



**PUBLIC NOTICE
WILLIAMSBURG CITY COUNCIL**

The Williamsburg City Council will hold public hearings on Thursday, December 13, 2018 at 2:00 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 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, Thursday, December 6, 2018.

Debi Burcham
Clerk of Council



CITY OF WILLIAMSBURG

MEMORANDUM

DATE: November 20, 2018

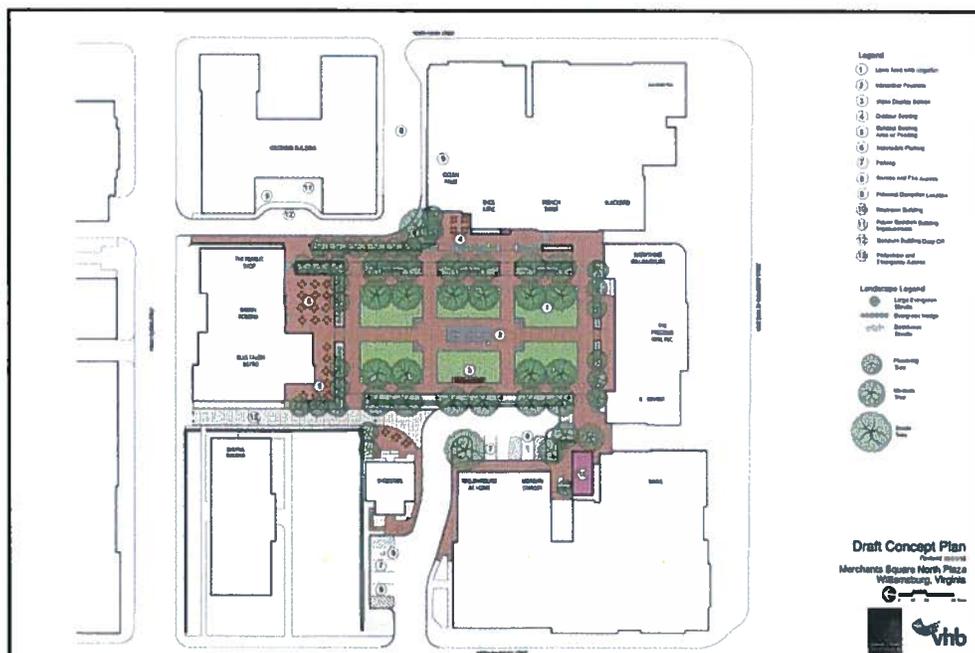
SUBJECT: **PCR#18-025:** Request by the City to amend Section 21-710(c) to require a special use permit for the removal of any parking spaces existing in parking lots in the Downtown Parking District.

PCR#18-026: Request of the Colonial Williamsburg Foundation to amend the Zoning Ordinance to add a private plaza definition and to require a special use permit for a private plaza 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

The 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 as well as 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. The applicant notes in their application “a new downtown, pedestrian friendly entertainment and event space with 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 relates 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.*

The ordinance allows 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.

Archaeological

This site is located in an archaeological protection district. An archaeological evaluation report has been prepared by Mark Kostro, Archaeologist with Colonial Williamsburg. A copy of the report is attached for review and consideration. The report states "a review of the documentary and archaeological evidence relating to the historical development of Block 23 indicates that the lot's eighteenth and nineteenth century development was predominately along Duke of Gloucester and Prince George Streets, and for the most part, is outside the Goodwin Square development area". The development plans for Goodwin Square include very limited excavation and will require extensive landfilling to raise the grade as much as three feet within the center of the development area to meet elevations along the area's perimeter. Therefore, any cultural resources within this area will be protected. To protect any resources from being destroyed it is recommended that the Colonial Williamsburg's Department of Archaeology monitor any demolition and record the locations of any archaeological features that are exposed prior to construction of the plaza or for the Dunlop family cemetery area.

Architectural Review Board

The Architectural Review Board reviewed and conceptually approved the design of the plaza at their October 9, 2018 meeting (ARB#18-106). I am attaching a copy of the minutes from that meeting.

Site Plan Review Committee

The Site Plan Review Committee reviewed the request at their October 17, 2018 meeting. Committee members were in favor of the conversion and expressed concerns with trash removal and signage for parking located off North Boundary Street. The applicant has revised the conceptual site plan to provide for trash containers adjacent to the plaza and will develop a sign packet for approval with the final site plan if a special use permit is granted.

ANALYSIS

PCR#18-025

The Downtown Parking District was approved on April 11, 2013. The intent was to establish special parking requirements appropriate to the unique character of the district. The District was established to allow property owners the flexibility to redevelop their property or to change a business use in their building without having to provide for additional parking. In this district, you must provide one off-street parking space for each residential unit. Senior housing requires one space for every two units. No off-street parking is required for non-residential uses located in the district. It is implied in the Zoning Ordinance that removal of parking spaces is not allowed unless approval is granted. Staff is requesting this change to make it clear that the removal of any parking in the Downtown Parking District requires a special use permit approved by City Council. Therefore, staff is recommending that Section 21-710(c) of the Zoning Ordinance be clarified to amend 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. This is necessary regardless of the outcome for Colonial Williamsburg's request for the P3 parking lot because this clarification is needed for the removal of any parking spaces in the Downtown Parking District.

PCR#18-026

This is a request 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 of the applicant 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.

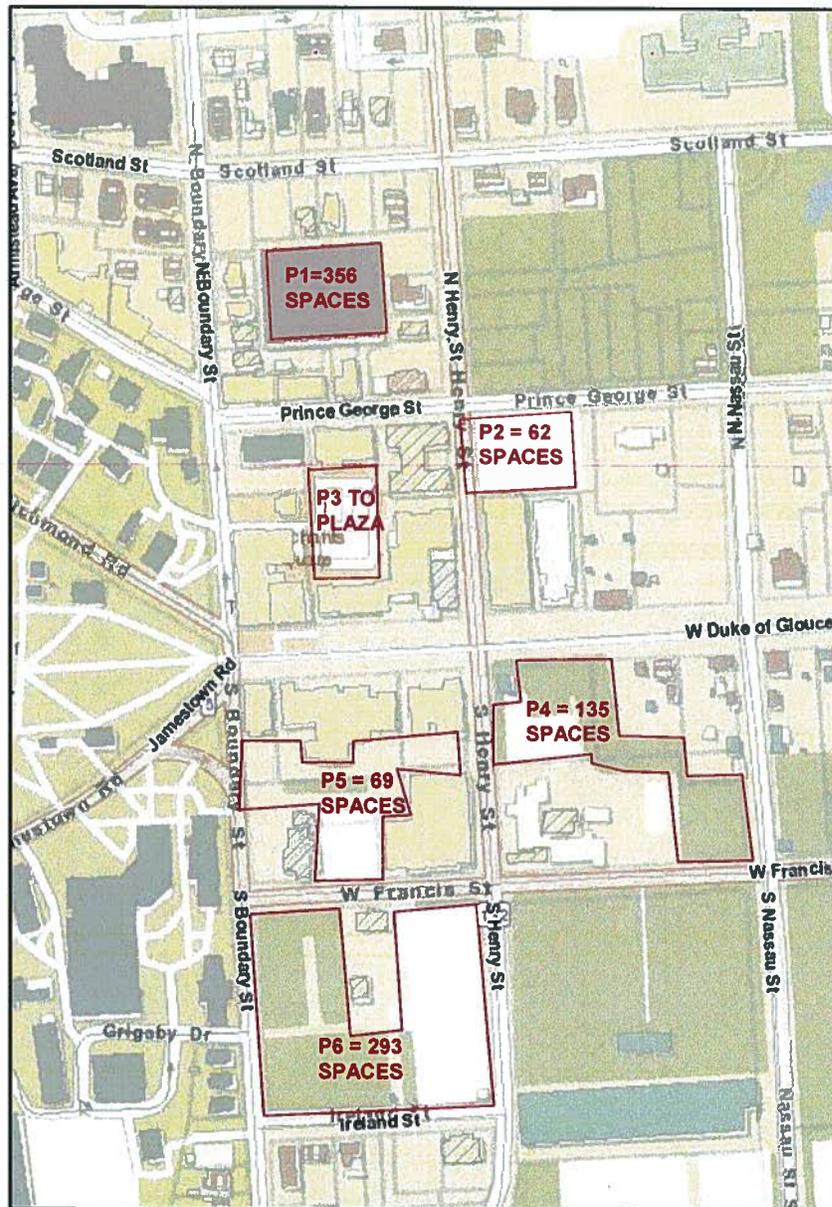
Parking

In 2016, the City hired Walker Parking Consultants to perform a parking study of the Downtown Parking District.

The parking study notes the following:

- There are 4,326 parking spaces in the Downtown Parking District.
- 87% of the parking spaces are provided off-street.
- Of the 87% off-street spaces 56% are in private lots.

- The spaces in higher demand are the 13% on-street parking spaces.
- For the study, the March counts were higher than the July counts.
- During peak weekday conditions, 1,656 spaces were vacant in the study area.
- On-street spaces were almost full before shops opened.
- Weekend parking occupancy is lower than weekday levels.
- Reviewing future demand it was projected that parking occupancy would increase from 62% to 75% which still left approximately 1,000 parking vacancies.
- They determined, overall there is adequate parking downtown, with hotspots around Merchant's Square and Richmond Road.
- Demand is higher during weekdays than weekends.
- More than 1,600 vacant parking spaces exist during peak times.



The study notes there are sufficient spaces in the district. There is a perception of limited parking in the District. The study cites that this is due to customers wanting to park at or close to the business they want to visit and that short-term spaces are often being used by long-term users.

Based on the parking study, the loss of 40 parking spaces in the P3 parking lot can be accommodated without detriment to overall parking downtown because approximately 915 parking spaces are available in nearby public lots. The removal of these spaces can be absorbed by adjacent lots such as the Prince George parking garage or P6. Despite the common perception, overall the City has ample parking with a variety of parking options Downtown, within walking distance.

Private Park

As stated previously, the applicant proposes to construct a private park in the middle of the block surrounded by Prince George Street, North Henry Street, West Duke of Gloucester Street and North Boundary Street. These properties are located in Merchants Square which was developed in the 1930's to relocate local businesses and services from the Historic Area. Merchants Square was named to the National Register of Historic Places in June 2006.

The Downtown Vibrancy Study cites "the existing mix of land uses in the downtown core presents a further barrier to vibrancy". A need is cited for public open spaces that residents, students and visitors can feel free to visit and relax. Smaller areas of green spaces or plazas are necessary to ensure the downtown area is cohesively connected and people have access to a variety of open space amenities.

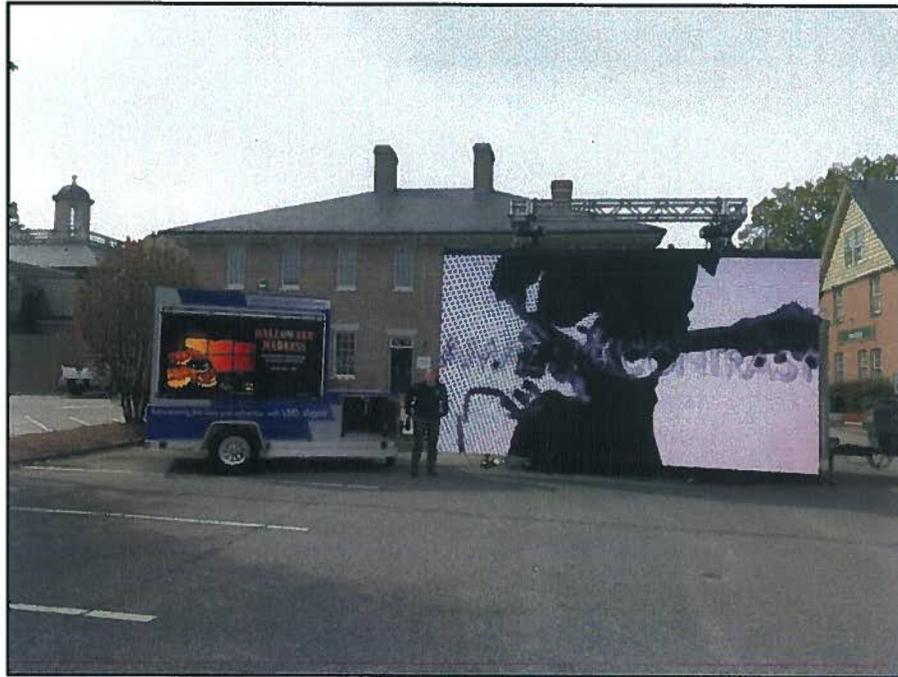
The Downtown Vibrancy Study recommended several green spaces downtown. One of the green spaces recommended was converting the P3 parking lot into a premier plaza with such amenities as a fountain and a gathering area for performance space.

The applicant states in their request "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".

The applicant has revised their plan to provide two or three dumpster locations adjacent to the plaza based on comments from staff and the Site Plan Review Committee. Dumpster locations are proposed behind Shoester's and the Goodwin Building with the applicant investigating one inside the loading area behind The Trellis. Concerns have been raised by individuals on fire access to the plaza. The conceptual plans provide fire access for the ladder truck which have been reviewed and approved by the Fire Department.

A video wall is proposed and is approximately 12'x19' on a base with LED lights. The applicant proposes to use the video wall for movies, classes such as yoga, cooking shows, sporting events and to advertise CW events throughout the day. Staff has

reviewed the video wall and it cannot be used for advertisement because it will then become a sign. In the City, electronic signs are not allowed. In the Downtown Sign District the maximum sign size allowed is twelve square feet with no internal illumination. Therefore, the video wall cannot advertise Colonial Williamsburg, Merchant Square or other businesses in the City or the area. If it does it would be considered a sign and does not meet City regulations for signs. The video wall and its continued use throughout the day is out of scale and character for the downtown area.



This proposed project with the exception of the video wall is in harmony with the adopted comprehensive plan, and the intent and purpose of the Zoning Ordinance. The proposed video wall is inconsistent with the community character of the downtown area and is not in scale with the district. The proposed use of a private plaza is in harmony with the character of the adjacent properties and will not result in the destruction, loss or damage of any feature determined to be of significant ecological, scenic or historic importance. This project is designed and sited so that it will not hinder or discourage the appropriate development or use of adjacent properties.

STAFF RECOMMENDATION

PCR#18-025

Approve the text change to clarify that the removal of any parking spaces in the Downtown Parking District requires a special use permit from City Council as outlined in the proposed ordinance. This will clarify in the future what is implied in section 21-709 and 21-710 of the Zoning Ordinance.

PCR#18-026

Approve the text change to define a private plaza and to allow a private plaza with a special use permit as outline in the proposed ordinance. This gives the City the flexibility to evaluate each site and determine if a proposed plaza should be allowed at that location.

PCR#18-027

Staff recommends approval of a special use permit for the construction of a private plaza in the P3 parking as shown on the revised conceptual site plan subject to the following conditions:

1. The video wall shall not be included with this approval for the following reasons:
 - The size of the video wall is out of scale with surrounding buildings and is inconsistent with the community character of Merchant's Square and the Merchant's Square Historic District.
 - The inability of staff to regulate and enforce advertising on the video wall.
2. Allowing audio visual entertainment equipment to be temporarily installed for a period of not more than three consecutive days and not more than 15 times per year. This equipment cannot be used for advertisement.
3. The use of permanent speakers in the plaza shall not be permitted because they are not in character with the district.
4. At least two dumpster containers and required enclosures shall be installed as shown on the conceptual plan.
5. A parking signage plan, bike racks and ADA accessible seating locations being submitted and approved by Planning Commission as part of the final site plan.
6. To protect any resources from being destroyed an archaeologist from the Colonial Williamsburg's Department of Archaeology must be on-site to monitor any demolition and record the locations of any archaeological features that are exposed prior to construction of the plaza or for the Dunlop family cemetery area.

PLANNING COMMISSION

Planning Commission held public hearings on the three cases at their regular meeting on November 14, 2018. The applicant and thirteen citizens spoke at the meeting. Planning Commission recommended to City Council by a vote of 5-1-1 approval of the following:

PCR#18-025

Approve the text change to Section 21-710(c) of the Zoning Ordinance to clarify that the removal of any parking spaces in the Downtown Parking District requires a special use permit from City Council as outlined in Proposed Ordinance #18-15.

PCR#18-026

Approve the text change to define a private plaza and to allow a private plaza with a special use permit in the Downtown Business District B-1 as outline in the Proposed Ordinance #18-16.

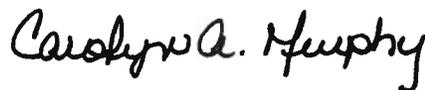
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6. To protect any resources from being destroyed an archaeologist from the Colonial Williamsburg's Department of Archaeology must be on-site to monitor any demolition and record the locations of any archaeological features that are exposed prior to construction of the plaza or for the Dunlop family cemetery area.

CITY COUNCIL PUBLIC HEARINGS

City Council public hearings are scheduled for their regular meeting on December 13, 2018 in the Council Chambers of the Stryker Center at 2:00 p.m.



Carolyn A. Murphy, AICP
Planning and Codes Compliance Director

**ORDINANCE #18-
PROPOSED ORDINANCE #18-15**

**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: November 20, 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 a private plaza definition and to require a special use permit for a private plaza in the Downtown Business District B-1.

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APPLICANT'S REQUEST

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CURRENT REGULATIONS

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Zoning

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ANALYSIS

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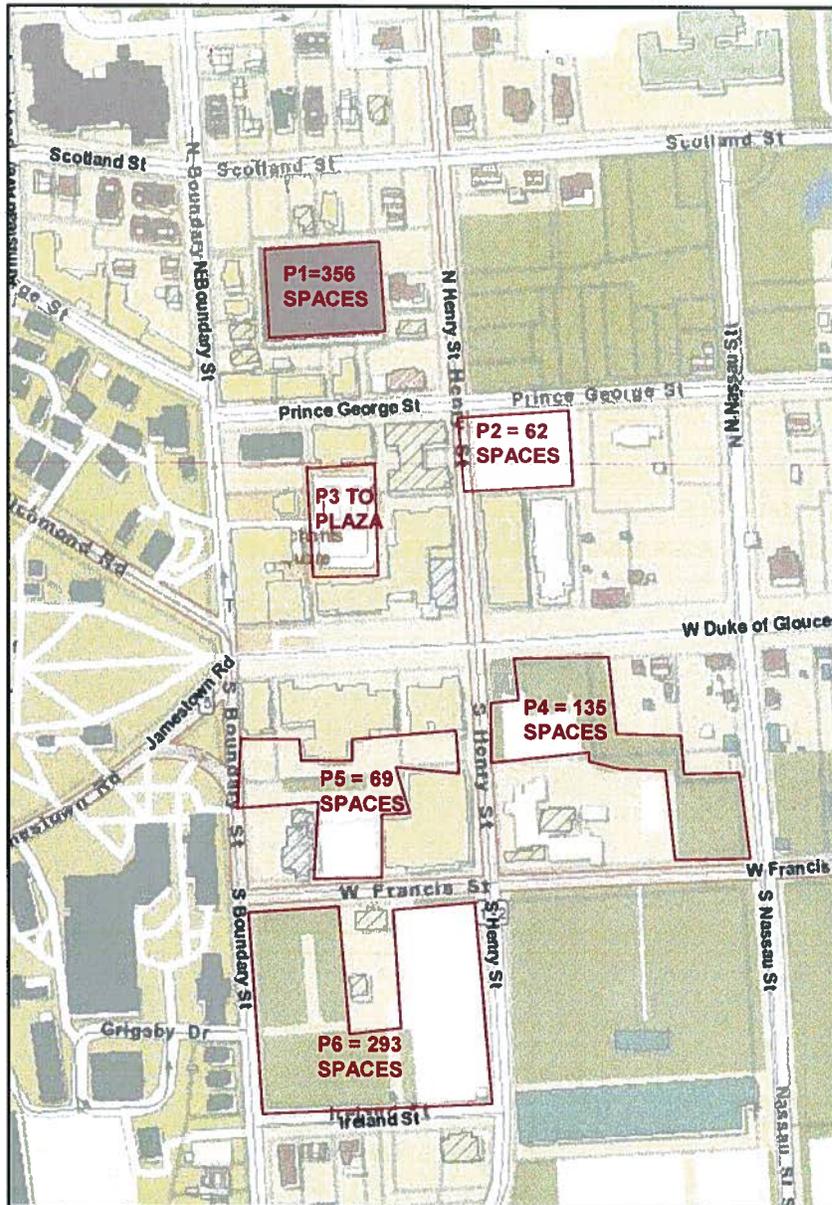
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- More than 1,600 vacant parking spaces exist during peak times.



The study notes there are sufficient spaces in the district. There is a perception of limited parking in the District. The study cites that this is due to customers wanting to park at or close to the business they want to visit and that short-term spaces are often being used by long-term users.

Based on the parking study, the loss of 40 parking spaces in the P3 parking lot can be accommodated without detriment to overall parking downtown because approximately 915 parking spaces are available in nearby public lots. The removal of these spaces can be absorbed by adjacent lots such as the Prince George parking garage or P6. Despite the common perception, overall the City has ample parking with a variety of parking options Downtown, within walking distance.

Private Park

As stated previously, the applicant proposes to construct a private park in the middle of the block surrounded by Prince George Street, North Henry Street, West Duke of Gloucester Street and North Boundary Street. These properties are located in Merchants Square which was developed in the 1930's to relocate local businesses and services from the Historic Area. Merchants Square was named to the National Register of Historic Places in June 2006.

The Downtown Vibrancy Study cites "the existing mix of land uses in the downtown core presents a further barrier to vibrancy". A need is cited for public open spaces that residents, students and visitors can feel free to visit and relax. Smaller areas of green spaces or plazas are necessary to ensure the downtown area is cohesively connected and people have access to a variety of open space amenities.

The Downtown Vibrancy Study recommended several green spaces downtown. One of the green spaces recommended was converting the P3 parking lot into a premier plaza with such amenities as a fountain and a gathering area for performance space.

The applicant states in their request "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".

The applicant has revised their plan to provide two or three dumpster locations adjacent to the plaza based on comments from staff and the Site Plan Review Committee. Dumpster locations are proposed behind Shoester's and the Goodwin Building with the applicant investigating one inside the loading area behind The Trellis. Concerns have been raised by individuals on fire access to the plaza. The conceptual plans provide fire access for the ladder truck which have been reviewed and approved by the Fire Department.

A video wall is proposed and is approximately 12'x19' on a base with LED lights. The applicant proposes to use the video wall for movies, classes such as yoga, cooking shows, sporting events and to advertise CW events throughout the day. Staff has

reviewed the video wall and it cannot be used for advertisement because it will then become a sign. In the City, electronic signs are not allowed. In the Downtown Sign District the maximum sign size allowed is twelve square feet with no internal illumination. Therefore, the video wall cannot advertise Colonial Williamsburg, Merchant Square or other businesses in the City or the area. If it does it would be considered a sign and does not meet City regulations for signs. The video wall and its continued use throughout the day is out of scale and character for the downtown area.



This proposed project with the exception of the video wall is in harmony with the adopted comprehensive plan, and the intent and purpose of the Zoning Ordinance. The proposed video wall is inconsistent with the community character of the downtown area and is not in scale with the district. The proposed use of a private plaza is in harmony with the character of the adjacent properties and will not result in the destruction, loss or damage of any feature determined to be of significant ecological, scenic or historic importance. This project is designed and sited so that it will not hinder or discourage the appropriate development or use of adjacent properties.

STAFF RECOMMENDATION

PCR#18-025

Approve the text change to clarify that the removal of any parking spaces in the Downtown Parking District requires a special use permit from City Council as outlined in the proposed ordinance. This will clarify in the future what is implied in section 21-709 and 21-710 of the Zoning Ordinance.

PCR#18-026

Approve the text change to define a private plaza and to allow a private plaza with a special use permit as outline in the proposed ordinance. This gives the City the flexibility to evaluate each site and determine if a proposed plaza should be allowed at that location.

PCR#18-027

Staff recommends approval of a special use permit for the construction of a private plaza in the P3 parking as shown on the revised conceptual site plan subject to the following conditions:

1. The video wall shall not be included with this approval for the following reasons:
 - The size of the video wall is out of scale with surrounding buildings and is inconsistent with the community character of Merchant's Square and the Merchant's Square Historic District.
 - The inability of staff to regulate and enforce advertising on the video wall.
2. Allowing audio visual entertainment equipment to be temporarily installed for a period of not more than three consecutive days and not more than 15 times per year. This equipment cannot be used for advertisement.
3. The use of permanent speakers in the plaza shall not be permitted because they are not in character with the district.
4. At least two dumpster containers and required enclosures shall be installed as shown on the conceptual plan.
5. A parking signage plan, bike racks and ADA accessible seating locations being submitted and approved by Planning Commission as part of the final site plan.
6. To protect any resources from being destroyed an archaeologist from the Colonial Williamsburg's Department of Archaeology must be on-site to monitor any demolition and record the locations of any archaeological features that are exposed prior to construction of the plaza or for the Dunlop family cemetery area.

PLANNING COMMISSION

Planning Commission held public hearings on the three cases at their regular meeting on November 14, 2018. The applicant and thirteen citizens spoke at the meeting. Planning Commission recommended to City Council by a vote of 5-1-1 approval of the following:

PCR#18-025

Approve the text change to Section 21-710(c) of the Zoning Ordinance to clarify that the removal of any parking spaces in the Downtown Parking District requires a special use permit from City Council as outlined in Proposed Ordinance #18-15.

PCR#18-026

Approve the text change to define a private plaza and to allow a private plaza with a special use permit in the Downtown Business District B-1 as outline in the Proposed Ordinance #18-16.

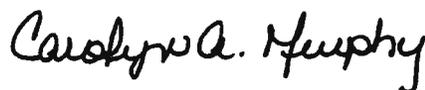
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6. To protect any resources from being destroyed an archaeologist from the Colonial Williamsburg's Department of Archaeology must be on-site to monitor any demolition and record the locations of any archaeological features that are exposed prior to construction of the plaza or for the Dunlop family cemetery area.

CITY COUNCIL PUBLIC HEARINGS

City Council public hearings are scheduled for their regular meeting on December 13, 2018 in the Council Chambers of the Stryker Center at 2:00 p.m.



Carolyn A. Murphy, AICP
Planning and Codes Compliance Director

**ORDINANCE #18-
PROPOSED ORDINANCE #18-16**

**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

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



CITY OF WILLIAMSBURG

MEMORANDUM

DATE: November 20, 2018

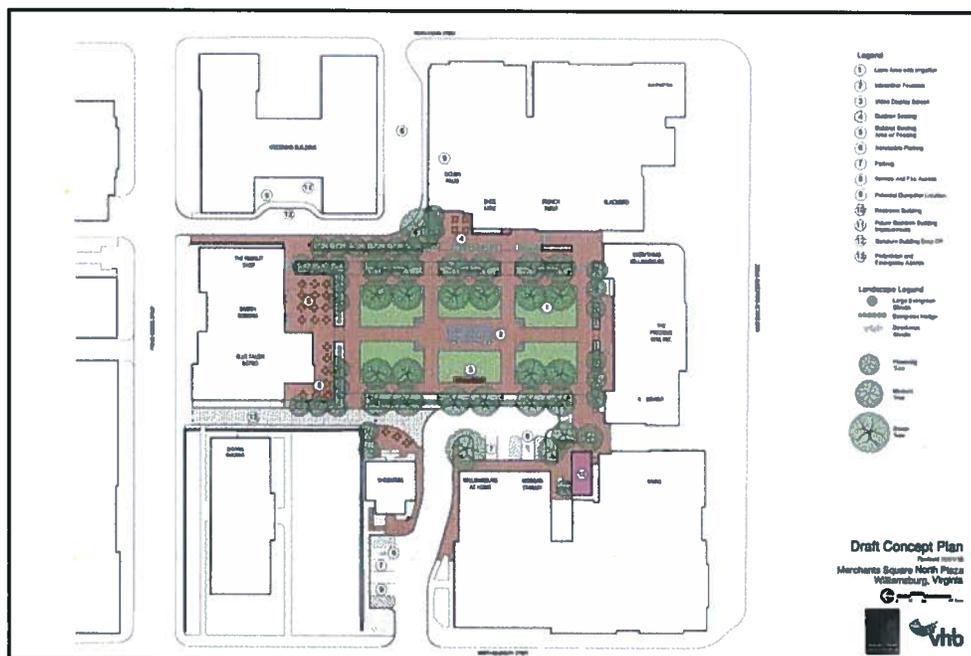
SUBJECT: PCR#18-025: Request by the City to amend Section 21-710(c) to require a special use permit for the removal of any parking spaces existing in parking lots in the Downtown Parking District.

PCR#18-026: Request of the Colonial Williamsburg Foundation to amend the Zoning Ordinance to add a private plaza definition and to require a special use permit for a private plaza 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

The 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 as well as 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. The applicant notes in their application “a new downtown, pedestrian friendly entertainment and event space with 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 relates 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.*

The ordinance allows 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.

Archaeological

This site is located in an archaeological protection district. An archaeological evaluation report has been prepared by Mark Kostro, Archaeologist with Colonial Williamsburg. A copy of the report is attached for review and consideration. The report states "a review of the documentary and archaeological evidence relating to the historical development of Block 23 indicates that the lot's eighteenth and nineteenth century development was predominately along Duke of Gloucester and Prince George Streets, and for the most part, is outside the Goodwin Square development area". The development plans for Goodwin Square include very limited excavation and will require extensive landfilling to raise the grade as much as three feet within the center of the development area to meet elevations along the area's perimeter. Therefore, any cultural resources within this area will be protected. To protect any resources from being destroyed it is recommended that the Colonial Williamsburg's Department of Archaeology monitor any demolition and record the locations of any archaeological features that are exposed prior to construction of the plaza or for the Dunlop family cemetery area.

Architectural Review Board

The Architectural Review Board reviewed and conceptually approved the design of the plaza at their October 9, 2018 meeting (ARB#18-106). I am attaching a copy of the minutes from that meeting.

Site Plan Review Committee

The Site Plan Review Committee reviewed the request at their October 17, 2018 meeting. Committee members were in favor of the conversion and expressed concerns with trash removal and signage for parking located off North Boundary Street. The applicant has revised the conceptual site plan to provide for trash containers adjacent to the plaza and will develop a sign packet for approval with the final site plan if a special use permit is granted.

ANALYSIS

PCR#18-025

The Downtown Parking District was approved on April 11, 2013. The intent was to establish special parking requirements appropriate to the unique character of the district. The District was established to allow property owners the flexibility to redevelop their property or to change a business use in their building without having to provide for additional parking. In this district, you must provide one off-street parking space for each residential unit. Senior housing requires one space for every two units. No off-street parking is required for non-residential uses located in the district. It is implied in the Zoning Ordinance that removal of parking spaces is not allowed unless approval is granted. Staff is requesting this change to make it clear that the removal of any parking in the Downtown Parking District requires a special use permit approved by City Council. Therefore, staff is recommending that Section 21-710(c) of the Zoning Ordinance be clarified to amend 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. This is necessary regardless of the outcome for Colonial Williamsburg's request for the P3 parking lot because this clarification is needed for the removal of any parking spaces in the Downtown Parking District.

PCR#18-026

This is a request 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 of the applicant 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.

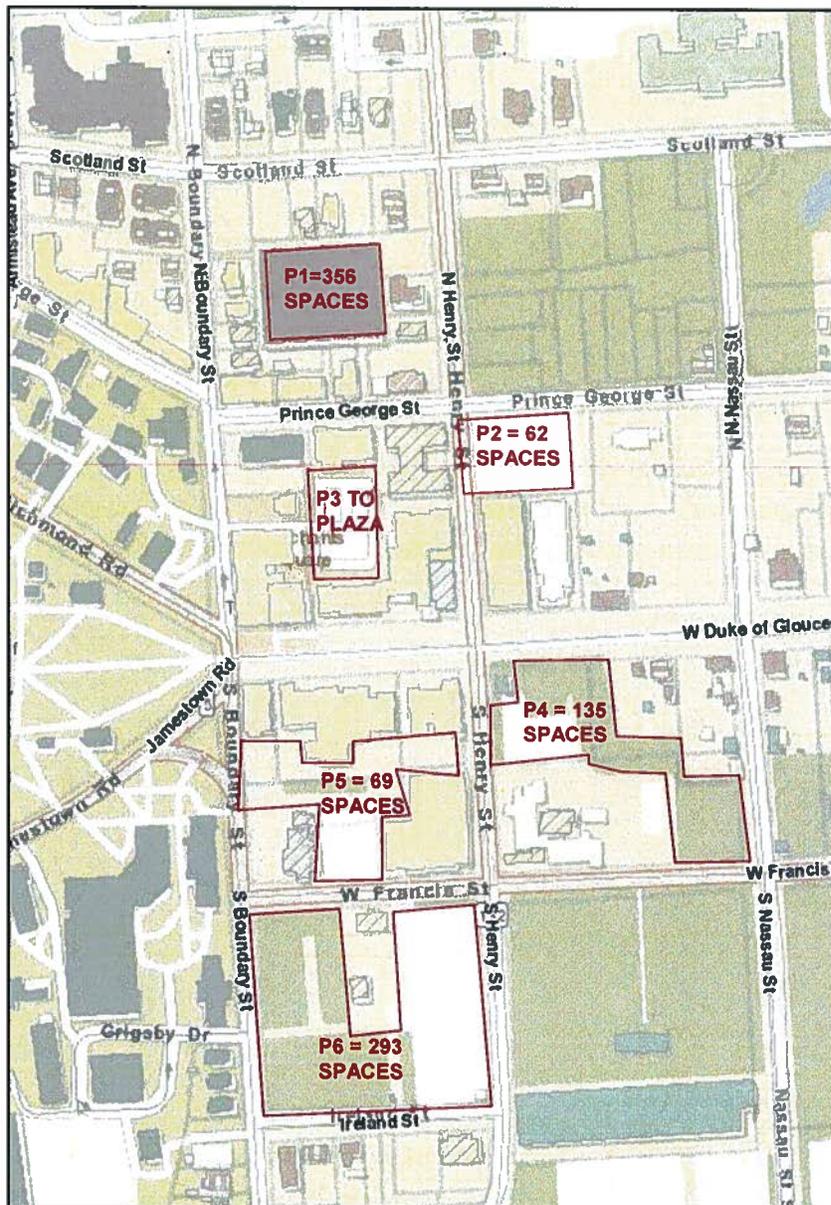
Parking

In 2016, the City hired Walker Parking Consultants to perform a parking study of the Downtown Parking District.

The parking study notes the following:

- There are 4,326 parking spaces in the Downtown Parking District.
- 87% of the parking spaces are provided off-street.
- Of the 87% off-street spaces 56% are in private lots.

- The spaces in higher demand are the 13% on-street parking spaces.
- For the study, the March counts were higher than the July counts.
- During peak weekday conditions, 1,656 spaces were vacant in the study area.
- On-street spaces were almost full before shops opened.
- Weekend parking occupancy is lower than weekday levels.
- Reviewing future demand it was projected that parking occupancy would increase from 62% to 75% which still left approximately 1,000 parking vacancies.
- They determined, overall there is adequate parking downtown, with hotspots around Merchant's Square and Richmond Road.
- Demand is higher during weekdays than weekends.
- More than 1,600 vacant parking spaces exist during peak times.



The study notes there are sufficient spaces in the district. There is a perception of limited parking in the District. The study cites that this is due to customers wanting to park at or close to the business they want to visit and that short-term spaces are often being used by long-term users.

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reviewed the video wall and it cannot be used for advertisement because it will then become a sign. In the City, electronic signs are not allowed. In the Downtown Sign District the maximum sign size allowed is twelve square feet with no internal illumination. Therefore, the video wall cannot advertise Colonial Williamsburg, Merchant Square or other businesses in the City or the area. If it does it would be considered a sign and does not meet City regulations for signs. The video wall and its continued use throughout the day is out of scale and character for the downtown area.



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STAFF RECOMMENDATION

PCR#18-025

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PCR#18-026

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PCR#18-027

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 - The size of the video wall is out of scale with surrounding buildings and is inconsistent with the community character of Merchant's Square and the Merchant's Square Historic District.
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PLANNING COMMISSION

Planning Commission held public hearings on the three cases at their regular meeting on November 14, 2018. The applicant and thirteen citizens spoke at the meeting. Planning Commission recommended to City Council by a vote of 5-1-1 approval of the following:

PCR#18-025

Approve the text change to Section 21-710(c) of the Zoning Ordinance to clarify that the removal of any parking spaces in the Downtown Parking District requires a special use permit from City Council as outlined in Proposed Ordinance #18-15.

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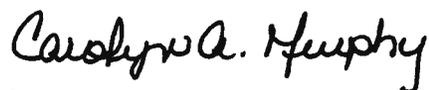
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1. The video wall shall not be included with this approval for the following reasons:
 - The size of the video wall is out of scale with surrounding buildings and is inconsistent with the community character of Merchant's Square and the Merchant's Square Historic District.
 - The inability of staff to regulate and enforce advertising on the video wall.
2. Allowing audio visual entertainment equipment to be temporarily installed for a period of not more than three consecutive days and not more than 25 times per year. This equipment cannot be used for advertisement.
3. The use of permanent speakers in the plaza shall not be permitted because they are not in character with the district.
4. At least two dumpster containers and required enclosures shall be installed as shown on the conceptual plan.
5. A parking signage plan, bike racks and ADA accessible seating locations being submitted and approved by Planning Commission as part of the final site plan.
6. To protect any resources from being destroyed an archaeologist from the Colonial Williamsburg's Department of Archaeology must be on-site to monitor any demolition and record the locations of any archaeological features that are exposed prior to construction of the plaza or for the Dunlop family cemetery area.

CITY COUNCIL PUBLIC HEARINGS

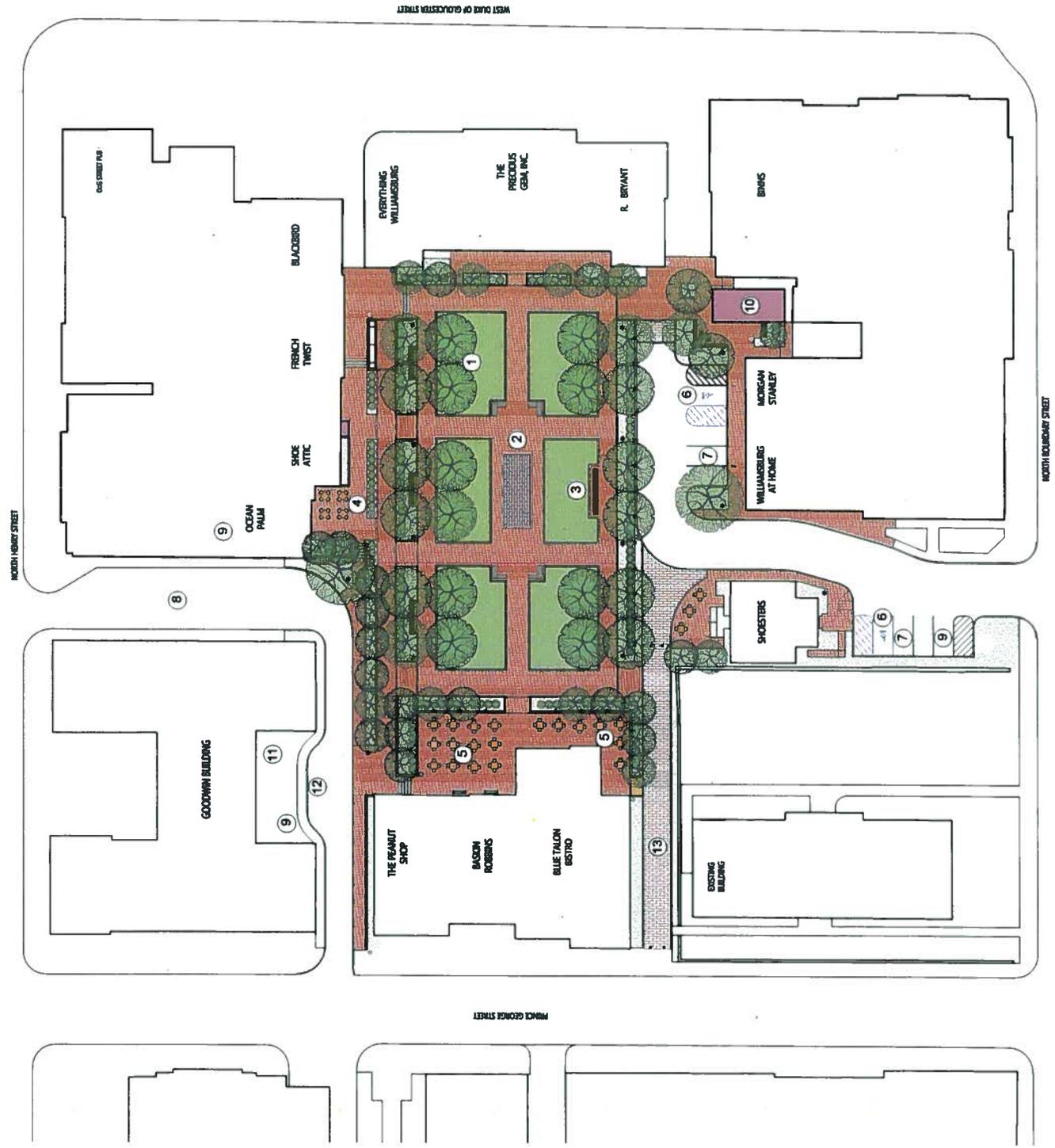
City Council public hearings are scheduled for their regular meeting on December 13, 2018 in the Council Chambers of the Stryker Center at 2:00 p.m.



Carolyn A. Murphy, AICP
Planning and Codes Compliance Director

- Legend**
- 1 Lawn Area with Irrigation
 - 2 Interactive Fountain
 - 3 Video Display Screen
 - 4 Outdoor Seating
 - 5 Outdoor Seating Area w/ Fencing
 - 6 Accessible Parking
 - 7 Parking
 - 8 Service and Fire Access
 - 9 Potential Dumpster Location
 - 10 Restroom Building
 - 11 Future Goodwin Building Improvements
 - 12 Goodwin Building Drop Off
 - 13 Pedestrian and Emergency Access

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





Merchants Square North Plaza

Concept Design

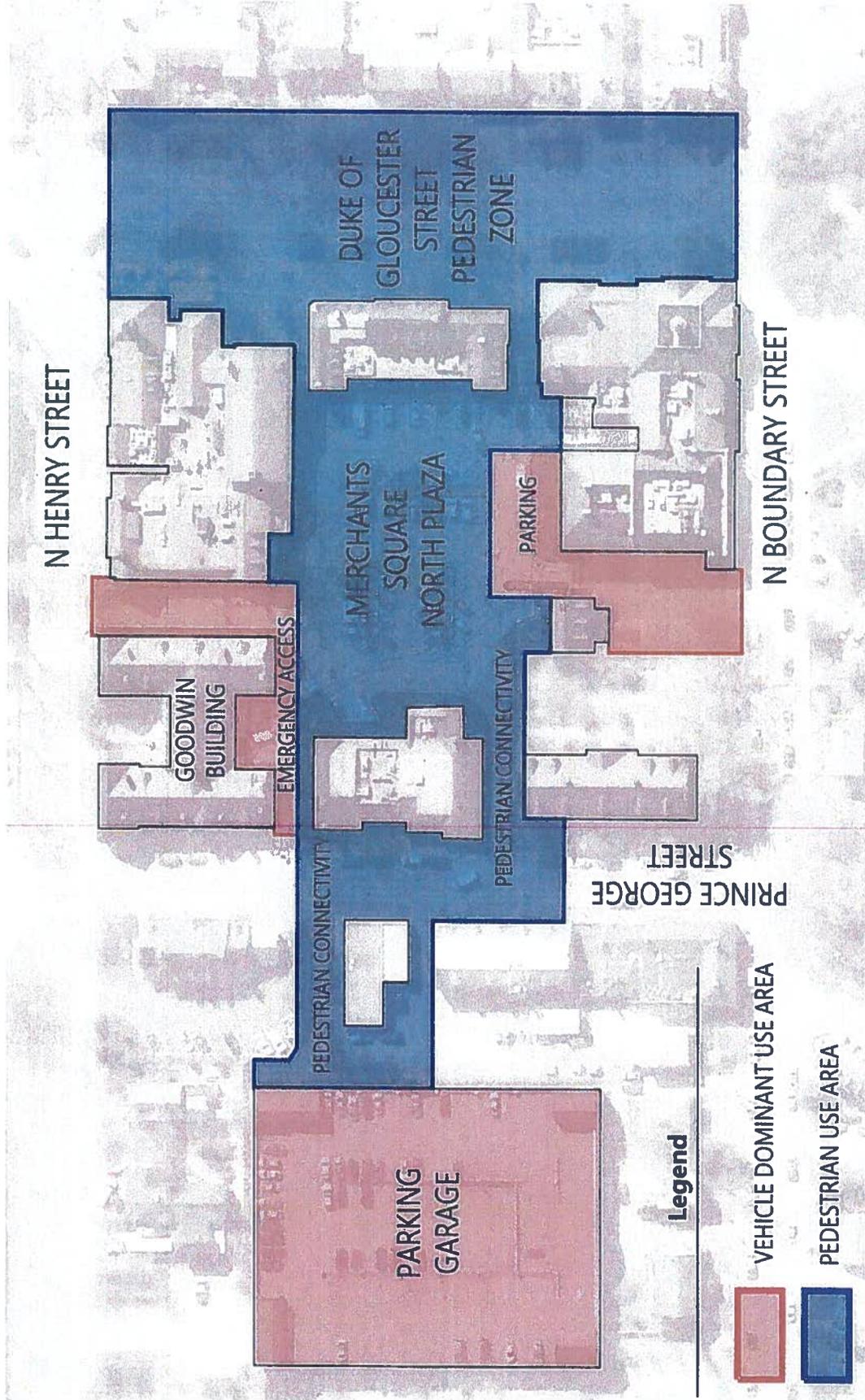
Merchants Square | Williamsburg, Virginia

June 13, 2018



STEMANN | PEASE
ARCHITECTURE

Colonial Williamsburg

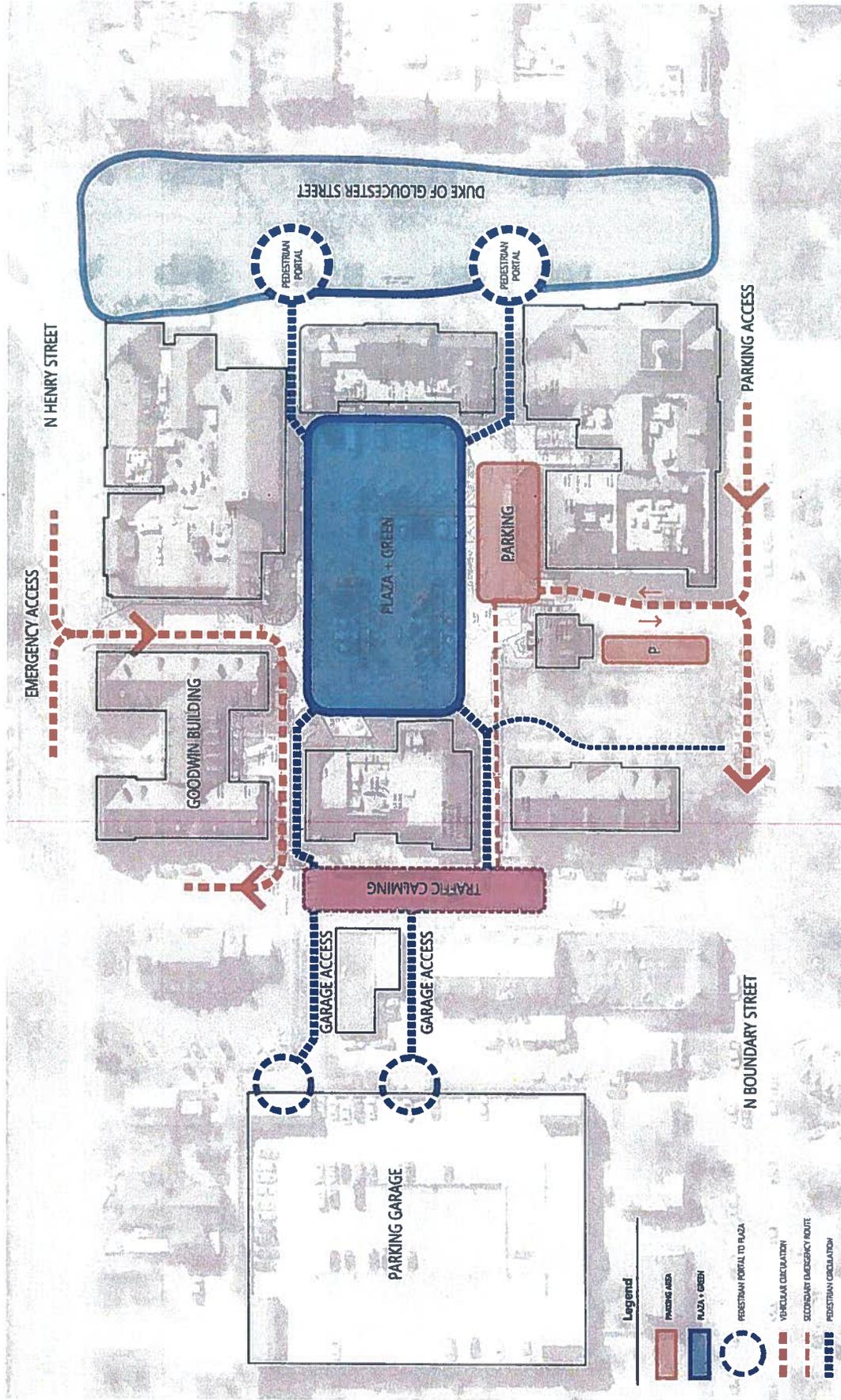


Legend

- VEHICLE DOMINANT USE AREA
- PEDESTRIAN USE AREA

spatial use diagram

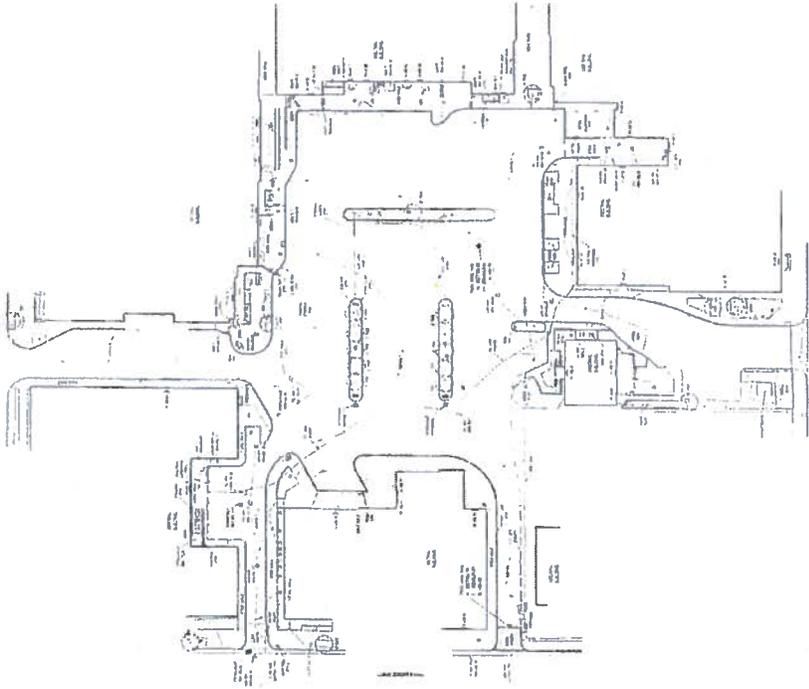




- Legend**
- PARKING AREA
 - PLAZA + GREEN
 - PEDESTRIAN PORTAL TO PLAZA
 - VEHICULAR CIRCULATION
 - SECONDARY EMERGENCY ROUTE
 - PEDESTRIAN CIRCULATION



concept diagram



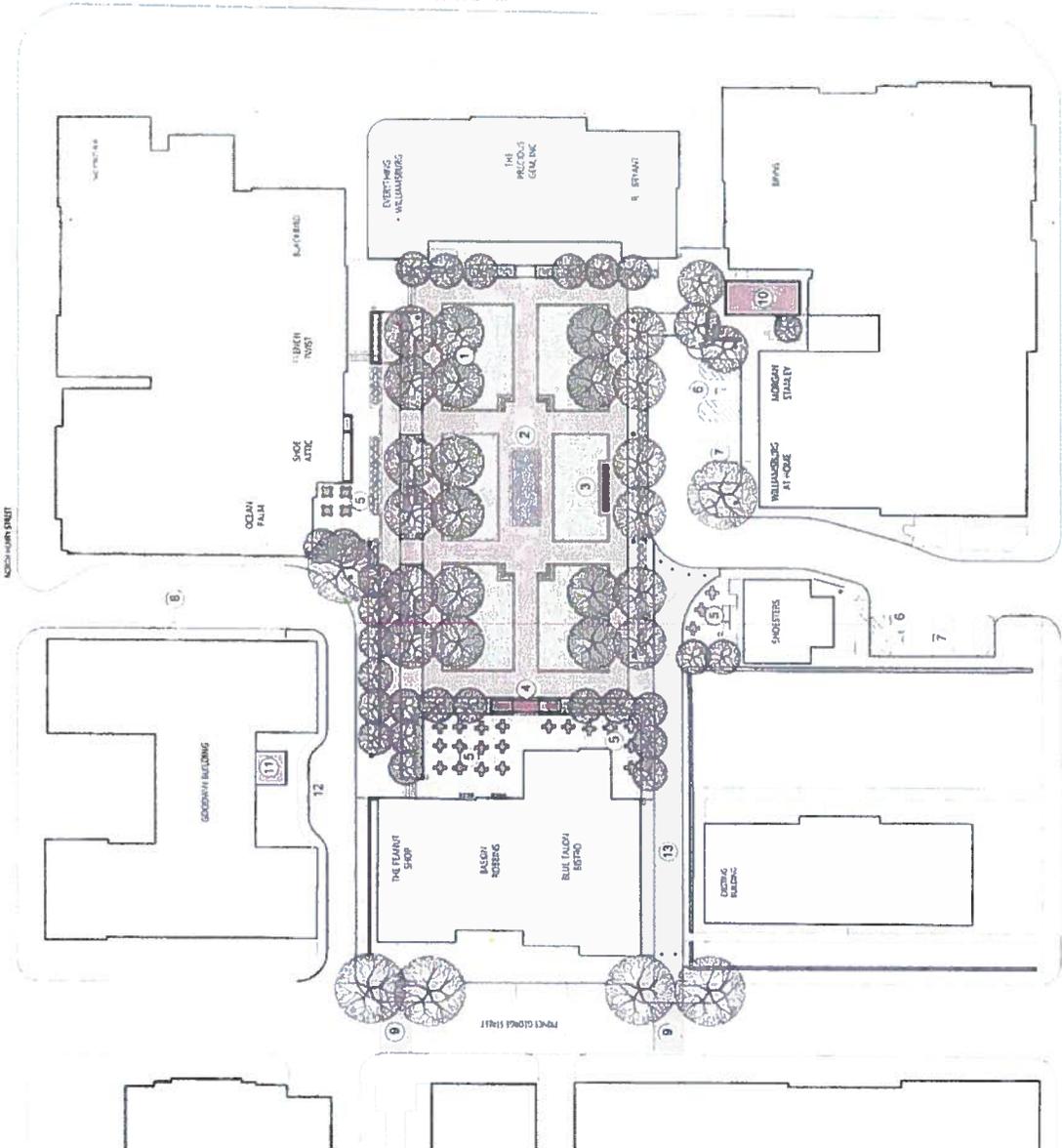
merchants square north plaza
concept design



orthophotography + survey



STEGMANN | PEASE
ARCHITECTS



- Legend**
- 1 Lawn Area with Irrigation
 - 2 Interactive Fountain
 - 3 Projected Screen
 - 4 Architectural Feature
 - 5 Outdoor Seating
 - 6 Accessible Parking
 - 7 Parking
 - 8 Service and Fire Access
 - 9 New Circulation with Traffic Calming Features
 - 10 Re-purposed Existing Dumpster Enclosure Area
 - 11 Proposed Elevator for Grocery Building
 - 12 Ground Leveling Drive Off
 - 13 Perimeter and Emergency Access

- Landscape Legend**
- 1 Large Evergreen Shrub
 - 2 E-1 Green Hedge
 - 3 Deciduous Shrub
 - 4 Flowering Tree
 - 5 Medium Tree
 - 6 Shade Tree

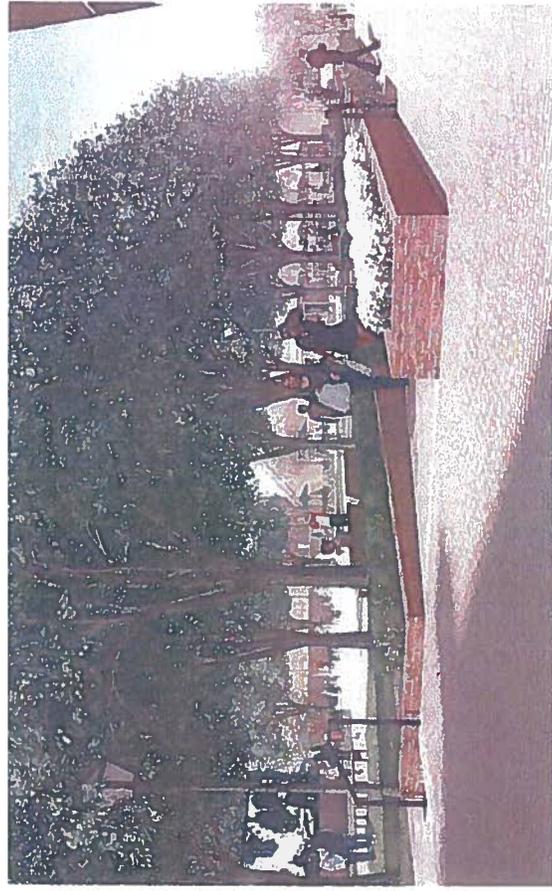
merchants square north plaza
concept design

concept site plan





view looking northwest - before



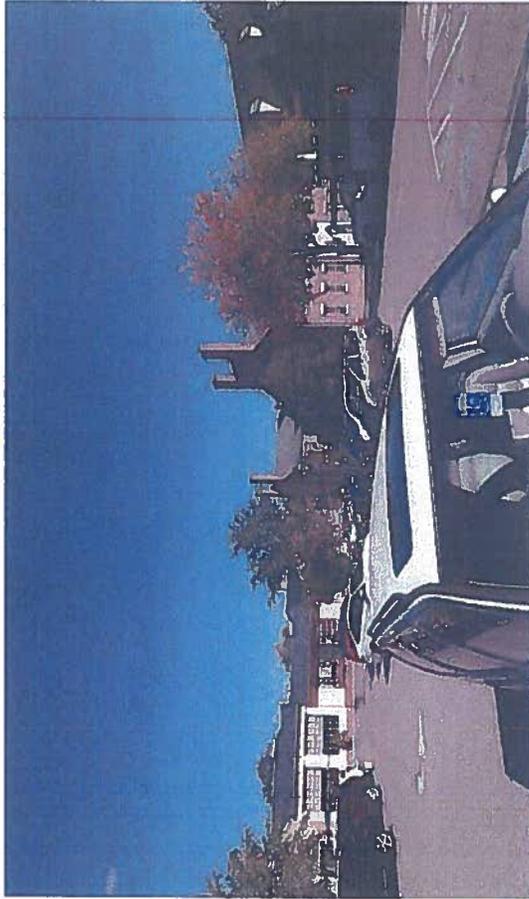
view looking northwest - after

merchants square north plaza
concept design



comparison illustrations





view looking northeast - before



view looking northeast - after

merchants square north plaza
concept design

comparison illustrations





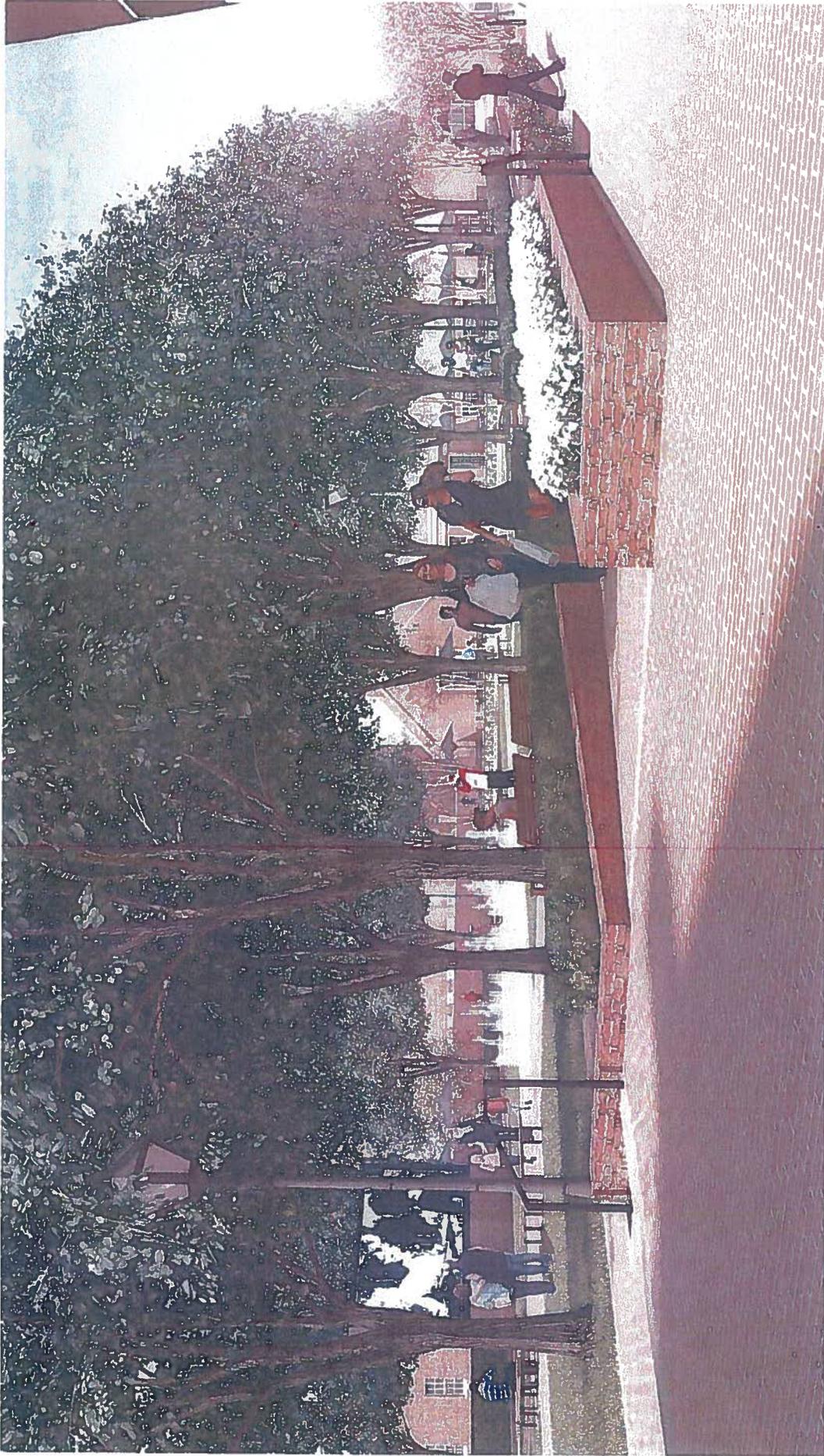
bird's eye view looking south towards Duke of Gloucester Street

merchants square north plaza
concept design

conceptual illustrations



STEVANNI PEASE
ARCHITECTS



perspective looking north from southeast Duke of Gloucester Street access point

merchants square north plaza

concept design

conceptual illustrations





perspective view looking north of community green space

merchants square north plaza

concept design



conceptual illustrations





perspective view looking northeast of community green space

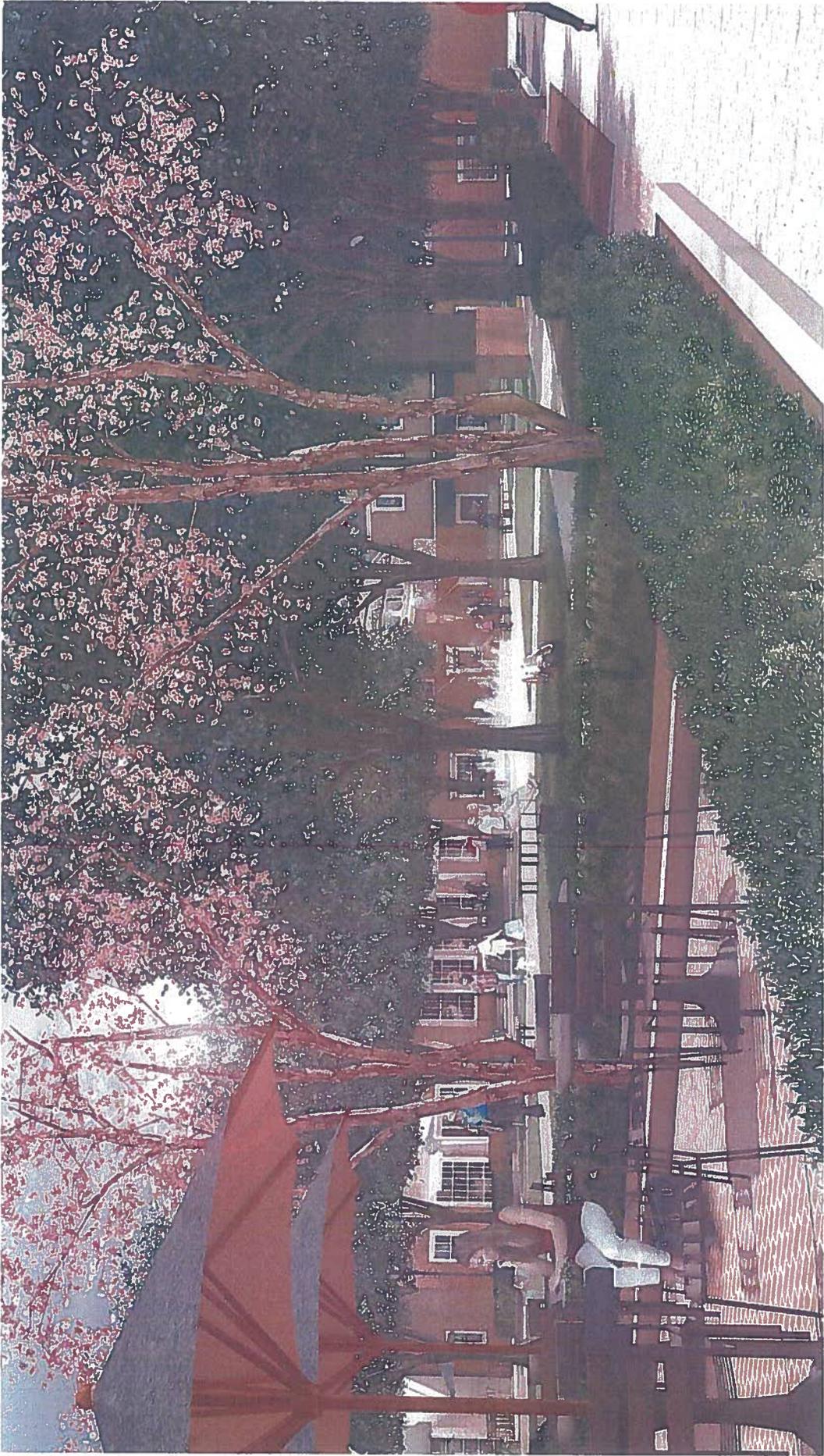
merchants square north plaza

concept design

conceptual illustrations



STEMANN | PESSER
ARCHITECTS



perspective view looking south from northwest Prince George Street access point

merchants square north plaza
concept design

conceptual illustrations





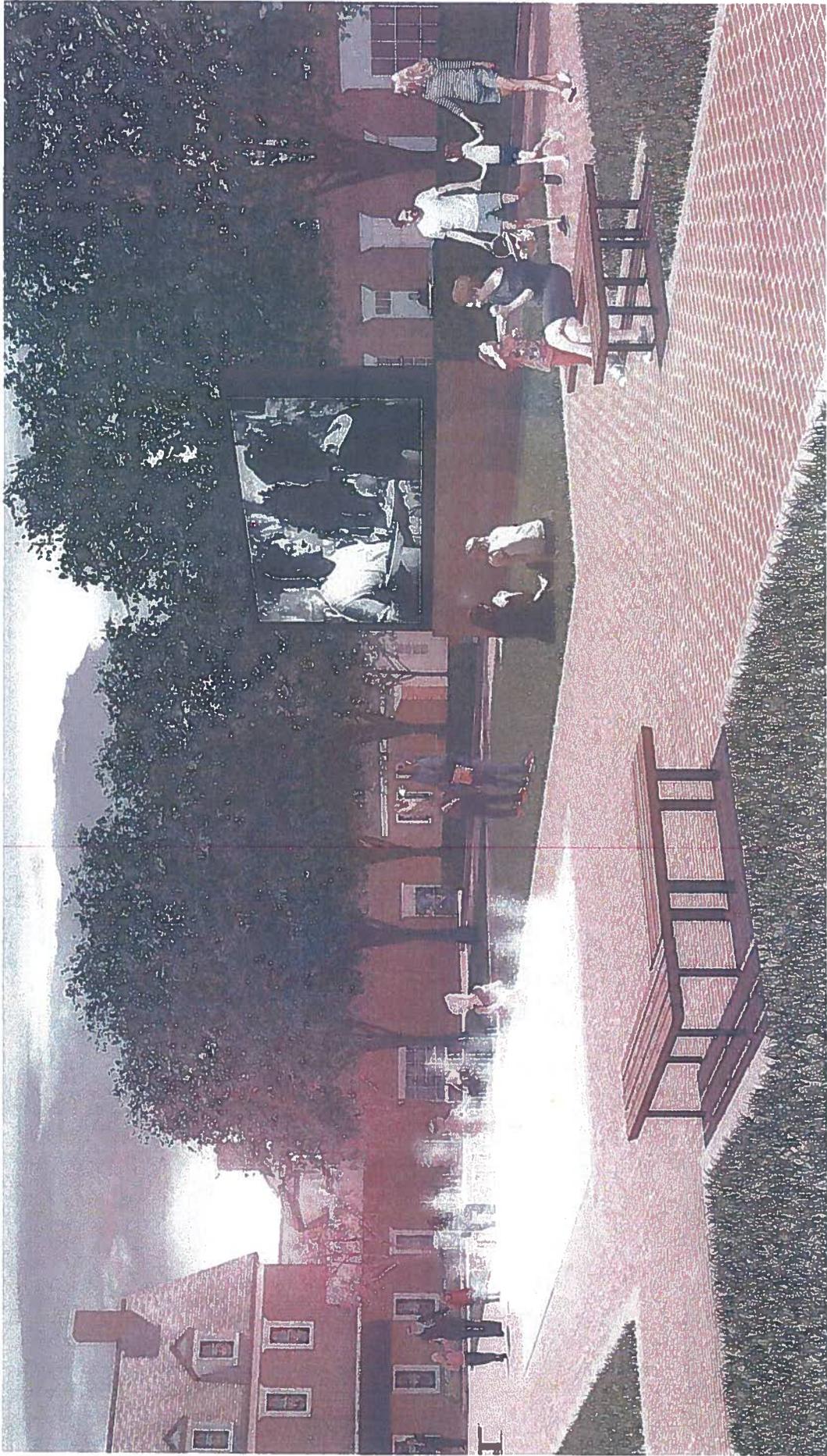
perspective view looking south of community green space

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



STEMMANN | PEASE
ARCHITECTS



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



Overdam Feather Reed Grass



Switchgrass



Prairie Blues Bluestem



Kousa Dogwood



Little Henry Virginia Sweetspire



Green Velvet Boxwood



Japanese Privet



Notchez Crapemyrtle



Walker's Low Carmint



Ice Dance Sedge



Big Blue Liriope

merchants square north plaza
concept design



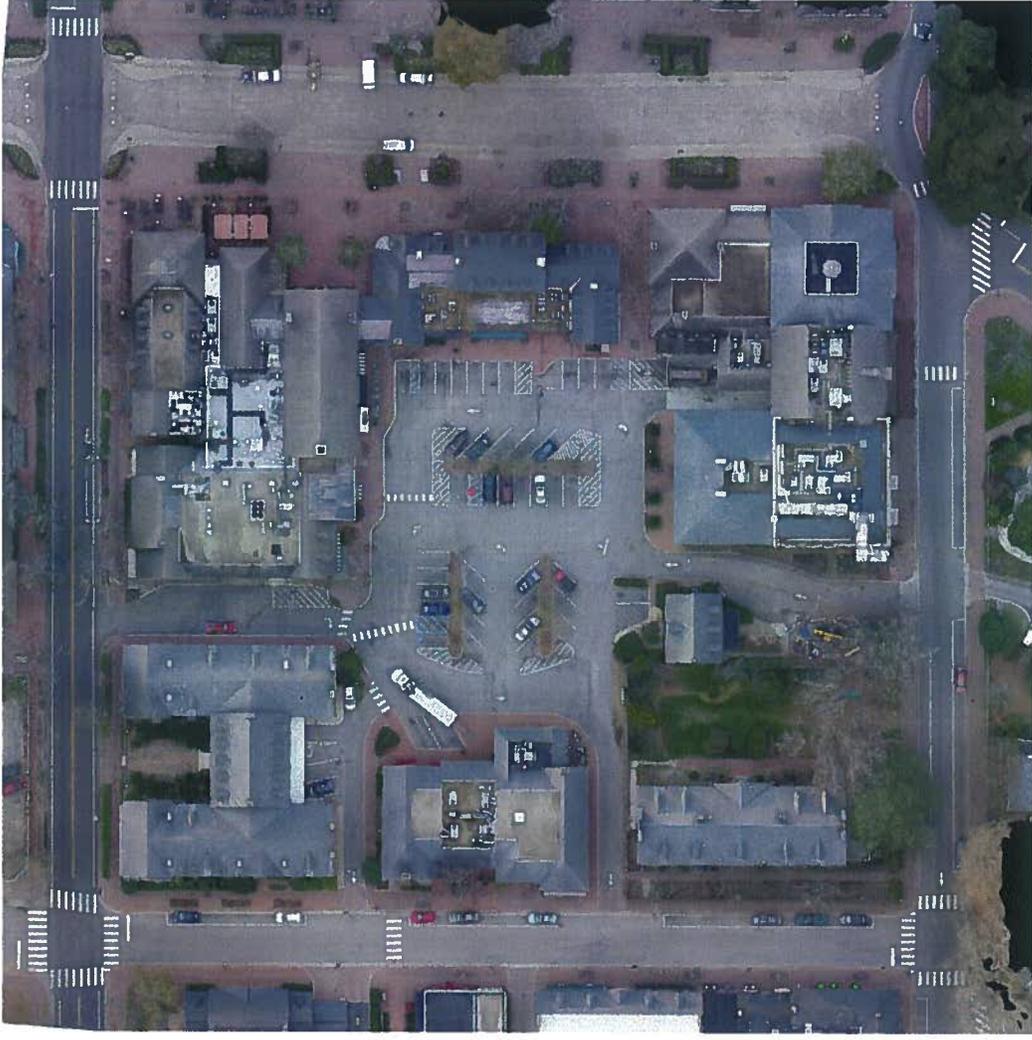
plant palette



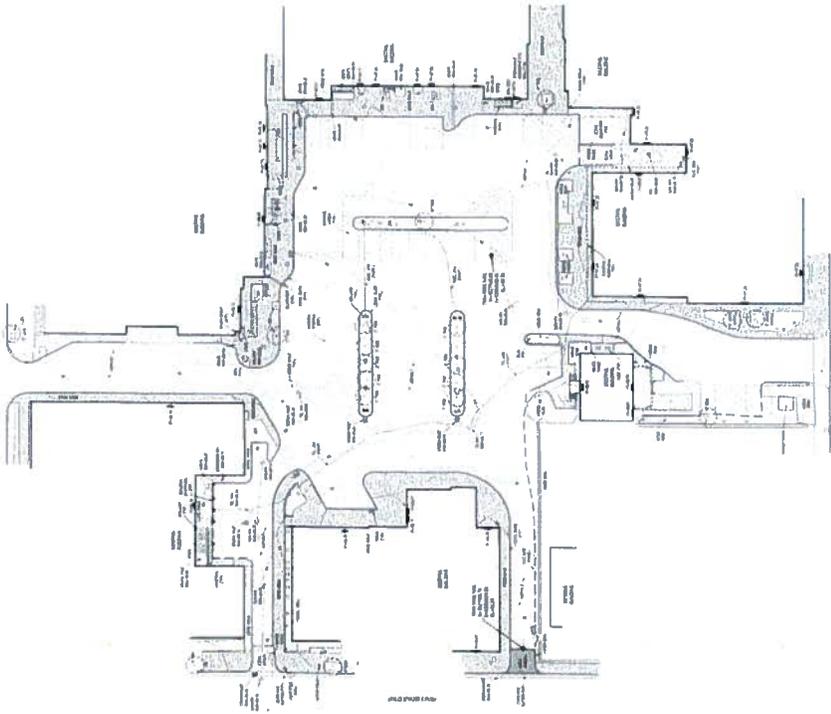


Merchant's Square North Plaza

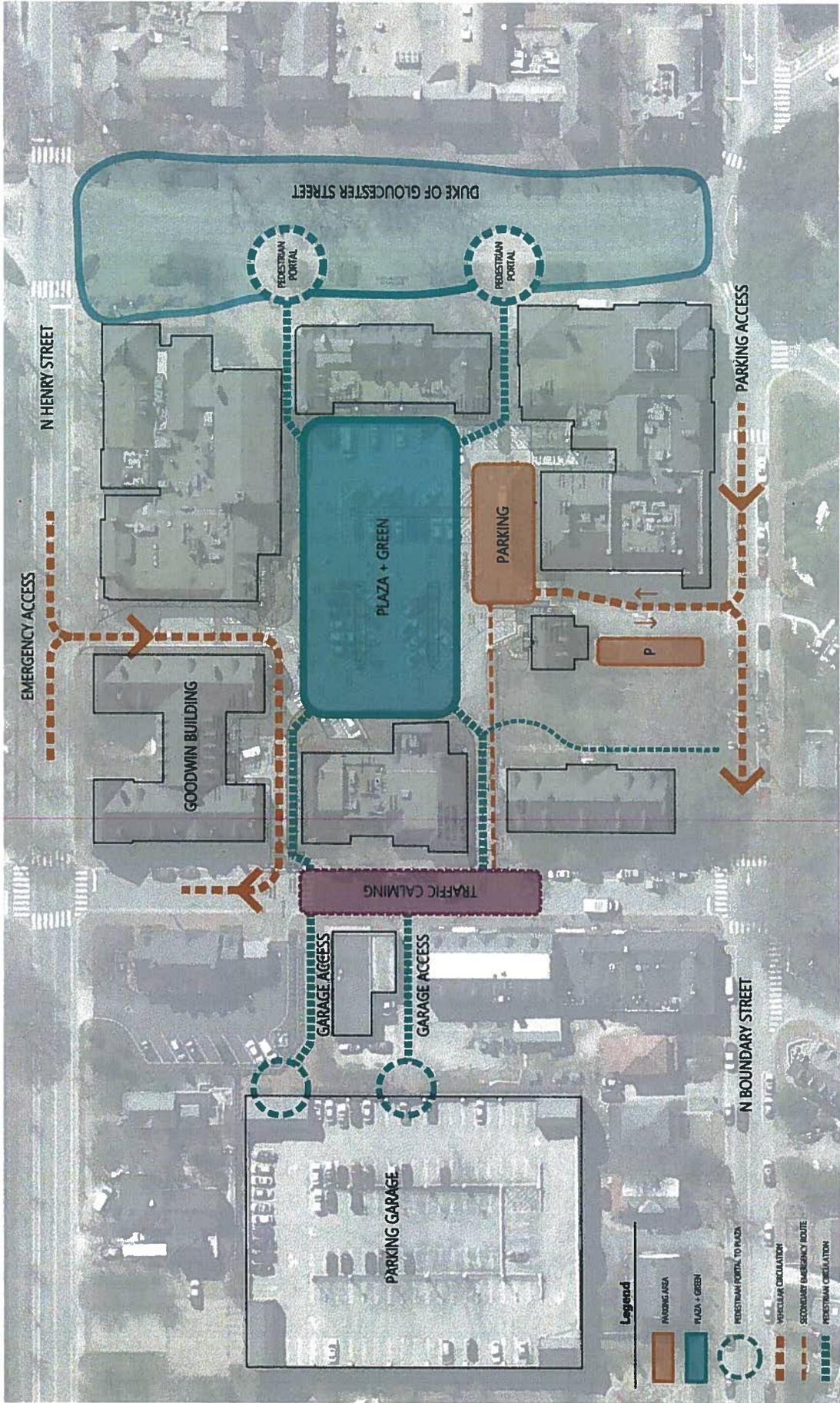
City of Williamsburg ARB Conceptual Review Package



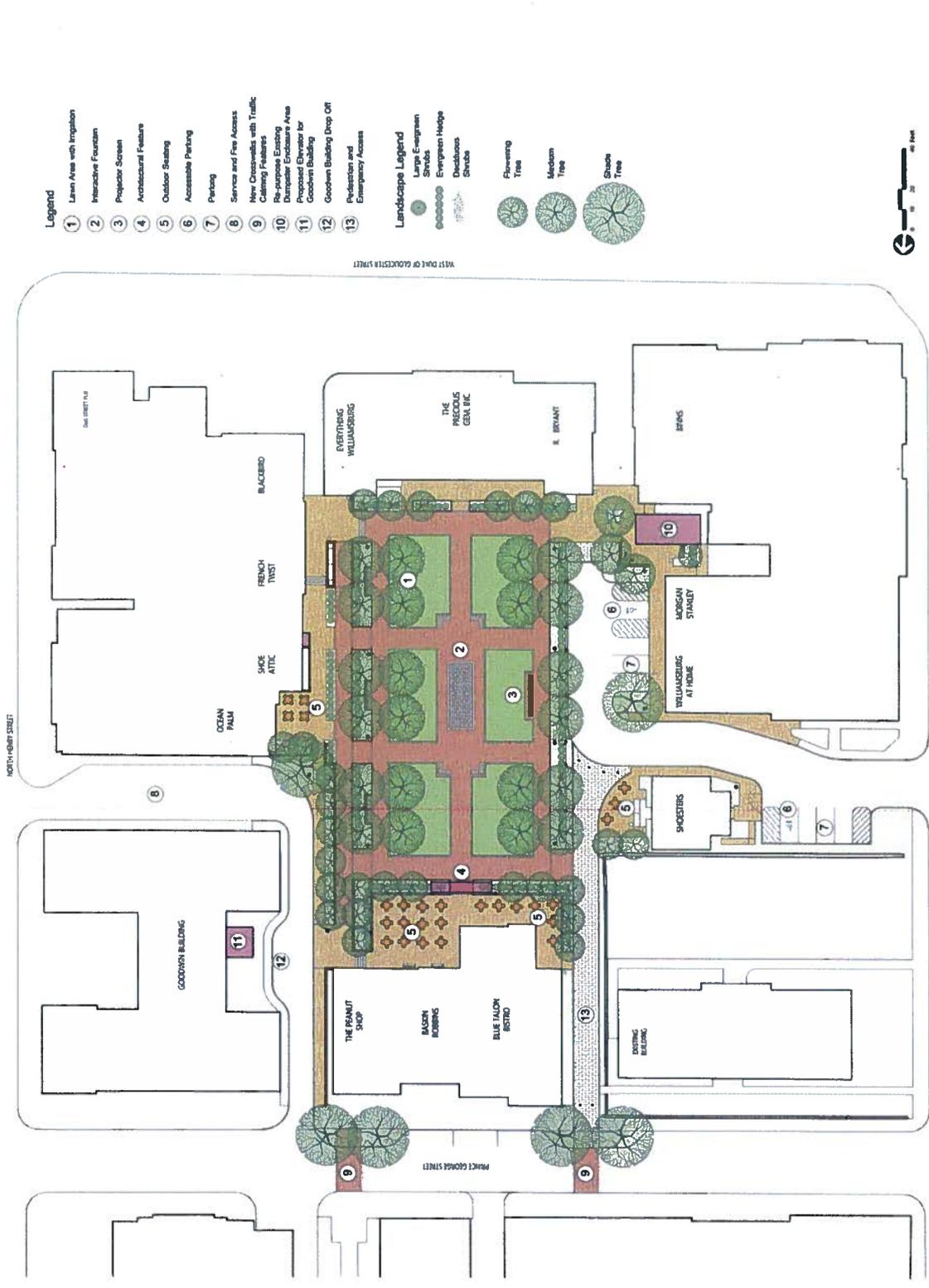
orthophotography + survey



merchants square north plaza
concept design



concept diagram



Legend

- 1 Lawn Area with Irrigation
- 2 Interactive Fountain
- 3 Projector Screen
- 4 Acoustical Feature
- 5 Outdoor Seating
- 6 Accessible Parking
- 7 Parking
- 8 Service and Free Access
- 9 New Crosswalks with Traffic Calming Features
- 10 Re-purpose Existing Building for Public Area
- 11 Proposed Structure for Goddard Building
- 12 Goddard Building Drop Off
- 13 Pedestrian and Emergency Access

Landscape Legend

- Large Evergreen Shrubs
- Small Evergreen Shrubs
- 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 north of community green space

merchants square north plaza

concept design

conceptual illustrations

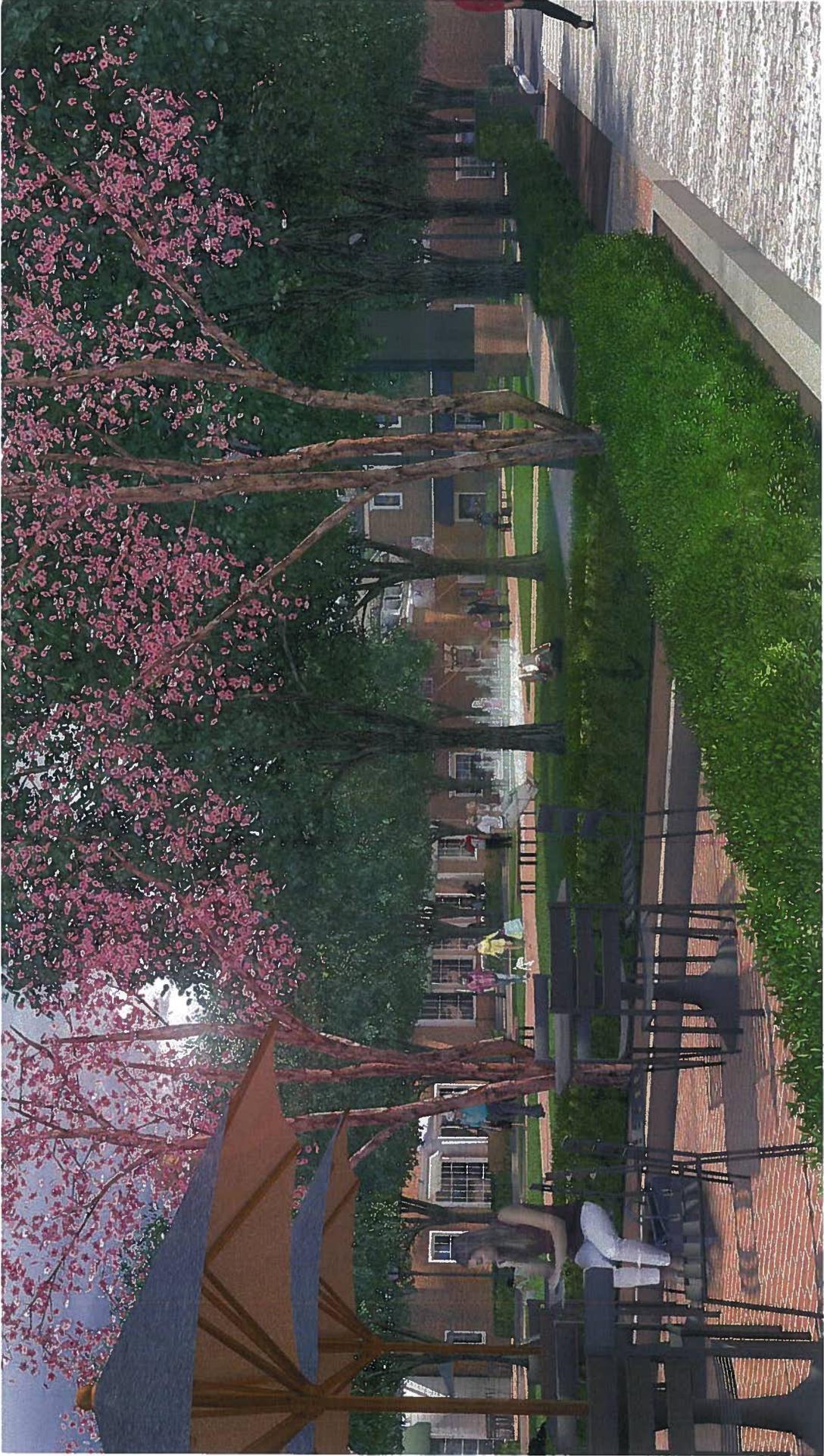


perspective view looking northeast of community green space

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

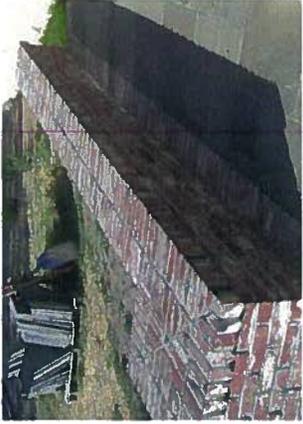
merchants square north plaza

concept design

conceptual illustrations



Brick Steps w/ Bluestone Cap



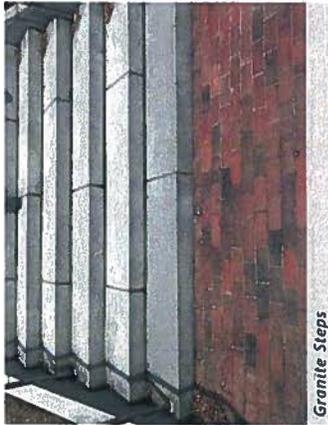
Brick Seat Wall



Brick Paving



Exposed Aggregate Paving



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Granite Seat Wall



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Trench Drain



Trash Receptacle



Wood Bench



Wood Fencing

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'Allee' Lacebark Elm



Overdam Feather Reed Grass



Switchgrass



Prairie Blues Bluestem



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Green Velvet Boxwood



Japanese Privet



Natchez Crepe Myrtle



Walker's Low Catmint



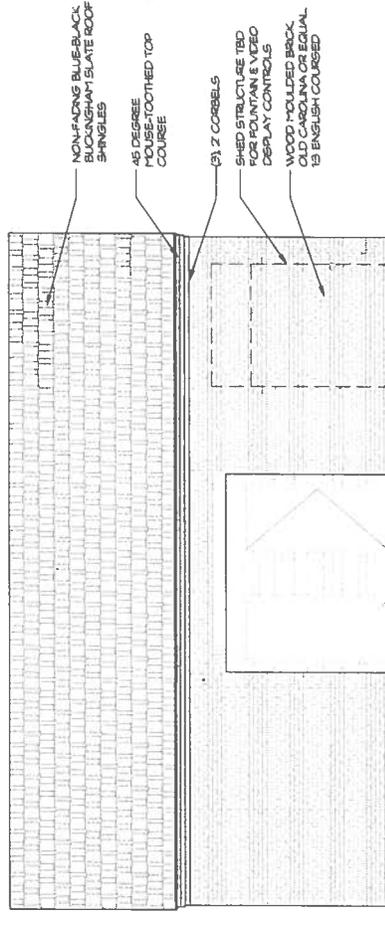
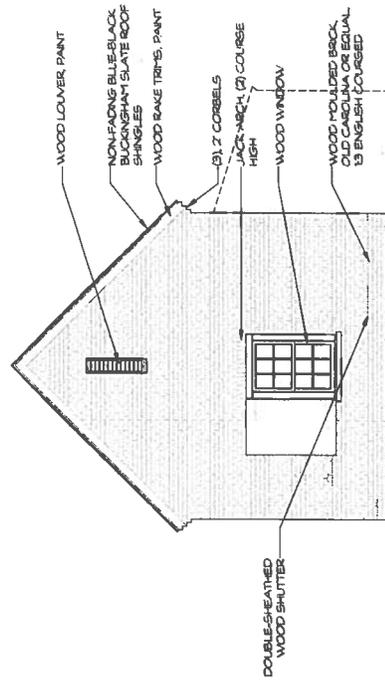
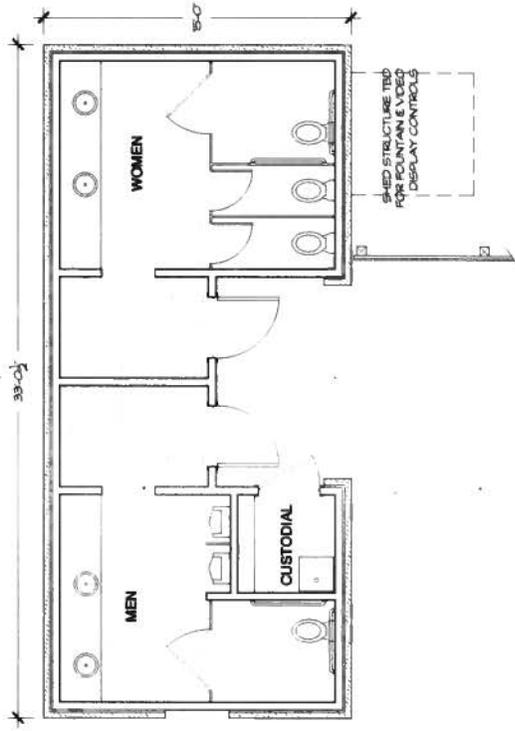
Ice Dance Sedge



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

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

Carolyn Murphy

From: Scheerer, Jonathan R <jrscheerer@wm.edu>
Sent: Wednesday, November 14, 2018 3:39 PM
To: Carolyn Murphy
Cc: City Council
Subject: RE: downtown green space / splash pad

[NOTICE: This message originated outside of the City of Williamsburg mail system -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Hello Carolyn,

I am not able to attend the meeting today due to work commitments, but I am writing to give my input on the green space / splash pad proposed for the area that is behind blue talon (used currently as a parking lot). Thanks for helping to collect comments. I have CC'd City Council on this email. Please forward as needed or let me know if I should send this anywhere else too.

I am a resident of the City and live on Newport Avenue with my wife (Stacy Kern-Scheerer) and son. I think converting the parking area into an attraction and a pedestrian friendly area is a wonderful idea. There is currently nothing of the sort in downtown Williamsburg (certainly not within walking distance of the historic area). With my now 6 yr old, we have been to many parks and splash pads in our travels as a family. They are always a hit. When we go to Kidsburg in JCC, we meet families from all over Williamsburg, other places in VA, as well as other states (MI, MD, TX to name a few). Why are these families there? It is an easy place to go for families. I would rather see these families come downtown to play and enjoy Merchant's square—it is certainly a unique and rewarding place that appeals to both local residents and tourists.

I would be excited about the plan even if there wasn't a tangible benefit to merchant square shops, but it will certainly be a economic boon to these establishments.

I am not in favor of the proposed large screen. I would prefer that my son enjoy the space and not focus on the screen. The screen also seems out of place and incongruent with a historic district with special architectural standards and an intentional aesthetic that helps make it a more special destination.

When viewing the potential of the space, it is very hard for me to view the value of space for parking as competitive with the proposed plan. There is a parking garage steps from the lot and an underused lot across Francis (and Berrets). I know there is some vocal opposition to removing parking. I can't really speak for those in opposition, but perhaps if parking in these lots were free or reduced, that would allay the concerns.

Thanks for your service to the community.
Warmest regards,

Jonathan Scheerer
513 Newport Ave
757.880.9144

Carolyn Murphy

Subject:

FW: Proposed plans for the middle of the city

From: Mark's Cox Mail [<mailto:markjean@cox.net>]

Sent: Wednesday, November 14, 2018 3:31 PM

To: pfreiling@williamsburgva.gov

Subject: Re: Proposed plans for the middle of the city

[NOTICE: This message originated outside of the City of Williamsburg mail system -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Hello Mr. Freiling,

I am writing to ask you and the rest of City Council as well as the Planning Commission to reject the plan for the changes to the parking area behind the stores and restaurants in town. We already have Duke of Gloucester Street nearby where our tourists and other visitors can enjoy the ambience of our fair city and also sit on the benches and enjoy their lunches or ice cream and just 'people watch' and do their shopping too.

Installing a huge video screen in that area is a really terrible and outlandish thing to propose. Who will watch it? A fountain for youth to play in is another silly proposal as well. Parking for all who shop or do business in town will be severely restricted and I believe will deter those who want to park and shop nearby. I am one of those people.

Hope you and your family are doing well.

Best Regards,

Jean Gulesian

Carolyn Murphy

Subject:

FW: Godwin Square

From: webmaster@williamsburgva.gov [mailto:webmaster@williamsburgva.gov]

Sent: Wednesday, November 14, 2018 8:54 AM

To: Freiling, Paul <pfreiling@williamsburgva.gov>

Subject: Godwin Square

[NOTICE: This message originated outside of the City of Williamsburg mail system -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Message submitted from the <City of Williamsburg, VA> website.

Site Visitor Name: Louis & Sharon Candell

Site Visitor Email: lcandell@aol.com

Please! NO video screen and NO play fountain. This town is already well on its way to becoming Disney World North. CW must be stopped from exercising virtually absolute control over city decision making.

Carolyn Murphy

From: Erin Hendrickson <erin.davidson@gmail.com>
Sent: Wednesday, November 14, 2018 9:27 PM
To: Carolyn Murphy
Cc: tom hendrickson
Subject: A Note in Support of the Plaza

[NOTICE: This message originated outside of the City of Williamsburg mail system -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Dear Ms. Murphy,

Because my husband and I were both unable to attend the open Planning Commission meeting this afternoon (due to commitments at work), I'm writing to convey my family's enthusiastic support for the private plaza proposal, as outlined in your memorandum. We moved to Williamsburg in 2013 after I accepted a position with the College, and our family now includes our one-year-old son. While we have pride in many aspects of our adopted hometown, we have always wished that Williamsburg had more green space and a more defined downtown area. As native Midwesterners, we love living in a climate where we can enjoy the outdoors year round, but we find that there are not as many opportunities to do so as we had imagined based on our experiences living and visiting other towns of similar sizes. At the risk of sounding extreme, we have seriously considered relocating in order to live in a town that prioritizes the creation of outdoor public spaces.

We are thrilled with this proposal (with the exception of the permanent video monitor), since we believe it would be a great step toward reaching Williamsburg's true potential. Not only will this plaza attract many more customers (locals and tourists alike) to the surrounding local businesses, but it would help to create a greater sense of community in our area. Events like the Farmer's Market are great, but this community would really benefit from a permanent meeting space. We look forward to spending time with other locals at the plaza, whether that means joining colleagues for lunch or meeting friends for playdates at the fountain. (Our community is woefully lacking in fountains and splash pads, but that's perhaps a topic for another day. I could talk about that for hours- just ask my husband!)

We understand that some members of our community are concerned over the removal of parking spaces, but, as noted in your memorandum, we agree that there are plenty of opportunities for parking in the immediate vicinity. We don't want to be dismissive of the concerns of residents who have called Williamsburg home for much longer than we have, but – from our pseudo-outsider's perspective – it seems that Williamsburg's hesitancy to change something that is "good enough" often prevents us from creating something truly great.

We were so pleased to see the recommendations you made in the memorandum and very much hope they will be adopted by the city. Thank you for all of your work on this project.

All our best,

Erin (and Tom) Hendrickson

Carolyn Murphy

From: Planning
Sent: Wednesday, November 14, 2018 2:30 PM
To: Carolyn Murphy
Subject: FW: P-3

-----Original Message-----

From: 007nimbus2@gmail.com [<mailto:007nimbus2@gmail.com>]
Sent: Wednesday, November 14, 2018 2:28 PM
To: Planning
Cc: nanci b
Subject: P-3

[NOTICE: This message originated outside of the City of Williamsburg mail system -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Dear Planning Dept:

Can my email please be forwarded to the members of the Planning Commission? I tried to access addresses for them but?

Dear Williamsburg City Planning Commissioners:

My fervent concern is the wonderful, popular, NEEDED parking area- P 3.

My husband and I moved here in 1996 after visiting and falling in love with Colonial Williamsburg—we were on DOG, walking from a wonderful program at the Capitol, to another program at the Courthouse. As I looked up DOG to the Wren Building, I realized THIS was exactly what we had been looking for! A stable attractive community, with a college and train station! Walkable! My husband looked around, said, “if we can find a place with in 1 mile of DOG, we’ll move here!” — and a few weeks later we found and bought the Doverspike House at 950 Jamestown Road. We walked to town- Colonial Williamsburg and Merchants Square daily and enjoyed all the programs going each day! We loved the stores, the restaurants, the amazing character actors, the livestock, Occasion for the Arts, the Kimball offerings! — Everything! Tho Bob died in 2012, and we had for health reasons moved as close as possible to the City —Williamsburg Landing, we, now I, still spend most of my time in Merchants Square and along the length of DOG street, the In , The Lodge.

I now drive in, not walk in and I park in the pay lots when I am going for hours of happy activity. And when I am there for shorter periods I look and find a space near my destinations. Point being, I like my fellow locals, need my handy spaces! And for years, watching locals and visitors enjoy wandering, exploring and people watching on the Car- less DOG at Merchants Square, I’ve wondered why no tables and more benches to encourage even more “hustle bustle” which people enjoy? In fact, I had years ago proposed umbrellas and menus at the tables on the CAR-LESS block between the shops and restaurants with people able to choose their snack and meal selections from the menus of the M Square restaurants, signal or call in their orders and each restaurant able to send the delicious food and beverages out to the waiting customers! More people, entertained by the delightful streetscape! This leaves the much needed close in parking available for the shoppers and diners! With so many residents and visitors unable to walk distances, it just makes sense to provide handy parking!

Please do NOT succumb to the puzzling demand of Mr Duncan! Keep the faith with your residents and we "near locals" who love and support both Merchants Square AND CW! Yes, my husband and I were donors from our beginning here!

Thank you so much for reading! For listening to your people!

Sincerely,

Nanci Oliva Bond

3000 Earls ct #1301

Williamsburg, VA

23185,

Dear Ms. Murphy:

My name is Courtney Hagge, and my husband is Landin Hagge. We moved to Williamsburg in 2013, intending only to stay until I completed law school. However, we couldn't bring ourselves to leave our "colonial wonderland" that is Williamsburg. Landin began medical school at Liberty University, and I accepted my first job as a prosecutor here in town. We hope to stay indefinitely and raise our children in this community we have grown to love more than anywhere else we have ever lived. There's nowhere else in the world like Williamsburg, and we want to do our part to make sure the awe-inspiring colonial heritage is preserved, while paving the way for more progressive ideas that will attract more and more people to the city center for generations to come. Thank you for taking the time to consider our concerns. We would appreciate it if you shared them at the city planning session this Wednesday. Unfortunately, we are unable to attend, as Landin is currently completing his clinical rotations, and I will be preparing for court that afternoon.

Our first suggestion is to change the time of these city planning meetings. Having them at 3:45 on a weekday limits the demographic of people who can attend, as a huge chunk of the City population is in school or working a full-time job. There is no "prime time" for such meetings, but at least having them outside of regular working hours would open up the possibility for many more Williamsburg residents to attend.

Our next concern is the affordability of shopping and dining in Colonial Williamsburg. The millennial generation is a huge untapped potential for downtown revenue. At only a block away from the undergraduate campus, Colonial Williamsburg should be a huge draw for the college students; however, the shopping and dining options are just too expensive and, frankly, mature. Aroma's is fairly priced, and we were happy to see Mellow Mushroom open last month; however, we need a wider variety of options for young people and families. College students and families would likely be drawn to more shops like the ones found in New Town. Holding more outdoor dances, concerts, karaoke, and fitness classes would also draw more of the younger generation to Colonial Williamsburg. Studio South recently hosted free yoga on the governor's lawn, and the Summer Concert Series has always been a big hit. Incorporating more of that year round would be great.

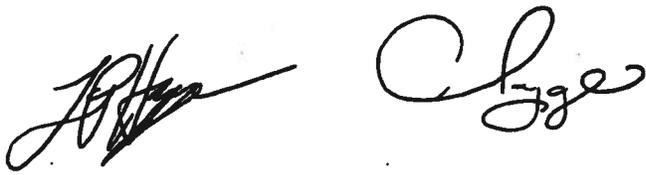
Along those same lines, we would love to see an increase in green space and walkability downtown. We hope that our future children will grow up very familiar with Colonial Williamsburg as an area to play, discover, and learn. We are excited about the plans to convert the parking lot behind Blue Talon into a green space with a splash pad. That would be fantastic for families in the summer months! But, in the spirit of preserving the "colonial atmosphere" and encouraging kids to get outdoors to play instead of being drawn to screens, Landin and I are very much opposed to adding the large advertising screen to the space. While it is important for Colonial Williamsburg to have opportunities to advertise, there are many other ways to do that without taking away from the natural beauty of a green space and place for children to play. Kids are exposed to enough big screens without another one imposing on one of the only spaces for them to play downtown. We would also like to advocate for preserving a few parking spots for handicapped patrons. As for remaining parking in downtown, we think it would be helpful to offer free parking for a few hours for those who make purchases in one of the area shops.

Finally, the only way that we will attract young people and families to put down roots in Williamsburg is if we make housing more affordable. This means more options for one bedroom or studio apartment living for students and young professionals, and thinking outside the box to allow options for families to

finance homeownership. For instance, homeowners can lower their monthly mortgage significantly when given the option to open their home to AirBNB guests a few times a month. As Landin and I hope to purchase a home in Williamsburg in the very near future, it is important to us that the City Code is friendly to renting rooms and homes on AirBNB.

Again, thank you very much for sharing our thoughts. We wish we could be there to advocate in person, but are grateful to those of you working hard to listen to everyone and work out a plan in the best interests of our community. We are looking forward to participating more in the future.

Sincerely,

Two handwritten signatures in black ink. The signature on the left is more stylized and cursive, while the signature on the right is more legible and appears to read 'C. Hagge'.

Landin & Courtney Hagge

HISTORIC TRIANGLE BICYCLE ADVISORY COMMITTEE

JAMES CITY COUNTY 🚲 CITY OF WILLIAMSBURG 🚲 YORK COUNTY

12 November 2018

Planning Commission
City of Williamsburg
Municipal Building
401 Lafayette Street
Williamsburg, Virginia 23185-3617

To Members of the Planning Commission:

Members of the Historic Triangle Bicycle Advisory Committee (HTBAC) discussed extensively Colonial Williamsburg's conceptual plan for Goodwin Square Plaza at our most recent meeting. The Committee wishes to express its support for the proposal.

The parking survey conducted by the City fairly recently indicates that there is plenty of unused parking within easy walking distance of this area. As a result, claims that removal of these parking spots would create a hardship for businesses currently located in Merchants' Square seem misinformed.

We assume that handicapped parking will be accommodated in the new configuration and furthermore urge you to require that this plan, if accepted, also incorporate sufficient state-of-the-art bicycle racks to meet the anticipated need.

It seems to many of us on the committee that this version of Goodwin Square Plaza would be a much superior use of that valuable property than its current function as a parking lot; it also represents implementation of an idea that is long overdue.

Best regards,



Katherine K. Preston
Chair, HTBAC
kkpres@wm.edu

Carolyn Murphy

From: Dolan, Carrie B <cbdolan@wm.edu>
Sent: Monday, November 12, 2018 1:44 PM
To: Carolyn Murphy
Subject: Goodwin Square concept

[NOTICE: This message originated outside of the City of Williamsburg mail system -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Hi Carolyn,

Carrie Dolan here-from LHT. Hope all is well.

I saw your name mentioned as someone willing to consider feedback on the Goodwin Square concepts.

As someone who grew up in Williamsburg I am glad to see the revitalization of that space.

I do have a concern I would like to add to the list for consideration by the committee. It is the big screen. When I saw the plans outlined in the newspaper, I thought it could be exciting for movies and/or sporting events to be showcased on a big screen. However, after thinking about it more closely I realized that I spend an enormous amount of time monitoring screen time and trying to encourage activities that do not involve a screen. As the mother of an elementary aged child it seems that screen usage only increases with every year-the iPads, TV, phones, gaming systems seem to be everywhere. In fact, children 8-12 years old spend an average of 4 hours and 32 minutes each day at a screen(CNN, 2017).

There are many things I enjoy about CW, but one of them is our family time that is free of a screen. It is disheartening to think that Carter's CW experience will become getting sucked into a screen instead of the bike rides down DOG street, the ice cream, and the horses. If a screen is added then it will act as a deterrent for our family. Instead, please consider having the screen appear for special events such as the summer movies or perhaps large events like Grand Illumination.

Thanks for taking the time to hear the community concerns.

Best,

Carrie

Carrie B. Dolan, PhD

Assistant Professor

Kinesiology and Health Sciences

College of William and Mary

Office Adair 112

Phone +01 (757) 221-2971

Email cbdolan@wm.edu

Skype [carrie_dolan](#)

Schedule office hours <https://appoint.ly/s/cbdolan/15-min>

Carolyn Murphy

Subject:

FW: downtown park

Sent from my iPhone

On Nov 10, 2018, at 10:12 AM, Charlie Huber <charlesahuber@verizon.net> wrote:

[NOTICE: This message originated outside of the City of Williamsburg mail system -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Dear Council Members,

As a resident of Williamsburg I want to voice my opinion to not change the P3 parking area in Merchants Square. The reasons not to change this area as currently proposed are:

a. People come to Williamsburg because it is different. It is a quiet, peaceful step back in time that is much needed and refreshing to those that visit. The large TV screen with constant advertising would be noisy and completely out of context with Williamsburg. Who wants to sit and watch advertising.

b. The water play station for children is also not in context with Williamsburg and is a feature that is available at many water parks. In a downtown area/park this type of water feature is not going to be productive as who would want to have their children get wet and not have anywhere to change their clothes. Families are not going to bring swimsuits to downtown Williamsburg for their children to play in a water feature. The water feature should not be built.

c. I have not seen any analysis of what removing this parking area will have on merchants. It would be good to do analysis, perhaps by shutting parking down for a month and see what happens to customer flow to the local stores. Just making a grand proposal for significant change does not mean it is the best for the community.

d. Whatever changes are made I learned that sound management would be to include a requirement for analysis of how the changes have worked, in this case how they have impacted Williamsburg merchants, visitors, and locals. If the changes are detrimental based on the analysis then additional changes should be made.

I am sure there are other better ideas on how to accommodate both parking and park in the P3 parking area.

To obtain better use of the parking garage, I suggest you consider making parking in the garage free of charge. This has worked in Yorktown and in Leesburg where garage parking is free. This would attract visitors and locals to use the parking area and would save on garage operations costs.

I appreciate your consideration of my comments and wish you well in deciding on the future of improving/progressing Williamsburg while maintaining the charm that makes Williamsburg special.

Sincerely,

Charlie and Sue Huber

Carolyn Murphy

From: Tyler Meldrum <tyler.meldrum@gmail.com>
Sent: Thursday, November 8, 2018 10:26 PM
To: Carolyn Murphy
Subject: Merchants Square North Plaza plan

[NOTICE: This message originated outside of the City of Williamsburg mail system – DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Dear Carolyn,

My name is Tyler Meldrum, I'm a resident of the City of Williamsburg (Strawberry Plains). A friend of mine forwarded the plan that CW has put forward regarding the proposed changes to the Merchants Square North Plaza, and suggested that I contact you with input; please forgive the unsolicited message. Unfortunately, I won't be able to attend the meeting next Wednesday, so I'll summarize my thoughts here.

I love the idea of replacing the current parking lot with a green space and more pedestrian-friendly area. As is, the lot is confusing to navigate and difficult to access; turning it into green space would make the area feel more pedestrian friendly, would make Prince George Street feel more connected to DoG street, and would provide another place for parents of young children (including myself) to go as part of other downtown activities. An "interactive fountain" would be phenomenal! AND improved opportunities for outdoor dining/snacking (beyond the benches on DoG street) would be most welcome. I hope the city allows this plan to move forward.

BUT...

...I think the TV screen is a terrible idea. Setting up a temporary screen for movies (Prince George movie nights?) and special events (WM football) seems perfectly reasonable. However, a permanent display that, presumably, shows mostly advertisements for CW would detract from walking, playing, foliage, outdoor dining, etc. A permanent screen reduces flexibility, too, should the city decide in the future to bring in food trucks, stage performers, etc. Furthermore, I am conscious of my children's screen time, and if a screen is next to the "interactive fountain", I would be disinclined to use the proposed fountain as such in favor of, for example, the Chickahominy splash pad. This may seem an uncompromising perspective, but I'd rather keep the area a parking lot than turn it into a green space that has a permanent television screen.

I'm sure there will be the usual controversy associated with the quantity of downtown parking. I support the retention of several ADA-compliant parking spaces in the current location. Otherwise, I think the city will need time and effort to drive parking to the garage and other "outer" lots in order to preserve and enhance the pedestrian charm of downtown. I think of how lucky we are that DoG street no longer carries vehicular traffic, and how much of a battle that must have been. I expect this, too, will require effort to convince the city, but the effort will likely pay significant dividends in walkability, enjoyment, tourism, and quality of life.

Thanks for reading my thoughts and concerns. I'm happy to discuss my opinions further if requested.

Sincerely,
Tyler Meldrum

Carolyn Murphy

From: Jessica Sapalio <jsapalio@gmail.com>
Sent: Thursday, November 8, 2018 9:41 PM
To: Carolyn Murphy
Subject: input on Merchants Square North Plaza plans

[NOTICE: This message originated outside of the City of Williamsburg mail system -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Dear Ms. Murphy,

I am writing to submit input on the proposed Merchant Square North Plaza redesign. I am 100 percent supportive of this being turned from a parking lot into a vibrant green space for our ccommunity. I frequent this area of town several times per week, often with children. Having a green gathering space where children can play, friends can gather, and colleagues could chat or eat lunch outdoors would be such an asset to our community. I believe it would be used a great deal by locals and would also be attractive to tourists visiting Merchant Square businesses.

I love the idea of having a splash pad for children and ample seating (particularly shaded seating) for patrons. The more time people spend in the square watching children play, the more likely they will be to visit local businesses. This green space will also bolster a sense of community downtown that currently exists during the Farmers Market, but not so much at other times of week. I really think it will make Williamsburg a more livable town, not just a tourist destination (though it will help on that front as well).

The only part of the proposed design that I do not support is the large, permanent screen. As we look to build community, encourage our children to play outdoors, and foster a sense of togetherness, I believe a large screen will be a detractor. Screens are pervasive in many aspects of our lives, and we need green spaces that are screen-free. Bringing in screens for movies or special events is great, but having them always there and always on would really take away from the value of this space. I really don't want to have to monitor my kids' screen time at the park!

Thank you for considerig my comments. I look forward to many hours of enjoying a lovely outdoor space in downtown Williamsburg with my friends and family.

Sincerely,

Jessica Sapalio
757-707-7570

Carolyn Murphy

Subject:

FW: P3 Thoughts

From: David Trichler <dtrichler@gmail.com>

Sent: Wednesday, November 7, 2018 4:03 AM

To: edward maslin

Subject: P3 Thoughts

Ted, morning!

No one has been bigger advocates of the P3 conversion than my wife and I. We think it is an incredibly exciting development, both from a personal standpoint and also from how to increase economic growth and foot traffic. I know several individuals are concerned about parking, but I am confident that with some adaptations (e.g. free parking with proof of purchase, a couple handicapped spots), people will be very quick to adapt. I'm sure that the earlier conversion from street to walking for DOG street had similar concerns, but now it's hard to imagine our city without that pedestrian friendly space!

However, I will confess to one surprising development. After my wife and I went to see the demonstration of the large screen for CW advertisements, we came away - surprising us - feeling disappointed. It felt like a cheap spin off of Times Square, and not a place we love the idea of taking our kids to. In fact, contrary to our earlier excitement of having this be a new gathering place for our friends and out of town guests, we would avoid the space if the screen was always on running CW promotions. I don't know how Council feels about the screen specifically verse input more broadly, but if we are using tax dollars to support development, I do think it reasonable that the City has a voice in how the space is developed. I can see a screen for special events - ie summer time movies, World Cup final, W&M graduation but not permanently installed nor on a daily basis. I would also not want it to be used for advertisements.

Anyways, overall I'm incredibly excited about the steps forward, and just a couple of two cents to toss your way.

Merchant's Square vs. Goodwin Square

As a resident of twenty years, a comment is required on the Goodwin Square proposal for Merchant's Square before the City Council. As stated in The Gazette's October 27th publication, the full proposal of an outdoor square, which includes a 12 by 19-foot LED is not only absurdly bizarre, but goes against the purposeful planning and design that the Rockefeller Foundation laid out for our City. Far more egregious than the recent Mellow Mushroom signage.

Merchant's Square, listed on the National Register of Historical Places, is one of the first planned shopping districts in the United States. It offers to the eye, not only beautiful Colonial Revival architectural design, but a blend of colonial and early 19th century charm. It is a place to walk, to rest, to shop & dine, to enjoy a concert and to meet friends. It is a priceless gift to both our citizens and visitors worldwide.

To be fair, Merchant's Square has evolved over time and should continue to evolve in order to create unique and enjoyable experiences. Additional green space is always pleasant and, to that, part of the Goodwin Square plan may be a very good idea. But, a 12 by 19-foot LED with a sound system and eliminating precious handicap parking?

Part of the concern is CW's *NEW* management influence to our Council. The *NEW* CW has, in a very short time, via out of town consultants and new senior personnel without the understanding of *Colonial Williamsburg's Sense of Place* is rapidly destroying the old-world charm. Just one example is The Williamsburg Inn. The Inn's new refectory pool with piped in music; the hideous overly done lights during last year's holiday season; eliminating the lawn bowling green and the closing of one of the most beautiful dining rooms in America, The Regency Room (largely because of mediocre food, an overpriced wine list & inconsistent service). Most locals remember, that not too many years ago, it was hard to even get a reservation at any CW restaurant. This was when CW taverns served quality local food and traditional Virginia recipes and locals dined there; not to mention, a real Caesar Salad made fresh at the table and even finger bowls at The Regency Room! These are important points of difference.

To Williamsburg City Council members, who are current and past employees of CW and to new City Council members (one who is a new resident), this voter asks you to please perform a little old school "management by walking around." Personally, knowing the majority of you, you are good people. But, please, Change for Change Sake is not good for Williamsburg.

Note, humble opinions originate from personal knowledge of our beautiful City beginning from my first visit in 1956. At 6 years old, my parents planned an annual Summer vacation to Williamsburg. Over the years, a wonderful love affair with the area began. Lasting impressions from milk shakes and sandwiches at the Williamsburg Pharmacy counter to shopping at Casey's. My wife and I honeymooned at The Inn in 1971 and returned every year since before choosing to retire in this Special Place.

Thanks for Listening,

**Ron Spangler
Williamsburg, VA
October 28, 2018**

Carolyn Murphy

From: Michele DeWitt
Sent: Friday, October 26, 2018 9:27 PM
To: Andrew Trivette; Christina Shelton; Carolyn Murphy; Debi Burcham
Subject: Fwd: Goodwin Plaza

Michele Mixner DeWitt, Williamsburg Economic Development Director
Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: MR RALPH YOUNGS GINA YOUNGS <whiskers3816@yahoo.com>
Date: 10/26/18 8:29 PM (GMT-05:00)
To: City Council <Council@williamsburgva.gov>
Subject: Goodwin Plaza

[NOTICE: This message originated outside of the City of Williamsburg mail system -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Williamsburg City Council Members,

We have been a business owner and member of Merchants Square for the past 20 years. Our store has been part of Merchants Square and the City of Williamsburg for over 45 years. During this time, we have seen both Merchants Square and the City evolve and change. We have never been so excited about a change, as we are about the proposed Goodwin Plaza.

We believe the Plaza would benefit both Merchants Square and the City of Williamsburg. First it will serve to draw people off Duke of Gloucester Street, which will allow them to experience more of Merchants Square and the surrounding businesses on Prince George Street. Secondly, the Plaza will serve as a valuable public space for the entire community of Williamsburg.

Numerous studies performed by both Merchants Square and Colonial Williamsburg indicate that 75 percent of people on Duke of Gloucester Street don't venture off the street. One of the main reasons people don't head towards Prince George Street is that they view the parking lot as an impediment to navigate. Many school group chaperons will not allow their students to cross the parking lot and head towards the businesses across the parking lot and on Prince George Street because they deem it unsafe. The Plaza would welcome people off Duke of Gloucester Street and allow them to explore and shop the rest of Merchants Square and Prince George Street. In turn, this would result in increased tax revenue to the City of Williamsburg.

With the increase in residential housing throughout the City, a Plaza in the middle of downtown Williamsburg would be very beneficial. The Plaza would be truly a unique gathering place, as it is framed by the historic buildings of Colonial Williamsburg. It would serve as the focal point for downtown Williamsburg. The Plaza would have multiple uses that would benefit the citizens of the City and serve as an outdoor living area for the entire community. It would be a place where events, festivals, gatherings and concerts could be held.

For all the above reasons, we are pleased to enthusiastically endorse Goodwin Plaza and hope that it will be approved. Thank you for your consideration.

Very truly yours,

**Ralph Youngs
Baskin-Robbins**

File

Mr. Shelton,

The Shoe Attic, LLC
409b W Duke of Gloucester St.
Williamsburg, VA 23185

October 23, 2018

To: Williamsburg City Council

Subject: Opposing Repurpose of Parking Lot P3

City Attorney Shelton:

Amongst our concerns regarding the P3 parking lot project, we ask that you confirm that it meets City codes and ordinances regarding fire lanes, emergency access, trash pickup, etc. See underlines below.
Thanks, Dan Bolton

1. The concept of converting several downtown parking areas into "walkable urbanism" or a "gathering place" appears in City strategic planning and economic development documents. These ideas came from a west coast consulting firm hired by the City several years ago to bring "fresh thinking" and promote economic development. Apparently they missed the fact that our City is already ranked among the highest in the country for our walking streets and green space. Merchant Square caps a thoroughly charming mile-long walking street, surrounded by benches and green space. I count nine downtown establishments with outdoor seating that make fine gathering places. The incongruity of replacing what is already scarce (convenient parking) with more of what we already have in abundance (walkable urbanism?) is silly, and more than a little suspicious.

2. As parking lots go, P3 is as charming as it gets. It is surrounded by attractive store fronts and brick sidewalks, with lighted trees in the medians and colonial style lighting and store signs. The only thing this project brings that we do not already have, is a play fountain situated right in front of a big screen TV. The TV is completely out of character and will be a programming and maintenance headache. The only benefit claimed is to get movie-night off of Prince George St. I am pretty sure there are many more resident complaints about downtown parking than there are for having Prince George blocked for a few evenings in the summer. Realistically, how many parents will bring their children to Merchant Square in bathing suits to play in the fountain, versus those for whom the fountain will be an attractive nuisance and a potential safety and health hazard?

3. More importantly, this plan ignores the reality that a very high percentage of our Merchant Square and Prince George customers are local (over 50% at the Shoe Attic), and their consistent complaint is shortage of convenient parking. We are competing with Richmond and Newport News department stores and on-line stores that carry the same brands, and with local suburban shopping where you find plenty of parking a few steps from your destination, and you never worry about parking tickets.

4. One of the reasons for taking The Shoe Attic from Prince George St. to three times the rent on Merchant Square was frontage on the P3 parking lot. The loading zone directly in front of the store facilitates the regular bulk shipping that a shoe store requires. The 48 one-hour parking spaces turn over at least 300 cars each day during our store hours, every one of which sees The Shoe Attic store front. We estimate that the reduction of visibility to our demographic, and loss of convenient parking in front of the store will permanently impact our sales by 20% to 30%. This estimate is based on the fact that our sales increased by a factor of three with the one block move from Prince George St. to the more visible and more convenient location in Merchant Square.

5. We learned that it is planned to raise the P3 area by several feet in some places to provide a more level space. That will involve months of hauling and grading with mud and blowing dirt, forcing us to keep our front door closed, which is a known deterrent to passers-by (the other half of our

customers). The obstructions, closed door, and dirt will discourage both local and visiting customers during construction. The City put walkways through the construction during widening of the sidewalk on the 500 block of Prince George, but our year-over-year sales dropped 20%.

6. We are greatly displeased that the trash compactor that serves numerous businesses in the area will be removed. We have asked repeatedly about the trash removal situation, and have received no response. We note that business property owners (CW in this case) are required by City ordinance to make provisions for trash pick-up. Our Merchant Square leases preclude us from using outside trash containers, so elimination of the existing trash solution is very problematic, especially since the stores on the east side of P3 will not have street access on any side for trash or deliveries.

7. The issue of street access also raises safety questions. City ordinances have requirements for fire lanes; where are they on this plan? How will delivery, or customer, or emergency drivers even find those "street-less" addresses? Before approving this plan, the City should research records and ordinances for compliance with standards regarding handicapped and emergency access, and for agreements regarding merchants' needs for loading zones and trash truck access.

8. When P3 was last designed by CW and approved by the City, six loading zones were included to support the stores around P3 and on the north side of that block of Duke of Gloucester. With this plan, only the two alley loading zones remain. During a typical business day there is an average of over a dozen delivery and service vehicles parking in the P3 lot, without blocking traffic or emergency access. With this change, delivery and service vehicles will be forced to block the alleys and traffic on bordering streets, creating a traffic and safety hazard.

9. It has been made public that CW real estate marketing would like a more park-like view for the apartments they plan to add to the Goodwin building, but whatever rental value they gain for those apartments will be lost on the rental value of shops left without loading zones, trash solution, and convenient customer parking. Clearly cooperation is essential to maximize synergism between CW and the City, but in this case, CW real estate marketing interests should not be a consideration.

10. In conclusion, we advocate that this project be cancelled or relocated, because, at substantial initial and ongoing expense, it brings little if any benefit to the City, and does very obvious harm to revenue producing businesses. CW has long been plagued by a frustrating shortage of convenient parking for shoppers, restaurant patrons, and event attendees. This project, and the similar plan to eliminate the P5 lot, makes the parking situation even worse. If people need an additional place to gather, put a big patio area in front of the Museum or on Duke of Gloucester where the winter skating rink goes. Those areas would have higher utilization year-round because they would be more obvious to visitors, and more accessible.

Sincerely,



David R. Rolston,
Business Consultant

703 216 1489
drrolston-consulting@yahoo.com



October 2, 2018

To: The Honorable Paul Frelling, Mayor
Members of the Williamsburg City Council
Chair Adam Steely and members of the Williamsburg Economic Development Authority
Mr. Andrew Trivette, Interim City Manager
Ms. Michelle Mixner-Dewitt, Economic Development Director

From: The Merchants Square Association Board

While we may agree that the Goodwin Square project would provide an attractive and inviting place for people to gather, we believe there are concerns that need to be addressed, significant concerns that relate to the points below and ultimately and especially to the future viability of businesses in close proximity to and on the perimeter of the project.

Following Board review and discussion of the proposed plans several concerns regarding the project were identified as needing attention and/or resolution in order for the project to win Board support. Those primary concerns include the following.

Health and Community Safety – Emergency vehicles not having direct access to the store fronts of “perimeter locked” businesses.

Storefront Parking - Many studies have been conducted over the years regarding Merchants Square. A recurring complaint is the issue of inadequate parking. Whether it be a real or perceived issue, it’s firmly imbedded in the minds of our residents. With regard to the Plaza plans, there is no parking in close proximity to the businesses which will be a deterrent for many customers, especially our elderly. Two suggestions from the board would be to eliminate two of the four rows of trees on either side of the plaza to enable a circular drive and/or angled parking.

Dumpster Location - After looking at the plans it is not clear where the dumpsters would be located and how accessible they would be not only to the businesses but also to the large trucks that will need daily access to the dumpsters for trash removal.

Delivery/Maintenance Truck Access - Restaurants and retail businesses receive daily deliveries from large trucks. It’s difficult to envision how these vehicles will be able to maneuver around the current design of the plaza so as to avoid unnecessary delivery expense for businesses.

We appreciate your consideration of these issues. They are of great concern to the Board.

Sincerely,

The Merchants Square Association Board

R J S
& ASSOCIATES, INC.

October 2, 2018

Ms. Carolyn A. Murphy
Planning and Codes Compliance Director
CITY OF WILLIAMSBURG
Municipal Building
401 Lafayette Street
Williamsburg, Virginia 23185

Dear Carolyn:

Pursuant to our telephone conversation, I am writing to register my support for the development of the proposed Goodwin Square where the current City Parking Lot P3 is located. The proposed plaza will complement the retail business and restaurants in Merchants Square and the Downtown Business District by providing an exciting venue for patrons to gather and attend special events. I also believe with the proper programming, these events will further enhance the vibrancy of the Downtown and attract visitors from outside the Greater Williamsburg area which meet two objectives of the Downtown Vibrancy Plan.

I respectfully request the City give favorable consideration to this proposal.

Sincerely,


Robert J. Singley

RJSsr/pab

September 17, 2018

**The Honorable Paul Freiling, Mayor
Members of the Williamsburg City Council
Members of the EDA
Andrew Trivette, Interim City Manager
Michele Mixner-DeWitt, Economic Development Director**

I am reaching out you today to voice my support of the proposed "Goodwin Square" space in Downtown Williamsburg. It is my opinion that this venture will not only benefit the entire community of downtown businesses, but the Williamsburg community of residents and visitors as well.

I and my team have been face-to-face with loyal local guests who repeatedly vocalize their desire to avoid the downtown area completely. And what we've heard again and again from our visitors is a disappointing "Is this it?" as it relates to the 'downtown Williamsburg' area as a whole - and we have constantly heard that our downtown is 'lacking'. Frankly, we do not blame them (or our locals) for finding what should be the pride of our community, increasingly 'disjointed'.

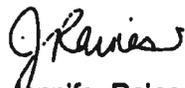
While the new business growth on Prince George Street has been somewhat encouraging, more needs to be done to draw foot traffic past Merchants Square, to beautify the entire downtown area, and provide a more quality experience to our guests.

The proposed "Goodwin Square" project would supply an attractive gathering space for locals and tourists alike, as the recent Downtown Vibrancy Study recommended. We would be looking forward to Goodwin Square hosting community events such as possible extensions of the Farmers Market, Movies on Prince George Street, 2nd Sundays, Winter Blues Jazz Fest, and more.

We have personally seen tourists become "lost" in this particular space - feeling as if they have reached a 'dead space' before inevitably turning back towards Merchants Square. A person looking down both North Boundary Street and Henry Street from Merchants Square sees no visual cues that they should journey beyond the boundaries of Duke of Gloucester Street. There is inadequate signage for local businesses throughout downtown, inaccurate and out of date maps, and not enough directional signage for the parking garage. The loss of the small amount of parking spaces within "Goodwin Square" would not impact the traffic downtown if visitors were properly directed to ample space in the parking garage.

As a locally-owned downtown business, I believe that the construction of "Goodwin Square" would unquestionably improve the appeal and quality of the downtown experience, and kickstart a revitalization that I see as desperately needed.

Respectfully,



Jennifer Raines, M.S.
Owner, Kinks & Quirks LLC



September 13th, 2018

**To: The Honorable Paul Freiling, Mayor
Members of the Williamsburg City Council
Chair Adam Steely and Members of the Williamsburg Economic Development
Authority
Mr. Andrew Trivette, Interim City Manager
Ms. Michele Mixner-DeWitt, Economic Development Director**

From: Andrew Voss

On behalf of the Amber Ox Public House and Precarious Beer Project, I am writing this letter to urge you to fully support the "Goodwin Square" development proposal.

The proposed project would be a welcome addition to the City of Williamsburg. The space identified for this project is drastically under-utilized as a parking lot. I understand there is a perceived lack of parking in the local community, however the renovation of this space into an interactive pedestrian green space is exciting! Not only will this be a draw for families, tourists and students, but it will activate a space that is otherwise "dead" and will contribute to the vibrancy in our downtown community.

The growth of our local community is exciting! A lot of this growth is attributed to the City Councils support for small business and project diversity. The Goodwin Square project would be a great addition to this growth and is one that should be fully supported.

I am happy to discuss this support should you have any questions! Thank you for your time and your continued support of our local businesses!

Cheers!

A handwritten signature in black ink, appearing to be "AV", written in a cursive style.

**Andrew Voss | Co-Owner
Amber Ox Public House & Precarious Beer Project**

Goodwin Square (Block 23) Archaeological Resource Management Plan

**Mark Kostro, PhD, RPA
November 2, 2018**

In October 2018 Colonial Williamsburg announced plans for the redevelopment of the Block 23 Parking Lot on the north side of Merchant's Square as a pedestrian plaza to be known as Goodwin Square which is located within the City of Williamsburg's Archaeological Protection District. The project will entail the demolition of the existing asphalt pavement, curbs and the concrete base that underlies the asphalt within the interior of the block. Replacing the parking lot will be a plaza that includes green space, brick sidewalks, outdoor seating, a splash pad and a large video screen. The project also includes the construction of a new public restroom at the plaza's southwest corner. Historic map overlays, historic photographs and a review of previous archaeology indicate the potential for the disturbance of archaeological resources within a small portion the development area. The most sensitive of these is the Dunlop family cemetery approximately located within the access road connecting N.Boundary to the parking lot. The present document reviews the known and potential cultural resources within the project area, evaluates the pressures to their *in situ* preservation, and outlines the course of action to be undertaken if significant archaeological resources are discovered in the course of site work.

Historical Background

Located within the Merchant's Square portion of Williamsburg, little attention has been paid the history of Block 23 until recently. The scant documentary hints to the block's eighteenth-century development include a reference to a tavern in the 1710s at the corner of Duke of Gloucester and N.Boundary Streets, various dwellings along Duke of Gloucester Street, and the operation of a charity school in the 1760s for free and enslaved African American children (Bray School) in a rented dwelling at the corner of Prince George and N.Boundary Streets (Goodwin 1950; Meyers 2004; Schupp 2000; Vinciguerra 2003). In the late eighteenth century, the block is depicted on at least two maps of the town. The Frenchman's Map of 1782 shows seven structures fronting along Duke of Gloucester Street, two at the northwest corner of the block fronting on Prince George Street, and a ravine running SW to NE intersecting with the block's northeast corner (Figure 1). The Desandrouins Map of the same year also shows various buildings at the block's perimeter and the ravine, but also shows two possible structures nearer to the center of the block (Figure 2).

No nineteenth century maps of Block 23 survive, but an oral history given by John S. Charles (1928) describes the block at the time the Civil War began as having "only six houses on it". He further identifies the house at the northwest corner of the block as the Dudley Digges house and that it was occupied by "an old white woman, 'Miss Gresham'", and the house at the block's southwest corner as "a small two story frame house, owned by the heirs of a respected colored man who was a blacksmith." Charles was referring to Alexander Dunlop, a free African American who acquired the property sometime between 1852 and 1858, and worked as a blacksmith prior to the Civil War.



Figure 1. The Frenchman's Map (c.1782) overlaid on the project area.

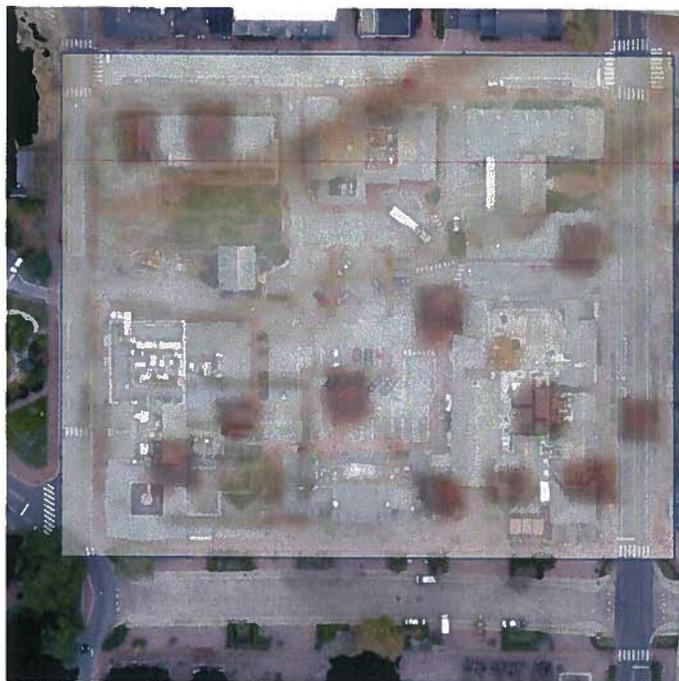


Figure 2. The Desandrouins Map (c.1782) overlaid on the project area.



Figure 3. 1921 Sanborn Fire Insurance Map overlaid on the project area.

Early twentieth century Sanborn Fire Insurance maps indicate that the block's residential development continued to be concentrated along Duke of Gloucester and Prince George Streets, with only a small number of buildings along N.Boundary and N.Henry Streets, and minimal improvement of the block's interior (Figure 3). The largest of the buildings along N.Boundary Street is identified as a one-story blacksmith shop on the 1921 Sanborn Map. An early 1920s aerial photograph that includes the northwest corner of Block 23 also shows the blacksmith shop as well as the residential dwellings along Prince George including the aforementioned Digges House. The undeveloped portions of the block are either yards or cultivated as gardens (Figure 4). Three years later, another aerial photograph shows the entire block (Figure 5), and documents the residences on Duke of Gloucester and Prince George Streets, as well as, a wide variety of outbuildings behind the main structures. The photo also shows that by 1924 the blacksmith shop on N.Boundary Street had been replaced by a new building to the southwest of the shop's 1921 location. To the north of the shop, four white objects are also visible in the photograph. This is very close to where stone grave markers for Lucy Ann Dunlop (Alexander Dunlop's wife) and Robert F. Hill (Lucy Anne's father) were uncovered in 1965 and again in 2003, suggesting the possibility that the white objects in the photograph are grave markers (Vinciguerra 2003). If true, the photo indicates that two other, as yet undiscovered and unidentified, individuals may have been interred alongside Mrs. Dunlop and Mr. Hill.



Figure 4. Early 1920s aerial photograph showing the northwest corner of Block 23 looking east.



Figure 5. 1924 aerial photograph of Block 23 looking west. The red arrow indicates possible gravemarkers.

By the end of the 1920s, the Williamsburg Methodist Church had acquired all the property on the west side of Block 23 along N.Boundary Street. In 1925 the Methodists demolished the Dunlop family home and built a new brick church at the corner of Duke of Gloucester and N.Boundary Streets. Archaeological evidence also suggests the graves of Mrs. Dunlop and Mr. Hill were moved a short distance east and out of the new church's footprint at the time of the church's construction (Vinciguerra 2003). It is probable, although unconfirmed, that if other graves were located alongside Dunlop and Hill, they were also moved at this time. Five years later, in 1930, the Methodists built a three story brick dormitory (named Brown Hall in 1939) on the site of the Digges house (Meyers 2004). The rest of Block 23 was gradually acquired by the Williamsburg Holding Corporation in the 1930s and was ultimately redeveloped as Merchant's Square. The Methodist Church was also later sold to Colonial Williamsburg

in 1965 and demolished in 1981, while Brown Hall dormitory was sold to the College of William & Mary in 1939.

Previous Archaeology

Archaeological investigations of Block 23 have been limited to a series of salvage investigations of the Dunlop/Methodist Church/College Corner property at the block's southwest corner; and a three year investigation of the William & Mary-owned Bray School / Digges House site at the block's northwest corner. Presumably because Block 23 is located outside of Colonial Williamsburg's Historic Area, the Foundation's architects never cross-trenched the block.

The first of the salvage efforts included the documentation of the aforementioned Hill and Dunlop grave markers in 1965. Lost since 1925, the two grave markers were uncovered during the grading for the expansion of the present parking lot. Their location was mapped and the grave markers were photographed *in situ* before they were reburied. In early 2003, Colonial Williamsburg's Department of Archaeological Research attempted to relocate the grave markers prior to the construction of the new College Corner building. That effort was unsuccessful, but a couple months later, the two grave markers were unexpectedly re-exposed under the College Corner Building's northeast corner and removed along with the partial remains of two individuals (Figure 6)(Vinciguerra 2003). Both markers are on currently display at the First Baptist Church where Lucy Ann's husband Alexander was a trustee and deacon; while the excavated human remains were reinterred at the city's Cedar Grove Cemetery following their examination by William & Mary's Institute for Historical Biology (Blakey and Mahoney 2004).

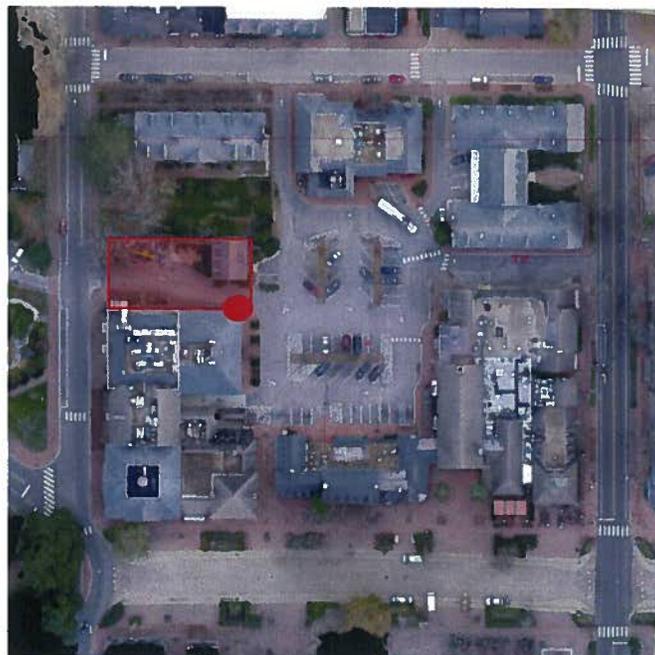


Figure 6. The red dot depicts where the Dunlop and Hill gravestones were discovered in 2003. The red box shows the potential boundaries of the Dunlop family cemetery.

In 1969, rescue archaeology was conducted in a small area between Binn's Department Store and the Methodist Church building. The area had been graded by machinery in order to begin construction of a basement addition to the store. A series of round and rectangular pits, and a part of a cellar that had been filled before the 1730s. A number of eighteenth century artifacts were found, including tin-glazed cups, cutlery, tobacco pipes, and fragments of bottles. Additional archaeological monitoring was conducted in 1981 during the church's demolition to look for evidence of the site's eighteen-century occupation, but the earliest artifacts found dated to the mid-nineteenth century, and no structural remains were found (Schupp 2000:3).

In 2000 and 2001, two separate phase II investigations of the former Methodist Church property were carried out in advance of the construction of the College Corner Building. In both instances, the testing revealed no intact archaeological features pre-dating the church's demolition (Schupp 2000; Boroughs 2001). In July 2002, however, the excavation of a basement for the College Corner Building revealed two wells, one eighteenth century and the other nineteenth century. A small sample of artifacts was recovered from each well (Edwards 2002). Also part of the College Corner Building's construction was the archaeological monitoring of a new storm drain between it and the Goodwin Building. Within the drain trench, Colonial Williamsburg archaeologists recorded a series of deeply buried (>4 feet) underground eighteenth-century storm drains leading into the ravine to the northeast (Vinciguerra 2003).

The most in-depth archaeological investigation of Block 23 was the three year investigation of the Bray School / Digges House site by the Colonial Williamsburg / College of William & Mary annual archaeological field school. The project yielded significant evidence of Block 23's continuous occupation from the late seventeenth through the early twentieth century including outbuildings, underground storage pits, a well and numerous artifacts (Kostro 2014).

Archaeological Impact Assessment & Recommendations

The review of the documentary and archaeological evidence relating to the historical development of Block 23 indicates that the lot's eighteenth and nineteenth century development was predominantly along Duke of Gloucester and Prince George Streets, and for the most part, is outside the Goodwin Square development area. Furthermore, the development plans include only very limited excavation and instead calls for extensive landfilling in order to raise the grade as much as three feet within the center of the development area to meet the elevations along the area's perimeter. The landfilling will provide significant *in situ* protection to whatever cultural resources might exist within development area including the pair of buildings depicted on the Desandrouins Map that might lay within the development area. **Nevertheless, to ensure that no cultural resources are inadvertently destroyed, Colonial Williamsburg's Department of Archaeology will monitor the demolition of the extant parking lot and record the locations of any archaeological features that are exposed prior to the landfilling necessary for the pedestrian plaza's construction.**

In addition, all earthmoving activities within the Dunlop family cemetery will also monitored. The cemetery potentially includes the area west of the current parking lot and between the College Corner Building to the south and the brick wall that encloses the garden at Brown Hall to the north (see Figure 6). The planned excavations within this portion of the development area are limited to new

curb footers which the Department of Archaeology will monitor. In addition, given the sensitivity of the area, the Department of Archaeology will proactively apply for a Burial Permit from the Virginia Department of Historic Resources (VDHR). If graves or human remains are encountered, their removal will proceed immediately upon discovery in accordance with all provisions set forth by the VDHR in the burial permit.

Works Cited:

Blakey, Michael L. and Shannon Mahoney. 2004. *Report on the Human Remains Recovered from Block 23CB on Colonial Williamsburg Property*. Report No. 2, Institute for Historical Biology, College of William & Mary, Williamsburg, Virginia.

Edwards, Andrew C., n.d. "Block 23 Wells". Report on file, Department of Archaeology, Colonial Williamsburg Foundation.

Goodwin, Mary, 1950. *Blocks 15, 14 (South) & 23, 22 (North) Historical Report*. Colonial Williamsburg Foundation Library Report Series 1314. Rockefeller Library, Colonial Williamsburg Foundation.

Kostro, Mark, 2004. "The Bray School Archaeological Project, 2012-2014" *Virginia Archaeologist*, Vol. 31, No. 2 (Fall), p.12-13.

Meyers, Terry, 2004. "This Old House: Moved, mislabeled and misplaced, building at the college dates to 1700s. *Virginia Gazette*, 19 June 2004, pp 1A, 12A-13A.

Schupp, Katherine, 2000. *A Phase II Archaeological Assessment of the Old Methodist Church Lot*. Department of Archaeological Research, Colonial Williamsburg Foundation, Williamsburg, Virginia.

Vinciguerra, Lucie. 2003. Block 23 Storm Drain Monitoring. Report on file, Department of Archaeology, Colonial Williamsburg Foundation.

**ARCHITECTURAL REVIEW BOARD
WILLIAMSBURG, VIRGINIA
MINUTES
Tuesday, October 9, 2018**

The regular semi-monthly meeting of the Williamsburg Architectural Review Board was held on Tuesday, October 9, 2018 at 6:30 p.m. in Room #128 in the Stryker Center, 412 North Boundary Street, Williamsburg, Virginia.

CALL TO ORDER and ATTENDANCE

Chair Robert Lane called the meeting to order. Present in addition to Mr. Lane were Board members Messrs., Donald Koehler, Mark Kostro, Joe Hertzler, David Stemann, Andrew Edwards, Scott Spence. Staff members present were Principal Planner Erin Burke and Planning Clerk Heather Moore.

CONCEPTUAL PRESERVATION DISTRICT

ARB#18-106 CWF/403 & 435 West Duke of Gloucester Street, 412 Prince George Street, 134 North Henry Street (P3 Parking Lot, Behind Blue Talon) – Conversion to Private Plaza: APPROVED

Jeff Duncan, *Colonial Williamsburg*, with Ed Pease and David Stemann, *Stemann and Pease* were present for the presentation of the conceptual review for Goodwin Square. The applicants are requesting approval so that they may present to the Planning Commission at the November 14, 2018 meeting.

Member Spence inquired as to what the Architectural feature would be. Mr. Duncan stated that it is not finalized currently, but will be minimal and possibly just an opening between the hedges.

Mr. Duncan said that the plan is to keep all the features: brick, benches, curbs and banding (concrete and granite) consistent with what is already in Merchants Square.

Discussion on the road material in the area between Blue Talon and Brown Dormitory will be asphalt pavers, with loading for firetrucks to enter and leave. Loading trucks will be able to get in and out from Henry Street and Prince George Street. The area over by the Goodwin Building will be built up and retaining walls put in.

Member Koehler confirmed that the water feature is not a pool but a flat surface that chairs, blankets, etc. can be put on top of.

There was some discussion in regards to the video wall; the video wall will stay up when not in use. It will be a LED display and could potentially be able to carry movies, sports, ads, etc. Sound for the video wall will be placed through the area. Mr. Duncan confirmed that they would like the video wall on when Merchants Square is open.

Member Koehler had concerns on what the merchants' feedback is. Mr. Duncan stated that many of the merchants in the area are favorable, though a few do have concerns about losing the parking. He also stated that of the 40 spots that would be lost do not need to be made up. It was found during the last parking study, only 65% of the parking was utilized during the busiest times.

Architectural Review Board Minutes

October 9, 2018

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Mr. Duncan stated that there is a lot of interest from developers for the Goodwin Building; possibly retail downstairs and residential upstairs. Moving forward with Goodwin Square will be more pleasing for residents. Developers will deliver plans formally by the end of October for review.

Chair Lane moved that the Architectural Review Board agrees that the presentation is adequate and recommends sending plans to Planning Commission for review. Member Hertzler seconded the motion which carried by roll call vote of 5-0-2. Members Stemann and Kostro abstained.

Recorded vote on the motion:

Aye: Edwards, Spence, Lane, Hertzler, Koehler
Nay: None
Abstain: Stemann, Kostro
Absent: None

OTHER
Minutes

Chair Lane moved that the minutes of the September 25, 2018 meeting be approved as revised. Member Kostro seconded the motion which carried by roll call vote of 6-0-1. Member Stemann abstained.

Recorded vote on the motion:

Aye: Edwards, Spence, Lane, Hertzler, Kostro, Koehler
Nay: None
Abstain: Stemann
Absent: None



CITY OF WILLIAMSBURG

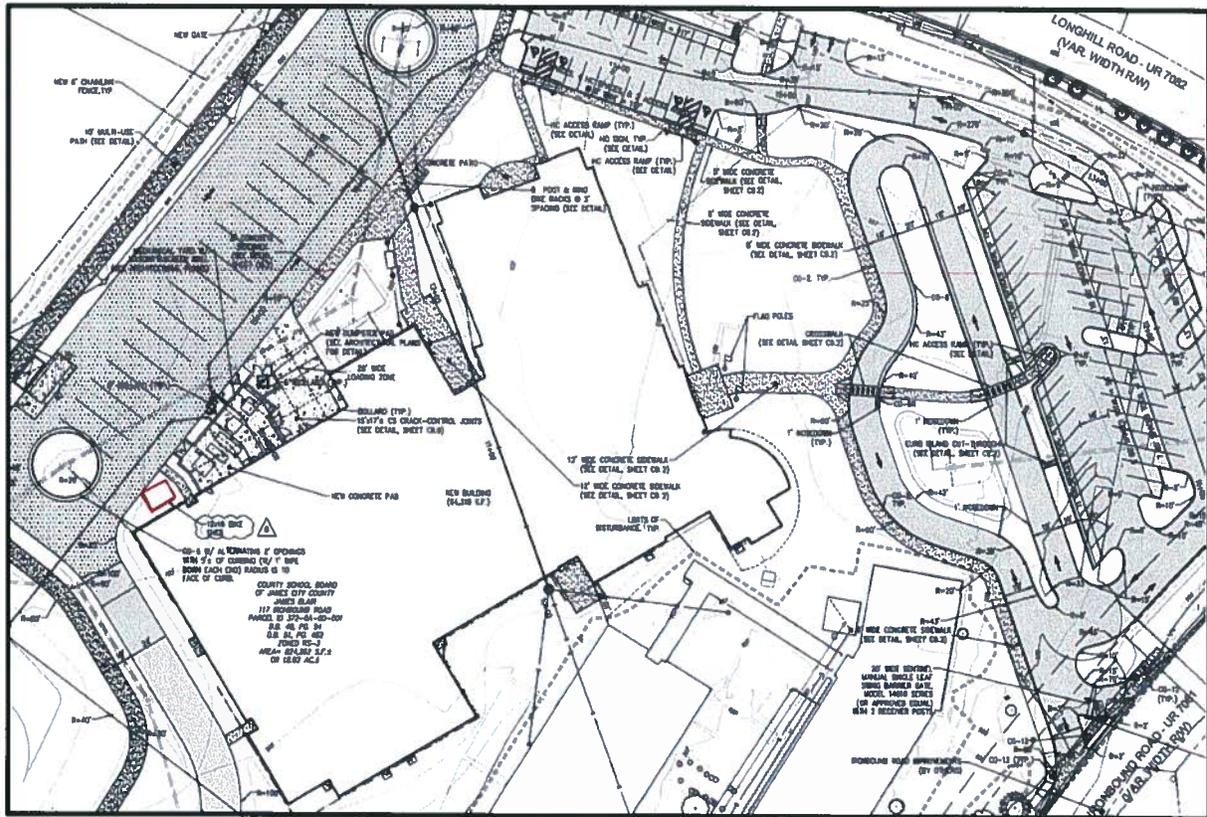
MEMORANDUM

DATE: November 20, 2018

SUBJECT: 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.

Williamsburg-James City County Public Schools (WJCCPS) is requesting to amend the 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. The shed will be used to store bikes used for instructional purposes at the school.



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.

Architectural Review

This property is outside of the Architectural Review District therefore no review is required.

Site Plan Review Committee

The Site Plan Review Committee reviewed the request at their October 17, 2018 meeting and recommended approval.

ANALYSIS

The applicants are proposing the addition of a 12' by 16' storage shed on the north west side of the school. There is no place currently on site to safely and securely store bicycles used in the physical education and after school programs. The proposed shed will provide a convenient location for the bicycles to be stored while ensuring they are properly secured when not being used.

The property is adequately served by essential public services such as streets, drainage facilities, fire protection and public water and sewer facilities. The proposed project is in harmony with the adopted comprehensive plan, and the intent and purpose of the

Zoning Ordinance. The proposed use is in harmony with the character of the adjacent properties and will not result in the destruction, loss or damage of any feature determined to be of significant ecological, scenic or historic importance. This project is designed and sited so that it will not hinder or discourage the appropriate development or use of adjacent properties and surrounding neighborhoods.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission recommend to City Council approval of the request to amend the previously approved special use permit for Williamsburg James City County Public Schools (PCR#15-026) by adding a 12' by 16' bike storage shed at James Blair Middle School as shown on the conceptual site plan.

PLANNING COMMISSION

Planning Commission held a public hearing on November 14, 2018. No one spoke at the hearing.

Planning Commission recommended to City Council by a vote of 7-0, approval of a amending the special use permit for James Blair Middle School to include a 12' by 16' bike shed on the north side of the property for purposed of storing and securing bicycles.

CITY COUNCIL PUBLIC HEARING

A City Council public hearing is scheduled for their regular meeting on December 13, 2018 in the Council Chambers of the Stryker Center at 2:00 p.m.

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

Erin Burke,
Principal Planner

