



**PUBLIC NOTICE
SPECIAL MEETING
WILLIAMSBURG PLANNING COMMISSION**

The Williamsburg Planning Commission will hold a special meeting for the purpose of holding two public hearings on Wednesday, May 23, 2018 at 3:30 P.M. in the Council Chambers of the Stryker Center, 412 North Boundary Street, to consider the following:

- A. PCR#18-013:** Request of the Colonial Williamsburg Foundation to amend the Zoning Ordinance to allow outdoor special events with a special use permit in the Colonial Williamsburg Historic Area CW.
- B. PCR#18-014:** Request of the Colonial Williamsburg Foundation for a special use permit to hold the Summer Breeze concerts on the Dewitt Wallace Decorative Art Museum lawn located at 326 West Francis Street in the Colonial Williamsburg Historic Area CW.

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

If you are disabled and need accommodation in order to participate in the public hearings, please call the Planning Department at (757) 220-6130, (TTY) 220-6108, no later than 12:00 noon, Wednesday, May 16, 2018.

Carolyn A. Murphy, AICP
Planning and Codes Compliance Director



CITY OF WILLIAMSBURG
MEMORANDUM

DATE: May 3, 2018

SUBJECT: PCR#18-013

Request of the Colonial Williamsburg Foundation to amend the Zoning Ordinance to allow outdoor special events with a special use permit in the Colonial Williamsburg Historic Area CW.

PCR#18-014

Request of the Colonial Williamsburg Foundation for a special use permit to hold the Summer Breeze concerts on the Dewitt Wallace Decorative Art Museum lawn located at 326 West Francis Street in the Colonial Williamsburg Historic Area CW.

APPLICANT'S REQUEST

Colonial Williamsburg Foundation is proposing to relocate the Summer Breeze concerts from Duke of Gloucester Street to the lawn of the Dewitt Wallace Decorative Art Museum at 326 West Francis Street. The applicant is proposing to amend the zoning text to require a special use permit for outdoor special events in the Colonial Williamsburg Historic District CW. The second part of the request is for a special use permit to allow the Summer Breeze concerts for 16 weeks at this location as shown on the sketch provided by the applicant.

The applicant notes in their application that "this year we are re-imaging the Summer Breeze concerts that have taken place for the past 27 years on Duke of Gloucester Street in Merchants Square with plans to expand the concert series to 16 weeks from 8 weeks; expanding to 2 musical acts rather than 1, Wednesdays from 6-9, rather than 7-9; and rebranding the series as "Summer Breeze – Unleashed". The applicant notes "while the past location on Duke of Gloucester Street is enchanting, moving the concerts to the museum lawn and expanding the number of weeks will allow us to enlarge the venue beyond the confines of DOG Street, which as you can see from the following photo, on many concert evenings becomes so crowded as to block the entry way to several of the retail shops and takes up outdoor seating for extended periods at the restaurants that front the current concert venue". The applicant states the Merchants Square Association Marketing Committee expresses full support of the move during their most recent meeting.

The applicant proposes a 30' x 30' tent with a stage under the tent and fencing on the lawn as shown on the sketch. They propose signage on the tent, sponsorship signage on the fencing and a ground mounted sign at the sidewalk entrance to the museum as noted in the narrative to advertise the schedule. The sponsorship signage on the fence and tent will be removed weekly along with the fencing. The request is to leave the tent

and stage up at this location for the 16 week event with the fencing and smaller tents being removed following each week's concert.

The applicant notes they are "collaborating with Culturefix who will provide concert oversight for setup and security. Culturefix will coordinate food and beverage service at the concerts, working with local food establishments, restaurants and microbreweries. Small 10' x 10' canopy tents will be set up for those operations". The concerts will be free and open to the public. Outside food and non-alcoholic drinks will be allowed within the fenced area but no outside alcoholic beverages will be allowed inside the fenced area.

CURRENT REGULATIONS

Comprehensive Plan

The 2013 Comprehensive Plan designates this parcel as Colonial Williamsburg Historic Area, which is defined in the Plan as follows:

The district encompasses the Colonial Williamsburg Historic Area and is established to preserve, protect and maintain the distinctive character and historic importance of the restored area. This category is implemented by the CW zoning district.

Land to the north and east are designated Colonial Williamsburg Historic Area land use. Properties to the south are designated Colonial Williamsburg support land use, with land to the east designated Downtown Commercial land use.

Zoning

This property along with properties to the north and east are designated Colonial Williamsburg Historic Area CW. Lands to the south are designated Museum Support District MS with land to the east being designated Downtown Business District B-1.

The statement of intent for the Colonial Williamsburg Historic Area CW District reads:

This district is established to preserve, protect and maintain the unique character and historic importance of the Colonial Williamsburg Historic Area.

Special Use Permit

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

Public hearings are scheduled for a special meeting of Planning Commission on May 23, 2018 in the Council Chambers of the Stryker Center at 3:30 p.m. at 412 North Boundary Street.



Carolyn A. Murphy, AICP
Planning and Codes Compliance Director



The Colonial Williamsburg Foundation

TO FEED THE HUMAN SPIRIT BY SHARING AMERICA'S ENDURING STORY

May 1, 2018

Ms. Carolyn A. Murphy
Director of Planning and Codes Compliance
City of Williamsburg
401 Lafayette Street
Williamsburg, VA 23185-3617

Dear Ms. Murphy:

Thank you for reviewing Colonial Williamsburg's plans for its new Summer Breeze – Unleashed concert series adjacent to Merchants Square.

By this letter, along with the attached application, Colonial Williamsburg is requesting a Zoning Text Change to the uses permitted within the Museum Support District with a Special Use Permit in order to complete our planning and scheduling for the upcoming concert season, which will begin on June 6 and run through September 19.

Our specific request is to include new wording to Section 21-434 – Uses permitted with special use permit, that will permit Outdoor Special Events within the Museum Support District.

Pending approval of the attached applications, we are making plans to hold the concerts on a corner of the lawn located in front of the Art Museums of Colonial Williamsburg (site of the upcoming Funhouse Fest).

We also request that the stage and tent be kept in the concert location for the entirety of the concert season, or 16 weeks. The concert schedule will be attached to the side of the tent for the duration of the season. An additional concert schedule sign, approximately 2'x6', will be ground mounted at the sidewalk entrance to the museum, near the corner of S. Henry Street and Francis Street.

With respect to the weekly concerts, Colonial Williamsburg is collaborating with Culturefix, which will provide concert oversight for setup and security. Culturefix will coordinate food and beverage service at the concerts, working with local food establishments, restaurants, and microbreweries. Small, 10x10, canopy tents will be set up for those operations.

The concerts will be free and open to the public. Outside food and non-alcoholic drinks will be allowed within the fenced area. However, no outside alcoholic beverages will be allowed inside the fenced area, which will be restricted to alcoholic beverages sold at the venue.

Parking near the concerts will be abundant and available across Francis Street, S. Henry Street, and Nassau Street, as well in other lots around Merchants Square.

The proposed stage location, along with the planned placement of the fencing enclosure is shown in the following Image #1. Alcoholic beverages will be restricted to the interior of the fenced venue.

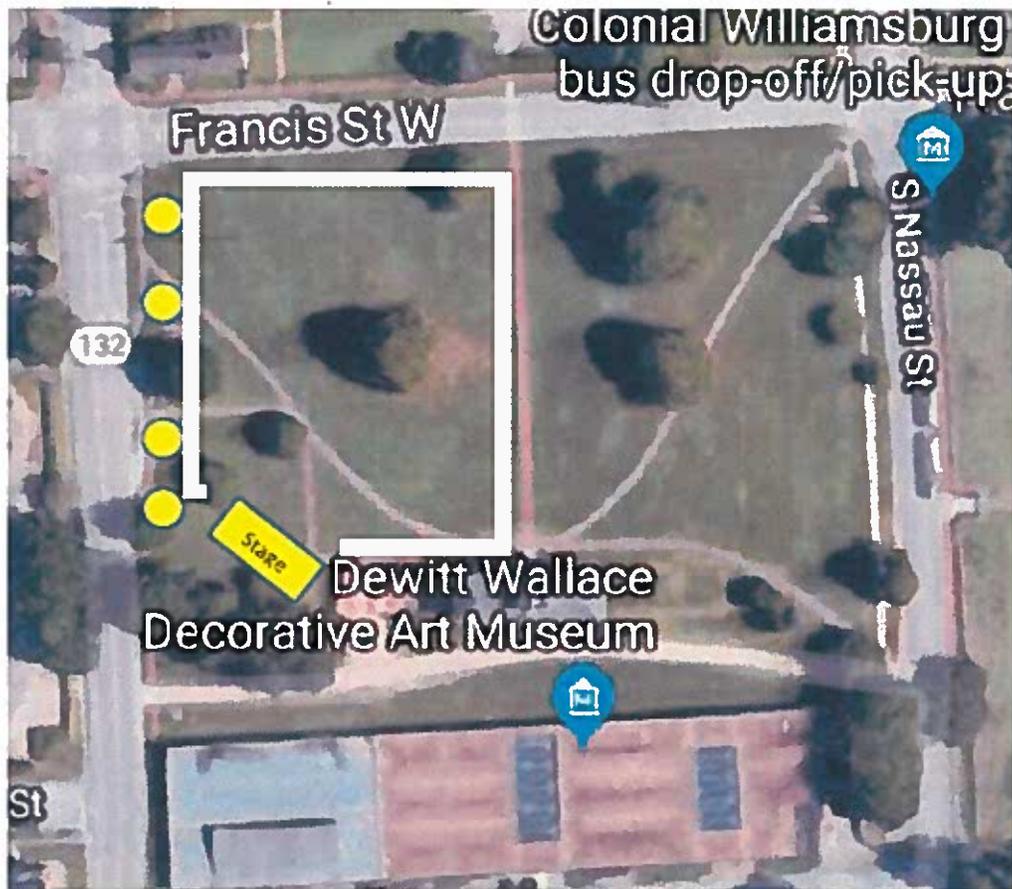


Image #1 Summer Breeze concert venue

Image #2 shows the type of fencing that will enclose the venue. While the stage and tent will remain in place, the fencing will be installed prior to and removed following each week's concert.

Sponsor signage will be placed on the tent and fencing during the concerts and removed weekly when the fencing is removed.

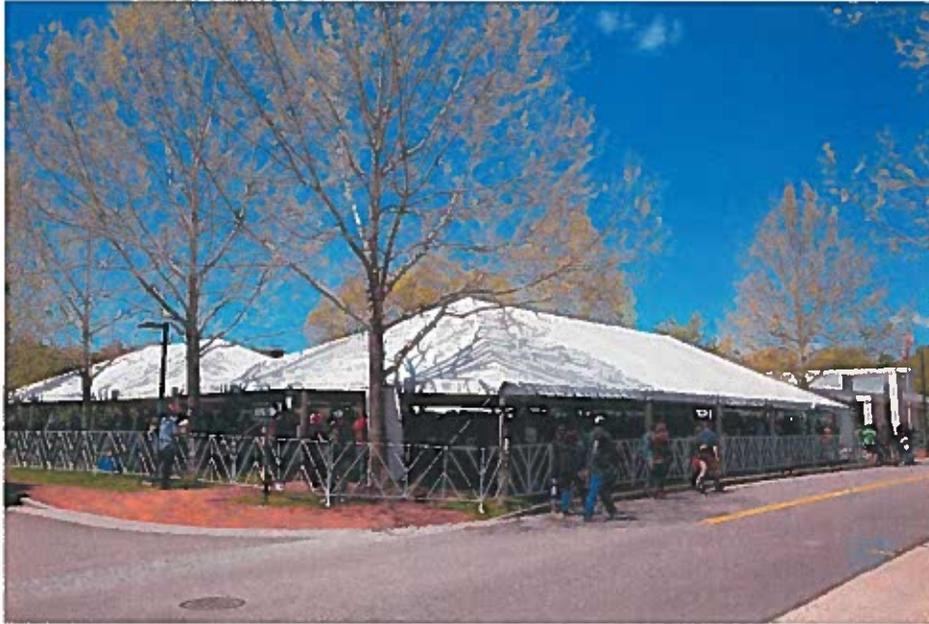


Image #2 Sample venue fencing

The stage and tent setup are shown in Images 3 and 4, and are the same size as in past years, with a 30x30 tent over top of a slightly smaller stage.



Image #3 Stage and tent setup



Image #4 Stage and tent setup

This year we are re-imagining the Summer Breeze concerts that have taken place for the past 27 years on Duke of Gloucester Street in Merchants Square with plans to expand the concert series to 16 weeks from 8 weeks; expanding to 2 musical acts rather than 1, Wednesdays from 6-9, rather than 7-9; and, rebranding the series as “Summer Breeze – Unleashed” (unleashed from DoG St).

While the past location on Duke of Gloucester Street is enchanting, moving the concerts to the museum lawn and expanding the number of weeks will allow us to enlarge the venue beyond the confines of DoG Street, which as you can see from the following photo, on many concert evenings becomes so crowded as to block the entry way to several of the retail shops and take up outdoor seating for extended periods at the restaurants that front the current concert venue.



Image #5 Crowds

As you know, summer evenings in Merchants Square can be crowded with or without an event happening, and the Merchants Square Association Marketing Committee expressed full support of the move during its most recent meeting.

We also have an expectation of increased crowd size, building upon the popularity of the Virginia Arts Festival/Funhouse Fest event in late June – also on the museum lawn. And, by starting at 6pm rather than 7pm, many attendees will be able to travel to the concerts directly from their workday.

Thanks again Carolyn for your assistance with this process. I look forward to hearing back.



Jeffrey A. Duncan
Vice President – Real Estate
The Colonial Williamsburg Foundation

Copy to: Steve Rose, Culturefix

ORDINANCE #18-__
PROPOSED ORDINANCE #18-

**AN ORDINANCE AMENDING CHAPTER 21, ZONING,
ARTICLE III. DISTRICT REGULATIONS, DIVISION 12. COLONIAL WILLIAMSBURG
HISTORIC AREA CW
BY ADDING OUTDOOR SPECIAL EVENTS WITH A SPECIAL USE PERMIT
(PCR #18-014)**

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.

BE IT ORDAINED that Chapter 21, Zoning, Article III. District Regulations, Division 12. Colonial Williamsburg Historic Area CW, Sec. 21-414. Uses permitted with a special use permit, shall be amended to read as follows:

ARTICLE III. DISTRICT REGULATIONS

DIVISION 12. COLONIAL WILLIAMSBURG HISTORIC AREA CW

Sec. 21-414. Uses permitted with special use permit.

Uses permitted in the Colonial Williamsburg Historic Area CW with a special use permit approved by the city council in accordance with article II, division 2, are as follows:

(1) Parking Lots for employees working in and visitors to the Colonial Williamsburg Historic Area CW and the museum support district MS.

(2) Outdoor Special Events.

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

Adopted:

Paul T. Freiling, Mayor

Attest: _____
Andrew Trivette, Clerk of Council