

Town of Colonial Beach Planning Commission Minutes

Date: Thursday, June 5, 2014 – Town Center, 22 Washington Avenue

Time: 5:34 p.m.

Present: Kent Rodenheaver
Robert Busick
Robin Schick
Maureen McCabe

Absent: Maureen Holt
Kelly DeJesus
Ed Grant

Staff: Director of Planning and Community Development, Gary Mitchell
Planning Manager, Brendan McHugh

Item 1: Call to Order

Member Schick called the meeting to order at 5:34 p.m.

Item 2: Approval of Minutes of April 2014 Meeting

Member Schick asked for a motion to approve the minutes from the April 3, 2014 regular meeting. Member Busick made the motion to approve the minutes. Member McCabe seconded.

Member Schick called for a voice vote; it was unanimously resolved:

That the minutes of the April 3, 2014 regular meeting be approved.

Item 3: Presentation of the Fredericksburg Main Street Program from Karen Hedelt, Director of The Fredericksburg Department of Economic Development and Tourism

Member Schick introduced Karen Hedelt. Karen Hedelt introduced the following presentation:

Growing Your Local Economy Using Public Investment To Spur Private Investment

- Identify a Goal, Strategize to reach a Goal.
Goal: Remake our traditional downtown.
- Plans announced to build mall outside the city
- City leaders decide to regenerate downtown economy based on tourism
- Visitor Center re-located
- Tourist sites walkable
- New businesses focused on tourist traffic
- Antique shops, boutiques, restaurants, arts
- Improve our appearance with infrastructure investment.

- Overhead power lines relocated underground
- New ornamental street lamps
- Brick sidewalks
- Parking meters removed
- Trees planted
- New trash receptacles placed
- What's missing? Our downtown "deficit."
- Small inns and B&B's, restaurants with meeting space, several special event venues
- BUT we had no downtown hotel with a national flag, corporate clientele, capacity to host small meetings and social events
- Challenged by available land, parking requirements and architectural compatibility in the historic district
- Fredericksburg's response and action.
- Offered up surface lot and adjacent city-owned buildings for land space. Key location.
- Built a 297-space parking deck a half a block away and leased spaces in the deck to the hotel.
- Worked and persisted in the planning, zoning and ARB processes to get to "yes"
- The parking deck
- The first downtown parking structure
- A PPEA project
- Funded by bonds which are reimbursed by gas tax, parking fees, hotels lease payments
- An Active Player: Fredericksburg EDA
- Has its own revenue stream from bond issuance revenue
- Has targeted the downtown as a priority
- Invests in the downtown
 - Main Street exploratory committee
 - Frazier Study
 - Façade improvement program
 - Fredericksburg Main Street Initiative
- Frazier Study
- EDA funded (prior to our Main Street designation)
- A "fresh eyes" survey of downtown documenting and ranking visible building condition
- Used to encourage façade improvement
- To-date 20 buildings have been improved
- Additional studies of two corridors into the downtown
- Frazier Façade concept
- Ristorante Renato then & now
- Fredericksburg Main Street Initiative
- Part of national and state network
- Proven structure and practices
- Support network of professional staff
- Grants and in-kind support, continual education opportunities
- Four points program: Promotion, Economic Restructuring, Organization and Design
- Engages the community in its betterment
- Main Street for Colonial Beach
- Contact Virginia Main Street.
- Engage your community in Main Street.
- At a minimum, become an affiliated member.
- Participate in VMS programming.

- Visit current programs. 26 Virginia communities
- Learn about the application process.
- EDA/City Main Street Support
- Fredericksburg was a Main Street affiliate city
- EDA initiated, downtown embraced
- Exploratory and formation committees
- Application, designation, reality
- Staff
- City general fund allocation
- EDA envisions three-year funding while Main Street stands up with a new full-time director
- Grants, memberships, donations and fundraising events
- The Next Big Thing
- Riverfront Park
- City has amassed land, aided by the EDA
- Planning underway for a public park
- An amenity but also a stimulus for private investment
- One Hanover, the first mixed use project associated with the park is progressing through approvals

The questions that were addressed after the presentation were as follows:

Q: How were the underground infrastructure utilities funded?

A: city transportation funding and utilizing developers proffers

Q: How many visitors does Downtown Fredericksburg get in the summer?

A: The visitor's center gets 350,000 people a year, many concentrated in the summer. People tend not to visit the visitors center more than once.

Q: What is the composition of the EDA (Economic Development Authority)?

A: The EDA is composed of a seven member board appointed by city council. Citizens are able to apply. Council typically looks for people with financial, retail and/or real estate experience. Typically, the board is composed of people with mixed skills and perspectives. There is a chairman who is elected by the board (two year term). Each EDA member is elected to a four year term and can serve for two terms.

Q: Does the chairman work for or through the EDA?

A: No, the Fredericksburg Main Street Initiative is a separate entity (Non-Profit 501c3 organization) and the EDA makes a contribution to the organization, but the chairman is not hired by them. They have their own separate board of directors.

Q: How does the chairman have authority to implement?

A: The chairman works with the advice of the board. Currently, the chairman is working on missions, goals, initiatives, and a business plan.

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A: The chairman works with the advice of the board. Currently, the chairman is working on missions, goals, initiatives, and a business plan.

Q: What kind of staff do you have for tourism?

A: It is a blended department of Economic Development and Tourism. There are six full time staff members. Two members are devoted to tourism (visitor services manager and group sales manager). Two members have blended functions (Director and Office Assistant). The other two are the Marketing Specialist and the Assistant Director. There are also 14 part time staff members.

Q: Is the tourism staff funded through the city?

A: The office functions on the general fund of The City of Fredericksburg.

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A: The office functions on the general fund of The City of Fredericksburg.

Q: How many people live in Fredericksburg?

A: 25,000.

Q: How many years will it take for the parking deck revenue to pay off the parking deck?

A: There was a 20 year bond taken. Hotel revenues, parking fees and gas tax revenue will pay off the deck. The deck is sustainable. There are talks about building another deck.

Q: How many people are on the Main Street Board and types of individuals that assist the board?

A: There was an exploratory committee (cross section of members) that was formed by the EDA. They worked 18 months and gave their opinion on Fredericksburg. Business men wanted to be active in the decision making process so they also gave their opinion and decided a Main Street designation was a good idea.

Q: What is the Public Private Education Act?

A: It is a law device to help localities achieve development projects.

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Q: Are there major corporations in the public/private partnerships?

A: There is a large private sector but no large corporations; they participate but not a large part.

Q: What role does the university play?

A: The University has a small business development center that provides assistance to entrepreneurs.

Q: How do you control the development of Fredericksburg and how much of the downtown area does Fredericksburg own?

A: We control the development by following city and state code. We get help from the Planning Commission and The Architecture Review Board. I am not sure how much of the downtown Fredericksburg owns, but I know we own a significant portion of the riverfront area and the area around the train station and post office.

Item 4: Public Comment

Member Schick asked if there were was any public comment on planning commission matters not on the agenda. There was no comment.

Item 5: Public Hearing for Article 18, Supplementary Regulations

Mr. Mitchell presented the following staff report:

PLANNING & COMMUNITY DEVELOPMENT STAFF REPORT	
PROJECT NAME: Article 18 Supplementary Regs	Planning Commission Meeting Date: June 5, 2014
Case Number: ZOA-04-2014 (Ord. 649)	Applicant: Town
Project Status: <input type="checkbox"/> Preliminary Sketch Application <input type="checkbox"/> Rezoning <input type="checkbox"/> Preliminary Plat Use <input type="checkbox"/> Conditional <input type="checkbox"/> Preliminary Final Plat Plans <input type="checkbox"/> Concept <input type="checkbox"/> Final Plat <input checked="" type="checkbox"/> Text Amendment <input type="checkbox"/> Vacation <input type="checkbox"/> Comp Plan Amendment	Owner: NA
	Location: NA
	Voting District: NA
	Parcel Number: NA
	Total Site Area: NA
	Site Area Developed: NA
	Existing Structures: NA
Flood Hazard: NA	Additional Site Data: NA
Current Zoning: NA	
Action Request: Approval as presented	Staff: G. Mitchell
	Date: 5-6-2014

Prior Actions / Case History

Rezoning: NA
Conditional Use Permit: NA
Variances: NA

Subdivisions: NA
Other Data: NA

BACKGROUND:

As presented in the March Planning Commission meeting revision of Article 18 is needed. This discussion was continued in April. Following these meetings staff has incorporated recommendations from the Planning Commission and from other staff in the proposed zoning change. This action will repeal and replace the existing *Article 18 Miscellaneous* with a new *Article 18 Supplementary Regulations*. The new article adds several important sections addressing parking requirements, home occupations, buffers, landscaping, and temporary uses. The new article also retains sections of the existing Article 18, such as but not limited to, parking of recreational equipment, corner lot setbacks, zoning of annexed land and others issues.

DISCUSSION:

In an effort to streamline the regulatory framework of the Town's zoning ordinances the reworking of Article 18 removes several Articles of the zoning ordinance and makes the ordinance more efficient to administer. Therefore, in an effort to simplify our zoning ordinance staff is proposing with the text amendment to repeal the following zoning articles: Article 24 Landscaping, Article 26 Home Occupations, and Article 13 Parking.

The content of this existing article will be streamlined and enhanced for the new Article 18 Supplementary Regulations as attached to this staff report. The new article will continue with the use of tables and illustrations to simplify the text and reduce duplication.

STAFF RECOMMENDATION:

In order to simplify and condense our zoning ordinance as well as make its administration more efficient and effective staff recommends to the Planning Commission that this text amendment be sent forward to the Town Council with a favorable recommendation (see Commission Paper Attached).

Member Schick opens for public hearing.

Member Schick closes for public hearing.

The following Planning Commission Paper was read:

PLANNING COMMISSION PAPER

AT THE REGULAR MEETING HELD, THURSDAY, JUNE 5, 2014 AT THE COLONIAL BEACH TOWN CENTER

This ordinance amendment repeals the existing zoning districts; *ARTICLE 26 HOME OCCUPATIONS, ARTICLE 24 LANDSCAPING, ARTICLE 13 PARKING, AND ARTICLE 18 MISCELLANEOUS* in their current form and replaces these districts with the proposed *ARTICLE 18 SUPPLEMENTARY REGULATIONS*. Whereas, the Colonial Beach Planning Commission finds that public necessity, convenience, general welfare and good zoning practice would be served by the recommending approval of Zoning Text Amendment (ZOA-04-2014/Ordinance #649);

And,

Now therefore be it resolved that the Colonial Beach Planning Commission hereby recommends approval of Zoning Text Amendment ZOA-04-2014/Ordinance #649 and forwards the amendment to the Town Council with a favorable recommendation in accordance with §15.2-2200 of the *Code of Virginia, 1950* as amended.

MOVED BY: BUSICK

SECONDED BY: RODEHEAVER

	AYE	NAY		AYE	NAY
MS. SCHICK	<u> x </u>	___	MS. HOLT	___	___
M. McCabe	<u> x </u>	___	MR. BUSICK	<u> x </u>	___
MR. GRANT	___	___	MR. RODEHEAVER	<u> x </u>	___
MS. DEJESUS	___	___			

Item 6: Public Hearing for Adoption of the Official Zoning Map

Mr. Mitchell read the following staff report:

PLANNING & COMMUNITY DEVELOPMENT STAFF REPORT	
PROJECT NAME: Adoption of the Official Zoning Map	Town Council Meeting Date:
Case Number: ZOA-05-2014 (Ord. 649)	Applicant: Town
Project Status: <input type="checkbox"/> Preliminary Sketch Application <input type="checkbox"/> Rezoning <input type="checkbox"/> Preliminary Plat Use <input type="checkbox"/> Conditional <input type="checkbox"/> Preliminary Final Plat Plans <input type="checkbox"/> Concept <input type="checkbox"/> Final Plat <input checked="" type="checkbox"/> Zoning Amendment <input type="checkbox"/> Vacation <input type="checkbox"/> Comp Plan Amendment	Owner: NA
	Location: NA
	Voting District: NA
	Parcel Number: NA
	Total Site Area: NA
	Site Area Developed: NA
Existing Structures: NA	CBPA: NA
Flood Hazard: NA	Additional Site Data: NA
Current Zoning: NA	
Action Request: Approval as presented	Staff: G. Mitchell
	Date: 5-6-2014

Prior Actions / Case History

Rezoning: NA
Conditional Use Permit: NA
Variances: NA
Subdivisions: NA
Other Data: NA

BACKGROUND:

As specified in the Code of Virginia, 15.2-2200 the Town may adopt an official zoning map and by reference incorporate this map into the zoning ordinance of Colonial Beach.

DISCUSSION:

Staff has researched the town's records and files and incorporated all the rezonings, conditional use permits, variances, and bay act exceptions on the official map. By adopting this map we **are not** rezoning any property – the official map only represents the current zoning within the Town.

STAFF RECOMMENDATION:

Staff recommends to the Planning Commission adopt this official zoning map and forward it to Town Council with a favorable recommendation for adoption. (See Commission Paper Attached).

PLANNING COMMISSION RECOMMENDATION:

On a unanimous vote the Colonial Beach Planning Commission recommends that the Town Council adopt the Official Zoning Map for the Town of Colonial Beach.

Member Schick opens for public hearing.
Member Schick closes for public hearing.

The following Planning Commission Paper was read:

PLANNING COMMISSION PAPER

AT THE REGULAR MEETING HELD, THURSDAY, JUNE 5, 2014 AT THE COLONIAL BEACH TOWN CENTER

This ordinance amendment is to adopt the Official Zoning Map of Colonial beach. Whereas, the Colonial Beach Planning Commission finds that public necessity, convenience, general welfare and good zoning practice would be served by the recommending approval of Zoning Text Amendment (ZOA-05-2014)

And,

Now therefore be it resolved that the Colonial Beach Planning Commission hereby recommends approval of Zoning Text Amendment ZOA-05-2014/Official Map Adoption and forwards the amendment to the Town Council with a favorable recommendation in accordance with § 15.2-2200 of the Code of Virginia, 1950 as amended.

MOVED BY: McCabe

SECONDED BY: Busick

	AYE	NAY		AYE	NAY
MS. SCHICK	<u>X</u>	___	MS. HOLT	___	___
M. McCABE	<u>X</u>	___	MR. BUSICK	<u>X</u>	___
MR. GRANT	___	___	MR. RODEHEAVER	<u>X</u>	___
MS. DEJESUS	___	___			

Item 7: Discussion on future Planning Commission meetings and other matters

Mr. Mitchell suggested changing the next meeting from Thursday, July 3, 2014 to Thursday, July 17, 2014 because of the July 4th Holiday. The Planning Commission agreed. Mr. Mitchell then explained that he was going to have a Comp Plan update in their packets for the next meeting. The updates would include how they would move forward with adding a Transportation Plan and a Living Shoreline Plan. He also explained that he would revise Article 10, Agricultural in the Zoning Ordinance and have the revisions ready for them. Member McCabe expressed her concern with the Comp Plan. She felt they needed to discuss who is responsible for executing each goal mentioned in the plan. The Planning Commission expressed the need for a work session.

Member Busick wanted to make public record that a woman came into the Planning Office and gave Mr. McHugh a card expressing her gratitude for the Planning Department.

Mr. Mitchell explained that he initiated a small business visitation program. He went to four businesses in the month of May and asked what the Town could do to help the businesses. Most of the responses that came from the businesses were “lack of leadership in the community”. Member Schick suggested getting more education out to the businesses concerning permits.

Item 8: Adjournment

There was no further business. Member Rodenheaver made a motion to adjourn. Member McCabe seconded. The meeting was adjourned at 7:20 p.m.

Chairperson, Colonial Beach Planning Commission