

Chapter 12 **Implementation**

The adoption of this Comprehensive Plan creates an urban design framework for future land use decisions. The implementation of the Plan is guided by land use regulations such as the zoning ordinance, subdivision ordinance and architectural review guidelines, and these need to be fully integrated into the Plan's vision for the future. Quality urban design requires work by both the private sector (in defining specific market opportunities and project designs) and the public sector (in ensuring project land use compatibility within the context of the Comprehensive Plan).

ZONING ORDINANCE CHANGES

The City's Zoning Ordinance was initially adopted in 1947, substantially revised in 1966 and 1991 (based on the recommendations of the 1989 Comprehensive Plan), and further revised to implement the recommendations of the 1998 and 2006 Comprehensive Plans. To implement the recommendations of the 2012 Plan, additional changes are necessary. This section outlines the specific changes that should be made following the adoption of the Plan.

Downtown Planning Area

Recommendations for the Downtown Planning Area are detailed in *Chapter 8 – Neighborhoods and Housing* and *Chapter 10 – Commercial and Economic Development*. The following changes are needed to implement the Plan's recommendations for this area; Phase 1 changes should be initiated following the Comprehensive Plan's adoption, and Phase 2 changes can be initiated in conjunction with specific development or redevelopment projects.

Phase 1 – Following adoption of the Comprehensive Plan

Zoning Text Changes

1. Revise the residential density in the B-1 Downtown Business District to allow 14 dwelling units per net acre by right, and increased density with a special use permit.
2. Revise the residential density in the LB-1 Limited Business Downtown District to allow 14 units per net acre by right, and increased density with a special use permit.
3. Revise the residential density in the RDT Downtown Residential District to allow 8 dwelling units/net acre by right and increased density with a special use permit.
4. Create a new definition for "Senior housing" to replace the existing definition for "Housing for the elderly and physically handicapped," and add provisions to the LB-1 District to allow senior housing with reduced parking requirements with a special use permit.
5. Extend the Downtown Parking District south along South Henry Street from Ireland Street to South Boundary Street allow the development of new businesses in the LB-1 District without requiring additional off-street parking.

Zoning Map Changes

1. Change the LB-3 Limited Business Residential District on the west side of South Henry Street from Ireland Street to South Boundary Street to LB-1 Limited Business Downtown District.
2. Change the LB-3 Limited Business Residential District on the northeast corner of Newport Avenue and South Boundary Street to RM-2 Multifamily Dwelling District.
3. Change the RDT Downtown Residential District for the Blayton Building at 613 Scotland Street to LB-1 Limited Business Downtown District.
4. Change the B-1 District west of the Blayton Building at 613 Scotland Street to LB-1 Limited Business Downtown District so that the entire lot is in the same zoning category.
5. Change the LB-1 Limited Business Downtown District for 218 and 220 North Boundary Street to B-1 Downtown Business District.

Phase 2 – In conjunction with development or redevelopment

Zoning Map Changes

1. Change the RDT Downtown Residential District for the northwest corner of Richmond Road and Armistead Avenue (205, 215 and 227 Richmond Road, 196 Armistead Avenue and 616 Prince George Street) to B-1 Downtown Business District.
2. Change the RDT Downtown Residential District for 314 Prince George Street (Bruton Parish Rectory) to B-1 Downtown Business District.
3. Change the LB-1 Limited Business Downtown District for 514 and 528 Scotland Street to B-1 Downtown Business District.

Midtown Planning Area

Recommendations for the Midtown Planning Area are detailed in *Chapter 8 – Neighborhoods and Housing* and *Chapter 10 – Commercial and Economic Development*. The following changes are needed to implement the Plan’s recommendations for this area.

Zoning Text Changes

1. Change the name of the B-3 General Business District to B-3 Urban Business District.
2. Revise the use regulations for the B-3 Urban Business District to eliminate uses such as automobile dealerships, plant nurseries, car washes, contractor’s establishments, drug or alcohol treatment center, miniature golf courses, mini-storage warehouses and newspaper printing and publishing facilities as either permitted or special use permit uses.
3. Revise the use regulations for the B-3 Urban Business District to allow multifamily dwellings with a special use permit use at a base density of 14 dwelling units per net acre, with increased density allowed with a special use permit, and with a maximum of 67% of the floor area on an individual lot allowed to be used for residential uses.
4. Revise the use regulations for the B-3 Urban Business District to allow student dwellings as a special use permit use with a permitted dwelling unit occupancy of two unrelated persons in an efficiency or one bedroom dwelling unit, and four unrelated persons in a two or more bedroom dwelling unit.
5. Revise the use regulations for the B-3 Urban Business District to allow senior housing with reduced parking requirements with a special use permit.
6. Extend the Midtown Parking District to include all of the B-3 Urban Business District.
7. Revise the PDU Planned Development Urban District to allow residential density to be determined as a part of the rezoning process.
8. Revise the use regulations for the LB-2 Limited Business Neighborhood District to allow townhouses as a special use permit use.

Zoning Map Changes

1. Change the RS-2 Single Family Dwelling District for 715-721 Lafayette Street to RS-3 Single Family Dwelling District

Northeast Triangle Planning Area

Recommendations for the Northeast Triangle Planning Area are detailed in *Chapter 8 – Neighborhoods and Housing* and *Chapter 10 – Commercial and Economic Development*. The following changes are needed to implement the Plan’s recommendations for this area.

Zoning Text Changes

1. Reduce the setback and buffer requirements for the north side of Second Street between Page Street and Parkway Drive so that redevelopment of this area is encouraged.
2. Revise the LB-3 Limited Business Residential District to address redevelopment of the *Mixed Use* areas between Penniman Road and the CSX Railroad, and for The Beeches at 1030 Capitol

Landing Road. Rezoning of these areas can be approved if an acceptable master plan is submitted.

Zoning Map Changes

1. Change the RS-2 Single Family Dwelling District for the Capitol Heights area and Pine Crest Subdivision to RS-3 Single Family Dwelling District.
2. Change the LB-4 Limited Business Corridor District at the rear of 921 and 925 Capitol Landing Road to B-2 Corridor Business District.

Commercial Corridors

Recommendations for the Corridor Commercial areas are detailed in *Chapter 10 – Commercial and Economic Development*. The following changes are needed to implement the Plan’s recommendations for the Commercial Corridors:

Zoning Text Changes

1. Revise the yard requirements for the B-2 District to require a 15 foot front yard between New Hope Road/Bypass Road and Ironbound Road.
2. Revise the use regulations for the B-2 Corridor Business District to eliminate multifamily with up to 50% of total floor area as a permitted use, and to allow up to 67% of the total floor area on an individual lot to be used for the following residential uses with a special use permit: apartments, condominiums and townhouses.
3. Revise the use regulations for the B-2 Corridor Business District to allow newspaper printing and publishing facilities with a special use permit.

Zoning Map Changes

1. Change the B-3 General Business District along Richmond Road between New Hope Road/Bypass Road and Ironbound Road to B-2 Corridor Business District.
2. Change the B-3 General Business District for the Virginia Gazette at 216 Ironbound Road to B-2 Corridor Business District.

Residential Areas

The following changes are needed to bring zoning regulations into agreement with the Medium Density Single Family Residential land use category:

Zoning Text Changes

1. Revise the cluster subdivision requirements for the RS-2 District to reduce the maximum density allowed for cluster subdivisions from 6 to 5 dwelling units/net acre with a special use permit.
2. Revise the density requirements for the PDR District to reduce the maximum density allowed when rezoning from an RS-2 District from 6 to 5 dwelling units/net acre.

Other Areas

The following changes are needed to bring zoning regulations into agreement with the Future Land Use Map for properties that were exchanged in 1996 between the City and the College of William and Mary:

Zoning Map Changes

1. Change the WM William and Mary District at 951 South Henry Street to RS-1 Single-Family Dwelling District. This property is owned by the City and is designated *Conservation Area* land use.
2. Change the RS-2 Single-Family Dwelling District at 190 Strawberry Plains Road (behind Berkeley Middle School) to WM William and Mary District. This property is owned by the College of William and Mary and is designated *William and Mary* land use.

Architectural Review

The City's survey and assessment of architectural resources in the Architectural Preservation District, completed in 1992, should be updated to allow the City to better evaluate the continued proposals for new development and redevelopment in the Architectural Preservation District.

The Design Review Guidelines reflect the City's goals for development and redevelopment as well as those for architectural preservation and design review. They were first adopted in 1993, and assist the Architectural Review Board in reaching fair and objective decisions when reviewing proposals in the AP and CP districts. Updated Guidelines which were adopted by City Council in 2006 after a one-year review process involving the Architectural Review Board and Planning Commission. Since it has been six years since the last review, the Design Review Guidelines should be updated as a part of the Comprehensive Plan implementation process.

Archaeological Review

Archaeological Protection Districts were established in 1995. The Archaeological Protection Districts should be expanded based upon the recommendations contained in *Chapter 5 – Community Character*.

SUBDIVISION ORDINANCE

The City's Subdivision Ordinance has not had a major revision since 1958. The sections relating to required improvements, subdivision design standards and plat and plan requirements could stand significant updates. The ordinance should incorporate greater detail on design standards for both public and private streets as well as conditions relating to when other public improvements (such as sidewalks and curb and gutter) would be required.

NEIGHBORHOODS

The City continues to promote neighborhood preservation, since the character of the City is determined in large part by the quality of its residential neighborhoods. These programs include:

- Enforcement of the City's Property Maintenance Code on a consistent citywide basis
- Enforcement of the City's Rental Inspection Program
- Pursuit of grants and CDBG programs to improve infrastructure and housing (Wales, Strawberry Plains, and Braxton Court are previous CDBG projects)
- Creation of the Neighborhood Relations Committee in 2009 to strengthen relations between the William and Mary campus and the community
- Creation of a Student Renters Guide to improve the quality of life and to help build and maintain effective working relationships for all neighborhood residents

ECONOMIC DEVELOPMENT

The stated goal for the City's economy is to increase employment opportunities, income, business success, and City revenues by supporting and promoting the City's tourism base and other development and redevelopment opportunities. Plans and policies for commercial and economic development issues are found throughout this Plan, but most specifically in *Chapter 10 – Commercial and Economic Development*. Some of the major implementation measures are:

- Develop a comprehensive economic development strategy and promotion program which emphasizes the strengths of the City's economic development climate and identifies opportunities (land, labor, governance, education, etc.) for both new and existing businesses.
- Identify areas suitable for infill development and redevelopment, and develop strategies to encourage such development and redevelopment.
- Participate in efforts to advance regional tourism and economic development goals both within the Historic Triangle and the greater Hampton Road region.
- Cooperate with the Colonial Williamsburg Foundation, the College of William & Mary, and Riverside Healthcare Systems to coordinate their land use planning and economic development efforts with the City's Comprehensive Plan.

INTER-JURISDICTIONAL COOPERATION

The concept of “regionalism” in planning is widely promoted within the City and surrounding jurisdictions. Regional approaches to schools, libraries, parks and recreation programs have long been successfully orchestrated and implemented by and between the three jurisdictions. The development and implementation of the Regional Bikeway Plan and the establishment of the multi-jurisdictional WATA transit system are two of the most recent examples of this cooperative, regional approach. And for the first time, Williamsburg, James City County and York County have coordinated their individual 2012 Comprehensive Plan updates, hosting four Regional Community Forums and a joint Planning Commission work session as a part of the process. The comprehensive planning process should continue to be coordinated in future years between the three jurisdictions.

CAPITAL IMPROVEMENT PROGRAM

Capital Improvements are new or expanded physical facilities for the community that are of relatively large size, generally exceeding \$20,000, and are permanent in nature. Examples relating to the Comprehensive Plan recommendations are street improvements, public buildings and park improvements. Capital Improvements are accounted for in the City budget in either the Sales Tax Fund for general improvements, or the Utility Capital Improvement Fund for water and sewer related projects.

Revenues of the Sales Tax Fund are derived from the 1% Sales Tax that is collected and distributed monthly by the state. The general retail sales tax rate for Virginia is 5%, of which 1% is returned to localities by law. Eligible food items are subject to a reduced sales tax rate of 2.5%, of which 1% is returned to localities. It has been the policy of the City Council for over 20 years to use this revenue to fund General Fund capital projects in the City. Examples of projects completed with the use of these funds are schools, municipal buildings, land acquisition, and street construction. Sales tax revenues generate approximately \$4.0 million per year. The City intends to continue to fund the majority of its General Fund Capital Improvement Program (CIP) needs from the Sales Tax Fund on a pay as you go basis, and to pay for the bond debt service from the Sales Tax Fund for existing and future borrowing. Capital Improvements for the water and sanitary sewer system are funded from the Utility Fund, not the General Fund.

The City's Five Year CIP is reviewed by both Planning Commission and City Council annually, and is adopted by City Council as a part of the City's annual budget. The Comprehensive Plan should be consulted annually in the development of the Capital Improvements Program. The following list of capital improvement projects are supported by the Comprehensive Plan:

Transportation

Streets

- Ironbound Road widening (Longhill Connector to Richmond Road)
- Monticello Avenue Improvements (refined parkway concept)
- Prince George Street and Armistead Avenue reconstruction
- Richmond Road/Bypass Road intersection improvements

Bikeways

- Major Bikeway Improvements, including:
 - Jamestown Road Bike Lanes (Ukrop Way to Landrum Drive)
 - Quarterpath Road Multi-Use Path
 - Quarterpath Road Connector Multi-Use Path (Pocahontas Street to Quarterpath Road)
 - Capitol Landing Road Bike Lanes (Colonial Parkway to Merrimac Trail)
 - Parkway Drive Bike Lanes (Capitol Landing Road to Penniman Road)
 - Improved bicycle parking facilities in the downtown area

Sidewalks

- Major Sidewalk Improvements, including:
 - Richmond Road (Waltz Farm Drive to Patriot Lane)
 - Governor Berkeley Road (Richmond Road to Longhill Road)
 - Ironbound Road (Longhill Road to Middle Street)
 - Ironbound Road (Monticello Avenue to Berkeley Middle School)
 - Lafayette Street and side streets (Arts and Cultural District)
 - Lafayette Street (Harrison Avenue to Wythe Street)
 - Harrison Avenue (Lafayette Street connection)
 - Scotland Street (Prince George Street to King & Queen Apartments)
 - Prince George Street (South Boundary Street to Scotland Street)
 - Jamestown Road (at Phi Beta Kappa Hall)
 - South Henry Street (College Landing Park to The Oaks)
 - Bypass Road (Route 132 to Parkway Drive)
 - Parkway Drive (Route 132 to Wyndham West)
 - Merrimac Trail (Capitol Landing Road to City Line)
 - Penniman Road (Page Street to La Tolteca)
 - York Street (Page Street to Pocahontas Street)
 - Quarterpath Road (York Street to Village at Quarterpath)

Beautification and Underground Wiring

Beautification

- Streetscape improvements (street lights, trash cans, bike racks, benches, signage, landscaping).

Underground Wiring

- Page Street (Penniman Road to Monumental Avenue)
- Quarterpath Road (Redoubt #2 to Route 199)
- South Henry Street (Newport Avenue to Port Anne)
- Ironbound Road (Richmond Road to Longhill Connector – with Ironbound Road improvements)
- York Street (Quarterpath Road to Corporate Limits)
- Second Street (Page Street to Corporate Limits)
- Capitol Landing Road (Colonial Parkway to Merrimac Trail – focus on removing cross street service lines)
- Richmond Road (Va. Power Easement to West City Limits)

Stormwater Management

- Update of 1996 Stormwater Master Plan
- Storm drainage system improvements to meet new State requirements

Public Buildings

- Stryker Center (Stryker Building replacement)
- Police Station (lower level expansion)
- Transportation Center improvements
- Ironbound Road Fire Station (when necessary)

Parks, Recreation and Open Space

Passive Parks

- College Creek Parks
 - Papermill Creek Park – design and construction
 - College Creek Nature Area – acquisition
 - College Creek Conservation Area – pedestrian connection to College Landing Park

- Capitol Landing Park – acquisition, design and construction

Active Parks

- Kiwanis Park Master Plan Improvements
 - Development of fourth lighted ball field and multi-use paths

Utility Improvements

- Watershed protection and water quality at Waller Mill Reservoir (property purchase, forestry management, security improvements)
- Water Treatment Improvements
- Water System improvements
- Sewer System Rehab (Sanitary Sewer Overflow Program)
- Sanitary Sewer Pump Station Reliability/Improvements