



## **PUBLIC NOTICE WILLIAMSBURG PLANNING COMMISSION**

The Williamsburg Planning Commission will hold public hearings on Wednesday, November 14, 2018 at 3:30 P.M. in the Council Chambers of the Stryker Center, 412 North Boundary Street, to consider the following:

**PCR#18-025:** Amend Section 21-710(c) Downtown Parking District of the Zoning Ordinance by adding that the number of parking spaces existing on December 13, 2018 in any parking lots in the downtown parking master plan shall not be reduced without a special use permit in the Downtown Parking District.

**PCR#18-026:** Request of the Colonial Williamsburg Foundation to amend Section 21-2 Definitions by adding a definition for private plaza and Section 21-294(8) by adding private plaza with a special use permit in the Downtown Business District B-1.

**PCR#18-027:** Request of the Colonial Williamsburg Foundation for a special use permit to remove 40 parking spaces from the Downtown Parking District and for a special use permit to construct a private plaza in the middle of the block currently used for parking (P3) bounded by North Henry Street, West Duke of Gloucester Street, North Boundary Street and Prince George Street located in the Downtown Business District B-1.

**PCR#18-028:** Request of the Williamsburg James City County School Board to amend their special use permit granted for James Blair Middle School on January 14, 2016 (PCR#15-026) by adding a 12'x16' bike shed behind the school at 101 Longhill Road located in the Single-Family Dwelling District RS-2.

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 hearings, please call the Planning Department at (757) 220-6130, (TTY) 220-6108, no later than 12:00 noon, Wednesday, November 7, 2018.

Carolyn A. Murphy  
Planning and Codes Compliance Director



**CITY OF WILLIAMSBURG**  
MEMORANDUM

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**DATE:**           **October 25, 2018**

**SUBJECT:**   **PCR#18-025:** Request by the City to amend Section 21-710(c) to require a special use permit for the removal of any parking spaces existing in parking lots in the Downtown Parking District.

**PCR#18-026:** Request of the Colonial Williamsburg Foundation to amend the Zoning Ordinance to add private plaza with a special use permit in the Downtown Business District B-1.

**PCR#18-027:** Request of the Colonial Williamsburg Foundation for a special use permit to remove 40 parking spaces from the P3 parking lot and a special use permit to convert the P3 parking lot into a private plaza.

**APPLICANT'S REQUEST**

Colonial Williamsburg Foundation is proposing to create a new private plaza on the site of the existing P3 parking lot in Merchant's Square. The proposed plaza will be in the center of the existing block between Duke of Gloucester Street, North Boundary Street, Prince George Street and North Henry Street. Four parcels are involved with the proposal 465-16-00-001A (435 West Duke of Gloucester Street), 465-0A-00-065 (412 Prince George Street), 465-0A-00-064 (134 North Henry Street) and 465-12-00-002,3\* (403 West Duke of Gloucester Street).

**PCR#18-025**

This is a staff request to clarify Section 21-710(c) of the Zoning Ordinance by amending subparagraph (c) to require a special use permit for the removal of any parking spaces existing in any parking lots in the Downtown Parking District as of December 13, 2018

**PCR#18-026**

The request is to add a private plaza definition to the Zoning Ordinance and to allow a private plaza with a special use permit in the Downtown Business District B-1. The proposed definition of a private plaza is "a multipurpose area that allows flexibility of space within its boundaries, to include planned and passive activities such as festivals, art events, outdoor movies, staged musical or theatrical entertainment, which may also include fountains, benches, temporary installations, including temporary stages, lighting and sound equipment, recreational facilities, outdoor furniture and seating areas and outdoor seating for restaurants and other eating establishments that surround the plaza".

### **PCR#18-027**

The second request is for a special use permit to remove 40 parking spaces from the P3 parking lot and a special use permit to construct a private plaza as shown on the conceptual elevations and site plan which are attached in the P-3 parking lot. The applicant notes in their application “a new downtown, pedestrian friendly entertainment and event space will curated, consistent, scheduled and regular experimental and cultural and opportunities will invite increasing numbers of local, regional, and visiting audiences to shop, dine, linger and explore all of downtown Williamsburg”. They noted their objective is to “enhance an already vibrant, multi-use driven, flourishing Williamsburg town center that is an ever-growing magnet for residents and visitors to enjoy”. The applicant proposes uses such as art events, outdoor movies, staged musical or theatrical entertainment and dining. Installations within the plaza may include water features, outdoor furniture, a video wall, and expansion of outdoor restaurant seating.

### **CURRENT REGULATIONS**

#### **Comprehensive Plan**

The 2013 Comprehensive Plan designates these parcels as Downtown Commercial, which is defined in the Plan as follows:

*The Downtown Commercial land use category is intended to promote a variety of business uses in the Downtown Planning Area, and includes Merchants Square and other predominantly retail business areas adjacent to the Colonial Williamsburg Historic Area and the College of William and Mary. Continued use and adaption of residential dwellings is supported in the Downtown area, and residential uses are allowed at a base density of 14 dwelling units/net acre, with increased density allowed with a special use permit. The primary consideration for the approval of increased density should be how the scale and character of the proposed project related to its immediate surroundings and to the Downtown Planning Area as a whole. This category is implemented by the B-1 zoning district and by the PDC District for student dwellings with up to four unrelated persons per dwelling unit.*

Lands to the east and south are designated Downtown Commercial land use. Lands to the west and north are designated William and Mary, Public and Semi Public, Downtown Commercial and Colonial Williamsburg Historic Area land use.

#### **Zoning**

These properties and properties to the east and south are zoned Downtown Business District B-1. Lands to the west and north are designated William and Mary, Downtown Business District B-1 and Colonial Williamsburg Historic Area CW.

The statement of intent for the Downtown Business District B-1 reads:

*This district is established to promote harmonious development and redevelopment in the downtown business areas adjacent to the Colonial Williamsburg district and the College of William and Mary. The regulations are designed to maintain and encourage the existing small scale pedestrian character of the area, and to encourage a harmonious mixture of commercial, residential, office and institutional uses.*

### **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.

PCR#18-025; PCR#18-026 & PCR#18-027

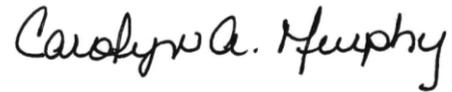
October 25, 2018

Page 4

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 the regular Planning Commission meeting on November 14, 2018.

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Carolyn A. Murphy, AICP  
Planning and Codes Compliance Director

**ORDINANCE #18-  
PROPOSED ORDINANCE #18-**

**AN ORDINANCE AMENDING CHAPTER 21, ZONING,  
ARTICLE V. PARKING BYAMENDING SECTION 21-710 SUBPARAGRAPH C  
(PCR #18-025)**

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 V. Parking, shall be amended to read as follows:

**ARTICLE V. PARKING.**

Sec. 21-710. Downtown parking district.

(c) No off-street parking shall be required for non-residential uses located in downtown parking district, *except that the number of parking spaces existing on December 13, 2018 in any parking lots included in the downtown parking master plan shall not be reduced without a special use permit approved by the city council in accordance with article II, division 2, Special Use Permits.*

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

Adopted:

\_\_\_\_\_  
Paul T. Freiling, Mayor

Attest: \_\_\_\_\_  
Debi Burcham, Clerk of Council



CITY OF WILLIAMSBURG  
MEMORANDUM

---

**DATE:** October 25, 2018

**SUBJECT:** PCR#18-025: Request by the City to amend Section 21-710(c) to require a special use permit for the removal of any parking spaces existing in parking lots in the Downtown Parking District.

PCR#18-026: Request of the Colonial Williamsburg Foundation to amend the Zoning Ordinance to add private plaza with a special use permit in the Downtown Business District B-1.

PCR#18-027: Request of the Colonial Williamsburg Foundation for a special use permit to remove 40 parking spaces from the P3 parking lot and a special use permit to convert the P3 parking lot into a private plaza.

**APPLICANT'S REQUEST**

Colonial Williamsburg Foundation is proposing to create a new private plaza on the site of the existing P3 parking lot in Merchant's Square. The proposed plaza will be in the center of the existing block between Duke of Gloucester Street, North Boundary Street, Prince George Street and North Henry Street. Four parcels are involved with the proposal 465-16-00-001A (435 West Duke of Gloucester Street), 465-0A-00-065 (412 Prince George Street), 465-0A-00-064 (134 North Henry Street) and 465-12-00-002,3\* (403 West Duke of Gloucester Street).

**PCR#18-025**

This is a staff request to clarify Section 21-710(c) of the Zoning Ordinance by amending subparagraph (c) to require a special use permit for the removal of any parking spaces existing in any parking lots in the Downtown Parking District as of December 13, 2018

**PCR#18-026**

The request is to add a private plaza definition to the Zoning Ordinance and to allow a private plaza with a special use permit in the Downtown Business District B-1. The proposed definition of a private plaza is "a multipurpose area that allows flexibility of space within its boundaries, to include planned and passive activities such as festivals, art events, outdoor movies, staged musical or theatrical entertainment, which may also include fountains, benches, temporary installations, including temporary stages, lighting and sound equipment, recreational facilities, outdoor furniture and seating areas and outdoor seating for restaurants and other eating establishments that surround the plaza".

### **PCR#18-027**

The second request is for a special use permit to remove 40 parking spaces from the P3 parking lot and a special use permit to construct a private plaza as shown on the conceptual elevations and site plan which are attached in the P-3 parking lot. The applicant notes in their application “a new downtown, pedestrian friendly entertainment and event space will curated, consistent, scheduled and regular experimental and cultural and opportunities will invite increasing numbers of local, regional, and visiting audiences to shop, dine, linger and explore all of downtown Williamsburg”. They noted their objective is to “enhance an already vibrant, multi-use driven, flourishing Williamsburg town center that is an ever-growing magnet for residents and visitors to enjoy”. The applicant proposes uses such as art events, outdoor movies, staged musical or theatrical entertainment and dining. Installations within the plaza may include water features, outdoor furniture, a video wall, and expansion of outdoor restaurant seating.

### **CURRENT REGULATIONS**

#### **Comprehensive Plan**

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#### **Zoning**

These properties and properties to the east and south are zoned Downtown Business District B-1. Lands to the west and north are designated William and Mary, Downtown Business District B-1 and Colonial Williamsburg Historic Area CW.

The statement of intent for the Downtown Business District B-1 reads:

*This district is established to promote harmonious development and redevelopment in the downtown business areas adjacent to the Colonial Williamsburg district and the College of William and Mary. The regulations are designed to maintain and encourage the existing small scale pedestrian character of the area, and to encourage a harmonious mixture of commercial, residential, office and institutional uses.*

### **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.
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PCR#18-025; PCR#18-026 & PCR#18-027

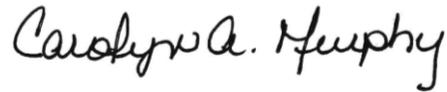
October 25, 2018

Page 4

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 the regular Planning Commission meeting on November 14, 2018.

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Carolyn A. Murphy, AICP  
Planning and Codes Compliance Director

**ORDINANCE #18-  
PROPOSED ORDINANCE #18-**

**AN ORDINANCE TO AMEND THE FOLLOWING PROVISIONS OF THE  
WILLIAMSBURG CITY CODE; CHAPTER 21, ZONING,  
ARTICLE I. SECTION 21-2 DEFINITIONS. BY ADDING A DEFINITION FOR PRIVATE  
PLAZA AND  
ARTICLE III. DISTRICT REGULATIONS. DIVISION 8. DOWNTOWN BUSINESS  
DISTRICT B-1  
BY ADDING PRIVATE PLAZA WITH A SPECIAL USE PERMIT  
(PCR #18-026)**

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 I. In General. Sec 21-2 Definitions by adding a definition for Private Plaza; and Article III. District Regulations, Division 8. Downtown Business District B-1, Sec. 21-294. Uses permitted with a special use permit, shall be amended to add subparagraph 8 as follows:

**ARTICLE I. IN GENERAL.**

**Sec. 21-2. Definitions.**

*Private plaza means a multipurpose area that allows flexibility of space within its boundaries, to include planned and passive activities such as festivals, art events, outdoor movies, staged musical or theatrical entertainment, which may also include fountains, benches, temporary installations, including temporary stages, lighting and sound equipment, recreational facilities, outdoor furniture and seating areas and outdoor seating for restaurants and other eating establishments that surround the plaza.*

**ARTICLE III. DISTRICT REGULATIONS.**

**DIVISION 8. DOWNTOWN BUSINESS DISTRICT B-1.**

**Sec. 21-294. Uses permitted with special use permit.**

Uses permitted in the downtown business district B-1 with a special use permit approved by the city council in accordance with Article II, Division 2, are as follows:

(8) ~~Reserved.~~ *Private Plaza.*

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

Adopted:

\_\_\_\_\_  
Paul T. Freiling, Mayor

Attest: \_\_\_\_\_  
Debi Burcham, Clerk of Council

# *The Colonial Williamsburg Foundation*

To feed the human spirit by sharing America's enduring story

October 8, 2018



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

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RE: Addendum to Letter dated September 19, 2019 (copy attached)

Dear Ms. Murphy:

Per our discussion about the removal of 40 parking spaces in the P3 parking lot for the conversion from parking to a private plaza:

Please add to our letter of September 19, 2019 and Application for a Special Use Permit our request to amend Section 21-709 of the Zoning Ordinance for Downtown Business District B-1, for the removal of 40 parking spaces in the P3 parking lot from the Downtown Parking District.

With respect to parking, as noted in the above referenced letter, changes to downtown parking generally, and in Merchants Square specifically would be minimal, with a loss of approximately 40 parking spaces out of 4,316 total parking spaces downtown, 1,080 of which are located in lots P1-P6. Approximately 8 parking spaces would be retained.

Based on the most recent parking study commissioned by the City of Williamsburg, there is significant excess parking capacity in downtown, as shown in the following chart, with data excerpted from the parking study. The loss of 40 parking spaces will retain more than 300 available spaces in Merchants Square during the busiest times on average weekends and weekdays during the spring and summer.

Thanks for your assistance with this process.

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

# *The Colonial Williamsburg Foundation*

To feed the human spirit by sharing America's enduring story

September 19, 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 conceptual plans for creation of a new private plaza on the site of the existing P3 parking lot in Merchants Square. In developing our concept, we have benefitted from guidance and advice from many City staff, as well as downtown property owners, merchants, and professionals.

We believe a new downtown, pedestrian friendly, entertainment and event space with curated, consistent, scheduled and regular experiential and cultural opportunities will invite increasing numbers of local, regional, and visiting audiences to shop, dine, linger, and explore all of downtown Williamsburg.

Our objective is to enhance an already vibrant, multi-use driven, flourishing Williamsburg town center that is an ever-growing magnet for residents and visitors to enjoy. Our plans include conversion of the P3 parking lot into a pedestrian and family-friendly area, to include service from surrounding restaurants.

Creation of the plaza would also include construction of new restroom facilities.

Because the site is located within the current Downtown Business District, by this letter, along with the attached application, Colonial Williamsburg is requesting a Zoning Text Change to the uses permitted within the Downtown Business District with a Special Use Permit in order to complete our planning for the proposed new pedestrian-friendly plaza, with uses such as art events, outdoor movies, staged musical or theatrical entertainment, and dining. Installations within the plaza may include water features, outdoor furniture, a video wall, and an expansion of the current outdoor restaurant seating.

Our specific request is to include new wording to Section 21-294 – Uses permitted with special use permit, that will permit the following within the Downtown Business District:

Private Plaza - a multipurpose area that allows flexibility of space within its boundaries, to include planned and passive activities such as festivals, art events, outdoor movies, staged musical or theatrical entertainment and which may also include fountains, benches, temporary installations, including temporary stages, lighting and sound equipment, recreational facilities, outdoor furniture and seating areas, and outdoor seating for restaurants and other eating establishments that surround the plaza.

A conceptual site plan and renderings accompany this letter.

Pending approval of the attached applications, permitting, etc., construction could begin in early January 2019 and would last approximately 4 months.

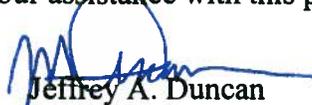
With respect to parking, changes to downtown parking generally, and in Merchants Square specifically would be minimal, with a loss of approximately 40 parking spaces out of 4,316 total parking spaces downtown, 1,080 of which are located in lots P1-P6. Approximately 8 parking spaces would be retained.

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<b>Spring Statistics</b>	<b>Total available parking</b>	<b>Highest weekday avg usage</b>	<b>Excess Capacity</b>	<b>Highest weekend avg usage</b>	<b>Excess Capacity</b>
Total downtown parking	4,326 spaces	62%	<b>1,643 spaces</b>	45%	<b>2,379 spaces</b>
Downtown parking (Merchants Square lots only, P1-P6)	1,080 spaces	74%	<b>280 spaces</b>	67%	<b>356 spaces</b>

<b>Summer Statistics</b>	<b>Total available parking</b>	<b>Highest weekday avg usage</b>	<b>Excess Capacity</b>	<b>Highest weekend avg usage</b>	<b>Excess Capacity</b>
Total downtown parking (restriping caused loss of 10 spaces between spring and summer measurements)	4,316 spaces	41%	<b>2,546 spaces</b>	36%	<b>2,762 spaces</b>
Downtown parking (Merchants Square lots only, P1-P6)	1,080 spaces	59%	<b>443 spaces</b>	64%	<b>389 spaces</b>

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: Neil Ellwein, Colonial Williamsburg  
 Ivy Stroud, Colonial Williamsburg



**CITY OF WILLIAMSBURG**  
MEMORANDUM

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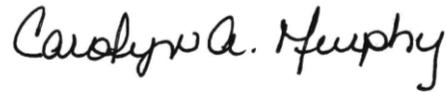
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Carolyn A. Murphy, AICP  
Planning and Codes Compliance Director



STEMANN | PEASE  
ARCHITECTURE



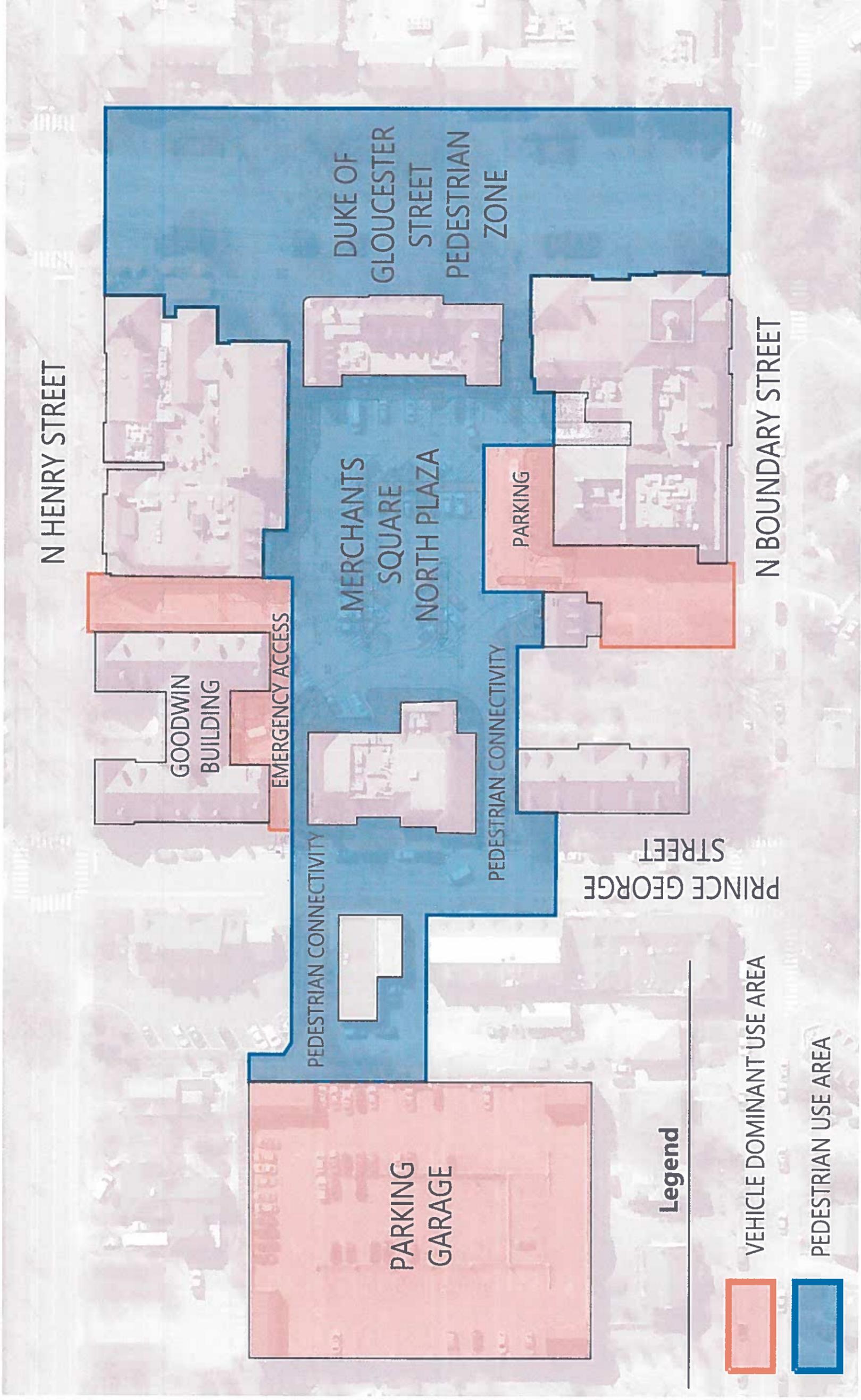
# Merchants Square North Plaza

## Concept Design

Merchants Square | Williamsburg, Virginia

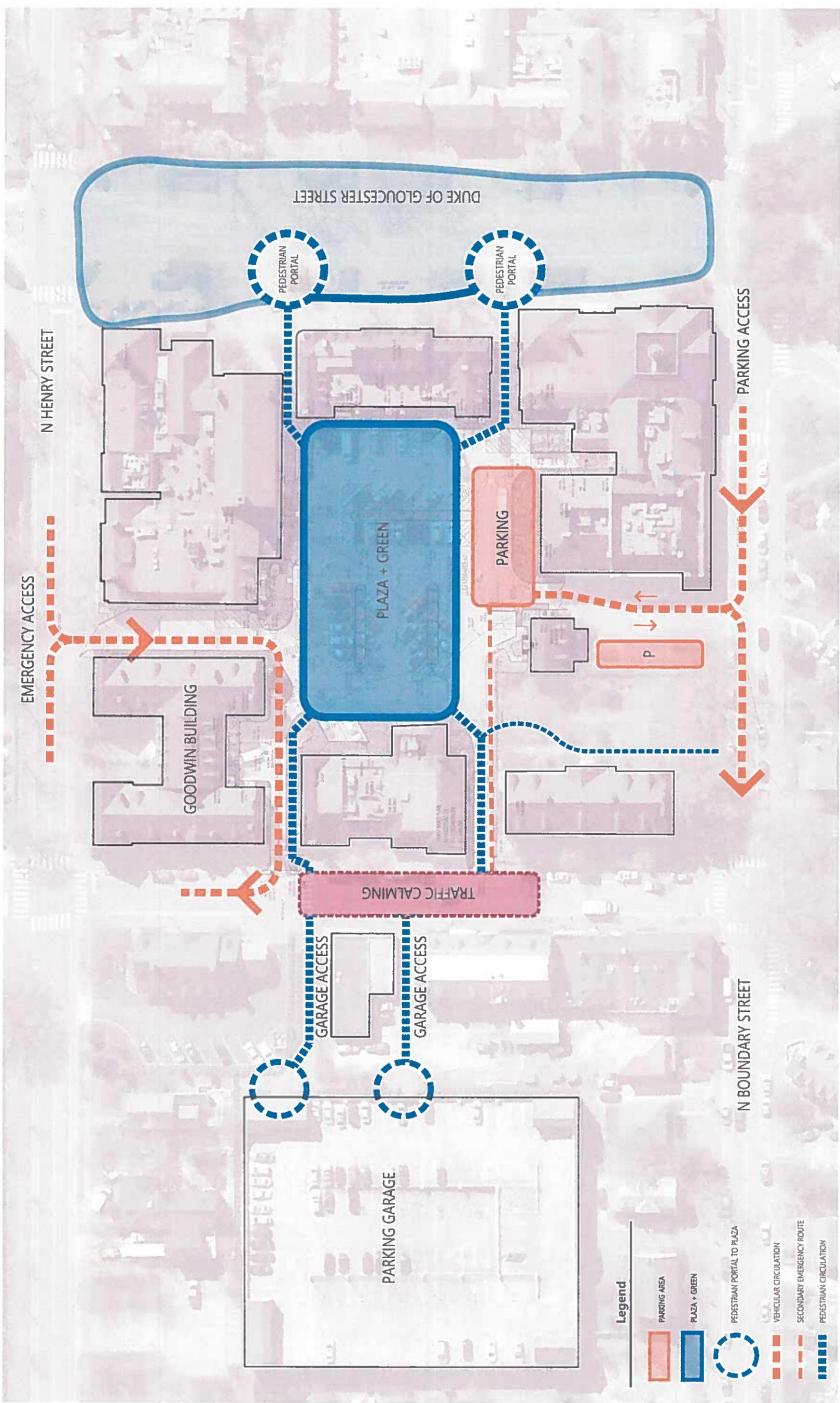
June 13, 2018

*Colonial Williamsburg*



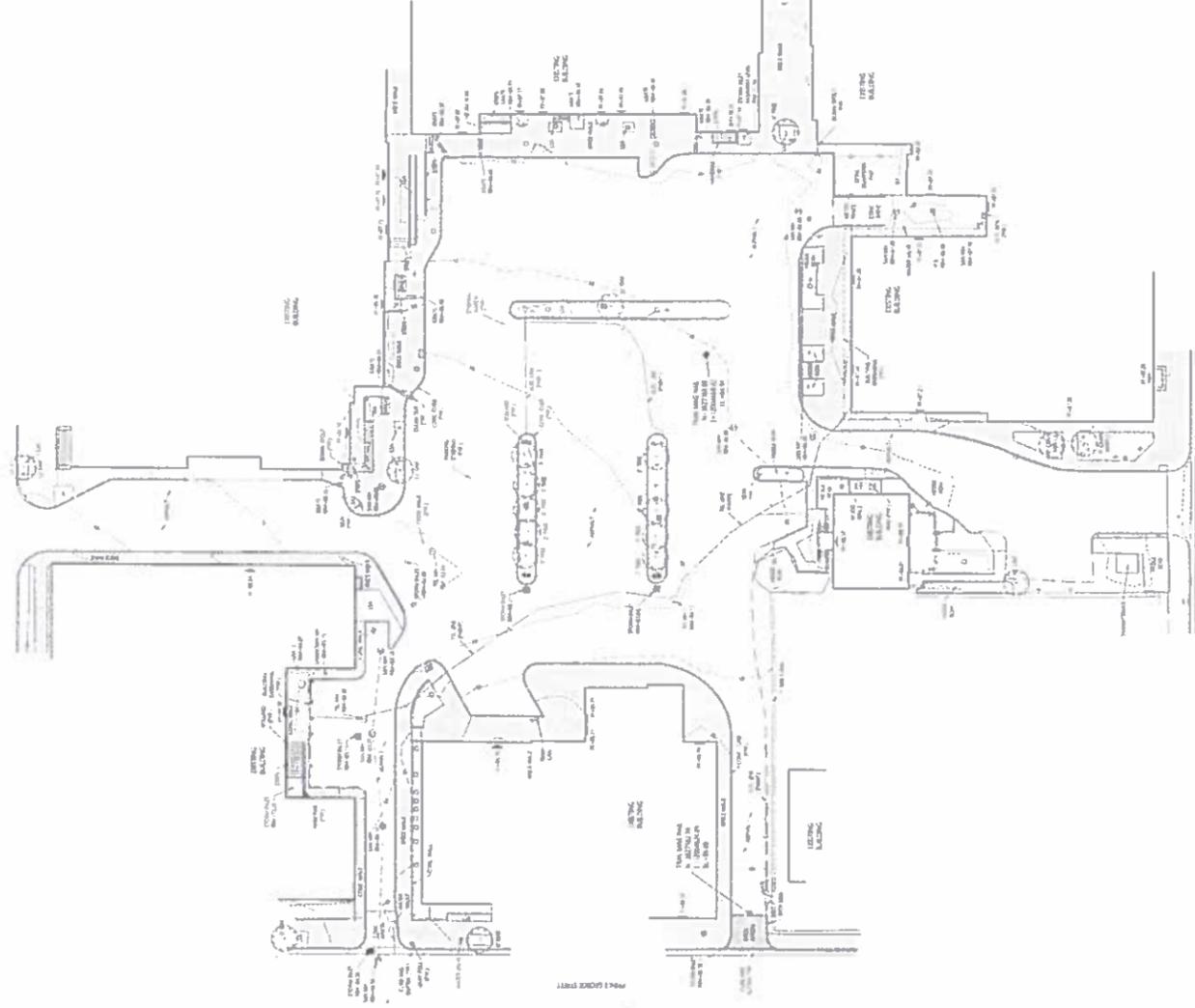
spatial use diagram





concept diagram



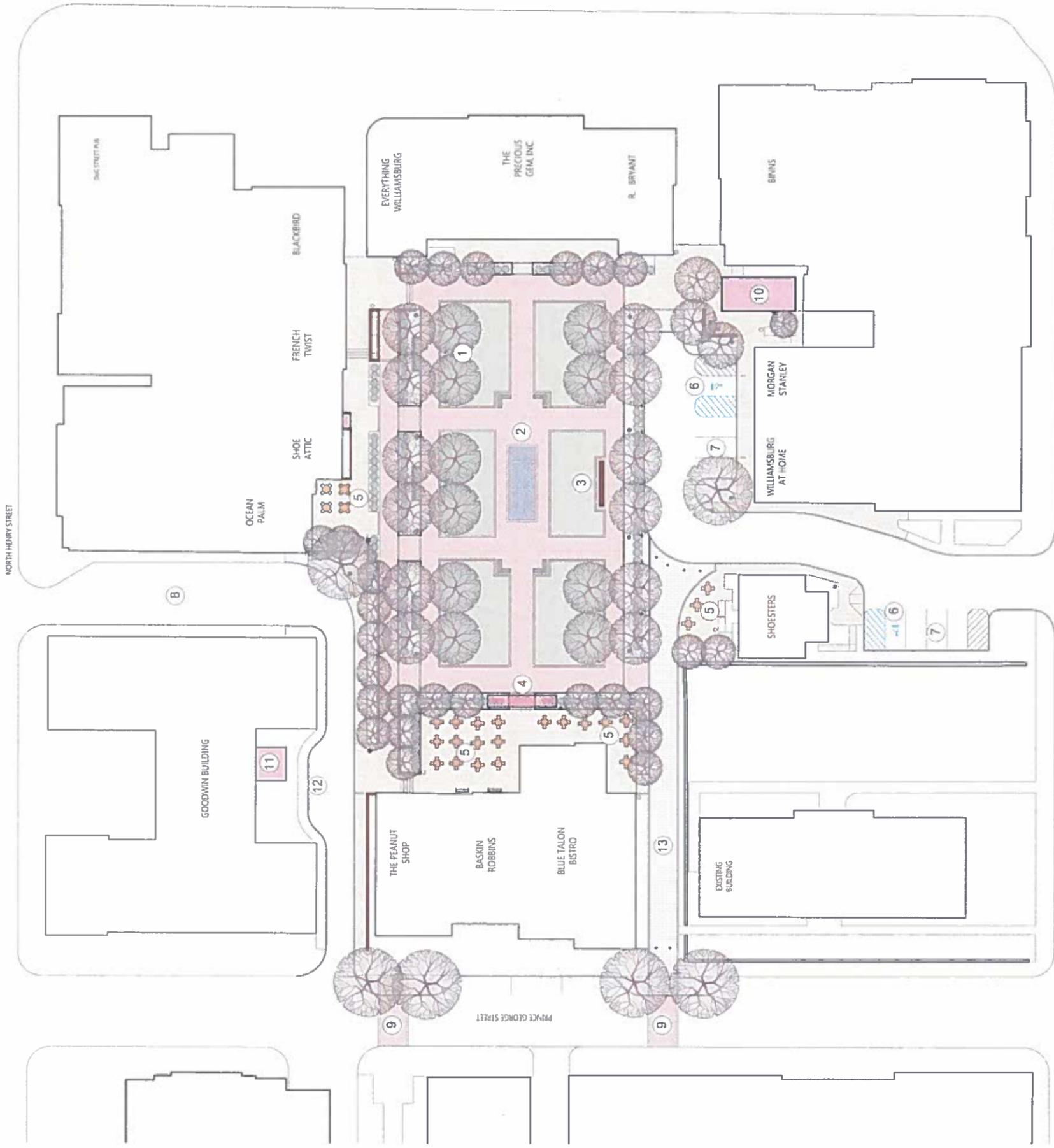


merchants square north plaza  
concept design



orthophotography + survey

STEMANN | PEASE  
ARCHITECTURE



- Legend**
- 1 Lawn Area with Irrigation
  - 2 Interactive Fountain
  - 3 Projector Screen
  - 4 Architectural Feature
  - 5 Outdoor Seating
  - 6 Accessible Parking
  - 7 Parking
  - 8 Service and Fire Access
  - 9 New Crosswalks with Traffic Calming Features
  - 10 Re-purpose Existing Dumpster Enclosure Area
  - 11 Proposed Elevator for Goodwin Building
  - 12 Goodwin Building Drop Off
  - 13 Pedestrian and Emergency Access

- Landscape Legend**
- Large Evergreen Shrubs
  - Evergreen Hedge
  - Deciduous Shrubs
  - Flowering Tree
  - Medium Tree
  - Shade Tree

**merchants square north plaza**  
concept design

concept site plan





view looking northwest - before



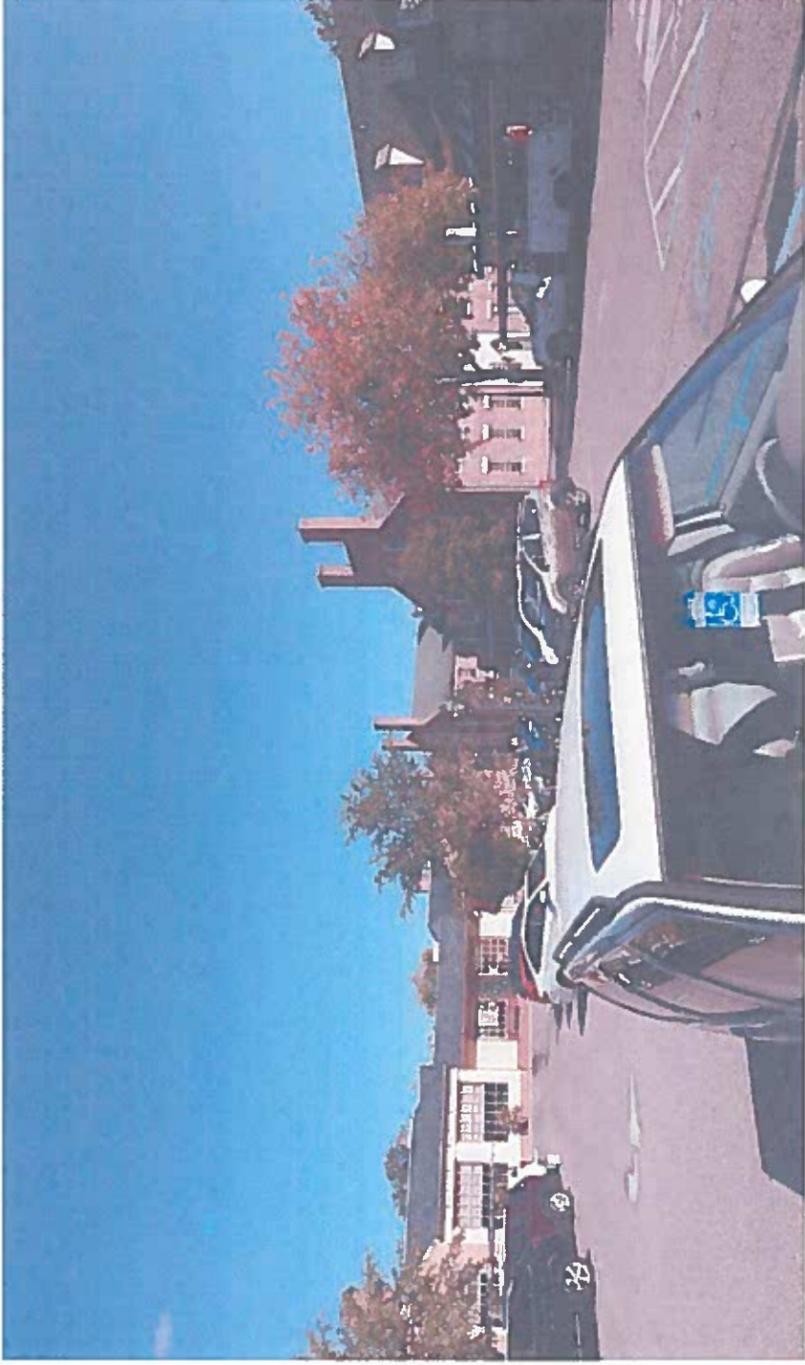
view looking northwest - after

**merchants square north plaza**  
concept design



comparison illustrations

STEMANN | PEASE  
ARCHITECTURE



view looking northeast - before



view looking northeast - after

**merchants square north plaza**  
concept design



comparison illustrations

STEMANN | PEASE  
ARCHITECTURE



bird's eye view looking south towards Duke of Gloucester Street

**merchants square north plaza**  
concept design



conceptual illustrations

STEMANN | PEASE  
ARCHITECTURE



perspective looking north from southeast Duke of Gloucester Street access point

**merchants square north plaza**  
concept design



conceptual illustrations

STEMANN | PEASE  
ARCHITECTURE



perspective view looking north of community green space

**merchants square north plaza**  
concept design



STEMANN | PEASE  
ARCHITECTURE



perspective view looking northeast of community green space

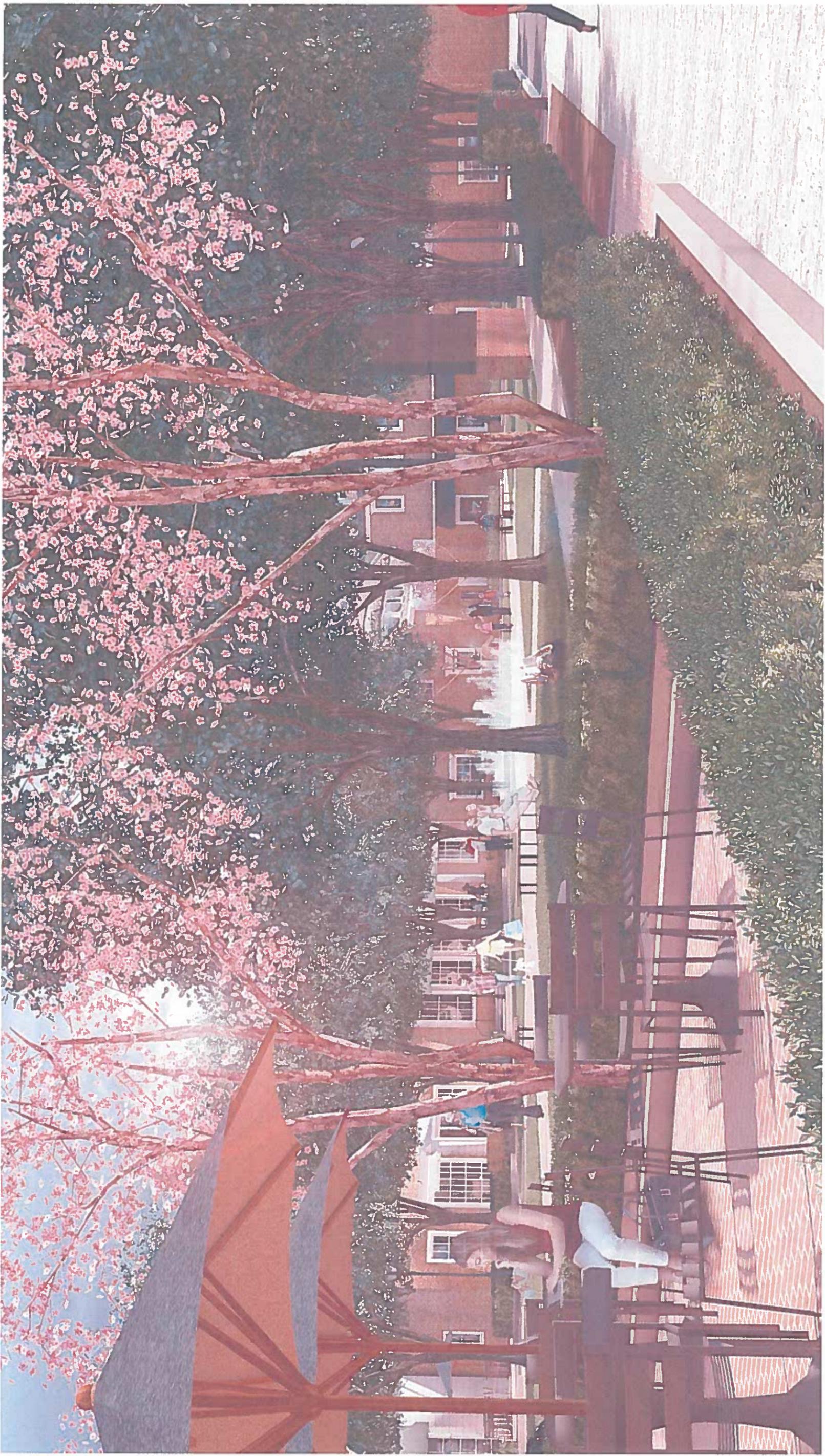
## **merchants square north plaza**

concept design

conceptual illustrations



STEMANN | PEASE  
ARCHITECTURE



perspective view looking south from northwest Prince George Street access point

**merchants square north plaza**  
concept design



STEMANN | PEASE  
ARCHITECTURE

conceptual illustrations



perspective view looking south of community green space

**merchants square north plaza**  
concept design



conceptual illustrations

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ARCHITECTURE



perspective view looking southwest of interactive fountain and video display

**merchants square north plaza**  
concept design



STEMANN | PEASE  
ARCHITECTURE

conceptual illustrations



perspective view looking south from behind Goodwin Building

**merchants square north plaza**  
concept design

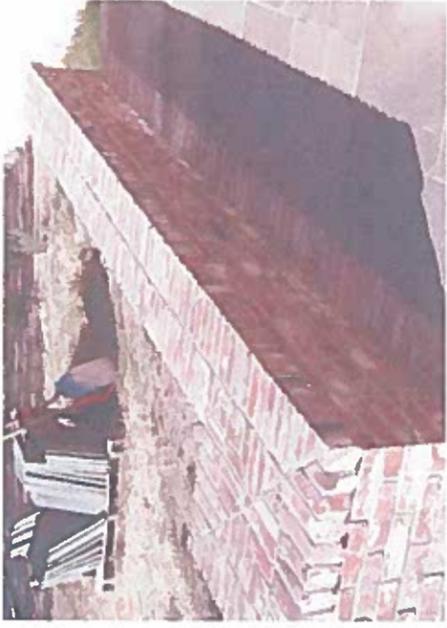


conceptual illustrations

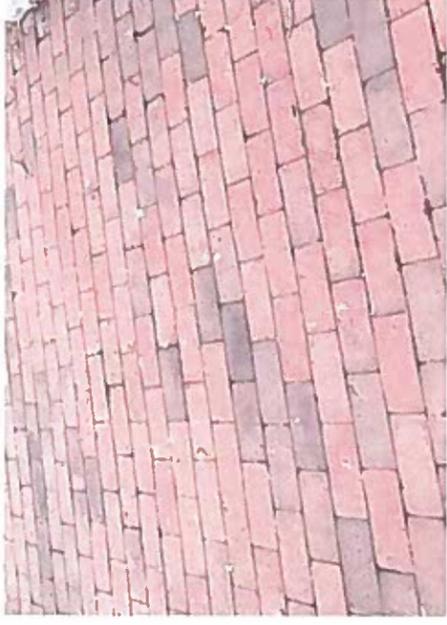
STEMANN | PEASE  
ARCHITECTURE



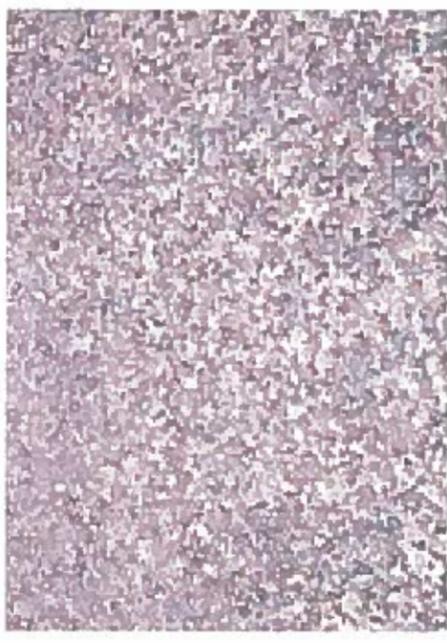
Brick Steps w/ Bluestone Cap



Brick Seat Wall



Brick Paving



Exposed Aggregate Paving



Granite Steps



Granite Seat Wall



Granite Cobble Paving



Granite Paving



Trench Drain



Trash Receptacle



Wood Bench



Wood Fencing

merchants square north plaza  
concept design

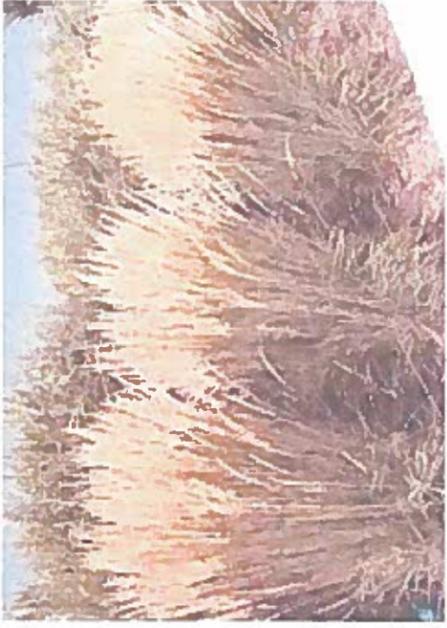
materials palette



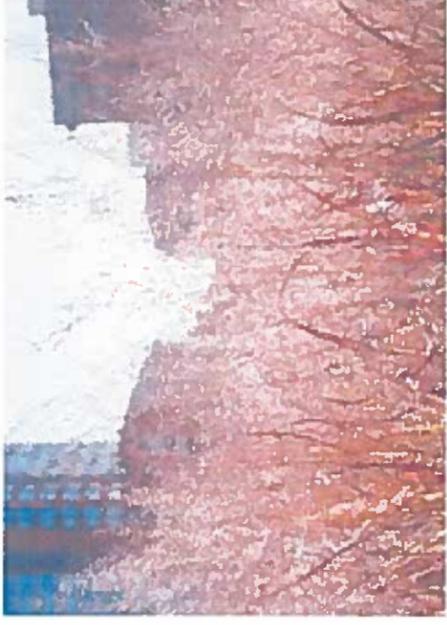
STEMANN | PEASE  
ARCHITECTURE



*'Allee' Lacebark Elm*



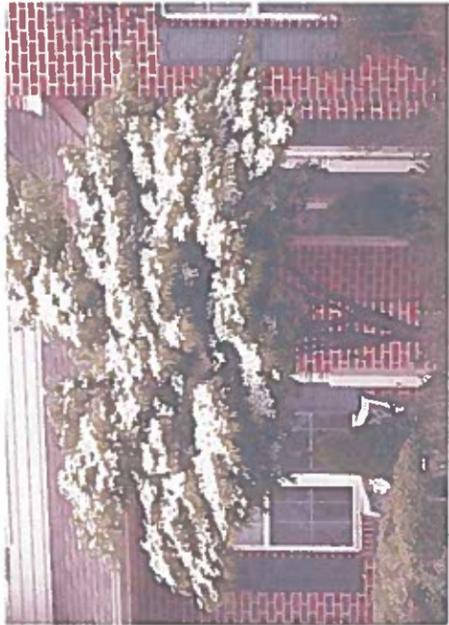
*Overdam Feather Reed Grass*



*Switchgrass*



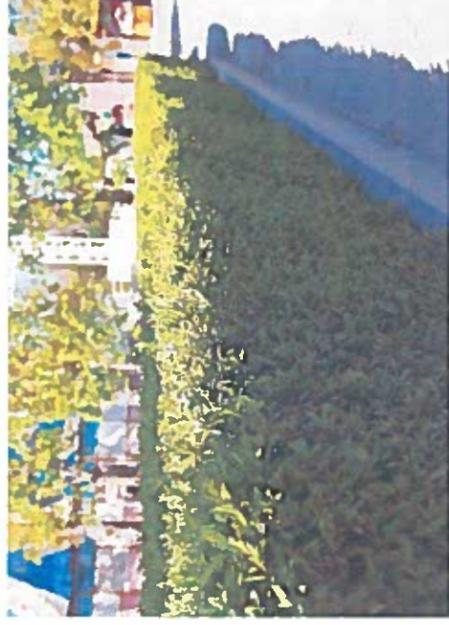
*Prairie Blues Bluestem*



*Kousa Dogwood*



*Little Henry Virginia Sweetpire*



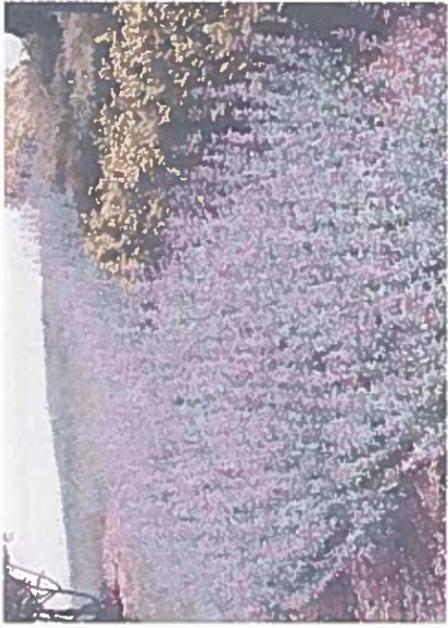
*Green Velvet Boxwood*



*Japanese Privet*



*Natchez Crapeyrtle*



*Walker's Low Catmint*



*Ice Dance Sedge*



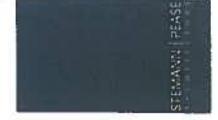
*Big Blue Liriope*

merchants square north plaza  
concept design



plant palette

STEMANN | PEASE  
ARCHITECTURE

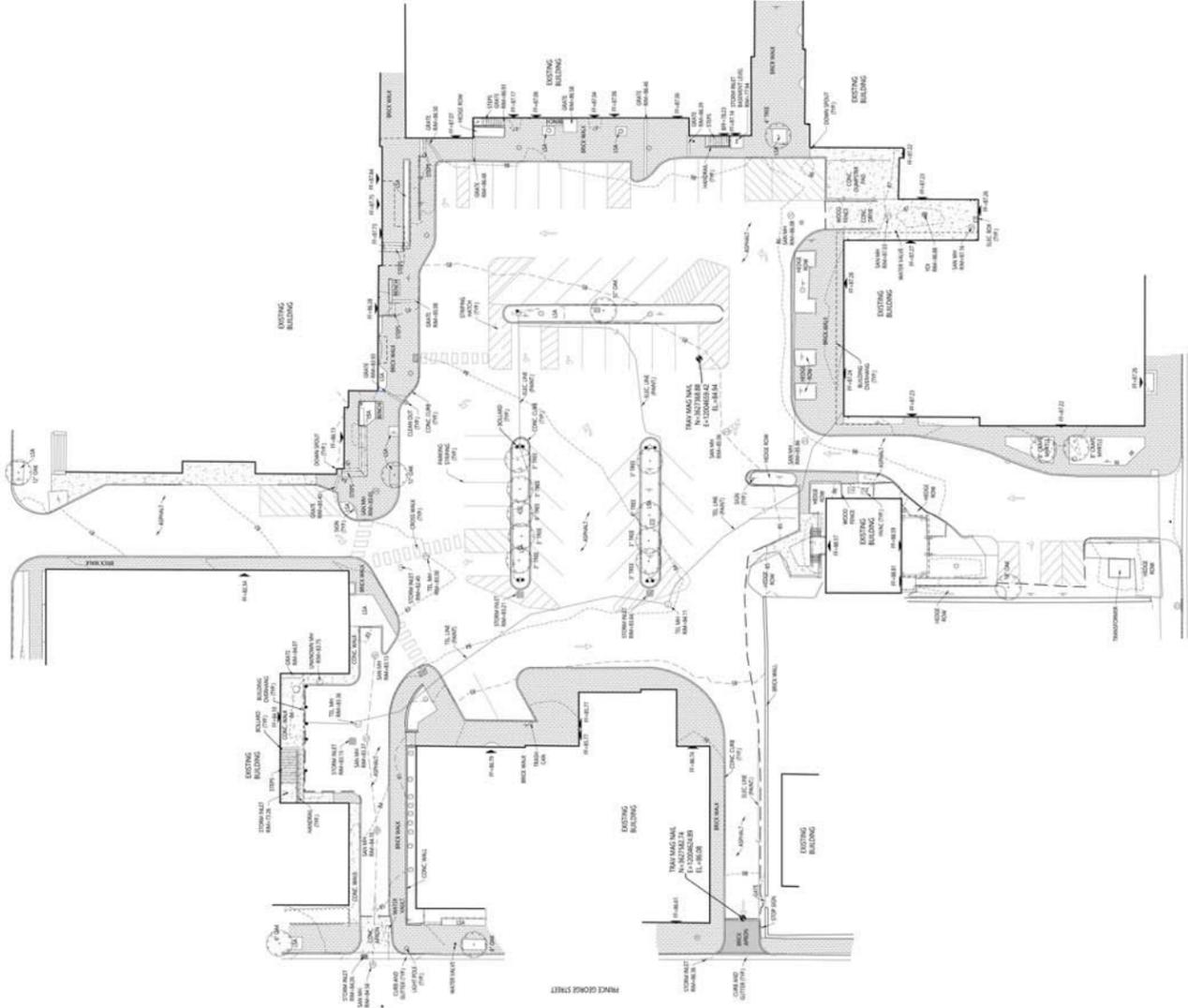


# Merchant's Square North Plaza

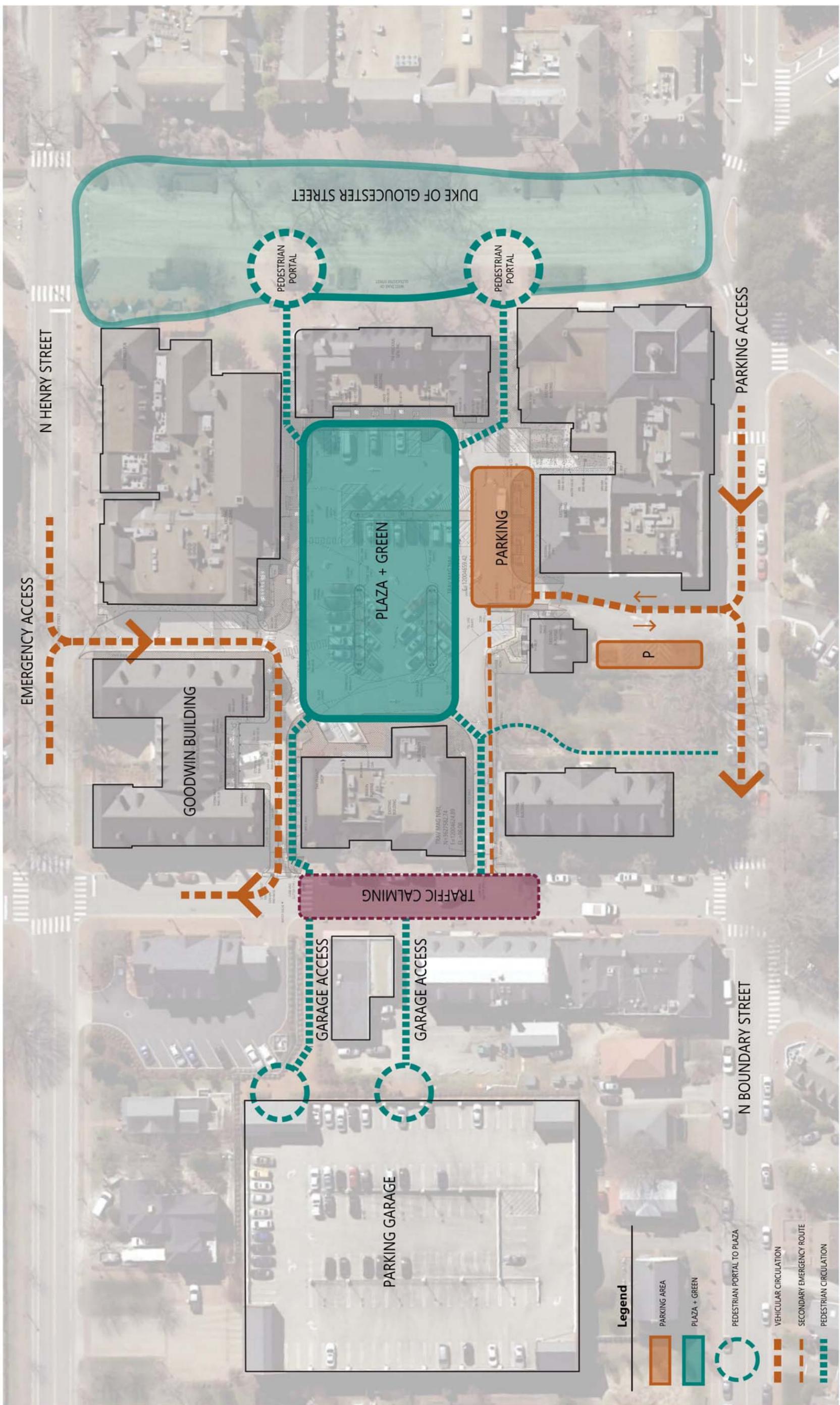
City of Williamsburg ARB Conceptual Review Package



**merchants square north plaza**  
concept design



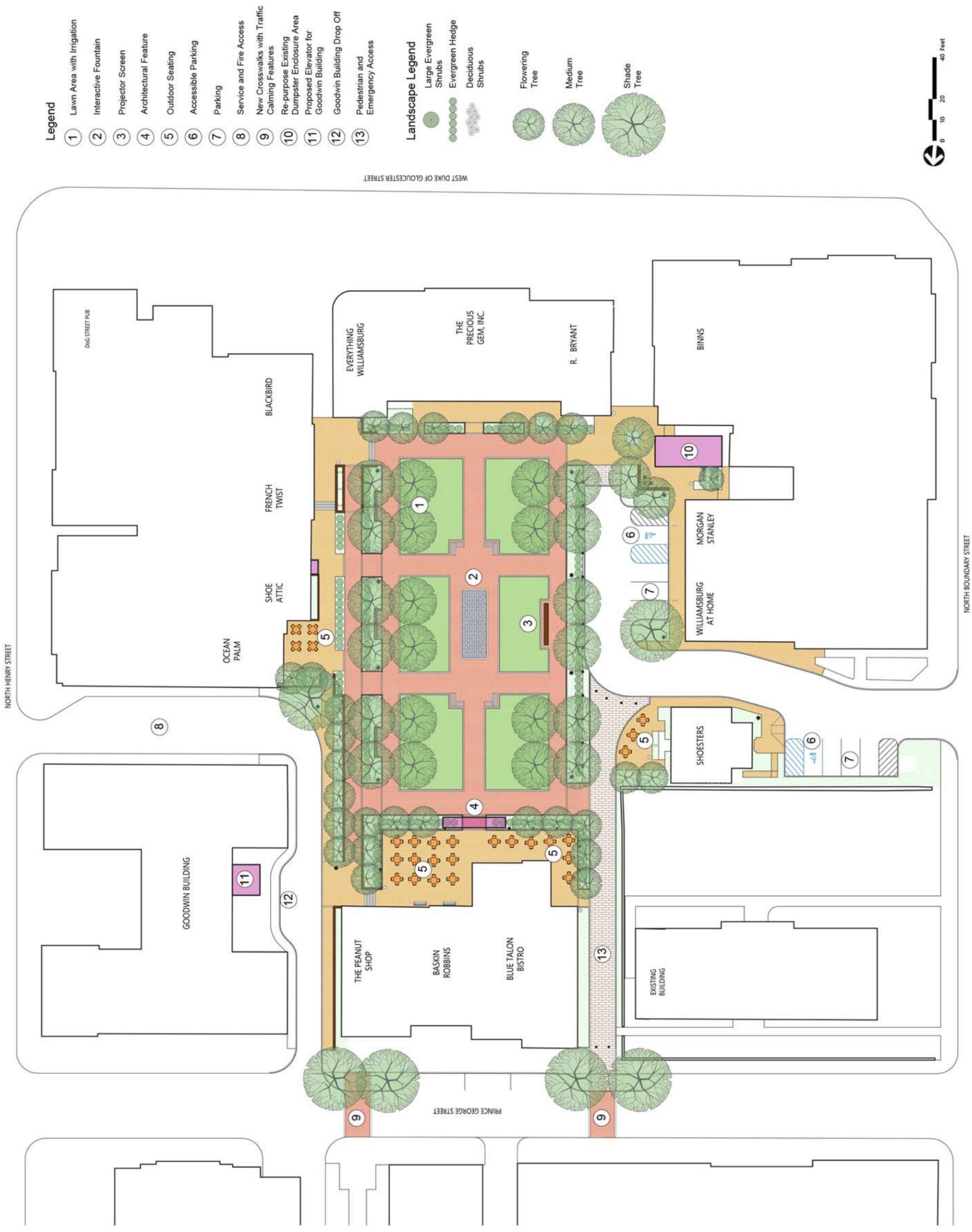
orthophotography + survey



**Legend**

-  PARKING AREA
-  PLAZA + GREEN
-  PEDESTRIAN PORTAL TO PLAZA
-  VEHICULAR CIRCULATION
-  SECONDARY EMERGENCY ROUTE
-  PEDESTRIAN CIRCULATION

concept diagram



**Legend**

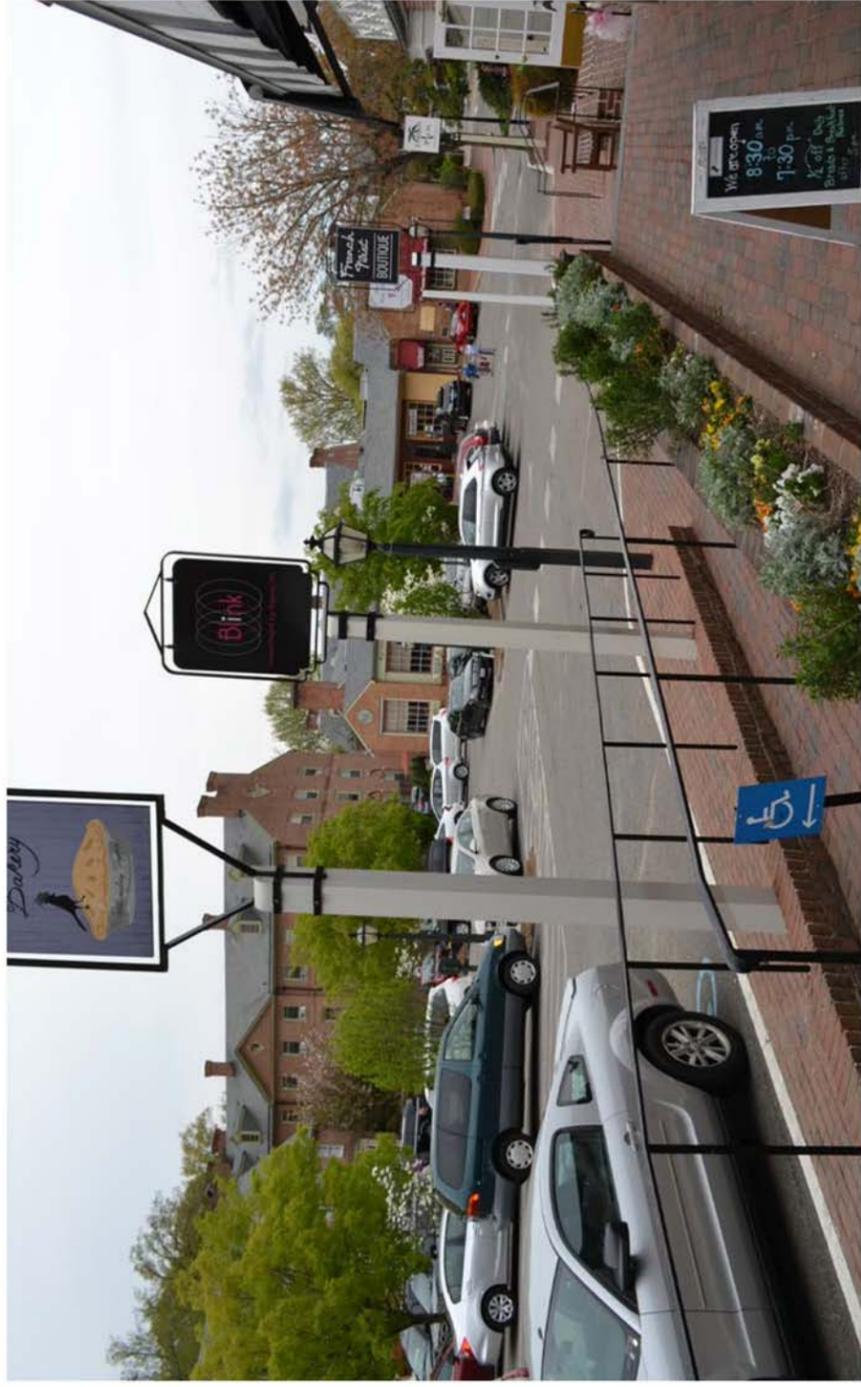
- 1 Lawn Area with Irrigation
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- 3 Projector Screen
- 4 Architectural Feature
- 5 Outdoor Seating
- 6 Accessible Parking
- 7 Parking
- 8 Service and Fire Access
- 9 New Crosswalks with Traffic Calming Features
- 10 Re-purpose Existing Dumpster Enclosure Area
- 11 Proposed Elevator for Goodwin Building
- 12 Goodwin Building Drop Off
- 13 Pedestrian and Emergency Access

**Landscape Legend**

- Large Evergreen Shrubs
- Evergreen Hedge
- Deciduous Shrubs
- Flowering Tree
- Medium Tree
- Shade Tree

**merchants square north plaza**  
concept design

concept site plan



view looking northwest - before



view looking northwest - after

**merchants square north plaza**  
concept design

comparison illustrations



view looking northeast - **before**



view looking northeast - **after**

**merchants square north plaza**  
concept design

comparison illustrations



bird's eye view looking south towards Duke of Gloucester Street

## **merchants square north plaza**

concept design

conceptual illustrations



perspective looking north from southeast Duke of Gloucester Street access point

## **merchants square north plaza**

concept design

conceptual illustrations





perspective view looking northeast of community green space

## **merchants square north plaza**

concept design

conceptual illustrations



perspective view looking south from northwest Prince George Street access point

## **merchants square north plaza**

concept design

conceptual illustrations



perspective view looking south of community green space

## **merchants square north plaza**

concept design

conceptual illustrations



perspective view looking southwest of interactive fountain and video display

## **merchants square north plaza**

concept design

conceptual illustrations



perspective view looking south from behind Goodwin Building

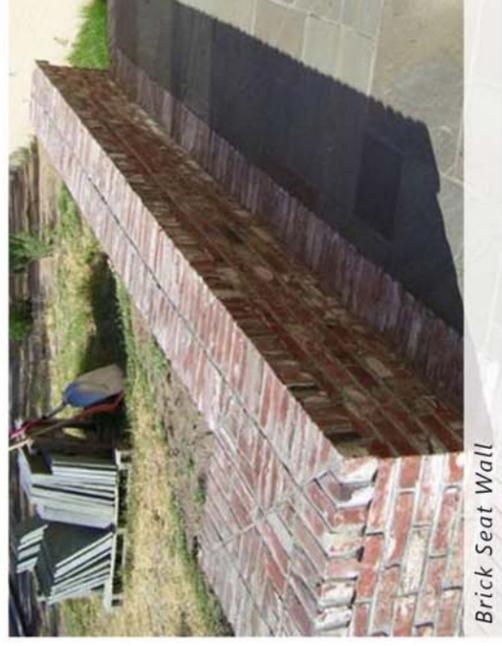
## **merchants square north plaza**

concept design

conceptual illustrations



Brick Steps w/ Bluestone Cap



Brick Seat Wall



Brick Paving



Exposed Aggregate Paving



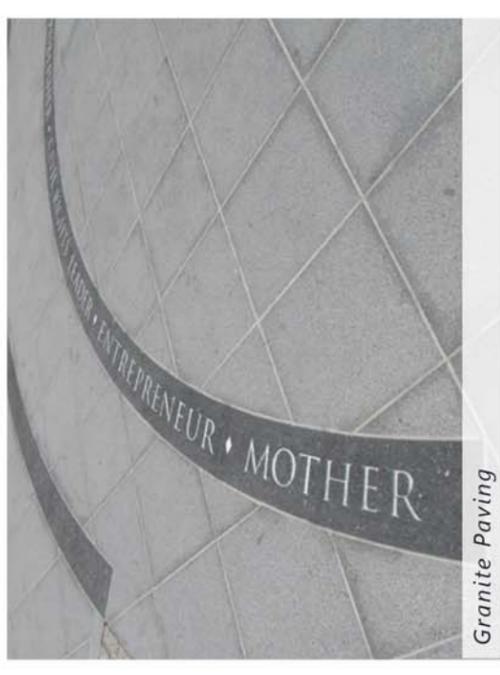
Granite Steps



Granite Seat Wall



Granite Cobble Paving



Granite Paving



Trench Drain



Trash Receptacle



Wood Bench



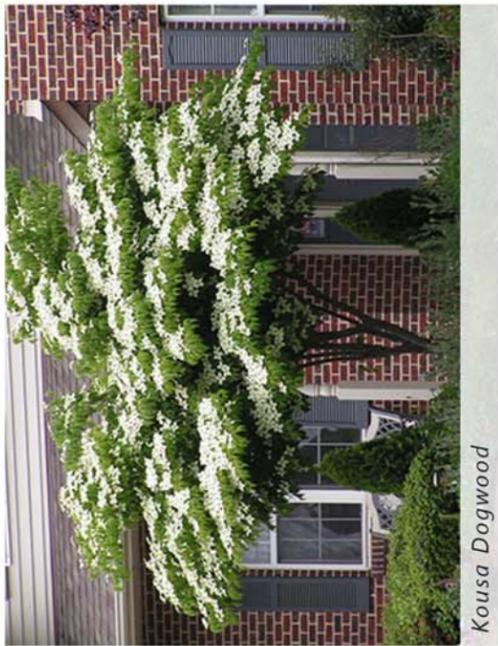
Wood Fencing

**merchants square north plaza**  
concept design

materials palette



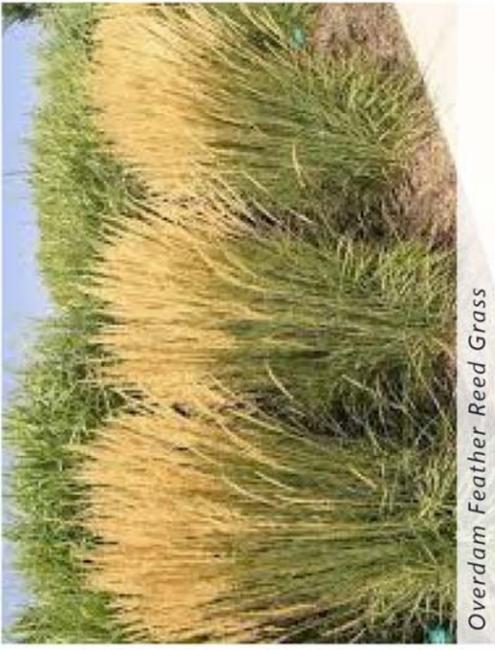
'Allee' Lacebark Elm



Kousa Dogwood



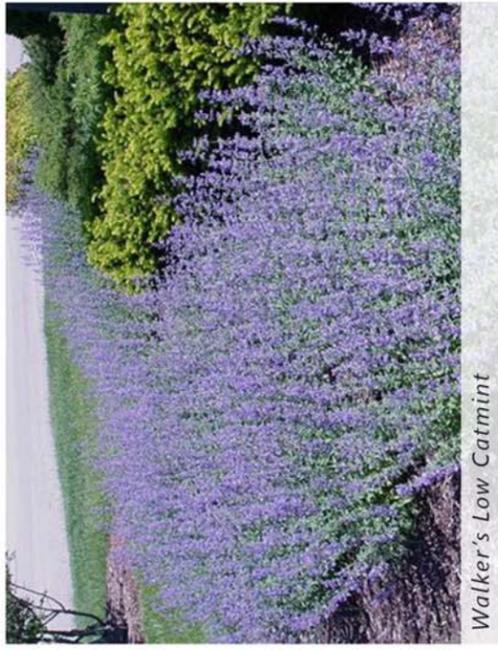
Natchez Crapemyrtle



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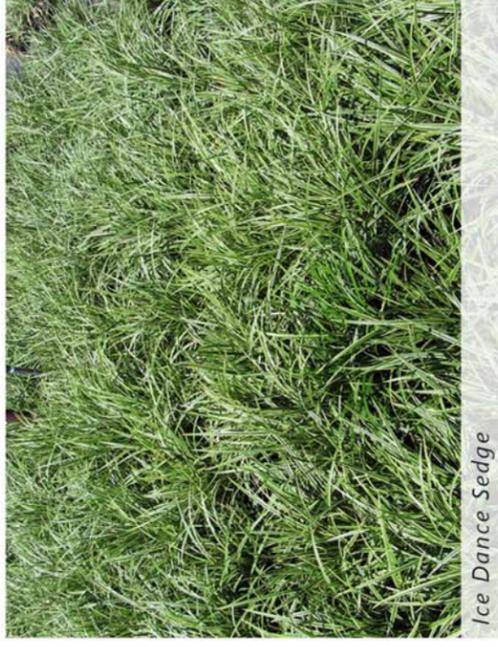
Walker's Low Catmint



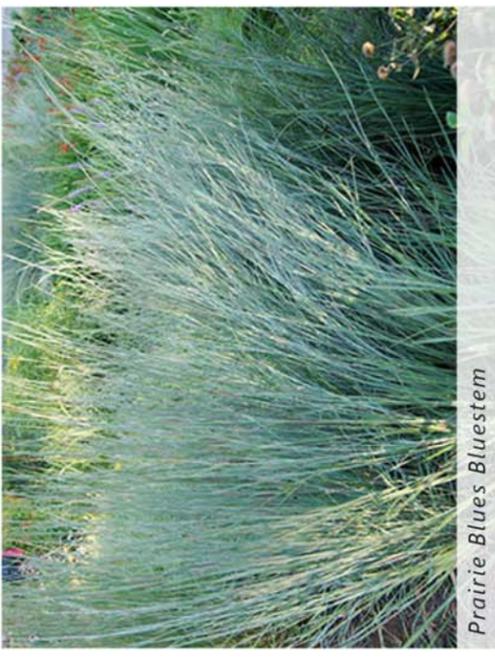
Switchgrass



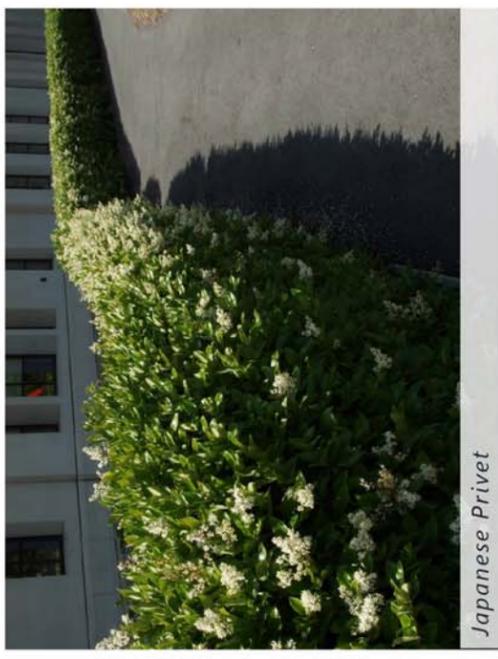
Green Velvet Boxwood



Ice Dance Sedge



Prairie Blues Bluestem



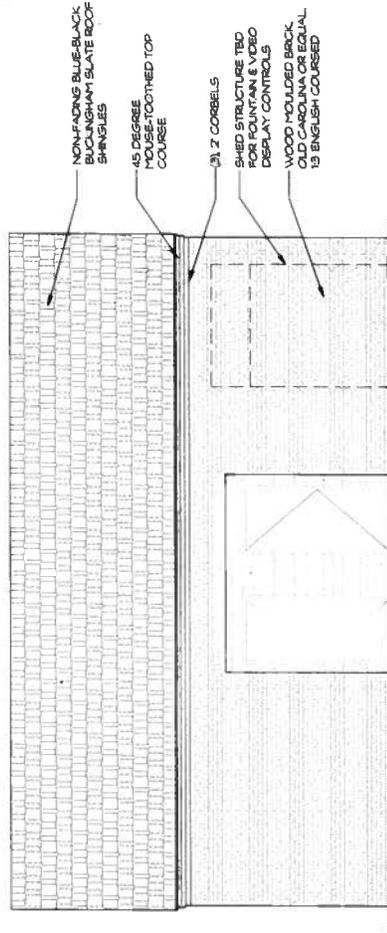
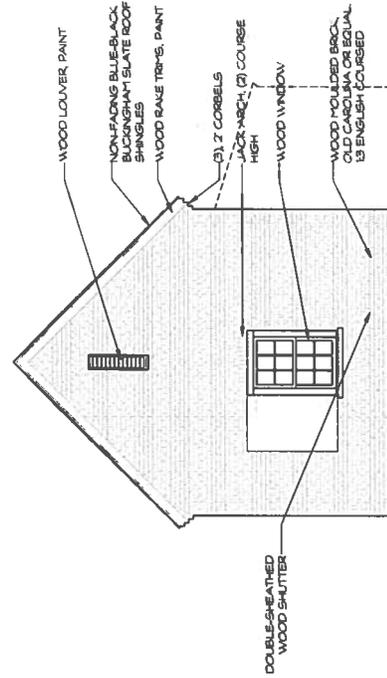
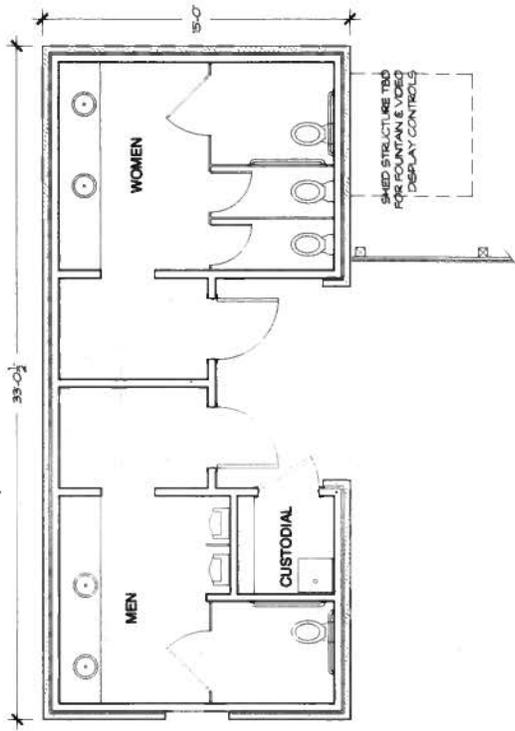
Japanese Privet



Big Blue Liriope

**merchants square north plaza**  
concept design

plant palette



restroom building study

# merchants square north plaza concept design

# *The Colonial Williamsburg Foundation*

To feed the human spirit by sharing America's enduring story

October 8, 2018



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

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RE: Addendum to Letter dated September 19, 2019 (copy attached)

Dear Ms. Murphy:

Per our discussion about the removal of 40 parking spaces in the P3 parking lot for the conversion from parking to a private plaza:

Please add to our letter of September 19, 2019 and Application for a Special Use Permit our request to amend Section 21-709 of the Zoning Ordinance for Downtown Business District B-1, for the removal of 40 parking spaces in the P3 parking lot from the Downtown Parking District.

With respect to parking, as noted in the above referenced letter, changes to downtown parking generally, and in Merchants Square specifically would be minimal, with a loss of approximately 40 parking spaces out of 4,316 total parking spaces downtown, 1,080 of which are located in lots P1-P6. Approximately 8 parking spaces would be retained.

Based on the most recent parking study commissioned by the City of Williamsburg, there is significant excess parking capacity in downtown, as shown in the following chart, with data excerpted from the parking study. The loss of 40 parking spaces will retain more than 300 available spaces in Merchants Square during the busiest times on average weekends and weekdays during the spring and summer.

Thanks for your assistance with this process.

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

# *The Colonial Williamsburg Foundation*

To feed the human spirit by sharing America's enduring story

September 19, 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 conceptual plans for creation of a new private plaza on the site of the existing P3 parking lot in Merchants Square. In developing our concept, we have benefitted from guidance and advice from many City staff, as well as downtown property owners, merchants, and professionals.

We believe a new downtown, pedestrian friendly, entertainment and event space with curated, consistent, scheduled and regular experiential and cultural opportunities will invite increasing numbers of local, regional, and visiting audiences to shop, dine, linger, and explore all of downtown Williamsburg.

Our objective is to enhance an already vibrant, multi-use driven, flourishing Williamsburg town center that is an ever-growing magnet for residents and visitors to enjoy. Our plans include conversion of the P3 parking lot into a pedestrian and family-friendly area, to include service from surrounding restaurants.

Creation of the plaza would also include construction of new restroom facilities.

Because the site is located within the current Downtown Business District, by this letter, along with the attached application, Colonial Williamsburg is requesting a Zoning Text Change to the uses permitted within the Downtown Business District with a Special Use Permit in order to complete our planning for the proposed new pedestrian-friendly plaza, with uses such as art events, outdoor movies, staged musical or theatrical entertainment, and dining. Installations within the plaza may include water features, outdoor furniture, a video wall, and an expansion of the current outdoor restaurant seating.

Our specific request is to include new wording to Section 21-294 – Uses permitted with special use permit, that will permit the following within the Downtown Business District:

Private Plaza - a multipurpose area that allows flexibility of space within its boundaries, to include planned and passive activities such as festivals, art events, outdoor movies, staged musical or theatrical entertainment and which may also include fountains, benches, temporary installations, including temporary stages, lighting and sound equipment, recreational facilities, outdoor furniture and seating areas, and outdoor seating for restaurants and other eating establishments that surround the plaza.

A conceptual site plan and renderings accompany this letter.

Pending approval of the attached applications, permitting, etc., construction could begin in early January 2019 and would last approximately 4 months.

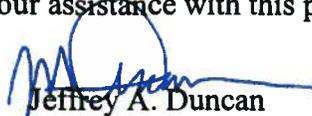
With respect to parking, changes to downtown parking generally, and in Merchants Square specifically would be minimal, with a loss of approximately 40 parking spaces out of 4,316 total parking spaces downtown, 1,080 of which are located in lots P1-P6. Approximately 8 parking spaces would be retained.

Based on the most recent parking study commissioned by the City of Williamsburg, there is significant excess parking capacity in downtown, as shown in the following chart, with data excerpted from the parking study. The loss of 40 parking spaces will retain more than 300 available spaces in Merchants Square during the busiest times on average weekends and weekdays during the spring and summer.

Spring Statistics	Total available parking	Highest weekday avg usage	Excess Capacity	Highest weekend avg usage	Excess Capacity
Total downtown parking	4,326 spaces	62%	1,643 spaces	45%	2,379 spaces
Downtown parking (Merchants Square lots only, P1-P6)	1,080 spaces	74%	280 spaces	67%	356 spaces

Summer Statistics	Total available parking	Highest weekday avg usage	Excess Capacity	Highest weekend avg usage	Excess Capacity
Total downtown parking (restriping caused loss of 10 spaces between spring and summer measurements)	4,316 spaces	41%	2,546 spaces	36%	2,762 spaces
Downtown parking (Merchants Square lots only, P1-P6)	1,080 spaces	59%	443 spaces	64%	389 spaces

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: Neil Ellwein, Colonial Williamsburg  
 Ivy Stroud, Colonial Williamsburg



## COMPREHENSIVE PLAN

This property is designated as *Public and Semi-Public* in the 2013 Comprehensive Plan, which includes government facilities, churches, public and private schools, fraternal organizations, nursing homes and cemeteries. Land to the north and east are designated *Low Density Single Family Detached Residential* land use and *Corridor Commercial* land use with lands to the south and west designated *Corridor Commercial, Economic Development, William and Mary and Parks, Parkway and Recreation* land use.

## ZONING

This property is zoned Single-Family Dwelling District RS-2. The property to the north and east are zoned RS-2 and B-2 with lands to the south and west zoned B-2, ED-2, WM and RS-2.

The RS-2 District allows, with a special use permit, “Public or private elementary, middle and high schools, colleges and universities; and including temporary classroom facilities when accessory to and on the same lot as a school located in a permanent building.”

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

*This district is established as a single-family residential area with low population density. The regulations for this district are designed to stabilize and protect the essential characteristics of the land and to promote and encourage a suitable environment for family life. To these ends, development is limited to a relatively low density and permitted uses are limited basically to providing homes for the residents. Certain additional uses that may be compatible with single-family neighborhoods, such as churches, schools and day care centers, may be allowed with the issuance of special permits.*

The special use permit section of the Zoning Ordinance (Sec. 21-43) 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 14, 2018.

A handwritten signature in black ink, appearing to read 'E. B.', with a long horizontal line extending to the right.

Erin Burke,  
Principal Planner

