

Chapter 10

Commercial and Economic Development

Through the difficulties of the recession of 2008, the City has continued to maintain its position as a destination market with the premier institutions of Colonial Williamsburg and the College of William and Mary. Williamsburg relies on tourism and its related businesses as a primary source of both employment and revenue. Due in part to this tourism connection, the City was able to generate over \$23,935 in per capita retail sales in 2011, the seventh highest among Virginia localities.

There have been many commercial projects in the City since the adoption of the 2006 Comprehensive Plan, which include: Walgreen, Richmond Road (2007); Quarterpath Crossing Shopping Center, Quarterpath Road/Route 199 (2008); High Street, Richmond Road (2009); City Green, Richmond Road (2009); Chipotle Restaurant, Richmond Road (2010); Bangkok Garden, Richmond Road (2010), Tribe Square, Richmond Road (2011); CVS, Richmond Road (2011); Cooke Building, Scotland Street (2012); and DoG Street Pub, Duke of Gloucester Street (2012).

Although several of these projects have been large developments within the context of the City's commercial areas, they are small relative to the recent major commercial developments in James City and York Counties. James City County projects include the Monticello Avenue commercial area on either side of Route 199, New Town on Monticello Avenue and Ironbound Road, Williamsburg Premium Outlets on Richmond Road, and the new Williamsburg Pottery on Richmond Road. York County projects include the Mooretown Road/East Rochambeau Drive commercial area near Route 199 north of Williamsburg, and Marquis on Route 199 southeast of Williamsburg.

While recent commercial development and retail growth in the neighboring counties have outpaced that in Williamsburg, the City is still a major player in the regional marketplace. But with limited land available for commercial expansion, the major mixed use developments of Quarterpath at Williamsburg and High Street, as well as redevelopment opportunities throughout the City, remain key to the City's economic vitality. Great care needs to be taken by the City to recognize and stay on top of the ever-changing dynamics of the market and to respond to them in an appropriate manner (i.e. find and fill market niche opportunities). The City must commit itself to doing this in order to maintain its status as the economic hub of the region and a trendsetter among successful tourism-supported communities in the country.

Restaurants and lodging establishments continue to be an important component of the tourist segment of the City's economy. The City has a total of 95 restaurants. Construction has been steady over the years, with 56 new restaurants added since 1975. Twenty-two restaurants have been added since the adoption of the 2006 Comprehensive Plan, representing almost 25% of the current total.

The City has 76 lodging establishments with a total of 4,915 rooms. Hotels and motels comprise the majority, with a total of 4,694 rooms in 46 hotels and motels. Between 1975 and 1987, there was a gain of 1,631 hotel and motel rooms. Hotel construction ceased between 1988 to 1995. Between 1996 and 2006, the City's room supply was modernized and upgraded, with a gain of 375 hotel rooms (711 rooms were demolished or converted). Between 2007 and 2012, no new hotels were constructed. However, 276 rooms were replaced along Richmond Road with different types of development (City Green, Chipotle Restaurant, CVS Pharmacy and City Lofts student housing). The City purchased two motels for future redevelopment – the 25 room Tioga Motel on Richmond Road was demolished and the property awaits redevelopment, and the Lord Paget Motel on Capitol Landing Road is vacant and offered for sale.

In addition to hotels and motels, there are 28 bed and breakfast establishments with a total of 91 rooms. Two timeshare developments are located on Richmond Road and York Street with a total of 123 rooms. Two approved timeshare projects on Penniman Road and Richmond Road have not been constructed, and together they have 464 potential new rooms.

COMMERCIAL AND ECONOMIC DEVELOPMENT PLAN

The 2012 Comprehensive Plan's Commercial and Economic Development Plan is detailed in the following sections of this chapter, and is summarized below:

1. Maintain the Merchants Square area as a high quality mixed use commercial area serving residents, college students and visitors. Merchants Square and the surrounding mixed use areas are strategically located between the Colonial Williamsburg Historic Area and the College of William and Mary, and are distinguished by high quality and historically important architecture. Commercial establishments, restaurants, residences, and high quality infrastructure creates a vibrant and walkable urban area. This area is served by ample on and off-street parking and both Williamsburg Area Transport (including the Williamsburg Trolley) and Colonial Williamsburg bus systems.
2. Encourage businesses to locate adjacent to the College of William and Mary. These businesses will serve the needs of the 8,200 students at the College, as well those of residents and visitors. They should be located adjacent to the College, primarily on Richmond Road and Prince George Street between Armistead Avenue and Scotland Street. The Midtown Planning Area is an important secondary area, particularly the Arts and Cultural District on Richmond Road between Brooks Street and Williamsburg Shopping Center.
3. Promote the Midtown Planning Area as a major redevelopment area. The Midtown Planning Area has the potential to become a multifaceted urban mixed use neighborhood. Its location close to the downtown area and to the College of William and Mary should support specialty commercial uses, and there is potential for the redevelopment of the two existing shopping centers. Increasing the residential component of this area is important, and it is well positioned to become an important location for college student housing. The Arts and Cultural District is well positioned to support the City's creative economy, and is also a transition area between automobile-oriented commercial to the west and residential uses to the east.
4. Maintain the City's Corridor Commercial areas as the primary location for tourist-oriented businesses. The primary tourist-oriented areas are Richmond Road west of Bypass Road, York Street, Second Street and Capitol Landing Road. These areas, along with the Colonial Williamsburg Foundation hotels around the Historic Area, provide locations for the majority of the City's lodging and restaurant businesses. Both new development and redevelopment should be encouraged in these areas. When housing is provided as part of a mixed use project, no more than 67% of the floor area should be devoted to residential use.
5. Support development of High Street and Quarterpath at Williamsburg as the City's primary mixed use developments. High Street is a high quality shopping and entertainment area, anchored by a multiplex cinema, and Quarterpath at Williamsburg will be a mixed use area anchored by Doctors' Hospital and its adjacent medical campus. Both of these master planned developments integrate residential and non-residential uses.
6. Provide opportunities for mixed use development on Penniman Road. A 20 acre *Mixed Use* area between Penniman Road and the CSX Railroad is strategically located adjacent to *Corridor Commercial* areas and within walking distance of Colonial Williamsburg and the downtown area. It has the potential for a high-quality mixed use development with a major residential component.
7. Maintain appropriately located areas for office use throughout the City. These areas provide needed transition uses between major commercial areas and residential areas. Primary office areas are located along the John Tyler Lane/Strawberry Plains Road corridor and along Capitol Landing Road. Office uses can also be a part of mixed-use areas.

DOWNTOWN PLANNING AREA

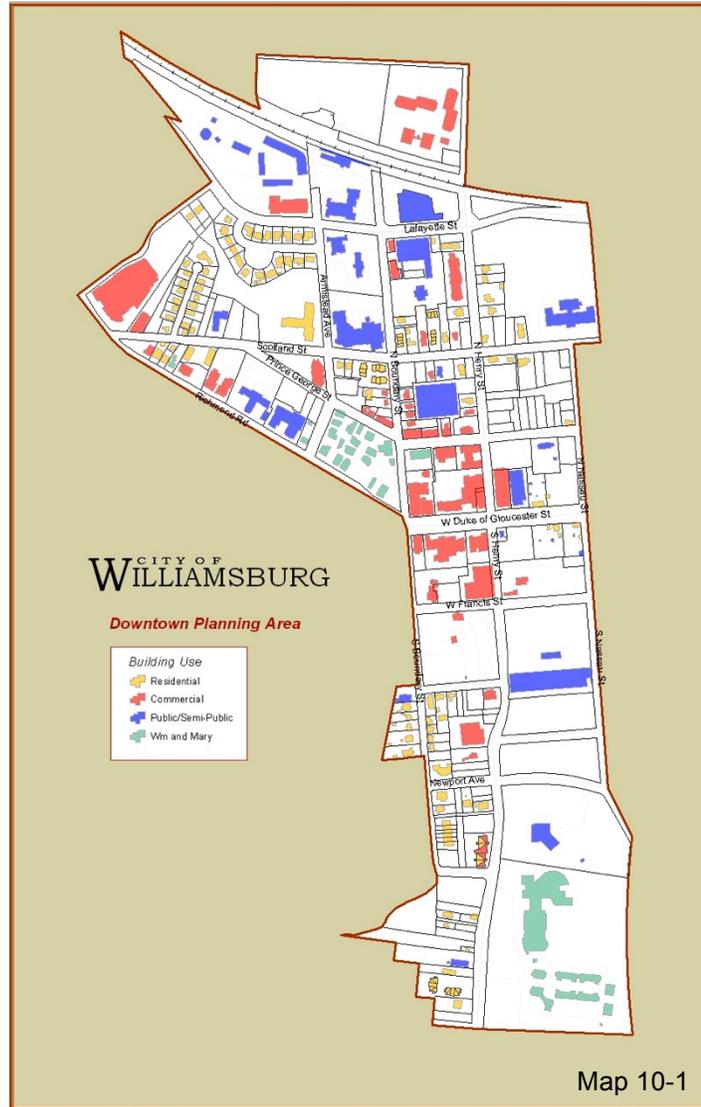
The Downtown Planning Area has Merchants Square at its center, and extends north across the CSX Railroad to the Governor's Inn, south to Mimosa Drive, and west along Richmond Road to Virginia Avenue. It is an authentic mixed use area combining retail, office, museum, residential and educational uses. This area has evolved since the City's establishment in 1699, and has the authenticity and character that neo-traditional plans try to emulate but cannot duplicate. The irreplaceable charm of this area is a combination of 300 years of history, the quality and scale of the buildings (both historic and modern), and the quality of the streetscape. This area brings together all of the major character defining features of the City: Colonial Williamsburg, the College, the Municipal Center, and diverse residential neighborhoods. The challenge for the City is to allow new development and redevelopment in the Downtown area while preserving its historic character and its mix of residential and commercial uses.

The size of the Downtown Planning Area, is 190 acres, of which 16% is commercial, 2% environmental and sensitive areas, 23% institutional, 20% public and semi-public, 1% parks and open space, 11% residential, 21% rights-of-ways and 6% vacant properties. Residential uses located in the Planning Area include the single family neighborhoods of Braxton Court and Crispus Attucks as well as single family and multifamily housing located throughout the Downtown area.

Non-residential uses located throughout the Downtown Planning Area include 76 offices, one bank, three hotels, 23 restaurants, two schools, four church use buildings, nine municipal buildings, three museum/gallery/art use buildings and one utility building. And although not in this Planning Area, the historic campus of the College is directly to the west (Wren Building, President's House and Brafferton), and the Colonial Williamsburg Historic Area adjoins to the east.

The Downtown Planning Area has several commercial and mixed use areas with distinct characteristics:

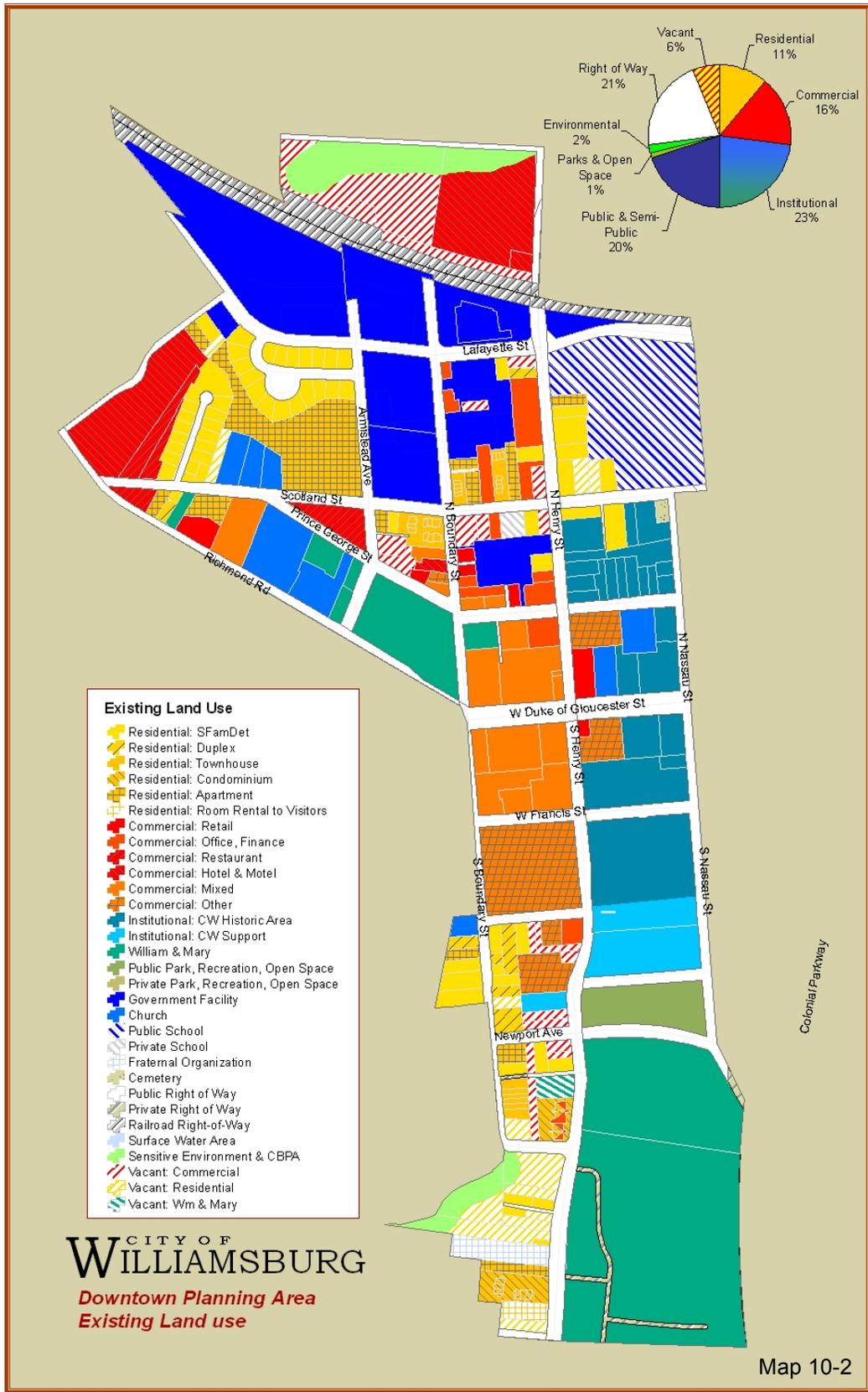
- The *Merchants Square* area is bounded by Prince George, Henry, Ireland and Boundary Streets, and includes retail shops, the College bookstore, restaurants and offices. Parking is provided by internally located parking lots, the Prince George Parking Garage and the P6 Parking Lot south of Francis Street. Merchants Square was developed by the Colonial Williamsburg Foundation in the 1930s as a shopping center to relocate local businesses and services from the Historic Area. It was one of the first planned shopping centers in the United States and still serves as an active retail and office center. As Merchants Square evolved into a tourist district, these local



businesses and services were relocated beginning in the 1950s to the Williamsburg Shopping Center and the Municipal Center. Duke of Gloucester Street was closed to vehicular traffic in the 1970s and Merchants Square became more pedestrian oriented. Expansion took place in the early 1990s with the conversion of the old Post Office at the corner of Francis and Henry Streets to shops and a restaurant, and again in 2004 with the construction of the Corner Building at the corner of Duke of Gloucester and North Boundary Streets and the City's Prince George Parking Garage. Merchants Square is one of three identified historic areas in the Downtown Planning Area (see *Chapter 5 - Community Character*), and was named to the National Register of Historic Places in June 2006.



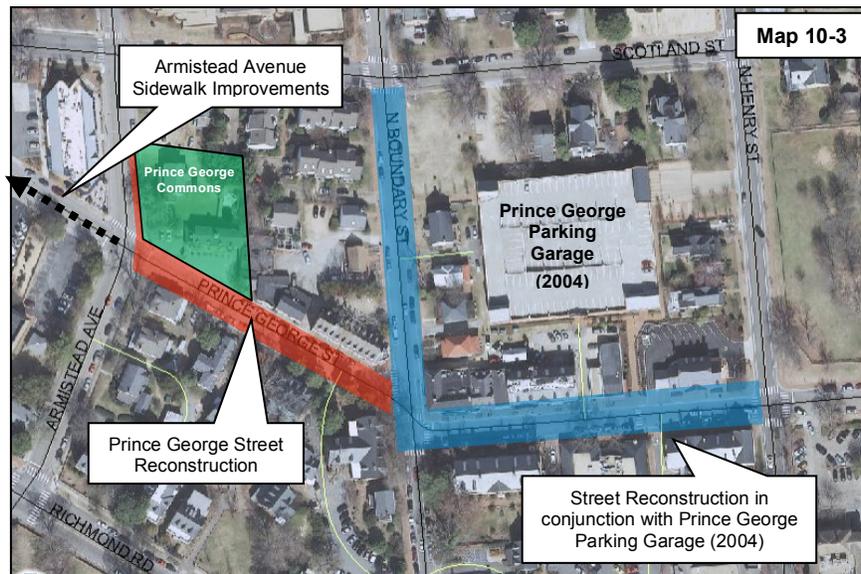
- The *College Commercial* area is located on Richmond Road, Scotland Street and Prince George Street between the Richmond Road/Scotland Street intersection and Armistead Avenue. This area, as demonstrated by its existing restaurants, Wawa convenience store and Tribe Square, has the ability to serve the major concentration of college students across Richmond Road on the main campus of William & Mary and in nearby residential areas, as well as the City's residents and visitors. In addition to the existing commercial uses, Prince George Commons, a mixed-use development with 9,800 square feet of commercial floor area and seven apartments, has been approved on the northeast corner of Armistead Avenue and Prince George Street. The Triangle Building on the opposite side of Armistead Avenue, owned and managed by the Williamsburg Redevelopment and Housing Authority, has potential for attracting new tenants to the area. Because of its historic character, great care needs to be taken in the design of new commercial buildings and the reuse of existing buildings in the College Commercial area. As stated in the Architectural Review Board's Design Review Guidelines, the proper balance must be maintained between preserving buildings that make important contributions to the history and character of the City and surrounding neighborhoods, and allowing for new development.
- The *Municipal Center* area is located north of Scotland Street in the area roughly bounded by Armistead Avenue, North Henry Street, and the CSX Railroad. It is organized around City Square, and includes numerous public uses: Williamsburg Library, Stryker Building, Community Building, City Square Parking Terrace, Police Station, Fire Station, Municipal Building, Transportation Center, and Post Office. It also includes two private office buildings adjacent to the Parking Terrace, and one vacant lot for future private development.
- The *North Henry/North Boundary Street* area is centered on Scotland Street. Several buildings have been adaptively reused as offices and a Montessori School. An important building available for adaptive reuse is the former Health Evaluation Center, a 23,750 square foot building on North Henry Street. This area provides a transition between the Merchants Square commercial uses and the residential uses on the east side of North Henry Street, and is served by the major infrastructure improvements that the City completed in the City Square and Prince George Street areas, including the City Square Parking Terrace and the Prince George Parking Garage.
- The *South Henry/South Boundary Street* area is located along South Henry Street and South Boundary Street between Ireland Street and the South Boundary/South Henry Street intersection. It is bracketed on the east by the Art Museums of Colonial Williamsburg and the Marshall-Wythe School of Law. Major uses include the Verizon switching center on South Henry Street and the Digges Building, an office and residential building at the northwest corner of South Henry and South Boundary Streets. As with the Mixed Use area to the north of Merchants Square, this is a transitional area between the Merchants Square commercial uses and the residential uses south of South Boundary Street.



Infrastructure Improvements

Major infrastructure improvements in the Downtown Planning Area have included the reconstruction of North Henry Street between Prince George Street and Lafayette Street in 1994, the construction of City Square and the City Square Parking Terrace in 1998 and 1999, the construction of the Prince George Parking Garage in 2004, and the reconstruction of Prince George Street between North Henry and North Boundary Street, and of North Boundary Street between College Corner and Scotland Street, in 2004 (this included narrowing Prince George Street and widening the sidewalks).

The next major infrastructure improvement proposed is the continuation of the Prince George Street improvements from North Boundary Street to Armistead Avenue, to be done in conjunction with the construction of Prince George Commons on the northeast corner of Prince George Street and Armistead Avenue. This will have the same character as the improvements made east of North Boundary Street, and will include narrowing Prince George Street by eliminating parking on the north side, widening the north sidewalk to 13 feet and the south sidewalk to five feet and bricking both sidewalks, installing new street



lights and planting new street trees. The Prince George Commons developer will contribute to the construction of brick sidewalks and associated curbs and gutters, which was proffered when the property was rezoned.

Sidewalk improvements are also programmed for Prince George Street from Armistead Avenue west to Scotland Street, which will improve pedestrian access between the College Commercial area and Merchants Square.

Scale and Character

The Downtown Planning Area's residential component is an essential part of its scale and character, and helps make downtown Williamsburg a vibrant area for both living and shopping. There are two parts to scale and character, and both need to be considered in planning for the future of the downtown area.

The first part is building massing and location, which is primarily governed by zoning regulations for building setback, height and parking. The most urban section is the *Downtown Commercial* area, which does not require building setbacks except along Richmond Road and Lafayette Street. This allows for a lively character as seen along Prince George Street, which is full of sidewalk cafes and activity. Residential setbacks prevail in the *Mixed Use*, *Downtown Residential*, *Medium Density Single Family* and *Medium and High Density Multifamily* areas, providing a more residential setting than the *Downtown Commercial* area. A 35 foot height prevails throughout the Downtown Planning Area (except for the small PDC District), helping to unify the overall scale of the area.

The second part is density, which must fit within the building envelopes delineated by the zoning restrictions. High density can fit within the small scale character of downtown Williamsburg, as shown by the 54.5 dwelling units/net acre of the six apartments in the Sacalis Building at 433 Prince George Street, and the 60.5 dwelling units/net acre of the 26 unit King and Queen Apartments at 732 Scotland Street. Two things are important to note – these high densities fit comfortably in buildings of the proper scale for Williamsburg's downtown, and these high density buildings are interspersed with lower density

residential areas and commercial and institutional areas with no residential uses without any significant difference in outward appearance. This dispersal of various residential densities throughout the Downtown Planning Area results in an overall existing residential density of 1.7 dwelling units/acre, and with a variety of housing types and densities that are appropriate for downtown Williamsburg.

The residential densities that are now allowed in the Downtown Planning Area range from 8 to 14 dwelling units/net acre, but higher densities are appropriate in some areas, particularly for multifamily residences. To encourage appropriate downtown residential growth, a uniform base density of 14 dwelling units/net acre should be established for the *Downtown Commercial* and *Mixed Use* land use categories (implemented by the B-1 Downtown Business District and LB-1 Limited Business Downtown District), with increased density allowed with a special use permit. Specific limitations for density increases are not listed because they cannot address the unique characteristics of individual sites or housing types, nor the fact that some properties can support more density than others. All of these characteristics, as well as the quality of the building and site design and how they relate to the immediate surroundings and to the Downtown Planning Area as a whole need to be taken into consideration when ruling on the special use permit.

The Williamsburg Redevelopment and Housing Authority's Blayton Building at 613 Scotland Street provides the City's only senior specific housing, with 38 subsidized apartments for low and moderate income seniors and disabled persons on a large lot with potential for expansion. As noted in *Chapter 3 - Population*, there will be an increased need for additional senior housing in the future. The 2010 Census shows significant increases in the 65-74 age group because of the aging of the post-war baby boom generation. More than 23% of the City's non-student population is 65 or older, significantly higher for Williamsburg than in the surrounding region (19%), Hampton Roads (14%) or the State (14%). To help satisfy the need for senior housing, the Blayton Building lot should be designated *Mixed Use* land use, which allows a base density of 14 dwelling units/net acre, with increased density allowed if the scale and character of the project properly relates to the surrounding neighborhoods and to the Downtown Planning Area. This also allows the option of a mixed use development on the property with senior housing as a major component. These new provisions will allow senior apartments at the Blayton Building to be substantially expanded from the existing 38 dwelling units on the 3.87 net acre site.

The scale and character for the residential areas in the Downtown Planning Area are discussed in *Chapter 8 – Neighborhoods and Housing*, on page 8-14.

There are currently 234 dwelling units in the Downtown Planning Area, resulting in an overall residential density for the area of 1.7 dwelling units/acre. The ability to increase residential density above 14 dwelling units/net acre in the *Downtown Commercial* and *Mixed Use* areas with a special use permit and above 8 dwelling units/net acre with a special use permit in the *Downtown Residential* area, plus the additional dwelling units that are possible for the Blayton Building, could add 200 or more new dwelling units to the Downtown Planning Area. This would result in more than 400 dwelling units in the Downtown Planning Area, increasing the overall density to more than 3 dwelling units/acre. This is in keeping with the scale and character of the Downtown Planning Area.

Future Land Use Recommendations for Commercial and Mixed Use Sub-Areas

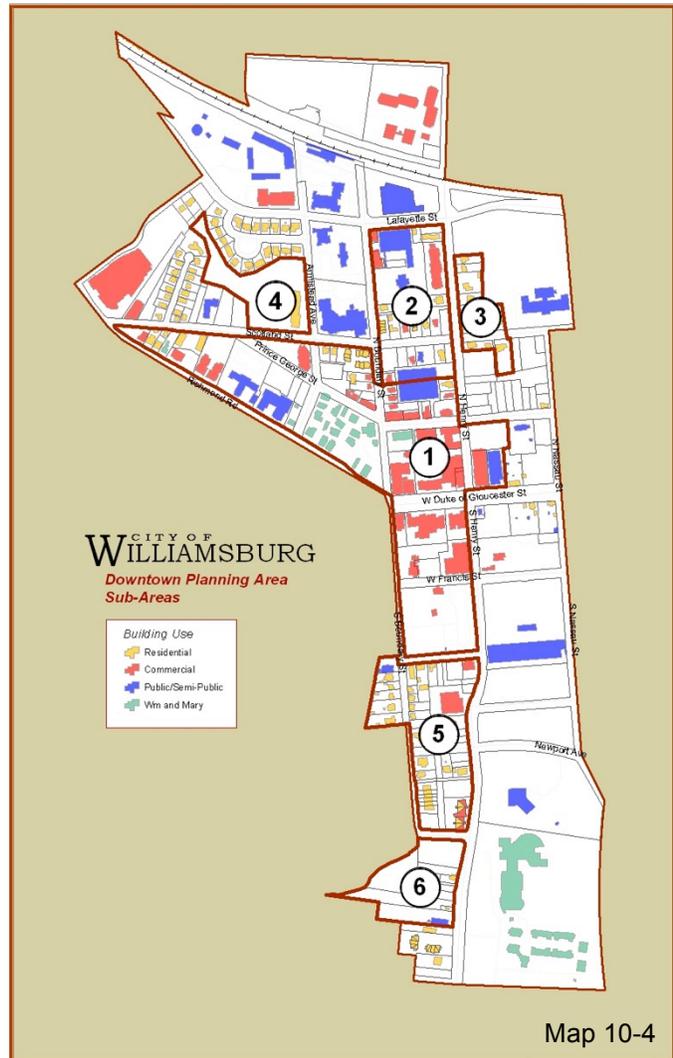
1. Merchants Square and College Commercial Areas.

- The existing *Downtown Commercial* land use designation should be continued, implemented by the B-1 Downtown Business District. The base residential density should be 14 dwelling units/net acre, with additional density allowed with a special use permit.
- The existing zoning designations for the Williamsburg Presbyterian and Williamsburg Baptist Churches, for the Bruton Parish Rectory at 314 Prince George Street, and for the area bounded by Armistead Avenue/Scotland Street/North Boundary Street, should be changed from RDT Downtown Residential District and LB-1 Limited Business Downtown District to B-1 Downtown Business District.

2. North Henry/North Boundary Street Area. The existing *Mixed Use* land use should be continued, implemented by the LB-1 Limited Business Downtown District. The base residential density should be 14 dwelling units/net acre, with additional density allowed with a special use permit.

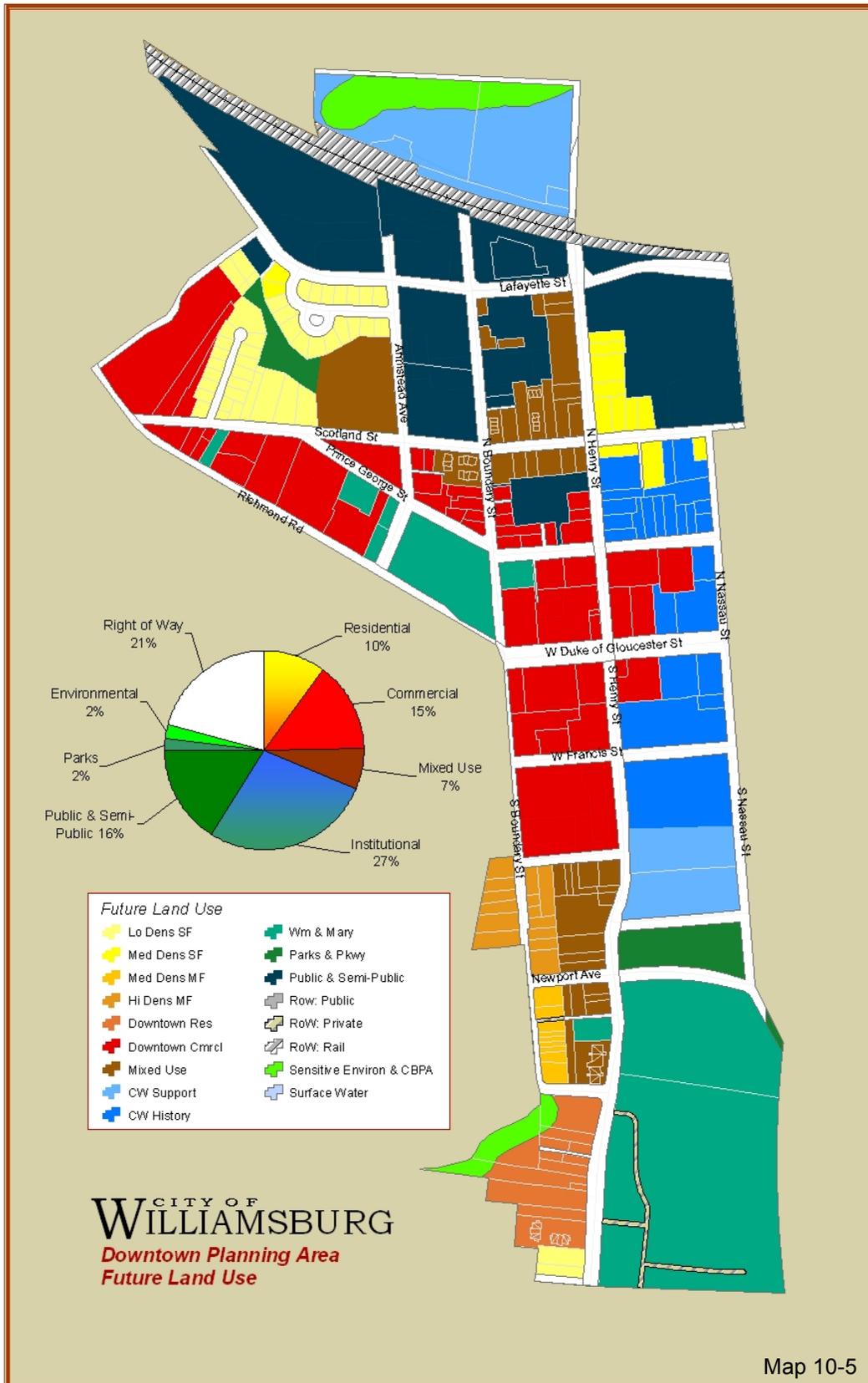
4. Blayton Building lot.

- The Blayton Building lot, which now provides 38 one-bedroom low and moderate income senior apartments, should be changed to *Mixed Use* land use, implemented by the LB-1 Limited Business Downtown District, with a base residential density of 14 dwelling units/net acre, and increased density with a special use permit.
- The small B-1 Downtown Business District area to the west of the Blayton Building, originally intended for parking for the Triangle Building, should be changed to the LB-1 District to match the rest of the property.
- To allow for future expansion of senior housing on the Blayton Building lot, provisions should be added to the LB-1 District to allow senior housing with reduced off-street parking requirements with a special use permit.
- A new definition for “Senior housing” should be created to replace the existing definition for “Housing for the elderly and physically handicapped.”
- The 1.2 acres of land between the First Baptist Church parking lot and Crispus Attucks subdivision should remain *Park, Parkway, Recreation* land use, and developed as landscaped open space and recreation area in conjunction with the Blayton Building expansion.



5. South Boundary/South Henry Street Area north and south of Newport Avenue. The area on the west side of South Henry Street between Ireland Street and South Boundary Street should be changed from *Office* land use, implemented by the LB-3 Limited Business Residential District, to *Mixed Use* land use, implemented by the LB-1 Limited Business Downtown District. This will match the *Mixed Use* area north of Merchants Square, and will allow additional flexibility for development and redevelopment in this two block area. The base residential density should be 14 dwelling units/net acre, with additional density allowed with a special use permit. Since this area is adjacent to the P6 pay parking lot at the corner of South Henry and Ireland Street, the Downtown Parking District should be extended to include this *Mixed Use* area in the flexible parking regulations that apply to the majority of the downtown area.

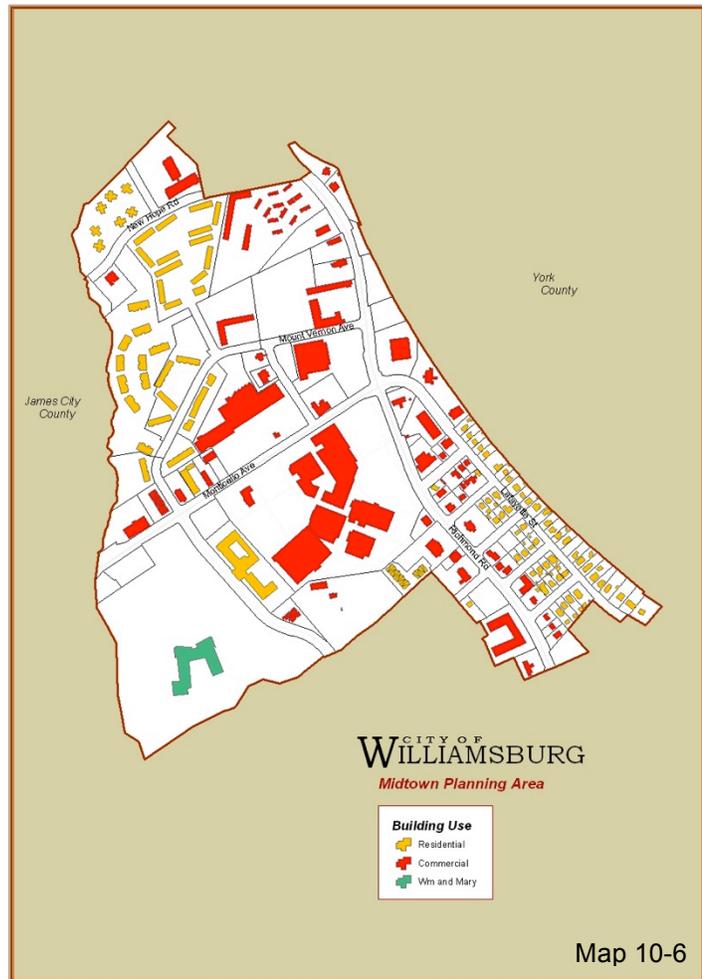
The Downtown Planning Area Future Land Use Map (Map 10-5) illustrates these recommendations.



MIDTOWN PLANNING AREA

The Midtown Planning Area is located at the intersection of two of the City's major entrance corridors – Richmond Road and Monticello Avenue. It is made up of five major components: the *Arts and Cultural District* centered on Richmond Road and Lafayette Street between Brooks Street and the Williamsburg Shopping Center; the *Shopping Centers Area* that includes the Williamsburg and Monticello Shopping Centers; the *Richmond Road Corridor* between Monticello Avenue and Bypass Road; the *Urban Residential Area* along Mount Vernon Avenue and New Hope Road, and the *College Area* that is centered on William and Mary's School of Education. The Midtown Planning Area abuts the CSX Railroad and York County to the north, the College of William and Mary to the south, the residential neighborhoods of College Terrace and West Williamsburg Heights to the east, and the High Street Mixed Use development and the Richmond Road commercial corridor to the west.

The size of the Midtown Planning Area is 151 acres, of which 44% is commercial, 9% environmental and sensitive areas, 11% institutional, 2% public and semi-public, 2% parks and open space, 17% residential, 13% rights-of-ways and 2% vacant properties.



Residential uses located in the Midtown Planning Area are discussed in *Chapter 8 – Neighborhoods and Housing*. The non-residential uses located throughout the Midtown Planning Area include: seven restaurants, two hotels, fourteen retail establishments, two shopping centers, four banks, 21 offices, two convenience establishments, one timeshare, one nursing home and one community pool.

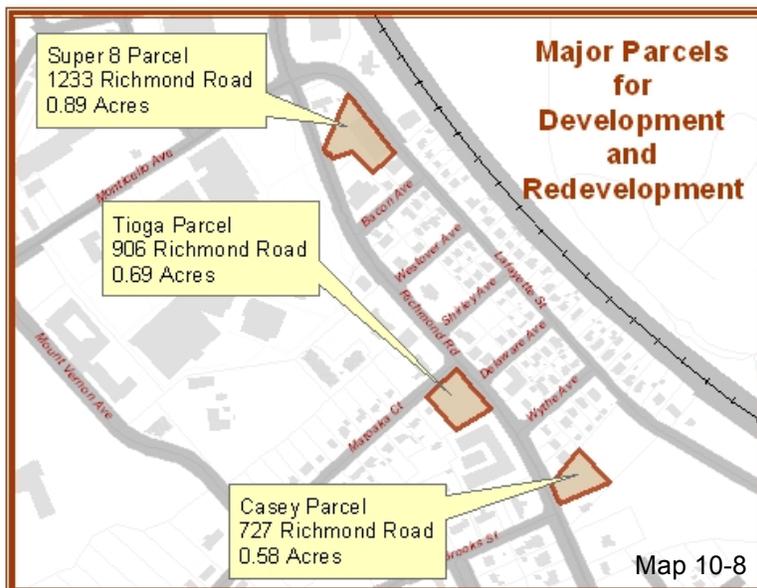
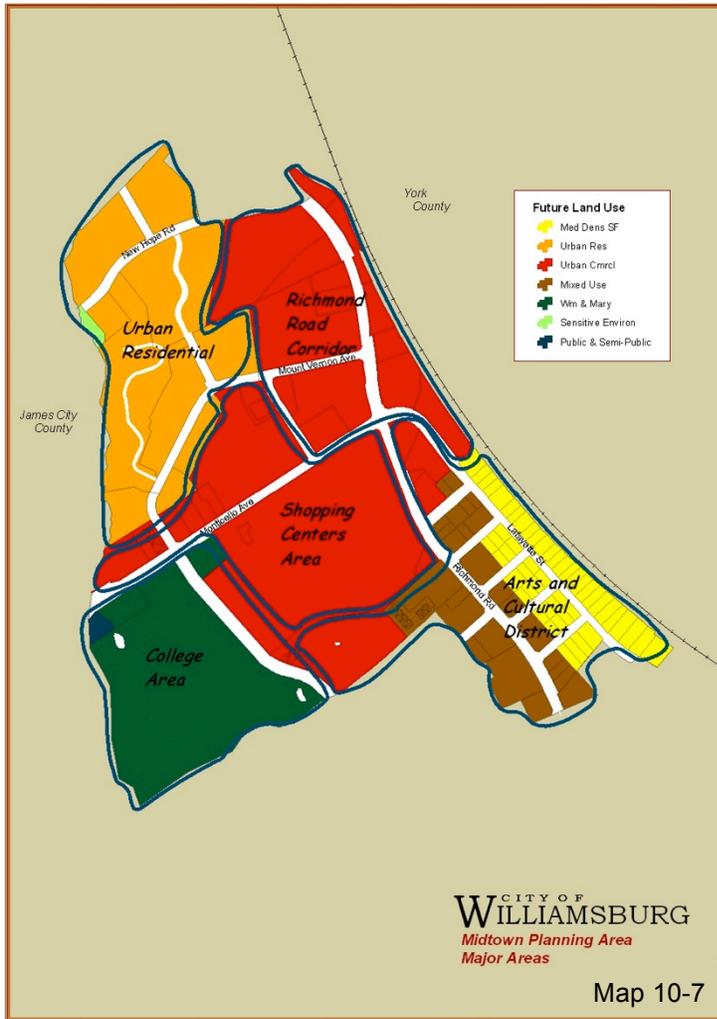
A discussion of the major commercial and institutional areas in the Midtown Planning Area follows:

- The *Arts and Cultural District* along Richmond Road and Lafayette Street was established by City Council in February 2011 as a way to encourage and enhance the City's creative economy as an economic development initiative. This follows state legislation passed in 2009 that enabled the creation of Arts and Cultural Districts, allowing the City to provide tax rebates, grants, technical assistance and other incentives to attract and grow the creative economy and the arts. Research shows that having a group of artists and creative professionals live in one area has great economic and culture spinoffs - revitalizing the area and creating demand for additional artists/creative businesses (possibly including coffee shops, galleries, small theaters, music clubs, artist co-ops, other live/work spaces, studios, wine bars, etc.). Since the creation of the District in 2011, five creative economy businesses have located in the district and created a total of 28 jobs. An artist demand survey completed by Artspace in 2012 shows demand for live/work and stand

alone workspace for creative professionals in the District, and the City's Economic Development Authority will look for redevelopment opportunities to provide these spaces.

The Arts and Cultural District is composed of two major areas. The first is the *Mixed Use* area along Richmond Road between Brooks Street and the Williamsburg Shopping Center that is implemented by the LB-2 Limited Business Neighborhood District. The LB-2 District allows a mixture of office, commercial and residential uses; and, in keeping with the urban mixed use character of the area, allows studios and workshops for artists and artisans with a special exception permit from the Board of Zoning Appeals. The second area is the *Medium Density Single Family Detached Residential* area between the LB-2 area and the CSX Railroad, discussed in *Chapter 8 - Neighborhoods and Housing*, page 8-17.

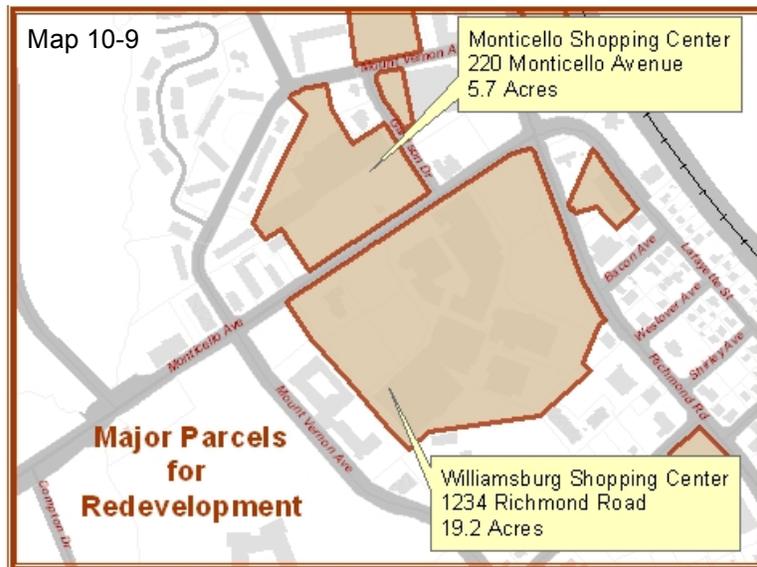
There are two vacant parcels in the District that have development potential: the 0.69 acre Tioga parcel at 906 Richmond Road and a 0.58 acre parcel on a portion of 727 Richmond Road. The 0.89 acre Super 8 Motel at 1233 Richmond Road has redevelopment potential. The parcels are shown on the Map 10-8 below.



- The *Shopping Centers Area* is anchored by two neighborhood shopping centers. Williamsburg Shopping Center fronts on Richmond Road and Monticello Avenue, and was built by the Colonial Williamsburg Foundation in the 1950s to provide space for commercial growth in the area, and has been expanded several times. This 255,968 square foot shopping center contains two department stores, the City’s only centrally located grocery store, a hardware store, bookstore, several restaurants and assorted retail and service uses. The 78,396 square foot Monticello Shopping Center, contains a variety of retail, service and restaurant uses, and a movie theater has been converted to a church. West of the shopping centers along Monticello Avenue are four medical office buildings, a small apartment building and two retail stores.

The 19.2 acre Williamsburg Shopping Center has potential for a major redevelopment as a mixed use project. However, any redevelopment should retain an appropriate mix of retail space to serve the needs of the downtown area. These neighborhood commercial uses, particularly the grocery store and the hardware store, make an important contribution to the livability of the downtown area. To encourage mixed use redevelopment, the base residential density should remain 14 dwelling units/net acre, but additional density should be 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 relates to its immediate surroundings and to the Midtown Planning Area as a whole. Multifamily dwellings should continue to be allowed with a special use permit so that impacts to the surrounding commercial areas can be considered.

The location of the Williamsburg Shopping Center and its proximity to the College and its location on existing bus routes make it a desirable location for student housing. The Tribe Square model with commercial on the first floor and student apartments on the upper floors is an example of what could be done with a portion of this property. Student dwellings should be added to the B-3 District 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. Senior housing is another possibility for similar reasons, and should be allowed with reduced parking requirements with a special use permit.

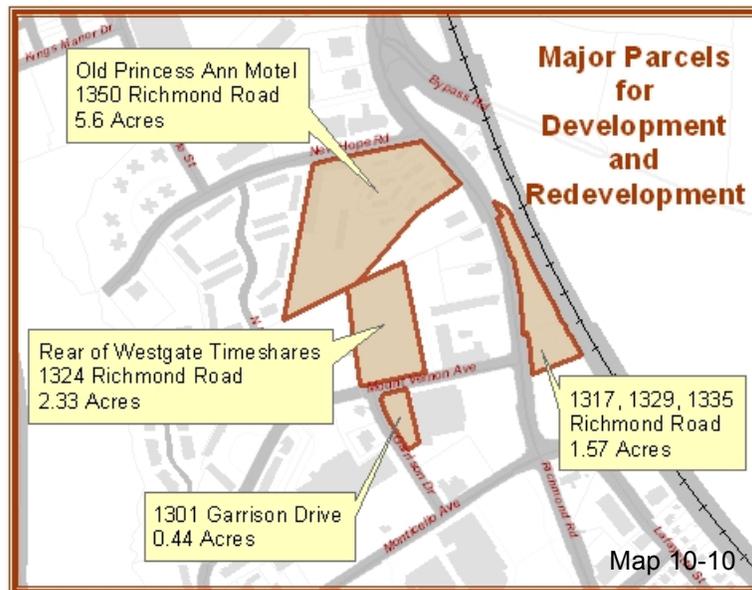


Improvements may be needed to Monticello Avenue with redevelopment – the Hampton Roads Transportation Planning Organization’s Comprehensive Transportation Study (Appendix A2) shows that Monticello Avenue adjacent to the Williamsburg Shopping Center currently has moderate congestion (LOS D) and is projected to have severe congestion in 2034 (LOS E or F).

Special use permits should be required for any major redevelopment so that traffic and other impacts can be properly evaluated.

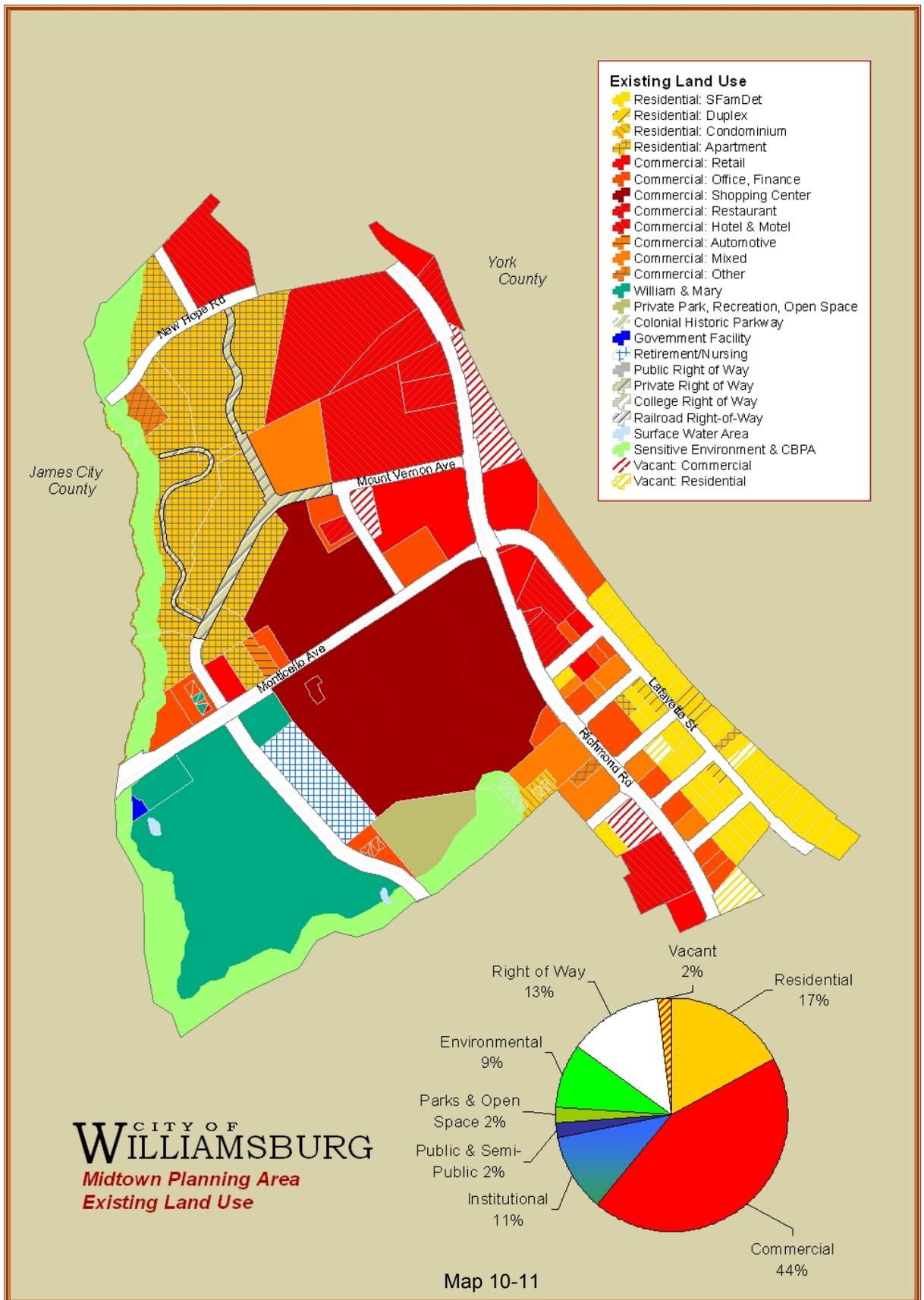
While the Monticello Shopping Center (5.7 acres) is much smaller than the Williamsburg Shopping Center, it also has future potential for redevelopment. As with the Williamsburg Shopping Center, redevelopment should be accomplished with minimal loss of existing commercial floor area.

- The *Richmond Road Corridor* extends from Monticello Avenue northwest to Bypass Road. This section of the Richmond Road corridor is a logical extension of the urban character of the Shopping Centers Area – buildings are closer together and closer to the street, and the predominant character defining feature of the street is buildings and sidewalks rather than parking lots. There are three vacant parcels in the Richmond Road Corridor that have potential for new development. The old Princess Anne Motel, on a 5.6 acre parcel located at 1350 Richmond Road and now closed, is a prime parcel for redevelopment, and its size makes a mixed use project a possibility. All of these properties have potential for new commercial uses that will add to the vitality of the corridor.



- The *Urban Residential Area* is discussed in *Chapter 8 – Neighborhoods and Housing*, page 8-16.
- The *College Area* anchors the southwestern edge of the Planning Area, centered around the William and Mary School of Education. The College owns vacant land adjacent to the School of Education that can be developed in the future, possibly for additional student housing. A nursing home and an office building are located on Mount Vernon Avenue and have redevelopment potential, either separately or in conjunction with the Williamsburg Shopping Center.

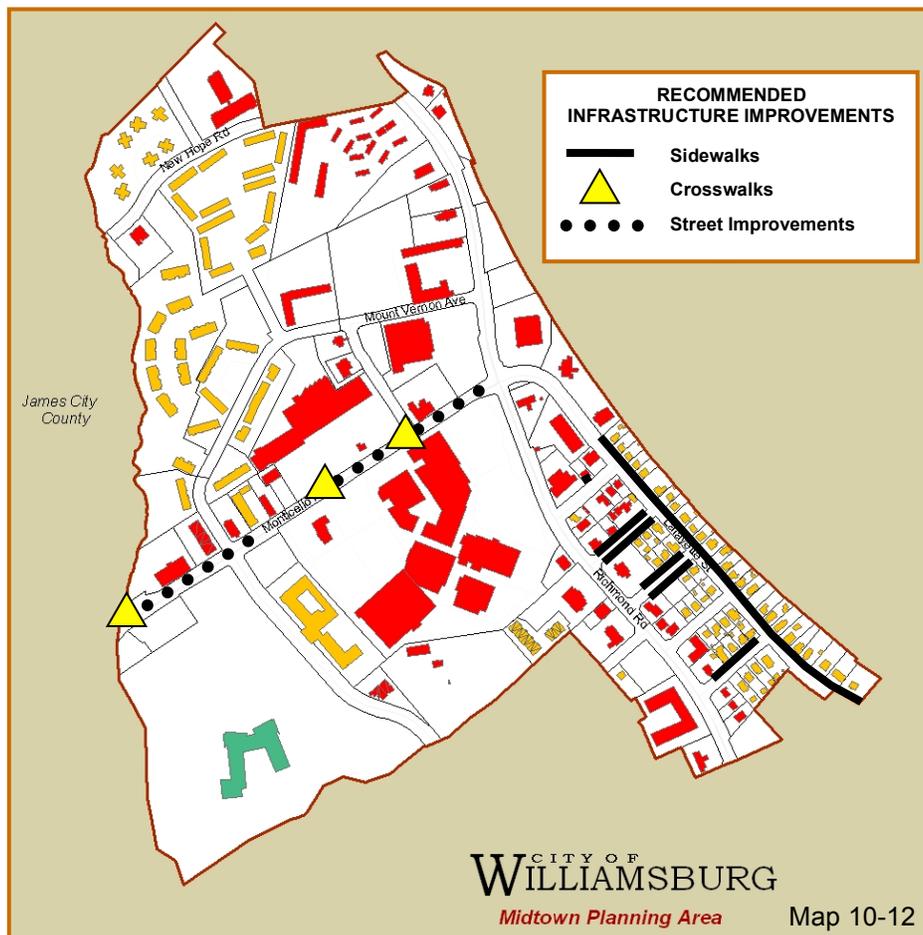
Improvements to pedestrian facilities are needed in this area – a new multiuse trail and sidewalk connects the School of Education with the main campus via Compton Drive, but there is not an adequate pedestrian connection between the School and the Monticello Avenue/Treyburn Drive intersection. This intersection, which is controlled by the Virginia Department of Transportation, could provide an important pedestrian connection to High Street and the Lawson Apartment area. In addition, a sidewalk or multiuse trail is needed between the entrance to the School of Education and Compton Drive – this could tie in to a future multiuse trail connecting Compton Drive with New Town in James City County.



Infrastructure Recommendations

The following infrastructure improvements are recommended for the Midtown Planning Area:

- *Sidewalk improvements.*
 - To improve pedestrian accessibility, sidewalks should be provided within the existing right-of-way on both sides of all streets in the Arts and Cultural District. Approximately 3,600 linear feet of sidewalk is needed and should be seen as a long term goal for the area, depending upon the constructability of individual segments.
 - Pedestrian crossings need to be provided across Monticello Avenue to connect the Williamsburg Shopping Center with the commercial area to the north. Locations that should be considered are Garrison Avenue and the traffic light between the two shopping centers.
 - The College of William and Mary needs to extend a sidewalk from the School of Education to the Monticello Avenue/Treyburn Drive intersection. A signalized pedestrian crossing of Monticello Avenue at Treyburn Drive needs to be coordinated with the Virginia Department of Transportation, which has responsibility for this intersection.
 - A sidewalk or multiuse trail needs to be constructed between the entrance to the School of Education and Compton Drive, where it could connect to a future multiuse trail connecting to New Town in James City County.
- *Street improvements.*
 - Improvements to Monticello Avenue may be needed if there is a major redevelopment of the Williamsburg Shopping Center, and this should be a part of the redevelopment project.



Future Land Use Recommendations

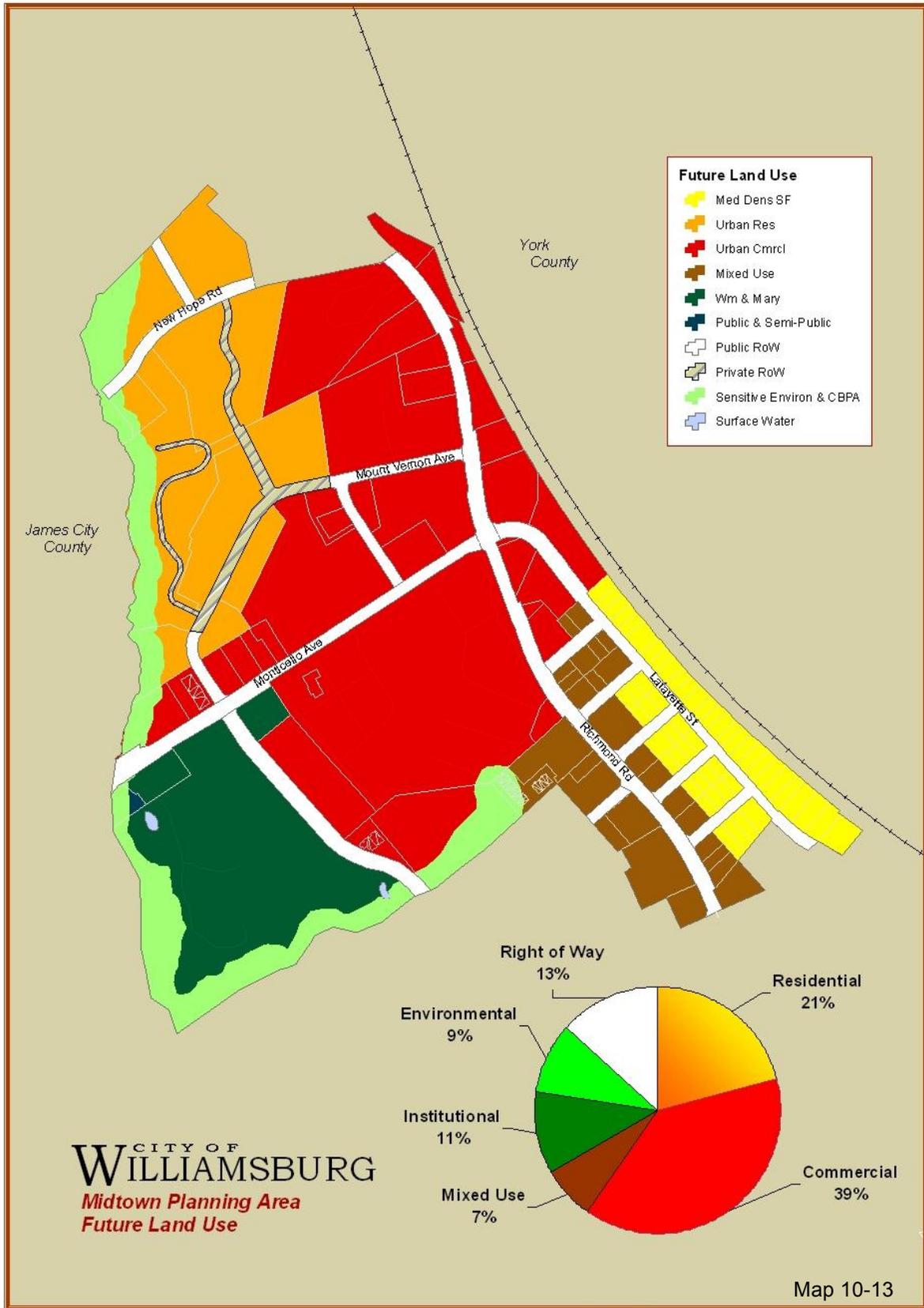
1. Arts and Cultural District

- The existing *Mixed Use* land use designation along Richmond Road between Brooks Street and the Williamsburg Shopping Center should be continued, implemented by the LB-2 Limited Business Neighborhood District. A variety of residential uses (single family, duplex, townhouses and multifamily) should be allowed with a base density of 8 dwelling units/net acre, and up to 14 dwelling units/net acre with a special use permit. The mix of permitted commercial uses should be designed to allow the Arts and Cultural District to achieve its potential as a vibrant, mixed use area of the City, within walking distance of downtown and the College, and should include banks, bake shops, hotels with 10 or less rooms, museums and art galleries, offices, restaurants and retail stores. To ensure compatibility with surrounding neighborhoods, special use permits should be required for buildings with a floor area exceeding 10,000 square feet, and for uses such as townhouses, multifamily dwellings, hotels with more than ten rooms, larger restaurants, and other uses of similar intensity.
- The Midtown Parking District should be continued, establishing a uniform parking requirement for non-residential uses. This added flexibility will help the Arts and Cultural District achieve its potential as a vibrant mixed use area.
- Lafayette Street through the Arts and Cultural District (and extending to York Street) should be designated as an *Entrance Corridor*, connecting the existing Richmond Road, Monticello Avenue, Page Street and York Street corridors (see *Chapter 5 – Community Character*). This designation will allow the existing Architectural Preservation AP-3 District that encompasses the West Williamsburg neighborhood to be changed to the Corridor Protection District, matching the Corridor Protection District along Richmond Road. This will allow additional flexibility in architectural design for the entire Arts and Cultural District.
- The Arts and Cultural District should be specifically reviewed as part of the Architectural Design Guidelines review following the adoption of the Comprehensive Plan. The special nature of this area should be considered, since this is a transitional area between the urban commercial land use to the west and the single family residential land use to the east. The Design Guidelines should include a special section in the Corridor Protection District detailing standards for this area, and recognizing its important transitional character. Sign design guidelines should also be developed to recognize both the transitional and creative character of the Arts and Cultural District.

2. Richmond Road Corridor and Shopping Centers Area

- The existing *General Commercial* land use designation should be changed to *Urban Commercial* land use. To implement this change, the B-3 General Business District should be renamed B-3 Urban Business District. Automobile oriented uses such as service stations and motor vehicle service establishments should be removed from the new district since they are incompatible with the urban character of this area. The Midtown Parking District should be extended to this area to provide the same flexibility that exists in the Arts and Cultural District. The commercial floor area requirement for mixed use projects should remain at 33% to maximize commercial floor area. To encourage mixed use redevelopment, base residential density should remain 14 dwelling units/net acre, but additional density should be allowed with a special use permit. Multifamily dwellings should be allowed with a special use permit so that impacts to the surrounding commercial areas can be considered. Student dwellings should be added as a special use permit use with 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. Senior housing with reduced parking requirements should be allowed with a special use permit. Building height should remain 45 feet.

The Midtown Planning Area Future Land Use Map (Map 10-13) illustrates these recommendations.



NORTHEAST TRIANGLE PLANNING AREA

Vision Statement

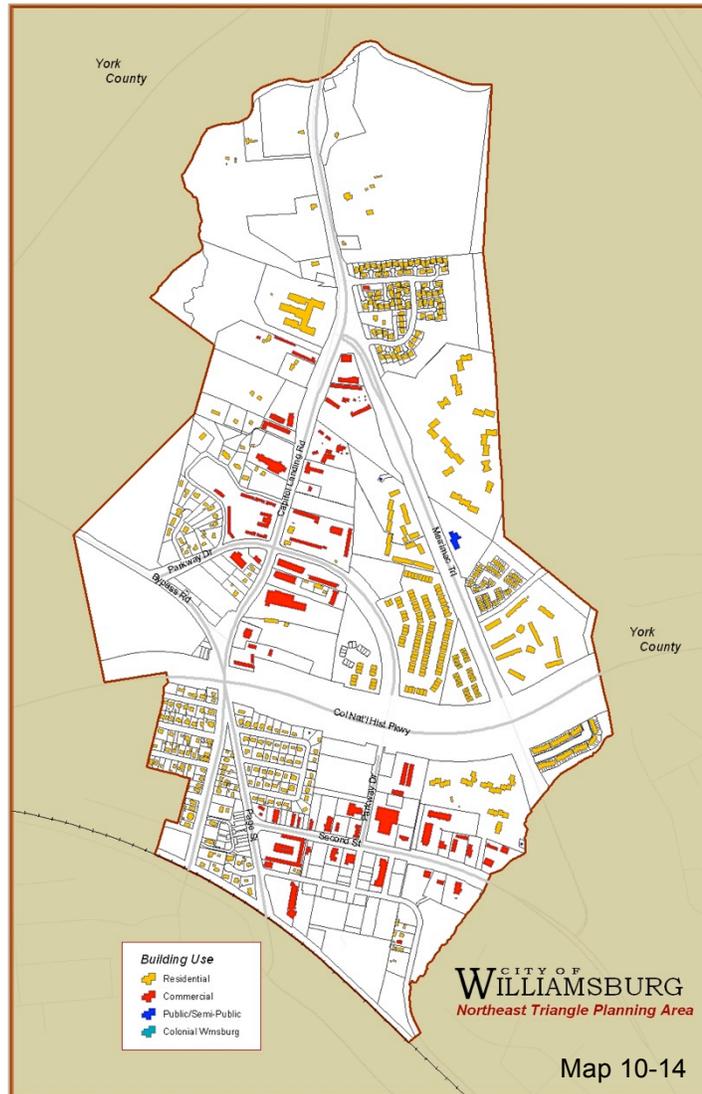
Our vision for the Northeast Triangle recognizes that this is a diverse section of the City of Williamsburg with both residential neighborhoods and commercial districts that offer opportunities for new development and redevelopment. We believe that thoughtful investments in infrastructure and landscaping will make the area a livelier and more desirable place to live, work, and visit.

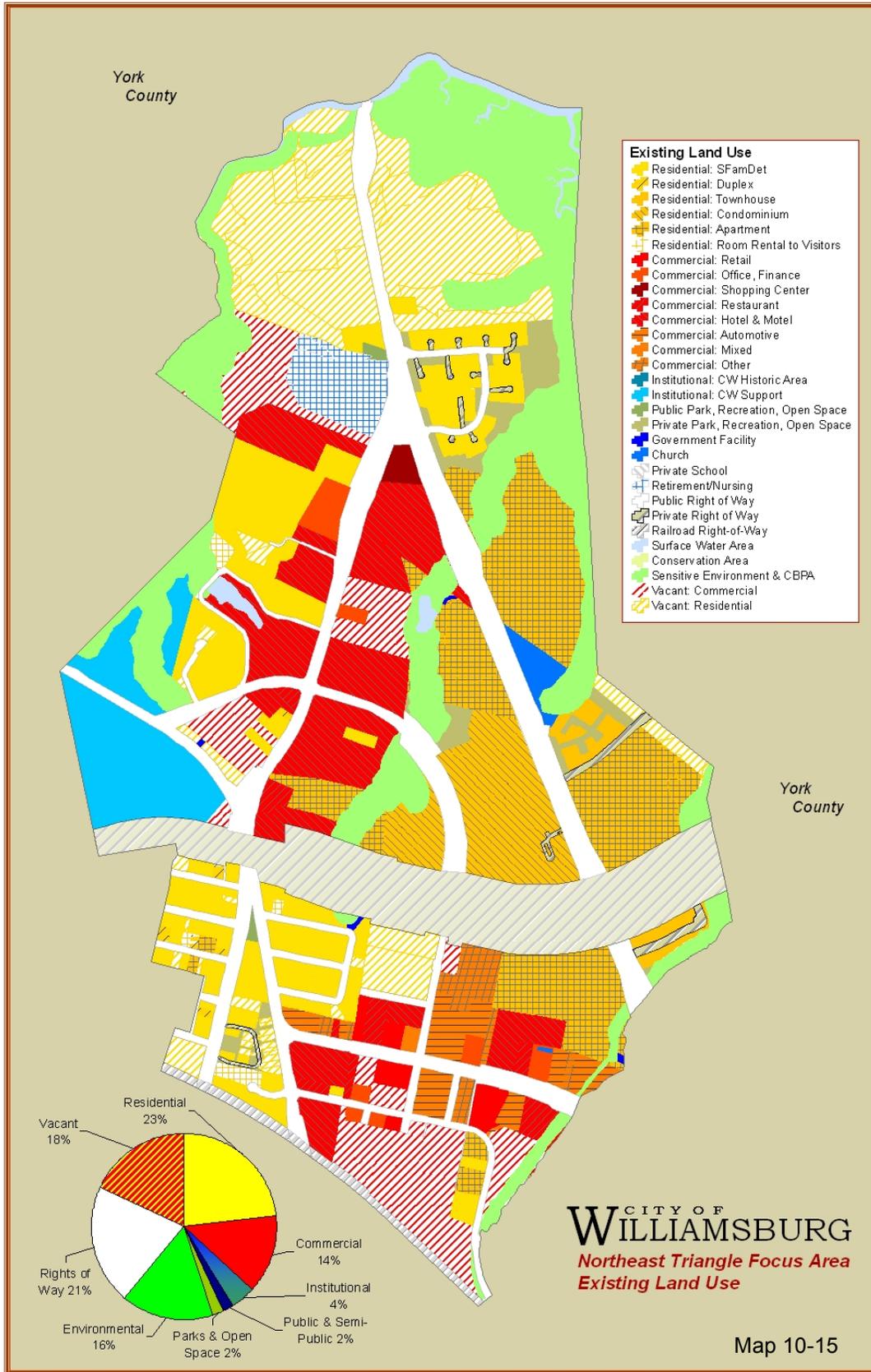
Accessibility for drivers, pedestrians, and cyclists should be improved to ensure that the area can attract and retain a wide range of community-oriented businesses that meet the increasing needs of residents and provide enticements for visitors. Guidelines need to be developed to create a streetscape that is more inviting and safe. As this area evolves the City needs to continue to be respectful of the natural assets of the area as well as the area's role in history, preserving and developing them where appropriate to share them with the wider community.

- Northeast Triangle Focus Group, November 2011

The Northeast Triangle Planning Area is a diverse area with concentrations of single-family detached dwellings, condominiums, apartments, townhouses, and commercial uses. It has been developing for over 300 years, and is centered on Capitol Landing Road (the historic connection between the colonial port on Queen's Creek and Colonial Williamsburg), and on Page Street and Second Street, all of which are designated by the Comprehensive Plan as Entrance Corridors. Other major streets are Penniman Road and Merrimac Trail. This area abuts York County to the north and east, the CSX Railroad to the south, and land owned by the Colonial Williamsburg Foundation on the west. The size of the Northeast Triangle Planning Area is 566 acres of which is 14% is commercial, 16% environmental and sensitive areas, 4% institutional, 2% public and semi-public, 2% parks and open space, 23% residential, 21% rights-of-ways and 18% vacant.

Non-residential uses located throughout the Northeast Triangle Focus Area include 15 hotels with 1,009 rooms, nine restaurants, nine automotive businesses, six retail establishments, one shopping center, one bank, one medical office, seven office buildings, two multi-use buildings, two storage/warehouse buildings, and two churches.





This area was subject to a comprehensive study in 2011 by the Northeast Triangle Focus Group, seven citizens appointed by City Council. Much of the analysis and recommendations in this section are based on the report of the Focus Group. In addition, the Northeast Triangle and Surrounding Area was one of the four geographic areas that were selected for Community Forums as a part of the 2012 Coordinated Comprehensive Plan Update organized by Williamsburg, James City County and York County. This Community Forum was held on February 27, 2012, and a joint Planning Commission work session to discuss the comments made at all of the Community Forums was held on April 30, 2012.

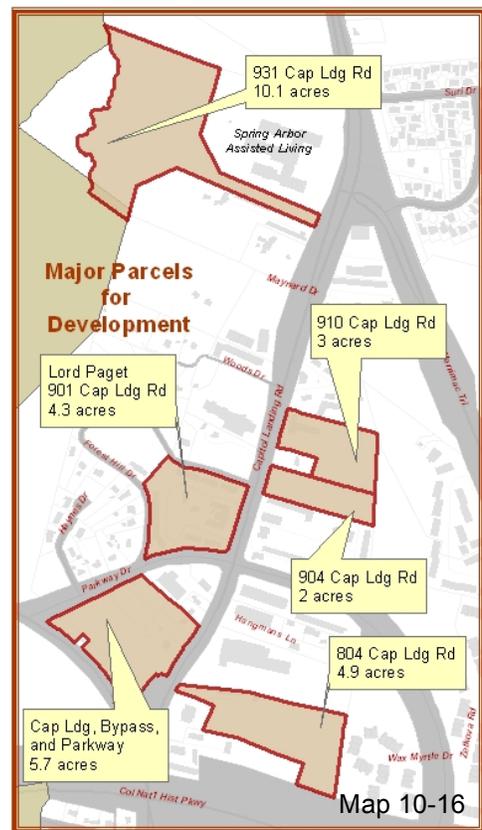
The Northeast Triangle includes three areas that are listed in the Comprehensive Plan as “Notable Features” of the Architectural Preservation District (*Capitol Landing/Capitol Landing Road, Capitol Heights* on the west side of Capitol Landing Road, and *Pine Crest* subdivision on the east side of Page Street). These neighborhoods, together with Minor’s Park, help provide a transition between the commercial area of Capitol Landing Road north of the Colonial Parkway and the Colonial Williamsburg Historic Area.

A discussion of the major commercial, office and mixed use areas in the Northeast Triangle Planning Area follows:

- Capitol Landing/Capitol Landing Road* was the second port and access road that served Williamsburg in the eighteenth century. Originally called Queen Mary’s Port because of its location on Queen’s Creek (a tributary of the York River), Capitol Landing served the same purpose for the City as College Landing to the south. Public wharves and tobacco inspection warehouses were located at the water’s edge, and nearby were shops, houses, taverns and light manufacturing uses. There are no above-ground remains of these structures in existence, but archaeological remains provide important educational resources. As with College Landing, this port and its access roads were shown on the 1699 plat of the City. Capitol Landing is listed on the Virginia Landmarks Register. The 1992 Historic Buildings Survey report identifies The Beeches, 1030 Capitol Landing Road, as eligible for individual listing on the National Register of Historic Places.

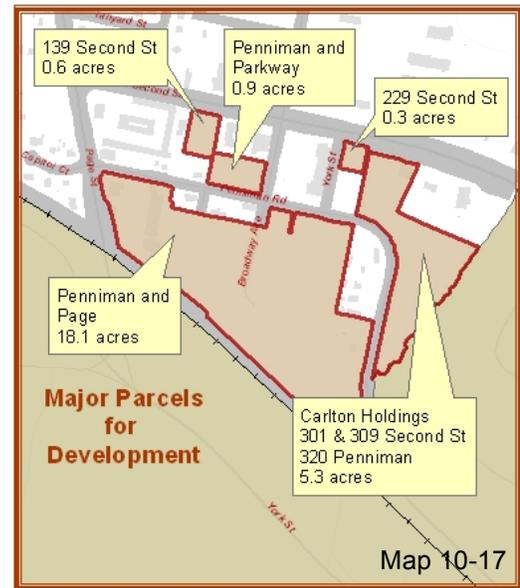
As tourism developed with the restoration of Colonial Williamsburg, Capitol Landing Road became one of the City’s tourist entrance corridors, and has the largest concentration of hotels in the Northeast Triangle. Capitol Landing Road was deemphasized as an entrance corridor in 1957 when Route 132 was built to provide access to the Colonial Williamsburg Visitor Center.

There are six major parcels along Capitol Landing Road that have potential for development. One of these, the Lord Paget motor court at 901 Capitol Landing Road, was purchased by the City in October 2011 for the primary purpose of allowing time for the best possible outcome on the development or redevelopment of this important parcel.



The majority of the Planning Area’s single family residential areas are located along Capitol Landing Road, and are discussed in *Chapter 8 - Neighborhoods and Housing*, pages 8-19 and 8-20.

- *Second Street* served for many years as the City’s automobile oriented commercial area, and many automobile-related businesses remain along Second Street. This area also hosts seven of the nine restaurant uses in the Focus Area, as well as a variety of retail uses. A new development proposed by Carlton Holdings LLC next to the Velvet Shoestring at 301 Second Street was approved in September 2011, and will have over 20,000 square feet of commercial floor area and 29 townhouse-style condominiums on Penniman Road. In addition to this parcel, there are three other vacant parcels that have potential for development.
- *Penniman Road* is oriented primarily toward the Second Street corridor on the north side. The largely vacant area on the south side east of Page Street and adjacent to the CSX Railroad tracks has been planned for commercial land use since 1968, but has never developed as a viable commercial area because of lack of visibility and access from both Page Street and Second Street. This area is largely vacant, and adjoins the recommended Corridor Commercial area on Second Street while being within easy walking distance of downtown and the Colonial Williamsburg Historic Area. An 18.1 acre parcel was approved for a 400-unit timeshare development in 2006, but the project was not built. A small mixed-use area is located on Penniman Road at the City line.

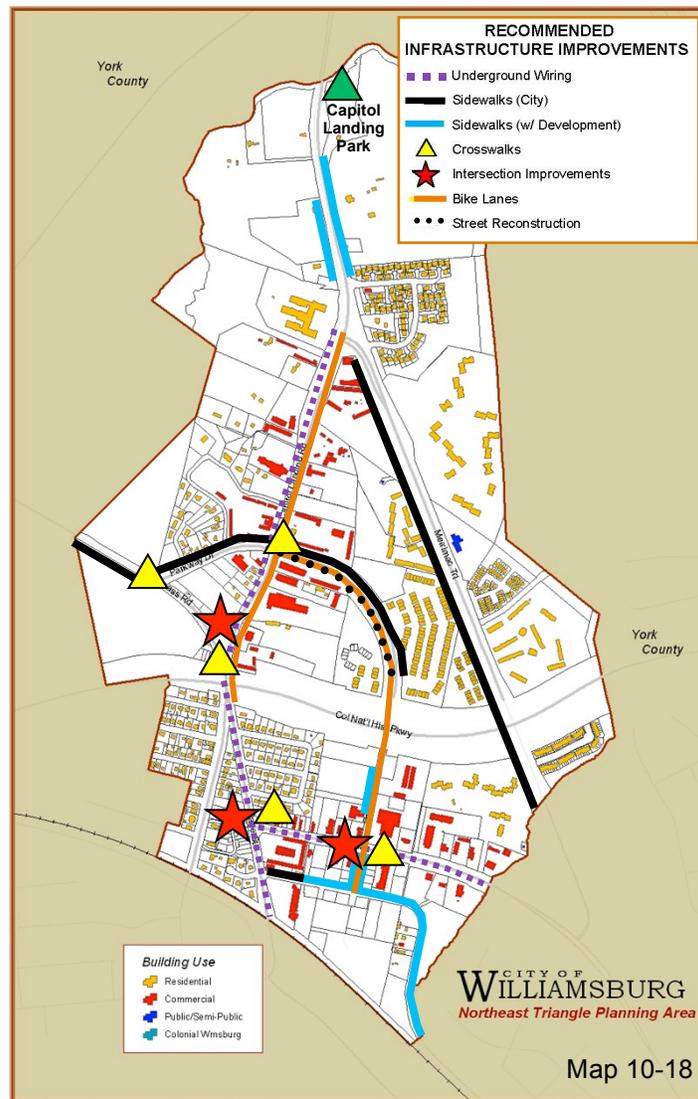


Infrastructure Recommendations

The Northeast Triangle Focus Group considered possible infrastructure improvements throughout the Northeast Triangle area, and supported the development of a master plan for streetscape and related improvements to enhance the community character of the area. Based on the Focus Group report and additional analysis of the area, the following infrastructure improvements are recommended, and are shown on Map 10-18.

- *Underground Wiring* on Page Street, Second Street and Capitol Landing Road (focused on removing cross street service lines). Page Street underground wiring is in the CIP for FY13.
- *Streetscape improvements* that include improved street lighting, clearer and more attractive directional signage (including coordination with VDOT and York County for signage outside of the City limits), and improved landscaping on public and private property.
- *Sidewalk improvements* to provide better connectivity within the Northeast Triangle, between the Northeast Triangle and downtown, and between the Northeast Triangle and neighborhoods in York and James City Counties. Sidewalks on the south side of Bypass Road between Rt. 132 and Parkway Drive, on Parkway Drive between Bypass Road and Capitol Landing Road, and on York Street between Lafayette Street and the end of the existing sidewalk are in the CIP for FY13.
- *Crosswalk improvements* to improve pedestrian safety.
- *Bike lane improvements* to improve safety and connectivity within the Northeast Triangle and neighborhoods in York and James City County. Installing bike lanes on Capitol Landing Road between Merrimac Trail and Page Street requires reducing travel lanes from four to three. Installing bike lanes on Parkway Drive between Penniman Road and Capitol Landing Road requires reconstructing Parkway Drive between Wyndham Plantation and Capitol Landing Road and eliminating some on-street parking between the Colonial Parkway and Penniman Road.
- *Intersection improvements*. Three intersections are recommended for further study for improvements that will facilitate and calm traffic movements and improve pedestrian safety.

- *Parks.* Capitol Landing Park at Queen’s Creek, has been recommended in every Comprehensive Plan since 1953. The value of creating a park at this site should be better understood and a long term strategy developed for its realization.

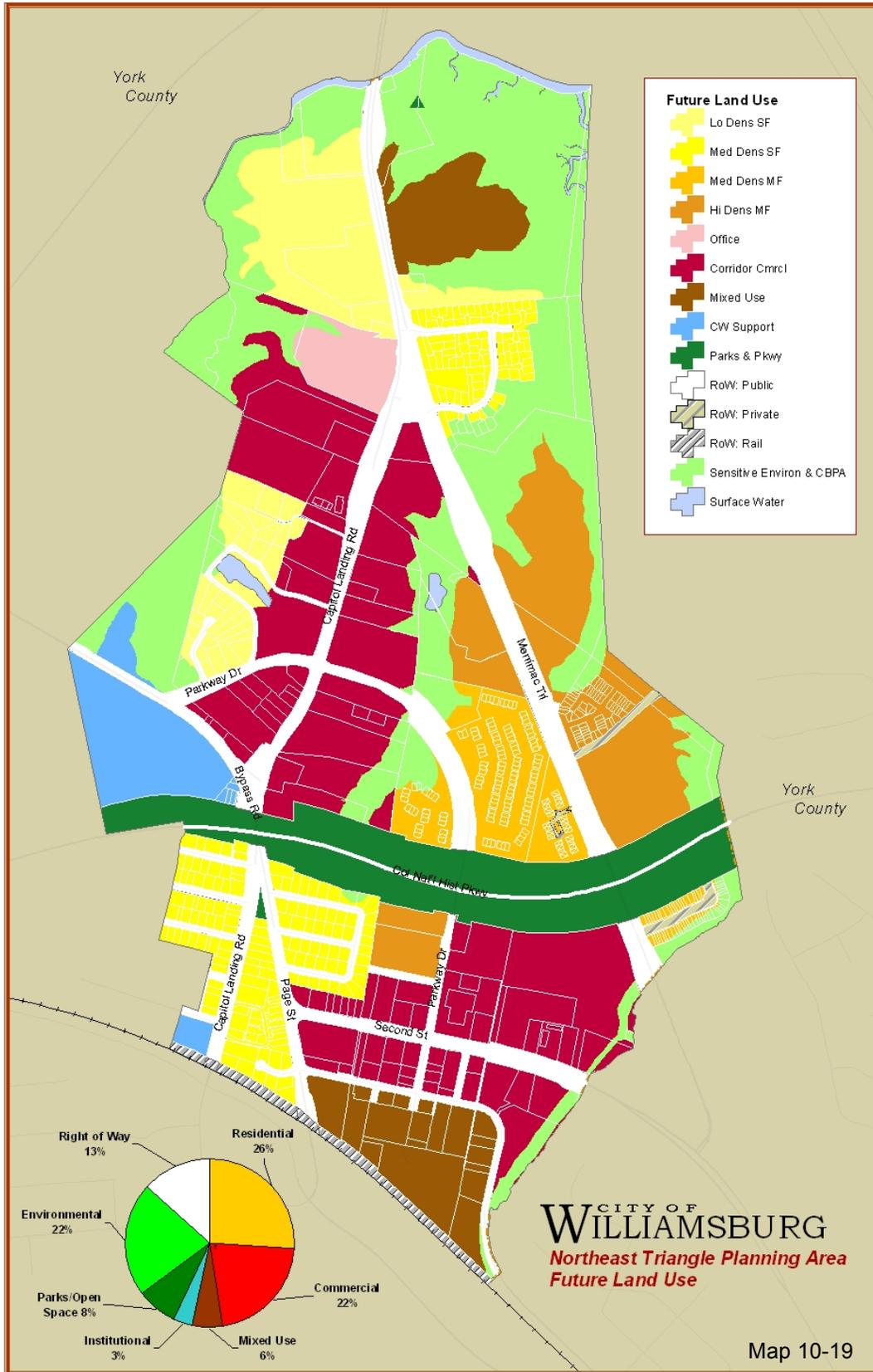


Future Land Use Recommendations Commercial, Office and Mixed Use Areas

1. Capitol Landing Road Corridor.
 - The existing *Corridor Commercial* land use designation between Merrimac Trail and the Colonial Parkway should be continued, with residential density remaining at 14 dwelling units/net acre. For mixed use development in this corridor, multifamily dwellings (apartments and condominiums) and townhouses should be allowed with a special use permit so that impacts to the commercial corridor can be considered during the approval process. The commercial floor area requirement for a mixed use project should be continued at the present requirement of 33%, and the commercial floor area must be constructed simultaneously with the construction of the residential floor area. This should be implemented by the B-2 Corridor Business District.

- The *Office* land use designation at the intersection of Capitol Landing Road and Merrimac Trail should be continued, providing a transition between the *Low Density Single Family Detached Residential* land use to the north and the *Corridor Commercial* land use to the south. This should be implemented by the LB-4 Limited Business Corridor District. However, the *Office* land used to the rear of the Alexander Commons offices at 921 and 925 Capitol Landing Road should be changed to *Corridor Commercial* land use to match the existing land use to the north and east, and implemented by the B-2 Corridor Business District. The required transitional screening buffer requirements and the existing topography will protect the Woods Drive residential area to the south.
 - The land use designation for The Beeches, 1030 Capitol Landing Road, should be changed from *Low Density Single Family Detached Residential* to *Mixed Use* land use. This historic house, eligible for individual listing on the National Register of Historic Places, should be preserved and incorporated into a redevelopment of the property that preserves the house and utilizes the beautiful environmental character of the land surrounding the house. The *Mixed Use* land use designation is implemented by a revised LB-3 Limited Business Residential District, but because of the strategic and sensitive location of this property, a rezoning to LB-3 should not be approved until an acceptable master plan has been submitted for the property.
2. Second Street.
- The existing *Corridor Commercial* land use designation should be continued for the Second Street corridor, with residential density remaining at 14 dwelling units/net acre. For mixed use development in this corridor, multifamily dwellings (apartments and condominiums) and townhouses should be allowed with a special use permit so that impacts to the commercial corridor can be considered during the approval process. The commercial floor area requirement for a mixed use project should be continued at the present requirement of 33%, and the commercial floor area must be constructed simultaneously with the construction of the residential floor area. This should be implemented by the B-2 Corridor Business District.
 - Revisions to the zoning regulations are needed to address the setback and buffer requirements for the north side of Second Street between Page Street and Parkway Drive, and particularly the area adjacent to Pine Crest Subdivision. The existing setback and buffer requirements are inappropriate for redevelopment of this area.
3. Penniman Road
- The south side of Penniman Road should be changed from *Corridor Commercial* land use to *Mixed Use* land use. This area has potential for a high quality mixed-use development with a major residential component. Commercial and offices uses could be located along Penniman Road and Page Street adjacent to the Corridor Commercial area, with the interior of the property developed with residential uses. Time shares or hotel use could be part of a mixed use development. Senior housing could be one of the appropriate residential uses because of the proximity of this area to existing commercial uses, Colonial Williamsburg and downtown. Student housing could be another appropriate residential use because of the relative nearness of the College of William and Mary and the availability of bus transportation. This area has 17.8 net developable acres, which could allow up to 249 dwelling units at a density of 14 dwelling units/net acre. The existing B-2 zoning should remain in place until a satisfactory plan is submitted for a mixed use development. The *Mixed Use* land use designation would be implemented by a revised LB-3 Limited Business Residential District, but because of the strategic and sensitive location of this area, a rezoning to LB-3 should not be approved until an acceptable master plan has been submitted for the property.

The Northeast Triangle Planning Area Future Land Use Map on the following page (Map 10-19) illustrates these recommendations.

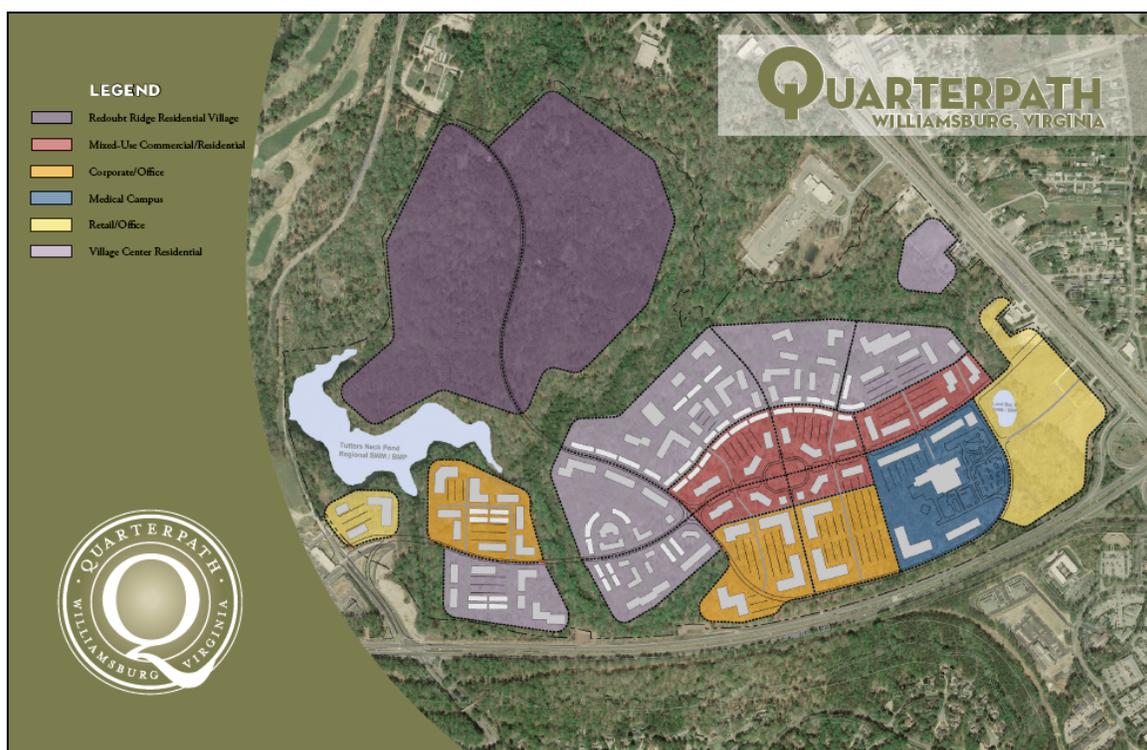


MAJOR MIXED-USE DEVELOPMENTS

Quarterpath at Williamsburg

Quarterpath at Williamsburg is a 328 acre mixed-use development proposed by Riverside Healthcare Association, located on the east side of Quarterpath Road between the Colonial Williamsburg Foundation Nursery and Quarterpath Road. This area is located on the largest tract of undeveloped land under a single ownership in the City, and is being developed as a planned mixed use community with a well designed mix of uses. The final details for Quarterpath at Williamsburg will be determined as the development and site plans are finalized, governed by the ED District zoning regulations.

The development is anchored by Doctors' Hospital of Williamsburg, a 50 bed facility opening in early 2013. Other components of the project include a medical office campus surrounding the hospital, a mixed use commercial and residential area centered on a large Village Green on Battery Boulevard; corporate, office and retail areas; and a Redoubt Ridge residential village north of Tutter's Neck Pond. When completed, it is anticipated that Quarterpath at Williamsburg will have 400,000 square feet of medical use, 140,000 square feet of retail and restaurant use, and 595,000 square feet of office use, plus up to 1,467 dwelling units. The residential component of Quarterpath at Williamsburg is discussed in detail in



Chapter 8 - Neighborhoods and Housing, pages 8-21 and 8-22.

Major infrastructure improvements are needed as this area develops. The Quarterpath Road/Route 199 intersection was reconstructed in 2008, and Battery Boulevard, a major east-west collector road that has been shown in the Comprehensive Plan since 1989, will be completed in early 2013. Redoubt Road, a major north-south collector road, will provide a connection between York Street and Route 199 when completed. Facilities for bicycles and pedestrians will be integrated into the final design, and will connect to a multiuse path between York Street and Battery Boulevard, which will provide connections to the downtown area as well as to adjacent development in James City County. Major utility improvements for water and sanitary sewer are under construction, including a sanitary sewer pump station connected to the

Hampton Roads Sanitation District Force Main along Route 199. A 750,000 gallon elevated water storage tank was constructed on the eastern end of the property to serve the development.

Most of the site is located in Chesapeake Bay Preservation Areas. Tutter's Neck Pond will serve as the primary stormwater management feature for Quarterpath at Williamsburg, supplemented by stormwater detention facilities and low-impact design construction practices. In addition, substantial buffer areas will be preserved throughout the development. Since Route 199 is designated as a Greenbelt street, a 75 foot greenbelt buffer will be required along its length. Preserving these environmentally sensitive areas will be a benefit both to the environment and to character of the development. In addition, 21.4 acres along Quarterpath Road was dedicated to the City for Redoubt Park, preserving two Civil War redoubts that were part of Williamsburg's defensive perimeter.

Recommendation. The existing *Economic Development* land use along Route 199 should be continued, implemented by the ED Economic Development District.

High Street

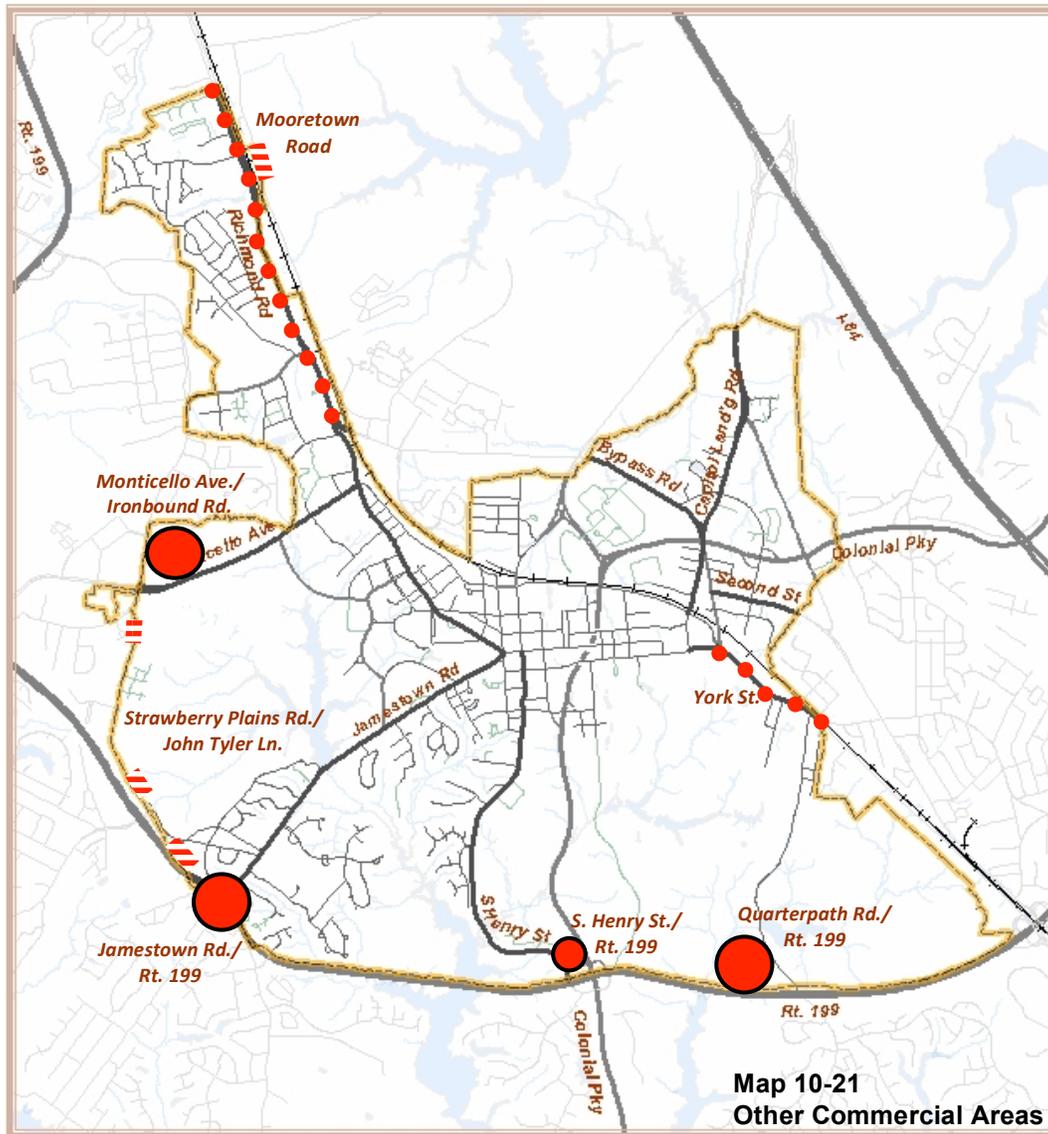


High Street is a 55 acre mixed use development on Richmond and Ironbound Roads in an area first designated for Economic Development land use in the 1998 Comprehensive Plan. When completed, High Street will have 225,000 square feet of commercial floor area including an eight screen, 1,100 seat multiplex cinema. The major entrance is from Richmond Road, with secondary entrances on Treyburn Drive and Ironbound Road. A parking terrace with 405 spaces is supplemented by over 900 off-street parking spaces. The residential component, when completed, will have 574 multifamily dwelling units (apartments, condominiums and townhouses) located west of the commercial area (191 apartments and 16 townhouses have been constructed). A major stormwater management facility to control runoff and enhance water quality is located on the southern end of the property, and will serve as both an environmental and visual amenity for the development.

High Street anchors this section of Richmond Road, drawing on area residents as well as visitors. A residential density of 12 dwelling units/net acre with accessibility to shopping and entertainment will give this area an urban ambiance. Sidewalks connect High Street with residential areas to the north, west and east, and provide easy access from the College of William & Mary. This area is served by Williamsburg Area Transport, the Williamsburg Trolley and by bike lanes along Treyburn Drive which provide connections to the regional bikeway system.

Recommendation. The existing *Economic Development* land use should be continued, implemented by the ED-2 Economic Development District.

OTHER COMMERCIAL AREAS



Residential Uses in Corridor Commercial Areas

While residential uses can be an important part of commercial areas, steps should be taken to ensure that land in the *Corridor Commercial* areas remains available for commercial development and redevelopment. This is particularly important because only 6% of the City's land area is currently devoted to commercial use, and only 6% of the City's vacant land is available for new commercial or mixed use development. *Corridor Commercial* land developed for mixed use projects should have a limitation on the maximum amount of residential use allowed to preserve the availability of land for commercial uses.

Recommendation. To allow more flexibility and to encourage well-planned mixed use projects, apartments, condominiums and townhouses should be allowed in the B-2 District, but with a special use permit to allow the review of projects on a case by case basis. The residential threshold should remain at 67% of the total floor area on an individual lot, which would allow either one floor of commercial use with residential use above, or commercial use on the front of the property with residential use on the rear.

Richmond Road (Bypass Road to Ironbound Road)

This section of the Richmond Road corridor is a transition between the urban character of the Midtown Planning Area and the *Corridor Commercial* area west of Ironbound Road. When entering Williamsburg, a noticeably more urban character begins at Ironbound Road – buildings are closer together and closer to the street, and the predominant character defining feature of the street is buildings and sidewalks rather than parking lots. This urban character is enhanced by the High Street development, which locates major buildings at the 15 foot setback line with parking lots located beside and behind.

This area was designated by the 2006 Comprehensive Plan as *General Commercial* land use from Bypass Road to Ironbound Road, and is zoned a combination of B-2 Corridor Business District and B-3 General Business District. The High Street development, which abuts Richmond Road, is designated *Economic Development* land use and is zoned ED-2 Economic Development District. This section of Richmond Road contains four hotels and 13 restaurants. There is one prime redevelopment parcel in this area – the cleared and vacant former Governor Spotswood Motel property between the Holiday Inn Express and the Sunoco Station at the corner of Ironbound Road. This property ideally situated for new commercial uses that will add to the vitality of the corridor.

Recommendation. The *General Commercial* land use for this corridor should be changed to *Corridor Commercial* land use, implemented by the B-2 Corridor Business District but with a 15 foot building setback to recognize the special more urban character of the corridor.

Richmond Road (west of Ironbound Road to the City Limits)

The western end of the Richmond Road commercial corridor, from Ironbound Road to the City Limits, has always been a tourist-orient business area. This section of Richmond Road contains eight hotels, 26 restaurants, one shopping center (Patriot Plaza) and various other commercial uses. There are two out-parcels in front of Yankee Candle that are available for new development (1.15 and 1.38 acres), as well as a 6.9 acre parcel fronting on Waltz Farm Drive behind Outback Steak House.

This portion of the Richmond Road corridor is ideally situated between the Williamsburg Premium Outlets in James City County and the City’s High Street project, and future redevelopment should take advantage of this location. The large concentration of restaurants makes this the premier dining corridor in the area. The Comprehensive Plans for the City, James City County and York County are consistent in recognizing this area as a major commercial corridor.

Recommendation. The existing *Corridor Commercial* land use should be continued, implemented by the B-2 Corridor Business District.

Mooretown Road

The Mooretown Road commercial area is separated from the rest of the City by the CSX Railroad, and is adjacent to property in James City County and York County. The main use in this area is a four-story self-storage facility. The residential uses in this area (two single-family and two multifamily rental dwellings) are nonconforming, and this property is suitable for redevelopment.

Recommendation. The existing *Corridor Commercial* land use should be continued for this area, implemented by the B-2 Corridor Business District.

York Street

York Street is primarily a tourist-oriented commercial area, including five hotels, one time-share and two restaurants. This will be an important connecting route between the downtown area and the Quarterpath at Williamsburg development in the future.

Recommendation. The existing *Corridor Commercial* land use should be continued for this area, implemented by the B-2 Corridor Business District.

Quarterpath Road/Route 199 Intersection

The west side of this intersection is the location of Quarterpath Crossing, a 95,000 square foot shopping center built in 2008, and anchored by a Harris Teeter supermarket. The east side serves as an entrance to the Quarterpath at Williamsburg development, and there is a nine developable parcel located at the northeast corner of Quarterpath Road and Battery Boulevard.

Recommendation. The existing *Economic Development* land use should be continued, implemented by the ED Economic Development District.

South Henry Street/Route 199 Intersection

A small office area is located just north of the South Henry Street and Route 199.

Recommendation. The existing *Office* land use designation should be continued, implemented by the LB-4 Limited Business Corridor District.

Jamestown Road/Route 199 Intersection

A small commercial area is located at the corner of Jamestown Road and Route 199, primarily serving neighborhood shopping needs with businesses including a drug store, two banks and a convenience store.

Recommendation. The existing *Corridor Commercial* land use on the northwest, southwest, and northeast should be continued, implemented by the B-2 Corridor Business District. The existing *Office* land use designation on the southeast corner should be continued. The three acres of existing *Office* land use that fronts on Mill Neck Road should be continued, implemented by the LB-4 Limited Business Corridor District.

John Tyler Lane/Strawberry Plains Road

Three office areas are located along the John Tyler Lane and Strawberry Plains Road corridor: Governor Berkeley Professional Center, Mount Pleasant Professional Center, and offices south of Berkeley Middle School. These areas are located close to both the Route 5 and Route 199 corridors, and near the office area at Monticello Avenue and Ironbound Road.

Recommendation. The existing *Office* land use should be continued for the Mount Pleasant and the Governor Berkeley Professional Centers. The existing *Mixed Use* land use south of Berkeley School should be continued, to be implemented by the LB-2 Limited Business Neighborhood District.

Monticello Avenue/Ironbound Road Intersection

The northeast corner of Monticello Avenue and Ironbound Road is planned as one of the three economic development areas in the City. Because of environmental constraints, future development is proposed only for the western part of the property adjacent to Ironbound Road – the remainder of the property is defined by steep slopes, a tributary to College Creek, and an area defined by the 1994 Natural Areas Study prepared by the Virginia Department of Conservation and Recreation as an exemplary occurrence of a southern mixed hardwood forest, reported to be one of the best examples of such a natural community in all the Commonwealth. In addition to maintaining the existing vegetation on the sensitive environmental areas to the east, a 75-foot greenbelt buffer should be maintained along Monticello Avenue, and only a single vehicular access point should be allowed from each street. This 24 acre parcel is owned primarily by the College of William & Mary, and is located in College's North College Woods. This property is directly across Ironbound Road from the Williamsburg-James City County Courthouse and James City County's New Town mixed use development, which makes this an ideal location for office or research and development uses. The City should work with the College to market and develop the property into appropriate economic development uses that are compatible with New Town and will provide increased employment opportunities in the region. At a floor area ratio of 0.25, this site could support up to 260,000 square feet of new gross leasable space.

Recommendation. The existing *Economic Development* land use should be continued for this area, to be implemented by the ED Economic Development zoning district.