



**PUBLIC NOTICE  
WILLIAMSBURG CITY COUNCIL**

The Williamsburg City Council will hold a public hearing on Thursday, June 13, 2019 at 2:00 P.M. in the Council Chambers of the Stryker Center, 412 North Boundary Street, to consider the following:

**PCR#19-010:** Request of BAJRANG, LLC to rezone 0.885 acres at 216 Parkway Drive (Econo Lodge) from Corridor Business District B-2 to Planned Development Housing District PDH for the conversion of the hotel into apartments. It is proposed to convert the 48 room hotel into 42 adaptive housing units.

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

If you are disabled and need accommodation in order to participate in the public hearing, please call the Planning Department at (757) 220-6130, (TTY) 220-6108, no later than 12:00 noon, Thursday, June 6, 2019.

Debi Burcham  
Clerk of Council



**CITY OF WILLIAMSBURG**  
MEMORANDUM

**DATE:** May 24, 2019

**SUBJECT: PCR#19-010**  
Request of BAJRANG, LLC to rezone 0.885 acres at 216 Parkway Drive (Econo Lodge) from Corridor Business District B-2 to Planned Development Housing District PDH for the conversion of the hotel into apartments. The proposal is to convert the 48 room hotel into 42 adaptive housing units.

BAJRANG, LLC is proposing to rezone 0.885 acres at 216 Parkway Drive from B-2 Corridor Business District to PDH Planned Development Housing District in order to convert 48 existing motel rooms into 42 adaptive housing units. The proposal also includes a leasing office, lounge, laundry, exercise room and pool. The 42 proposed adaptive housing units would consist of 34 efficiency and eight one-bedroom units. The applicant's statement, management plan and schematic plans are attached.



## **COMPREHENSIVE PLAN**

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

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

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

Land to the south (Parkway Building) and (Colonial Equipment & Supply/Cyphers Heating and Plumbing), east (Auto Haus) and west (Second Street Restaurant) are designed as Corridor Commercial land use. The land to the north (Parkway Towns at Williamsburg) is designated High Density Multifamily Residential.

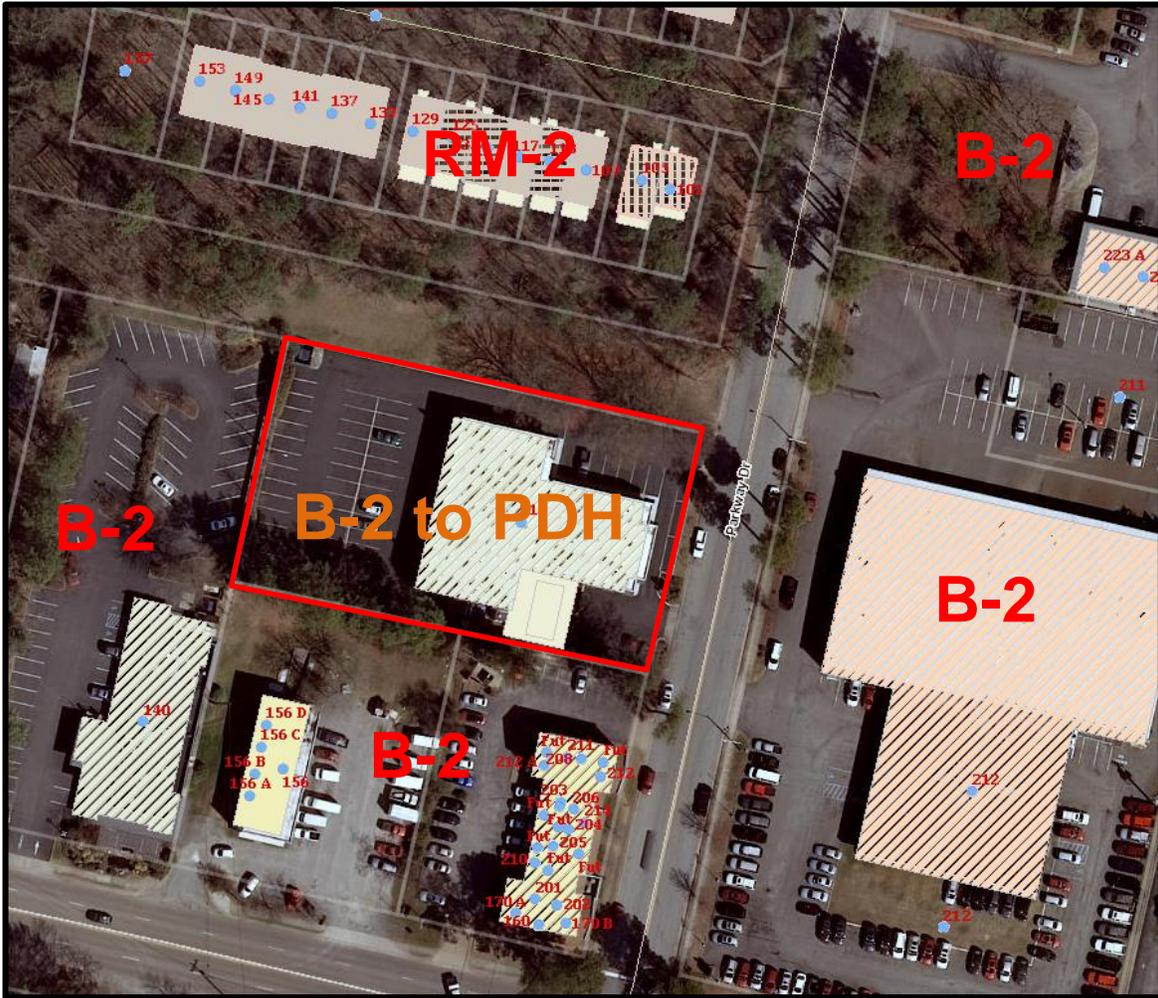
## **EXISTING ZONING**

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

## **PROPOSED ZONING**

The property at 216 Parkway Drive is proposed to be rezoned to proposed Planned Development Housing District PDH (PCR#19-010). The intent of the PDH District reads:

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



The PDH District allows “adaptive housing,” which is defined as “primarily efficiency and one-bedroom units with adequate cooking facilities created from all or part of an existing hotel/motel, and used for the purpose of providing non-permanent, affordable and flexible-term housing for individuals and families who may not have access to traditional housing alternatives existing in the City of Williamsburg but who are not visitors as defined in Sec. 21-2. The PDH District allows no more than 150 adaptive housing units in the City, and no more than 100 in an individual facility.

## **DETAILS OF THE PROPOSAL**

The proposal is to convert 48 existing hotel units into 42 adaptive housing units, a leasing office, lounge, laundry, exercise room and pool. The 42 proposed adaptive housing units will consist of 34 efficiency and eight one-bedroom units which will result in a residential density of 47.5 dwelling units permit net acre. The density allowed for a PDH District is determined by City Council as a part of the rezoning, and City Council is required to consider the quality of the building and site design of the proposed development, and how the scale and character of the development relates to its immediate surroundings.

The applicant proposes rents in the range of \$695.00 to \$995.00 per month, depending on the size and layout of the unit and the number of individuals occupying the unit. Flexible lease terms and deposits are proposed with trash and water being included in the monthly rent. Individual electrical meters and heating and cooling units are proposed for each apartment. Each apartment will also be wired for internet and phone service should the tenant choose to contract with a provider for those services. The applicant also proposes to install a new fire suppression sprinkler system and on-site closed circuit security camera system for the complex.

The site currently contains 50 parking spaces and 42 parking spaces are required for the project. The applicant proposes 42 parking spaces with the current parking spaces in front of the hotel and pool area being removed and replaced with landscaping as shown on the conceptual site plan. Landscaped open space required for the site is 20% and the applicant proposes 21% for the site.

## **HISTORY OF ADAPTIVE HOUSING IN THE CITY**

In 2015, City Council adopted a PDH District (PCR#15-006) to allow “adaptive housing” which is defined as “primarily efficiency and one-bedroom units with adequate cooking facilities created from all or part of an existing hotel/motel, and used for the purpose of providing non-permanent, affordable and flexible-term housing for individuals and families who may not have access to traditional housing alternatives existing in the City of Williamsburg. The 2015 ordinance allowed no more than 100 adaptive housing units in the City, with no more than 50 in an individual facility. The Flats at Williamsburg (PCR#15-008) submitted a request to convert 60 of the existing 128 hotel units into 47 adaptive housing units resulting in a density of 16.3 dwelling units per net acre. The proposal was approved with conditions in May of 2015.

In May of 2017, the text was changed to allow up to 150 adaptive housing units in the City with no more than 100 in an individual facility. The Flats at Williamsburg (PCR#17-009) submitted a request to have a total of 100 units on the property with a density of 35 units per net acre which was approved in May 2017. Based on the previous approvals, 50 units are available in the City for adaptive housing.

## **SITE PLAN REVIEW COMMITTEE**

The Site Plan Review Committee met on April 17 to review this proposal. The Committee was supportive of the proposal and conceptual design and asked the applicant to investigate additional bike racks, a dog waste station, picnic area and recycling container. The applicant has added an additional bike rack station at the south side of the building, a dog waste station in the landscaped island in the back parking lot and outdoor cooking and dining adjacent to the pool. They are investigating the feasibility of recycling but have not found a good location without losing parking which is problematic.

## **ANALYSIS**

This adaptive housing project is located in an area that is designated by the 2013 Comprehensive Plan as *Corridor Commercial* land use. The proposal is to convert 48 hotel units into 42 adaptive housing units. The intent statement for the PDH district states that it is "...established to encourage adaptive housing by allowing conversion of a limited number of existing hotel/motel rooms located in the B-2 zoning district into affordable housing for individuals and families, and thereby fulfilling a housing need not addressed by the City's existing housing inventory. The PDH district should be located so as to take advantage of proximity to existing transit routes and pedestrian and bicycle facilities, and should not be located on sites that have significant redevelopment potential."

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

- *The location of the hotel/motel.* This project is located on Parkway Drive one lot from the intersection of Second Street and Parkway Drive. Parkway Drive has a mixture of residential and commercial uses with Parkway Townhomes and Wyndham Plantation to the east and Parkway Warehouses with commercial uses fronting Second Street.
- *The potential of the site for significant redevelopment.* This site has a low potential for significant redevelopment at the present time. The lot size is such that it limits its potential for redevelopment because of the amount of parking and landscaping required for redevelopment.
- *The history of property maintenance and fire code violations for the proposed site.* There have been no property maintenance complaints or fire code violations for the property in the last five years.
- *The proximity of the site to existing transit routes.* No bus service exists on Parkway Drive or Second Street. Two WATA routes are located within easy walking or biking distance. There is the Merrimac Trail Route which is accessible from Capitol Landing Road and Merrimac Trail and the Lee Hall Route which is accessible from York Street. The applicant also notes in their application the

Transportation Center is 1.6 miles by foot and 1.7 miles by bike which can connect tenants to all parts of the area.

- The proximity of the site to pedestrian and bicycle facilities. This site abuts sidewalks on Parkway Drive and sidewalks and new bike lanes on Second Street.
- The inclusion of housing is suitable for seniors and for persons with disabilities when it is appropriate as part of the adaptive housing facility. There are 20 ground-floor units with one unit required to be improved as an accessible unit to meet ADA requirements. These ground floor units will provide opportunities for housing seniors and persons with disabilities.
- The suitability of the proposed management plan. This project will be subject to the “Management Plan for the Upkeep and Maintenance of Parkway Landing at Williamsburg”. The project will be professionally managed by an accredited apartment and management company. An on-site manager will staff the premises on a part-time basis as outlined in the management plan. The on-site manager will respond to resident concerns, coordinate move in and move outs, maintain the complex to make sure any maintenance or upkeep issues are properly attended to.

The project will contain an area where information on important community events and services may be posted, including, but not limited to the Hands Together Historic Triangle event held each year, information about local free and low cost clinics like Olde Town Medical and Dental Center and Lackey Free Clinic. An internet café, communal computer and internet connection will have a link to the City’s Human Services page for residents to use as an online access point to location services. Additional details are provided in the Management Plan.

An on-site closed circuit security camera system is proposed to provide surveillance of the complex and parking areas. The entire complex will be renovated and sprinkler systems will be installed along with other amenities as outlined in the “Management Plan”

- The compatibility of the adaptive housing facility with existing residential and commercial development in the vicinity of the proposed location. This property is located on Parkway Drive which is a side street from Second Street. The property is adjacent to the Parkway Building, Colonial Equipment & Cypher’s Plumbing along the left side with Second Street Bistro along the rear which are zoned Corridor Commercial Business District B-2. An undedicated right-of-way is located to the right of the property and to the right of the right-of-way on Parkway Drive is Parkway Townhomes which contains 30 townhouses.

The scale and intensity of the proposed 42 adaptive housing units are compatible with the existing residential and commercial development in the vicinity.

The amount of parking required for 42 adaptive housing units is 42 parking spaces based on one space for efficiency and one-bedroom units and the applicant proposes to meet the 42 space requirement on-site.

There is a demand for affordable housing units in the City. The rezoning request will provide a housing product that will help to address this need since the project will open with rents ranging from \$695 to \$995 per month including water and trash service based on the size and number of individuals occupying a unit. The applicant proposes flexible lease terms and small deposits ranging from \$300 to \$600 depending on each tenant's individual circumstances as outlined in the summary. The applicant states "this apartment complex has been designed for and will be marketed to the Greater Williamsburg workforce, both permanent and temporary as well as to students and seniors".

This project takes advantage of the City's PDH Planned Development Housing District by converting 48 underutilized hotel rooms into 42 affordable adaptive housing units, which helps to fulfill housing needs in the City. The project also meets the basic criteria of the PDH District for this type of housing.

### **STAFF RECOMMENDATION**

Staff recommends that Planning Commission recommend to City Council that the request to rezone 0.885 acres at 216 Parkway Drive from B-2 to PDH be approved because the proposal is consistent with the Comprehensive Plan and the additional 42 units helps to fill affordable housing needs in the City, as detailed in the attached ordinance. The PDH rezoning will approve the conversion of 48 hotel rooms to 42 adaptive housing units (34 efficiency and eight one-bedroom units) a leasing office/lounge, laundry facilities and a fitness room as shown on the submitted conceptual plans.

This recommendation approves the following:

1. Approval of the conversion of 48 hotel rooms into 42 adaptive housing units (34 efficiency units and eight one-bedroom units) and various support facilities (leasing office/lounge, laundry room, fitness room).
2. Approval of the conceptual site plan titled "Schematic Alteration to 216 Parkway Drive" revised May 3, 2019 for the layout and landscape improvements.
3. Approval of the "Management Plan" for the upkeep and maintenance of "Parkway Landing at Williamsburg" dated March 20, 2019.

### **PLANNING COMMISSION**

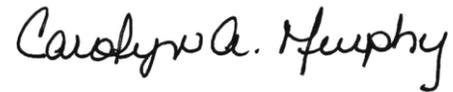
Planning Commission held a public hearing on May 15, 2019. The applicant's attorney and 12 citizens spoke at the hearing. Staff received no emails or letters on the request.

Planning Commission recommended to City Council by a vote of 5-0, to approve the request to rezone 0.885 acres at 216 Parkway Drive from Corridor Business District B-2 to Planned Development Housing PDH as outlined in Proposed Ordinance #19-11.

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May 24, 2019  
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**CITY COUNCIL PUBLIC HEARING**

A City Council public hearing is scheduled for their regular meeting on June 13, 2019 in the Council Chambers of Stryker Center at 2:00 p.m.

A handwritten signature in black ink that reads "Carolyn A. Murphy". The signature is written in a cursive style.

Carolyn A. Murphy, AICP  
Planning & Codes Compliance Director

# TARLEY ROBINSON

ATTORNEYS & COUNSELLORS AT LAW

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Williamsburg, Virginia 23188

Telephone (767) 229-4281  
Facsimile (767) 229-7439

D. Scott Foster, Jr.  
dfoster@tarleyrobinson.com

March 20, 2019

Carolyn Murphy, Planning Director  
City of Williamsburg  
401 Lafayette Street  
Williamsburg, Virginia 23185

Re: Rezoning of 216 Parkway Drive, Williamsburg, Virginia 23185

This letter supplements and outlines the application for rezoning of 216 Parkway Drive from B-2 to a Planned Development Housing District pursuant to Section 21-483.1 of the Code for the City of Williamsburg (the "City"). This property is currently a forty-eight (48) room Econo Lodge owned and operated by Ajit "AJ" Patel and his family. The property is held by BAJRANG, LLC, who serves as the applicant for this rezoning. Once converted, the property would contain forty-two efficiency and one bedroom apartment rental units and be known as "Parkway Landing."

The Planned Development Housing District ("PDH") was created to encourage the conversion of a limited number of hotel and motel room in the B-2 district into "adaptive housing"<sup>1</sup> in response to demand for lower cost housing product that was not otherwise being met in the City. Additionally, the PDH district provided an opportunity for older, underperforming hotels to be improved and repurposed in ways not otherwise supported by traditional overnight visitation. One other project has utilized this zoning district, creating a total of one hundred affordable units. That project has proved to be a success for its occupants, owner and the City, providing affordable rents in a renovated facility, drastically improving a major City corridor. With this application, Mr. Patel presents an opportunity for the City to build on that success.

## Project Summary

Mr. Patel proposes converting this forty-eight room motel into forty-two efficiency and one bedroom apartment units. Eight units will be traditional "one bedroom" units, with the bedroom and bathroom separate from the cooking and living areas, and the remainder will be efficiency style apartments, consisting of one large room with cooking, living and sleeping space and a

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<sup>1</sup> Section 21-483.1(e)(1)a. "Adaptive Housing" is defined for the purpose of this section as primarily efficiency and one bedroom units with adequate cooking facilities created from all or part of an existing hotel/motel, and used for the purpose of providing non-permanent, affordable and flexible-term housing for individuals and families who may not have access to traditional housing alternatives existing in the City of Williamsburg but who are not visitors defined in section 21-2.

bathroom. Due to the layout of the property, there will be several different floor plans and unit sizes, as shown on the enclosed renderings. The first floor will have one "Type A" handicapped accessible unit, with lower counter tops and larger showers to accommodate a wheelchair bound resident, complying with the relevant section of the Uniform Statewide Building Code.

Upon opening, rents will range from \$695.00 to \$995.00 per month, depending on the size and layout of the unit and the number of people occupying the space. Lease terms will be flexible, with the minimum lease term being ninety (90) days. Small deposits ranging from \$300 to \$600.00 may be required depending upon each tenant's individual circumstances. This rent structure is inclusive of water and trash service. All apartments will have individual electric meters and will have the option of either contracting directly with Dominion or entering into a service plan with the apartment complex for a flat monthly rate. Each apartment will be equipped with energy efficient independent heating and cooling systems and will be wired for internet and land line telephone, should a resident choose to contract with a provider for those services. Each kitchen will be equipped with an energy efficient refrigerator, a cooktop and a stove. If it is determined that demand exists for furnished or partially furnished units, that amenity may be added at a later date. Pets will be permitted, subject to applicable rules and restrictions.

Communal amenities will include a renovated pool area, a common space serving as an "internet café" where residents can gather, work, study, etc., and access a communal computer and internet connection. A small exercise facility will be adjacent to this space. With the renovated facility, additional green space will be available for an outdoor picnic area and pergola. On-site coin laundry facilities will be accommodated on site. Resident mailboxes will be provided on-site, affording residents an additional level of privacy and function of a true home. A limited amount of resident storage will also be provided on a first-come, first-served basis. The project will be staffed by professional management who will handle leasing of apartments, attend to resident issues, respond to requests for service twenty-four (24) hours per day and monitor the maintenance and upkeep of the property in accordance with the enclosed Management Plan. Resident and management parking will be provided on site in accordance with the City's zoning requirements. By eliminating curb cuts, several on street parking spaces will be created as part of the renovation. Additionally, the entire complex will be equipped with a new fire suppression sprinkler system and an on-site closed circuit security camera system will be installed to provide surveillance of the complex and parking areas.

This apartment complex has been designed for and will be marketed to the Greater Williamsburg workforce, both permanent and temporary as well as to students and seniors. This target demographic is reflective of the residents of the adjacent town homes, and the target demographic shared by the Flats of Williamsburg when it applied for rezoning under the PDH district. As we will be discussed later in this application, the demand for housing among this population is strong.

#### The Property

Condition and Location of the Property: Mr. Patel and his family have been exceptionally diligent in maintaining their motel as a safe, clean and affordable place to stay. This property

stands out among the City's older hotel and motel properties and as the Codes Compliance and the Fire and Police Department data indicates, it has always been a safe, quiet and well kept property. In spite of efforts to maintain his property and its associated reputation, the economic viability of this older motel has continued to decline, paralleling the experiences of similarly situated hotels and motels throughout the City.<sup>2</sup>

The location and layout of the parcel is an ideal fit for the PDH District. It is located on a side street adjacent to Second Street, a main entrance corridor, which allows for easy access while still providing adequate privacy. The parcel has limited road frontage and adjoins property zoned B-2 on two sides and on the third side is adjacent to an undedicated right-of-way that had at one point been slated for use as a street, but was never developed. Adjacent to that right-of-way is a new development also zoned multifamily. With the current layout of the property, nearly all parking will be in the rear of the building, which improves the "curb appeal" of the property and contributes to the Parkway Drive/Second Street streetscape. Given this location and layout, rezoning the parcel to the PHD district provides for a natural transition between a commercial corridor and a residential area.

It is important to point out that the characteristics that make this property a great fit for the PDH district also make it very difficult, if not impossible, to redevelop it into some other use within the B-2 district. With a lot size of just .885 acres, if the current structure were to be razed and a new motel, restaurant or other commercial building were built in accordance with today's zoning requirements, the building would have to be much smaller and space for on-site parking would be greatly reduced in favor of additional green space. Furthermore, the commercial viability of a parcel with this type of secluded side street location is limited. Given these circumstances, it is clear that converting this property to apartments within the PHD district is the highest and best use for this property.

Due to the current layout of WATA bus routes, no bus service exists on Second Street, but two different lines are available a short walk away, the Merrimac Trail Route, accessible on both Capitol Landing Road and Merrimac Trail, and the Lee Hall Route, accessible on York Street. It is 1.6 miles (33 minutes) by foot to the City's Transportation Center, and 1.7 miles (10 minutes) by bike. The property is served by significant bicycle and pedestrian infrastructure in all directions from this property through both bicycle lanes and sidewalks, several of which are newly completed. With the proposed improvements to Capitol Landing Road, this pedestrian and bicycle connectivity will only increase. Furthermore, with the central location, this property is close to a variety of clusters of employment at Colonial Williamsburg and William and Mary, in addition to various other hospitality and commercial businesses located within the City.

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<sup>2</sup> Smith Travel Reports indicate this property consistently underperforms its comparative set and the remainder of the Greater Williamsburg market. The Smith Travel Report for this property is enclosed for further reference.

### Demand

Demand for affordable rental units within the City and greater Williamsburg is clear. The "Housing Assessment for the City of Williamsburg" ("Housing Assessment") completed by Sarah Stafford and presented to the City in May of 2018 contains a variety of conclusions that support the approval of this project.

A significant portion of the City's population is "cost burdened," meaning they spend greater than thirty percent of their income on housing.<sup>3</sup> This cost burdened status extends across all income and age groups. For example the Housing Assessment found that "in the very low income group<sup>4</sup>, 100 percent are cost burdened and in the Low Income<sup>5</sup> group, 80 percent."<sup>6</sup> Even for the moderate income group, over fifty percent are cost burdened.<sup>7</sup>

This rezoning will bring a housing product to market that addresses this need. With a total monthly cost, inclusive of utilities, of approximately \$750 to \$1050 per month, as will be the case with this project, households in the low to moderate income groups have additional housing options that allow them to not be cost burdened.<sup>8</sup> Furthermore, housing product in this price range is particularly impactful for dual income households making as little as \$17,100.00 per earner, which aligns with the median salary of food preparation and service workers in the Greater Peninsula area.<sup>9</sup> At this price range, it is clear that this project will help decrease the number of Greater Williamsburg households that are currently cost burdened.

The housing assessment also clearly noted that the City's demand for multifamily housing outpaces supply<sup>10</sup> and the overall demand for housing is going to increase over the next twelve years<sup>11</sup>. While it is important to note that the data set used in the housing assessment does not

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<sup>3</sup> "Housing affordability is typically measured by computing the fraction of a household's income that must be expended to provide the household with housing. Housing is deemed to be affordable if the household spends 30 percent or less of their income on housing costs. For renters, housing costs include rent and utilities and we can look at gross monthly rent to determine whether a rental unit is affordable." Page 21, City of Williamsburg Housing Assessment, May 2018.

<sup>4</sup> "Very Low Income" households making less than \$21,160.00.

<sup>5</sup> "Low Income Group" households making between \$21,160.00 and \$35,270.00.

<sup>6</sup> Page 23, City of Williamsburg Housing Assessment, May 2018.

<sup>7</sup> Page 23, City of Williamsburg Housing Assessment, May 2018.

<sup>8</sup> See Chart, Page 24, City of Williamsburg Housing Assessment, May 2018.

<sup>9</sup> Id.

<sup>10</sup> Page 14, City of Williamsburg Housing Assessment, May 2018.

<sup>11</sup> Page 26, City of Williamsburg Housing Assessment, May 2018.

include projects such as the additional town homes at Quarterpath, the Flats of Williamsburg or Village Green on Capitol Landing Road, of the new housing that has come on the market since that data was collected, only the Flats of Williamsburg is of a price point and layout that compares to this project. This indicates that the demand data found in the 2018 Housing Assessment remains a good indicator of the local housing market and should be relied on in analyzing the need for this project.

Conclusion

It is clear that converting this aging motel property into apartment use under the PDH district is the correct decision for this parcel, the City, the future residents and Mr. Patel. When the City created the PDH district, it provided an opportunity for the private market to respond to two different public needs: safe and affordable housing and renovation and reinvestment in aging hotel and motel properties. This project is an ideal response to that opportunity. I look forward to working with City staff and others throughout the application process. If you have any questions or would like to discuss this project directly, please do not hesitate to contact me.

Sincerely,

TARLEY ROBINSON, PLC



D. Scott Foster, Jr.

DSF:tbn



## Management Plan for Parkway Landing at Williamsburg

This Management Plan provides general guidelines for the upkeep and maintenance of the apartment complex at 216 Parkway Drive, known as "Parkway Landing at Williamsburg." It is being submitted as a supplement to the application for rezoning of 216 Parkway Drive by BAJRANG, LLC, which is owned and operated by Mr. Ajit Patel, to the PDH District pursuant to the Zoning Ordinance of the City of Williamsburg.

As an adaptive housing community, Parkway Landing at Williamsburg ("Parkway Landing") will provide a safe, affordable and welcoming home for its residents. This Management Plan outlines the proposed plan for operation, maintenance, and upkeep of Parkway Landing. Parkway Landing is committed to being a safe, affordable and welcoming place to live and this Management Plan may be amended from time to time in order to keep that commitment.

### Management and Staffing

Parkway Landing will be professionally managed by an accredited apartment and multifamily management company who is certified by the National Apartment Association ("NAA"). Pursuant to this management arrangement, the apartment complex will be administered according to industry standards with staff trained by management who are "Certified Apartment Manager" ("CAM") certified through the NAA. This professional management team will ensure that residents are served by a responsive, consistent and efficient management process.

In our contract with the management company we will require an on-site manager, who will staff the premises on a part-time basis, responding directly to resident concerns, ensuring the complex is maintained in an orderly fashion and that any maintenance and upkeep issues are properly attended to. The on-site manager will also coordinate the move in walk through and documentation process as well as the check-out process. The on-site Manager will support the work of the leasing agent, who will coordinate the leasing process, apartment tours, and handling leasing administration. The on-site manager will oversee and manage the work of a property manager, who will be responsible for the maintenance and upkeep of all improvements, equipment, and grounds. This property manager will be the main service provider for general service calls, inspections etc. and will schedule all maintenance activities through the on-site manager.

In or adjacent to the on-site manager's office will be an area where information on important community events and services may be posted, including, but not limited to the Hands Together Historic Triangle event held each year, information about local free and low cost clinics like Olde Town Medical and Dental Center and Lackey Free Clinic. In addition, in the "internet café," the communal computer and internet connection will have a link to the City's Human Services page for residents to use as an online access point to local services.

## Maintenance

An in depth maintenance schedule will be completed upon renovation of the property in accordance with the materials and products used in the renovation. As information becomes available, the capital budget for the property will be updated based on those manufacturer and industry requirements. Presently, a capital budget has been created for routine maintenance, painting, regular cleaning, amenity upkeep, utilities and grounds maintenance. Upon renovation, the parking lot will be re-paved and re-stripped, and a maintenance line item for that infrastructure will be included as well.

Corrective repairs and maintenance will be conducted on an as-needed basis. Procedures for residents to submit work orders will be included in the Resident Handbook. The management company will staff a twenty-four hour hotline for emergency repairs such as water leaks, septic backups, etc.

## Security

The management company will be required to maintain and administer the on-site closed circuit security camera system will be installed to provide surveillance of the complex and parking areas. This system, coupled with enhanced exterior lighting installed during the renovation will ensure a safe and visible setting. Additionally, the entire complex will be equipped with a sprinkler system during the renovation. Each apartment will be equipped with tamper proof smoke detectors. Portable fire extinguishers will be located in the kitchen area of each apartment or as required by code.

## Resident Handbook

In coordination with the professional management staff, we will create a comprehensive resident handbook which will be issued to residents during the leasing process. The compliance with the terms of the handbook will be required in the lease. The handbook will establish a resident code of conduct, rules of use for the amenities, security protocols, maintenance requests and emergency service information. In addition, local community services will be outlined in the handbook, including, but not limited to, important contacts with the City's Human Services Department, United Way, the Salvation Army and other local service and non-profit organizations. The resident handbook will also be available online and in the management office.

## Summary

Parkway Landing is committed to being a safe, affordable and welcoming place to live and its professional staff will strive to uphold that commitment. As necessary, we will adapt to changing circumstances and new information with updated practices, processes and procedures.

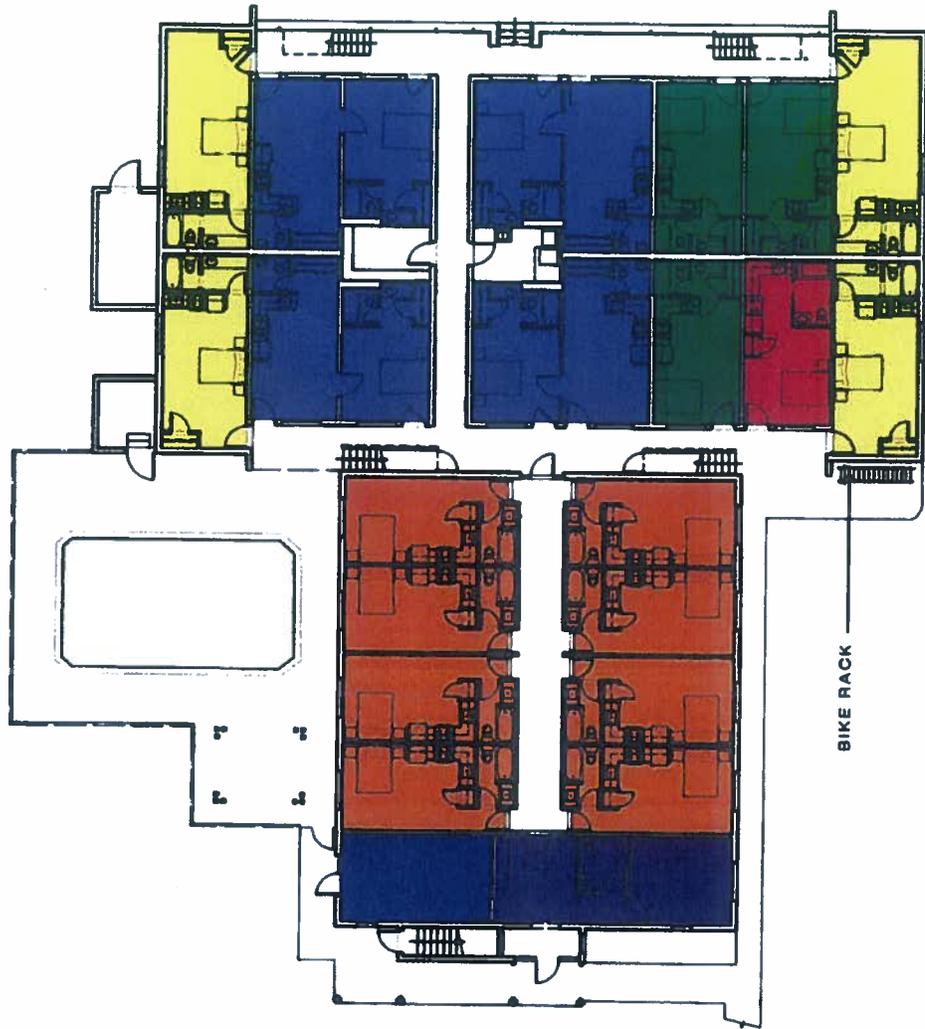
Section 21-484 (c)(10) of the Zoning Ordinance requires a statement regarding the relationship of the proposed development and the current comprehensive plan:

The 2013 Comprehensive Plan designates this parcel as "Corridor Commercial" land use, defined as follows:

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

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

The proposed use under the PDH district was not anticipated by the 2013 Comprehensive Plan, but was adopted in April of 2015 (PCR#15-006). Nevertheless, the use of this parcel as multifamily is consistent with the adjacent land use designation of "high density multi-family" as anticipated by the 2013 Comprehensive Plan. The adjacent parcel now contains town homes, fulfilling the intended use found in the Comprehensive Plan. Conversion of this parcel to multi-family would be consistent with that adjacent land use.



**LEGEND**  
 TYPE A UNIT  
 EFFICIENCY A  
 EFFICIENCY B  
 EFFICIENCY C  
 1 BEDROOM  
 FITNESS  
 OFFICE/LOUNGE

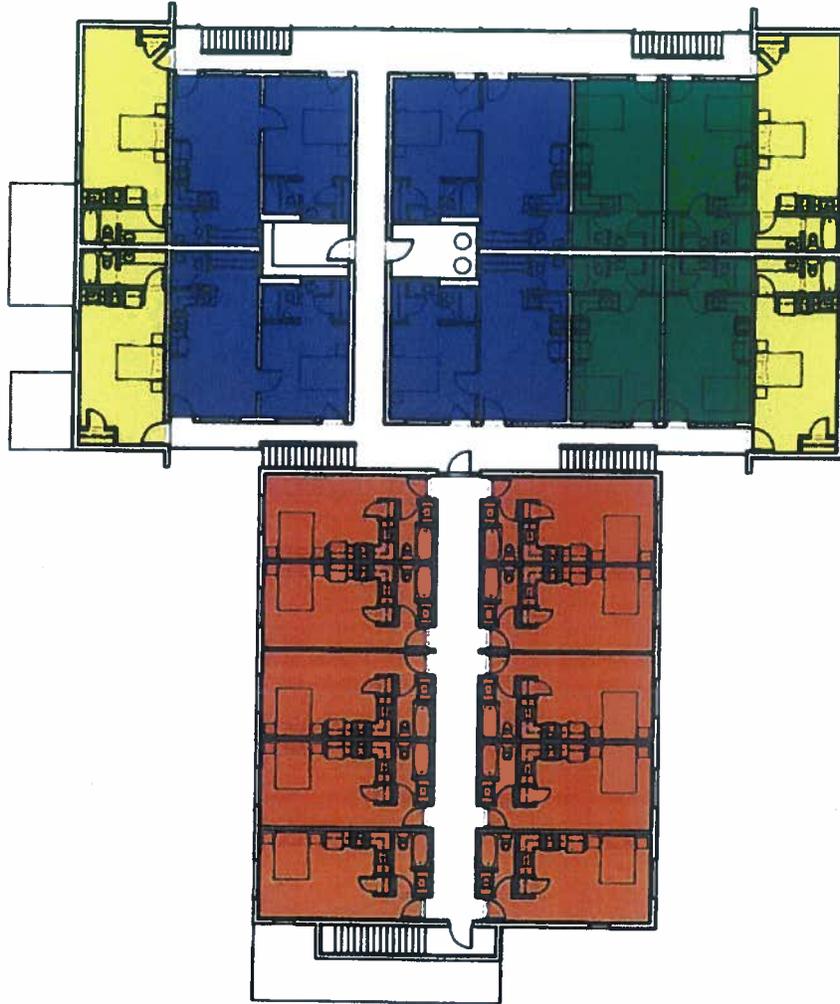


FIRST FLOOR 20 UNITS  
 SECOND FLOOR 22 UNITS  
 TOTAL 42 UNITS

**FIRST FLOOR SCHEMATIC PLAN**  
**ECONO LODGE COLONIAL**



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 Williamsburg, VA 23185 757.228.0087 Facsimile  
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LEGEND

TYPE A UNIT  
 EFFICIENCY A  
 EFFICIENCY B  
 EFFICIENCY C  
 1 BEDROOM  
 FITNESS  
 OFFICE/LOUNGE

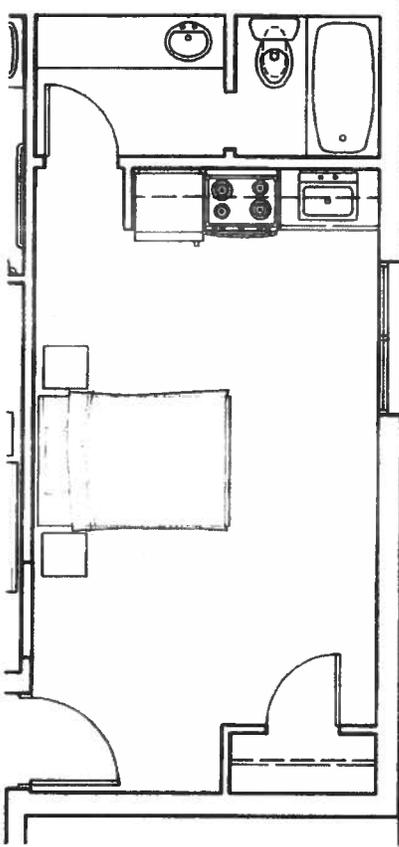


FIRST FLOOR 20 UNITS  
 SECOND FLOOR 22 UNITS  
 TOTAL 42 UNITS

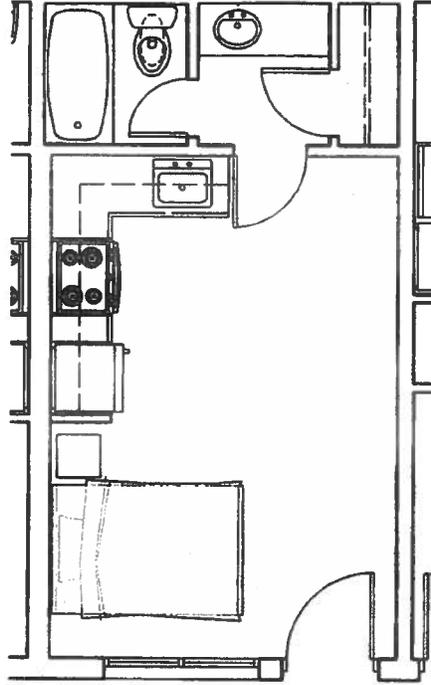
SECOND FLOOR SCHEMATIC PLAN  
 ECONO LODGE COLONIAL



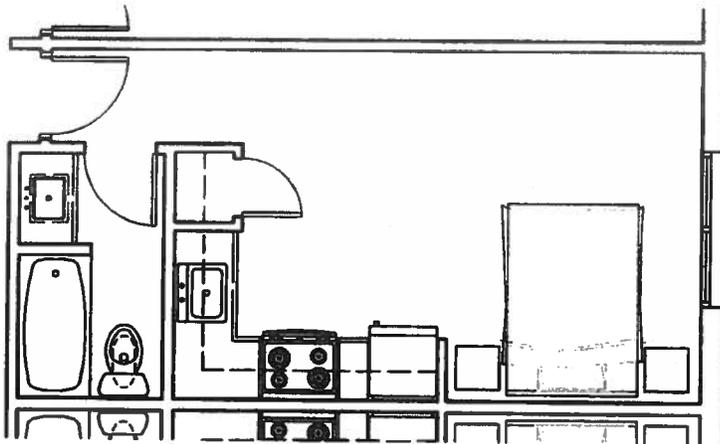
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EFFICIENCY B SCHEMATIC PLAN  
8 UNITS OF THIS TYPE



EFFICIENCY C SCHEMATIC PLAN  
7 UNITS OF THIS TYPE

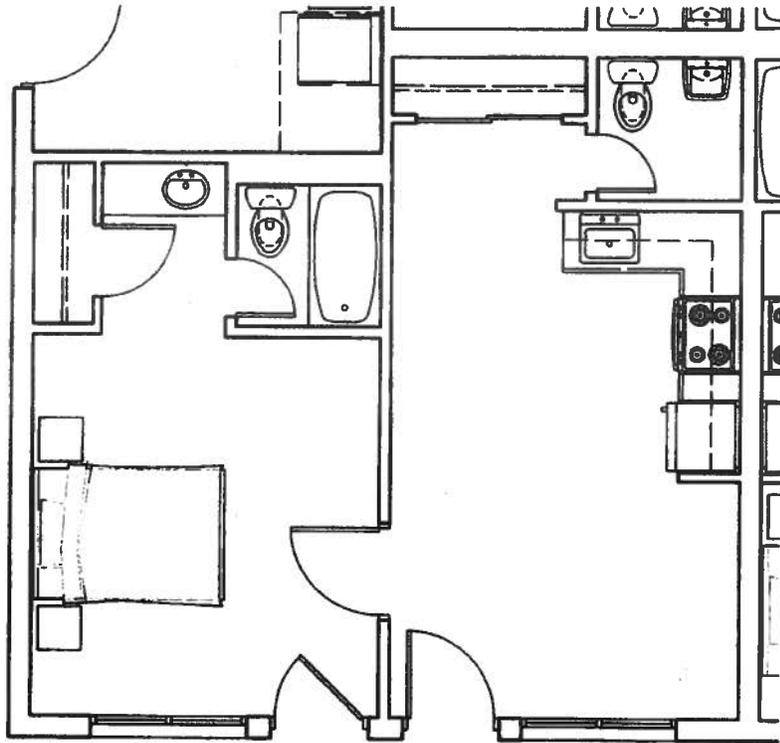


EFFICIENCY A SCHEMATIC PLAN  
18 UNITS OF THIS TYPE

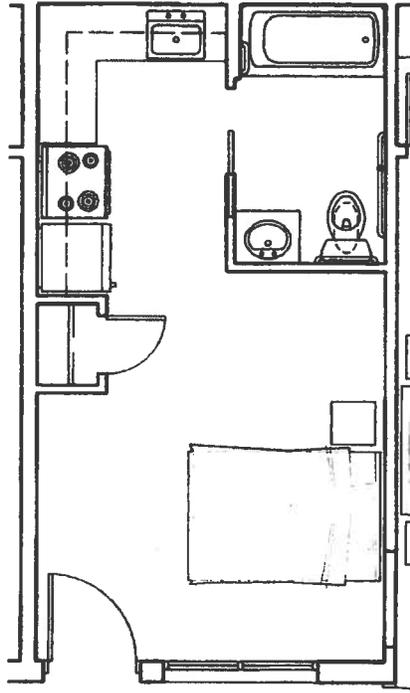
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1 BEDROOM SCHEMATIC PLAN  
8 UNITS OF THIS TYPE

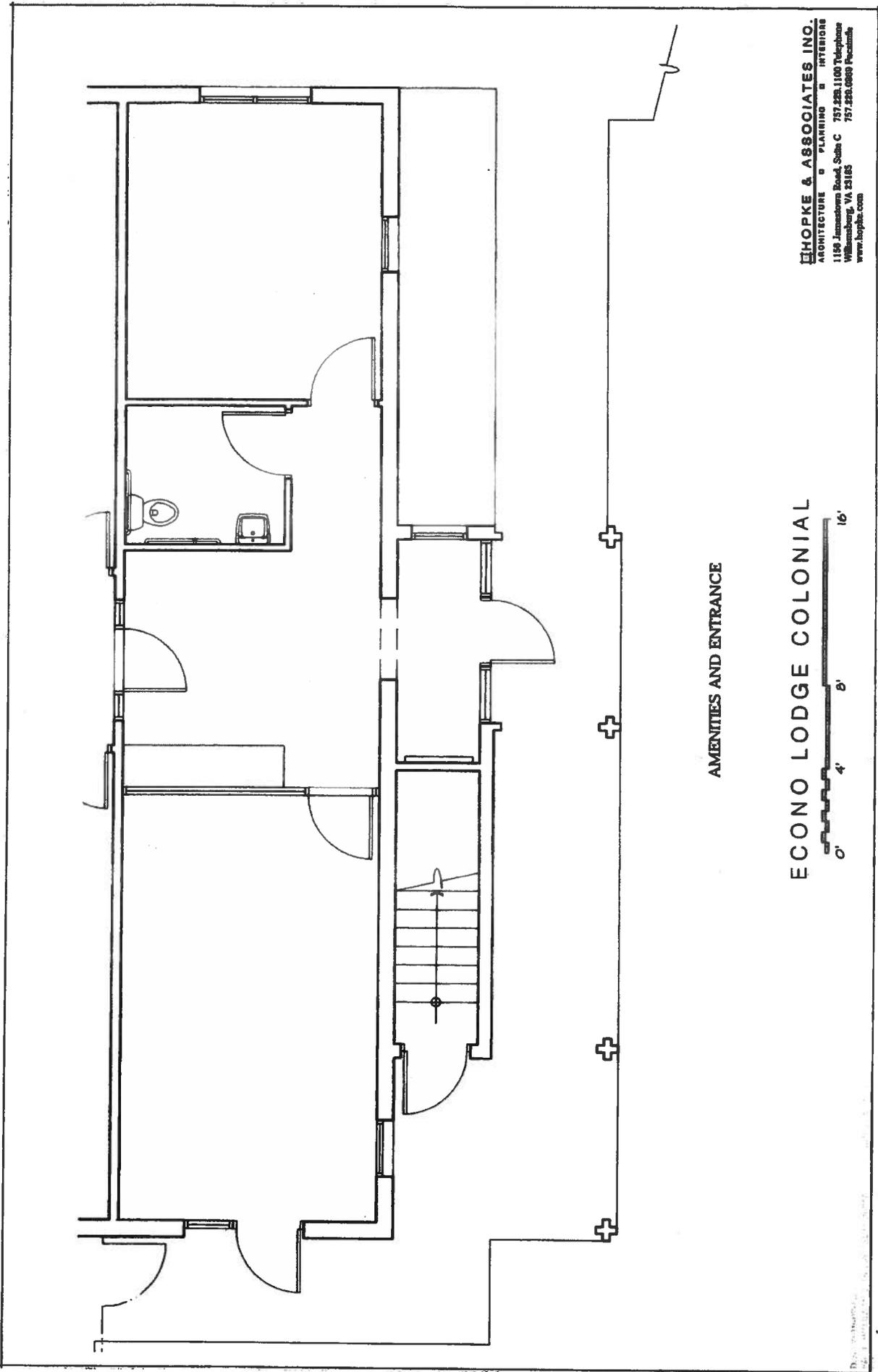


TYPE A UNIT SCHEMATIC PLAN  
1 UNITS OF THIS TYPE

ECONO LODGE COLONIAL



**HOPKE & ASSOCIATES INC.**  
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AMENITIES AND ENTRANCE

ECONO LODGE COLONIAL



**HOPKE & ASSOCIATES, INC.**  
ARCHITECTURE • PLANNING • INTERIORS  
1180 Jannettown Road, Suite C 757.283.1100 Telephone  
Williamsburg, VA 23185 757.283.0909 Facsimile  
www.hopke.com



STR # 21072 / Created January 17, 2019

## Monthly STAR Report : Econo Lodge Colonial Williamsburg

For the Month of: December 2018

Currency: US Dollar / Competitive Set Data Excludes Subject Property

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STAR Summary	3
Competitive Set Report	4
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# Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Econo Lodge Colonial Williamsburg 216 Parkway Dr Williamsburg, VA 23185-4634 Phone: (757) 253-6450

STR # 21072 ChainID: VA064 MgtCo: None Owner: None

For the Month of: December 2018 Date Created: January 17, 2019 Monthly Competitive Set Data Excludes Subject Property

December 2018

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	15.4	23.7	65.2	56.58	42.98	131.6	8.73	10.17	85.8
Year To Date	24.4	35.3	69.2	67.68	49.98	135.4	16.52	17.63	93.7
Running 3 Month	20.3	28.0	72.4	61.69	46.45	132.8	12.50	13.00	96.1
Running 12 Month	24.4	35.3	69.2	67.68	49.98	135.4	16.52	17.63	93.7

December 2018 vs. 2017 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	27.2	-9.5	40.5	3.4	9.0	-5.2	31.5	-1.3	33.2
Year To Date	3.5	1.3	-4.7	2.5	1.4	1.1	-1.1	2.6	-3.6
Running 3 Month	33.6	-1.5	35.6	5.7	10.3	-4.2	41.1	8.6	29.9
Running 12 Month	-3.5	1.3	-4.7	2.5	1.4	1.1	-1.1	2.6	-3.6

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# Tab 3 - STAR Summary - My Property vs. Comp Set and Industry Segments

Econo Lodge Colonial Williamsburg 216 Parkway Dr Williamsburg, VA 23185-4534 Phone: (757) 253-6450

STR # 21072 ChainID: VA064 MgtCo: None Owner: None

For the Month of: December 2018 Monthly Competitive Set Data Excludes Subject Property

		Occupancy (%)					
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
15.4	27.2	24.4	-3.5	20.3	33.6	24.4	-3.5
48.6	1.9	63.0	-1.8	56.4	5.5	63.0	1.8
49.1	5.8	59.4	3.2	62.9	6.5	59.4	3.2
44.0	-0.6	49.5	1.3	47.2	5.1	49.5	-1.3
29.7	-11.7	29.7	-1.8	29.9	-4.7	29.7	-1.8
23.7	-0.9	23.3	1.3	23.0	-1.5	23.3	1.3

		Average Daily Rate					
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
58.58	3.4	67.88	2.5	61.69	5.7	67.88	2.5
83.97	3.3	103.17	2.1	89.61	4.4	103.17	2.1
44.48	1.2	56.61	1.1	47.61	3.2	56.61	1.1
28.03	6.4	21.29	-1.9	20.12	3.0	21.29	-1.9
48.83	9.1	53.26	3.5	49.89	12.9	53.26	3.5
42.39	0.9	49.99	-1.4	43.45	10.3	49.99	-1.4

		RevPAR					
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
8.73	31.5	16.82	-1.1	12.50	41.1	16.82	-1.1
40.80	6.7	65.09	3.9	49.99	10.2	65.09	3.9
21.85	6.8	33.73	4.4	25.20	10.0	33.73	4.4
56.39	3.2	60.05	-3.2	59.67	8.3	60.05	-3.2
8.48	-3.7	15.87	1.6	11.91	7.8	15.87	1.6
10.17	-1.3	17.99	-2.9	13.00	8.9	17.99	-2.9

		Census Simple - Properties & Rooms					
Properties	Census	Rooms	Properties	Rooms	Sample %	Rooms	Sample %
336	38789	29544	239	29544	80.4	29544	80.4
145	11821	7600	79	7600	85.1	7600	85.1
65	7745	6851	50	6851	85.9	6851	85.9
15	1407	1407	15	1407	100.0	1407	100.0
7	583	583	7	583	100.0	583	100.0

		Supply		
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg	
0.0	-11.1	0.0	-11.1	
0.5	0.8	0.5	0.8	
-0.1	-0.3	-0.1	-0.3	
0.6	0.1	0.9	0.1	
-0.1	-2.4	-0.1	-2.4	
-0.3	-0.3	-0.3	-0.3	

		Demand		
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg	
27.2	-14.2	33.6	-14.2	
3.9	2.6	6.1	2.6	
5.5	2.9	6.5	2.9	
0.2	1.4	6.0	1.4	
-11.9	-4.2	-4.8	-4.2	
-9.3	1.0	-1.8	1.0	

		Revenue		
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg	
31.5	-12.1	41.1	-12.1	
7.3	4.7	10.8	4.7	
6.8	4.0	9.9	4.0	
4.6	3.3	9.2	3.3	
-3.8	-0.9	7.5	-0.9	
-1.8	2.4	6.3	2.4	

		Pipeline		
Under Construction	Rooms	Properties	Planning	
6	902	6	584	

See Help page for pipeline definitions.

Econo Lodge Colonial Williamsburg
Market: Norfolk/Virginia Beach, VA
Market Class: Economy Class
Submarket: Williamsburg, VA
Submarket Scale: Economy Chains
Competitive Set: Competitors

Econo Lodge Colonial Williamsburg
Market: Norfolk/Virginia Beach, VA
Market Class: Economy Class
Submarket: Williamsburg, VA
Submarket Scale: Economy Chains
Competitive Set: Competitors

Econo Lodge Colonial Williamsburg
Market: Norfolk/Virginia Beach, VA
Market Class: Economy Class
Submarket: Williamsburg, VA
Submarket Scale: Economy Chains
Competitive Set: Competitors

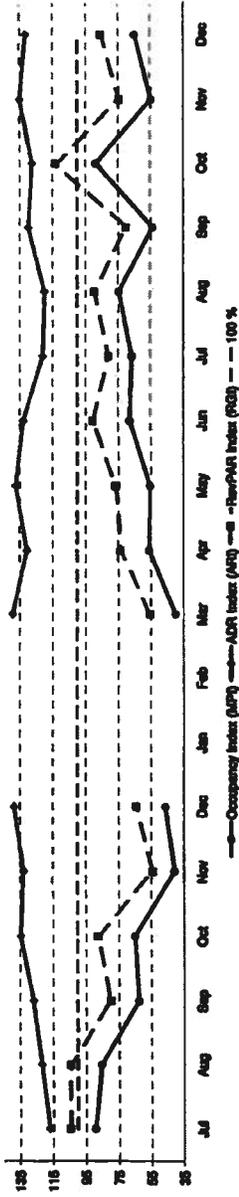
Market: Norfolk/Virginia Beach, VA
Market Class: Economy Class
Submarket: Williamsburg, VA
Submarket Scale: Economy Chains
Competitive Set: Competitors

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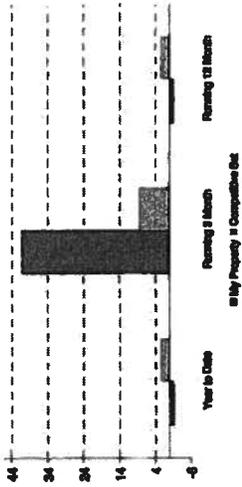
### Tab 4 - Competitive Set Report

Essex Lodge Colonial Williamsburg 210 Parkway Dr Williamsburg, VA 23185-6264 Phone: (757) 830-6800  
 GTR # 51972 Check: VM04 Nights: None Chem: None  
 For the Month of December 2019 Date Created: January 17, 2020 Identify Competitive Set Data Includes Subject Property

#### Monthly Indexes



#### RevPAR Percent Change



Occupancy (%)	2017												2018												Year To Date			Ranking 12 Month																																												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2017	2018	2019	2017	2018	2019	2019	2017	2018																																													
My Property	88	92	95	98	95	92	90	88	85	82	80	78	75	72	70	68	65	62	88	92	95	98	95	92	90	88	85	82	80	78	75	72	70	68	65	62	88	92	95	98	95	92	90	88	85	82	80	78	75	72	70	68	65	62	88	92	95	98	95	92	90	88	85	82	80	78	75	72	70	68	65	62
Competitive Set	75	78	80	82	85	88	90	92	95	98	100	102	105	108	110	112	115	118	75	78	80	82	85	88	90	92	95	98	100	102	105	108	110	112	115	118	75	78	80	82	85	88	90	92	95	98	100	102	105	108	110	112	115	118	75	78	80	82	85	88	90	92	95	98	100	102	105	108	110	112	115	118
% Chg																			-12	-10	-8	-5	-2	2	5	8	12	15	18	22	25	28	32	35	38	42	-12	-10	-8	-5	-2	2	5	8	12	15	18	22	25	28	32	35	38	42	-12	-10	-8	-5	-2	2	5	8	12	15	18	22	25	28	32	35	38	42
My Property	115	118	120	122	125	128	130	132	135	138	140	142	145	148	150	152	155	158	115	118	120	122	125	128	130	132	135	138	140	142	145	148	150	152	155	158	115	118	120	122	125	128	130	132	135	138	140	142	145	148	150	152	155	158	115	118	120	122	125	128	130	132	135	138	140	142	145	148	150	152	155	158
Competitive Set	105	108	110	112	115	118	120	122	125	128	130	132	135	138	140	142	145	148	105	108	110	112	115	118	120	122	125	128	130	132	135	138	140	142	145	148	105	108	110	112	115	118	120	122	125	128	130	132	135	138	140	142	145	148	105	108	110	112	115	118	120	122	125	128	130	132	135	138	140	142	145	148
% Chg																			-10	-8	-5	-2	2	5	8	12	15	18	22	25	28	32	35	38	42	-10	-8	-5	-2	2	5	8	12	15	18	22	25	28	32	35	38	42	-10	-8	-5	-2	2	5	8	12	15	18	22	25	28	32	35	38	42			

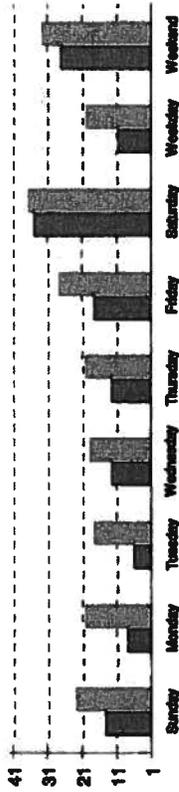
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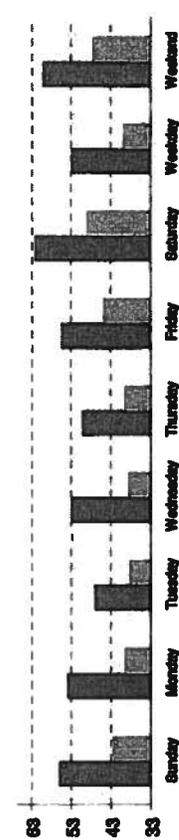
# Tab 6 - Day of Week and Weekday/Weekend Report

Essex Lodge Colonial Williamsburg 216 Parkway Dr Williamsburg, VA 23185-6384 Phone: (767) 253-6460  
 GTR # 21072 Client: VAC04 Mgr/Cat: None Owner: None  
 For the Month of: December 2016 Date Created: January 17, 2016 Monthly Competitive Set Data Excludes Subject Property

## Current Month Occupancy



## Current Month ADR



Day of Week	Occupancy (%)				Average Daily Rate				RevPAR							
	Current Month	Year To Date	Running 3 Month	Running 12 Month	Current Month	Year To Date	Running 3 Month	Running 12 Month	Current Month	Year To Date	Running 3 Month	Running 12 Month				
<b>Sunday</b>	14.3	22.8	-10.8	0.5	53.97	2.9	42.94	7.5	131.6	-4.2	0.09	-0.2	13.10	-0.4	0.28	4.2
<b>Monday</b>	7.8	20.1	1.3	28.9	53.95	7.9	36.48	14.3	138.7	-4.3	4.22	10.2	7.65	16.8	53.1	-4.8
<b>Tuesday</b>	0.0	28.7	17.5	-12.8	54.0	-0.4	49.04	-1.4	138.3	-9.9	13.99	-9.0	11.21	-0.1	68.2	-9.9
<b>Wednesday</b>	12.5	18.9	-13.0	68.8	53.01	4.7	35.57	10.2	127.5	-4.0	8.83	60.5	7.94	-4.1	91.8	87.4
<b>Thursday</b>	17.4	23.3	27.7	-14.3	55.45	-0.3	44.88	8.0	123.5	-4.6	9.04	30.2	12.43	-7.4	77.8	40.8
<b>Friday</b>	10.7	18.5	20.0	-0.9	53.39	2.1	39.81	9.8	127.8	-4.8	16.97	101.0	7.89	-0.3	70.3	191.5
<b>Saturday</b>	24.9	48.9	38.8	-0.3	62.04	7.2	48.88	9.5	139.4	-2.0	21.58	53.2	17.88	7.0	120.1	42.3
<b>Weekday (Sun-Th)</b>	10.7	18.5	20.0	-0.9	53.39	2.1	39.81	9.8	127.8	-4.8	16.97	101.0	7.89	-0.3	70.3	191.5
<b>Weekend (Fri-Sat)</b>	24.9	48.9	38.8	-0.3	62.04	7.2	48.88	9.5	139.4	-2.0	21.58	53.2	17.88	7.0	120.1	42.3
<b>Total</b>	18.4	27.2	23.7	-0.5	58.58	3.4	42.88	8.4	131.4	-4.9	9.78	31.5	10.17	-1.3	65.8	32.3

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**ORDINANCE #19-\_\_**  
**PROPOSED ORDINANCE #19-11**

**AN ORDINANCE TO REZONE 0.885 ACRES AT  
216 PARKWAY DRIVE FROM B-2 TO PDH  
(PCR#19-010)**

**WHEREAS**, it has been determined by City Council that the general welfare of the City of Williamsburg would be served by rezoning the property located at 216 Parkway Drive from B-2 Corridor Business District to PDH Planned Development Housing District.

**NOW, THEREFORE, BE IT ORDAINED** by the Council of the City of Williamsburg that the Official Zoning Map of the City of Williamsburg, Virginia be amended by rezoning 0.885 acres located at 216 Parkway Drive from B-2 Corridor Business District to PDH Planned Development Housing District. This property is listed as Williamsburg Tax Map Number 468-12-00-A, and is further described by the attached Exhibit A.

**BE IT FURTHER ORDAINED** that the rezoning approves the following:

1. Approval of the conversion of 48 hotel rooms into 42 adaptive housing units (34 efficiency units and eight one-bedroom units) and various support facilities (leasing office/lounge, laundry room, fitness room).
2. Approval of the conceptual site plan titled "Schematic Alteration to 216 Parkway Drive" revised May 3, 2019 for the layout and landscape improvements is approved.
3. Approval of the "Management Plan" for the upkeep and maintenance of "Parkway Landing at Williamsburg" dated March 20, 2019 is approved.

Adopted:

\_\_\_\_\_  
Paul Freiling, Mayor

\_\_\_\_\_  
Debi Burcham, Clerk

**PCR#19-010: PARKWAY LANDING AT WILLIAMSBURG - REZONING – B-2 TO PDH  
216 Parkway Drive**

