



PUBLIC NOTICE
WILLIAMSBURG PLANNING COMMISSION

The Williamsburg Planning Commission will hold a public hearing on February 15, 2012, 3:30 P.M. in the Council Chambers of the Stryker Building, 412 North Boundary Street, to consider the following:

PCR #12-001, -002, 003: Request of Mark E. Wright to rezone approximately 2.9 acres at 1439, 1441, 1447, 1453, 1455, 1465, 1501, 1505, 1509 and 1527 Richmond Road from B-3 General Business District to B-2 Corridor Business District (Williamsburg Tax Map Nos. 373-0A-00-006, 373-04-03-014A, 373-10-00-006>13); to reduce the setback requirements in the B-2 District for this area from 35 to 15 feet; and to approve a special use permit for a Hertz Car Rental business at 1441 Richmond Road.

PCR #12-004: Request of The Colonial Williamsburg Foundation to revise regulations for museum and art gallery signs [(Sec. 21-747(9)], and to move 326 Frances Street (Public Hospital and Art Museums of Colonial Williamsburg) from the Colonial Williamsburg Historic Area Sign District to the Downtown Sign District. It is proposed to erect two 64 sq.ft. monument signs and a 100 sq.ft. banner sign for the Art Museums of Colonial Williamsburg.

Additional information is available at www.williamsburgva.gov/Index.aspx?page=1036 or at the Planning Department (757) 220-6130, 401 Lafayette Street. Interested citizens are invited to attend this hearing and present their comments to the 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, Wednesday, February 8, 2012.

Reed T. Nester

Reed T. Nester
Planning Director



CITY OF WILLIAMSBURG
MEMORANDUM

To: Planning Commission

Date: January 12, 2012

Subject: PCR#12-001

Request of Mark E. Wright to rezone 2.9 acres at 1439, 1441, 1447, 1453, 1455, 1465, 1501, 1505, 1509 and 1527 Richmond Road from B-3, General Business District to B-2 Corridor Business District.

PCR#12-002

Request of Mark E. Wright to reduce the setback requirements in the B-2 Corridor Business District from 35 feet to 15 feet for this area.

PCR#12-003

Request of Mark E. Wright for a special use permit for a Hertz Car Rental business at 1441 Richmond Road.

Mark E. Wright, on behalf of the Baganakis Corporation and Jefferson Inn of Williamsburg, is proposing to locate a Hertz Car Rental business at 1441 Richmond Road (formerly Always A Happy Hour) which requires a rezoning, a text amendment and special use permit.

To use the existing building for a car rental business requires a rezoning of approximately 2.9 acres from B-3, General Business District to B-2, Corridor Business District, a text change to reduce the front setback requirement from 35 to 15 feet in this area, and the approval of a special use permit for a automobile rental agency with storage of vehicles on premise. These properties currently contain two restaurants, retail, office and a motor vehicle service establishment (Goodyear Auto Service).

The applicant notes: "The B-2 zoning district is appropriate for this area, which now includes two restaurants (Mama Steves and The Jefferson), a Goodyear Automobile Service Center, and a variety of other commercial uses. Hertz Car Rental will utilize the existing building and parking on the lot at 1441 Richmond Road, as well as 10 parking spaces on the adjacent Jefferson Restaurant parking lot. No changes are proposed for the site. Hertz Car Rental will be compatible with the other uses in the area."

Hertz Car Rental proposes to use the existing four spaces at the rear of 1441 Richmond Road and 10 parking spaces on the adjacent lot at 1447 Richmond Road for parking the rental cars.

COMPREHENSIVE PLAN

The 2006 Comprehensive Plan designates this area as General Commercial land use, which is defined by the Plan as follows:

The General Commercial designates the City's most urban commercial corridor along Richmond Road between Monticello Avenue and Ironbound Road. It includes the City's two largest shopping centers, and many commercial buildings located close to the street. The area includes a mix of retail, office and service businesses, as well as hotels and timeshares.

Residential should continue to be allowed in the General Commercial areas, primarily as multifamily combined with non-residential uses in a mixed-use format. Because this area includes shopping centers with a full range of commercial uses, and is located close to the downtown areas, it can be a suitable location for multifamily dwellings used as housing for older citizens. All residential uses should require a special use permit to ensure compatibility with commercial uses.

The B-3 zoning district, with modifications, will implement this land use category.

EXISTING ZONING

These properties are zoned B-3, General Business District and abut B-3 General Business District property to the south and west, CSX railroad to the east and B-2, Corridor Business District to the north. The B-3, District allows restaurants, retail and office uses by right and multifamily residential with a special use permit.

The Statement of Intent for the B-3 District reads:

This district is established to promote a mixed use development pattern along arterial streets centered on the existing shopping centers at the Richmond Road/Monticello Avenue intersection. This area is more urban in character than the corridor commercial district B-2, is therefore suitable for a mix of commercial, office and residential uses. Because this area is served by transit, and has a wide variety of commercial services within walking distance, it is a good location for multifamily housing, and particularly housing for senior citizens. Residential uses and higher intensity commercial uses such as offices and retail sales establishments in buildings exceeding 50,000 square feet area may be allowed with a special use permit to ensure that the use is compatible with district and surrounding neighborhoods.

PROPOSED ZONING

The proposed zoning for these properties is B-2 Corridor Business District. The B-2 District allows restaurants, retail and office uses by right. It allows automobile rental agencies with storage of vehicles on the premise with a special use permit.

The Statement of Intent for the B-2 District reads:

This district is established to provide locations on heavily traveled collector and arterial highways for those commercial and service uses primarily oriented to the automobile. This district is applied along those streets primarily used to access local shopping areas, and providing locations for existing and future hotels, restaurants and other tourism retail uses.

EXISTING B-3 DISTRICT VS. PROPOSED B-2 DISTRICT

Both the existing B-3 District and the proposed B-2 District allow the restaurant, retail and office uses. The B-3 District does not allow the automobile rental agency and the B-2 District allows automobile rental agencies with storage of vehicles on premises with a special use permit. The existing B-3 District requires a front yard of not less than 15 feet and the B-2 District requires a front yard of not less than 35 feet, except that for lots fronting on Parkway Drive, Penniman Road and Second Street, there shall be a front yard of not less than 15 feet. Both districts require a 10 foot side yard and 15 foot rear yard for these commercial uses.

SPECIAL USE PERMIT

In the proposed B-2 District, a special use permit is required for the automobile rental agency (Hertz Car Rental) since there will be storage of vehicles on the premises. 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.

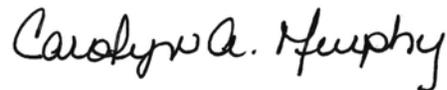
The Planning Director or Planning Commission may require the following additional information:

- (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.

PLANNING COMMISSION PUBLIC HEARING

The Planning Commission public hearing is scheduled for the regular Planning Commission meeting on February 15.



Carolyn A. Murphy, AICP
Deputy Planning Director

Applicant's Statement

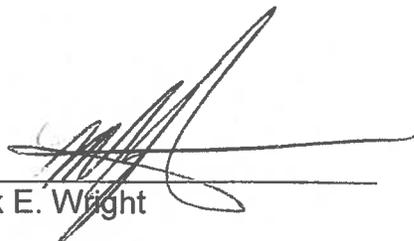
- **Rezoning of 2.991 acres from B-3 General Business District to B-2 Corridor Business District**
- **Amending the B-2 zoning text to reduce the setback to 15 feet for the rezoning area**
- **Special use permit for Hertz Car Rental at 1441 Richmond Road**

It is proposed to locate Hertz Car Rental at 1441 Richmond Road. This building was last occupied by Always a Happy Hour, and is presently vacant.

Car rentals with vehicle storage on premises is a special use permit use in the B-2 District. This property is now zoned B-3, and the applicant owns all property between 1441 Richmond Road and the existing B-2 District at 1545 Richmond Road (KFC Restaurant). It is proposed to change the zoning for this three acre strip from B-3 to B-2, to make a B-2 text change to preserve the 15 foot setback for this area, and to apply for a special use permit for Hertz Car Rental at 1441 Richmond Road.

The B-2 zoning district is appropriate for this area, which now includes two restaurants (Mama Steves and The Jefferson), a Goodyear Automobile Service Center, and a variety of other commercial uses.

Hertz Car Rental will utilize the existing building and parking on the lot at 1441 Richmond Road, as well as 10 parking spaces on the adjacent Jefferson Restaurant parking lot. No site changes are proposed. Hertz Car Rental will be compatible with the other uses in the area.



Mark E. Wright

ORDINANCE #12-__
PROPOSED ORDINANCE #12-__

**AN ORDINANCE TO REZONE APPROXIMATELY 2.9 ACRES
AT 1441, 1447, 1453, 1455, 1501, 1505, 1509 AND 1527 RICHMOND ROAD FROM
B-3 GENERAL BUSINESS DISTRICT TO B-2 CORRIDOR COMMERCIAL DISTRICT
(PCR #12-001)**

WHEREAS, it has been determined by City Council that the general welfare of the City of Williamsburg would be served by rezoning approximately 2.9 acres located at 1441, 1447, 1453, 1455, 1501, 1505, 1509 and 1527 Richmond Road to B-2 Corridor Business 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 approximately 2.9 acres at 1441, 1447, 1453, 1455, 1501, 1505, 1509 and 1527 Richmond Road from B-3 General Business District to B-2 Corridor Business District. These properties are identified as Williamsburg Tax Map Nos. 373-0A-00-006, 373-04-03-014A, 373-10-00-006>13; and are further described on Exhibit A (attached hereto).

This ordinance shall become effective on the tenth day following its passage.

Adopted: _____

Clyde A. Haulman, Mayor

Donna Scott, City Council Clerk

PCR #12-001: RICHMOND ROAD REZONING – B-3 TO B-2
1441, 1447, 1453, 1455, 1501, 1505, 1509 and 1527 Richmond Road

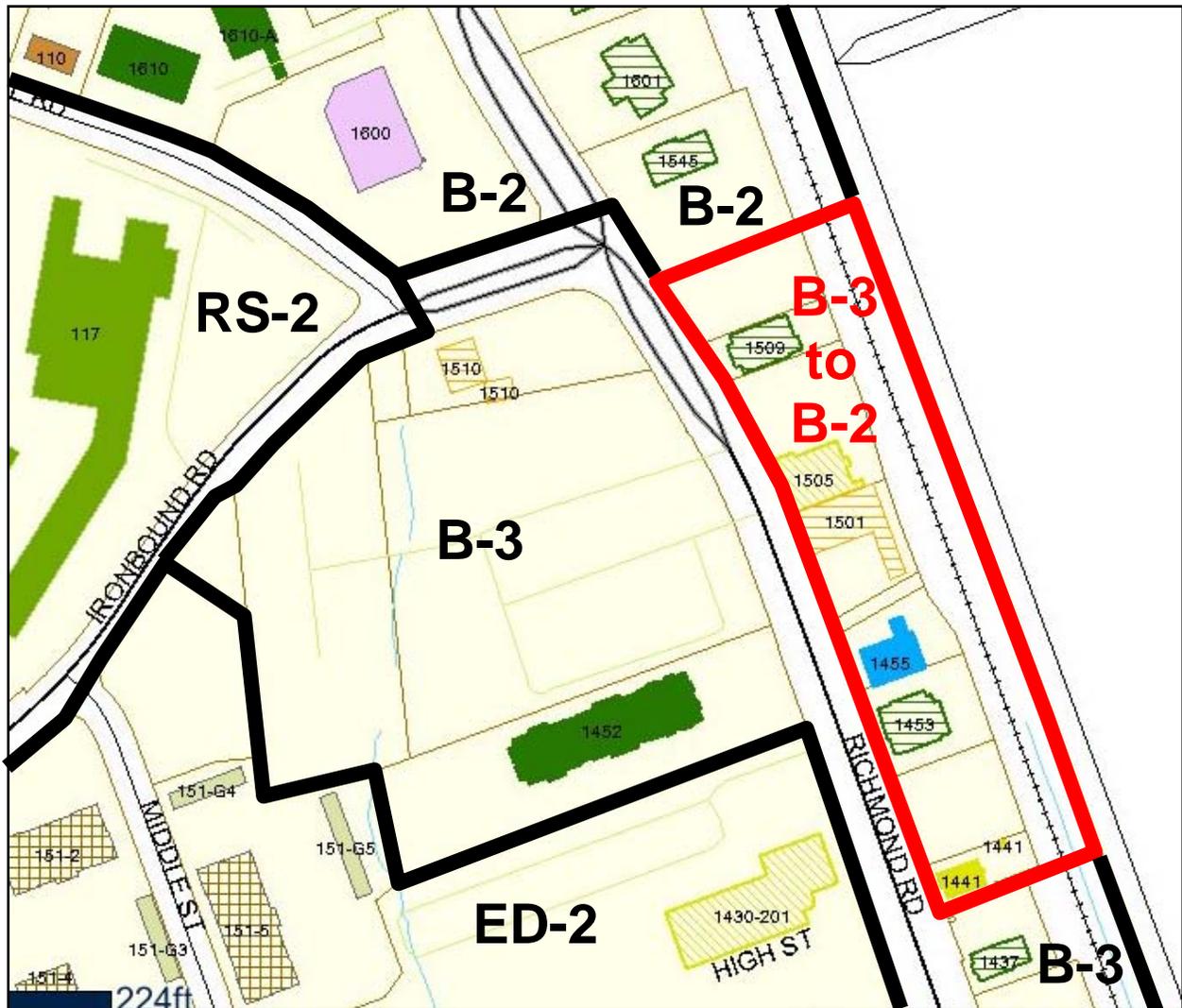


EXHIBIT A

ORDINANCE #12-__
PROPOSED ORDINANCE #12-__

**AN ORDINANCE AMENDING CHAPTER 21, ZONING,
CORRIDOR COMMERCIAL DISTRICT B-2, SEC. 21-327. YARDS,
PERTAINING TO FRONT YARD REQUIREMENTS IN THE B-2 DISTRICT
(PCR #12-002)**

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 III, Division 9. Corridor Business District B-2, Sec. 21-327. Yards, shall be amended to read as follows:

Sec. 21-327. Yards.

The yard requirements in the corridor business district are as follows:

- (1) *Front.* There shall be a front yard of not less than 35 feet, except that for lots fronting on Richmond Road between High Street and Ironbound Road, Parkway Drive, Penniman Road and Second Street, there shall be a front yard of not less than 15 feet, and except:

This ordinance shall become effective on the tenth day following its passage.

Adopted: _____

Clyde A. Haulman, Mayor

Donna Scott, City Council Clerk







CITY OF WILLIAMSBURG
MEMORANDUM

TO: Planning Commission

DATE: January 4, 2012

**SUBJECT: PCR #12-004
Request of The Colonial Williamsburg Foundation to revise sign regulations for The Art Museums of Colonial Williamsburg**

The Colonial Williamsburg Foundation is requesting a revision to the sign regulations pertaining to the Art Museums of Colonial Williamsburg at 326 Francis Street. They propose revisions to the requirements for museum and art gallery signs to allow the installation of two 64 square foot monument signs facing Francis Street, and the installation of a 100 square foot banner sign as the southwest corner of the Museum adjacent to South Henry Street. This will also require moving the Public Hospital/Museum lot at 326 Frances Street from the Colonial Williamsburg Historic Area Sign District to the Downtown Sign District. The new regulations for museum and art gallery signs will be in the Downtown Sign District section of the sign regulations.



The Colonial Williamsburg Foundation states in its application that:

Collectively referred to as the Art Museums of Colonial Williamsburg, the DeWitt Wallace Decorative Arts Museum and the Abby Aldrich Rockefeller Folk Art Museum are world-class museums whose collections enhance and enrich the guest experience beyond the living history of the Historic Area. Public entrance to the museums is through the Public Hospital of 1773, a building that was constructed to accurately represent its eighteenth century predecessor. The museum space was designed to be largely underground and behind plain walls, so as not to distract from the historical reconstruction of the Public Hospital. An unfortunate consequence is that the visible building does not appear to house state-of-the-art museums that showcase an important array of collections. This reality has resulted in some referring to the museums as the “best kept secret in Williamsburg,” an assessment which enhanced signage for the museums will help remedy.

EXISTING REGULATIONS

The Art Museums of Colonial Williamsburg are presently located in the Colonial Williamsburg Historic Area Sign District. This allows 12 square foot freestanding signs for the Museums. There are now two 12 square foot signs identifying the Public Hospital and the Museums of Colonial Williamsburg at the corners of Francis and South Henry Streets, and Francis and Nassau Streets.

PROPOSED REGULATIONS

The proposal will delete the current sign regulations for museums and art galleries from Sec. 21-748(1), Signs permitted in all sign districts (*Temporary Signs*). This section allows special exhibition banner signs for museums and art galleries in the B-1 and MS Districts, with a maximum size of 15 square feet for buildings with a setback of less than 100 feet, and 200 square feet for buildings with a setback of 100 feet or more. These banner sign regulations will be incorporated into a new section 21-745(9) *Museum and art gallery signs*, which will be part of the Downtown Sign District regulations.

The new *Museum and art gallery* sign regulations will apply through the Downtown Sign District, which will be amended to include the Public Hospital/The Museums of Colonial Williamsburg lot at 326 Frances Street. The Downtown Sign District includes Merchants Square, Williamsburg Inn and Lodge, Tribe Square and Delly area, and the Arts District area across from the Williamsburg Shopping Center. These regulations include the following provisions:

- Museums or art gallery with a floor area less than 75,000 square feet
 - Freestanding signs as allowed in the Downtown Sign District (12 square feet maximum size)
 - One building mounted banner sign with a 15 square foot maximum size.
- Museums or art galleries with a floor area 75,000 square feet or greater
 - One monument sign for each public street frontage, with no more than two signs facing the same public street, with a 64 square foot maximum size.
 - One building mounted banner sign for each public street frontage, with a 100 square foot maximum size

The Art Museums of Colonial Williamsburg has street frontage on three streets (Francis, South Henry and Nassau Streets). This would allow a maximum of three 64 square foot monument signs, and three 100 square foot building mounted banner signs. The Colonial Williamsburg Foundation is proposing two 64 square foot monument signs facing Francis Street and one 100 square foot banner sign at the southwest corner of the museum facing South Henry Street. The banner sign will not be visible from the Historic Area. Architectural Review Board approval is required.

In addition, nine banner signs are proposed to be hung from street light poles surrounding the Museum. These lights are on City right-of-way and are not regulated by the City's sign ordinance – approval by the City Manager is required.

PLANNING COMMISSION PUBLIC HEARING

The Planning Commission public hearing is scheduled for the regular Planning Commission meeting on February 15.

A handwritten signature in black ink that reads "Reed T. Nester". The signature is written in a cursive, flowing style.

Reed T. Nester, AICP
Planning Director



The Colonial Williamsburg Foundation

“ THAT THE FUTURE MAY LEARN FROM THE PAST ”

December 19, 2011

Dear Reed:

To better orient, guide and educate our guests, the Colonial Williamsburg Foundation seeks to improve signage for the Art Museums of Colonial Williamsburg. This letter and its attachments provide details relating to a request to change the sign district map by moving the Public Hospital/Art Museum lot from the CW Historic Sign District to the Downtown Sign District.

Collectively referred to as the Art Museums of Colonial Williamsburg, the DeWitt Wallace Decorative Arts Museum and the Abby Aldrich Rockefeller Folk Art Museum are world-class museums whose collections enhance and enrich the guest experience beyond the living history of the Historic Area. Public entrance to the museums is through the Public Hospital of 1773, a building that was constructed to accurately represent its eighteenth century predecessor. The museum space was designed to be largely underground and behind plain walls, so as not to distract from the historical reconstruction of the Public Hospital. An unfortunate consequence is that the visible building does not appear to house state-of-the-art museums that showcase an important array of collections. This reality has resulted in some referring to the museums as the “best kept secret in Williamsburg,” an assessment which enhanced signage for the museums will help remedy.

The award-winning DeWitt Wallace Decorative Arts Museum houses the Foundation’s renowned collection of British and American fine and decorative arts dating from 1600 through 1830. Featured in regularly changing exhibitions, these include the world’s largest collection of Southern furniture; nationally important holdings in English silver and pewter; a vast collection of 18th-century clothing and textiles; and one of the largest collections of British ceramics outside England. Masterworks and period pieces acquired for Colonial Williamsburg’s Historic Area exhibition buildings bolster the museum’s holdings in furniture, metals, ceramics, glass, paintings, prints, maps, tools, weapons, numismatics and textiles.

The DeWitt Wallace Decorative Arts Museum was opened in 1985 and features 15 galleries in 25,000 square feet of exhibition space as well as an auditorium, a museum store, and a café.

The award-winning Abby Aldrich Rockefeller Folk Art Museum—the oldest institution in the United States dedicated solely to the collection and preservation of American folk art—reopened in February 2007 in new quarters adjacent to the DeWitt Wallace Decorative Arts Museum. Exhibits feature paintings, drawings, furniture, ceramics, whirligigs, weather vanes, carvings, toys, quilts, musical instruments and other folk works representing many diverse cultural traditions and geographic regions.

John D. Rockefeller Jr. established the museum in 1957 in honor of his wife, Abby, and her leading role in the collection and study of folk art. Mrs. Rockefeller gave the core collection of 424 objects to The Colonial Williamsburg Foundation in 1939. Today the collection of more than 5,000 objects includes items dating from the 1720s to the present shown in 11 galleries constituting 11,000 square feet of exhibition space.

Open daily, the museums are an integral component of the Foundation's offerings and programs. We look forward to working with you to better introduce the museums to our guests through improved signage.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Duncan', written in a cursive style.

Mark Duncan
Director, Community, College and
Government Relations

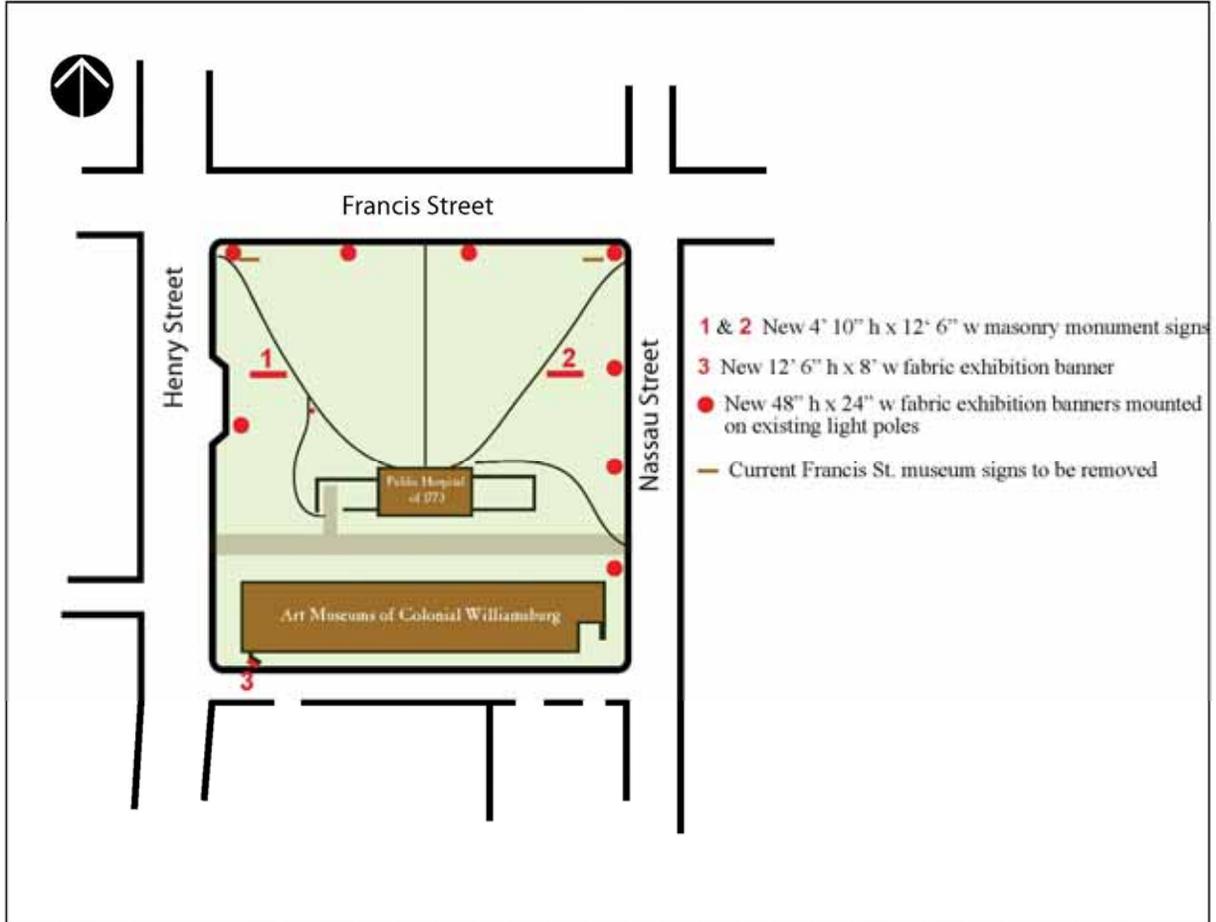
Mr. Reed Nester
401 Lafayette Street
Williamsburg, VA 23185

Enclosures

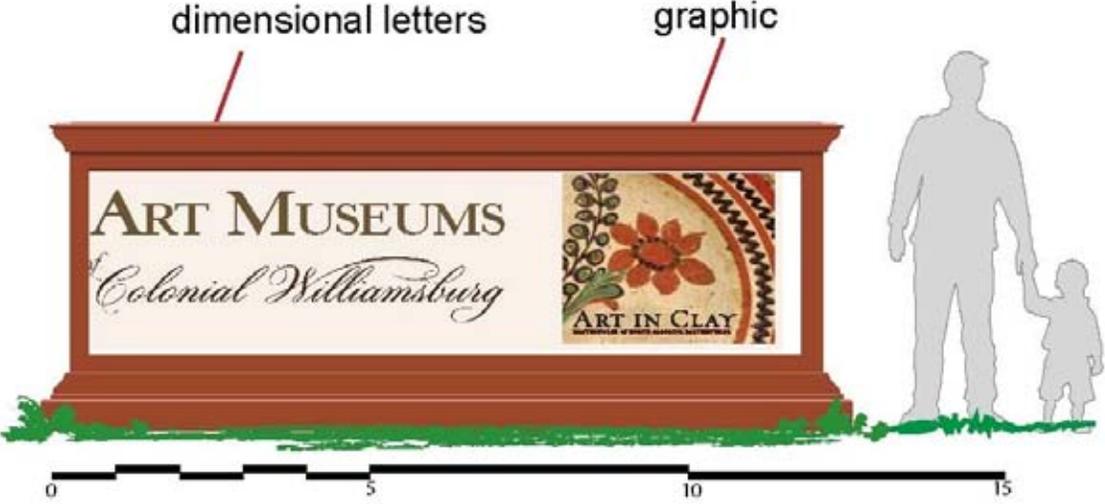
Copy to:

Mr. Colin G. Campbell
Mr. John S. Bacon
Mr. Ron Hurst
Mr. Rick Hadley

PCR #12-004 Exhibits



PCR #12-004 Exhibits



dimensional letters graphic

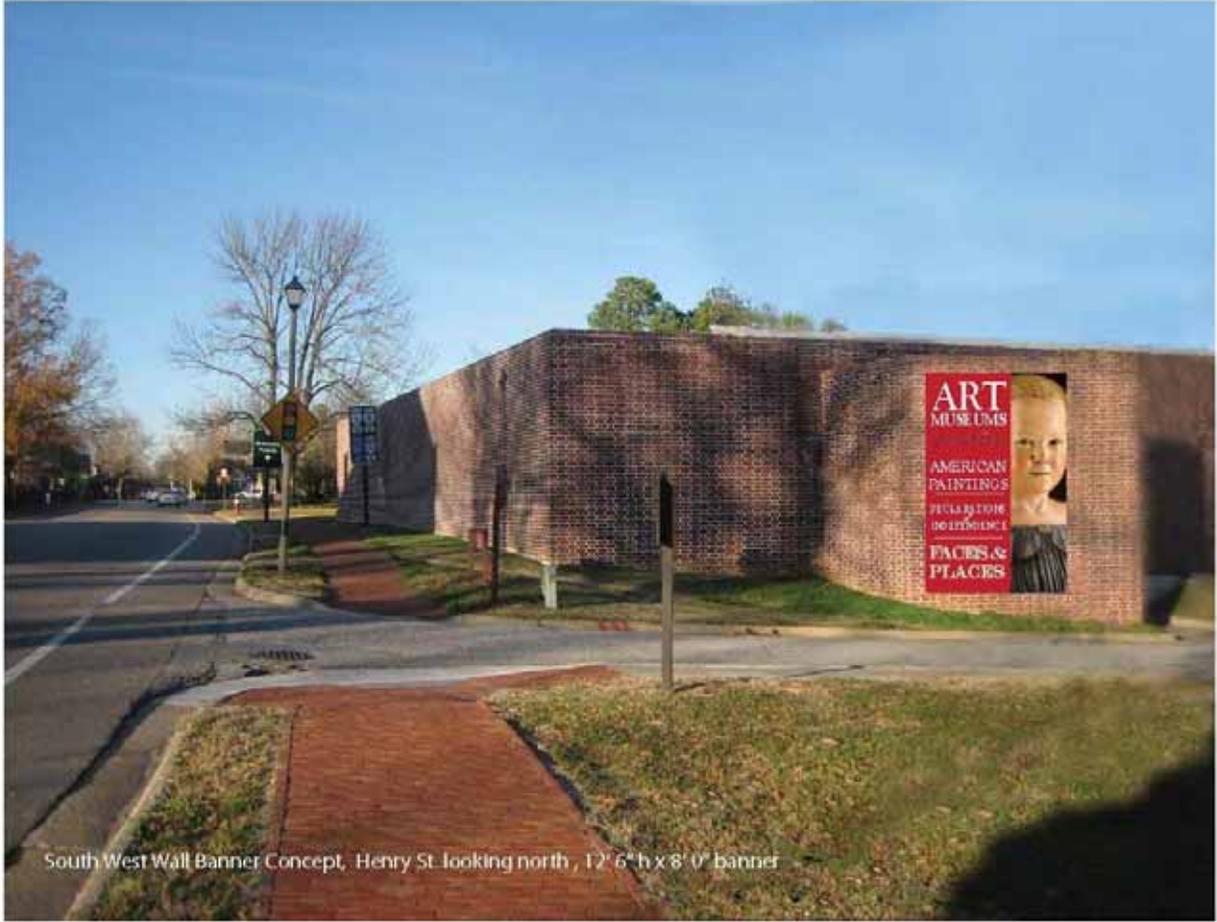
0 5 10 15

Double sided sign, sandstone with dimensional bronze letters and color graphics.
External lighting on both faces.
60 sq feet of sign - one at each corner of Francis St @ Nassau St. & Henry St.

ART MUSEUMS OF COLONIAL WILLIAMSBURG Monument Signs Concept	Art Museums of Colonial Williamsburg Exhibition Design Department Rick Hadley 220-7959
----------------------------------------------------------------	----------------------------------------------------------------------------------------------



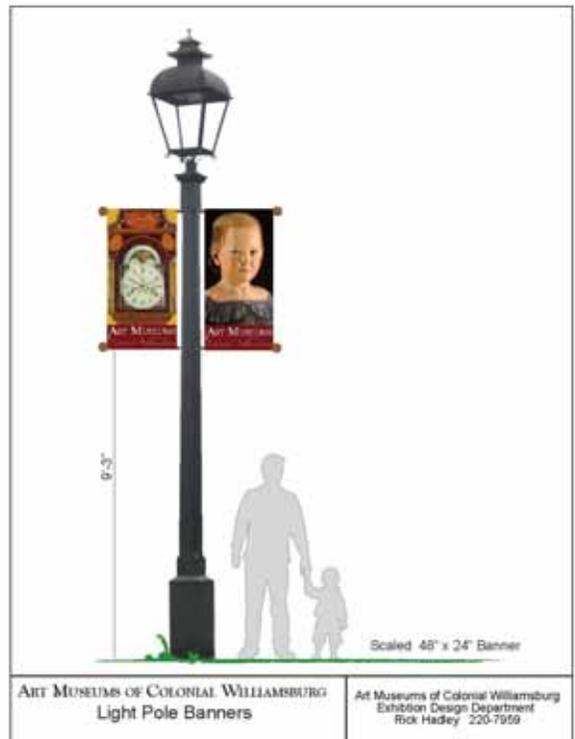
PCR #12-004 Exhibits



South West Wall Banner Concept, Henry St. looking north, 12' 6" h x 8' 0" banner



Light Pole Banner Concept, view of Public Hospital from Nassau St.



ORDINANCE #12-__
PROPOSED ORDINANCE #12-__

**AN ORDINANCE AMENDING CHAPTER 21, ZONING,
ARTICLE VI. SIGNS, SEC. 21-745,
PERTAINING TO SIGN REGULATIONS FOR MUSEUM AND ART GALLERY SIGNS
(PCR #12-004)**

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 IV. Signs, Sec. 21-745, Sign Regulations for the downtown sign district, shall be amended by the addition of the following:

Sec. 21-745. Sign regulations for the downtown sign district.

- (9) *Museum and art gallery signs.*
- a. *The following signs shall be permitted for buildings used primarily as a museum or art gallery, and with a floor area less than 75,000 square feet.*
1. *Freestanding signs shall be as allowed by section 21-745(1).*
 2. *Banner signs announcing special exhibitions, special shows or special displays in progress within the building if the following conditions are met.*
 - i. *Number of banners permitted: One building mounted banner sign for each building used primarily as a museum or art gallery, provided that the banner shall be placed on the building no earlier than three days before and removed within 24 hours after the last day of the exhibition to which it pertains.*
 - ii. *Maximum banner area: 15 square feet.*
- b. *The following signs shall be permitted for a museum with a floor area of at least 75,000 square feet.*
1. *Monument Signs shall be permitted if the following conditions are met:*
 - i. *Number of signs permitted: One monument sign for each public street frontage, provided that no more than two signs may be placed facing the same public street. Signs shall display the name and/or logo of the museum, and/or announcements of special exhibitions, special shows or special displays in progress within the museum. These signs shall be in lieu of the freestanding signs allowed by section 21-745(1).*
 - ii. *Maximum sign area: 64 square feet for each sign.*

- iii. Maximum height: Five feet, provided that the height of the monument sign base shall be not more than 50 percent of the height of the sign face.
 - iv. Number of signs allowed on one supporting structure: One.
 - v. Projection over a city right-of-way: Prohibited.
 - vi. Location on a city right-of-way: Prohibited.
2. Banner signs announcing special exhibitions, special shows or special displays in progress within the building shall be permitted if the following conditions are met:
- i. Number of banners permitted: One building mounted banner sign for each public street frontage, provided that the banner shall be placed on the building no earlier than three days before and removed within 24 hours after the last day of the exhibition to which it pertains.
 - ii. Maximum banner area: 100 square feet.

BE IT FURTHER ORDAINED that Chapter 21, Zoning, Article IV. Signs, Sec. 21-748, Signs permitted in all districts, shall be amended by the deletion of the following section:

Sec. 21-748. Signs permitted in all sign districts.

- (1) *Temporary signs.* Temporary signs, which shall not require approval by the review board, and shall be non-illuminated and limited to the following types:
 - i. ~~Special exhibition signs for museums and art galleries in the B-1 and MS zoning district. Within a downtown business district B-1 and a museum support district MS a building used primarily as a museum or art gallery shall be permitted to erect a building mounted banner announcing special exhibitions, special shows or special displays in progress within the building if the following conditions are met. A sign permit shall be required:~~
 - 1. ~~Number of banners permitted: One building mounted banner for each building used primarily as a museum or art gallery, provided that the banner shall be placed on the building no earlier than three days before and removed within 24 hours after the last day of the exhibition to which it pertains.~~
 - 2. ~~Maximum banner area: 15 square feet for a building with a setback of less than 100 feet, and 200 square feet for a building with a setback of 100 feet or more. Setback shall be measured perpendicular from the property line at the street to the center of the banner.~~

This ordinance shall become effective on the tenth day following its passage.

Adopted: _____

Clyde A. Haulman, Mayor

Donna Scott, City Council Clerk

[PC\PCR\2012\12-004OD1]