

CITY OF WINCHESTER, VIRGINIA

CITY COUNCIL AGENDA ITEM

CITY COUNCIL MEETING OF: September 22, 2015

RESOLUTION ___ ORDINANCE DESCRIPTION/PRESENTATION ___

ITEM TITLE: Rz-15-421 an Ordinance to Rezone Approximately 16.4 Acres of Land Containing Approximately 96 Parcels, Either in Full or in Part, to be Included in the Corridor Enhancement (CE) District; as Depicted on an Exhibit Entitled: "National Ave Proposed CE District" Prepared by Winchester Planning Department on 6/23/2015.

PUBLIC HEARING DATE: October 27, 2015 at 12:00 AM

The initiating Department Director will place below, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda. The completion of review only addresses the readiness of the issue for Council consideration. This does not address the recommendation for approval or denial of the issue.

Review:

Josh Crump	Completed	09/15/2015 4:22 PM
Anthony Williams	Completed	09/17/2015 10:21 AM
Eden Freeman	Completed	09/17/2015 12:24 PM

Josh Crump

Josh Crump, Planner

9/15/2015



APPROVED AS TO FORM:


CITY ATTORNEY


Eden Freeman, City Manager

9/17/2015

CITY COUNCIL ACTION MEMO

To: Honorable Mayor and Members of City Council
From: Josh Crump, Planner
Date: September 22, 2015
Re: Rz-15-421 an Ordinance to Rezone Approximately 16.4 Acres of Land Containing Approximately 96 Parcels, Either in Full or in Part, to be Included in the Corridor Enhancement (CE) District; as Depicted on an Exhibit Entitled: "National Ave Proposed CE District" Prepared by Winchester Planning Department on 6/23/2015.

THE ISSUE:

This is a city-initiated rezoning to establish the boundaries of the National Avenue Corridor Enhancement District that was created by City Council in 2005.

RELATIONSHIP TO STRATEGIC PLAN:

Goal #2: Promote and accelerate revitalization of catalyst and other areas throughout the city

BACKGROUND:

See Attached Staff Report

BUDGET IMPACT:

N/A

OPTIONS:

1. Approve as recommended by Planning Commission
2. Table request
3. Deny request

RECOMMENDATIONS:

Approve as recommended by Planning Commission

RZ-15-421 AN ORDINANCE TO REZONE APPROXIMATELY 16.4 ACRES OF LAND CONTAINING APPROXIMATELY 96 PARCELS, EITHER IN FULL OR IN PART, TO BE INCLUDED IN THE CORRIDOR ENHANCEMENT (CE) DISTRICT; AS DEPICTED ON AN EXHIBIT ENTITLED: "NATIONAL AVE PROPOSED CE DISTRICT" PREPARED BY WINCHESTER PLANNING DEPARTMENT ON 6/23/2015.

WHEREAS, the Planning Commission resolved at its August 18, 2015 meeting to initiate the rezoning of this land as a publicly sponsored rezoning; and,

WHEREAS, it is in the interest of the City to protect and promote the aesthetic character and functionality of major tourist access corridors leading into the local and national Historic Winchester District; and,

WHEREAS, it is in the interest of the City to promote the general welfare of the community by attracting visitors and generating business through heritage tourism-based economic development; and,

WHEREAS, it is the interest of the City to enhance the overall appearance of the City's corridors, while improving access along the corridors through increased walkability and interconnectivity; and,

WHEREAS, the City has recently undertaken a major capital improvement project to realign National Avenue, North East Lane, and East Piccadilly Street, including the installation of a roundabout as part of the National Avenue Gateway Project; and,

WHEREAS, the Common Council unanimously adopted provisions for the Corridor Enhancement Overlay District on April 12, 2005; and,

WHEREAS, the Common Council adopted in the City's FY2016 Strategic Plan, a goal to promote and accelerate revitalization of catalyst and other areas throughout the City of Winchester; and,

WHEREAS, the Planning Commission has studied the existing physical development, land use, zoning, topography, and view sheds of the National Avenue Corridor from North Kent Street to East Street; and,

WHEREAS, the Planning Commission has identified properties along the National Avenue Corridor from North Kent Street to East Street that are suitable for inclusion in the Corridor Enhancement District; and,

WHEREAS, the City held a Public Information Meeting on August 13, 2015, pertaining to the proposed National Avenue CE District.

WHEREAS, the Planning Commission forwarded the request to Council on September 15, 2015 recommending approval of the rezoning as depicted on an exhibit entitled

“NATIONAL AVE PROPOSED CE DISTRICT” PREPARED BY WINCHESTER PLANNING DEPARTMENT ON 6/23/2015” because the request is consistent with the Comprehensive Plan and protects and promotes the aesthetic character and functionality of a major tourist access corridor leading into the designated local (HW) and National Historic Winchester District, and as such, represents good planning practice ; and,

NOW, THEREFORE, BE IT RESOLVED that the Commission hereby initiates the following rezoning:

AN ORDINANCE TO REZONE APPROXIMATELY 16.4 ACRES OF LAND CONTAINING APPROXIMATELY 96 PARCELS, EITHER IN FULL OR IN PART, TO BE INCLUDED IN THE CORRIDOR ENHANCEMENT (CE) DISTRICT; AS DEPICTED ON AN EXHIBIT ENTITLED: “NATIONAL AVE PROPOSED CE DISTRICT” PREPARED BY WINCHESTER PLANNING DEPARTMENT ON 6/23/2015.

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REQUEST DESCRIPTION

This publicly sponsored rezoning request is to apply the Corridor Enhancement (CE) District to approximately 16.4 acres (part or all of 96 parcels) comprising land along National Avenue, a key tourist entry route connecting to Virginia State Route 7 Corridor and Exit 315 of Interstate 81. The standards and guidelines for the National Avenue CE Overlay District were unanimously approved by Council on April 12, 2005, and are intended to protect and promote major tourist access routes in the City.

AREA DESCRIPTION

The area of this rezoning (depicted within the blue outline in the image below) is primarily along National Avenue corridor beginning at the intersection of North Pleasant Valley Rd and Berryville Avenue and continues westward along both sides of National Avenue including the new traffic circle to East Piccadilly Street.



The underlying zoning of the affected area is majority zoned Limited High Density (HR-1) Residential District with a mix of Highway Commercial (B-2) District and Central Business (B-1) District. The corridor is mostly residential use, with single family, single family attached, and multifamily dwellings. A large stretch of National Avenue also includes EIP zoned land which is the Winchester National Cemetery.

The following parcels are to be rezoned:

Number	Street	Current	Proposed
209	N EAST LANE	B1	B1(CE)
211-213	N EAST LANE	B1	B1(CE)
212	N EAST LANE	HR1	HR1(CE)
214	N EAST LANE	HR1	HR1(CE)

Number	Street	Current	Proposed
215	N EAST LANE	HR1	HR1(CE)
219	N EAST LANE	HR1	HR1(CE)
221	N EAST LANE	HR1	HR1(CE)
223	N EAST LANE	HR1	HR1(CE)
255	EAST STREET	HR1	HR1(CE)
208	E FAIRFAX LANE	HR1	HR1(CE)
232	E FAIRFAX LANE	HR1	HR1(CE)
236	E FAIRFAX LANE	HR1	HR1(CE)
237	E FAIRFAX LANE	HR1	HR1(CE)
238	E FAIRFAX LANE	HR1	HR1(CE)
239	E FAIRFAX LANE	HR1	HR1(CE)
241	E FAIRFAX LANE	HR1	HR1(CE)
243	E FAIRFAX LANE	HR1	HR1(CE)
245	E FAIRFAX LANE	HR1	HR1(CE)
247	E FAIRFAX LANE	HR1	HR1(CE)
300	NATIONAL AVE	HR1	HR1(CE)
301-303	NATIONAL AVE	HR1	HR1(CE)
302	NATIONAL AVE	HR1	HR1(CE)
305	NATIONAL AVE	HR1	HR1(CE)
306	NATIONAL AVE	HR1	HR1(CE)
307	NATIONAL AVE	HR1	HR1(CE)
310	NATIONAL AVE	HR1	HR1(CE)
311	NATIONAL AVE	HR1	HR1(CE)
314	NATIONAL AVE	HR1	HR1(CE)
315	NATIONAL AVE	HR1	HR1(CE)
316	NATIONAL AVE	HR1	HR1(CE)
317	NATIONAL AVE	HR1	HR1(CE)
319	NATIONAL AVE	HR1	HR1(CE)
320	NATIONAL AVE	HR1	HR1(CE)
321-323	NATIONAL AVE	HR1	HR1(CE)
322	NATIONAL AVE	HR1	HR1(CE)
324-326	NATIONAL AVE	HR1	HR1(CE)
325	NATIONAL AVE	HR1	HR1(CE)
327	NATIONAL AVE	HR1	HR1(CE)
329-331	NATIONAL AVE	HR1	HR1(CE)
333-335	NATIONAL AVE	HR1	HR1(CE)
339	NATIONAL AVE	HR1	HR1(CE)
340	NATIONAL AVE	HR1	HR1(CE)
342	NATIONAL AVE	HR1	HR1(CE)
344	NATIONAL AVE	HR1	HR1(CE)
346-348	NATIONAL AVE	HR1	HR1(CE)
347	NATIONAL AVE	HR1	HR1(CE)
349	NATIONAL AVE	HR1	HR1(CE)

Number	Street	Current	Proposed
350-352	NATIONAL AVE	HR1	HR1(CE)
351	NATIONAL AVE	HR1	HR1(CE)
355	NATIONAL AVE	HR1	HR1(CE)
356	NATIONAL AVE	HR1	HR1(CE)
357-359	NATIONAL AVE	HR1	HR1(CE)
358	NATIONAL AVE	HR1	HR1(CE)
360	NATIONAL AVE	HR1	HR1(CE)
364	NATIONAL AVE	HR1	HR1(CE)
365	NATIONAL AVE	HR1	HR1(CE)
366	NATIONAL AVE	HR1	HR1(CE)
368	NATIONAL AVE	HR1	HR1(CE)
370	NATIONAL AVE	HR1	HR1(CE)
371	NATIONAL AVE	HR1	HR1(CE)
374	NATIONAL AVE	HR1	HR1(CE)
375	NATIONAL AVE	HR1	HR1(CE)
377	NATIONAL AVE	HR1	HR1(CE)
378	NATIONAL AVE	HR1	HR1(CE)
381	NATIONAL AVE	HR1	HR1(CE)
382	NATIONAL AVE	HR1	HR1(CE)
384	NATIONAL AVE	HR1	HR1(CE)
386	NATIONAL AVE	HR1	HR1(CE)
388	NATIONAL AVE	HR1	HR1(CE)
401	NATIONAL AVE	EIP	EIP(CE)
402	NATIONAL AVE	HR1	HR1(CE)
406	NATIONAL AVE	HR1	HR1(CE)
410	NATIONAL AVE	HR1	HR1(CE)
416	NATIONAL AVE	B2	B2(CE)
421	NATIONAL AVE	HR1	HR1(CE)
422	NATIONAL AVE	B2	B2(CE)
423	NATIONAL AVE	HR1	HR1(CE)
425	NATIONAL AVE	HR1	HR1(CE)
428-432	NATIONAL AVE	B2	B2(CE)
440-442	NATIONAL AVE	B2	B2(CE)
446	NATIONAL AVE	B2	B2(CE)
501	NATIONAL AVE	HR1	HR1(CE)
503	NATIONAL AVE	HR1	HR1(CE)
505	NATIONAL AVE	HR1	HR1(CE)
507	NATIONAL AVE	HR1	HR1(CE)
509	NATIONAL AVE	HR1	HR1(CE)
511	NATIONAL AVE	HR1	HR1(CE)
212-214	E PICCADILLY STREET	B1	B1(CE)
216	E PICCADILLY STREET	B1	B1(CE)
222	E PICCADILLY STREET	B1	B1(CE)

Number	Street	Current	Proposed
226	E PICCADILLY STREET	B1	B1(CE)
228-232	E PICCADILLY STREET	B1	B1(CE)
231	E PICCADILLY STREET	B1	B1(CE)
236	E PICCADILLY STREET	B1	B1(CE)
302	E PICCADILLY STREET	HR1	HR1(CE)
304	SMITHFIELD AVE	HR1	HR1(CE)

COMMENTS FROM THE PLANNING DEPARTMENT

The Comprehensive Plan calls for guiding the physical form of development along key tourist entry corridors leading into the City’s core historic district by utilizing a combination of standards and guidelines. In 2013, City Council adopted a Strategic Plan which called for City Gateway Beautification in order to improve designated “city gateways” and to meet the goal of Creating a More Livable City for All. One gateway that was identified was the National/Piccadilly/East Lane intersection. A realignment project for this intersection was proposed and approved in 2014 for a roundabout design as a traffic calming device and gateway enhancement for the corridor. Work began on the roundabout in May 2015 and completed in August 2015, the National Avenue roundabout was completed. City staff felt with the opening of the roundabout, this was an opportune time to implement the National Avenue Corridor Enhancement.

Council has previously approved CE Districts for Berryville Avenue, Valley Avenue, Amherst Street, Cedar Creek Grade, and portions of S. Pleasant Valley Rd and E. Cork Street. Other CE Districts for which standards and guidelines are already adopted, but for which the overlay rezoning has not taken place include: Millwood Avenue, Fairmont Avenue, and N. Loudoun Street. The overlay CE zoning for the northernmost section of Valley Avenue has not been adopted yet either.

THE DISTRICT

Corridor Enhancement Overlay Districts provide guidelines and regulations for building aesthetics and site features; **it does not change the underlying zoning that regulates land use.** Some examples of CE standards include: building orientation, roof treatments, wall treatments, and placement of mechanical units. It guides any proposed exterior changes or new construction on a mixture of commercial and residentially-used land. The attached map depicts the specific boundaries of the district. Information outlining the standards and guidelines specific to National Avenue are available in the Planning Office as well as on the City’s website. There is also a matrix offering a general overview of the CE District provisions citywide.

DEVELOPING THE BOUNDARY

The boundary was developed to include all properties fronting upon the State Route 7 corridor between the portion already included in the Berryville Avenue CE district on the east end and the existing Historic Winchester (HW) District on the west end. Some properties along E. Fairfax Lane were included as well since they are within the viewshed for tourists entering into the historic district along the Rte 7 corridor.

Along the north side of National Avenue, the proposed CE districts extends back between 150 and 160 feet from National Avenue in most areas. This generally coincides with the rear lot line of most parcels although the rear area of the commercially-zoned Smalts property is not included as well as two deeper residential lots further to the west of Smalts.

Along the south side of National Avenue, the proposed district extends approximately 116 feet which is generally in line with the rear property lines adjoining rear alleys in most cases, including those adjoining

Jolley Lane (a public alley). The portion of National Cemetery included within the district coincides with the 116 foot depth applicable to the residential properties to the east and west. This places the cemetery office building within the district, but only a small portion of the cemetery otherwise. National Cemetery itself is a National Register historic resource which draws visitors to the community and further warrants protections offered with the CE district overlay zoning. A state historic marker on the opposite side of the street denotes the location of the Out-lot purchased by George Washington in conjunction with his purchase of an In-lot in the downtown area.

CITIZEN COMMENTS

Staff held a public information session on Thursday August 13, 2015 and received a couple of inquiries, but nobody has expressed either strong support or opposition to the specific overlay zoning request.

RECOMMENDATION

At its September 15, 2015 meeting, the Commission forwarded Rezoning **RZ-15-421** to City Council recommending approval because the request is consistent with the Comprehensive Plan and protects and promotes the aesthetic character and functionality of a major tourist access corridor leading into the designated local (HW) and National Historic Winchester District, and as such, represents good planning practice.

RESOLUTION RZ-15-421
NATIONAL AVENUE CORRIDOR ENHANCEMENT DISTRICT

September 15, 2015

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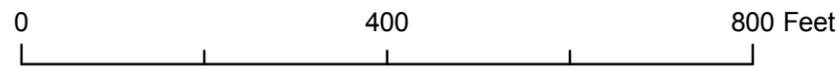
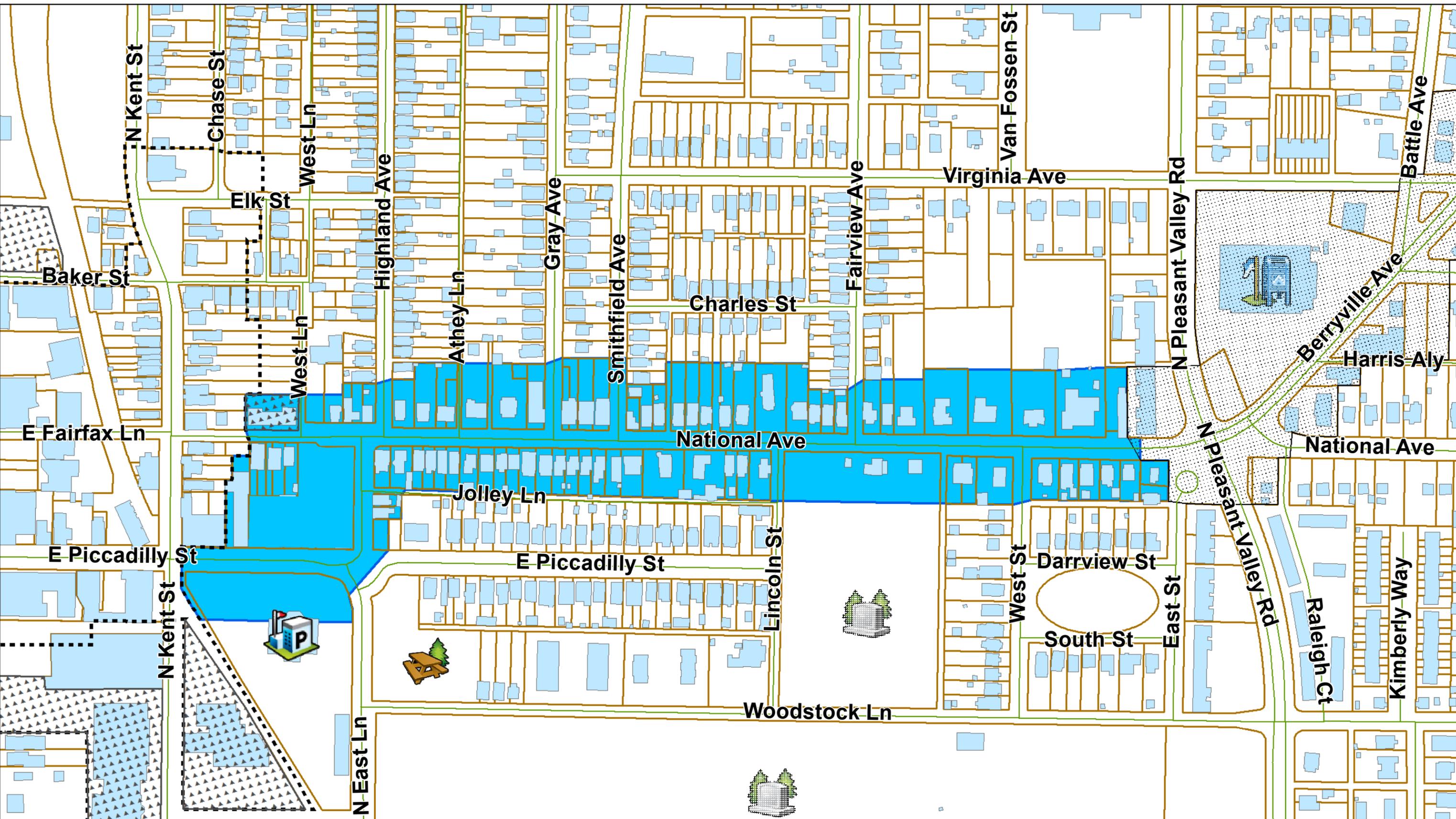
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National Ave Proposed CE District

-  Conditional
-  CE- Berryville
-  Historical District
-  CE- National