



PUBLIC NOTICE WILLIAMSBURG PLANNING COMMISSION

The Williamsburg Planning Commission will hold a public hearing on Wednesday, August 14, 2019 at 3:30 P.M. in the Council Chambers of the Stryker Center, 412 North Boundary Street, to consider the following:

PCR#19-012: An ordinance to amend Article I, Section 21-2, Article III. District Regulations and Article IV. Supplemental District Regulations of the Zoning Ordinance by:

- Removing the food truck definition from Article 1, Section 21-2;
- Adding a mobile food unit definition to Article 1, Section 21-2;
- Removing food trucks in Article III. District Regulations as a permitted use in the LB-1, B-1, B-3*, ED* and ED-2 zoning districts and with a special use permit in the MS zoning district in accordance with Section 21-622 of the Zoning Ordinance.
- Adding mobile food unit in Article III. District Regulations as a permitted use in the LB-1, B-1, B-3*, ED* and ED-2 zoning districts and with a special use permit in the MS zoning district in accordance with Section 21-622 of the Zoning Ordinance.
- Amending Article IV. Supplemental District Regulations Section 21-622 to reflect the change from food trucks to mobile food units; providing an exemption for new mobile food units and minor changes to the text to clarify the change from food truck to mobile food unit.

PCR#19-013: 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#19-014: Request of the Colonial Williamsburg Foundation for a special use permit to remove 40 parking spaces from the Downtown Parking District 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#19-015: Request of the Colonial Williamsburg Foundation 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.

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

If you are disabled and need accommodation in order to participate in the public hearings, please call the Planning Department at (757) 220-6130, (TTY) 220-6108, no later than 12:00 noon, Wednesday, August 7, 2019.

Carolyn A. Murphy, AICP
Planning and Codes Compliance Director



CITY OF WILLIAMSBURG
MEMORANDUM

DATE: July 24, 2019

SUBJECT: PCR#19-012
Zoning Text Revisions to update food truck regulations

At its 2019 Session, the Virginia General Assembly enacted Senate Bill 1425 which requires updating the Zoning Ordinance to meet the requirements of the bill. Senate Bill 1425 defines a mobile food unit and provides for an exemption for new mobile food units, in that the owner pays BPOL only in the jurisdiction where the vehicle is registered for the first two years, but not in any other in which it may operate. The Bill also allows the city to require the owner of a mobile food unit to register (without paying BPOL) the mobile food unit if it operates in the city but is not garaged here during the exemption period.

Based on Senate Bill 1425, Article I, Section 21-2, Article III. District Regulations and Article IV. Supplemental District Regulations of the Zoning Ordinance will need to be revised to meet the new requirements as follows:

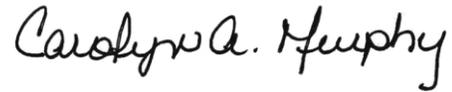
- Removing the food truck definition from Article 1, Section 21-2;
- Adding a mobile food unit definition to Article 1, Section 21-2;
- Removing food trucks in Article III. District Regulations as a permitted use in the LB-1, B-1, B-3*, ED* and ED-2 zoning districts and with a special use permit in the MS zoning district in accordance with Section 21-622 of the Zoning Ordinance;
- Adding mobile food unit in Article III. District Regulations as a permitted use in the LB-1, B-1, B-3*, ED* and ED-2 zoning districts and with a special use permit in the MS zoning district in accordance with Section 21-622 of the Zoning Ordinance;
- Amending Article IV. Supplemental District Regulations Section 21-622 to reflect the change from food trucks to mobile food units; providing an exemption for new mobile food units and minor changes to the text to clarify the change from food truck to mobile food unit.

City Council amended Chapter 18 at its meeting on July 11, 2019 to create a separate BPOL classification for mobile food units and exemption as provided in Senate Bill 1425.

PCR#18-017
July 24, 2019
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PLANNING COMMISSION PUBLIC HEARING

A public hearing is scheduled for the regular Planning Commission meeting on August 14, 2019.

A handwritten signature in black ink that reads "Carolyn A. Murphy". The signature is written in a cursive style with a large initial 'C'.

Carolyn A. Murphy, AICP
Codes Compliance and Planning Director

ORDINANCE #19-

**AN ORDINANCE TO AMEND THE FOLLOWING PROVISIONS OF THE WILLIAMSBURG CODE TO ARTICLE I. SECTION 21-2 DEFINITIONS, BY REMOVING THE FOOD TRUCK DEFINITION AND REPLACING IT WITH A MOBILE FOOD UNIT DEFINITION; BY AMENDING ARTICLE III. DISTRICT REGULATIONS TO ALLOW MOBILE FOOD UNITS IN THE LB-1, B-1, B-3, ED AND ED-2 ZONING DISTRICTS AND IN THE MS ZONING DISTRICT WITH A SPECIAL USE PERMIT AND AMENDING ARTICLE IV. SUPPLEMENTAL DISTRICT REGULATIONS, SECTION 21-622, BY REPLACING FOOD TRUCKS WITH MOBILE FOOD UNIT AND AMENDING SECTION 21-622 (a)(1) OF ARTICLE IV AS PROVIDED IN SENATE BILL 1425 ADOPTED BY THE VIRGINIA GENERAL ASSEMBLY AT ITS 2019 SESSION.
(PCR#19-012)**

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 the Williamsburg Code, Chapter 21, Zoning, Article I, Definitions, Article III. District Regulations and Article IV, Supplemental District Regulations are hereby amended by adding a mobile food unit definition, allowing mobile food units in the LB-1, B-1, B-3, ED and ED-2 Zoning Districts and in the MS Zoning District with a special use permit and amending Section 21-622, Mobile Food Units, to read as follows:

ARTICLE I. IN GENERAL

Sec. 21-2. Definitions.

~~*Food truck means a large, wheeled vehicle from which food is sold or served that typically contains cooking facilities where the food is prepared.*~~

Mobile food unit means a restaurant that is mounted on wheels and readily movable from place to place by an internal engine or that is towed from place to place by a motor vehicle. Mobile food unit shall not include vending carts or other conveyances which are designed to be moved by either human or animal power.

ARTICLE III. DISTRICT REGULATIONS

DIVISION 6.1 LIMITED BUSINESS DOWNTOWN DISTRICT LB-1

Sec. 21-247. Permitted uses.

The uses permitted in the limited business downtown district are as follows:

(2.1) ~~Food trucks~~ Mobile food units in accordance with Section 21-622.

DIVISION 8. DOWNTOWN BUSINESS DISTRICT B-1

Sec. 21-292. Permitted uses.

The uses permitted in the downtown business district B-1 are as follows:

(2.1) ~~Food trucks~~ Mobile food units in accordance with Section 21-622.

DIVISION 10. URBAN BUSINESS DISTRICT B-3*

Sec. 21-352. Permitted uses.

The uses permitted in the urban business district B-3 are as follows:

- (6.3) ~~Food trucks~~ *Mobile food units* in accordance with Section 21-622.

DIVISION 10.1. ECONOMIC DEVELOPMENT DISTRICT ED*

Sec. 21-362. Permitted uses.

The uses permitted in the economic development district ED are as follows:

- (7.3) ~~Food trucks~~ *Mobile food units* in accordance with Section 21-622.

DIVISION 10.2. Economic Development District ED-2

Sec. 21-372. Permitted uses.

- (7.3) ~~Food trucks~~ *Mobile food units* in accordance with Section 21-622.

DIVISION 13. Museum Support District MS

Sec. 21-434. Uses permitted with a special use permit.

- (1) ~~Food trucks~~ *Mobile food units* in accordance with Section 21-622.

ARTICLE IV. SUPPLEMENTAL DISTRICT REGULATIONS

Sec. 21-622. ~~Food Trucks~~ **Mobile Food Units.**

When not in conjunction with a special event regulated by Chapter 9, Article II. Special Events, the operation of ~~food trucks~~ *mobile food units* when permitted by a specific zoning district shall be permitted by an administrative permit approved by the zoning administrator subject to the following provisions:

- (a) The applicant shall provide the following to the zoning administrator:
- (1) A copy of a valid Williamsburg business license *or registration from the Williamsburg Commissioner of the Revenue, whichever is applicable, as provided by Section 18-381(2)(n).* Such business license *or registration* shall be posted in the vehicle at all times.
 - (2) A copy of a valid health permit from the Virginia Department of Health stating that the ~~food-truck~~ *mobile food unit* meets all applicable standards. A valid health permit must be maintained for the duration of the permit.
 - (3) A copy of an approved inspection certificate from the Williamsburg Fire Department stating that the ~~food-truck~~ *mobile food unit* meets the requirements of the Virginia Statewide Fire Prevention Code and all applicable standards. The ~~food-truck~~ *mobile food unit* must be re-inspected by the Fire Department annually and the inspection certificate updated accordingly. *The mobile food unit must be inspected each day of operation in the City by the Williamsburg Fire Department.*
 - (4) Applicant shall provide a valid driver's license for each person who will drive the ~~food-truck~~ *mobile food unit*.

- (5) A \$50.00 application fee.
- (b) Applicant shall provide current registration for the ~~food-truck~~ *mobile food unit*, proof of current motor vehicle inspection, and proof of valid liability insurance in at least the minimum amount as required by Virginia law for the ~~food truck~~ *mobile food unit*.
- (c) The administrative permit shall be issued for a period not to exceed one year but may be renewed annually upon written request by the operator.
- (d) The following standards and conditions shall apply to all ~~food-truck~~ *mobile food unit* operations:
- (1) The operator must have written documentation of the consent of the owner(s) of the property or properties on which the ~~food-truck~~ *mobile food unit* will be operated.
 - (2) Unless otherwise approved by the Zoning Administrator, ~~food-trucks~~ *mobile food units* shall operate only on developed and occupied property and only during the hours when the business establishment on the premises is open for business.
 - (3) The Zoning Administrator may approve ~~food-trucks~~ a *mobile food unit* remaining on-site for multi-day events or late closings on a case-by-case basis. Unless otherwise approved, ~~food-trucks~~ *mobile food units* shall be removed from the site when the on-premises establishment closes for the day. Prior to leaving the site, the ~~food-truck~~ *mobile food unit* operator shall pick up, remove, and dispose of all trash or refuse within at least 25 feet of the *mobile food unit* that consists of materials originally dispensed from the *mobile food unit*, including any packages or containers or parts thereof used with or for dispensing the menu items sold from the *mobile food unit*.
 - (4) The volume of any background music played from the ~~food-truck~~ *mobile food unit* shall be limited so as not to be plainly audible beyond the property boundaries of the site where the ~~food-truck~~ *mobile food unit* is located, or at a distance of 100 feet from the ~~food-truck~~ *mobile food unit*, whichever is less.
 - (5) Any lighting attached to the exterior of the ~~food-truck~~ *mobile food unit* or used to illuminate the menu boards or the customer waiting areas adjacent to the ~~food-truck~~ *mobile food unit* shall be provided with fixtures that do not produce light spill onto adjacent properties or into the night sky.
 - (6) Receptacles, either those already available on a site or temporary/portable ones provided by the ~~food-truck~~ *mobile food unit* operator, shall be positioned conveniently for disposal of all trash, refuse, compost, and garbage generated by the use.
 - (7) Any greywater, fats, oils, grease, or hazardous liquids generated in the mobile food vending operation shall be contained within the ~~food-truck~~ *mobile food unit* and transported off the property for proper disposal. No hazardous materials or liquids shall be released into any sewer, storm drain, ditch, drainage canal, creek, stream, river, lake or tidal water or on the ground, sidewalk, street, highway, or into the atmosphere.

- (8) In the LB-1 and B-1 zoning districts ~~food trucks~~ *mobile food units* shall be located at least 100 feet from a restaurant.
 - (9) ~~Food trucks~~ *Mobile food units* shall not obstruct pedestrian or bicycle access or passage, impede traffic or parking lot circulation, or create safety or visibility problems for vehicles and pedestrians. Such vehicles may be parked in an existing parking lot provided that any required parking spaces are not obstructed and made unavailable.
 - (10) ~~Food trucks~~ *Mobile food units* shall not be parked in or operated from a public street right-of-way.
 - (11) Not more than two A-frame signs may be used to display and advertise menu items and other information associated with the ~~food truck~~ *mobile food unit* operation. Such signs shall not exceed six square feet in area and four feet in height, shall be positioned within 30 feet of the food truck, and shall not be placed within a public street right-of-way. Signage that is permanently affixed to the food truck shall be permitted; however, the Zoning Administrator may approve flags, banners, or other decorative appurtenances, whether attached or detached on a case-by-case basis.
 - (12) ~~Food trucks~~ *Mobile food units* may operate in residential districts in the City, however, said operation is limited to not more than two times per calendar year at any specific residential property, and ~~food trucks~~ *mobile food units* must meet the criteria contained in this section for operation in all residential districts.
 - (13) ~~Food trucks~~ *Mobile food units* are prohibited in the Colonial Williamsburg Historic Area CW, except as permitted by special event permit issued by the city manager pursuant to Chapter 9, Article II of the Williamsburg City Code.
- (e) The Zoning Administrator may revoke the permit at any time for failure of the permit holder to comply with the requirements of this section and to correct such noncompliance within the timeframe specified in a notice of violation. Notice of revocation shall be made in writing to the permit holder. Any person aggrieved by such notice may appeal the revocation to the board of zoning appeals.

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

Adopted: _____

Paul T. Freiling, Mayor

Attest: _____
Debi Burcham, City Council Clerk



CITY OF WILLIAMSBURG

MEMORANDUM

DATE: July 26, 2019

SUBJECT: PCR#19-013: 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#19-014: Request of the Colonial Williamsburg Foundation for a special use permit to remove 40 parking spaces from the Downtown Parking District 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#19-015: Request of the Colonial Williamsburg Foundation for a special use permit for the construction of 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.

APPLICANT'S REQUEST

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

PCR#19-013:

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

PCR#19-014:

The second request is for a special use permit to remove 40 parking spaces from the P3 parking lot for the construction of a private plaza.

PCR#19-015:

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

CURRENT REGULATIONS

Comprehensive Plan

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

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

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

Zoning

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

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

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

Special Use Permit

The special use permit section of the Zoning Ordinance (Sec. 21-42) establishes the following criteria for special use permits:

- (a) *The proposed use shall be:*
 - (1) *In harmony with the adopted comprehensive plan;*
 - (2) *In harmony with the intent and purpose of the zoning district in which the use is proposed to be located;*
 - (3) *In harmony with the character of adjacent properties and the surrounding neighborhoods, and with existing and proposed development.*
- (b) *The proposed use shall be adequately served by essential public services such as streets, drainage facilities, fire protection and public water and sewer facilities.*
- (c) *The proposed use shall not result in the destruction, loss or damage of any feature determined to be of significant ecological, scenic or historic importance.*
- (d) *The proposed use shall be designed, sited and landscaped so that the use will not hinder or discourage the appropriate development or use of adjacent properties and surrounding neighborhoods.*

Additional reasonable standards as deemed necessary to protect the public interest and welfare may be imposed, including: more restrictive sign standards; additional open space, landscaping or screening requirements; additional yard requirements; special lighting requirements; limitation on hours of operation; and additional off-street parking and loading requirements.

The Planning Director or Planning Commission may require the following additional information:

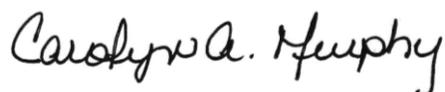
- (1) A traffic impact analysis, showing the effect of traffic generated by this project on surrounding streets and neighborhoods.

- (2) A public utility analysis, showing the effect of this project on public water, sewer and/or storm drainage facilities.
- (3) A fiscal impact analysis. The Planning Director or the Planning Commission may request the City Council to provide funds for the preparation of this study by the City.

Staff does not feel that any additional studies are needed in order to make a decision on this request.

PUBLIC HEARING DATE

Public hearings are scheduled for the regular Planning Commission meeting on August 14, 2019.



Carolyn A. Murphy, AICP
Planning and Codes Compliance Director

The Colonial Williamsburg Foundation

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

June 24, 2019



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 temporary 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, video 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 2020 and would last approximately 4 months.

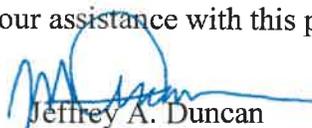
With respect to parking, changes to downtown parking generally, and in Merchants Square specifically would be minimal, with a loss of approximately 40 parking spaces out of 4,316 total parking spaces downtown, 1,080 of which are located in lots P1-P6. Approximately 8 parking spaces would be retained.

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

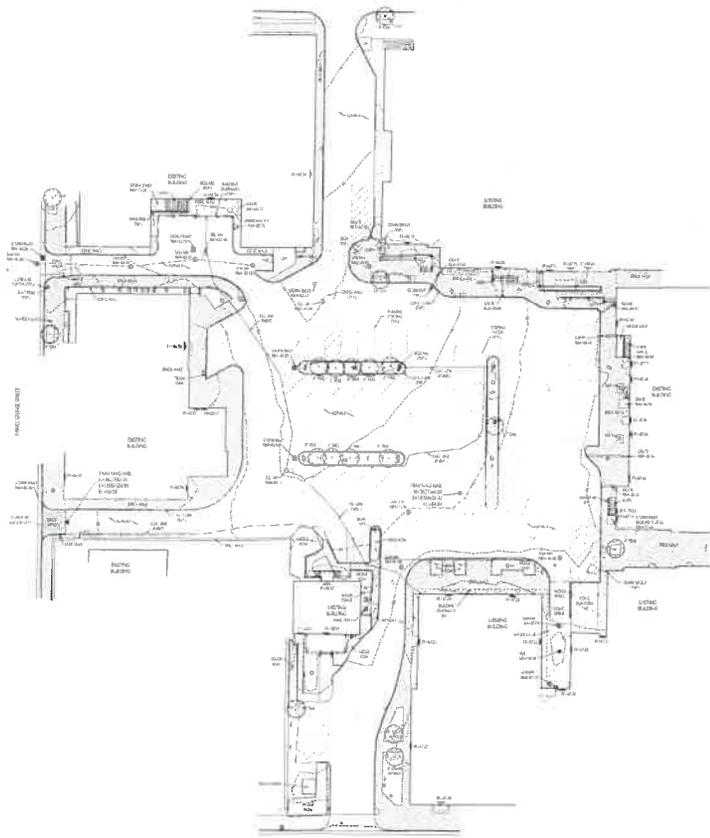
Summer Statistics	Total available parking	Highest weekday avg usage	Excess Capacity	Highest weekend avg usage	Excess Capacity
Total downtown parking (restriping caused loss of 10 spaces between spring and summer measurements)	4,316 spaces	41%	2,546 spaces	36%	2,762 spaces
Downtown parking (Merchants 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
 Dale Trowbridge, Colonial Williamsburg

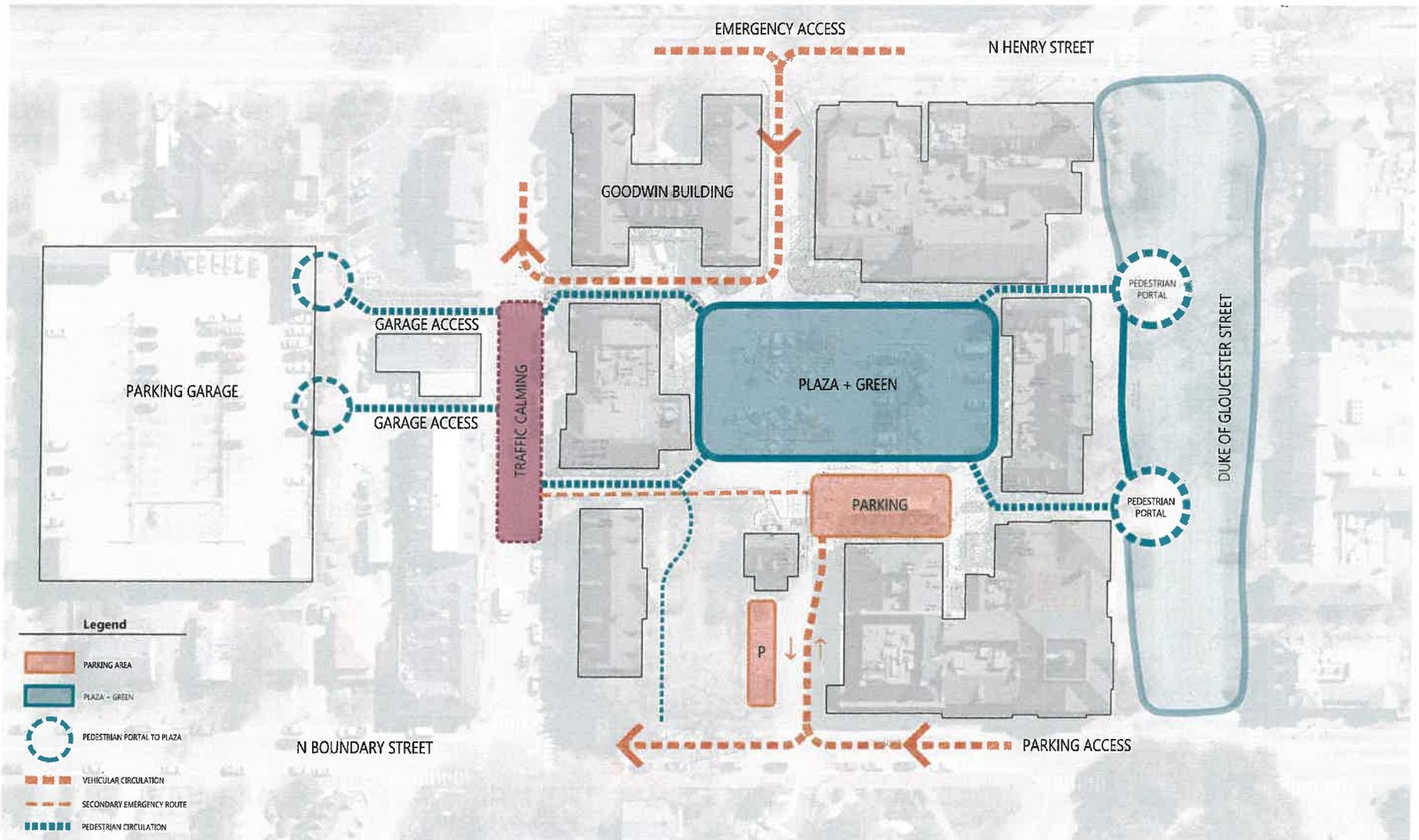


merchants square north plaza
concept design



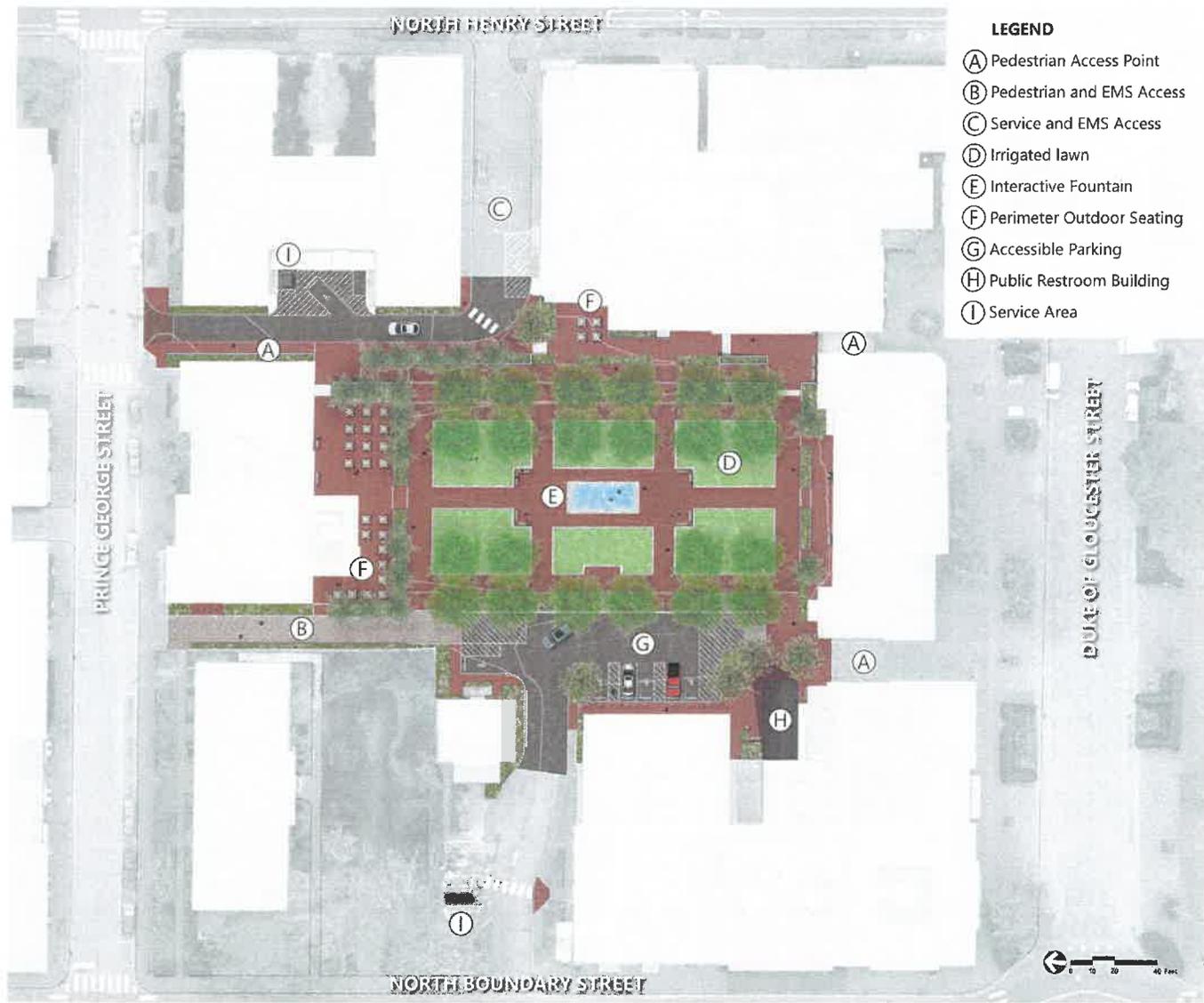
orthophotography + survey





concept diagram





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 community green space

merchants square north plaza
concept design

conceptual illustrations





perspective view looking south from behind Goodwin Building

merchants square north plaza
concept design

conceptual illustrations





Granite Steps



Brick Seat Wall



Brick Paving



Exposed Aggregate Paving



Granite Seat Wall



Asphalt Pavers



Granite Cobble Paving



Granite Paving



Trench Drain



Trash Receptacle



Wood Bench

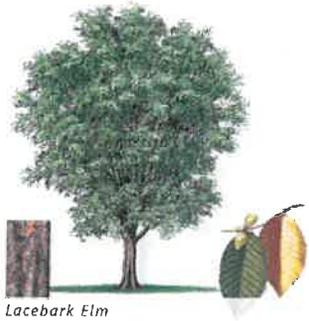


Wood Fencing

merchants square north plaza
concept design

materials palette





'Alleé' Lacebark Elm



Overdam Feather Reed Grass



Switchgrass



Prairie Blues Bluestem



Kousa Dogwood



Little Henry Virginia Sweetspire



Green Velvet Boxwood



Japanese Privet



Natchez Crapemyrtle



Walker's Low Catmint



Ice Dance Sedge



Big Blue Liriope

merchants square north plaza
concept design

plant palette



**ORDINANCE #19-
PROPOSED ORDINANCE #19-**

**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#19-013)**

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



CITY OF WILLIAMSBURG

MEMORANDUM

DATE: July 26, 2019

SUBJECT: PCR#19-013: 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#19-014: Request of the Colonial Williamsburg Foundation for a special use permit to remove 40 parking spaces from the Downtown Parking District 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.

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APPLICANT'S REQUEST

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

PCR#19-013:

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

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CURRENT REGULATIONS

Comprehensive Plan

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

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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.

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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.

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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;*
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- (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:

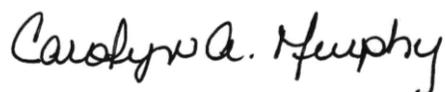
- (1) A traffic impact analysis, showing the effect of traffic generated by this project on surrounding streets and neighborhoods.

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Staff does not feel that any additional studies are needed in order to make a decision on this request.

PUBLIC HEARING DATE

Public hearings are scheduled for the regular Planning Commission meeting on August 14, 2019.



Carolyn A. Murphy, AICP
Planning and Codes Compliance Director

The Colonial Williamsburg Foundation

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

June 24, 2019



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 temporary 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, video and sound equipment, recreational facilities, outdoor furniture and seating areas, and outdoor seating for restaurants and other eating establishments that surround the plaza.

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Pending approval of the attached applications, permitting, etc., construction could begin in early January 2020 and would last approximately 4 months.

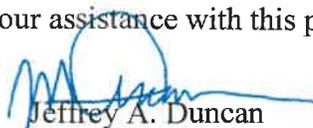
With respect to parking, changes to downtown parking generally, and in Merchants Square specifically would be minimal, with a loss of approximately 40 parking spaces out of 4,316 total parking spaces downtown, 1,080 of which are located in lots P1-P6. Approximately 8 parking spaces would be retained.

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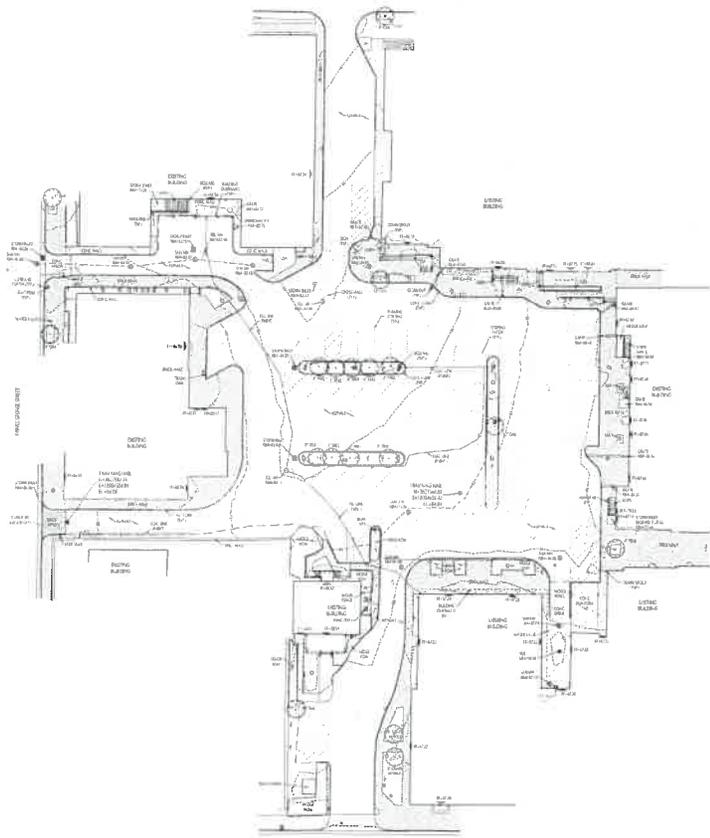
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Thanks again Carolyn for your assistance with this process. I look forward to hearing back.



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

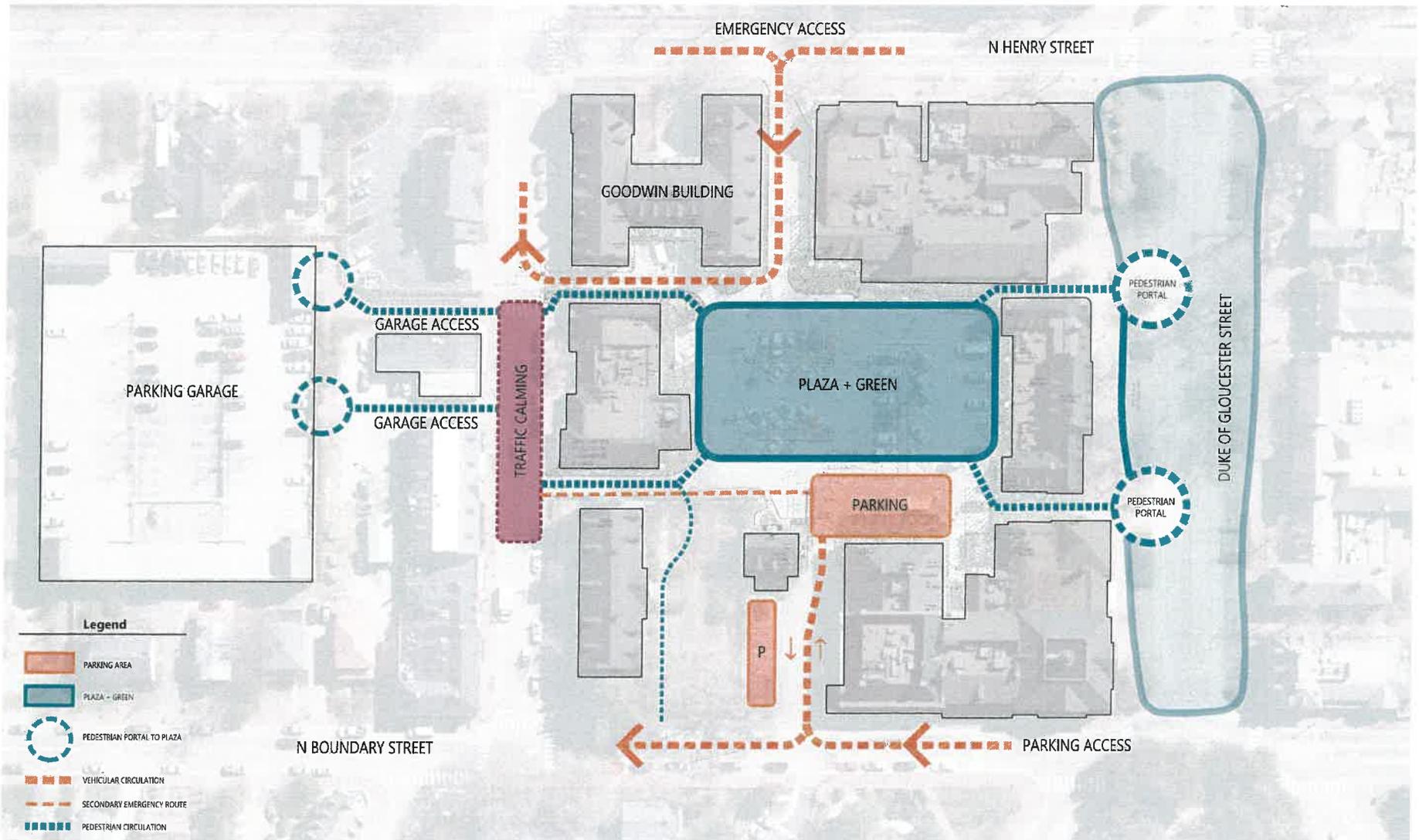
Copy to: Neil Ellwein, Colonial Williamsburg
 Dale Trowbridge, Colonial Williamsburg



merchants square north plaza
concept design

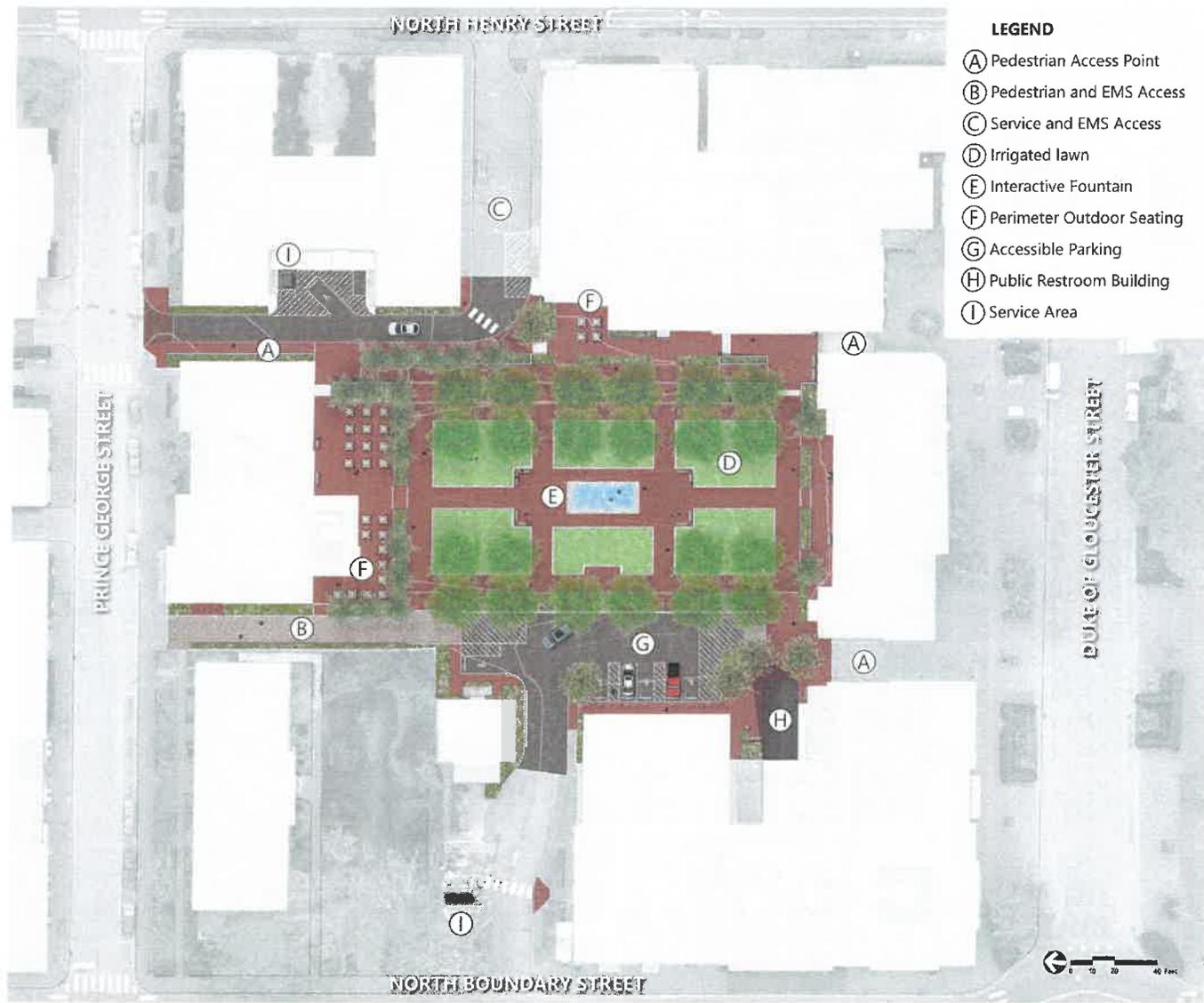
orthophotography + survey





concept diagram





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**



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

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perspective looking north from southeast Duke of Gloucester Street access point

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concept design

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perspective view looking north of community green space

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Granite Steps



Brick Seat Wall



Brick Paving



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merchants square north plaza
concept design

materials palette





'Alleé' Lacebark Elm



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Japanese Privet



Natchez Crapemyrtle



Walker's Low Catmint



Ice Dance Sedge



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merchants square north plaza
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CITY OF WILLIAMSBURG
MEMORANDUM

DATE: July 26, 2019

SUBJECT: PCR#19-013: 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.

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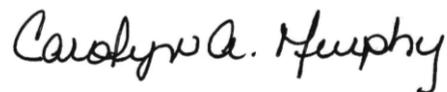
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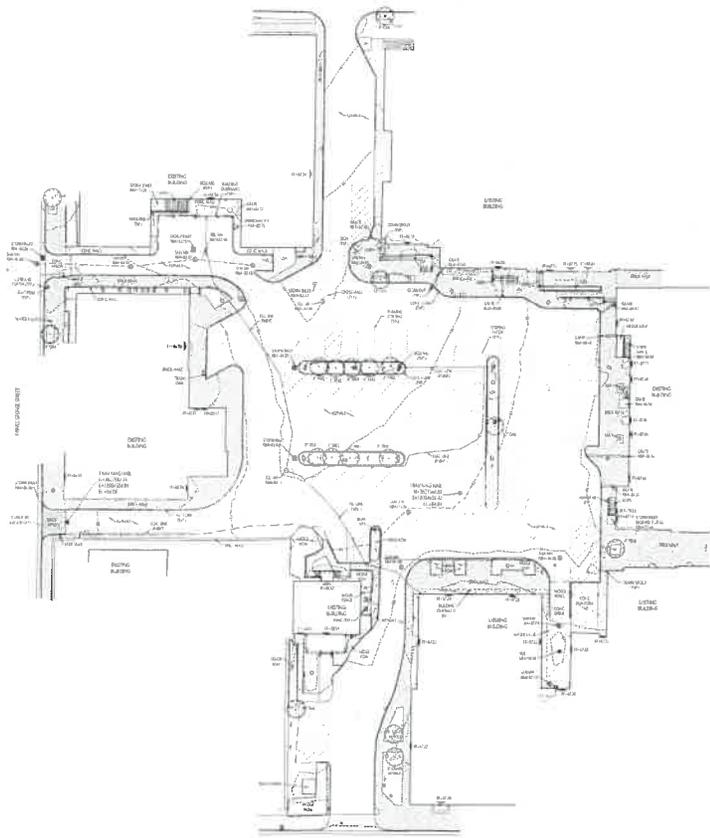
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PUBLIC HEARING DATE

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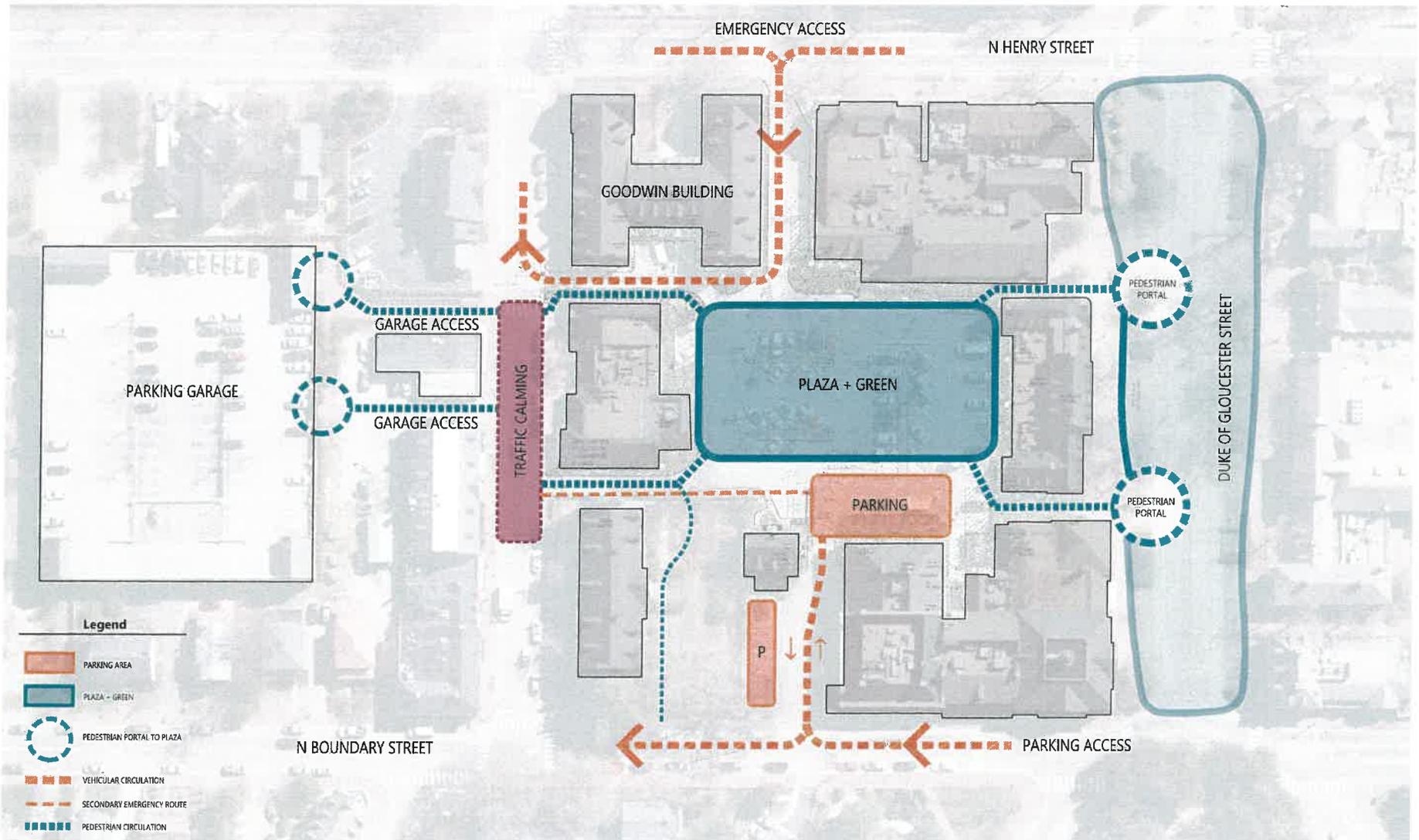


merchants square north plaza
concept design



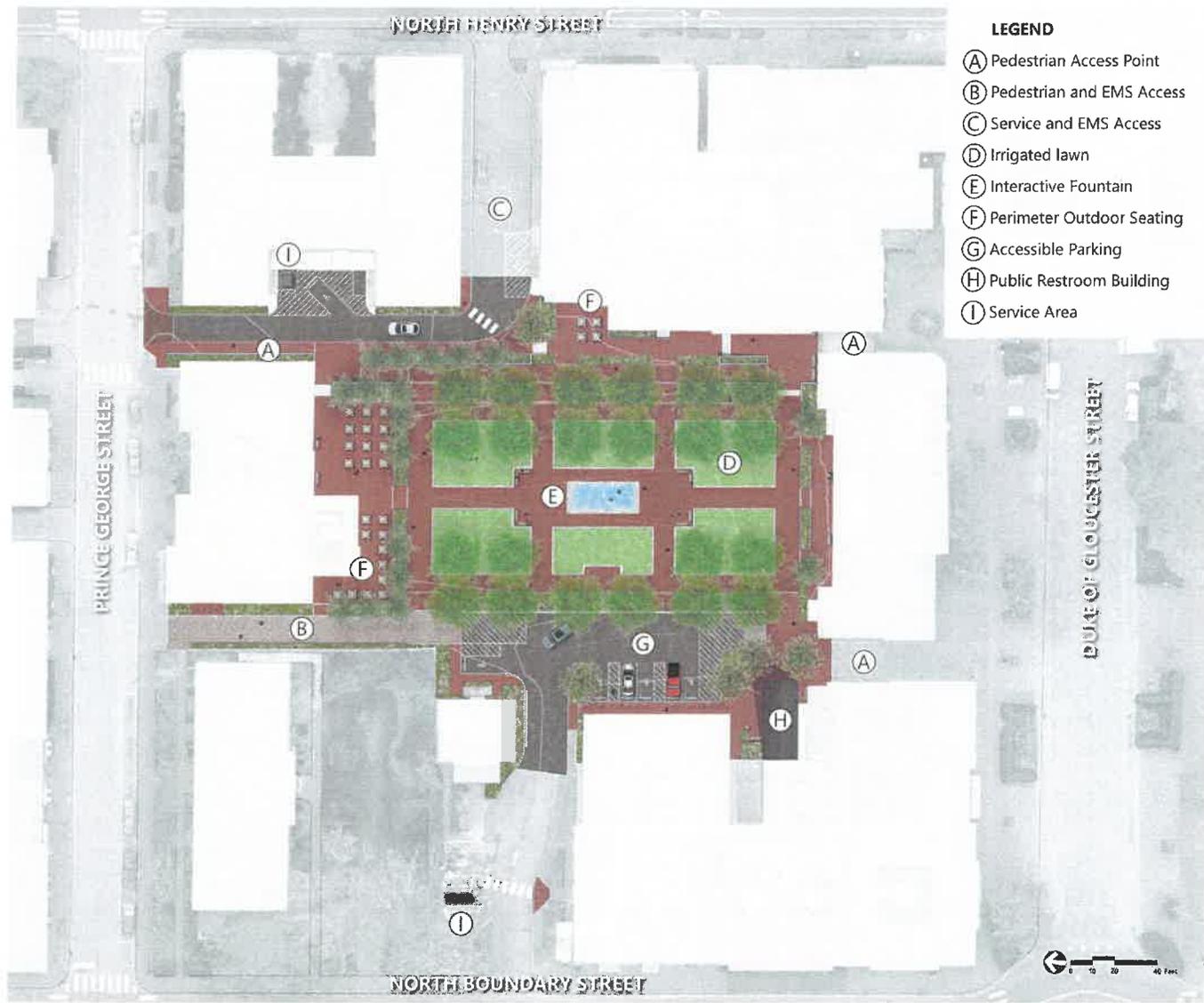
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concept diagram





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Granite Steps



Brick Seat Wall



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June 24, 2019



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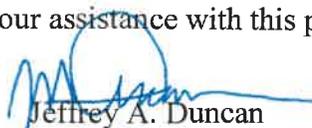
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