



**PUBLIC NOTICE  
WILLIAMSBURG CITY COUNCIL**

The Williamsburg City Council will hold a public hearing on Thursday, May 14, 2015, 2:00 p.m. in the Third Floor Conference Room at the Williamsburg Municipal Building, 401 Lafayette Street, to consider the following:

**PCR #15-007:** Amend the Zoning Ordinance by revising the regulations for banner signs for museums with a floor area of at least 75,000 square feet [Sec. 21-745(9)b.2.]. It is proposed to allow a second 100 square foot banner sign at the main entrance.

**PCR #15-008:** Request of Quarterpath Associates LP to rezone 2.88 acres at 614 and 620 Quarterpath Road (Quarterpath Inn) from B-2 Corridor Business District to PDH Planned Development Housing District. It is proposed to convert 60 of the existing 128 motel rooms into 47 adaptive housing units. This land is designated by the 2013 Comprehensive Plan as Corridor Commercial land use (a variety of business uses, and multifamily dwellings and townhouses with a residential density of 14 dwelling units/net acre). The proposed PDH Planned Development Housing District allows adaptive housing units and hotels/motels. Permitted residential density is determined as a part of the rezoning process, and a residential density of 16.3 adaptive housing units/net acre is proposed.

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 the Council.

If you are disabled and need accommodation in order to participate in the public hearing, please call the City Manager's office at (757) 220-6100, (TTY) 220-6108, no later than 12:00 noon, Thursday, May 7, 2015.

Gerry S. Walton  
Deputy Clerk



CITY OF WILLIAMSBURG  
MEMORANDUM

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**DATE:** April 16, 2015

**SUBJECT:** PCR #15-007  
**Revise sign regulations for museum banner signs.**

At the request of The Colonial Williamsburg Foundation, sign regulations pertaining to the Art Museums of Colonial Williamsburg at 326 Francis Street were revised in March 2012 (PCR #12-004). The approved changes allowed the installation of two 64 square foot monument signs facing Francis Street, as well as the installation of banner signs on the Francis Street, South Henry Street and Court Street sides of the museum buildings.

The Colonial Williamsburg Foundation has requested that the City reevaluate these regulations to allow the installation of a second 100 square foot building mounted banner sign at the main entrance to the museums on Francis Street. A letter from The Colonial Williamsburg Foundation states that:

*In addition to increasing public awareness of the main entrance location within the Museums, a second banner sign would announce special exhibitions, shows or displays in progress and would balance the overall design of the current entrance façade.*

*Public entrance to the Museums is through the Public Hospital of 1773, a building that was constructed to accurately represent its eighteenth century predecessor. The museum space was designed to be largely underground and behind plain walls, so as not to distract from the historical reconstruction of the Public Hospital. An unfortunate consequence is that the visible building does not appear to house state-of-the-art museums that showcase an important array of collections. This reality has resulted in some referring to the MUSEUMS AS THE "best kept secret in Williamsburg," an assessment which another banner sign on the entryway would help remedy.*



## EXISTING REGULATIONS

The Art Museums of Colonial Williamsburg are presently located in the Downtown Sign District. Museums or art galleries with a floor area 75,000 square feet or greater, for which they qualify, are allowed to have:

- One monument sign for each public street frontage, with no more than two signs facing the same public street, with a 64 square foot maximum size, and
- One building mounted banner sign for each public street frontage, with a 100 square foot maximum size

## PROPOSED REGULATIONS

Based on the concerns expressed by The Colonial Williamsburg Foundation, it is proposed to allow a second 100 square foot building mounted banner sign at the Francis Street main entrance to the Art Museums of Colonial Williamsburg, which is currently shared with the Public Hospital.

The Art Museums of Colonial Williamsburg has street frontage on four streets (Francis, South Henry, Court and Nassau Streets). This would allow a maximum of five 100 square foot building mounted banner signs (there are currently three banner signs displayed on the Francis Street, South Henry Street and Court Street sides of the museum buildings). The illustration below shows the locations of the existing and proposed banner signs.



## **ANALYSIS**

As stated in the attached letter from The Colonial Williamsburg Foundation, allowing an additional 100 square foot banner sign at the main entrance to The Art Museums of Colonial Williamsburg would further increase public awareness of the main entrance location. It would also give additional flexibility for announcing special exhibitions, shows or displays in progress, and would allow for symmetrical signage at the entrance. Better signage and therefore better identification of the Museums would be an asset to the downtown area.

Banner signs of this type are typical and appropriate for museum uses. When the main entrance to the Museums is moved to Francis Street in the future, the banner sign allowance for that frontage will be reduced to 100 feet, and two 100 square foot banner signs would be allowed at the new entrance.

## **STAFF RECOMMENDATION**

Staff recommends that Planning Commission recommend to City Council that an additional 100 square foot banner sign be allowed at the main entrance of a museum located in the Downtown Sign District with at least 75,000 square feet of floor area, as detailed in the attached ordinance.

## **PLANNING COMMISSION RECOMMENDATION**

Planning Commission held a public hearing on April 15, and one person spoke at the hearing. Planning Commission recommended to City Council, by a vote of 4-0, that an additional 100 square foot banner sign be allowed at the main entrance of a museum located in the Downtown Sign District with at least 75,000 square feet of floor area, as detailed in the attached ordinance.

## **CITY COUNCIL PUBLIC HEARING**

The City Council public hearing is scheduled for May 14, 2015 at 2:00 p.m. in the Third Floor Conference Room at the Williamsburg Municipal Building, 401 Lafayette Street.



Reed T. Nester, AICP  
Planning Director



# *The Colonial Williamsburg Foundation*

“ THAT THE FUTURE MAY LEARN FROM THE PAST ”

March 10, 2015

Dear Carolyn:

As part of Colonial Williamsburg’s continuing commitment to better orient, guide and educate our guests, the Foundation requests a change to the City of Williamsburg’s sign ordinance to allow two 100 square foot building- mounted banner signs for the main entrance to the Art Museums of Colonial Williamsburg. The current sign ordinance allows for one building-mounted banner sign for each public street frontage, not to exceed 100 square feet. In addition to increasing public awareness of the main entrance location within the Museums, a second banner sign would announce special exhibitions, shows or displays in progress and would balance the overall design of the current entrance façade.

In 2012, the City of Williamsburg provided significant support to improve signage at the Museums of Colonial Williamsburg, resulting in the installation of new monument and banner signs. These changes have made a positive impact, allowing guests to discover and engage with the full scope of Colonial Williamsburg’s expansive experience within the Museums. Since these changes have been made, the Museums of Colonial Williamsburg have realized five percent growth in attendance for two consecutive years. While this is a significant achievement, we believe more can be done to increase awareness and better direct guests.

Collectively referred to as the Art Museums of Colonial Williamsburg, the DeWitt Wallace Decorative Arts Museum and the Abby Aldrich Rockefeller Folk Art Museum are world-class museums whose collections enhance and enrich the guest experience beyond the Historic Area. Public entrance to the Museums is through the Public Hospital of 1773, a building that was constructed to accurately represent its eighteenth century predecessor. The museum space was designed to be largely underground and behind plain walls, so

as not to distract from the historical reconstruction of the Public Hospital. An unfortunate consequence is that the visible building does not appear to house state-of-the-art museums that showcase an important array of collections. This reality has resulted in some referring to the Museums as the “best kept secret in Williamsburg,” an assessment which another banner sign on the entryway would help remedy.

This year marks the 30<sup>th</sup> anniversary of the DeWitt Wallace Decorative Arts Museum and the 58<sup>th</sup> anniversary of the Abby Aldrich Rockefeller Folk Art Museum. It seems timely to ensure these wonderful spaces receive the attention they deserve. Additional information on these award winning museums—and an illustration showing the Public Hospital façade with the desired two banners—are attached for your review. Please let me know if you need additional information from me. On behalf of Colonial Williamsburg, I look forward to working with you to ensure we are doing all we can tastefully do to better introduce the Museums to our guests.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Duncan', with a long horizontal flourish extending to the right.

Mark Duncan  
Director, Community, College and  
Government Relations

Mrs. Carolyn Murphy  
401 Lafayette Street  
Williamsburg, VA 23185

Enclosures

Copy to:

Mr. Rick Hadley  
Mr. Mike Holtzman  
Mr. Ron Hurst

# Colonial Williamsburg

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The Colonial Williamsburg Foundation  
Office of Communications  
Williamsburg, VA 23187-1776  
[www.history.org](http://www.history.org)

## **The Art Museums Of Colonial Williamsburg Offer Broad Variety Of Experiences For Museum Guests**

The Colonial Williamsburg Foundation operates three world-class museums whose collections enhance and enrich the guest experience beyond the living history of the Historic Area.

The award-winning DeWitt Wallace Decorative Arts Museum houses the Foundation's renowned collection of British and American fine and decorative arts dating from 1600 through 1830. Featured in regularly changing exhibitions, these include the world's largest collection of Southern furniture; nationally important holdings in English silver and pewter; a vast collection of 18th-century clothing and textiles; and one of the largest collections of British ceramics outside England. Masterworks and period pieces acquired for Colonial Williamsburg's Historic Area exhibition buildings bolster the museum's holdings in furniture, metals, ceramics, glass, paintings, prints, maps, tools, weapons, numismatics and textiles.

The DeWitt Wallace Decorative Arts Museum opened in 1985 and features 15 galleries in 25,000 square feet of exhibition space as well as an auditorium, a museum store, and a café.

The award-winning Abby Aldrich Rockefeller Folk Art Museum — the oldest institution in the United States dedicated solely to the collection and preservation of American folk art — reopened in February 2007 in new quarters adjacent to the DeWitt Wallace Decorative Arts Museum. Exhibits feature paintings, drawings, furniture, ceramics, whirligigs, weather vanes, carvings, toys, quilts, musical instruments and other folk works representing many diverse cultural traditions and geographic regions.

John D. Rockefeller Jr. established the museum in 1957 in honor of his wife, Abby, and her leading role in the collection and study of folk art. Mrs. Rockefeller gave the core collection of 424 objects to The Colonial Williamsburg Foundation in 1939. Today the collection of more than 5,000 objects includes items dating from the 1720s to the present shown in 11 galleries constituting 11,000 square feet of exhibition space.

The Art Museums of Colonial Williamsburg also include the Public Hospital, a reconstruction of the first facility in 18th-century North America dedicated solely to the treatment of the mentally ill. Besides serving as an entry to the art museums, the Public Hospital contains several exhibits detailing mental illness treatments from the 18th and 19th centuries.

The museums are open daily and hours of operation vary seasonally. Entrance to the museums is through the Public Hospital of 1773 at 326 W. Francis St. between Nassau and South Henry Streets. For information and reservations call (757) 220-7724.

The history-hungry and antiques aficionados can now browse the collections of The Colonial Williamsburg Foundation online through the eMuseum on Colonial Williamsburg's website.

The eMuseum collections database with images, descriptions and object histories is broadly accessible to scholars, historians, collectors and the general public. In addition to objects currently on view in the foundation's museums and historic buildings, eMuseum also makes available portions of the collections that are too fragile or light sensitive for frequent exhibition.

## **Art Museums of Colonial Williamsburg – Page 2**

Colonial Williamsburg's [eMuseum](http://emuseum.history.org/code/emuseum.asp) incorporates standard database search techniques to access records for object in the collections. Users can browse the collections by object maker, material, date or type, among other categories. More than 5,000 objects are available with more being added monthly until all objects in the collections are accessible through eMuseum. Colonial Williamsburg's eMuseum – <http://emuseum.history.org/code/emuseum.asp>— may be accessed by going to the foundation's main website ([www.history.org](http://www.history.org)), choosing Museums from the menu bar, and clicking on eMuseum.

[Bassett Hall](#), a two-story, 18th-century frame house on 585 acres (including woodlands) near the colonial Capitol building, was the Williamsburg home of Mr. and Mrs. John D. Rockefeller Jr. In addition to the main house, the property includes a teahouse and three original outbuildings — a smokehouse, kitchen and dairy — all of which were given to The Colonial Williamsburg Foundation in 1979 by the Rockefeller family. First opened to the public 30 years ago, Bassett Hall underwent an extensive restoration and re-interpretation in 2002 that was funded by a generous gift of \$2.7 million from Abby O'Neill, granddaughter of John D. Rockefeller Jr., and her husband George.

As a result of the renovation, both the interiors and the grounds are much as they were when the Rockefellers lived there during the mid 1930s and 1940s to oversee the restoration of the Historic Area. Of particular note is Abby Aldrich Rockefeller's eclectic collection of 125 pieces of folk art, including weather vanes, chalkware and American pottery—pieces that Mrs. Rockefeller was among the first in the nation to collect.

Bassett Hall is located at 522 E. Francis St. Call toll-free 1 (800) HISTORY (1-800-447-8679) for information.

Admission to the Art Museums of Colonial Williamsburg is by any Colonial Williamsburg admission ticket, single museum ticket or annual museum ticket.

**ORDINANCE #15-\_\_**  
**PROPOSED ORDINANCE #15-\_\_**

**AN ORDINANCE AMENDING CHAPTER 21, ZONING,  
ARTICLE VI. SIGNS, SEC. 21-745,  
PERTAINING TO SIGN REGULATIONS FOR MUSEUM AND ART GALLERY SIGNS  
(PCR #15-007)**

These revisions to Chapter 21, Zoning, 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.

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**BE IT ORDAINED** that Chapter 21, Zoning, Article IV. Signs, Sec. 21-745(9), Sign Regulations for the downtown sign district, Museum and art gallery signs, shall be amended to read as follows:

**Sec. 21-745. Sign regulations for the downtown sign district.**

- (9) Museum and art gallery signs.
  - a. The following signs shall be permitted for buildings used primarily as a museum or art gallery, and with a floor area less than 75,000 square feet.
    - 1. Freestanding signs shall be as allowed by section 21-745(1).
    - 2. Banner signs announcing special exhibitions, special shows or special displays in progress within the building if the following conditions are met.
      - i. *Number of banners permitted:* One building mounted banner sign for each building used primarily as a museum or art gallery, provided that the banner shall be placed on the building no earlier than three days before and removed within 24 hours after the last day of the exhibition to which it pertains.
      - ii. *Maximum banner area:* 15 square feet.
  - b. The following signs shall be permitted for a museum with a floor area of at least 75,000 square feet.
    - 1. Monument Signs shall be permitted if the following conditions are met:
      - i. *Number of signs permitted:* One monument sign for each public street frontage, provided that no more than two signs may be placed facing the same public street. Signs shall display the name and/or logo of the museum, and/or announcements of special exhibitions, special shows or special displays in progress within the museum. These signs shall be in lieu of the freestanding signs allowed by section 21-745(1).

- ii. *Maximum sign area:* 64 square feet for each sign.
  - iii. *Maximum height:* Five feet, provided that the height of the monument sign base shall be not more than 50 percent of the height of the sign face.
  - iv. *Number of signs allowed on one supporting structure:* One.
  - v. *Projection over a city right-of-way:* Prohibited.
  - vi. *Location on a city right-of-way:* Prohibited.
2. Banner signs announcing special exhibitions, special shows or special displays in progress within the building shall be permitted if the following conditions are met:
- i. *Number of banners permitted:* One building mounted banner sign for each public street frontage, plus one additional building mounted banner sign for the main entrance, provided that the banner shall be placed on the building no earlier than three days before and removed within 24 hours after the last day of the exhibition to which it pertains.
  - ii. *Maximum banner area:* 100 square feet for each sign.

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

Adopted: \_\_\_\_\_

\_\_\_\_\_  
Clyde A. Haulman, Mayor

\_\_\_\_\_  
Gerry S. Walton, Deputy Clerk



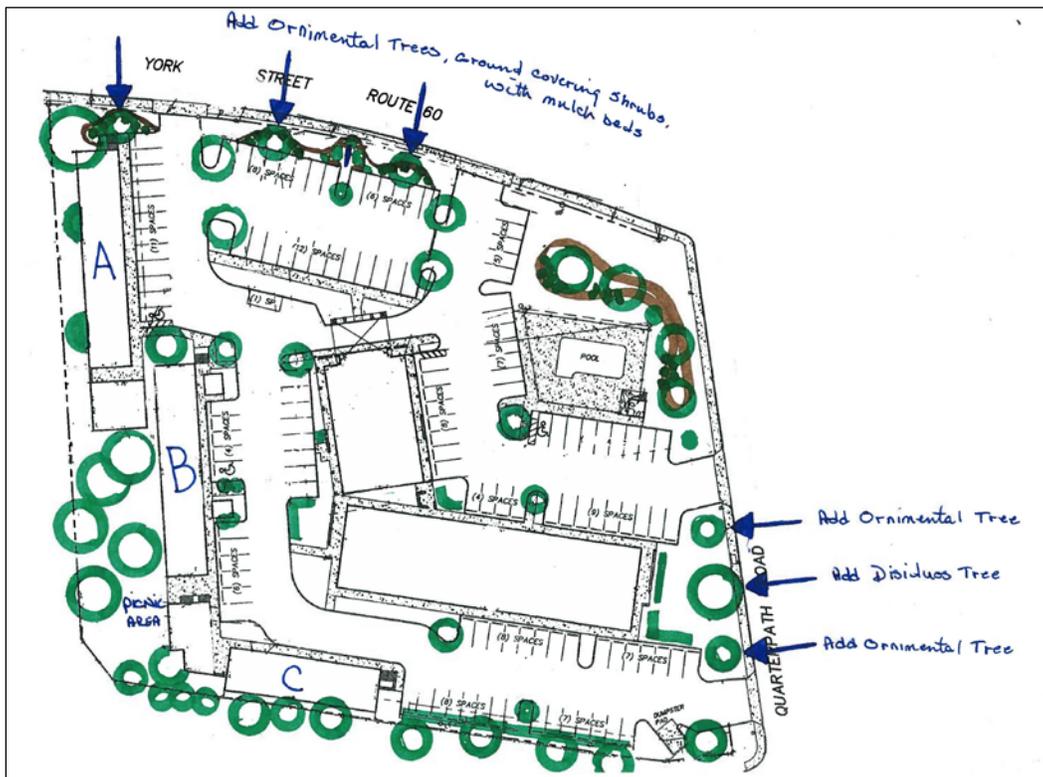
# CITY OF WILLIAMSBURG

## MEMORANDUM

**DATE:** April 16, 2015

**SUBJECT: PCR #15-008**  
**Request of Quarterpath Associates, LP to rezone 614 and 620 York Street from B-2 Corridor Business District to PDH Planned Development Housing District in order to convert 60 motel rooms into 47 adaptive housing units**

Quarterpath Associates is proposing to rezone 2.88 acres at 614 and 620 York Street from B-2 Corridor Business District to PDH Planned Development Housing District in order to convert 60 of the existing 128 motel rooms in Buildings A, B, and C into 47 adaptive housing units (see illustration on page 4). The proposal also includes a leasing office and laundry and community rooms. The 47 proposed adaptive housing units will consist of 42 efficiency, three one-bedroom and two two-bedroom units. Schematic plans for the proposed units are separately attached. The remaining two buildings on the site with 68 motel rooms and associated motel uses 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 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 other tourism retail uses, as well as automobile-oriented commercial uses. 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.*

*Residential uses are allowed in Corridor Commercial areas but only as townhouse or multifamily residential combined with non-residential uses in a mixed-use format. Residential density is up to 14 dwelling units/net acre. No more than 67% of the floor area on an individual lot should be devoted to residential use, which ensures that valuable commercial land is not completely used for residential purposes. All residential uses (apartments, condominiums and townhouses) should be in conjunction with new development or major redevelopment, should be located in new buildings specifically designed for residential use and should require a special use permit to ensure compatibility with corridor commercial uses. This category is implemented by the B-2 zoning district.*

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.

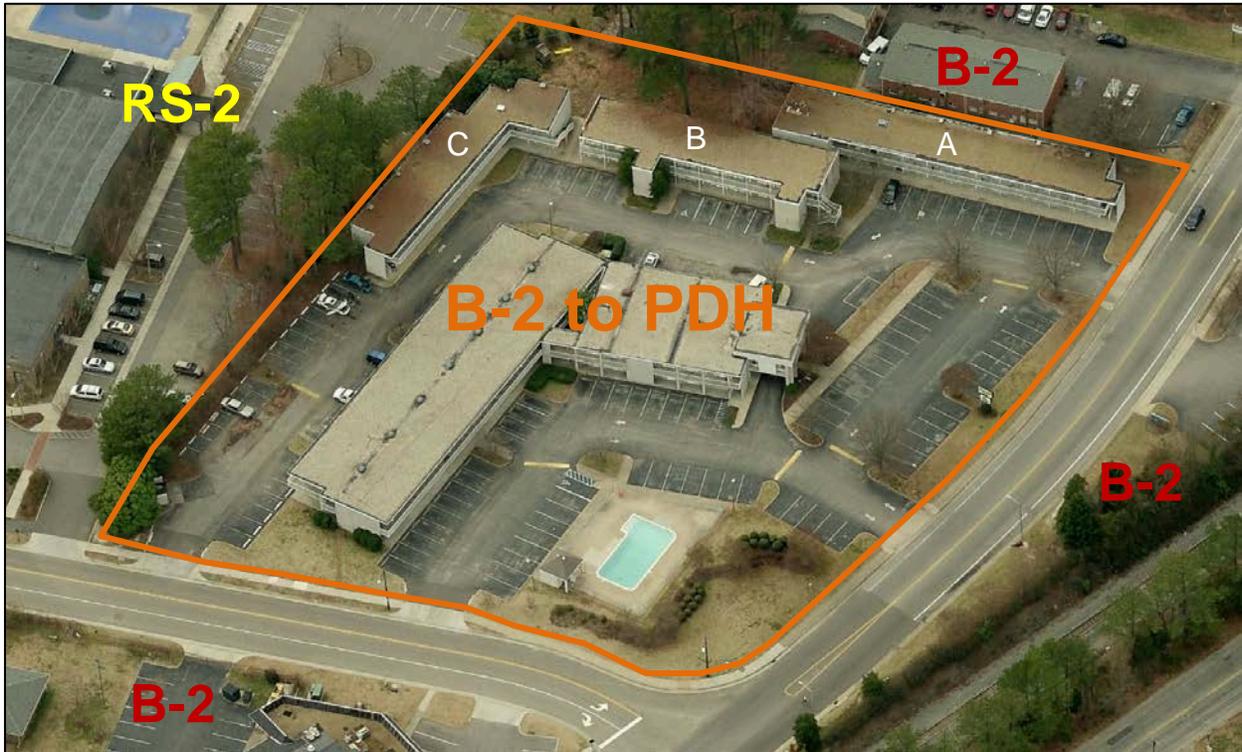
## **EXISTING ZONING**

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.

## **PROPOSED ZONING**

The property at 620 York Street is proposed to be rezoned to Planned Development Housing District PDH. The intent of the PDH District reads:

*The PDH District is established to encourage adaptive housing by allowing conversion of a limited number of existing hotel/motel rooms located in the B-2 zoning district into affordable housing for individuals and families, and thereby fulfilling a housing need not addressed by the City's existing housing inventory. The PDH district should be located so as to take advantage of proximity to existing transit routes and pedestrian and bicycle facilities, and should not be located on sites that have significant redevelopment potential.*



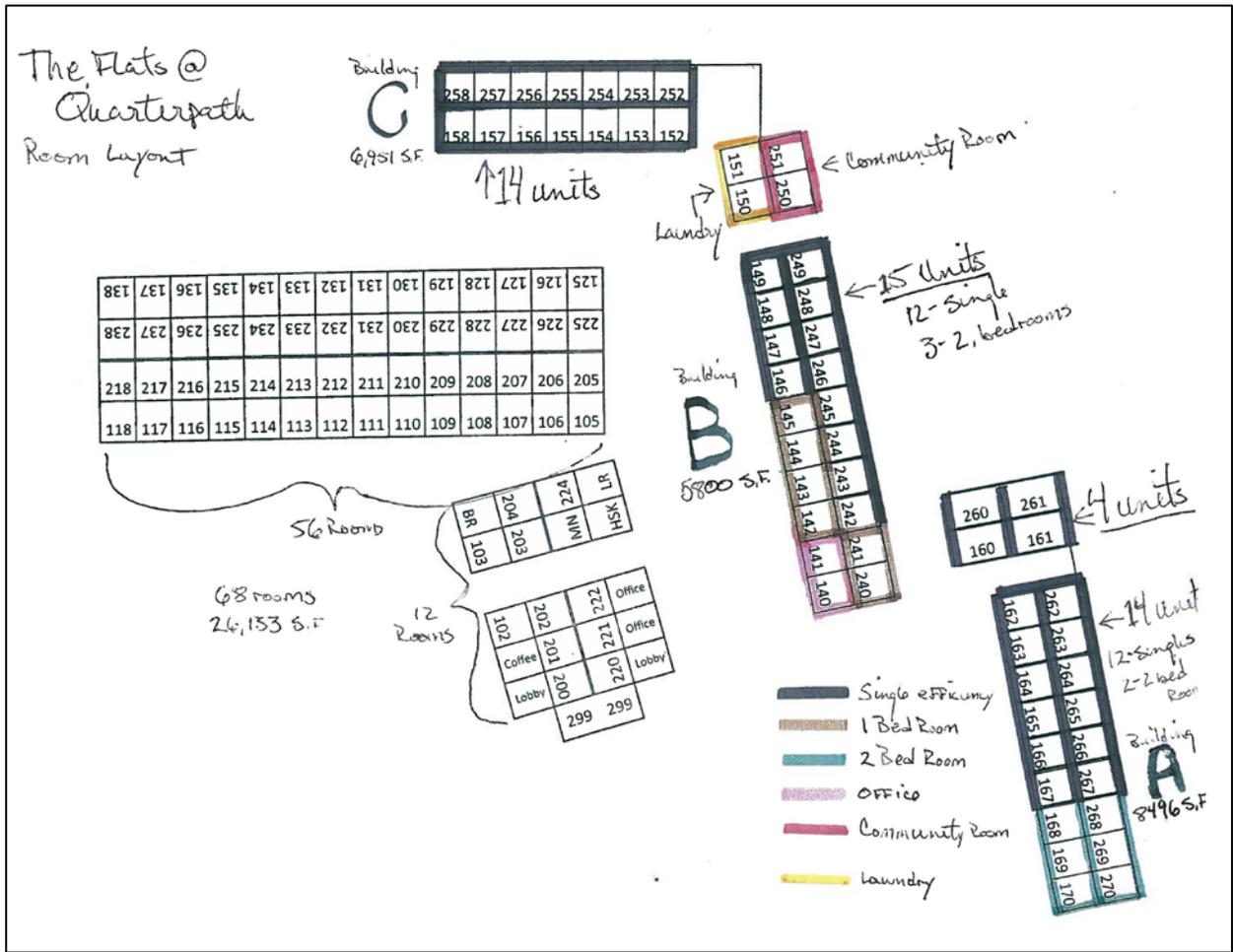
The PDH District, adopted by City Council on April 9 (PCR #15-006) allows “adaptive housing,” which is defined as “primarily efficiency and one-bedroom units with adequate cooking facilities created from all or part of an existing hotel/motel, and used for the purpose of providing non-permanent, affordable and flexible-term housing for individuals and families who may not have access to traditional housing alternatives existing in the City of Williamsburg but who are not visitors as defined in Sec. 21-2. No more than 100 adaptive housing units can be created in the City, and no more than 50 in an individual facility.

### **DETAILS OF THE PROPOSAL**

It is proposed to convert 60 of the existing 128 hotel units into 47 adaptive housing units, a leasing office, and laundry and community rooms which will result in a residential density of 16.3 dwelling units per net acre. The density allowed for a PDH District is determined by City Council as a part of the rezoning, and City Council is required to 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. The gross floor area of Buildings A, B and C, which are proposed for adaptive housing units, is 21,247 square feet, with 26,133 square feet in the remaining two hotel buildings. This results in 45% of the total floor area being devoted to residential use.

The applicant proposes 42 efficiency units which will each utilize one existing hotel room. A two burner stove top, microwave oven, small sink and under the counter refrigerator will comprise the kitchen area as shown on the attached drawings. The three one-bedroom units will utilize two existing hotel rooms and will consist of a bedroom/bathroom and kitchen/living room area. The kitchen will contain a two-burner stove top, microwave oven, full size sink and refrigerator as shown on the enclosed drawings. The two two-bedroom units will each utilize three existing hotel rooms and will consist of two-bedroom/bathrooms and a kitchen/living room area. The kitchen will contain a two burner stove top, microwave oven, full size sink and refrigerator as shown on the enclosed drawings. Ovens are not proposed for any of the 47 units.



The site currently contains 130 parking spaces and 117 spaces will be required based on the 68 hotel rooms (68 spaces) and 47 adaptive housing units (49 spaces). Five of the 130 parking spaces will need to be accessible spaces and three accessible spaces are currently located on the site.

The applicant has indicated existing trees and proposed trees on the development plan. Additional ornamental trees and shrubs are proposed adjacent to York Street. Additional deciduous and ornamental trees are proposed along Quarterpath Road. Landscaped open space required for the site is 20% and approximately 40% of the site is landscaped open space. The exact locations and type of plant material need to be approved by the Zoning Administrator, and also need to be coordinated with the City's York Street Improvements Project.

The applicant proposes to convert the 60 hotel units in three phases:

- Phase 1 will convert 18 rooms in Building B into 15 adaptive housing units (12 efficiency units and 3 one-bedroom units). The leasing office, laundry room and community room will be completed in Phase 1.
- Phase 2 will convert 22 rooms in Building A into 18 adaptive housing units (16 efficiency units and 2 two-bedroom units).
- Phase 3 will convert 14 rooms in Building C into 14 adaptive housing units (14 efficiency units).

## **SITE PLAN REVIEW COMMITTEE**

The Site Plan Review Committee met on October 15 to review this proposal when it was originally proposed as a multifamily housing, which was a B-2 special use permit use (PCR #14-023). The Committee was satisfied with the conceptual site design for the special use permit. The site plan and proposed landscaping has not been changed for the PDH rezoning request, but the number and layout of units has been changed from 40 units (35 efficiency, 3 one-bedroom and 2 two-bedroom) to 47 units (42 efficiency, 3 one-bedroom and 2 two-bedroom).

## **ANALYSIS**

The proposed adaptive housing project is located in an area that is designated by the 2013 Comprehensive Plan as *Corridor Commercial* land use, and regulated by the B-2 Corridor Business District. It is proposed to rezone a 2.88 acre parcel from B-2 Corridor Business District to PDH Planned Development Housing District. The intent statement for the PDH district states that it is "...established to encourage adaptive housing by allowing conversion of a limited number of existing hotel/motel rooms located in the B-2 zoning district into affordable housing for individuals and families, and thereby fulfilling a housing need not addressed by the City's existing housing inventory. The PDH district should be located so as to take advantage of proximity to existing transit routes and pedestrian and bicycle facilities, and should not be located on sites that have significant redevelopment potential." The PDH District allows a maximum of 100 adaptive housing units in the City, and a maximum of 50 adaptive housing units in an individual project. This 47 unit project meets these thresholds.

The PDH District lists a number of review criteria for the evaluating a proposed PDH project:

- *The location of the hotel/motel.* This project is located at the corner of York Street and Quarterpath Road. York Street is primarily a tourist-oriented commercial area, including four hotels, one existing time-share development, and one new time-share development under construction.
- *The potential of the site for significant redevelopment.* This site has a low potential for significant redevelopment at the present time. In the future, when Redoubt Road is connects Battery Boulevard with Quarterpath Road, connecting York Street with the Quarterpath at Williamsburg development, the redevelopment potential should be significantly increased. Annual Average Daily Traffic (AADT) in 2013 for York Street is 12,000 vehicles, compared with 20-26,000 vehicles on Richmond Road between the City Limits and Bypass Road.
- *The history of property maintenance and fire code violations for the proposed site.* One property maintenance complaint was received in August 2010 pertaining to damage caused by a leaking roof – the required repairs were made. The property was cited for nine minor Fire Code violations in August 2014.
- *The proximity of the site to existing transit routes.* This site is located on the WATA Gray Line. There is an eastbound bus stop adjacent to the site at the corner of York Street and Quarterpath Road. The westbound bus stop is directly across the street from the site.
- *The proximity of the site to pedestrian and bicycle facilities.* This site abuts existing sidewalks and bike lanes along York Street, and is adjacent to an existing shared-use path along Quarterpath Road that will eventually connect to the Quarterpath at Williamsburg development. The proposed York Street Corridor Improvement project, to be completed in FY16, will include a concrete aggregate shared-use path along York Street from Francis Street to Quarterpath Road, and will continue along Quarterpath Road to connect to the existing shared-use path at the Quarterpath Park Rec Center, thereby providing an improved and safer bicycle and pedestrian connection to both the Colonial Williamsburg Historic Area and to the Quarterpath at Williamsburg development in the future.
- *The inclusion of housing for suitable for seniors and for persons with disabilities when it is appropriate as part of the adaptive housing facility.* There are 22 ground-floor units with barrier free access into the units, and two units will be required to be improved as accessible units to meet ADA requirements. These ground floor units will provide opportunities for housing seniors and persons with disabilities.
- *The suitability of the proposed management plan.* This project will be subject to the “Management Plan for the Upkeep and Maintenance of The Flats @ Quarterpath at 614 York Street”. A full-time Property Manager will maintain overall supervision of The Flats @ Quarterpath, as well as the adjoining

Quarterpath Inn and Suites at 620 York Street. The management team will include a Leasing Specialist, a full-time Maintenance Manager and a Maintenance Assistant/Groundskeeper. A resident handbook will be developed, which will provide information for a direct link with the Williamsburg Human Services Department as well as other non-governmental organizations such as United Way, Salvation Army and Housing Partnership. This same information will be maintained in the leasing office. Additional details are provided in the Management Plan.

- *The compatibility of the adaptive housing facility with existing residential and commercial development in the vicinity of the proposed location.* A convenience store with gas pumps and the CSX Railroad is located directly across York Street to the north. Brentwood Apartments, 13 units, is located to the west and adjoins the property. The Quarterpath Rec Center is located to the south and adjoins the property. The Yorkshire Restaurant is located directly across Quarterpath Road to the east, as well as one single family detached dwelling. The Powhatan Park subdivision (single family) and The Village at Quarterpath (single family, duplex and townhouse) are located nearby. Three hotels and one existing time-share are located along the York Street corridor. The scale and intensity of the proposed 40 adaptive housing units are compatible with the existing residential and commercial development in the vicinity.

This project takes advantage of the City's new PDH Planned Development Housing District by converting 60 underutilized hotel rooms into 47 affordable adaptive housing units, which helps to fulfill housing needs in the City. The project also meets the basic criteria of the PDH District for this type of housing.



## **STAFF RECOMMENDATION**

Staff recommends that Planning Commission recommend to City Council that the request to rezone 2.88 acres at 614/620 York Street from B-2 to PDH be approved, as detailed in the attached ordinance. The PDH rezoning will approve the conversion of 60 hotel rooms to 47 adaptive housing units (42 efficiency, 3 one-bedroom and 2 two-bedroom), a leasing office, a community room and a laundry room, as shown on the submitted conceptual plans.

This recommendation includes the following conditions:

- Approval of the submitted management plan
- Limiting occupancy of the efficiency and one-bedroom apartments to three persons and occupancy of the two-bedroom units to five persons.
- Requiring the exact locations and type of plant materials to be approved by the Zoning Administrator, and coordinated with the City's York Street Improvements Project.

## **PLANNING COMMISSION RECOMMENDATION**

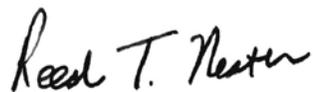
Planning Commission held a public hearing on April 15, and one person spoke at the hearing. Planning Commission recommended to City Council, by a vote of 5-0, that the rezoning of 2.88 acres at 614/620 York Street from B-2 to PDH be approved, as detailed in the attached ordinance. The PDH rezoning will approve the conversion of 60 hotel rooms to 47 adaptive housing units (42 efficiency, 3 one-bedroom and 2 two-bedroom), a leasing office, a community room and a laundry room, as shown on the submitted conceptual plans.

This recommendation includes the following conditions:

- Approval of the submitted management plan
- Limiting occupancy of the efficiency and one-bedroom apartments to three persons and occupancy of the two-bedroom units to five persons.
- Requiring the exact locations and type of plant materials to be approved by the Zoning Administrator, and coordinated with the City's York Street Improvements Project.

## **CITY COUNCIL PUBLIC HEARING**

The City Council public hearing is scheduled for May 14, 2015 at 2:00 p.m. in the Third Floor Conference Room at the Williamsburg Municipal Building, 401 Lafayette Street.



Reed T. Nester, AICP  
Planning Director

The Quarterpath Inn was built in 1972 and is currently located in the B-2 district. It is our desire to have the property re-zoned to the newly proposed Planned Development Housing district (PDH)

- (a) *Statement of intent.* The PDH district is established to encourage adaptive housing by allowing conversion of a limited number of existing hotel/motel rooms located in the B-2 zoning district into affordable housing for individuals and families, and thereby fulfilling a housing need not addressed by the City's existing housing inventory. The PDH district should be located so as to take advantage of proximity to existing transit routes and pedestrian and bicycle facilities, and should not be located on sites that have significant redevelopment potential.
- (b) *Where permitted.* PDH districts shall be permitted only in the B-2 zoning district.
- (c) *Minimum size of district.* There is no minimum size required for a planned development housing district PDH.
- (d) *Permitted dwelling unit occupancy.* The permitted occupancy in a planned development housing district PDH is as follows:
  - (1) No more than three persons in an efficiency or one bedroom unit; or
  - (2) No more than five persons in a two or more bedroom unit.
- (e) *Permitted uses.* The uses permitted in the planned development housing district PDH are as follows:
  - (1) Adaptive housing, subject to the following:
    - a. *Definition.* "Adaptive housing" is defined for the purpose of this section [21-483.1] as primarily efficiency and one-bedroom units with adequate cooking facilities created from all or part of an existing hotel/motel, and used for the purpose of providing non-permanent, affordable and flexible-term housing for individuals and families who may not have access to traditional housing alternatives existing in the City of Williamsburg but who are not visitors as defined in Sec. 21-2.

As a result, we are seeking this rezoning to convert 60 unutilized hotel rooms into 47 apartments, a leasing office, laundry room, small community room and small exercise room. Our plan is to develop 42 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.

We propose making the conversion in three phases. 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. During the first phase the leasing office, the laundry room, and the community room will be completed. Building **A** will be the second phase. Building **C** will be the third phase. 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. Also, given the more immediate access to the outside and ground floor units we believe the apartments are extremely suitable persons with disabilities and seniors. 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.

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 which will coincide with the York St sidewalk improvements. Additionally a picnic park (6,280 S.F.) for the residents will be incorporated with landscape improvements. These changes are designed to help differentiate the two uses of the property.

## **Management Plan for the Upkeep and Maintenance of The Flats @ Quarterpath at 614 York Street**

This Management Plan is submitted in support of the rezoning application filed by Quarterpath Associates, LP and is dated March 3, 2015. (Revised)

The owner's goal is to create an adaptive housing community in Williamsburg. We want to deliver the highest level of comfort, security, maintenance and convenience to our residence. Our commitment to quality and customer service will lead to unsurpassed customer satisfaction.

### **Staffing**

The Flats @ Quarterpath will engage a management team to oversee the leasing, security, maintenance and upkeep of the facility and all the dwelling units therein. Management shall be provided in accordance with a management plan that is approved as a part of the rezoning and which provides for a prompt and adequate performance of regular and emergency upkeep of the facility.

\*A Property Manager will lead the management team. The property manager will maintain overall supervision of the facility including the Quarterpath Inn and Suites at 620 York St.

\*The Property Manager will be a full-time employee who is responsible for daily on-site operations including hiring and supervising all staff, setting work schedules, managing payables, maintaining employment records, handling resident communications and leading walk-throughs with departing tenants. A Leasing Specialist will assist the Property Manager. The Leasing Specialist will provide support to the daily operational management of the property as needed, but his primary responsibility will be marketing, prospect tours, leasing, lease administration and managing receivables.

\*Our in-house maintenance team will be led by a full-time Maintenance Manager who reports to the Property Manager. He will be responsible for the maintenance of all structures, equipment and exterior property and ensure all preventative and corrective maintenance is completed. He will manage all service

contracts and inspections as well as schedule all maintenance activities. The Maintenance Assistant/Groundskeeper will report to the Maintenance Manager and perform tasks as scheduled by the Maintenance Manager.

### **Security**

We will maintain a safe environment for our residence by installing exterior cameras throughout the facility. Closed circuit cameras will be placed in multiple locations.

Exterior lighting around the building and in the parking lot will also be enhanced to expand the secure environment beyond the walls of the facility.

To provide Fire Safety, each apartment will have tamper proof smoke detectors in addition to emergency pull stations on each building. Portable Fire Extinguishers and emergency exit lighting will be located throughout the property as required by code.

### **Maintenance**

We will develop and implement a comprehensive plan to address scheduled / preventative as well as corrective maintenance.

\*Preventative maintenance planning will be done on a five year, rolling cycle, with planned expenditures captured in our capital budget. Examples of such are the inspection and repair of the HVAC equipment, roof and flashing, smoke detectors, IT infrastructure and other building systems as well as more basic maintenance like HVAC filter replacement, window washing, landscaping, painting and cleaning storm drains.

\*Corrective maintenance will be completed as issues arise, and the process to report issues and contact information will be detailed in the resident handbook. Residence will make requests during business hours to the Leasing Manager. Examples of such are preparing apartments for new residents, fixing

leaking toilets, drywall repair and replacing or repairing locks. Maintenance Staff will be on-call for emergency maintenance.

### **Resident Handbook**

Another key part of our management plan is a resident handbook that not only will establish expectations for and standards of resident conduct, it will establish safety and security protocols as well as information for a direct link with the Williamsburg Human Services Department as well as other non-governmental organizations such as United Way, Salvation Army and Housing Partnership to help address human service needs.

Also included will be:

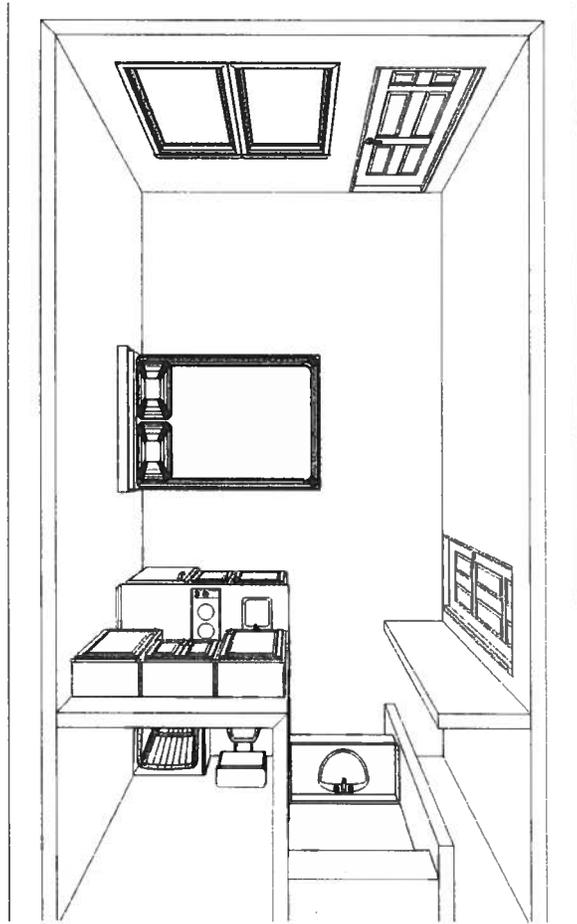
- List of staff names, job title and contact information.
- Emergency, maintenance and Safety contact information and procedures.
- Established policies and procedures for personal and community spaces.
- Rules and Regulations for resident behavior.

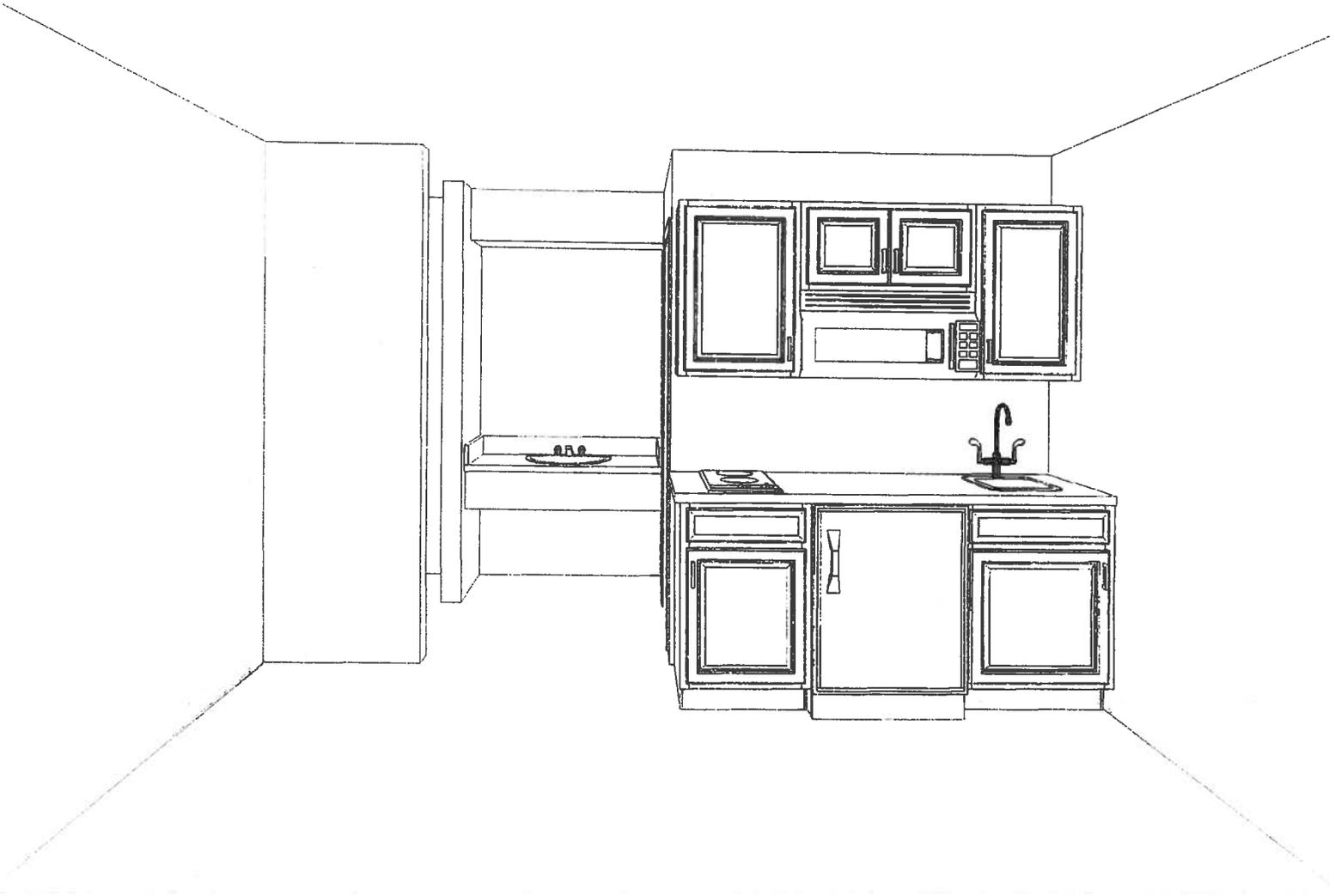
We will also maintain this same information in the leasing office. Management will provide a bulletin where valuable information can be accessed. Information such as any community events that are designed to assist residents' potential needs. I.e. the annual "Hands Together Historic Triangle" event held at Quarterpath Park or the Salvation Army's Toys for Tops program. Also, the bulletin board would be available to employers to post job opportunities.

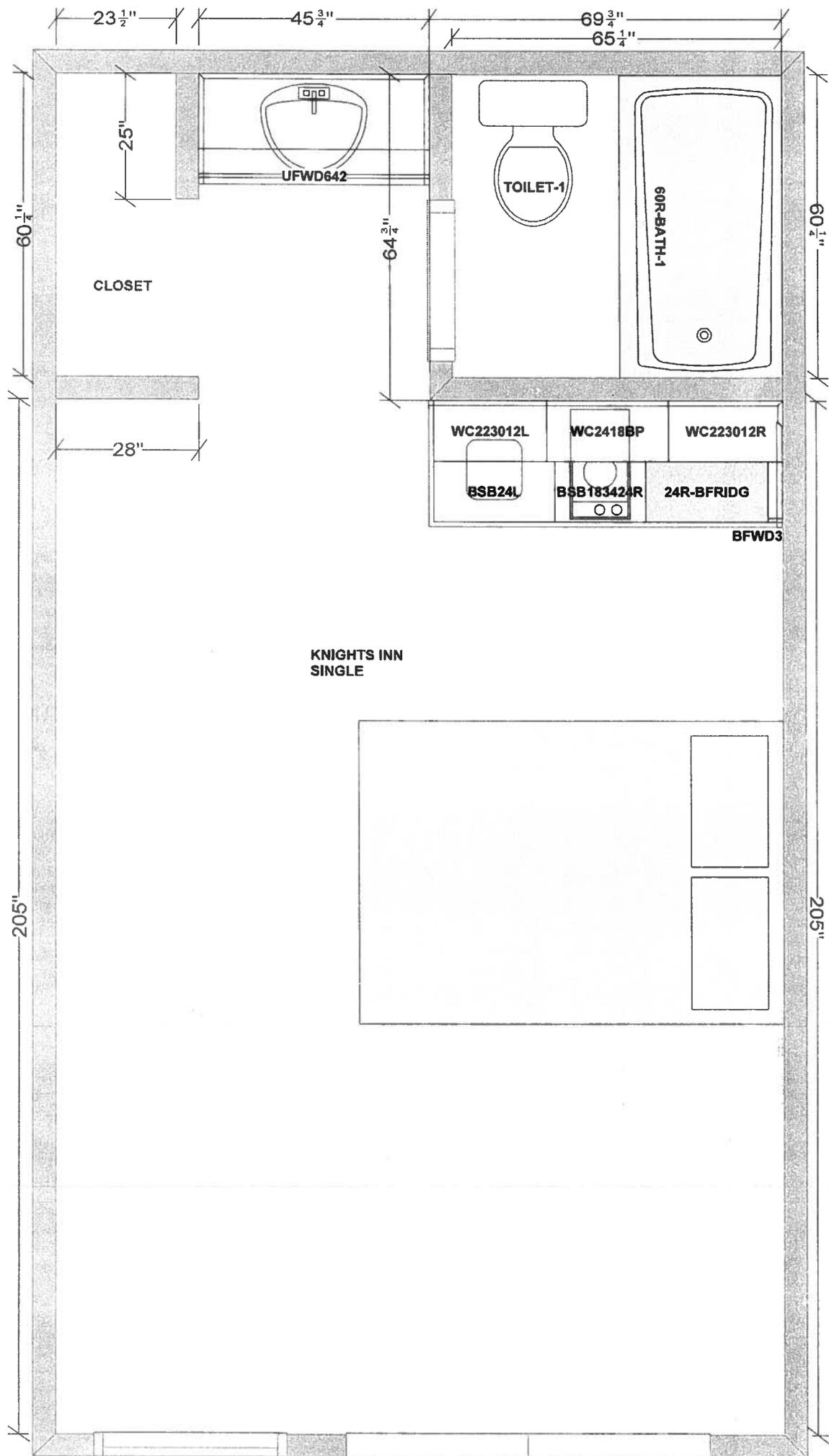
### **Summary**

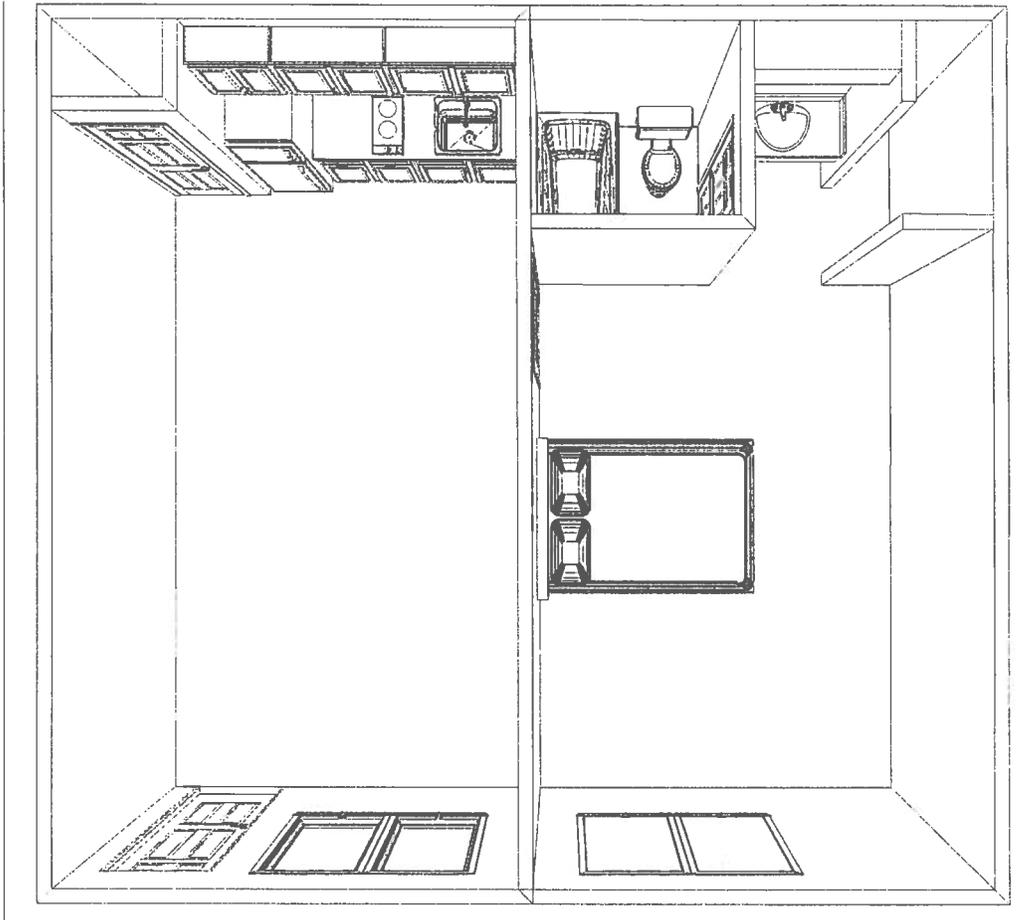
Our management team will implement a plan to ensure the property is consistently operating at peak performance. We will hire talented professionals and create effective interaction models to address any and all issues and concerns and ensure all property maintenance is completed and that our secure environment is preserved at all times. An efficient process for reporting corrective maintenance issues, both in the dwelling units and in the common areas, will be detailed in the resident handbook and complimented with a rapid response program to rectify any issues that arise. Furthermore, active and engaged local

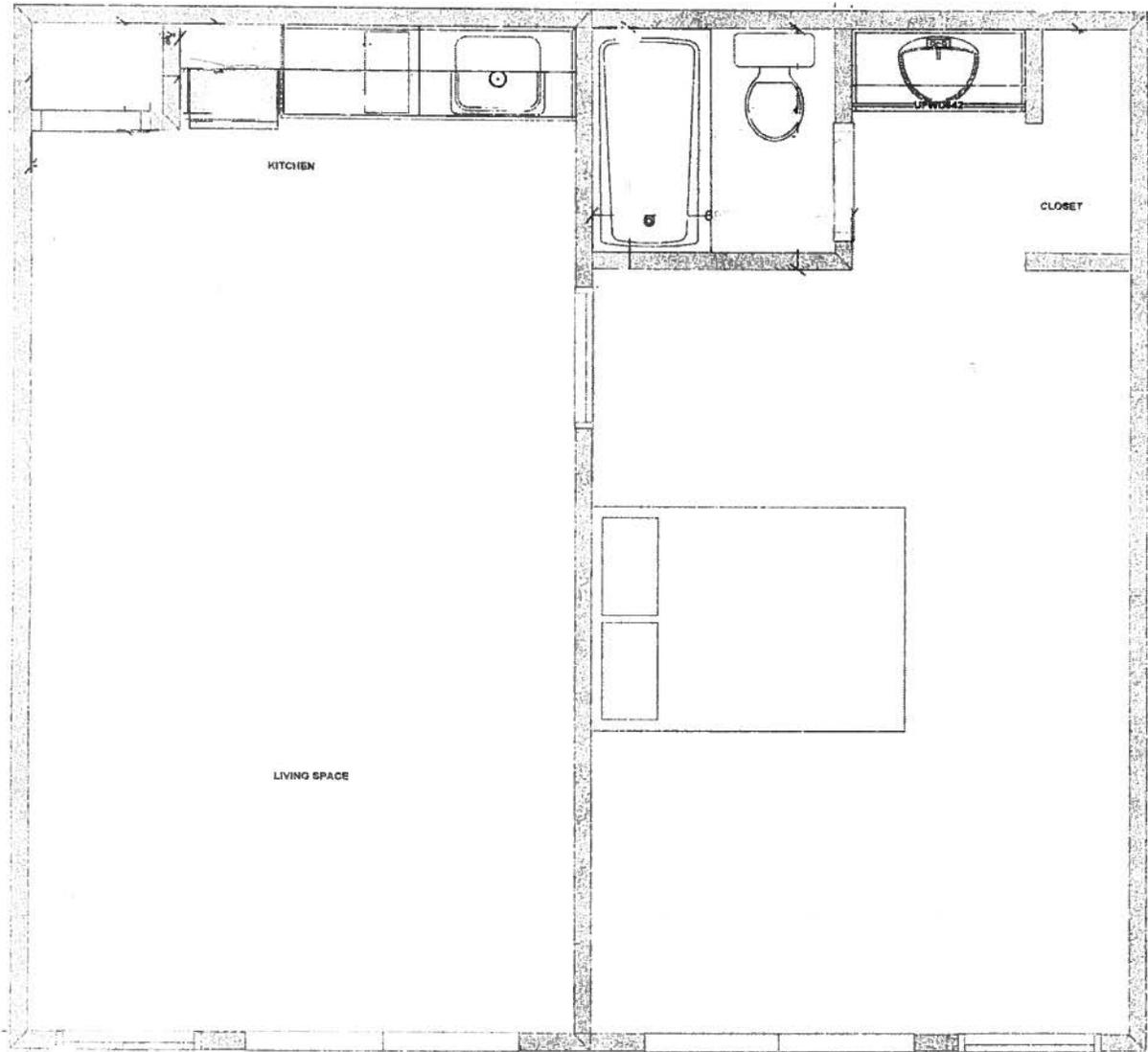
ownership will provide an additional layer of oversight to make sure the property is maintained to its high standards.

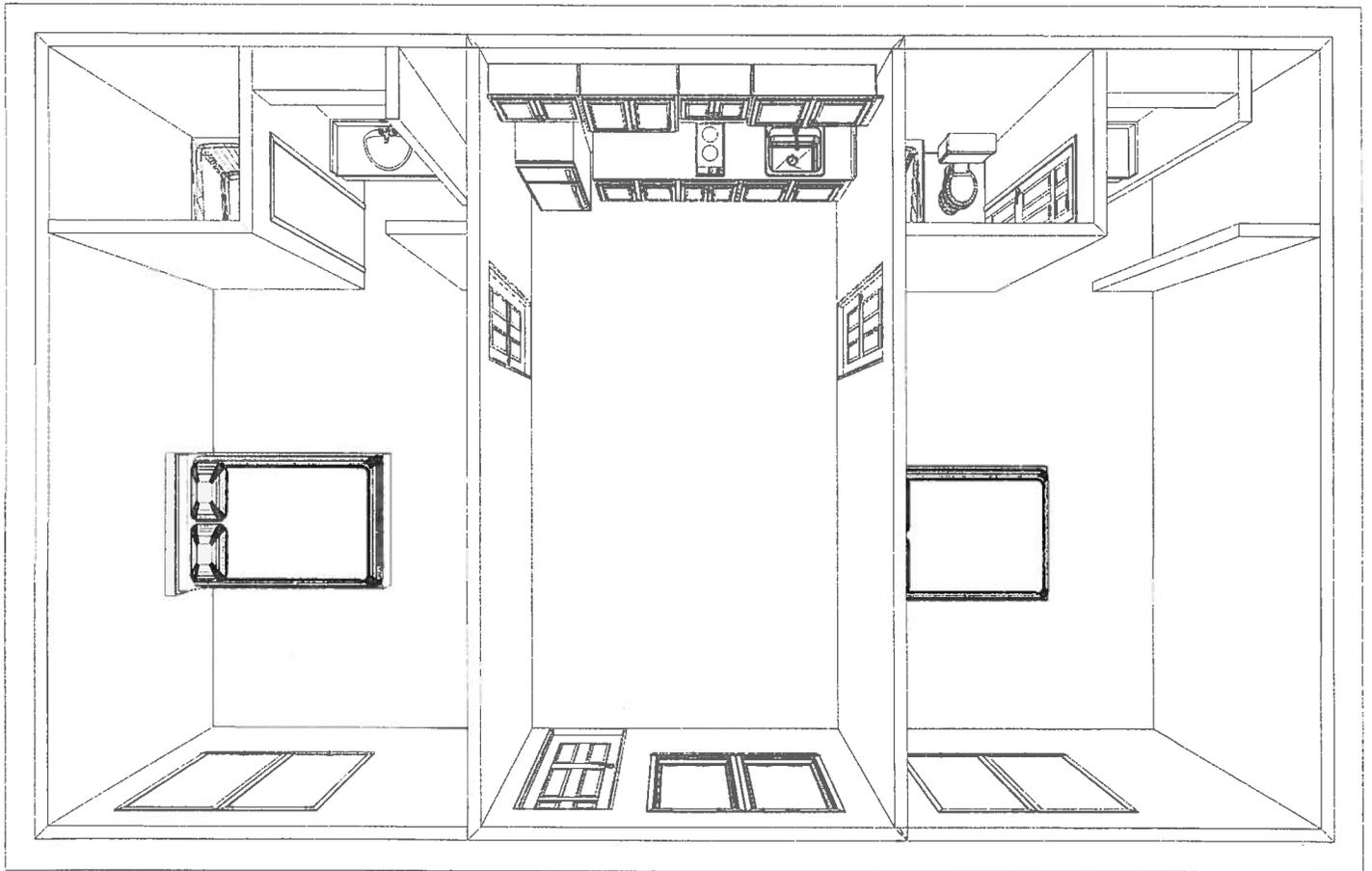


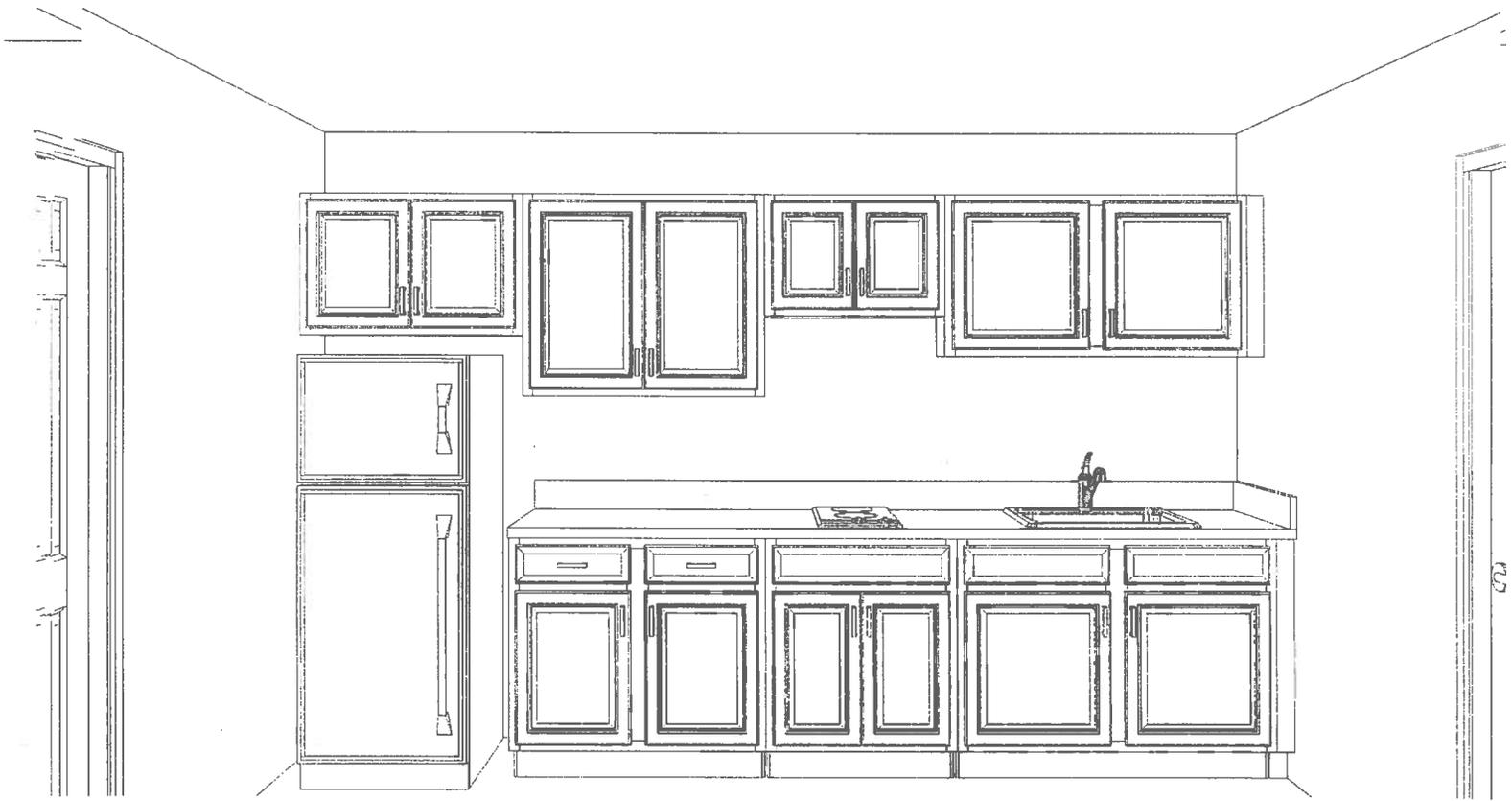












**ORDINANCE #15-\_\_**  
**PROPOSED ORDINANCE #15-\_\_**

**AN ORDINANCE TO REZONE 2.88 ACRES AT  
614 AND 620 YORK STREET FROM B-2 TO PDH  
(PCR #15-008)**

**WHEREAS**, it has been determined by City Council that the general welfare of the City of Williamsburg would be served by rezoning the property located at York Street from B-2 Corridor Business District to PDH Planned Development Housing 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 2.88 acres located at 614 and 620 York Street from B-2 Corridor Business District to PDH Planned Development Housing District. This property is listed as Williamsburg Tax Map Number 499-05-00-0A\*, and is further described by the attached Exhibit A.

**BE IT FURTHER ORDAINED** that the rezoning is subject to the following conditions:

1. Approval for the conversion of 60 hotel rooms into 47 adaptive housing units (42 efficiency units, 3 one-bedroom units and 2 two-bedroom units) and various support facilities (leasing office, laundry room, small community room and a small exercise room).
2. Occupancy of the efficiency and one-bedroom apartments is limited to three persons and the occupancy of the two-bedroom apartments is limited to five persons.
3. Approval of the plans titled "The Flats @ Quarterpath Room Layout" dated March 3, 2015 and "The Flats @ Quarterpath Landscape Plan" dated March 3, 2015. The exact locations and type of plant material are to be approved by the Zoning Administrator, and are to be coordinated with the City's York Street Improvements Project.
4. Approval of the "Management Plan for the Upkeep and Maintenance of The Flats @ Quarterpath, dated March 3, 2015.

Adopted: \_\_\_\_\_

\_\_\_\_\_  
Clyde A. Haulman, Mayor

\_\_\_\_\_  
Gerry S. Walton, Deputy Clerk

**PCR #15-008: QUARTERPATH INN/FLATS @ WILLIAMSBURG REZONING – B-2 TO PDH**  
614/620 York Street

