

**WILLIAMSBURG CITY COUNCIL
WORK SESSION
DECEMBER 6, 2010**

The Williamsburg City Council held a work session on Monday, December 6, 2010, at 7:00 p.m. in the City Council Chambers of the Stryker Building, 412 N. Boundary Street, Williamsburg, Virginia.

CALL TO ORDER

Mayor Clyde A. Haulman called the meeting to order.

ATTENDANCE

Present in addition to Mr. Haulman were Vice-Mayor Paul T. Freiling, Council members Ms. Judith N. Knudson and Messrs. D. Scott Foster, Jr. and Douglas G. Pons. Also present were City Manager Jack Tuttle, City Attorney Christina Shelton and Council Clerk Donna Scott.

Staff Attending: Assistant City Manager Jodi Miller, Economic Development Director Michele DeWitt, Communication Specialist Kate Hoving, and Planning Director Reed Nester.

ITEMS FOR CITY COUNCIL MEETING OF DECEMBER 9, 2010

Public Comment

Mayor Haulman invited public comment on items on the agenda for Thursday's Council meeting or comments on any topic.

Patty O'Neill, 264 Sir Thomas Lunsford Drive, said she is speaking on behalf of Kyra Cook, one of the candidates for the vacant School Board position. Ms. O'Neill said she has come to know Ms. Cook through their roles as parents of children attending Matthew Whaley School and feels that Kyra is very well qualified to serve on the School Board. She is also well-positioned to effectively represent the citizens of the City and successfully serve in this important role.

Ms. O'Neill stated that Ms. Cook would come to this role with a proven track record of service to this community through her appointments to the Regional Issues Committee and the Arts Commission, coupled with her work on the "Jamestown 400" events and currently the Historic Triangle Collaborative. When Kyra became a parent at Matthew Whaley School, she was very quick to get involved in the PTA and the PTA Council so she is immersed daily in the issues that parents face. Ms. O'Neill that she as well as other parents feel very strongly that there should be a voice for parents on the School Board.

She said that Ms. Cook has an unparalleled knowledge of this community and has established incredible working relationships throughout the Historic Triangle, in particular with key leaders at the community's anchor institutions, the Colonial Williamsburg Foundation and the College of William and Mary. Recently the School Board adopted eleven goals, among them was key collaborations and to exploit the opportunities that are here and are unique to the Historic Triangle District. Ms. O'Neill said she knows of no one better to help accomplish this goal than Kyra Cook. She said she speaks as not only a

resident and a member of the constituency of the public schools, but also as someone who has been educated from kindergarten through receipt of her doctorate degree in public schools, and is immersed daily in the issues surrounding public education. What she knows from this experience is that great teachers and great administrators make a great school system, but just as important are the leaders who serve on the Board that governs those organizations. Ms. O'Neill concluded her comments by saying she wholeheartedly supports Kyra Cook for appointment to the Williamsburg/James City County School Board.

Council Preview

Mayor Haulman confirmed that Council members have all the information they need regarding items on the agenda for the regular Council meeting on Thursday. He noted Council will be accepting the Comprehensive Annual Financial Report on Thursday.

BACKGROUND PRESENTATIONS/DISCUSSIONS

Beautification Advisory Committee (BAC) Update

Chairman of the Beautification Advisory Committee, **David Kranbuehl**, presented a brief history of the Committee for the benefit of the two newest members of Council. Mr. Kranbuehl noted that he serves as Council's representative on the BAC, and although he knows very little about beautification and plants, the Committee is composed of very strong and knowledgeable members: Terry Buntrock, City resident; Pat Ewell, City resident; Jim Joseph, Planning Commission representative; Phillip Merritt, City resident; Ben Owen, William and Mary; Sally Sissel, Council of Garden Clubs; and Laura Viancour, Colonial Williamsburg. He also said the Committee receives advice from an ad hoc group when major questions come up. This group includes previous Committee members, John McFarlane, and Gordon Chappell as well as the City's Landscape Superintendent Will Fidler. Mr. Kranbuehl added that Deputy Planning Director, Carolyn Murphy has provided invaluable expertise and assistance.

Over the years, the BAC has determined that the Beautification Awards Program would be more successful if the award categories were alternated rather than presenting awards in every category every year. In 2010 awards were presented to winners in the categories Businesses; Service Clubs & Organizations; and Institutions, and in 2011, awards will be presented to winners in the categories Neighborhoods; Individuals; and Environmental-Conservation-Green.

The Neighborhood Landscape Grant program, with a \$1500 per year budget, awards grants of \$500 and is in its third year. The proposed projects are to be adjacent to the public right-of-way, visible to the public and benefit the entire City of Williamsburg. Maintenance is the responsibility of the residents or other volunteers. It is a competitive program and the winners have access to experts who will meet with them and offer advice.

Mr. Kranbuehl reviewed the Richmond Road-Sorority Court Sidewalk and Landscaping project noting that the project has been in the plans for about three years with a completion goal of September 2011 to coincide with the opening of Tribe Square. He reviewed the Prince George Street and Scotland Street Landscaping, Sidewalk & Fencing Improvements project and noted the estimated total for this project is about \$36,000 and would result in a huge payoff for a modest investment.

Mr. Kranbuehl said the goal for the projects is to make the transition from the Colonial Williamsburg area into the City of Williamsburg seamless, and just as Carmel, California is one of the most beautiful cities on the west coast, Williamsburg has the potential to be one of the most beautiful city on the east coast.

The City has awarded the residential sector and after talking with EDA chairman, Monty Mason, Mr. Kranbuehl said the idea of including a program for the commercial sector was raised. These programs would be aimed at enhancing the commercial sector with the use of competitive grants that may be incentive money, matching funds or even loans. Mr. Kranbuehl said beautification is a means toward enhancing return visitation and the Committee is looking for ideas as well as funding.

Mayor Haulman thanked Mr. Kranbuehl and the Beautification Advisory Committee for their terrific work. He applauded the two boards, the EDA and the BAC, for working together for a common interest and encouraged the EDA and BAC to return to Council with a proposal for businesses along the lines of what we currently have for neighborhoods.

Mr. Kranbuehl said he'd like to stress one other point, and that is that when Council forms the group to look at the quadrant in the Second Street area, that at various points they invite Monty Mason and himself to come to their meetings. They may be able to facilitate some of the things the group might want to do as well as increase the number of ideas brought before the group. Mayor Haulman said once the group is organized in January he is sure they will take that into consideration.

There was discussion regarding Tribe Square and the appearance of the parking area in the rear of the site and how it will tie in with the fencing mentioned earlier and whether there is anything planned beyond landscaping along the rear property line. Mr. Nester responded that the only upgrading would be the sidewalk. Mr. Freiling noted that there are a lot of areas where people try to eliminate the amount of fencing they have to keep a more open, welcoming environment versus putting up a physical barrier. Mr. Kranbuehl responded that the fencing would provide not only shielding of the parking lot but also continuity with the existing fencing and a means to prevent cut-through traffic. Mr. Freiling asked if there are other locations where the City has built and maintained things on private property as opposed to in the right-of-way, and Mr. Tuttle responded that there is not, unless we have an easement for it. He added that probably in this case, one possibility is that if the fence went up on private property by agreement, the owner could take over ownership and responsibility for it. Mr. Kranbuehl added that it's appropriate to ask each of the volunteer not-for-profits to maintain the fence. Mr. Freiling noted Mr. Mason's enthusiasm about the effort and asked if, as the EDA Chairman, he spoke of helping to fund it. Mr. Kranbuehl replied that he wasn't aware that the group had any money for funding.

Mr. Foster thanked Mr. Kranbuehl and the Committee for their keen interest in a street that has a whole lot more potential than just being a back street off Richmond Road. When you stand at the corner of Massie's Camera (corner of Prince George Street and Boundary), and look back up Prince George Street, there is very little that makes you want to make that trip. He also asked if there has been discussion with College representatives about improving the rear of Sorority Court. Mr. Kranbuehl responded that the existing picket fence looks quite nice, although there are a few boards that need to be replaced. He added

that when John McFarlane, College of William & Mary representative on the BAC, he thought it was a good idea and would help create continuity to extend the fence all the way down to the corner. Mr. Kranbuehl said he is quite confident that one way or the other, by first meeting with John McFarlane and then writing a letter to the College President proposing a number of things, that this can get done. The main point is that with the fence you have the screen and stop the cut-through traffic.

Mr. Foster noted he is glad the sidewalk is in the plans to be repaired because currently two people cannot walk side by side. Mr. Freiling added that one of the biggest drawbacks, aside from the aesthetics, is the lack of right-of-way up to the corner on Scotland Street; it creates a visual barrier to people venturing down the street.

Mr. Pons said he appreciates the work done by Mr. Kranbuehl and the BAC with very little money; it is very ambitious. He added that he also appreciates that the Committee is reaching out into the business community. He suggested reaching into neighborhoods to talk to landlords. Maybe there could be a program instituted that would allow competitive grants to encourage students to participate in fixing up their yards in partnership with the landlords. Mr. Kranbuehl said he thinks that is a great idea.

Ms. Knudson stated that the Triangle Block is under the management of the Williamsburg Redevelopment and Housing Authority and the City; it would be nice to work with the BAC on the whole project because it could use some work. Mr. Kranbuehl said this is another excellent suggestion.

Mayor Haulman again thanked Mr. Kranbuehl and asked that he express Council's appreciation to the Committee for their work. He said beautification and business go hand-in-hand and he hopes this is an idea the Committee will continue to pursue, hopefully with the EDA.

Proposed Arts District Timeline

Economic Development Director, **Michele DeWitt**, briefly reviewed the creative economy as an economic development initiative. Despite the slowed economy, data shows that arts-related industries have been on the rise in the last five years and the creative economy corresponds perfectly with the existing and desired economic fabric of the City of Williamsburg. An Arts District is a tool to enhance, revitalize and diversify the City's economy.

The City of Williamsburg's existing economic engines of hospitality and education would be enhanced by the creative economy in several ways, including:

- Retaining and attracting creative professionals and entrepreneurs working in these sectors
- Providing an additional aspect to the visitor's experience
- Providing complimentary economic growth that enhances and does not harm our existing quality and aesthetics

An Arts District may include advertising, architecture, art and antiques, computer games,

culinary arts, crafts, design, designer fashion, film and video, music performing arts, publishing, software, TV and radio. These types of businesses enhance our existing community by providing less intensive office and retail types of growth. By designating a physical area and providing incentives to attract creative businesses there, an arts district aims to build synergy that will continue to attract creative businesses.

Two of the direct economic development enhancements the City will realize are increased revenue and vitality of the area for businesses, residents, and visitors. The City will also realize several indirect benefits from an arts district, such as attract and retain creative people, entrepreneurs and young professionals.

Economic development research supports these indirect benefits by identifying the following causal links between investment in the arts and economic growth:

- Arts and cultural workers (on average) have higher rates of self-employment and are more educated,
- Arts and cultural workers earn direct income from exporting goods and services, bringing new goods to the local market
- The Increased population of arts and cultural workers attracts other firms with high rates of human capital
- The investment in infrastructure and new businesses can help revitalize struggling neighborhoods and districts.

Ms. DeWitt presented an Arts District Time Line that proposed a January 2011 date for City Council consideration of the adoption of an Arts District Ordinance.

Mayor Haulman thanked Ms. DeWitt and the task force for their work which has been an innovative and productive process. He added the consultant, Artspace, contributed a lot and offered a different focus and view; we all understand the importance of the creative economy to the future of Williamsburg and as a critical element of our economy. The Mayor pointed out Ashville, North Carolina as an extremely successful tourist destination and one where the Arts District was the focus of their surge as a tourist destination. Also, what is done here is a critical part of rethinking and re-envisioning not only that section of the City and an Arts District, but also taking a broader look at the City and including the shopping center, Monticello Avenue, and the School of Education.

Mr. Freiling asked about Ms. DeWitt's earlier comment about being more inclusive of what is traditionally considered the "creative economy." He said in Artspace's model they are building around an affordable housing structure and the federal government has decided artists are the one working class that is eligible for subsidized housing over any other profession. He asked what the impact would be in broadening that definition to the creative economy; what does that do for the potential for subsidized housing in the Artspace model. Ms. DeWitt responded that Artspace encouraged the inclusion of the creative economy, and that we go broader. It's not just the visual and performing artists, but others who use their minds for creative means such as marketing and software development, and they would still be eligible for subsidized housing.

Mr. Freiling noted the well-attended meeting when Artspace made their presentation; he

said he couldn't remember many other meetings were the attendance was that impressive. The overall sentiment was that the idea of an Arts District was "really cool" and something we should have in Williamsburg. He said he understands the need to measure the potential demand for the residential and work component, but he's more interested in how it would work in our circumstance; is it even feasible with the geographic constraints we have and the financial resources. Answers to these issues are needed before we even find out how many people would want it, because if it can't be paid for, it doesn't matter how many people want it and how much Council wants it. It's a terrific concept if we can make it work.

Mr. Freiling asked if the step after the market survey will be the financial model and Ms. DeWitt said it would. She added that Artspace conducts a fund-raising effort when they bring their expertise and access to foundations that are interested in funding this type of activity; they have been very successful having done this 42 times and never failing.

In response to Mr. Freiling's question about who would do the analysis of properties as artist work spaces, Ms. DeWitt said the task force has begun and the proposed next step would be a little more complicated for us than a community that has a vacant warehouse available. We need a bit more planning assistance to identify properties that could be converted or if there is land available to build this type structure. Artspace said they typically like to see 35 or 40 units when they bundle a project. We need to analyze if there is an appropriate property or if the District would be a "scattered site." Mr. Freiling said that if the District is developed, he knows it will be done right and will prove to be a regional destination driver as well as a contributor toward satisfying one of our objectives of having a more vibrant night life. Noting Mr. Freiling's previous comment about the well-attended meeting regarding the possibility of an arts district, Ms. DeWitt said there were over 120 people present even though it was snowing.

Mr. Foster noted the educational asset such a district would bring as well as providing fertile ground for graduates who would like to remain in the area. He said one of the questions he is asked from people in the community is what the area will look like; he's glad we're getting closer to an understanding of this factor.

Mr. Pons asked how landowners perceive the Arts District and what it will mean to them. Ms. DeWitt responded that the intention of this project is not to condemn land or provoke eminent domain, and when given this knowledge, landowners felt more at ease. One of the positive opportunities for landowners is the fact that it would bring more tenants to them.

Ms. Knudson agreed that it's a wonderful idea, but she has two concerns; money and who will do all the work; launching a website, doing a survey, there is a lot of work involved. We have an Arts Commission composed of all volunteers and a staff that has other jobs. Although we have wonderful volunteers, it's a lot of work. Consultants cost money and she worries about how to parcel out the work. Ms. DeWitt responded that is why they have said they will need planning assistance, consultants. She noted she has a wonderful intern from the College of William & Mary who's offered to help with the website next semester. Mr. Pons said once the economic impact of this is understood, it will be easier to justify making an investment.

Mr. Freiling asked Ms. DeWitt to paraphrase a comment she received from a potential

business client relative to this district. Ms. DeWitt said she had a business prospect recently who had been researching our website, noticed our interest in developing an arts district and that we have a creative economy initiative. He said that spoke volumes for him wanting to be here. It confirmed to him that if he decided to be here, he had made the right decision in choosing this community.

Mayor Haulman thanked Ms. DeWitt and said it is an issue that needs further discussion and thought to take place, but we have some partners, the College of William & Mary, the Colonial Williamsburg Foundation, and the Young Professionals of Williamsburg organization that can probably be relied upon to help us find the answers and see if this is the direction we want to go. He again thanked Ms. DeWitt and asked that she express Council's appreciation for all their work on this project.

Hampton Roads "Transit Vision Plan"

Planning Director, **Reed Nester**, presented the "Hampton Roads Regional Transit Vision Plan" which included Corridor Evaluations and Draft Recommendations. The Proposed Overall Vision Plan covers transit methods such as light rail, bus rapid transit, streetcar, rapid transit, commuter rail, and high speed ferry. Mr. Nester reviewed the Short-Term Recommendations (by 2025), Long-Term Recommendations (by 2035), Extended-Term Recommendations, and Land Use Strategies to Support Transit Oriented Development (TOD).

Mr. Nester stated that it is clear that given the characteristics needed to support it, the greater Williamsburg area does not have the density for light rail, but for commuter rail that continues into light rail. Initially the group had said to put the commuter rail station away from downtown, further west from Richmond Road, but now it's in the study that our existing transportation center, a short walking distance from the proposed Arts District, will be the multi-modal hub for the Williamsburg area. This is an important part of our downtown area and part of the activity we want to see.

Mayor Haulman thanked Mr. Nester for the presentation and said it should be emphasized with the planning group that we already have a multi-modal transportation center with trains, buses and rental cars. It is in walking distance of major employers and employment centers and is critical to the future.

Mr. Freiling raised questions about "high-speed ferries" and Mr. Tuttle stated although it is included in the Vision Plans, there is no funding for ferries at this time. This is an idea of how these systems might all link up in the future and how it relates to current land use decisions. Mayor Haulman added that it is important to spend time envisioning the future because it helps answer some questions about whether that vision is something we really want.

Hampton Roads TPO "Prioritization of Transportation Projects"

City Manager, **Jack Tuttle**, presented the draft “Prioritization of Transportation Projects: Project Evaluation and Scoring” report, explaining the project evaluation and scoring tool, project scores by category, regional projects summary and trip locations, and project prioritization next steps. Over 150 projects were evaluated and given a score based on three components:

- Project Utility: ability to solve a transportation issue
- Economic Vitality: ability to support economic growth
- Project Viability: readiness of project to be constructed

Mr. Tuttle briefly reviewed Bridge and Tunnel Projects, Highway Projects, Highway Interchange Projects, Intermodal Projects, and Transit Projects along with their scores. He also talked about options for a Third Crossing and the lack of funding for projects. Mr. Tuttle noted that for the first time there are four or five state legislators who are very active on the TPO, so there are now people in the General Assembly with a good understanding of the issues. If all the pieces come together between prioritization and economic reality, Mr. Tuttle said he thinks some of the projects are going to move ahead, but it will be a small fraction of all the projects that are possible.

Mr. Pons said that it seems one of the priorities for us would be the widening of I 64 more than something farther south. He asked if there is anything that we can do as a tri-community area to elevate the project viability and scores. Mr. Tuttle responded that first of all every jurisdiction on the Peninsula needs to be aware of this, needs to know that it actually has good scores, both on utility and economic desirability, and that this is a project to push. It serves not only the Peninsula, but also people throughout Hampton Roads. He added that it is one of the projects that has not moved along as it should have considering its utility.

Regarding the Relocation of 460 project, Ms. Knudson noted that the proposed relocation would serve the port and would hurt us since it would take traffic from our area. Mr. Tuttle responded that the fact that the project would take traffic away from one community and gives that business to another is not addressed in this report.

Mayor Haulman thanked Mr. Tuttle for the presentation.

CITY COUNCIL COMMUNICATIONS

Mayor Haulman said this is a time for City Council members who serve on Boards, Commissions or Committees to have an opportunity to bring pertinent information regarding their Board, Commission or Committee to the full Council. There were no reports this month.

SCHEDULE OF MEETINGS: DECEMBER 2010

Mayor Haulman noted the City Calendar for the month of December which Council members received in their meeting packets.

OPEN FORUM

Mayor Haulman opened the Open Forum portion of the meeting inviting comments on any topic.

There being no comment the Open Forum was closed.

CLOSED SESSION

At 9:00 p.m. Mr. Freiling moved that City Council go into Closed Session pursuant to Section 2.2-3711 of the Code of Virginia for the purpose of discussing one personnel matter concerning appointments, per subparagraph 1. The motion was seconded by Ms. Knudson and carried by roll call vote of 5-0.

Recorded Vote on the Motion:

Aye: Knudson, Pons, Haulman, Freiling, Foster

Nay: None

The Mayor called for a five-minute recess prior to going into Closed Session.

OPEN SESSION

At 9:23 p.m. Council again met in Open Session for certification of the closed meeting.

CERTIFICATION OF CLOSED MEETING

Date: December 6, 2010

Mr. Freiling moved to approve the certification of a closed session pursuant to Section 2.2-3712 of the Code of Virginia. Mr. Pons seconded the motion which carried by roll call vote of 5-0.

WHEREAS, the City Council of the City of Williamsburg has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by the Committee that such meeting was conducted in conformity with Virginia Law.

NOW, THEREFORE, BE IT RESOLVED that the City Council of Williamsburg hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed session were heard, discussed or considered by the City of Williamsburg.

Recorded Vote on the Motion:

Aye: Knudson, Pons, Haulman, Freiling, Foster

Nay: None

Absent During Vote: None

Absent During Meeting: None

City Council Minutes
Work Session—December 6, 2010

There being no additional business, at 9:25 p.m., Mr. Pons moved and Mr. Freiling seconded the motion that the City Council meeting of December 6, 2010 adjourn. The motion carried by unanimous roll call vote.

Approved: January 13, 2011

Clyde A. Haulman, Mayor

Donna F. Scott, City Council Clerk