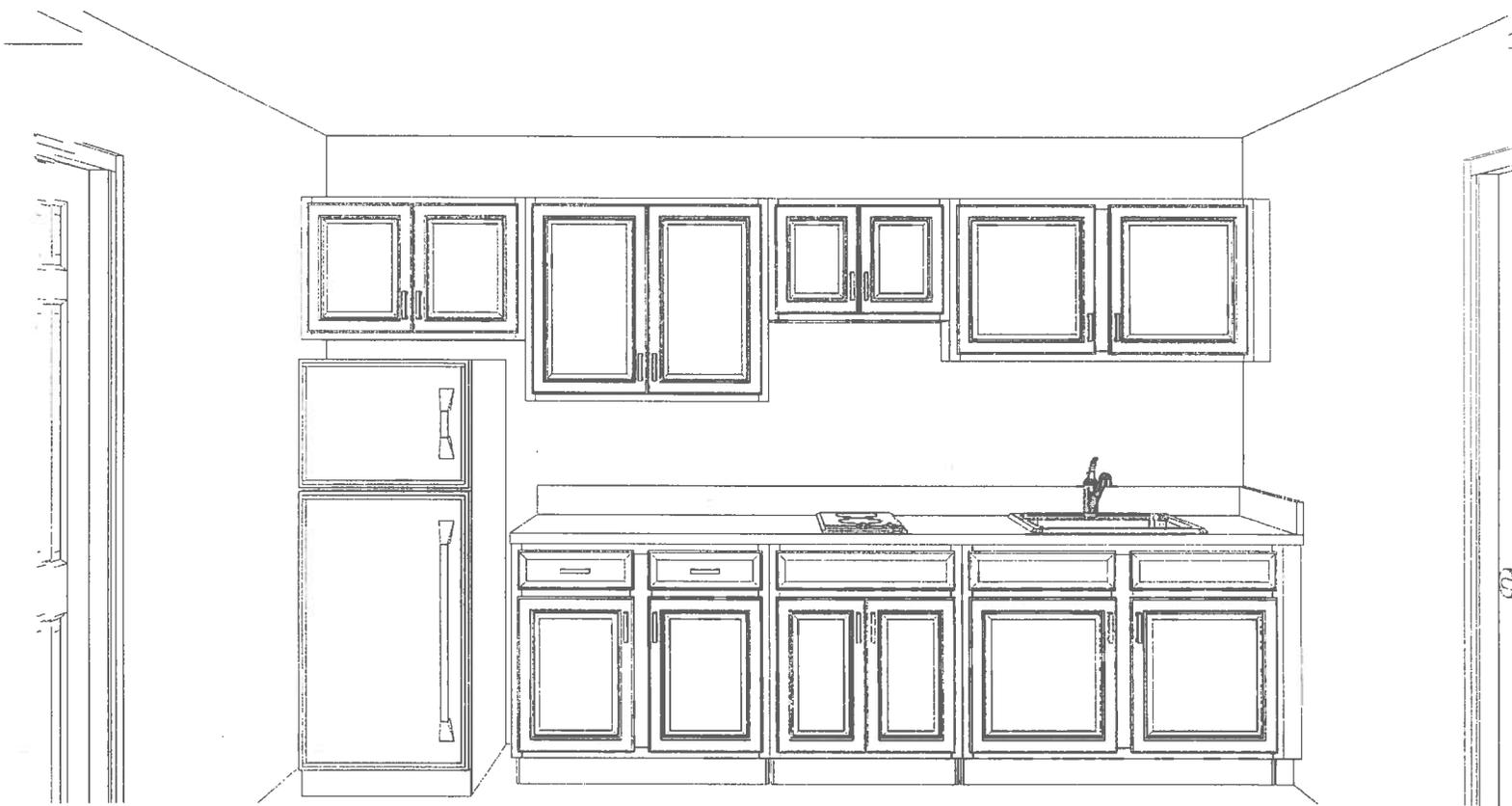












258	257	256	255	254	253	252
158	157	156	155	154	153	152

251	250
151	150

249	248	247	246	245	244	243	242	241	240
149	148	147	146	145	144	143	142	141	140

260	261
160	161

262	263	264	265	266	267	268	269	270
162	163	164	165	166	167	168	169	170

Buildings

A = 8,496 S.F.

B = 5,800 S.F.

C = 6,951 S.F.

21,247 S.F.

Picnic AREA

6,280 S.F.

Pool AREA

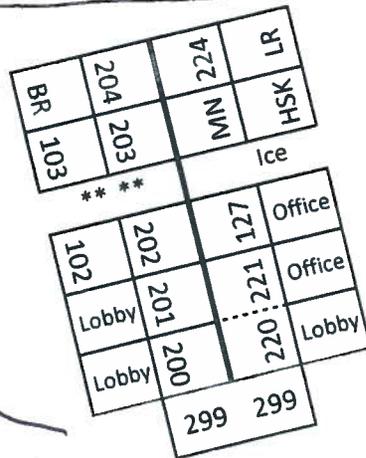
3,500 S.F.

125	126	127	128	129	130	131	132	133	134	135	136	137	138
225	226	227	228	229	230	231	232	233	234	235	236	237	238
505	506	507	508	509	510	511	512	513	514	515	516	517	518
105	106	107	108	109	110	111	112	113	114	115	116	117	118

68 Rooms  
26,133 S.F.

56 Rooms

12 Rooms



- Efficiency
- 1 Bed Room
- 2 Bed Room
- OFFICE
- Community Room + Laundry
- Storage + maintenance
- Exercise Room